



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

**REGULAR MARKETING STANDING COMMITTEE MEETING
HAWAII TOURISM AUTHORITY**

Po'akolu, 28 'Okakopa 2020, 10:30 a.m.
Wednesday, October 28, 2020 at 10:30 a.m.

Hālāwai Kikoho'e
VIRTUAL MEETING

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

Register in advance for this webinar:

https://zoom.us/webinar/register/WN_rlqeQnZuSjCmTOqtlk4_NQ

**After registering, you will receive a confirmation email
containing information about joining the webinar.**

Papa Kumumana'o – Ho'ololi 'Ia
AMENDED AGENDA

1. *Ho'omaka A Pule*
Call to Order and Pule
2. *'Āpono I Ka Mo'o 'ōlelo Hālāwai*
Approval of Minutes of the September 23, 2020 HTA Marketing Standing Committee Meeting
3. *Hō'ike A Expedia Group No Ka Heluna Makemake No Hawai'i*
Presentation from Kevin Sahara, Director, Hawaii, Market Management, Lodging, Expedia Group-media solutions regarding insight on market demand for Hawai'i by islands 2020 and 2021.
4. *Hō'ike A Ka Luna Noi'i 'Oihana Ho'okipa No Nā 'Ākena Huaka'i*
Presentation by Jennifer Chun, HTA Director of Tourism Research regarding
 - a. Travel agents booking pace November, December 2020 and 2021
 - b. Countries with the US being on the “do not travel list” & “14-day quarantine”



5. *Hō'ike A Ka Luna 'Ike Kūhohonu Mākeke No Nā Hui Mokulele*
Presentation by Jeffrey Eslinger, HVCB Senior Director of Market Insights, regarding airlines booking pace for November, December 2020 and into 2021.
 - a. What does load factor with COVID-19 safety protocol look like
 - b. Which airlines have their own Hawai'i approved testing program
6. *Hō'ike A Hawai'i Tourism Oceania No Ke Kūlana Huaka'i*
Update regarding Hawai'i Tourism Oceania border closing
7. *Hō'ike A Ka Luna Hokona No Ka 'Inikua Huaka'i*
Presentation by Jadie Goo, HTA Director of Marketing, regarding COVID-19 Travel Insurance updates and who offers this insurance.
8. *Hō'ike A Hawai'i Tourism Canada No Ke Kūlana Huaka'i*
Presentation by Hawai'i Tourism Canada's Susan Webb, Country Director, regarding earliest flight scheduled, what in country initiatives are taking place to bring the borders down to travel to the US and the 14-day quarantine once they return home. What pre-testing looks like for Canadians coming into Hawai'i and an overview of branding Hawai'i now. What messaging are being used to communicate to the Travel Agents and what the present booking pace look like
9. *Hō'ike A Hawai'i Tourism Japan No Ke Kūlana Huaka'i*
Presentation by Hawai'i Tourism Japan's Eric Takahata, Managing Director, on what booking pace looks like from our wholesale partners
 - a. When will the 14-day quarantine be lifted for US travelers into Japan
 - b. What does the airline schedule into Hawai'i look like
10. *Hō'ike A Hawai'i Visitors & Convention Bureau No Ke Kūlana Huaka'i*
Presentation by Hawai'i Visitors & Convention Bureau's John Monahan, President and CEO and Jay Talwar, Senior Vice President and Chief Marketing Officer regarding the domestic travelers concerns and questions, along with an update on their activities
 - a. Concerns on 72 hours turnaround time on pre-COVID testing
 - b. Partners and customers want to know what to expect before they arrive
 - c. What are our hotel safety standards, what is in place?
 - d. Are the beaches open, what are the rules?
 - e. Are restaurant open
 - f. Are hotels pool open and do we have to wear a mask
 - g. What attractions are open, what can I do and see
 - h. Promotion Overview
 - i. Partners
 - j. Messaging Update
 - k. Media Update
 - l. Earned media update



11. *Hō'ike No Ka Papahana Ka'a'ike Ho'oulu Pā'oihana Li'ili'i*

Presentation by Kelly Sanders, Senior Vice President of Operations, Highgate Hawai'i, approval for funding a communication plan for guests to frequent and support small businesses.

12. *Ho'oku'u*

Adjournment

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

*** Executive Session: The Board may conduct an executive session closed to the public pursuant to Hawai'i Revised Statutes (HRS) § 92-4. The executive session will be conducted pursuant to § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) for the purpose of consulting with the board's attorney on questions and issues pertaining to the board's powers, duties, privileges, immunities, and liabilities; and to discuss information that must be kept confidential to protect Hawai'i's competitive advantage as a visitor destination.

Kono 'ia ka lehulehu e nānā 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 ariana.kwan@gohta.net. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Ariana Kwan (973-2254 a i 'ole ariana.kwan@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 be submitted prior to the meeting to the HTA by email to ariana.kwan@gohta.net; Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Ariana Kwan (973-2254 or ariana.kwan@gohta.net) no later than 3 days prior to the meeting so arrangements can be made.