



***HĀLĀWAI PAPA ALAKA'I KŪMAU
KE'ENA KULEANA HO'OKIPA O HAWAI'I***

**REGULAR BOARD MEETING
HAWAI'I TOURISM AUTHORITY**

Po'ahā, 30 Iulai 2020, 9:30 a.m.
Thursday, July 30, 2020 at 9:30 a.m.

Kikowaena Hālāwai O Hawai'i
Papahale 'Ekolu - Lumi 314
1801 Alaākea Kalākaua
Honolulu, Hawai'i 96815

Hawai'i Convention Center
Third Floor - Room 314
1801 Kalākaua Avenue
Honolulu, Hawai'i 96815

'O ka ho'opakele i ke ola o ka lehulehu ka makakoho nui. E maliu ana ka HTA i ke kuhikuhina a nā loea no ke kū kōwā, ka uhi maka, me nā koina pili olakino 'ē a'e. Koi 'ia ke komo i ka uhi maka a me ke kū kōwā ma nā ke'ena a ma nā hālāwai.

The safety of the public is of the utmost importance. Pursuant to expert guidance, HTA will be following strict physical distancing, facial coverings, and other health-related requirements. Face coverings and physical distancing are required in HTA offices and meetings.

Koi 'ia ka hō'oiā i kou olakino maika'i ma mua o ke komo i ke Kikowaena Hālāwai O Hawai'i ma ka 'īpuka o waena o ka hale ho'okū ka'a. E pāpā 'ia ke komo 'ana o ke kanaka nona ka piwa ma luna a'e o ka 100.4°F. Inā 'ōma'ima'i 'oe, e 'olu'olu, e 'imi i ke kauka nāna e kōkua iā 'oe.

Entrance to the Hawai'i Convention Center requires a health screening at the center parking garage entrance. Persons with a temperature of over 100.4°F will be denied entry. If you are not feeling well, we urge you to contact a healthcare provider.

Papa Kumumana'o
AGENDA

1. *Ho'omaka A Pule*
Call to Order and Pule
2. *'Āpono I Ka Mo'o'ōlelo Hālāwai*
Approval of Minutes of the June 25, 2020 Board Meeting
3. *Hō'ike Lālā*
Report of Permitted Interactions at an Informational Meeting or Presentation Not Organized by the Board Under HRS section 92-2.5(c)



4. *Hō'ike A Ka Luna Ho'okele*
Report of the CEO Relating to Staff's Implementation of HTA's Programs During June 2020:
 - Major Market Management including Destination Marketing Management Services, Global Meetings, Conventions and Incentives (MCI) Program Management Services, Responsible Tourism, Support of State COVID-19 Mitigation Efforts
5. *Hō'ike 'Ikepili Noi'i 'Oihana Ho'omāka'ika'i*
Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets, Including the United States, Japan, Canada, Oceania, Other Asia, Europe, and Cruise
6. *Hō'ike, Kūkākūkā A Ho'oholo No Nā Mo'okālā*
Presentation, Discussion and Action on HTA's Financial Reports for May and June 2020
7. *Hō'ike No Ka Papahana Ho'oponopono*
Update on the Status of the 2018 Audit Action Plan
8. *Hō'ike No Ke Kau 'Aha'ōlelo 2020*
Update Relating to the 2020 Legislative Session and Related Bills Relevant to HTA
9. *Hō'ike A Ke Kōmike Hokona Kūmau No Ke Kūkākūkā A Ho'oholo*
Report of the Marketing Standing Committee with the Committee's Recommendations to Support Various Marketing Proposals, for Discussion and Action by the Board
10. *Hō'ike A Ka Hui Ho'opiha Kūlana Pelekikena A Luna Ho'okele*
Report of the Permitted Interaction Group Serving as a Selection Committee to Guide the Search for the Next HTA President and Chief Executive Officer
11. *Ho'oku'u*
Adjournment

*** *'Aha Ho'okō: Ua hiki i ka Papa Alaka'i ke mālama i kekahi hālāwai kūhelu i kū i ka Hawai'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 Hawai'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 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.



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

David Y. Ige
Governor

Chris Tatum
President and Chief Executive Officer

Kono 'ia ka lehulehu e komo mai i ka hālāwai a ho'ouna mai i ka 'ōlelo hō'ike kākau 'ia no kēlā me kēia kumuhana i helu 'ia ma ka papa kumumana 'o. Hiki ke ho'ouna mai i nā 'ōlelo hō'ike kākau 'ia ma mua o ka hālāwai iā carole@gohta.net a i 'ole ma o ke kelepa'i. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Carole Hagihara (973-2289 a i 'ole carole@gohta.net), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.

Members of the public are invited to attend the public meeting and provide written testimony on any agenda item. Written testimony may also be provided by submitting the testimony prior to the meeting by email to carole@gohta.net or by facsimile transmission. Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Carole Hagihara (973-2289 a i 'ole carole@gohta.net) no later than 3 days prior to the meeting so arrangements can be made.

Agenda Item

2

Approval of Minutes of the
June 25, 2020 Board Meeting



Hawai'i Convention Center
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
kelepa'i fax 808 973 2253
kahua pa'a web hawaiiitourismauthority.org

David Y. Ige
Governor

Chris Tatum
President and Chief Executive Officer

**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY
Thursday, June 25, 2020
Hawai'i Convention Center
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815**

MINUTES OF REGULAR BOARD MEETING

MEMBERS PRESENT:

Richard Fried (Chair), Micah Alameda, David Arakawa, Fred Atkins, Daniel Chun, George Kam, Kyoko Kimura, Ku'uipo Kumukahi, Benjamin Rafter, Kelly Sanders, and Kimi Yuen

MEMBER NOT PRESENT:

Sherry Menor-McNamara

HTA STAFF PRESENT:

Chris Tatum, Keith Regan, Pattie Herman, Marc Togashi, Kalani Ka'anā'anā, Marisa Yamane, Jennifer Chun, Caroline Anderson, Carole Hagihara, Minh Chau-Chun, Lawrence Liu, and Ronald Rodrigues

GUESTS:

Representative Richard Onishi, Senator Glenn Wakai, Ford Fuchigami, Ross Higashi, John Monahan, Teri Orton, Erin Khan, Nathan Kam, John deFries, Malia Sanders, Charlene Chan, Mahinapoepoe Paishon-Duarte, and Nā'ālehu Anthony

LEGAL COUNSEL:

Gregg Kinkley

1. Call to Order and Pule:

Chair Richard Fried called the meeting to order at 9:32 AM. Kalani Ka'anā'anā, HTA Director of Hawaiian Cultural Affairs and Natural Resources, opened the meeting with a pule.

2. Approval of Minutes of the May 28, 2020 Board Meeting:

Chair Fried requested a motion to approve the minutes of the May 28, 2020 Board meeting. George Kam made a motion, which was seconded by Ku'uipo Kumukahi. The motion was unanimously approved.

3. Report of Permitted Interactions at an Informational Meeting or Presentation Not Organized by the Board under HRS section 92-2.5(c):

Chair Fried asked the Board whether there were any permitted interactions to report, and there were none.

4. Report of the CEO Relating to Staff's Implementation of HTA's Programs during May 2020:

Chair Fried recognized Chris Tatum, HTA President and CEO, to present his report. Mr. Tatum reported that he has remained involved with the House Select Committee on COVID-19 and chairs the Tourism sub-committee. He added that he, together with Keith Regan, HTA Chief Administrative Officer, and the HTA team, has continued to participate in Governor David Ige's COVID-19 recovery task force in partnership with the Department of Health (DOH) and the Department of Transportation (DOT). Mr. Tatum noted that he has continued to communicate with the visitor industry and has coordinated meetings between industry leaders and government officials. He said Gov. Ige issued his 14-day quarantine order back on March 22nd, and it has been an unprecedented time. The quarantine needed to be enforced without infringing on people's rights to make Hawai'i a safe place. Mr. Tatum commended Mr. Regan and DOT for their work at the airports. He noted that CNBC has described Hawai'i as having been the most successful state in regard to maintaining a low infection rate. Mr. Tatum said HTA was also asked to manage the call center for contact tracing. He added that the call center has made over 80,000 calls. Mr. Tatum commended John Monahan, President and CEO of HVCB, and HVCB for their efforts. He praised the HTA team and commended Jennifer Chun, HTA Director of Tourism Research, who worked seven days a week without complaint. He added that Ms. Chun collected data and released daily arrival reports when such data would normally be released in a monthly report. Mr. Tatum commended Marissa Yamane, HTA Director of Communications and Public Relations. He also commended Barbara Okamoto, Senior Vice President of Customer Relationship Marketing for HVCB, who manages the 80-member call center, and noted that was not the position for which she was hired. Mr. Tatum said the call center operated seven days a week, assisted with the enforcement of the 14-day quarantine, and showed visitors that their well-being was important to the state of Hawai'i. Mr. Regan added that DOT provided twenty volunteers for the call center. Ms. Chun then added that the Hawai'i County Civil Defense and Maui County Police Department also provided volunteers. Mr. Tatum said Hawai'i's mitigation efforts may not be perfect, but they are clearly the best. He noted that Mr. Regan and DOT have been working on digital arrival forms and that data will be valuable to DOH. Mr. Tatum added that there is a first class group of people in Hawai'i's government, and the results have been phenomenal. Chair Fried shared that he saw an article in Politico that described Hawai'i as a rare COVID-19 success story.

5. Presentation by HTA and the Hawai'i State Department of Transportation on the Current 14-day Quarantine for Arriving Passengers at Hawai'i's Airports:

Chair Fried recognized Ford Fuchigami, Administrative Services Officer for DOT, Airports Division, to present on the visitor arrival procedures at the airport. Mr. Fuchigami

commended his staff for their efforts and said open communication is the most critical thing moving forward. Mr. Fuchigami said passengers first have their temperature taken and anyone who registers a temperature of 100.4 degrees or higher will undergo secondary medical screening, where a contract paramedic will take an oral temperature to ensure the reading is accurate. The passenger will then answer a series of questions called a clinical evaluation. Mr. Fuchigami said that after the clinical evaluation, the passenger is offered a swab test, which is turned over to DOH. He said that if the passenger tests positive, DOH will notify DOT to begin the contact tracing process. He noted that there are a number of exceptions to the 14-day quarantine, including those with a military ID, because the federal government has its own protocol. Mr. Fuchigami added that under state statute, federal government employees are not exempt from the 14-day quarantine.

Mr. Fuchigami discussed how the Order for Self-Quarantine form has evolved over time to address different challenges. He commended the airline industry for their support. Mr. Fuchigami noted that the screening process has evolved into a law enforcement process. He said the passenger's contact information is the most important thing they look for. Mr. Fuchigami noted that screeners at the airport use a mobile app to verify that the contact information is valid. He added that if a passenger does not have valid contact information, that person cannot leave the airport. He said either the passenger returns to where they came from or is arrested. Mr. Fuchigami noted that members of the National Guard, police officers, or sheriffs are present to protect the staff in the event of confrontations with passengers. He added that the screeners will check the return flight information against the number of nights on the hotel reservation. Mr. Fuchigami said the health screeners call the hotel provided on the health form to verify that the passenger has a valid reservation at the hotel. If that information does not match, the passenger cannot leave the airport without extending their hotel reservation or adjusting their return flight.

Mr. Fuchigami then discussed the procedures for interisland departures. He said a member of the National Guard takes the traveler's temperature. Mr. Fuchigami shared that on "Commuter Mondays," there are about 600 construction workers traveling to their respective neighbor island worksites within a one-hour window and explained the challenges associated with that high volume of travelers. He said it is very difficult to manage operationally and requires three TSA lanes and a separate queuing area. He commended the coordination between Hawaiian Airlines and DOT staff. Mr. Fuchigami discussed the interisland departure form. He played a YouTube video of the domestic visitor arrival process.

Mr. Fuchigami then discussed the pilot program for the integrated thermal scanner and facial recognition tracking system. He said the final bids for the pilot program are due Friday, June 26th. He explained that the facial image is only held for thirty minutes and then permanently deleted, though the ACLU considers it an invasion of privacy. The images are only used to ensure that individuals with elevated temperatures are stopped before leaving the airport. Mr. Fuchigami added that individuals are not asked to remove their hats, glasses, or face masks. He said DOT initiated this program back in early March with

anticipated completion and installation of all cameras in Honolulu, Kona, Hilo, Kahului, and Līhu‘e airports by December 31, 2020. Mr. Fuchigami noted that the technology is not limited to just COVID-19, but can identify anyone with a fever in the event of any type of future viral outbreak. He added that the situation at the airports has been challenging and commended his staff for rising to meet the challenge. He said DOT and DOH will be working as a single unit moving forward and that no other state airport system does what DOT and DOH are doing.

David Arakawa asked what HTA can do to support DOT in the future. Mr. Fuchigami responded that HTA can continue to support DOT with communications, disseminating information, and directing visitors to DOT’s website which has all of the travel protocol. Mr. Arakawa suggested that HTA post the DOT forms, videos, and protocol on HTA’s website. Mr. Regan replied that HTA continues to be a partner with DOT and DOH and much of that information is already on HTA’s website thanks to Ms. Yamane and her team. Mr. Regan added that it is critical that this information is effectively communicated, and HTA will continue to partner with DOT in this manner. Mr. Arakawa asked if DOT would be open to expedited procedures for other industries in addition to construction. Mr. Fuchigami responded that he has been in discussion with the City and County of Honolulu about expediting their workers. He noted that the construction industry jumped to the top of the list of expedited procedures because of Commuter Mondays. Mr. Fuchigami said the challenge is directing the general public to the DOT website. Daniel Chun noted that, in terms of communication, most travelers look to their airline for that information. Mr. Chun suggested that DOT and DOH work to provide the airline industry with the procedures, videos, and forms so that they can post this information on their websites.

Chair Fried asked Mr. Fuchigami to confirm whether the facial recognition images are only retained for thirty minutes. Mr. Fuchigami responded that the images are automatically deleted after thirty minutes. Chair Fried asked what concerns the ACLU. Mr. Fuchigami speculated that it is because specific information pertaining to the program has not been widely shared, and people automatically assume DOT will keep the images and disseminate them to law enforcement agencies. Chair Fried replied that he will suggest to Joshua Wisch, Executive Director of ACLU Hawai‘i, to reach out to Mr. Fuchigami or Ross Higashi, Deputy Director of DOT, Airports Division. Mr. Fuchigami said ACLU submitted a FOIA request, but they are requesting information on a system that DOT may not even select. Fred Atkins asked on average, how many people need to undergo secondary screening, and of those people, how many test positive for COVID-19. Mr. Fuchigami responded that it is very minimal, and all of that data has been provided to DOH. He then shared an anecdote about a difficult case concerning an asymptomatic individual and noted that asymptomatic people are very difficult to catch. Mr. Tatum said that if the message is not communicated about needing a pre-test to come to Hawai‘i, the state will be overwhelmed because Hawai‘i does not have the capacity to test incoming travelers. Mr. Fuchigami responded that he believes Hawai‘i should be prepared to test incoming travelers. He added that Hawai‘i only has the capacity to test about 3,000 people per day. Mr. Tatum replied that there are four to five weeks to spread the message that visitors need a pre-test to avoid the 14-day quarantine.

Micah Alameda shared that his experience in Hilo Airport was positive. He noted, however, that there was one difficult person who was saying that the health screening forms violated her HIPAA rights. Mr. Alameda asked how often these confrontations occur. Mr. Fuchigami responded that it happens every day and shared a number of examples. He added that DOT tries to protect its staff as much as possible. Chair Fried asked what happens if a traveler refuses to sign the health forms. Mr. Fuchigami responded any individuals who refuse to sign the health forms cannot fly. Chair Fried added that he believes everyone is in agreement with Mr. Fuchigami that Hawai'i needs testing for asymptomatic people.

Chair Fried recognized Mr. Regan to discuss HTA's involvement in COVID-19 mitigation efforts. Mr. Regan said the Hawai'i Emergency Management Agency (HIEMA) had asked HTA to help support the state's COVID-19 mitigation efforts. He noted that HTA's direct support includes form scanning, database management, data distribution, managing the call center, and providing some of the equipment involved in these processes. Mr. Regan commended Mr. Fuchigami and his team. He noted that HTA has supported DOT with contract staff in the screening, verification, call center, and scanning processes. Mr. Regan thanked DOT for providing the facility for the scanning center and noted that the contract staff work seven days a week to put the information into the database. He said it is a labor intensive process in which the forms are scanned manually and individually verified to ensure the fields are filled correctly. Mr. Regan noted that there are thousands of forms per day and each form takes about thirty to sixty seconds to process.

Mr. Regan then discussed the database used to manage this information. He said at first, they were using Microsoft Excel to capture the data and disseminate it to HTA's partners. However, he explained that process was not scalable and so the database was moved to the Esri software platform. Mr. Regan noted that Esri is a major player in emergency management, and the software is already utilized by state agencies and the counties. He explained how Esri works and how it utilizes the collected data for mapping and contact tracing. Mr. Regan said the maps and data are available to law enforcement and law enforcement dispatch centers to better enforce the 14-day quarantine. He noted that Esri also supports call center operations. Mr. Regan commended the call center team and added that there are over eighty professional, customer service-oriented agents that staff the call center seven days a week. He also commended Mr. Ka'anā'anā for creating a virtual PDF system so that equipment did not need to be purchased for the call center and the call center staff can use their own personal devices. Mr. Regan said collaborative partnerships have been essential, and HTA has ensured that the data is being shared efficiently with various stakeholders so they can execute their quarantine enforcement functions.

Chair Fried said in addition to the statewide totals, it would be good to know where individual clusters occur because individuals can then be more sensitive should clusters arise in their local communities. Mr. Regan responded that DOH and HIEMA is utilizing Esri to communicate where aggregate cases occur by district or zip code.

Kimi Yuen asked whether pre-testing data will be included in the database so that law

enforcement will be aware of who has done the pre-test and who needs to be in quarantine. Ms. Yuen also asked how a pre-test is verified. Mr. Regan responded that HTA is supporting DOT and DOH in the development of a digital form. He said the interisland form has been created and will be the launching point for the creation of a domestic and international digital form. Mr. Regan noted that the Esri software is flexible so data from the digital form can easily be added to the software. Mr. Fuchigami noted that travelers who are pre-tested must have a pre-test certification, and law enforcement will only receive information concerning travelers that are subject to the 14-day quarantine. Ms. Yuen asked if there is a way to automate this process. For example, can the certification be uploaded while a passenger is checking in for their flight? Mr. Fuchigami responded that they are working on a program similar to one implemented in Australia. In Australia, people who pay a fee and submit an application are then issued a “passport” that is scanned as the traveler deplanes. He noted that if any information is missing, the passenger will be required to undergo a screening process. Mr. Fuchigami added that DOT is also working on pre-arrival check points similar to a TSA checkpoint.

Mr. Atkins asked if HTA is granted the \$3.3 million CARES reimbursement, will HTA continue to invest into this program, or will HTA step away from this program. Mr. Regan responded that HTA wants to support DOT in this process, but at some point, HTA will need to step away from it. He added that when the visitor arrivals begin to scale upwards, HTA does not have the resources to continue providing support. Mr. Regan noted that HTA is meeting with DOH about the transition process. Mr. Atkins said HTA has done an amazing job of removing the kinks from this process, but for it to be a smooth transition to DOH, the transition needs to occur before the reopening date. Mr. Tatum said it will be a DOH function moving forward. Representative Richard Onishi said there are two funding mechanisms in play for this program. The first is the allocation of \$9 million of CARES money to DOT for the set-up of the equipment. The other is bill HB2502, which empowers DOH to take control of the program with CARES funding to hire staff and provide ongoing operational support. Rep. Onishi added that the hope is to have that settled by the end of the legislative session on July 10th. Mr. Regan noted that this has been a huge team effort.

6. Presentation and Adoption of the ‘Āina Aloha Economic Futures Declaration and of their 4-Step Process of Taking Action to Bring to Life a Resilient Economy Through our Core Value of ‘Āina Aloha - a Deep and Abiding Love for Hawai‘i’s Communities and Natural Environment:

Chair Fried recognized Mahinapoepoe Paishon-Duarte and Nā‘ālehu Anthony to present the ‘Āina Aloha Economic Futures Declaration (‘Āina Aloha). Mr. Anthony said that many of the values serving as the foundation of ‘Āina Aloha are based on their collective experiences as crew members of the Hōkūle‘a and other canoes. He shared a Hawaiian saying, “He wa‘a he moku, he moku he wa‘a,” which translates to “the canoe is an island, and the island is a canoe.” Mr. Anthony noted that the community has been tested time and time again and each time, the community has stood up to meet those challenges and has moved forward towards the right destination. He said the decisions being made in the coming months will

have major consequences in the present and in the future. He added that there are common values that unify Hawai'i as a state. Mr. Anthony shared the four guiding principles that are grounded in Hawai'i's shared values: (1) 'Āina Aloha, developing economic strategies that prioritize the kuleana to steward Hawai'i's precious natural resources, (2) 'Ōpū Ali'i, choosing leaders who understand that the privilege to lead is dependent on those they serve, (3) 'Imi 'Ōi Kelakela, being driven by creativity and innovation that enhances the people's way of life, and (4) Ho'okipa, managing Hawai'i's resources in a way that allows the people to fulfill their roles as hosts.

Ms. Paishon-Duarte said unprecedented times call for unprecedented leadership. She noted that many of the shared values and guiding principles of 'Āina Aloha are present in the HTA 5-Year Strategic Plan. Ms. Paishon-Duarte described the Four-Step Community Engagement process. The first step, "Declaration of Support" outlines 'Āina Aloha's core values. She noted that after the declaration was published in May, there were 800 signatories in the first two weeks, and the number of signatories has increased to over 1,500. The second step, Huliau Action Agenda, provides concrete, actionable initiatives to rebuild Hawai'i's economy, which has received over 200 responses with suggested changes and over 400 additional signatories. In the third step, the goal is to create a round table for cross-sector collaboration where people can share their mana'o. Ms. Paishon-Duarte said 'Āina Aloha has created a self-assessment tool to help guide the alignment of businesses, educators, industry leaders, etc. with 'Āina Aloha's principles and values. The fourth step is to invite the community to engage with 'Āina Aloha in online workshops, and Ms. Paishon-Duarte said the vision is to have community-generated proposals that articulate immediate, mid-term, and long-term action and initiatives through strategic and coordinated effort. She said they would like share these proposals broadly with Gov. Ige, the Legislature, and other community stakeholders. Ms. Paishon-Duarte shared that when there is a community-created vision for Hawai'i's economy and an empowered leadership held accountable to that vision, Hawai'i's economic resilience will be reset, renewed, and strengthened by rebalancing relationships between the people and the 'āina through shared values.

Chair Fried said 'Āina Aloha's core values are aligned with HTA's Four Pillars and expects Ms. Paishon-Duarte to be approved to serve on the selection committee for HTA's next President and CEO. Mr. Tatum asked what results will be released tomorrow. Ms. Paishon-Duarte responded that 'Āina Aloha is releasing the self-assessment tool, which is a grading rubric that will score a proposal relative to 'Āina Aloha's principles.

Mr. Atkins asked whether there has been input from the neighbor islands and whether there are any people from the neighbor islands on 'Āina Aloha's board. Mr. Anthony responded that there are a number of people from Hawai'i Island on the board, and input has been received from all islands and Hawai'i residents living on the mainland.

Mr. Chun said he looked at the website, read the declaration and agenda, and watched the news conference, and noted that there is a lot of alignment with the HTA 5-Year Strategic Plan. He added that he likes the concept of creating a cross-sector round table to exchange

ideas. Mr. Chun said this is an opportunity to bridge the gap between the visitor industry and the community.

Ms. Kumukahi thanked Ms. Paishon-Duarte, Mr. Anthony, and the other members of 'Āina Aloha for their efforts and noted that 'Āina Aloha is perfectly aligned with the HTA 5-Year Strategic Plan. Ms. Kumukahi noted that she has seen the people of Hawai'i coming together in this huliau ("changing times"), and that Hawai'i cannot return to what it was and can only move forward. Ms. Kumukahi noted that Hawai'i has a significant amount of resources. She discussed the Artisan to Entrepreneur Program and how there are many people in Hawai'i, whose artwork and products can be marketed to visitors. Ms. Kumukahi made a motion to adopt and support the 'Āina Aloha Economic Futures Declaration, which was seconded by Mr. Kam. The motion was unanimously approved.

Chair Fried announced a break in the meeting at 11:23 AM. The meeting resumed at 11:38 AM.

7. Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets, Including the United States, Japan, Canada, Oceania, Other Asia, Europe, and Cruise:

Chair Fried recognized Ms. Chun to discuss market insights and conditions. Ms. Chun reported that there are no market insight statistics for this month. She discussed the hotel statistics as contained in the Board packet and noted that hotel occupancy was down 65%, vacation rental supply was down 64.8%, and vacation rental demand was down 95.3%. She added that because of the pandemic, they have begun publishing destination indexes that track how visitors change their bookings and that track confirmed future bookings.

Kyoko Kimura asked why some vacation rentals are still in operation. Ms. Chun responded that she expected the supply to be very low, but their vendor thinks that perhaps people are still making them available on the booking websites.

Benjamin Rafter asked whether people are still booking vacation rentals despite the ban. Ms. Chun responded in the affirmative and said one of the functions of the call center is to pass any relevant information to the Office of Planning.

8. Report of the Marketing Standing Committee with the Committee's Recommendations to Support Various Marketing Proposals, for Discussion and Action by the Board:

Chair Fried recognized Mr. Sanders to report on the June 24, 2020 Marketing Standing Committee meeting. Mr. Sanders reported that Jay Talwar, Senior Vice President and Chief Marketing Officer of HVCB, and Eric Takahata, Managing Director for Hawai'i Tourism Japan, presented on the marketing recovery campaigns for the mainland U.S. and Japan, respectively, Pattie Herman, HTA Vice President of Marketing and Product Development, discussed the highlights of the HTA Tourism Marketing Plan, Caroline Anderson, HTA Director of Community Enrichment, presented updates on the community engagement

plan, and Mr. Regan reviewed airport safety protocols.

9. Discussion and Approval of the Fiscal Year 2021 Budget for the Hawai'i Tourism Authority:

Chair Fried recognized Mr. Regan to discuss the HTA FY 2020-2021 budget. Mr. Regan said the state notified HTA that it had made an error in regard to TAT revenues that HTA would receive. He noted that HTA will receive one month less of TAT funds, which amounts to \$6.5 million less. Mr. Regan added that by all indications, Gov. Ige will release the \$5 million in emergency funds requested by HTA so the FY 2020 budget has a \$1.5 million shortfall that needs to be addressed. He said once TAT allocations resume, they anticipate some of it will be allocated to HTA, though he expects the first allocations to go to DOH and DOT. Mr. Regan recommended that HTA be conservative throughout this process in the event HTA does not receive additional funding. He said the HTA team feels that they have the right budget to carry HTA through the end of the fiscal year. Mr. Regan added that hopefully the economy will have recovered by the following fiscal year, and TAT distributions will resume.

Mr. Kam asked whether the \$3.3 million CARES reimbursement is included in the budget. Mr. Tatum responded that the decision today is to identify and remove \$1.5 million from the budget to cover the shortfall. He added that the possible \$3.3 million reimbursement and any new TAT allocations are not accounted for in the budget.

Mr. Regan noted that there are certain line items in the budget mandated by statute, and he identified them as contained in the Board packet. Mr. Atkins said that after the meeting with Gov. Ige, it does not appear that Japan is going to open anytime soon because travelers will be quarantined for 14 days when they return to Japan. Mr. Atkins said opening in August has to be in the equation, and noted that HVCB and HTJ requested more funding for their recovery marketing campaigns for the remainder of the calendar year. Mr. Atkins said the question is which programs need to start at the beginning of the fiscal year and which programs can hold off until later in the fiscal year.

Mr. Regan said he had asked Ms. Anderson if the counties will be ready to spend all \$700,000 of the funds allocated for implementation of their recovery action plans immediately or if the money can be phased in and distributed in increments. Mr. Regan said he believes that HTA will know within six months whether its reimbursement request will be approved. He noted that HTA is also applying for FEMA reimbursement. Mr. Regan said the question is whether there are some programs that can be revisited and supported later in the fiscal year if and/or when additional funds become available to HTA. He noted that they have also discussed applying for EPA grants to support HTA's functions. Mr. Kam responded that HTA needs enough funding for its marketing initiatives to ensure that Hawai'i comes out of the gates strong when it reopens. Mr. Regan replied that HTA has been in discussions with HVCB, HTJ, and its other marketing contractors about how to adjust and move forward in this COVID-19 environment. Mr. Tatum said it is safe to assume that HTA will receive the \$5 million in emergency funds, and the Board needs to decide where to adjust the budget to address the \$1.5 million shortfall. He added that if the Board wants to supplement the funding for HVCB and HTJ, the Board needs to find those funds in the budget and evaluate

the risk of investing that money upfront in the hope TAT allocations resume later in the fiscal year. However, Mr. Tatum said he cannot predict if that will occur. He noted that with the 14-day quarantine and the pre-test program, he doubted whether Hawai'i's ability to generate business will initially be strong. Mr. Atkins asked if Mr. Tatum and Mr. Regan are considering percentage cuts across the board or eliminating specific programs. Mr. Atkins said he would like to hear from Perpetuating Hawaiian Culture and Natural Resources as to which programs need to commence in July and August. Mr. Tatum responded that when they created the original budget, the team went line-by-line and discussed which programs could be scaled back. He noted that the Perpetuating Hawaiian Culture and Natural Resources budgets went through multiple iterations to get to where they are now, and that Mr. Ka'anā'anā feels strongly about investing in these areas.

Ms. Kimura asked about possibly decreasing the Crisis Management budget. Mr. Regan responded that basically every program in the Safety and Security budget, like the Lifeguard program and ocean safety videos, has been removed. He noted that in the event of a hurricane or tsunami, HTA would have no money or resources to respond to that crisis if the Crisis Management budget is cut. Mr. Regan added that the Board can take money from that category with the intention of returning funds if TAT allocations resume. Mr. Rafter asked about the possibility of cutting funds from the Visitors Aloha Society of Hawai'i (VASH) program, and whether VASH would require the same amount of funding with only half of the normal amount of visitors. Mr. Regan responded that O'ahu uses most of the \$600,000 in funding. He added that if the Board decides to halve the VASH budget, he will notify the programs that their budgets have been cut. Chair Fried said Jessica Lani Rich, President and CEO of VASH, spent a lot of time and money on the cult issue on Hawai'i Island, and she used VASH funds to send the 25 cult members back to Los Angeles. He added that there still may be a need for such repatriation, especially if travelers come to Hawai'i without a pre-test.

Mr. Ka'anā'anā presented an overview of the budget allocation for Perpetuating Hawaiian Culture. Mr. Ka'anā'anā said the guiding principles will be to strengthen the relationship between the industry and the community, strive to nurture Hawaiian culture by creating visitor experiences, activities, and marketing programs that are respectful and accurate, and support practitioners that perpetuate Hawaiian culture. He noted that there will be a stronger emphasis this fiscal year on creating visitor experiences, activities, and marketing programs that are respectful and accurate. Mr. Ka'anā'anā added that HTA will continue to fulfill its statutory mandate to place an increased emphasis on normalizing usage of the Hawaiian language. He said HTA will strengthen its partnerships with organizations like the Office of Hawaiian Affairs and the Council for Native Hawaiian Advancement. Mr. Ka'anā'anā said HTA will emphasize community economic development and support for small businesses and artisans to take the economic benefits of tourism and spread it more broadly. Mr. Ka'anā'anā said he would like to continue supporting the digitizing of Hawaiian language newspapers and the creation of Hawaiian digital media content. Mr. Ka'anā'anā then presented an overview of the budget allocation for Natural Resources. He said the guiding principles for natural resources are to support and amplify conservation and natural

resource management, and to engage in active education and management strategies. Mr. Ka'anā'anā noted that in the past, HTA invested heavily into passive programs, but that alone is not enough. He said they will continue to look to engage in more active strategies that will educate and encourage more pono travelers. Mr. Ka'anā'anā said that if HTA's marketing strategies continue to emphasize Hawai'i's natural resources, HTA needs to reinvest into those natural resources to ensure those natural resources are there for residents and for enriching the visitor experience. Mr. Ka'anā'anā noted that HTA will continue to support programs in collaboration with the Department of Land and Natural Resources (DLNR) and certification programs like the Sustainable Tourism Association of Hawai'i and the Hawai'i Green Business Program.

Mr. Arakawa asked whether there are ways HTA can have a closer relationship with those organizations by, for example, having HTA staff or people from the visitor industry on their boards or steering committees. Mr. Ka'anā'anā responded that he has invited industry leaders to get involved and build that soft influence without opening the checkbook. Mr. Ka'anā'anā added that community-based nonprofits feel empowered and connected to the visitor industry as an HTA funding awardee. Mr. Arakawa said HTA can be the connector between these awardees and organizations like the Hawai'i Lodging and Tourism Association and the Waikiki Improvement Association.

Chair Fried said he was surprised to receive a request from the state auditor about the status of the implementation of the audit recommendations and asked Mr. Regan to explain. Mr. Regan responded that is a standard communication by the auditor, and HTA has prepared a draft response to the auditor that is being circulated internally.

Ms. Kimura asked if the Natural Resources budget can be reviewed if there is only a \$1 million statutory mandate for the budget. She added that DLNR has its own funding to support its programs. Mr. Regan responded that he would like to preserve the Natural Resources programs as much as possible because it is one of the Four Pillars that HTA has embraced as an organization. He added that the Crisis Management budget may be a better place to cut with the intention of returning funds later in the fiscal year. Mr. Ka'anā'anā said in HTA's collaborations with DLNR, DLNR has provided matching funds for programs. He advocated that as HTA encourages visitors to return to Hawai'i moving forward, the outdoor experiences that visitors are seeking need to be preserved. Ms. Kumukahi agreed with Mr. Ka'anā'anā and advocated for preserving the Natural Resources budget as is to ensure the environment is adequately cared for. Chair Fried agreed that the Crisis Management budget may be an appropriate place to cut because natural disasters are a state issue. Mr. Tatum seconded cutting from the Crisis Management and VASH budgets.

Ms. Yuen asked Mr. Tatum to discuss the Sports budget. Mr. Tatum responded that the PGA tournaments are based on a 4-year contract. He noted that the PGA has not confirmed whether the tournaments will occur, but if they do, HTA is contractually obligated to provide funding. He said the Maui Jim Maui Invitational is a basketball tournament on Maui that provides significant media coverage. Mr. Tatum added that the ESPN Hawai'i Bowl and

the Diamond Head Classic also provide significant media exposure. He said the University of Hawai'i (UH) branding partnership and the Polynesian Bowl are likely the most important. However, Mr. Tatum noted that it is unclear whether any of the sporting events will occur. He said he worked with Dave Matlin, UH Athletic Director, on hosting the Mountain West volleyball tournament and supporting a UH women's volleyball trip to Japan, which would provide exposure in Hawai'i's major markets. Ms. Yuen responded that given the uncertainty of the sporting events, the Sports budget would be a good place to cut, rather than cutting from HTA's core areas. She noted that programs like the county community action plans represent HTA's direction under the 5-Year Strategic Plan and that HTA wants to support how the counties want to pivot the tourist industry and support programs that are important to the community. Ms. Yuen noted that the sporting events are not within HTA's control, but funds can be returned to the Sports budget should the situation change. Mr. Tatum recommended removing the ESPN Hawai'i Bowl and the Diamond Head Classic. He added that if cuts are made to the VASH and Crisis Management budgets, then that would come close to balancing the budget without touching the Community, Natural Resources, or Perpetuating Hawaiian Culture budgets. Ms. Kimura asked if the triathlon and Iron Man have already been cut from the Sports budget. Mr. Tatum responded in the affirmative.

Marc Togashi, HTA Vice President of Finance, suggested that the Board leave at least \$450,000 in the Crisis Management budget. Mr. Regan noted that if the Crisis Management budget is at \$0 as of July 1st, then HTA can no longer support staffing at the airport. He added that if the Board decides to reduce the budget to \$0, he needs to communicate to HIEMA that HTA will no longer provide support at the airports. Mr. Atkins asked how much that support costs per month. Mr. Regan responded that it costs about \$300,000 per month. Mr. Atkins recommended continuing to fund airport staffing for another three weeks to provide HIEMA time to find an alternative source of support. Mr. Atkins asked Mr. Monahan when the PGA will make its final decision regarding the tournaments. Mr. Monahan responded that the situation is fluid. He noted that two PGA tournaments occurred without any issues. He explained that if the tournament loses its sponsor, the PGA will use its best commercial efforts to replace the sponsor. If the PGA is unable to do so, the tournament would be canceled. Mr. Atkins asked what the damages would be if HTA canceled the contract. Mr. Monahan responded that he does not know without reviewing the contract. Chair Fried suggested making a force majeure argument. Gregg Kinkley replied that the force majeure clause in the PGA contract would be inapplicable under these circumstances.

Mr. Rafter asked whether salaries have been reviewed and whether there are open positions that no longer need to be filled. Mr. Regan responded that HTA has three open positions that were removed from the budget.

Chair Fried recognized Ms. Anderson to present on the community recovery plans. Ms. Anderson said the initiative will be a collaborative effort between HTA, the counties, the Offices of Economic Development, HVCB Island Chapters, industry leaders from the visitor

industry and other sectors, and the community. She said the goal is to find the appropriate balance between the economic benefits of tourism and the impact on local services, natural and cultural resources, and residents' quality of life. Ms. Anderson noted that the end result would be a collaborative destination management action plan for each county, which would create opportunities for resident engagement in tourism development, establish better systems for destination management, and improve current and develop new tourism products and offerings. She said these efforts would be guided by a fifteen to twenty member steering committee for each county with representation from various sectors of the community. Ms. Anderson noted that the foundation of the destination recovery plans will be based on the 5-Year Strategic Plan and HTA's Four Pillars. She discussed the proposed timeline for the initiative with implementation of the plans by December 2020 or January 2021. Mr. Kam asked whether Maui and O'ahu can fund the creation of their own county action plans like Kaua'i and Hawai'i Island did. Mr. Kam then asked whether the timeline can be accelerated given the reopening on August 1st. Ms. Anderson responded that Kaua'i and Hawai'i Island already have current strategic plans, whereas Maui and O'ahu do not and would require more support in that manner. Mr. Kam replied that the City and County of Honolulu has CARES funding. Mr. Arakawa noted that the City and County of Honolulu plans to support industries other than tourism. He added that O'ahu does not currently have a strategic plan, and the more support HTA can provide, the better. Mr. Kam responded that the City and County of Honolulu has more money than HTA and creating the strategic plan is a function of the Office of Economic Development. He noted that HTA is already providing financial support for implementation of the program. Ms. Yuen said the goal is keep this initiative within HTA control and avoid third party agendas and conflicts that may arise if the process is more within the county's control. She said if the Board promises to reinvest funds back into this program later in the fiscal year, cutting \$100,000 from the implementation budget in addition to the other previously discussed budget cuts would help cover the \$1.5 million shortfall.

Mr. Atkins recommended that if the Board cuts \$100,000 from each county, then HTA should request that each county contribute some of their respective CARES funding because he would like to see this initiative fully funded.

Mr. Kam asked if the goal is to have the strategic plans be HTA-focused, how would HTA's approach to the strategic plans already in place in Kaua'i and Hawai'i Counties be affected. Mr. Arakawa asked whether the facilitative stakeholder meetings on Kaua'i and Hawai'i Island would have a different focus because they already have a strategic plan, whereas O'ahu and Maui would more or less be starting from the beginning. Ms. Yuen responded in the affirmative and noted that because the strategic plans were drafted pre-COVID, the stakeholder meetings on Kaua'i and Hawai'i Island would be more focused on identifying and prioritizing the steps necessary to restart the tourist industry post-COVID.

Mr. Tatum asked if the \$100,000 reduction would apply to each county. Ms. Yuen responded in the affirmative. Mr. Tatum said the budget would be balanced with reductions in the Community, Sports, and Safety and Security budgets. Chair Fried noted that if money

comes back into the budget, the cut programs could be funded at a later time. Mr. Regan calculated the changes to the budget and explained that those changes would result in a small budget surplus. Mr. Kam asked which Mr. Tatum would prefer to keep between the Maui Jim Invitational and the Hula Bowl. Mr. Monahan said the Hula Bowl would be the weaker event. Mr. Rafter asked if ESPN would host the Hawai'i Bowl without HTA's financial support. Mr. Monahan responded that they would.

Ms. Kumukahi asked how canceling the sporting events would affect the neighbor islands. Mr. Tatum responded that from a community standpoint, teams from the neighbor islands are flown to O'ahu to participate in clinics and interact with the Polynesian Bowl players.

Mr. Atkins expressed concern about possible negative feedback when this budget is released because a number of set programs that are important to the community will not be line items in the budget.

Mr. Rafter said he believes that everyone is in agreement that the Natural Resources and Perpetuating Hawaiian Culture budgets should not be further reduced. He noted that Hawai'i is facing Great Depression level unemployment numbers. He said that if the sporting events do not happen, then that funding should go to HVCB and HTJ because Hawai'i needs as many tourists as possible to start coming back. Mr. Rafter asked why HTA is paying \$125,000 for membership in the U.S. Travel Association (USTA). He then asked whether HTA can tell USTA that \$50,000 is all HTA can afford. Mr. Tatum responded that USTA is HTA's lobbying presence in Washington D.C. and then responded that HTA can tell USTA that \$50,000 is all HTA can afford if that is what the Board decides. Mr. Kam agreed with Mr. Rafter and asked how HTA can reinvest in marketing in Hawai'i's key markets. Mr. Rafter recommended recycling savings from the Sports budget into the Branding budget.

Chair Fried asked whether HTA is obligated to support staffing at the airports. Mr. Regan responded that HTA has agreements in place to support staffing the airports through the end of July. He noted that if the Board decides to eliminate the funding, he would need to inform HIEMA that it will need to seek financial support from an alternative source. Mr. Tatum added that any funds expended in support of staffing the airports are included in the reimbursement request. Mr. Regan said any reimbursed funds could be reinvested in the HVCB and HTJ marketing campaigns. Mr. Arakawa agreed with Mr. Atkins and said that he supports assisting at the airports for another month during which time HIEMA will need to locate an alternative source of support. Mr. Kam responded that HTA needs to know what the long-term solution is at the airports because that is a critical piece in bringing visitors back to Hawai'i. Mr. Tatum replied that in the long-term DOH will take over that function and provide staff, but the question is how quickly that transition will occur. Mr. Chun said it is fair to extend HTA support through July and ask HIEMA what its plans are moving forward. Mr. Regan responded that he would be comfortable having that conversation with HIEMA, and it would provide HIEMA an incentive to accelerate the permanent transition to DOH. Mr. Tatum added that whatever the Board decides needs to be communicated to the Administration so that they understand HTA's position. Mr. Atkins asked whether the

reimbursement request includes expenditures through the end of July, to which Mr. Regan responded in the affirmative and that it also includes anticipated expenditures for the call center. Mr. Atkins said it would be fair to continue providing support through July if that is what was included in the reimbursement request.

Mr. Rafter expressed concern that this is not an HTA function and the longer HTA continues to do it, the less inclined another agency will be to take it over. Mr. Regan responded that DOH and DOT have stepped up in the past few weeks about taking ownership of this function moving forward. Mr. Regan added that HTA needs to communicate to the other agencies that its commitment will only extend through July. He noted that HTA stepped up in March because it needed to be done, but this function needs to be transitioned to DOH because HTA is not in the business of running a call center or scanning center. Mr. Atkins recommended approving the current budget, and it can be revisited next month if the \$1.5 million shortfall cannot be addressed. Mr. Sanders responded that with the discussed budget cuts, there is a small surplus. Mr. Tatum summarized the proposed budget cuts from the Sports, Safety and Security, and Community budgets.

Mr. Kam said HTA needs to provide more funding to HVCB and HTJ to bring in as many tourists as possible because the next few months are critical. Mr. Sanders said the only source of flexible funds is the Sports budget because of the uncertainty. He noted that the Perpetuating Hawaiian Culture, Natural Resources, and Community budgets will fund programs that will begin when the new fiscal year starts. Mr. Sanders suggested approving the budget as is and any savings from the Sports budget should be reallocated to Branding. Mr. Kam said the Board needs to give the new CEO flexibility while still operating its programs and investing in Branding to bring visitors to Hawai'i in the right way. Chair Fried recommended approving the budget as is and adjusting it as needed moving forward, and HVCB and HTJ can manage with the budget they have for now. Mr. Kam expressed concern about ensuring HVCB and HTJ have the funds they need for the recovery marketing campaigns. Chair Fried responded that if the \$3.3 million reimbursement comes in, the Board can look into supplementing their budgets. Mr. Kam asked Mr. Talwar to share what he presented at the HTA June 24, 2020 Marketing Standing Committee meeting. Mr. Talwar said he requested money from the HTA FY 2020 budget to support the recovery marketing campaign launch for the remainder of the 2020 calendar year. Mr. Atkins expressed concern that if the budget is frontloaded and Hawai'i's reopening is less successful than anticipated, HTA will have budgetary issues for the remainder of the fiscal year. Mr. Tatum said the budget will probably be an agenda item every month in these unprecedented times. Mr. Regan summarized that the Community budget will be reduced by a total of \$400,000, which is the sum of decreasing each county's allocation from \$925,000 to \$825,000, the Sports budget will be reduced by a total of \$550,000, which is the sum of decreasing the Maui Jim Invitational budget from \$50,000 to \$0, decreasing the ESPN Hawai'i Bowl and Diamond Head Classic budget from \$475,000 to \$0, and decreasing the Hula Bowl budget from \$25,000 to \$0, the Safety and Security budget will be reduced by a total of \$650,000, which is the sum of decreasing the VASH budget from \$650,000 to \$500,000 and decreasing the Crisis Management budget from \$850,000 to \$350,000, and the Administrative budget

will be reduced by a total of \$25,000, which is a reduction of the hawaiiitourism.org budget from \$100,000 to \$75,000, for an overall total reduction of \$1.625 million. The remaining \$41,667 budget surplus was allocated to the Crisis Management budget. Chair Fried requested a motion to approve the FY 2020 budget with the above changes. Ms. Yuen made a motion, which was seconded by Mr. Sanders. The motion was unanimously approved.

10. Update Relating to the 2020 Legislative Session and Related Bills Relevant to HTA:

Chair Fried recognized Mr. Regan to discuss updates relating to the 2020 legislative session and related bills relevant to HTA. Mr. Regan said he has nothing to report and will continue to monitor the budget bills in conference.

11. Report of the Administrative Standing Committee with the Committee's Recommendations on the Establishment of a Permitted Interaction Group Serving as a Selection Committee to Guide the Search for the Next HTA President and Chief Executive Officer, with Members to be Recommended by the Committee:

Chair Fried reported on the Administrative Standing Committee's recommendations for the selection committee to guide the search for the next HTA President and CEO. Chair Fried reported that the committee is recommending six Board members: himself, Mr. Arakawa, Mr. Atkins, Mr. Kam, Mr. Sanders, and Ms. Yuen, and three non-Board members: Ms. Paishon-Duarte, Avi Mannis, Senior Vice President of Marketing for Hawaiian Airlines, and Robert Harrison, Chairman, President, and CEO of First Hawaiian Bank. Chair Fried listed the background and credentials for the three non-Board member recommendations.

12. Discussion and Approval of the Establishment of a Permitted Interaction Group Serving as a Selection Committee to Guide the Search for the Next HTA President and Chief Executive Officer:

Chair Fried requested a motion to approve the establishment of a permitted interaction group serving as a selection committee to guide the search for the next HTA President and CEO. Mr. Sanders made a motion, which was seconded by Ms. Yuen. The motion passed unanimously.

13. Adjournment:

The meeting adjourned at 2:04 PM.

Respectfully submitted,



Reyn S.P. Ono
Recorder

Agenda Item

4

**Report of the CEO Relating to Staff's
Implementation of HTA's Programs During
June 2020: Major Market Management
Including Destination Marketing
Management Services, Global Meetings,
Conventions and Incentives (MCI)
Program Management Services,
Responsible Tourism, Support of State
COVID-19 Mitigation Efforts**



MEMORANDUM

TO: HTA Board of Directors

FROM: Chris Tatum, President and CEO

DATE: July 30, 2020

RE: Report of the CEO

The following narrative utilizes the Hawai'i Tourism Authority's (HTA) 2025 Tourism Strategic Plan and its four pillars (Natural Resources, Hawaiian Culture, Community, and Brand Marketing), in addition to Tourism Research, to outline the various matters the staff is currently working on or has completed since the last CEO Report dated June 25, 2020. The narrative also describes the actions conducted by the staff to implement the HTA budget previously approved by the Board.

I. NATURAL RESOURCES PILLAR

1. Aloha 'Āina (Natural Resources) Program

HTA program staff have executed supplemental contracts to reduce the overall value of each award by 50% due to the budget impacts caused by COVID-19. Staff conducted group and individual Zoom calls with each of the awardees to explain the situation as well as work on a revised scope of work and key performance indicators for the remainder of the year. Remaining projects are on schedule to be completed by the close of the calendar year.

2. DLNR Partnership

HTA staff continues to work in partnership with the Department of Land and Natural Resources (DLNR) to identify potential projects for FY21 that work to protect Hawai'i's natural and cultural resources on state lands through various initiatives underway. HTA staff is also working on the final closeout of the current MOA with DLNR.

3. Hawai'i State Park Survey

HTA's contracting staff is working to finalize the draft request for proposals (RFPs). The project is expected to survey all state parks over a one-year period. The data and insights collected by the survey will help HTA and DLNR manage resources better to protect natural and cultural assets. HTA staff is awaiting the Uber media project's first data set to assess where gaps in the data exist. Based on this information, the park survey RFP will be adjusted to ensure maximum coverage for future data collection.

4. Sustainable Tourism Association of Hawai'i

The Sustainable Tourism Association of Hawai'i (STAH), formerly known as the Hawai'i Ecotourism Association, is continuing to make progress with the implementation of Sustainable Tourism Programs: 1) Certified Sustainable Tour Operator Program, 2) Tour Operator/Tour Guide Training Program, and 3) Sustainable Travel Education & Outreach Program. HTA staff is working with STAH to implement new digital versions of their in-person workshops and other activities due to the COVID-19 pandemic.

5. Hawai'i Green Business Program

The Hawai'i Green Business Program's primary focus of work is to assist and recognize businesses that strive to operate in an environmentally, culturally and socially responsible manner. The program has a proven record of reducing energy consumption, water savings and waste diversion, which are three key metrics in HTA's strategic plan. The program's recognition ceremony has been postponed due to the COVID-19 pandemic and HTA staff and the contractor's staff are working to determine what the next steps are to complete the scope of work before the contract expires at the end of June 2020.

II. HAWAIIAN CULTURE PILLAR

1. Kūkulu Ola Program

HTA program staff have executed supplemental contracts to reduce the overall value of each award by 50% due to the budget impacts caused by COVID-19. Staff conducted group and individual Zoom calls with each of the awardees to explain the situation as well as work on a revised scope of work and key performance indicators for the remainder of the year. Remaining projects are on schedule to be completed by the close of the calendar year.

2. Native Hawaiian Hospitality Association

HTA and the Native Hawaiian Hospitality Association (NaHHA) continue to build stronger ties between the Hawaiian community and the tourism industry. As a result of the COVID-19 pandemic HTA requested that all in-person trainings and workshops be postponed or cancelled. Shortly after that request was made, NaHHA developed a process to conduct limited trainings online. HTA staff has finalized a workplan for 2020-2021.

3. Native Hawaiian Festivals and Events

13th Festival of the Pacific Arts & Culture (FESTPAC)

Event organizers for the 13th Festival of the Pacific Arts & Culture (FESTPAC) announced on March 2, 2020 that the international event would be postponed due to growing global concerns over the COVID-19 outbreak. Hawai'i was to host FESTPAC 2020 for eleven days in June 2020. FESTPAC was rescheduled for June 18-27, 2021. As the pandemic evolves the FESTPAC commission is seeking guidance from the Secretariat of the Pacific Community regarding whether the festival will be postponed or possibly moved to 2024.

4. Kāhea Program

Harbors

As of March 6, 2020, the statewide Kāhea Harbor Greeting Program for calendar year 2020 has been suspended due to the recent COVID-19 global outbreak. Ports include Nāwiliwili, Lahaina, Hilo and Kona. Work suspended includes, but is not limited to, hula, mele, lei making, distribution of maps and other collateral, as well as lei greeting with fresh flower lei. HTA staff continues to assess the program as the situation evolves.

Airports

The Kāhea Airports Greeting Program has also been suspended due to the recent COVID-19 global outbreak. Work suspended includes, but is not limited to, hula, mele, lei making, distribution of maps and other collateral, as well as lei greeting with fresh flower lei. HTA staff will continue to assess the program as the situation evolves.

5. Resort Area Hawaiian Culture Initiative

HTA staff is currently processing year-end reports for the 2019 contracts. All 2020 activities have been suspended due to the pandemic. Resort areas included in this program include Waikīkī, Hilo, Lahaina and Kailua-Kona.

6. Hawai'i Investment Ready 2019 Cohort

The HTA and Hawai'i Investment Ready (HIR) contract supports a cohort of social enterprises with a tourism focus, all which previously received funding through the Community Enrichment, Kūkulu Ola or Aloha 'Āina programs. The intent is to elevate these social enterprises to seek other forms of capital to enhance and improve its programs. HIR has completed Modules 1-6 and will be implementing

Module 7 in March 2020. HIR is now working to prepare for their post-cohort mentoring for April-December 2020.

7. Center for Hawaiian Music and Dance

This legislative session HTA tracked HB 1622 HD1 which amended language that allowed for the development and operations of the Center for Hawaiian Music and Dance. Due to the unanticipated closing of the Legislature due to COVID-19, the bill never made it out of committee and is effectively dead for this session.

8. 'Ōlelo Hawai'i

HTA contract staff has finalized the contract with Bishop Museum for the project "He Aupuni Palapala: Preserving and Digitizing the Hawaiian Language Newspapers." The goal of this project is to digitize all Hawaiian language newspapers (in all repositories and personal collections). The State of Hawai'i benefits to support programs that preserve and increase access to rare and historical Hawaiian language newspapers to further the understanding and knowledge contained therein. By making readily available these important documents for education, research, and preservation, the project will provide the state with a completely unique and robust resource for Hawaiian language learners and workers to strengthen 'ōlelo Hawai'i.

III. COMMUNITY PILLAR

1. Community Enrichment

Community Enrichment Program (CEP)

HTA staff is working with the 10 remaining 2020 CEP contractors. Eight events and two projects will be completed by the end of 2020. HTA staff is also processing final invoices and reports for 2020. Below is a schedule of the remaining 2020 CEP projects.

Organization	Project Title	Website	New Event Date (Start)	Island
Big Island Resource Conservation and Development Council	Ka'ū Coffee Festival	Kaucoffeefest.com	TBD	Hawai'i
Kona Coffee Cultural Festival	50th Annual Kona Coffee Cultural Festival	http://konacoffeefest.com	TBD	Hawai'i
Kōloa Plantation Days, Inc.	Kōloa Plantation Days Virtual Ho'olaulea	http://koloaplantationdays.com	7/25/2020	Kaua'i
Lāna'i Culture & Heritage Center	Lāna'i Guide App Enhancements	http://www.Lanaiguideapp.org/map		Lāna'i
'Ukulele Festival Hawai'i	50th Annual 'Ukulele Festival Hawai'i	www.ukulelefestivalHawaii.org	7/19/2020	O'ahu
Haleiwa Main Street	Haleiwa Interpretative Signage Project and Walking Tour Map	www.gonorthshore.org		O'ahu
Hawai'i United Okinawa Association	38th Annual Okinawan Festival Virtual Event	www.huoa.org	9/5/2020	O'ahu
Ki-ho'alu Foundation	38th Annual Hawaiian Slack Key Guitar Festival "Waikīkī Style"; "Maui Style"; "Kona Style"; and "Kaua'i Style	https://www.facebook.com/Hawaiian-Slack-Key-Guitar-Festival-111570488881029 www.slackkeyfestival.com	6/28/2020 - Maui; 8/8/2020 - Waikīkī; 8/22/2020 - Kona; 11/22/2020 - Kaua'i	Maui, O'ahu, Hawai'i, Kaua'i

Na'alehu Theatre	Aloha Shirt Festival and Gabby Pahinui Waimanalo Kanikapila, Live From Waimānalo virtual event	www.naalehutheatre.com	8/8/2020: Virtual; Gabby Pahinui Waimānalo Kanikapila and Aloha Shirt Festival	O'ahu, Hawai'i
Hawai'i Ag and Culinary Alliance	Hawai'i Food & Wine Festival	www.Hawaiifoodandwinefestival.com	Island of Hawai'i – October 2-4, 2020 Maui – October 15-18, 2020 O'ahu – October 22-25, October 29 - November 1, November 4-8, 2020	Hawai'i, Maui, O'ahu

Hawai'i Agri-Tourism Initiative

Hawai'i Agri-Tourism Webinar Summer Series will be held from July 21 through August. HTA is partnering with the University of Hawai'i's College of Tropical Agricultural & Human Resources – GoFarm Hawai'i, Hawai'i Agritourism Association and O'ahu Resource Conservation & Development Council (ORCD) to conduct these webinars. These educational workshops are geared towards farms/small businesses/organizations that are interested in expanding or enhancing their agri-tourism venture. The webinars are from 10:00 a.m. to noon, and free-of-charge. Below is the schedule for the webinar series.

Market Opportunity Sessions

- July 21: Hawai'i Island
- July 23: Kaua'i
- July 28: Maui County
- July 31: O'ahu

Compliance and Planning

- August 4: Statewide

Grant Application Information Session

- August 6: Statewide

For more information visit: <https://gofarmhawaii.org/2020-hawaii-agri-tourism-webinar-summer-series>

Community-Based Tourism Program – Destination Management Action Plans

HTA issued two RFPs on July 13 for writers for the Maui Nui and Oahu Destination Management Plans (DMAPs). The DMAPs for Kaua'i and Hawai'i Island will be done in-house. Staff has also been working with the counties and island Visitors Bureaus in firming up steering committee lists and interviewing meeting facilitators for the steering committee and public meetings. Staff decided to postpone working on the O'ahu and Hawai'i Island's DMAPs until after the mayor elections.

2. Communication and Outreach: June 2020

News Releases/Reports Issued

- News Release: Hawai'i Passenger Arrivals by Air (June 1 – June 30)
- News Release: Hawai'i Tourism Authority President and CEO Chris Tatum Announces His Retirement (June 3)
- Report: HTA Hawai'i Hotel Performance Report for May 2020 (June 24)
- Report: HTA Hawai'i Vacation Rental Performance Report for May 2020 (June 25)
- News Release: Search Begins for New Hawai'i Tourism Authority President and CEO (June 26)
- News Release: Hawai'i Tourism Authority Adopts 'Āina Aloha Declaration (June 26)
- News Release: Hawai'i Visitor Statistics Released for May 2020 (June 29)

Media Relations

- Honolulu Star-Advertiser: Responded to an email from sportswriter Ferd Lewis asking about HTA partnering with the University of Hawai'i (UH) for volleyball. Suggested he look at the video of HTA's May board meeting, which is on HTA's Facebook page, as Chris Tatum (CT) spoke about partnering with UH. Also told him to reach out to UH Athletics Director Dave Matlin for further information. (June 1)
- Honolulu Civil Beat: Responded to an email from reporter Chad Blair asking to speak with CT for a story involving HTA regarding a harassment complaint. CT declined. (June 1)
- KITV: Eric Takahata (ET) of Hawai'i Tourism Japan did an interview during the 6:30 p.m. segment of the newscast regarding the Japanese market. (June 2)
- KITV: Responded to an inquiry from producer Victoria Cuba asking about visitors from Japan ahead of ET's interview, and if the June 2 visitor count is the highest so far. (June 2)
- Honolulu Star-Advertiser: CT did an interview with sportswriter Ferd Lewis to talk about HTA's sports plans. (June 2)
- Hawai'i News Now: Responded to emails from producer Linda Siu and assignment manager Brenda Salgado asking to confirm that CT is retiring. Sent them the press release. (June 3)
- Pacific Business News: Responded to an inquiry from reporter Christina O'Connor asking for an interview with CT regarding strategies and efforts to reopen the tourism economy. CT declined. (June 3)
- Honolulu Civil Beat: Notified reporter Chad Blair that his story about CT retiring inadvertently linked to a hawaiiinews.online story and not a Hawai'i News Now story as he had mentioned. Blair made the correction. (June 3)
- Hawai'i Public Radio: Responded to an inquiry from host Catherine Cruz asking to speak to CT. Told her CT is among the people scheduled to speak to the Senate special committee later that day. (June 4)
- Conde Nast Traveler: Responded to an inquiry from freelance writer Jennifer Murphy asking about the economic impact of tourism and how HTA's budget has shifted towards destination management. (June 4)
- Honolulu Star-Advertiser: Responded to an inquiry from military writer William Cole asking about military passenger arrivals in connection with a story about the Pentagon relaxing military travel to/from Hawai'i. (June 8)

- Responded to an inquiry from Adam Stoker asking if HTA wants to participate in his podcast in Utah to talk about recovery and plans for the rest of the year. Declined the opportunity. (June 8)
- USAE News: Responded to an email from managing editor Jonathan Trager asking for information about CT's retirement. Sent him the link to the press release. (June 9)
- The Wall Street Journal: Responded to an email from reporter Debi Dunn asking about the latest quarantine regulations. Suggested she watch Gov. Ige's press conference that day, which will also be shared on HTA's Facebook page. (June 10)
- The Wall Street Journal: Responded to a follow-up email from reporter Debi Dunn asking if short term rentals are still banned in Hawai'i. Gave her the link to Gov. Ige's 8th supplemental proclamation, which does not list short term rentals as essential businesses, and also told her he is expected to sign his 9th supplemental proclamation later that day. Also mentioned that the counties have different rules, which are linked to on HTA's website. (June 10)
- Honolulu Magazine: Responded to an email from freelance writer Michelle Broder Van Dyke asking for figures on the "10 more popular natural attractions in Hawai'i." Suggested she contact the Department of Land and Natural Resources (DLNR) and the counties. (June 12)
- KHON: Responded to an inquiry from reporter Nikki Schenfeld, who said she interviewed Mayor Harry Kim, who told her the Department of Transportation (DOT) notified Hawai'i County Civil Defense about the Carbon Nation group possibly breaking quarantine. She wanted to know if he misspoke and if he meant to say HTA. Told her that HTA/HVCB's call team did help with that case. (June 12)
- KHON: Responded to an inquiry from producer Tina DeMello asking about Gov. Ige's press conference announcement, that HTA and CT are working on developing safety guidelines for the hotel industry. Told her that HTA created a presentation to present to the governor, and that it integrates Hawai'i Lodging and Tourism Association's (HLTA) guidelines. (June 12)
- KHON: Responded to an inquiry from reporter Lauren Day asking about the quarantine host's responsibility and if HTA knows how many visitors have lied on their form saying they were staying with a family when they were actually renting from a stranger. Told her that's not something HTA tracks. (June 12)
- Hawai'i News Now: Responded to a request from reporter Māhealani Richardson asking for CT to do an interview regarding Carbon Nation and the 21 arrests. Deferred comments to the prosecutor and law enforcement. She also asked about what the tourism industry is doing about illegal vacation rentals. Also suggested she ask the county and police instead. (June 15)
- KITV: Responded to an inquiry from producer Victoria Cuba asking if there are any links to interisland data on HTA's website. Told her that she should reach out to the DOT and/or Department of Health (DOH) for that information. (June 16)
- KITV: Responded to an inquiry from producer Cherry Pascual asking if HTA has data on the number and types of flights that come to Hawai'i every day. Gave her the link to the DOT's site. (June 16)
- KITV: Responded to an inquiry into the Joint Information Center (JIC) to have someone from HTA on their 6:30 p.m. newscast on June 19 to talk about the first few days of interisland

travel without the quarantine. Suggested they check with the DOT or DOH instead. (June 16)

- Honolulu Star-Advertiser: Responded to an inquiry from Kōkua Line columnist Christine Donnelly asking which categories are not subject to a quarantine for out-of-state arrivals. Advised her that transit, military and exempt passengers are exempt from the quarantine but crew must quarantine when not working, and sent her the link to the Gov.'s 9th supplemental proclamation. (June 16)
- Hawai'i News Now: Responded to an inquiry from Sunrise anchor Grace Lee for a taped Zoom interview with CT for an upcoming special on the state of tourism. CT did the interview on June 18, and the interview aired on June 25. (June 17)
- Ka'ū Calendar Newspaper: Responded to an email from Julia Neal asking about whether farm workers coming into Hawai'i are exempt from the quarantine since coffee picking season is starting. Gave her the link to Gov. Ige's 9th supplemental proclamation which lists the critical infrastructure workers. (June 17)
- KHON: Responded to an email from reporter Kimberlee Speakman, asking about Gov. Ige saying that HTA is in charge of creating guidelines for hotels, and wanting to know what the guidelines would entail. Directed her to the House Select Committee on COVID-19 June 15 hearing and PowerPoint presentation by CT. Advised her that the guidelines were done by HLTA and she can get soundbites from the hearing or could also reach out to Mufi Hannemann (MH) of HLTA. (June 17)
- Pink Luggage Abroad: Responded to an email from blogger Jamie Sharpe, who says she plans to visit Hawai'i Island in July and after the 14-day quarantine period wants to write about her travel experiences and wants to know what attractions will be open. Suggested she go to gohawaii.com to get ideas and that many of the attractions may still be closed in July. (June 21)
- Honolulu Civil Beat: Responded to an inquiry from Kaua'i columnist Allan Parachini, asking if the average length of stay figures for 2019 are available. Told him the 2019 visitor statistics press release summarizes the year and includes length of stay by island. (June 22)
- KHON: Responded to an inquiry from reporter Kimberlee Speakman, asking for comment on the Hawai'i Convention Center's (HCC) safety plans. Suggested she reach out to HCC and its PR firm. Advised HCC General Manager Teri Orton as well. (June 22)
- KITV: Responded to the JIC regarding KITV asking for CT to do a live interview on their 6:30 p.m. Friday newscast. CT declined. (June 23)
- KHON: Responded to an inquiry from reporter Manolo Morales asking for an interview regarding HTA's marketing plans when the governor opens tourism. Provided him with the agenda for HTA's June 24 standing marketing committee meeting. (June 23)
- KHON: Responded to an inquiry from reporter Sara Mattison asking about Hawai'i Visitors and Convention Bureau's (HVCB) and HTA's plans and messages to market Hawai'i once it is reopened for tourism starting August 1. Advised her to join the June board meeting but she declined. (June 25)
- KITV: Responded to an email from reporter Eddie Dowd, who initially reached out to HVCB asking for reaction to a petition to remove the Captain Cook statues. Told him HTA is not one of the parties named. He noted the warrior sign in front of the statue on Kaua'i that says HVCB on it, so told him those signs mark historical, cultural or scenic interest sites. (June 25)

- KHON: Responded to an email from reporter Max Rodriguez asking if the testing program will be extended to hospitality workers or frontline employees in the airports. Told him HLTA put out guidelines for hotels and it's working with the unions, however it's up to each management company or owner to decide what they will do. (June 25)
- Hawai'i News Now: Kalani Ka'anā'anā (KK) did an interview on Sunrise to talk about 'Āina Aloha, and that the HTA board adopted the 'Āina Aloha declaration. (June 26)
- Hawai'i News Now: Responded to an inquiry from producer Linda Siu asking when the HTA board hopes to select its new leader. Told her they hope to have a new president in place before CT retires on August 31. (June 26)
- Hawai'i News Now: Responded to an inquiry from producer Jennifer Wong asking if HTA has numbers available on the interisland travelers since the interisland quarantine was lifted. Told her that's not something HTA is publishing and that it's a DOH form. (June 26)
- Honolulu Star-Advertiser: Responded to an inquiry from reporter Mark Ladao asking why the number of visitors is the lowest since late May and if the spike in cases on the mainland caused people to cancel their flights. Told him that the number of daily arrivals has been waxing and waning since the start of the quarantine order, and to also contact the airlines for information. (June 27)
- Honolulu Star-Advertiser: Responded to an email from reporter Nina Wu asking for a quote from HTA in reaction to the May visitor statistics report. Told her HTA provides the data but for reaction she should reach out to people in the visitor industry. (June 29)
- Newsweek: Responded to an email from Alexandra Schonfeld asking for a photo of the tsunami clock located in Hilo. Sent her the Barberstock link and also suggested she call Hawai'i County. (June 30)
- The Garden Island: Responded to an inquiry from reporter Stephanie Shinno asking if there's a plan to follow once the state reopens to tourists. Told her CT spoke to the House Select Committee on COVID-19 the day prior about the plans in conjunction with HVCB. Also sent the link to the governor's press release regarding the new pre-travel testing program. (June 30)
- Honolulu Star-Advertiser: Responded to an inquiry from reporter Allison Schaefer wondering how the airlines are responding to the Aug. 1 pre-travel testing program in terms of air seats and schedules. Suggested she reach out directly to the airlines. (June 30)
- KHON: Responded to an inquiry from reporter Max Rodriguez asking for an interview "to look ahead on the type of information travelers will need to know before their trip to Hawaii. As well as learn some of the marketing methods to deliver the message." CT declined saying details are still being finalized. (June 30)

Community Initiatives and Public Outreach

- Responded to an email from Todd Holmes asking if the Spartan Race will still be happening in August. Told him to reach out to event organizers. (June 1)
- Responded to an email from Mike Smola of Hawaiian Mission Houses Historic Site and Archives (an HTA contractor) who wanted a copy of the videos HTA recently produced featuring them to show between some of their upcoming recorded performances. Connected him with Marcus Reimel, the videographer/editor who worked on the videos. (June 2)

- Responded to an email from David Nixon asking when HTA will issue its RFP for the Aloha 'Āina program. Explained that HTA's funding was drastically reduced because of the lack of visitors and hotel room tax, so the plans to issue the RFP has been put on hold. (June 2)
- Responded to a sales pitch from Estefania Guzman of ConsumersAdvocate.org asking if HTA would like her to write an article for HTA on travel insurance policies. Declined the opportunity. (June 3)
- Responded to an email from Byron Nakamura asking if HTA could provide a card to the tourism agency in China to let them know about basic etiquette for Chinese tourists who visit Hawai'i. (June 4)
- Responded to an email from Monica Salter of Outrigger Hospitality Group sharing their video of hope. Forwarded it to Jared Ellis of HLTA. (June 4)
- Hawai'i Department of Defense (DOD): Responded to an inquiry for help with reviewing some of the public service announcements the DOD created to help the JIC. Provided feedback. (June 5)
- Seniorswithlatitude.com: Responded to an inquiry from Jack Benzie, who lives on Kaua'i, asking if HTA can participate in their Zoom summit, "to help people be better prepared to enjoy all the islands have to offer." Declined the opportunity, saying at this time of uncertainty, we cannot commit to this, however we can definitely help answer any specific questions he has. (June 8)
- Responded to an email from producer/photographer Bill Paris of Crew Hawai'i Television, asking if HTA needs help producing videos to explain what tourists can expect when coming to Hawai'i during this pandemic. Declined the offer, explaining that HTA's budget has been greatly reduced. (June 12)
- Responded to a complaint from Nian Zhu, who thinks the name Chinaman's Hat is "a racial injustice to Chinese people." (June 18)
- Responded to a sales pitch from Blake Chidester, who was selling a LexisNexis service. Declined the offer. (June 23)
- Sent HTA logo to Leslie Segundo of the Department of Health to include in a section in their annual report dedicated to HTA. (June 24)
- Responded to an email from Rosie Warfield, manager of NIC Hawai'i, asking to use photos from HTA's image library. Connected her with Susie Kim of HVCB. (June 24)
- Responded to a sales pitch from Robert Mordkin of LetsGetChecked, who was trying to sell COVID testing kits. Suggested he reach out to DOH. (June 25)

Job Posting for New HTA President and CEO

- Honolulu Star-Advertiser: Reached out to Denise Ching, classifieds sales manager, to get a quote for a classified ad to list the HTA president and CEO job opening. (June 18)
- Pacific Business News: Reached out to account executive Jacie Tomiyoshi to get a quote for a classified ad to list the HTA president and CEO job opening. (June 19)
- Reviewed the executive staffing firm applications and filled out evaluator scoresheet for respondents. Also filled out the affidavit. (June 21)

- Honolulu Star-Advertiser: Told Denise Ching that HTA's leadership has decided not to purchase an ad in the Star-Advertiser for the job posting. (June 22)
- Pacific Business News: Coordinated to place an eight-block print ad and an online ad in PBN. Sent HTA's logo. (June 22)
- Drafted press release, "Search Begins for a New President & CEO of the Hawai'i Tourism Authority." (June 22)
- Pacific Business News: Sent Jacie Tomiyoshi ad copy to run in the Friday, June 26 print edition and digital edition over multiple days. (June 22)
- Drafted the ad for the job description for the HTA president and CEO opening. Sent to Bishop & Co. for review. (June 22)
- Sent Ronald Rodriguez (RR) the final press release to announce HTA is searching for a new president and CEO, requesting he send it to HTA Board Chair Rick Fried and Bishop & Co. (June 23)
- Pacific Business News: Approved the draft for the digital ad. (June 23)
- Followed up with Judy Bishop and Erinn Tomlinson of Bishop & Co. telling them the job is posted on HTA's website and the ad is posted online in PBN. (June 26)

Crisis Communications – COVID-19

- Participated in a daily Joint Information Center (JIC) call. (weekdays during June)
- Updated the HTA website daily regarding COVID-19 updates from HTA, DOH, the Governor's office, counties, CDC, and other official government sites. (June 1-30)
- Sent updates on the COVID-19 situation to a growing list of people including HTA staff, HTA board members, lawmakers, GMTs, Hawai'i's congressional delegation, county officials, visitor industry leaders and others. Updates #581 - #732 (June 1-30)
- Wrote HTA's daily passenger count press releases using data provided by Jennifer Chun (JC). Sent the releases and the links to the JIC, Dan Dennison, Krystal Kawabata, Tim Sakahara, Cindy McMillan, and Charlene Chan. (June 1-30)
- Monitored and provided copious notes on all Gov. Ige and several City & County of Honolulu press conferences and briefings. (Ongoing)
- Responded to an email from Kitt McElhaney, asking if everything will be open in July. Told her some businesses will likely remain closed until the quarantine is lifted. (June 1)
- Responded to an email from Turtle Bay Resort General Manager Jerry Gibson, who asked about getting exemptions for two of his executives from the mainland. Gave him the email address where he can request an exemption. (June 1)
- Responded to an email from Kaethe Andrews, asking if she still has to quarantine if she arrives in July instead of June. Told her that Gov. Ige said on his Facebook Live that he plans to extend the quarantine for passengers arriving from out-of-state beyond June 30, and to check HTA's website for updates. (June 1)
- Responded to an email from Christina Chom of Travel Me Happy Cruises, asking where she can buy items from Hawai'i to give as part of a gift box. Sent her the link to the Washington Post article that focused on how people can help Hawai'i businesses from afar. (June 1)

- Responded to an email from Hamadi El Ayari asking about the quarantine, if a test is required, and if they can island hop. Told him they cannot island hop if they're under quarantine, and that currently testing is not a way to get out of the quarantine. (June 1)
- Responded to a follow-up email from Craig Oswald, asking why COVID-19 testing isn't an option. Told him to reach out to the health experts at the DOH. (June 1)
- Responded to an email from Adam Lewis, who has a trip planned from June 26-July 6. Told him that Gov. Ige said on his Facebook Live that he plans to extend the quarantine for passengers arriving from out-of-state beyond June 30, and to check HTA's website for updates. (June 1)
- Responded to an email from Steven Tom asking if the quarantine will be lifted by July. Told him that Gov. Ige said on his Facebook Live that he plans to extend the quarantine for passengers arriving from out-of-state beyond June 30, and to check HTA's website for updates. (June 1)
- Responded to an email from Debbie Roark asking if the quarantine will be lifted by August. Told her that Gov. Ige said on his Facebook Live that he plans to extend the quarantine for passengers arriving from out-of-state beyond June 30 but did not give a date, and to check HTA's website for updates. (June 2)
- Responded to an email from Shelby Rankin asking if the quarantine will be lifted by July 6. Told her that Gov. Ige said on his Facebook Live that he plans to extend the quarantine for passengers arriving from out-of-state beyond June 30 but did not give a date, and to check HTA's website for updates. (June 2)
- Responded to an email from John Czaja asking if the quarantine will be lifted by July 6. Told him that Gov. Ige said on his Facebook Live that he plans to extend the quarantine for passengers arriving from out-of-state beyond June 30 but did not give a date, and to check HTA's website for updates. (June 3)
- Responded to an email from Maria Wagner asking if the quarantine will be lifted by July 3. Told her that Gov. Ige said on his Facebook Live that he plans to extend the quarantine for passengers arriving from out-of-state beyond June 30 but did not give a date, and to check HTA's website for updates. (June 3)
- Responded to an email from Dave Wallentine asking if the quarantine will be lifted by July 1. Told him that Gov. Ige said on his Facebook Live that he plans to extend the quarantine for passengers arriving from out-of-state beyond June 30. (June 3)
- Canada: Responded to an email from Vivian Law complaining about using Airbnb and having difficulties in getting a refund for a vacation rental condo she booked in Waikīkī. Told her for refunds it's best to go through the company she booked through or her credit card company. (June 3)
- Responded to an email from Kim Dixon, who has a trip scheduled for June 22 and wants to reschedule for before late September. Told her Gov. Ige plans to extend the quarantine beyond June 30, that September is too far into the future to know, and to check HTA's website for updates. (June 3)
- Responded to an email from Jacquolyn McMurray, who says her daughter and grandchildren will be coming from Washington State to stay on their farm and asked about the quarantine and if it's ok for them to stay on their farm. (June 3)

- Responded to an email from Devallis Rutledge, who has a trip scheduled for July 1. Told him Gov. Ige announced he plans to extend the quarantine beyond June 30. (June 3)
- Responded to an email from Debby Swanson, who has a trip scheduled for July 21, and is planning to island hop. Told her Gov. Ige announced he plans to extend the quarantine beyond June 30, and that if the quarantine order is still in effect she will not be allowed to island hop. (June 3)
- Responded to email from Dallas resident Leslie Pearson, who says she is thinking of booking a flight to Hawai'i soon. Told her Gov. Ige said he plans to extend the quarantine and to check HTA's website for updates. (June 3)
- Connected Honolulu Police Deputy Chief John McCarthy with Jennifer Chun (JC) in response to a request for information on several potential quarantine violators. (June 3)
- Responded to an email from Connor McCaffery asking for a breakdown of visitors to Hawai'i by country, as well as demographics. Provided link to the research section of HTA's website. (June 4)
- Responded to an email from Pamela Shaw whose family wants to vacation in Hawai'i and asked if it will be open for visitors in July. Told her that the decision is up to Gov. Ige and to check HTA's website for updates. (June 4)
- Responded to an email from Robert Phillips, who says he wants to take his family to Hawai'i Island in August. Told him that the situation is fluid and we're not sure if the quarantine will be in place then, and to check HTA's website for updates. (June 4)
- Gave talking points to Kristen Andres (KA) regarding an email from Krizia Mayer asking if their family can park a car at Kahului Airport for their friend to use. Told her that nothing in the order states that's illegal since some residents park at the airport too, and to just make sure they know about the quarantine rules. (June 4)
- Responded to an email from Devallis Rutledge, who has a trip scheduled for July 1. Told him Gov. Ige verbally announced he plans to extend the quarantine beyond June 30. (June 4)
- Responded to an email from Robin Howe, who is planning a trip for July 7. Told him Gov. Ige verbally announced he plans to extend the quarantine beyond June 30 and to check HTA's website for updates. (June 4)
- Hawai'i Department of Defense: Responded to an inquiry from public affairs director Jeff Hickman asking about a copy of a quarantine form being requested by someone to show their employer. Connected him with JC. (June 4)
- Responded to an email from Donna Ortiz, who has a trip scheduled for July 17. Told her Gov. Ige verbally announced he plans to extend the quarantine beyond June 30 and to check HTA's website for updates. (June 4)
- Responded to an email from Maria Wagner asking if timeshares are considered essential. Told her as long as they're not being rented out as short-term vacation rentals they're okay, but some of the timeshare properties are closed right now. (June 5)
- Responded to an email from Steven Dublirer asking if the quarantine will be lifted at the end of June. Told him no because Gov. Ige said during his Facebook Live that he plans to extend it beyond June 30. (June 5)

- Responded to an email from Marilyn Krone, complaining about not getting a refund for a tour to Pearl Harbor. Told her for refunds she should go through the company she booked through or her credit card company. (June 5)
- Responded to an email from future visitor Scott Shaw of Michigan asking if he can travel to Hawai'i in July without having to quarantine. Told him that Gov. Ige verbally announced that he plans to extend the quarantine beyond June 30 and to check HTA's website for updates. (June 5)
- Responded to an email from Ron Korstad asking if the quarantine will still be in place during his vacation on July 8. Told him that Gov. Ige verbally announced that he plans to extend the quarantine beyond June 30 and to check HTA's website for updates. (June 6)
- Responded to a Facebook message from Marcia Nicole, who says she is from Hawai'i Island and if she goes to O'ahu on June 13 can she go home to Hilo on June 16. Told her the interisland quarantine will be lifted on June 16, so if she goes to O'ahu on June 13 she will have to quarantine the whole time she is there. (June 7)
- Responded to an email from Mike Siemann asking if he could visit Hawai'i in July and get an exemption in exchange for his help with promoting the ease in which people can travel to the state. Told him that Gov. Ige plans to extend the quarantine and the exemption is mainly for those coming to Hawai'i for essential business and not for leisure vacation, and testing currently isn't a way to bypass the quarantine. (June 8)
- Responded to an email from resident John Dunbar asking for a set date on when the quarantine will be lifted. Told him that Gov. Ige will make that decision and to check HTA's website for updates. (June 8)
- Responded to an email from Allen Faucera, who says he has a vacation booked on Maui on July 26 with a condo and car rental, asking if the quarantine will be lifted by then. Told him Gov. Ige verbally said he would extend the quarantine beyond June 30, and currently those under quarantine are not allowed to rent a car. (June 8)
- Responded to an email from Patti Vernelson, who says she has a vacation booked on Maui on July 6, asking if the quarantine will be lifted by then. Told her Gov. Ige verbally said he would extend the quarantine beyond June 30. (June 8)
- Responded to an email from Rhonda Doyle asking if Fiji can be part of a travel bubble with Hawai'i. Told her HTA is not in charge of creating a bubble. (June 8)
- Responded to an email from Aja Williams asking if the quarantine will be extended past June 30 for international travelers. Told her Gov. Ige verbally said he would extend the quarantine, and that it would apply for all travelers coming in from out-of-state. (June 8)
- Responded to an email from Chris Falk, who has a trip planned for July 10, asking if he can be optimistic that the quarantine will be over by then. Told him Gov. Ige verbally said he would extend the quarantine beyond June 30, and to check HTA's website for updates. (June 8)
- Responded to an email from Melanie Heim asking if Hawai'i will open in July because she has never been and would love to see it with her family. Told her Gov. Ige verbally said he would extend the quarantine beyond June 30, and what to expect if she comes while the quarantine order is in effect. (June 8)
- Responded to an email from Justin Lafua who says he's an essential worker trying to fly from Honolulu to Hilo for a family matter and will return on June 14. Told him the interisland quarantine will be lifted on June 16, and the exemption is given to those traveling for

essential work. Further, if he doesn't get an exemption then he would have to quarantine.
(June 8)

- Responded to an email from Kealoha Kaaua, asking for rapid grant funding for a phone app that he says: "will help stop the spread of COVID-19 as well as restructuring the hospitality industry worldwide." Suggested he reach out to the DOH instead. (June 8)
- Responded to an email from Lance Hancock, asking if it's okay to plan to visit Hilo in mid-August. Told him that the situation is fluid and to check HTA's website for updates. (June 8)
- Responded to an email from Stephanie Brown asking if visitors will be allowed to travel to Hawai'i in July because her family is looking for a place to travel to. Told her Gov. Ige said during his Facebook Live that he plans to extend the trans-Pacific quarantine beyond June 30. (June 8)
- Responded to an email from Tom Kraft asking if his family can vacation in Hawai'i in July and if activities will be open. Told him Gov. Ige said during his Facebook Live that he plans to extend the trans-Pacific quarantine beyond June 30. (June 8)
- Responded to an email from Siglinde Schwenzl, asking about the Slack Key Festival. Told her that it's going virtual and sent her the link, and also told her many events have had to be canceled or go virtual because of the pandemic. (June 8)
- Responded to an email from local resident Tina Sterling, asking when the quarantine will end for O'ahu. Told her that Gov. Ige said during his Facebook Live that he plans to extend the quarantine beyond June 30, and to check HTA's or Gov. Ige's websites for updates. (June 8)
- Responded to a follow-up email from Robin Howe, asking when Gov. Ige will have an update. Told her that Gov. Ige said he would have an update this week and to check HTA's website for details. (June 9)
- Responded to an email from Brenda Joehl, who says her daughter was planning to honeymoon in Hawai'i in August and wants to know if mainland travel will be permitted. Told her that Gov. Ige said during his Facebook Live he plans to extend the quarantine beyond June 30 and to check HTA's website for updates. (June 9)
- Responded to an email from May Hui, who is a timeshare owner at Marriott Maui Ocean Club, and she has a reservation on June 28. She assumed the quarantine would be lifted on June 30, so she was wondering if she will just have to quarantine until June 30. Told her that Gov. Ige said he plans to extend the quarantine beyond June 30. (June 9)
- Responded to an email from Lawrence Nagel, asking when Hawai'i will reopen for tourists. Told him that Gov. Ige plans to extend the quarantine beyond June 30, and to check HTA's website for updates. (June 9)
- Responded to a follow-up email from Stephanie Luciano, who plans to arrive on Maui on August 4, and wants to know if she can take a test prior to arriving. Told her that currently testing is not a way to bypass the quarantine, however, the situation is fluid and Gov. Ige is expected to give an update later that day, and to watch the livestream on HTA's Facebook page. (June 10)
- Responded to an email from Lori Cinquina, who plans to arrive on July 25, and wants to know if she can take a test prior to arriving to come to Hawai'i. Told her that currently testing is not a way to bypass the quarantine, however, Gov. Ige is expected to give an update later that day, and to watch the livestream on HTA's Facebook page. (June 10)

- Responded to an email from Narges Hejazi, who wants to know if June is a good time to travel to Honolulu from San Francisco. Told him that June is not a good time to visit Hawai'i for a leisure vacation because the quarantine will still be in effect. (June 10)
- Responded to an email from Pam Gieringer of Maui, asking if there's a plan for economic recovery. Told her that the state has the Recovery Navigator, which is headed by Alan Oshima, and also gave her the link to Gov. Ige's last presentation on this. (June 10)
- Responded to an email from Mary Scott Laughlin of Atlanta, who says she is scheduled to arrive on July 11 and wants to know if the quarantine will be extended. Told her that Gov. Ige is giving an update later that day, but previously said he would extend it beyond June 30. (June 10)
- Responded to an email from Caroline Brown, who says she has a trip planned for July 1, and wants to know when the governor will give another update. Told her to watch his press conference on HTA's Facebook page later that day, and that he previously said he would extend the quarantine beyond June 30. (June 10)
- Responded to an email from Diana White, who says she plans to visit Hawai'i on July 2. Told her that Gov. Ige is expected to extend the quarantine and to check HTA's website for updates. (June 10)
- Responded to an email from Natalie Calvo, asking if she has to quarantine if she is transferring from Guam to Chicago through Hawai'i, but needs to leave TSA to get her bags to do the transfer. Told her as long as she doesn't leave the airport she will not have to quarantine. (June 10)
- Responded to an email from Murray Donaldson, asking what the definition of short-term rental is. Told him it differs by county, for example on O'ahu a short-term rental means less than 30 days, but on Maui it means less than 180 days. (June 10)
- Responded to an email from Julie Smalley, asking if the quarantine will be extended beyond June 30. Told her that Gov. Ige just announced it is being extended through the end of July. (June 10)
- Responded to an email from Kevin Warren, who says he is PCS-ing to Hawai'i on July 10 and wants to know if he can get an exemption. Sent him the email address to request one. (June 11)
- Responded to an email from Terry Carlson, who says she has a family vacation scheduled for July 23 and wants to know if there's a chance the governor will lift the quarantine before then. Told him that anything could happen, including another extension, and to check HTA's website for updates. (June 11)
- Responded to an email from Jenny LaCava, executive assistant for Professional Environmental Engineers, who says she needs to do business in Hawai'i. Gave her the email address to request the exemption. (June 11)
- Responded to an email from Edmund Catolico, who says he owns timeshares on Kaua'i and Maui, has a trip planned for July 26 and wants to know if he can take a test to bypass the quarantine. Told him that currently testing is not an option, and based on Gov. Ige's 9th supplemental proclamation, he would have to quarantine for his whole trip. (June 11)
- Responded to an email from Stephen Miller of Chicago, who has plans to arrive in Honolulu on July 30, and wants to know if he only has to quarantine through July 31. Told him that if he arrives on July 30, he would have to quarantine for 14 days. (June 11)

- Gov. Ige's office: Gave Cindy McMillan talking points in response to an email from Erin S. asking if there's an app or daily phone calls. Gave her the link to the Department of Taxation's Safe Travels website and that phone calls are still being made to follow up. (June 11)
- Responded to an email from Katie Lahren, who plans to visit on August 7, and wants to know if the quarantine will be extended. Told her that it currently goes through July 30, and that it's a fluid situation so to check HTA's website for updates, and also look into the business' deadline for getting refunds and use that as a guideline. (June 11)
- Responded to an email from Kelly Kerwin, who wants to plan a trip to Maui from July 25. Told her if she arrives then she would have to quarantine. (June 11)
- Responded to a Facebook message from Shana Williams, who wants to know if she travels to O'ahu to stay with her parents if they will have to quarantine too. Told her there's nothing in the order that says everyone in the household has to quarantine. (June 11)
- Responded to an email from Julie Ruthven, who is thinking about visiting Hawai'i in August and wants to know about the restrictions. Told her she may want to hold off on making reservations since the situation is fluid and we're not sure what the situation will be like in August, and to check HTA's website for updates. (June 12)
- Responded to an email from Wendy Nodland Peron, who says she lives on Hawai'i Island and that "no TOURISTS are in QUARANTINE...who do I call to report it???" Told her that the police department is the lead law enforcement agency for Hawai'i county so she should call 911 to report quarantine violators. Sent her the press release regarding the large bust Hawai'i County Police made that week. (June 12)
- Responded to an email from Luci Friday of Idaho, who says she and her daughter are planning a trip to O'ahu on August 13, and what activities will be open. Told her the situation is fluid and to check HTA's website for updates. (June 12)
- Responded to an email from Steven Burt, who plans to go to Kaua'i on July 12 for seven days, then fly to Maui for seven more days. Told him that Gov. Ige extended the quarantine, and if he arrives then, he will have to quarantine and will not be able to fly interisland after seven days. (June 12)
- Responded to a Facebook message from Sal Gatbonton, who says he's coming to Hawai'i on August 1 and is wondering if the quarantine will be over on July 31. Told him Gov. Ige could possibly extend it depending on the situation and to check HTA's website for updates. (June 12)
- Responded to an email from Jacquolyn McMurray asking if she can go to the grocery store with their masks on during their quarantine. Told her no and sent her the link to the governor's 9th supplemental proclamation with the details. (June 13)
- Responded to an email from Nesha Brumley, asking if she can visit in August. Told her the situation is fluid and to check HTA's website for updates. (June 13)
- Responded to an email from Raymond Hill, who plans to visit Hawai'i in September, and is worried that if they cancel too late, they won't be able to book another trip on the mainland. Told him that the situation is fluid and to figure out what his deadline is to get refunds and use that as a guideline. (June 14)
- Responded to an email from Nicole Murray, asking if their parents can come to visit them on O'ahu and if they also have to quarantine too. Told her that the order doesn't say that

everyone in the house has to quarantine, only the travelers, however they should try to be separate if possible. (June 14)

- Responded to an email from Wayne Carpenter, who says his brother is coming to Hakalau on Hawai'i Island and that their place doesn't have an address but has a TMK. Told her to refer him to the DOT, which handles screening at the airport. (June 15)
- Responded to an email from Angela Keen of Hawai'i Quarantine Kapu Breakers, saying she has been communicating with "Mama Sheeba" of Carbon Nation, who says they want to go home because they feel like they're in danger because of racist threats, and that HTA will be getting a barrage of emails from them. Told her to tell them to call the police if they feel like they're in danger. (June 15)
- Responded to an email from James Lippi, who has a trip planned for August 5 to Kaua'i and is wondering what will be open then. Told him the situation is fluid and to check HTA's website for updates. (June 15)
- Responded to an email from Carolyn Doniel, asking if she should move her vacation to September. Told her the situation is fluid and to check HTA's website for updates. (June 15)
- Responded to an email from Larry Stults of Hawai'i, who wants to travel to Denver to visit family, leaving on July 22, and returning to Hawai'i on July 28. Told him that if he arrives back home on July 28 he will have to quarantine and to wait for further updates from Gov. Ige. (June 15)
- Gave Zach Espino of Gov. Ige's office talking points in response to an email from O'ahu resident Paul Chang, asking about people who arrive from out-of-state and then hop to another island. Told him to tell him that's okay as long as the person doesn't leave the first airport and sent a link to the DOH FAQs. (June 15)
- Responded to an email from Lewis Saxelby, who's thinking about visiting Hawai'i. Told him about the quarantine and to check HTA's website for updates. (June 15)
- Responded to an email from Brittany Cover of Mair Strategies, asking about the effect the COVID-19 crisis is having on ports in respect to cruises. Sent her the visitor statistics press release summarizing 2019, which shows how many cruise ship visitors came to Hawai'i in 2019. (June 16)
- Responded to an email from Ed Morris, complaining about not getting a refund for a VRBO he booked in Kahuku. Told him for a refund it's best if he goes through the company he booked through or his credit card company, and he could also possibly file a complaint with the DCCA. (June 16)
- Responded to an email from Terryl Vencyl, tourism community liaison for Maui County, asking for a list of allowed hotels/motels/condotels on Maui. Connected her with HVCB. (June 16)
- Responded to an email from Munro Murdock of Love Hawai'i Villas, asking about the update to HTA's website regarding short-term rentals. Told him because the counties have different rules, we changed it to add links directly to the county pages. Also, reminded him about the host responsibility now added to Gov. Ige's 9th supplemental proclamation. (June 16)
- Responded to a Facebook message from Faith Umaguig, who's asking as a visitor if she can stay at her boyfriend's place or if she needs to stay at a hotel. Told her she can stay at his place but is still subject to the quarantine rules. (June 16)

- Responded to an email from Camille Churchill asking if they need to quarantine for 14 days or one day if they arrive on July 31. Told her they would have to quarantine for the 14 days based on the current proclamation and to check HTA's website for updates. (June 17)
- Responded to an email from John Uribe, who's looking to travel to Kaua'i on August 10 and asking if there will be a quarantine. Told him he may want to hold off on making reservations until Gov. Ige announces another update on the quarantine, and to check HTA's website for updates. (June 17)
- Responded to an email from Shirley Carney, saying she was told by AAA that they can travel to Hawai'i in July if they get tested. Told her that is currently not an option and to check HTA's website for updates. (June 17)
- Responded to an email from John Doggett of Texas, asking if there's a chance Gov. Ige will lift the quarantine before July 30, when they are scheduled to arrive on Kaua'i. Told him that it's up to Gov. Ige to extend or lift the quarantine, and to check HTA's website for updates. (June 17)
- Responded to an email from Christy Wolf, who's scheduled to arrive on July 31, asking if she'll be able to go out come August 1. Told her that since the quarantine goes through at least July 31, she would have to quarantine for the 14 days. (June 17)
- Responded to an email from Tracy Weidie, office manager for Rep. Richard Onishi, asking what number people should call to report quarantine violators. Told her to call 911 – non-emergency so that police can respond because it's a criminal offense, and that the police dispatchers have access to the database with the names of the people required to quarantine. (June 17)
- Responded to an email from Akimoto Ryuichi, who plans to move from San Jose to 'Ewa Beach in the beginning of July and wants to know if they can take an Uber to their new home. Told her that is allowed, and also sent a link to the Department of Agriculture since she said they will have their dog with them. (June 17)
- Responded to an email from Lawrence Okinaga asking to be put on our Hotel Performance daily report distribution. Told him that we only get a weekly report. Pattie Herman will email it to him. (June 17)
- Responded to a Facebook message from Jeremy Hower, asking if the quarantine is lifted on August 1, and he arrives on July 30, if he only has to quarantine through Aug 1. Told him he would have to quarantine for 14 days. (June 17)
- Helped check a few social media posts of people who are supposed to be in quarantine, along with Ariana Kwan (AK). (June 17)
- Responded to an email from Michaela Jukes, who's scheduled to arrive in August, asking about the quarantine and whether she can book excursions such as Pearl Harbor. Gave her information about the quarantine and suggested she reach out to the specific attractions she's interested in for updates since the situation is fluid. (June 18)
- Responded to an email from Herb and Lorina Barnett asking if there's a possibility or it's highly unlikely that the quarantine will end in July. Told them the situation is fluid and it's up to Gov. Ige to make that decision, and to check HTA's website for updates. (June 18)
- Responded to an email from Mike Little, who says he's an essential worker and wants an exemption. Sent him the link and reminded him that even with an exemption, he is required to quarantine while not doing his essential work. (June 19)

- Responded to an email from Flo asking if the quarantine will be lifted by mid-August. Told her that the situation is fluid and it's up to Gov. Ige to make that decision, and to check HTA's website for updates. (June 19)
- Responded to a Facebook message from Chi Diem Bui saying he heard the quarantine program ends on July 31 and if he arrives on August 1 if he doesn't have to quarantine. Told him that Gov. Ige has extended it a number of times and the situation is fluid, and to check HTA's website for updates. (June 19)
- Responded to an email from Stephanie Fite, who plans to travel to Hawai'i on August 21 and wants to know if the quarantine will be extended. Told her that the situation is fluid and it's up to Gov. Ige to make that decision, and to check HTA's website for updates. (June 21)
- Responded to an email from Kevin, who lives in Oregon, and wanted to know if he can go to Hawai'i Island for 15 days then go to O'ahu for two more days. Told him the interisland quarantine has been lifted so as long as he quarantines on Hawai'i Island for 14 days then he can travel interisland. (June 21)
- Responded to an email from Emilia Alvarez-Negron, who's scheduled to arrive on July 10, and wants to know if she can take a test to get out of doing the quarantine. Told her that taking a test is currently not an option to bypass the quarantine. (June 21)
- Responded to an email from Linda Welch, luxury destination and honeymoon specialist with Blue Ash Travel, asking if the quarantine is expected to be extended into August. Told her Gov. Ige has not yet said when he plans to lift the quarantine and that the situation is fluid, and to check HTA's website for updates. (June 22)
- Responded to an email from Sherry Brannen, asking why Hawai'i is the only state not allowing people to travel to. Explained that there are about two dozen flights a day and people are allowed to travel to Hawai'i, however there is a mandatory quarantine. (June 22)
- Responded to an email from Josh Leong, who said he plans to fly to Hawai'i in July and wants to know if he should take a COVID-19 test before he leaves and after he arrives. Told him that currently testing is not an option but to check HTA's website for updates. (June 22)
- Responded to an email from Melinda Schnabel, who said she plans to travel to Hawai'i in August and asked if the travel ban will be extended through then because she needs to get a refund on travel if so. Told her Gov. Ige is expected to announce an update on the situation within the next few days and suggested waiting until his next announcement if possible, and to check HTA's website for updates. (June 22)
- Responded to an email from G. McKay saying he's delaying his travel to Hawai'i until all quarantines are canceled. (June 23)
- Responded to an email from Michael Matoi suggesting HTA teach tourists to wear masks, saying "tourists need to come to Hawai'i to have fun and not be murder suspects bringing the virus," and also that the military at Pearl Harbor need to wear masks. Told him that everyone should wear masks, including residents since everyone has to do their part. (June 23)
- Responded to an email from Carrie Scheufele asking if the quarantine will be extended into August. Told her Gov. Ige is expected to give an update that week and to check HTA's website. (June 24)
- Responded to an email from Kevin Borge, complaining about the Hawai'i Quarantine Kapu Breakers, saying "as long as this insane garbage is going on – my family and everyone else I know will never visit Hawai'i." (June 24)

- Responded to an email from Ed Lutgen asking if the quarantine will be in effect when they plan to come on July 29. Told him Gov. Ige is expected to give an update that week and to check HTA's website. (June 24)
- Responded to an email from Marion Norris asking when a final decision will be made on the date when cruise ships will be allowed to dock in Hawai'i. Told her that HTA does not make decisions regarding cruise ships and sent her the press release from cruising.org. (June 24)
- Responded to an email from Bill Adagio asking if the quarantine will be extended into July 15 when he plans on arriving from Florida. Told him Gov. Ige is expected to give an update that week and to check HTA's website. (June 24)
- Responded to a follow up email from Akimoto Ryuichi, asking if they arrive on July 28 if they need to quarantine through the end of July or for 14 days. Told him that it would be for 14 days and to check HTA's website for updates. (June 24)
- Responded to an email from Burt Silverado saying he had scheduled repair work to be done to a family home on Maui in July because he thought the quarantine would end on June 30. Told him Gov. Ige is extending it but just announced a pre-travel testing program to start on August 1, so he would have to quarantine if he arrives in July. (June 24)
- Responded to an email from Sean Dee of Outrigger Hospitality Group, asking if there's anything official from HTA regarding the state's June 24 announcement about the pre-travel testing program. Sent him the press release from Gov. Ige's office. (June 24)
- Responded to an email from John Milne, who says he and his wife have reservations for a stay on Maui in August and if they should reschedule. Told him about the testing program just announced. (June 24)
- Responded to email from Julie Henselman, who says her family will arrive on Maui on July 28 and will take a COVID-19 test, asking if their tests are negative if they can shorten their quarantine to August 1. Told her that if they arrive on July 28 they will have to do the full 14-day quarantine. (June 24)
- Responded to a Facebook message from Jenny Nylund, asking if her small children need to be tested. Told her the details are being worked out and to check HTA's website for updates. (June 24)
- Responded to an email from Ethan Bui saying where he lives in Texas he won't have test results back for at least five days. He also wanted to know the cost of the test. Told him Gov. Ige's office says the details and protocols are being finalized and to check HTA's website for updates. Also said the test may cost about \$150/person. (June 25)
- Responded to an email from Dianne Otero, asking if children have to be tested and wanting to know more about the 72-hour testing window. Told her details are still being worked out and to check HTA's website for updates. (June 25)
- Responded to an email from Robert Land, asking if he comes to Hawai'i at the end of July if he only has to quarantine through August 1. Told him that he would have to quarantine since Gov. Ige said the pre-travel testing program will start on August 1. (June 25)
- Responded to an email from Amber Walker asking about the timing of testing and whether it's 72 hours from when the test was administered or from when they get the results. Told her the details are being worked out and to check HTA's website for updates. (June 25)

- Responded to a follow-up email from John Milne asking for an opinion of if coming to Hawai'i in August will be worth it and if they should reschedule. Told him that's a personal opinion and he and his wife should discuss it, and to continue checking HTA's website for updates. (June 25)
- Responded to an email from Marlene Chandler, a former resident who now lives in Virginia, asking HTA to have a "campaign rewarding those who come back with some discounts with local merchants and issue badges." Told her that it's up to individual businesses on whether they want to offer discounts. (June 25)
- Responded to an email from Arthur Ogden, who says he plans to come to Hawai'i on August 19 but cannot get the testing done in 72 hours. Told him the Gov.'s office says the details of the pre-travel testing program are still being worked out, and to check HTA's website for updates. (June 25)
- Responded to an email from Dan Ragasa, who says the turnaround time for tests in California is longer than 72 hours and he would need to get tested 10-14 days prior to arrival to ensure getting the negative test in time. Told him that the 72 hours is modeled after Alaska's program and that the details of the program are still being worked out. (June 25)
- Responded to an email from Michael Traub, who says he has a new doctor joining his practice in Kona and wants to know if she is exempt. Sent him the link to request the exemption. (June 25)
- Responded to an email from Richard Monroy of San Diego, who is concerned about not getting his test results within 72 hours. Told him that details of the program are being worked out and to check HTA's website for updates. (June 25)
- Responded to an email from John Oh, who says he can't get test results back until four days or so. Told him that details of the program are being worked out and to check HTA's website for updates. (June 25)
- Responded to a follow-up email from Herb Barnett, asking what Gov. Ige's plan is for pre-travel testing, and about the 72-hour window. (June 25)
- Responded to an email from Terri Davis, asking if her small children will need to be tested. Told her the details of the program are still being finalized and to check HTA's website for updates. (June 25)
- Responded to an email from Cristela Godina, who says she's coming to Hawai'i in two weeks asking if she can get out of the quarantine if she brings a negative COVID test result. Told her the governor says the program starts on August 1, so if she comes in July she will have to do the 14-day quarantine. (June 25)
- Responded to a follow-up email from Julie Henselman, who says the test results won't come until up to 10 days later. Told her the governor's office is working on the details and to check HTA's website for updates. (June 25)
- Responded to an email from the Sparrow family, who says they can't get a test without symptoms, wants to know where to get tested, and isn't sure they'd get the results back in time. Told him the governor's office is still working out the details of the program. (June 25)
- Responded to an email from Octavio Marquez, managing partner for Discount Hawai'i Car Rental, asking for a breakdown of visitors' countries and states that came to Hawai'i in 2019 as they work on their marketing plans. Gave him links to HTA's research pages. (June 26)

- Responded to an email from Joy Oliver of California, who says the test results won't come until up to five days later and is worried she won't get the results in 72 hours. Told her the Gov.'s office is working on the details and to check HTA's website for updates. (June 26)
- Responded to an email from Nikki Ryan of Florida, who says they have a trip scheduled for August 18, is worried she won't get the results in 72 hours, and wants to know if Hawai'i will do a rapid test at the airport. Told her there will be no tests offered at the airport, that the governor's office is working on the other details, and to check HTA's website for updates. (June 26)
- Responded to a follow-up email from Octavio Marquez, managing partner for Discount Hawai'i Car Rental, asking for HTA's opinions in reaction to their marketing plan. Told him HTA provides information to help him make educated decisions for his business. (June 26)
- Responded to an email from Mike Winslow, who says the test results will take longer than three days to get the results. Told him the governor's office is working on the details and to check HTA's website for updates. (June 27)
- Responded to an email from Jill Harries, who has a trip planned for February 2021, and wants to know what restrictions will be in place then. Told her that's too far into the future to know since the situation is so fluid and to check HTA's website for updates. (June 27)
- Responded to a follow-up email from Nikki Ryan, asking if the test needs to be administered within 72 hours or just have the test come back within 72 hours. Told her that the program is similar to Alaska's, which requires taking a test within 72 hours of travel. (June 27)
- Responded to an email from Karen Stunz, who has been trying to report a possible violation of the quarantine by her grandson Austin Stunz. She says Austin's mother changed the contact information from his father, who's in Texas, to hers since she lives in Hawai'i, and she feels Austin's mother is lying to authorities especially since she disabled the "find me" feature in Austin's phone. Suggested she call the police and have them do a welfare check on him and explain why she believes – if she does – that a crime has occurred. (June 27)
- Responded to an email from Joni Longo, who says her fiancé is in Hawai'i in the military and wants to know if she could take the test and skip quarantine even if she's coming July 18. Told her that is not an option. (June 27)
- Responded to an email from Carolyn Winn, who says her daughter will travel to Maui from Canada in August and wants to know if her husband and son who are Canadian citizens can come. Told her to check with U.S. Customs and Border Protection. (June 27)
- Responded to an email from Pedro Pineda, concerned about the Auckland to Honolulu flight coming in, and that the FDA test is not available in New Zealand because there are no CLIA-certified labs there. Told him details of the program are still being worked out and to check HTA's website for updates. (June 27)
- Responded to an email from Tiffany Friedrich, who says she's supposed to travel to Hawai'i on July 30 and wants to get tested to bypass the quarantine. Told her that if she arrives before the testing program begins then she will have to quarantine for 14 days. (June 28)
- Responded to an email from Leslie Pettinger, who says he is scheduled to arrive on August 1, and is worried he won't get the test result in time. Told him details of the program are still being worked out and to check HTA's website for updates. (June 28)
- Responded to an email from Lorna Thornber, who says FDA-approved PCR tests from a CLIA lab are not available in New Zealand. Told her details of the program are still being worked out and to check HTA's website for updates. (June 28)

- Responded to an email from Kyle Yonemura who plans to go to Oregon to visit his son and return to O'ahu on July 29 hoping that if he gets a test he will only have to quarantine through August 1. Told him that's not an option right now, and that he'd have to do the full quarantine if he arrives before the program starts. (June 28)
- Responded to an email from Susan Heiligman who says she is scheduled to arrive in early August and is worried she won't get the test result in time. Told her details of the program are still being worked out and to check HTA's website for updates. (June 28)
- Responded to a Facebook message from Chi Diem Bui asking about the COVID test in preparation for his trip on August 30. Told him the details are being worked out. (June 28)
- Responded to a Facebook message from Bob Stein, asking if children and infants will need to have a COVID test. Told him the details are still being worked out. (June 28)
- Responded to an email from James Lippi, asking if all tourism attractions are open. Told him not all are open yet and some restaurants are still closed as well, and suggested he visit GoHawaii.com for more information. (June 29)
- Responded to an email from Taylor Chavez who is scheduled to come to Maui in mid-August and was concerned about getting the test results back in time. Told her the details are still being worked out and to check HTA's website for updates. (June 29)
- Responded to an email from Eden Bourgeois, who says they have a trip planned for August 7 and is wondering if her 10 and 15-year-old children need to be tested. Told her that the plans are currently in development and to check HTA's website for updates. (June 29)
- Responded to an email from Rachel Ashley who is scheduled to come to Maui in August and was concerned about getting the test results back in time. Told her the details are still being worked out and to check HTA's website for updates. (June 29)
- Responded to an email from Cindy Peck who says she cannot find a lab that will produce a test result in fewer than four or five business days. The other option would be to fly her son and grandchildren to Colorado instead, but they would return home to Hawai'i on July 19, and was wondering if there's a testing option to bypass the quarantine. Gave her the links to the Gov.'s press release and said to check HTA's website for updates. (June 29)
- Responded to an email from Andrea Paul, who's wondering if the 14-day quarantine is slated to be lifted by the end of July. Told her that if he returns to Maui on July 30 he will have to quarantine for 14 days. (June 29)
- Responded to an email from Candace Edens, who says her family is scheduled to visit Hawai'i on August 6 but cannot get a test and results 72 hours before travel. Gave her the links to the governor's press release and said to check HTA's website for updates. (June 29)
- Responded to an email from Keith Jackson, who says he can't find a lab in California that will do a test in 72 hours. Gave him the link to Gov. Ige's press release and told him to check HTA's website for updates. (June 29)
- Responded to an email from Richard Young who says he has flight reservations to Maui in October but "finds this action reprehensible" that "a fellow from my state (Maine) has been jailed and evicted from Hawai'i for leaving his hotel room and not wearing a mask." Told him about the quarantine order and to go to HTA's website for more information. (June 29)

- Responded to an email from Rudy Creel who has a reservation to go to Moloka'i on July 15 and wants to know if he can get a test before he arrives to bypass the quarantine. Told him if he arrives then, he will have to quarantine for the whole trip. (June 29)
- Responded to an email from Sherrie Manlutac who has questions about the quarantine and if her kids have to get tested too. Told her details are being worked out and to go to HTA's website for updates. (June 29)
- Responded to a question from Jeremy Kozuki asking for daily arrivals of interisland travelers at Kahului Airport (OGG). Told him that's not something HTA is publishing and a DOH form is being used. (June 29)
- Responded to an email from Elaine Papas, asking which CLIA-certified labs Hawai'i recognizes. Told her what Gov. Ige said during his Facebook Live with the Honolulu Star-Advertiser regarding testing partners and that plans are currently in development. (June 29)
- Responded to an email from Nika Zavalishina who wants to know if her six-month-old baby needs a test. Told her details are still being worked out and to check HTA's website. (June 29)
- Responded to an email from Heather Nelson, asking if she can take the test and come in July. Told her that's not an option. (June 29)
- Responded to an email from Elias Chalhub, asking about the pre-travel testing program. Gave him the link to HTA's website and the governor's press release. (June 29)
- Responded to an email from Jason Hoppe of Wisconsin, asking if he can take the test and come in July. Told him that's not an option. (June 29)
- Responded to an email from Robin Mattes who says it's "impossible to get a stat PCR test in my state in patients with NO symptoms. This mandate is unfortunate for anyone wanting to visit your state. Terrible requirements." Told her that testing is an alternative to the quarantine and the details are still being worked out. (June 29)
- Responded to an email from Melinda Schnabel, asking about the testing program and the 72-hour window. (June 29)
- Responded to a Facebook message from Susan Heiligman, asking if she can take the COVID test five to six days out to allow time to get the results back. Told her based on what Gov. Ige said, she will need to take the test within 72 hours of travel and have the negative results to show upon arrival, or else she will have to quarantine. (June 29)
- Responded to an email from Neil Alcantara who says in California he can't get a test without having symptoms. Told him the DOH is working to establish partners, however he would have to pay for the test. (June 30)
- Responded to an email from Shelly Townsend who says her family has a vacation scheduled for Kona in October and is worried about getting test results in time. Told her that October is too far in the future to know what the situation will be like and to check HTA's website for updates. (June 30)
- Responded to an email from Jerry Schwartz of Nebraska who says his family has a vacation scheduled for Hilo in October and is worried about getting test results in time. Told him that October is too far in the future to know what the situation will be like and to check HTA's website for updates. (June 30)

- Responded to an email from Ed Puchi who says his family is planning a vacation on Maui in September and wants to know about the testing program. Gave him the link to Gov. Ige's press release and said to check HTA's website for updates. (June 30)
- Responded to an email from Sarah Dickes of Colorado, who is worried about not getting test results in time for her trip in August. Told her what Gov. Ige said on Facebook Live and that details are being worked out. (June 30)
- Italy: Responded to an email from Luisa Pone who says, "your new policy seems to 100% prevent any international traveler in short transit in the US from being allowed in your state." Told her the plans are in development and to check HTA's website for updates. (June 30)
- Responded to an email from Michael Heu who says he arrives on July 25, which he feels is a grey area, asking if he will only have to quarantine for seven days since the new protocol starts on August 1. Told him if he arrives on July 25 he will have to quarantine for 14 days. (June 30)
- Responded to an email from Theresa De Marco, who says she arrives on July 25, and says her hotel reservations were canceled by the hotel and wants recommendations on a place to stay. Told her if she arrives on July 25 she will have to quarantine for 14 days. (June 30)
- Responded to an email from James Evans of Pennsylvania saying he is coming to Hawai'i on July 25 and asked if they get tested if they still have to quarantine. Explained that the testing program doesn't start till August 1, so they'd have to quarantine for their whole trip. (June 30)

Monthly Statistics on Followers and Engagement on HTA's Facebook Page

Number of followers from June 2019 vs. June 2020: **+34.70%**

- June 30, 2019: 10,761
- June 30, 2020: 14,495

Engagement rate from June 2019 vs. June 2020: **+89.76%**

- June 2019: 1,729 daily page engaged users
- June 2020: 3,281 daily page engaged users

Social Media Posts on HTA's Facebook Page

- June 1: Post sharing Hawai'i House of Representative's announcement of an informational briefing of the House Select Committee on COVID-19 Economic and Financial Preparedness. **Total Reach 936 | Total Reactions 37**
- June 1: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach 1,126 | Total Reactions 60**
- June 1: Post sharing KHON2 News' live video of Governor David Ige's press conference announcing the lifting of the interisland quarantine travel requirements. **Total Reach 2,491 | Total Reactions 477**
- June 2: Post sharing County of Maui's updated rules for golf courses, hair salons, and tennis play effective June 1. **Total Reach 791 | Total Reactions 34**
- June 2: Post sharing Mayor Kirk Caldwell's Facebook Live press conference on the City and County of Honolulu's response to COVID-19. **Total Reach 1,386 | Total Reactions 98**
- June 2: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach 1,180 | Total Reactions 50**

- June 3: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 1,115 | **Total Reactions** 98
- June 3: Post announcing HTA President and CEO Chris Tatum's retirement. **Total Reach** 1,260 | **Total Reactions** 90
- June 3: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 907 | **Total Reactions** 13
- June 4: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 966 | **Total Reactions** 31
- June 4: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 990 | **Total Reactions** 28
- June 5: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 971 | **Total Reactions** 34
- June 5: Post sharing Mayor Kirk Caldwell's Facebook Live press conference on the City and County of Honolulu's response to COVID-19. **Total Reach** 1,005 | **Total Reactions** 38
- June 5: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 1,157 | **Total Reactions** 49
- June 8: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 1,119 | **Total Reactions** 77
- June 8: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 1,247 | **Total Reactions** 72
- June 9: Post sharing County of Maui's announcement of the reopening of additional businesses and activities effective June 15. **Total Reach** 920 | **Total Reactions** 89
- June 9: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 727 | **Total Reactions** 13
- June 10: Post sharing Governor David Ige's announcement of the Facebook Live press conference to be held in response to COVID-19. **Total Reach** 664 | **Total Reactions** 41
- June 10: Post sharing Governor David Ige's Facebook Live press conference announcing the 9th Emergency Proclamation in response to COVID-19. **Total Reach** 2,090 | **Total Reactions** 430
- June 10: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 980 | **Total Reactions** 58
- June 12: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 1,162 | **Total Reactions** 56
- June 12: Post sharing Governor David Ige's Facebook Live press conference in response to COVID-19. **Total Reach** 1,628 | **Total Reactions** 189
- June 15: Post sharing Hawai'i House of Representative's announcement of an informational briefing of the House Select Committee on COVID-19 Economic and Financial Preparedness. **Total Reach** 943 | **Total Reactions** 39

- June 15: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 906 | **Total Reactions** 40
- June 15: Post sharing Governor David Ige's Facebook Live press conference announcing lifting the interisland travel quarantine. **Total Reach** 2,049 | **Total Reactions** 313
- June 15: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 893 | **Total Reactions** 28
- June 16: Post sharing Mayor Kirk Caldwell's Facebook Live press conference on the City and County of Honolulu's updates to the Small Business Relief and Recovery Fund. **Total Reach** 816 | **Total Reactions** 29
- June 16: Post sharing Hawai'i State Department of Health's FAQ on interisland travel procedures. **Total Reach** 1,189 | **Total Reactions** 233
- June 16: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 669 | **Total Reactions** 53
- June 17: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 945 | **Total Reactions** 65
- June 18: Post sharing Governor David Ige's announcement of the Facebook Live Community Connection with all four county mayors. **Total Reach** 890 | **Total Reactions** 77
- June 18: Post sharing Hawai'i House of Representative's Facebook Live press conference to address a positive COVID-19 case at the Capitol and the upcoming session reconvening on June 22. **Total Reach** 731 | **Total Reactions** 212
- June 18: Post sharing Governor David Ige's Facebook Live Community Connection with all four county mayors. **Total Reach** 1,236 | **Total Reactions** 120
- June 19: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 692 | **Total Reactions** 32
- June 19: Post sharing Hawai'i House of Representatives' Facebook Live press conference regarding CARES Act funding and the legislative session reconvening on June 22. **Total Reach** 588 | **Total Reactions** 27
- June 19: Post sharing the Hawai'i State Department of Health's Facebook live press conference in response to the increase of COVID-19 cases in the state. **Total Reach** 785 | **Total Reactions** 74
- June 19: Post sharing the Hawai'i Visitors and Convention Bureau's launch of the Kama'aina Special Offers Program. **Total Reach** 1,478 | **Total Reactions** 338
- June 19: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 534 | **Total Reactions** 18
- June 20: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 1,093 | **Total Reactions** 92
- June 22: Post sharing Honolulu Star-Advertiser's Facebook Live with Governor David Ige and Aloha United Way Vice President of Community Impact Lisa Kimura on the COVID-19 Care Conversation. **Total Reach** 723 | **Total Reactions** 45

- June 22: Post announcing the Hawai'i Visitors and Convention Bureau's Kama'āina Special Offers Program. **Total Reach** 1,552 | **Total Reactions** 257
- June 22: Post sharing Honolulu Star-Advertiser's Facebook Live with Governor David Ige on the COVID-19 Care Conversation. **Total Reach** 898 | **Total Reactions** 69
- June 22: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 866 | **Total Reactions** 53
- June 22: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 609 | **Total Reactions** 18
- June 23: Post announcing HTA's regular marketing standing meeting to be held at the Hawai'i Convention Center. **Total Reach** 811 | **Total Reactions** 51
- June 23: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 766 | **Total Reactions** 24
- June 24: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 971 | **Total Reactions** 62
- June 24: Post sharing Governor David Ige's announcement of the Facebook Live press conference announcing a pre-travel testing option in response to COVID-19. **Total Reach** 770 | **Total Reactions** 49
- June 24: Post sharing Governor David Ige's Facebook Live press conference announcing a pre-travel testing option in response to COVID-19. **Total Reach** 3,739 | **Total Reactions** 1,321
- June 24: Post announcing HTA's regular board meeting to be held at the Hawai'i Convention Center. **Total Reach** 961 | **Total Reactions** 39
- June 25: Post on the May 2020 Hawai'i Vacation Rental Performance Report. **Total Reach** 791 | **Total Reactions** 37
- June 25: Post on the May 2020 Hawai'i Hotel Performance Report. **Total Reach** 621 | **Total Reactions** 20
- June 25: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 623 | **Total Reactions** 12
- June 26: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 693 | **Total Reactions** 20
- June 26: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 990 | **Total Reactions** 32
- June 26: Post sharing 'Āina Aloha Economic Futures' post on the HTA's Board adopting the 'Āina Aloha principles. **Total Reach** 800 | **Total Reactions** 98
- June 28: Post on the virtual Hawaiian Slack Key Guitar Festival, which HTA funds through the Community Enrichment Program. **Total Reach** 788 | **Total Reactions** 31
- June 29: Post sharing Honolulu Star-Advertiser's Facebook Live with Governor David Ige and Hawai'i Appleseed Executive Director Gavin Thornton on the COVID-19 Care Conversation. **Total Reach** 869 | **Total Reactions** 42

- June 29: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 1,207 | **Total Reactions** 59
- June 29: Post sharing Mayor Kirk Caldwell's Facebook Live press conference on the City and County of Honolulu's response to confirmed COVID-19 case involving a bus operator. **Total Reach** 1,133 | **Total Reactions** 32
- June 30: Post on the May 2020 Hawai'i Visitor Statistics press release. **Total Reach** 1,076 | **Total Reactions** 123
- June 30: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 706 | **Total Reactions** 13

Monthly Statistics on Followers and Engagement on HTA's Instagram Page

Increase rate in followers for June 2019 vs. June 2020 cannot be compared due to no available data from June 2019.

- Number of followers on June 30, 2020: 3,282

Engagement rate for June 2019 vs. June 2020 cannot be compared due to zero (0) posts in June 2019.

Social Media Posts on HTA's Instagram Page

- June 22: Post announcing the Hawai'i Visitors and Convention Bureau's Kama'āina Special Offers Program. **Total Reactions** 52

Monthly Statistics on Followers and Engagement on HTA's Twitter Page

Number of followers from June 2019 – June 2020: **+1.60%**

- June 30, 2019: 36,297
- June 30, 2020: 36,879

Engagement rate for June 2019 vs. June 2020 cannot be compared due to zero (0) tweets in June 2019.

Social Media Posts on HTA's Twitter Page

- June 5: Post sharing Hawai'i Business Magazine's healthcare interview with Hawai'i Pacific Health President and CEO Ray Vara.
- June 22: Post announcing the Hawai'i Visitors and Convention Bureau's Kama'āina Special Offers Program.

Internal Communications

- Edited the Q&A document being worked on by Gov. Ige's office, DOH, Attorney General's office, DOT, HI-EMA, and HTA ahead of the interisland quarantine being lifted. (June 1)
- Responded to an email from HVCB's John Reyes asking if a member of his MC&A destination management company can attend the press conferences. Told him that it's only open to the media but they can watch it live on HTA's Facebook page. (June 1)
- Gave talking points to Kristen Andres (KA) in response to an email from Jim Palzer, who says his wife is a flight attendant with an exemption letter and he wants to know if he needs to quarantine too. Told her that his wife doesn't have to quarantine when working but all other times must quarantine, and that he must quarantine the whole time. (June 2)

- Gov. Ige's office: Responded to an email from Public Information Officer Jodi Leong, asking for the tourism numbers ahead of the Governor's interview with U.S. News. Gave her the links to the press releases. (June 2)
- Gave KA talking points in response to an email from Kazuhito Inakoshi asking how many kama'āina passengers were arriving daily to Daniel K. Inouye International Airport (HNL) in 2019 and from neighbor islands. Told her that DBEDT has the historical data, but it is not broken down based on kama'āina. (June 2)
- Responded to an email from HVCB's Karen Wataru Nakaoka asking if she can share the press conference summaries with the HVCB members. Told her she can. (June 3)
- Gave talking points to KA in response to an email from Kevin Jakopchek asking about the current restrictions on short-term rentals on Kaua'i. Told her that under the Gov's 8th supplemental proclamation, short-term rentals are not considered as essential businesses. (June 5)
- Gov. Ige's office: Responded to a question from Cindy McMillan in regards to how many passengers have been turned around at the airport. Told her to reach out to Tim Sakahara at the DOT since they handle the incoming passengers. (June 5)
- Gov. Ige's office: Assisted Jodi Leong with answering questions to assist Gov. Ige in advance of an interview with Conde Nast Traveler. (June 5)
- Responded to a request for help from Natalie Shiinoki of the Hawai'i Convention Center to review a news release draft regarding what HCC has been doing to support the community during the pandemic. Provided some suggestions. (June 8)
- Helped edit the FAQ sheet as requested by the DOT ahead of the state's interisland quarantine being lifted. (June 8)
- Gave Anda Garel (AG) talking points in response to an email from Elisabeth Jouvin Auteur, a romance author, asking about training required to become a firefighter and also "in the United States when a person feels unwell, the population dials 911. But in Hawai'i how does it happen? Do you also use 911?" Told her she should reach out to the various fire departments in Hawai'i, and that we use 911 too. (June 8)
- Gave AG talking points in response to an email from Ilija Rojdev who tried to rent a car from Avis but was asked to provide a release form. Told her that rental car companies are not allowed to rent vehicles to people under quarantine, but those who received an exemption letter prior to travel could show that as proof that they're exempt. (June 8)
- Gave AG talking points in response to an email from Paul Capofari, who says he is staying in Waikīkī and wants to send his granddaughters photos of female surfer statues. Told her to tell him there are no female surfer statues in Waikīkī. (June 8)
- Gave AG talking points in response to an email from Kevin Gorman of Gorman Sales and Business Development, who's offering his testing for Hawai'i. Told him to contact the DOH since HTA is not in charge of that. (June 8)
- Gave AG talking points in response to an email from Nicole Skrobin asking for a job and/or remote volunteer opportunities. Told her to tell her we do not have any opportunities like that at this time. (June 8)
- Helped edit a draft press release from the HCC upon request from marketing manager Natalie Tarce Shiinoki, outlining what HCC has been doing to support the community during the pandemic. (June 8)

- Added to the HTA Tourism Marketing Plan's communications section. (June 8)
- Gave KA talking points in response to an email from Donovan Di Dio, who says he plans to move to Hawai'i in July and wants to know if he can leave the airport to go to the docks to pick up his car then go to his apartment. Told her to send the link for the quarantine order which states he must go straight to his quarantine location. (June 9)
- Gave KA talking points in response to an email from local resident Sarah Delgadillo, who plans to visit Hawai'i Island in July, asking if she can rent a hotel or VRBO, and a car. Told her that currently hotels are considered essential but not vacation rentals, and since the interisland quarantine will be lifted, she will be able to rent a car. (June 9)
- Helped Dan Dennison of the JIC confirm a family's arrival date in connection with a press release he was working on regarding a family that's obeying the quarantine order. (June 11)
- Gave feedback to Caroline Anderson (CA) in response to her draft PowerPoint presentation regarding the destination management plans. (June 12).
- Responded to an email from HTA Board Chair Rick Fried (RF), asking if we are able to get the 21 people arrested on Hawai'i Island out of the state. Told him that it has to do with what happens in court, but that the Visitor Aloha Society of Hawai'i (VASH) is working with the Hawai'i County Prosecutor's office and is prepared to help send them back if that's what's decided. (June 12)
- Gave KA talking points in response to an email from Christian Sanders, who says he is planning to go to Maui after arriving on O'ahu. Told her that as long as he doesn't leave HNL he will not have to quarantine on O'ahu, and will be considered as a transit passenger. (June 12)
- Gave AG talking points in response to an email from Seth Barrish asking if travelers are allowed to use Uber to get to their location to quarantine. Told her yes. (June 15)
- Gave AG talking points in response to an email from Mira Sharan, who says she lives in Hawai'i and plans to arrive in Kona. She wants to know if her friend can pick her up if they are all wearing masks. Told her the order doesn't specify who must be driving, and to refer her to the details in the 9th supplemental proclamation. (June 15)
- Spoke with Jessica Lani Rich of VASH regarding the plan to send Carbon Nation back to the mainland, and Kapu Quarantine Breakers' involvement. (June 15)
- Gave KA talking points in response to an email from Jan Lewis, who says she had planned on arriving in Honolulu on July 30, staying two nights then boarding a cruise ship. Told her that they will have to quarantine for the two nights in Hawai'i and cannot rent a car. (June 16)
- Gave KA talking points in response to an email from Cecily Campbell who wants to island hop during her quarantine. Told her that is not allowed, and to send the link to the DOH's FAQs. (June 16)
- Gave AG talking points in response to an email from Scott Davis, asking about "grants for businesses that promote Hawaiian tourism, improve traveler's experience and reduce potential bad press related to crime against tourists." Told her that HTA's funding was dramatically reduced and the plans to issue RFPs for contracts have been put on hold, and to let people know that tourism dollars help some many people and nonprofits in Hawai'i. (June 17)

- Responded to an inquiry from Jessica Lani Rich of VASH, asking if the COVID-19 Flight Assistance Program is being paid for by the tourism tax money or the taxpayers. Explained that all of HTA's funds come from the Transient Accommodations Tax (TAT), including the money to pay for the flight assistance program. (June 22)
- Gave AG talking points in response to an email from Wiburn Newbill, asking how long it takes to receive a newsletter from HTA after signing up because he said it has been awhile. Suggested he sign up again on HTA's home page. (June 22)
- Gave AG talking points in response to an email from Jess Kihara, who said his organization Mana Maoli wants to apply for a Kūkulu Ola grant. Told her that HTA's budget was dramatically reduced and that the RFPs have been put on hold. (June 22)
- Responded to AG in response to an email forwarded from the Attorney General's office regarding a complaint from Kekoa and Jacee-Lynn Smith, concerned that HTA called their 15-year old daughter to check up on her if she's in quarantine. KR worked with the Attorney General's office on a response, as the quarantine form did not indicate that she was a teenager. (June 23)
- Wrote draft communications plan for the community-based tourism program. (June 23)
- Sent the Hawai'i Hotels Performance Report and a blurb for the Daily News Digest (DND). (June 24)
- Gave Leanne Pletcher of Maui Visitors and Convention Bureau (MVCB) talking points in response to an inquiry from KHON reporter Max Rodriguez asking for their comment ahead of Gov. Ige's pending announcement that day. Told her we don't comment ahead of announcements because we don't know what Gov. Ige is going to say and defer to the industry afterwards. (June 24)
- Notified staff, board members, Sen. Wakai and Rep. Onishi about CT's appearance on Hawai'i News Now's Sunrise on June 25. (June 24)
- Sent advance copy of Hawai'i Vacation Rental Report to Mayor Caldwell's communications team. (June 25)
- Wrote a blurb and sent the Vacation Rental Performance report to the JIC for the DND. (June 25)
- Gave KA talking points in response to an email from Ariana Gaytan, asking if she could change her quarantine location because she was told she would be able to change the address. Told her to give her the link to the order for self-quarantine which they sign at the airport, which says they cannot move locations. (June 25)
- Wrote list of FAQs based on some of the questions we've been receiving and sent it to Cindy McMillan at the governor's office to consider. (June 25)
- Gave talking points to AG in response to an email from Angel Garcia, who was concerned about not getting his test results within 72 hours. Told him that details of the program are being worked out and to check HTA's website for updates. (June 25)
- Gave AG talking points in response to an email from Dawn Munsel, asking about the 72-hour testing window. (June 25)
- Gave AG talking points in response to an email from Tanya Langley, asking about the 72-hour testing window, and if they need to take the test or just get the negative results within 72 hours. (June 25)

- Notified staff, board members, Sen. Wakai and Rep. Onishi that Kalani Ka'anā'anā will be on Hawaii News Now's Sunrise on June 26 for a segment on 'Āina Aloha. (June 25)
- Gave talking points to AK in response to an email from Leslie Gunnell, who says she is coming to Hawai'i in July and wants to know if they can participate in any trials or test of the system to avoid doing the quarantine. Told her that's not an option. (June 26)
- Gave talking points to AK in response to an email from Max Braukmann, who says he's visiting Hawai'i in August and wants to know if he can do an antibody test instead. Told her that's currently not an option. (June 26)
- Provided a list of the media stories online that mention Hawai'i's new pre-test travel program to CT, the HTA leadership team, HVCB, and DOH. (June 26)
- Responded to an email from Janice Okubo of the DOH suggesting that we remind travelers to kōkua and kuleana. Told her that HVCB is working on those marketing efforts. (June 27)
- Wrote a blurb and sent the May 2020 visitor stats press release to the JIC for the DND. (June 29)
- Upon request shared with the DOH/Janice Okubo HTA/HVCB's draft plans for educating visitors. (June 29)
- Gave AK talking points in response to an email from Steve Sanchez of Maui, asking if the test results need to be transcribed into English since his friend will have her test done in Russian. Told her to tell him to check with the DOH. (June 30)
- Helped edit the DOT's new press release regarding the interisland form going digital. (June 30)

International News Bureau and Other Inquiries

- UK: Gave Laci Goshi (LG) talking points in response to an email from Jane Mulkerrins of the Telegraph asking about reopening travel. Told her to let her know that Gov. Ige said he plans to have an update on the trans-Pacific quarantine the following week. (June 5)
- France: Responded to an email from Pascale Rondeau, who says he has reservations for Hawai'i on July 4. Told him Gov. Ige is expected to make an announcement that day for an update on the quarantine situation, and that he previously said he would extend it, so there's a good chance that if he comes on July 4, he will have to quarantine. (June 10)
- Japan: Responded to an email from Matsumoto, a Japanese non-profit activist, who made a video that he says includes some HTA footage and is requesting authorization to use the video. Connected him with Eric Takahata of Hawai'i Tourism Japan. (June 13)
- Japan: Responded to an email from Chad Landon, who's living in Osaka, and wants to volunteer to get Japanese tourists back to Hawai'i by passing out travel guides. Declined the offer. (June 14)
- Korea: Gave AG talking points in response to questions from Hyunseok Oh of WELLFIT, asking to sell and export their sunscreen to Hawai'i, and regarding the new rules for sunscreen ingredients. Suggested she contact DLNR. (June 15)
- France: Responded to an email from Nicolas Favier, who says he has a family trip scheduled for August and wanted to know if the quarantine will be in effect. Told him that the

situation is fluid and to check HTA's website for updates, along with his own country's restrictions. (June 18)

- Philippines: Responded to an email from Janice Lynn Minor, who says her two children are in college in Hawai'i and she has a Philippine passport, and wants to know if she can come to Hawai'i in August with her kids. Told her about the quarantine and to check on any restrictions on travel with the CDC and her own government. (June 21)
- Switzerland: Responded to an email from Daniel Graf, reporter for 20 Minuten, a newspaper in Zurich, asking if the term Pizza Hawai'i is thought to be racist and if people should just order pizza with pineapple instead, and said his deadline was in four hours. Told him that's not something HTA would comment on, and when he asked who else might comment, told him that it was currently 10 p.m. in Hawai'i on a Sunday and many people are asleep. (June 21)
- England: Responded to an email from Kaori O'Connor, an anthropologist at the University of London, who was working on a book on the Hawaiian Lū'au and asking for lū'au visitor attendance. Told her that's not something HTA keeps track of and to check with A3H or the lū'au companies. (June 23)

3. Safety and Security

Visitor Assistance Program (VAP)

HTA currently has four contracts, one in each county, to provide funding support for the Visitor Assistance Program. These contracts are:

- **CON 17031** – Visitor Aloha Society of Hawai'i (O'ahu) with total funding of \$370,000 and a contract expiration date of 4/1/2021. The first payment of \$333,000 was processed on April 17, 2020. The final invoice of \$37,000 is due on February 15, 2021.
- **CON 17032** – VASHI – Island of Hawai'i VAP with total funding of \$170,000 and a contract expiration date of 4/1/2021. The first payment of \$153,000 was processed on April 17, 2020. The final invoice of \$17,000 is due on February 15, 2021.
- **CON 17033** – VASK – Kaua'i VAP with total funding of \$55,000 and a contract expiration date of 4/1/2021. The first payment of \$49,500 was processed on May 6, 2020. The final invoice of \$5,500 is due on February 15, 2021.
- **CON 17034** – MVCB – Maui VAP with total funding of \$55,000 and a contract expiration date of 4/1/2021. The first payment of \$49,500 was processed on May 6, 2020. The final invoice of \$5,500 is due on February 15, 2021.

During the month of June:

- Maui County's program handled 6 cases and helped 6 visitors (year-to-date: 70 cases/120 visitors).
- Hawai'i County's program handled 16 cases and provided assistance to 45 visitors (year-to-date: 176 cases/282 visitors).
- City and County of Honolulu's program handled 93 cases and helped 123 visitors (year-to-date: 443 cases/794 visitors).
- Kaua'i County's program handled 1 case and provided assistance to 1 visitor (year-to-date: 15 cases/38 visitors).

Lifeguard Support Program

The Fiscal Year 2020 agreements for three of the four counties were executed with the dollar amounts remaining the same (\$125,000.00 each) and the match eliminated to facilitate the acquisition of critical rescue equipment. However, due to the COVID-19 crisis, the contracts were rescinded as funds for these programs are no longer available. Once HTA returns to normal funding levels, HTA will revisit these programs and hopefully be able to fund them again in the future.

Ocean Safety Advertising Campaign

HTA, through its contracts with SKYHI MEDIA (CON 18176 S1 - \$108,376.92) and Pacific Media Group (CON 18189 S2 - \$143,006.60), is supporting the displaying of ocean safety videos at airports throughout Hawai'i. These videos run primarily in the baggage claim areas during normal airport operating hours. Both contracts will expire on 6/30/2020 and the agreements were originally planned to be extended to continue showing these videos in Fiscal Year 2020, however due to the COVID-19 pandemic, an extension will no longer be possible as funds for these programs are no longer available. Once normal funding levels are returned, HTA will revisit these programs and hopefully be able to fund them again in the future. The most recent payment for contract 18176 S1 was for the month of March 2020 and contract 18189 S2 was for the month of May 2020.

Snorkel Safety Study

HTA has executed a contract (CON 19171) with the Hawaiian Lifeguard Association (HLA) for \$131,000 to conduct a snorkel safety study with an expiration date of 6/30/2021. The purpose of this two-year study is to formally assess the causes and risk factors in snorkel-related fatalities and near fatal drownings. HLA will collect and analyze data, conduct scientific research, conduct surveys and interviews, and consult with experts in the appropriate fields. The State of Hawai'i Department of Health and the City and County of Honolulu lifeguards are collaborating on the study. HLA has collected information on the cases of snorkeling-related accidents. The second of three payments have been issued. HTA is waiting for the final report and invoice (\$31,000.00), which is due per the contract in April 2021.

Hā'ena Emergency Support

MOAs were executed with DLNR for \$54,860 and with the Kaua'i Police Department (KPD) for \$41,140 which provided officers to support the enforcement of the "no parking" zone along a two-mile stretch of Kūhiō Highway. KPD has been submitting requests for reimbursement regularly and the final reimbursement request was submitted and processed on May 7, 2020. DLNR submitted a request for reimbursement in the amount of \$54,860 and payment was processed on May 20, 2020. Both MOAs expired on May 31, 2020. HTA will not extend these contracts.

Ho'okaulike

Honolulu Parks Security Cameras - MOA 19194

HTA partnered with the City and County of Honolulu's Department of Parks and Recreation to provide funding of \$204,000 for the installation of 192 surveillance cameras in 13 parks. The MOA has been fully executed, and the work is underway. HTA received and processed the first invoice on September 9, 2019 for \$183,600.00 as per the agreement. Parks and Recreation will provide updates as they move forward. The camera equipment went out for bid in June, and the City is working on the camera installation purchasing process. The MOA will expire December 31, 2020.

Hawai'i Island Strategic Plan

MOA 19157 with the County of Hawai'i (\$35,000) was executed to assist in the update of the Hawai'i Island Tourism Strategic Plan (2001-2015). HTA has been working closely with County staff to receive updates on the status of this project. An extension to MOA 19157 was made, with the new end date of June 30, 2020. The first payment of \$31,500 was processed on April 17, 2020. The final payment of \$3,500 was processed on June 18, 2020.

Maui Coral Reef Signage

CON 19169 S1 was fully executed in December 2019 with the Maui Marine Resource Council for the amount \$47,144. The contractor has been working to replace existing signs and create new signs related to the coral reef on Maui. Additionally, the contractor is working with the County on acquiring the necessary permits, including an SMA assessment (possibly a minor SMA permit) and obtaining right of entry to the County park sites, which is contingent on approval of the SMA permit. The contractor requested an additional extension of six months beyond the first extension (6/30/20), due to the time required to work through the County process. The additional extension request was received by the HTA and a no-cost extension contract was executed on 5/4/20, with the new contract end date being 12/31/20.

COVID-19 Related Projects and Support

Airport Screening:

Since March 26, 2020, HTA has been providing support to the Department of Transportation (DOT) - Airports Division by contracting with companies that have “badged” employees to carry out the screening processes at the arrival gates. These companies include Roberts Hawaii, OmniTrak, Anthology, and Worldwide Flight Services. HTA has been providing support at the airports in Honolulu, Kahului and Kona. HTA’s support for the screening mission, as of June 2020, totaled \$886,682.

Passenger Form Scanning:

Since March 26, 2020, HTA has been scanning documents at the Daniel K. Inouye International Airport in Honolulu. This has been done in partnership with SMS and the DOT - Airports Division. HTA staff were provided a room at the airport and SMS was able to relocate its scanning equipment and personnel to this location in support of this mission. Forms are collected from arriving flights and scanned into a database. The data is then utilized to support HTA’s call center operations and serves as a critical link to enforcement partners tasked with enforcing the 14-day self-quarantine order. Neighbor island forms are collected daily and sent to Honolulu for processing. HTA’s support for the scanning mission, as of May 2020, totaled \$419,864.

Call Center:

Since March 26, 2020, HTA has been supporting the operation of a call center. Originally it was established to contact arriving visitors as part of the State’s efforts related to the self-quarantine order. HTA reached out to the Hawai’i Visitors and Convention Bureau (HVCB) for assistance and HVCB has been taking the lead in managing the call center’s day-to-day activities. Special thanks to Barbara Okamoto (Bobbie) for her assistance with this important project. As of June, there were more than 80 individuals trained to make calls 7 days a week.

HTA, thanks to the hard work of Kalani Ka’anā’anā, has been utilizing a cloud-based PBX system (Grasshopper) to allow call agents to connect and make calls using their own phones routed through the PBX system. Therefore, HTA does not need to provide individuals with equipment. The data is provided to the call center agents using Microsoft Teams. Jennifer Chun has played a critical role in getting the data into a format that makes sense and is usable by the agents. HTA engaged Esri to develop a more secure and scalable geodatabase through its ArcGIS platform. Data is now entering the ArcGIS database and is provided to state and county partners as part of HTA’s ongoing support of the COVID-19 mission.

In late April, it was determined that returning residents should also be included in the contact activities of the call center. On April 24, 2020, the DOT began assisting HTA with this process by making calls to residents and providing more than 20 call center agents to support the process.

In May, HTA determined that the existing call center operation was neither efficient or sustainable and began searching for a technological solution that would improve the efficiency and effectiveness of the program. The use of automated technology to make calls was identified as the most effective solution.

Numerous cloud-based solutions were explored and, after an extensive process, a vendor 8x8 was selected based on cost, technology and the proven ability to deliver a product that would meet or exceed the needs of the mission. It is anticipated that the solution will be launched mid-June.

Call Center Metrics:

	Voice Mails / Calls / Ratio	Hangups / Calls / Ratio	Faxes / Calls / Ratio	Voice calls / Calls / Ratio
June	NA*	NA*	NA*	NA*
May	1,838 / 23,864 / 8%	2,167 / 23,864 / 9%	1 / 23,864 / 0%	19,824 / 23,864 / 83%
April	550 / 12,868 / 4%	912 / 12,868 / 7%	0 / 12,868 / 0%	11,404 / 12,868 / 89%
March	21 / 269 / 8%	42 / 269 / 16%	0 / 269 / 0%	205 / 269 / 76%
* Due to a technical error, this report could not be run for the month of June				

	Inbound Minutes	Outbound Minutes	Total Minutes	Avg. Call Length
June	105,685	76,778	182,463	1:30
May	84679:14	63653:34	148332:48	1:42
April	24,062:05	19,019:58	43,082:03	1:46
March	367:25	245:34	612:59	1:16

Other Related Projects:

There are numerous other projects that HTA is involved in, including the support of the Safe Travels application's first phase, the ESRI/ArcGIS database enhancement and others.

Digital Data Collection Tool (Interisland):

As HTA was diligently working on its database enhancement project for the continental U.S., the staff was asked by Governor Ige to provide assistance with moving from a paper-based form process to a digital data collection tool as part of the lifting of the 14-day interisland travel quarantine. Since May 28, 2020, HTA has been leading the effort to develop the necessary infrastructure and tool to efficiently collect information from interisland passengers as part of the Department of Health's overall mission.

The digital data collection tool was available and ready to be utilized as of June 12, 2020. It was determined by the Governor to hold off on launching the tool until sometime after the June 16, 2020 lifting date and that paper forms would be utilized. HTA is waiting for DOT-Airports to provide a date to train their screening team on how to use the tool. As of July 1, 2020, the digital data collection tool was operationalized and between July 1st and July 24th has processed more than 30,000 submissions for interisland travelers.

In addition, HTA was asked by Governor Ige to expand this digital data collection tool to be used in the continental U.S. and international flight arrival process. This project was handed over to Enterprise Technology Services (ETS) and the Department of Health in late June and they continue to working with Esri on the transpac solution.

IV. BRAND MARKETING PILLAR

MMA Contracts

Due to the COVID-19 pandemic, 2020 contracts for Europe and Southeast Asia markets have been canceled, effective April 17, 2020. On April 9, RFP 21-04 Europe MMA was canceled due to changing fiscal priorities in response to the COVID-19 crisis. RFP 21-05 Oceania MMA remains in effect with proposal submission deadline changed to June 30, 2020 through RFP Addendum 2. The first RFP evaluation meeting will take place on July 15, 2020. Due to 2021 budget cuts, the decision was made to terminate contracts from China and Taiwan for 2021.

MMA Marketing Plans

The Market Management team is ensuring that the focus of “Responsible Tourism” is thread through the marketing plans from HTA’s Global Marketing Team (GMT). This action runs parallel to HTA’s brand marketing, and thus Hawai’i will be set up well to welcome the next generation of travelers who are already conscious of and respect destinations that care for their natural resources. The team has updated the Brand Management Plan (BMP) templates and GMT BMPs for 2021 are due to HTA on June 30, 2020.

Since mid-March, Hawai’i was impacted by the 14-day quarantine for all incoming passengers, and the stay-at-home orders due to the COVID-19 global pandemic. As a result, HTA instructed its GMT partners to stay dark. All advertising initiatives have been halted. As the stay-at-home order increased globally, the GMTs increased the opportunity for educational webinars and other interactive training about each island’s treasures and Hawai’i overall.

The Market Managers also worked with the GMTs to receive updates on the development of how each country was dealing with and adapting to the coronavirus spread. HTA continued to conduct conference calls with the airlines, including Hawaiian Airlines, Alaska Airlines, Japan Airlines, All Nippon Airways, Qantas, Southwest Airlines, WestJet, Air Canada and Air New Zealand, to discuss their plans and start-up strategy with continual safety protocol top-of-mind, from on-boarding, to during the flight and during the off-boarding process.

HTA is now in discussions regarding the 2021 budget for Branding programs. Due to COVID-19, HTA will not be receiving TAT funding. The 14-day quarantine for all passengers arriving to the state remains in place. Until the quarantine is lifted, HTA and the GMTs are discouraging vacationers from traveling to Hawai’i. In 2021, HTA’s budget will drop by 44.5%. The Branding budget for 2020 was \$51,561,050. Presently, the 2021 Branding budget stands at \$28,590,675. HTA received approval from its Board of Directors to terminate contracts for China and Taiwan, effective January 1, 2021. These countries’ expenditures are considerably less than the five countries that HTA will continue to focus on through the GMTs – U.S., Japan, Canada, Oceania and Korea. HTA’s funding situation remains fluid and there may come a time when RFPs can be reissued for China, Taiwan, Europe and Southeast Asia.

Industry Partners Meetings

The HTA Marketing team held meetings with industry partners over two days in February. In attendance were representatives from various hotels, airlines, wholesalers, land operators, transportation companies, and event creation companies. The discussions included topics such as responsible tourism, sustainability, single-use plastic, HTA’s four pillars, key marketing objectives, brand positioning, key performance indicators and resources on HTA’s web site. The meetings gave the marketing team an opportunity to understand Hawai’i’s industry partner needs and how to work together and assist them and each other. As the meetings were well received, HTA plans to have additional meetings quarterly.

Due to COVID-19, the 2nd quarter Industry Partner Meeting has been postponed. However, HTA continues to communicate with its industry partners by providing COVID-19 related information daily.

Due to Governor Ige's announcement to open the state to tourism on August 1, 2020, the emails and calls from industry partners have increased. Unfortunately, due to the number of COVID-19 cases increasing and other variables, the August 1 date was being discussed by the governor and mayors.

HTA is now considering the possibility of conducting a virtual Zoom meeting for industry partners or potentially a virtual Fall Tourism Conference. These talks are still in its preliminary stages.

China Summit

Due to the global COVID-19 situation, HTA's China Summit has been canceled.

GMT Hawai'i Coalition

The GMT Hawai'i Coalition meeting between all GMTs, Island Chapter representatives and HTA has been canceled due to the global COVID-19 situation.

Communication

There have been concerns about COVID-19's impact on tourism. HTA has been communicating with its industry partners, providing up-to-date information from the Department of Health, all press conferences, arrivals and other data during this fluid time.

As the 14-day quarantine and stay-at-home orders were instituted, HTA's message evolved to, "this is not the time to travel" in order to protect Hawai'i's residents and prevent the spread of COVID-19. This message became stronger with the closure of hotels, parks, beaches and activities. Presently the 14-day quarantine and Act with Care orders are in effect through July 31, 2020. Since the Governor announced the opening of tourism effective August 1, 2020, HVCB is now working on a video with the Kuleana theme which will be aired on partner airlines prior to landing in Hawai'i. HVCB is also working on a video themed, "It's Time to Visit Hawai'i" that should be ready by early September.

HTA has a committee called MĀLAMA with primary discussions focused on a recovery plan with the most important voice being the residents. This will be a part of the FY 2021 Community budget to re-build and re-develop tourism.

V. TOURISM RESEARCH

The Tourism Research Division (TRD) issued the May 2020 monthly visitor statistics on June 29, 2020, including monthly arrivals by country, category expenditures for major markets, and monthly visitor characteristics for each major market area.

TRD posted Seat Outlook data tables for July 2020 through September 2020 to the Infrastructure Research Section of the HTA website.

State, major market and island fact sheets were updated with the May 2020 data and posted to the Board site. State and market fact sheets were published on the website.

TRD issued the May 2020 Hawai'i Hotel Performance Report on June 24, 2020. The report and related May 2020 data tables were posted to the Infrastructure Research section of the HTA website. The Hawai'i Hotel Performance Report is produced using hotel survey data compiled by STR, Inc., the largest survey of its kind in Hawai'i.

TRD issued the May 2020 Hawai'i Vacation Rental Performance Report on June 25, 2020. The report and related May 2020 data tables were posted to the Infrastructure Research section of the HTA website. This report utilizes data compiled by Transparent Intelligence, Inc.

TRD continued publishing the weekly Hawai'i YouGov Destination Brand Index for U.S., Japan, and Australia. These reports are posted on the Other Research Section of the HTA website. The report utilizes data from YouGov's Brand Index.

TRD assists in preparing the HTA Daily Tourism Brief which is posted on the COVID-19 (Novel Coronavirus) alert page on the HTA website.

TRD is assisting with the mandatory 14-day quarantine, including daily cleaning, manual ascription, and tabulation of the Mandatory Travel Declaration Form; managing the scanning of forms at Daniel K. Inouye International Airport (HNL); scanning and organizing the Order for Self-Quarantine; supporting the Department of Health's Mandatory Travel and Health Form for interisland travelers; supporting calls to visitors, intended residents, and residents; supporting DBEDT's tabulation of the Interisland Declaration Form; supporting escalations to law enforcement; and providing traveler information to the counties and HI-EMA.

TRD continued to work with the State Attorney General's office to analyze visitor data related to the impacts of the national travel ban on inbound travel from seven affected countries.

TRD continues to reply to requests for information from HTA's Global Marketing Team, industry, media, and the general public. Data requests completed include:

- Additional detailed visitor statistic data for UHERO and DBEDT/READ for their databases, and the monthly data requests
- Research inquiries routed through DBEDT

VI. ADMINISTRATIVE

Contracts List

A list of contracts executed in the month of June is attached.

Hawai'i Visitors & Convention Bureau (USA) 2020 Monthly Leisure Marketing Report – June

Market Intelligence/Market Conditions

Economy

U.S economic data released this week showed improvement in several key areas. However, COVID-19 cases were increasing in several states by the end of June, requiring a slowdown or rollback of reopening plans.

June saw a historic increase in payroll employment, up 4.8 million jobs on net. The unemployment rate fell for the second month, to 11.1 percent. The job gain in May was revised up to 2.7 million. Despite the recent dramatic job gains, the level of employment in June was still 14.7 million jobs, or 9.6 percent, below the peak from February. It is assumed that there will be another large recall of workers in July, but it will be below the June peak. The recent flareups of COVID-19 cases in several states have resulted in a new round of layoffs for some workers. Also, the expiration of the PPP loan layoff restrictions for many firms will allow them to shed workers in July. Further complicating the analysis, enhanced unemployment benefits are still encouraging some workers to remain off the job. Finally, we expect that many struggling firms will reduce their payrolls in the months ahead as they adjust to reduced demand, reorganize or fail.

- The Conference Board *Consumer Confidence Index* increased in June, after virtually no change in May. The Index now stands at 98.1 (1985=100), up from 85.9 in May.
- The *Present Situation Index* improved from 68.4 to 86.2 based on consumers' assessment of current business and labor market conditions.
- The *Expectations Index* increased from 97.6 in May to 106.0 in June based on consumers' short-term outlook for income, business, and labor market conditions.

“Consumer Confidence partially rebounded in June but remains well below pre-pandemic levels,” said Lynn Franco, Senior Director of Economic Indicators at The Conference Board. “The re-opening of the economy and relative improvement in unemployment claims helped improve consumers' assessment of current conditions, but the Present Situation Index suggests that economic conditions remain weak. Looking ahead, consumers are less pessimistic about the short-term outlook, but do not foresee a significant pickup in economic activity. Faced with an uncertain and uneven path to recovery, and a potential COVID-19 resurgence, it's too soon to say that consumers have turned the corner and are ready to begin spending at pre-pandemic levels.”

Outbound Travel Market

- Pleasant Holidays is so bullish on Hawai'i that it launched a nationwide campaign of value-added offerings for bookings at the Grand Wailea, Sheraton Maui Resort & Spa, Moana Surfrider, a Westin Resort & Spa, and Kauai Marriott Resort and Beach Club — all properties that temporarily closed amid COVID-19 fears and government lockdowns. They are now offering to get visitors “off the fence” by offering a flat-rate \$99 cancel-for-any-reason travel protection plan that gives visitors who decide not to travel 100% of their package price back in future travel credits.

Competitive Environment

- Alexandre de Juniac, IATA's Director General and CEO, stated that this crisis will have a long shadow. Fewer passengers are saying that they will travel again in the first months after the pandemic subsides. In early April, 61 percent said that they would. By early June that fell to 45 percent. About two thirds are seeing less travel in their future, for vacation, visiting friends/relatives or business. As testing becomes faster, more accurate and scalable, pre-travel detection of pre-symptomatic and asymptomatic travelers will become possible, particularly from locations perceived to be higher risk. The science for testing is advancing quickly, but we are still not where we need to be.
- Bermuda is open and started welcoming visitors back to the island as of July 1, 2020, according to Glenn Jones, interim CEO, Bermuda Tourism Authority: "Our island home has always been a precious resource set apart by its geographic location and way of life. Over the past few months, we've been dedicated to protecting our community and pristine destination for our residents and guests to enjoy for years to come. When you are ready, we look forward to extending a warm welcome to you out here. Visitors are to comply with Bermuda Government protocols. Within 48 hours of departure, complete the Bermuda travel authorization process online which gathers important information for the island's health and immigration officials; a \$75 fee per traveler is required, which includes the cost of all COVID-19 testing in Bermuda. Each passenger must have a form completed regardless of age."
- The World Travel & Tourism Council (WTTC) has laid out its new guidelines Safe & Seamless Travel including testing and tracing, following medical evidence, to ensure people can enjoy Safe Travels in the 'new normal.' The guidelines will ensure that the travel sector is provided with an extensive framework to help governments and private business work in collaboration to create aligned testing and contact tracing programs. The initiative is part of the WTTC's Safe and Seamless Traveler Journey (SSTJ) enabling safe and secure end-to-end traveler experience including flights and non-air travel. This includes biometrics, faster clearance for inbound and outbound passengers and offsite processing as part of enhanced SSTJ capabilities which helps to reduce transmission. The detection and isolation of those people with the virus has proven to be an effective mechanism to curb previous outbreaks, enabling those who are virus-free to travel again without a vaccine, as in previous outbreaks such as Ebola, SARS and MERS. Since 80 percent of COVID-19 carriers are asymptomatic according to medical experts, testing and tracing become crucial to control and reduce transmission.

Consumer Trends

- *The Impact of COVID-19 on E-commerce: Staying Ahead of the Digital Divide.* COVID-19 has brought America's digital divide to the forefront. As online shopping and restaurant digital ordering exploded with the advent of the public health crisis, many companies were caught off guard, but those that invested in strong digital capabilities before the crisis were well equipped to weather the storm. E-commerce penetration increased markedly across a number of industries after the crisis hit. To keep up with these shifts, it's more important than ever for brands and retailers to reimagine their customers' online experience, specifically regarding their websites, which will increasingly serve as the primary customer touchpoint. If implemented correctly, this will create more personalized and direct customer interactions and bolster shopper loyalty. In this evolving landscape, brands and retailers that seize the opportunity for transformation will be optimally positioned for the road ahead.

Media Trends

- *Influencers.* The popularity of influencer marketing as an authentic way to advertise products is well-documented. Although influencers are not going anywhere in 2020, brands rightfully are looking at influencer relationships with a sense of scrutiny. The rise of fake influencers and the potential de-emphasis on “Likes” as an engagement metric signals the need for influencers to be able to back up their price tags with data.
- *Video Content Continues to Boom.* Both long-form and short-form video are among the most-shared content on social media. *YouTube* is second only to *Facebook* in terms of active users. Although *Instagram* might be regarded as the top hub for influencers, more and more brands and marketers are flocking to *YouTube*. Meanwhile, *Instagram* is trying to breathe new life into IGTV, which could make it easier to repurpose video content from other platforms.

Airlift

- *July 7 HTA Airline Seat Capacity Outlook for July-September 2020* was released. The forecast for domestic scheduled nonstop air seats to Hawai‘i during this period will decrease by -43.2 percent as compared with the same time period of 2019. The projection is based on flights appearing in *Diiio Mi* airline schedules as of July 6, 2020. Due to the COVID-19 outbreak, the decrease in scheduled air seats is expected to occur in all major market areas including U.S. West (-40.4%) and U.S. East (-63.1%). The situation is being monitored daily and the forecast adjusted accordingly.

Market Intelligence/Market Conditions Impact on Hawai‘i Travel

- With the extension of Governor Ige’s mandatory 14-day quarantine for air travel to Hawai‘i through July 31, the impacts of COVID-19 continue to affect travel to Hawai‘i. For the month of June, the counts were consistently over 500-600 a day and continue to rise as additional flights are added and interisland resident travel reinstated on June 16.

Leisure Activity Update

Consumer

- On-line

Digital Campaign June – Estimated Impressions Per Island

PARTNERS	Central	OVB	MVCB	KVB	IHVB	LVB	DMVB
Programmatic	-	46,500	367,500	612,500	735,000	122,500	147,000
Search	-	6,666	5,000	8,333	10,000	1,666	1,666
<i>Facebook</i>	PAUSED	-	-	-	-	-	-
<i>Instagram</i>	PAUSED	-	-	-	-	-	-
Total	-	53,166	372,500	620,833	745,000	124,166	148,666

- Paid media has been paused.

Travel Trade

- Paid trade media – June
 - *Affiliate Program* (TravAlliance)*, 2,181 impressions, Affiliate Program Homepage Marquee, February-December.
 - *Affiliate Program* (TravAlliance)*, 32,727 impressions, enewsletter inclusion, June.
 - *Affiliate Program* (Northstar)*, 13,000 impressions, enewsletter, June 4.
 - *Affiliate Program* (Questex)*, 94,545 impressions, enewsletter, June.
 - *Affiliate Program* (Questex)*, 10,900 impressions, registration emails, June.

*Affiliate Program – annual media buy that began pre-COVID and, contractually, unable to cancel.

Public Relations

- HVCB
 - In response to the extension of the mandatory 14-day quarantine order from Hawai'i Governor David Ige's Emergency Rules Order, HVCB's PR team assisted with drafting and disseminating letters to select airlines and OTAs. Communication details included the extension of this order through July 31, 2020, the restrictions and tracking mechanisms in place to enforce the order, and a request for support from the airlines and OTAs to help mitigate non-essential travel to the islands.
 - To support the lift of Hawai'i Governor David Ige's Emergency Rules Order of the mandatory 14-day quarantine order for interisland travel, HVCB's PR team assisted with drafting and disseminating the release announcing of Hawai'i Visitors and Convention Bureau's "Kama'āina Special Offers Program." The new program is geared toward kama'āina, offering Hawai'i residents exclusive specials on accommodations, activities, attractions, shopping, dining and more throughout the Hawaiian Islands through Aug. 31, 2020.
 - In response to the dramatically changing media landscape during the COVID-19 crisis, the PR team proactively updated the Simpleview media database. Reports urge that targeted messaging to publications and journalists need to be more relevant than ever to reach and stand out among the influx of news and lack of resources. The PR team took initiative to evaluate and update publications, editors, and freelance journalists with their most up-to-date information and area of focus. This ensures seamless and effective developments of communication strategies and leads when remarketing the destination moving forward. The continuous use of the Simpleview media database will allow for targeted responses as our travel industry continues to evolve throughout the recovery from the COVID-19 pandemic.
- KVB
 - Kaua'i was featured in the following June media:
 - *Travel Weekly* (178,027 uvpm, circ. 37,005). As a result of Tovin Lapan's participation in a KVB individual media visit in May 2018, Kaua'i was featured in "Foodie experiences to feed your wanderlust."
 - *Travel Weekly* (178,027 uvpm, circ. 37,005). The story, "A trio of new museums to explore in Hawaii," was published as a result of KVB's *What's Blooming* news release distribution in March 2020.
 - Liaised with one media in June.

- OVB
 - O’ahu was featured in:
 - *Tripsavvy* (2,231,523 uvpm). Coverage was a result of Marla Cimini’s participation in an individual media visit in March 2020. The article, “The 11 Best Surfing Destinations in the World,” highlights Waikīkī Beach, Diamond Head State Monument (Lēahi), Waikīkī Beach Services and the North Shore of O’ahu.

- MVCB
 - Maui was featured in the following June publications and websites:
 - *AFAR* (uvpm 836,910). Kahului was named #17 in “The Best Small Cities in the United States in 2020.”
 - Liaised with two media in June.

- IHVB
 - The Island of Hawai’i was featured in the following June media:
 - *Fodor’s Travel* (603,788 uvpm). The story, “Tapas Old as Time: These are the World’s Oldest Restaurants,” May 26, resulted from hosting Kristy Alpert on the Island of Hawai’i in January 2020.
 - The May 28 placement in *Travel Weekly* (178,027 uvpm) of the story, “IRONMAN World Championship Triathlon Rescheduled for February,” resulted from Executive Director’s Ross Birch’s press release about IRONMAN’s postponement.
 - Liaised with 11 media in June.

Sales Activities

Sales Calls, Trade Shows, Training Events

	Airline	Wholesaler/TA/TO/OTA	Other	Total
HVCB	-	6	2	8
KVB	-	-	-	-
OVB	-	-	-	-
MVCB	-	2	-	2
IHVB	-	-	2	2

Summary of Key Sales Activities

- HVCB
 - Due to the ongoing COVID-19 pandemic, live training events have been cancelled or postponed for the month of June. The team has transitioned to webinars and virtual training and activities. For the month of June, travel trade hosted two webinars for 72 participants, and conducted six additional training sessions for 611 advisors. They also have supported key HTA initiatives as well as initiated projects to prepare for when Hawai’i re-opens to travelers.
 - HVCB directors, manager, coordinators and Island Chapters have been providing ongoing support for the HTA “Hotel/Quarantine” calls and daily line assignments.
 - HVCB conducted two webinars with Altour and Nexion on June 2 and 4 for a total of 72 advisors.
 - HVCB conducted a webinar with Cruise Planners on June 17 for 121 advisors.
 - KHM invited HVCB to participate in a *Facebook Live* interview with them on June 19 for 516 KHM advisors.

- HVCB participated in Delaware Valley ASTA’s Virtual Trade Show on June 23 and presented a Hawai’i update to 20 advisors.
- HVCB partnered with Pleasant Holidays to conduct four virtual training sessions covering Alaska, Colorado, Idaho, Montana, Utah and Washington from June 23-24 for a total 75 travel advisors.
- Communications were sent to all wholesale and consortia partners reinforcing the extension of the 14-day quarantine.
- An email was deployed to the travel agent database reinforcing the 14-day quarantine extension.
- Conducted a call with TravPro Mobile to explore the opportunity of a custom virtual expo in place of live Fall Sales Blitz events. This format would allow for more attendees at a reduced cost.
- Proceeded with next steps to implement a database cleanse and ongoing maintenance with TA Connect to ensure contacts are up to date.
- Worked with MMGY on implementing reduced fees and a revised media plan with a reduced budget.
- Completed the 2021 BMP narrative, KPIs and budget for the firmwide travel trade team.
- Travel agent website update: Travel advisors continued to be engaged with the online Hawai’i Destination Specialist certification courses and Island Specialist certifications. There were 805 online graduates for the month of May via *agents.gohawaii.com*. An additional 890 new registrants signed up for access to our online resources. The travel agent database numbers are now up to 84,705 email contacts.

Key Performance Indicators - Leisure Market

Consumer

Digital Campaign May Actuals – Estimated Impressions Per Island

PARTNERS	Central	OVB	MVCB	KVB	IHVB	LVB	DMVB
Programmatic	-	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
Search	-	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<i>Facebook</i>	PAUSED	-	-	-	-	-	-
<i>Instagram</i>	PAUSED	-	-	-	-	-	-
Total	-	0	0	0	0	0	0

Public Relations

- Month-end impressions and publicity values for articles that included Hawai'i – May results

Impressions and Publicity Values for May

MAY	Impressions	Publicity Values
Print	88,366,555	\$21,465,269.20
Online	43,430,348,102	\$19,535,380.20
Broadcast	362,308,463	\$33,687,370.90
Total	43,881,023,120	\$74,688,020.30

Summary of Contributing Factors Related to Major KPI Variances in First Half of Year

Consumer Ad Measures

- *Digital Gross Impressions.* Phase 1 Custom Video was purchased on a CPV (cost per view) model with guaranteed views of the HVCB videos. Impressions were estimated and partners over delivered on Impressions to reach guaranteed views, resulting in over delivery (+14% over KPI target).
- *Digital Video Gross Impressions.* Campaign was slated to run through the end of March. The Advanced TV video campaign was paused and canceled mid-way through March, resulting in under delivery (-11% under KPI target).
- *Out of Home Gross Impressions.* In-Cinema Campaign was proven to be very successful and resulted in an over-delivery of +107 percent compared to the KPI Target.

Public Relations

- *Number of Media/PR Calls.* Due to travel concerns and restrictions from the COVID-19 pandemic, two blitzes were cancelled, and media relations were suspended, which contributed to the -38 percent compared to target.
- *Number of Press Releases Issued.* All media relations were suspended at the start of second quarter due to COVID-19, contributing to the -17 percent variance.
- *Publicity Value.* Actual publicity values across print and broadcast far exceeded KPIs (+812% and +74%, respectively) as a result of Governor Ige's imposition of the 14-day self-quarantine with strict guidelines which garnered national news coverage.
- *Number of Impression.* Due to the pandemic and related stories about Hawaii's strict quarantine rules, these metrics were high: +271 percent for print, +18 percent for online, +114 percent for broadcast.
- *Group Media FAMs/Number of Articles Generated.* Due to travel concerns and restrictions from the COVID-19 pandemic, all media visits were cancelled/put on hold and targets not achieved.
- *Individual Press Trips/Number of Articles Generated.* Due to travel concerns and restrictions from the COVID-19 pandemic, all media visits were cancelled/put on hold, and targets not achieved.

Travel Trade

- *Digital Gross Impressions.* Digital gross impressions were down by -46 percent from January to June as all previously planned tactics were halted per HTA on Apr. 1. Cancelled tactics included *Travel Weekly* run-of-site display ads, *Questex* bi-weekly e-newsletters and programmatic prospecting and re-targeting.
- *Number of Trade Shows and Appointments.* Both were significantly down as all in-person events were cancelled from March to June except for the USW Sales Blitz in March.
- *Number of Travel Trade FAMs and Participants.* The number of FAMs and participants were reduced as a result of the 14-day mandatory quarantine. Some FAMs are tentatively scheduled for the remainder of the year.
- *Number of Trade Education Sessions.* The number of trade education sessions and participants in the first half of the year grew due to the increased interest from travel advisors on increasing their destination education and a focus on conducting virtual training sessions due to the cancellation of in-person events. Virtual sessions also allowed HVCB and the Chapters to reach more agents than live events because there were no limits on attendance. Due to the extenuating circumstances, virtual trainings were counted as education sessions.
- *Number of Agents Completing Online Training.* First and second quarter certifications were +185 percent over target as a result of the demand for destination training, the additional time travel advisors had available to complete training programs, and the improved, targeted trade media strategy implemented from January to March that drove agents to the website and certification programs.

Social Media Metrics

- *Facebook*
 - *Interactions.* Although paid media spends were paused after April, interactions were +352 percent higher than expected. The Share Aloha video launched at the start of COVID-19 social distancing drove significant three second video view volume, driving up interaction numbers.
 - *Total Estimated Ad Recall.* Performance was -64 percent below projection due to pausing, beginning in May and due to COVID-19. Planned paid media efforts that would have been optimized for brand awareness.
 - *Increase in Fans.* The shortfall (-123%) in page fan growth may have been a result of a *Facebook* purge of fake and/or inactive accounts and the shift in the *Facebook* posting cadence due to COVID-19.
 - *Total Posts.* Post volume was down -25 percent in response to COVID-19. Aside from announcements specifically related to COVID-19, planned content for 2020 from April onward was not posted.
- *Instagram*
 - *Impressions.* Impressions were -15 percent lower than projected due to a decrease in executed paid media in response to COVID-19.
 - *Interactions.* Interactions had a +102 percent increase due to Share Aloha video, which yielded high video views and post reactions.
 - *Total Estimated Ad Recall.* Like *Facebook*, projections were -29 percent below projection due to pausing planned paid media efforts in May that would have been optimized for brand awareness.
 - *Total Posts.* Post volume was down -40 percent in response to COVID-19. Aside from announcements specifically related to COVID-19, planned content from April onward was not posted

- *Pinterest*
 - *Impressions*. Impressions were under-delivered by -100 percent because no paid campaigns were activated on *Pinterest* due to COVID-19.
 - *Engagements*. Engagements were under-delivered by -100 percent because no paid campaigns were activated on *Pinterest* due to COVID-19.
- YouTube
 - *TrueView Impressions*. Impressions were -59 percent lower than expected as *YouTube* paid spend was paused after support for the Share Aloha video concluded due to COVID-19.
 - *TrueView Video Views*. Video views were exceeded by +100 percent due to discovery ads for the Share Aloha video. The mix of ad types on *YouTube* for Share Aloha were more apt to gain video views.

Countermeasures

- HVCB continued outreach to industry partners to ensure they were informed about Governor Ige's extension of the travel quarantine through July 31. Communications included personal emails from John Monahan to airline and OTA executives that requested their further support to inform potential guests and guests who still chose to visit Hawai'i about the extension and subsequent 14-day travel quarantine. Information also was sent to travel professionals who comprise HVCB's Hawai'i Destination Specialist list. Ongoing communications occurred with media, MCI customers and clients and consumers who had questions and requested information about the status of the destination.

Responsible Tourism Update

- Hawaiian Culture/Natural Resources
 - Due to COVID-19 concerns, no emails promoting travel to the islands were sent.
 - Ongoing efforts for recovery plan and messaging strategy to visitors about appropriate behavior in Hawai'i while inviting them back.
- Community
 - HVCB
 - Due to COVID-19 concerns, no emails promoting travel to the islands were sent.
 - Kama'āina Special Offers Program. HVCB launched a Kama'āina Special Offers statewide program on June 19 running through Aug. 31, to present Hawai'i residents with exclusive specials on accommodations, activities, attractions, shopping, dining and more throughout the Hawaiian Islands. The program was developed in alignment with the lift of the inter-island quarantine restrictions to support local business and help stimulate the local economy. Participation has been offered on a complimentary basis, and to date, 229 offers from 156 participants have been promoted on the landing page hawaiispecialoffers.com/kamaaina.
 - All Island Chapters are assisting with the quarantine-related efforts from staffing the visitor hotline from 9:00 am-9:00 pm, collecting and forwarding agricultural forms and Orders for Self-Quarantine forms, and staffing the quarantine call team that is calling every visitor and intended resident arriving to monitor their adherence to quarantine stipulations.
 - KVB
 - In response to the current pandemic, Executive Director Sue Kanoho continues to work regularly with the Kaua'i Emergency Management Agency Office in cooperation with the County of Kaua'i's Mayor and Mayor's office, Kaua'i Police Department and other state and

county officials and organizations. In addition, she chairs the Tourism Subcommittee for the Kaua'i Mayor's Economic Recovery Strategy team which recently launched www.kauaiforward.com as a resource for businesses, residents and visitors. As interisland travel restrictions are being relaxed, KVB is also working with local businesses to promote their offers and specials on www.kauaikamaaina.com.

- HTA Events and Programs. Provided media assets on behalf of HTA for their event and program sponsorships.

“Coming Attractions” for Leisure Market

HVCB Travel Trade Calendar Update: All travel events for the month of June were either cancelled or postponed. The team is working closely with industry partners and the calendar will be updated as information becomes available. The following events are all subject to cancellation depending on continued developments in COVID-19 pandemic mitigation efforts.

	What	When	Where
HVCB	Pixie Vacations Hawai'i Webinar	July 9	Virtual
	Midwest 'Ohana Webinar Series: Midwest	July 21	Virtual
	Midwest 'Ohana Webinar Series: Northeast	July 23	Virtual
	ASTA Global Convention	Aug. 25-28	Virtual
	Allied Travel Webinar	Sept. 17	Virtual
	Ascend Conference	Sept. 23-24	Virtual
IHVB	Media Blitz	Sept. 15-16	Virtual
	Media Blitz	Sept. 18	Virtual or combination

Hawai'i Tourism Japan

2020 Monthly Leisure Marketing Report – June

Market Intelligence/Market Conditions

Economy

- The Japan Tourism Agency announced an outline for their “Go To Travel” campaign, aimed to revitalize the domestic travel sector. The campaign will utilize the 1.7 trillion yen allocated by the Japanese government to encourage citizens to travel domestically through initiatives such as offering coupons for travelers. The campaign is aimed to continue for 6 months from August, to revitalize the tourism sector.
- The diffusion index for confidence amongst Japanese consumers jumped to 38.8, rising by 23.3 points from May and marking the most significant increase since collection of statistics began in 2002. This severe uptick is attributed to the lifting of emergency status within the country. The Cabinet Office also upgraded its assessment of the economy for the second consecutive month, stating that while conditions remain in a severe state, signs of recovery are beginning to be seen.

Outbound Travel Market

- On 6/19, Prime Minister Abe lifted movement restrictions on Japanese citizens, allowing them to travel freely within the country. Additionally, the government has begun discussions with Vietnam, Thailand, Australia and New Zealand to allow for two-way tourism to resume and promote inflation of the travel bubble from countries with close societal and economic ties. Measures such as mandatory PCR screening before traveling, GPS tracking via app and submission of planned activities will be implemented.
- The International Air Transport Association (IATA) launched an online map showing the status of entry restrictions implemented in various countries for travelers to utilize. The map is updated over 200 times each day, based on the changes in regulations relating to COVID-19.
- The Japan National Tourism Organization announced that in May, Japanese outbound travelers declined by 99.6% year over year to 5,500, recording the largest drop in recorded history.
- The Japan Association of Travel Agents drafted travel etiquettes to be followed by travelers under the new norms as travels gradually show signs of resumption. Contents include advice on how to safely enjoy travels such as the avoidance of handshakes, and touching items when shopping.

Competitive Environment

- From 6/29, foreign nationals of Taiwan who wish to travel to Taiwan for reasons other than tourism and social visits will be able to apply for a special entry permit. Approved individuals must also submit negative test results for COVID-19 in English and undergo a 14-day quarantine period amongst other relevant measures.
- Tahiti and the Maldives will begin accepting international travelers from 7/15.
- Norway will begin accepting international travelers from within the EU from 7/15.

- Turkey lifted restrictions on entry of foreign travelers and loosened quarantine measures.
- Germany began loosening 14-day quarantine measures for international travelers including those from Japan.
- Various destinations have been developing safety guidelines as domestic travels begin to resume, and anticipation of the reopening of international travels rises. Plans generally aim to provide guidelines for both travelers and residents to ensure both parties' comfort and safety.

Consumer Trends

- Consumer studies conducted by travel guidebook publisher "Chikyu no Arukikata" found that despite the emergency declaration being issued, close to 80% of respondents continued to collect information for future travels. 40% also responded that they were initially considering travels again by Summer 2020. Results may be biased however as subjects of the studies were all avid travelers.
- As new norms call for the avoidance of crowds with an increased emphasis on safety and security, various apps and systems are being developed for consumers to utilize to regularly check on statuses of countries and/or how crowded facilities are to assist in consumers' determination of travel itineraries.
- Studies performed by Google and Trip.com found that as movement of people gradually become lifted, consumers are showing great interest for short distance travels. Of consumers considering travels, 30% also expressed that they would be willing to travel within three months. Popular potential destinations were focused mainly in the Asia Pacific region.

Travel Trends

- Tour and activity operator Veltra drafted safety guidelines for travelers and tour operators to utilize, explaining guidelines to utilize for appropriately managing health, sanitization, social distancing, touchless solutions, etc. The company will be promoting the implementation of paper and touchless participation in tours through measures such as implementation of QR codes to minimize contact between persons.
- Expedia introduced a virtual tour page within their website for consumers to utilize. Contents include those created by destinations, attractions and Expedia, ranging from museum tours of the Louvre, virtual viewing of operas and tours of national parks.

Media Trends

- As the number of confirmed cases of COVID-19 rise in Tokyo, some media have made decisions to cancel issues for the remainder of the year. One example is women's lifestyle magazine, CREA, which announced that they will be canceling issues for the remainder of 2020. CREA was also originally planning to feature Hawai'i within their August issue.
- Due to the travel restrictions imposed by the COVID-19 pandemic, media will not be able to travel overseas to cover stories for a while. Contents on Hawai'i will have to be created through work with local writers and cameramen for the duration.

Airlift

- Japan – Hawai'i direct flight suspension status
 - Japan Airlines: Suspension through 7/31
 - All Nippon Airways: Suspension through 7/31
 - Hawaiian Airlines: Suspension through 8/16
 - Delta Air Lines: Suspension through 10/24
 - Korean Air: Suspension through 8/31
 - United Airlines: Suspension through 8/3
 - Air Asia X: Suspension through 7/31
- Japan Airlines has been implementing new boarding procedures for flights, segmenting boarding by 10 – 20 passengers for each zone. After priority boarding passengers are on the aircraft, the aircraft will be filled from the rearmost seats. They have also released videos showing the measures that are being taken to mitigate spread of COVID-19 on their company website.
- All Nippon Airways has also implemented new boarding measures as movement of citizens is allowed. Boarding will be segmented in 6 groups starting from the rear window seats, followed by middle seats and then aisle seats, gradually moving forward. They have also displayed the sanitization measures taken within the aircraft, including the disinfecting of areas frequent contact.
- Domestic LCC ZIPAIR has postponed the inaugural service for their Narita – Seoul route, originally planned for 6/10. The conditions under COVID-19 may prompt the LCC to postpone their planned inaugural service to Honolulu planned for late October as well.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

With the COVID-19 pandemic starting to settle down globally, many governments, including that of Japan has begun discussing the reopening of borders for travels. For Japan, the government has begun talks with Vietnam, Thailand, Australia and New Zealand in June. More recently, the government has also announced that they will be looking to expand subject countries by roughly 10, which include China, South Korea and Taiwan. The initial phases of travel will be focused on just business travelers with strict monitoring, tracking and documentation showing negative results for COVID-19 amongst other various measures being implemented. Although the majority of travels will currently be limited to only business travels, with many restrictions in place under the new norms, this marks an important first step in the resumption of international travels.

Although the global economy has begun showing signs to head towards resuming international travels, many hurdles continue to exist. The new norms posed by the COVID-19 pandemic will continue to cause consumers to be wary of travels from fear of contracting the virus. It will be crucial for the industry to implement various safety protocol measures to limit spread of the virus. HTJ will continue to share the various measures being adopted by relevant businesses to support in alleviating concerns of the market. Another potential concern arises from the expectation for rising travel costs, fueled mainly by the rise in airfare. Despite oil prices declining allow for fuel surcharge rates to be set at 0, factors such as the changing in seating arrangements whereby the middle seat are blocked, compounding with the airlines' initiatives to make up for lost revenue will cause ticket prices to increase. With such factors in mind, initial target markets should be pono travelers and avid travelers who truly enjoy visiting Hawai'i.

Activity Update

Travel Trade

- Major travel agencies continue to suspend operation of international tours from the COVID-19 pandemic throughout August. JTB has announced that tours to Hawai'i and Guam will be suspended through 8/6, with all other destinations suspended through 8/31. HIS has announced suspension of tours to Hawai'i, Guam and Asia to be canceled through 8/15, with all other destinations suspended through 8/31. ANA Sales has suspended international tours through 8/10. JALPAK has suspended international tours through 8/15.
- Travel agencies continued to implement remote work for staff, limiting staff to work from their offices to 3 – 10 days in June. Similar measures are expected to continue to be implemented through July.
- While travel agencies have begun drafting creation of tours that appropriately incorporate safety protocols against COVID-19, details have yet to be sorted, with specific plans not yet being created. Because airlines are not expected to resume services until August at the earliest, travel agencies continue to have no option but to suspend tours.

Public Relations

- Continued to provide updated information on COVID-19 for the Japanese market on the HTJ portal site, allhawaii.jp. Several inquiries on featuring Hawai'i were also received, whereby HTJ provided updated relevant information for each of the media. Coverage of Hawai'i on TV programs are expected to increase as frequency of updates has increased.
- Japanese surfing magazine, "Blue" featured a 19-page article on the roots of surfing in Hawai'i, reaching approximately 210,000 people. Contents included information on the roots of surfing in Hawai'i, a timeline of historic events, features of popular surfers such as Eddie Aikau and Duke Kahanamoku, the unique appeals found on each of the Hawaiian islands and Hawaiian artists' connection with surfing.
- Continued preparations for hosting the 2020 Hawai'i Expo on an online platform.
- HTJ launched a consumer survey campaign set to run from 6/1 to 7/15. As of 6/30, 9,505 responses have been received. The survey asked consumers what types of information they believed would be beneficial for engaging in travels to Hawai'i again. The most popular response was for receiving information on the status of COVID-19 in the State, followed by safety protocol measures and guidelines being implemented throughout the State to mitigate spread of the virus.
- Conducted an SNS campaign from 6/2 – 6/30, aimed to share Aloha to Japanese consumers via Instagram and Twitter platforms through images of the shaka sign. A total of 908 posts with #ShareAloha were shared. HTJ worked with Shaka Tea for this campaign, whereby 10 campaign participants will be able to receive Shaka Tea products as a prize.
- Continued the Ouchi de Hawai'i (Hawai'i from home) campaign, sharing contents of Hawai'i for consumers to enjoy from their homes, along with educational elements for travel agents to utilize. Unique users of the page summed to 19,989 with page views at 433,239 from April to June. Total media exposures for the campaign from April to June were 132, with ad value of \$597,882.57 and 4,041,609,676 impressions.

- Sent an email magazine to 366,614 consumers on 6/19 to share updates on the situation regarding COVID-19 in Hawai'i and HTJ's Ouchi de Hawai'i (Hawai'i from home) campaign. Total opening rate for the email magazine was at 17.3% with click-through rates of 3.1% as of 6/25.

Aloha Program

- The Aloha Program began broadcasting a short webinar each Friday, starting from 6/12. Topics of the webinar included culture, history, lifestyle, current events in Hawai'i, Hawaiian music concerts and Hawai'i Specialist exam study sessions. Average attendees per session was at 275.
- Continued to proactively enhance online contents on the Aloha Program website for consumers to utilize. In June, a total 8 new columns on history, culture, music and events were posted.

Sales Activities

Sales Calls			
Airline	Wholesaler/TA/TO/OTA	Other	Total
4	35	18	57

Travel Agents:

- Most travel agencies continue to limit the frequency of staff to work from the office, implementing remote work measures. Because recovery of the international travel sector cannot begin until 14-day quarantine measures are lifted, similar operational measures are expected to be implemented through July.
- Although travel agencies had been preparing for the resumption of travels under the assumption that 14-day quarantine measures are lifted in August for Hawai'i, potential for the quarantine measures to not be lifted in Japan is prompting views of the resumption of travels to Hawai'i to be pushed back to October at the earliest.
- Travel agencies will initially focus on dynamic packages as they expect package products to take a longer time for recovery.

JTB

- Staff's duties will be carried out both remotely and in the office throughout July.
- Although preparation for the Honolulu marathon has begun, because entry from Japanese travelers cannot be verified, they are currently unable to create products.
- With factors such as airfare gradually rising, JTB will initially focus on revitalization of domestic travels for recovery initiatives.

HIS

- Staff will continue to work mostly remotely, with 5 – 10 days where they report to the office throughout July.
- Although they aim to restart campaigns as soon as international travels reopen, because they fear the potential for facing criticism in doing so, they are discussing with JTB to collaboratively launch campaigns. HIS has stated that if this campaign is realized, they would like HTJ's support as well.

- HIS announced that they will be reevaluating operations with goals to reduce costs by 20 billion yen. Of their 527 retail outlets globally, they will be looking to closing 80 – 90 of the retail outlets, amongst other measures to achieve the cost savings.
- HIS will be proactively engaging in staff education through tools provided by HTJ by leveraging upon this current time when staff are not able to sell tours.

JALPAK

- The majority of staff will continue to work remotely through July.
- Although JALPAK was initially in talks with JTB to operate a tent together at the Honolulu Marathon, difficulty in attracting consumers the plan was canceled. Under the assumption that attendee counts for the Honolulu Marathon will be significantly lower, they will continue to attract consumers to the event, aiming for 200 pax.

Partner Relations

- The Hawai'i Promotional Committee of Japan announced revisions to planned activities for the latter half of 2020. Due to the budget cuts at participating companies, activities will focus primarily on online platforms. The committee will continue to proactively utilize HTJ resources including the summit and seminars.
- HTJ hosted 6 live webinars for travel agencies throughout June with partner companies in Hawai'i to showcase the safety protocol measures being implemented at each of their respective companies. With HTJ hosting the first webinar, the preceding five were held with Kualoa Ranch, Outrigger Resorts, Hilton Hawaii and Blue Hawaiian Helicopter. The collaborative seminar initiatives will be continued through July to provide travel agencies with updated information on the measures being taken in Hawai'i.
- HTJ conducted the Japan Sub-Committee meeting on 6/25 to provide updates on current market conditions and discuss 2021 marketing plans. A total of 15 representatives from hotel partners participated in the meeting.
- HTJ attended the 2 JHTA board member meetings held in June. At the meeting, HTJ shared about the conditions on COVID-19 and discussed on safety protocol measures to implement.

Responsible Tourism Update

- HTJ is currently requesting proposals from companies for HTJ's 2021 branding campaign, which will focus on promotion of attracting Pono travelers to Hawai'i, as society coexists with COVID-19 under the new norms. To effectively attract Pono travelers while promoting sustainable and responsible tourism, HTJ is researching on the impacts of COVID-19 on international travel to determine appropriate campaign ideas for 2021.

Hawai'i Tourism Canada

2020 Monthly Leisure Marketing Report – June

Market Intelligence/Market Conditions

Economy

- The effects of the COVID-19 pandemic have been severe. Mandated business closures and a collapse in both business and consumer confidence will result in an 8.2 percent contraction for the Canadian economy this year—the worst annual contraction on record.
- At its peak, roughly 3 million Canadians had lost their jobs due to the pandemic. The worst does appear to have passed, however, as nearly 300,000 jobs were regained in May. Nevertheless, the road to recovery will be long and employment will still be nearly 1.1 million lower for 2020 as a whole than it was in 2019.
- The devastation in labor markets is weighing heavily on spending this year. Household consumption dipped by 11.3% in the first quarter, and we expect a staggering 57.5% drop in the second. And while a recovery is inevitable in the second half of the year, spending is not forecast to return to its pre-pandemic level until the second half of 2021.
- The business sector will fare no better. With global demand drying up, exports are forecast to contract by 14.3% in 2020. Unsurprisingly in this uncertain environment, firms are reluctant to invest in new capacity, and we expect an 11.3% drop in private sector investment this year.
- With the worst of the recession likely over, the outlook for 2021 is brighter. The economy is forecast to rebound by 6.7 per cent in 2021 and 4.8 per cent in 2022. As the threat of the pandemic eases, how well the reopening of the economy and the withdrawal of government support is managed will be a crucial determinant of the economy's trajectory over the next several years.
- Along with the COVID-19 travel restrictions, the Canadian Dollar has lost value averaging of \$0.732 USD so far this year (-2.3%).

Outbound Travel Market

With the implementation of restrictions and border closures in March, travel activity in April fell 97.6% to just 71,000 trips. In comparison, the month would normally register around 3 million trips. The first four months of 2020 saw Canadians make almost 8 million overnight trips to the U.S. and other destinations; a 32% decline compared to 2019. Compared to 2019, overseas activity has decreased 29 per cent while transborder trips have declined 35%.

Canadians made 4.3 million overnight trips to the U.S. during the first four months of 2020, compared to 6.6 million in 2019. During the period, overnight auto trips fell 36.7% while travel by other modes decreased 32.3%. As an ever-increasing number of routes were suspended, air arrivals fell in every State; in April 2020, there were 8,000 trips by air compared to 870,000 in April 2019.

Compared to 2019, Canadian arrivals in Hawai'i recorded a -46% drop so far in 2020. Throughout the period, direct arrivals fell -42% while indirect arrivals decreased -48%. Small declines in Jan and Feb and CV-19 travel restrictions implemented in March have resulted in 135,000 fewer arrivals so far this year.

Competitive Environment

So far in 2020, there were 635 thousand Canadian arrivals in key destinations in the Asia/Pacific region, about half the volume recorded in 2019. Overall, the travel restrictions have resulted in a -54.3% drop in arrivals so far this year. With the rampant spread of COVID-19 in the latter half of the season, winter 2019-20 recorded a little more than 1.3 million arrivals in APAC destinations, a -26.4% decrease compared to 2018-19.

Travel restrictions and a massive reduction in air capacity in March and April has resulted almost 2.1 million Canadian arrivals in destinations in Mexico, the Caribbean, and Central America so far this year. This represents a 30.7% decrease compared to 2019. In just March and April, there were 1 million fewer visitors from Canada. The region saw almost 3.1 million arrivals throughout the winter travel season, a 20.9% decrease compared to 2018-19.

Consumer Trends

Overall, the national index score increased 16 points to 79.7, roughly two-thirds of the pre-pandemic level (120.6). Confidence improved across all regions during the month with BC posting the largest monthly increase (23.1 points) and Ontario recording the smallest change (9.3 points).

Travel Trends

Early indicators of travel volumes for March show that prior to the border closures, the number of outbound Canadians was tracking similar to, or higher than, the same period in 2019. This trend changed drastically during the second half of the month. While the data is not reflective of all ports of re-entry, U.S. land crossings by Canadians fell 44.8 percent compared to March 2019. At the same time, U.S. air activity fell 10.5 percent and non-U.S. air travel declined 27.8 percent.

Media Trends

On June 17, civil rights leaders launched the #StopHateForProfit campaign, calling on brands to pull advertising dollars in response to the Facebook's hate policies and stop the spread of hate speech and misinformation. Facebook has also been criticized for not addressing a series of controversial posts by US President Donald Trump. FB's initial stance was that policy changes are not linked to revenue pressure; they are based on principles rather than business interests.

But in the past week, the company's tone has since shifted slightly in response to the recent advertiser boycott, with Facebook now stating that more work needs to be done to monitor and deal with controversial or inflammatory posts after a number of global brands have been pausing or cancelling their social platform advertising out of concern for brand safety.

Brands taking part in the boycott now include Unilever (with brands like Ben & Jerry's, Lipton, Hellman's, Vaseline, and Dove) who announced last week they had joined the campaign and were pulling back their ad spend on Facebook, Instagram and Twitter in the US through the end of 2020, Coca-Cola (who have paused globally for at least 30 days), Adidas, Diageo, Ford, Honda, and Starbucks.

And while the campaign has essentially been a US-led movement up until now, Canadian brands are starting to publicly react, most notably Canada's Top 5 Banks (TD Bank, RBC, Scotiabank, BMO, CIBC) who have announced that they are now joining in the protest, and will pause advertising on Facebook for the month of July.

As a platform, Facebook has been challenged for years to show more accountability and demonstrate greater transparency and that the platform needs to subscribe to third party verification to meet the standards of the marketing industry. If there has been a positive for the advertising industry, the recent pressure put on Facebook (and other social media channels) in the wake of #StopHateForProfit, has prompted the platform to make the recent announcement that they will be implementing new safety measures and action towards better verification of its audiences including prioritizing original reporting in feeds and the agreeance (verbally anyway) to an audit by the Media Ratings Council (MRC) which could take in upwards of six months to accomplish.

Airlift

While carriers are currently reporting a comparable volume of seats in the latter half of the year, total direct capacity in 2020 is estimated to decline 26% to 360 thousand seats. Both Air Canada (-33%) and WestJet (-49%) are reporting reductions in direct service throughout the summer travel season (May-Oct). Carriers are expected to offer 46 thousand fewer seats this summer, a 43% drop compared to 2019.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

The Canadian economy has been severely affected as a consequence of the COVID-19 lockdown. Oil prices have recovered giving the Lonnie more power to make front to this pandemic. The Canadian Federal Government has developed measures to counteract the impact of the economic crisis in Canadian homes.

- The Canadian border remains closed and only Canadians citizens and Canadian permanent residents are currently allowed into the country until late July. Direct relatives of Canadian citizens and permanent residents are allowed in the country with a quarantine period of 14 days since June 4. On July 5 a poll finds 81 percent of Canadians say the Canada-U.S. border should stay closed as death toll tops 130,000 stateside.
- The government has extended the period of mandatory quarantine for most people entering the country until Aug. 31. The order made under the Quarantine Act, which first came into effect in late March, was set to expire at midnight Tuesday, but will now remain in effect until Aug. 31. Travelers returning to Canada **MUST** self-isolate for 14 days.
- Prime Minister Justin Trudeau hinted at the possibility of so-called 'air bridges', or travel bubbles, however any reopening of borders and loosening of travel restrictions to get these first steps started could be a long way off.
- Air Canada is cutting 30 domestic routes 'indefinitely', closing operations at 8 airports. The airline has announced the indefinite suspension of service on 30 domestic regional routes as well as the discontinuation of service to eight Canadian airports as it streamlines its operations amid the pandemic and ongoing travel restrictions.
- The Council of the European Union is lifting travel restrictions for residents of fifteen countries, including Canada, as of July 1st. On the basis of the criteria and conditions set out in the recommendation, travel restrictions should therefore be lifted at the external borders for Algeria, Australia, Canada, Georgia, Japan, Montenegro, Morocco, New-Zealand, Rwanda, Serbia, South Korea, Thailand, Tunisia and Uruguay. China is conditionally on the list, subject to confirmation of reciprocity. This list of countries will be revised and updated every two weeks.
- WestJet and Air Canada will open up all seats and end physical distancing on their flights starting July 1. The move comes after the airlines reviewed new guidance from the International Air Transport Association, even though some of it contradicts government

policies. WestJet says HEPA filters clean recirculated air and that seat backs provide enough of a protective barrier. Both airlines already perform pre-boarding temperature checks, make masks mandatory on board and use enhanced aircraft cleaning and sanitation measures.

- Air Canada is now offering refunds to some customers whose travel was cancelled during the COVID-19 pandemic. The revelation makes Air Canada the second major Canadian airline to offer refunds at a time when airlines have favored travel vouchers to cope with the unprecedented losses associated with halting air travel.
- Canadian airports are grounding themselves in new health and safety protocols ahead of an anticipated increase in airline activity in July, but also in recognition of “the new realities of air travel” prompted by COVID-19 and “advancing the future of healthy travel corridors.” Here’s what is in store, and in some cases, already happening, at four major Canadian airports.

Leisure Activity Update

Consumer

No consumer activity has been developed since April due to the COVID-19 lockdown. Mandated posts from HTA have been the only activity in the Canadian social networks of HTCAN.

Travel Trade

Globus Family of Brands Webinar

HTCAN had a successful webinar with Globus Family of Brands on June 16th to which 121 agents attended and the presentation was an overall on the estate focusing in the individuality of each one of the islands, Kaua’i, O’ahu, Island of Hawai’i, Maui, Moloka’i & Lana’i. The Hawai’i Destination Specialist Program and the agent website were highlighted to encourage the use of the assets available for the agents’ use and also to be updated about the measures in the state about COVID-19 and other news.

Spoiled Agent Webinar Series

During June, HTCAN worked with Spoiled Agent Canada and the Island Chapters to block dates for a series of webinars that will have a more cultural approach. With the following topics:

- Hawaiian Culture – September 10th
- Island of Hawai’i – October 1st
- Maui – October 22nd
- O’ahu – December 1st
- Kaua’i – December 16th
- Moloka’i & Lana’i – TBD

Aloha Canada

HTCAN has decided to host Aloha Canada virtually. A proposal was sent to HTA to approve the platform, date, cost etc. This way, the largest trade effort on the Canadian market won’t be subject to border closures, mandatory quarantines or low attendance due to physical distancing measures.

Public Relations

- Ongoing media outreach to keep Hawai'i top of mind when it is time to travel.
- Proactive and reactive pitching with prior approvals from Laci. Pitching themes mainly are virtual experiences that can be done from the safety of your homes.
- All individual press trips have been cancelled for the rest of 2020.
- Worked on plan and budget for 2021.

Sales Activities

Airline	Wholesaler/TA/TO/OTA	Other	Total
2	15	2	19

Indications of travel intentions from Canadians

Since it was announced that beginning Saturday, August 1, travelers to Hawai'i who have a valid negative COVID-19 prior to arriving at Hawai'i's airports will not be subject to the state's mandatory 14-day quarantine, many Canadians have reached out to their Travel Consultants with questions and enquiries. This is a good indication of travel intentions to the Hawaiian Islands. Still, Canadians are wondering whether this only applies to travelers from the mainland United States or does it also apply to visitors from other countries. The most common question is regarding the COVID-19 polymerase chain reaction (PCR) test required from a Clinical Laboratory Improvement Amendments (CLIA) certified laboratory. Canadians want to know when there will be information on internationally recognized tests performed in Canadian laboratories that Hawai'i will accept.

Travel Advisors report enquiries to remote and isolated experiences

Travel advisors report a conservative but steady growth of leisure travel inquiries and bookings for late 2020 and into the next two years. Now that it has been announced that travel restrictions have started to ease up in Hawai'i, travelers have the choice between a test for the virus pre-arrival or a two-week quarantine. Travel professionals have reported a rise in enquiries to remote and isolated escapes; their clients want to travel to lesser-visited places with sparse landscapes and fewer people, which will help spread tourists and uphold social distancing. It will be important for Canadian travelers to feel safe and comfortable in Hawai'i; therefore, they will expect messages focused on safety and cleanliness from travel partners. This is a key opportunity for high-end supplier to offer unique and private experiences.

Agencies are now looking beyond COVID-19

Travel agencies are struggling financially, as this period has been challenging for their business. Most companies are now looking beyond Covid-19. Fortunately, compared with the last months, travel advisors are now reporting fewer declines in cancellations of existing bookings and a modest increase in new booking enquiries. Still, destinations and travel advisors are preparing for a prolonged recovery or even a second wave of cases if infections spike again. Most agents say they are busy with rescheduling client bookings and reassuring clients booked on existing trips. They have also continued their education with webinars and specialist programs. Advisors are looking ahead and continuing to invest in the future.

Loyalty to destinations and hotels and resorts are being reconsidered

Travel advisers most likely will be offering hotels and resorts they had not sold before based on their new policies after COVID19. Still, they are wondering how industry partners will change

going forward in order to adapt to these unique circumstances. Modifying cancellation policies or terms and conditions will be among their central undertakings. Also, expand customer communication channels, diversify product, and destination offerings. Creating new partnerships with new buyers and suppliers will be a strategy to consider.

Complexity grows for Travel Advisor's role

The COVID-19 pandemic has brought a new level of complexity to the travel advisor's role, forcing agents to adapt to complex, inconsistent, and often rapidly changing supplier health and safety policies as well as destination travel restrictions. Advisors are finding themselves having to dig deeper to determine what is required for Canadians to travel abroad again. Some of the most frequent questions are: What kind of COVID19 test they need before arrival? Will travel insurance cover medical expenses? Clients don't want to find themselves in a situation where they cannot get home if local pandemic situations change while they are on vacation.

Travel Agencies are adapting to a new retail world

Travel agencies are adapting to a new world by creating spaces that not only welcome customers back, but also respect the orders of social distancing, personal hygiene, wearing protective gear, and working only a few hours a day. Some of the most common safety guidelines include: Introducing disinfectant wipes, sanitizer, and plexiglass installations at all workstations, Limiting the number of travel professionals and members in the store, and Providing them with face masks. Many travel agencies are still working out the logistics, recognizing that some regions in Canada are ahead of others in easing their restrictions and lockdown orders.

Flight Centre Canada Introduces reimagined leisure business

Flight Centre Canada has introduced a reimagined leisure business with a leaner, profitable core business model, that is focused on people, not real estate. The company is planning to close several locations across the country permanently. Under this new reimagined business, instead of teams and shops, consultants are assigned to a 'network'. Flight Centre new networks are centered around one of our existing shop locations. These are now referred to as "hubs". The hubs operate as a meeting place and spiritual home for all network members and are led by a Network Manager. These strategically located hubs will serve as a place to interact with customers, suppliers, and the community. 32 networks Hubs (31 Flight Centre and 1 Laurier Du Vallon) will remain open. As a result of the recent work from home orders imposed because of the COVID-19 pandemic, the company now knows that they can maintain the business in a remote environment. In addition, the flexibility created by a remote working environment can better suit the lifestyle of their customers and many of their employees. With their new leisure model, customers will have access to the business through consultants with remote access to systems and products. This provides more flexibility to both the customers and the travel consultants.

Nexion Travel Group-Canada

Nexion Travel Group-Canada is actively working to serve its travel advisor members during the COVID-19 pandemic and subsequent travel downturn. The company is offering a variety of tools, programs, and support services to ensure that its members are well-positioned to serve their customers when travel fully returns. Some of the tools include Business Development and Education programs, biweekly Zoom meeting with the leadership team and the Back to Basics

series, which offer advisors quick-learn topics on issues like marketing, sales training, client retention and destination knowledge.

Vision Travel agencies reopen

Direct Travel will reopen all 41 of its Vision Travel leisure travel offices across Canada by the end of the summer. Many of their frontline staff and independent travel advisors will be back into their offices, some of them on a part-time basis. The company recently launched the Dream Away Series live webinars to inspire travelers from the comfort their homes. These webinars feature industry experts on wanderlust ideas, cooking demos, stay fit tips and more.

Responsible Tourism Update

Hawaiian Culture

HTCAN is including a Hawaiian Culture webinar in the series of 6 that is being put together with Spoiled Agent and the Island Chapters, along with Hawaiian Culture being a focus in all of the individual island webinars.

Nature Resources

Responsible Tourism and Hawai'i's natural resources are forefront in all of HTCAN's destination education initiatives.

Community

Nothing new to report.

Island Chapters Engagement Update

HTCAN is organizing a series of 6 webinars with Spoiled Agent which will include all six islands.

"Coming Attractions" for Leisure Market

What	When	Where
Spoiled Agent Webinar Series	September to December	Canada wide
Aloha Canada	October 28	Canada wide

Hawai'i Tourism Oceania 2020 Monthly Leisure Marketing Report – June

Market Intelligence/Market Conditions

Economy

Australia

In early June, the number of COVID-19 cases continued to decline with between 10-20 new cases identified each day, most from returned travelers in hotel quarantine. In mid-June there was a surge in locally acquired infections in Melbourne sparking a testing blitz concentrated in hotspot areas. The cases continue to rise in Melbourne, leading to a partial lockdown in parts of the city and state border closures with New South Wales and South Australia. At the end of June, the total number of cases in Australia is 7,830 and 104 fatalities.

Restrictions continued to ease with most retail and hospitality businesses reopening and following social distancing guidelines. The federal government reiterated that borders will likely not reopen for international travel until 2021 and Qantas announced that it would not resume substantial international travel until July 2021. With the recent spike in cases, the expected trans-Tasman travel bubble with New Zealand will be delayed. Domestic tourism has restarted and there is growth in intrastate travel through short breaks and school holidays. Interstate travel is possible however is being hampered by some states maintaining closed borders.

The unemployment rate increased from 6.2% in April to 7.1% in May. However, consumer research suggests that the unemployment rate is 14.8%, much higher than official figures (Roy Morgan). The discrepancy arises from several factors not considered by government including underemployment, those who have simply left the workforce and those who remain employed by virtue of the government JobKeeper subsidy. The Australian dollar continues to remain stable, trading between US\$0.68-\$0.69.

New Zealand

New Zealand continues to keep COVID-19 eliminated from the community with only the occasional case relating to travelers returning home into managed isolation. This has enabled the domestic economy to start operating normally, including restaurants, shopping malls and sporting events. However, with inbound tourism one of our largest export earners, there are still businesses that are hurting. The government wage support scheme has helped this, but this means that there will be a significant impact to some households when the wage scheme ends in September. Overall, the NZ dollar is holding up well at over US\$0.65 which reflects the state of the economy when compared globally.

Outbound Travel Market

Australia

With international borders remaining closed, there is limited outbound tourism to report on. The only international flights operating are for repatriation of Australian citizens, and some essential travel such as military and medical reasons. The Australian Bureau of Statistics reported a huge decline in outbound travel with the regular monthly Overseas Arrivals and Departures figures for April indicating the largest ever decrease in overseas travel by Australians. Short-term resident returns plummeted 98.1%, with just 17,000 Australians coming home during the month - versus 916,400 in April 2019.

New Zealand

With the closing of borders in the middle of March, outbound tourism reduced to close to zero during April through June. The only exception were some essential travel requirements, and repatriation (in both directions).

Competitive Environment

Australia & New Zealand

- The Maldives will open its borders to international travelers from mid-July with no requirement of additional fees or test results or quarantine.
- Queensland's borders remain closed until July 10, crippling the state's tourism industry and its recovery. Tourism is a major industry for the state and it relies heavily on the domestic market.

Consumer Trends

Australia & New Zealand

New data from Luxury Escapes has found eight in ten Australians are still planning to travel this year, with beaches, food and wine getaways and luxury hotels leading the way. The company has surveyed almost 3,000 Australians on how they will be travelling post-COVID, with more than 86% either just as, or more likely to travel this year. New Zealand, Italy, Japan, Britain and Indonesia are still the top choices for an international holiday post-COVID, despite many of them struggling with the pandemic, while North America and China are the top destinations Australians want to avoid.

Travel Trends

Australia & New Zealand

Bain Capital, a US private equity firm has emerged as the successful bidder to purchase Virgin Australia. The sale is still to be voted on by creditors in August.

Airlift

Australia

- Qantas (and Jetstar) will cut at least 6,000 jobs across all parts of the business as part of its long-term response to the coronavirus pandemic and will not resume substantial international travel until July 2021. Another 15,000 employees will continue to be stood down without pay over the coming months, particularly those associated with its international operations. Qantas is still operating some repatriation flights.
- Hawaiian Airlines suspended all flights from Australia on March 22 with an estimated resumption date (at this stage) of October 1, 2020.

New Zealand

- Air New Zealand and Hawaiian Airlines have both indicated their interest to return to Hawai'i when restrictions are lifted. Air NZ is currently relying on domestic services which are doing better than initially expected due to a push on domestic tourism and the fact that there is no COVID in the community. There are currently restrictions around the number of passengers who can fly into New Zealand due to a limited amount of hotel rooms for the managed isolation.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

Australia & NZ

The current uncertainty and ban on all international travel will affect intention to travel and bookings for the foreseeable future. Forward bookings have stopped, and airlines are issuing credits for cancelled flights. Travel planning is focused on domestic destinations. International travel is not expected to resume until 2021 (with the exception of trans-Tasman).

Leisure Activity Update

- **HTO Consumer survey:** In June, we polled our consumer database to better understand current sentiment towards future holiday intentions. We received 3,750 responses and the survey reaffirmed the strong pool of dedicated repeat visitors. Nearly 70% of respondents travelled to Hawai'i in the past five years, and 76% indicated it is the preferred destination for their next international holiday. While there is a small group ready to travel now, most would like to travel in the next 12 months (40%). The current uncertainty around when borders will reopen means people are keeping an open mind on future travel dates with 20% saying they are not sure when they will next travel overseas. Positively, less than 1% said they will not travel overseas, reaffirming a resilient Oceania consumer, confident and prepared to return to global travel.

Travel Trade

- **Aloha Fridays:** HTO has an Aloha Friday section that provides Hawai'i updates and information to the travel trade in the below trade publications.
 - **Travel Weekly AU (June 5):** Featured via a monthly Aloha Friday section distributed digitally to 14,000+ travel professionals. HTO has reduced the frequency of Aloha Fridays from every two weeks to monthly.
 - **Travel Daily (June 19):** Full page feature monthly, reaching 35,000 industry professionals.

Public Relations

Per HTA's direction, HTO has paused all public relations activity. This is in line with the current emphasis by local media publications to publish domestic stories about regional NZ and Australia to encourage local tourism to help regional economies and communities. We are also seeing news stories about the impact of the crisis on Hawai'i's economy and how it is managing the crisis through enforced quarantine measures and plans to re-open.

Sales Activities

Sales Calls (Please list # of calls only without company names)

Airline	Wholesaler/TA/TO/OTA	Other	Total
2	0	3	5

Zoom calls have taken place with various trade partners including Brand USA, HA and Qantas and the Australian and New Zealand Consulates based in Honolulu. Email correspondence has also been maintained, with sensitivity to partners who may have been furloughed.

Responsible Tourism Update

One of youth ambassadors from our first year of the Sea Cleaners initiative is making a special impact on the Hawaiian Islands. New Zealander, Charlie Thomas is currently volunteering on Kure atoll to help with wildlife management and habitat restoration. You can read some her blogs here <http://kureatollconservancy.org/>

“Coming Attractions” for Leisure Market

What	When	Where
Trade webinars	TBC	Online

Hawai'i Tourism China

2020 Monthly Leisure Marketing Report – June

Market Intelligence/Market Conditions

- **Currency:** In June, the exchange rate of Chinese Yuan and USD stands at 7.13 : 1.
- **Unemployment rate:** As of May 2020, the unemployment rate in China reached 5.9%, compared to 6% in April 2020.
- **Consumer Price Index:** In May 2020, the Consumer Price Index was 102.4%, increase of 2.4% year on year (103.3 in April 2020).
- In June, cross-provincial tourism started to resume except Beijing.

Outbound Travel Market

- The Japanese government is moving to ease reciprocal travel restrictions with China, starting with business travelers. Visitors from China would be obliged to undergo diagnostic testing for COVID-19 when they enter Japan, not just prior to their departure to Japan.
- British Museum and Fliggy's latest partnership. The British Museum hosted a two-hour live streaming program on Alibaba's travel platform Fliggy recently and reportedly attracted 370,000 viewers during the time. In May, Fliggy partnered with tourism boards across Finland, France, Germany, Serbia, and the United Kingdom and ran a five-day live stream campaign that included a wildly successful tour of the Palace of Versailles.
- The number of Chinese tourists to South Korea fell by more than 30% in the 2017-2020 period from three years earlier due to a bilateral diplomatic row, according to data from the Korea Tourism Organization (KTO). KTO co-hosted a live event with Trip.com Group recently to promote and sell tourism products in South Korea.

Competitive Environment

- Fiji launched new global campaign, and announced early bird promotion.
- Tahiti plans to host international visitors from July 15th.
- China will be one of a select group of countries that will be exempted by European Union travel ban on July 1 meant to keep travelers from countries heavily infected by COVID-19 from reaching the European continent.
- Japan extended their ban on foreign national visitors from entering the country till end of July 2020.
- South Korea will cooperate with Ctrip to conduct live streaming on promoting South Korea as travel destination with James Liang president of Ctrip in July 2020.

Consumer Trends

- iResearch just released Trend report of user consumption index affected by the pandemic. According to the consumption trend, short/long videos, online education, online medical, online shopping will resume after 1-3 months of pandemic ends. Due to the safety consideration and economic factor, the consumption index is -0.22 after 3 months of pandemic ends. For outbound travel, the consumption index is -0.18, people from Hubei and high-income family have high demand.

Travel Trends

- Mafengwo just released a Millennium generation tourism consumption change report - New tourism in the post-epidemic era. The report explains the M generation was influenced by mobile which occurs they prefer online consuming, bespoke route, book hotels and attraction tickets on line, even search destination information online. According to the report, more than 80% respondents plan more than 1 leisure trip a year, and 45.34% of them plan 2-3 trips a year. Nearly 64% expressed that they will reduce the travel budget after pandemic. When they plan the trip, for domestic trip, more than 75% will plan within 1 month before departure, while for outbound travel, 44.2% will plan 6 months and more. Due to the effect by the COVID 19, 37.98% will plan near-by trip, 34.16% will plan domestic trips, and 20.5% will not plan trip. And 56.52% prefer self-driving than group travel.
- Mass exodus from Beijing after government eases travel restrictions. People in Beijing rushed to buy train and plane tickets out of the Chinese capital after the local government began easing travel restrictions for the first time since an outbreak that was discovered in mid-June. Residents from areas of Beijing designated "low risk" will be allowed to leave the city without having to be tested negative for the coronavirus from July 4.

Media Trends

- At current stage, Live streaming continues to be main platform to sell products.

Airlift

- Airlines in China are finding creative ways to boost their sales, such as selling agricultural products and multi-trip weekend tickets. Promoting tea products, set meals and a variety of services via live streaming platforms have become new tasks for flight attendants as Chinese civil aviation companies explore new ways to offset economic losses. Sichuan Airlines and Xiamen Airlines have started to directly engage in food delivery.
- Cathay Pacific was evaluating whether to send some of its aircraft to less humid locations for storage as it reviews the size of its fleet in light of the fall in demand due to the pandemic. Rivals Singapore Airlines, Qantas Airways and Air New Zealand have already sent some long-haul planes to desert locations in Australia and the United States for long-term storage and possible early retirement in expectation the demand slump will be prolonged.

Leisure Activity Update

Consumer

- No news to report. All activities held back per HTA direction.

Travel Trade

- No news to report.

Public Relations / Media Activities

- No news to report.

Sales Activities

Sales Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
1	3	1	5

In June, HTC continues to maintain contact with key travel trade partners including Asiana Airlines, AITS, Jinjiang Travel, CYTS Bravolinks, and Preferred Hotel.

Responsible Tourism Update

- No news to report.

Island Chapters Engagement Update

- No news to report.

“Coming Attractions” for Leisure Market

- All promotional activities were suspended due to 2019 COVID from February 2020 to August 2020. HTC will continue to focus on communication, education and support with news related to COVID-19 to the Chinese market.

Hawai'i Tourism Korea

2020 Monthly Leisure Marketing Report – June

Market Intelligence/Market Conditions

Economy

- South Korea's nominal GDP in 2019 was \$1.64 trillion, ranking 10th among 38 OECD member countries and marking its first slide since the 2008 global financial crisis, OECD reported on May 27.
- The South Korean government finalized the country's single largest supplementary budget worth 35.3 trillion won (\$29 billion) on June 3, its third set of extra fiscal spending due to the Covid-19 pandemic. The amount exceeds the size of previous extra budgets. It had approved a 28.4 trillion won extra budget in 2009 for the global financial crisis and an earlier one for 13.9 trillion won in 1998 to deal with the Asian financial crisis.
- South Korea's emergency relief funds have started to boost private consumption, lifting the revenue of small merchants in the first week of payouts from the one-off aid program. An index gauging the average sales of small merchants hit 100 in the second week of May, the same as in the previous year, said Korea Credit Data (KCD), a provider of sales management platforms to small firms. The data was tallied based on consumers' card spending.
- Statistics Korea said consumer prices fell 0.3% year-on-year in May due mostly to a plunge in oil prices and increased government welfare spending. Prices of groceries rose sharply as shopping habits were affected by the pandemic.
- South Korea's exports dropped 23.7% to US\$34.8 billion in May for the third consecutive month, compared with \$45.7 billion posted a year earlier, Ministry of Trade, Industry and Energy data showed.
- The number of jobless South Koreans hit a record high in the first four months of 2020, mainly due to the pandemic. Around 2.08 million people were unemployed in the January-April period, the largest number since data tracking started in 2000.
- The average USD/WON exchange rate in May was 1,230.54 won, a slight increase from the previous rate of 1,223.06 won in April. South Korean airlines will not apply fuel surcharges on international routes in May to reflect falling oil prices.

Outbound Travel Market

- South Korea's foreign ministry extended a special travel warning advising citizens against overseas trips until July 19 amid continuing fears over Covid-19. The warning applies to all countries except those subject to higher alerts that call for a withdrawal of citizens or that are subject to a travel ban.
- The number of outbound travelers plunged by a whopping 98.2% to 137,330 pax in May, compared with 7,432,887 pax in the same period last year. Air passenger traffic for the U.S. nose-dived to 42,405 pax, accounting for 30.8% of all outbound trips during May.

Month	Departures	Growth (%)
January	2,513,030	-13.7%
February	1,046,779	-60.0%
March	143,366	-93.9%
April	31,425	-98.6%
May	137,330	-98.2%
Total		

Competitive Environment

- Guam's plan to admit travelers from Taiwan, Japan, and South Korea from July 1 has been postponed as a result of a recent spike in its local coronavirus cases and concern for members of its community.
- South Korea and Palau have agreed to lift the limit on the number of flights between the two countries due to rising demand, the transport ministry announced on June 26. Korean Air and Asiana Airlines were allowed to operate a combined six flights a week during the winter months last year. Under the new agreement, the country's low-cost carriers will be allowed to fly to Palau, part of the Micronesia region in the western Pacific Ocean. Air passenger demand on the Incheon-Palau route jumped to 49,265 in 2019 from 38,187 in 2015, posting average growth of 5.2% in the five-year period.
- The European Union is considering allowing South Korean travelers to enter the region from July 1. South Korea is included in an EU provisional list of 15 countries with the likes of Canada, Japan and Australia. The nominated countries are judged on their number of newly confirmed cases and coronavirus trends. The list is a tentative plan that needs agreement by EU members and will be confirmed at end of June after final approval.

Consumer Trends

- South Korea's consumer sentiment continued to rebound to a four-month high in June amid eased concerns over the coronavirus. The composite consumer sentiment index (CCSI) reached 81.8 in the month, up 4.2 points from a month earlier, according to Bank of Korea data. The sentiment level was the highest since 96.9 posted in February. A reading below 100 means pessimists outnumber optimists.
- The number of visitors to duty-free outlets in South Korea grew to around 466,000 last month, up from the previous month's 354,000, after duty-free operators started in late June to sell their goods on local retail channels. Sales in the duty-free outlets rebounded slightly in May after dipping below 1 trillion won (US\$804 million) in April due to the pandemic, industry data showed on June 28. Combined sales of local duty-free shops rose 3% month-on-month to 1.02 trillion won, rebounding from 986.7 billion won in April, according to Korea Duty Free Shops Association data.
- Sales of imported cars priced over 100 million won (US\$82,511) jumped 70% to 15,667 vehicles from January to May this year, while sales of small cars made in Korea fell by 10% from January to April. Rising sales in South Korea of imported cars reflects splurge trends during the pandemic and

indicates a widening wealth gap in a country which already had one of the world's highest inequality levels. Despite the outbreak, the monthly average income of the wealthiest 20% of households actually went up by 6% from January to March.

Travel Trends

- Asiana Airlines restarted flights on 13 international routes — one to Seattle and 12 to Chinese cities, such as Beijing and Shanghai — from June 1. It also increased the number of flights on six other routes to cities like Frankfurt, Hanoi and Ho Chi Minh City. The services will help to raise Asiana's flight utilization rate to 17% in June from 8% a month earlier.
- South Korea's full-service carriers – KE & OZ – decided to extend the validity of their mileage points by one year as customers are finding it difficult to use them amid the virus pandemic. As a result, passengers will be able to use mileage points set to expire this year until January 1, 2022. The extension was applied after consultation with the Fair Trade Commission and Ministry of Land, Infrastructure and Transport. The move follows persistent criticism that the previous expiration period was unfair as the use of mileage points became impossible due to the pandemic. International flights plunged 96% from the second week of June year-on-year due to entry restrictions into other countries.

Media Trends

- Purchases made through mobile gadgets like smartphones in South Korea reached a record high in the first quarter of 2020 due to the Covid-19 pandemic, a report showed on June 18. The total value of mobile shopping transactions reached a fresh high of 24.79 trillion won (US\$20.3 billion) in the January-March period, up 280 billion won from three months earlier, according to an e-commerce report by market researcher DMC Media. In contrast, overall online shopping purchases dropped slightly after touching a peak in the fourth quarter of last year. The value of online shopping transactions reached 36.84 trillion won in the first quarter, down from 37.41 trillion won three months earlier. Online food-related services have expanded sharply in recent years, DMC Media noted.

Airlift

- Korean Air extended suspensions on the ICN-HNL route (KE053) until August 31 and on the ICN-NRT-HNL route (KE001) until July 31.
- Asiana Airlines suspended flight services on the ICN-HNL route (OZ232) until July 31.
- Hawaiian Airlines cut services on the ICN-HNL route (HA460) from March 2 to August 16.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

- HDC Hyundai Development Co.'s planned acquisition of Asiana Airlines Inc. has been delayed to the second half due to Covid-19's impact on travel, industry sources said on June 26. Early this month, Asiana's main creditor, Korea Development Bank (KDB), demanded the HDC-led consortium notify the state lender of its intent to complete the deal by the initially scheduled date. HDC said it was "in talks with Asiana's creditors and will continue negotiations with them to proceed with the deal."

Activity Update

Travel Trade

- **ANTOR Korea June Meeting:** HTK joined the Association of National Tourist Offices and Representatives in Korea (ANTOR) from this year as a returning member and participated in the initial meeting hosted at Lotte Hotel on June 25. Fifteen representatives from DMOs, airlines, and transport companies attended the lunch meeting that covered current market conditions, airlift updates, and travel restrictions for outbound markets. Recovery plans and post-pandemic strategies were discussed.

Public Relations

- **Media Pitching:** HTK showcased virtual tour programs in partnership with the Rotary Club. It featured 3D virtual walk-through experiences of Hawai'i Volcano National Park, Honolulu Museum of Art, and 'Iolani Palace in the June issue. The aim was to remind would-be visitors about the Hawaiian Islands and motivate them to explore the destination virtually.
- **Consumer messages via social media:** HTK uploaded an updated Instagram bio to advise of the extension of 14-day self-quarantine measures on the islands until July 31st, according to Podio guidance.
- **HTK Covid-19 Crisis Management:** HTK has been following its real-time crisis management protocol by submitting daily HTA Covid-19 reports with timely media monitoring and content localization for Korean travelers.
 - **Media monitoring:** HTK shared daily Covid-19 reports to update the South Korean market situation, including newly confirmed cases, government responses, and details about the economy, airlift, travel industry, competing destination activity and public sentiment, etc.
 - **GoHawaii'iKR travel alert updates:** HTK delivered up-to-date travel alerts to would-be visitors and industry partners in local language, emphasizing state government policies on extended 14-day self-quarantine measures for all arrivals.
- **E-newsletter distribution:** HTK published the monthly e-newsletter to share latest destination updates and travel alerts on Covid-19 with consumers. It covered the state government's announcement on lifted quarantine requirements for inter-island travel as of June 16, Bishop Museum's online learning center, and Battleship Missouri Memorial's virtual tour.

Sales Activities

Sales Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
5	10	3	18

- **Airlines:** HTK made regular virtual sales calls to airline partners to share up-to-date airlift information in response to Covid-19 and to cover market prospects in line with the state government's official announcement.
- **Travel Agencies:** HTK held regular non-direct meetings with leading South Korean wholesalers, retailers, OTAs and receptive operators to share current market details and check booking momentum for Hawai'i.

- **Others:** HTK shared current market status and trends with industry partners from Hawai'i or local hotels, transport operators, attractions, and communities

Responsible Tourism Update

- HTK has kept a dry and neutral tone in introducing Hawaiian language via the monthly Aloha E-Newsletter. In the June issue, HTK featured the Hawaiian expression *Huli* (which means turn over, change as an opinion, or search and seek) to help Korean audiences get familiar with Hawaiian culture.

Hawai'i Tourism Taiwan

2020 Monthly Leisure Marketing Report – June

Market Intelligence/Market Conditions

Economy

- Taiwan's consumer confidence index (CCI) rose 3.9 points to 68.77 for June, ending four consecutive months of decline according to a survey conducted for Taiwan Economic Development. The sub-index for confidence in investing in stocks over the next six months showed the biggest increase, rising 4.7 points from May to 41.6 points in June.

Outbound Travel Market

- Due to the on-going COVID-19 pandemic in the world, Taiwan government has extended travel restrictions imposed on inbound group visitors and to embargo outbound group tours to July 30.
- Entry policies from low risk countries and regions has gradually relaxed for business purposes. Self-paid tests will be available on the 5th or 7th day of arrival and if the test result is negative, self-quarantine can be concluded.

Competitive Environment

- Guam was reopening for travelers from South Korea, Taiwan, and Japan on July 1, 2020. However, given the second outbreak of COVID-19 in Guam, the U.S. Territory aims to reopen on July 15.
- Taiwan is on the U.K.'s list to enter without a mandatory 14-day quarantine from July 10. However, Taiwanese people will still need to go through a quarantine when returning home.

Consumer Trends

- Department stores and consumer brands are preparing for a rebound of the economy. With the pandemic slowing down in Taiwan, consumers are back to the financial center of the Xinyi district and other shopping areas. Discounts are no longer available as the spending power recommences.

Travel Trends

- The Dragon Boat Festival in the end of June was the first holiday after Taiwan lifted its COVID-19 prevention measures. Travelers have flooded in on highways and attractions across Taiwan. Hotels in Southern Taiwan reported an 80% - 90% occupancy during the 4-day long weekend. The countryside is the most popular attractions in comparison to the cities.
- Asian based Dream Cruises has decided to resume sailing in July and Taiwan will be its first destination. Starting July 26, "Taiwan Island-Hopping" cruise itineraries on Explorer Dream will be available. All 5 voyages were sold out as soon as it released in the market.

Media Trends

- In view of the slowdown of COVID-19 spread in Taiwan, regulations to contain the coronavirus has been lifted on June 7. However, the government has yet to remove the boarder restrictions and outbound travel is still prohibited. Given the situation, media in Taiwan features domestic travel highlights such as neighbor islands and the country side to interest the consumer for visiting these places after the pandemic.

Airlift

- EVA Air has submitted the application to open up a new route of direct flights between Taiwan and Palau and has filed to re-launch Taipei – Guam services. The two routes are pending for final approval to carry passengers.
- China Airlines has suspended its regular Taipei – Honolulu service since mid-March. They are considering the right time to resume this route as soon as the travel business reboot. The key would be when Taiwan government lifts the regulation of self-quarantine upon arrival.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

- Given the current global situation of the COVID-19 pandemic, most destinations remain its boarders closed for international visitors. Taiwan is opening the boarder to business travelers from low risk countries and regions with a valid application. However, tourism is not allowed for the time being.
- Although out-of-state travelers going to Hawai'i after August 1 will be permitted to waive the 14-day quarantine with a negative CRP test report, Taiwanese travelers still need to be isolated when traveling back from Hawai'i. The policy is restricting Taiwanese people's interest to plan for outbound trips.

Leisure Activity Update

Consumer

- HTT has suspended all marketing initiatives since the early outbreak of COVID-19 pandemic as advised by HTA. The focus is on travel trade trainings and relationship maintenance in June.

Travel Trade

- Attended the travel trade training seminar hosted by Pacific Asia Tourism Association (PATA) Taiwan on June 15. HTT shared about the destination Hawai'i, Aloha spirit and Hawaiian Culture in the training session. 75 travel industry staffs such as travel agents, tour operators and tour leaders attended the training and enjoyed the Q&A session with Hawai'i branded giveaways.

Public Relations

- All PR and social media initiatives are paused given the continuous COVID-19 pandemic. HTT was able to maintain connection and build relationship with travel media in Taiwan and share the culture,

natural resources, and the community of Hawai'i to journalists. The media are looking forward to the recovery of outbound travel to visit Hawai'i on a FAM and feature in-dept cover story.

Sales Activities

Sales Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
2	1	3 Media	6

- HTT met with the management of China Airlines and EVA Air as courtesy visits to enquire for their plans to resume international and North American flights. Both airlines are waiting for reopening of Taiwan's borders to resume and increase flight frequency to international destinations.
- HTT has reached out to 3 of Taiwan's top tiered travel consumer media this month. As Taiwan reopens for domestic travel, the central, southern, eastern parts and the neighbor islands are popular for summer getaways. The medias featured domestic attractions in replace of international itineraries due to Taiwan's government policy. However, as soon as the borders reopen, the media will be the first to travel and bring back the latest travel news to Taiwanese people.

Responsible Tourism Update

Hawaiian Culture

HTT shared the Hawaiian Culture and aloha spirits with participants at the Pacific Asia Tourism Association (PATA) trade training and gatherings.

Nature Resources

During the Pacific Asia Tourism Association (PATA) trade training, HTT communicated responsible travel and the nature and attractions on six Hawaiian islands of Kaua'i, O'ahu, Lāna'i, Moloka'i, Mau'i and Hawai'i.

Community

Hawai'i's community and its people and history were shared during the Pacific Asia Tourism Association (PATA) training with 75 trade agents.

Island Chapters Engagement Update

- Due to the COVID-19 pandemic, HTT's quarterly meetings with Island Chapters are temporarily suspended.

"Coming Attractions" for Leisure Market

What	When	Where
Aloha Taiwan! MCI & Leisure Virtual Mission	TBD	Taipei, Taiwan
Cuisine of Aloha Initiative	TBD	Taipei, Taiwan



Group Sales Status Report – June 2020

OVERVIEW

According to the latest U.S. Travel Association forecast, domestic business trips are expected to drop by -35.1 percent in 2020 and are not expected to recover to 2019 numbers until 2023. Only 41 percent of meeting planners expect to hold rescheduled events before year-end 2020, according to the results of Northstar Meetings Group's latest global Pulse Survey. The findings show signs of slightly more optimism for 2021, as 56.6 percent of respondents have rescheduled meetings for 2021, with the bulk of those slated for the first half of the year. With regard to new meetings and events, 68.7 percent say they are looking at 2021 for dates, while only 10.2 percent say they will wait until as late as the first quarter of 2022 or later. These numbers were echoed in recent research by EventMB, which showed that, in a sample of 1,000 event professionals, 75 percent of planners expect to go back to business in or after the fourth quarter of 2020 or early 2021.

Planners continue to hold out hope for business to return in late 2020, but they acknowledge that it will not be easy. “To pull off our upcoming events, managing risk is a much higher priority,” said one respondent. Major factors that come into play include limited profit and return on investment (ROI) as social distancing and other necessary safety procedures limit the number of people allowed in indoor settings, and travel restrictions, both international and between U.S. states. Moreover, every state has different regulations; there is no industry standard for social distancing measures for meetings and events, apart from the Center for Disease Control (CDC) guidelines. Furthermore, CDC recommendations are only adapted at the discretion of each individual state, even then often only as the base rather than the rule for local government regulations.

SALES PRODUCTION (in the month for any year)

Table 1: Total HVCB Sales Production – June 2020

Room Nights	2020 Actual Month	Prior Year	Variance to Prior Year	2020 Year-to-Date	Prior Year	Variance to Prior Year
Definite & Assist-Definite	5,053	37,834	-87%	35,360	150,178	-76%
Tentative & Assist-Tentative	41,279	110,523	-63%	296,633	598,009	-50%

Merging of Hawai'i Convention Center data with HVCB's Simpleview database continues. The ongoing auditing and database cleansing may result in changes to previously reported figures.

**Table 2a: HVCB Citywide Sales Production
June 2020**

Room Nights	2020 Actual Month	Prior Year	Variance to Prior Year	2020 Year-to-Date	Prior Year	Variance to Prior Year	Annual Goal	YTD as % of Annual Goal
Combined Total								
Definite	0	0	N/A	0	16,760	-100%	TBD	TBD
New to Hawai'i	0	0	N/A	0	5,895	-100%	TBD	TBD
Tentative	23,901	39,101	-39%	59,934	174,478	-66%	TBD	TBD
MCI								
Definite	0	0	N/A	0	15,900	-100%		
New to Hawai'i	0	0	N/A	0	5,895	-100%		
Tentative	23,901	39,101	-39%	59,934	158,083	-62%		
Non-MCI								
Definite	0	0	N/A	0	860	-100%		
New to Hawai'i	0	0	N/A	0	0	N/A		
Tentative	0	0	N/A	0	16,395	-100%		

Merging of Hawai'i Convention Center data with HVCB's Simpleview database continues. The ongoing auditing and database cleansing may result in changes to previously reported figures.

COMMENTS

Market Conditions

Similar to Northstar Meetings Group's latest Pulse Survey, citywide planners expect to reschedule Fall 2020 citywide groups in 2021 and beyond. However, like other major West Coast citywide destinations, Hawai'i does not have state approval for large group gatherings, prohibiting citywide meetings to be held.

Sales Production Analysis

Hawai'i's YTD definite production continues to be negatively impacted by the effects of the COVID-19 pandemic. Due to the downsized citywide team, the Meet Hawai'i's single property team has been responding to new citywide inquiries. To date, the destination has had a total of nine citywide programs cancel due to COVID-19, three of which have been rebooked.

Highlight of Key Definites

- None to report for June.

Highlights of Any Key Tentatives

- Convention – confidential group, February 2024 (21,251 room nights)
- Convention – high tech corporation, June 2021 (2,650 room nights)

Highlights of Any Key Cancellations

- Convention – medical association, October 2020 (8,220 room nights)
- Sports – sports group, December 2020 (1,800 room nights)

**Table 2b: HVCB Single Property Sales Production
June 2020**

Room Nights	2020 Actual Month	Prior Year	Variance to Prior Year	2020 Year-to-Date	Prior Year	Variance to Prior Year	Annual Goal	YTD as % of Annual Goal
Combined Total								
Definite	5,053	26,316	-81%	26,871	89,055	-70%	TBD	TBD
New to Hawai'i	4,363	7,463	-42%	23,842	38,991	-39%	TBD	TBD
Tentative	16,833	50,630	-67%	211,193	362,708	-42%	TBD	TBD
MCI								
Definite	5,053	26,236	-81%	26,521	88,955	-70%		
New to Hawai'i	4,363	7,383	-41%	23,492	38,891	-40%		
Tentative	15,377	48,584	-68%	205,238	355,409	-42%		
Non-MCI								
Definite	0	80	-100%	350	100	250%		
New to Hawai'i	0	80	-100%	350	100	250%		
Tentative	1,456	2,046	-29%	5,955	7,299	-18%		

COMMENTS

Market Conditions

Group business continues to stay in limbo due to the yet-to-be determined guideline on how many people can safely be in a meeting room. This concern, along with companies not wanting to put associates in harm's way, is starting to affect Q1 2021 business. In addition, with national airline carriers resuming sales of its middle seat, many clients have expressed more concern of air travel. Furthermore, it has been difficult to rebook cancelled programs as associations in the Midwest market have opted to go virtual through 2021 and will reevaluate in Q3 and Q4 of 2021. However, the preference of location may be focused on regional meetings.

New business inquiries are starting to pick up in the Central/Mountain states market. In addition, there has been some interest from the Midwest incentive market for 2022 and beyond. The Meet Hawai'i team continues to be a resource for all stakeholders, serving as a conduit between customers and hotel partners, supporting and handling the fluid situation of cancellations and the rebooking of postponed programs.

Sales Production Analysis

Year-to-date (YTD) production reveals the grim reality of the current state of the meetings industry for Hawai'i. Definite production has dropped -70 percent compared to the same time last year, while tentative production has decreased to -42 percent.

Highlights of Any Key Definites

- Incentive — event corporation, September 2022 (3,295 room nights)

Highlights of Any Key Tentatives

- Convention — consumer products corporation, January 2022 (3,475 room nights)
- Convention — high tech corporation, January 2022 (2,585 room nights)

- Incentive — high tech corporation, April 2021 (2,325 room nights)

Highlights of Any Key Cancellations

- Convention – medical association, September 2020 (3,386 room nights)
- Convention – food corporation, September 2020 (3,160 room nights)
- Convention – medical association, September 2020 (1,490 room nights)

Advertising Efforts

- Meetings, conventions and incentives (MCI) May Paid Media Recap
 - None to report for the month.

Public Relations Efforts

- Activity highlights include:
 - Suspended all dissemination of information on behalf of Meet Hawai'i and the industry partners, as the status of offerings, amenities, programs, facility updates etc. are uncertain and in flux.
- Media Coverage Highlights:
 - None to report for the month.
- April Impressions and Publicity Values for Articles that included Hawai'i:

May <u>Impressions</u>	May <u>Publicity Values</u>
Print: 825,803	Print: \$ 89,497.96
Online: 376,130,925	Online: \$ 129,897.67
Broadcast: 588,857	Broadcast: \$ 4,592.65
Total: 377,545,585	Total: \$ 223,988.28

**Table 2c: Hawai'i Tourism Canada Single Property Sales Production
June 2020**

Room Nights	2020 Actual Month	Prior Year	Variance to Prior Year	2020 Year-to-Date	Prior Year	Variance to Prior Year	Annual Goal	YTD as % of Annual Goal
Combined Total								
Definite & Assist-Definite	0	50	-100%	0	1,130	-100%	TBD	TBD
New to Hawai'i	0	50	-100%	0	1,130	-100%	TBD	TBD
Tentative & Assist-Tentative	545	533	2%	5,058	2,609	94%	TBD	TBD
MCI								
Definite & Assist-Definite	0	0	N/A	0	1,080	-100%	TBD	TBD
New to Hawai'i	0	0	N/A	0	1,080	-100%	TBD	TBD
Tentative & Assist-Tentative	545	483	13%	2,808	2,559	10%	TBD	TBD
Non-MCI								
Definite & Assist-Definite	0	50	-100%	0	50	-100%	TBD	TBD
New to Hawai'i	0	50	-100%	0	50	-100%	TBD	TBD
Tentative & Assist-Tentative	0	50	-100%	2,250	50	4400%	TBD	TBD

COMMENTS

Market Conditions

Impact of COVID-19 on Travel Activity

- Prime Minister Justin Trudeau confirmed the closure of the Canada-U.S. border to be extended through July 21. Reopening of borders and loosening of travel restrictions could be a long way off.
- WestJet and Air Canada will open up all seats and end physical distancing on their flights starting July 1. The move comes after the airlines reviewed new guidance from the International Air Transport Association, even though some of it contradicts government policies.
- On June 30 Air Canada announced the indefinite suspension of service on 30 domestic regional routes as well as the discontinuation of service to eight Canadian airports as it streamlines its operations amid the pandemic and the ongoing travel restrictions and advisories.
- From July 5 through August 4, WestJet will offer operations to 45 destinations including 39 in Canada, five in the U.S. and one in Mexico, an increase of approximately 102 percent more flights from June, but down 76 percent from July 2019.
- According to a recent poll by Vision Travel, 67 percent of the respondents reported that they are already planning future trips, with the majority (46%) taking place in 2021.

Sales Production Analysis

Hawai'i Tourism Canada (HTCanada) has no definite production to report for the month of June amid the COVID-19 pandemic. However, there was some activity in the tentative pipeline. Also, some positive news is that active tentative leads have not cancelled and are planning to "wait and see" how the COVID-19 pandemic unfolds down the line.

Advertising and PR Activity

- None to report for June.

**Table 2d: Hawai'i Tourism China Single Property Sales Production
June 2020**

Room Nights	2020 Actual Month	Prior Year	Variance to Prior Year	2020 Year-to-Date	Prior Year	Variance to Prior Year	Annual Goal	YTD as % of Annual Goal
Combined Total								
Definite & Assist-Definite	0	624	-100%	600	6,361	-91%	TBD	TBD
New to Hawai'i	0	429	-100%	600	4,726	-87%	TBD	TBD
Tentative & Assist-Tentative	0	9,371	-100%	2,840	14,676	-81%	TBD	TBD
MCI								
Definite & Assist-Definite	0	624	-100%	0	2,954	-100%	TBD	TBD
New to Hawai'i	0	429	-100%	0	1,319	-100%	TBD	TBD
Tentative & Assist-Tentative	0	9,211	-100%	2,240	12,831	-83%	TBD	TBD
Non-MCI								
Definite & Assist-Definite	0	0	N/A	600	3,407	-82%	TBD	TBD
New to Hawai'i	0	0	N/A	600	3,407	-82%	TBD	TBD
Tentative & Assist-Tentative	0	160	-100%	600	1,845	-67%	TBD	TBD

COMMENTS

Market Conditions

China Outbound Travel Market

- Mass exodus from Beijing after government eases travel restrictions. People in Beijing rushed to buy train and plane tickets out of the Chinese capital after the local government began easing travel restrictions for the first time since an outbreak that was discovered in mid-June. Residents from areas of Beijing designated “low risk” will be allowed to leave the city without having to be tested negative for the coronavirus from July 4.
- Global aviation demand saw a mild uptick buoyed by China. Global passenger demand dropped - 91.3 percent in May this year compared to May 2019, according to the latest data provided by the International Air Transport Association (IATA). Still, this was a mild uptick from the 94 percent year-over-year decline recorded in April 2020. IATA said the improvement was driven by the recovery in some domestic markets, most notably China. China’s carriers posted a 49.9 percent year-over-year decline in traffic in May, significantly improved from the 64.6 percent demand drop recorded in April. However, the improvement has been more recently interrupted by flight cancellations to and from Beijing amid an increase in the number of new infections in the city.

Sales Production Analysis

Hawai'i Tourism China (HTC) has no production to report for the month of June amid the COVID-19 pandemic. HTC will also continue to track lost business and/or programs postponed due to COVID-19 with the focus of bringing them to Hawai'i .

Advertising and PR Activity

- None to report for June.

**Table 2e: Hawai'i Tourism Japan Single Property Sales Production
June 2020**

Room Nights	2020 Actual Month	Prior Year	Variance to Prior Year	2020 Year-to-Date	Prior Year	Variance to Prior Year	Annual Goal	YTD as % of Annual Goal
Combined Total								
Definite & Assist-Definite	0	9,866	-100%	7,204	25,967	-72%	TBD	TBD
New to Hawai'i	0	4,375	-100%	4,384	17,080	-74%	TBD	TBD
Tentative & Assist-Tentative	0	9,440	-100%	7,204	25,838	-72%	TBD	TBD
MCI								
Definite & Assist-Definite	0	9,866	-100%	7,204	25,295	-72%	TBD	TBD
New to Hawai'i	0	4,375	-100%	4,384	16,408	-73%	TBD	TBD
Tentative & Assist-Tentative	0	9,440	-100%	7,204	25,166	-71%	TBD	TBD
Non-MCI								
Definite & Assist-Definite	0	0	N/A	0	672	-100%	TBD	TBD
New to Hawai'i	0	0	N/A	0	672	-100%	TBD	TBD
Tentative & Assist-Tentative	0	0	N/A	0	672	-100%	TBD	TBD

COMMENTS

Market Conditions

Coronavirus Outbreak

- The Japanese government is gradually lifting regulations to combat COVID-19 starting with the lifting of regulations restricting citizens to travel freely within the country. The government has also begun talks with Vietnam, Thailand, Australia and New Zealand to reopen travel, and will continue discussions with various countries to steadily reopen borders while ensuring safety of all travelers.
- Postponement of the Japanese government's "Go To Campaign" recovery initiatives is prompting the industry to believe that resumption of outbound travels will also be pushed back. The compounded effect of the MICE market cancellations summing up to roughly 40,000, airlines continuing to suspend service and the fear of a second wave of the COVID-19 virus is causing many leads scheduled between September 2020 and March 2021 to consider canceling, postponing or changing destinations to domestic areas.
- HIS's corporate sales division began offering services to utilize their offices located throughout 271 countries and regions to engage in sales calls and site inspections in place of their clients and provide a report on findings afterwards.

Airlines

- As of June 24, most airlines have maintained positions to cancel service through July. Korean Air has announced that service between Japan and Hawai'i will be suspended through August, while Delta Air Lines has announced that services will be suspended through October 24. Fuel surcharge for tickets issued from June through September will not be incurred, but seating arrangements bearing in mind social distancing practices will likely raise airfare.

- The World Travel & Tourism Council (WTTC) announced specific guidelines for airports, airlines and the MICE industry. Specific measures for the MICE industry included the enforcement of social distancing, filling out of health screening forms and establishment of quarantine areas within facilities. The WTTC will be distributing seals of approvals for corporations and entities adhering to the guidelines.

5 Target Pillar Condition/Support

Incentive/Anniversary:

- The COVID-19 pandemic prompting economic hardships on publicly listed corporations is greatly affecting certain industries. Industries with high fixed costs such as air transport and the steel industries are seeing breakeven points rise, indicating severe hardships. Conversely, industries such as medical and network operators have shown resilience under the current conditions.
- Studies found that while many people viewed that society will be undergoing significant changes from the pandemic, close to half of individuals also did not believe that there will be a significant migration of the population to rural areas. Most also believed that it will become increasingly important for corporations to incorporate sustainability within their operations.

Sports:

- The sports industry is beginning to draft their own guidelines to mitigate spread of COVID-19. Although most sports events continue to be canceled, as the Japanese government begins to lift restrictions on movement of citizens, the industry is preparing to resume matches.

Edu-tourism:

- In continuation from 2019, the second annual “Kanko Koshien” event will be held, whereby high school students throughout Japan compete to create tourism related videos on three topics, one of which is Hawai’i. Due to the pandemic, all programs and support for the event will be held remotely. To support the competing high school students, Hawai’i Tourism Japan (HTJ) will be providing contents from the Aloha Program for students to utilize in preparation for the contest set in February 2021.
- Due to the support funds issued to revitalize domestic travels and inbound travels by the Japanese government, many edu-tourism leads are likely to shift to domestic locations.

Sales Production Analysis

HTJ has no production to report for the month of June amid the COVID-19 pandemic.

Advertising and PR Activity

- None to report for June.

**Table 2f: Hawai'i Tourism Korea Single Property Sales Production
June 2020**

Room Nights	2020 Actual Month	Prior Year	Variance to Prior Year	2020 Year-to-Date	Prior Year	Variance to Prior Year	Annual Goal	YTD as % of Annual Goal
Combined Total								
Definite & Assist-Definite	0	644	-100%	247	7,448	-97%	TBD	TBD
New to Hawai'i	0	338	-100%	130	4,259	-97%	TBD	TBD
Tentative & Assist-Tentative	0	644	-100%	1,372	7,058	-81%	TBD	TBD
MCI								
Definite & Assist-Definite	0	644	-100%	247	7,373	-97%	TBD	TBD
New to Hawai'i	0	338	-100%	130	4,184	-97%	TBD	TBD
Tentative & Assist-Tentative	0	644	-100%	1,372	6,983	-80%	TBD	TBD
Non-MCI								
Definite & Assist-Definite	0	0	N/A	0	75	-100%	TBD	TBD
New to Hawai'i	0	0	N/A	0	75	-100%	TBD	TBD
Tentative & Assist-Tentative	0	0	N/A	0	75	-100%	TBD	TBD

COMMENTS

Market Conditions

- **Coronavirus Outbreak Key Update in Korea:** The foreign ministry extended the special travel warning advising citizens against overseas trips through July 19 amid continuing fears over COVID-19. The special travel warning applies to all countries except those that are already under higher alerts that call for a withdrawal of citizens or that are subject to a travel ban.
- **Outbound Travel Updates:** The number of outbound travelers plunged by a whopping -98 percent to 137,330 travelers in May, compared with 7,432,887 travelers in the same period last year. The air passenger traffic for the U.S. nosedived to 42,405 travelers, accounting for 30 percent of the entire outbound trips during May.
- **Airlift Updates:** Korean Air suspended its flight services for ICN-HNL route (KE053) through August 31 and ICN-NRT-HNL route (KE001) through July 31. Asiana Airlines has cut flight services for its ICN-HNL route (OZ232) through July 31. Hawaiian Airlines has halted flight service for its ICN-HNL routes from March 2 through July 15.
- **Exchange Rate:** The average USD/WON exchange rate in June was 1199.36 won, a slight decrease from the previous rate of 1,230.54 won in May. South Korean airlines will not apply fuel surcharges on international routes in June to reflect falling oil prices.

Sales Production Analysis

Hawai'i Tourism Korea (HTK) was unable to fulfill its KPI targets for June due to the impact of the COVID-19 pandemic. HTK's MCI team will be in line with HTA and Meet Hawai'i Team's directive and make its continuous effort to deliver the key messages to Korean MICE corporate clientele.

Advertising and PR Activity

- None to report for June.

**Table 2g: Hawai'i Tourism Oceania Single Property Sales Production
June 2020**

Room Nights	2020 Actual Month	Prior Year	Variance to Prior Year	2020 Year-to-Date	Prior Year	Variance to Prior Year	Annual Goal	YTD as % of Annual Goal
Combined Total								
Definite & Assist-Definite	0	334	-100%	438	3,457	-87%	TBD	TBD
New to Hawai'i	0	334	-100%	438	2,956	-85%	TBD	TBD
Tentative & Assist-Tentative	0	804	-100%	9,032	10,642	-15%	TBD	TBD
MCI								
Definite & Assist-Definite	0	280	-100%	358	2,031	-82%	TBD	TBD
New to Hawai'i	0	280	-100%	358	1,991	-82%	TBD	TBD
Tentative & Assist-Tentative	0	804	-100%	7,512	9,202	-18%	TBD	TBD
Non-MCI								
Definite & Assist-Definite	0	54	-100%	80	1,426	-94%	TBD	TBD
New to Hawai'i	0	54	-100%	80	965	-92%	TBD	TBD
Tentative & Assist-Tentative	0	0	N/A	1,520	1,440	6%	TBD	TBD

COMMENTS

Market Conditions

The Impacts of COVID-19

- New Zealand moved to alert Level 1 on June 8, which meant people could return to work and school without restrictions, sports and domestic travel could resume and there were no longer limits on group gatherings. However, border restrictions do remain in place with a 14-day quarantine for any arrivals.
- New Zealand managed to eradicate COVID-19 yet new cases have subsequently entered the country with people arriving on flights from overseas. Most of these cases have been confirmed while people are still in quarantine and there has been no further community spread to date.
- On June 12, Australian Prime Minister Scott Morrison announced that the three-step COVID-safe framework will be completed in July and agreed to remove the 100-person limit on indoor gatherings that was initially included. Some states and territories have reconfirmed its commitment to roll back restrictions on gatherings, however some have yet to define their timeline and many state borders remained close in June. In a bid to address the uptick in case numbers, the state of Victoria has reinforced tougher coronavirus restrictions by limiting gatherings in homes to five people from June 20.

Aviation Updates

- There continues to be no airlift from the Oceania region to Hawai'i during June. Dates of when flights will resume have not yet been announced.
- Qantas has removed almost all its international flights from GDS systems through October 24, with the exception of flights to New Zealand and Tokyo. The carrier cited ongoing border closures for the move but said if travel between Australia and other countries opens up and demand

returns, it had the ability to ramp up again. The airline has also ceased operating its A380 fleet and is expecting the superjumbos to be grounded for a certain period.

Impacts to the Economy & Industry

- With New Zealand moving to Level 1, domestic travel has resumed albeit on decreased airline schedules, but it is helping to spur the economy back into action.
- Both the Australian and New Zealand dollar have increased in value against the U.S. dollar over the last month and both are sitting at USD 0.69 And USD 0.65 respectively.

Sales Production Analysis

Hawai'i Tourism Oceania (HTO) was unable to fulfill its KPI targets for June due to the impact of the COVID-19 pandemic. However, the team has remained in constant contact with key clients to ensure Hawai'i remains front of mind once planning resumes.

Advertising and PR Activity

- None to report for June.

**Table 2h: Hawai'i Tourism Taiwan Single Property Sales Production
June 2020**

Room Nights	2020 Actual Month	Prior Year	Variance to Prior Year	2020 Year-to-Date	Prior Year	Variance to Prior Year	Annual Goal	YTD as % of Annual Goal
Combined Total								
Definite & Assist-Definite	0	0	N/A	0	0	N/A	TBD	TBD
New to Hawai'i	0	0	N/A	0	0	N/A	TBD	TBD
Tentative & Assist-Tentative	0	0	N/A	0	0	N/A	TBD	TBD
MCI								
Definite & Assist-Definite	0	0	N/A	0	0	N/A	TBD	TBD
New to Hawai'i	0	0	N/A	0	0	N/A	TBD	TBD
Tentative & Assist-Tentative	0	0	N/A	0	0	N/A	TBD	TBD
Non-MCI								
Definite & Assist-Definite	0	0	N/A	0	0	N/A	TBD	TBD
New to Hawai'i	0	0	N/A	0	0	N/A	TBD	TBD
Tentative & Assist-Tentative	0	0	N/A	0	0	N/A	TBD	TBD

COMMENTS

Market Conditions

- Due to the on-going COVID-19 pandemic in the world, the Taiwan government has extended travel restrictions imposed on outbound group tours through July 30.
- EVA Air has submitted the application to open up a new route of direct flights between Taiwan and Palau and has expressed interest in re-opening its route to Honolulu should the Taiwan government lift the travel restrictions for returning travelers.
- China Airlines, the national carrier operating non-stop services between Taiwan and Honolulu, is currently assessing the timing to resume the route, which has been suspended since mid-March.

Sales Production Analysis

Due to continuous the COVID-19 pandemic worldwide, Hawai'i Tourism Taiwan (HTT) has halted all MCI marketing efforts in Taiwan. HTT has no production to report for the month of June but will continue efforts in tracking potential leads with MCI intermediaries to be ready when marketing activities kick off again.

Advertising and PR Activity

- None to report for June.

**Table 3: Island Distribution of HVCB Single Property Sales – Year-to-Date
June 2020**

Island	Tentative Room Nights YTD Actual*	Definite Room Nights Annual Goal	Definite Room Nights Month Actual	Definite Room Nights YTD Actual	Percent of Goal	Lead-to-Booking Conversion (Room Nights) Goal	Lead-to-Booking Conversion (Room Nights) Actual
O‘ahu	130,046	TBD	715	2,936	TBD	TBD	2%
Kaua‘i	44,086	TBD	-	690	TBD	TBD	2%
Maui County	137,108	TBD	3,648	11,661	TBD	TBD	9%
Hawai‘i	102,081	TBD	690	11,584	TBD	TBD	11%
Total	413,321	-	5,053	26,871	-		

*Tentative room nights do not match those in Table 2b because many leads are distributed to more than one island.

‘ELELE PROGRAM

June meetings and updates from Deborah Zimmerman, ‘Elele Program Director from New Millennium Meetings (NMM):

Developing ‘Elele Support

- The ‘Elele Program Director entertained the executive director of a national association which serves as the umbrella organization for four scientific associations. Each of the scientific groups have had meetings held in convention centers.
- The customer relayed that one of the groups under her umbrella had hosted a Pacific Rim meeting in Hawai‘i in 2013 with 1,200 delegates. This association is open to returning to the destination with its Pacific Rim meeting or possibly its annual convention. The executive director is still determining Hawai‘i’s viability for the three other member associations.

Support for Citywide Sales

- Aside from regular account maintenance, the ‘Elele Program Director worked on a “hit list” of scientific meetings for the Hawai‘i Convention Center and the General Scientific Infrastructure in Hawai‘i guide.

LOST BUSINESS

**Table 4a: HVCB Citywide Lost Business
June 2020**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations	Reason for Lost Business
MCI: Convention - Domestic (18972)	Manufacturing, Distrib.	5,535	1,325	04/09/2021 - 04/16/2021	Initially, Hawai'i only	Program postponed due to COVID-19.

**Table 4b: HVCB Single Property High Profile Lost Business
June 2020**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations	Reason for Lost Business
MCI: Incentive (18605)	Unknown	1,050	700	02/25/2022 - 02/28/2022	Initially, Hawai'i only	Program lost due to current economic conditions.
MCI: Convention - Domestic (18885)	Educational	700	500	09/21/2022 - 09/26/2022	Tucson, AZ	Program lost due to current economic conditions.
MCI: Incentive (19035)	High Tech	1,245	900	10/16/2020 - 10/17/2020	Initially, Hawai'i only	Program postponed due to COVID-19.

**Table 4c: International Single Property Lost Business
June 2020**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations	Reason for Lost Business
HT Canada: MCI: Incentive (18082)	MCI, Travel	332	163	03/25/2021 - 03/28/2021	Initially, Hawai'i only	Program lost to Cancun.
HT Canada: MCI: Incentive (18264)	Consumer Products	472	180	02/21/2021 - 02/26/2021	Initially, Hawai'i only	Program lost due to current economic conditions.

New-to-Hawai'i Definite Bookings

**Table 5a: HVCB Citywide New to Hawai'i Definite Bookings
June 2020**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations
None to report for June.					
TOTAL NEW TO HAWAI'I CITYWIDE BOOKINGS FOR THE MONTH					0
TOTAL ROOM NIGHTS FOR NEW TO HAWAI'I CITYWIDE BOOKINGS					0

**Table 5b: HVCB Single Property High Profile New to Hawai'i Definite Bookings
June 2020**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations
MCI: Incentive (19077)	Event Management	3,295	1,050	09/23/2022 - 10/04/2022	Initially, Hawai'i only

**Table 5c: International Single Property New to Hawai'i Definite Bookings
June 2020**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations
None to report for June.					
TOTAL NEW TO HAWAI'I SINGLE PROPERTY BOOKINGS FOR THE MONTH					4
TOTAL ROOM NIGHTS FOR NEW TO HAWAI'I SINGLE PROPERTY BOOKINGS					4,363

New to Hawai'i bookings are accounts that have never met in Hawai'i before or, in the case of citywides, have not met in Hawai'i in the last 10 years or for single property bookings, not in the past five years.

MAJOR SALES AND MARKETING ACTIVITIES

Meet Hawai'i participated in various educational webinars discussing the COVID-19 impact to the meetings industry and recovery strategies in June.

FUTURE SALES AND MARKETING ACTIVITIES

Meet Hawai'i will participate in the following MCI events in the upcoming months:

None to report for the next three months.

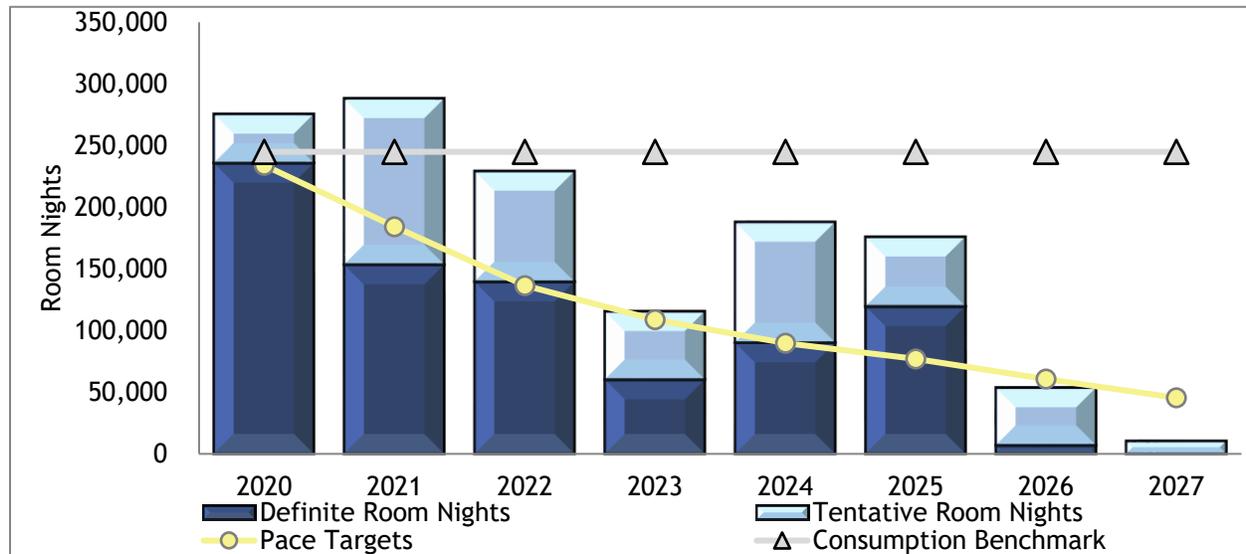
CONSUMPTION

The TAP Reports on the next page show the number of events and room nights on the books for each year 2020-2027 against a rolling 36-month consumption benchmark.

Table 6: The TAP Report: Hawai'i 8-year Pace (citywide and single property)

Period ending: June 30, 2020

Report date: July 7, 2020



Hawai'i R/N	2020	2021	2022	2023	2024	2025	2026	2027	Total
Definite Room Nights	235,512	153,325	139,410	60,291	90,169	119,528	7,014	0	805,249
Pace Targets	233,972	184,216	136,485	108,816	89,776	76,966	60,648	45,477	936,356
Variance	1,540	(30,891)	2,925	(48,525)	393	42,562	(53,634)	(45,477)	(131,107)
Consumption Benchmark	244,916	244,916	244,916	244,916	244,916	244,916	244,916	244,916	1,959,328
Pace Percentage	101%	83%	102%	55%	100%	155%	12%	0%	86%
Total Demand Room Nights	881,304	593,263	329,492	185,320	156,427	169,070	71,299	10,525	2,396,700
Lost Room Nights	645,792	439,938	190,082	125,029	66,258	49,542	64,285	10,525	1,591,451
Conversion Percentage	27%	26%	42%	33%	58%	71%	10%	0%	34%
Tentative Room Nights	39,921	134,746	89,798	55,260	97,777	56,397	46,843	10,650	531,392

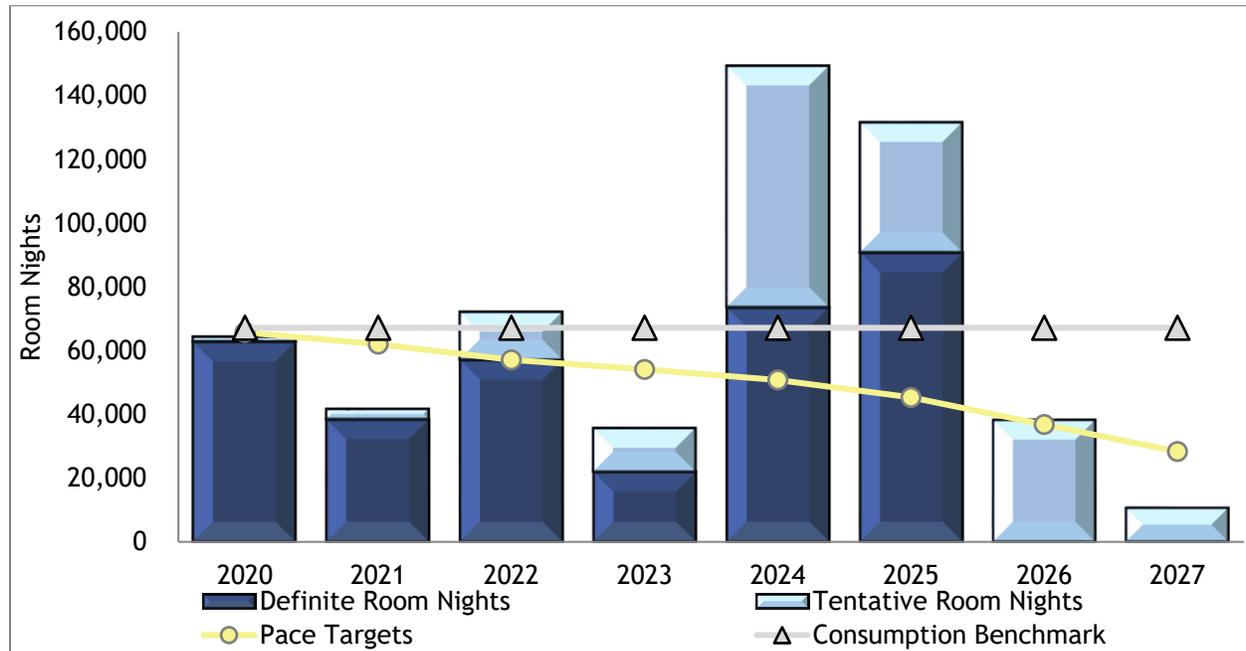
Hawai'i Events	2020	2021	2022	2023	2024	2025	2026	2027	Total
Definite Events	270	125	53	22	18	16	4	0	508
Pace Targets	296	119	52	28	15	10	5	3	528
Variance	(26)	6	1	(6)	3	6	(1)	(3)	(20)
Consumption Benchmark	349	349	349	349	349	349	349	349	2,792
Pace Percentage	91%	105%	102%	79%	120%	160%	80%	0%	96%
Total Demand Events	848	300	100	46	28	20	7	1	1,350
Lost Events	578	175	47	24	10	4	3	1	842
Conversion Percentage	32%	42%	53%	48%	64%	80%	57%	0%	38%
Tentative Events	86	237	83	31	16	13	8	1	475

The number of events reported in TAP is slightly higher than the actual number of events due to a number of overflow programs and the splitting of some bookings into two in order to track shared credit.

Table 7: The TAP Report: Convention Center 8-year Pace (citywide only)

Period ending: June 30, 2020

Report date: July 7, 2020



Hawai'i R/N	2020	2021	2022	2023	2024	2025	2026	2027	Total
Definite Room Nights	62,770	38,402	57,045	21,939	73,540	90,687	0	0	344,383
Pace Targets	65,691	62,007	57,090	54,091	50,782	45,302	36,805	28,309	400,077
Variance	(2,921)	(23,605)	(45)	(32,152)	22,758	45,385	(36,805)	(28,309)	(55,694)
Consumption Benchmark	67,153	67,153	67,153	67,153	67,153	67,153	67,153	67,153	537,224
Pace Percentage	96%	62%	100%	41%	145%	200%	0%	0%	86%
Total Demand Room Nights	345,771	326,240	174,883	111,327	125,821	140,229	64,285	10,525	1,299,081
Lost Room Nights	283,001	287,838	117,838	89,388	52,281	49,542	64,285	10,525	954,698
Conversion Percentage	18%	12%	33%	20%	58%	65%	0%	0%	27%
Tentative Room Nights	1,500	3,250	15,026	13,680	75,718	40,819	38,188	10,650	198,831

Hawai'i Events	2020	2021	2022	2023	2024	2025	2026	2027	Total
Definite Events	5	9	8	3	7	5	0	0	37
Pace Targets	14	11	7	5	5	3	1	0	46
Variance	(9)	(2)	1	(2)	2	2	(1)	0	(9)
Consumption Benchmark	17	17	17	17	17	17	17	17	136
Pace Percentage	36%	82%	114%	60%	140%	167%	0%	0%	80%
Total Demand Events	43	37	20	12	13	9	3	1	138
Lost Events	38	28	12	9	6	4	3	1	101
Conversion Percentage	12%	24%	40%	25%	54%	56%	56%	56%	27%
Tentative Events	1	2	2	5	6	5	4	1	26

The number of events reported in TAP is slightly higher than the actual number of events due to a number of overflow programs and the splitting of some bookings into two in order to track shared credit.

Glossary of TAP Report Terms

Consumption Benchmark – The average number of definite room nights produced by Meet Hawai‘i for each month and year for the last three twelve-month periods. Each month the “oldest” month is dropped from the calculation and the most recent month is added.

Conversion Index – A measurement for each month and year of the Meet Hawai‘i’s Conversion Percentage compared to the Peer Set’s Conversion Percentage. A value greater than 100 indicates that Meet Hawai‘i is converting more demand to definite room nights than the Peer Set.

Conversion Index Rank – The position of Meet Hawai‘i’s Conversion Index compared to the Peer Set.

Conversion Percentage – The percentage of Total Demand Room Nights that Meet Hawai‘i converts to Definite Room Nights for each month a year at the time the report is published.

Definite Room Nights – Number of definite room nights, confirmed by Meet Hawai‘i for each month and year at the time the report is published.

Definite Room Night Share % – A percentage indicating the Meet Hawai‘i’s portion of the Peer Set’s Definite Room Night.

Lost Room Nights – The number of room nights, both definite and tentative, that have been lost for each month and year at the time the report is published.

Pace Index – A measurement for each month and year of the Meet Hawai‘i’s Pace Percentage compared to the Peer Set’s Pace Percentage. A value greater than 100 indicates that the Meet Hawai‘i’s Pace Percentage is higher than that of the Peer Set. A number less than 100 indicates that the Meet Hawai‘i’s Pace Percentage is less than that of the Peer Set.

Pace Index Rank – The position of the Meet Hawai‘i’s Pace Index compared to the Peer Set.

Pace Percentage – The percentage of Definite Room Nights compared to the Pace Target. If Meet Hawai‘i continues to book at current trends the same percentage can be applied to the Consumption Benchmark when each month and year passes.

Pace Target – Number of definite room nights that should be confirmed for each month and year at the time the report is published (updated every month). Pace targets are determined by analyzing a minimum of the last three years definite room nights and all definite room nights confirmed for the future. The analysis is completed by comparing the date a booking was confirmed to that of the arrival date for each confirmed booking and computing the number of months in advance of arrival that each booking was confirmed.

Room Night Demand Share % – A percentage indicating Meet Hawai‘i’s portion of the Peer Set’s Demand.

Tentative Room Nights – The number of tentative room nights pending for each future month and year at the time the report is published.

Total Demand Room Nights – Number of total lead room nights issued by Meet Hawai'i for each month and year at the time the report is published.

Variance – The difference between the Definite Room Nights and the Pace Target.

CONVENTION CENTER PERFORMANCE

Table 8: Convention Center Performance – May 31, 2020 Year-to-Date

PERFORMANCE MEASURE	YTD	TARGET	VARIANCE
Occupancy	22%	33%	-11%
Total Events	43	88	(45)
Total Attendance	56,872	212,754	(155,882)
Visitor Spending	\$100,297,338	\$255,825,599	(\$155,528,261)
Tax Revenue	\$11,734,789	\$29,931,596	(\$18,196,807)
Revenue per Attendee	\$71.75	\$31.19	\$40.56

COMMENTS

Since the facility's closure on March 17, 2020 due to the COVID-19 pandemic, the Hawai'i Convention Center (HCC) has had 110 event cancellations. Since April 17, 2020, the facility is being used by the Department of Labor and Industrial Relations to process unemployment calls and claims. The Office of Elections will also be using the facility from mid-July through late November. The current reforecast as of May 31, 2020 reflects a \$3,794,800 net loss. With the exception of revenue per attendee, all performance metrics are now significantly under target due to the COVID-19 pandemic.

DEFINITIONS

- **Single Property Group:** A group that can be booked into a single hotel for both guest rooms and meeting space.
- **Citywide Group:** A group that books Hawai'i Convention Center for meeting space; and which needs two or more hotels and has a minimum of 1,000 out-of-town attendees.
- **Group Bookings:** The total number of group room nights booked for the future. A group is defined as needing a minimum of 10 hotel rooms.
- **MCI and Non-MCI Bookings:** Both MCI and Non-MCI Bookings must primarily be off-shore bookings requiring attendees to stay in visitor accommodations. An MCI booking is an association or corporate meeting, convention or incentive program that requires meeting space. A Non-MCI booking requires off-site meeting space or no meeting space, or is public/consumer-facing like expos, sporting events, etc.
- **Definite Room Night:** Room nights associated with groups that have a signed contract or letter of commitment with the convention center and or a signed contract with a hotel.
- **Tentative Room Night:** Room nights associated with groups that have indicated interest in holding a meeting or convention in Hawai'i and a lead has been sent to the convention center and/or the hotels. Citywide leads are considered tentative when space is blocked at the convention center. Includes leads generated by partners at HVCB coordinated trade shows.
- **Economic Impact:** The direct and induced spending generated from a group meeting in Hawai'i. The economic impact formulas are based on research of attendee spending patterns.
- **Lead-to-Booking Conversion:** Conversion of tentative leads into definite bookings as measured by dividing tentative room nights generated in the month/year by definite room nights for the same month/year.
- **Consumed Room Night:** Room nights generated from groups that have convened in Hawai'i. For citywide events, this figure is calculated from the number of attendees. For single property meetings, the figure is the contracted room nights.
- **Goal:** A level of achievement that has been determined through the goal setting process that includes industry stakeholders and the HTA board.
- **International Markets:** Current areas of focus for international groups. These markets are supported by contractors of HTA.
- **New to Hawai'i – New Business:** A group that has never met or has not had a single property meeting in Hawai'i over the past five years or a citywide meeting within the past 10 years.
- **Repeat Business:** A group that has had a single property meeting in Hawai'i within the past five years or a citywide meeting in Hawai'i within the past 10 years.

- **Island Distribution:** The breakdown of room nights that have been booked on the neighboring islands. This includes Maui, Kaua'i, O'ahu and the Island of Hawai'i.
- **Pace:** A calculation that evaluates the annual sales activity level by comparing production to the same time frames for previous years. This calculation shows if the current year-to-date room night bookings are at the same or higher/lower levels than the past year.
- **Need Period:** A future timeframe where the projections for room night demand are lower, therefore warranting specific sales strategies to attract business.
- **Lost Business:** A group where a lead has been generated due to client interest and Hawai'i was not chosen for the meeting or convention.
- **Total Events:** Total licensed events held at the Hawai'i Convention Center.
- **Total Attendance:** Total delegate attendees at licensed events at the Hawai'i Convention Center.
- **Visitor Spending:** State economic impact of offshore licensed events.
- **Tax Generation:** State tax generation of offshore licensed events.

July 2020

Contract No.	Contractor	Description	Contract Amount	Total Contract Value	Start Date	End Date
*20210	Department of Land & Natural Resources, Division of Forest & Wildlife - Na Ala Hele Trails	Nā Ala Hele 2021	\$ 530,000.00	\$ 530,000.00	6/29/2020	12/31/2021
*21001	Big West Conference Tournaments	Big West Conference	\$ 500,000.00	\$ 500,000.00	6/30/2020	8/31/2023
*20201	The Friends of 'Iolani Palace	'Iolani Palace Repairs 2020	\$ 290,000.00	\$ 290,000.00	6/9/2020	4/30/2021
*21004	Robert's Hawai'i Tours, Inc.	COVID-19 Airport Support	\$ 204,000.00	\$ 204,000.00	7/2/2020	7/31/2020
*21005	SMS Research & Marketing Services, Inc.	COVID-19 Airport Support	\$ 114,300.00	\$ 114,300.00	6/30/2020	7/31/2020
*21003	OmniTrak Research & Marketing Group Inc.	COVID-19 Airport Support	\$ 68,400.00	\$ 68,400.00	6/26/2020	7/31/2020
17227 S4	UH Office of Reserch Services	Customer Service and Tour Guide Certification Training	\$ 37,625.00	\$ 349,225.00	6/19/2020	11/30/2020
20209	Bishop & Company, Inc.	Coordination and Management of Executive Search for HTA CEO	\$ 27,500.00	\$ 27,500.00	6/29/2020	8/31/2020
*21002	Anthology Marketing Group, Inc	COVID-19 Airport Support	\$ 15,000.00	\$ 15,000.00	6/26/2020	7/31/2020
16071 S11	Hawai'i Visitors and Convention Bureau	Intellectual Property Data Bank (Support Services)	\$ -	\$ 8,140,092.32	6/11/2020	12/31/2020
20019 S1	Hawai'i United Okinawa Association	38th Annual Okinawan Festival changed to Okinawan Festival Virtual Experience 2020	\$ (5,000.00)	\$ 25,000.00	6/11/2020	2/28/2021
20043 S1	Lāna'i Culture & Heritage Center	Lāna'i Guide App Enhancements	\$ (5,000.00)	\$ 30,000.00	6/17/2020	4/30/2021
20059 S1	Big Island Resource Conservation and Development Council	Ka'u Coffee Festival	\$ (5,000.00)	\$ 20,000.00	6/12/2020	3/31/2021
20169 S1	The North Shore Community Land Trust dba North Shore Community Land Trust	Sunset Beach Park Community-Based Dune Restoration	\$ (7,000.00)	\$ 7,000.00	6/9/2020	3/31/2021
20134 S1	Ulu A'e Learning Center	Kapu'uola Hula Festival	\$ (7,500.00)	\$ 7,500.00	6/17/2020	3/31/2021
20142 S1	Hawaii Institute for Music Enrichment and Learning Experiences, Inc. (HIMELE)	Steel Guitar Festivals (Kaua'i, Maui, Hawai'i Island)	\$ (7,500.00)	\$ 7,500.00	6/19/2020	3/31/2021
20111 S1	Hawaiian Kamali'i, Inc. dba Hawaiian Canoe Club	The Pailolo Challenge 2020	\$ (7,500.00)	\$ 7,500.00	6/23/2020	3/31/2021
20117 S1	Lāna'i Culture & Heritage Center	Māla No'eau	\$ (7,500.00)	\$ 7,500.00	6/19/2020	3/31/2021
20164 S1	Hui o Ko'olaupoko	Mālama Muliwai o Heeia: Phase 2	\$ (8,000.00)	\$ 32,000.00	6/23/2020	12/31/2020
20154 S1	The Friends Of The D.T. Fleming Arboretum at Pu'u Mahoe, Inc.	Pahana Ho'ola- Seeds of Hope 2020	\$ (8,000.00)	\$ 32,000.00	6/23/2020	12/31/2020
20131 S1	Kua'aina Ulu 'Auamo dba KUA	Ko'olau 'Āina Momona	\$ (9,500.00)	\$ 95,000.00	6/8/2020	3/31/2021
20139 S1	Na Kahu o Hoai, Inc.	Educational and Restoration Internships at Kamalo'ula Cultural Preserve	\$ (10,000.00)	\$ 10,000.00	6/8/2020	3/31/2021
20115 S1	Maui Nui Botanical Gardens Inc.	Increasing Capacity for Visitor and Community Activities with Hawaiian Ethnobotany	\$ (10,000.00)	\$ 10,000.00	6/8/2020	3/31/2021
20140 S1	'Aha Kāne - Foundation for the Advancement of Native Hawaiian Males	Hō'ā Hou	\$ (10,000.00)	\$ 10,000.00	6/9/2020	3/31/2021
20129 S1	Kōkua Kalihī Valley (Comprehensive Family Services)	Ka Lāhui o Ka Pō (Birthing a Nation)	\$ (10,000.00)	\$ 10,000.00	6/15/2020	3/31/2021
20144 S1	Hula Preservation Society	Bringing Hula Kī'i To Life	\$ (10,000.00)	\$ 10,000.00	6/11/2020	3/31/2021
20105 S1	Laupāhoehoe Train Museum	Hawaiian Cultural Center of Hāmākua	\$ (10,000.00)	\$ 10,000.00	6/9/2020	3/31/2021
20136 S1	Young of Heart Workshop dba Pu'uuhonua Society	Kīpuka: A Makers' Space	\$ (10,000.00)	\$ 10,000.00	6/19/2020	12/31/2020
20103 S1	Edith K. Kanaka'ole Foundation	Ha'a - Research and management of the health and wellness of Hula dancers	\$ (10,000.00)	\$ 10,000.00	6/19/2020	12/31/2020
20126 S1	Hui Aloha 'Āina Momona	Kapu ka Hāloa	\$ (10,000.00)	\$ 10,000.00	6/26/2020	12/31/2020
20112 S1	Hōlani Hāna Inc.	Kūkulu Hale Hawai'i	\$ (10,000.00)	\$ -	6/23/2020	3/31/2021
20148 S1	Hawai'i Forest Institute	Restoration and Education at Pālanui and La'i'Ōpua Dry Forest Preserves	\$ (12,000.00)	\$ 12,000.00	6/8/2020	3/31/2021
20135 S1	Ulu A'e Learning Center	Ulu A'e Kaiāulu Project	\$ (12,500.00)	\$ 12,500.00	6/17/2020	3/31/2021
20170 S1	Protectors of Paradise	Mākua & Keawa'ula Revitalization and Education Awareness Program	\$ (12,500.00)	\$ 12,500.00	6/19/2020	12/31/2020
20167 S1	Mālama na Honu	Conservation through Education Project 2020	\$ (13,500.00)	\$ 13,500.00	6/9/2020	3/31/2021
20138 S1	Hui o Laka dba Kokee Natural History Museum	Eo e Emalani 2020	\$ (14,400.00)	\$ 5,600.00	6/19/2020	12/31/2020
20104 S1	Hawai'i Forest Institute	Ho'ola Ka Makana'ā o Ka'ūpūlehu	\$ (15,000.00)	\$ 15,000.00	6/8/2020	3/31/2021
20116 S1	2020 Maui Middle School Makahiki Championships!	Unda Kava 808, Inc.	\$ (15,000.00)	\$ 15,000.00	6/8/2020	3/31/2021
20109 S1	Volcano Art Center	Hula Arts At Kīlauea	\$ (15,000.00)	\$ 15,000.00	6/24/2020	12/31/2020
20124 S1	Hika'alani	Pai Puke	\$ (15,000.00)	\$ 15,000.00	6/23/2020	12/31/2020
20121 S1	Council for Native Hawaiian Advancement	No'eau Series	\$ (15,000.00)	\$ 15,000.00	6/26/2020	3/31/2021
17232 S6	International Festivals & Events Association	Festivals & Events CFEE Certification Workshops 2020	\$ (15,950.00)	\$ 134,050.00	6/19/2020	12/31/2021
17227 S5	UH Office of Reserch Services	Customer Service and Tour Guide Certification Training	\$ (17,005.00)	\$ 332,220.00	6/29/2020	11/30/2020
20110 S1	Hāna Arts	Hāna Legends	\$ (17,500.00)	\$ 17,500.00	6/11/2020	3/31/2021

20128 S1	Kauluakalana	Pili Mai 2020	\$ (18,000.00)	\$ 18,000.00	6/23/2020	3/31/2021
20151 S1	Volcano Art Center	Niaulani Rain Forest Preservation & Education Program	\$ (18,500.00)	\$ 18,500.00	6/8/2020	3/31/2021
18138 S1	Anthology Marketing Group, Inc	Visitor Satisfaction and Activity Survey CY 2018-2020 (VSAT)	\$ (19,388.08)	\$ 816,293.92	6/11/2020	6/30/2021
20158 S1	Na Koa Manu Conservation, Inc.	Pohakuokala Gulch Community Forest Restoration Project	\$ (19,500.00)	\$ 19,500.00	6/9/2020	3/31/2021
20175 S1	Hui o Laka dba Kokee Natural History Museum	Kōke'e - Nature Interpreted 2020	\$ (20,000.00)	\$ 20,000.00	6/8/2020	3/31/2021
20173 S1	Garden Island Resource Conservation & Development, Inc.	Strengthening Visitor Capacity at Makauwahi Cave Reserve	\$ (20,000.00)	\$ 20,000.00	6/15/2020	3/31/2021
20174 S1	Garden Island Resource Conservation & Development, Inc.	Giving Back: Protecting Native Forest	\$ (20,000.00)	\$ 20,000.00	6/15/2020	3/31/2021
20160 S1	University of Hawai'i	Into the Darkness: Protecting Nā Manu o Ke Kai and the Night Skies	\$ (20,000.00)	\$ 20,000.00	6/26/2020	3/31/2021
17028 S9	a.Link LLC	Services related to external marketing services for the Japan major market area	\$ (22,999.21)	\$ 33,967,000.79	6/26/2020	12/31/2020
20163 S1	Hawai'i Marine Mammal Alliance Inc. dba Hawai'i Marine Animal Response	Stewardship and Conservation of Hawai'i's Protected Marine Animals	\$ (24,500.00)	\$ 24,500.00	6/19/2020	12/31/2020
20132 S1	Mu'olaulani dba Hālau Hula Ka No'eau	I Le'a Ka Hula 2020: Celebrating Culture, Preserving Traditions	\$ (25,000.00)	\$ 25,000.00	6/5/2020	3/31/2021
20146 S1	Coral Reef Alliance	Hawai'i Wai Ola	\$ (25,000.00)	\$ 25,000.00	6/9/2020	3/31/2021
20133 S1	PA'I Foundation	PA'I Presents	\$ (25,000.00)	\$ 25,000.00	6/9/2020	3/31/2021
20143 S1	Hawai'i Museums Association	Mākau Mo'omeheu: Cultural Competence in Hawai'i's Museums	\$ (25,000.00)	\$ 25,000.00	6/9/2020	3/31/2021
20123 S1	Hawaiian Islands Land Trust	Maunawila Heiau Preservation & Education Program	\$ (25,000.00)	\$ 25,000.00	6/23/2020	12/31/2020
20106 S1	Hui Mālama I Ke Ala 'Uilii	Ho'AMA Youth Mentorship Programs	\$ (25,000.00)	\$ 25,000.00	6/19/2020	12/31/2020
20125 S1	Ho'okua'āina	Kukuluhou Internship Program	\$ (25,000.00)	\$ 25,000.00	6/19/2020	12/31/2020
20176 S1	Hawaiian Islands Land Trust	Cultural & Ecological Restoration Program	\$ (25,000.00)	\$ 25,000.00	6/23/2020	12/31/2020
20166 S1	Mālama Maunaloa	Site Model of Marine Restoration at Maunaloa Bay	\$ (25,000.00)	\$ 25,000.00	6/23/2020	12/31/2020
20162 S1	Moloka'i Land Trust	Expanding Critical Habitat Restoration for Ground Nesting Seabirds and Endangered Species	\$ (25,000.00)	\$ 25,000.00	6/19/2020	12/31/2020
20171 S1	Sustainable Coastlines Hawai'i	From Beaches to the Classroom: Growing a Plastic Free Movement	\$ (25,000.00)	\$ 25,000.00	6/19/2020	3/31/2021
20168 S1	Maunaloa Fishpond Heritage Center	Establishing roots of community stewardship and native landscapes	\$ (25,000.00)	\$ 25,000.00	6/29/2020	3/31/2021
20152 S1	Coral Reef Alliance	Engaging community volunteers in watershed restoration - West Maui	\$ (29,000.00)	\$ 29,000.00	6/9/2020	3/31/2021
20156 S1	Maui Nui Botanical Gardens Inc.	Seed Banking, Crop Storage, and Public Access to Maui Nui Plants	\$ (30,000.00)	\$ 30,000.00	6/8/2020	3/31/2021
20122 S1	Friends of Ka Leo Hawaii Media	Ka Leo: The Voice of Hawaii (KKNE 940AM)	\$ (30,000.00)	\$ 30,000.00	6/8/2020	3/31/2021
20145 S1	Polynesian Voyaging Society	Preparing for Moananuiakea: Exploring the Pacific	\$ (30,000.00)	\$ 30,000.00	6/23/2020	12/31/2020
20114 S1	Ma Ka Hāna Ka 'Ike Building Program	Nā Mamo O Hāloa - The Children of Hāloa	\$ (35,000.00)	\$ 35,000.00	6/8/2020	3/31/2021
20155 S1	Ma Ka Hana Ka 'Ike Building Program	Wailua Nui Restoration Project	\$ (35,000.00)	\$ 35,000.00	6/8/2020	3/31/2021
20147 S1	Edith K. Kanaka'ole Foundation	Makawala a Kanaloa	\$ (35,000.00)	\$ 35,000.00	6/19/2020	12/31/2020
20159 S1	The Nature Conservancy	Expanding Marine Conservation in Maui County to Meet 30x30 Targets	\$ (37,500.00)	\$ 37,500.00	6/9/2020	3/31/2021
20068 S1	Kona Coffee Cultural Festival	50th Annual Kona Coffee Cultural Festival	\$ (37,500.00)	\$ 37,500.00	6/9/2020	3/31/2021
20107 S1	Pohaha I Ka Lani	Ka Lau o Ke Kāhuli	\$ (37,500.00)	\$ 37,500.00	6/23/2020	12/31/2020
20165 S1	Kauluakalana	Kukanono	\$ (37,500.00)	\$ 37,500.00	6/23/2020	3/31/2021
20085 S1	Kōloa Plantation Days, Inc.	Kōloa Plantation Days Festival 2020	\$ (40,000.00)	\$ 65,000.00	6/8/2020	12/31/2020
20127 S1	Kalihi-Pālama Culture & Arts Society, Inc.	45th Annual Queen Liliuokalani Keiki Hula Competition	\$ (40,000.00)	\$ 40,000.00	6/3/2020	3/31/2021
20119 S1	Bishop Museum	Living Hawaiian Culture: An Expanded Platform for Cultural Practitioners at Bishop Museum	\$ (40,000.00)	\$ 40,000.00	6/9/2020	3/31/2021
20157 S1	Maui Nui Marine Resource Council, Inc. Dbā Maui Nui Marine Resource Council	Fire and Oysters: Improving Ma'alaea Bay's Ocean Water Quality	\$ (42,500.00)	\$ 42,500.00	6/19/2020	12/31/2020
20153 S1	Friends of Auwahi Forest Restoration Project	Planting Together	\$ (45,000.00)	\$ 45,000.00	6/19/2020	12/31/2020
20161 S1	'Āina Momona	'Āina Momona 2020 Aloha 'Āina Fellowship Program	\$ (50,000.00)	\$ 50,000.00	6/8/2020	3/31/2021
20178 S1	Kupu	Hawai'i Youth Conservation Corps	\$ (50,000.00)	\$ 50,000.00	6/12/2020	3/31/2021
20141 S1	Awaiāulu, Inc.	Māhūahua Translation Training Project: Phase IV	\$ (50,000.00)	\$ 50,000.00	6/23/2020	3/31/2021
20149 S1	Pohaha I Ka Lani	Liko No Ka Lama	\$ (50,000.00)	\$ 50,000.00	6/23/2020	12/31/2020
17017 S8	VoX International Inc.	Destination Marketing Management Services for Canada MMA	\$ (58,004.92)	\$ 5,765,815.08	6/29/2020	12/31/2020
20150 S1	The Kohala Center, Inc.	Mālama Kahalu'u: Restoring Our Coral Reef Ecosystem	\$ (58,500.00)	\$ 58,500.00	6/8/2020	3/31/2021

•20208 S1	Tapiki, LLC	COVID-19 Diagnostic Mobile Application Tool	\$ (89,003.50)	\$ 68,061.50	6/3/2020	12/31/2020
20096 S1	Hawai'i Ag and Culinary Alliance dba Hawai'i Food & Wine Festival	Hawai'i Food & Wine Festival 2020	\$ (150,000.00)	\$ 150,000.00	6/26/2020	3/31/2021
20009 S1	HAPPY TRAVELLER LLC dba Brandstory Inc Pte Ltd	Hawai'i Tourism Inbound Destination Marketing Management Services in the Taiwan Major Market Area	\$ (200,000.00)	\$ 300,000.00	6/23/2020	12/31/2020
20006 S2	ITRAVLOCAL LIMITED	Hawai'i Tourism Inbound Destination Marketing Management Services in the China Major Market Area	\$ (319,233.00)	\$ 680,767.00	6/9/2020	12/31/2022
20192 S1	USS Missouri Memorial Association, Inc. dba Battleship Missouri Memorial	75th Commemoration of the Ending of WWII	\$ (375,000.00)	\$ 125,000.00	6/8/2020	12/31/2020
17029 S14	Hawai'i Visitors and Convention Bureau	USA MMA 2020	\$ (390,601.10)	\$ 88,377,271.90	6/24/2020	12/31/2021
17017 S7	VoX International Inc.	Destination Marketing Management Services for Canada MMA	\$ (426,180.00)	\$ 5,823,820.00	6/8/2020	12/31/2020
17002 S5	Hawai'i Visitors and Convention Bureau	Island Chapters Staffing & Administrative Services	\$ (570,000.00)	\$ 12,080,000.00	6/11/2020	12/31/2020
17002 S6	HVCB	Services related to Island Chapter support	\$ (596,007.00)	\$ 11,483,993.00	6/24/2020	12/31/2020
16071 S12	Hawai'i Visitors and Convention Bureau	Intellectual Property Data Bank (Support Services)	\$ (658,722.46)	\$ 7,481,369.86	6/24/2020	12/31/2020
16024 S8	The Walshe Group Pty Ltd dba Hawai'i Tourism Oceania	For Services related to marketing services in Oceania MMA.	\$ (788,173.00)	\$ 9,156,327.00	6/26/2020	12/31/2020
20007 S1	AVIAREPS Marketing Garden Holdings Ltd.	Hawai'i Tourism Inbound Destination Marketing Management Services in the Korea Major Market Area	\$ (896,000.00)	\$ 504,000.00	6/11/2020	12/31/2022
•20180 S1	Hawai'i Visitors and Convention Bureau	Global MCI Groups Marketing Management Services	\$ (4,480,000.00)	\$ 2,670,000.00	6/11/2020	12/31/2021
14002 S10	Hawai'i Convention Center	AEG Management HCC, LLC dba Hawai'i Convention Center	\$ (5,666,893.82)	\$ 135,479,854.18	6/24/2020	12/31/2020
17029 S13	Hawai'i Visitors and Convention Bureau	USA MMA 2020	\$ (8,792,127.00)	\$ 88,767,873.00	6/11/2020	12/31/2021
			<u>\$ (24,379,863.09)</u>			

Contract Type:
• Sole Source
† Procurement
Exemption

\$ (24,379,863.09)

Agenda Item

5

Presentation and Discussion of Current Market Insights and Conditions in Hawaii and Key Major Hawaii Tourism Markets, Including the United States, Japan, Canada, Oceania, Other Asia, Europe, and Cruise



Market Insights – June 2020

The HTA Monthly Market Insights reports on the most recent key performance indicators that the Hawai'i Tourism Authority (HTA) uses to measure success. The following measures provide indicators of the overall health of Hawai'i's visitor industry and help to gauge if the HTA is successfully attaining its goals.

Report on Economic Impact

Due to the COVID-19 pandemic, all passengers arriving from out-of-state during June were required to abide by a mandatory 14-day self-quarantine. The U.S. Centers for Disease Control and Prevention (CDC) continued to enforce its "No Sail Order" on all cruise ships.

Visitor spending data were not available in June 2020. A total of 17,068 visitors traveled to Hawai'i by air service compared to 951,628 total visitors (by air and cruise ships) during the same month last year. Most of the visitors were from U.S. West (10,149, -97.8%) and U.S. East (5,596, -97.7%). A few visitors came from Japan (40, -100.0%) and Canada (57, -99.7%). There were 1,226 visitors from All Other International Markets (-99.4%). Many of these visitors were from Guam, and a small number of visitors were from Oceania, Other Asia, Europe, Latin America, the Philippines, Puerto Rico, and the Pacific Islands. Total visitor days¹ dropped 94.6 percent compared to June 2019.

For the first half of 2020, Hawai'i's tourism economy experienced:

- Total arrivals decreased 58.5 percent to 2,156,234 visitors, with significantly fewer arrivals by air service (-58.4% to 2,126,443) and by cruise ships (-61.0% to 29,792) compared to the same period a year ago. Total visitor days dropped 55.2 percent.
- Through May 2020, the state collected \$559.0 million in TAT, a slightly increase (+0.2%) compared to FY 2019 through May 2019.
- Total air capacity (scheduled and charter seats) into Hawai'i declined 47.3 percent to 3,557,108 seats.

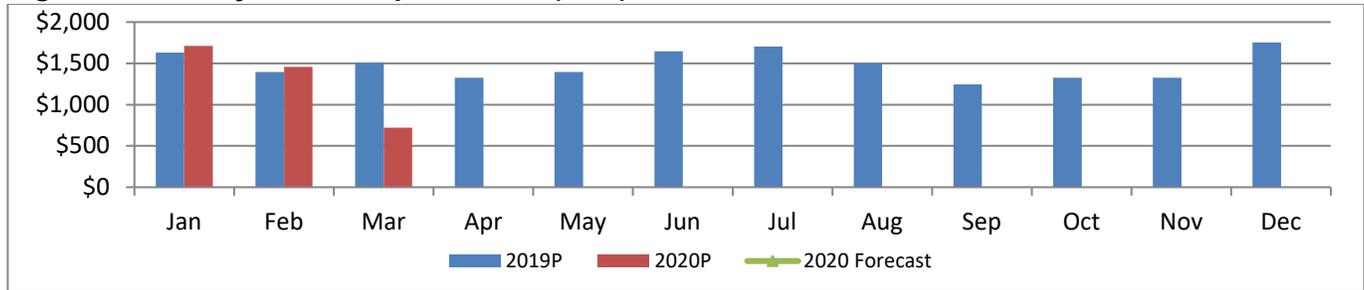
Table 1: Overall Key Performance Indicators – Total (Air + Cruise) – YTD June 2020

	% of Forecast	YOY Rate	June YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-55.2%	20,402,181	N/A
Arrivals	N/A	-58.5%	2,156,234	N/A
Daily Census	N/A	-55.4%	112,100	N/A
Airlift (scheduled seats)	N/A	-47.5%	3,519,173	N/A

DBEDT 2020 forecasts were not available at the time of report publication.

¹ Aggregate number of days stayed by all visitors.

Figure 1: Monthly Visitor Expenditures (\$mil)



Major Market Areas (MMAs)

USA

Table 2: Key Performance Indicators - U.S. Total

	% of Forecast	YOY Rate	June YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-54.1%	14,255,793	N/A
Arrivals	N/A	-57.7%	1,451,670	N/A
Daily Census	N/A	-54.4%	78,329	N/A
Airlift (scheduled seats)	N/A	-45.2%	2,615,602	N/A

DBEDT 2020 forecasts were not available at the time of this report.

- According to the Congressional Budget Office's economic projections, real GDP will contract by 5.6 percent in 2020.
- June saw a historic increase in payroll employment, up 4.8 million jobs on net. The unemployment rate fell for the second month, to 11.1 percent. The job gain in May was revised up to 2.7 million. Despite the recent dramatic job gains, the level of employment in June was still 14.7 million jobs, or 9.6 percent, below the peak from February. It is assumed that there will be another large recall of workers in July, but it will be below the June peak. The recent flareups of COVID-19 cases in several states have resulted in a new round of layoffs for some workers. Also, the expiration of the PPP loan layoff restrictions for many firms will allow them to shed workers in July.
- The Conference Board *Consumer Confidence Index* increased in June, after virtually no change in May. The Index now stands at 98.1 (1985=100), up from 85.9 in May.
- U.S. based wholesalers are focusing on future sales (late summer, fall and beyond) and education. Most wholesalers are working on recovery plans that are currently more in the inspirational phase -- dream today/book tomorrow.
- All U.S. domestic carriers have extended grounding of the Boeing MAX thorough September 2020 at the earliest.

US WEST

Table 3: Key Performance Indicators - U.S. West

	% of Forecast	YOY Rate	June YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-55.9%	8,656,296	N/A
Arrivals	N/A	-59.0%	927,890	N/A
Daily Census	N/A	-56.1%	47,562	N/A
Airlift (scheduled seats)	N/A	-45.5%	2,276,449	N/A

DBEDT 2020 forecasts were not available at the time of report publication.

- In June, there were 10,149 visitors from U.S. West compared to 454,025 visitors in June 2019. Year-to-date, arrivals decreased 59.0 percent to 927,890 visitors.

US EAST

Table 4: Key Performance Indicators - U.S. East

	% of Forecast	YOY Rate	June YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-51.1%	5,599,497	N/A
Arrivals	N/A	-55.3%	523,780	N/A
Daily Census	N/A	-51.4%	30,766	N/A
Airlift (scheduled seats)	N/A	-43.1%	339,153	N/A

DBEDT 2020 forecasts were not available at the time of report publication.

- In June, 5,596 visitors arrived from U.S. East compared to 238,249 visitors in June 2019. Year-to-date, arrivals dropped 55.3 percent to 523,780 visitors.

CANADA

Table 5: Key Performance Indicators – Canada

	% of Forecast	YOY Rate	June YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-45.9%	2,057,170	N/A
Arrivals	N/A	-49.8%	155,821	N/A
Daily Census	N/A	-46.2%	11,303	N/A
Airlift (scheduled seats)	N/A	-46.2%	164,881	N/A

DBEDT 2020 forecasts were not available at the time of report publication

- In June, 57 visitors arrived from Canada compared to 19,239 visitors a year ago. Year-to-date, arrivals dropped to 155,821 visitors (-49.8%).
- Mandated business closures and a collapse in both business and consumer confidence will result in an 8.2 percent contraction for the Canadian economy this year—the worst annual contraction on record. With the worst of the recession likely over, the outlook for 2021 is brighter. The economy is forecast to rebound by 6.7 percent in 2021 and 4.8 percent in 2022.

- At its peak, roughly 3 million Canadians had lost their jobs due to the pandemic. The worst does appear to have passed, however, as nearly 300,000 jobs were regained in May. Nevertheless, the road to recovery will be long and employment will still be nearly 1.1 million lower for 2020 as a whole than it was in 2019.
- The Canadian Dollar has lost value averaging of \$0.73 USD so far this year (-2.3%).
- Overall, the national index score increased 16 points to 79.7, roughly two-thirds of the pre-pandemic level (120.6). Confidence improved across all regions during the month with BC posting the largest monthly increase (23.1 points) and Ontario recording the smallest change (9.3 points).
- Air Canada and WestJet are suspending most international flights through August, including Hawai'i. Both Air Canada (-33%) and WestJet (-49%) are reporting reductions in direct service throughout the summer travel season (May-Oct). The 737 MAX 8 landing has also significantly affected Canadian carriers. All Canadian carriers have extended grounding of the Boeing MAX through September 2020 at the earliest.
- The Canadian border remains closed and only citizens and permanent residents are currently allowed into the country until at least August 21. Direct relatives of citizens and permanent residents are allowed in the country with a quarantine period of 14 days. The government has extended the period of mandatory quarantine for most people entering the country until Aug. 31. Travelers returning to Canada MUST self-isolate for 14 days.

JAPAN

Table 6: Key Performance Indicators – Japan

	% of Forecast	YOY Rate	June YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-59.5%	1,732,604	N/A
Arrivals	N/A	-59.9%	294,295	N/A
Daily Census	N/A	-59.8%	9,520	N/A
Airlift (scheduled seats)	N/A	-52.5%	466,072	N/A

DBEDT 2020 forecasts were not available at the time of report publication.

- In June, 40 visitors arrived from Japan compared to 126,592 visitors a year ago. Year-to-date, arrivals declined 59.9 percent to 294,295 visitors.
- The exchange rate was at 107.56 JPY to USD in June 2020, maintaining stable value over the USD through the COVID-19 pandemic. The Bank of Japan's expanded stimulus to help companies hit by COVID-19 by pledging to buy an unlimited amount of bonds to keep borrowing costs low continues to assist in maintaining stability of the currency.
- Economists forecast that the Japanese economy will contract by 5.3 percent throughout the current fiscal year, which would be the largest decline since comparable data became available in 1994. They also speculated that the economy will likely rebound 3.3 percent in the following year. It is likely for the Japanese economy to take 1 – 2 years to fully return to normal levels as overseas markets are likely to lag in recovery from the pandemic.

- The travel industry is taking significant hits as an increasing amount of travel restrictions are being imposed. All direct flights between Japan and Hawai'i are currently suspended, with most airlines announcing that the suspension will extend throughout August. Major travel agencies are also canceling all of their international tour products from the lack of airlift.
- Instead of returning to full originally scheduled operations, airlines will be phasing in their return of service. Travel agencies will also be focusing initially on recovery of domestic travel demand as the Japan Tourism Agency issued recovery funds for the travel industry focused on revitalizing domestic and inbound tourism.
- The government is working to introduce testing centers for COVID-19 at Narita, Haneda and Kansai International Airports, along with inside the metropolitan city centers of Osaka and Tokyo. The screening centers are being established to mitigate spread of COVID-19 as the government begins to urge domestic travels and seeks reopening of international borders.
- All airlines have suspended flights as travel demand declines and travel restrictions are imposed. A list of currently announced flight changes for Hawai'i is as follows:
 - All Nippon Airways: suspension of all services through August.
 - Delta Air Lines: suspension of all services through October 24.
 - Hawaiian Airlines: suspension of all services through August.
 - Japan Airlines: suspension of all services through August.
 - United Airlines: suspension of all services through August 3.
 - Korean Air: suspension of all services through August.
 - Air Asia X: suspension of all services through July.

OCEANIA

Table 7: Key Performance Indicators – Oceania

	% of Forecast	YOY Rate	June YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-63.4%	568,180	N/A
Arrivals	N/A	-63.4%	60,816	N/A
Daily Census	N/A	-63.6%	3,122	N/A
Airlift (scheduled seats)	N/A	-60.3%	95,737	N/A

DBEDT 2020 forecasts were not available at the time of report publication.

- Australia: There were 17 visitors in June compared to 25,543 visitors a year ago. Through the first half of 2020, arrivals decreased 62.3 percent to 50,089 visitors.
- In early June, the number of COVID-19 cases continued to decline with between 10-20 new cases identified each day, most from returned travelers in hotel quarantine. In mid-June there was a surge in locally acquired infections in Melbourne sparking a testing blitz concentrated in hotspot areas. The cases continue to rise in Melbourne, leading to a partial lockdown in parts of the city and state border closures with New South Wales and South Australia. At the end of June, the total number of cases in Australia was 7,830 and 104 fatalities.

- Restrictions continued to ease with most retail and hospitality businesses reopening and following social distancing guidelines. The federal government reiterated that borders will likely not reopen for international travel until 2021 and Qantas announced that it would not resume substantial international travel until July 2021. With the recent spike in cases, the expected trans-Tasman travel bubble with New Zealand will be delayed. Domestic tourism has restarted and there is growth in intrastate travel through short breaks and school holidays. Interstate travel is possible however is being hampered by some states maintaining closed borders.
- The unemployment rate increased from 6.2 percent in April to 7.1 percent in May. However, consumer research suggests that the unemployment rate is 14.8 percent, much higher than official figures (Roy Morgan). The discrepancy arises from several factors not considered by government including underemployment, those who have simply left the workforce and those who remain employed by virtue of the government Job Keeper subsidy. The Australian dollar continues to remain stable, trading between US\$0.68-\$0.69.
- New Zealand: There were 18 visitors in June versus 7,162 visitors a year ago. Through the first half of 2020, arrivals declined to 10,727 visitors (-67.7%).
- New Zealand continues to keep COVID-19 eliminated from the community with only the occasional case relating to travelers returning home into managed isolation. This has enabled the domestic economy to start operating normally, including restaurants, shopping malls and sporting events. However, with inbound tourism one of our largest export earners, there are still businesses that are hurting. The government wage support scheme has helped this, but this means that there will be a significant impact to some households when the wage scheme ends in September.
- Overall, the NZ dollar is holding up well at over US\$0.65 which reflects the state of the economy when compared globally.

EUROPE

Table 8: Key Performance Indicators – Europe

	% of Forecast	YOY Rate	June YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-62.1%	270,107	N/A
Arrivals	N/A	-62.8%	20,488	N/A
Daily Census	N/A	-62.3%	1,484	N/A
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

DBEDT 2020 forecasts were not available at the time of report publication.

- There were 45 visitors from Europe (United Kingdom, France, Germany, Italy and Switzerland) in June versus 8,938 visitors a year ago. Through the first half of 2020, arrivals decreased 62.8 percent to 20,488 visitors.

CHINA

Table 9: Key Performance Indicators – China

	% of Forecast	YOY Rate	June YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-78.6%	89,483	N/A
Arrivals	N/A	-81.2%	10,003	N/A
Daily Census	N/A	-78.8%	492	N/A
Airlift (scheduled seats)	N/A	-88.0%	8,176	N/A

DBEDT 2020 forecasts were not available at the time of report publication.

- There were 28 visitors in June compared to 9,118 visitors a year ago. Year-to-date through June, arrivals decreased 81.2 percent to 10,003 visitors.
- In Q2 2020, China GDP increased 3.2 percent, compared to a year earlier. This was a surprise, after a 6.8 percent contraction in Q1 2020. Overall, for the first half of the year, China economy contracted 1.6 percent.
- COVID-19 Update: In the middle of June, certain areas in Beijing had an outbreak of local community spread of COVID-19 which raised the alert level to medium and entertainment venues were halted from operations, and schools were closed. As of July 20, 2020, Beijing downgraded its emergency response level and said the city could gradually begin reopening.

KOREA

Table 10: Key Performance Indicators – Korea

	% of Forecast	YOY Rate	June YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-59.0%	349,018	N/A
Arrivals	N/A	-62.3%	41,672	N/A
Daily Census	N/A	-59.2%	1,918	N/A
Airlift (scheduled seats)	N/A	-55.3%	71,175	N/A

DBEDT 2020 forecasts were not available at the time of report publication.

- There were 23 visitors in June versus 16,535 visitors a year ago. Through the first half of 2020, arrivals fell 62.3 percent to 41,672 visitors.
- Global credit rating agencies and foreign investment banks forecasted optimistic outlook for Korean economy. S&P Global Ratings Asia-Pacific predicted that Korea is set to perform better than other countries this year with a modest contraction of 1.5 percent, unchanged from last forecast. Moody's Investors Services also predicted that Korea would become the only advanced economy whose real output next year would exceed the pre-coronavirus level. Fitch Ratings upgraded its 2020 GDP forecast for Korea to a contraction of 0.9 percent from a contraction of 1.2 percent, citing better-than-expected incoming economic data and relative success in virus containment. HSBC even forecasts the Korean economy would grow 0.3 percent this year and 2.9 percent next year.
- The average USD/WON exchange rate in June was 1210.01 won, 1.5 percent decrease from the previous rate of 1228.67 won in May.

- Ministry of Foreign Affairs extended the special travel advisory which had been issued in March 23 for Koreans to avoid non-essential overseas trips until August 19. MoFA reissued this advisory in consideration of the continued spread of COVID-19 worldwide, the increase of imported cases, and travel restrictions such as banning many countries from entering the world.
- Korean Air suspended its flight services on ICN-HNL route (KE053) and ICN-NRT-HNL route (KE001) till August 31, 2020.
- Asiana Airlines extended the flights service suspension of ICN-HNL route (OZ232) until August 31, 2020.
- Hawaiian Airlines has halted its flight service of ICN-HNL routes through September 1, 2020.

TAIWAN

Table 11: Key Performance Indicators – Taiwan

	% of Forecast	YOY Rate	June YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-74.0%	33,490	N/A
Arrivals	N/A	-75.6%	3,463	N/A
Daily Census	N/A	-74.2%	184	N/A
Airlift (scheduled seats)	N/A	-60.7%	7,344	N/A

DBEDT 2020 forecasts were not available at the time of report publication.

- Three visitors came in June compared to 2,180 visitors a year ago. Year-to-date through June, arrivals dropped 75.6 percent to 3,463 visitors.
- Taiwan government has extended the travel restrictions for travel agencies to organize all inbound and outbound group tours until July 31 considering the international COVID-19 pandemic. However, domestic travel is fully opened without any restrictions of occupancy.
- China Airlines has decided to suspend its regular service to Hawai'i of 2 – 3 weekly flights through July 2020.

LATIN AMERICA

Table 122: Key Performance Indicators – Latin America

	% of Forecast	YOY Rate	June YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-59.3%	54,868	N/A
Arrivals	N/A	-60.1%	5,115	N/A
Daily Census	N/A	-59.5%	301	N/A
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

DBEDT 2020 forecasts were not available at the time of report publication.

- There were 41 visitors from Latin America (Mexico, Brazil and Argentina) in June compared to 1,471 visitors a year ago. Year-to-date through June, arrivals dropped 60.1 percent to 5,115 visitors.

ISLAND VISITATION:

- **O'ahu** : In June, total visitor days decreased 92.4 percent compared to a year ago. There were 12,395 visitors on O'ahu in June compared to 568,088 visitors year-over-year. Through the first half of 2020, visitor arrivals dropped 59.1 percent to 1,245,145 visitors.
- **Maui**: In June, total visitor days declined 97.7 percent from a year ago. There were 1,929 visitors on Maui in June versus 297,449 visitors a year ago. Year-to-date through June, arrivals fell 60.3 percent to 606,817 visitors.
- **Hawai'i Island**: In June, visitor days declined 93.6 percent from a year ago. There were 2,617 visitors on Hawai'i Island in June compared to 163,758 visitors a year ago. Through the first half of 2020, arrivals fell 55.6 percent to 394,717 visitors.
- **Kaua'i**: In June, total visitor days dropped 96.9 percent compared to a year ago. There were 1,053 visitors on Kaua'i in June compared to 135,407 visitors a year ago. Through the first half of 2020, visitor arrivals decreased 58.7 percent to 283,612 visitors.

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

Hawai'i Tourism Authority Report Date: **Jun-20** Preliminary

Visitor Industry Performance Measures

Market: **OVERALL**

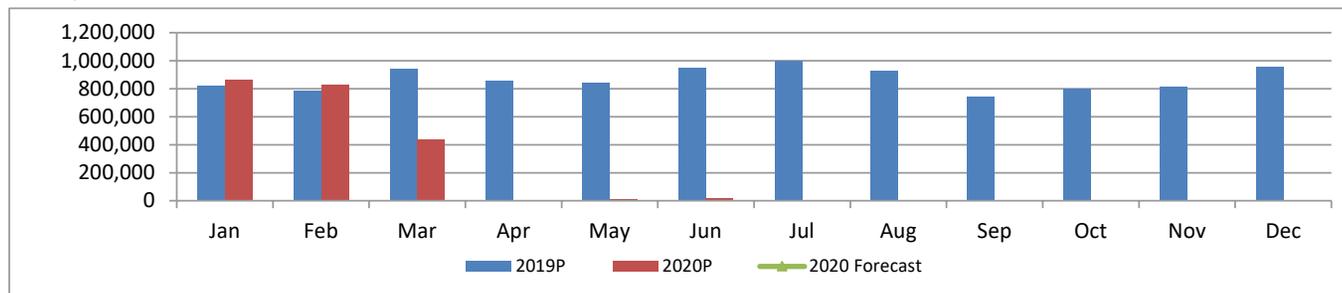
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-59.1%	1,245,145
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-60.3%	606,817
Visitor Days	N/A	-55.2%	20,402,181	N/A	Moloka'i	-53.1%	14,497
Arrivals	N/A	-58.5%	2,156,234	N/A	Lāna'i	-66.1%	14,977
Daily Census	N/A	-55.4%	112,100	N/A	Kaua'i	-58.7%	283,612
Airlift (scheduled seats)	N/A	-47.5%	3,519,173	N/A	Hawai'i Island	-55.6%	394,717

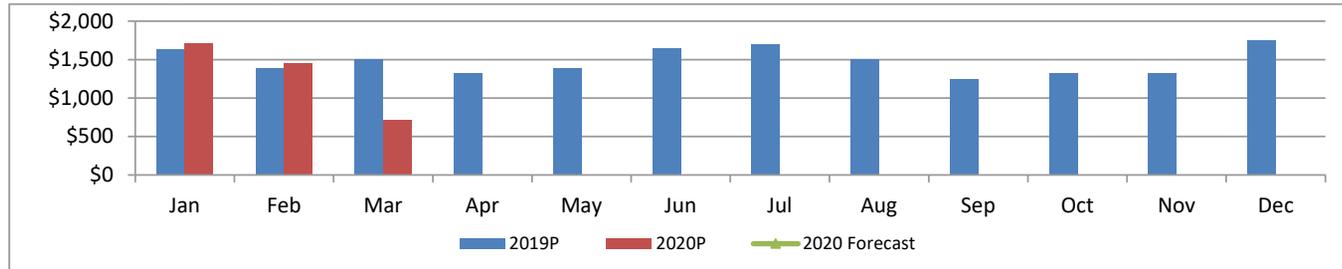
*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

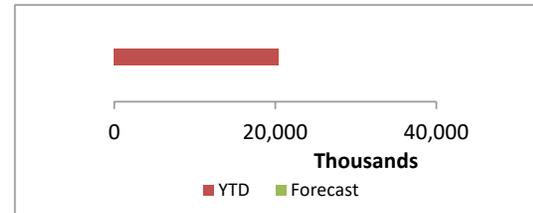


Monthly Visitor Expenditures (\$mil)

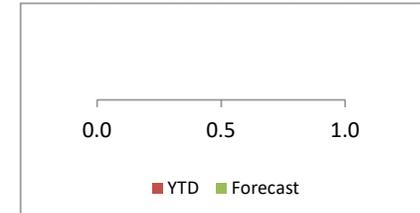


Annual Indicators

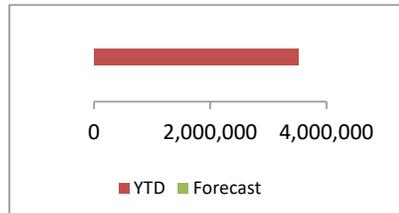
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

Hawai'i Tourism Authority Report Date: **Jun-20** *Preliminary*

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

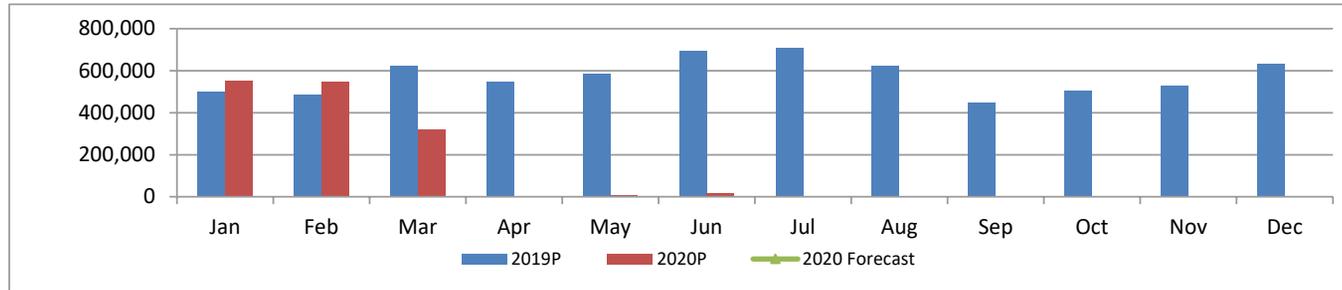
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-57.0%	711,827
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-59.9%	481,445
Visitor Days	N/A	-54.1%	14,255,793	N/A	Moloka'i	-55.5%	9,845
Arrivals	N/A	-57.7%	1,451,670	N/A	Lāna'i	-60.4%	11,621
Daily Census	N/A	-54.4%	78,329	N/A	Kaua'i	-58.8%	234,875
Airlift (scheduled seats)	N/A	-45.2%	2,615,602	N/A	Hawai'i Island	-55.0%	284,956

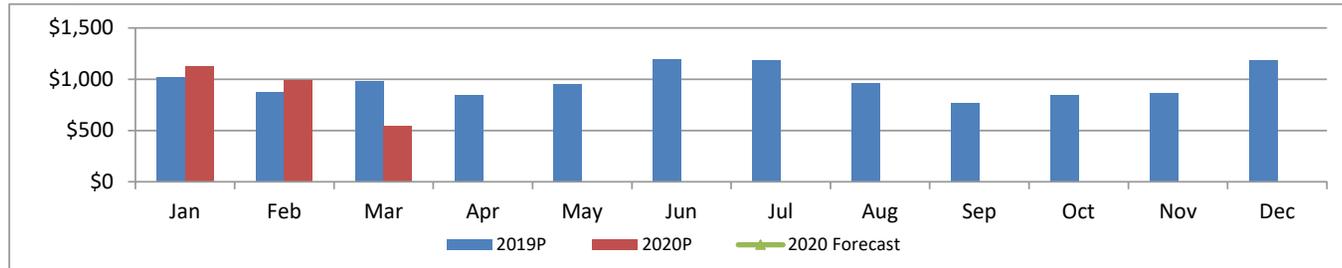
*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

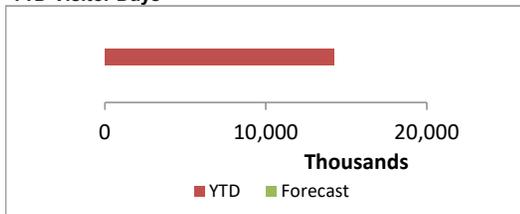


Monthly Visitor Expenditures (\$mil)

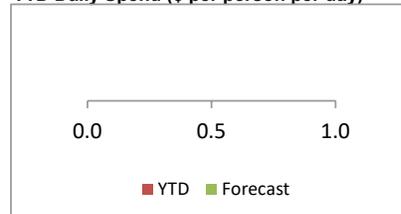


Annual Indicators

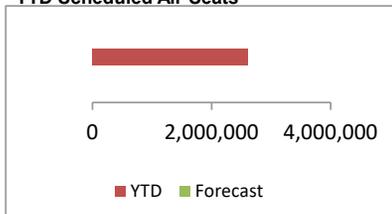
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

Hawai'i Tourism Authority Report Date: **Jun-20** *Preliminary*

Visitor Industry Performance Measures

Market: **U.S. WEST**

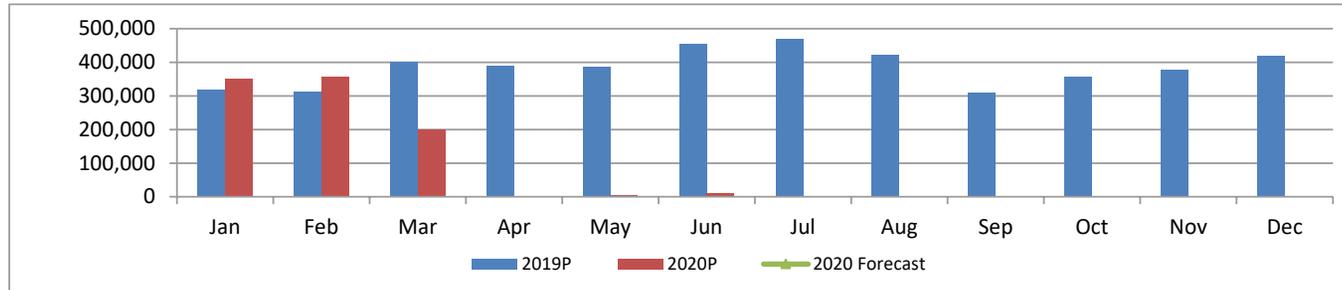
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-57.8%	416,538
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-61.6%	297,364
Visitor Days	N/A	-55.9%	8,656,296	N/A	Moloka'i	-55.3%	5,861
Arrivals	N/A	-59.0%	927,890	N/A	Lāna'i	-59.8%	6,182
Daily Census	N/A	-56.1%	47,562	N/A	Kaua'i	-60.0%	143,765
Airlift (scheduled seats)	N/A	-45.5%	2,276,449	N/A	Hawai'i Island	-55.6%	176,384

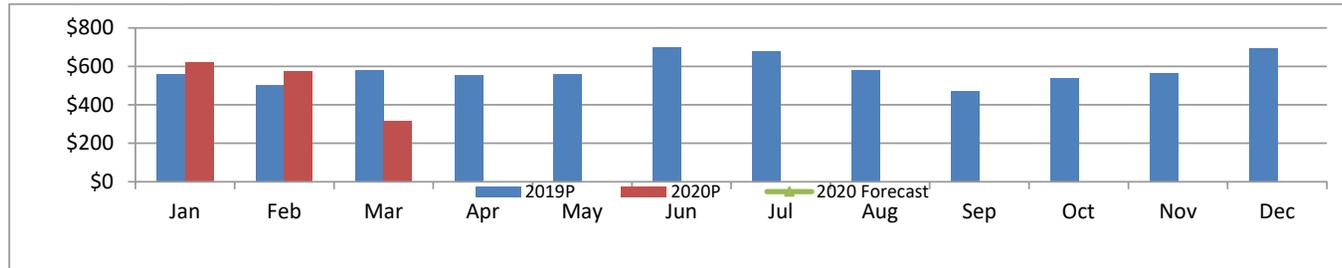
*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

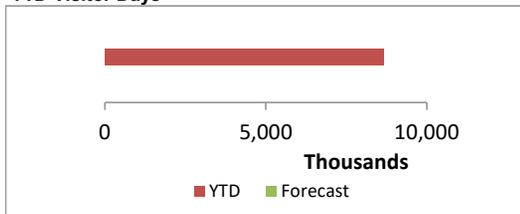


Monthly Visitor Expenditures (\$mil)

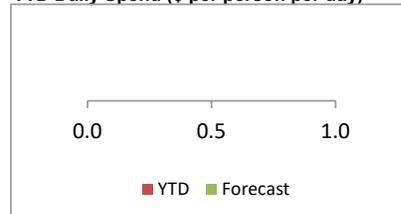


Annual Indicators

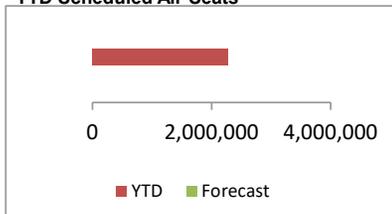
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

Hawai'i Tourism Authority Report Date: **Jun-20** Preliminary

Visitor Industry Performance Measures

Market: **U.S. EAST**

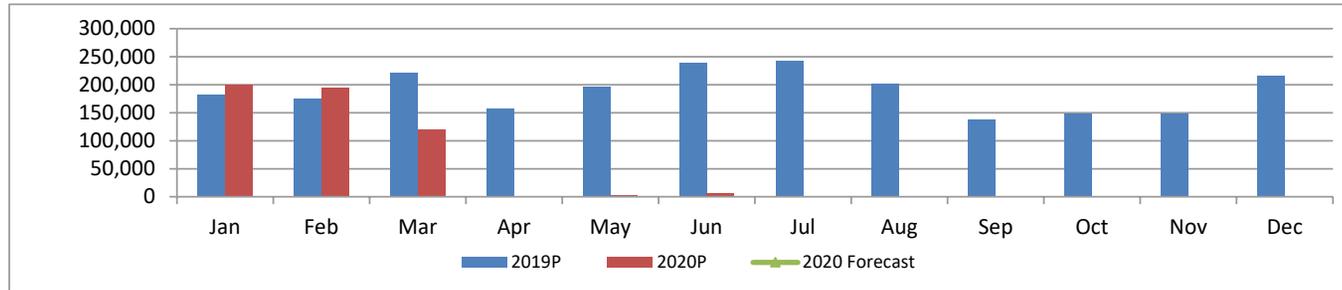
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-55.8%	295,289
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-56.9%	184,080
Visitor Days	N/A	-51.1%	5,599,497	N/A	Moloka'i	-55.7%	3,984
Arrivals	N/A	-55.3%	523,780	N/A	Lāna'i	-61.0%	5,439
Daily Census	N/A	-51.4%	30,766	N/A	Kaua'i	-56.8%	91,110
Airlift (scheduled seats)	N/A	-43.1%	339,153	N/A	Hawai'i Island	-54.1%	108,571

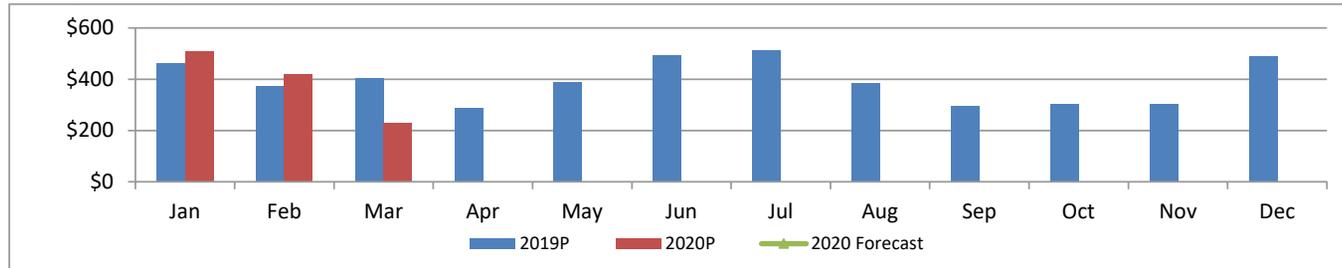
*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

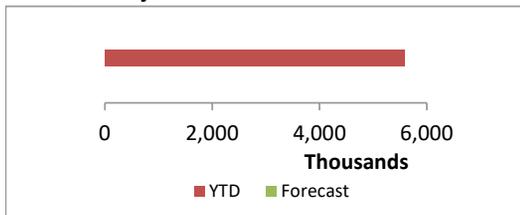


Monthly Visitor Expenditures (\$mil)

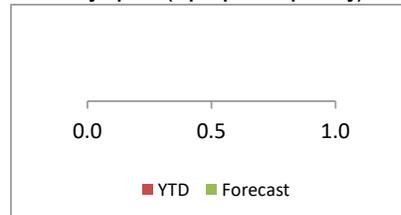


Annual Indicators

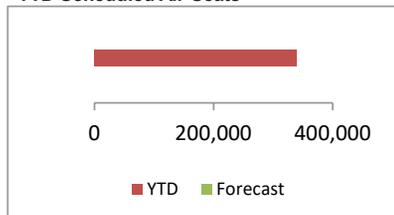
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

Hawai'i Tourism Authority Report Date: **Jun-20** Preliminary

Visitor Industry Performance Measures

Market: **CANADA**

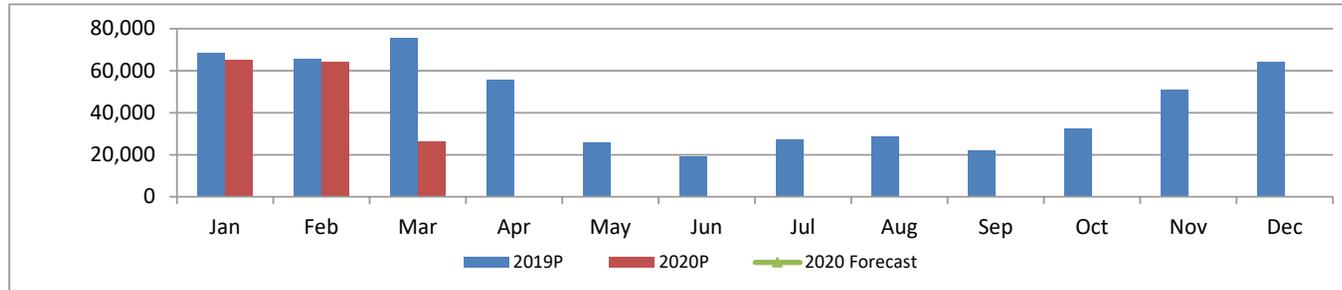
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-51.4%	61,684
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-54.2%	71,099
Visitor Days	N/A	-45.9%	2,057,170	N/A	Moloka'i	-63.9%	1,023
Arrivals	N/A	-49.8%	155,821	N/A	Lāna'i	-51.0%	1,556
Daily Census	N/A	-46.2%	11,303	N/A	Kaua'i	-49.0%	22,567
Airlift (scheduled seats)	N/A	-46.2%	164,881	N/A	Hawai'i Island	-35.6%	35,806

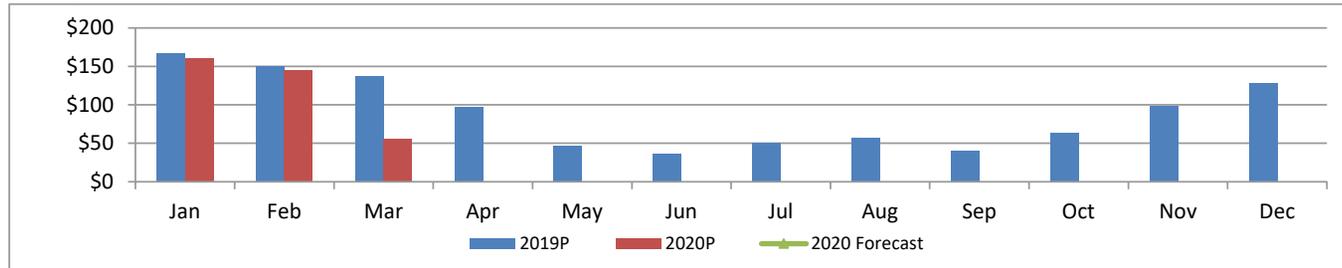
*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

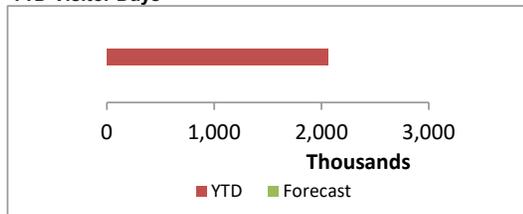


Monthly Visitor Expenditures (\$mil)

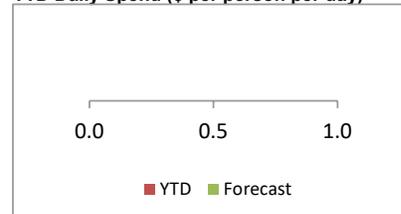


Annual Indicators

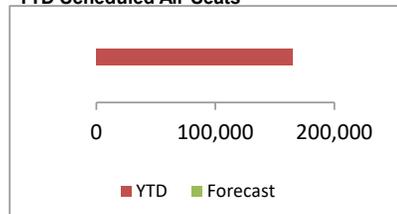
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

Hawai'i Tourism Authority Report Date: **Jun-20** Preliminary

Visitor Industry Performance Measures

Market: **JAPAN**

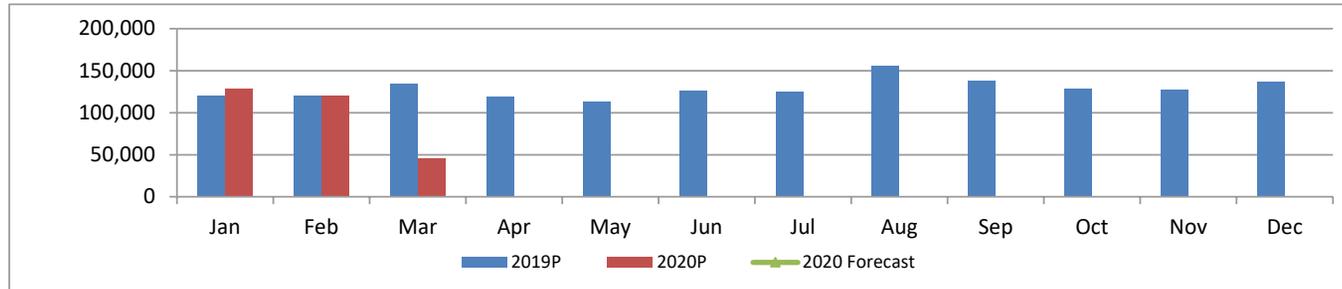
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-60.6%	274,573
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-65.8%	8,133
Visitor Days	N/A	-59.5%	1,732,604	N/A	Moloka'i	-51.0%	421
Arrivals	N/A	-59.9%	294,295	N/A	Lāna'i	-87.9%	133
Daily Census	N/A	-59.8%	9,520	N/A	Kaua'i	-69.5%	3,701
Airlift (scheduled seats)	N/A	-52.5%	466,072	N/A	Hawai'i Island	-51.7%	35,902

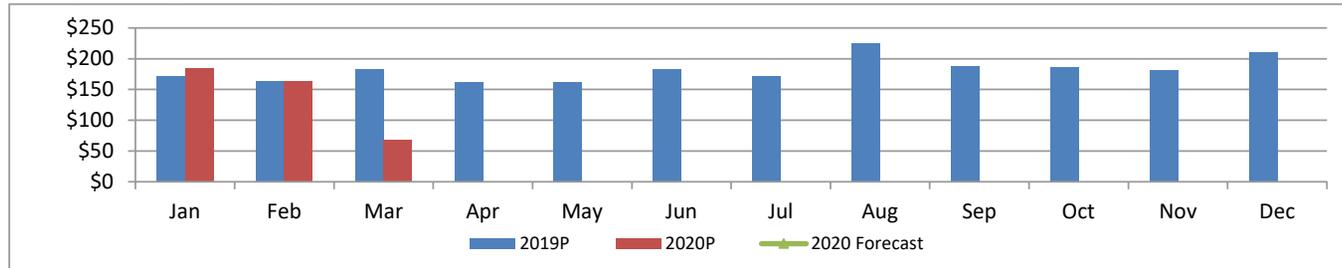
*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

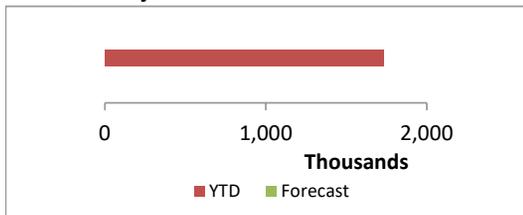


Monthly Visitor Expenditures (\$mil)

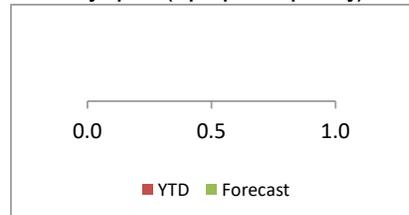


Annual Indicators

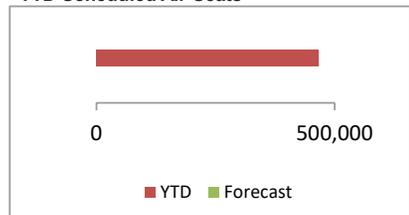
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

Hawai'i Tourism Authority Report Date: **Jun-20** *Preliminary*

Visitor Industry Performance Measures

Market: **CHINA**

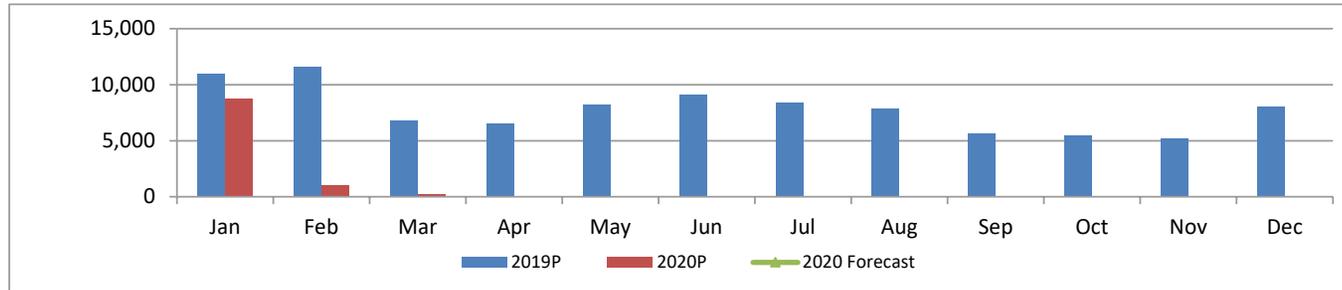
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-81.4%	9,558
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-79.2%	2,393
Visitor Days	N/A	-78.6%	89,483	N/A	Moloka'i	-83.8%	75
Arrivals	N/A	-81.2%	10,003	N/A	Lāna'i	-90.6%	56
Daily Census	N/A	-78.8%	492	N/A	Kaua'i	-74.4%	605
Airlift (scheduled seats)	N/A	-88.0%	8,176	N/A	Hawai'i Island	-79.9%	3,905

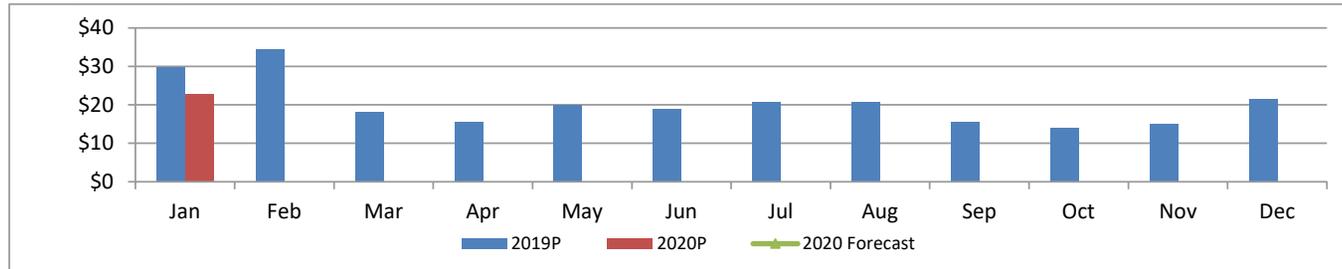
*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

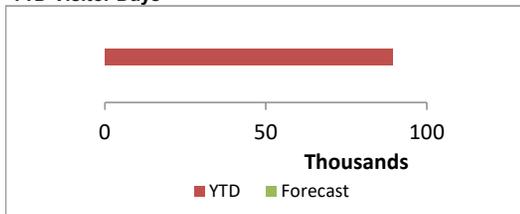


Monthly Visitor Expenditures (\$mil)

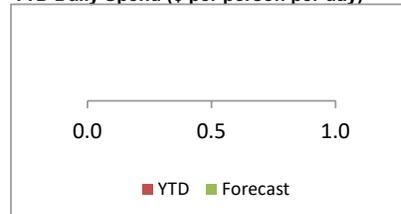


Annual Indicators

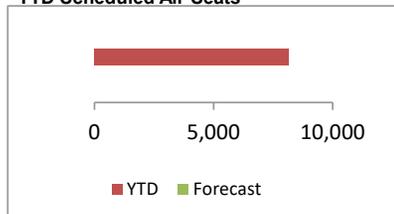
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

Hawai'i Tourism Authority Report Date: **Jun-20** Preliminary

Visitor Industry Performance Measures

Market: **KOREA**

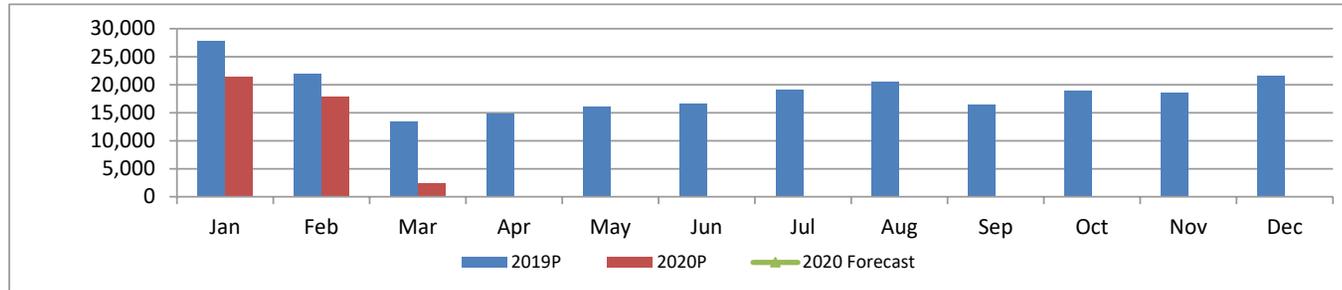
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-62.2%	41,090
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-72.4%	4,169
Visitor Days	N/A	-59.0%	349,018	N/A	Moloka'i	-82.0%	60
Arrivals	N/A	-62.3%	41,672	N/A	Lāna'i	-73.5%	94
Daily Census	N/A	-59.2%	1,918	N/A	Kaua'i	-68.5%	1,205
Airlift (scheduled seats)	N/A	-55.3%	71,175	N/A	Hawai'i Island	-55.2%	6,094

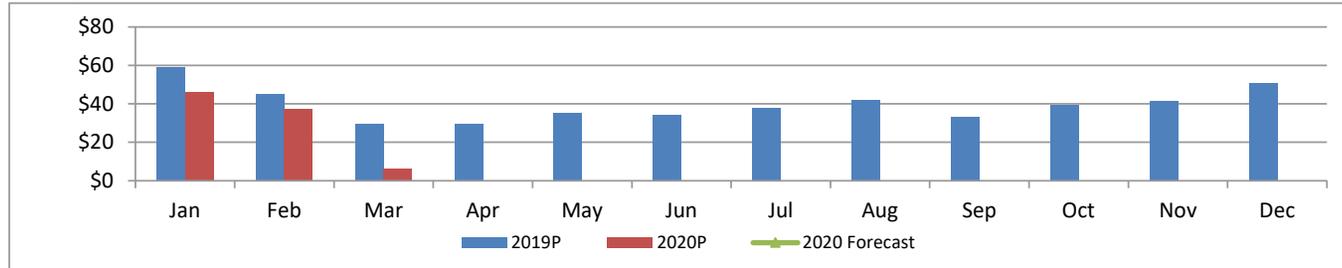
*DBEDT 2020 Forecast not yet available

Monthly Indicators

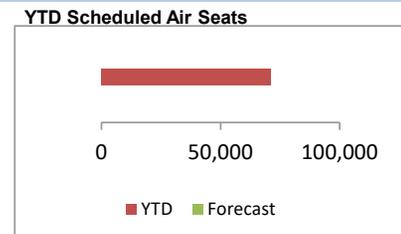
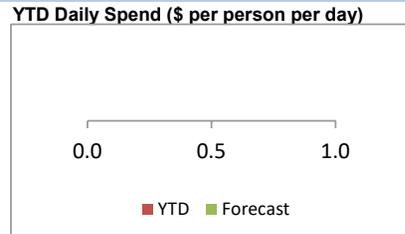
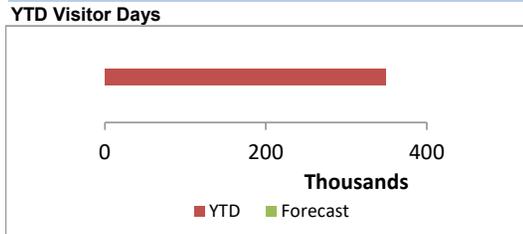
Monthly Arrivals



Monthly Visitor Expenditures (\$mil)



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

Hawai'i Tourism Authority Report Date: **Jun-20** Preliminary

Visitor Industry Performance Measures

Market: **TAIWAN**

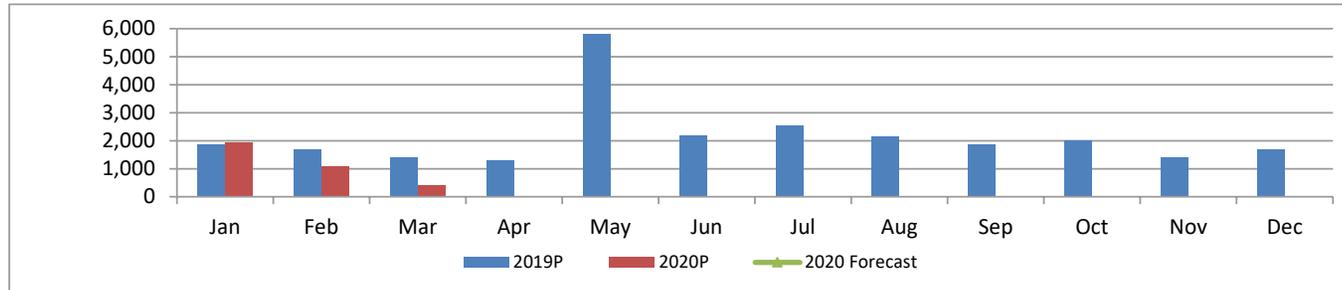
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-75.7%	3,374
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-77.4%	601
Visitor Days	N/A	-74.0%	33,490	N/A	Moloka'i	N/A	22
Arrivals	N/A	-75.6%	3,463	N/A	Lāna'i	-96.8%	3
Daily Census	N/A	-74.2%	184	N/A	Kaua'i	-76.2%	133
Airlift (scheduled seats)	N/A	-60.7%	7,344	N/A	Hawai'i Island	-59.5%	1,239

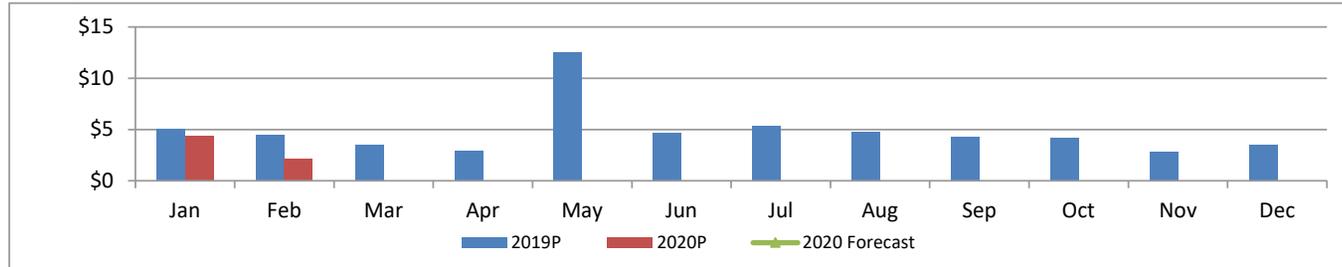
*DBEDT 2020 Forecast not yet available

Monthly Indicators

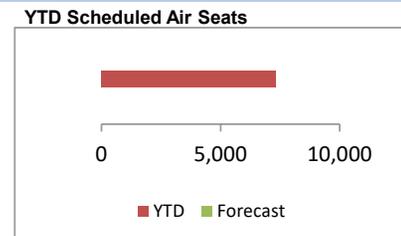
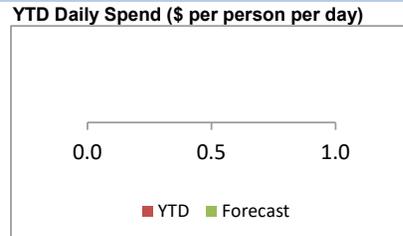
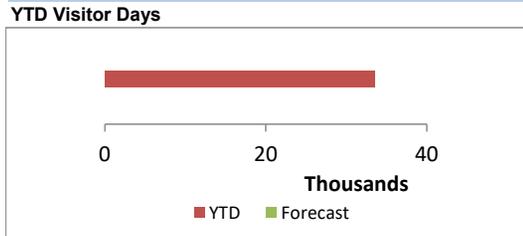
Monthly Arrivals



Monthly Visitor Expenditures (\$mil)



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

Hawai'i Tourism Authority Report Date: **Jun-20** Preliminary

Visitor Industry Performance Measures

Market: **OCEANIA**

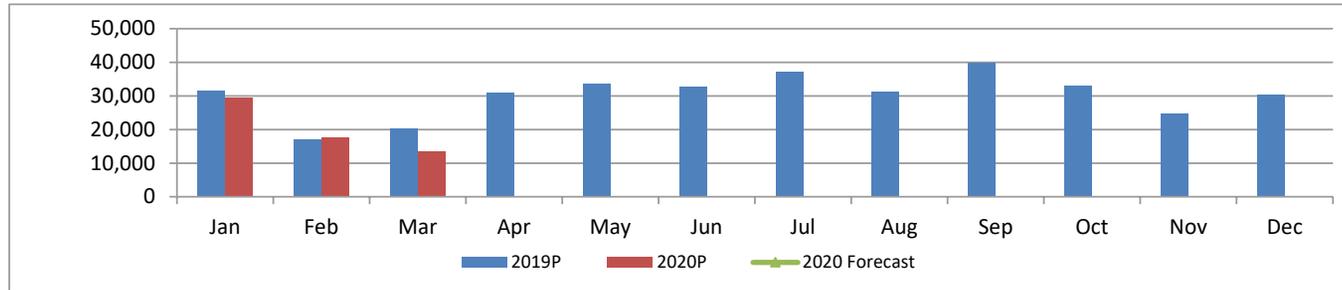
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-63.4%	59,539
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-68.8%	8,634
Visitor Days	N/A	-63.4%	568,180	N/A	Moloka'i	-64.1%	830
Arrivals	N/A	-63.4%	60,816	N/A	Lāna'i	-73.8%	847
Daily Census	N/A	-63.6%	3,122	N/A	Kaua'i	-66.7%	5,047
Airlift (scheduled seats)	N/A	-60.3%	95,737	N/A	Hawai'i Island	-61.2%	7,617

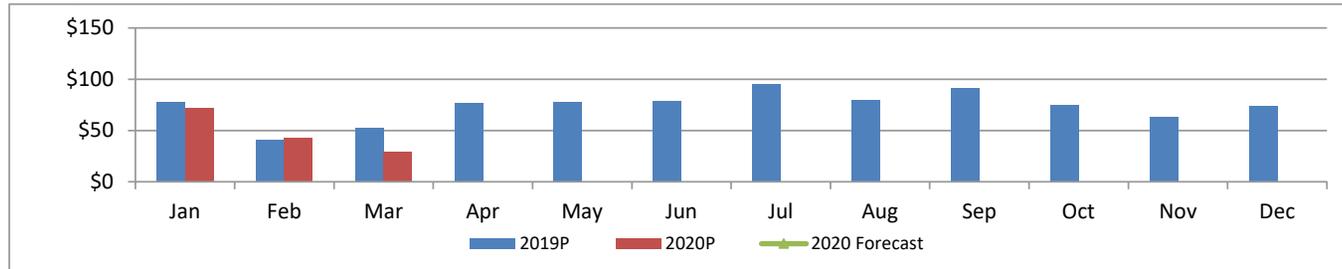
*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

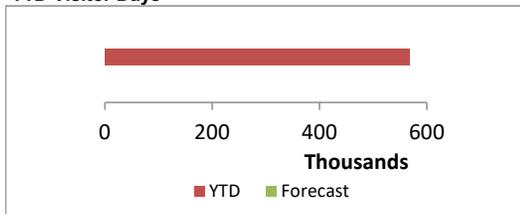


Monthly Visitor Expenditures (\$mil)

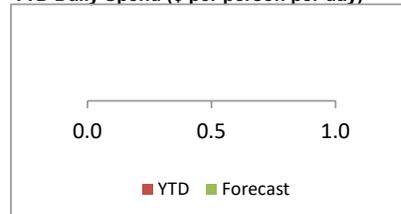


Annual Indicators

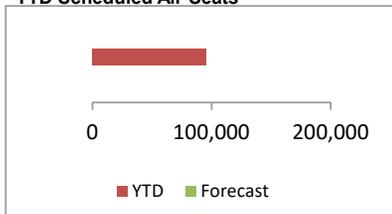
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

Hawai'i Tourism Authority Report Date: **Jun-20** *Preliminary*

Visitor Industry Performance Measures

Market: **EUROPE**

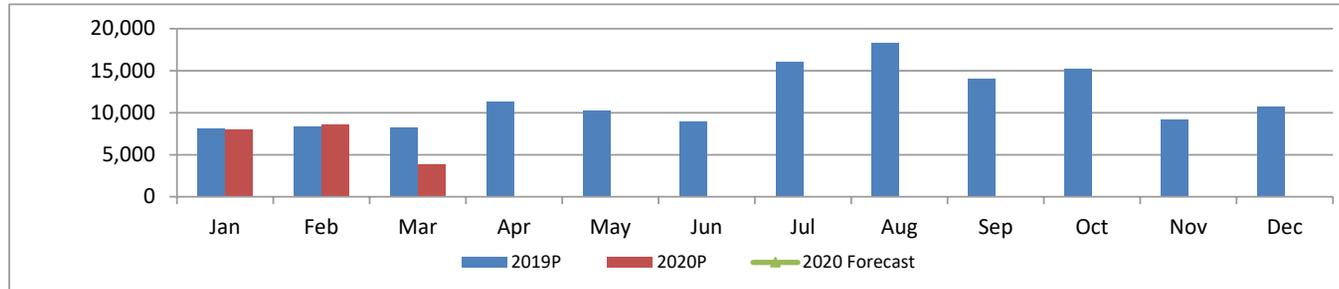
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-64.2%	14,773
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-65.1%	8,304
Visitor Days	N/A	-62.1%	270,107	N/A	Moloka'i	-52.3%	360
Arrivals	N/A	-62.8%	20,488	N/A	Lāna'i	-70.2%	243
Daily Census	N/A	-62.3%	1,484	N/A	Kaua'i	-62.7%	4,917
Airlift (scheduled seats)	N/A	N/A	N/A	N/A	Hawai'i Island	-59.9%	6,528

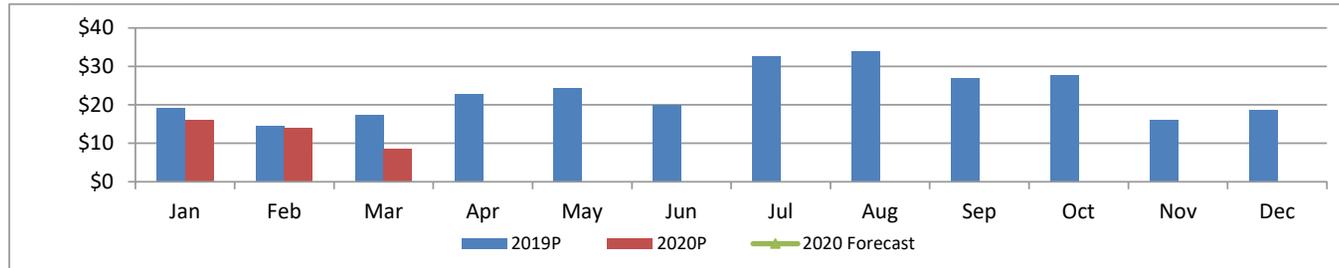
*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

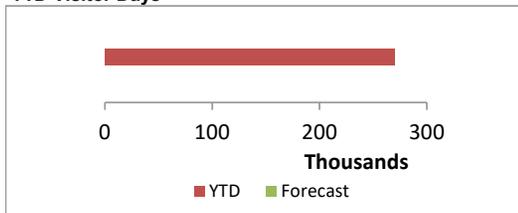


Monthly Visitor Expenditures (\$mil)

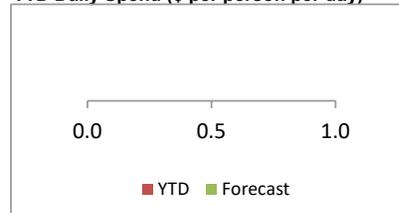


Annual Indicators

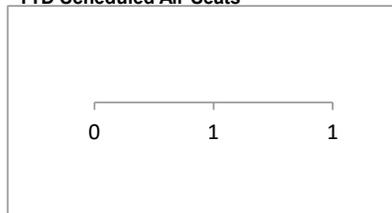
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

Hawai'i Tourism Authority Report Date: **Jun-20** *Preliminary*

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

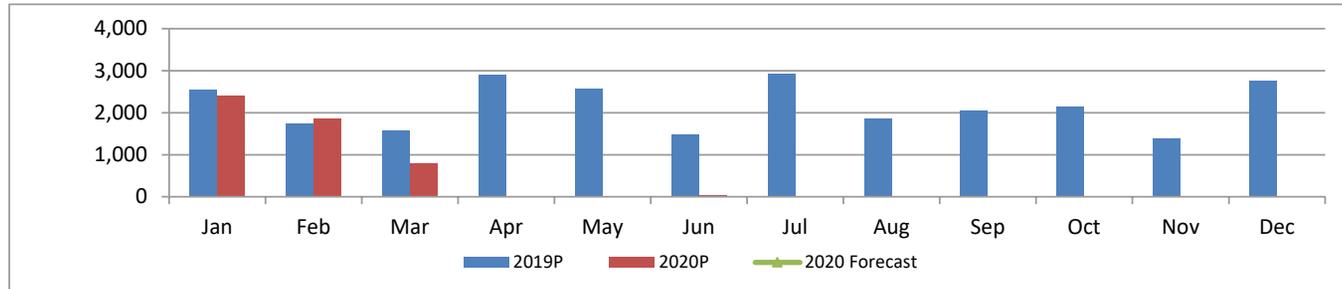
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-60.9%	3,899
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-60.5%	1,721
Visitor Days	N/A	-59.3%	54,868	N/A	Moloka'i	-79.7%	20
Arrivals	N/A	-60.1%	5,115	N/A	Lāna'i	-58.1%	50
Daily Census	N/A	-59.5%	301	N/A	Kaua'i	-62.4%	568
Airlift (scheduled seats)	N/A	N/A	N/A	N/A	Hawai'i Island	-67.7%	769

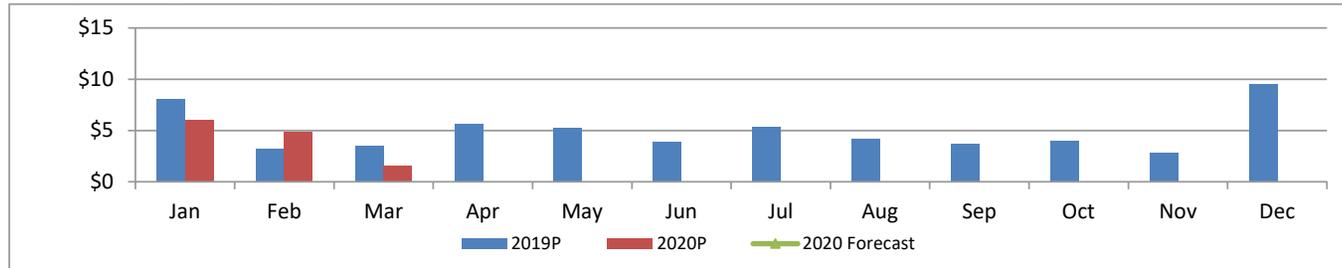
*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

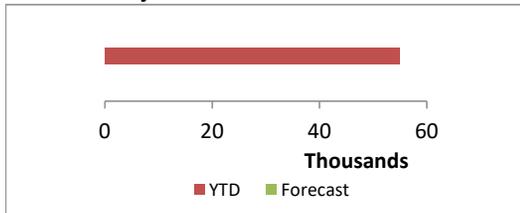


Monthly Visitor Expenditures (\$mil)

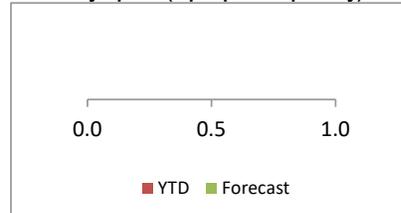


Annual Indicators

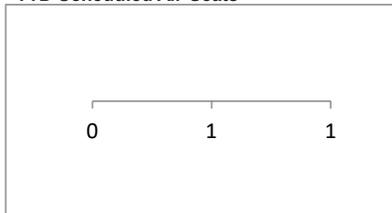
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



* Excludes Supplemental Business Expenditures

Agenda Item

6

Presentation, Discussion and Action on HTA's
Financial Reports for May and June 2020

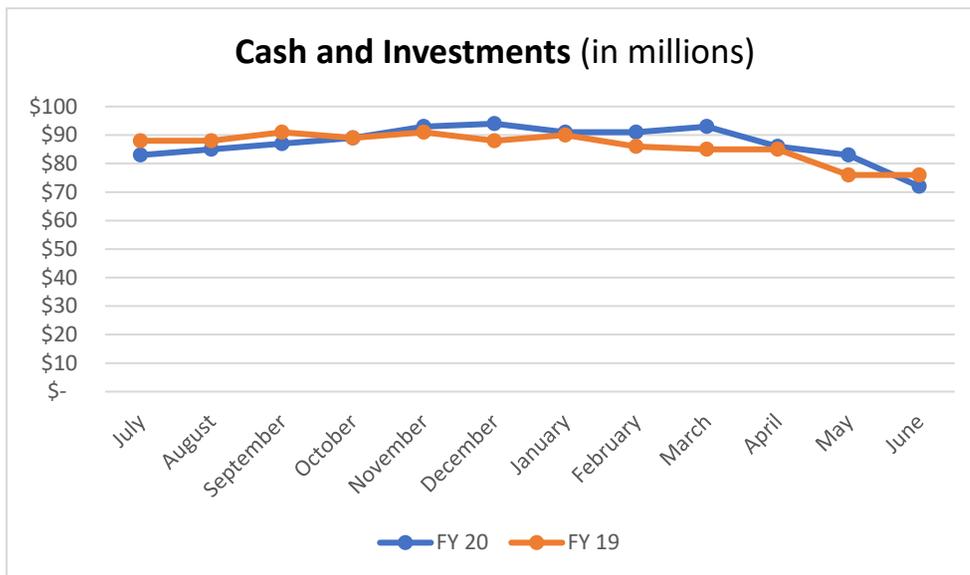
HAWAII TOURISM

AUTHORITY

Financial Statements – Executive Summary May 1, 2020 – June 30, 2020

Tourism Special Fund:

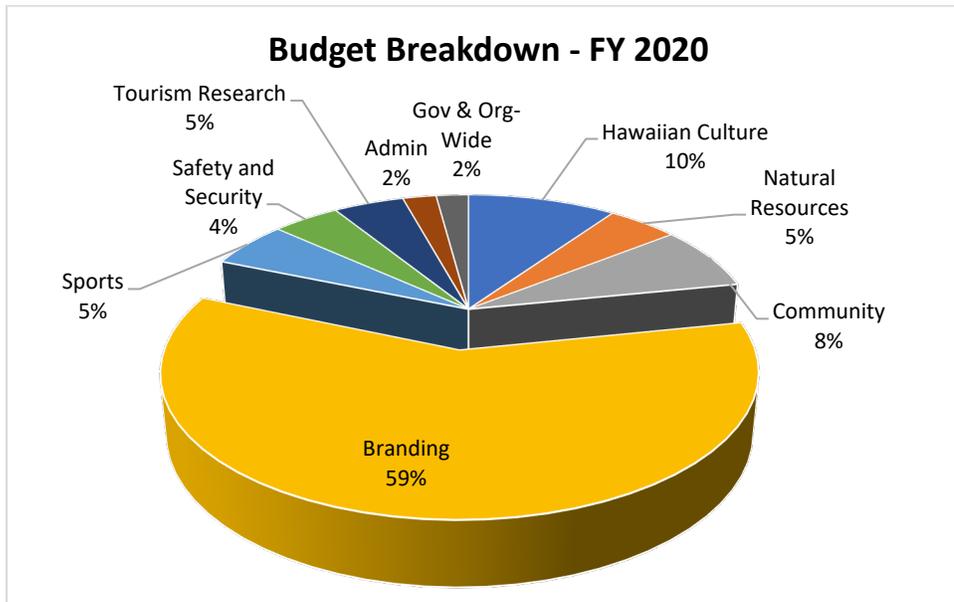
1. \$77.3M in cash and investments

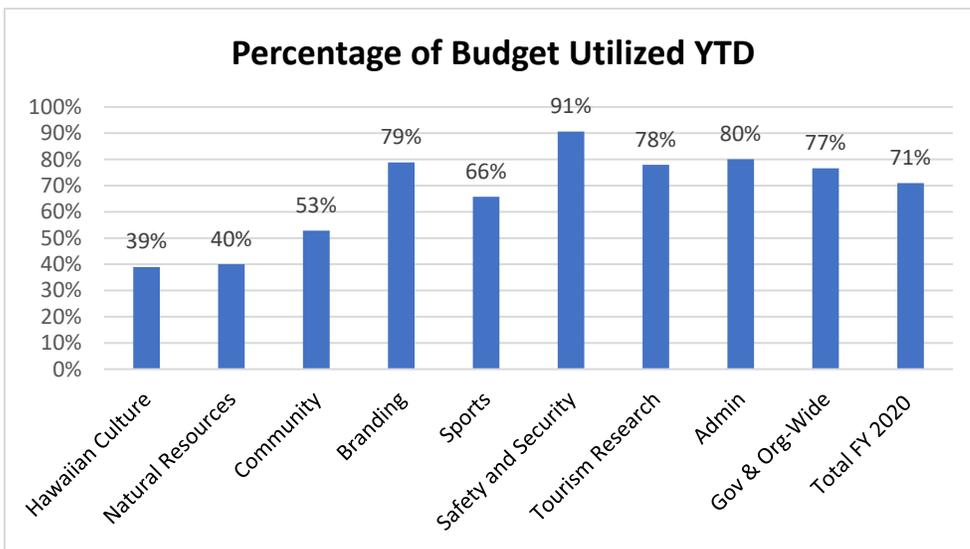
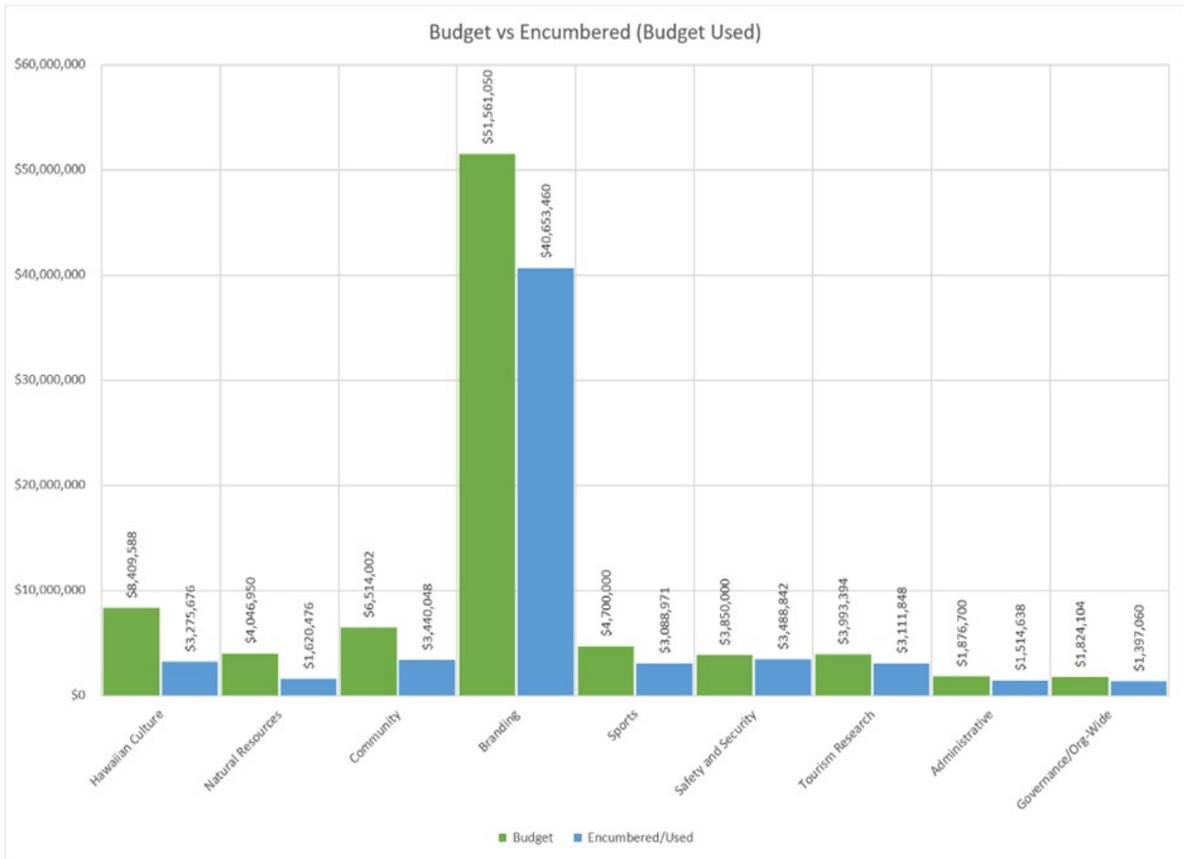


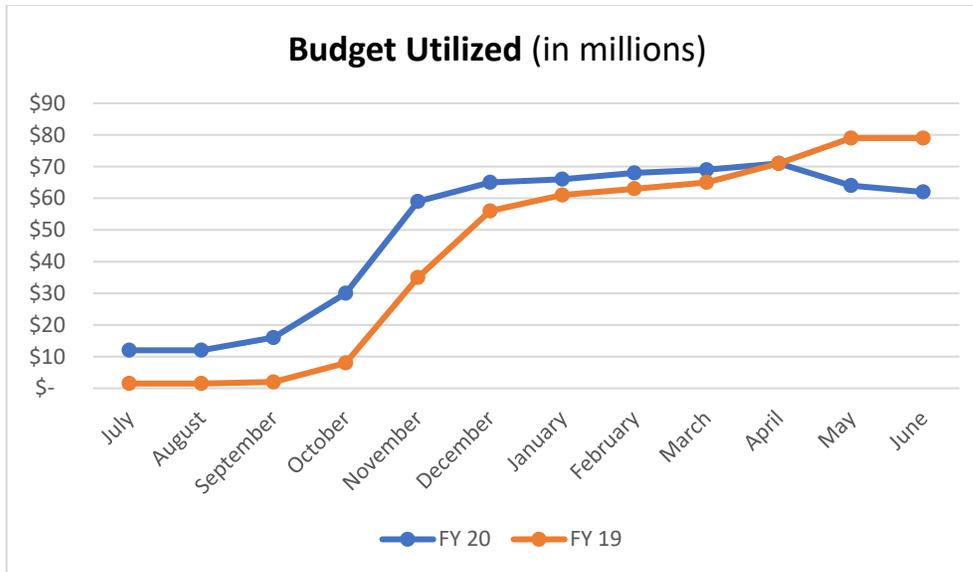
- a. Includes \$5M in Emergency Fund held as investments.
 - i. Approximately \$3M held in money market funds; and
 - ii. Approximately \$2M held in US Treasury Notes, laddered to mature throughout FY 2021
 - iii. Further detail provided in the financial statements
 - b. Decrease from April of \$14.3M due to:
 - i. \$15.7M in expenditures for the two-month period ended June 2020
 - ii. Partially offset by recording \$1.4M in investment income and \$31K in contract refunds for the two-month period ended June 2020.
2. HTA's outstanding encumbrances are summarized as follows:

\$3.7M	Prior year encumbrances currently being spent down
\$29.1M	Current year encumbrances remaining
\$32.8M	Total encumbrances outstanding at June 30, 2020

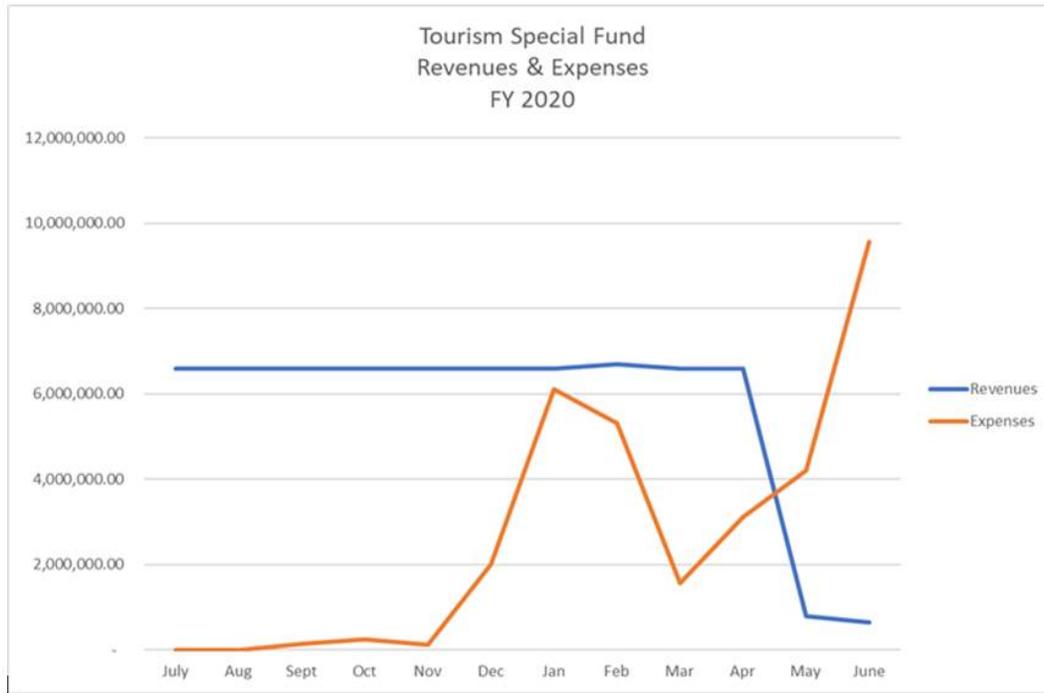
- b. The significant decrease in budget utilized from the previous reported month is due to contract cancellations or reductions HTA made due to its TAT funding being temporarily suspended.
- c. Through June 30, 2020 HTA has encumbered \$2.3M for programs supporting HTA's response efforts to COVID-19.







6. The following notable budget reallocations were made during May and June 2020:
 - a. \$400K for Crisis Management to support HTA's COVID-19 response efforts, reallocated from Safety & Security Opportunity Fund (\$290K) and Lifeguard program (\$110K)
 - b. \$30K from Hawaiian Culture Initiative to Hawaiian Culture Opportunity Fund to support Iolani Palace repairs
7. Operating Income:
 - a. Recorded \$65.8M in TAT and \$2.7M in investment income in FY 2020.
 - i. HTA's TAT allocation was suspended due to the COVID-19 pandemic, resulting in HTA not receiving the originally anticipated allocation for May and June of \$13.2M.
 - ii. Of the \$2.7M in investment income, \$1.3M related to FY 2019 earnings that were calculated by the State and that we received in FY 2020.
 - b. Incurred \$15.7M of program and other expenditures for the two-month period ended June 2020, and \$67.4M in expenditures YTD.



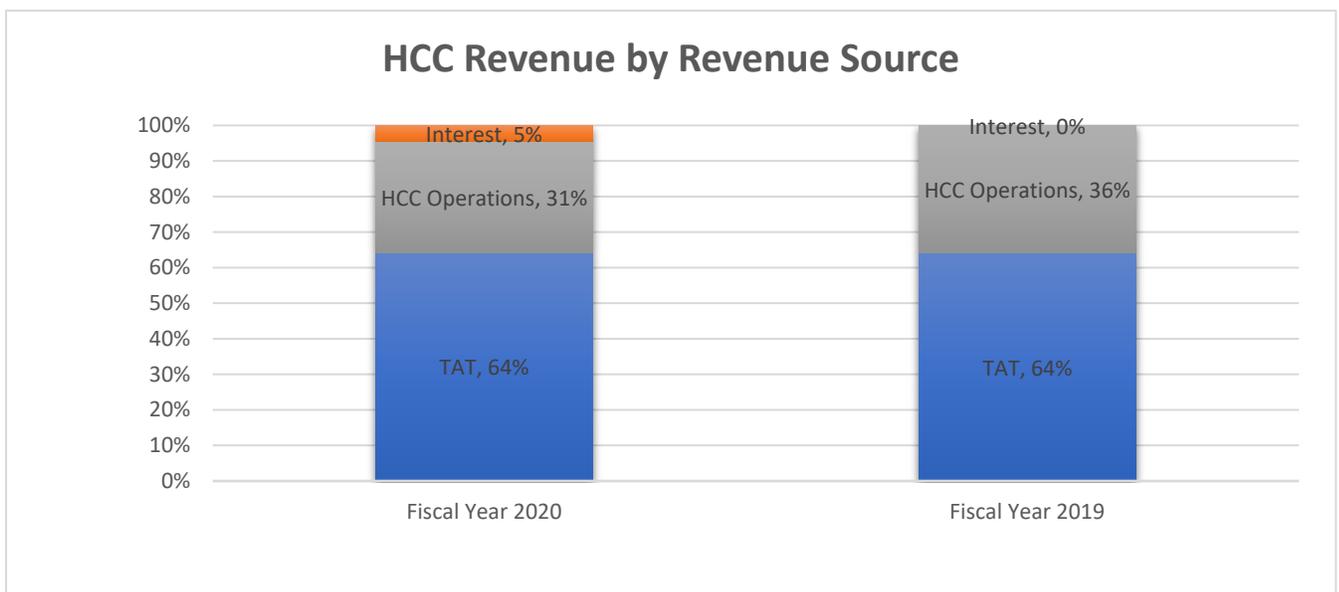
Convention Center Enterprise Special Fund:

8. \$26.6M in cash
 - a. Decrease of \$15.7M due to \$16.4M in HCC expenditures paid for the two-month period ended June 2020, partially offset by recording \$154K in HCC operating revenue and \$526K in investment income for the two-month period ended June 2020.
9. \$22.1M in cash with contractor or with DAGS, for R&M projects (as of June 2020).
 - a. Includes \$2M in Emergency R&M funds
 - b. These funds are encumbered or budgeted toward specific projects such as cooling tower replacement, furnishings and enhancements, wall rehabilitation, boiler and chiller replacement, and various equipment purchases and upgrades.
 - c. Reflects \$15M spent on current and future projects (in-progress costs or preliminary work); includes recent costs expended on meeting room roof repairs.
10. \$23.5M reserved as Board allocations as of June 30, 2020. This includes funds targeted to fund future repair and maintenance projects, large equipment purchases, convention center operating contingencies, operating capital and likely the Convention's Center's operating budget since HTA's TAT allocation has been suspended.
11. Outstanding encumbrances are summarized as follows:

\$519K	Prior year encumbrances currently being spent down
\$2.5M	Current year encumbrances remaining
\$2.7M	Total encumbrances outstanding at June 30, 2020

12. Budget:

- a. Revenues of \$14.7M were \$1.77M lower than \$16.5M budgeted revenues due to:
 - i. A \$2.75M shortfall in TAT. HTA recorded \$13.8M in TAT, compared to budgeted TAT of \$16.5M. HTA’s TAT allocation was suspended due to the COVID-19 pandemic, resulting in HTA not receiving the originally anticipated \$2.7M allocation for May and June.
 - ii. Partially offset by \$979K in investment income. Of the \$979K in investment income, \$526K related to FY 2019 earnings that we received in FY 2020.
- b. Encumbrances of \$14M were \$1.3M lower than budget of \$15.3M.
 - i. Operating results reflect HCC-AEG having revisited their calendar 2020 budget to minimize the impact of COVID-19 on HCC’s operations. Operating results also benefited from activity at HCC during the COVID-19 pandemic, such as having the State of Hawaii Department of Labor and Industrial Relations in-house.
- c. The net impact of revenues and encumbrances resulted in \$745K net income, which was \$450K less than the \$1.2M net income budgeted.



Hawaii Tourism Authority

Balance Sheet

Tourism Special Fund

As of 6/30/20

	<u>Current Year</u>
Assets	
Current Assets	
Checking	72,273,732.33
Petty Cash	5,000.00
Total Current Assets	<u>72,278,732.33</u>
Total Assets	<u><u>72,278,732.33</u></u>
Fund Balance	
Current year payables	
Accounts Payable	(739.06)
Credit Card Payable	636.24
Total Current year payables	<u>(102.82)</u>
Encumbered Funds	
FY 2013 Funds	-
FY 2014 Funds	-
FY 2015 Funds	8,322.49
FY 2016 Funds	45,661.18
FY 2017 Funds	44,496.92
FY 2018 Funds	607,245.43
FY 2019 Funds	2,946,036.94
FY 2020 Funds	29,144,494.87
Total Encumbered Funds	<u>32,796,257.83</u>
Unencumbered Funds	
Total Unencumbered Funds	39,482,577.32
Total Fund Balance	<u><u>72,278,732.33</u></u>

Hawaii Tourism Authority
 Balance Sheet
 Convention Center Enterprise Special Fund
 As of 6/30/20

	Current Year
Assets	
Current Assets	
Checking	26,563,868.40
Total Current Assets	26,563,868.40
 Total Assets	 26,563,868.40
 Fund Balance	
Encumbered Funds	
FY 2018 Funds	130,000.00
FY 2019 Funds	389,482.03
FY 2020 Funds	2,515,260.50
Total Encumbered Funds	3,034,742.53
Unencumbered Funds	
Total Unencumbered Funds	23,529,125.87
 Total Fund Balance	 26,563,868.40

Hawaii Tourism Authority

Balance Sheet

Emergency Trust Fund

As of 6/30/20

	<u>Current Year</u>
Assets	
Current Assets	
Investments	5,125,792.26
Total Current Assets	<u>5,125,792.26</u>
Total Assets	<u><u>5,125,792.26</u></u>
Fund Balance	
Current year net assets	
	154,531.24
Total Current year net assets	<u>154,531.24</u>
Prior years	
Total Prior years	4,971,261.02
Total Fund Balance	<u><u>5,125,792.26</u></u>

HTA Allocations
FY 2020 and FY 2021 (Projected)

HTA Allocations:

Annual Budgets:
-\$48.7M FY 2021 HTA Tourism Special Fund
 (\$0M TAT + \$32.9M carryover + \$5M Emergency Fund + \$10.8M encumbrance cancellations to be processed in FY21)
-FY 2021 Convention Center Fund TBD

\$5M Emergency Funds	
\$5M Emergency Fund Reserve (Established by Statute as a separate fund, to be used upon declaration of a tourism emergency by the Governor; HTA requested to use in FY21)	\$0M Mandated by Board (designated for use in the event of a significant economic downturn upon Board approval; used to fund FY 21 budget in response to COVID-19)

	Tourism Special Fund Long-Term Obligations, Commitments and Allocations:		Convention Center Fund Long-Term Obligations, Commitments and Obligations:	
	6/30/2020	Projected 6/30/2021	6/30/2020	Projected 6/30/2021
Carryover of FY 2020 to FY 2021 Budget (Use in FY 21)	32,959,009	-	2,586,817	TBD
Carryover for FY 2022 Budget	-	-	20,862,308	TBD
Center for Hawaiian Music & Dance	6,198,568	6,198,568		
Accrued Health Liability	-	-		
Accrued Retirement Liability	-	-		
Accrued Vacation Liability	325,000	325,000	80,000	80,000
Total Long-Term Obligations and Commitments	39,482,577	6,523,568	23,529,125	TBD

TOTAL RESERVES (incl \$5M Emergency Fund at 6/30/20; to be used in FY21) 44,482,577 6,523,568

23,529,125 TBD

Hawaii Tourism Authority
Statement of Revenues and Expenditures
348 - Tourism Special Fund
20 - FY 2020 Funds
From 5/1/2020 Through 6/30/2020

	Total Budget	Current Period Actual	Current Year Actual	Total Budget Variance
Revenue				
Transient Accomodations Tax	79,000,000.00	0.00	65,833,333.30	(13,166,666.70)
Interest and Dividends	0.00	1,421,118.26	1,421,118.26	1,421,118.26
Miscellaneous	0.00	9,189.85	126,488.46	126,488.46
Refunds	0.00	23,164.04	48,144.49	48,144.49
Transfers - In	0.00	0.00	2,062.89	2,062.89
Total Revenue	79,000,000.00	1,453,472.15	67,431,147.40	(11,568,852.60)
Expense				
Perpetuating Hawaiian Culture	8,409,588.00	459,199.24	1,072,253.11	7,337,334.89
Natural Resources	4,046,950.00	157,475.86	505,975.86	3,540,974.14
Community	6,514,002.00	326,941.28	1,514,236.56	4,999,765.44
Branding	51,561,050.00	9,252,689.91	20,467,193.39	31,093,856.61
Sports	4,700,000.00	180,000.00	3,053,212.94	1,646,787.06
Safety and Security	3,850,000.00	1,394,922.58	2,086,440.54	1,763,559.46
Tourism Research	3,993,394.00	561,394.80	1,222,896.82	2,770,497.18
Administrative	1,876,700.00	693,389.45	1,186,265.81	690,434.19
Governance and Organization-Wide	1,824,104.00	738,447.88	1,335,389.04	488,714.96
Total Expense	86,775,788.00	13,764,461.00	32,443,864.07	54,331,923.93
Net Income	(7,775,788.00)	(12,310,988.85)	34,987,283.33	42,763,071.33

Hawaii Tourism Authority
Statement of Revenues and Expenditures
348 - Tourism Special Fund Prior Year Funds
From 5/1/2020 Through 6/30/2020

	Total Budget	Current Period Actual	Current Year Actual	Total Budget Variance
Revenue				
Interest and Dividends	0.00	0.00	1,300,163.01	1,300,163.01
Governance and Organization-Wide	0.00	52.00	52.00	52.00
Total Revenue	<u>0.00</u>	<u>52.00</u>	<u>1,300,215.01</u>	<u>1,300,215.01</u>
Expense				
Perpetuating Hawaiian Culture	3,546,744.58	251,111.32	2,603,566.49	943,178.09
Natural Resources	1,196,578.00	48,671.16	319,671.16	876,906.84
Community	2,604,719.50	202,663.00	2,022,981.59	581,737.91
Branding	26,084,684.49	424,643.31	22,999,841.12	3,084,843.37
Sports	2,790,463.45	0.33	2,391,550.33	398,913.12
Safety and Security	1,341,713.01	128,578.93	1,165,937.16	175,775.85
Tourism Research	3,804,989.32	539,665.78	2,795,368.33	1,009,620.99
Administrative	1,058,266.82	22,465.55	671,393.84	386,872.98
Governance and Organization-Wide	35,144.49	16,000.00	26,165.22	8,979.27
Total Expense	<u>42,463,303.66</u>	<u>1,633,799.38</u>	<u>34,996,475.24</u>	<u>7,466,828.42</u>
Net Income	<u>(42,463,303.66)</u>	<u>(1,633,747.38)</u>	<u>(33,696,260.23)</u>	<u>8,767,043.43</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
361 - Convention Center Enterprise Special Fund
20 - FY 2020 Funds
From 5/1/2020 Through 6/30/2020

	<u>Total Budget</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance</u>
Revenue				
Transient Accomodations Tax	16,500,000.00	0.00	13,750,000.00	(2,750,000.00)
Interest and Dividends	0.00	526,177.44	526,177.44	526,177.44
HCC Revenue	<u>9,541,811.00</u>	<u>153,708.58</u>	<u>6,670,219.86</u>	<u>(2,871,591.14)</u>
Total Revenue	<u>26,041,811.00</u>	<u>679,886.02</u>	<u>20,946,397.30</u>	<u>(5,095,413.70)</u>
Expense				
Branding	72,100.00	60,492.07	60,492.07	11,607.93
Administrative	250,511.00	236,476.21	236,476.21	14,034.79
HCC Operating Expense	12,824,694.00	8,542,047.07	8,542,047.07	4,282,646.93
HCC Repair and Maintenance	4,753,020.00	4,753,020.00	4,753,020.00	0.00
HCC Sales and Marketing / MFF	6,414,097.00	2,460,777.57	4,255,152.57	2,158,944.43
Governance and Organization-Wide	527,389.00	124,794.06	291,206.06	236,182.94
Total Expense	<u>24,841,811.00</u>	<u>16,177,606.98</u>	<u>18,138,393.98</u>	<u>6,703,417.02</u>
Net Income	<u>1,200,000.00</u>	<u>(15,497,720.96)</u>	<u>2,808,003.32</u>	<u>1,608,003.32</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
361 - Convention Center Enterprise Special Fund Prior Year Funds
From 5/1/2020 Through 6/30/2020

	<u>Total Budget</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance</u>
Revenue				
Interest and Dividends	0.00	0.00	452,491.51	452,491.51
Total Revenue	<u>0.00</u>	<u>0.00</u>	<u>452,491.51</u>	<u>452,491.51</u>
Expense				
HCC Operating Expense	954,383.40	199,557.86	199,557.86	754,825.54
HCC Sales and Marketing / MFF	75,918.83	0.00	0.00	75,918.83
Governance and Organization-Wide	79,300.00	0.00	66,732.97	12,567.03
Total Expense	<u>1,109,602.23</u>	<u>199,557.86</u>	<u>266,290.83</u>	<u>843,311.40</u>
Net Income	<u>(1,109,602.23)</u>	<u>(199,557.86)</u>	<u>186,200.68</u>	<u>1,295,802.91</u>

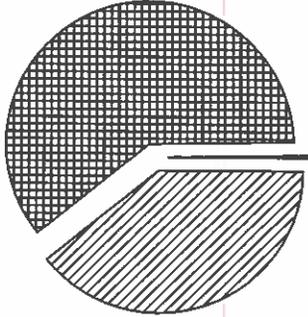
Statement Period

05/01/2020 through 05/31/2020

**BANK OF HAWAII
AGENT U/A DATED 10/31/2018 FOR
HAWAII TOURISM AUTHORITY -
TOURISM EMERGENCY TRUST FUND**

Summary Of Investments

Investment Allocation



0.2%	CASH	11,214.40
60.6%	CASH EQUIVALENTS	3,121,036.02
39.2%	FIXED INCOME	2,016,400.00
100.0%	TOTAL	5,148,650.42

Investment Summary

	Market Value	%	Estimated Income	Current Yield
CASH	11,214.40	0.22	0	0.00
CASH EQUIVALENTS	3,121,036.02	60.62	3,745	0.12
FIXED INCOME	2,016,400.00	39.16	36,875	1.83
Total Fund	5,148,650.42	100.00	40,620	0.79

Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
	CASH	330.59	330.59	2.95
	ACCRUED INCOME	10,883.81	10,883.81	97.05
	TOTAL CASH	11,214.40*	11,214.40*	100.00*
	CASH EQUIVALENTS			
	CASH MANAGEMENT			
3,121,036.02	DREYFUS TREASURY OBLIGATIONS CASH MANAGEMENT FUND	3,121,036.02	3,121,036.02	100.00
	FIXED INCOME			
	U S TREASURY OBLIGATIONS			
500,000	US TREASURY NOTES 1.5% 07/15/2020	497,772.08	500,835.00	24.84

Statement Period

05/01/2020 through 05/31/2020

**BANK OF HAWAII
 AGENT U/A DATED 10/31/2018 FOR
 HAWAII TOURISM AUTHORITY -
 TOURISM EMERGENCY TRUST FUND**

Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
500,000	US TREASURY NOTES 1.625% 10/15/2020	498,094.22	502,635.00	24.93
500,000	US TREASURY NOTES 2% 01/15/2021	498,202.52	505,665.00	25.08
500,000	US TREASURY NOTES 2.25% 02/15/2021	499,473.02	507,265.00	25.16
	TOTAL U S TREASURY OBLIGATIONS	1,993,541.84*	2,016,400.00*	100.00*
	Total Fund	5,125,792.26*	5,148,650.42*	100.00*



Hawaii Convention Center
Facility
Income Statement
From 6/01/2020 Through 06/30/2020
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Direct Event Income								
Rental Income (Net)	335,400	253,000	82,400	217,835	1,300,441	1,686,583	(386,142)	1,646,416
Service Revenue	188,325	98,375	89,950	88,786	819,520	537,225	282,295	681,466
Total Direct Event Income	523,725	351,375	172,350	306,622	2,119,961	2,223,808	(103,847)	2,327,882
Direct Service Expenses	172,795	243,829	71,034	178,304	905,133	1,269,547	364,414	1,192,629
Net Direct Event Income	350,930	107,546	243,384	128,317	1,214,828	954,261	260,567	1,135,253
Ancillary Income								
Food and Beverage (Net)	121,409	713,962	(592,553)	290,703	1,342,843	3,072,441	(1,729,598)	2,952,019
Event Parking (Net)	10,927	45,750	(34,823)	74,804	203,855	554,930	(351,075)	526,532
Electrical Services	0	6,200	(6,200)	16,804	33,001	76,600	(43,599)	101,062
Audio Visual	1,061	13,260	(12,200)	16,422	45,105	143,100	(97,995)	136,923
Internet Services	0	0	0	1,923	0	0	0	7,863
Rigging Services	0	4,100	(4,100)	1,815	22,502	33,200	(10,698)	46,996
First Aid Commissions	0	0	0	0	0	0	0	0
Total Ancillary Income	133,397	783,272	(649,876)	402,472	1,647,306	3,880,271	(2,232,965)	3,771,394
Total Event Income	484,326	890,818	(406,492)	530,789	2,862,133	4,834,532	(1,972,399)	4,906,647
Other Operating Income								
Non-Event Parking	0	4,875	(4,875)	3,078	12,853	29,250	(16,397)	27,123
Other Income	16,608	14,759	1,849	11,230	60,030	88,554	(28,524)	78,141
Total Other Operating Income	16,608	19,634	(3,026)	14,307	72,882	117,804	(44,922)	105,263
Total Gross Income	500,934	910,452	(409,518)	545,097	2,935,016	4,952,336	(2,017,320)	5,011,911
Net Salaries & Benefits								
Salaries & Wages	227,271	452,032	224,761	414,646	1,966,706	2,687,057	720,351	2,445,381
Payroll Taxes & Benefits	70,994	128,647	57,653	155,378	607,553	771,882	164,329	680,216
Labor Allocations to Events	(162,177)	(75,088)	87,089	(57,144)	(582,948)	(381,483)	201,465	(374,227)
Total Net Salaries & Benefits	136,089	505,591	369,502	512,880	1,991,312	3,077,456	1,086,144	2,751,370
Other Indirect Expenses								
Net Contracted Services	25,251	36,123	10,872	18,728	168,777	202,778	34,001	135,074
Operations	5,394	17,274	11,880	10,591	52,883	92,444	39,561	70,754
Repair & Maintenance	59,168	76,265	17,097	74,450	291,159	457,590	166,431	358,907
Operational Supplies	18,525	68,713	50,188	50,318	178,596	359,026	180,430	321,055
Insurance	9,704	15,805	6,101	9,384	68,367	78,809	10,442	69,993
Utilities	139,310	242,448	103,138	212,349	919,690	1,176,833	257,143	1,175,774
Meetings & Conventions	0	1,650	1,650	3,067	5,456	8,400	2,944	12,815
Promotions & Communications	9,075	5,175	(3,900)	5,027	39,234	31,050	(8,184)	28,599
General & Administrative	6,197	33,664	27,467	38,049	80,231	170,454	90,223	158,542
Management Fees	18,232	18,233	1	11,000	109,406	109,398	(8)	66,000
Other	0	3,400	3,400	0	152,131	17,400	(134,731)	35,107
Total Other Indirect	290,855	518,750	227,895	432,963	2,065,930	2,704,182	638,252	2,432,619
Net Income (Loss) before CIP Funded Expenses	73,990	(113,889)	187,879	(400,747)	(1,122,226)	(829,302)	(292,924)	(172,078)
CIP Funded Expenses	0	0	0	2,217	150,692	0	150,692	2,268
Net Income (Loss) from Operations	73,990	(113,889)	187,879	(398,530)	(971,534)	(829,302)	(142,232)	(169,810)
Fixed Asset Purchases	0	25,000	25,000	0	34,703	150,000	115,297	28,692
Net Income (Loss) After Fixed Asset Purchases	73,990	(138,889)	212,879	(398,530)	(1,006,237)	(979,302)	(26,935)	(198,502)

Hawaii Convention Center
Facility
Income Statement
From 6/1/2020 Through 6/30/2020
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Revenues								
Food & Beverage	165,869	1,198,407	(1,032,538)	543,230	2,304,366	5,129,685	(2,825,319)	5,397,726
Facility	552,320	444,729	107,591	445,903	2,521,450	3,204,352	(682,902)	3,318,855
Total Revenues	718,189	1,643,136	(924,947)	989,133	4,825,816	8,334,037	(3,508,221)	8,716,581
Expenses								
Food & Beverage	100,700	671,360	570,660	401,352	1,562,464	3,112,606	1,550,142	3,385,648
Facility	543,499	1,085,665	542,166	988,528	4,385,578	6,050,733	1,665,155	5,503,011
Total Expenses	644,199	1,757,025	1,112,826	1,389,880	5,948,042	9,163,339	3,215,297	8,888,659
Net Income (Loss) before CIP Funded Expenses	73,990	(113,889)	187,879	(400,747)	(1,122,226)	(829,302)	(292,924)	(172,078)
CIP Funded Expenses	0	0	0	2,217	150,692	0	150,692	2,268
Net Income (Loss) from Operations	73,990	(113,889)	187,879	(398,530)	(971,534)	(829,302)	(142,232)	(169,810)
Fixed Asset Purchases	0	25,000	25,000	0	34,703	150,000	115,297	28,692
Net Income (Loss) after Fixed Asset Purchases	73,990	(138,889)	212,879	(398,530)	(1,006,237)	(979,302)	(26,935)	(198,502)

Hawaii Convention Center
Sales and Marketing
Income Statement
From 6/1/2020 Through 6/30/2020
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Other Operating Income								
Other Income	10	0	10	175	256	0	256	347
Total Other Operating Income	10	0	10	175	256	0	256	347
Total Gross Income	10	0	10	175	256	0	256	347
Net Salaries & Benefits								
Salaries & Wages	11,196	44,175	32,979 A/B	122,034	201,449	265,050	63,601	718,973
Payroll Taxes & Benefits	2,821	11,295	8,474 A/B	24,762	47,564	67,770	20,206	158,213
Total Net Salaries & Benefits	14,017	55,470	41,453 A/B	146,797	249,013	332,820	83,807	877,186
Other Indirect Expenses								
Net Contracted Services	0	0	0	15,012	0	0	0	100,905
Repair & Maintenance	5,365	5,517	152	4,930	34,688	33,102	(1,586)	37,434
Utilities	294	300	6	613	2,367	1,800	(567)	3,911
Meetings & Conventions								
Mileage	0	0	0	5	0	0	0	679
Meals & Entertainment	0	500	500	82	326	3,000	2,674	3,416
Meetings & Conventions	0	0	0	25,565	237	0	(237)	321,118
Dues & Subscriptions	0	117	117	475	417	702	286	7,598
Total Meetings & Conventions	0	617	617	26,127	980	3,702	2,722	332,812
Promotions & Communications								
Site Visit	0	0	0	2,868	0	0	0	18,077
Photography	0	2,750	2,750	3,918	79	2,750	2,671	7,496
Advertising	0	3,000	3,000	28,109	1,047	18,000	16,953	153,241
Web Development & Maint	340	3,725	3,385	2,277	9,965	22,350	12,385	36,902
Market Research	0	0	0	0	0	0	0	9,600
Promotional	0	12,000	12,000 B	6,193	(1,264)	21,500	22,764	74,911
Attendance Promotion	0	0	0	(200)	(528)	0	528	51,991
Global Outreach	0	0	0	0	0	0	0	0
Total Promotions & Comm	340	21,475	21,135 B	43,165	9,298	64,600	55,302	352,217
Marketing Flexibility Fund	0	0	0	50,010	0	0	0	325,030
General & Administrative	5	1,108	1,103	1,761	2,095	6,648	4,553	29,773
Management Fees	0	0	0	11,000	0	0	0	66,000
Other	1,047	2,166	1,119	4,188	10,471	12,996	2,525	25,445
Total Other Indirect Expenses	7,051	31,183	24,132 B	156,808	59,899	122,848	62,949	1,273,527
Net Income (Loss) from Operations	(21,057)	(86,653)	65,596	(303,429)	(308,656)	(455,668)	147,012	(2,150,366)
Fixed Asset Purchases	0	0	0	0	0	0	0	0
Net Income (Loss) After Fixed Asset Purchases	(21,057)	(86,653)	65,596	(303,429)	(308,656)	(455,668)	147,012	(2,150,366)

Budget Reallocation Summary
Through June 30, 2020

Budget Line Item	Program Code	Original Budget	Year-to-Date		May-June 2020 Activity
			Reallocation	Budget After Reallocations	
Perpetuating Hawaiian Culture					
From:					
Hawaiian Culture Programs - Unallocated	200	7,780,000	(7,779,883)	117	-
State Employees Salaries - Hawaiian Culture	932	285,000	(48,481)	236,519	-
				-	
				-	
				-	
			(7,828,364)		-
To:					
Kūkulu Ola: Living Hawaiian Cultural Program	201	-	1,585,000	1,585,000	-
Hawaiian Culture Initiative	202	-	469,500	469,500	(30,500)
Maemae HTA	203	-	52,831	52,831	-
Market Support	204	-	24,919	24,919	500
Aloha Festivals	205	-	250,000	250,000	-
Kahea Harbor Greetings	206	-	250,000	250,000	-
Kahea Airport Greetings	207	-	1,300,000	1,300,000	-
Hawaiian Music & Dance Center	208	-	1,000,000	1,000,000	-
King Kamehameha Celebration	210	-	150,000	150,000	-
Prince Lot Hula Festival	211	-	75,000	75,000	-
Merrie Monarch Hula Festival	212	-	100,000	100,000	-
Prince Kūhiō Celebration	213	-	75,000	75,000	-
Legacy Award Program	214	-	50,000	50,000	-
Hawaiian Culture Opportunity Fund	215	-	436,960	436,960	30,000
‘ōlelo Hawai‘i	216	-	865,173	865,173	-
FestPac	217	-	500,000	500,000	-
Duke's OceanFest	373	-	50,000	50,000	-
Surfing	374	-	150,000	150,000	-
Mele Mei & Na Hōkū Music Festival	713	-	150,000	150,000	-
Canoe Paddling	715	-	130,000	130,000	-
May Day	716	-	90,500	90,500	-
Resort Area Hawaiian Cultural Initiative	718	-	325,000	325,000	-
In-House Contracted Staff - Hawaiian Culture	299	-	77,569	77,569	-
			8,157,452		-
Natural Resources					
From:					
Natural Resources Programs - Unallocated	400	3,980,000	(3,980,000)	-	-
				-	-
				-	-
				-	-
			(3,980,000)		-
To:					
Aloha ‘āina	402	-	2,081,000	2,081,000	-
Environmental Sustainability Fund	406	-	1,649,000	1,649,000	-
Hawai‘i EcoTourism Association	407	-	50,000	50,000	-
Natural Resources Opportunity Fund	415	-	200,000	200,000	-
				-	-
				-	-
				-	-
			3,980,000		-
Community					
From:					
Community Programs - Unallocated	705	5,789,252	(4,782,500)	1,006,752	-

Budget Reallocation Summary
Through June 30, 2020

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	May-June 2020 Activity
State Employees Salaries - Community	933	210,000	(23,750)	186,250	-
			(4,806,250)		-
To:					
Community Event Awareness	353	-	260,000	260,000	-
Community Program Opportunity Fund	700	-	204,000	204,000	-
Community Enrichment Program	701	-	3,064,000	3,064,000	-
Community Training Workshops	702	-	390,000	390,000	-
World War II Commemorative Event	720	-	500,000	500,000	-
Current Workforce Development	802	-	174,500	174,500	-
Future Workforce Development	803	-	175,000	175,000	-
Scholarship Program	805	-	500,000	500,000	-
In-House Contracted Staff - Community	728	-	38,000	38,000	-
			5,305,500		-
Branding					
From:					
Marketing Opportunity Fund	380	2,000,000	(25,000)	1,975,000	-
				-	-
				-	-
			(25,000)		-
To:					
China MMA	329	2,000,000	-	2,000,000	-
Memberships and Dues - Branding	397	100,000	25,000	125,000	-
				-	-
			25,000		-

Budget Reallocation Summary
Through June 30, 2020

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	May-June 2020 Activity
Sports					
From:					
Sports Programs - Unallocated	379	7,200,000	(6,423,364)	776,636	-
				-	-
				-	-
			(6,423,364)		-
To:					
PGA Tour Contracts	312	-	2,206,364	2,206,364	-
Team Unlimited - Xterra Championship	341	-	132,000	132,000	-
LPGA	343	-	250,000	250,000	-
Soccer	347	-	-	-	-
Tennis	370	-	425,000	425,000	-
Volleyball	371	-	500,000	500,000	-
Polynesian Football Hall of Fame	377	-	155,000	155,000	-
UH Athletics Branding Partnership	378	-	100,000	100,000	-
Sports Community Outreach	382	-	30,000	30,000	-
Surf Marketing	383	-	100,000	100,000	-
Football	384	-	25,000	25,000	-
			3,923,364		-
Safety and Security					
From:					
Safety and Security Opportunity	606	300,000	(290,000)	10,000	(290,000)
Lifeguard Program	603	700,000	(110,000)	590,000	(110,000)
				-	-
			(400,000)		(400,000)
To:					
Crisis Management	602	100,000	2,100,000	2,200,000	400,000
				-	-
				-	-
				-	-
			2,100,000		400,000
Tourism Research					
From:					
None				-	-
				-	-
				-	-
			-		-

Budget Reallocation Summary
Through June 30, 2020

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	May-June 2020 Activity
To:					
				-	-
				-	-
				-	-
			-		-
<hr/>					
Administration and Organizationwide Costs					
From:					
				-	-
				-	-
				-	-
			-		-
<hr/>					
To:					
Community Industry Outreach & PR Services	101	250,000	15,000	265,000	-
				-	-
				-	-
			-		-
			15,000		-
<hr/>					
Governance and Organization-Wide					
From:					
State Employees Fringe	931	1,481,142	(43,338)	1,437,804	-
				-	-
				-	-
			(43,338)		-
<hr/>					
To:					
				-	-
				-	-
				-	-
			-		-
<hr/>					
Board Allocations					
From:					
None				-	-
				-	-
			-		-

Hawaii Tourism Authority
Budget Statement - Summary
FY 2020
As of June 30, 2020

Category	Tourism Special Fund				Convention Center Enterprise Special Fund			
	Budget	YTD Amount of Budget Used	Balance	Activity for May-June 2020	Budget	YTD Amount of Budget Used	Balance	Activity for May-June 2020
Revenues								
TAT Revenue Allocation	79,000,000	65,833,333	13,166,667	-	16,500,000	13,750,000	2,750,000	-
Prior Year Carryover	7,790,788	-	7,790,788	-	-	-	-	-
Other	-	2,898,028	(2,898,028)	1,453,525	-	978,669	(978,669)	526,177
	<u>86,790,788</u>	<u>68,731,361</u>	<u>18,059,427</u>	<u>1,453,525</u>	<u>16,500,000</u>	<u>14,728,669</u>	<u>1,771,331</u>	<u>526,177</u>
Expenditures								
Perpetuating Hawaiian Culture								
Hawaiian Culture Programs	8,095,500	3,021,675	5,073,825	(887,546)	-	-	-	-
In-House Contracted Staff - Hawaiian Culture	77,569	76,464	1,105	19,743	-	-	-	-
State Employee Salaries - Hawaiian Culture	236,519	177,537	58,982	(36,335)	-	-	-	-
Subtotal	<u>8,409,588</u>	<u>3,275,676</u>	<u>5,133,912</u>	<u>(904,138)</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Natural Resources (Statute: \$1M minimum)								
Natural Resources Programs	3,980,000	1,620,476	2,359,524	(360,524)	-	-	-	-
In-House Contracted Staff - Natural Resources	-	-	-	-	-	-	-	-
State Employee Salaries - Natural Resources	66,950	-	66,950	(66,950)	-	-	-	-
Subtotal	<u>4,046,950</u>	<u>1,620,476</u>	<u>2,426,474</u>	<u>(427,474)</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Community								
Community Programs	6,289,752	3,261,906	3,027,846	(1,262,124)	-	-	-	-
In-House Contracted Staff - Community	38,000	33,404	4,596	(3,654)	-	-	-	-
State Employee Salaries - Community	186,250	144,738	41,512	(29,984)	-	-	-	-
Subtotal	<u>6,514,002</u>	<u>3,440,048</u>	<u>3,073,954</u>	<u>(1,295,762)</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Branding								
Branding Programs	51,022,000	40,164,709	10,857,291	(7,170,587)	-	-	-	-
In-House Contracted Staff - Branding	-	-	-	-	-	-	-	-
State Employee Salaries - Branding	539,050	488,751	50,299	(37,838)	72,100	60,492	11,608	(11,608)
Subtotal	<u>51,561,050</u>	<u>40,653,460</u>	<u>10,907,590</u>	<u>(7,208,425)</u>	<u>72,100</u>	<u>60,492</u>	<u>11,608</u>	<u>(11,608)</u>
Sports								
Sports Programs	4,700,000	3,088,971	1,611,029	(35,000)	-	-	-	-
Subtotal	<u>4,700,000</u>	<u>3,088,971</u>	<u>1,611,029</u>	<u>(35,000)</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Safety and Security (Statute: 0.5% minimum = \$395,000)								
Safety and Security Programs	3,850,000	3,488,842	361,158	768,743	-	-	-	-
Subtotal	<u>3,850,000</u>	<u>3,488,842</u>	<u>361,158</u>	<u>768,743</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Tourism Research								
Tourism Research Programs	3,600,394	2,734,454	865,940	(103,245)	-	-	-	-
In-House Contracted Staff - Tourism Research	-	-	-	-	-	-	-	-
State Employee Salaries - Tourism Research	393,000	377,394	15,606	(14,928)	-	-	-	-
Subtotal	<u>3,993,394</u>	<u>3,111,848</u>	<u>881,546</u>	<u>(118,173)</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Hawai'i Convention Center								
Sales & Marketing	-	-	-	-	6,414,097	5,425,146	988,951	(988,951)
Operations	-	-	-	-	3,282,883	3,177,745	105,138	(2,643,554)
Major Repair & Maintenance	-	-	-	-	4,753,020	4,753,020	-	-
Subtotal	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>14,450,000</u>	<u>13,355,911</u>	<u>1,094,089</u>	<u>(3,632,505)</u>
Administrative (Statute: Cannot exceed 3.5% = \$2,765,000)								
Operations	816,700	561,486	255,214	29,178	-	-	-	-
In-House Contracted Staff - Admin	-	-	-	(94,478)	-	-	-	-
State Employee Salaries - Admin	1,075,000	953,152	121,848	-	250,511	236,476	14,035	(14,035)
Subtotal	<u>1,891,700</u>	<u>1,514,638</u>	<u>377,062</u>	<u>(65,300)</u>	<u>250,511</u>	<u>236,476</u>	<u>14,035</u>	<u>(14,035)</u>
Organizationwide Costs								
State Employee Fringe	1,437,804	1,183,852	253,952	(253,951)	187,389	124,794	62,595	(62,592)
Organization-Wide	240,000	105,000	135,000	-	340,000	205,762	134,238	-
Governance - Board/Others	146,300	108,208	38,092	5,733	-	-	-	-
Subtotal	<u>1,824,104</u>	<u>1,397,060</u>	<u>427,044</u>	<u>(248,218)</u>	<u>527,389</u>	<u>330,556</u>	<u>196,833</u>	<u>(62,592)</u>
Total Expenditures	<u>86,790,788</u>	<u>61,591,019</u>	<u>25,199,769</u>	<u>(9,533,747)</u>	<u>15,300,000</u>	<u>13,983,435</u>	<u>1,316,565</u>	<u>(3,720,740)</u>
Revenues vs Expenditures	<u>-</u>	<u>7,140,342</u>			<u>1,200,000</u>	<u>745,234</u>		
Administrative Cap (3.5%)	2,765,000	2,765,000						
Administrative Costs (AG Definition)	1,891,700	1,514,638	1.9%					
	873,300	1,250,362						

Hawaii Tourism Authority
Budget Statement
FY 2020 - As of June 30, 2020

Program Code	Program Title	Budget - FY20	Encumbered (Budget Used) - FY20	Budget Remaining	May-June 2020 Activity
Perpetuating Hawaiian Culture					
200	Hawaiian Culture Programs - Unallocated	117.00	0.00	117.00	(116.24)
201	Kukulu Ola: Living Hawaiian Cultural Prog	1,585,000.00	756,279.14	828,720.86	(666,900.00)
202	Hawaiian Culture Initiative	469,500.00	451,088.68	18,411.32	450,112.24
203	Ma'ema'e HTA	52,831.00	13,166.43	39,664.57	0.00
204	Market Support	24,919.00	24,663.45	255.55	245.00
205	Aloha Festivals	250,000.00	67,291.50	182,708.50	(162,708.50)
206	Kahea Program - Harbor Greetings	250,000.00	70,216.02	179,783.98	(69,073.98)
207	Kahea Program - Airport Greetings	1,300,000.00	42,851.00	1,257,149.00	0.00
208	Hawaiian Music and Dance Center	1,000,000.00	0.00	1,000,000.00	0.00
210	King Kamehameha Celebration	150,000.00	27,957.56	122,042.44	(122,042.44)
211	Prince Lot Hula Festival	75,000.00	75,000.00	0.00	0.00
212	Merrie Monarch Hula Festival	100,000.00	70,597.47	29,402.53	(29,402.53)
213	Prince Kuhio Celebration	75,000.00	75,000.00	0.00	0.00
214	Legacy Award Program	50,000.00	0.00	50,000.00	0.00
215	Hawaiian Culture Opportunity Fund	436,960.00	436,959.57	0.43	30,000.00
216	Olelo Hawaii	865,173.00	666,000.00	199,173.00	825.00
217	FESTPAC	500,000.00	0.00	500,000.00	0.00
297	Memberships and Dues - Hawaiian Culture	500.00	345.00	155.00	0.00
298	Travel - Hawaiian Culture	15,000.00	12,279.72	2,720.28	(663.97)
299	In-House Contracted Staff - Hawaiian Culture	77,569.00	76,463.75	1,105.25	19,742.54
373	Duke's OceanFest	50,000.00	2,172.00	47,828.00	(47,828.00)
374	Surfing	150,000.00	0.00	150,000.00	0.00
713	Mele Mei & Na Hoku Music Festival (formerly May Music Month)	150,000.00	50,000.00	100,000.00	0.00
715	Canoe Regatta	130,000.00	90,000.00	40,000.00	(40,000.00)
716	May Day	90,500.00	50,000.00	40,500.00	0.00
718	Resort Area Hawaiian Cultural Initiative	325,000.00	39,807.65	285,192.35	(229,992.35)
932	Salaries - Hawaiian Culture	236,519.00	177,537.36	58,981.64	(36,334.64)
Subtotal	Perpetuating Hawaiian Culture	8,409,588.00	3,275,676.30	5,133,911.70	(904,137.87)
Natural Resources					
400	Natural Resources Programs - Unallocated	0.00	0.00	0.00	0.00
402	Aloha Aina (formerly NR and Leg Prov NR)	2,081,000.00	1,064,500.00	1,016,500.00	(916,500.00)
406	Visitor Impact Program	1,649,000.00	555,975.86	1,093,024.14	555,975.86
407	Hawaii Eco Tourism Association	50,000.00	0.00	50,000.00	0.00
415	Natural Resources Opportunity Fund	200,000.00	0.00	200,000.00	0.00
936	State Employee Salaries - Natural Resources	66,950.00	0.00	66,950.00	(66,950.00)
Subtotal	Natural Resources	4,046,950.00	1,620,475.86	2,426,474.14	(427,474.14)
Community					
353	Community Event Awareness (formerly SMMH)	260,000.00	0.00	260,000.00	0.00
700	Community Opportunity	204,000.00	202,649.20	1,350.80	36,649.20
701	Community Enrichment Program	3,064,000.00	2,016,442.07	1,047,557.93	(890,238.22)
702	Community Training Workshops (formerly Capacity)	390,000.00	146,361.81	243,638.19	(198,520.27)
705	Community Programs - Unallocated	1,006,752.00	0.00	1,006,752.00	0.00
720	World War II Commemorative Event	500,000.00	125,000.00	375,000.00	(375,000.00)
728	In-House Contracted Staff - Community (formerly Prog Supp)	38,000.00	33,403.61	4,596.39	(3,654.39)
797	Memberships and Dues - Community	500.00	245.00	255.00	0.00
798	Travel - Community	15,000.00	9,634.90	5,365.10	472.91
802	Current Workforce Development (Industry Career Dev)	174,500.00	169,562.00	4,938.00	169,562.00
803	Future Workforce Development (LEI)	175,000.00	104,011.48	70,988.52	(1,550.00)
805	Scholarship Program	500,000.00	488,000.00	12,000.00	(3,500.00)
933	State Employee Salaries - Community	186,250.00	144,738.28	41,511.72	(29,983.72)
Subtotal	Community	6,514,002.00	3,440,048.35	3,073,953.65	(1,295,762.49)
Branding					
4	Cruise Infrastructure Improvements and Arrival Experience	250,000.00	75,545.03	174,454.97	0.00
102	Hawai'i Tourism Summit	300,000.00	2,256.54	297,743.46	0.00
306	Island-Based International Marketing	800,000.00	800,000.00	0.00	0.00
316	MICE Asia (formerly MCI Global - Management)	350,000.00	350,000.00	0.00	0.00
318	gohawaii.com (formerly Online Website Coordination)	350,000.00	300,000.00	50,000.00	0.00
320	Island Chapters Staffing and Admin	3,170,000.00	2,600,000.00	570,000.00	(570,000.00)
321	US (formerly North America)	22,525,000.00	22,525,000.00	0.00	0.00
322	Canada	800,000.00	373,820.00	426,180.00	(426,180.00)
323	Japan	10,000,000.00	6,000,000.00	4,000,000.00	(4,000,000.00)
324	Korea	1,400,000.00	504,000.00	896,000.00	(896,000.00)
325	Oceania	1,900,000.00	1,111,827.00	788,173.00	(788,173.00)
326	Europe	400,000.00	400,000.00	0.00	0.00
329	China	2,000,000.00	680,767.00	1,319,233.00	(319,233.00)
330	Taiwan	500,000.00	300,000.00	200,000.00	(200,000.00)
331	Meetings, Convention & Incentives	2,300,000.00	2,300,000.00	0.00	0.00
336	Southeast Asia	500,000.00	500,000.00	0.00	0.00
339	Global Digital Marketing Strategy (former Intl Online Strat)	500,000.00	380,500.00	119,500.00	0.00
350	Global Mkt Shared Resces (formerly Intellect Prop Data Bank)	797,000.00	787,000.00	10,000.00	0.00
380	Marketing Opportunity Fund	1,975,000.00	8,820.46	1,966,179.54	0.00
397	Memberships and Dues - Branding	125,000.00	121,562.00	3,438.00	0.00
398	Travel - Branding	50,000.00	13,611.02	36,388.98	(991.19)
723	Hawaii Film Office Partnership	30,000.00	30,000.00	0.00	30,000.00
934	State Employee Salaries - Branding	539,050.00	488,750.80	50,299.20	(37,838.20)
Subtotal	Branding	51,561,050.00	40,653,459.85	10,907,590.15	(7,208,415.39)

Hawaii Tourism Authority
Budget Statement
FY 2020 - As of June 30, 2020

Program Code	Program Title	Budget - FY20	Encumbered (Budget Used) - FY20	Budget Remaining	May-June 2020 Activity
Sports					
312	PGA Tour Contracts	2,206,364.00	2,206,364.00	0.00	0.00
341	TEAM Unlimited - Xterra/Xduro	132,000.00	90,000.00	42,000.00	0.00
343	LPGA	250,000.00	0.00	250,000.00	0.00
347	Soccer	0.00	0.00	0.00	0.00
370	Tennis	425,000.00	425,000.00	0.00	0.00
371	Volleyball	500,000.00	0.00	500,000.00	0.00
377	Polynesian Football HoF	155,000.00	155,000.00	0.00	0.00
378	UH Athletics Branding Partnership	100,000.00	100,000.00	0.00	0.00
379	Sports Programs - Unallocated	776,636.00	0.00	776,636.00	0.00
382	Sports Community Outreach	30,000.00	22,607.04	7,392.96	0.00
383	Surf Marketing	100,000.00	65,000.00	35,000.00	(35,000.00)
384	Football	25,000.00	25,000.00	0.00	0.00
Subtotal	Sports	4,700,000.00	3,088,971.04	1,611,028.96	(35,000.00)
Safety and Security					
601	Visitor Assistance Programs	650,000.00	650,000.00	0.00	0.00
602	Crisis Management	2,200,000.00	2,198,239.02	1,760.98	1,104,161.44
603	Lifeguard Program	590,000.00	239,582.04	350,417.96	(335,417.96)
604	Preventative Programs	400,000.00	394,386.12	5,613.88	0.00
606	Safety and Security Opportunity Fund	10,000.00	6,634.32	3,365.68	0.00
Subtotal	Safety and Security	3,850,000.00	3,488,841.50	361,158.50	768,743.48
Tourism Research					
501	Data Dissemination	54,000.00	0.00	54,000.00	(4,000.00)
505	Est of Visitor Arrivals by Country by Month	6,000.00	2,889.90	3,110.10	(60.10)
506	Infrastructure Research (Accommodations and Airseats)	556,330.00	324,066.62	232,263.38	(36,085.04)
512	Visitor Arrivals and Departure Surveys	1,314,540.00	1,080,811.12	233,728.88	(42,959.34)
513	Evaluation and Performance Studies	1,148,405.00	1,109,435.42	38,969.58	(19,388.08)
514	Marketing Research	498,797.00	197,716.20	301,080.80	1,440.00
597	Memberships and Dues - Research	7,322.00	6,710.63	611.37	(302.21)
598	Travel - Research	15,000.00	12,823.84	2,176.16	(1,890.75)
935	State Employee Salaries - Research	393,000.00	377,394.29	15,605.71	(14,927.71)
Subtotal	Tourism Research	3,993,394.00	3,111,848.02	881,545.98	(118,173.23)
Administrative					
101	Community-Industry Outreach & Public Relations Svcs	265,000.00	171,646.16	93,353.84	(15,500.00)
103	hawaiitourismauthority.org (formerly HTA web/Global Social)	100,000.00	38,023.64	61,976.36	(2.71)
110	Non-Governmental Organizations (NGO)	0.00	0.00	0.00	0.00
901	General and Administrative	386,700.00	326,489.59	60,210.41	41,585.54
909	Protocol Fund	0.00	0.00	0.00	0.00
930	State Employee Salaries - Admin	1,075,000.00	953,151.89	121,848.11	(94,478.11)
998	Travel - Admin	50,000.00	22,666.20	27,333.80	2,954.43
Subtotal	Administrative	1,876,700.00	1,511,977.48	364,722.52	(65,440.85)
Governance					
915	Organization-Wide	240,000.00	105,000.00	135,000.00	0.00
919	Governance - Gen Board/Others	146,300.00	108,208.17	38,091.83	5,733.14
931	State Employees Fringe	1,437,804.00	1,183,852.37	253,951.63	(253,950.63)
Subtotal	Governance and Organization-Wide	1,824,104.00	1,397,060.54	427,043.46	(248,217.49)
Total	FY 2020 Funds	86,775,788.00	61,588,358.94	25,187,429.06	(9,533,877.98)
Convention Center Enterprise Special Fund					
934	State Employee Salaries - Branding	72,100.00	60,492.07	11,607.93	(11,607.93)
Subtotal	Branding	72,100.00	60,492.07	11,607.93	(11,607.93)
930	State Employee Salaries - Admin	250,511.00	236,476.21	14,034.79	(14,034.79)
Subtotal	Administrative	250,511.00	236,476.21	14,034.79	(14,034.79)
850	HCC Operating Expense	12,824,694.00	9,847,964.57	2,976,729.43	(2,489,845.43)
860	HCC Repair and Maintenance	4,753,020.00	4,753,020.00	0.00	0.00
870	HCC Sales and Marketing / MFF	6,414,097.00	5,425,145.57	988,951.43	(988,951.43)
Subtotal	Convention Center Contractor Costs	23,991,811.00	20,026,130.14	3,965,680.86	(3,478,796.86)
915	Organization-Wide	340,000.00	205,762.00	134,238.00	0.00
931	State Employees Fringe	187,389.00	124,794.06	62,594.94	(62,591.94)
Subtotal	Governance and Organization-Wide	527,389.00	330,556.06	196,832.94	(62,591.94)
Total	FY 2020 Funds	24,841,811.00	20,653,654.48	4,188,156.52	(3,567,031.52)
Protocol					
901	General and Administrative	0.00	0.00	0.00	0.00
909	Protocol Fund	15,000.00	2,661.36	12,338.64	140.58
Subtotal	Administrative	15,000.00	2,661.36	12,338.64	140.58
Total	FY 2020 Funds	15,000.00	2,661.36	12,338.64	140.58

Agenda Item

9

Report of the Marketing Standing
Committee with the Committee's
Recommendations to Support Various
Marketing Proposals, for Discussion and
Action by the Board



Hawaii Tourism Authority

Board of Directors Meeting

HVCB & HLTA Reopening Communications Strategy

July 30, 2020

Agenda

1. Hotel & Lodging Safety Protocols

2. Market Insights

- Hawai'i Target Traveler Mindset

3. Communications Plan

- Gohawaii.com
- Public Relations
- Travel Sellers
- Industry Partners
- Creative Update
- Paid Media Plan

4. MCI Updates





JULY 23, 2020

WE ARE READY DAY

Outrigger Waikiki Beach Resort
'Alohilani Resort
Hilton Hawaiian Village



**HAWAI'I LODGING
& TOURISM**

A S S O C I A T I O N



HAWAII HIT: 55

The state sees its highest number of new cases and its 26th death since the pandemic's onset

By Kristen Cassillo
 kristen.cassillo@staradvertiser.com

Hawaii recorded its highest daily number of coronavirus cases as Hurricane Douglas threatens to pummel the island chain.

"We're actually looking at the perfect storm, literally, where we have an increase (in cases) of COVID-19, we have a hurricane coming our way," Health Director Bronson Anderson said Thursday at a COVID-19 briefing at the state Department of Health. "We need to be extra vigilant about not spreading the disease here and making things as safe as we possibly can

in the coming days and weeks. It's incumbent upon all of us to keep our community safe."

Health officials reported the death of a female Oahu senior who contracted the virus, becoming the state's 26th fatality, along with a record 55 new confirmed cases — the highest since the beginning of the pandemic. The previous record was 42 daily cases, reported July 11.

"One of the things that's remarkable about the cases is that they are representing a wide variety of different professions and activities ... which suggest we are seeing some

STATEWIDE CORONAVIRUS CASES

Hawaii's highest daily case count since such data started being tabulated back in March



Please see CASES, A5



Hurricane Douglas barreling toward isles

By Nina Wu
 nina.wu@staradvertiser.com

Get ready, Hawaii! That is the overarching message from state and county officials as Hurricane Douglas, which became a major Category 4 storm Thursday, continued strengthening on its path toward the Hawaiian Islands overnight.

At 5 p.m., Douglas was about 1,135 miles east-southeast of Hilo with maximum sustained winds of 130 mph and tracking west-northwest at 15 mph, according to the National Hurricane Center in Miami.

Douglas is forecast to be near hurricane strength when it approaches the isles Saturday night, the center said.

Forecasters from the National Weather Service

PREPARING TO WELCOME GUESTS



Hawaii hotels ready to return to life in a COVID-19 world

By Allison Schaefer
 allison.schaefer@staradvertiser.com

Mask and temperature checks and social distancing, oh my!

Visiting Hawaii holds a lot of allure and lifestyle experiences any-

more. At virtually every airport, rental guests must now follow social distancing stickers before they're allowed to check in.

Hand sanitizers are everywhere, and there are plenty of reminders that everyone — guests and

hosts alike — must stay vigilant about personal safety and hygiene practices.

The seriousness of it all might cause some travelers to question whether



Video is available at staradvertiser.com

Muloumehana Street and behind a Plexiglas shield Thursday at the Outrigger Waikiki Beach Resort.

Please see DOUGLAS, A4

Please see HOTELS, A9



CORONAVIRUS COVERAGE

FOR THE LATEST UPDATES Get live access at staradvertiser.com/coronavirus

HONOLULU



Delay sought
 Teachers, principals and custodians are in favor of postponing the start of school because of virus concerns. B1

NATION



Trump cancels
 Giving in to the pandemic, the president scraps plans for the Republican National Convention in Florida. A7

• Cases, some soar at air-craft looms. A5

SPOTS

UH seeks options
 The Kaneohe Island Inn is exploring different ways to reopen and tackle ailing pandemic. C1

THE CASES

DEATHS BY POSITIVE LABEL As of July 23 in cases

New cases: 55

CITY	DEATHS
Honolulu	50
Hawaii	3
Maua	2
Kaunoi	0
Oahu-state Hawaii resident*	0
TOTAL	1,490
Deaths	26
Hospitalizations	155
Released from isolation**	1,125
Active cases ***	339

* Hawaii residents diagnosed out of state.
 ** Includes isolation cases that were sent to isolation centers outside.
 *** Active cases are those still requiring isolation.

Source: State Department of Health

"Hawaii hotels ready to return to life in a COVID-19 world"

Honolulu Star-Advertiser July 24, 2020

"Members of the Hawaii Lodging & Tourism Association say they are ready to deliver. Three member hotels, including the Outrigger Waikiki, Alohilani Resort Waikiki Beach and Hilton Hawaiian Village Waikiki Beach Resort, opened their doors Thursday so city and state lawmakers could see what Hawaii's famous hospitality looks like in the COVID-19 era."

We Are Ready Day - Video Recap





“We’ve worked hard to adopt a standard for our industry that we vetted with the state Department of Health, Gov. David Ige and the four county mayors,” Hannemann said. “Now we see that individual brands are electing to do even more. We’ll hold more tours to show elected officials that we are making plans to reopen safely and to ensure guests that workers and guests are protected.”

-Mufi Hannemann

Hawai'i Lodging & Tourism Association

COVID-19 HEALTH, SAFETY, & SECURITY STANDARDS

MĀKAUKAU - (PREPARATION)

Preparations to resume business

HANA PONO - (PROPER PROCEDURE)

Standard Operating Procedures

PANE - (ANSWER)

Response to possible COVID-19 cases

HAWAII LODGING & TOURISM ASSOCIATION
COVID-19 HEALTH, SAFETY, & SECURITY STANDARDS
Updated: July 15, 2020

As we begin to transition into a period of recovery, Hawai'i's tourism industry is in the process of restoring the trust not just of potential visitors who will surely have concerns regarding hygiene and cleanliness practices, but also of our residents who must be assured that we are doing everything within our power to safeguard the men and women who make up the tourism sector's workforce. HLTA worked closely with industry stakeholders across the state and consulted with CDC, EPA, and OSHA guidance to develop the standards detailed below.

The following document has been vetted and approved by the Hawai'i State Department of Health.

These practices will focus on three key areas:

- Mākaukau (Preparation) - Preparations to resume business
- Hana Pono (Proper procedure) - When business resumes, standard operating procedures
- Pane (Answer) - Case-by-case response to possible instances of COVID-19

Additionally, HLTA supports the creation of a display or placard (similar to those awarded by the State DOH Food Safety Branch) for all hotels that have laid out, and put into practice, policies reflecting these best practices. This certificate should be awarded on a pass/fail basis only to properties that have clearly met the standards below.

Note: Employers should make sure that all employees are abiding by current federal and State guidelines regarding the use of PPE (ie: masks, gloves, etc.).

MĀKAUKAU (Preparation)

Prior to resuming business operations, the following policies should be installed:

- **Establishment of clear, non-punitive employee health guidance**
 - These policies should set forth clear standards that advise employees to remain home if they are sick
 - The responsibility to report illness should fall to the employee, not management
 - If an employee is sick, they should follow CDC guidelines (<https://www.cdc.gov/coronavirus/2019-ncov/if-you-are-sick/steps-when-sick.html>)
 - Stay home
 - Self-isolate in the home
 - Rest, hydrate, and take OTC medications
 - Contact a doctor if shortness of breath is apparent
 - Monitor all symptoms to report to personal physician
 - Make sure to call doctor before seeking medical care
 - Employees should remain home if:
 - They have a temperature greater than 100.4°F
 - They have COVID-19-like symptoms

Mākaukau

- Establishment of non-punitive employee health guidance
 - These policies should set forth clear standards that encourage employees to remain home if they are sick
- Mandatory training programs covering the following topics should be made available for employees
- Establishment of social distancing standards
 - Key areas include:
 - Valet, front desk, common areas, elevator banks, F&B areas, gym, spa, and pool areas



Hana Pono

- Establishment and display comprehensive sanitizing practices for all common areas, guest rooms, and staff areas
 - Lodging properties should refer to the CDC and EPA for cleaning standards and approved cleaning products
- Close attention should be paid to high frequency contact areas



Pane

Upon arrival at a Hawai'i hotel, travelers will fall under two categories: those who have provided negative test results, and those who must be quarantined. Guests who cannot provide evidence of a negative COVID-19 test, or who are awaiting test results and must be quarantined can expect the following:

- The guest will receive a single-use room key
- The guest will remain quarantine until their negative test results arrive, or 14 days elapses
- If the guest violates quarantine, local law enforcement will be notified



Pane



If a guest falls ill while staying at hotel in Hawai'i:

- The guest will be isolated at the hotel where they are staying
- The hotel will establish internal policy that will dictate and area of the hotel to be set aside should this occur
- The guest will not be asked to leave the hotel unless it has been determined that they must be admitted to the hospital
- Hotels will also accommodate the DOH with any contact tracing efforts



Restoring Trust

It is highly important that the impetus for these standards is clearly communicated to employees throughout any organization. This new normal is being established to restore trust in our industry and to allay any concerns that may exist. In this vein, it is critical that we continue to treat all of our guests with aloha, none more so than those who may have unknowingly contracted a virus. These practices are not meant to ostracize or vilify individuals, but rather protect all of us from another public health emergency.



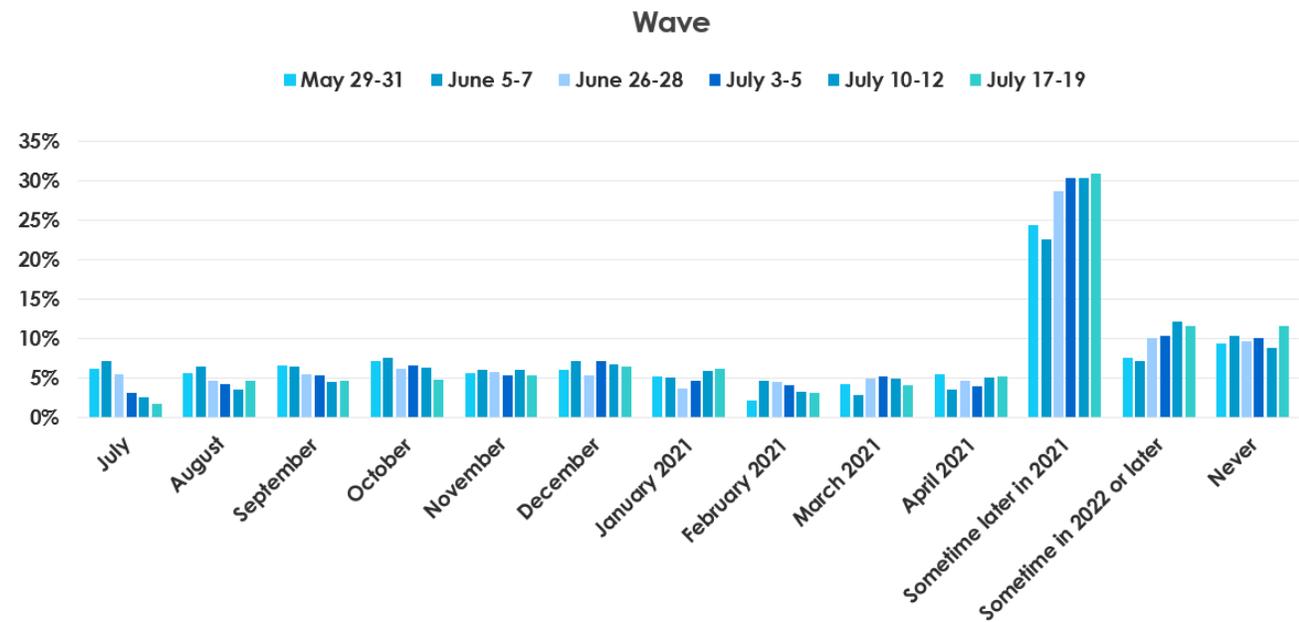
Market Insights

U.S. Resident Travel Sentiment Remains Low, Tourism Recovery Will Start Slowly

- 37.6 percent now say they'll probably take more regional trips while avoiding long-haul trips due to the coronavirus.
- The average distance away from home for American travelers' commercial airline trip is reported to be 1,065 miles.
- 85.7 percent of travelers expressed some level of concern for the national economy.
- 72.5 percent of Americans say they have some level of concern about contracting the virus.

Many American travelers are pushing their air trips to 2021.

Nearly half (49.4%) said they expect to take their next commercial airline trip sometime next year and haven't decided on a specific date.



Source: Destination Analysts Coronavirus Travel Sentiment Index Report Waves 13-14, 16-19

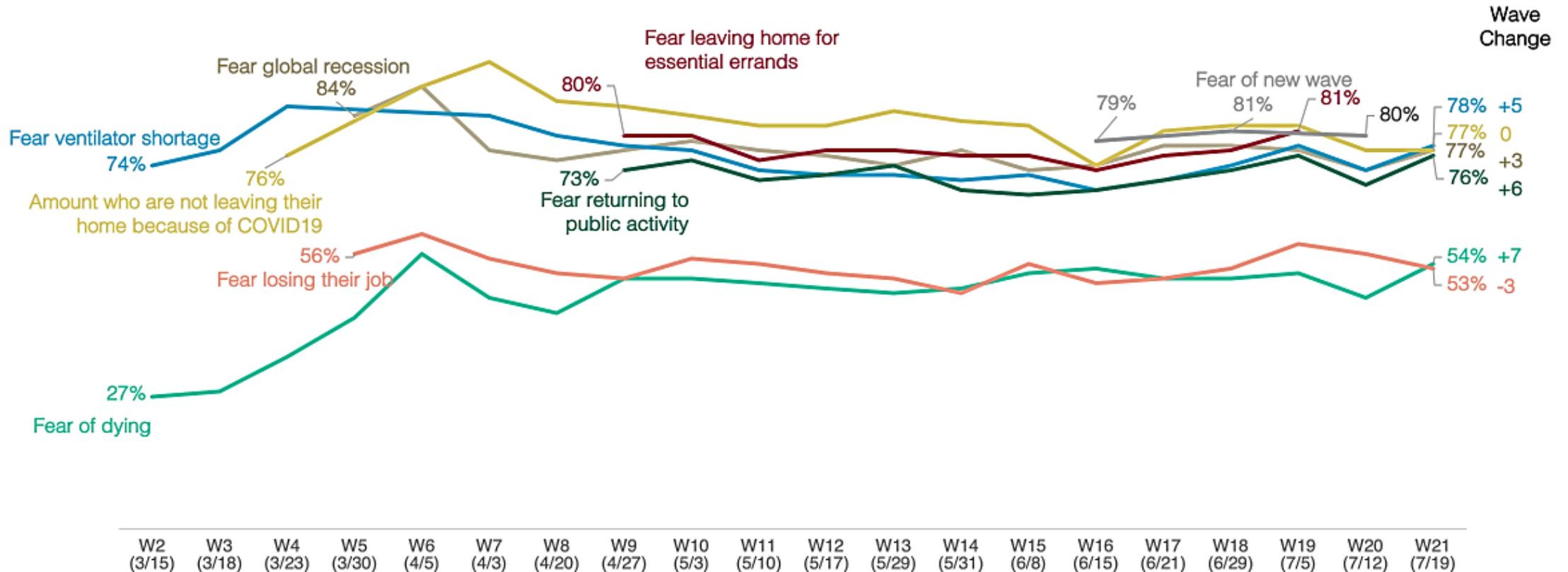
The Harris Poll: COVID-19 in the U.S.

The Task for Communicators: Lifting the Curtain of Fear

54% thought national fear was irrational

Trended Fear Curves During COVID19

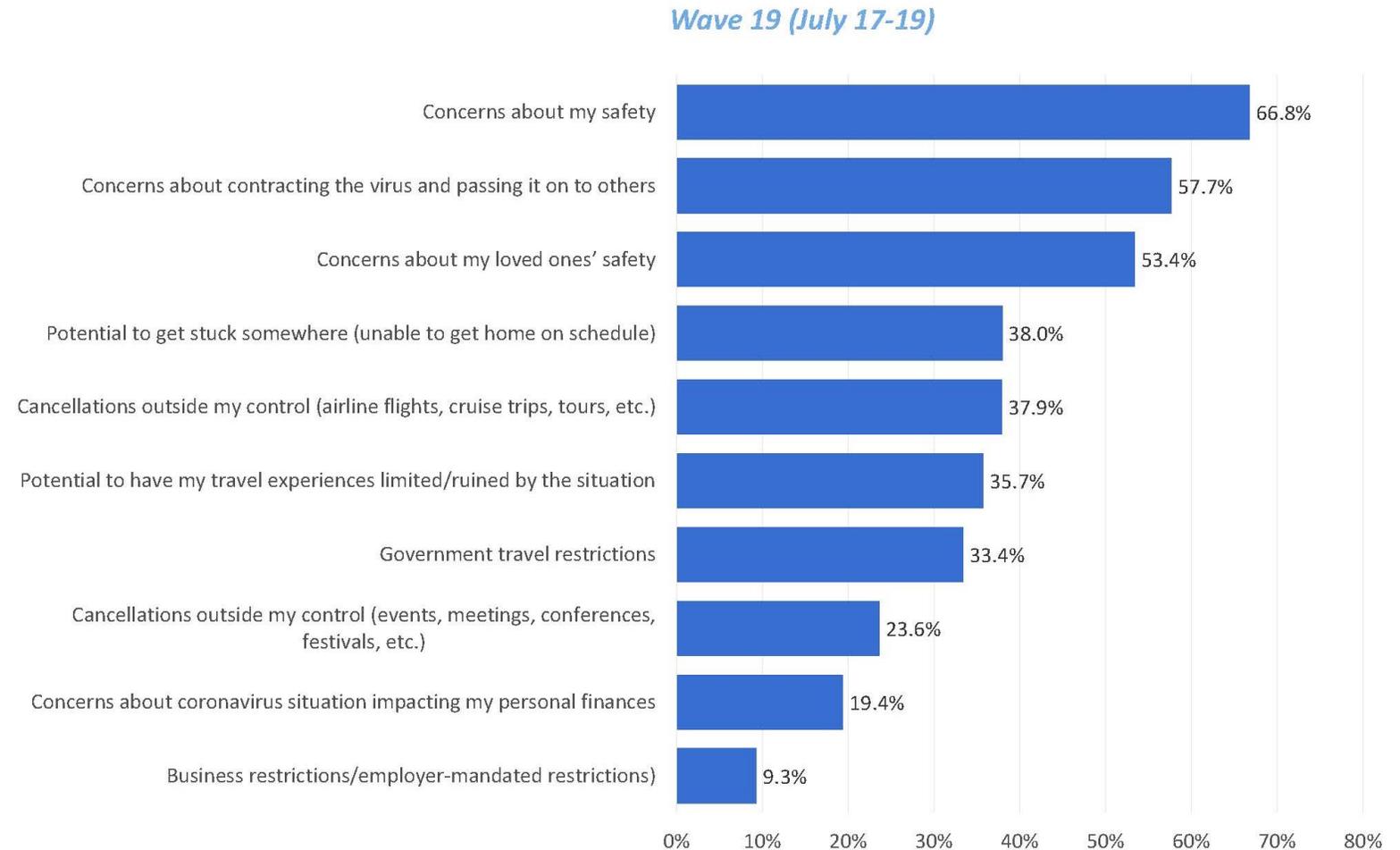
73% now think national fear is sensible



Why the Coronavirus is Impacting Travel

Question: Which of the following are reasons the coronavirus situation has changed your travels?

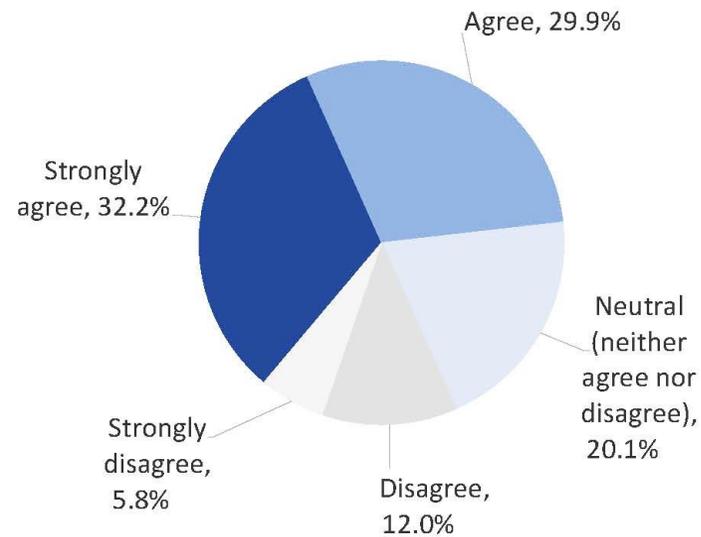
(Base: Wave 19. Respondents whose travel was impacted by the coronavirus, 936 completed surveys. Data collected July 17-19, 2020)



Avoiding Travel until the Crisis Blows Over

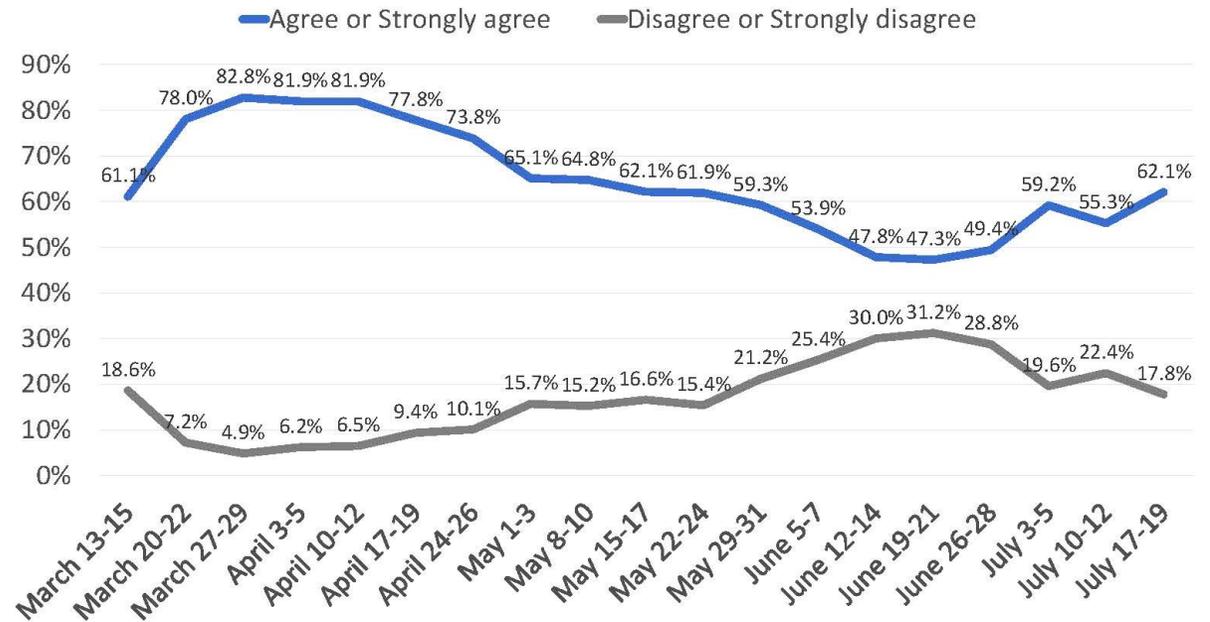
How much do you agree with the following statement?

Statement: I'm planning to avoid all travel until the coronavirus situation blows over.



(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213 and 1,200 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17, 22-24, 29-31, June 5-7, 12-14, 19-21, 26-28, July 3-5, 10-12 and 17-19, 2020)

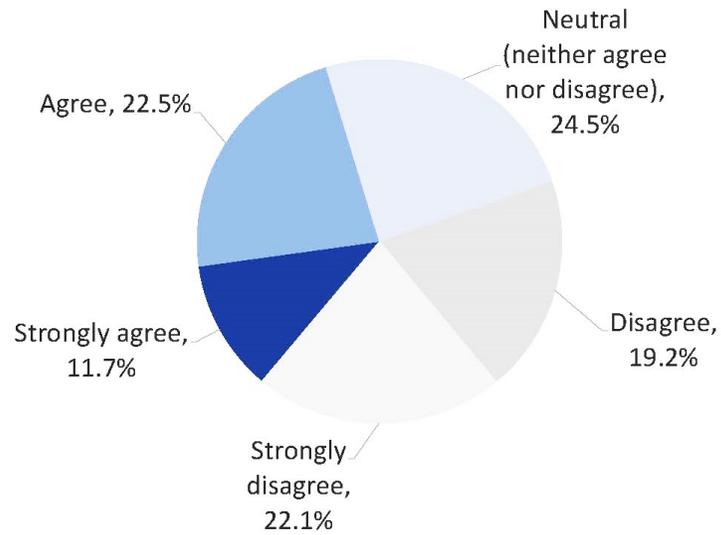
Historical data



Expectations for Traveling in the Fall

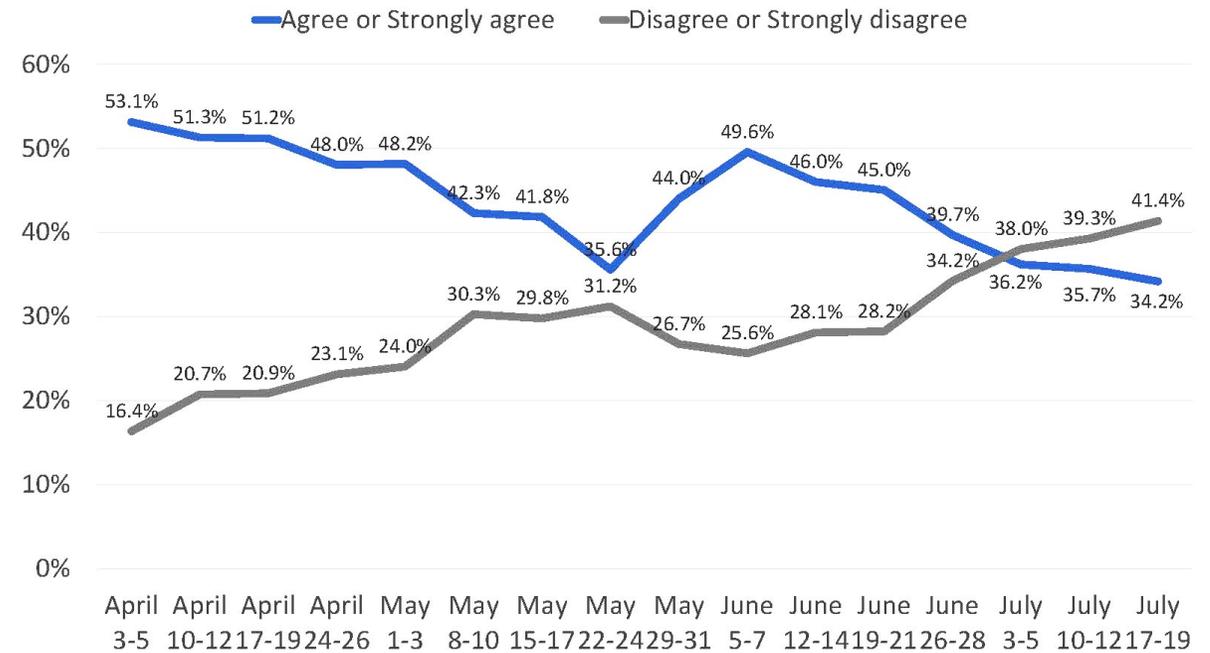
How much do you agree with the following statement?

Statement: I expect that I will be traveling in the Fall of 2020.



(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213 and 1,200 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17, 22-24, 29-31, June 5-7, 12-14, 19-21, 26-28, July 3-5, 10-12 and 17-19, 2020)

Historical data

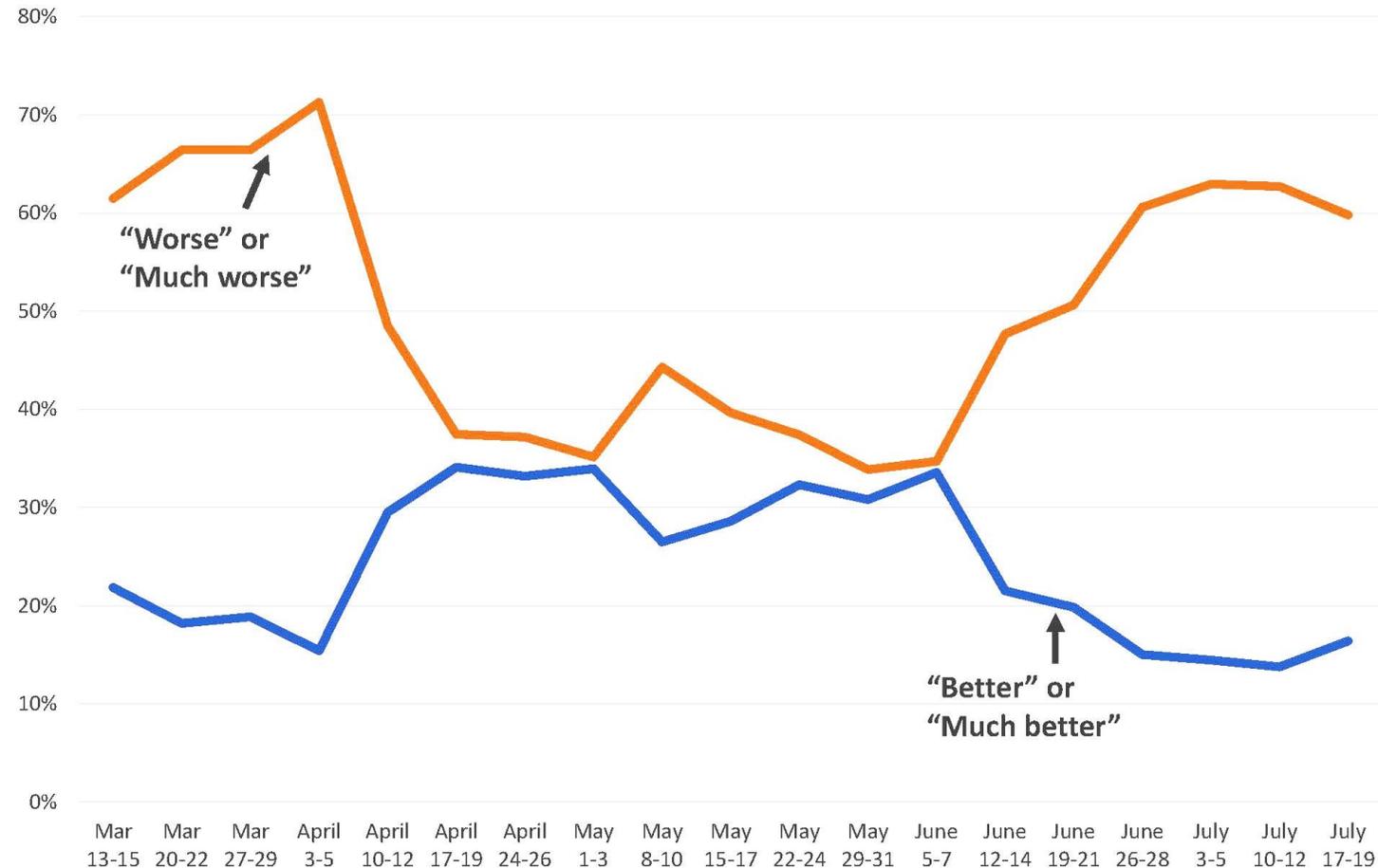


Expectations for the Coronavirus Outbreak

Question: In the NEXT MONTH, how (if at all) do you expect the severity of the coronavirus situation in the United States to change? (Select one)

In the next month the coronavirus situation will _____

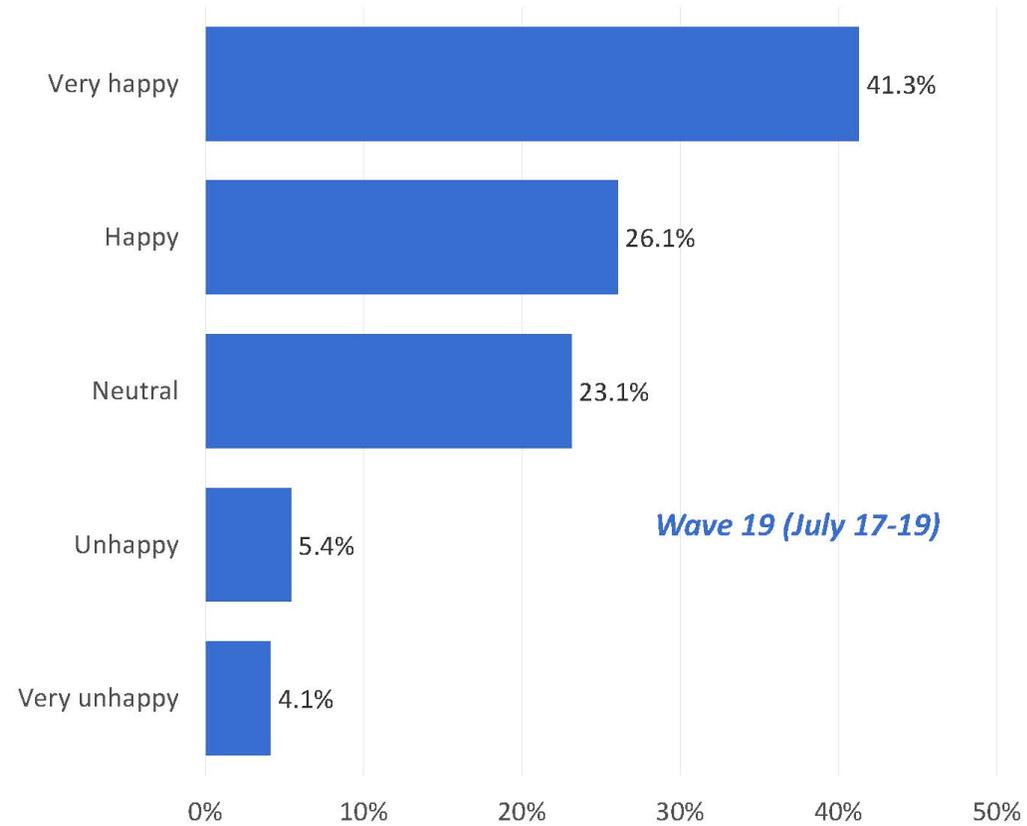
(Base: All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213 and 1,200 completed surveys. Data collected March 13-15, 20-22, 27-29, April 3-5, 10-12, 17-19, 24-26, May 1-3, 8-10, 15-17, 22-24, 29-31, June 5-7, 12-14, 19-21, 26-28, July 3-5, 10-12 and 17-19, 2020)



Feelings about Destinations Requiring masks

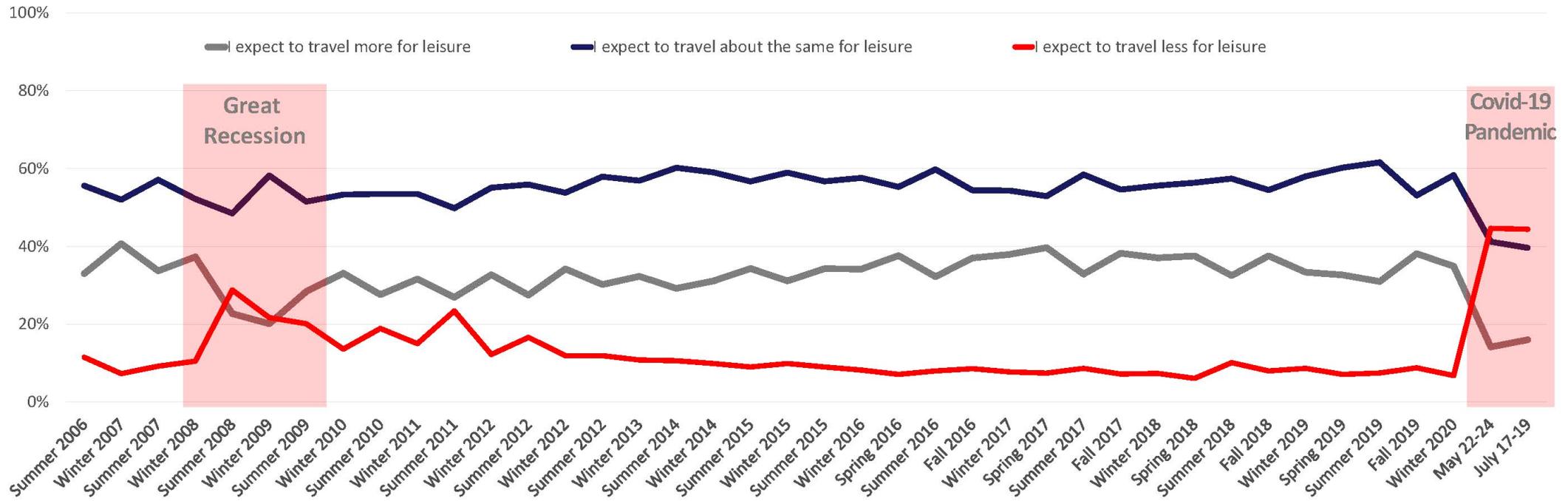
Question: Which best describes how you would feel if a destination you wanted to visit required visitors and residents to wear masks while in public?

(Base: Wave 19 data. All respondents, 1,200 completed surveys. Data collected July 17-19, 2020)



Historical Perspective: Leisure Travel Expectations (Trips Taken)

Question: In the next 12 months, do you expect to travel more or less for leisure than you did in the most recent 12-month period?



(Base: All respondents, 1,223 and 1,200 completed surveys. Data collected May 22-24, and July 17-19, 2020)

The Challenge

Situation

Effective communication of established layered safety measures and protocol, to visitors who are leery of flying long distances and locals who are reluctant to receive them.

Background

Residents care about:

- health and safety for themselves and their greater 'ohana (community)
- perpetuating the beauty (cultural and environmental sustainability) of Hawai'i

Visitors care about:

- health and safety from all aspects of the destination

Delivery

Focus marketing efforts on respectful visitors.

Deliver messaging to visitors on our community values and what their appropriate behavior is while visiting.

Share the approach with our community.

Gohawaii.com



Gohawaii.com – COVID-19 Content Update

Provide Information to Invite Guests Back to Hawai'i

- Create a new section on the main navigation, “Before Arriving”
- Change the red Special Alert bar to *The Hawaiian Islands* brand teal color
- Red will be reserved for urgent alerts such as hurricanes and tsunamis



Gohawaii.com – COVID-19 Content Update

9/1 Proof of pre-travel test allows for visit without quarantine; otherwise 14-day quarantine enforced

BEFORE ARRIVING ISLANDS EXPERIENCES  CULTURE PLANNING LANGUAGES



SCROLL TO CONTINUE

We are excited to welcome visitors back to the Hawaiian Islands beginning September 1, 2020.

The culture of our Hawaiian Islands is steeped in the values of hōkōkō (hospitality) and aloha. We warmly invite you to reconnect with our people, culture and home safely and responsibly. As you may know, Hawaii residents have sacrificed a great deal to keep our communities safe during this pandemic and, in doing so, have achieved one of the lowest COVID-19 case rates and lowest virus transmission rates of any state in the nation.

Now that visitors can once again enjoy Hawaii's breathtaking natural beauty, extraordinary open spaces, unique experiences and signature hospitality, we are asking you to join in our efforts to help keep Hawaii safe.

The following information will acquaint you with new safety protocols and precautions you will need to adhere to, both before flying to Hawaii and while here in the Islands.

Gohawaii.com – COVID-19 Content Update

PLANNING YOUR VISIT AND PRE-DEPARTURE



- **The state of Hawaii's 14-day mandatory self-quarantine for all travelers arriving in the Hawaiian Islands** has been extended through August 31, 2020. Visit the [HAWAII STATE DEPARTMENT OF HEALTH'S WEBSITE](#) for the most up-to-date information.
- **Remember to pack your mask and/or facial coverings in your carry-on luggage.** All inbound visitors age XX and above are required to wear a mask at all airports and continue to do so until entering their room at their confirmed place of lodging.
- **To avoid Hawaii's 14-day mandatory self-quarantine, you must have a valid negative COVID-19 test administered within 72 hours of departure and completed prior to boarding.** Travelers of all ages must show proof of a valid negative COVID-19 nucleic acid amplification test (NAAT), as approved or authorized for use by the U.S. Food and Drug Administration (FDA) from a [CLINICAL LABORATORY IMPROVEMENT AMENDMENTS \(CLIA\)](#) licensed or certified laboratory. You are responsible for the cost of the pre-travel test. No COVID-19 testing will be provided at Hawaii's airports.
- **Travelers who arrive without proof of a valid negative COVID-19 NAAT will be subject to the state's strict 14-day mandatory self-quarantine.** Visit our [Self-Quarantine webpage](#) for self-quarantine requirements.
- **All out-of-state travelers to the Hawaiian Islands are required to fill out and complete the state of Hawaii**

Gohawaii.com – COVID-19 Content Update



- While in flight and deplaning, **travelers must follow the guidance of their air carrier regarding physical distancing, mask wearing and sanitation processes.**
- Travelers arriving in Hawaii will need to complete a required **STATE TRAVELER HEALTH FORM AVAILABLE ONLINE** which will be validated upon arrival.
- All incoming Hawaii travelers will have their temperature checked upon arrival. Temperature scans will be taken via thermal temperature screening and facial-imaging technology. Airport facial-imaging technology will only temporarily retain photos of persons with elevated temperatures of 100.4 degrees Fahrenheit and above to help airport representatives identify them and conduct additional assessments determining if health-related precautions are necessary.
- Should travelers have a temperature of 100.4 degrees Fahrenheit or higher, display any COVID-19 symptoms, or provide answers on the **STATE TRAVELER HEALTH FORM** requiring additional testing, they will be required to complete a secondary screening at the airport, to be performed by trained health care staff.
- Travelers who arrive without proof of a valid negative COVID-19 NAAT will be subject to the state's strict 14-day mandatory self-quarantine. Visit our [Self-Quarantine webpage](#) for self-quarantine requirements.

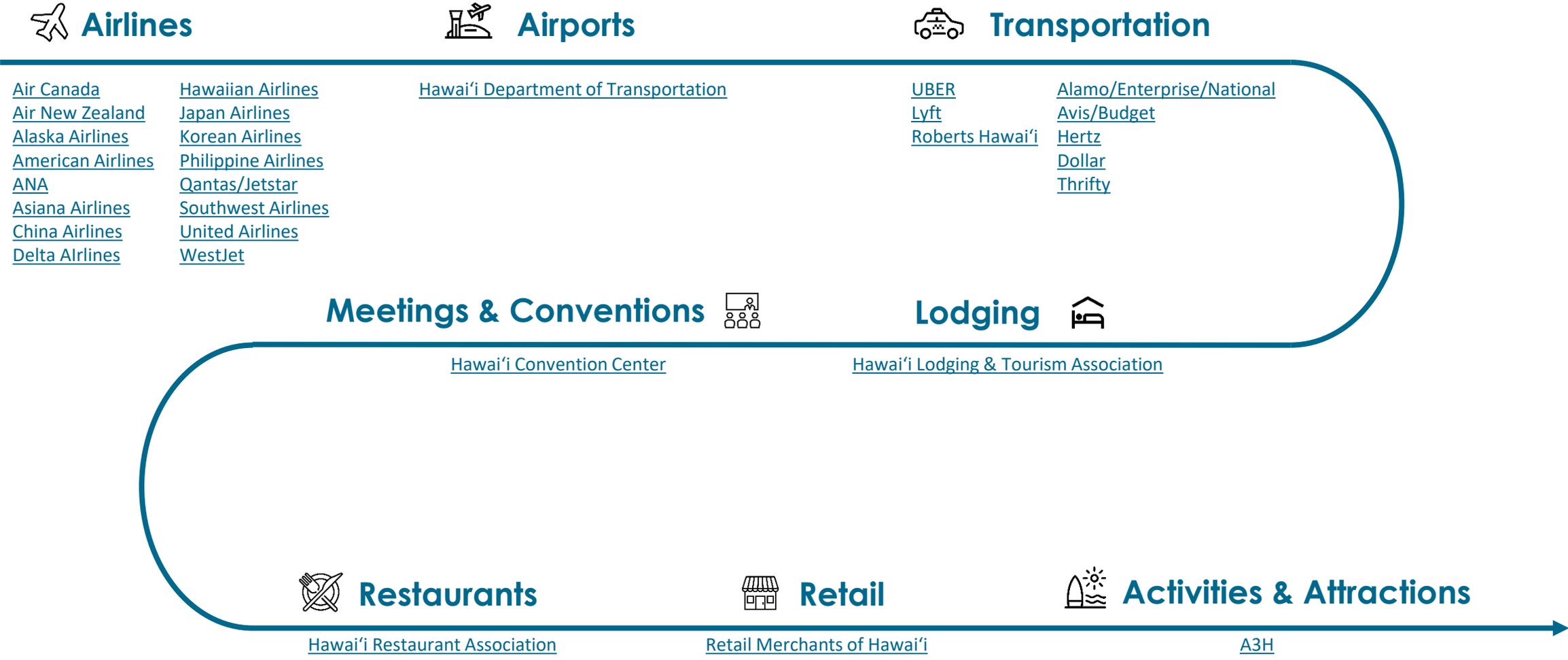
Gohawaii.com – COVID-19 Content Update

BEING A PONO (RESPONSIBLE) TRAVELER WHILE IN HAWAII



- **By following the simple and sensible guidelines below**, you are sharing your aloha with the people of Hawaii and fellow travelers.
- **Always wear your mask or facial covering in public!** Your mask or facial covering must cover your nose and mouth.
- **Practice Good Hygiene** by washing your hands frequently for 20 seconds each time.
- **Practice physical distancing** by maintaining 6 feet of physical distancing from others while you are out enjoying Hawaii.
- **Complete the Inter-island Traveler Health Form when traveling between islands.** Inter-island travel is permitted for visitors who are not under quarantine orders. However, all passengers on inter-island flights are required to have their temperature checked and complete a **HAWAII STATE DEPARTMENT OF HEALTH INTER-ISLAND TRAVELER HEALTH FORM** prior to boarding. The form may be filled out and submitted online. Once the form is successfully completed and submitted, passengers will be emailed a QR code which they must have with them at the airport prior to departure.
- **Be responsible and aware of what to do if you get sick.** If you become ill with a fever or cough while in Hawaii, have recently departed an area with widespread community transmission of COVID-19, and /or have had

The Visitor's Journey: Health Procedures and Protocols



Public Relations



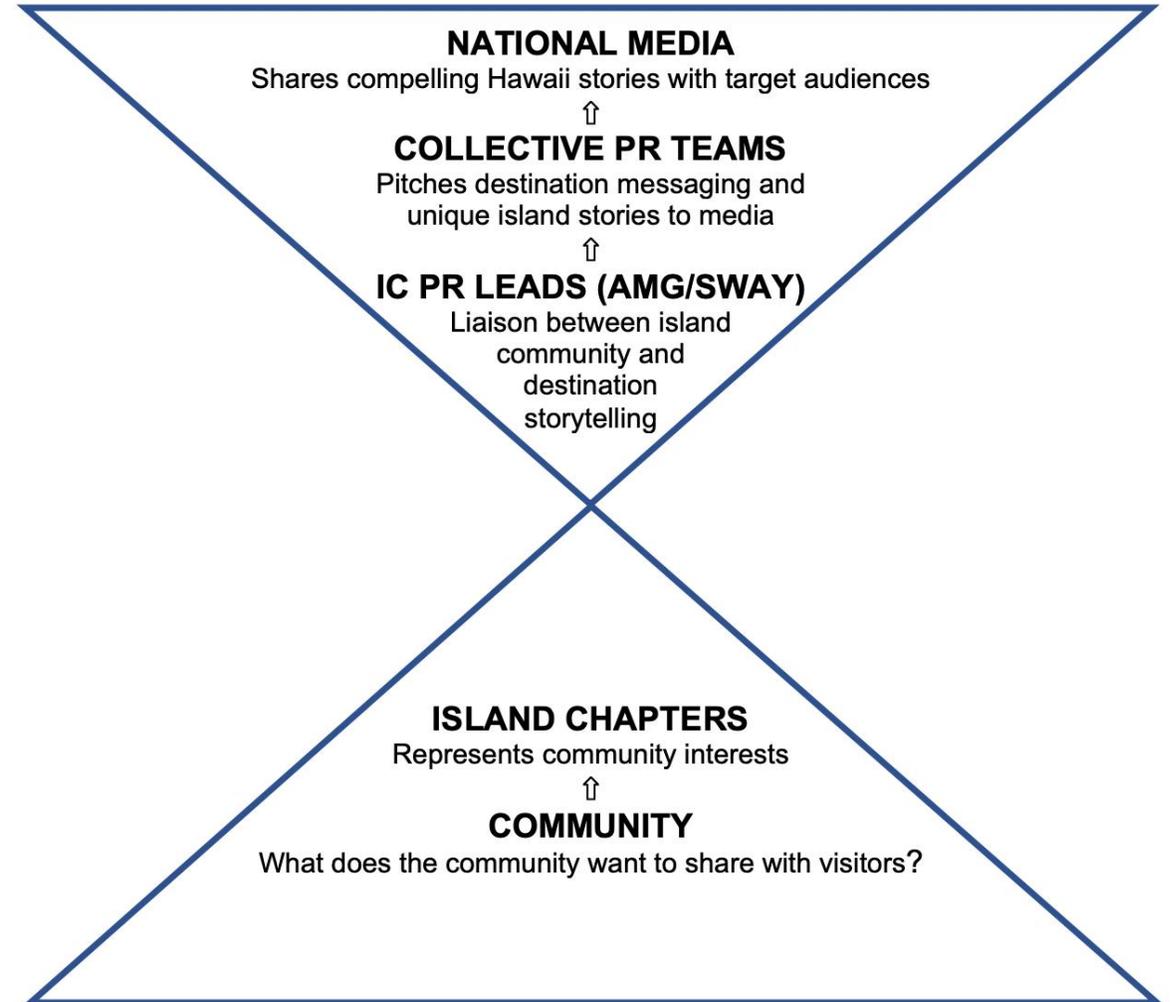
Public Relations

Strengthen Connections With Our Community

- Bridge the gap between what the community wants to share and what will best resonate with media that our audience consumes
- Messaging from our communities will also flow through Local Ambassadors

All-Island Team Approach

- AMG and SWAY will work collaboratively to find efficiencies and leverage media relationships
- Statewide and Island-Specific Communications With Industry Partners To Coordinate Messaging



**DRAFT*

Proactive Outreach

Editorial Coverage

- Focus on key West Coast and National Outlets
- Prioritize Digital Media Delivery

Messaging

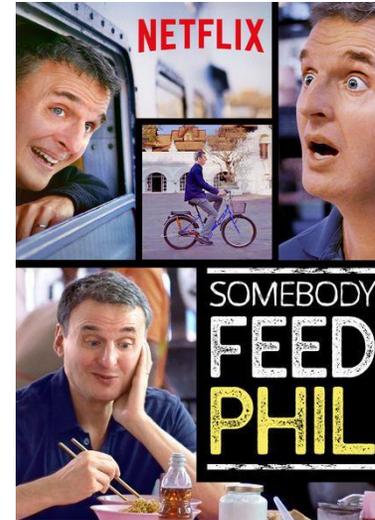
- Health & Safety Protocols
 - For Entry
 - Once in the destination
- Unique Stories across the destination:
 - Resort activities
 - Ways to connect with and help to perpetuate our Culture, Communities, and the beauty of our Environment
 - Engage Ambassadors



Big PR Hits Airing Oct. 2020

Somebody Feed Phil, Netflix

- Hosted by Phil Rosenthal, creator of *Everybody Loves Raymond*
- #1 Hosted Food & Travel Program on Netflix
- Approx. 20-24M viewers



Field Trip with Curtis Stone, PBS

- Hosted by Curtis Stone, Michelin-Star chef and restaurateur
- Airing on 96% of PBS stations nationwide
- Approx. 1.8M viewers per week



Travel Sellers



Travel Trade Strategy

Awareness & Communication

Education & Training

Partner Marketing

- Updating website and training content with appropriate safety messaging
- Focus on virtual learning and virtual platforms
 - 36% increase in certification graduates Mar – Jun 2020
- Launch trade media with new post COVID messaging
 - To ensure Hawai`i is a top destination for late 2020 and 2021 and encourage certification completions
- Shifting from individual wholesale plans/tactics to an HVCB executed program where partners can buy into a destination coop program
- Providing a digital marketing toolkit with HVCB messaging and partner offers to travel advisors where they will be a call to action for our coop program.
- HVCB will be conducting the first ever virtual Hawai`i Destination Expo

Industry Partners



Visitor Journey

ACTION



Thinking about traveling, conducting searches to find ideas and inspiration for where to go and what to do.



Deep in consideration mode, deciding which hotel, airline, rental car to book, based on location, safety, loyalty program and cost.



People have made their decision and book their reservations.



Searching for things to do and new places to visit on their trip.



Flight check-in—often as much as 24 hours in advance—and arrive at the airport to board plane.



Travelers are a captive audience from boarding their plane to landing at their destination.



Visitors are arriving at the airport, taking transportation to their accommodations and checking in.



Visitors are going to beaches, state parks, shopping, dining and going on tours.



Visitors are leaving the destination to head home.

MESSAGE

Hawai'i is Open – Welcome Back

Partner travel deals and details on safety procedures.

Safety guidelines

Activities that help economy with an emphasis on safety requirements and respectful behavior

Reiterate safety guidelines, any pre-departure requirements

Please respect our health and safety guidelines.

Welcome, please follow safety guidelines.

Reiterating safety messages.

Mahalo. Please share your positive experience.

ASPIRATIONAL

FUNCTIONAL

JOURNEY



MEDIA/COMMUNICATIONS

<p>Videos YouTube Travel Sites TV Streaming Services/ Advanced TV</p> <p>E-Newsletters</p> <p>Search Google Ads Websites</p> <p>Social Media Organic Paid Ads Influencers (UGC)</p> <p>News Public Relations</p> <p>Online Native Content Digital Ads</p>	<p>E-Newsletters (HVCB) Including Member Ads (hotels, airlines, activities)</p> <p>Digital Ads Including Member Ads (hotels, airlines, activities)</p> <p>Airlines Google Search Digital Ads on Travel Booking Sites E-newsletters</p> <p>Hotels Google Search Digital Ads on Travel Booking Sites E-newsletters</p>	<p>Email Confirmation email</p>	<p>E-Newsletters</p> <p>Social Media Organic Influencers (UGC) Paid Ads</p> <p>Public Relations</p> <p>Native Content</p>	<p>Airline Mobile App</p> <p>Airline Website</p> <p>Airport Check-in Kiosks</p> <p>Airline Gate Video Posters</p> <p>Hotels Pre Check-in Communications</p>	<p>Video In-flight Entertainment (Personal device, seat back screens)</p> <p>Flyer/Digital Guide</p>	<p>Gates Video Posters</p> <p>Baggage Claim Video Posters</p> <p>Rental Car Facility Posters/Flyers Video</p> <p>Airport Shuttle Video Poster</p> <p>Cab/Ride Share Posters/Flyer Digital Guide</p> <p>Hotel Check-in Flyer/ Digital Guide In-Room Video</p> <p>Social Video</p>	<p>Registration Desk Signs</p> <p>Park Signs</p> <p>Digital Apps Existing Destination Specific</p> <p>In-Room Kuleana Videos</p>	<p>Check-in Kiosks Airport Video</p> <p>Airline Gates Poster</p>
---	--	--	---	--	--	---	--	--

A lush green forest scene with a waterfall cascading into a pool. The foreground is dominated by large, vibrant green leaves, some of which are being held by a hand on the left side. The background shows a dense forest of various trees and foliage, with a rocky waterfall in the center. The overall atmosphere is serene and natural.

It's Time

Creative Update

Messaging Strategy

- Maintain Brand Integrity
- Dial-Up Responsible Traveler Messaging
- Share Health & Safety Protocols

Messages

- Pre-Arrival
- Post-Arrival

Paid Media

- Parameters
- Media Consumption
- Overarching Strategies

Messaging Strategy

Strategy

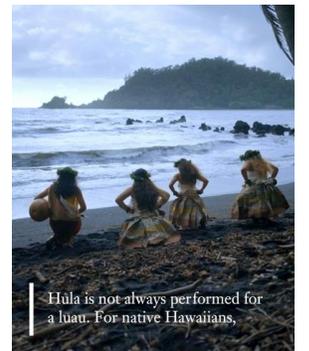
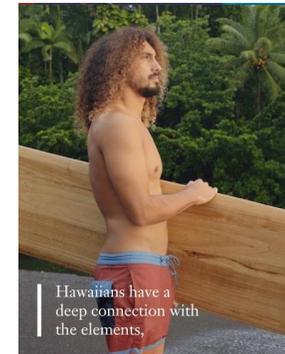
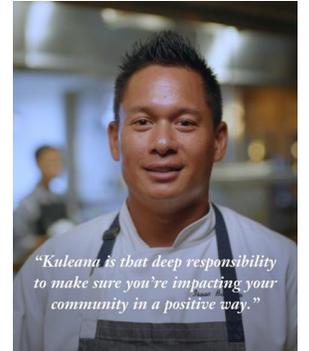
Continuation of the Hawai'i Rooted campaign

- Local Ambassadors delivering messages to visitors about appropriate behavior in Hawai'i while inviting them back

Tactics

Utilize existing creative assets as much as possible

- Deliver creative units primarily on digital video and social platforms, OTT and addressable TV as affordable
- Visually communicate
 - purity of the environment,
 - the clean / pure air and water
 - wide open spaces



Messaging Strategy

Pre-Arrival Communication

- Our resort areas are open, come enjoy them
- Importance of appropriate behavior when visiting our communities, while out in nature, and for our culture

Post-Arrival / In-destination

- Share what is appropriate behavior in-destination:
 - for their health and safety, and that of our community,
 - to respect our culture,
 - to perpetuate the environment
- Share samples of the campaign and the overall approach of how we are - targeting respectful visitors, presenting Hawaii and asking visitors to behave - with residents/media's editorial staff around the state



Ocean Health



Travel Pono



Ocean Safety



Land Safety

Uploads ▶ PLAY ALL



Visitor Target

REJUVENATE

Thoughtful visitors looking to rejuvenate will find everything they could hope for awaiting them in the Hawaiian Islands – our gorgeous natural environment, fresh air blowing in off the ocean, clean, clear waters, blue skies, wide open vistas, spectacular open spaces, and our spirit of aloha.

SENSITIVITY

Visitors will have more meaningful experiences when they respectfully connect with our vibrant culture and understand the values which shape our behaviors. We need to share those values so they can be clear on what appropriate behavior is.

RESPONSIBILITY

Share details of the public health travel tips necessary to protect residents, and travelers, from COVID exposure and transmission.

Kuleana

It's Time

Media



Media

1. Parameters
2. Media Consumption
3. Marketplace Considerations
4. Media Plan



Parameters



Flighting
Sept - Dec



Target Audience
A25-54
Respectful Travelers
Repeat Hawaii Visitors

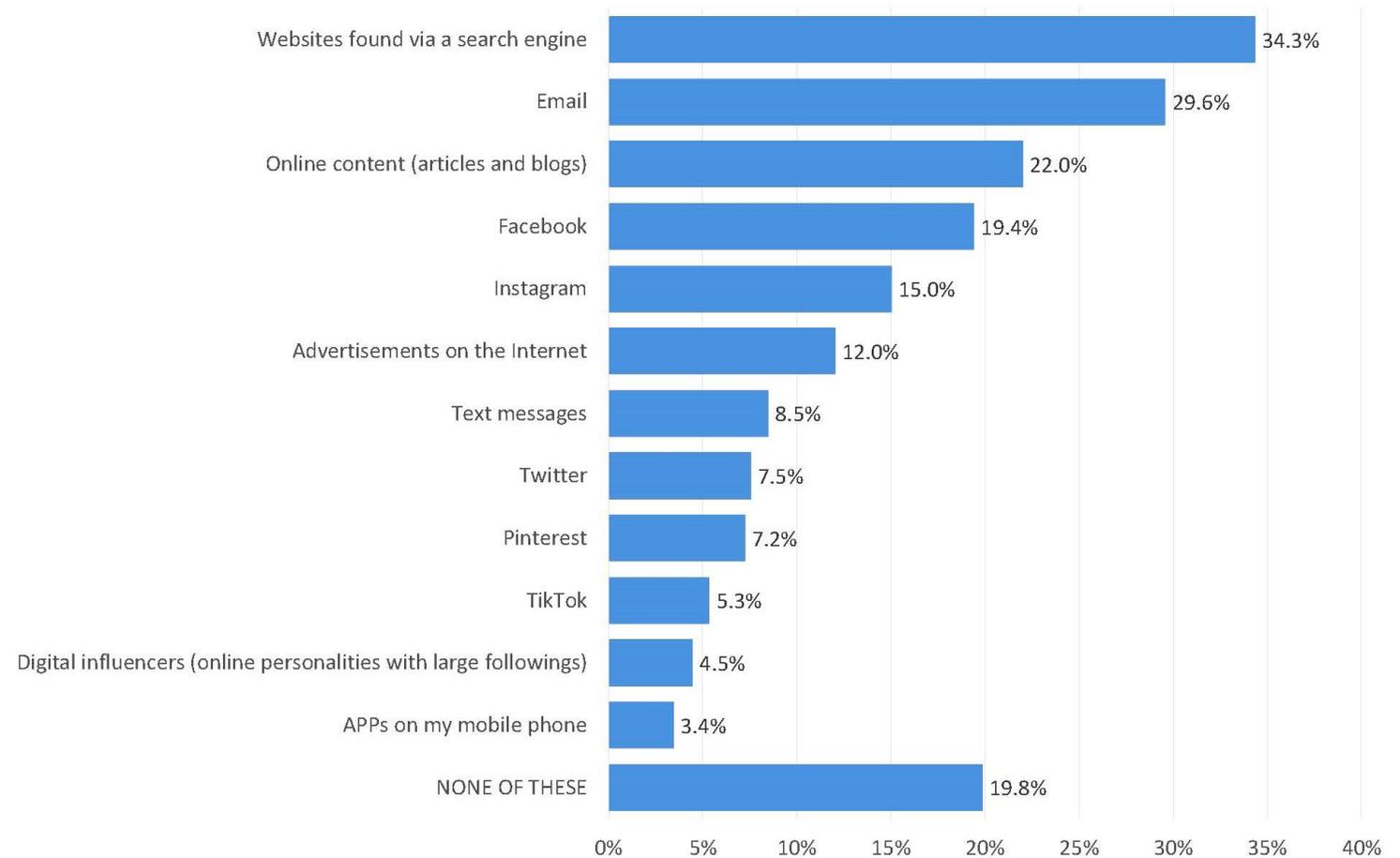


Geography
Los Angeles
San Francisco
Seattle
Portland

Best Channels to Reach Travelers

Question: Please think about how travel destinations could best reach you with their messages right now. Where would you generally be **MOST RECEPTIVE** to learning about new destinations to visit? (Please select all that apply)

(Base: Wave 19 data. All respondents, 1,200 completed surveys. Data collected July 17-19, 2020)

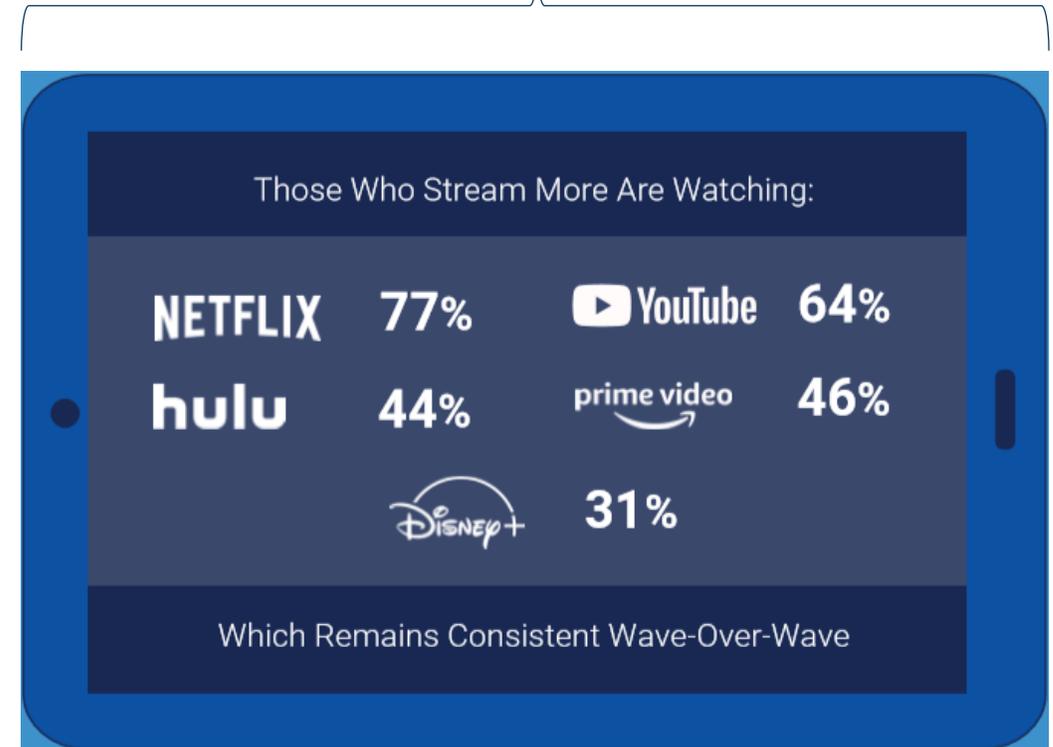
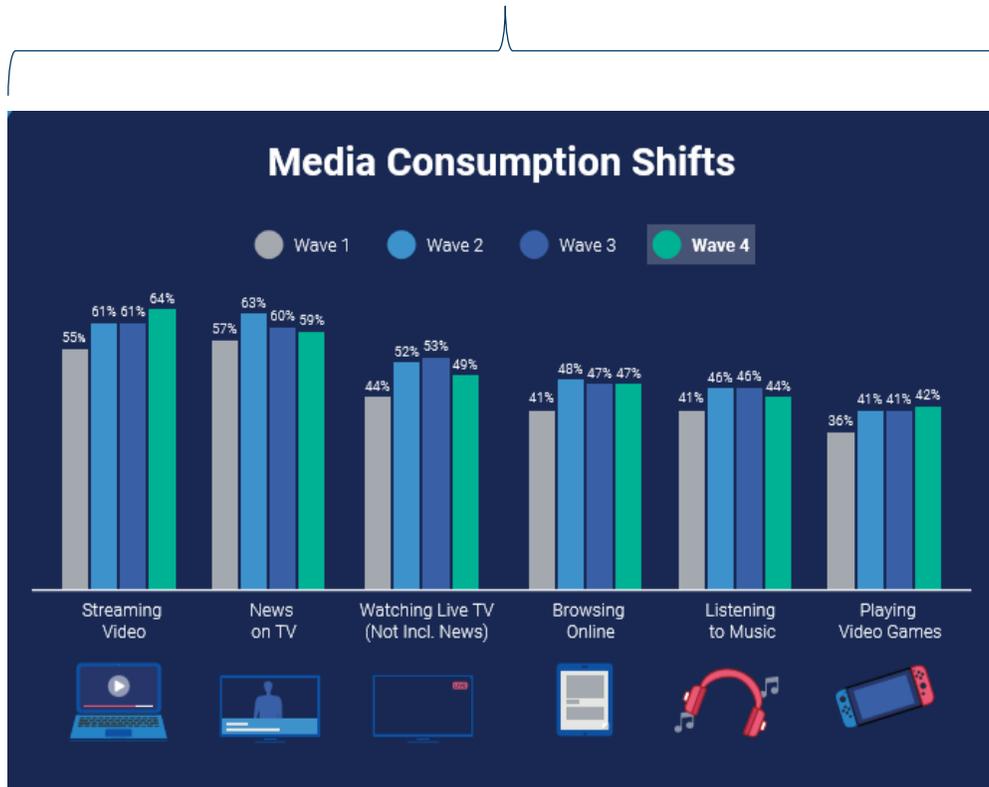


U.S. Media Consumption During COVID-19

During the height of COVID-19 pandemic, streaming video continues to increase

Streaming Has Increased Significantly as the Outbreak Has Progressed

Almost two-thirds of consumers (64%) are using streaming services MORE than before the outbreak



Target Media Consumption

Media Channel	Usage	Usage Highlights
 Digital	Heavy	<ul style="list-style-type: none"> Spends on avg. 28 hours per week online and considers it it's most trusted media source (141 Index)
 OTT / Streaming	Heavy	<ul style="list-style-type: none"> Prefers subscribing to streaming video services because it's worth the money (181 Index) and enjoys their original programming (158 Index) Amazon Prime is their top streaming service used in the past 30 days (174 Index)
 Outdoor	Moderate to Heavy	<ul style="list-style-type: none"> 3rd highest medium against the target and notice large formats like Billboards Able to amplify awareness in select markets that have a high tendency of OOH
 Radio	Moderate to Light	<ul style="list-style-type: none"> Tunes in to terrestrial radio during the AM/PM drive on their commute to work (108 Index)
 TV	Light	<ul style="list-style-type: none"> Target's Linear TV consumption has drastically decreased and they are now light viewers (34 Index)

Media Marketplace Considerations

1

Increased demand and premiums:

- Due to COVID-19, many advertisers have pushed media to latter half of the year, resulting in higher demand and cost premiums
- A surge in demand due to the Holiday Season

2

Fall 2020 is a heavy **political season** due to the Presidential election, which will drive-up local premiums

3

Potential to **leverage paid media** buys to help secure and connect **with earned media**



Media Plan

OTT

- To reflect the evolution of the target's media consumption, leverage OTT to take advantage of this increase in our post-COVID world
- Reach the top feeder markets by working with local OTT partners that will hone-in on the target and engage audiences watching premium content from top-tier networks
- Sample of premium content
 - Entertainment- ABC, CBS, NBC and Roku
 - Sports- ESPN and Fox Sports
 - Lifestyle- A+E, Discovery, Food Network, HGTV and National Geographic



Video & Display

Sustain messaging against the target by utilizing video and display to granularly reach users cross-device (desktop, mobile/tablet) with *3rd Party targeting*:

- Travel habits
- Demo (age, HHI)
- Environmentally conscious
- Geography
- Contextual

Considered List

Los Angeles Times



The Seattle Times



Digital Out-of-Home (DOOH)

- As market conditions evolve, consider DOOH coverage in the largest feeder market, Los Angeles
 - Concentrate efforts to create the most impact and generate mass awareness
- Strategically select premium DOOH units located in high-profile and high-traffic areas building excitement among travel enthusiasts
- Utilize DOOH formats for their dynamic message delivery and ability to rotate multiple creative messages



Example: The Grove Shopping Mall Digital Wall

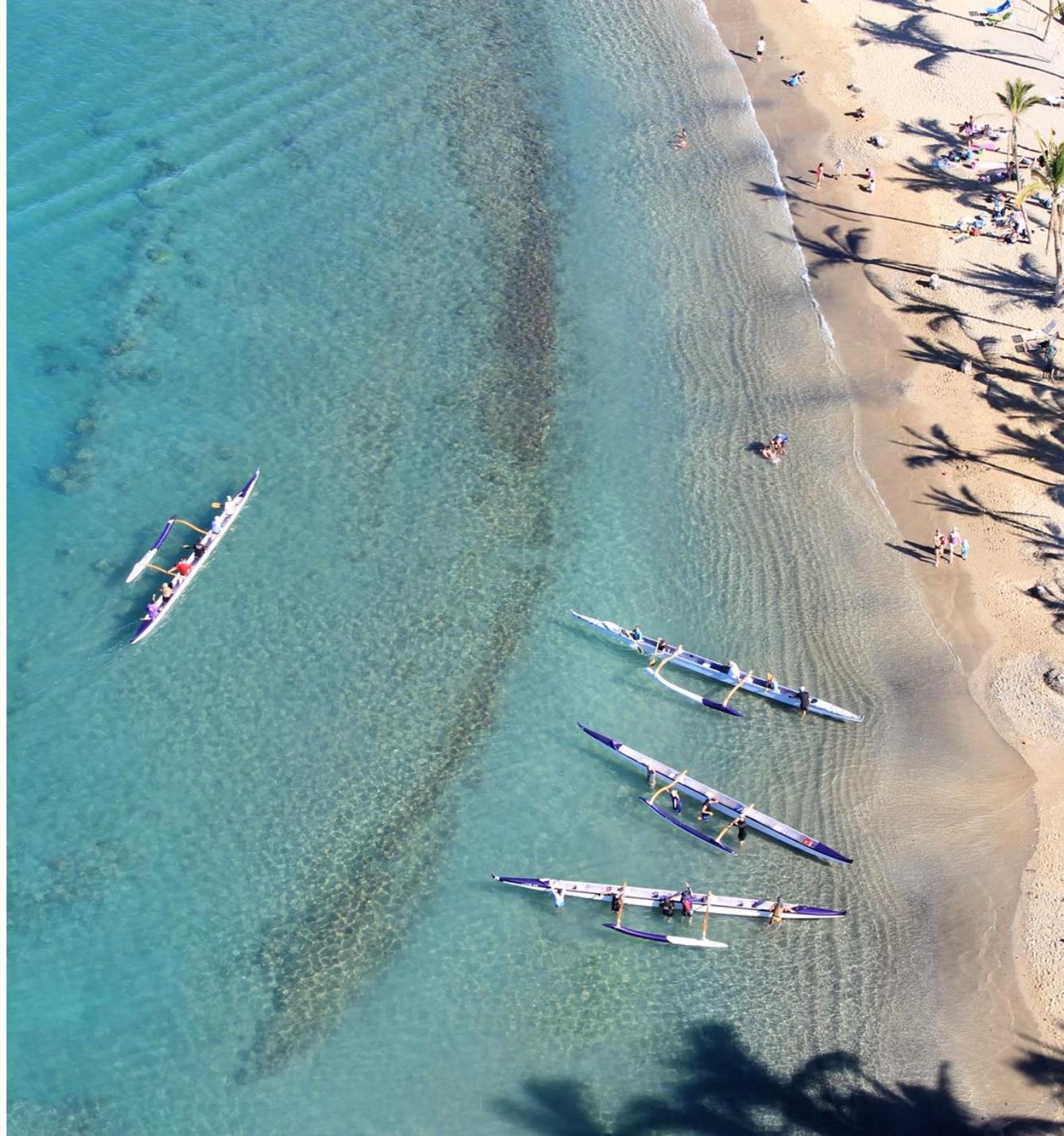


Meetings, Conventions & Incentives

Meetings, Conventions & Incentives

Hawai'i MCI Marketing Campaign

- Develop "New Hawai'i" MCI Blueprint
 - Detailed Health & Safety Protocols for all MCI Venues
- Promote the MCI Customer and Meeting Attendee Journey
- Develop digital sales tools for the team to drive business during Covid-19
- Redevelop MeetHawaii.com to efficiently increase productivity



The New Hawai'i MCI Blueprint

Meeting Customer Additional Expectations

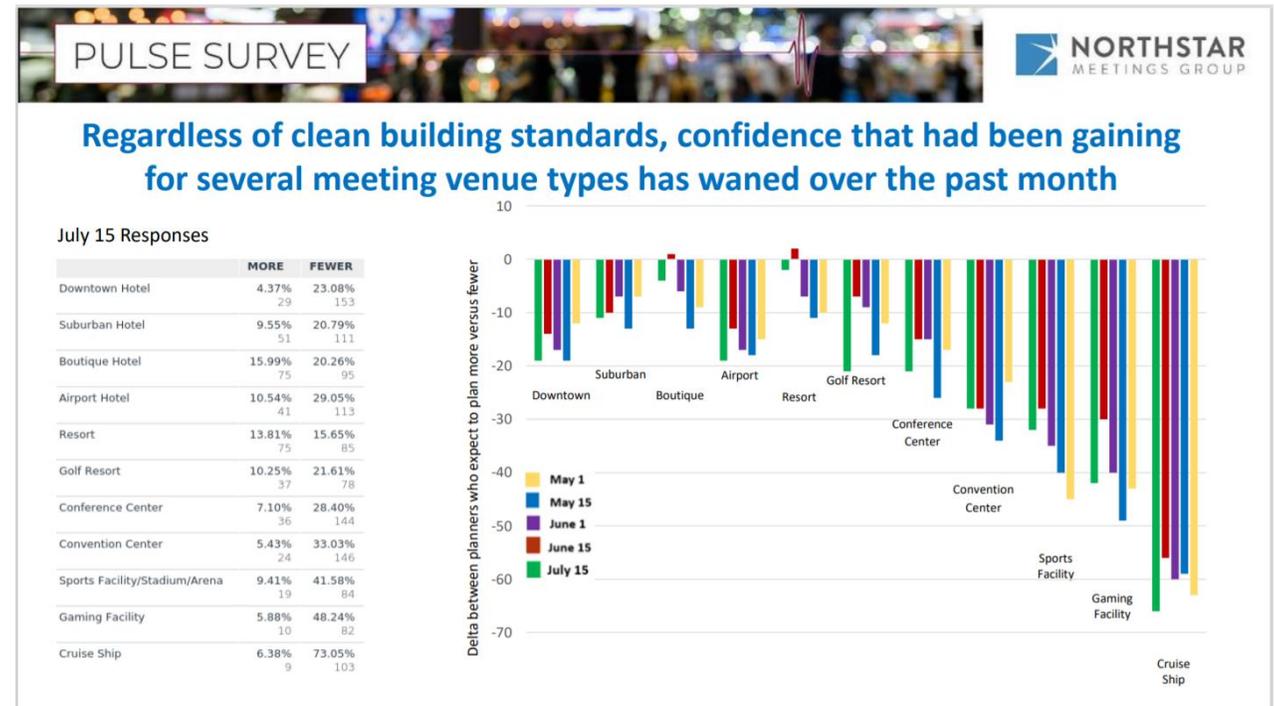




Input
Customer Trends

Regardless of clean building standards, confidence that had been gaining for several meeting venue types has waned over the past month

- A Blueprint consist of Three (3) Stages:
 - Input (Research)
 - Process (What are you transforming/why?)
 - Output (An Improved Finish Product)
- The recent July 15th Northstar Pulse Survey for MCI business shows “Confidence has Waned for Meeting Venue Types”
- There is High Confidence in Resort locations
- Noticeable concern for Convention Centers and other meeting venues



Top Concerns

- New Hawai‘i MCI Blueprint must focus on Health and Safety Protocols
- New and responsive “Blueprints” will be a competitive edge for destinations
- Top Concerns highlight: Hotel Venues Protocols and Need for Guidelines (Best Practices)



Meeting Customer Example New Customer Journey “Guidelines and What to Expect”

“...I am a meeting planner and have a client that, unfortunately, had to cancel their incentive trip to Italy in November due to the pandemic. They are interested in looking at Hawai‘i.

*Can I get some information from you on **current guidelines and what to expect** if they are looking to travel in November? The more information you could pass along on this, the better.”*

- Recent example of Customer Inquiry received this week
- Inquiry highlights Hawaii’s opportunity to capture business but the need to have a New Blueprint to do it
- Proposed New Blueprint responds to new Customer Expectations of “Trust and Verification”
- New Expectations:
 - What are your Guidelines (Clean & Safe)
 - What can my attendees expect / Detailed Attendee Journey
- Detail and Clarity provides “Trust & Verification” and communicates “We Get It”

Process Our Transformation





HAWAII
CONVENTION CENTER
Where Business and Aloha Meet



REOPENING PLAN

VenueShield

- *VenueShield* is ASM Global's new proprietary environmental hygiene protocol developed in partnership with AECOM and is being deployed at more than 325 ASM Global facilities worldwide.



KEY OPERATIONAL PARTNERS

AECOM



VenueShield

- Best Practices in environmental hygiene, food service, customer journey, talent, public awareness, and technology and equipment.
- State-of-the-art standard operating procedures (SOPs) for environmental hygiene.



KEY HEALTH CARE EXPERTISE



Dr. Charles Cairns

- College of Medicine Dean, Drexel University
- Current Principal Investigator, COVID-19 IMmunoPhenotyping Biomarker Study, funded by National Institutes of Health (Infectious Diseases)
- Former Principal Investigator, National Collaborative for Bio-Preparedness, funded by US Dept of Homeland Security



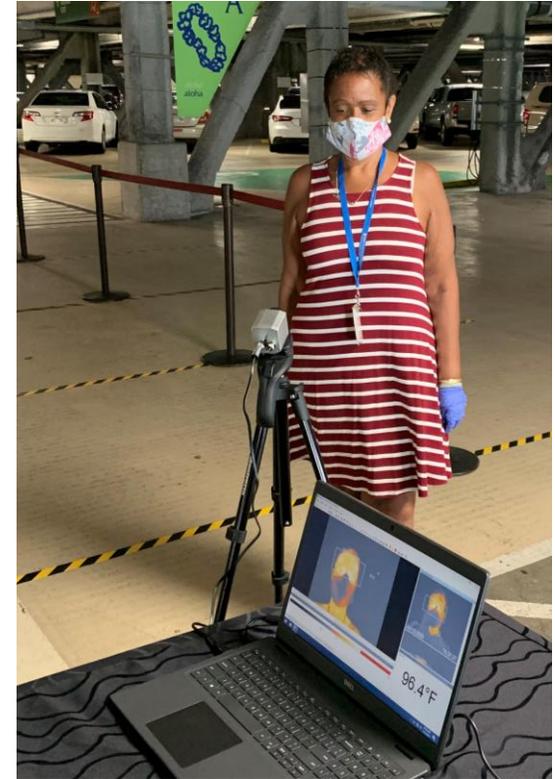
DREXEL UNIVERSITY
College of
Medicine

IN ACCORDANCE WITH TOP HEALTH & SAFETY OFFICIALS



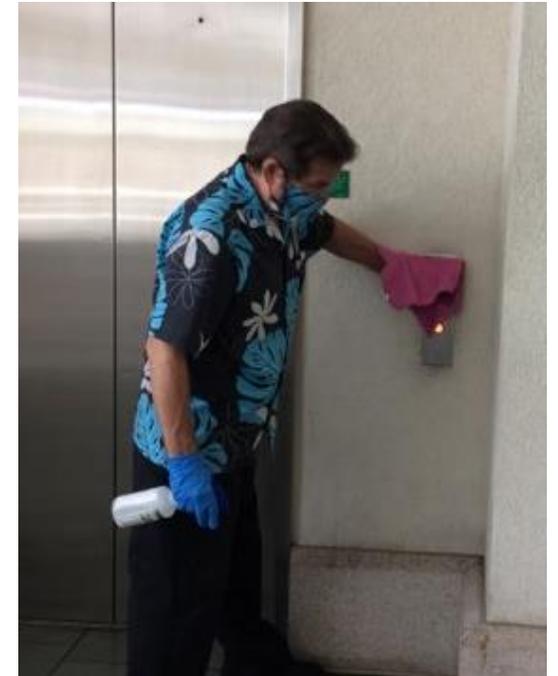
Arriving at HCC (What to Expect)

- Everyone who enters the Hawai'i Convention Center are expected to go through our necessary safety measures including:
 - TEMPERATURE SCREENING
 - WEARING A FACE MASK
 - PRACTICING SOCIAL DISTANCING



Enhanced Cleaning and Sanitation

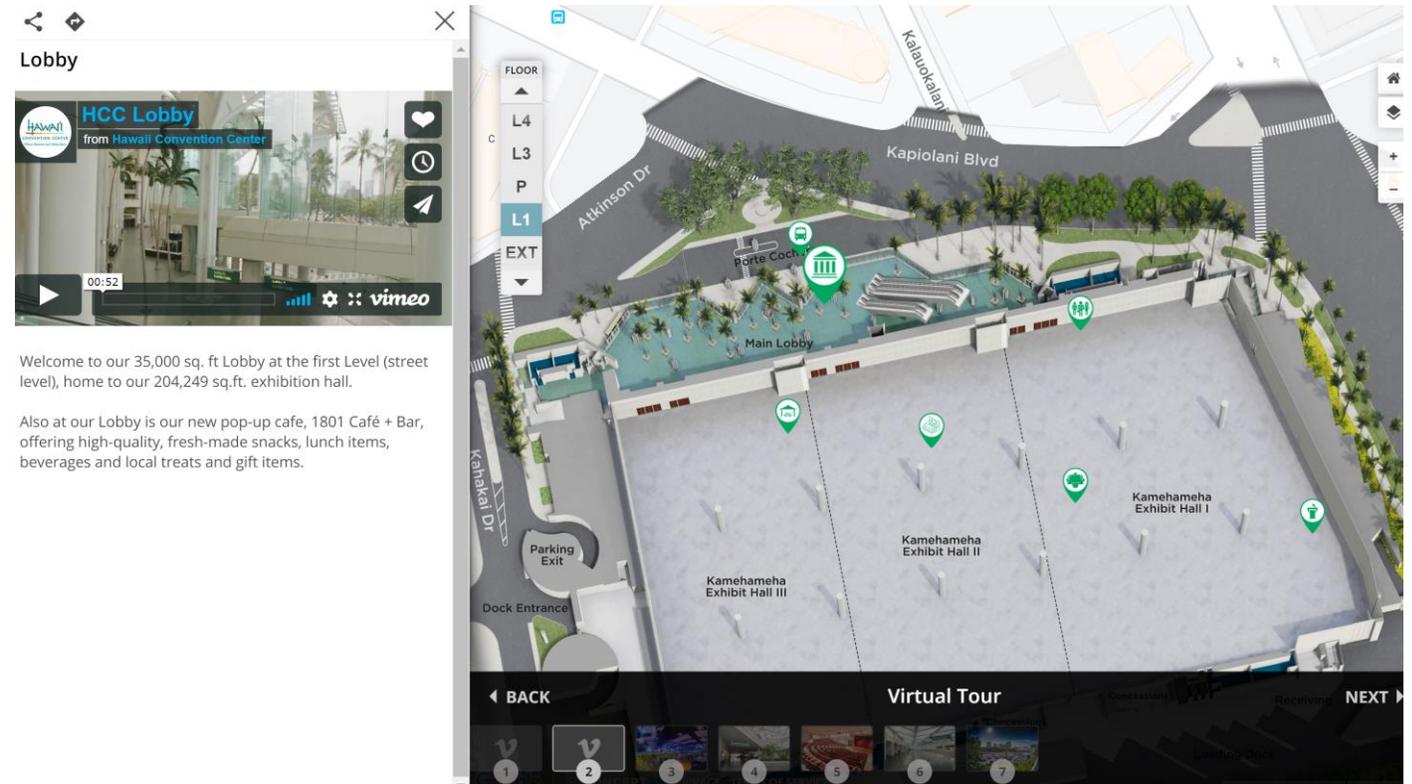
- “Sanitization Team Ambassadors” will be visible throughout the day to showcase our enhanced cleaning and sanitization efforts



Sales & Event Services: Pre-Arrival

Site Inspections: Virtual site inspections will be encouraged whenever possible.

Clients may visit our [online map](#) to explore the Center.



Sales & Event Services: Pre-Arrival

Physical Site Visit Protocol

- Must be scheduled in advance at least 72 hours in advance.
- HCC will request for a list of names of all site visit participants and 2 forms of contact information for each.
- Max of 8 people to ensure proper physical distancing.
- All site visits will begin in the Lobby level.
- All guests will undergo temperature screening

Signage

- Signage will be placed throughout the facility to remind guests and staff of our new protocols



New Room Capabilities (Social Distancing)

Physical Distancing Set-up Standards	
Theater	Six (6) feet Social Distancing For Theaters 310 and 320, 4 seats apart
Classroom	One (1) person per table, Six (6) feet Social Distancing
Banquet	Two (2) persons per table, Six (6) feet Social Distancing
Booth (10' x 10')	Six (6) feet Social Distancing

New Room Capabilities (Social Distancing)

FLOOR PLAN LEVEL 1 Kamehameha Exhibition Hall and Lobby



More information on our website www.hawaiiiconvention.com

LEVEL 1 Room Sizes & Capacities										SOCIAL DISTANCING				
ROOM	TOTAL		DIMENSIONS			ORIGINAL CAPACITIES				Theater 6 ft apart	Classroom (1 per table)	Banquet (2 per table)	10' x 10' booth*	
	Square Feet	Square Meters	L	W	H	Max.	Theater	Class	Banquet					
KAMEHAMEHA Exhibit Hall I + II + III	204,249	18,975	329'	619'	30'	13,340	13,340	9,000	9,500	1,117	3,123	935	1,326	654

*Revised booth count assumes that each booth has a backwall drape. If the backwall drape was omitted, anticipate an increase of 6' spacing back to back.

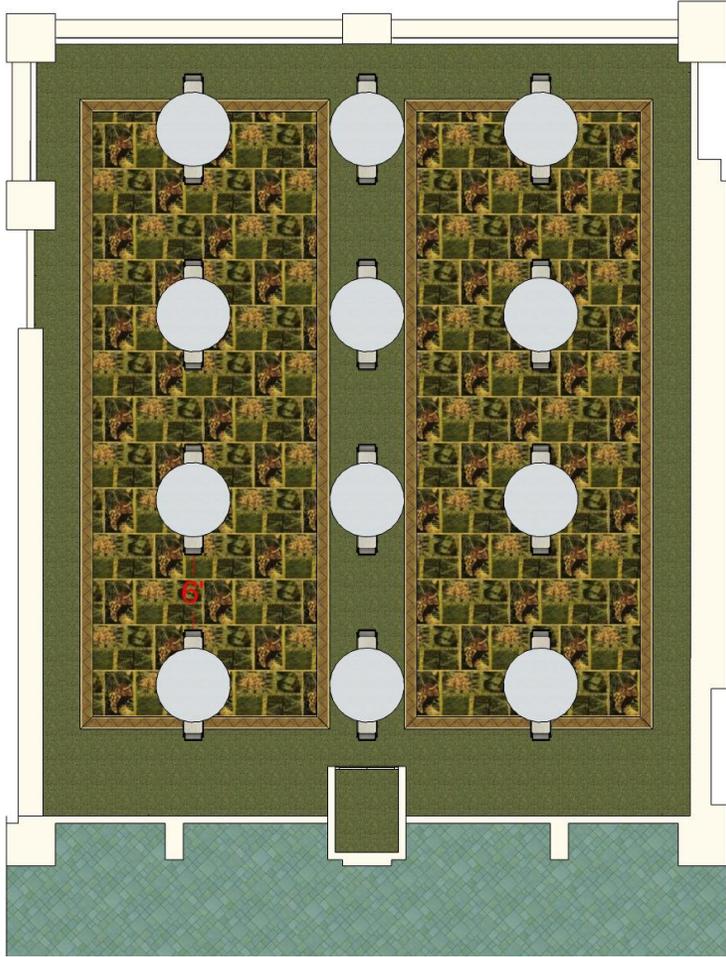
Sample Social Distancing Room Sets



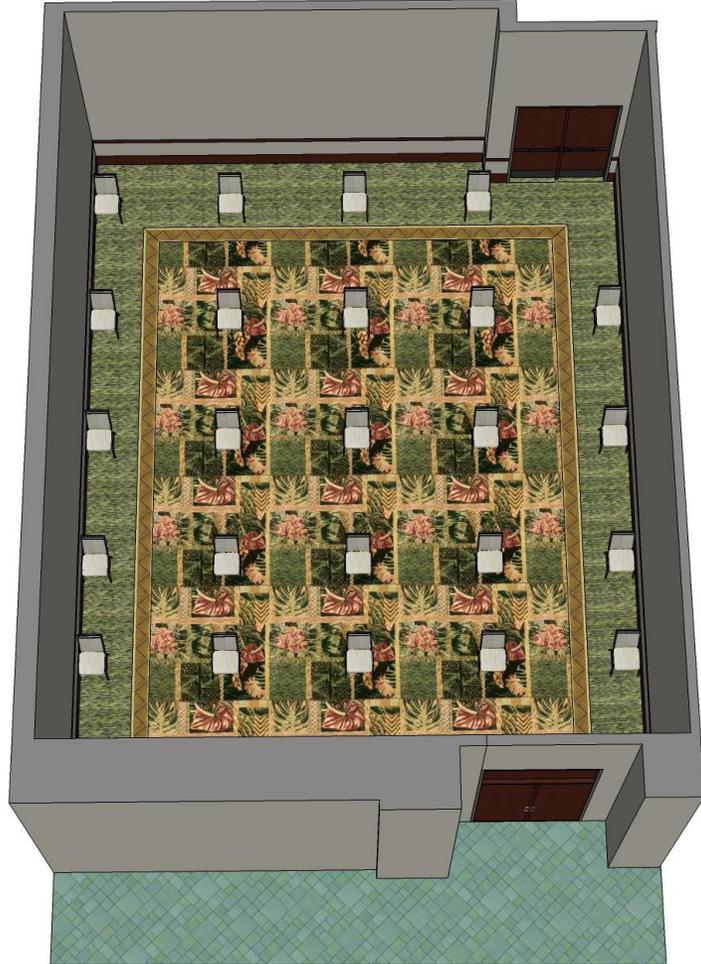
Sample Social Distancing Room Sets



Room 306 AB
Banquet Set (2 per table)
24 pax



Room 309 Theater Set
28 pax



New Food and Beverage Protocols

- Buffet and plated meal services are currently suspended. Alternate food service options will be available.
- Boxed Hot and Cold Meals distributed from shielded food stations.
- Discontinue self-serve beverage stations.



New Food and Beverage Protocols

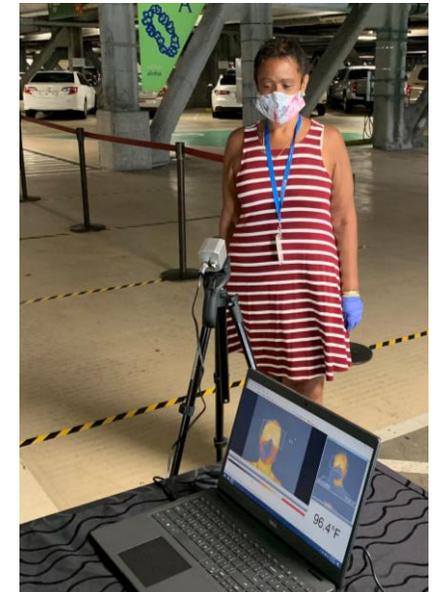
Café/Concession Service Changes

- Contactless payment options
- Discontinue self-service approach. All items will be handed to the guests.
- Concession items will be boxed, pre-packaged or wrapped in transparent hinged container to easily identify product



Workforce Safety

- Daily Health Questionnaire
- Daily Temperature Screening and wristbands
- PPE Requirements (Masks, Face Shield, Gloves)
- COVID-19 Training



Client Reopening Plan

- Detailed information about our new protocols
- Available upon request





**Output
Finished Product**

Reinforce Trust & Confidence

01

Finished
Product needs
to be specific
and detailed

02

Hawaii MCI
Suppliers need
to create their
Blueprint

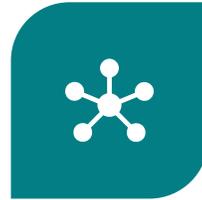
03

MCI Individual
Blueprint is a
Proactive
Resource

MCI Marketing Campaign



DMOs are viewed as a
Trusted Source



New Hawai'i MCI
Blueprint is part of our
Marketing Message



Campaign promotes
Commitment to the MCI
Customer and the
Health and Safety of
MCI Attendees

An aerial photograph of a vast, lush green mountain range. The terrain is characterized by numerous ridges and valleys, all covered in dense, vibrant green vegetation. The perspective is from a high vantage point, looking down and across the range. The sky is a pale, hazy blue, suggesting a clear but slightly misty day. The word "Mahalo" is centered in the middle of the image in a clean, white, sans-serif font.

Mahalo