



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 [Hawai'itourismauthority.org](http://Hawai'itourismauthority.org)

**David Y. Ige**  
*Governor*

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

**REGULAR MARKETING STANDING COMMITTEE MEETING  
HAWAII TOURISM AUTHORITY  
Wednesday, September 1, 2021 at 2:31 p.m.  
Virtual Meeting**

**MINUTES OF MARKETING STANDING COMMITTEE MEETING**

<b>COMMITTEE MEMBERS PRESENT:</b>	Daniel Chun (Chair), George Kam, Benjamin Rafter, Kyoko Kimura, and Sherry Menor-McNamara
<b>COMMITTEE MEMBER ABSENT:</b>	Fred Atkins
<b>HTA STAFF PRESENT:</b>	John De Fries, Keith Regan, Kalani Ka'anā'anā
<b>GUESTS:</b>	Senator Wakai, Representative Richard Onishi, Jennifer Chun, Ireen Lee, Lorenzo Campos, Darragh Walshe, Eric Takahata, Mitsue Varley, John Monahan, Jay Talwar, John Reyes
<b>LEGAL COUNSEL:</b>	Gregg Kinkley

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

Mr. Keith Regan, HTA Chief Administrative Officer, called the meeting to order at 2:31 p.m. He provided instructions to the general public with regards to submitting testimony. Mr. Regan confirmed the attendance of the Committee members by roll call.

Mr. Mason Fisher opened the meeting with a pule acknowledging September as the beginning of Hawaiian History Month with the 2<sup>nd</sup> day as Queen Lili'uokalani's birthday.

**2. Approval of Minutes of the July 28, 2021 Marketing Standing Committee Meeting**

Chair Chun requested a motion to approve the minutes of the March 24, 2021 Marketing Standing Committee meeting. George Kam made a motion, which was seconded by Kyoko Kimura, and was unanimously approved.

### **3. Presentation by Hawai'i Tourism Korea on Brand Management Plan Amendments and Updates. Recommendation to Approve the Amended Brand Management Plan for the Remainder of CY2021 to the full HTA Board**

Chair Chun recognized Kalani Ka'anā'anā, Chief Brand Officer, to provide an overview. Mr. Ka'anā'anā acknowledged a dynamic recovery through the pandemic with highs and lows. He noted that the five markets will provide an update on their amended brand management plan from September to December 31, 2021 in terms of adjustments to individual market conditions and messaging which includes performance measures.

Chair Chun recognized Ireen Lee, HTK Country Manager, to provide an update. Ms. Lee reported that Korea's forecasted economic growth from 4.0% to 4.3% due to growth in exports surging to 30%. She noted that they have an average of 1,700 COVID cases/day during the past week but went down yesterday and is slowly being controlled with the Seoul metropolitan area banning private gatherings of 3 or more people past 6 p.m. She said that 30% of the population completed vaccination while 57% had their first dose and that the government is pushing to reach 70% by the end of September. Ms. Lee added that about 32 million people will be fully vaccinated by November and will be able to travel. Ms. Lee said that the government requires a negative PCR test for all arrivals with the fully vaccinated exempt from the 14-day quarantine upon return to Korea. She added that departure from the country the day after being vaccinated is now allowed.

Ms. Lee reported that the international flight operations and passenger traffic increased by 43% and 36% respectively in June. She noted that there's a gradual increase of Koreans travelling to Hawai'i in the first half of 2021 and that Korean Air and Asiana Air will resume flights to add to the Hawaiian Airlines which is flying three flights per week. She added that honeymooners have started booking to Hawai'i and Maldives, and travel influencers are uploading travels to as far as Europe and U.S. She said that they are targeting high value mindful visitors and have adjusted their brand messaging to promoting Hawai'i as a sustainable destination to visit after October and post-vaccination. Ms. Lee outlined five key recovery strategies which include implementation of Mālama Hawai'i in all activities, delivering HTA's strategic pillars, refreshing Hawai'i's image as a sustainable and clean destination, inspiring Korean travelers to Hawai'i and driving business to local communities, and revitalizing market demand with industry partners after October. She noted that they will be working closely with key influencers to disseminate the Mālama messaging and to create social buzz. She added that they will also be working with Naver Travel to publish posts highlighting the HTA pillars and Mālama Hawai'i message. Ms. Lee said that key trade programs will focus on educating travel trade partners on the latest destination updates and messaging, conducting airline co-ops to increase ticket sales, and regenerative tourism co-op promotions with major wholesalers and OTAs.

Ms. Lee reported that the key MCI programs are the same which includes a webinar meeting with Meet Hawai'i Ohana to share the latest updates and messaging. She said that

some of their budgets are shifted after October. Ms. Lee noted that their performance measures have two changes namely, the increase to over two million in publicity value and to over 40,000 impressions on digital marketing.

Ms. Menor-McNamara asked about the impact of Hawaii's travel restrictions to their estimated number of visitors. She further asked about their target market. Ms. Lee responded that not much change is seen with the low number of travelers at this time and have shifted the actual sales campaign to October. Ms. Lee added that they are targeting a broader audience and not just on repeat visitors. Ms. Kimura asked if HTA should campaign on skipping the PCR test since both Japan and Korea are taking the same vaccines. Mr. De Fries responded that there aren't formal discussions yet but will carry the message forward.

Ms. Menor-McNamara asked about metrics on achieving ROI with the budgets. Mr. Ka'anā'anā responded that select performance indicators were shown but can provide the full performance indicators. He explained that they are focusing on long-term brand building and visitor education where the ROI would translate to staying top of mind, education and being present and less on metrics like arrivals and PPDS. Ms. Menor-McNamara further asked about ways to measure the impressions. Chair Chun responded that they can look at how much the impressions are worth. Ms. Kimura affirmed that the visitors' expenditures should be one of the KPIs or the impacts to resident sentiments. Mr. Ka'anā'anā responded that they can provide publicity value as one of the performance measures. He added that the budget is for building the business for the future which is not an immediate ROI but that they will certainly track it. Chair Chun clarified if the original KPIs of PPDS, VSAT and resident sentiment is still tracked. Mr. Ka'anā'anā confirmed with the caveat of not being able to field it due to lack of sample size.

Chair Chun invited the public to provide testimony, and there was none. Chair Chun asked for a motion to recommend approval HTK's amended BMP. George Kam made a motion, which was seconded by Ben Rafter. Mr. Regan confirmed the votes through roll call, and it was unanimously approved.

#### **4. Presentation by Hawai'i Tourism Canada on Brand Management Plan Amendments and Updates. Recommendation to Approve the Amended Brand Management Plan for the Remainder of CY2021 to the full HTA Board**

Chair Chun recognized Lorenzo Campos, Account Director of Hawai'i Tourism Canada, to provide an update. Mr. Campos reported that Canada invested C\$435 billion as fiscal response to COVID and extended the wage subsidy program to November 2021. He noted that the Canadian dollar has been above the \$0.75 to the U.S. dollar and that the consumer confidence is back to pre-pandemic levels with lots of people buying real estate and investing, thus economy is moving a bit faster. He added that unemployment rate is at 7.5%. Mr. Campos said that 52 million doses of vaccines have been given with the Prime Minister setting the end of September to have 100% of the population immunized. He

noted that Canada has below 20,000 active cases and reduced travel restrictions allowing all international travelers. He added that a negative PCR test is required but quarantine is not required for the double vaccinated. He noted that there might be a change in the pandemic management if the PM will not be re-elected in September 30<sup>th</sup> federal election.

Mr. Campos reported that Air Canada has put 165,500 seats for the winter and will resume flights in September with WestJet, with new routes opening to the French Canadian markets. He noted that there's a pent-up demand for travel and Canadians are betting for Hawai'i for the winter season. He added that the travelers are asking for flexibilities in bookings and are looking for safety and health protocols in place like in Hawai'i. He said that competing destinations like Jamaica, Cayman Islands and Florida have active social media presence while Mexico has a disengaged promotions from different destinations and hotel chains.

Mr. Campos reported that their main target audience are people aged 35 to 64 followed by snowbirds and millennials. He noted that they are representing the destination as unique, iconic, breathtaking, and a place to reflect and connect with nature. He added that their strategy includes digital/social campaigns, airline campaigns, webinar series, Aloha Canada and dedicated newsletters. He said that Quebec started their Vaccination Passport Act and will move throughout different provinces with Ontario being resilient to it. Mr. Campos said that the proposed budget is mostly allotted towards the end of the year with the Aloha Canada and the launching of larger campaigns with tour operators and airlines in preparation for the winter season. He said that their performance measures remain the same except that trade shows will include the Aloha Canada and the two airlines and allocated funds from the supposedly trade FAMS to the Quebec market.

Ms. Kimura asked for the sample size to be able to field the VSAT. Ms. Chun responded that it depends on the number of arrivals and people agreeing to take the VSAT. She noted that they keep track of PPDs and it's reported every month. Ms. Menor-McNamara asked how the effectiveness of the education campaign is evaluated. She further asked about the turnaround time where the actual visitors make their reservations. Mr. Ka'anā'anā responded that the strategy's emphasis is long-term brand building and visitor education which is not done overnight but a continuous message that is to be relayed in every point of the visitor journey. Mr. Campos added that they are looking to educate the travel agents and make them message ambassadors so that they can educate their own clients. Chair Chun agreed that Hawai'i's branding is a long-term proposition and a fair point to think about performance moving forward and maybe has to do with VSAT long term. Mr. Ka'anā'anā noted that they have revised the marketing effectiveness survey to make it an effective tool and that together with Ms. Chun, they are building the framework on how to measure the campaigns in terms of ROI and on managing the BMPs and RFPs. Mr. Chun said that they could look on cost per acquisition or cost per click to see the return is on the spend itself, which is not necessarily tied to arrivals and spending but with engagement. Ms. Menor-

McNamara agreed that it's a long-term process and said that if they can have a benchmark to ensure that there's an ROI to the dollars spent, they can gauge if they need to adjust the marketing dollars which is a step up approach as well.

Chair Chun invited the public to provide testimony, and there was none. He asked for a motion to recommend approval of HTC's amended BMP. George Kam made a motion which was seconded by Sherry Menor-McNamara. Mr. Regan confirmed the votes through roll call, and it was unanimously approved.

**5. Presentation by Hawai'i Tourism Oceania on Brand Management Plan Amendments and Updates. Recommendation to Approve the Amended Brand Management Plan for the Remainder of CY2021 to the full HTA Board**

Chair Chun recognized Darragh Walshe, Account Director of Hawaii Tourism Oceania, to give an update. Mr. Walshe reported that with the COVID elimination approach in Oceania the domestic economy remained strong with low unemployment and strong currency versus the USD. He said that with the delta strain, much of Australia and New Zealand entered a lockdown status. He added that Australia will allow travel to start with an 80% vaccination threshold while New Zealand will begin travel for those vaccinated in the New Year. He noted that key airline partners are optimistic with the return of travel on Q1.

Mr. Walshe reported that they have refined their target audience to mindful millennials, fun and fit families, and curious couples. He noted that they are focusing on the visitors who care, are aware and who share with activities aligned to providing awareness and sharing experiences to the right people. He added that their approach is to reconnect and re-educate the travel trade so that by year end, they can hold physical events for the regenerative tourism approach and re-launch of the destination. He noted that the key project will be bringing the Mālama Hawai'i initiative to the market through activities such as working with trade and industry partners and press and social media promotions. Mr. Walshe reported that November and December will have the majority of the program budget spend and that these two months will see more influence on the performance measures which includes audience reach, trade engagements, influence and incremental gains in the MCI sector.

Ms. Kimura asked about the additional personnel. Mr. Walshe responded that they have help on a part-time basis in the Australian market for now. Ms. Kimura further asked how he's working with the global MCI at HVCB. Mr. Walshe responded that they have a joint partnership with HVCB for a global event and are working together with them where they can.

Chair Chun asked for a motion to recommend approval of HTO's amended. George Kam made a motion which was seconded by Ben Rafter. Mr. Regan confirmed the votes through roll call, and it was unanimously approved.

**6. Presentation by Hawai'i Tourism Japan on Brand Management Plan Amendments and Updates. Recommendation to Approve the Amended Brand Management Plan for the Remainder of CY2021 to the full HTA Board**

Chair Chun recognized Eric Takahata, Managing Director of Hawaii Tourism Japan, to give an update. Mr. Takahata reported Japan's Q2 economy showed positive growth from GDP, consumption, capital expenditures, domestic demand and exports. He noted that Japan is currently at 46.2% completely vaccinated and are targeting herd immunity by December. He said that the vaccine passport program started on July 26 which eased quarantine measures to 23 countries. He noted that the airlines remain committed to the routes with cargos and people moving back between Japan and Hawai'i. Mr. Takahata noted that overseas travel is a top activity for consumer sentiments once the pandemic is under control. He added that according to Expedia, O'ahu is the top searched travel destination between December and January. He noted that activities of competing destinations are mostly virtual with some hybrid events.

Mr. Takahata reported that HTJ's recovery strategy falls under the Mālama umbrella which is to reinforce the new tourism direction and messaging, communicating with industry partners to adopt a unified message, educating visitors on mindful travel, and continuous reinforcement of messages to consumers and industry partners. He noted that their target audience will be the repeat visitors, Japanese hula communities, new normal workers, timeshare owners, Japanese corporations and top ranked schools. He added that they will focus on three campaigns namely, on-island infrastructure development and community engagement, direct consumer initiatives, and trade travel programs. He explained that the first campaign stemmed from Ms. Kimura's idea of using some of the budgets to help support Hawai'i's community. He said that HTJ is proposing budget for getting the Japanese system ready when the online reservation system assistance is out, for messaging through local community engagements through social media and for implementing an O'ahu visitor shuttle bus initiative serving all markets. He noted that the direct consumer initiatives program is about reinforcing and educating Mālama and keeping Hawaii top of mind. He added that the travel trade programs will directly impact the restart of bookings from Japan mainly in Q4 and into Q1 next year. Mr. Takahata reported that they are looking to restart the initiatives in September and implementing it to Q4 and Q1 of 2022. He said that they have nearly 4000 registrants from Japan for the Honolulu Marathon or 10K run and hoped that it will push through. He proposed for a \$2.5 million budget with the remaining to be allocated to programs and initiatives. He showed the list of associated performance measures and noted that these are selected and are happy to discuss about it.

Mr. Rafter asked whose initiative is the reservation system. Mr. Ka'anā'anā responded that it's an HTA initiative but DLNR are building their own site. He said that HTA envisions building a system that is on top of the different systems (county, states, etc.) with different languages that translates and functions in other markets as well. He added that HTA will manage the system. Chair Chun asked clarifications about the system. Mr. Ka'anā'anā responded that the system is for the visitor to understand the various jurisdictions whether it's county or state

or DOFA vs. state parks division. He added that their model is [www.recreation.gov](http://www.recreation.gov) which pulls the different permits needed on public lands and to build a system that works with all systems across state making it user-friendly. Ms. Kimura asked if HTJ will provide the reservation in Japanese language. Mr. Ka'anā'anā affirmed saying that it will be built for other languages if there's room.

Ms. Menor-McNamara asked about the additional money from the budget. Mr. Ka'anā'anā responded that they are waiting for the results of DLNR's work before they rollout. He noted that Diamond Head is the next part to rollout and DLNR will use the money collected from it to fund the rest of the system. He explained that once done, they will look into true initiatives. Ms. Kimura asked about the budget for the shuttle bus. Mr. Ka'anā'anā responded that the budget is just an estimate and intended to be a pilot for north shore of O'ahu and Kailua. He added that they will come back with a more formal proposal after approaching the partners but the budget is based on previous experience as a starting point. He added that they've done some outreach to board chairs and others about the idea and had received positive feedback from elected representatives on neighborhood board level and legislature. Ms. Menor-McNamara asked where the remainder of the funds would be allocated if it wasn't fully spent. Mr. Ka'anā'anā responded that it will go back to HTJ and HTA will figure out how best to use it.

A discussion was made about the shuttle bus initiative and local community engagements thru local media coming from HTJ's budget. Mr. Mr. Ka'anā'anā responded that the initiative is to address visitor traffic issues seen in the DMAP and that the budget comes from HTJ with more budget than the other markets while leaving the US budget alone for all travelers are coming from their market. Mr. Takahata said that it is envisioned as a coop with a rider fee to sustain it and Mr. Ka'anā'anā added that it will begin as a startup initially. Rep. Onishi cautioned that their challenge with the budget is staying within their lane as it's hard to justify why they give the money to HTA instead of the entity supposed to be responsible for doing it. He advised to be careful on taking such lead as the legislature may not see it as their responsibility. Mr. Ka'anā'anā shared that it was positively accepted with their initial conversations with folks from the bus, OTS, HTA elected, Senate, house and council members, neighborhood board and others. Chair Chun addressed the comment of Senator Wakai that the intention is not to spend money because it's there but to utilize the funding that's meant for tourism management thru HTA on better managing tourism and addressing the community concerns. Mr. Rafter noted that he'd rather spend the budget for building the long-campaign marketing now for January and February for the Japanese market rather than on things not addressed by the budget. Mr. Ka'anā'anā clarified that the proposals are not an attempt to spend before losing it but meaningful campaigns put together to recover the market with Japan down at 99% and U.S market down over 40%. He noted that the proposal was a response to the committee's thoughts about Japan's budget and he believes that now is the time to ramp up the Japan market, and he's open to put the money into traditional branding if the committee believes it's the right direction. Mr. Kam noted that they should be prepared in receiving the Japanese when they come so they have the infrastructure to host them and the shuttle bus is a great proposal for the market alone.

Ms. Kimura asked about the Mālama microsite development. Mr. Takahata noted that the work involves editing the English video to make it palatable for the Japanese market, as well as education p that should happen in Q4 to be ready in Q1. Ms. Varley noted that the work is not only about production but includes media plans, messaging, YouTube ads, social media campaigns and working with all of the different partners. Mr. Ka'anā'anā added that the focus, just like in the other markets, is doing long term brand building and important campaigns that run now even though actual arrivals don't start immediately. Ms. Kimura asked if it's possible to engage with coops now and engage next year. Mr. Takahata responded that the coop initiatives for airlines and industry start in Q4 to affect bookings for New Year even for the marathon period in December. Ms. Varley added that the wholesalers are doing sales promotion for coop program in November and December are looking for the booking pace for spring and beyond. Ms. Menor- McNamara asked if they are confident that the current status in Japan will materialize so that the money spent is effectively spent or that they should wait with the situation in Hawai'i. Mr. Takahata noted that the education part should continue and can look at retaining flexibility with the coop campaign depending on what happens with the market. Rep. Onishi noted that spending money before the visitors come to Hawai'i is money well-spent. He said that they did a poor job with the U.S. visitors who the residents are complaining about. He added that the Japanese visitors are more open to the concept than the U.S. visitors have been and have no problem with it. Mr. Takahata shared that they have commitments from airlines, media companies and big consumer organizations that will help HTJ in the Mālama messaging without paying for it.

Chair Chun asked for a motion to approve the recommendation for the revised BMP with the local PR and shuttle bus with the local community engagement through local media and visitor shuttle bus initiative excluded in the amended plan which will be revisited over the next months. Mr. Kam made a motion which was seconded by Ben Rafter. Mr. Regan confirmed the votes through roll call, and it was unanimously approved.

**7. Presentation by Hawai'i Tourism USA on Brand Management Plan Amendments and Updates. Recommendation to Approve the Amended Brand Management Plan for the Remainder of CY2021 to the full HTA Board**

Chair Chun recognized Jay Talwar and John Reyes to give an update. Mr. Talwar reported that the U.S. economy is doing well with consumer spending up and unemployment down. He noted that they have seen the delta variant spike in Covid-19 cases and that Hawai'i is doing very well versus the rest of the U.S. He said that the CDC recommends non-vaccinated U.S. residents to refrain from taking domestic travel while the fully vaccinated can travel safely within the U.S. He added that the basic mask-wearing and safety protocols are still in place. He noted that 54% of U.S. travelers are less interested to travel now with the spike of the delta variant. He added that 66% of the U.S. travelling population is now fully vaccinated. He noted that Puerto Rico, United Kingdom and EU are opening up to vaccinated American travelers and that huge marketing budget increases are seen in California, Florida and New York City for the U.S. market. Mr. Talwar reported that there's a

growth of 36.2% in air seats for September compared to 2019 and continue to a slightly less degree in October and November then dropping in December. He noted that they aren't quite up to where they were in 2019 and there's softness in the market in terms of hotel booking pace. He noted that the daily visitor arrivals pushed downward with the Delta variant and with the governor's announcement of not traveling to Hawai'i through end of October.

Mr. Talwar reported that they are targeting the mindful visitor and have worked with MRI, a research firm, to define who they wanted to target, making sure that they are the right target in terms of yield for the destination. He noted that they started with the Mālama campaign in May for their recovery strategy with the objective of increasing awareness and appropriate behaviors of mindful travelers in Hawaii. He added that they have worked with paid programs like Condé Nast and Matador for educational purposes. He said that their annual proposed budget is \$14.6 million which kicked in August and September and winding down in November.

Mr. John Reyes reported that they spent about \$207,000 for Global MCI from January through June but with the vaccine producing confidence and hope, they look forward to going back to the traditional direct sales methods in the next half of the year. He noted that September is a critical month as they're trying to get as much short-term opportunities in Q4, along with future events. He added the \$80,000 budget for that month may shift to a lower number with events being cancelled. He said that October is a slow month but picks up in November with the largest trade show, IMEX America. He added that the budget for December is for new markets participating in international expo managers to talk about the convention center. He hoped to have a fully funded city-wide sales department this September which will be the addition of sales people. He said that they will be putting together a Mālama balance scorecard where they will match up city-wide convention centers coming in with local non-profits to be able to give back with the latter to be able to score in community, culture and natural resources.

Mr. Talwar reported that the performance measures are travel industry specific in terms of annual target and business brought into the state from the U.S. market. He noted that it is roughly 30% greater spending through June and July versus 2019 and 5% greater per person. Mr. John Reyes said that the MCI performance metrics for trade shows and MCI FAMs will vary and are going to be flexible with Hawai'i's fluidity. He added that Meet Hawai'i ended up cancelling going to Connect 2021. He noted that they have reached 46,000 room nights vs. the 68,000 target with just one-person single property team seller on the first half of the year. He added that the 122,000 target for the second half will be achieved with the addition of new sellers. He said that they're hoping that one or two Citywide definite that are on hold may be able to push through by the end of the year. He said that 40% of their efforts are focused on new business traditionally. He reported that the 100,000 target for single property room nights exceeded over 250,000 potential room nights which shows the future demand for 2022. He noted that the definite room nights from January through June were 20,789 compared to the 25000 goal which at 83%. He

noted that for new opportunities, they almost came in on an 11000 with the goal of 12,000 and hopes to remain at the 80% and above pace.

Mr. Rafter asked if there's really opportunity to get Q4 MCI bookings given the delta variant and the governor's message. Mr. Reyes responded that they will be optimistic with any opportunity but definitely sees opportunity in 2022 and beyond. He added that he just mentioned the Q4 2021 so that the committee will know that they try to cover short term as well. He noted that there will be adjustments to the September spend with meeting cancellations. Mr. Rafter asked for insights on visitors who are coming in vaccinated versus PCR tests. Mr. Monahan responded that there's a 2% difference on residents vs. visitors who are vaccinated with the former having greater number. He noted that the big difference is on people being forced to go into quarantine with 7% of the residents choosing to go into quarantine and only 1% of the visitors are ending up in quarantine because they failed on some entry requirements. Mr. Kam added that 70% of visitors are coming vaccinated and that they could encourage more of it. Ms. Kimura suggested sending out the information about the number of beds occupied by the visitors at the hospital. Mr. Monahan responded that there were not many of them as mentioned in Mayor Blangiardi's news conference. Chair Chun noted that these statistics are important and a matter for HTA to get the news out.

Chair Chun asked for a motion to recommend approval of HTA's amended BMP. George Kam made a motion which was seconded by Sherry Menor-McNamara. Mr. Regan confirmed the votes through roll call, and it was unanimously approved.

## **8. HTA Branding Budget Discussion and Action**

Chair Chun informed that they wanted to discuss and develop potential strategies for tourism recovery messaging. He acknowledged Kalani Ka'anā'anā to provide an update. Mr. Ka'anā'anā noted that the fundamental strategy for recovery is based on brand messaging continuity and visitor education on responsible travel. He stressed that with how to travel responsibly, it's about reinforcement of getting vaccinated, wearing masks, washing hands and staying in when sick. He asked the committee for direction of whether or not something beyond those mentioned is warranted and is happy to have the conversation.

Ms. Menor-McNamara asked if there's anything that can be enhanced in the DMAP messaging standpoint and if there was a fielding of any area in communications. Mr. Ka'anā'anā responded that the short answer is that the public officer hiring is still in process with BNS. He added that the DMAP messaging is certainly incorporated and that outlines were included in 2022 Brand Management Plan for each GMT in specific languages on how they can help HTA achieve DMAP actions and support messages. He noted that such is being built up for BMP 2022 and the messaging is also included in the amended BMPs. Mr. Kam said that they wanted to ensure people who are coming despite the announcements that they are great hosts and has to be as welcoming as possible. He added that visitors need to know there are protocols in place for infected visitors where they will be taken care of. He

added that the community should likewise know what HTA has done to ensure the safety of the community in terms of health and economics and to be as respectful. Mr. De Fries said that the delta variant is a statewide hotspot that needs complete laser-like focus that has to be messaged into their communities as well. He said that with their meeting with the DOH, they are convinced that it's not all about promoting vaccines but about getting into the psyche of the ones choosing not to be vaccinated and addressing the misconceptions and misunderstandings. He added that they're targeting not only the workforce but also their families. He explained that part of the branding strategy is going to be Hawai'i regaining its reputation as one of the safest, if not the safest, community and destination in the planet. He explained that there are so many KPIs in DMAP and one is problem solves, situation improving or failing and should try something else. He added that they have to learn as a society to live respectfully with variants in the future and stop living in fear with the knowledge they know now. He said that a lot of attention is being paid there moving forward.

Chair Chun noted that according to a destination analyst report, about 72% of travelers are unlikely to travel to unwelcoming destinations. He said that they wanted to make sure that Hawai'i don't get to such place by managing tourism's impact to Hawai'i and making sure that visitors are welcome. Mr. Ka'anā'anā said that if they really wanted to attack the resident sentiments, it's about people feeling welcome or not which is a kind of action being proposed in the DMAP and the things done to manage the destination like the shuttles which are means to improve resident sentiment and address the welcoming feeling for visitors when they arrive. Chair Chun noted that the Board appreciates the ideas and will figure out on how to realize it but not with the budget mentioned. Ms. Kimura also thanked HTA staff for taking the reservation system that she asked into consideration and acknowledged them for their creativity.

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

## 9. Adjournment:

The meeting adjourned at 6:07 p.m.

Respectfully submitted,



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Sheillane P. Reyes

Recorder