



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

**REGULAR BOARD MEETING  
HAWAII TOURISM AUTHORITY**

**Po'ahā, 29 'Okakopa 2020, 9:30 a.m.  
Thursday, October 29, 2020 at 9:30 a.m.**

***Hālāwai Kikoho'e***

**VIRTUAL MEETING**

*Hiki i ka lehulehu ke hālāwai pū ma o ka ZOOM.*

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

***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 September 24, 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 September 2020:
  - Major Market Management including Destination Marketing Management Services, Global Meetings, Conventions and Incentives (MCI) Program Management Services, Responsible Tourism, Support of State COVID-19 Mitigation Efforts



5. *Hō'ike A aio Digital Me PathCheck No Nā Lako 'Enehana Hou*  
Presentation by aio Digital and PathCheck on the AlohaSafe Technological Tools that Have Been Developed in Partnership with the State Department of Health to Help Keep Hawaii Safe During this COVID-19 Crisis
6. *Hō'ike 'Ikepili Noi'i 'Oihana Ho'omāka'ika'i*  
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
7. *Hō'ike, Kūkākūkā A Ho'oholo No Nā Mo'okālā*  
Presentation, Discussion and Action on HTA's Financial Reports for September 2020
8. *Kūkākūkā A 'Āpono I Ka Mo'okālā Kikowaena Hālāwai Kūikawā*  
Discussion and Approval of the FY21 Convention Center Enterprise Special Fund Budget
9. *Hō'ike A Ke Kōmike Hokona Kūmau No Ke Kūkākūkā A Ho'oholo*  
Report of the Marketing Standing Committee with the Committee's Recommendations to Support Various Marketing Proposals, for Discussion and Action by the Board
10. *Ho'oku'u*  
Adjournment

*\*\*\* 'Aha Ho'okō: Ua hiki i ka Papa Alaka'i ke mālama i kekahi hālāwai kūhelu i kū i ka Hawaii 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 Hawaii '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 Hawaii 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 Hawaii's competitive advantage as a visitor destination.



# HAWAII TOURISM AUTHORITY

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David Y. Ige  
Governor

John De Fries  
President and Chief Executive Officer

*Kono 'ia ka lehulehu e komo mai i ka hālāwai a ho'ouana mai i ka 'ōlelo hō'ike kākau 'ia no kēlā me kēia kumuhana i helu 'ia ma ka papa kumumana'o. Hiki ke ho'ouana mai i nā 'ōlelo hō'ike kākau 'ia ma mua o ka hālāwai iā [carole@gohta.net](mailto: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](mailto: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](mailto: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](mailto:carole@gohta.net)) no later than 3 days prior to the meeting so arrangements can be made.

## **2**

Approval of Minutes of the  
September 24, 2020 Board Meeting



**REGULAR BOARD MEETING**  
**HAWAII TOURISM AUTHORITY**  
**Thursday, September 24, 2020**  
**Virtual Meeting**

**MINUTES OF REGULAR BOARD MEETING**

<b>MEMBERS PRESENT:</b>	Richard Fried (Chair), David Arakawa, Fred Atkins, Daniel Chun, George Kam, Kyoko Kimura, Ku'uipo Kumukahi, Sherry Menor-McNamara, Benjamin Rafter, Kelly Sanders, and Kimi Yuen
<b>MEMBER NOT PRESENT:</b>	Micah Alameda
<b>HTA STAFF PRESENT:</b>	John De Fries, Keith Regan, Pattie Herman, Marc Togashi, Marisa Yamane, Kalani Ka'anā'anā, Caroline Anderson, and Jennifer Chun
<b>GUESTS:</b>	Senator Glenn Wakai and Representative Richard Onishi
<b>LEGAL COUNSEL:</b>	Gregg Kinkley

**1. Call to Order and Pule:**

Keith Regan, HTA Chief Administrative Officer, called the meeting to order at 9:30 a.m. Mr. Regan provided instructions to the general public with regard to submitting testimony. He confirmed the attendance of the Board by roll call. Mr. Regan turned the floor over to Chair Richard Fried. Kalani Ka'anā'anā, HTA Director of Hawaiian Cultural Affairs & Natural Resources, opened the meeting with a pule.

**2. Approval of Minutes of the August 27, 2020 Board Meeting:**

Chair Fried requested a motion to approve the minutes of the August 27, 2020 Board meeting. George Kam made a motion, which was seconded by Kelly Sanders. 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 August 2020:**

Chair Fried recognized John De Fries, HTA President & CEO, and welcomed him to his first Board meeting. Mr. De Fries thanked the Board for the opportunity to lead the organization and said the first nine days have been exciting and a steep learning curve. He noted that he has had a number of meetings with elected officials and the PGA. Mr. De Fries commended the staff for their hard work and for welcoming him into the organization.

Mr. De Fries recognized Mr. Regan, who prepared the report for this month's meeting. Mr. Regan commended the HTA team for their hard work. He reported that many team members continue to work remotely, and team leaders are managing work flow and productivity. The program managers continue to push forward with continuing programs and newly approved programs. Mr. Regan highlighted that the Nā Ala Hele Program has been moving forward and the Mānoa Falls Trail improvements have been completed. He reported that the 'Iolani Palace repair project has been moving along and a significant number of improvements have been made. He noted that the bees embedded in the walls of the palace have been removed. He added that the rehabilitation of the coronation stand was also a part of the palace repairs.

Mr. Regan reported that the destination management action plans have been moving along very well. He commended Caroline Anderson, HTA Director of Community Enrichment, and thanked the Board members for their involvement. He noted that the Kauai, Maui, Moloka'i, and Lāna'i steering committees have already met, and the project will have incredible results.

Mr. Regan said Pattie Herman, HTA Vice President of Marketing & Product Development, and her marketing team have been doing an outstanding job in preparing for the restart of the visitor industry on October 15th. He noted that HVCB and HTJ have been doing excellent work with their recovery marketing campaigns.

Mr. Regan reported that Marisa Yamane, HTA Director of Communications & Public Relations, and her communications team have been disseminating information to the visitor



industry. He noted that Ariana Kwan, HTA Administrative Assistant, and Ms. Yamane redesigned and redeveloped the HTA website and improved the COVID-19 information page in a nicely packaged and intuitive format. He added that HTA saved money by doing the redesign in-house, and the template can be used for other purposes on the website.

Mr. Regan commended Jennifer Chun, HTA Director of Tourism Research, and her team for timely publishing reports. He then commended Marc Togashi, HTA Vice President of Finance, and his team. He thanked Chair Fried and the Board for bringing Mr. De Fries into the organization and noted that there is a palpable sense of excitement, optimism, and energy.

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

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

Chair Fried recognized Mr. Ka'anā'anā to provide an update on the establishment of a Surfing and Canoe Paddling Advisory Group. Mr. Ka'anā'anā said the committee needs to leverage new technologies, platforms, and organizations to promote surfing and canoe paddling. He noted that the Kahua (foundation) of the committee's work will be environment, culture, community, education, safety, and infrastructure. He added that the committee is in alignment with the 5-Year Strategic plan and HTA's Four Pillars. Mr. Ka'anā'anā explained that the committee's work will promote human and environmental health, celebrate Hawai'i's connection to the sports and the ocean, develop the ability to be an environmentally-aligned economic driver, create development opportunities for established and related industries, emphasize social and economic benefits, make recommendations of support for related initiatives, projects, programs and contracts, and raise public awareness for historical and cultural significance.

Mr. Ka'anā'anā recognized the budgetary limitations and said the committee will leverage partnerships that do not cost money like with Mālama Pono. He added that the committee would work with the USA Surf Team, work to showcase the history of the sports in a museum setting, and support volunteer groups that clean beaches. He noted that activities and sports are statistically the number one reason why avid travelers visit Hawai'i, and Hawai'i visitors are more than twice as likely to engage in water sports.

Gregg Kinkley asked if the advisory committee will be a standing committee or a permitted interaction group. Mr. Ka'anā'anā responded that it would be neither, but rather a community-generated advisory group. Mr. Kinkley replied that if that is the case, then the Board does not have the statutory authority to create an outside advisory committee. He



noted that in this circumstance, it would be within the Board's authority to nominate a member of the Board to sit on the committee. Chair Fried said Mr. Ka'anā'anā and Mr. Kam should be a part of the committee regardless of how it is denominated.

David Arakawa asked Mr. Kinkley for his recommendation for establishing the advisory committee. Mr. Kinkley responded that if the advisory committee is construed as being created by HTA, the advisory committee would likely fall under the Sunshine Law. Mr. Ka'anā'anā replied that this advisory committee would be like the other advisory committees supported by HTA staff. Mr. Kinkley responded that if the advisory committee is a HTA staff matter and someone from the Board is in attendance, there would be no issues with the Sunshine Law. He noted that HTA staff members are free to convene meetings of interested parties to further the purpose of the organization. He added that the Board can nominate a member to participate in the staff-convened meetings.

Mr. Rafter asked Mr. Ka'anā'anā if he is requesting funds for the advisory committee. Mr. Ka'anā'anā responded that the committee members would be volunteering their time and will not be compensated. He added that there would be no cost to convene meetings because the meetings would be virtual.

Representative Richard Onishi asked if the committee would assist with the evaluation of submitted inquiries for projects and funding, or if it would determine what types of projects should be done. He cautioned that generating projects is not HTA's responsibility. Mr. Ka'anā'anā said it would be a little of both. Senator Glenn Wakai responded that it would be like a neighborhood board in that there is no budget and the committee would not strike deals. Rather, the advisory committee would offer ideas for worthwhile projects and be in touch with community sentiment. For example, the committee could decide that there should be a surf museum in Hawai'i. Sen. Wakai said that hopefully either the private sector or Legislature would take that idea, fund it, and make it happen. He noted that the committee will not make things happen, but rather develop ideas to generate momentum to make things happen. Sen. Wakai said the committee would be in a purely advisory capacity.

Rep Onishi said that this activity may not fall within the scope of HTA's responsibilities, and HTA should be careful expending staff resources for the coordination of the committee. He noted that it is a slippery slope to create advisory committees for matters that fall outside of HTA's role. Sen. Wakai responded that the advisory committee falls within the HTA Pillar of Perpetuating Hawaiian Culture. He added that no one else is moving on this issue, and HTA is the perfect organization to take the lead because it is aligned with HTA's responsibilities.



Sen. Wakai added that Mr. Ka'anā'anā is willing to take on this project, and it will not be a huge commitment of time or financial resources.

Mr. De Fries expressed that he believes that the advisory committee falls under each of HTA's Four Pillars, but is mindful of Rep. Onishi's concerns. Chair Fried said it would be good to have a committee of some capacity to deal with these two items that are unique and critical to Hawai'i. He recommended that Mr. Ka'anā'anā come up with a solution by the next regular Board meeting that is amenable to everyone because it makes sense for HTA to take the lead on this.

Mr. Arakawa said he would like the Board to make a motion to support the initiative. He noted that the HTA staff has been working within these staff committees for years. He added that he trusts Mr. De Fries and Mr. Ka'anā'anā to continue working on this initiative. Mr. Arakawa said they can work in conjunction with Mr. Kinkley to ensure that such a committee complies with the relevant statutory requirements and take into consideration the concerns of Sen. Wakai and Rep. Onishi. Mr. Sanders agreed with Mr. Arakawa. Chair Fried said this would be the type of activity to improve resident sentiment. He told Mr. Ka'anā'anā to put a group together and then come back to the Board with a recommendation to either carve out a separate standing committee or keep it as a function of the HTA staff.

Ms. Kumukahi made a motion to support Mr. Ka'anā'anā proceeding with this initiative, which was seconded by Daniel Chun. The motion was unanimously approved

Chair Fried invited the public to provide 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 Ms. Chun to present current market insights and conditions. She reported that a new resident sentiment survey is in the field and will conclude before the election. She explained that it is a phone survey open to any resident over the age of 18. Ms. Chun noted that the Department of Taxation has not updated the July TAT collections, and she will provide an update at the next Board meeting. Ms. Chun did a comparison of hotel occupancy with current room inventory against hotel occupancy with full room inventory. She said that in April, hotel occupancy with current room inventory at the time was 8.9%, whereas hotel occupancy would be 4.9% with full room inventory. In August, hotel occupancy with current room inventory was 21.7%, whereas hotel occupancy would be 12.2% with full inventory. She noted that this trend applied to all islands.



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

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

Chair Fried recognized Mr. Regan to present the financial reports. Mr. Regan reported that this is the second month of the current fiscal year, and HTA has received no TAT. He said expenditures are low. He explained that encumbrances are not a cash-out, but rather a hold to support a contract or anticipated payment. Mr. Regan noted that there were \$4.1 million for different contracts encumbered in August. He added that year-to-date there are \$10.7 million in encumbrances for the fiscal year. He said there is \$41.8 million in total encumbrances, which include encumbrances from prior fiscal years. Mr. Regan noted that \$14.7 million is in the process of being disencumbered. He said there is an additional \$3.9 million in available funds. He recommended keeping the funds unallocated and in reserve in the event HTA does not receive CARES Act reimbursement or Governor David Ige does not release the \$5 million in emergency funds.

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

Chair Fried invited the public to provide testimony. Mieko Horikoshi provided testimony. Ms. Horikoshi said she believes that it is a great idea to focus more on mindful tourism. However, she expressed concern that doing so would mean fewer visitors, which will result in less revenue and hurt small businesses. Chair Fried responded that there needs to be a balance to keep COVID-19 in check and ensure that the economy does not die. He added that HTA wants small businesses to survive. Sherry Menor-McNamara explained that small, local businesses are at a critical juncture. She said it would be helpful if HTA's marketing partners actively supported small businesses with specific campaigns. She added that HTA's marketing partners have the opportunity to develop something creative to keep small businesses open. Ms. Horikoshi said a safe reopening is important, but expressed frustration that some residents are not complying with social distancing guidelines. Chair Fried responded that the rules need to be strictly enforced and hopes that everyone understands that.

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

Chair Fried recognized Mr. Sanders to make his report of the Marketing Standing Committee meeting. Mr. Sanders reported that it was a productive and informative meeting and thanked HVCB and HTJ for their work and presentations. Mr. Kam said Travelzoo gave a presentation on how they attract higher end travelers. He added that it was a basic



presentation that was well-received. Mr. Kam also expressed appreciation for HVCB's and HTJ's presentations. He added that Ms. Menor-McNamara had great comments about how to support local businesses that are the heart and soul of the community.

Mr. Arakawa asked Chair Fried if it would be appropriate for these presentations to be made to the full Board because the Board members not on the Marketing Committee only hear summaries. Mr. Arakawa suggested that the presenters can come back and do the presentations as a Board agenda item Mr. Sanders said everyone would benefit from receiving the Power Points from each presentation. Chair Fried responded that receiving the Power Point presentations would be a happy medium, and any specific questions can be directed to Ms. Herman.

Chair Fried recognized Mr. De Fries to make closing remarks. Mr. De Fries said he is the beneficiary of a 5-Year Strategic Plan approved by the Board. He noted that the Natural Resources Pillar is benefitting from the economic collapse, but the other pillars are suffering. Mr. De Fries said it is important to find a place to connect as things unravel at a rapid speed and for him it is Waikīkī Beach. He described Waikīkī Beach as a world-class destination and where he grew up. He said the ability to care for Hawai'i is not exclusive to native Hawaiians. All kama'āina have the ability to connect with Hawai'i, and Hawai'i is currently under threat.

Mr. De Fries described mālama as an organizing principle for the work at HTA by bringing together disparate parts of the community that normally do not come together. He described mālama as a sister traditional value to aloha, and the concept of protecting, caring for, and nurturing Hawai'i will be as important as aloha. He added that mālama is embedded in HTA as an institution and in the visitor industry. Mr. De Fries said visitors need to be educated on how to mālama Hawai'i and its residents. He said a new kind of tourism needs to be built around the Hawaiian cultural value of mālama.

Mr. De Fries envisions tourism as a positive force for change. He noted that tourism needs to be the driver of diversification of the economy. He said tourism is not a monolithic institution or singular industry complex, but rather a fragile ecosystem with the immediate community around it that becomes operational as residents come in as staff. He said resort owners need to look at how to build resilience within that ecosystem and within that community. Mr. De Fries said HTA needs to nurture small businesses and support entrepreneurial development training to build capacity that supports the larger ecosystem. He noted that the pandemic has shown that when the supply chain is too reliant, Hawai'i becomes increasingly more vulnerable. Mr. De Fries said Mālama Ku'u Home represents a connection with Hawai'i and the effort to establish a different mindset of how the local community interacts with the visitor industry. He noted that mālama is a call to action.



**9. Adjournment:**

The meeting adjourned at 11:08 a.m.

Respectfully submitted,

*Reyn S.P. Ono*

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Reyn S.P. Ono  
Recorder

# **4**

## **Report of the CEO Relating to Staff's Implementation of HTA's Programs During September 2020**



## MEMORANDUM

TO: HTA Board of Directors

FROM: John De Fries, President and CEO

DATE: October 29, 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 September 24, 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. Kāheha Program**

#### Harbors

The statewide Kāheha 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 Kāheha 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**

### He Aupuni Palapala: Preserving and Digitizing the Hawaiian Language Newspapers

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.

### HTA Strategic Plan Translation Project

HTA staff have finalized a Hawaiian translation of the 2020-2025 HTA Strategic Plan. Staff are currently in the process of laying out the plan with visual elements. The translated version will be published in soft copy only and posted to the HTA website alongside the English version.

## **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 finished 2 rounds of Steering Committee meetings for Kaua'i, Maui, Moloka'i and Lāna'i, and its first Steering Committee meeting for Hawai'i Island. Kaua'i, Maui, Moloka'i and Lanai Steering Committees have developed draft actions which will be shared in community meetings to be held on Oct 21-22 (Kaua'i) and October 27 (Lāna'i), October 28 (Maui) and October 29 (Moloka'i).

The process for Hawaii Island's DMAP is a different from the other islands in that the Steering Committee members are also part of the County of Hawaii's Tourism Strategic Plan's (TSP) four cohorts (working groups) which are aligned with its TSP's four goals. The Steering Committee members will work with the cohorts to generate actions for its island's DMAP. Their community meeting is set for November 17.

On October 6, HTA issued a press release on the DMAPs and its community meetings. Newspapers ads were placed on Kauai, Molokai, and Maui's publications. Lanai's ad space was sold out, so flyers will be mailed to households. Molokai households will also receive a flyer in addition to the input survey, as the Molokai Steering Committee was concerned that their residents might not have access to the internet to submit their feedback. Social media posts and boosts were also placed to spread the word about the community meetings.

Staff also worked on development of the input webforms, the community presentations, and finalizing the draft actions for public review.

##### **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 for its Mālama Hawai'i program that highlights projects that visitors can partake in and give back to the destination through activities such as voluntourism projects.

**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.

<b>Organization</b>	<b>Project Title</b>	<b>Website</b>	<b>Event Date</b>	<b>Island</b>
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	<a href="http://www.Lanaiguideapp.org/map">www.Lanaiguideapp.org/map</a>		Lāna'i
Haleiwa Main Street	Haleiwa Interpretative Signage Project and Walking Tour Map	<a href="http://www.gonorthshore.org">www.gonorthshore.org</a>		O'ahu
Ki-ho'alu Foundation	38th Annual Hawaiian Slack Key Guitar Festival "Kaua'i Style"	<a href="http://www.facebook.com/Slackkeyfestivals">www.facebook.com/Slackkeyfestivals</a>	Nov. 22	Hawai'i, Kaua'i
Hawai'i Ag and Culinary Alliance	Hawai'i Food & Wine Festival	www.HawaiiFoodandWineFestival.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 (September 1)
- News Release: Hawai‘i Passenger Arrivals Data on HTA’s Website (September 2)
- News Release: John De Fries is the New President and CEO of the Hawai‘i Tourism Authority (September 9)
- News Release: HTA Responds to the State’s Decision to Start the Pre-travel Testing Program on October 15 (September 16)
- Report: HTA Hawai‘i Hotel Performance Report for August 2020 (September 18)
- Report: HTA Hawai‘i Vacation Rental Performance Report for August 2020 (September 24)
- News Release: HTA Responds to Group with Similar Name (September 25)
- News Release: Hawai‘i Visitor Statistics Released for August 2020 (September 28)

### Media Relations

- Hawai‘i Public Radio: Responded to a request from Catherine Cruz, host of The Conversation, for an interview with John De Fries (JDF). Advised her that he has not been officially hired yet. (Sept. 3)
- Travel Weekly: Responded to an email from reporter Tovin Lapin, asking if JDF has accepted the job offer. Told him once that’s finalized we will issue another press release. (Sept. 7)
- Denver Post: Responded to an email from reporter Sam Tabachnik, asking about the Love Has Won situation this past week. Told him that HTA was not involved with that and to reach out to Kaua‘i or Maui County. Also sent him the link to the Maui County press release regarding the situation. (Sept. 8)
- KHON: Responded to an inquiry from reporter Jenn Boneza, who’s “looking into a possibility that the travel bubble may be implemented in October given All Nippon Airways’ (ANA) announcement of two flights from Japan to Hawai‘i.” Told her she should check with ANA because we’ve heard that those flights are mainly to transport essential workers and students, and that Japan Airlines did similar the month prior. (Sept. 8)

- Livestream.travel: Responded to an inquiry from Juergen Steinmetz, asking for JDF to participate and be the focus of a Q&A session for an upcoming global Zoom or podcast session. Told him that JDF has not started the job yet. (Sept. 9)
- Honolulu Star-Advertiser: Responded to an email from reporter Allison Schaefer requesting a copy of JDF's contract with salary information. Inquired with Ronald Rodriguez (RR), who cc'd the email to HTA's UIPA inbox and authorized the release of the contract. (Sept. 9)
- Honolulu Star-Advertiser: Responded to an email from reporter Allison Schaefer requesting information about HTA's budget and funding information. Also told her the information is included in the Board meeting packets on HTA's website. (Sept. 9)
- KHON: Responded to an inquiry from reporter Kimberlee Speakman for an interview with JDF. Told her he has not started the job yet. (Sept. 9)
- TravelAge West: Responded to an inquiry from contributor Shane Nelson for an interview with JDF. Told him he has not started the job yet but that we would touch bases on a later date. (Sept. 9)
- KHON: Responded to a request from reporter Sam Spangler, asking for a statement from HTA on a plan to market the state once trans-Pacific travel reopens. Consulted with Keith Regan (KR) and Pattie Herman (PH) and gave him a statement. (Sept. 13)
- KHON: Responded to a follow-up inquiry from reporter Kimberlee Speakman, asking for an interview with JDF. Told her this is his first day and that we would touch bases on a later date. (Sept. 16)
- KITV: Responded to a request from executive producer Cherry Pascual, asking for JDF to do a live interview on Friday at 6:30pm during their newscast. JDF declined the offer. (Sept. 16)
- Honolulu Star-Advertiser: Responded to an inquiry from reporter Allison Schaefer for an interview with JDF. Told her not at this time but that we would touch bases on a later date. (Sept. 17)
- Hawai'i News Now: Responded to an inquiry from producer Linda Siu for an interview with JDF. Told her not at this time but that we would touch bases on a later date. (Sept. 17)
- Budget Travel: Responded to questions from freelance writer Kaeli Conforti regarding the pre-travel testing program. Submitted written responses and also referred her to the DOH's FAQ page: <https://hawaiiicovid19.com/travel/#travel-FAQs>. (Sept. 17)
- Thrifty Traveler: Responded to an email from executive editor Kyle Potter, asking about the specific pre-travel test required. Told him HTA is not in charge of the program and to refer to the DOH's FAQ page. (Sept. 17)
- Fuji TV – Los Angeles bureau: Responded to an email from Shingo Wada, assistant producer, asking if tourists who have taken the PCR test in Japan can come to Hawai'i. Explained the situation that testing protocols are not in place yet by the DOH for anyone traveling from an international location. (Sept. 17)
- TravelAge West: Responded to an inquiry from contributor Shane Nelson for an interview with JDF. Told him not at this time but that we would touch bases on a later date. (Sept. 17)

- Hawai'i News Now: Responded to an email from Sunrise executive producer Ryan Wilson, asking if HTA has a comment about the Maui Invitational moving this year to North Carolina. Reporter Chelsea Davis followed up with a similar request. Gave them a statement from KR, and also gave Chelsea a link to a public Maui County document with more details. (Sept. 18)
- KHON: Responded to a follow-up request from reporter Kimberlee Speakman, asking again for an interview with JDF. Told her not at this time. (Sept. 18)
- Honolulu Star-Advertiser: Responded to a request from Yunji de Nies, host of Spotlight Hawai'i, asking if JDF can do a live interview on their show in October. Scheduled JDF appearance for October 9. (Sept. 21)
- KHON: Responded to another request by reporter Kimberlee Speakman for an interview with JDF. Told her again that once he is ready I would let her know. Also suggested she sign up to attend HTA's marketing and board meetings and to let the producers know too. (Sept. 22)
- PBS Hawai'i: Responded to Insights producer Joy Chong-Stannard, asking if JDF would want to participate in the November 19 edition of Insights. JDF accepted the offer and it was scheduled. (Sept. 22)
- Maui Real Estate Radio: Responded to a request by Clint Hansen for a radio interview with JDF. JDF declined, but I told Clint he may want to sign up to attend HTA's marketing and board meetings. (Sept. 22)
- HNN, KITV, KHON: Alerted the news stations about HTA's September 23 marketing standing committee meeting and September 24 board meeting. (Sept. 23)
- KITV: Responded to an inquiry from reporter Nicole Tam for an interview with JDF. Told her not at this time but we are working to set up interviews on a later date. (Sept. 23)
- Anchorage Daily News: Responded to questions from travel columnist Scott McMurren regarding the testing and rules regarding restaurants and bars. Also sent him links to the proclamations and orders. (Sept. 23)
- Hawai'i Tribune-Herald: Responded to an email from reporter Michael Brestovansky, asking how quickly the hotel industry can get moving starting October 15. Suggested he instead attend the HTA board meeting, which was set to begin in 15 minutes. (Sept. 24)
- Honolulu Star-Advertiser: Responded to an email from reporter Allison Schaefer, asking if the visitor arrivals press release was sent out already. Told her that it hasn't been distributed yet. (Sept. 24)
- Hawai'i News Now: Responded to an email from managing editor Daryl Huff, asking for comment for their airline testing story. Told him we've been instructed to refer all questions about this to the Lt. Governor's office. (Sept. 24)
- KITV: Responded to an inquiry from producer Victoria Cuba to have JDF do a live interview on their show at 6:30 that evening. JDF declined the offer. (Sept. 25)
- The Boston Globe: Responded to an email from correspondent Kari Bodnarchuk, asking about the COVID testing requirements. Sent her links to the DOH's FAQ page, the governor's proclamation and HTA's website; told her we share all of the governor's press conferences on our HTA Facebook page; and gave her the contact information for the Joint Information Center (JIC). (Sept. 27)

- Associated Press: Responded to an inquiry from reporter Caleb Jones, asking for an interview with JDF. Told him that we're working to set up interviews and will let him know later when JDF is available. (Sept. 28)
- Travel Weekly: Responded to an inquiry from reporter Tovin Lapin, asking for an interview with JDF. Told him that we're working to set up interviews and will let him know later when JDF is available. (Sept. 28)
- KHON: Responded to an inquiry from reporter Max Rodriguez, asking for an interview with JDF. Told him that we're working to set up interviews and will let him know later when JDF is available. (Sept. 28)
- KITV: Responded to an inquiry from producer Victoria Cuba, asking if JDF can do a live interview on their 6:30 newscast that evening. JDF declined. (Sept. 28)
- The Garden Island: Responded to an email from reporter Jason Blasco, asking about the testing. Told him that HTA is not in charge of the pre-travel testing program and suggested he reach out instead to the Governor, Lt. Governor, and/or DOH and also through the JIC. Also told him the University of Hawai'i Shidler College of Business webinar regarding travel is happening right now so he may want to tune in. (Sept. 29)
- KHON: Responded to an email from reporter Sara Mattison, asking for an interview with JDF to talk about how HTA is preparing for Hawai'i to open with pre-travel testing on October 15. Told her that JDF is not available today and that we are working with fellow reporter Kimberlee Speakman for her to interview him later. (Sept. 29)
- Honolulu Star-Advertiser: Contacted reporter Allison Schaefer to let her know JDF will do an interview with her on Friday, October 2. (Sept. 29)
- Associated Press: Contacted reporter Caleb Jones to let him know JDF will do a print and broadcast interview with him on Monday, October 5. (Sept. 29)
- KHON: Contacted reporter Kimberlee Speakman to let her know JDF will do an interview with her on Monday, October 5. (Sept. 29)
- Hawai'i Public Radio: Contacted host Catherine Cruz to let her know JDF will do an interview with her on Monday, October 5. (Sept. 29)
- KITV: Contacted reporter Nicole Tam to let her know JDF will do an interview with her on Monday, October 5. (Sept. 29)
- Travel Weekly: Contacted reporter Tovin Lapin to let him know JDF will do an interview with him on Friday, October 2. (Sept. 29)
- TravelAge West: Contacted reporter Shane Nelson to let him know JDF will do an interview with him on Friday, October 2. (Sept. 29)
- ESPN: Responded to an email from reporter Myron Medcalf, who wanted to know about Hawai'i's quarantine policies since he's doing a story about Hawai'i's college basketball team. Told him it's best if he speak with the Attorney General's office since they draft the governor's proclamations. Also gave him the link to the latest proclamation and the contact information for the JIC. (Sept. 30)
- Honolulu Star-Advertiser: Received an inquiry from reporter Allison Schaefer, asking about the CDC's No Sail Order now set to end on October 31, and Norwegian Cruise Line now selling cruises to Hawai'i in November. After speaking with PH and Chris Sadayasu (CS), suggested she contact the DOT instead. (Sept. 30)

- Hawai'i News Now: Contacted producer Linda Siu to let her know JDF will do an interview with them on Monday, October 5. (Sept. 30)
- KITV: Responded to an email from reporter Eddie Dowd, asking if someone from HTA would do a phone interview with him on October 1 about predictions for tourism travel. Told him the governor's office may have a press conference then regarding travel and he could get soundbites from that. (Sept. 30)

### **Community Initiatives and Public Outreach**

- Responded to an inquiry from Micah Mizukami of the University of Hawai'i Center for Oral History, trying to get in touch with Chris Tatum (CT), whom he interviewed a month ago. Forwarded his message to CT. (Sept. 1)
- Responded to an email from Jodee Thompson, who teaches third and fourth grade classes at a homeschool in Pennsylvania. She wanted to request items to share with her class. Gave her links to online sites where she could download and print things for free, and also referred her to DBEDT's new site where she could purchase items from local businesses and explained that many of them are hurting and would appreciate her business. (Sept. 4)
- Responded to an email from Barry Redmayne, director of advertising for Trade Publishing and Printing, asking how he can get one of the TV stations to produce an investigative series on reviving our tourism industry, with six topics for consideration. Told him he could contact the newsrooms with his ideas, or he could pay to partner with a TV station and purchase the airtime. Also suggested he could write a letter to the editor or an Op-Ed to get his message across. (Sept. 4)
- Responded to an email from Randy Reagor, asking HTA to put a digital birdwatching publication on its website. Explained that's not something HTA would do, and suggested he look at HTA's website to get an idea of what's currently included. Also told him much of the focus now is on communicating the latest information about the COVID situation in Hawai'i. (Sept. 8)
- Responded to an email from DJ Brooks, who asked for a suggestion on a charitable organization on Hawai'i Island that helps families that he can donate to. Suggested he contact the Hawai'i County Mayor's office. (Sept. 9)
- Responded to a sales pitch from Paul Sabatino of Naples, Florida, asking if HTA wants to hire him as a TV commercial actor. Declined the offer. (Sept. 10)
- Responded to an email from Jimmy Diep, requesting that HTA repaint or replace the Waikiki light poles along Kalākaua Avenue. Told him that HTA is not in charge of that and he may want to contact the City and County of Honolulu. (Sept. 10)
- Responded to an inquiry from Shanise Kaaikala from Congressman Ed Case's office, requesting a meeting with JDF. Told her he does not officially start the job until Sept. 16 and connected her with Carole Hagihara (CH) for scheduling. JDF met with Congressman Case the week after he started. (Sept. 10)
- Responded to an email from Ed Morita, who was working on an article on papa ku'i'ai (poi boards) for the Hawai'i Food and Wine Festival, and asked about HTA's Kūkulu Ola program after hearing about it from Bishop Museum. Provided link to HTA's website – What We Do page - and connected Ed to Kalani Ka'anā'anā (KK), should he have further questions. (Sept. 15)
- Responded to a sales pitch from Tiffany Machado of Entercom, regarding media and digital purchasing. Forwarded it to Darlene Morikawa of the Hawai'i Visitors and

- Convention Bureau, and told Tiffany that I sent it to our marketing contractor for the U.S. (Sept. 16)
- Responded to an email from Lisa Muniz, who said she is doing a unit study on Hawai'i and wants to request any information that could be mailed. Gave her links to information that she could print. (Sept. 18)
  - Responded to an email from Asiya Roland, who said she's a sixth grade world cultures teacher who wants to bring 15 of her middle school students from Dallas to Hawai'i to learn about the historical culture and ecosystem. Upon further questioning, the places she was interested in visiting were all popular tourist sites and attractions so referred her to gohawaii.com. (Sept. 18)
  - Responded to an email from Lauren Ruotolo of the Hawai'i Institute of Pacific Agriculture, asking for HTA to become a sponsor of their 'Āina Fest virtual event. Connected her with Caroline Anderson (CA) but also explained that HTA's budget has been drastically cut since HTA is funded by the Transient Accommodations Tax, and HTA has not received any money since April/May, with no word on when HTA will start receiving funds again. (Sept. 21)
  - Responded to an email from Sharon Hurd of the Department of Agriculture, asking about a logo agreement. Told her KR is the best person to handle this request. (Sept. 21)
  - Drafted JDF and KR bios and provided headshots to Retail Merchants of Hawai'i, as they will be speaking at the RMH General Membership Meeting on November 4. (Sept. 22)
  - Responded to a sales pitch from David Collins of DMC Creative Solutions, asking if HTA needs help with video, photo or web design. Declined the offer. (Sept. 22)
  - Forwarded an email from Sen. Gil Riviere to JDF. He's asking for HTA's support of an effort to keep Dillingham Airfield open. (Sept. 24)
  - Received multiple messages from Juergen Steinmetz of the Hawai'i Tourism Association in response to the cease and desist letter the AG's office sent to their group. Deputy AG Gregg Kinkley ended up speaking with him, and he agreed to change the name of the site. (Sept. 25)
  - Responded to an email from Lee-Ann Choy of Pacific Rim Concepts, asking HTA to help publicize the upcoming Shidler webinar regarding travel in which JDF is one of the panelists. Shared the information on HTA's Facebook page. (Sept. 26)
  - Responded to a sales pitch from Haley Dasovich, a YouTuber asking to advertise for HTA. Declined her offer. (Sept. 26)
  - Responded to an email from Waiākea High School teacher Sheri Kojima, asking if HTA could provide her students with a project for marketing Hawai'i. Connected her with Ross Birch of the Island of Hawai'i Visitors Bureau. (Sept. 26)
  - Responded to an email from Kim Horton of ResorticaHawaii.com, asking about surveys that may indicate demand for short-term vacation rentals. Told her per HTA's research department, we only report historical vacation rental statistics on a monthly basis and there isn't a forecast. (Sept. 26)
  - Responded to an email from Paul Kim of Creative Digital Agency, who says they have a partnership with a major TV network in Korea and want to discuss further. PH told MA to refer this to Hawai'i Tourism Korea and inquire further. (Sept. 28)

- Responded to an email from Nestor Garcia of Congressman Ed Case's office for a quote from JDF for their press release on the "Visit America Act." Provided JDF quote in support of the effort. (Sept. 30)

## **Crisis Communications**

- Participated in a daily Joint Information Center (JIC) call. (weekdays during September)
- 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 #1018 - #1121. (Sept. 1-30)
- Updated the HTA website regarding COVID-19 updates from HTA, DOH, the Governor's office, counties, CDC, and other official government sites. (Ongoing)
- Monitored and provided copious notes on Gov. Ige and several City and County of Honolulu press conferences and briefings. (Ongoing)
- Wrote HTA's daily passenger count press releases using data provided by Jennifer Chun (JC). The final press release was issued on September 2. Starting September 1, the daily passenger arrivals numbers were being collected by the digital Safe Travels program, and the Department of Enterprise Services requested HTA publish their data on HTA's website, which Ariana Kwan (AK) has been doing daily with the help of JC. (Sept 1-30)
- Created an FAQ document for the HTA COVID alerts page. (Sept. 1)
- Sent HTA's daily passenger count press releases and the links to the JIC, Dan Dennison, Krystal Kawabata, Tim Sakahara, Cindy McMillan, and Charlene Chan. (Sept. 1-2)
- Responded to an email from Candy Cross, who wants to know if she can have her quarantine waived with a negative test in October. Told her the governor said the pre-travel testing program will now start on October 1 at the earliest and to check HTA's website for updates. (Sept. 1)
- Responded to an email from Don Berkebile of Cadence Travel, who says he has guests arriving in Hawai'i on October 1 and wants to know if Hawai'i will be open then. Explained the quarantine situation and that the pre-travel testing program won't start until October 1 at the earliest, and that date could get pushed back. (Sept. 1)
- Responded to an email from Joselynn Cerna, asking "why is Hawai'i still accepting flights with tourists." Told her that the airlines are flying not only for tourists but also people traveling for essential business, medical reasons, school, and military families being relocated, and that the planes also carry cargo. (Sept. 1)
- Responded to an email from Laurie Phillips, who says they're scheduled to arrive on O'ahu for a two-week stay starting on October 6 and wanted to know about the testing. Told her the pre-travel testing program won't start till October 1 at the earliest and that the governor may push it back again. (Sept. 1)
- Responded to an email from Jerome Yankowitz, asking if he has to quarantine on O'ahu if he's flying from Denver to Līhu'e in September. Told him that if he doesn't leave the airport on O'ahu then he will be considered a transit passenger and can continue on to Kaua'i to quarantine there. Told him about the quarantine rules and penalties if caught violating the order. (Sept. 1)

- Responded to an email from Susan Cook, who says she will come to Hawai'i at the end of October and is asking about the testing. Told her the governor pushed back the start date of the program and to check HTA's website for updates on the situation. (Sept. 1)
- Responded to an email from Gregg and Mary Wayman, who planned to arrive on September 12, then delayed to October 3, but said now their hotel won't open until October 5. He said his wife, who has terminal cancer, still wants to visit Hawai'i. Told him he could try to reach out to the Attorney General's office to see if they will grant a quarantine exemption, and also in the meantime, shared the link to HTA's digital photo and video library so they could see photos of Hawai'i. (Sept. 1)
- Responded to an email from Vic and Cinthia Norcia, who say they plan to visit Hawai'i in the beginning of October. Explained the situation and to check HTA's website for updates. (Sept. 1)
- Responded to an email from Oleg Serdyuk, asking if toddlers need to take a COVID test. Told him that per the governor, travelers of all ages have to take the test to be able to bypass the quarantine. (Sept. 2)
- Responded to an email from Mistu Kumagai, who said they plan to visit Maui on October 21 and wants to know what kind of testing is needed. Told him about the testing program start date being pushed back to October 1 at the earliest, and to check HTA's website for updates. (Sept. 2)
- Responded to an email from Leon Barnett, who says he lives on Moloka'i for half the year but he's in Canada right now. He wants to know if he has to quarantine on Maui or if he can go to Moloka'i to quarantine. Told him as long as he doesn't leave the airport on Maui then he will be considered as a transit passenger and can continue on to Moloka'i. (Sept. 2)
- Responded to an email from Stephanie Mott, who said she clicked on the Safe Travels link for the daily check-in, but a blank screen appeared. Told her to contact the ETS, which is in charge of the Safe Travels program. (Sept. 2)
- Responded to an email from Kathy Cook, who said her family is planning to go to Maui on vacation the first week of October and plans to get a COVID test before departure. Told her the governor has pushed back the start date and could push it back again beyond October 1, so to check HTA's website for updates. (Sept. 3)
- Responded to an email from Margaret Jones of A-1 Tuscany Travel, who says her elderly clients want to visit Kaua'i at the end of September for two weeks. Told her that if they arrive in September they will have to quarantine for their entire trip since the governor pushed back the start of the pre-travel testing program to October 1 at the earliest. (Sept. 3)
- Responded to an email from Julia Tofaneli Guedes, asking about the testing program. Explained the situation and to check HTA's website for updates. (Sept. 3)
- Responded to an email from Rosalie Olson, who said she and her husband have a trip booked for October 27 and she wanted to know if the quarantine will be in effect. Told her that the quarantine will likely be in effect for a while, but what we're waiting for is the start of the pre-travel testing program as a way to bypass the quarantine. (Sept. 3)
- Responded to an inquiry from Chris Sugidono of the Maui Mayor's office, asking if HTA has heard about mass layoffs in Maui County. Relayed what Pattie Herman (PH) heard and also referred him to the DLIR's WARN list online. Also relayed the message to Rod Antone of the Maui Hotel and Lodging Association. (Sept. 4)

- Responded to an inquiry from Arlina Agbayani of the Hawai'i Emergency Management Agency (HI-EMA), asking about the Hawai'i COVID hotlines. Explained that HVCB is in charge of those numbers, which were being used by the call center for quarantine check-ups. (Sept. 4)
- Responded to an email from Ryan Chee, asking about the reopening of travel for October. Told him that decision is up to the governor. (Sept. 4)
- Responded to an email from Johan Ryan, asking if HTA could offer him housing for two weeks on Maui to quarantine until he gets situated living back on Maui. Told him that some hotels are open and referred him to the gohawaii.com website. (Sept. 5)
- Responded to a Facebook message from Tracy Watson Moran, who says she has a trip planned for January 2021 and wants to know if she should cancel or not. Told her the situation is fluid and January is too far into the future to know what the protocols will be. Suggested she check HTA's website for updates and to use that to make an educated decision on whether to cancel. (Sept. 6)
- Responded to an email from Laura Wehlage, asking about the ability to stay in an Airbnb. Asked her which island she is planning to visit since the rules differ from county to county. She said they plan to stay in the Kailua-Kona area, so gave her the link to Mayor Kim's Emergency Rule No. 11 and told her to contact the county with any further questions. (Sept. 7)
- Responded to an email from Bonnie Bailey, who said she plans to visit Maui in mid-October alone to celebrate her 70<sup>th</sup> birthday since all of her family members cancelled. She said she has \$1,000 worth of non-refundable lodging so she is willing to do the quarantine. Explained to her that currently it's illegal to quarantine in a short-term rental on Maui and gave her the links to the rules. Also sent her the link to the list of approved quarantine locations on Maui. (Sept. 7)
- Responded to a Facebook message from Trevor Somerville, asking if there's a date when they will decide if the testing will start on October 1. Told him the governor has not said when he will make that decision, and to check HTA's website for updates. (Sept. 7)
- Responded to an email from Pat Johnson, who said she and her husband plan to visit Hawai'i on October 2 and she wanted to know if the quarantine will be lifted. Explained to her that the situation is fluid since we're in the middle of a pandemic, and that the quarantine will likely be in place for a while. Told her the governor said the pre-travel testing program won't start till October 1 at the earliest, so there's a chance it may not start by the time she plans to arrive. (Sept. 8)
- Responded to an email from Susan Heiligman, asking when the 14-day quarantine will expire for Hawai'i. Explained that it's up to the governor to decide, but it'll likely be around for a while. However, what we're waiting for is the start of the pre-travel testing program as a way to bypass the quarantine. (Sept. 8)
- Responded to a Facebook message from Keri Crumby, asking if the testing will be allowed starting in October. Told her the governor has not said when he will make a decision and that the situation is fluid with changes happening weekly. (Sept. 8)
- Responded to an email from Mac Shroyer, who says they are going to Kona on October 2 and wants to know if the taxi can take them to a market and if they can go into the market to get food. Gave him the link to the DOT's FAQ page and that he must go straight to his place of quarantine. (Sept. 9)

- Responded to an email from Tracy Weidie of Rep. Onishi's office, asking for a breakdown of today's COVID cases and deaths on Hawai'i Island, and in relation to the veterans home in Hilo. Explained the situation. (Sept. 9)
- Responded to a Facebook message from Leslie RS, asking what letter you need to get a quarantine exemption for December. Told her the situation is so fluid that we do not know what the protocols will be in December, and to check HTA's website for updates. (Sept. 9)
- Responded to a Facebook message from Janelle Lorts, asking if we can predict if the quarantine order will be extended. Told her the quarantine will likely be extended but we are waiting for the start of the pre-travel testing program. Told her we do not make predictions because the decision are based on the situation at the time. (Sept. 9)
- Responded to an email from Matt Sims of O'Neill, asking for any documentation with information on proper protocols for a small group traveling and quarantining at their long-term rental property. Gave him links to HTA's website, the governor's proclamation, and HTA's link to the state and county orders. (Sept. 9)
- Responded to an email from Patricia Benitz, asking if the first day of arrival to Hawai'i counts as Day 1. Told her that she should count 14 days from her date of arrival for 14 full days, so if she arrived on Aug. 31 she would have to quarantine through Sept. 14. (Sept. 10)
- Responded to an email from Eric Kittler, asking when it will be finalized if on October 1 Hawai'i will start allowing visitors from California to Kaua'i. Told him that flights have never stopped, but what we are waiting for is the start of the pre-travel testing program as a way to bypass the quarantine. Told him the governor has not announced his decision yet. (Sept. 10)
- Responded to an email from Garja Garagai, who says they are coming to Hawai'i on October 6 for six days. Explained the situation. (Sept. 10)
- Responded to an email from Bull from Boulder, asking "by what date will the governor decide to extend the COVID travel quarantine past October 1." Told him that the quarantine will be around for some time, but what we are waiting for is the start of the pre-travel testing program as a way to bypass the quarantine. Told him there is no set date on when the governor makes his decisions and announcements. (Sept. 10)
- Responded to an email from Alton Courturier, who said "for some days now, the visitor arrivals information on HTA's website has not been updated." Told him that HTA staff has been updating the numbers, now provided by ETS' Safe Travels program, on a daily basis including weekends and holidays, and gave him the link to HTA's webpage. (Sept. 10)
- Responded to an email from Wil Murakami, who said he arrived in Kona on August 31 at 3:30 and wanted to know if he would end his quarantine on Sept. 13 or Sept. 14. Told him to go with whatever it says on his document or whatever the airport staff told him, but my understanding is that it's 14 full days from the date of arrival so he would have to quarantine through Sept. 14 at 3:30. (Sept. 12)
- Responded to an email from Robert, a Hawai'i resident, asking about interisland travel and the quarantine. Explained that if he arrives on any of the neighbor islands then he will have to quarantine for 14 days or the duration of his stay, and gave him the link to the order and proclamation. (Sept. 12)

- Responded to an email from Jonathan Kruse, asking when Governor Ige will confirm the tentative October 1 opening. Told him we are expecting an update this week and that he can watch the governor's press conferences on our HTA Facebook page. (Sept. 13)
- Responded to an email from Paul Kaun, who says he is part of a group of Peraton employees traveling to O'ahu in support of a government defense contract for several weeks in early October and wants to know about the pre-travel testing program. Told him the governor has not guaranteed the program will start on October 1, and that if he's coming for essential work he could email the Attorney General's office to request an exemption. (Sept. 14)
- Responded to an email from Olga Duran, asking if she can travel to Maui with a COVID test on October 1. Told her we are expecting an update this week and that he can watch the governor's press conferences on our HTA Facebook page. (Sept. 14)
- Responded to an email from Kristin Grobe, asking where she can find the daily passenger arrivals information. Shared with her the link to HTA's website. (Sept. 14)
- Responded to an email from Annette Tomas, who was worried about her late check-in on the Safe Travels program. Gave her the link to the Safe Travels program's help desk. (Sept. 14)
- Responded to an email from Kristi Johnson, who asked if the quarantine is still mandatory if the person has already had COVID and has positive antibody results. Told her yes. (Sept. 14)
- Responded to an email from Stacey L. who said she wanted to vent, saying "I am beyond distressed at how the government has handled the pandemic. Open up and let us come." Told her the governor is making decisions he feels are best for the safety of the community and to help mitigate the spread of the virus. (Sept. 14)
- Responded to a Facebook message from Kyndra Dulaney, who says they're supposed to come on October 4 and want to know if the October 1 opening will still happen. Told her that decision is up to Governor Ige, and we are expecting an update in the coming week and to check HTA's website for updates. (Sept. 14)
- Responded to an email from Tom Chittenden, who says he and his son have reservations on Kaua'i starting on October 4, and that Alaska Airlines canceled his flight today. Told him we're expecting an update on the pre-travel testing program tomorrow from the governor and to watch it on our HTA Facebook page. (Sept. 15)
- Responded to an email from Kevin Gallagher, who says he plans to travel to Kaua'i in December and wants to know about the testing program. Told him the governor has not made an announcement yet on when the program will start and to go to HTA's Facebook page to watch his live press conferences. (Sept. 15)
- Responded to a Facebook message from Linnea Saunders, who says they plan to visit Hawai'i October 7 to 13, and want to know what the requirements are for traveling to Hawai'i. Told her there's a chance she may have to quarantine if the pre-travel testing program gets pushed back because Governor Ige said the day prior during Honolulu Star-Advertiser's Facebook Live that the program likely won't start on October 1. Suggested she check HTA's website for updates. (Sept. 15)
- Responded to a Facebook message from Ivette Norris, who's planning to visit on October 1 and wants to know when she needs to get her testing. Told her Governor Ige said the day prior during the Honolulu Star-Advertiser's Facebook Live that the program likely won't start on October 1. Suggested she check HTA's website for updates. (Sept. 15)

- Responded to a Facebook message from Tony Jones, asking if he can rent a car. Told him if he is under quarantine he is not allowed to rent a car, which is intended to deter people from breaking the quarantine. (Sept. 15)
- Responded to an email from Robert Taiariol, who said his family wants to attend their grandson's first birthday on Kaua'i in November and wants to know about the pre-travel test needed. Told him HTA is not in charge of that program and that we are also waiting for answers. Also told him the situation is fluid and we don't know what the future holds for November, but that he can check HTA's website for updates. (Sept. 16)
- Responded to an email from Pamela Cole, who says she has a ticket confirmed for October 3 from San Francisco and wants to know about the protocols. Told her to watch the press conference later that day on our HTA Facebook page. (Sept. 16)
- Responded to an email from HTA board member Kyoko Kimura, asking about the interisland quarantine. Told her that the AG's office said in the next proclamation the interisland quarantine will be extended. (Sept. 16)
- Responded to a Facebook message from Dina Foster Snipes, asking if the beaches are open on O'ahu, Maui and Kaua'i. Told her currently on O'ahu they are closed but it's such a fluid situation, and also reminded her that if she is under quarantine she is not allowed to leave to go to the beach. (Sept. 16)
- Responded to an email from T. Doolittle, asking about the latest quarantine conditions and projection for October 21 and beyond. Provided Gov. Ige's press release issued that day and HTA's website for the latest information. (Sept. 16)
- Responded to an email from Lesley Swissler, who said it's impossible to get a COVID test appointment and results back in 72 hours in Texas, and would like Hawai'i to reconsider its rules. Advised her that the pre-travel testing program is being run by the DOH and that she should continue staying on top of Gov. Ige's announcements and visiting HTA's website for the latest information. (Sept. 17)
- Responded to an email from Pamela Smith, who said they plan to arrive in Kona on October 11 and want to know what kind of test they need. Explained that the pre-travel testing program doesn't start until October 15 for incoming passengers so they would have to quarantine for their whole trip if they arrive before then, and that they may want to move their trip back. (Sept. 17)
- Responded to an email from Genevieve Eversley of Texas, who said she took the antibody test and doesn't want to pay \$100 to take a test upon arrival in Hawai'i. Told her that is not an option, and that she cannot take a COVID test upon arrival to bypass the quarantine. Sent her the link to the DOH's FAQ page. (Sept. 17)
- Responded to an email from Megan Young, who says they plan to visit O'ahu, Maui and Hawai'i Island in December and wants to know about the testing. Explained the current protocols but told her that December is too far into the future to know what the protocols will be then, and to check HTA's website for updates. (Sept. 17)
- Responded to an email from Mike Cardiff, who said they plan to arrive on October 14 and wants to know if he only has to quarantine for one day. Explained that the pre-travel testing program doesn't start till October 15 for incoming passengers so they would have to quarantine for their whole trip if they arrive before then, and that they may want to move their trip back. (Sept. 17)
- Responded to an email from Michael Young, asking about the testing program. Told him HTA is not in charge of that and to refer to the DOH's FAQ page. (Sept. 17)

- Responded to an email from Steven Sims, who said they plan to visit Maui on October 10. Explained that the pre-travel testing program doesn't start till October 15 for incoming passengers so they would have to quarantine for their whole trip, and that they may want to move their trip back. (Sept. 17)
- Responded to an email from Barbara Talley, asking if the resort swimming pools are open. Told her to check with the hotel because each property has its own rules, and that the situation is constantly changing so the county could impose rules again to close pools. (Sept. 17)
- Responded to an email from Brehm Cletus, asking for reassurances that the program will start on October 15. Told him that's what Governor Ige said but to keep in mind that things are extremely fluid with changes happening frequently because we are in the middle of a pandemic. Sent him the link to the DOH's FAQ page. (Sept. 17)
- Responded to an email from Brenda Negrini, asking if the mandate will be lifted for transient vacation rentals. Told her to inquire with the county since they are the ones that make the rules regarding short-term rentals. (Sept. 17)
- Responded to an email from Koltin Stratiner, asking if his 8-month old needs to get tested. Told him everyone needs a valid negative test result to bypass the quarantine, but to check the DOH's FAQ page for updates. (Sept. 17)
- Responded to an email from Roni Marie who said "is the state now blocking the entire U.S. from visiting? Your governor had me confused." Explained the current situation and referred her to the DOH's FAQ page. (Sept. 17)
- Responded to an email from Laura Roden of Hale Mar Hawai'i, asking "what are the requirements for COVID test documentation for travelers coming from outside the USA where CLIA does not certify laboratories?" Told her to refer to the DOH's FAQ page since HTA is not in charge of the pre-travel testing program. (Sept. 17)
- Responded to an email from Glen Young of Sen. Karl Rhoads' office, who said they have some Japanese people asking about the testing program and if there are any COVID testing sites in Japan. Explained that Hawai'i Tourism Japan has been working on that for months, but currently tests done in Japan will not be accepted, and that the Japanese government currently requires a quarantine for returning Japanese nationals. (Sept. 17)
- Responded to an email from Vicki Knutson, asking if she can rent a car if she arrives on October 15. Told her as long as she has a valid negative test result, she will not have to quarantine and can rent a car. (Sept. 17)
- Responded to an email from Mililani Langendoen, asking if kids under ten need to take a test. Told her that people of all ages need to take the test to bypass the quarantine, and to refer to the DOH's FAQ page for updates. (Sept. 17)
- Responded to an email from Suzette, asking for an exemption because she has a medical procedure and needs to arrive before October 15. Told her the AG's office handles those exemption requests and that their email address is on our HTA alerts page. (Sept. 17)
- Responded to an email from Christine Jenkins, who said they are traveling to Moloka'i via O'ahu on October 10, but still wants to take a test to get out of the quarantine. Told her that the program doesn't start until October 15, so she cannot participate if she arrives before then. (Sept. 17)

- Responded to an email from P. Fujimoto, who said he saw the quarantine chart and said it's misleading. Told him that we were given the chart from the governor's office and explained the difference between the trans-Pacific quarantine and the interisland quarantine. (Sept. 17)
- Responded to an email from Patrick Rogan, who said "it is particularly absurd to prohibit swimming in the ocean, surfing and snorkeling which pose ZERO concern of covid transmission." Told him HTA does not set those rules and that those decisions are up to the governor and mayors. (Sept. 17)
- Responded to a Facebook message from Jo Kangas, asking if the beaches and war memorial are open. Told her each county has its own rules and they're constantly changing. (Sept. 17)
- Responded to a Facebook message from Akima Kai, asking which hotels are open. Sent her the gohawaii.com link. (Sept. 17)
- Responded to a Facebook message from Don Spivey, asking about the testing. Sent him the link to the DOH's FAQ page. (Sept. 17)
- Responded to an email from Tracy Weidie of Rep. Onishi's office, asking why the DOH's death toll at the Hilo veterans home is different from what the media is reporting. Explained that the JIC said the DOH is waiting for confirmation that those deaths are indeed related to COVID. (Sept. 18)
- Responded to an email from Bruce Gillis, asking about the testing program. Referred him to the DOH's FAQ page. (Sept. 18)
- Responded to an email from Vineela Vemula, asking about the testing program. Referred him to the DOH's FAQ page. (Sept. 18)
- Responded to an email from Barbara Ranelletti, who said they have reservations to Maui from San Jose for October 11, and they want to know if they can get out of the quarantine on October 15. Told her no, that if she arrives before October 15, she cannot participate in the program and will need to quarantine. Referred her to the DOH's FAQ page. (Sept. 18)
- Responded to an email from Daniel McBride, asking about the testing program, and if it means that any traveler arriving between October 1 and 14 needs to quarantine. Told him yes and referred him to the DOH's FAQ page. (Sept. 18)
- Responded to an email from Tricia Fu, asking if there's a possibility the pre-travel testing start date could change. Told her the governor said it would start on October 15 but to keep in mind that we're in the middle of a pandemic and changes are happening weekly. (Sept. 18)
- Responded to an email from M.R. Morris of California, asking about the testing program. Referred him to the DOH's FAQ page. (Sept. 18)
- Responded to an email from Shirley Oliver from Canada, asking about pre-travel testing options for Canadians. Advised her that the DOH is still working on protocols for passengers arriving from places other than the U.S., and to check the DOH site and HTA page for updates. (Sept. 18)
- Responded to an email from Pulido International Biz, who says his flight leaves on September 22 and he just took a COVID test and he wants to know if he can get out of the quarantine since he will only be on O'ahu for four days. He said he is staying in Hale'iwa. Explained that the pre-travel testing program doesn't start until October 15 so

he will have to quarantine and reminded him that short-term rentals on O'ahu are currently illegal to operate and rent. (Sept. 20)

- Responded to an email from Aldrichrw, asking if bars and restaurants are also opening on October 15. Told him the county mayors make rules regarding that and that changes are happening frequently since we're in the middle of a pandemic. (Sept. 20)
- Responded to an email from Jim Blaha, who said "I am a Hawaiian resident and have been off island since June. I intend to have the test done by a certified medical facility that my insurance approves." Told him the DOH is in charge of the pre-travel testing program and to refer to the DOH's FAQ page. (Sept. 20)
- Responded to a Facebook message from Prei Magbaleta asking if he can go on a round trip from O'ahu to Kaua'i on the same day without quarantining. Told him yes as long as there is no interisland quarantine in place at the time. (Sept. 20)
- Responded to an email from Jeff Boyce, who said "I have had the COVID test but it says I need to quarantine. How do I prove that I'm disabled and haven't left home in months." Told him the program doesn't start until October 15, so if he arrives before then he will need to quarantine. Referred him to the DOH's FAQ page. (Sept. 21)
- Responded to an email from Robin Brewer, who said they plan to go to Maui for a vacation on October 25, and asked what are the chances the quarantine will be extended past October 15. Told her the quarantine will be around for awhile but the pre-travel testing program will give people a way to bypass the quarantine. Told her that October 15 seems like a firm date but to keep in mind that we're in the middle of a pandemic with changes happening weekly. (Sept. 21)
- Responded to an email from Laura Kealaiki, who said her son is traveling from Moloka'i to O'ahu for a medical appointment on Sept. 23. She said he had a COVID test done on Maui and wants to know if the quarantine rules apply to him. Told him there is no pre-travel testing program for interisland travel, and that per the partial interisland quarantine rules, when he arrives on O'ahu he does not have to quarantine but he will have to when he returns to Moloka'i. Told her she could request an exemption from the county. (Sept. 21)
- Responded to an email from Donald Galvin, who says he is a timeshare owner at the Pāki Maui and wants to know when it's reopening. Told him to contact that property directly. (Sept. 21)
- Responded to a Facebook message from Rene Mailliard, who says they want to visit Kaua'i on October 20 and then spend four nights on Maui. Told her it depends on whether there's an interisland quarantine in place and suggested she check HTA's website for updates. (Sept. 21)
- Responded to a Facebook message from Don Hitch, saying they are planning to visit Kaua'i in November and want to know where they can get tested. Referred him to the DOH's FAQ page. (Sept. 22)
- Responded to an email from Glen Reynolds, asking about quarantine rules and whether you have to stay in a hotel. Explained the situation and that the counties are in charge of the rules for short-term rentals. (Sept. 23)
- Responded to an email from Sen. Glenn Wakai, asking for the link to the travel exemption applications. (Sept. 23)
- Responded to an email from Van Bauman, who said he is flying to Kaua'i from California on October 14 and will get a COVID test done in California. He wanted to know if he will

just have to quarantine for one day. Told him that the program starts on October 15, so if he arrives before then he cannot participate. (Sept. 23)

- Responded to an email from Mac Shroyer asking for the travel form. Sent him the link to the Safe Travels program. (Sept. 23)
- Responded to an email from Makiilei and Mike Peralta, who said they bought tickets to arrive on October 7, and they cannot push back their travel dates. They want to visit with their elderly relative, and they also want to know if they can do the pre-travel test. Explained the situation and also sent the link to the DOH's FAQ page. (Sept. 23)
- Responded to an email from James Wangerin, asking about the pre-travel testing program. Sent him the link to the DOH's FAQ page. (Sept. 23)
- Responded to an email from Paula Gotshalk of Hawai'i County Civil Defense, asking about the wording for the test that's on HTA's website. Told her that we use the wording that's on the governor's press release and sent her the link to that. Also told her she can refer people to the DOH's FAQ page. (Sept. 23)
- Responded to an email from Daniela Galante, asking about the pre-travel testing program. Sent her the link to the DOH's FAQ page. (Sept. 23)
- Responded to an email from Doug Smith, asking if he can self-quarantine at the Maui Kama'ole from the end of December through March 2021. Told him that's too far into the future to know what the protocols will be and to continue checking HTA's website for updates. (Sept. 23)
- Responded to an email from Steven Simonian, asking if Hawaiian Airlines will have a testing program like United Airlines announced. Suggested he reach out directly to Hawaiian Airlines. (Sept. 24)
- Responded to an email from Cathy Rowland, asking if a one year old will need to be tested. Told her yes and referred her to the DOH's FAQ page. (Sept. 24)
- Responded to an email from Lynda Kozak, who says she is concerned she won't get her test results for a week. (Sept. 24)
- Responded to an email from Joshua Belle, who says he plans to visit later this year and wants to know about the test he needs. Referred him to the DOH's FAQ page. (Sept. 24)
- Responded to an email from Chris Dressler, who says they plan to arrive on October 16 and wants to know about the test they need and when. Referred him to the DOH's FAQ page. (Sept. 24)
- Responded to an email from Angie Yang, who says they want to visit O'ahu during Thanksgiving weekend but want to know if they can go to the beach then. Told her that's up to the mayor and the rules are constantly changing depending on the situation. (Sept. 24)
- Responded to an email from Denise Dewey, who said they plan to visit in December and want to know if they can do an antibody test. Told her no and referred her to the DOH's FAQ page. (Sept. 24)
- Responded to a Facebook message from Hoang Tran asking what Phase 2 under Hawai'i golf means. Sent him the chart and said for further inquiries contact the city. (Sept. 24)

- Responded to an email from Paul Pimentel of Hōlualoa Inn, asking about the interisland quarantine. (Sept. 25)
- Responded to an email from Logan Riechle of Austin, who said they plan to visit Hawai'i in December and want to know what restrictions there will be. Told him the situation is fluid with changes happening weekly so to check HTA's website for updates. (Sept. 26)
- Responded to an email from Caryn Childs, who says they are Maui residents stuck in Idaho and wants to know where they can get tested. Referred her to the DOH's FAQ page. (Sept. 26)
- Responded to an email from Con and Pat, asking if Hawai'i is accepting the Abbott Rapid test. Told them to refer to the DOH's FAQ page for the latest information. (Sept. 26)
- Responded to an email from Gustavo Gomes of Florida, who says he plans to visit Hawai'i on October 8 and initially booked his trip because he thought the testing program would start on October 1. Told him the situation is fluid and since the program doesn't start till October 15, he would have to quarantine for his whole trip. (Sept. 26)
- Responded to an email from Bridgette Sammons, who said they plan to visit Hawai'i in December and wanted to know about the testing. Referred her to the DOH's FAQ page. (Sept. 27)
- Responded to a Facebook message from Jocelyn Mo, who says they plan to arrive on October 10, and wanted to know if she only has to quarantine for five days. Told her no, that if she arrives before October 15 then she will have to quarantine for 14 days or shorter if she plans to leave Hawai'i before then. (Sept. 27)
- Responded to a Facebook message from Kelly Barzak, who says they plan to visit in November and wants to know if they can fly to different islands. Told her it depends on if the interisland quarantine is still in place. (Sept. 27)
- Responded to an email from Betty Thomas, who says they're scheduled to visit in December and are concerned about the testing. Referred her to the DOH's FAQ page. (Sept. 28)
- Responded to an email from William Dickinson, who said they're planning to fly to Hawai'i on October 21 and they're confused by the terminology of the test needed. Told him HTA is not in charge of the pre-travel testing program – the DOH is and they have an FAQ page. (Sept. 28)
- Responded to an email from Kelli Berryman, who says their family plans to visit Kā'anapali in early November and wants to know if the restaurants and Whalers Village will be open. Told her that many of the businesses in that area have been closed but she may want to contact the restaurants and attractions directly to find out if they'll be open. (Sept. 28)
- Responded to an email from Gregory Gilmore, asking about the testing he needs. Referred him to the DOH's FAQ page. (Sept. 28)
- Responded to an email from Jen Hong, asking about the testing she needs. Referred her to the DOH's FAQ page. (Sept. 28)
- Responded to a Facebook message from Judy Anderson asking about the test. Referred her to the DOH's FAQ page. (Sept. 28)

- Responded to a Facebook message from Gee Bee asking about the child restrictions for testing. Told him HTA is not in charge of the pre-travel testing program – the DOH is, and referred him to the DOH’s FAQ page. (Sept. 28)
- Responded to an email from Mike Carter, asking if the antibodies test will be accepted. Referred him to the DOH’s FAQ page and also cut and pasted the answer from that page. (Sept. 29)
- Responded to an email from Bruce Griffiths, who says they plan to arrive in Kona on January 5 and want to know about the testing. Referred him to the DOH’s FAQ page. (Sept. 29)
- Responded to an email from Monique Nou, asking if she can stay and quarantine for just a week. Told her she can but she would not be able to leave her place of lodging if she is under quarantine. Sent her the link to the proclamation for the exact wording. She did not want to request an exemption. (Sept. 29)
- Responded to an email from Walter Hegel, who plans to visit Hawai’i in October and wants to know which tests are required. Referred him to the DOH’s FAQ page. (Sept. 29)
- Responded to an email from Mitsu Kumagai, who asked about the required test for flying to Maui. Told hm the test is an option as a way to bypass the quarantine for trans-Pacific passengers. Referred him to the DOH’s FAQ page. (Sept. 29)
- Responded to an email from Frank Kanauka, asking if a program like Alaska’s will be started in Hawai’i to have testing upon arrival. Told him that’s unlikely because the governor said Hawai’i does not have the capacity to test both residents and all visitors. (Sept. 29)
- Responded to an email from Ronald Rodriguez, who says he plans to visit Hawai’i in December and wants to know if he has to quarantine. Told him December is too far into the future to know what the protocols and situation will be and to check HTA’s website for updates. (Sept 29)
- Responded to an email from Joe Hawrylak of Florida, who wants to travel to Maui on October 22, and wants to know what an NAAT test is. Referred him to the DOH’s FAQ page. (Sept. 29)
- Responded to a Facebook message from Justin Kenyon, asking if the beaches will be open in November. Told him it all depends on the situation at the time. (Sept. 29)
- Responded to an email from Michelle Ankele-Yamashita of the governor’s office, who says they’ve gotten questions from constituents asking about the final leg of departure. Told her for further clarification she can inquire with the AG’s office and that the exact wording is in the governor’s proclamation. Also explained why they want it to be 72 hours from the final leg of departure to Hawai’i. (Sept. 30)
- Responded to an email from Shahira Yari, who plans to visit O’ahu in early November and wanted to know about the testing. Referred her to the DOH’s FAQ page. (Sept. 30)

### **Monthly Statistics on Followers and Engagement on HTA’s Facebook Page**

Number of followers from September 2019 vs. September 2020: **+39.48%**

- September 30, 2019: 11,017
- September 30, 2020: 15,367

Engagement rate from September 2019 vs. September 2020: **+26.17%**

- September 2019: 2,350 daily page engaged users
- September 2020: 2,965 daily page engaged users

### **Social Media Posts on HTA's Facebook Page**

- September 1: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach 634 | Total Reactions 4**
- September 2: Post sharing Governor David Ige's announcement regarding the new online Safe Travels form. **Total Reach 733 | Total Reactions 128**
- September 2: Post on the 2020 virtual Okinawan Festival event, which HTA funds through the Community Enrichment Program. **Total Reach 950 | Total Reactions 38**
- September 2: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach 943 | Total Reactions 39**
- September 3: Post sharing Governor David Ige's announcement of the Facebook Live Community Connection with state Chief Information Officer Doug Murdock. **Total Reach 753 | Total Reactions 32**
- September 3: Post sharing Governor David Ige's Facebook Live Community Connection with state Chief Information Officer Doug Murdock. **Total Reach 1,892 | Total Reactions 187**
- September 3: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach 711 | Total Reactions 12**
- September 4: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach 1,016 | Total Reactions 41**
- September 6: Post sharing Okinawan Festival's video announcement of the 2020 Okinawan Festival, which HTA funds through the Community Enrichment Program. **Total Reach 1,056 | Total Reactions 35**
- September 6: Post sharing Okinawan Festival's Facebook Live virtual event, which HTA funds through the Community Enrichment Program. **Total Reach 1,136 | Total Reactions 34**
- September 8: Post sharing Mayor Kirk Caldwell's Facebook Live press conference on the City and County of Honolulu's response to COVID-19. **Total Reach 1,143 | Total Reactions 101**
- September 8: Post sharing Governor David Ige's announcement of the Facebook Live press conference to be held in response to COVID-19. **Total Reach 747 | Total Reactions 14**
- September 8: Post sharing Governor David Ige's Facebook Live press conference in response to COVID-19. **Total Reach 2,015 | Total Reactions 137**
- September 8: Post sharing Honolulu Department of Parks and Recreation's announcement of City and County of Honolulu's parks, botanical gardens, park facilities, and beaches to reopen September 10. **Total Reach 1,316 | Total Reactions 202**

- September 9: Post announcing John De Fries as the new president and CEO of HTA. **Total Reach 1,503 | Total Reactions 105**
- September 9: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach 900 | Total Reactions 32**
- September 9: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach 667 | Total Reactions 8**
- September 11: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach 811 | Total Reactions 38**
- September 11: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach 696 | Total Reactions 12**
- September 14: Post sharing Honolulu Star-Advertiser's announcement of Spotlight Hawai'i with Governor David Ige to discuss the state's response to COVID-19. **Total Reach 1,059 | Total Reactions 74**
- September 14: Post sharing Mayor Kirk Caldwell's Facebook Live press conference on the City and County of Honolulu's response to COVID-19. **Total Reach 1,131 | Total Reactions 181**
- September 14: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach 906 | Total Reactions 45**
- September 14: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach 649 | Total Reactions 24**
- September 16: Post sharing Governor David Ige's announcement of the Facebook Live press conference to be held in response to COVID-19. **Total Reach 1,079 | Total Reactions 158**
- September 16: Post sharing Governor David Ige's Facebook news conference event. **Total Reach 464 | Total Reactions 36**
- September 16: Post sharing the Hawai'i COVID-19 Joint Information Center Daily News Digest for September 16, 2020. **Total Reach 1,136 | Total Reactions 258**
- September 16: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach 945 | Total Reactions 31**
- September 17: Post sharing Governor David Ige's announcement of the Facebook Live press conference to be held in response to COVID-19. **Total Reach 744 | Total Reactions 50**
- September 17: Post sharing Governor David Ige's Facebook Live press conference in response to COVID-19. **Total Reach 1,815 | Total Reactions 143**
- September 17: Post sharing Governor David Ige's announcement of the Facebook Live Community Connection with Hawai'i Housing Finance & Development Corporation Executive Director Denise Iseri-Matsubara. **Total Reach 454 | Total Reactions 13**

- September 17: Post sharing Governor David Ige's Facebook Live Community Connection with Attorney General Clare Connors and Deputy Chief for the Department of the Attorney General Investigations Divisions Paul Jones. **Total Reach** 1,628 | **Total Reactions** 86
- September 17: Post sharing Mayor Kirk Caldwell's Facebook Live press conference on the City and County of Honolulu's Small Business Relief and Recovery Fund. **Total Reach** 939 | **Total Reactions** 27
- September 18: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 1,119 | **Total Reactions** 26
- September 18: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 1,180 | **Total Reactions** 18
- September 18: Post on the August 2020 Hawai'i Hotel Performance Report press release. **Total Reach** 906 | **Total Reactions** 15
- September 19: Post sharing Hawaiian Airlines' announcement of Hawai'i's pre-travel testing program to begin October 15, 2020. **Total Reach** 2,325 | **Total Reactions** 513
- September 19: Post sharing Alaska Airlines' announcement of Hawai'i's pre-travel testing program to begin October 15, 2020. **Total Reach** 1,466 | **Total Reactions** 290
- September 21: Post sharing Honolulu Star-Advertiser's announcement of Spotlight Hawai'i with Governor David Ige to discuss the state's response to COVID-19. **Total Reach** 624 | **Total Reactions** 26
- September 21: Post announcing HTA's regular marketing standing meeting to be held through Zoom teleconferencing. **Total Reach** 551 | **Total Reactions** 18
- September 21: Post announcing HTA's regular board meeting to be held through Zoom teleconferencing. **Total Reach** 640 | **Total Reactions** 22
- September 21: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 628 | **Total Reactions** 12
- September 23: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 798 | **Total Reactions** 27
- September 22: Post sharing Mayor Kirk Caldwell's Facebook Live press conference on the City and County of Honolulu's response to COVID-19. **Total Reach** 1,514 | **Total Reactions** 176
- September 22: Post sharing Tier 1 of the City and County of Honolulu's reopening strategy from Mayor Kirk Caldwell. **Total Reach** 2,573 | **Total Reactions** 1,071
- September 23: Post sharing Mayor Kirk Caldwell's Facebook Live press conference on the Household Hardship Relief Program. **Total Reach** 943 | **Total Reactions** 33
- September 23: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 772 | **Total Reactions** 15

- September 23: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 692 | **Total Reactions** 2
- September 23: Post sharing Emergency Order 2020-27 signed by Mayor Kirk Caldwell. **Total Reach** 1,066 | **Total Reactions** 144
- September 24: Post sharing Mayor Kirk Caldwell's Facebook Live press conference on the status of the City's Provisional Outdoor Screening and Triage program. **Total Reach** 1,018 | **Total Reactions** 72
- September 25: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 580 | **Total Reactions** 19
- September 26: Post sharing the Hawai'i Re-opening Consortium webinar, "Restarting Hawai'i's Tourism Industry". **Total Reach** 907 | **Total Reactions** 207
- September 28: Post sharing Mayor Kirk Caldwell's Facebook Live press conference on a new job training initiative for O'ahu residents who are looking to make a career change. **Total Reach** 1,019 | **Total Reactions** 54
- September 28: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 596 | **Total Reactions** 20
- September 28: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 415 | **Total Reactions** 13
- September 29: Post sharing Mayor Harry Kim's civil defense PSA in response to COVID-19. **Total Reach** 788 | **Total Reactions** 41
- September 29: Post sharing the "Safe Stay Hawai'i" website from the Honolulu Department of Emergency Management. **Total Reach** 484 | **Total Reactions** 72
- September 30: Post sharing Governor David Ige's announcement of the Facebook Live press conference to be held in response to COVID-19. **Total Reach** 611 | **Total Reactions** 27
- September 30: Post sharing Governor David Ige's Facebook Live press conference in response to COVID-19. **Total Reach** 1,545 | **Total Reactions** 173
- September 30: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 1,472 | **Total Reactions** 138
- September 30: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 621 | **Total Reactions** 24

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

Number of followers from September 2019 vs. September 2020: **+58.01%**

- September 30, 2019: 2,396
- September 30, 2020: 3,786

Engagement rate from September 2019 vs. September 2020: **-77.10%**

- September 2019: 393 engagements\*
- September 2020: 90 engagements\*

Note: The engagement rate decreased as there were 12 posts in September 2019, compared to one post in September 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**

- September 2: Post on the 2020 virtual Okinawan Festival event, which HTA funds through the Community Enrichment Program. **Total Reactions 28**

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

Number of followers from September 2019 – September 2020: **+1.49%**

- September 30, 2019: 36,527
- September 30, 2020: 37,070

Engagement rate from September 2019 vs. September 2020: **-64.71%**

- September 2019: 85 engagements\*
- September 2020: 30 engagements\*

Note: The engagement rate decreased as there were three posts in September 2019, compared to zero posts in September 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**

*No twitter posts in September 2020.*

### **Internal Communications**

- Worked with ETS regarding HTA stopping the daily passenger count press releases since the information as of September 1 is coming out of data collected by the Safe Travels digital program. Also consulted with Cindy McMillan of the governor's office. HTA agreed to help ETS with publishing the information daily on HTA's website. (Sept. 1 & 2)
- Gave talking points to Kristen Andres (KA) in response to a question from Anna Gilbert, who says her children will be flying to Hawai'i to stay with their father who's in the military. Told her to have them check with the military command regarding requirements for military dependents, and that they could also request an exemption through the COVID exemption request email address. (Sept. 2)
- Edited the project overview information for HTA's Destination Management Action Plan (DMAP) webpage. (Sept. 3)
- Gave Pattie Herman (PH) talking points in response to an inquiry from Ryan Toro of Sightline Hospitality, asking if the Holiday Inn Express can be used as a COVID quarantine hotel. Told her that he should contact Honolulu Mayor Caldwell's office since

they're the ones setting up the quarantine hotels. Gave her the contact information.  
(Sept. 4)

- Communicated to Caroline Julian-Freitas of ETS and Janice Okubo of DOH that people who had questions about Safe Travels were getting referred by 211 and ETS' number to HVCB's call center. However, troubleshooting questions about the Safe Travels program should be handled by ETS' call center and not HVCB's. (Sept. 5)
- Forwarded a complaint email from Jennifer Pimsaguan to Bobbie Okamoto of HVCB. She was complaining about her interaction during a quarantine check-up call with HVCB's Randy Parker. (Sept. 8)
- Responded to an email from Randall Machado of the governor's office, in response to a letter from a child on the mainland asking for printed maps and brochures. Gave him the links to things he could print out then mail to the child. (Sept. 8)
- Edited the Kaua'i copy for the DMAP webpage. (Sept. 8)
- Gave AK talking points in response to an email from Justin Landry, who says he will be traveling to Tahiti through Honolulu and wanted to know what paperwork he needs. Told her to tell him that if he doesn't leave the airport he will be considered as a transit passenger. (Sept. 9)
- Drafted a 500-word letter/statement on behalf of KK for the Plastic Source Reduction Working Group final report.
- Edited the Maui Nui copy for the DMAP webpage. (Sept. 10)
- Requested that Keith Regan (KR) and John Monahan (JM) of HVCB attend a September 11 meeting organized by House Speaker Scott Saiki's office. Coordinated with Julie Yang of Speaker Saiki's office, allowing KR and JM to attend the Zoom meeting to talk about travel-related matters. (Sept. 11)
- Sent a reminder to Cindy McMillan and Janice Okubo, along with Caroline Julian-Freitas, Tim Sakahara, Dan Dennison and Krystal Kawabata at the JIC, that tomorrow night HTA/HVCB will stop the operation of the call center (the one that's been in operation since March to contact quarantined visitors and now residents too). From Sept. 1 on the Safe Travels program took over so from tomorrow night the hotline message will direct callers to the ETS tech support hotline and 211. (Sept. 13)
- Reached out to Caroline Julian-Freitas on behalf of a request from MA and Hawai'i Tourism Japan, asking for screen captures of the Safe Travels program so they can translate them into Japanese. (Sept. 14)
- Added more suggested questions and answers to the FAQ page draft in response to a request for assistance from Cindy McMillan and Charlene Chan ahead of the governor's September 16 press conference to announce the start of the pre-travel testing program on October 15. (Sept. 15)
- Responded to an email from Laurel Johnston, the state's intergovernmental coordinator, who said regarding the DOH's new FAQ page "regarding rentals cars and hotels, only the county of Kaua'i had made any policy about rental cars and hotels. Because Safe Travels is a statewide program, we should not mention rental cars or hotels." Told her that information about rental cars is in the governor's proclamation for the state and sent her the link, and also told her that putting information about hotels in the FAQ page is vital since this is a program for travelers. (Sept. 16)

- Responded to an email from Randall Machado, constituent services specialist for Governor Ige's office. The governor received an email from Amanda Stevens of the state Department of Human Services, who got a call from Sharon Benkert, who says her family plans to come to Hawai'i for a cruise in October and wants to know how the quarantine will impact her cruise. Told Randall to tell her to check with her cruise line to make sure it's actually going to sail in October, and also sent him the link to the governor's proclamation. (Sept. 16)
- Gave KA talking points in response to an email from Julie McLaughlin, who says they plan to arrive on October 14, and want to know if they will get out of quarantine on October 15 and if they can still rent a car. Explained that if they come on October 14, they cannot participate in the pre-travel testing program and will have to quarantine for their whole trip, and they may want to postpone their trip by a day. (Sept. 17)
- In response to a request from Charlene Chan, drafted a script with messaging that will lead the caller to 211 to the FAQ page. Also told her that we customize each response for every email and call because everyone has a different request for information. (Sept. 17)
- In response to a request from Charlene Chan, tallied the number of calls and emails HTA and HVCB received in regards to travel and the testing program. It started off as a daily count, then turned weekly on Fridays. On September 17 alone, HTA received 190 calls and 157 emails, and HVCB received 158 calls and five emails. (Sept. 17)
- In response to a request from Darlene Morikawa at HVCB, asked deputy AG Krishna Jayaram what happens to the 72-hour window if there's a weather delay. He said they are unfortunately out of luck. Also asked about infants getting tested. He said infants will need to get tested to bypass the quarantine. (Sept. 17)
- Gave AG talking points in response to questions regarding the interisland restrictions. (Sept. 17)
- Gave AG talking points in response to a question from Mary Jones regarding the 72-hour testing window. (Sept. 17)
- Gave AG talking points in response to a question from Roseline of Kūpuna Kōkua, asking if the hotel industry can donate toiletries. Told her to suggest she reach out directly to various hotels but make sure she understands that many of the hotels are operating at a loss right now. (Sept. 17)
- Gave AG talking points in response to a question from Allison Parks asking about beaches on Hawai'i Island. Told her to tell her that each county has its own orders and to give her the link to our HTA website for a link to the county sites. (Sept. 17)
- Gave AK talking points in response to an inquiry from Henry Bartelet, a PhD student in Australia doing research on "the adaptive capacity of the tourism industry to extreme events like coral bleaching and the COVID pandemic." Told her to suggest contacting the DLNR, Hawai'i Institute of Marine Biology or NOAA. (Sept. 18)
- Wrote a blurb for the JIC's Daily News Digest (DND) regarding the August 2020 Hawai'i Hotel Performance Report. (Sept. 18)
- Sent tally of calls and emails to Charlene Chan as requested. On September 18 alone, HTA received 35 emails, and HVCB received 255 calls and 22 emails. (Sept. 18)
- Scheduled a September 21 Zoom meeting in response to a request from Cindy McMillan, with Cindy, JDF, PH, KR, Jay Talwar and John Monahan of HVCB to have them explain the marketing plans. (Sept. 18)

- Responded to request from MA and Hawai'i Tourism Japan for the flow chart to translate into Japanese. Connected her with Cindy McMillan. (Sept. 21)
- Inquired with Cindy McMillan about what the governor said during his Facebook Live: At normal back in January it was common for us to have 25,000 interisland trips per day and clearly we only have the testing capacity of 5,000. We're working to expand that, but we have really limited testing capacity and that comes into the equation about interisland pre-travel testing." Asked her where he got the 25,000 number from, in response to an inquiry from JC because of a question from Sen. Glenn Wakai. She said she did not know. (Sept. 21)
- Sent Charlene Chan the tally for September 21 regarding calls and emails. (Sept. 21)
- Assisted PH with a question from Ruth Mills at the Four Seasons Resort in Ko Olina about whether the test needs to be a nasal swab or a throat swab. Sent her the link to the governor's press release for the exact wording. (Sept. 21)
- Responded to an email from Randall Machado of the governor's office, in response to an email from constituent Robyn Kurahara, making recommendations to promote responsible tourism for incoming passengers. Told him that's already in the works and that he may want to sign up to attend HTA's September 23 marketing committee meeting via Zoom. (Sept. 22)
- Gave KA talking points in response to an email from Murphy Craig, asking about Kaiser's testing. Told her to refer him to the DOH's FAQ page. (Sept. 22)
- Responded to an inquiry from Tim Sakahara of the Department of Transportation in regards to HTA's marketing. Told him that with the October 15 date set, HVCB has paid ads as part of the marketing strategy, and suggested he attend HTA's September 23 marketing committee meeting via Zoom. (Sept. 22)
- Inquired with Brandi Higa of Mayor Caldwell's communications team, and asked if the mayor or his cabinet members would want to be briefed on HTA's marketing efforts. Set up a meeting for September 25. (Sept. 23)
- Gave KA talking points in response to an email from David Wright, asking about his upcoming trip and the protocols with the interisland quarantine. Told her to tell him if he doesn't leave the airport during his layover, then he will be considered as a transit passenger and can continue on to the island that's his final destination. (Sept. 23)
- Responded to an email from Minami Aoki (MA), asking on behalf of HTJ what happens if travelers have a fever at the airport. Provided information from the DOH's FAQ page. (Sept. 23)
- Contacted Cindy McMillan in regards to a press release from United Airlines regarding their testing of passengers. She said United had not signed an agreement with the state yet and that the DOH had not decided yet whether this will be an acceptable form of test because they have concerns about it. Communicated that with HTA's staff and HVCB. (Sept. 24)
- Wrote a blurb for the JIC's DND regarding HTA's Vacation Rental Performance report. (Sept. 24)
- Wrote a press release in response to the website Hawai'i Tourism Association, letting the public know that HTA is not connected to this group and that the AG's office sent them a cease and desist letter. Also worked with deputy AG Gregg Kinkley. (Sept. 25)

- Sent Cindy McMillan the Hawaiian Airlines press release regarding the airlines offering testing for its passengers. She replied that she didn't know anything about that, and that Hawaiian Airlines does not have a signed agreement with the state yet. (Sept. 25)
- Posted the weekly count of emails and phone calls to the new HI-EMA Excel sheet. From September 19-25, HTA received 500 calls and 245 emails regarding travel and the pre-travel testing program, and HVCB received 1,364 calls and 131 emails. (Sept. 25)
- Responded to a request by Arlina Agbayani of HI-EMA for the phone numbers and emails that people have been contacting us through. (Sept. 25)
- Emailed Janice Okubo in response to an inquiry from Darlene Morikawa for clarification that PCR is a form of NAAT. She said yes. (Sept. 26)
- Per PH's request, asked AK to add a digital poster from the city to our alerts page regarding beach behavior on O'ahu. (Sept. 28)
- Gave KA talking points in response to an email from Lucia Salazar, asking about the United Airlines and Hawaiian Airlines testing. Told her to have her refer to the DOH's FAQ page for the latest. (Sept. 28)
- Gave KA talking points in response to a question from Loukas Wilson, who says he works on a U.S. flagged ship and wants to know if they can get off the ship with no quarantine since they have daily temperature checks. Gave her the link to give him to the proclamation, page 6, which gives exemptions to those on recreational boats and not commercial boats. (Sept. 29)
- Gave KA talking points in response to a question about the final leg of departure. Told her to tell her it's the final leg to Hawai'i. (Sept. 29)
- Contacted Cindy McMillan after learning the governor was not planning to hold the press conference on September 31 as previously scheduled. Shared the information from Cindy with the HTA leadership team and John Monahan. (Sept. 30)
- Submitted a quote from JDF to Cindy McMillan and Brooke Wilson of the Lt. Governor's office to include in the governor's press release updating the public about the pre-travel testing program. (September 31)

### **International News Bureau**

- Australia: Responded to an email from Guy Dundas of Latte – Luxury Australian Travel Trade E-News – asking if JDF has accepted the job offer. Told him not yet and once he does, we will send out another press release. (Sept. 2)
- UK: Responded to a sales pitch from Lucy Bendall of Clear Channel United Kingdom. Inquired with PH. Declined the opportunity. (Sept. 10)
- South Korea: Responded to a question from Caroline Postal, who says she plans to travel to Hawai'i for vacation in October, either going to Maui or Hawai'i Island. She was wondering if she can rent an Airbnb to quarantine. Explained the current rules and sent her the links to the counties since they have different rules when it comes to short-term rentals. (Sept. 10)
- UK: Responded to an email from Helen Kaplan, who said she booked a holiday to Hawai'i for January but the U.S. embassy told her that all the borders are closed. She wants to know if May or June of next year would be better, and if HTA can send her leaflets. Told her we're in the middle of a pandemic so we do not know what the situation

will be like months from now. Also sent her links to things she could download for free. (Sept. 10)

- South Korea: Responded to a Facebook message from Deil Youn, asking if he can do the quarantine at his aunty's house. Told him yes. (Sept. 13)
- Philippines: Gave KA talking points in response to an email from "G.S." who says he is from Hawai'i but is stuck in the Philippines and wants to come back to Hawai'i to have a medical procedure but cannot afford to pay for a place to stay and wants assistance. Told her to tell him he can request a quarantine exemption because of medical reasons but would still need to find a place to live in that he pays for on his own. (Sept. 16)
- Canada: Responded to an email from Doris Robbins, asking what test is acceptable if she is Canadian. Referred her to the DOH's FAQ page for the latest on the pre-travel testing program. (Sept. 17)
- Canada: Responded to an email from Boris Rassin, asking what this means for Canadians since they don't have a CVS there. Referred her to the DOH's FAQ page for the latest on the pre-travel testing program. (Sept. 17)
- Canada: Responded to an email from Cindy Mulock, who said she has a flight to Maui on October 1 and they're wondering if they can take a test when they arrive on Maui so they don't have to isolate. Told her that the program doesn't start until October 15, and to check the DOH's FAQ page for updates. (Sept. 17)
- Canada: Responded to an email from Christopher Hannam, asking what test Canadians need. Referred him to the DOH's FAQ page. (Sept. 17)
- Canada: Responded to an email from Calgary resident Steve Hygard, asking if the governor and Hawai'i Tourism recognize their Alberta COVID testing. Told him HTA is not in charge of the testing program, and to refer to the DOH's FAQ page for the latest. (Sept. 17)
- Canada: Responded to an inquiry from Canadian freelance journalist Jim Byers, asking about pre-travel testing options for Canadians. Advised him that the DOH is still working on details for international travelers and provided the DOH's FAQ site for the latest information. (Sept. 18)
- Canada: Responded to an email from Kelly Stubson, who said they plan to take a COVID test in Vancouver, but she doesn't know where to get the test. Told her that currently the test must be done by a facility approved or authorized by the U.S. FDA per the governor's proclamation. Referred her to the DOH's FAQ page for further information. (Sept. 26)
- The Netherlands: Responded to an email from Daniela Schleider, who wants to know where she can take a test if she books a flight from Amsterdam to Honolulu via Los Angeles. Told her what's in the governor's proclamation and to refer to the DOH's FAQ page. (Sept. 26)
- Canada: Responded to an email from Vic d'Obrenan, asking if Hawai'i will accept a test from a Canadian lab. Told him currently the proclamation states it must be authorized or approved by the U.S. FDA. Referred him to the DOH's FAQ page for further information. (Sept. 26)

### 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 September:

- Maui County's program handled 6 cases and helped 9 visitors (year-to-date: 98 cases/153 visitors).
- Hawai'i County's program handled 6 cases and provided assistance to 17 visitors (year-to-date: 193 cases/316 visitors).
- City and County of Honolulu's program handled 74 cases and helped 86 visitors (year-to-date: 634 cases/1,034 visitors).
- Kaua'i County's program handled 1 case and provided assistance to 1 visitor (year-to-date: 17 cases/51 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 was 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

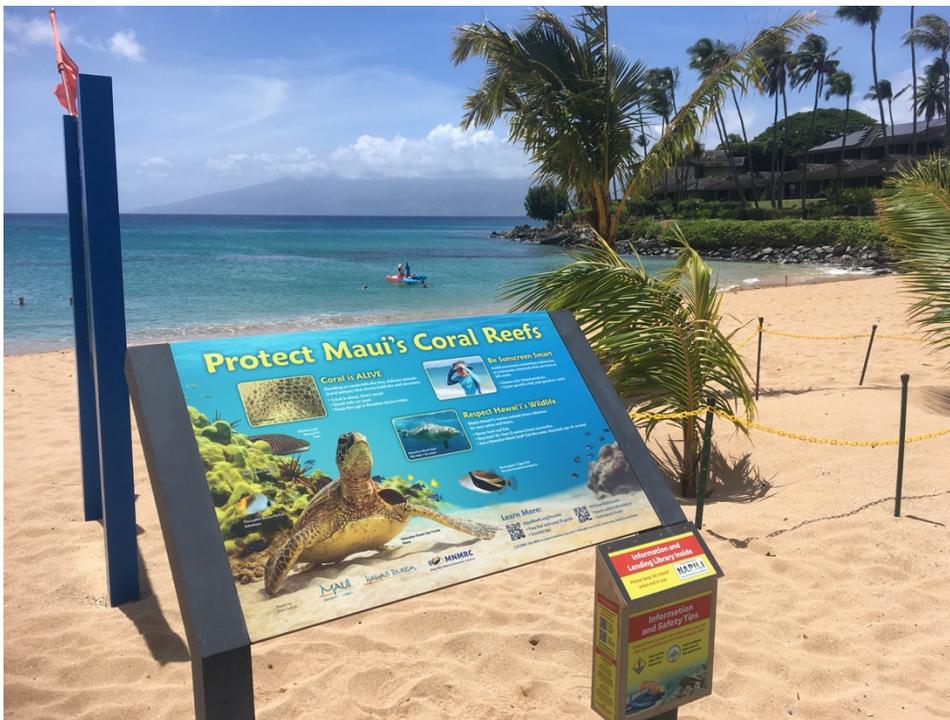
### **Honolulu Parks Security Cameras - MOA 19194**

HTA partnered with the City and County of Honolulu's Department of Parks and Recreation (DPR) 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. Due to the unexpectedly high price of equipment and budget cuts, the list of parks was amended in September 2020. The MOA is still set to expire on December 31, 2020 and the value of the MOA remains unchanged. DPR continues to provide updates as they move forward.

### **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 was appointed as Oceania's Global Marketing Team contractor through RFP 21-05. Since there were no flights scheduled coming out of Oceania this year, HTA issued a stop work order for the Oceania GMT. Qantas is scheduled to fly into Hawai'i in June 2021, and Hawaiian Airlines in mid-March 2021. As these dates could change based on the border situation in Australia and New Zealand, HTA staff will react accordingly to cease the stop work order based on their new schedules. If things do not change, HTA plans to have them reconvene in January 2021 to effectively make an impact on branding and marketing Hawai'i.

In September HTA staff conducted the RFP process for the Cruise Line segment. Two companies submitted their proposals. Access Cruise, Inc has been appointed as HTA's Cruise Line contractor. They have been working with HTA for multiple years and their expertise in Hawai'i cruise line laws and contacts gave them the competitive advantage over the other company that applied.

### **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.

Due to COVID-19, HTA will not be receiving TAT funding. 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 as a result of the pandemic, 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.

With the media being focused on the upcoming elections, along with most airlines suspending their flights through November and cruise lines probably not starting up until the first quarter of 2021, HTA staff feel that this is not the right time to spend funds on paid messaging. HTA messaging may be buried or lost due to the election chatter. Therefore, HVCB will not be using all the funds brought forward for use in 2020 instead of 2021 as initially planned. HVCB is calculating what is needed and unused funds will be re-entered into the 2021 U.S. leisure budget

### 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 2<sup>nd</sup> quarter Industry Partner Meeting was postponed. However, HTA continues to communicate with its industry partners by providing COVID-19 related information daily.

HTA continues to conduct 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 meetings with Senator Wakai regarding the ability to welcome back 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 GMTs have submitted their partnership opportunities and shared 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.

Presently the 14-day quarantine and "Act with Care" orders are in effect through October 15, 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."

HVCB shared the preliminary videos during HTA's 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 time 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.

With John De Fries on board as HTA's President and CEO, the staff have prioritized virtual meetings between John and the GMTs. Meetings with Canada, Japan, Oceania and Korea markets have been completed. HVCB's meeting will take place on October 8. HTA staff also completed Zoom meetings with Honolulu Marathon organizer Jim Barahal, Japan Airlines, All Nippon Airways, and the Marriott Group which has a new senior vice president overseeing Hawai'i. John presented the Mālama Mindset, and plans for sustainable and regenerative tourism.

## **V. TOURISM RESEARCH**

The Tourism Research Division (TRD) issued the August 2020 monthly visitor statistics on September 28, 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 October 2020 through December 2020 to the Infrastructure Research Section of the HTA website.

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

TRD issued the August 2020 Hawai'i Hotel Performance Report on September 18, 2020. The report and related August 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 August 2020 Hawai'i Vacation Rental Performance Report on September 24, 2020. The report and related August 2020 data tables were posted to the Infrastructure Research section of the HTA website. This report utilizes data compiled by Transparent Intelligence, Inc.

TRD continued publishing 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 travel agency 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 attending Hawai'i Emergency Management Agency operational calls, posting daily trans-Pacific passenger arrival data derived from data provided through the Office of Enterprise Technology Service's Safe Travels Program, and supporting state and county law enforcement and prosecutors.

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

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

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

## **VI. ADMINISTRATIVE**

### **Contracts List**

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

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

## Market Intelligence/Market Conditions

### **Economy**

Most U.S. economic data improved through late summer. However, the rate of improvement has clearly ebbed for many series following the re-opening COVID-19 bounce-back from late spring/early summer. Looking toward year-end, the U.S. economy is once again changing. The churn in the labor market, due primarily to the coronavirus pandemic, continued through September. For the month, 661,000 payroll jobs were added. This gain was below expectations and represented the third consecutive monthly decline after the June re-opening surge of 4.8 million net new jobs. The unemployment rate in September fell to 7.9 percent.

- The Conference Board *Consumer Confidence Index* increased in September, after declining in August. The Index now stands at 101.8 (1985=100), up from 86.3 in August.
- The *Present Situation Index* based on consumers' assessment of current business and labor market conditions increased from 85.8 to 98.5.
- The *Expectations Index* based on consumers' short-term outlook for income, business, and labor market conditions increased from 86.6 in August to 104.0 this month.

"Consumer Confidence increased sharply in September, after back-to-back monthly declines, but remains below pre-pandemic levels," said Lynn Franco, Senior Director of Economic Indicators at The Conference Board. "A more favorable view of current business and labor market conditions, coupled with renewed optimism about the short-term outlook, helped spur this month's rebound in confidence. Consumers also expressed greater optimism about their short-term financial prospects, which may help keep spending from slowing further in the months ahead."

### **Outbound Travel Market**

- A major U.S. wholesaler reported that while the recent announcement of Hawai'i's pre-travel COVID-19 testing program has certainly been a positive move, it is somewhat offset but other factors -- many properties extended their closure periods through the month of October with some not opening until mid-November which limits available inventory; the historical 90+ day booking window; and airlines adjusting load factors. This combination of circumstances has caused this wholesaler to suggest that arrivals will not pick up significantly for the rest of 2020 or even Q1 of 2021.

### **Competitive Environment**

- Discover Puerto Rico will focus on bringing future travelers starting in the next 2 to 4 months. The goal is to position the Island as a premier travel destination, educate potential travelers on current restrictions and guidelines to protect the health and safety of residents and visitors, and generate future demand to accelerate the tourism industry's economic recovery as the COVID-19 pandemic continues. Social media posts and other marketing messaging shared by Discover Puerto Rico, are strategically designed to inspire future visitation and earn top-of-mind awareness with consumers for Puerto Rico to be considered for trips later this year as tourism's high season approaches. Calls-to-action including, "It's Time to Plan," and "It's Time to Book," guide consumers to make trip decisions looking to the months ahead.

- Los Cabos in Mexico, continues to maintain a priority on health and safety standards as a part of the reopening plan and the “A Safer Way to Get Away” effort, they have announced a partnership with Intertek Cristal, a market-leading global health, safety, quality and security risk management business focused on the travel, tourism and hospitality sectors. The collaboration will support the continual enhancement of health and safety standards in the destination using Intertek Cristal’s Protek Destination Assurance program, including POSI-Check to help in the Prevention of the Spread of Infection (POSI). The impact of COVID-19 has brought great change to our daily habits and practices, including the way we travel and interact with others. When traveling to Los Cabos or any other destination, it is recommended for travelers to take extra precautions to protect themselves and others while traveling. The destination has created comprehensive health and safety guidelines to ensure the wellbeing of all travelers while keeping its remarkable service and high-quality standards unchanged.
- The World Travel & Tourism Council (WTTC) has launched a major social media campaign to raise awareness of the wide-ranging social benefits of travel. This new initiative asks travelers to think about the positive social impact that travel makes to people, places and communities dependent upon the Travel & Tourism sector for their livelihoods. It also encourages people around the world to share stories of how tourism has made a difference and changed their lives. The campaign ‘Travel the world. Make a difference’, is inspired by the deeper positive socio-economic and cultural benefits that all trips can generate.

### **Consumer Trends**

- According to McKinsey, physical distancing and stay-at-home orders have forced whole consumer segments to shop differently. A few months into COVID-19, consumer shopping online has increased significantly across many categories. Consumer intent to shop online continues to increase, especially in essentials and home-entertainment categories. More interestingly, these habits seem like they’re going to stick as U.S. consumers report an intent to shop online even after the COVID-19 crisis. Categories where expected growth in online shoppers exceeds 35 percent include essentials such as over-the-counter (OTC) medicine, groceries, household supplies and personal-care products. Even discretionary categories such as skin care and makeup, apparel, and jewelry and accessories show expected customer growth of more than 15 percent. While the shift to online shopping has been near universal across categories, high-income earners and millennials are leading the way in shifting spend online across both essential and nonessential items. Gen X has experienced a similar online shift, although not at the same scale as millennials. Gen Z has concentrated its shift online in particular categories: apparel and footwear, at-home entertainment, and food takeout/delivery.

### **Media Trends**

- *Video Image and Stories.* Short-lived content is now a thing. Brief “stories” in the form of images and videos are some of the latest social media trends on *Facebook* and *Instagram*. It is used by approximately 500 million daily users on *Facebook* alone. These types of posts or stories are those that go away after a certain period of time, usually after 24 hours. It’s been used by influencers and ordinary people to share new and up-to-date news to their followers.
- *User Generated Content.* Using user-generated content in marketing strategy is not a breakthrough discovery, but it is still just as powerful and effective. It continues to dominate social media trends in 2020, because it lets companies encourage their loyal consumers to be part of their expansion campaign. Usually, a business asks for feedback or personalized content from the users of their products or services to encourage other potential customers to do the same. For instance, having

an actual user discuss their personal experience with a product is an effective way to persuade others to try it as well. User reviews and content compels them to be spontaneous in your social media marketing! Studies show that consumers believe more in what other actual customers say than in what companies assert about their services.

**Airlift**

- HTA Airline Seat Capacity Outlook for October-December 2020 was released on October 7, 2020. The forecast for domestic scheduled nonstop air seats to Hawai'i during this period will decrease by -35.5 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 (-34.8%) and U.S. East (-40.6%). The situation is being monitored daily and the forecast adjusted accordingly.

**Market Intelligence/Market Conditions Impact on Hawai'i Travel**

- On September 16, Governor David Ige announced that the State's pre-travel testing program will start on October 15, 2020. Travelers will be exempt from the State's mandatory 14-day quarantine if they get a negative result from a Nucleic Acid Amplification Test (NAAT) from a certified Clinical Laboratory Improvement Amendment (CLIA) lab taken within 72 hours from the final leg of departure. Test results will be accepted only from the Trusted Partners listed on <https://hawaiicovid19.com/travel/>.

**Leisure Activity Update**

**Consumer**

- On-line

**Digital Campaign September – Estimated Impressions Per Island**

<b>PARTNERS</b>	<b>Central</b>	<b>OVB</b>	<b>MVCB</b>	<b>KVB</b>	<b>IHVB</b>	<b>LVB</b>	<b>DMVB</b>
<i>FeedFeed</i>	-	-	PAUSED	-	-	-	-
Programmatic	-	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
Search	-	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<i>Buzzfeed</i>	-	PAUSED	-	PAUSED	PAUSED	-	-
<i>Condé Nast</i>	-	-	PAUSED	-	-	PAUSED	PAUSED
<i>Matador</i>	-	PAUSED	-	PAUSED	PAUSED	-	-
<i>Culture Trip</i>	-	PAUSED	PAUSED	PAUSED	PAUSED	-	-
<i>Great Big Story</i>	-	-	PAUSED	PAUSED	-	PAUSED	-
<i>Facebook</i>	PAUSED	-	-	-	-	-	-
<i>Instagram</i>	PAUSED	-	-	-	-	-	-
Total	-	-	-	-	-	-	-

- All digital ad buys were paused due to a delay in the start of pre-travel testing program.

## Travel Trade

- Paid trade media – September
  - *Affiliate Program\* (TravAlliance)*, 2,181 impressions, Affiliate Program Homepage Marquee, February-December.
  - *Affiliate Program\* (TravAlliance)*, 32,727 impressions, newsletter 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 Sept. 16, confirming Hawai'i's Pre-Travel Testing Program will start on Thursday, Oct. 15, 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 Governor David Ige's direction on how the pre-travel testing enables travelers to avoid a mandatory 14-day quarantine if they are tested no earlier than 72 hours before their flight arrives with an FDA-approved nucleic acid amplification test (NAAT).
  - HVCB PR and Island Chapter teams held meetings to strategize communications and pitching efforts in preparation for the launch of Hawai'i's Pre-Travel Testing Program following HTA and HVCB's marketing direction. Collaborative efforts resulted in up-to-date pitching resources, communications on new travel protocol and destination messaging that will be continuously updated.
  - As a result of the PR team's proactive outreach and communication with *Los Angeles Times* writer Jay Jones, he produced a story titled "Hawaii will allow pre-travel COVID testing instead of quarantining." The PR team informed him of Governor David Ige's confirmation of Hawai'i's Pre-Travel Testing Program starting on Thursday, Oct. 15, and will continue to provide Hawai'i news to share with visitors.
  - HVCB's PR team assisted writer Kaeli Conforti of *BudgetTravel.com* in a story about Hawai'i's pre-travel program. The team compiled a list of trusted socially distanced activities across all islands that visitors can experience. The story also encouraged readers to visit the GoHawaii site for important updates and safety protocols and precautions.
  - Media coverage highlights:
    - "Hawaii will allow pre-travel COVID testing instead of quarantining" – *Los Angeles Times* – Jay Jones – Sept. 18
    - "Hawaii to reopen October 15 with new COVID-19 testing requirements" – *BudgetTravel.com* – Kaeli Conforti – Sept. 24
    - "30 Fall Staycation and Road Trip Hotel Deals" – *NerdWallet* – Ramsey Quebin – Sept. 25
- KVB
  - Kaua'i was featured in the following September publications and websites:
    - *Golf Advisor* (361,2199 uvpm), "Hawaii set to welcome back tourists and golfers October 15."
  - Liaised with four media in September.
  - Issued press release, "Golfweek Recognizes Kauai Golf Courses Amongst the States Best" on Sept. 8 in conjunction with the Kaua'i Golf Co-op and Troon.

- OVB
  - Liaised 18 media in September.
- MVCB
  - Liaised with and/or provided information or image assistance to the following media:
    - Kerrick James, *EnCompass*, assisted with COVID-19 testing information for possible October travel to Maui.
- IHVB
  - Liaised with the following media in September:
    - Al Bonowitz, *AAA*
    - Zoe Aust, *Social Media Influencer*
    - Cheryl Rodewig, *USA Today*
    - Island of Hawai'i was featured in *Zagat* (uvpm: 59,081): Hawaiian Chef Chad Yamamoto on Abundant Fish and Community Spirit, May 2020. Coverage resulting from hosting Amber Snider on the island of Hawai'i in March 2020.

**Sales Activities**

Sales Calls, Trade Shows, Training Events

	<b>Wholesaler/TA/TO/OTA/other</b>
<b>HVCB</b>	13
<b>KVB</b>	1
<b>OVB</b>	1
<b>MVCB</b>	-
<b>IHVB</b>	-

Summary of Key Sales Activities

- HVCB
  - The team has transitioned from conducting live, in-person training to participating in webinars and virtual events. For the month of September, travel trade hosted 12 webinar training sessions plus one virtual trade show for a total of 13 sales activities for 1,520 participants; and participated in 56 advisor appointments. The team has supported key HTA initiatives as well as initiated projects to prepare for when Hawai'i welcomes back travelers.
  - HVCB conducted a joint webinar with Travel Leaders Network and Pleasant Holidays on Sept. 2 for 220 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.
  - On Sept.16, HVCB provided an update on Hawai'i travel restrictions and the pre-travel testing program in a consumer webinar for Cary Travel Express for eight travel advisors and 17 consumers. Participating Hawai'i suppliers included Classic Vacations, Four Seasons Resorts Lāna'i, Hawaiian Hotels & Resorts, Kā'anapali Beach Hotel and Outrigger Hotels & Resorts.
  - HVCB conducted a webinar for two advisors and 15 clients of Allied Travel on Sept.17. The webinar covered a safety message and information on the pre-travel testing program, as well as island highlights.

- Signature Travel Network continued their Signature Virtual Connections series featuring a 45-minute Hawaiian Islands webinar for 200 travel advisors on Sept.21. The session was recorded for future viewing.
- *Travel Weekly* hosted their first GTM West Virtual event from Sept.19-20. The event provided HVCB the opportunity to virtually meet with 56 vetted travel advisors for six-minute appointments and conduct four 30-minute presentations reaching a total of 40 advisors. Travel advisors were pre-qualified with a personal revenue requirement of \$750,000 in sales per year.
- Apple Leisure Group held their inaugural virtual ALG Ascend event from Sept. 23-24. As a sponsor, HVCB conducted one destination workshop for 200 travel advisors, presented at the general session to over 600 travel advisors and participated in the virtual trade show with a live chat along with KVB, OVB, MVCB and IHVB.
- Ensemble Travel Group hosted a Hawaiian Islands webinar for 89 travel advisors. The presentation will be stored on the University of Ensemble platform for future viewings.
- HVCB conducted a webinar for 73 advisors of World Travel Holdings on Sept. 29. The webinar covered a safety message and updated information on the pre-travel testing program, as well as island highlights.
- Travel agent website *agents.gohawaii.com* update: There were 673 online graduates who completed the Hawai'i Destination Specialist and/or Island Specialist educational courses online, and 718 new registrants signed up for access to our online resources. The travel agent database numbers are now up to 85,570 U.S. travel agent email contacts.

### **Key Performance Indicators - Leisure Market**

#### **Consumer**

#### **Digital Campaign August Actuals – Estimated Impressions Per Island**

<b>PARTNERS</b>	<b>Central</b>	<b>OVB</b>	<b>MVCB</b>	<b>KVB</b>	<b>IHVB</b>	<b>LVB</b>	<b>DMVB</b>
<i>FeedFeed</i>	-	-	-	-	-	-	-
Programmatic	-	-	-	-	-	-	-
Search	-	-	-	-	-	-	-
<i>Buzzfeed</i>	-	-	-	-	-	-	-
<i>Condé Nast</i>	-	-	-	-	-	-	-
<i>Matador</i>	-	-	-	-	-	-	-
<i>Culture Trip</i>	-	-	-	-	-	-	-
<i>Great Big Story</i>	-	-	-	-	-	-	-
<i>Facebook</i>	PAUSED	-	-	-	-	-	-
<i>Instagram</i>	PAUSED	-	-	-	-	-	-
<b>Total</b>	-	0	0	0	0	0	0

- Estimates previously reported for August were not reached as all ad buys were paused due to a delay in the pre-travel testing program.

## Public Relations

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

<b>Impressions and Publicity Values for August</b>		
<b>AUGUST</b>	<b>Impressions</b>	<b>Publicity Values</b>
Print	85,653,807	\$13,057,335.56
Online	61,607,260,896	\$22,860,053.92
Broadcast	241,069,919	\$9,701,109.25
<b>Total</b>	<b>61,933,984,622</b>	<b>\$45,618,498.73</b>

## Countermeasures

- Governor Ige announced the quarantine for all travelers would continue through Oct. 31, with an alternative pre-travel test to bypass the quarantine beginning Oct. 15. 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 extended quarantine, pre-travel test and new procedures. Ongoing communications occurred with media, MCI customers and clients, and consumers who had questions and requested more information.
- Since March 26, HVCB created, managed and staffed HTA's State of Hawai'i Quarantine Enforcement Task Force call team. HVCB Central and Island Chapter staff were assisted by HTA employees, Hawai'i Department of Transportation employees, Maui Police Department staff and Hawai'i County Civil Defense staff in making outbound calls to visitors and residents who were required to quarantine for 14-days upon arrival. The team also staffed inbound hotline calls from these same passengers as well as hotels and law enforcement, and assisted law enforcement on all islands in tracking violators and providing supporting documentation. Upon cessation of supplemental funding for this activity in mid-September, HVCB terminated 21 regular employees as part of reductions to HVCB's 2020 and 2021 state funded budget. This brings the total of staff reductions in 2020 to 29 or approximately 40 percent of the original 2020 budgeted staff count.

## Responsible Tourism Update

- Hawaiian Culture & Natural Resources
  - HVCB - 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.
  - 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.
    - Through CARES ACT grant funding, KVB launched "Aloha for Kaua'i" in a joint effort with Jaxon Communications and Kupa'a Kaua'i. This 14-week campaign will promote local restaurants and retailers through social media and radio until December.

- KVB continued “Resort Bubble” efforts in coordination with the County utilizing CARES ACT grant funding. Three resorts have completed, submitted and have approved plans to commence the “Resort Bubble” at their properties beginning Oct. 1.
  - Kauaikamaaina.com was refreshed with updated offers from local businesses and a COVID-19 special alerts link to the gohawaii.com website.
  - o IHVB supported non-profit La’i ‘Ōpua creating *Facebook* ads for their hot meal distribution every Monday, Wednesday and Friday. The free meals are provided by County CARES funding.
  - o OVB, MVCB 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
    - o 2021 Partnership Opportunities were provided to industry partners, offering a variety of Leisure, Travel Trade and MCI marketing opportunities in the U.S. market. To increase marketing efforts available to industry partners worldwide, distribution efforts also included information for HTA’s global marketing teams covering Japan, Canada, Oceania and Korea.

### **Island Chapters Engagement Update**

- IHVB
  - o Hawai’i Tourism Japan (HTJ) - provided suggested locations for Japan activity/tour operator *YouTube* project (based on wide, open spaces concept)
  - o HTJ - provided contact information as requested for Lili’uokalani Park and Gardens

### **“Coming Attractions” for Leisure Market**

Most live training events have transitioned to webinars and online virtual events.

	<b>What</b>	<b>When</b>	<b>Where</b>
<b>HVCB</b>	Travel Leaders Network Conference	Oct. 13-15	Virtual
	<i>TravelAge West</i> Western States Virtual Expo	Oct. 14	Virtual
	Liberty Travel Webinar	Oct. 14	Virtual
	Classic Vacations Webinar	Oct. 15	Virtual
	KHM Agent to Agent Webinar	Oct. 28	Virtual
	GTM Flagship	Oct. 29-31	Virtual
	MAST Sales Sensation	Nov. 17	Virtual
	The Hawaiian Islands Virtual Event: <i>Mālama Hawai’i</i>	Nov. 19-20	Virtual
<b>OVB</b>	Meet Hawai’i/Northstar Meetings Group Virtual Event	Oct. 15	Virtual
	Mailpound Webinar	Nov. 11 TBD	Virtual
	Meet Hawai’i/Connect Virtual Event -Incentive	Nov. 18	Virtual
	Mailpound Webinar	Dec. 7	Virtual
	Meet Hawai’i/Connect Virtual Event - Medical	Dec. 16	Virtual
<b>IHVB</b>	Hawai’i Tourism Canada Webinar	Oct. 1	Virtual
	Pleasant Holidays Webinar	Nov. 10	Virtual
	Quarterly Consumer Email	Dec. 16	Electronic / email

# Hawai'i Tourism Japan

## 2020 Monthly Leisure Marketing Report – September

### Market Intelligence/Market Conditions

#### **Economy**

- With the announcement of former Prime Minister Abe due to concerns for his health, the former Chief Cabinet Secretary Yoshihide Suga was elected to the role of Prime Minister on 9/14. The new prime minister stated that combatting of the COVID-19 pandemic will be maintained as a priority as they seek to reopen the economy.
- Japan will be reopening borders for foreign visitors with mid to long-term permits to stay within the country from October including students and business travelers but excluding tourists. These travelers must be accepted by entities or organizations capable of ensuring negative test results before entry. Travelers must continue to self-quarantine for 14 days and avoid public transportation during the period.

#### **Outbound Travel Market**

- Japan and South Korea came to a bilateral agreement to resume international travel between the two countries. Starting from 10/8, travelers between the nations will be exempt from self-quarantine if they are able to provide official documentation showing negative test results for COVID-19. South Korea is the second country after Singapore in which Japan is mutually easing entry restrictions in this manner.
- As the travel industry continues to struggle with regulations imposed on overseas travels, various entities have been formulating new unique experiences for consumers. HIS began sales of 15-day and 30-day long stay products in response to the demand for international workations. Accommodations selected are convenient for workations and come equipped with amenities such as kitchens and wifi. JALPAK began sales of starry night flight tours to allow consumers to experience flights to Hawai'i. The product utilizes a chartered Boeing 767 aircraft and recreates service to Honolulu with menu items offered on the Honolulu flight being served.

#### **Competitive Environment**

- Guam's Department of Public Health and Social Services launched its COVID-19 Alert app. The app serves as an exposure notification tool and has the ability to alert users if they had come into contact with other users that have been diagnosed with COVID-19. This is the first implementation of such a tool within US territory.
- Thailand announced a new 90 day long long-stay tourist visa at a cabinet meeting on 9/15. The visa will be the first stage in the government's initiatives for reopening tourism. Applicants for the visa must book a hotel or accommodation for the full 90 days to qualify and undergo a 14-day quarantine. Upon completion of the quarantine, the tourist will be granted free movement.
- A variety of European nations are considering or have raised restrictions as spikes in COVID-19 cases have been seen. The United Kingdom called for all citizens to work from home and imposed regulations on businesses. Spain has entered a partial lockdown in its capital of Madrid and

surrounding regions. France also raised restrictions within Paris shutting down various businesses such as bars, gyms and swimming pools.

### **Consumer Trends**

- Consumer studies performed by Hakuhodo found that consumers viewed freedom of life to be returning when comparing with pre-COVID levels. Consumers were asked to rate their freedom of life from 1 to 100 with 100 being pre-COVID levels. Average levels in September rose 8 points from August to 58.3, indicating slight improvement. While still at high levels, consumers stated that uncertainties were starting to decline in all facets with more people starting to resume activities such as nonessential outings.
- Studies on consumer attitudes towards travels found that while travel plans were increasingly not carried out as planned from January to April, recovery in planned trips was seen from May onwards as consumers altered their itineraries to accommodate the restrictions posed by the pandemic. Conversely, consumers also stated that the lack of crowds allowed for a more enjoyable experience from April to June. Popular reasons for carrying out travels were that there was no point in worrying and that they wanted to support the destinations. However, concerns for the pandemic remained high amongst consumers indicating that they were carrying out their travels despite concerns for the virus. Travelers were also increasingly incorporating safety protocols such as wearing of masks and frequent washing of hands during travels.

### **Travel Trends**

- Alert levels in Tokyo were lowered for the first time in 2 months on 9/10, allowing consumers to more freely move outside their homes. Such measures are allowing for the domestic travel market to gradually see recovery. Additionally, the prefecture of Tokyo was added into the Japanese government's travel subsidy program, "Go To Travel", greatly enhancing effects in the domestic travel sector. Prices for domestic tour related products have also started to rise.
- For international travels, the government has begun admitting business travels to a handful of countries such as Vietnam and Thailand where infection rates were low. Travels with the purpose of tourism will however remain restricted.
- Travel agencies are gradually strengthening sales of international tour products. They have stated that they are beginning to gain some traction from consumers regarding international tours and have felt that they desire to travel overseas again. Response for products listed online has been relatively strong and hence will be further strengthened.
- ANA Sales began the inclusion of COVID-19 insurance for domestic travels. The insurance includes consumers' access to a consultation desk, along with coverage up to 20,000 yen for travelers who are diagnosed with COVID-19 either during or up to 14 days after return from their trips.

### **Media Trends**

- Due to the effects of the COVID-19 pandemic, many media are changing distribution channels for contents. One change comes from models and chief editors sharing information directly to consumers using online streaming services. As the length of time consumers spend at home increased, contents also shifted towards those that readers can easily understand and adopt within their lifestyles.

- While many media publications continue to suspend issues, some new publications are arising, publishing their first issues. Most of these new issues are published not by publishers but by businesses such as UNIQLO and Rakuten. Businesses are likely to increase issuance of owned media much in a similar fashion to credit cards issuing membership magazines and airlines issuing in-flight magazines.

## **Airlift**

- Japan – Hawai'i direct flight suspension status
  - Japan Airlines: Suspension through 10/31; a few special services will be operated
  - All Nippon Airways: Suspension through 10/31; a few special services will be operated
  - Hawaiian Airlines: One weekly flight between Narita and Honolulu to be resumed
  - Delta Air Lines: Suspension through 12/18
  - Korean Air: Suspension through 10/31
  - United Airlines: Suspension through 11/1
  - Air Asia X: Suspension indefinitely
- In continuation from August and September, JAL will be operating two services to Honolulu in October to serve for persons having to travel for business, those with foreign residency, exchange students, etc. The services will depart Haneda on 10/11 and 10/24 with the first return flight to Haneda on 11/12 and the second flight returning to Kansai International Airport on 11/25. As they gradually resume services, they have also unveiled their fully touchless check-in machines as a part of safety protocol measures to mitigate spread of COVID-19.
- ANA will be resuming service to Honolulu after roughly 6 months of suspension. They will be operating two flights between Narita and Honolulu in October with departures set for 10/5 and 10/19. ANA also had their second sightseeing flight service using their Airbus A380 on 9/20. The theme of Hawai'i was maintained for the service and served as an ideal opportunity to keep the destination amongst consumers' minds. Full resumption of services utilizing the Airbus A380 remain undetermined.
- Hawaiian Airlines has announced that they will be resuming one weekly service from Narita to Honolulu from August. Their weekly service will depart Narita on Saturdays and depart Honolulu on Thursdays.
- The US Federal Aviation Administration announced that they are considering extension of the exemption for the use it or lose it rule for airlines through to 3/27 2021 at the two airports in New York and Washington DC. The industry speculates other countries and airports to expand and follow suit for similar considerations.

## **Market Intelligence/Market Conditions Impact on Hawai'i Travel**

Japan is now lead by a new prime minister, Yoshihide Suga, as former prime minister Abe resigned from the position due to health concerns. Suga stated that all major policies enacted under the Abe administration will be maintained and that he will continue to hold the combatting of fighting against the COVID-19 pandemic as a priority while seeking to reopen the economy. Significant changes have been made to border restrictions as signs of the resumption of travels begin to come to light. Starting from October, the Japanese government will begin to admit foreign travelers with mid to long-term permits for stay from all countries and regions. Additionally, shorter-term travels are starting to see the loosening of restrictions as well with the government entering agreements with South Korea and

Singapore to allow shorter-term business travelers to be admitted and be exempt from quarantine measures. The government has noted that they will continue to seek countries and territories where similar measures can be implemented as they view the resumption of business travels as being essential to the revitalization of the economy.

As various travel regulations begin to be loosened developments in the Japan Hawai'i travel market are also starting to be seen. In addition to JAL operating periodic flights in August and September, ANA has announced that they will also be offering two flights to Honolulu after 6 months of suspension. On a similar note, Hawaiian Airlines also announced that they will be resuming 1 weekly service between Narita and Honolulu. These services are being resumed in light of the growing demand from long term travelers such as business travelers and exchange students. However, full recovery of the tourism sector is still expected to take a long time as a major hurdle of mandatory quarantine measures remains in effect. Many Japanese consumers have stated that they intend to postpone travels until quarantine measures are lifted in both Hawai'i and Japan.

## **Activity Update**

### **Consumer**

- Launched the 2020 HTJ Konin (Certified) product campaign with Mc Donald's Japan on 8/5. A CRM survey conducted in collaboration with Japan Airlines together with the campaign, resulting in 22,890 responses being received as of 9/24. Mc Donald's also launched a TV commercial for the campaign, while all in-store tray mats featured contents of the campaign, including a link to a relaxing Hawai'i movie created by HTJ under the Ouchi de Hawai'i (Hawai'i from home) campaign.
- Began an online talk show series titled, "Mitsue no Heya" (Mitsue's room) from 9/19. For the first run on 9/19, HTJ invited media coordinators from each of the islands to participate and provide updates from their respective islands. A total of 510 live viewers with 3,630 views and 25,072 impressions after the stream were recorded. The second run was held on 9/26 and invited representatives from hotels, attractions, shopping centers and restaurants to share on safety protocols being implemented and initiatives taken in anticipation of the resumption of travels. A total of 358 live viewers with 1,757 views and 16,117 impressions after the stream were recorded. The next show will be held on 10/3 with Japanese speaking guides from the island of Hawai'i to share about the appeals of the island.
- Total columns under the "Ouchi de Hawai'i" (Hawai'i from home) campaign reached 142. A total of 1,049,443 page views and 818,051 unique users were recorded between April and September.
- A press release for the online talk show was also sent on 9/9, resulting in 53 articles, 819,841,920 impressions and AVE of \$189,865.01 as of 9/30.
- Sent an email magazine to 374,732 consumers on 9/10 to share updates on COVID-19 in Hawai'i, HTJ's new online talk show "Mitsue no Heya" and a movie promoting the neighbor islands in collaboration with influencer Ms. Shiho. HTJ also shared about the "Hawai'i Connection" movie which introduces Hawaiian culture.
- Continued preparation of contents and participating partners' guidelines in anticipation of the Hawai'i Expo event being online in December.
- Worked with Global Wifi to broadcast a webinar sharing updates on the current situation of Hawai'i. The webinar was held on 9/12 for a total of 959 participants.

- HTJ continued collaboration with millennial ambassador program POOLO, and the selection of 150 applicants to become global youth leaders. The applicants learn about tourism and business marketing from guest speakers throughout the year by not only inputting the information but also outputting ideas with other members. Also, the attendees are divided into 3 groups to delve deeply into specific topics. HTJ supports POOLO through the provision of Hawai'i seminars. The 1st seminar was conducted on 9/12, and the 2nd seminar on 9/26 attended by 57 members.
- Continued preparations for the launch of a new website to promote surfing under the allhawaii portal site. Contents will include the history of surfing in Hawai'i, introductions of surfers in Hawai'i and Japan, how to enjoy surfing, surfing lifestyles, ocean safety, activities to protect the environment and movies relating to surfing. The site is scheduled for launch in October.
- Continued streaming weekly webinars through the Aloha Program. Topics of the webinars include culture, history, current events in Hawai'i, Hawaiian music concerts and Hawai'i Specialist exam study sessions. Total attendees in September was at 1,418.
- Continued enhancement of online contents within the Aloha Program. Three live ukulele lessons with Mr. Jody Kamisato were provided for members in September yielding participation from 853 Hawai'i Specialists. A total of 8 new columns were also posted within the Aloha Program website on history, culture and nature.
- A survey campaign was conducted on Aloha Program members to find out about their thoughts regarding the new Aloha Program website and travel consciousness, yielding 3,066 responses. Some findings of interest include 32% of respondents wishing to visit Hawai'i again as soon as travels are resumed and that their top interests in information regarding Hawai'i currently was on tourism, gourmet options, Hawaiian music, Olelo Hawai'i and the ukulele.

### **Travel Trade**

- A survey was conducted on major travel agencies. Results found that travel agencies did not expect performance to return to 50% of 2019 levels until Spring 2021 at the earliest, with potential to not be able to recover until 2022 as well. Travel agencies forecasted 2021 performance to be at roughly 40% of 2019 levels.
- Two travel trade webinars were held in September. The first was on 9/16 with Embassy Suites by Hilton Waikiki Beach for 150 attendees and the second was on 9/30 with Plan Z LLC for 56 attendees. The webinar with Embassy Suites covered a full hotel inspection including the pool area, restaurant halls and guest rooms, along with an introduction of the safety protocol measures being implemented at the property. The webinar with Plan Z LLC covered upcoming trends in the art scene of Hawai'i along with potential collaboration opportunities for travel agencies.

### **Public Relations**

- Continued to provide updates on information relating to COVID-19 in Hawai'i to media. Many inquiries were received about the pre-testing program for travels.
- A media partner meeting was conducted to provide updates on the current situation of Japan and Hawai'i, while also discussing the issue surrounding HIFA's pilot program not being approved and what is to be expected as the new norm for filming/shooting in Hawai'i with a total of 43 partners participating.

- Issued 4 press releases on HTA’s new president and CEO, the POOLO tourism seminar, HTJ’s new COVID-19 website and HTJ’s new online talk show “Mitsue no heya” to Hawai’i media, travel trade media, travel agents and Hawai’i partners. The press releases secured a total of 112 exposures, 25,348,911,917 impressions and AVE of \$413,065.
- Secured featuring of the roots of surfing and the legends of Hawaiian surfers Duke Kahanamoku, Eddie Aikau, etc. on a Japanese TV program on 10/10 from 8:30 am to 9:25 am. The estimated reach for the show is 300,000.
- HTJ coordinated a social media webinar for partners in Hawai’i on 9/30 with 101 people attending online. The webinar shared about trends of social media, the best way to enhance exposure of ads and effective ways for conducting SNS campaigns. Positive comments were received from participating partners stating that they would like to participate in future iterations of the webinar.

**Sales Activities**

Sales Calls			
Airline	Wholesaler/TA/TO/OTA	Other	Total
5	28	9	42

**JTB**

- Cancellation of international tours has been announced through to 10/31.
- The inclusion of Tokyo within the Go To Travel campaign has prompted JTB to focus more heavily on domestic tours.
- Staff in charge of Hawai’i related products are working on preparation of the pamphlet set for publication in November, along with the planning of virtual tours and SDG related tours to Hawai’i.
- Although some airline services to Hawai’i will be resumed, the continued travel advisory levels make it difficult for sales to be resumed.

**HIS**

- Cancellation of international tours has been announced through to 10/31.
- HIS has developed longer duration workation oriented tours to Hawai’i, with durations set at 15 and 30 days.
- Internal discussions are underway on potential retail outlets to be closed for cost-saving measures.
- HIS reaffirmed intents to utilize the HTJ travel industry website to effectively reeducate staff.
- Focus of operations continues to be placed on domestic tours with the Go To Travel campaign, placing international tours as a secondary priority. However, because Hawai’i remains as a major market for HIS, they have continued to proactively post updates and initiatives for Hawai’i. Sales of Hawai’i products from fall 2021 onwards was begun on newspaper ads, attracting roughly 200 pax.

## KNT

- Cancellation of international tours has been announced through to 10/31.
- Overall performance in July remains at a 93.6% reduction year over year despite launch of the Go To Travel campaign. Staff allocated to international tours will continue to be allocated towards domestic travels with the Go To Travel campaign.

## JALPAK

- Cancellation of international tours has been announced through to 10/15.
- JALPAK arranged sales for a sightseeing flight utilizing a chartered Boeing 767. The tour departed on 9/26 and offered various unique touches such as menu items offered on the regular service to Hawai'i, along with amenity goods to have consumers feel like they had visited Hawai'i.
- Began sales of products with the Honolulu Marathon. Products offered are highly simplified without the use of tent stations and mostly include only flight tickets and accommodations.
- The company has placed focus on domestic travels through the Go To Travel campaign.

## Hankyu Travel

- In anticipation of the rise of demand for workations in the post-COVID era, Hankyu Travel announced that they will be strengthening initiatives in the field. They have also stated that they aim to enhance online seminar initiatives.

## Partner Relations

- Supported an online seminar arranged by Brand USA on 9/30. DMOs from various States participated to share on updates relating to COVID-19 and PR the various initiatives being taken to the Japanese travel industry. Close to 500 agents attended the online seminar.
- HTJ conducted a series of meetings with travel industry partners including ANA/ANA Sales, Rakuten Travel, Hyatt Regency and also attended the bi-monthly JHTA board member and regular member meetings to provide updates on COVID-19, current market conditions and plans for the reopening of travels.
- Arranged meetings with HIS Hawai'i and JALPAK Hawai'i to discuss potential future tour development such as those on virtual platforms.
- Arranged a virtual tour promotion for the Bishop Museum together with local satellite office, HIS Hawai'i.

## **Responsible Tourism Update**

- Continued development of the HTJ COVID-19 microsite for consumers. HTJ contacted a series of partners to have them provide safety protocol measures being implemented to be listed within the site. Information on the site will be continuously updated as necessary.
- Preparations for the launch of a major landing page under allhawaii.jp to share about the Hokulea's "Malama Honua" activities in Japan were continued. Insertion of subtitles for the Hokulea documentary was completed, and the site is set to launch within 2020. HTJ will also be organizing a

Hokulea movie blitz in 2021 throughout Japan to share about the story of the Hokulea and its crew members.

**Island Chapters Engagement Update**

- IHVB: HTJ inquired with IHVB regarding updates on photo/video shooting permits as many inquiries were received from tour companies regarding virtual tours.

**“Coming Attractions” for Leisure Market**

<b>What</b>	<b>When</b>	<b>Where</b>
Travel trade industry webinar: Embassy Suites by Hilton – Waikiki Beach Walk	10/7	Online (Zoom)
Hawai'i kai (association) Monthly Meeting	10/7	Online (Zoom)
Travel trade industry webinar: Accor Hotels	10/7	Online (Zoom)
Travel trade industry webinar: Marriott Resorts Hawai'i	10/28	Online (Zoom)

# Hawai'i Tourism Canada

## 2020 Monthly Leisure Marketing Report – September

### Market Intelligence/Market Conditions

#### **Economy**

As health restrictions began being lifted in May, the rebound set in. Statistics Canada estimates that July's economic activity was at 94 per cent of February levels, and by August, 1.9 million jobs had been recovered. Still, a gaping chasm remains to be closed before Canada's economy is back to normal.

While economic activity is fully restored in some sectors, many will not see a return to normal until a vaccine is available to the wider public, both in Canada and globally. And for some industries, difficulties will persist beyond that and the business environment might never fully return to normal.

The arrival of colder weather, coupled with a rise in the number of COVID-19 cases in recent weeks, is expected to continue to disrupt Canada's recovery. The health measures and testing currently in place should prevent another full shutdown of economic activity, but we do expect localized or regional shutdowns to continue to flatten the path of recovery.

A flattened recovery means that businesses and households will continue to rely on extraordinary monetary and fiscal measures put in place since the start of the crisis. The Canadian Emergency Wage Subsidy was adjusted in August to support businesses that have lost varying amounts of revenue. Though set to expire by the end of this year, we assume it will be extended through to the second quarter of 2021.

Households have benefited from the Canada Emergency Response Benefit, which is set to be replaced by an updated employment insurance system and the Canada Recovery Benefit. These programs will help boost real household disposable income by a record 9 per cent this year, despite the recession and massive loss in labor income. Unable or unwilling to spend in the second quarter of this year, households let their balance sheets swell, as the aggregate household savings rate jumped to over 28 per cent.

Spending has since rebounded, helping to bring retail sales back to more normal levels over the summer. But consumers remain worried about future job prospects and the resurgence in COVID-19 cases, suggesting that the pace of recovery will slow in coming quarters.

During the period, the average value of the loonie declined 2% to USD \$0.737.

#### **Outbound Travel Market**

Between Jan-July, Canadians made just 8.2 million overnight trips to the U.S. and other destinations, versus almost 19.7 million last year. Compared to the same period in 2019, total overseas activity has fallen 52.2 per cent while transborder trips (for all purposes) have decreased by 62.5 per cent.<sup>1</sup> Under normal circumstances about 3 million overnight outbound trips occur during the month of July; this year's volume was just 106 thousand trips.

Canadians made 4.3 million overnight trips to the U.S. throughout Jan-July, compared to 11.6 million in 2019. During the period, overnight auto trips fell 68 per cent and travel by other modes decreased 57 per cent. Travel restrictions resulted in a loss of 4.6 million transborder seats in the second quarter alone. Just 30 thousand trips by air were recorded during the period (Q2) compared to almost 1.8 million in 2019.

With no significant new activity from the Canadian market since March, YTD arrivals into Hawaii are -58% less than the volume recorded in 2019. The first eight months of 2020 saw direct arrivals fall -55% and indirect arrivals decline -68%. The decline in activity has resulted in 215 thousand fewer arrivals so far this year.

### **Competitive Environment**

Not surprisingly, destinations in the Asia-Pacific region have reported almost no travel activity since April. After recording 631 thousand arrivals in the first quarter, activity has fallen -99 per cent in each month since. Overall, reported arrivals in the region have amounted to just 640 thousand since January, a 70.5 per cent decline compared to 2019.

Following almost no activity during the second quarter, the month of July recorded just over 8 thousand arrivals, almost half of which were to Mexico. Destinations in the region have reported almost 2.1 million arrivals so far in 2020, compared to 3.8 million in 2019.

### **Consumer Trends**

The index of consumer confidence inched back up in September to settle at 83.6 points, the highest level recorded since March (88.6). Overall, consumers are somewhat less pessimistic about their current finances and positive sentiments regarding major purchases have risen slightly since last month. However, compared with its peak, reached in February (120.6), the index is now 37 points below its pre-pandemic level

### **Travel Trends**

Updated travel policies in several destinations now allow Canadians to visit with relatively few restrictions. Furthermore, the inclusion by Air Canada, Sunwing, and WestJet, of COVID-specific health insurance on certain flights and trip packages will help incent some activity in the fourth quarter months, especially to sun destinations. But the continued closure of the U.S. land border, very little global air capacity, and mandatory quarantine requirements for returning travelers continue to impact demand. Updated projections point to a loss of 23 million overnight trips in 2020, including 15 million fewer trips to the U.S.

### **Media Trends**

While working from home had become more common in recent years – particularly in fields like tech – nothing has accelerated the trend quite like the COVID-19 pandemic. And while many people are mixed on just how productive they are, how lonely they are and how much they enjoy it, one thing's for sure: it's had an **effect** on how much media we consume (and when we consume it).

A new North American study by Nielsen indicates that, for some media, daytime is now a lot more valuable than it once was.

The study divided people into two different cohorts – people who traditionally work from home (traditional WFH), and people who are newly working from home thanks to COVID-19 (COVID WFH). Traditional WFH employees tend to feel they're more productive at home (60% feel this way), while COVID WFH employees have a mixed view (39% feel more productive, and 33% say they are the same level of productive that they were in an office).

People who have worked from home for a longer time tend to consume more content throughout the day (an average of 10 hours and 27 minutes per day). People who are newer to WFH life consume around 20 minutes less than traditional WFH respondents per day.

Newbies boast a larger share of digital minutes consumed (57% of their time, or five hours, 44 minutes) compared to WFH veterans, who spend a combined 44% of their media consumption time on live/time-shifted TV and connected TV (three hours, 39 minutes on the former; one hour, nine minutes on the latter) and 54% of their time (five hours, 38 minutes) on digital.

For streaming, Netflix is the most popular platform, with 34% of respondents saying they use it most frequently. YouTube comes in second at 20%. Third-place finisher Hulu (11%) is not available in Canada, but 8% of viewers gravitate toward Amazon Prime Video. Total minutes spent streaming increased by 74%, and while all age groups increased the amount of streaming they do, the biggest share increase came from people 55 and up – in Q2 2019, they accounted for 19% of minutes streamed. In Q2 2020, they accounted for 26%. And, 25% of respondents say they've increased the number of paid streaming services they subscribe to (73% remain the same, and only 2% say they will reduce the number).

For people working at home, listening to music is the most common everyday occurrence (44% listen to music – either streamed or via radio – every day, and 35% listen at least once per week). Spending time on social media is also an everyday activity for 31% of from-home workers, as is watching TV (linear or streamed), specifically on a break from work (33% do so daily, 32% weekly). Additionally, 29% watch TV while working (with sound) daily and 25% watch it daily while working with no sound.

Podcasts and spoken word/talk radio are less likely to be listened to on a daily basis (23% do so daily), but 30% do so weekly.

The most common type of video content consumed while working (or on breaks) is news (47%), but comedy and movies also pull in strong numbers at 40% and 36% respectively. In terms of specific types of news, local just barely edges out national by two percentage points – 64% of news viewers watch local first.

Despite the increasing number of daytime sports matches, such as the NHL qualifying round and the first Playoff round for the Toronto Raptors, which aired as early as 1 p.m., only 24% say they watch sports during the day.

Even despite the increased media consumption, 55% of the people surveyed feel they had fewer distractions than at the office due to colleagues, long lunch breaks and frequent meetings. Additionally, 55% say they're more productive because they're not wasting time commuting. But that also means the media that surrounds the workday is different. With the morning and evening commute no longer being relevant for many workers, 54% say they're waking up later than before. On the other hand, 49% say they're going to bed later.

### **Airlift**

- Air Canada executives are encouraged by initial results of a program of COVID-19 testing for arriving passengers in Toronto.
  - The program, which began in early September, so far has conducted 13,000 tests of returning passengers, according to Air Canada.
  - "Rapid testing is also a means to enable governments to relax current blanket travel restrictions and quarantines in a measured way while still safeguarding the health and safety of the public," according to Air Canada chief medical officer Jim Chung. "The preliminary results suggest a shorter, test-based strategy may be an available and safe alternative to the 14-day quarantine."
  - Air Canada also is finalizing an order of 25,000 ID Now COVID-19 tests from Abbott, which it plans to use for voluntary employee testing.

### **Market Intelligence/Market Conditions Impact on Hawai'i Travel**

- The partial closure of Canada's border with the United States is being extended another month, to Oct. 21, both countries announced Friday. 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.
- The federal government has announced it is extending the 14-day mandatory quarantine by one month, until October 31, for anyone arriving in or returning to Canada. Travellers returning to Canada MUST self-isolate for 14 days.
- Couples separated by border closures during COVID-19 are planning to reunite as Canada prepares to lift travel restrictions on a wider range of family members. Starting today, romantic partners for more than one year, siblings, grandparents and grandchildren and those seeking entry on compassionate grounds can apply to enter Canada.

### **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. HTCAN has presented the October posting calendar and it has been approved by HTA. The Island Chapters are currently reviewing posts for their respective islands.

## Travel Trade

### 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 10<sup>th</sup>
- Island of Hawai'i – October 1<sup>st</sup>
- Maui – October 22<sup>nd</sup>
- Moloka'i & Lana'i – November 20<sup>th</sup>
- O'ahu – December 1<sup>st</sup>
- Kaua'i – December 16<sup>th</sup>

### Aloha Canada

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

## 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 Hawaii that you can watch at home and uplifting/positive stories.
- In regular conversations with media to ensure they are updated on all regulations and protocols pertaining to testing.
- Planning for media appointments during Aloha Canada.

## Sales Activities

Airline	Wholesaler/TA/TO/OTA	Other	Total
10	15	2	27

### VoX International Travel Advisors Round Table

VoX International hosted a second virtual Travel Advisors Round Table on September 26, 2020. HTCAN 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. 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 upcoming fall. According to the format and the location of the event, most participants will feel somehow 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 make sure everybody is safe.

**Responsible Tourism Update**

**Hawaiian Culture**

HTCAN has included a Hawaiian Culture webinar in the series of 6 that is being coordinated with Spoiled Agent and the Island Chapters. HTCAN hosted 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 focused on Hawaiian cultural values that are essential to hospitality in Hawai'i and foster a sense of belonging, encourage personal initiatives, and build a collective knowledge of the history of Hawai'i.

HTCAN will work with HTA's Cultural Affairs Department to integrate the cultural components of the virtual trade mission.

**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 has organized a series of webinars with Spoiled Agent which will include the following:

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

**"Coming Attractions" for Leisure Market**

<b>What</b>	<b>When</b>	<b>Where</b>
Spoiled Agent Webinar Series	September to December	Canada wide
Aloha Canada	December 3	Canada wide

# Hawai'i Tourism Oceania

## 2020 Monthly Leisure Marketing Report – September

### Market Intelligence/Market Conditions

#### **Economy**

##### Australia

Australia's second-wave COVID-19 infection is showing signs of stabilizing with a downward trend in new daily cases in Victoria being better than expected. The crucial 14-day average of daily new cases reached 22.1 for Victoria. 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 27,129 and 886 deaths.

The official unemployment is currently 6.8 per cent. The latest ABS data shows Australia has regained about half the jobs it lost since the COVID-19 pandemic started. Hospitality and recreation had strong jobs growth over the past few months. At the end of the month Melbourne restrictions eased and 127,000 Victorians were able to go back to work. Some industries that were completely shut down can start to reopen, and others that were operating with restricted workforces can increase their capacity. As of September 28, the full-time 'JobKeeper' subsidy rate officially reduced from \$1,500 to \$1,200 a fortnight, and a new \$750 JobKeeper part-time rate has been introduced for those who were working less than 20 hours a week before the pandemic hit. The Australian dollar continues to perform strongly, trading between US\$0.71-\$0.73 during September.

##### New Zealand

Following 105 days free of COVID in the community, New Zealand had a setback in August with the return of a cluster that expanded to well over 100 people. Through more restrictions, in Auckland in particular, the country was able to bring this cluster under control through September to be able to once again have no COVID in the community. The recent outbreak had a negative effect on businesses, particularly in Auckland and has been a setback for the economic recovery which we had started to see. On the positive side, the strict reaction, while having short-term hardship, now allows for large events to be held again.

With the new outbreak, NZ 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 looks promising again with the success in Australia. New South Wales and Northern Territory have announced they will allow New Zealanders to travel with no quarantining. The NZ dollar continues to trade around US\$0.66.

#### **Outbound Travel Market**

##### Australia

With international borders remaining closed, there is limited outbound tourism to report on. The only international flights operating are for repatriation of Australian citizens, and some essential travel such as military and medical reasons. New South Wales, Queensland and Western Australia have agreed to allow more people into hotel quarantine as part of a national cabinet plan to boost the cap on arrivals to Australia from 4,000 to 6,000 a week to help 24,000 Australians still stranded overseas who want to return.

## New Zealand

New South Wales and the Northern Territory will accept New Zealand arrivals from October 16. The move is stage 1 in a more comprehensive travel bubble with one-way quarantine-free travel into NSW and the NT by New Zealanders. The NZ government has advised that they are hopeful for both a Trans Tasman travel bubble and a Cook Islands travel bubble to be set up prior to Christmas

## **Competitive Environment**

### Australia & New Zealand

Tourism Australia has created a series of short videos using stunning footage that explores the unique sights, sounds and textures of Australia with 8D sound. 8D audio is a sound engineering treatment that makes the music and effects sound like they are coming from different places. This creates an immersive experience and viewers should wear headphones for maximum effect.

## **Consumer Trends**

### Australia

September has shown an increase in consumer confidence over several weeks to its highest level in more than three months as new cases of COVID-19 in Victoria continued declining. This likely reflects expectations for significant additional spending which was announced in the federal budget which outlined an updated fiscal strategy focusing on the jobs and economic recovery.

## **Media Trends**

### Australia & New Zealand

The travel media continue to focus principally on domestic experiences due to lack of International travel opportunities at present.

## **Airlift**

### Australia

- Hawaiian Airlines announced that they have extended their resumption date to March 27, 2021.
- Qantas and Jetstar's focus in the short to medium term is on domestic flights. The two airlines launched cheap airfares and boost flights domestically as border restrictions ease across Australia selling 6,500 seats in 24 hours.

### New Zealand

- Nothing new to report. Both Air NZ and Hawaiian Airlines have expressed a desire to return to flights from NZ to Hawaii when NZ government restrictions are lifted.

## **Market Intelligence/Market Conditions Impact on Hawai'i Travel**

### Australia & New Zealand

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. 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. Even with this, the large retail chains have placed many of their staff in either furlough or made redundant.

## **Leisure Activity Update**

### **Travel Trade**

- **MTA and Travel Managers Webinars:** Hawai'i Tourism Oceania has run live webinars for mobile travel agents from MTA and Travel Managers. The webinars were targeted at agents working under these brands and received a positive response with over 60 travel agents attending. The interactive format of the zoom webinars worked well and allowed HTO to engage with the travel agents virtually.
- **Linkedin:** HTO is now using its 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 Travel Weekly AU (14,000+ reach) and Travel Daily (35,000+ reach). The content featured in Aloha Fridays showcased inspirational content. HTO also ran a photo competition encouraging travel agents to submit their photos they had taken in Hawai'i. HTO received a great response with many travel agents submitting their photos.

### **Public Relations**

During September, HTO distributed several HTA press releases to trade media in Australia and New Zealand. In line with HTA's direction, HTO did not pursue any proactive consumer publicity during September.

### **Sales Activities**

Sales Calls			
<b>Airline</b>	<b>Wholesaler/TA/TO/OTA</b>	<b>Other</b>	<b>Total</b>
2	11	1	14

Meetings include remote and in-person, including: Helloworld; Expedia; Hawaiian Airlines; House of Travel; and NZ Consulate.

### **Responsible Tourism Update**

HTO participated in local beach cleans for International Coastal Clean-up Day. Normally in September HTO would be bringing a group of youth leaders to Hawai'i to share ideas, learnings and participate in beach clean-ups under our Sea Cleaners Initiative.

### **Island Chapters Engagement Update**

HTO caught up with the ICs Executive team early October. No structured partnerships at present but will begin engagement when the time is right.

### **"Coming Attractions" for Leisure Market**

HTO will continue to provide market intel and continue liaison with key trade, media and political partners. This includes our roles in local steering committees including Visit USA and the Tourism

Restart Taskforce. HTO continues to produce 'evergreen' content in preparation for activation of the recovery marketing plan.

# Hawai'i Tourism China

## 2020 Monthly Leisure Marketing Report – September

### Market Intelligence/Market Conditions

- **Currency:** In September, the Chinese Yuan continues to strengthen against the USD from 6.86 to 6.75.
- **Unemployment rate:** As of August 2020, the unemployment rate in China was 5.6%, an increase of 0.1% compare to July 2020.
- **Consumer Price Index:** In August 2020, the Consumer Price Index was 102.4%, decrease of 0.4% year on year (102.8% in August 2019).

### **Outbound Travel Market**

- China eased restrictions on some foreigners' entry into the country, almost six months after it nearly sealed its borders to limit the spread of the coronavirus pandemic. Foreigners holding residence permits for work, personal matters and reunions will be allowed to enter China starting September 28, 2020.
- Chinese mainland tourists were able to travel to Macao with proof of a negative COVID-19 nucleic acid test less than seven days old and a green health code with no quarantine required.
- Although most air travel markets have been hit hard by COVID-19, the volume of domestic flights in mainland China during this year's national holiday looks set to push well past last year's record, according to the global travel data and analytics expert Cirium. A snapshot of Cirium Core data taken on September 23, 2020 shows more than 164,700 domestic flights scheduled during the period. This represents an increase of more than 11% compared with the same time in 2019 when 148,000 flights flew.

### **Competitive Environment**

- Thailand partners with Alipay, Fliggy to lure Chinese travelers, and announced will open border to long-term visa holders from October.
- Mauritius announced will open border step by step, they will start to host long-term visa holder.
- Japan plans to open border to foreign nationals from October.

### **Consumer Trends**

- According to recent 2020 consumer trend report by QuestMobile, post-90s generation has reached 362 million, surpassing the post-80s generation. At the same time, as a native of the Internet, the post-90s reliance on the Internet continues to deepen. The monthly online usage time exceeds 10,000 minutes, a year-on-year increase of 26.6%. The average monthly usage time per person per day is also close to 7.5 hours. From the perspective of user portraits, the post-90s population is

dominated by corporate employees and students, with Beijing (2.4%), Shanghai (2.3%), Chongqing (2.2%), Guangzhou (2.1%), and Chengdu (1.7%) top actives. In the top five, nearly 60% are scattered in third-tier and lower cities. At the same time, the income disparity of post-90s continues to widen. 25% of the people have a monthly income of more than 10,000. At the same time, 25.9% have a monthly income of less than 4,000.

- China Tourism Group Duty Free Corp has reported first-half revenue of RMB19,310 million (US\$2,855 million), making China Duty Free Group (CDFG) the world's largest duty free retailer for the first half of the year by turnover. The 2020 results are likely to tell a very different tale as the retailer's sales surge in Hainan and the rest of the channel wallows amid the COVID-19 crisis.

## **Travel Trends**

- Dragon Trail Research launched the Chinese Consumer Travel Sentiment Report September 2020. In the report, 73% of respondents are ready to travel domestically. 61% of those planned to travel in September and October. Respondents are much more optimistic than six months ago, when a similar sentiment survey was conducted by Dragon Trail Research.
- In 2020, China's National Day holiday falls on the same day as Mid-Autumn Festival, making the 2020 Golden Week an eight-day holiday for domestic travelers. Compared to March, sentiment around travelling or the rest of 2020 has increased to 52%, not only for October, but also the end of the year. Sentiment around "don't plan to travel" or "unsure about travelling" has dropped. Yunan , Zhejiang and Sichuan are the top 3 most desired domestic destinations, self-driving and train are the preferred transportation for trips within-province and neaby provinces, while flying is the preferred transportation for long-haul destinations spanning more than two provinces. Recovery of domestic flights in September also signals the return of long-domestic trips.
- With the recovery from the COVID-19 crisis wihtin mainland China, the earliest popular time respondents hope to travel is October, for both business and leisure. Outbound travel is still shadowed with an overall sense of uncertainty for both leisure and business travellers, with more respondents hoping to travel in 20201 than 2020 at the earliest.
- The largest barrier to travel for both domestic and outbound is the risk of a second outbreak. Supposing outbound travel policy is relaxed, travelers are looking for information related to destination's recovery, accessibility and clear guidelines around pandemic control, inlucindg testing, vaccination (if available) and quarantine.
- If outbound travel is open, Chinese consumers prefer APAC and European destinations. Top outbound destinations with good reputation for virus control are preferred.

## **Media Trends**

- CTR released 2020 Chinese media market trends. Among the four types of interial media, sticky media, flexible media, rigid media, TV and social media are major media which have a large audience. From 2020, the younger audience represents a larger percentage. Mainstream media such as broadcast and television channels are gaining market share on social media channels. Recent strategy is to establish personality to spread content to target the market. Content created becomes more vertical and professional with two main areas - professional generated content (PGC) and professional user generated content (PUGC). The second trend is media content is being distributed through multi-chanel-networks (MCN) to reach commercialization. The main items

of livestreaming is host, product and platform. As an example, livestreaming with a focus on selling products is an upgrade to traditional e-commerce.

## **Leisure Activity Update**

### **Consumer**

- **Social media posting resumed.** HTC resumed social media posting since mid-September. We have posted articles on Wechat, Weibo and Xiaohongshu for the last two weeks. One of them is “ALOHA! Long time no see”, to bridge the gap from last posting (several months ago) to reconnect and re-engage the follower base and the page view reached 2,428 on Wechat and 15,000 on Weibo.
- **Official Account on Dianping.** HTC set up an official account Dianping which is a giant APP in China that users contribute reviews about merchant, restaurants, hotels, shopping malls and attractions. Dianping will sponsor exposure/traffic when we post 12 posts. HTC’s account is in the process of official verification and will publish content on weekly basis to reach Dianping’s users.

### **Travel Trade**

- **HTC Attended ITB Networking Event in Beijing.** HTC attended ITB’s networking event in Beijing on September 10, 2020. There were about 60-70 attendees participated in this event, which includes destinations, MICE and leisure operators, media and hotels groups. We are the only destination from Northern America. Maldives and Bali also participated. We met Unique Travel, Sparkle Tour, Caissa, Grand China MICE, Smart MICE, HCG MICE to get insights on current China tourism market.
- **HTC Attended Virtual PATA PTM 2020.** HTC attended Virtual PATA PTM 2020 from September 23 - 25, there was a total of 23 one-on-one meeting appointments (with two no-shows). HTC met with a total 21 buyers from Argentina, India, Philippines, United States, Australia, Saudi Arabia, China and Taiwan and shared Hawai’i’s latest travel policy and introduced Hawaiian tourism resources to them. HTC will assist some buyers to establish contact with Hawai’i DMCs and receptive tour operators.
- **HTC Attended AmCham Event in Shanghai.** HTC attended the B2B event, “How to market your brand with AmCham Shanghai” on September 18, 2020. Through the platform of AMCHAM under US Consulate, HTC connected with many American multi-national companies ventured in China from different industries. There is a lot of potential to develop and trace MCI leads to Hawai’i.

### **Public Relations / Media Activities**

- **Crisis Communications Management:** HTC continues to update the Chinese through translation on special alerts on COVID-19 and shared daily reports on China movements with HTA.

- HTC continues to respond to customer inquiries about COVID-19 travel inbound process and quarantine procedures on gohawaii.cn

**Sales Activities**

Sales Calls

<b>Airline</b>	<b>Wholesaler/TA/TO/OTA</b>	<b>Other</b>	<b>Total</b>
3	5	3	11

**Responsible Tourism Update**

- Recent social media messages were focused on travel inspiration with message on Kuleana and Mālama.

**“Coming Attractions” for Leisure Market**

- HTC has been invited and will meet with U.S. Embassy Commercial Services on October 16, 2020.

# Hawai'i Tourism Korea

## 2020 Monthly Leisure Marketing Report – September

### Market Intelligence/Market Conditions

#### **Economy**

- The South Korean economy is expected to rebound in the third quarter from the earlier three month trough, but the pace of recovery may be sharply curbed due to the heavy social distancing measures in August. The government will undertake all-out efforts with massive fiscal spending to boost economic growth in the fourth quarter.
- South Korea's exports rebounded for the first time in seven months in September, helped by increased shipments of chips and automobiles, as major trade partners gradually resumed their business activities amid the pandemic. Outbound shipments came to US\$48 billion last month, up 7.7% from \$44.6 billion a year earlier, according to Ministry of Trade, Industry and Energy data.
- South Korea lost 274,000 jobs in August, continuing the downward trend for a sixth consecutive month -- the longest period of decline 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% year-on-year to 3.1% in August and the number of unemployed surged to 27.08 million, Statistics Korea data showed.
- The average USD/WON exchange rate in September was KRW 1,177.65 won, a slight decrease from the previous rate of 1,186.26 won in August. South Korean airlines will not apply fuel surcharges on international routes in September to reflect falling oil prices.

#### **Outbound Travel Market**

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

<b>Month</b>	<b>Departures</b>	<b>Growth (%)</b>
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	65,936	-97.5
August	To be updated	To be updated
<b>Total</b>	3,876,135	

## Competitive Environment

- Korea and Japan have agreed to ease entry restrictions for travelers from each other's country later in October. The two governments in recent talks agreed to ease entry restrictions for business travelers and are in the process of fine-tuning the agreement. Both sides are expected to allow a set number of business visitors and gradually increase the number. They will be exempt from mandatory 14-day quarantine on arrival if they present a clean bill of health prior to departure. Entry restrictions for tourists will remain in place.

## Consumer Trends

- As the pandemic continues, an increasing number of Koreans are splurging on luxury goods while simultaneously cutting down costs of daily necessities. According to e-commerce site Gmarket, sales of affordable and pricey items both rose over the past month. The tendency toward saving can be seen in sales of daily necessities and food, categories where there are lots of options and it is therefore relatively easy to try and cut costs.
- Online shopping soared 27.5% from a year earlier in August, as the coronavirus pandemic prompted more shoppers to buy goods via e-commerce platforms. The value of online transactions hit a record high of 14.38 trillion won (\$12.29 billion) in the month, up 3.1 trillion won from the same month last year, according to Statistics Korea data. The sharp increase in August was largely attributed to the pandemic that forced citizens to use online shops.

## Travel Trends

- The pandemic has led to the growing popularity of road trips where Korean travelers use their own car instead of public transportation. Koreans are exploring new domestic destinations as they have been unable to travel overseas this year. Expedia is expanding its domestic travel campaign by introducing Koreans to off-the-beaten track road trip routes that allow staying away from the crowd.
- A recent Korea Transport Institute survey targeting 1,200 Koreans who plan to travel internationally within one year ranked vaccines (1), treatments (2) and self-quarantine requirements (3) as the highest factors for travel consideration. More than half of respondents said they would consider traveling overseas if the two-week self-quarantine period on returning to the country was lifted.
- The Ministry of Land, Infrastructure and Transport has approved a request by Korean Air to remodel passenger aircraft to carry more cargo. The announcement gives the airline a green light to remove seats from passenger aircraft, something it has wanted to do since demand for flights declined and the profitability of cargo transportation increased following the COVID-19 outbreak earlier this year.

## Media Trends

- In the wake of the COVID-19 pandemic, Koreans are spending more time on social media with their various devices to entertain themselves and stay connected during self-isolation or lockdown periods. According to Nasmedia's report in June, eight out of ten internet users were found to be using some form of social media. Korea's near-100% internet penetration rate has made it hard to find anyone who does not use social media. A report from OpenSurvey showed that 90% of survey respondents said they had used YouTube within a month, followed by 78% for Naver Blog and 58% for Instagram.

## **Airlift**

- Korean Air extended its suspension of flight services on the ICN-HNL route (KE053) and ICN-NRT-HNL route (KE001) until November 30, 2020.
- Asiana Airlines halted flight services on the ICN-HNL route (OZ232) until November 30, 2020.
- Hawaiian Airlines has suspended flights on ICN-HNL routes from March 2 through November 1.

## **Market Intelligence/Market Conditions Impact on Hawai'i Travel**

- The number of Korean inbound and outbound travelers has been steadily recovering since April although there's still a high rate of decline, over 90% year-on-year. In July, the number of Koreans leaving the country increased 36% and the number of foreigners arriving rose 65% from the previous month; both numbers were around 20% in June. This increase is due to airlines resuming international flights and increasing frequency. (source: Korea Tourism Organization).
- Korea Tourism Organization statistics posted on September 15 show Koreans had departed for the U.S. the most in July, the total number being 5,632 pax. It was followed by Mexico (588 pax), Taiwan (333 pax), Japan (300 pax), and Singapore (262 pax).
- The South Korea government announced an extension of its "special travel advisory" by another month on September 18, urging citizens to refrain from going abroad in holiday-packed October as coronavirus continues to spread around the world. The Ministry of Foreign Affairs said it has "re-issued special travel advisory on overseas trips to all countries and regions" to citizens for another month from Sept. 19. South Korea issued its first special advisory on March 23 for three months and since then has been extending the period by one month. The latest advisory will last until Oct. 18 but chances are high that it will be extended further, depending on the COVID-19 situation.
- Nearly 1,000 South Korean travel agencies have gone out of business due to COVID-19. The total number of registered agencies fell to 21,671 at end of June this year, down 938 from September last year.

## **Activity Update**

### **Consumer**

- **Consumer messages via social media:** HTK will gradually re-activate its official Instagram account @gohawaii.kr starting from October by uploading general destination information. In October, HTK will upload 4 posts with relevant images under the Hawaiian culture theme.
- **Go Hawai'i KR Website travel alert updates:** HTK delivered up-to-date travel alerts to consumers and industry partners in local language.

### **Travel Trade**

- **Consumer campaign with KE:** In November (tentative), HTK will implement a website promotion in collaboration with the nation's flag carrier Korean Air. The aim is to position the Hawaiian Islands as an ideal travel destination. It will highlight the destination's safe, clean and sustainable image and target Korean travelers with pre-travel testing programs. Under the Kuleana theme, HTK and Korean Air will develop an exclusive website campaign including both HVCB's upcoming Kuleana

video (with translated Korean subtitles) and Korean Air’s safety video featuring its new ‘Care First’ service for travelers. The promotion will also include a consumer engagement event, ‘Leave Your Comments,’ and winners will be provided with various Hawaiian-themed gifts.

**Public Relations**

- **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 will publish a bimonthly e-newsletter in the first week of October to share latest destination updates and travel alerts on COVID-19 with consumers.

**Sales Activities**

Sales Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
3	4	3	10

- **Airlines:** HTK held virtual calls with key airline partners to share latest destination news and also the further extension of halted flights due to delayed launch of a pre-testing program.
  - HTK held a virtual meeting with KE’s management team (Mr. Chae, managing vice president of regional HQ, and Mr. Byun, group leader of regional HQ sales management, Korean Air), specifically to discuss possible co-promotions once the airline starts to operate flights on the ICN – HNL route. HTK suggested jointly re-launching a promotion on KE’s official website to emphasize the destination’s safe, clean and sustainable image. KE agreed to do the consumer targeting campaign once entry restrictions are lifted, as HNL is considered KE’s top route in terms of sales.
- **Travel Agencies:** HTK held regular non-direct meetings with leading South Korean wholesalers, retailers, OTAs and receptive operators to share current market status and travel agency responses to market trends.
- **Others:** HTK actively communicated with industry partners in Hawai’i, such as local hotels, transport operators, attractions, and communities, to carefully monitor market conditions.

**Responsible Tourism Update**

**Hawaiian Culture**

- HTK will develop social media content in October under the theme of ‘Hawaiian Culture’. It will emphasize authentic Hawaiian culture by introducing Iolani Place and the history of Hula and Lei.

**Community**

- To actively participate in responsible tourism promotions, HTK will lead a co-op community support program with Mana Up Hawai’i, a local Hawaiian entrepreneur. In partnership with the company, HTK will introduce its products and services in Korea through its various communication channels,

including owned social media and newsletter distribution, and develop a consumer event to create online buzz.

# Hawai'i Tourism Taiwan

## 2020 Monthly Leisure Marketing Report – September

### Market Intelligence/Market Conditions

#### Economy

- Taiwan's economy has improved in Q3 after the GDP saw a sharpest downturn in Q2. Retail sales rose for the first time this year in July as the labor market conditions stabilized according to available data. Similarly, index of merchandise exports, business sentiments, consumer confidence and PMI all rebounded in August.

#### Outbound Travel Market

- International borders are still under closure due to COVID-19. Taiwan's Center for Disease Control marks all destinations as the Warning level, advising people not to travel abroad at this time unless necessary. Island destinations remain the most anticipated destination post COVID-19.

#### Competitive Environment

- The Ministry of Foreign Affairs Taiwan is evaluating the formation of the world's first Bubble Economy with Palau under safety measures for COVID-19.
- Taiwanese travelers and travelers from other 30 countries and regions do not need to fill out a travel form nor to take a self-quarantine when arriving New York.

#### Consumer Trends

- No local cases of COVID-19 infections were reported in Taiwan for the past a few months. All businesses remain normal with people living in the new norm – people wear masks in public places spontaneously and are aware of personal hygiene.

#### Travel Trends

- According to Agoda's data, Taiwan is the most popular destination searched by global users. During the 4-day Mid-Autumn Festival, over 70% of hotels in Taiwan's east coast are booked, with estimated travelers of 220,000.

#### Media Trends

- Social media and self-media have become the trend of media in Taiwan with penetration rate of 90%. Users mostly engage with Facebook, Instagram, YouTube to get information from influencers,

celebrities and even media outlets. In addition to YouTube, many users tap on Netflix, LINE TV, iQiyi, LiTV and similar platforms to watch drama, movies and other programs.

## **Airlift**

- Both China Airlines and EVA Air announced to resume Tax-Free Shopping onboard from October 1. International flights departed from Taiwan are able to relaunch in-flight shopping by request. However, the airlines encourage passengers to place orders in advance to avoid physical contacts aboard.
- United Airlines will resume 3 weekly non-stop services from Taiwan to San Francisco in November, after the 8-month suspension since March 2020 due to COVID-19.

## **Market Intelligence/Market Conditions Impact on Hawai'i Travel**

- Travel Agencies in Taiwan continue to expand businesses for domestic tourism given the international COVID-19 situation. The partners expect the vaccine to be out with another 6 months for people to be injected and get ready to travel again. As of now, the estimated time for international travel rebound will be by 2021 – 2022 according to the industry partners. Meanwhile, the trade partners are managing other lifestyle business units and self-media while waiting for the pandemic to be eased and boarder restrictions can be lifted.

## **Leisure Activity Update**

### **Consumer**

- Invited by OTS Travel GSA, which has launched a YouTube channel featuring world destinations, HTT will join one of the programs to share about destination Hawai'i and highlights of the islands. The program aims to inspire FIT travelers to plan for vacations post-COVID-19.

### **Travel Trade**

- HTT met with Spunk Tour online to discuss about the development of Taiwan's outbound market. Being one of the top 10 travel agencies and wholesalers, Spunk has developed many USA Package Tours before COVID-19 including Hawai'i. Spunk was the head of travel agency to lead EVA Air's PAK (package tours) members for selling packages with EVA's flight routes. HTT will keep close contact with Spunk to monitor Taiwan's outbound market and look for opportunities to market Hawai'i together.

## **Public Relations**

- The press release to announce HTA’s new CEO John De Fries was distributed with Taiwan’s media and travel trade partners. HTT also pitched to travel trade media such as Travel Rich, Xin Media and Travel Trend News.
- HTT resumed postings on Gohawaiiitw social channels including Facebook and Instagram on Mondays and Fridays. For the first 2 months, HTA pillars of Hawaiian Culture and Natural Resources will be highlighted in the content calendar.

**Sales Activities**

Sales Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
1	2	5 Media	8

- Estimated by the airlines, the outbound travel sees a chance of recovery by Q4 2021 depending on the progress of vaccine invention. However, demand for business travel will be the first to rebound with the development of global situation.
- HTT shared the announcement of Hawai’i’s Pre-Travel Testing Program with travel trade and media partners as soon as Governor Ige announced. Although the guideline is for US travelers, the news was still exciting for the partners.

**Responsible Tourism Update**

HTT resumed postings on Gohawaiiitw social channels with weekly sharing of the Hawaiian Culture and natural resources on Mondays and Fridays.

**Island Chapters Engagement Update**

- HTT plans to propose for the Aloha Taiwan! Semi-Virtual Workshop in Q4, building connections with Island Chapters, Hawai’i industry partners and the travel trade in Taiwan. Considering international travel constraints and budget cuts, HTT hopes to connect the partners digitally. The partners in Taiwan will be able to enjoy an Hawai’i themed workshop on site.

**“Coming Attractions” for Leisure Market**

What	When	Where
Cuisine of Aloha Initiative	Q4 (TBD)	Taipei, Taiwan
Aloha Taiwan! Semi-Virtual Workshop	Q4 (TBD)	Taipei, Taiwan



## Group Sales Status Report – September 2020

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### OVERVIEW

The meetings and convention sector continues to be significantly impacted by the COVID-19 pandemic. According to McKinsey & Company’s business travel projections, travel planners identified the segments of business travel that are likely to return first, as determined by the length and purpose of a trip and the sector in which travelers work. Importantly, even those travel segments likely to return first are on a slow, long timeline for recovery, subject to geographical considerations (such as stabilization of COVID-19 outbreaks and governments’ readiness to open travel). The resumption of business travel is expected to vary by proximity of destination, reason for travel, and industry sector. Regional road travel for business, in-person sales or client meetings, and essential business operations are expected to see an earlier recovery, whereas international air travel and industry conferences, trade shows, exhibitions, and events can anticipate a much later recovery. Manufacturing, pharmaceuticals, and construction sectors will likely return to business travel much sooner than the healthcare, education, and professional services sectors.

The fractured nature of the meetings industry recovery is further evidenced in a new Harris survey, in which a third of respondents (36%) said they would be comfortable driving to an in-person event now and more than half (54%) if the convention site imposes risk-reducing requirements like face masks, temperature screening, and social distancing. Thirty-six percent said they would feel comfortable driving to another city to attend an in-person trade show or convention immediately, while 25 percent said within six months. However, when asked when they would be comfortable flying to such a mass meeting, only 14 percent said immediately and 26 percent within six months. Fourteen percent said they would not feel comfortable attending any in-person event under any circumstances even if they were permitted now. Given Hawai‘i’s remote geographic location, the likelihood remains low that meetings business will return to any meaningful degree before the second quarter of 2021.

### SALES PRODUCTION (in the month for any year)

**Table 1: Total Sales Production – September 2020**

Room Nights	2020 Actual Month	Prior Year	Variance to Prior Year	2020 Year-to-Date	Prior Year	Variance to Prior Year
<b>Definite &amp; Assist-Definite</b>	1,275	23,757	-95%	39,213	196,152	-80%
<b>Tentative &amp; Assist-Tentative</b>	196,836	94,283	109%	533,557	871,740	-39%

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: Hawai'i Visitors and Convention Bureau (HVCB) Sales Production  
September 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
<b>Combined Total</b>								
Definite	1,275	15,881	-92%	30,724	137,700	-78%	TBD	TBD
New to Hawai'i	0	2,426	-100%	26,281	57,175	-54%	TBD	TBD
Tentative	196,584	86,577	127%	507,715	790,332	-36%	TBD	TBD
<b>Citywide</b>								
Definite	0	1,515	-100%	0	24,185	-100%	TBD	TBD
New to Hawai'i	0	0	N/A	0	11,805	-100%	TBD	TBD
Tentative	6,235	38,359	-84%	84,143	290,357	-71%	TBD	TBD
<b>Single Property</b>								
Definite	1,275	14,366	-91%	30,724	113,515	-73%	TBD	TBD
New to Hawai'i	0	2,426	-100%	26,281	45,370	-42%	TBD	TBD
Tentative	190,349	48,218	295%	423,572	499,975	-15%	TBD	TBD

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**

**Sales Production vs. Goals Analysis**

Combined total production reflects the continual negative impacts of COVID-19 on the slow return of the MCI market. Citywide definite room night production reflects current customer's hesitation to book large conventions due to COVID-19 impacts restricting large group gatherings on convention attendance and current CDC guidelines reducing normal convention center space design requirements. Single Property production shows strength in future meeting demand, but the conversion of definite room nights remains sluggish for the same reasons impacting citywide definite production.

**Highlights of Any Key Definites**

Single Property

- Incentive – environmental corporation, March 2022 (1,275 room nights)

**Highlights of Any Key Tentatives**

Citywide

- Convention – franchise association, February 2023 (2,780 room nights)

Single Property

- Sleeping Rooms only – government, October-December 2020 (49,140 room nights)
- Sleeping Rooms only – government, October-December 2020 (30,940 room nights)
- Sleeping Rooms only – government, October-December 2020 (22,750 room nights)
- Sleeping Rooms only – government, October-December 2020 (18,400 room nights)

**Highlights of Any Key Cancellations**

- Convention – medical association, February 2021 (9,678 room nights)
- Convention – scientific association, June 2021 (2,100 room nights)

**Advertising Efforts**

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

**Public Relations Efforts**

- Activity highlights include:
  - Drafted and disseminated a press release announcing the debut of “I Mua Hawai‘i”, Meet Hawai‘i’s first-ever, interactive virtual trade show for meetings, conventions and incentives planners, launching in October 2020 and running through March 2021.
  - Emily Carrus, *Successful Meetings* – Drafted and provided a Welcome Letter and headshot of John Reyes to Emily for the Hawai‘i feature in the September/October issue; this article was previously scheduled for the spring issue, however, was postponed due to COVID-19.

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

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

August <u>Impressions</u>	August <u>Publicity Values</u>
Print: 272,805	Print: \$ 108,868.26
Online: 278,080,658	Online: \$ 130,960.44
Broadcast: 5,877,756	Broadcast: \$874,135.14
Total: 284,231,219	Total: \$ 1,113,963.84

**Table 2b: Hawai'i Tourism Canada Single Property Sales Production  
September 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
<b>Combined Total</b>								
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	182	472	-61%	5,240	6,734	-22%	TBD	TBD
<b>MCI</b>								
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	182	472	-61%	2,990	6,509	-54%	TBD	TBD
<b>Non-MCI</b>								
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 October 21.
- Sunwing will resume its operations on November 6 and announced a partnership with Medcan, a global healthcare leader providing medical expertise, consultation and health inspiration.
- Edmonton International Airport has been chosen as the exclusive location of a new COVID-19 test that can produce results in seconds. The test uses a handheld unit that takes a saliva sample from a person and is expected to tell if someone has COVID-19 in under 1-minute, compared to other tests with longer laboratory-based waiting periods for results.
- Positioning itself as a “front runner” in COVID-19 testing, the Lufthansa Group says it is looking at opening testing centers in Canadian airports, the company revealed in a conference call.
- Manulife Financial Corp. is offering COVID-19-related travel insurance for Canadians who take international and domestic trips. The policy, slated to roll out in October, will provide emergency medical coverage that includes the coronavirus and related conditions.

**Sales Production Analysis**

Hawai'i Tourism Canada (HTCanada) has no definite production to report for the month amid the COVID-19 pandemic. September was a slow month with two new RFPs for Spring 2021. 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. Everything is at a standstill as it becomes more difficult for planners to reach their clients that are working from home. Not to mention that some organizations have laid off planners for the time being.

**Advertising and PR Activity**

- None to report for the month.

**Table 2c: Hawai'i Tourism China Single Property Sales Production  
September 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
<b>Combined Total</b>								
Definite & Assist-Definite	0	1,509	-100%	600	8,190	-93%	TBD	TBD
New to Hawai'i	0	1,509	-100%	600	6,555	-91%	TBD	TBD
Tentative & Assist-Tentative	0	900	-100%	2,840	18,485	-85%	TBD	TBD
<b>MCI</b>								
Definite & Assist-Definite	0	1,509	-100%	0	4,463	-100%	TBD	TBD
New to Hawai'i	0	1,509	-100%	0	2,828	-100%	TBD	TBD
Tentative & Assist-Tentative	0	900	-100%	2,240	16,480	-86%	TBD	TBD
<b>Non-MCI</b>								
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 eased restrictions on some foreigners' entry into the country, almost six months after it nearly sealed its borders to limit the spread of the coronavirus pandemic. Foreigners holding residence permits for work, personal matters and reunions will be allowed to enter China starting September 28.

**Sales Production Analysis**

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

- All public relations efforts have focused on crisis communication management. HTC continues to update the Chinese through translation on special alerts on COVID-19 and shared daily reports on China movements with HTA. HTC has also responded to customer's inquiries about COVID-19 travel inbound process and quarantine procedures on gohawaii.cn

**Table 2d: Hawai'i Tourism Japan Single Property Sales Production  
September 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
<b>Combined Total</b>								
Definite & Assist-Definite	0	3,689	-100%	7,204	33,580	-79%	TBD	TBD
New to Hawai'i	0	2,817	-100%	4,384	21,033	-79%	TBD	TBD
Tentative & Assist-Tentative	0	3,689	-100%	7,204	32,659	-78%	TBD	TBD
<b>MCI</b>								
Definite & Assist-Definite	0	3,689	-100%	7,204	32,908	-78%	TBD	TBD
New to Hawai'i	0	2,817	-100%	4,384	20,361	-78%	TBD	TBD
Tentative & Assist-Tentative	0	3,689	-100%	7,204	31,987	-77%	TBD	TBD
<b>Non-MCI</b>								
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**

- Cases of COVID-19 are trending downward in Japan. When compared to days where over 1,000 cases were confirmed in a single day, daily counts have dropped to 200-500. From July 27, alert levels in Tokyo were lowered to level 3 while alert levels for Okinawa are in consideration of being lowered as well.
- Japan will be allowing the resumption of business travel globally in October. Business travel to Vietnam and Thailand have already started, with Malaysia, Cambodia, Laos, Myanmar and Taiwan added to the list in September through the "Residence Track" framework. On September 18, agreements were made with Singapore to resume short-term travel with various conditions, such as the submission of planned activities, allowing for the exemption of quarantine measures. Starting in October, in place of the agreements made through the "Residence Track" previously, Prime Minister Suga will begin to allow the resumption of travel based upon outbreak conditions for a variety of nations.

**Travel Industry**

- Major travel agencies have announced the cancellation of products to Hawai'i through October 31, bringing total cancellations from the MICE market alone to roughly 97,000 attendees. Postponed leads are being pushed back to Q1 of 2021 at the earliest, with many being pushed further back to Fall 2021.

**Airlift:**

- In October, ANA, JAL and Hawaiian Airlines began resumption of special services between Hawai'i and Japan. However, because the services are deemed as special charter flights, ticket sales were

only made available on their respective websites. Although many remain hopeful for the resumption of travel to Hawai'i on October 15 onwards, final decisions on whether the Honolulu Marathon will be held or not continue to be a key in the direction of the MICE market.

### **Target Segment Condition/Support**

#### *Incentive/Anniversary:*

- Although incentive travel remains relatively stagnant, some positive indications are starting to be seen as several large-scale opportunities are being pursued for 2021 onwards, such as one with over 1,000 attendees with an automotive entity.
- Hawai'i Tourism Japan (HTJ) began discussions with travel agencies, corporation managers and other key contacts on the arrangement of online seminars, consultation and potential site inspections upon the resumption of travels. Target dates for these sessions are set to be around the Honolulu Marathon to prepare all relevant parties for the resumption of travels.

#### *Edu-tourism:*

- Numerous cancellations continue to rise from the edu-tourism sector with regulations such as those requiring travelers to acquire negative test results for COVID-19 72 hours before travel.
- Conversely, inquiries for Fall 2021 onwards have been received. HTJ is discussing with travel agencies the potential to have travel media accompany edu-tourism trips to effectively enhance promotion of the resumption of travel.

#### *Sports/Entertainment:*

- Many sports tournaments, such as golf and tennis, have resumed with no fans in attendance. Media have increasingly been featuring the resumption of various events. Regulations on such events are showing signs of easing as maximum capacity of events are set to be lifted.

### **Sales Production Analysis**

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

### **Advertising and PR Activity**

- None to report for the month.

**Table 2e: Hawai'i Tourism Korea Single Property Sales Production  
September 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
<b>Combined Total</b>								
Definite & Assist-Definite	0	180	-100%	247	8,702	-97%	TBD	TBD
New to Hawai'i	0	138	-100%	130	4,937	-97%	TBD	TBD
Tentative & Assist-Tentative	0	180	-100%	1,372	8,632	-84%	TBD	TBD
<b>MCI</b>								
Definite & Assist-Definite	0	144	-100%	247	8,591	-97%	TBD	TBD
New to Hawai'i	0	102	-100%	130	4,826	-97%	TBD	TBD
Tentative & Assist-Tentative	0	144	-100%	1,372	8,521	-84%	TBD	TBD
<b>Non-MCI</b>								
Definite & Assist-Definite	0	36	-100%	0	111	-100%	TBD	TBD
New to Hawai'i	0	36	-100%	0	111	-100%	TBD	TBD
Tentative & Assist-Tentative	0	36	-100%	0	111	-100%	TBD	TBD

**COMMENTS**

**Market Conditions**

- **Coronavirus Outbreak Key Update in Korea:** South Korea's daily coronavirus increase was the lowest in about 50 days as new infections trend lower. Despite the fall in new virus cases, health authorities have urged people to refrain from traveling home during Korean Thanksgiving holiday in early October to prevent spreading the virus. The Ministry of Foreign Affairs also extended the special travel advisory for Koreans to avoid non-essential overseas trips until October 18.
- **Airlift Updates:** Korean Air extended its suspension of flight services on ICN-HNL route (KE053) and ICN-NRT-HNL route (KE001) until November 30. Asiana Airlines halted flights service of ICN-HNL route (OZ232) until November 30. Hawaiian Airlines has suspended its flight service of ICN-HNL routes from March 2 through November 1.
- **Exchange Rate/Fuel Surcharges:** The average USD/WON exchange rate in September was KRW 1,177.65 won, a slight decrease from the previous rate of 1,186.26 won in August. South Korean airlines will not apply fuel surcharges on international routes in September to reflect falling oil prices.

**Sales Production Analysis**

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

**Table 2f: Hawai'i Tourism Oceania Single Property Sales Production  
September 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
<b>Combined Total</b>								
Definite & Assist-Definite	0	2,498	-100%	438	6,675	-93%	TBD	TBD
New to Hawai'i	0	2,498	-100%	438	6,051	-93%	TBD	TBD
Tentative & Assist-Tentative	70	2,465	-97%	9,186	14,898	-38%	TBD	TBD
<b>MCI</b>								
Definite & Assist-Definite	0	0	N/A	358	2,571	-86%	TBD	TBD
New to Hawai'i	0	0	N/A	358	2,408	-85%	TBD	TBD
Tentative & Assist-Tentative	70	2,335	-97%	7,582	13,251	-43%	TBD	TBD
<b>Non-MCI</b>								
Definite & Assist-Definite	0	2,498	-100%	80	4,104	-98%	TBD	TBD
New to Hawai'i	0	2,498	-100%	80	3,643	-98%	TBD	TBD
Tentative & Assist-Tentative	0	130	-100%	1,604	1,647	-3%	TBD	TBD

**COMMENTS**

**Market Conditions**

**The Impacts of COVID-19**

*Australia*

- After a state of disaster was declared in Victoria early August, stage four restrictions across Melbourne were put in place and the rest of regional Victoria was under stage three restrictions. These restrictions have helped limit the outbreak in Victoria and the state's second wave is showing signs of stabilizing. By the end of September, the downward trend in new COVID-19 cases was better than expected, with the crucial 14-day average of daily new cases reaching 22.1. New South Wales has kept their new daily cases under 10 in the second half of September. State border restrictions remained in place during September but are set to ease in October to November.
- Australia's most recent unemployment numbers falling from 7.5 percent in July to 6.8 percent have proved to be much better than expected and Commonwealth Bank upgraded its GDP forecast. The economy is likely to shrink by less than initially expected this year.

*New Zealand*

- Following 105 days free of COVID in the community, New Zealand had a setback in August with the return of a cluster that expanded to well over 100 people. Through more restrictions, in Auckland in particular, the country was able to bring this cluster under control through September to prepare for a return to Level 1.
- The recent outbreak had a negative effect on businesses, particularly in Auckland and has been a setback for the economic recovery. On the positive side, the strict reaction, while having short-term hardship, now allows for large events to be held again.
- With the new outbreak, NZ 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 looks promising again with the success in Australia. New South Wales and Northern Territory have announced they will allow New Zealanders to travel with no quarantining.

#### **Aviation Updates**

- There continues to be no airlift from the Oceania region to Hawai'i during September. However, with the positive announcement regarding the lifting of some of the Trans-Tasman restrictions, both Air New Zealand and Qantas are looking at increasing capacity between Australia and New Zealand. This has given both airlines more optimism and is a step in the right direction.

#### **Impacts to the Economy & Industry**

- The Australian and New Zealand dollars are continuing to hold firm at the higher end of the scale when comparing to the last 12 months. During the month, the AUD was sitting around 0.72 and the NZD 0.66 against the USD.
- Following a business case presented by the four heads of New Zealand's top retail travel chains, the New Zealand government agreed to provide \$47 million NZD in support to the outbound travel industry. The support will be structured around compensating travel agents who are helping New Zealand consumers receive refunds from cancelled bookings due to COVID.

#### **Sales Production Analysis**

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

#### **Advertising and PR Activity**

- None to report for the month.

**Table 2g: Hawai'i Tourism Taiwan Single Property Sales Production  
September 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
<b>Combined Total</b>								
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
<b>MCI</b>								
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
<b>Non-MCI</b>								
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**

- Both China Airlines and EVA Air announced resumption of Tax-Free Shopping onboard from October 1. International flights departing from Taiwan are able to relaunch in-flight shopping by request. However, the airlines encourage passengers to place orders in advance to avoid physical contacts aboard.
- United Airlines will resume three weekly non-stop services from Taiwan to San Francisco in November, after the 8-month suspension since March 2020 due to COVID-19.
- According to Agoda's data, Taiwan is the most popular destination searched by global users. During the 4-day Mid-Autumn Festival, over 70 percent of hotels in Taiwan's east coast are booked, with estimated travelers of 220,000.

**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 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 for one-on-one sessions.

**Advertising and PR Activity**

- None to report for the month.

**Table 3: Island Distribution of HVCB Single Property Sales – Year-to-Date  
September 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	229,442	TBD	0	3,825	TBD	TBD	2%
Kaua‘i	91,709	TBD	0	825	TBD	TBD	1%
Maui County	182,455	TBD	1,275	14,422	TBD	TBD	8%
Hawai‘i	149,294	TBD	0	11,652	TBD	TBD	8%
<b>Total</b>	<b>652,900</b>	<b>0</b>	<b>1,275</b>	<b>30,724</b>	<b>0</b>		

\*Tentative room nights do not match those in Table 2a for Single Property because many leads are distributed to more than one island.

## **‘ELELE PROGRAM**

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

### Targeting/Qualifying Accounts

- The ‘Elele Director finished qualifying medical meetings for the Hawai‘i Convention Center and commenced qualifying scientific and technology association events. Corresponding updates were made in Simpleview. This work should help the new citywide sellers prioritize the best opportunities quickly.

## LOST BUSINESS

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

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations	Reason for Lost Business
MCI: Convention - Domestic (19236)	High Tech	3,455	800	12/06/2021 - 12/10/2021	Las Vegas	Program lost because dates unavailable at the Center.

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

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations	Reason for Lost Business
MCI: Meeting (13809)	Real Estate	1,154	120	10/03/2020 - 10/11/2020	Initially, Hawai'i only	Program postponed due to COVID-19 health concerns.
MCI: Meeting (18249)	Medical, Healthcare	934	200	01/10/2022 - 01/14/2022	Initially, Hawai'i only	Program was cancelled.
MCI: Meeting (13431)	Medical, Pharm	765	160	09/09/2020 - 09/14/2020	Initially, Hawai'i only	Program cancelled due to COVID-19 health concerns.
MCI: Incentive (16843)	High Tech	672	300	11/02/2020 - 11/05/2020	Mexico and Costa Rica	Program postponed due to COVID-19 health concerns.
MCI: Incentive (18513)	Automotive	574	210	08/25/2021 - 08/30/2021	Initially, Hawai'i only	Program was cancelled.
MCI: Meeting (19063)	Retail	513	57	09/07/2020 - 09/16/2020	Initially, Hawai'i only	Program cancelled due to COVID-19 health concerns.

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

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations	Reason for Lost Business
--------	-------------------------	-------------------	-----------------	---------------	------------------------	--------------------------

**None to report for the month.**

## New-to-Hawai'i Definite Bookings

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

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations
--------	-------------------------	-------------------	-----------------	---------------	------------------------

**None to report for the month.**

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  
September 2020**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations
--------	-------------------------	-------------------	-----------------	---------------	------------------------

**None to report for the month.**

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

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations
--------	-------------------------	-------------------	-----------------	---------------	------------------------

**None to report for the month.**

TOTAL NEW TO HAWAI'I SINGLE PROPERTY BOOKINGS FOR THE MONTH	0
TOTAL ROOM NIGHTS FOR NEW TO HAWAI'I SINGLE PROPERTY BOOKINGS	0

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 the following MCI events in September:

- 5 educational events
  - HVCB
    - Executive Women International (EWI) Monthly Meeting, Virtual, September 9
    - Executive Women International (EWI) Leadership Conference & Annual Meeting, Virtual, September 18-19
  - International GMTs
    - HTCCanada – SITE Canada Presents – Empower Your Personal and Business Brand on LinkedIn, Virtual, September 15
    - HTC – AmCham B2B Event, Shanghai, China, September 18
    - HTJ – Blue Planet Foundation SDG Event, Virtual, September 19, 24, 25
  
- 2 trade shows
  - HVCB
    - Luxury Virtual Tradeshow, Virtual, September 2
  - International GMTs
    - HTC – Pacific Asia Travel Association (PATA) Travel Mart 2020 and Sichuan International Travel Expo, Virtual, September 23-25
  
- 1 major site visit and familiarization (FAM) tour with clients and potential clients
  - HVCB
    - 1 virtual site visit, Maui

## FUTURE SALES AND MARKETING ACTIVITIES

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

<b>October 2020</b>			
Oct. 15	"I Mua Hawai'i" 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
<b>None to report for November 2020.</b>			
<b>None to report for December 2020.</b>			

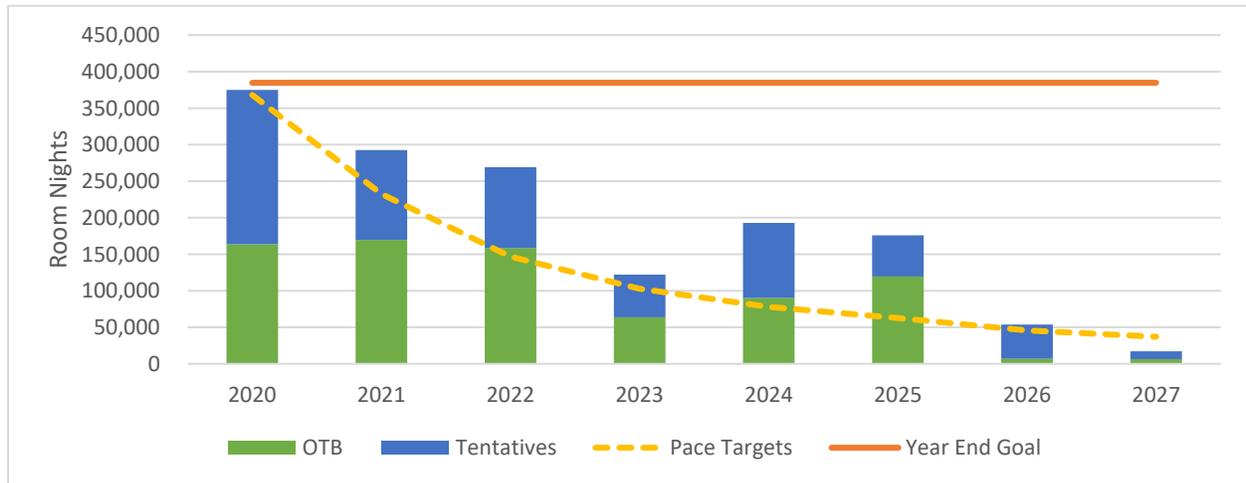
# CONSUMPTION

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: September 30, 2020

Report Date: October 9, 2020



## Room Nights

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2020	163,729	368,028	(204,299)	-56%	221,065	211,142	384,794
2021	169,536	232,486	(62,950)	-27%	215,258	123,093	384,794
2022	158,607	146,663	11,944	8%	226,187	110,460	384,794
2023	63,728	102,771	(39,043)	-38%	321,066	58,350	384,794
2024	90,169	77,910	12,259	16%	294,625	102,643	384,794
2025	119,528	62,599	56,929	91%	265,266	56,397	384,794
2026	6,999	45,759	(38,760)	-85%	377,795	46,843	384,794
2027	6,508	37,036	(30,528)	-82%	378,286	10,650	384,794

## Events

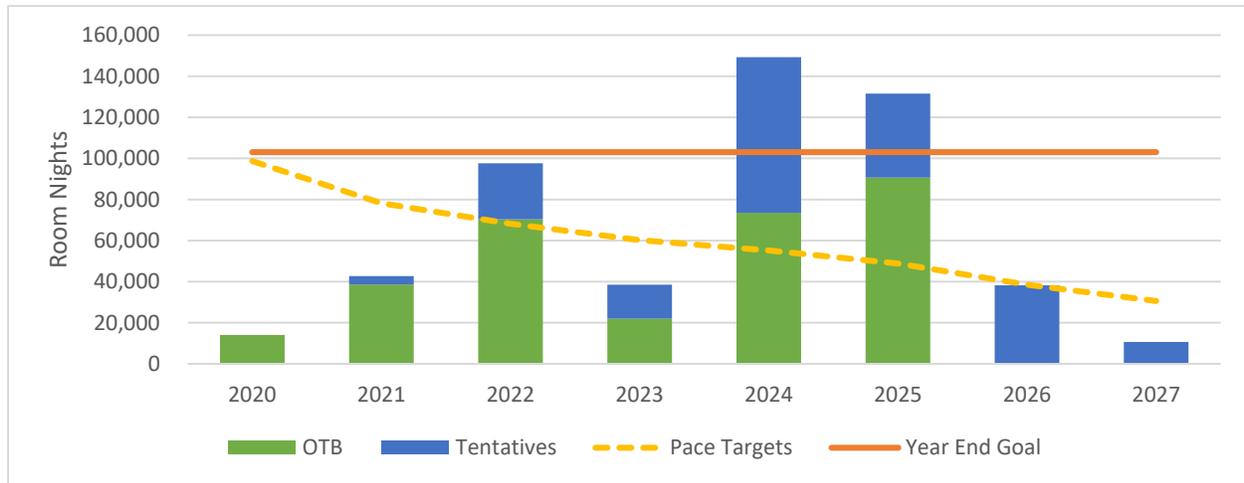
Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2020	247	593	(346)	-58%	401	91	648
2021	148	186	(38)	-20%	500	228	648
2022	64	64	0	-1%	584	97	648
2023	26	31	(5)	-15%	622	33	648
2024	20	15	5	31%	628	20	648
2025	18	9	9	107%	630	13	648
2026	4	5	(1)	-15%	644	8	648
2027	2	3	(1)	-38%	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: September 30, 2020

Report Date: October 9, 2020



**Room Nights**

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2020	14,035	98,682	(84,647)	-86%	89,006	0	103,041
2021	38,649	78,150	(39,501)	-51%	64,392	4,055	103,041
2022	70,370	68,162	2,208	3%	32,671	27,266	103,041
2023	21,939	60,251	(38,312)	-64%	81,102	16,629	103,041
2024	73,540	55,214	18,326	33%	29,501	75,718	103,041
2025	90,687	48,862	41,825	86%	12,354	40,819	103,041
2026	0	38,557	(38,557)	-100%	103,041	38,188	103,041
2027	0	30,586	(30,586)	-100%	103,041	10,650	103,041

**Events**

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2020	3	27	(23)	-89%	25	0	28
2021	7	13	(6)	-47%	21	2	28
2022	10	9	1	9%	18	3	28
2023	3	7	(4)	-57%	25	6	28
2024	7	6	1	26%	21	6	28
2025	5	4	1	22%	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 – August 31, 2020 Year-to-Date**

PERFORMANCE MEASURE	YTD	TARGET	VARIANCE
Occupancy	32%	33%	-1%
Total Events	51	136	(85)
Total Attendance	64,152	291,214	(227,062)
Visitor Spending	\$100,297,338	\$578,168,950	(\$477,871,612)
Tax Revenue	\$11,734,789	\$67,645,768	(\$55,910,979)
Revenue per Attendee	\$96.94	\$36.24	\$60.70

### COMMENTS

Since the facility's closure on March 17, 2020 due to the COVID-19 pandemic, the Hawai'i Convention Center (HCC) has had 131 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. In mid-July, the Office of Elections has been using the facility for ballot counting. In August, the Department of Health has been using the facility for contact tracing. Cost mitigation efforts have been in full effect since March 2020. Twenty-three employees have terminated as a result. These governmental events and cost mitigation efforts have put HCC's forecasted net loss at \$2.5 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

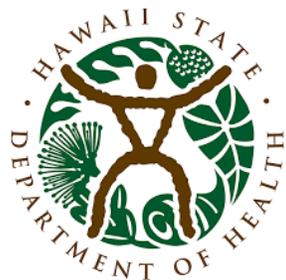
- **Single Property Group:** A group that can be booked into a single hotel for both guest rooms and meeting space.
- **Citywide Group:** A group that books Hawai'i Convention Center for meeting space; and which needs two or more hotels and has a minimum of 1,000 out-of-town attendees.
- **Group Bookings:** 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.



# 5

Presentation by aio Digital and PathCheck on the AlohaSafe Technological Tools that Have Been Developed in Partnership with the State Department of Health to Help Keep Hawaii Safe During this COVID-19 Crisis



A collaboration with the  
Hawaii State Department of Health

Brandon Kurisu  
President, aio Digital  
[brandonk@aiohawaii.com](mailto:brandonk@aiohawaii.com)

## What is AlohaSafe?

AlohaSafe is a public/private partnership created in collaboration with the Hawaii State Department of Health promoting the health and safety of Hawaii residents and visitors.



HAWAII STATE  
DEPARTMENT  
OF HEALTH

HAWAII EXECUTIVE  
collaborative



CENTRAL PACIFIC BANK  
FOUNDATION

AlohaSafe and the Hawaii State Department of Health will be rolling out a series of digital tools including Hawaii's official digital contact tracing application, **AlohaSafe Alert**, which is based on the Google/Apple Exposure Notification protocol (GAEN).



## Important Note:

- Google and Apple are ONLY allowing COVID-related tracing apps submitted by the Hawaii State Department of Health to be available in their app stores.
- This is to prevent other rogue efforts from creating and submitting their own apps. In order for digital contact tracing to work, there can only be one app - the DOH's app.
- All other COVID-related tracing apps not submitted by the Hawaii State Department of Health will be denied by both Google and Apple.

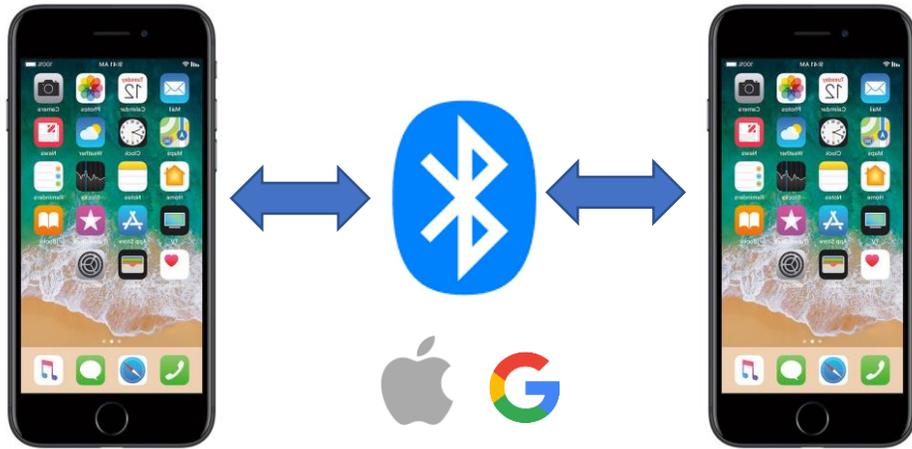


The basis of this application is to automatically let people know if they were exposed to an infected individual so they can take the necessary precautions.

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## Device-to-Device



## AlohaSafe Alert – Exposure Notifications

“Were you exposed to an infected individual?”

- Hawaii’s official Google/Apple Exposure Notification (GAEN) application
- GAEN protocol already embedded in the operating systems of Apple/Android devices
- Any digital contact tracing that don’t use GAEN won’t be effective.
- Need a “key” to access it. Only one key given to the public health authority at the state or country level
- The DOH has the key for Hawaii and is the only entity that can get the key from Apple/Google

Interaction



Devices talking

Kimo and Lani’s devices are pinging each other during their interaction using low-energy Bluetooth transmitting and capturing random keys

Measurements

Their devices are also measuring the **signal strength, distance and duration of interaction**

Confirmed Positive

Kimo is later tested and is confirmed positive.



Kimo is contacted by a DOH contact tracer and tells them he has the GAEN app



DOH contact tracer gives Kimo a 6-digit code to enter into the AlohaSafe Alert app.



Kimo enters his 6-digit code and sends his list of keys to the server

Submit Keys

2



• Exposure notification

Lani receives a notification on her phone letting her know she “may have been exposed” and to call her primary care physician



Signal strength = 5  
Distance = 6 ft  
Duration = 20 minutes

Kimo and Lani’s interaction is measured and meets minimum exposure notification requirements

Exposure Notification

Alert

4

3

## AlohaSafe Alert (GAEN App) Main Points & Summary:

1. All Apple/Android devices have the GAEN protocol in the operating system (1/3 of world's population)
2. Need a “key” (through an app) to access the GAEN protocol, only one “key” given to the public health authority at the state/country level
3. GAEN uses low-energy Bluetooth technology, enabling devices to communicate with each other
4. Users can control whether or not they receive notifications (can opt-in/opt-out anytime)
5. GAEN does NOT track location, just devices you've been exposed to
6. Notifications are only triggered if minimum thresholds are met.
7. Only the Hawaii State DOH can use this. Google/Apple cannot see your identity.

# Some Google/Apple Exposure Network (GAEN) Adopters

(GAEN apps in development, pilot or released)

- Australia
- Brazil
- Canada
- Czech Republic
- Denmark
- Finland
- Germany
- Ireland
- Italy
- Japan
- Kenya
- Mexico
- Netherlands
- Philippines
- Poland
- Portugal
- Spain
- Switzerland
- UK
- USA
  - Alabama
  - Arizona
  - California
  - Delaware
  - Hawaii
  - Michigan
  - Minnesota
  - Nevada
  - New Jersey
  - New York
  - North Dakota
  - Oregon
  - Pennsylvania
  - Rhode Island
  - South Carolina
  - Virginia
  - Wyoming

APHL  
National Key Server

- Association of Public Health Laboratories (APHL) is working with Google/Apple/Microsoft to create a National Key Server, which will bridge contacts across the country.
- An International Key Server is also being discussed.

Source:

<https://www.xda-developers.com/google-apple-covid-19-contact-tracing-exposure-notifications-api-app-list-countries/>



WE ARE

**AlohaSafe**

# AlohaSafe Alert

- AlohaSafe Alert is a voluntary, anonymous, exposure-notification smartphone app
- Uses Bluetooth Low Energy technology and the Exposure Notification system developed by Google and Apple
- Knowing about a potential exposure allows you to self-quarantine, get tested, and reduce the potential exposure risk to others
- We can support public health efforts without sacrificing privacy

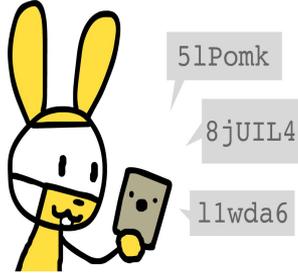
# Contact Tracing

- Contact tracing helps contain the spread of the virus and protects others in your community
- Traditional contact tracing techniques have challenges
  - **Resourcing:** need many contact tracers to control a pandemic
  - **Speed:** takes time to call cases, conduct interviews, identify and call contacts
  - **Completeness:** people have imperfect memory and can't identify strangers
- Solutions should have **privacy by design**
  - **User-controlled** - requires explicit consent, can be turned off any time
  - **Identifiable information is not collected**, hence cannot be shared with others
  - **COVID-19 focused** - only for public health authorities and isn't monetized

# Google/Apple Exposure Notifications (GAEN)

- Exposure Notifications (EN) are alerts people can receive on their phones to let them know they've been exposed to someone diagnosed with COVID-19
- Google and Apple are needed for things like Bluetooth cross-platform compatibility and battery life
- Restrictions:
  - One app per State, released by the Department of Health
  - Prohibited from collection location data
  - Designed to protect your privacy

# How Exposure Notifications Work



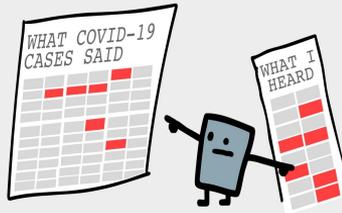
Alice's phone broadcasts a random message every few minutes.

WHAT COVID-19 CASES SAID

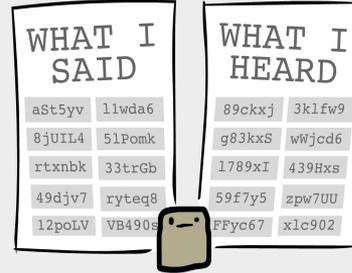
Because the messages are random, no info's revealed to the hospital...



Alice sits next to Bob. Their phones exchange messages.



...but Bob's phone can find out if it "heard" any messages from Covid-19 cases!



Both phones remember what they said & heard in the past 14 days.



If it "heard" enough messages, meaning Bob was exposed for a long enough time, he'll be alerted.



If Alice gets Covid-19, she sends *her* messages to a hospital.

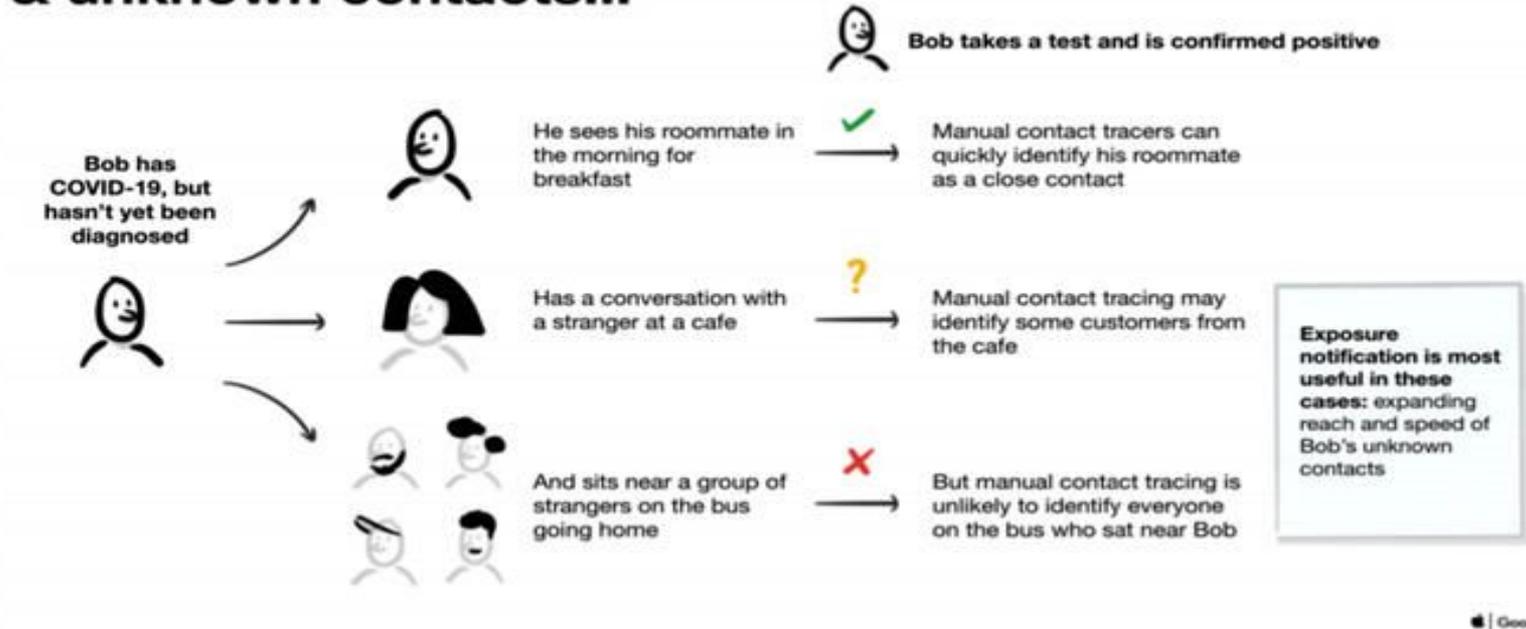


And *that's* how contact tracing can protect our health *and* privacy!

by Nicky Case (nccase.me), CCO/public domain, feel free to re-post anywhere!

# Notifying Unknown Contacts

## ENs expand traditional reach and rapidly notify known & unknown contacts...



# EN apps slow the spread at any level of adoption

- Oxford study found an effect at all levels of uptake
- 80% of all smartphone users (i.e. 56% of the overall population) would be enough to suppress the pandemic on its own
  - Without any other form of intervention
- For every 2 app users, you can avoid 1 infection
- Combined with other measures, as little as 15% uptake can reduce infections by 15% and deaths by 11%

# Add Your Phone To the Fight

- Together, we can slow the spread of COVID-19
- We can improve contact tracing efforts without Big Brother
- Download AlohaSafe Alert to enable Exposure Notifications and help protect your community while maintaining your privacy

## **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 – September 2020

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

## Report on Economic Impact

Due to the COVID-19 pandemic, all passengers arriving from out-of-state during September were required to abide by a mandatory 14-day self-quarantine. Exemptions include travel for essential reasons like work or healthcare. On August 11, a partial interisland quarantine was reinstated for anyone traveling to the counties of Kaua'i, Hawai'i, Maui, and Kalawao (Moloka'i). The U.S. Centers for Disease Control and Prevention (CDC) continued to impose the "No Sail Order" on all cruise ships.

Visitor spending data were not available in September 2020.

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

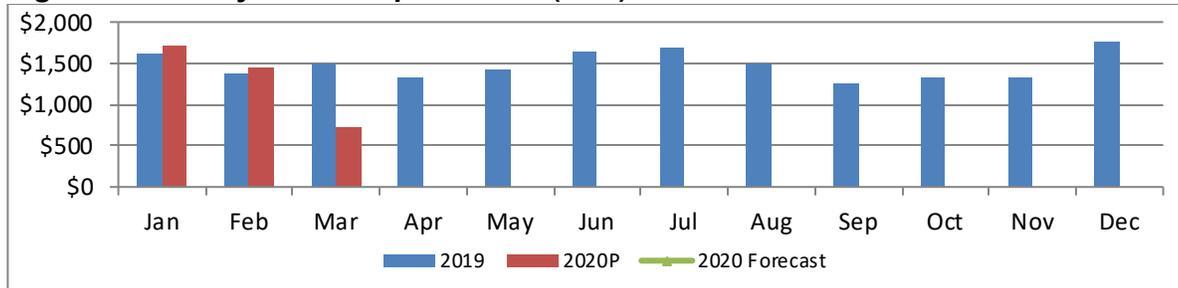
- Total visitor arrivals declined 71.6 percent to 2,220,009 visitors, with considerably fewer arrivals by air service (-71.7% to 2,190,217) and by cruise ships (-68.7% to 29,792) compared to the same period a year ago. Total visitor days fell 67.3 percent.
- Through June 2020, the state collected \$564.3 million in TAT, down 6.0 percent compared to FY 2019 through June 2019.
- Total air capacity (scheduled and charter seats) into Hawai'i declined 60.4 percent to 4,055,028 seats.

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

	% of Forecast	YOY Rate	Aug. YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-67.3%	22,265,985	N/A
Arrivals	N/A	-71.6%	2,220,009	N/A
Daily Census	N/A	-67.4%	81,263	N/A
Airlift (scheduled seats)	N/A	-60.5%	4,012,664	N/A

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

**Figure 1: Monthly Visitor Expenditures (\$mil)**



## Major Market Areas (MMAs)

### USA

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

	% of Forecast	YOY Rate	Aug. YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-66.0%	15,906,781	N/A
Arrivals	N/A	-71.1%	1,508,289	N/A
Daily Census	N/A	-66.1%	58,054	N/A
Airlift (scheduled seats)	N/A	-58.0%	3,072,876	N/A

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

- According to the Congressional Budget Office's economic projections, real GDP will contract by 5.6 percent in 2020.
- Looking toward year-end, the U.S. economy is once again changing. The churn in the labor market, due primarily to the coronavirus pandemic, continued through September. For the month, 661,000 payroll jobs were added. This gain was below expectations and represented the third consecutive monthly decline after the June re-opening surge of 4.8 million net new jobs. The unemployment rate in September fell to 7.9 percent.
- The Conference Board Consumer Confidence Index increased in September, after declining in August. The Index now stands at 101.8 (1985=100), up from 86.3 in August.
- The Present Situation Index based on consumers' assessment of current business and labor market conditions increased from 85.8 to 98.5. The Expectations Index based on consumers' short-term outlook for income, business, and labor market conditions increased from 86.6 in August to 104.0 this month.
- The forecast for domestic scheduled nonstop air seats to Hawai'i for October-December 2020 will decrease by 35.5 percent as compared with the same time period of 2019. The projection is based on flights appearing in Diio Mi airline schedules. 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 (-34.8%) and U.S. East (-40.6%). The situation is being monitored daily and the forecast adjusted accordingly.

## US WEST

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

	% of Forecast	YOY Rate	Aug. YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-67.5%	9,656,016	N/A
Arrivals	N/A	-72.1%	963,552	N/A
Daily Census	N/A	-67.6%	35,241	N/A
Airlift (scheduled seats)	N/A	-57.9%	2,700,408	N/A

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

- In September, there were 9,994 visitors from U.S. West compared to 305,808 visitors in September 2019. Year-to-date, arrivals decreased 72.1 percent to 963,552 visitors.

## US EAST

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

	% of Forecast	YOY Rate	Aug. YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-63.3%	6,250,766	N/A
Arrivals	N/A	-69.1%	544,736	N/A
Daily Census	N/A	-63.4%	22,813	N/A
Airlift (scheduled seats)	N/A	-59.1%	372,468	N/A

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

- In September, 6,033 visitors arrived from U.S. East compared to 133,185 visitors in September 2019. Year-to-date, arrivals dropped 69.1 percent to 544,736 visitors.

## CANADA

**Table 5: Key Performance Indicators – Canada**

	% of Forecast	YOY Rate	Aug. YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-56.4%	2,077,344	N/A
Arrivals	N/A	-60.3%	156,177	N/A
Daily Census	N/A	-56.6%	7,582	N/A
Airlift (scheduled seats)	N/A	-53.8%	164,881	N/A

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

- In September, 162 visitors arrived from Canada compared to 21,928 visitors a year ago. All 162 visitors came to Hawai'i on domestic flights. Year-to-date through September, arrivals dropped 60.3 percent to 156,177 visitors.
- U.S. borders with Canada have been closed since March 2020 and border crossings have been largely restricted to essential workers and citizens returning home. Residents returning to Canada must quarantine for 14 days.

- An 8.2 percent contraction is forecasted for the Canadian economy this year due to mandated business closures and a collapse in consumer confidence. The economy is forecast to rebound by 6.7 percent in 2021 and 4.8 percent in 2022.
- The index of consumer confidence inched back up in September to settle at 83.6 points, the highest level recorded since March (88.6). Overall, consumers are somewhat less pessimistic about their current finances and positive sentiments regarding major purchases have risen slightly since last month. However, compared with its peak reached in February (120.6), the index is now 37 points below its pre-pandemic level.
- Households have benefited from the Canada Emergency Response Benefit, which is set to be replaced by an updated employment insurance system and the Canada Recovery Benefit. These programs will help boost real household disposable income by a record 9 percent this year, despite the recession and massive loss in labor income.
- The Canadian Dollar has lost value averaging at \$0.73 USD so far this year (-3%).
- Between Jan-July, Canadians made just 8.2 million overnight trips to the U.S. and other destinations, versus almost 19.7 million last year. Compared to the same period in 2019, total overseas activity has fallen 52.2 percent while trans-border trips (for all purposes) have decreased by 62.5 percent.
- Air Canada and WestJet have suspended flights to Hawai'i. The 737 MAX 8 landing has also significantly affected Canadian carriers.
- Air Canada executives are encouraged by initial results of a program of COVID-19 testing for arriving passengers in Toronto. The program, which began in early September, so far has conducted 13,000 tests of returning passengers, according to Air Canada. "Rapid testing is also a means to enable governments to relax current blanket travel restrictions and quarantines in a measured way while still safeguarding the health and safety of the public," according to Air Canada chief medical officer Jim Chung. "The preliminary results suggest a shorter, test-based strategy may be an available and safe alternative to the 14-day quarantine."

## JAPAN

**Table 6: Key Performance Indicators – Japan**

	% of Forecast	YOY Rate	Aug. YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-75.0%	1,744,079	N/A
Arrivals	N/A	-74.9%	294,647	N/A
Daily Census	N/A	-75.1%	6,365	N/A
Airlift (scheduled seats)	N/A	-68.8%	467,002	N/A

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

- In September, 79 visitors arrived from Japan compared to 143,928 visitors a year ago. Year-to-date through September, arrivals declined 74.9 percent to 294,647 visitors.
- According to the Ministry of Foreign Affairs of Japan, all Japanese nationals returning to Japan from abroad are called upon to wait 14 days at a location designated by the quarantine station chief and to refrain from using public transportation.

- The exchange rate was at 105.74 JPY to USD in September 2020. The US dollar has been gaining ground against the Japanese yen and economists forecast this trend to continue. With the yield of US government bonds being increased for both 10-year and 30-year bonds recently, the US dollar has become more attractive against safe-haven assets such as the Japanese yen.
- The government is working to enhance the number of coronavirus tests at Narita, Haneda and Kansai airport to 20,000 per day following the recent relaxation of entry restrictions. With the government being in talks with 16 economies including South Korea, China, Taiwan, Singapore, Thailand and Vietnam for reopening business travels, enhancement of testing capability at airports will be essential in raising the capacity of inbound travelers that the country can accept.
- Unemployment rates in Japan increased slightly from July to 3.0 percent in August, reaching levels not seen in over 3 years. More business operators have become unable to maintain their workforce after consumer demand declined and some were forced to shorten operation hours. By industry, the accommodation and restaurant services sectors were the hardest hit by the pandemic. Economists forecast the unemployment rate to rise to the lower half of the 3 percent range by the end of 2020 and then decline at a moderate pace.
- The travel industry continues to take significant hits as travel restrictions continue to be imposed. Most direct flights between Japan and Hawai'i remain suspended, with many airlines officially announcing that suspension will extend through to the end of November. Major travel agencies are also canceling all international tour products from the lack of airlift and continued travel restrictions.
- ANA, JAL and Hawaiian Airlines announced that they will be resuming limited passenger services between Hawai'i and Japan. A list of currently announced flight changes for Hawai'i is as follows:
  - All Nippon Airways: suspension of nearly all services through November 30; 2 special flight services to be operated on 11/7 and 11/21.
  - Delta Air Lines: suspension of all services through March 21, 2021.
  - Hawaiian Airlines: suspension of nearly all services through November 30. Resumption of 1 weekly flight from Narita to Honolulu in October.
  - Japan Airlines: Suspension of most services through November 30. Special flights to be operated from Haneda on: 8/1, 8/10, 8/20, 8/30, 9/15, 9/29, 10/11, 10/24, 11/10 and 11/23.
  - United Airlines: suspension of all services through December 17.
  - Korean Air: suspension of all services through November 30.
  - Air Asia X: suspension of all services through November 30.

## OCEANIA

**Table 7: Key Performance Indicators – Oceania**

	% of Forecast	YOY Rate	Aug. YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-78.2%	573,393	N/A
Arrivals	N/A	-78.1%	60,934	N/A
Daily Census	N/A	-78.3%	2,093	N/A
Airlift (scheduled seats)	N/A	-74.6%	95,737	N/A

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

- Australia: There were 16 visitors who traveled to Hawai'i in September compared to 35,323 visitors a year ago. All 16 visitors came on domestic flights. Through the first nine months of 2020, arrivals decreased 77.1 percent to 50,133 visitors.
- The Government continues to impose a ban on all overseas travel for Australians, unless an exemption is granted. Residents returning to Australia must undergo a mandatory 14-day quarantine.
- The official unemployment rate is currently 6.8 percent. The latest ABS data shows Australia has regained about half the jobs it lost since the COVID-19 pandemic started. Hospitality and recreation had strong jobs growth over the past few months. At the end of the month Melbourne restrictions eased and 127,000 Victorians were able to go back to work. Some industries that were completely shut down can start to reopen, and others that were operating with restricted workforces can increase their capacity.
- The Australian dollar continues to perform strongly, trading between US\$0.71-\$0.73 during September.
- New Zealand: There were 27 visitors in September versus 8,338 visitors a year ago. These 27 visitors arrived on domestic flights. Through the first nine months of 2020, arrivals declined 81.8 percent to 10,801 visitors.
- The Government is currently advising New Zealanders not to travel overseas due to COVID-19 health risks and travel restrictions. Residents returning to New Zealand must complete at least 14 days of quarantine and test negative for COVID-19 before entering the community.
- Following 105 days free of COVID in the community, New Zealand had a setback in August with the return of a cluster that expanded to well over 100 people. Through more restrictions, in Auckland in particular, the country was able to bring this cluster under control through September to be able to once again have no COVID in the community. The recent outbreak had a negative effect on businesses, particularly in Auckland and has been a setback for the economic recovery which we had started to see. On the positive side, the strict reaction, while having short-term hardship, now allows for large events to be held again.
- The NZ dollar continues to trade around US\$0.66.
- Hawaiian Airlines announced extended service cancellation to Australia and New Zealand. Instead of until 01DEC20, the following routes will now be suspended until 27MAR21: Honolulu – Auckland; Honolulu – Brisbane; and Honolulu – Sydney.

## EUROPE

**Table 8: Key Performance Indicators – Europe**

	% of Forecast	YOY Rate	Aug. YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-79.1%	279,693	N/A
Arrivals	N/A	-80.0%	20,716	N/A
Daily Census	N/A	-79.2%	1,021	N/A
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

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

- There were 66 visitors from Europe (United Kingdom, France, Germany, Italy and Switzerland) in September versus 14,107 visitors a year ago. These 66 visitors arrived on domestic flights. Through the first nine months of 2020, arrivals decreased 80.0 percent to 20,716 visitors.
- EU Countries have varying levels of travel restrictions. For Germany, returning German nationals must present a certificate showing a negative result for COVID-19 issued no more than 48 hours prior to departure from a government approved provider. Persons unable to produce such a certificate must undergo testing upon arrival and are required to self-isolate while awaiting their test results.
- For the United Kingdom, the U.K. Transport Secretary, on October 19, announced that a new testing system would be introduced by December 1 to allow quarantine to be slashed from 14 to 7 days for U.K nationals returning into the country. Coined a “domestic ‘test and release’ approach” where travelers returning from overseas would quarantine for 7 days and then be allowed to take a Covid-19 test, available through the private sector. If the result was negative, travelers would be allowed to end their period of self-isolation.

## CHINA

**Table 9: Key Performance Indicators – China**

	% of Forecast	YOY Rate	Aug. YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-84.7%	93,401	N/A
Arrivals	N/A	-86.7%	10,088	N/A
Daily Census	N/A	-84.8%	341	N/A
Airlift (scheduled seats)	N/A	-91.3%	8,176	N/A

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

- There were 26 visitors in September compared to 6,179 visitors a year ago. Year-to-date through September, arrivals decreased 86.7 percent to 10,088 visitors. These 26 visitors arrived on domestic flights.
- Since February 2, 2020, there is a proclamation prohibiting Chinese citizens to enter the U.S. due to COVID-19. Returning Chinese nationals must have proof of a negative result for COVID-19 issued no more than 72 hours before departure, performed by an approved provider and must undergo a 14-day mandatory quarantine.

- In September, the Chinese Yuan continues to strengthen against the USD from 6.86 to 6.75.
- In September 2020, the Consumer Price Index went up by 1.7 percent year-on-year. From January to September, on average, the overall consumer prices were up by 3.3 percent from the same period of the previous year. Overall, China inflation hit a 19-month low in September 2020.
- China eased restrictions on some foreigners' entry into the country, almost six months after it nearly sealed its borders to limit the spread of the coronavirus pandemic. Foreigners holding residence permits for work, personal matters and reunions will be allowed to enter China starting September 28, 2020.

## KOREA

**Table 10: Key Performance Indicators – Korea**

	% of Forecast	YOY Rate	Aug. YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-72.2%	359,948	N/A
Arrivals	N/A	-74.8%	41,818	N/A
Daily Census	N/A	-72.3%	1,314	N/A
Airlift (scheduled seats)	N/A	-70.8%	71,175	N/A

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

- There were 65 visitors in September versus 17,456 visitors a year ago. Through the first nine months of 2020, arrivals fell 74.8 percent to 41,818 visitors. All 65 visitors arrived on domestic flights.
- Korean citizens are allowed to visit the U.S. but must comply with state quarantine requirements. Residents returning to Korea will be tested on arrival for COVID-19 and subject to a mandatory 14-day quarantine.
- The Bank of Korea forecasts its 2020 GDP growth as negative 1.3 percent, factoring in the wave of COVID-19 infections. The Korea Development Institute (KDI), a state-owned think tank, forecast the Korean economy in 2020 as negative 1.1 percent, and Fitch and Ratings also forecasts Korea economy growth as negative 1.1 percent this year. OECD forecasts Korea's GDP growth as 3.1 percent in 2021.
- The average USD/WON exchange rate in September was KRW 1,177.65 won, a slight decrease from the previous rate of 1,186.26 won in August.
- Ministry of Foreign Affairs extended the special travel advisory for Koreans to avoid non-essential overseas trips until October 18.
- Korean Air suspended its flight services on ICN-HNL route (KE053) and ICN-NRT-HNL route (KE001) till November 30, 2020.
- Asiana Airlines extended the flights service suspension of ICN-HNL route (OZ232) until November 30, 2020.
- Hawaiian Airlines has halted its flight service of ICN-HNL routes through November 30, 2020.

## TAIWAN

**Table 11: Key Performance Indicators – Taiwan**

	% of Forecast	YOY Rate	Aug. YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-81.2%	34,387	N/A
Arrivals	N/A	-82.6%	3,479	N/A
Daily Census	N/A	-81.2%	125	N/A
Airlift (scheduled seats)	N/A	-76.0%	7,344	N/A

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

- Four visitors traveled to Hawai'i in September compared to 1,746 visitors a year ago. Year-to-date through September, arrivals dropped 82.6 percent to 3,479 visitors. These four visitors came on domestic flights.
- Taiwanese citizens are allowed to visit the U.S. but are also subject to restrictions if a traveler has gone to any of the following countries: China, Iran, Brazil or Europe in the past 14 days. Returning Taiwanese residents are required to quarantine for 14 days.
- In a recent report by International Monetary Fund (IMF), Taiwan's economy growth went from 4 percent to 0 percent this year. The report also forecasted Taiwan's economy growth for 2021 to be 3.2 percent.
- Taiwanese people can take out-of-pocket COVID-19 PCR tests in designated hospitals across regions in Taiwan. The report will be out within 48 hours after the test is taken. The travelers can take the negative test results to visit destinations that requires a COVID-19 test report upon entry.
- United Airlines announced to resume its non-stop services between Taipei and San Francisco 3 times weekly starting in November. With the resumption, Taiwanese travelers will be able to take the Covid-19 test at SFO Airport before traveling to Hawai'i and bypass the self-quarantine with a negative test report.
- China Airlines has announced the flights schedule for January and February 2021. The route of Taipei-Honolulu direct flights is not on the schedule at this time.

## LATIN AMERICA

**Table 122: Key Performance Indicators – Latin America**

	% of Forecast	YOY Rate	Aug. YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-64.0%	73,796	N/A
Arrivals	N/A	-72.4%	5,354	N/A
Daily Census	N/A	-64.2%	269	N/A
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

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

- There were 61 visitors from Latin America (Mexico, Brazil and Argentina) in September compared to 1,981 visitors a year ago. These 61 visitors came on domestic flights. Year-to-date through September, arrivals dropped 72.4 percent to 5,354 visitors.

- Many of the nations of Latin America are still in some form of lockdown or quarantine. Mexico do not have any entry restrictions, although returning residents coming back from countries affected by COVID-19 are screened and those showing symptoms will be quarantined.
- The CDC recommends travelers avoid all nonessential international travel to Brazil. Entry into the U.S. by Brazilian citizens remains suspended, per Presidential Proclamation.

#### **ISLAND VISITATION:**

- **Oahu:** In September, total visitor days decreased 88.6 percent compared to a year ago. There were 12,659 visitors on O'ahu in September compared to 458,588 visitors year-over-year. Through the first nine months of 2020, visitor arrivals dropped 72.3 percent to 1,289,494 visitors.
- **Maui:** In September, total visitor days declined 94.4 percent from a year ago. There were 2,468 visitors on Maui in September versus 210,108 visitors a year ago. Year-to-date through September, arrivals decreased 73.5 percent to 614,211 visitors.
- **Hawai'i Island:** In September, visitor days decreased 81.8 percent from a year ago. There were 3,335 visitors on Hawai'i Island in September compared to 112,138 visitors a year ago. Through the first nine months of 2020, arrivals fell 69.4 percent to 405,481 visitors.
- **Kaua'i:** In September, total visitor days were down 93.3 percent compared to a year ago. There were 1,092 visitors on Kaua'i in September compared to 93,501 visitors a year ago. Through the first nine months of 2020, visitor arrivals dropped 72.3 percent to 287,462 visitors.

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

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

Visitor Industry Performance Measures

Market: **OVERALL**

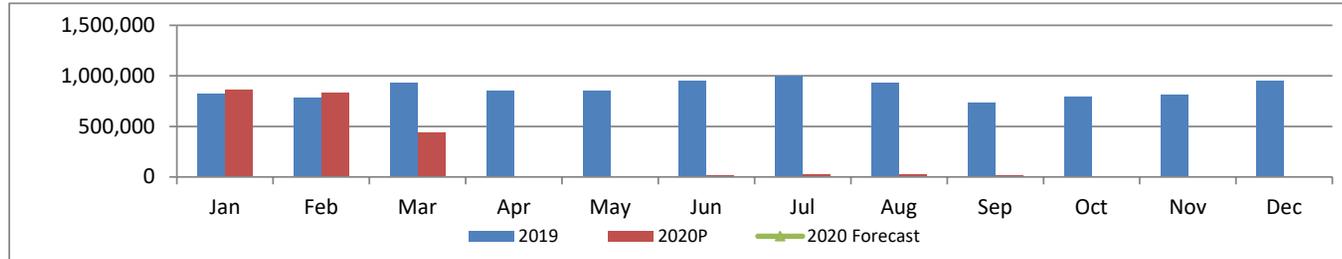
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-72.3%	1,289,494
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-73.5%	614,211
Visitor Days	N/A	-67.3%	22,265,985	N/A	Moloka'i	-69.0%	14,899
Arrivals	N/A	-71.6%	2,220,009	N/A	Lāna'i	-76.7%	15,215
Daily Census	N/A	-67.4%	81,263	N/A	Kaua'i	-72.3%	287,462
Airlift (scheduled seats)	N/A	-60.5%	4,012,664	N/A	Hawai'i Island	-69.4%	405,481

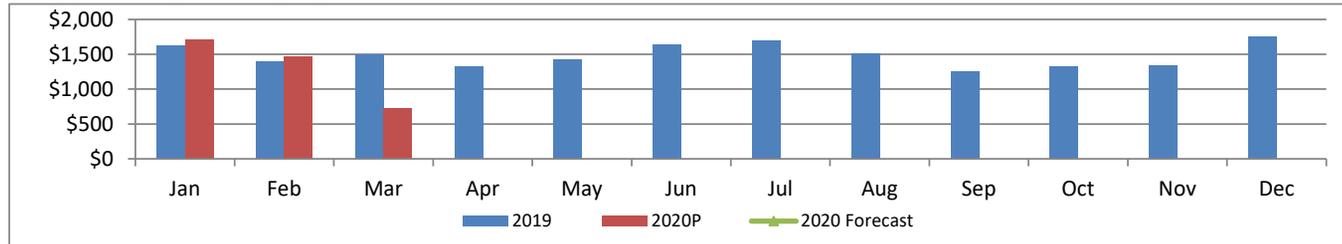
\*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

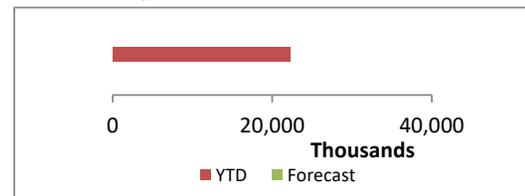


Monthly Visitor Expenditures (\$mil)

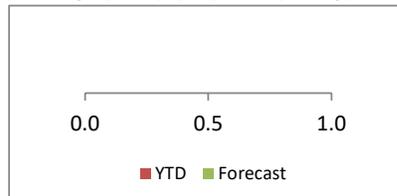


Annual Indicators

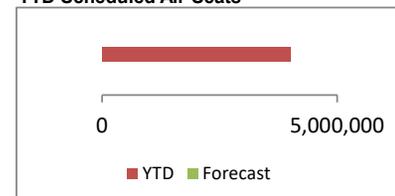
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

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

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

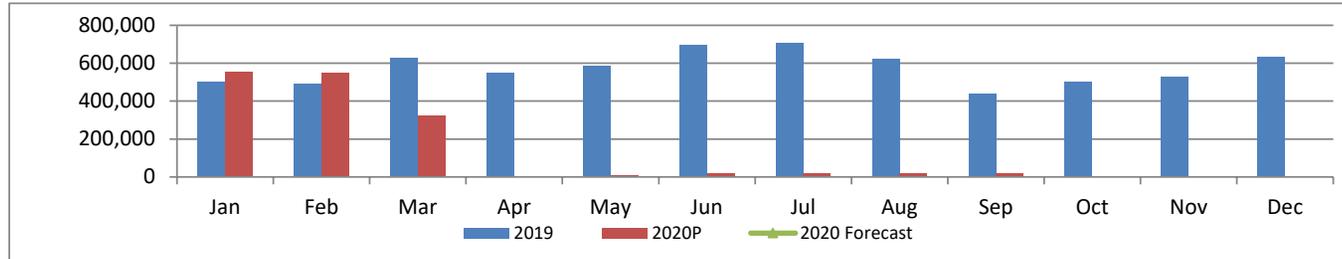
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD	Column 1
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-70.3%	750,651	
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-73.7%	488,402	
Visitor Days	N/A	-66.0%	15,906,781	N/A	Moloka'i	-68.2%	10,222	
Arrivals	N/A	-71.1%	1,508,289	N/A	Lāna'i	-74.0%	11,849	
Daily Census	N/A	-66.1%	58,054	N/A	Kaua'i	-72.3%	238,474	
Airlift (scheduled seats)	N/A	-58.0%	3,072,876	N/A	Hawai'i Island	-68.7%	294,904	

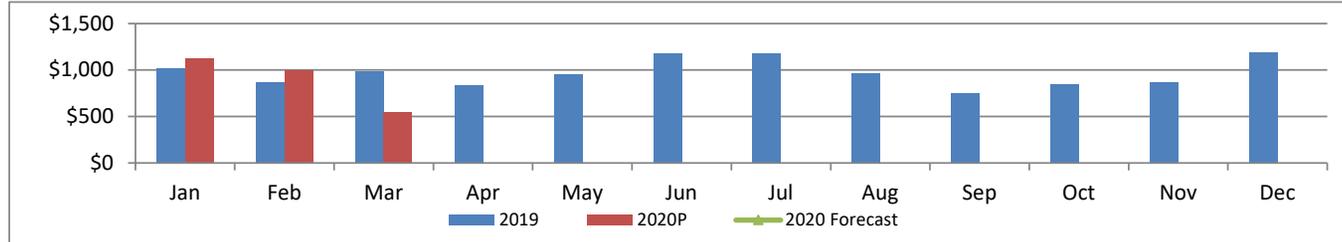
\*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

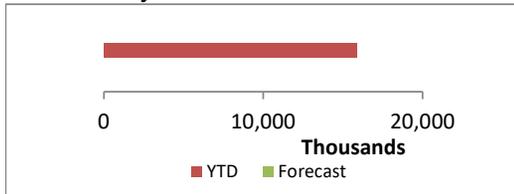


Monthly Visitor Expenditures (\$mil)

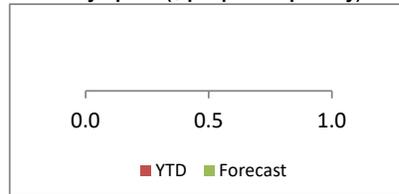


Annual Indicators

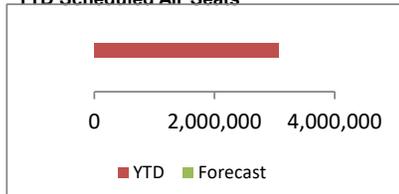
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

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

Visitor Industry Performance Measures

Market: **U.S. WEST**

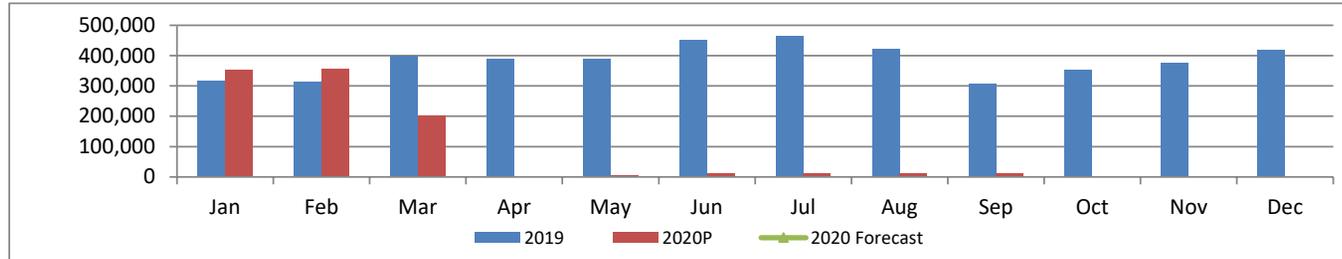
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-70.8%	439,701
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-75.0%	302,248
Visitor Days	N/A	-67.5%	9,656,016	N/A	Moloka'i	-68.3%	6,085
Arrivals	N/A	-72.1%	963,552	N/A	Lāna'i	-72.8%	6,318
Daily Census	N/A	-67.6%	35,241	N/A	Kaua'i	-73.3%	146,252
Airlift (scheduled seats)	N/A	-57.9%	2,700,408	N/A	Hawai'i Island	-68.6%	183,155

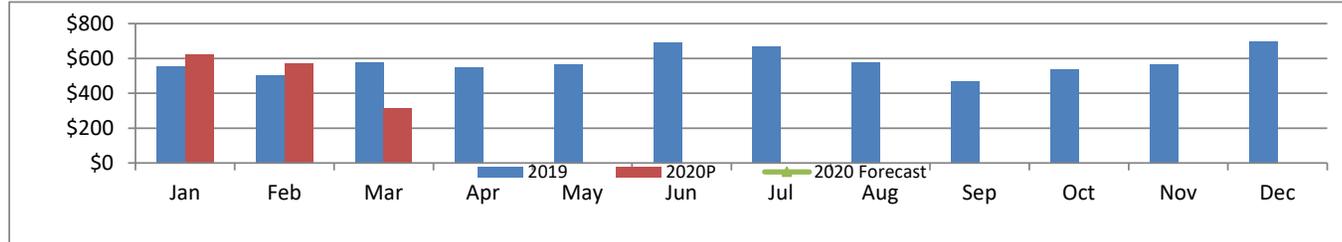
\*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

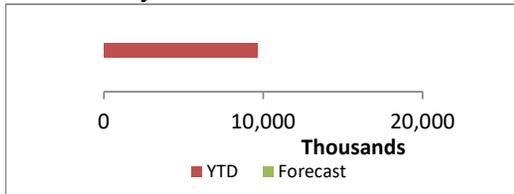


Monthly Visitor Expenditures (\$mil)

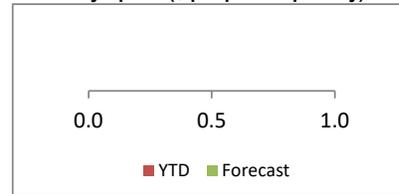


Annual Indicators

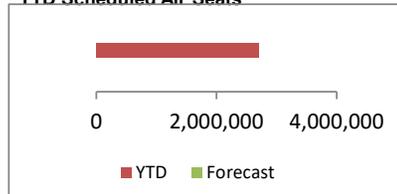
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

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

Visitor Industry Performance Measures

Market: **U.S. EAST**

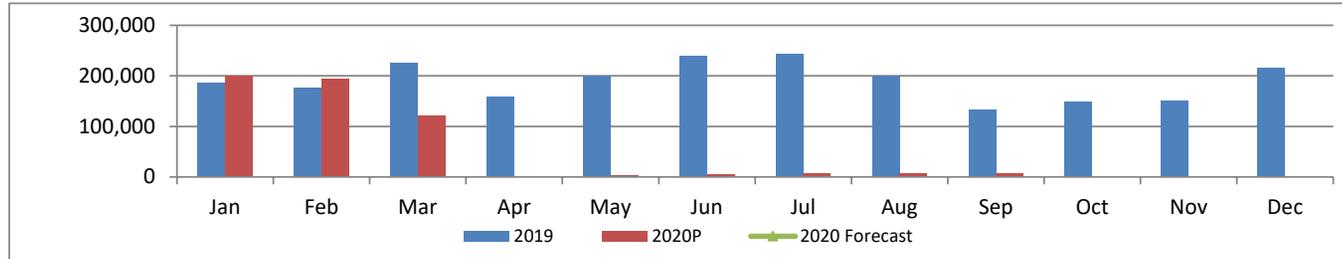
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-69.5%	310,950
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-71.2%	186,153
Visitor Days	N/A	-63.3%	6,250,766	N/A	Moloka'i	-68.1%	4,137
Arrivals	N/A	-69.1%	544,736	N/A	Lāna'i	-75.3%	5,530
Daily Census	N/A	-63.4%	22,813	N/A	Kaua'i	-70.7%	92,222
Airlift (scheduled seats)	N/A	-59.1%	372,468	N/A	Hawai'i Island	-68.9%	111,748

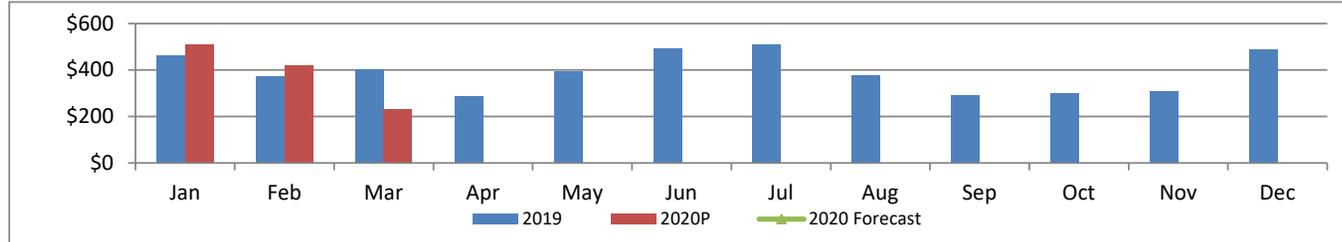
\*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

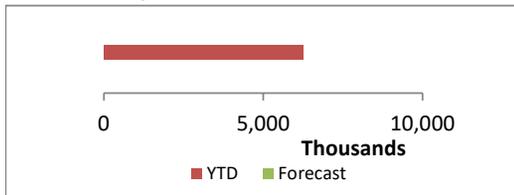


Monthly Visitor Expenditures (\$mil)

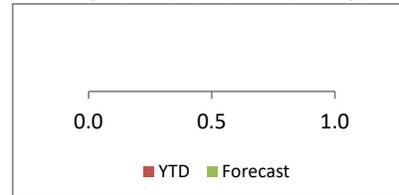


Annual Indicators

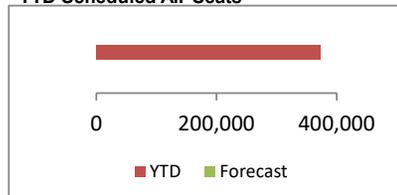
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

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

Visitor Industry Performance Measures

Market: **CANADA**

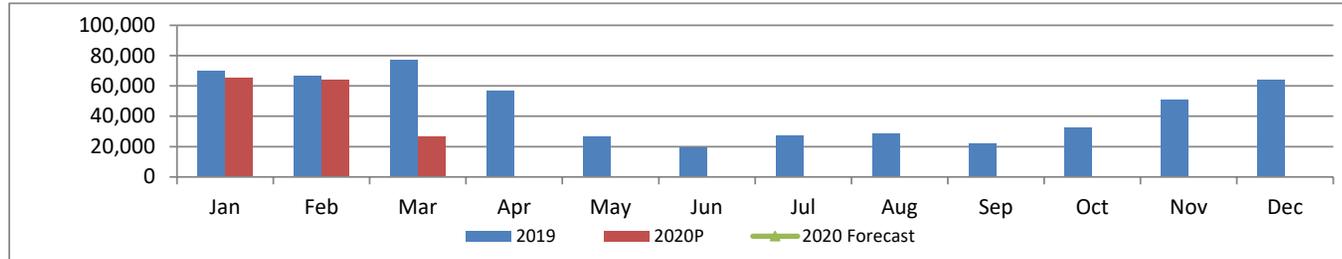
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-64.1%	61,836
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-64.0%	71,181
Visitor Days	N/A	-56.4%	2,077,344	N/A	Moloka'i	-71.8%	1,023
Arrivals	N/A	-60.3%	156,177	N/A	Lāna'i	-64.8%	1,556
Daily Census	N/A	-56.6%	7,582	N/A	Kaua'i	-59.5%	22,593
Airlift (scheduled seats)	N/A	-53.8%	164,881	N/A	Hawai'i Island	-48.4%	35,929

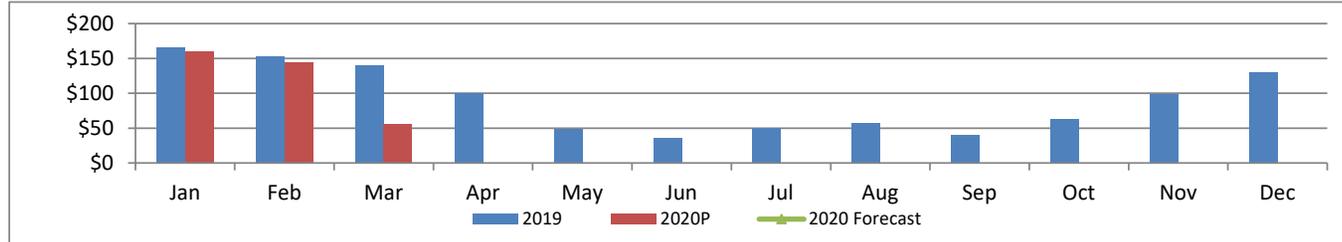
\*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

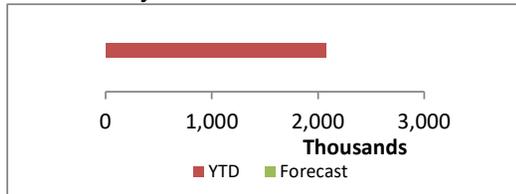


Monthly Visitor Expenditures (\$mil)

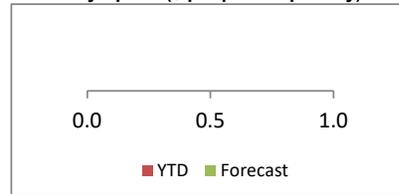


Annual Indicators

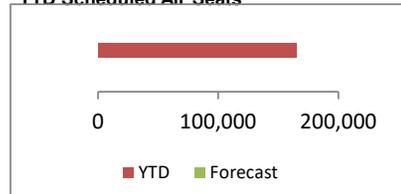
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

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

Visitor Industry Performance Measures

Market: **JAPAN**

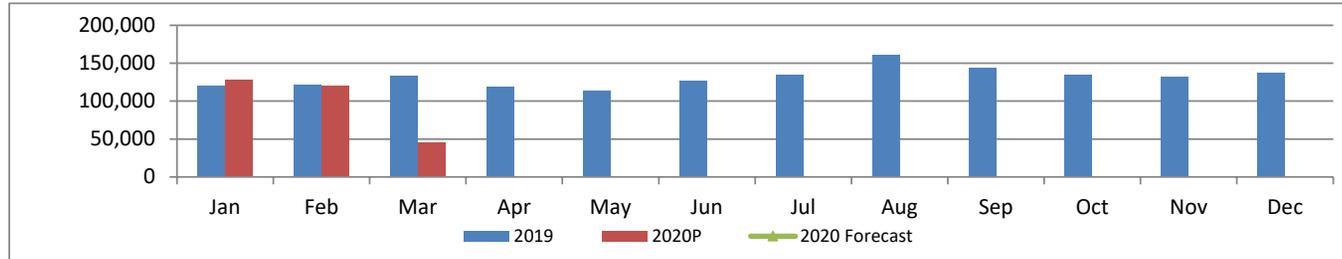
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-75.3%	274,905
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-78.0%	8,138
Visitor Days	N/A	-75.0%	1,744,079	N/A	Moloka'i	-68.7%	421
Arrivals	N/A	-74.9%	294,647	N/A	Lāna'i	-91.9%	133
Daily Census	N/A	-75.1%	6,365	N/A	Kaua'i	-80.0%	3,710
Airlift (scheduled seats)	N/A	-68.8%	467,002	N/A	Hawai'i Island	-70.9%	35,911

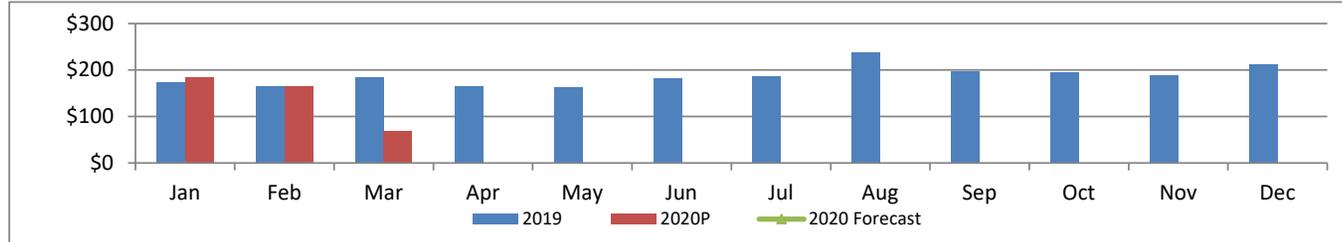
\*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

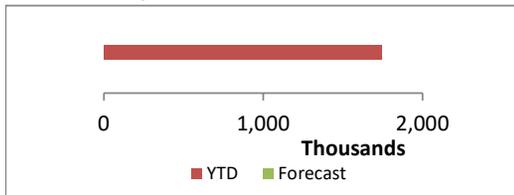


Monthly Visitor Expenditures (\$mil)

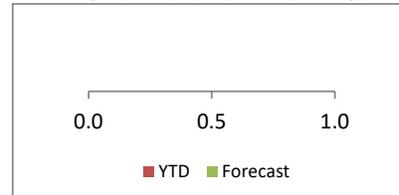


Annual Indicators

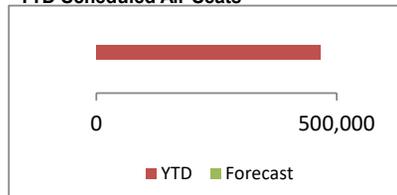
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

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

Visitor Industry Performance Measures

Market: **CHINA**

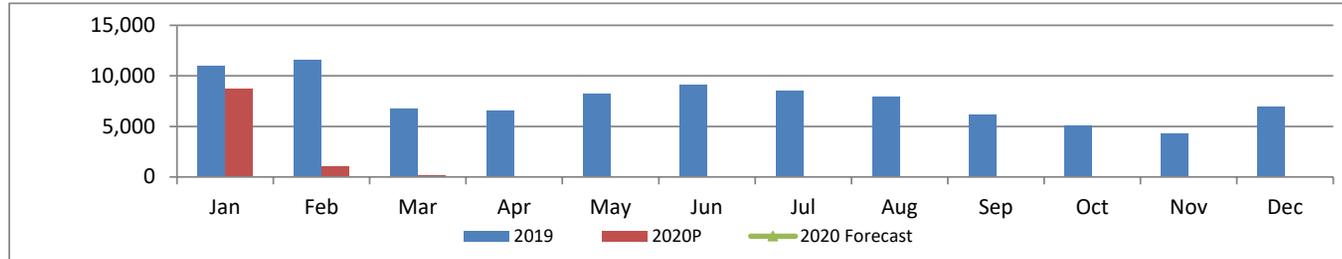
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-86.9%	9,619
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-85.3%	2,409
Visitor Days	N/A	-84.7%	93,401	N/A	Moloka'i	-87.6%	75
Arrivals	N/A	-86.7%	10,088	N/A	Lāna'i	-92.4%	56
Daily Census	N/A	-84.8%	341	N/A	Kaua'i	-80.1%	612
Airlift (scheduled seats)	N/A	-91.3%	8,176	N/A	Hawai'i Island	-86.4%	3,918

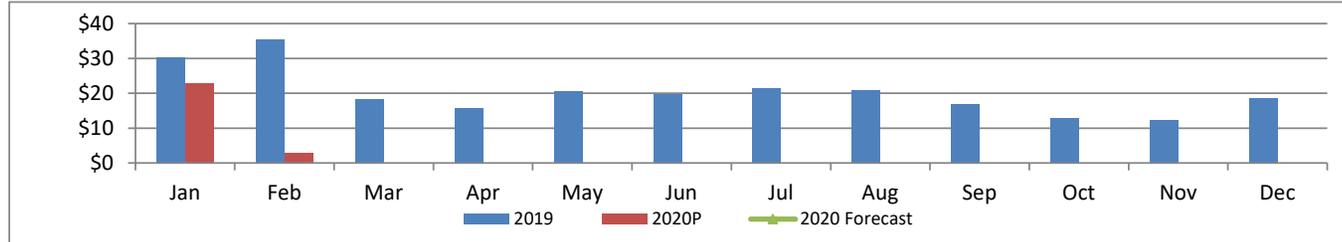
\*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

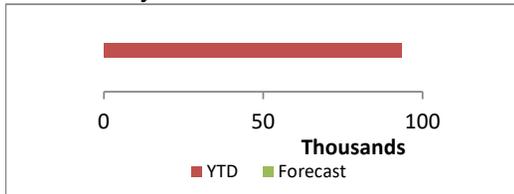


Monthly Visitor Expenditures (\$mil)

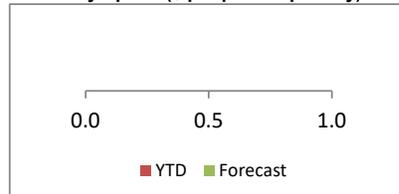


Annual Indicators

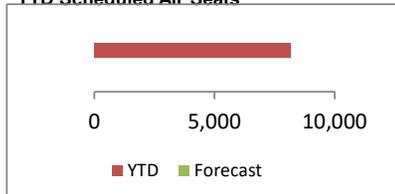
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

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

Visitor Industry Performance Measures

Market: **KOREA**

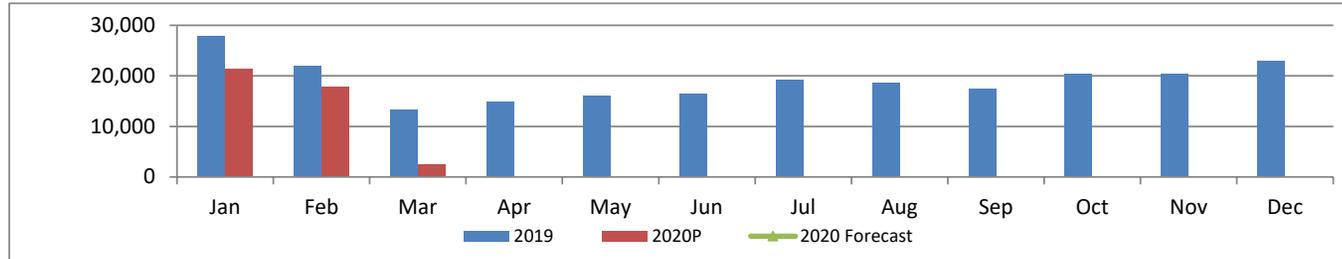
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-74.7%	41,189
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-80.5%	4,170
Visitor Days	N/A	-72.2%	359,948	N/A	Moloka'i	-87.4%	60
Arrivals	N/A	-74.8%	41,818	N/A	Lāna'i	-79.6%	94
Daily Census	N/A	-72.3%	1,314	N/A	Kaua'i	-77.1%	1,212
Airlift (scheduled seats)	N/A	-70.8%	71,175	N/A	Hawai'i Island	-69.5%	6,133

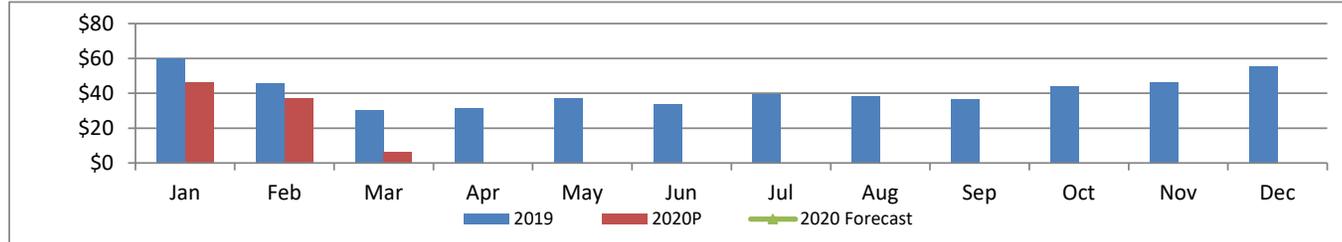
\*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

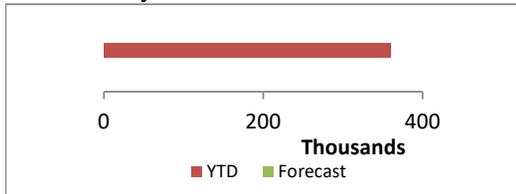


Monthly Visitor Expenditures (\$mil)

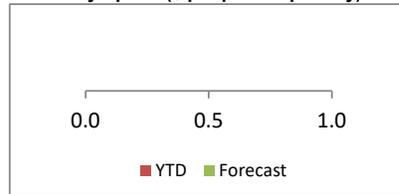


Annual Indicators

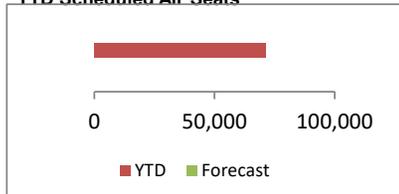
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

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

Visitor Industry Performance Measures

Market: **TAIWAN**

Key Performance Indicators

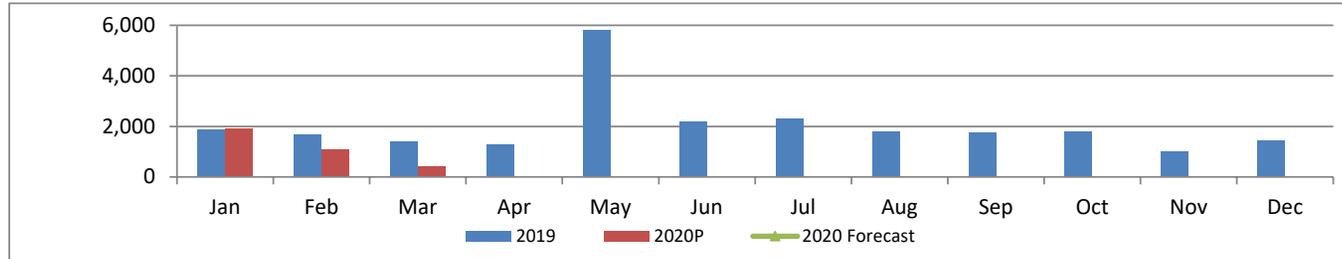
	% of Forecast*	YOY Rate	YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-81.2%	34,387	N/A
Arrivals	N/A	-82.6%	3,479	N/A
Daily Census	N/A	-81.2%	125	N/A
Airlift (scheduled seats)	N/A	-76.0%	7,344	N/A

	YOY Rate	YTD
O'ahu	-82.7%	3,389
Maui	-82.3%	601
Moloka'i	25.9%	22
Lāna'i	-97.4%	3
Kaua'i	-82.3%	133
Hawai'i Island	-74.3%	1,244

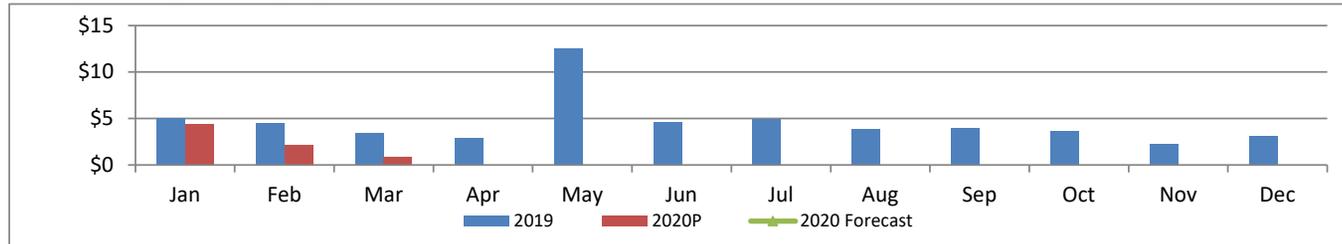
\*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

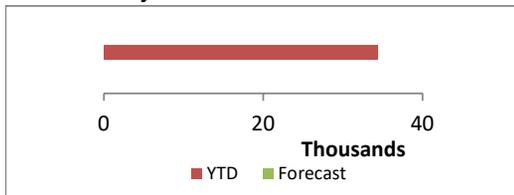


Monthly Visitor Expenditures (\$mil)

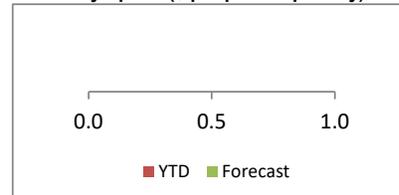


Annual Indicators

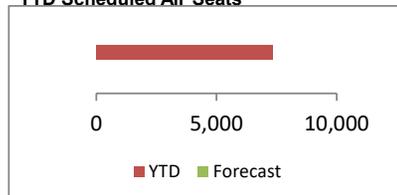
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

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

Visitor Industry Performance Measures

Market: **OCEANIA**

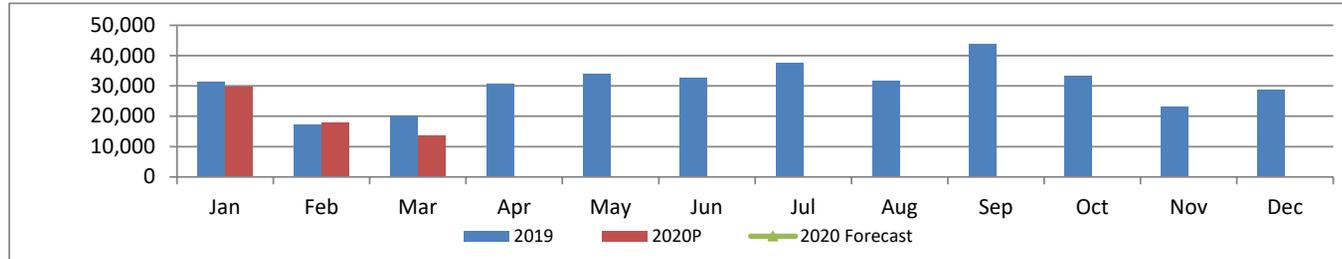
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-78.2%	59,610
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-82.1%	8,647
Visitor Days	N/A	-78.2%	573,393	N/A	Moloka'i	-78.6%	834
Arrivals	N/A	-78.1%	60,934	N/A	Lāna'i	-83.4%	849
Daily Census	N/A	-78.3%	2,093	N/A	Kaua'i	-80.4%	5,055
Airlift (scheduled seats)	N/A	-74.6%	95,737	N/A	Hawai'i Island	-78.7%	7,646

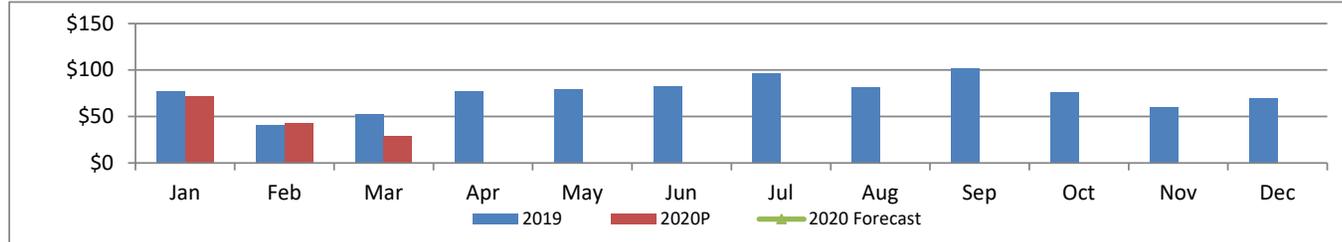
\*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

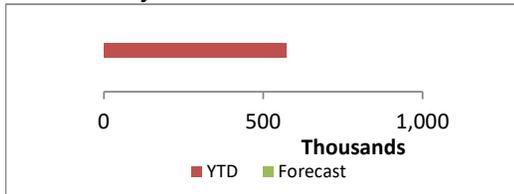


Monthly Visitor Expenditures (\$mil)

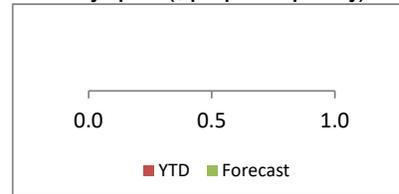


Annual Indicators

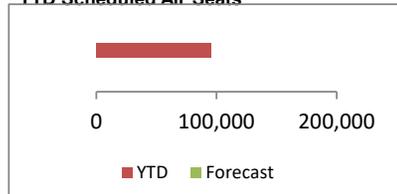
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

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

Visitor Industry Performance Measures

Market: **EUROPE**

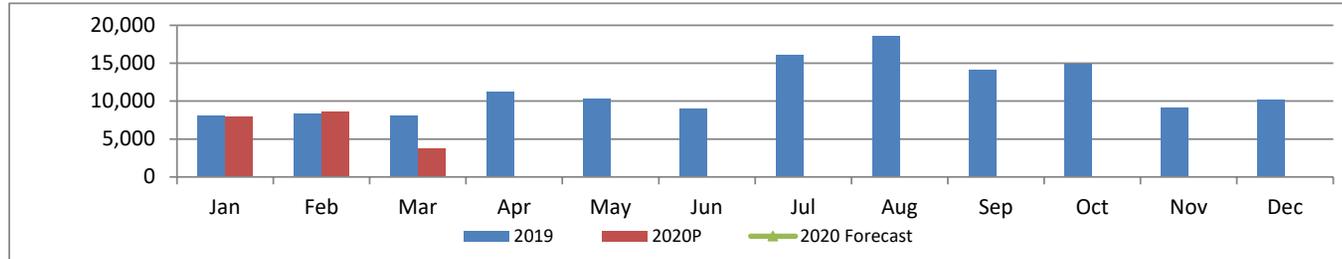
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-80.7%	14,927
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-82.1%	8,349
Visitor Days	N/A	-79.1%	279,693	N/A	Moloka'i	-72.5%	362
Arrivals	N/A	-80.0%	20,716	N/A	Lāna'i	-82.1%	246
Daily Census	N/A	-79.2%	1,021	N/A	Kaua'i	-81.3%	4,932
Airlift (scheduled seats)	N/A	N/A	N/A	N/A	Hawai'i Island	-79.4%	6,569

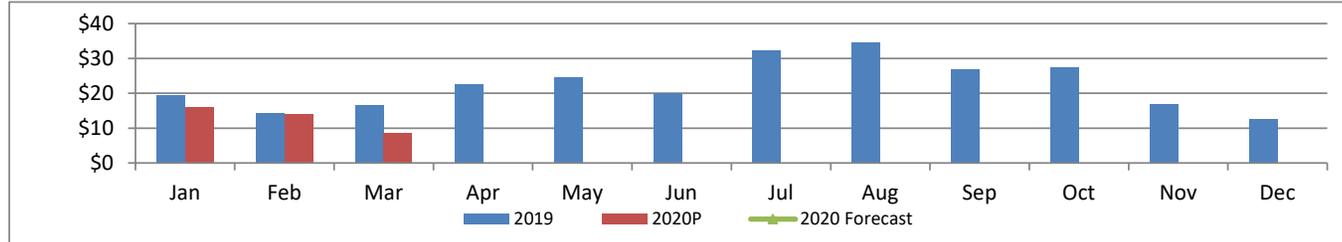
\*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

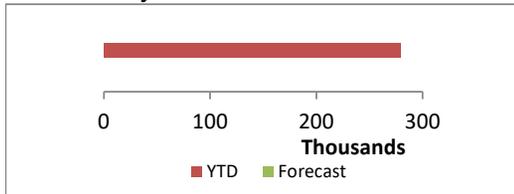


Monthly Visitor Expenditures (\$mil)

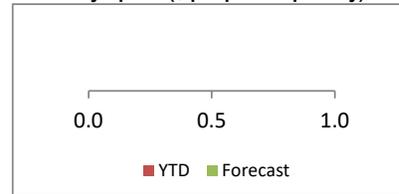


Annual Indicators

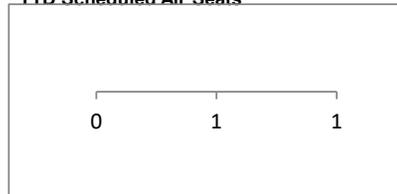
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

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

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

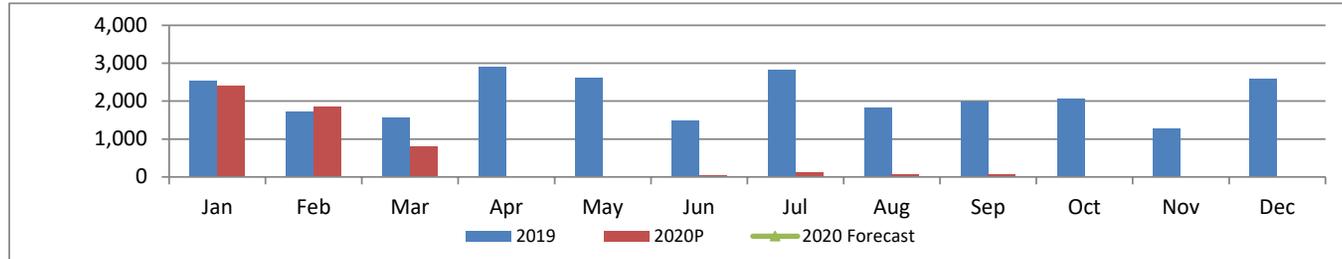
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-73.1%	3,984
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-73.6%	1,750
Visitor Days	N/A	-64.0%	73,796	N/A	Moloka'i	-86.1%	20
Arrivals	N/A	-72.4%	5,354	N/A	Lāna'i	-87.2%	51
Daily Census	N/A	-64.2%	269	N/A	Kaua'i	-77.1%	578
Airlift (scheduled seats)	N/A	N/A	N/A	N/A	Hawai'i Island	-76.8%	899

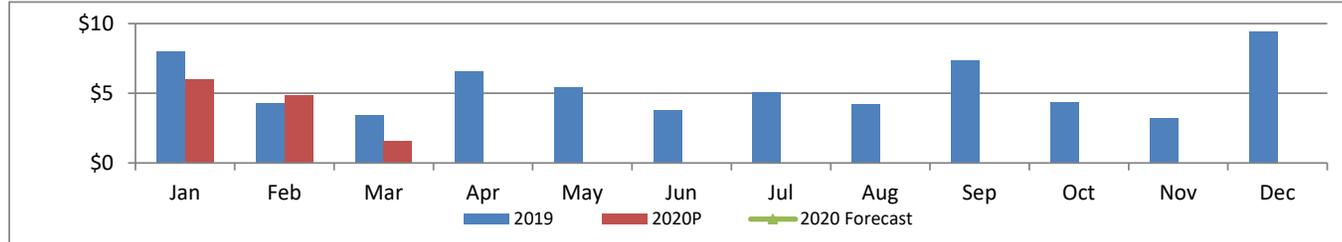
\*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

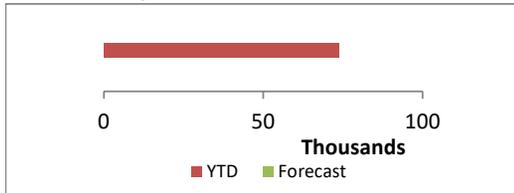


Monthly Visitor Expenditures (\$mil)

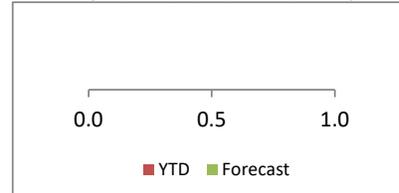


Annual Indicators

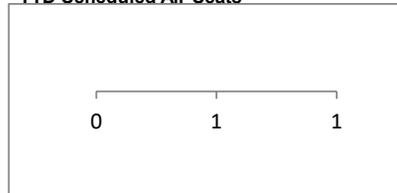
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



\* Excludes Supplemental Business Expenditures

# **7**

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

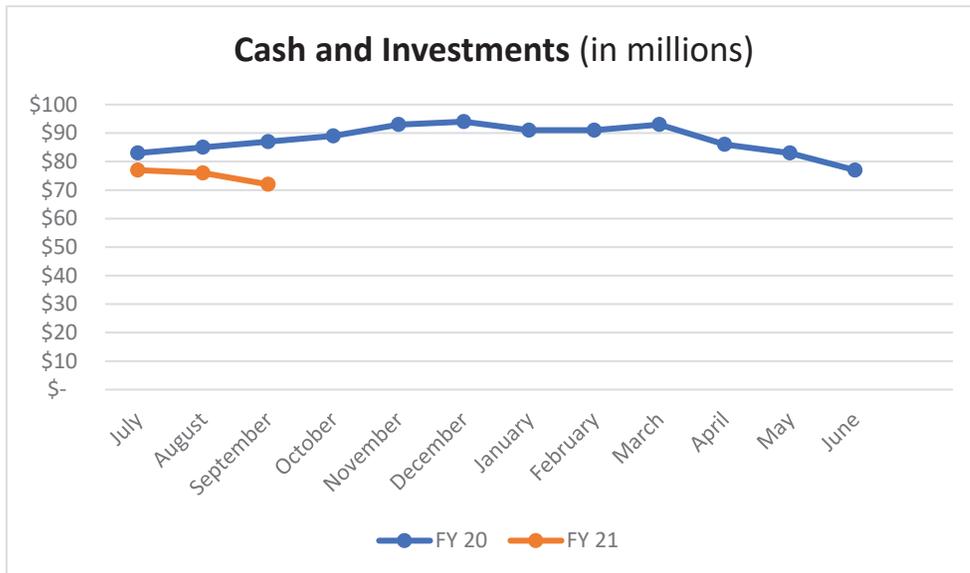
# HAWAII TOURISM

## AUTHORITY

Financial Statements – Executive Summary  
September 1, 2020 – September 30, 2020

### Tourism Special Fund:

1. \$72.1M in cash and investments



- a. Includes \$5M in Emergency Fund held as investments.
  - i. Approximately \$3.6M 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 August 2020)
- b. Decrease from August of \$3.5M due to:
  - i. Recording \$3.7M in expenditures for the month ended September 30, 2020
  - ii. This was offset by \$181K in refunds for the month ended September 30, 2020.

2. HTA's outstanding encumbrances are summarized as follows:

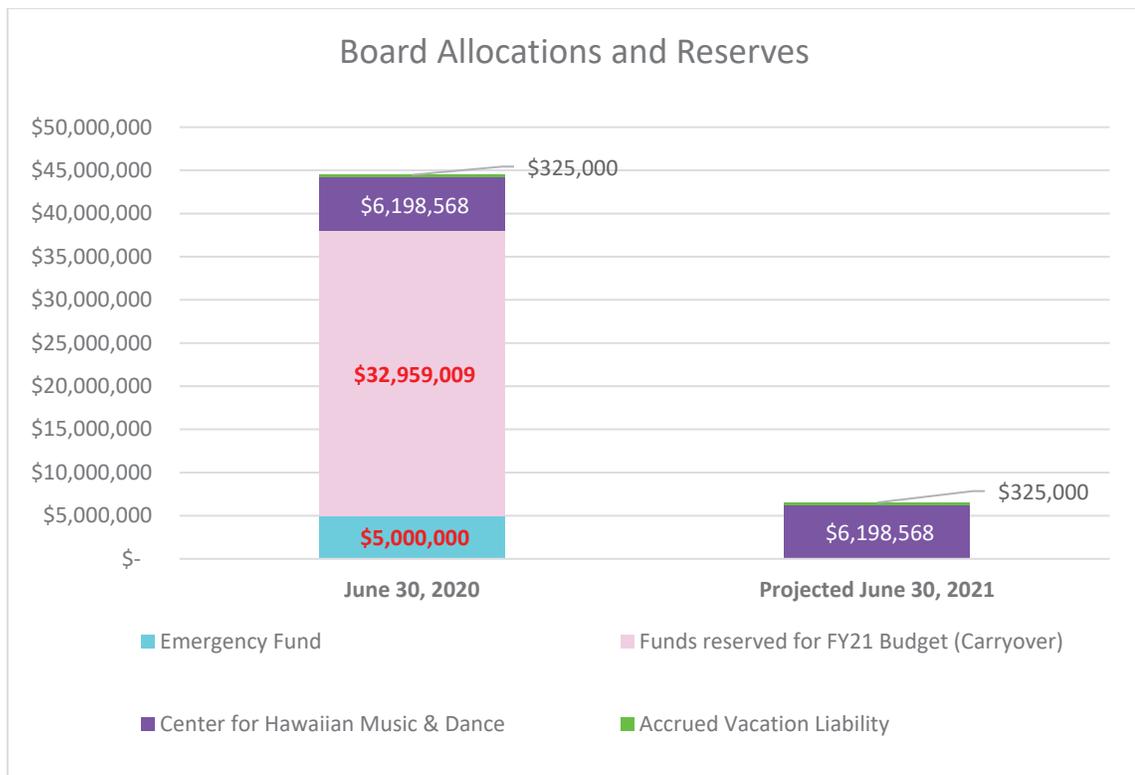
\$28.4M	Prior year encumbrances currently being spent down
\$9.9M	Current year encumbrances remaining
\$38.3M	Total encumbrances outstanding at September 30, 2020

Of the \$38.3M encumbrances outstanding, \$14.7M represents encumbrances that HTA planned to cancel during FY 2020 and will instead cancel in FY 2021:

		\$38.3M		
		<b>\$14.7M</b>		\$23.6M
		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.

- \$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:

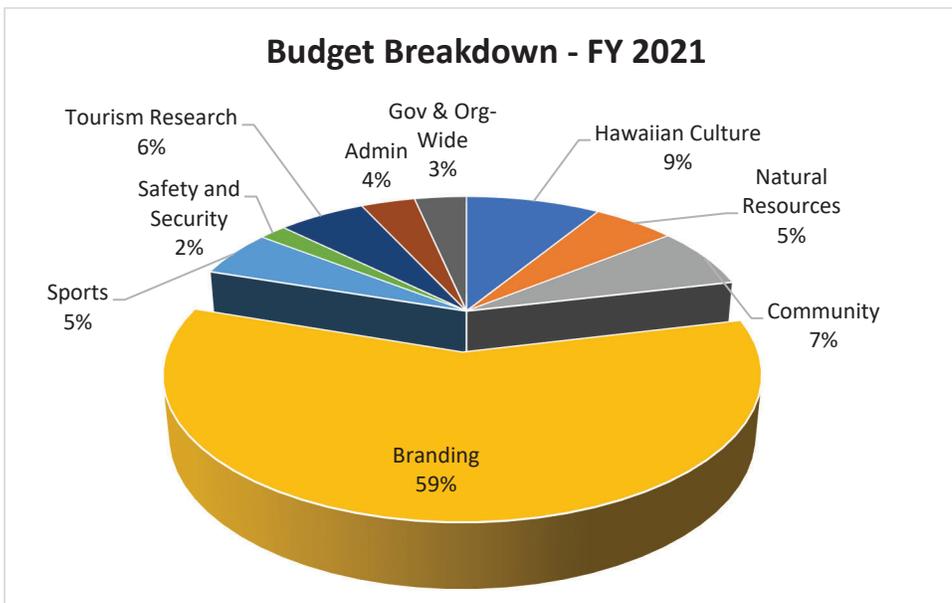


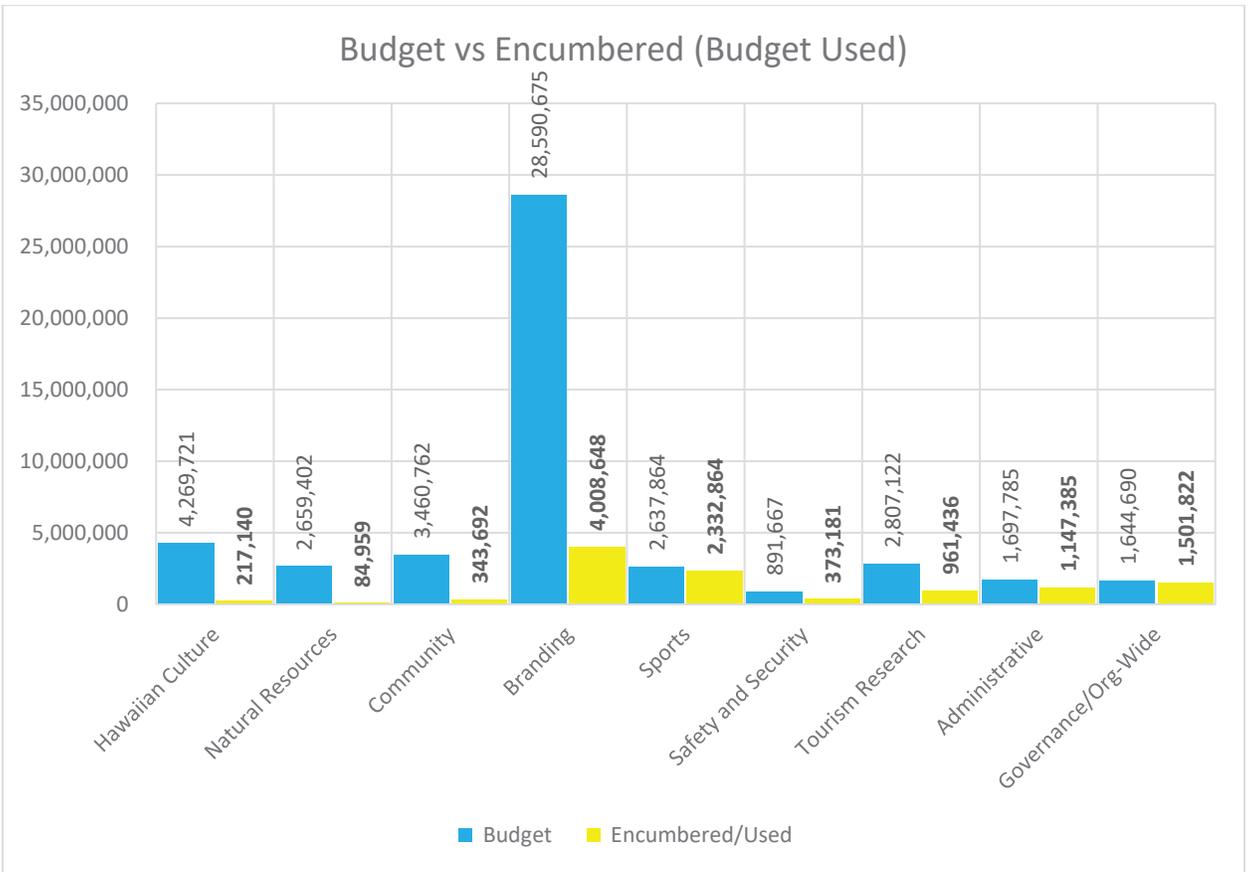
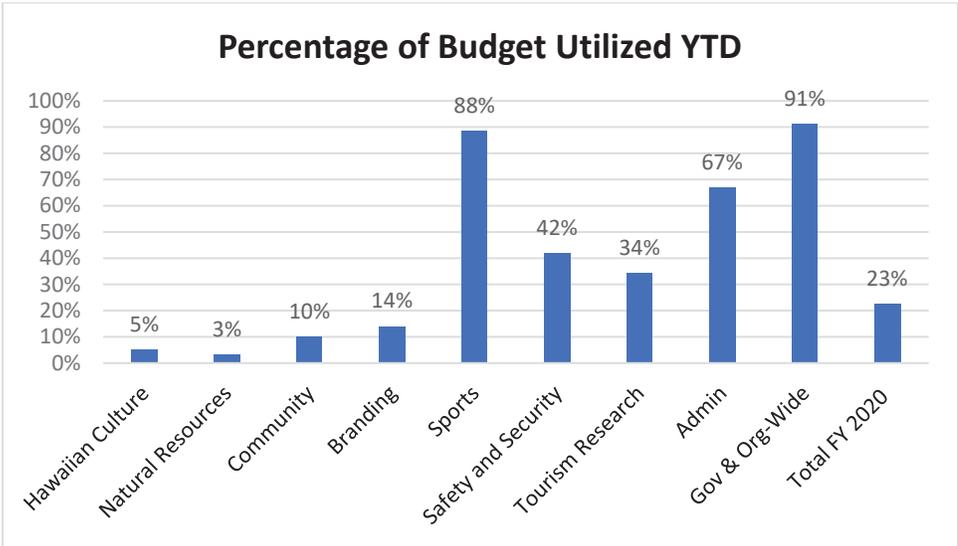
Staff continues to review the FY 2021 budget for savings opportunities and to assess the funding of its programs. Accordingly, this balance may change.

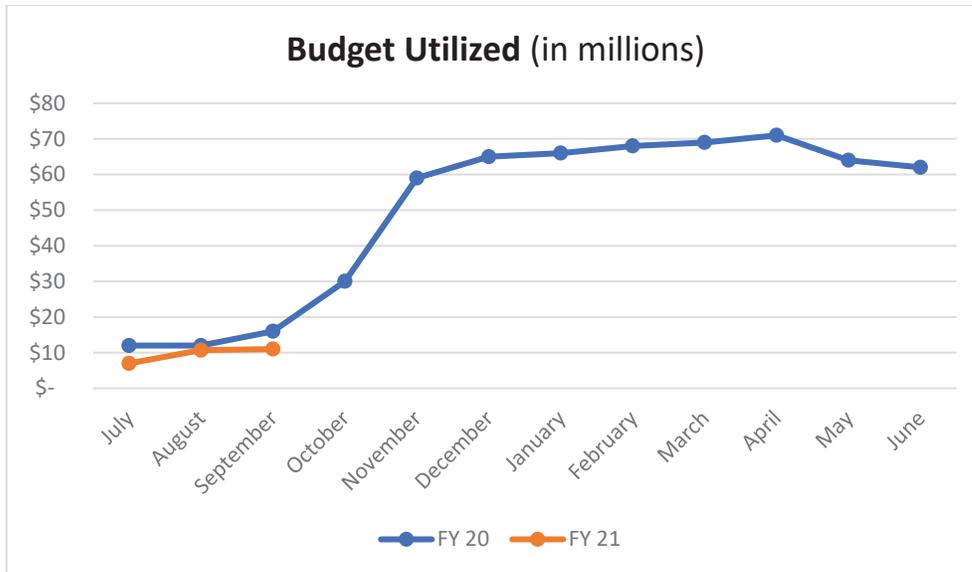
4. Reconciliation of funds available for FY 2021 Budget:

Items in Red above				
\$14.7M	Encumbrances anticipate cancelling in FY 21			
\$32.9M	Funds reserved by HTA Board for FY 21's Budget			
\$5M	Emergency Fund, subject to Governor's release			
\$52.6M	Available for FY 2021 Budget	-VS-	\$48.67M	FY 21 Budget approved by Board in June 2020
<b>\$3.9M potentially available to increase FY 21's Budget</b>				
(Or, we will have to reduce the FY21 budget by \$1.1M if the Governor does not release the \$5M Emergency Fund for use.)				

- a. The \$14.7M generally represents encumbrances that were planned to be cancelled in FY 20, however was not cancelled due to timing. Of the \$14.7M, \$12.2M was accounted for in determining the FY 2021 budget, and \$2.5M were newly-identified savings.
  - b. The \$3.9M available to potentially increase the FY 21 budget is comprised of the above-noted \$2.5M in newly-identified savings and \$1.4M in FY 2020 interest income that was not originally anticipated to be available by June 30, 2020.
5. \$10.9M of the \$48.7M FY 2021 budget utilized. The following are various charts to depict our budget, budget utilization and trends.







6. There were no budget reallocations made during September 2020. A detail of the reallocations made cumulatively for the fiscal year are detailed on the accompanying Budget Reallocation Summary.
7. Operating Income (Loss):
  - a. No TAT or investment income was received in September 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 September 2020.
  - b. Incurred \$5.3M in expenditures YTD.

**Convention Center Enterprise Special Fund:**

8. \$25.6M in cash
  - a. Decrease from August of \$1.1M due to:
    - i. Recording \$1.1M in HCC expenditures for the month ended September 30, 2020.
9. \$20.7M in cash with contractor or with DAGS, for R&M projects (as of September 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. \$1.9M of prior year outstanding encumbrances currently being spent down.
- 12. Operating Income:
  - a. No TAT or investment income was received in September 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 September 2020.
  - b. Convention Center Operations
    - i. \$163K operating loss fiscal-year-to-date per HCC financial statements (as of September 2020).

**Hawaii Tourism Authority**

Balance Sheet

Tourism Special Fund

As of 9/30/20

	<u>Current Year</u>
Assets	
Current Assets	
Checking	67,140,150.27
Petty Cash	5,000.00
Total Current Assets	<u>67,145,150.27</u>
Total Assets	<u><u>67,145,150.27</u></u>
Fund Balance	
Current year payables	
Accounts Payable	(739.06)
Credit Card Payable	636.24
Total Current year payables	<u>(102.82)</u>
Encumbered Funds	
FY 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	2,524,980.78
FY 2020 Funds	25,174,282.67
FY 2021 Funds	9,945,216.31
Total Encumbered Funds	<u>38,336,032.78</u>
Unencumbered Funds	
Total Unencumbered Funds	28,809,220.31
Total Fund Balance	<u><u>67,145,150.27</u></u>

**Hawaii Tourism Authority**  
 Balance Sheet  
 Convention Center Enterprise Special Fund  
 As of 9/30/20

	Current Year
<b>Assets</b>	
Current Assets	
Checking	25,630,964.88
Total Current Assets	25,630,964.88
Accounts Receivable	
Accounts Receivable	590,419.24
Total Accounts Receivable	590,419.24
Total Assets	26,221,384.12
<b>Fund Balance</b>	
Encumbered Funds	
FY 2018 Funds	130,000.00
FY 2019 Funds	382,332.03
FY 2020 Funds	1,383,743.50
Total Encumbered Funds	1,896,075.53
Unencumbered Funds	
Total Unencumbered Funds	24,325,308.59
Total Fund Balance	26,221,384.12

**Hawaii Tourism Authority**

Balance Sheet

Emergency Trust Fund

As of 9/30/20

	<u>Current Year</u>
Assets	
Current Assets	
Investments	5,134,932.10
Total Current Assets	<u>5,134,932.10</u>
Total Assets	<u><u>5,134,932.10</u></u>
Fund Balance	
Current year net assets	
	9,139.84
Total Current year net assets	<u>9,139.84</u>
Prior years	
Total Prior years	5,125,792.26
Total Fund Balance	<u><u>5,134,932.10</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	
<b>\$5M Emergency Fund Reserve</b> (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)	<b>\$0M Mandated by Board</b> (designated for use in the event of a significant economic downturn upon Board approval; used to fund FY 21 budget in response to COVID-19)

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

**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 9/1/2020 Through 9/30/2020

	<u>Total Budget</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance</u>
Revenue				
Refunds	0.00	180,612.67	180,612.67	180,612.67
Total Revenue	<u>0.00</u>	<u>180,612.67</u>	<u>180,612.67</u>	<u>180,612.67</u>
Expense				
Perpetuating Hawaiian Culture	4,262,221.00	36,190.00	36,190.00	4,226,031.00
Natural Resources	2,666,902.00	11,935.28	11,935.28	2,654,966.72
Community	3,460,762.00	24,520.00	24,520.00	3,436,242.00
Branding	28,590,675.00	84,774.64	84,774.64	28,505,900.36
Sports	2,637,864.00	0.00	0.00	2,637,864.00
Safety and Security	891,667.00	328,581.45	328,581.45	563,085.55
Tourism Research	2,807,122.00	193,192.31	193,192.31	2,613,929.69
Administrative	1,697,785.00	168,369.97	168,464.21	1,529,320.79
Governance and Organization-Wide	1,644,690.00	172,959.88	178,252.12	1,466,437.88
Total Expense	<u>48,659,688.00</u>	<u>1,020,523.53</u>	<u>1,025,910.01</u>	<u>47,633,777.99</u>
Net Income	<u>(48,659,688.00)</u>	<u>(839,910.86)</u>	<u>(845,297.34)</u>	<u>47,814,390.66</u>

**Hawaii Tourism Authority**  
Statement of Revenues and Expenditures  
361 - Convention Center Enterprise Special Fund  
21 - FY 2021 Funds  
From 9/1/2020 Through 9/30/2020

	<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>590,419.24</u>	<u>796,182.72</u>	<u>796,182.72</u>
Total Revenue	<u>0.00</u>	<u>590,419.24</u>	<u>796,182.72</u>	<u>796,182.72</u>
Net Income	<u><u>0.00</u></u>	<u><u>590,419.24</u></u>	<u><u>796,182.72</u></u>	<u><u>796,182.72</u></u>

**Hawaii Tourism Authority**  
Statement of Revenues and Expenditures  
348 - Tourism Special Fund Prior Years  
From 9/1/2020 Through 9/30/2020

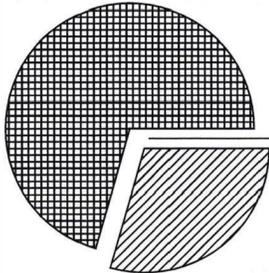
	<u>Total Budget</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance</u>
Expense				
Perpetuating Hawaiian Culture	2,673,431.42	183,000.00	493,234.61	2,180,196.81
Natural Resources	1,282,200.00	166,242.43	367,842.43	914,357.57
Community	2,381,173.21	136,188.82	316,688.82	2,064,484.39
Branding	21,213,138.80	1,637,705.03	1,911,455.03	19,301,683.77
Sports	434,671.22	0.00	9,855.00	424,816.22
Safety and Security	1,433,403.12	167,611.71	616,923.48	816,479.64
Tourism Research	2,709,523.93	274,040.32	450,336.82	2,259,187.11
Administrative	605,544.63	57,681.68	99,605.06	505,939.57
Governance and Organization-Wide	63,171.50	16,700.00	27,182.11	35,989.39
Total Expense	<u>32,796,257.83</u>	<u>2,639,169.99</u>	<u>4,293,123.36</u>	<u>28,503,134.47</u>
Net Income	<u>(32,796,257.83)</u>	<u>(2,639,169.99)</u>	<u>(4,293,123.36)</u>	<u>28,503,134.47</u>

**Hawaii Tourism Authority**  
Statement of Revenues and Expenditures  
361 - Convention Center Enterprise Special Fund Prior Years  
From 9/1/2020 Through 9/30/2020

	<u>Total Budget</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance</u>
Expense				
HCC Operating Expense	1,736,916.67	1,105,917.00	1,105,917.00	630,999.67
HCC Sales and Marketing / MFF	1,245,908.83	0.00	0.00	1,245,908.83
Governance and Organization-Wide	51,917.03	0.00	32,750.00	19,167.03
Total Expense	<u>3,034,742.53</u>	<u>1,105,917.00</u>	<u>1,138,667.00</u>	<u>1,896,075.53</u>
Net Income	<u>(3,034,742.53)</u>	<u>(1,105,917.00)</u>	<u>(1,138,667.00)</u>	<u>1,896,075.53</u>

## Summary Of Investments

### Investment Allocation



0.1%		CASH	4,951.12
70.6%		CASH EQUIVALENTS	3,633,062.20
29.3%		FIXED INCOME	1,509,085.00
100.0%		TOTAL	5,147,098.32

### Investment Summary

	Market Value	%	Estimated Income	Current Yield
CASH	4,951.12	0.10	0	0.00
CASH EQUIVALENTS	3,633,062.20	70.58	1,453	0.04
FIXED INCOME	1,509,085.00	29.32	29,375	1.95
<b>Total Fund</b>	<b>5,147,098.32</b>	<b>100.00</b>	<b>30,828</b>	<b>0.60</b>

### Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
	CASH	121.30	121.30	2.45
	ACCRUED INCOME	4,829.82	4,829.82	97.55
	TOTAL CASH	4,951.12*	4,951.12*	100.00*
	CASH EQUIVALENTS			
	CASH MANAGEMENT			
3,633,062.2	DREYFUS TREASURY OBLIGATIONS CASH MANAGEMENT FUND	3,633,062.20	3,633,062.20	100.00
	FIXED INCOME			
	U S TREASURY OBLIGATIONS			
500,000	US TREASURY NOTES 1.625% 10/15/2020	498,094.22	500,905.00	33.19

## Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
500,000	US TREASURY NOTES 2% 01/15/2021	499,091.04	503,475.00	33.36
500,000	US TREASURY NOTES 2.25% 02/15/2021	499,733.52	504,705.00	33.44
	TOTAL U.S. TREASURY OBLIGATIONS	1,496,918.78*	1,509,085.00*	100.00*
	<b>Total Fund</b>	5,134,932.10*	5,147,098.32*	100.00*

Hawaii Convention Center  
Facility  
Income Statement  
From 9/01/2020 Through 09/30/2020  
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
<b>Direct Event Income</b>								
Rental Income (Net)	227,942	197,200	30,742	151,986	2,388,885	2,299,807	89,078	2,151,189
Service Revenue	216,782	85,190	131,592	90,794	1,439,612	751,275	688,337	886,825
<b>Total Direct Event Income</b>	<b>444,724</b>	<b>282,390</b>	<b>162,334</b>	<b>242,780</b>	<b>3,828,497</b>	<b>3,051,082</b>	<b>777,415</b>	<b>3,038,014</b>
<b>Direct Service Expenses</b>	<b>199,653</b>	<b>123,053</b>	<b>(76,600)</b>	<b>147,477</b>	<b>1,475,691</b>	<b>1,747,832</b>	<b>272,141</b>	<b>1,602,838</b>
<b>Net Direct Event Income</b>	<b>245,070</b>	<b>159,337</b>	<b>85,733</b>	<b>95,302</b>	<b>2,352,807</b>	<b>1,303,250</b>	<b>1,049,557</b>	<b>1,435,176</b>
<b>Ancillary Income</b>								
Food and Beverage (Net)	3,623	245,867	(242,244)	624,117	1,442,122	4,213,849	(2,771,727)	4,568,543
Event Parking (Net)	10,129	62,350	(52,221)	61,765	235,504	790,710	(555,206)	667,532
Electrical Services	0	4,800	(4,800)	6,145	33,001	91,800	(58,799)	113,174
Audio Visual	313	24,000	(23,687)	24,490	47,397	199,300	(151,903)	204,054
Internet Services	0	0	0	3,560	0	0	0	13,373
Rigging Services	0	4,300	(4,300)	3,419	22,502	39,500	(16,998)	57,291
First Aid Commissions	0	0	0	0	0	0	0	0
<b>Total Ancillary Income</b>	<b>14,066</b>	<b>341,317</b>	<b>(327,251)</b>	<b>723,495</b>	<b>1,780,526</b>	<b>5,335,159</b>	<b>(3,554,633)</b>	<b>5,623,966</b>
<b>Total Event Income</b>	<b>259,136</b>	<b>500,654</b>	<b>(241,518)</b>	<b>818,797</b>	<b>4,133,333</b>	<b>6,638,409</b>	<b>(2,505,076)</b>	<b>7,059,142</b>
<b>Other Operating Income</b>								
Non-Event Parking	0	4,875	(4,875)	4,215	12,853	43,875	(31,022)	40,146
Other Income	1,657	14,759	(13,102)	18,096	66,586	132,831	(66,245)	132,501
<b>Total Other Operating Income</b>	<b>1,657</b>	<b>19,634</b>	<b>(17,977)</b>	<b>22,311</b>	<b>79,439</b>	<b>176,706</b>	<b>(97,267)</b>	<b>172,646</b>
<b>Total Gross Income</b>	<b>260,793</b>	<b>520,288</b>	<b>(259,495)</b>	<b>841,108</b>	<b>4,212,772</b>	<b>6,815,115</b>	<b>(2,602,343)</b>	<b>7,231,788</b>
<b>Net Salaries &amp; Benefits</b>								
Salaries & Wages	288,852	438,487	149,635	307,415	2,830,415	4,013,408	1,182,993	3,565,698
Payroll Taxes & Benefits	67,348	128,647	61,299	85,684	846,231	1,157,823	311,592	976,726
Labor Allocations to Events	(180,088)	(35,763)	144,325	(49,375)	(1,114,235)	(523,301)	590,934	(501,068)
<b>Total Net Salaries &amp; Benefits</b>	<b>176,112</b>	<b>531,371</b>	<b>355,259</b>	<b>343,723</b>	<b>2,562,411</b>	<b>4,647,930</b>	<b>2,085,519</b>	<b>4,041,356</b>
<b>Other Indirect Expenses</b>								
Net Contracted Services	21,135	28,083	6,948	34,088	231,657	295,613	63,956	234,359
Operations	17,847	14,474	(3,373)	6,850	81,114	135,866	54,752	99,143
Repair & Maintenance	64,068	76,265	12,197	37,558	449,048	686,385	237,337	503,289
Operational Supplies	(9,139)	49,244	58,383	33,187	197,329	522,793	325,464	422,292
Insurance	7,353	9,522	2,169	11,928	94,894	113,128	18,234	105,477
Utilities	147,225	174,597	27,372	210,814	1,394,614	1,770,472	375,858	1,837,195
Meetings & Conventions	5,106	1,150	(3,956)	1,448	11,662	14,030	2,368	27,868
Promotions & Communications	169	5,175	5,006	15,494	46,479	46,575	96	49,684
General & Administrative	448	25,416	24,968	17,979	89,062	257,336	168,274	216,771
Management Fees	18,232	18,233	1	11,000	164,103	164,097	(6)	99,000
Other	20,064	2,800	(17,264)	639	172,709	25,800	(146,909)	36,346
<b>Total Other Indirect</b>	<b>292,507</b>	<b>404,959</b>	<b>112,452</b>	<b>380,985</b>	<b>2,932,671</b>	<b>4,032,095</b>	<b>1,099,424</b>	<b>3,631,425</b>
<b>Net Income (Loss) before CIP Funded Expenses</b>	<b>(207,826)</b>	<b>(416,042)</b>	<b>208,216</b>	<b>116,400</b>	<b>(1,282,310)</b>	<b>(1,864,910)</b>	<b>582,600</b>	<b>(440,993)</b>
<b>CIP Funded Expenses</b>	<b>20,064</b>	<b>0</b>	<b>20,064</b>	<b>2,217</b>	<b>171,071</b>	<b>0</b>	<b>171,071</b>	<b>2,268</b>
<b>Net Income (Loss) from Operations</b>	<b>(187,762)</b>	<b>(416,042)</b>	<b>228,280</b>	<b>118,617</b>	<b>(1,111,239)</b>	<b>(1,864,910)</b>	<b>753,671</b>	<b>(438,725)</b>
<b>Fixed Asset Purchases</b>	<b>(7,192)</b>	<b>25,000</b>	<b>32,192</b>	<b>0</b>	<b>57,474</b>	<b>225,000</b>	<b>167,526</b>	<b>43,568</b>
<b>Net Income (Loss) After Fixed Asset Purchases</b>	<b>(180,570)</b>	<b>(441,042)</b>	<b>260,472</b>	<b>118,617</b>	<b>(1,168,713)</b>	<b>(2,089,910)</b>	<b>921,197</b>	<b>(482,293)</b>

Hawaii Convention Center  
Facility  
Income Statement  
From 9/1/2020 Through 9/30/2020  
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
<b>Revenues</b>								
Food & Beverage	18,793	389,026	(370,233)	1,016,479	2,454,773	7,005,492	(4,550,719)	8,150,391
Facility	456,823	401,564	55,259	372,131	4,270,485	4,428,048	(157,563)	4,355,529
<b>Total Revenues</b>	<b>475,616</b>	<b>790,590</b>	<b>(314,974)</b>	<b>1,388,610</b>	<b>6,725,258</b>	<b>11,433,540</b>	<b>(4,708,282)</b>	<b>12,505,920</b>
<b>Expenses</b>								
Food & Beverage	64,481	302,349	237,868	462,567	1,790,908	4,356,722	2,565,814	4,910,957
Facility	618,962	904,283	285,321	809,643	6,216,660	8,941,728	2,725,069	8,035,956
<b>Total Expenses</b>	<b>683,442</b>	<b>1,206,632</b>	<b>523,190</b>	<b>1,272,210</b>	<b>8,007,567</b>	<b>13,298,450</b>	<b>5,290,883</b>	<b>12,946,913</b>
<b>Net Income (Loss) before CIP Funded Expenses</b>	<b>(207,826)</b>	<b>(416,042)</b>	<b>208,216</b>	<b>116,400</b>	<b>(1,282,310)</b>	<b>(1,864,910)</b>	<b>582,600</b>	<b>(440,993)</b>
CIP Funded Expenses	20,064	0	20,064	2,217	171,071	0	171,071	2,268
<b>Net Income (Loss) from Operations</b>	<b>(187,762)</b>	<b>(416,042)</b>	<b>228,280</b>	<b>118,617</b>	<b>(1,111,239)</b>	<b>(1,864,910)</b>	<b>753,671</b>	<b>(438,725)</b>
Fixed Asset Purchases	(7,192)	25,000	32,192	0	57,474	225,000	167,526	43,568
<b>Net Income (Loss) after Fixed Asset Purchases</b>	<b>(180,570)</b>	<b>(441,042)</b>	<b>260,472</b>	<b>118,617</b>	<b>(1,168,713)</b>	<b>(2,089,910)</b>	<b>921,197</b>	<b>(482,293)</b>

Hawaii Convention Center  
Sales and Marketing  
Income Statement  
From 9/1/2020 Through 9/30/2020  
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Other Operating Income								
Other Income	0	0	0	136	257	0	257	1,074
Total Other Operating Income	0	0	0	136	257	0	257	1,074
Total Gross Income	0	0	0	136	257	0	257	1,074
Net Salaries & Benefits								
Salaries & Wages	13,574	44,175	30,601	118,738	240,944	397,575	156,631	1,072,445
Payroll Taxes & Benefits	4,858	11,295	6,437	24,574	66,817	101,655	34,838	232,997
Total Net Salaries & Benefits	18,432	55,470	37,038	143,312	307,761	499,230	191,469	1,305,442
Other Indirect Expenses								
Net Contracted Services	0	0	0	19,812	0	0	0	152,641
Repair & Maintenance	5,365	5,517	152	4,930	50,782	49,653	(1,129)	52,225
Utilities	254	300	46	44	3,211	2,700	(511)	5,628
Meetings & Conventions								
Mileage	0	0	0	0	0	0	0	739
Meals & Entertainment	0	500	500	0	326	4,500	4,174	4,536
Meetings & Conventions	0	0	0	21,209	237	0	(237)	492,624
Dues & Subscriptions	0	117	117	0	505	1,053	548	10,673
Total Meetings & Conventions	0	617	617	21,209	1,068	5,553	4,485	508,572
Promotions & Communications								
Site Visit	0	0	0	2,694	0	0	0	20,158
Photography	0	0	0	63	79	2,750	2,671	7,798
Advertising	0	3,000	3,000	42,539	1,047	27,000	25,953	224,895
Web Development & Maint	350	3,725	3,375	6,175	20,863	33,525	12,662	48,617
Market Research	0	0	0	0	0	0	0	14,626
Promotional	0	500	500	6,389	(26,264)	24,000	50,264	103,580
Attendance Promotion	0	0	0	0	(528)	0	528	54,599
Global Outreach	0	0	0	0	0	0	0	0
Total Promotions & Comm	350	7,225	6,875	57,859	(4,803)	87,275	92,078	474,273
Marketing Flexibility Fund	0	0	0	25,010	0	0	0	876,903
General & Administrative	317	4,108	3,791	6,023	3,171	12,972	9,801	40,378
Management Fees	0	0	0	11,000	0	0	0	99,000
Other	1,047	2,166	1,119	4,188	13,613	19,494	5,881	38,010
Total Other Indirect Expenses	7,333	19,933	12,600	150,076	67,042	177,647	110,605	2,247,630
Net Income (Loss) from Operations	(25,764)	(75,403)	49,639	(293,252)	(374,546)	(676,877)	302,331	(3,551,998)
Fixed Asset Purchases	0	0	0	0	0	0	0	0
Net Income (Loss) After Fixed Asset Purchases	(25,764)	(75,403)	49,639	(293,252)	(374,546)	(676,877)	302,331	(3,551,998)

Budget Reallocation Summary  
 FY 2021  
 Through September 30, 2020

Budget Line Item	Program Code	Year-to-Date		Budget After Reallocations	September 2020 Activity
		Original Budget	Reallocation		
<b>Perpetuating Hawaiian Culture</b>					
<i>From:</i>					
State Employees Salaries - Hawaiian Culture	932	217,140	(12,500)	204,640	
				-	
				-	
				-	
			(12,500)		-
<i>To:</i>					
In-House Contracted Staff - Hawaiian Culture	299	-	20,000	20,000	
				-	
				-	
				-	
				-	
			20,000		-
<b>Natural Resources</b>					
<i>From:</i>					
None				-	
				-	
				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
				-	
				-	
			-		-
<b>Community</b>					
<i>From:</i>					
Travel - Community	798	25,000	(11,858)	13,142	
				-	
				-	
			(11,858)		-
<i>To:</i>					
				-	
				-	
				-	
				-	
				-	

Budget Reallocation Summary  
 FY 2021  
 Through September 30, 2020

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	September 2020 Activity
			-	-	
			-	-	
			-	-	
			-	-	
<hr/>					
<b>Branding</b>					
<i>From:</i>					
None				-	
				-	
			-		
<i>To:</i>					
				-	
				-	
			-		
			-		
<hr/>					
<b>Sports</b>					
<i>From:</i>					
None				-	
				-	
			-		
<i>To:</i>					
				-	
				-	
			-		
			-		
<hr/>					
<b>Safety and Security</b>					
<i>From:</i>					
None				-	
				-	
			-		
<i>To:</i>					
				-	
				-	
			-		
			-		



Hawaii Tourism Authority  
 Budget Statement - Summary  
 FY 2021  
 As of September 30, 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 September 2020	Budget	YTD Amount of Budget Used	Balance	Activity for September 2020
<b>Revenues</b>								
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	-	180,613	(180,613)	180,613	-	-	-	-
	<u>48,674,688</u>	<u>180,613</u>	<u>48,494,075</u>	<u>180,613</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
<b>Expenditures</b>								
<b>Perpetuating Hawaiian Culture</b>								
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>
<b>Natural Resources (Statute: \$1M minimum)</b>								
Natural Resources Programs	2,581,943	-	2,581,943	-	-	-	-	-
In-House Contracted Staff - Natural Resources	20,000	20,000	-	-	-	-	-	-
State Employee Salaries - Natural Resources	64,959	64,959	-	-	-	-	-	-
Subtotal	<u>2,666,902</u>	<u>84,959</u>	<u>2,581,943</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
<b>Community</b>								
Community Programs	3,313,642	196,572	3,117,070	49,398	-	-	-	-
In-House Contracted Staff - Community	-	-	-	-	-	-	-	-
State Employee Salaries - Community	147,120	147,120	-	-	-	-	-	-
Subtotal	<u>3,460,762</u>	<u>343,692</u>	<u>3,117,070</u>	<u>49,398</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
<b>Branding</b>								
Branding Programs	28,082,027	3,500,000	24,582,027	-	-	-	-	-
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>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
<b>Sports</b>								
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>
<b>Safety and Security</b>								
Safety and Security Programs	891,667	373,181	518,486	53,853	-	-	-	-
Subtotal	<u>891,667</u>	<u>373,181</u>	<u>518,486</u>	<u>53,853</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
<b>Tourism Research</b>								
Tourism Research Programs	2,422,942	577,256	1,845,686	134,757	-	-	-	-
In-House Contracted Staff - Tourism Research	-	-	-	-	-	-	-	-
State Employee Salaries - Tourism Research	384,180	384,180	-	-	-	-	-	-
Subtotal	<u>2,807,122</u>	<u>961,436</u>	<u>1,845,686</u>	<u>134,757</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
<b>Hawai'i Convention Center</b>								
Sales & Marketing	-	-	-	-	-	-	-	-
Operations	-	-	-	-	-	(796,183)	796,183	(590,419)
Major Repair & Maintenance	-	-	-	-	-	-	-	-
Subtotal	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>(796,183)</u>	<u>796,183</u>	<u>(590,419)</u>
<b>Administrative (Statute: Cannot exceed 3.5% = \$2,765,000)</b>								
Operations	665,558	100,158	565,400	3,088	-	-	-	-
In-House Contracted Staff - Admin	-	-	-	-	-	-	-	-
State Employee Salaries - Admin	1,047,227	1,047,227	-	-	-	-	-	-
Subtotal	<u>1,712,785</u>	<u>1,147,385</u>	<u>565,400</u>	<u>3,088</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
<b>Organizationwide Costs</b>								
State Employee Fringe	1,360,090	1,360,090	-	-	-	-	-	-
Organization-Wide	195,000	105,000	90,000	-	-	-	-	-
Governance - Board/Others	89,600	36,731	52,869	23,770	-	-	-	-
Subtotal	<u>1,644,690</u>	<u>1,501,821</u>	<u>142,869</u>	<u>23,770</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
<b>Total Expenditures</b>	<u>48,674,688</u>	<u>10,971,126</u>	<u>37,703,562</u>	<u>264,866</u>	<u>-</u>	<u>(796,183)</u>	<u>796,183</u>	<u>(590,419)</u>
<b>Revenues vs Expenditures</b>	<u>-</u>	<u>(10,790,513)</u>			<u>-</u>	<u>796,183</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>1,147,385</u>	1.5%					
	<u>1,052,215</u>	<u>1,617,615</u>						

Hawaii Tourism Authority  
Budget Statement  
FY 2021 - As of September 30, 2020

Program Number	Program Title	Budget - FY21	Encumbered (Budget Used) - FY21	Budget Remaining	September 2020 Activity
<b>Perpetuating Hawaiian Culture</b>					
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
<b>Subtotal Perpetuating Hawaiian Culture</b>		<b>4,262,221.00</b>	<b>217,140.00</b>	<b>4,045,081.00</b>	<b>0.00</b>
<b>Natural Resources</b>					
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	0.00
936	State Employee Salaries - Natural Resources	64,959.00	64,959.00	0.00	0.00
<b>Subtotal Natural Resources</b>		<b>2,666,902.00</b>	<b>84,959.00</b>	<b>2,581,943.00</b>	<b>0.00</b>
<b>Community</b>					
731	Community-Based Tourism - Oahu	825,000.00	49,903.70	775,096.30	9,738.20
732	Community-Based Tourism - Maui County	825,000.00	107,209.68	717,790.32	39,659.68
733	Community-Based Tourism - Hawaii Island	825,000.00	5,165.50	819,834.50	0.00
734	Community-Based Tourism - Kauai	825,000.00	34,293.00	790,707.00	0.00
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
<b>Subtotal Community</b>		<b>3,460,762.00</b>	<b>343,691.88</b>	<b>3,117,070.12</b>	<b>49,397.88</b>
<b>Branding</b>					
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	0.00
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 Resces (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
<b>Subtotal Branding</b>		<b>28,590,675.00</b>	<b>4,008,648.00</b>	<b>24,582,027.00</b>	<b>0.00</b>
<b>Sports</b>					
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
<b>Subtotal Sports</b>		<b>2,637,864.00</b>	<b>2,332,864.00</b>	<b>305,000.00</b>	<b>0.00</b>
<b>Safety and Security</b>					
601	Visitor Assistance Programs	500,000.00	0.00	500,000.00	0.00
602	Crisis Management	391,667.00	373,180.72	18,486.28	53,853.01
<b>Subtotal Safety and Security</b>		<b>891,667.00</b>	<b>373,180.72</b>	<b>518,486.28</b>	<b>53,853.01</b>
<b>Tourism Research</b>					
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	134,712.04	386,166.96	134,712.04
512	Visitor Arrivals and Departure Surveys	1,150,581.00	393,783.55	756,797.45	0.00
513	Evaluation and Performance Studies	662,810.00	48,025.00	614,785.00	0.00
514	Marketing Research	42,850.00	0.00	42,850.00	0.00
597	Memberships and Dues - Research	42,322.00	735.00	41,587.00	45.00
935	State Employee Salaries - Research	384,180.00	384,180.00	0.00	0.00
<b>Subtotal Tourism Research</b>		<b>2,807,122.00</b>	<b>961,435.59</b>	<b>1,845,686.41</b>	<b>134,757.04</b>
<b>Administrative</b>					
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	0.00
901	General and Administrative	288,700.00	88,299.72	200,400.28	3,087.98
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
<b>Subtotal Administrative</b>		<b>1,697,785.00</b>	<b>1,147,385.12</b>	<b>550,399.88</b>	<b>3,087.98</b>
<b>Governance and Organization-Wide</b>					
915	Organization-Wide	195,000.00	105,000.00	90,000.00	0.00
919	Governance - Gen Board/Others	89,600.00	36,732.01	52,867.99	23,770.01
931	State Employees Fringe	1,360,090.00	1,360,090.00	0.00	0.00
<b>Subtotal Governance and Organization-Wide</b>		<b>1,644,690.00</b>	<b>1,501,822.01</b>	<b>142,867.99</b>	<b>23,770.01</b>
<b>Total FY 2021 Funds</b>		<b>48,659,688.00</b>	<b>10,971,126.32</b>	<b>37,688,561.68</b>	<b>264,865.92</b>
<b>Protocol Fund</b>					
909	Protocol Fund	15,000.00	0.00	15,000.00	0.00
<b>Subtotal Administrative</b>		<b>15,000.00</b>	<b>0.00</b>	<b>15,000.00</b>	<b>0.00</b>
<b>Total FY 2021 Funds</b>		<b>15,000.00</b>	<b>0.00</b>	<b>15,000.00</b>	<b>0.00</b>

# **8**

## Discussion and Approval of the FY21 Convention Center Enterprise Special Fund Budget

# HCC 2021 Budgets

HTA Board of Directors Update  
October 2020 Report



# 2021 Local Sales & Marketing Budget

	2021 Budget	2020 Reforecast	Variance	2020 Dark Budget	2020 Original Budget
Salaries & Benefits	\$343,000	\$363,200	\$20,200	\$367,500	\$707,200
Marketing & Advertising	95,000	73,300	(21,700)	67,300	207,800
Maintenance Agreements	66,200	67,500	1,300	66,200	66,200
Other	<u>17,600</u>	<u>17,100</u>	<u>(500)</u>	<u>20,200</u>	<u>31,300</u>
<b>Total</b>	<b>\$521,800</b>	<b>\$521,100</b>	<b>(\$700)</b>	<b>\$521,200</b>	<b>\$1,012,500</b>

# 2021 Facility Budget

	2021 Budget	2020 Reforecast	Variance	2020 Dark Budget	2020 Original Budget
Gross Revenue	\$5,637,300	\$7,841,400	(\$2,204,100)	\$87,300	\$16,516,400
Gross Expenses	<u>(9,513,600)</u>	<u>(9,954,600)</u>	<u>441,000</u>	<u>(4,270,700)</u>	<u>(18,821,500)</u>
Net Loss	<b>(\$3,876,300)</b>	<b>(\$2,113,200)</b>	<b>(\$1,763,100)</b>	<b>(\$4,183,400)</b>	<b>(\$2,305,100)</b>

# 2021 Facility Revenue

	2021 Budget	2020 Reforecast	Variance	2020 Dark Budget	2020 Original Budget
Rent	\$1,814,800	\$2,966,700	(\$1,151,900)	\$0	\$3,205,400
Food & Beverage	2,735,300	2,466,500	268,800	0	10,276,600
Event	1,070,200	2,325,200	(1,255,000)	0	2,798,800
Other	<u>17,000</u>	<u>83,000</u>	<u>(66,000)</u>	<u>87,300</u>	<u>235,600</u>
<b>Total</b>	<b>\$5,637,300</b>	<b>\$7,841,400</b>	<b>(\$2,204,100)</b>	<b>\$87,300</b>	<b>\$16,516,400</b>

# 2021 Facility Expenses

	2021 Budget	2020 Reforecast	Variance	2020 Dark Budget	2020 Original Budget
Salaries & Benefits, Ops	\$3,924,700	\$4,123,500	\$198,800	\$2,300,600	\$5,630,200
Contract Labor	314,600	559,300	244,700	84,700	1,908,300
Food & Beverage	1,725,000	1,959,300	234,300	34,000	6,157,200
Utilities	1,917,400	1,891,000	(26,400)	852,000	2,498,500
Repairs, Maintenance & Supplies	1,040,800	897,900	(142,900)	652,500	1,386,100
Other (Mgmt Fee, Insurance, G&A, Fixed Assets)	<u>591,100</u>	<u>523,600</u>	<u>(67,500)</u>	<u>346,900</u>	<u>\$1,241,200</u>
<b>Total</b>	<b>\$9,513,600</b>	<b>\$9,954,600</b>	<b>441,000</b>	<b>\$4,270,700</b>	<b>\$18,821,500</b>

# CIP Update – Current and Completed

- Ala Wai Waterfall Repair – Completed
- Theatre #320 Roof Repair - Completed
- Cooling Tower Replacement – Final installation; target completion late 2020
- Camera, NVR and Access Control – On schedule; target completion late 2020
- LED Lighting Retrofit – Completed #320 Theatre, Kahakai Lobby; on-going
- Theatre #310 ADA Lift Replacement – target completion late 2020
- Trellis Renovation – Demolition completed, awaiting permit approval

# CIP Update – Future

- Kalakaua Kitchen Wall and 3rd fl Planter Repair
- Exterior Building Painting – combine with repair RFP above
- Slate Tile Repair and Maintenance
- Chill Water Pipe Reinsulation
- House Sound Audio System Upgrade
- Air Wall Repairs
- Roll-up Door Replacement
- Wallpaper Inventory Replacement
- Theatre 310 and 320 Furnishings and Seating Upgrade
- Upgrade of Elevator 2 Cab Interior
- Replacement of Ice Machines; upgrade to current refrigerant
- Replacement of walk-in FB refrigerator, auxiliary kitchen on 3rd floor

# Cancellations due to COVID-19

Description	In Date	Cancelled On	Cancel Reason
<b>Grand Total - Count: 18</b>			
13th Festival of Pacific Arts & Culture - Hawaii 2020 (FESTPAC)	06/11/20	03/03/20 09:00 AM	COVID-19
2020 First Annual High School Valedictorian Forum	07/13/20	03/12/20 01:26 PM	COVID-19
2020 NACAC Spring Honolulu College Fair	04/20/20	03/13/20 05:15 PM	COVID-19
63rd Hawaii State Science and Engineering Fair (previously licensed)	04/08/20	03/13/20 11:35 AM	COVID-19
CANCELED - Honolulu Festival 2020	03/02/20	03/05/20 09:48 AM	COVID-19
Destination Beaver Nation	04/05/20	03/12/20 04:28 PM	COVID-19
DHRD Job Fair	06/26/20	03/13/20 08:39 AM	COVID-19
EVENT POSTPONED: DBEDT Alibaba Business Workshop	03/05/20	01/31/20 05:29 PM	COVID-19
EWC/EWCA 60th Anniversary International Conference (previously Licensed)	06/29/20	03/13/20 11:37 AM	COVID-19
Hapalua Marathon Registration	04/02/20	03/11/20 01:57 PM	COVID-19
HBR Agent Forum (previously Licensed)	04/17/20	03/13/20 11:13 AM	COVID-19
Hickam Federal Credit Union 83rd Annual Membership Celebration	03/14/20	03/12/20 10:20 AM	COVID-19
HSTA Annual Conference (previously Licensed)	05/01/20	03/13/20 11:36 AM	COVID-19
ISROMAC 2020	04/18/20	03/12/20 04:25 PM	COVID-19
LEI Project HTA Workforce Development 2020	04/07/20	03/13/20 03:45 PM	COVID-19
Nia Tero 2020	06/12/20	03/03/20 10:49 AM	COVID-19
Spring Break Madness Volleyball Tournament 2020	03/21/20	03/13/20 02:20 PM	COVID-19
Taiwan Council of Indigineous People (Austroneasian Forum)	06/11/20	03/03/20 10:49 AM	COVID-19

**MAHALO!**



**DRAFT**

Convention Center Enterprise Special Fund  
Budget  
FY 2021

	<b>FYE 6/30/21 Budget</b>	<b>FYE 6/30/20 Budget</b>
<b>Revenue:</b>		
1 TAT	-	16,500,000
2 Total Revenue	<u>-</u>	<u>16,500,000</u>
<b>Expenses:</b>		
3 HCC Total Gross Revenues	5,180,088	15,593,687
4 Less: HCC F&B Expenditures	(991,944)	(6,051,876)
5 HCC Revenues, Net	<u>4,188,144</u>	<u>9,541,811</u>
6 HCC Total Other Facility Gross Expenditures	(7,519,257)	(12,824,694)
7 <b>HCC Net Operating Loss</b>	<u><b>(3,331,113)</b></u>	<u><b>(3,282,883)</b></u>
8 <b>Major Repair &amp; Maintenance</b>	<b>(2,000,000)</b>	<b>(4,753,020)</b>
9 <b>Sales &amp; Marketing</b>	<b>(1,356,157)</b>	<b>(6,414,097)</b>
10 <b>HTA Allocations</b>	<b>(855,120)</b>	<b>(850,000)</b>
11 <b>Total CCESF Expenditures, Net of HCC Revenue</b>	<u><b>(7,542,390)</b></u>	<u><b>(15,300,000)</b></u>
12 <b>Net Revenues &amp; Expenditures</b>	<u><b>(7,542,390)</b></u>	<u><b>1,200,000</b></u>
<hr/>		
13 <b>Total CCESF Expenditures, Gross</b>	<u><b>(11,730,534)</b></u>	<u><b>(24,841,811)</b></u>

**ASM**  
**HAWAI'I CONVENTION CENTER**  
**FACILITY**  
**2021 BUDGET**

Hawai'i Convention Center  
Facility  
2021 Budget  
October 9, 2020

With so much uncertainty in the future due to the pandemic it has been very challenging for us to develop the 2021 Budget for the Hawai'i Convention Center (HCC).

Since the start of the pandemic, citywide events have opted to cancel entirely or move their event to the latter part of 2021 or into a future year. Our local clients are still optimistic that they will be able to move forward with their meetings. The new meetings model of the future will be in a hybrid fashion, however. Hybrid meaning a face to face meeting, while practicing social distancing, coupled with some form of live or pre-recorded streaming.

HCC is working with our partners from Projection and Smart City to have two rooms with all the equipment needed (turn-key) to pre-record or live stream speakers and/or panel discussions.

#### Revenue

While we hope and pray the pandemic ends soon, we have budgeted for the anticipated continued use of the facility, while scaled down in size throughout 2021, by the Department of Labor and Industrial Relations (DLIR) to process unemployment claims as well as their call center and the Department of Health (DOH) for contact tracing. The budgeted revenue for DLIR and DOH amounts to \$2.050M. DLIR and DOH revenue is derived from rental and event charges, and none from Food & Beverage services which ceased in late 2020.

The budget also includes 6 citywide events that in the second half of 2021 that remain on our books at this time. We have conservatively reduced the size and anticipated revenue from these events by 50%. The budgeted revenue for citywide events amounts to \$429k.

The remaining anticipated revenue for 2021 of \$3.158M comes from the local market, from both business already on the books and anticipated pick-up revenue.

Total gross revenue amounts for 2021 amounts to \$5.637M.

#### Expenses

Total operating expenses amounts to \$6.710M which is \$221k less than the 2020 Reforecast.

Some highlights on significant operating expenses include:

Salaries, Wages & Benefits – a net \$168k reduction in 2021 Budget compared to the 2020 Reforecast. No merit increases; no bonuses; and a reduction of 2.4 FTE's against 2020 Reforecast. While staffing has increased over our 2020 Dark Budget, it has been increased directly to meet business needs to meet new safety and hygiene protocols we now must put in place to ensure a safe meeting environment.

Repairs & Maintenance (R&M) - \$160k increase against 2020 Reforecast. \$42k of the increase comes from general R&M with having a full year activity we anticipate more R&M needs. Another \$64k of the increase comes from elevator/escalator maintenance. During 2020 we were able to secure a reduction in our monthly contract rate, however, do not expect this reduction in 2021. In fact, rates may increase,

especially as a result of operating under short-term 1 year contract with vendor. Another \$25k of the increase comes from anticipated corporate Microsoft license charges.

Supplies - \$39k increase over 2020 Reforecast directly due to business needs and increased hygiene protocols due to the pandemic.

General & Administrative - \$16k increase over 2020 Reforecast primarily due to required trainings and certifications.

All other operating expenses lines reflect nominal increase and/or decreases against the 2020 Reforecast.

#### Net Loss

The budgeted total net loss for the facility amounts to \$3.876M which is \$1.332M more than the 2020 Reforecast. Keep in mind that 2020 includes 2.5 months of solid event activity. Our February 2020 YTD numbers were \$2.708M in gross revenues and a net loss of only \$115k, both of which were significant improvements against the 2020 budget.

HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 Lead Income Statement

	Budget
Event Income	
Direct Event Income	
Rental Income	1,814,800
Service Income	915,100
Service Expenses	<u>(1,607,675)</u>
Total Direct Event Income	<u>1,122,225</u>
Ancillary Income	
Gross F&B Revenue	2,735,300
Direct F&B Expenses	(1,076,600)
Gross Parking	73,300
Parking Expense	(29,600)
Electrical Service	5,200
A/V Service	75,800
Rigging Service	800
Total Ancillary Income	<u>1,784,201</u>
Total Event Income	<u>2,906,425</u>
Other Income	
Net Parking	-
Interest	12,000
Miscellaneous Income	5,000
Total Other Income	<u>17,000</u>
Adjusted Gross Income	<u>2,923,425</u>
Operating Expenses	
Employee Salaries and Wages	2,889,200
Benefits	1,035,500
Less: Event Labor Allocations	<u>(1,535,025)</u>
Net Employee Wages and Benefits	2,389,675
Contracted Services	314,600
General and Administrative	137,800
Operations	78,000
Repair & Maintenance	752,600
Supplies	210,200
Insurance	99,700
Utilities	1,917,400
Other	16,600
Management Fees	223,600
F&B Overhead Expense	648,400
Less: Expenses Allocated	<u>(48,650)</u>
Total Operating Expenses	<u>6,739,925</u>
Net Income (Loss) From Operations	<u>(3,816,500)</u>
Other Income (Expenses)	<u>(9,800)</u>
Net Income (Loss) After Other Income (Expenses)	<u>(3,826,300)</u>
Fixed Asset Purchases	<u>(50,000)</u>
Net Income (Loss) after Fixed Asset Purchases	<u>(3,876,300)</u>
Gross Building Revenues	2,902,000
Gross Building Expenses	<u>7,788,600</u>
Building Net Income (Loss)	<u>(4,886,600)</u>
Gross F&B Revenues	2,735,300
Gross F&B Expenses	<u>1,725,000</u>
F&B Net Income (Loss)	<u>1,010,300</u>
Facility Net Cash Flow	<u>(3,876,300)</u>
Total Gross Revenues	5,637,300
Total Gross Expenses	<u>9,513,600</u>
Total Facility Net Cash Flow	<u>(3,876,300)</u>

HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 Lead Income Statement - Comparison

	Prior Year			Percentage Change Increase / (Decrease)	Prior Year			Percentage Change Increase / (Decrease)	Prior Year			Percentage Change Increase / (Decrease)
	CY2020 Reforecast	Variance More / (Less)			Dark CY 2020 Budget	Variance More / (Less)			Original CY 2020 Budget	Variance More / (Less)		
<b>Event Income</b>												
Direct Event Income												
Rental Income	1,814,800	2,621,800	(807,000)	-30.78%	-	1,814,800	0.00%	3,205,400	(1,390,600)	-43.38%		
Service Income	915,100	1,796,200	(881,100)	-49.05%	-	915,100	0.00%	1,061,700	(146,600)	-13.81%		
Service Expenses	(1,607,675)	(1,889,590)	281,915	-14.92%	-	1,607,675	0.00%	(2,366,400)	(758,725)	32.06%		
Total Direct Event Income	1,122,225	2,528,410	(1,406,185)	-55.62%	-	1,122,225	0.00%	1,900,700	(778,475)	-40.96%		
Ancillary Income												
Gross F&B Revenue	2,735,300	2,468,200	267,100	10.82%	-	2,735,300	0.00%	10,276,600	(7,541,300)	-73.38%		
Direct F&B Expenses	(1,076,600)	(995,500)	(81,100)	8.15%	-	1,076,600	0.00%	(4,025,100)	(2,948,501)	73.25%		
Gross Parking	73,300	263,900	(190,600)	-72.22%	-	73,300	0.00%	1,086,800	(1,013,500)	-93.26%		
Parking Expense	(29,600)	(10,100)	(19,500)	193.07%	-	29,600	0.00%	(99,100)	(69,500)	70.13%		
Electrical Service	5,200	33,000	(27,800)	-84.24%	-	5,200	0.00%	164,600	(159,400)	-96.84%		
A/V Service	75,800	47,200	28,600	60.59%	-	75,800	0.00%	415,700	(339,900)	-81.77%		
Internet Service	-	-	-	0.00%	-	-	0.00%	20,000	(20,000)	-100.00%		
Rigging Service	800	22,500	(21,700)	-96.44%	-	800	0.00%	50,000	(49,200)	-98.40%		
Event Security Service	-	-	-	0.00%	-	-	0.00%	-	-	0.00%		
Event First Aid Service	-	-	-	0.00%	-	-	0.00%	-	-	0.00%		
Total Ancillary Income	1,784,201	1,829,200	(45,000)	-2.46%	-	1,784,201	0.00%	7,889,500	(6,105,300)	-77.39%		
Total Event Income	2,906,425	4,357,610	(1,451,185)	-33.30%	-	2,906,425	0.00%	9,790,200	(6,883,775)	-70.31%		
Other Income												
Parking, Non-Event	-	13,000	(13,000)	-100.00%	25,800	(25,800)	-100.00%	58,500	(58,500)	-100.00%		
Interest	12,000	36,400	(24,400)	-67.03%	60,000	(48,000)	-80.00%	132,000	(120,000)	-90.91%		
Miscellaneous Income	5,000	33,000	(28,000)	-84.85%	1,500	3,500	233.33%	45,100	(40,100)	-88.91%		
Total Other Income	17,000	82,400	(65,400)	-79.37%	87,300	(70,300)	-80.53%	235,600	(218,600)	-92.78%		
Adjusted Gross Income	2,923,425	4,440,010	(1,516,585)	-34.16%	87,300	2,836,125	3248.71%	10,025,800	(7,102,375)	-70.84%		
Operating Expenses												
Facility Salaries & Wages	2,889,200	2,987,500	(98,300)	-3.29%	1,668,100	1,221,100	73.20%	4,337,700	(1,448,500)	-33.39%		
Benefits	1,035,501	1,118,900	(83,400)	-7.45%	632,525	402,976	63.71%	1,292,500	(257,000)	-19.88%		
Less: Event Labor Allocations	(1,535,025)	(1,548,090)	13,065	-0.84%	-	(1,535,025)	0.00%	(730,025)	(805,000)	110.27%		
Net Employee Wages & Benefit	2,389,676	2,558,310	(168,635)	-6.59%	2,300,625	89,051	3.87%	4,900,175	(2,510,500)	-51.23%		
Contracted Services	314,600	536,400	(221,800)	-41.35%	84,700	229,900	271.43%	1,908,300	(1,593,700)	-83.51%		
General & Administrative	137,800	121,600	16,200	13.32%	72,900	64,900	89.03%	293,700	(155,900)	-53.08%		
Operations	78,000	74,800	3,200	4.28%	26,300	51,700	196.58%	140,900	(62,900)	-44.64%		
Repair & Maintenance	752,600	592,900	159,700	26.94%	595,300	157,300	26.42%	825,200	(72,600)	-8.80%		
Supplies	210,200	163,400	46,800	28.64%	30,900	179,300	580.26%	420,000	(209,800)	-49.95%		
Insurance	99,700	107,900	(8,200)	-7.60%	78,000	21,700	27.82%	76,600	23,100	30.16%		
Utilities	1,917,400	1,936,600	(19,200)	-0.99%	852,000	1,065,400	125.05%	2,498,500	(581,100)	-23.26%		
Other	16,600	21,600	(5,000)	-23.15%	22,400	(5,800)	-25.89%	22,000	(5,400)	-24.55%		
Management Fees	223,600	218,800	4,800	2.19%	118,800	104,800	88.22%	437,600	(214,000)	-48.90%		
F&B Overhead Expense	648,399	965,300	(316,901)	-32.83%	33,975	614,424	1808.46%	2,132,100	(1,483,701)	-69.59%		
Less: Expenses Allocated	(48,650)	(366,100)	317,451	-86.71%	-	(48,650)	0.00%	(1,636,375)	1,587,726	-97.03%		
Total Operating Expenses	6,739,925	6,931,510	(191,585)	-2.76%	4,215,900	2,524,025	59.87%	12,018,700	(5,278,775)	-43.92%		
Net Income (Loss) From Operation:	(3,816,500)	(2,491,500)	1,325,000	-53.18%	(4,128,600)	(312,100)	7.56%	(1,992,900)	1,823,600	-91.50%		
Other Income (Expenses)	(9,800)	(2,400)	7,400	-308.33%	(4,800)	5,000	-104.17%	(12,200)	(2,400)	19.67%		
Net Income After Other Income (E):	(3,826,300)	(2,493,900)	1,332,400	-53.43%	(4,133,400)	(307,100)	7.43%	(2,005,100)	1,821,200	-90.83%		
Fixed Asset Purchases	(50,000)	(50,000)	(0)	0.00%	(50,000)	(0)	0.00%	(300,000)	(250,000)	-83.33%		
Net Income (Loss) after Fixed Asset	(3,876,300)	(2,543,900)	1,332,400	52.38%	(4,183,400)	(307,100)	-7.34%	(2,305,100)	1,571,200	68.16%		
Gross Building Revenues	2,902,000	4,867,000	(1,965,000)	-40.37%	87,300	2,814,700	3224.17%	6,239,800	(3,337,800)	-53.49%		
Gross Building Expenses	7,788,601	7,918,300	(129,699)	-1.64%	4,236,725	3,551,876	83.84%	12,664,300	(4,875,699)	-38.50%		
Building Net Income (Loss)	(4,886,601)	(3,051,300)	1,835,301	60.15%	(4,149,425)	737,176	17.77%	(6,424,500)	(1,537,899)	-23.94%		
Gross F&B Revenues	2,735,300	2,468,200	267,100	10.82%	-	2,735,300	0.00%	10,276,600	(7,541,300)	-73.38%		
Gross F&B Expenses	1,724,999	1,960,800	(235,801)	-12.03%	33,975	1,691,024	4977.26%	6,157,200	(4,432,201)	-71.98%		
F&B Net Income (Loss)	1,010,301	507,400	502,901	99.11%	(33,975)	1,044,276	-3073.66%	4,119,400	(3,109,099)	-75.47%		
Facility Net Cash Flow	(3,876,300)	(2,543,900)	1,332,400	-52.38%	(4,183,400)	(307,100)	7.34%	(2,305,100)	1,571,200	-68.16%		
Total Gross Revenues	5,637,300	7,335,200	(1,697,900)	-23.15%	87,300	5,550,000	6357.39%	16,516,400	(10,879,100)	-65.87%		
Total Gross Expenses	9,513,600	9,879,100	(365,500)	-3.70%	4,270,700	5,242,900	122.76%	18,821,500	(9,307,900)	-49.45%		
Total Facility Net Cash Flow	(3,876,300)	(2,543,900)	1,332,400	-52.38%	(4,183,400)	(307,100)	7.34%	(2,305,100)	1,571,200	-68.16%		

HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 Lead Income Statement - Comparison

	Two Years Prior CY 2019				Three Years Prior CY 2018				Four Years Prior CY 2017			
	Total	Actual	Variance More / (Less)	Percentage Change Increase (Decrease)	Actual	Variance More / (Less)	Percentage Change Increase (Decrease)	Actual	Variance More / (Less)	Percentage Change Increase (Decrease)		
<b>Event Income</b>												
Direct Event Income												
Rental Income	1,814,800	2,692,054	(877,254)	-32.59%	2,689,423	(874,623)	-32.52%	2,300,956	(486,156)	-21.13%		
Service Income	915,100	1,420,608	(505,508)	-35.58%	819,497	95,603	11.67%	908,564	6,536	0.72%		
Service Expenses	(1,607,675)	(2,128,704)	(521,029)	24.48%	(1,787,798)	(180,123)	10.08%	(1,870,174)	(262,499)	14.04%		
Total Direct Event Income	1,122,225	1,983,958	(861,733)	-43.44%	1,721,122	(598,897)	-34.80%	1,339,346	(217,121)	-16.21%		
Ancillary Income												
Gross F&B Revenue	2,735,300	11,058,969	(8,323,669)	-75.27%	8,817,347	(6,082,047)	-68.98%	12,768,953	(10,033,653)	-78.58%		
Direct F&B Expenses	(1,076,600)	(4,905,194)	(3,828,595)	78.05%	(4,011,579)	(2,934,980)	73.16%	(4,475,684)	(3,399,085)	75.95%		
Gross Parking	73,300	961,409	(888,109)	-92.38%	847,228	(773,928)	-91.35%	770,522	(697,222)	-90.49%		
Parking Expense	(29,600)	(119,533)	(89,933)	75.24%	(89,029)	(59,429)	66.75%	(81,640)	(52,040)	63.74%		
Electrical Service	5,200	135,825	(130,625)	-96.17%	195,243	(190,043)	-97.34%	261,850	(256,650)	-98.01%		
A/V Service	75,800	274,229	(198,429)	-72.36%	357,626	(281,826)	-78.80%	318,910	(243,110)	-76.23%		
Internet Service	-	26,220	(26,220)	-100.00%	22,742	(22,742)	-100.00%	21,455	(21,455)	-100.00%		
Rigging Service	800	61,849	(61,049)	-98.71%	77,983	(77,183)	-98.97%	102,494	(101,694)	-99.22%		
Event Security Service	-	-	-	0.00%	-	-	0.00%	-	-	0.00%		
Event First Aid Service	-	-	-	0.00%	3,363	(3,363)	-100.00%	4,062	(4,062)	-100.00%		
Total Ancillary Income	1,784,201	7,493,774	(5,709,574)	-76.19%	6,220,924	(4,436,724)	-71.32%	9,690,922	(7,906,722)	-81.59%		
Total Event Income	2,906,425	9,477,732	(6,571,307)	-69.33%	7,942,046	(5,035,621)	-63.40%	11,030,268	(8,123,843)	-73.65%		
Other Income												
Parking, Non-Event	-	52,575	(52,575)	-100.00%	56,763	(56,763)	-100.00%	62,373	(62,373)	-100.00%		
Interest	12,000	140,611	(128,611)	-91.47%	58,798	(46,798)	-79.59%	17,012	(5,012)	-29.46%		
Miscellaneous Income	5,000	42,505	(37,505)	-88.24%	45,604	(40,604)	-89.04%	43,097	(38,097)	-88.40%		
Total Other Income	17,000	235,691	(218,691)	-92.79%	161,165	(144,165)	-89.45%	122,482	(105,482)	-86.12%		
Adjusted Gross Income	2,923,425	9,713,423	(6,789,998)	-69.90%	8,103,211	(5,179,786)	-63.92%	11,152,750	(8,229,325)	-73.79%		
Operating Expenses												
Facility Salaries & Wages	2,889,200	3,697,789	(808,589)	-21.87%	3,320,578	(431,378)	-12.99%	3,028,588	(139,388)	-4.60%		
Benefits	1,035,501	1,326,864	(291,364)	-21.96%	1,205,171	(169,671)	-14.08%	1,077,152	(41,652)	-3.87%		
Less: Event Labor Allocations	(1,535,025)	(690,059)	(844,966)	122.45%	(512,223)	(1,022,802)	199.68%	(419,744)	(1,115,281)	265.71%		
Net Employee Wages & Benefit	2,389,676	4,334,594	(1,944,919)	-44.87%	4,013,526	(1,623,851)	-40.46%	3,685,996	(1,296,321)	-35.17%		
Contracted Services	314,600	1,697,628	(1,383,028)	-81.47%	1,487,316	(1,172,716)	-78.85%	1,656,809	(1,342,209)	-81.01%		
General & Administrative	137,800	217,046	(79,246)	-36.51%	196,415	(58,615)	-29.84%	237,156	(99,356)	-41.89%		
Operations	78,000	95,476	(17,476)	-18.30%	92,279	(14,279)	-15.47%	146,787	(68,787)	-46.86%		
Repair & Maintenance	752,600	638,316	114,284	17.90%	605,957	146,643	24.20%	662,191	90,409	13.65%		
Supplies	210,200	293,929	(83,729)	-28.49%	297,264	(87,064)	-29.29%	317,950	(107,750)	-33.89%		
Insurance	99,700	74,365	25,335	34.07%	104,446	(4,746)	-4.54%	106,121	(6,421)	-6.05%		
Utilities	1,917,400	2,575,900	(658,500)	-25.56%	2,479,728	(562,328)	-22.68%	2,328,415	(411,015)	-17.65%		
Other	16,600	15,605	995	6.38%	33,743	(17,143)	-50.80%	(11,681)	28,281	-242.11%		
Management Fees	223,600	264,000	(40,400)	-15.30%	252,720	(29,120)	-11.52%	279,840	(56,240)	-20.10%		
F&B Overhead Expense	648,399	1,844,879	(1,196,480)	-64.85%	1,813,814	(1,165,415)	-64.25%	1,907,563	(1,259,164)	-66.01%		
Less: Expenses Allocated	(48,650)	(1,521,926)	1,473,277	-96.80%	(1,332,813)	1,284,164	-96.35%	(1,488,016)	1,439,367	-96.73%		
Total Operating Expenses	6,739,925	10,529,812	(3,789,887)	-35.99%	10,044,395	(3,304,470)	-32.90%	9,829,131	(3,089,206)	-31.43%		
Net Income (Loss) From Operations	(3,816,500)	(816,389)	3,000,111	-367.49%	(1,941,184)	1,875,316	-96.61%	1,323,619	5,140,119	388.34%		
Other Income (Expenses)	(9,800)	(18,120)	(8,320)	45.92%	(107,190)	(97,390)	90.86%	(5,516)	4,284	-77.66%		
Net Income After Other Income (E)	(3,826,300)	(834,509)	2,991,791	-358.51%	(2,048,374)	1,777,926	-86.80%	1,318,103	5,144,403	390.29%		
Fixed Asset Purchases	(50,000)	(47,068)	2,932	6.23%	(124,122)	(74,122)	-59.72%	(222,331)	(172,331)	-77.51%		
Net Income (Loss) after Fixed Asset	(3,876,300)	(881,577)	2,994,723	339.70%	(2,172,496)	1,703,804	78.43%	1,095,772	4,972,072	-453.75%		
Gross Building Revenues	2,902,000	5,807,885	(2,905,885)	-50.03%	5,174,270	(2,272,271)	-43.91%	4,811,295	(1,909,295)	-39.68%		
Gross Building Expenses	7,788,601	10,998,358	(3,209,757)	-29.18%	10,338,720	(2,550,119)	-24.67%	10,101,229	(2,312,628)	-22.89%		
Building Net Income (Loss)	(4,886,601)	(5,190,473)	(303,872)	-5.85%	(5,164,450)	(277,849)	-5.38%	(5,289,934)	(403,333)	-7.62%		
Gross F&B Revenues	2,735,300	11,058,969	(8,323,669)	-75.27%	8,817,347	(6,082,047)	-68.98%	12,768,953	(10,033,653)	-78.58%		
Gross F&B Expenses	1,724,999	6,750,073	(5,025,074)	-74.44%	5,825,393	(4,100,394)	-70.39%	6,383,247	(4,658,248)	-72.98%		
F&B Net Income (Loss)	1,010,301	4,308,896	(3,298,595)	-76.55%	2,991,954	(1,981,653)	-66.23%	6,385,706	(5,375,405)	-84.18%		
Facility Net Cash Flow	(3,876,300)	(881,577)	2,994,723	-339.70%	(2,172,496)	1,703,804	-78.43%	1,095,772	4,972,072	453.75%		
Total Gross Revenues	5,637,300	16,866,854	(11,229,554)	-66.58%	13,991,617	(8,354,318)	-59.71%	17,580,248	(11,942,948)	-67.93%		
Total Gross Expenses	9,513,600	17,748,431	(8,234,831)	-46.40%	16,164,113	(6,650,513)	-41.14%	16,484,476	(6,970,876)	-42.29%		
Total Facility Net Cash Flow	(3,876,300)	(881,577)	2,994,723	-339.70%	(2,172,496)	1,703,804	-78.43%	1,095,772	4,972,072	453.75%		

HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 Net Cash Flow

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Gross Facility Revenues	\$ 212,469	\$ 226,921	\$ 212,456	\$ 269,411	\$ 236,885	\$ 258,272	\$ 244,172	\$ 263,675	\$ 231,011	\$ 220,902	\$ 207,035	\$ 318,793	\$ 2,902,000
Gross F&B Revenues	\$ -	\$ 11,070	\$ -	\$ 227,550	\$ 227,550	\$ 281,920	\$ 363,125	\$ 287,536	\$ 316,450	\$ 354,019	\$ 237,560	\$ 428,520	\$ 2,735,300
Total Gross Revenues	\$ 212,469	\$ 237,991	\$ 212,456	\$ 496,961	\$ 464,435	\$ 540,192	\$ 607,297	\$ 551,211	\$ 547,461	\$ 574,921	\$ 444,595	\$ 747,313	\$ 5,637,300
Total Gross Revenues Calendar Y-T-D)	\$ 212,469	\$ 450,460	\$ 662,915	\$ 1,159,876	\$ 1,624,311	\$ 2,164,503	\$ 2,771,800	\$ 3,323,010	\$ 3,870,471	\$ 4,445,392	\$ 4,889,987	\$ 5,637,300	
Gross Facility Expenditures	\$ 616,316	\$ 602,963	\$ 605,992	\$ 673,091	\$ 658,986	\$ 611,196	\$ 646,013	\$ 637,003	\$ 655,463	\$ 653,411	\$ 632,107	\$ 746,057	\$ 7,738,600
Gross F&B Expenditures	\$ 46,134	\$ 50,707	\$ 45,985	\$ 143,046	\$ 143,046	\$ 166,190	\$ 204,917	\$ 168,967	\$ 181,422	\$ 196,877	\$ 147,306	\$ 230,401	\$ 1,724,999
Fixed Asset Purchases	\$ 4,167	\$ 4,167	\$ 4,167	\$ 4,167	\$ 4,167	\$ 4,167	\$ 4,167	\$ 4,167	\$ 4,167	\$ 4,167	\$ 4,167	\$ 4,167	\$ 50,000
Total Gross Expenditures	\$ 666,616	\$ 657,836	\$ 656,144	\$ 820,304	\$ 806,199	\$ 781,553	\$ 855,097	\$ 810,137	\$ 841,053	\$ 854,455	\$ 783,580	\$ 980,624	\$ 9,513,599
Working Capital	\$ 1,427,000												
Total Reimbursement to be Received											(446,376)	(980,624)	\$ -
From State (Monthly)	\$ 2,093,616	\$ 657,836	\$ 656,144	\$ 820,304	\$ 806,199	\$ 781,553	\$ 855,097	\$ 810,137	\$ 841,053	\$ 854,455	\$ 337,204	\$ 0	\$ 9,513,599
Total Reimbursement to be Received	\$ 2,093,616	\$ 2,751,453	\$ 3,407,597	\$ 4,227,901	\$ 5,034,100	\$ 5,815,654	\$ 6,670,751	\$ 7,480,888	\$ 8,321,940	\$ 9,176,395	\$ 9,513,599	\$ 9,513,599	
From State (Calendar Y-T-D)													
Total Net Cash Flow (Monthly)	\$ (1,881,147)	\$ (419,846)	\$ (443,688)	\$ (323,344)	\$ (341,765)	\$ (241,361)	\$ (247,800)	\$ (258,926)	\$ (293,592)	\$ (279,534)	\$ 107,391	\$ 747,313	\$ (3,876,299)
Total Net Cash Flow (Calendar Y-T-D)	\$ (1,881,147)	\$ (2,300,993)	\$ (2,744,682)	\$ (3,068,025)	\$ (3,409,790)	\$ (3,651,151)	\$ (3,898,952)	\$ (4,157,878)	\$ (4,451,469)	\$ (4,731,003)	\$ (4,623,612)	\$ (3,876,299)	

HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 HTA Cash Flow

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Gross Facility Expenditures	\$ 616,316	\$ 602,963	\$ 605,992	\$ 673,091	\$ 658,986	\$ 611,196	\$ 646,013	\$ 637,003	\$ 655,463	\$ 653,411	\$ 632,107	\$ 746,057	\$ 7,738,600
Gross F&B Expenditures	\$ 46,134	\$ 50,707	\$ 45,985	\$ 143,046	\$ 143,046	\$ 166,190	\$ 204,917	\$ 168,967	\$ 181,422	\$ 196,877	\$ 147,306	\$ 230,401	\$ 1,724,999
Total Gross Expenditures	\$ 662,450	\$ 653,670	\$ 651,977	\$ 816,138	\$ 802,033	\$ 777,387	\$ 850,931	\$ 805,970	\$ 836,886	\$ 850,288	\$ 779,413	\$ 976,457	\$ 9,463,599
Facility Fixed Asset Purchases	\$ 4,167	\$ 4,167	\$ 4,167	\$ 4,167	\$ 4,167	\$ 4,167	\$ 4,167	\$ 4,167	\$ 4,167	\$ 4,167	\$ 4,167	\$ 4,167	\$ 50,000
Total Expenditures	\$ 666,616	\$ 657,836	\$ 656,144	\$ 820,304	\$ 806,199	\$ 781,553	\$ 855,097	\$ 810,137	\$ 841,053	\$ 854,455	\$ 783,580	\$ 980,624	\$ 9,513,599
Working Capital	\$ 1,427,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (446,376)	\$ (980,624)	\$ -
Total Net Cash Flow Monthly	\$ 2,093,616	\$ 657,836	\$ 656,144	\$ 820,304	\$ 806,199	\$ 781,553	\$ 855,097	\$ 810,137	\$ 841,053	\$ 854,455	\$ 337,204	\$ 0	\$ 9,513,599
Year to Date	\$ 2,093,616	\$ 2,751,453	\$ 3,407,597	\$ 4,227,901	\$ 5,034,100	\$ 5,815,654	\$ 6,670,751	\$ 7,480,888	\$ 8,321,940	\$ 9,176,395	\$ 9,513,599	\$ 9,513,599	\$ -



Event Name	Event #	Attendance	31005 31090 32007 32013 32015 32020 32028 32030 32034 32045 32050 32100 32125 32140 32150																	
			Rent Income	Rent Discount- HCC	Net Rental Income	Labor Billed	Security Billed	Security OC Billed	Changeover Setup Billed	Police/Fire Billed	First Aid Billed	Cleaning Billed	Equipment Rental Billed	Utilities Billed	Insurance Billed	Telephone Billed	Business Center Revenue	Other Services Billed	Total Service Income	
Dept of Labor-Unemployment	00000	150	175,000	(122,500)	52,500	21,743	38,025	-	-	-	-	5,200	-	-	-	-	-	2,600	67,568	
Dept of Health-Contact Tracing	00000	100	175,000	(113,750)	61,250	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Unspecified	00000	350	40,000	(20,000)	20,000	-	-	-	-	-	-	-	-	-	-	-	-	-	300	
Unspecified	00000	350	30,000	(15,000)	15,000	-	-	-	-	-	-	-	-	-	-	-	-	-	300	
Unspecified	00000	350	20,000	(10,000)	10,000	-	-	-	-	-	-	-	-	-	-	-	-	-	300	
<b>Total May</b>		<b>1,300</b>	<b>440,000</b>	<b>(281,250)</b>	<b>158,750</b>	<b>21,743</b>	<b>38,025</b>	-	-	-	-	<b>5,200</b>	<b>900</b>	-	-	-	-	<b>2,600</b>	<b>68,468</b>	
Dept of Labor-Unemployment	00000	150	175,000	(122,500)	52,500	21,743	38,025	-	-	-	-	5,200	-	-	-	-	-	-	2,600	67,568
Dept of Health-Contact Tracing	00000	100	175,000	(113,750)	61,250	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
<b>Illumination Energy Summit</b>	35795	350	41,675	(20,838)	20,838	-	-	-	-	-	-	-	300	-	-	-	-	-	300	
Unspecified	00000	350	35,000	(17,500)	17,500	-	-	-	-	-	-	-	300	-	-	-	-	-	300	
Unspecified	00000	350	30,000	(15,000)	15,000	-	-	-	-	-	-	-	300	-	-	-	-	-	300	
Unspecified	00000	350	20,000	(10,000)	10,000	-	-	-	-	-	-	-	300	-	-	-	-	-	300	
<b>Total June</b>		<b>1,650</b>	<b>476,675</b>	<b>(299,588)</b>	<b>177,088</b>	<b>21,743</b>	<b>38,025</b>	-	-	-	-	<b>5,200</b>	<b>1,200</b>	-	-	-	-	<b>2,600</b>	<b>68,768</b>	
Dept of Labor-Unemployment	00000	150	150,000	(105,000)	45,000	21,743	38,025	-	-	-	-	5,200	-	-	-	-	-	-	2,600	67,568
Dept of Health-Contact Tracing	00000	100	150,000	(97,500)	52,500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
<b>Transpac Award Ceremony</b>	36966	300	2,758	-	2,758	-	-	-	-	-	-	-	300	-	-	-	-	-	600	
<b>INCOSE Symposium</b>	35010	600	107,033	(107,033)	-	-	-	4,680	-	-	-	-	1,000	500	300	250	250	-	8,180	
<b>Hawaii State Judiciary Bar Exams</b>	35883	250	15,000	(7,500)	7,500	-	-	-	-	1,500	-	-	500	-	-	-	-	-	500	
Unspecified	00000	350	35,000	(17,500)	17,500	-	-	-	-	-	-	-	300	-	-	-	-	-	300	
Unspecified	00000	350	30,000	(15,000)	15,000	-	-	-	-	-	-	-	300	-	-	-	-	-	300	
Unspecified	00000	350	20,000	(10,000)	10,000	-	-	-	-	-	-	-	300	-	-	-	-	-	300	
<b>Total July</b>		<b>2,450</b>	<b>509,790</b>	<b>(359,533)</b>	<b>150,258</b>	<b>21,743</b>	<b>38,025</b>	<b>4,680</b>	-	-	<b>1,500</b>	<b>5,200</b>	<b>2,700</b>	<b>500</b>	<b>300</b>	<b>250</b>	<b>250</b>	<b>2,600</b>	<b>77,748</b>	
Dept of Labor-Unemployment	00000	150	150,000	(105,000)	45,000	21,743	38,025	-	-	-	-	5,200	-	-	-	-	-	-	2,600	67,568
Dept of Health-Contact Tracing	00000	100	150,000	(97,500)	52,500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Unspecified-Chamber of Commerce HI Employ	00000	250	7,000	(2,000)	5,000	-	-	-	-	-	-	-	350	-	-	-	-	-	350	
<b>Healthy Buildings</b>	37325	300	79,740	(44,000)	35,740	-	-	-	-	-	-	-	850	-	-	250	-	-	1,100	
Unspecified	00000	350	35,000	(17,500)	17,500	-	-	-	-	-	-	-	300	-	-	-	-	-	300	
Unspecified	00000	350	30,000	(15,000)	15,000	-	-	-	-	-	-	-	300	-	-	-	-	-	300	
Unspecified	00000	350	20,000	(10,000)	10,000	-	-	-	-	-	-	-	300	-	-	-	-	-	300	
<b>Total August</b>		<b>1,850</b>	<b>471,740</b>	<b>(291,000)</b>	<b>180,740</b>	<b>21,743</b>	<b>38,025</b>	-	-	-	-	<b>5,200</b>	<b>2,100</b>	-	-	<b>250</b>	-	<b>2,600</b>	<b>69,918</b>	

Event Name	Event #	Attendance	Year																	
			31005	31090	32007	32013	32014	32020	32028	32030	32034	32045	32050	32100	32125	32140	32150	Total Service Income		
			Rent Income	Rent Discount- HCC	Net Rental Income	Labor Billed	Security Billed	Security OC Billed	Changeover Setup Billed	Police/Fire Billed	First Aid Billed	Cleaning Billed	Equipment Rental Billed	Utilities Billed	Insurance Billed	Telephone Billed	Business Center Revenue	Other Services Billed		
Dept of Labor-Unemployment	00000	150	150,000	(105,000)	45,000	21,743	38,025	-	-	-	-	5,200	-	-	-	-	-	-	2,600	67,568
Dept of Health-Contact Tracing	00000	100	150,000	(97,500)	52,500	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cryogenic Engineering Conference	35354	300	3,000	-	3,000	-	-	-	-	-	-	-	300	-	-	-	-	-	-	300
Bio Logging Symposium	37218	400	14,953	(7,476)	7,477	-	-	-	-	-	-	-	300	-	300	-	-	-	-	600
Unspecified	00000	350	35,000	(17,500)	17,500	-	-	-	-	-	-	-	300	-	-	-	-	-	-	300
Unspecified	00000	350	30,000	(15,000)	15,000	-	-	-	-	-	-	-	300	-	-	-	-	-	-	300
Unspecified	00000	350	20,000	(10,000)	10,000	-	-	-	-	-	-	-	300	-	-	-	-	-	-	300
<b>Total September</b>	<b>2,000</b>	<b>402,953</b>	<b>(252,476)</b>	<b>150,477</b>	<b>21,743</b>	<b>38,025</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>5,200</b>	<b>1,500</b>	<b>-</b>	<b>300</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>2,600</b>	<b>69,368</b>
Dept of Labor-Unemployment	00000	150	125,000	(87,500)	37,500	21,743	38,025	-	-	-	-	5,200	-	-	-	-	-	-	2,600	67,568
Dept of Health-Contact Tracing	00000	100	125,000	(81,250)	43,750	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SIOP Congress	32042	850	84,205	(84,205)	-	-	-	1,398	1,650	200	2,220	350	250	450	-	-	-	550	-	7,068
Hawaii State Bar Assn Bar Convention	37332	225	7,000	(3,500)	3,500	-	-	-	-	-	-	-	650	-	-	-	300	-	-	950
Unspecified	00000	350	35,000	(17,500)	17,500	-	-	-	-	-	-	-	300	-	-	-	-	-	-	300
Unspecified	00000	350	30,000	(15,000)	15,000	-	-	-	-	-	-	-	300	-	-	-	-	-	-	300
Unspecified	00000	350	20,000	(10,000)	10,000	-	-	-	-	-	-	-	300	-	-	-	-	-	-	300
<b>Total October</b>	<b>2,375</b>	<b>426,205</b>	<b>(298,955)</b>	<b>127,250</b>	<b>21,743</b>	<b>38,025</b>	<b>1,398</b>	<b>1,650</b>	<b>200</b>	<b>2,220</b>	<b>5,550</b>	<b>1,800</b>	<b>450</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>850</b>	<b>-</b>	<b>2,600</b>	<b>76,485</b>
Dept of Labor-Unemployment	00000	150	125,000	(87,500)	37,500	21,743	38,025	-	-	-	-	5,200	-	-	-	-	-	-	2,600	67,568
Dept of Health-Contact Tracing	00000	100	125,000	(81,250)	43,750	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Association of Hawaiian Civic Clubs	35394	250	3,000	-	3,000	-	-	-	-	-	-	-	300	-	-	-	-	-	-	300
Unspecified	00000	350	35,000	(17,500)	17,500	-	-	-	-	-	-	-	300	-	-	-	-	-	-	300
Unspecified	00000	350	30,000	(15,000)	15,000	-	-	-	-	-	-	-	300	-	-	-	-	-	-	300
Unspecified	00000	350	20,000	(10,000)	10,000	-	-	-	-	-	-	-	300	-	-	-	-	-	-	300
<b>Total November</b>	<b>1,550</b>	<b>338,000</b>	<b>(211,250)</b>	<b>126,750</b>	<b>21,743</b>	<b>38,025</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>5,200</b>	<b>1,200</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>2,600</b>	<b>68,768</b>
Dept of Labor-Unemployment	00000	150	125,000	(87,500)	37,500	21,743	37,995	-	-	-	-	2,600	-	-	-	-	-	-	2,600	64,938
Dept of Health-Contact Tracing	00000	100	125,000	(81,250)	43,750	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Honolulu Marathon Expo	21641	30,000	62,667	(16,000)	46,667	966	-	2,893	800	200	825	900	3,400	1,150	-	300	200	-	-	11,634
Intl Chemical Congress of Pacific Basin Societies	24500	7,000	173,600	(173,600)	-	-	-	3,250	750	-	2,655	165	1,300	100	-	500	1,500	-	-	10,220
Honolulu Board Of Realtors General	35718	300	21,093	(20,420)	673	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	350	35,000	(17,500)	17,500	-	-	-	-	-	-	-	300	-	-	-	-	-	-	300
Unspecified	00000	350	30,000	(15,000)	15,000	-	-	-	-	-	-	-	300	-	-	-	-	-	-	300
Unspecified	00000	350	20,000	(10,000)	10,000	-	-	-	-	-	-	-	300	-	-	-	-	-	-	300
<b>Total December</b>	<b>38,600</b>	<b>592,359</b>	<b>(421,270)</b>	<b>171,089</b>	<b>22,709</b>	<b>37,995</b>	<b>6,143</b>	<b>1,550</b>	<b>200</b>	<b>3,480</b>	<b>3,665</b>	<b>5,600</b>	<b>1,250</b>	<b>-</b>	<b>800</b>	<b>1,700</b>	<b>2,600</b>	<b>-</b>	<b>87,691</b>	
<b>Grand Total</b>	<b>59,025</b>	<b>5,327,687</b>	<b>(3,512,887)</b>	<b>1,814,800</b>	<b>305,400</b>	<b>456,500</b>	<b>13,300</b>	<b>3,200</b>	<b>400</b>	<b>7,800</b>	<b>69,600</b>	<b>20,600</b>	<b>2,400</b>	<b>600</b>	<b>1,300</b>	<b>2,800</b>	<b>31,200</b>	<b>-</b>	<b>915,100</b>	

Event Name	Event #	Attendance	33007 Facility Wages	33007 Facility P/R taxes benefits	33013 Security Wages	33013 Security P/R taxes benefits	33014 Contracted Security Labor	33015 Event Security Wages	33028 Police/Fire Expense	33030 First Aid Expense	33034 Janitorial Wages	33035 Contracted Janitorial Labor	33057 Allocated Utilities Expense	33075 Engineering Wages	33080 IT Wages	33100 Insurance Expense	33150 Other Service Expense	Total Service Expenses	Direct Event Income
Dept of Labor-Unemployment	00000	200	(4,875)	(1,493)	(29,250)	(8,785)	-	-	-	-	(6,000)	-	-	(7,500)	(11,250)	-	(2,000)	(71,153)	69,899
Dept of Health-Contact Tracing	00000	100	(2,700)	(810)	(29,250)	(8,775)	-	-	-	-	(6,000)	-	-	(1,300)	-	-	-	(48,835)	21,165
<b>Total January</b>		<b>300</b>	<b>(7,575)</b>	<b>(2,303)</b>	<b>(58,500)</b>	<b>(17,560)</b>					<b>(12,000)</b>			<b>(8,800)</b>	<b>(11,250)</b>		<b>(2,000)</b>	<b>(119,988)</b>	<b>91,064</b>
Dept of Labor-Unemployment	00000	200	(4,875)	(1,463)	(29,250)	(8,775)	-	-	-	-	(5,200)	-	-	(7,500)	(11,250)	-	(2,000)	(70,313)	69,686
Dept of Health-Contact Tracing	00000	100	(2,700)	(810)	(29,250)	(8,775)	-	-	-	-	(5,200)	-	-	(1,300)	-	-	-	(48,035)	21,965
Hawai'i State Judiciary Bar Exams	35882	250	(300)	(90)	(800)	(240)	-	-	-	-	(1,000)	-	-	(500)	-	-	-	(2,930)	3,850
HECO Leadership Meeting	35960	300	(300)	(90)	(800)	(240)	(400)	-	-	-	(800)	-	(50)	(500)	-	-	-	(3,180)	945
<b>Total February</b>		<b>850</b>	<b>(8,175)</b>	<b>(2,453)</b>	<b>(60,100)</b>	<b>(18,030)</b>	<b>(400)</b>				<b>(12,200)</b>		<b>(50)</b>	<b>(9,800)</b>	<b>(11,250)</b>		<b>(2,000)</b>	<b>(124,458)</b>	<b>96,446</b>
Dept of Labor-Unemployment	00000	175	(4,875)	(1,463)	(29,250)	(8,775)	-	-	-	-	(6,000)	-	-	(7,500)	(11,250)	-	(2,000)	(71,113)	69,926
Dept of Health-Contact Tracing	00000	100	(2,700)	(810)	(29,250)	(8,775)	-	-	-	-	(6,000)	-	-	(1,300)	-	-	-	(48,835)	21,165
<b>Total March</b>		<b>275</b>	<b>(7,575)</b>	<b>(2,273)</b>	<b>(58,500)</b>	<b>(17,550)</b>					<b>(12,000)</b>			<b>(8,800)</b>	<b>(11,250)</b>		<b>(2,000)</b>	<b>(119,948)</b>	<b>91,091</b>
Dept of Labor-Unemployment	00000	175	(4,875)	(1,463)	(29,250)	(8,775)	-	-	-	-	(5,250)	-	-	(7,500)	(11,250)	-	(2,000)	(70,363)	62,201
Dept of Health-Contact Tracing	00000	100	(2,700)	(810)	(29,250)	(8,775)	-	-	-	-	(5,250)	-	-	(1,300)	-	-	-	(48,085)	13,165
Hapahaia Marathon Registration	29114	4,500	(300)	(90)	(2,000)	(600)	-	(748)	-	(520)	(1,500)	-	-	(600)	-	-	-	(6,358)	11,222
Unspecified	00000	350	(500)	(150)	(800)	(240)	(300)	-	-	-	(1,500)	-	-	(500)	-	-	-	(3,990)	16,310
Unspecified	00000	350	(500)	(150)	(800)	(240)	(300)	-	-	-	(1,500)	-	-	(500)	-	-	-	(3,990)	11,310
Unspecified	00000	350	(500)	(150)	(800)	(240)	(300)	-	-	-	(1,500)	-	-	(500)	-	-	-	(3,990)	6,310
<b>Total April</b>		<b>5,825</b>	<b>(9,375)</b>	<b>(2,813)</b>	<b>(62,900)</b>	<b>(18,870)</b>	<b>(900)</b>	<b>(748)</b>		<b>(520)</b>	<b>(16,500)</b>			<b>(10,900)</b>	<b>(11,250)</b>		<b>(2,000)</b>	<b>(136,775)</b>	<b>120,519</b>

Event Name	Event #	Attendance	33007	33007	33013	33013	33014	33015	33020	33030	33034	33035	33052	33075	33080	33100	33150	Total Service Expenses	Direct Event Income
			Facility Wages	Facility P/R taxes benefits	Security Wages	Security P/R taxes benefits	Contracted Security Labor	Event Security Wages	Police/Fire Expense	First Aid Expense	Janitorial Wages	Contracted Janitorial Labor	Allocated Utilities Expense	Engineering Wages	IT Wages	Insurance Expense	Other Service Expense		
Dept of Labor-Unemployment	00000	150	(3,250)	(975)	(29,250)	(8,775)	-	-	-	-	(4,000)	-	-	(5,000)	(7,500)	-	(2,000)	(60,750)	59,318
Dept of Health-Contact Tracing	00000	100	(2,700)	(810)	(29,250)	(8,775)	-	-	-	-	(6,000)	-	-	(1,300)	-	-	-	(48,835)	12,415
Unspecified	00000	350	(500)	(150)	(800)	(240)	(300)	-	-	-	(1,500)	-	-	(500)	-	-	-	(3,990)	16,310
Unspecified	00000	350	(500)	(150)	(800)	(240)	(300)	-	-	-	(1,500)	-	-	(500)	-	-	-	(3,990)	11,310
Unspecified	00000	350	(500)	(150)	(800)	(240)	(300)	-	-	-	(1,500)	-	-	(500)	-	-	-	(3,990)	6,310
<b>Total May</b>	<b>1,300</b>	<b>(7,450)</b>	<b>(2,235)</b>	<b>(60,900)</b>	<b>(18,270)</b>	<b>(900)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>(14,500)</b>	<b>-</b>	<b>-</b>	<b>(7,800)</b>	<b>(7,500)</b>	<b>-</b>	<b>(2,000)</b>	<b>(121,555)</b>	<b>105,663</b>
Dept of Labor-Unemployment	00000	150	(3,250)	(975)	(29,250)	(8,775)	-	-	-	-	(4,000)	-	-	(5,000)	(7,500)	-	(2,000)	(60,750)	59,318
Dept of Health-Contact Tracing	00000	100	(2,700)	(810)	(29,250)	(8,775)	-	-	-	-	(4,500)	-	-	(1,300)	-	-	-	(47,335)	13,915
<b>Illumination Energy Summit</b>	<b>35795</b>	<b>350</b>	<b>(300)</b>	<b>(90)</b>	<b>(800)</b>	<b>(240)</b>	<b>(300)</b>	-	-	-	(1,500)	-	-	(1,000)	-	-	-	(4,230)	16,908
Unspecified	00000	350	(500)	(150)	(800)	(240)	(300)	-	-	-	(1,500)	-	-	(500)	-	-	-	(3,990)	13,810
Unspecified	00000	350	(500)	(150)	(800)	(240)	(300)	-	-	-	(1,500)	-	-	(500)	-	-	-	(3,990)	11,310
Unspecified	00000	350	(500)	(150)	(800)	(240)	(300)	-	-	-	(1,500)	-	-	(500)	-	-	-	(3,990)	6,310
<b>Total June</b>	<b>1,650</b>	<b>(7,750)</b>	<b>(2,325)</b>	<b>(61,700)</b>	<b>(18,510)</b>	<b>(1,200)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>(14,500)</b>	<b>-</b>	<b>-</b>	<b>(8,800)</b>	<b>(7,500)</b>	<b>-</b>	<b>(2,000)</b>	<b>(124,285)</b>	<b>121,570</b>
Dept of Labor-Unemployment	00000	150	(3,250)	(975)	(29,250)	(8,775)	-	-	-	-	(4,000)	-	-	(5,000)	(7,500)	-	(2,000)	(60,750)	51,818
Dept of Health-Contact Tracing	00000	100	(2,700)	(810)	(29,250)	(8,775)	-	-	-	-	(6,000)	-	-	(1,300)	-	-	-	(48,835)	3,665
<b>Transpac Award Ceremony</b>	<b>36966</b>	<b>300</b>	<b>(200)</b>	<b>(60)</b>	<b>(1,000)</b>	<b>(300)</b>	<b>(300)</b>	-	-	-	(800)	-	-	(200)	-	(250)	-	(3,110)	248
<b>INCOSE Symposium</b>	<b>35010</b>	<b>600</b>	<b>(500)</b>	<b>(150)</b>	<b>(2,000)</b>	<b>(600)</b>	<b>(2,500)</b>	<b>(3,240)</b>	<b>(1,300)</b>	<b>(2,000)</b>	<b>(2,000)</b>	<b>(563)</b>	<b>(700)</b>	<b>(500)</b>	-	-	-	(13,553)	(5,373)
<b>Hawai'i State Judiciary Bar Exams</b>	<b>35883</b>	<b>250</b>	<b>(200)</b>	<b>(60)</b>	<b>(700)</b>	<b>(210)</b>	<b>(300)</b>	-	-	<b>(1,000)</b>	<b>(1,000)</b>	-	<b>(500)</b>	<b>(500)</b>	-	-	-	(2,970)	5,030
Unspecified	00000	350	(500)	(150)	(800)	(240)	(300)	-	-	-	(1,500)	-	-	(500)	-	-	-	(3,990)	13,810
Unspecified	00000	350	(500)	(150)	(800)	(240)	(300)	-	-	-	(1,500)	-	-	(500)	-	-	-	(3,990)	11,310
Unspecified	00000	350	(500)	(150)	(800)	(240)	(300)	-	-	-	(1,500)	-	-	(500)	-	-	-	(3,990)	6,310
<b>Total July</b>	<b>2,450</b>	<b>(8,350)</b>	<b>(2,505)</b>	<b>(64,600)</b>	<b>(19,380)</b>	<b>(4,000)</b>	<b>(3,240)</b>	<b>-</b>	<b>(1,300)</b>	<b>(18,300)</b>	<b>-</b>	<b>(563)</b>	<b>(9,200)</b>	<b>(7,500)</b>	<b>(250)</b>	<b>(2,000)</b>	<b>(141,188)</b>	<b>86,818</b>	
Dept of Labor-Unemployment	00000	150	(3,250)	(975)	(29,250)	(8,775)	-	-	-	-	(4,000)	-	-	(5,000)	(7,500)	-	(2,000)	(60,750)	51,818
Dept of Health-Contact Tracing	00000	100	(2,700)	(810)	(29,250)	(8,775)	-	-	-	-	(6,000)	-	-	(1,300)	-	-	-	(48,835)	3,665
Unspecified-Chamber of Commerce HI Employ	00000	250	(300)	(90)	(800)	(240)	(300)	-	-	-	(1,000)	-	-	(100)	-	-	-	(2,830)	2,520
<b>Healthy Buildings</b>	<b>37325</b>	<b>300</b>	<b>(500)</b>	<b>(150)</b>	<b>(2,000)</b>	<b>(600)</b>	<b>(300)</b>	-	-	-	(1,000)	-	<b>(63)</b>	<b>(800)</b>	-	-	-	(5,413)	31,428
Unspecified	00000	350	(500)	(150)	(800)	(240)	(300)	-	-	-	(1,500)	-	-	(500)	-	-	-	(3,990)	13,810
Unspecified	00000	350	(500)	(150)	(1,000)	(300)	(300)	-	-	-	(1,500)	-	-	(500)	-	-	-	(4,250)	11,050
Unspecified	00000	350	(500)	(150)	(1,000)	(300)	(300)	-	-	-	(1,500)	-	-	(500)	-	-	-	(4,250)	6,050
<b>Total August</b>	<b>1,850</b>	<b>(8,250)</b>	<b>(2,475)</b>	<b>(64,100)</b>	<b>(19,230)</b>	<b>(1,500)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>(16,500)</b>	<b>-</b>	<b>(63)</b>	<b>(8,700)</b>	<b>(7,500)</b>	<b>-</b>	<b>(2,000)</b>	<b>(130,318)</b>	<b>120,340</b>	

Event Name	Event #	Attendance	33007 Facility Wages	33007 Facility P/R taxes benefits	33013 Security Wages	33013 Security P/R taxes benefits	33014 Contracted Security Labor	33015 Event Security Wages	33028 Police/Fire Expense	33030 First Aid Expense	33034 Janitorial Wages	33035 Contracted Janitorial Labor	33052 Allocated Utilities Expense	33075 Engineering Wages	33080 IT Wages	33100 Insurance Expense	33150 Other Service Expense	Total Service Expenses	Direct Event Income
Dept of Labor-Unemployment	00000	150	(3,250)	(975)	(29,250)	(8,775)	-	-	-	-	(4,000)	-	-	(5,000)	(7,500)	-	(2,000)	(60,750)	51,818
Dept of Health-Contact Tracing	00000	100	(2,700)	(810)	(29,250)	(8,775)	-	-	-	-	(6,000)	-	-	(1,300)	(7,500)	-	-	(48,835)	3,665
Cryogenic Engineering Conference	35254	300	(500)	(150)	(2,000)	(600)	(300)	-	-	-	(2,200)	-	-	(1,200)	-	-	-	(6,950)	(3,650)
Bio Logging Symposium	37218	400	(500)	(150)	(2,000)	(600)	(300)	-	-	-	(1,700)	-	-	(1,200)	-	(250)	-	(6,700)	1,377
Unspecified	00000	350	(500)	(150)	(1,000)	(300)	(300)	-	-	-	(1,500)	-	-	(500)	-	-	-	(4,250)	13,550
Unspecified	00000	350	(500)	(150)	(1,000)	(300)	(300)	-	-	-	(1,500)	-	-	(500)	-	-	-	(4,250)	11,050
Unspecified	00000	350	(500)	(150)	(1,000)	(300)	(300)	-	-	-	(1,500)	-	-	(500)	-	-	-	(4,250)	6,050
<b>Total September</b>	<b>2,000</b>	<b>(8,450)</b>	<b>(2,535)</b>	<b>(65,500)</b>	<b>(19,650)</b>	<b>(1,500)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>(18,400)</b>	<b>-</b>	<b>-</b>	<b>(10,200)</b>	<b>(7,500)</b>	<b>(250)</b>	<b>(2,000)</b>	<b>(135,985)</b>	<b>83,859</b>
Dept of Labor-Unemployment	00000	150	(3,250)	(975)	(29,250)	(8,775)	-	-	-	-	(4,000)	-	-	(5,000)	(7,500)	-	(2,000)	(60,750)	44,318
Dept of Health-Contact Tracing	00000	100	(2,700)	(810)	(29,250)	(8,775)	-	-	-	-	(6,000)	-	-	(1,300)	(7,500)	-	-	(48,835)	(5,085)
SIOP Congress	32042	850	(500)	(150)	(4,000)	(1,200)	(2,500)	(968)	(270)	(1,924)	(5,800)	-	(863)	(1,300)	-	-	-	(19,474)	(12,407)
Hawaii State Bar Assn Bar Convention	37332	225	(300)	(90)	(800)	(240)	-	-	-	-	(1,000)	-	-	(200)	(500)	-	-	(3,130)	1,320
Unspecified	00000	350	(500)	(150)	(800)	(240)	(300)	-	-	-	(1,500)	-	-	(500)	-	-	-	(3,990)	13,810
Unspecified	00000	350	(500)	(150)	(800)	(240)	(300)	-	-	-	(1,500)	-	-	(500)	-	-	-	(3,990)	11,310
Unspecified	00000	350	(500)	(150)	(800)	(240)	(300)	-	-	-	(1,500)	-	-	(500)	-	-	-	(3,990)	6,310
<b>Total October</b>	<b>2,375</b>	<b>(8,250)</b>	<b>(2,475)</b>	<b>(65,700)</b>	<b>(19,710)</b>	<b>(3,400)</b>	<b>(968)</b>	<b>(270)</b>	<b>(1,924)</b>	<b>(21,300)</b>	<b>-</b>	<b>(863)</b>	<b>(9,300)</b>	<b>(8,000)</b>	<b>-</b>	<b>(2,000)</b>	<b>(144,159)</b>	<b>59,576</b>	
Dept of Labor-Unemployment	00000	150	(3,250)	(975)	(29,250)	(8,775)	-	-	-	-	(4,000)	-	-	(5,000)	(7,500)	-	(2,000)	(60,750)	44,318
Dept of Health-Contact Tracing	00000	100	(2,700)	(810)	(29,250)	(8,775)	-	-	-	-	(6,000)	-	-	(1,300)	(7,500)	-	-	(48,835)	(5,085)
Association of Hawaiian Civic Clubs	35394	250	(500)	(150)	(1,000)	(300)	(300)	-	-	-	(1,500)	-	-	(100)	-	-	-	(3,850)	(550)
Unspecified	00000	350	(500)	(150)	(800)	(240)	(300)	-	-	-	(1,500)	-	-	(500)	-	-	-	(3,990)	13,810
Unspecified	00000	350	(500)	(150)	(800)	(240)	(300)	-	-	-	(1,500)	-	-	(500)	-	-	-	(3,990)	11,310
Unspecified	00000	350	(500)	(150)	(800)	(240)	(300)	-	-	-	(1,500)	-	-	(500)	-	-	-	(3,990)	6,310
<b>Total November</b>	<b>1,550</b>	<b>(7,950)</b>	<b>(2,385)</b>	<b>(61,900)</b>	<b>(18,570)</b>	<b>(1,200)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>(16,000)</b>	<b>-</b>	<b>-</b>	<b>(7,900)</b>	<b>(7,500)</b>	<b>-</b>	<b>(2,000)</b>	<b>(125,405)</b>	<b>70,113</b>	
Dept of Labor-Unemployment	00000	150	(3,250)	(975)	(29,250)	(8,775)	-	-	-	-	(2,000)	-	-	(5,000)	(7,500)	-	(2,000)	(58,750)	43,688
Dept of Health-Contact Tracing	00000	100	(2,700)	(810)	(29,250)	(8,775)	-	-	-	-	(3,000)	-	-	(1,300)	(7,500)	-	-	(45,835)	(2,085)
Honolulu Marathon Expo	21641	30,000	(500)	(150)	(5,300)	(1,590)	(2,200)	(2,003)	(330)	(715)	(4,000)	(4,300)	(1,188)	(1,200)	-	-	-	(23,475)	34,825
Infl Chemical Congress of Pacific Basin Societies	24500	7,000	(500)	(150)	(5,000)	(1,500)	(500)	(2,242)	-	(2,341)	(10,300)	(14,000)	(150)	(2,200)	(1,000)	-	-	(39,883)	(29,663)
Honolulu Board Of Realtors General	35718	300	(300)	(90)	(700)	(210)	(300)	-	-	-	(800)	(1,000)	-	(300)	-	-	-	(3,700)	(3,028)
Unspecified	00000	350	(500)	(150)	(800)	(240)	(300)	-	-	-	(1,500)	-	-	(500)	-	-	-	(3,990)	13,810
Unspecified	00000	350	(500)	(150)	(800)	(240)	(300)	-	-	-	(1,500)	-	-	(500)	-	-	-	(3,990)	11,310
Unspecified	00000	350	(500)	(150)	(800)	(240)	(300)	-	-	-	(1,500)	-	-	(500)	-	-	-	(3,990)	6,310
<b>Total December</b>	<b>38,600</b>	<b>(8,750)</b>	<b>(2,625)</b>	<b>(71,900)</b>	<b>(21,570)</b>	<b>(3,900)</b>	<b>(4,245)</b>	<b>(330)</b>	<b>(3,056)</b>	<b>(24,600)</b>	<b>(19,300)</b>	<b>(1,338)</b>	<b>(11,500)</b>	<b>(8,500)</b>	<b>-</b>	<b>(2,000)</b>	<b>(183,613)</b>	<b>75,167</b>	
<b>Grand Total</b>	<b>59,025</b>	<b>(97,900)</b>	<b>(29,400)</b>	<b>(756,300)</b>	<b>(226,900)</b>	<b>(18,900)</b>	<b>(9,200)</b>	<b>(600)</b>	<b>(6,800)</b>	<b>(196,800)</b>	<b>(19,300)</b>	<b>(2,875)</b>	<b>(111,700)</b>	<b>(106,500)</b>	<b>(500)</b>	<b>(24,000)</b>	<b>(1,607,675)</b>	<b>1,122,225</b>	



Event Name	Event #	Attendance	40810			40921		41805		41990		42060		42070		42205		42390		42605		42790	
			Self Parking Sales	Connected Self Parking Labor	Net Parking	Contracted Electrical Sales	Electrical Concessionaire Share	Net Electrical	Gross Contracted A/V	Concessionaire Share	Net A/V	Gross Contracted Internet Sales	Internet Concessionaire Share	Net Internet	Gross Contracted Rigging Sales	Rigging Concessionaire Share	Net Rigging						
Dept of Labor-Unemployment	00000	150	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dept of Health-Contact Tracing	00000	100	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	350	1,750	438	1,313	-	-	-	5,000	4,000	1,000	5,000	5,000	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	350	1,750	438	1,313	-	-	-	5,000	4,000	1,000	5,000	5,000	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	350	1,750	438	1,313	-	-	-	5,000	4,000	1,000	5,000	5,000	-	-	-	-	-	-	-	-	-	-
<b>Total May</b>		<b>1,300</b>	<b>5,250</b>	<b>1,313</b>	<b>3,938</b>	-	-	-	<b>15,000</b>	<b>12,000</b>	<b>3,000</b>	<b>15,000</b>	<b>15,000</b>	-	-	-	-	-	-	-	-	-	-
Dept of Labor-Unemployment	00000	150	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dept of Health-Contact Tracing	00000	100	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Illumination Energy Summit</b>	35795	350	1,750	438	1,313	-	-	-	5,000	4,000	1,000	5,000	5,000	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	350	1,750	438	1,313	-	-	-	5,000	4,000	1,000	5,000	5,000	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	350	1,750	438	1,313	-	-	-	5,000	4,000	1,000	5,000	5,000	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	350	1,750	438	1,313	-	-	-	5,000	4,000	1,000	5,000	5,000	-	-	-	-	-	-	-	-	-	-
<b>Total June</b>		<b>1,650</b>	<b>7,000</b>	<b>1,750</b>	<b>5,250</b>	-	-	-	<b>20,000</b>	<b>16,000</b>	<b>4,000</b>	<b>20,000</b>	<b>20,000</b>	-	-	-	-	-	-	-	-	-	-
Dept of Labor-Unemployment	00000	150	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dept of Health-Contact Tracing	00000	100	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Transpac Award Ceremony</b>	36966	300	1,500	375	1,125	-	-	-	5,000	4,000	1,000	5,000	5,000	-	-	-	-	-	-	-	-	-	-
<b>INCOSE Symposium</b>	35010	600	-	-	-	2,500	1,500	1,000	10,000	8,000	2,000	20,000	20,000	-	-	-	-	-	-	-	-	-	-
<b>Hawai'i State Judiciary Bar Exams</b>	35883	250	-	-	-	-	-	-	5,000	4,000	1,000	5,000	5,000	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	350	1,750	438	1,313	-	-	-	5,000	4,000	1,000	5,000	5,000	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	350	1,750	438	1,313	-	-	-	5,000	4,000	1,000	5,000	5,000	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	350	1,750	438	1,313	-	-	-	5,000	4,000	1,000	5,000	5,000	-	-	-	-	-	-	-	-	-	-
<b>Total July</b>		<b>2,450</b>	<b>6,750</b>	<b>1,688</b>	<b>5,063</b>	<b>2,500</b>	<b>1,500</b>	<b>1,000</b>	<b>35,000</b>	<b>28,000</b>	<b>7,000</b>	<b>35,000</b>	<b>35,000</b>	-	-	-	-	-	-	-	-	-	-
Dept of Labor-Unemployment	00000	150	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dept of Health-Contact Tracing	00000	100	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unspecified-Chamber of Commerce HI Employ	00000	250	1,250	313	938	-	-	-	500	400	100	5,000	5,000	-	-	-	-	-	-	-	-	-	-
<b>Healthy Buildings</b>	37325	300	-	-	-	-	-	-	10,000	8,000	2,000	5,000	5,000	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	350	1,750	438	1,313	-	-	-	5,000	4,000	1,000	5,000	5,000	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	350	1,750	438	1,313	-	-	-	5,000	4,000	1,000	5,000	5,000	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	350	1,750	438	1,313	-	-	-	5,000	4,000	1,000	5,000	5,000	-	-	-	-	-	-	-	-	-	-
<b>Total August</b>		<b>1,850</b>	<b>6,500</b>	<b>1,625</b>	<b>4,875</b>	-	-	-	<b>25,500</b>	<b>20,400</b>	<b>5,100</b>	<b>20,000</b>	<b>20,000</b>	-	-	-	-	-	-	-	-	-	-

Event Name	Event #	Attendance	40810		40821		41805		41990		42060		42070		42205		42390		42605		42790				
			Self Parking Sales	Contracted Sell Parking Labor	Net Parking	Contracted Electrical Sales	Electrical Concessionaire Share	Net Electrical	Contracted A/V	Gross A/V	Concessionaire Share	Net A/V	Contracted Internet Sales	Gross Internet Sales	Concessionaire Share	Net Internet	Contracted Rigging Sales	Gross Rigging Sales	Concessionaire Share	Net Rigging					
Dept of Labor-Unemployment	00000	150	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Dept of Health-Contact Tracing	00000	100	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Cryogenic Engineering Conference	35354	300	-	-	-	-	-	-	-	-	2,500	2,000	500	1,000	1,000	-	-	-	-	-	-	-	-		
Bio Logging Symposium	37218	400	-	-	-	-	-	-	-	-	5,000	4,000	1,000	5,000	5,000	-	-	-	-	-	-	-	-		
Unspecified	00000	350	1,750	438	1,313	-	-	-	-	-	5,000	4,000	1,000	5,000	5,000	-	-	-	-	-	-	-	-		
Unspecified	00000	350	1,750	438	1,313	-	-	-	-	-	5,000	4,000	1,000	5,000	5,000	-	-	-	-	-	-	-	-		
Unspecified	00000	350	1,750	438	1,313	-	-	-	-	-	5,000	4,000	1,000	5,000	5,000	-	-	-	-	-	-	-	-		
<b>Total September</b>		<b>2,000</b>	<b>5,250</b>	<b>1,313</b>	<b>3,938</b>						<b>22,500</b>	<b>18,000</b>	<b>4,500</b>	<b>21,000</b>	<b>21,000</b>										
Dept of Labor-Unemployment	00000	150	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Dept of Health-Contact Tracing	00000	100	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
SIOP Congress	32042	850	-	-	-	5,000	3,000	2,000	25,000	20,000	5,000	15,000	15,000	-	-	-	-	-	-	-	-	-	-	-	
Hawaii State Bar Assn Bar Convention	37332	225	-	-	-	-	-	-	2,500	2,000	500	-	-	-	-	-	-	-	-	-	-	-	-	-	
Unspecified	00000	350	1,750	438	1,313	-	-	-	5,000	4,000	1,000	5,000	5,000	-	-	-	-	-	-	-	-	-	-	-	
Unspecified	00000	350	1,750	438	1,313	-	-	-	5,000	4,000	1,000	5,000	5,000	-	-	-	-	-	-	-	-	-	-	-	
Unspecified	00000	350	1,750	438	1,313	-	-	-	5,000	4,000	1,000	5,000	5,000	-	-	-	-	-	-	-	-	-	-	-	
<b>Total October</b>		<b>2,375</b>	<b>5,250</b>	<b>1,313</b>	<b>3,938</b>	<b>5,000</b>	<b>3,000</b>	<b>2,000</b>	<b>42,500</b>	<b>34,000</b>	<b>8,500</b>	<b>30,000</b>	<b>30,000</b>												
Dept of Labor-Unemployment	00000	150	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dept of Health-Contact Tracing	00000	100	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Association of Hawaiian Civic Clubs	35394	250	1,250	313	938	-	-	-	3,000	2,400	600	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	350	1,750	438	1,313	-	-	-	5,000	4,000	1,000	5,000	5,000	-	-	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	350	1,750	438	1,313	-	-	-	5,000	4,000	1,000	5,000	5,000	-	-	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	350	1,750	438	1,313	-	-	-	5,000	4,000	1,000	5,000	5,000	-	-	-	-	-	-	-	-	-	-	-	-
<b>Total November</b>		<b>1,550</b>	<b>6,500</b>	<b>1,625</b>	<b>4,875</b>				<b>18,000</b>	<b>14,400</b>	<b>3,600</b>	<b>15,000</b>	<b>15,000</b>												
Dept of Labor-Unemployment	00000	150	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dept of Health-Contact Tracing	00000	100	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Honolulu Marathon Expo	21641	30,000	15,000	15,000	-	5,500	3,300	2,200	5,000	4,000	1,000	2,500	2,500	-	-	-	-	-	-	3,000	2,400	600	-	-	
Int'l Chemical Congress of Pacific Basin Societies	24500	7,000	-	-	-	-	-	-	150,000	120,000	30,000	15,000	15,000	-	-	-	-	-	-	-	-	-	-	-	
Honolulu Board Of Realtors General	35718	300	1,500	375	1,125	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Unspecified	00000	350	1,750	438	1,313	-	-	-	5,000	4,000	1,000	5,000	5,000	-	-	-	-	-	-	-	-	-	-	-	
Unspecified	00000	350	1,750	438	1,313	-	-	-	5,000	4,000	1,000	5,000	5,000	-	-	-	-	-	-	-	-	-	-	-	
Unspecified	00000	350	1,800	475	1,325	-	-	-	5,000	4,000	1,000	5,000	5,000	-	-	-	-	-	-	-	-	-	-	-	
<b>Total December</b>		<b>38,600</b>	<b>21,800</b>	<b>16,725</b>	<b>5,075</b>	<b>5,500</b>	<b>3,300</b>	<b>2,200</b>	<b>170,000</b>	<b>136,000</b>	<b>34,000</b>	<b>32,500</b>	<b>32,500</b>							<b>3,000</b>	<b>2,400</b>	<b>600</b>			
<b>Grand Total</b>		<b>59,025</b>	<b>73,300</b>	<b>29,600</b>	<b>41,700</b>	<b>13,000</b>	<b>7,800</b>	<b>5,200</b>	<b>379,000</b>	<b>303,200</b>	<b>75,800</b>	<b>209,000</b>	<b>209,000</b>							<b>4,000</b>	<b>3,200</b>	<b>800</b>			

Acct#	Account Title	Budget	Executive	Finance	Operations	Event Services	Overhead	Total
70005	Salaries-Exempt	\$ 785,400	285,800	141,300	197,000	161,300	-	785,400
70006	Wages-Nonexempt	\$ -	-	-	-	-	-	-
70008	OT-Nonexempt	\$ -	-	-	-	-	-	-
70025	Janitorial-Exempt	\$ 100,200	-	-	100,200	-	-	100,200
70026	Janitorial-Nonexempt	\$ 227,800	-	-	227,800	-	-	227,800
70027	Janitorial-Overtime	\$ 3,700	-	-	3,700	-	-	3,700
70035	Maintenance-Exempt	\$ 165,000	-	-	165,000	-	-	165,000
70036	Maintenance-Nonexempt	\$ 284,700	-	-	284,700	-	-	284,700
70037	Maintenance-OT	\$ 1,800	-	-	1,800	-	-	1,800
70050	Landscaping-Exempt	\$ 51,700	-	-	51,700	-	-	51,700
70051	Landscaping-Nonexempt	\$ 33,600	-	-	33,600	-	-	33,600
70080	Security-Exempt	\$ 370,600	-	-	370,600	-	-	370,600
70081	Security-Nonexempt	\$ 621,800	-	-	621,800	-	-	621,800
70082	Security-OT	\$ -	-	-	-	-	-	-
70085	Facility-Exempt	\$ 60,000	-	-	-	60,000	-	60,000
70086	Facility-Nonexempt	\$ 35,000	-	-	-	35,000	-	35,000
70087	Facility-OT	\$ -	-	-	-	-	-	-
70091	IT/Telecom-Exempt	\$ 147,900	-	-	147,900	-	-	147,900
70092	IT/Telecom-Nonexempt	\$ -	-	-	-	-	-	-
70205	Bonus-Performance	\$ -	-	-	-	-	-	-
	<b>Employee Salary and Wages</b>	<b>\$ 2,889,200</b>	<b>285,800</b>	<b>141,300</b>	<b>2,205,800</b>	<b>256,300</b>	-	<b>2,889,200</b>
71005	Payroll Taxes	\$ 252,600	20,300	12,000	198,000	22,300	-	252,600
71105	Benefits	\$ 612,200	32,900	24,600	483,200	72,100	-	612,200
71205	#01 (k)	\$ 54,100	8,600	4,200	34,700	6,600	-	54,100
71505	Workers Compensation	\$ 116,600	6,600	3,300	100,800	5,900	-	116,600
71705	Vacation Expense	\$ -	-	-	-	-	-	-
	<b>Benefits</b>	<b>\$ 1,035,500</b>	<b>68,400</b>	<b>43,500</b>	<b>816,700</b>	<b>106,900</b>	-	<b>1,035,500</b>
72005	Contracted Security	\$ 18,900	-	-	18,900	-	-	18,900
72025	Contracted Cleaning Labor-Event	\$ 19,300	-	-	19,300	-	-	19,300
72026	Contracted Cleaning Labor-HDC	\$ 33,000	-	-	33,000	-	-	33,000
72027	Contracted Bldg Cleaning Svc	\$ 19,700	-	-	19,700	-	-	19,700
72405	Contracted Facility Set-Up	\$ -	-	-	-	-	-	-
72410	Armored Car Service	\$ -	-	-	-	-	-	-
72905	Other Contracted Services	\$ 223,700	-	-	214,900	8,800	-	223,700
	<b>Contracted Services</b>	<b>\$ 314,600</b>	-	-	<b>305,800</b>	<b>8,800</b>	-	<b>314,600</b>
73010	Professional Fees-Legal	\$ 5,000	-	-	-	-	5,000	5,000
73015	Professional Fees-Other	\$ 3,200	-	-	-	-	3,200	3,200
73035	Bank Service Charges	\$ 10,800	-	-	-	-	10,800	10,800
73045	Mileage	\$ -	-	-	-	-	-	-
73050	Payroll Fees	\$ 17,700	-	17,700	-	-	-	17,700
73055	Meals & Entertainment	\$ -	-	-	-	-	-	-
73060	Meetings & Conventions	\$ 2,800	2,000	-	300	500	-	2,800
73065	Dues & Subscriptions	\$ 10,300	7,200	400	1,600	1,000	200	10,300
73070	Postage	\$ 1,700	-	-	-	-	1,700	1,700
73095	Rental Office Equipment	\$ 19,800	-	-	-	-	19,800	19,800
73100	Office Supplies	\$ 7,200	-	-	-	-	7,200	7,200
73105	Printing & Stationary	\$ 3,000	-	-	-	200	2,800	3,000
73190	Corporate Travel	\$ 1,000	-	-	-	-	1,000	1,000
73215	Promotional	\$ 5,200	-	-	-	-	5,200	5,200
73230	Licenses & Fees	\$ 4,300	-	-	-	-	4,300	4,300
73255	Sales & Use Tax	\$ 7,800	-	-	-	-	7,800	7,800
73265	Credit Card Discounts	\$ 10,800	-	-	-	-	10,800	10,800
73275	Computer Expense	\$ 6,000	-	-	6,000	-	-	6,000
73290	Employee Relations	\$ 5,000	-	-	-	-	5,000	5,000
73295	Employee Training	\$ 12,600	2,000	-	10,600	-	-	12,600
73905	Miscellaneous G & A	\$ 3,600	200	-	2,000	1,000	400	3,600
	<b>General &amp; Administrative</b>	<b>\$ 137,800</b>	<b>11,400</b>	<b>18,100</b>	<b>20,400</b>	<b>2,700</b>	<b>85,200</b>	<b>137,800</b>
74005	Trash Removal-Green Waste	\$ 4,200	-	-	4,200	-	-	4,200
74010	Trash Removal	\$ 48,000	-	-	48,000	-	-	48,000
74030	Water Feature	\$ 3,000	-	-	3,000	-	-	3,000
74035	Landscaping	\$ 14,900	-	-	14,900	-	-	14,900
74055	Equipment Rental	\$ 5,500	-	-	-	5,500	-	5,500
74105	Vehicle Maintenance	\$ 2,400	-	-	2,400	-	-	2,400
	<b>Operations</b>	<b>\$ 78,000</b>	-	-	<b>72,500</b>	<b>5,500</b>	-	<b>78,000</b>
75005	Gen Bldg Repairs & Maintenance	\$ 175,800	-	-	175,800	-	-	175,800
75065	Telecom Equipment and Supplies	\$ 5,600	-	-	5,600	-	-	5,600
75070	Elevator Escalator	\$ 309,300	-	-	309,300	-	-	309,300
75095	HVAC Systems	\$ 100,700	-	-	100,700	-	-	100,700
75100	Machinery & Equipment	\$ 29,600	-	-	29,600	-	-	29,600
75105	Maintenance Agreements	\$ 131,700	-	-	131,700	-	-	131,700
	<b>Repairs &amp; Maintenance</b>	<b>\$ 752,600</b>	-	-	<b>752,600</b>	-	-	<b>752,600</b>
76005	General Building Supplies	\$ 24,000	-	-	24,000	-	-	24,000
76015	Gen Building Supplies Facility	\$ 9,000	-	-	-	9,000	-	9,000
76030	Bulbs & Lamps	\$ 4,800	-	-	4,800	-	-	4,800
76040	Electrical	\$ 3,000	-	-	3,000	-	-	3,000
76045	Fuel Propane	\$ 4,800	-	-	4,800	-	-	4,800
76145/6	COVID Expenses	\$ 15,000	-	-	10,000	5,000	-	15,000
76065	Plumbing	\$ 10,800	-	-	10,800	-	-	10,800
76070	Building Chemicals	\$ 13,200	-	-	13,200	-	-	13,200
76075	Small Tools	\$ 600	-	-	600	-	-	600
76080	First Aid	\$ 900	-	-	900	-	-	900
76090	HVAC Supplies	\$ 12,000	-	-	12,000	-	-	12,000
76110	Paint	\$ 12,000	-	-	12,000	-	-	12,000
76115	Janitorial Supplies	\$ 60,000	-	-	60,000	-	-	60,000
76135	Laundry	\$ 10,000	-	-	-	10,000	-	10,000
76140	Uniforms	\$ 5,300	-	-	4,800	500	-	5,300
76150	Security	\$ 4,800	-	-	4,800	-	-	4,800
76155	Signage	\$ 9,000	-	-	9,000	-	-	9,000
76160	Landscaping Supplies	\$ 6,000	-	-	6,000	-	-	6,000
76165	Parking Supplies	\$ 5,000	-	-	5,000	-	-	5,000
	<b>Supplies</b>	<b>\$ 210,200</b>	-	-	<b>185,700</b>	<b>24,500</b>	-	<b>210,200</b>

Acct#	Account Title	Budget	Executive	Finance	Operations	Event Services	Overhead	Total
77040	<b>Insurance</b>	\$ 99,700	-	-	-	-	99,700	99,700
78005	Electricity	\$ 1,574,300	-	-	-	-	1,574,300	1,574,300
78012	Cable TV Services	\$ 2,600	-	-	-	-	2,600	2,600
78105	Gas & Fuel	\$ 30,000	-	-	-	-	30,000	30,000
78205	Telephone	\$ 45,300	-	-	-	-	45,300	45,300
78305	Water & Sewage	\$ 265,200	-	-	-	-	265,200	265,200
	<b>Utilities</b>	\$ 1,917,400	-	-	-	-	1,917,400	1,917,400
79005	Community Relations	\$ 5,000	-	-	-	-	5,000	5,000
	<b>Other</b>	\$ 16,600	-	-	-	-	16,600	16,600
80010	Incentive Fee	\$ -	-	-	-	-	-	-
80205	Management Fee Client	\$ 223,600	-	-	-	-	223,600	223,600
	<b>Management &amp; Incentive Fee</b>	\$ 223,600	-	-	-	-	223,600	223,600
90090	<b>FF &amp; E Expense</b>	\$ 9,800	400	400	8,000	1,000	-	9,800
81025	Allocated Janitorial-Event	\$ (196,800)	-	-	(196,800)	-	-	(196,800)
81035	Allocated Maintenance-Event	\$ (111,700)	-	-	(111,700)	-	-	(111,700)
81080	Allocated Security-Event	\$ (983,200)	-	-	(983,200)	-	-	(983,200)
81082	Allocated Security-Event OC	\$ (9,200)	-	-	(9,200)	-	-	(9,200)
81085	Allocated Facility-Event	\$ (127,300)	-	-	-	(127,300)	-	(127,300)
	<b>Event Labor Allocations</b>	\$ (1,428,200)	-	-	(1,300,900)	(127,300)	-	(1,428,200)
81090	Allocated IT/Telcom-Event	\$ (106,825)	-	-	(106,800)	-	(325)	(106,825)
81190	Allocated Contract Police/Fire/First Aid	\$ (7,400)	-	-	(600)	(6,800)	-	(7,400)
81205	Allocated Utilities	\$ (2,550)	-	-	-	-	(2,550)	(2,550)
81305	Allocated Contract Svc Facilities	\$ -	-	-	-	-	-	-
81405	Allocated Contract Svc Janitorial	\$ (19,300)	-	-	(19,300)	-	-	(19,300)
81505	Allocated Insurance	\$ (500)	-	-	-	-	(500)	(500)
81605	Allocated Contract Security	\$ (18,900)	-	-	(18,900)	-	-	(18,900)
	<b>Other Event Expense Allocations</b>	\$ (155,475)	-	-	(145,300)	(6,800)	(3,375)	(155,475)

<b>Total</b>	\$ 6,101,325	\$ 366,000	\$ 203,300	\$ 2,921,300	\$ 271,600	\$ 2,339,125	\$ 6,101,325
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Account Title	Reforecast	Executive	Finance	Operations	Event Services	Overhead	Total
Salaries-Exempt	\$ 860,300	300,200	192,600	187,200	180,300	-	860,300
Wages-Nonexempt	\$ 45,000	14,800	15,700	-	14,500	-	45,000
OT-Nonexempt	\$ 2,000	100	100	-	1,800	-	2,000
Janitorial-Exempt	\$ 52,500	-	-	52,500	-	-	52,500
Janitorial-Nonexempt	\$ 215,400	-	-	215,400	-	-	215,400
Janitorial-Overtime	\$ 1,900	-	-	1,900	-	-	1,900
Maintenance-Exempt	\$ 149,500	-	-	149,500	-	-	149,500
Maintenance-Nonexempt	\$ 288,200	-	-	288,200	-	-	288,200
Maintenance-OT	\$ 600	-	-	600	-	-	600
Landscaping-Exempt	\$ 51,200	-	-	51,200	-	-	51,200
Landscaping-Nonexempt	\$ 45,900	-	-	45,900	-	-	45,900
Security-Exempt	\$ 360,600	-	-	360,600	-	-	360,600
Security-Nonexempt	\$ 609,400	-	-	609,400	-	-	609,400
Security-OT	\$ 7,900	-	-	7,900	-	-	7,900
Facility-Exempt	\$ 54,000	-	-	-	54,000	-	54,000
Facility-Nonexempt	\$ 64,800	-	-	-	64,800	-	64,800
Facility-OT	\$ 1,900	-	-	-	1,900	-	1,900
IT/Telcom-Exempt	\$ 182,400	-	-	182,400	-	-	182,400
IT/Telcom-Nonexempt	\$ -	-	-	-	-	-	-
Bonus-Performance	\$ (6,000)	(2,600)	-	-	(3,400)	-	(6,000)
<b>Employee Salary and Wages</b>	<b>\$ 2,987,500</b>	<b>312,500</b>	<b>208,400</b>	<b>2,152,700</b>	<b>313,900</b>	-	<b>2,987,500</b>
Payroll Taxes	\$ 253,000	24,600	14,900	186,600	25,900	-	253,000
Benefits	\$ 579,800	32,900	32,900	431,800	82,600	-	579,800
401 (k)	\$ 63,900	10,800	6,500	37,900	8,700	-	63,900
Workers Compensation	\$ 109,400	4,200	4,900	89,500	10,800	-	109,400
Vacation Expense	\$ 112,800	12,000	11,000	76,100	13,700	-	112,800
<b>Benefits</b>	<b>\$ 1,118,900</b>	<b>84,100</b>	<b>70,200</b>	<b>821,900</b>	<b>142,700</b>	-	<b>1,118,900</b>
Contracted Security	\$ 33,300	-	-	33,300	-	-	33,300
Contracted Cleaning Labor-Event	\$ 103,200	-	-	103,200	-	-	103,200
Contracted Cleaning Labor-HCC	\$ 14,800	-	-	14,800	-	-	14,800
Contracted Bldg Cleaning Svc	\$ 17,100	-	-	17,100	-	-	17,100
Contracted Facility Set-Up	\$ 123,200	-	-	-	123,200	-	123,200
Armored Car Service	\$ 100	-	100	-	-	-	100
Other Contracted Services	\$ 244,700	-	1,400	219,400	23,900	-	244,700
<b>Contracted Services</b>	<b>\$ 536,400</b>	-	<b>1,500</b>	<b>387,800</b>	<b>147,100</b>	-	<b>536,400</b>
Professional Fees-Legal	\$ 5,200	-	-	-	-	5,200	5,200
Professional Fees-Other	\$ 5,000	-	-	-	-	5,000	5,000
Bank Service Charges	\$ 9,100	-	-	-	-	9,100	9,100
Mileage	\$ -	-	-	-	-	-	-
Payroll Fees	\$ 12,200	-	12,200	-	-	-	12,200
Meals & Entertainment	\$ -	-	-	-	-	-	-
Meetings & Conventions	\$ 1,600	1,400	-	200	-	-	1,600
Dues & Subscriptions	\$ 7,200	4,100	300	1,900	-	900	7,200
Postage	\$ 300	-	-	-	-	300	300
Rental Office Equipment	\$ 17,000	-	-	-	-	17,000	17,000
Office Supplies	\$ 3,000	-	-	-	-	3,000	3,000
Printing & Stationary	\$ 500	-	-	-	-	500	500
Corporate Travel	\$ 1,500	-	-	-	-	1,500	1,500
Promotional	\$ -	-	-	-	-	-	-
Licenses & Fees	\$ 2,900	-	-	100	-	2,800	2,900
Sales & Use Tax	\$ 6,200	-	-	-	-	6,200	6,200
Credit Card Discounts	\$ 8,100	-	-	-	-	8,100	8,100
Computer Expense	\$ 6,400	-	-	6,400	-	-	6,400
Employee Relations	\$ 12,400	-	-	-	-	12,400	12,400
Employee Training	\$ 200	200	-	-	-	-	200
Miscellaneous G & A	\$ 22,800	100	-	10,400	300	12,000	22,800
<b>General &amp; Administrative</b>	<b>\$ 121,600</b>	<b>5,800</b>	<b>12,500</b>	<b>19,000</b>	<b>300</b>	<b>84,000</b>	<b>121,600</b>
Trash Removal-Green Waste	\$ 3,300	-	-	3,300	-	-	3,300
Trash Removal	\$ 40,100	-	-	40,100	-	-	40,100
Water Feature	\$ 2,500	-	-	2,500	-	-	2,500
Landscaping	\$ 23,600	-	-	23,600	-	-	23,600
Equipment Rental	\$ 4,300	-	-	-	4,300	-	4,300
Vehicle Maintenance	\$ 800	-	-	800	-	-	800
<b>Operations</b>	<b>\$ 74,700</b>	-	-	<b>70,400</b>	<b>4,300</b>	-	<b>74,700</b>
Gen Bldg Repairs & Maintenance	\$ 133,700	-	-	133,700	-	-	133,700
Telecom Equipment and Supplies	\$ 1,800	-	-	1,800	-	-	1,800
Elevator Escalator	\$ 244,800	-	-	244,800	-	-	244,800
HVAC Systems	\$ 86,100	-	-	86,100	-	-	86,100
Machinery & Equipment	\$ 25,200	-	-	25,200	-	-	25,200
Maintenance Agreements	\$ 101,300	-	-	101,300	-	-	101,300
<b>Repairs &amp; Maintenance</b>	<b>\$ 593,000</b>	-	-	<b>593,000</b>	-	-	<b>593,000</b>
General Building Supplies	\$ 15,300	-	-	15,300	-	-	15,300
Gen Building Supplies Facility	\$ 14,500	-	-	-	14,500	-	14,500
Bulbs & Lamps	\$ 8,000	-	-	8,000	-	-	8,000
Electrical	\$ 1,700	-	-	1,700	-	-	1,700
Fuel Propane	\$ 4,700	-	-	4,700	-	-	4,700
COVID Expenses	\$ 44,300	200	-	43,100	1,000	-	44,300
Plumbing	\$ 10,700	-	-	10,700	-	-	10,700
Building Chemicals	\$ 11,100	-	-	11,100	-	-	11,100
Small Tools	\$ 700	-	-	700	-	-	700
First Aid	\$ 700	-	-	700	-	-	700
HVAC Supplies	\$ 7,600	-	-	7,600	-	-	7,600
Paint	\$ 200	-	-	200	-	-	200
Janitorial Supplies	\$ 32,400	-	-	32,400	-	-	32,400
Lauundry	\$ 5,800	-	-	-	5,800	-	5,800
Uniforms	\$ (1,500)	-	-	(1,800)	300	-	(1,500)
Security	\$ 2,500	-	-	2,500	-	-	2,500
Signage	\$ -	-	-	-	-	-	-
Landscaping Supplies	\$ 1,600	-	-	1,600	-	-	1,600
Parking Supplies	\$ 3,100	-	-	3,100	-	-	3,100
<b>Supplies</b>	<b>\$ 163,400</b>	<b>200</b>	-	<b>141,600</b>	<b>21,600</b>	-	<b>163,400</b>

Account Title	Reforecast	Executive	Finance	Operations	Event Services	Overhead	Total
<b>Insurance</b>	\$ 107,900	-	-	-	-	107,900	107,900
Electricity	\$ 1,607,900	-	-	-	-	1,607,900	1,607,900
Cable TV Services	\$ 2,600	-	-	-	-	2,600	2,600
Gas & Fuel	\$ 19,600	-	-	-	-	19,600	19,600
Telephone	\$ 42,800	-	-	-	-	42,800	42,800
Water & Sewage	\$ 263,700	-	-	-	-	263,700	263,700
<b>Utilities</b>	\$ 1,936,600	-	-	-	-	1,936,600	1,936,600
Community Relations	\$ -	-	-	-	-	-	-
<b>Other</b>	\$ 21,600	-	-	-	-	21,600	21,600
Incentive Fee	\$ -	-	-	-	-	-	-
Management Fee Client	\$ 218,800	-	-	-	-	218,800	218,800
<b>Management &amp; Incentive Fee</b>	\$ 218,800	-	-	-	-	218,800	218,800
<b>FF &amp; E Expense</b>	\$ 2,400	200	-	2,200	-	-	2,400
Allocated Janitorial-Event	\$ (169,690)	-	-	(169,690)	-	-	(169,690)
Allocated Maintenance-Event	\$ (30,100)	-	-	(30,100)	-	-	(30,100)
Allocated Security-Event	\$ (1,033,700)	-	-	(1,033,700)	-	-	(1,033,700)
Allocated Security-Event OC	\$ (49,200)	-	-	(49,200)	-	-	(49,200)
Allocated Facility-Event	\$ (123,100)	-	-	-	(123,100)	-	(123,100)
<b>Event Labor Allocations</b>	\$ (1,435,890)	-	-	(1,312,790)	(123,100)	-	(1,435,890)
Allocated IT/Telcom-Event	\$ (112,200)	-	-	(112,200)	-	-	(112,200)
Allocated Contract Police/Fire/First Aid	\$ (25,300)	-	-	(6,700)	(18,600)	-	(25,300)
Allocated Utilities	\$ (22,400)	-	-	-	-	(22,400)	(22,400)
Allocated Contract Svc Facilities	\$ (115,400)	-	-	-	(115,400)	-	(115,400)
Allocated Contract Svc Janitorial	\$ (105,200)	-	-	(105,200)	-	-	(105,200)
Allocated Insurance	\$ (900)	-	-	-	-	(900)	(900)
Allocated Contract Security	\$ (23,300)	-	-	(23,300)	-	-	(23,300)
<b>Other Event Expense Allocations</b>	\$ (478,300)	-	-	(320,900)	(134,100)	(23,300)	(478,300)
<b>Total</b>	\$ 5,968,610	\$ 402,800	\$ 292,600	\$ 2,554,910	\$ 372,700	\$ 2,345,600	\$ 5,968,610

HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 EXECUTIVE DEPARTMENT

500

Acct#	Account Title		Budget
70005	Salaries-Exempt	See Facility Salary Detail	\$ 285,800
71005	Payroll Taxes	See Facility Salary Detail	\$ 20,300
71105	Benefits	See Facility Salary Detail	\$ 32,900
71205	401 (k)	See Facility Salary Detail	\$ 8,600
71505	Workers Compensation	See Facility Salary Detail	\$ 6,600
73060	Meetings & Conventions	IAVM-TO	\$ 1,000
		Hawaii Tourism & Lodging Assn-TO	\$ 500
		Miscellaneous	\$ 500
73065	Dues & Subscriptions	Waikiki Improvement Member	\$ 1,200
		HVCB Corporate Dues	\$ 1,500
		Chamber of Commerce	\$ 900
		PCMA	\$ 500
		ASAE	\$ 500
		Hawaii Lodging & Tourism Association	\$ 350
		Native Hawaiian Hospitality	\$ 300
		PBN	\$ 300
		IAAM	\$ 300
		MPI	\$ 300
		PATA	\$ 300
		SHRM Federal and State	\$ 250
		Venue Management	\$ 200
		AMEX (2)	\$ 200
		Other Trade Publications/Journals	\$ 100
73295	Employee Training	Employee Training-Continuing Education, Speakers, Training	\$ 2,000
73905	Miscellaneous G & A	Other Miscellaneous Expense	\$ 200
90090	FF & E Expense		\$ 400
	500	JANUARY 1, 2021 TO DECEMBER 31, 2021	\$ 366,000

HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 EXECUTIVE DEPARTMENT

500

Acct#	Account Title	Budget	Prior Year CY2020 Reforecast	Variance More / (Less)	Percentage Change Increase (Decrease)
70005	Salaries-Exempt	\$ 285,800	300,200	(14,400)	-4.8%
70006	Wages-Nonexempt	\$ -	14,800	(14,800)	-100.0%
70008	OT-Nonexempt	\$ -	100	(100)	-100.0%
70205	Bonus-Performance	\$ -	(2,600)	2,600	-100.0%
71005	Payroll Taxes	\$ 20,300	24,600	(4,300)	-17.5%
71105	Benefits	\$ 32,900	32,500	400	1.2%
71205	401 (k)	\$ 8,600	10,800	(2,200)	-20.4%
71505	Workers Compensation	\$ 6,600	4,200	2,400	57.1%
71705	Vacation Expense	\$ -	12,000	(12,000)	-100.0%
73055	Meals & Entertainment	\$ -	-	-	-
73060	Meetings & Conventions	\$ 2,000	1,400	600	42.9%
73065	Dues & Subscriptions	\$ 7,200	4,100	3,100	75.6%
73295	Employee Training	\$ 2,000	200	1,800	900.0%
73905	Miscellaneous G & A	\$ 200	100	100	100.0%
76145/6	COVID Expenses	\$ -	200	(200)	-100.0%
76140	Uniforms	\$ -	-	-	-
90090	FF & E Expense	\$ 400	200	200	100.0%
	<b>Total</b>	<b>\$ 366,000</b>	<b>\$ 402,800</b>	<b>\$ (36,800)</b>	<b>-9.1%</b>

Prior Year Dark CY 2020 Budget	Variance More / (Less)	Percentage Change Increase (Decrease)
285,300	500	0.2%
-	-	-
-	-	-
-	-	-
23,200	(2,900)	-12.5%
34,400	(1,500)	-4.4%
8,600	-	-
17,600	(11,000)	-62.5%
-	-	-
-	-	-
-	2,000	-
6,500	700	10.8%
-	2,000	-
200	-	-
-	-	-
-	-	-
400	-	-
\$ 376,200	\$ (10,200)	-2.7%

Prior Year Original CY 2020 Budget	Variance More / (Less)	Percentage Change Increase (Decrease)
343,000	(57,200)	-16.7%
42,500	(42,500)	-100.0%
-	-	-
22,500	(22,500)	-100.0%
29,800	(9,500)	-31.9%
46,300	(13,400)	-28.9%
11,600	(3,000)	-25.9%
5,300	1,300	24.5%
-	-	-
1,500	(1,500)	-100.0%
9,500	(7,500)	-78.9%
8,700	(1,500)	-17.2%
10,500	(8,500)	-81.0%
300	(100)	-33.3%
-	-	-
300	(300)	-100.0%
1,200	(800)	-66.7%
\$ 533,000	\$ (167,000)	-31.3%

E

HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 EXECUTIVE DEPARTMENT

500

Acct#	Account Title	Budget
70005	Salaries-Exempt	\$ 285,800
70006	Wages-Nonexempt	\$ -
70008	OT-Nonexempt	\$ -
70205	Bonus-Performance	\$ -
71005	Payroll Taxes	\$ 20,300
71105	Benefits	\$ 32,900
71205	401 (k)	\$ 8,600
71505	Workers Compensation	\$ 6,600
71705	Vacation Expense	\$ -
73055	Meals & Entertainment	\$ -
73060	Meetings & Conventions	\$ 2,000
73065	Dues & Subscriptions	\$ 7,200
73295	Employee Training	\$ 2,000
73905	Miscellaneous G & A	\$ 200
76145/6	COVID Expenses	\$ -
76140	Uniforms	\$ -
90090	FF & E Expense	\$ 400
	<b>Total</b>	<b>\$ 366,000</b>

Two Years Prior CY 2019 Actual	Variance More / (Less)	Percentage Change Increase (Decrease)
180,864	104,936	58.0%
39,458	(39,458)	-100.0%
15	(15)	-100.0%
26,369	(26,369)	-100.0%
17,472	2,828	16.2%
36,884	(3,984)	-10.8%
12,216	(3,616)	-29.6%
1,664	4,936	296.6%
19,056	(19,056)	-100.0%
2,948	(2,948)	-100.0%
15,377	(13,377)	-87.0%
7,517	(317)	-4.2%
3,238	(1,238)	-38.2%
-	200	-
-	-	-
-	-	-
-	400	-
<b>\$ 363,078</b>	<b>\$ 2,922</b>	<b>0.8%</b>

Three Years Prior CY 2018 Actual	Variance More / (Less)	Percentage Change Increase (Decrease)
220,330	65,470	29.7%
40,428	(40,428)	-100.0%
15	(15)	-100.0%
16,833	(16,833)	-100.0%
21,133	(833)	-3.9%
31,246	1,654	5.3%
13,002	(4,402)	-33.9%
1,328	5,272	397.0%
14,073	(14,073)	-100.0%
3,336	(3,336)	-100.0%
4,768	(2,768)	-58.1%
4,766	2,434	51.1%
7,676	(5,676)	-73.9%
6	194	3233.3%
-	-	-
-	-	-
-	-	-
-	400	-
<b>\$ 378,940</b>	<b>\$ (12,940)</b>	<b>-3.4%</b>

Four Years Prior CY 2017 Actual	Variance More / (Less)	Percentage Change Increase (Decrease)
193,149	92,651	48.0%
39,167	(39,167)	-100.0%
397	(397)	-100.0%
19,498	(19,498)	-100.0%
20,696	(396)	-1.9%
30,630	2,270	7.4%
13,056	(4,456)	-34.1%
1,483	5,117	345.0%
12,893	(12,893)	-100.0%
559	(559)	-100.0%
845	1,155	136.7%
7,043	157	2.2%
9,694	(7,694)	-79.4%
-	200	-
-	-	-
-	-	-
-	400	-
<b>\$ 349,110</b>	<b>\$ 16,890</b>	<b>4.8%</b>

E

HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 FINANCE DEPARTMENT

505

Acct#	Account Title	Itemized Amounts / Descriptions	Budget
70005	Salaries-Exempt	See Facility Salary Detail \$ 141,300	\$ 141,300
71005	Payroll Taxes	See Facility Salary Detail \$ 12,000	\$ 12,000
71105	Benefits	See Facility Salary Detail \$ 24,000	\$ 24,000
71205	401 (k)	See Facility Salary Detail \$ 4,200	\$ 4,200
71505	Workers Compensation	See Facility Salary Detail \$ 3,300	\$ 3,300
73050	Payroll Fees	ADP Payroll @ \$800/mo \$ 9,600 ABIMM Timeclocks @ \$375/mo \$ 4,500 Affordable Care Act @ \$300/mo \$ 3,600	\$ 17,700
73065	Dues & Subscriptions	CPA (NL) \$ 300 AMEX \$ 100	\$ 400
90090	FF & E Expense	\$ 400	\$ 400
505		JANUARY 1, 2021 TO DECEMBER 31, 2021	\$ 203,300

HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 FINANCE DEPARTMENT

505

Acct#	Account Title	Budget	Prior Year CY2020 Reforecast	Variance More / (Less)	Percentage Change Increase (Decrease)
70005	Salaries-Exempt	\$ 141,300	192,600	(51,300)	-26.6%
70006	Wages-Nonexempt	\$ -	15,700	(15,700)	-100.0%
70008	OT-Nonexempt	\$ -	100	(100)	-100.0%
70205	Bonus-Performance	\$ -	-	-	-
71005	Payroll Taxes	\$ 12,000	14,900	(2,900)	-19.5%
71105	Benefits	\$ 24,000	32,900	(8,900)	-27.1%
71205	401 (k)	\$ 4,200	6,500	(2,300)	-35.4%
71505	Workers Compensation	\$ 3,300	4,900	(1,600)	-32.7%
71705	Vacation Expense	\$ -	11,000	(11,000)	-100.0%
72410	Armored Car Service	\$ -	100	(100)	-100.0%
72905	Other Contracted Services	\$ -	1,400	(1,400)	-100.0%
73050	Payroll Fees	\$ 17,700	12,200	5,500	45.1%
73060	Meetings & Conventions	\$ -	-	-	-
73065	Dues & Subscriptions	\$ 400	300	100	33.3%
73295	Employee Training	\$ -	-	-	-
73905	Miscellaneous G & A	\$ -	-	-	-
76140	Uniforms	\$ -	-	-	-
79020	Expenses Prior to AEG Contract	\$ -	-	-	-
90090	FF & E Expense	\$ 400	-	400	-
	<b>Total</b>	<b>\$ 203,300</b>	<b>\$ 292,600</b>	<b>\$ (89,300)</b>	<b>-30.5%</b>

Prior Year Dark CY 2020 Budget	Variance More / (Less)	Percentage Change Increase (Decrease)
183,500	(42,200)	-23.0%
-	-	-
-	-	-
-	-	-
19,400	(7,400)	-38.1%
22,100	1,900	8.6%
5,500	(1,300)	-23.6%
11,300	(8,000)	-70.8%
-	-	-
-	-	-
-	-	-
12,000	5,700	47.5%
-	-	-
300	100	33.3%
-	-	-
-	-	-
-	-	-
-	-	-
400	-	-
\$ 254,500	\$ (51,200)	-20.1%

Prior Year Original CY 2020 Budget	Variance More / (Less)	Percentage Change Increase (Decrease)
208,300	(67,000)	-32.2%
90,400	(90,400)	-100.0%
500	(500)	-100.0%
8,100	(8,100)	-100.0%
26,200	(14,200)	-54.2%
38,900	(14,900)	-38.3%
9,000	(4,800)	-53.3%
5,900	(2,600)	-44.1%
-	-	-
1,600	(1,600)	-100.0%
4,200	(4,200)	-100.0%
15,300	2,400	15.7%
1,000	(1,000)	-100.0%
300	100	33.3%
2,100	(2,100)	-100.0%
200	(200)	-100.0%
400	(400)	-100.0%
-	-	-
600	(200)	-33.3%
\$ 413,000	\$ (209,700)	-50.8%

E

HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 FINANCE DEPARTMENT

505

Acct#	Account Title	Budget
70005	Salaries-Exempt	\$ 141,300
70006	Wages-Nonexempt	\$ -
70008	OT-Nonexempt	\$ -
70205	Bonus-Performance	\$ -
71005	Payroll Taxes	\$ 12,000
71105	Benefits	\$ 24,000
71205	401 (k)	\$ 4,200
71505	Workers Compensation	\$ 3,300
71705	Vacation Expense	\$ -
72410	Armored Car Service	\$ -
72905	Other Contracted Services	\$ -
73050	Payroll Fees	\$ 17,700
73060	Meetings & Conventions	\$ -
73065	Dues & Subscriptions	\$ 400
73295	Employee Training	\$ -
73905	Miscellaneous G & A	\$ -
76140	Uniforms	\$ -
79020	Expenses Prior to AEG Contract	\$ -
90090	FF & E Expense	\$ 400
	<b>Total</b>	<b>\$ 203,300</b>

Two Years Prior CY 2019 Actual	Variance More / (Less)	Percentage Change Increase (Decrease)
187,198	(45,898)	-24.5%
72,167	(72,167)	-100.0%
672	(672)	-100.0%
18,559	(18,559)	-100.0%
21,580	(9,580)	-44.4%
42,523	(18,523)	-43.6%
8,092	(3,892)	-48.1%
2,656	644	24.2%
20,417	(20,417)	-100.0%
813	(813)	-100.0%
6,197	(6,197)	-100.0%
14,221	3,479	24.5%
-	-	-
206	194	94.2%
23	(23)	-100.0%
16	(16)	-100.0%
-	-	-
-	-	-
993	(593)	-59.7%
\$ 396,333	\$ (193,033)	-48.7%

Three Years Prior CY 2018 Actual	Variance More / (Less)	Percentage Change Increase (Decrease)
185,379	(44,079)	-23.8%
84,304	(84,304)	-100.0%
1,024	(1,024)	-100.0%
11,308	(11,308)	-100.0%
23,376	(11,376)	-48.7%
38,476	(14,476)	-37.6%
7,148	(2,948)	-41.2%
2,719	581	21.4%
17,568	(17,568)	-100.0%
896	(896)	-100.0%
6,399	(6,399)	-100.0%
12,210	5,490	45.0%
-	-	-
-	400	-
1,562	(1,562)	-100.0%
53	(53)	-100.0%
124	(124)	-100.0%
-	-	-
-	-	-
-	400	-
\$ 392,546	\$ (189,246)	-48.2%

Four Years Prior CY 2017 Actual	Variance More / (Less)	Percentage Change Increase (Decrease)
181,518	(40,218)	-22.2%
47,239	(47,239)	-100.0%
338	(338)	-100.0%
13,523	(13,523)	-100.0%
20,911	(8,911)	-42.6%
30,687	(6,687)	-21.8%
6,942	(2,742)	-39.5%
2,113	1,187	56.2%
16,536	(16,536)	-100.0%
674	(674)	-100.0%
4,640	(4,640)	-100.0%
11,471	6,229	54.3%
398	(398)	-100.0%
152	248	163.2%
-	-	-
-	-	-
-	-	-
-	-	-
-	400	-
\$ 337,142	\$ (133,842)	-39.7%

E

HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 OPERATIONS DEPARTMENT

510

Acct#	Account Title	Itemized Amounts / Descriptions	Budget
70005	Salaries-Exempt	See Facility Salary Detail	\$ 197,000
70025	Janitorial-Exempt	See Facility Salary Detail	\$ 100,200
70026	Janitorial-Nonexempt	See Facility Salary Detail	\$ 227,800
70027	Janitorial-Overtime	See Facility Salary Detail	\$ 3,700
70035	Maintenance-Exempt	See Facility Salary Detail	\$ 165,000
70036	Maintenance-Nonexempt	See Facility Salary Detail	\$ 284,700
70037	Maintenance-OT	See Facility Salary Detail	\$ 1,800
70050	Landscaping-Exempt	See Facility Salary Detail	\$ 51,700
70051	Landscaping-Nonexempt	See Facility Salary Detail	\$ 33,600
70080	Security-Exempt	See Facility Salary Detail	\$ 370,600
70081	Security-Nonexempt	See Facility Salary Detail	\$ 621,800
		See Facility Salary Detail - Event Security OC	\$ 9,200
70091	IT/Telcom-Exempt	See Facility Salary Detail	\$ 147,900
71005	Payroll Taxes	See Facility Salary Detail	\$ 198,000
71105	Benefits	See Facility Salary Detail	\$ 483,200
71205	401 (k)	See Facility Salary Detail	\$ 34,700
71505	Workers Compensation	See Facility Salary Detail	\$ 50,800
		Reserve for WC Claims Prior to ASM	\$ 50,000
72005	Contracted Security	Contracted Security Labor for Events	\$ 18,900
72025	Contracted Cleaning Labor-Event	Contracted Cleaning Labor for Events	\$ 19,300
72026	Contracted Cleaning Labor-HCC	Contracted Labor Cleaning for Special Projects-Bldg	\$ 20,000
		Contracted Labor Cleaning for Special Projects-Offices	\$ 13,000
72027	Contracted Bldg Cleaning Svc	Glass Cleaning, HBM (3x yr)	\$ 15,700
		Pressure Wash, HBM selective exterior areas	\$ 4,000
72905	Other Contracted Services	Contracted Parking Labor for Events	\$ 29,600
		Contracted HFD & HPD Labor for Events	\$ 600
		Contracted Other Services for Events	\$ 24,000
		Bird Control Services (\$700/mo)	\$ 8,400
		Pest Control Services (\$900/mo)	\$ 10,800
		Other pest services (feral animal trapping)	\$ 1,000
		Envision Mitel Phone Switch (main phone system)	\$ 2,000
		Utility Bill Management, Cass @ \$50/mo + \$4.50 process	\$ 700
		ASM Allocation for Services (IT, Payroll, Encore)	\$ 137,800
			\$ 214,900

HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 OPERATIONS DEPARTMENT

510

Acct#	Account Title	Itemized Amounts / Descriptions	Budget
73060	Meetings & Conventions	Miscellaneous Meetings \$ - IAVM Virtual (MT) \$ 300	\$ 300
73065	Dues & Subscriptions	Intl Assn of Venue Mgrs-June (MT) \$ 495 HI Hotel Visitor Industry Security Assn-Dec (MF) \$ 150 Landscape Industry Council of HI - Jan (MI) \$ 40 Natl Assn Landscape Prof PLANET - Dec (MI), e/o yr \$ 200 HLTA - Housekeeping Council - (IV, CL) \$ 150 Assn Info Technology Prof - Nov (BT) \$ 220 HLTA - Engineering Council (RS, GC) \$ 150 Miscellaneous \$ 95	\$ 1,500
73275	Computer Expense	Network Cabling, Jacks, Switches \$ 1,000 Battery Back-ups \$ 2,000 Network Switches \$ 2,000 Reader Board Repairs \$ 1,000	\$ 6,000
73295	Employee Training	Forklift, Boomlift, Scissors Lift \$ - --Forklift, 10 pax @ \$125 \$ 1,250 --Scissorslift, 2 pax @ \$225 \$ 250 Reachmaster Lift, \$1500/session, 19 pax \$ 3,000 Respirator Fit Test/Medical - Jan, 1 pax \$ 100 Security - Guard Card Certification \$ 5,000 Security - Active Shooter Training \$ 1,000	\$ 10,600
73905	Miscellaneous G & A	Miscellaneous @ \$150 mthly \$ 1,200 Business Center - retail product inventory \$ 800	\$ 2,000
74005	Trash Removal-Green Waste	Trash Removal-Green Waste@ \$350 mthly \$ 4,200	\$ 4,200
74010	Trash Removal	Trash Removal @ \$4,000 mthly \$ 48,000	\$ 48,000
74030	Water Feature	Water Feature Supplies @ \$250 mthly \$ 3,000	\$ 3,000
74035	Landscaping	Coconut Tree Trimming-3x/yr Feb, June, Oct \$ 9,900 Plant Rotation \$ 3,000 Landscaping equipment repairs, \$166/mo \$ 2,000	\$ 14,900

HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 OPERATIONS DEPARTMENT

510

Acct#	Account Title	Itemized Amounts / Descriptions	Budget
74105	Vehicle Maintenance	Vehicle Maintenance	\$ 2,400
75005	Gen Bldg Repairs & Maintenance	General Building Repairs @ \$8,000/mo	\$ 90,000
		Fire Alarm Maintenance & Testing	\$ 70,800
		Fire Extinguisher Testing, annually	\$ 2,400
		Fire Sprinkler Pump Inspection, 2x/yr	\$ 4,000
		Fire Sprinkler IT Server Room Halon, annually	\$ 600
		Leed Certification	\$ 5,000
		Lutron Lighting System - G7000 replacement parts	\$ 3,000
75065	Telecom Equipment and Supplies	Telephone/Radio Mtnc Agreement	\$ 1,500
		Telephone Repars and Supplies	\$ 1,000
		Equipment replacement	\$ 3,000
75070	Elevator Escalator	Elevator/Escalator Maintenance @ \$23,082/mo	\$ 277,000
		Repairs @ \$2,000/mo	\$ 24,000
		Wheelchair PM and repairs, semi-annual	\$ 3,000
		External Inspection Fees - St of HI, annual	\$ 5,300
75095	HVAC Systems	York International HVAC @ \$5,644/mo	\$ 52,700
		Repairs @ \$2,000/mo	\$ 24,000
		Replacement Parts @ \$1,500/mo	\$ 24,000
75100	Machinery & Equipment	Machinery & Equipment Repair, \$1,800/mo	\$ 21,600
		Reachmaster Inspection	\$ 4,000
		Reachmaster Repair	\$ 4,000

HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 OPERATIONS DEPARTMENT

510

Acct#	Account Title	Itemized Amounts / Descriptions	Budget
75105	Maintenance Agreements	Question Pro, survey, annual \$ 12,000	\$ 131,700
		Postage \$ 700	
		Firewall-software/maintenance (PaloAlto) \$ 2,500	
		MIP Accounting \$ 6,700	
		Microix Accounting \$ 2,100	
		USI Software License (Ungerboeck) - Hosting \$ 26,000	
		USI Software License (Ungerboeck) - Maintenance \$ 20,000	
		Blade Server, Smart Array, Blade Server-MA,hardware su \$ 2,000	
		Reader Board License (new software, tbd) \$ 20,000	
		Engineering Maint Tracking software (ISS) \$ 9,500	
		Microsoft License \$ 25,000	
		Go To Meeting \$ 1,500	
		Log Me In (RS, GC) \$ 800	
		Nitro PDF \$ 700	
		Cloud Bridge, video conferencing \$ 700	
		House Sound (HI Sound System) \$ 1,500	
76005	General Building Supplies	General Building @ \$2,000 mthly \$ 24,000	\$ 24,000
76030	Bulbs & Lamps	Bulbs & Lamps @ \$400 mthly \$ 4,800	\$ 4,800
76040	Electrical	Electrical @ \$250 mthly \$ 3,000	\$ 3,000
76045	Fuel Propane	Fuel Propane @ \$400 mthly \$ 4,800	\$ 4,800
76065	Plumbing	Plumbing @ \$900 mthly \$ 10,800	\$ 10,800
76070	Building Chemicals	Chemicals @ \$1,100 mthly \$ 13,200	\$ 13,200
76075	Small Tools	Small Tools @ \$50 mthly \$ 600	\$ 600
76080	First Aid	First Aid @ \$50 mthly \$ 600	\$ 900
		AED replacements; pads, batteries \$ 300	
76090	HVAC Supplies	HVAC Filters @ \$1,000 mthly \$ 12,000	\$ 12,000
76110	Paint	Paint @ \$100 mthly \$ 12,000	\$ 12,000
76115	Janitorial Supplies	Janitorial @ \$5000 mthly \$ 60,000	\$ 60,000
76140	Uniforms	Replacement @ \$400 mthly \$ 4,800	\$ 4,800
76145/6	COVID Expenses	\$ 10,000	\$ 10,000
76150	Security	Security @ \$400 mthly \$ 4,800	\$ 4,800
76155	Signage	Signage @ \$750 mthly \$ 9,000	\$ 9,000
76160	Landscaping Supplies	Landscaping Supplies, \$500 mthly \$ 6,000	\$ 6,000
76165	Parking Supplies	Parking Supplies @ \$200 mthly \$ 2,400	\$ 5,000
		Parking Tickets \$ 2,600	

HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 OPERATIONS DEPARTMENT

510

Acct#	Account Title	Itemized Amounts / Descriptions	Budget
81025	Allocated Janitorial-Event	\$ (196,800)	\$ (196,800)
81035	Allocated Maintenance-Event	\$ (111,700)	\$ (111,700)
81080	Allocated Security-Event	\$ (983,200)	\$ (983,200)
81082	Allocated Security-Event OC	\$ (9,200)	\$ (9,200)
81090	Allocated IT/Telcom-Event	\$ (106,500)	\$ (106,500)
81190	Allocated Contract Police/Fire/First Aid	\$ (600)	\$ (600)
81405	Allocated Contract Svc Janitorial	\$ (19,300)	\$ (19,300)
81605	Allocated Contract Security	\$ (18,900)	\$ (18,900)
90090	FF & E Expense	\$ 8,000	\$ 8,000
	510	JANUARY 1, 2021 TO DECEMBER 31, 2021	\$ 2,921,300

HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 OPERATIONS DEPARTMENT

510

Acct#	Account Title	Budget	Prior Year CY2020 Rereforecast	Variance More / (Less)	Percentage Change Increase (Decrease)
70005	Salaries-Exempt	\$ 197,000	187,200	9,800	5.2%
70006	Wages-Nonexempt	\$ -	-	-	-
70008	OT-Nonexempt	\$ -	-	-	-
70025	Janitorial-Exempt	\$ 100,200	52,500	47,700	90.9%
70026	Janitorial-Nonexempt	\$ 227,800	215,400	12,400	5.8%
70027	Janitorial-Overtime	\$ 3,700	1,900	1,800	94.7%
70035	Maintenance-Exempt	\$ 165,000	149,500	15,500	10.4%
70036	Maintenance-Nonexempt	\$ 284,700	288,200	(3,500)	-1.2%
70037	Maintenance-OT	\$ 1,800	600	1,200	200.0%
70050	Landscaping-Exempt	\$ 51,700	51,200	500	1.0%
70051	Landscaping-Nonexempt	\$ 33,600	45,900	(12,300)	-26.8%
70052	Landscaping-OT	\$ -	-	-	-
70080	Security-Exempt	\$ 370,600	360,600	10,000	2.8%
70081	Security-Nonexempt	\$ 621,800	609,400	12,400	2.0%
70082	Security-OT	\$ -	7,900	(7,900)	-100.0%
70091	IT/Telcom-Exempt	\$ 147,900	182,400	(34,500)	-18.9%
70092	IT/Telcom-Nonexempt	\$ -	-	-	-
70093	IT/Telcom-OT	\$ -	-	-	-
70205	Bonus-Performance	\$ -	-	-	-
71005	Payroll Taxes	\$ 198,000	186,600	11,400	6.1%
71105	Benefits	\$ 483,200	431,800	51,400	11.9%
71205	401 (k)	\$ 34,700	37,900	(3,200)	-8.4%
71505	Workers Compensation	\$ 100,800	89,500	11,300	12.6%
71705	Vacation Expense	\$ -	76,100	(76,100)	-100.0%
72005	Contracted Security	\$ 18,900	33,300	(14,400)	-43.2%
72025	Contracted Cleaning Labor-Event	\$ 19,300	103,200	(83,900)	-81.3%
72026	Contracted Cleaning Labor-HCC	\$ 33,000	14,800	18,200	123.0%
72027	Contracted Bldg Cleaning Svc	\$ 19,700	17,100	2,600	15.2%
72205	Contracted Landscaping	\$ -	-	-	-
72905	Other Contracted Services	\$ 214,900	219,400	(4,500)	-2.1%
73045	Mileage	\$ -	-	-	-
73055	Meals & Entertainment	\$ -	-	-	-
73060	Meetings & Conventions	\$ 300	200	100	50.0%
73065	Dues & Subscriptions	\$ 1,500	1,900	(400)	-21.1%
73230	Licenses & Fees	\$ -	100	(100)	-100.0%
73275	Computer Expense	\$ 6,000	6,400	(400)	-6.3%
73295	Employee Training	\$ 10,600	-	10,600	-
73905	Miscellaneous G & A	\$ 2,000	10,400	(8,400)	-80.8%
74005	Trash Removal-Green Waste	\$ 4,200	3,300	900	27.3%
74010	Trash Removal	\$ 48,000	40,100	7,900	19.7%
74030	Water Feature	\$ 3,000	2,500	500	20.0%
74035	Landscaping	\$ 14,900	23,600	(8,700)	-36.9%
74055	Equipment Rental	\$ -	-	-	-
74060	Small Equipment	\$ -	100	(100)	-100.0%
74105	Vehicle Maintenance	\$ 2,400	800	1,600	200.0%
74905	Miscellaneous Operating Exp	\$ -	100	(100)	-100.0%
75005	Gen Bldg Repairs & Maintenance	\$ 175,800	133,700	42,100	31.5%
75065	Telecom Equipment and Supplies	\$ 5,500	1,800	3,700	205.6%
75070	Elevator Escalator	\$ 309,300	244,800	64,500	26.3%
75095	HVAC Systems	\$ 100,700	86,100	14,600	17.0%
75100	Machinery & Equipment	\$ 29,600	25,200	4,400	17.5%
75105	Maintenance Agreements	\$ 131,700	101,300	30,400	30.0%
76005	General Building Supplies	\$ 24,000	15,300	8,700	56.9%
76030	Bulbs & Lamps	\$ 4,800	8,000	(3,200)	-40.0%
76040	Electrical	\$ 3,000	1,700	1,300	76.5%
76045	Fuel Propane	\$ 4,800	4,700	100	2.1%
76145/6	COVID Expenses	\$ 10,000	43,100	(33,100)	-76.8%
76065	Plumbing	\$ 10,800	10,700	100	0.9%
76070	Building Chemicals	\$ 13,200	11,100	2,100	18.9%
76075	Small Tools	\$ 600	700	(100)	-14.3%
76080	First Aid	\$ 900	700	200	28.6%
76090	HVAC Supplies	\$ 12,000	7,600	4,400	57.9%

Prior Year Dark CY 2020 Budget	Variance More / (Less)	Percentage Change Increase (Decrease)
176,900	20,100	11.4%
-	-	-
52,500	47,700	90.9%
79,600	148,200	186.2%
-	3,700	-
137,600	27,400	19.9%
66,000	218,700	331.4%
-	1,800	-
51,700	-	-
33,600	-	-
-	-	-
352,900	17,700	5.0%
150,200	471,600	314.0%
-	-	-
98,300	49,600	50.5%
-	-	-
-	-	-
-	-	-
144,200	53,800	37.3%
144,500	338,700	234.4%
22,700	12,000	52.9%
74,100	26,700	36.0%
-	-	-
-	18,900	-
-	19,300	-
-	33,000	-
5,000	14,700	294.0%
-	-	-
79,700	135,200	169.6%
-	-	-
-	-	-
-	300	-
1,300	200	15.4%
-	-	-
2,100	3,900	185.7%
-	10,600	-
-	2,000	-
1,900	2,300	121.1%
10,800	37,200	344.4%
1,900	1,100	57.9%
10,200	4,700	46.1%
-	-	-
1,500	900	60.0%
-	-	-
116,200	59,600	51.3%
600	4,900	816.7%
253,300	56,000	22.1%
106,800	(6,100)	-5.7%
6,000	23,600	393.3%
112,400	19,300	17.2%
6,000	18,000	300.0%
3,000	1,800	60.0%
1,200	1,800	150.0%
600	4,200	700.0%
-	10,000	-
3,000	7,800	260.0%
3,600	9,600	266.7%
-	600	-
900	-	-
6,000	6,000	100.0%

Prior Year Original CY 2020 Budget	Variance More / (Less)	Percentage Change Increase (Decrease)
200,900	(3,900)	-1.9%
40,800	(40,800)	-100.0%
-	-	-
101,700	(1,500)	-1.5%
200,200	27,600	13.8%
3,100	600	19.4%
225,700	(60,700)	-26.9%
573,800	(289,100)	-50.4%
4,000	(2,200)	-55.0%
52,700	(1,000)	-1.9%
104,600	(71,000)	-67.9%
-	-	-
380,700	(10,100)	-2.7%
751,100	(129,300)	-17.2%
-	-	-
190,800	(42,900)	-22.5%
-	-	-
-	-	-
28,700	(28,700)	-100.0%
254,000	(56,000)	-22.0%
559,400	(76,200)	-13.6%
43,500	(8,800)	-20.2%
68,300	32,500	47.6%
-	-	-
132,900	(114,000)	-85.8%
636,400	(617,100)	-97.0%
58,000	(25,000)	-43.1%
38,400	(18,700)	-48.7%
-	-	-
273,500	(58,600)	-21.4%
300	(300)	-100.0%
5,500	(5,200)	-94.5%
1,900	(400)	-21.1%
-	-	-
18,000	(12,000)	-66.7%
14,200	(3,600)	-25.4%
6,200	(4,200)	-67.7%
6,900	(2,700)	-39.1%
73,300	(25,300)	-34.5%
7,200	(4,200)	-58.3%
33,000	(18,100)	-54.8%
2,100	(2,100)	-100.0%
-	-	-
2,400	-	-
-	-	-
128,500	47,300	36.8%
8,500	(3,000)	-35.3%
348,100	(38,800)	-11.1%
147,600	(46,900)	-31.8%
61,000	(31,400)	-51.5%
131,500	200	0.2%
42,300	(18,300)	-43.3%
37,800	(33,000)	-87.3%
14,800	(11,800)	-79.7%
12,000	(7,200)	-60.0%
-	10,000	-
31,500	(20,700)	-65.7%
13,500	(300)	-2.2%
3,000	(2,400)	-80.0%
1,500	(600)	-40.0%
36,000	(24,000)	-66.7%

HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 OPERATIONS DEPARTMENT

510

Acct#	Account Title	Budget	Prior Year	Variance	Percentage
			CY2020 Rerecast	More / (Less)	Change Increase (Decrease)
76110	Paint	\$ 12,000	200	11,800	5900.0%
76115	Janitorial Supplies	\$ 60,000	32,400	27,600	85.2%
76120	Janitorial Chemicals	\$ -	-	-	-
76135	Laundry	\$ -	-	-	-
76140	Uniforms	\$ 4,800	(1,800)	6,600	-366.7%
76150	Security	\$ 4,800	2,500	2,300	92.0%
76155	Signage	\$ 9,000	-	9,000	-
76160	Landscaping Supplies	\$ 6,000	1,600	4,400	275.0%
76165	Parking Supplies	\$ 5,000	3,100	1,900	61.3%
79020	Expenses Prior to AEG Contract	\$ -	-	-	-
79905	Miscellaneous Expenses	\$ -	-	-	-
81025	Allocated Janitorial-Event	\$ (196,800)	(169,690)	(27,110)	16.0%
81030	Allocated Electricians-Event	\$ -	(30,100)	30,100	-100.0%
81035	Allocated Maintenance-Event	\$ (111,700)	(30,100)	(81,600)	271.1%
81040	Allocated Trash Removal	\$ -	-	-	-
81080	Allocated Security-Event	\$ (983,200)	(1,033,700)	50,500	-4.9%
81082	Allocated Security-Event OC	\$ (9,200)	(49,200)	40,000	-81.3%
81090	Allocated IT/Telcom-Event	\$ (106,500)	(112,200)	5,700	-5.1%
81190	Allocated Contract Police/Fire/First Aid	\$ (600)	(6,700)	6,100	-91.0%
81195	Allocated Contracted Parking	\$ -	-	-	-
81405	Allocated Contract Svc Janitorial	\$ (19,300)	(105,200)	85,900	-81.7%
81505	Allocated Insurance	\$ -	-	-	-
81605	Allocated Contract Security	\$ (18,900)	(23,300)	4,400	-18.9%
81905	Allocated Other Expenses	\$ -	(73,500)	73,500	-100.0%
90090	FF & E Expense	\$ 8,000	2,200	5,800	263.6%
<b>Total</b>		<b>\$ 2,921,300</b>	<b>\$ 2,554,910</b>	<b>\$ 366,390</b>	<b>14.3%</b>

Prior Year	Variance	Percentage
Dark CY 2020 Budget	More / (Less)	Change Increase (Decrease)
1,200	10,800	900.0%
3,000	57,000	1900.0%
-	-	-
-	-	-
-	4,800	-
600	4,200	700.0%
-	9,000	-
1,200	4,800	400.0%
600	4,400	733.3%
-	-	-
-	-	-
-	(196,800)	-
-	-	-
-	(111,700)	-
-	-	-
-	(983,200)	-
-	(9,200)	-
-	(106,500)	-
-	(600)	-
-	-	-
-	(19,300)	-
-	-	-
-	(18,900)	-
-	-	-
4,000	4,000	100.0%
<b>\$ 2,329,400</b>	<b>\$ 591,900</b>	<b>25.4%</b>

Prior Year	Variance	Percentage
Original CY 2020 Budget	More / (Less)	Change Increase (Decrease)
12,000	-	-
87,000	(27,000)	-31.0%
-	-	-
-	-	-
8,400	(3,600)	-42.9%
4,800	-	-
9,000	-	-
8,700	(2,700)	-31.0%
5,000	-	-
-	-	-
-	-	-
(61,000)	(135,800)	222.6%
-	-	-
(60,700)	(51,000)	84.0%
-	-	-
(302,000)	(681,200)	225.6%
(170,300)	161,100	-94.6%
-	(106,500)	-
(11,700)	11,100	-94.9%
-	-	-
(636,400)	617,100	-97.0%
-	-	-
(132,900)	114,000	-85.8%
-	-	-
8,000	-	-
<b>\$ 4,880,000</b>	<b>\$(1,958,700)</b>	<b>-40.1%</b>

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HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 OPERATIONS DEPARTMENT

510

Acct#	Account Title	Budget
70005	Salaries-Exempt	\$ 197,000
70006	Wages-Nonexempt	\$ -
70008	OT-Nonexempt	\$ -
70025	Janitorial-Exempt	\$ 100,200
70026	Janitorial-Nonexempt	\$ 227,800
70027	Janitorial-Overtime	\$ 3,700
70035	Maintenance-Exempt	\$ 165,000
70036	Maintenance-Nonexempt	\$ 284,700
70037	Maintenance-OT	\$ 1,800
70050	Landscaping-Exempt	\$ 51,700
70051	Landscaping-Nonexempt	\$ 33,600
70052	Landscaping-OT	\$ -
70080	Security-Exempt	\$ 370,600
70081	Security-Nonexempt	\$ 621,800
70082	Security-OT	\$ -
70091	IT/Telcom-Exempt	\$ 147,900
70092	IT/Telcom-Nonexempt	\$ -
70093	IT/Telcom-OT	\$ -
70205	Bonus-Performance	\$ -
71005	Payroll Taxes	\$ 198,000
71105	Benefits	\$ 483,200
71205	401 (k)	\$ 34,700
71505	Workers Compensation	\$ 100,800
71705	Vacation Expense	\$ -
72005	Contracted Security	\$ 18,900
72025	Contracted Cleaning Labor-Event	\$ 19,300
72026	Contracted Cleaning Labor-HCC	\$ 33,000
72027	Contracted Bldg Cleaning Svc	\$ 19,700
72205	Contracted Landscaping	\$ -
72905	Other Contracted Services	\$ 214,900
73045	Mileage	\$ -
73055	Meals & Entertainment	\$ -
73060	Meetings & Conventions	\$ 300
73065	Dues & Subscriptions	\$ 1,500
73230	Licenses & Fees	\$ -
73275	Computer Expense	\$ 6,000
73295	Employee Training	\$ 10,600
73905	Miscellaneous G & A	\$ 2,000
74005	Trash Removal-Green Waste	\$ 4,200
74010	Trash Removal	\$ 48,000
74030	Water Feature	\$ 3,000
74035	Landscaping	\$ 14,900
74055	Equipment Rental	\$ -
74060	Small Equipment	\$ -
74105	Vehicle Maintenance	\$ 2,400
74905	Miscellaneous Operating Exp	\$ -
75005	Gen Bldg Repairs & Maintenance	\$ 175,800
75065	Telecom Equipment and Supplies	\$ 5,500
75070	Elevator Escalator	\$ 309,300
75095	HVAC Systems	\$ 100,700
75100	Machinery & Equipment	\$ 29,600
75105	Maintenance Agreements	\$ 131,700
76005	General Building Supplies	\$ 24,000
76030	Bulbs & Lamps	\$ 4,800
76040	Electrical	\$ 3,000
76045	Fuel Propane	\$ 4,800
76145/6	COVID Expenses	\$ 10,000
76065	Plumbing	\$ 10,800
76070	Building Chemicals	\$ 13,200
76075	Small Tools	\$ 600
76080	First Aid	\$ 900
76090	HVAC Supplies	\$ 12,000

Two Years Prior CY 2019 Actual	Variance More / (Less)	Percentage Change Increase (Decrease)
182,669	14,331	7.8%
29,405	(29,405)	-100.0%
-	-	-
45,848	54,352	118.5%
193,374	34,426	17.8%
3,522	178	5.1%
147,797	17,203	11.6%
545,274	(260,574)	-47.8%
9,715	(7,915)	-81.5%
49,923	1,777	3.6%
91,322	(57,722)	-63.2%
-	-	-
331,850	38,750	11.7%
606,661	15,139	2.5%
16,106	(16,106)	-100.0%
181,512	(33,612)	-18.5%
3,686	(3,686)	-100.0%
-	-	-
58,769	(58,769)	-100.0%
217,867	(19,867)	-9.1%
465,791	17,409	3.7%
36,200	(1,500)	-4.1%
72,467	28,333	39.1%
143,019	(143,019)	-100.0%
142,941	(124,041)	-86.8%
542,791	(523,491)	-96.4%
37,210	(4,210)	-11.3%
26,746	(7,046)	-26.3%
-	-	-
-	-	-
288,948	(74,048)	-25.6%
67	(67)	-100.0%
-	-	-
5,001	(4,701)	-94.0%
864	636	73.6%
-	-	-
5,709	291	5.1%
5,962	4,638	77.8%
305	1,695	555.7%
8,210	(4,010)	-48.8%
67,849	(19,849)	-29.3%
2,627	373	14.2%
4,729	10,171	215.1%
524	(524)	-100.0%
-	-	-
186	2,214	1190.3%
-	-	-
115,412	60,388	52.3%
3,225	2,275	70.5%
320,087	(10,787)	-3.4%
87,612	13,088	14.9%
25,962	3,638	14.0%
86,018	45,682	53.1%
41,789	(17,789)	-42.6%
12,987	(8,187)	-63.0%
5,427	(2,427)	-44.7%
10,425	(5,625)	-54.0%
-	10,000	-
16,111	(5,311)	-33.0%
11,984	1,216	10.1%
119	481	404.2%
1,493	(593)	-39.7%
19,612	(7,612)	-38.8%

Three Years Prior CY 2018 Actual	Variance More / (Less)	Percentage Change Increase (Decrease)
182,368	14,632	8.0%
-	-	-
-	-	-
47,166	53,034	112.4%
160,027	67,773	42.4%
10,098	(6,398)	-63.4%
149,239	15,761	10.6%
472,807	(188,107)	-39.8%
15,980	(14,180)	-88.7%
48,439	3,261	6.7%
48,124	(14,524)	-30.2%
45	(45)	-100.0%
308,707	61,893	20.0%
380,019	241,781	63.6%
45,153	(45,153)	-100.0%
178,169	(30,269)	-17.0%
(1,308)	1,308	-100.0%
-	-	-
35,822	(35,822)	-100.0%
198,162	(162)	-0.1%
385,001	98,199	25.5%
33,648	1,052	3.1%
67,093	33,707	50.2%
143,302	(143,302)	-100.0%
122,737	(103,837)	-84.6%
481,096	(461,796)	-96.0%
39,480	(6,480)	-16.4%
19,066	634	3.3%
5,260	(5,260)	-100.0%
261,303	(46,403)	-17.8%
41	(41)	-100.0%
-	-	-
2,048	(1,748)	-85.4%
1,877	(377)	-20.1%
-	-	-
18,459	(12,459)	-67.5%
8,639	1,961	22.7%
5,022	(3,022)	-60.2%
5,534	(1,334)	-24.1%
60,528	(12,528)	-20.7%
3,783	(783)	-20.7%
14,330	570	4.0%
-	-	-
473	1,927	407.4%
-	-	-
111,526	64,274	57.6%
7,805	(2,305)	-29.5%
278,349	30,951	11.1%
115,262	(14,562)	-12.6%
22,355	7,245	32.4%
70,660	61,040	86.4%
41,701	(17,701)	-42.4%
23,018	(18,218)	-79.1%
6,186	(3,186)	-51.5%
10,147	(5,347)	-52.7%
-	10,000	-
24,367	(13,567)	-55.7%
11,804	1,396	11.8%
1,181	(581)	-49.2%
430	470	109.3%
25,205	(13,205)	-52.4%

Four Years Prior CY 2017 Actual	Variance More / (Less)	Percentage Change Increase (Decrease)
158,110	38,890	24.6%
-	-	-
-	-	-
43,649	56,551	129.6%
105,936	121,864	115.0%
5,125	(1,425)	-27.8%
234,988	(69,988)	-29.8%
370,153	(85,453)	-23.1%
22,489	(20,689)	-92.0%
47,460	4,240	8.9%
41,470	(7,870)	-19.0%
18	(18)	-100.0%
325,389	45,211	13.9%
373,263	248,537	66.6%
24,742	(24,742)	-100.0%
107,519	40,381	37.6%
29,560	(29,560)	-100.0%
3,298	(3,298)	-100.0%
33,600	(33,600)	-100.0%
177,567	20,433	11.5%
383,626	99,574	26.0%
29,377	5,323	18.1%
18,915	81,885	432.9%
120,352	(120,352)	-100.0%
125,489	(106,589)	-84.9%
553,994	(534,694)	-96.5%
48,364	(15,364)	-31.8%
36,320	(16,620)	-45.8%
19,608	(19,608)	-100.0%
255,706	(40,806)	-16.0%
36	(36)	-100.0%
-	-	-
5,824	(5,524)	-94.8%
1,970	(470)	-23.9%
3	(3)	-100.0%
23,478	(17,478)	-74.4%
18,821	(8,221)	-43.7%
69	1,931	2798.6%
5,592	(1,392)	-24.9%
84,082	(36,082)	-42.9%
15,773	(12,773)	-81.0%
24,611	(9,711)	-39.5%
5,063	(5,063)	-100.0%
218	(218)	-100.0%
2,436	(36)	-1.5%
-	-	-
84,835	90,965	107.2%
1,241	4,259	343.2%
309,283	17	0.0%
134,241	(33,541)	-25.0%
35,934	(6,334)	-17.6%
96,657	35,043	36.3%
55,725	(31,725)	-56.9%
29,981	(25,181)	-84.0%
9,645	(6,645)	-68.9%
11,423	(6,623)	-58.0%
-	10,000	-
32,406	(21,606)	-66.7%
9,301	3,899	41.9%
3,913	(3,313)	-84.7%
376	524	139.4%
34,008	(22,008)	-64.7%

HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 OPERATIONS DEPARTMENT

510

Acct#	Account Title	Budget
76110	Paint	\$ 12,000
76115	Janitorial Supplies	\$ 60,000
76120	Janitorial Chemicals	\$ -
76135	Laundry	\$ -
76140	Uniforms	\$ 4,800
76150	Security	\$ 4,800
76155	Signage	\$ 9,000
76160	Landscaping Supplies	\$ 6,000
76165	Parking Supplies	\$ 5,000
79020	Expenses Prior to AEG Contract	\$ -
79905	Miscellaneous Expenses	\$ -
81025	Allocated Janitorial-Event	\$ (196,800)
81030	Allocated Electricians-Event	\$ -
81035	Allocated Maintenance-Event	\$ (111,700)
81040	Allocated Trash Removal	\$ -
81080	Allocated Security-Event	\$ (983,200)
81082	Allocated Security-Event OC	\$ (9,200)
81090	Allocated IT/Telcom-Event	\$ (106,500)
81190	Allocated Contract Police/Fire/First Aid	\$ (600)
81195	Allocated Contracted Parking	\$ -
81405	Allocated Contract Svc Janitorial	\$ (19,300)
81505	Allocated Insurance	\$ -
81605	Allocated Contract Security	\$ (18,900)
81905	Allocated Other Expenses	\$ -
90090	FF & E Expense	\$ 8,000
<b>Total</b>		<b>\$ 2,921,300</b>

Two Years Prior CY 2019 Actual	Variance More / (Less)	Percentage Change Increase (Decrease)
2,815	9,185	326.3%
66,367	(6,367)	-9.6%
-	-	-
-	-	-
11,637	(6,837)	-58.8%
3,702	1,098	29.7%
9,349	(349)	-3.7%
11,207	(5,207)	-46.5%
3,254	1,746	53.7%
-	-	-
-	-	-
(80,020)	(116,780)	145.9%
(23,347)	23,347	-100.0%
(33,206)	(78,494)	236.4%
(12,150)	12,150	-100.0%
(327,187)	(656,013)	200.5%
(102,052)	92,852	-91.0%
(461)	(106,039)	23002.0%
(23,403)	22,803	-97.4%
(119,533)	119,533	-100.0%
(524,078)	504,778	-96.3%
-	-	-
(134,629)	115,729	-86.0%
-	-	-
17,127	(9,127)	-53.3%
<b>\$ 4,077,101</b>	<b>\$ (1,155,801)</b>	<b>-28.3%</b>

Three Years Prior CY 2018 Actual	Variance More / (Less)	Percentage Change Increase (Decrease)
275	11,725	4263.6%
66,915	(6,915)	-10.3%
-	-	-
-	-	-
8,420	(3,620)	-43.0%
1,929	2,871	148.8%
2,729	6,271	229.8%
2,777	3,223	116.1%
2,564	2,436	95.0%
-	-	-
3,297	(3,297)	-100.0%
(62,463)	(134,337)	215.1%
(20,513)	20,513	-100.0%
(35,524)	(76,176)	214.4%
(11,100)	11,100	-100.0%
(265,781)	(717,419)	269.9%
-	(9,200)	-
(934)	(105,566)	11302.6%
(11,903)	11,303	-95.0%
(89,029)	89,029	-100.0%
(468,205)	448,905	-95.9%
-	-	-
(121,367)	102,467	-84.4%
(1,212)	1,212	-100.0%
72,484	(64,484)	-89.0%
<b>\$ 3,781,092</b>	<b>\$ (859,792)</b>	<b>-22.7%</b>

Four Years Prior CY 2017 Actual	Variance More / (Less)	Percentage Change Increase (Decrease)
5,585	6,415	114.9%
57,729	2,271	3.9%
-	-	-
-	-	-
5,320	(520)	-9.8%
2,581	2,219	86.0%
3,583	5,417	151.2%
3,592	2,408	67.0%
2,808	2,192	78.1%
-	-	-
-	-	-
(36,858)	(159,942)	433.9%
(27,270)	27,270	-100.0%
(39,175)	(72,525)	185.1%
(12,200)	12,200	-100.0%
(245,147)	(738,053)	301.1%
-	(9,200)	-
(12,508)	(93,992)	751.5%
(14,827)	14,227	-96.0%
(81,640)	81,640	-100.0%
(538,214)	518,914	-96.4%
-	-	-
(124,839)	105,939	-84.9%
(1,249)	1,249	-100.0%
(1,931)	9,931	-514.3%
<b>\$ 3,678,372</b>	<b>\$ (757,072)</b>	<b>-20.6%</b>

E

HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 EVENT MANAGEMENT DEPARTMENT

520

Account Title	Itemized Amounts / Descriptions	Budget
Salaries-Exempt	See Facility Salary Detail \$ 161,300	\$ 161,300
Facility-Exempt	See Facility Salary Detail \$ 60,000	\$ 60,000
Facility-Nonexempt	See Facility Salary Detail \$ 35,000	\$ 35,000
Payroll Taxes	See Facility Salary Detail \$ 22,300	\$ 22,300
Benefits	See Facility Salary Detail \$ 72,100	\$ 72,100
401 (k)	See Facility Salary Detail \$ 6,600	\$ 6,600
Workers Compensation	See Facility Salary Detail \$ 5,900	\$ 5,900
Contracted Facility Set-Up	Contracted Set-Up Labor for Events \$ -	\$ -
Other Contracted Services	Contracted Event First Aid for Events \$ 6,800	\$ 8,800
	Contracted Labor - Projects \$ 2,000	
Meetings & Conventions	ASM Summit-SP \$ -	\$ 500
	IAVM-SP \$ 500	
Dues & Subscriptions	PCMA (1) \$ 500	\$ 1,000
	IAAM (1) \$ 500	
Printing & Stationary	Miscellaneous Event Related \$ 200	\$ 200
Miscellaneous G & A	Client Related (Leis, Flowers, Cookies, etc.) \$ 1,000	\$ 1,000
Equipment Rental	Event Related Equipment Rental \$ 500	\$ 5,500
	Linen Rental \$ 5,000	
Gen Building Supplies Facility	Water Bottles \$ 6,000	\$ 9,000
	Boothline Tape \$ 500	
	Cone Cups \$ 500	
	Misc Event Related \$ 2,000	
Laundry	Laundry Cleaning: Table Skirts/Linen \$ 10,000	\$ 10,000
Uniforms	HCC Uniforms \$ 500	\$ 500
COVID Expenses	\$ 5,000	\$ 5,000
Allocated Facility-Event	\$ (127,300)	\$ (127,300)
Allocated Contract Police/Fire/First Aid	\$ (6,800)	\$ (6,800)
FF & E Expense	\$ 1,000	\$ 1,000
520	JANUARY 1, 2021 TO DECEMBER 31, 2021	\$ 271,600

HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 EVENT MANAGEMENT DEPARTMENT

520

Acct#	Account Title	Budget	Prior Year	Variance	Percentage
			CY2020 Reforecast	More / (Less)	Change Increase (Decrease)
70005	Salaries-Exempt	\$ 161,300	180,300	(19,000)	-10.5%
70006	Wages-Nonexempt	\$ -	14,500	(14,500)	-100.0%
70008	OT-Nonexempt	\$ -	1,800	(1,800)	-100.0%
70085	Facility-Exempt	\$ 60,000	54,000	6,000	11.1%
70086	Facility-Nonexempt	\$ 35,000	64,800	(29,800)	-46.0%
70087	Facility-OT	\$ -	1,900	(1,900)	-100.0%
70205	Bonus-Performance	\$ -	(3,400)	3,400	-100.0%
71005	Payroll Taxes	\$ 22,300	26,900	(4,600)	-17.1%
71105	Benefits	\$ 72,100	82,600	(10,500)	-12.7%
71205	401 (k)	\$ 6,600	8,700	(2,100)	-24.1%
71505	Workers Compensation	\$ 5,900	10,800	(4,900)	-45.4%
71705	Vacation Expense	\$ -	13,700	(13,700)	-100.0%
72405	Contracted Facility Set-Up	\$ -	123,200	(123,200)	-100.0%
72905	Other Contracted Services	\$ 8,800	23,900	(15,100)	-63.2%
73055	Meals & Entertainment	\$ -	-	-	-
73060	Meetings & Conventions	\$ 500	-	500	-
73065	Dues & Subscriptions	\$ 1,000	-	1,000	-
73105	Printing & Stationary	\$ 200	-	200	-
73295	Employee Training	\$ -	-	-	-
73905	Miscellaneous G & A	\$ 1,000	300	700	233.3%
74055	Equipment Rental	\$ 5,500	4,300	1,200	27.9%
76015	Gen Building Supplies Facility	\$ 9,000	14,500	(5,500)	-37.9%
76145/6	COVID Expenses	\$ 5,000	1,000	4,000	400.0%
76135	Laundry	\$ 10,000	5,800	4,200	72.4%
76140	Uniforms	\$ 500	300	200	66.7%
79020	Expenses Prior to AEG Contract	\$ -	-	-	-
81085	Allocated Facility-Event	\$ (127,300)	(123,100)	(4,200)	3.4%
81190	Allocated Contract Police/Fire/First Aid	\$ (6,800)	(18,600)	11,800	-63.4%
81305	Allocated Contract Svc Facilities	\$ -	(115,400)	115,400	-100.0%
81905	Allocated Other Expenses	\$ -	(100)	100	-100.0%
90090	FF & E Expense	\$ 1,000	-	1,000	-
<b>Total</b>		<b>\$ 271,600</b>	<b>\$ 372,700</b>	<b>\$ (101,100)</b>	<b>-27.1%</b>

Prior Year	Variance	Percentage
Dark CY 2020 Budget	More / (Less)	Change Increase (Decrease)
-	161,300	-
-	-	-
-	-	-
-	60,000	-
-	35,000	-
-	-	-
-	-	-
-	22,300	-
104,925	(32,825)	-31.3%
-	6,600	-
-	5,900	-
-	-	-
-	-	-
-	8,800	-
-	-	-
-	500	-
-	1,000	-
-	200	-
-	-	-
-	1,000	-
-	5,500	-
-	9,000	-
-	5,000	-
-	10,000	-
-	500	-
-	-	-
-	(127,300)	-
-	(6,800)	-
-	-	-
-	-	-
-	1,000	-
\$ 104,925	\$ 166,675	158.9%

Prior Year	Variance	Percentage
Original CY 2020 Budget	More / (Less)	Change Increase (Decrease)
445,300	(284,000)	-63.8%
45,900	(45,900)	-100.0%
1,600	(1,600)	-100.0%
61,200	(1,200)	-2.0%
191,000	(156,000)	-81.7%
3,000	(3,000)	-100.0%
15,600	(15,600)	-100.0%
66,800	(44,500)	-66.6%
97,200	(25,100)	-25.8%
15,400	(8,800)	-57.1%
14,900	(9,000)	-60.4%
-	-	-
643,200	(643,200)	-100.0%
120,100	(111,300)	-92.7%
600	(600)	-100.0%
1,000	(500)	-50.0%
1,800	(800)	-44.4%
700	(500)	-71.4%
1,500	(1,500)	-100.0%
5,500	(4,500)	-81.8%
16,000	(10,500)	-65.6%
52,000	(43,000)	-82.7%
-	5,000	-
37,000	(27,000)	-73.0%
3,000	(2,500)	-83.3%
-	-	-
(133,700)	6,400	-4.8%
(113,900)	107,100	-94.0%
(643,200)	643,200	-100.0%
-	-	-
2,400	(1,400)	-58.3%
\$ 951,900	\$ (680,300)	-71.5%

E

Acct#	Account Title	Budget
70005	Salaries-Exempt	\$ 161,300
70006	Wages-Nonexempt	\$ -
70008	OT-Nonexempt	\$ -
70085	Facility-Exempt	\$ 60,000
70086	Facility-Nonexempt	\$ 35,000
70087	Facility-OT	\$ -
70205	Bonus-Performance	\$ -
71005	Payroll Taxes	\$ 22,300
71105	Benefits	\$ 72,100
71205	401 (k)	\$ 6,600
71505	Workers Compensation	\$ 5,900
71705	Vacation Expense	\$ -
72405	Contracted Facility Set-Up	\$ -
72905	Other Contracted Services	\$ 8,800
73055	Meals & Entertainment	\$ -
73060	Meetings & Conventions	\$ 500
73065	Dues & Subscriptions	\$ 1,000
73105	Printing & Stationary	\$ 200
73295	Employee Training	\$ -
73905	Miscellaneous G & A	\$ 1,000
74055	Equipment Rental	\$ 5,500
76015	Gen Building Supplies Facility	\$ 9,000
76145/6	COVID Expenses	\$ 5,000
76135	Laundry	\$ 10,000
76140	Uniforms	\$ 500
79020	Expenses Prior to AEG Contract	\$ -
81085	Allocated Facility-Event	\$ (127,300)
81190	Allocated Contract Police/Fire/First Aid	\$ (6,800)
81305	Allocated Contract Svc Facilities	\$ -
81905	Allocated Other Expenses	\$ -
90090	FF & E Expense	\$ 1,000

Total	\$ 271,600
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Two Years Prior CY 2019 Actual	Variance More / (Less)	Percentage Change Increase (Decrease)
433,218	(271,918)	-62.8%
28,815	(28,815)	-100.0%
973	(973)	-100.0%
31,115	28,885	92.8%
137,568	(102,568)	-74.6%
19,298	(19,298)	-100.0%
24,067	(24,067)	-100.0%
55,932	(33,632)	-60.1%
96,459	(24,359)	-25.3%
14,810	(8,210)	-55.4%
7,593	(1,693)	-22.3%
34,166	(34,166)	-100.0%
562,344	(562,344)	-100.0%
89,638	(80,838)	-90.2%
64	(64)	-100.0%
-	500	-
553	447	80.8%
-	200	-
4,108	(4,108)	-100.0%
2,069	(1,069)	-51.7%
11,351	(5,851)	-51.5%
46,283	(37,283)	-80.6%
-	5,000	-
19,100	(9,100)	-47.6%
268	232	86.6%
-	-	-
(111,636)	(15,664)	14.0%
(79,425)	72,625	-91.4%
(545,073)	545,073	-100.0%
(3,583)	3,583	-100.0%
-	1,000	-

\$ 880,075	\$ (608,475)	-69.1%
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Three Years Prior CY 2018 Actual	Variance More / (Less)	Percentage Change Increase (Decrease)
396,968	(235,668)	-59.4%
47,231	(47,231)	-100.0%
4,098	(4,098)	-100.0%
52,099	7,901	15.2%
135,494	(100,494)	-74.2%
19,969	(19,969)	-100.0%
24,243	(24,243)	-100.0%
57,143	(34,843)	-61.0%
98,294	(26,194)	-26.6%
13,413	(6,813)	-50.8%
7,244	(1,344)	-18.6%
31,802	(31,802)	-100.0%
526,171	(526,171)	-100.0%
24,908	(16,108)	-64.7%
47	(47)	-100.0%
-	500	-
1,425	(425)	-29.8%
-	200	-
-	-	-
3,914	(2,914)	-74.5%
7,631	(2,131)	-27.9%
43,439	(34,439)	-79.3%
-	5,000	-
23,788	(13,788)	-58.0%
265	235	88.7%
(50)	50	-100.0%
(115,908)	(11,392)	9.8%
(594)	(6,206)	1044.8%
(509,254)	509,254	-100.0%
(21,733)	21,733	-100.0%
4,086	(3,086)	-75.5%

\$ 876,133	\$ (604,533)	-69.0%
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Four Years Prior CY 2017 Actual	Variance More / (Less)	Percentage Change Increase (Decrease)
379,688	(218,388)	-57.5%
46,356	(46,356)	-100.0%
4,417	(4,417)	-100.0%
50,067	9,933	19.8%
83,332	(48,332)	-58.0%
8,566	(8,566)	-100.0%
34,564	(34,564)	-100.0%
55,765	(33,465)	-60.0%
87,155	(15,055)	-17.3%
13,445	(6,845)	-50.9%
4,965	935	18.8%
30,038	(30,038)	-100.0%
608,155	(608,155)	-100.0%
3,859	4,941	128.0%
72	(72)	-100.0%
-	500	-
1,685	(685)	-40.7%
-	200	-
-	-	-
3,090	(2,090)	-67.6%
9,012	(3,512)	-39.0%
34,794	(25,794)	-74.1%
-	5,000	-
14,584	(4,584)	-31.4%
596	(96)	-16.1%
-	-	-
(46,586)	(80,714)	173.3%
-	(6,800)	-
(578,591)	578,591	-100.0%
(5,446)	5,446	-100.0%
7,447	(6,447)	-86.6%

\$ 851,029	\$ (579,429)	-68.1%
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HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 OVERHEAD DEPARTMENT

555

Acct#	Account Title	Itemized Amounts / Descriptions	Budget
73010	Professional Fees-Legal	Employee Related \$ 2,500 Contract Related \$ 2,500	\$ 5,000
73015	Professional Fees-Other	Help Wanted Ads \$ 1,000 Pre-employment Testing \$ 1,000 Contract Legal Advertisement @ \$300 qtrly \$ 1,200	\$ 3,200
73035	Bank Service Charges	Bank Service Charges less Earnings Credit \$ 10,800	\$ 10,800
73065	Dues & Subscriptions	Star Advertiser \$ 200	\$ 200
73070	Postage	Postage Meter Refill \$ 600 Business Center Shipping, pick-up fee (UPS) \$ 200 Overnight Delivery Services @ \$75 mthly \$ 900	\$ 1,700
73095	Rental Office Equipment	Postage Meter Rental @ \$450/qtr \$ 1,800 Toshiba Copier Lease & Usage @ \$1,500/month \$ 18,000	\$ 19,800
73100	Office Supplies	Office Supplies @ \$600/mo \$ 7,200	\$ 7,200
73105	Printing & Stationary	Business Cards \$ 1,000 HCC letterhead/envelopes/labels \$ 1,300 Miscellaneous Printing @ Kinko's \$ 500	\$ 2,800
73190	Corporate Travel	Corporate visits \$ 1,000	\$ 1,000
73215	Promotional	Pre and Post Cons, Citywides \$ 2,200 Tastings \$3,000 (1) \$ 3,000	\$ 5,200
73230	Licenses & Fees	HCC Filing Fees \$ 400 Business Registration \$ 400 Assembly Permit, HFD - Nov \$ 400 HEER Tier II Report, annual \$ 200 Auto Registration \$ 700 SESAC \$ 2,200	\$ 4,300
73255	Sales & Use Tax	Use Tax @ \$650 mthly \$ 7,800	\$ 7,800
73265	Credit Card Discounts	Credit Card Service Charges @ \$900/mo \$ 10,800	\$ 10,800
73290	Employee Relations	Miscellaneous Employee \$ 5,000	\$ 5,000
73905	Miscellaneous G & A	Floral Arrangement for Boardroom/Reception \$ - Miscellaneous/Charity Walk T-shirts \$ 400	\$ 400

HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 OVERHEAD DEPARTMENT

555

Acct#	Account Title	Itemized Amounts / Descriptions	Budget
77040	Insurance	General Liability \$ 95,700 Auto \$ 3,500 Event Insurance \$ 500	\$ 99,700
78005	Electricity	Electricity \$ 1,574,300	\$ 1,574,300
78012	Cable TV Services	Cable, Spectrum \$ 2,600	\$ 2,600
78105	Gas & Fuel	Gas Company @ \$2,500 mthly \$ 30,000	\$ 30,000
78205	Telephone	Cell / iPad Service, AT&T @ \$900/mo \$ 10,800 Desk Long Distance, AT&T @ \$125/mo \$ 1,500 Event Trunk Lines, Hawn Telcom @ \$750/mo \$ 9,000 HCC Trunk Lines, Hawn Telcom @ \$2,000/mo \$ 24,000	\$ 45,300
78305	Water & Sewage	Water @ \$7,600 mthly \$ 91,200 Sewer @ \$14,500 mthly \$ 174,000	\$ 265,200
79005	Community Relations	\$ 5,000	\$ 5,000
79020	Expenses Prior to AEG Contract	\$ 1,600	\$ 1,600
79905	Miscellaneous Expenses	\$ 10,000	\$ 10,000
80205	Management Fee Client	Base Fee \$ 223,600	\$ 223,600
81090	Allocated IT/Telcom-Event	Telephone Allocated \$ (325)	\$ (325)
81205	Allocated Utilities	Utilities Allocated \$ (2,550)	\$ (2,550)
81505	Allocated Insurance	Event Related Insurance Allocations \$ (500)	\$ (500)
	555	JANUARY 1, 2021 TO DECEMBER 31, 2021	\$ 2,339,125

HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 OVERHEAD DEPARTMENT

555

Acct#	Account Title	Budget	Prior Year CY2020 Reforecast	Variance More / (Less)	Percentage Change Increase (Decrease)
73010	Professional Fees-Legal	\$ 5,000	5,200	(200)	-3.8%
73015	Professional Fees-Other	\$ 3,200	5,000	(1,800)	-36.0%
73035	Bank Service Charges	\$ 10,800	9,100	1,700	18.7%
73065	Dues & Subscriptions	\$ 200	900	(700)	-77.8%
73070	Postage	\$ 1,700	300	1,400	466.7%
73095	Rental Office Equipment	\$ 19,800	17,000	2,800	16.5%
73100	Office Supplies	\$ 7,200	3,000	4,200	140.0%
73105	Printing & Stationary	\$ 2,800	500	2,300	460.0%
73190	Coporate Travel	\$ 1,000	1,500	(500)	-33.3%
73215	Promotional	\$ 5,200	-	5,200	-
73230	Licenses & Fees	\$ 4,300	2,800	1,500	53.6%
73255	Sales & Use Tax	\$ 7,800	6,200	1,600	25.8%
73265	Credit Card Discounts	\$ 10,800	8,100	2,700	33.3%
73290	Employee Relations	\$ 5,000	12,400	(7,400)	-59.7%
73295	Employee Training	\$ -	-	-	-
73905	Miscellaneous G & A	\$ 400	12,000	(11,600)	-96.7%
77040	Insurance	\$ 99,700	107,900	(8,200)	-7.6%
78005	Electricity	\$ 1,574,300	1,607,900	(33,600)	-2.1%
78012	Cable TV Services	\$ 2,600	2,600	-	-
78105	Gas & Fuel	\$ 30,000	19,600	10,400	53.1%
78205	Telephone	\$ 45,300	42,800	2,500	5.8%
78305	Water & Sewage	\$ 265,200	263,700	1,500	0.6%
79005	Community Relations	\$ 5,000	-	5,000	-
79020	Expenses Prior to AEG Contract	\$ 1,600	1,600	-	-
79905	Miscellaneous Expenses	\$ 10,000	20,000	(10,000)	-50.0%
80010	Incentive Fee	\$ -	-	-	-
80205	Management Fee Client	\$ 223,600	218,800	4,800	2.2%
81090	Allocated IT/Telcom-Event	\$ (325)	-	(325)	-
81205	Allocated Utilities	\$ (2,550)	(22,400)	19,850	-88.6%
81505	Allocated Insurance	\$ (500)	(900)	400	-44.4%
81905	Allocated Other Expenses	\$ -	-	-	-
90090	FF & E Expense	\$ -	-	-	-
<b>Total</b>		<b>\$ 2,339,125</b>	<b>\$ 2,345,600</b>	<b>\$ (6,475)</b>	<b>-0.3%</b>

Prior Year Dark CY 2020 Budget	Variance More / (Less)	Percentage Change Increase (Decrease)
1,600	3,400	212.5%
7,000	(3,800)	-54.3%
10,800	-	-
200	-	-
600	1,100	183.3%
15,000	4,800	32.0%
1,200	6,000	500.0%
600	2,200	366.7%
-	1,000	-
-	5,200	-
4,300	-	-
3,000	4,800	160.0%
-	10,800	-
5,000	-	-
-	-	-
1,200	(800)	-66.7%
78,000	21,700	27.8%
720,000	854,300	118.7%
-	2,600	-
24,000	6,000	25.0%
24,000	21,300	88.8%
84,000	181,200	215.7%
-	5,000	-
2,400	(800)	-33.3%
20,000	(10,000)	-50.0%
-	-	-
118,800	104,800	88.2%
-	(325)	-
-	(2,550)	-
-	(500)	-
-	-	-
-	-	-
<b>\$ 1,121,700</b>	<b>\$ 1,217,425</b>	<b>108.5%</b>

Prior Year Original CY 2020 Budget	Variance More / (Less)	Percentage Change Increase (Decrease)
2,500	2,500	100.0%
23,200	(20,000)	-86.2%
12,000	(1,200)	-10.0%
200	-	-
4,100	(2,400)	-58.5%
36,000	(16,200)	-45.0%
12,000	(4,800)	-40.0%
2,800	-	-
10,000	(9,000)	-90.0%
19,700	(14,500)	-73.6%
4,300	-	-
20,400	(12,600)	-61.8%
18,000	(7,200)	-40.0%
20,000	(15,000)	-75.0%
-	-	-
1,600	(1,200)	-75.0%
76,600	23,100	30.2%
2,051,200	(476,900)	-23.2%
2,400	200	8.3%
54,000	(24,000)	-44.4%
60,900	(15,600)	-25.6%
330,000	(64,800)	-19.6%
22,000	(17,000)	-77.3%
-	1,600	-
-	10,000	-
218,800	(218,800)	-100.0%
218,800	4,800	2.2%
(2,325)	2,000	-86.0%
(94,675)	92,125	-97.3%
(3,600)	3,100	-86.1%
-	-	-
<b>\$ 3,120,900</b>	<b>\$ (781,775)</b>	<b>-25.0%</b>

E

HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 OVERHEAD DEPARTMENT

555

Acct#	Account Title	Budget
73010	Professional Fees-Legal	\$ 5,000
73015	Professional Fees-Other	\$ 3,200
73035	Bank Service Charges	\$ 10,800
73065	Dues & Subscriptions	\$ 200
73070	Postage	\$ 1,700
73095	Rental Office Equipment	\$ 19,800
73100	Office Supplies	\$ 7,200
73105	Printing & Stationary	\$ 2,800
73190	Coporate Travel	\$ 1,000
73215	Promotional	\$ 5,200
73230	Licenses & Fees	\$ 4,300
73255	Sales & Use Tax	\$ 7,800
73265	Credit Card Discounts	\$ 10,800
73290	Employee Relations	\$ 5,000
73295	Employee Training	\$ -
73905	Miscellaneous G & A	\$ 400
77040	Insurance	\$ 99,700
78005	Electricity	\$ 1,574,300
78012	Cable TV Services	\$ 2,600
78105	Gas & Fuel	\$ 30,000
78205	Telephone	\$ 45,300
78305	Water & Sewage	\$ 265,200
79005	Community Relations	\$ 5,000
79020	Expenses Prior to AEG Contract	\$ 1,600
79905	Miscellaneous Expenses	\$ 10,000
80010	Incentive Fee	\$ -
80205	Management Fee Client	\$ 223,600
81090	Allocated IT/Telcom-Event	\$ (325)
81205	Allocated Utilities	\$ (2,550)
81505	Allocated Insurance	\$ (500)
81905	Allocated Other Expenses	\$ -
90090	FF & E Expense	\$ -

Total	\$ 2,339,125
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Two Years Prior CY 2019 Actual	Variance More / (Less)	Percentage Change Increase (Decrease)
4,197	803	19.1%
44,808	(41,608)	-92.9%
4,722	6,078	128.7%
735	(535)	-72.8%
1,888	(188)	-10.0%
24,536	(4,736)	-19.3%
9,298	(2,098)	-22.6%
1,334	1,466	109.9%
2,879	(1,879)	-65.3%
-	5,200	-
3,724	576	15.5%
14,522	(6,722)	-46.3%
24,522	(13,722)	-56.0%
23,370	(18,370)	-78.6%
-	-	-
(11,737)	12,137	-103.4%
74,365	25,335	34.1%
2,180,361	(606,061)	-27.8%
2,485	115	4.6%
59,360	(29,360)	-49.5%
44,335	965	2.2%
289,359	(24,159)	-8.3%
13,005	(8,005)	-61.6%
2,600	(1,000)	-38.5%
-	10,000	-
132,000	(132,000)	-100.0%
132,000	91,600	69.4%
-	(325)	-
(88,147)	85,597	-97.1%
(4,055)	3,555	-87.7%
-	-	-
-	-	-

\$ 2,986,466	\$ (647,341)	-21.7%
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Three Years Prior CY 2018 Actual	Variance More / (Less)	Percentage Change Increase (Decrease)
969	4,031	416.0%
20,795	(17,595)	-84.6%
7,721	3,079	39.9%
481	(281)	-58.4%
3,220	(1,520)	-47.2%
18,610	1,190	6.4%
7,541	(341)	-4.5%
604	2,196	363.6%
8,929	(7,929)	-88.8%
10,000	(4,800)	-48.0%
3,570	730	20.4%
6,585	1,215	18.5%
17,268	(6,468)	-37.5%
19,183	(14,183)	-73.9%
-	-	-
(4,910)	5,310	-108.1%
104,446	(4,746)	-4.5%
2,082,225	(507,925)	-24.4%
1,846	754	40.8%
51,268	(21,268)	-41.5%
47,949	(2,649)	-5.5%
296,440	(31,240)	-10.5%
28,296	(23,296)	-82.3%
2,200	(600)	-27.3%
-	10,000	-
123,120	(123,120)	-100.0%
129,600	94,000	72.5%
-	(325)	-
(104,454)	101,904	-97.6%
(4,212)	3,712	-88.1%
(850)	850	-100.0%
30,620	(30,620)	-100.0%

\$ 2,909,060	\$ (569,935)	-19.6%
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Four Years Prior CY 2017 Actual	Variance More / (Less)	Percentage Change Increase (Decrease)
1,200	3,800	316.7%
17,754	(14,554)	-82.0%
9,952	848	8.5%
-	200	-
172	1,528	888.4%
33,695	(13,895)	-41.2%
13,483	(6,283)	-46.6%
998	1,802	180.6%
13,552	(12,552)	-92.6%
-	5,200	-
3,821	479	12.5%
11,838	(4,038)	-34.1%
15,618	(4,818)	-30.8%
25,654	(20,654)	-80.5%
-	-	-
4,209	(3,809)	-90.5%
106,121	(6,421)	-6.1%
1,917,317	(343,017)	-17.9%
1,633	967	59.2%
50,954	(20,954)	-41.1%
52,519	(7,219)	-13.7%
305,992	(40,792)	-13.3%
45,519	(40,519)	-89.0%
(57,200)	58,800	-102.8%
-	10,000	-
152,640	(152,640)	-100.0%
127,200	96,400	75.8%
-	(325)	-
(140,271)	137,721	-98.2%
(2,939)	2,439	-83.0%
-	-	-
-	-	-

\$ 2,711,431	\$ (372,306)	-13.7%
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HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 OTHER INCOME

300

Account Title	Itemized Amounts / Descriptions	Budget
Interest Income	Bank Earned Interest @ \$1,000 mthly \$ 12,000	\$ 12,000
Miscellaneous Income	Contractor phone lines @ \$300/mthly \$ -	\$ 5,000
	Miscellaneous \$ 5,000	
300	JANUARY 1, 2021 TO DECEMBER 31, 2021	\$ 17,000

HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 OTHER INCOME

300

Acct#	Account Title	Budget	Prior Year CY2020 Reforecast	Variance More / (Less)	Percentage Change Increase (Decrease)
60005	Parking Sales-Daily	\$ -	600	(600)	-100.0%
60015	Parking Sales-Parking Cards	\$ -	5,700	(5,700)	-100.0%
60020	Parking Sales-HTA	\$ -	2,900	(2,900)	-100.0%
60025	Parking Sales-Employee	\$ -	3,800	(3,800)	-100.0%
60615	Advertising Income-Display Rack	\$ -	-	-	-
62005	Interest Income	\$ 12,000	36,400	(24,400)	-67.0%
62010	Vending Machine Commissions	\$ -	3,400	(3,400)	-100.0%
62012	Massage Chair Commissions	\$ -	507	(507)	-100.0%
62015	Telephone Commissions	\$ -	-	-	-
62017	ATM Commissions	\$ -	1,700	(1,700)	-100.0%
62020	Recycling Income	\$ -	-	-	-
62022	Rent-Other	\$ -	22,500	(22,500)	-100.0%
62024	Miscellaneous Income	\$ 5,000	4,893	107	2.2%
<b>Total</b>		<b>\$ 17,000</b>	<b>\$ 82,400</b>	<b>\$ (65,400)</b>	<b>-79.4%</b>

Prior Year Dark CY 2020 Budget	Variance More / (Less)	Percentage Change Increase (Decrease)
-	-	-
3,600	(3,600)	-100.0%
15,000	(15,000)	-100.0%
7,200	(7,200)	-100.0%
-	-	-
60,000	(48,000)	-80.0%
300	(300)	-100.0%
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
1,200	3,800	316.7%
<b>\$ 87,300</b>	<b>\$ (70,300)</b>	<b>-80.5%</b>

Prior Year Original CY 2020 Budget	Variance More / (Less)	Percentage Change Increase (Decrease)
4,500	(4,500)	-100.0%
30,000	(30,000)	-100.0%
6,000	(6,000)	-100.0%
18,000	(18,000)	-100.0%
-	-	-
132,000	(120,000)	-90.9%
9,300	(9,300)	-100.0%
4,200	(4,200)	-100.0%
-	-	-
6,600	(6,600)	-100.0%
200	(200)	-100.0%
-	-	-
24,800	(19,800)	-79.8%
<b>\$ 235,600</b>	<b>\$ (218,600)</b>	<b>-92.8%</b>

E

HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 OTHER INCOME

300

Acct#	Account Title	Budget
60005	Parking Sales-Daily	\$ -
60015	Parking Sales-Parking Cards	\$ -
60020	Parking Sales-HTA	\$ -
60025	Parking Sales-Employee	\$ -
60615	Advertising Income-Display Rack	\$ -
62005	Interest Income	\$ 12,000
62010	Vending Machine Commissions	\$ -
62012	Massage Chair Commissions	\$ -
62015	Telephone Commissions	\$ -
62017	ATM Commissions	\$ -
62020	Recycling Income	\$ -
62022	Rent-Other	\$ -
62024	Miscellaneous Income	\$ 5,000
<b>Total</b>		<b>\$ 17,000</b>

Two Years Prior CY 2019 Actual	Variance More / (Less)	Percentage Change Increase (Decrease)
3,728	(3,728)	-100.0%
21,460	(21,460)	-100.0%
6,175	(6,175)	-100.0%
21,212	(21,212)	-100.0%
-	-	-
140,611	(128,611)	-91.5%
11,168	(11,168)	-100.0%
3,098	(3,098)	-100.0%
-	-	-
5,526	(5,526)	-100.0%
-	-	-
-	-	-
22,713	(17,713)	-78.0%
<b>\$ 235,691</b>	<b>\$ (218,691)</b>	<b>-92.8%</b>

Three Years Prior CY 2018 Actual	Variance More / (Less)	Percentage Change Increase (Decrease)
5,573	(5,573)	-100.0%
25,990	(25,990)	-100.0%
4,800	(4,800)	-100.0%
20,400	(20,400)	-100.0%
3,500	(3,500)	-100.0%
58,798	(46,798)	-79.6%
6,058	(6,058)	-100.0%
874	(874)	-100.0%
110	(110)	-100.0%
4,540	(4,540)	-100.0%
242	(242)	-100.0%
-	-	-
30,280	(25,280)	-83.5%
<b>\$ 161,165</b>	<b>\$ (144,165)</b>	<b>-89.5%</b>

Four Years Prior CY 2017 Actual	Variance More / (Less)	Percentage Change Increase (Decrease)
4,055	(4,055)	-100.0%
33,255	(33,255)	-100.0%
6,000	(6,000)	-100.0%
19,063	(19,063)	-100.0%
10,800	(10,800)	-100.0%
17,012	(5,012)	-29.5%
-	-	-
-	-	-
-	-	-
4,445	(4,445)	-100.0%
136	(136)	-100.0%
10,635	(10,635)	-100.0%
17,081	(12,081)	-70.7%
<b>\$ 122,482</b>	<b>\$ (105,482)</b>	<b>-86.1%</b>

E

Licensed LOC  
 Pending 1st Option  
 Definite 2nd Option

Event Name	Event #	Attendance	Status	40010	40015	40030	40210	40215	40230	40235	23.0% 40290	Total Revenue
				Concessions Food Sales	Concessions Bar NA Bev Sales	Concessions Bar Alcohol Sales	Catering Food Sales	Catering Bar NA Beverage Sales	Catering Bar Alcohol Sales	Catering Other Sales	Catering Service Charge	
Dept of Labor-Unemployment	00000	200		-	-	-	-	-	-	-	-	-
Dept of Health-Contact Tracing	00000	100		-	-	-	-	-	-	-	-	-
<b>Total January</b>		<b>300</b>		-	-	-	-	-	-	-	-	-
Dept of Labor-Unemployment	00000	200		-	-	-	-	-	-	-	-	-
Dept of Health-Contact Tracing	00000	100		-	-	-	-	-	-	-	-	-
Hawai'i State Judiciary Bar Exams	35882	250	Licensed	-	-	-	5,000	-	-	-	1,150	6,150
HECO Leadership Meeting	35960	300	Licensed	-	-	-	4,000	-	-	-	920	4,920
<b>Total February</b>		<b>850</b>		-	-	-	<b>9,000</b>	-	-	-	<b>2,070</b>	<b>11,070</b>
Dept of Labor-Unemployment	00000	175		-	-	-	-	-	-	-	-	-
Dept of Health-Contact Tracing	00000	100		-	-	-	-	-	-	-	-	-
<b>Total March</b>		<b>275</b>		-	-	-	-	-	-	-	-	-
Dept of Labor-Unemployment	00000	175		-	-	-	-	-	-	-	-	-
Dept of Health-Contact Tracing	00000	100		-	-	-	-	-	-	-	-	-
Hapalua Marathon Registration	29114	4,500	Definite	-	-	-	-	-	-	-	-	-
Unspecified	00000	350		-	-	-	60,000	-	-	-	13,800	73,800
Unspecified	00000	350		-	-	-	60,000	-	-	-	13,800	73,800
Unspecified	00000	350		-	-	-	65,000	-	-	-	14,950	79,950
<b>Total April</b>		<b>5,825</b>		-	-	-	<b>185,000</b>	-	-	-	<b>42,550</b>	<b>227,550</b>

Event Name	Event #	Attendance	Status	40010	40015	40030	40210	40215	40230	40235	23.0% 40290	Total Revenue
				Concessions Food Sales	Concessions Bar NA Bev Sales	Concessions Bar Alcohol Sales	Catering Food Sales	Catering Bar NA Beverage Sales	Catering Bar Alcohol Sales	Catering Other Sales	Catering Service Charge	
Dept of Labor-Unemployment	00000	150		-	-	-	-	-	-	-	-	-
Dept of Health-Contact Tracing	00000	100		-	-	-	-	-	-	-	-	-
Unspecified	00000	350		-	-	-	60,000	-	-	-	13,800	73,800
Unspecified	00000	350		-	-	-	60,000	-	-	-	13,800	73,800
Unspecified	00000	350		-	-	-	65,000	-	-	-	14,950	79,950
<b>Total May</b>	<b>1,300</b>			-	-	-	<b>185,000</b>	-	-	-	<b>42,550</b>	<b>227,550</b>
Dept of Labor-Unemployment	00000	150		-	-	-	-	-	-	-	-	-
Dept of Health-Contact Tracing	00000	100		-	-	-	-	-	-	-	-	-
<b>Illumination Energy Summit</b>	35795	350	Licensed	-	-	-	42,500	1,500	-	250	10,120	54,370
Unspecified	00000	350		-	-	-	60,000	-	-	-	13,800	73,800
Unspecified	00000	350		-	-	-	60,000	-	-	-	13,800	73,800
Unspecified	00000	350		-	-	-	65,000	-	-	-	14,950	79,950
<b>Total June</b>	<b>1,650</b>			-	-	-	<b>227,500</b>	<b>1,500</b>	-	<b>250</b>	<b>52,670</b>	<b>281,920</b>
Dept of Labor-Unemployment	00000	150		-	-	-	-	-	-	-	-	-
Dept of Health-Contact Tracing	00000	100		-	-	-	-	-	-	-	-	-
<b>Transpac Award Ceremony</b>	36966	300	Licensed	-	-	-	-	-	5,000	-	1,150	6,150
<b>INCOSE Symposium</b>	35010	600	Licensed	6,000	2,500	-	80,000	5,000	7,500	1,000	21,275	123,275
<b>Hawai'i State Judiciary Bar Exams</b>	35883	250	First Opti	-	-	-	5,000	-	-	-	1,150	6,150
Unspecified	00000	350		-	-	-	60,000	-	-	-	13,800	73,800
Unspecified	00000	350		-	-	-	60,000	-	-	-	13,800	73,800
Unspecified	00000	350		-	-	-	65,000	-	-	-	14,950	79,950
<b>Total July</b>	<b>2,450</b>			<b>6,000</b>	<b>2,500</b>	-	<b>270,000</b>	<b>5,000</b>	<b>12,500</b>	<b>1,000</b>	<b>66,125</b>	<b>363,125</b>
Dept of Labor-Unemployment	00000	150		-	-	-	-	-	-	-	-	-
Dept of Health-Contact Tracing	00000	100		-	-	-	-	-	-	-	-	-
Unspecified-Chamber of Commerce HI Employment L	00000	250		-	-	-	-	-	-	-	-	-
<b>Healthy Buildings</b>	37325	300	First Opti	9,000	1,800	1,700	36,000	400	1,800	500	8,786	59,986
Unspecified	00000	350		-	-	-	60,000	-	-	-	13,800	73,800
Unspecified	00000	350		-	-	-	60,000	-	-	-	13,800	73,800
Unspecified	00000	350		-	-	-	65,000	-	-	-	14,950	79,950
<b>Total August</b>	<b>1,850</b>			<b>9,000</b>	<b>1,800</b>	<b>1,700</b>	<b>221,000</b>	<b>400</b>	<b>1,800</b>	<b>500</b>	<b>51,336</b>	<b>287,536</b>

Licensed LOC  
 Pending 1st Option  
 Definite 2nd Option

Event Name	Event #	Attendance	Status	40010	40015	40030	40210	40215	40230	40235	23.0% 40290	Total Revenue
				Concessions Food Sales	Concessions Bar NA Bev Sales	Concessions Bar Alcohol Sales	Catering Food Sales	Catering Bar NA Beverage Sales	Catering Bar Alcohol Sales	Catering Other Sales	Catering Service Charge	
Dept of Labor-Unemployment	00000	150		-	-	-	-	-	-	-	-	-
Dept of Health-Contact Tracing	00000	100		-	-	-	-	-	-	-	-	-
<b>Cryogenic Engineering Conference</b>	35354	300	Licensed	5,000	2,500	-	52,500	5,000	2,500	100	13,800	81,400
<b>Bio Logging Symposium</b>	37218	400	Licensed	7,500	-	-	-	-	-	-	-	7,500
Unspecified	00000	350		-	-	-	60,000	-	-	-	13,800	73,800
Unspecified	00000	350		-	-	-	60,000	-	-	-	13,800	73,800
Unspecified	00000	350		-	-	-	65,000	-	-	-	14,950	79,950
<b>Total September</b>	<b>2,000</b>			<b>12,500</b>	<b>2,500</b>	-	<b>237,500</b>	<b>5,000</b>	<b>2,500</b>	<b>100</b>	<b>56,350</b>	<b>316,450</b>
Dept of Labor-Unemployment	00000	150		-	-	-	-	-	-	-	-	-
Dept of Health-Contact Tracing	00000	100		-	-	-	-	-	-	-	-	-
<b>STOP Congress</b>	32042	850	Licensed	9,000	3,500	-	65,000	5,000	10,000	2,500	18,400	113,400
<b>Hawaii State Bar Assn Bar Convention</b>	37332	225	First Opti	-	-	-	10,000	300	-	400	2,369	13,069
Unspecified	00000	350		-	-	-	60,000	-	-	-	13,800	73,800
Unspecified	00000	350		-	-	-	60,000	-	-	-	13,800	73,800
Unspecified	00000	350		-	-	-	65,000	-	-	-	14,950	79,950
<b>Total October</b>	<b>2,375</b>			<b>9,000</b>	<b>3,500</b>	-	<b>260,000</b>	<b>5,300</b>	<b>10,000</b>	<b>2,900</b>	<b>63,319</b>	<b>354,019</b>
Dept of Labor-Unemployment	00000	150		-	-	-	-	-	-	-	-	-
Dept of Health-Contact Tracing	00000	100		-	-	-	-	-	-	-	-	-
<b>Association of Hawaiian Civic Clubs</b>	35394	250	First Opti	-	-	-	7,500	300	300	50	1,860	10,010
Unspecified	00000	350		-	-	-	60,000	-	-	-	13,800	73,800
Unspecified	00000	350		-	-	-	60,000	-	-	-	13,800	73,800
Unspecified	00000	350		-	-	-	65,000	-	-	-	14,950	79,950
<b>Total November</b>	<b>1,550</b>			-	-	-	<b>192,500</b>	<b>300</b>	<b>300</b>	<b>50</b>	<b>44,410</b>	<b>237,560</b>
Dept of Labor-Unemployment	00000	150		-	-	-	-	-	-	-	-	-
Dept of Health-Contact Tracing	00000	100		-	-	-	-	-	-	-	-	-
<b>Honolulu Marathon Expo</b>	21641	30,000	Definite	10,500	2,800	1,750	12,500	1,500	-	5,000	3,220	37,270
<b>Intl Chemical Congress of Pacific Basin Societie</b>	24500	7,000	Licensed	7,500	10,000	1,250	52,500	12,500	22,500	3,500	20,125	129,875
<b>Honolulu Board Of Realtors General</b>	35718	300	Licensed	-	-	-	27,500	-	-	-	6,325	33,825
Unspecified	00000	350		-	-	-	60,000	-	-	-	13,800	73,800
Unspecified	00000	350		-	-	-	60,000	-	-	-	13,800	73,800
Unspecified	00000	350		-	-	-	65,000	-	-	-	14,950	79,950
<b>Total December</b>	<b>38,600</b>			<b>18,000</b>	<b>12,800</b>	<b>3,000</b>	<b>277,500</b>	<b>14,000</b>	<b>22,500</b>	<b>8,500</b>	<b>72,220</b>	<b>428,520</b>
<b>Grand Total</b>	<b>59,025</b>			<b>54,500</b>	<b>23,100</b>	<b>4,700</b>	<b>2,065,000</b>	<b>31,500</b>	<b>49,600</b>	<b>13,300</b>	<b>493,600</b>	<b>2,735,300</b>

Licensed LOC  
 Pending 1st Option  
 Definite 2nd Option

19.0% 40110    19.0% 40115    19.0% 40130    19.5% 40310    19.0% 40315    19.0% 40330    23.5% 40356

Event Name	Event #	Attendance	Status	COS- Concessions Food	COS- Concessions Bar NA Bev	COS- Concessions Alcohol	COS-Catering Food	COS-Catering Bar NA Bev	COS-Catering Alcohol	Total Cost of Sales	F&B Gross Margin	Contracted Labor-F&B	F&B Net Income
Dept of Labor-Unemployment	00000	200		-	-	-	61	42	67	170	(170)	(21)	(149)
Dept of Health-Contact Tracing	00000	100		-	-	-	-	-	-	-	-	-	-
<b>Total January</b>		<b>300</b>		-	-	-	<b>61</b>	<b>42</b>	<b>67</b>	<b>170</b>	<b>(170)</b>	<b>(21)</b>	<b>(149)</b>
Dept of Labor-Unemployment	00000	200		-	-	-	-	-	-	-	-	-	-
Dept of Health-Contact Tracing	00000	100		-	-	-	-	-	-	-	-	-	-
Hawai'i State Judiciary Bar Exams	35882	250	Licensed	-	-	-	975	-	-	975	5,175	1,445	3,730
HECO Leadership Meeting	35960	300	Licensed	-	-	-	780	-	-	780	4,140	1,156	2,984
<b>Total February</b>		<b>850</b>		-	-	-	<b>1,755</b>	-	-	<b>1,755</b>	<b>9,315</b>	<b>2,601</b>	<b>6,714</b>
Dept of Labor-Unemployment	00000	175		-	-	-	-	-	-	-	-	-	-
Dept of Health-Contact Tracing	00000	100		-	-	-	-	-	-	-	-	-	-
<b>Total March</b>		<b>275</b>		-	-	-	-	-	-	-	-	-	-
Dept of Labor-Unemployment	00000	175		-	-	-	-	-	-	-	-	-	-
Dept of Health-Contact Tracing	00000	100		-	-	-	-	-	-	-	-	-	-
Hapalua Marathon Registration	29114	4,500	Definite	-	-	-	-	-	-	-	-	-	-
Unspecified	00000	350		-	-	-	11,700	-	-	11,700	62,100	17,343	44,757
Unspecified	00000	350		-	-	-	11,700	-	-	11,700	62,100	17,343	44,757
Unspecified	00000	350		-	-	-	12,675	-	-	12,675	67,275	18,788	48,487
<b>Total April</b>		<b>5,825</b>		-	-	-	<b>36,075</b>	-	-	<b>36,075</b>	<b>191,475</b>	<b>53,474</b>	<b>138,001</b>

Event Name	Event #	Attendance	Status	COS- Concessions Food	COS- Concessions Bar NA Bev	COS- Concessions Alcohol	COS-Catering Food	COS-Catering Bar NA Bev	COS-Catering Alcohol	Total Cost of Sales	F&B Gross Margin	Contracted Labor-F&B	F&B Net Income
Dept of Labor-Unemployment	00000	150		-	-	-	-	-	-	-	-	-	-
Dept of Health-Contact Tracing	00000	100		-	-	-	-	-	-	-	-	-	-
Unspecified	00000	350		-	-	-	11,700	-	-	11,700	62,100	17,343	44,757
Unspecified	00000	350		-	-	-	11,700	-	-	11,700	62,100	17,343	44,757
Unspecified	00000	350		-	-	-	12,675	-	-	12,675	67,275	18,788	48,487
<b>Total May</b>	<b>1,300</b>			-	-	-	<b>36,075</b>	-	-	<b>36,075</b>	<b>191,475</b>	<b>53,474</b>	<b>138,001</b>
Dept of Labor-Unemployment	00000	150		-	-	-	-	-	-	-	-	-	-
Dept of Health-Contact Tracing	00000	100		-	-	-	-	-	-	-	-	-	-
<b>Illumination Energy Summit</b>	35795	350	Licensed	-	-	-	8,288	285	-	8,573	45,798	12,777	33,021
Unspecified	00000	350		-	-	-	11,700	-	-	11,700	62,100	17,343	44,757
Unspecified	00000	350		-	-	-	11,700	-	-	11,700	62,100	17,343	44,757
Unspecified	00000	350		-	-	-	12,675	-	-	12,675	67,275	18,788	48,487
<b>Total June</b>	<b>1,650</b>			-	-	-	<b>44,363</b>	<b>285</b>	-	<b>44,648</b>	<b>237,273</b>	<b>66,251</b>	<b>171,021</b>
Dept of Labor-Unemployment	00000	150		-	-	-	-	-	-	-	-	-	-
Dept of Health-Contact Tracing	00000	100		-	-	-	-	-	-	-	-	-	-
<b>Transpac Award Ceremony</b>	36966	300	Licensed	-	-	-	-	-	950	950	5,200	1,445	3,755
<b>INCOSE Symposium</b>	35010	600	Licensed	1,140	475	-	15,600	950	1,425	19,590	103,685	28,970	74,715
<b>Hawai'i State Judiciary Bar Exams</b>	35883	250	First Opti	-	-	-	975	-	-	975	5,175	1,445	3,730
Unspecified	00000	350		-	-	-	11,700	-	-	11,700	62,100	17,343	44,757
Unspecified	00000	350		-	-	-	11,700	-	-	11,700	62,100	17,343	44,757
Unspecified	00000	350		-	-	-	12,675	-	-	12,675	67,275	18,788	48,487
<b>Total July</b>	<b>2,450</b>			<b>1,140</b>	<b>475</b>	-	<b>52,650</b>	<b>950</b>	<b>2,375</b>	<b>57,590</b>	<b>305,535</b>	<b>85,334</b>	<b>220,201</b>
Dept of Labor-Unemployment	00000	150		-	-	-	-	-	-	-	-	-	-
Dept of Health-Contact Tracing	00000	100		-	-	-	-	-	-	-	-	-	-
Unspecified-Chamber of Commerce HI Employment Li	00000	250		-	-	-	-	-	-	-	-	-	-
<b>Healthy Buildings</b>	37325	300	First Opti	1,710	342	323	7,020	76	342	9,813	50,173	14,097	36,076
Unspecified	00000	350		-	-	-	11,700	-	-	11,700	62,100	17,343	44,757
Unspecified	00000	350		-	-	-	11,700	-	-	11,700	62,100	17,343	44,757
Unspecified	00000	350		-	-	-	12,675	-	-	12,675	67,275	18,788	48,487
<b>Total August</b>	<b>1,850</b>			<b>1,710</b>	<b>342</b>	<b>323</b>	<b>43,095</b>	<b>76</b>	<b>342</b>	<b>45,888</b>	<b>241,648</b>	<b>67,571</b>	<b>174,077</b>

Licensed LOC  
 Pending 1st Option  
 Definite 2nd Option

19.0% 19.0% 19.0% 19.5% 19.0% 19.0% 23.5%  
 40110 40115 40130 40310 40315 40330 40356

Event Name	Event #	Attendance	Status	COS- Concessions Food	COS- Concessions Bar NA Bev	COS- Concessions Alcohol	COS-Catering Food	COS-Catering Bar NA Bev	COS-Catering Alcohol	Total Cost of Sales	F&B Gross Margin	Contracted Labor-F&B	F&B Net Income
Dept of Labor-Unemployment	00000	150		-	-	-	-	-	-	-	-	-	-
Dept of Health-Contact Tracing	00000	100		-	-	-	-	-	-	-	-	-	-
<b>Cryogenic Engineering Conference</b>	35354	300	Licensed	950	475	-	10,238	950	475	13,088	68,313	19,129	49,184
<b>Bio Logging Symposium</b>	37218	400	Licensed	1,425	-	-	-	-	-	1,425	6,075	1,763	4,313
Unspecified	00000	350		-	-	-	11,700	-	-	11,700	62,100	17,343	44,757
Unspecified	00000	350		-	-	-	11,700	-	-	11,700	62,100	17,343	44,757
Unspecified	00000	350		-	-	-	12,675	-	-	12,675	67,275	18,788	48,487
<b>Total September</b>	<b>2,000</b>			<b>2,375</b>	<b>475</b>		<b>46,313</b>	<b>950</b>	<b>475</b>	<b>50,588</b>	<b>265,863</b>	<b>74,366</b>	<b>191,497</b>
Dept of Labor-Unemployment	00000	150		-	-	-	-	-	-	-	-	-	-
Dept of Health-Contact Tracing	00000	100		-	-	-	-	-	-	-	-	-	-
<b>SIOP Congress</b>	32042	850	Licensed	1,710	665	-	12,675	950	1,900	17,900	95,500	26,649	68,851
<b>Hawaii State Bar Assn Bar Convention</b>	37332	225	First Opti	-	-	-	1,950	57	-	2,007	11,062	3,071	7,991
Unspecified	00000	350		-	-	-	11,700	-	-	11,700	62,100	17,343	44,757
Unspecified	00000	350		-	-	-	11,700	-	-	11,700	62,100	17,343	44,757
Unspecified	00000	350		-	-	-	12,675	-	-	12,675	67,275	18,788	48,487
<b>Total October</b>	<b>2,375</b>			<b>1,710</b>	<b>665</b>		<b>50,700</b>	<b>1,007</b>	<b>1,900</b>	<b>55,982</b>	<b>298,037</b>	<b>83,194</b>	<b>214,843</b>
Dept of Labor-Unemployment	00000	150		-	-	-	-	-	-	-	-	-	-
Dept of Health-Contact Tracing	00000	100		-	-	-	-	-	-	-	-	-	-
<b>Association of Hawaiian Civic Clubs</b>	35394	250	First Opti	-	-	-	1,463	57	57	1,577	8,434	2,352	6,081
Unspecified	00000	350		-	-	-	11,700	-	-	11,700	62,100	17,343	44,757
Unspecified	00000	350		-	-	-	11,700	-	-	11,700	62,100	17,343	44,757
Unspecified	00000	350		-	-	-	12,675	-	-	12,675	67,275	18,788	48,487
<b>Total November</b>	<b>1,550</b>						<b>37,538</b>	<b>57</b>	<b>57</b>	<b>37,652</b>	<b>199,909</b>	<b>55,827</b>	<b>144,082</b>
Dept of Labor-Unemployment	00000	150		-	-	-	-	-	-	-	-	-	-
Dept of Health-Contact Tracing	00000	100		-	-	-	-	-	-	-	-	-	-
<b>Honolulu Marathon Expo</b>	21641	30,000	Definite	1,995	532	333	2,438	285	-	5,582	31,688	8,758	22,930
<b>Intl Chemical Congress of Pacific Basin Societie</b>	24500	7,000	Licensed	1,370	1,911	245	10,202	2,348	4,284	20,359	109,516	30,546	78,970
<b>Honolulu Board Of Realtors General</b>	35718	300	Licensed	-	-	-	5,363	-	-	5,363	28,463	7,949	20,514
Unspecified	00000	350		-	-	-	11,700	-	-	11,700	62,100	17,343	44,757
Unspecified	00000	350		-	-	-	11,700	-	-	11,700	62,100	17,343	44,757
Unspecified	00000	350		-	-	-	12,675	-	-	12,675	67,275	18,788	48,487
<b>Total December</b>	<b>38,600</b>			<b>3,365</b>	<b>2,443</b>	<b>577</b>	<b>54,077</b>	<b>2,633</b>	<b>4,284</b>	<b>67,379</b>	<b>361,142</b>	<b>100,727</b>	<b>260,414</b>
<b>Grand Total</b>	<b>59,025</b>			<b>10,300</b>	<b>4,400</b>	<b>900</b>	<b>402,700</b>	<b>6,000</b>	<b>9,500</b>	<b>433,800</b>	<b>2,301,500</b>	<b>642,800</b>	<b>1,658,701</b>

HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 FOOD & BEVERAGE DEPARTMENT

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Acct#	Account Title	Itemized Amounts / Descriptions	Budget
70005	Salaries-Exempt	See Facility Salary Detail	\$ 336,600
71005	Payroll Taxes	FICA, Medicare, SUI, FUTA @ 10.9%	\$ 36,700
71105	Benefits	Health Insurance, Dental, 401k @ 8.5%	\$ 28,600
71505	Workers Compensation	Workers Compensation @ 3.95%	\$ 13,300
72410	Armored Car Service		\$ 500
72905	Other Contracted Services	Kitchen Hood Cleaning, \$ 6,500 Kitchen Hood Fire Supressions Inspection, semi-annual \$ 3,200 Grease Trap Mtnce, qtrly, Commercial Biotech \$ 6,000 Grease Trap clear/removal, Pacific Biodiesel \$ 3,500 Pest Control Services, Orkin \$700/mo \$ 8,400 Boiler Inspection, DLIR, bi-annual \$ 1,500	\$ 29,100
73035	Bank Service Charges		\$ 1,800
73050	Payroll Fees		\$ 1,000
73070	Postage		\$ 500
73095	Rental Office Equipment	Toshiba Copier Leases @ \$600/month	\$ 7,200
73100	Office Supplies		\$ 1,200
73215	Promotional	Employee F&B Discounts \$ 4,400 HTA Costs > \$1,200/mo \$ 18,000	\$ 22,400
73230	Licenses & Fees	Liquor License	\$ 4,000
73255	Sales & Use Tax		\$ 500
73265	Credit Card Discounts	Credit Card Service Charges	\$ 7,800
73275	Computer Expense	Computer Services	\$ 21,000

HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 FOOD & BEVERAGE DEPARTMENT

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Acct#	Account Title	Itemized Amounts / Descriptions	Budget
73905	Miscellaneous G & A	\$ 2,000	\$ 2,000
74010	Trash Removal	Eco-Feed Waste Disposal \$ 5,000	\$ 5,000
74060	Small Equipment	Various Small Equipment Needed \$ 8,000	\$ 8,000
75005	Gen Bldg Repairs & Maintenance	General Building Repairs F&B \$ 20,000	\$ 20,000
76005	General Building Supplies	Paper Supplies, 1.8% of sales \$ 49,200 Floral, 0.1% of sales \$ 2,700	\$ 51,900
76115	Janitorial Supplies	F&B Cleaning Supplies, 0.4% of sales \$ 10,900	\$ 10,900
76135	Laundry	Linen Cleaning \$ 6,000	\$ 6,000
76140	Uniforms	Replacement \$ 500	\$ 500
76145/6	COVID Expenses	\$ 7,500	\$ 7,500
77040	Insurance	GL Business Insurance 0.98% of sales \$ 22,000	\$ 22,000
78205	Telephone	Cell Service, AT&T @ \$200/mo \$ 2,400	\$ 2,400
535		JANUARY 1, 2021 TO DECEMBER 31, 2021	\$ 648,400

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HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 FOOD & BEVERAGE DEPARTMENT

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Acct#	Account Title	Budget	Prior Year CY2020 Reforecast	Variance More / (Less)	Percentage Change Increase (Decrease)
70005	Salaries-Exempt	\$ 336,600	562,300	(225,700)	-40.1%
70205	Bonus-Performance	\$ -	(18,300)	18,300	-100.0%
71005	Payroll Taxes	\$ 36,700	53,000	(16,300)	-30.8%
71105	Benefits	\$ 28,600	54,400	(25,800)	-47.4%
71505	Workers Compensation	\$ 13,300	24,400	(11,100)	-45.5%
72410	Armored Car Service	\$ 500	400	100	25.0%
72905	Other Contracted Services	\$ 29,100	11,000	18,100	164.5%
73010	Professional Fees-Legal	\$ -	1,900	(1,900)	-100.0%
73015	Professional Fees-Other	\$ -	-	-	-
73035	Bank Service Charges	\$ 1,800	2,000	(200)	-10.0%
73050	Payroll Fees	\$ 1,000	1,200	(200)	-16.7%
73055	Meals & Entertainment	\$ -	300	(300)	-100.0%
73065	Dues & Subscriptions	\$ -	-	-	-
73070	Postage	\$ 500	900	(400)	-44.4%
73095	Rental Office Equipment	\$ 7,200	4,800	2,400	50.0%
73100	Office Supplies	\$ 1,200	3,100	(1,900)	-61.3%
73105	Printing & Stationary	\$ -	-	-	-
73190	Coporate Travel	\$ -	1,800	(1,800)	-100.0%
73215	Promotional	\$ 22,400	56,300	(33,900)	-60.2%
73230	Licenses & Fees	\$ 4,000	4,200	(200)	-4.8%
73255	Sales & Use Tax	\$ 500	100	400	400.0%
73265	Credit Card Discounts	\$ 7,800	16,400	(8,600)	-52.4%
73275	Computer Expense	\$ 21,000	24,800	(3,800)	-15.3%
73295	Employee Training	\$ -	-	-	-
73905	Miscellaneous G & A	\$ 2,000	7,500	(5,500)	-73.3%
74010	Trash Removal	\$ 5,000	17,000	(12,000)	-70.6%
74055	Equipment Rental	\$ -	3,200	(3,200)	-100.0%
74060	Small Equipment	\$ 8,000	1,800	6,200	344.4%
75005	Gen Bldg Repairs & Maintenance	\$ 20,000	21,800	(1,800)	-8.3%
76005	General Building Supplies	\$ 51,900	58,800	(6,900)	-11.7%
76145/6	COVID Expenses	\$ 7,500	-	7,500	-
76115	Janitorial Supplies	\$ 10,900	13,200	(2,300)	-17.4%
76135	Laundry	\$ 6,000	12,900	(6,900)	-53.5%
76140	Uniforms	\$ 500	500	-	-
77040	Insurance	\$ 22,000	18,600	3,400	18.3%
78205	Telephone	\$ 2,400	5,000	(2,600)	-52.0%
	<b>Total</b>	<b>\$ 648,400</b>	<b>\$ 965,300</b>	<b>\$ (316,900)</b>	<b>-33%</b>

Prior Year Dark CY 2020 Budget	Variance More / (Less)	Percentage Change Increase (Decrease)
-	336,600	-
-	-	-
-	36,700	-
33,975	(5,375)	-15.8%
-	13,300	-
-	500	-
-	29,100	-
-	-	-
-	-	-
-	1,800	-
-	1,000	-
-	-	-
-	-	-
-	500	-
-	7,200	-
-	1,200	-
-	-	-
-	-	-
-	-	-
-	22,400	-
-	4,000	-
-	500	-
-	7,800	-
-	21,000	-
-	-	-
-	-	-
-	2,000	-
-	5,000	-
-	-	-
-	8,000	-
-	20,000	-
-	51,900	-
-	7,500	-
-	10,900	-
-	6,000	-
-	500	-
-	22,000	-
-	2,400	-
\$ 33,975	\$ 614,425	1808%

Prior Year Original CY 2020 Budget	Variance More / (Less)	Percentage Change Increase (Decrease)
1,079,800	(743,200)	-68.8%
36,100	(36,100)	-100.0%
121,600	(84,900)	-69.8%
91,800	(63,200)	-68.8%
44,100	(30,800)	-69.8%
2,100	(1,600)	-76.2%
45,100	(16,000)	-35.5%
4,500	(4,500)	-100.0%
-	-	-
6,000	(4,200)	-70.0%
1,000	-	-
2,000	(2,000)	-100.0%
500	(500)	-100.0%
2,500	(2,000)	-80.0%
11,900	(4,700)	-39.5%
10,000	(8,800)	-88.0%
3,000	(3,000)	-100.0%
10,000	(10,000)	-100.0%
42,400	(20,000)	-47.2%
10,000	(6,000)	-60.0%
2,000	(1,500)	-75.0%
29,100	(21,300)	-73.2%
21,000	-	-
5,000	(5,000)	-100.0%
4,000	(2,000)	-50.0%
19,000	(14,000)	-73.7%
10,800	(10,800)	-100.0%
28,000	(20,000)	-71.4%
90,000	(70,000)	-77.8%
205,600	(153,700)	-74.8%
-	7,500	-
30,800	(19,900)	-64.6%
66,000	(60,000)	-90.9%
5,000	(4,500)	-90.0%
85,400	(63,400)	-74.2%
6,000	(3,600)	-60.0%
\$ 2,132,100	\$ (1,483,700)	-70%

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HAWAII CONVENTION CENTER  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 FOOD & BEVERAGE DEPARTMENT

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Acct#	Account Title	Budget	Two Years			Three Years			Four Years		
			Prior CY 2019 Actual	Variance More / (Less)	Percentage Change Increase (Decrease)	Prior CY 2018 Actual	Variance More / (Less)	Percentage Change Increase (Decrease)	Prior CY 2017 Actual	Variance More / (Less)	Percentage Change Increase (Decrease)
70005	Salaries-Exempt	\$ 336,600	960,326	(623,726)	-64.9%	966,833	(630,233)	-65.2%	925,579	(588,979)	-63.6%
70205	Bonus-Performance	\$ -	7,016	(7,016)	-100.0%	15,138	(15,138)	-100.0%	25,978	(25,978)	-100.0%
71005	Payroll Taxes	\$ 36,700	79,210	(42,510)	-53.7%	84,957	(48,257)	-56.8%	81,158	(44,458)	-54.8%
71105	Benefits	\$ 28,600	83,263	(54,663)	-65.7%	84,010	(55,410)	-66.0%	85,185	(56,585)	-66.4%
71505	Workers Compensation	\$ 13,300	38,268	(24,968)	-65.2%	38,831	(25,531)	-65.7%	39,034	(25,734)	-65.9%
72410	Armored Car Service	\$ 500	1,066	(566)	-53.1%	1,742	(1,242)	-71.3%	1,953	(1,453)	-74.4%
72905	Other Contracted Services	\$ 29,100	18,139	10,961	60.4%	26,529	2,571	9.7%	29,522	(422)	-1.4%
73010	Professional Fees-Legal	\$ -	563	(563)	-100.0%	3,550	(3,550)	-100.0%	3,642	(3,642)	-100.0%
73015	Professional Fees-Other	\$ -	1,562	(1,562)	-100.0%	1,809	(1,809)	-100.0%	-	-	-
73035	Bank Service Charges	\$ 1,800	1,619	181	11.2%	4,110	(2,310)	-56.2%	5,963	(4,163)	-69.8%
73050	Payroll Fees	\$ 1,000	712	288	40.4%	698	302	43.3%	728	272	37.4%
73055	Meals & Entertainment	\$ -	1,457	(1,457)	-100.0%	3,414	(3,414)	-100.0%	1,525	(1,525)	-100.0%
73065	Dues & Subscriptions	\$ -	-	-	-	12	(12)	-100.0%	-	-	-
73070	Postage	\$ 500	876	(376)	-42.9%	2,042	(1,542)	-75.5%	2,292	(1,792)	-78.2%
73095	Rental Office Equipment	\$ 7,200	5,400	1,800	33.3%	11,598	(4,398)	-37.9%	7,410	(210)	-2.8%
73100	Office Supplies	\$ 1,200	5,545	(4,345)	-78.4%	9,158	(7,958)	-86.9%	10,560	(9,360)	-88.6%
73105	Printing & Stationary	\$ -	-	-	-	-	-	-	-	-	-
73190	Corporate Travel	\$ -	7,768	(7,768)	-100.0%	24,307	(24,307)	-100.0%	7,542	(7,542)	-100.0%
73215	Promotional	\$ 22,400	74,542	(52,142)	-69.9%	28,831	(6,431)	-22.3%	39,073	(16,673)	-42.7%
73230	Licenses & Fees	\$ 4,000	5,559	(1,559)	-28.0%	7,500	(3,500)	-46.7%	7,119	(3,119)	-43.8%
73255	Sales & Use Tax	\$ 500	-	500	-	-	500	-	-	500	-
73265	Credit Card Discounts	\$ 7,800	31,919	(24,119)	-75.6%	32,130	(24,330)	-75.7%	26,521	(18,721)	-70.6%
73275	Computer Expense	\$ 21,000	23,828	(2,828)	-11.9%	29,118	(8,118)	-27.9%	20,187	813	4.0%
73295	Employee Training	\$ -	-	-	-	-	-	-	-	-	-
73905	Miscellaneous G & A	\$ 2,000	12,140	(10,140)	-83.5%	1,864	136	7.3%	5,674	(3,674)	-64.8%
74010	Trash Removal	\$ 5,000	38,170	(33,170)	-86.9%	30,540	(25,540)	-83.6%	26,708	(21,708)	-81.3%
74055	Equipment Rental	\$ -	5,000	(5,000)	-100.0%	27,470	(27,470)	-100.0%	19,540	(19,540)	-100.0%
74060	Small Equipment	\$ 8,000	17,941	(9,941)	-55.4%	18,581	(10,581)	-56.9%	26,478	(18,478)	-69.8%
75005	Gen Bldg Repairs & Maintenance	\$ 20,000	57,470	(37,470)	-65.2%	45,830	(25,830)	-56.4%	91,410	(71,410)	-78.1%
76005	General Building Supplies	\$ 51,900	171,719	(119,819)	-69.8%	134,339	(82,439)	-61.4%	213,999	(162,099)	-75.7%
76145/6	COVID Expenses	\$ 7,500	-	7,500	-	-	7,500	-	-	7,500	-
76115	Janitorial Supplies	\$ 10,900	58,409	(47,509)	-81.3%	33,459	(22,559)	-67.4%	33,054	(22,154)	-67.0%
76135	Laundry	\$ 6,000	42,669	(36,669)	-85.9%	71,458	(65,458)	-91.6%	62,701	(56,701)	-90.4%
76140	Uniforms	\$ 500	3,183	(2,683)	-84.3%	539	(39)	-7.2%	1,709	(1,209)	-70.7%
77040	Insurance	\$ 22,000	85,431	(63,431)	-74.2%	69,429	(47,429)	-68.3%	99,189	(77,189)	-77.8%
78205	Telephone	\$ 2,400	4,109	(1,709)	-41.6%	3,943	(1,543)	-39.1%	6,130	(3,730)	-60.8%
	Total	\$ 648,400	\$ 1,844,879	\$ (1,196,479)	-65%	\$ 1,813,814	\$ (1,165,414)	-64%	\$ 1,907,563	\$ (1,259,163)	-66%

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**ASM**  
**HAWAII CONVENTION CENTER**  
**LOCAL SALES & MARKETING**  
**2021 BUDGET**

October 13, 2020

Hawai'i Convention Center  
Local Sales and Marketing  
2021 Budget  
v10.13.20

In a normal year (non-pandemic) local sales is 90% of our events at the Hawai'i Convention Center (HCC). Local sales include small local meetings, banquets, concerts, festivals and local tradeshow. Historically these local events have generated approximately \$7 million in revenue.

Rebuilding this market for short term business in the next three years is key to the success of the center. Currently, with Government restrictions in place for **large social gatherings**, this limits our ability to host many of these social events such as **festivals, expos, concerts and tradeshow**.

Our focus and plan for 2021 and beyond is to restore a key position in our Local Sales team to focus on hybrid meetings that we can host while adhering to CDC social distancing guidelines. Many repeat clients are interested in continuing to have their annual meeting at HCC in a hybrid fashion. This hybrid meeting would be a combination of streaming and face to face while socially distancing.

HCC is working with our partners from Projection and Smart City to have two rooms with all the equipment needed (turn-key) to pre-record or live stream speakers and or panel discussions. This bundled package along with marketing collateral is what we will go to market with for Citywide and Local business as an alternative to the traditional meeting.

In our proposed 2021 budget I am requesting to bring back one Sales Manager, so we would have two full-time Sales Managers to recover, restore and hopefully increase our local sales as we move forward with this pandemic.

I am also requesting to bolster our Advertising budget to promote future local sales recovery efforts adding \$20,000 to this line item

The local market and hybrid meetings will be key to our short and long-term revenue growth. Our team at HCC continues to work with the Hawai'i Visitors & Convention Bureau sales team on future MCI business which is also looking at hybrid meetings as the new meeting model.

Our overall 2021 Local Sales budget amounts to \$521,800 which flat to our 2020 Reforecast and 2020 Dark Budget (post-COVID), while it is \$490,700 (-48%) less than our original 2020 Local Sales budget (pre-COVID).

HAWAII CONVENTION CENTER  
 LOCAL SALES & MARKETING  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 Lead Income Statement

	Budget
Operating Expenses	
Employee Salaries and Wages	265,300
Benefits	77,700
Net Employee Wages and Benefits	<u>343,000</u>
Marketing	75,000
Advertising	20,000
Maintenance Agreements	66,200
General and Administrative	9,500
Meetings & Conventions	2,500
Utilities	3,600
Other	2,000
Marketing Flexibility Fund	-
Total Operating Expenses	<u>521,800</u>
Net Income (Loss) From Operations	<u><u>(521,800)</u></u>
Sales Operating Expenses	521,800
Marketing Flexibility Fund	-
Sales Operating Income (Loss)	<u><u>(521,800)</u></u>

HAWAII CONVENTION CENTER  
 LOCAL SALES & MARKETING  
 JANUARY 1, 2021 TO DECEMBER 31, 2021  
 Lead Income Statement - Comparison

	Budget	Prior Year CY 2020 Reforecast 08.20 FS	Variance More / (Less)	Percentage Change Increase (Decrease)	Prior Year CY 2020 Dark Budget v04.20.20	Variance More / (Less)	Percentage Change Increase (Decrease)	Prior Year CY 2020 Budget v09.09.19	Variance More / (Less)	Percentage Change Increase (Decrease)
Operating Expenses										
Employee Salaries and Wages	265,300	267,800	(2,500)	-1%	276,100	(10,800)	-4%	568,500	(303,200)	-53%
Benefits	77,700	95,450	(17,750)	-19%	91,400	(13,700)	-15%	138,700	(61,000)	-44%
Net Employee Wages and Benefits	343,000	363,250	(20,250)	-6%	367,500	(24,500)	-7%	707,200	(364,200)	-51%
Marketing	75,000	72,150	2,850	4%	67,300	7,700	11%	171,800	(96,800)	-56%
Advertising	20,000	1,100	18,900	1718%	-	20,000	0%	36,000	(16,000)	-44%
Maintenance Agreements	66,200	67,500	(1,300)	-2%	66,200	-	0%	66,200	-	0%
General & Administrative	9,500	9,500	-	0%	11,500	(2,000)	-17%	19,700	(10,200)	-52%
Meetings & Conventions	2,500	1,400	1,100	79%	2,100	400	19%	6,000	(3,500)	-58%
Utilities	3,600	4,200	(600)	-14%	4,600	(1,000)	-22%	3,600	-	0%
Other	2,000	2,000	-	0%	2,000	-	0%	2,000	-	0%
Marketing Flexibility Fund	-	-	-	0%	-	-	0%	-	-	0%
Total Operating Expenses	521,800	521,100	700	0%	521,200	600	0%	1,012,500	(490,700)	-48%
Net Income (Loss) From Operations	(521,800)	(521,100)	700	0%	(521,200)	600	0%	(1,012,500)	(490,700)	48%
Sales Operating Expenses	521,800	521,100	700	0%	521,200	600	0%	1,012,500	(490,700)	-48%
Marketing Flexibility Fund	-	-	-	0%	-	-	0%	-	-	0%
Sales Operating Income (Loss)	(521,800)	(521,100)	700	0%	(521,200)	600	0%	(1,012,500)	(490,700)	-48%
	-	-	0		-	0		-	-	

2021 Staffing in Local S&M - 3.5 FTE's  
 Senior Local S&M Mgr  
 Local S&M Mgr  
 Local Marketing Mgr  
 Allocation of General Manager, HR Director and Finance

2020 Staffing in Local S&M Reforecast and Dark Budget - 2.3 FTE's  
 Local S&M Mgr  
 Local Marketing Mgr  
 Allocation of General Manager, HR Director and Finance

HAWAII CONVENTION CENTER  
 LOCAL SALES & MARKETING  
 JANUARY 1, 2021 TO DECEMBER 31, 2021

Acct#	Account Title	Budget
70005	Salaries-Exempt	\$ 265,300
70006	Wages-Nonexempt	\$ -
70008	OT-Nonexempt	\$ -
70205	Bonus-Performance	\$ -
71005	Payroll Taxes	\$ 23,800
71105	Benefits	\$ 39,800
71205	401 (k)	\$ 8,000
71505	Workers Compensation	\$ 6,100
71705	Vacation Expense	\$ -
73010	Professional Fees-Legal	\$ 1,200
73050	Payroll Fees	\$ 1,100
73055	Meals & Entertainment	\$ 2,500
73060	Meetings & Conventions	\$ -
73065	Dues & Subscriptions	\$ 1,000
73070	Postage	\$ -
73095	Rental Office Equipment	\$ 3,000
73100	Office Supplies	\$ 1,000
73105	Printing & Stationary	\$ 1,200
73120	Site Visit	\$ -
73125	Photography	\$ 5,000
73130	Advertising	\$ 20,000
73140	Web Development & Maintenance	\$ 44,700
73185	Marketing Flexibility Fund	\$ -
73215	Promotional	\$ 12,100
73275	Computer Expense	\$ 1,000
75105	Maintenance Agreements	\$ 66,200
78205	Telephone	\$ 3,600
79005	Community Relations	\$ 13,200
79905	Miscellaneous Expenses	\$ 1,000
90090	FF & E Expense	\$ 1,000

Prior Year CY 2020 Reforecast 08.20 FS	Variance More / (Less)	Percentage Change Increase (Decrease)
263,200	2,100	1%
4,100	(4,100)	-100%
-	-	-
500	(500)	-100%
13,000	10,800	83%
58,800	(19,000)	-32%
5,550	2,450	44%
8,900	(2,800)	-31%
9,200	(9,200)	-100%
1,200	-	-
1,000	100	10%
900	1,600	178%
500	(500)	-100%
900	100	11%
100	(100)	-100%
3,000	-	-
1,000	-	-
1,300	(100)	-8%
-	-	-
100	4,900	4900%
1,100	18,900	1718%
37,700	7,000	19%
-	-	-
17,550	(5,450)	-31%
1,000	-	-
67,500	(1,300)	-2%
4,200	(600)	-14%
16,800	(3,600)	-21%
1,000	-	-
1,000	-	-

Prior Year CY 2020 Dark Budget v04.20.20	Variance More / (Less)	Percentage Change Increase (Decrease)
271,503	(6,203)	-2%
4,106	(4,106)	-100%
18	(18)	-100%
473	(473)	-100%
22,100	1,700	8%
45,700	(5,900)	-13%
7,800	200	3%
9,700	(3,600)	-37%
6,100	(6,100)	-100%
1,200	-	-
2,100	(1,000)	-48%
1,700	800	47%
400	(400)	-100%
1,100	(100)	-9%
180	(100)	-100%
3,000	-	-
1,000	-	-
2,000	(800)	-40%
2,000	(2,000)	-100%
100	4,900	4900%
-	20,000	-
30,700	14,000	46%
-	-	-
17,700	(5,600)	-32%
1,000	-	-
66,200	-	-
4,600	(1,000)	-22%
16,800	(3,600)	-21%
1,000	-	-
1,000	-	-

Prior Year CY 2020 Budget v09.09.19	Variance More / (Less)	Percentage Change Increase (Decrease)
460,200	(194,900)	-42%
68,000	(68,000)	-100%
1,900	(1,900)	-100%
38,400	(38,400)	-100%
49,300	(25,500)	-52%
70,300	(30,500)	-43%
12,100	(4,100)	-34%
7,000	(900)	-13%
-	-	-
1,200	-	-
1,100	-	-
6,000	(3,500)	-58%
-	-	-
1,400	(400)	-29%
-	-	-
3,000	-	-
1,000	-	-
6,000	(4,800)	-80%
-	-	-
93,100	(81,000)	-87%
1,000	-	-
66,200	-	-
3,600	-	-
24,000	(10,800)	-45%
1,000	-	-
1,000	-	-

<b>Total</b>	<b>\$ 521,800</b>	<b>\$ 521,100</b>	<b>\$ 700</b>	<b>0%</b>	<b>\$ 521,200</b>	<b>\$ 600</b>	<b>0%</b>	<b>\$ 1,012,500</b>	<b>\$ (490,700)</b>	<b>-48%</b>
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Sales Operating Expenses	521,800	521,100	521,200	1,012,500
Marketing Flexibility Fund	-	-	-	-
<b>Sales Operating Income (Loss)</b>	<b>\$ (521,800)</b>	<b>\$ (521,100)</b>	<b>\$ (521,200)</b>	<b>\$ (1,012,500)</b>

Variance Explanation

A

Advertising of local sales post COVID

HAWAII CONVENTION CENTER  
 LOCAL SALES & MARKETING  
 JANUARY 1, 2021 TO DECEMBER 31, 2021

Acct#	Account Title	Itemized Amounts / Descriptions	Budget
70005	Salaries-Exempt	See Facility Salary Detail \$ 265,300	\$ 265,300
71005	Payroll Taxes	See Facility Salary Detail \$ 23,800	\$ 23,800
71105	Benefits	See Facility Salary Detail \$ 39,800	\$ 39,800
71205	401 (k)	See Facility Salary Detail \$ 8,000	\$ 8,000
71505	Workers Compensation	See Facility Salary Detail \$ 6,100	\$ 6,100
73010	Professional Fees-Legal	Contract Related Legal Fees \$ 1,200	\$ 1,200
73050	Payroll Fees	Ulitiopro Payroll Processing \$ 1,100	\$ 1,100
73055	Meals & Entertainment	\$208/mo \$ 2,500	\$ 2,500
73065	Dues & Subscriptions	Exec Women Intl (1) \$ 300 HI Japanese Chamber Of Commerce \$ 400 AMEX (3) \$ 300	\$ 1,000
73095	Rental Office Equipment	Toshiba Copier Lease & Usage @ \$250/month \$ 3,000	\$ 3,000
73100	Office Supplies	\$ 1,000	\$ 1,000
73105	Printing & Stationary	\$100/mo \$ 1,200	\$ 1,200
73125	Photography	\$ 5,000	\$ 5,000
73130	Advertising	Creative @ \$300/mo \$ 3,600 Ad Placements @ \$1,366/mo \$ 16,400	\$ 20,000
73140	Web Development & Maintenance	Social Media Contractor \$ 20,100 Social Media Ads \$ 1,000 MeetHawaii.com (HCC portion of website) \$ 12,000 HCC Microsite - Asian \$ 3,780 HCC Microsite - Event Calendar \$ 600 Website for Signature Events \$ 1,000 Holiday e-Card \$ 2,000 DropBox Business \$ 900 MailChip Subscription \$60/mo \$ 720 Adobe Software \$ 630 SSL Wildcard Certificate \$ 400 Flipbook Software \$25/mo \$ 300 Blog Spam Blocker-Akismet @ \$5/mo \$ 60 Miscellaneous \$ 1,210	\$ 44,700

HAWAII CONVENTION CENTER  
 LOCAL SALES & MARKETING  
 JANUARY 1, 2021 TO DECEMBER 31, 2021

Acct#	Account Title	Itemized Amounts / Descriptions	Budget
73215	Promotional	New Business Promos \$ -	\$ 12,100
		Sponsorships \$ -	
		May Day \$ 2,500	
		Na Hoku Gala \$ 2,500	
		Hawaii Food & Wine Festival \$ 5,000	
		Amenities @ \$175/mo \$ 2,100	
73275	Computer Expense	\$ 1,000	\$ 1,000
75105	Maintenance Agreements	3DConcepts \$ 36,000	\$ 66,200
		USI Software License (Ungerboeck) - Hosting & Maintenance \$ 30,200	
78205	Telephone	Cell / iPad Service, AT&T @ \$300/mo \$ 3,600	\$ 3,600
79005	Community Relations	Limtiaco @ \$1,100/mo \$ 13,200	\$ 13,200
79905	Miscellaneous Expenses	\$ 1,000	\$ 1,000
90090	FF & E Expense	\$ 1,000	\$ 1,000
	550	JANUARY 1, 2021 TO DECEMBER 31, 2021	\$ 521,800