



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

**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY**

Po'ahā, 24 Kepakemapa 2020, 9:30 a.m.
Thursday, September 24, 2020 at 9:30 a.m.

Hālāwai Kikoho'e
VIRTUAL MEETING

Hiki i ka lehulehu ke hālāwai pū ma o ka ZOOM.
Teleconferencing will be live streaming via ZOOM.

PUBLIC IS INVITED TO REGISTER IN ADVANCE FOR THIS MEETING:

<https://zoom.us/meeting/register/tJ0ud-isrTltGtCGvT89rb4solc6SjLPEWpP>

AFTER REGISTERING, YOU WILL RECEIVE A CONFIRMATION EMAIL CONTAINING INFORMATION ABOUT JOINING THE MEETING.

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 August 27, 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 August 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. *Kūkākūka A Ho'oholo I Ka Ho'okumu I 'Aha Kūkā He'enalu A Hoe Wa'a*
Discussion and Action to Establish a Surfing and Canoe Paddling Advisory Committee



6. *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
7. *Hō'ike, Kūkākūkā A Ho'oholo No Nā Mo'okālā*
Presentation, Discussion and Action on HTA's Financial Reports for August 2020
8. *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
9. *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 HRS § 92-5 (a) (2), § 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; to consider hiring and evaluation of officers or employees, where consideration of matters affecting privacy will be involved; and to discuss information that must be kept confidential to protect Hawai'i's competitive advantage as a visitor destination.

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 view 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
August 27, 2020 Board Meeting



**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY
Thursday, August 27, 2020
Virtual Meeting**

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, Sherry Menor-McNamara, Benjamin Rafter, Kelly Sanders, and Kimi Yuen

HTA STAFF PRESENT:

Chris Tatum, Keith Regan, Pattie Herman, Marc Togashi, Marisa Yamane, Kalani Ka'anā'anā, Caroline Anderson, and Jennifer Chun

GUESTS:

Representative Richard Onishi and Director Mike McCartney

LEGAL COUNSEL:

Gregg Kinkley

1. Call to Order and Pule:

Keith Regan, HTA Chief Administrative Officer, called the meeting to order at 9:31 a.m. Mr. Regan explained the virtual meeting procedure for the general public to provide testimony. He confirmed the attendance of the Board members by roll call and turned the floor over to Chair Richard Fried. Ku'uipo Kumukahi opened the meeting with a pule.

2. Approval of Minutes of the July 30, 2020 Board Meeting:

Chair Fried requested a motion to approve the minutes of the July 30, 2020 Board meeting. George Kam made a motion, which was seconded by Ms. 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 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 July 2020:

Chair Fried commended Chris Tatum for his leadership during his tenure as HTA President and CEO. Chair Fried recognized Mr. Tatum to present his report. Mr. Tatum reported that at the request of the Hawai'i Emergency Management Agency (HIEMA), HTA continues to support call center operations for the 14-day visitor quarantine. He added that Marissa Yamane, HTA Director of Communications and Public Relations, continues to provide information to the Board and the visitor industry with regard to status updates from the State, as well as visitor arrival information. Mr. Tatum said HTA continues to focus on the Four Pillars. He said the HTA Marketing Standing Committee received updates from the five markets (Canada, US, Oceania, Japan, and South Korea) that HTA continues to support. He noted that it is vital for the economy that Hawai'i is ready for visitors to return safely. Mr. Tatum said HTA is working with the State, counties, community, and visitor industry to develop destination plans as the state reopens. He noted that Caroline Anderson, HTA Director of Community Enrichment, has been working primarily with Maui County and Hawai'i County to organize their respective steering committees. Mr. Tatum commended Kalani Ka'anā'anā, HTA Director of Hawaiian Cultural Affairs and Natural Resources, for his work, and shared that HTA has supported some of the renovations at 'Iolani Palace. Mr. Tatum said that moving forward, HTA will shift its focus to projects that will have the largest impact. He said HTA will continue to work with the Department of Land and Natural Resources. Mr. Tatum noted that although funds are limited, HTA will not forget its values, will continue to be a balanced organization, and will continue to invest in Hawai'i's natural resources. Mr. Tatum thanked the teams at HTA, Hawai'i Lodging and Tourism Association (HLTA), and Hawai'i Visitors and Convention Bureau (HVCB) for pivoting to areas and responsibilities that were needed during the COVID-19 crisis. He added that these organizations stepped up and made a difference. He thanked Senator Glenn Wakai and Representative Richard Onishi for their support of HTA. He thanked the Board, especially Chair Fried, for their support. Mr. Tatum said he will always be available for input and support.

Chair Fried shared that he was at a small reception with Surgeon General Jerome Adams and Lieutenant Governor Josh Green, and that unless the numbers start coming down, this could be a 4-week lockdown. Chair Fried said he was impressed with Surgeon General Adams and that he is apolitical and went out into the community. He noted that Hawai'i needs to reduce its numbers so that tourists will want to return to Hawai'i. He added that a big concern is a significant nurse shortage that will continue to get worse.

Chair Fried invited the general public to submit testimony, and there was none.

5. Discussion and Action to Establish a Surfing and Canoe Paddling Advisory Committee:

Chair Fried recognized Kelly Sanders to discuss establishing a Surfing and Canoe Paddling Advisory Committee. Mr. Sanders reported that there is support from the Marketing Committee, but more research and thought needs to go into it. He said Mr. Ka'anā'anā has committed to it and will report to the Marketing Committee with a proposal once it is

ready.

Ms. Kumukahi asked if the Advisory Committee would involve all islands, or if it would be O'ahu-centric. Mr. Sanders responded that it would not be O'ahu-centric and would be focused on all islands.

Chair Fried invited the general public to submit testimony, and there was none.

6. 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 Jennifer Chun, HTA Director of Tourism Research, to discuss market insights and conditions. Ms. Chun highlighted that there were 22,600 visitors in July, which is down 98% compared to 2019. She also highlighted that hotel occupancy in July was at 20.9% compared to 85.3% in 2019. Ms. Chun noted that hotel supply and demand has dropped dramatically for April, May, June, and July. She added that the Department of Taxation reported that the State has collected \$564.3 million in TAT year-to-date through June, which is down 6% from FY 2019. Ms. Chun said the Annual Visitor Report for 2019 has been published on the HTA website. She thanked Mr. Tatum for his leadership.

Fred Atkins asked if the hotel occupancy numbers only reflect the hotels that are currently open. Ms. Chun responded in the affirmative. Mr. Atkins asked how many hotels are operating now compared to pre-COVID-19. Ms. Chun responded that she does not have that information readily available and would have to look into it because the statistics reflect total room supply as opposed to operating hotels. Ms. Chun noted that the supply-and-demand chart in the hotel report shows the decline in total hotel room supply from the beginning of the year.

Kyoko Kimura asked if the vacation rental report also reflects a decrease in supply and demand. Ms. Chun responded in the affirmative. She noted that although there is a decrease in supply, she has heard anecdotally that it may be misleading because if the rental is not on one of the major platforms, it may have a different refund policy. Ms. Chun added that if the reservation is not fully refunded it may count toward the unit supply-and-demand statistics even if the unit is empty.

Chair Fried invited the general public to submit testimony, and there was none.

7. Presentation, Discussion and Action on HTA's Financial Reports for July 2020:

Chair Fried recognized Mr. Regan to discuss the financial reports. Mr. Regan thanked Mr. Tatum for his support, mentorship, and leadership. He reported that this is the first month of the new fiscal year. Mr. Regan noted that HTA did not receive any TAT revenue, and no expenditures were made against the approved budget. He highlighted that there are \$6.5 million in new encumbrances on the books for July, which brings the total encumbrances to

\$39.3 million. Mr. Regan said there is a \$3.9 million surplus not currently in the budget, which includes \$1.4 million in investment interest income and \$2.5 million from canceled contracts. He noted that the Board will have to decide how that money will be allocated for the fiscal year. Mr. Regan said HTA is still awaiting approval from Governor David Ige to release the \$5 million in emergency funds. He noted that the emergency funds are held in safe and liquid instruments. Mr. Regan thanked the finance team for their hard work.

Mr. Atkins asked if any projects have been put on hold due to the emergency funds not being released. Mr. Regan responded in the negative. Mr. Regan said that if Gov. Ige does not release the emergency funds, the \$5 million can be offset by the guaranteed \$3.9 million surplus, but the budget will have to be reduced by \$1.1 million.

David Arakawa expressed concern that the Hotels for Heroes Program is beyond HTA's mission. Mr. Regan responded that General Ken Hara of HIEMA requested that HTA restart the program because of the program's success. He added that the \$250,000 expenditure is from HIEMA's budget and not HTA's. Mr. Regan said Gen. Hara requested assistance due to the collective experience and expertise of HTA, HLTA, and HVCB in running the program. He noted that many people are not working within their traditional responsibilities during the COVID-19 crisis. Mr. Regan said HTA decided it was the right thing to do to support the community, Gen. Hara, and the first responders. Mr. Arakawa replied that the right people need to manage this program, and HTA needs to focus on HTA's mission. Mr. Tatum said it was within the realm of HTA's expertise because HTA was the facilitator, whereas the other organizations executed the program.

Mr. Atkins said Community is one of the Four Pillars. He added that the outbreak is worse this time, and it is important to take care of the community.

Ms. Kimura asked which budget the call center program falls under. Mr. Regan responded that the expenses are paid through HIEMA.

Rep. Onishi expressed his full support for HTA's involvement in the Hotels for Heroes Program. He said HIEMA asked HTA for help because HTA has expertise in working with the hotel industry. Rep. Onishi said it seems logical for HTA to coordinate this program, and it is not outside the function of HTA, especially with the huge increase in first responder infections. He described it as one government agency assisting another government agency to address a community need.

Chair Fried invited the general public to submit testimony, and there was none.

Chair Fried requested a motion to approve the financial report. Mr. Kam made a motion, which was seconded by Mr. Sanders. The motion was unanimously approved.

8. 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 reported that the legislative session has ended, and he expressed his desire to work with Rep. Onishi and Sen. Wakai next session on legislative matters relevant to HTA. Chair Fried thanked Mr. Regan for his multi-faceted work with the finances, legislative matters, and the audit.

Chair Fried invited the general public to submit testimony, and there was none.

9. 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 August 26, 2020 Marketing Standing Committee meeting. Mr. Sanders reported that the Marketing Committee had an opportunity to hear on branding and recovery updates from the U.S., Japan, South Korea, Oceania, and Canada markets and noted that the recovery will be a long process. He noted that visitors from Japan may not return until the end of the year, and visitors from Australia may not return until the second quarter of 2021. He added that Japan, South Korea, and Canada have 14-day quarantines within their countries, and the borders may not open for some time. Mr. Sanders said the marketing strategies have a clear focus on education and revitalizing Hawai’i content. He said Mr. Ka’anā’anā has the support of the Marketing Committee to develop a formal proposal for the establishment of a Surfing and Canoe Paddling Advisory Committee for presentation to the Board for approval.

Chair Fried invited the general public to submit testimony, and there was none.

Director Mike McCartney of the Department of Business, Economic Development, and Tourism thanked Mr. Tatum on behalf of Gov. Ige and the State of Hawai’i for helping HTA evolve to the next level. Dir. McCarthy noted that Mr. Tatum was the first CEO from the visitor industry to lead HTA. He thanked Mr. Tatum for being a team player and adding value to the process.

Chair Fried requested a motion to recess the meeting. Mr. Kam made a motion, which was seconded by Ms. Kimura. The motion was unanimously approved. The meeting recessed at 10:28 a.m. The meeting resumed at 11:51 a.m. Mr. Regan confirmed the attendance of the Board by roll call.

10. Discussion and Action on the Recommendation of the CEO Search Committee, Reported to the Board at its August 20, 2020 Special Board Meeting, on the Selection of a New CEO for the Hawaii Tourism Authority:

Chair Fried reported that there were nine members on the selection committee, which included six board members and three non-Board members. He noted that in the selection committee’s final vote, one candidate received five votes in favor of recommending the candidate to the Board, another candidate received three votes, and a third received one vote. Chair Fried said that given the number of Board members who requested to be on the selection committee, the selection committee decided to bring the top two finalists to the

full Board for a final interview. For confidentiality reasons, Chair Fried said the final interview will be conducted in an executive session. He explained the interview process and the procedure for voting during the executive session.

Chair Fried requested a motion to enter an executive session to provide the full Board the opportunity to interview the final two candidates for the next President and CEO of HTA. Mr. Kam made a motion, which was seconded by Ms. Kumukahi. The motion was unanimously approved.

The Board entered an executive session at 12:00 p.m.

The executive session ended at 3:23 p.m.

Chair Fried requested a motion to offer the position of HTA President and CEO to John De Fries. Mr. Kam made a motion, which was seconded by Ms. Kumukahi. The motion was unanimously approved.

11. Adjournment:

The meeting adjourned at 3:33 p.m.

Respectfully submitted,



Reyn S.P. Ono
Recorder

Agenda Item

4

**Report of the CEO Relating to Staff's
Implementation of HTA's Programs During
August 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: John De Fries, President and CEO

DATE: September 24, 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 August 27, 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 current MOA with DLNR to improve signage and conditions in the Nā Ala Hele trail system.

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 Pacific Arts & Culture (FESTPAC)

Event organizers for the 13th Festival of Pacific Arts & Culture (FESTPAC) announced the new dates of the festival will be June 6-16, 2024. As the pandemic evolves the FESTPAC commission is seeking guidance from the Secretariat of the Pacific Community on how best to proceed. Hawai'i is also a member of a working group of countries that are participating to determine how to create a hybrid festival with both in-person and virtual participation.

Prince Lot Hula Festival

HTA staff have come to agreement with the organizers of the Prince Lot Hula Festival to produce a virtual, pre-recorded festival to be aired on KHON in October. HTA staff are now working to amend the contract and issue a supplemental contract prior to filming. Assurances by the festival have been made that all filming will strictly adhere to the current state and county COVID restrictions.

Merrie Monarch Festival Digitization Project

The 2019 Merrie Monarch Festival contract included a digitization project to preserve the festival's recorded years. Delays in contracting with the University of Hawai'i – West O'ahu's 'Ulu'ulu moving image archive have been reconciled and work can now begin. All other aspects of the HTA contract with the festival have been delivered and met. HTA contracting staff have issued letters to the festival allowing for a time extension to complete this work, which is presently scheduled to be completed in 2021 due to COVID-19 restrictions and delays.

4. Kāhea Program

Harbors

The statewide Kāhea Harbor Greeting Program for calendar year 2020 was suspended as of March 6, 2020, due to the COVID-19 global outbreak. The ports include Nāwiliwili, Lahaina, Hilo and Kona. Work suspended includes, but is not limited to, hula, mele, lei making, the 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 was also been suspended due to the 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

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 completed Modules 1-6 and implemented 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

In response to COVID-19 and the various county and state restrictions, HTA staff are negotiating a supplemental contract with Bishop Museum that would allow more time for work to be completed on "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.

9. 'Iolani Palace Repairs

HTA staff have finalized a contract to provide funding to support the removal of bees from the palace's façade and walls. It will also allow the coronation to be completely restored from its degraded state. The project began in August 2020 and is scheduled to be completed in October 2020. The construction schedule is subject to change based on the contractors' findings as they fully assess the situation.

III. COMMUNITY PILLAR

1. Community

Community-Based Tourism Program – Destination Management Action Plans (DMAPs)

HTA staff worked with its facilitators, writers and HTA/County lead teams to prepare for the first set of Destination Management Action Plan (DMAP) Steering Committee meetings. Onboarding information was sent to all committee members, including HTA's Strategic Plan, their county's Tourism Strategic Plan, general and community plans relating to economic development, and an overview of tourism relating to their island.

The first Steering Committee meetings for the islands of Kaua'i and Maui took place on September 9 and 11, respectively. Moloka'i and Lāna'i Steering Committee meetings will take place on September 16 and 18, respectively. Committee members reacted to the current vision, island strategies, and Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis for their respective islands. Discussion on alignment with resident and visitor needs, as well as destination threats took place. Committee members also brainstormed actionable solutions. The group will continue developing actions to be discussed during the second set of Steering Committee meetings in late September.

Promotion of Nonprofits/Businesses to Visitors

HTA staff is working with the Hawai'i Visitors and Convention Bureau (HVCB) to highlight nonprofit organizations and companies on the gohawaii.com website that offer opportunities for visitors to be engaged in a more meaningful way and give back to the destination through activities such as voluntourism projects.

Hawai'i Agri-Tourism Initiatives

HTA is partnering with the University of Hawai'i's College of Tropical Agricultural & Human Resources and O'ahu Resource Conservation & Development Council to offer technical assistance and financial support of up to \$3,000 to organizations looking to expand their agri-tourism businesses. Proposals were due on September 11, and a decision will be made on September 16.

HTA funds are also being used to expand the Hawai'i Farm Trails website and app (<http://www.hifarmtrails.com/map>) to market agri-tourism activities and events on a statewide level so that residents and visitors will have a platform to seek out agritourism ventures. This project is set to be completed in November. HTA funds are also being used to update the Hawai'i AgBusiness Guidebook as it relates to agri-tourism.

Community Enrichment Program (CEP)

HTA staff continues to work with the nine remaining 2020 CEP contractors, and process final invoices and reports for 2020. Below is a schedule of the remaining 2020 CEP projects.

Organization	Project Title	Website	Event Date	Island
Big Island Resource Conservation & Development Council	Ka'ū Coffee Festival	Kaucoffeefest.com	TBD	Hawai'i
Lāna'i Culture & Heritage Center	Lāna'i Guide App Enhancements	www.Lanaiguideapp.org/map		Lāna'i
Haleiwa Main Street	Haleiwa Interpretative Signage Project and Walking Tour Map	www.gonorthshore.org		O'ahu
Ki-ho'alu Foundation	38th Annual Hawaiian Slack Key Guitar Festival "Kona Style" "Kaua'i Style"	www.facebook.com/Slackkeyfestivals	Oct. 18 Nov. 22	Hawai'i, Kaua'i
Hawai'i Ag and Culinary Alliance	Hawai'i Food & Wine Festival	www.Hawaiiifoodandwinefestival.com	Hawai'i Island: Oct. 2-4 Maui: Oct. 15-18 O'ahu: Oct. 22-25, Oct. 29 - Nov. 1, Nov. 4-8	Hawai'i, Maui, O'ahu

Mālama Program

In January, HTA released its 2020-2025 Strategic Plan. On page 33, the Aloha+ Mālama Mandate, signed by the HTA team, expresses the commitment “to navigating towards a better future” through “our love for Hawai‘i [and] our collective ancestors and descendants.” A key component of the Aloha+ Mālama Mandate is the perpetuation of the values of mālama. In alignment with this commitment, HTA staff will be introducing a new program that focuses on Mālama as a rallying statement to engage the community in efforts that will focus on caring for families and friends during this time of crisis.

The Mālama Program will include a project that encourages the use of masks to prevent the spread of COVID-19 in communities statewide. Ideas include the creation of a Hawai‘i-specific cloth mask, identification of renowned individuals to promote the concept of mālama and mask usage, and more. In addition, the Mālama Program will include working with clergy and the community to develop a Mālama Sunday campaign to encourage the community to come together and mālama each other as a way to lift each other’s spirits and provide hope. The program will continue to grow and expand as new and exciting ways to further engage residents and visitors are identified.

2. Communication and Outreach

News Releases/Reports Issued

- News Release: Hawai‘i Passenger Arrivals by Air (August 1 – August 31)
- Report: HTA Hawai‘i Hotel Performance Report for July 2020 (August 20)
- Report: HTA Hawai‘i Vacation Rental Performance Report for July 2020 (August 25)
- News Release: Hawai‘i Visitor Statistics Released for July 2020 (August 27)
- News Release: HTA Board of Directors to Extend President and CEO Offer to John De Fries (August 27)

Media Relations

- KHON: Responded to a request from reporter Max Rodriguez, asking for the videos that Chris Tatum (CT) referred to in his presentation to the House Select Committee on COVID-19. Inquired with the Hawai‘i Visitors and Convention Bureau (HVCB) and sent him the links to the videos. (Aug. 3)
- KHON: Responded to an inquiry from producer Tina Ng regarding the daily passenger count, and whether 958 was the most since the quarantine started. Told her no, and also let her know where she could find the press release archive on HTA’s website. Also explained that some of the “visitors” have been college students coming in from the mainland ahead of school starting. (Aug. 3)
- Honolulu Star-Advertiser: Responded to an inquiry from reporter Rosemarie Bernardo, asking to be on HTA’s distribution list. Told her how to sign up on the bottom of the HTA website’s home page. (Aug. 5)
- KITV: Reached out to assignment manager Diamond Badajos, to let her know their headline based on HTA’s Hawai‘i Vacation Rentals report is wrong and explained what the hotel occupancy rate means. She said she would have the web team fix it. (Aug. 5)
- KITV: Responded to an inquiry from reporter Nicole Tam, who said they got a tip that the quarantine enforcement website where people check in daily online is down. Told her to inquire with the Joint Information Center (JIC) since multiple agencies are involved. (Aug. 6)

- Hawai'i Public Radio: Responded to an inquiry from reporter Ashley Mizuo, asking if anyone would want to do an interview regarding contact tracing moving to the Hawai'i Convention Center. Told her she should contact the Hawai'i Convention Center management or their public relations firm, since HTA contracts out the management. Also, she could reach out to the Department of Health (DOH) since it's their program. (Aug. 10)
- Hawai'i Public Radio: Responded to another inquiry from reporter Ashley Mizuo, asking about a "study on Maui" program at a Maui hotel. Suggested she reach out to the Hawai'i Lodging and Tourism Association since that non-profit represents hotels. (Aug. 10)
- KHON: Responded to an inquiry from reporter Kimberlee Speakman, asking about a comment the governor made regarding a digital platform to catch quarantine breakers. Told her to contact the JIC because the state Office of Enterprise Technology Services (ETS) is the one in charge. (Aug. 10)
- KITV: Responded to an inquiry from executive producer Cherry Pascual, who said she noticed the number of returning residents on incoming flights continues to rise, and asked if HTA is seeing more locals traveling for leisure. Suggested she contact the Department of Transportation (DOT), since they're in charge of contacting the quarantined residents. (Aug. 12)
- The Wall Street Journal: Responded to an email from reporter Talal Ansari, asking questions about passenger counts and other data. Sent him links to the research data and press releases, and suggested he watch Gov. David Ige's press conference from the day prior on HTA's Facebook page regarding the pre-travel testing update. (Aug. 14)
- The Maui News: Responded to a request for an interview from reporter Kehau Cerizo regarding Maui hotels preparing COVID protocols in anticipation of resort bubbles. CT agreed to do the interview. (Aug. 14)
- Maui Now: Responded to an email from Wendy Osher, asking if the pre-travel testing program will start on September 1. Gave her quotes from Gov. Ige's press conference the week prior and told her she could watch it on HTA's Facebook page, and that he is expected to make a decision this week. (Aug. 17)
- The Wall Street Journal: Responded to an email from reporter Talal Ansari, asking how much tourism accounts for Hawai'i's GDP. Responded that the Department of Business, Economic Development and Tourism (DBEDT) has the data on GDP, but also gave him a fact sheet from HTA's website. (Aug. 18)
- eTurbo News: Responded to an email from Juergen Steinmetz, asking if CT left and who's in charge of HTA. Told him that CT retires at the end of the month. (Aug. 18)
- USA Today: Responded to an inquiry from travel writer Dawn Gilbertson, asking about the daily passenger counts and that "I'd love a heads up on background if you get any inkling of the timing of the announcement about an extension of the quarantine." Told her how to sign up for HTA's distribution list, and also that she can watch Gov. Ige's press conferences on HTA's Facebook page. (Aug. 18)
- Honolulu Star-Advertiser: Responded to an inquiry from reporter Allison Schaefer, asking if the Hawai'i Safe Travels website is down because they're transitioning to the Google data collection. Suggested she contact Caroline Julian-Freitas at ETS. (Aug. 24)
- NHK News: Responded to an inquiry from Ai Jinguji, asking for an interview about Japanese visitors and the pre-testing program. Pattie Herman (PH) agreed to do the interview on August 26. (Aug. 25)

- Reader's Digest: Responded to an email from Katy Spratte Joyce, who says she's writing an article about the prettiest lake in every state and for Hawai'i she chose Violet Lake and wanted a photo of that. Told her she could look in Barberstock or inquire with Maui County. (Aug. 25)
- Honolulu Star-Advertiser: Responded to an email from reporter Allison Schaefer, asking if HTA is still providing the Honolulu Department of Planning and Permitting (DPP) with visitor arrival information, and if not, then when it stopped. Told her that department has access to the same information that HTA is providing to all of the counties through Jennifer Chun's (JC) daily updates, and that they also notify DPP when they find out that visitors are staying at vacation rentals. (Aug. 25)
- Honolulu Star-Advertiser: Responded to an email from reporter Allison Schaefer, asking about the HTA board extending HTA's president and CEO position to John De Fries (JDF). Told her the press release was just issued. (Aug. 27)
- KHON: Responded to inquiry from anchor Brigitte Namata asking about the pronunciation for JDF. (Aug. 27)
- Hawai'i News Now: Responded to an inquiry from producer Linda Siu, asking if JDF accepted the position. Told her he has not yet and when he does we will send a follow-up email. Also told her how to sign up to receive HTA's emails. (Aug. 28)
- Business Traveler USA: Received an email from western editor Bill Becken, initially addressed to Cindy McMillan of Gov. Ige's office, asking to answer questions for its October 2020 cover story: "Hawai'i as Destination – Now and Post-Pandemic." Sent to HVCB per PH's request. (Aug. 28)
- The New York Times: Responded to an inquiry from reporter Matt Richtel, asking about the new Safe Travels app. Told him that HTA is not in charge of that and that ETS is, and connected him with Caroline Julian-Freitas of ETS. (Aug. 31)

Community Initiatives and Public Outreach

- Responded to a sales pitch from Anthony Hurtado of Canto, who is offering a service to manage HTA's images and videos. Declined the offer. (Aug. 3)
- Responded to a sales pitch from William Mulder, asking if HTA wants to see a demo of the Notified platform, which merges NASDAQ Media and GlobeNewswire together. Declined the offer. (Aug. 6)
- Responded to an email from Brendan Cahill, a college student in Chicago asking for a state flag. Told him HTA does not have flags to give away and that he could look online for a vendor that sells one. (Aug. 6)
- Responded to a sales pitch from Ann Julie Karcher of Clark Influence and Anorak Travel regarding a diffusion strategy. Declined offer. (Aug. 10)
- Responded to an email from Lily Lyons, asking about a photo that was published in 1933 in the newspaper in Honolulu, and that it stated the photo was from the "Hawai'i Tourism Bureau." She wanted to know if HTA has historical archives with this photo. Told her that HTA was created in 1998 and so there are no archives dating that far back, and that she may want to check the microfiche and the Hawai'i State Library. (Aug. 10)
- Responded to an email from Albert Abuda, asking for help with identifying a certain tree taken in a photograph at Hickam AFB. Told him that's not something HTA could assist him

with and he may want to reach out to the Department of Land and Natural Resources (DLNR) or the university instead. (Aug. 10)

- Responded to a sales pitch from Alan Metz, asking if HTA would be interested in sharing the Consumer Product Safety Commission's safety tips for pools and cribs. Declined the offer. (Aug. 12)
- Responded to a sales pitch from Lucy Goulden of Reputation Management Consultants. Declined the offer. (Aug. 12)
- Responded to a sales pitch from Zack Simkover, asking if HTA is interested in a partnership with StreamMD to provide COVID screening to Hawai'i travelers. Suggested he contact the DOH instead. (Aug. 17)
- Responded to a sales pitch from Walter Moore of Ribbon Consulting, trying to sell geofencing technology. Suggested he contact the county mayors instead since they're leading the charge for that. (Aug. 21)
- Responded to a sales pitch from Charlo Mouton from MustHaveMenus. Declined the offer. (Aug. 21)
- Responded to a sales pitch from Adeline Bernard of Safehome asking to put their information about food-borne illnesses on the HTA website. Declined the offer. (Aug. 21)
- Responded to a request from Kirsten Sibley, asking to talk to the HTA board about signing a petition to agree to work directly with the homeless. Told her she could address the board if she signs up to testify during the upcoming meeting. (Aug. 24)
- Responded to sales pitch from Blake Childester of LexisNexis to do media monitoring. Declined the offer. (Aug. 25)
- Responded to an email from Mark Taketa, asking to get in touch with CT to reconnect with his childhood friend. (Aug. 25)
- Responded to an email from Emily Butler of Truex Management Group, asking if HTA wants to partner with NASCAR star Will Rodgers. After consulting with PH, declined the offer. (Aug. 26)
- Responded to an email from Patti McDonald of the state Department of Human Resources Development, asking for help in using HTA's image gallery because she said the link doesn't work. Checked out the link and said it worked on our end, and connected her with HVCB's Susie Kim. Turns out it had to do with using Internet Explorer that caused the issue. (Aug. 31)

Crisis Communications

- Participated in a daily Joint Information Center (JIC) call. (weekdays during August)
- Updated the HTA website daily regarding COVID-19 updates from HTA, DOH, the Governor's office, counties, CDC, and other official government sites. (August 1-30)
- Sent updates on the COVID-19 situation and the daily briefer 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 #867 - #1017. (Aug. 1-31)

- Wrote HTA's daily passenger count press releases using data provided by Jennifer Chun (JC). Sent releases and the links to the JIC, Dan Dennison, Krystal Kawabata, Tim Sakahara, Cindy McMillan, and Charlene Chan. (Aug. 1-31)
- 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 Dave Wortman, who said he planned to arrive for two weeks beginning September 11, and was worried about the testing window. Told him that the DOH is in charge of the pre-travel testing program, and that the start date may be pushed back again. Suggested he check HTA's website for updates. (Aug. 1)
- Responded to an email from Stephanie Taylor, who said she was considering visiting Maui on September 2, and wanted to know where she can get her testing done. Told her the governor may push back the start date of the pre-travel testing program, and if he does that she would have to quarantine. Suggested she wait to find out if the program will actually start on September 1 before booking reservations to come. (Aug. 1)
- Responded to an email from Lisa McCluskey, who said her family of six has an Airbnb on Maui starting September 1 for a 21-day stay and was worried about getting her test results in time. Told her that the governor may push back the start date of the pre-travel testing program, and if he does, they would have to quarantine and under the current county rules, they would not be able to quarantine in a short-term rental or rent a car. (Aug. 1)
- Responded to an email from Beth Holland, who said that Hawai'i's regulations insinuate she must quarantine for her entire vacation, and added: "Does anyone do this to visit your little island????? You must be in a tourism death spiral with this abject stupidity." Told her that Hawai'i currently has one of the lowest numbers of COVID cases in the nation as a result of its strict measures. (Aug. 2)
- Responded to a Facebook message asking if HTA can give passengers information to promote Kona Town Market. Told her HTA doesn't give that information, and she could perhaps contact hotels directly to let them know about her business. (Aug. 2)
- Responded to an email from Cheryl Marino, who said her family planned to visit Kaua'i in September but that her insurance company will not test them unless they have COVID symptoms. Told her that travelers are responsible for paying for the testing out-of-pocket, and that the governor has not guaranteed he won't push back the pre-travel testing start date again. Suggested she check HTA's website for updates. (Aug. 3)
- Responded to an email from Cynthia Carson of Ohio, who plans to visit Honolulu on August 30. She says her daughter lives on O'ahu and "requested my visit due to the pending birth of her first child in early September," and wants to know if her daughter and husband also have to quarantine. Told her only she has to quarantine but the DOH recommends travelers stay in a separate room if possible to keep everyone safe. (Aug. 3)
- Responded to an email from Sherry Jiang, who says she and her family plan to relocate to Hawai'i Island in September and has questions about the testing. Told her the DOH is in charge of the pre-travel testing program and there are still unanswered questions, and that the program's start may possibly be delayed again. Told her she can quarantine in her new home, but that people who are under quarantine cannot rent a car. (Aug. 3)
- Responded to an email from Debbie Highfil, who was worried about getting her test results in time for her trip in September. Told her the governor may push back the start date of the program and that could mean that testing won't be an option for her to bypass the quarantine. Suggested she check HTA's website for updates. (Aug. 3)

- Responded to an email from Gene Rittenhouse, who says he and his wife plan to get tested on September 11 and will fly to Hawai'i on September 16. Told him the governor has not guaranteed he won't push back the start date of the pre-travel testing program and that could affect them, and to check HTA's website for updates. (Aug. 3)
- Responded to an email from HTA board member Kyoko Kimura, asking about Mayor Kirk Caldwell's new emergency order regarding dine-in restaurants. (Aug. 3)
- Responded to an email from Norman Pezeshki, asking if they can visit their family and newborn grandchild for only seven days and quarantine for the whole time. Told him yes but the DOH recommends isolation if possible, and to also check with their doctor and the baby's doctor to make sure it's ok to visit. (Aug. 3)
- Responded to an email from Melissa Murguia, asking if COVID testing is required to enter Hawai'i from California. Explained about the quarantine and that the pre-travel testing program may not start on September 1, and to check HTA's website for updates. (Aug. 3)
- Responded to Shelby, asking why HTA's daily passenger count data doesn't include Hilo Airport. Told her the data HTA publishes is only for flights coming in from out-of-state and currently there are none flying to Hilo directly. (Aug. 4)
- Responded to an email from Barbara Haynes, who says she plans to travel to Maui to check on her vacation rentals in Kihei and wants to know about the testing requirements. Told her that the pre-travel testing program has not started yet and that the DOH is in charge of that program. (Aug. 4)
- Responded to an email from James Hawkins, who says he plans to travel to Maui on September 17 and has questions about the tests he needs. Told him the DOH is in charge of the program, there are still many unanswered questions, that the governor may push back the start date again, and to check HTA's website and Facebook page for updates. (Aug. 5)
- Responded to an email from Paula Herrera, who says they may not have the 72-hour turnaround for testing. Told her the DOH is in charge of the program, that the governor may push back the start date again, and to check HTA's website and Facebook page for updates. Also, since she mentioned she would come for work, told her where to request an exemption from the Attorney General's office. (Aug. 5)
- Responded to an email from Linda Hartung, who says she's going to visit Maui on September 23 and is worried she won't have her test results in time. Told her that it's possible the governor could push back the start date of the program, and if he does, she would have to quarantine. Told her to check HTA's website for updates. (Aug. 5)
- Responded to an email from Donna Hartung, asking about her upcoming trip to Kaua'i on September 20 from Oakland, and says it will take two weeks to get test results back. Told her that it's possible the governor could push back the start date of the program, and if he does, she would have to quarantine. Told her to check HTA's website for updates. (Aug. 5)
- Responded to an email from Tracy Weidie of Rep. Richard Onishi's office, asking about what Lt. Gov. Green said about reinstating the interisland quarantine. Told her Gov. Ige has not made a decision about that and that it will be his decision. (Aug. 5)
- Responded to an email from Dan Judge, who made suggestions for the testing program, saying "it is not ROCKET SCIENCE." Told him that HTA is not in charge of that, and that the DOH is in charge of the program, and the governor makes the final decisions. (Aug. 6)
- Responded to an email from Alyssa Goldman, who plans to stay in an Airbnb on September 26 and is worried testing won't be an option. Told her to check HTA's website for updates

because the governor may push back the testing program start date again and if she's under quarantine she would not be allowed to rent a short-term rental. (Aug. 6)

- Responded to an email from Alice Bakalar, who's complaining about not getting her money back from vacationcandy.com for a trip planned in August. Told her that HTA is not a regulatory agency and for refunds it's best if she goes through the company she booked through or her credit card company. (Aug. 6)
- Responded to an email from Brian Lewis, who says he and his wife plan to come to Hawai'i in September and has questions about the test and requirements. Told him the DOH is working on the details of the program, and to check HTA's website for updates because the governor may push back the testing program start date again. (Aug. 6)
- Responded to an email from Steven Reed, saying all tourists should have brightly colored wrist bands and be inspected after six days and 14 days, and that it would make it easier to spot a tourist. Told him that making someone wear a non-removable tracking device when he/she has not broken a law is illegal in the U.S. (Aug. 6)
- Responded to an email from Ruby Vernblom, who plans to visit Kaua'i on September 2, and is worried she won't get her test results in time. Told her that the DOH is in charge of the program and that the governor may push back the start date again. (Aug. 6)
- Responded to an email from Elizabeth Tavake of Senator Kurt Fevella's office, asking about rules for churches or places of spiritual gatherings. Told her what was said by Honolulu Mayor Kirk Caldwell during his press conference and gave her the link to his orders. (Aug. 6)
- Responded to an email from Elaine Driscoll, who says she has a reservation to visit family on O'ahu on August 30 and is wondering if she should push back to her flight to September 2 instead so she can take the test to bypass the quarantine. Told her the governor may also push back the start date beyond September 1, and also that the mayor closed all of the beaches because of the recent spike in cases, so she should monitor the situation for updates. (Aug. 7)
- Responded to an email from John Votis, asking "does anyone actually believe all the arrivals who report they are 'visiting friends and family?'" He's also concerned about them staying in illegal vacation rentals. Told him that those people may be coming to visit parents, grandparents, extended family and friends, and that we've also received inquiries about people coming in for the births of grandchildren and funerals. Also told him that many people who have moved to the mainland and now have out-of-state IDs are no longer considered Hawai'i residents even if they grew up here. Suggested that if he knows of any illegal vacation rentals operating to contact the city and police. (Aug. 7)
- Responded to an email from Sherri, who says "there is absolutely NO intelligent reason to have an 'intended resident' category on the entry form. Told her that many of the people who mark that category are military families, and also some incoming college students who intend to move to Hawai'i for college, along with former residents who are moving home. (Aug. 7)
- Responded to an email from Kwan Graff of Seattle, asking when the COVID testing program will start. Told him that's up to Governor Ige and the DOH, and that the governor has not guaranteed he won't push back the start date again. (Aug. 7)
- Responded to an email from Todd Fisher, who says he and his wife are scheduled to come to Hawai'i on September 6 for pleasure and business, and plan to travel from Hawai'i Island to O'ahu and Maui. Told him that the governor may push back the start date again and that would affect him, and to check HTA's website for updates. (Aug. 7)

- Responded to an email from Alex Skoz of Phoenix, who says he's flying to O'ahu and connecting to Kaua'i on September 11, and plans to visit O'ahu from September 16. He's wondering if his initial test results can be used for his September 16 flight. Told him the governor may push back the start date beyond September 1 and that he may have to quarantine, and to check HTA's website for updates. (Aug. 8)
- Responded to an email from Nhat Nguyen, who had questions about the testing program because she plans to visit in September. Told her the DOH is in charge of the program, not HTA, whatever has been announced so far is on HTA's website, and that there's a chance Gov. Ige could push back the start date of the program. (Aug. 8)
- Responded to a Facebook message from David Olds, who says he and his wife are planning a trip to Hawai'i at the end of September and want to make sure before they buy tickets that if they get negative test results they don't have to quarantine. Told him he may want to hold off until Governor Ige says for sure that the pre-travel testing program will be in effect when he plans to come. (Aug. 8)
- Responded to a Facebook message from William Edwards, who says he has reservations at the HGV Kingsland location in Kona on September 22, doesn't think he'll get his test results back in time, and says "the results of this policy will surely result in continued low visitation to your beautiful islands. I urge you to lobby your health officials." Told him the DOH is in charge of the testing program and that the governor consults with the DOH and mayors before making his decisions regarding the quarantine and testing program. Told him there's a chance the governor may push back the start date again, which would affect him. (Aug. 8)
- Responded to a Facebook message, who says three of them are considering a trip to Hawai'i in October, on O'ahu and Hawai'i Island and want to know if they can travel interisland without further tests if they have test results when they arrive in Hawai'i. Told him that he may want to hold off on booking anything until he hears from the governor whether he will push back the start date of the pre-travel testing program again. Emphasized that things are very fluid since we're in the middle of a pandemic. (Aug. 9)
- Responded to an email from Selena Brancifort, who says she has clients traveling to Maui in September, and then to Kaua'i. Told her the interisland quarantine starts on August 11, and that the situation is fluid. Also told her the pre-travel testing program may also be pushed back, and to check HTA's website for updates. (Aug. 10)
- Responded to an email from Laurie Comcast, who says she is now under quarantine on Day 7, that the CDC is recommending quarantining for only 10 days, and wonders if Hawai'i's quarantine will be shortened. Told her that's a decision made by the governor and HTA cannot speak on his behalf, but for now to expect to quarantine for 14 days. (Aug. 10)
- Responded to an email from Merlyn Domiguez, who plans to travel with her family on September 2 and wants to know what type of test she needs. Told her the DOH is in charge of that program and that the governor has not guaranteed he won't push back the start date. (Aug. 10)
- Responded to an email from Mike Anderson, asking if he plans to travel to the North Shore of O'ahu from Florida at the end of August what the required procedure would be. Told him he would have to quarantine for his whole trip, that he cannot rent a short-term rental or a car, and that beaches on O'ahu are closed through the beginning of September. (Aug. 10)
- Responded to an email from Tara Bowman who says she is having a medical procedure on September 10, will have her mother flying in to take care of her, and wants to know if she can have an exemption. Told her where to send the exemption request to the Attorney General's office. (Aug. 10)

- Responded to Vic and Cinthia Norcia, who says they have reservations on Kaua'i in October then plan to fly to O'ahu a week later. Told them the situation is fluid and we don't know what the protocols will be in October, and to check HTA's website for updates. (Aug. 10)
- Responded to an email from Daniel Barrett, asking if Mayor Caldwell will be lifting the short-term rental restriction after September 1, since he plans to stay in one on September 16 for 15 days. Told him HTA cannot speak for the mayor and all information is on HTA's website. Also noted that the governor may push back the start date of the pre-travel testing program, which would affect him. (Aug. 10)
- Responded to a Facebook message from Ethan Troy Paraso, asking if Hawai'i can create travel bubbles with Japan, Australia and New Zealand. Told him that those decision are up to the governor. He responded saying "Why not take the lead in this. It is the purpose for which your agency was created, right?" Told him HTA is a state agency and that the governor is making his decisions based on input from the health experts to keep the community safe. (Aug. 10)
- Responded to an email from Luiza Kapreliants, who says she is traveling to Maui in September and wants to know about the testing and type. Told her the DOH is in charge of the testing program, not HTA, and to check HTA's website for updates since the governor may push back the start date again. (Aug. 11)
- Responded to an email from Ryan Chee, asking if the governor will lift the outer island quarantine from the mainland on September 1. Told him it's up to the governor to make the decisions regarding the quarantine. (Aug. 11)
- Responded to an email from Vincent Locascio, who says they're coming to Hawai'i on September 3 and wants to know what will be open, such as restaurants, movie theaters and tourist attractions. Told him the governor has not guaranteed he won't push back the start date of the pre-travel testing program, and that the situation is fluid because we're in the middle of a pandemic. Told him to check HTA's website for updates. (Aug. 11)
- Responded to an email from Charlene Fang, asking if Ko Olina lagoons and "Magic Lagoon" are open since they City and County of Honolulu order doesn't say that lagoons are closed – only beaches. Told her that the lagoons count as beaches, and that they are currently closed on O'ahu. (Aug. 11)
- Responded to an email from Trent Bogh, who says his family is potentially planning a trip to Hawai'i for October and wanted to know about the test required. Told him to hold off on booking a trip if possible because the situation is fluid and he may want to wait until the governor guarantees the start date of the pre-travel testing program. (Aug. 11)
- Responded to an email from Chris Shirley, asking about the pre-travel testing program and said "Hawai'i being dependent on tourism dollars, maybe you could push the governmental envelope." Told hm that HTA is not in charge of the pre-travel testing program – the health experts at the DOH are. (Aug. 11)
- Responded to an email from Anne Renaut, who says she plans to visit Hawai'i in September as a tourist from New York City and wants to know if the antibodies test is sufficient. Told her that the governor hasn't guaranteed he won't push back the start date of the pre-travel testing program again, and the details released so far by the DOH regarding the program are on HTA's website. (Aug. 11)
- Responded to an email from Mike Byhoff, who says he and his wife are planning to visit Hawai'i on September 3 and wants to know if they have to quarantine if they get a valid negative COVID test. Told him HTA is not in charge of the pre-travel testing program – the DOH is. Also told him that the governor may push back the start date, and if testing isn't an

option he will have to quarantine, which means he can't leave his place of lodging. Told him to check HTA's website for updates. (Aug. 12)

- Responded to an email from Lynn Him, who says she has travel plans to Maui for the week of October 4 and is debating on canceling their flights since their Airbnb reservations were already canceled. Told her about the situation and to check HTA's website for updates. (Aug. 12)
- Responded to an email from Omeed Jamali, who wants clarification about travel to Hawai'i and the restrictions. They plan to visit Hawai'i in September and also wanted to know about the rules for short-term rentals. Explained the current situation and that if the governor pushes back the testing start date again, he will have to quarantine and would not be able to rent a short-term rental (Aug. 12)
- Responded to an email from Doris Berdnik, who says she will arrive in Hilo on August 24 and wants to know if they can stop to get groceries before they head to their quarantine spot. Told her that is not allowed under the emergency proclamation. (Aug. 12)
- Responded to an email from Robert Van Houten of San Diego, who says he has reservations on Hawai'i Island from September 5-12 but is worried he will not be able to get a test if he doesn't have symptoms. Explained that the testing program may be pushed back and if that's the case, he would not be able to take a test to bypass the quarantine. (Aug. 12)
- Responded to an email from Diane and Dale Wilson, who are worried about being able to get test results in time for their trip during Thanksgiving weekend. Told them we don't know what protocols will be in place in November since it's such a fluid situation. (Aug. 12)
- Responded to an email from Greg Alston, who says they're scheduled to arrive on O'ahu on September 5 and wants to know about the testing requirements. Suggested he tune in to Gov. Ige's press conference on HTA's Facebook page for an update on the situation. (Aug. 13)
- Responded to an email from Carolyn Moore of California, who says they're scheduled to arrive on Kaua'i on September 2 and wants to know about the testing requirements. Told her Gov. Ige just announced during his press conference that he is looking at delaying the start of the pre-travel testing program, and if he does that she would have to quarantine. (Aug. 13)
- Responded to an email from Giulia Torri, who says "almost NO state in the US is able to release a COVID result test in less than three business days." Told her what Gov. Ige announced during his press conference, and that the DOH is in charge of the testing program. (Aug. 13)
- Responded to several Facebook messages from Maria Beaucher, asking if short-term rentals and car rentals are now allowed on O'ahu. Gave her the link to O'ahu's latest order and told her that short-term rentals on O'ahu are illegal to rent at this time and that she cannot rent a car if she's under quarantine. She also wanted to know about the testing and if she could travel to Maui. Explained the situation. (Aug. 13)
- Responded to an email from Dylan Armstrong of FEMA in Hawai'i, asking to be on HTA's distribution list. Told him how to sign up through HTA's website home page. (Aug. 14)
- Responded to an email from Patty Soechtig, who says she will not be able to come to Hawai'i since "there is NO ONE who will guarantee test result within 72 hours." Told her that traveling during this pandemic is challenging, and that Gov. Ige is looking into delaying the start of the pre-travel testing program, with no guarantee date on when it will start. (Aug. 15)

- Responded to an email from Ken Skodiak, who said “why is O’ahu holding the rest of the island hostage and those of us who have no desire or need to stay in O’ahu have to cancel vacation plans to the other islands.” Told him that the governor and mayors make those decisions and that the neighbor islands don’t want to see a spike in cases because their health care capacity is much smaller than O’ahu’s. (Aug. 15)
- Responded to an email from Elvira Golding, asking for help in getting money back from the VRBO she booked for August 19. Told her for refunds it’s best to go through the company she booked through or her credit card company. Also gave her the link to the state DCCA to possibly file a complaint, and also told her that short-term rentals on O’ahu are illegal to operate at this time. (Aug. 15)
- Responded to an email from Tisamarie Canlas, asking how someone qualifies for an exemption. Sent her the link to HTA’s website for further details including the email address to the Attorney General’s office. (Aug. 16)
- Responded to an email from Gloria Arenas, asking for help in getting money back from VACASA. Told her for refunds it’s best to go through the company she booked through or her credit card company. Also gave her the link to the state DCCA to possibly file a complaint. (Aug. 15)
- Responded to an email from Kelly Robert Magoaay, who said they are quarantining in the Grand Naniloa Hotel in Hilo and are wondering if the completion of their quarantine is in the morning or afternoon. Told him to refer to what the call team told them. (Aug. 15)
- Responded to an email from Jack Hooper, who says she is coming to Hawai’i on September 28 and wants to know if they can take a saliva test. Told him what Gov. Ige said during his press conference and that updates will be on HTA’s website along with information released so far by the DOH on the testing program. (Aug. 17)
- Responded to an email from Carolyn Waitt, who says her cousin is in Hilo Hospital with cancer and that her cousin’s son will fly from Los Angeles to Hilo this week to visit her and whether he has to quarantine. Gave her the email address to request an exemption from the Attorney General’s office. (Aug. 17)
- Responded to an email from Simao Alves, who says he will arrive on O’ahu on August 18 and has a scheduled COVID test when he arrives, and whether he will still have to quarantine. Told him that currently testing is not an option to bypass the quarantine. (Aug. 17)
- Responded to an email from John Montfort, asking if a visitor to Maui is only staying for seven days to visit a stage 4 cancer relative, if he needs to quarantine. Told him what Gov. Ige said regarding the testing program and that he could also request an exemption. (Aug. 17)
- Responded to an email from John Maguire, who says he has family members flying direct to Kaua’i from San Diego on September 2 and if they can take a test to avoid the quarantine. Told him what Gov. Ige said about looking at pushing back the start date, and to check HTA’s website for updates. (Aug. 17)
- Responded to a Facebook message from Laura Kelley, who said she heard the state is pushing back the opening for tourism again, but she can’t find the information anywhere. Told her that’s because the governor has not decided or announced anything on this yet and once he does, she can find that info on HTA’s website. (Aug. 17)

- Responded to a Facebook message from Merlyn Fatima Dominguez, who has a trip planned for September 3-8 and wants to know if she should cancel it. Told her we're expecting the governor to make a decision and announcement this week on the situation. (Aug. 17)
- Responded to an email from Elizabeth Schumann, who is trying to travel to Hawai'i from California to buy a home or property to retire on and wants to know about the testing protocols. Suggested she watch Gov. Ige's press conference that afternoon for an update on the situation. (Aug. 18)
- Responded to an email from Leslie Brown, who said "I am under the impression that a mandatory quarantine is in effect to October 1, but the HTA site says as of September 1 you can get a COVID test 72 hours prior to avoid quarantine." Told her that Gov. Ige has not officially announced his decision yet, but that we expect it during his afternoon press conference that day, and when he does announce a decision we will update our website. (Aug. 18)
- Responded to an email from William Bethard, who says they have flight and hotel reservations for September 1 and want to know if the testing rules will be delayed. Told him Gov. Ige's press conference is going on right now and that he just announced the program will not begin until October 1 at the earliest." (Aug 18)
- Responded to an email from Kathy Dever of HVCB asking if the daily briefer can be sent to her in a PDF. Explained where she can find the briefers on HTA's website and that she can also print those. (Aug. 19)
- Responded to an email from Cassie Schaub, who says she and her family are planning to spend a week on Maui at the end of September, and wants to know what requirements they need to prepare for and what will be open and closed. Told her that Governor Ige pushed back the start of the pre-travel testing program the day prior, so if they come in September they will have to quarantine. (Aug. 19)
- Responded to an email on behalf of Arlina Agbayani of the Hawai'i Emergency Management Agency (HIEMA) from Brad Rockwell, asking where he can find a cumulative total of Līhu'e airport arrivals, along with statistics on residents who have moved away from Kaua'i. Told him where to find the press release archive on HTA's website, and also told him HTA does not keep track of outgoing passengers. (Aug. 19)
- Responded to an email from Nicole Phillips, asking if they come from California to O'ahu the second week of September if they can bring a test to prove they're negative and then move around the island. Told her that we're in the middle of a pandemic with changes happening weekly, and now the pre-travel testing program won't start until at least October 1, so if they come in September they will have to quarantine for their entire trip. (Aug. 19)
- Responded to an email from Amauri DeVales, who plans to visit Kona in October and wants to know about the testing requirements. Told him that Gov. Ige pushed back the start date of the pre-travel testing program, and the DOH is still working on details of the program. Told him to check HTA's website for updates on the situation. (Aug. 19)
- Responded to an email from Alison Blue, asking for clarification on whether her husband can get an exemption. The Attorney General's office told them no, but they just wanted to double check with HTA too. She's frustrated because her husband was given an exemption in June but not anymore. Told her the situation is very fluid and to refer to what the COVID exemption email says. She felt that Hawai'i homeowners who pay taxes should get exemptions. Told her all travelers are treated equally. (Aug. 19)

- Responded to an email from Taaylor Neyugn, asking Hawai'i to do what Germany is doing for incoming visitors. Told him the DOH is in charge of the pre-travel testing program. (Aug. 19)
- Responded to an email from Ani Soto, who said the airline customer service agent she spoke with on the phone told her she can still visit Kaua'i on September 9 with a COVID test, but also offered a refund. Followed up and found out it was Alaska Airlines and forwarded the information to Daniel Chun. Told her that the testing program was pushed back to at least October. (Aug. 20)
- Responded to an email from Ryan Chee, criticizing the testing and thermal screening. Suggested he contact the DOH or DOT since HTA is not in charge of those programs. (Aug. 21)
- Responded to an email from Yuriko Nozoe, a Hawai'i Pacific University student, who said HTA called her apartment office to check on her, and that she doesn't have a phone to call HTA back. Forwarded the information to JC to escalate to the Attorney General's office. (Aug. 21)
- Responded to an email from Gaston Ingaramo, who says they have been at sea for 17 days from California to Maui, that they just arrived on Maui and were told they have to quarantine. Sent him the link to the governor's 12th supplemental proclamation which has information for boaters. (Aug. 21)
- Responded to an email from Catherine Crisostomo, who says they have a booking in Hawai'i on September 23, and wants to know if she doesn't have to quarantine with a negative test result. Told her that testing is not an option to bypass the quarantine in September and she would have to quarantine. (Aug. 22)
- Responded to a Facebook message from Oliver Laguna, asking if he will need a COVID test or quarantine by next March. Told him that's too far into the future to know the answer. (Aug. 22)
- Responded to an email from Gail Valoroso, who lives on O'ahu and wants to know if they can travel to Hilo to tie up loose ends for their rental property and rent a car, then fly back to O'ahu the same day. Told her if she goes now, she would have to quarantine once she is on Hawai'i Island and cannot leave their rental property and can't rent a car either because of the interisland quarantine. (Aug. 23)
- Responded to an email from Brook H., who lives on Kaua'i and got called to a fire in Utah. They're wondering if she has to quarantine when she gets back to Kaua'i. Told him how to request an exemption through the Attorney General's office. (Aug. 23)
- Responded to an email from Rick Leighton, who said "I booked a trip to Kaua'i and Maui for December when your governor first announced the quarantine lifting." He's worried he will lose more money if he cancels after September. Told him the governor never said he would lift the quarantine, in fact he keeps extending it. But what we're waiting for is the start of the pre-travel testing program, which also keeps getting pushed back. Told him there's no way of predicting what the situation will be like in December because we're in the middle of a pandemic. (Aug. 24)
- Responded to an email from Jenna Tompkins, who plans to visit Hawai'i on October 5 and wants to know if they can take a test or have to quarantine. Told her that it's still up in the air and to check HTA's website for updates. (Aug. 24)

- Responded to an email from Daniel Zacarias, who is thinking of coming to Hawai'i in October or November. Told him that the situation is fluid and we don't know what it'll be like then, so to check HTA's website for updates. (Aug. 24)
- Responded to an email from Sunny Werner, who wants to travel from Hilo to the mainland to do work and also wants to go to O'ahu too and does not want to do the quarantine because she says she is extremely healthy. Told her if she believes her work qualifies for an exemption she can request one from the Attorney General's office. (Aug. 24)
- Responded to an email from Tim Bunker, who says he and his partner are planning to visit Maui in October and wants to know if the COVID negative result can be on his phone or if it needs to be on paper. Told him HTA is not in charge of the pre-travel testing program – the DOH is and we're still waiting for details of the program. (Aug. 26)
- Responded to an email from Janel Johnson of Montana, who says she is dying to come back to Kaua'i and wants to bring her daughters and wants to know when the quarantine will be over. Told her it's likely the quarantine will last for some time, however, we are waiting for the pre-travel testing program to start, but that date is still in the air. (Aug. 26)
- Responded to an email from Donna Machos, who said her daughter who is bi-polar with high anxiety is relocating to her home on O'ahu and will arrive on September 1. She wants to know if her daughter can take a test to bypass quarantine or get an exemption. Sent her the link to request an exemption from the Attorney General's office, and also told her that the governor's order doesn't state that she has to be confined to one room of the house, although the DOH recommends that. (Aug. 27)
- Responded to an email from Collin Darrell, asking for monthly data regarding new residents per island. Told him where to find the data in the press release archive, and also to keep in mind that many of the new residents are military family members and also former residents who are moving back home. (Aug. 28)
- Responded to an email from Hawk Khondakar, who says he plans to visit Hawai'i in October and wants to know if the quarantine will still be in effect. Told him the quarantine will likely be around for some time, however the pre-travel testing program has been delayed again and will now start on October 1 at the earliest, and to check HTA's website for updates. (Aug. 30)
- Responded to an email from Randy Ruaro, suggesting "an alternative approach to travel restrictions for Hawai'i." Told him the DOH is in charge of the pre-travel testing program and to contact them with any suggestions regarding this. (Aug. 31)
- Responded to an email from Oleg Serdyuk, asking if the end of October is a good time to visit Hawai'i Island and if the quarantine is only for those who cannot present a recent COVID test. Explained the situation and suggested he check HTA's website for updates. (Aug. 31)
- Responded to a Facebook message from Adrien Rose, who said she's thinking of visiting Hawai'i and asked "do you have a map of gambling parlors on O'ahu?" Told her gambling is illegal in Hawai'i. She then said her stepdaughter, who is 18, has disappeared in Hawai'i and told her she's living in a gambling parlor. Told her she should contact police. (Aug. 31)

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

Number of followers from August 2019 vs. August 2020: **+36.40%**

- August 31, 2019: 10,929
- August 31, 2020: 14,907

Engagement rate from August 2019 vs. August 2020: **+72.04%**

- August 2019: 1,874 daily page engaged users
- August 2020: 3,224 daily page engaged users

Social Media Posts on HTA's Facebook Page

- August 3: Post sharing Honolulu Star-Advertiser's Facebook Live with Governor David Ige on Spotlight Hawai'i to discuss the state's response to COVID-19. **Total Reach** 1,410 | **Total Reactions** 103
- August 3: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 580 | **Total Reactions** 26
- August 3: Post sharing Governor David Ige's Facebook Live press conference in response to COVID-19. **Total Reach** 1,910 | **Total Reactions** 225
- August 3: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 832 | **Total Reactions** 24
- August 3: Post sharing Mayor Harry Kim's civil defense PSA in response to COVID-19. **Total Reach** 967 | **Total Reactions** 18
- August 4: Post sharing Mayor Harry Kim's civil defense PSA in response to COVID-19. **Total Reach** 940 | **Total Reactions** 29
- August 4: Post sharing Mayor Kirk Caldwell's Facebook Live press conference on the City and County of Honolulu's response to COVID-19. **Total Reach** 1,102 | **Total Reactions** 100
- August 5: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 896 | **Total Reactions** 63
- August 5: Post sharing Mayor Harry Kim's civil defense PSA in response to COVID-19. **Total Reach** 798 | **Total Reactions** 53
- August 5: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 757 | **Total Reactions** 51
- August 6: Post on the 38th annual Hawaiian Slack Key Guitar Festival, which HTA funds through the Community Enrichment program. **Total Reach** 769 | **Total Reactions** 26
- August 6: Post sharing Hawai'i Department of Transportation's announcement on the new thermal temperature screening equipment at Hawai'i's airport. **Total Reach** 883 | **Total Reactions** 70
- August 6: Post sharing Governor David Ige's announcement of the Facebook Live press conference to be held in response to COVID-19. **Total Reach** 956 | **Total Reactions** 71
- August 6: Post sharing Mayor Harry Kim's civil defense PSA in response to COVID-19. **Total Reach** 1,143 | **Total Reactions** 94
- August 6: Post sharing Governor David Ige's Facebook Live press conference in response to COVID-19. **Total Reach** 2,328 | **Total Reactions** 473
- August 7: Post sharing an overview of the "Act with Care – Do Not Gather" Order for O'ahu. **Total Reach** 2,101 | **Total Reactions** 579

- August 7: Post sharing the Office of the Governor's news release announcing the reinstatement of the partial interisland travel quarantine. **Total Reach 719 | Total Reactions 134**
- August 7: Post on the 13th annual Gabby Pahinui Waimānalo Kanikapila virtual concert, which HTA funds through the Community Enrichment program. **Total Reach 849 | Total Reactions 21**
- August 7: Post sharing Mayor Harry Kim's civil defense PSA in response to COVID-19. **Total Reach 1,079 | Total Reactions 50**
- August 7: Post sharing the Office of the Governor's news release on the Eleventh Proclamation reinstating partial inter-island travel quarantine. **Total Reach 664 | Total Reactions 97**
- August 7: Post sharing Governor David Ige's announcement of the Facebook Live press conference to be held in response to COVID-19. **Total Reach 934 | Total Reactions 53**
- August 7: Post sharing Governor David Ige's Facebook Live press conference in response to COVID-19. **Total Reach 1,882 | Total Reactions 134**
- August 7: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach 1,102 | Total Reactions 40**
- August 9: Post sharing contact information to report COVID-19 violations from the Honolulu Police Department. **Total Reach 2,332 | Total Reactions 402**
- August 10: Post sharing Mayor Kirk Caldwell's Facebook Live press conference on the City and County of Honolulu's response to COVID-19. **Total Reach 1,148 | Total Reactions 100**
- August 10: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach 726 | Total Reactions 34**
- August 10: Post on the Friends of 'Iolani Palace receiving \$290,000 in funding to repair and restore the historic landmark through HTA's Hawaiian Culture program. **Total Reach 1,436 | Total Reactions 99**
- August 10: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach 571 | Total Reactions 10**
- August 10: Post sharing Mayor Harry Kim's civil defense PSA in response to COVID-19. **Total Reach 950 | Total Reactions 49**
- August 10: Post sharing 'Iolani Palace's announcement thanking HTA for funding \$290,000 to the Friends of Iolani Palace for repair and restoration efforts through HTA's Hawaiian Culture program. **Total Reach 816 | Total Reactions 47**
- August 10: Post sharing County of Kaua'i's announcement on the 14-day mandatory quarantine resuming for all travelers arriving on Kaua'i. **Total Reach 589 | Total Reactions 24**
- August 10: Post sharing County of Maui's mandatory travel declaration form and other transportation-related information. **Total Reach 750 | Total Reactions 46**
- August 10: Post sharing information on Governor David Ige's Eleventh Proclamation related to a mandatory 14-day self-quarantine for travelers to Kaua'i, Hawai'i and Maui counties. **Total Reach 1,628 | Total Reactions 225**

- August 11: Post sharing Mayor Harry Kim's civil defense PSA in response to COVID-19. **Total Reach 1,074 | Total Reactions 54**
- August 12: Post sharing the Hawai'i COVID-19 Joint Information Center's news release on the multiple clusters within the state. **Total Reach 724 | Total Reactions 134**
- August 12: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach 875 | Total Reactions 50**
- August 13: Post sharing Governor David Ige's Facebook Live press conference in response to COVID-19. **Total Reach 1,349 | Total Reactions 107**
- August 13: Post sharing Hawai'i News Now's Facebook Live press conference in response to COVID-19. **Total Reach 2,090 | Total Reactions 343**
- August 14: Post sharing Mayor Harry Kim's civil defense PSA in response to COVID-19. **Total Reach 1,086 | Total Reactions 90**
- August 14: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach 635 | Total Reactions 28**
- August 14: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach 918 | Total Reactions 68**
- August 16: Post sharing County of Maui's video with Mayor Michael Victorino in response to rumors and misinformation about resort bubbles and public beach access. **Total Reach 1,286 | Total Reactions 183**
- August 17: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach 858 | Total Reactions 39**
- August 17: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach 711 | Total Reactions 26**
- August 18: Post sharing Mayor Harry Kim's civil defense PSA in response to COVID-19. **Total Reach 1,107 | Total Reactions 109**
- August 18: Post sharing Governor David Ige's announcement of the Facebook Live press conference to be held in response to COVID-19. **Total Reach 685 | Total Reactions 22**
- August 18: Post sharing Governor David Ige's Facebook Live press conference in response to COVID-19. **Total Reach 1,980 | Total Reactions 296**
- August 18: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach 730 | Total Reactions 35**
- August 18: Post sharing O'ahu's total cases of COVID-19 as of August 18, 2020. **Total Reach 782 | Total Reactions 42**
- August 19: Post announcing HTA's regular board meeting to be held through Zoom teleconferencing. **Total Reach 743 | Total Reactions 51**
- August 19: Post sharing Governor David Ige's announcement of the Facebook Live press conference to be held in response to COVID-19. **Total Reach 700 | Total Reactions 20**

- August 19: Post sharing Governor David Ige's Facebook Live press conference in response to COVID-19. **Total Reach 2,210 | Total Reactions 321**
- August 19: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach 568 | Total Reactions 15**
- August 19: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach 551 | Total Reactions 8**
- August 20: Post on the July 2020 Hawai'i Hotel Performance Report press release. **Total Reach 524 | Total Reactions 34**
- August 20: Post sharing Governor David Ige's announcement of the Facebook Live press conference to be held in response to COVID-19. **Total Reach 876 | Total Reactions 43**
- August 20: Post sharing Governor David Ige's Facebook Live press conference in response to COVID-19. **Total Reach 2,027 | Total Reactions 201**
- August 20: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach 852 | Total Reactions 35**
- August 21: Post sharing sharing an overview of the "Act Now Honolulu: No Social Gatherings" Order for O'ahu from the Honolulu Department of Emergency Management. **Total Reach 1,297 | Total Reactions 212**
- August 24: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach 470 | Total Reactions 10**
- August 24: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach 546 | Total Reactions 8**
- August 24: Post sharing Mayor Harry Kim's civil defense PSA in response to COVID-19. **Total Reach 1,028 | Total Reactions 50**
- August 25: Post announcing HTA's regular marketing standing meeting to be held through Zoom teleconferencing. **Total Reach 359 | Total Reactions 15**
- August 25: Post sharing Mayor Kirk Caldwell's Facebook Live press conference announcing the mass COVID-19 testing initiative on O'ahu. **Total Reach 1,330 | Total Reactions 136**
- August 25: Post on the July 2020 Vacation Rental Performance Report. **Total Reach 494 | Total Reactions 12**
- August 25: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach 561 | Total Reactions 10**
- August 25: Post sharing information on free COVID-19 testing available on O'ahu in partnership with the federal government. **Total Reach 486 | Total Reactions 23**
- August 26: Post announcing HTA's regular board meeting to be held through Zoom teleconferencing. **Total Reach 499 | Total Reactions 27**
- August 26: Post sharing Mayor Kirk Caldwell's Facebook Live press conference on the mass COVID-19 testing initiative on O'ahu. **Total Reach 1,053 | Total Reactions 113**
- August 26: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach 699 | Total Reactions 16**

- August 26: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach 647 | Total Reactions 12**
- August 26: Post sharing Mayor Harry Kim's civil defense PSA in response to COVID-19. **Total Reach 912 | Total Reactions 29**
- August 27: Post on the July 2020 Hawai'i Visitor Statistics press release. **Total Reach 654 | Total Reactions 35**
- August 27: Post sharing Mayor Kirk Caldwell's Facebook Live press conference on the mass COVID-19 testing initiative on O'ahu. **Total Reach 947 | Total Reactions 72**
- August 27: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach 776 | Total Reactions 13**
- August 27: Post announcing the HTA Board of Directors extending HTA's President and CEO offer to John De Fries. **Total Reach 2,222 | Total Reactions 259**
- August 28: Post sharing information on free COVID-19 testing available on O'ahu in partnership with the federal government. **Total Reach 840 | Total Reactions 52**
- August 28: Post sharing an overview of the two week Stay-at-Home and Work-at-Home Order for O'ahu in twelve different languages. **Total Reach 791 | Total Reactions 41**
- August 28: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach 846 | Total Reactions 32**
- August 28: Post sharing Governor David Ige's Facebook Live press conference to discuss the H-3 freeway as a COVID-19 testing site with Department of Transportation Deputy Director of the Highways Division Ed Sniffen. **Total Reach 1,203 | Total Reactions 53**
- August 28: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach 585 | Total Reactions 15**
- August 31: Post on the state's new mandatory Safe Travels program. **Total Reach 544 | Total Reactions 65**
- August 31: Post sharing Honolulu Star-Advertiser's Facebook Live with Governor David Ige on Spotlight Hawai'i to discuss the state's response to COVID-19. **Total Reach 589 | Total Reactions 13**
- August 31: Post sharing Governor David Ige's announcement of the Facebook Live press conference to be held regarding the Intent to Veto list. **Total Reach 747 | Total Reactions 26**
- August 31: Post sharing Governor David Ige's Facebook Live press conference announcing the Intent to Veto list. **Total Reach 1,355 | Total Reactions 87**
- August 31: Post sharing Mayor Kirk Caldwell's Facebook Live press conference on the City and County of Honolulu's response to COVID-19. **Total Reach 923 | Total Reactions 34**
- August 31: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach 918 | Total Reactions 23**

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

Number of followers from August 2019 vs. August 2020: **+52.56%**

- August 31, 2019: 2,285
- August 31, 2020: 3,486

Engagement rate from August 2019 vs. August 2020: **-83.16%**

- August 2019: 291 engagements*
- August 2020: 49 engagements*

Note: The engagement rate decreased as there were 12 posts in August 2019, compared to two posts in August 2020. Due to the pandemic and subsequent cuts in funding for the Kūkulu Ola, Aloha 'Āina and Community Enrichment programs, promotional posts were scaled back significantly in 2020. However, the number of followers continued to steadily grow.

** The amount of times people engaged with posts published.*

Social Media Posts on HTA's Instagram Page

- August 6: Post on the 38th annual Hawaiian Slack Key Guitar Festival, which HTA funds through the Community Enrichment program. **Total Reactions 21**
- August 7: Post on the 13th annual Gabby Pahinui Waimānalo Kanikapila virtual concert, which HTA funds through the Community Enrichment program. **Total Reactions 21**

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

Number of followers from August 2019 – August 2020: **+1.32%**

- August 31, 2019: 36,483
- August 31, 2020: 36,964

Engagement rate from August 2019 vs. August 2020: **-80.77%**

- August 2019: 104 engagements*
- August 2020: 20 engagements*

Note: The engagement rate decreased as there were 13 posts in August 2019, compared to two posts in August 2020. Due to the pandemic and subsequent cuts in funding for the Kūkulu Ola, Aloha 'Āina and Community Enrichment programs, promotional posts were scaled back significantly in 2020. However, the number of followers continued to steadily grow.

** The amount of times people engaged with posts published.*

Social Media Posts on HTA's Twitter Page

- August 6: Post on the 38th annual Hawaiian Slack Key Guitar Festival, which HTA funds through the Community Enrichment program.
- August 7: Post on the 13th annual Gabby Pahinui Waimānalo Kanikapila virtual concert, which HTA funds through the Community Enrichment program.

Internal Communications

- Sent Honolulu Mayor Kirk Caldwell's communications team an advance copy of the Hawai'i Vacation Rental Report as a courtesy. (Aug. 3)
- Responded to an email from Arlina Agbayani of HIEMA, in response to an inquiry from the New York Times regarding Hawai'i's current quarantine rules and enforcement tactics. Suggested she reach out to the Attorney General's office instead. (Aug. 3)

- Wrote a blurb on the Hawai'i Vacation Rental Report to send to the JIC. (Aug. 4)
- Gave talking points to Anda Garel (AG) in response to an email from Lee Watts asking if test results are not available by the time they arrive in Hawai'i, will be remain in quarantine only until they get their test results. Told her that has not been determined by the DOH yet. (Aug. 4)
- Gave AG talking points in response to an email from Deborah Newman, asking what constitutes a hotel. Suggested she send her the link to the hotels that are open/closed on gohawaii.com. (Aug. 4)
- Filled out information in the ETS Power Point presentation per ETS' request for help, in preparation for the Senate Special Committee's hearing. (Aug. 4)
- Assisted the JIC with response to a question from KITV executive producer Cherry Pascual, asking about the site where people are supposed to check in daily being down. Told them it's likely the Safe Travels app website, and that ETS is working to create a new one, and to inquire with ETS for more information. Also notified HVCB about this. (Aug. 6)
- Gave Kristen Andres (KA) talking points in response to an email from Rory Bridges asking if travelers who go from Maui to Lāna'i still have to quarantine. Told her yes, that it's based on the place of arrival, and anyone who arrives on any of the islands except for O'ahu needs to quarantine. (Aug. 7)
- Edited a press release from Becker Communications regarding the 'Iolani Palace restoration project funded by HTA. (Aug. 9)
- Sent Teri Orton, Hawai'i Convention Center general manager, information about a possible inquiry from Hawai'i Public Radio. (Aug. 10)
- Gave Tim Sakahara of the DOT talking points in response to an email from Richard Oliver, who says they will return to Hawai'i from Tahiti on October 25, and that the only lab is in Papeete and is unsure if the test will be the right one. Told him that the details of the pre-travel testing program are still being finalized and that the governor has not guaranteed the program will start on September 1, and that October is too far into the future to know what the protocols will be since the situation is fluid. (Aug. 10)
- Forwarded 'Iolani Palace – HTA funding press release to HTA staff, board members, Sen. Glenn Wakai and Rep. Richard Onishi. (Aug. 10)
- Sent an email to Dan Dennison of the JIC asking if he would take a line out of his press release if he includes it in the Daily News Digest, which said "Sarah is not sure how she was infected, but she thinks it was probably in Waikīkī, prior to widespread lockdowns and restrictions." Told him that she is just assuming it was in Waikīkī and that returning residents had the virus too, so she could've gotten it anywhere, especially since early on most of the positive cases were returning residents. He agreed to take it out. (Aug. 11)
- Gave AG talking points in response to an email from Sonya Gneusheva, who says she's traveling to Hawai'i in September and wants to know if she still needs to get tested if she plans to quarantine. Told her if she plans to quarantine anyway then she doesn't need to worry about taking a test. (Aug. 12)
- Gave AG talking points in response to an email from Suanne Graham, who says she's working on a project for the West Virginia Office of Tourism and is gathering information about Welcome Centers located off major interstate highways. Told her that Hawai'i doesn't have such a welcome center. (Aug. 12)

- Gave AG talking points in response to an email from Eric Poulsen, asking for a comprehensive list of all the resorts in Hawai'i with at least 200 rooms. Gave the link to HTA's research and visitor plant inventory. (Aug. 12)
- Gave AG talking points in response to an email from Kevin Jackson, who says he traveled to Honolulu on August 9, that the room at the Holiday Inn Express Waikiki wasn't cleaned immediately after he checked out, and is wondering how many rooms are left uncleaned like that overnight. Told her that HTA is not a regulatory agency and to submit any complaints to the hotel management. (Aug. 12)
- Had Ariana Kwan (AK) create a graphic to help people understand the interisland quarantine. The graphic was put on HTA's alerts page. (Aug. 12)
- Gave Caroline Julian-Freitas of ETS the contact info for HTA/HVCB's call center upon request. (Aug. 12)
- Gave talking points to Darlene Morikawa of HVCB regarding the visitor hotline receiving a media inquiry from Heather Mullins of America's Voice inquiring about the COVID task force. Gave her the contact for the JIC and said that it's a question for the Attorney General's office. (Aug. 13)
- Gave talking points to AG in response to an email from Jade Tran of O'ahu, asking if she travels to Hawai'i Island to take care of her house for a few days then flies back to O'ahu, whether she has to quarantine. Told her that if she flies to Hawai'i Island, she cannot leave her house there for the entire time she's there and that now is not the time to fly interisland unless if absolutely necessary. (Aug. 13)
- Gave Darlene Morikawa of HVCB talking points in response to an inquiry from Jamie Biesiada, senior editor of Travel Weekly, asking about wearable tracking technology and also the resort bubbles. Told her she could forward that to the JIC to inquire with the Attorney General's office, and also that Mufi Hannemann of HLTA may comment about it. (Aug. 15)
- Sent an email to the JIC and state public information officers that HIEMA will now provide and control the funding for the Hotels for Heroes program this time around, and that Keith Regan (KR) sent a revised version of the program to Ken Hara of HIEMA for his approval and further guidance. (Aug. 17)
- Gave KA the link to Maui County's list of approved quarantine locations in response to an email from Quarantine Breakers Maui. (Aug. 17)
- Responded to an inquiry from the JIC in response to a question from KITV executive producer Cherry Pascual asking what happens if someone arrives in Hawai'i and doesn't have a landline or cell phone. Told her the airport screeners will then send them over to law enforcement and to ask the DOT for further information. DOT followed up saying the person would likely get sent back to where he/she came from. (Aug. 20)
- Wrote a blurb for the JIC's Daily News Digest regarding HTA's July 2020 Hawai'i Hotel Performance Report. (Aug. 20)
- Gave AG talking points in response to an email from Robin Lloyd, asking for an official document "that states if we are staying in an oceanfront house that we are forbidden from entering the ocean while under quarantine." Told her they must not leave their place of lodging at all and gave her the link to the quarantine order that they will have to sign at the airport. Also that staying at a short-term rental to quarantine is illegal. (Aug. 20)

- Responded to an email from Sarah Weck, worried that she can't quarantine with her fiancé because of the city's new "no social gatherings" rule. Told her that has to do more with social gatherings and does not have to do with the quarantine rules, and she can contact the city for further information. (Aug. 20)
- Gave KA talking points in response to an email from Michael Vultee regarding a landlord tenant dispute, and he's worried the landlord may prevent his wife from returning home from the mainland. Told her to tell him any disputes between them and their landlord that aren't criminal in nature should be worked out between the parties and if issues arise they can call police. (Aug. 21)
- Gave AG talking points in response to an email from Peter Kam, who wants to visit dry land taro farms and wanted more information about them. Suggested he contact the Hawai'i Farm Bureau. (Aug. 24)
- Gave talking points to AG in response to an email from Julie Burlison, a travel agent in Texas who has clients who want to hunt while on vacation in Hawai'i. Suggested she contact the DLNR and gave her the link. (Aug. 24)
- Gave Mayor Caldwell's communications team an advance embargoed copy of the HTA July 2020 Hawai'i Vacation Rental Report. (Aug. 24)
- Met with Caroline Anderson and Anthology to discuss the communications plan for the Community-Based Tourism program. (Aug. 25)
- Responded to a request from Charlene Chan of DBEDT, who says she's helping with the scripts for residents and visitors who are quarantined. Told her Jen will talk to the call center team and will get back to her. (Aug. 25)
- Gave KA talking points in response to a call asking if active duty military personnel staying at a hotel can go outside to exercise. Told her to tell him to contact his command. (Aug. 25)
- Edited a letter Minh-Chau Chun drafted regarding essential employees from SMS Research that will report to the airport to help with scanning forms. (Aug. 25)
- Evaluated the RFP 21-07 O'ahu Destination Management Action Plan Writer proposals and had a follow up meeting to discuss the scores with other evaluators, ultimately choosing SMS Research. (Aug. 25)
- Wrote a blurb for the Daily News Digest regarding the Visitor Statistics press release. (Aug. 27)
- Attended ETS' Safe Travels program demo. (Aug. 27)
- Gave KA talking points in response to an email from John and Trisha Seaton, who says after doing their quarantine they're still being asked to produce a green card to get a rental car. Gave her the link to give them regarding a news story about Kaua'i creating a mahalo green placard program. (Aug. 27)
- Coordinated with John Monahan of HVCB regarding the new ETS press release on the Safe Travels program. (Aug. 28)
- AK redesigned HTA's COVID alerts page. Launched the new page and notified the staff. (Aug. 28)
- Drafted an FAQ document to add to the COVID alerts page. (Aug. 28)

- Sent the Safe Travels FAQ sheet created by ETS to the staff, HVCB and HLTA. (Aug. 31)
- Worked with ETS and Cindy McMillan of Gov. Ige's office regarding publishing the Safe Travels program data. (Aug. 31)
- Gave KA talking points in response to an email from John and Trisha Seaton, who asked if they needed to fill out the Safe Travels form for travel to Maui. Told her yes they have to, and they will also have to quarantine for 14 days once they arrive on Maui on September 9. (Aug. 31)
- Gave AG talking points in response to an email from Bob Twogood, asking to find out where all of the incoming visitors are staying, and which hotels are getting the most visitors. Told her to send him the list of hotels that are open on gohawaii.com. (Aug. 31)

International News Bureau

- Japan: Responded to an email from Aisha, who says she plans to come to Hawai'i in August to establish residency ahead of applying for college in Hawai'i in 2021, and says she does not have a place to live and if she has to pay for a hotel to quarantine in. Told her that she will be required to list on the legal document at the airport where she will be staying for her 14-day mandatory quarantine, whether it's a hotel or an apartment she's renting for long term, and that she will have to pay for everything herself. (Aug. 2)
- Japan: Responded to Asuka Broaddus, senior promotions coordinator for JCB, who had questions regarding Japanese visitor data. Sent her the links to HTA's research page, the Japan fact sheet, HTA's Annual Report, and the 2019 visitor stats press release. (Aug. 3)
- Philippines: Responded to an email from Cheryl Buenafin, asking if the U.S. is allowing a B1/B2 visa holder to enter the U.S. Told her she should inquire with U.S. Customs and Border instead for entry requirements. (Aug. 7)
- Australia: Responded to an email from Cassandra Hewitt, asking if there are flights to Hawai'i arriving from international destinations and if Japan is planning to open soon. Told her there are no regularly scheduled flights from Japan, but that there are some flights from Manila. (Aug. 9)
- Canada: Responded to an email from Kimberly Johnson, asking for collateral to use to educate consumers about different destinations. Sent her the link to Barberstock. (Aug. 10)
- Australia: Responded to an inquiry from Michelle Winner, asking for an HTA head or official to do an interview with Travel Writers Radio host Graeme Kemlo. Forwarded to Pattie Herman (PH) and Chris Tatum (CT), along with Hawai'i Tourism Oceania, but no date was set for the interview at this time. (Aug. 12)
- UK: Responded to sales pitch from Lucy Bendall of Clear Channel UK. Inquired with PH and declined offer since HTA canceled the Hawai'i Tourism Europe contract. (Aug. 13)
- Canada: Responded to an email from Roger Balestra, asking about the testing requirement for people coming from Canada. Told him HTA is not in charge of the pre-travel testing program, that the DOH is, and that they're still finalizing details of the program. (Aug. 16)
- Canada: Helped Laci Goshi (LG) edit responses Hawai'i Tourism Canada will submit to Travelweek in Canada on the latest information regarding the pre-travel testing program. (Aug. 20)
- Czech Republic: Responded to an email from Dominick Dvorak, asking "is there any chance that Hawai'i will be opened to European tourists later this year?" Told him that we cannot

predict what the situation will be like later this year and to check HTA's website for updates. (Aug. 20)

- Canada: Responded to Vancouver resident Sam Lam, who says he's planning to visit Kaua'i for three months starting in October, and is worried he can't get an FDA test since he's in Canada. Told him the DOH is in charge of the testing program and there are still many unanswered questions. Also told him that the governor has not guaranteed he won't push back the start date of the testing program again. (Aug. 24)
- Canada: Responded to an email from Teresa Smith, who says she plans to travel to Maui on December 28 and wants to quarantine in her rented accommodation in Kihei. Told her we don't know what the protocols will be in December and to check HTA's website for updates. (Aug. 25)
- Australia: Responded to an email from Ester Pemberton, asking for help in getting her \$954 deposit from Waikiki Beach Rentals for a unit at the 'Ilikai. Told her for a refund it's best if she goes through the company she booked through or her credit card company. (Aug. 27)
- Canada: Responded to an email from Irvin Godina, who says they want to travel to Hawai'i as soon as they can, and they want to know when the quarantine will be lifted. Explained the situation. (Aug. 30)

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 August:

- Maui County's program handled 17 cases and helped 19 visitors (year-to-date: 92cases/144 visitors).
- Hawai'i County's program handled 5 cases and provided assistance to 9 visitors (year-to-date: 187 cases/299 visitors).
- City and County of Honolulu's program handled 47 cases and helped 61 visitors (year-to-date: 560 cases/948 visitors).
- Kaua'i County's program handled 0 cases and provided assistance to 11 visitors (year-to-date: 16 cases/50 visitors).

Lifeguard Support Program

Due to the COVID-19 pandemic, these contracts were canceled because of restrictions placed on group gatherings and beach park usage. Once the restrictions are lifted and 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 SKYHI MEDIA and Pacific Media Group, supported the displaying of ocean safety videos at airports throughout Hawai'i until June 30, 2020. Due to the COVID-19 pandemic, an extension is no longer 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.

Snorkel Safety Study

HTA 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.

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 was 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 provides 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 expires on December 31, 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 to help educate visitors and residents about the importance in protecting the coral and wildlife. On July 27, 2020 the contractor reported that the coral reef signs have been installed and HTA received the final invoice and report on August 21, 2020. The final invoice of \$4,714.40 was processed on August 26, 2020.

COVID-19 Related Projects and Support

Airport Screening:

From March 26, 2020 to July 31, 2020, HTA provided support to the Department of Transportation (DOT) - Airports Division by contracting with companies that have "badged" employees to carry out screening processes at the arrival gates. Initially, HTA attempted to get State employees credentialed to support the screening activities at the airport. However, DOT-Airports denied the request, which then required HTA to find an alternative resource to support the mission. The companies that were identified included Roberts Hawaii, OmniTrak, Anthology, and Worldwide Flight Services. HTA was asked to provide screening support funding at Honolulu, Kahului and Kona airports.

Passenger Form Scanning:

From March 26, 2020 to September 6, 2020, HTA was responsible for scanning travel-related quarantine documents at the Daniel K. Inouye International Airport in Honolulu. This was done in partnership with SMS and DOT-Airports. A room at the airport was provided to establish the scanning center and SMS relocated its scanning operation to this location in support of this mission. Forms were collected statewide from arriving transpacific flights and scanned into a database. The data was then utilized to support HTA's call center operations and served as a critical link to enforcement partners tasked with enforcing the 14-day self-quarantine order. Neighbor island forms were collected daily and sent to Honolulu for processing.

Call Center:

From March 26, 2020 to September 14, 2020, HTA supported the operation of a call center that was established to contact arriving transpacific passengers (visitors and residents) as part of the State's efforts related to the self-quarantine order. HTA reached out to HVCB for assistance, which agreed to take the lead in managing the day-to-day activities of the call center. Special thanks to Barbara (Bobbie) Okamoto for her assistance with this important project. As of June, more than 80 individuals were trained to make calls seven days a week, from 9 a.m. to 8 p.m.

HTA utilized a cloud-based PBX system (Grasshopper) to allow call agents to connect and make calls using their own phones routed through the PBX system. HTA did not provide agents with equipment. The data was provided to the call center agents using Microsoft Teams.

In late April, HI-EMA, through Incident Commander General Hara, determined that returning residents should also be included in the contact activities of the call center. On April 24, 2020, 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, 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. The solution is operational and was in use up until the decommissioning of the call center on September 14, 2020.

Call Center Metrics:

	Inbound Minutes	Outbound Minutes	Total Minutes	Avg. Call Length
August	147,450:00	113,449:00	260,900:00	1:35
July	128,685:00	94,044:00	222,729:00	1:32
June	105,685:00	76,778:00	182,463:00	1:30
May	84,679:14	63,653:34	148,332:48	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 was involved in, including the support of the Safe Travels Program, the ESRI/ArcGIS database enhancement and others.

Digital Data Collection Tool (Interisland):

As HTA diligently worked on its database enhancement project for transpacific arrivals, the team was asked by Governor Ige to assist 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. On May 28, 2020, HTA began an effort to develop the necessary infrastructure and tools to efficiently collect information using ESRI's technology, from interisland passengers as part of the overall mission.

The digital data collection tool was available and ready to be utilized as of June 12, 2020. It was determined by Governor Ige to hold off on launching the digital tool until a later date. As of July 1, 2020, the digital data collection tool was operationalized, and between July 1 and July 31, the system processed more than 50,000 submissions for interisland travelers.

HTA was also asked by Governor Ige to expand the digital data collection tool to be used to support the transpacific flight arrival process. Given the scope and technical skills needed to scale the project, it was determined that the Office of Enterprise Technology Services (ETS), with direction from the Department of Health, would be the most appropriate agency to take ownership. In late June, the handoff was made and ETS initially engaged ESRI on the transpacific solution. Eventually, ETS decided to move the platform to Google. HTA has remained as a resource to the ETS team.

IV. BRAND MARKETING PILLAR

MMA Contracts

Due to the COVID-19 pandemic, the 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. In addition, due to 2021 budget cuts, the decision was made to terminate contracts for China and Taiwan for 2021.

The Walshe Group has been appointed as Oceania's GMT through RFP 21-05. The Walshe Group's knowledge of Hawai'i, HTA and its four pillars gave them the advantage to gain the win. They submitted a strong recovery plan to keep Hawai'i branding visible and top-of-mind to the Australian and New Zealander.

In September we started the RFP process for the CruiseLine segment. Two companies have applied. HTA is reviewing the proposals and anticipates making a final determination in the weeks ahead.

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 were 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 currently in discussions regarding the 2021 budget for Branding programs. Due to COVID-19, HTA will not be receiving TAT funding. Until the 14-day 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.

The HTA Board of Directors approved the FY2021 budget during the July Board Meeting. In having to re-create the "Kuleana" videos and the "The Time Is Now" video, the Board also approved the shifting of \$2.5 million to the U.S. Leisure market and \$1 million for MCI.

HVCB is working on the messaging for welcoming visitors back to Hawai'i. For this, HVCB needed funds allocated for the 2020 calendar year. The team agreed to pull in \$2.5 million for the leisure segment and \$1 million for MCI from the FY 2021 U.S. budget to accomplish this.

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 was postponed. However, HTA continues to communicate with its industry partners by providing COVID-19 related information daily.

The COVID-19 cases in key U.S. visitor markets continue to climb, and for this reason Governor Ige pushed back the pre-travel testing program for transpacific arrivals to October 1, 2020.

HTA continues to conduct virtual Zoom meetings with industry partners. The potential of a virtual Fall Tourism Conference is being discussed. However, a decision will not be made until the new HTA president and CEO begins.

HTA is also having discussions and Zoom meeting with Senator Wakai regarding the reopening of tourism to visitors from Japan. Sen. Wakai invited Mr. Yuito Okada, an epidemiologist from Japan who is based in the University of Hawai'i Cancer Research Center to join, as he created a tourism bubble plan with Japan that may be worth pursuing.

This is typically the time of year when the hotel partners start to set their 2021 budgets. HTA is working with the hotel partners to offer them co-op opportunities to help them budget accordingly. All of the GMT are submitting their opportunities and communicating this with the hotel partners.

China Summit

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

GMT Hawai'i Coalition

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

Communication

HTA continues to engage with industry partners as immense concerns continue to grow and many of the hotels and activities remain closed. The airlines are assisting with reminding all out-of-state passengers about Hawai'i's 14-day quarantine. HTA has been providing industry partners with up-to-date information from the Department of Health, press conferences by the Governor and County Mayors, cruise line industry updates, daily arrivals, the Joint Information Center's Daily News Digest and HTA's Daily Briefer.

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 October 1, 2020. Since the Governor announced the initial start of the pre-travel testing program effective August 1, 2020, HVCB has been 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, "The Time is Now" that should be ready by early September.

HTA asked HVCB to share the preliminary Kuleana videos and “This is the Time” video at the Marketing Standing Committee Meetings (MSCM). The videos were well accepted by the MSCM members and the board members. The team will wait for the right timing to send the videos out globally. During the August MSCM, Hawai'i Tourism Canada, Hawai'i Tourism Korea and Hawai'i Tourism Oceania presented their recovery plans, and Hawai'i Tourism Japan and HVCB presented a follow up on their initial plans. Many of the international country borders remain closed at this time, so the industry will need to focus on the domestic market and the Japan bubble concept if possible.

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 July 2020 monthly visitor statistics on August 27, 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 September 2020 through November 2020 to the Infrastructure Research Section of the HTA website.

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

TRD issued the July 2020 Hawai'i Hotel Performance Report on August 20, 2020. The report and related July 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 July 2020 Hawai'i Vacation Rental Performance Report on August 25, 2020. The report and related July 2020 data tables were posted to the Infrastructure Research section of the HTA website. This report utilizes data compiled by Transparent Intelligence, Inc.

The narrative and tables for the 2019 Annual Visitor Research Report were posted to the HTA website on August 17, 2020. Data in this report are final 2019 statistics and supersedes previously published preliminary data. Due to budget constraints, hard copies will not be printed.

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. Data include daily transpacific passenger counts by port of entry, daily travel agency bookings/cancellations for U.S., Japan, Canada, and Australia from Global Agency Pro, daily forward-looking booking data for U.S., Japan, Canada, and Australia from Global Agency Pro, and weekly hotel performance from STR, Inc.

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; 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
- 2019/20 UberMedia site visitation data to Nalani Brun, director for Kaua'i's Office of Economic Development, for the purposes of helping them better determine and understand resident and visitor impacts on selected "hot spot" areas on the island of Kaua'i.

VI. ADMINISTRATIVE

Contracts List

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

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

Market Intelligence/Market Conditions

Economy

U.S. economic data at the end of summer has been stronger than expected and consistent with a partial rebound in third quarter GDP that followed the historic slide in second quarter GDP. Even with the improving recent data, there is reason to remain cautious for the outlook. The August employment report showed a stronger-than-expected gain in payroll employment, up 1.4 million for the month. The unemployment rate fell to 8.4 percent in August.

- The Conference Board *Consumer Confidence Index* decreased in August, after declining in July. The Index now stands at 84.8 (1985=100), down from 91.7 in July.
- The *Present Situation Index* based on consumers' assessment of current business and labor market conditions – decreased sharply from 95.9 to 84.2.
- The *Expectations Index* based on consumers' short-term outlook for income, business, and labor market conditions – declined from 88.9 in July to 85.2 in August.

“Consumer Confidence declined in August for the second consecutive month,” said Lynn Franco, Senior Director of Economic Indicators at The Conference Board. “The Present Situation Index decreased sharply, with consumers stating that both business and employment conditions had deteriorated over the past month. Consumers' optimism about the short-term outlook, and their financial prospects, also declined and continues on a downward path. Consumer spending has rebounded in recent months but increasing concerns amongst consumers about the economic outlook and their financial well-being will likely cause spending to cool in the months ahead.”

Outbound Travel Market

- ALG Vacations reported that as a part of its phased strategic recovery plan, it put into place a “Rebook Recharge” campaign. The campaign is focused on reservations that were scheduled during 2020. ALGV has offered 125 percent of the original value of their reservation to postpone travel, but not cancel. The consumer or agent was given a “credit” to use as a form of payment for their rebooking. Those bookings have now been rebooked to any destination now through December 15, 2021. Overall ALGV has seen a very positive response to this program. When looking at 2021, they continue seeing softness in the market for the first half of the year, with pickup starting in June 2021.

Competitive Environment

- Belize Tourism and the Rt. Hon. Dean O. Barrow made the official announcement that Belize's international airport (BZE), the Philip Goldson International Airport, will open on October 1, 2020 as part of the country's five-phase re-opening strategy for tourism. Belize previously announced it would reopen in August but, in an overabundance of caution for visitors and residents alike, postponed the reopening until further notice. Enhanced health and safety protocols for hotels, restaurants and tour operators serve as the foundation for the destination's newest “Tourism Gold Standard” Recognition Program. This 9-point program seeks to enhance the tourism industry's health and safety standards by adapting new behaviors and procedures to ensure both employees and travelers are confident in the cleanliness and safety of Belize's tourism product.

- Dominican Republic President Luis Abinader Corona announced the formation of a “tourism recovery plan” for the Caribbean’s most popular travel destination. Abinader himself will be leading the plan, which aims to protect the “health, welfare and safety of tourists as well as promote a sustainable recovery of the tourism sector,” according to a government statement. The goal is to minimize the effects of the pandemic and facilitate a responsible recovery that prioritizes health, maximizes the potential for job creation and economic growth, and promotes the further sustainable development of the sector. The initiative launches in September and will perform rapid COVID-19 tests on “randomly selected travelers” upon arrival. Once this new process is in place, the country will eliminate its requirement for a negative COVID-19 test prior to arrival.
- The World Travel & Tourism Council (WTTC) has launched a new in-depth data dashboard highlighting the recovery of travel demand across flights and hotels, as well as revealing the shifting intentions of travelers through online travel searches. This interactive COVID-19 Travel Demand Recovery Dashboard was developed by WTTC and represents the global travel and tourism private sector, with support from McKinsey & Company. This tool provides easy access to qualitative and quantitative travel data at the global and regional level as well as for 33 major countries around the world, by revealing travel demand since the beginning of the year. It is updated bi-weekly.

Consumer Trends

- **Meet the Next-Normal Consumer.** According to McKinsey, consumer behavior has changed radically in response to the COVID-19 lockdown. Understanding which changes are likely to stick will help companies plan for the recovery. COVID-19 is changing how consumers behave across every aspect of their lives. As consumers sheltered at home, adoption of new digital services took place at a blistering pace. Broad shifts to new behaviors hide significant variations. Consumer behaviors will likely fluctuate until we reach the next normal. Companies must rethink how and where they connect with consumers. They should expect to encounter structural challenges and upheaval across multiple dimensions while overall consumption shrinks.

Media Trends

- *Video Content will Dominate.* Video is one of the most engaging forms of content and will dominate social media, a clear winner over all other types of content. Whether it is short-form videos like those popular on *TikTok* or stories or long-form content on *YouTube*, videos are the future of social media content. According to Cisco, by 2022, 82 percent of online content will be video.
- *Niche Social Platforms Will Perform Well.* *Facebook* and *Instagram* have long dominated social media as the largest and most popular platforms. However, in recent years, several other niche social media platforms have emerged and risen to fame. *TikTok*, for example, is one such platform that started in 2016 and immediately gained popularity among youth. B2B companies prefer *LinkedIn* for their social media initiatives, while the gaming community flocks to *Twitch*. There are several such alternative social media platforms that are gaining popularity and will continue doing so in 2020 and beyond.

Airlift

- HTA Airline Seat Capacity Outlook for September-November 2020 was released on August 30, 2020. The forecast for domestic scheduled nonstop air seats to Hawai'i during this period will decrease by -33.3 percent as compared to the same time period in 2019. The projection is based on flights appearing in *Diio Mi*. 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 (-33.2%) and U.S. East (-34.2%). The situation is being monitored daily and the forecast adjusted accordingly.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

On August 18, Governor David Ige announced that the State's pre-travel testing program was being pushed back at least to October 1, 2020 in response to the surge in COVID-19 cases in Hawai'i. This is one part of a multi-layered screening process which includes temperature checks upon arrival, completion of the State's Mandatory Travel and Health Form, and secondary screening for those with symptoms or temperatures of 100.4 degrees or higher. More details of the program are forthcoming.

Leisure Activity Update

Consumer

- On-line

Digital Campaign August – 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 – August
 - *Affiliate Program* (TravAlliance)*, 2,181 impressions, Affiliate Program Homepage Marquee, February - December
 - *Affiliate Program* (TravAlliance)*, 32,727 impressions, enewsletter inclusion, Aug. 3
 - *Affiliate Program* (Questex)*, 10,900 impressions, registration emails, August

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

Public Relations

- HVCB
 - In response to Governor David Ige’s press conference on Aug. 18, during which he announced that the pre-travel testing program, which was previously scheduled to launch on Sept. 1, would be delayed to Oct. 1 at the earliest, HVCB’s PR team assisted with drafting and disseminating letters to U.S. travel trade professionals, leisure publications, editors, freelance journalists and to select airlines and OTAs. Communication details included the extension of the 14-day travel quarantine order through Sep. 30, 2020, and restrictions and tracking mechanisms in place to enforce the order, and a request for support to help mitigate non-essential travel to the islands.
 - HVCB’s PR team assisted writer Shane Nelson, *TravelAge West*, who was searching for interview sources from industry partners and travel agents for an article in response to the delayed pre-travel testing program. The team compiled a list of trusted industry contacts who could share their reaction to the postponement of the pre-travel testing program to the Hawaiian Islands.
 - Media coverage highlights:
 - “Hawaii never reopened this summer. What about Thanksgiving and Christmas?” – *Los Angeles Times* – Jay Jones – Aug. 24, 2020
- KVB
 - Liaised with two media in August.
- OVB
 - O’ahu was featured in:
 - *Weddingbells* (circ. 1,003,660, 673,830 uvpm). Coverage resulted from Carrie MacPherson’s participation in the Romance press trip in February 2020. Her article, “Plan The Most Romantic Hawaiian Honeymoon,” features Four Seasons Ko ‘Olina, The Ritz-Carlton Residences Waikīkī, Faith Surf School, Blue Note Hawai‘i, Kualoa Private Nature Reserve and Wild Side Specialty Tours.
 - Liaised 1 media in August.
- MVCB
 - Liaised with the following media:
 - Sarah Sekula, *CNN.com*, declined assistance based on the current directive to pause media coverage.
 - Samantha David-Friedman, *TravelAge West*, declined assistance based on the current directive to pause media coverage.
- IHVB
 - Liaised with five media in August.

Sales Activities

Sales Calls, Trade Shows, Training Events

Airline	Wholesaler/TA/TO/OTA	Other	Total
-	21	2	23

Summary of Key Sales Activities

- HVCB
 - Due to the ongoing COVID-19 pandemic, live training events have been cancelled, postponed or transitioned to a virtual format for the month of August. The team has transitioned to webinars and virtual training and activities. During the month of August, travel trade hosted two webinars for 228 participants, and conducted 21 additional training sessions and/or appointment sessions for a total of 5,392 advisors this month. The team has 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 increased hours of support for the HTA "Hotel/Quarantine" calls, daily line assignments, replies to COVID email/exemption inquiries and also hotline duty for the O'ahu hotline number.
 - Virtuoso held their first virtual Virtuoso Travel Week, The Value of Connections, from Aug. 10-14. More than 4,000 virtuoso advisors and preferred partners were in attendance. The central team conducted 185 one-on-one 10-minute appointments that were requested by Virtuoso advisors. Overall, fewer appointments were conducted due to a shift to all ten-minute appointments versus the three-minute appointments for most of the event. This format allowed for more meaningful conversation and the opportunity to ensure the delivery of critical safety messaging and updated information regarding the quarantine, pre-testing protocols etc. As a sponsor, in addition to the appointments, HVCB delivered a 30-minute destination presentation and a 3-minute introduction to a professional development session focused on adaptability. These sessions will remain live on *virtuoso.com* for 30 days for additional advisors to access HVCB presentation content.
 - HVCB was a premier sponsor for Signature Travel Network's Virtual Connections event that kicked off on Aug. 18 with a one-on-one interview between Signature's CEO, Alex Sharpe and Robyn Basso. This event was attended by over 400 Signature travel advisors and the link will remain live for 30 days for additional viewings. A comprehensive, interactive presentation was scheduled for Aug. 24, but was cancelled at the last minute due to the global Zoom outage. This presentation has been rescheduled for Sept. 21. In addition to the interview and presentation, Signature Virtual Connections provides a more comprehensive program that will include HVCB marketing tactics to Signature advisors and their clients when Hawai'i reopens to visitors.
 - Trade Show Marketing Group shifted their Romance Travel Forum live event to Romance Connections, a virtual event from Aug. 17-20. This event draws highly qualified advisors and provides the opportunity to engage in one-on-one appointments with suppliers, general sessions and destination training. As a sponsor, HVCB delivered a one-hour presentation for 150 attendees and conducted 28 one-on-one appointments. The Romance Travel Forum is a boutique-sized program designed to engage a select audience of North America's top romance travel sellers focused on the romance vacation market, including destination weddings, honeymoons and other romantic milestones celebrated with travel. Travel sellers in attendance are carefully vetted through a multi-faceted process comprised of an application, telephone interview, professional reference check and a review of their online/social presence. The selection process also considers sales volume, year-to-year growth, destination wedding group business and more, ensuring HVCB is reaching quality advisors likely to sell Hawai'i to their romance clients.
 - As a proud partner of ASTA, HVCB was a sponsor for ASTA Global Live and ASTA Small Business Network virtual events from Aug. 24-28. HVCB Central conducted 101 one-on-one 30-minute appointments throughout the week. In addition, the sponsorship provided the opportunity to deliver a 35-minute presentation on HVCB's approach to sustainability and responsible tourism that was viewed live by over 300 travel advisors and will be available 30 days after the event for more viewings. An HVCB-branded virtual booth was part of the package allowing

advisors to view *Hawai'i Rooted* videos, download vacation planners, get the latest on the 14-day mandatory quarantine and to chat live with HVCB representatives.

- HVCB was the featured presenter in the Cruises International destination webinar on Aug. 14. Along with island highlights, safety protocols were emphasized. There were 20 live attendees and the webinar was distributed to Cruises International's database of 10,000 clients and promoted on social media.
- HVCB conducted a joint webinar with GOGO Worldwide Vacations on Aug. 26 for 208 advisors. The presentation covered an overview of Hawai'i's COVID-19 situation, details regarding the upcoming pre-travel testing program and safety protocols, as well as island highlights.
- Travel agent website *agents.gohawaii.com* update: There were 468 online graduates who completed the Hawai'i Destination Specialist and/or Island Specialist educational courses online, and 505 new registrants signed up for access to our online resources. The travel agent database numbers are now up to 85,214 U.S travel agent email contacts.

Key Performance Indicators - Leisure Market

Consumer

Digital Campaign July 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 – July results

Impressions and Publicity Values for July

JULY	Impressions	Publicity Values
Print	80,906,972	\$12,910,659.30
Online	56,494,653,690	\$21,511,602.28
Broadcast	371,535,989	\$21,544,388.03
Total	56,947,096,651	\$55,966,649.61

Countermeasures

- Governor Ige announced the delay of the pre-travel testing program with a tentative re-opening date of Oct. 1, and the implementation of the Safe Travels app beginning Sept. 1. HVCB drafted and disseminated letters from John Monahan to U.S. airlines that service Hawai'i, OTAs, travel trade professionals, leisure publications, editors, freelance journalists and Hawai'i partners who market their company/destination. Communication details included the extension of the 14-day travel quarantine order through Sept. 30, 2020 and the change from the paper Mandatory Travel Form to the online-only Safe Travels app. Ongoing communications occurred with media, MCI customers and clients, and consumers who had questions and requested information about the process and app.

Responsible Tourism Update

- Hawaiian Culture/Natural Resources
 - Due to COVID-19 concerns, no emails promoting travel to the islands were sent.
- Community
 - HVCB
 - Due to COVID-19 concerns, no emails promoting travel to the islands were sent.
 - Kama'āina Special Offers Program. HVCB continued the statewide Kama'āina Special Offers program into August (June 19-Aug. 11) to present Hawai'i residents with exclusive specials on accommodations, activities, attractions, shopping, dining and more throughout the Hawaiian Islands. The program was launched in mid-June, aligning with a lift of the first interisland quarantine, and continued through the resumption of a partial reinstatement of the interisland quarantine on Aug. 11. The program has been a means to support local businesses and help stimulate the local economy (hawaiispecialoffers.com/kamaaina).
 - 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.
 - Sue Kanoho held a joint Kaua'i Economic Recovery Strategy Team (KERST) and Futures/Sustainability Team virtual meeting to discuss and gather input on how to shift and rebrand tourism and messaging to align and address current COVID-19 issues and concerns as well as to address responsible tourism and sustainability.
 - KVB also initiated a meeting with its public relations group, Anthology Marketing, about future promotion of Kaua'i and take the current opportunity to create balance and sustainability between tourism, residents, infrastructure, culture and environment/land.
 - Through CARES ACT grant funding, KVB in a joint effort with the County has begun research and testing on a "Resort Bubble." The concept would allow persons subject to the 14-day quarantine, due the State's travel restrictions, to follow a modified quarantine at a resort. Feasibility, safety, enforcement and other details are being looked at and considered and dialog has begun with both government and private entities.
 - OVB, MCVB and IHVB were similarly involved with their county emergency management teams and police departments on ongoing travel quarantine tracking and enforcement.

- HTA Events and Programs. Provided media assets on behalf of HTA for their event and program sponsorships.
 - USTA - U.S. Open. Provided television commercials and billboard assets for sponsor media exposure.

“Coming Attractions” for Leisure Market

HVCB Travel Trade Calendar Update: Live events are subject to cancellation depending on continued developments in COVID-19 pandemic mitigation efforts.

	What	When	Where
HVCB	Allied Travel Webinar	Sept. 17	Virtual
	GTM West	Sept. 19-21	Virtual
	Ascend Conference	Sept. 23-24	Virtual
	Hawaii Virtual Trip	Sept. 30	Virtual
	WITS Hawai'i Night	Oct. 13	Virtual
	GTM Flagship	Oct. 29-31	Virtual
	MAST Sales Sensation	Nov. 17	Virtual
KVB	None to report		
OVB	Meet Hawai'i/ Northstar Meetings Group Virtual Event	Oct. 15	Virtual
MVCB	None to report		
IHVB	Media Blitz	Sept. 15-16	Virtual
	Media Blitz	Sept. 18	Virtual

Hawai'i Tourism Japan

2020 Monthly Leisure Marketing Report – August

Market Intelligence/Market Conditions

Economy

- Revised Q2 GDP for the Japanese economy was at -7.9% vs Q1. On annual terms, GDP declined by 28.1%, highlighting the continued difficulty in recovery of the Japanese economy from the pandemic. The revised values reflected a downward revision, mainly attributed to the decline in investments by companies.
- Seasonally adjusted household consumption was at -7.6% year over year for July. Consumption had been gradually recovering from the double-digit declines in April and May to the 1.2% decline exhibited in June. However, July saw a decline again as the second wave of the COVID-19 pandemic became more widespread.
- The Japanese government announced that in July, seasonally adjusted unemployment rose by 0.1 points to 2.9% from the previous month. This was attributed to the resurgence in cases of COVID-19 prompting the closure of many businesses

Outbound Travel Market

- Significant declines in both outbound and inbound travelers continue to be seen from April when the effects of the pandemic began increasing. The Japan National Tourism Organization (JNTO) announced that in July, total Japanese outbound travelers declined by 98.8% year over year to 20,300, close to doubling from the total outbound travelers in June of 10,666. In July, level 2 travel advisories for all countries and regions were maintained. JNTO also announced that inbound travelers remained at a 99.9% reduction year over year, finishing with 3,800.
- The Japanese government has reached agreements with the five nations of Malaysia, Cambodia, Laos, Myanmar and Taiwan for setting up a special “residence track”, which will allow for the resumption of travels for business-related travelers, with necessary public health safeguards including a 14-day quarantine remaining in place. The Japanese government continues to look into other nations to open borders for, with the next one being Singapore, targeted for some time in September.

Competitive Environment

- Various countries continue to implement various measures to mitigate spread of the pandemic. Some nations where cases have significantly declined have begun reopening to travels albeit to a select few nations and/or for only business travelers in many cases. Please see supplemental attachment for specific measures various nations are taking.
- Germany's tourism bureau started a major recovery program for the travel industry. As part of its first initiatives, their annual “Germany Travel Mart” event, traditionally held in person, was held online. Over 450 travel agency representatives from 49 countries and 250 suppliers from Germany participated in the event. To further expand their market share in the industry, they pitched a variety of Germany's unique sales points to promote the destination as an ideal country for tourism.

- The Tourism Bureau of Taiwan held an online travel seminar on 8/5 for free to a maximum of 500 participants. With a theme of learning about Taiwan together, experts from a variety of fields was invited to effectively promote the destination to potential travelers.
- Travelers to a major competitive destination, Okinawa, has seen signs of recovery as international travels continue to be restricted. Okinawa predicts that in 2020, total travelers will decline by 60% to 3.91 million with gradual recovery from July onwards.

Consumer Trends

- Three new trends of isolated locations, short-distance travels and drive trips are slated to rise in travel with the new norms presented by COVID-19. The pandemic has brought upon the values of cleanliness and sanitization as people become more accustomed to distancing themselves from one another. Travels are highly unlikely to return to a similar state that it was in prior to the pandemic, with elements such as locality and intimacy becoming more prevalent as ideal destinations shift from urban metropolises to more rural areas. Currently, popular travels are to places where crowds can be avoided such as national parks, along with tours that allow for social distancing.
- With the pandemic causing international travels to not be possible, individuals globally have lost options of traveling. With this, as travels are gradually resumed, many predict that travelers will value whom they are traveling to meet over the destination itself. This includes friends and family, as well as people that travelers had become accustomed to from prior travels.

Travel Trends

- HIS and E-commerce company DMM.com Ltd. established a joint digital tourism content developing company, the “Regional Revitalization Lab”. In addition to developing tourism contents connecting regions with travelers, the company will offer consulting, staff training, education and infrastructure development. By combining HIS’ strengths in attracting consumers for travels with DMM’s strengths in developing digital contents, the two parties aim to expand promotional initiatives for tourism related products through the creation of new contents.
- HIS began sales of international travel product series under the name of “Social Travel”, which incorporate measures for mitigating spread of COVID-19. Tours will be carried out under various conditions such as the alleviation of border restrictions, lowering of alert levels by the Ministry of Foreign Affairs, and the requirement of quarantine measures to be lifted. Cancellation fees will be waived if cancelled before 8 days of the trip. Tours to Hawai’i are also included in the series.
- JTB announced that they will be strengthening initiatives in the “workation” field to realize new demand under the new normal of society. In addition to matching firms and their staff with ideal destinations, they will be working with regional governments to develop new relevant contents to strengthen sales from both individuals and firms.

Media Trends

- Provision of new unique contents are trending in Japanese media. In addition to shifting to online based platforms, new initiatives such as adjusting contents based on readers’ opinions, video contents and the opening of e-commerce sites within their owned media are becoming prevalent.

Fashion magazine Domani has been providing contents which are adjusted based on readers' opinions, successfully increasing their audience, while Life magazine recently launched their live contents' videos. Women's magazine STORY collaborated with e-commerce site, Locondo to launch their own online shop, set to launch in fall.

Airlift

- Japan – Hawai'i direct flight suspension status
 - Japan Airlines: Suspension through 9/30
 - All Nippon Airways: Suspension through 9/30
 - Hawaiian Airlines: Suspension through 9/15
 - Delta Air Lines: Suspension through 10/24
 - Korean Air: Suspension through 9/30
 - United Airlines: Suspension through 9/30
 - Air Asia X: Suspension indefinitely
- Passengers on international flights in June continued to be at extremely low levels, recording a decline of 98.9% at 9,541 persons year over year. Available seat kilometers declined by 95.8% while revenue passenger kilometers declined by 98.7%. Load factors declined by 56.3% to 27.7%.
- Japan Airlines announced that they will be operating 2 round trip temporary charter flights again in September between Haneda and Honolulu. This decision was made to accommodate for the demand from people working and studying abroad, much like in August. The first flight will depart Haneda on 9/15 and depart Honolulu on 9/16; the second flight will depart Haneda on 9/29 and depart Honolulu on 9/30. JAL has also announced that they will be operating two services in October as well. Both flights will depart from Haneda on 10/11 and 10/24 respectively. The first flight will return to Haneda on 10/12, while the second flight will return to Kansai on 10/25.
- ANA announced that they will be operating 2 services to Honolulu in October, resuming services for the first time in roughly 6 months. The services will be operated on the Narita – Honolulu route with departures from Narita on 10/5 and 10/19. The aircraft used will be their Boeing 787-9 aircraft, and not the Airbus A380. Services from November are still undetermined and will be dependent on the demand for flights offered in October.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

Although the effects of the pandemic were starting to show signs of waning off, the recent reopening of businesses and lifting of restrictions to allow for events and gatherings has caused a resurgence in the number of COVID-19 cases. As cases began to increase many businesses, especially in Tokyo, were urged to close again, creating significant strain on the economy again. With factors such as unemployment levels rising and household consumption decreasing, there is strong potential for consumers to exhibit conservative spending behaviors.

Although consumers' propensity to consume may remain low, as the consumer survey studies performed in July showed, their desire to travel remains. Upon the resumption of international travels, it will be essential in promoting the safety protocol initiatives engaged by all suppliers and partners both in Hawai'i and Japan to have consumers understand the various precautions being taken to encourage them to visit once again. Additionally, products and itineraries catering towards the new normal of travel, whereby measures are taken to accommodate for factors such as the avoidance of the 3 Cs will play a crucial role in the decision making of destinations amongst consumers. Bearing such factors in

mind, HTJ will continue to disseminate information on the initiatives being taken to combat COVID-19 in Hawai'i together with partners to establish a strong basis for the promotion of travels upon the resumption of regular two-way travels.

Activity Update

Consumer

- Sent an email magazine to 369,849 consumers on 8/20 to share updates on the situation surrounding COVID-19 in Hawai'i and a new movie on Hawai'i's gourmet options as a part of HTJ's "Ouchi de Hawai'i" (Hawai'i at Home) programs. HTJ also shared on new ukulele lesson movies, HTJ's new "Konin" (certified) product campaign with Mc Donald's and information on an upcoming Hawai'i fair in Japan.
- The 2020 HTJ "Konin" (certified) product campaign with Mc Donald's Japan launched on 8/5. A CRM survey campaign in collaboration with Japan Airlines was also initiated with the campaign with a total of 22,704 applications received as of 8/31. Mc Donald's also launched a TV commercial for the campaign, while also featuring special tray mats on the campaign within stores, which included a link to HTJ's Ouchi de Hawai'i campaign.
- Various shops and restaurants are conducting Hawai'i fairs from August to September. One of the biggest convenience store chains, Lawsons, began sale of "made in Hawai'i" food products, along with restaurants "Bills" and Hard Rock Café also conducting a Hawai'i fair with special menu items often served in Hawai'i. HTJ collaborated with Bills and Hard Rock Café to provide special benefits for subscribers of HTJ's e-magazine and Aloha Program members with opportunities to feel Hawai'i from Japan.
- Continued preparations to launch a new website to promote surfing under the allhawaii.jp portal site. Contents will include the history of surfing, introductions of surfers in Hawai'i and Japan, how to enjoy surfing, lifestyles relating to surfing including ocean safety and activities to protect the environment and movies relating to surfing. The website is set to launch by the end of September.
- HTJ initiated a survey campaign to collect information on consumers' intent to travel currently. A total of 34,554 responses have been received as of the end of August. Results will be shared upon completion of the campaign.
- HTJ added subtitles to the new Share the Aloha movie in preparation of the recovery campaign. The movie will be shared on social media, allhawaii.jp, the Aloha Program and via email magazine to promote safe travels on their trips to Hawai'i.
- Continued broadcasting short webinar sessions for Aloha Program members on Fridays. Topics of the series of webinars include culture, history, lifestyle, current events in Hawai'i, Hawaiian music concerts and Hawai'i specialist exam study sessions. Total attendees in August was at 1,111.
- Continued enhancement of contents on the Aloha Program website for consumers to utilize. In August, a total of 10 new columns on history, culture and nature were posted.
- The Aloha Program collaborated with Hawai'i Diary 2021 to introduce columns on Hawai'i's history and culture to their total reach of 25,000.

- As part of preparations for the Hokulea movie blitz in 2021, HTJ continued creation of a special website which will include an introduction, history and activities relating to the Hokulea. For the enhancement of educational materials, HTJ is working with the Hokulea crew and the Polynesian Voyaging Society to create DVDs with Japanese subtitles, scheduled for completion in October.

Travel Trade

- Although payment protection issued by the Japanese government was originally set to expire in September, the lackluster recovery of the economy has prompted its extension to December. This will cause travel agencies' staff to continue to be on a reduced work schedule.
- The Go To Travel Campaign has been exhibiting lower than expected results with factors such as the second wave of COVID-19 and exclusion Tokyo from the campaign stunting its effectiveness. Although travel agencies have reallocated international travel staff to their domestic travel divisions to strengthen sales, significant growth remains difficult to achieve.
- Travel agencies were initially targeting resumption of tours to Hawai'i in fall but is likely to be postponed further, shifting their view to ideally seeing the resumption of tours by the year-end holiday season. Even after the resumption of travels, they forecast that performance will remain at 60 – 70% of traditional values for around 6 months.
- A total of 4 travel trade webinars were held with The Surfjack Hotel & Swim Club, Wet 'n' Wild Hawai'i, Halepuna Waikiki by Halekulani and Prince Resorts Hawai'i in August. A total of 301 leisure travel department related agents participated to learn about updates from local partners, their safety protocol measures for COVID-19 and other relevant information. Live footages were shared of the interior of facilities and received highly positive feedback from participating agents stating that it was easy to understand. Based upon the positive feedback for live footages, such contents will be increasingly incorporated in addition to the traditional presentations for future iterations. A recorded version of the webinar will be uploaded to the travel trade website for agents not able to attend to view later.
- Continued creation of educational PowerPoint presentations for travel industry partners to utilize in enhancing their destination knowledge. In August, presentations on hotels, activities, shopping and culture & arts were shared. Travel industry site members are able to freely view the contents at their convenience. HTJ also shared of its creation through the mail magazine, industry contacts and organizations such as the JHTA to increase its usage by the industry.

Public Relations

- Continued preparations of the safety protocol video. Research and filming were conducted on safety protocol procedures taken at airports, hotels, shopping centers, restaurants and activities. The first edit of the video is set for completion in mid-September.
- A joint meeting with Hawai'i media, travel trade media and freelance writers was conducted on 8/26 to share on updates relating to COVID-19 and initiatives being taken by HTJ. A total of 33 representatives participated, and provided positive feedback, stating that it has helped them in better understanding the current condition in Hawai'i. The participating travel trade media shared on the information discussed at the meeting through their outlets.

- Inquiries from TV media have been increasing for featuring the current situation of COVID-19 in Hawai'i. HTJ provided accurate information pertaining to their questions and also provided a fact sheet relating to COVID-19 in Hawai'i along with current and future initiatives of HTJ.

Sales Activities

Sales Calls			
Airline	Wholesaler/TA/TO/OTA	Other	Total
3	24	20	47

JTB

- Cancellation of tours has been extended to 9/30.
- Although most staff assigned to Hawai'i have been reporting to work, the extension of payment protection plans gives potential for more staff to be placed on furlough.
- JTB is currently devoting the large majority of their resources on domestic travels with the Go To Travel campaign.
- Resumption of travels to Hawai'i by September were set as initial goals but current conditions, combined with the resurgence of the pandemic and societal outlooks on travels, they view the resumption of travels in 2020 to be challenging.
- JTB began sales of their Honolulu Marathon tour product from August, solely from their website.

HIS

- With suspension of international tours expected to last for longer than originally planned, they will be increasing the amount of virtual tours for Hawai'i. To differentiate from competitors' tours, HIS will utilize celebrities to unfold their tours on a large scale. They will continue to plan various Hawai'i tours for consumers to enjoy from their homes as the Japanese market appears to be more willing to spend on such tours.
- Because customers sent to Hawai'i have been essentially reset to zero, they will leverage on this opportunity to prepare for an effective recovery of their market share when travels resume. Preparations for the Hawai'i market have been underway through initiatives such as the establishment of specialist teams to enhance their recovery as soon as travels are resumed.
- HIS has been expanding business operations to a variety of fields such as electricity and DMO initiatives.

KNT

- Cancellation of tours has been extended to 9/30.
- Revenues in Q2 of 2020 declined by 97% to 3.3 billion yen. Net profits declined to 14.2 billion yen.
- Staff originally allocated to international travels will be shifted temporarily to domestic travels.

JALPAK

- Cancellation of tours has been extended to 9/30

- Sales of products for the Honolulu Marathon have begun from August on online platforms exclusively.
- The majority of resources will be devoted towards the domestic Go To Travel campaign.

ANA Sales

- Cancellation of tours has been extended to 9/30.
- The demo flight tour product offered on 8/22 using their “Flying Honu” Airbus A320 was highly popular amongst consumers and will be arranged again in September.

Partner Relations

- Attended the JHTA Board Member meeting on 8/19. At the meeting, HTJ shared on the current market situation and preparations that have been underway for the resumption of travels such as the COVID-19 website and safety protocol video, both currently in production.
- HTJ arranged an attraction and local tour agency meeting to share on market updates and opportunities to promote their entities via online promotional activities.
- Reached out to tour companies on the island of Hawai’i to participate in the webinar initiatives for September or October.
- JATA will be holding a B2B session for the Japanese travel industry, dubbed the “Travel Mart” from 8/31 – 9/2. Because the timing coincides with HTJ’s seminar initiatives, HTJ will not participate live, but support will be provided to the fullest extent through prerecorded seminars. A welcome message from HTJ’s Country Director was also provided.

Responsible Tourism Update

- A responsible tourism website is scheduled to be launched this year as one of HTJ’s major landing pages under the allhawaii.jp portal site as part of initiatives to increase pono travelers to Hawai’i. The website will clearly describe what responsible tourism is, along with how Hawai’i is committing to achieve its own set of SDGs with the Aloha+ Challenge. The Share the Aloha and Hawai’i Rooted movies will also be shared on the site to promote to travelers in becoming pono travelers.

“Coming Attractions” for Leisure Market

Provide major activities/key initiatives for the next three months. List by event name, date and location.

What	When	Where
Travel trade industry webinar: Embassy Suites by Hilton – Waikiki Beach Walk	9/16	Online (Zoom)
Monthly Hawai’i Promotional Committee Meeting	Mid September	Online (Zoom)
Travel trade industry webinar: Plan Z LLC.	9/30	Online (Zoom)
JHTA Board Member Meeting	9/10	Online (Zoom)
JHTA bi-monthly meeting	9/17	Online (Zoom)

Hawai'i Tourism Canada

2020 Monthly Leisure Marketing Report – August

Market Intelligence/Market Conditions

Economy

As COVID-19 spread throughout the world, many countries mandated lockdowns to slow the transmission of the disease. As a result, economic activity around the globe ground to a halt and the economic effects have been severe. In Canada, mandated business closures and a collapse in consumer confidence are forecast to result in an 8.2% contraction for the economy this year—the worst annual decline on record.

Furthermore, at its peak, roughly 3 million Canadians had lost their jobs due to the pandemic. The worst does appear to have passed, however, as employment in July was just 7.0% below the pre-COVID level. Nevertheless, with an unemployment rate of 10.9% (July) the road to recovery will be long. Overall, employment is expected to be nearly 1.1 million lower for 2020 than it was in 2019.

While the state of the economy has resulted in increased uncertainty about future finances, consumer confidence recorded positive movement each month of the second quarter. The record-breaking drop in March was followed by the lowest-ever recorded level in April. Since then, confidence has improved, having recovered roughly 70% of the pre-pandemic level, but Canadians remain cautious.

Household consumption dipped by 11.3% in the first quarter, and a staggering 57.5% drop is estimated for the second quarter. 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.

However, with the worst of the recession likely over, the outlook for 2021 is brighter. The economy is forecast to rebound by 6.7% in 2021 and 4.8% 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.

During the period, the average value of the loonie declined 3% to USD \$0.734.

Outbound Travel Market

For the third consecutive month, travel restrictions and border closures led to a 97% drop in travel activity in June. Just 76 thousand trips were recorded during the month compared to 2.3 million in 2019. The first half of the year saw Canadians make just 8.1 million overnight trips to the U.S. and other destinations; half the volume registered last year (-51%). Compared to 2019, overseas activity has fallen 46.8% while transborder trips have decreased 55.1%.

Canadians made 4.3 million overnight trips to the U.S. during the first half of 2020, compared to 9.6 million in 2019. During the period, overnight auto trips fell 58.6% and travel by other modes decreased 51.7%. As routes suspensions and reductions continued, air arrivals fell in every State; 14 thousand trips by air were recorded in June compared to 550 thousand in 2019.

With no significant new activity from the Canadian market in July, YTD arrivals are now -54% less than the volume recorded Jan-July 2019. The first seven months of 2020 saw direct arrivals fall -51% and indirect arrivals decline -62%. The decline in activity has resulted in 181 thousand fewer arrivals so far this year. With fewer than 200 indirect arrivals counted since April, activity is down -63% compared to the same period in 2019. Overall, there were 29 thousand indirect arrivals throughout the first seven months of 2020, compared to 77 thousand in 2019.

Competitive Environment

The Asia-Pacific region recorded almost no activity during the second quarter of 2020. Reported arrivals in the region have amounted to just 638 thousand since January, a 66.0% decline compared to 2019. So far, the pandemic has resulted in 1.2 million fewer arrivals in the region with China, Hong Kong and Macao recording the largest percentage declines.

Almost no travel activity during the second quarter has resulted in a 41% decline in trips to the Caribbean, Mexico, and Central America throughout the first half of 2020. There were just under 4 thousand arrivals from Canada reported during the quarter, compared to a little over one million during the same period in 2019.

Consumer Trends

The index of consumer confidence declined 4.1 points in August, reversing three consecutive months of increase. This month's decline pushed the index to 42.2 points below its pre-pandemic level. Ontario was the only province to gain confidence in August; the index declined in all other regions for the first time since May.

Travel Trends

A number of destinations are now "open" to Canadian travelers. But little capacity, ongoing restrictions and closures, visitor testing requirements, mandatory quarantines, and no insurance coverage are all contributing to low demand. A small uptick in activity is expected in the coming months, but current projections suggest a loss of 21 million outbound trips in 2020, with the U.S. (-68%) experiencing a larger proportional decline than overseas travel (-58%).

When flights come back online, and the border closure ends, a return to normal trip levels is not anticipated. However, activity is slowly resuming. Local tourism began to return in June and restrictions on regional and short-haul travel have eased in many regions. While air connectivity remains affected, a number of international destinations are accessible to Canadian visitors, with minimal entry requirements, and more are expected to "re-open" in the fall.

For now, travelers may seek to control their personal environment by making a switch from air travel to auto trips. And travelers are increasingly expecting businesses to intensify their cleaning/sanitization procedures and be transparent about their efforts. Consumer confidence and regaining the trust of travelers will be integral to the timing and speed of industry recovery.

In addition to health concerns, the speed with which consumers return to travel will depend on their financial circumstances. While Canadian travelers are quite resilient, the pandemic will have a major impact on discretionary spending in the short-term. Pent-up demand for travel and rebooking credits will help salvage some of the loss, but the Canadian outbound travel market is not expected to return to normal monthly activity until at least late next year.

Media Trends

According to Adweek, travel ad spending fell by 90% between February and March. According to a survey by the IAB Canada, we may see a partial recovery in ad spend in Summer 2020 (58%) or Sept-Dec. 2020 (65%). It is expected that search ad spending by travel advertisers will fall by 2.7% in 2020 to \$54.37 billion (a drop of 15% from initial 2020 forecasts of \$63.92 billion).

According to a recent study by Radio Connects and Signal Hill Insights, heavy radio listeners over-index in expected spending on travel, including camping equipment and domestic travel. According to eMarketer, post-pandemic travel messaging will focus on three areas: health & safety, price & flexibility, and empathy & understanding. Media costs are currently lower than typical as publishers aim to encourage ad spend. Advertisers can use this as an opportunity to set their brands up for success in the long term.

Airlift

- Compared to 2019, direct capacity fell 44% thru the first seven months of the year.
- During the period, Air Canada reduced service by 63,000 seats (-49%).
- At the same time, WestJet reduced service by 78,000 seats, a decrease of 40% compared to 2019.
- Lift that was being offered in Sept has now been suspended, but 145,000 seats are currently available from Oct-Dec, which is 13% more than in 2019.
- While carriers are currently reporting 166,000 direct seats from Sep-Dec, total direct capacity in 2020 is estimated to decline 28% to 350,000 seats.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

- The federal government has announced it is extending the 14-day mandatory quarantine by one month, until Sept. 30, for anyone arriving in or returning to Canada. Travelers returning to Canada MUST self-isolate for 14 days.
- Canada-U.S. land border closure was extended for another 30 days to Sept 21. The partial closing of the border does not affect essential travel, including truck and rail traffic carrying food and goods that is key to supply chains or travel for work.
- Each province and territory have created its own travel rules in response to the pandemic — and those rules are subject to change. To help navigate the varied rules, the Canadian Travel & Tourism Roundtable — a new travel and tourism lobby group — has created [an interactive map](#) to assist Canadian travelers.
- McMaster HealthLabs (MHL), Air Canada and the Greater Toronto Airports Authority (GTAA) announced that they will partner on a voluntary COVID-19 study of international travelers arriving at Toronto Pearson International Airport. The news confirms a previously-released report by *Reuters* on Aug. 28th that claimed Air Canada was going to begin

COVID-19 test trials on passengers in an attempt to persuade the Canadian government to ease its quarantine travel rules.

- The federal Minister of Transport, the Honourable Marc Garneau, unveiled details of Canada's Flight Plan for Navigating COVID-19, which is the foundation for Canada's current and future efforts to reduce the public health risks of COVID-19 while traveling by aircraft. This action plan puts in place a multi-layered system of safety measures to support public health by protecting air travelers and air industry workers from COVID-19.

Leisure Activity Update

Consumer

On the social networks, the required posts about the hurricane status were posted. HTCAN remains without posting any promotional material as per request of HTA.

Travel Trade

Air Canada Vacations Product Launch

HTCAN participated in Air Canada Vacations events for agents and consumers using TravelPulse Canada's virtual platform. Air Canada Vacations gave travel agents the opportunity to invite their customers to experience various travel options. The first virtual event was to promote ACV Product Launch for 2020/2021's Sun Collection brochure and took place on August 28th. Many agents had the opportunity to chat with HTCAN representatives, watch videos, download brochures, and learn more about Hawai'i's reopening plan.

The second event, Air Canada Vacations' Virtual Travel Show, took place Saturday, August 29th. It was the first-time Travel agents were able to invite their clients to attend and to have the opportunity to gather information on their upcoming vacations. HTCAN is waiting for ACV to send the results of the event that will comprise the booth visitation, material download, etc. These results will be sent a month after the event, since the attendees can go back to the booth for a month and download the content.

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
- Moloka'i & Lana'i – November 20th
- O'ahu – December 1st
- Kaua'i – December 16th

Hawai'i Tourism Canada is running a contest in partnership with Spoiled Agent named 'Pack Your Bags' to win a FAM Seat. Agents can play in a multiple selection questions-based survey for a chance to win a spot on the first Hawaii Tourism FAM trip in 2021. To launch the contest Spoiled Agent hosted a live Facebook event featuring HTCAN Account Director Lorenzo Campos. The contest will run Aug 17 to Sept 18th, 2020. The winner will be contacted on Tues Sept 22nd, 2020. The prize includes a guaranteed Agent Escorted Fam Trip, all accommodations, local transfers, meals. The winner is responsible for airfare and any personal expenses during the FAM, valid for Canadian Agents only.

Hawai'i Tourism Canada Account Director Lorenzo Campos Maurer and Account Manager Gustavo Inciarte recorded a virtual sales call video for Spoiled Agents highlighting our commitment to supporting travel advisors and their clients. Also, how Hawai'i taking all measures necessary to guarantee that when travel resumes, everyone will be safe. This video is hosted on the Spoiled agent website and Facebook group.

VoX International Travel Advisors Round Table

VoX hosted its first virtual Travel Advisors Round Table on August 26, 2020. We had the chance to hear different opinions and concerns from a select group of professionals on the current situation in the Travel industry. The discussion was one in a series designed to provide VoX Account Managers and Travel Advisors an opportunity to engage in discussions. The objective of the discussions was to build a better understanding of what the role of VoX and our destination partners will be in the travel Industry post-COVID-19. It also provided an opportunity to discuss travel intentions, better ways of communications, and other relevant topics.

Participants indicated that their experiences in virtual events had supplied an opportunity to network and keep in contact with destination representatives in the industry. Still, these have not been as engaging as they would hope so. Participants agreed that virtual events have been helpful in offering support, motivation, and comfort during the current situation. Participants thought that destinations boards should be investing in a platform that allows a webcam video format for one on one appointments. Most participants expect webinars to be focused based on destinations and socially distance experiences that are COVID-19 safe. At the moment, agents have time to dedicate themselves to learning more about the destinations.

There were different opinions about whether travel advisors would attend in-person events in the fall. According to the format and the location of the event, most participants feel somewhat comfortable attending. In-office visits and casual dinners will be encouraged, instead of closed venues and crowded spaces, as long as regulations are followed to ensure everyone is safe.

Aloha Canada

HTA has approved the platform and date to run Aloha Canada on December 3rd. HTCAN is finalizing the details with the platform supplier to start working with the partners and Island Chapters to participate in this nationwide event.

HTA Database Platform Change

The HTA database was migrated off the KM platform onto a different platform called Omeda. Hawai'i Tourism Canada will renew the contract with Northstar Travel Group to set up with access, support, and training sessions. The database will allow us to pull frequent reports on the number of Hawaii Destination Specialists. We will be able to set up pre-filters for Canadian travel agents, and any other specified targets.

Public Relations

- Ongoing media outreach to keep Hawaii top of mind when it's time to travel.
- Proactive and reactive pitching with prior approvals from the HTA. Pitching themes include virtual experiences, recipes you can make at home, movies shot in Hawai'i that you can watch at home and Uplifting/positive stories.
- Sent out press release and update on pre – testing program.
- Pitched interview with TravelWeek, worked on questions along with the HTA. Interview featured in September.

Sales Activities

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

Responsible Tourism Update

Hawaiian Culture

HTCAN is including a Hawaiian Culture webinar in the series of 6 that is putting together with Spoiled Agent and the Island Chapters. HTCAN will host a Hawaiian cultural training webinar on September 10th, led by the Native Hawaiian Hospitality Association and featuring lead cultural trainer Hi'ilani Shibata. The webinar will be focused on Hawaiian values that are essential to hosting in Hawai'i and foster a sense of belonging, encouraging personal initiatives, and build a collective knowledge of the history of Hawai'i.

Nature Resources

HTCAN is always trying to minimize its environmental impact with this purpose, just a postcard with informative content is printed for the trade shows. A major effort is constantly made to encourage agents not to use the printed materials, but the digital version of these. Also, HTCAN has made sure that all the branded promotional items are either recyclable, made of recycled materials and/or are biodegradable.

Community

Nothing new to report.

Island Chapters Engagement Update

HTCAN is organizing a series of 6 webinars with Spoiled Agent which will include the following:

- O'ahu
- Kaua'i
- Maui
- Lana'i and Moloka'i
- Hawai'i Island
- Hawaiian Culture

"Coming Attractions" for Leisure Market

What	When	Where
Spoiled Agent Webinar Series	September to December	Canada-wide
Aloha Canada Trade Mission	December 3	Canada-wide

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

Market Intelligence/Market Conditions

Economy

Australia

Melbourne moved to Level 4 restrictions after a state of disaster was announced at the start of August, with case numbers still consistently high and deaths increasing. This move was an effective shutdown for 6 weeks with nightly curfews and people not allowed to travel more than 5kms from their home unless it is for essential purposes. Regional Victoria moved to Level 3 restrictions. By the end of August, the number of new cases per day was under one hundred. There have been small outbreaks in New South Wales, generally under 15 new cases daily, however the state has done well to limit the impact of second wave with effective contact tracing. Queensland has also done extremely well to keep its daily cases close to zero. State border closures remain in place around Australia with varying levels of restrictions. At the end of September, the total number of cases in Australia was 25,563 and 654 deaths.

Business conditions, profitability and expectations on employment have fallen in the first NAB Business Survey to include full stage four lockdowns in Victoria – reversing most of the gains made in July. Most of Melbourne's businesses will not return to normal operations until late October. Australia's 'real' unemployment rate is set to increase as state borders remain closed and Victoria emerges from a second lockdown.

While the official unemployment rate in Australia is 7.4%, this doesn't include the number of Australians stood down during the lockdown and those who have lost hours. Nearly one in ten Australian workers are now unemployed, with the effective unemployment rate down to 9.9% after a peak of 14.9% in April. However, it is set to climb back up to 13%.

Australian consumer confidence rose in August again. The substantial decline in active cases in Melbourne and continued low numbers in Sydney have raised hopes that the pandemic can be contained without a broadening of lockdowns beyond those already in place. The Australian dollar continues to perform strongly, trading between US\$0.71-\$0.73 during August.

New Zealand

New Zealand has experienced a return of Covid in the community which has set back the economic recovery that it had been experiencing. The outbreak in Auckland required the government to bring the city back to a lockdown Level 3 status and the rest of the country at Level 2. Fortunately, this was only required for 2 weeks but the country is now all at Level 2 while the cluster is still present.

The general election was due to take place in September but has been moved to October. The NZ dollar continues to trade strongly – at around US\$0.66.

Outbound Travel Market

Australia

With international borders remaining closed, there is limited outbound tourism to report on. The government announced that international arrivals will be restricted by half to allowing 4000 people a week to come home to Australia. This will allow the focus to remain on tracing and testing existing

community cases. The only international flights operating are for repatriation of Australian citizens, and some essential travel such as military and medical reasons.

New Zealand

There is still discussion taking place around opening travel bubbles, although the return of Covid in the community has stalled progress. There is hope that both the Cook Islands and Australia will open up as travel bubbles before the end of the year.

Consumer Trends

Australia

Consumer sentiment has declined due to Victoria's Level 4 lockdowns in Melbourne and concerns throughout households on Australia's eastern seaboard. The consumer sentiment index is back near the lows recorded in April when Australia was in the early stages of a national lockdown.

Travel Trends

Australia & New Zealand

New research has revealed that travelers who previously booked their trips independently say they are more likely to book via travel agents in the future. According to Sabre's APAC Travel Sentiment Survey, 68% of respondents foresee booking their next holiday through travel agencies to save the hassle of pre-travel research, with the results varied across markets in the Asia Pacific.

Airlift

Australia

Qantas has reported a \$1.96 billion loss, down from last year's \$840 million profit. 4,000 of 6,000 planned redundancies will be completed by the end of September. Qantas expects international flights to be on hold until July 2021, with the possible exception of flights to New Zealand.

The Hawaiian Airlines team in Australia has undergone a restructure with five out of eleven HA team members being made redundant.

New Zealand

Air New Zealand recently announced a large financial loss which wasn't unexpected. The positive side is that the airline is able to draw on a government loan. The domestic business is helping the airline keep viable and they announced that the international focus will be largely Australia and the Pacific in the short to medium term.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

Australia & New Zealand

The focus in both Australia and New Zealand is still around controlling Covid, and this is currently linked to borders being closed. The current restrictions appear to be working and this will positively impact progress around economy and also the beginning of establishing travel bubbles.

The travel industry in both Australia and New Zealand have been under pressure yet are receiving some support from the governments. In Australia this is the Job Keeper program which continues until the end of March 2021. And in New Zealand, the government have announced \$47 Million in support of travel agents which is linked to the role they are playing in obtaining refunds and credits for their clients.

Leisure Activity Update

Travel Trade

- **Linkedin:** HTO is now using it’s dedicated Linkedin page to communicate information to the trade in Hawai’i and Australia on virtual events, COVID-19 updates, partner content and more.
- **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:** 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:** Full page feature monthly, reaching 35,000 industry professionals.
- **Visit USA:** HTO, as a member of the executive of the Visit USA NZ Committee, met with Visit USA committee members to discuss the market and opportunities to begin to start trade promotion in Q4.

Public Relations

As per HTA’s request, HTO has paused consumer public relations activity. This is in line with the current emphasis by local media publications to publish domestic stories about regional NZ and Australia. This is to encourage local tourism to help regional economies and communities. During August, HTO distributed one press release announcing the reappointment of The Walshe Group and met with one journalist from International Traveller Magazine, Carla Grossetti. Additionally, HTO has seen news stories surrounding a “travel bubble” between Australia and Hawai’i.

Sales Activities

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

Meetings include remote and in-person, including Visit USA members as well as Hawaiian Airlines.

Responsible Tourism Update

HTO has communicated HTA’s support of the ‘Āina Aloha Economic Futures across trade publications on Aloha Friday and Linkedin.

Island Chapters Engagement Update

No structured partnerships at present, but HTO will begin engagement when the time is right around our recovery plan and trade webinar education.

“Coming Attractions” for Leisure Market

What	When	Where
Aloha Fridays – Travel Daily and Travel Weekly	On going	Online
Trade webinars MTA	September 15	Online
Trade webinar TravelManagers	September 16	Online
Trade EDM	October	
North Star promotion	October	Online
Hawaii Tradewinds launch	November	Online
Thanksgiving Event	November	Auckland

Hawai'i Tourism China

2020 Monthly Leisure Marketing Report – August

Market Intelligence/Market Conditions

- **Currency:** In August, the Chinese Yuan continues to strengthen against the USD from 6.99 to 6.85.
- **Unemployment rate:** As of July 2020, the unemployment rate in China remains 5.7%, same as June 2020.
- **GDP:** In Q2, China GDP was 103.2%, increase of 11.5% year on year (-9.8% Q1 2020).
- **Consumer Price Index:** In July 2020, the Consumer Price Index was 102.7%, increase of 0.2% year on year (102.5% in June 2020).
- China's economy is on a recovery path, but the continuing pandemic is still likely to result in a loss at one of the country's largest airport operators. Beijing Capital International Airport expects to lose between RMB 740-810 million (USD 106-116 million) in the first six months of 2020, the airport said in a statement.

Outbound Travel Market

- The number of countries worldwide that have allowed Chinese tourists to visit without going into quarantine on arrival is 24 as of August 17. To keep a balance between damage from the virus and damage to the economy, many destinations are slowly opening. China last week decided to let EU citizens back into China if they have a resident or work permit, the EU should according to their own declaration in July open the border for Chinese from September.
- The executive chairman of China's Trip.com Group said he wants to see Japan and China reopen their borders to each other for leisure travel later this year, projecting a strong recovery in tourism demand despite the coronavirus pandemic.
- Chinese travelers are switching to small private tours, which will change tourism market to Hawai'i when reopened. The number of private group tour bookings surged by 385% since cross-provincial tourism resumed about a month ago in China. Those small tours usually consist of no more than four travelers each and are increasingly favored by family and young travelers for privacy, freedom and in-depth experiences.

Competitive Environment

- UK and Italy partnered with Trip.com (Ctrip) to revive the flow of international tourism.
- Thailand announced that they will accept foreign visitors from October 1st.
- Seycelle announced to open borders to accept international visitors (including Chinese) from certain countries from August 1st and launched their October and Chinese New Year promotion.

- Mauritius announced that they will open border from October to some visitors.

Consumer Trends

- E-commerce giant JD released a Female Consumer Trend Report in August. According to the report, the shopping trends lean toward cosmetics product and food from traditional electronic appliances. For food, they prefer fresh and healthy ingredients. They also pay more attention on education and training to make mind and body are healthy, especially post- pandemic.

Travel Trends

- ITB China Travel Report: Travel products to focus on safety, health, nature and customization. Health and safety are key concerns, impacting the travel intentions of Chinese tourists in the “new normal” as recent findings of the ITB China Travel Trends Report revealed. According to the market survey based on 200 China outbound travel agencies and travel companies, the prevention and control of the epidemic at the destination are considered most important to Chinese travellers. Sanitary measures in force will also become key concerns, as will stable flights schedules. Self-driving tours, Free Independent Travel (FIT) and customized tours are being driven by the new situation to avoid places with crowds and large travel groups. "After the outbreak, travelers may prefer outbound products focusing on safety, health and wellbeing, while the demand for natural landscape and customized travel will also increase. Island, outdoor, natural landscape, family and medical tours are expected to be the most popular themes in the coming year.

Media Trends

- Dragon Trail launched a new trend of social media marketing. The report says emoji-themed post is the new social media marketing trend by international tourism brands in China, and they attract high engagement on Wechat and Weibo, and emojis have been used successfully by destination, airlines and cruise lines.

Airlift

- The United States and China have agreed to double the number of airline flights that each other's airlines can operate between the countries, from four to eight per week. Chinese airlines that already fly to the United States — Air China, China Eastern Airlines, China Southern Airlines and Xiamen Airlines — will be allowed to make eight weekly round-trips instead of four. In early January, there were more than 300 flights per week between the two countries, but that number nosedived after the pandemic undercut demand for international air travel.
- China Southern, Xiamen Airlines, and China Eastern have all outlined plans to increase services between the United States and China. This comes shortly after both countries agreed to allow more weekly flights between them. Now, where there was a total of eight weekly operations on US and Chinese airlines between the two nations, there will soon be a total of 16 weekly flights.
- Travel analytics company ForwardKeys predicted that domestic air travel in China will reach a full recovery by the start of September. In the second week of August, domestic arrivals at Chinese airports reached 86% of 2019 levels and bookings (issued air tickets) hit 98%, with most being for travel in mid to late August.

Leisure Activity Update

Consumer

- Continue to translate special alerts and notices of Hawaii COVID-19 and industry situations for the gohawaii.com website on a daily basis.

Travel Trade

- Received invitation from ITB China to participate in ITB Beijing Networking Event on September 10, 2020 to discuss and share Hawai'i destination information.
- Prepare for the 2020 PATA PTM virtual trade show.
- Discussed with Beijing China Embassy to find out more information on when VISA service will be open. There will be a travel trade meeting mid-October and VISA service may resume in October.
- Discussion with Meituan Dianping for set up of branding of Hawai'i on their super APP for destination awareness and marketing. Current project only involves basic content posting, no paid content.
- Discussion phone calls with China Eastern, Mafengwo, ITB, Ctrip.com to discuss Hawai'i as a destination and learned that there is strong demand for international overseas travel but there is still concern on handling of COVID-19 cases overseas.

Public Relations / Media Activities

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

Sales Activities

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

Responsible Tourism Update

- Starting in September, under HTA's direction, HTC will begin to resume some basic social posts on Hawaiian Culture and Natural Resources for education and inspiration.

"Coming Attractions" for Leisure Market

- All consumer activities were suspended due to 2019 COVID from February 2020 to August 2020. HTC is focused on communication, education and support with news related to COVID-19 to the Chinese.

Hawai'i Tourism Korea

2020 Monthly Leisure Marketing Report – August

Market Intelligence/Market Conditions

Economy

- South Korea began stronger and tailored social distancing measure of level 2.5 from August 30 to September 13, with additional advisories recommending that Seoul residents stay home and restricting restaurants and bakeries providing indoor services after 9pm.
- South Korea proposed a record 555.8 trillion-won (equivalent to US\$469.8 billion) budget for 2021 to kick-start a post-pandemic economic recovery, create more jobs, and expand social infrastructure and welfare schemes. The budget calls for boosting spending on job creation and social welfare by 20% and 10.7%, respectively. The government will boost the momentum of the economic recovery next year through an expansionary fiscal policy.
- Exports fell for the sixth consecutive month as the global pandemic continued to weigh on demand, though August was the second month in a row in which the drop was in single-digit percentages. According to the Ministry of Trade, Industry and Energy on Tuesday, exports in August fell 9.9 percent compared to the same month last year to \$39.7 billion. In July, exports fell 7.1 percent year-on-year.
- The Bank of Korea significantly lowered its 2020 GDP growth forecast from negative 0.2 percent to negative 1.3 percent, factoring in the latest wave of Covid-19 infections.
- South Korea lost 274,000 jobs in August, continuing the downward trend for a sixth consecutive month -- the longest period since the aftermath of the 2008. global financial crisis Hit by coronavirus woes, Asia's fourth-largest economy's jobless rate inched up 0.1 percentage point on-year to 3.1 percent in August and the number of unemployed surged to 27.08 million, data compiled by Statistics Korea showed.
- The average USD/WON exchange rate in August was KRW 1186.26 won, a slight decrease from the previous rate of 1119.29won in May. South Korean airlines will not apply fuel surcharges on international routes in August to reflect falling oil prices.

Outbound Travel Market

- Data for the number of outbound travelers in July is yet to be published by Korea Tourism Organization. HTK will report the status as soon as data is made available.

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	37,801	-98.2%

June	48,338	-98.1
July	To be updated	To be updated
Total	3,820,739	

Competitive Environment

- South Korea and Singapore agreed to introduce a "fast-track" entry program for essential trips by businesspeople and others in exception to coronavirus entry restrictions, the foreign ministry said. Under the entry program, a South Korean businessperson with a negative coronavirus test and a travel pass from the Singaporean government can fly to Singapore. Upon arrival, he or she must undergo another test, and negative results will exempt him or her from quarantine.
- Indonesia has agreed to create a special entry system for South Korean business travelers in exception to its entry restrictions imposed over coronavirus concerns. The measure, to take effect Aug. 17, exempts South Korean businesspeople from the mandatory two-week isolation when they enter the Southeast Asian country, on condition that they submit negative virus test results, the ministry said in a release.

Consumer Trends

- According to an analysis of Koreans' consumption during the first half of this year based on the credit card usage, food delivery consumption increased the most while and theater and duty-free shops decreased the most. In the first half of this year, the amount paid for food delivery services increased 74% from the first half of last year, and online services such as Google or Netflix increased 30%. However, duty-free shops saw the sharp drop in payment, decreased by 74%, and followed by theaters by 73% and airlines by 68%. (source: WiseApp & Wise Retail)
- South Koreans' overseas card spending dropped by the most in more than two decades in the second quarter on a sharp decline in the number of outbound travelers amid the COVID-19 pandemic, central bank data showed. The amount of money spent overseas by Koreans with cards, including credit and debit cards, totaled US\$1.87 billion in the April-June period, down 60.3 percent from the previous year, according to the data by the Bank of Korea (BOK).
- Overall sales of three major department stores fell 2.1% in July from the same month a year earlier, but sales of luxury goods jumped 32.5%, which is the biggest increase in the past year. While sales of offline retailers have been sluggish due to COVID-19, only foreign luxury goods are on the rise alone. It can be analyzed that the funds to be used for overseas travel expenses have led to the consumption of luxury goods.

Travel Trends

- As travel demands in local destination soars, the total number of visitors to Busan, 2nd largest city of Korea and also popular travel destination, averaged 87 million, up 0.3% from 86.8 million a year earlier during the peak season this summer. While the city had more visitors, the places where people visited were changed from the downtown city areas to outdoor places such as temples, mountain, beaches where they can avoid unnecessary contacts.

Media Trends

- South Korea's social media penetration rate in Q1 2020 was 80% higher than the global average of 49%, and it recently reached to 87%, the 3rd highest in the world. The number of social media users in Korea reached to 35.5 million as of March 2020, up by 15.2% on-year.
- Social media influencers will be banned from promoting a new product or service on their online platforms without disclosing their business ties with corporate sponsors from September 1. The Fair Trade Commission posted its revised advertising guidelines which require influencers on social media platforms, such as YouTube or Instagram, to disclose clearly whether their product endorsements are "financially rewarded or intended for promotion."

Airlift

- Korean Air extended its suspension of flight KE053 & KE001 from ICN to HNL until October 24.
- Asiana Airlines halted flight services on the ICN-HNL route (OZ232) until October 24.
 - HDC (Hyundai Development Company)'s planned takeover of Asiana Airlines Inc. appears likely to collapse. Kumho Industrial Co, owner of Asiana Airlines is expected to notify HDC of the termination of the deal by September 11. In December 2019, the HDC-led consortium signed the deal to acquire a 30.77% stake in Asiana from Kumho, but the pandemic has emerged as a major stumbling block to the deal.
- Hawaiian Airlines extended the suspension on ICN-HNL routes until October 1.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

- Travel trades are transforming to mobile-friendly companies now although major travel trades had operated their offline sales office in the past. South Korea's largest travel agency, Hana Tour, decided to dissolve most of its local operations including liquidating 29 overseas offices and affiliates to facilitate its transition to an app-based travel platform which does not require physical offices. Travel trades are exploring their sales channels to achieve the cost-efficiency. Recently, e-commerce companies started to sell hotel and resorts products from live commerce with travel agencies, and it is expected for travel agencies to participate in live commerce more actively in the future as it does not cost much.
- According to the Financial Supervisory Service, most travel agencies suffered a 95% to 99% drop in sales as listed travel agencies were hit directly by COVID-19 in the second quarter. The listed travel agency posted \$68.4 million in operating losses and \$83 million in net losses in the second quarter. Korean Air and Asiana Airlines achieved operating profit and net profit due to increased air cargo despite a sharp drop in passenger traffic, while LCCs showed a nearly 90% decline although they tried to reduce the deficit from domestic route operations.

Activity Update

Consumer

- **Consumer messages via social media:** HTK updated the extension of 14-day self-quarantine measures on the islands until September 30 via its official Instagram account.

- **Go Hawai'i KR Website travel alert updates:** HTK delivered up-to-date travel alerts to consumers and industry partners in local language, emphasizing state government policies on extended 14-day self-quarantine measures for all arrivals.

Travel Trade

- **Online Training:** As a part of revised 2020 BMP, Aloha University was planned to foster key travel agencies to implement authentic destination knowledge. But as the majority of travel companies are enforcing unpaid leave until the November due to pandemic, HTK will observe the appropriate time to rearrange the training in Q4. HTK to closely monitor the state of travel agencies to decide the appropriate timing for the Aloha University online training in Q4

Public Relations

- **Press Release Development & Distribution:** HTK distributed one press release in August to inform another delayed start of the pre-travel COVID-19 testing program while handling media inquiries regarding the press release.
- **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.
- **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 plan to launch a COVID-19 pre-travel testing program, #Museumfromhome promotion of Honolulu Museum of Art and introduced official Youtube channel of Mauna Kea Observatory.

Sales Activities

Sales Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
3	7	3	13

- **Airlines:** HTK held virtual calls with key airline partners to share the most up-to-date destination news and also the additional extension of halted flights according to the delayed of pre-testing program launching.
- **Travel Agencies:** HTK held regular non-direct meetings with leading South Korean wholesalers, retailers, OTAs and receptive operators to share current market status and to share the travel agencies action on current market trend.
- **Others:** HTK actively communicated with industry partners in Hawai'i or local hotels, transport operators, attractions, and communities to carefully monitor the market condition

Responsible Tourism Update

Hawaiian Culture

- HTK has introduced a new Hawaiian term via the monthly Aloha E-Newsletter. In the August issue, HTK featured the expression *Hoe Moku* (Island) to help Korean audiences get more familiar with Hawaiian culture.

Hawai'i Tourism Taiwan

2020 Monthly Leisure Marketing Report – August

Market Intelligence/Market Conditions

Economy

- Acting as a bridge between government officials as well as business, agriculture and travel sectors, American Institute in Taiwan (AIT) continues working closely with Taiwanese government to strengthen the partnership of two countries.

Outbound Travel Market

- Considering on-going COVID-19 pandemic worldwide, The Ministry of Transportation of Taiwan announced to extend travel restrictions imposed on inbound group and outbound group tours until further notice.

Competitive Environment

- Taiwanese people are eligible to travel to Japan for business with valid documentation such as a company invitation or job offer letter. The travelers must test negative for COVID-19 using a PCR test within 72 hours before departure.

Consumer Trends

- Food delivery services continue to be popular in Taiwan, especially Uber Eats and Food Panda. Exposures of broadcast TV commercials are extremely popular. Both brands invite top tiered celebrities to be featured in the commercial.
- For consumers who prefer to avoid the crowd by taking public transportations, shared vehicles including rental cars and electronic scooters are trendy in Taipei because most people in the capital city don't possess their own cars.

Travel Trends

- During the summer vacation, Taiwanese people tapped on the travel subsidy to visit the east coast and neighbor islands. The countryside being away from the city and crowd made it the most popular destination for families. Taiwanese travelers are anticipating for border restrictions to be lifted and many are likely to plan for outbound vacations as soon as they can.

Media Trends

- Some lifestyle and travel media started to feature outbound travel information on its channels, mostly iconic, unique, eye-catching attractions and experiences. The story angle remains to be “Virtual Travel” and post COVID-19 travel.

Airlift

- Following the success of the Taiwan round trip flight on Father's Day, EVA Air will launch 4 more flights on October 1 - 4 aiming at celebration of the Mid-Autumn Festival.
- China Airlines announced to commence 3 Japan flights with 2 weekly services from September 3. The airline also announced to increase frequency of its short haul services from Taiwan to the North and Southeast Asia destinations in October.
- China Airlines has decided to further suspend the services from Taiwan to Hawai'i until December 31. The airline is evaluating the timing to resume the route.
- Scoot announced to resume flights between Taiwan Taoyuan Airport and Tokyo Narita Airport as it gradually resumes services after disruptions caused by COVID-19.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

- Given the still severe international COVID-19 situation, restrictions for outbound tourism is no time to be released by the government. Some numbers of travel agencies turned to focus on developing domestic travel itineraries to get through this challenging period for the outbound travel market.
- Unlike many other destinations, Hawai'i is attractive to Taiwanese travelers with the COVID-19 Pre-testing Program. However, Taiwanese people will be reluctant to travel abroad with the current quarantine requirement when returning to Taiwan.

Leisure Activity Update

Consumer

- HTT's initiatives for Q1, Q2 & Q3 were suspended as per HTA's advice due to the evolving COVID-19 situation. However, HTT has been working on the proposal for Aloha Taiwan! Semi-Virtual Mission and utilization of the complimentary exhibition space at Taipei ITF – International Travel Fair slated for Q4 2020.
- ITF is the biggest annual travel fair in Taiwan, attracting exhibitors from around the world. In 2019, ITF was exhibited by 60 countries and regions and has attracted over 380,000 visitations from travel trade and consumers. ITF organizer extends complimentary exhibition space to HTT for its continuous exhibiting in the past years.

Travel Trade

- As part of the USA National Park Day, HTT participated in National Parks Delight Virtual Travel Trade Gathering held by Brand USA on August 26. We continued our outreach to Taiwan travel trade partners and secured an inhouse training with Phoenix Tours. Our objective is to encourage sign-ups by travel agents for Hawai'i Expert Training Programs.
- HTT paid courtesy visits to China Airlines and EVA Air to understand the corporate plans in the light of COVID-19.
- HTT has been working closely with AIT – American Institute in Taiwan. HTT is closely monitoring the international COVID-19 development and awaiting for Taiwan CDC to lift boarder restrictions.

Public Relations

- HTT reached out to top tiered lifestyle and travel media including Vogue, Cosmopolitan, Tatler, Traveler Luxe & Travelcom to understand the topic in trend and the potential story angles to be featured in the following months.

Sales Activities

Sales Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
2	3	7 Media	12

- Due to drop of travel demand, China Airlines only maintains 1-2 flights a week to each outbound destination. The purpose of maintaining those destinations are for business travel. China Airlines will increase frequency of short haul flights to North Asia and Southeast Asia in October.
- EVA Air is aggressively seizing new business opportunities although the international market is still on its way to recovery. It is hosting a half marathon for the 3rd year in October. DMOs are invited to join as a sponsor and enjoy a dedicated booth at the finish line. According to EVA Air, the fleets are ready and can resume services anytime when the market is ready. Moreover, EVA Air expressed their interest in relaunch the services to Hawai'i since the route was suspended years ago and is opened to work with HTT to work on campaigns for destination Hawai'i.
- According to lifestyle and travel editors, the main topic to feature remains to be domestic travel and lifestyle trends. However, they are aiming for Q4 2020 to feature outbound travel stories for post COVID-19 travel planning.

Responsible Tourism Update

- HTT shared the Hawaiian Culture, natural resources, community, and responsible travel during trade and media calls.

Island Chapters Engagement Update

- Due to the COVID-19 pandemic, HTT’s quarterly meetings with Island Chapters are temporarily suspended. HTT is preparing for the proposal of Aloha Taiwan! Semi-Virtual Mission and Taipei International Travel Fair. Island Chapters will be invited to join the campaigns with no cost and without traveling to Taiwan. More details will be shared when its ready.

“Coming Attractions” for Leisure Market

What	When	Where
Cuisine of Aloha Initiative	Q4 (TBD)	Taipei, Taiwan
Aloha Taiwan! Semi-Virtual Mission	Oct 22 (TBD)	Taipei, Taiwan
Taipei International Travel Fair	Oct 30 – Nov 2	Taipei, Taiwan



Group Sales Status Report – August 2020

OVERVIEW

Travelers assessing whether they will attend a meeting or event continue to look for government guidance and infection rates the most, according to a Phocuswright study on the state of meetings and events travel. More than four in 10 travelers (43%) will consider whether government restrictions have been lifted, and nearly the same share (42%) will examine if infection rates have dropped. These two indicators will be more widely considered than preparation or precautions at the destination, conference center, or hotel level in response to COVID19.

Many in the meetings and event industry are calling for clear guidelines or certified protocols to ensure safe return to business with practices that protect employees and attendees. But it remains unclear which organization is best suited to lead a unified effort and enforce policies. While hotel chains and industry organizations are setting in-house protocols or developing internal guidelines, a consolidated approach remains elusive. This is largely due to the very nature of meetings and events travel, which involves many different stakeholders and touchpoints, further increasing the complexity of centralizing the enforcement of industrywide standards. As one destination marketing organization (DMO) asserted, certification and guidelines must start with disembarking from the plane and extend to taxis, Uber drivers, shuttles, public transportation as well as restaurants, individual properties, and meeting venues.

In terms of the current, albeit constantly shifting outlook for meetings, the COVID-19 pandemic has led to a severe loss of group business for the hotel industry, and the impact of that loss differs depending on hotel companies' mix of guest demand. The core of traditional group business is expected to kick forward to Q2 through Q4 next year, according to Chris Nassetta, president and CEO of Hilton, in an interview with Hotel News Now. This outlook is echoed by the most recent Northstar Meetings Group Pulse Survey results published on August 26th, in which 55 percent of planners reported they are still rebooking, with the bulk of the earliest rebookings slated for 2021 Q1 (23.3%) and Q2 (31.4%). Local and regional events are expected to see an uptick: over the next 12-18 months, one-third (31.2%) said they will plan more local events and one-fourth (28.2%) expect to plan more regional events. More than twice as many (29%) of planners are comfortable with attending large outdoor events versus large indoor events (12%), according to the latest *Meetings Outlook* from Meeting Professionals International (MPI). This may be a positive draw for planners to Hawai'i, given the state's year-round seasonable weather and numerous outdoor venue options, provided more planners begin to feel more comfortable traveling by air.

SALES PRODUCTION (in the month for any year)

Table 1: Total HVCB Sales Production – August 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	1,105	9,403	-88%	37,938	172,364	-78%
Tentative & Assist-Tentative	7,822	127,049	-94%	337,243	777,494	-57%

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
August 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	22,670	-100%	TBD	TBD
New to Hawai'i	0	0	N/A	0	11,805	-100%	TBD	TBD
Tentative	0	71,420	-100%	77,908	251,998	-69%	TBD	TBD
MCI								
Definite	0	0	N/A	0	21,810	-100%		
New to Hawai'i	0	0	N/A	0	11,805	-100%		
Tentative	0	68,120	-100%	65,668	232,303	-72%		
Non-MCI								
Definite	0	0	N/A	0	860	-100%		
New to Hawai'i	0	0	N/A	0	0	N/A		
Tentative	0	3,300	-100%	12,240	19,695	-38%		

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

Major citywide destinations continue to see the trend of rebooking Q1 and Q2 2021 citywide conventions to future years. Current government restrictions on large group gatherings continue to impact the ability to book MCI groups for the destination.

Sales Production Analysis

COVID-19 continues to place a hold on planning future citywide events with customers focused on the rebooking current 2020 and Q1 and Q2 2021 conventions to future years. Additionally, international travel restrictions have impacted convention registration, prompting meeting planners and organizers to modify citywide conventions and consider a hybrid of in-person and virtual attendees. Meet Hawai'i's current sales focus continues to be on the rebooking of 2020 citywide groups to future years.

Highlights of Any Key Definites

None to report for August.

Highlights of Any Key Tentatives

None to report for August.

Highlights of Any Key Cancellations

- Convention – trade association, November 2020 (40,400 room nights)

**Table 2b: HVCB Single Property Sales Production
August 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	1,105	5,624	-80%	29,449	99,118	-70%	TBD	TBD
New to Hawai'i	1,105	3,443	-68%	26,281	42,944	-39%	TBD	TBD
Tentative	7,822	46,117	-83%	233,745	451,794	-48%	TBD	TBD
MCI								
Definite	1,105	5,116	-78%	28,749	98,510	-71%		
New to Hawai'i	1,105	2,935	-62%	25,581	42,336	-40%		
Tentative	7,822	43,176	-82%	220,790	441,341	-50%		
Non-MCI								
Definite	0	508	-100%	700	608	15%		
New to Hawai'i	0	508	-100%	700	608	15%		
Tentative	0	2,941	-100%	12,955	10,453	24%		

COMMENTS

Market Conditions

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 and maintaining communication of Hawai'i's pandemic response.

The team has seen an uptick in corporate and incentive leads for short-term business for late 2021 and 2022. The same cannot be stated for associations, specifically in the medical market segment, that prefer to meet locally in the mainland in 2021 and possibly through 2022.

Sales Production Analysis

Year-to-date (YTD) production reflects 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 -48 percent.

Highlights of Any Key Definites

- Incentive – finance, banking corporation, February 2021 (539 room nights)

Highlights of Any Key Tentatives

- Incentive – insurance corporation, April 2024 (3,044 room nights)
- Incentive – finance, banking corporation, May 2021 (1,539 room nights)
- Meeting – medical, pharm corporation, January 2024 (795 room nights)
- Incentive – manufacturing, distrib. corporation, January 2022 (600 room nights)

Highlights of Any Key Cancellations

- Convention – medical, healthcare association, August 2020 (811 room nights)
- Convention – food, restaurants corporation, August 2020 (1,615 room nights)

- Special Event – sports group, August 2020 (1,310 room nights)

Advertising Efforts

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

Public Relations Efforts

- Activity highlights include:
 - Emily Carrus, Successful Meetings – Coordinated with the Island Chapters, HCC, and Meet Hawai'i team to provide Emily with industry updates and interview responses for a Hawai'i feature in the Sept/Oct issue; this article was previously scheduled for the spring issue, however, was postponed due to COVID-19.
 - 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 opportunities are being evaluated on a case-by-case basis, in congruence with the overall MCI recovery strategy.

- Media Coverage Highlights:
 - None to report for the month.

- April Impressions and Publicity Values for Articles that included Hawai'i:

July <u>Impressions</u>	July <u>Publicity Values</u>
Print: 1,443,879	Print: \$ 130,814.86
Online: 1,759,955,109	Online: \$ 884,167.13
Broadcast: 1,203,340	Broadcast: \$ 62,722.36
Total: 1,762,602,328	Total: \$ 1,077,704.35

**Table 2c: Hawai'i Tourism Canada Single Property Sales Production
August 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	1,305	-100%	TBD	TBD
New to Hawai'i	0	0	N/A	0	1,305	-100%	TBD	TBD
Tentative & Assist-Tentative	0	2,828	-100%	5,058	6,262	-19%	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	0	2,828	-100%	2,808	6,037	-53%	TBD	TBD
Non-MCI								
Definite & Assist-Definite	0	0	N/A	0	225	-100%	TBD	TBD
New to Hawai'i	0	0	N/A	0	225	-100%	TBD	TBD
Tentative & Assist-Tentative	0	0	N/A	2,250	225	900%	TBD	TBD

COMMENTS

Market Conditions

- The closure of the Canada-U.S. border has been extended through September 21.
- Compared to 2019, direct capacity fell 44 percent throughout the first seven months of the year. Air Canada reduced service by 63,000 seats (-49%). At the same time, WestJet reduced service by 78,000 seats (-40%).

Sales Production Analysis

Hawai'i Tourism Canada (HTCanada) has no definite production to report for the month of August amid the COVID-19 pandemic. Some positive news is that active tentative leads have not cancelled but are most likely on hold or postponed for now. Many planners and clients are planning to “wait and see” how the COVID-19 pandemic unfolds down the line.

Advertising and PR Activity

- None to report for August.

**Table 2d: Hawai'i Tourism China Single Property Sales Production
August 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	600	6,681	-91%	TBD	TBD
New to Hawai'i	0	0	N/A	600	5,046	-88%	TBD	TBD
Tentative & Assist-Tentative	0	2,749	-100%	2,840	17,585	-84%	TBD	TBD
MCI								
Definite & Assist-Definite	0	0	N/A	0	2,954	-100%	TBD	TBD
New to Hawai'i	0	0	N/A	0	1,319	-100%	TBD	TBD
Tentative & Assist-Tentative	0	2,749	-100%	2,240	15,580	-86%	TBD	TBD
Non-MCI								
Definite & Assist-Definite	0	0	N/A	600	3,727	-84%	TBD	TBD
New to Hawai'i	0	0	N/A	600	3,727	-84%	TBD	TBD
Tentative & Assist-Tentative	0	0	N/A	600	2,005	-70%	TBD	TBD

COMMENTS

Market Conditions

China Outbound Travel Market

- China Southern, Xiamen Airlines, and China Eastern have all outlined plans to increase services between the United States and China. Now, where there was a total of eight weekly operations between the two nations, there will soon be a total of 16 weekly flights.
- Twenty-four countries worldwide that have allowed Chinese tourists to visit without going into quarantine upon arrival as of August 17.
- Chinese travelers switch to small private tours will change the tourism market for Hawai'i when it reopens. The number of private group tour bookings surged by 385 percent since cross-provincial tourism resumed about a month ago. Those small tours usually consist of no more than four travelers each and are increasingly favored by family and young travelers for privacy, freedom and in-depth experiences.
- The pandemic has enhanced safety awareness and private tours can better satisfy the need for minimal contact and better hygiene standards. Flexible arrangements and better on-tour service are also behind the popularity of small private tours. Beijing, Shanghai and Guangdong province are the biggest source of small tour travelers.

Sales Production Analysis

Hawai'i Tourism China (HTC) has no production to report for the month of August 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 August.

**Table 2e: Hawai'i Tourism Japan Single Property Sales Production
August 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	3,132	-100%	7,204	29,891	-76%	TBD	TBD
New to Hawai'i	0	1,136	-100%	4,384	18,216	-76%	TBD	TBD
Tentative & Assist-Tentative	0	3,132	-100%	7,204	28,970	-75%	TBD	TBD
MCI								
Definite & Assist-Definite	0	3,132	-100%	7,204	29,219	-75%	TBD	TBD
New to Hawai'i	0	1,136	-100%	4,384	17,544	-75%	TBD	TBD
Tentative & Assist-Tentative	0	3,132	-100%	7,204	28,298	-75%	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

COVID-19 Outbreak

- As new cases gradually begin to settle down in various nations, the Japanese government has begun consideration for the reopening of borders to international business travel. The government has made agreements with Taiwan, Malaysia, Cambodia, Laos and Myanmar to resume travel, starting with business related travelers, under the condition that all safety protocols, such as a 14-day quarantine, are maintained. The government is continuing discussions with other nations, such as Korea and China, to be included in the next wave of countries for resumption of travel.
- The government currently continues to deny entry from 146 countries and territories. This restriction is effective for travelers, including permanent residents and students. Some exceptions can be made for events, such as childbirth and relatives' funerals. Plans are being made to allow for all residential status holders to return on the condition that they take PCR tests and quarantine at designated hotels.

Travel Industry

- With the suspension of direct flight services extended through September 30, cancellation of travel agencies' tour products has also been extended through September 30. Cancellation and postponement for group business leads have also continued to rise for leads planned up to November, bringing total cancellations to roughly 84,016 attendees. Some wholesalers, including JTB and Kintetsu, have already announced the cancellation of international tours, including group business through to October 31; HIS has announced cancellation through October 15, restricting recovery of the group travel sector.

- Uncertainty around the resumption of travel being admitted by the government, combined with the mandatory 14-day quarantine continues to be a major hurdle for the industry. However, inquiries from potential incentive and edu-tourism leads for 2021 have been rising, prompting continued need for sales activities with travel agents via online mediums. Conversely, the Go To Travel campaign of the government promoting domestic travels has shown some signs for shift towards domestic destinations.
- The extension of payment protection through December 2020 by the government continues to create a condition whereby roughly half of travel agencies' staff remain on furlough. Despite such conditions, requests for online seminars to Hawai'i Tourism Japan (HTJ) have increased, whereby information such as those on partners' safety protocols and conditions with COVID-19 are provided to improve travel agents' knowledge.
- HTJ arranged travel industry webinars with three hotels and one activity company in August for a total of 234 MICE and group travel oriented agents. MICE agents showed interest in topics pertaining to the use of breakfast halls and group related facilities under the COVID-19 pandemic. A recording of the webinar will be uploaded to the travel industry website for agents to view.
- At the Japan Hawai'i Travel Association (JHTA) meeting in August, the various travel agency representatives in attendance provided updates on the situation at their companies. Attendees stated that Q4 performance for group business has plummeted to near zero levels and predict lackluster recovery in Q1 of 2021 as well. Some agencies have begun completely shifting gears into focusing on attracting group businesses from Q2 2021 onwards.

Airlift:

- Delta Air Lines announced its winter and summer 2021 timetables, which indicated that the Haneda to Honolulu route is planned for resumption in December. Services from Kansai and Nagoya to Honolulu is also targeted for resumption sometime within the winter timetable.

5 Target Pillar Condition/Support

Incentive/Anniversary:

- Inquiries for 2021 onwards, including those for the neighbor islands such as Maui, continue to be received. Inquiries were centered around the construction, IT and medical industries, as these markets saw relatively less difficulties in operations. One inquiry for use of the Convention Center was also received from a company in the medical field.
- As confirmed cases of COVID-19 continue to show little signs of decline, many activities and ceremonies planned in Hawai'i were shifted to domestic locations, but many have eventually resorted to hosting them remotely.

Edu-tourism:

- Planning for a collaborative music event with the Hawai'i Youth Symphony and youth orchestras in Hokkaido, Hiroshima, Ehime, Fukuoka and Okinawa where sister city relations have been established are underway. Collaborative promotions will be engaged to express desire for a speedy recovery from the COVID-19 pandemic.
- HTJ arranged an online event with the Blue Planet Foundation with the theme of sustainable tourism. Tie-up initiatives were engaged with the Okayama Prefectural DoE, Setonai TV Station,

JTB Okayama and Hawaiian Airlines. The event served an ideal role in promoting the targets and goals established by the State of Hawai'i.

- Exchange between schools with sister-school relations via online platforms such as Zoom have become prevalent under the new-norms presented by the pandemic.
- The school trip lead with Taisei Girls High School has been secured for October 2021. Similar moves whereby decisions are made based on the assumption that safety protocols will be effectively established along with vaccines have become prominent.

Sports/Entertainment:

- A portion of official sports leagues in Japan have been cancelled again due to the rise in cases whereby players and associated staff were linked. Because movement in large groups cannot be avoided for sports events, effective measures to prevent clustering of cases will become essential. Although the realization of exchange matches in Hawai'i will remain as a major difficulty, information on the safety protocols engaged by various venues have been listed on HTJ's travel trade website in anticipation of its eventual resumption.

Sales Production Analysis

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

Advertising and PR Activity

- None to report for August.

**Table 2f: Hawai'i Tourism Korea Single Property Sales Production
August 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	230	-100%	247	8,522	-97%	TBD	TBD
New to Hawai'i	0	80	-100%	130	4,799	-97%	TBD	TBD
Tentative & Assist-Tentative	0	550	-100%	1,372	8,452	-84%	TBD	TBD
MCI								
Definite & Assist-Definite	0	230	-100%	247	8,447	-97%	TBD	TBD
New to Hawai'i	0	80	-100%	130	4,724	-97%	TBD	TBD
Tentative & Assist-Tentative	0	550	-100%	1,372	8,377	-84%	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:** South Korea has been struggling to contain a flare-up in virus cases as daily infections have been in the triple digits since August 14 due to cluster infections tied to churches and a large-scale rally in central Seoul in mid-August. New infections shot up to a five-month high of 441 on August 27, but have slowed on the stricter social distancing measures, which health authorities called a “positive” sign in the virus fight.
- Outbound Travel Updates:** The number of outbound travelers plunged by a whopping 98.1 percent to 48,338 travelers in June, compared to 2,495,798 travelers in the same period last year.
- Airlift Updates:** Korean Air extended its suspension of flight services on ICN-HNL route (KE053) and ICN-NRT-HNL route (KE001) through October 24. Asiana Airlines halted flights service of ICN-HNL route (OZ232) through September 2020. Hawaiian Airlines has suspended its flight service of ICN-HNL routes through October 1.
- Exchange Rate/Fuel Surcharges:** The average USD/WON exchange rate in August was KRW 1,186.26 won, a slight decrease from the previous rate of 1,190.56 won in July. South Korean airlines will not apply fuel surcharges on international routes in August to reflect falling oil prices.

Sales Production Analysis

Hawai'i Tourism Korea (HTK) was unable to fulfill its KPI targets for August 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 August.

**Table 2g: Hawai'i Tourism Oceania Single Property Sales Production
August 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	417	-100%	438	4,177	-90%	TBD	TBD
New to Hawai'i	0	417	-100%	438	3,553	-88%	TBD	TBD
Tentative & Assist-Tentative	0	253	-100%	9,116	12,433	-27%	TBD	TBD
MCI								
Definite & Assist-Definite	0	417	-100%	358	2,571	-86%	TBD	TBD
New to Hawai'i	0	417	-100%	358	2,408	-85%	TBD	TBD
Tentative & Assist-Tentative	0	176	-100%	7,512	10,916	-31%	TBD	TBD
Non-MCI								
Definite & Assist-Definite	0	0	N/A	80	1,606	-95%	TBD	TBD
New to Hawai'i	0	0	N/A	80	1,145	-93%	TBD	TBD
Tentative & Assist-Tentative	0	77	-100%	1,604	1,517	6%	TBD	TBD

COMMENTS

Market Conditions

The Impacts of COVID-19

Australia

- Australia continues to focus on the battle against COVID-19 especially in Victoria and New South Wales. Due to strict restrictions imposed in these areas, MCI clients are not able to make any commitments and many MCI clients are considering conducting their programs virtually instead of face-to-face until the situation improve.
- There was positive news in August as Australia has secured access to make a potential COVID-19 vaccine. On August 19, Prime Minister Scott Morrison has declared “a day of hope” after he announced an agreement that will allow every Australian to get a free dose of a potential COVID-19 vaccine. The Prime Minister confirmed an agreement was reached with British pharmaceuticals giant AstraZeneca to secure 25 million doses of the vaccine being developed by Oxford University if it proves successful in human trials. If successful, Australia would manufacture and supply vaccines on home soil in early 2021.

New Zealand

- After 102 days of New Zealand being COVID free, a virus outbreak was reported in Auckland on August 11. Auckland was swiftly put into a Level 3 lockdown, with people back to working from home and children doing home schooling and is expected to remain at Level 3 lockdown until August 31. The rest of the country is on a Level 2 lockdown, restricting large gatherings.
- With the new outbreak, New Zealand Prime Minister announced that the general election, which was scheduled to be held on September 19, would be delayed until October 17.
- A Trans-Tasman bubble allowing travel between Australia and New Zealand is “on pause” after new COVID-19 outbreaks and may be delayed until after New Zealand’s general election.

Aviation Updates

- There continues to be no airlift from the Oceania region to Hawai'i during August. Hawaiian Airlines extended service suspension between Honolulu and Sydney, Brisbane and Auckland through December 2020.

Impacts to the Economy & Industry

- The Australian dollar is holding around a two-year high against the U.S. dollar and was sitting at USD 0.73 and the New Zealand dollar was sitting at USD 0.67 at the end of August.
- On August 5, Virgin Australia announced the airline will eliminate about 3,000 jobs and discontinue the low-cost Tigerair Australia brand, as new owners, Bain Capital, look to revive the embattled airline. Meanwhile, Qantas Group reported a \$2.7 billion loss, due to the worst trading conditions in 100-year history of the Australia's national carrier. As part of the airline's three-year COVID-19 recovery plan, around 4,000 of at least 6,000 redundancies are expected to be finalized by the end of September and around 20,000 will continue to be stood down.

Sales Production Analysis

Hawai'i Tourism Oceania (HTO) was unable to fulfill its KPI targets for August 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.

Highlights of Any Key Prospects

- Health/wellness group, October 2021 (70 room nights)

Advertising and PR Activity

- None to report for August.

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

- The government has imposed restrictions on travel agencies to organize inbound and outbound group tours due to the international COVID-19 situation and will be extended until further notice.
- China Airlines announced the commencement of three Japan flights with two weekly services from September onwards. The airline also announced to increase frequency of its short haul services to North Asia and Southeast Asia in October and is planning to increase frequency of the U.S. routes, including weekly services to San Francisco, Los Angeles and New York. Resumption date for services to Hawai'i have yet to be confirmed.
- Considering the severity of the COVID-19 pandemic around the world, both China Airlines and EVA Air have eliminated cancellation and change fees through 2020.

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 August but will continue efforts in tracking potential leads with MCI intermediaries to be ready when marketing activities kick off again. HTT is preparing for the Aloha Taiwan! Semi-Virtual Mission slated for Q4 2020. More details will be announced to the Island Chapters and Hawai'i Industry Partners when confirmed with HTA.

Advertising and PR Activity

- None to report for August.

**Table 3: Island Distribution of HVCB Single Property Sales – Year-to-Date
August 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	143,752	TBD	539	3,825	TBD	TBD	3%
Kaua‘i	46,579	TBD	0	825	TBD	TBD	2%
Maui County	150,381	TBD	498	13,147	TBD	TBD	9%
Hawai‘i	109,129	TBD	68	11,652	TBD	TBD	11%
Total	449,841	0	1,105	29,449	0		

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

‘ELELE PROGRAM

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

New ‘Elele Supported “Verbal Definite” for the Hawai‘i Convention Center

- With support from ‘Elele, an academic group verbally approved Hawai‘i for its future annual meeting in November 2023 with 1,000 attendees. The ‘Elele wrote a letter of invitation for the bid book and leveraged their relationships with the key decision makers.

Targeting/Qualifying Accounts

- The ‘Elele Director continued qualifying medical meetings for the Hawai‘i Convention Center. Corresponding updates were made in Simpleview and summarized on a spreadsheet. This work will help the new citywide sellers prioritize the best opportunities quickly once they are in place.

LOST BUSINESS

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

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations	Reason for Lost Business
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None to report for August.

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

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations	Reason for Lost Business
MCI: Incentive (16581)	Automotive	778	350	01/10/2021 - 01/14/2021	Jamaica, the Bahamas, St. Kitts, St. Thomas, Panama	Program lost to the Bahamas.
MCI: Meeting (18195)	Legal	914	150	02/19/2021 - 03/01/2021	Initially, Hawai'i only	Program lost to Coronado, CA.

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

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations	Reason for Lost Business
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None to report for August.

New-to-Hawai'i Definite Bookings

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

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations
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None to report for August.

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
August 2020**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations
MCI: Incentive (19213)	Finance, Banking	539	307	02/21/2021 - 02/28/2021	Initially, Hawai'i only

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

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations
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None to report for August.

TOTAL NEW TO HAWAI'I SINGLE PROPERTY BOOKINGS FOR THE MONTH	4
TOTAL ROOM NIGHTS FOR NEW TO HAWAI'I SINGLE PROPERTY BOOKINGS	1,105

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 COVID-19 impact to the meetings industry and recovery strategies in August.

FUTURE SALES AND MARKETING ACTIVITIES

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

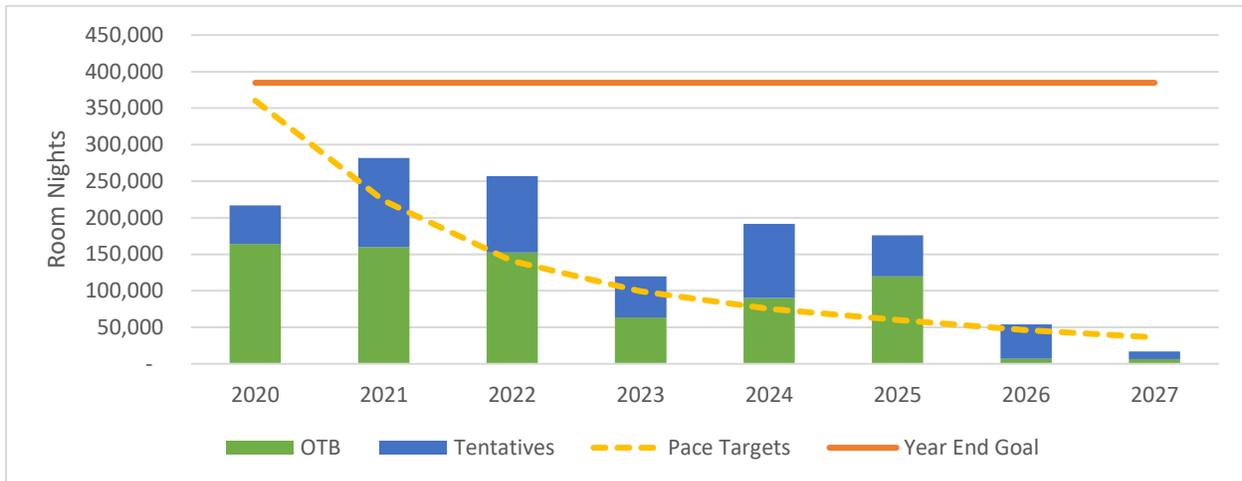
September 2020			
Sept. 10	ITB China Networking Event, Beijing, China	Educational Event	HTC
Sept. 23-27	Pacific Asia Travel Association (PATA) Travel Mart 2020 and Sichuan International Travel Expo, Virtual	Virtual Trade Show	HTC
TBD	ALOHA FRIDAY Events, Virtual	Educational Event	HTCanada
October 2020			
Oct. 15	Destination Hawai'i Goes Virtual by Northstar Meetings Group and Meet Hawai'i	Virtual Trade Show	HVCB
Oct. 28	SITE Education Day, Virtual	Virtual Trade Show	HTCanada
Oct. 30 – Nov. 2	Taipei International Travel Fair (ITF), Taipei, Taiwan	Trade Show	HTT
TBD	ALOHA FRIDAY Events, Virtual	Educational Event	HTCanada
November 2020			
Nov. 18	Connect and Meet Hawai'i Goes Virtual	Virtual Trade Show	HVCB
TBD	ALOHA FRIDAY Events, Virtual	Educational Event	HTCanada

CONSUMPTION

The FuturePace Reports on the next page show the number of events and room nights on the books for each year 2020-2027 against a 3-Year Average Year-End Goal.

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

Period Ending: August 31, 2020
Report Date: September 10, 2020



Room Nights

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2020	164,262	360,222	(195,960)	-54%	220,532	52,448	384,794
2021	159,600	223,609	(64,009)	-29%	225,194	122,370	384,794
2022	152,232	140,607	11,625	8%	232,562	104,826	384,794
2023	63,728	99,115	(35,386)	-36%	321,066	56,045	384,794
2024	90,169	75,303	14,866	20%	294,625	101,616	384,794
2025	119,528	60,101	59,427	99%	265,266	56,397	384,794
2026	6,999	46,087	(39,088)	-85%	377,795	46,843	384,794
2027	6,508	36,171	(29,663)	-82%	378,286	10,650	384,794

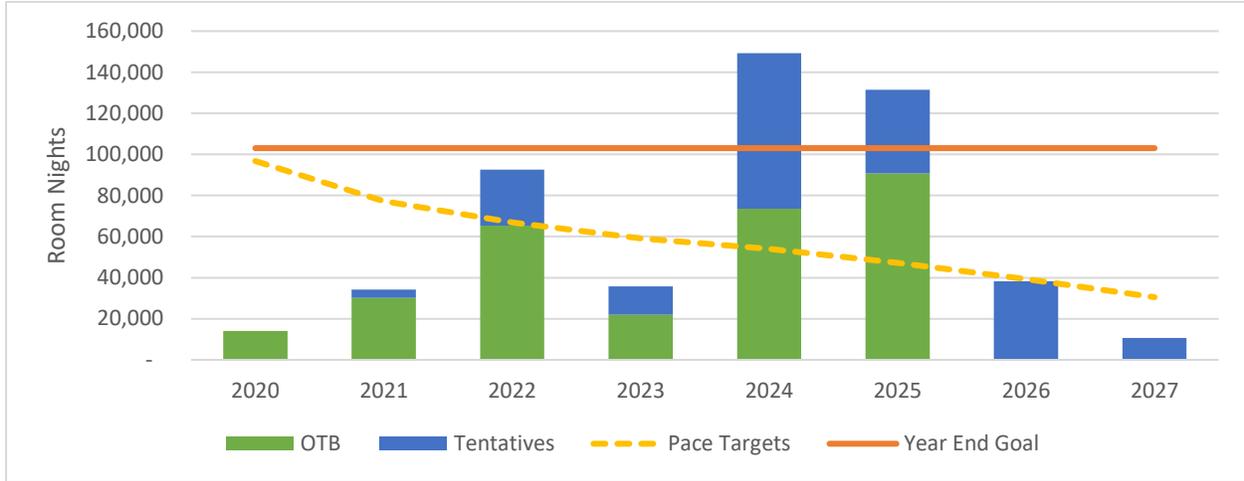
Events

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2020	247	568	(321)	-56%	401	142	648
2021	146	170	(24)	-14%	502	223	648
2022	62	59	3	5%	586	90	648
2023	26	29	(3)	-10%	622	33	648
2024	20	14	6	39%	628	18	648
2025	18	8	10	118%	630	13	648
2026	4	5	(1)	-13%	644	8	648
2027	2	3	(1)	-36%	646	1	648

The number of events reported in FuturePace 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: FuturePace Report: Convention Center 8-year Pace (citywide only)

Period Ending: August 31, 2020
Report Date: September 10, 2020



Room Nights

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2020	14,035	96,758	(82,723)	-85%	89,006	0	103,041
2021	30,177	77,279	(47,102)	-61%	72,864	4,055	103,041
2022	65,270	66,883	(1,613)	-2%	37,771	27,266	103,041
2023	21,939	59,082	(37,143)	-63%	81,102	13,849	103,041
2024	73,540	54,011	19,529	36%	29,501	75,718	103,041
2025	90,687	47,275	43,413	92%	12,354	40,819	103,041
2026	0	39,345	(39,345)	-100%	103,041	38,188	103,041
2027	0	30,496	(30,496)	-100%	103,041	10,650	103,041

Events

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2020	3	26	(23)	-88%	25	0	28
2021	8	13	(5)	-37%	20	2	28
2022	9	9	-	1%	19	3	28
2023	3	7	(4)	-56%	25	5	28
2024	7	5	2	32%	21	6	28
2025	5	4	1	28%	23	5	28
2026	0	3	(3)	-100%	28	4	28
2027	0	2	(2)	-100%	28	1	28

The number of events reported in FuturePace 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 FuturePace Report Terms

Cancelled: The status of a Lead for an event that was once in a Booked or Definite status but now will no longer occur.

Definite: The status of a Lead indicating the event is booked or confirmed. To qualify or count as Definite, the Lead snapshot must show the 'Booked' status type within the selected date range. In addition, the Lead cannot show in a Lost or Cancelled status during the report time frame.

LTB: An acronym for "Left to Book," this term reflects the number of room nights that still need to be booked to reach the Year-End Goal(s).

OTB: An acronym for "On the Books," this designation refers to a confirmed or definite booking.

Pace Target: A performance goal based on the percentage of your Year-End Goal that should be booked as of the report's run date, for a certain month, quarter or year. The Pace Target reflects the total number of room nights or events that should be booked as of the report's run date.

Tentatives: Business or Leads that have yet to move to a booked or Definite status. In other words, Tentatives are Leads in an unbooked or Lead status in the arrival month/year. For the Long-Term Pace report, Tentatives reflect the current count, as of the report's run date, for the years displayed on the report.

Variance: In the Long-Term Pace report, Variance reflects the OTB (or Cancelled or Tentative) figure minus the Pace Target, as of the report's run date. Positive numbers indicate performance is also positive; negative numbers suggest booking deficiencies.

Variance %: The Variance Percentage, or percentage of variance, reflects the Variance divided by the Pace Target, multiplied by 100 and then expressed as a percentage. Positive percentages indicate performance is also positive; negative numbers suggest booking deficiencies.

Year-End Goal: The Long-Term Pace report includes a 3-Year Average Year-End Goal to establish a benchmark for the years displayed on the report.

CONVENTION CENTER PERFORMANCE

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

PERFORMANCE MEASURE	YTD	TARGET	VARIANCE
Occupancy	29%	33%	-4%
Total Events	48	122	-74
Total Attendance	63,802	242,424	-178,622
Visitor Spending	\$100,297,338	\$507,045,294	-\$406,747,956
Tax Revenue	\$11,734,789	\$59,324,300	-\$47,589,511
Revenue per Attendee	\$87.85	\$34.97	\$52.88

COMMENTS

Since the facility's closure on March 17, 2020 due to the COVID-19 pandemic, the Hawai'i Convention Center (HCC) has had 126 event cancellations, and while the cancellation volume has slowed, it continues. Since April 17, 2020, the facility has been used by the Department of Labor and Industrial Relations to process unemployment calls and claims. Effective July 15, 2020, the Office of Elections has been using the facility for ballot counting. In August 2020, the Department of Health has begun to use the facility for contact tracing. Cost mitigation efforts have been in full effect since March 2020. Twenty employees, originally furloughed, were notified of termination effective July 31, 2020. An additional three employees were notified of termination effective August 31, 2020. These governmental events and cost mitigation efforts have put HCC's forecasted net loss at \$2.7 million versus the original revised dark budget of a \$4.1 million 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.

September 2020

Contract No.	Contractor	Description	Contract Amount	Total Contract Value	Start Date	End Date
17029 S15	Hawai'i Visitors and Convention Bureau	USA MMA 2020	\$ 2,500,000.00	\$ 90,877,271.90	8/27/2020	12/31/2021
20180 S2	Hawai'i Visitors and Convention Bureau	Global MCI Groups Marketing Management Services	\$ 1,000,000.00	\$ 3,670,000.00	8/27/2020	12/31/2021
•21010	Cynthia Y. Derosier dba Pencilhead Productions, LLC	Graphic Meeting Facilitation Services for Destination Management Action Plans	\$ 112,174.00	\$ 112,174.00	8/27/2020	12/31/2020
•21006	Worldwide Flight Services, Inc.	COVID-19 Airport Support	\$ 56,200.00	\$ 56,200.00	8/5/2020	7/31/2020
19002 S2	OmniTrak Research & Marketing Group Inc. dba OmniTrak Group Inc	Resident Sentiment Survey Fall 2020	\$ 48,025.00	\$ 134,025.00	8/27/2020	6/30/2021
21009	SMS Research & Marketing Services, Inc.	Destination Management Action Plan for Maui Nui	\$ 39,659.68	\$ 39,659.68	8/12/2020	1/31/2021
19195 S1	NonProfit Technologies, Inc.	Hosting Service for HTA Financial Operating System	\$ 10,920.00	\$ 21,840.00	8/18/2020	6/30/2024
•20191 S1	University of Hawai'i	Hawai'i AgTourism Initiative	\$ -	\$ 93,868.00	8/27/2020	6/30/2021
•21005 S2	SMS Research & Marketing Services, Inc.	COVID-19 Airport Support	\$ -	\$ -	8/27/2020	9/6/2020
•19009 S1	LA Clippers LLC	Los Angeles Clippers Promotional Partnership	\$ (80,000.00)	\$ 570,000.00	8/27/2020	9/30/2020
			\$ 3,686,978.68			

Contract Type:
• Sole Source
† Procurement Exemption

Agenda Item

6

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 – August 2020

The charts below present monthly hotel supply and demand and monthly occupancy for 2019, 2020, and estimated occupancy for April – August 2020 based on 2019 supply for the State, O’ahu, Maui County, Island of Hawai’i, and Kaua’i.

Figure 1: Monthly State of Hawai’i Hotel Supply and Demand, 2020 vs. 2019

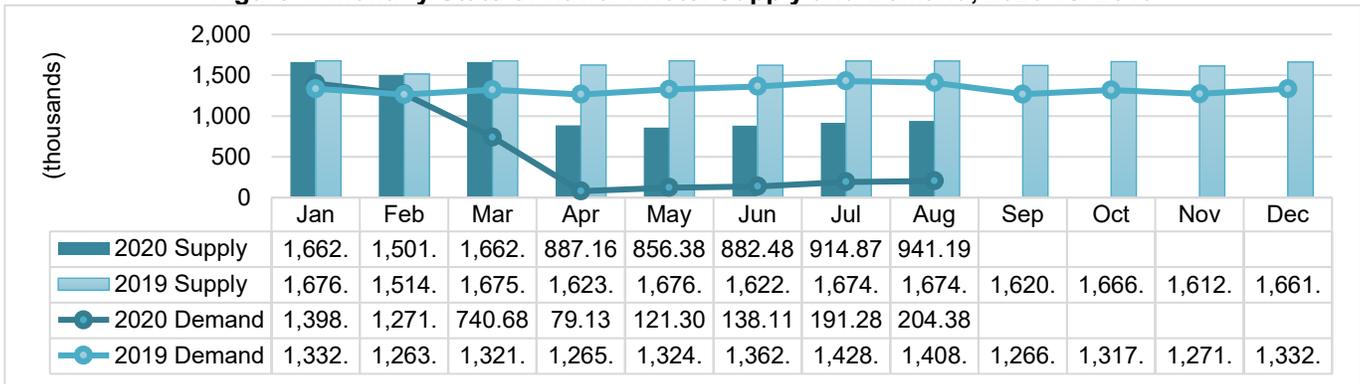


Figure 2: Monthly State of Hawai’i Hotel Occupancy, 2019, 2020, and Calculated 2020 Occupancy using 2019 Supply

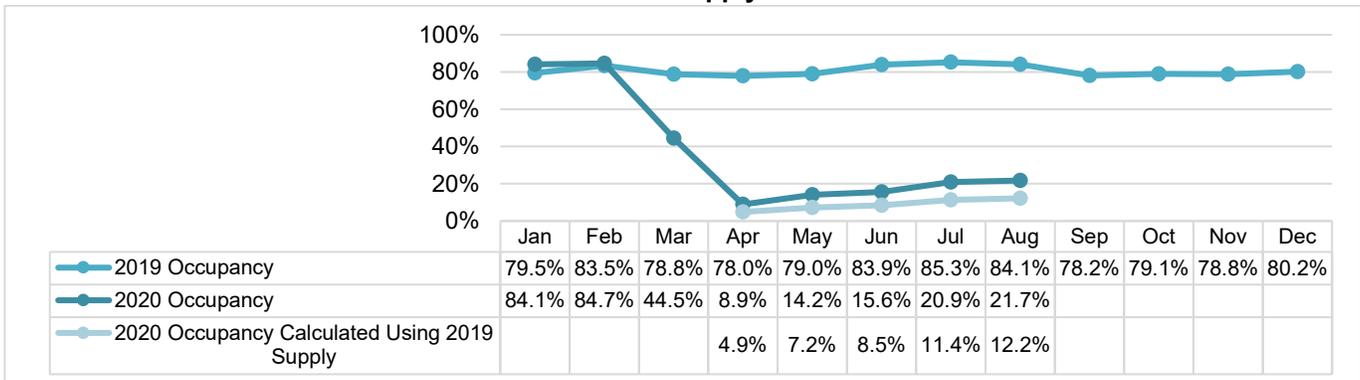


Figure 3 Monthly O’ahu Hotel Supply and Demand, 2020 vs. 2019

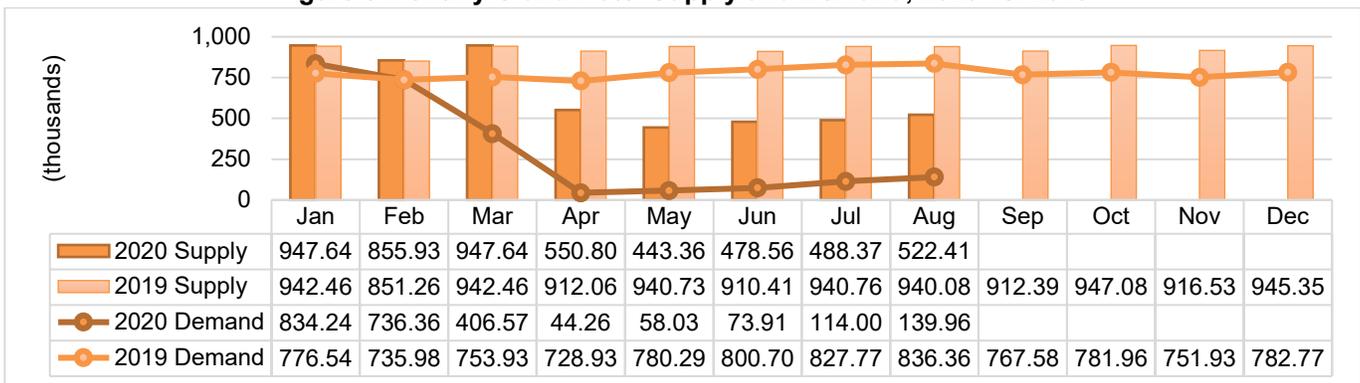


Figure 4: Monthly O'ahu Hotel Occupancy, 2019, 2020, and Calculated 2020 Occupancy using 2019 Supply

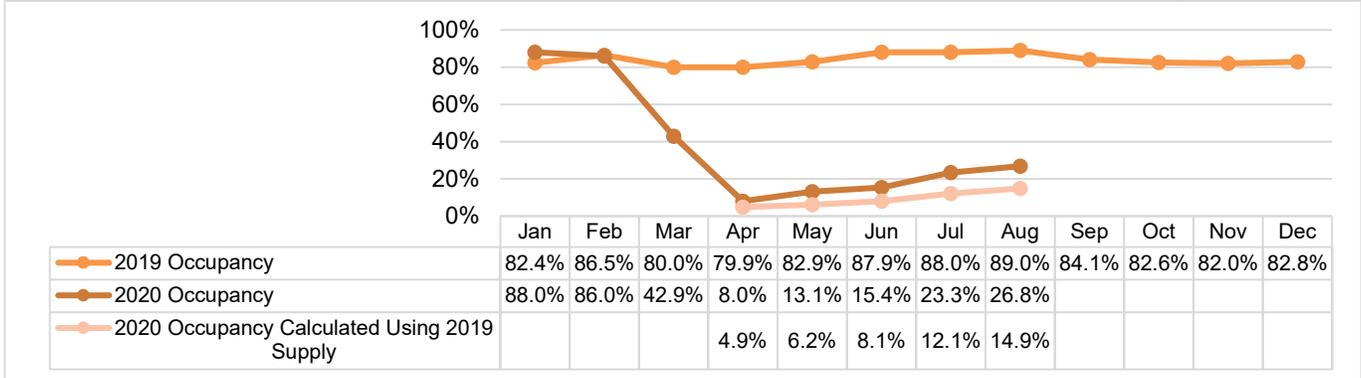


Figure 5 Monthly Maui County Hotel Supply and Demand, 2020 vs. 2019

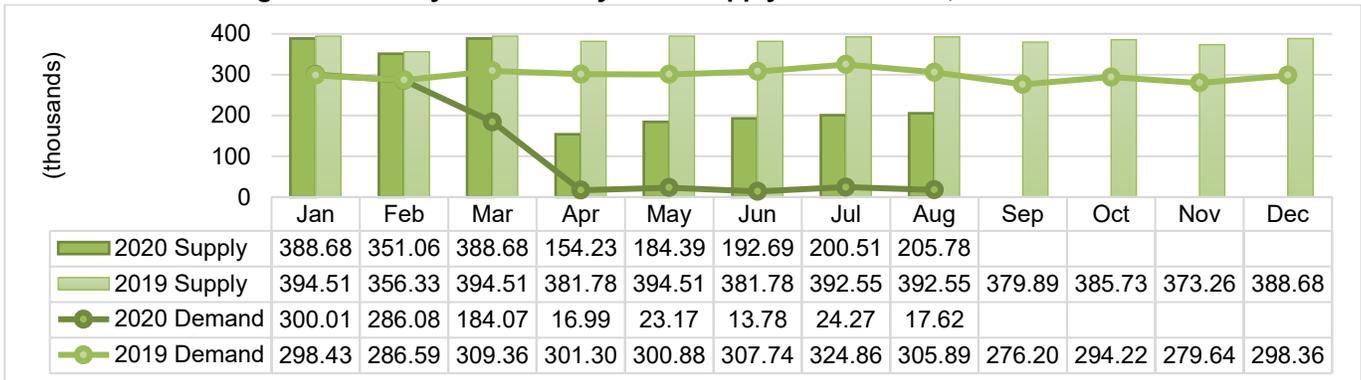


Figure 6: Monthly Maui County Hotel Occupancy, 2019, 2020, and Calculated 2020 Occupancy using 2019 Supply

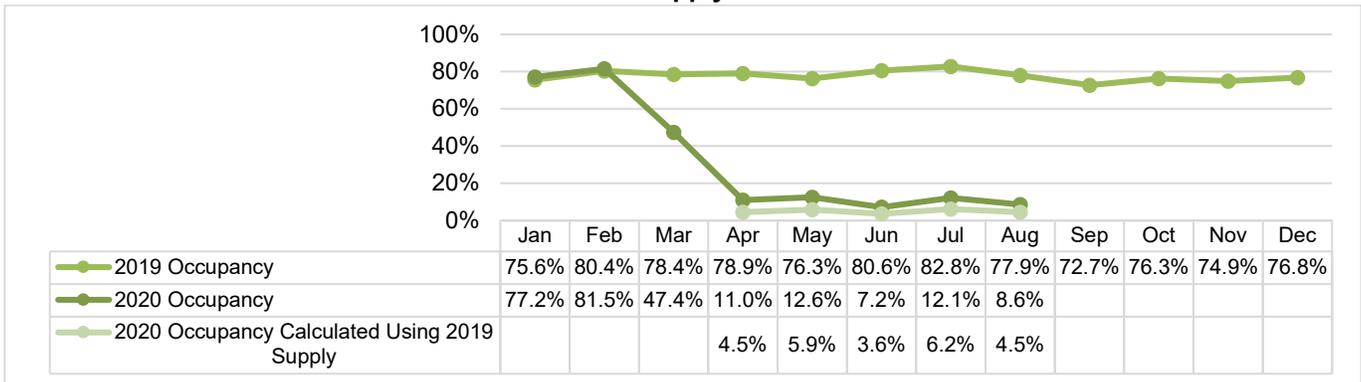


Figure 7 Monthly Island of Hawai'i Hotel Supply and Demand, 2020 vs. 2019

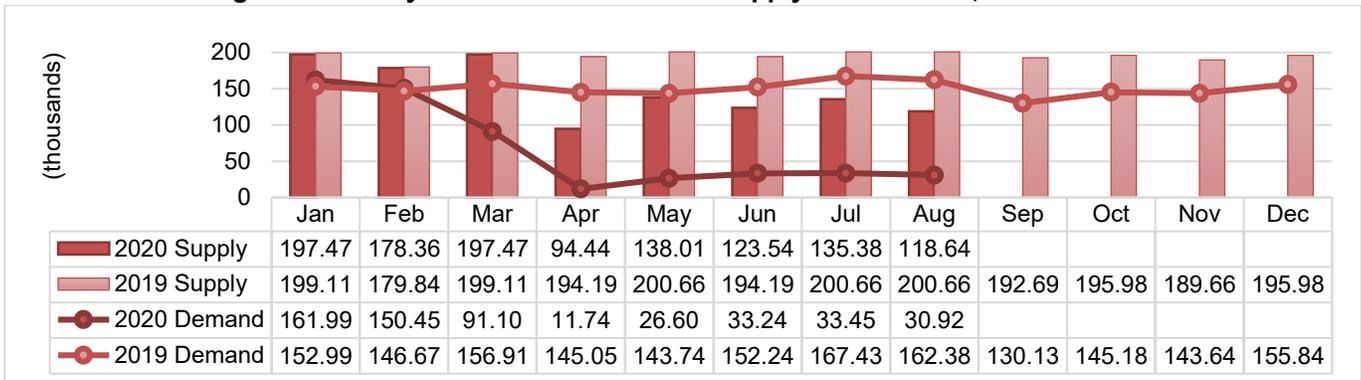


Figure 8: Monthly Island of Hawai'i Hotel Occupancy, 2019, 2020, and Calculated 2020 Occupancy using 2019 Supply

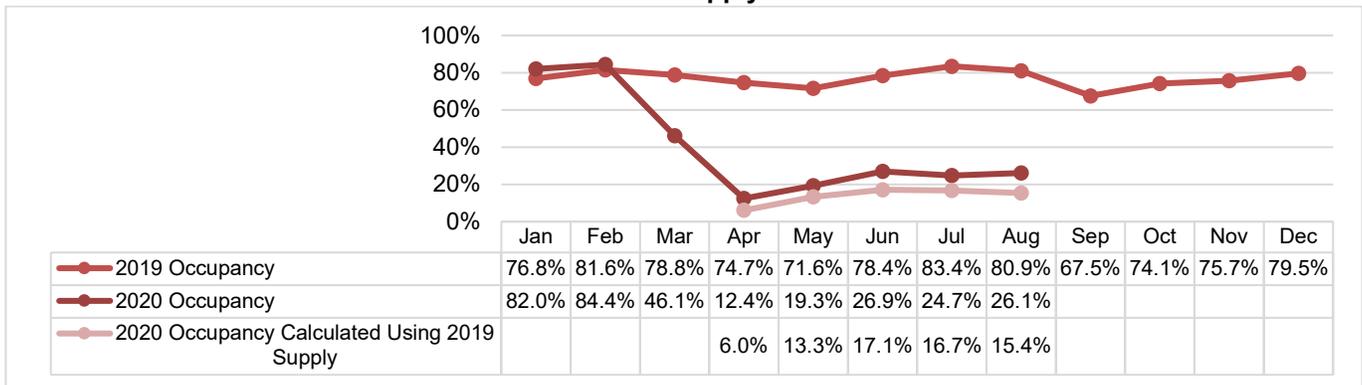


Figure 9 Monthly Kaua'i Hotel Supply and Demand, 2020 vs. 2019

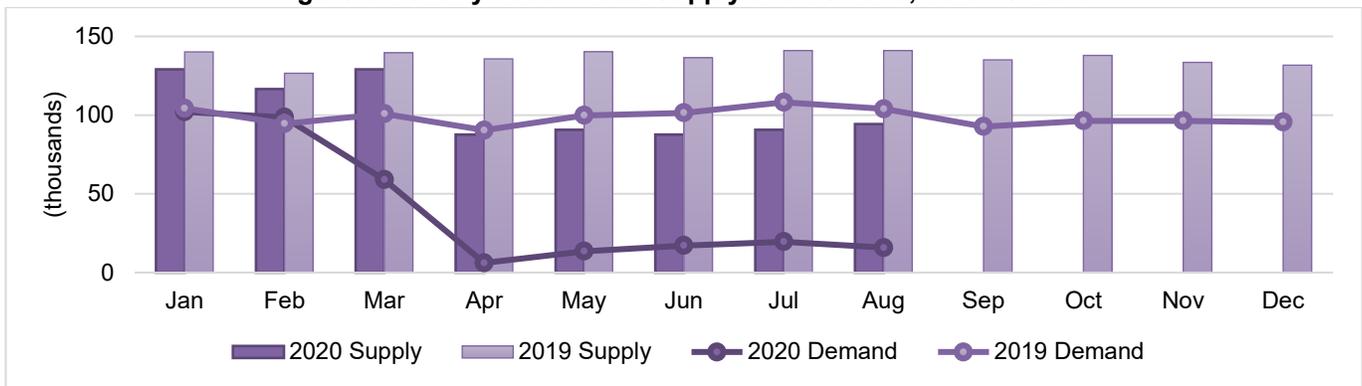
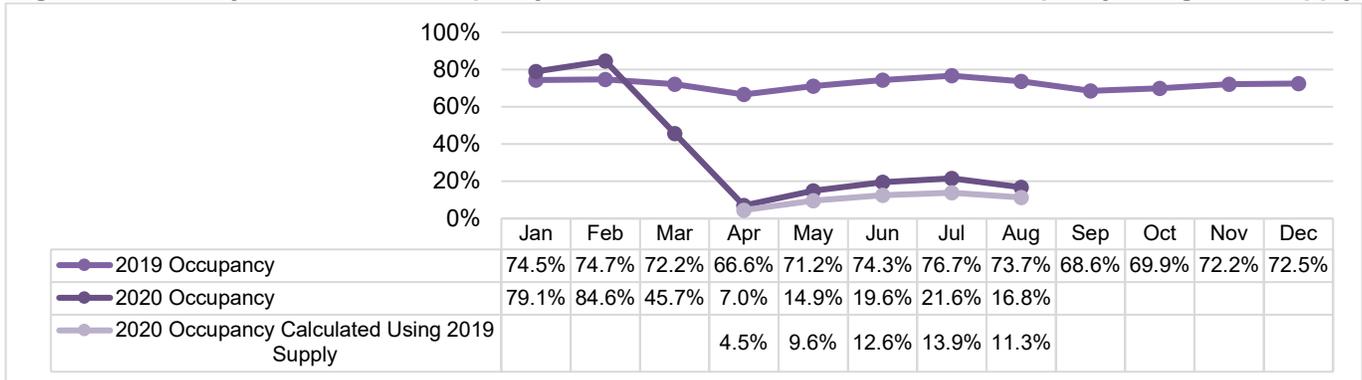


Figure 10: Monthly Kauai Hotel Occupancy, 2019, 2020, and Calculated 2020 Occupancy using 2019 Supply





Davies Pacific Center 1250
841 Bishop Street
Honolulu, Hawaii 96813 USA

TELEPHONE 1 (808) 528-4050

WEBSITE www.omnitrakgroup.com

2020 Resident Sentiment Survey

Survey Sponsor	Hawai'i Tourism Authority
Survey Contractor	Omnitrak Group, Inc.
Survey Period	September 16 – November 1, 2020
Calling Hours	Monday – Friday, 10:00 a.m. – 9:00 p.m. Saturday, 9:00 a.m. – 9:00 p.m. Sunday, 10:00 a.m. – 9:00 p.m.

Purpose of the Resident Sentiment Survey

The annual Resident Sentiment Survey (RSS) is conducted for the primary purpose of understanding Hawai'i resident's attitudes and perceptions toward tourism as an industry in the state of Hawai'i.

Target Survey Participants

- Residents of the state of Hawai'i
- Adults, 18 years of age and older

Methodology

- Online
- CATI (Phone) from Omnitrak's Honolulu Calling Center

Survey Protocol

- Residential and cellular telephone numbers are randomly generated. Interviewers are not aware of the name, address or any other personal information tied to the telephone number dialed.
- Interviewers respect the wishes of residents who decline to participate.
- Qualified residents are invited to participate in the 12-minute survey and may choose to end the survey at any time.
- Responses to standard survey and demographic questions are gathered. **Questions of a personal nature are not asked and respondents may choose not to answer any questions.**
- Responses are never tied back to an individual respondent but grouped together with answers from other survey respondents and reported on an aggregate basis.

Contact

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Hawai'i Tourism Authority
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Agenda Item

7

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

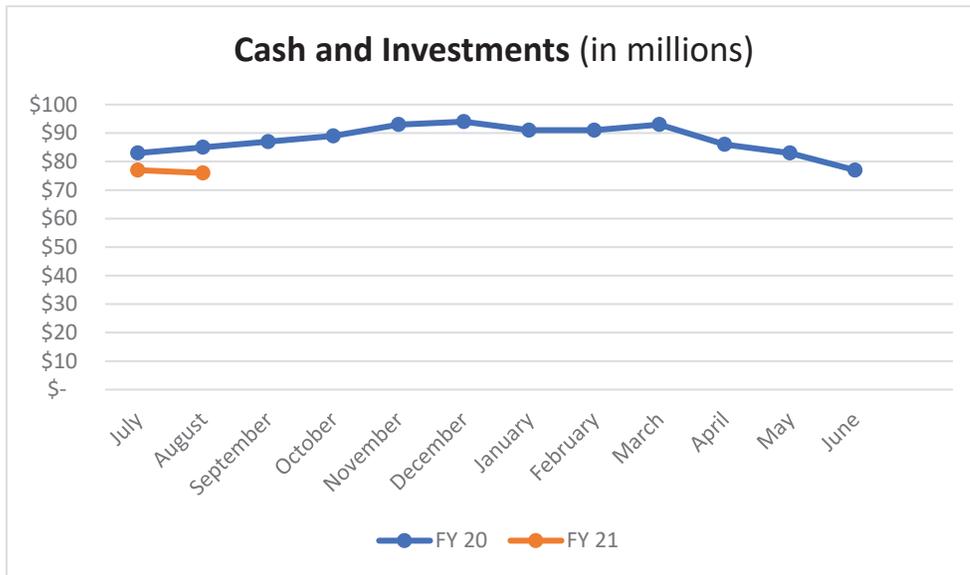
HAWAII TOURISM

AUTHORITY

Financial Statements – Executive Summary August 1, 2020 – August 31, 2020

Tourism Special Fund:

1. \$75.6M in cash and investments



- a. Includes \$5M in Emergency Fund held as investments.
 - i. Approximately \$3.5M held in money market funds; and
 - ii. Approximately \$1.5M held in US Treasury Notes, laddered to mature throughout FY 2021
 - iii. Further detail provided in the financial statements (as of July 2020)
 - b. Decrease from July of \$1.7M due to:
 - i. \$1.7M in expenditures for the month ended August 31, 2020.
2. HTA's outstanding encumbrances are summarized as follows:

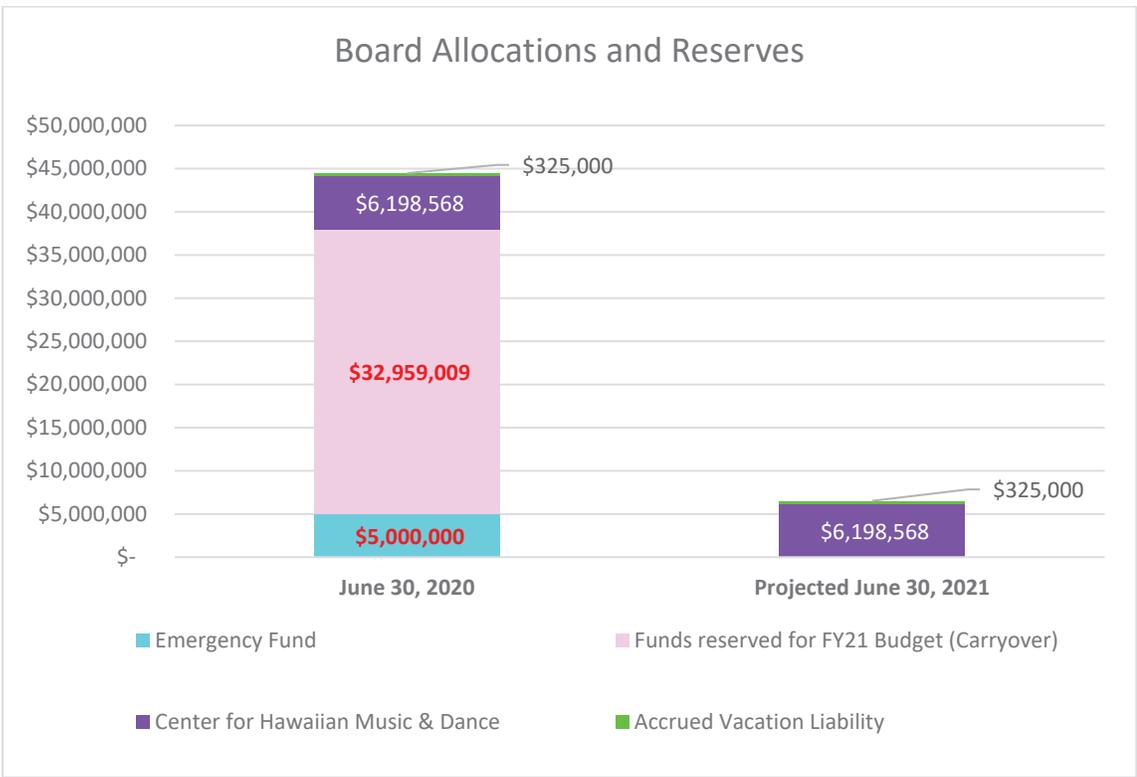
\$31.1M	Prior year encumbrances currently being spent down
\$10.7M	Current year encumbrances remaining
\$41.8M	Total encumbrances outstanding at August 31, 2020

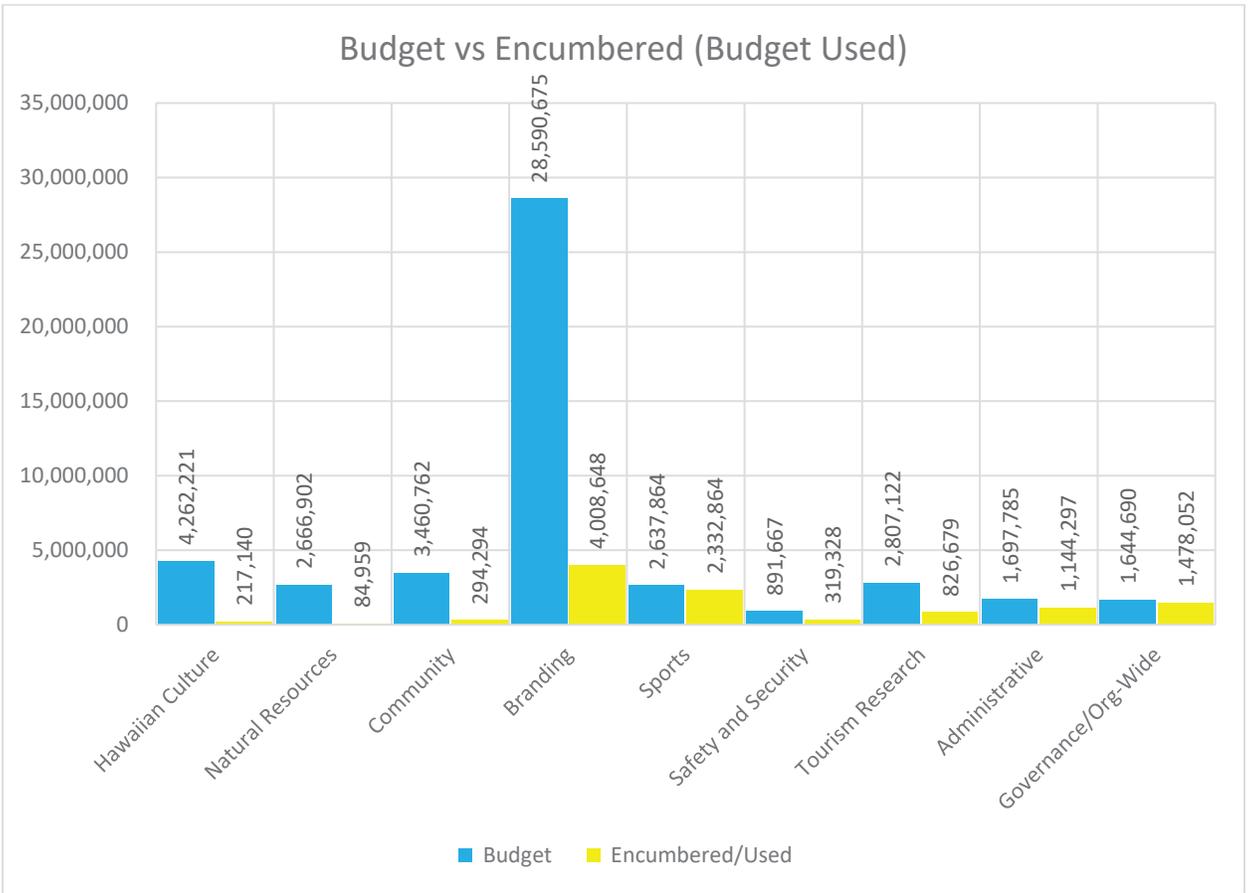
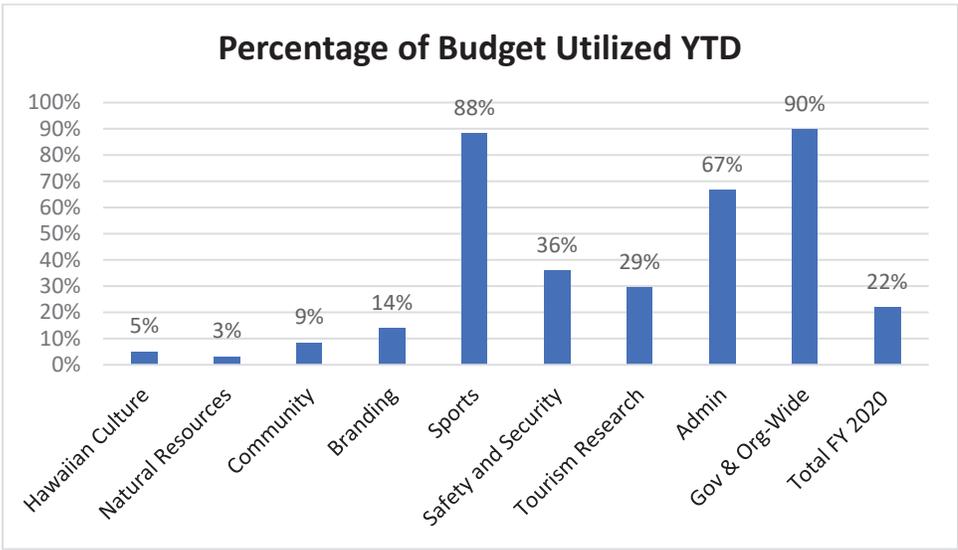
Of the \$41.8M encumbrances outstanding, \$14.7M represents encumbrances that HTA planned to cancel during FY 2020 and will instead cancel in FY 2021:

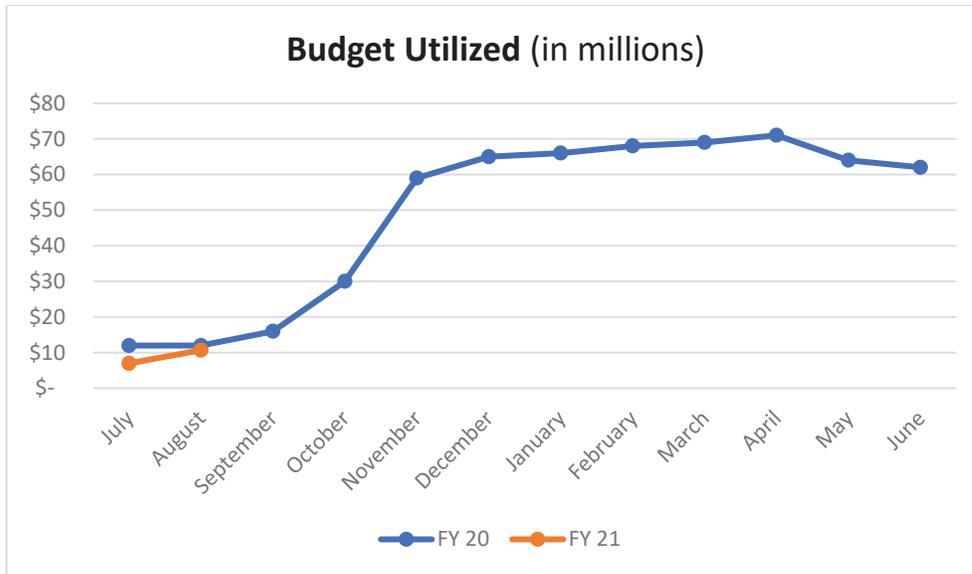
		\$41.8M		
		\$14.7M		\$27.1M
		anticipate cancelling in FY 21		encumbrances anticipated
		(will be available for FY 21 budget)		to spend down in FY 21

Its impact on the FY 2021 budget is discussed in item 4 below.

- 3. \$6.5M reserved as Board allocations projected for the end of FY 2021, compared to \$44.4M at the beginning of the fiscal year. A supporting schedule is embedded in these financial statements to provide greater detail. These balances are comprised of the following:







6. Budget reallocations made during August 2020 were not material and are detailed on the accompanying Budget Reallocation Summary.
7. Operating Income:
 - a. No TAT or investment income was received in August 2020.
 - i. HTA's TAT allocation was suspended due to the COVID-19 pandemic, resulting in HTA not receiving the statutorily prescribed allocation from May 2020 through August 2020.

Convention Center Enterprise Special Fund:

8. \$26.7M in cash
 - a. Cash balance at August 31, 2020 is consistent with July's cash balance.
9. \$22.9M in cash with contractor or with DAGS, for R&M projects (as of August 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. \$3.0M of prior year outstanding encumbrances currently being spent down.
12. Operating Income:
 - a. No TAT or investment income was received in August 2020.
 - i. HTA's TAT allocation for the CCESF was suspended due to the COVID-19 pandemic, resulting in HTA not receiving the statutorily prescribed allocation from May 2020 through August 2020.
 - b. Convention Center Operations
 - i. \$18K operating income YTD per HCC financial statements (as of August 2020).

Hawaii Tourism Authority

Balance Sheet

Tourism Special Fund

As of 8/31/20

	<u>Current Year</u>
Assets	
Current Assets	
Checking	70,626,731.12
Petty Cash	5,000.00
Total Current Assets	<u>70,631,731.12</u>
Total Assets	<u><u>70,631,731.12</u></u>
Fund Balance	
Current year payables	
Accounts Payable	6,760.94
Credit Card Payable	636.24
Total Current year payables	<u>7,397.18</u>
Encumbered Funds	
FY 2015 Funds	8,322.49
FY 2016 Funds	45,661.18
FY 2017 Funds	34,641.92
FY 2018 Funds	602,927.43
FY 2019 Funds	2,747,537.61
FY 2020 Funds	27,618,895.83
FY 2021 Funds	10,700,873.92
Total Encumbered Funds	<u>41,758,860.38</u>
Unencumbered Funds	
Total Unencumbered Funds	28,865,473.56
Total Fund Balance	<u><u>70,631,731.12</u></u>

Hawaii Tourism Authority
 Balance Sheet
 Convention Center Enterprise Special Fund
 As of 8/31/20

	Current Year
Assets	
Current Assets	
Checking	26,688,220.84
Total Current Assets	26,688,220.84
Accounts Receivable	
Accounts Receivable	48,661.04
Total Accounts Receivable	48,661.04
Total Assets	26,736,881.88
Fund Balance	
Encumbered Funds	
FY 2018 Funds	130,000.00
FY 2019 Funds	382,332.03
FY 2020 Funds	2,489,660.50
Total Encumbered Funds	3,001,992.53
Unencumbered Funds	
Total Unencumbered Funds	23,734,889.35
Total Fund Balance	26,736,881.88

Hawaii Tourism Authority

Balance Sheet

Emergency Trust Fund

As of 8/31/20

	<u>Current Year</u>
Assets	
Current Assets	
Investments	5,133,126.12
Total Current Assets	<u>5,133,126.12</u>
Total Assets	<u><u>5,133,126.12</u></u>
Fund Balance	
Current year net assets	
	7,333.86
Total Current year net assets	<u>7,333.86</u>
Prior years	
Total Prior years	5,125,792.26
Total Fund Balance	<u><u>5,133,126.12</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	-		
Carryover for FY 2022 Budget	-	-		
Center for Hawaiian Music & Dance	6,198,568	6,198,568		
Accrued Health Liability	-	-		
Accrued Retirement Liability	-	-		
Accrued Vacation Liability	325,000	325,000		
Total Long-Term Obligations and Commitments	39,482,577	6,523,568		
			Carryover for HCC Operations Funds for R&M	TBD
			Accrued Vacation Liability	80,000
				80,000
				TBD
				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
21 - FY 2021 Funds
From 8/1/2020 Through 8/31/2020

	Total Budget	Current Period Actual	Current Year Actual	Total Budget Variance
Expense				
Perpetuating Hawaiian Culture	4,269,721.00	0.00	0.00	4,269,721.00
Natural Resources	2,659,402.00	0.00	0.00	2,659,402.00
Community	3,460,762.00	0.00	0.00	3,460,762.00
Branding	28,590,675.00	0.00	0.00	28,590,675.00
Sports	2,637,864.00	0.00	0.00	2,637,864.00
Safety and Security	891,667.00	0.00	0.00	891,667.00
Tourism Research	2,807,122.00	0.00	0.00	2,807,122.00
Administrative	1,697,785.00	94.24	94.24	1,697,690.76
Governance and Organization-Wide	1,644,690.00	5,292.24	5,292.24	1,639,397.76
Total Expense	<u>48,659,688.00</u>	<u>5,386.48</u>	<u>5,386.48</u>	<u>48,654,301.52</u>
Net Income	<u>(48,659,688.00)</u>	<u>(5,386.48)</u>	<u>(5,386.48)</u>	<u>48,654,301.52</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
361 - Convention Center Enterprise Special Fund
21 - FY 2021 Funds
From 8/1/2020 Through 8/31/2020

	<u>Total Budget</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance</u>
Revenue				
HCC Revenue	<u>0.00</u>	<u>48,661.04</u>	<u>205,763.48</u>	<u>205,763.48</u>
Total Revenue	<u>0.00</u>	<u>48,661.04</u>	<u>205,763.48</u>	<u>205,763.48</u>
Net Income	<u><u>0.00</u></u>	<u><u>48,661.04</u></u>	<u><u>205,763.48</u></u>	<u><u>205,763.48</u></u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
348 - Tourism Special Fund Prior Years
From 8/1/2020 Through 8/31/2020

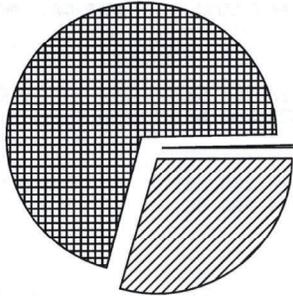
	Total Budget	Current Period Actual	Current Year Actual	Total Budget Variance
Expense				
Perpetuating Hawaiian Culture	2,673,431.42	310,234.61	310,234.61	2,363,196.81
Natural Resources	1,282,200.00	201,600.00	201,600.00	1,080,600.00
Community	2,381,173.21	180,500.00	180,500.00	2,200,673.21
Branding	21,213,138.80	273,750.00	273,750.00	20,939,388.80
Sports	434,671.22	9,855.00	9,855.00	424,816.22
Safety and Security	1,433,403.12	449,311.77	449,311.77	984,091.35
Tourism Research	2,709,523.93	176,296.50	176,296.50	2,533,227.43
Administrative	605,544.63	41,923.38	41,923.38	563,621.25
Governance and Organization-Wide	63,171.50	10,482.11	10,482.11	52,689.39
Total Expense	<u>32,796,257.83</u>	<u>1,653,953.37</u>	<u>1,653,953.37</u>	<u>31,142,304.46</u>
Net Income	<u>(32,796,257.83)</u>	<u>(1,653,953.37)</u>	<u>(1,653,953.37)</u>	<u>31,142,304.46</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
361 - Convention Center Enterprise Special Fund Prior Years
From 8/1/2020 Through 8/31/2020

	Total Budget	Current Period Actual	Current Year Actual	Total Budget Variance
Expense				
HCC Operating Expense	1,736,916.67	0.00	0.00	1,736,916.67
HCC Sales and Marketing / MFF	1,245,908.83	0.00	0.00	1,245,908.83
Governance and Organization-Wide	51,917.03	32,750.00	32,750.00	19,167.03
Total Expense	<u>3,034,742.53</u>	<u>32,750.00</u>	<u>32,750.00</u>	<u>3,001,992.53</u>
Net Income	<u>(3,034,742.53)</u>	<u>(32,750.00)</u>	<u>(32,750.00)</u>	<u>3,001,992.53</u>

Summary Of Investments

Investment Allocation



0.2%		CASH	8,207.28
70.5%		CASH EQUIVALENTS	3,628,260.56
29.3%		FIXED INCOME	1,511,365.00
100.0%		TOTAL	5,147,832.84

Investment Summary

	Market Value	%	Estimated Income	Current Yield
CASH	8,207.28	0.16	0	0.00
CASH EQUIVALENTS	3,628,260.56	70.48	2,903	0.08
FIXED INCOME	1,511,365.00	29.36	29,375	1.94
Total Fund	5,147,832.84	100.00	32,278	0.63

Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
	CASH	235.76	235.76	2.87
	ACCRUED INCOME	7,971.52	7,971.52	97.13
	TOTAL CASH	8,207.28*	8,207.28*	100.00*
	CASH EQUIVALENTS			
	CASH MANAGEMENT			
3,628,260.56	DREYFUS TREASURY OBLIGATIONS CASH MANAGEMENT FUND	3,628,260.56	3,628,260.56	100.00
	FIXED INCOME			
	U S TREASURY OBLIGATIONS			
500,000	US TREASURY NOTES 1.625% 10/15/2020	498,094.22	501,500.00	33.18

Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
500,000	US TREASURY NOTES 2% 01/15/2021	499,091.04	504,240.00	33.36
500,000	US TREASURY NOTES 2.25% 02/15/2021	499,473.02	505,625.00	33.45
	TOTAL U S TREASURY OBLIGATIONS	1,496,658.28*	1,511,365.00*	100.00*
	Total Fund	5,133,126.12*	5,147,832.84*	100.00*

Hawaii Convention Center
Facility
Income Statement
From 8/01/2020 Through 08/31/2020
(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)	391,500	113,810	277,690	121,167	2,160,943	2,102,607	58,336	1,999,204
Service Revenue	195,306	77,710	117,596	57,949	1,222,830	666,085	556,745	796,031
Total Direct Event Income	586,806	191,520	395,286	179,116	3,383,773	2,768,692	615,081	2,795,234
Direct Service Expenses	184,734	163,837	(20,897)	96,701	1,276,037	1,624,779	348,742	1,455,361
Net Direct Event Income	402,071	27,683	374,388	82,415	2,107,736	1,143,913	963,823	1,339,874
Ancillary Income								
Food and Beverage (Net)	7,024	544,889	(537,865)	407,094	1,438,499	3,967,982	(2,529,483)	3,944,426
Event Parking (Net)	10,641	65,180	(54,539)	40,050	225,375	728,360	(502,985)	605,767
Electrical Services	0	10,400	(10,400)	666	33,001	87,000	(53,999)	107,030
Audio Visual	972	13,600	(12,628)	2,841	47,084	175,300	(128,216)	179,564
Internet Services	0	0	0	187	0	0	0	9,813
Rigging Services	0	2,000	(2,000)	4,910	22,502	35,200	(12,698)	53,872
First Aid Commissions	0	0	0	0	0	0	0	0
Total Ancillary Income	18,637	636,069	(617,432)	455,747	1,766,461	4,993,842	(3,227,381)	4,900,471
Total Event Income	420,708	663,752	(243,044)	538,163	3,874,197	6,137,755	(2,263,558)	6,240,345
Other Operating Income								
Non-Event Parking	0	4,875	(4,875)	2,646	12,853	39,000	(26,147)	35,931
Other Income	1,827	14,759	(12,932)	18,570	64,929	118,072	(53,143)	114,405
Total Other Operating Income	1,827	19,634	(17,807)	21,215	77,782	157,072	(79,290)	150,335
Total Gross Income	422,535	683,386	(260,851)	559,378	3,951,979	6,294,827	(2,342,848)	6,390,680
Net Salaries & Benefits								
Salaries & Wages	276,999	445,912	168,913	399,039	2,541,563	3,574,921	1,033,358	3,258,283
Payroll Taxes & Benefits	87,024	128,647	41,623	103,496	778,883	1,029,176	250,293	891,042
Labor Allocations to Events	(179,936)	(48,060)	131,876	(29,798)	(934,147)	(487,538)	446,609	(451,693)
Total Net Salaries & Benefits	184,087	526,499	342,412	472,737	2,386,299	4,116,559	1,730,260	3,697,633
Other Indirect Expenses								
Net Contracted Services	12,122	30,283	18,161	39,404	210,522	267,530	57,008	200,271
Operations	6,710	14,474	7,764	14,157	63,267	121,392	58,125	92,293
Repair & Maintenance	56,359	76,265	19,906	54,654	384,980	610,120	225,140	465,732
Operational Supplies	5,796	60,647	54,851	21,641	206,468	473,549	267,081	389,105
Insurance	7,170	13,637	6,467	10,894	87,541	103,606	16,065	93,548
Utilities	169,836	178,807	8,971	229,895	1,247,389	1,595,875	348,486	1,626,381
Meetings & Conventions	0	1,150	1,150	6,049	6,557	12,880	6,323	26,421
Promotions & Communications	1,076	5,175	4,099	674	46,310	41,400	(4,910)	34,190
General & Administrative	5,830	25,113	19,283	26,713	88,614	231,920	143,306	198,792
Management Fees	18,232	18,233	1	11,000	145,871	145,864	(7)	88,000
Other	200	2,800	2,600	600	152,645	23,000	(129,645)	35,707
Total Other Indirect	283,333	426,584	143,251	415,680	2,640,164	3,627,136	986,972	3,250,440
Net Income (Loss) before CIP Funded Expenses	(44,884)	(269,697)	224,813	(329,039)	(1,074,484)	(1,448,868)	374,384	(557,393)
CIP Funded Expenses	0	0	0	2,217	151,006	0	151,006	2,268
Net Income (Loss) from Operations	(44,884)	(269,697)	224,813	(326,822)	(923,478)	(1,448,868)	525,390	(555,125)
Fixed Asset Purchases	18,889	25,000	6,111	0	64,665	200,000	135,335	28,692
Net Income (Loss) After Fixed Asset Purchases	(63,773)	(294,697)	230,924	(326,822)	(988,143)	(1,648,868)	660,725	(583,817)

Hawaii Convention Center
Facility
Income Statement
From 8/1/2020 Through 8/31/2020
(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	15,185	902,626	(887,441)	754,687	2,435,980	6,616,466	(4,180,486)	7,133,912
Facility	600,246	306,124	294,122	254,364	3,813,662	4,026,484	(212,823)	3,983,398
Total Revenues	<u>615,431</u>	<u>1,208,750</u>	<u>(593,319)</u>	<u>1,009,050</u>	<u>6,249,641</u>	<u>10,642,950</u>	<u>(4,393,309)</u>	<u>11,117,311</u>
Expenses								
Food & Beverage	51,727	534,192	482,465	504,530	1,726,427	4,054,373	2,327,946	4,448,390
Facility	608,588	944,255	335,667	833,559	5,597,698	8,037,445	2,439,747	7,226,313
Total Expenses	<u>660,315</u>	<u>1,478,447</u>	<u>818,132</u>	<u>1,338,089</u>	<u>7,324,125</u>	<u>12,091,818</u>	<u>4,767,693</u>	<u>11,674,703</u>
Net Income (Loss) before CIP Funded Expenses	<u>(44,884)</u>	<u>(269,697)</u>	<u>224,813</u>	<u>(329,039)</u>	<u>(1,074,484)</u>	<u>(1,448,868)</u>	<u>374,384</u>	<u>(557,393)</u>
CIP Funded Expenses	<u>0</u>	<u>0</u>	<u>0</u>	<u>2,217</u>	<u>151,006</u>	<u>0</u>	<u>151,006</u>	<u>2,268</u>
Net Income (Loss) from Operations	<u>(44,884)</u>	<u>(269,697)</u>	<u>224,813</u>	<u>(326,822)</u>	<u>(923,478)</u>	<u>(1,448,868)</u>	<u>525,390</u>	<u>(555,125)</u>
Fixed Asset Purchases	<u>18,889</u>	<u>25,000</u>	<u>6,111</u>	<u>0</u>	<u>64,665</u>	<u>200,000</u>	<u>135,335</u>	<u>28,692</u>
Net Income (Loss) after Fixed Asset Purchases	<u>(63,773)</u>	<u>(294,697)</u>	<u>230,924</u>	<u>(326,822)</u>	<u>(988,143)</u>	<u>(1,648,868)</u>	<u>660,725</u>	<u>(583,817)</u>

Hawaii Convention Center
Sales and Marketing
Income Statement
From 8/1/2020 Through 8/31/2020
(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	0	0	0	288	256	0	256	938
Total Other Operating Income	0	0	0	288	256	0	256	938
Total Gross Income	0	0	0	288	256	0	256	938
Net Salaries & Benefits								
Salaries & Wages	13,117	44,175	31,058	116,041	227,370	353,400	126,030	953,707
Payroll Taxes & Benefits	7,681	11,295	3,614	25,021	61,959	90,360	28,401	208,423
Total Net Salaries & Benefits	20,798	55,470	34,672	141,063	289,329	443,760	154,431	1,162,130
Other Indirect Expenses								
Net Contracted Services	0	0	0	14,112	0	0	0	132,829
Repair & Maintenance	5,365	5,517	152	4,930	45,417	44,136	(1,281)	47,294
Utilities	299	300	1	532	2,957	2,400	(557)	5,584
Meetings & Conventions								
Mileage	0	0	0	27	0	0	0	739
Meals & Entertainment	0	500	500	1,063	326	4,000	3,674	4,536
Meetings & Conventions	0	0	0	105,841	237	0	(237)	471,415
Dues & Subscriptions	0	117	117	0	505	936	431	10,673
Total Meetings & Conventions	0	617	617	106,931	1,068	4,936	3,868	487,363
Promotions & Communications								
Site Visit	0	0	0	0	0	0	0	17,464
Photography	0	0	0	239	79	2,750	2,671	7,735
Advertising	0	3,000	3,000	18,404	1,047	24,000	22,953	182,356
Web Development & Maint	340	3,725	3,385	2,635	20,513	29,800	9,287	42,443
Market Research	0	0	0	226	0	0	0	14,626
Promotional	0	1,500	1,500	6,307	(26,264)	23,500	49,764	97,191
Attendance Promotion	0	0	0	13,288	(528)	0	528	54,599
Global Outreach	0	0	0	0	0	0	0	0
Total Promotions & Comm	340	8,225	7,885	41,100	(5,154)	80,050	85,204	416,414
Marketing Flexibility Fund	0	0	0	10	0	0	0	851,892
General & Administrative	269	1,108	839	3,213	2,855	8,864	6,009	34,355
Management Fees	0	0	0	11,000	0	0	0	88,000
Other	1,047	2,166	1,119	4,188	12,565	17,328	4,763	33,822
Total Other Indirect Expenses	7,320	17,933	10,613	186,018	59,709	157,714	98,005	2,097,554
Net Income (Loss) from Operations	(28,118)	(73,403)	45,285	(326,792)	(348,782)	(601,474)	252,692	(3,258,746)
Fixed Asset Purchases	0	0	0	0	0	0	0	0
Net Income (Loss) After Fixed Asset Purchases	(28,118)	(73,403)	45,285	(326,792)	(348,782)	(601,474)	252,692	(3,258,746)

Budget Reallocation Summary
 FY 2021
 Through August 31, 2020

Budget Line Item	Program Code	Original Budget	Year-to-Date		August 2020 Activity
			Reallocation	Budget After Reallocations	
Perpetuating Hawaiian Culture					
<i>From:</i>					
None					
				-	
				-	
				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
				-	
				-	
			-		-
Natural Resources					
<i>From:</i>					
State Employees Salaries - Natural Resources	936	77,459	(12,500)	64,959	(12,500)
				-	
				-	
			(12,500)		(12,500)
<i>To:</i>					
In-House Contracted Staff - Natural Resources	499	-	20,000	20,000	20,000
				-	
				-	
			20,000		20,000
Community					
<i>From:</i>					
Travel - Community	798	25,000	(11,858)	13,142	(11,858)
				-	
			(11,858)		(11,858)
<i>To:</i>					
				-	
				-	
				-	
				-	

Budget Reallocation Summary
 FY 2021
 Through August 31, 2020

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	August 2020 Activity
			-	-	
			-	-	
			-	-	
			-	-	
Branding					
From:					
Travel - Branding	398	50,000	(400)	49,600	(400)
			-	-	
			(400)		(400)
To:					
Marketing Opportunity Fund	380	-	400	400	400
			-	-	
			400		400
Sports					
From:					
None				-	
				-	
			-		
To:					
				-	
				-	
			-		
			-		
Safety and Security					
From:					
None				-	
				-	
			-		
To:					
				-	
				-	
			-		
			-		

Hawaii Tourism Authority
 Budget Statement - Summary
 FY 2021
 As of August 31, 2020

Category	Tourism Special Fund				Convention Center Enterprise Special Fund			
	Fiscal Year 2021				Fiscal Year 2021			
	Budget	YTD Amount of Budget Used	Balance	Activity for August 2020	Budget	YTD Amount of Budget Used	Balance	Activity for August 2020
Revenues								
TAT Revenue Allocation	-	-	-	-	-	-	-	-
Prior Year Carryover	43,674,688	-	43,674,688	-	-	-	-	-
Availability of \$5M Emergency Fund (Subject to Governor Approval)	5,000,000	-	5,000,000	-	-	-	-	-
Other	-	-	-	-	-	-	-	-
	<u>48,674,688</u>	<u>-</u>	<u>48,674,688</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Expenditures								
Perpetuating Hawaiian Culture								
Hawaiian Culture Programs	4,045,081	-	4,045,081	-	-	-	-	-
In-House Contracted Staff - Hawaiian Culture	-	-	-	-	-	-	-	-
State Employee Salaries - Hawaiian Culture	217,140	217,140	-	-	-	-	-	-
Subtotal	<u>4,262,221</u>	<u>217,140</u>	<u>4,045,081</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Natural Resources (Statute: \$1M minimum)								
Natural Resources Programs	2,581,943	-	2,581,943	-	-	-	-	-
In-House Contracted Staff - Natural Resources	20,000	20,000	-	20,000	-	-	-	-
State Employee Salaries - Natural Resources	64,959	64,959	-	(12,500)	-	-	-	-
Subtotal	<u>2,666,902</u>	<u>84,959</u>	<u>2,581,943</u>	<u>7,500</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Community								
Community Programs	3,313,642	147,174	3,166,468	147,174	-	-	-	-
In-House Contracted Staff - Community	-	-	-	-	-	-	-	-
State Employee Salaries - Community	147,120	147,120	-	-	-	-	-	-
Subtotal	<u>3,460,762</u>	<u>294,294</u>	<u>3,166,468</u>	<u>147,174</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Branding								
Branding Programs	28,082,027	3,500,000	24,582,027	3,500,000	-	-	-	-
In-House Contracted Staff - Branding	-	-	-	-	-	-	-	-
State Employee Salaries - Branding	508,648	508,648	-	-	-	-	-	-
Subtotal	<u>28,590,675</u>	<u>4,008,648</u>	<u>24,582,027</u>	<u>3,500,000</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Sports								
Sports Programs	2,637,864	2,332,864	305,000	-	-	-	-	-
Subtotal	<u>2,637,864</u>	<u>2,332,864</u>	<u>305,000</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Safety and Security								
Safety and Security Programs	891,667	319,328	572,339	319,328	-	-	-	-
Subtotal	<u>891,667</u>	<u>319,328</u>	<u>572,339</u>	<u>319,328</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Tourism Research								
Tourism Research Programs	2,422,942	442,499	1,980,443	118,255	-	-	-	-
In-House Contracted Staff - Tourism Research	-	-	-	-	-	-	-	-
State Employee Salaries - Tourism Research	384,180	384,180	-	-	-	-	-	-
Subtotal	<u>2,807,122</u>	<u>826,679</u>	<u>1,980,443</u>	<u>118,255</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Hawai'i Convention Center								
Sales & Marketing	-	-	-	-	-	-	-	-
Operations	-	-	-	-	-	(205,763)	205,763	(48,661)
Major Repair & Maintenance	-	-	-	-	-	-	-	-
Subtotal	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>(205,763)</u>	<u>205,763</u>	<u>(48,661)</u>
Administrative (Statute: Cannot exceed 3.5% = \$2,765,000)								
Operations	665,558	97,070	568,488	97,070	-	-	-	-
In-House Contracted Staff - Admin	-	-	-	-	-	-	-	-
State Employee Salaries - Admin	1,047,227	1,047,227	-	-	-	-	-	-
Subtotal	<u>1,712,785</u>	<u>1,144,297</u>	<u>568,488</u>	<u>97,070</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Organizationwide Costs								
State Employee Fringe	1,360,090	1,360,090	-	(7,500)	-	-	-	-
Organization-Wide	195,000	105,000	90,000	-	-	-	-	-
Governance - Board/Others	89,600	12,962	76,638	12,962	-	-	-	-
Subtotal	<u>1,644,690</u>	<u>1,478,052</u>	<u>166,638</u>	<u>5,462</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Total Expenditures	<u>48,674,688</u>	<u>10,706,261</u>	<u>37,968,427</u>	<u>4,194,789</u>	<u>-</u>	<u>(205,763)</u>	<u>205,763</u>	<u>(48,661)</u>
Revenues vs Expenditures	<u>-</u>	<u>(10,706,261)</u>			<u>-</u>	<u>205,763</u>		
Administrative Cap (3.5%, HRS 201B-11)	2,765,000	2,765,000						
HTA's Budgeted/Actual Administrative Costs (applying AG Definition)	<u>1,712,785</u>	<u>1,144,297</u>	1.4%					
	1,052,215	1,620,703						

Hawaii Tourism Authority
Budget Statement
FY 2021 - As of August 31, 2020

Program Number	Program Title	Budget - FY21	Encumbered (Budget Used) - FY21	Budget Remaining	August 2020 Activity
Perpetuating Hawaiian Culture					
201	Kukulu Ola: Living Hawaiian Cultural Prog	3,059,781.00	0.00	3,059,781.00	0.00
202	Hawaiian Culture Initiative	950,000.00	0.00	950,000.00	0.00
203	Ma'ema'e HTA	15,000.00	0.00	15,000.00	0.00
204	Market Support	20,000.00	0.00	20,000.00	0.00
297	Memberships and Dues - Hawaiian Culture	300.00	0.00	300.00	0.00
299	In-House Contracted Staff - Hawaiian Culture	0.00	0.00	0.00	0.00
932	Salaries - Hawaiian Culture	217,140.00	217,140.00	0.00	0.00
Subtotal	Perpetuating Hawaiian Culture	4,262,221.00	217,140.00	4,045,081.00	0.00
Natural Resources					
402	Aloha Aina (formerly NR and Leg Prov NR)	2,376,276.00	0.00	2,376,276.00	0.00
406	Visitor Impact Program	205,667.00	0.00	205,667.00	0.00
499	In-House Contracted Staff - Natural Resources	20,000.00	20,000.00	0.00	20,000.00
936	State Employee Salaries - Natural Resources	64,959.00	64,959.00	0.00	(12,500.00)
Subtotal	Natural Resources	2,666,902.00	84,959.00	2,581,943.00	7,500.00
Community					
731	Community-Based Tourism - Oahu	825,000.00	40,165.50	784,834.50	40,165.50
732	Community-Based Tourism - Maui County	825,000.00	67,550.00	757,450.00	67,550.00
733	Community-Based Tourism - Hawaii Island	825,000.00	5,165.50	819,834.50	5,165.50
734	Community-Based Tourism - Kauai	825,000.00	34,293.00	790,707.00	34,293.00
797	Memberships and Dues - Community	500.00	0.00	500.00	0.00
798	Travel - Community	13,142.00	0.00	13,142.00	0.00
933	State Employee Salaries - Community	147,120.00	147,120.00	0.00	0.00
Subtotal	Community	3,460,762.00	294,294.00	3,166,468.00	147,174.00
Branding					
4	Cruise Infrastructure Improvements and Arrival Experience	50,000.00	0.00	50,000.00	0.00
318	gohawaii.com (formerly Online Website Coordination)	300,000.00	0.00	300,000.00	0.00
320	Island Chapters Staffing and Admin	2,400,000.00	0.00	2,400,000.00	0.00
321	US (formerly North America)	17,685,707.00	3,500,000.00	14,185,707.00	3,500,000.00
322	Canada	373,820.00	0.00	373,820.00	0.00
323	Japan	5,000,000.00	0.00	5,000,000.00	0.00
324	Korea	400,000.00	0.00	400,000.00	0.00
325	Oceania	500,000.00	0.00	500,000.00	0.00
339	Global Digital Marketing Strategy (former Intl Online Strat)	380,500.00	0.00	380,500.00	0.00
350	Global Mkt Shared Rescues (formerly Intellect Prop Data Bank)	787,000.00	0.00	787,000.00	0.00
380	Marketing Opportunity Fund	400.00	0.00	400.00	0.00
397	Memberships and Dues - Branding	125,000.00	0.00	125,000.00	0.00
398	Travel - Branding	49,600.00	0.00	49,600.00	0.00
723	Hawaii Film Office Partnership	30,000.00	0.00	30,000.00	0.00
934	State Employee Salaries - Branding	508,648.00	508,648.00	0.00	0.00
Subtotal	Branding	28,590,675.00	4,008,648.00	24,582,027.00	3,500,000.00
Sports					
312	PGA Tour Contracts	2,166,864.00	2,166,864.00	0.00	0.00
377	Polynesian Football HoF	155,000.00	0.00	155,000.00	0.00
378	UH Athletics Branding Partnership	316,000.00	166,000.00	150,000.00	0.00
Subtotal	Sports	2,637,864.00	2,332,864.00	305,000.00	0.00
Safety and Security					
601	Visitor Assistance Programs	500,000.00	0.00	500,000.00	0.00
602	Crisis Management	391,667.00	319,327.71	72,339.29	319,327.71
Subtotal	Safety and Security	891,667.00	319,327.71	572,339.29	319,327.71
Tourism Research					
505	Est of Visitor Arrivals by Country by Month	3,500.00	0.00	3,500.00	0.00
506	Infrastructure Research (Accommodations and Airseats)	520,879.00	0.00	520,879.00	0.00
512	Visitor Arrivals and Departure Surveys	1,150,581.00	393,783.55	756,797.45	69,540.00
513	Evaluation and Performance Studies	662,810.00	48,025.00	614,785.00	48,025.00
514	Marketing Research	42,850.00	0.00	42,850.00	0.00
597	Memberships and Dues - Research	42,322.00	690.00	41,632.00	690.00
935	State Employee Salaries - Research	384,180.00	384,180.00	0.00	0.00
Subtotal	Tourism Research	2,807,122.00	826,678.55	1,980,443.45	118,255.00
Administrative					
101	Community-Industry Outreach & Public Relations Svcs	265,000.00	0.00	265,000.00	0.00
103	hawaiiauthority.org (formerly HTA web/Global Social)	86,858.00	11,858.40	74,999.60	11,858.40
901	General and Administrative	288,700.00	85,211.74	203,488.26	85,211.74
930	State Employee Salaries - Admin	1,047,227.00	1,047,227.00	0.00	0.00
998	Travel - Admin	10,000.00	0.00	10,000.00	0.00
Subtotal	Administrative	1,697,785.00	1,144,297.14	553,487.86	97,070.14
Governance and Organization-Wide					
915	Organization-Wide	195,000.00	105,000.00	90,000.00	0.00
919	Governance - Gen Board/Others	89,600.00	12,962.00	76,638.00	12,962.00
931	State Employees Fringe	1,360,090.00	1,360,090.00	0.00	(7,500.00)
Subtotal	Governance and Organization-Wide	1,644,690.00	1,478,052.00	166,638.00	5,462.00
Total	FY 2021 Funds	48,659,688.00	10,706,260.40	37,953,427.60	4,194,788.85
Protocol Fund					
909	Protocol Fund	15,000.00	0.00	15,000.00	0.00
Subtotal	Administrative	15,000.00	0.00	15,000.00	0.00
Total	FY 2021 Funds	15,000.00	0.00	15,000.00	0.00