



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

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

*Po'akolu, 16 Kēkēmapa 2020, 10:30 a.m.*  
**Wednesday, December 16, 2020 at 10:30 a.m.**

*Hālāwai Kikoho'e*  
**VIRTUAL MEETING**

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

**Register in advance for this webinar:**

[https://zoom.us/webinar/register/WN\\_U7H9TtjrT8auahgLHEX3LA](https://zoom.us/webinar/register/WN_U7H9TtjrT8auahgLHEX3LA)

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

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

1. *Ho'omaka A Pule*  
Call to Order and Pule
2. *Āpono I Ka Mo'o'ōlelo Hālāwai*  
Approval of Minutes of the November 18, 2020 HTA Marketing Standing Committee Meeting
3. ~~*Hō'ike A Costeo Travel*  
Presentation of Costeo Travel market trends, demands for Hawai'i and by Islands.  
Presented by Jolene Schuerman, Hawai'i Buyer~~
4. ~~*Hō'ike A Āpono I Ka Ho'olako I Ka Papahana Ka'a'ike Kāko'o 'Oihana Li'ili'i*  
Presentation and approval for funding a communication plan for guests to frequent and support small businesses. Presentation by Sherry Menor-McNamara, Chamber of Commerce of Hawai'i, President & CEO~~



5. ***Hō'ike, Kūkākūkā A 'Āpono I Ka Mo'ohelu Hokona Makahiki Kālā 2021***  
**Presentation, discussion and approval of the revised Fiscal Year 2021 Branding budget to be included in the proposed Fiscal Year 2021 revised overall budget for the Hawai'i Tourism Authority. The presentation will include a review of the amended budget line items specifically related to the Branding section of the authority's previously approved budget**
  
6. *Hō'ike A Kūkākūkā No Ka Ho'opa'a Huaka'i A Nā 'Ākena*  
Presentation and discussion of the travel agents booking pace and general market research trends
  
7. ~~*Hō'ike A Kūkākūkā No Ka Mākeke 'Amelika*~~  
~~Presentation and discussion of the general US market updates and trends of which could include the leisure and group segments~~  
**Hō'ike A HVCB**  
**Presentation by the Hawai'i Visitors and Convention Bureau that will include market insights, an update on the Mālama Hawai'i program, and discussion on calendar year 2021 as it relates to certain assumptions and approaches including information pertaining to the PGA Tour's messaging**
  
8. *Hō'ike A Kūkākūkā No Ka Mākeke Iāpana*  
Presentation and discussion of the general Japanese market updates and trends of which could include the leisure and group segments
  
9. *Ho'oku'u*  
Adjournment

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

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



# HAWAII TOURISM AUTHORITY

Hawai'i Convention Center  
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815  
**kelepona** tel 808 973 2255  
**kelepa'i** fax 808 973 2253  
**kahua pa'a** web [hawaii-tourismauthority.org](http://hawaii-tourismauthority.org)

**David Y. Ige**  
Governor

**John De Fries**  
President and Chief Executive Officer

*Kono 'ia ka lehulehu e nānā mai i ka hālāwai a ho'ouna mai i ka 'ōlelo hō'ike kākau 'ia no kēlā me kēia kumuhana i helu 'ia ma ka papa kumumana'o. Hiki ke ho'ouna mai i nā 'ōlelo hō'ike kākau 'ia ma mua o ka hālāwai iā [ariana.kwan@gohta.net](mailto:ariana.kwan@gohta.net). Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Ariana Kwan (973-2254 a i 'ole [ariana.kwan@gohta.net](mailto:ariana.kwan@gohta.net)), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.*

Members of the public are invited to view the public meeting and provide written testimony on any agenda item. Written testimony may be submitted prior to the meeting to the HTA by email to [ariana.kwan@gohta.net](mailto:ariana.kwan@gohta.net); Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Ariana Kwan (973-2254 or [ariana.kwan@gohta.net](mailto:ariana.kwan@gohta.net)) no later than 3 days prior to the meeting so arrangements can be made.