## HTA Strategic Plan

**Drivers (Stakeholders):**
- Community: Collaborative Competition
- Government: Communication
- Industries: Cultural Values
- Visitors: Competencies

**Enablers:**
- HTA's toolset to engage Stakeholders & support Core Areas

**Core Areas:**
- HTA's internal division of operations

**Objectives (Pillars):**
- Measures of effectiveness of all HTA programs, services & products
- Priorities that support the Goal & drive Deliverables

**Goal:**
- The ultimate deliverable of HTA's vision & mission

### Core Areas

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<th>Drivers</th>
<th>Enablers</th>
<th>Objectives (Pillars)</th>
<th>Goal</th>
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<td>Preservation of Natural Resources</td>
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To learn more, see the Hawaii Tourism Authority Strategic Plan 2020-2025

See pages 1, 5, 12-13, 15 and pages 20-29 at Guiding Principles
See pages 20-29 at Programmatic Actions
See pages 12, 15, and pages 20-29 at Objectives
See page 3 and pages 20-29 at Goal and Strategic Choices
See pages 16 and pages 20-29 at Goal
See page 7 and pages 20-29 at Goal