



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

**HĀLĀWAI KIKOHO'E
VIRTUAL MEETING**

**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY**

**Po'ahā, Ianuali 27, 2022, ma ka hola 9:30 kak.
Thursday, January 27, 2022 at 9:30 a.m.**

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

**E kāinoa mua no kēia hālāwai:
Register in advance for this webinar:**

https://us06web.zoom.us/webinar/register/WN_I8UV2wDITnSyjF0I1TkBxQ

Ma hope o ke kāinoa 'ana, e ho'ouna 'ia ka leka uila hō'ōia iā 'oe me ka 'ikepili ho'oku'i hālāwai.
After registering, you will receive a confirmation email containing information about joining the webinar.

'O ka po'e e komo ana ma nā hālāwai kikoho'e, ua hiki iā lākou ke hō'ike mai i ko lākou mau 'ōlelo hō'ike ma o ka māhele nīnau a hā'ina o Zoom.

Members of the public attending via Zoom may provide testimony through the questions and answer feature of the Zoom platform.

**Papa Kumumana'o
AGENDA**

1. *Ho'omaka*
Call to Order
2. *E Mālama 'Ia Ana Ke Kikolā I Hiki Ke Ho'olauna 'Ia Nā Lālā Papa Luna Ho'okele A Me Nā Kānaka 'Ē A'e E Komo Pū Ana Ma Ka Hālāwai*
Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic
3. *Wehena*
Opening Cultural Protocol
4. *'Āpono I Ka Mo'o'ōlelo Hālāwai*
Approval of Minutes of the November 25, 2021 and December 23, 2021 Board Meetings



5. *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)

6. *Hō'ike A Ka Luna Ho'okele*

Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer

a. *Hō'ike No Ka Ho'okō I Nā Pāhana HTA Like'ole*

Relating to Update on **HTA's Programs During December 2021**

b. *Hō'ike No Ko HTA Ho'okō I Ka Papahana Ho'okele Huliau*

Relating to Update on **HTA's Implementation of Change Management Plan**

7. *Ka Nū Hou Mai Ka Hālāwai Kūmau 'o Ho'okahua*

Ho'okahua Hawai'i Standing Committee Update

a. Presentation by Presley Wann, President of Hui Maka'āinana O Makana and Chipper Wichman of Limahuli Gardens on Their Experiences Related to the Destination Management Action Plans (DMAPs)

8. *Ka Nū Hou No Ka 'Aha'ōlelo E Pili Pū Ana I Ke Kau 'Aha'ōlelo 2022 A Me Nā Pila E Pili Pū Ana I Ke Ke'ena Kuleana Ho'okipa o Hawai'i*

Legislative Update on the 2022 Legislative Session and Related Bills Relevant to the Hawai'i Tourism Authority

9. *Hō'ike No Ke Kōmike Alowelo*

Report by the **Branding Standing Committee** of their Meeting held on January 26, 2022

a. *Ke Kūkākūkā A Me Ka Hana E Pili Pū Ana I Nā Pāhuhopu A Me Nā Ka'akālai Hokona Hā'uki, Me Nā 'Ōlelo Paipai Mai ke Kōmike Alowelo Mai Ko Lākou Hālāwai O Ianuali 26, 2022*
Discussion and/or Action on **Sports Marketing Goals and Strategy** and **Branding Standing Committee** Recommendation from its Meeting Held on January 26, 2022

b. *Ke Kūkākūkā A Me Ka Hana E Pili Pū Ana I Ke Noi O Ka Makahiki 2022, Mai Ka Los Angeles Clippers Mai, A Me Nā 'Ōlelo Paipai Mai Ke Kōmike Alowelo Mai Ko Lākou Hālāwai O Ianuali 26, 2022*
Discussion and/or Action on the **2022 Los Angeles Clippers** Proposal and **Branding Standing Committee** Recommendation from its Meeting Held on January 26, 2022



- c. *Ke Kūkākūkā A Me Ka Hana E Pili Pū Ana I Ke Noi O Ka Makahiki 2022, Mai Ka Los Angeles Dodgers Mai, A Me Nā 'Ōlelo Paipai Mai Ke Kōmike Alowelo Mai Ko Lākou Hālāwai O Ianuali 26, 2022*
Discussion and/or Action on the **2022 Los Angeles Dodgers Proposal and Branding Standing Committee** Recommendation from its Meeting Held on January 26, 2022
 - d. *Ke Kūkākūkā A Me Ka Hana E Pili Pū Ana I Ka Hai 'Ia O Kekahi Kanaka Mana'o A'oa'o E Pili Pū Ana I Ka Hana Hawaii Smart Destination, A Me Nā 'Ōlelo Paipai Mai Ke Kōmike Alowelo Mai Ko Lākou Hālāwai O Ianuali 26, 2022*
Discussion and/or Action on Request to **Solicit a Consultant Related to the Hawaii Smart Destination Initiative** and **Branding Standing Committee** Recommendation from its Meeting Held on January 26, 2022
 - e. *Ke Kūkākūkā A Me Ka Hana E Pili Pū Ana I Nā Papa Hana Ho'okele A Hokona Alowelo A HTUSA Mai Ka Mahina 'O Ianuali A Hiki I Iune 2022, A Me Nā 'Ōlelo Paipai Mai Ke Kōmike Alowelo Mai Ko Lākou Hālāwai O Ianuali 26, 2022****
Discussion and/or Action on **HTUSA's Brand Marketing and Management Plan** for January to June 2022 and **Branding Standing Committee** Recommendation from its Meeting Held on January 26, 2022***
 - f. *Ke Kūkākūkā A Me Ka Hana E Pili Pū Ana I Nā Lula Hokona A GMT, A Me Nā 'Ōlelo Paipai Mai Ke Kōmike Alowelo Mai Ko Lākou Hālāwai O Ianuali 26, 2022*
Discussion and/or Action on the **GMT's Marketing Guidelines** and **Branding Standing Committee** Recommendation from its Meeting Held on January 26, 2022
 - g. *Ke Ka'analike 'Ana I Ka Nū Hou E Pili Ana I Ko HTA Ka'akālai Kōkua Ma Ka Ho'omāhelehele Alowelo Puni Honua O Ka Wā E Hiki Mai Ana No Nā Limahana No Ka CY23, E Like Me Ka Mea I 'Ōlelo 'Ia Ma Ka Hālāwai O Ianuali 26, 2022*
Report on the Status **HTA's Future Global Branding Allocations Strategy** and Guidance for Staff for CY23 as Discussed at its Meeting Held on January 26, 2022
10. *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**
- a. *Hō'ike No Ka Hopena Anamana'o Kama'aina*
Presentation by the Omnitrak Group of the **Fall 2021 Resident Sentiment Survey Results**
11. *Hō'ike No Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, A Me A Me Ke Kikowaena Hālāwai*
Report by the **Budget, Finance, and Convention Center Standing Committee** of their Meeting held on January 20, 2022
- a. *Hō'ike, Kūkākūkā A Ho'oholo No Nā Mo'okālā*
Discussion and Action on the Recommendation by the **Budget, Finance, and Convention**



Center Standing Committee on the HTA's Financial Report for December 2021 as Presented at the January 20, 2022, Meeting

- b. *Ke Kūkākūkā A Me Ka Hana E Pili Pū Ana I Nā 'Ōlelo Paipai A Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, A Me Ka Hale 'Aha I Hāpai Ai No Ke Kumuhana Mo'ohelu Kālā A HTA, He \$475,000 E Like Me Ka Mea I 'Ōlelo 'Ia Ma Ka Hālāwai O Ianuali 20, 2022*
Discussion and Action on the Recommendation by the **Budget, Finance, and Convention Center Standing Committee** on the Budget Line Item for the **Native Hawaiian Hospitality Association** in the Amount of \$475,000 as Presented at the January 20, 2022 Meeting
- c. *Ke Kūkākūkā A Me Ka Hana E Pili Pū Ana I Nā 'Ōlelo Paipai A Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, A Me Ka Hale 'Aha No Ke 'Āpono 'Ana I Ko Ka Hale 'Aha Palapala Waiwai, A Me Ka Palapala Pāhonohono A Ho'okele Pāhana No Kekemapa 2021, E Like Me Ka Mea I Hō'ike 'Ia Ma Ka Hālāwai O Ianuali 20, 2022*
Discussion and Action on the Recommendation by the **Budget, Finance, and Convention Center Standing Committee** on the Approval of the **Hawai'i Convention Center Financial Report and Repair and Maintenance Project Report for December 2021** as Presented in the January 20, 2022 Meeting

12. *Panina*

Closing Cultural Protocol

13. *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 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 Hawai'i's competitive advantage as a visitor destination.

Ma lalo o ka māhele 531.5 o ka Budgetary Control Accounting Manual, Moku'āina o Hawai'i, he māhele ka 'aina awakea o ka hālāwai. E mau ana ka hālāwai ma loko nō o ka 'ai 'ana, 'a'ole ho'i ia he wā ho'omalolo.

Pursuant to Section 531.5, of the Budgetary Control Accounting Manual, State of Hawaii, lunch is served as an integral part of the meeting, while the meeting continues in session, and not during a break.



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 hawaiiitourismauthority.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'ouana mai i ka 'ōlelo hō'ike kākau 'ia no kēlā me kēia kumuhana i helu 'ia ma ka papa kumumana'ō. Hiki ke ho'ouana mai i nā 'ōlelo hō'ike kākau 'ia ma mua o ka hālāwai iā carole@gohta.net a i 'ole ho'ouana i ka leka i Ke'ena Kuleana Ho'okipa O Hawai'i, 1801 Kalakaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Carole Hagihara-Loo (808-973-2289 a i 'ole 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 be submitted prior to the meeting to the HTA by email to carole@gohta.net or [by postal mail to the Hawai'i Tourism Authority, 1801 Kalākaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo](#). Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Carole Hagihara-Loo (808-973-2289 or carole@gohta.net) no later than 3 days prior to the meeting so arrangements can be made.

E like nō me ka 'ōlelo a ke Kānāwai 220, e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawai'i i kekahi wahi e hiki ai ka po'e o ka lehulehu ke noho a komo pū ma nā hālāwai ma o ka ho'ohana 'ana i ka 'enehana pāpaho (ICT). Aia ana kēia 'enehana pāpaho ma ka papahelu mua o ka lumi ho'okipa i mua o ke Ke'ena Kuleana Ho'okipa o Hawai'i ma ka Hale 'Aha. 'O 1801 Kalakaua Avenue, Honolulu, Hawaii, 96815 ka helu wahi.

In accordance with Act 220, the Hawaii Tourism Authority will establish a remote viewing area for members of the public and board members to view and participate in meetings held using interactive conference technology (ICT). The ICT audiovisual connection will be located on the 1st Floor in the Lobby area fronting the Hawaii Tourism Authority at the Hawaii Convention Center at 1801 Kalakaua Avenue, Honolulu, Hawaii, 96815.

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Approval of Minutes of the November 18, 2021
Board Meeting and December 23, 2021
Board Meetings



**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY
Thursday, November 18, 2021, at 9:30 a.m.**

**In-Person and Virtual Meeting
Hawai'i Convention Center
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815**

MINUTES OF REGULAR BOARD MEETING

MEMBERS PRESENT:

George Kam (Chair), David Arakawa, Kimi Yuen, Micah Alameda, Fred Atkins, Dylan Ching, Keone Downing, Kyoko Kimura, Sherry Menor-McNamara, Sig Zane, Ben Rafter

MEMBER NOT PRESENT:

Daniel Chun

HTA STAFF PRESENT:

John De Fries, Keith Regan, Kalani Ka'anā'anā, Marc Togashi, Caroline Anderson, Carole Hagihara, Iwalani Kaho'ohanohano, Todd Toguchi, Maka Casson-Fisher,

GUESTS:

Jennifer Chun, Chung Chang, Charlene Chan, John Reyes, Erin Khan, John Monahan, Jay Talwar, Tom Mullen, Jessica Lani Rich, Eric Takahata, Teri Orton, Mari Tait, Allison Schaefer

LEGAL COUNSEL:

Gregg Kinkley

1. Call to Order

Chair Kam called the meeting to order at 9:32 a.m. Mr. Regan provided instructions to the general public with regards to submitting testimony. He confirmed the attendance of the Committee members by roll call.

2. Opening Cultural Protocol

Maka Casson-Fisher opened the meeting with a pule.

3. Approval of Minutes of the October 28, 2021, Board Meeting

Chair Kam asked for a motion. Ms. Kimura made a motion which was seconded by Ms. Yuen. The motion was unanimously approved.

4. Report of Permitted Interactions at an Informational Meeting or Presentation Not Organized by the Board Under HRS section 92-2.5(c)

There were no permitted interactions to report.

5. Presentation, Discussion and Action on HTA's Financial Report for October 2021

Mr. Togashi stated that one change for October's budget statement summary packets is a change in formatting to all four funds as it is appropriate to show all four funds on a one-page budget statement. He said that the focus of the I report as always is on the executive summary itself.

He reported that, as of October 31st, they have \$61.2 million in cash and investments in the Tourism Special Fund, which represents a \$3.1 million decrease from September, \$5 million is reserved as the emergency fund, \$53.5 million is encumbered to contracts and \$2.7 million remains unencumbered regarding the Tourism Federal Fund.

He stated that the board has approved individual budget lines totaling \$35 million so far, this fiscal year, of which they have encumbered \$3.2 million for payroll.

He reported there is \$895,000 in funds for Admin and Governance that was released by the department of Budget and Finance, bringing the total to \$4.2 million year to date and regarding the Convention Center Enterprise Special Fund and Convention Center Federal Fund, there were no significant changes.

Chair Kam asked for a motion to accept the financials as presented. Mr. Ching made a motion, and it was seconded by Ms. Yuen. The motion was unanimously approved.

6. Report of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer Relating to Staff's Implementation of HTA's Programs During October 2021

Mr. Regan reported that all four DMAP managers have been hired. He stated that there is significant attention and focus on the DMAPS to make sure that they are moving them forward and accomplishing the actions and sub actions contained within those plans. He said that they have continued to have the hospitality industry updates.

He reported, with regards to the Visitor Assistance Programs, the number of cases has been handled year to date; Maui has handled 102, 195 visitors, Hawai'i County has handled 191 cases, 530 visitors, the city and county, which is run by the VASH Partners, has handled 567 cases, 1,513 visitors and Kauai has handled 75 cases, 200 visitors.

Mr. Ka'anā'anā reported that the pandemic drove a lot of traffic to the gohawaii.com website and if you filter all the COVID page traffic, it was still up 32%. He stated that, with regards to 2020 data, COVID traffic only decreases by about 8 to 20% and they believe that's attributed to consistent travel alerts and updates as well as their residual brand awareness and visitors dreaming about traveling to a bucket list destination again, and even with that decrease in traffic they remain one of the highest, year over year, relative to all other destinations as many other destinations saw traffic decreased from 30 to 50%.

He stated that they had 11.3 million in organic traffic, a year over year increase of 127%, 13.8 million overall site sessions and that 1.3 million is equal to an approximate 82% share of the overall website traffic. He mentioned that they are number four in SEO and the organic traffic that they are getting is saving about \$3 million. He reported that their monthly maintenance budget is \$24,000 per month, \$289,000 per annum for minimal site updates and SEO efforts, mainly attributable to hosting and server maintenance. He confirmed that most of the traffic is domestic.

7. Update on HTA's Implementation of Change Management Plan

Mr. De Fries reported that the ARPA funds for FY 2022 is \$60 million and the remaining \$25 million of \$60 million will be discussed later today.

He stated that ENF will be developing and providing a form for HTA to submit a request. HTA intends to request an extension on the period of performance through December 31, 2024.

He reported that recruitments were conducted for several positions, including Senior Brand Managers, Brand Managers, Administrative Assistant, and contract, and Administrative Manager positions. He said that there are a total of seven vacancies with six positions in various stages of the HR process.

He reported that their finance and procurement teams continue to work through procedure revisions to comply with various new requirements set forth by the state procurement office, ARPA at the federal level and DBEDT. He said that procedures are being updated to include draft laws that were reviewed and amended by the HTA Board's Administrative Standing Committee.

He stated that, on 4 November, the draft code of conduct was discussed at the HTA Board's Administrative Standing Committee meeting, and it was determined that the recommendation would be to keep the current code of conduct policy number 103.

8. Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets

Ms. Chun reported that October TAT collections were \$44.8 million and the total for fiscal year 2022 is \$240.3 million, which is an increase of almost 300% compared to 2020. She stated that fiscal year 2021 collections are \$17.5 million, which is up \$22.8 million.

She reported that, for the month of November, there was an increase of domestic air service compared to 2019 levels, but they are still lagging; however, coming into December and January, there is an increase in international air seats. She stated that, on November 8, they stopped screening international direct flights to Hawai'i because they are abiding by the federal rules.

She reported that, looking at the recovery index for Skift from October 2021, a lot more countries are seeming to be ready to travel including Australia, Canada, Japan and the U.S. She reported that, looking at the U.S. travel forecast, they are predicting that they will get back to 2019 levels in approximately 2023, in terms of total number of trips.

She said they broke it down between domestic trips and international trips (Hawai'i is part of the domestic trips). She said that in 2019 there were 40 million international arrivals, not including Canada and Mexico, but that international recovery is not being seen until 2025, according to U.S. Travel Forecast.

She reported that, according to U.S. travel forecast and special research between October 28 and November 14, the results of whether people are considering a vacation to Hawai'i or whether there are too many restriction requirements, shows that the cost of the Hawai'i vacation is difficult for them due to personal finances. She stated that 9% is due to general entry requirements for safe travels, the general threat of COVID is high and not feeling welcome in Hawai'i is 4%.

She reported that 51% of Canadians have some intention to travel during the winter and almost half of the people who are intending to travel are looking to go outside of Canada. She said that the top motivator for travel for Canadians is favorable weather and the levels are still below 2019 levels for booking. She said there is an uptick in travel agency bookings for Australia.

She reported that the cancellations and rebooking's as a percentage of the total ticket transactions for travel agencies is getting lower and closer to the 2019 trend for the U.S. market. She stated that the booking volume for travel agencies is lower than 2019, but there is an increase in volume for Q2 2022 and Q3 2022.

She reported that, with regards to Maui, there is a little bit of activity from Canada and Australia, and the Canadians are a lot stronger on Maui than they were on Oahu. She stated that most of the visitors the Hawai'i are going to be from the U.S. market.

9. Report of the Budgetary Review Investigative Committee of their Meeting held on November 16, 2021

Mr. Rafter reported that they requested confirmation from the State on when they can spend the ARPA funds and they then decomposed various budget macro areas to better understand where many of the key HTA activities are located, particularly in the branding area.

10. Discussion and Approval of the Fiscal Year 2022 Budget of the Hawai'i Tourism Authority

Mr. Regan stated there is a listing in the meeting packet that applies all the changes that were made and updates to the documents based on those conversations and feedbacks from all the members from BRIC and the Marketing Standing Committee.

He reported that about 58% of the budget had already been preapproved by the board, which is \$35 million, so what they are talking about now is the remain the remaining \$25 million in ARPA funds.

He stated that they made the movements of the funds that were discussed in the Marketing Standing Committee meeting into general categories within those areas, for example, the \$700,000 for the technology consultant, \$10 million that was for the Smart Destination Hawai'i concept and \$500,000 for the small business support was moved into a general line item so that they can come back to the Board in the future.

Mr. Atkins expressed some concerns. He mentioned that he was in all three meetings, and he said there was a lot of robust discussions. He said that by the end of the third meeting,

which was a BRIC, he felt uncomfortable passing the budget as is without having reservations. He said what he saw through the three meetings was that nowhere did any one individual want to throw out one of the new proposals, and there are about 20 of them, but he said it seemed like there could have been some duplication in some of them. He said a lot of them, if you look at the information they have, was conceptual with a couple paragraphs. So, what he was hoping is that without micromanaging the staff, that these items that are really ready and beyond conceptual, that they can get them moving as they did with the million dollars on the branding. He said they need to follow a procedure where the staff goes out and gets these, more to a place that its ready to go to RFP and have the meetings with other state departments on some of these line items to find some synergy between them and then bring it to the BRIC, whether it is on a monthly basis where there are four or five of these ready to go, and the BRIC can ask questions, and then they can also take it to the board and support that they move forward and go out to RFP. He mentioned that he thinks their role is basically just oversight, to look at it and to ask questions at that time and then give a referral to the board. He said it gives him comfort that the board is set up to be oversight, and they expect and want to support the staff to go out and fill in all the blanks. He said this is necessary so they can feel comfortable about them moving forward. He mentioned that he is glad there are names at each one, as from time to time he is asked questions about certain programs that they're doing, and if he doesn't have the knowledge or the direct answer, then he can go back to the key person and ask them and get back to them. He said it really helps with moving forward. He stated that he thinks it's important to follow a role oversight and not get in oversight where it's micromanaging.

Mr. Regan stated that they are asking for consideration and approval of the 2022 revised draft budget as presented based on the conversations that they had with all the members, the Marketing Standing Committee meeting, as well as the BRIC input that was incorporated into that document.

He stated that option one is a proviso, and the other option is coming back to the Board before expending or encumbering the money.

Mr. Ka'anā'anā stated that he would like to get started on the programs that they think they can get done for this fiscal year.

Chair Kam stated that conceptually they are approving the budget based on what it is, but they need to identify if there are more than 3 programs that they want to have on the list.

Mr. Rafter suggested the entire board take a week to identify other items and they proceed with voting on the budget today, with those provisos in place because there are a lot of

other things in the budget that are probably ready to go and can't wait another month or two.

Mr. Regan stated that the motion on the floor is to approve the draft proposed fiscal year 2022 budget with the proviso that they will not expend from the budget, the budget line items that are newly approved, of the \$25 million until at least one week from now where upon they will receive a listing from the Board of budget line items stating that more detail is being required or requested before they move forward in expenditure.

Chair Kam asked for a motion. Mr. Downing made a motion, and it was seconded by Ms. Yuen. The motion was unanimously approved.

11. Report by the Administrative Standing Committee of their Meeting held on November 4, 2021

Chair Kam said they discussed the bylaws, the code of conduct, potential formation of committees and PIG's and the executive review. He said what was discussed with the bylaws will present in the following agenda coming up, then on the code of conduct after reviewing the proposed code of conduct from their CAO, and then looking at the one they currently have, the administrative committee decided to keep the current code of conduct that they have in place. And he said they also attached in the board packet, chapter 84, which is part of ethics and the code of conduct, which is basically state law. On committees and PIGS, he mentioned in the bylaws of how they proposed the new makeup.

He said they decided they will just review the CEO and the CEO is responsible for reviewing his Chief Administrative Officer and the Chief Brand Officer. He said they'd like to get that completed in December the year and then annually they'll do that there. So once they form the new administrative committee, they'll work on the review for their CEO that will present at the next board meeting the results of their review.

Mr. Arakawa spoke on the necessity of a legislative permitted interaction group. He said they will work on the position statement for HTA and present at the December board meeting.

Ms. Kimura stated that the reason why they propose to keep the current code of conduct is that it is in line with the chapter 84 and the reviewing of the CEO is in the statute.

12. Discussion and Action on Proposed Draft Bylaws

Chair Kam stated that one of the main things that will help transparency and have all board members participate is article five on the committees, one of the paragraphs says “all board members are members of all committees, but only those members appointed as voting members of a committee may vote at committee meetings, board members who are not appointed as voting members of a committee may attend committee meetings as ex-official non-voting committee members” which means all board members are members of the committees that can participate but only six of the voting members can vote, the other six will be ex-official.

He reported that section two was a Branding Standing Committee, section three is an Administrative and Audit Standing Committee, section four is a Budget, Finance and Convention Center Standing Committee and section five is a Malama Ku’u Home Standing Committee.

Chair Kam asked for a motion to approve the bylaws. Ms. Yuen made a motion, and it was seconded by Ms. Kimura. The motion was unanimously approved.

13. Discussion and Action on Proposed Draft Code of Conduct

Chair Kam mentioned the code of conduct that they submitted in the packet and that they talked about earlier. He said they had the original proposed draft that their CEO drew up. He mentioned they had some of the changes that they were working through and in their meeting for the admin, they decided to keep the current code of conduct that they have.

Mr. Rafter asked if they are effectively voting to reject the red line one in the packet. Chair Kam confirmed and said they reviewed the red line and as the administrative committee, they decided to keep the current code of conduct, so they’re making a motion to approve the current code of conduct of how it exists. He said also attached in there is chapter 84, which is basically state ethics. Mr. Rafter said currently their HTA code of conduct, they’re retaining the existing one, and they have to comply with chapter 84, which is 16 pages long. Mr. Rafter said they feel very protected by that. Mr. Arakawa asked Chair Kam, regarding the process and procedure under their current code of conduct and chapter 84, if there is an issue that arises related to code of conduct ethics, the current process is they Chair Kam and Mr. Rafter will know about it, and CEO De Fries would refer it to the attorney General's office and the ethics commission for further guidance for the board. And they would notify the board what the guidance from AG is and ethics commission are. He asked if that is the process they will continue to use. Chair Kam confirmed that it is correct. Mr. Atkins said

they don't need a motion to continue with what they already have, so the motion would be to reject that version and then therefore by default, they're continuing with the current one.

Chair Kam stated that they decided to keep the current code of conduct.

Chair Kam asked for a motion to reject the proposed draft of the code of conduct so that they may retain the current code of conduct Ms. Kimura made a motion, and it was seconded by Mr. Ching. The motion was unanimously approved.

14. Discussion and Action on Proposed Committee Assignments for Standing Committees

Chair Kam sent everyone the matrix. He told them to list the first and second choices and he made the recommendations for possible committee assignments currently and gave everyone their rankings. With the passing of their bylaws, they have four committees, the branding standing committee, the administrative and audit standing committee, the budget finance and convention center standing committee and the Ho'okahua Hawaii standing committee. Chair Kam left himself out. He wanted to sit on every committee as an ex-officiate, non-voting member but for the actual committee, should have people presenting from specific industries in the committee. The board decides on which committees they may want him to serve.

Chair Kam stated that, for the Branding Standing Committee, he has Mr. Atkins, Mr. Ching, Ms. Menor-McNamara, Mr. Rafter Mr. Zane. He mentioned that Ms. Kimura also asked to be on that committee, and he proposed having Mr. Atkins be the Chair and Mr. Ching be the First Vice Chair. He said Ms. Kimura also asked to be on that committee and Chair Kam said he also had that as a recommendation, but he is happy to not be on that if that allows others to be on, but he turned it over to the board on that. And then he proposed having Mr. Atkins as the chair and Mr. Ching to be first vice chair. He said Mr. Chun who is actually the marketing chair now has the third option on his. So, his understanding is that they try to get all number ones on there. Mr. Arakawa supports the proposal and he stated that Ms. Kimura represents Maui, at least three separate islands, and he said she is one of the longest serving HTA members because she served a full two full terms before she came back on and also has under an understanding of the Japanese more, which is very important to Hawaii. He thanked Chair Kam for being willing to give up his seat. He also said that Chair Kam adds a lot to the branding committee, and so should still stay actively involved there.

Chair Kam stated that, on the Administrative and Audit Standing Committee, he has Chair Kam, Mr. Arakawa, Ms. Yuen, Mr. Ching, Mr. Downing and Ms. Kimura, with Chair Kam as Chair Mr. Arakawa as First Vice Chair.

He reported that, for Budget, Finance and Convention Center Standing Committee, it is Mr. Arakawa, Ms. Yuen, Mr. Alameda, Mr. Atkins and Mr. Rafter and Ms. Kimura with Mr. Rafter as Chair and Mr. Atkins as First Vice Chair.

He stated that, on the Ho‘o Kahua Hawai‘i Standing Committee, he has Ms. Yuen, Mr. Ching, Mr. Chun, Mr. Downing, Mr. Zane and Chair Kam with Ms. Yuen as Chair and Mr. Downing as Vice Chair.

He stated that, on the Legislative Committee PIG, he has Chair Kam, Mr. Arakawa as Chair, Mr. Alameda as First Vice Chair, Mr. Atkins, Mr. Chun and Mr. Rafter.

Chair Kam asked for a motion to approve the committee assignments. Mr. Atkins made a motion, and it was seconded by Ms. Yuen. The motion was unanimously approved.

15. Discussion and Action on the Creation of a Legislative Permitted Interaction Group for the Purpose of Developing Policy Positions and Legislation for the 2022 Legislative Session

Chair Kam asked for a motion to approve the creation of a legislative permitted interaction group for the purpose of developing policy positions and legislation for the 2022 legislative session. Mr. Atkins made a motion, and the motion was seconded by Ms. Yuen. The motion was unanimously approved.

16. Discussion and Action on the Assignment of Board Members to the Legislative Permitted Interaction Group. This Agenda Item is Dependent on the Approval of the Creation of the Legislative Permitted Interaction Group

Chair Kam stated that, on the Legislative Committee PIG, he has Chair Kam, Mr. Arakawa as Chair, Mr. Alameda as First Vice Chair, Mr. Atkins, Mr. Chun and Mr. Rafter. In order to establish the PIG, they have to state the specific reason why it is created.

Chair Kam asked for a motion to approve the members of the Legislative Committee PIG. Ms. Yuen made a motion, and the motion was seconded by Mr. Ching. The motion was unanimously approved.

17. Report by the Marketing Standing Committee of their Meeting held on November 15, 2021

Chair Kam stated that part of the meeting was about four different proposals with regards to the Hawaiian Islands rebranding project, and the proposed budget was \$1million. He said that it is to maintain an increased brand strength with new positioning for Hawai'i that is aligned with the current market conditions and resident sentiment. He stated that they support this program at this time.

He reported that another item was the destination management technology consulting services with a proposed budget of \$700,000 which was funding to support strategic consulting services for implementing various technology solutions for Hawai'i, as it pertains to destination management and they felt they needed more information to recommend, therefore they in theory have a conditional approval.

He stated that another item was a local business support program with a proposed budget for \$500,000 to support a marketing campaign for visitors, which encourages visitors to buy local and support Hawai'i's own tourism related businesses in order to raise awareness and spending amongst them. He reported that there was a conditional approval needing more information at that time.

He reported that the last item was a Smart Destinations Hawai'i with a proposed budget of \$10 million. Which included planning, design and implementation of a suite of digital infrastructure to advance Hawai'i as a premier visitor destination and as a lifestyle brand. He stated that the elements include the development of regenerative tourism engine modules to support Hawai'i and Hawai'i made products, reservations, booking engine and unique Hawai'i content for the Hawaiian island. He said they needed more information to recommend to the Board, so it is standing neutral from the Marketing Committee.

Mr. Ka'anā'anā stated that they will do more due diligence on those and come back to this board for more feedback at a later time which he hopes will be in the next few months. He mentioned that it will be market research that will have to go into what becomes an RFP.

He stated that they won't know what the offer is so there won't be specific line-item budgets or specific KPI's as those are things that'll be evaluated by the Evaluation Committee as part of the procurement process.

Ms. Kimura suggested the possibility of co-funding from DLNR for the consultation item and the local business item.

18. Discussion and Update on Meetings, Conventions, and Incentives (MCI) Business and Convention Center

Mr. Monahan stated that, in 2019, there was about a 20% higher per person per day spending, they also stay an established accommodation and are not prone to alternative short-term rentals.

He stated that, on January 1, 2020, HVCB was awarded the global MCI contract for Single Property and Citywide Sales and Marketing.

He stated that they were servicing customers that had events in the future and they held virtual webinars to inform the clients of what was going on in Hawai'i.

He reported that, in February of 2021, they got additional funding and began to build back the MCI team, primarily through the Citywide program. He said they hired senior directors for all three of the corporate markets, the Eastern associations and the Midwest associations.

Mr. Reyes stated that their priority as they rebuilt the Citywide team was to attract the best team that they could put together, so they were very excited to hire Ernie Garcia who came from San Francisco Travel, but more importantly, for 18 years sold the Mosconi Convention Center and all the major corporate Citywide's in San Francisco he had a hand in. He reported that they were excited to have Adrienne Nudo from San Antonio who will be covering the Midwest as well as the mountain states and West Coast, and Lynn Whitehead from the San Diego Convention and Visitors Bureau. He mentioned that Ms. Nudo is based out of Chicago area, Mr. Garcia is based out of the San Francisco area and Ms. Whitehead is based out of the DC area.

Mr. Reyes reported that the 2020 calendar year was the best Citywide year, they had over 20 events and all those events canceled due to COVID, but they were able to rebook 47% back to Hawai'i.

Mr. Monahan reported that the leisure segment is going to almost fully recover in the coming year, but the meetings business is only going to fully recover in 2024. He noted that international travel, which has an MCI component, is expected to reach 72% of 2019 levels.

Mr. Reyes mentioned the previous week in Las Vegas where there were over 10,000 attendees at IMEX not wearing masks because had to be fully vaccinated. He said there were over 3,500 exhibitors representing 155 countries, they had 27 hotel properties, five destination management companies and over 687 total partner appointments.

Mr. Monahan said it was very exciting to see that there was enthusiasm for business travel. He reported that lost Citywide business, Convention Center business, from the beginning of the pandemic was \$520 million worth of economic impact and they have been able to rebook 47% of that.

Mr. Reyes reported that the number one question that they had at IMEX was “are you open?” and a lot of their participants were asking if Meet Hawai‘i could assist in getting an official statement to meeting customers that says structured events are welcome in Hawai‘i and they are willing to follow whatever protocols are established. He stated that since the pandemic they have had MCI updates on every island and within a one-week period they organized a Meet Hawai‘i Grid which is on their webpage.

Mr. Monahan reported that there are cancellations in 2022 because of uncertainty.

Mr. Monahan said that HTA and Meet Hawai‘i and were actively working with the administration, Department of Health, the city and county of Honolulu and with the customer on the issues.

Mr. Reyes mentioned that a corporate group of 2,200 attendees (Franchise corporation) flew into O‘ahu on Monday. Mr. Reyes and Mr. Garcia met them at the Convention Center to look at options. He said that they really want to come to Hawai‘i in January of 2022, but they must make decisions logistically and the key on this is being able to get an official statement and an understanding of how to be able to have a citywide convention under current restrictions that can go beyond 300 customers. He stated that this customer is not comfortable waiting longer in hopes of an official lift capacity.

Mr. Reyes reported that everyone is talking about Single Property business being strong. The pace line should be at about 120,000, and they are at 100,000 now. He mentioned there are a lot of tentative opportunities to still work on, so they feel positive about 2022. They feel very good about single property business. He mentioned the concern is, if you look at citywide business in their baseline, it takes five to seven years to book a citywide convention in Hawai‘i. He stated that using the 5-year formula, any association that has an opportunity to book the convention in ‘27 and beyond, those are who they are targeting. He mentioned that anything beyond 26 is high priority, and they’re trying to fill in that Citywide

business. He mentioned that it's important to let all structured events know that they're welcome to Hawai'i.

Mr. Monahan mentioned they're trying to help businesses recover and that they are a well-positioned, smaller team, an experienced team. They see demand and have further evidence from last week at IMAX that all they need is the continued work locally to help ease the restrictions and help come up with mitigation plans to allow these events. He stated they're working hard to see that, and he's optimistic that they'll be able to get something done in the near future.

Mr. Atkins thanked Mr. Monahan and Mr. Reyes for the presentation and letting them know the urgency of the message. He said it sounded like they have a good team in place but that their hands are tied because they don't know when they're going to be open and what the protocols are. He mentioned that he read the Trade magazine about three months ago and that it stated that Las Vegas was open and inviting visitors, and that they were booking a lot of short term and long-term business. He said the competition out there is open now. He mentioned that he hopes the governor can speak with them verbally and put it in writing what the conditions are.

He mentioned that regarding single properties in Kauai, when the message came through that they were closed for a couple of months, there were tens of millions of dollars lost within the first week. He also stated that when there is a booking on Kauai for a big group, the trickledown effect for the communities is huge, whether it's the people that do sound and lighting, staging, music or the entertainers, it all comes down to community.

He mentioned that they lost a couple of \$100,000 themselves within two months. He said they've also had a number of groups, smaller groups of a hundred or less, and they also stick to strict protocols, to make sure it works for all parties. He thinks that convention groups are the safest travelers. He mentioned that the cruise ships aren't back, but he thinks they will be safe travelers too, as they can't afford any mistakes. He thinks that the message gets out so they can go out to get the business needed for single properties, city wise convention.

Mr. Monahan agreed with Mr. Atkins, stating that these are professionally structured events, and they know they have a lot at stake if they have a cluster. He thinks the reason for so many cancellations is the natural fear of clusters. He mentioned the number they gave were Citywide losses. He stated that they assist the hotels in making the connection and the sale, so they don't really know the number but it's a multiple loss for the convention center.

Mr. Atkins reiterated that most of the groups are vaccinated, but those that aren't vaccinated are tested every other day. He feels comfortable to move forward and get the messaging out.

Mr. Monahan mentioned they are having verbal conversations with the decision makers, face to face, so there is traction, and he hopes it comes to fruition.

Mr. Arakawa asked what HTA's role is in this. He asked if they must just sit and let them do their thing.

Mr. Monahan mentioned that Mr. De Fries and Mr. Ka'anā'anā know everything that they're doing. He mentioned that Mr. De Fries is the meetings professionals, and they rely on him, but from a standpoint of putting the right pressure in the right place and making the right communications, and that HTA has been a huge help to them.

Ms. Kimura asked why there is a cancellation, and the group went to Taiwan instead, given that the country has tighter COVID restrictions.

Mr. Reyes stated that a lot of the Citywide conventions have 30% to maybe 40% international and what was challenging for a lot of associations primarily is the inconsistency with Hawai'i Safe Travels and the federal jurisdiction on how people could get into the United States. He mentioned that it has changed recently with Biden's decision, but he thinks the other part of it is that the learning process is that it wasn't the date of the event, it was information that they had to provide to their attendees' bar in advance, and they just didn't feel comfortable if they couldn't give them a definitive answer for people to make those decisions.

Mr. Monahan followed up to Ms. Kimura's question mentioning that they all have an international element and there's an event called ASLO on one of the cancellations that in addition to their restrictions is the fact that they couldn't get their international visitors to the country up until recently.

Ms. Kimura asked if there are protocols, they can come up with, and asked Mr. De Fries as he is sitting in Covid meetings with the governor. She suggested maybe to find testing to create a safety package set up to support the larger groups. She mentioned that she went to Vegas and everyone going to the Raiders game had to show vaccination, so she asked if there was a way that they can help, if there's funding to pay for the rapid test to support the MCI business.

Mr. Arakawa reiterated that whatever Mr. De Fries is doing will cover all of that.

Mr. Atkins stated that there is a lot of discussion around vaccinations. He suggested Ms. Orton to give some insight. He mentioned that vaccination is the baseline. He mentioned that events will do a self-test that is approved by Hawai'i, but that there are costs involved but that has not become an issue yet. He mentioned that the event would possibly cover the cost, but if it became an issue the MCI would figure out how to get it paid.

Mr. Reyes mentioned there are mitigation plans in place for health and safety. He reiterated Ms. Kimura's statement of, in the instance of meetings, conventions and incentives, they want the same alignment as safe travels. He said they can't understand that if people come into Hawai'i and show proof of vaccination and have a test, then why are the restrictions in place and that's where an official statement becomes so important because they want to feel welcome.

He mentioned that they're willing to test every other day, but they want an alignment. He reiterated that the cost of testing hasn't come up, but what is the protocol is what they are questioning and what needs to be done to ensure a safe and healthy Citywide incentive group in Hawai'i .

He mentioned that corporate accounts, in particular don't want to go to Hawai'i feeling that they're not wanted, and that's where an official statement becomes so important because all their attendees are reading newspaper articles. He mentioned that Ms. Orton, as general manager, and himself are overseeing the sales efforts and it stipulates that they're welcome. He mentioned they have protocols, and they can work on them, but there's no official weight behind it. He mentioned that he is trying to be respectful and also trying to understand how they can thrive in meetings, conventions and incentive environments, and book business, and be respectful of protocols.

Mr. Monahan mentioned they are writing a protocol document to present to the department of health to get buy in and that it's part of the process. He mentioned that as per Mr. De Fries' statement they are looking for some type of baseline protocol, and he said it is moving in that direction.

Mr. De Fries says it runs really close to what they did in the past with the previous year's golf events. He stated that Ms. Orton and the team have been running a bubble and said that's what they're looking for. He said that structured events are ideal for a bubble operation. He mentioned the golf tournaments are coming back up and all the protocols are being subjected.

Mr. Monahan mentioned they held golf tournaments prior to the vaccine with frequent testing. He followed up on Ms. Kimura's question mentioning that it boils down to how the

testing will be done, or are they going to be vaccinated, and if they're not, how they are going to be tested, as well as the issue of social distancing. He stated that to hold one of these events satisfactorily for the client, it's very hard to do it with a static event where no one moves, where you're six feet distanced at all times. He mentioned that they want to be able to waive the social distancing in lieu of them doing the vaccination, and/or testing.

He mentioned that it has two phases, the event itself and meal service. He mentioned that meal service is a bit more static and something that need to be worked through as more people mingle at meals a bit longer. He mentioned the two events.

Mr. Reyes addressed Ms. Orton saying that ASM global has put together a food and beverage plan, as well as other parts of how a Citywide convention operates. He stated that everything is in place, but they just have to tell customers they're welcome to come.

Mr. Regan said there is no questions from the public.

Ms. Orton began her report by talking about the restrictions because it dictates the business in the convention center. She pointed out the current restrictions for outdoor and indoor interactive event because that truly is where their focus is to allow small or larger meetings and more importantly, citywide conferences. She reported that currently their restrictions for indoor events are at 150 and outdoor at 500. Starting on November 24, they will move indoors to 300 and outdoors to no limit capacity based on the space that is being used.

She mentioned that, at some point they were able to operate in a no limit capacity for the space being rented so no social distancing applied, which was just prior to the Delta variant. He reported that they filled up their calendar immediately for short term business, within 12 to 24 months. She said that when the Delta variant hit it shut them down again.

She reported on the impact that the change in restrictions has had on the Center including the four citywide events that they lost, there were two associations and \$238,000 in lost revenue, two citywide corporate events at \$292,000 in lost revenue and the local events that was roughly \$604,000 in lost revenue. She mentioned that to date for the remainder of the fiscal year there are 42 definite events, including four Citywide's and 48 for option events meaning they are very interested, but they have not signed their license agreement yet, and these are all local events.

She stated that, as of October year to date, compared to the current forecast they are doing about \$80,700 better than anticipated to the budget.

She mentioned that the three state agencies that are in house are leaving at the end of this year.

Ms. Tait wanted to highlight some of the capital improvement projects. She reported on the list of priority projects that are managed by both the PMCM company and HCC. She stated that they are in the process of going out with an RFP to award a second PMCM company to help us with these projects.

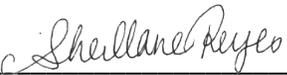
She mentioned the four projects that they had completed since the August meeting and that prior to that they had outlined nine projects that were completed from last year until 2021.

19. Closing Cultural Protocol

20. Adjournment

The meeting adjourned at 1:30 p.m.

Respectfully submitted,





**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY
Thursday, December 23, 2021, 9:30 a.m.**

MINUTES OF THE REGULAR BOARD MEETING

MEMBERS PRESENT:

George Kam (Chair), Dylan Ching, Fred Atkins, Ben Rafter, Kyoko Kimura, Micah Alameda, Kimi Yuen, David Arakawa, Daniel Chun, Keone Downing, Sherry Menor-McNamara, Sig Zane

MEMBER NOT PRESENT:

HTA STAFF PRESENT:

John De Fries, Keith Regan, Kalani Ka'anā'anā, Marc Togashi, Caroline Anderson, Maka Casson-Fisher, Carole Hagihara

GUESTS:

Dennis Suo, Darragh Walshe, Jennifer Gaskin, Irene Lee, Eric Takahata, Jennifer Chun, John Monahan

LEGAL COUNSEL:

Gregg Kinkley

1. Call to Order

At 9:36 am, Chair Kam called the meeting to order.

2. Opening Cultural Protocol

Chair Kam requested that the opening cultural protocol proceed. The opening cultural protocol was conducted by Maka Casson-Fisher, Brand Manager for the Hawai'i Tourism Authority.

After the opening cultural protocol, Chair Kam requested that Chief Administrative Officer,

Keith Regan, conduct a roll call. All members were present with Chair Kam and Members Atkins, Chun, Downing, Kimura, Rafter, and Yuen attending in-person. The following members attended via Zoom: 1st Vice Chair Arakawa, and Members Alameda, Ching, Menor-McNamara, and Zane.

3. Approval of Minutes of the November 25, 2021 Board Meeting

Chair Kam introduced the approval of the minutes to the board members. 1st Vice Chair Arakawa requested that the item be deferred. 1VC requested additional time to work with the contractor to address a number of areas within the minutes to ensure accuracy. A motion was made by Member Arakawa and Seconded by Member Yuen to defer the minutes to the next board meeting. A roll call vote was conducted with all members voting in favor of deferral.

4. Report of Permitted Interactions at an Informational Meeting or Presentation Not Organized by the Board Under HRS section 92-2.5(c)

Chair Kam asked all members if any permitted interactions may have occurred. No members responded.

5. Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer

a. Relating to Update on HTA's Programs During November 2021

CEO De Fries provided an overview of the CEO report that was submitted to the board and included in the board packet. He then requested that Chief Administrative Officer, Keith Regan, provide an update on the administrative functions of the HTA.

CAO Regan provide an update on the administrative functions of the HTA.

CEO De Fries then asked Chief Brand Officer, Kalani Ka'anā'anā, to provide an update on the Branding activities.

CBO Ka'anā'anā provided an update on activities within Branding and introduced two new employees, Ross Willkom (Brand Manager) and Yvonne Lam (Administrative Assistant).

b. Relating to Update on HTA's Implementation of Change Management Plan

CEO De Fries provided an update and overview of the activities related to the Change Management Plan. This included an update on the ARPA funds provided by the

legislature for FY22. De Fries commented that budget line items identified by the board would be placed on hold until the board voted to allow them to move forward. HTA staff continues to have discussions with Budget and Finance regarding ARPA funds and requested an extension to December 31, 2024, but Budget and Finance would only allow an extension to June 30, 2023.

De Fries also discussed staff departures and hires along with ongoing position updates and redescrptions. De Fries mentioned that there are currently five (5) vacancies with four (4) positions under recruitment.

De Fries discussed ongoing communications with State Procurement Office regarding procurement questions and concerns. It was also mentioned by De Fries that his team continues to update procedures related to procurement and that the revised bylaws of the Hawai'i Tourism Authority were approved at the November board meeting and are now in effect.

6. Report by the Administrative & Audit Standing Committee of their Meetings held on December 14, 2021 and December 20, 2021

Chair Kam gave an update on the activities of the AASC. Chair Kam explained that the first meeting, held on December 14, 2021 was to go over the financial audit. A presentation was made by the auditor (Accuity, LLP), questions were asked by the members, and the committee voted to support the findings of a clean audit by the auditors. He further explained that, on December 20, 2021, the second meeting was held. During that meeting, there were three items on the agenda. These were a discussion on policies, the annual review of the President & CEO, and legislative issues. Chair Kam mentioned that there were no policies discussed. Chair Kam discussed the annual review of the president and CEO. He stated that all members of the committee were in support of Mr. De Fries' satisfactory performance. He also mentioned working with the committee to develop evaluation documents which would include goals and objectives. Additionally, it was discussed that a quarterly evaluation update review may be considered. Chair Kam also mentioned there was a discussion about legislative PIG and the resolution which would be discussed by the board.

The committee reviewed and approved the resolution allowing the President and CEO to present positions at the legislature on behalf of the HTA.

- a. Presentation, Discussion and Action on the **Hawai'i Tourism Authority's Fiscal Year 2021 Financial Audit**

Mr. Togashi requested that Chair Kam entertain a motion to accept and support the results of the Hawai'i Tourism Authority's financial statement audit for the period ended June 30, 2021, conducted, reported and presented to the Administrative & Audit Standing Committee by Accuity LLP, which concluded the financial statements present fairly, in all material respects, and that the auditors did not identify any significant deficiencies in internal control and allowed for the timely issuance of the auditors' report.

A motion was made by Member Kimura and seconded by 1st Vice-Chair Arakawa. A roll call vote was conducted with all members voting in favor. Unanimously approved.

b. Discussion and Action on **Policy Positions for the Legislative Session**

Chair Kam mentioned that the HTA has taken specific policy positions during past legislative sessions and would continue to follow policy positions supported by the board. Chair mentioned that the Legislative Permitted Interactive Group would be meeting to further discuss the HTA's positions on legislation over the next month. It was further mentioned that the President and CEO would be delegated the authority to present positions during the legislative session as allowed by the next agenda item.

c. Presentation, Discussion and Action on **Resolution 2021-3-1 Authorizing the HTA**

President & CEO to Present Policy Positions During the Legislative Session

Chair Kam requested that a motion be made to adopt Resolution 2021-3-1 Authorizing the HTA President & CEO to Present Policy Positions During the Legislative Session. It was moved by 1st Vice-Chair Arakawa and seconded by Member Chun. Unanimously approved.

7. Report by the Branding Standing Committee of their Meeting held on December 22, 2021

Branding Standing Committee Chair Fred Atkins provided an update on the meeting that was held on Wednesday, December 22, 2021.

a. Presentation and Discussion of **Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets**

Director of Tourism Research, Jennifer Chun, provided an overview and update on the current market conditions in Hawai'i as well as the key major markets. November visitor statistics will be published next week. The Department of Taxation collected

\$41.9 million in Transient Accommodation Taxes in November, bringing FY22 TAT collections to \$282.2 million (+1,097.6%), which was \$258.6 million more than the \$23.6 million collected during the same period in FY21.

November hotel occupancy was 59.7% with ADR of \$333. Vacation rental occupancy was higher than hotel occupancy, but as can be seen in the supply charts, there was much more hotel supply than vacation rentals. November unemployment rates were 5.4% for the state, with a high of 7.2% for Kaua'i County. Looking at industries, both accommodation and food service & drinking places showed growth from November 2020.

December air service is approaching 2019 levels because domestic air service is greater than 2019; international air service is still lagging December 2019. International air service for Kahului is higher than 2019 due to increased flights from Canada. We see similar trends in January and February.

According to SMS's Community Pulse Surveys of Hawai'i residents, a majority of Hawai'i residents feel that Hawai'i must continue to promote tourism. 60% of residents believe travelers to the State should be required to take a COVID test, regardless of vaccination status.

The Skift Recovery Index Map is similar to October; however, a number of countries' recovery scores have slipped since last month. For our main source markets, Skift Recovery Index Origin Scores are generally on the rise since last month. The U.S. is the most ready to travel, followed by Canada, Australia, and Japan.

According to YouGov's Global Travel Profiles, residents of Australia, Canada, and the U.S. are still very impacted by COVID-19, with many people not planning overseas travel. Looking at what kind of trips are being planned, 54% of Australians are planning a domestic trip. Travelers from Canada, Japan, and the U.S. are also planning domestic trips. Travel obstacles are still primarily travel restrictions and health risks. The reasons why U.S. travelers who are not considering Hawai'i for their next vacation were primarily personal/family finances and other reasons, although entry restrictions/requirements and COVID concerns were also important.

MMGY recently released the Portrait of American Travelers Winter Edition 2021. 42% of respondents who had considered visiting Hawai'i changed their mind and decided not to go. Reasons for not visiting Hawai'i were similar to YouGov. Other locations that people who are likely to visit Hawai'i have visited in the past 3 years include

California, Florida, New York, Europe, Mexico, Nevada, Canada, Caribbean, Alaska, Costa Rica, and Australia.

Travel agency booking trends show that bookings have fallen off in recent weeks for the U.S. Planned trip dates follow a similar pattern to 2019. The Canada market also showed a decline in bookings in recent weeks, but this follows the 2019 trend. Bookings from Korea grew in November but have dropped off in recent weeks. The Australia market remains optimistic and has continued booking. Cancellations/rebookings for all markets have increased slightly in the beginning of December, but have increased dramatically for the Japan market. 2022 bookings for all markets are lagging 2020 (which was pre-pandemic), but bookings have increased for the U.S. and Canada markets since the last Board meeting.

- d. Presentation, Discussion and/or Action on the **Hawai'i Tourism Canada 2022 Brand Marketing & Management Plan (BMMP)**. Recommendation to Approve the BMMP

Chief Brand Officer, Kalani Ka'anā'anā, provided opening comments regarding the brand marketing and management plans (BMMP) to be presented. Ka'anā'anā mentioned that the process of how the BMMPs were created was presented at a high-level during the December 22, 2021 Branding Committee meeting and that today would be a more in-depth review of the plans by market. Ka'anā'anā introduced the presenter, Susan Webb, of Hawai'i Tourism Canada, to present the plan for the Canadian market.

Ms. Webb presented the Hawai'i Tourism Canada 2022 brand marketing and management plan to the board. A copy of the presentation was included in the board packet and made available to the public.

Member Kimura discussed the importance of key performance indicators (KPIs) and return on investment (ROI) as it relates to the major markets for Hawai'i. Kimura stated a concern that many international markets remain closed and that spending in those markets should be reduced if no visitors are able to travel from those markets to Hawai'i.

Member Arakawa agreed with Member Kimura's comments regarding KPIs and ROI. Member Arakawa suggested that spending triggers should be established by the Branding Committee. Member Arakawa also recommended that the Branding Committee develop KPIs and ROI measures.

Chair Kam requested a short recess at 11:15 am. Chair Kam reconvened the meeting at 11:30 am.

- c. Presentation, Discussion and/or Action on the **Hawai'i Tourism China 2022 Brand Marketing & Management Plan (BMMP)**. Recommendation to Approve the BMMP

Mr. Suo (based in Honolulu) introduced the HTC team for 2022 BMMP for the China market - Alex Wong, based in Honolulu, William Zhang, director of travel trade and partnership development, based in Beijing, Jasmine Li, senior manager for trade and training and education, based in Shanghai, Sarah Wang, director of PR and the social media marketing, based in Beijing, Davy Wang, advisor of technology development, based in Silicon Valley. He said for the China market - The GDP growth is still very strong, even during the pandemic in 2021 they saw an 8.1% growth, and next year 2022, is going to slow down, but still 5.5% growth, the highest that started from this year, November 9. He stated that regular visa services resumed at the U.S. embassy and the consulate general in China and said the U.S. embassy is starting the visitor visa in China.

He stated they've seen a strong Chinese domestic travel experience recovery from 2020 Q2. He mentioned that about 43% of the survey responded by McKenzie travel survey that they want their next trip to be outside of China. Estimation for people that have received the COVID 19 vaccine is 1.1 billion people. He said the Chinese household upper middle income is expected to grow by 68% between 2020 to 2030, and because of the lockdown, and cross border travel, Hainan Island in China remains a popular destination. There are very strong duty-free sales grossing this year during the main holiday season, and for five days, there's plus/minus 1.5 billion spend in duty free sales and the luxury market, which is their target market. He said they are seeing very strong growth and it doubled last year from 11% to 20% market sharing worldwide.

He mentioned that based on the bank's report they expect a 30% market share globally from the luxury market by 2025, which becomes the biggest market share in the world. He mentioned two types of competition for Hawai'ian islands in China – One, the island resort destinations like Bali and the Maldives. He said Hawai'ian islands has been flat for the past several years, a great opportunity now to create excitement in the China market. He said the other competitor landscape is within the U.S., California, Las Vegas and New York as the Chinese visitor requires a U.S. visa to come to the U.S. He said those locations are very aggressive in the China market in terms of marketing.

He stated that during the pandemic, they were seeing Thailand, Japan, Spain, Dubai as very active in terms of social posting for being the top destinations. He said they post daily, gaining about 10,000 likes, clicks and views per post. He said it's similar in the second tier, France, UK, Australia, New Zealand, which are also considered their competitor. He mentioned they post 2/3 times per week and gain 5,000-10,000 views per post. He said the target audience is – millennium, family and affluent elite travelers, based on five criteria. He said they define their target market – first, the mindful traveler, secondly, a desire to travel to long haul resort destinations, third, those with high disposable income, four, they need a U.S. Visa, five is looking at the first-year cities such as Beijing, Shanghai and all key cities. He said McKenzie travel also revealed the pepped-up consumer demand.

He said there's a strong opportunity, post pandemic travel for China market strategy. He mentioned the consumer strategy called B2C2B strategy - looking at how they can use content marketing solutions to drive the travel conversion to sales, which is the travel trade side. He said the three target markets are their stakeholders, and their brand. He said in the B2C side, they have three different groups, the millennials, affluent families, and the elite travelers. They use different platforms for those three groups – UGC, User Generated Content platforms, Tencent ecosystem, such as WeChat, the largest social media platform, and other social media platform like TikTok, The Little Red Book, and the mobile payment platforms. In the B2B market they have the airline partners and the OTA's. After the pandemic, the majority will be FIT and PIT. He said OTA is the main source of the market. The third is the MCI partners.

He said they're looking to align with the target audience through integrated digital marketing and the social media strategy, public relations, their platform development strategies, such as the WeChat Mini program development and to build the excitement and the curiosity to drive the demand, then to convert the demand onto the B2B travel platforms for bookings. He said it's a fully integrated B2C, and the B2B strategies promises the economies of scale, maximizes their return on investment, and strengthens brands positions throughout the industry. He said these are the wholistic approach to integrate the B2C consumer strategies and B2B trade strategies.

For the key campaigns and programs segment, he said they have eight different components - three components for the millennium market, three for the family market, and two for the affluent elite market.

He said their strategy is to focus on the key opinion leader influencer strategy, but in terms of content they're going to focus more on the vlog and the short video, which is

becoming a popular trend worldwide, to interact with consumers on social media platforms.

He said the Mālama Hawai'i message will be spread throughout all campaigns. For the family target market, he pointed out the Foodie Tour, to build brand awareness with their local diversified cuisine, as meal gathering is important for Chinese families. He said they want to create a Hawai'i kind of marketplace in China in the shopping malls – Bangkok/Shanghai. He said they will use a platform with graphics to showcase their artwork, culture history, Hawai'ian coffee, food, music, hula, with the outcome to drive awareness, curiosity and demand to explore and Mālama Hawai'i, from the mindful and high spender travelers campaigns.

For the millennial market, they have a campaign called Hawai'i Youth Force vlog, focusing on video content with the outcome to drive awareness, curiosity and demand to explore Mālama Hawai'i. He also mentioned the Time-limited challenge 10 days to travel in Hawai'i, focused on the multi-island, cross island experience, to create an interaction between the KOL and the consumer on the social media platforms. He spoke about the 'Ohana foodie travel guide which is purely focused on the family market, and they secured a celebrity rock singer, Zheng Jun, for April - a rock singer and A-list celebrity in China to do a talk show on social media and are in talks with him to write a Chinese song about Hawai'i.

For budget allocation - Consumer direct is 34% of the total, PR is 18%. He said they need to build more stories about Hawai'i and the Mālama message, using integrated digital solutions to build stories for the brand, and then push the demand onto travel platforms, including OTAs. He said they're also looking at different airline co-op programs in the travel trade.

For performance measures segment, he said they have five or six different key social media platforms and must focus on the total impression gained – clicks and likes. He said they're also working on the fan and follower base for each platform. He mentioned the DMAP measures - the number of DMAP action items supported and the number of initiatives to promote Hawai'i made products, including the number of Hawai'i festivals, events and Voluntourism program promoted.

Ms. Kimura asked if any direct flights restarted or resumed since it was suspended.

Mr. Suo said there are no direct flights yet. He said they're working closely with Hawai'ian Airlines discussing charter flight opportunities to China, as well as in discussion with charter operators in China. He said they have seen a lot of Chinese

consumers traveling from California to Hawai'i, so they should focus on the second tier of transition. There are three strategies to get people to Hawai'i: transit route through Japan, Korea, with JAL and Korean Airlines; second is the transfer route from California, and third is the charter flight opportunities with Hawai'ian Airlines.

Mr. Atkins asked what is the percentage of those travelers from U.S. mainland came to Hawai'i pre-pandemic. Mr. Suo said pre-pandemic 60%, 70% FITs and about 30%, 40% group travelers. He said around 30,000 to 40,000 pax per year using 2019 as an example.

Mr. Atkins asked about the transit from Japan and Korea and the possibility of having a direct flight from China to Hawai'i in 2022. He asked from what other areas they would have flights out of China. Mr. Suo responded it's mostly from Japan and Korea either by Japan Airline, ANA or Korea Airlines.

Mr. Atkins asked what type of restrictions the Chinese traveler has when leaving the country, and if he thinks it will lift in the future with the new variant. Mr. Sou said it's currently a 14-day quarantine plus, seven days at a home, so it's 21 days before people are allowed to go back to work. Mr. Suo also said there's no official announcement but they're looking at April or May 2022, right after the Beijing winter Olympics. He said Chinese central government is planning a gradual opening for the cross-border travel, selectively to pick a couple of key hubs such as Shanghai, Guangzhou, and Shenzhen. The government is building large COVID testing and quarantine stations in each airport with the capacity at 5,000 to 10,000 pax per airport.

Mr. Atkins noticed a few of their programs are ongoing and some starting in April and asked, besides the admin costs in the budget what percentage of their total budget are they spending on ongoing, compared to what they're going to ramp up in April 2022. Mr. Suo said he will check the report later. Mr. Atkins said Mr. Suo can get back to the HTA staff later.

Ms. Kimura asked if the U.S. or the state of Hawai'i accepts vaccinations other than Pfizer, Moderna, and Johnson? Mr. Suo said the U.S. accepts the World Health Organization recognized vaccines, including the two types of Chinese vaccines.

Mr. Ka'anā'anā said that based on the current rules and the way that a tourist gets here, they will be categorized by Safe Travels in different ways. If they come through China, Korea or Japan, directly from those countries, they would be treated as direct international travelers, subject to the CDC guidelines. If they were to make their way through, for example, LA, they would then have to follow Safe Travels as a domestic

traveler from the U.S. west coast to Hawai'i, so it's dependent on how that traveler gets to Hawai'i.

d. Presentation, Discussion and/or Action on the **Hawai'i Tourism Oceania 2022 Brand Marketing & Management Plan (BMMP)**. Recommendation to Approve the BMMP

Mr. Walshe presented the 2022 BMMP for Hawai'i tourism Oceania. He introduced their new

Sydney based account director, Jennifer Gaskin. He said from a global perspective, Australia and New Zealand had less COVID impact than many other countries. He said their health, economic wellbeing, travel sentiment is very strong with good growth forecast, and vaccination rates are high – Australia and New Zealand have 91% fully vaccinated adults. He mentioned Australia have opened their borders and there are return flights from Sydney to Hawai'i, with Hawai'ian Airlines. He said it was great to see Hawai'i extend that spirit of Aloha and welcome to the islands of Aloha.

He stated that over the next six to eight months, they won't hit the capacity schedules they had in 2019 but are making good gains. New Zealand will restart their services end of March with Hawai'ian Airlines and Air New Zealand. He said they must focus on the diversity of experience and the emotional attachment their audience has with Hawai'i.

He said the post COVID traveler is different to the pre COVID traveler, and they're seeing more of a traveler that values authenticity, enrichment and seeking that connection to the people place and culture. They have identified three segments with a really strong fit towards the HTA pillars.

Ms. Gaskin spoke about the strategy for next year, saying she has been working at the Walshe group for the past five years as an account director and she is excited to work for the destination with a deep-rooted connection and respect for the environment and culture.

She said their core branding message is based on breathtaking landscapes, natural beauty, authentic culture, regenerative tourism, all connected by the Aloha spirit, and in 2022 HTA will focus on campaigns that integrate across consumer and trade marketing with PR, and communications aligned to amplify and deliver key messages. Their key focus will be on responsible tourism and educating consumers about that and the principles of Mālama Hawai'i. She said they will ensure all in-market content aligns

with regenerative tourism expectations, and they'll work with airline and trade partners to amplify Mālama content, as well as identifying volunteerism programs that fit with the culture of our market and promote Made in Hawai'i. She said they'll continue working with their partners that they know deliver volume into Hawai'i, flight center and Expedia to ensure a more regenerative tourism experience.

She mentioned their key campaigns and programs - Infinite experiences campaign where they'll send a group of influencers on a multi-island trip with spontaneous adventures to be streamed across influencers pages and HTAs highly engaged social channels. She said the main objective is to highlight the diversity of experiences and spontaneous adventures that Hawai'ian islands has to offer, while increasing engaged audience across social media. She said they will also create a premium long form video highlighting the Hawai'ian ethos in a storytelling format that appeals to their key audience segments, tapping into themes of culture, sustainability, responsible tourism, and connection to the land and ocean. She said the initiative has a potential to be featured on OnDemand video streaming platforms or broadcast channels, and they'll also try have the film featured in any ocean or adventure film festivals in Oceania.

Mr. Walshe spoke about the Sea Cleaners initiative, which started in 2018 highlighting the issues around plastics and the ocean and the Kuleana they have are specific neighbors. He said the initiative was about making generational change working with youth ambassadors from around the Pacific rim, including a Hawai'i exchange.

Ms. Gaskin spoke about the Aloha Down Under signature trade road show which will take place in August in Sydney, Brisbane, Melbourne, and Auckland, and will also have a cooperative partnership with luxury escapes. She said that Country Escapes is the fastest growing travel company in Oceania and the booking model has allowed them to remain strong throughout the pandemic. They also partnered with Luxury Escapes in 2020 on their TV show with a full episode on Hawai'i and also a destination spotlight campaign in partnership with some of their hotel partners for 2022.

Mr. Walshe spoke about the budget - consumer is significant, including PR, and with that investment they hope to help grow Hawaii's brand message, to be true to the strategy around regenerative tourism and lead that brand messaging. He said travel trade is still significant, and although it's downsized, there's plenty of optimism about the role that travel agents will need to play in a much more complex journey around travel. He said they need to zero in on research as they'll be working very closely with Jen, the DBEDT team, working with the YouGov research. He said they're withing the 22% threshold with admin and that their performance measures are tied directly to

digital marketing and PR, travel trades, social media, and also working with the various island DMAP programs that are available.

Mr. Atkins asked how committed the airlines are to holding the flights through the first quarter if Omicron gets worse and Mr. Gaskin said the government will remain committed to the border policy for now, and that there will be no more restrictions in terms of international travel.

Mr. Downing asked how many staff they have, and Mr. Walshe said they have downsized but have four main staff members – himself, Ms. Gaskin, Chris, trade and partnership manager, and a new digital and campaigns manager starting early in January.

e. Presentation, Discussion and/or Action on the **Hawai'i Tourism Korea 2022 Brand Marketing & Management Plan (BMMP)**. Recommendation to Approve the BMMP

Ms. Lee introduced their team and said they will have a total of six staff from the HTK team. She spoke about the market situation - the Korean economy is very positive, with 4% growth this year and another 3.1% growth next year, largely due to the support by the robust exports, exports have increased by 32% this year -the highest growth in their history. She said their vaccination rate is 82% and adults, 93%, with children between 12-17 being vaccinated now as well as the nationwide booster shots campaign. The government has shortened the period between shots from six months to three months.

She spoke about Korea having introduced a new social distancing relaxed measure, called With Corona, in November, with the plan being to go back to the normal pre COVID in different, phases, with their target date March 1st, but with the Omicron appearance it has been paused since December 3rd. She also said that Korea had lifted the quarantine requirement after returning from overseas travel from May earlier this year, but with the Omicron situation, the Korean government decided to impose temporary quarantine measures for December 3rd to January 6th and depending on the situation it can be extended for another two weeks. She stated that most indoor facilities require vaccine passes to access. She said the total projected air seats out of Korea for the coming year is about, 217,000 seats, about 50% the level of 2019. She said they currently have Hawai'ian airlines flying three times a week which will increase to four from January 22nd, Korean Air currently flies three times a week, and they have

upgraded the aircraft to a bigger one from December 12th. From January 3rd, they will increase to five weekly flights, with the plan to increase to daily service from April.

She spoke about Asian airlines that will resume their service to Honolulu from April 3rd, and in terms of competitive landscape, she saw an increase in demand for golf travel. She stated that during the past 18 months of COVID, their domestic golf population has grown, looking to travel to nearby destinations for golf. She said traditionally Guam and Saipan were not competitors, but now Koreans are looking to have the first vacation out of COVID into the nearby Island resort destinations. Flights are starting in January to Australia from Korea, and, Korea has the travel bubble agreement with Singapore and Saipan that even with the latest quarantine requirement, Singapore and Saipan don't require quarantine when Korean's travel, and vice versa.

She said the target audience will be high value mindful visitors travelling for leisure within the next 12 months, and they'll be targeting Seoul and Busan as the key geographical area, and mentioned Seoul represents 85% of outbound travel demand, and Busan about 10%, with the target being the millennial minded travelers, mainstreamers who are typically family travel and the upper income group, as well as outdoor goers, sweethearts, and sustainability seekers in relatively younger audience who are conscious about environmental issues.

She spoke about the strategy they will be developing for Mālama Hawai'i contents in Korean language and said they will be building the awareness of their destination with the Mālama Hawai'i theme with the contents that they developed, and will be partnering with high profile, consumer brands in line with their Mālama Hawai'i concept to engage with conscious consumers. She said they'll be educating the travel agents with their Mālama contents and collaborate with NaHHA and other Hawai'ian partners. She said they'll be targeting the repeat visitors, outdoor enthusiasts, golfers and the delayed honeymooners to target the higher per person per day spending in Hawai'i.

She introduced the four major initiatives of HTK - a Mālama Hawai'i campaign, which has different components of PRN trade, involving celebrity photo shoots to produce highly attractive contents that would appeal to Korean audience, and producing a new webpage on Mālama Hawai'i. They'll also be working with a popular, sustainable consumer brand in Korea to leverage their limited budget, but to reach a wider audience of the consumer brand.

She mentioned that in terms of trade they'll be collaborating with airlines and travel agent partners to include the Mālama Hawai'i message, and they'll have travel agency partners to include those sustainable travel options, in their package for Hawai'i. She said they'll have a series of educational seminars for the trade partners, and the next one is Kuleana Campaign, an integrated campaign with PRN trade components. They'll also be doing social marketing, distributing their Kuleana campaign videos, and will be organizing an offline event, titled, Travel to Hawai'i with Kuleana as a pre-arrival campaign, looking into help producing the Hawai'i local brand promo items as part of the DMAP action.

For trade they will be partnering with online booking platforms, or airlines to send emails to the ones who have already booked Hawai'i, containing the Kuleana campaign and pre-arrival educational contents. She mentioned the third major initiative, Made in Hawai'i campaign and they will be organizing a brand co-promotion with one of major department stores or major retail brands in Korea to introduce made in Hawai'i brands and products.

She said when they hold FAMs they will include access to Made in Hawai'i products and they will promote these products through their trade partners whenever possible. She mentioned the last major integrated campaign involving celebrity programs and TV filming and that with the increase of golf population in Korea, they will look into hosting a golf show with Korean celebrities in Hawai'i, supporting this initiative through all their PR channels with print media, online media and social channels as well. She said with the trade partners, they'll look into developing related tour products including golf, surfing and hiking.

She spoke about the budget – \$1.4 million budget for Korea, same level as 2019, and they have added a new budget in research they didn't have previously to measure how their Mālama Hawai'i message is being communicated to Korean consumers, how they perceive their brand positioning, and to set the base for the coming years programs to see where they grow from. She said it was the first big consumer research step they're planning in many years.

She spoke about performance measures - they have included a new social matrix and DMAP measures for the coming year and compared to the 2019 level they have the same budget but have enhanced their public relations measures impressions for next year.

Mr. Atkins asked if the TV filming and top-rated sports will be done in country. Ms. Lee replied saying there are popular golf entertainment shows in Korea and their plan is to bring the golf show to Hawai'i, and to have Hawai'i as the ideal golf tour backdrop. She said they'll be inviting the Korean celebrities from Korea to Hawai'i to play in different golf courses in Hawai'i, and to show this TV show on Korean broadcasting channels.

Mr. Atkins asked if Korea is totally closed down to Korea with the new variant and Ms. Lee said it is still open but with 10-day quarantine measure that has been imposed. She said the airlines are still flying and they have a plan to increase their capacity to Hawai'i from January so she said she felt the Omicron quarantine restriction is temporary, hoping it will be lifted in January.

Mr. Atkins asked if they have a schedule of when they're ramping up their spending as far as getting the programs out into the marketplace and whether they have a timeline for this, if it's changed with the new variant. Ms. Lee said yes and that they have their activity schedule lined up for next year, but they won't be starting until they have the contract ready, and get the notice to proceed, but will be starting with the TV program or major initiatives from April.

f. Presentation, Discussion and/or Action on the **Hawai'i Tourism Japan 2022 Brand Marketing & Management Plan (BMMP)**. Recommendation to Approve the BMMP

Mr. Takahata said looking at the market they have five 100% FTEs on the Hawai'i side, and four 100% FTEs that make up the HTJ team. He said Omicron caused issues with market recovery – they're back to a 14-day quarantine for returning residents for Japan. The Japanese travel industry is very optimistic for spring recovery, vaccination rates across the nation are 77.4%, rising daily, boosters are coming along as well, and the government is planning to revive domestic and international travel into the new year. He said airline partners, the Japanese carriers along with Hawai'ian air are investing into the routes and adding flights back on in January and February. Japan announced they would be flying daily flights starting February 1st and two extra flights a week from Haneda Airport, which is nine flights from Japan per week, with other carriers following suit adding flights back to Hawai'i.

He said their competitors are approaching the Japanese consumer and visitor, with their marketing efforts being ramped up in Japan. The ones to watch closely - Guam, Thailand, Singapore, Europe, Canada, Australia, and the long haul - Europe, Canada and Australia with lots of digital marketing going on, as well as print and TV ads coming out

from the destinations. They are monitoring this closely because they are eyeing a Q1 spring recovery for the Japan market.

Their target audience hasn't changed much, with the income, household income targets - the average household income for the single Japanese person is around \$45,000. He said their targets are a little higher than that and they're expecting the recovery to happen with the heavy repeaters, the Hawai'i lovers, the new norm workers, and the romance market. He said they have incredible pent-up demand from Japan, and once the restrictions are lifted, they will see the return, so said to keep the momentum of Hawaii's brand positioning in Japan, at the top of mind, and the Mālama Hawai'i message distribution and efforts to increase that booking pace. He said they must support their travel industry with co-ops, to recover the market as quick as possible and the continuation of industry education through Mālama Hawai'i initiatives.

He spoke about the strategy which can be broken up into three regions/ areas - consumer, public relations and travel trade. He said the consumer strategy has positioned the Mālama Hawai'i initiative as a catalyst for change in their state's regenerative tourism approach, and as far as PR they've got something exciting - launching their Mālama Hawai'i media 100 project. He said this is to get 100 media outlets, into next year, and through next year to feature stories about regenerative tourism and Mālama Hawai'i, and they've already negotiated with some of the major media in Japan - TV stations, radio stations, digital, and online. He spoke about travel trade which will be back - their eight top wholesalers OTAs are airlines and are ready to go. He mentioned the brands and their goal is to get the word out as much as possible, starting with cosmetics company, Kanebo, with the launching a new sunscreen product in February, with 99% less harmful ingredients, making it safer for the environment and reefs. He said the big national brands will help with the messaging and sustainable initiatives with the Mālama being the base for Hawai'i.

He said DMAPs are very important for them as well and mentioned their team has worked with Ms. Anderson and her team, the counties and the people in charge of DMAPs on all the islands and counties, continuing to focus on their sustainable tourism message moving forward.

He spoke about key campaigns and programs and said the advertising for the Mālama messaging is going to be big for them, as Mālama is the glue. He spoke about a new collaboration publishing house Gakken, much like Scholastic here in the U.S. They publish a lot of educational tools for educational institutions, and a lot of public public

libraries have the books published by Gakken. They have negotiated with them to launch a Mālama series of books and educational material that will be introduced at the elementary education level, explaining the Mālama concept and being sustainable overall. He also spoke about the influencer campaigns, which will be coming on with digital marketing and the Mālama serving as the platform.

He said the Hōkūle‘a Project is another one and pre pandemic they were ready to go with this, so hoping to start in Q1 or Q2, and he mentioned they have negotiated with the sister cities already, and they’re going to show the Moananuiākea film, which has been translated into Japanese. The idea is when they show the film in one of the sister cities, whoever's tied to that county, they’ll have a PR media surrounding, and they’ll be working to create a buzz. He mentioned the hybrid event, B2B and B2C, featuring Made in Hawai‘i products. He said they have lots of buyers and sellers coming, so the Hawai‘i product component is included as well.

He spoke about their Aloha program, which is their flagship educational program with 63,000 members and 25,000 Hawai‘i specialists that serve as ambassadors for Hawaii’s regenerative and tourism initiatives. They have all kinds of initiatives going on there and mentioned a few – they’ve increased 393 satellite offices across the nation for HTJ working with their travel trade partners. He highlighted Ōlelo Hawai‘i 10th anniversary in February. He said with this they will be utilizing the Aloha program to shine a big spotlight on ‘Ōlelo Hawai‘i. They’ve already started working with Mr. Ka’anā’anā and his team. He said they will be featuring the Hawai‘ian language through their Aloha program platform and people will be learning the Hawai‘ian word of the day.

He mentioned the romance market, which is important to recover, anniversaries, weddings, fortieth/sixtieth birthday parties, honeymoons, etc., which is very important.

He spoke about their budget - Consumer direct is all tied together with PR and travel trade. They will be working with Ms. Gaskin and her team and also have the benefit in Japan of being able to work with travel trades – HIS JTB, the big travel companies as they have their PR and marketing arms as well. He mentioned the total pre pandemic was \$9 million. He said their KPIs are in line with HTA.

Ms. Yuen said they’re excited to see what they’re going to be doing and excited to welcome the Japanese visitor back but asked if their partners on the islands are ready for the crush of visitors back, as she wants to make sure they have good experiences, not like what happened during the summer when they weren’t ready.

Mr. Takahata said they are ready; the hotels are ready, and they've been working closely with their Japanese sales divisions and been in constant communication with them. They have monthly Japan stakeholder meetings. He said car rental isn't very popular, but JTB is ramping up their transportation division, and already reopened their lounges December 1st in certain centers. He said as far as the infrastructure for testing, they have a government mandate in place. He also said they have everything working with the consult general of Japan in Hawai'i. All the information is on their general website. In November they had about 3,500 Japanese visitors. He said they've had 81 flights in December and the airlines reported that of the flights in December most of first class and business class were sold out, and then premium/economy class were at about 47% sold before Omicron.

Ms. Kimura asked if Japan would reopen before spring 2022, and Mr. Takahata said it will be much like the other international destinations, but it depends on the new variant and how the world responds to it. He said they have 83 flights for January, and so far, 81 flights for February. He said they're in constant communication with the Japanese government, as well as the air carriers and stakeholders. Mr. Takahata is optimistic about Japan's reopen.

Ms. Kimura said the new administration seems more conservative than the other one, and that Ms. Chun's report said that nobody's booking from Japan, and at the February board meeting the forecast for Japan for 2021 was \$1.16 billion expenditure by DBEDT. She asked if Mr. Takahata knows what gap they're at now. Ms. Chun said it was nowhere near that for Japan. Ms. Kimura reiterated that is her concern and that maybe they should wait a while and save this money towards the end of the year.

Mr. Takahata said they presented the BNP as all the contractors have stated they were under notice to proceed, but that none of that money is spent. He said it is at the discretion of the board and HTA what they want to do in each market. He reiterated that is the plan moving forward as timing goes and leaves it to HTA to decide when they want to start doing any marketing.

Ms. Kimura mentioned that DMAP has local business, local products, and asked if they are trying to do it with the trade show or the festival. She stated that she doesn't want the brand image to be associated with potato chips and noodles. Mr. Takahata said it can be discussed, as the goal is to make sure they have a sustainable initiative for their companies. Ms. Kimura mentioned that Maui banned instant noodles that are sold in Styrofoam. Mr. Takahata said they haven't moved forward with those. Ms. Kimura said safe sunscreen with Kanebo is fine. She asked if they offered the same to Marriott

vacations and Mr. Takahata said they did, and they have it in their stakeholder and that everyone is invited to their stakeholder meetings. He said that only Hilton responded to them.

Mr. Takahata reiterated that they're not aligning themselves with any old brand. He said there is logic and they'll be able to present why they want to partner with a brand on the Mālama messaging in Japan.

Mr. Arawaka said he was surprised at what the market and airlines were doing. He said they're increasing flights the next quarter. He wanted to know what the airlines know that they don't.

Mr. Takahata was cautious to respond saying that if the airlines are adding flights, they must think the latest variant situation will be short lived and not getting worse. He said he thinks that's their opinion, off record.

Mr. Arakawa suggested doing more online promotions and gathering data for when tourism ramps up, working with Mr. Ka'anā'anā and his branding committee. Mr. Takahata agreed to do this. He said they can also discuss their campaigns with national brands in Japan.

Mr. Rafter said the summer proved how much they need Japan, because O'ahu lagged the other markets because the Japanese audience wasn't there. He said he thinks they're all fully supportive of making sure that the pent-up demand remains in Japan, but at some point, over the last 20 months, they've spent probably tens of millions of dollars being prepared for Japan to come back. He said at some point they must shift strategy and stop the spend until the quarantine is lifted because visitors are not coming when there's a quarantine.

Mr. Atkins asked if they will be able to get back to the number of seats and flights that we were in December. Mr. Takahata said as of December 22nd, there were 64, but since then there are currently 83 flights for January, which is up by 19 flights with the recent announcements by the airlines. He said February showed 36 on December 6th, but as of December 22nd, they're up to 81 for February. He said JAL is the one adding flights back on, as well as United is adding flights, but not flying right to Japan. He said JAL are taking their flights up by 20 per month so seat wise for January is 15,868, but now they're up to 20,932 for February, but as of December 22nd, they had 81 flights for February and 19,230 seats total for the month of February, so have 45 more flights plus 12,000 and some changes on the seats since December 22nd.

Ms. Chun said what is being submitted to the DOT as of that week was higher - for February it was showing 116 from Japan with 4 from Osaka, 20 from Haneda and 92 from Narita.

Mr. Atkins mentioned the previous year and when they started out, their budget was severely reduced a couple times during the year, and it was asked to be cut back again. He said there was a point where if it was cut back anymore, they wouldn't have been able to retain a lot of their relationships or office space. He asked what the budget was in 2021 for their administrative costs.

Mr. Ka'anā'anā said year to date through November they've expended \$3.53 million in Japan, based on the \$4.5 million and the admin portion was \$160,000 per month.

Mr. Atkins asked if for the \$9 million budget this year is 22% of that admin, totaling \$1.9 million and Mr. Takahata confirmed this saying they're capped at 22% of the \$9 million. Mr. Atkins said when looking at the MMAs, the Japan admin budget is almost twice or more than twice the entire budget for Canada. He asked how it can be that high based on their administration budget from the previous year. He asked if it's a fixed number that everyone gets to put in as he saw one was 21 and all the other MMAs were 22, no matter what the budget is.

Mr. Ka'anā'anā said when they created the BMMP outline, one of the things that they determined based on past experience was admin cap percentage set at 22%. Chair Kam asked if it's the ceiling but not necessarily the spend. Mr. Atkins stated the spend is outlined in each of the BMMPs on the slides seen. He said he didn't understand as they had less than a 4 million budget that had 22% and then they raised it to 5 million and it remained at 22%. He said they must be prudent about how they spend the money.

Mr. Ka'anā'anā clarified that not a single penny of any of the presentations has been expended yet and they have not issued a notice to proceed. He said in 2022 and out of the contracts that they're presenting the BMMPs that they're attached to, nothing has been spent.

Mr. Atkins said they need to look at what the \$1.9 million budget looks like and Mr. Ka'anā'anā agreed. He said it's what each of the markets is proposing assuming that 2022 happens as planned. Mr. Atkins said he was wondering how to ramp it up. Mr. Ka'anā'anā said they can discuss it and that it's at the discretion of the board.

Chair Kam asked Mr. Ka'anā'anā for the previous years' admin budget and Mr. Ka'anā'anā said for 2019 the U.S. admin was 22.4 %, Japan was 25%, Canada was 23.6%, Oceania was 37.6% and Korea was 19%.

Mr. Downing said they picked 22%, but there were some people that needed 37% to run their administration so he said he wants to be careful that they're not stripping them of monies that they need to run their programs by creating this percentage. He said at the same time, he doesn't want them to maximize the percentage just because they give a cap, so as a board they need to talk about it later.

Mr. Ka'anā'anā said for reference in 2021, the administrative numbers also shifted quite a bit because they had them severely reduced, but they tried to maintain appropriate staffing levels, so depending on the market, they were in 2021, anywhere from 29, 28, 33.7, 36.3 and 36% respectively, so they felt that 22% was the prudent number to set as the cap for 2022.

Ms. Kimura asked if they still expect ROI from each market, but Mr. Regan said the legislators are not on the call to answer the question.

Ms. Menor-McNamara asked Mr. Takahata, based on the budgets, it seems the spending has increased per visitor in the past year, compared to pre pandemic and quite significantly, so she asked to go into a deep dive in the branding committee meeting to see how the spending changed, what areas have they added and why the significant jump per visitor.

Mr. Takahata asked Mr. Gaskin to help answer the question. He said the length of stay went up as well because the people that were coming here had the time resources, as well as the financial resources to come during that time, even if they had to quarantine when they went back to Japan for two weeks and that's why they saw the spend. He said one thing he didn't cover in the plan is the revenge spending factor phenomenon that's happening and that when they do come back here, they're going to viciously spend because they haven't been able to spend during this whole time.

Ms. Gaskin agreed on the length of stay. She said in some months there were staying for more than a month, but it varied especially during the pandemic. Mr. Kimura mentioned Maui and said there were a lot of in person classes that opened up for foreign students.

Mr. Ka'anā'anā said in Japan in 2019, it was six days and then 2021, it was 16.

Ms. Menor-McNamara asked about the marketing side in terms of spending, and did they average it out per visitor, and how has that changed the budget for 2019 versus 2020 versus 2021 with less visitors. She also asked about the budget and the increase in dollars per visitors. She asked what new programs have been implemented. She said the visitors are significantly less, but the marketing dollars that they spend is increasing and wanted to understand why.

Mr. Takahata said it was an outlier situation, with those visitors coming at the pandemic lockdown. Mr. Rafter said the denominator is so small and it's almost irrelevant data. Mr. Arakawa agreed with Ben and said they can go over those concerns in the next meeting, but it should be discussed sooner rather than later.

Mr. Atkins agreed they need to have a discussion on all of them, either in the branding or budget committee meeting. Mr. Arakawa reiterated that if they don't have visitors, they have to slow down the spending and Mr. Takahata agreed and is looking for guidance from the board.

Mr. Ka'anā'anā asked if to discuss it then and there, as they have and six voting and six non-voting members present and asked what they prefer. He suggested asking Mr. Monaghan to elaborate on the implications on speeding things up, in terms of visitor experience.

Chair Kam asked Mr. Monaghan to elaborate. Mr. Monaghan said the issue is startup costs – when things stop moving it has to get going again. He said in the U.S. they saw lots of sub \$200 hotel rooms and flights because people were trying to generate cash and business, which led to a different customer. He said people around the room got blamed but said it's what happens when they advocate the brand to private industry, as private industry does what they need to do to generate cash and survive. He said it's important to not lose control of the market and the difficult thing is knowing when it will start up again. The U.S. has been lucky with regards to Safe Travels and been able to generate some volume. He said you have to pay attention to what's going on in the market so that you have a little ramp up before opening it up.

Mr. Downing agreed with Mr. Monaghan. He said when things are slow, they should use the time for marketing, and looking at branding. Mr. De Fries said they were on the right track. He thought BRIC and Mr. Rafter were focused on establishing benchmarks that would trigger spending.

Mr. Atkins asked Mr. Monaghan if they approved the program with that as a caveat and would the board and him feel comfortable if they were going to start taking on the benchmarks without needing a meeting.

Mr. De Fries said that everything they can do is to preserve flexibility in between but reiterated that he thought they were on the track, headed in that direction when they had BRIC. He said they can still operate within that framework.

Mr. Chun said it's similar to how they amended the 2021 BMMP where they had the program approved, then built the timeline.

Mr. Ka'anā'anā he said his concern is that all the markets fall away before 2021 ends, so they have to come up with something in the meeting to make a decision.

Mr. Rafter mentioned China's 21-day quarantine and he said for Japan he thinks the benchmark is to lift the quarantine, blow the marketing out and go. He asked if the quarantine isn't lifted for 2022, if they can move the money to a different market.

Mr. Togashi said all of the funds and markets they encumbered with fiscal 2021 funds are contracted and they cannot move it. He said the flexibility is what they contract for fiscal year 22 funds, which is HT U.S. primarily, and if they don't spend the \$9 million, they give it back to the general fund. He said the contracts they have are only for one more year and they don't have the ability to extend them.

Ms. Kimura asked about China's market - the \$1.8 million can be partially spent to sponsor Ironman and Japan partially spent on a marathon - she asked if that is allowed, and she mentioned Korea's money being spent on the Lotte tournament. Mr. Togashi said the funds that are contracted with, for example HTJ, and can be subcontracted further to an initiative within there such as Ironman.

Mr. Ka'anā'anā said one of the concerns that was raised when they explored that option is that depending on the contract and which market, some are existing contracts that were awarded previously under other RFPs, and if the scope changes on that contract too far from the original RFP, people could have grounds to come after them. He said there might be a bit more latitude in redirecting budget for the contracts that were sole sourced in June of 2021, but they would not be able to extend.

Mr. Togashi agreed and said if they were to add an event that wasn't under the scope of the original contract, they're not able to do that.

Mr. Atkins asked about the money encumbered to ensure flexibility in case one of the countries don't open up and Mr. Togashi said the encumbrance is done at the contractor/vendor level, so there is no flexibility to move it once it's encumbered with fiscal 2021 funds. He said they have the flexibility within the contract to move monies on how they're going to spend it but reiterated they can't move monies from one contractor to another.

Mr. Atkins asked that because of unusual times if they could go to their legislators to let them know the situation and move the money over to a later date or carry over money that hasn't been spent by the end of the year, to the first quarter the following year, as they don't know what the following years budget will be and asked about an extension.

Chair Kam said they'll talk in depth with the legislative team, but either the funds get spent or it goes back to the general fund.

Mr. Regan said the deadline for the tourism special fund is December 31.

Mr. Ching agreed with Mr. Downing's comments. Mr. Arakawa agreed and said it's important that they show the legislature that what they're doing is judicious and not just spending money for the sake of spending.

Mr. Rafter suggested they should back load as much as possible to the point where whatever benchmark they choose, must be met, sooner rather than later, and think of ways to get a return on the encumbered money should the quarantines not be lifted, maybe get social influencers to start generating content to be used in the future.

Mr. Downing asked if contracts can be amended and said he liked what Ms. Kimura said and they must look at the scoping and create a timeline with benchmarks. Mr. Togashi said their contracts scope need to be consistent with what was RFP'd, and they're not able to amend the scope.

Mr. Arakawa said he doesn't agree with the contract, but agrees it has to fit the scope of the RFP. He said it can be changed at the HTA's sole discretion. He said he remembers reading the provision that HTA can change the contracts as long as it fits within the general parameters of the contracts and the RFP but said they can discuss with AG.

Mr. Regan agreed and said they have to stay within the guardrails.

Mr. Kinkley said the RFP, especially for non-sole source contracts is the ultimate, and impossible to exceed rubric, but he said he can approve contracts with amendments. He said for both federal and state level, the legislature is prohibited from changing the terms of a contract between private individuals or agencies. He said an extension is the same thing.

Mr. Yuen reminded them that this money was encumbered with the remaining special fund, because they couldn't use ARPA for international markets, so that's what they're trying to okay at this point. She said they're setting the overview plan for this year in the hopes that things start opening up.

Mr. Atkins asked, if towards the end of the year in Japan, if they're trying to spend the last million and a half and they can't get it encumbered to a program prior to the end of the year, can they encumber a program as long as it's spent by the end of 2022, then it's rolled over. Mr. Kinkley said that is a finance question.

Mr. Ka'anā'anā said each of the BMMPs are the specificity that the contractor relies on, and the contract says they have to satisfactorily and whatever in HTAs purview, fully execute the plan which they attach to this - the BMMP gets attached to the contract. He said the contract will not have specificity as to what's going to happen with the spending of the money, but it outlines a payment schedule which can be modified at their discretion through supplemental agreements. He said they can amend the BMMP, so they still take up the 2022 plans and change them, so if this board feels they're not comfortable to move forward on them and want to discuss with the branding standing committee meeting in January/February, they can do that. He was asking for approval from them to retain the contractors, in order to proceed and keep the paychecks going

Ms. Kimura said China won't be back for six months.

- g. Presentation, Discussion and/or Action on the **Hawai'i Tourism United States of America 2022 Brand Marketing & Management Plan (BMMP)**. Recommendation to Approve the BMMP

Chair Kam reiterated that they have to approve the BMMP as it stands today with modifications and amendments.

Mr. Ka'anā'anā said he also needs the notice to proceed, so if they issue that notice based on these discussions they can be specific and say they're only covering admin

costs – rent, lights, payroll, then they can come back to amend the BMMPs and have the discussion and decide they’re not starting any marketing of any kind until a certain date.

Chair Kam reiterated what Mr. Rafter said about backloading it, and then the branding committee can make amendments at their discretion.

Mr. Atkins said his only concern is he heard Oceania is ramping up with Hawai’i in March, and there may be exception to barring everyone from starting, so asked Mr. Ka’anā’anā to take a deep dive with them, to fast track things.

Chair Kam said they leave the discretion to the Chief Brand Officer, and they can consult with Mr. Ka’anā’anā or members of the branding committee at any time, but at least now Mr. Ka’anā’anā will have the ability to move forward. He said they’re not spending everything in the first month, and they can all determine the direction moving forward.

Mr. Ka’anā’anā made a recommendation of them to approve the BMMPs to “keep the lights on,” and then in January he proposes two branding standing committee meetings so they can break up the six markets, then they’ll come back with revised BMMPs that will adjust to back load the spending but be specific to each market.

Mr. Atkins had to leave to catch a flight and excused himself.

Chair Kam asked for a motion for the brand management plans.

Mr. Rafter made a motion to support the brand management plans, and Mr. Ching seconded. Mr. Regan did a roll call, and the motion was passed unanimously, with Ms. Kimura’s reservations.

8. Report by the Budget, Finance, and Convention Center Standing Committee of their Meeting held on December 21, 2021

- a. Presentation, Discussion and Action on **HTA’s Financial Report** for November 2021

Mr. Rafter asked for motion to approve – Ms. Kimura gave motion and Mr. Yuen seconded. The motion passed unanimously.

- b. 2022 Discussion and action on the Hawai’i Tourism Authority’s **Fiscal Year 2021 Budget Line Items Identified by Board Members as Requiring Additional Information Prior to Action** to Approve or Disapprove

Mr. Rafter said at the meeting on Monday they went through all the major program codes that people had requested more information for. He said they broke them into four categories which was after further review with team members to recommend approval of them. He said the second was to recommend reprogramming of them, the third was upon further clarification they had already approved and the fourth was that team members asked to defer them until they could gather more data.

He stated that in total of the 19 items that were brought up, \$2.55 million was approved, \$2.75 million were approved, but the two programs were not given forward spending yet, \$10.7 million included was referred to as “the moonshot” from Mr. Ka’anā’anā, and was deferred for more information.

He said three programs were reprogrammed or effectively rejected, total being \$925,000, and then \$1.6 to \$1.8 million already approved and budgeted and allowed to continue. In total they reviewed \$18,546,800, and \$16.925 million is the amount that originally deferred from the November meeting. The two that were deferred were the moonshot, \$10 million for the smart destination app and \$700,000 for the technology consultant. The three that were reprogrammed were \$275,000 for sign improvement, \$500,000 for local business support, and one other program is going to be moved to CEP. He recommended a motion.

Mr. Arakawa suggested that as some of the programs are new it’s important to have better descriptions in future to avoid more meetings.

Mr. Rafter agreed and said they’ve had several conversations with Mr. Ka’anā’anā and John in relation to larger new items. Chair Kam asked Mr. Rafter to clarify about the process. Mr. Rafter said the next step is there’s a project to break down into tangible components, so they know what they’re getting for the 10 million and then they come back and approve. Mr. Rafter reiterated that everything goes back to him before going out to RFP.

Ms. Yuen asked about the deferred ones and Mr. Rafter said the other ones have been approved, but for next year before the RFP goes out, they would approve it in the budget.

Chair Kam mentioned questions from Mr. Ching, Mr. Downing and Ms. Anderson on the planning side and amount and asked if those were approved. Ms. Yuen confirmed they were approved, and that it was the \$925,000 that was held back. She asked if they knew where that money was going to, as Mr. Regan made a suggestion during the committee meeting that it go to the hotspot mitigation but was not confirmed. Mr.

Rafter said it was not yet determined, but John and Mr. Ka'anā'anā were putting together recommendation. Mr. Regan confirmed it is getting deferred for now and they need more time on that.

Chair Kam asked if they vetted the spend on YouGov, and Ms. Yuen confirmed. Ms. Yuen said she thought all the planning items got approved, but it's the deferred ones and the \$925,000 they need to reallocate, and they'll come back to the budget committee for proposals and then they'll approve.

Mr. Rafter said the hotspot mitigation was for \$500,000, the initial hotspot mitigation was approved. He said the three that were recommended for reprogramming were sign improvement, local business support and then one that is being deferred into another area. He said the team is coming back with recommendations for the \$925,000.

Chair Kam spoke about the research given with DBEDT and they were meeting to find out which part is DBEDT Kuleana and which part HTA, so said there's still discussions going on for now.

Ms. Anderson said the YouGov for the program evaluation was to be funded through HTA and not DBEDT. Ms. Yuen confirmed that one was approved. Chair Kam asked if it's that's the \$300,000 and asked about the other \$200,000, as it was a total of \$500,000. Ms. Anderson confirmed and said the other \$200,000 was for their program evaluation and sport creation.

Chair Kam mentioned some things that Mr. Tien couldn't do under DBEDT and that HTA had to take on and they were still determining what would be HTA Kuleana and what would be DBEDT's Kuleana. He said there might be more things to come under them.

Mr. Togashi said \$43.075 million of the budget had already been approved and there are programs that the board or committee had identified as suggesting approval for which were okay with moving forward as well, but there may be some additional programs above and beyond that and they have to see if HTA has any responsibility or is sharing those costs.

Mr. Chun asked a question regarding local business support as he attended the meeting and asked if they're going to reprogram the amount and if they're lending any support towards that, or how are they looking at that from HTA's side. Mr. Ka'anā'anā said they will come back with more details for that and make the request in the fiscal 2023 budget.

Mr. Rafter asked for a motion to approve the budget financing convention center standing committee's recommendation for the budget line items identified, requiring additional information with their recommendations.

Ms. Yuen gave motion, Mr. Chun seconded.

Mr. Ka'anā'anā asked a question regarding the sports consultant and asked if it's something they want to be specific about in the motion or is it for future discussions with unprogrammed funds.

Chair Kam said if Mr. Rafter sees worthy, they can put a motion in. He said it sounded like Ross would be great as it would mean hiring internally, and they might not even need RFP. Mr. Rafter said it would be about \$900,000 that was reprogrammed but that they don't have to approve the sports now. He said there was a motion and a second for further questions.

Mr. Togashi went through the programs. He said the ones approved or recommended for approval by the committee totals \$2,550,000 - those programs are a \$100,000 for programs 203 and 204 Ma'ema'e, \$200,000 for program 215 Hawai'ian Culture Opportunity Fund, \$250,000 for program TBD 5 Creative Agency, \$500,000 for program TBD14 Hotspot Mitigation, \$500,000 for program TBD 16 program evaluation, \$175,000 for program TBD15 community engagement, \$400,000 for TBD 18 tourism collaborative, \$250,000 for a program TBD Wahi Pana series, \$175,000 for a TBD 8, Pono travel program, with respect to the other two additional programs that are also approved, but for which staff does not have the ability to spend funds yet. The total includes or is comprised of \$250,000 for a program TBD 4 air service, \$2.5 million for program 318 GoHawai'i. He said there are three other programs that have already been approved totaling \$1,621,800.

Mr. Rafter mentioned the two that are being deferred totals \$10.7 million.

Mr. Regan did a roll call and the motion passed unanimously.

Mr. Rafter mentioned the presentation on the convention center from the Budget, Finance, Convention Center Standing Committee-will be covered in the next month's meeting. He reiterated the convention center needs serious investment and said Ms. Orton and her team were fighting leaks in multiple rooms/buildings due to the heavy rains last week. He said there is significant deferred maintenance there.

9. Report of the Ho'okahua Hawai'i Standing Committee of their Meeting held on December 13, 2021

Ms. Yuen stated that it was a meeting to get oriented since it's a new committee. She asked the team to give an update on the DMAP managers they've hired and said the director report might be a little bit updated. She said they've hired for each island and their contracts go through 2023, which is good for continuity as working with community they want continued presence and consistent connections to maintain and build trust with the community. They're being tasked to help prioritize some of the action items and move on the action items that came out of DMAP. She thanked everyone for approving the budget items under planning, because a lot goes to start funding, getting things on the ground and helping communities with tourism impacts.

a. Progress Report of the **Fall Destination Management Action Plans** (DMAPs)

Ms. Anderson said this covers the period from August through November. She said all the DMAPs were available to the public that year. She said at the beginning of the year, starting from February, going all the way through August, then August and November, the destination managers for each of the counties came on board. She thanked HVCB and the island chapters for all they've done to help move DMAPs, and for hiring the destination managers. She said in late August she presented the summer progress report and is now presenting the fall progress report. She said with the tracking of the DMAP actions, she works very closely with both the island chapters, the counties and the rest of the HTA staff to review DMAP actions and see how the actions are being moved forward.

She met with each of the island steering committees to review it with them and to get their input, their feedback and then it will be finalized and provided it to the board.

She said for Kaua'i DMAP progress for the fall, there are 34 sub actions of which 25 or 74% are in progress - three of phase two sub actions have been started, and it's a three-year plan divided into three phases. She said progress is being made on all of them. She said Kaua'i DMAP is being moved forward with a lot of coordination between DLNR and Kaua'i visitor's bureau, DLNR and DOT airports, and Harbor's division are developing a ports of entry biosecurity project for the state.

She said Native Hawai'ian Hospitality Association (NaHHA) has been moving on a lot of the DMAP actions, and the county is establishing a retail networking space called Alakoko for Kaua'i made products, and a soft opening happened this month, with a full opening happening next month. She said the county is working on a new ordinance that allows farmers to sell products and value-added agriculture products directly on their agricultural lands.

She mentioned that the RFPs were issued for Hawai'i tourism of authorities programs, Kūkulu Ola, Aloha 'Āina, and community enrichment programs through Hawai'i community foundation and Hawai'i visitors and convention bureau.

She spoke about Maui DMAP – there are 18 sub actions of which 78% or 16 are in progress, and one of the sub actions has been completed. All of the DMAP overall anchor actions are being moved on – one of the major highlights. She also said Hawai'ian airlines has created a five-minute in-flight Travel Pono video, which began airing in their cabins in September, and United airlines is also making the Mālama videos accessible on all their flights that come to the Hawai'ian islands. She said starting in Q1, United airlines will be sending these videos to all their passengers who book a Hawai'i flight.

She said the county's management department is working on a “Park Maui” program to address parking congestion. HTA and MVCB held community forums on November 2nd to share about the DMAP, and also share about the visitor industry – what's happening there and also progress on the DMAPs and input on regenerative tourism activities.

She mentioned that RFPs were issued for the HTAs three community programs. She said it's not just HTAs money that goes into this, but also other partners are doing it on their own, helping to move DMAP forward, like Hawai'ian Airlines and United airlines. She spoke about Moloka'i - there are 11 sub actions of what 64% or seven are in progress and all of the anchor actions are being moved forward. She spoke about the major highlights that HTA is working with - DOT airports are to set up an Aloha ambassador volunteer program at Moloka'i airport, hoping that everything will be in place next month. She said MVCB already had two Moloka'i DMAP advisory group meetings the last two months to assist with the DMAP implementation. She said RFPs were issued for the three HTA community programs.

Regarding Lana'i DMAP progress: there are 23 sub actions of what 78% are in progress, and one has been completed. She said all, except for one of the anchor actions are moving forward.

Action D, which encourages sustainable tourism practices on Lana'i, is the only anchor action that has not been moved on yet. Ms. Anderson stated that MVCB will start working on this anchor action next month. Highlights presented from the Fall progress report included formation of the Lana'i advisory board by MVCB and their first meeting held in October. The purpose of the meeting was to guide messaging and day trip itineraries for Lana'i. Ms. Anderson also said the Mālama Maui video was created by

MVCB and it's being played on the Maui-Lana'i passenger ferry expeditions, which will reach 200,000 plus visitors each year.

For Hawai'i island, Ms. Anderson said there are 36 sub actions of which 86% are in progress, and five of the sub actions in phase two have started. She said all the anchor actions are in progress with exception of one action to advocate/create more funding sources to improve infrastructure. She mentioned some of the major highlights for Hawai'i island and reiterated that they appreciate the county of Hawai'i support. She said they've issued a number of RFPs to help move DMAP actions forward, and that NaHHA has also been a major supporter in moving DMAP actions forward with everything from their Wahi Pani webinar series, to expanding their resource page on their website, to their partnership with travel to change.

She spoke about the Edith Kanaka'ole Foundation's Kipa program being a pilot certification program that's funded by the county. She said Hawai'ian Airlines will also be playing the Pono Pledge video in flight starting the end of January 2022. She also spoke about Kohala Resort Association working with the county to develop opportunities to connect the islands, hotels, and resorts with the island's farmers. She said RFPs were issued for HTAs community programs.

She said the plan was approved in July for the O'ahu DMAP progress and made public in August. She said there are 37 sub actions and 70% of the sub actions are in progress, and one of the phase two sub actions has started. She showed that all the anchor actions are being worked on.

She spoke about major highlights for O'ahu's DMAP - Bill 41, which addresses the illegal vacation rentals, which is being moved through the council. She said John was part of the mayor's press conference in standing in support of the bill, and HTA also sent out communications on the bill trying to rally support for it.

She said DLNR and the state department of airports and harbor's divisions are working together to further develop a ports of entry harbor security project for the state and that DLNR is also in the process of developing the statewide comprehensive outdoor recreation plan (SCORP). She said in that plan, they do recognize the HTAs DMAPs and HTA staff had a meeting with them to give input to their SCORP. She said RFPs were issued for HTAs community programs.

Ms. Kimura asked if the DMAP manager is an employee of HVCB and Ms. Anderson confirmed. Ms. Kimura asked if they are going to be okay and Ms. Anderson said for the

contract as of January 1st, those destination managers will be okay as it's a separate contract.

Mr. Regan stated there were no Q and A's throughout the meeting.

10. Closing Cultural Protocol

Mr. Casson Fisher did the closing cultural protocol.

11. Adjournment

Chair Kam made a motion to adjourn. Ms. Yuen made motion; Ms. Kimura seconded. They did a roll call and the motion passed unanimously.

Mr. Regan adjourned the meeting at 2:06 pm.

Respectfully submitted,



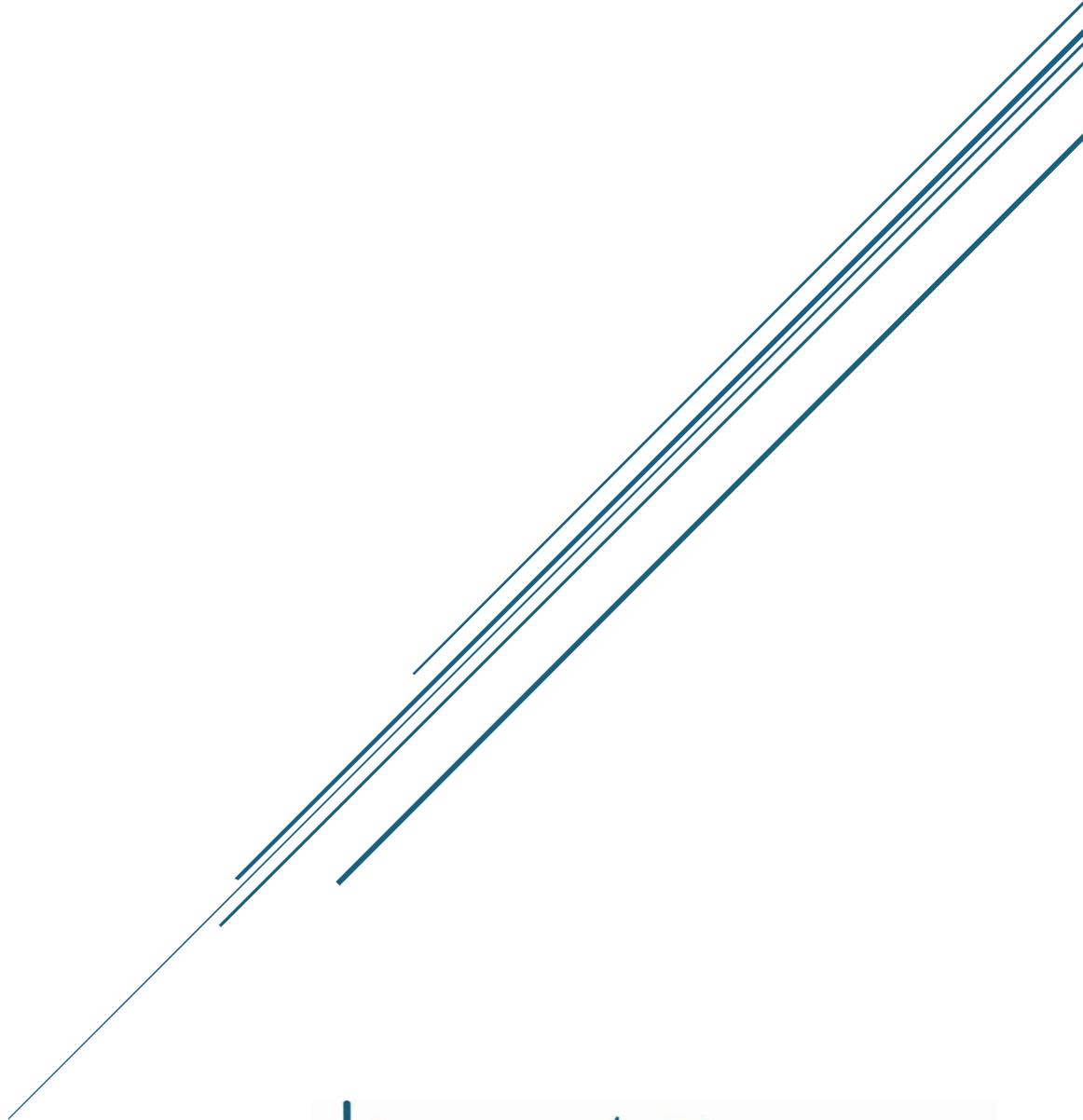
Sheillane Reyes
Recorder

6

Reports of the Chief Executive Officer/
Chief Administrative Officer/Chief Brand Officer

HTA CEO REPORT

JANUARY 2022



EXECUTIVE SUMMARY

Each month, the Hawai'i Tourism Authority (HTA) provides this report as a resource to the Board and the public to better understand the activities and actions taken by the team in support of the organization's overall mission. HTA's 2025 Tourism Strategic Plan and its four interacting pillars (Natural Resources, Hawaiian Culture, Community, and Brand Marketing) guides the team in the various matters worked on during December 2021. Overall, this report provides insight into the actions conducted by the staff to implement the HTA budget previously approved by the Board.

In the Natural Resources pillar, the Aloha 'Āina program that works to preserve, manage, and enhance Hawai'i's natural resources, continues to move forward in partnership with the Hawai'i Community Foundation (HCF). Aloha 'Āina program awardees for CY22 have been notified and will be submitting their project narratives to HCF by February 1st.

In the Hawaiian Culture pillar, HTA's partnership with the Hawai'i Community Foundation (HCF) continues to move forward with the Kūkulu Ola Program. Kūkulu Ola program awardees for CY22 have been notified and will be submitting their project narrative to HCF by February 1st. Also in December, the Kāhea Greeting Program resumed at the HNL, OGG, ITO, KOA, and LIH airports during the holiday travel period and was well received. HTA staff also continue to manage projects that include He Aupuni Palapala and the Festival of Pacific Arts and Culture (FestPAC).

In the Community pillar, HTA's partnership with the Hawai'i Visitors and Convention Bureau (HVCB) continues to move forward with the Community Enrichment Program (CEP). In December, the Community Enrichment Program's island-specific selection committees met to determine awardees and award amounts. All CEP awardees for CY22 will be notified by the end of January 2022. The planning team continues to work with the island chapters and various government agencies in moving on the DMAPs. The Fall DMAP Progress Reports were finalized. The planning team finalized the 2021 Annual Report to the Legislature, which was provided to the Legislature and various state agencies on time.

All Global Marketing Team (GMT) partners have presented their 2022 Brand Marketing and Management Plans (BMMPs) to the HTA leadership team during the week of December 6 and subsequently to the full board on December 29. The 2022 BMMP Outline has a clear pivot towards regenerative tourism with emphasis on market education, collaboration with industry partners, and assisting HTA with DMAP initiatives.

A new "save the date" went out for HTA's Winter Tourism Update which will be held on Wednesday, February 9, 2022 at 9:00 a.m. HST. Staff is finalizing the agenda for the update.

Pursuant to Act 088, HTA's Tourism Research Division (TRD) was transferred to the Department of Business, Economic Development and Tourism's (DBEDT) Research & Economic Analysis Division (READ)

effective July 1, 2021, and was renamed the Tourism Research Branch (TRB). TRB published the November 2021 Visitor Statistics press release and monthly reports, an updated air seat outlook for December 2021 to February 2022, the November 2021 Hawai'i Hotel Report, the November 2021 Vacation Rental Performance Report, the 2021 Visitor Plant Inventory, and 3rd Quarter 2021 Visitor Satisfaction and Activity Report. In addition, TRB published weekly Destination Brand Index reports, the weekly Destination Brand Index – Responsible Traveler Segment, weekly Travel Agency Booking Trend reports, and the November 2021 Coronavirus Impact Report. TRB also updated the Symphony Dashboards.

I. CHANGE MANAGEMENT PLAN

During the months of December and January, we continued to focus on addressing the organization's vacancies and successfully completed interviews. We are actively recruiting for our Contracts and Administrative Manager, Procurement Manager, and Senior Brand Manager positions. We continue to work through the draft of the official reorganization submittal that will be provided to DBEDT-HR and, eventually, reviewed and approved by DHRD and B&F.

Internally, we regularly brief our team on the progress we are making related to the Change Management Plan (CMP) and have kept the board chair and vice chair informed.

Our procurement and finance teams continue to work through the updating of the HTA's policies and procedures that were impacted by the Change Management Plan (CMP) and the changes to the Hawaii Revised Statutes (HRS). Modifications to policies, once completed, will be presented to the board, as required, for consideration at a future board meeting.

At the December board meeting, the HTA's Fiscal Year 2022 budget was approved with the exception of a few budget line items that were eliminated and some that were deferred pending additional discussion and approval by the board.

We continue to work closely with the State Procurement Office (SPO) and HTA's deputy attorney general on procurement-related needs and concerns. As we've reported previously, the SPO continues to be available and insightful by providing guidance on issues and questions.

With the 2022 legislative session kicking off in January, we have been in continuous discussions with our tourism chairs in the House and Senate. We have met with them to address questions and concerns they may have as well as discussed legislation that may be introduced during the session. Meeting with state legislators and providing updates on HTA's priorities and our programs has helped improve understanding and awareness of the work performed by the HTA. We continue to maintain an open-door policy and make ourselves available to answer questions, participate in townhalls and other meetings. Responses continue to be positive. We continue to support and facilitate hospitality industry updated with the mayors of all four counties to further connect government with the industry.

II. NATURAL RESOURCES PILLAR

Aloha 'Āina (Natural Resources) Program

Hawai'i Community Foundation (HCF) has been contracted by HTA to administer the 2022 Aloha 'Āina program through CON 21033: HTAxHCF – Implementation of Kūkulu Ola & Aloha 'Āina Programs, which was executed on June 22, 2021. On September 15 HCF issued an RFP seeking proposals from the community and qualified nonprofit organizations to provide funding support for projects that preserve, manage and enhance Hawai'i's natural resources. The application deadline was October 29. The evaluation and decision making process as lead by HCF included a review committee of community members and staff from both HTA & HCF. The contractor has notified the Aloha 'Āina Program awardees and a news release went out on January 6th announcing that \$1,575,000 in funding will support 31 community-based programs in CY 2022.

DLNR Partnership

A change order has recently gone into effect to extend the time of performance of CON 20210: Universal Trail Assessment and Sign Initiative, and Trail Safety and Enhancement - Brushing/Maintenance/Rehabilitation, to enhance the resident and visitor experience statewide. DLNR Interim Nā Ala Hele Program Manager Bill Stormont and staff continue to inform HTA staff of the ongoing challenges of insufficient sub-contractor performance, internal fiscal systems, and backordered equipment beyond DLNR's control. The mutually agreed upon change order provides the contractor extended time of performance to complete the Brushing/Clearing of thirty-eight O'ahu trails by the June 30, 2022 along with additional time to finalize tool/equipment purchases and installation of UTAP signs on statewide Nā Ala Hele trails on O'ahu, Hawai'i Island, Maui and Kaua'i. HTA staff is looking forward to receiving an updated timeline/workplan and are committed to working with the DLNR leadership to manage this statewide project and its prevailing challenges.

Channel Manager (Formerly the Universal Reservation System)

HTA has contracted with HVCB to support a manager-level position to oversee the market research, procurement, and development of a robust Channel Manager (Universal Reservations System) for statewide leisure activities via CON 20138. HVCB has identified an appropriate individual to fill the position as a subcontractor to HVCB. HTA leadership met in December with HVCB and the identified contractor to discuss approach, scope of work and other details.

Tour Guide Certification and Licensure

In partnership with the Native Hawaiian Hospitality Association (NaHHA) via CON 18200 S3 and the University of Hawai'i at Mānoa School of Travel Industry Management (TIM), HTA has contracted these two organizations to complete a comprehensive study to better understand current tour guide certification and licensure programs that exist in Hawai'i, while exploring industry best practices globally for possible implementation throughout the state. We are still expecting this study to be completed by TIM before June 2022.

Sustainable Tourism Management in Hawai'i Through Certifications, Trainings & Partnerships

HTA has contracted with the Hawai'i Ecotourism Association, d.b.a. Sustainable Tourism Association of Hawai'i (STAH), to protect Hawai'i's unique natural environment and host culture through the promotion of responsible travel and educational programs relating to sustainable tourism for residents, businesses and visitors. STAH will focus on three areas: 1) Sustainable Tour Operator Certification Program, 2) Tour Operator/Tour Guide Training Program, and 3) Educational Outreach/Partnership Development. PON 20134 received a Notice to Proceed from HTA on August 9, 2021 and has since hired a new Certification Program Manager, engaged 43 prospective Certified Tour Operators (CTO) in the 2021-2022 certification year and developed and distributed marketing materials to educate and build partnerships with businesses.

III. HAWAIIAN CULTURE PILLAR

Kūkulu Ola Program

Hawai'i Community Foundation (HCF) has been contracted by HTA to administer the 2022 Kūkulu Ola Program through CON 21033: HTAxHCF – Implementation of Kūkulu Ola & Aloha 'Āina Programs, executed on June 22, 2021. On September 15, HCF issued an RFP seeking proposals from the community and qualified nonprofit organizations to provide funding support for projects that perpetuate the Hawaiian culture and community. The application deadline was October 29th. The evaluation and decision-making process, as lead by HCF, included a review committee of community members and staff from both HTA & HCF. The contractor has notified the Kūkulu Ola Program awardees and a news release went out on January 11th announcing that \$1,475,000 in funding will support 30 community-based programs in CY 2022.

Native Hawaiian Hospitality Association

HTA and the Native Hawaiian Hospitality Association (NaHHA) continue to strengthen ties between the Hawaiian community and the visitor industry. NaHHA continues to support HTA staff with Festival of Pacific Arts and Culture (FestPAC) planning and coordination. The FestPAC Commission has recruited Aaron Salā as Festival Director for a three-year term (with the option for a six-month extension) to lead the 13th FestPAC event scheduled for June 2024. For Fiscal year 2021-2022, the Festival Director will be a contracted position with NaHHA.

Pop-Up Mākeke Season 3

In collaboration with DBEDT, HTA continues to support the Pop-up Mākeke, produced by the Council for Native Hawaiian Advancement (CNHA). Making a splash with over \$2.4 million dollars in sales over its three seasons, the Pop-Up Mākeke has redefined the way Hawai'i does business in the 21st century. The Pop-Up Mākeke's approach to bringing together Hawai'i-based artisans, vendors, and sponsors to create a centralized online marketplace has woven together two fundamental Hawaiian cultural values of kākou and kākō'ō, gathering as a community to support and uplift each other. Equally as important, the mākeke has created a new income stream for Hawai'i small businesses, with over 40% of its customer base outside of Hawai'i. HTA staff looks forward to receiving final reports for CON 21026 that ends on January 31, 2022.

Native Hawaiian Festivals and Events

13TH FESTIVAL OF PACIFIC ARTS AND CULTURE (FESTPAC)

The commission for the 13th FestPAC continues its planning and HTA staff are supporting efforts around marketing, public relations and communications for the festival.

MERRIE MONARCH FESTIVAL DIGITIZATION PROJECT

The digitization work of previous Merrie Monarch Festivals is ongoing and was expected to be completed by June 2022. However, the work of digitizing the archived collection has been slowed due

to the COVID-19 restrictions and new technical complications due to the condition of the video tapes. The contractor has requested a time extension into 2023 to complete the work. HTA staff is working with the contracts team to determine the contract options available to move this project forward.

Center for Hawaiian Music and Dance

During the 2021 legislative session, HTA tracked several bills which would affect the Center for Hawaiian Music and Dance (CHMD). HB321 HD1 and SB926 repealed the allocation of Transient Accommodations Tax (TAT) funds to the CHMD. HB1165 and SB916 SD1 amend the language that allowed for the development and operations of the CHMD and leaves its location undetermined. HTA staff has paused exploration of a digital/virtual exhibit component of the project, as clarity is obtained on what will allow the state to meet the challenges faced with the economic recovery from COVID-19.

‘Ōlelo Hawai‘i – He Aupuni Palapala: Preserving and Digitizing the Hawaiian Language Newspapers

The staff at Bishop Museum continue to holomua with digitizing nūpepa kahiko through CON 20195 “He Aupuni Palapala: Preserving and Digitizing the Hawaiian Language Newspapers” and recently welcomed Congressman Ed Case to visit them at work. Congressman Case shared his understanding of the “many possibilities digitizing old bound newspapers hold.” In fact, this was confirmed in one of the articles they catalogued in the past month from Ka Elele Poakolu. In it the team found an acrostic mele by what appears to be Kalākaua (T. Affy) informing their readership of the work it takes to put out a newspaper. Year 2022 will mark a century of printing in Hawai‘i. To recognize the occasion and to further share the work of He Aupuni Palapala, project staff are teaming up with the Library & Archives and Exhibits colleagues to create a temporary exhibit in Hawaiian Hall that celebrates this remarkable occasion. While the exhibit will include printing in Hawai‘i prior to the origins of nūpepa Hawai‘i, overall content will focus on nūpepa and will also promote He Aupuni Palapala.

Kāhea Greetings

AIRPORTS

HTA has re-established its partnership with the Department of Transportation (DOT) Airports Division to implement the Kāhea Greetings program from July 2021 to June 2022 at the Honolulu (HNL), Kahului (OGG), Hilo (ITO), Kona (KOA), and Līhu‘e (LIH) airports, which will include a combination of Hawaiian music and hula ‘auana, lei greetings, refreshments, and/or other services to create an authentic Hawaiian experience to be provided to visitors upon their arrival. CON 21039 received the Notice to Proceed from HTA on November 24, 2021. Greetings at the HNL airport began on December 6, 2021 with six performances per week to capture the visitors arriving for the Honolulu marathon. Greetings at ITO, KOA, OGG, and LIH resumed on December 20, 2021 with daily performances for the holiday travel season through January 5, 2021. The greetings were well received by residents and visitors.

HARBORS

Similar to Airport greetings, HTA has re-established its partnerships with community organizations to implement the Kāheha Greetings program for CY22 at Hilo Pier, Kailua-Kona Pier and Nāwiliwili Harbor. Greetings will include, but not be limited to, entertainment, lei greetings, informational brochures and maps and authentic ho'okipa, to be provided each day a cruise ship arrives. CON 21035, CON 21036, and CON 21038 received the Notice to Proceed from HTA on November 29, 2021 and will begin greetings in January 2022. Lahaina greetings are not needed because the pier is undergoing repairs. HTA staff is working with state and local partners to understand a need for greetings at Kahului Harbor.

IV. COMMUNITY PILLAR

Community Enrichment Program (CEP)

The Hale'iwa Interpretative Signage Project and Walking Tour Map is the final CEP program for 2021. HTA staff are currently reviewing submitted final deliverables from the contractor.

HTA has contracted with the Hawai'i Visitors and Convention Bureau (HVCB) to administer the Community Enrichment Program for 2022. HTA CON 21038 received the Notice to Proceed from HTA on July 30, 2021 and the CEP RFP was released on September 27, 2021. Informational RFP briefings were held virtually for each island in the following weeks. The deadline for submissions was November 5, 2021. Island-specific evaluation committees reviewed proposals throughout the month of November and met in December to finalize selections and awards. All CEP awardees for CY22 will be notified by the end of January 2022. In total, 113 applications were received and 106 were evaluated and scored by the selection committees.

DESTINATION MANAGEMENT ACTION PLANS (DMAP)

HTA has contracted with the Hawai'i Visitors and Convention Bureau (HVCB) to implement the DMAPs for each county in CY22. CON 21038 received the Notice to Proceed from HTA on July 30, 2021. The following DMAP managers have been hired by HVCB:

- Kaua'i - Patti Ornellas
- Hawai'i Island – Rachal Kaiama
- Maui Nui – Meagan DeGaia
- O'ahu - Catherine Orlans

HOSPITALITY INDUSTRY UPDATES (COUNTY)

HTA recognized the need to connect with stakeholders from both the public and private sectors to improve awareness and build an understanding of the current state of the visitor industry related to COVID-19. As such, HTA staff coordinates with each county to identify a day and time that is most convenient for the respective mayor to participate in a hosted meeting with government officials, association leaders, contract partners and the visitor industry.

In December, hospitality industry updates were conducted on December 15th for both the County of Kauai at 9:30a and the City and County of Honolulu at 3:00p. We were grateful to Mayor Kawakami and Mayor Blangiardi for making the time to participate and share updates on actions and activities related to the visitor industry.

Communication and Outreach

DMAP Media Campaign

- HTA has contracted with HVCB to implement a DMAP Media Campaign to inform the public about the DMAP's actions and progress. HTA is awaiting a workplan and timeline for this campaign that has been extended through June 2022. The campaign is expected to begin in late January 2022.

NEWS RELEASES/REPORTS/ANNOUNCEMENTS

- Report: HTA Hawai'i Hotel Performance Report for November 2021 (December 21)
- Report: HTA Hawai'i Vacation Rental Performance Report for November 2021 (December 23)
- DBEDT News Release: Total Visitor Spending and Arrivals in November 2021 (December 29)

NEWS BUREAU

- Coordinated and assisted with the following interviews and statements, including:
 - Yomiuri Shimbun: Jim Barahal interview on the Honolulu Marathon (December 2)
 - Skift, Varsha Arora: John De Fries (JDF) interview on HTA, pandemic impacts and emerging trends, for Destination Marketing 2022 report
 - NHK News, Ai Jinguji: Mike McCartney (DBEDT) interview on Hawai'i economy, tourism and labor
 - The Asahi Shimbun, Daisuke Igarashi: Eric Takahata (HTJ) interview on Hawai'i tourism relating to the pandemic
 - Bloomberg, Jen Murphy: Ilihia Gionson follow-up interview on Mālama Hawai'i (December 16)
 - Hawai'i News Now, Rick Daysog: HTA statement on return of cruise lines (December 23)
 - Honolulu Star-Advertiser, Allison Schaefer: JDF statement and follow-up information on HTA staffing updates and budget (December 28)
 - Honolulu Star-Advertiser, Yunji de Nies: JDF on Spotlight Hawai'i on holiday and international travel (December 29)
- Assisted with the following media relations:
 - KITV, Erin Coogan: Deferred interview request on impact of supply chain delays on hotels to Hawai'i Lodging and Tourism Association (HLTA), Hawai'i Hotel Alliance and/or American Hotel and Lodging Association Hawai'i representative.
 - New York Times, Sophie Kasakove: Introduced to Gov.'s office for story on how states are responding to the current surge of COVID-19 cases.
 - Honolulu Star-Advertiser, Allison Schaefer: Confirmed statute update regarding HTA administrative expenditures.
 - HMSA's Island Scene, Michelle Regan: Potential Mālama Hawai'i campaign story pitch.
 - Hawai'i News Now, Samie Solina: Deferred interview request on omicron surge impacts on hospitality staffing to HLTA.

COMMUNITY INITIATIVES AND PUBLIC OUTREACH

- HTA E-Bulletin: Finalized and distributed December 2021 HTA e-Bulletin in English and ‘Ōlelo Hawai‘i
- HTA Winter Tourism Update – Save-the-Date
 - Distributed Constant Contact e-blast and social post (December 14)
- Destination Management Action Plans (DMAP)
 - Reviewed and edited Fall 2021 Progress Reports for Hawai‘i Island, Maui, Moloka‘i, Lāna‘i, O‘ahu and Kaua‘i.
- Restart of Cruise Industry
 - Drafted message points for the Kaua‘i Visitors Bureau on potential return of the cruise lines, for media inquiry by The Garden Island reporter Laurel Smith.
- Kūkulu Ola/Aloha ‘Āina
 - Drafted holding news releases to announce 2022 program awardees in January.
- Community Enrichment
 - Drafted holding news release to announce 2022 program awardees in January.

CRISIS COMMUNICATIONS

- Conducted updates to HTA’s website – COVID-19 alerts page.
- Severe Weather Warning
 - Issued e-blast via Constant Contact and social media. (December 5)
- Red Hill Water Contamination
 - Monitored Navy situation and drafted potential messaging.

HTA’S SOCIAL MEDIA

- Managed social media calendar, drafted, and scheduled posts on HTA’s Facebook, Instagram and Twitter accounts. Also monitored and responded to direct messages.

Facebook

- Number of followers: 19,239 (+18.94%)
- Engagement rate: -81.55%
- Daily page engaged users: 1,230
- Posts: 14

Instagram

- Number of followers: 6,019 (+48.32%)
- Engagement rate: +139.13%
- Number of engagements: 385
- Posts: 9

Twitter

- Number of followers: 38,998 (+4.53%)

- Engagement rate: +580.00%
- Number of engagements: 204
- Posts: 11

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 (S6) – Visitor Aloha Society of Hawai‘i (O‘ahu) was issued a contract on December 30, 2020, Supplemental #6, which encumbered funds for three-fourths of calendar year 2021 in the amount of \$277,500 (April 1, 2021 to December 31, 2021). HTA has processed a contract extension to fund this program from January 1, 2022 to December 31, 2022. The NTP was issued for them to proceed with work from January 1, 2022 to December 31, 2022.
- CON 17032 (S5) – VASHI – Island of Hawai‘i VAP was issued a contract on December 30, 2020, Supplemental #5, which encumbered funds for three-fourths of calendar year 2021 in the amount of \$127,500 (April 1, 2021 to December 31, 2021). HTA has processed a contract extension to fund this program from January 1, 2022 to December 31, 2022. The NTP was issued for them to proceed with work from January 1, 2022 to December 31, 2022.
- CON 17033 (S4) – VASK – Kaua‘i VAP was issued a contract on December 30, 2020, Supplemental #6, which encumbered funds for three-fourths of calendar year 2021 in the amount of \$41,250 (April 1, 2021 to December 31, 2021). HTA has processed a contract extension to fund this program from January 1, 2022 to December 31, 2022. The NTP was issued for them to proceed with work from January 1, 2022 to December 31, 2022.
- CON 17034 (S4) – MVCB – Maui VAP was issued a contract on December 30, 2020, Supplemental #6, which encumbered funds for three-fourths of calendar year 2021 in the amount of \$41,250 (April 1, 2021 to December 31, 2021). HTA has processed a contract extension to fund this program from January 1, 2022 to December 31, 2022. The NTP was issued for them to proceed with work from January 1, 2022 to December 31, 2022.

During the month of December:

- Maui County’s program handled 12 cases and helped 29 visitors (year-to-date: 120 cases/ 234 visitors). This included visitors primarily from the U.S. West/East markets. The program team also attended meetings at the Emergency Operations Center (EOC), Airport, Hotel and Resort Security Association, car rental and Maui Police Department committee meeting. The industry assisted with \$6,250 of in-kind contributions.

- Hawai'i County's program handled 17 cases and provided assistance to 38 visitors (year-to-date: 211 cases/ 574 visitors). This included visitors primarily from the U.S. West market, and Asia. The industry assisted with \$3,182 of in-kind contributions.
- City and County of Honolulu's program handled 59 cases and helped 145 visitors (year-to-date: 676 cases/ 1,737 visitors). This included visitors primarily from the U.S. West market. The industry assisted with \$7,705 of in-kind contributions.
- Kaua'i County's program handled 7 cases and provided assistance to 31 visitors (year-to-date: 94 cases/ 257 visitors). This included visitors from U.S. West/East market, and O'ahu. The program team also participated in the VASK ED/Dispatch coordinator meeting, VASK Board of Directors Meeting, and continue to air the VASK Crime Prevention and Safety Tips video on KVIC channel 3. VASK received \$1,700 of in-kind assistance from the industry and other sources to assist in carrying out their mission.

V. BRAND MARKETING PILLAR

1. *Major Market Area (MMA)*

International MMA Border/Entry Restrictions

- According to Prime Ministry's Office of Japan, Japan's vaccination rate reached 77.6% as of December 31. Due to the spread of Omicron variant, Japan government announced additional entry restrictions as well as limited arrivals per day from 5,000 pax to 3,500 starting December 5.
- Korea: Korea government extended the current quarantine of 10 days for those arriving from abroad regardless of nationality and vaccination status until February 3, 2022. As of December 31, Korea's vaccination rate reached 83%.
- Canada: The federal advisory against non-essential travel outside of the country is still in effect and travelers are required to have a negative PCR test within 72 hours of their arrival in Canada, no matter the duration of their stay abroad. One issue that travelers are encountering now is the overwhelming demand for PCR tests and getting test results back within that 72-hour window is not guaranteed.
- Oceania: Both Australia and New Zealand are approaching a significant achievement with both countries being over 90% fully vaccinated in the adult population and booster programs well underway in both countries. The Omicron has made its way to Australia and this, combined with the loosening of border restrictions has seen a large increase in Covid-19 cases, at the time of writing, around 20,000 daily cases throughout Australia. However, because of the high vaccination rates, hospitalization and deaths remain low. The outlook continues to be very positive. In discussions with trade partners over the month, HTO discovered that Hawai'i continues to rate as one of the most desired destinations to return to.

U.S. Domestic Market Conditions

- In California, as of Dec. 15, 2021, they have reinstated statewide the indoor mask mandate regardless of vaccination status to help curb infection rates. It will be up to businesses and restaurants to decide to reduce capacity. The state of California is leaving it up to residents to individually assess the risks of dining out, going to the gym or meeting with family and friends for the holidays. As of December 2021, Omicron is now the dominant variant in the United States and more effective, infecting those who have been vaccinated.

2. *MMA/RFP Contract Status*

- USA MMA Leisure: HTA extended the contract for the USA MMA for up to six months ending on June 29, 2022 with no additional options to extend. A new RFP for the USA MMA Leisure Brand Marketing and Management (with added scope for global support services) will be issued in Jan/Feb.

- Global MCI: HTA has issued the RFP award to the Hawai'i Visitors and Convention Bureau. Contract negotiation is underway.
- Japan/Canada/Oceania/Korea/China MMA Leisure: A Notice to Proceed to the five GMTs has been issued for the 2022 contracts. Specific directives of this notice are 1) no marketing activities for the first quarter 2) only fixed administrative costs are allowed for the first quarter. Presently, HTA is working with GMTs to develop a new set of branding guidelines to clarify on brand marketing timing and associated market activities and budgets.

3. *Other Branding Projects*

Cruise

- HTA staff worked with Access Cruise to prepare for the resumption of cruising in the Hawaiian Islands and had ongoing communications with government entities, Island Chapters, cruise representatives and industry partners. Staff attended weekly Cruise Line MOA Working Group meetings with other state departments and agencies.

Kuleana Message/Pono Travel Tips

- HTA staff is awaiting approval of FY22 funding to move this project forward.

4. *Collaborations and Communications*

- The brand team continues to communicate with its industry partners to exchange information on market and business development.
- The brand team continues to conduct teleconference meetings with the GMT members to get regular updates on market trends, marketing activities, Hawai'i messaging, airlift development, and visitor and industry education efforts. During these meetings, HTA also conducts financial reviews with the GMT members.
- HTA staff attended the Cruise Line MOA Working Group meetings with other state departments and agencies on December 8, 15 and 22.
- HTA staff met with representatives from Access Cruise, MC&A, and the Cruise Lines International Association.
- HTA staff met with representatives from Access Cruise and the Island Chapters to prepare for the resumption of cruise.
- HTA staff attended a virtual Cruise Stakeholders Meeting conducted by Access Cruise.
- HTA staff attended the Kauai Visitors Bureau's virtual Annual Meeting.
- CBO had a zoom meeting with Mayor Blangiardi
- CBO had a zoom meeting with ETS and Senators Wakai & Misalucha
- CBO did a quarterly Zoom meeting for FESTPAC

- CBO did a zoom meeting about BMMP with HT Japan, HT Canada, HT Oceania, HT China, HT Korea
- CBO did a zoom meeting with HTA and Hawaii Green Growth
- CBO was on a Zoom panel for CNHA Convention: Economic Forum
- CBO did a Zoom Town Hall meeting hosted by Representative Lauren Matsumoto
- CBO did a zoom with PingPong Digital/Representative Adrian Tam
- CBO did a zoom with Kauai Visitors Bureau Annual meeting
- CBO participated in the zoom Hospitality industry update with Kauai County, NCL
- CBO participated in the zoom Hospitality industry update with Mayor Blangiardi, NCL, and DOT Harbors division
- CBO did a zoom with Teri O. about Sports Groups & Sports Groups MFF
- CBO had a zoom with HVCB about URS Project manager

VI. PLANNING DIVISION

1. *Destination Management Action Plans (DMAPs)*

Below is an update on activities undertaken to support the implementation of the various DMAPs.

- The Planning team finalized the Fall DMAP Progress Reports and made a presentation at the December board meeting.
- Maui Nui DMAP:
 - The DOP continued to work with MVCB's Destination Manager Meagan DeGaia throughout the month.
 - A Lānaʻi Community Forum was held on December 2 to share with the community updates on the Lānaʻi DMAP and receive input on Lānaʻi City branding and messaging.
 - A second Molokaʻi Advisory Group meeting was held on December 16th. The purpose of this meeting was to solidify the DMAP action items would focus on.

2. *Legislative Matters*

- HTA's DOP attended the Town Hall Meeting on December 9, hosted by Representative Lauren Matsumoto.
- The planning section finalized the 2021 Annual Report to the Legislature, and it was provided to the Legislature and various state agencies on December 29. This was within the deadline of 20 days before the start of the 2022 Legislature session.

3. *Other*

- HTA's DOP attended presentations on the proposed 2023 Brand Marketing & Management Plans for Hawaiʻi Tourism Japan, Hawaiʻi Tourism China, and Hawaiʻi Tourism Canada on December 7th. She was unavailable for the Hawaiʻi Tourism Oceania and Hawaiʻi Tourism Korea presentations.
- HTA's DOP served as an advisor and attended all of the Community Enrichment Program (CEP) evaluation committee meetings the week of December 6th.
- HTA's DOP prepared materials for the Hoʻokahua Hawaiʻi Virtual Standing Committee Meeting that took place on December 13th.

VII. TOURISM RESEARCH

Pursuant to Act 88, the Tourism Research Division (TRD) was transferred to DBEDT's Research & Economic Analysis Division (READ) effective July 1, 2021, and was renamed the Tourism Research Branch (TRB).

TRB issued the November 2021 monthly visitor statistics on December 29, 2021, including monthly arrivals by country, category expenditures for major markets, and monthly visitor characteristics for each

major market area. The press release was issued by DBEDT, distributed by HTA, and the files were posted on HTA's and DBEDT's websites.

TRB posted updates to Seat Outlook data tables for December 2021 through February 2022 to the Infrastructure Research Section of the HTA website and the Air Seats Capacity Outlook page of the DBEDT website. This report also includes flight information and comparisons to 2020 and 2019.

State, market, and island fact sheets were updated with the November 2021 data and were published on the Monthly Visitor Statistics page of the HTA website and the Market Highlights page on the DBEDT website.

TRB issued the November 2021 Hawai'i Hotel Performance Report on December 21, 2021. The report and related November 2021 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.

TRB issued the November 2021 Hawai'i Vacation Rental Performance Report on December 23, 2021. The report and related November 2021 data tables were posted to the Infrastructure Research section of the HTA website. This report utilizes data compiled by Transparent Intelligence, Inc.

TRD issued the 2021 Visitor Plant Inventory Report on December 30, 2021. The VPI report and companion list of properties were posted to the Visitor Plant Inventory section of the HTA website.

TRD posted the 3rd Quarter 2021 Visitor Satisfaction and Activity Report on the HTA website on December 8, 2021. The companion infographic was also published.

TRB published the November 2021 YouGov Coronavirus Travel Sentiment report prepared by HVCB. This report focuses on the impact of COVID-19 on U.S. Avid Travelers and provide travel planning trends, attitudes, and demographics.

TRB continued publishing the weekly Hawai'i YouGov Destination Brand Index for U.S., Japan, and Canada and the weekly Responsible Traveler Segment for the U.S. The report currently features the U.S. market and presents trends on a by-island basis. Other markets will be added as data becomes available. These reports utilize data from YouGov's Brand Index and are posted on the Other Research Section of the HTA website.

TRB continued publishing weekly Travel Agency Booking Trend reports which features forward-looking data for US, Japan, Canada, and Australia from Global Agency Pro. These reports are posted on the Other Research Section of the HTA website.

TRB is assisting with the State's Safe Travels Program including: posting of daily transpacific passenger arrival data derived from data provided through the Office of Enterprise Technology Service's Safe Travels

Program, providing air service schedules for the Safe Travels Program, and supporting State and county law enforcement and prosecutors upon request.

Jennifer Chun was the moderator for Pacific Asia Travel Association Hawai'i Chapter and Travel and Tourism Research Association Hawai'i Chapter's annual industry holiday event on December 3, 2021. Speakers included Jessica Lani Rich of VASH and Jason Ho'opa'i from Hawai'i Legacy Reforestation Initiative. Jennifer is the chair of PATA Hawai'i and the treasurer of TTRA Hawai'i.

TRB 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.

TRB 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.

VIII. ARPA UPDATE

Following is an update on activity related to the American Rescue Plan Act (ARPA) funds that were provided to HTA during the 2021 Legislative Session.

Our team was engaged in numerous discussions with our contacts at Budget and Finance (B&F). These meetings and discussions were primarily focused on finalizing the release of the funds that were approved by Governor Ige. We also discussed and submitted requests to release funds to support the organization's financial needs for FY22.

IX. ADMINISTRATIVE

Contracts List: Pursuant to Hawai'i Revised Statutes §201B-7 (9), please note that the following contract was executed during the month of December 2021. Some of the contracts listed below had their scope modified which is why there may be a \$0 in the contract amount column/cell.

December 2021							
Contract No.	Contractor	Description	Contract Amount	Total Contract Value	Start Date	End Date	Comments
21029 S1	VOX International Inc.	2022 Canada MMA BMP	\$ -	\$800,000	12/10/21	12/31/22	Modification to Scope
18135 S6	ClimbHI	LEI Program (Lead, Expose, Inspire)	\$120,000	\$349,235	12/20/21	12/20/22	Scope & Comp
21019 S3	The Walshe Group Pty Ltd dba Hawai'i Tourism Oceania	Hawai'i Tourism Inbound Destination Marketing Management Services in the Oceania Major Market Area	\$ -	\$2,300,000	12/21/21	12/31/23	Modification to Scope
17029 S18	Hawai'i Visitors & Convention Bureau	Destinations Marketing Management for USA MMA 2022	\$8,500,000	\$113,434,807.90	12/30/21	6/29/22	SPO 003 - Contract Ext Price/Time of Performance
21016 S1	Hawai'i Visitors & Convention Bureau	Support Services	\$750,000	\$2,217,500	12/30/21	6/29/22	SPO 003 - Contract Ext Price/Time of Performance

Contract Type: • Sole Source † Procurement Exemption

APPENDICES

Hawai'i Tourism United States

2021 Monthly Leisure Marketing Report – December

Market Intelligence/Market Conditions

Economy

- “U.S. economic data this week remained strong, not yet showing drag from COVID-Omicron. International indicators are looking less robust,” according to Robert Dye of Comerica Economics. According to the official Bureau of Labor Statistics Employment Report for December, payroll jobs increased by 199,000 on net for the month, well below consensus expectations of about +422,000 for the month.
- The Conference Board *Consumer Confidence Index* increased in December.
 - The *Index* now stands at 115.8 (1985=100) up from 111.9, an upward revision for November.
 - The *Present Situation Index* based on consumers' assessment of current business and labor market conditions was flat at 144.1 from 144.4 last month.
 - The *Expectations Index* based on consumers' short-term outlook for income, business and labor market conditions rose to 96.9 from 90.2 last month.
 - “Consumer confidence improved further in December, following a very modest gain in November,” said Lynn Franco, Senior Director of Economic Indicators at The Conference Board. “The Present Situation Index dipped slightly but remains very high, suggesting the economy has maintained its momentum in the final month of 2021. Expectations about short-term growth prospects improved, setting the stage for continued growth in early 2022. The proportion of consumers planning to purchase homes, automobiles, major appliances, and vacations over the next six months all increased.”

Outbound Travel Market

- *Wholesale Partner* – Has seen cancellations and a slowdown in bookings. However, the end of December and first half of January are typically slow for Hawai'i bookings. Call center is currently handling cancellations as well as calls due to the impact of COVID on airline staffing and flight schedules. New booking volume (in this order): Mexico, Caribbean, mainland U.S., and Hawai'i.
- *Wholesale Partner* – Has seen a significant increase in cancellations due to Omicron and airline disruptions. Hawai'i has not been as impacted as other destinations. The majority of the cancellations are close-in and affected December and January travel. Bookings are still coming in at a relatively steady pace; however, Q1 has slowed down a bit. They are currently pacing up 120 percent to 2021 for the destination with 55 percent of bookings being 121+ days out.
- *Airline Wholesale Partner* – Their trends for domestic travel including Hawai'i are positive compared to 2019 and demand for destinations like Florida and Las Vegas is up and increasing. Unfortunately, Hawai'i is going in the wrong direction and they are experiencing a drop in production for Q1. Omicron definitely has had an impact with a jump in cancellations week-over-week. There is great concern for the ever-changing travel restrictions, the shortage of tests, and the 3 percent county tax increase now in place for all islands which may also cause the slowdown in bookings. It is hoped this trend won't extend past April travel.

Competitive Environment

- *United Kingdom*. The U.K. is once again scaling back its restrictions on international travel, having narrowed its entry requirements in late November as the Omicron variant infiltrated the globe. The British government announced that fully vaccinated foreign visitors will no longer be required to get PCR-tested prior to departing for the U.K., nor will they need to quarantine upon arrival, beginning 4:00 a.m. on January 7, 2022. Instead, vaccinated travelers will have the option of taking cheaper

and easier lateral flow tests (a type of rapid test) after they've arrived in the country, but they'll still need to schedule and pay for the test prior to travel. The test can be taken at any point within the first two days of their stay in the U.K., with the day of arrival constituting Day 0. Those who aren't fully vaccinated must continue to abide by the current set of rules which requires a pre-travel test taken within two days of departure, and PCR tests to be taken on Days 2 and 8 of a visitor's stay (which must be booked and paid for in advance of travel to the U.K.).

- *Bahamas*. The Bahamas has updated its entry requirements. The country will not require travelers to have a mandatory RT-PCR test. The new requirement was to go into effect on January 7, 2022. Now, vaccinated travelers, as well as children ages 2-11, can continue to present either a negative Rapid Antigen Test or negative RT-PCR Test. Additionally, from January 4, 2022, all travelers remaining in The Bahamas for longer than 48 hours will be required to undergo another Rapid Antigen Test, regardless of vaccination status. Visitors departing on or before 48 hours will not be required to obtain this test. For vaccinated individuals entering The Bahamas, a negative COVID-19 test taken no more than three days (72 hours) prior to the date of arrival in The Bahamas is necessary. Both rapid antigen tests and PCR tests are acceptable. Unvaccinated travelers ages 12 and older will need a negative RT-PCR Test.
- *Cayman Islands*. The Cayman Islands has approved AZOVA Inc., an accepted provider for video proctored lateral flow testing (LFT). The approval of AZOVA's video-based technology will offer ease and convenience for incoming travelers in accordance with the destination's enhanced safety protocols. At this time, AZOVA is the only approved provider for certified video proctoring LFT for entry into the Cayman Islands. In addition, recent updates to Cayman Islands entry protocols require inbound travelers to undergo COVID-19 testing within 24 hours of departure. AZOVA will provide a seamless service for travelers who request a lateral flow rapid antigen test by video proctoring, which is an approved protocol requirement of the Cayman Islands Health Authorities. This service is available in all major U.S. cities, Canada and throughout Europe. All test results are available through AZOVA's Simple Health Pass.

Consumer Trends

Key insights about U.S. consumers from VTT Research, December 2021:

- Wanting space promotes hiking and driving. During the pandemic, we have become used to maintaining safe distances, having fewer people around and making contactless payments - just to name a few changes. We increasingly want to use private means to get around, which is demonstrated by a rise in car sales. In our spare time, we turn to hiking and cabins to have some time for ourselves.
- A more flexible lifestyle changes the pace of everyday life. Throughout the pandemic, surveys have indicated that employees and employers are largely satisfied with the increase in remote work. At the same time, working from home has started to lose its charm as the pandemic drags on. Especially young people have experienced mental issues due to studying remotely. In the future, different hybrid models will become more common, combining working from home and the office. This will impact what everyday life will look like for us also as consumers; where we want to live and what features we expect to have at home. Consumers are expected to continue dressing in more relaxed styles, enjoying increasingly snack-type meals.
- Doing your part to save the world. Companies cannot wait on the sidelines to observe these megatrends; they must take a stand, bring new solutions and adapt to new realities in business environments. Consumers value brands that work consistently and meaningfully for a better world. In uncertain times, consumers also appreciate the stability and friendliness of brands. In 2022, more and more companies will emphasize the themes of environmental and social responsibility throughout the value chain. People make various consumption decisions constantly in their

everyday lives. Some of them are routine, while others are carefully considered and planned. Consumption will change in the future, but there are also many permanent features.

Media Trends

According to Instore Media:

- Paid advertising will continue to grow:
 - All of the major social networks have been aggressively cutting their reach over time and showing organic content less and less. This means your audience (which you've worked so hard to build-up) isn't seeing your message. In a recent study of marketers, 43 percent of respondents said that the decline of organic reach was their biggest challenge on social media. You may have noticed this yourself. Over time, your posts aren't getting the attention that they used to.
- Social selling will dominate in months ahead:
 - Consumers are spending more time online and less time with traditional media. Selling through print magazines, newspapers and television has declined in importance. What has taken its place are the rise of paid "influencers" and recommendations on social media from friends and family. People trust referrals more than they trust ads. They want to see and learn about engagement rings and styles before they walk into a jewelry store. Word-of-mouth marketing is the most powerful force to grow your business.
- User-generated content will increase:
 - One of the biggest and best opportunities for fresh ideas comes from their own audience. User-generated content (UGC) on social media has been growing over time and is a fun, engaging and natural way to excite your customer base. It lends tremendous credibility when you have consumers posting about you and the experience they have. There's no better testimonial than someone's real-life personal experience that's shared with friends and family.

Airlift

- HTA Airline Seat Capacity Outlook for December 2021-February 2022 was updated on Dec. 15th. The forecast for domestic scheduled nonstop air seats to Hawai'i during this period will increase by +15.1 percent compared to the same period in 2019. This projection is based on flights appearing in Diio Mi. The constant fluidity of seats and flights will continue as the COVID-19 pandemic evolves. An overall increase of flights is expected from all major market areas: U.S. West (+17.8%) and U.S. East (-1.7%). The situation is being monitored daily and the forecast adjusted accordingly. Note: Beginning in June 2021, HTA began benchmarking airline seat capacity against 2019.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

- As of January 1, 2022, each county will have imposed a 3% TAT tax:
 - House Bill 862, (H.D. 2, S.D. 2, C.D. 1), which became law on July 8, 2021, authorizes the four counties to establish and administer their own transient accommodations tax (TAT) at a maximum rate of 3 percent.
- Maui County further defines "Fully Vaccinated":
 - Maui Mayor Mike Victorino has delayed a change to the county's definition of "fully vaccinated." Starting Jan. 24, 2022, patrons at restaurants, bars and gyms will have to show proof they've received a booster shot if they're eligible or provide a negative COVID test.

- U.S. West
 - In California, as of Dec. 15, 2021, they have reinstated statewide the indoor mask mandate regardless of vaccination status to help curb infection rates. It will be up to businesses and restaurants to decide to reduce capacity. The state of California, is leaving it up to residents to individually assess the risks of dining out, going to the gym or meeting with family and friends for the holidays.
 - In Oregon, officials warned hospitals would see an increase in capacity due to a winter weather surge. Hospitals in New Mexico are already strained due to COVID-19 patients and other ailments that have been overwhelming the emergency room and the ICU.
 - As of December 2021, Omicron is now the dominant variant in the United States and more effective, infecting those who have been vaccinated.

- U.S. East
 - On Friday Dec. 17, 2021, New York City had 21,027 new coronavirus cases, the highest case count for a day. Cases have been rising for weeks due to the winter surge from the Delta variant but in recent days the spike has been caused by Omicron. “The Omicron variant has been infecting more people in New York than in other parts of the country,” said Dr. Wafaa El-Sadr, an epidemiology professor at Columbia University.

Leisure Activity Update

Consumer

- On-line

Digital Campaign December – Estimated Impressions

PARTNERS	Impressions
Facebook	35,451,613
Instagram	21,791,881
YouTube	46,915,172
Pinterest	4,091,653
Total	108,250,319

- Mālama Hawai'i Brand Campaign
 - The Mālama Hawai'i brand campaign continues to garner momentum in December, supported by public relations, paid social and search media, travel trade training and education, and a coordinated promotion with the Hawai'i travel industry to entice travelers with a trip that gives back – to both Hawai'i and to visitors.
 - Travel trade efforts also continued to actively educate travel sellers across the country on the benefits their customers will reap by experiencing a deeper connection with Hawai'i.

- Aloha Season - Golf Channel
 - The 2022 Aloha Season launched with pre-promotion in December. Content integration, promo spots and 30-second golf commercials flighted featuring three different PGA TOUR players, with each professional engaging in an activity in destination that conveys a mālama message:
 - Collin Morikawa – Outrigger Canoe Paddle/Fishpond (Maui)
 - Lanto Griffin – Zipline/Tree Planting (Maui)
 - Corey Connors/Max Homa – Whale Watch/Conservation (Maui)

- Consumer Paid Media
 - Nothing to report as the national, digital paid media flight ended Oct. 31.
 - December paid social media flight ran through the 31st.

Travel Trade

- Paid Trade Media
 - The Travel Trade campaign continued in December with a flight of digital media that shares the Mālama Hawai'i brand messaging with travel advisors, directs them to get the latest updates and learn more about the current destination entry requirements, and invites them to become certified Hawai'i Destination Specialists. Paid travel media partners include Northstar and TravAlliance and paid social media partners Facebook and Instagram.
Total estimated digital gross impressions – December: 222,000

Public Relations

- Hawai'i Tourism USA (HTUSA)
 - HTUSA assisted and provided communication outreach to CNN's marquee national programming, "United Shades of America." Hosted by Kamau Bell, the program presented a major opportunity to showcase the *mālama* mindset and highlight efforts and changes in the tourism industry to be more culturally-aware to Hawai'i's indigeneous communities. Filming took place from Dec. 13-16. Prior to the start of production, a traditional Hawaiian blessing was secured by the HTUSA team. HTUSA also provided minor coordination support to Zero Point Zero, USOA's production team, helping secure reservations at restaurants. Support, however, was limited to communication outreach as production was handled exclusively by Zero Point Zero.
 - After compiling submissions from Island Chapter PR teams and tourism partners, the HTUSA team successfully distributed the "What's New Looking Ahead to 2022" press release through Simpleview and Cision on Dec. 14. A special Mālama Hawai'i section was created and included submissions from all major island markets. The section highlights partner-activities taking part in the campaign, but ultimately focuses on *mālama* as a continuous mindset over actively highlighting the tourism incentives the program presents.
 - Resulting from her HTUSA-supported trip to O'ahu this November, Marla Cimini (*USA Today*) released an article through *USA Today's 10Best* titled, "Visitors to Hawaii are enjoying an unexpected taste of Italy." Information for this story was gathered on her visit to O'ahu and to HFWF. The food-centric article examines O'ahu's budding Italian culinary scene and highlights several restaurants. Two other notable stories were generated through continued efforts following the summer and fall virtual media blitzes. Vanita Salisbury (*Thrillist*) was invited but was unable to attend the summer blitz. However, she expressed her interest in the Mālama Hawai'i campaign and the team connected her with Kalani Ka'anā'anā and arranged an interview. Her article covers the state's November reopening, focuses on *mālama* as a mindset, and points travelers to where they can involve themselves on their trip to Hawai'i.

In 2022, Visit Hawaii with Mālama in Mind

New year, new philosophy.

By [Vanita Salisbury](#) Published on 12/10/2021 at 6:25 PM

FOR DECADES, if not centuries, tourists have romanticized Hawaii. Fire dancers and luaus, coconut drinks and lei ceremonies became the de facto cultural experiences of this "tropical paradise," just beyond the high waterfalls and alluring beaches. And with the islands' natural beauty sharing no rival in the Lower 48, of course mainlanders—millions of them—flocked here every year, craving their own slice of the pineapple paradise pie.

But this narrow "vacation destination" lens ignored the bigger picture of this complex state.

"If you look at the longer legacy of how tourism portrayed Hawaii and native Hawaiians, it wasn't in a way that I think promoted mutual respect," says Kalani Ka'anā'anā, Chief Brand Officer for the Hawaii Tourism Authority. "There was this idea and this fantasy of hula maidens and grass skirts and mai tais, this paradise and playground." As he explains, the fantasy ignored the realities of real people trying to make it through life on the islands, with an incredibly high cost of living, limited natural resources, and limited space. "It really sort of neglected the reality on the ground."

Christine Hitt, the new Hawai'i contributing editor at SF Gate, produced an article titled, "We have to manage visitor impacts: More Hawaii tourist hotspots will soon require reservations" following her attendance at the fall virtual media blitz. Christine's keen interest in sustainable tourism is reflected in her article which covers the efforts to mitigate tourism's negative impacts, including DMAP, and quotes from John De Fries and Kalani Ka'anā'anā.

- Media coverage highlights:
 - "Hawai'i Representatives Share Insights and Aloha at 2021 American Indian Tourism Conference" – Cheryl Tsutsumi – *Ka Wai Ola* – Dec. 1
 - "We have to manage visitor impacts: More Hawaii tourist hotspots will soon require reservations" – Christine Hitt – *SFGate* – Dec. 2
 - "20 Must Visit Businesses in Maui" – Kristie Hang – *Travel Pulse* – Dec. 3
 - "Visitors to Hawaii are enjoying an unexpected taste of Italy" – Marla Cimini – *USA Today* – Dec. 10
 - "In 2022, Visit Hawaii with Mālama in Mind" – Vanita Salisbury – *Thrillist* – Dec. 10
 - "Hawaii Travel: How to Avoid Being a White Lotus-Style Visitor" – Kathryn Romeyn – *Hollywood Reporter* – Dec. 11
- Kaua'i Visitors Bureau (KVB)
 - Kaua'i was featured in:
 - "Hawaii's 20 most stunning views you have to see to believe: waterfalls, volcanoes and starry skies" – *Lonely Planet* – Jim Brody – Dec. 14
 - "I'm a travel writer who's been to all 50 states. Here are the 12 best ones to visit." – *Insider* – Katherine Parker-Magyar – Dec. 14

- "Which Hawaiian Island Should You Visit?" – *AARP.com* – Dana Rebmann – Dec. 21
- Individual media visits for December:
 - Ben Davidson, *SF Chronicle*, *Diablo Magazine*, *7x7 Magazine*
 - Matt Ginella and Patrick Koenig with *Fire Pit Collective* and *Journeys with Matt Ginella*. Visit to Kaua'i included gathering content for part of social media campaign and video story.
- KVB hosted 4 writers for its "Hele on to Kaua'i" mini press trip, Dec. 13-18, focusing on Mālama Hawai'i, mindful and experiential travel. Attendees included:
 - Jennifer Chan, *Travel + Leisure*, *Lonely Planet*, *People Magazine*
 - Shaun Melady, *The Luxuriast*
 - Lorna Sullivan, *AAA Explorer Hawaii Magazine*
 - Julie Bielenberg, *USA Today*, *Rachael Ray*
- Liaised with 25 media in December:
 - Sunny Fitzgerald, *Travel + Leisure*
 - Tania Joseph, *Mansion Global*
 - Jami Savage, *Adventure Awaits*
 - Christine Meyers, *Where is Cookie?*
 - Cheryl Crabtree, *Fodor's Travel*
 - Rachel Ng, *AAA Explorer*
 - Jeffrey Goldberg, *Ormont Travel Inc.*
 - Jim Brody, *Lonely Planet*
 - Benedict Cummins, *HotelExecutive.com*
 - Sal DiBenetto, *Lonely Planet*
 - Jill Robinson, *AFAR*
 - Sarah Funk, *Travel + Leisure*
 - Barbara Noe Kennedy, *Los Angeles Times*
 - Michele Bigley, *The New York Times*
 - Kim Westerman, *Forbes*
 - Katie Parker-Magyar, *Insider*
 - Cameron Curtis, *TLC Network*
 - Jennifer Chan, *Travel + Leisure*, *Lonely Planet*, *People Magazine*
 - Shaun Melady, *The Luxuriast*
 - Lorna Sullivan, *AAA Explorer Hawaii Magazine*
 - Julie Bielenberg, *USA Today*, *Rachael Ray*
 - Ben Davidson, *SF Chronicle*, *Diablo Magazine*, *7x7 Magazine*
 - Don Jozwiak, *Chicago District Golfer*
 - Jason Lusk, *Golfweek Magazine*
 - Steven Hennessy, *Golf Digest*
- O'ahu Visitors Bureau (OVB)
 - O'ahu was featured in:
 - "Visitors to Hawaii are enjoying an unexpected taste of Italy" – Marla Cimini – *USA Today* – Dec. 10.
 - "The 8 Best Small Towns in Hawaii, According to Locals" – Sunny Fitzgerald – *Travel + Leisure* – Dec. 29.
 - "'We have to manage visitor impacts': More Hawaii tourist hotspots will soon require reservations" – Christine Hitt – *SF Gate* – Dec. 2.
 - Liaised with 7 media in December
 - Sunny Fitzgerald, *Travel + Leisure*

- Amber Gibson, *TripSavvy*
- David Howard, *Red Bulletin*
- Jim Brody, *Lonely Planet*
- Cheryl Tsutsumi, Freelance
- Rebecca Doser, *Visit Alexandria*
- Barry (@asianmapleleaf), Social Influencer
- Press Releases/Communications
 - Drafted/distributed News, Updates, and Aloha release, Dec. 15.
- Maui Visitors and Convention Bureau (MVCB)
 - Individual Media Visits: MVCB had no individual media visits in December.
 - Liaised with and/or provided information or image(s) assistance to the following media:
 - Elizabeth Marsh, freelance, *Travel + Leisure* (uvpm: 81.5Mil). Provided Lānaʻi photos for article.
 - Megan Rupp, freelance, *Power Digital*. Provided information and working on possible partnership for Project Reef / Mālama Hawaiʻi group press trip in February 2022. Media outreach includes *Travel + Leisure*, *Condé Nast Traveler* and *New York Times*.
 - Sarah Sekula, freelance, *Lonely Planet* (uvpm: 7.6Mil). Provided assistance with images and fact-checking content on Molokaʻi, Maui and Lānaʻi for *Lonely Planet* guidebook.
 - Elaine Glusac, freelance, *New York Times* (uvpm: 483Mil). Coordinated interview with Pacific Whale Foundation.
 - Mary Holland, freelance, *W Magazine*, (uvpm: 1.4Mil). Compiled list of hotels offering Pilates programs.
 - Jim Brody, freelance, *Lonely Planet* (uvpm: 7.5Mil). Fact checked “Top 20 Hawaiian Vistas” article.
 - Laurie Lyons-Makaimoku, freelance, *Lonely Planet* (uvpm: 7.5Mil). Compiled list of “what’s new” on Maui Nui.
 - Amanda Ogle, freelance, *Travel + Leisure* (uvpm: 81.5Mil). Provided updates and changes on Molokaʻi since start of COVID.
 - Elizabeth Marsh, Meredith/ Jessica Wurst, *Newsy.com* (uvpm: 372K). Provided images and B-Roll of Lānaʻi for highlights of *Travel + Leisure* feature on “50 Best Places to Visit in 2022.”
 - Articles
 - Chaney Kwak, *Food & Wine Magazine* (circ: 900K, uvpm: 6.8Mil), “Maui’s Homegrown Heart” – December 2021/January 2022
 - Dana Rebman, *AARP.com* (uvpm: 29Mil circ: 23Mil), “Which Hawaiian Island Should You Visit?” – Dec. 21
 - Dana Rebman, *AARP.com* (uvpm: 29Mil circ: 23Mil), “What to know about Visiting Hawaii Now” (update) – Dec. 21
 - Kathryn Romeyn, *The Hollywood Reporter* (uvpm: 26.9Mil), “Hawaii Travel: How to Avoid Being a White Lotus Style Visitor” – Dec. 11
 - Wendy Altschuler, *Forbes.com* (uvpm: 232.3Mil), “Public Art, Celebrating Community, History and Culture, Revitalizes Small Town on Island of Maui” – Dec. 17
 - Katherine Parker-Magyer, *Insider* (uvpm: 36.2Mil), “I’m a Travel Writer Who’s Been to All 50 States”: Here are the 12 Best Ones to Visit” – Dec. 14
 - Kristie Hang, *Travel Pulse* (uvpm: 1.36Mil), “20 Must Visit Business in Maui” – Dec. 3
 - Ben Davidson, *Diablo Magazine* (circ: 43.5K), “Islands of Enchantment” – December 2021

- Island of Hawai'i Visitors Bureau (IHVB)
 - Island of Hawai'i was featured in:
 - *Smart Meetings Magazine* (uvpm: 17,445), "Smart Moves in Lake Tahoe, Laguna Beach and More," Dec. 7, resulting from R. Kaiama news release
 - Liaised with five media in December:
 - Cheryl Tsutsumi, *AAA, TravelAge West*
 - Laura Begley Bloom, *TripAdvisor*
 - Katie Soltas, *OTL Magazine*
 - Barry Hoy and Teraj, Social Media Influencers
 - Jessica Gerstle, *CNN*
 - Press Releases / Communications
 - Consumer Opt-in E-mail (ZETA), "The Art of the Journey, Part II" and "When Place Inspires Profession," Dec. 9
 - When appropriate, continue to support/promote: DMAP action items (7), Hawai'i Made Products (3), Hawai'i Island Events (9), and Voluntourism Programs (2)

Travel Trade Activities

Travel Trade Calls, Trade Shows, Training Events

	Airline/Wholesaler/TA/TO/OTA/Other
HTUSA	8
KVB	1
OVB	3
MVCB	1
IHVB	3

Summary of Key Activities

- HTUSA
 - For the month of December, there were seven travel trade sales activities including educational webinars, trade shows and training sessions for 1,459 participants, and one industry awards event. Travel trade participated in three industry partner meetings with three partners. HTUSA and the Island Chapters continue to communicate with industry partners and travel advisors regarding updates and changes to the Safe Travels Program, lifted restrictions for those who have been vaccinated, and sharing all the important links via the travel agent website, linking to *gohawaii.com* and the DOH accordingly.
 - The team fielded all inquiries received from travel advisors across the U.S. via *agents.gohawaii.com* who required assistance to navigate the Safe Travels program.
 - HTUSA and Island Chapter representatives hosted an online virtual event broadcast in partnership with Questex entitled, *The Hawaiian Islands: Mālama Ambassadors*. The live broadcast was featured across all U.S. markets for two days on Dec. 1-2. Following the broadcast, suppliers and advisors engaged in Zoom networking rooms. A total of 30 HVCB members and industry partners participated in the event including: ALG Vacations, Battleship Missouri Memorial, Bishop Museum, Castle Resorts & Hotels, Coconut & Shoreline Waikīkī Hotels, Courtyard by Marriott O'ahu North Shore, Grand Wailea, A Waldorf Astoria Resort, Hawai'i Vacation Condos by Outrigger, Hawaiian Airlines, Hawaiian Hotels & Resorts, Highgate Hawai'i, Holiday Inn Express Waikīkī, Holoholo Charters, International Market Place, Kā'anapali Beach Hotel, Marriott International – Hawai'i, Maui Ocean Center, Montage Kapalua Bay,

Norwegian Cruise Line, Outrigger Waikīkī Collection, Paradise Helicopters, Pleasant Holidays, Prince Resorts Hawai'i, Shaka Guide, Sightline Hotels Hawai'i, Surfjack Hotel & Swim Club, The Mauna Lani, Auberge Resorts Collection, The Umauma Experience, The Waikīkī Collection & Sheraton Maui Resort & Spa and UnCruise Adventures. Virtual Event Metrics: Total registered attendance = 988 U.S. travel advisors. Day 1: 267 live/online attendance; 23 watched "on-demand" following event; Day 2: 234 live/online attendance; 41 watched "on-demand" following event. Total: 501 live/online attendance + 64 "on-demand" viewers. Additional travel advisors will have access to view the on-demand broadcast for up to six months online.



- Avoya Travel held their virtual conference Dec. 6-10 drawing 300 independent travel advisors. HTUSA's sponsorship included a destination presentation, panel discussion, one-on-one appointments and a virtual expo.
- HTUSA conducted a virtual webinar in partnership with Gifted Travel Network for 18 advisors on Dec. 7.
- HTUSA delivered a webinar for three advisors of Travelex International and their clients on Dec. 7.
- Cruise Planners hosted their weekly CP Live for 20 of their travel advisors. HTUSA was the featured supplier in an interview format.
- *Travel Weekly* held their annual Readers' Choice Awards in New York, NY, on Dec. 16. HTUSA accepted awards for *Best State: Hawai'i* and *Best Hawaiian Island: Maui*. The nominees and award recipients were chosen in two rounds of voting by *Travel Weekly's* audience of travel professionals.
- HTUSA conducted a webinar for TravelSavers/NEST advisors on Dec. 21 drawing 30 travel advisors. The session provided an update on travel protocols, Mālama Hawai'i, island overview and travel advisor resources.
- Travel agent website *agents.gohawaii.com* update: There were 450 online graduates who completed the Hawai'i Destination Specialist and/or Island Specialist educational courses online, and 504 new registrants signed up for access to online resources. The overall travel agent database numbers are now at 126,182 email contacts, which includes 52,090 active U.S. travel advisor profile records.
- KVB
 - Participated in HTUSA's Virtual Blitz and presented 13-minute Kaua'i presentation to 501 live attendees; Dec. 1-2.

- OVB
 - Participated in HTUSA’s Virtual Blitz on Dec. 1-2. OVB presentation (Day 1: 267 live/online attendance; 23 watched “on-demand” following event. Day 2: 234 live/online attendance; 41 watched “on-demand” following event. 501 total live attendees.)
 - Mailpound webinar, Dec. 6 (79 advisors). Mahalo Monday featuring What’s New on O’ahu.
- MVCB
 - Webinar on Dec. 15, Spoiled Agent Platform – 140 Travel Agents participated.
- IHVB
 - HTUSA Virtual Blitz, Dec 1-2. IHVB presentation (501 live attendees).
 - Travel Leaders Webinar / Seattle, WA, Dec 14. Destination updates (12 advisors).
 - Midwest Ohana Webinar, Dec 16. Destination updates (10 members).

Key Performance Indicators - Leisure Market

Consumer

Digital Campaign November Actual Impressions

PARTNERS	Impressions
Facebook	3,489,051
Instagram	1,181,761
YouTube	4,599,793
Pinterest	3,116,881
Total	12,387,486

Public Relations

- Month-end impressions and publicity values for articles that included Hawai’i – December results

Impressions and Publicity Values for December

DECEMBER	Impressions	Publicity Values
Print	57,335,121	\$11,481,427.16
Online	43,146,214,401	\$16,477,688.32
Broadcast	670,229,678	\$23,543,380.28
Total	48,873,779,200	\$51,502,495.76

Countermeasures

- HTUSA was available and kept in touch with the airlines, OTAs, media, travel trade industry, MCI clients/potential clients and Hawai'i partners regarding Safe Travels. The call/email team and staff continued to respond to inquiries about requirements for travel to Hawai'i and the overall Safe Travels program.
- The HTUSA 1-800-GoHawaii call center fielded nearly 20,000 calls in December. In addition, HTUSA staff and call center agents responded to over 6,600 Safe Travels inquiries to info@gohawaii.com.

Responsible Tourism Update

- Hawaiian Culture
 - HTUSA – The consumer and travel trade e-newsletters focused on educational opportunities to learn more about Hawaiian culture and other aspects of the Hawaiian Islands as part of a broader push for Mālama Hawai'i.
 - KVB
 - Kaua'i presentations included components of Hawaiian history, culture and information about Mālama Hawai'i.
 - “Hele on to Kaua'i” mini press trip focused on Mālama Hawai'i and included Hawaiian Culture aspects throughout entire trip.
 - DMAP: Zoom call on Dec. 16 with John Kaohelaulii, President of the Kaua'i Native Hawaiian Chamber of Commerce and DMAP Steering Committee member, to discuss anchor Action C - Invest in Hawaiian Culture programs and identify funding sources that enhance the visitor experience and connect both tourism and communities - from Kaua'i's DMAP. Strategize on cultural practice and practitioner opportunities.
 - DMAP: Worked with Chucky Boy Chock, executive director of Kaua'i Museum, and Jaxon Communications for *Malama Kaua'i* video focusing on Hawaiian Culture.
 - OVB – All presentations at webinars and meetings included a component of Hawaiian culture.
 - MVCB – All presentations at webinars and interviews included a component of Hawaiian culture.
 - IHVB – All webinars included components of Hawaiian history and culture. Promotion of Mālama Hawai'i projects and HOST (Hawai'i Ocean Science Technology) sustainable tours.
- Natural Resources
 - HTUSA – The consumer and travel trade e-newsletters focused on educational programs that teach about the natural resources of the Hawaiian Islands in line with Mālama Hawai'i.
 - KVB
 - Mālama Hawai'i information was provided to those participating in individual media visits. Beach clean-ups were suggested as a way to participate in Mālama Hawai'i.
 - “Hele on to Kaua'i” mini press trip focused on Mālama Hawai'i and attendees participated in a beach clean-up led by Kaua'i Surfrider Foundation.
 - OVB
 - Attended in person Pacific Asia Travel Association (PATA) breakfast and fundraiser for Visitor Aloha Society of Hawai'i (VASH) with keynote speaker Jason Ho'opa'i from Hawaiian Legacy Reforestation Initiative, a Mālama Hawai'i partner on Dec. 3.
 - Attended informational virtual meeting for the Department of Interior's Native Hawaiian Consultation on Indian Youth Service Corps on Dec. 9.
 - MVCB – Nothing new to report
 - IHVB – Nothing new to report

- Community
 - HTUSA
 - The consumer and travel trade enewsletters focused on educational programs that are part of the bigger community, including programs that offered community services for participants.
 - KVB
 - In response to the current pandemic, KVB continued to work in conjunction with local businesses, organizations and State and County offices to assist with information regarding Safe Travels, International Travel, and State and County rules, restrictions and updates.
 - KVB continued to provide a weekly update of activities open or closed for the County of Kaua'i's website, *kauaiforward.com*.
 - Attended meeting about the restart of Cruise Ships returning to Kaua'i on Dec. 8.
 - Held an abbreviated KVB Annual meeting via Zoom on Dec. 10.
 - Attended a Kaua'i Business Council meeting on Dec. 14 to discuss island issues and priorities.
 - Participated in a Kaua'i visitor industry Zoom webinar with Mayor Kawakami, HTA, HVCB, and HLTA for island updates on Dec. 15.
 - DMAP: Met with Kaua'i Selection Committee for Community Enrichment Program (CEP) and discussed and evaluated 20 submitted RFPs on Dec. 9.
 - DMAP: Met with Statewide Selection Committee for CEP, discussed and evaluated 13 submitted RFPs on Dec. 6.
 - DMAP: Walk-through pre-opening of Alakoko Shop with manager and staff from County of Kaua'i Office of Economic Development on Dec. 9.
 - DMAP: Followed up with with Kaua'i representative on Sustainable Tourism Association of Hawai'i (STAH) Board of Director Kaua'i member to set meeting in Feb. 2022.
 - OVB
 - America's Great Resorts geotargeted enewsletters to \$200K+ HHI travelers in direct route markets (Orlando, Dallas, Seattle, Portland, Phoenix, Atlanta, Chicago, Boston, San Diego and Orange County) to target high-spend frequent travelers with welcome, safety, mālama and kuleana messaging for O'ahu sent out Dec. 1 and 2 for a total of 352,000 impressions. Email was solely focused on the Mālama program and responsible travel information/tips including wildlife conservation, land and water safety, and avoiding illegal short-term rentals.
 - Attended virtual meeting with Kaua'i County of Economic Development to discuss development of a website similar to their county's site that supports O'ahu's DMAP Action I to feature content around alternative modes of transportation, a follow-up item from working group meeting with CCOH on Dec. 2.
 - Hosted virtual meeting CEP Statewide Evaluation Committee funding allocation meeting on Dec. 6.
 - Hosted virtual meeting CEP O'ahu Evaluation Committee funding allocation meeting on Dec. 8.
 - Held a Destination Hawai'i Post FAM (6 meeting planners) from Dec. 8-12.
 - Attended virtual meeting with HTUSA marketing to discuss O'ahu hot spot messaging and DMAP concerns for the Waze App on Dec. 9.
 - Attended virtual meeting and presented an O'ahu DMAP and CEP update to OVB's Advisory Board on Dec. 13.
 - Attended virtual CCOH hearing on Bill 48 in regards to underground fuel storage tanks, as it relates to Red Hill on O'ahu to monitor if any impact on tourism on Dec. 15.
 - Attended virtual Ala Wai Watershed Collaboration Meeting on Dec. 15.

- Attended virtual HTA and CCOH meeting on hospitality industry updates on Dec. 15.
- Attended in person Southwest Airlines event hosted by OVB Advisory Board member Kelly Knox on Dec. 15.
- Attended virtual Best of the Westside Forum, hosted by Wai‘anae Economic Development Council (WEDC)’s Joseph Lapilio, an O‘ahu DMAP steering committee member on Dec. 16.
- MVCB
 - Supporting Maui County’s Mālama Maui County Pledge promotion with distribution of a rack card to hotel and activity partners. Continuing to showcase video on social media channels in December 2021. Also showcasing Mālama Hawai‘i videos on social media channels.
 - Two “HI Now” Holoholo Maui segments featuring Mālama partners, Sierra Club Maui and Hawai‘i Wildlife Fund, will be filmed in early January and featured on Hawai‘i News Now Sunrise program in mid-January.
 - All webinar presentations include Mālama Hawai‘i and Road to Hāna Code of Conduct.
- IHVB
 - All webinars included components of Hawaiian history and culture. Promotion of Mālama Hawai‘i projects and HOST (Hawai‘i Ocean Science Technology) sustainable tours.
 - Upon request, provided Pono Pledge assets (video, logo, QR code) to: County of Hawai‘i (Hawaiian Airlines), Hilton Waikoloa Village, Fairmont Orchid.
- HTA Events and Programs.
 - Provided media assets on behalf of HTA for event and program sponsorships:
 - Sentry Tournament of Champions: Provided a digital ad for the tournament program guide and reviewed creative assets on behalf of HTA for the golf tournament.
 - Sony Open in Hawai‘i: Provided a digital ad for the tournament program guide and reviewed creative assets on behalf of HTA for the golf tournament.
 - Mitsubishi Electric Championship at Hualālai: Provided a digital ad for the tournament program guide.

Island Chapters Engagement Update

- KVB – Nothing new to report
- OVB
 - Hosted a webinar and dedicated eBlast: Spoiled Agent; submitted to Hawai‘i Tourism Canada for distribution. Total attendees pending response from Hawai‘i Tourism Canada.
 - Attended virtual meeting with Hawai‘i Tourism Oceania’s new team and presented an O‘ahu DMAP introduction and update on Dec. 14.
- MVCB – Nothing new to report
- IHVB
 - Co-supported individual media visit for Hawai‘i Tourism Canada, Rick and Chris Millikan, freelance, on assignment for *Inspired 55 Plus Magazine* (150,000 reach), two 600-word articles for *Today’s Senior Newsmagazine* (20,000 reach), *Coast Reporter Newspaper* (20,000 reach), Dec. 24, 2021 – Jan. 14, 2022.

“Coming Attractions” for Leisure Market

	What	When	Where
HTUSA	Webinar with Darby’s Destinations	Jan. 19	Virtual
	TravelQuest Broadcast with Delta Vacations	Jan. 26	Virtual
	Hawai’i Loves Travel Advisors Virtual Expo	Feb. 16	Virtual
KVB	Nothing to report		
OVB	Mailpound Webinar: What’s New On O’ahu Destination Updates	Feb. (TBC)	Virtual
MVCB	Nothing to report		
IHVB	Webinar-Travel Savvy Group	Jan. 15	Virtual

Hawai'i Tourism Japan

2021 Monthly Leisure Marketing Report – December

Market Intelligence/Market Conditions

Economy

- **Economic Stimulus:** Spending by the central government on a set of economic stimulus measures to be finalized by end of November will exceed ¥40 trillion (\$350 billion), expanding from its initial plan of around some ¥30 trillion due to cash handouts. The package also includes financial aid of up to ¥2.5 million each for businesses suffering from plunging revenues due to the virus spread, and wage hikes of about 3% for childcare and nursery school workers as well as nurses.
- **GDP:** The government upgraded its forecast for the domestic economy in fiscal 2022 to 3.2%, higher than previous estimation of 2.2%.
- **Consumption & CPI:** According to a household survey in October released by the Ministry of Internal Affairs and Communications, consumption expenditure for households with two or more people was ¥280,1996 per household, a decrease of 0.6%. It has been below the same month of the previous year for three consecutive months, and even after the state of emergency is lifted, the shortening of business hours and the limitation of the number of people have had an effect. Interest towards domestic travel has been recovering, however the spending still falls short compared to previous year's which had Goto Travel campaign. On the other hand, Japan's core consumer prices gained 0.5 percent in November from a year earlier, the highest increase since February 2020, pushed up by surging energy costs and a weak yen. Accommodation fees continued to surge in November, up 57.6 percent from a year ago when the government's subsidy program to rejuvenate regional tourism in the nation led to sharp discounts. ([source](#)) ([source](#))

Outbound Travel Market

- **Restriction:** Due to the emerge of Omicron variant, Japan government announced additional entry restrictions as well as limited arrivals per day from 5,000 pax to 3,500 starting 12/5. Despite of high vaccination rate (as of 12/31, 100.1 million people, 79.1% are vaccinated once, and 98.3 million people, 77.6% are fully vaccinated), the outbound travel industry has continued facing challenges over new COVID19 variants.
- **Japan Overseas Travel:** According to Japan National Tourism Organization (JNTO), Japanese outbound travel for November 2021 was 51,800 passengers (-96.8% vs 2019).

Consumer Trend

- **Consumer Spend:** Point service "Ponta" has conducted its 50th consumer awareness survey on what would like to be purchased during the end of the year and new year. "Food (usually eaten)" (47.1%) ranked top in "products / services that you want to buy/consume during the year-end and New Year holidays". This was followed by "Special foods (37.3%) and "eating out" (15.1%). Travel (with accommodation) increased from 6.7% in the previous year to 7.9%, however did not reach the pre-covid level, and this year's year-end and New Year holidays showed a trend toward future savings. ([source](#))
- **COVID-19 Impacts to Travel:** According to Jalan research center, as of the end of November 2021, travel motivation recorded 67.7%, the highest since March 2020 when the survey started. It is

higher than September 2021. However, 46% of the respondents wanted to go on a trip but has been monitoring the situation. Regarding the willingness to travel in the spring of 2022 (excluding Golden Week), the number of females in their 60s and 70s increased significantly from the previous survey. On the other hand, the GW in 2022 remained almost unchanged. [\(source\)](#)

- **GoTo Travel Campaign:** According to the research on “Travel and GoTo Travel campaign,” 53.5% either wished to resume or wished to resume but need thorough consideration. 15.7% of the respondents answered that they will travel if there is a campaign while 36.2% responded that they will travel despite the program. [\(source\)](#)
- **2021 Ranking of Website & Application:** In 2021, the top websites of the year ranked Google as first followed by Amazon and Rakuten Ichiba. Yahoo! News ranked in fourth which was higher than Yahoo!JAPAN’s UU. There is an increasing demand for breaking news media with high immediacy. Within EC application, Amazon Shopping usage has increased 108.6%, Rakuten Ichiba increased 111.1%, and Mercari increase 111.5% from previous year. [\(Source\)](#)

Media Trends

- **Publisher's E-business Creates Products:** In the recession of magazines, hit products are being created by publishers. “President Woman” which targets working women has been conducting online events while limiting the issue to twice a year. As a result, reader community has been created with over 400,000 free members and 190 bags sold over \$500 was sold out. Bunshun Marche, which included product description written by interviewing the production site sold 1-million-yen worth of products within a year. Strong engagement with readers and members is common to successful product sales. [\(Source\)](#)

Travel Trends

- **Promotion Efforts of 2022:** Travel agencies are setting packages with early discount prices and implementing campaigns. Agencies that have strong relationship with airlines such as JALPAK has launched a campaign for members.
 - JTB: Set early discount 120 days prior and 180 days prior. 2000 yen to 13,000-yen discount will apply depending on the hotel
 - HIS: Set early discount 120 days prior and 150 days prior. Pricing is fixed depending on the seating class and hotel category
 - JALPAK: Developing a limited-time discount campaign and a bonus mileage campaign
- **Price Comparison** (bottom rate, 2 person): Based on 3-night stay at Deluxe category hotels departing from TYO, In 2022, Hawai’i currently has the highest unit price in terms of price, but there has been no significant price fluctuation since last month. Resorts such as Guam and Okinawa have been almost flat since last month. Only Thailand is on a downward trend. In December, the unit price fluctuated the most from the previous month in Singapore, but this is not a particularly big rise either.

- **Major Wholesalers Package Stop-Sell**

Wholesalers	Stop-Sell until
JTB, HIS, KNT-CT	1/31
ANA X, JALPAK	2/28

Airlift

- **Airline Operations & Suspensions:** Five airlines (ANA, Hawaiian, JAL, United and ZIPAIR) operated direct flights to Honolulu with 80 flights/19,813 air seats in December. As of 12/22, there

will be a total of 80 flights with 20,932 air seats in January and 81 flights with 19,320 air seats in February.

- **Fuel Surcharge:** Major airlines set the fuel surcharge for January ticketing at 6,600 yen/one-way for Hawai'i, however, for February and March issued tickets, the charge increased to 12,100 yen/one-way.

Leisure Activity Update

Mālama Hawai'i Initiatives

- **Mālama Hawai'i Video Advertisement on Digital Platforms :** HTJ advertised Mālama Hawai'i concept video to travel lovers and environmentally conscious people through YouTube, Instagram, Facebook, Tver and AbemaTV from December 7 to 20. The number of views by the advertisement was 1,199,250, and gained 1,723,353 impressions. Especially for Tver and AbemaTV, platforms that are hard to skip advertisement, the complete viewing rating was 97.26%.
- **Mālama Hawai'i and Ahupua'a Video Diffusion through SNS:** To further diffuse Mālama message and to increase the engagement of the posts on Facebook, HTJ conducted advertising on posts with Mālama Hawai'i message video, concept video, and Ahupua'a video. It gained 620,258 impressions. The post of Ahupua'a video with Japanese subtitle gained 147,808 impressions both organically and by advertisement. Most of the followers of Facebook being repeaters, many positive comments on how important is to take care of nature and Hawaiian culture were received. On the other hand, there were comments that they are looking forward to visit Hawai'i hopefully soon.
- **Mālama Hawai'i Advertorial:** In December, made in Hawai'i products and Hawaiian culture, how to become and benefits of becoming Hawai'i specialists and Japanese docents in Hawai'i were featured in LightHouse Hawai'i, a free paper for the Japanese community in Hawai'i. HTJ will continue the exposure to motivate readers to learn Hawaiian culture and history.
- **Collaboration with TV:** Since September, HTJ has been collaborating with BS12's "Hawai'i ni Koi Shite" and has been broadcasting Mālama Hawai'i message video and sharing HTJ's initiatives. To raise awareness of Mālama Hawai'i and Pono Traveler, HTJ introduced how travelers can contribute to protecting Hawai'i's environment, generating 1,210,000 monthly viewers and 5,236,400 impressions.
- **Mālama Message Diffusion through Twitter:** A campaign was held on Twitter to spread and share the concept of Mālama Hawai'i. There were 561 applicants and the number of video views on Twitter was more than 18,000, leading to 150,000 impressions.
- **Online Event:** Hawai'i Online Tour was held by Chubu Centrair International airport in conjunction with Japan Airlines and HTJ on December 4. HTJ shared the current situation of Hawai'i and Mālama Hawai'i Initiatives to 3,473 viewers. There were 1,159 questionnaire respondents. Approximately 87% of the participants were repeaters, and the satisfaction level of the tour was very high, as they could see current state of Hawai'i through live videos and feel as they were in Hawai'i.
- **Christmas Instagram Campaign:** Christmas gift campaign was held on Instagram for 3 days from December 22 to 24. With the theme of Mālama Hawai'i, HTJ gathered comments on Hawaiian culture or nature that followers would like to protect. 312 participants commented and the posts resulted in 66,487 impressions and 49,000 reach.

- **Kona Beer Twitter Campaign :** With Kona beer’s Pipeline porter being imported in Japan, HTJ conducted SNS campaign with Kona beer from 12/27 for two weeks. By following and retweeting both accounts, winners will receive Kona porter and will be able to enjoy the taste of Hawai’i.
- **E-newsletter:** On 12/3, HTJ distributed E-newsletter to 336,555 members and open rate was 22%. As we entered the holiday season, HTJ introduced seasonal events in Hawai’i such as the Aloha program’s Hawai’i specialist-only special concert and the live broadcasting of the lighting ceremony of Honolulu City Lights. Also Ahupua’a video and Queen Kapi’olani’s birthday was included.

Travel Trade

- **Mālama Hawai’i Diffusion:** In December, HTJ continued to collaborate with travel agencies and airlines to raise awareness of Mālama Hawai’i. Concept video is being played at travel agency stores, in-flight on JAL’s domestic and international flights, and being spread on each company’s SNS.
- **Virtual Site Inspection:** To prepare tourism recovery, HTJ has conducted virtual site inspections by involving Hawai’i stakeholders. In December, HTJ arranged and shot 3 partner properties (Alohilani, Aston Waikiki Beach, Battleship Missouri). Also, over 10 partners are scheduled for January and February. Once these videos are created, HTJ will utilize them as educational tool and diffuse via HTJ’s owned media and SNS.
- **Travel Trade Website:** HTJ continued posting columns including Hawai’i visitor statistics, COVID19 updates, new columns featuring MICE information and more.
- **Satellite Office Activities:** 40 articles were posted on Aloha Program by satellite offices. Top popular articles are the latest news of Hawai’i such as Christmas and Hotel updates, Mālama Hawai’i messages, and each agent’s virtual tour info.
- **Monthly Mail Magazine:** Travel trade e-magazines were distributed to over 7,543 members on December 23. In the e-mail magazines, HTJ continued diffusing Mālama Hawai’i concept videos, the monthly stats, COVID19 information and Study in Hawai’i. Open rate was 42.6 %. Web media/GDS system, Infini picked up this mail magazine and distributed to their members (UU: 35,000, PV: 40,000/Monthly).
- **SNS Reach:** HTJ posted total 29 columns on Travel Trade Member Twitter and gained 25,089 impressions with total 1,173 followers. The tweets are linked with Travel Trade website. Main tweets are Mālama Hawai’i message, COVID-19 updates, and partner’s updates.

- **Travel Trade Calls:**

Airline	Wholesaler/TA/TO/OTA	Other	Total
23	28	30	81

- **Hawai’i Online B2B Travel Trade Showcase:** In December, HTJ had a partner briefing and over 40 partners signed up for this event. The purpose of this event is to strengthen the relationship with partners and travel agents and to develop new products for Hawai’i travel recovery.

- **Information Distribution:** HTJ continued sharing not only COVID19 conditions/changes, but also HTA visitors' arrival data and Airlift. Soon after government officials' announcements, HTJ translated in Japanese, distributed to Hawai'i partners, and posted on allHawai'i.jp. HTJ distributed the email news to over 750 partners/agents in Japan and Hawai'i through HTJ contact list.
- **COVID-19 Related Inquiries:** In the month of December, there were a total of 261 inquiries about COVID-19. Most of the questions related to what needs to be prepared prior to traveling to Hawai'i and what is the process upon returning to Japan. Additionally, there were questions about proof of vaccination or negative test results. HTJ will continue to update information on COVID-19 microsite.

Public Relations

- **Media Approach:** As the number of infection has settled down in Japan, media movements have become more active. Since October, HTJ has started a positive approach to the target media that conveys the message of Mālama Hawai'i. As a result, in December, HTJ has succeeded in incorporating the message of Mālama Hawai'i into the Hawai'i special feature of the media with high reader engagement. There were 40 medias HTJ approached and assisted in December. Also December commemorated 80 years since the beginning of World War II, there were many coverages on TV and in newspapers.

Although it is difficult to travel abroad, consumers are highly motivated, and there is demand for Hawai'i's information. HTJ will continue to convey the message of Mālama Hawai'i carefully through prompt media response and detailed editorial support.

In month of December, total 236 media exposures, 13,450,206,009 impressions and \$4,728,248.66 AVE were earned through public relations.

- **Interviews:** HTJ assisted multiple interviews with major TV stations and media in Hawai'i. Reporters from LA of NHK, TBS, and Hawai'i Hocht interviewed Japan Country Director about the current situation of COVID-19 and Hawai'i's Mālama Hawai'i initiatives. The coverage will be featured in January for TBS and Hawai'i Hocht.
- **News Releases:** HTJ distributed 4 news releases in December to 3,326 media. As a result, there were 117 exposures with 18,250,532,774 impressions, and \$787,991.94 AVE.

Release date	Description	Number of media
12/2	HTJ supports charity concert by organizing collaboration with sister city Junior orchestras	655
12/10	Gift campaign for Aloha Program advance specialists. Receive 2022 Mālama Hawai'i calendar	683
12/14	Mālama Hawai'i concept video retweet campaign. Win the CD with the music from concept video	1,245
12/28	HTJ conducts 5 th Hawai'i Travel Awareness survey	743

- **Hawai'i Media Introduction:** There are several local Hawai'i media that shared updates and information about Hawai'i. Since many local updates are sought in Japan, HTJ added the [information page](#) featuring Hawai'i's local media. It will be convenient to obtain Hawai'i's information in one place.

Event Support

- **Hawai'i Theme Events:** HTJ supported 4 events with the theme relating to Hawai'i in December. All event organizers commented that they could feel the enthusiasm of the visitors who wants to travel to Hawai'i.
- **Aloha Hawai'i Illuminage Event:** The drive-through Illumination event which has been held in Hawai'i for last three years took place in Japan for the first time and will be conducted for three months. Illumination designs with visitor spots such as Waikīkī Aquarium and Honolulu zoo can be seen. At the venue, pamphlet about Mālama Hawai'i is distributed and information about Aloha program are shared.

Aloha Program

- In December, HTJ continued to educate Hawaiian culture through its website. HTJ also conducted special live Christmas concert by Jake Shimabukuro to provide atmosphere of Hawai'i and Hawaiian music. In addition, virtual hotel tour from Halekulani was conducted.

- **Webinar:**

Date	Description	Attendees
12/3	Hawai'i Specialist Intermediate Examination Preparation	86
12/18	How was hula born	110

Community

- **2nd Annual Hawai'i Youth Symphony Online Event with Japan Sister City Jr. Orchestra:** Hawai'i Youth Symphony's annual virtual gala was held on December 7. HTJ collaborated with Japan's junior orchestra in sister cities (Hokkaido, Ehime, and Okinawa) to be appeared in the online concert video. Also, HTJ assisted with translating the subtitles in Japanese for HYS teaser video and distributed news release of the event to media which resulted in 31 media exposures including Yahoo Japan, Yomiuri Newspaper Online, Allabout with 2,626 million impressions.
- **Made in Hawai'i Festival:** During November, HTJ supported the Made in Hawai'i Festival and filmed the event and interviewed 15 vendors. In the month of December, HTJ published the videos about the event and made in Hawai'i products. They can be viewed on HTJ's [YouTube](#).
- **Hawaiian History Shared on SNS:** For Princess Pauahi's birthday (12/19), HTJ posted about her achievement on Twitter on how she provided land and property for the education for the next generation and introduced the Bishop Museum.

"Coming Attractions" for Leisure Market

What	When	Where
Aloha Program Webinar: Aloha from Hawai'i	Jan 15	Online
Aloha Program Webinar: Restaurants and Shops Updates	Jan 28	Online
Hawai'i Virtual Tour Video Shooting	January – March	Hawai'i
Hawai'i Online Travel Showcase	March 15-17	Online

Hawai'i Tourism Canada 2021 Monthly Leisure Marketing Report – December

Market Intelligence/Market Conditions

Economy

- Supply-chain disruptions have slowed but not arrested Canada's economic recovery. With a fourth wave of infections receding, output is projected to surpass pre-pandemic levels by the end of 2021 and grow faster than trend at 3.9% in 2022 and 2.8% in 2023.
- Inflation is projected to moderate as production bottlenecks clear, before strengthening again as unemployment falls. More persistent supply constraints could, however, mean that inflation stays higher for longer and delay a projected acceleration in trade and consumer spending.
- Canadian labor markets have largely recovered from the pandemic but pressures that existed pre-COVID have resumed and indeed have been exacerbated. Evidence of labour shortages is now more widespread, spanning high-skilled to lower-skilled occupations. The policy and market response can include growing the supply of labour: incenting older workers to stay in the workforce, to and beyond age 65, and bolstering our immigration intake of knowledge workers.
- According to a recent economic outlook by BMO Financial Group, "the omicron variant of Covid-19 has thrown a huge curveball at the economic outlook for the first quarter of 2022. A temporary decline is predicted this quarter and key interest rates are expected to rise 75 basis points this year."
- The loonie averaged US\$0.80 during the period.

Outbound Travel Market

- Canadians made almost 3.0 million trips throughout the first ten months of 2021, compared to 8.6 million last year, and 28.2 million in 2019. Almost 60 percent of the trips recorded so far in 2021 occurred in the past three months. Almost 1.8 million Canadian residents returned from overnight trips in August, September, and October.
- The summer travel season (May-Oct) saw 2.36 million Canadians return from an international trip, compared to 16.4 million in 2019. Almost half of this activity occurred in the final two months of the season. With the land border closed throughout the season, there was a much larger share of trips to overseas destinations (51%) than in 2019 (34%).
- Almost 309 thousand Canadians return from an overnight transborder trip in October—almost 5 times the volume of trips registered in October 2020. Monthly activity is now at 20 per cent of the volume seen pre-pandemic. So far in 2021, 1.4 million Canadians have taken an overnight transborder trip, 57 percent of which occurred since August. The national ADR averaged CAD\$150 throughout the first ten months of 2021, a 9.9 per cent increase over 2020 (\$137) but a 14 per cent drop compared to 2019 (\$175).

Competitive Environment

- Compared to 2019, destinations in the Caribbean, Mexico, and Central America recorded a 92 percent decline in activity throughout the first ten months of 2021. There were 372 thousand arrivals registered during the period— almost half of which occurred in September and October. With activity picking up in the last two months, the 2021 summer season recorded 301 thousand arrivals. This was almost five and a half times the activity seen last summer but reflects a 79 per cent decline compared to 2019. The first ten months of 2021 saw almost 56 thousand Canadian arrivals in the Asia-Pacific region, a 92 per cent decline compared to 2020, and a 98 per cent drop over 2019. With very few countries allowing non-essential visitor arrivals, the 2021 summer season saw just 31 thousand Canadian arrivals in the region. While this was almost double the volume recorded last summer (17 thousand), it reflects a 98 percent decline compared to 2019.

Consumer Trends

- As news of the Omicron variant spread, the Index of Consumer Confidence fell 7-points to 101.2 in November. This was the second consecutive monthly decline and the lowest level recorded since April. The index is now 16 percent below its pre-pandemic level. Lower confidence levels were recorded across Canada, as the share of respondents with positive views regarding their purchasing power and future finances retreated. Just 18 percent of survey respondents believe now is a good time to make a major purchase.

Travel Trends

- The month of November saw 22 thousand Canadian arrivals—the highest monthly volume since March 2020 and close to half of the visitors recorded so far in 2021.
- Nine-in-ten visitors in 2021 were independent travellers, a higher share than previous years.
- From Jan-Nov, 45 thousand independent travellers were counted, while package trip volumes fell below 5 thousand.

Media Trends

- Google reveals Canada's top trending searches in 2021

Questions about COVID vaccines, the federal election and sports lead the list of Canadian news searches. The challenges and issues faced by Canadians during 2021 are evident in the results of Google's 2021 "Year in Search" report – but so are key cultural events in sports, politics, and entertainment. Canadians searched about getting vaccinated, the history of Residential Schools, and about the return of the NBA, NHL, and the Euro Cup.

In the list of questions posed to Google, vaccinations and the 2021 federal election topped the list. Canadians wanted to know “how to get a vaccine passport” and “how to book a COVID vaccine”. Ahead of the federal election in fall 2021, Canadians wanted to know why the election was called and made sure they were prepared by searching “how to register to vote in Canada.”

- Scotiabank is set on making a Scene+

The bank has big plans for its merged loyalty program in 2022, but first it needs to get its 10 million members on board with new features. The team behind one of Canada’s largest loyalty programs will be spending its time in the coming weeks briefing its members about all of the changes that will result from the merger of Cineplex’s popular Scene program with Scotiabank’s Scotia Rewards to create Scene+.

Airlift

- Carriers offered 41 thousand seats in November—almost the same volume as all ten preceding months (Jan-Oct 2021). The first eleven months of 2021 saw 83 thousand seats offered compared to 424 thousand in 2019.
- Carriers offered 148 thousand direct seats in 2021, with almost three-quarters of this service listed in the final two months of the year.
- With travel activity beginning to pick-up, visitation in 2021 is estimated at 85 thousand arrivals; about half of the volume recorded in 2020 (-48%) but an 84% drop compared to 2019.

Market Intelligence/Market Conditions

- The federal advisory against non-essential travel outside of the country is still in effect and travellers are required to have a negative PCR test within 72 hours of their arrival in Canada, no matter the duration of their stay abroad. One issue that travelers are encountering now is the overwhelming demand for PCR tests and getting test results back within that 72-hour window is not guaranteed.
- WestJet Airlines is dealing with so many employees out sick with the Omicron variant that it is being forced to cut 15% of its scheduled flights through to the end of January. Prior to the cuts, the airline had been operating 450 flights per day (about 60 or 70 flights will be cancelled per day and then consolidated onto other flights).
- New measures taken by the provincial governments are impacting travel directly or indirectly:
 - Ontario: The province has reverted to a modified step 2 in an attempt to slow the surge of new COVID cases. The new measures took effect Jan. 5 and are in place for at least 3 weeks (Jan. 26) before being reassessed. Indoor dining is no longer permitted; gyms/theatres/museums etc must close; retail settings & personal care services will be permitted at 50% capacity, and all social gatherings are reduced to 5 people indoors/10

people outdoors. Additionally, businesses & organizations need to ensure employees work remotely where possible, and all schools have moved to remote learning until at least Jan. 17. Hospitals have also been directed to pause all non-emergent and non-urgent surgeries to preserve critical care capacity. The province has also shortened the required isolation period from 10 to 5 days for vaccinated individuals and limited the public's access to PCR tests to only symptomatic, high-risk individuals and those who work in the highest risk settings.

- Quebec: The Quebec government has further tightened public health measures as cases continue to soar. Effective Dec. 31, a province-wide curfew (10pm to 5am) was reinstated, with only essential workers travelling to/from work being exempt. The curfew will remain in effect indefinitely. Private gatherings of any size are no longer allowed, and all restaurants must close indoor dining. Retail stores must operate at 50% capacity and all non-essential businesses must close on Sundays through to Jan. 16. The province has also closed bars, gyms, movie theatres, concert venues and spas. A work-from-home order is in effect, and school is online until at least Jan. 17.
- British Columbia: BC's current restrictions (announced Dec. 22) are in effect until at least Jan. 18, with currently no new restrictions being imposed. Schools are set to reopen on Jan. 10 but are preparing to move online as it anticipates teacher shortages due to Omicron.
- Alberta: No new restrictions have been announced but the province has urged residents to cut their close contacts in half. The province has delayed the reopening of schools until Jan. 10. The government has also reduced the isolation period from 10 to 5 days for vaccinated individuals who are Covid positive.
- Saskatchewan: The province hasn't announced any new restrictions but is now limiting the general public's access to PCR tests to high-risk populations only and has reduced mandatory self-isolation for fully vaccinated people who are Covid+ from 10 to 5 days.
- Manitoba: No further restrictions have been announced beyond what is already in place, however the province has delayed the return to school until Jan. 10 at which point students will engage in remote learning until Jan. 17.
- Atlantic Canada: Public schools in Newfoundland have returned to remote learning, which will be re-evaluated on a weekly basis. It has announced new restrictions that took effect Jan. 3 and will be reassessed on Jan. 17. Nova Scotia has expanded eligibility for booster shots to include anyone 30 years or older and imposed tighter visitor restrictions at hospitals. In PEI, schools will not reopen until at least Jan. 17, and restrictions put in place before Christmas (gathering limits, capacity restrictions at businesses etc.) that were expected to end Jan. 8 have been extended to Jan. 17. In New Brunswick, new restrictions have just been put in place to mitigate the impacts on the health-care system. This includes reserving PCR tests for people who are symptomatic and high-risk.
- Territories: Yukon officials have announced new measures that are set to begin on Jan. 7. They include limiting personal gatherings and restricting organized indoor gatherings to 50% of a venue's capacity. Restaurants, bars and clubs are also limited to serving

6/table. In the NWT, social gatherings are limited to 10 people indoors, and activities such as indoor winter sports, swimming, dancing etc. are suspended.

Consumer

- Air Canada: a cooperative campaign was launched on November 1st including the insertion of one of the Mālama videos in two landing pages one with AC and the other with Expedia.
- WestJet Vacations and HTCAN started a campaign with a high number of insertions in company owned channels including placement of the Mālama Stewardship of the Land video at the airline's lounge in Calgary Airport and all their flights bound to Hawai'i.
- The digital and social campaign featuring the Mālama videos was restarted for the last two weeks of the year in order to encourage the responsible travel during the holidays.

Travel Trade

- Spoiled Agent Programs
In December, Spoiled Agent featured 2 webinars and Facebook live stream events to promote the Hawaiian Islands. The destination-focused webinars featured representatives from the islands chapters for O'ahu and Maui. On December 9, Karishma Chowfin offered an overview of the travel offerings on the island of O'ahu. 88 travel advisors attended the webinar. On Dec. 15, Randy Parker gave an update on traveling to the islands of Maui, Moloka'i, and Lana'i. 60 travel advisors attended the webinar. All the webinars are available on Spoiled Agent's Hawai'i Tourism Canada dedicated page. HTCAN also participated in Spoiled Agent's holiday incentive.



- Montreal Honolulu Flight Launch

On the night of December 8, HTCAN put together an event to announce the launch of the route Montréal – Honolulu which first flight was December 11. With the support of Air Canada, HTCAN gathered a select group of tour operators, travel trade and consumer media to join them for a Hawai'i-themed holiday event to announce the route. Due to the Province of Québec COVID restrictions, the event was capped to a maximum of 25 guests.

During the event HTCAN did a presentation with a general overview of the Hawaiian Islands, and Air Canada announced the details of the new route. This flight brings Hawai'i and Eastern Canada closer servicing not only the Québec market, but also the Atlantic provinces.

Most of the attending media published the news early next morning and the local tour operators showed a great interest on the educational programs Hawai'i Tourism Canada has in place for the Canadian market.



Public Relations

- Proactive and reactive pitching with prior approvals from the HTA. Pitching themes include a mix of virtual experiences and 2022 in destination activities for future press trips.
- In regular conversation with media to ensure they are updated on all regulations and safety protocols pertaining to COVID testing.
- In discussion with journalists for potential visits to Hawai'i in Spring 2022. Themes include outdoor adventure, culture, culinary and responsible travel.
- Hosted successful event in Montreal with top-tier Montreal media in attendance to promote Air Canada YUL-HNL nonstop flight. All event coverage shared with HTA team.
- Assisting journalists Rick & Chris Millikan (Inspired 55+ Travel Magazine) already travelling to the Island of Hawai'i in December. With approval from HTA, HTCAN committed to providing assistance with activities and rental car. HTCAN worked jointly with the Island of Hawai'i PR team to facilitate itinerary.
- Assisting journalist Mhairri Woodhall (Calgary Herald) already travelling Maui in December. With approval from HTA, HTCAN committed to providing assistance with rental car and airport transfer fees share resulting coverage with HTA team.
- In discussion with Air Canada to send one journalist from Vancouver and Calgary on new routes. HTCAN with work with Air Canada on selecting tier A journalists.

Travel Trade Activities

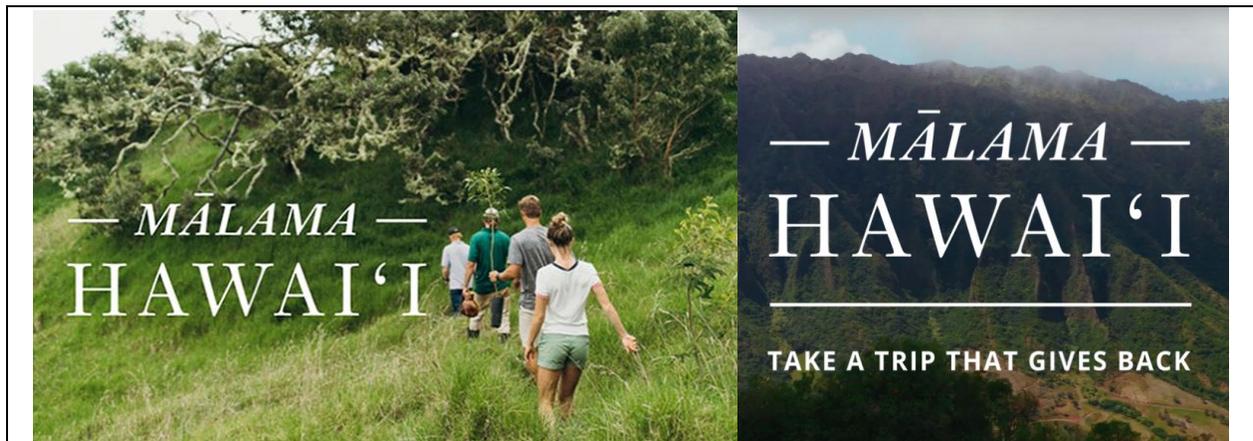
Airline	Wholesaler/TA/TO/OTA	Total
6	29	35

- Canada tells citizens to avoid all non-essential international travel
On December 5, the federal government officially advised Canadians to avoid all non-essential international travel for at least four weeks, at which time the advice will be reviewed.
- Canadian travelers react positively to change of Hawai'i entry rules
Canadian travelers have reported being pleased with the ease of entry requirements for Hawai'i. Hawai'i has eliminated a step in its Safe Travels program for screening incoming arrivals to the Islands and also shortened the quarantine period for arriving travelers who do not receive an exemption. The updated regulations both streamline the entry process and bring the Safe Travel protocols in line with the most recent guidance from the CDC and the state's Department of Health. The new measures make it easier for Canadian travelers to travel to Hawai'i and follow COVID-19 protocols.
- Canadian travelers struggle with flight delays, cancellations, testing backlogs as they return to Canada
With Canadian border officials requiring people entering the country to present negative PCR test results less than 72 hours old, many travelers found themselves effectively stuck with some testing centers taking longer to send results due to backlogs as a result of the Omicron variant. Many travellers were also under pressure at airports, as carriers canceled flights over the past weeks. The government has warned Canadians who don't provide valid COVID-19 test results on their returns to the country could face fines of up to \$5,000, and could have to quarantine at designated facilities if they are symptomatic.
- The airline industry is facing disruptions
Canada's airline industry is set to face more disruption in the coming weeks as a combination of Omicron variant and bad weather conspire to dash the plans of air travellers. WestJet Airlines announced on Dec. 30 it would consolidate approximately 15 percent of scheduled flights through to Jan. 31, due to staffing shortages. Currently, the airline has 181 workers infected with COVID-19, part of a 35% increase in active cases in recent days. Nino Montagnese, vice-president, Air Canada Vacations, released a letter to travel partners on Wednesday (Jan. 5), confirming that the resurgence of COVID-19 and new government regulations has led to "unavoidable disruptions" to Air Canada's flight schedule from Jan. 24 to April 30, 2022. This has affected many destinations, including Hawaii's flight from Montreal to Honolulu.
- Omicron causes trip cancellations
As Omicron cases rise, people cancel their winter trips. New travel restrictions prompted by the Omicron coronavirus variant have set back the recovery of international flights, creating delays and cancellations in some regions. Many passengers hoping to travel for the new year can expect disruption due to airline and airport staffing shortages. Travel advisors have been busy dealing with trip cancellations.

- Canada has no plans to close borders
Prime Minister Justin Trudeau says he currently does not have any plans to close the border due to the Omicron variant. During a federal government’s COVID-19 briefing, a reporter asked Trudeau, “why not completely shut the border?” In response, the PM said that Canadians will never be barred from entering the country, and that combatting community transmission of COVID-19 and Omicron is a greater focus for the federal government than further restrictions for travel. In addition, Omicron is already well entrenched in Canada, as it is in most countries around the world. However, Trudeau said “we are always open to any option to better ensure Canada’s safety,” when it comes to future travel restrictions.

Responsible Tourism Update

- Mālama Hawai‘i Campaign
The Mālama Hawai‘i campaign continues to be the main focus of HTCAN’s efforts to promote sustainable tourism and volunteer opportunities. An effort has been made to create awareness in the travel advisors to pass along the message to their clients about visitors being respectful of the communities, traditions, environment, etc. when visiting Hawai‘i.



Island Chapters Engagement Update

- HTCAN is in communication with the Island Chapters. The design of the social posting calendars has been sent for their approval. HTCAN has set the calendar for the Spoiled Agent series and is working with them to produce e-blasts in conjunction with the webinars.

“Coming Attractions” for Leisure Market

What	When	Where
Educational programs	January	Canada-wide

Hawai'i Tourism Oceania 2021 Monthly Leisure Marketing Report – December

Market Intelligence/Market Conditions

Australia & New Zealand

Both Australia and New Zealand are approaching a significant achievement with both countries being over 90% fully vaccinated in the adult population and booster programs well underway in both countries.

The Omicron has made its way to Australia and this, combined with the loosening of border restrictions has seen a large increase in Covid-19 cases, at the time of writing, around 20,000 daily cases throughout Australia. However, because of the high vaccination rates, hospitalization and deaths remain low.

Flights from Australia to Hawai'i, resumed on 15th December and Qantas has begun the restart of their flights also. Hawaiian Airlines are reporting good sales and load factors of around 70%.

Currently the rates are sitting at AUD.72cents & NZD.68cents against the USD which is nearer the lower end of the 12-month range – but still stronger than pre-Covid levels.

Outbound Travel Market

Australia & New Zealand

- Australia has now removed restrictions around international travel which has led to the restart of outbound travel. Each state still applies their own rules, with the most open being New South Wales (Sydney) and Victoria (Melbourne). Flights have begun returning ex these gateways, including Hawaiian Airlines and Qantas (both with services to Honolulu)
- Crucially, despite the increase in cases, the government is committed to keeping the borders open and restrictions around travel continue to ease.

Competitive Environment

Australia & New Zealand

- There has been a notable increase in advertising by destinations, airlines and retail partners. The destination with one of the biggest budgets appears to be Fiji which began welcoming Australian visitors from 01 December and there was a huge amount of press around this.
- While the advertising has attracted some controversy around how well the culture has been respected, it has certainly been successful in terms of sales with the small island nation now pretty much booked for the next few months.
- Over the Christmas period the vast amount of traffic has been VFR, especially to Europe.
- We are expecting a very busy start to the year with all major trade partners going to market in Feb with large-scale USA campaigns. Starting the year strong will be vital to attracting travelers in the second half of the year.

Consumer Trends

Australia & NZ

- Traveler confidence is returning as more people see others travelling and that it can be done
- There has been a huge pressure on PCR testing sites because of a combination of Omicron cases and also the testing requirement for return travelers. There is expected to be some easing of the return testing requirement in the coming weeks which will alleviate one of the current barriers to travel

Travel Trends

Australia & New Zealand

- Nothing new to report

Media Trends

Australia & New Zealand

- We are seeing more enquiries from publications keen to feature Hawaii and have started working on partnerships and media opportunities, including TV for 2022.

Airlift

Australia & New Zealand

- Flights have restarted and we have already hosted a journalist from [escape.com.au](https://www.escape.com.au) on the first HA flight and received great coverage, including this video <https://www.escape.com.au/destinations/north-america/first-flights-back-to-hawaii/video/e2c3f07145689f1c67896a426dd5371d>
- Air New Zealand has advised their schedule for recommencing flights to Hawaii, commencing, 14 April. Services will start at 3 x per week, increasing to daily

Market Intelligence/Market Conditions Impact on Hawai'i Travel

Australia & NZ

- The outlook continues to be very positive. In our discussions with trade partners over the month, we have discovered that Hawai'i continues to rate as one of the most desired destinations to return to.
- Many partners have Hawai'i as a top priority for Q1 2022 and we have many partnerships underway for the peak booking period in February.

Leisure Activity Update

Consumer

- **Social media/blog:** We have created new blog content that is currently being uploaded and are focusing on a re-education of Hawai'i and a focus on Malama and made in Hawai'i. We are now

working with an agency to help with social media content. We launched a competition on Instagram to coincide with the first flights from Australia which resulted in a boost for engagement and followers on that channel.

- **Mastercard:** This promotion has finished and we are awaiting results
- **Luxury Escapes:** Destination Spotlight campaign underway and will continue to run into Jan with key hotel partner

Upcoming Activity Q1 2022

- Flight Centre USA campaign
- International Traveller responsible travel supplement
- Mardi Gras Fair Day
- Consumer eDM

Trade calls/meetings

- Luxury Escapes
- Flight Centre
- International Traveller

Travel Trade

Destination Webinars

HTO in partnership with Hawaiian Airlines presented “Update from the Hawaiian Islands” on 14 December. There were two live sessions on the day which was attended by over 70 attendees. HTO took this opportunity to provide a latest update on Travel Requirements to the Hawaiian Islands and also, the Malama Hawai'i program.

The recorded session is available [Hawai'i Tourism Oceania – Destination Webinars](#) and HTO also has the ad. banner on Destination Webinars to promote Malama Hawaii among 1800+ AU & NZ travel trade with link to Gohawaii website.

MTA Webinar

HTO in partnership with Outrigger Hotels & Resorts conducted a webinar for MTA agents on 22 December. The session was attended by 20 agents.

NZ Round-table

HTO invited key industry partners to a gathering to re-connect as we look ahead towards the restart of travel between NZ and Hawai'i. Partners included the US Consul General, Hawaiian Airlines, Air New Zealand, Flight Centre, Helloworld, House of Travel and First Travel.

Trade Calls/Meetings

- Virtuoso
- Outrigger Hotels & Resorts
- Signature Media to discuss Trade PR in 2022
- Travel Authority
- Travel Managers
- Take3 for the Sea
- Sydney Mardi Gras

Upcoming Activities in Q1 2022

- Ohana Update on 2 & 3 Feb 2022
- Viruoso Forum on 10-11 Feb 2022
- Trade newsletters

Public Relations

- **Fantastic coverage** across trade and consumer media from the first flight on 15 December
<https://www.escape.com.au/destinations/north-america/usa/hawaii/wild-scenes-as-hawaii-welcomes-aussies-back/news-story/007ab9b6a2e6a4667a9b1d47877b0dd2>

<https://karryon.com.au/industry-news/hawai%CA%BBi-welcomes-first-aussies-as-hawaiian-airlines-honolulu-flights-resume/>

- **Aloha Friday** – Our previously popular Hawai'i feature in Travel Daily will recommenced with Travel Weekly and KarryOn, and will recommence in NZ from Jan
- **KarryOn** - <https://karryon.com.au/lifestyle/the-aloha-update-everything-you-need-to-know-about-travelling-to-the-hawaiian-islands/>

Responsible Tourism Update

During the month HTO continued to integrate Mālama Hawai'i into the market including both trade and consumer opportunities. Discussions took place with NaHHA around trade training and HVCB around industry partner learnings.

We have increased responsible tourism content on the blog and also across our social media channels. We are also working with International Traveller to create a responsible tourism guide in Q1 2022.

Island Chapters Engagement Update

HTO are also beginning to acquaint ourselves with the individual island DMAPs including the completion of training with OVB (initiated by OVB) and the integration of this DMAP into our 2022 planning.

Hawai'i Tourism Korea

2021 Monthly Leisure Marketing Report – December

Market Intelligence/Market Conditions

Economy

- Korea's exports stood at \$60.74 billion in December, the largest ever monthly figure. Korea's exports for 2021 reached US\$644.54 billion in 2021, a 25.8% increase from the previous year, to reach the highest annual figure since the country began compiling trade-related data in 1956. The total trade volume also hit a yearly record of \$1.26 trillion last year, and Korea became the 8th largest trading nation in the world.
- The average USD/WON exchange rate in December was KRW 1,163.95, slightly appreciated compared to the previous rate of 1,183.68 in November.

Outbound Travel Market

- The number of outbound travelers from Korea in November recorded 147,907, 109.3% year-on-year increase.

Competitive Environment

- The Fair Trade Commission has approved the merge of Korean Air and Asiana Airlines under the condition that two airlines return some slots and redistribute flight routes. Under the condition, it is expected that about 10 exclusive routes including New York, Los Angeles, and Nagoya, which account for 100% of the market share, will be adjusted.

Consumer Trends

- According to a recent survey, 63% said they would definitely travel internationally in 2022. For travel reasons, 54% said that they were getting out of patience; expecting more stabilized situation (42%); and gained confidence in safe travel (22%). (source: goodchoice, no. of respondents: 723 pax)
- MZ generation, who is active in premium consumption, has turned to hotels as overseas travel was difficult due to the prolonged Covid-19. At the end of the year, when the quarantine against Covid-19 strengthened, 'small luxury' was on the rise. Hotel cakes were quickly sold-out for home parties. Hotel buffets and accommodation packages were also booked a lot.

Airlift

- Korean Air increased its frequency of ICN-HNL route to 5 times a week from January (D23567), and it plans for daily service from April.
- Hawaiian Airlines will increase from 3 to 4 weekly flights from January 22.
- Asiana Airlines will return to service with 3 weekly flights from April 3.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

- Korea extended the current quarantine of 10 days for those arriving from abroad regardless of nationality and vaccination status until February 3, 2022.

- Korean government has publicized its 2022 goals of attaining full-fledged normalization of the economy beyond the pandemic crisis including the tourism sector which was severely hit by COVID-19.
 - The government will offer benefits to outbound travelers including the plan for abolishing the upper ceiling of \$5,000 in the purchase of goods at duty-free stores nationwide.
 - The operation period of landless flight tour products will be extended from December 2021 to June 2022.
 - The number of international flight routes will be actively increased or restored from the current operation of 330 weekly flights to 31 countries to the pre-pandemic level of 4,712 weekly flights to 45 countries.

Leisure Activity Update

Consumer

- **Digital Recovery Consumer Co-op Campaign with Naver Travel+:** The main goals of the campaign were to educate travelers on Mālama Hawai'i and position Hawai'i as a first-go-to travel destination after the pandemic under the main theme 'Hawai'i Again'. The stories were posted on Naver Blog, Naver Post, and Maeil Business Newspaper, the top business newspaper in Korea. The campaign generated a total of over \$400,000 in digital PR Value.
- **Media Promotion:** HTK has carried out an advertorial campaign for MZ consumers and travel trade partners. HTK introduced Mālama Hawai'i message and 4 themes utilizing photos and videos from HTA's Knowledge Bank in print and digital forms and generated over \$200,000 of PR Value. Selected publications include 3 fashion and lifestyle magazines (Vogue, Elle, Cosmopolitan), 1 travel magazine (National Geographic Traveler), and 6 travel trade publications (Korea Travel Times, Global Travel News, Discovery News, Leisure Newspaper, TTL News, and Travel Daily).
- **B2C, B2B Newsletter:** HTK published and distributed B2C, B2B newsletters in December. B2C newsletter introduced each neighbor island's available voluntourism activities, latest air schedules, and shared the news about Honolulu City Lights and Waikīkī New Year's Fireworks. B2B newsletter included the latest airlift, HTK's major activities, and Korea market update.

Travel Trade

- **Product Development with Hana Tour:** new products include local cooking class, beach clean-up, and tree planting.
- **Co-op with HA on 11th Street:** HTK carried out a co-op promotion with HA Korea through 11th Street. 11th Street is the Korean affiliate of Amazon.com and is the largest open market online. The promo site included videos and information about Mālama Hawai'i and about neighbor islands via HA connection. When purchasing a Hawaiian airline ticket, a discount coupon of KRW50,000 and a coupon for an 11% discount on hotels in Hawai'i are offered. Originally, the promotion was scheduled to run for a month in December, but due to the effect of the Korea's 10-day self-quarantine guidelines, HA and 11st agreed to extend the promotion until the end of January.

- **Mālama Hawai'i Promotion with Tide Square:** Mālama Hawai'i messages are shared on the Privia website and quiz event is being held for 4 weeks. Some of the quiz winners will receive a Hawai'i made product - Kona coffee. The promotion for Hawai'i hotels and air tickets discounts and deals with Privia and Tourvis has been postponed to February.
- **B2B Education Webinar:** HTK introduced the updated Hawai'i entry rules and Safe Access O'ahu and the latest flight schedules, the Malama Hawai'i campaign, voluntourism, and ecotourism activities.

Travel Trade Activities

Travel Trade Calls			
Airline	Wholesaler/TA/TO/OTA	Other	Total
2	4	-	6

- **Summary of Key Travel Trade Activities**
 - **Airlines:**
 - Met with KE and discussed PUS charter flight plan for Luna New Year
 - Met with HA to discuss co-promotion on 11th street and logo item development
 - **Travel Agencies:**
 - Met with Hana Tour and discussed to launch Mālama Hawai'i products
 - Met with Tide Square and discussed Mālama Hawai'i promotion
 - Met with Timon and discussed a customer promotion
 - Met with Doctor travel and discussed their product development

Responsible Tourism Update

- **HTK has promoted responsible tourism and Mālama Hawai'i through below activities:**
 - Advertorial Campaign
 - B2B Education Webinar: introduced Mālama Hawai'i message and voluntourism activities
 - B2C Newsletter: introduced voluntourism activities in Hawai'i
 - Mālama Hawai'i Product Launch with Hana Tour: developed new tour products include local cooking class, beach clean-up, and tree planting
 - Co-op with HA on 11th Street: delivered Mālama Hawai'i video and message
 - Mālama Hawai'i promotion with Tide Square: provided Mālama Hawai'i examples and quiz

Coming Attractions for Leisure Market

What	When	Where
Co-promotion with Hawaiian Airline on 11 th Street	December - January	Korea
Hana tour – Mālama Hawai'i Product Release	December - January	Korea
Tide Square – Mālama Hawai'i Promotion	December - February	Korea



Group Sales Status Report – December 2021 (Preliminary)

OVERVIEW

The unknown trajectory of the new Omicron variant continues to raise concern about the potential economic impact of the travel industry. In a recent poll by GBTA, 82 percent of travel industry respondents are concerned of the revenue impact of the variant, 69 percent are concerned about employment and rehiring while 61 percent are concerned about safety of business travel. Most travel industry respondents are going to take a wait and see approach and continue with current plans with business travel. In the most recent Pulse survey by Northstar Meetings Group the biggest concern for planners are the rising costs of food and beverage, higher than expected rates and government mandates for COVID safety. For planners, new bookings have increased while rebooking is low since the beginning of the pandemic even with the Omicron variant appearing. With the Omicron variant growing, American travelers are feeling scared and anxious as the holiday season approaches. According to Destination Analyst, 37.2 percent of American travelers have cancelled upcoming trip and 47.3 percent have postponed their trip. Despite the Omicron variant, 30 percent of American travelers are still traveling for Christmas holiday trips.

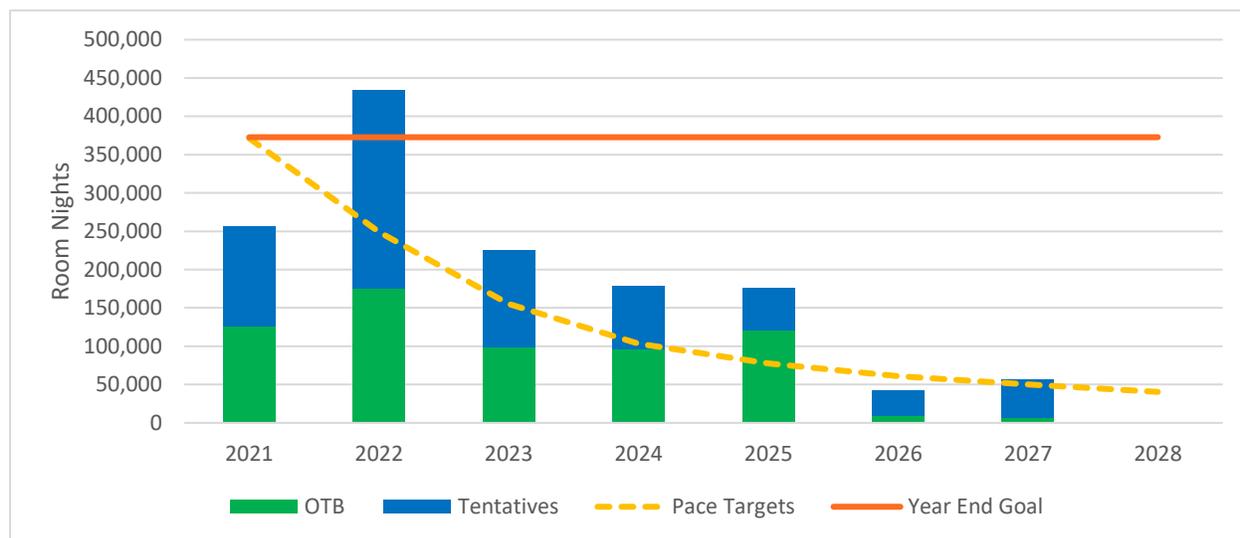
In early December, COVID-19 cases decreased in Hawai'i, which made economic conditions improve, unemployment has declined and both domestic and international visitors have returned. According to UHERO Hawai'i's tourism industry recovered solely by U.S. visitors as international visitors just began visiting in early November. With limited opportunities to visit other destinations, U.S. visitors boosted spending on neighbor islands unlike the island of O'ahu where it lagged since it is more dependent on international visitors spending. Now with the Omicron variant beginning to appear in the islands, the outlook for 2022 recovery is at risk. On the bright side, Hawai'i's vaccination rates are high, and the strong U.S. market should help Hawai'i make it through until international visitors fully return.

CONSUMPTION

The FuturePace Reports on the next page show the number of events and room nights on the books for each year 2021-2028 against a 3-Year Average Year-End Goal.

Table 1: FuturePace Report: Hawai'i 8-year Pace (citywide and single property)

Period Ending: December 31, 2021



Room Nights

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2021	125,555	371,286	(245,731)	-66%	247,155	130,911	372,710
2022	175,581	248,986	(73,405)	-29%	197,129	258,296	372,710
2023	98,515	155,262	(56,747)	-37%	274,195	126,789	372,710
2024	96,277	103,221	(6,944)	-7%	276,433	82,205	372,710
2025	121,100	77,442	43,659	56%	251,610	55,214	372,710
2026	9,977	60,793	(50,816)	-84%	362,733	32,588	372,710
2027	6,508	49,998	(43,490)	-87%	366,202	49,410	372,710
2028	0	40,432	(40,432)	-100%	372,710	0	372,710

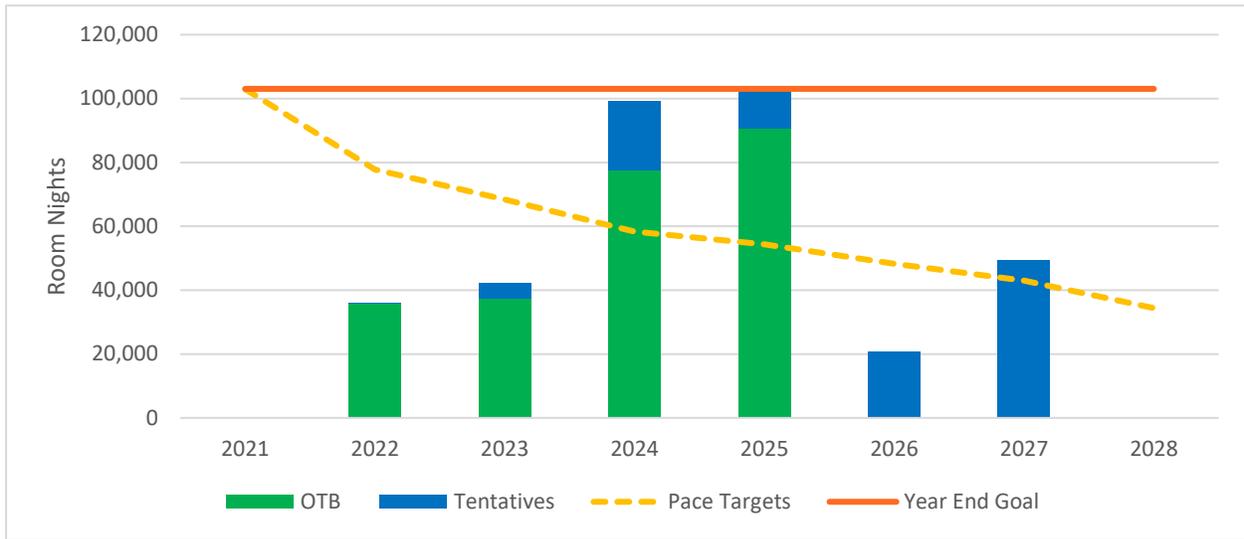
Events

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2021	149	594	(445)	-75%	454	269	603
2022	116	228	(112)	-49%	487	400	603
2023	43	80	(37)	-46%	560	138	603
2024	20	37	(17)	-45%	583	43	603
2025	17	18	(1)	-6%	586	26	603
2026	5	10	(5)	-50%	598	8	603
2027	2	6	(4)	-66%	601	2	603
2028	0	4	(4)	-100%	603	0	603

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 2: FuturePace Report: Convention Center 8-year Pace (citywide only)

Period Ending: December 31, 2021



Room Nights

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2021	0	102,947	(102,947)	-100%	103,041	0	103,041
2022	35,793	77,724	(41,931)	-54%	67,248	120	103,041
2023	37,435	68,434	(30,999)	-45%	65,606	4,913	103,041
2024	77,650	58,318	19,332	33%	25,391	21,604	103,041
2025	90,687	54,314	36,373	67%	12,354	11,895	103,041
2026	0	48,268	(48,268)	-100%	103,041	20,700	103,041
2027	0	42,991	(42,991)	-100%	103,041	49,410	103,041
2028	0	34,399	(34,399)	-100%	103,041	0	103,041

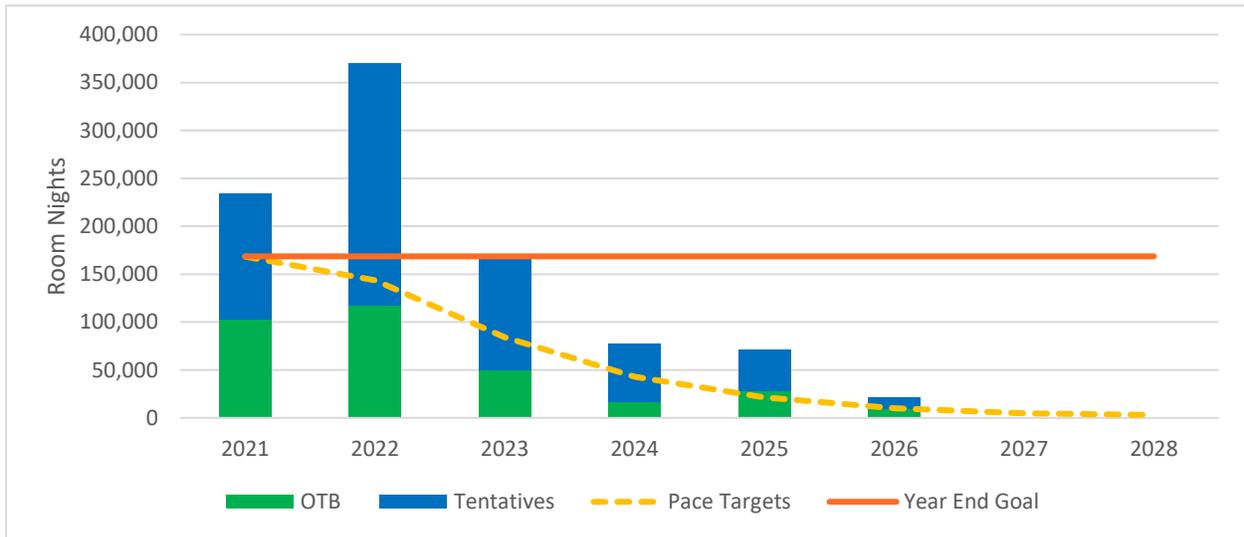
Events

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2021	0	28	(28)	-100%	28	0	28
2022	8	14	(6)	-43%	20	1	28
2023	7	9	(2)	-20%	21	2	28
2024	7	7	0	6%	21	3	28
2025	5	5	(0)	-8%	23	2	28
2026	0	4	(4)	-100%	28	2	28
2027	0	3	(3)	-100%	28	2	28
2028	0	2	(2)	-100%	28	0	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.

Table 3: FuturePace Report: Single Property 8-year Pace (HTUSA only)

Period Ending: December 31, 2021



Room Nights

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2021	103,065	168,405	(65,340)	-39%	65,547	130,839	168,612
2022	116,902	143,636	(26,734)	-19%	51,710	253,013	168,612
2023	49,849	84,079	(34,230)	-41%	118,763	121,110	168,612
2024	16,629	43,030	(26,401)	-61%	151,983	60,601	168,612
2025	27,981	21,363	6,618	31%	140,631	43,319	168,612
2026	9,977	10,043	(66)	-1%	158,635	11,888	168,612
2027	0	4,950	(4,950)	-100%	168,612	0	168,612
2028	0	3,078	(3,078)	-100%	168,612	0	168,612

Events

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2021	105	269	(164)	-61%	165	268	270
2022	74	171	(97)	-57%	196	388	270
2023	29	67	(38)	-57%	241	133	270
2024	11	29	(18)	-62%	259	40	270
2025	11	12	(1)	-11%	259	24	270
2026	5	6	(1)	-9%	265	6	270
2027	0	3	(3)	-100%	270	0	270
2028	0	1	(1)	-100%	270	0	270

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.

SALES PRODUCTION (in the month for any year)

Table 4: Total Sales Production – December 2021

Room Nights	2021 Actual Month	2019	Variance to 2019	2021 Year to Date	2019	Variance to 2019
Definite & Assist-Definite	3,640	75,780	-95%	53,293	333,946	-84%
Tentative & Assist-Tentative	58,721	32,732	79%	576,315	875,907	-34%

Definites and Tentatives generated by HTUSA plus definites, assist-definites, tentatives and assist-tentatives generated by the international GMTs. Production measured to 2019, the last normal production year for more relevant comparison.

**Table 5a: Hawai'i Tourism USA (HTUSA) Sales Production
December 2021**

Room Nights	2021 Actual Month	2019	Variance to 2019	2021 Year to Date	2019	Variance to 2019	Annual Goal	YTD as % of Annual Goal
Citywide								
Definite	0	17,459	-100%	3,911	42,634	-91%	40,000	10%
New to Hawai'i	0	10,349	-100%	0	22,154	-100%	15,000	0%
Tentative	6,415	3,410	88%	100,658	173,887	-42%	190,000	53%
Single Property								
Definite	2,991	57,350	-95%	47,536	224,167	-79%	125,000	38%
New to Hawai'i	2,991	29,777	-90%	30,112	102,932	-71%	65,000	46%
Tentative	46,585	27,559	69%	457,377	614,574	-26%	200,000	229%

The ongoing auditing and database cleansing may result in changes to previously reported figures.

COMMENTS

Sales Production vs. Goals Analysis

In the final month of 2021, December and YTD production continue to highlight the impacts and uncertainty that COVID-19 and its variants have wreaked on both citywide and single-property production.

Hardest hit is stalled lead inquiries for future citywide meetings as citywide planners focus on the moving and rebooking of 2021 and now 2022 citywide events. In all three citywide production categories the negative effects of COVID-19 on production are displayed in the anemic production levels.

In single property production, the negative effects on sales production by COVID-19 uncertainty has been felt but not as deeply as citywide production numbers. The continued bright spot is the confidence by MCI customers in planning future opportunities to Hawai'i as tentative single property room nights production is at 229 percent of the annual goal.

Highlights of Any Key Definites

Single Property

- Incentive – consumer products, January 2022 (584 room nights)
- Incentive – energy, environment, January 2023 (1,547 room nights)
- Convention – scientific, October 2022 (500 room nights)

Highlights of Any Key Tentatives

Citywide

- Convention – association, September 2024 (6,415 room nights)

Single Property

- Convention – trade assns, July 2025 (8,000 room nights)
- Convention – confidential, January 2024 (3,450 room nights)
- Convention – insurance, June 2023 (3,065 room nights)
- Convention – trade assns, November 2023 (2,983 room nights)
- Convention – manufacturing, distrib., February 2025 (2,000 room nights)

Highlights of Any Key Cancellations

Citywide

- Incentive – c: consumer products, January 2022 (584 room nights)

Marketing Efforts

- Activity highlights include:
 - Sendsites Bid Book: Production work continued on the content development of a digital solution that will empower the Meet Hawai'i sales team to rapidly and easily respond to event inquiries and RFPs.

Advertising Efforts

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

Public Relations Efforts

- Activity highlights include:
 - The Public Relations team drafted a letter on behalf of Governor David Ige welcoming the International Dairy Queen Convention in January 2022. In addition to welcoming attendees, the letter also conveyed the message that Hawai'i is open for MCI business.
- Media Coverage Highlights:
 - Hawai'i Convention Center will fully reopen in January – *Travel Weekly* – December 5, 2021

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

November <u>Impressions</u>	November <u>Publicity Values</u>
Print: 249,669	Print: \$33,956
Online: 242,600,450	Online: \$109,804
Broadcast: 2,726,341	Broadcast: \$44,079
Total: 245,576,460	Total: \$187,839

**Table 5b: Hawai'i Tourism Canada Single Property Sales Production
December 2021**

Room Nights	2021 Actual Month	2019	Variance to 2019	2021 Year to Date	2019	Variance to 2019	Annual Goal	YTD as % of Annual Goal
Definite & Assist-Definite	309	349	-11%	1,506	1,654	-9%	2,000	75%
New to Hawai'i	309	349	-11%	1,506	1,654	-9%	1,000	151%
Tentative & Assist-Tentative	906	0	N/A	8,075	11,313	-29%	10,000	81%

COMMENTS

Market Conditions

- Effective December 21, the short trip exemption is suspended. The negative PCR test requirement for all air & land crossings, including those that are less than 72 hours in duration is back in effect and the test must be obtained in a country other than Canada.
- The federal government is reportedly still considering a ban on non-essential arrivals. Currently it is just an advisory, but Canadians are being warned that “foreign governments may implement strict travel regulations, sometimes without notice” and as such may impact their ability to get back home. As a result of the advisory, travel insurance may not be available to anyone who still opts to travel.
- According to the latest outbound Canada update (presenting preliminary data for January-October 2021) prepared by the Conference Board of Canada, Canadians made almost 3M trips throughout the first 10 months of 2021, compared to 8.6M last year and 28.2M in 2019. Almost 60 percent of the trips recorded in 2021 occurred in August, September, and October.

Sales Production Analysis

Hawai'i Tourism Canada (HTCAN) has received a few inquiries for the month of December. However, other commitments are slow to make decisions due to the continuing COVID-19 cases due to the Omicron variant. Other reasons are space availability and the extremely high room rates. These rates are unattainable for some of the groups. The interest is still there but many clients are still holding off. There are planners who are still confused by the Hawai'i Safe Travels program and are reaching out to HTCAN for clarification. Due to the ever-changing world of COVID, the booking patterns have changed drastically. Usually, the first two quarters of the fiscal year are slower than the latter two quarters. This might very well change again for 2022.

Highlights of Any Key Definite/Assist-Definite

- Meeting – automotive, April 2022 (309 room nights)

Highlights of Any Key Tentatives/Assist-Tentatives

- Meeting – high tech, November 2022 (385 room nights)
- Meeting – business services, consulting, November 2022 (205 room nights)
- Incentive – consumer products, January 2023 (316 room nights)

Advertising and PR Activity

- None to report for the month.

**Table 5c: Hawai'i Tourism Japan Single Property Sales Production
December 2021**

Room Nights	2021 Actual Month	2019	Variance to 2019	2021 Year to Date	2019	Variance to 2019	Annual Goal	YTD as % of Annual Goal
Definite & Assist-Definite	0	0	N/A	0	48,268	-100%	5,000	0%
New to Hawai'i	0	0	N/A	0	27,072	-100%	3,600	0%
Tentative & Assist-Tentative	3,095	0	N/A	8,045	47,033	-83%	7,000	115%

COMMENTS

Market Conditions

- Since early fall 2021, group business was slowly recovering (70% compared to 2019). However, due to the new Omicron variant, major wholesalers have reported that inquiries have slowed down, especially in the incentive market. Major inquiries were from education, cosmetic, automotive and service-related incentive.
- More SDGs related initiatives and programs were developed by Travel Agencies especially targeting High school students. With understanding Japan's SDGs initiatives toward youth market, HTJ actively promoting Mālama Hawai'i and Aloha+ Challenge as educational tools to enhance their knowledge and encourage school organization, like Super Science school to visit Hawai'i for active learning opportunities.
- Five airlines (ANA, Hawaiian, JAL, United and ZIPAIR) operated direct flights to Honolulu (80 flights with 19,813 air seats) in December. Due to the Omicron variant and the Japanese government restriction for returning residents starting December 5, airlines have faced some challenges: daily arrivals dropped from 5,000 to 3,500 and the 14-day quarantine has been reinstated. As of December 22, there will be a total of 80 flights with 20,932 air seats in January and total of 81 flights operating with 19,320 air seats in February are expected.

Sales Production Analysis

Hawai'i Tourism Japan (HTJ) has no definite production to report for the month amid the COVID-19 pandemic.

Highlights of Any Key Tentatives/Assist-Tentatives

- Incentive – automotive, July 2022 (1,272 room nights)
- Incentive – automotive, November 2022 (288 room nights)
- Incentive – real estate, August 2022 (106 room nights)
- Incentive – incentive, June 2022 (1,020 room nights)
- Meeting – food, restaurants, October 2022 (130 room nights)
- Incentive – automotive, October 2022 (279 room nights)

Advertising and PR Activity

- None to report for the month.

**Table 5d: Hawai'i Tourism Korea Single Property Sales Production
December 2021**

Room Nights	2021 Actual Month	2019	Variance to 2019	2021 Year to Date	2019	Variance to 2019	Annual Goal	YTD as % of Annual Goal
Definite & Assist-Definite	0	421	-100%	0	9,898	-100%	0	N/A
New to Hawai'i	0	277	-100%	0	5,426	-100%	0	N/A
Tentative & Assist-Tentative	0	421	-100%	0	9,837	-100%	0	N/A

COMMENTS

Market Conditions

- **Travel sentiment in 2022:** According to a recent survey, 63 percent of respondent said they would definitely travel internationally in 2022. For travel reasons, 54 percent said that they were running out of patience; expecting more stabilized situation (42%); and gained confidence in safe travel (22%).
- **Airlift updates:** Korean Air will increase weekly flights from three to five from January and to daily from April 2022. Asiana Airlines will resume operations from April 2022 and operate three times a week. Hawaiian Airlines is maintaining its three weekly flights and planning four weekly flights from mid-January.

Sales Production Analysis

Hawai'i Tourism Korea (HTK) has no production to report for the month.

Advertising and PR Activity

- None to report for the month.

**Table 5e: Hawai'i Tourism Oceania Single Property Sales Production
December 2021**

Room Nights	2021 Actual Month	2019	Variance to 2019	2021 Year to Date	2019	Variance to 2019	Annual Goal	YTD as % of Annual Goal
Definite & Assist-Definite	340	201	69%	340	7,325	-95%	250	136%
New to Hawai'i	340	201	69%	340	6,701	-95%	0	N/A
Tentative & Assist-Tentative	1,720	1,342	28%	2,160	19,263	-89%	1,000	216%

COMMENTS

Market Conditions

- Both Australia and New Zealand have reached the milestone of 90 percent fully vaccination rates of their adult population. Booster shots are now being rolled out for those eligible.
- The New Zealand government have delayed the timing around the opening of borders to help keep Omicron out of the country while the population receive their boosters. Managed isolation will now start being removed from the end of February.
- Hawaiian Airlines resumed SYD-HNL flights on December 15 & Qantas resumed SYD-HNL flights on 23 December 23 which was a positive news to MCI market.
- Effective December 21, international travellers returning to NSW & VIC with negative test results are no longer required to quarantine. This change for international travellers makes it is more optimistic for MCI planners to plan a program to Hawai'i.

Sales Production Analysis

Hawai'i Tourism Oceania (HTO) has begun rebuilding its team in preparation for the recommencement of flights in December. This has enabled an increase in sales activities and conversations with MCI prospects. This, along with more certainty in the market, has led to the completion of new leads looking ahead to 2022 and 2023. In the month of December, HTO has generated over 1,700 room nights, which was the most productive month since March 2020.

Highlights of Any Key Tentatives/Assist-Tentatives

- Meeting – trade assn, May 2022 (340 room nights)

Highlights of Any Key Tentatives/Assist-Tentatives

- Meeting – medical, pharm, February 2022 (140 room nights)
- Meeting – travel, August 2022 (330 room nights)
- Meeting – trade assn, May 2022 (340 room nights)
- Sports – sports, September 2022 (700 room nights)
- Incentive – consumer products, August 2022 (210 room nights)

**Table 6: Island Distribution of HTUSA Single Property Sales – Year-to-Date
December 2021**

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	320,377	34,000	584	19,646	58%	12%	6%
Kaua‘i	138,828	9,000	0	0	0%	11%	0%
Maui County	338,655	52,000	1,907	21,315	41%	18%	6%
Hawai‘i	215,747	30,000	500	6,575	22%	15%	3%
Total	1,013,607	125,000	2,991	47,536	38%		

*Tentative room nights do not match those in Table 5a for Single Property because many leads are distributed to more than one island.

‘ELELE PROGRAM

Meetings and updates for the month from Deborah Zimmerman, ‘Elele Program Director from New Millennium Meetings (NMM):

‘Elele Assistance with Tentative Groups

The ‘Elele program director hosted a lunch between the event planner for a national education association and a University of Hawai‘i faculty member. The educational association is looking at Honolulu for their 2024 or 2026 Annual Meeting. (May/6,000ppl)

The ‘Elele had previously served on the conference committee for the event being solicited. He was able to confirm local support for the meeting. Moreover, he addressed programmatic topics which might be of interest to the customer including sovereignty matters, the development of the Thirty Meter Telescope, and social justice issues. A decision is expected in 2022.

Preparation for the Council on Engineering and Scientific Society Executives (CESSE)

Senior Director of Citywide Sales in the East coast and the ‘Elele Director strategized on the CESSE CEO presentation which will take place in late January. Hawai‘i will be spotlighted as a meeting venue in front of 75 CEOs of scientific organizations.

Support for HTA MCI Bid

Finally, the ‘Elele Director supported the HVCB in their response to the HTA RFP for MCI services.

LOST BUSINESS

**Table 7a: HTUSA Citywide Lost Business
December 2021**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations	Reason for Lost Business
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None to report for the month.

**Table 7b: HTUSA Single Property High Profile Lost Business
December 2021**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations	Reason for Lost Business
Meeting (19824)	Trade Assns	636	240	02/18/2023 - 02/23/2023	Caribbean	Program lost to Scottsdale.
Incentive (20181)	Consumer Products	750	150	01/10/2023 - 01/15/2023	Initially, Hawai'i only	Client no longer considering Hawai'i.

**Table 7c: International Single Property Lost Business
December 2021**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations	Reason for Lost Business
HT Oceania: Meeting (20153)	Medical, Pharm	140	35	02/28/2022 - 03/04/2022	Fiji	Client no longer considering Hawai'i.
HT Oceania: Incentive (20257)	Consumer Products	210	150	08/18/2022 - 08/20/2022	Initially, Hawai'i only	Program cancelled due to COVID-19 health concerns.

New-to-Hawai'i Definite Bookings

**Table 8a: HTUSA Citywide New to Hawai'i Definite Bookings
December 2021**

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 8b: HTUSA Single Property High Profile New to Hawai'i Definite Bookings
December 2021**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations
Convention (19457)	Scientific	500	300	10/25/2022 - 10/29/2022	Initially, Hawai'i only
Incentive (19478)	Consumer Products	584	125	01/10/2022 - 01/16/2022	Los Cabos
Incentive (19858)	Energy, Environment	1,547	330	01/20/2023 - 01/31/2023	Initially, Hawai'i only

**Table 8c: International Single Property New to Hawai'i Definite Bookings
December 2021**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations
HT Canada: Meeting (20138)	Automotive	309	200	04/02/2022 - 04/05/2022	Initially, Hawai'i only
HT Oceania: Meeting (20249)	Trade Assns	340	70	05/11/2022 - 05/18/2022	Initially, Hawai'i only
TOTAL NEW TO HAWAI I SINGLE PROPERTY BOOKINGS FOR THE MONTH					6
TOTAL ROOM NIGHTS FOR NEW TO HAWAI I SINGLE PROPERTY BOOKINGS					3,640

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 for the month:

- 1 educational event
 - HTUSA
 - Northstar Meetings Group Leadership Forum, Pebble Beach, CA, December 12-15

- 3 trade shows
 - HTUSA
 - Destination Hawai'i, Lahaina, HI, December 6-8
 - International Association of Exhibitions and Events (IAEE) Expo! Expo! Annual Meeting & Exhibition 2021, Philadelphia, PA, December 7-9
 - SITE SoCal Holiday Event & Charity Gala, Palm Desert, CA, December 12-14

- 5 major site visits and familiarization (FAM) tours with clients and potential clients
 - HTUSA
 - 1 site visit, Maui
 - 2 site visits, island of Hawai'i
 - 2 site visits, O'ahu

FUTURE SALES AND MARKETING ACTIVITIES

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

January 2022			
Jan. 9-12	Professional Convention Management Association (PCMA) Convening Leaders 2022, Las Vegas, NV	Trade Show	HTUSA
Jan. 23-26	Council of Engineering and Scientific Society Executives (CESSE) CEO Meeting, Annapolis, MD	Trade Show	HTUSA
None to report for February 2022.			
March 2022			
Mar. 1-2	Meetings Industry Council (MIC) of Colorado Educational Conference & Trade Show, Denver, CO	Trade Show	HTUSA
Mar. 21-23	Asia-Pacific Incentives & Meetings Expo (AIME) 2022, Melbourne, Australia	Trade Show	HTO

CONVENTION CENTER PERFORMANCE

Table 9: Convention Center Performance – November 30, 2021 Year-to-Date

PERFORMANCE MEASURE	YTD	TARGET	VARIANCE
Occupancy	21%	20%	1%
Total Events	103	61	42
Total Attendance	152,339	24,725	127,614
Visitor Spending	\$0	\$0	\$0
Tax Revenue	\$0	\$0	\$0
Revenue per Attendee	\$27.57	\$99.68	-\$72.11

COMMENTS

The Hawai'i Convention Center (HCC) began the new fiscal year in July 2021 with the Department of Labor and Industrial Relations (DLIR), Department of Health (DOH) and Hawai'i Housing Finance Development Corporation (HHFDC) continuing to use the facility for unemployment calls and claims, contract tracing and its housing rent relief program. Due to the surge in COVID cases during July and August 2021, the State and City and County of Honolulu implemented orders restricting gatherings to 10 indoor/25 outdoor effective August 25, 2021. While these orders have loosened to unrestricted capacity limits effective December 1, 2021, HCC has experienced 29 event cancellations including four significant offshore events scheduled during this fiscal year ending June 30, 2022, amounting to \$1.5M in lost revenue. In addition, DLIR and HHFDC will be discontinuing use of the facility by December 31, 2021. DOH was unable to find new space to move in to and will remain in the facility through March 20, 2022 at this time. HCC picked up a Netflix production running from November 2021 through February 2022 that has helped to improve financials. While cost mitigating efforts including reductions in departmental expenses and deferring filling vacant positions remain in effect, HCC is also in a state of the facility reopening after limited use during the pandemic and bringing the building back to event ready standards. Currently, HCC's reforecast for the fiscal year ending June 30, 2022 reflects a net loss of \$5.575M which is \$58k more than budgeted.

Visitor spending and tax revenue remain at \$0 until the return of offshore events. All other performance metrics are a function of the local events.

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 HTUSA 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.

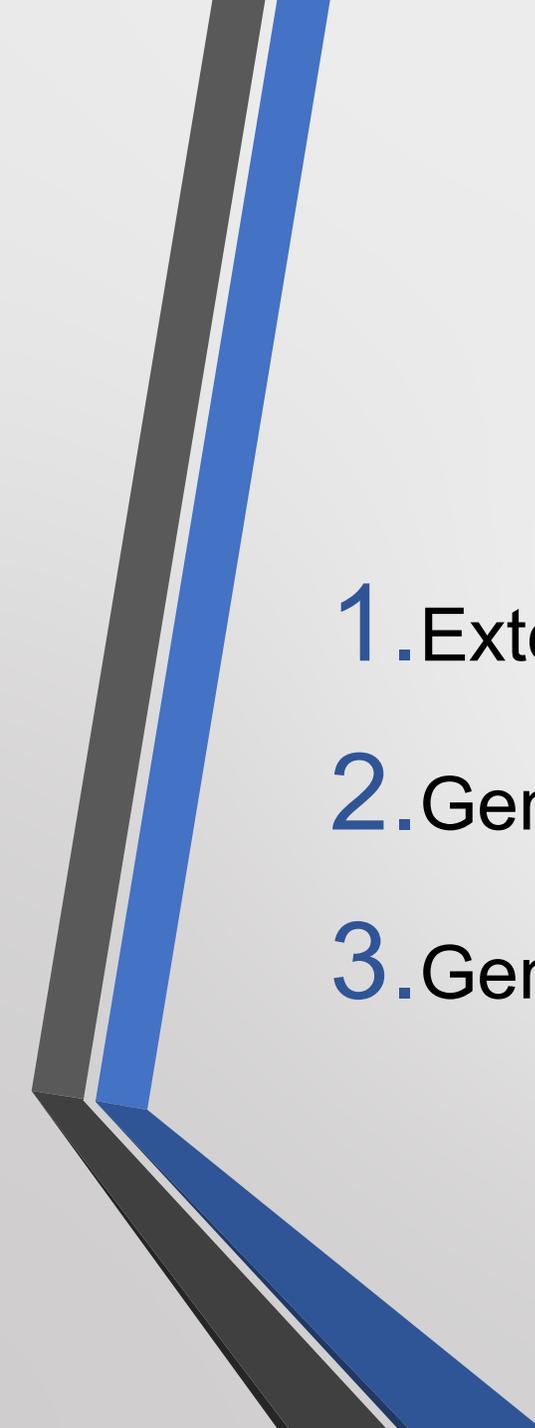
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- a. Discussion and/or Action on **Sports Marketing Goals and Strategy** and ***Branding Standing Committee***
Recommendation from its Meeting Held on January 26, 2022



HTA Sports Branding

The HTA Sports Branding Team has conducted meetings to discuss several of the major issues, goals and strategies in the specific area of sports marketing and branding. It has been determined that it is best for this committee to focus on the very major points as outlined herein.

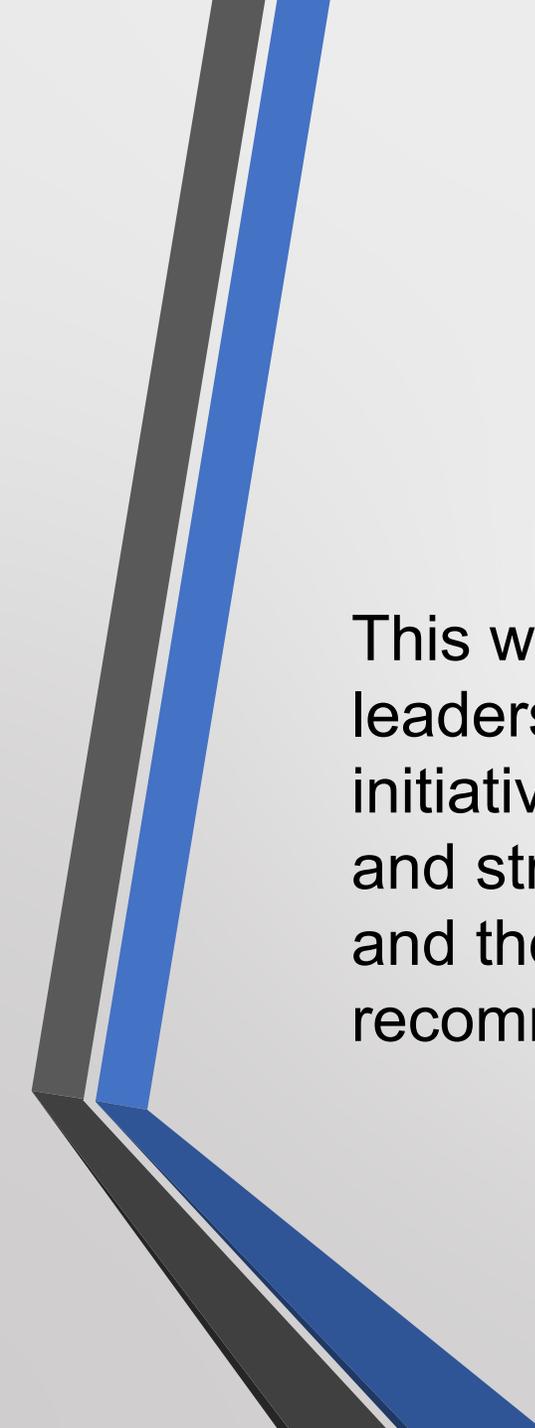


HTA Branding Goals

1. Extend the brand image and marketing of Hawai'i
2. Generate Community Benefits
3. Generate Economic Benefits

Strategy

- Partner with sports/participation events that enhance the image, reputation, brand and culture of Hawai'i.
- Due to budget limitations, select those events and action steps that will produce the greatest impact.
- Mandate that event producers include a community benefits package as part of the HTA partnership.
- Pursue potential for selected events to be featured in the larger destination marketing plan through the HTA agency – HVCB.
- Target events that would have impact in Hawai'i's major source market areas.
- Target major championship events.
- Consider “media only” sports related packages [non-events] featuring Hawai'i . [i.e. Netflix series, ESPN 30 for 30, major Meta campaign, digital marketing platform, etc.]



Conclusion

This working group feels that it is appropriate to provide direction and leadership to the HTA staff and then empower the staff to take on the initiatives which support the greater and more important elements of goal and strategy. The HTA staff will present its tactical plan to this committee and the committee may, from time to time, provide advice and recommendations.

9

- b. Discussion and/or Action on the **2022 Los Angeles Clippers** Proposal and ***Branding Standing Committee*** Recommendation from its Meeting Held on January 26, 2022
- c. Discussion and/or Action on the **2022 Los Angeles Dodgers** Proposal and ***Branding Standing Committee*** Recommendation from its Meeting Held on January 26, 2022

Sports Partnership Proposals

- LA Dodgers**
- LA Clippers**

Event Evaluation Criteria

- Media Value
- Community Involvement
- Economic Impact

SPONSORSHIP EVALUATION – LOS ANGELES DODGERS

INVESTMENT: \$2,206,750 (Three-Years 2022-2024)

MEDIA

COMMUNITY

ECONOMIC IMPACT

BRAND FIT

- Broad awareness play for Hawai'i, rather than perception changing for the brand.
- Does not provide the ability to advance Mālama Hawai'i brand messaging.

LA DODGERS HAWAI'I VISIT

- Kids Clinic and Meet & Greet with minimum of two current or former players, coaches or executives. Dodgers to provide video recap for marketing purposes.
- HTA to cover travel/accommodations costs.
- Valuation: TBD

ECONOMIC IMPACT FORMULA

- Measures are needed to determine economic impact (attendance, room nights).
- Valuation: TBD

U.S. AUDIENCE

- Reaches LA Dodgers fanbase with some alignment with the Hawai'i target audience.

LOCAL AUDIENCE

- TBD

MEDIA POV

- Does not align with U.S. brand strategy, messaging strategy or national media strategy.
- Media Valuation: \$445,000
- Investment Total: \$2,606,750
 - 1st Year: \$700,000
 - 2nd Year: \$735,000
 - 3rd Year: \$771,750

COMMUNITY POV

- TBD

SPONSORSHIP EVALUATION – LOS ANGELES CLIPPERS

INVESTMENT: \$725,000

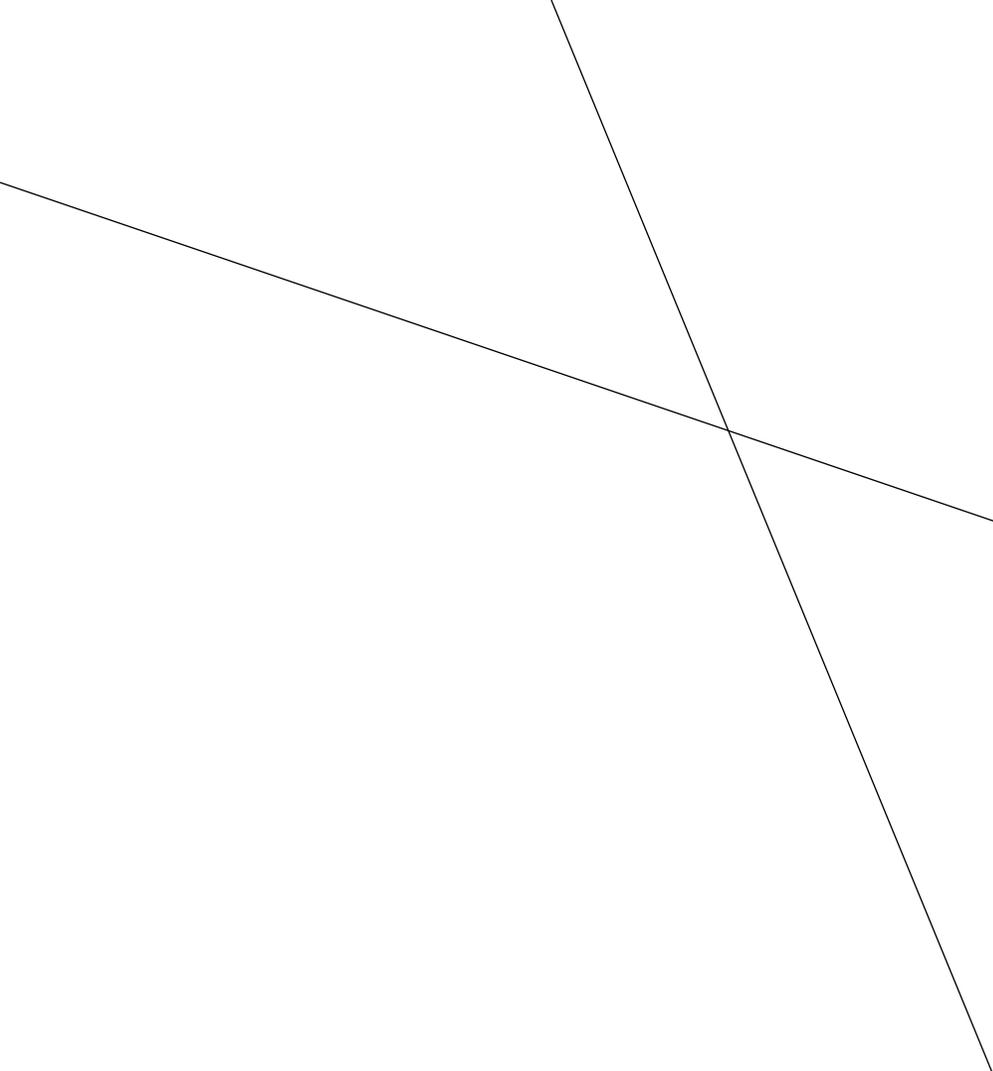
MEDIA	COMMUNITY	ECONOMIC IMPACT
<p>BRAND FIT</p> <ul style="list-style-type: none">→ Broad awareness play for Hawai'i, rather than perception changing for the brand.→ Limited ability to advance Mālama Hawai'i brand messaging.	<p>LA CLIPPERS HAWAI'I VISIT</p> <ul style="list-style-type: none">→ One or two 2022-23 NBA Preseason games will be played on O'ahu.→ Training Camp week on O'ahu with community impact activations: one day Youth Basketball Clinics, one VIP Clinic/Meet & Greet→ Support one school with computer lab refurbishment (or similar).→ Valuation: TBD	<p>ECONOMIC IMPACT FORMULA</p> <ul style="list-style-type: none">→ Measures are needed to determine economic impact (attendance, room nights).→ Valuation: TBD
<p>U.S. AUDIENCE</p> <ul style="list-style-type: none">→ Reaches LA Clippers fanbase with some alignment with the Hawai'i target audience.	<p>LOCAL AUDIENCE</p> <ul style="list-style-type: none">→ TBD	
<p>MEDIA POV</p> <ul style="list-style-type: none">→ Does not align with the U.S. brand strategy, messaging strategy or national media strategy.→ Media Valuation: \$5,696→ Investment Total: \$725,000	<p>COMMUNITY POV</p> <ul style="list-style-type: none">→ TBD	

9

- d. Discussion and/or Action on Request to **Solicit a Consultant Related to the Hawai'i Smart Destination Initiative** and ***Branding Standing Committee*** Recommendation from its Meeting Held on January 26, 2022



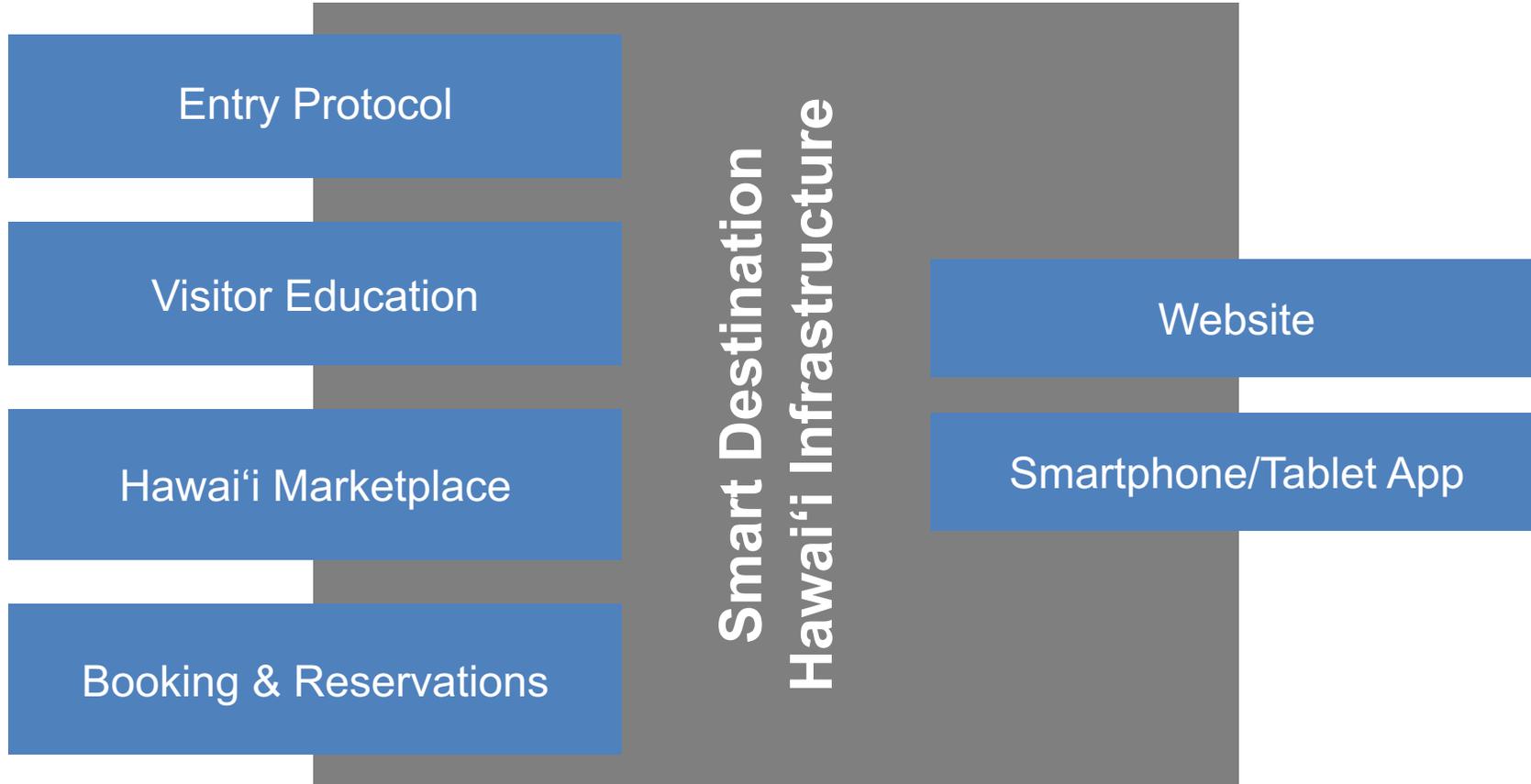
**SMART DESTINATION
HAWAII CONSULTING**



SUMMARY

We are seeking strategic consulting services to conduct a landscape analysis and help us articulate our vision for the Smart Destination Hawai'i digital infrastructure. The consultant will also help us develop the RFP to build the system.

Smart Destination Hawai'i will unify travel-related interactions with government and local businesses in a cohesive interface for visitors and kama'āina.



SMART DESTINATION HAWAII

AN ENGINE FOR REGENERATIVE TOURISM

ENTRY PROTOCOL

- ❖ Health requirements
- ❖ Biosecurity education and declaration

VISITOR EDUCATION

- ❖ Safety & security
- ❖ Trip planning & inspiration
- ❖ Cultural & community content

HAWAII MARKETPLACE

- ❖ Marketplace for locally-made products
- ❖ Global platform for micro & small businesses
- ❖ Builds upon Hawaii's strong brand

BOOKING & RESERVATIONS

- ❖ Reservations for parks, trails, and other identified hotspots
- ❖ Improve relationship with visitors through first-party data and communications
- ❖ Partner with industry to reduce economic leakage, keep visitor spending in Hawaii

APPROACH

1

Discovery

- ❖ Define scope and specific requirements based on existing system(s)
- ❖ Conduct stakeholder outreach

2

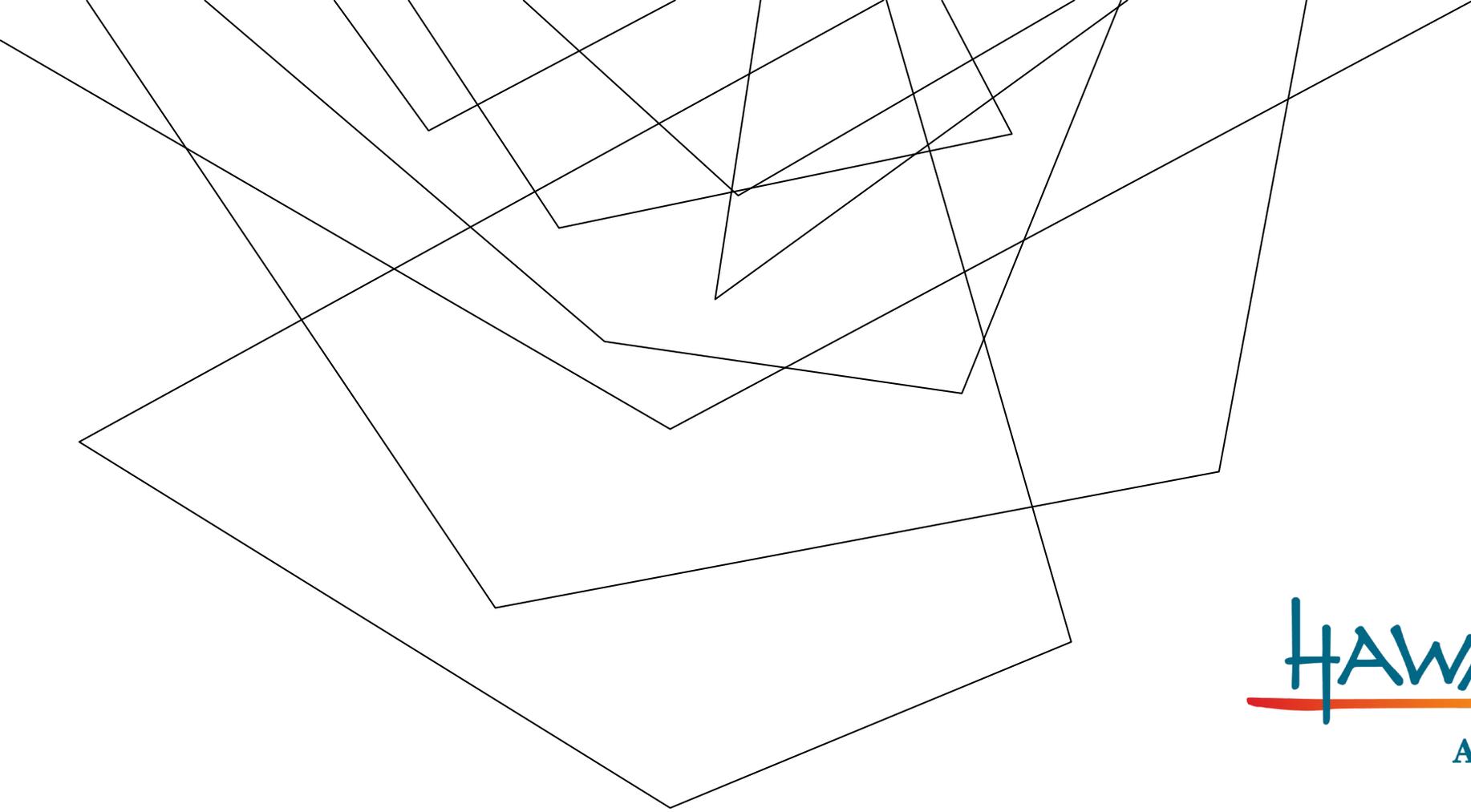
Design

- ❖ Map out Smart Destination Hawai'i: its platform, features, timeline and KPIs

3

Procurement

- ❖ Incorporate discoveries from step 1 and draft into RFP guidelines and requirements.
- ❖ Vendor Presentations
- ❖ Evaluation process and decide on best contractor
- ❖ negotiate, finalize and sign contract



MAHALO

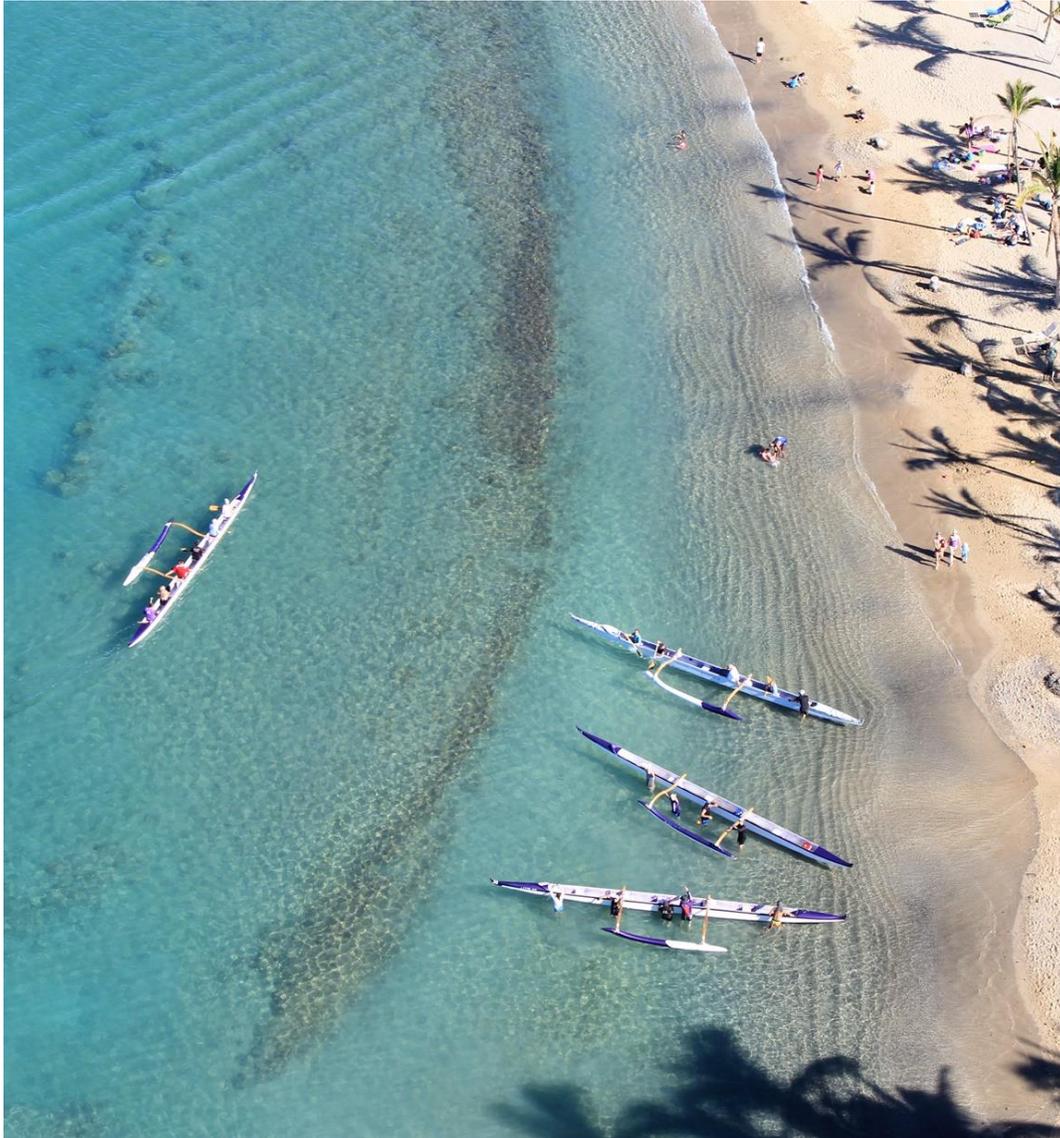
9

- e. Discussion and/or Action on **HTUSA's Brand Marketing and Management Plan** for January to June 2022 and ***Branding Standing Committee*** Recommendation from its Meeting Held on January 26, 2022***



**Hawai'i Tourism United States
January – June 2022 BMMP**





Agenda

Hawai'i Tourism United States January – June 2022 BMMP

- I. Market Analysis
- II. Target Audience
- III. Destination Management & Regenerative Tourism
- IV. Major Campaigns
- V. Public Relations
- VI. Travel Trade
- VII. PGATOUR
- VIII. Budget

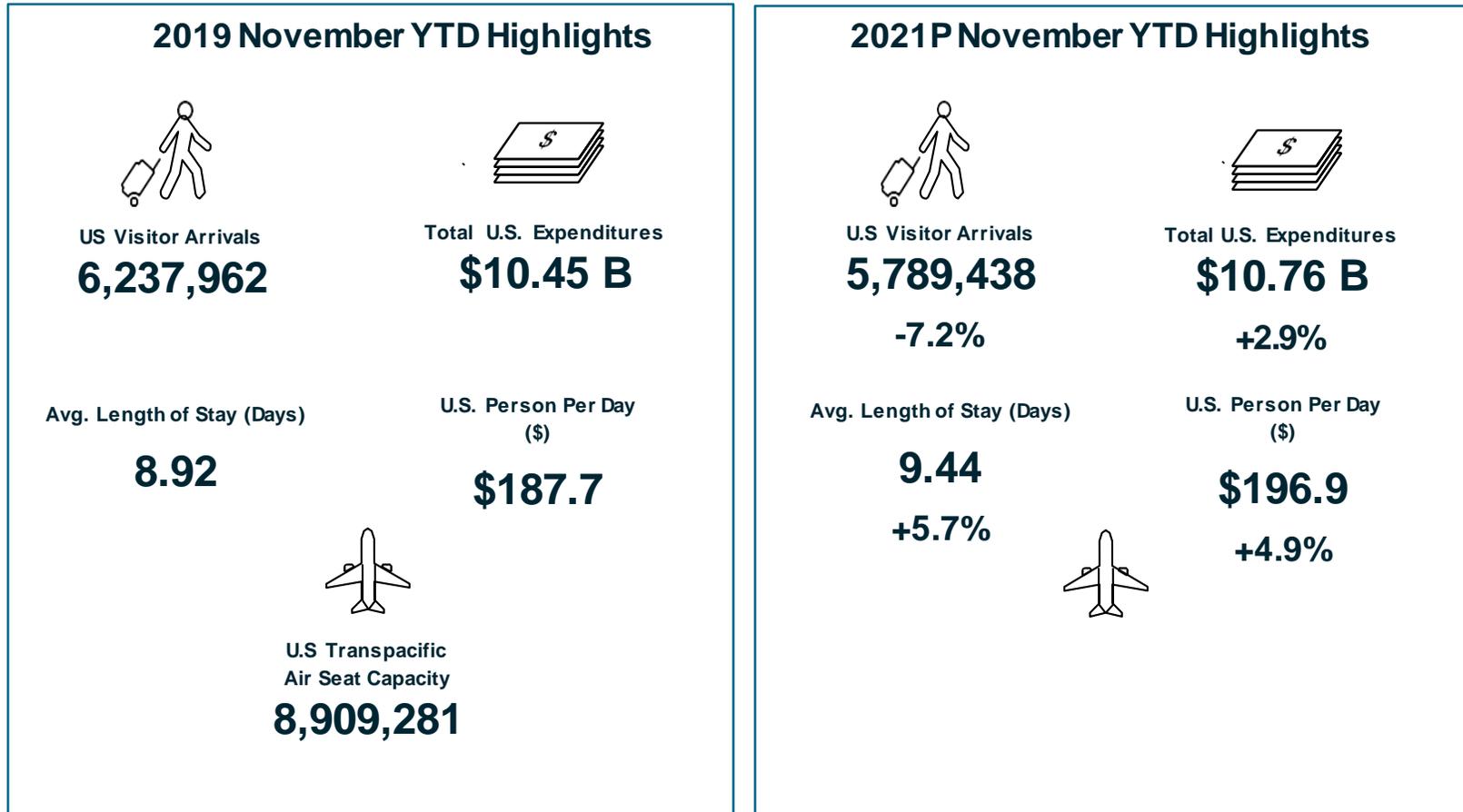


Market Analysis

The
HAWAIIAN
ISLANDS

MARKET PERFORMANCE

In 2019, U.S. air arrivals represented 67% of Total Arrivals and 66% of Total Expenditures of Hawai‘i

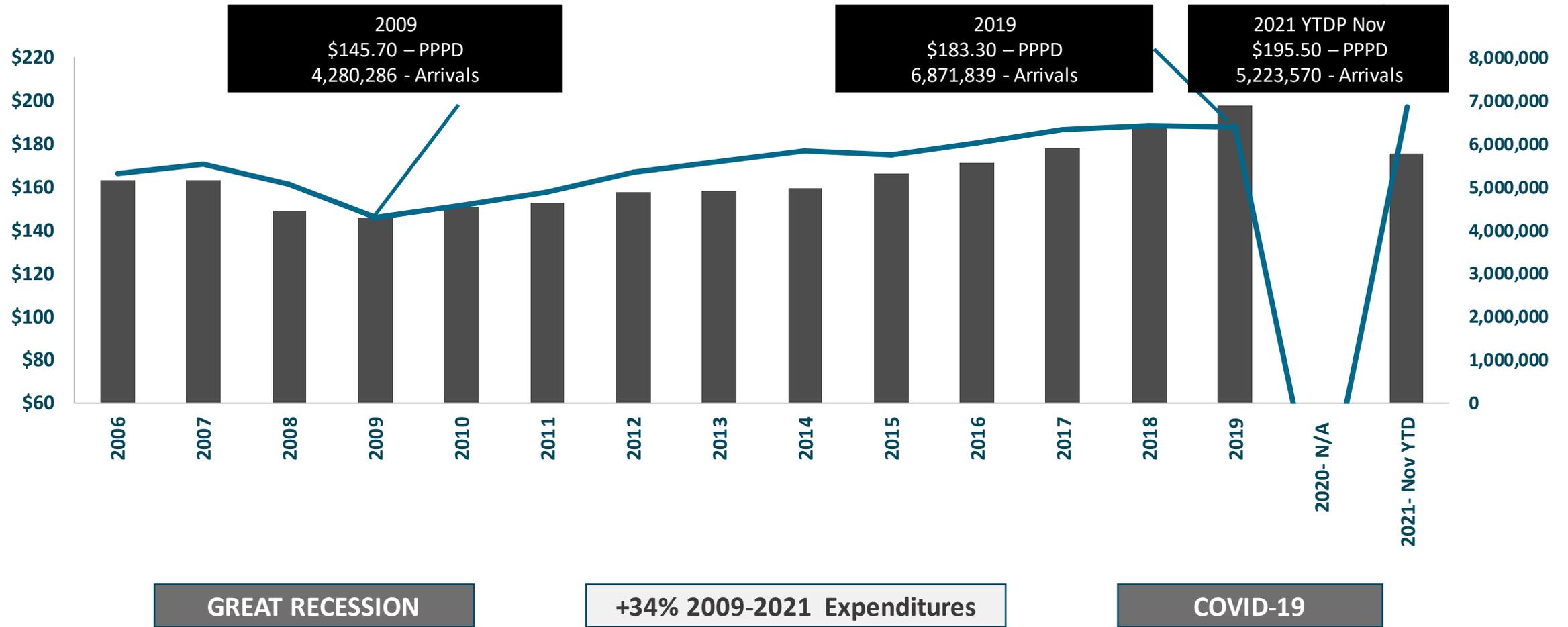


Targeting

- HTUSA has been targeting the Avid Traveler (a visitor who has the propensity to spend a higher level) for many years.
- The US MMA traveler PPPD spending has evolved upward over these years, and that increase in PPPD has continued in 2021.

MARKET ANALYSIS

U.S. Tourism Recovery- Arrivals/\$PPPD

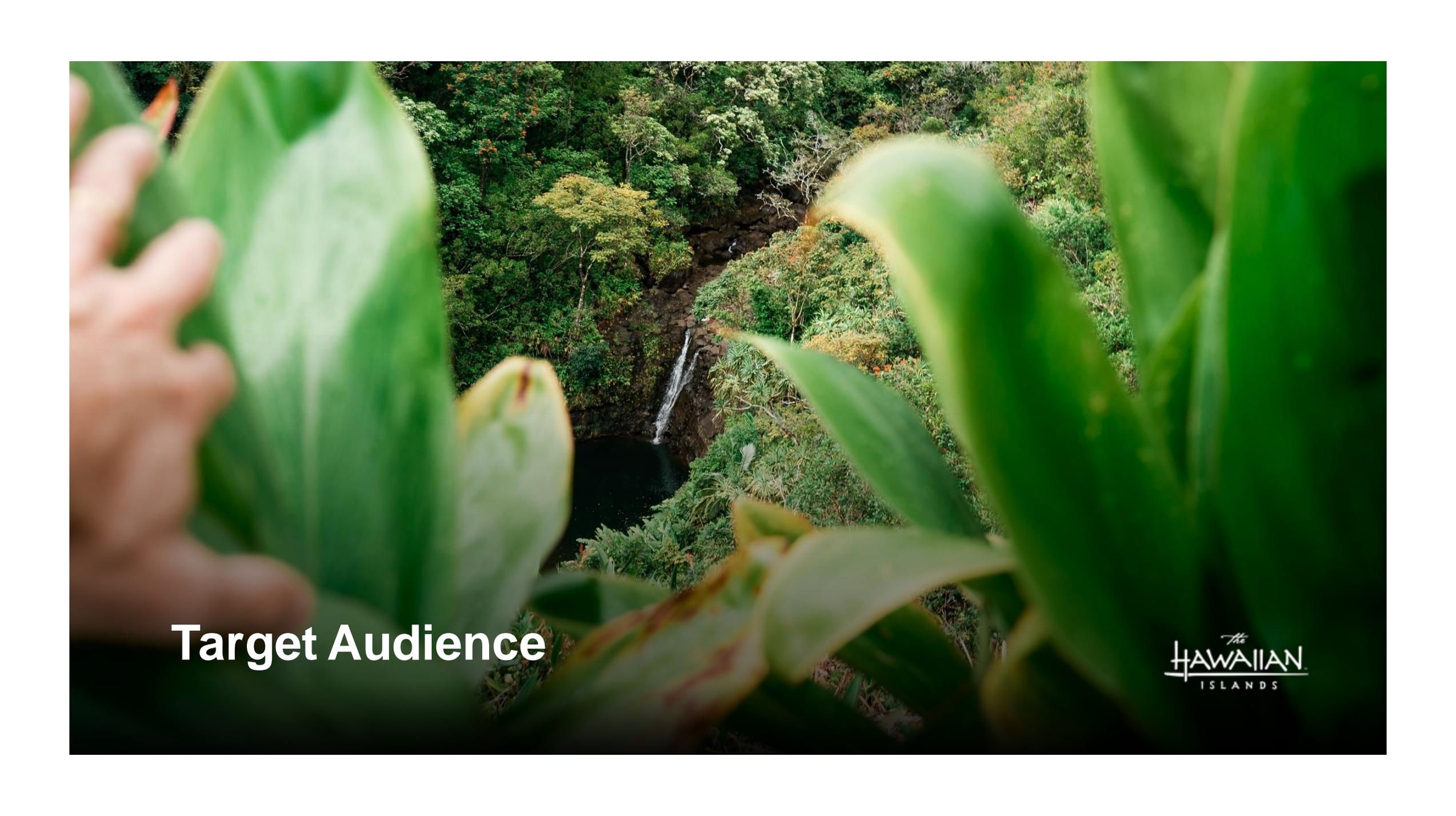


Source: HTA Annual Report 2021P

MARKET CONDITIONS

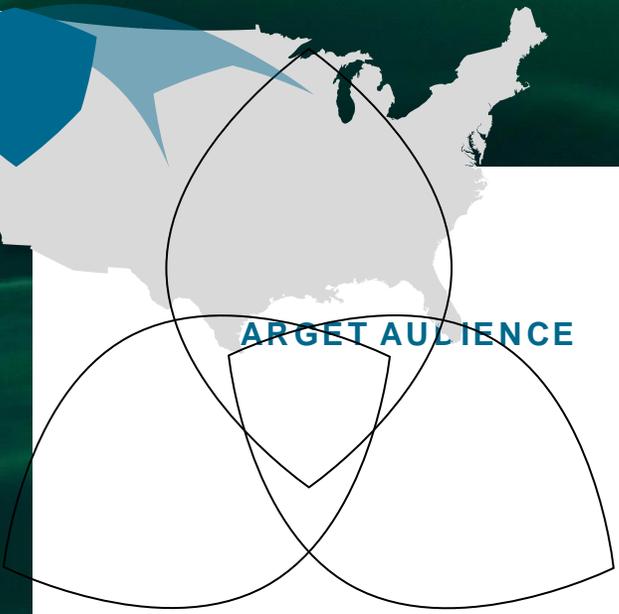
The 2022 outlook for U.S. travel to Hawai'i continues to be mixed.

- The economy is expected to grow at a more moderate pace in 2022. Overall, activity should remain strong as upbeat household consumption and fiscal stimulus support domestic demand.
- It is expected that inflation will peak in early 2022, as cooler demand, a shifting spending mix and a replenished supply will lead to a better balance between supply and demand by mid-year.
- Overall U.S. domestic leisure travel spending is estimated to reach 92 percent of 2019 levels by the second quarter of 2022. The latest forecast from the U.S. Travel Association projects that it will be 99 percent recovered (relative to 2019 levels) in 2022 and 102 percent in 2023.
- The DBEDT Quarterly Tourism Forecast (as of January 2022) estimates the U.S. market will contribute \$13.60 billion in total expenditures, 7.68 million arrivals comprising of 70.07 million visitor days.
- The emergence of the Omicron variant coupled with the addition of a planned COVID vaccine booster to the Hawai'i Safe Travels exemption protocol portends a reduction of U.S. arrivals for at least the first two months of 2022 and possibly further out. Conversely, Hawai'i could benefit from domestic visitation due to reinstated global restrictions.

A scenic view of a waterfall in a lush forest, framed by large green leaves in the foreground. The waterfall is the central focus, cascading down a rocky ledge into a small pool. The surrounding forest is dense and vibrant green. The foreground is dominated by large, out-of-focus green leaves, creating a sense of depth and immersion.

Target Audience

The
HAWAIIAN
ISLANDS



- **Mindful Hawai'i Target Traveler**
 - **Pre-destination decision**
 - **Post-destination decision**
- **Hawai'i Residents**

DEMOGRAPHICS

*Age, Income,
Location, High
Travel Spend*

**DESIRED TRAVEL
EXPERIENCE**

*Culture, Escape,
Adventure,
Cuisine*

**PERSONALITY
TRAITS & VALUES**

*Agreeable,
Polite, Mindful,
Respectful*

Mindful Hawai'i Target Traveler

PRE-DESTINATION DECISION

Messaging

Invitation to those who are open to embracing Hawai'i's spirit of *aloha* and *mālama*. Those who understand that tourism should exist to benefit the local community.

Media Channels

- Facebook/IG
- Gohawaii.com
- Pinterest
- Advanced TV
- YouTube
- Digital Media

Targeting Signals/Data Types

- Desired Travel Experience
- Demographics
- Past Visitation
- Social & Search Activity
- Personality Traits & Values

Tactics

- Paid and Organic Social Series:
 - Hawai'i is Our Home
 - Contextualizing Stories
- Buy Local Through Social

POST-DECISION/BOOKING

Messaging

Focus on education of Hawaiian culture, travel tips and behavioral messaging, centered on positively interacting with residents, communities and the environment.

Media Channels

- Facebook/IG
- Digital Media
- Pinterest
- Enewsletters
- YouTube
- Gohawaii.com
- Gohawaii App

Targeting Signals/Data Types

- Credit Card Transactions
- Airline, Lodging & Transportation Bookings

Tactics

- Paid and Organic Social Series:
 - Hawai'i is Our Home
 - Contextualizing Stories
- Airport Takeovers

EN ROUTE/ON-ISLAND

Messaging

Practical travel tips and behavioral messaging, focused on positively interacting with residents, communities and the environment.

Media Channels

- Facebook/IG
- Digital Media
- In-Room
- In-Flight
- OOH
- Gohawaii.com
- Gohawaii App

Targeting Signals/Data Types

- Current Location vs. Usual Location (Pinpoint Visitors)

Tactics

- Airport placements
- Waze Ads
- Buy Local Through Social

Residents of Hawai'i

RESIDENTS

Messaging

Acknowledgement of the need to have tourism benefit the local community, with actionable steps to meet the needs and desires of residents, communities and the environment.

Media Channels

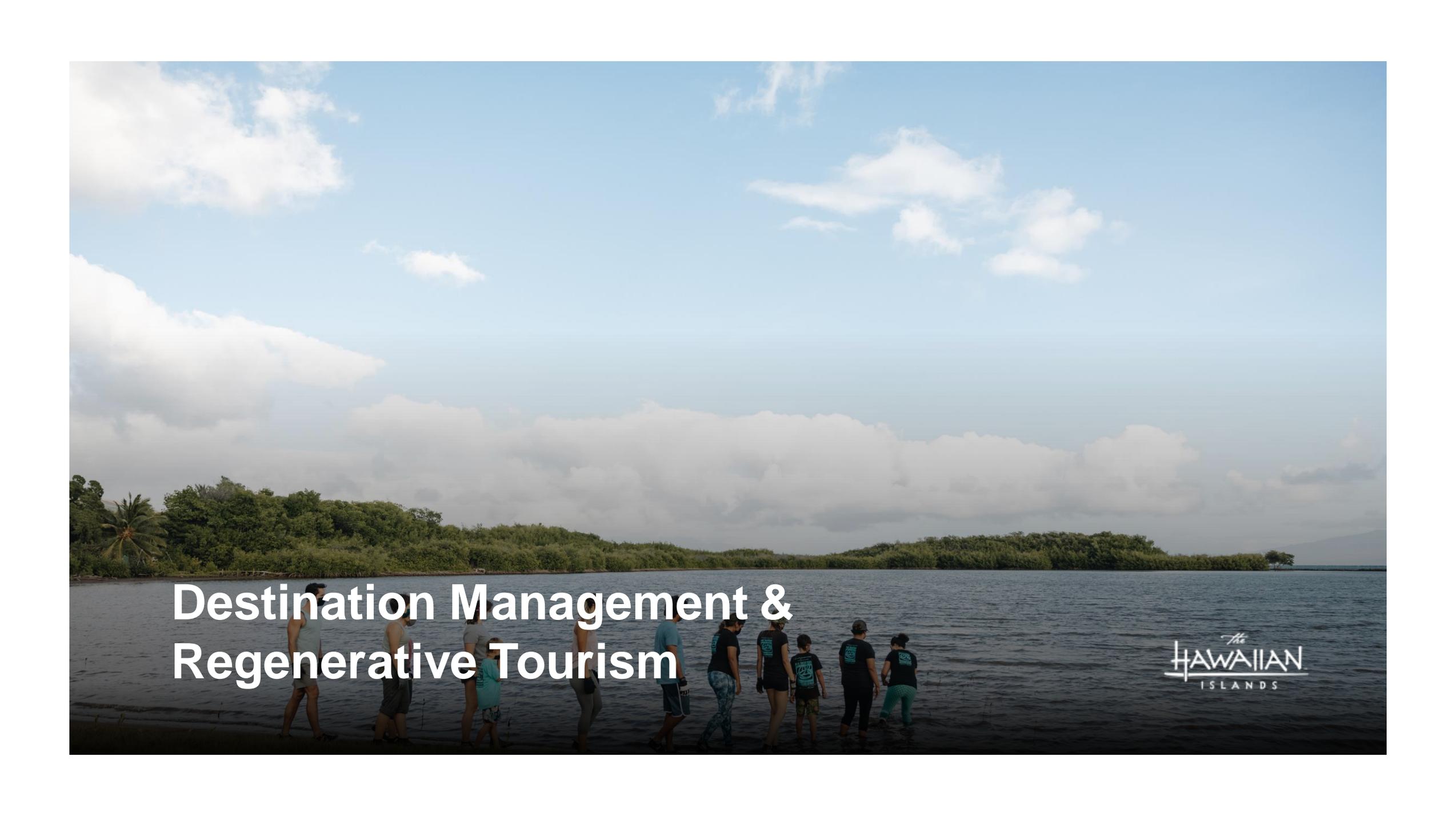
- Facebook/IG
- Digital Media
- Gohawaii.com
- OOH
- Gohawaii App
- Island Specific Media

Targeting Signals/Data Types

- Current Residence
- Receptivity to Tourism economy

Tactics

- DMAP Updates
- Buy Local Through Social
- Social content series:



Destination Management & Regenerative Tourism

The
HAWAIIAN
ISLANDS

OUR VISION

Marketing, aligned with destination management and economic development, plays a more important role than ever before in helping shape a bright future for our residents, the tourism industry of Hawai'i and our visitors.

THE OBJECTIVE

Have marketing play a catalytic role in evolving tourism in Hawai'i so it has a positive impact for our communities, on the natural environment, and with the traveler.

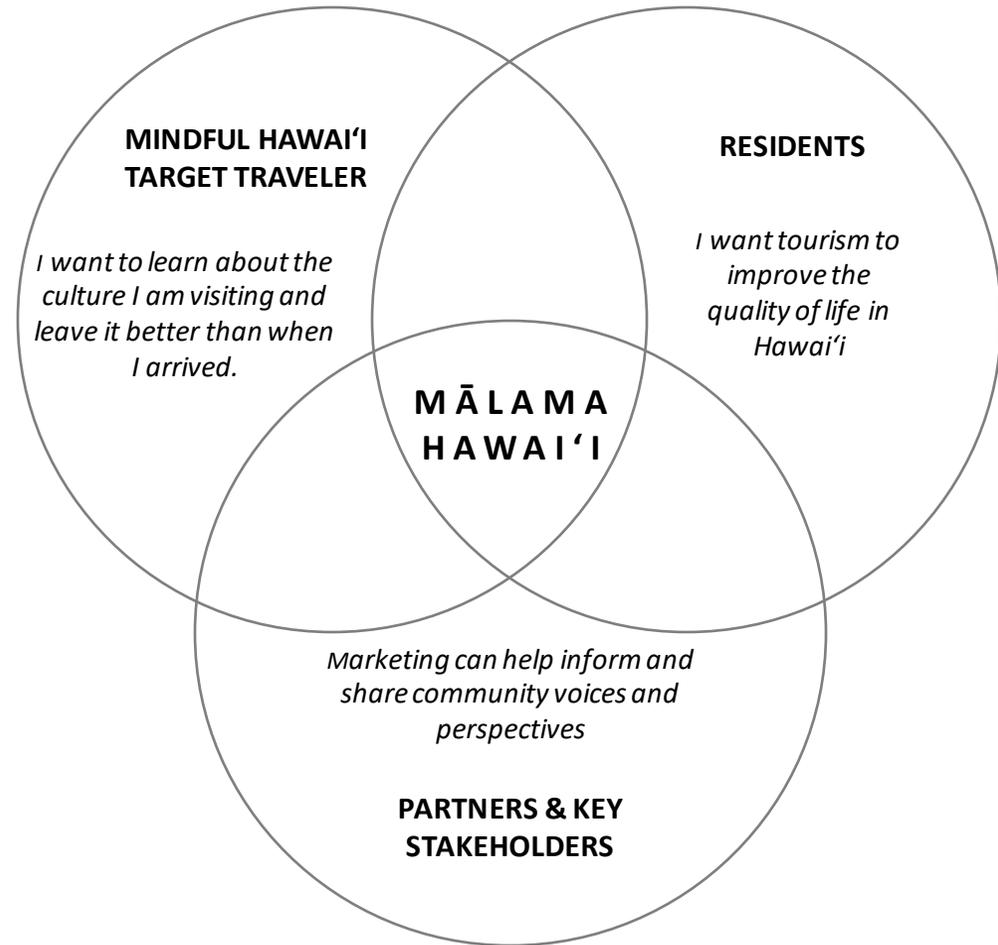
BRANDING / MARKETING STRATEGY

**It's time to flip the tourism equation
from residents as the denominator
to residents as the numerator**

BRANDING / MARKETING STRATEGY

To achieve this, we must come together with a shared *kuleana* and a singular message strategy that is more important now than ever before:

Mālama Hawai'i



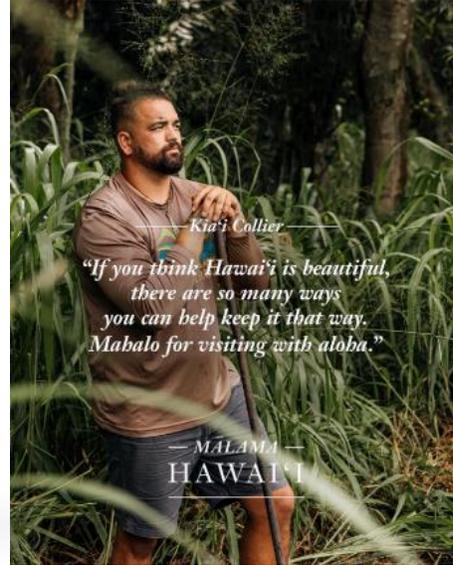
A NEW ERA OF REGENERATIVE TOURISM MARKETING AND MANAGEMENT FOR HAWAI'I





Major Campaigns

The
HAWAIIAN
ISLANDS



Reactions to Mālama Hawai‘i Videos

BRANDING AND MARKETING - PRE-DESTINATION DECISION

Shape visitor perception and rebuild trust with residents.

—

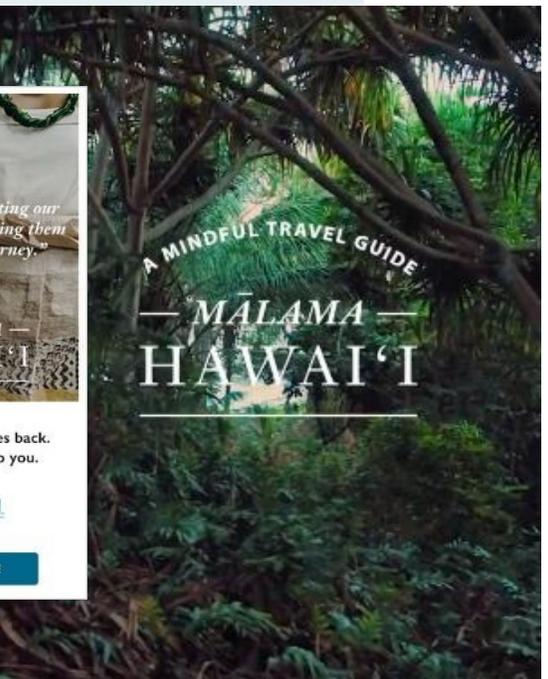
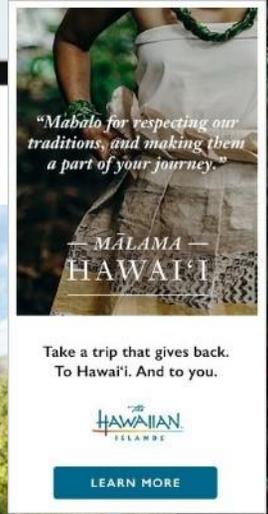
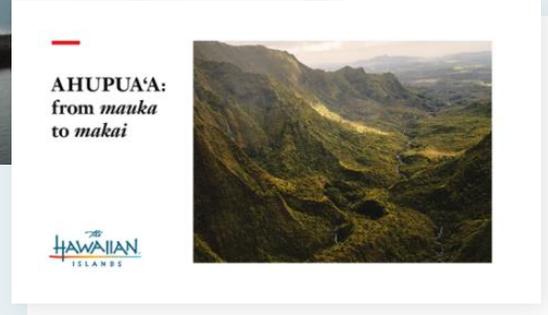
AUDIENCE

MINDFUL HAWAII TARGET TRAVELERS
HAWAII RESIDENTS

DIGITAL + SOCIAL

Mālama Hawai‘i

The changing landscape of tourism created an opportunity to rethink the role of tourism in Hawai‘i. The target audience was analyzed to identify and message the more mindful traveler – those who were likely to follow community values and were ready to give back. Based on years of research on Hawai‘i’s target audience, HTUSA has gained an understanding of how to engage viewers. Using a wide, beautiful and natural setting as the opening shot of content engages viewers, and then we allowed volunteer organizations to share their stories of Mālama Hawai‘i. Video content was created to highlight people in the community who are working to regenerate their Island home, and invited visitors to support their causes, with the desire to have residents and visitors working together shoulder to shoulder.



SOCIAL + DIGITAL

Hero Content: Hawai'i is Our Home

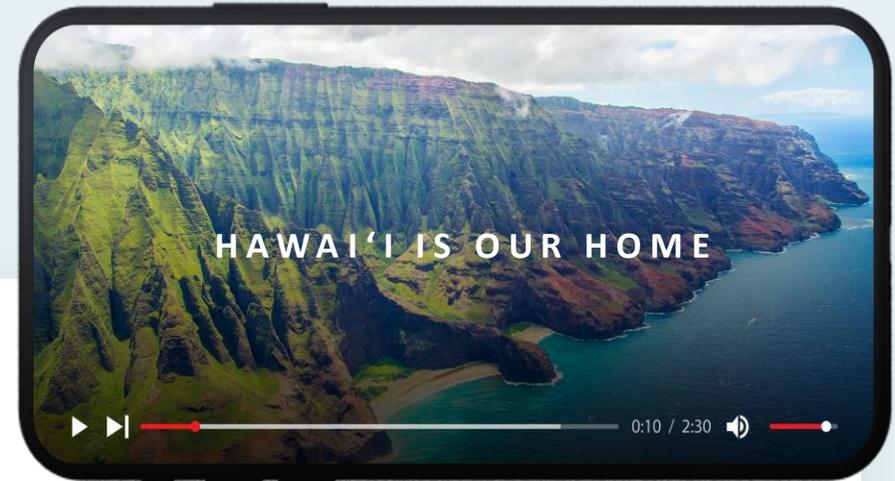
A new story is needed for visitors. One that helps them better understand the place they are visiting, and their role in shaping its future.

A new anthem video for the islands – Hawai'i is Our Home – will visualize the impact of visitors – good and bad – on Hawai'i's future. Good behavior will be encouraged while also clearly explaining the negative behaviors that are off-limits, e.g. touching wildlife and venturing onto private land or sacred sites – with specific content gleaned from DMAP sub-action items.

This new video will be launched and distributed similarly to the highly successful and impactful *Share Aloha*, with marquee paid placements, organic social, and a short paid series.

ASSETS:

1 hero video; 9:16 Reels, Facebook; 16:9 YouTube
2 Paid ad videos



Script

There is no place like Hawai'i.

Home to unimaginable beauty from *mauka* [from the mountains] to *makai* [to the sea], the land, waters, and living things that inhabit Hawai'i are found nowhere else in the world.

Hawai'i is also home to our *'ohana* [family] of residents. People who have stewarded the islands for generations – united by a deep *kuleana* [privilege, responsibility] to *mālama 'āina* [care for the land].

This *kuleana* to preserve and protect Hawai'i, is at the heart of our culture. And as guests in our home, we ask that you share that *kuleana* during your stay.

This means coming to Hawai'i with an open heart and open mind.

Getting to know our stories, before posting yours.

It means admiring marine life from a distance, treading carefully on clearly marked trails, and respecting our sacred sites – so that our home and our stories will live on for future generations.

It means that when you visit Hawai'i you share *aloha*, before expecting it. When you experience what it means to care for our islands, your visit will be even more meaningful.

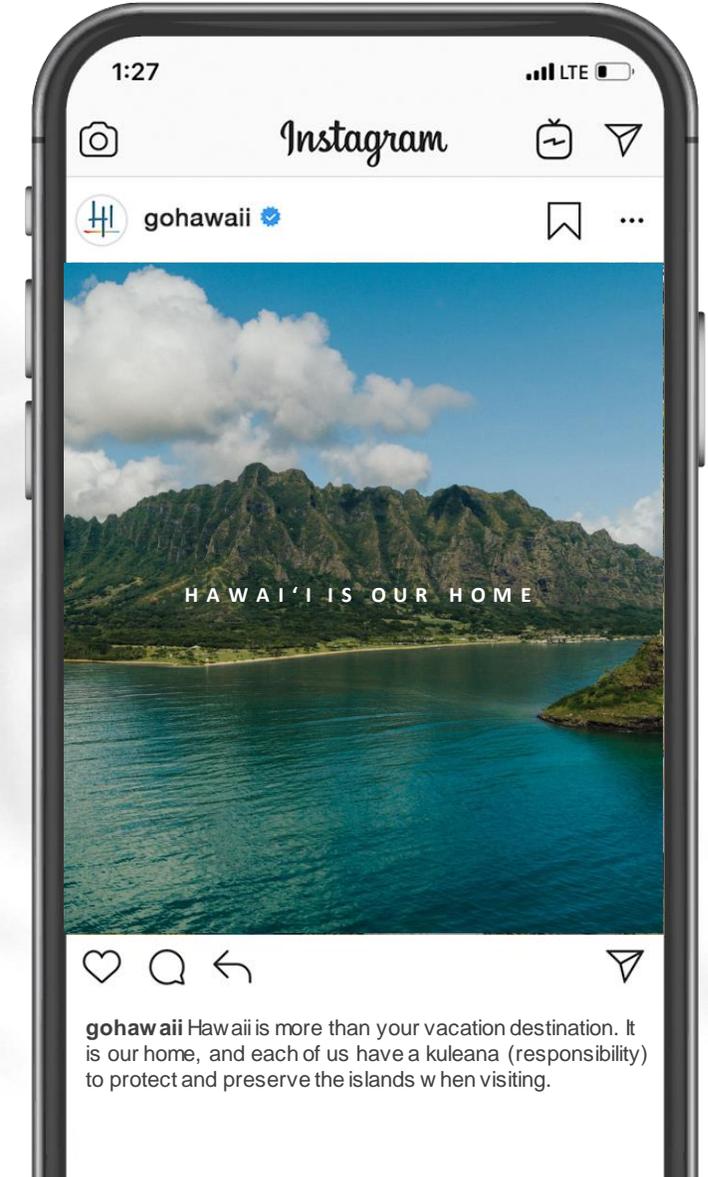
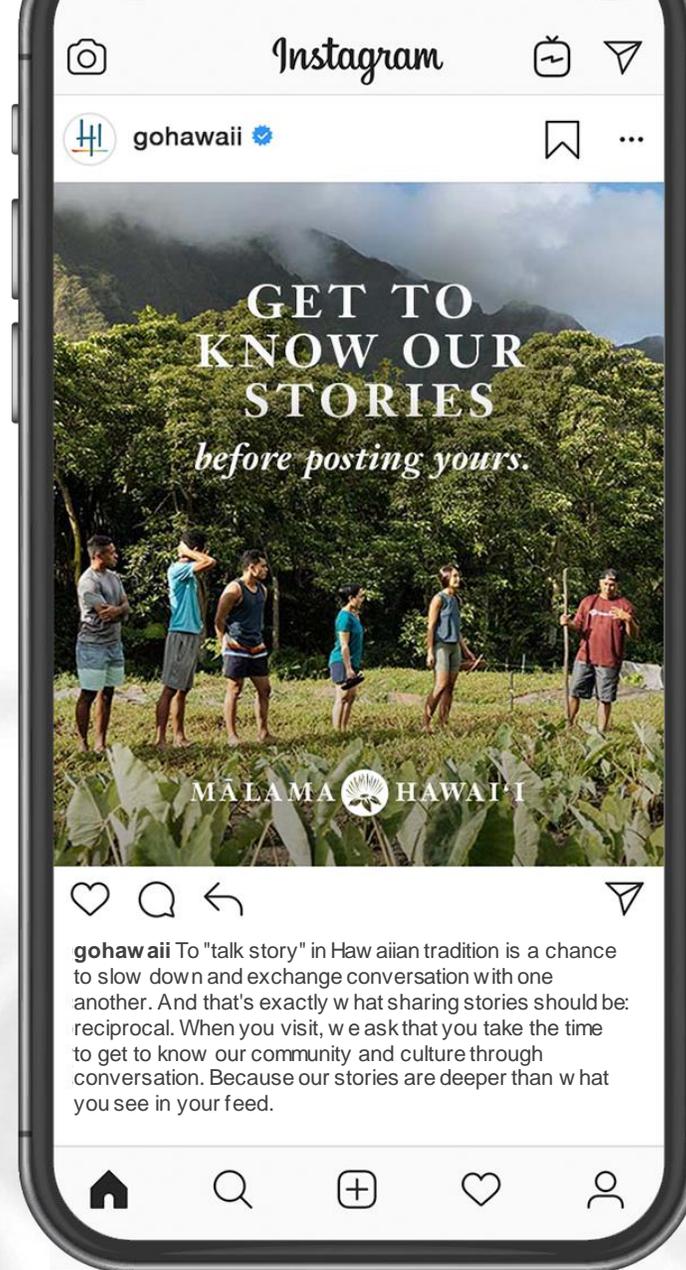
Mahalo for joining us in our *kuleana* to *mālama* Hawai'i.

Learn how you can Mālama Hawai'i during your stay at malamahawaii.com.

DIGITAL + SOCIAL

Contextualizing our Stories on Social

A suite of organic and paid contextually relevant assets will distribute key messaging across platforms to continue intercepting audiences where they are seeking travel and tourism inspiration prior to booking, and also in the post-booking but pre-arrival window when visitors would have heightened receptivity.



BRANDING AND MARKETING: POST-DESTINATION DECISION

Shape pre-arrival intent and on- island behavior.

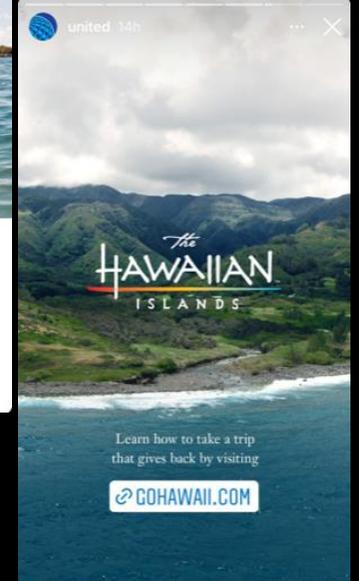
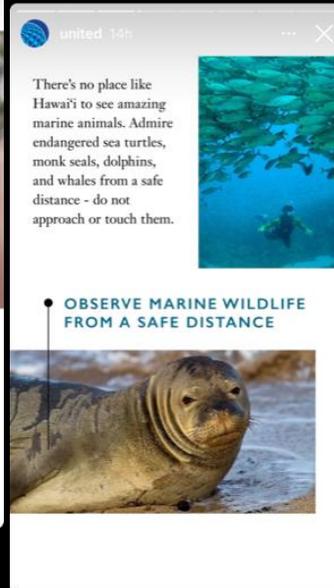
—

AUDIENCE

MINDFUL HAWAII TARGET TRAVELERS
HAWAII RESIDENTS

UNITED AIRLINES

Instagram Takeover



ALASKA AIRLINES

Confirmation Email

Alaska Hi, Daniel
MVP Gold level 184

ⓘ Special travel instructions apply at multiple airports in your itinerary. Please visit alaskaair.com/advisory for more information.

ⓘ Special travel instructions apply at multiple airports in your itinerary. Please visit alaskaair.com/advisory for more information.

Masks required—even when vaccinated.

- Federal law requires all guests 2 years and older wear a mask over their nose and mouth at all times for the duration of travel.
- Refusing to wear a mask or comply with crew instructions may result in denial of boarding, removal from the aircraft, and/or penalties under federal law.
- [Learn more](#) about mask requirements.

**Your trip,
from takeoff
to touch down.**

Alaska 817 Seat 17D

Confirmation code:
ABNSZW

9:50 AM **LAX**  2:00 PM **HNL**
Los Angeles Honolulu

Departure **01/02/2022** Arrival **01/02/2022**

[See trip details.](#)

Be a mindful traveler.

As we welcome guests to Hawaii, we're making sure that *mālama*—"to care for" in Hawaiian—is top of mind. As part of our commitment to keep the Aloha State healthy and vibrant, we've partnered with travel2change to inspire guests to leave the Islands better than when they arrived.

[LEARN MORE](#)

Alaska AIRLINES + **travel2change**

LEAVE A POSITIVE IMPACT - JOIN A TRAVEL2CHANGE ACTIVITY TODAY OR DONATE NOW.

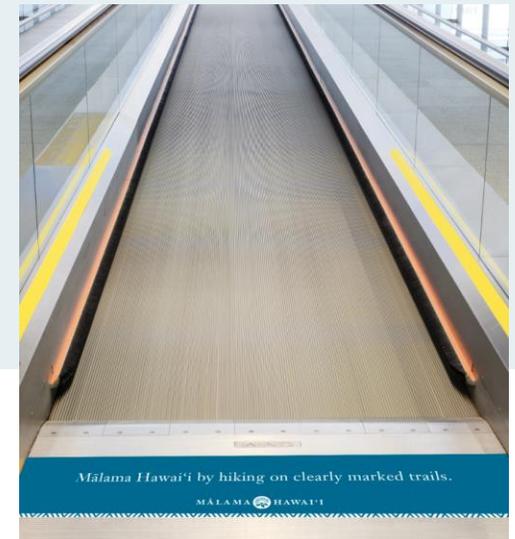
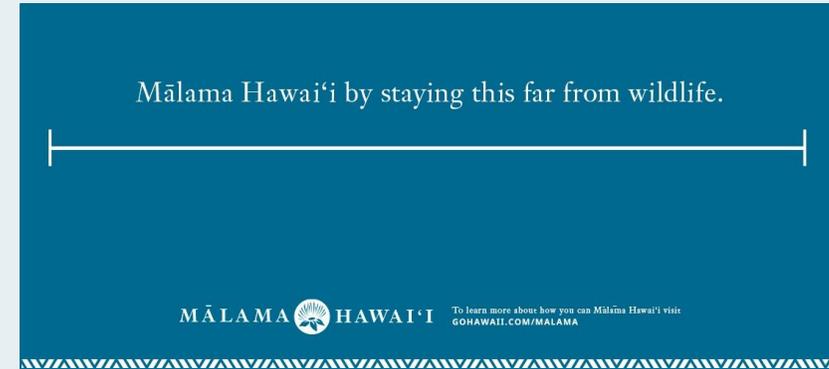
[Book Now](#)

PAID MEDIA

Airport Takeovers

Through marquee airport real estate takeovers, both in Hawai'i and the continental U.S., visitors who travel to and from the Hawaiian Islands will be intercepted with impactful creative that is impossible to ignore.

These placements will deliver clever and compelling messaging to educate visitors on how to *mālama* Hawai'i, e.g. respecting wildlife and staying on clearly marked trails.

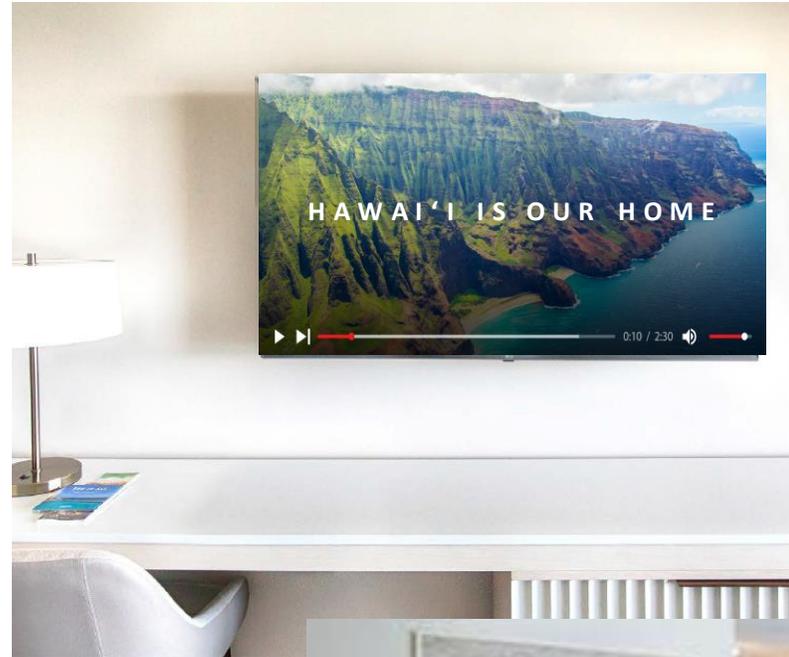


PAID MEDIA

In-Room Video

Channels: Real Hawaii TV (Oahu), Hoku TV (Oahu, Maui, Hawaii Island, Kauai), Outrigger TV (Oahu, Hawaii Island), Elevate TV (Oahu), Living TV (Oahu)

60-second video



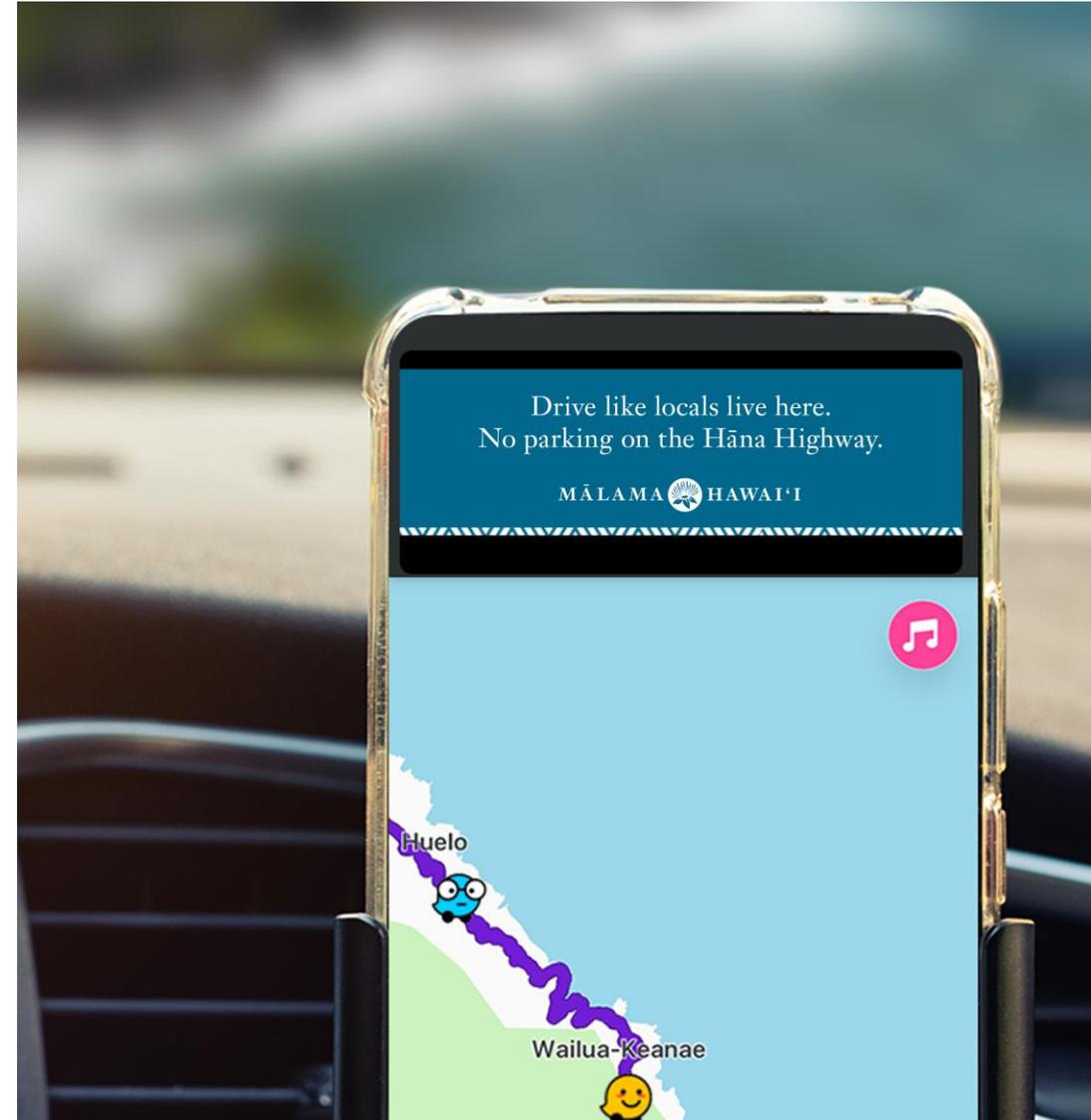
PAID MEDIA

Target On-Island Arrivals

Every visitor is using mobile apps, e.g. Waze, to navigate their way around each island, which makes those apps an impactful tool to geotarget audiences with the exact Mālama Hawai'i messages they need to hear, right where they are and directly on their mobile device. Sites and desired conditions will be identified by the DMAPs.

Executions could include:

- **Hāna Highway:** Drive like locals live here. No parking on the Hāna highway.
- **Beaches:** Mālama Hawai'i by staying 100 yards from sea turtles and other wildlife.
- **Trails:** Mālama Hawai'i by hiking on clearly marked trails.



BRANDING AND MARKETING: POST-DESTINATION DECISION

Implement regenerative tourism efforts for all incoming travelers.

—

AUDIENCE

MINDFUL HAWAII TARGET TRAVELERS
HAWAII RESIDENTS

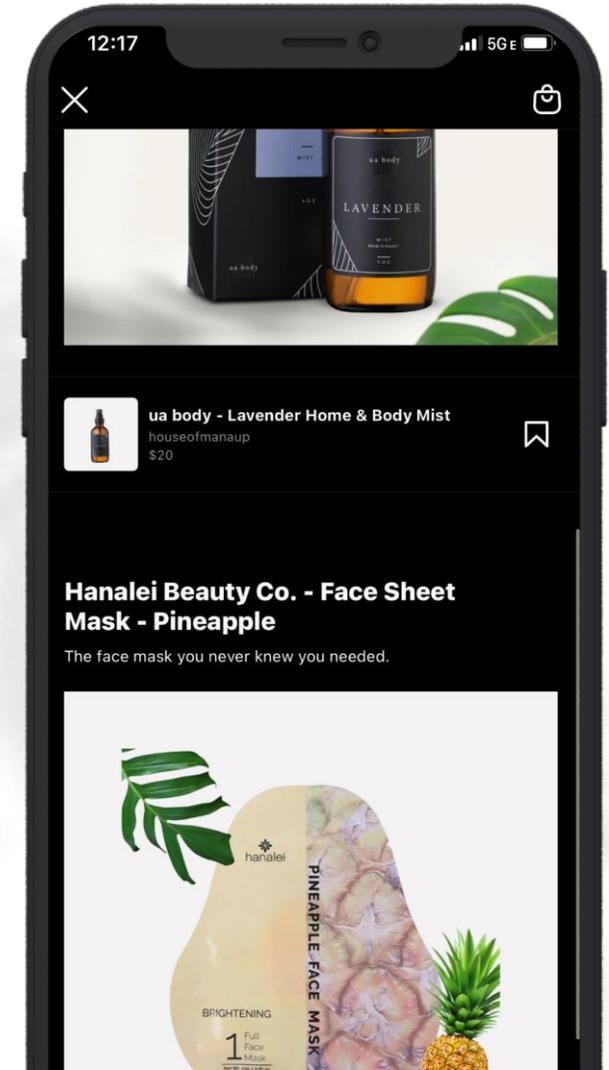
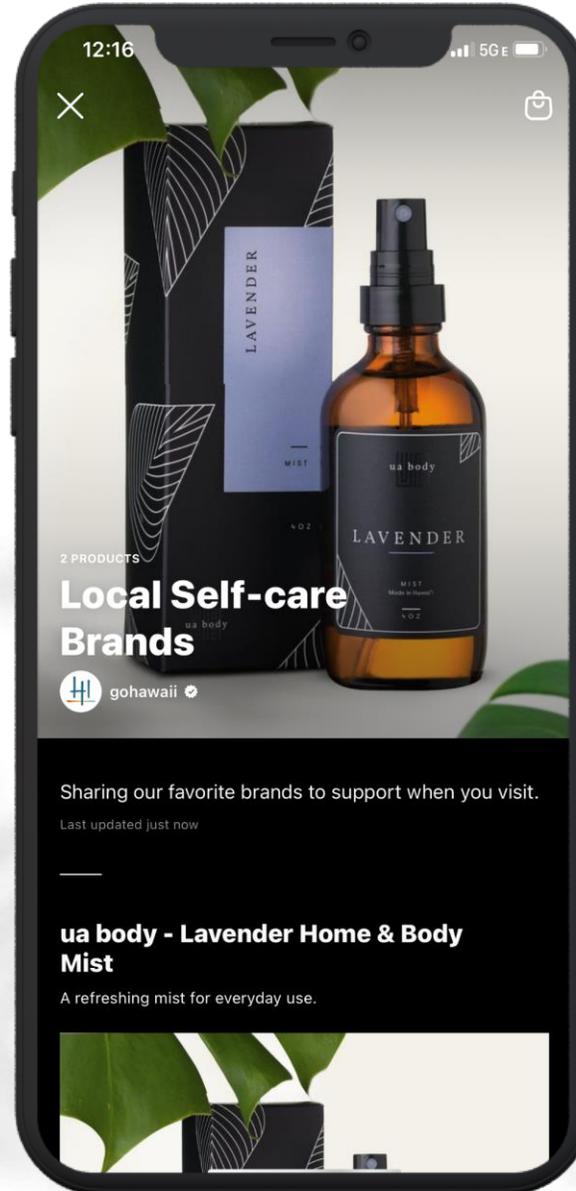
RESIDENT + COMMUNITY SPOTLIGHT

Buy Local Through Social

To directly and tangibly support local businesses and promote Hawai'i made products, we will curate Instagram Guides and Pinterest Board content for local Hawai'i artisans and products, driving to their online shops or where to buy in store. Local influencers will also be engaged to share their favorite local brands via Instagram Story stickers and Instagram Live.

Editorialized social story formats will feature the unique stories of business owners and makers, and their deep connection to their community and Hawaiian culture. Influential tastemakers can share out their favorite local brands, with stickers and links to purchase.

Additionally, HTUSA will further support the success of local businesses by hosting free workshops for all business partners on social media best practices and social e-commerce opportunities.



Concepts and suggested brands and ambassadors are strictly for illustrative purposes.

BRANDING AND MARKETING: HAWAII RESIDENTS

Communicate how DMAP initiatives benefit Hawai'i Residents.

—

AUDIENCE

HAWAII RESIDENTS

DMAP PROCESS



DMAP Story Example

Surfrider Foundation: Rise Above Plastic on Vacation



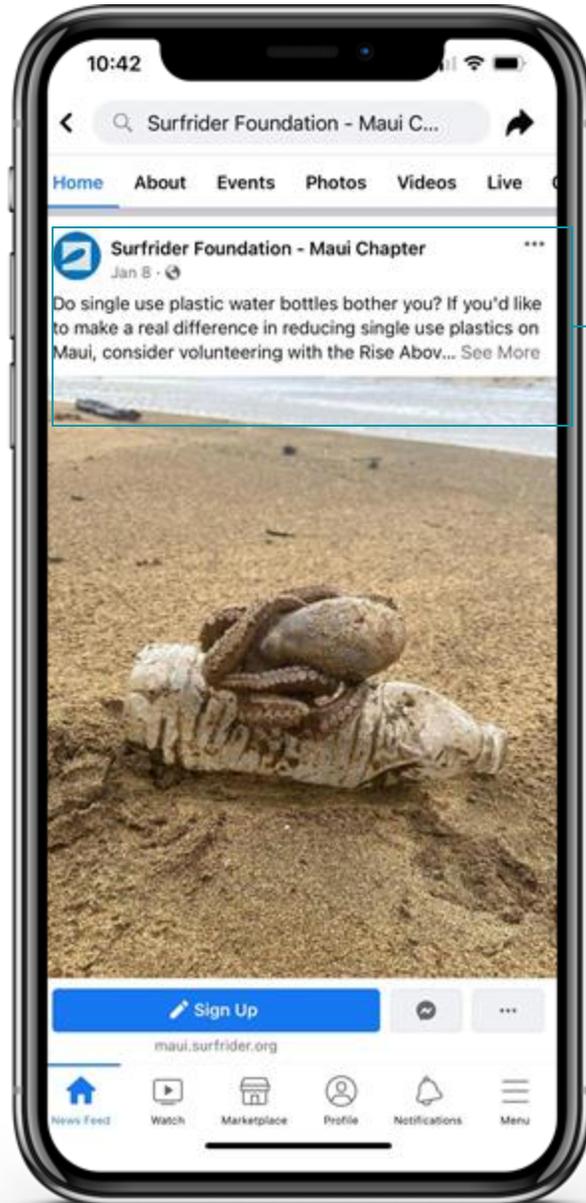
Marina Scott

VICE CHAIR & RISE ABOVE PLASTICS

Marina is self diagnosed with single-use plastic anxiety and passionate about reducing our impact on the environment. Zero waste efforts and community collaboration are her jam. Less talk, more action!

DMAP Action B.4 Initiate, fund and continue programs to protect the health of ocean, fresh water and land-based ecosystems and biosecurity. Encourage and if needed provide incentives to visitor industry partners for recycling, wastewater reuse, organic land care, and renewable energy installation. Recognize those partners who have exceeded expectations.

Concepts and suggested brands and ambassadors are strictly for illustrative purposes.



Organization

Organic Posts (Video or Still Images)

“Do single use plastic water bottles bother you? If you’d like to make a real difference in reducing single use plastics on Maui, consider volunteering with the Rise Above Plastics program.”

Paid Social

Stories & In-Feed Posts

“Now more than ever, we need to encourage responsible tourism to protect our fragile environment. The goal of this campaign is to reach visitors before they land on Maui. They need to know that our water is safe to drink and reusable bottles are provided by their vacation rental. We aim to make this as easy as possible for vacation rental owners.”

-Marina Scott, Rise Above Plastics Coordinator, Surfrider Foundation Maui Chapter

The Surfrider Foundation, in partnership with the Hawaii Tourism Authority and the Destination Management Action Plans, recently launched Rise Above Plastics. Swipe up to learn more about this project and others like it.

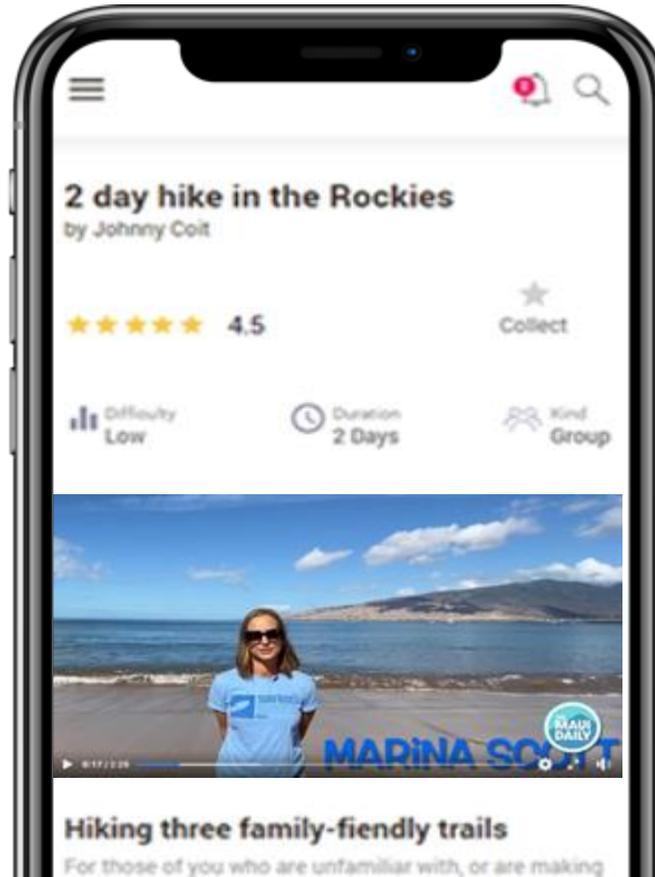
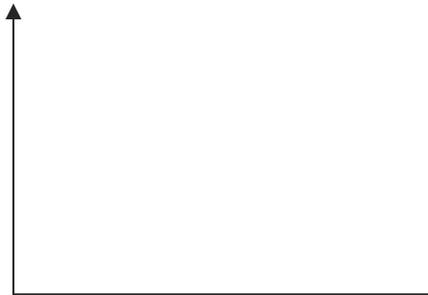


Spaceback Units

Programmatic ads in a familiar, social media format with authentic, lo-fi production values.

Marina Scott of the Maui Surfrider Foundation speaking on the [Rise Above Plastics Program](#).

Informative content to connect people to the core of what DMAPs are in their communities.



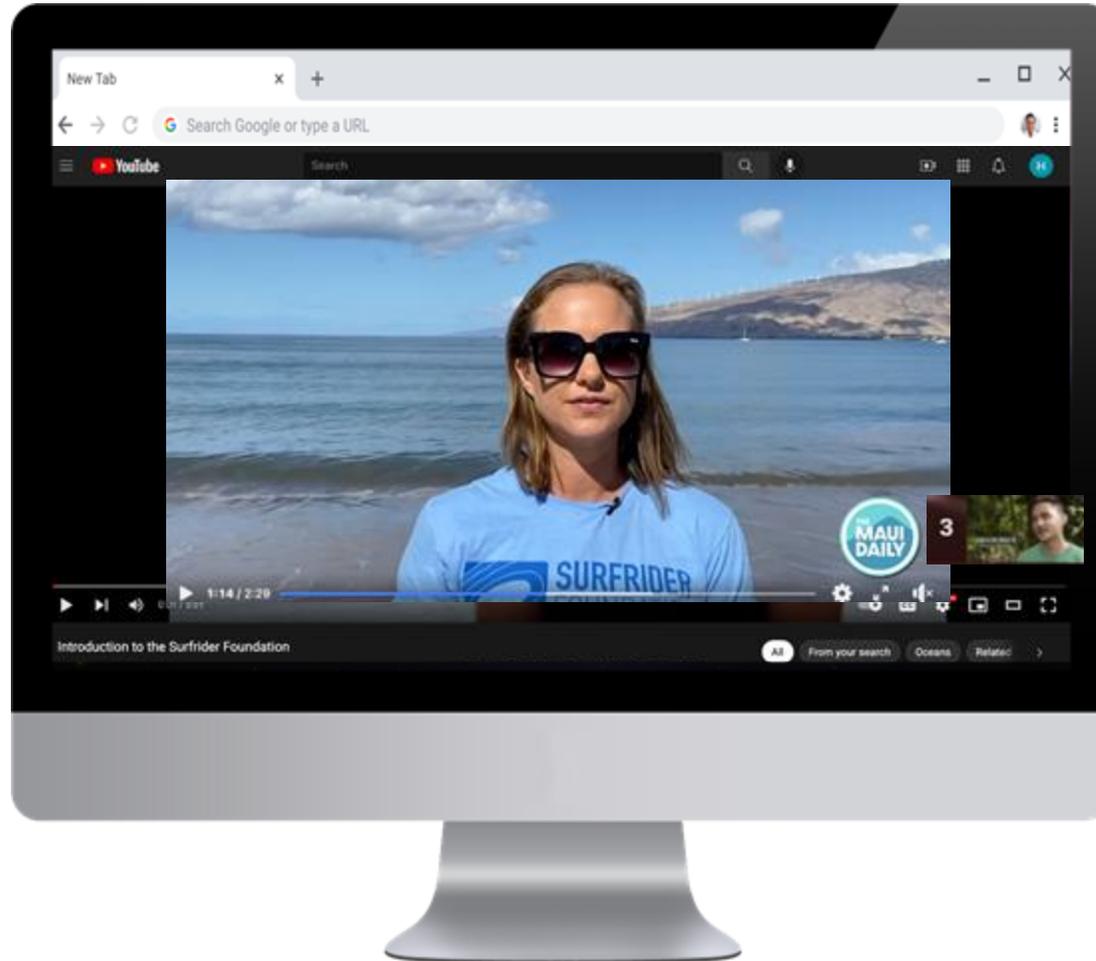
Utilizing video & social content from DMAP partners.



Concepts and suggested brands and ambassadors are strictly for illustrative purposes.

YouTube

Pre-roll Ads



Concepts and suggested brands and ambassadors are strictly for illustrative purposes.

Sponsored Content (Native)

- Home Page, next to Top Story
- Web, Mobile and App
- Always above the fold – 3rd story
- Sold on a daily basis, 1 advertiser only
- Clicks to Story page which can include video (inclusive of long-form video)



Local Community Media

Consideration List

			O'ahu Media	Kaua'i Media
			Honolulu Star-Advertiser	The Garden Island
		Maui Nui Media	LULU Magazine	Midweek Kauai
		The Maui News	Week	Kauai Now News
		Maui Now / Pacific Media Group	Honolulu Civil Beat	For Kaua'i Online / Magazine
		Maui Now	Kauai Public Radio	KauaiForward.com
		KAOI 1110AM	Maui Community Magazine	Hō'iike Community Television
		Maui Times	Maui Business News	KVIC-TV Channel 3 / Kauai 101
		Akaku Maui Community Media	Maui Magazine	Royal Coconut Coast Association
Island of Hawai'i Media		Hawaii News Now	Honolulu Concierge	Kauai Festivals & Events
West Hawaii Today		Media Influencer	House Hawaii	This Week Hawaii - Kaua'i
Hawaii Tribune Herald		Maui Time Weekly	Maui Side Stories	Kauai Chamber of Commerce
Big Island Now		The Moloka'i Dispatch	Honolulu Hawaii'i	All the Rotary Clubs
Kohala Mountain News		Lāna'i Today	Times Hawaii	Two Zonta Clubs
Ka'u Calendar		Community Council of Maui	90.1 FM	Lihue Business Association
Ke Ola Magazine		Kihei Community Association	Maui Island 98.5 FM	Rice Street Business Association
Big Island Videos News		Maui Information Guide	Honolulu Hawaiian 105 105.1 FM	of Commerce
Hāmākua Times			Maui Da paina 93.1 FM	Filipino Chamber of Commerce
Hawaii Tracker			Krater 96.3 FM	Board
Big Island Gazette			KSSK 92.3 FM	Kauai Board of Realtors
Big Island Thieves Media			STAR 101.9 FM	Hanalei Initiative
Big Island Television			POWER 104.3 FM	Association
KBIGFM 97.9FM Hilo / 106.1FM K			KUMU 94.7 FM	Kalaheo Business Association
KAPA Hawaiian FM			KREA 1540 AM	Association
The Beat Hawaii			KZOO 1210 AM	@Localgetaways_hi
			KNDI 1270AM	Kauai Live Laugh Love
			KPHI 1130AM, 101.5FM	The Garden Island - Facebook
			KHCM 880 AM	Kauai Community
				Kauai Group!
				Kauai Life
				Kauai Visitors Channel
				Pacific Media Group
				H.Hawaii Media
				STAR FM 94.3
				KFMN FM 96.9

Public Relations

- Coordinated Statewide Effort
- Messaging Focus: Mālama Hawai'i, Kuleana, Destination Management
- PR Team: Immersed in DMAP priorities, conduit for newsworthy stories and key ambassadors
 - DMAP, Community Enrichment, Kūkulu Ola, Aloha 'Āina, Mālama Hawai'i Program
- National Earned: Engage and educate Hot 100 Media
- Local Earned: Share progress and DMAP success stories targeting hyper-local media

SFGATE

'We have to manage visitor impacts': More Hawaii tourist hotspots will soon require reservations

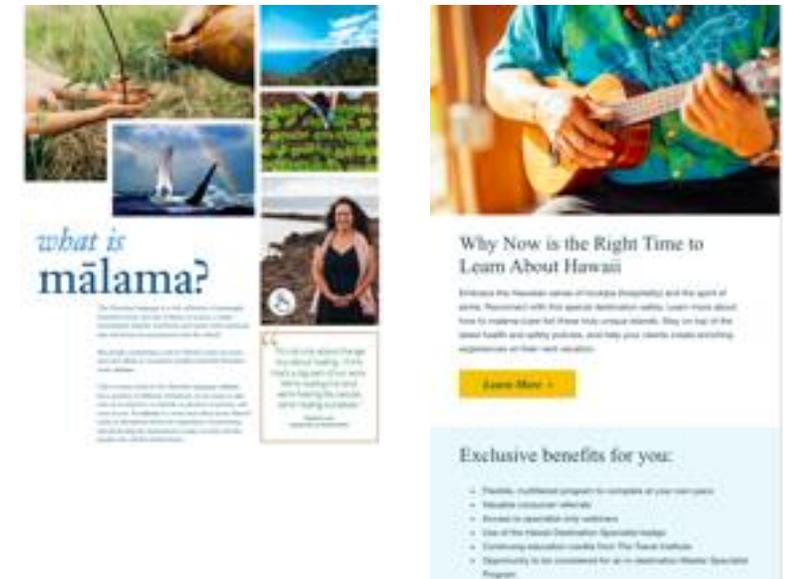
Christine Hitt, SFGATE
Dec. 2, 2021



Travel Trade

HTUSA travel trade strategy is to align with select travel partners and advisors who deliver the MHTT and cultivate them as advocates for mindful travel to Hawaii through education. This will be accomplished through:

- In-Person, Virtual, and On-Demand Training
 - Participate in consortia and wholesale in-person and virtual events and conduct on-going webinars
 - Conduct HTUSA in-person sales blitz events and record for on-demand viewing
 - Create a webinar library on travel agent portal for access 24/7
- Content Updates & Development
 - Update Expressly for Travel Professionals (EXTP) email and current travel agent portal and create Mālama Hawai'i landing page
 - Revise Hawai'i Destination Specialist (HDS) curriculum incorporating Mālama messaging
- Communications
 - Utilize HDS database to communicate the importance of encouraging clients to travel mindfully
 - Execute a trade media strategy that efficiently reaches qualified travel advisors encouraging HDS course completion
 - Invest in acquisition programs that attract new travel sellers that reach the MHTT



PGA TOUR Marketing Fund Program

A scenic view of a pond in Hawaii. In the foreground, a woman with long blonde hair and a black backpack is seen from behind, looking towards the pond. Other people are visible in the background, some walking along the shore. The scene is surrounded by lush greenery and trees, with a bright sky in the distance. The text "MĀLAMA HAWAII" is overlaid in white, serif font, with horizontal lines above and below it.

— MĀLAMA —
HAWAII



Budget

The
HAWAIIAN
ISLANDS

BUDGET ALLOCATION

Category	Amount
Consumer Direct	\$5,052,485
Public Relations and Promotions	\$572,340
Trade Marketing	\$1,057,875
Research	\$67,300
Staffing & Office	\$1,750,000
TOTAL	\$8,500,000



Mahalo

The
HAWAIIAN
ISLANDS

Discussion and Questions



9

- f. Discussion and/or Action on the **GMT's Marketing Guidelines** and ***Branding Standing Committee*** Recommendation from its Meeting Held on January 26, 2022

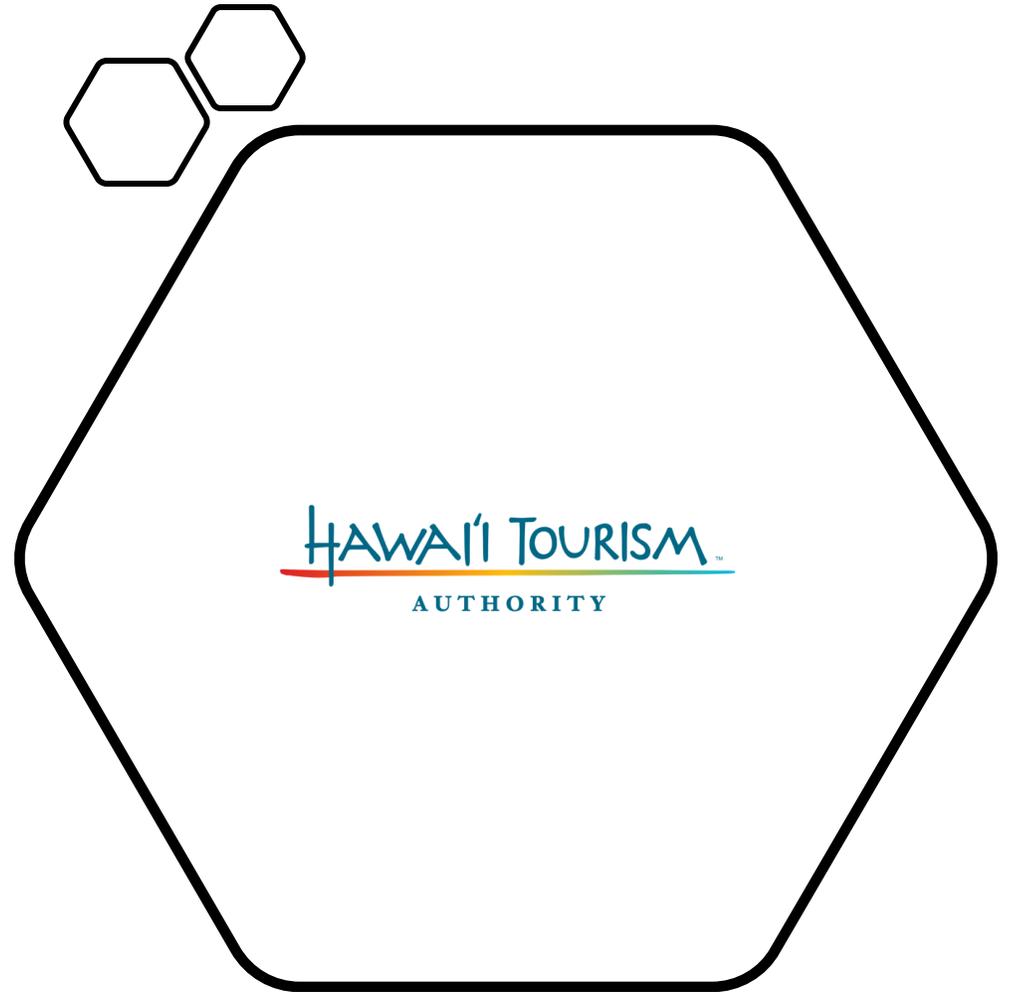
2022 Restricted Activities Branding Guidelines

Brand Marketing



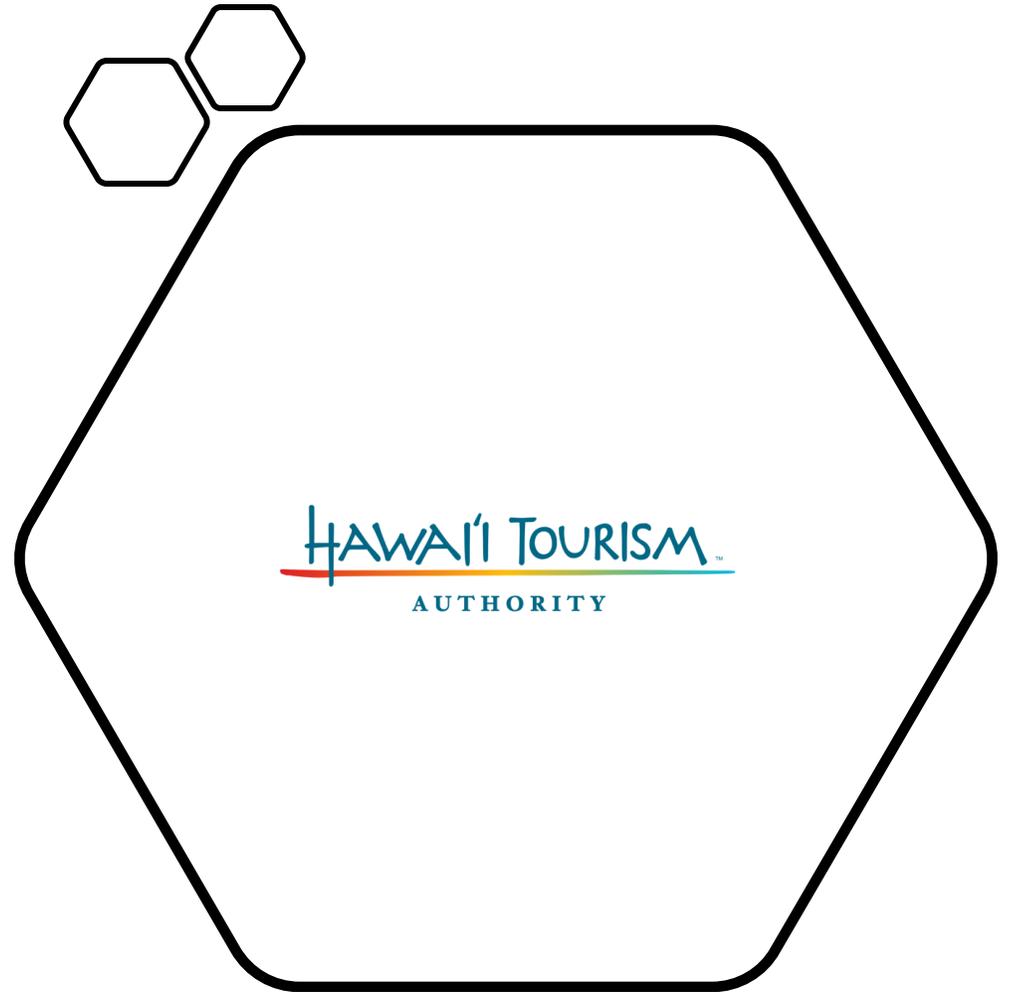
Purpose

To strategically guide the GMTs in executing brand marketing and management plans based on the changing market conditions and opportunities from each of the source markets while ensuring our resources are deployed effectively in alignment with HTA's Strategic Plan.



Measures of Success (Abbreviated)

- Increase percentage for “visitors recall hearing or seeing information about safe and responsible travel” compared to the most recent study
- Improve Hawai‘i’s ratings for “value” and “unique experiences” compared to the most recent study
- Improve score in perceptions of uniqueness of the destination for prospective visitors compared to the most recent study
- Increase percentage of consideration for visiting Hawai‘i within the next 12 months compared to the most recent study



Ongoing Activities



- Crisis Communications (Translations)
 - COVID-19
 - Natural Disasters
- Government Relations
 - Embassy/Consulate
 - Sister City/State
 - National and Sub national agencies in market
 - Hawai'i government entities
- Website Development & Maintenance
- Social Media Campaigns
 - Organic
 - Paid/Boosted
 - Focused on Mālama Hawai'i and Kuleana Campaigns
- E-Newsletter Distribution
- Direct Consumer Education
 - General consumer inquiries
 - Travel Planner Fulfillment
 - Education focused on Mālama Hawai'i and Kuleana
- Media Support
 - Relations & Assistance
 - Press/Influencer Trips
 - Education focused on Mālama Hawai'i and Kuleana
- Travel Trade Education
 - General travel trade inquiries
 - Travel Planner Fulfillment
 - Training opportunities
 - Education focused on Mālama Hawai'i and Kuleana
- Community/Stakeholder Relations & Communication
- Digital Assets Development
 - Photoshoots
 - Video
 - Social assets
- CRM Database maintenance
- Planning & Coordination for branding campaigns, event marketing, future co-ops
 - Wholesalers
 - Airlines
 - Others
- Market Insights
- Media Clippings
- Admin Costs

9

- g. Report on the Status **HTA's Future Global Branding Allocations Strategy** and Guidance for Staff for CY23 as Discussed at its Meeting Held on January 26, 2022

MMA Budget Summary - 6 Years

As of January 24, 2022

	2017	2018	2019	2020	2021	2022
US	23,640,000.00	25,095,000.00	25,800,000.00	13,732,873.00	17,000,000.00	22,500,000.00
Canada	2,300,000.00	2,300,000.00	800,000.00	373,820.00	400,000.00	800,000.00
Japan	8,450,000.00	8,000,000.00	9,000,000.00	6,000,000.00	4,500,000.00	9,000,000.00
Korea	1,400,000.00	1,400,000.00	1,400,000.00	504,000.00	300,000.00	1,400,000.00
Oceania	2,000,000.00	2,000,000.00	1,900,000.00	1,111,827.00	400,000.00	1,900,000.00
Europe	900,000.00	900,000.00	400,000.00	132,694.00	-	-
China	2,650,000.00	1,900,000.00	1,900,000.00	680,767.00	-	1,800,000.00
Taiwan	200,000.00	200,000.00	200,000.00	300,000.00	-	-
Latin America	-	-	-	-	-	-
SEA	200,000.00	202,500.00	200,000.00	81,068.00	-	-
Hong Kong	200,000.00	200,000.00	-	-	-	-
Total	41,940,000.00	42,197,500.00	41,600,000.00	22,917,049.00	22,600,000.00	37,400,000.00
				Pandemic Reductions (\$40,025,000)		

10

Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets

- 10.1 November Market Insights
- 10.2 November Dashboard
- 10.3 December Market Insights
- 10.4 December Dashboard
- 10.5 HTA Travel Agency Bookings Report as of 1/24/22



Market Insights – November 2021

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

In November 2021, passengers arriving from out-of-state could bypass the State's mandatory 10-day self-quarantine if they were fully vaccinated in the United States or with a valid negative COVID-19 NAAT test result from a Trusted Testing Partner prior to their departure through the Safe Travels program. The U.S. Centers for Disease Control and Prevention (CDC) continued to enforce restrictions on cruise ships through a "Conditional Sail Order", a phased approach for the resumption of passenger cruises to mitigate the risk of spreading COVID-19 onboard.

For the first 11 months of 2021, Hawai'i's tourism economy experienced:

- Total visitor spending: \$11.34 billion. There is no comparative visitor spending data available for the first 11 months of 2020. This was a 29.0 percent decline from the \$15.96 billion spent through the first 11 months of 2019.
- Visitor Arrivals: 6,023,827 visitors (+143.7%) arrived in the first 11 months of 2021, more than double the arrival count of 2,471,683 visitors from the same period last year. Total visitor arrivals decreased 36.1 percent compared to the 9,434,232 visitors in the first 11 months of 2019.
- For FY2022 Through November 2021, the state collected \$279.1 million in TAT, up 1,176.4 percent compared to \$21.9 million collected in FY 2021 through November 2020 (Preliminary data from Dept of Taxation).
- Total flights: 46,722, Total Seats: 9,646,930; compared to 21,524 flights and 4,719,227 seats in the first 11 months of 2020, versus 56,102 flights and 12,366,289 seats in the first 11 months of 2019.

Table 1: Overall Key Performance Indicators – Total (Air + Cruise) – YTD Nov. 2021 vs. YTD Nov. 2020

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	11,339.4	12,223.1
Daily Spend (\$PPPD)	N/A	N/A	196.6	192.1
Visitor Days	124.2%	25,724,450	57,664,089	63,628,600
Arrivals	143.7%	2,471,683	6,023,827	6,769,000
Daily Census	124.8%	76,789	172,647	174,325
Airlift (scheduled seats)	105.5%	4,671,404	9,601,558	10,685,154

N/A = November year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19. DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats from Diio Mi flight schedules as of January 14, 2022, subject to change.

Table 2: Overall Key Performance Indicators – Total (Air + Cruise) – YTD Nov. 2021 vs. YTD Nov. 2019

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	-29.0%	15,963.9	11,339.4	12,223.1
Daily Spend (\$PPPD)	0.4%	195.8	196.6	192.1
Visitor Days	-29.3%	81,528,310	57,664,089	63,628,600
Arrivals	-36.1%	9,434,232	6,023,827	6,769,000
Daily Census	-29.3%	244,097	172,647	174,325
Airlift (scheduled seats)	-21.8%	12,283,728	9,601,558	10,685,154

DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats from Diio Mi flight schedules as of January 14, 2022, subject to change.

Figure 1: Monthly Visitor Expenditures (\$mil) – 2021 vs. 2020

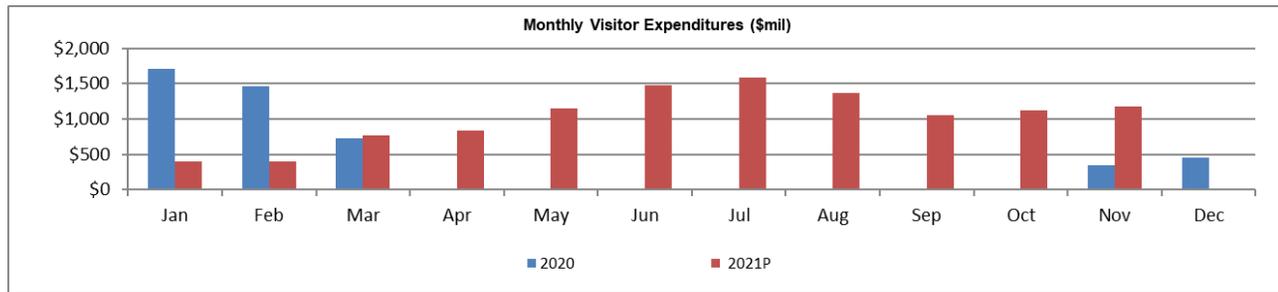
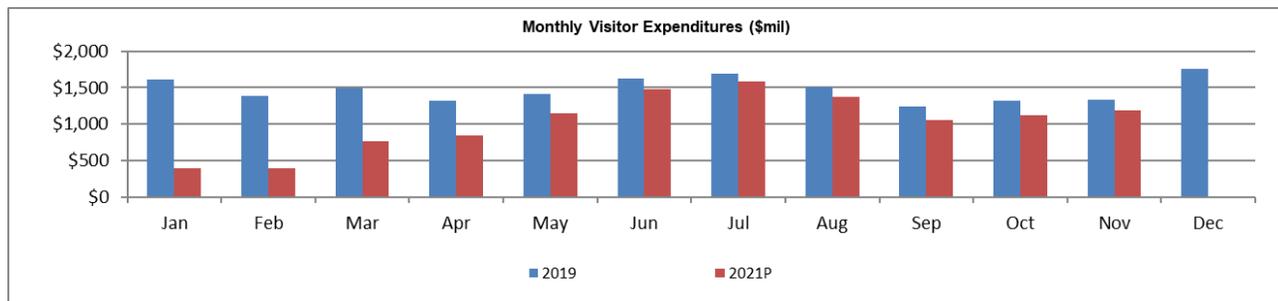


Figure 2: Monthly Visitor Expenditures (\$mil) – 2021 vs. 2019



Major Market Areas (MMAs)

USA

Table 3: Key Performance Indicators - U.S. Total (YTD Nov. 2021 vs. YTD Nov. 2020)

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	10,756.8	11,614.9
Daily Spend (\$PPPD)	N/A	N/A	196.9	387.1
Visitor Days	183.5%	19,271,118	54,626,248	60,949,419
Arrivals	228.3%	1,763,421	5,789,438	6,557,214
Daily Census	184.3%	57,526	163,552	166,985
Airlift (scheduled seats)	150.0%	3,702,162	9,254,197	10,238,721

N/A = November year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19.

DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats from Diio Mi flight schedules as of January 14, 2022, subject to change.

Table 4: Key Performance Indicators - U.S. Total (YTD Nov. 2021 vs. YTD Nov. 2019)

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	2.9%	10,450.3	10,756.8	11,614.9
Daily Spend (\$PPPD)	4.9%	187.7	196.9	387.1
Visitor Days	-1.9%	55,670,793	54,626,248	60,949,419
Arrivals	-7.2%	6,237,962	5,789,438	6,557,214
Daily Census	-1.9%	166,679	163,552	166,985
Airlift (scheduled seats)	4.6%	8,848,529	9,254,197	10,238,721

DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats from Diio Mi flight schedules as of January 14, 2022, subject to change.

- COVID variant Omicron has increased economic uncertainty at the end of 2021. The new variant has already had a negative economic impact as international travel gets throttled back in the midst of the usually hectic holiday season.
- Total employment rose by 210,000 in November 2021, and the unemployment rate continued its declining trend, falling by -0.4 percent to 4.2 percent. Notable job gains occurred in professional services, transportation and warehousing, construction and manufacturing.
- The Conference Board Consumer Confidence Index decreased in November 2021, following an increase in October. The Index now stands at 109.5 (1985=100), down from 111.6 in October.
- The Present Situation Index based on consumers' assessment of current business and labor market conditions fell to 142.5 in November 2021 from 145. last month.
- The Expectations Index based on consumers' short-term outlook for income, business and labor market conditions fell to 87.6 in November 2021, from 89.0 last month.
- The forecast for domestic scheduled nonstop air seats to Hawai'i for November 2021-January 2022 will increase by 20.2 percent as compared with the same time period in 2019. The projection is based on flights appearing in Diio Mi airline schedules. Due to COVID-19, the constant fluidity in scheduled air seats is expected to continue for both the U.S. West (+21.7%) and U.S. East (+10.1%). The situation is being monitored and the forecast adjusted accordingly.

US WEST

Table 5: Key Performance Indicators - U.S. West (YTD Nov. 2021 vs. YTD Nov. 2020)

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	7,058.2	7,520.6
Daily Spend (\$PPPD)	N/A	N/A	192.1	184.7
Visitor Days	202.9%	12,133,776	36,751,004	40,718,941
Arrivals	247.5%	1,158,901	4,026,938	4,530,046
Daily Census	203.8%	36,220	110,033	111,559
Airlift (scheduled seats)	148.1%	3,275,599	8,126,027	8,989,207

N/A = November year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19.

DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats from Diio Mi flight schedules as of January 14, 2022, subject to change.

Table 6: Key Performance Indicators - U.S. West (YTD Nov. 2021 vs. YTD Nov. 2019)

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	12.9%	6,254.4	7,058.2	7,520.6
Daily Spend (\$PPPD)	10.2%	174.3	192.1	184.7
Visitor Days	2.4%	35,881,849	36,751,004	40,718,941
Arrivals	-3.6%	4,176,799	4,026,938	4,530,046
Daily Census	2.4%	107,431	110,033	111,559
Airlift (scheduled seats)	4.4%	7,783,245	8,126,027	8,989,207

DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats from Diio Mi flight schedules as of January 14, 2022, subject to change.

- In November 2021, 409,864 visitors arrived from the U.S. West, well above the 137,452 visitors (+198.2%) in November 2020 and exceeding the November 2019 count of 375,244 visitors (+9.2%). U.S. West visitors spent \$755.8 million in November 2021, compared to only \$252.6 million (+199.3%) in November 2020 and exceeding the \$563.8 million (+34.1%) spent in November 2019. Higher average daily visitor spending (\$209 per person, +16.9%) combined with a longer length of stay (8.83 days, +5.0%) also contributed to increased U.S. West visitor expenditures compared to November 2019.
- Through the first 11 months of 2021, there were 4,026,938 visitors from the U.S. West compared to 1,158,901 visitors (+247.5%) in the first 11 months of 2020, versus 4,176,799 visitors (-3.6%) in the first 11 months of 2019. For the first 11 months of 2021, total visitor spending was \$7.06 billion, a 12.9 percent increase from \$6.25 billion in the first 11 months of 2019.

US EAST

Table 7: Key Performance Indicators - U.S. East (YTD Nov. 2021 vs. YTD Nov. 2020)

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	3,698.6	4,094.4
Daily Spend (\$PPPD)	N/A	N/A	206.9	202.4
Visitor Days	150.4%	7,137,343	17,875,243	20,230,478
Arrivals	191.6%	604,520	1,762,499	2,027,168
Daily Census	151.2%	21,306	53,519	55,426
Airlift (scheduled seats)	164.5%	426,563	1,128,170	1,249,514

N/A = November year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19.

DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats from Diio Mi flight schedules as of January 14, 2022, subject to change.

Table 8: Key Performance Indicators - U.S. East (YTD Nov. 2021 vs. YTD Nov. 2019)

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	-11.9%	4,195.9	3,698.6	4,094.4
Daily Spend (\$PPPD)	-2.4%	212.0	206.9	202.4
Visitor Days	-9.7%	19,788,945	17,875,243	20,230,478
Arrivals	-14.5%	2,061,163	1,762,499	2,027,168
Daily Census	-9.7%	59,248	53,519	55,426
Airlift (scheduled seats)	5.9%	1,065,284	1,128,170	1,249,514

DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats from Diio Mi flight schedules as of January 14, 2022, subject to change.

- There were 156,004 visitors from the U.S. East in November 2021, compared to 40,202 visitors (+288.1%) in November 2020, and 150,386 visitors (+3.7%) in November 2019. U.S. East visitors spent \$324.3 million in November 2021 compared to only \$86.2 million in November 2020, versus \$306.8 million (+5.7%) in November 2019. A longer length of stay

(9.73 days, +5.6%) contributed to the growth in U.S. East visitor expenditures compared to November 2019.

- Through the first 11 months of 2021, there were 1,762,499 visitors from the U.S. East compared to 604,520 visitors (+191.6%) in the first 11 months of 2020, versus 2,061,163 visitors (-14.5%) in the first 11 months of 2019. For the first 11 months of 2021, total visitor spending was \$3.70 billion, a decrease of 11.9 percent from \$4.20 billion in the first 11 months of 2019.

CANADA

Table 9: Key Performance Indicators – Canada (YTD Nov. 2021 vs. YTD Nov. 2020)

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	140.8	68.1
Daily Spend (\$PPPD)	N/A	N/A	177.1	178.4
Visitor Days	-63.5%	2,176,722	794,959	381,638
Arrivals	-69.1%	160,329	49,614	21,126
Daily Census	-63.4%	6,498	2,380	1,046
Airlift (scheduled seats)	-45.7%	164,881	89,490	129,098

N/A = November year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19. DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats from Diio Mi flight schedules as of January 14, 2022, subject to change.

Table 10: Key Performance Indicators – Canada (YTD Nov. 2021 vs. YTD Nov. 2019)

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	-85.2%	951.9	140.8	68.1
Daily Spend (\$PPPD)	6.8%	165.9	177.1	178.4
Visitor Days	-86.1%	5,739,597	794,959	381,638
Arrivals	-89.6%	475,922	49,614	21,126
Daily Census	-86.1%	17,184	2,380	1,046
Airlift (scheduled seats)	-78.9%	424,534	89,490	129,098

DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats from Diio Mi flight schedules as of January 14, 2022, subject to change.

- In November 2021, 22,045 visitors arrived from Canada, compared to 802 visitors (+2,647.9%) in November 2020, versus 50,598 visitors (-56.4%) in November 2019. Visitors from Canada spent \$53.3 million in November 2021 compared to \$98.3 million (-45.8%) in November 2019.
- In November 2021, all travelers to Canada, including returning Canadian residents, were required to have a negative pre-arrival COVID-19 molecular test result taken within 72 hours before entry into Canada. Fully vaccinated travelers did not need a post-arrival test but are required to submit their travel information and proof of vaccination using ArriveCAN within 72 hours before arrival. Unvaccinated travelers must submit their travel and contact information via ArriveCAN, pass all testing requirements (pre-arrival, upon arrival/day 1 and on day 8) and must quarantine for 14 days.
- Through the first 11 months of 2021, there were 49,614 visitors from Canada compared to 160,329 visitors (-69.1%) in the first 11 months of 2020, versus 475,922 visitors (-89.6%) in the first 11 months of 2019. For the first 11 months of 2021, total visitor spending was \$140.8 million, a decrease of 85.2 percent from \$951.9 million in the first 11 months of 2019.
- Canada's economy is projected to expand by 5.1 percent this year and 4.4 percent in 2022. This represents an upgrade from the spring update and partly reflects the generally

successful rollout of vaccines that has led to a gradual reopening of the economy and a boost in confidence.

- After a slight uptick last month, the Index of Consumer Confidence faltered in November 2021, falling 5-points to 108.2. This is the lowest level recorded since May 2021, pushing the index back to 10 percent below its pre-pandemic level. Lower confidence levels were recorded across Canada, except in Ontario. Unlike last month, confidence regarding future job prospects lost steam, but the share of consumers with optimistic views remains higher than before the pandemic.
- The loonie posted an average value of USD \$0.79 2021 year-to-date, a 9 percent increase over 2020.
- As of December 9, 31,212,118 people (85.87% of the population ages 5+) have received their first doses, at least 29,144,837 people (80.18% of the population ages 5+) have been fully vaccinated, and 2,074,665 3rd doses have been administered.

JAPAN

Table 11: Key Performance Indicators – Japan (YTD Nov. 2021 vs. YTD Nov. 2020)

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	68.4	74.2
Daily Spend (\$PPPD)	N/A	N/A	218.5	217.4
Visitor Days	-81.6%	1,700,807	312,994	341,119
Arrivals	-93.1%	287,414	19,784	20,633
Daily Census	-81.5%	5,077	937	935
Airlift (scheduled seats)	-76.2%	471,788	112,229	131,766

N/A = November year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19. DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats from Diio Mi flight schedules as of January 14, 2022, subject to change.

Table 12: Key Performance Indicators – Japan (YTD Nov. 2021 vs. YTD Nov. 2019)

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	-96.6%	2,037.4	68.4	74.2
Daily Spend (\$PPPD)	-8.9%	239.8	218.5	217.4
Visitor Days	-96.3%	8,495,564	312,994	341,119
Arrivals	-98.6%	1,439,570	19,784	20,633
Daily Census	-96.3%	25,436	937	935
Airlift (scheduled seats)	-93.9%	1,825,761	112,229	131,766

DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats from Diio Mi flight schedules as of January 14, 2022, subject to change.

- There were 2,589 visitors from Japan in November 2021, compared to 451 visitors (+474.3%) in November 2020, versus 131,536 visitors (-98.0%) in November 2019. Visitors from Japan spent \$7.0 million in November 2021 compared to \$189.4 million (-96.3%) in November 2019.
- For most of November 2021, the Japanese government required proof of a negative PCR test within 72 hours for all passengers into Japan, including returning Japanese nationals. Fully vaccinated travelers were required to quarantine for 10 days. Effective November 29, 2021, the government strengthened quarantine measures in response to the emergence of the Omicron variant. Entry of non-resident foreign nationals have been suspended. Travelers permitted to enter Japan will be required to quarantine at home or in a hotel for 14 days subject to approval by the Government of Japan.

- Through the first 11 months of 2021, there were 19,784 visitors from Japan compared to 287,414 visitors (-93.1%) in the first 11 months of 2020, versus 1,439,570 visitors (-98.6%) in the first 11 months of 2019. For the first 11 months of 2021, total visitor spending was \$68.4 million, a 96.6 percent drop from \$2.04 billion in the first 11 months of 2019.
- Spending by the Japanese central government on a set of economic stimulus measures to be finalized by end of November 2021 will exceed ¥40 trillion (\$350 billion), expanding from its initial plan of around ¥30 trillion. The package, which Prime Minister Kishida's Cabinet is expected to approve also include financial aid of up to ¥2.5 million each for businesses suffering from plunging revenues due to the pandemic, and wage hikes of about 3 percent for childcare and nursery school workers as well as nurses.
- As of December 20, 100.1 million Japanese (79.1%) have been vaccinated once, and 98.3 million people (77.6%) have been fully vaccinated.
- Japan's Vaccine Certificate (VC) program for overseas travel is now accepted by 74 countries/regions.
- The government is currently ironing out details of how and when to resume the program. The GoTo Travel campaign initially kicked off in July last year and was backed by a huge ¥1.35 trillion budget to stimulate tourism demand that had been devastated by the pandemic.
- According to Japan National Tourism Organization (JNTO), Japanese outbound travel for November 2021 was 51,800 passengers (-96.8% vs 2019).
- Airlift November 2021: 53 flights (13,379 air seats). December 2021: 81 flights (20,016 seats). January 2022: 64 flights (15,868 seats). JAL announced daily operation from Narita starting February and adding 2 flights from Haneda.

OCEANIA

Table 13: Key Performance Indicators – Oceania (YTD Nov. 2021 vs. YTD Nov. 2020)

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	9.4	9.7
Daily Spend (\$PPPD)	N/A	N/A	239.3	242.1
Visitor Days	-91.7%	476,695	39,354	39,996
Arrivals	-94.7%	50,580	2,683	2,685
Daily Census	-91.7%	1,423	118	110
Airlift (scheduled seats)	-100.0%	95,737	0	5,396

N/A = November year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19.
 DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats from Diio Mi flight schedules as of January 14, 2022, subject to change.

Table 14: Key Performance Indicators – Oceania (YTD Nov. 2021 vs. YTD Nov. 2019)

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	-98.9%	825.5	9.4	9.7
Daily Spend (\$PPPD)	-9.0%	263.1	239.3	242.1
Visitor Days	-98.7%	3,138,095	39,354	39,996
Arrivals	-99.2%	334,768	2,683	2,685
Daily Census	-98.7%	9,395	118	110
Airlift (scheduled seats)	-100.0%	454,327	0	5,396

DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats from Diio Mi flight schedules as of January 14, 2022, subject to change.

- There were 247 visitors from Australia in November 2021 who came on domestic flights. Direct flights from Australia continued to be suspended. In comparison there were 65 visitors in November 2020, versus 18,725 visitors in November 2019. On November 1, 2021, the

country eased travel restrictions for returning Australian residents. Fully vaccinated individuals were no longer required to quarantine for 14 days at a designated facility at their own expense. However, effective November 29, the government reintroduced travel restrictions for individuals returning from countries where the Omicron variant was detected. Australian residents arriving from these countries were required to go into supervised quarantine for 14 days subject to jurisdictional arrangements. All arrivals from other international countries need to isolate for 72 hours and get tested as a precaution.

- Through the first 11 months of 2021, there were 877 visitors from Australia, compared to 41,335 visitors (-97.9%) in the first 11 months of 2020, versus 264,789 visitors (-99.7%) in the first 11 months of 2019.
- There were 248 visitors from New Zealand in November 2021 who arrived on domestic flights. Direct flights from New Zealand continued to be suspended. In comparison, there were 52 visitors in November 2020, versus 4,338 visitors in November 2019. In November 2021, all travelers entering New Zealand, including returning residents were required to have a COVID-19 test taken and a negative result returned within 72 hours of their flight. Most travelers, except those from a quarantine-free travel zone (Australia and the Cook Islands), arriving in New Zealand are required to go into a Managed Isolation or Quarantine (MIQ) facility for a minimum of 7 days.
- Through the first 11 months of 2021, there were 1,806 visitors from New Zealand, compared to 9,245 visitors (-80.5%) in the first 11 months of 2020, versus 69,979 visitors (-97.4%) in the first 11 months of 2019.
- Australia has now removed restrictions around international travel which has led to the restart of outbound travel. Discussions with trade partners over the month revealed that Hawaii continues to rate as one of the most desired destinations to return to.
- Both Australia and New Zealand are approaching a significant achievement with both countries being only 1 percent away from a 90 percent fully vaccinated adult population. This is very significant and is fundamental to the re-opening of domestic travel as well as the staggered plan for international tourism.
- There is excellent interest and excitement around the upcoming re-start of flights from Sydney to Honolulu on December 15, 2021.
- Omicron has added some nervousness and additional logistics for travelers. In particular around the shortened testing time frames.
- There has been downward pressure on both currencies over the month. Currently the rates are sitting at AUD.71cents & NZD.68cents against the USD which is nearer the lower end of the 12-month range – but still stronger than pre-Covid levels.

EUROPE

Table 15: Key Performance Indicators – Europe (YTD Nov. 2021 vs. YTD Nov. 2020)

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	31.2	29.1
Daily Spend (\$PPPD)	N/A	N/A	152.3	177.8
Visitor Days	-28.9%	287,810	204,592	163,561
Arrivals	-43.5%	21,126	11,940	10,230
Daily Census	-28.7%	859	613	448
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

N/A = November year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19.
DBEDT 2021 annual forecast (Quarter 3, 2021).

Table 16: Key Performance Indicators – Europe (YTD Nov. 2021 vs. YTD Nov. 2019)

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	-87.8%	255.5	31.2	29.1
Daily Spend (\$PPPD)	-2.2%	155.6	152.3	177.8
Visitor Days	-87.5%	1,641,197	204,592	163,561
Arrivals	-90.6%	127,656	11,940	10,230
Daily Census	-87.5%	4,914	613	448
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

*DBEDT 2021 annual forecast (Quarter 3, 2021).

- In November 2021, there were 3,306 visitors from the United Kingdom, France, Germany, Italy, and Switzerland. In comparison, 331 visitors arrived in November 2020, versus 9,097 visitors who came in November 2019. In Germany, all arrivals need to present proof of vaccination, recovery, or an approved negative COVID-19 test (The PCR test taken within 72 hours or the rapid antigen test taken within 48 hours before arrival). Those who could not produce one of these documents must self-isolate. Travelers from high-risk countries must self-isolate for 10-days while those from virus variant countries must self-isolate for 14 days. In the United Kingdom, fully vaccinated U.K. nationals did not have to quarantine, but must complete a passenger locator form and take a COVID-19 PCR or antigen test two days after their arrival to the U.K. Those who were unvaccinated must take a pre-departure test, self-isolate for 10 days upon arrival and test on days two and eight of quarantine.
- Through the first 11 months of 2021, there were 11,940 visitors from Europe, compared to 21,126 visitors (-43.5%) in the first 11 months of 2020, versus 127,656 visitors (-90.6%) in the first 11 months of 2019.

OTHER ASIA

Table 17: Key Performance Indicators – Other Asia (YTD Nov. 2021 vs. YTD Nov. 2020)

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	60.6	NA
Daily Spend (\$PPPD)	N/A	N/A	258.4	NA
Visitor Days	-60.8%	598,492	234,726	NA
Arrivals	-74.6%	67,148	17,075	NA
Daily Census	-60.7%	1,787	703	NA
Airlift (scheduled seats)	-65.0%	86,973	30,416	39,160

N/A = November year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19.
DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats from Diio Mi flight schedules as of January 14, 2022, subject to change.

Table 18: Key Performance Indicators – Other Asia (YTD Nov. 2021 vs. YTD Nov. 2019)

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	-91.8%	740.7	60.6	NA
Daily Spend (\$PPPD)	-11.6%	292.2	258.4	NA
Visitor Days	-90.7%	2,534,758	234,726	NA
Arrivals	-94.7%	322,283	17,075	NA
Daily Census	-90.7%	7,589	703	NA
Airlift (scheduled seats)	-96.2%	442,387	16,958	39,160

DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats from Diio Mi flight schedules as of January 14, 2022, subject to change.

- In November 2021, there were 3,962 visitors from Other Asia (China, Hong Kong, Korea, Singapore, Taiwan) compared to 370 visitors in November 2020, versus 26,151 in November 2019.
- Through the first 11 months of 2021, there were 17,075 visitors from Other Asia, compared to 67,148 visitors (-74.6%) in the first 11 months of 2020, versus 322,283 visitors (-94.7%) in the first 11 months of 2019.

KOREA

Table 19: Key Performance Indicators – Korea (YTD Nov. 2021 vs. YTD Nov. 2020)

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	36.8	34.9
Daily Spend (\$PPPD)	N/A	N/A	252.1	246.0
Visitor Days	-63.5%	400,507	146,094	141,877
Arrivals	-80.1%	46,683	9,289	7,146
Daily Census	-63.4%	1,196	437	389
Airlift (scheduled seats)	-57.4%	71,453	30,416	39,160

N/A = November year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19.
 DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats from Diio Mi flight schedules as of January 14, 2022, subject to change.

Table 20: Key Performance Indicators – Korea (YTD Nov. 2021 vs. YTD Nov. 2019)

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	-91.7%	442.6	36.8	34.9
Daily Spend (\$PPPD)	-9.9%	279.8	252.1	246.0
Visitor Days	-90.8%	1,581,944	146,094	141,877
Arrivals	-95.5%	206,223	9,289	7,146
Daily Census	-90.8%	4,736	437	389
Airlift (scheduled seats)	-89.7%	296,706	30,416	39,160

DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats from Diio Mi flight schedules as of January 14, 2022, subject to change.

- There were 2,604 visitors from Korea in November 2021. Of that number, 2,228 arrived on direct flights from Korea and 376 came on domestic flights. In comparison, there were 92 visitors in November 2020, versus 20,272 visitors in November 2019. In November 2021, most entrants must quarantine for 14 days upon arrival in Korea. Returning Korean residents can self-quarantine, while nonresidents must quarantine at designated facilities at their own expense. All travelers from high-risk countries must quarantine at government facilities.
- Through the first 11 months of 2021, there were 9,289 visitors from Korea, compared to 46,683 visitors (-80.1%) in the first 11 months of 2020, versus 206,223 visitors (-95.5%) in the first 11 months of 2019.
- The Organization for Economic Cooperation and Development (OECD) has maintained its outlook on the South Korean economy of a 4 percent growth in gross domestic product for Korea this year while revising down its growth predictions for major countries. The OECD evaluated that the Korean economy continues to recover following the COVID-19 shock, propelled by strong export growth, improving business investment and public support.
- The average USD/WON exchange rate in November 2021 was KRW 1,183.68 won, slightly depreciated compared to the previous rate of 1,181.92 won in October.
- South Korea has recorded 80 percent vaccination rate. By late November 2021, over 40 million of the nation's 51.3 million residents had been fully vaccinated.

- According to the Ministry of Land, Infrastructure and Transport, the number of outbound passengers in November was 309,000, up from 291,000 the previous month. Especially, the number of passengers traveling to resorts such as Saipan, where the Travel Bubble was signed, is rapidly increasing.
- According to Visa Korea on November 17th, Korean travel consumers' desire for overseas travel is increasing - 3 out of 10 Koreans intend to travel abroad within a year. The percentage of people willing to travel abroad is continuously rising: 27 percent in November 2020 and 26 percent in February 2021, 35 percent in June 2021, and 32 percent in September 2021.
- Korean Air is operating 3 weekly flights for ICN-HNL route (KE053) and will increase to 5 weekly flights next January. Asiana Airlines is planning to resume ICN-HNL route next year. Hawaiian Airlines is keeping its flight frequency of three weeklies (HA 460) from ICN to HNL.

LATIN AMERICA

Table 21: Key Performance Indicators – Latin America (YTD Nov. 2021 vs. YTD Nov. 2020)

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	11.7	N/A
Daily Spend (\$PPPD)	N/A	N/A	124.5	N/A
Visitor Days	18.4%	79,687	94,387	N/A
Arrivals	35.3%	5,720	7,739	N/A
Daily Census	18.8%	238	283	N/A
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

N/A = November year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19.
DBEDT 2021 annual forecast (Quarter 3, 2021).

Table 22: Key Performance Indicators – Latin America (YTD Nov. 2021 vs. YTD Nov. 2019)

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	-78.7%	55.2	11.7	N/A
Daily Spend (\$PPPD)	-45.9%	230.0	124.5	N/A
Visitor Days	-60.7%	240,129	94,387	N/A
Arrivals	-66.0%	22,756	7,739	N/A
Daily Census	-60.7%	719	283	N/A
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

DBEDT 2021 annual forecast is not available.

- There were 957 visitors from Mexico, Brazil and Argentina in November 2021, compared to 239 visitors in October 2020, versus 1,272 visitors in November 2019. In November 2021, returning Argentine citizens who were fully vaccinated did not need to quarantine or get tested once they arrived in Argentina. Those who were unvaccinated were required to quarantine for seven days until they received a negative PCR test result taken on day seven. In Mexico, passengers arriving at Mexican airports were subject to health screenings including temperature checks. Those exhibiting symptoms may be subject to additional health screening and/or quarantine.
- Through the first 11 months of 2021, there were 7,739 visitors from Latin America, compared to 5,720 visitors (+35.3%) in the first 11 months of 2020, versus 22,756 visitors (-66.0%) in the first 11 months of 2019.

ISLAND VISITATION:

- **Oahu:** There were 292,576 visitors to O‘ahu in November 2021, compared to 76,662 visitors in November 2020, versus 468,684 visitors in November 2019. Visitor spending was \$531.3 million, a decrease of 17.5 percent from \$644.3 million in November 2019¹.

The average daily census, on O‘ahu was 73,692 visitors in November 2021, compared to 28,788 visitors in November 2020, versus 100,880 visitors in November 2019.

Through the first 11 months of 2021, there were 2,939,427 visitors to O‘ahu compared to 1,393,226 visitors (+111.0%) in the first 11 months of 2020, versus 5,595,902 visitors (-47.5%) in the first 11 months of 2019. For the first 11 months of 2021, total visitor spending of \$4.95 billion was a decrease of 32.8 percent from \$7.36 billion in the first 11 months of 2019².

- **Maui:** There were 202,246 visitors to Maui in November 2021, compared to 63,748 visitors in November 2020, versus 232,330 visitors in November 2019. Visitor spending was \$352.2 million, down 6.8 percent from the \$377.9 million spent in November 2019¹.

The average daily census on Maui was 57,562 visitors in November 2021, compared to 23,734 visitors in November 2020, versus 61,437 visitors in November 2019.

Through the first 11 months of 2021, there were 2,064,043 visitors to Maui compared to 701,430 visitors (+194.3%) in the first 11 months of 2020, versus 2,784,485 visitors (-25.9%) in the first 11 months of 2019. For the first 11 months of 2021, total visitor spending was \$3.50 billion, a decrease of 24.3 percent from \$4.61 billion in the first 11 months of 2019².

- **Hawai‘i Island:** There were 110,509 visitors to Hawai‘i Island in November 2021, compared to 28,056 visitors in November 2020, versus 131,713 visitors in November 2019. Visitor spending was \$157.1 million, a decrease of 2.2 percent from \$160.7 million in November 2019¹.

The average daily census on Hawai‘i Island was 33,359 visitors in November 2021, compared to 12,452 visitors in November 2020, versus 32,541 visitors in November 2019.

Through the first 11 months of 2021, there were 1,040,166 visitors to Hawai‘i Island compared to 445,670 visitors (+133.4%) through year-to-date 2020, versus 1,585,992 visitors (-34.4%) in the first 11 months of 2019. Total visitor spending was \$1.56 billion for the first 11 months of 2021, a drop of 24.0 percent from \$2.05 billion in the first 11 months of 2019².

- **Kaua‘i:** There were 89,737 visitors to Kaua‘i in November 2021, compared to 28,487 visitors in November 2020, versus 103,783 visitors in November 2019. Visitor spending was \$131.0 million, a 3.6 percent decline from \$135.9 million in November 2019¹.

The average daily census on Kaua‘i was 24,866 visitors in November 2021, compared to 10,734 visitors in November 2020, versus 24,919 visitors in November 2019.

Through the first 11 months of 2021, there were 711,921 visitors to Kaua‘i compared to 326,500 visitors (+118.0%) in the first 11 months of 2020, versus 1,245,672 visitors (-42.8%) in the first 11 months of 2019. For the first 11 months of 2021, total visitor spending was \$1.22 billion, down 29.5 percent from \$1.73 billion in the first 11 months of 2019.

¹Comparative total spending statistics for November 2020 were not available as data were from U.S. visitors only. November 2020 spending data by visitors from other markets were unavailable as a result of limited fielding due to COVID-19 restrictions.

²Comparative year-to-date November 2020 visitor spending statistics by island were not available, as the Departure Survey could not be conducted between April through October 2020 due to COVID-19 restrictions.

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Nov-21** Preliminary

Visitor Industry Performance Measures

Market: **OVERALL**

Key Performance Indicators

	YOY Rate	Nov'20 YTD	Nov'21 YTD	Annual Forecast*
Visitor Spending (\$mil) [†]	N/A	N/A	11,339.4	12,223.1
Daily Spend (\$PPPD) [†]	N/A	N/A	196.6	192.1
Visitor Days	124.2%	25,724,450	57,664,089	63,628,600
Arrivals	143.7%	2,471,683	6,023,827	6,769,000
Daily Census	124.8%	76,789	172,647	174,325
Airlift (scheduled seats) [^]	105.5%	4,671,404	9,601,558	10,685,154

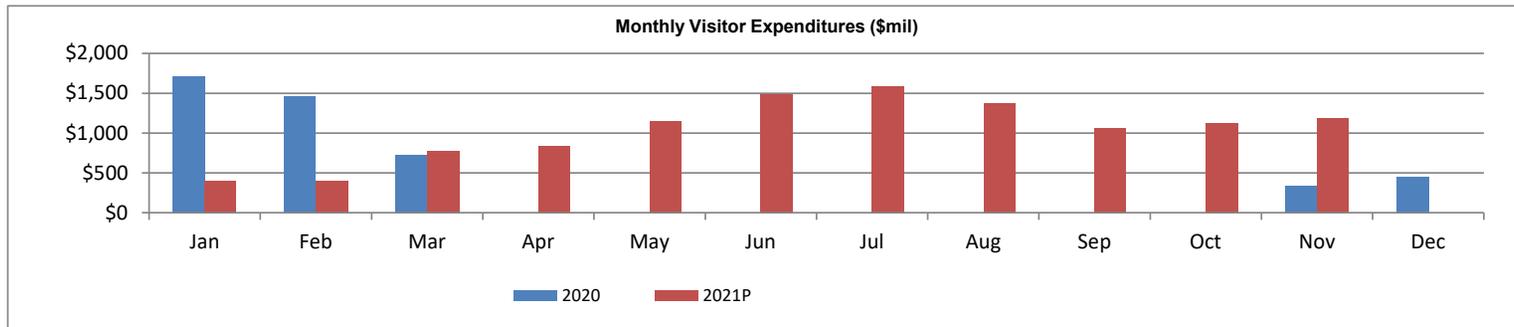
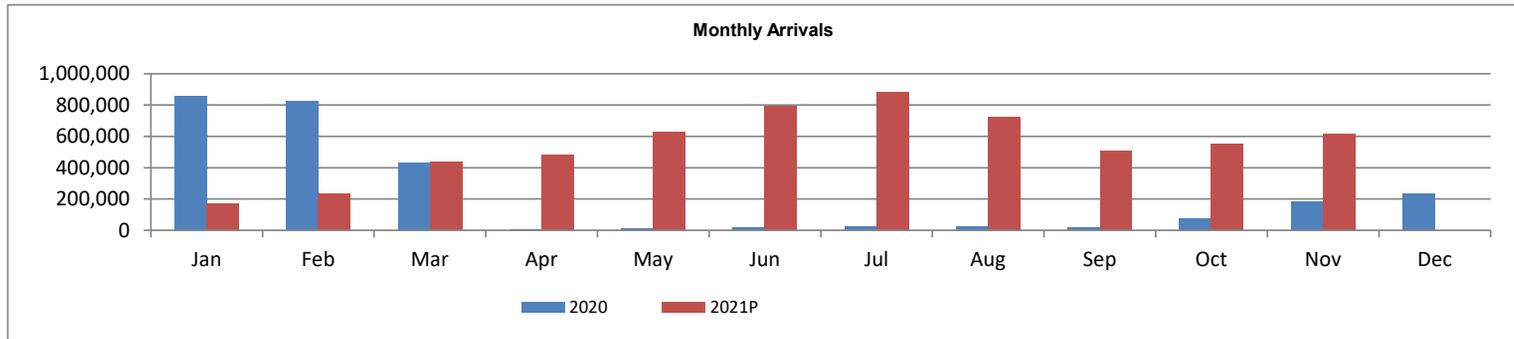
	YOY Rate	YTD
O'ahu	111.0%	2,939,427
Maui	194.3%	2,064,043
Moloka'i	40.2%	22,395
Lāna'i	153.1%	42,181
Kaua'i	118.0%	711,921
Hawai'i Island	133.4%	1,040,166

* DBEDT Annual Forecast as of Q3 2021.

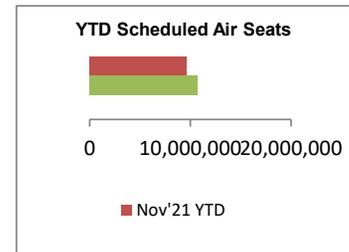
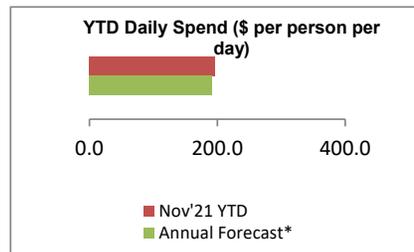
† November YTD 2020 visitor spending statistics were not available, as there was no fielding between April through November due to COVID19.

^ HTA/DBEDT READ analysis based on scheduled seats from Dilo Mi flight schedules as of January 14, 2022, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Nov-21** Preliminary

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

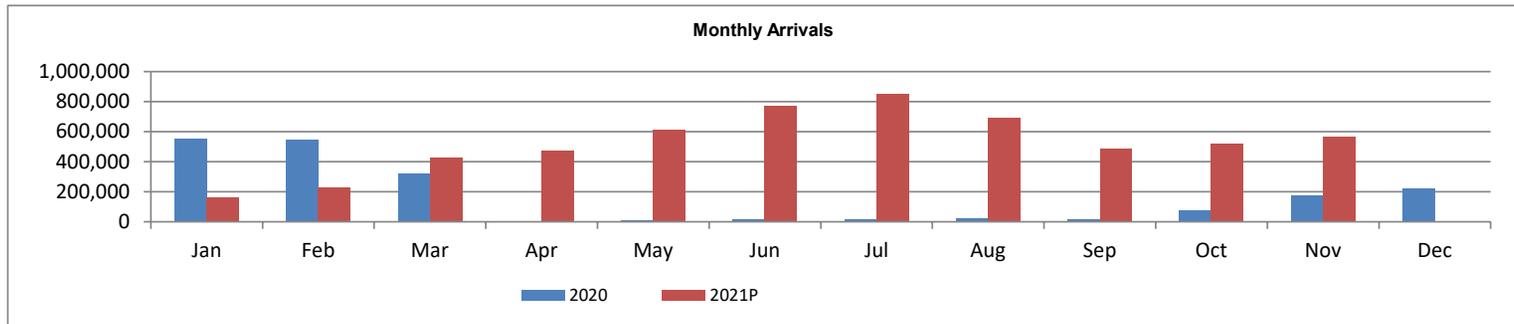
Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Nov'20 YTD	Nov'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	10,756.8	11,614.9	O'ahu	226.2%	2,796,257
Daily Spend (\$PPPD) [†]	N/A	N/A	196.9	387.1	Mauī	248.0%	1,993,268
Visitor Days	183.5%	19,271,118	54,626,248	60,949,419	Moloka'i	89.6%	21,231
Arrivals	228.3%	1,763,421	5,789,438	6,557,214	Lāna'i	204.3%	40,505
Daily Census	184.3%	57,526	163,552	166,985	Kaua'i	149.0%	690,446
Airlift (scheduled seats) [^]	150.0%	3,702,162	9,254,197	10,238,721	Hawai'i Island	202.9%	1,006,649

* DBEDT Annual Forecast as of Q3 2021.

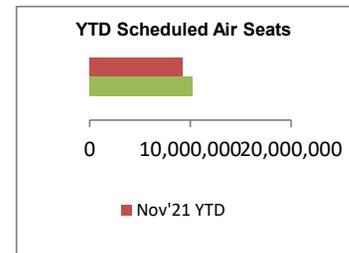
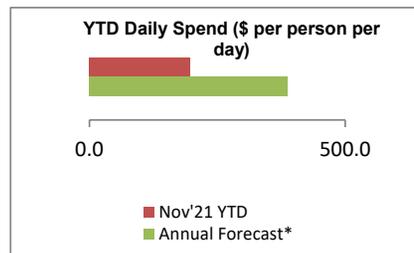
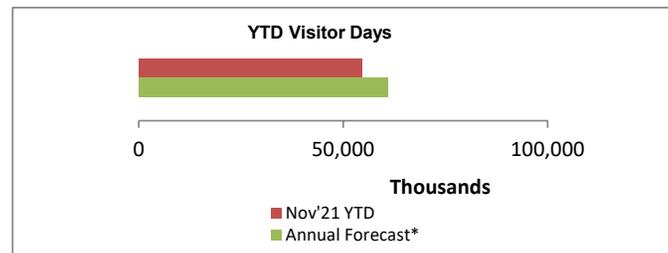
[†] November YTD 2020 visitor spending statistics were not available, as there was no fielding between April through November due to COVID19.

[^] HTA/DBEDT READ analysis based on scheduled seats from Dilo Mi flight schedules as of January 14, 2022, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority	Report Date:	Nov-21	<i>Preliminary</i>
Visitor Industry Performance Measures			

Market: **U.S. WEST**

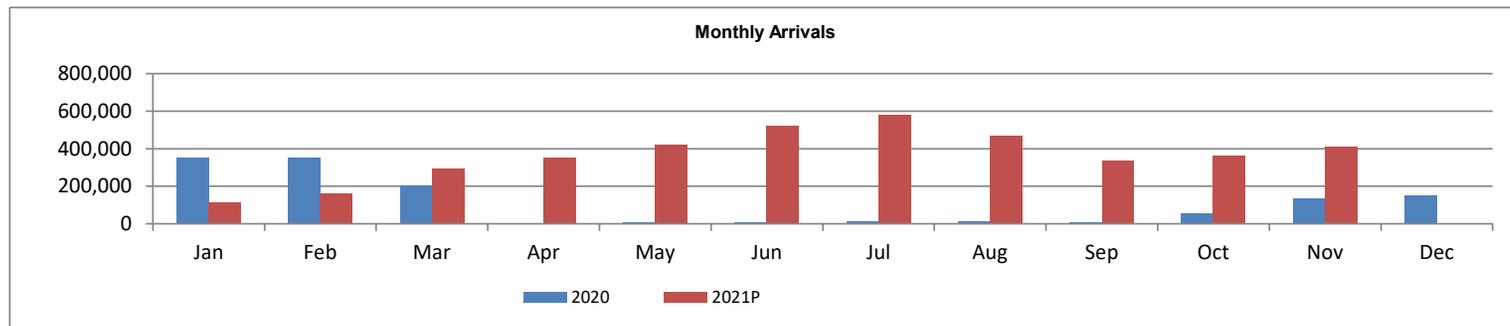
Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Nov'20 YTD	Nov'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	7,058.2	7,520.6	O'ahu	249.2%	1,793,034
Daily Spend (\$PPPD) [†]	N/A	N/A	192.1	184.7	Maui	276.6%	1,390,062
Visitor Days	202.9%	12,133,776	36,751,004	40,718,941	Moloka'i	103.9%	13,822
Arrivals	247.5%	1,158,901	4,026,938	4,530,046	Lāna'i	222.6%	23,658
Daily Census	203.8%	36,220	110,033	111,559	Kaua'i	170.0%	478,884
Airlift (scheduled seats) [^]	148.1%	3,275,599	8,126,027	8,989,207	Hawai'i Island	220.1%	680,148

* DBEDT Annual Forecast as of Q3 2021.

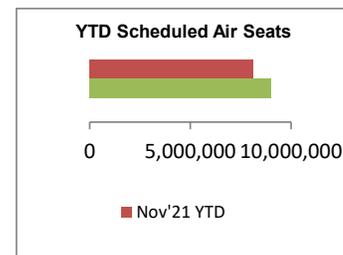
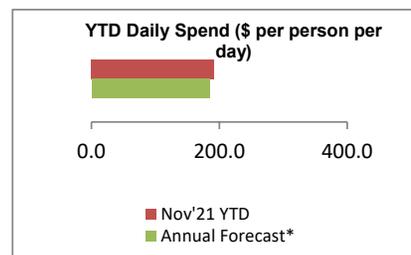
† November YTD 2020 visitor spending statistics were not available, as there was no fielding between April through November due to COVID19.

^ HTA/DBEDT READ analysis based on scheduled seats from Dilo Mi flight schedules as of January 14, 2022, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Nov-21** Preliminary

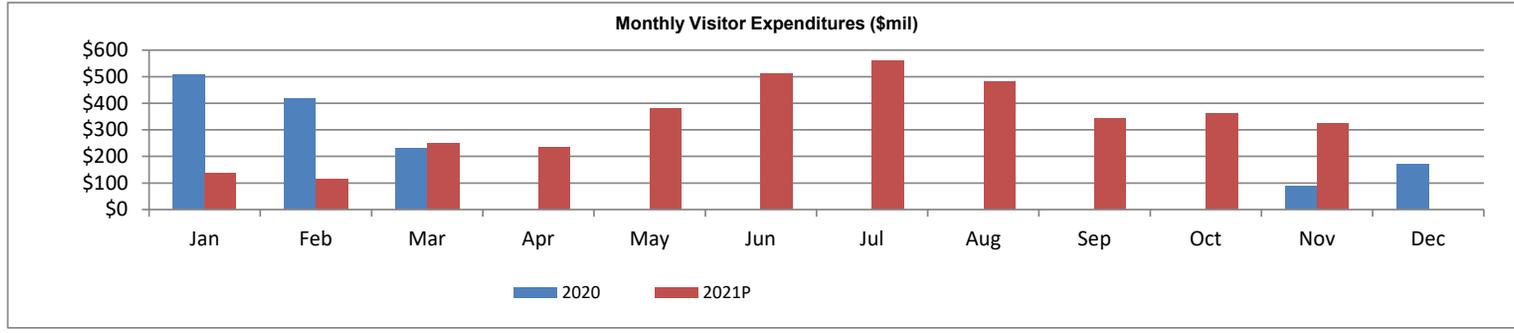
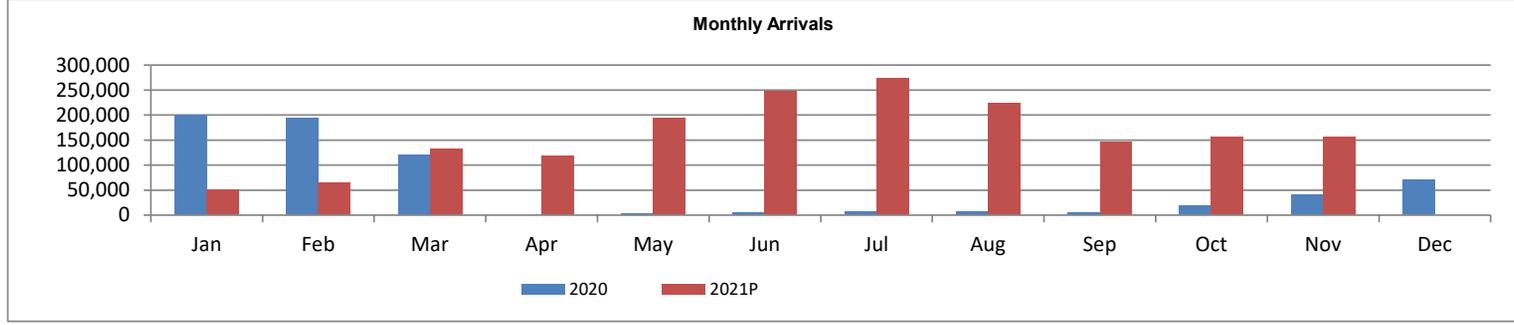
Visitor Industry Performance Measures

Market: **U.S. EAST**

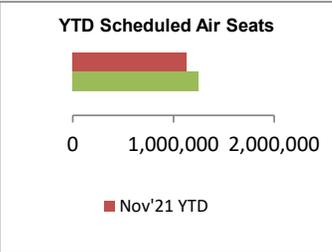
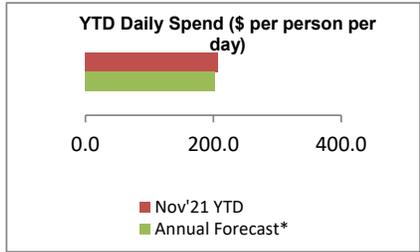
Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Nov'20 YTD	Nov'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	3,698.6	4,094.4	O'ahu	191.7%	1,003,223
Daily Spend (\$PPPD) [†]	N/A	N/A	206.9	202.4	Mau'i	196.0%	603,206
Visitor Days	150.4%	7,137,343	17,875,243	20,230,478	Moloka'i	67.6%	7,409
Arrivals	191.6%	604,520	1,762,499	2,027,168	Lāna'i	181.9%	16,846
Daily Census	151.2%	21,306	53,519	55,426	Kaua'i	111.7%	211,562
Airlift (scheduled seats) [^]	164.5%	426,563	1,128,170	1,249,514	Hawai'i Island	172.4%	326,502

* DBEDT Annual Forecast as of Q3 2021.
[†] November YTD 2020 visitor spending statistics were not available, as there was no fielding between April through November due to COVID19.
[^] HTA/DBEDT READ analysis based on scheduled seats from Dilo Mi flight schedules as of January 14, 2022, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Nov-21** Preliminary

Visitor Industry Performance Measures

Market: **CANADA**

Key Performance Indicators

	YOY Rate	Nov'20 YTD	Nov'21 YTD	Annual Forecast*
Visitor Spending (\$mil) [†]	N/A	N/A	140.8	68.1
Daily Spend (\$PPPD) [†]	N/A	N/A	177.1	178.4
Visitor Days	-63.5%	2,176,722	794,959	381,638
Arrivals	-69.1%	160,329	49,614	21,126
Daily Census	-63.4%	6,498	2,380	1,046
Airlift (scheduled seats) [^]	-45.7%	164,881	89,490	129,098

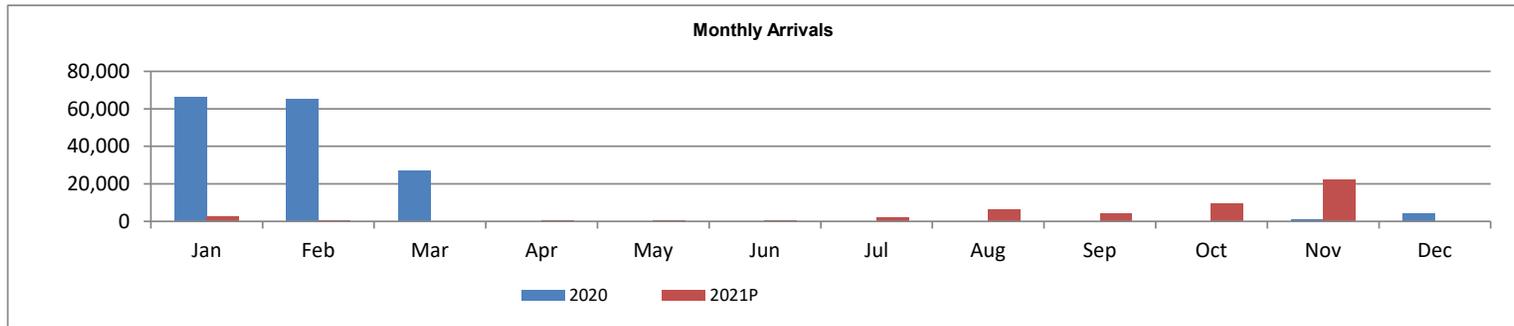
	YOY Rate	YTD
O'ahu	-67.7%	20,104
Maui	-64.3%	25,586
Moloka'i	-74.3%	264
Lāna'i	-80.4%	305
Kaua'i	-79.4%	4,664
Hawai'i Island	-79.7%	7,332

* DBEDT Annual Forecast as of Q3 2021.

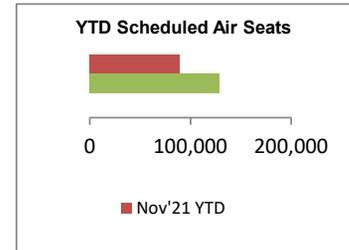
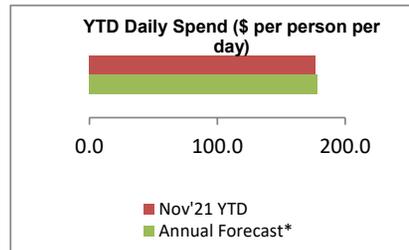
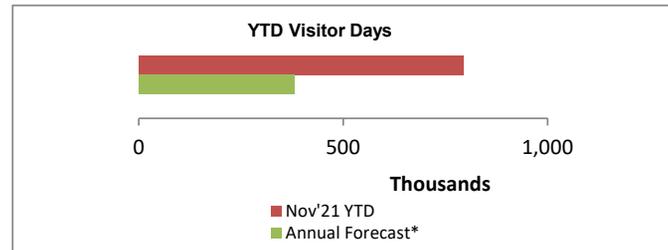
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Nov-21** Preliminary

Visitor Industry Performance Measures

Market: **JAPAN**

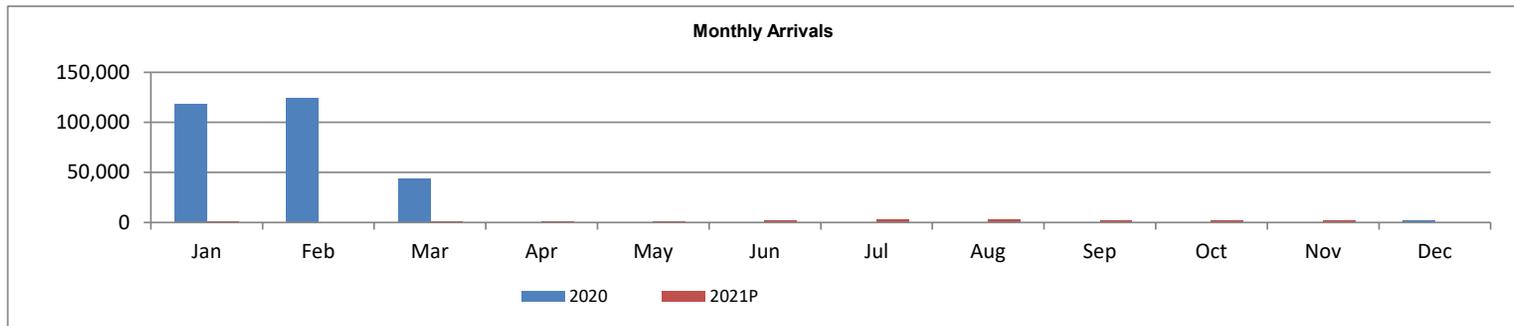
Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Nov'20 YTD	Nov'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	68.4	74.2	O'ahu	-93.1%	18,936
Daily Spend (\$PPPD) [†]	N/A	N/A	218.5	217.4	Maui	-91.9%	659
Visitor Days	-81.6%	1,700,807	312,994	341,119	Moloka'i	-96.1%	17
Arrivals	-93.1%	287,414	19,784	20,633	Lāna'i	-87.4%	17
Daily Census	-81.5%	5,077	937	935	Kaua'i	-92.6%	277
Airlift (scheduled seats) [^]	-76.2%	471,788	112,229	131,766	Hawai'i Island	-97.8%	807

* DBEDT Annual Forecast as of Q3 2021.

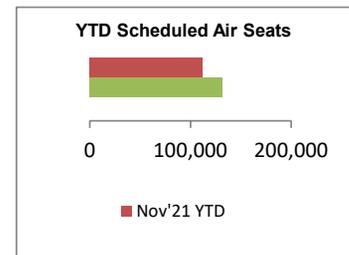
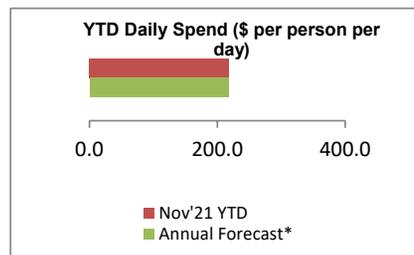
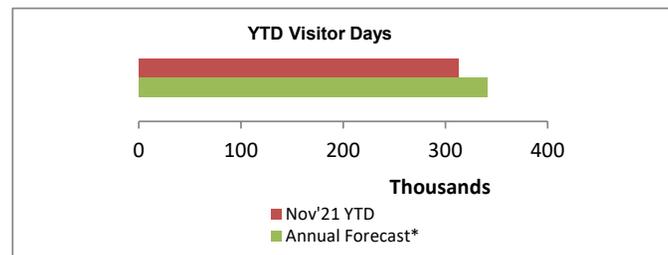
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Nov-21** Preliminary

Visitor Industry Performance Measures

Market: **OCEANIA**

Key Performance Indicators

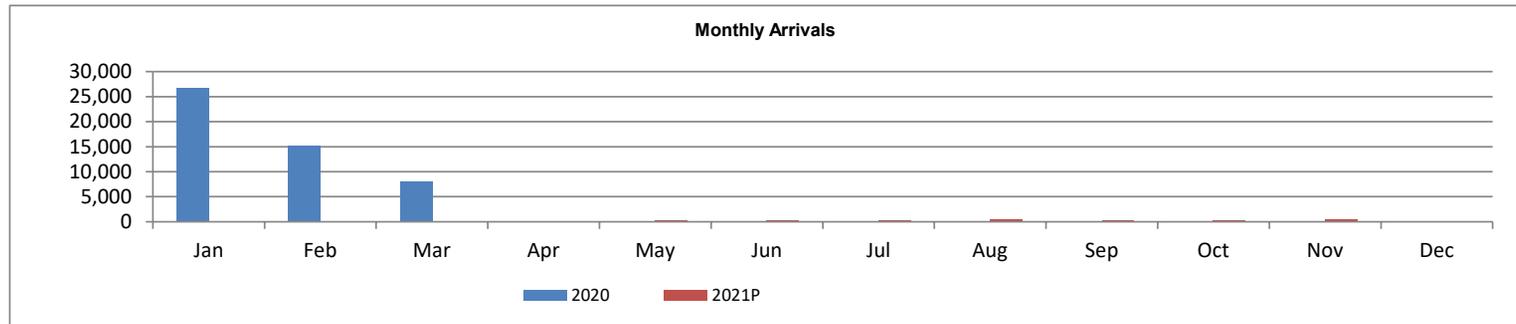
	YOY Rate	Nov'20 YTD	Nov'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	9.4	9.7	O'ahu	-97.3%	1,599
Daily Spend (\$PPPD) [†]	N/A	N/A	239.3	242.1	Mau'i	-92.0%	696
Visitor Days	-91.7%	476,695	39,354	39,996	Moloka'i	-97.6%	20
Arrivals	-94.7%	50,580	2,683	2,685	Lāna'i	-95.8%	36
Daily Census	-91.7%	1,423	118	110	Kaua'i	-92.2%	393
Airlift (scheduled seats) [^]	-100.0%	95,737	0	5,396	Hawai'i Island	-93.6%	490

* DBEDT Annual Forecast as of Q3 2021.

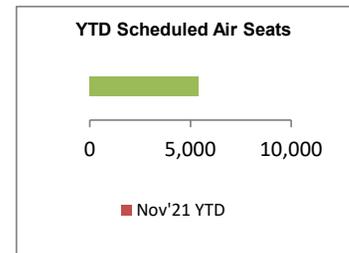
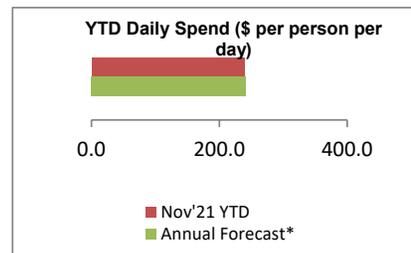
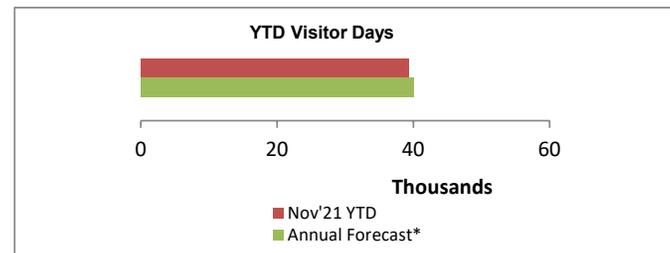
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Nov-21** Preliminary

Visitor Industry Performance Measures

Market: **EUROPE**

Key Performance Indicators

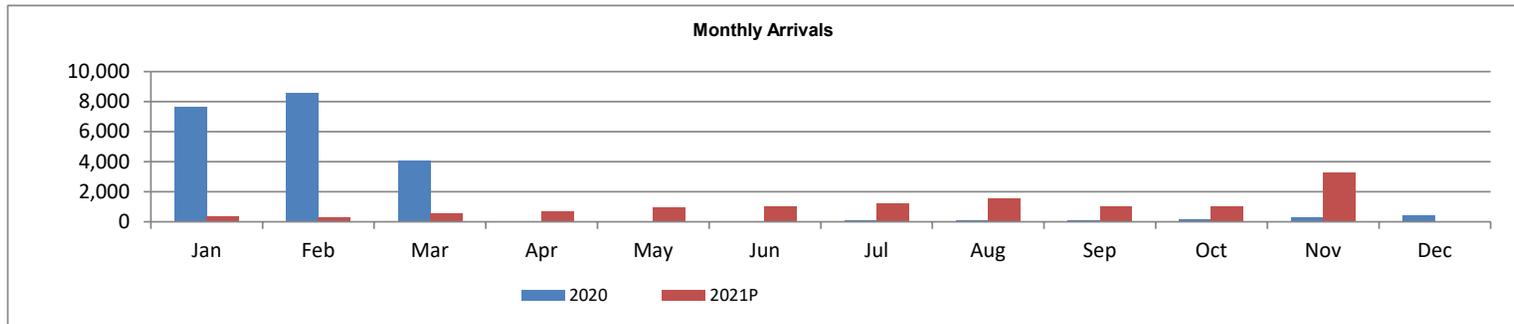
	YOY Rate	Nov'20 YTD	Nov'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	31.2	29.1	O'ahu	-52.7%	7,200
Daily Spend (\$PPPD) [†]	N/A	N/A	152.3	177.8	Maui	-54.5%	3,853
Visitor Days	-28.9%	287,810	204,592	163,561	Moloka'i	-57.4%	154
Arrivals	-43.5%	21,126	11,940	10,230	Lāna'i	-36.8%	157
Daily Census	-28.7%	859	613	448	Kaua'i	-61.9%	1,907
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-58.5%	2,764

* DBEDT Annual Forecast as of Q3 2021.

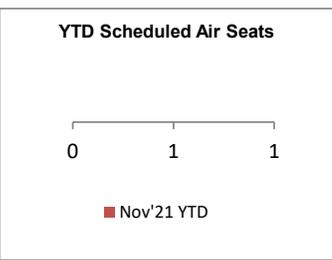
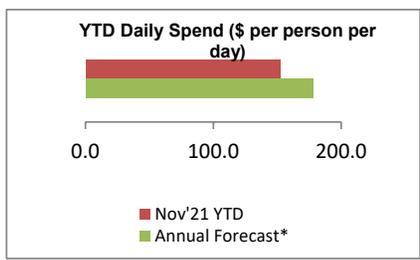
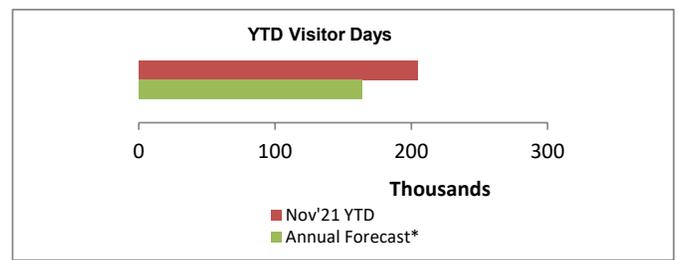
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Nov-21** Preliminary

Visitor Industry Performance Measures
 Market: **OTHER ASIA**

Key Performance Indicators

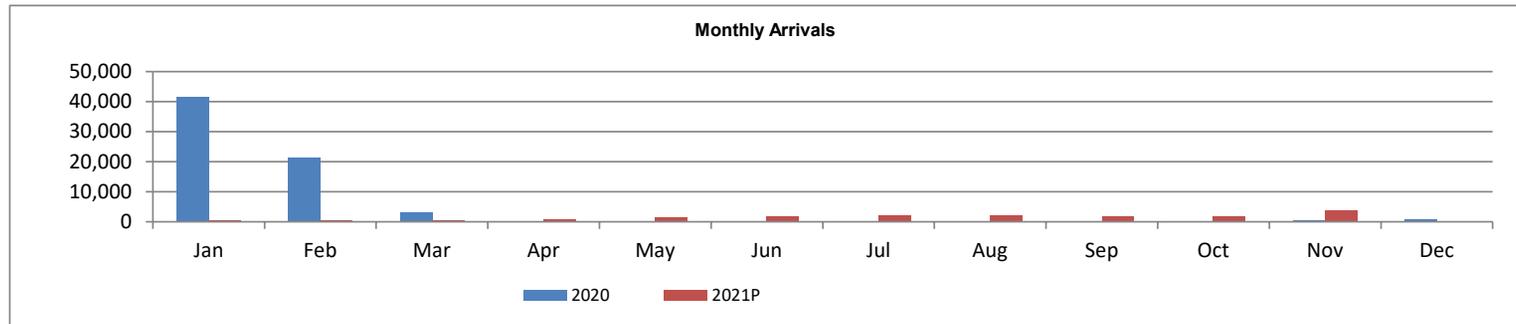
	YOY Rate	Nov'20 YTD	Nov'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	60.6	NA	O'ahu	-74.8%	14,195
Daily Spend (\$PPPD) [†]	N/A	N/A	258.4	NA	Maui	-67.6%	2,614
Visitor Days	-60.8%	598,492	234,726	NA	Moloka'i	-70.4%	48
Arrivals	-74.6%	67,148	17,075	NA	Lāna'i	-33.6%	136
Daily Census	-60.7%	1,787	703	NA	Kaua'i	-49.9%	1,071
Airlift (scheduled seats) [^]	-65.0%	86,973	30,416	39,160	Hawai'i Island	-76.8%	2,723

* DBEDT Annual Forecast as of Q3 2021.

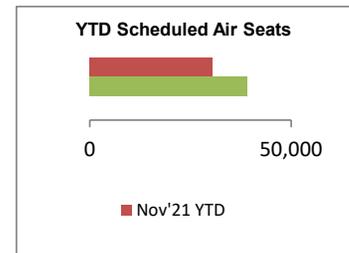
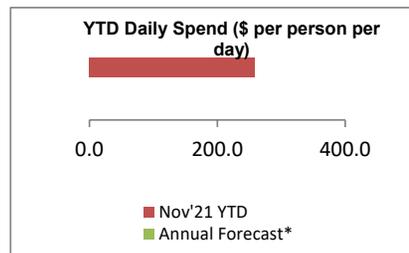
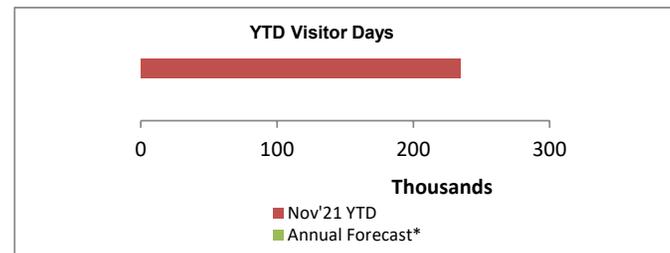
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Nov-21** Preliminary

Visitor Industry Performance Measures

Market: **KOREA**

Key Performance Indicators

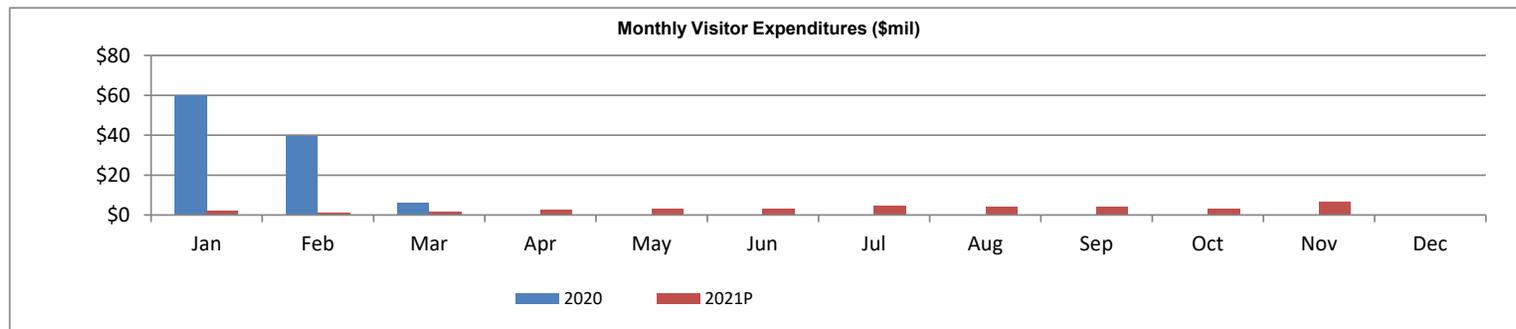
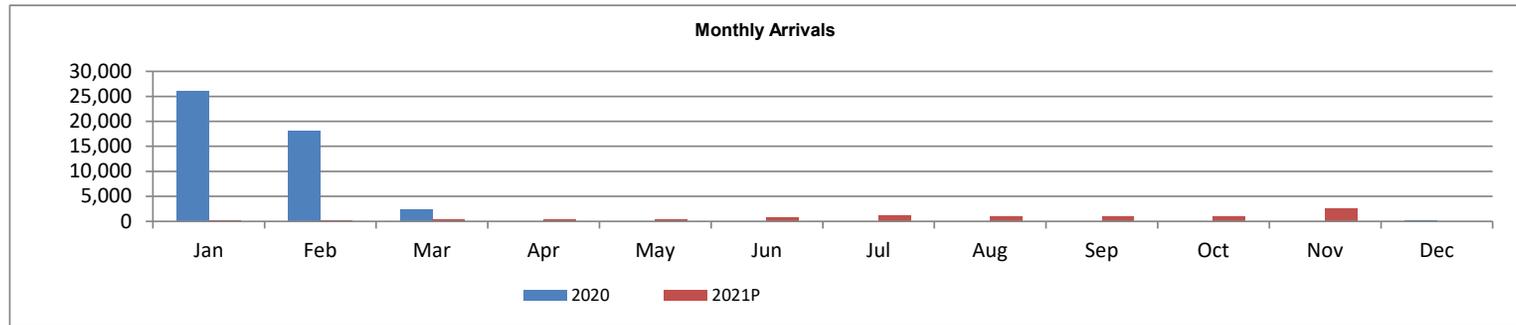
	YOY Rate	Nov'20 YTD	Nov'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	36.8	34.9	O'ahu	-79.5%	8,456
Daily Spend (\$PPPD) [†]	N/A	N/A	252.1	246.0	Maui	-78.1%	918
Visitor Days	-63.5%	400,507	146,094	141,877	Moloka'i	-79.3%	12
Arrivals	-80.1%	46,683	9,289	7,146	Lāna'i	-86.5%	13
Daily Census	-63.4%	1,196	437	389	Kaua'i	-76.6%	286
Airlift (scheduled seats) [^]	-57.4%	71,453	30,416	39,160	Hawai'i Island	-86.9%	805

* DBEDT Annual Forecast as of Q3 2021.

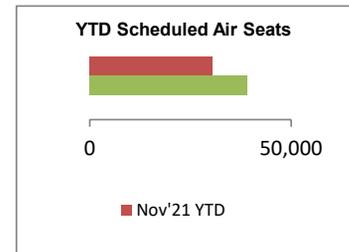
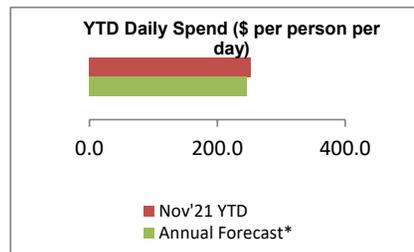
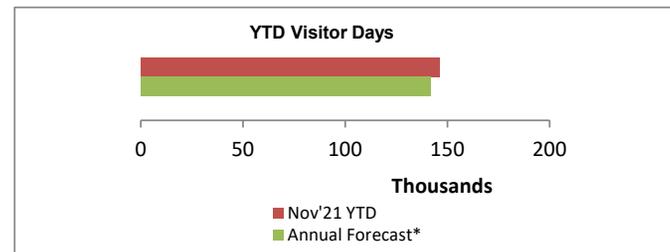
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Nov-21** Preliminary

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

Key Performance Indicators

	YOY Rate	Nov'20 YTD	Nov'21 YTD	Annual Forecast*
Visitor Spending (\$mil) [†]	N/A	N/A	11.7	N/A
Daily Spend (\$PPPD) [†]	N/A	N/A	124.5	N/A
Visitor Days	18.4%	79,687	94,387	N/A
Arrivals	35.3%	5,720	7,739	N/A
Daily Census	18.8%	238	283	N/A
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A

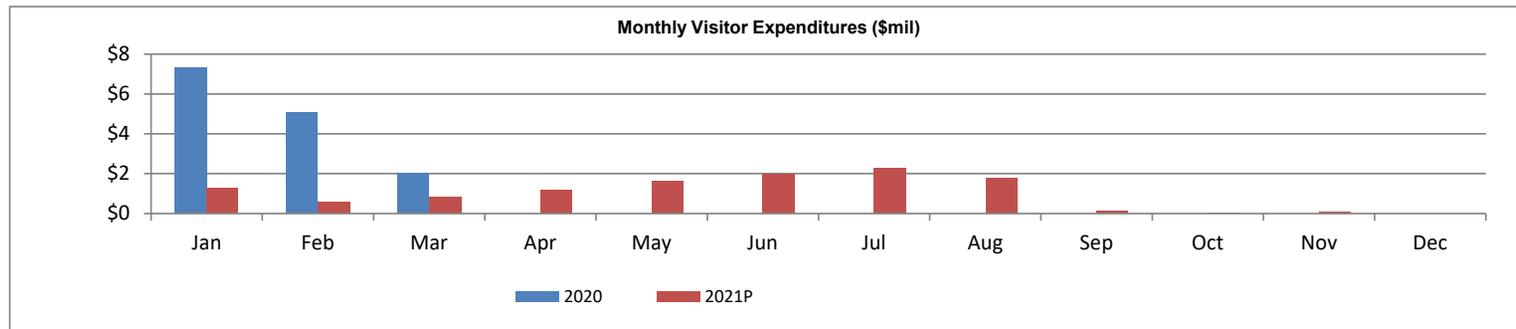
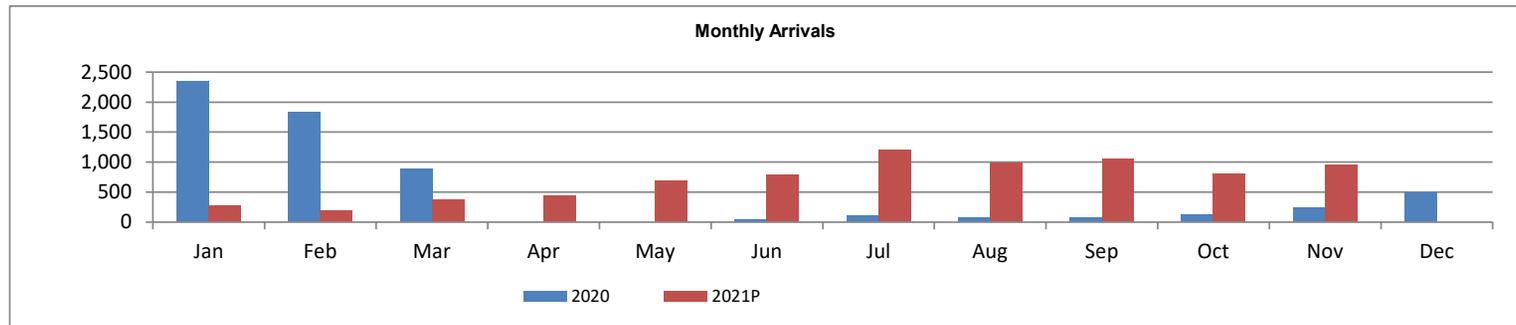
	YOY Rate	YTD
O'ahu	21.7%	5,103
Maui	57.8%	2,924
Moloka'i	195.1%	63
Lāna'i	66.4%	90
Kaua'i	2.6%	649
Hawai'i Island	59.4%	1,527

* DBEDT Annual Forecast as of Q3 2021.

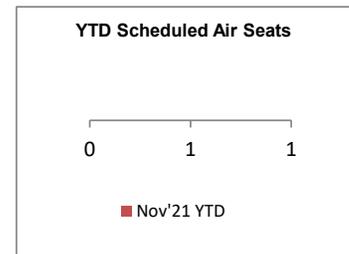
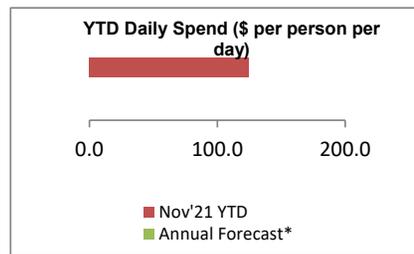
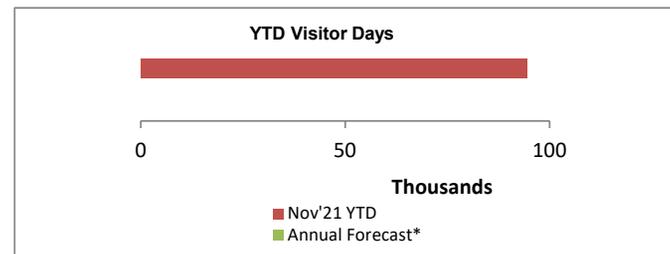
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^ HTA/DBEDT READ analysis based on scheduled seats from Dilo Mi flight schedules as of January 14, 2022, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Dec-21** Preliminary

Visitor Industry Performance Measures

Market: **OVERALL**

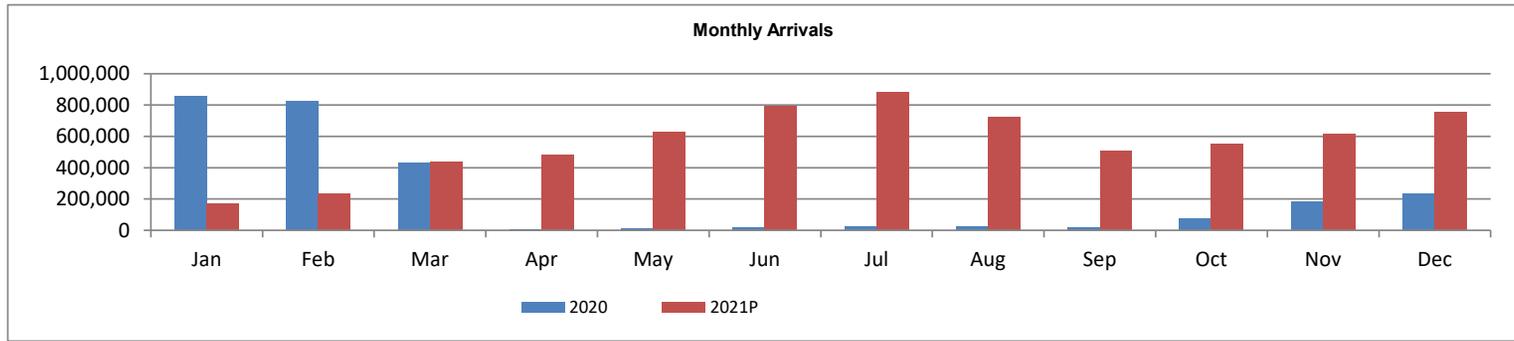
Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Dec'20 YTD	Dec'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	12,995.7	12,686.1	O'ahu	121.1%	3,330,948
Daily Spend (\$PPPD) [†]	N/A	N/A	198.9	195.1	Mauī	190.1%	2,299,476
Visitor Days	128.0%	28,659,776	65,343,143	65,011,689	Moloka'i	51.3%	25,754
Arrivals	150.3%	2,708,258	6,777,498	6,840,397	Lāna'i	166.3%	47,740
Daily Census	128.6%	78,305	179,022	178,114	Kaua'i	146.3%	813,347
Airlift (scheduled seats) [^]	102.9%	5,267,336	10,685,154	10,685,154	Hawai'i Island	139.8%	1,184,063

* DBEDT Annual Forecast as of Q4 2021.

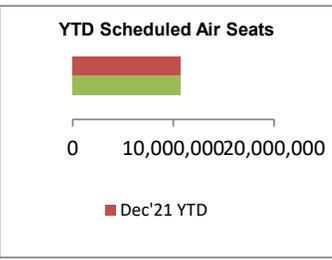
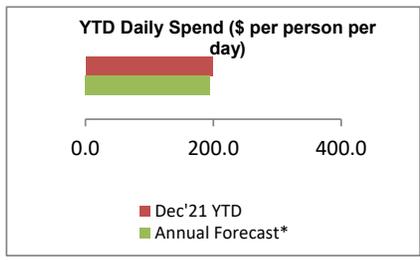
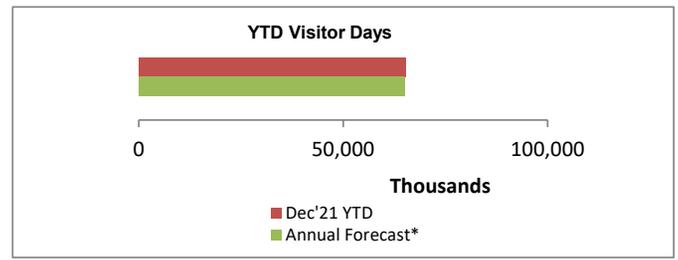
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Dec-21** Preliminary

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

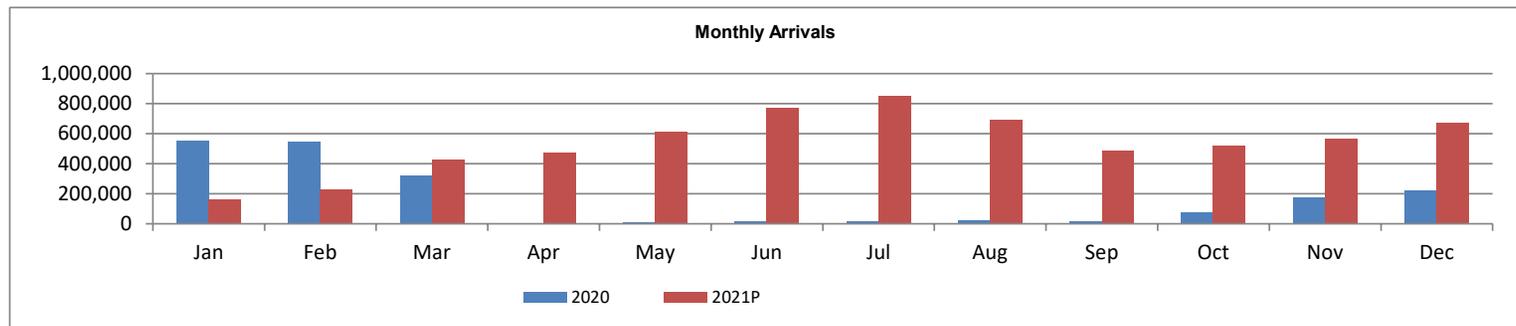
Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Dec'20 YTD	Dec'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	12,227.0	11,794.2	O'ahu	226.1%	3,140,053
Daily Spend (\$PPPD) [†]	N/A	N/A	199.7	193.8	Mau'i	234.1%	2,201,447
Visitor Days	178.3%	21,998,856	61,217,787	60,842,760	Moloka'i	99.0%	24,296
Arrivals	225.3%	1,987,326	6,465,360	6,531,887	Lāna'i	212.0%	45,291
Daily Census	179.0%	60,106	167,720	166,692	Kaua'i	179.4%	784,869
Airlift (scheduled seats) [^]	140.3%	4,259,922	10,238,721	10,238,721	Hawai'i Island	200.1%	1,137,813

* DBEDT Annual Forecast as of Q4 2021.

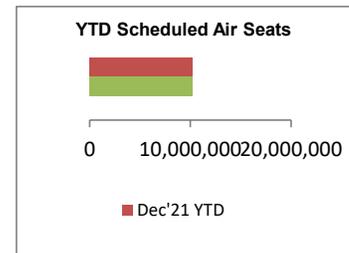
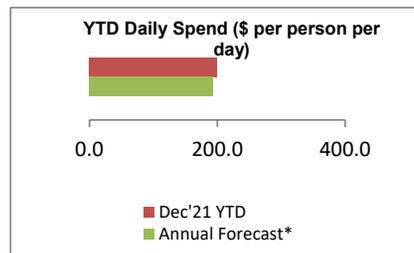
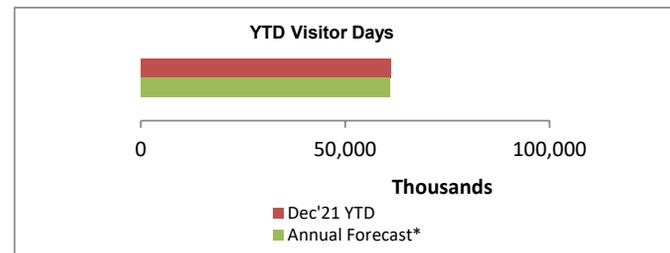
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority	Report Date:	Dec-21	Preliminary
Visitor Industry Performance Measures			

Market: **U.S. WEST**

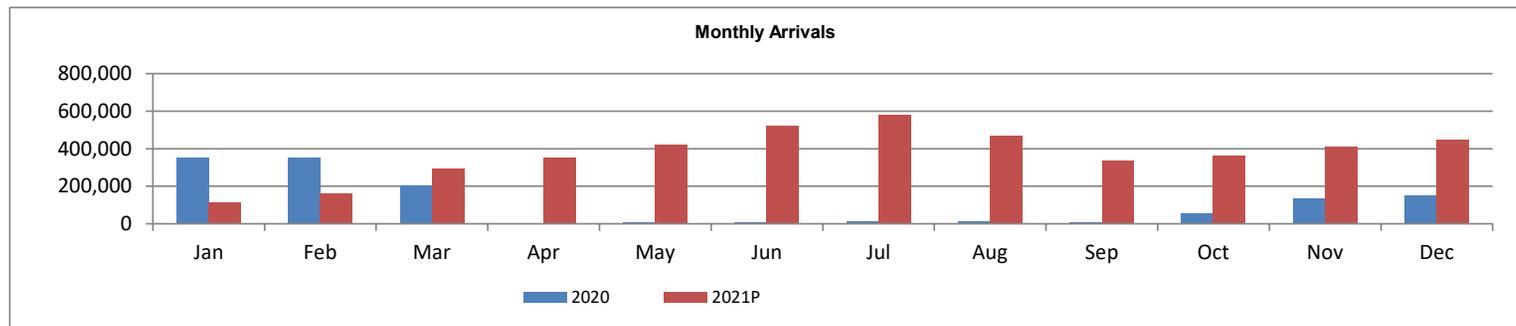
Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Dec'20 YTD	Dec'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	7,933.3	7,654.5	O'ahu	246.9%	2,005,091
Daily Spend (\$PPPD) [†]	N/A	N/A	193.9	187.9	Mau'i	254.1%	1,522,838
Visitor Days	193.8%	13,921,800	40,904,390	40,733,128	Moloka'i	113.0%	15,779
Arrivals	241.2%	1,311,176	4,474,027	4,523,022	Lāna'i	228.9%	26,188
Daily Census	194.6%	38,038	112,067	111,598	Kaua'i	200.7%	540,417
Airlift (scheduled seats) [^]	138.3%	3,772,048	8,989,207	8,989,207	Hawai'i Island	211.8%	763,792

* DBEDT Annual Forecast as of Q4 2021.

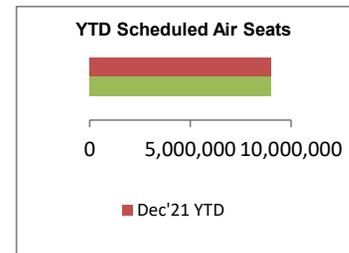
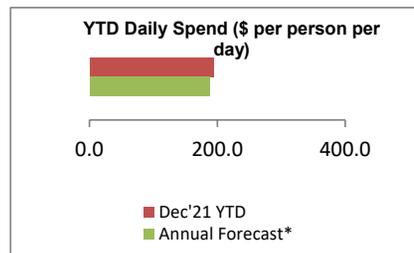
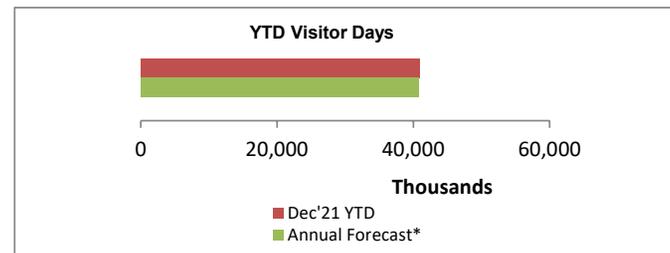
† November YTD 2020 visitor spending statistics were not available, as there was no fielding between April through November due to COVID19.

^ HTA/DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 14, 2022, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Dec-21** Preliminary

Visitor Industry Performance Measures

Market: **U.S. EAST**

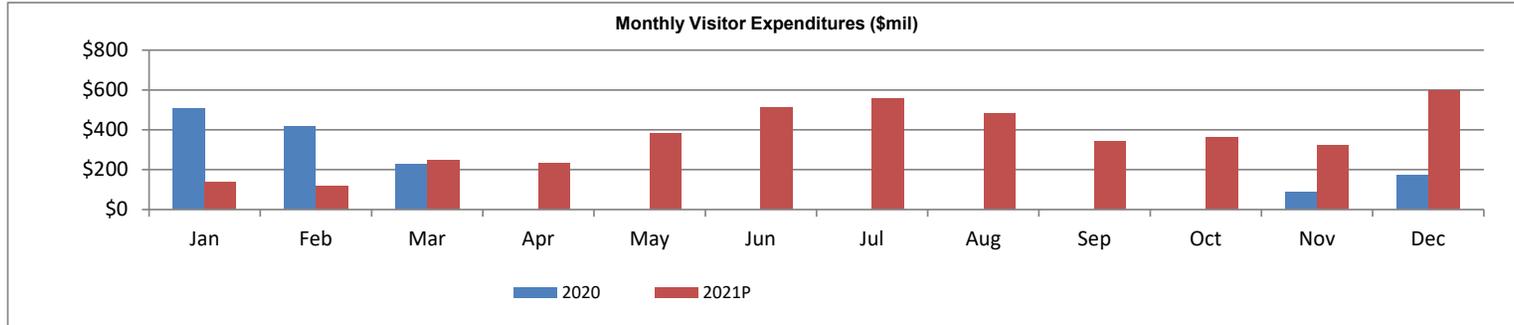
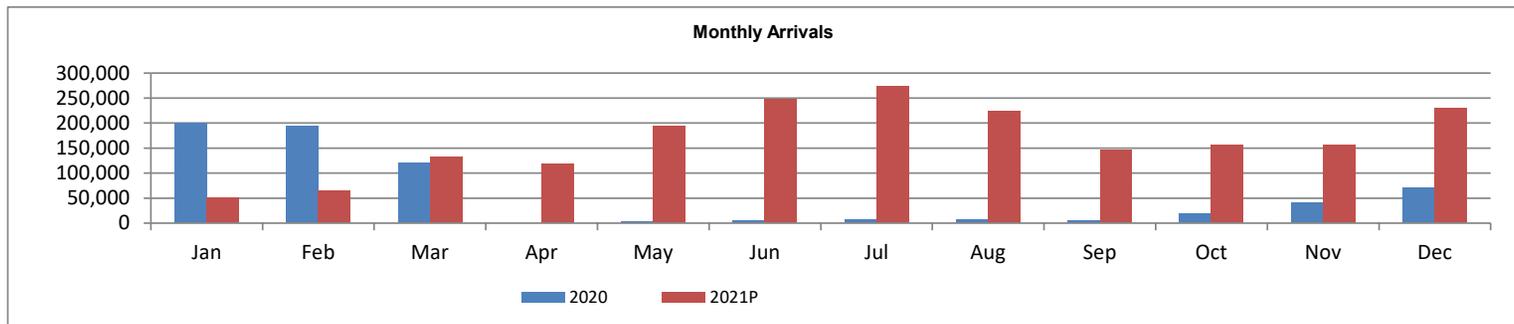
Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Dec'20 YTD	Dec'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	4,293.7	4,139.6	O'ahu	194.8%	1,134,962
Daily Spend (\$PPPD) [†]	N/A	N/A	211.4	205.9	Mau'i	196.4%	678,608
Visitor Days	151.5%	8,077,056	20,313,397	20,109,632	Moloka'i	77.4%	8,517
Arrivals	194.5%	676,150	1,991,333	2,008,865	Lāna'i	191.5%	19,103
Daily Census	152.2%	22,068	55,653	55,095	Kaua'i	141.7%	244,451
Airlift (scheduled seats) [^]	156.1%	487,874	1,249,514	1,249,514	Hawai'i Island	178.9%	374,021

* DBEDT Annual Forecast as of Q4 2021.

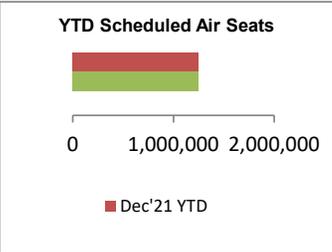
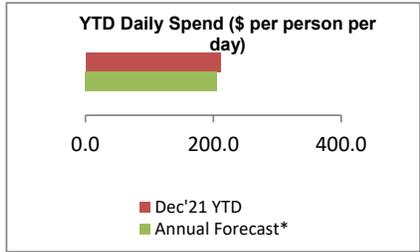
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Dec-21** Preliminary

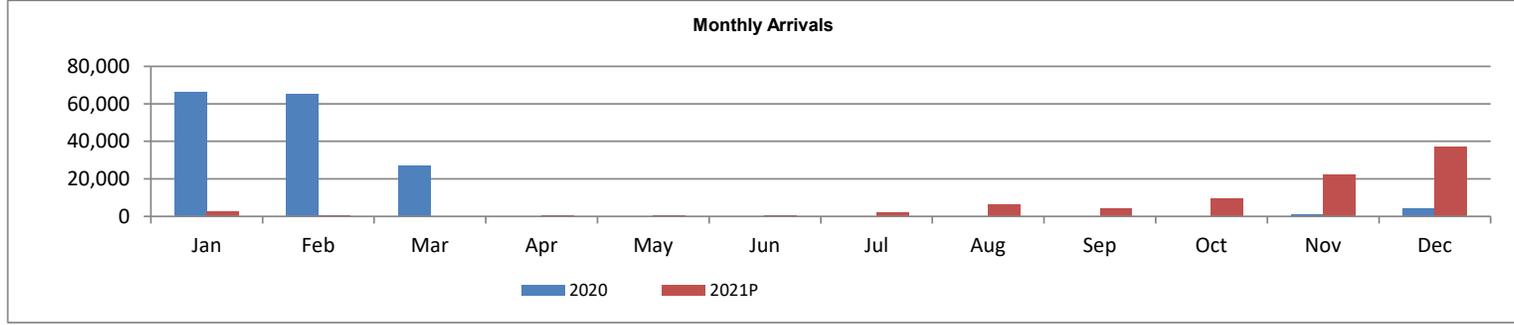
Visitor Industry Performance Measures

Market: **CANADA**

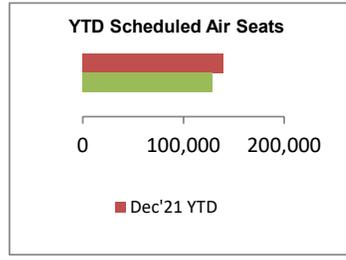
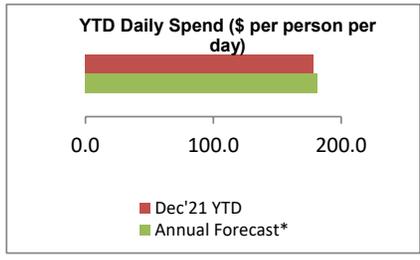
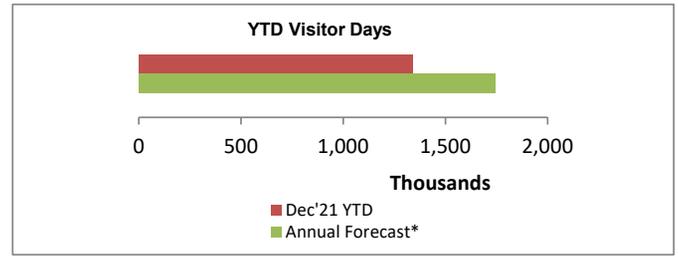
Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Dec'20 YTD	Dec'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	238.4	316.6	O'ahu	-41.9%	36,825
Daily Spend (\$PPPD) [†]	N/A	N/A	178.1	181.7	Mau'i	-41.3%	43,586
Visitor Days	-40.9%	2,265,568	1,338,526	1,741,978	Moloka'i	-68.9%	321
Arrivals	-47.4%	164,393	86,491	101,032	Lāna'i	-56.0%	686
Daily Census	-40.8%	6,190	3,667	4,773	Kaua'i	-66.7%	7,576
Airlift (scheduled seats) [^]	-21.2%	177,913	140,178	129,098	Hawai'i Island	-64.6%	12,892

* DBEDT Annual Forecast as of Q4 2021.
[†] November YTD 2020 visitor spending statistics were not available, as there was no fielding between April through November due to COVID19.
[^] HTA/DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 14, 2022, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Dec-21** Preliminary

Visitor Industry Performance Measures

Market: **JAPAN**

Key Performance Indicators

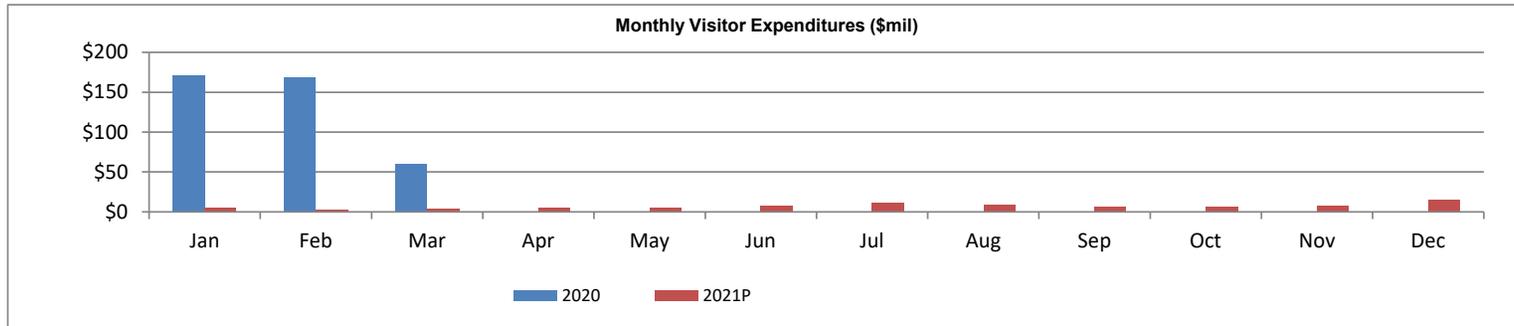
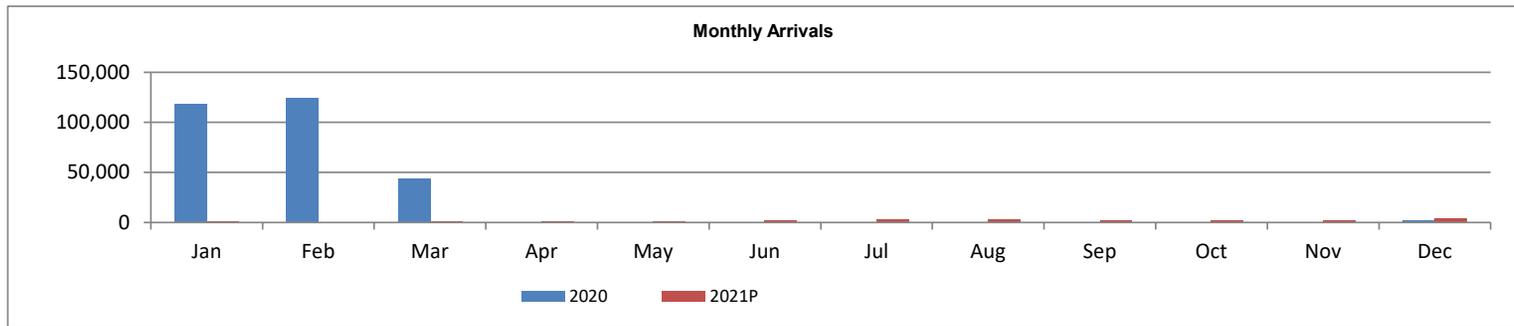
	YOY Rate	Dec'20 YTD	Dec'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	82.9	83.1	O'ahu	-91.7%	23,130
Daily Spend (\$PPPD) [†]	N/A	N/A	218.9	217.2	Mauī	-89.0%	902
Visitor Days	-78.0%	1,719,843	378,558	382,433	Moloka'i	-96.1%	17
Arrivals	-91.6%	289,137	24,232	23,527	Lāna'i	-85.1%	20
Daily Census	-77.9%	4,699	1,037	1,048	Kaua'i	-88.6%	424
Airlift (scheduled seats) [^]	-72.8%	483,574	131,766	131,766	Hawai'i Island	-96.2%	1,360

* DBEDT Annual Forecast as of Q4 2021.

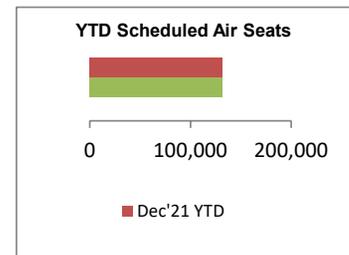
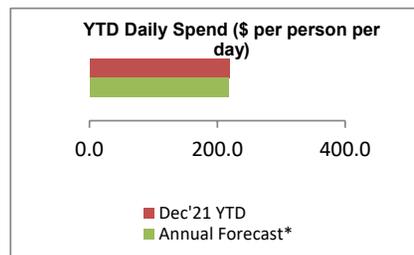
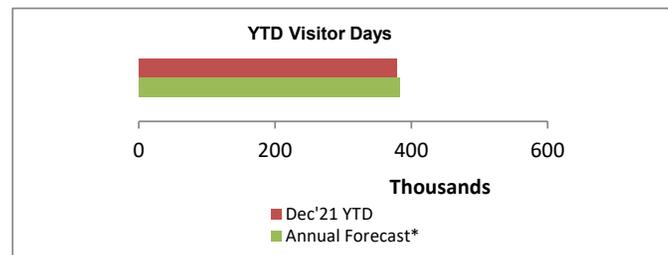
† November YTD 2020 visitor spending statistics were not available, as there was no fielding between April through November due to COVID19.

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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority	Report Date:	Dec-21	Preliminary
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Visitor Industry Performance Measures

Market: **OCEANIA**

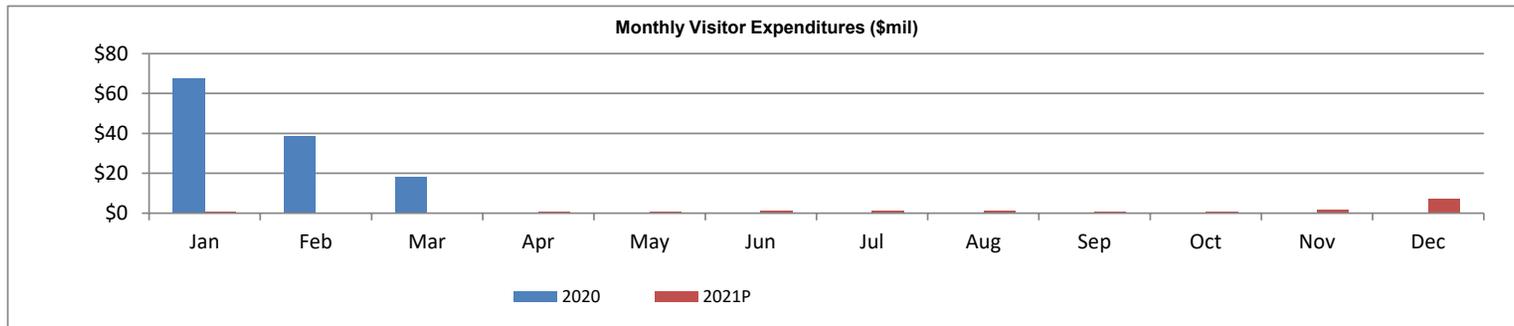
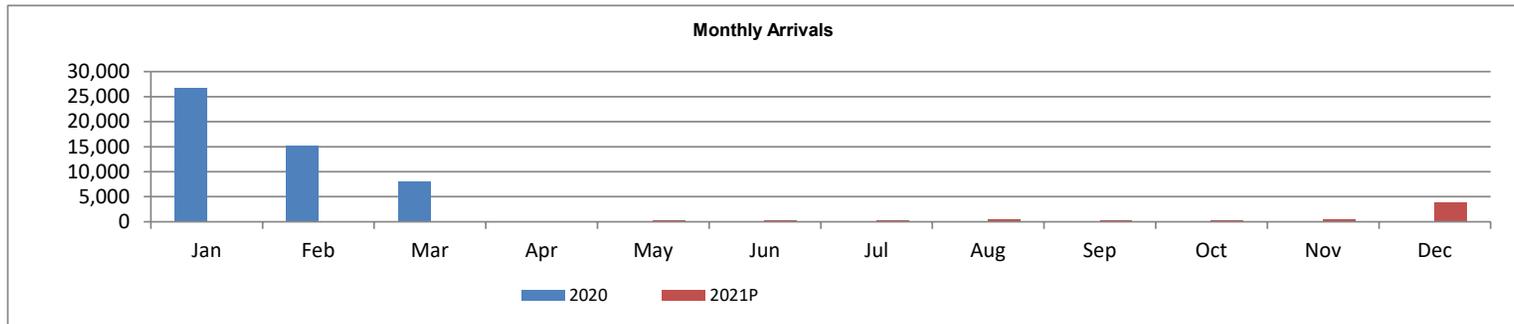
Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Dec'20 YTD	Dec'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	16.6	22.4	O'ahu	-91.5%	5,090
Daily Spend (\$PPPD) [†]	N/A	N/A	192.7	238.5	Mau'i	-86.9%	1,146
Visitor Days	-82.0%	479,534	86,210	93,802	Moloka'i	-97.5%	21
Arrivals	-87.1%	50,710	6,544	6,382	Lāna'i	-95.8%	36
Daily Census	-82.0%	1,310	236	257	Kaua'i	-86.8%	671
Airlift (scheduled seats) [^]	-94.4%	95,737	5,396	5,396	Hawai'i Island	-92.1%	604

* DBEDT Annual Forecast as of Q4 2021.

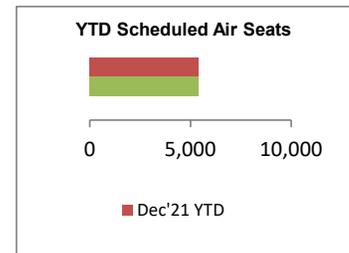
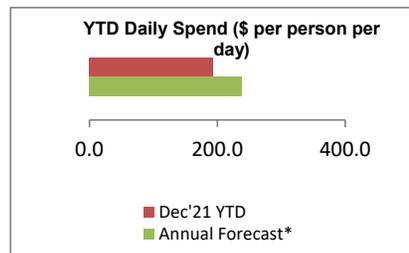
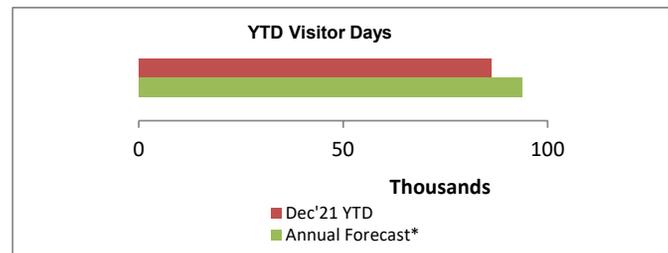
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Dec-21** Preliminary

Visitor Industry Performance Measures

Market: **EUROPE**

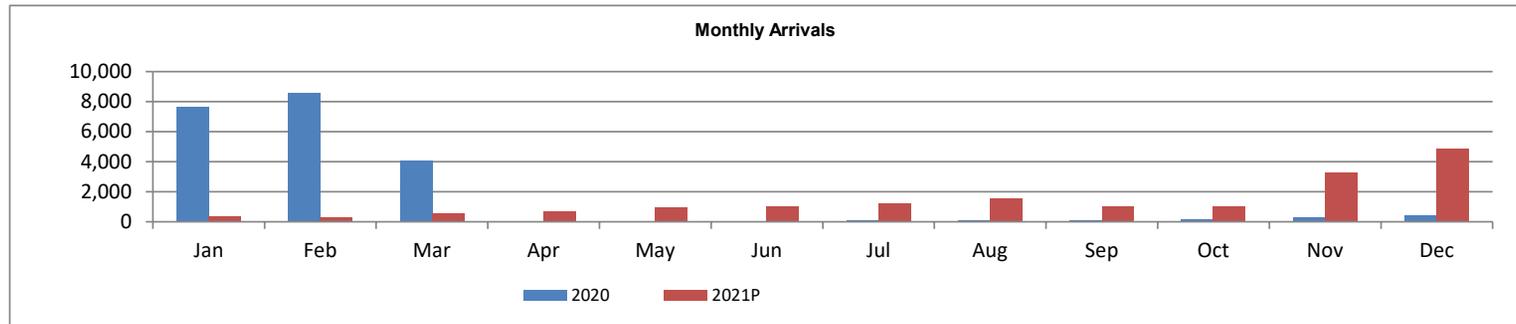
Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Dec'20 YTD	Dec'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	37.7	32.3	O'ahu	-31.5%	10,590
Daily Spend (\$PPPD) [†]	N/A	N/A	134.0	167.5	Mauī	-34.2%	5,666
Visitor Days	-5.1%	296,487	281,450	192,807	Moloka'i	-33.1%	245
Arrivals	-21.9%	21,550	16,832	10,797	Lāna'i	-12.2%	222
Daily Census	-4.8%	810	771	528	Kaua'i	-40.2%	3,000
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-36.4%	4,287

* DBEDT Annual Forecast as of Q4 2021.

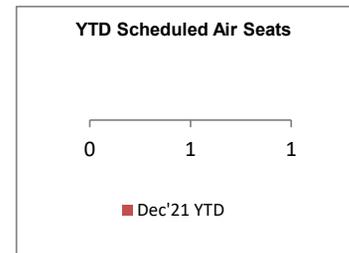
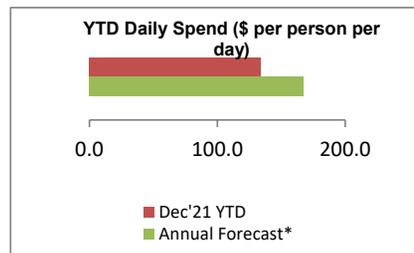
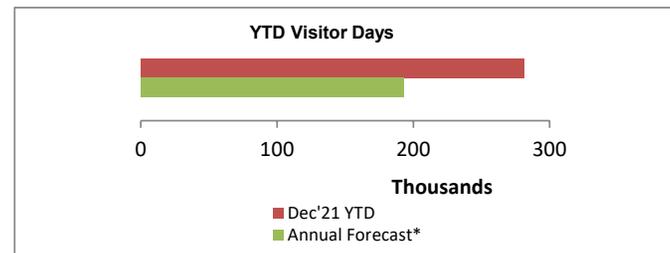
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Dec-21** Preliminary

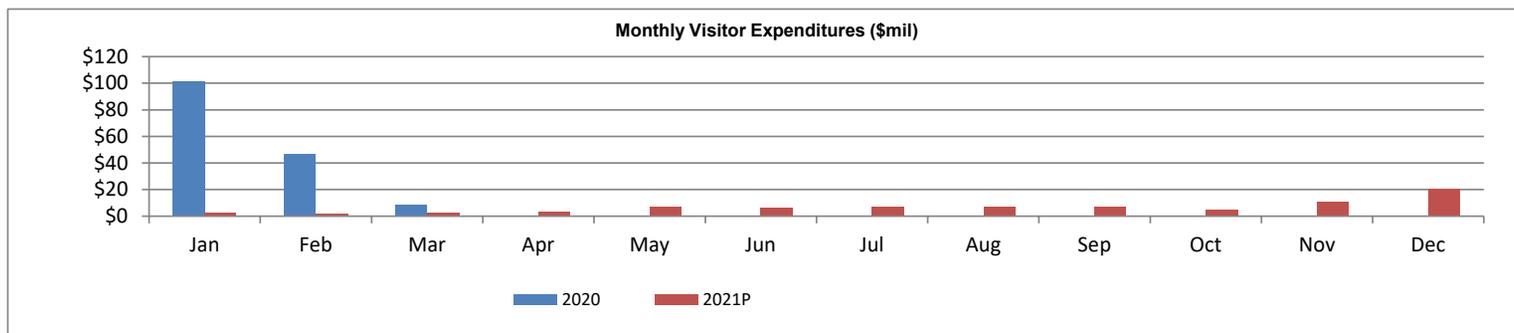
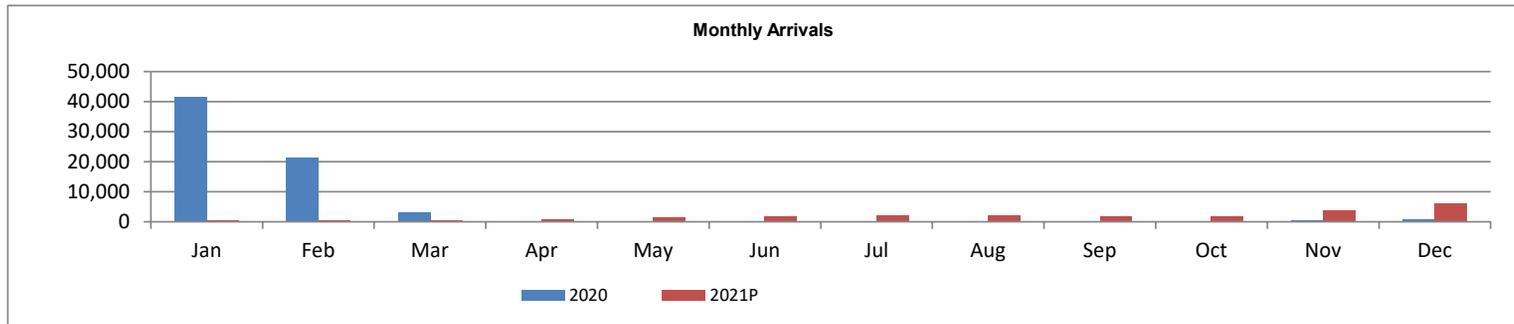
Visitor Industry Performance Measures

Market: **OTHER ASIA**

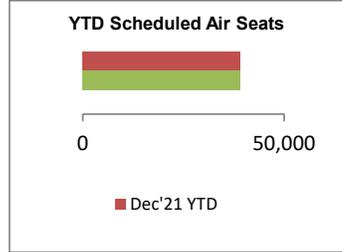
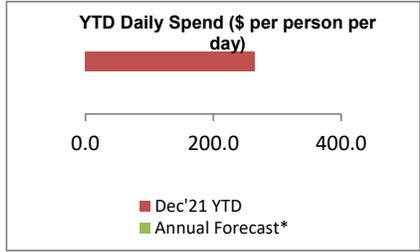
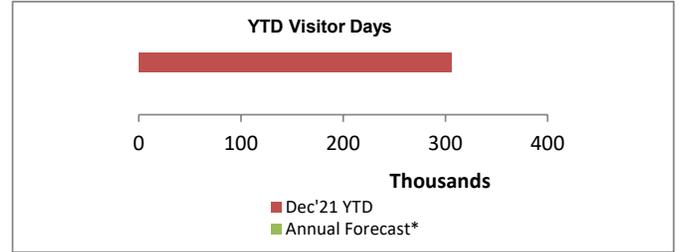
Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Dec'20 YTD	Dec'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	80.8	N/A	O'ahu	-65.5%	19,615
Daily Spend (\$PPPD) [†]	N/A	N/A	264.6	N/A	Mauī	-54.3%	3,761
Visitor Days	-49.8%	609,087	305,498	N/A	Moloka'i	-51.8%	79
Arrivals	-65.8%	67,906	23,195	N/A	Lāna'i	42.3%	293
Daily Census	-49.7%	1,664	837	N/A	Kaua'i	-37.5%	1,342
Airlift (scheduled seats) [^]	-55.4%	87,807	39,160	39,160	Hawai'i Island	-63.8%	4,306

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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Dec-21** Preliminary

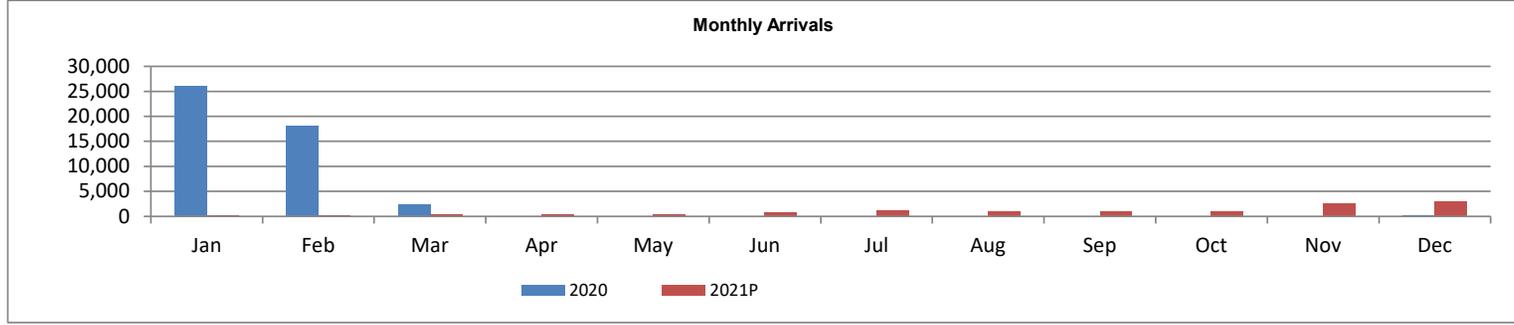
Visitor Industry Performance Measures

Market: **KOREA**

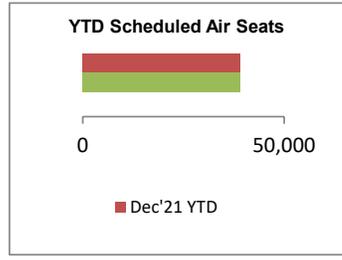
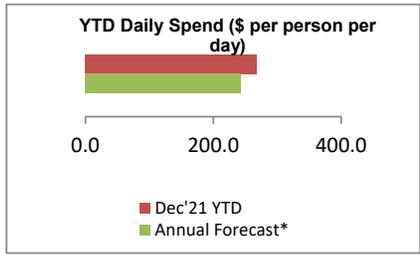
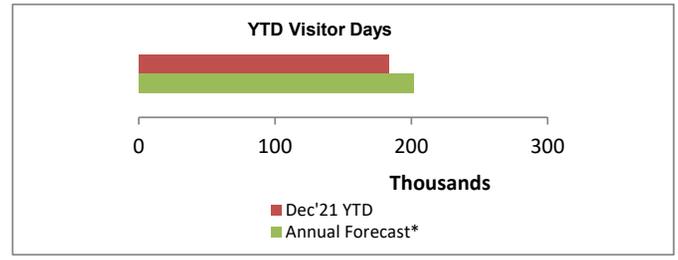
Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Dec'20 YTD	Dec'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	49.1	49.0	O'ahu	-73.0%	11,196
Daily Spend (\$PPPD) [†]	N/A	N/A	267.8	242.7	Maui	-68.0%	1,352
Visitor Days	-54.7%	404,206	183,299	202,036	Moloka'i	-40.2%	36
Arrivals	-73.9%	46,884	12,217	10,971	Lāna'i	-85.3%	14
Daily Census	-54.5%	1,104	502	554	Kaua'i	-72.0%	342
Airlift (scheduled seats) [^]	-45.8%	72,287	39,160	39,160	Hawai'i Island	-77.7%	1,372

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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Dec-21** Preliminary

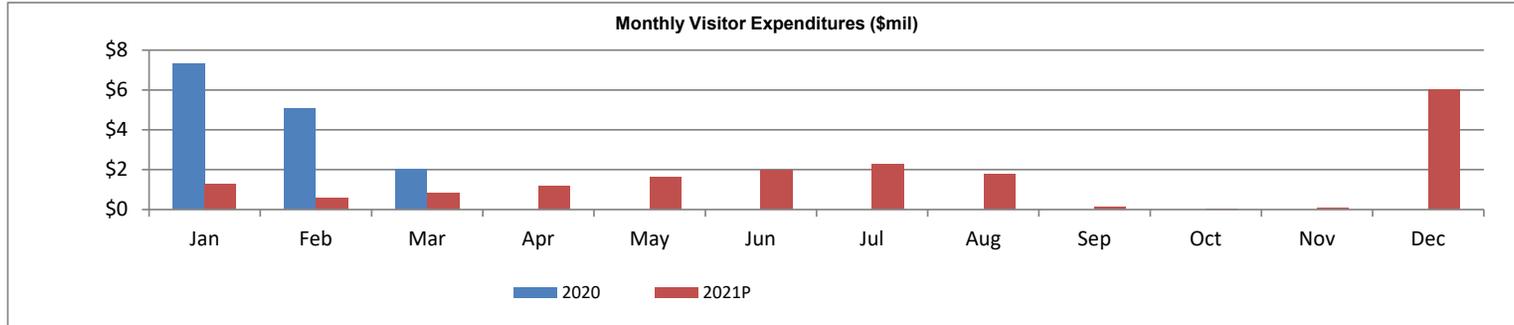
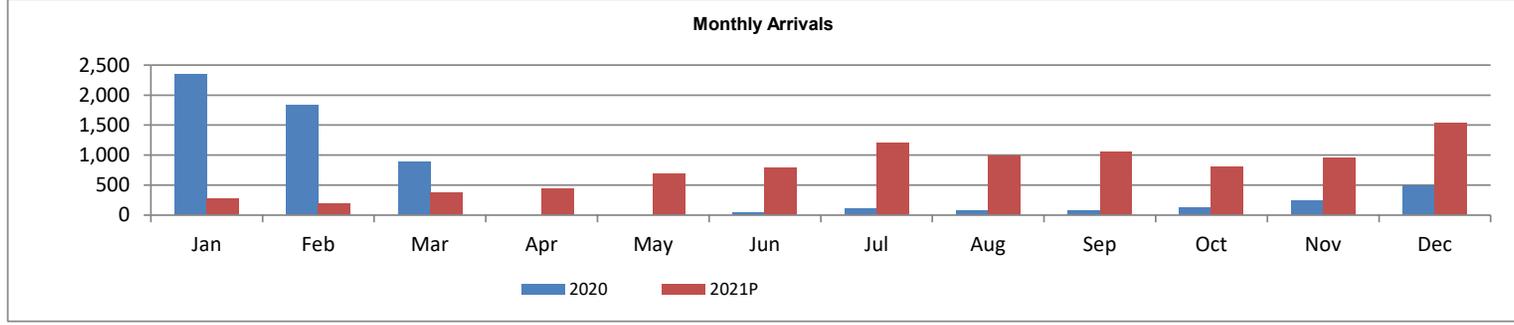
Visitor Industry Performance Measures

Market: **LATIN AMERICA**

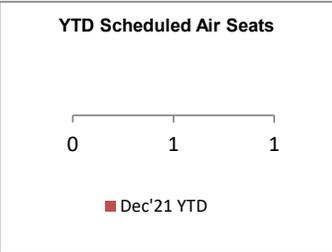
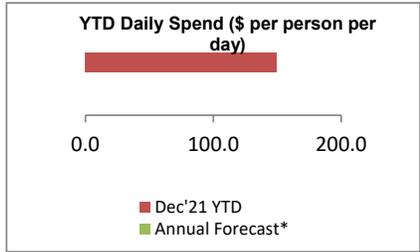
Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Dec'20 YTD	Dec'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	17.8	N/A	O'ahu	36.4%	6,168
Daily Spend (\$PPPD) [†]	N/A	N/A	149.4	N/A	Maui	72.9%	3,509
Visitor Days	34.3%	88,475	118,835	N/A	Moloka'i	221.5%	79
Arrivals	49.3%	6,211	9,271	N/A	Lāna'i	67.0%	110
Daily Census	34.7%	242	326	N/A	Kaua'i	18.6%	768
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	70.9%	1,799

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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Dec-21** Preliminary

Visitor Industry Performance Measures

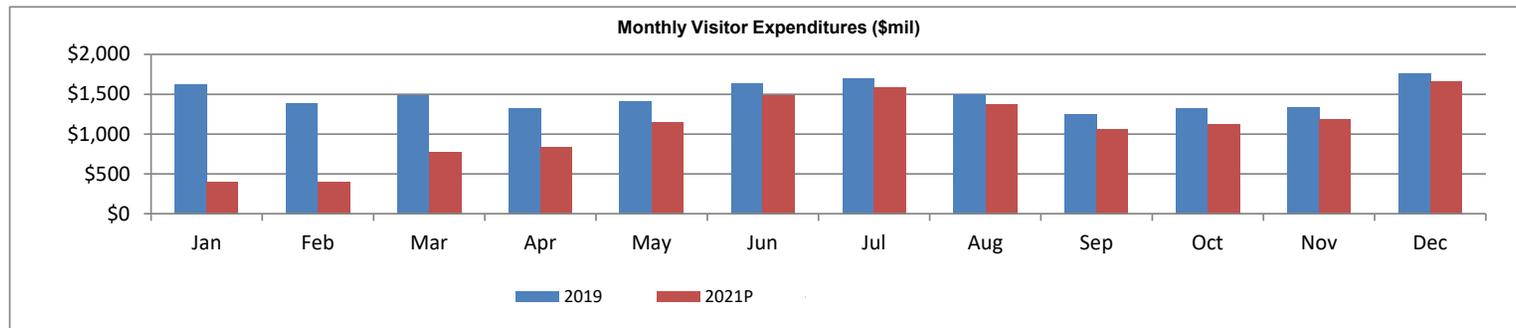
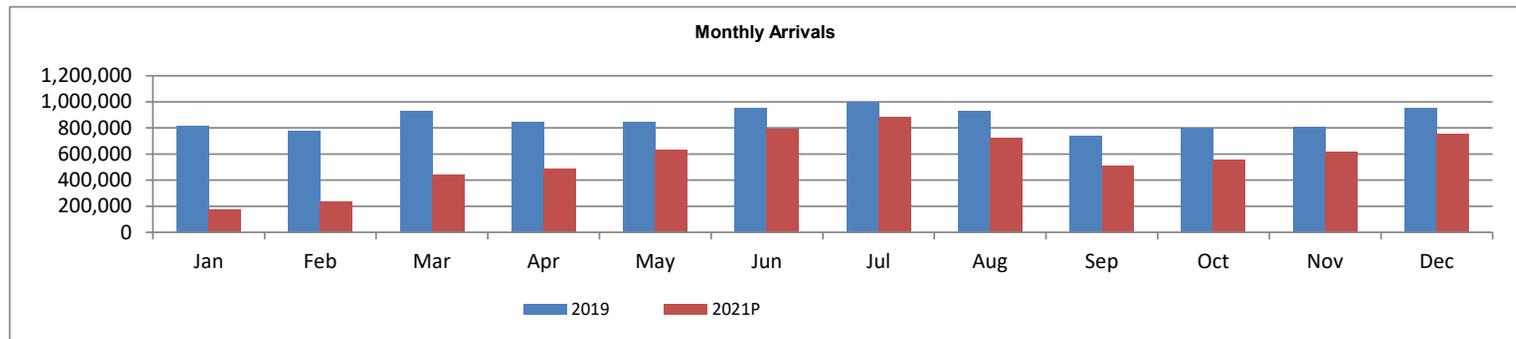
Market: **OVERALL**

Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Dec'19 YTD	Dec'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	-26.6%	17,716.1	12,995.7	12,686.1	O'ahu	-45.9%	3,330,948
Daily Spend (\$PPPD)	1.4%	196.1	198.9	195.1	Maui	-24.9%	2,299,476
Visitor Days	-27.7%	90,360,946	65,343,143	65,011,689	Moloka'i	-59.1%	25,754
Arrivals	-34.7%	10,386,673	6,777,498	6,840,397	Lāna'i	-43.2%	47,740
Daily Census	-27.7%	247,564	179,022	178,114	Kaua'i	-40.6%	813,347
Airlift (scheduled seats)^	-21.0%	13,524,164	10,685,154	10,685,154	Hawai'i Island	-32.9%	1,184,063

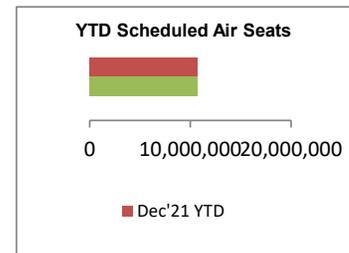
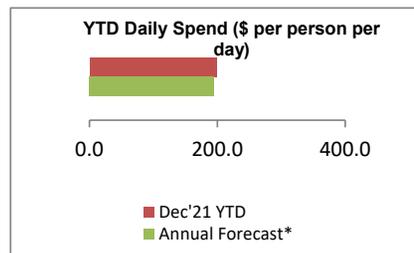
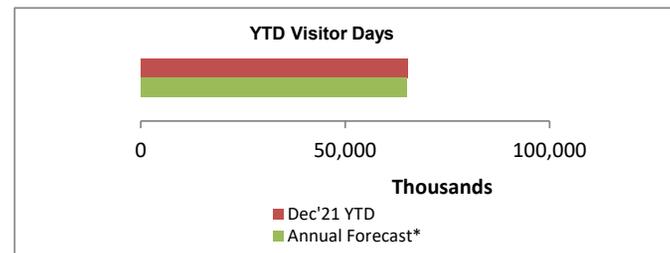
* DBEDT Annual Forecast as of Q4 2021.

^ HTA/DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 14, 2022, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Dec-21** Preliminary

Visitor Industry Performance Measures

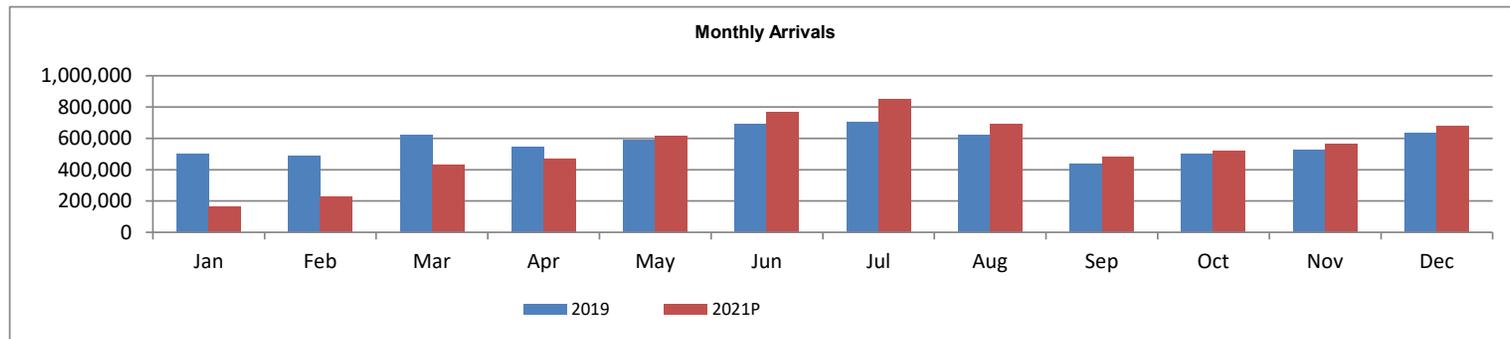
Market: **U.S. TOTAL**

Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Dec'19 YTD	Dec'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	5.1%	11,636.2	12,227.0	11,794.2	O'ahu	-5.6%	3,140,053
Daily Spend (\$PPPD)	6.1%	188.3	199.7	193.8	Maui	-10.1%	2,201,447
Visitor Days	-0.9%	61,786,807	61,217,787	60,842,760	Moloka'i	-43.0%	24,296
Arrivals	-5.9%	6,871,839	6,465,360	6,531,887	Lāna'i	-24.3%	45,291
Daily Census	-0.9%	169,279	167,720	166,692	Kaua'i	-30.9%	784,869
Airlift (scheduled seats)^	5.0%	9,746,790	10,238,721	10,238,721	Hawai'i Island	-9.1%	1,137,813

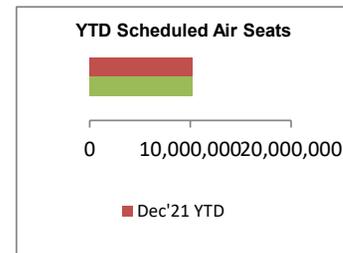
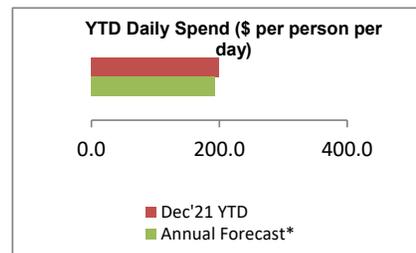
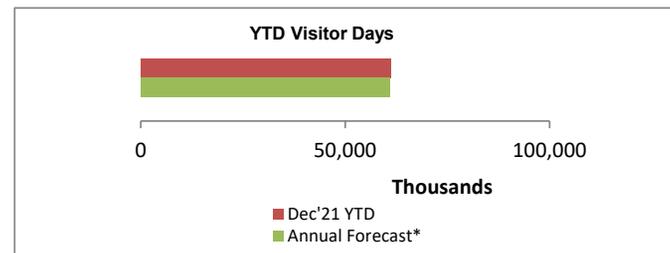
* DBEDT Annual Forecast as of Q4 2021.

^ HTA/DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 14, 2022, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Dec-21** Preliminary

Visitor Industry Performance Measures
Market: **U.S. WEST**

Key Performance Indicators

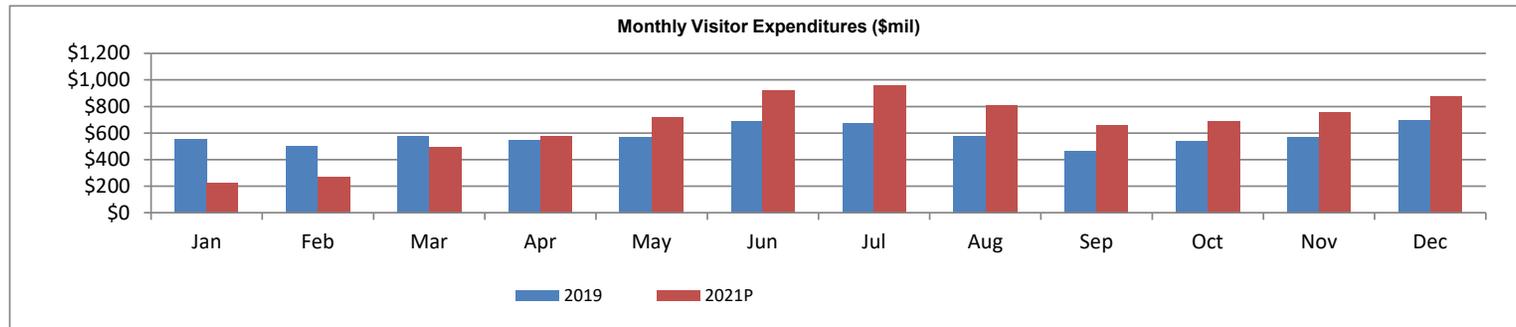
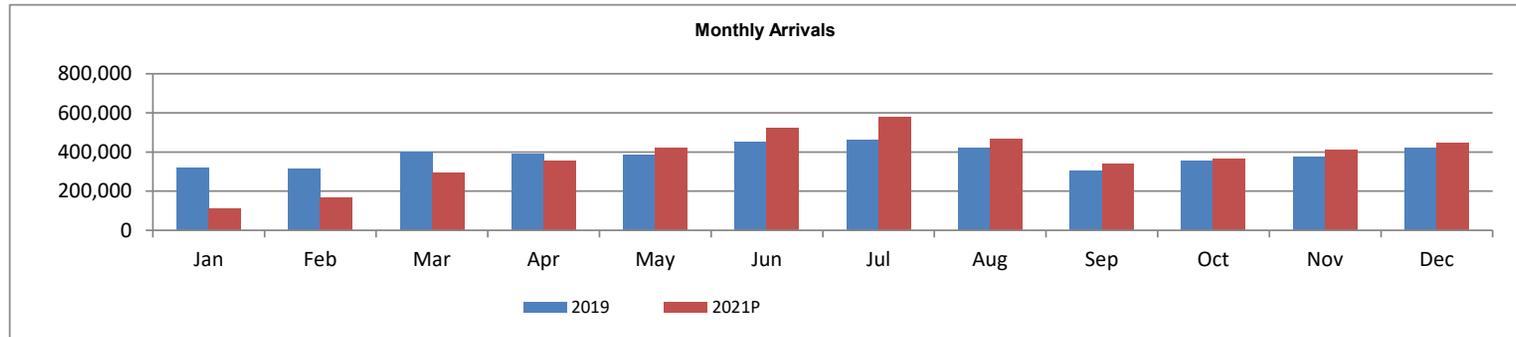
	YOY Rate	Dec'19 YTD	Dec'21 YTD	Annual Forecast*
Visitor Spending (\$mil)	14.1%	6,952.0	7,933.3	7,654.5
Daily Spend (\$PPPD)	10.9%	174.9	193.9	187.9
Visitor Days	2.9%	39,752,689	40,904,390	40,733,128
Arrivals	-2.6%	4,595,319	4,474,027	4,523,022
Daily Census	2.9%	108,911	112,067	111,598
Airlift (scheduled seats)^	5.0%	8,564,295	8,989,207	8,989,207

	YOY Rate	YTD
O'ahu	0.0%	2,005,091
Maui	-5.8%	1,522,838
Moloka'i	-38.9%	15,779
Lāna'i	-17.3%	26,188
Kaua'i	-26.0%	540,417
Hawai'i Island	-2.9%	763,792

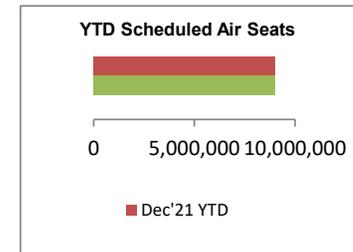
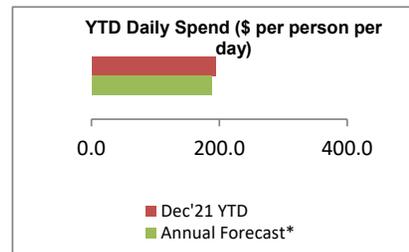
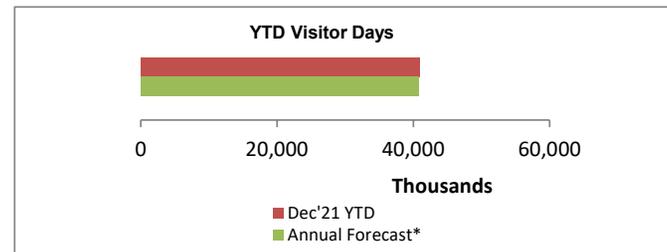
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Dec-21** Preliminary

Visitor Industry Performance Measures

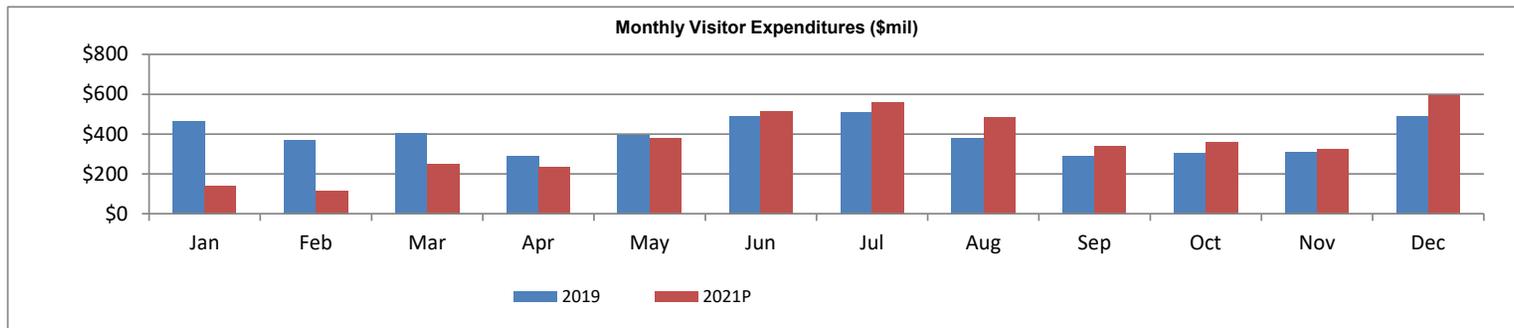
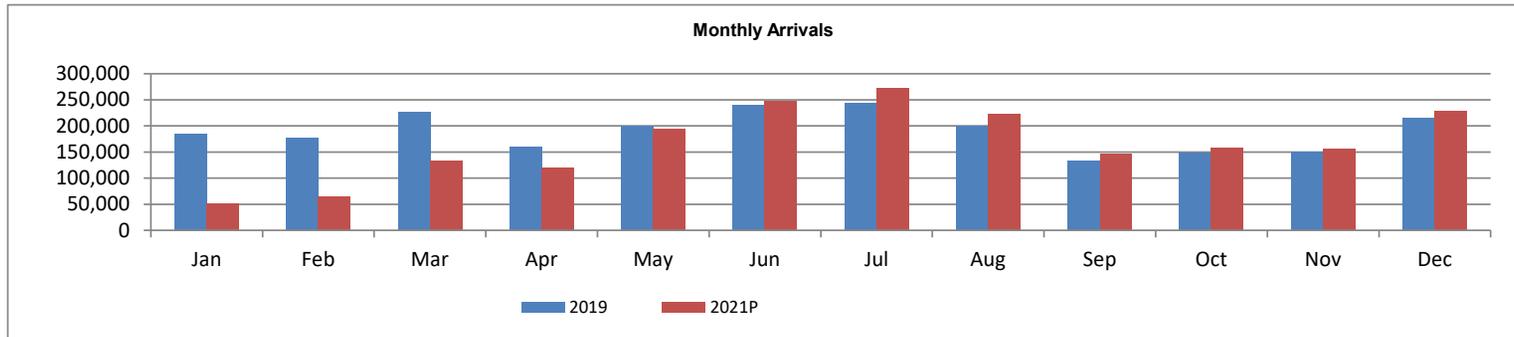
Market: **U.S. EAST**

Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Dec'19 YTD	Dec'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	-8.3%	4,684.2	4,293.7	4,139.6	O'ahu	-14.1%	1,134,962
Daily Spend (\$PPPD)	-0.6%	212.6	211.4	205.9	Mauī	-18.5%	678,608
Visitor Days	-7.8%	22,034,119	20,313,397	20,109,632	Moloka'i	-49.2%	8,517
Arrivals	-12.5%	2,276,520	1,991,333	2,008,865	Lāna'i	-32.1%	19,103
Daily Census	-7.8%	60,367	55,653	55,095	Kaua'i	-39.6%	244,451
Airlift (scheduled seats) [^]	5.7%	1,182,495	1,249,514	1,249,514	Hawai'i Island	-19.5%	374,021

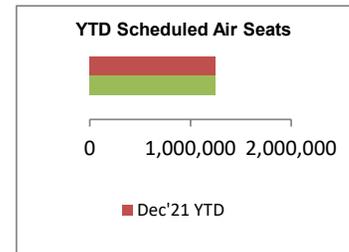
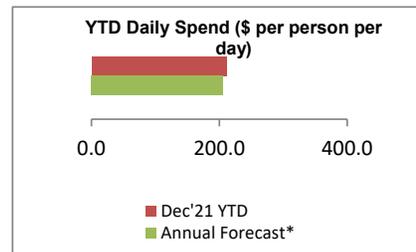
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority	Report Date:	Dec-21	Preliminary
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Visitor Industry Performance Measures

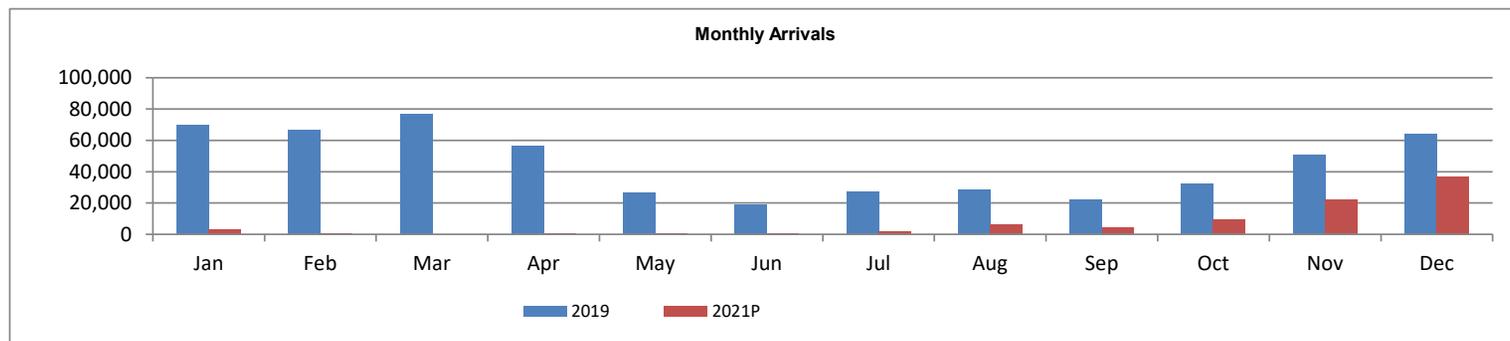
Market: **CANADA**

Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Dec'19 YTD	Dec'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	-78.0%	1,081.5	238.4	316.6	O'ahu	-83.8%	36,825
Daily Spend (\$PPPD)	7.9%	165.0	178.1	181.7	Mauī	-84.3%	43,586
Visitor Days	-79.6%	6,554,493	1,338,526	1,741,978	Moloka'i	-93.4%	321
Arrivals	-84.0%	540,103	86,491	101,032	Lāna'i	-88.0%	686
Daily Census	-79.6%	17,958	3,667	4,773	Kaua'i	-90.1%	7,576
Airlift (scheduled seats)^	-71.1%	484,613	140,178	129,098	Hawai'i Island	-86.8%	12,892

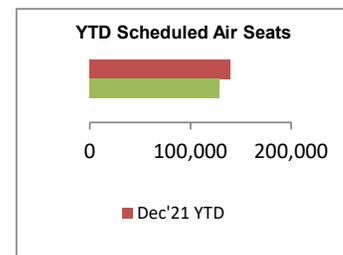
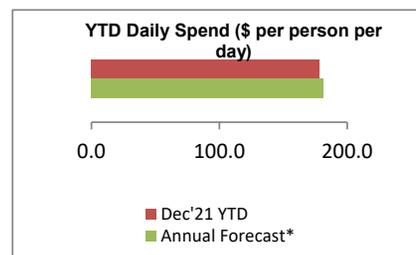
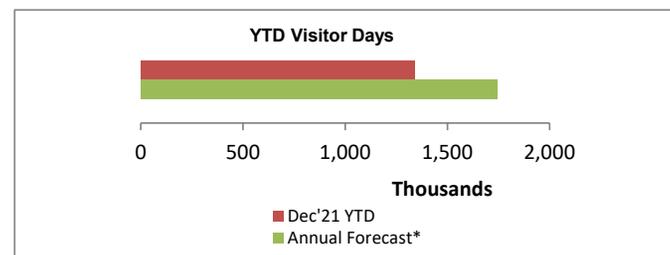
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Dec-21** Preliminary

Visitor Industry Performance Measures

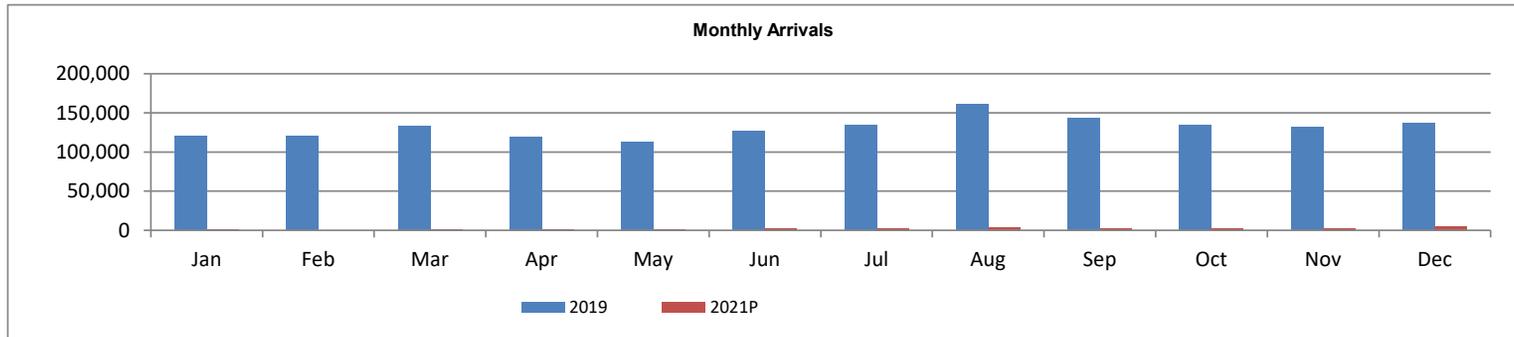
Market: **JAPAN**

Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Dec'19 YTD	Dec'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	-96.3%	2,248.3	82.9	83.1	O'ahu	-98.5%	23,130
Daily Spend (\$PPPD)	-9.4%	241.6	218.9	217.2	Mauī	-98.1%	902
Visitor Days	-95.9%	9,306,767	378,558	382,433	Moloka'i	-99.1%	17
Arrivals	-98.5%	1,576,205	24,232	23,527	Lāna'i	-99.1%	20
Daily Census	-95.9%	25,498	1,037	1,048	Kaua'i	-98.3%	424
Airlift (scheduled seats) [^]	-93.4%	1,999,204	131,766	131,766	Hawai'i Island	-99.2%	1,360

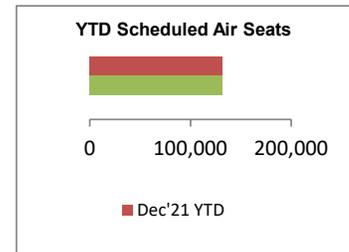
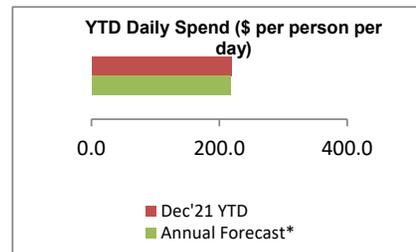
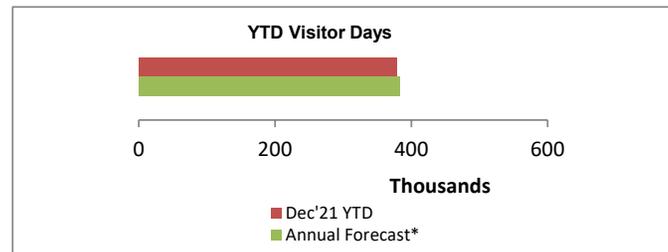
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority	Report Date:	Dec-21	Preliminary
Visitor Industry Performance Measures			

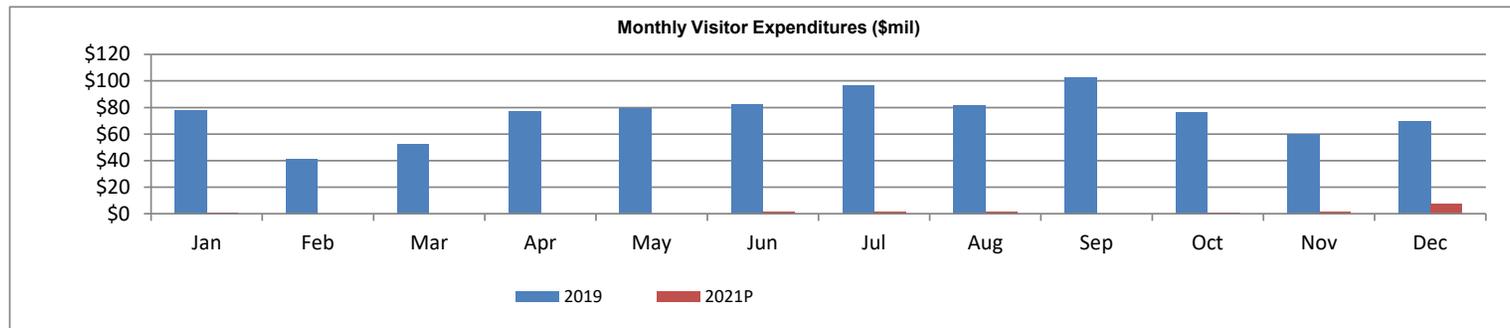
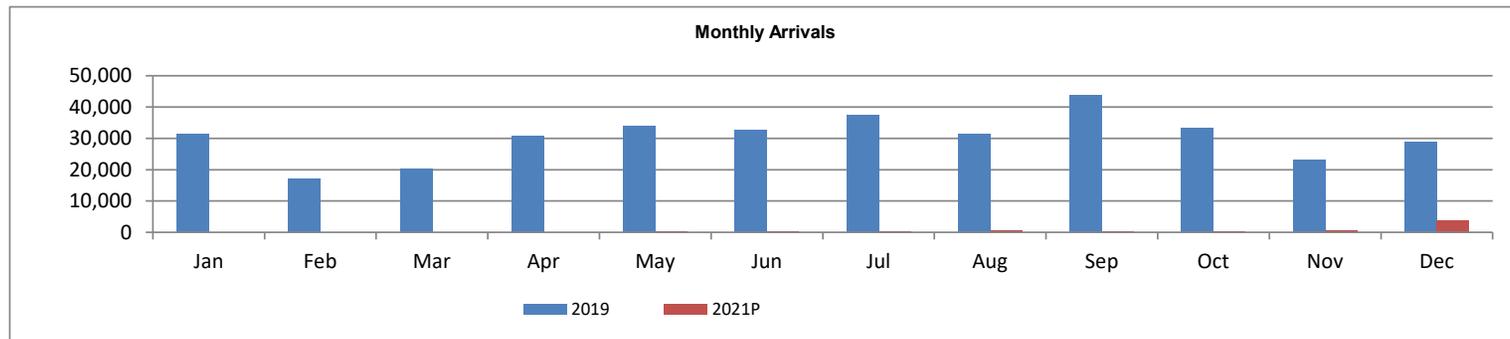
Market: **OCEANIA**

Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Dec'19 YTD	Dec'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	-98.1%	895.1	16.6	22.4	O'ahu	-98.6%	5,090
Daily Spend (\$PPPD)	-26.4%	261.7	192.7	238.5	Mau'i	-98.1%	1,146
Visitor Days	-97.5%	3,420,593	86,210	93,802	Moloka'i	-99.5%	21
Arrivals	-98.2%	363,551	6,544	6,382	Lāna'i	-99.4%	36
Daily Census	-97.5%	9,371	236	257	Kaua'i	-97.9%	671
Airlift (scheduled seats)^	-98.9%	494,582	5,396	5,396	Hawai'i Island	-98.7%	604

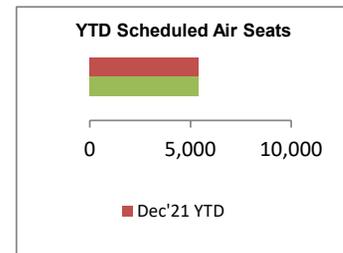
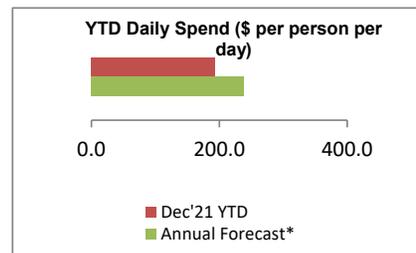
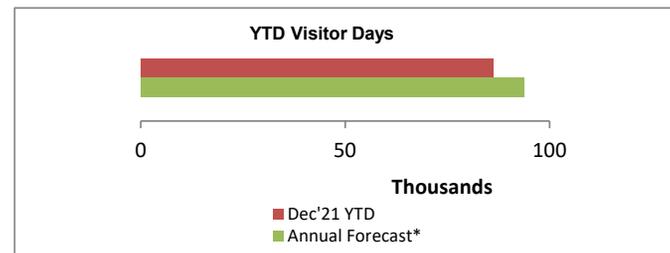
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority	Report Date:	Dec-21	Preliminary
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Visitor Industry Performance Measures

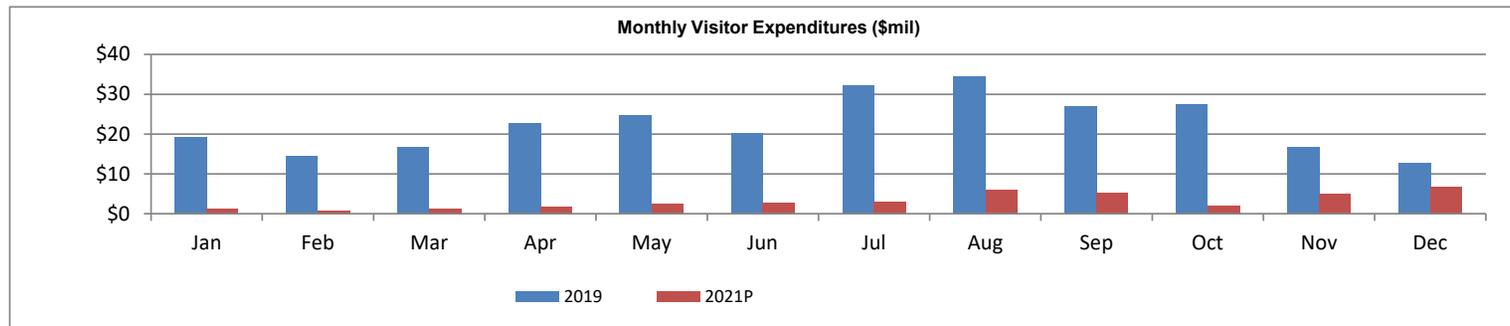
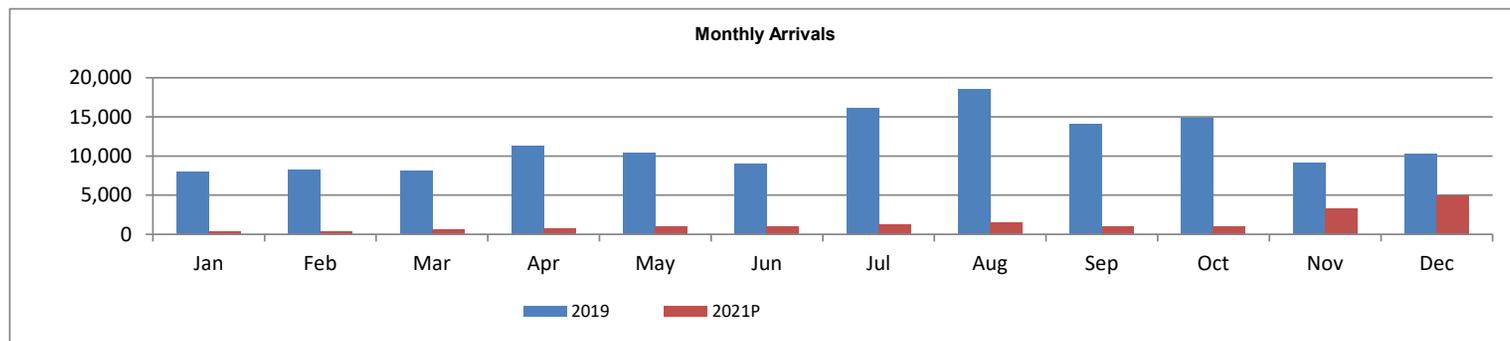
Market: **EUROPE**

Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Dec'19 YTD	Dec'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	-85.9%	268.1	37.7	32.3	O'ahu	-89.6%	10,590
Daily Spend (\$PPPD)	-11.0%	150.6	134.0	167.5	Mauī	-90.6%	5,666
Visitor Days	-84.2%	1,780,190	281,450	192,807	Moloka'i	-86.2%	245
Arrivals	-87.8%	137,908	16,832	10,797	Lāna'i	-86.4%	222
Daily Census	-84.2%	4,877	771	528	Kaua'i	-91.5%	3,000
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	-90.2%	4,287

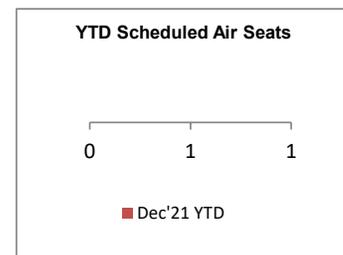
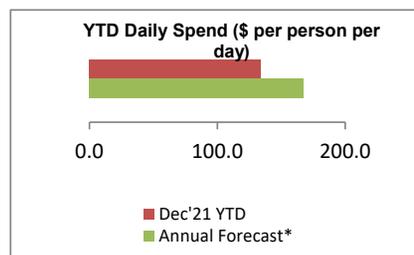
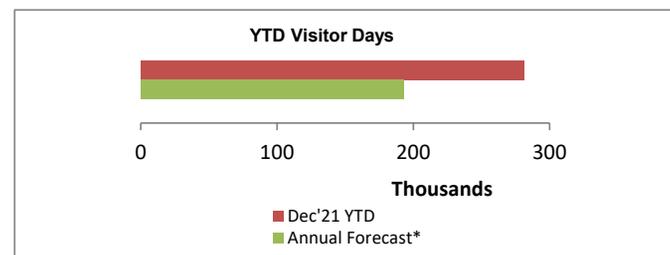
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Dec-21** Preliminary

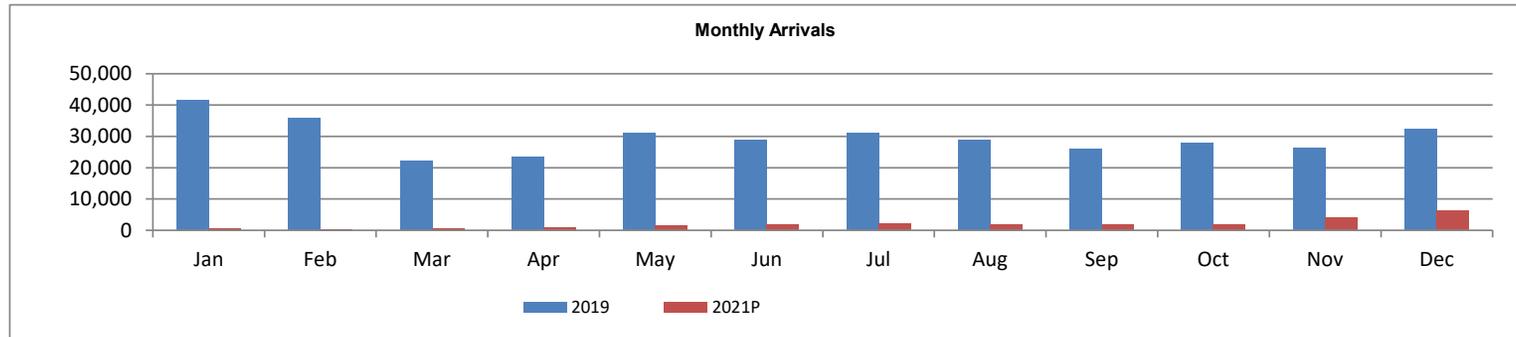
Visitor Industry Performance Measures
 Market: **OTHER ASIA**

Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Dec'19 YTD	Dec'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	-90.1%	816.7	80.8	N/A	O'ahu	-94.3%	19,615
Daily Spend (\$PPP)	-9.9%	293.6	264.6	N/A	Mauī	-93.1%	3,761
Visitor Days	-89.0%	2,781,593	305,498	N/A	Moloka'i	-95.5%	79
Arrivals	-93.5%	354,680	23,195	N/A	Lāna'i	-80.8%	293
Daily Census	-89.0%	7,621	837	N/A	Kaua'i	-89.4%	1,342
Airlift (scheduled seats) [^]	-96.5%	482,717	39,160	39,160	Hawai'i Island	-93.6%	4,306

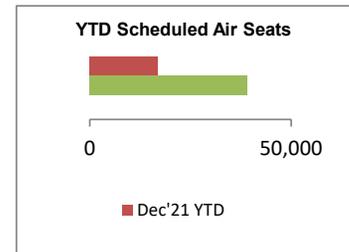
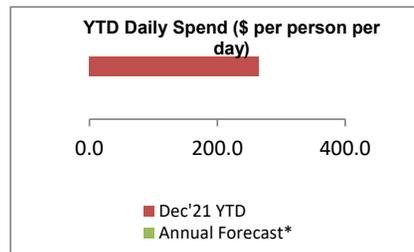
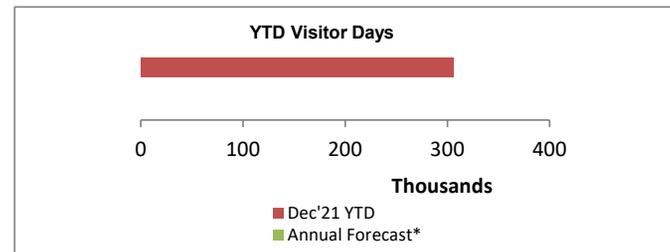
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HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Dec-21** Preliminary

Visitor Industry Performance Measures

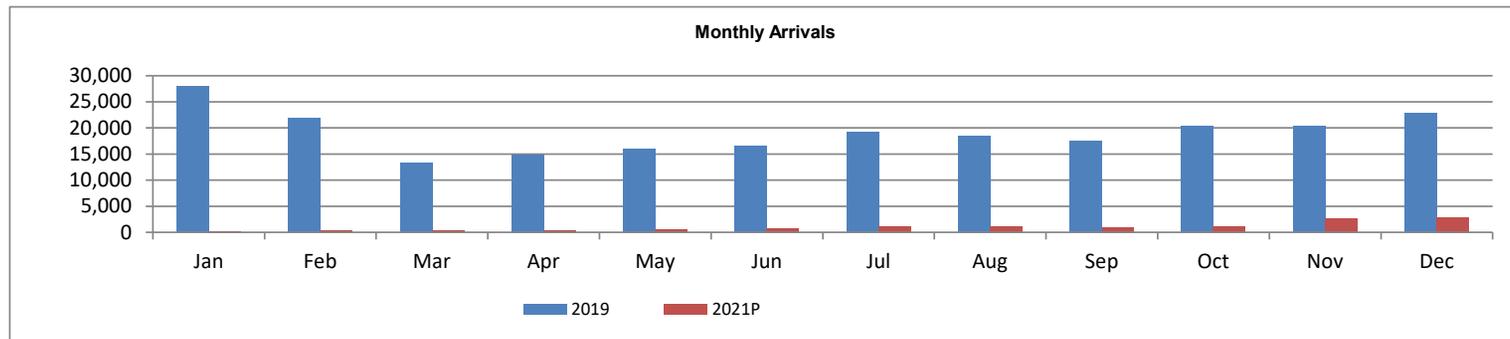
Market: **KOREA**

Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Dec'19 YTD	Dec'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	-90.1%	497.9	49.1	49.0	O'ahu	-95.0%	11,196
Daily Spend (\$PPPD)	-6.1%	285.2	267.8	242.7	Mauī	-95.4%	1,352
Visitor Days	-89.5%	1,745,666	183,299	202,036	Moloka'i	-95.8%	36
Arrivals	-94.7%	229,056	12,217	10,971	Lāna'i	-97.2%	14
Daily Census	-89.5%	4,783	502	554	Kaua'i	-95.2%	342
Airlift (scheduled seats) [^]	-88.0%	326,398	39,160	39,160	Hawai'i Island	-94.6%	1,372

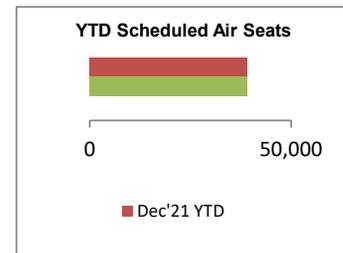
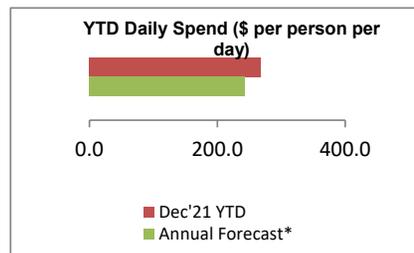
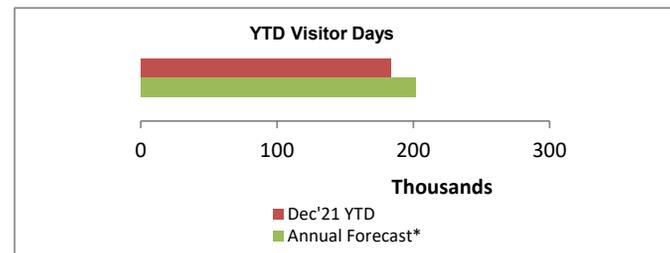
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Hawai'i Tourism Authority Report Date: **Dec-21** Preliminary

Visitor Industry Performance Measures

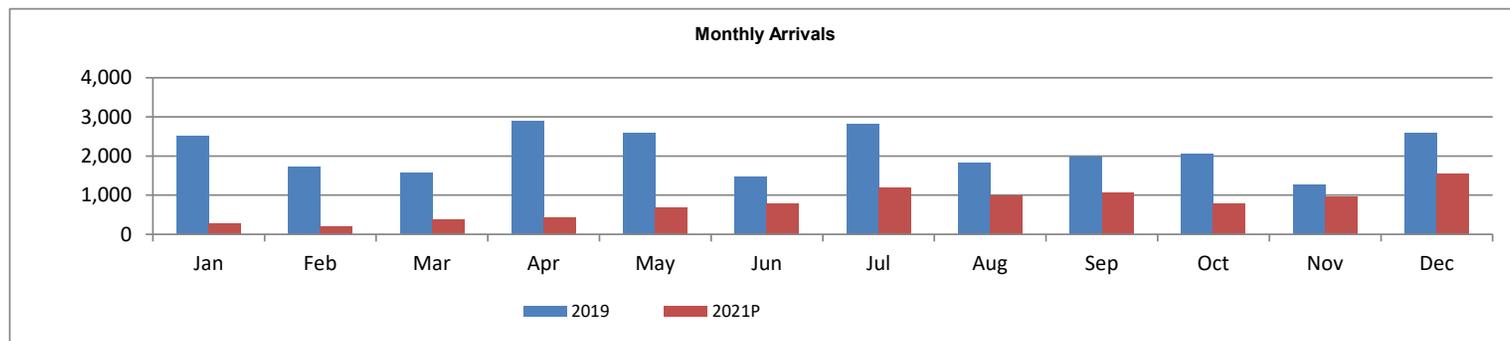
Market: **LATIN AMERICA**

Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Dec'19 YTD	Dec'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	-72.6%	64.7	17.8	N/A	O'ahu	-67.6%	6,168
Daily Spend (\$PPPD)	-36.1%	233.7	149.4	N/A	Mauī	-61.1%	3,509
Visitor Days	-57.1%	276,859	118,835	N/A	Moloka'i	-74.4%	79
Arrivals	-63.4%	25,344	9,271	N/A	Lāna'i	-80.7%	110
Daily Census	-57.1%	759	326	N/A	Kaua'i	-77.2%	768
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-67.9%	1,799

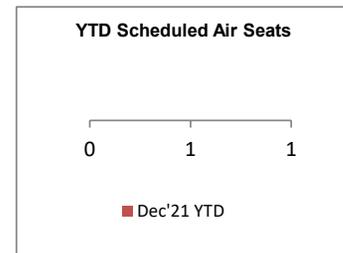
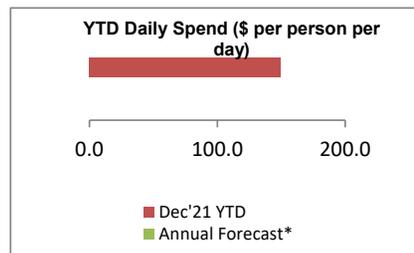
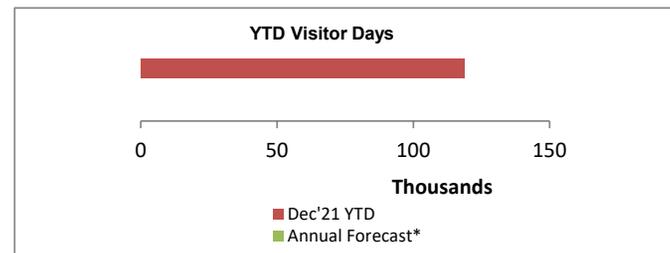
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Monthly Indicators



Annual Indicators



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TRAVEL AGENCY BOOKING TRENDS

JANUARY 24, 2022

Global Agency Pro

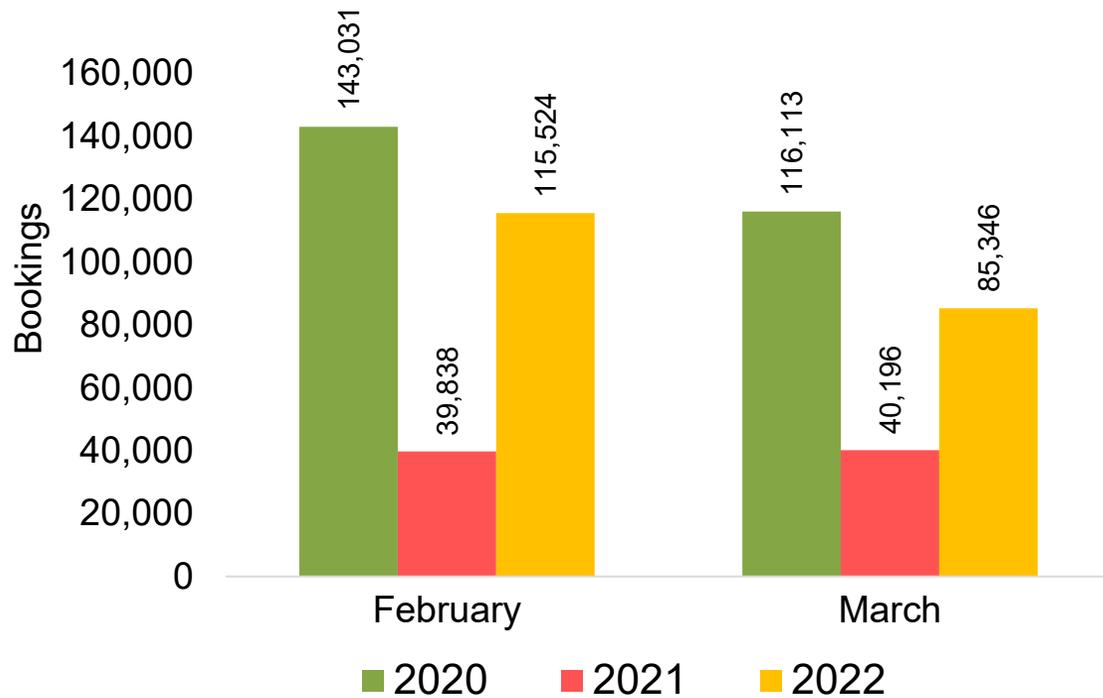
- HTA subscribes to Global Agency Pro, an online travel distribution system consisting of Travel Agency data.
- Global Agency Pro provides access to over 90% of the world's Travel Agency airline transactions.
- The database consists of five years of historical ticketing data and one year of advance purchase data.
- The information is updated daily with a recency of two days prior to current date.

Global Agency Pro Index

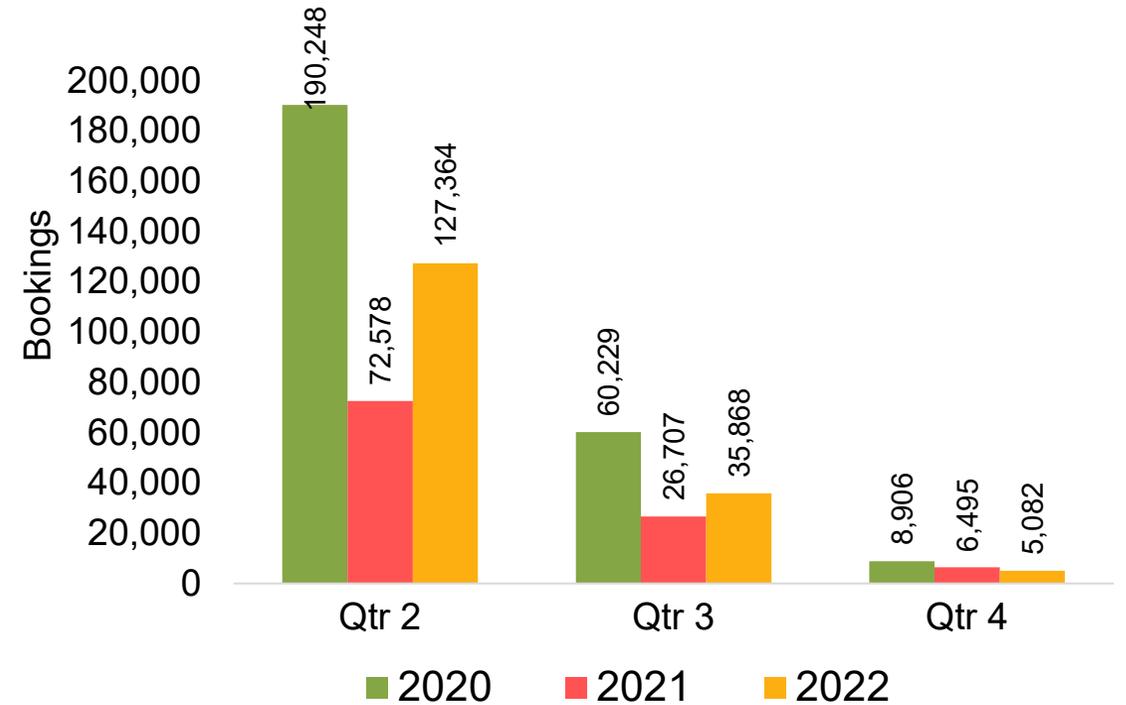
- **Bookings**
 - Net sum of the number of visitors (i.e., excluding Hawai'i residents and inter-island travelers) from Sales transactions counted, including Exchanges and Refunds.
- **Booking Date**
 - The date on which the ticket was purchased by the passenger. Also known as the Sales Date.
- **Travel Date**
 - The date on which travel is expected to take place.
- **Point of Origin Country**
 - The country which contains the airport at which the ticket started.
- **Travel Agency**
 - Travel Agency associated with the ticket is doing business (DBA).

US

Travel Agency Booking Pace for Future Arrivals, by Month



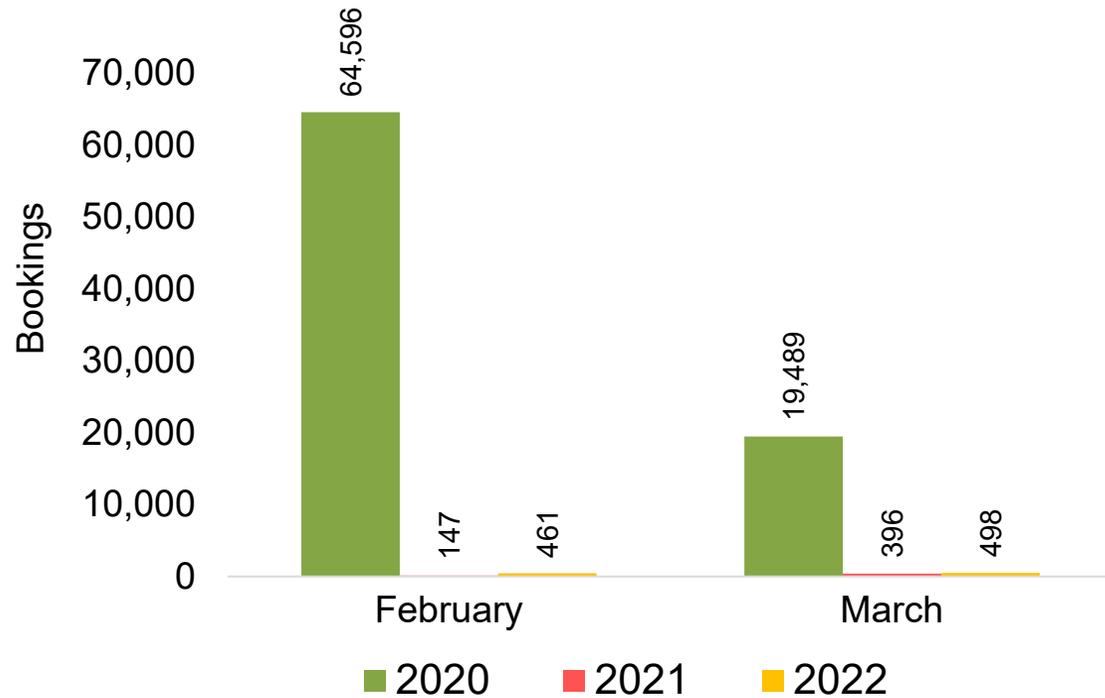
Travel Agency Booking Pace for Future Arrivals, by Quarter



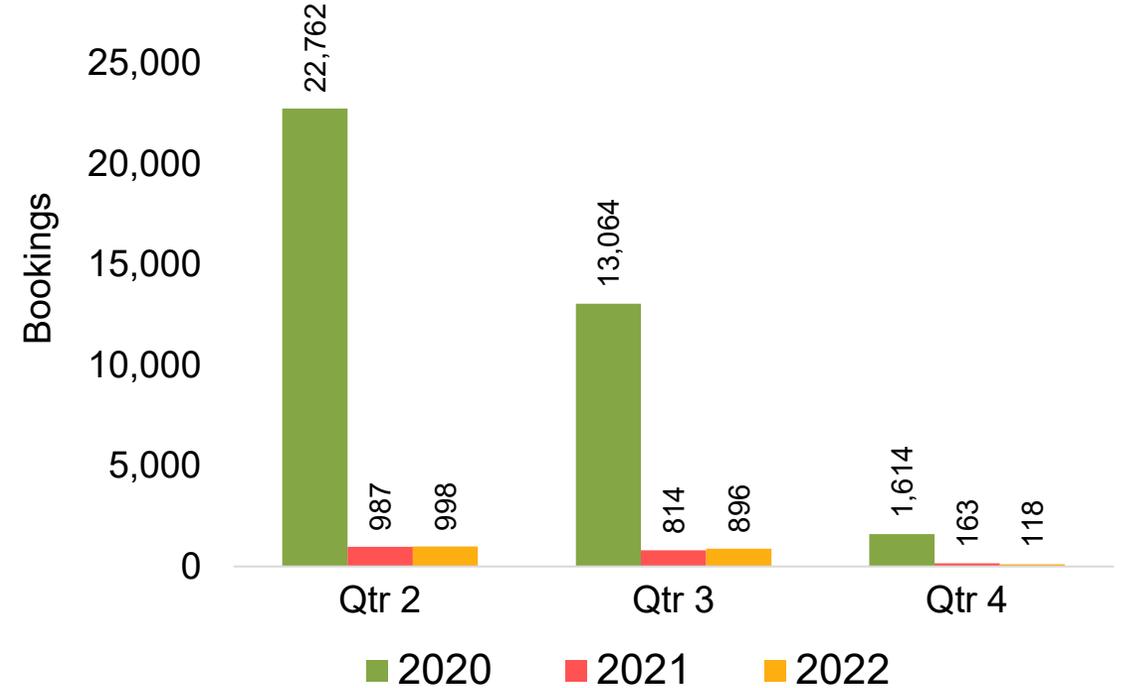
Source: Global Agency Pro as of 01/22/22

JAPAN

Travel Agency Booking Pace for Future Arrivals, by Month



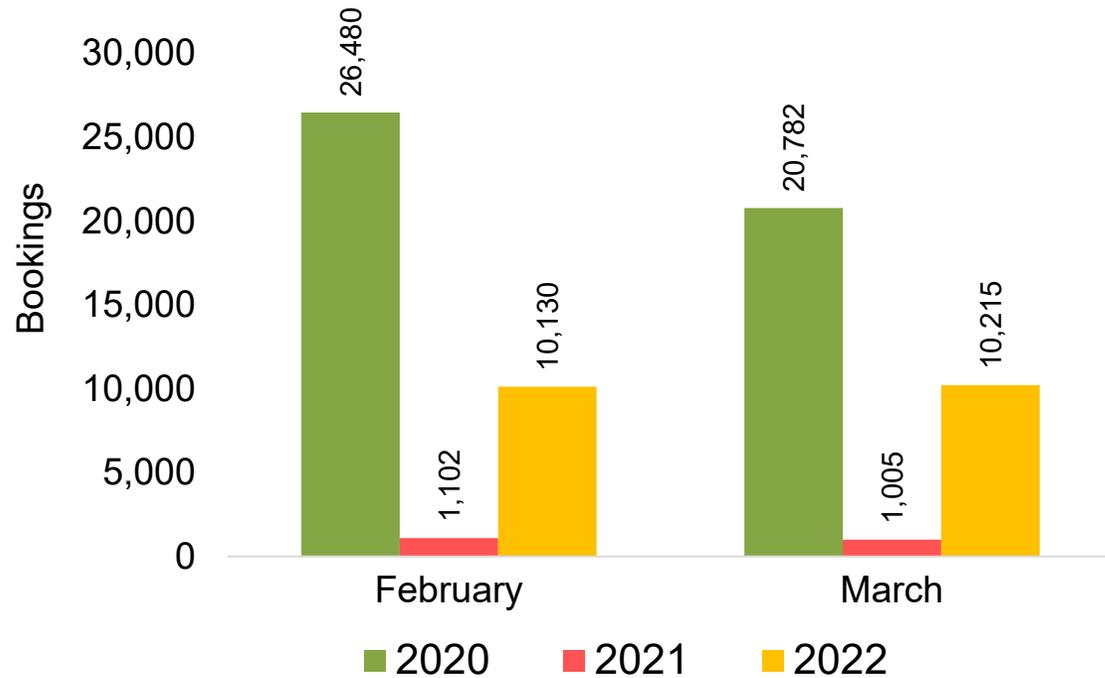
Travel Agency Booking Pace for Future Arrivals, by Quarter



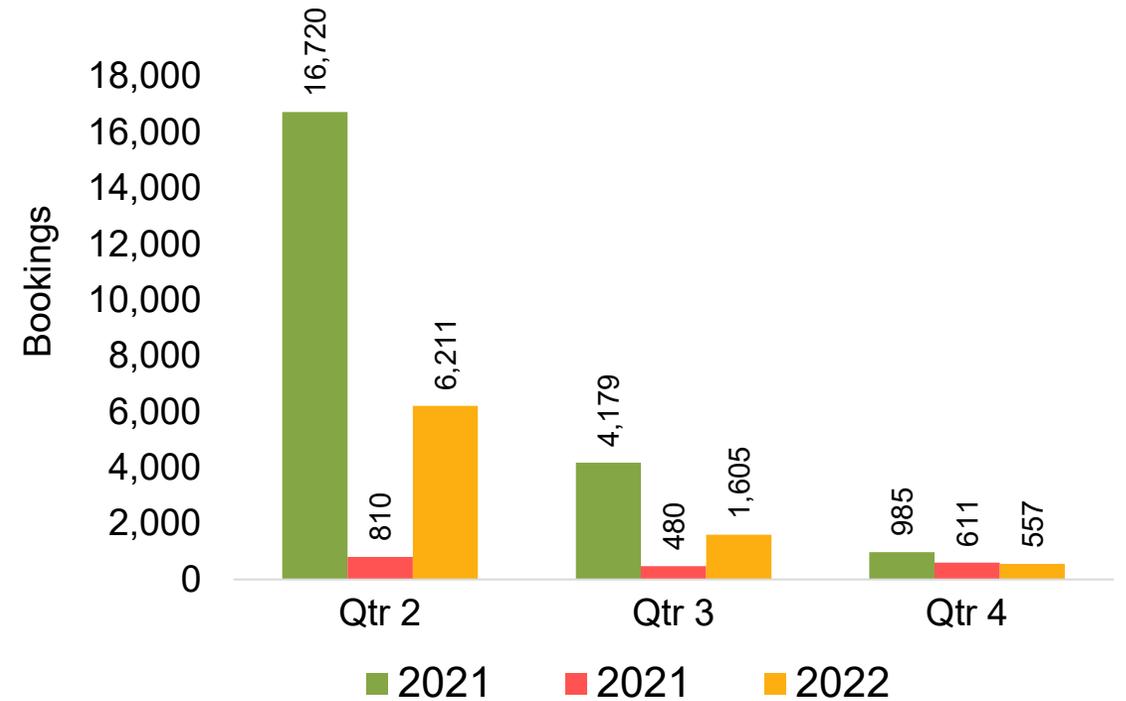
Source: Global Agency Pro as of 01/22/22

CANADA

Travel Agency Booking Pace for Future Arrivals, by Month



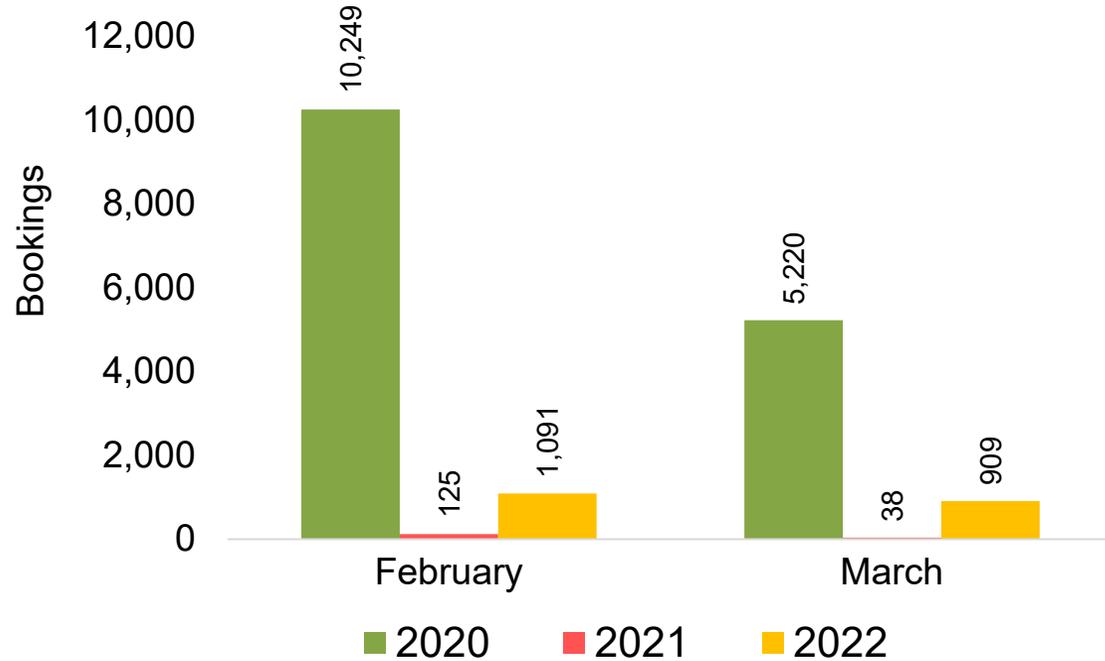
Travel Agency Booking Pace for Future Arrivals, by Quarter



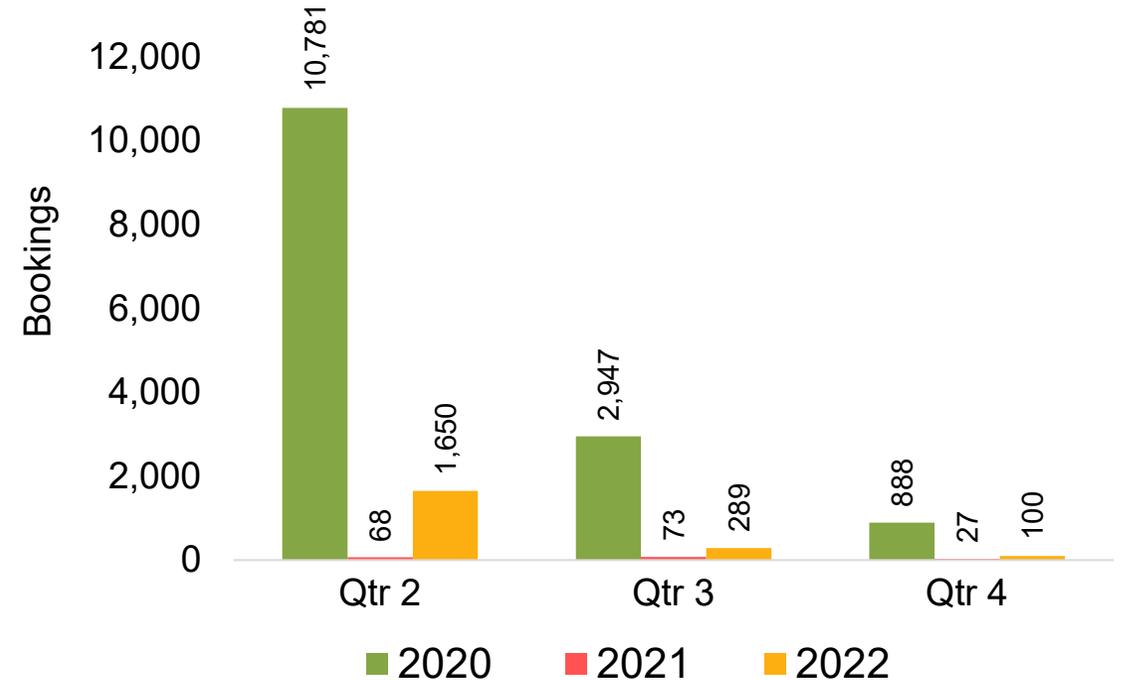
Source: Global Agency Pro as of 01/22/22

KOREA

Travel Agency Booking Pace for Future Arrivals, by Month



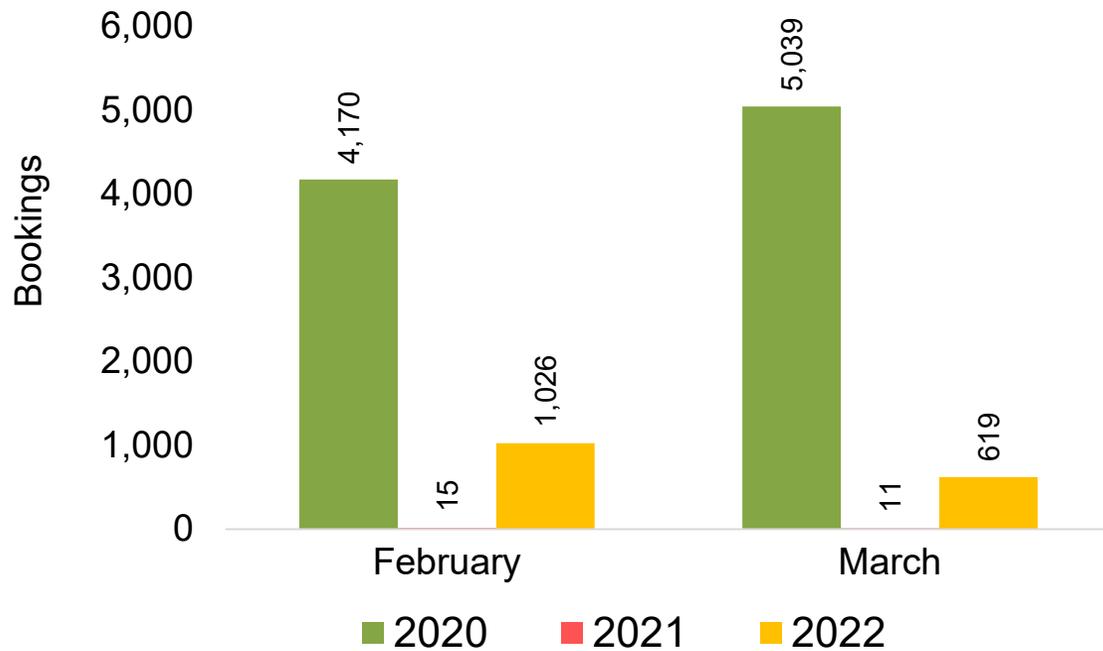
Travel Agency Booking Pace for Future Arrivals, by Quarter



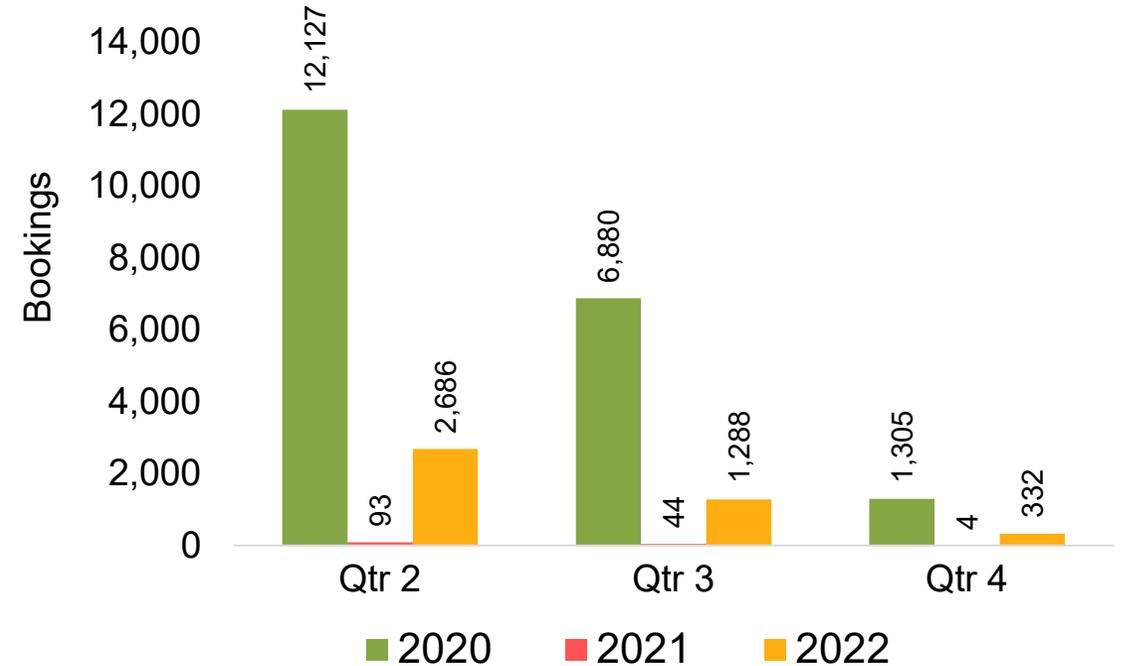
Source: Global Agency Pro as of 01/22/22

AUSTRALIA

Travel Agency Booking Pace for Future Arrivals, by Month



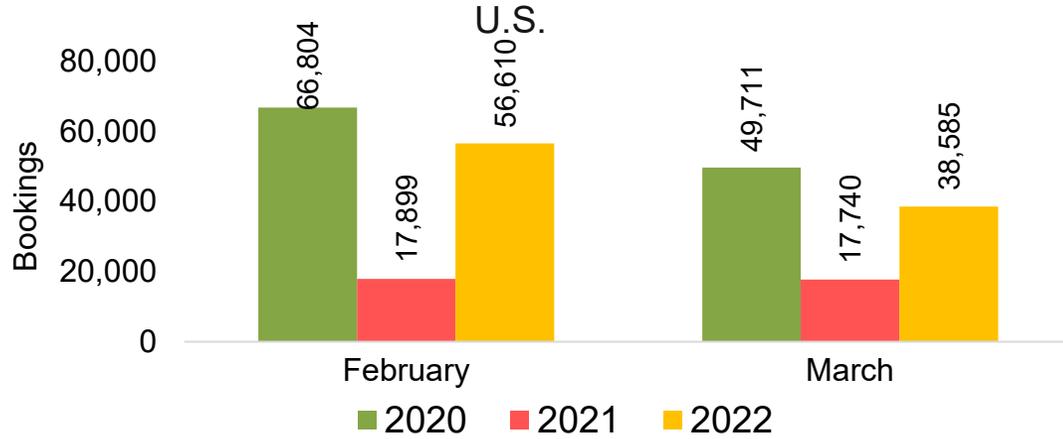
Travel Agency Booking Pace for Future Arrivals, by Quarter



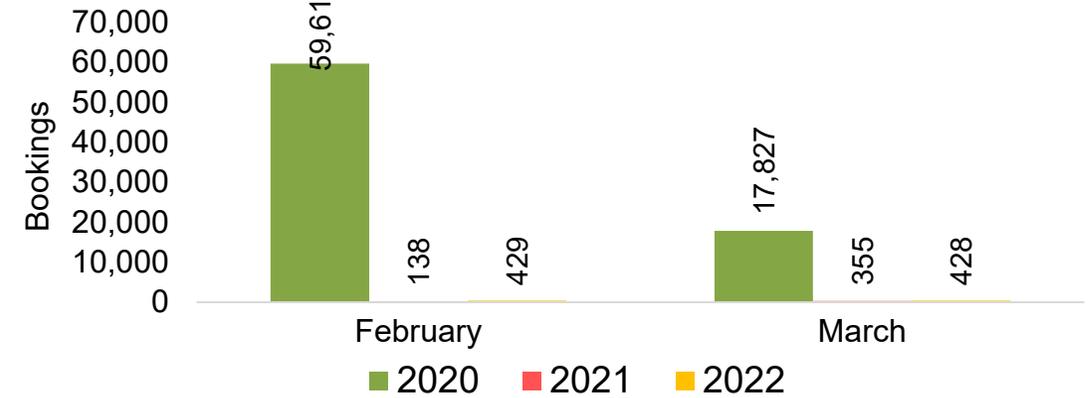
Source: Global Agency Pro as of 01/22/22

O'ahu by Month 2022

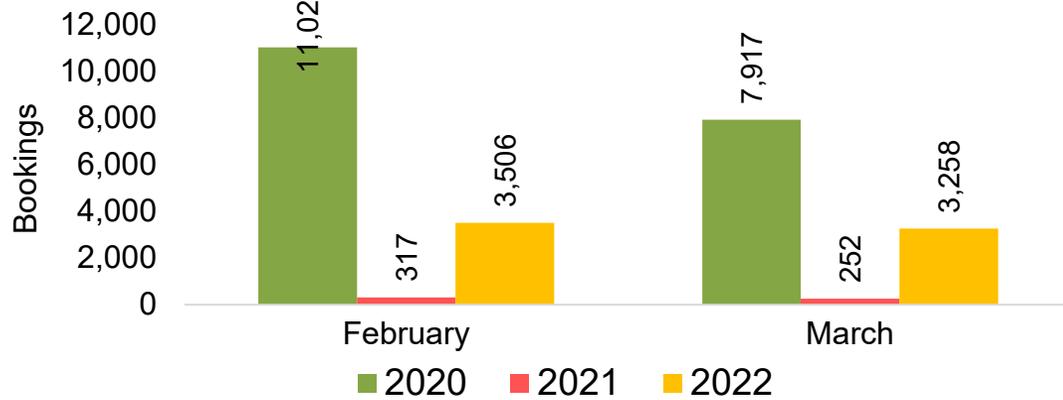
Travel Agency Booking Pace for Future Arrivals



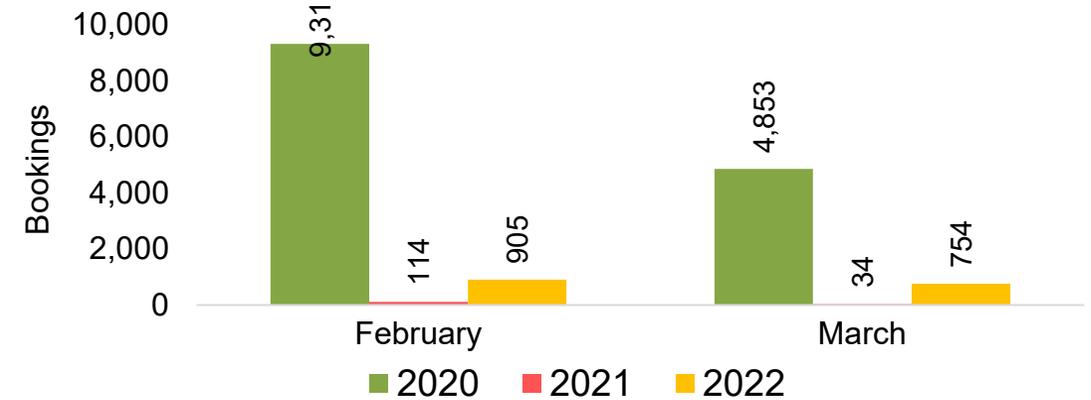
Travel Agency Booking Pace for Future Arrivals



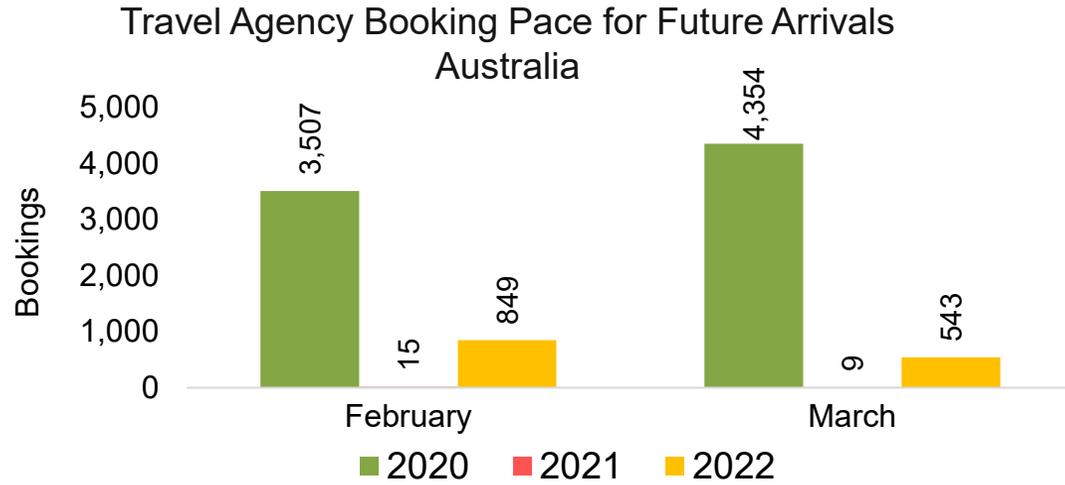
Travel Agency Booking Pace for Future Arrivals



Travel Agency Booking Pace for Future Arrivals



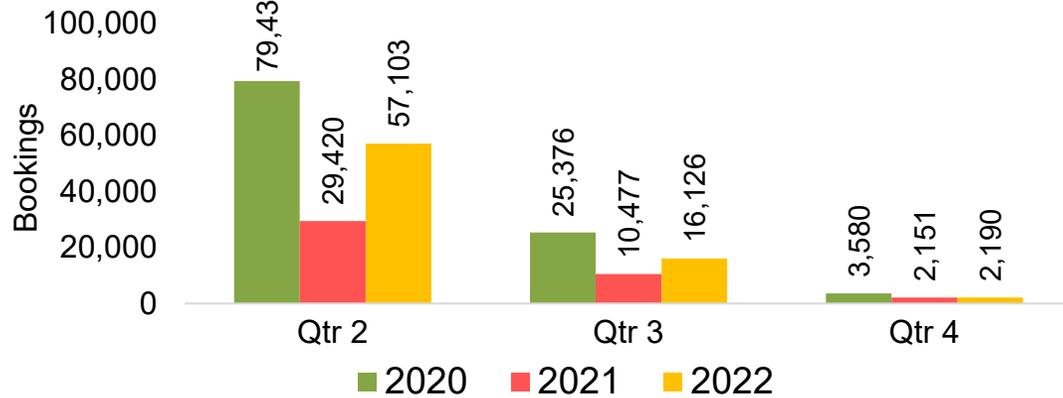
O'ahu by Month 2022 (cont.)



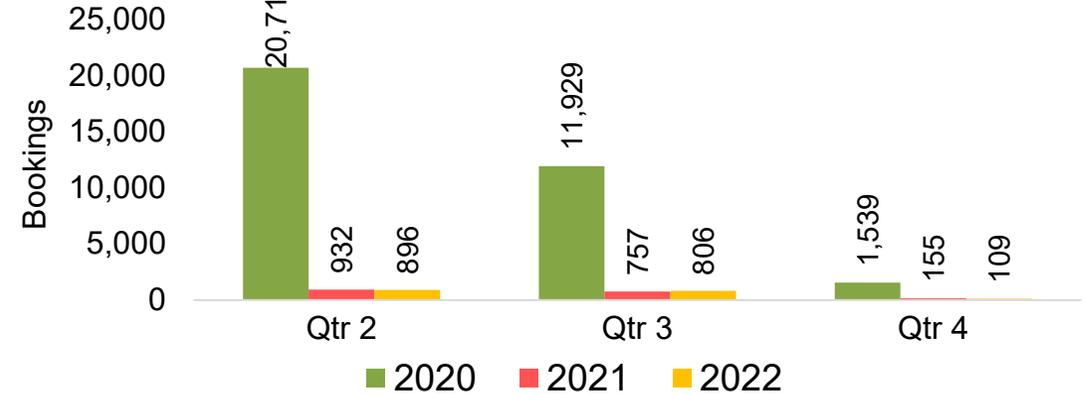
Source: Global Agency Pro as of 01/22/22

O'ahu by Quarter 2022

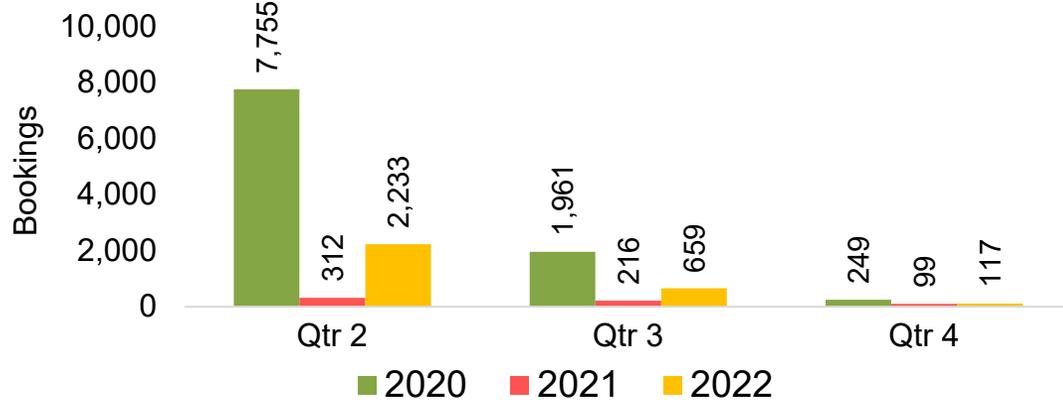
Travel Agency Booking Pace for Future Arrivals
U.S.



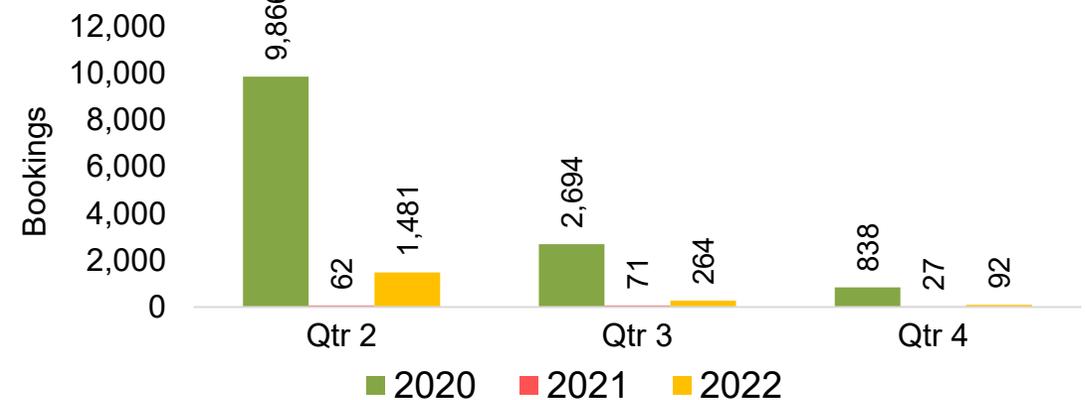
Travel Agency Booking Pace for Future Arrivals
Japan



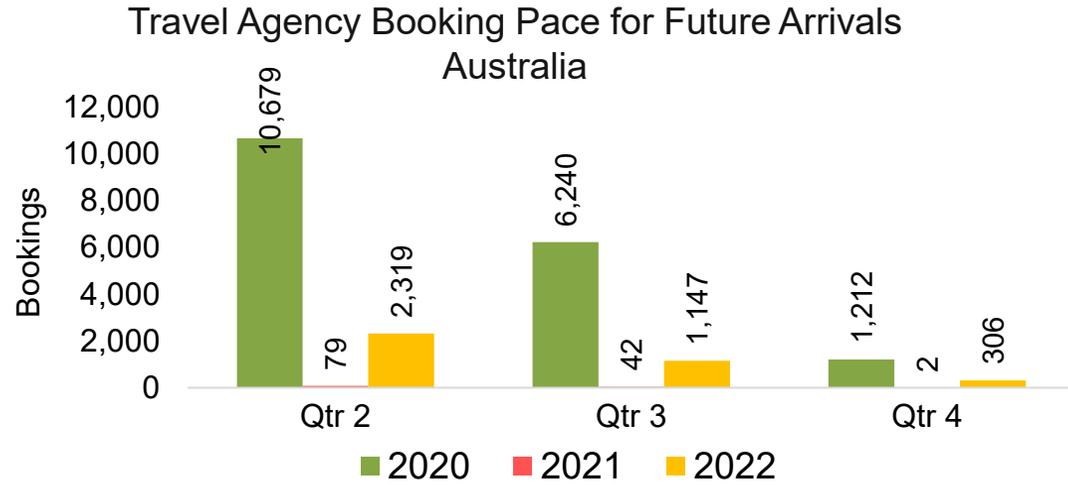
Travel Agency Booking Pace for Future Arrivals
Canada



Travel Agency Booking Pace for Future Arrivals
Korea



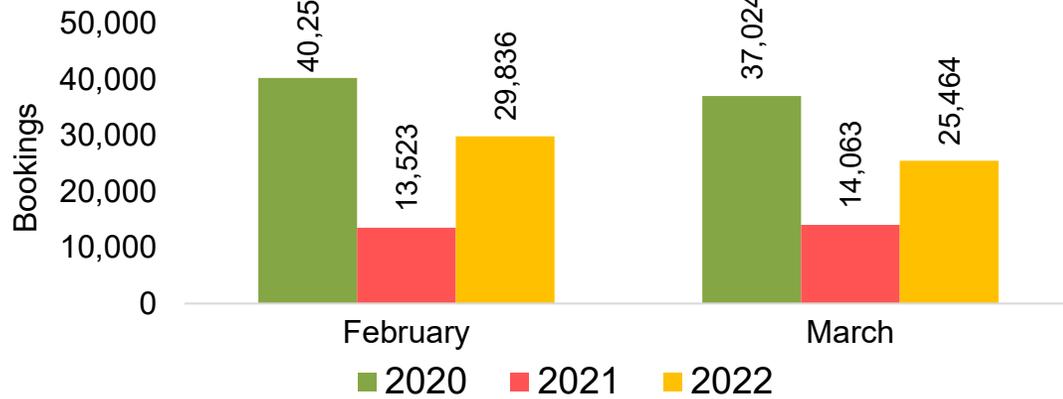
O'ahu by Quarter 2022 (cont.)



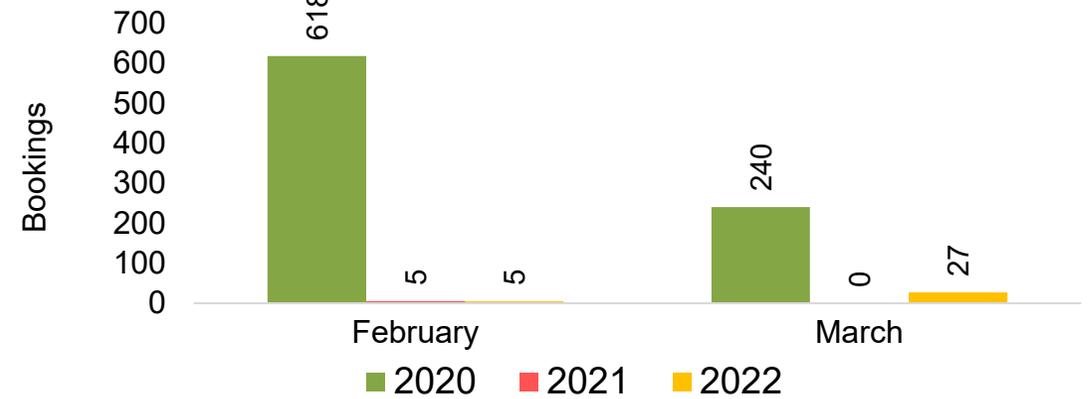
Source: Global Agency Pro as of 01/22/22

Maui by Month 2022

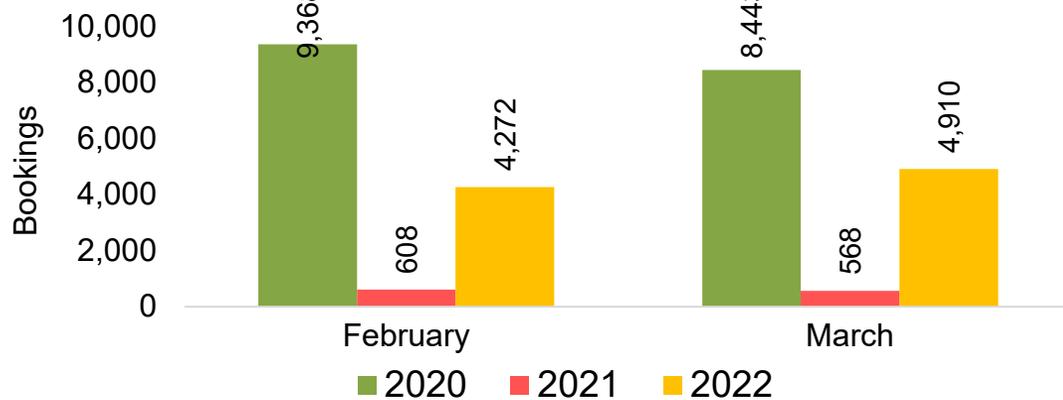
Travel Agency Booking Pace for Future Arrivals
U.S.



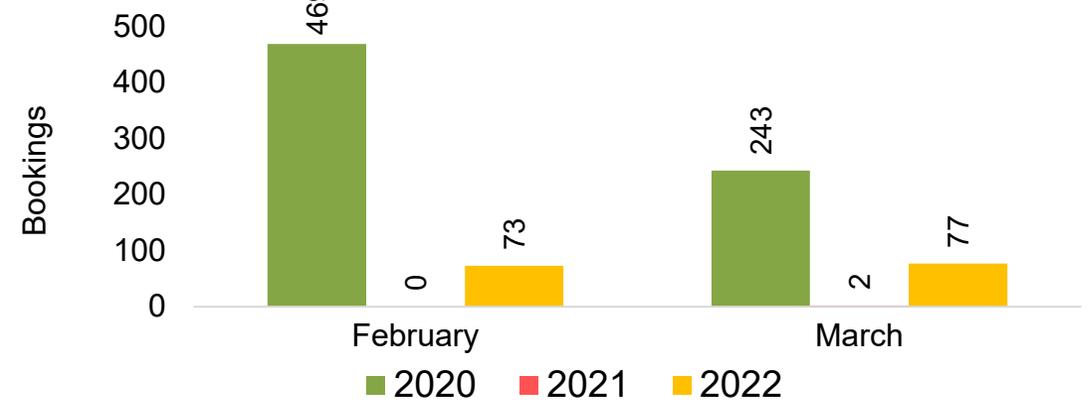
Travel Agency Booking Pace for Future Arrivals
Japan



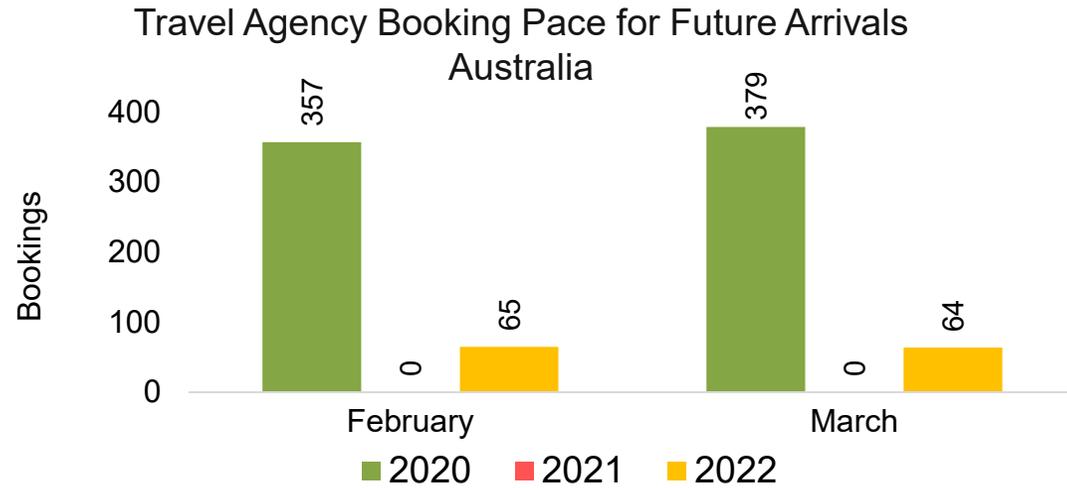
Travel Agency Booking Pace for Future Arrivals
Canada



Travel Agency Booking Pace for Future Arrivals
Korea



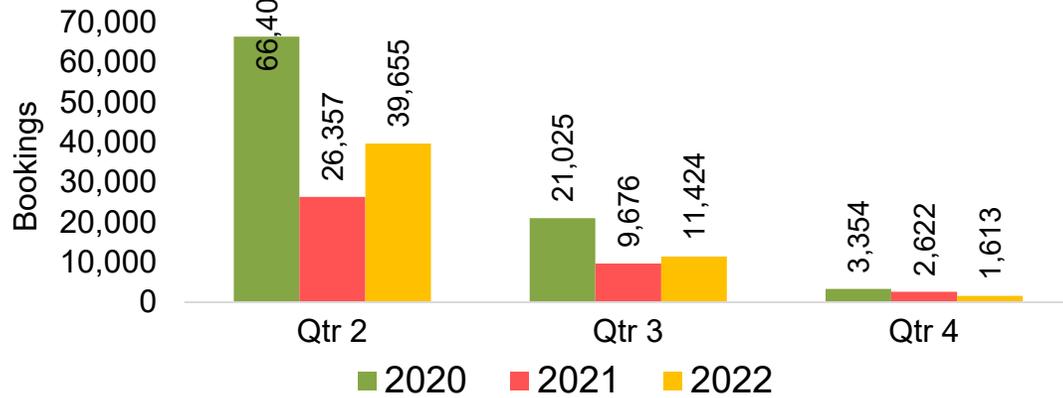
Maui by Month 2022 (cont.)



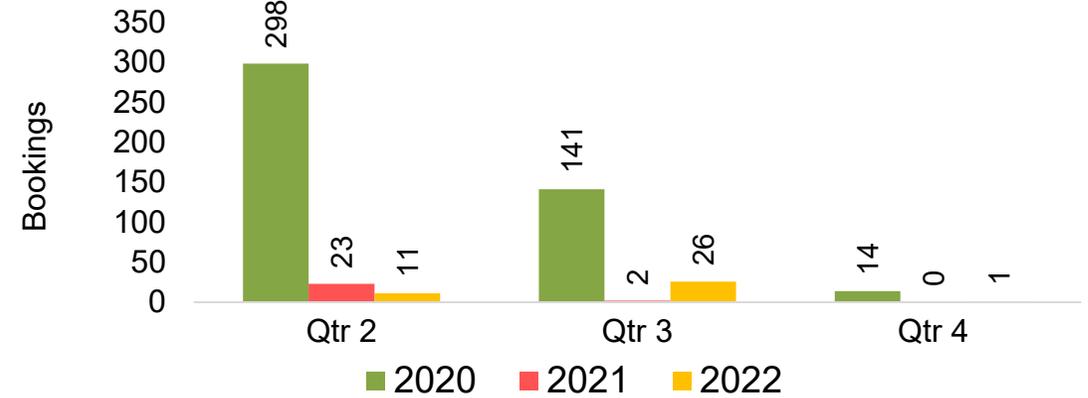
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Maui by Quarter 2022

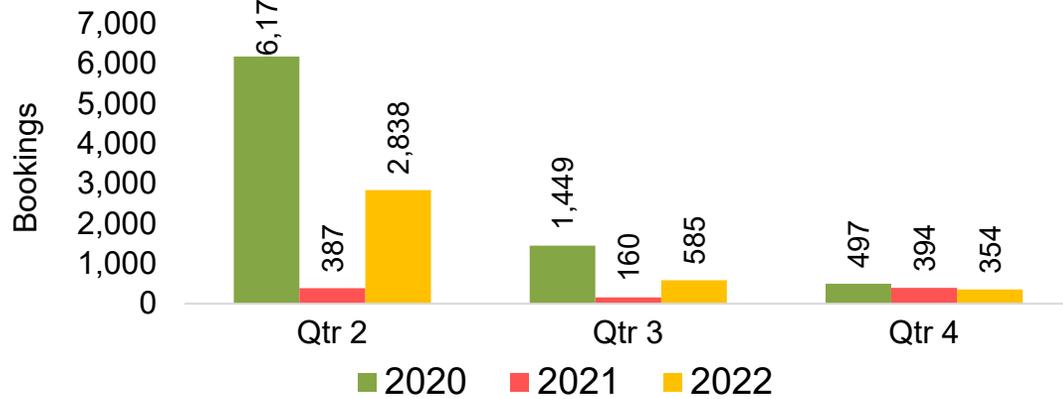
Travel Agency Booking Pace for Future Arrivals
U.S.



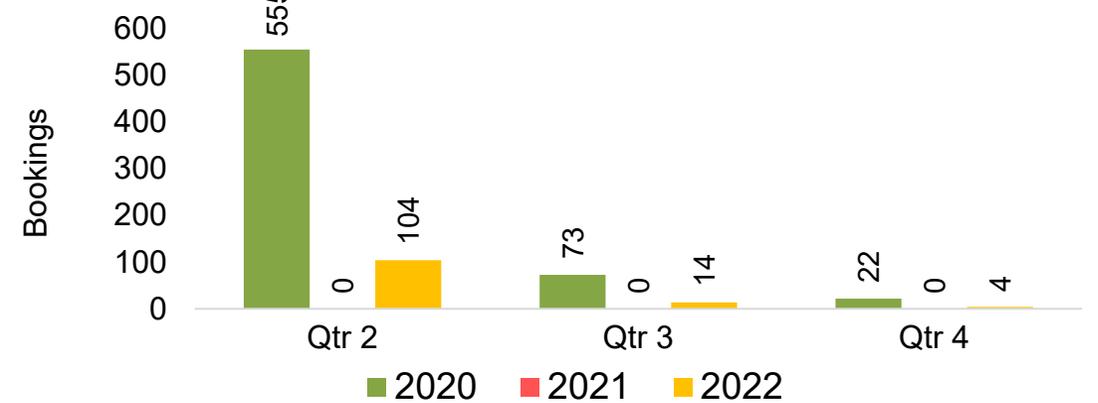
Travel Agency Booking Pace for Future Arrivals
Japan



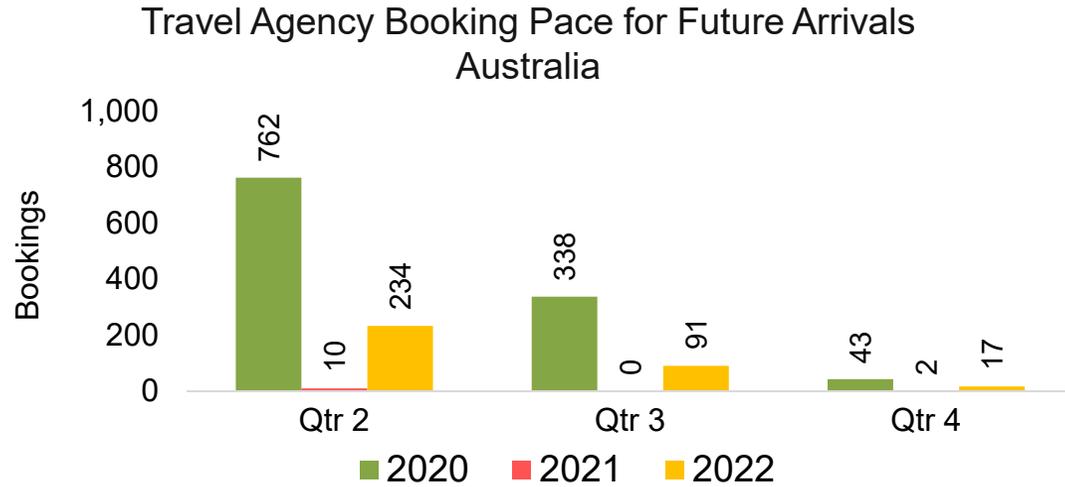
Travel Agency Booking Pace for Future Arrivals
Canada



Travel Agency Booking Pace for Future Arrivals
Korea



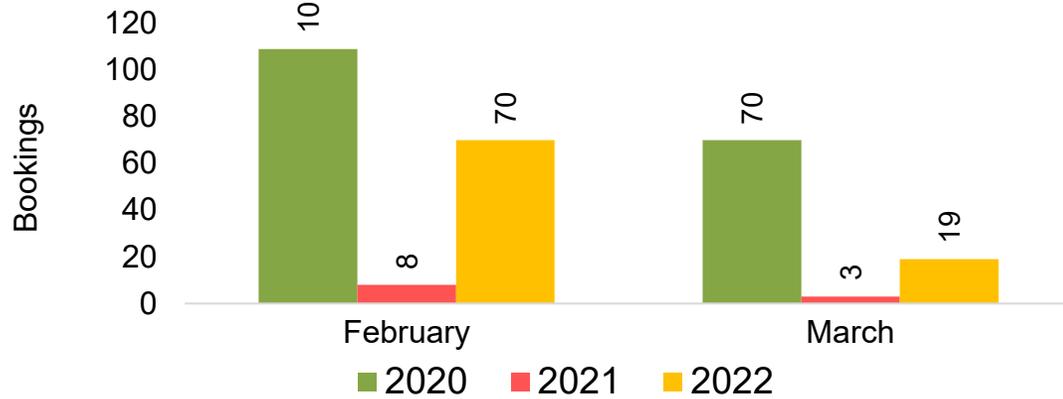
Maui by Quarter 2022 (cont.)



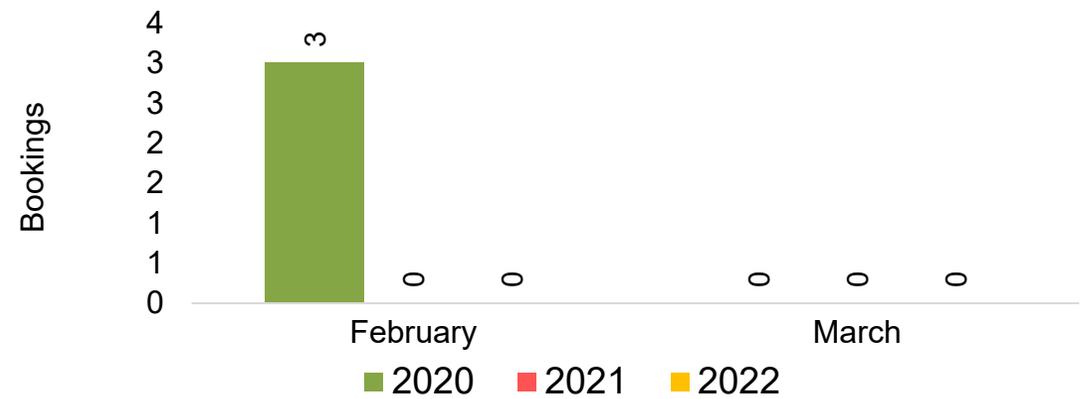
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Moloka'i by Month 2022

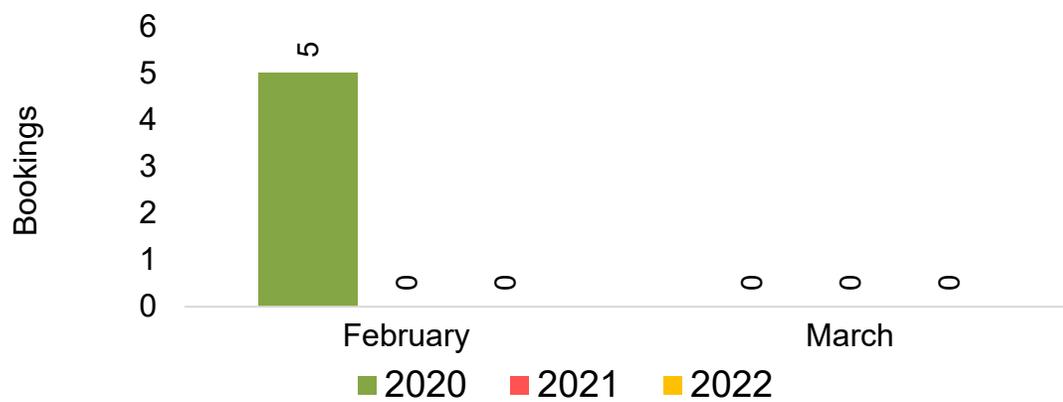
Travel Agency Booking Pace for Future Arrivals
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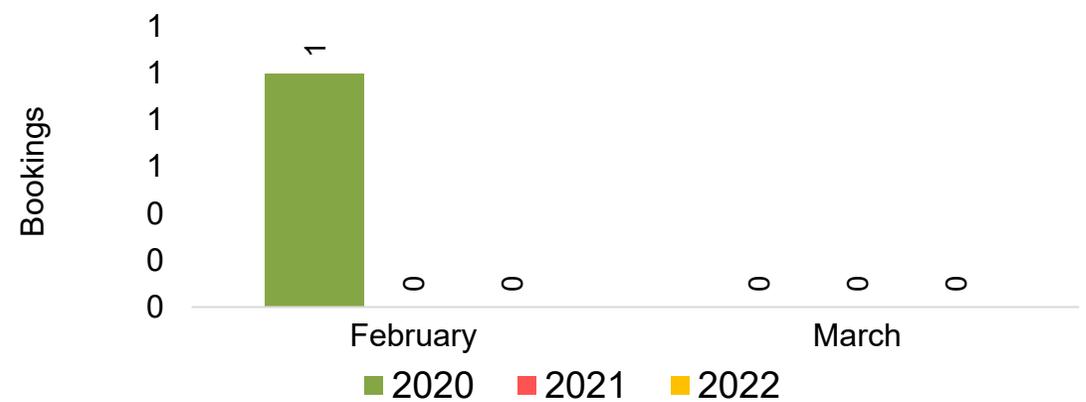
Travel Agency Booking Pace for Future Arrivals
Japan



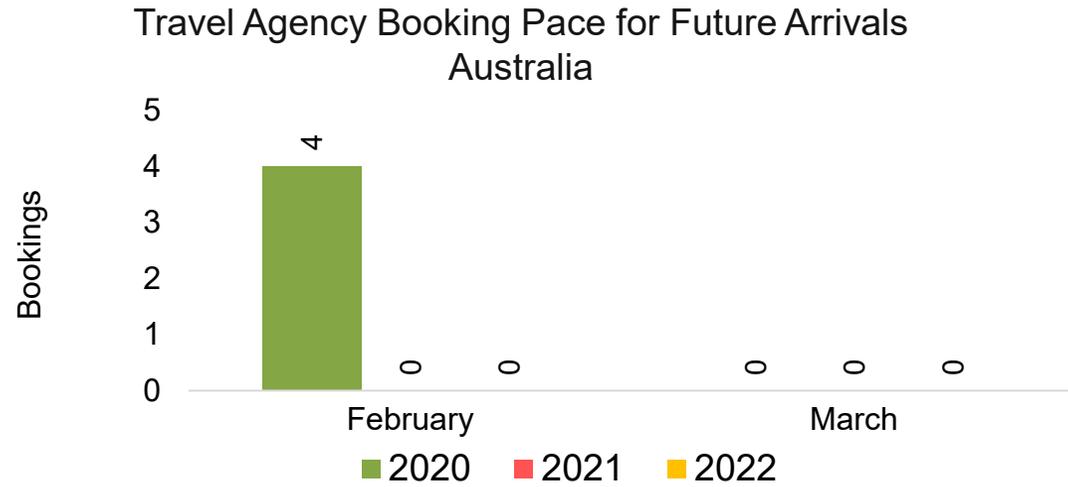
Travel Agency Booking Pace for Future Arrivals
Canada



Travel Agency Booking Pace for Future Arrivals
Korea



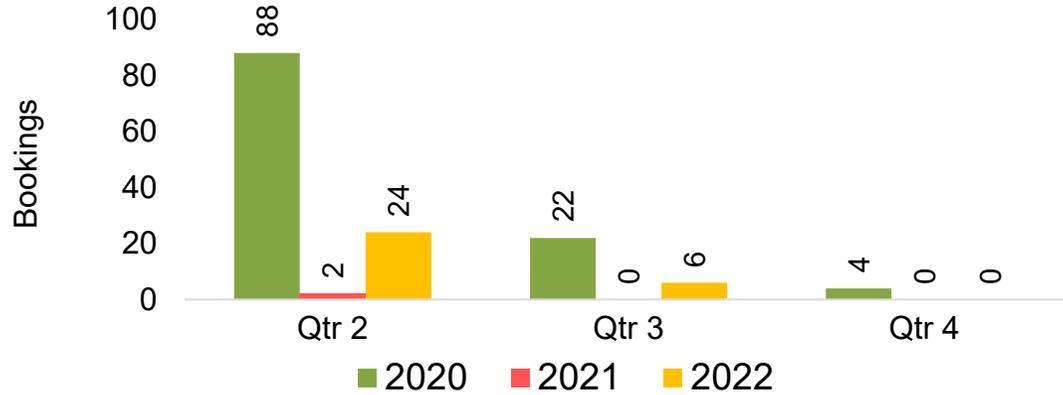
Moloka'i by Month 2022 (cont.)



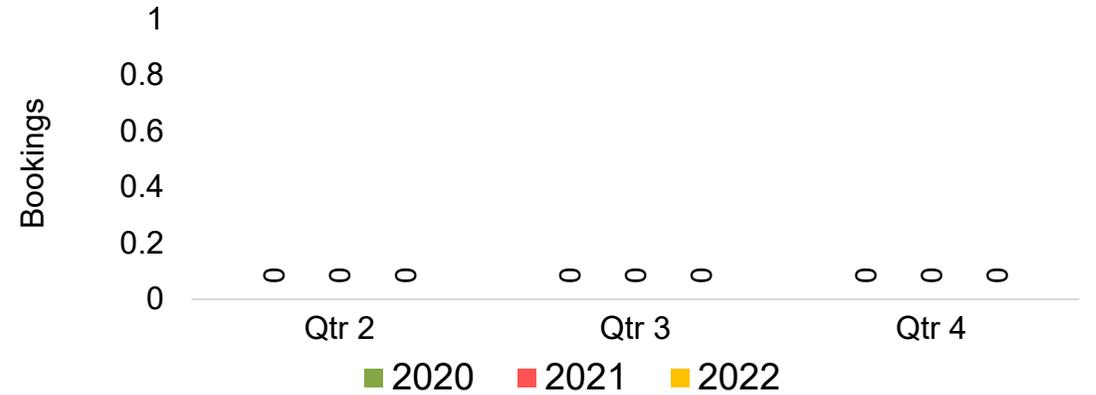
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Moloka'i by Quarter 2022

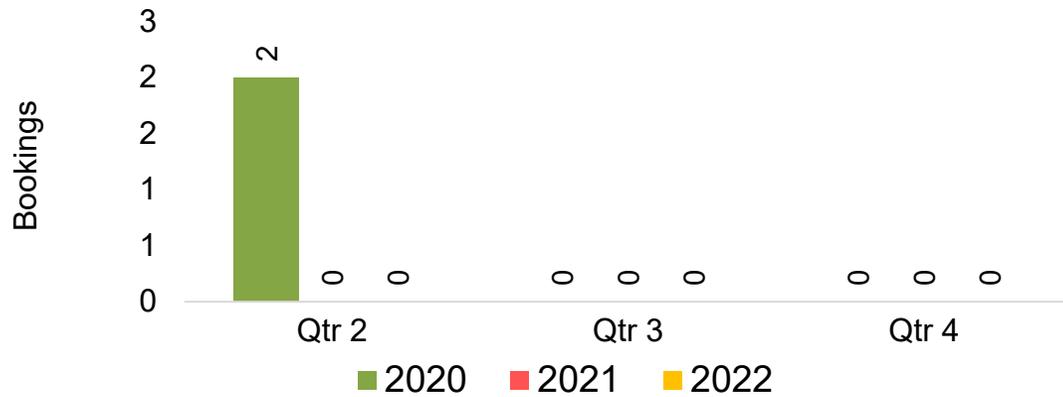
Travel Agency Booking Pace for Future Arrivals
U.S.



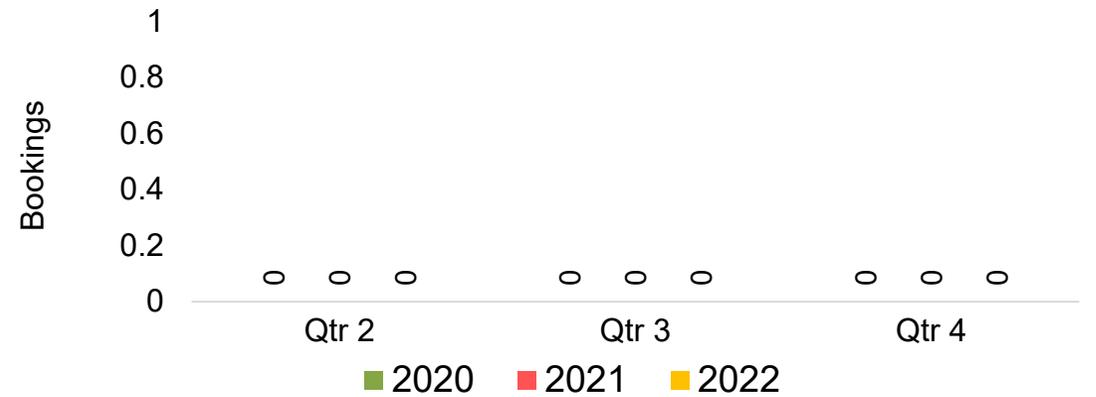
Travel Agency Booking Pace for Future Arrivals
Japan



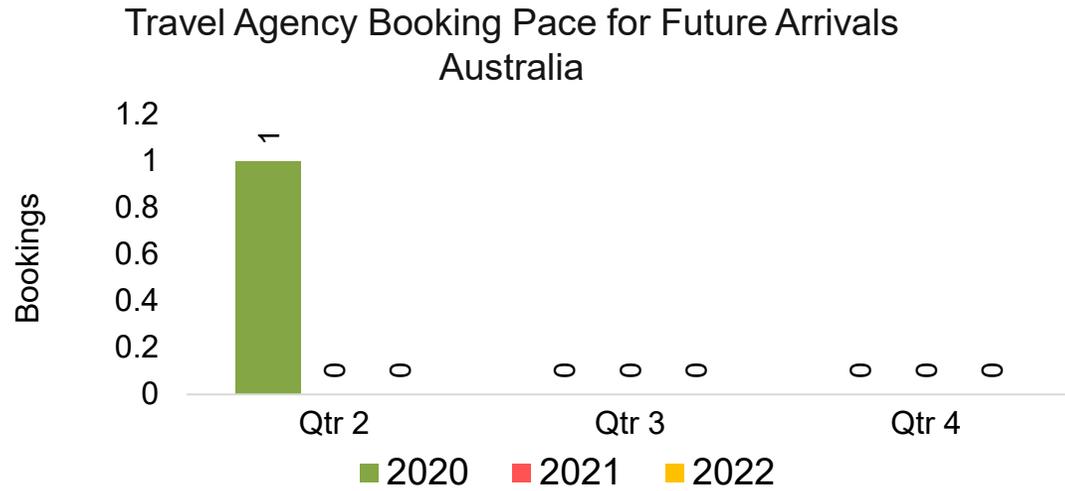
Travel Agency Booking Pace for Future Arrivals
Canada



Travel Agency Booking Pace for Future Arrivals
Korea



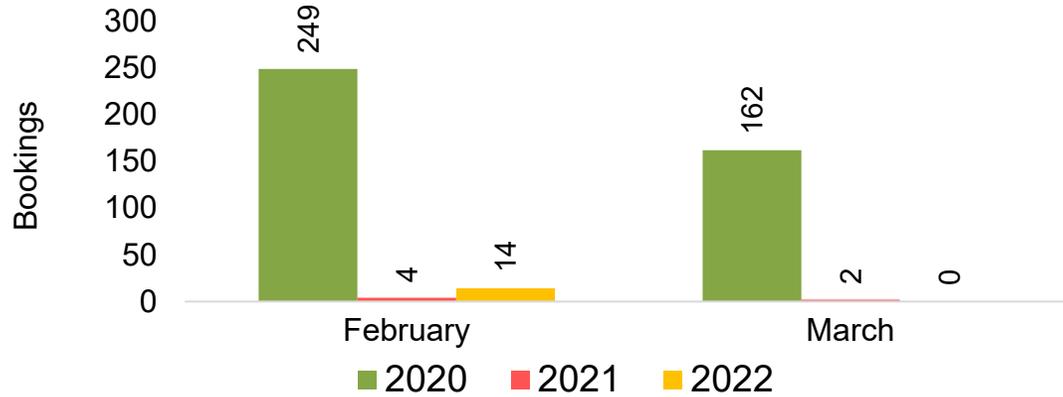
Moloka'i by Quarter 2022 (cont.)



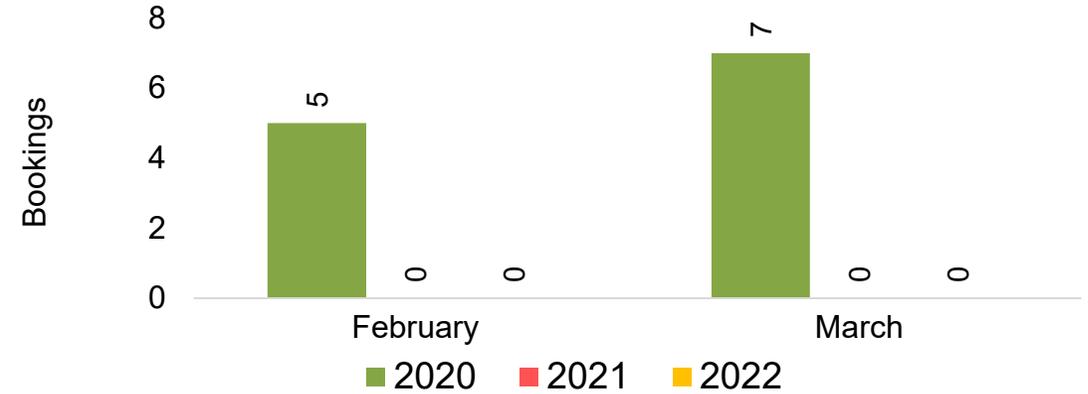
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Lānaʻi by Month 2022

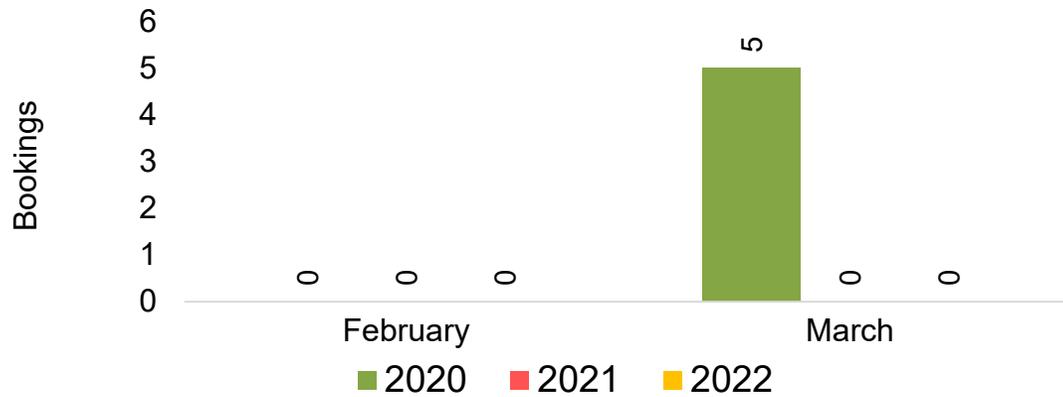
Travel Agency Booking Pace for Future Arrivals
U.S.



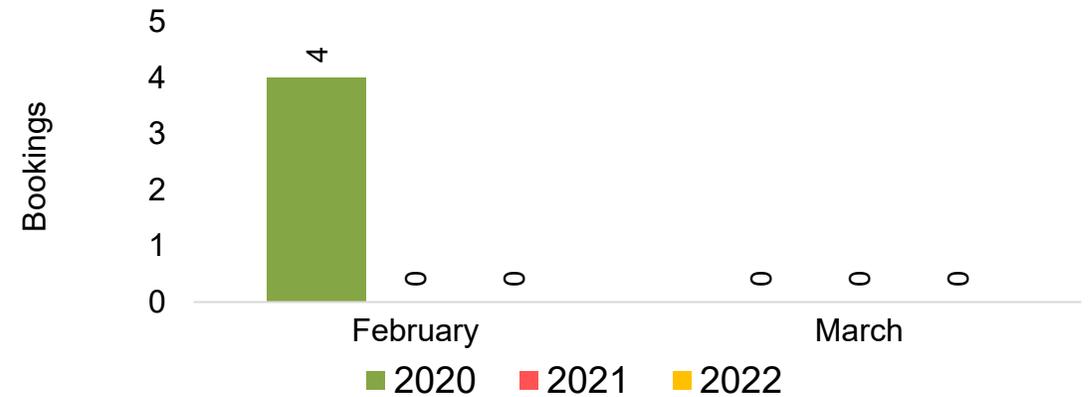
Travel Agency Booking Pace for Future Arrivals
Japan



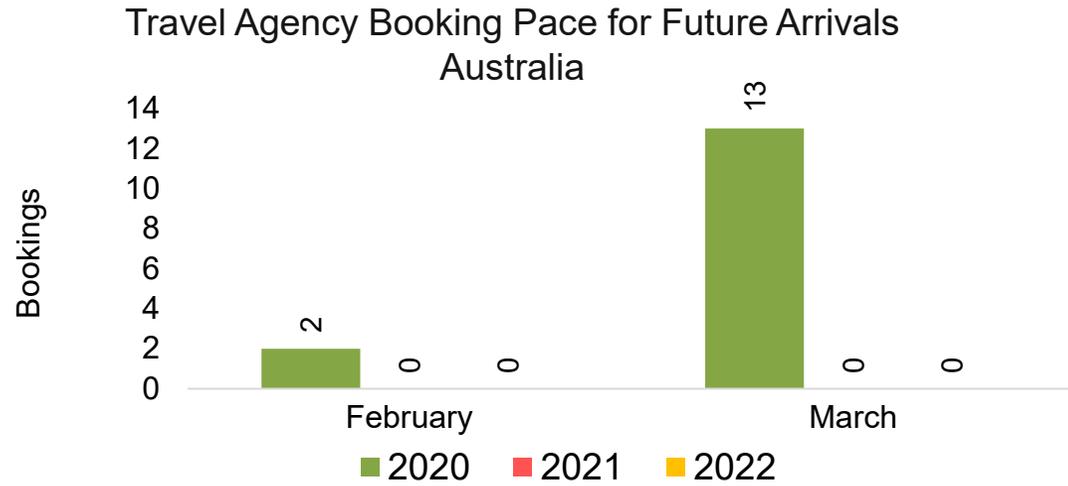
Travel Agency Booking Pace for Future Arrivals
Canada



Travel Agency Booking Pace for Future Arrivals
Korea



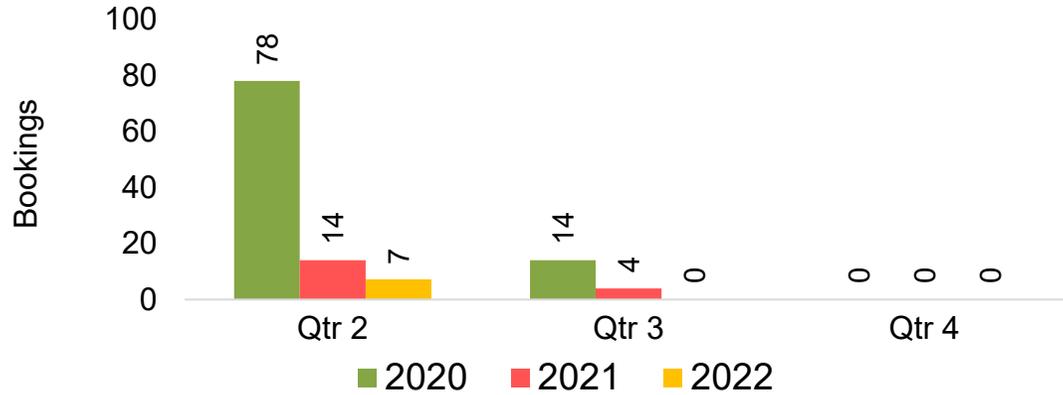
Lānaʻi by Month 2022 (cont.)



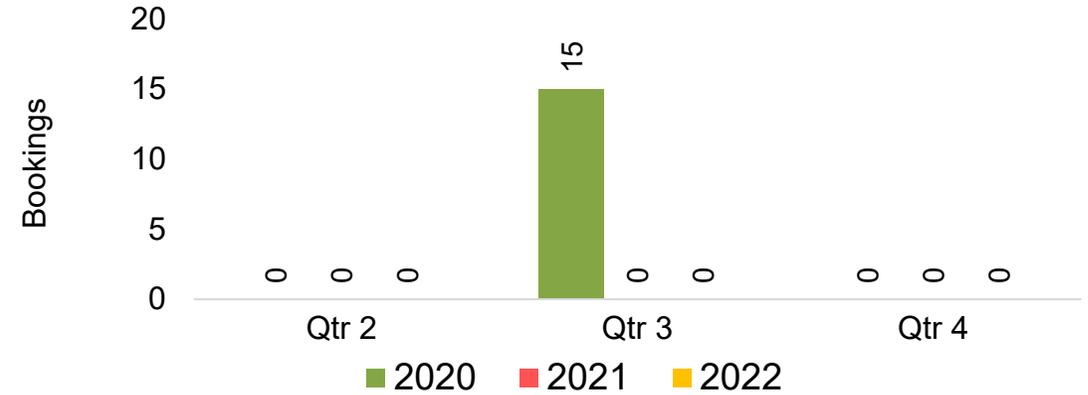
Source: Global Agency Pro as of 01/22/22

Lānaʻi by Quarter 2022

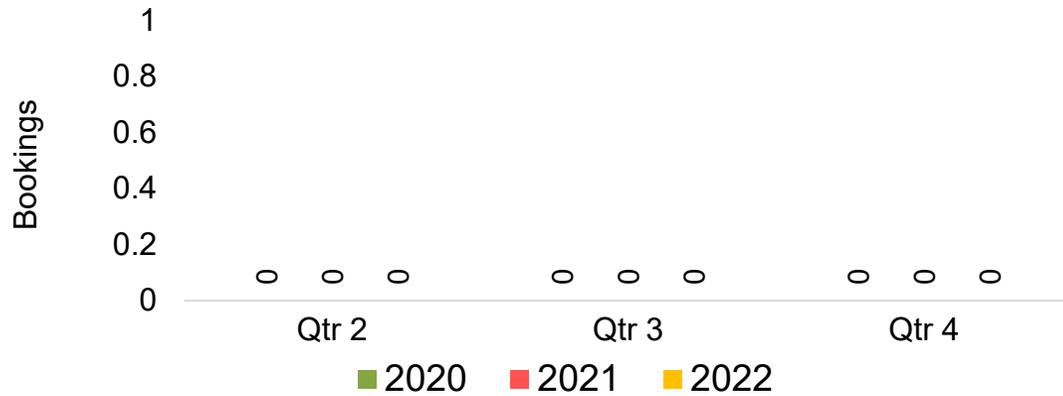
Travel Agency Booking Pace for Future Arrivals
U.S.



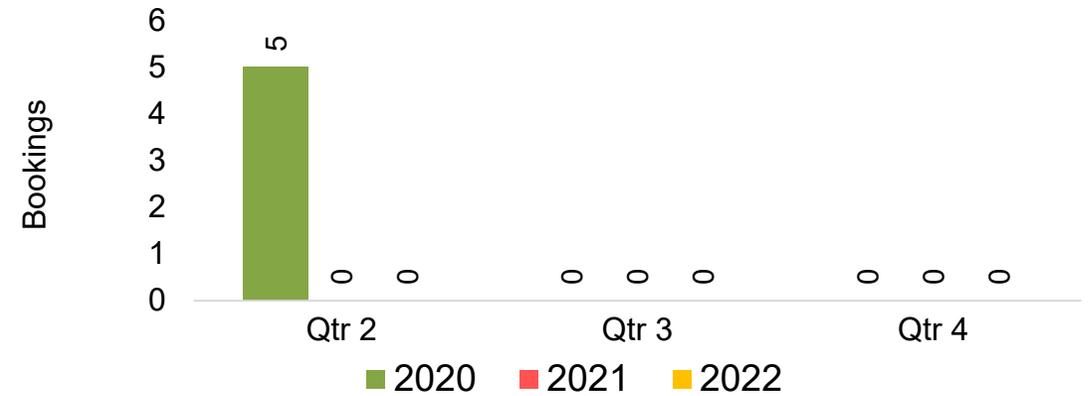
Travel Agency Booking Pace for Future Arrivals
Japan



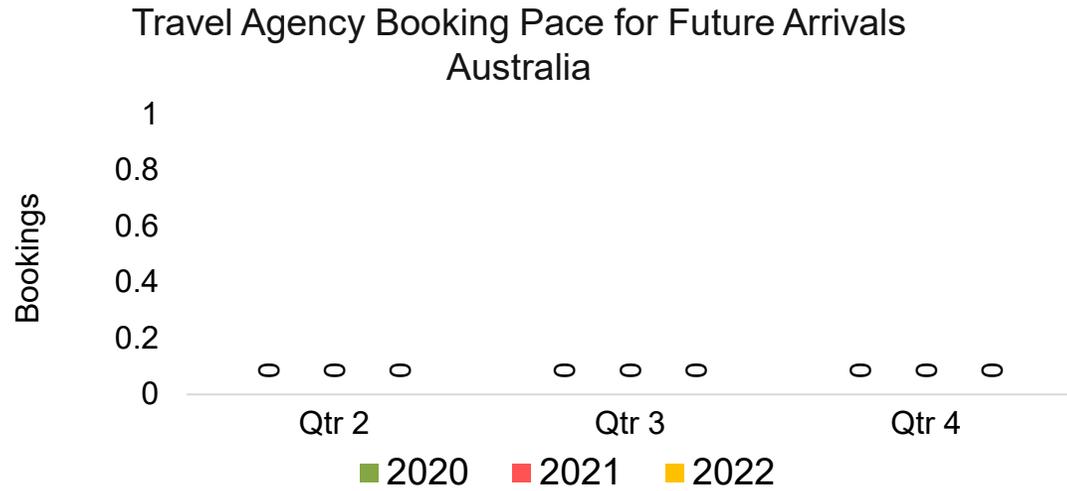
Travel Agency Booking Pace for Future Arrivals
Canada



Travel Agency Booking Pace for Future Arrivals
Korea



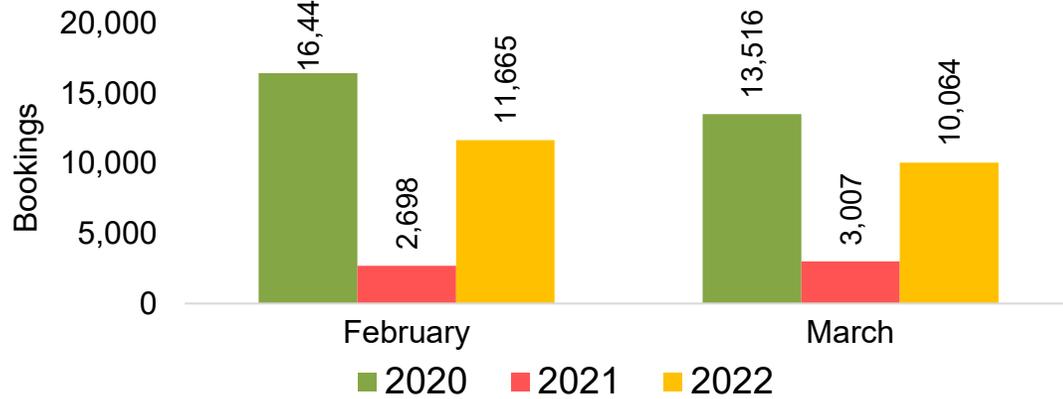
Lānaʻi by Quarter 2022 (cont.)



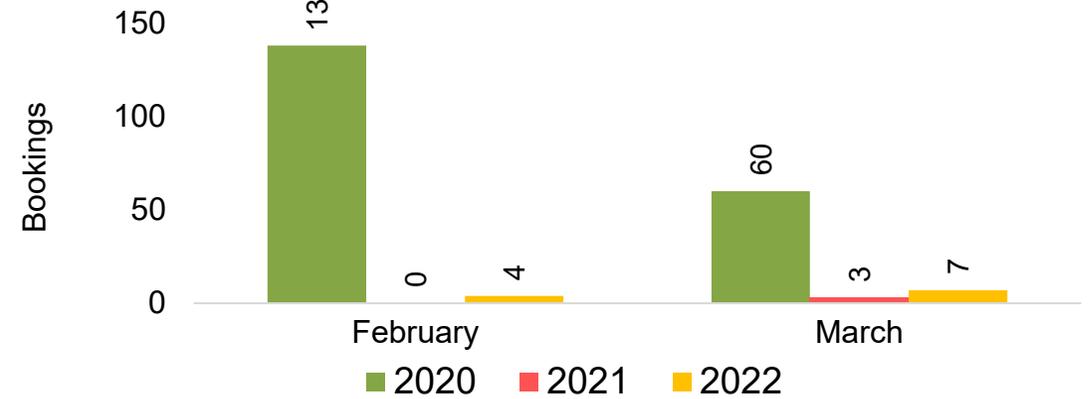
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Kaua'i by Month 2022

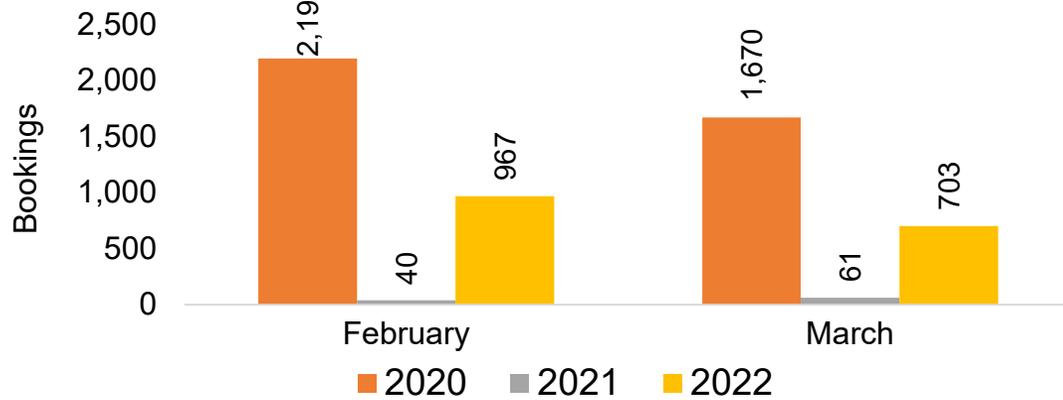
Travel Agency Booking Pace for Future Arrivals
U.S.



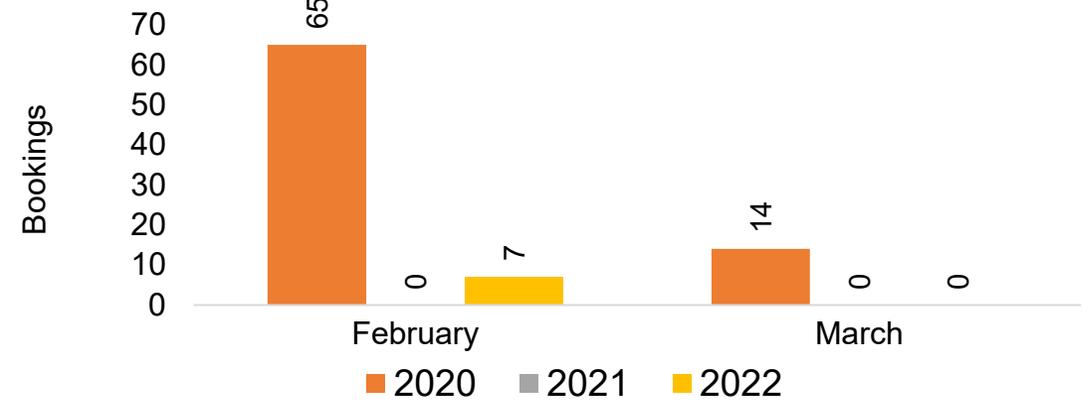
Travel Agency Booking Pace for Future Arrivals
Japan



Travel Agency Booking Pace for Future Arrivals
Canada

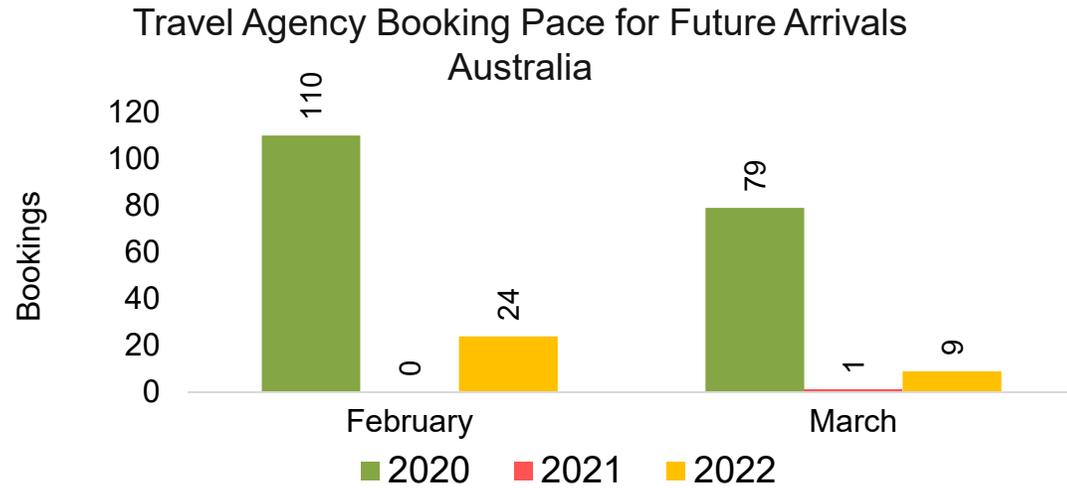


Travel Agency Booking Pace for Future Arrivals
Korea



Source: Global Agency Pro as of 01/22/22

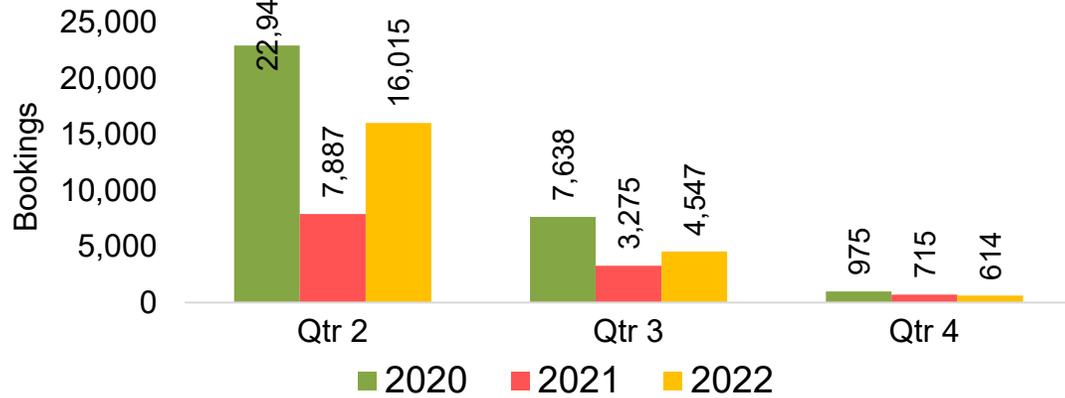
Kaua'i by Month 2022 (cont.)



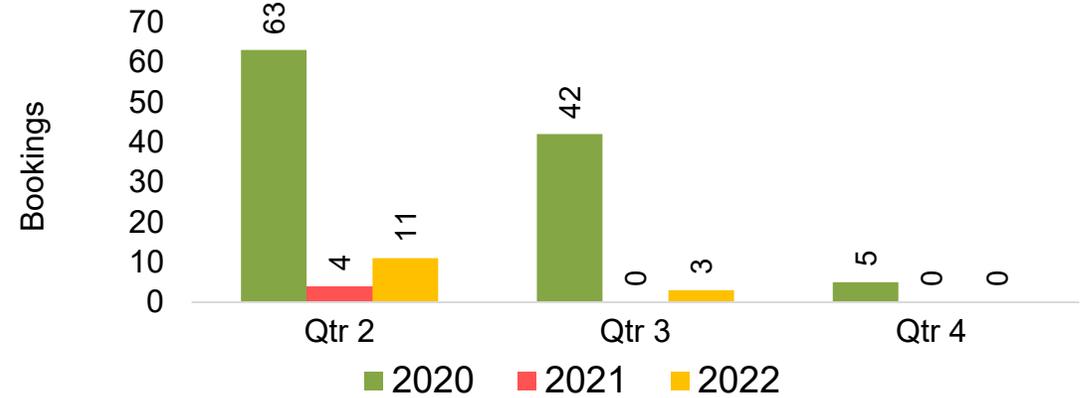
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Kaua'i by Quarter 2022

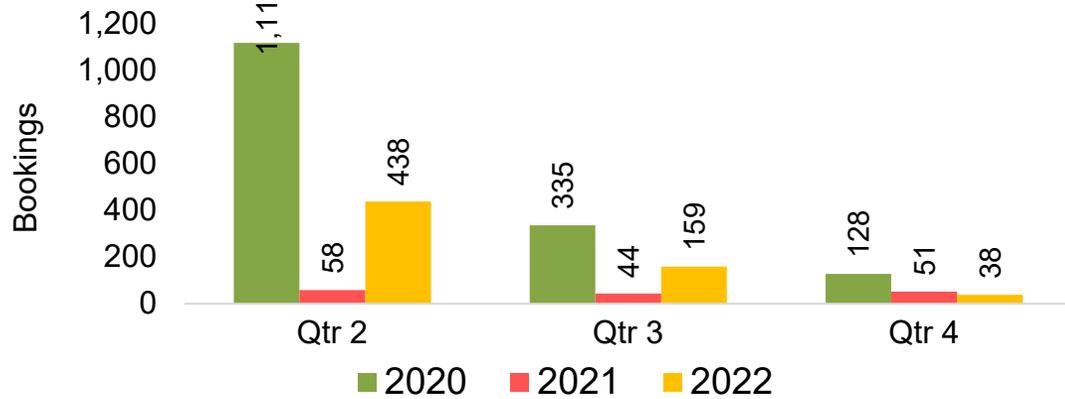
Travel Agency Booking Pace for Future Arrivals
U.S.



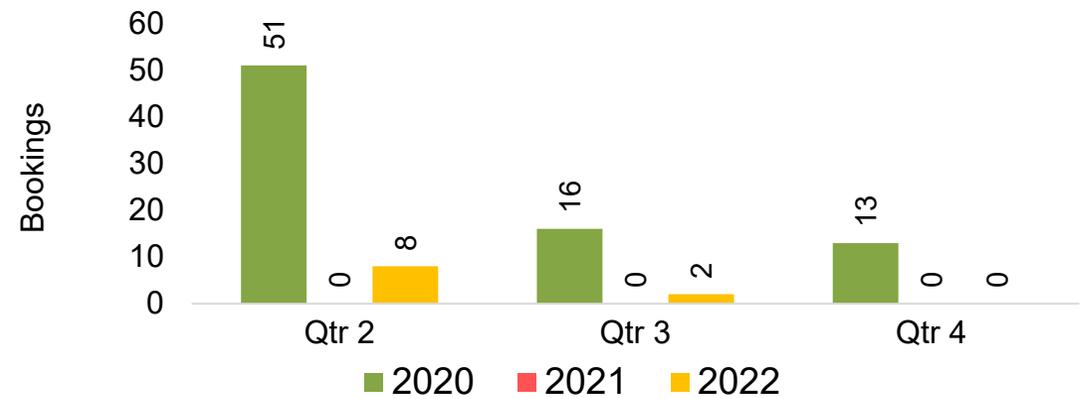
Travel Agency Booking Pace for Future Arrivals
Japan



Travel Agency Booking Pace for Future Arrivals
Canada

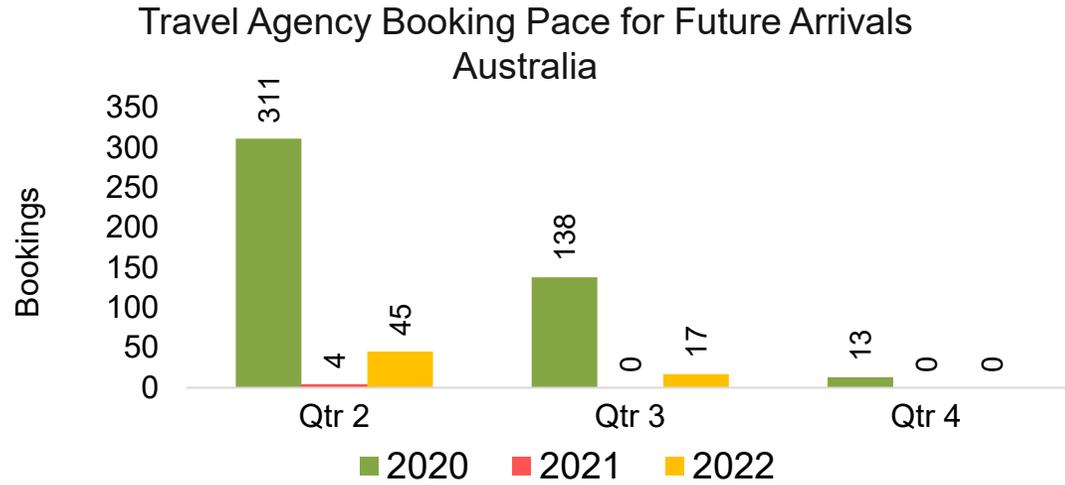


Travel Agency Booking Pace for Future Arrivals
Korea



Source: Global Agency Pro as of 01/22/22

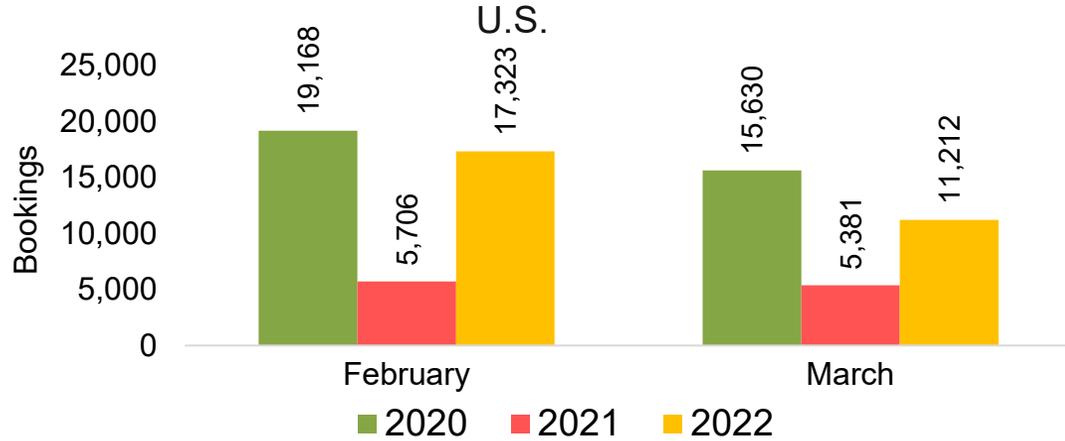
Kaua'i by Quarter 2022 (cont.)



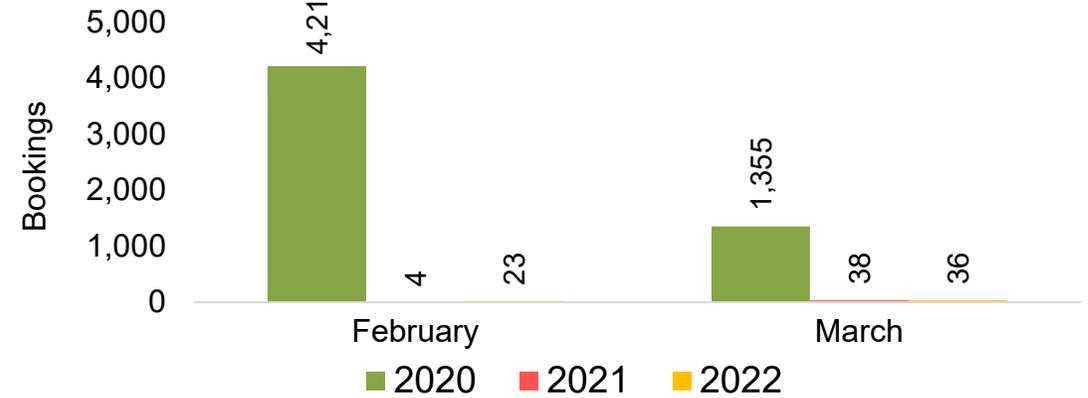
Source: Global Agency Pro as of 01/22/22

Hawai'i Island by Month 2022

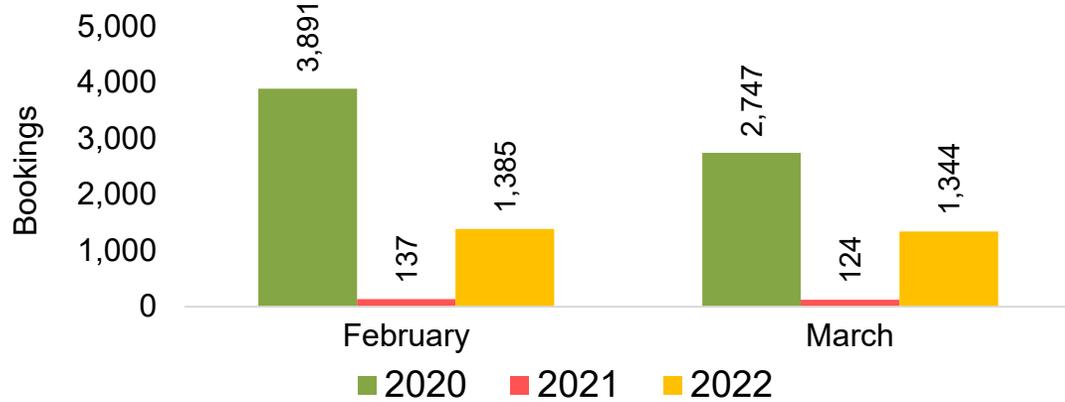
Travel Agency Booking Pace for Future Arrivals



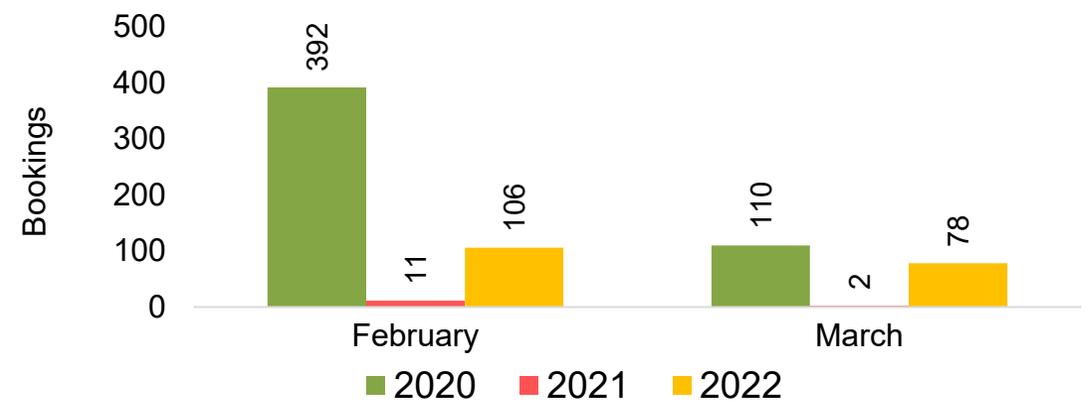
Travel Agency Booking Pace for Future Arrivals



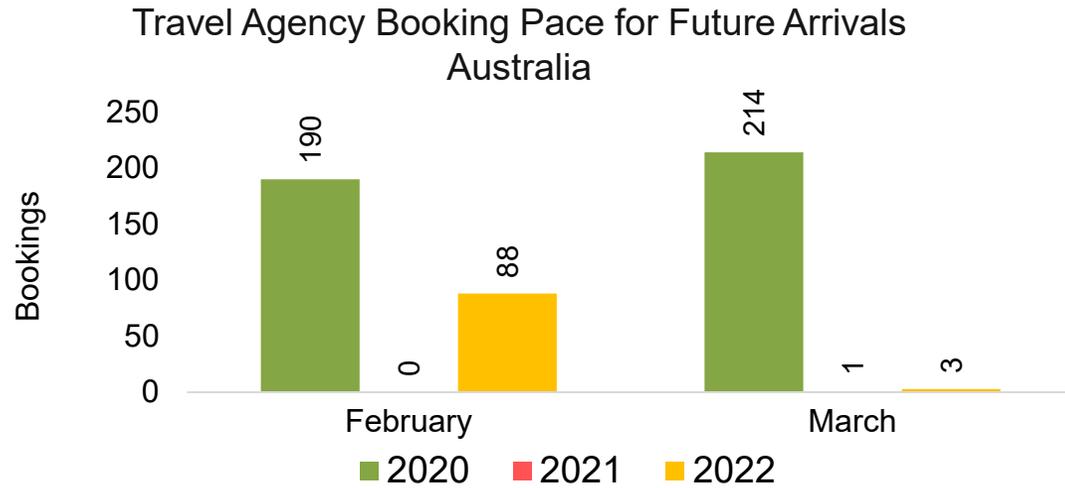
Travel Agency Booking Pace for Future Arrivals



Travel Agency Booking Pace for Future Arrivals



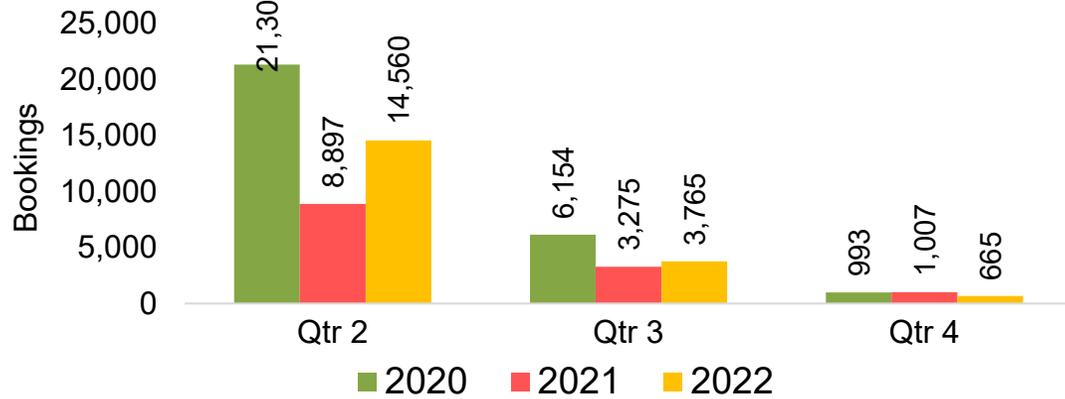
Hawai'i Island by Month 2022 (cont.)



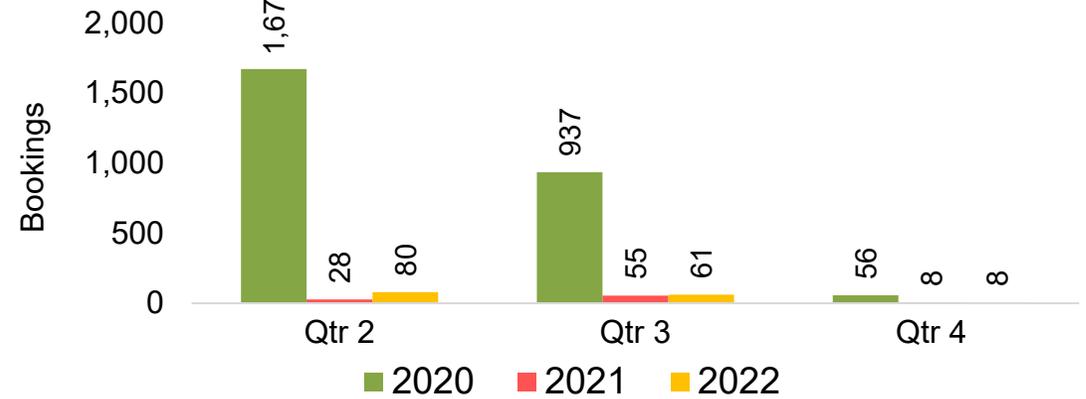
Source: Global Agency Pro as of 01/22/22

Hawai'i Island by Quarter 2022

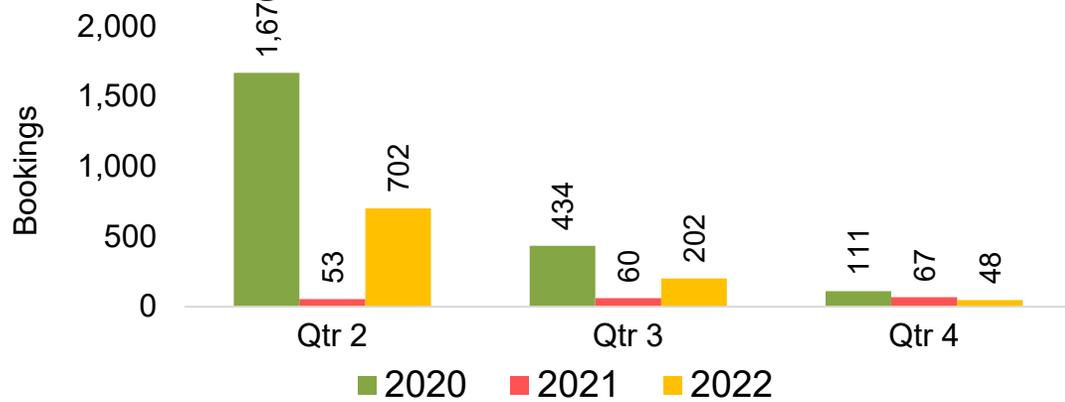
Travel Agency Booking Pace for Future Arrivals
U.S.



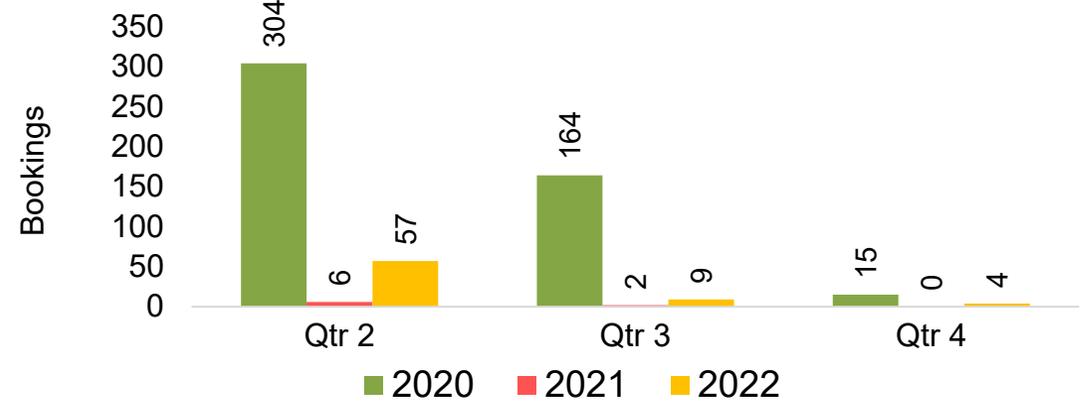
Travel Agency Booking Pace for Future Arrivals
Japan



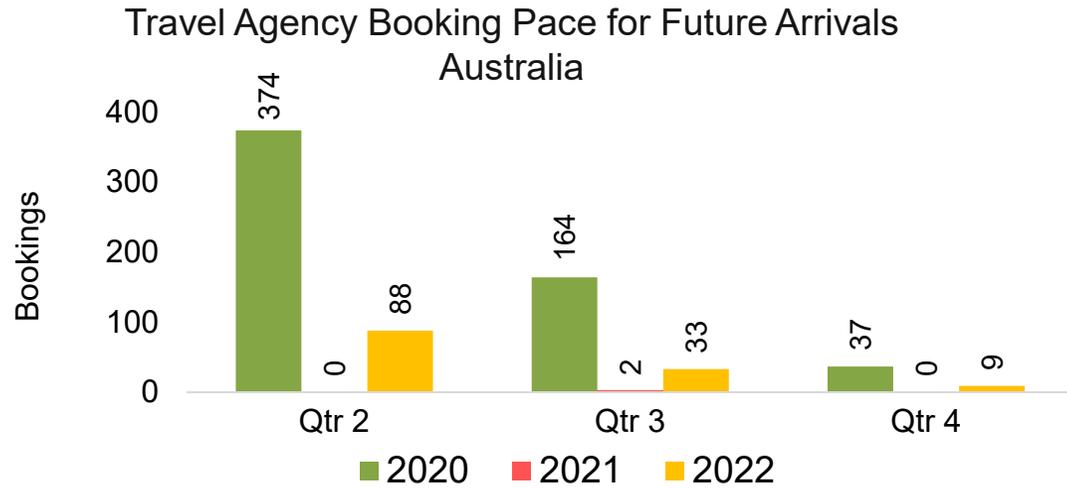
Travel Agency Booking Pace for Future Arrivals
Canada



Travel Agency Booking Pace for Future Arrivals
Korea



Hawai'i Island by Quarter 2022 (cont.)



Source: Global Agency Pro as of 01/22/22

10

- a. Presentation by the Omnitrak Group of the ***Fall 2021 Resident Sentiment Survey Results***

Resident Sentiment Survey Fall 2021 Highlights



Prepared for the:
State Department of Business, Economic Development & Tourism: Project #5792
January 2022

Fielded: November 8, 2021 through January 3, 2022



Davies Pacific Center 1250, 841 Bishop Street, Honolulu, Hawai'i 96813
Telephone: 1-808-528-4050
omnitrak@omnitrakgroup.com

What's the Big Idea?



B I G I D E A

1

The Great Reset: Awareness of HTA Tourism Management efforts is rising, setting the stage for results.

2

The Current Setting: Resident sentiment weakens slightly in Fall 2021, though residents say tourism is worth the issues associated with it.

3

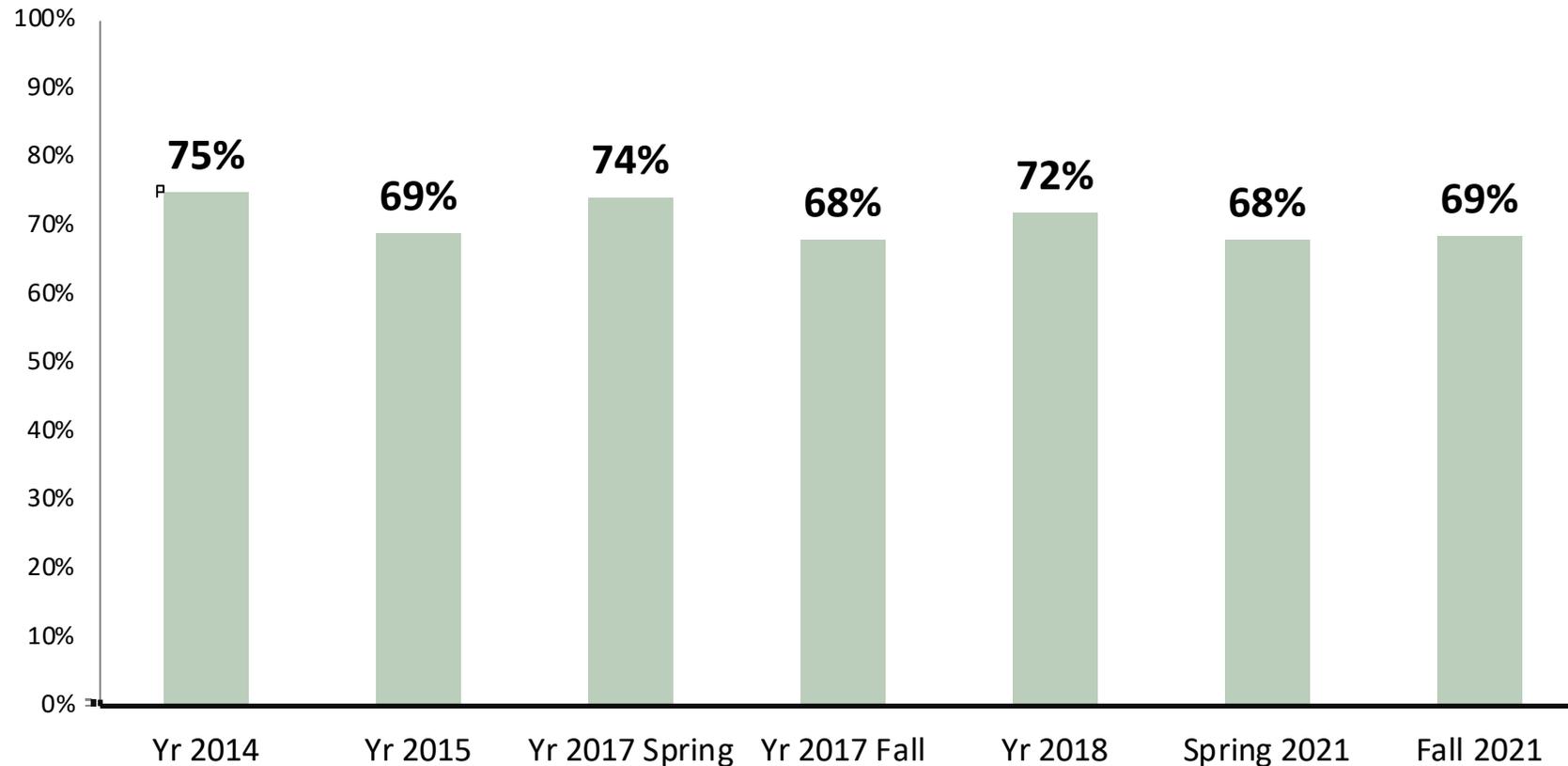
The Next Chapter: As awareness of Managed Tourism efforts rise, they are gaining support and influence in improving resident sentiment.



1

The Great Reset: Awareness of HTA Tourism Management efforts is rising, setting the stage for results.

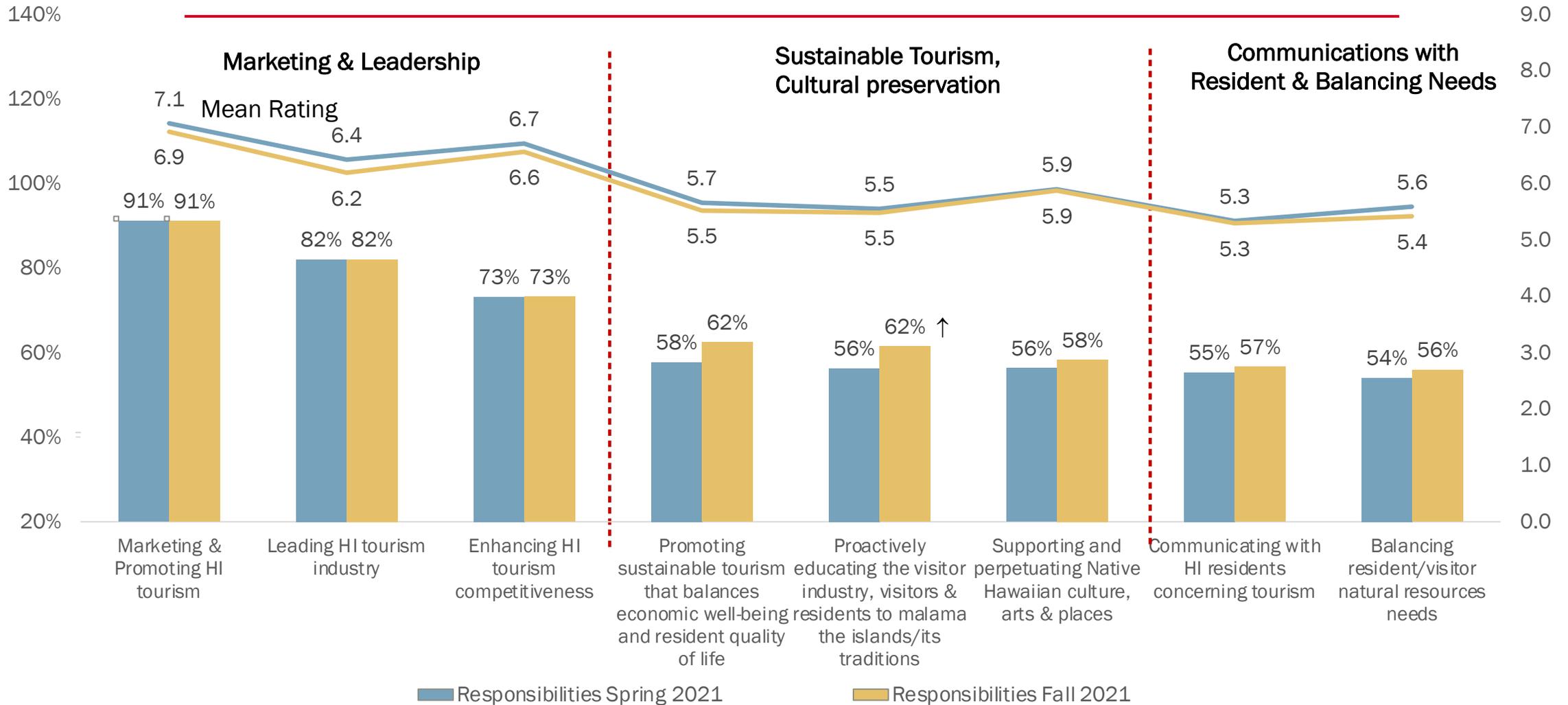
Hawai'i Tourism Authority Aided Name Awareness holds steady



Q8. Prior to doing this survey, were you aware of the existence of the Hawai'i Tourism Authority?

Resident awareness of HTA Tourism Management roles rise

(i.e., satisfaction measured among residents aware that HTA is responsible for each area)



Q9a. Prior to doing this survey, were you aware that the Hawai'i Tourism Authority is responsible for?

Q9b. Using a scale of 1 to 10 where 10 means you think the Hawai'i Tourism Authority is doing an Excellent job and 1 means you think the Hawai'i Tourism Authority is doing a Poor job, how would you rate the job the HTA is doing in.....?



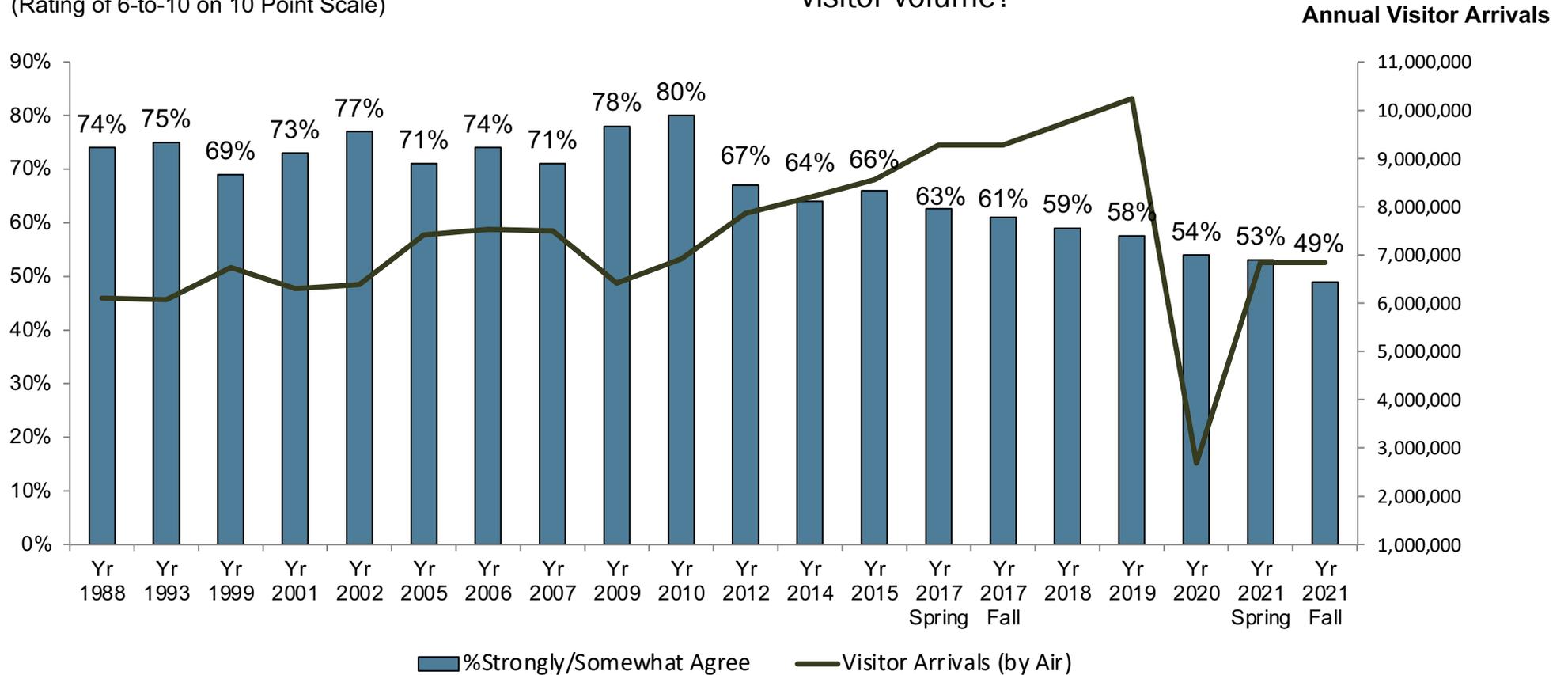
2

The Current Setting: Resident sentiment weakens slightly in Fall 2021, though residents say tourism is worth the issues associated with it.

“Tourism has brought more benefits than problems” continues downward

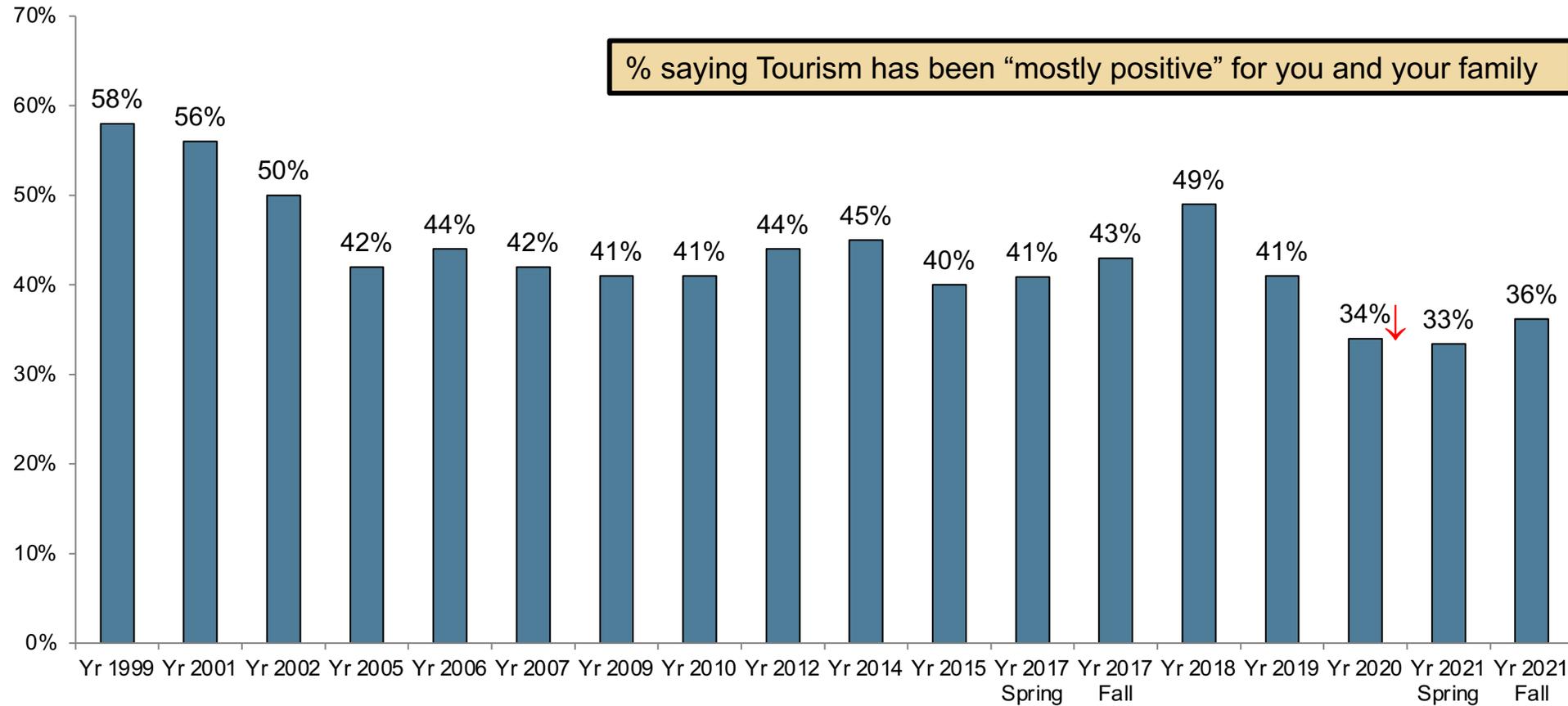
% strongly/ somewhat agree tourism has brought more benefits than problems
(Rating of 6-to-10 on 10 Point Scale)

- Tourism recovery concerns?
- Longer-term issues beyond visitor volume?



Q.4. I'm going to read you some statements about tourism, and ask you to please tell me how much you agree or disagree with each statement using a scale of 1 to 10 with 10 being Completely Agree and 1 meaning Do Not Agree At All. You can choose any number between 1 and 10.

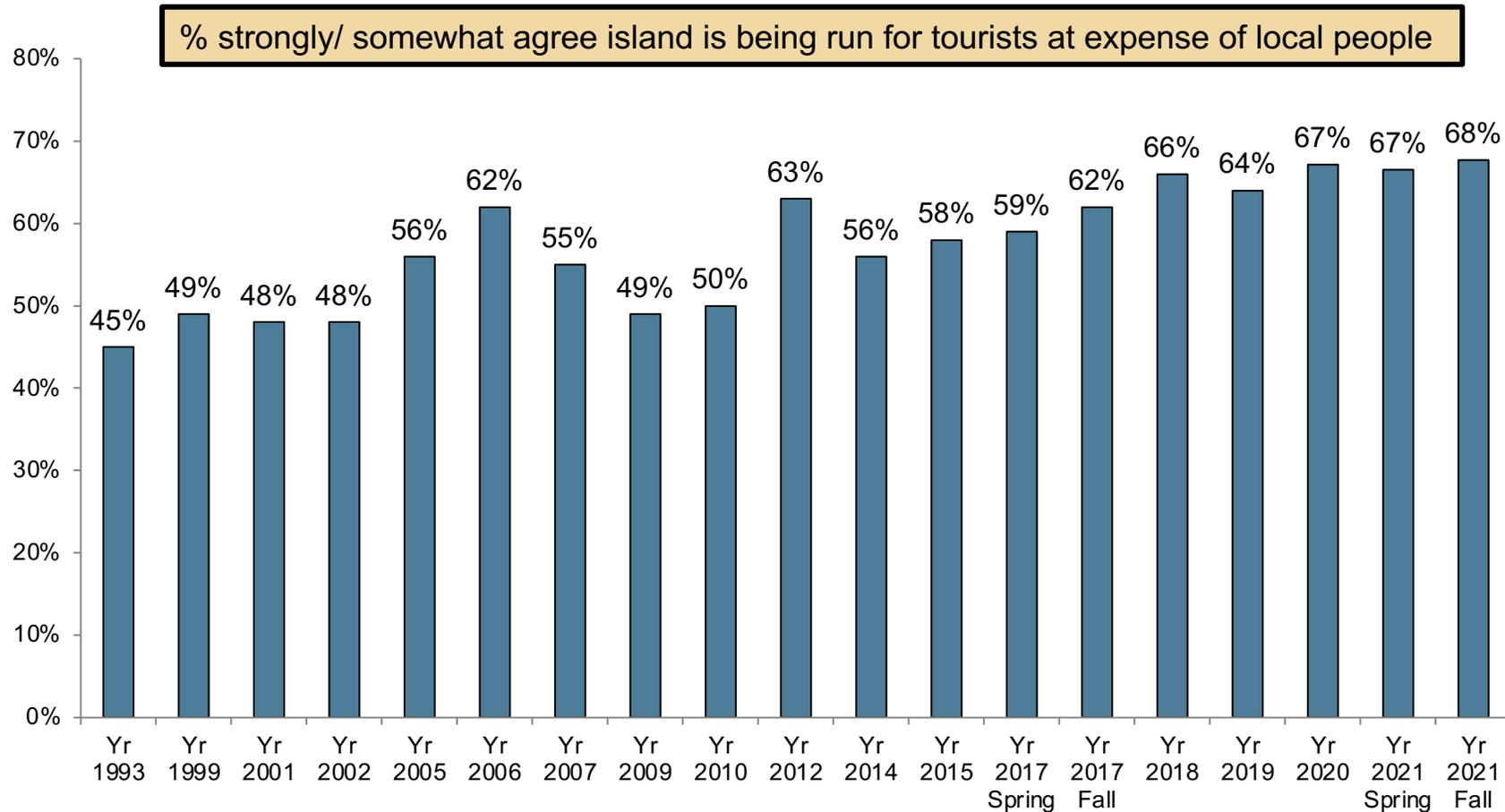
“Impact of Tourism on You & Your Family” strengthens



In order to track the data (change in rating scale) from 2009 on a rating of 7-10 was used to approximate the percent that felt positively about this statement.

Q2b. Using a 10-point scale where 10 means Extremely Positive and 1 means Extremely Negative, how would you rate the overall impact tourism has on...you and your family?

“This island is being run for tourists at the expense of local people” holds relatively steady

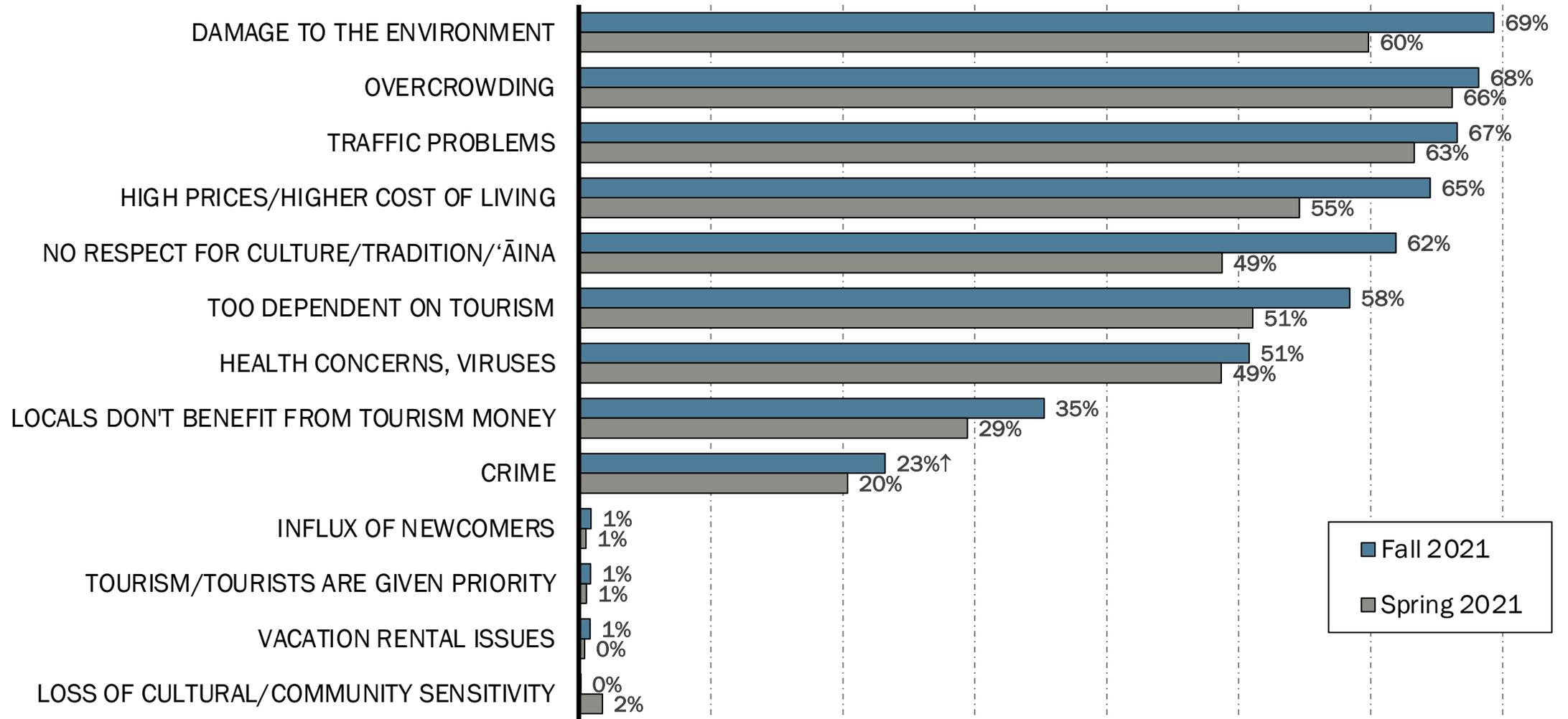


In order to track the data (change in rating scale) from 2009 on a rating of 6-10 was used to approximate the percent that felt positively about this statement.

Q4.2. Using a 10-point scale where 10 means Completely Agree and 1 means Do Not Agree at All, how much do you agree or disagree that...?

Tourism in Hawai'i creates...

(According to residents saying Hawai'i tourism creates more **problems** than benefits)



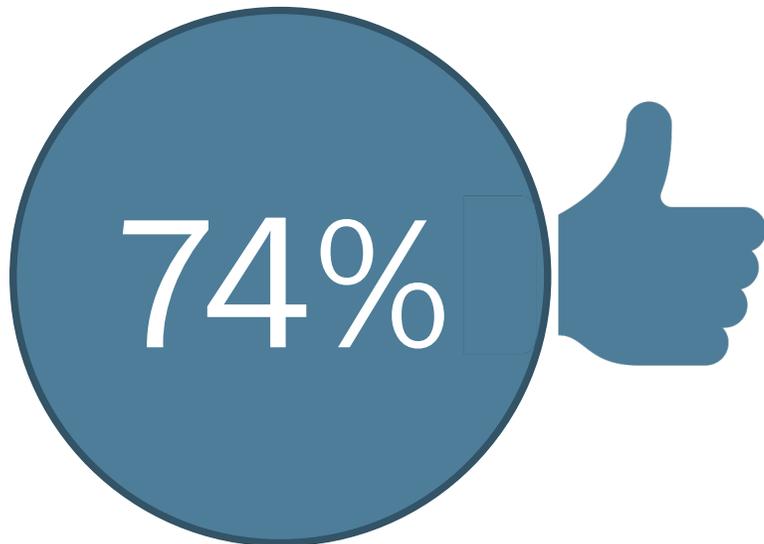
Base: Spring 2021 (808), Fall 2021 (973)

Q5. In your opinion, what problems do you think tourism has created in Hawai'i?

However, residents still believe tourism is worth the issues associated with the industry ...

Fall 2021 Resident Sentiment Survey Research Findings

Tourism is worth the issues associated with the industry



Q3. In 2019, visitors spent nearly \$18 billion in Hawai‘i, which produced \$2 billion in state tax revenues to support local schools, hospitals, and infrastructure. Do you think tourism is worth the issues associated with the industry?

Fall 2021 Resident Sentiment Focus Group Findings

“I think tourism is a necessary evil, but I wish that it was controlled more, especially at this time.” (Kaua‘i Resident)

“I’d prefer if we could have less of it, but without any kind of replacement for our economy, it kind of is what it is. (O‘ahu Resident)

“I think ... tourism is the primary thing that’s required for people to financially stay viable, to stay alive.” (Kaua‘i Resident)



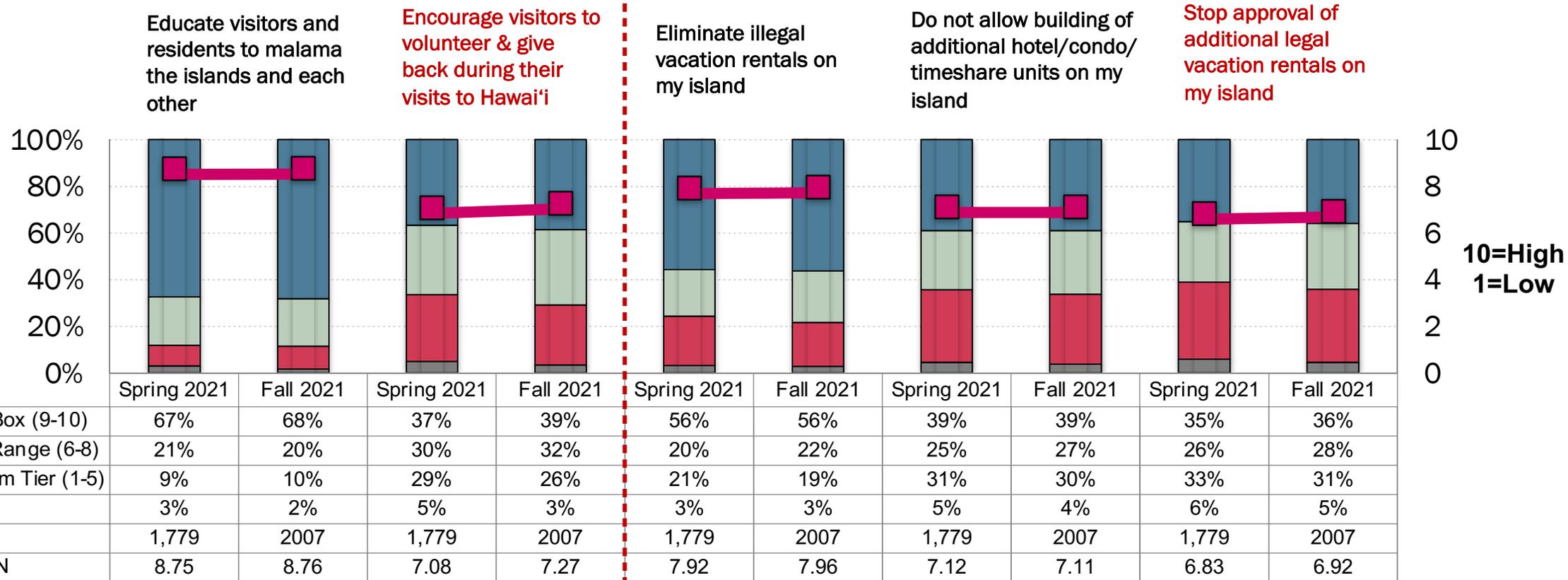
3

The Next Chapter: As awareness of Managed Tourism efforts rise, they are gaining support and influence in improving resident sentiment.

Resident support for “volun-tourism” & halting additional legal vacation rentals inches upwards. Support for other strategies remain strong.

Regenerative

Accommodations



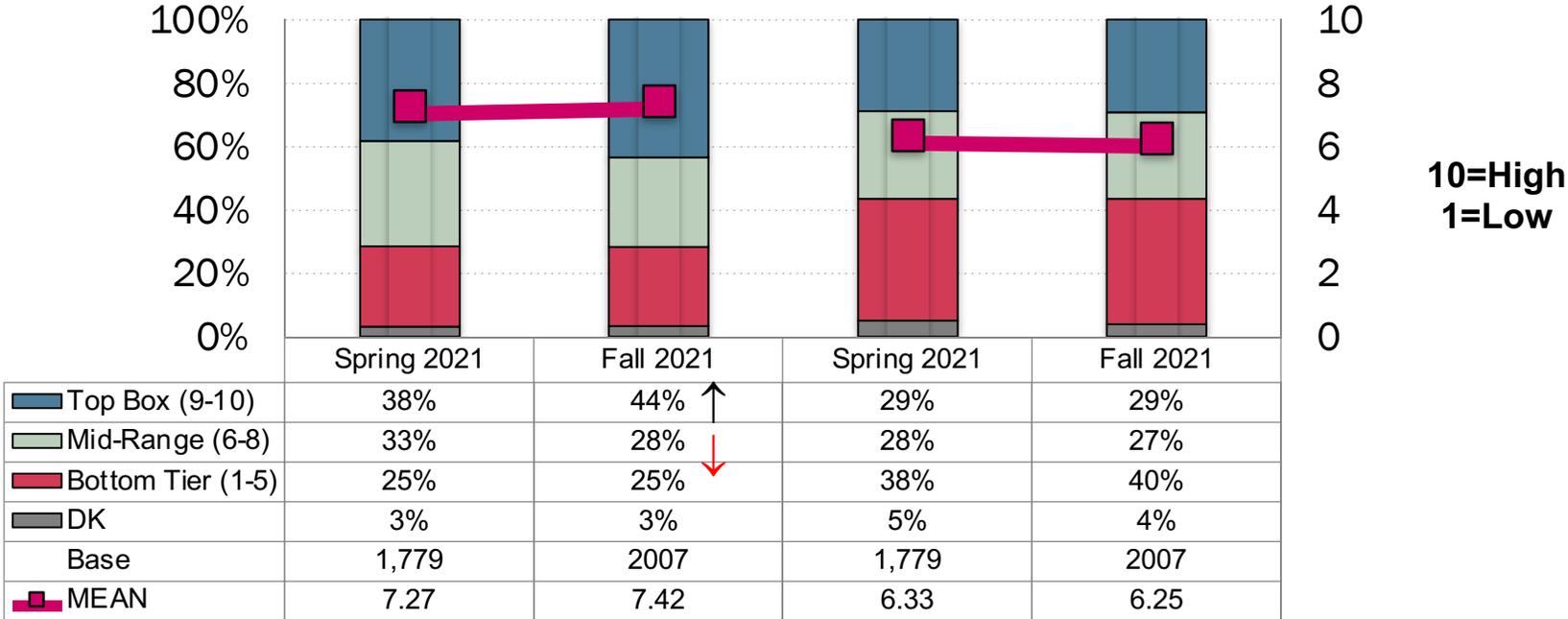
Q7. Legally, the state of Hawai‘i is not able to limit travel to the islands. Using a 10-point scale where 10 means Extremely Important and 1 means Not Important at All, how important is it that the state _____ to help better manage tourism?

Resident support for visitor access fees inches upwards.

Access

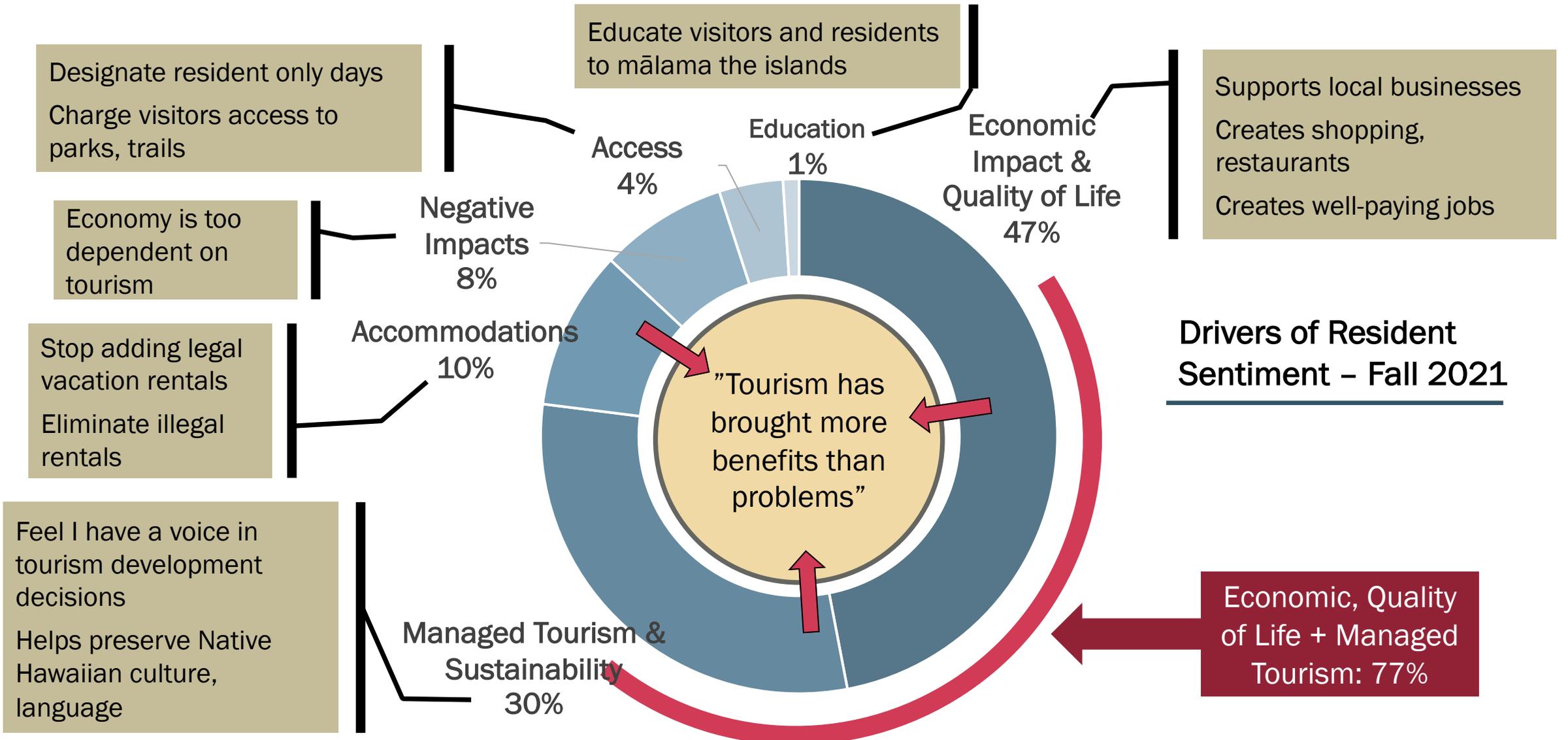
Charge visitor access fees to state parks and trails

Designate resident-only days of the week at some state parks, beaches and trails

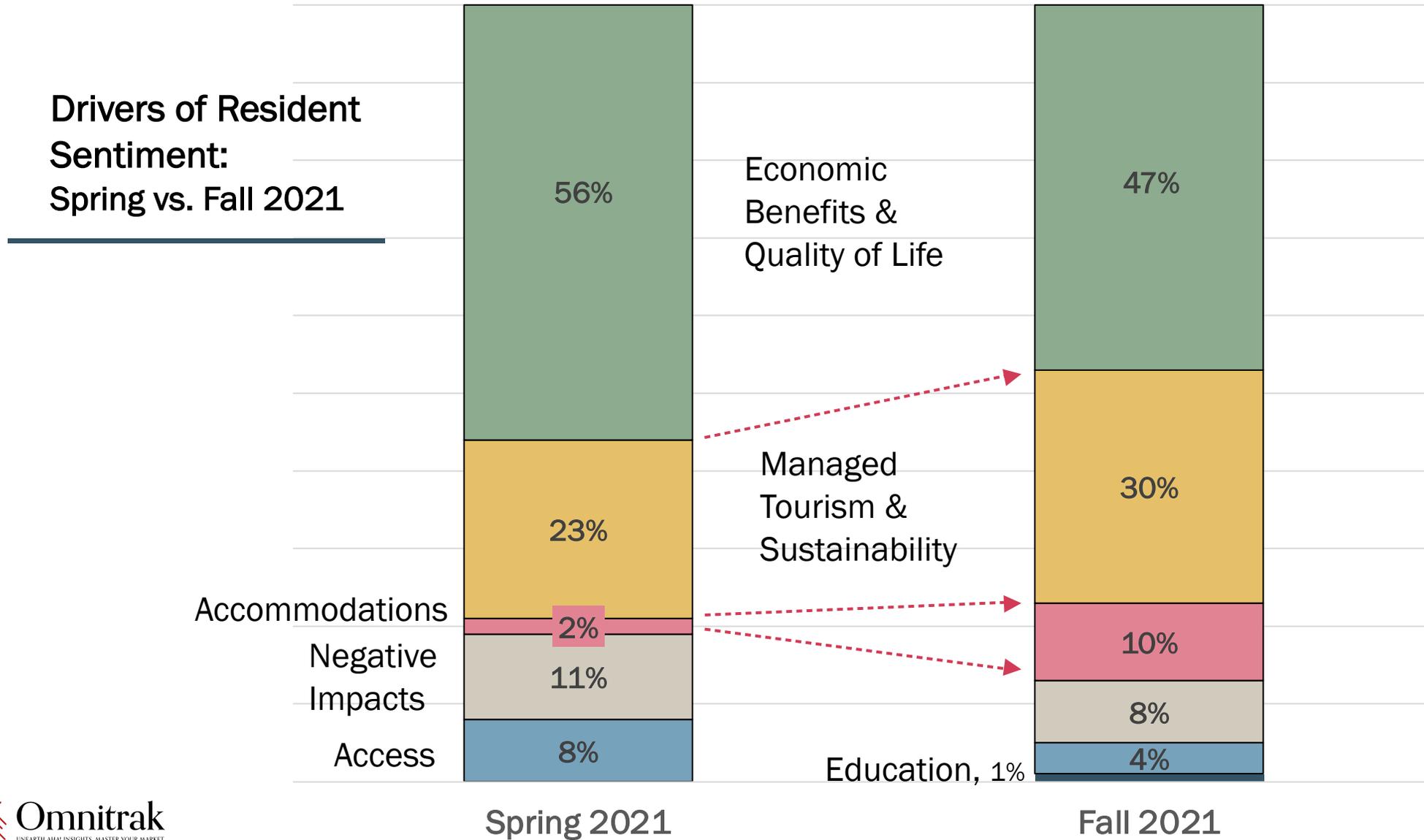


Q7. Legally, the state of Hawai'i is not able to limit travel to the islands. Using a 10-point scale where 10 means Extremely Important and 1 means Not Important at All, how important is it that the state _____ to help better manage tourism?

Economic/Quality of Life Benefits + Managed Tourism = Resident Sentiment



Managed Tourism & Sustainability Rise in Importance





Mahalo from the Omnitrak Group



Appendices

Background Information

Tourism Management Ratings

Overview of Fall 2021 Indicators

Is Tourism Worth the Issues?

Problems Created by Tourism



Appendix A: Background Information: Research Objectives, Sample Plan & Methodology

Research Objectives

- Resident sentiment toward Hawai'i's visitor industry is vital to maintaining Responsible and Regenerative Growth in the industry and in the state's economy overall.
- The Resident Sentiment Survey (RSS) has been conducted 18 times since 1999, and the current survey was conducted by Omnitrak Group, Inc. The primary objectives of the RSS research are:
 - To track key resident attitudes toward tourism in Hawai'i over time.
 - To identify perceived positive and negative impacts of the visitor industry on local residents.
 - To identify for the visitor industry and HTA, issues or concerns regarding tourism expressed by residents.
 - To explore resident perceptions on ideas to “manage” or mitigate the negative impacts associated with tourism.

Statistical Analysis – Within the reports' graphs and tables, a box or shaded area shows a statistically significant difference across columns (e.g. islands or attributes) in the same year at the 95% level of confidence.

An arrow ↑ or ↓ indicates a statistically significant difference when ratings are compared across years at the 95% confidence level.

Sample Plan and Methodology

Sample Plan

OmniTrak used a region-based stratified sampling for the study, the same approach used in earlier Resident Sentiment survey efforts conducted by OmniTrak. The sampling plan divided the State into 12 sub-regions with consideration to population proportion, and allocated sufficient sample for each area to achieve an acceptable sampling error. Within each region, data was collected randomly. The resulting sample of residents was weighted proportionate to population distribution per the latest State Census from the state Department of Business, Economic Development and Tourism.

Statewide sampling produced a total of $n = 2,007$ respondents as follows:

- O‘ahu: 853
- Hawai‘i Island: 458
- Maui County: 419
- Kaua‘i: 277

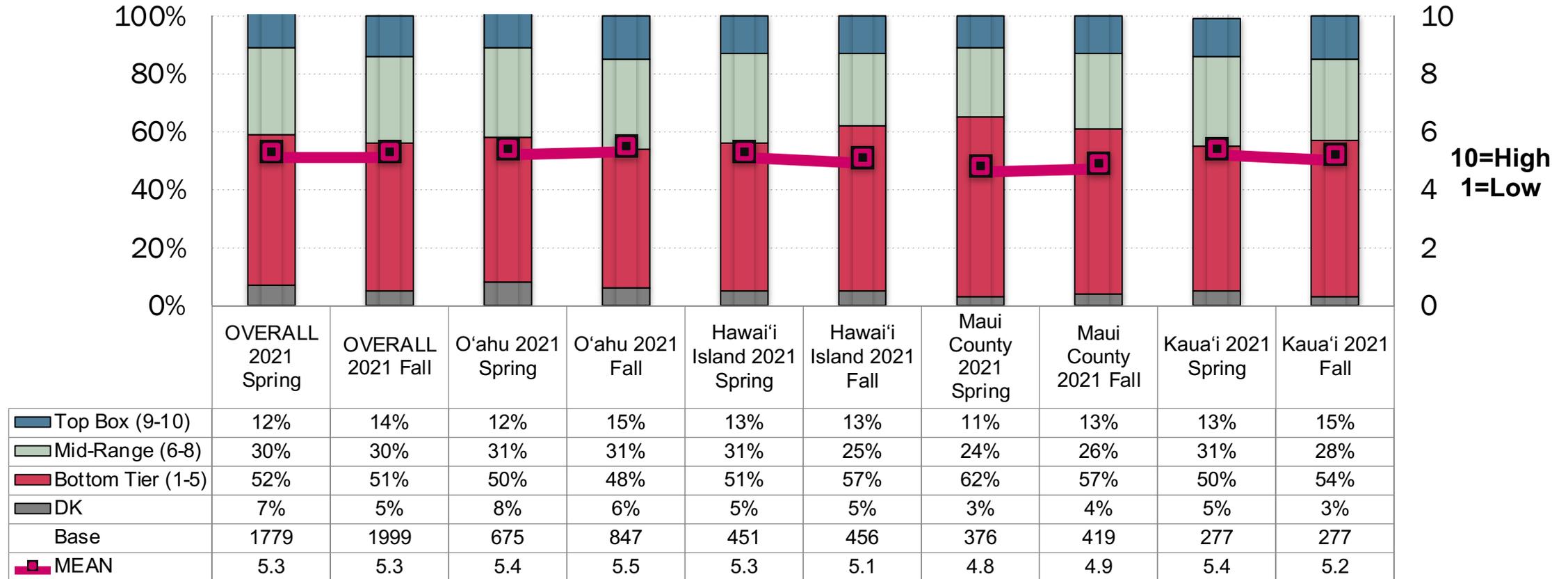
Methodology

- A mixed methodology was used for this survey, including a combination of Computer Assisted Telephone Interview (CATI, 36%) and online surveys (64%).
- All calls were placed from OmniTrak’s continuously quality-controlled calling center in the Davies Pacific Center building in Downtown Honolulu.
- Field Dates:
November 8, 2021 through January 3, 2022



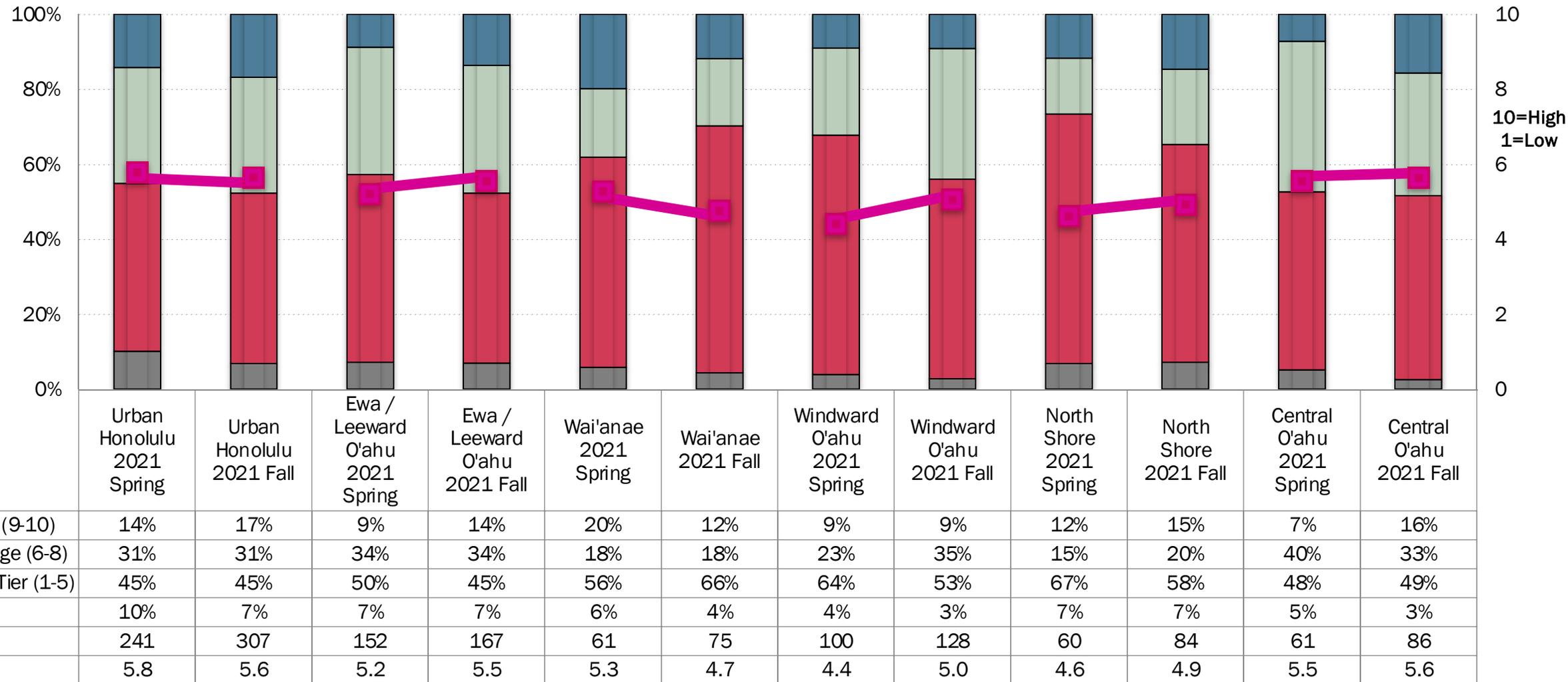
Appendix B: Resident Ratings of Tourism Management Efforts & Strategies

“I feel like more effort is being made to balance economic benefits of tourism and quality of life for residents” – *By Island*



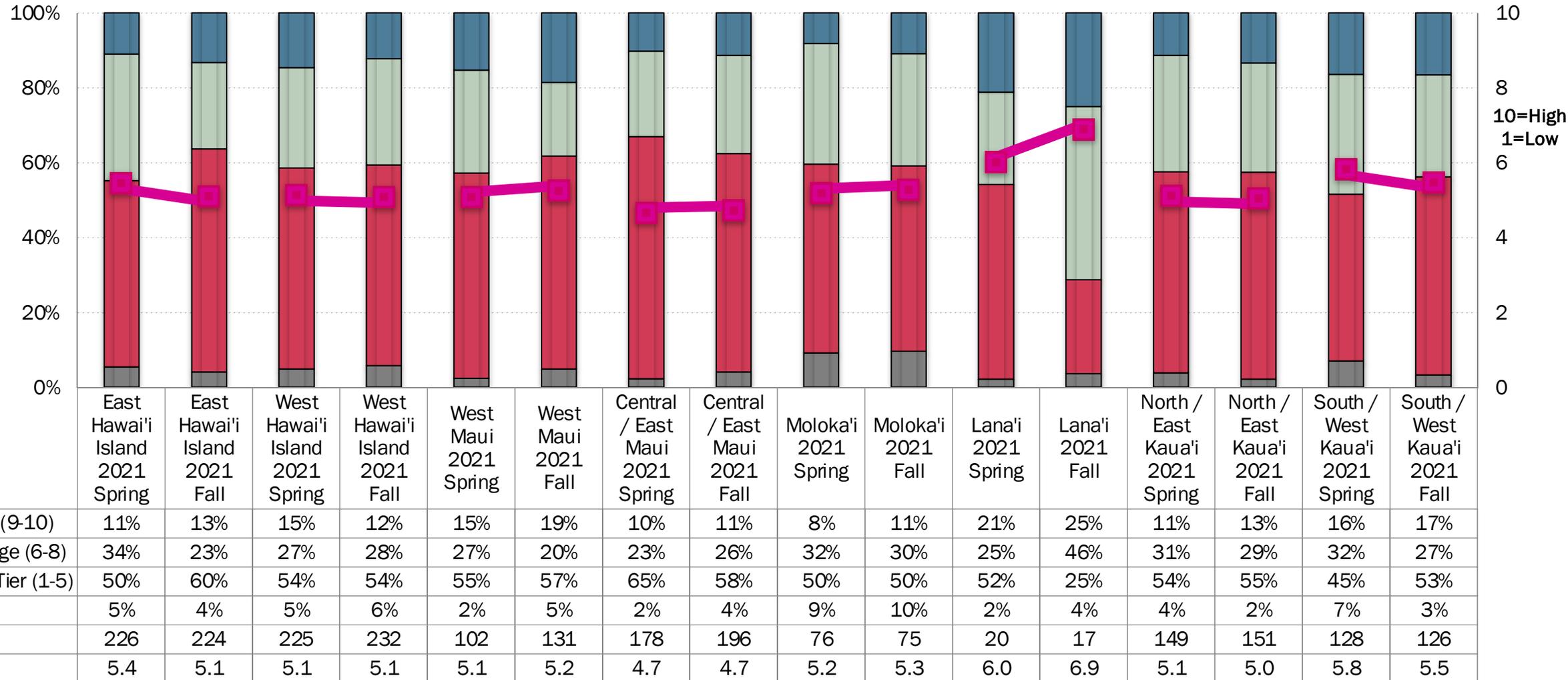
Q4.12. Please tell me how much you agree or disagree with each statement using a scale of 1 to 10 with 10 being Completely Agree and 1 meaning Do Not Agree At All. You can choose any number between 1 and 10.

“I feel like more effort is being made to balance economic benefits of tourism and quality of life for residents” - *By Area*



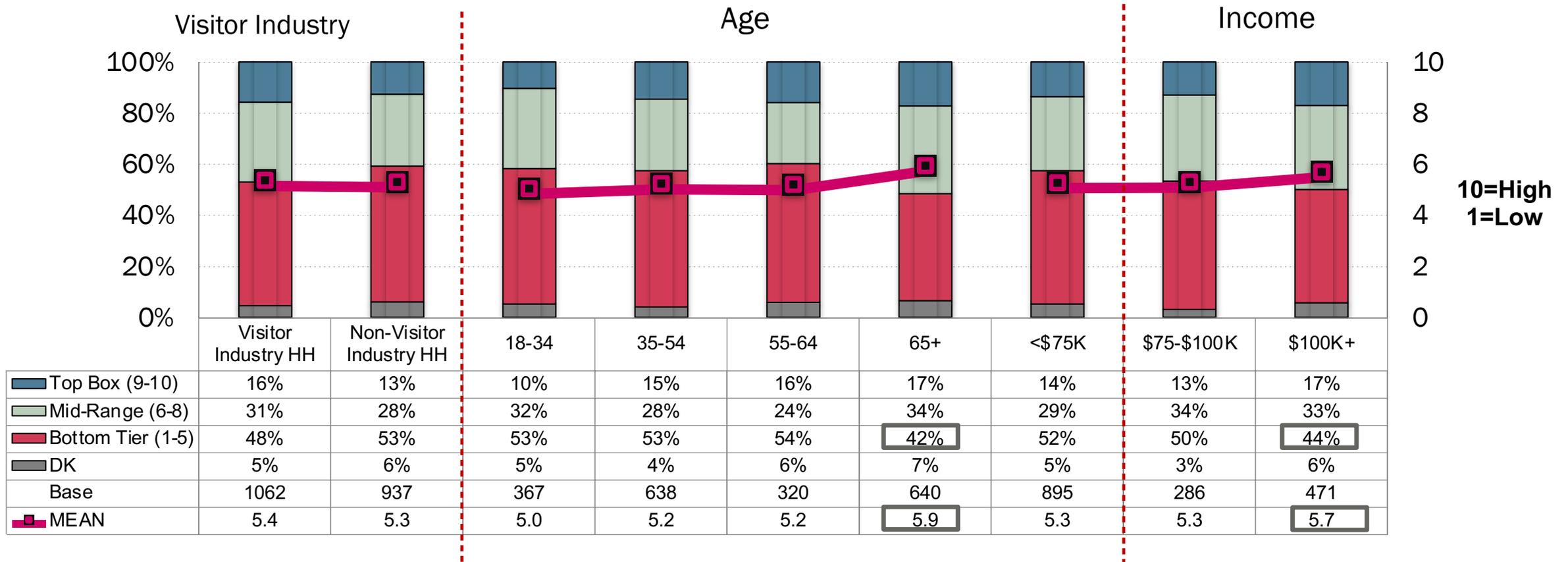
Q4.12. Please tell me how much you agree or disagree with each statement using a scale of 1 to 10 with 10 being Completely Agree and 1 meaning Do Not Agree At All. You can choose any number between 1 and 10.

“I feel like more effort is being made to balance economic benefits of tourism and quality of life for residents” - *By Area* (Continued)



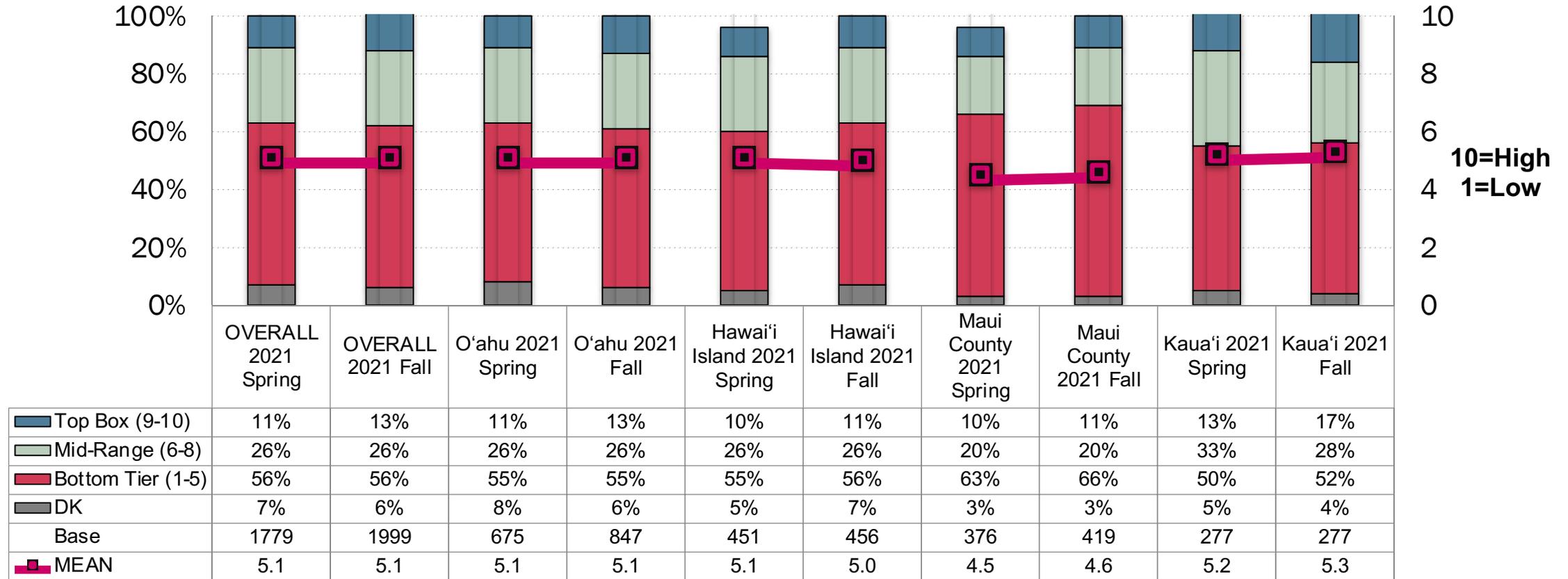
Q4.12. Please tell me how much you agree or disagree with each statement using a scale of 1 to 10 with 10 being Completely Agree and 1 meaning Do Not Agree At All. You can choose any number between 1 and 10.

“I feel like more effort is being made to balance economic benefits of tourism and quality of life for residents” – *By Demographics*



Q4.12. Please tell me how much you agree or disagree with each statement using a scale of 1 to 10 with 10 being Completely Agree and 1 meaning Do Not Agree At All. You can choose any number between 1 and 10.

“I feel like tourism is being better managed on my island” – By Island



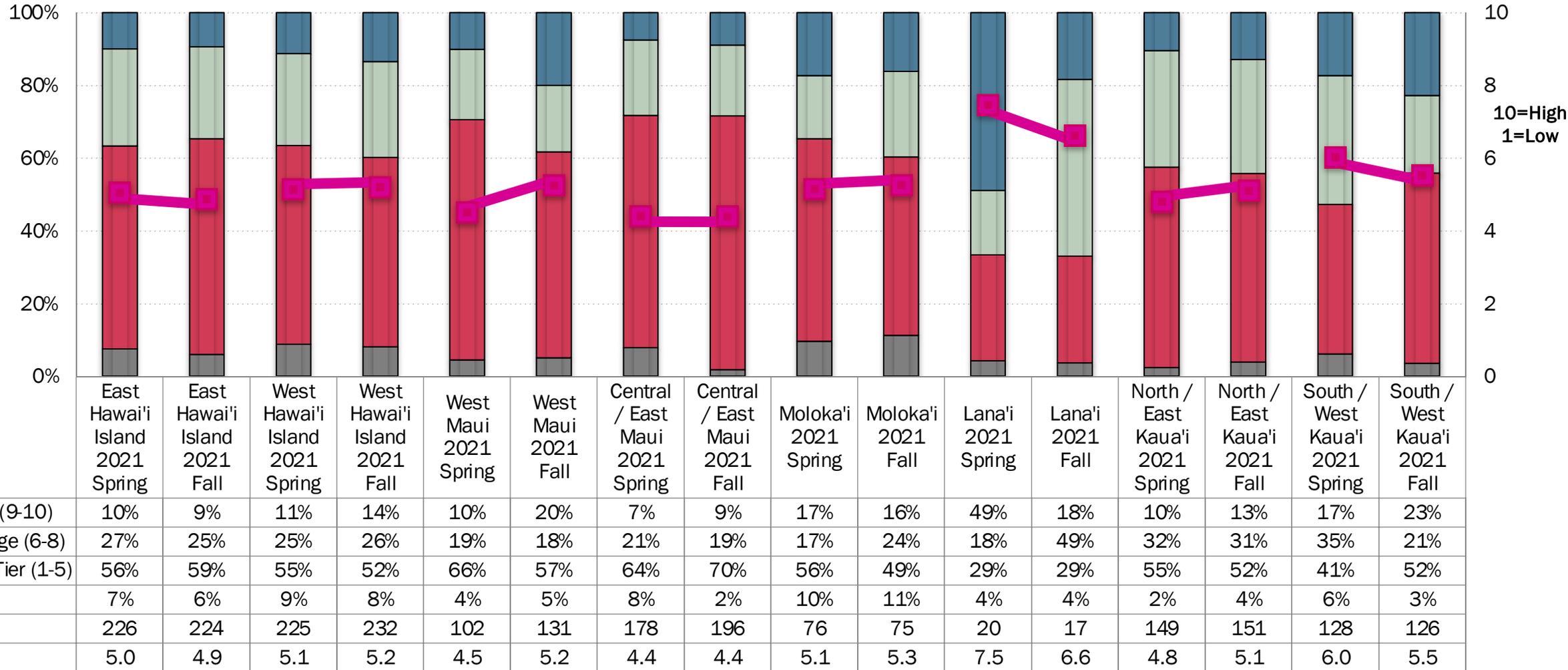
“I feel like tourism is being better managed on my island” - *By Area*



Q4.12. Please tell me how much you agree or disagree with each statement using a scale of 1 to 10 with 10 being Completely Agree and 1 meaning Do Not Agree At All. You can choose any number between 1 and 10.

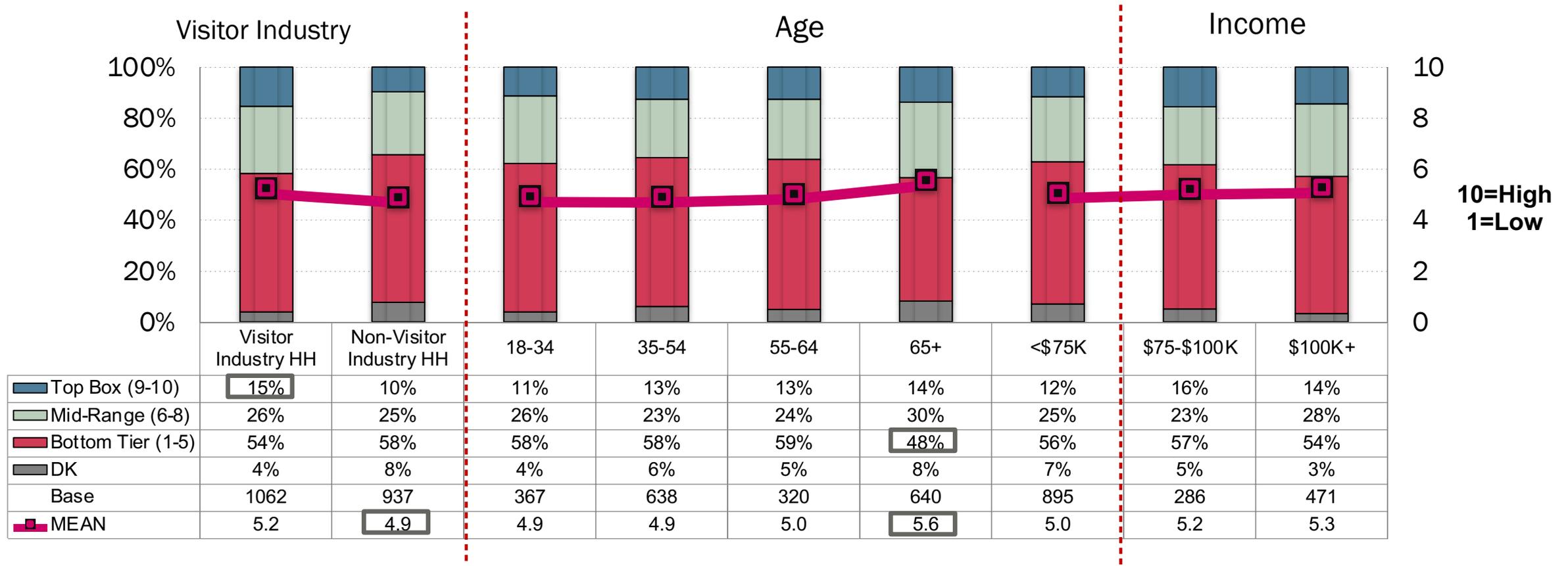
“I feel like tourism is being better managed on my island” - *By Area*

(Continued)



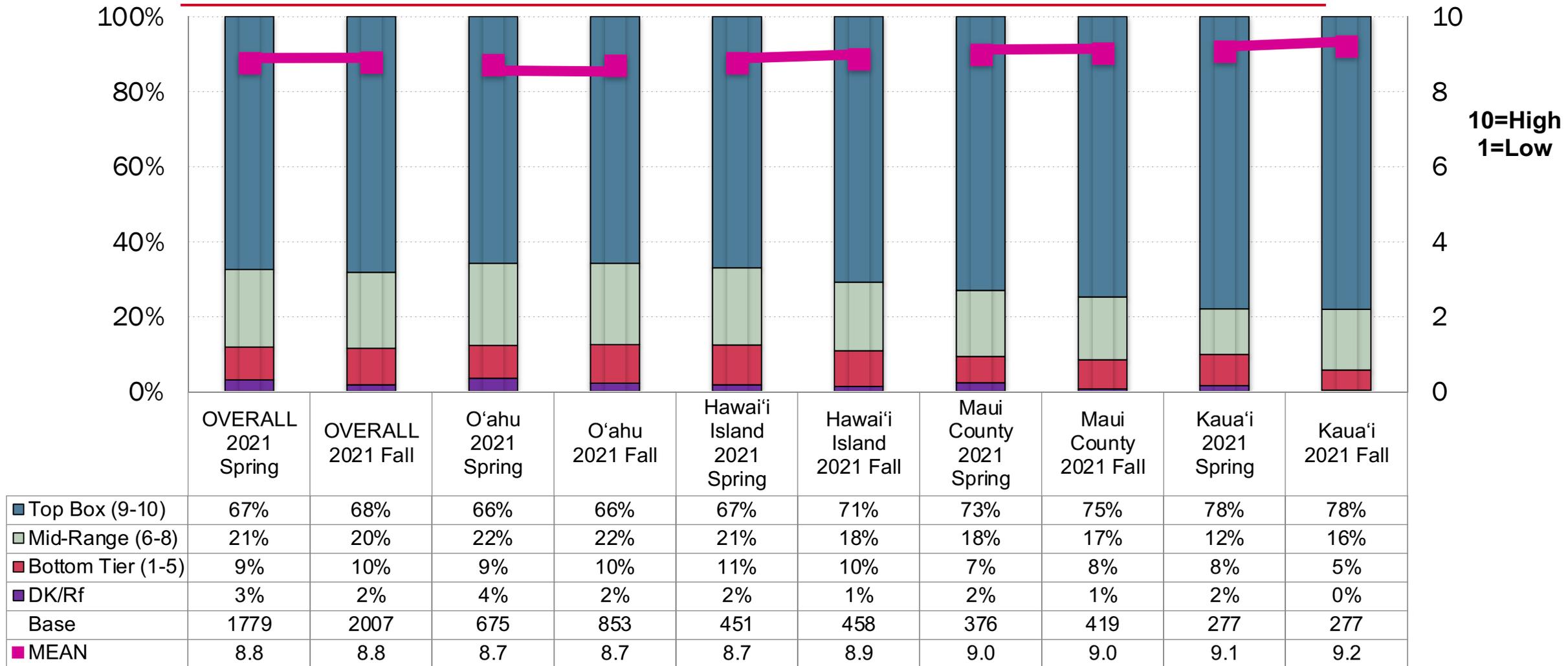
Q4.12. Please tell me how much you agree or disagree with each statement using a scale of 1 to 10 with 10 being Completely Agree and 1 meaning Do Not Agree At All. You can choose any number between 1 and 10.

“I feel like tourism is being better managed on my island” – By Demographics



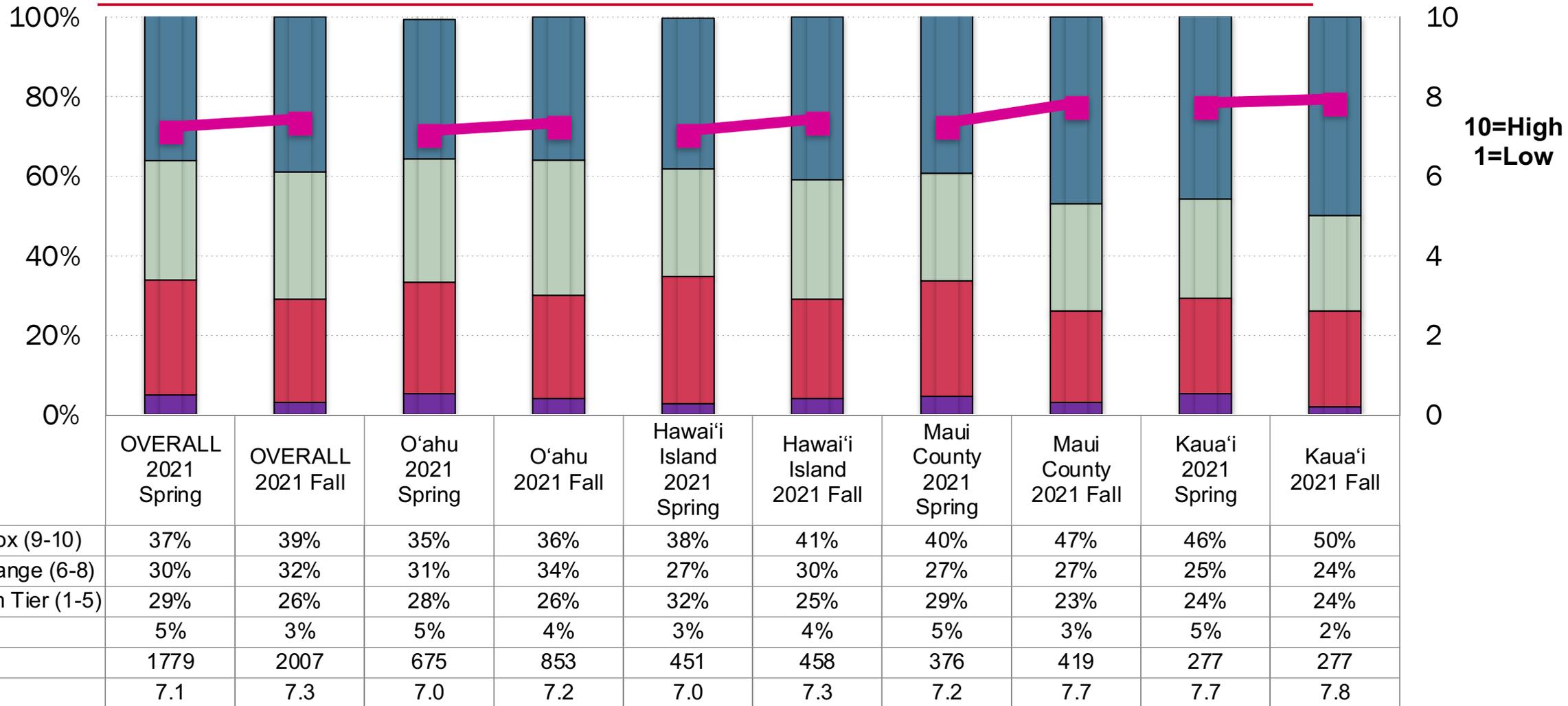
Q4.12. Please tell me how much you agree or disagree with each statement using a scale of 1 to 10 with 10 being Completely Agree and 1 meaning Do Not Agree At All. You can choose any number between 1 and 10.

Regenerative: “Educate visitors and residents to mālama the islands and each other” – *By Island*



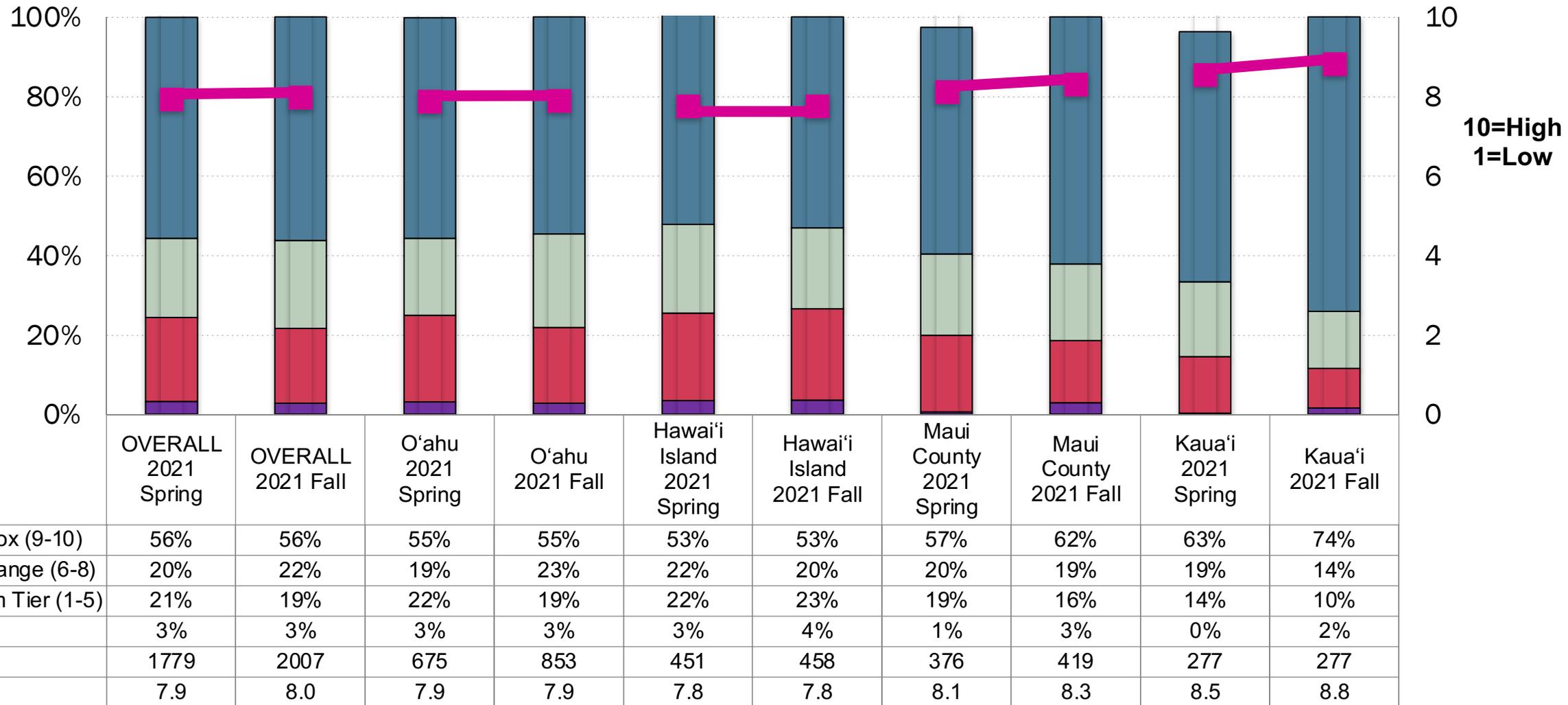
Q7. Legally, the state of Hawai'i is not able to limit travel to the islands. Using a 10-point scale where 10 means Extremely Important and 1 means Not Important at All, how important is it that the state [INSERT] to help better manage tourism?

Regenerative: “Encourage visitors to volunteer and give back during their visits to Hawai‘i” – *By Island*



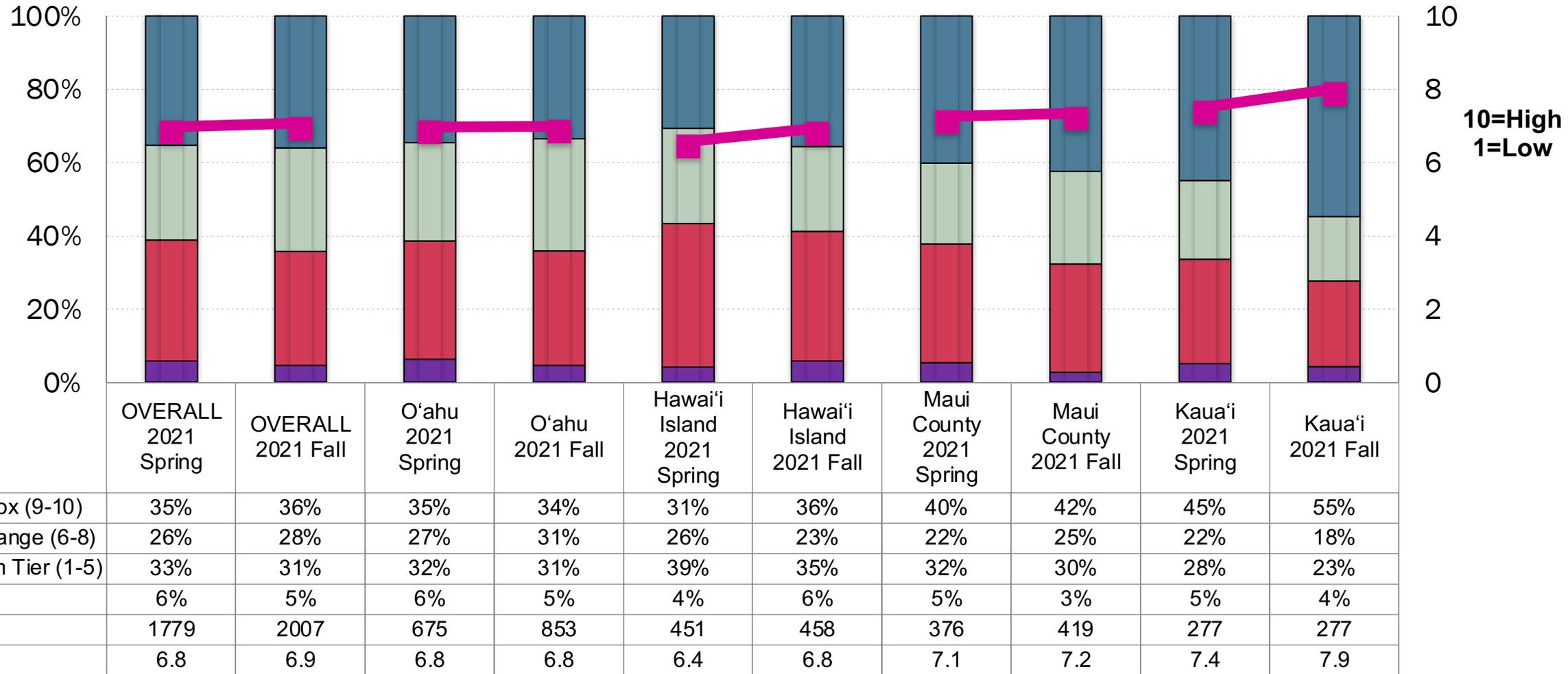
Q7. Legally, the state of Hawai‘i is not able to limit travel to the islands. Using a 10-point scale where 10 means Extremely Important and 1 means Not Important at All, how important is it that the state [INSERT] to help better manage tourism?

Accommodations: “Eliminate illegal vacation rentals on my island” – *By Island*



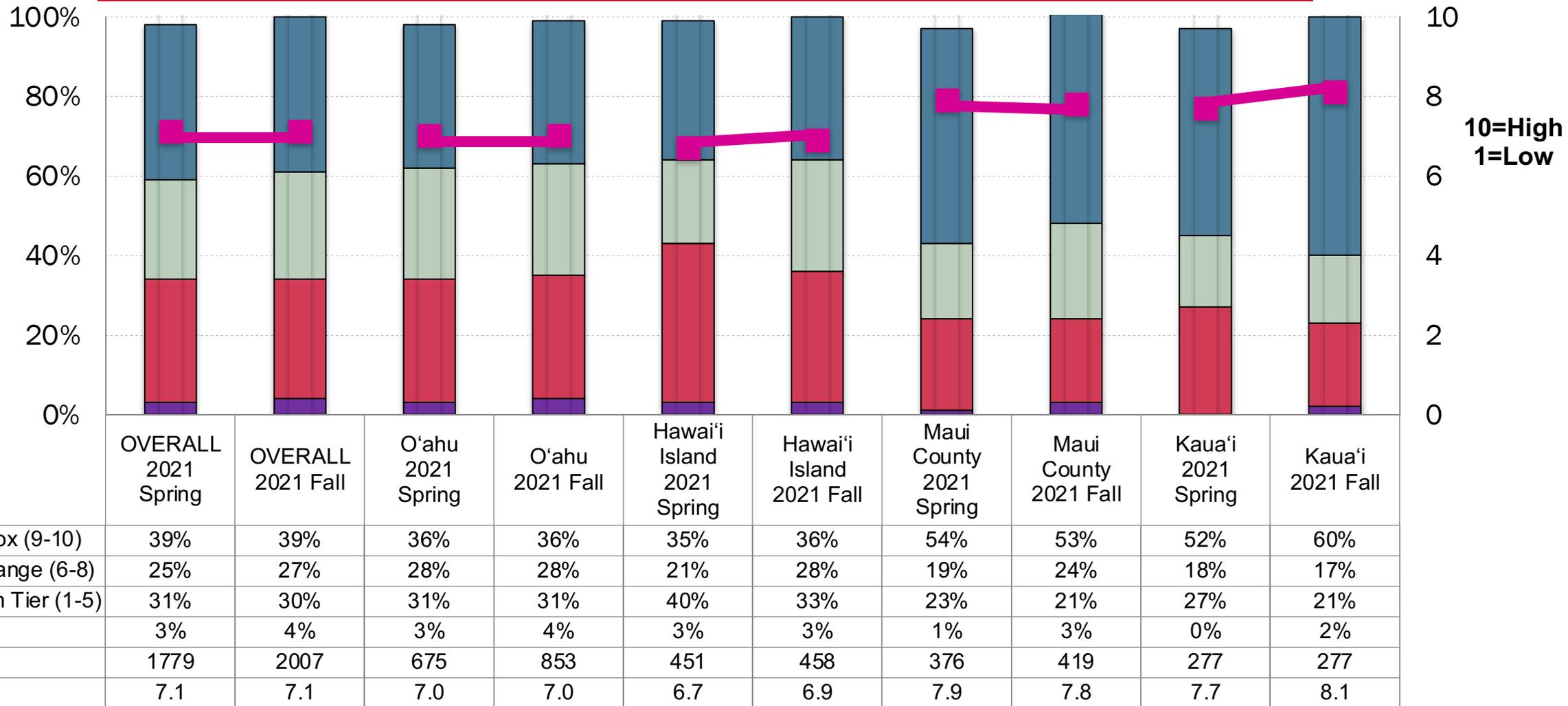
Q7. Legally, the state of Hawai'i is not able to limit travel to the islands. Using a 10-point scale where 10 means Extremely Important and 1 means Not Important at All, how important is it that the state [INSERT] to help better manage tourism?

Accommodations: “Stop approval of additional legal vacation rentals on my island” – *By Island*



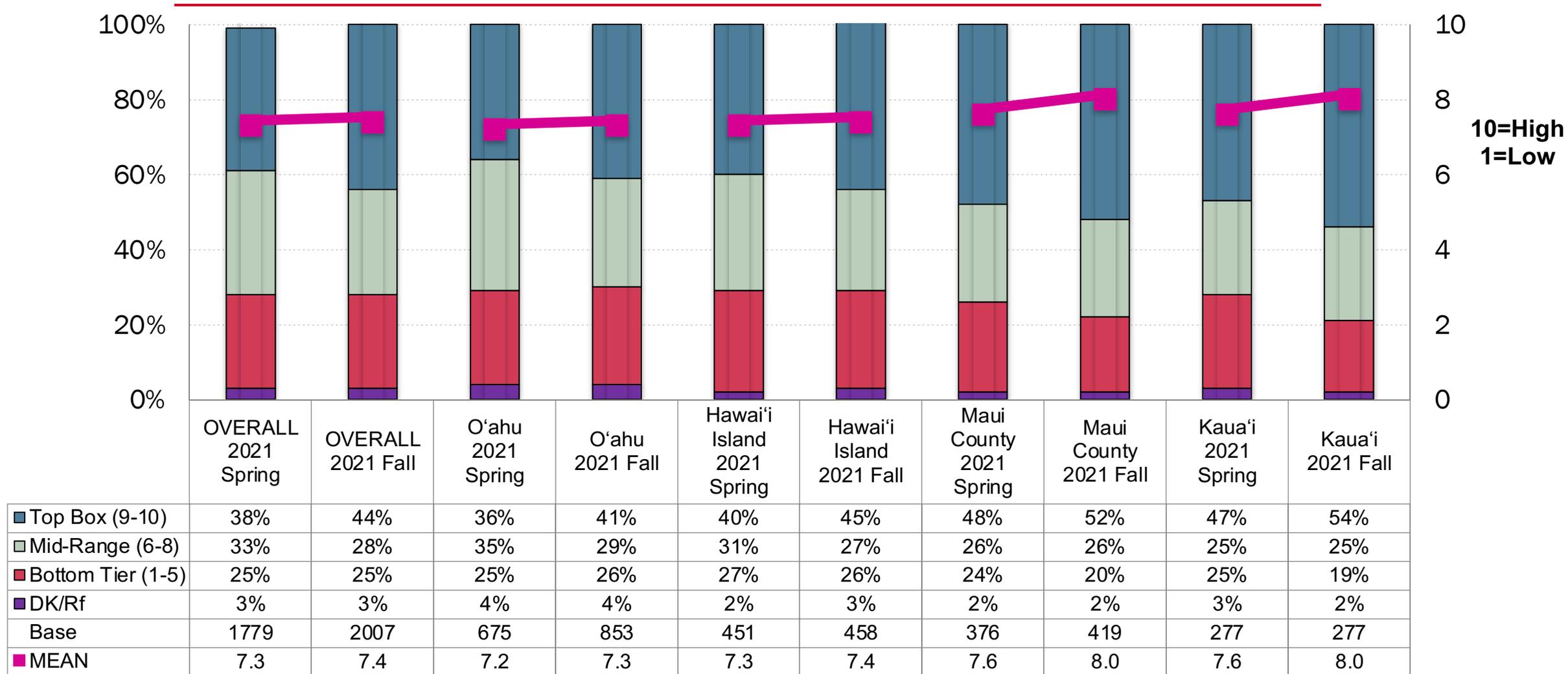
Q7. Legally, the state of Hawai'i is not able to limit travel to the islands. Using a 10-point scale where 10 means Extremely Important and 1 means Not Important at All, how important is it that the state [INSERT] to help better manage tourism?

Accommodations: “Do not allow building of additional hotel/condo/timeshare units on my island” – *By Island*



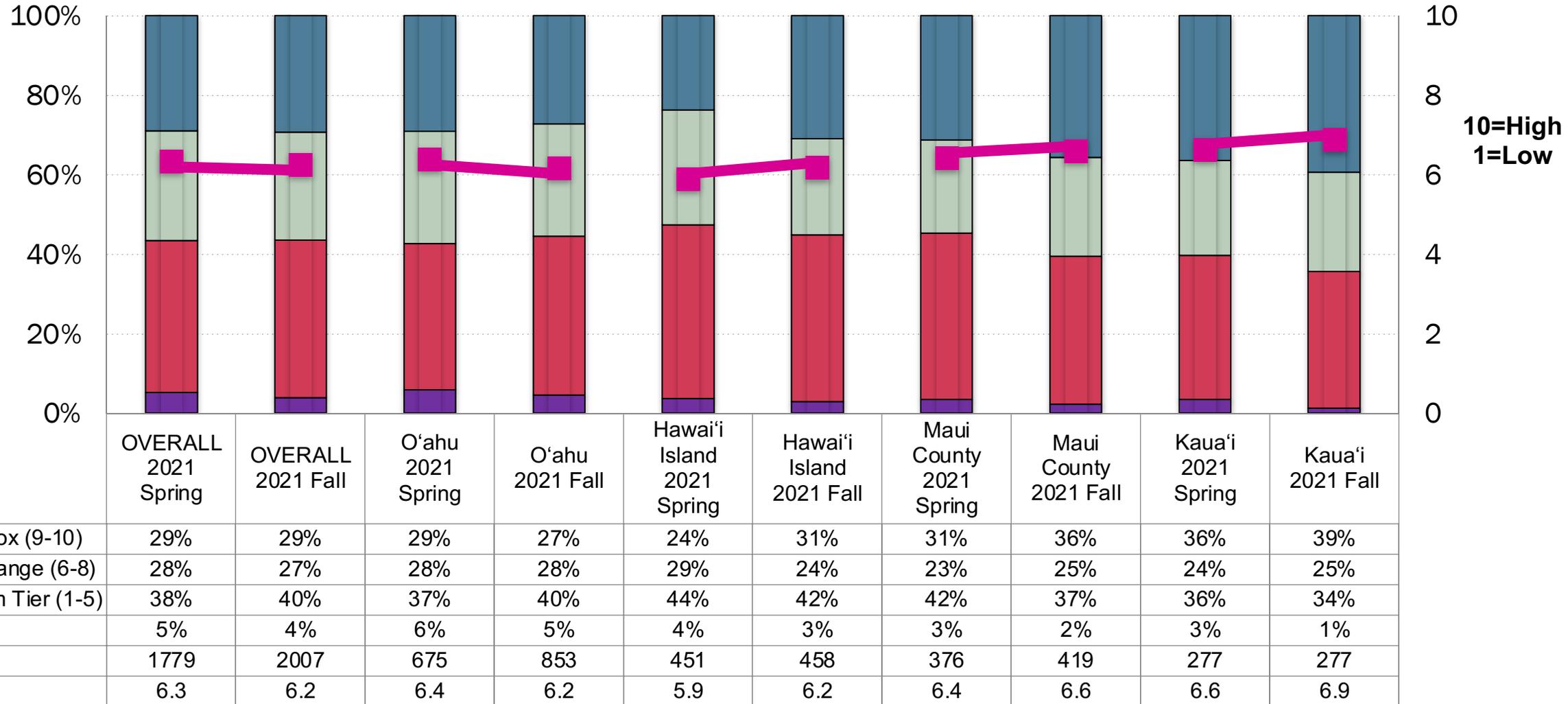
Q7. Legally, the state of Hawai'i is not able to limit travel to the islands. Using a 10-point scale where 10 means Extremely Important and 1 means Not Important at All, how important is it that the state [INSERT] to help better manage tourism?

Access: “Charge visitor access fees to state parks and trails” – *By Island*



Q7. Legally, the state of Hawai'i is not able to limit travel to the islands. Using a 10-point scale where 10 means Extremely Important and 1 means Not Important at All, how important is it that the state [INSERT] to help better manage tourism?

Access: “Designate resident-only days of the week at some state parks, beaches and trails” – *By Island*

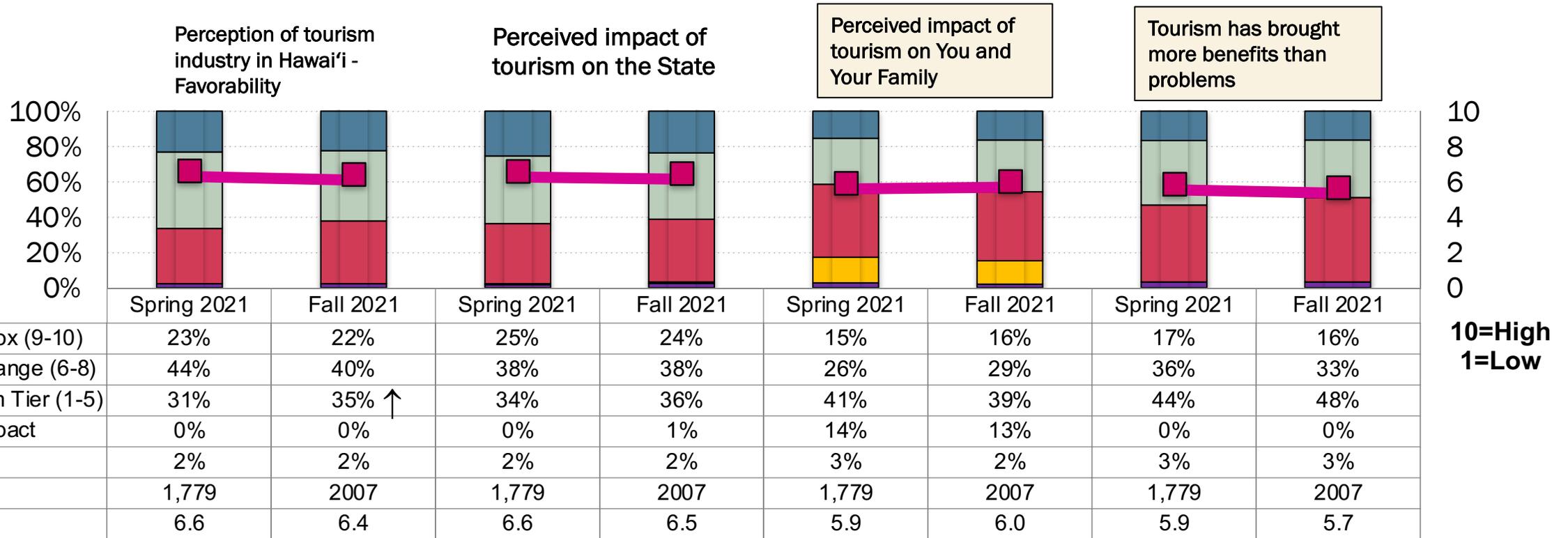


Q7. Legally, the state of Hawai'i is not able to limit travel to the islands. Using a 10-point scale where 10 means Extremely Important and 1 means Not Important at All, how important is it that the state [INSERT] to help better manage tourism?



Appendix C: Overview of Fall 2021 Resident Sentiment Indicators

High Level Indicators of Resident Sentiment

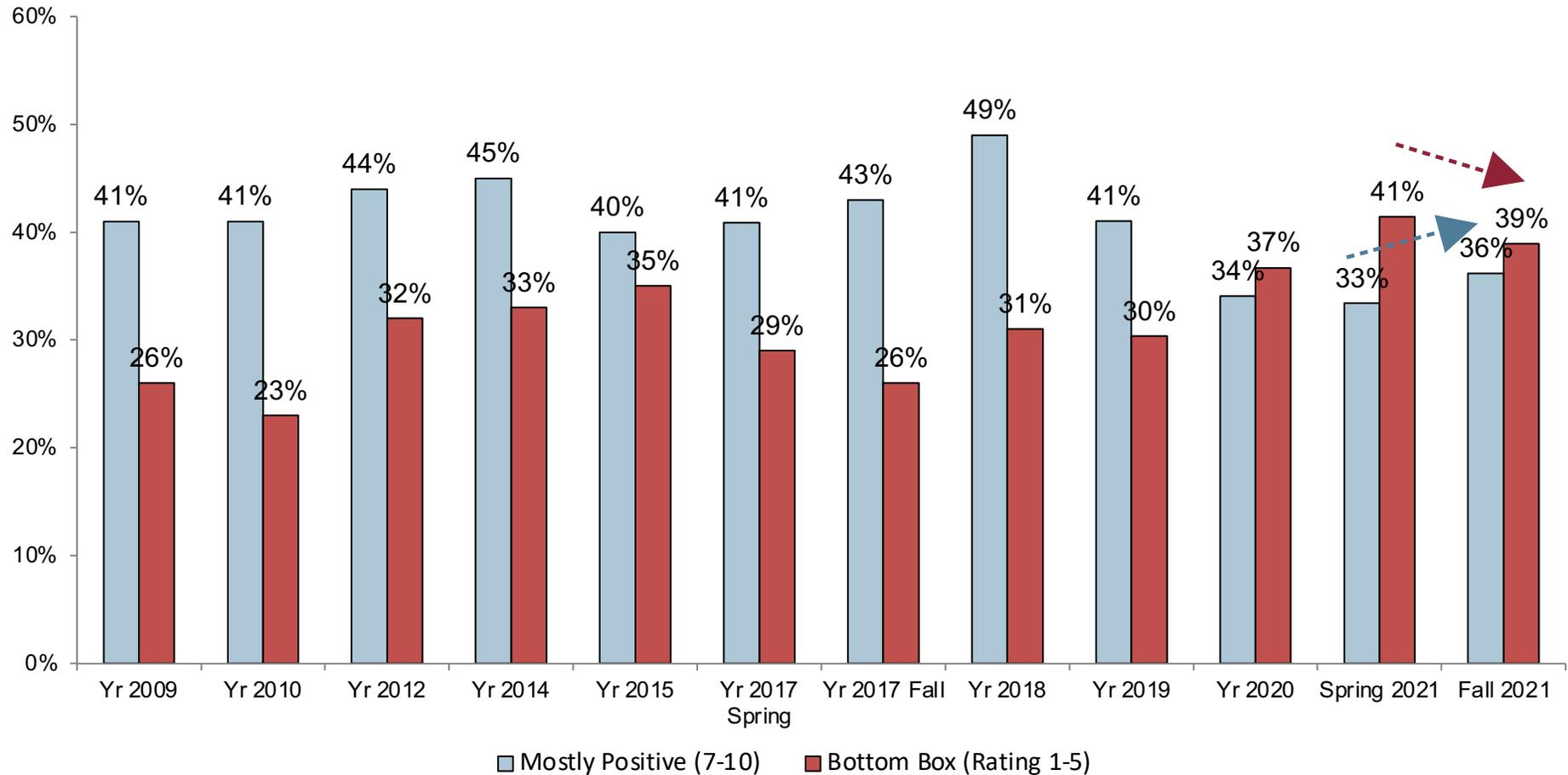


Q1. Using a 10-point scale where 10 means Extremely Favorable and 1 means Not Favorable at All, please give me your opinion of tourism as an industry in Hawai'i.

Q2a/b. Using a 10-point scale where 10 means Extremely Positive and 1 means Extremely Negative, how would you rate the overall impact tourism has on...The State as a whole/You and Your Family?

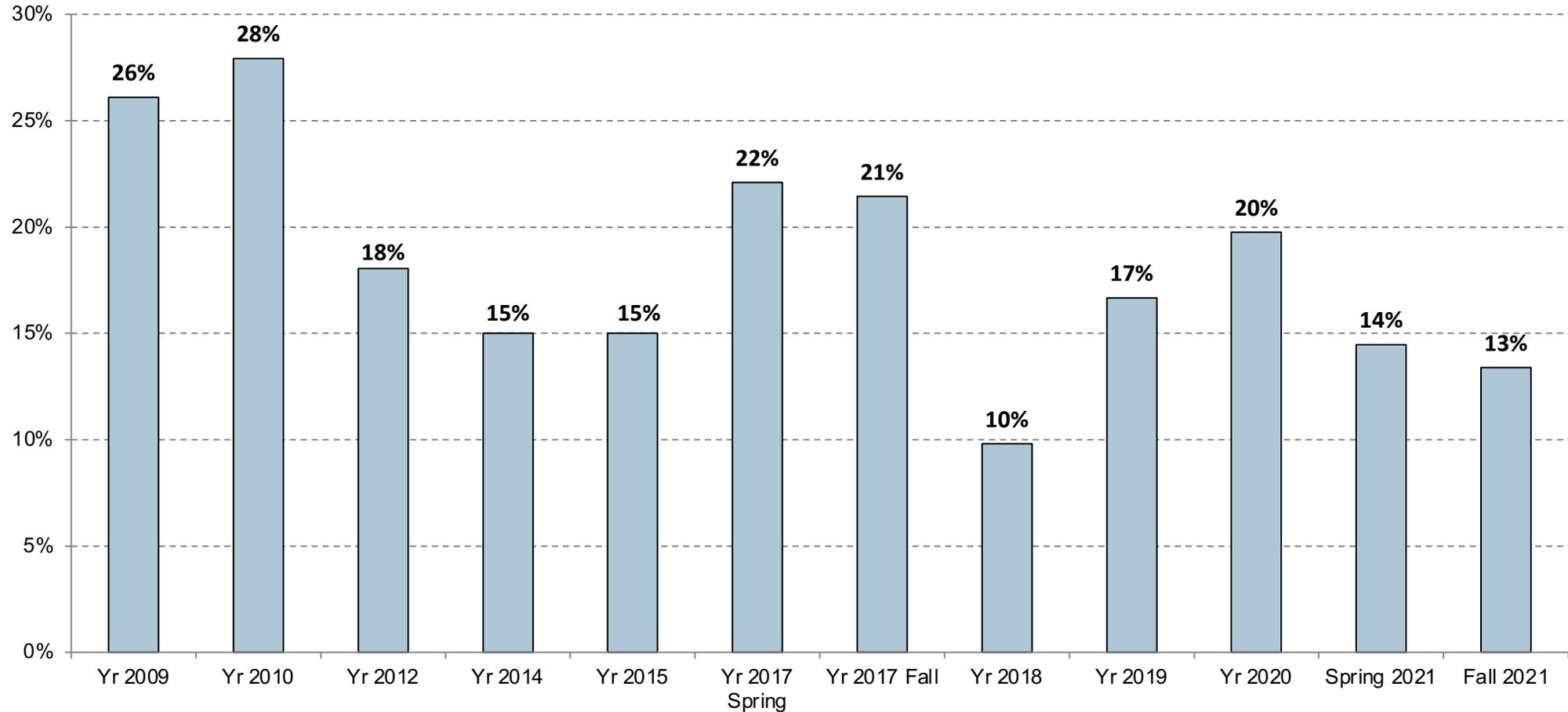
Q4. I'm going to read you some statements about tourism, and ask you to please tell me how much you agree or disagree with each statement using a scale of 1 to 10 with 10 being Completely Agree and 1 meaning Do Not Agree At All. You can choose any number between 1 and 10.

Impact of Tourism on You & Your Family



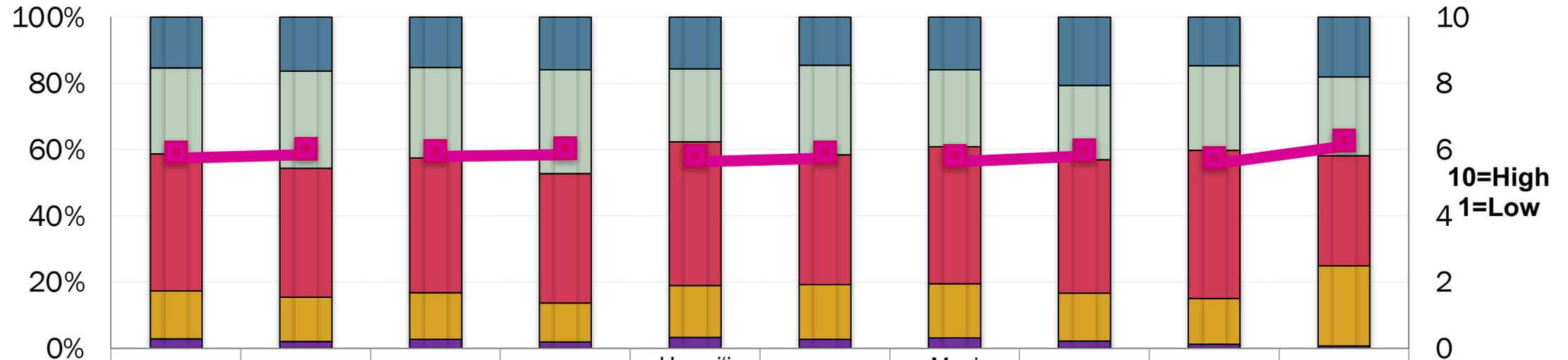
Q2b. Using a 10-point scale where 10 means Extremely Positive and 1 means Extremely Negative, how would you rate the overall impact tourism has on...you and your family?

Impact of Tourism on You & Your Family – No Impact



Q2b. Using a 10-point scale where 10 means Extremely Positive and 1 means Extremely Negative, how would you rate the overall impact tourism has on...you and your family?

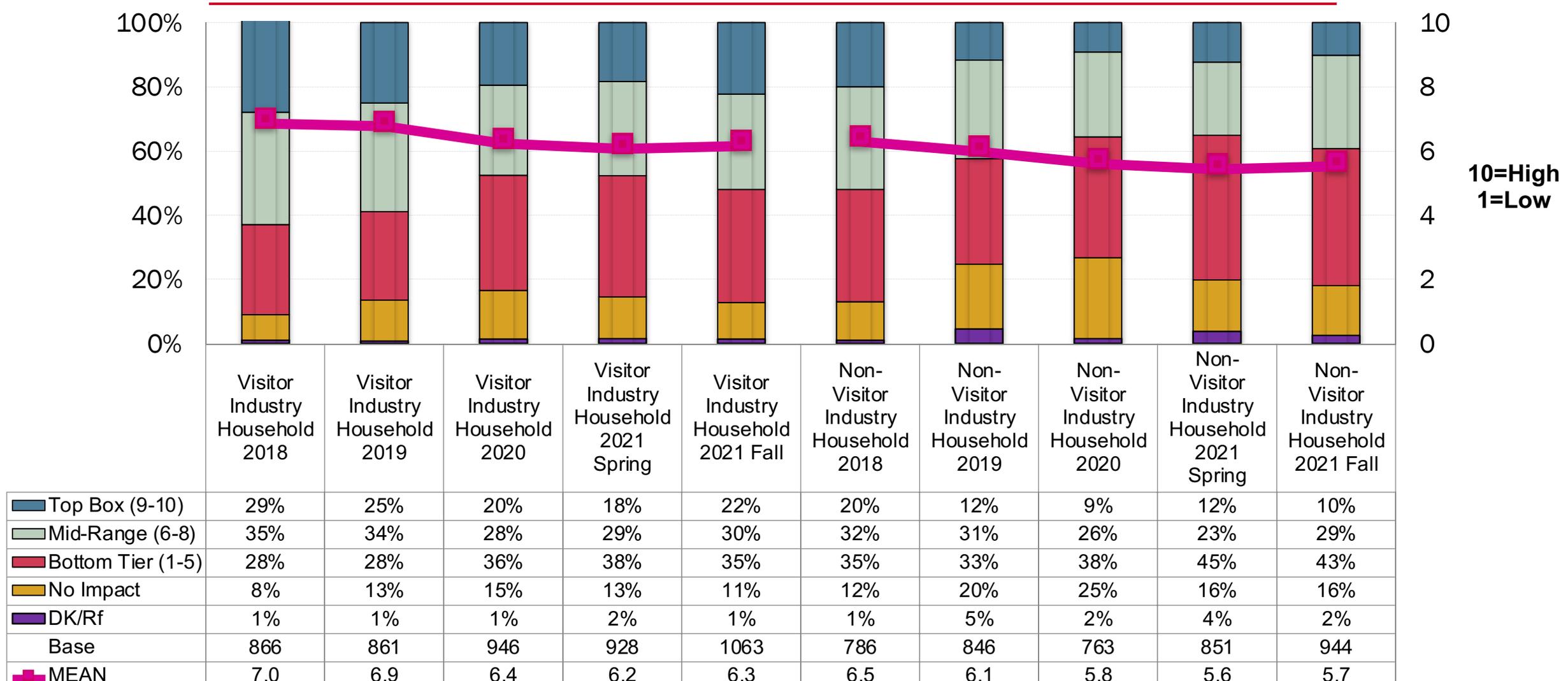
Impact of Tourism on You & Your Family - *By Island*



	OVERALL 2021 Spring	OVERALL 2021 Fall	O'ahu 2021 Spring	O'ahu 2021 Fall	Hawai'i Island 2021 Spring	Hawai'i Island 2021 Fall	Maui County 2021 Spring	Maui County 2021 Fall	Kaua'i 2021 Spring	Kaua'i 2021 Fall
Top Box (9-10)	15%	16%	15%	16%	16%	14%	16%	21%	15%	18%
Mid-Range (6-8)	26%	29%	27%	31%	22%	27%	23%	22%	26%	24%
Bottom Tier (1-5)	41%	39%	41%	39%	43%	39%	41%	40%	45%	33% ↓
No Impact	14%	13%	14%	12%	16%	17%	16%	15%	14%	24% ↑
DK/Rf	3%	2%	3%	2%	3%	3%	3%	2%	1%	1%
Base	1779	2007	675	853	451	458	376	419	277	277
MEAN	5.91	6.01	5.96	6.02	5.81	5.91	5.81	5.97	5.74	6.27

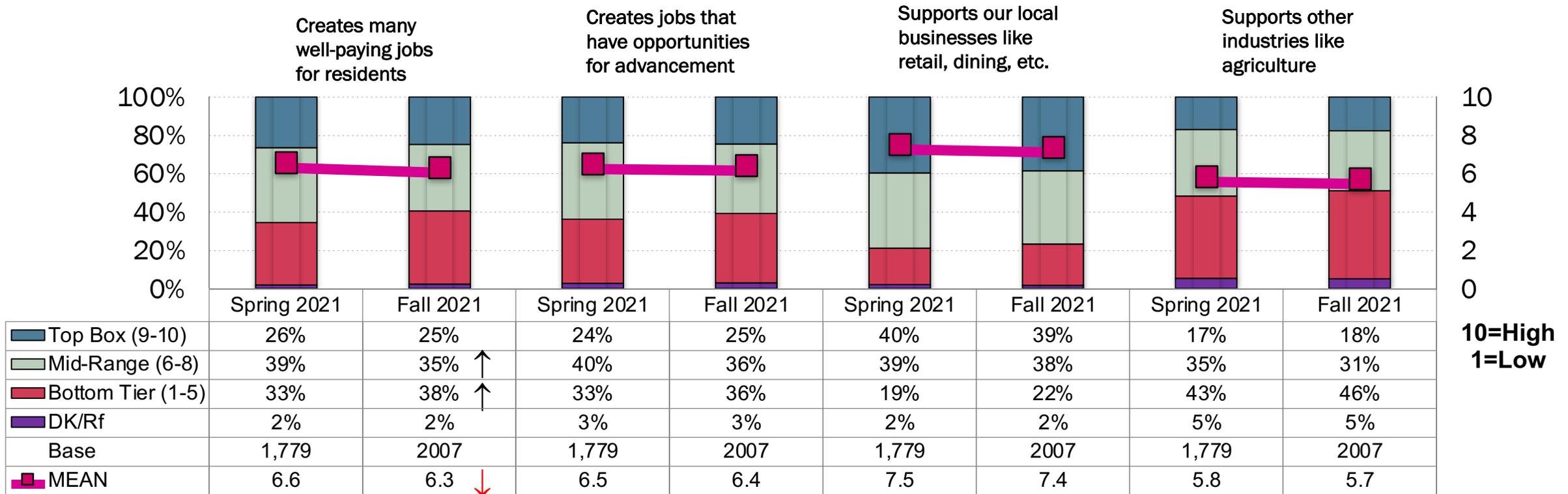
Q2b. Using a 10-point scale where 10 means Extremely Positive and 1 means Extremely Negative, how would you rate the overall impact tourism has on...you and your family?

Impact of Tourism on You & Your Family- Visitor Industry Household vs Non-Visitor Industry Household



Q2b. Using a 10-point scale where 10 means Extremely Positive and 1 means Extremely Negative, how would you rate the overall impact tourism has on...you and your family?

Economic Impact Indicators

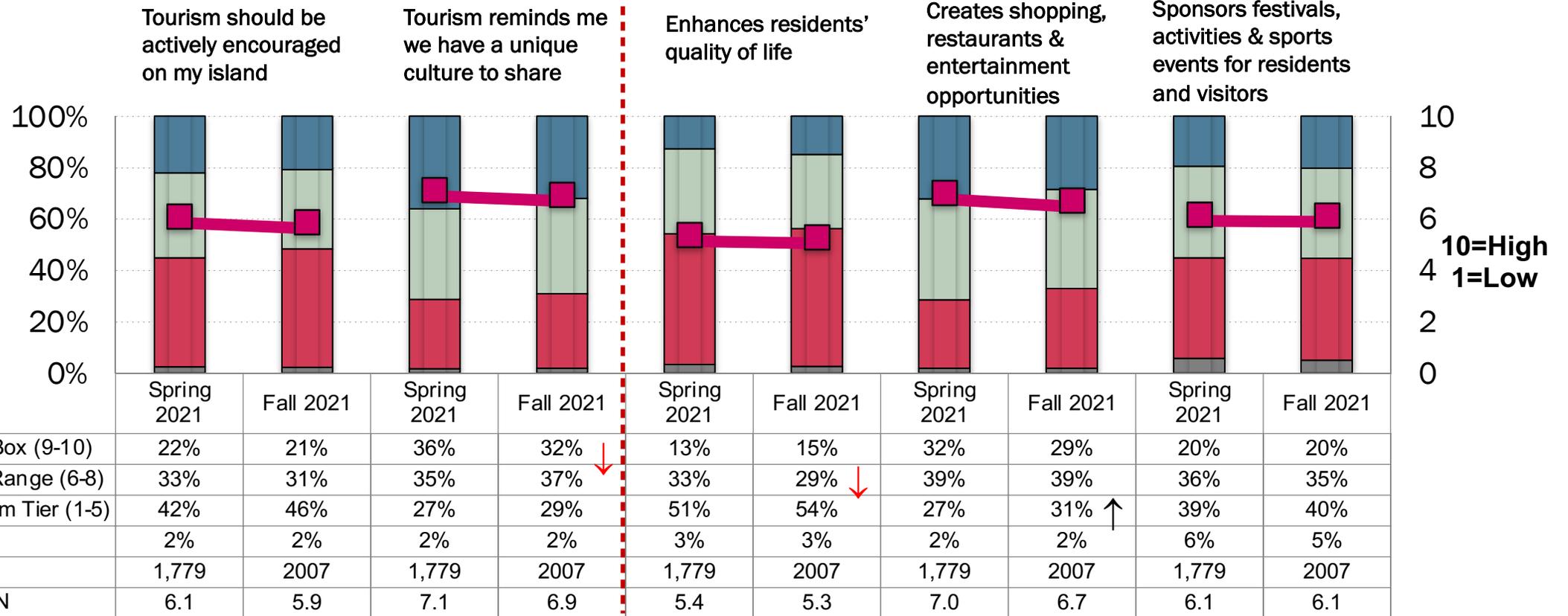


Q.4. I'm going to read you some statements about tourism, and ask you to please tell me how much you agree or disagree with each statement using a scale of 1 to 10 with 10 being Completely Agree and 1 meaning Do Not Agree At All. You can choose any number between 1 and 10.

Economic Impact (continued)/Quality of Life Indicators

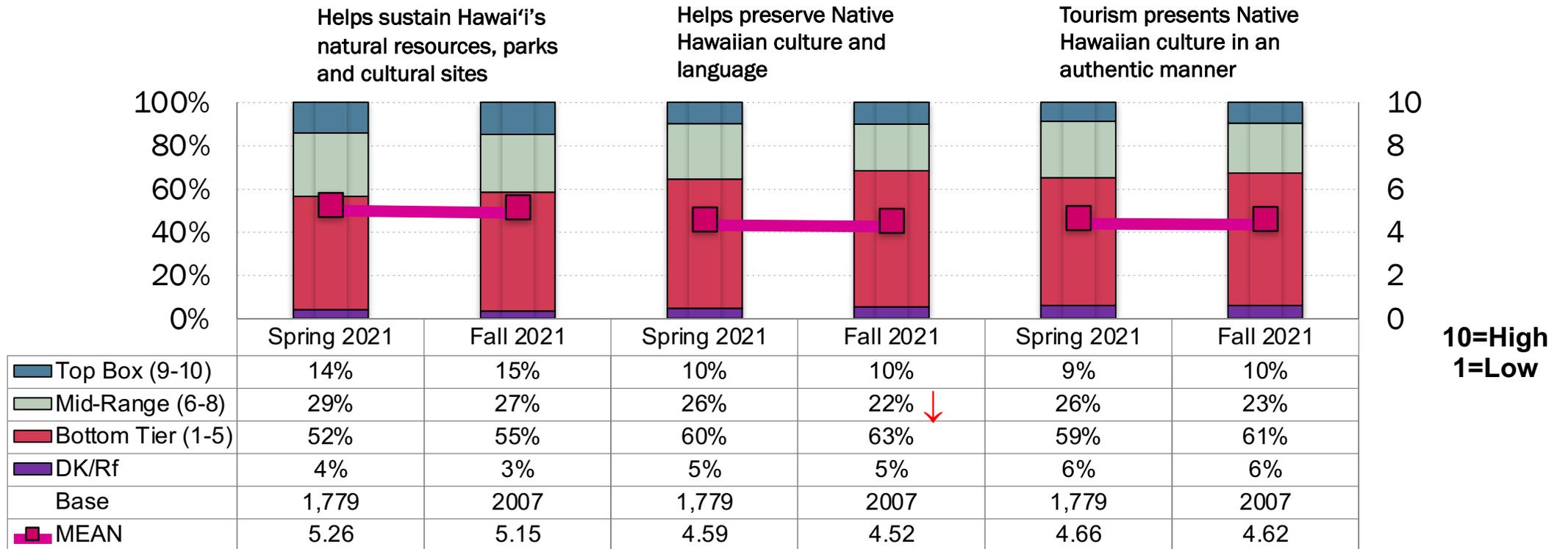
Economic Impact

Quality of Life



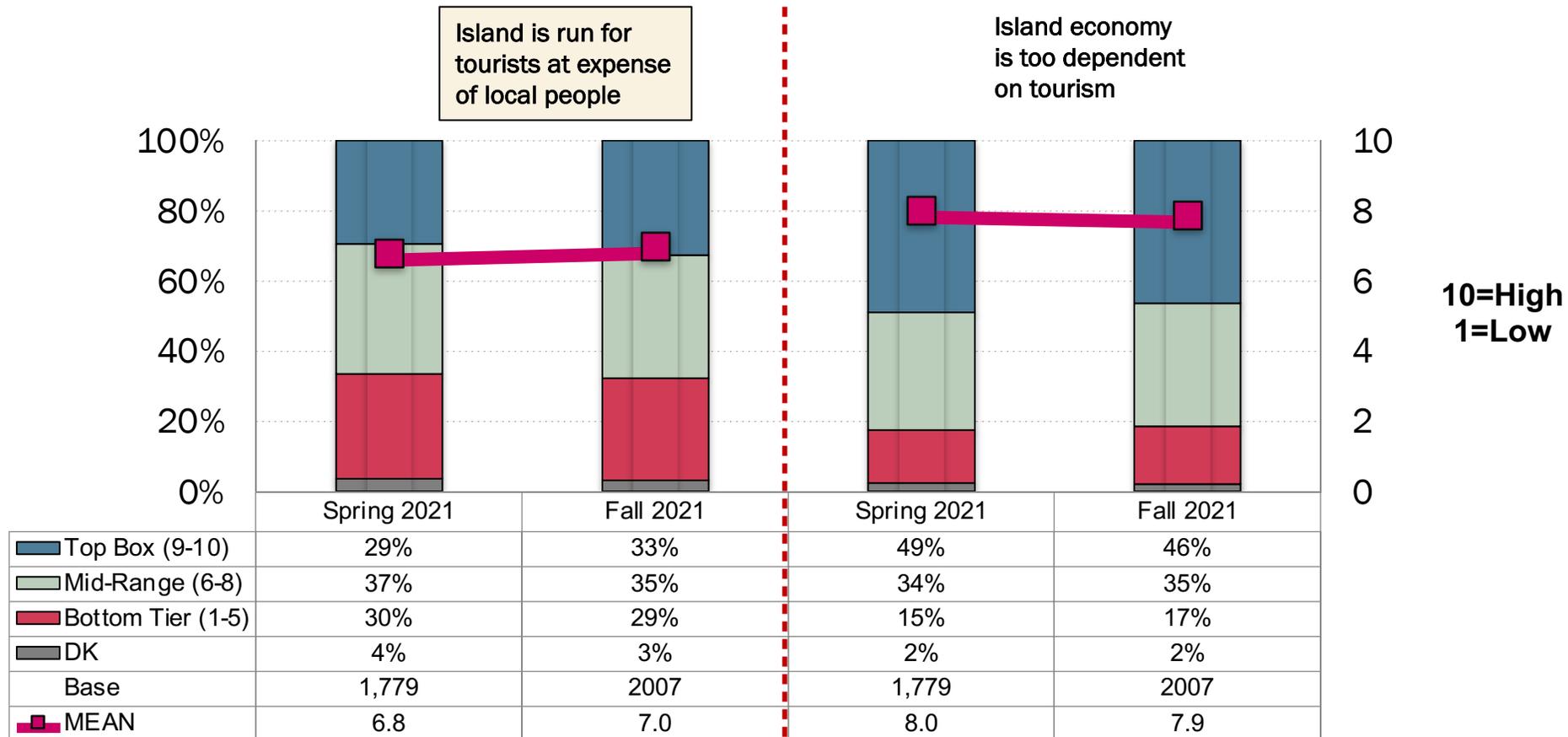
Q.4. I'm going to read you some statements about tourism, and ask you to please tell me how much you agree or disagree with each statement using a scale of 1 to 10 with 10 being Completely Agree and 1 meaning Do Not Agree At All. You can choose any number between 1 and 10.

Executive Summary – Natural Resources and Cultural Sustainability Indicators



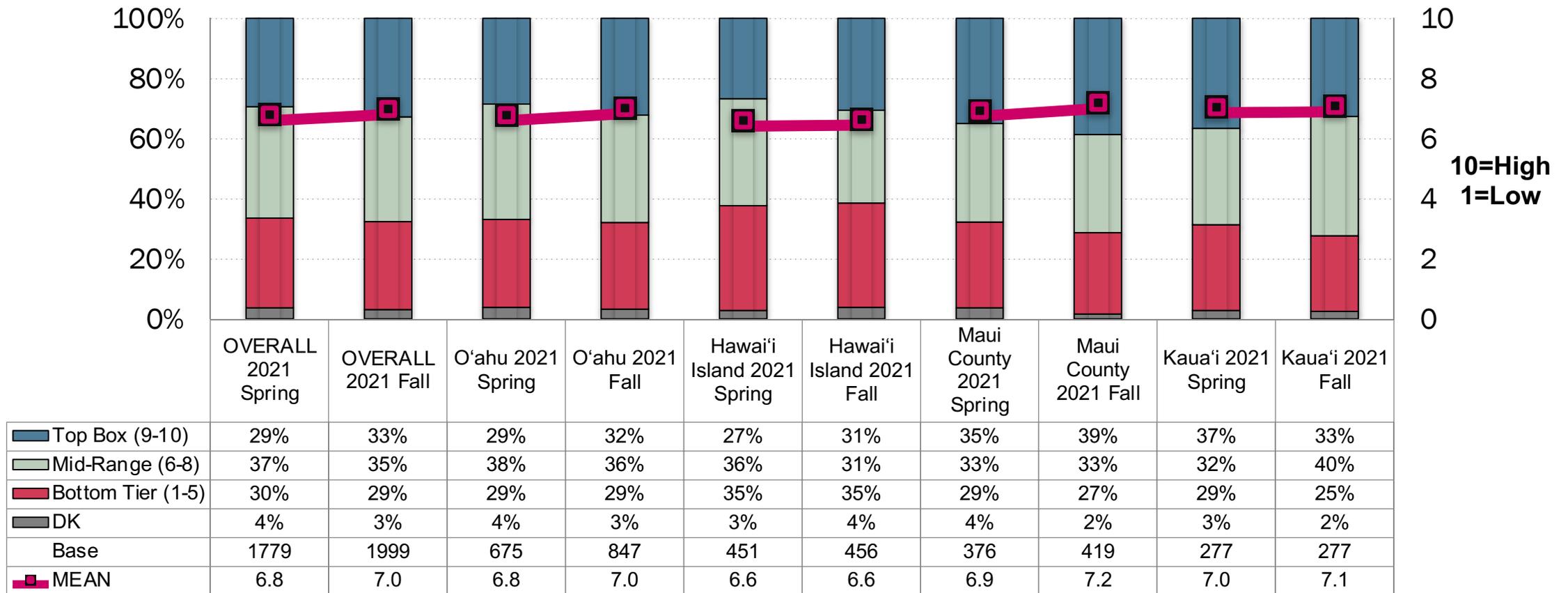
Q.4. I'm going to read you some statements about tourism, and ask you to please tell me how much you agree or disagree with each statement using a scale of 1 to 10 with 10 being Completely Agree and 1 meaning Do Not Agree At All. You can choose any number between 1 and 10.

Negative Impact Indicators



Q.4. I'm going to read you some statements about tourism, and ask you to please tell me how much you agree or disagree with each statement using a scale of 1 to 10 with 10 being Completely Agree and 1 meaning Do Not Agree At All. You can choose any number between 1 and 10.

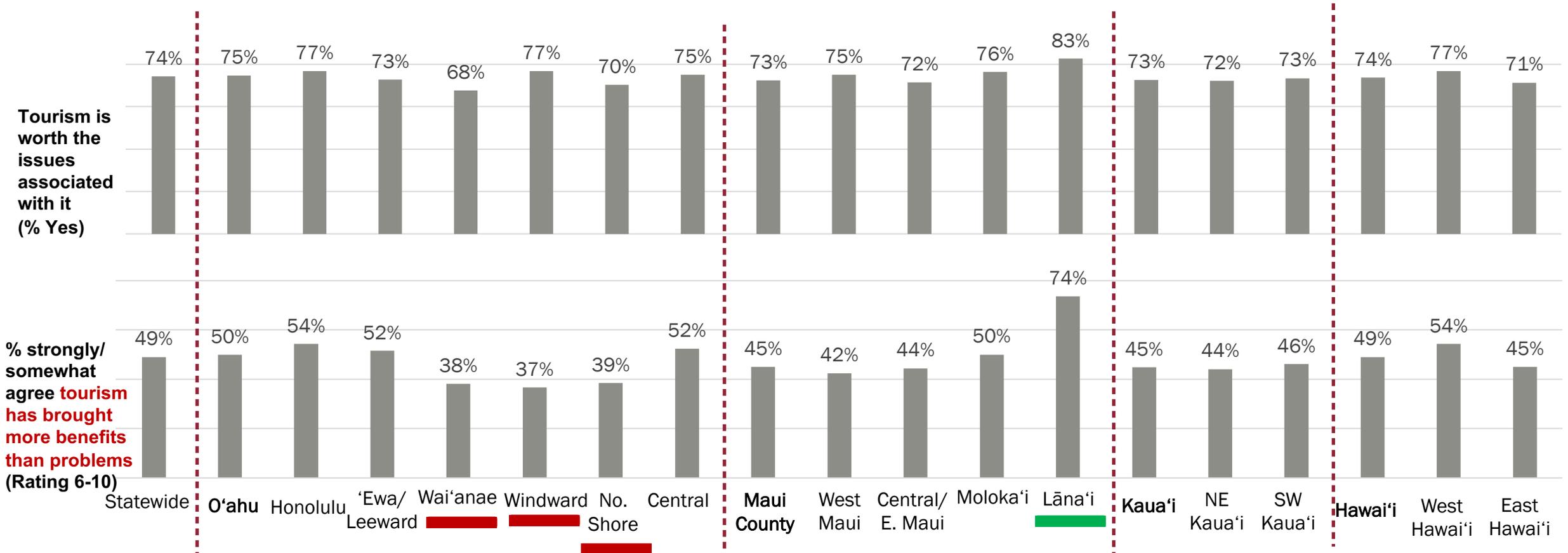
“This island is being run for tourists at the expense of local people” – *By Island*



Q4.2. Using a 10-point scale where 10 means Completely Agree and 1 means Do Not Agree at All, how much do you agree or disagree that...?

Executive Summary – Tourism worth the issues/Benefits outweigh Problems by Island/Area

On the geographic level, residents were particularly critical of tourism and its impact on the islands of O’ahu – Wai’anae Windward, and North Shore; they were less so on Lāna’i.

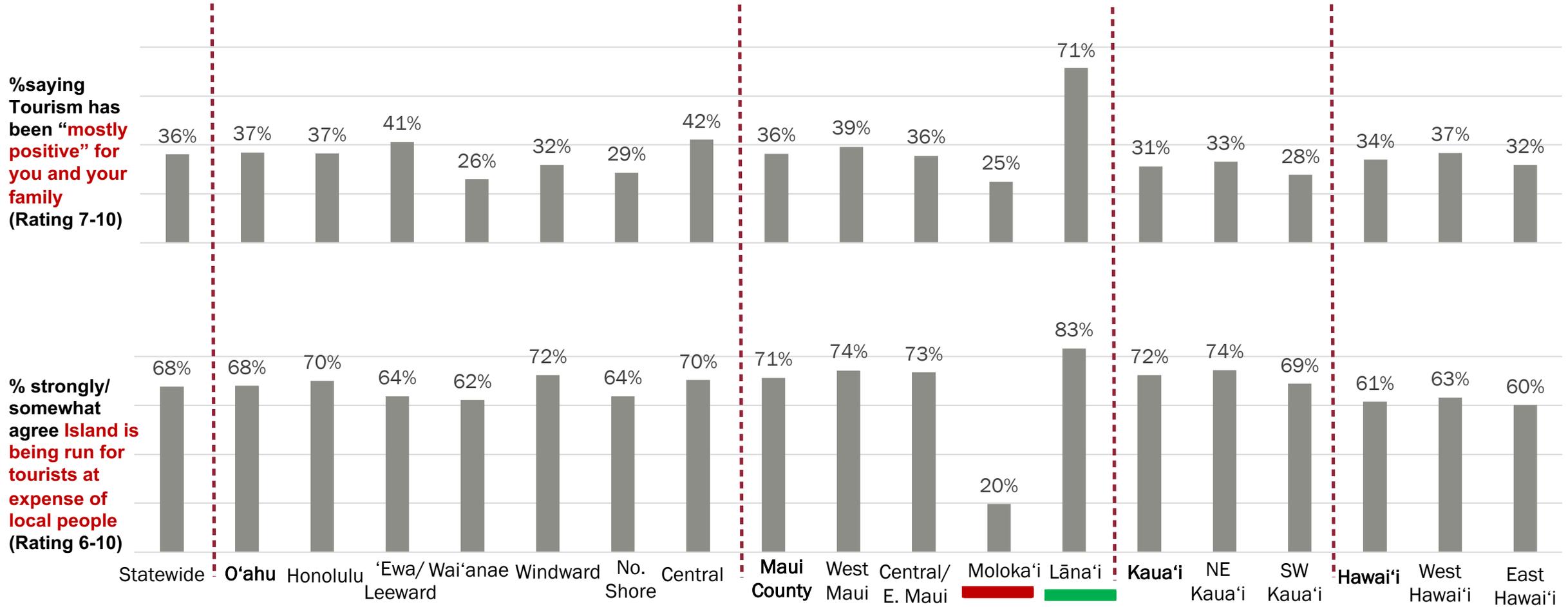


Q3. In 2019, visitors spent nearly \$18 billion in Hawaii, which produced \$2 billion in state tax revenues to support local schools, hospitals, and infrastructure. Do you think tourism is worth the issues associated with the industry?

Q.4. I’m going to read you some statements about tourism, and ask you to please tell me how much you agree or disagree with each statement using a scale of 1 to 10 with 10 being Completely Agree and 1 meaning Do Not Agree At All. You can choose any number between 1 and 10.

Executive Summary – Resident Sentiment by Island/Area

On the geographic level, residents were particularly critical of tourism and its impact on **Moloka'i** and less so on **Lāna'i**. Only 25 percent of Moloka'i residents say the industry is 'mostly positive' for themselves and their family.



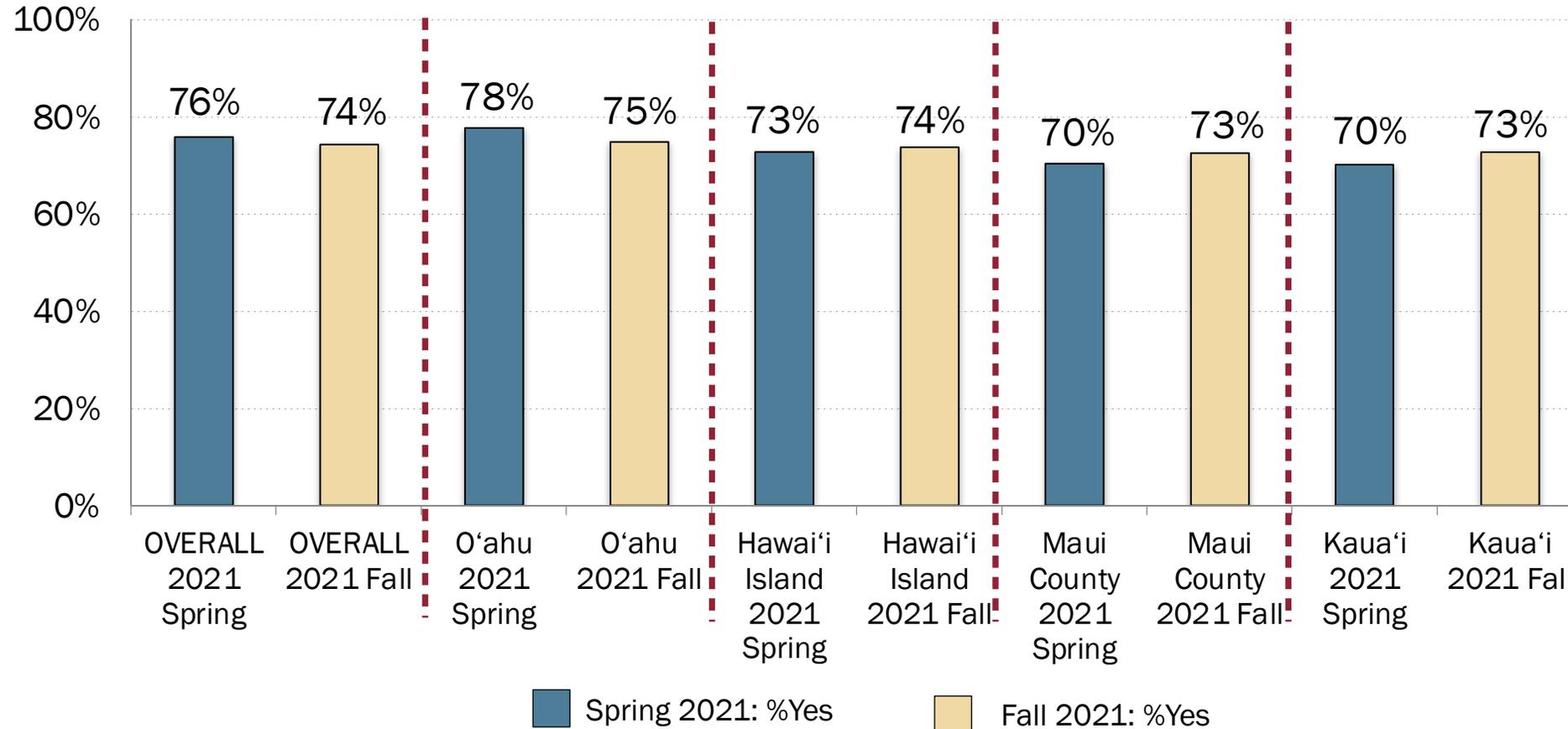
Q.4. I'm going to read you some statements about tourism, and ask you to please tell me how much you agree or disagree with each statement using a scale of 1 to 10 with 10 being Completely Agree and 1 meaning Do Not Agree At All. You can choose any number between 1 and 10.

Q2a/b. Using a 10-point scale where 10 means Extremely Positive and 1 means Extremely Negative, how would you rate the overall impact tourism has on...The State as a whole/You and Your Family?



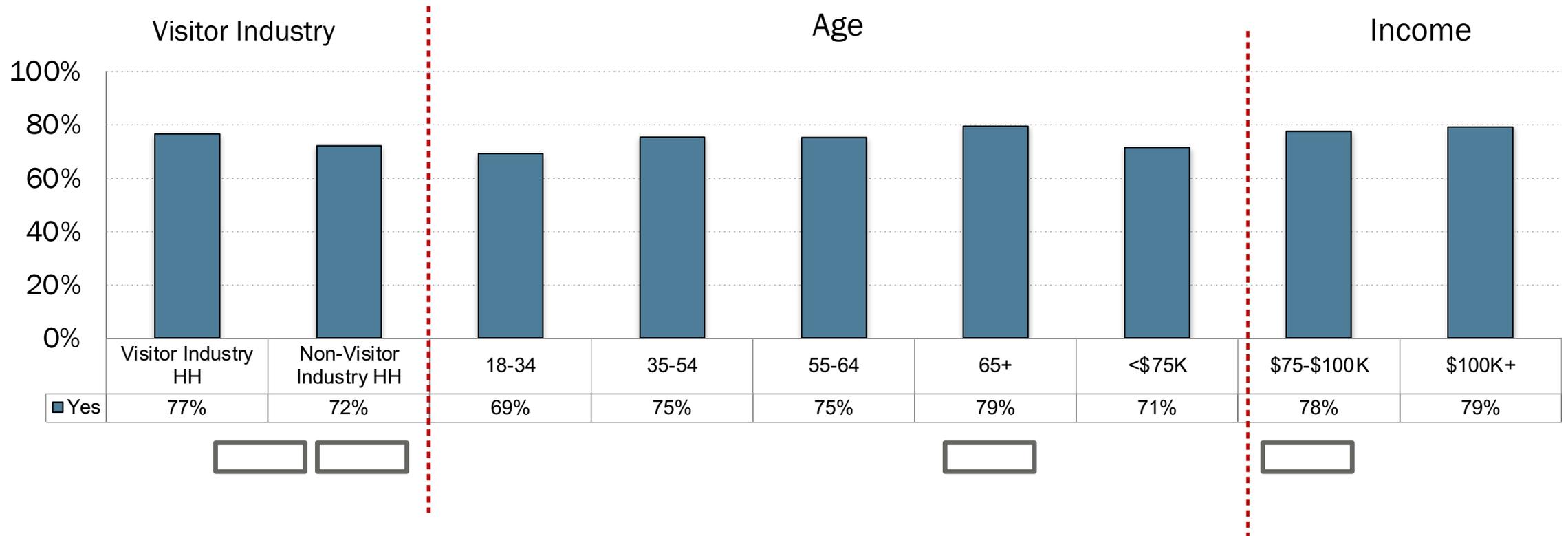
Appendix D: Is Tourism Worth the Issues Associated with it?

“Do you think tourism is worth the issues associated with the industry?” – *By Island*



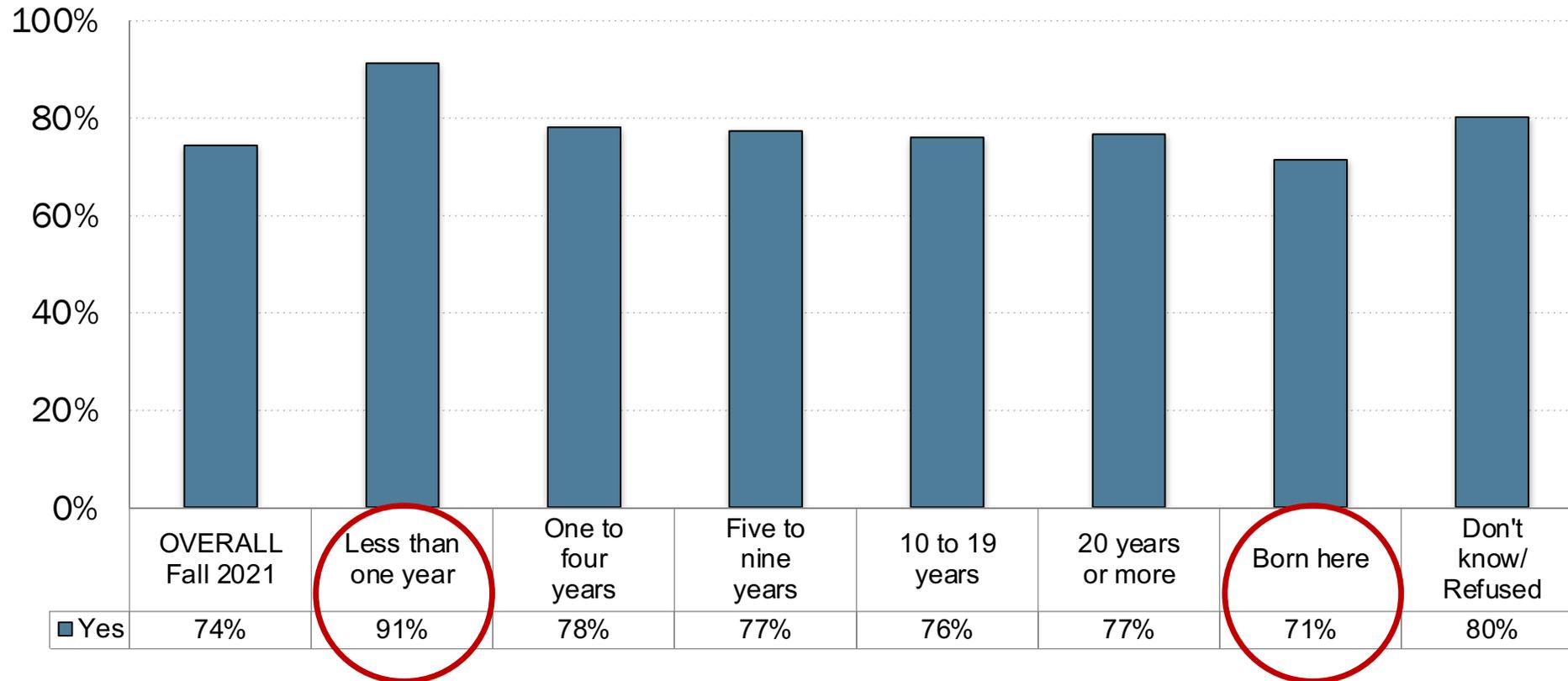
Q3. In 2019, visitors spent nearly \$18 billion in Hawai'i, which produced \$2 billion in state tax revenues to support local schools, hospitals, and infrastructure. Do you think tourism is worth the issues associated with the industry?

“Do you think tourism is worth the issues associated with the industry?” – *By Demographics*



Q3. In 2019, visitors spent nearly \$18 billion in Hawai'i, which produced \$2 billion in state tax revenues to support local schools, hospitals, and infrastructure. Do you think tourism is worth the issues associated with the industry?

“Do you think tourism is worth the issues associated with the industry?” – *By Number of Years of Living in Hawai‘i*



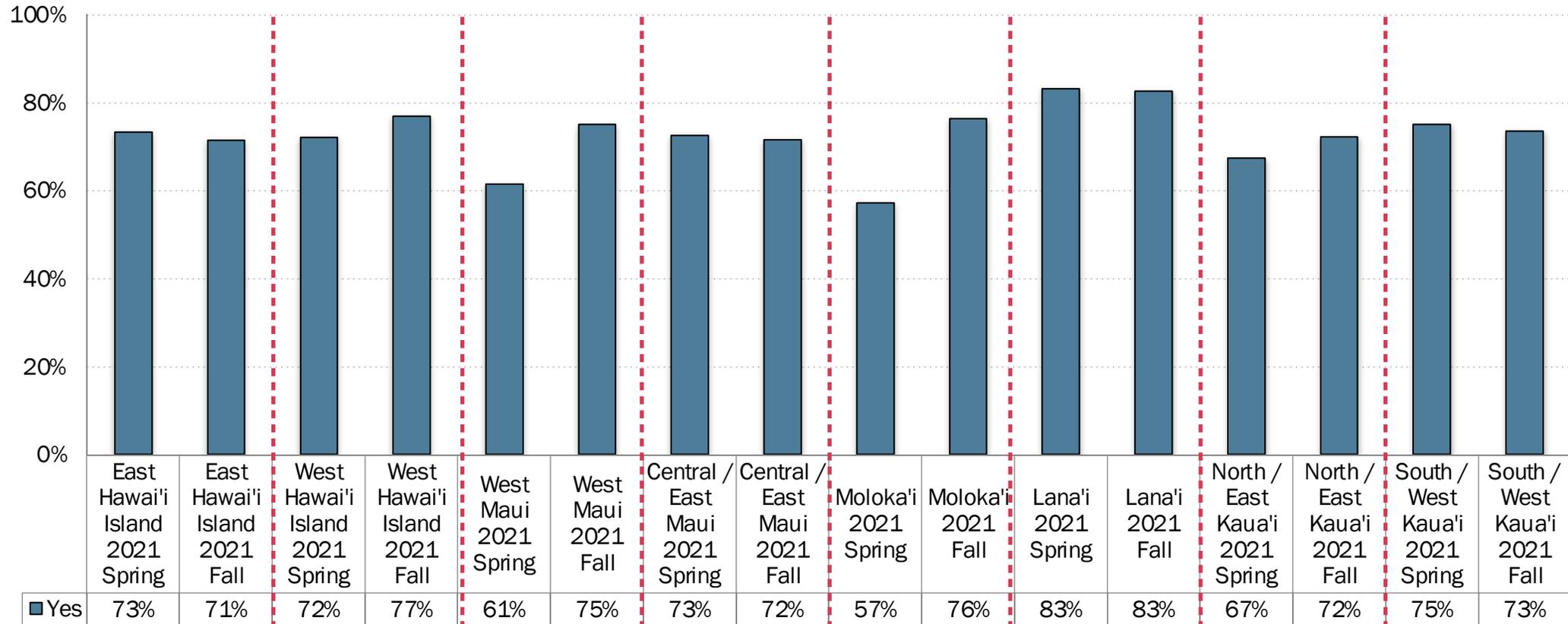
Q3. In 2019, visitors spent nearly \$18 billion in Hawai‘i, which produced \$2 billion in state tax revenues to support local schools, hospitals, and infrastructure. Do you think tourism is worth the issues associated with the industry?

“Do you think tourism is worth the issues associated with the industry?” - *By Area*



Q3. In 2019, visitors spent nearly \$18 billion in Hawai'i, which produced \$2 billion in state tax revenues to support local schools, hospitals, and infrastructure. Do you think tourism is worth the issues associated with the industry?

“Do you think tourism is worth the issues associated with the industry?” - *By Area* (Continued)



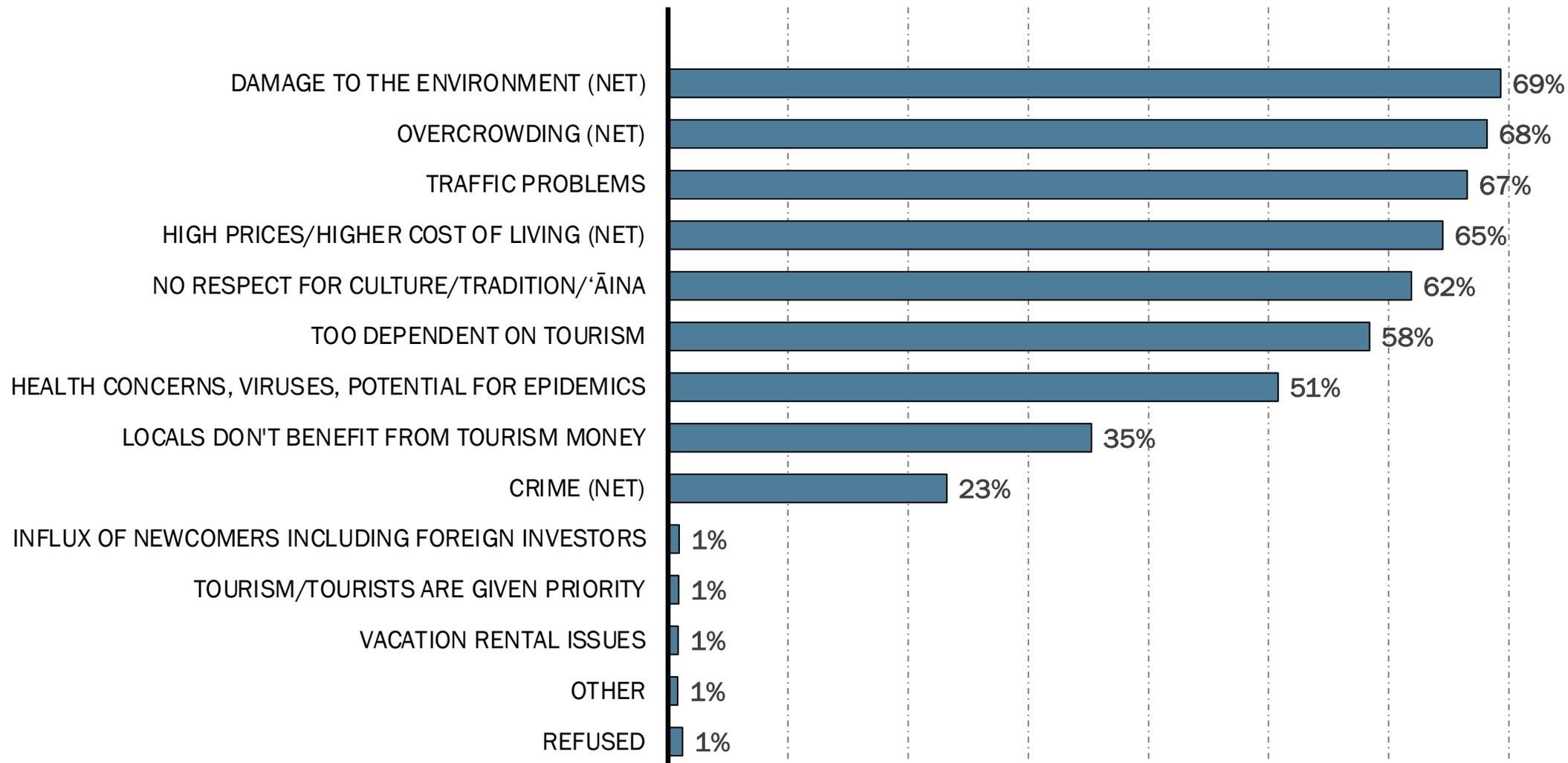
Q3. In 2019, visitors spent nearly \$18 billion in Hawai'i, which produced \$2 billion in state tax revenues to support local schools, hospitals, and infrastructure. Do you think tourism is worth the issues associated with the industry?



Appendix E: Problems Created by Tourism

Problems Created by Tourism in Hawai'i (Fall 2021 only)

(According to residents saying Hawai'i tourism creates more **problems** than benefits)

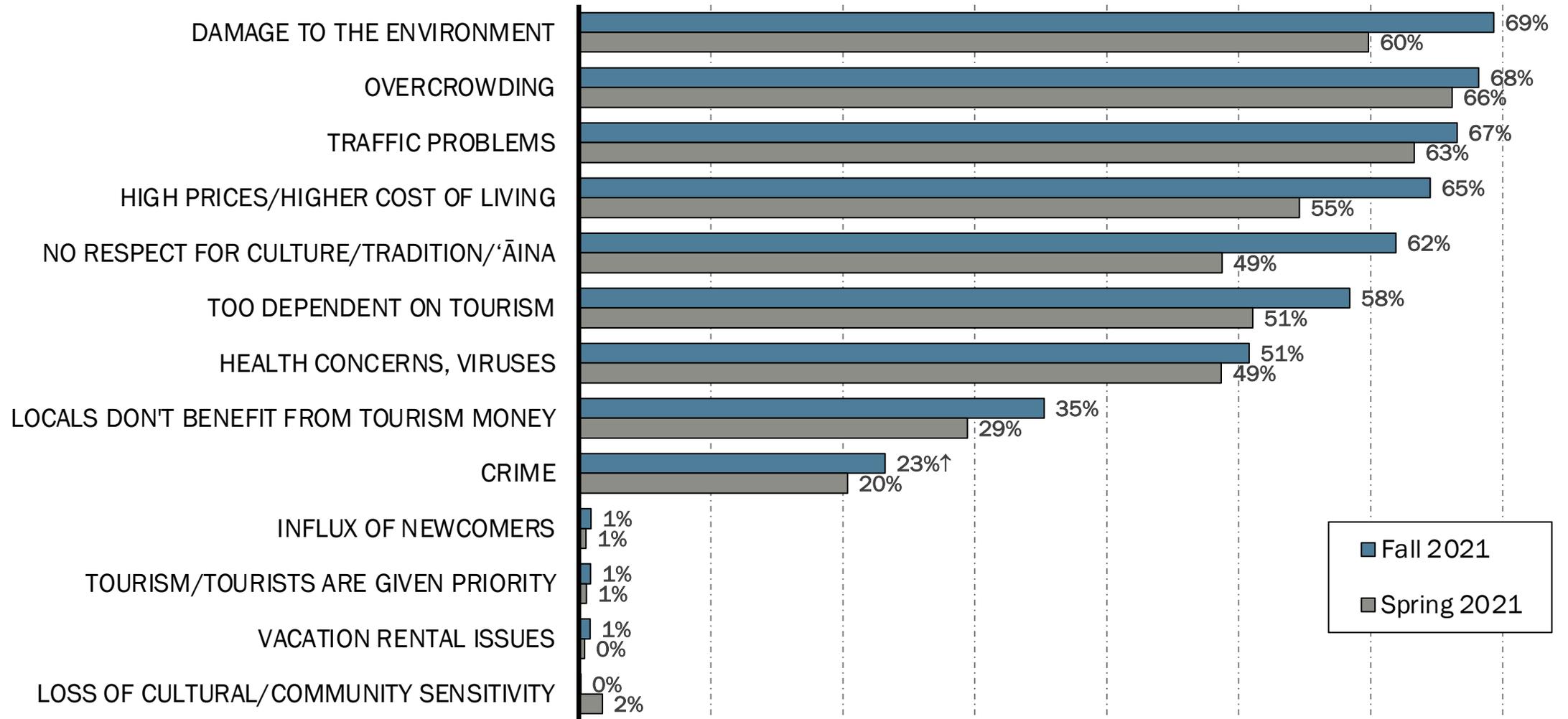


Base: 973

Q5. In your opinion, what problems do you think tourism has created in Hawai'i?

Problems Created by Tourism in Hawai'i (Trends Spring and Fall 2021)

(According to residents saying Hawai'i tourism creates more **problems** than benefits)

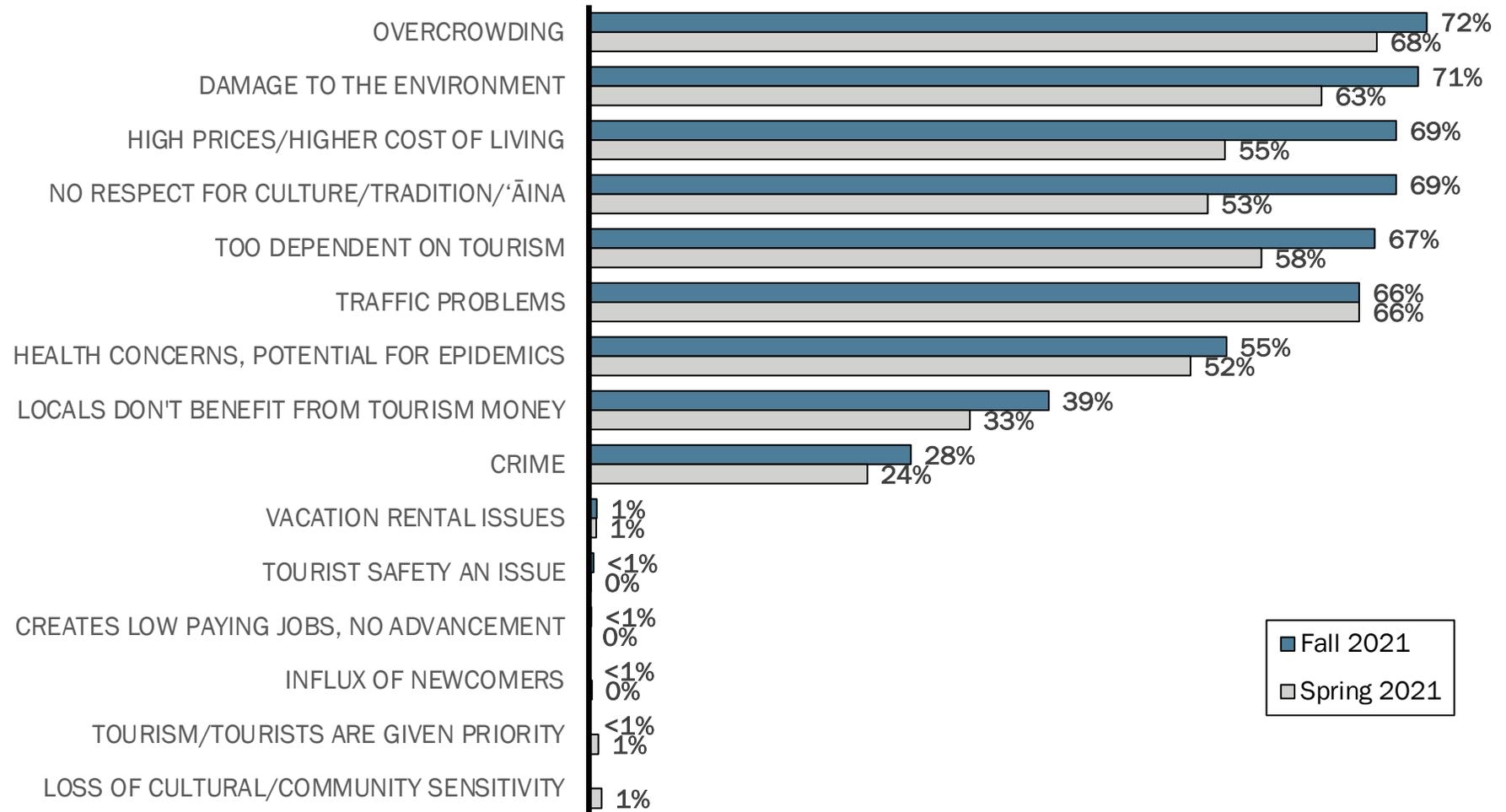


Base: Spring 2021 (808), Fall 2021 (973)

Q5. In your opinion, what problems do you think tourism has created in Hawai'i?

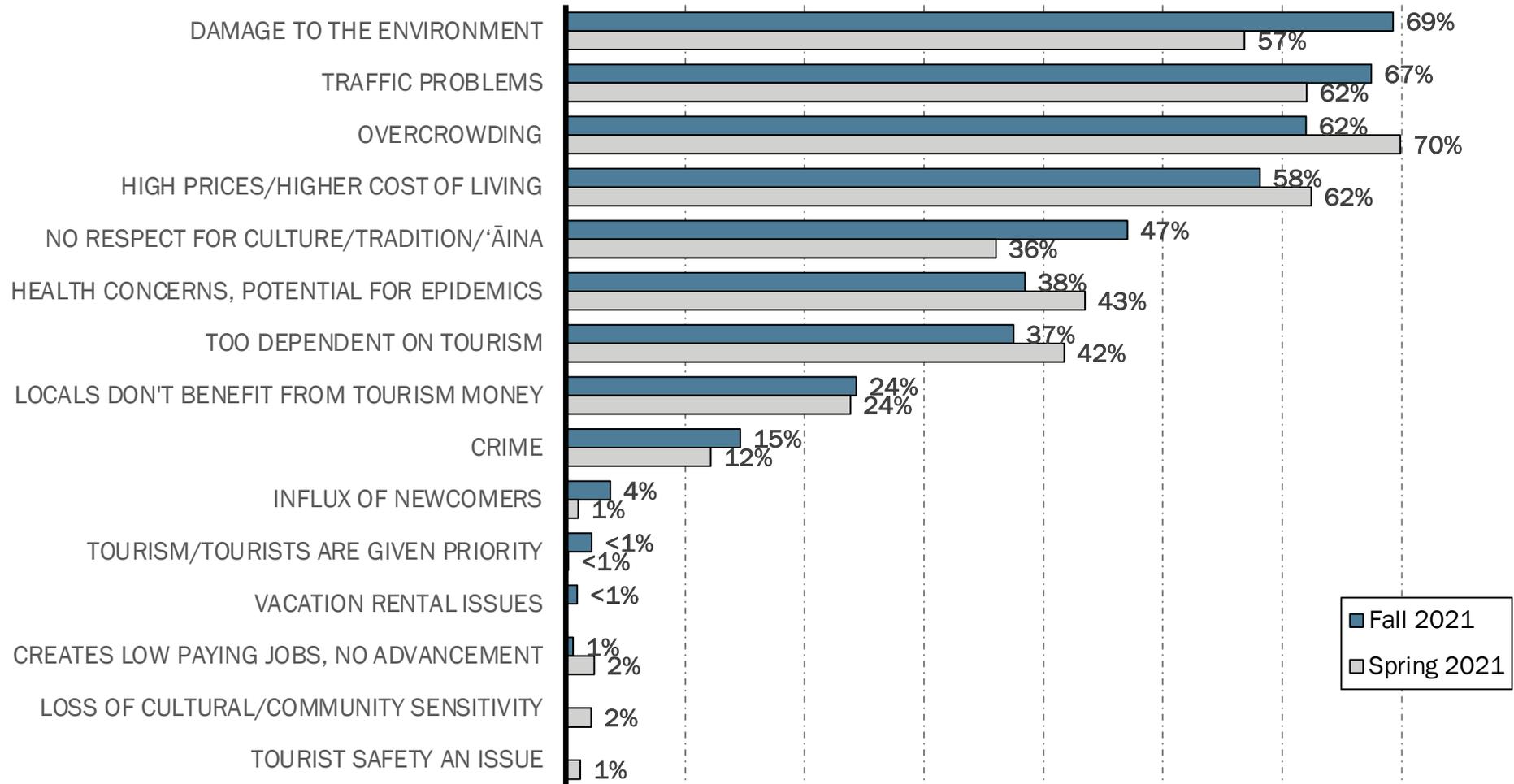
Problems Created by Tourism in Hawai'i: O'ahu Residents

(According to residents saying Hawai'i tourism creates more problems than benefits)



Base: Fall 2021 (400), Spring 2021 (283)
 Q5. In your opinion, what problems do you think tourism has created in Hawai'i?

Problems Created by Tourism in Hawai'i: Maui County Residents (According to residents saying Hawai'i tourism creates more problems than benefits)

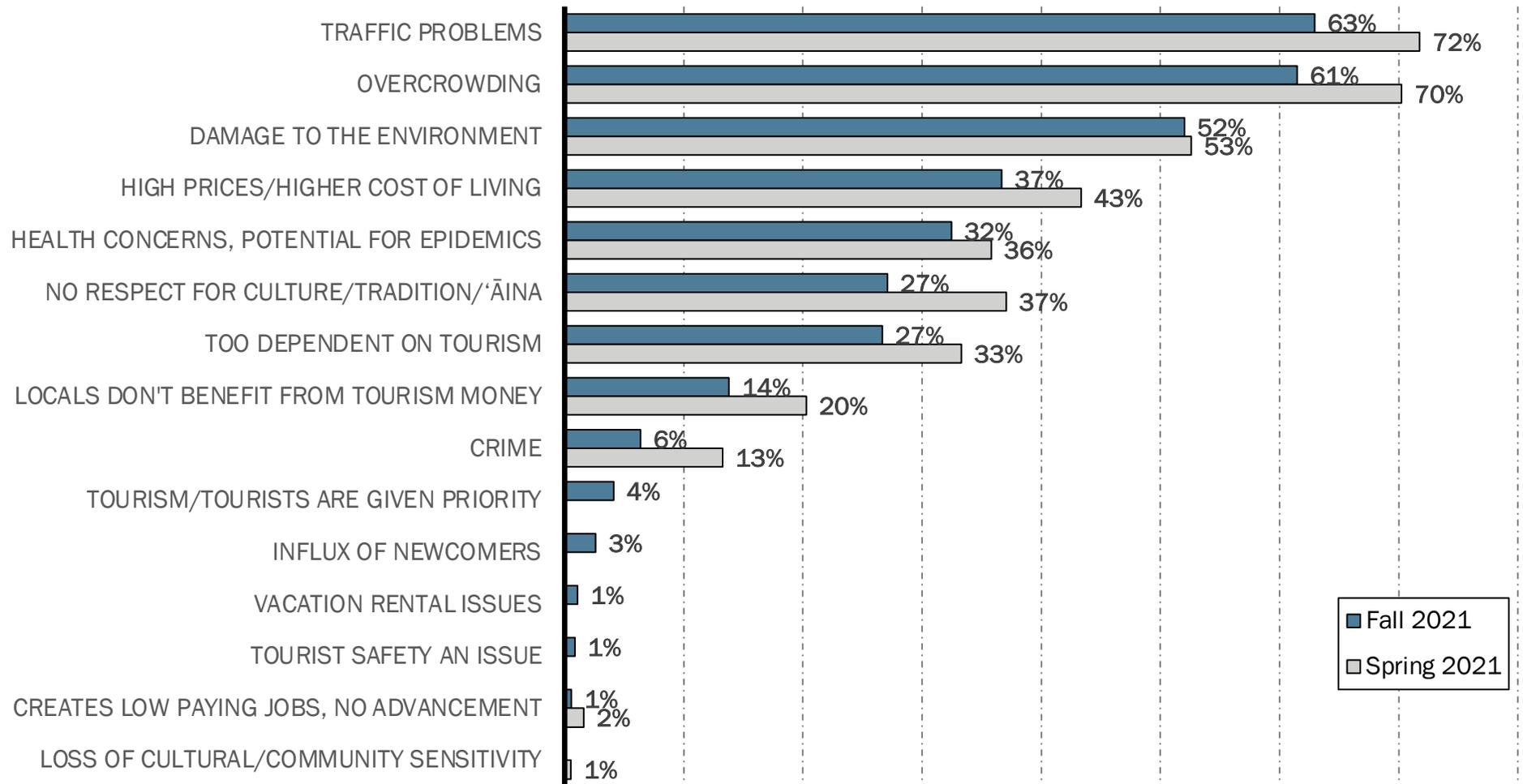


Base: Fall 2021 (216), Spring 2021 (195)

Q5. In your opinion, what problems do you think tourism has created in Hawai'i?

Problems Created by Tourism in Hawai'i: **Kaua'i Residents**

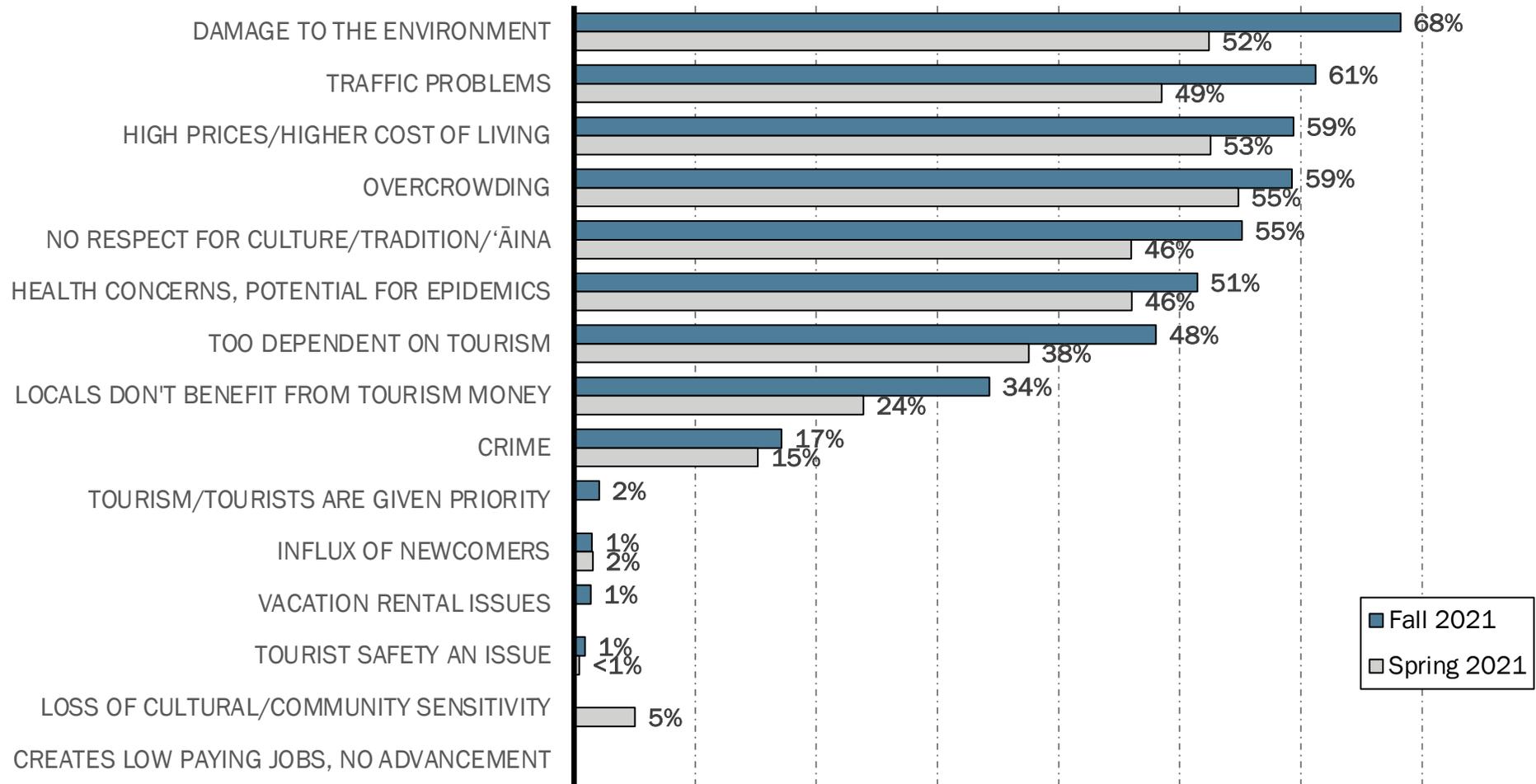
(According to residents saying Hawai'i tourism creates more problems than benefits)



Base: Fall 2021 (148), Spring 2021 (139)
 Q5. In your opinion, what problems do you think tourism has created in Hawai'i?

Problems Created by Tourism in Hawai'i: Hawai'i Island Residents

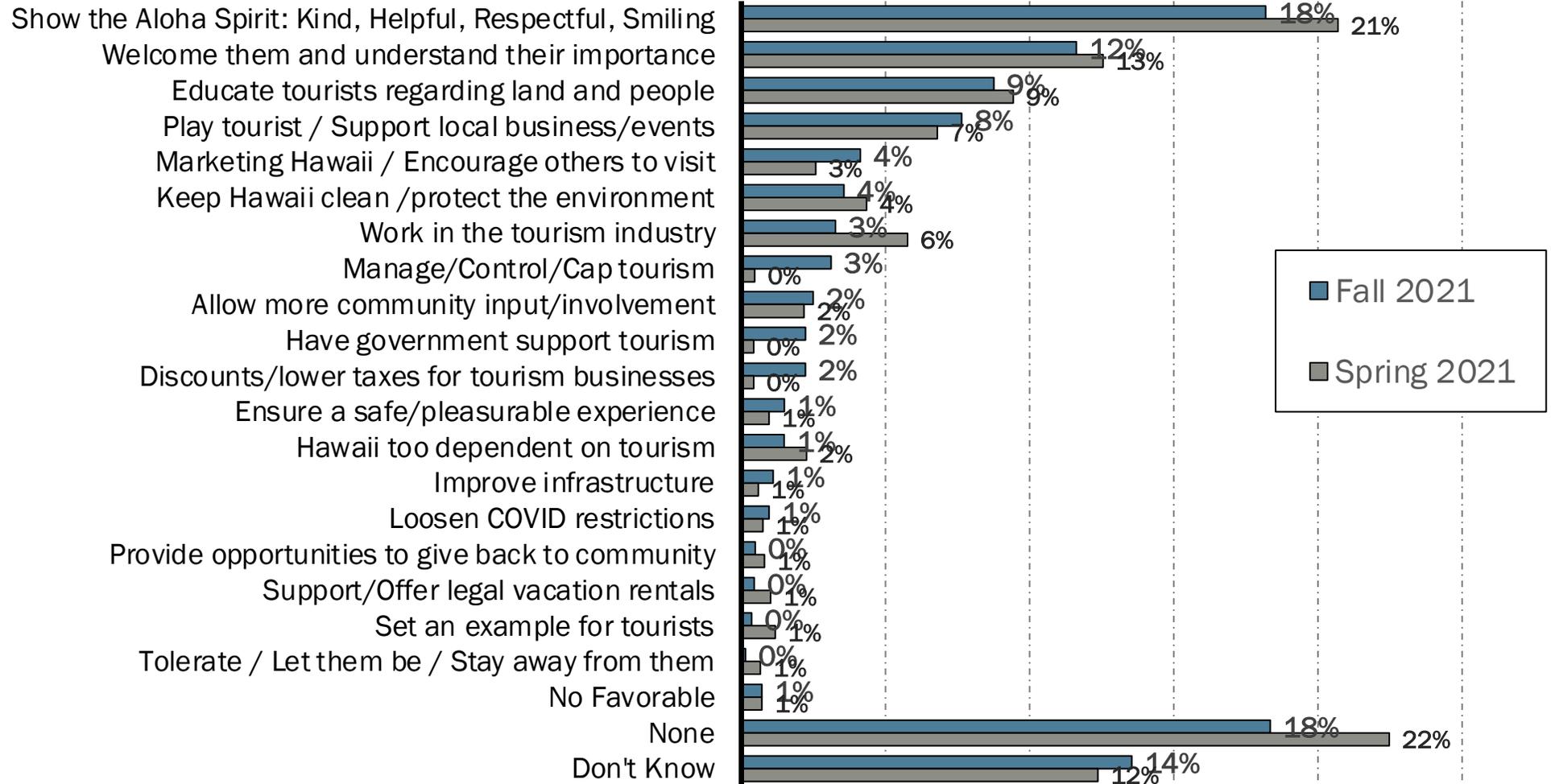
(According to residents saying Hawai'i tourism creates more problems than benefits)



Base: Fall 2021 (209), Spring 2021 (191)
 Q5. In your opinion, what problems do you think tourism has created in Hawai'i?

Ways Residents can Support Tourism in Hawai'i (Trends Spring and Fall 2021)

(According to residents saying Hawai'i tourism creates more **benefits** than problems)



Base: 1144 (Spring 2021), 1248 (Fall 2021)

Q6. You indicated earlier that you were favorable toward tourism. Is there anything that residents like yourself can do to contribute to or support the tourism industry?

11

a.1 Financials – December 2021



AUTHORITY

Financial Statements – Executive Summary
December 1, 2021 – December 31, 2021

Foreword:

- FY21 Transactions Processed in FY22. As noted in HTA’s June 30, 2021 financial statements, some transactions using FY21 funds that we submitted to DAGS in FY21 were processed by DAGS as FY22 business. It is necessary to include these transactions processed in July 2021 in HTA’s official records for FY22 and accordingly are acknowledging that via a separate Budget Statement included in these financial statements for informational purposes only. However, we have included these transactions in HTA’s unofficial FY21 encumbrance records and we will omit these transactions from our focus in FY22 business discussed in these financial statements. Further detail can also be found in HTA’s June 30, 2021 financial statements.
- New Fund Accounts. With HTA now appropriated Federal ARPA funds in FY 2022, we have added two new sections to the Executive Summary to discuss the Tourism Federal Fund (ARPA) and Convention Center Federal Fund (ARPA).

Tourism Federal Fund (ARPA TFF) – [Official Name: HTA CSFRF Subaward]:

1. \$32.6M in cash (remaining from amount that has been allotted to HTA so far).
2. The release of TFF funds for HTA use is accomplished through an approval process that includes approval by the Governor (CSFRF approval), the State’s Department of Budget & Finance’s (B&F) and the HTA Board of Directors. Below is a summary of the status of those approvals:

	Gov Approved	B&F Funds Release		Board Approved	Encumbered
	(CSFRF)	Requested	Approved	Amount	
Hawaiian Culture	-	-	-	1,090,500	-
Natural Resources	-	-	-	665,000	-
Community	27,289,500	-	-	735,500	-
Branding	28,500,000	31,305,000	31,305,000	34,480,000	27,952,209
Sports	-	2,177,889	-	3,677,889	-
Safety & Security	-	-	-	900,000	1,380
Research	-	-	-	60,000	-
Planning	-	-	-	2,005,200	-
Admin	648,700	648,700	648,700	999,111	41,226
Governance and Org-Wide	351,800	246,800	246,800	351,800	79,282
Payroll	3,210,000	3,210,000	3,210,000	3,410,000	3,210,000
	<u>60,000,000</u>	<u>37,588,389</u>	<u>35,410,500</u>	<u>48,375,000</u>	<u>31,284,097</u>

B&F has approved HTA's extension request to allow the encumbering and expenditure of the \$60M ARPA funds by June 30, 2023.

- Over several meetings, the HTA Board approved a partial FY 2022 budget of \$48.4M, further detailed below.

	Incremental Approved at Meeting	Cumulative Budget Approved	Description
June 11, 2021 Meeting	1,000,000	1,000,000	Payroll
July 2021 Meeting	32,200,500	33,200,500	Branding, Payroll, Admin and Governance
September 2021 Meeting	1,787,889	34,988,389	Cruise and Sports
November 2021 Meeting	8,086,611	43,075,000	Most other programs
December 2021 Meeting	5,300,000.00	48,375,000.00	Programs previously identified as needing further clarification to Board's questions

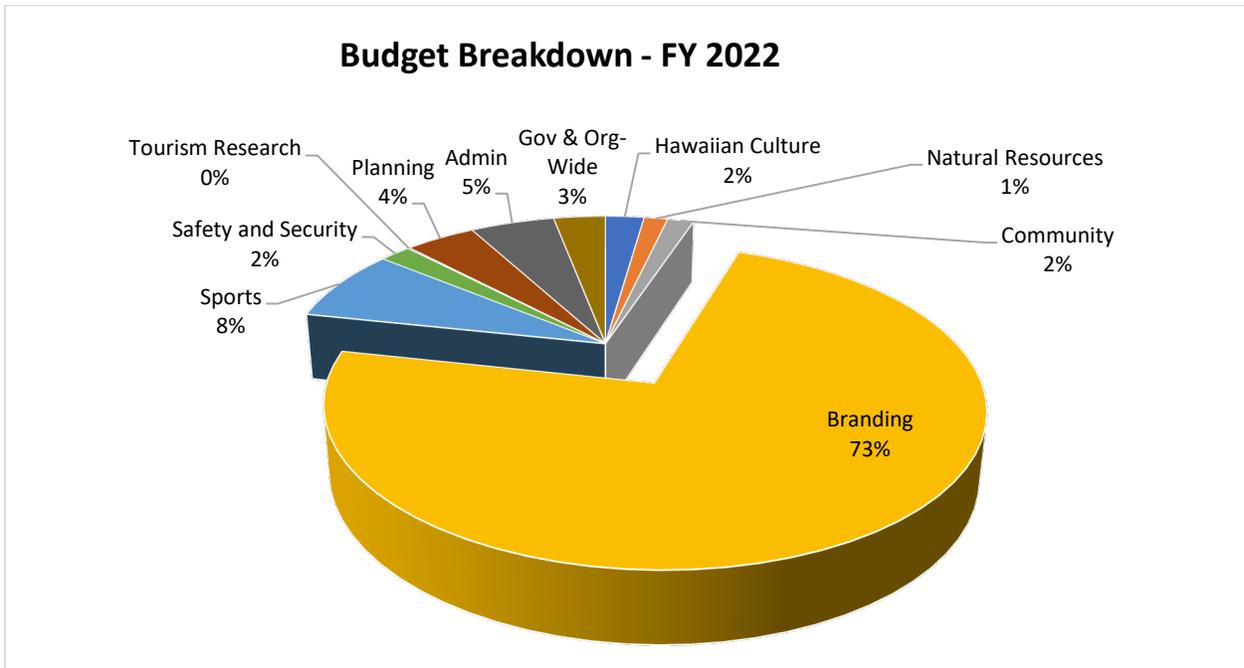
Through December, \$11,625,000 of programs presented as part of HTA's draft FY 2022 budget has been deferred or will be reprogrammed for other purposes, resulting in a FY 2022 budget of \$48,375,000 approved to date.

As of December 31, 2021, \$31.3M of the \$48.4M FY2022 budget was utilized/encumbered, or 65%.

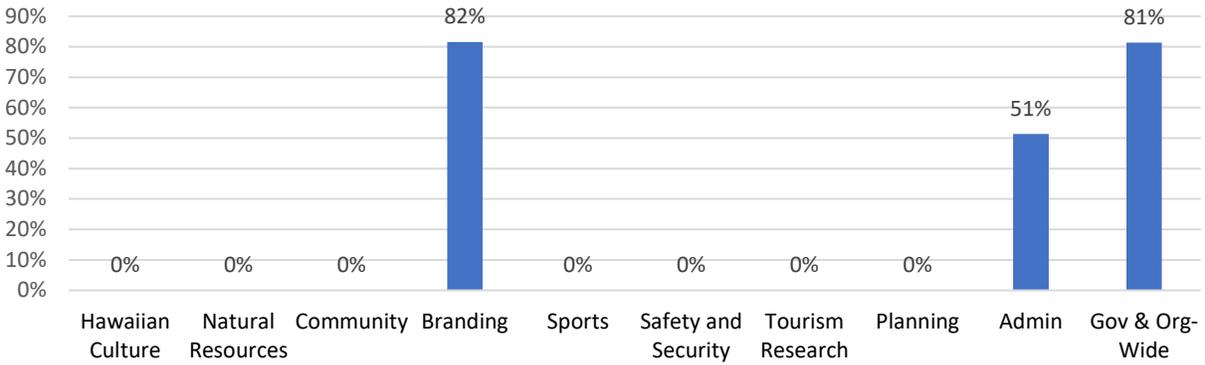
Below is a summary of the FY 2022 budget based upon Federal reporting categories (titles were paraphrased):

Primary Federal Category	Budget	Encumbered	Remaining
Economic Recovery	44,965,000	28,074,097	16,890,903
Continuation of Government Services			
Payroll	3,410,000	3,210,000	200,000
	48,375,000	31,284,097	17,090,903

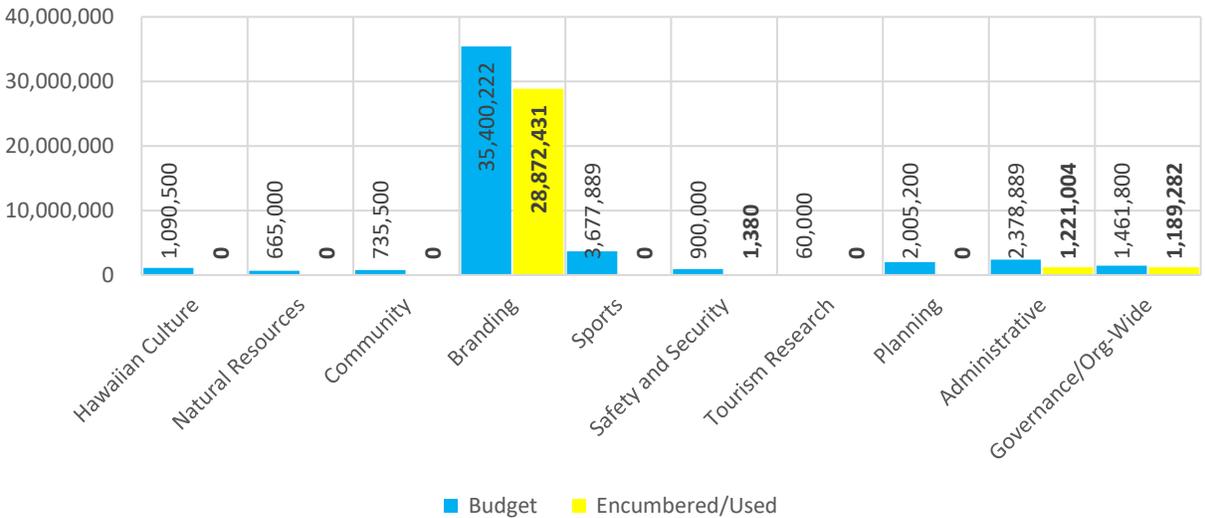
The following are various charts to depict our FY 2022 budget, budget utilization and trends. It is important to note that only a portion of HTA’s budget has been approved as of the date of these financial statements, and accordingly are reflected here below. A more balanced budget would be evident upon approval of HTA’s full FY 2022 budget and when considering the contracts for FY 22 services that HTA encumbered using FY 2021 funds (sourced from June 2021 TAT revenue and HTA Board Resolution funds). Further, we anticipate approximately 29% of HTA’s FY 2022 budget to be used toward Branding Education programs.



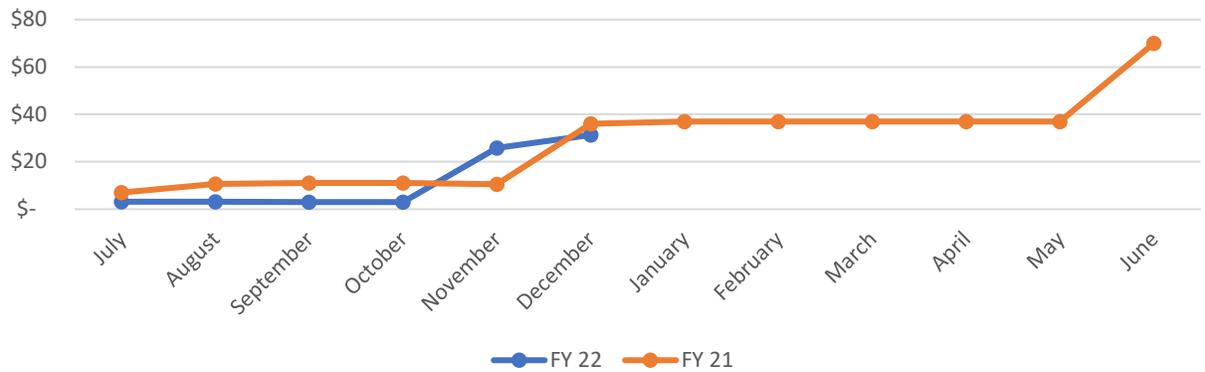
Percentage of Budget Utilized 12/31/21



Budget vs Encumbered as of 12/31/21 (Budget Used)



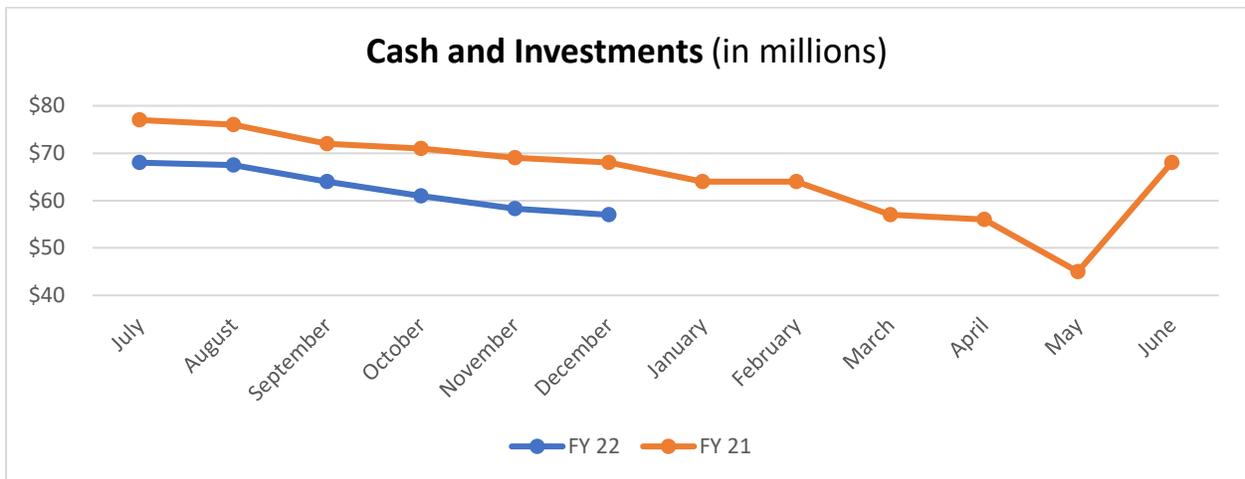
Budget Utilized (in millions)



4. No budget reallocations were made in December 2021. A detail of the reallocations made for the reporting period and cumulatively for the fiscal year are typically detailed on the accompanying Budget Reallocation Summary.
5. Operating Income (Loss):
 - a. No ARPA funds were recorded as allotted to HTA during the December 2021 period. Cumulatively, \$32.7M has been allotted to HTA year-to-date through December 2021, which represents ARPA funds HTA will use in FY 2022 for staff's payroll, branding, admin and governance costs. Additionally, in December 2021, B&F approved the release of \$2.7M in funds, which will be recorded as allotted to HTA in January upon also recording at DAGS.
 - b. Since this is the fund's first year in operation, no Statement of Revenues and Expenditures associated with prior year funds is included.

Tourism Special Fund (TSF):

6. The Tourism Special Fund sunset on January 1, 2022, pursuant to Act 001, 2021 Legislative Special Session, upon which all unencumbered funds are available for remitting to the State's General Fund. The \$5M Emergency Fund remains with HTA.
7. \$57M in cash and investments



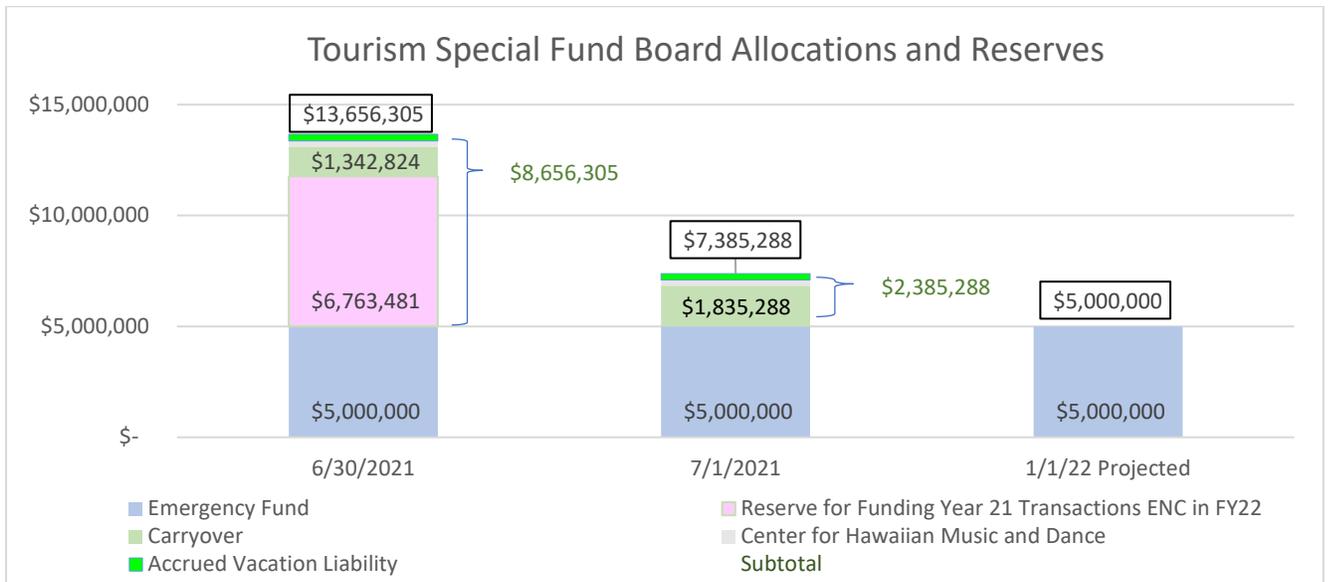
- a. Includes \$5M in Emergency Fund held as investments.
 - i. Approximately \$5.0M held in money market funds
 - ii. Further detail provided in the financial statements (as of November 2021)
- b. Cash decreased by approximately \$1.3M from November 30, 2021 primarily due to disbursements related to operational and program expenditures.
- c. We anticipate the cash balance to decrease to \$0 over time once all encumbered funds are expended, except for the \$5M Emergency Fund.

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

\$49.2M	Prior year encumbrances currently being spent down	
\$0.00	Current year encumbrances remaining	
\$49.2M	Total encumbrances outstanding at December 31, 2021	

Staff routinely makes a concerted effort to liquidate older encumbrances that should no longer be encumbered and that is reflected here.

- 9. In addition to HTA's \$5M Emergency Fund, \$2.3M was reserved as Board allocations as of July 1, 2021. This compares to \$8.6M at the end of last fiscal year. The reduction is due to the FY21 transactions that DAGS processed in July of FY22, as previously discussed. A supporting schedule is also embedded in these financial statements to provide greater detail. These balances are comprised of the following:



Pursuant to Act 001, Special Session 2021 (HB 862), the Tourism Special Fund was sunset on January 1, 2022. Any unencumbered funds are now considered available to return to the State's General Fund, which we currently anticipate being approximately \$2.8M.

10. There is no budget for the Tourism Special Fund in FY 2022, as only Federal funds were appropriated.

11. Operating Income (Loss):

- a. Pursuant to Act 001, Legislative Special Session 2021, HTA is no longer included in the TAT allocation.
- b. \$81.9K in investment income was earned in December 2021, bringing its year-to-date amount to \$126K.

Convention Center Federal Fund (ARPA CCFF) – [Official Name: Convention Center CSFRF Subaward]:

12. \$11M in cash (remaining from amount that has been allotted to HTA so far).

13. The Board approved a \$490K budget for payroll, which was fully encumbered earlier in FY 2022.

14. Operating Income:

- a. \$10.5M of ARPA funds were allotted to the Convention Center in December 2021. Cumulatively, \$11M has been allotted year-to-date, which represents ARPA funds HTA will use in FY 2022 for staff's payroll and to fund expenditures of the Convention Center.
- b. Since this is the fund's first year in operation, no Statement of Revenues and Expenditures associated with prior year funds is included.

Convention Center Enterprise Special Fund (CCESF):

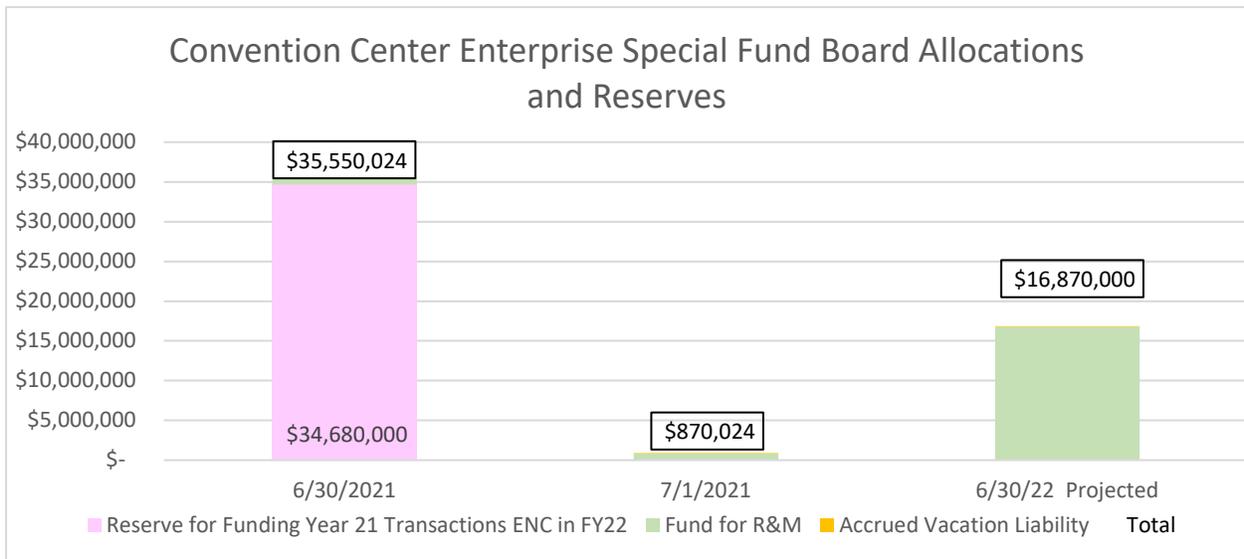
15. \$48.9M in cash. Cash remained consistent from November 30, 2021.

16. \$18.8M in cash with contractor or with DAGS, for R&M projects (as of November 2021).

- a. Includes \$2M in Emergency R&M funds
- b. These funds are encumbered or budgeted toward specific projects such as kitchen wall rehabilitation and exterior planter repairs, exterior building painting, trellis replacement, house audio upgrades, ballroom gutter and transom glass repair, chiller replacement, and various equipment purchases and upgrades. Of the \$18.8M, approximately \$7.2M has been contracted (as of November 2021).
- c. The amount of cash remaining with the contractor already accounts for \$5.3M expended on current and future projects (in-progress costs or preliminary work).

17. \$13M reserved as Board allocations as of December 31, 2021. This compares to a reserve balance of \$35.5M as of June 30, 2021. The decrease is due to the FY 2021 transactions that were processed by DAGS in July 2021 (as FY 2022 business) discussed earlier, partially offset by \$1M in HCC revenue receipts and \$11M in TAT revenue deposited into the CCESF in FY 2022, pursuant to HRS 237D, as amended by Act 1 of the 2021 Legislative Special Session. We anticipate the \$13M reserve balance to further increase to \$16.8M by June 30, 2022, due to:

- a. The deposit of Convention Center revenues throughout FY 2022.
- b. The inability to spend these funds due to the CCESF not having an appropriation ceiling in FY 2022.



18. \$35.9M of prior year outstanding encumbrances currently being spent down.

19. Budget:

- a. No budget has been established for the CCESF in FY 2022, as no expenditure ceiling was appropriated, as discussed earlier.
- b. Note: In FY 2021, HTA used the \$16.5M TAT it received in June 2021 and \$18.6M previously reserved as Board Allocations to fund AEG’s FY 2022 operations contract. Staff advised the Board of its intention to do so at the June 10, 2021 Board meeting, including to deploy reserve funds in an effort to ensure we maximize HCC’s ROI and efficiently use any time afforded during the pandemic to address major repair and maintenance. The \$16.5M and \$18.6M were encumbered as follows:

	FY22 HCC Operations - Encumbrance Funded with		
	TAT Restart Funds	Reserve / Board Reso Funds	Total
HCC Facility Operations Expenses	5,517,400	5,169,000	10,686,400
HCC Operating Contingency	-	2,500,000	2,500,000
HCC Local Sales	533,000	-	533,000
Major R&M (from TAT Restart funds)	10,129,600	-	10,129,600
Major R&M (from CCESF Reserves)	-	10,831,000	10,831,000
Property Insurance	320,000	100,000	420,000
	16,500,000	18,600,000	35,100,000

* Additionally, the AEG contract included \$5,948,568 funded from the TSF for the Center for Hawaiian Music & Dance.

20. Operating Income:

- a. \$11M in TAT funds were received YTD.
- b. Convention Center Operations
 - i. Note: \$2.1M operating loss fiscal-year-to-date per HCC financial statements (as of November 2021). Funded by FY21’s encumbrance as discussed above.

Hawaii Tourism Authority
Balance Sheet
Tourism Federal (ARPA) Fund
As of 12/31/21

	<u>Current Year</u>
Assets	
Current Assets	
Checking	<u>32,663,673.01</u>
Total Current Assets	32,663,673.01
Total Assets	<u><u>32,663,673.01</u></u>
Fund Balance	
Encumbered Funds	
FY 2022 Funds	<u>31,242,270.42</u>
Total Encumbered Funds	31,242,270.42
Unencumbered Funds	
Total Unencumbered Funds	1,421,402.59
Total Fund Balance	<u><u>32,663,673.01</u></u>

Hawaii Tourism Authority

Balance Sheet

Tourism Special Fund

As of 12/31/21

	<u>Current Year</u>
Assets	
Current Assets	
Checking	52,041,921.05
Petty Cash	5,000.00
Total Current Assets	<u>52,046,921.05</u>
Total Assets	<u><u>52,046,921.05</u></u>
Fund Balance	
Encumbered Funds	
FY 2015 Funds	7,851.29
FY 2016 Funds	6,047.12
FY 2017 Funds	15,706.80
FY 2018 Funds	4,137.03
FY 2019 Funds	295,245.21
FY 2020 Funds	1,741,260.30
FY 2021 Funds	47,123,383.09
Total Encumbered Funds	<u>49,193,630.84</u>
Unencumbered Funds	
Total Unencumbered Funds	2,853,290.21
Total Fund Balance	<u><u>52,046,921.05</u></u>

Hawaii Tourism Authority
Balance Sheet
Convention Center Federal (ARPA) Fund
As of 12/31/21

	<u>Current Year</u>
Assets	
Current Assets	
Checking	<u>11,000,000.00</u>
Total Current Assets	<u>11,000,000.00</u>
Total Assets	<u><u>11,000,000.00</u></u>
Fund Balance	
Encumbered Funds	
FY 2022 Funds	<u>490,000.00</u>
Total Encumbered Funds	490,000.00
Unencumbered Funds	
Total Unencumbered Funds	10,510,000.00
Total Fund Balance	<u><u>11,000,000.00</u></u>

Hawaii Tourism Authority
Balance Sheet
Convention Center Enterprise Special Fund
As of 12/31/21

	Current Year
Assets	
Current Assets	
Checking	48,965,161.08
Total Current Assets	48,965,161.08
Total Assets	48,965,161.08
Fund Balance	
Encumbered Funds	
FY 2019 Funds	110,894.39
FY 2021 Funds	35,796,538.80
Total Encumbered Funds	35,907,433.19
Unencumbered Funds	
Total Unencumbered Funds	13,057,727.89
Total Fund Balance	48,965,161.08

Hawaii Tourism Authority

Balance Sheet

Emergency Trust Fund

As of 12/31/21

	<u>Current Year</u>
Assets	
Current Assets	
Investments	5,012,933.93
Total Current Assets	<u>5,012,933.93</u>
Total Assets	<u><u>5,012,933.93</u></u>
Fund Balance	
Current year net assets	
	(6,025.15)
Total Current year net assets	<u>(6,025.15)</u>
Prior years	
Total Prior years	5,018,959.08
Total Fund Balance	<u><u>5,012,933.93</u></u>

HTA Allocations
FY 2021 and FY 2022 (Projected)

HTA Allocations:

<p>Annual Budgets: -\$60M FY 2022 HTA Tourism Federal (ARPA) Fund [subject to approval]</p> <p>-\$11M FY 2022 Convention Center Federal (ARPA) Fund [subject to approval]</p>

\$5M Emergency Funds	
<p>\$5M Emergency Fund Reserve (Established by Statute as a separate fund, to be used upon declaration of a tourism emergency by the Governor)</p>	<p>\$0M Mandated by Board (designated for use in the event of a significant economic downturn upon Board approval; used to fund FY 21 budget)</p>

	Tourism Special Fund Long-Term Obligations, Commitments and Allocations:			Convention Center Fund Long-Term Obligations, Commitments and Obligations:		
	6/30/2021	7/1/2021	Projected 1/1/2022	6/30/2021	7/1/2021	Projected 6/30/2022
Carryover of FY 2020 to FY 2021 Budget (Use in FY 21)	-	-	-	-	-	-
Reserve for Funding Year 21 Transactions Enc in FY22	6,763,481	-	-	34,680,000	-	-
Carryover	1,342,824	1,342,824	-	790,024	790,024	16,790,000
FY21 Interest, Refunds and Other Income	-	-	-	-	-	-
Encumbrance liquidations	-	492,464	-	-	-	-
Center for Hawaiian Music & Dance	250,000	250,000	-	-	-	-
Accrued Health Liability	-	-	-	-	-	-
Accrued Retirement Liability	-	-	-	-	-	-
Accrued Vacation Liability	300,000	300,000	-	80,000	80,000	80,000
Total Long-Term Obligations and Commitments	8,656,305	2,385,288	-	35,550,024	870,024	16,870,000

TOTAL RESERVES (incl \$5M Emergency Fund) 13,656,305 7,385,288 5,000,000

35,550,024 870,024 16,870,000

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Tourism Federal (ARPA) Fund
FY 2022 Funds
From 12/1/2021 Through 12/31/2021

	<u>Total Budget - FY22</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance - FY22</u>
Revenue				
Alloted Federal Funds	60,000,000.00	0.00	32,705,500.00	(27,294,500.00)
Total Revenue	<u>60,000,000.00</u>	<u>0.00</u>	<u>32,705,500.00</u>	<u>(27,294,500.00)</u>
Expense				
Perpetuating Hawaiian Culture	1,090,500.00	0.00	0.00	1,090,500.00
Natural Resources	665,000.00	0.00	0.00	665,000.00
Community	735,500.00	0.00	0.00	735,500.00
Branding	35,400,222.00	0.00	0.00	35,400,222.00
Sports	3,677,889.00	0.00	0.00	3,677,889.00
Safety and Security	900,000.00	0.00	0.00	900,000.00
Tourism Research	60,000.00	0.00	0.00	60,000.00
Planning	2,005,200.00	0.00	0.00	2,005,200.00
Administrative	2,378,889.00	0.00	0.00	2,378,889.00
Governance and Org-Wide	1,461,800.00	0.00	41,826.99	1,419,973.01
Total Expense	<u>48,375,000.00</u>	<u>0.00</u>	<u>41,826.99</u>	<u>48,333,173.01</u>
Net Income	<u>11,625,000.00</u>	<u>0.00</u>	<u>32,663,673.01</u>	<u>21,038,673.01</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Tourism Special Fund
FY 2022 Funds
From 12/1/2021 Through 12/31/2021

	<u>Total Budget - FY22</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance - FY22</u>
Revenue				
Miscellaneous	0.00	0.00	10,192.89	10,192.89
Refunds	<u>0.00</u>	<u>0.00</u>	<u>47,842.09</u>	<u>47,842.09</u>
Total Revenue	<u>0.00</u>	<u>0.00</u>	<u>58,034.98</u>	<u>58,034.98</u>
Net Income	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>58,034.98</u></u>	<u><u>58,034.98</u></u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Prior Year Funds - Tourism Special Fund
From 12/1/2021 Through 12/31/2021

	<u>Total Budget</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance</u>
Revenue				
Interest and Dividends	0.00	81,855.92	126,770.45	126,770.45
Total Revenue	<u>0.00</u>	<u>81,855.92</u>	<u>126,770.45</u>	<u>126,770.45</u>
Expense				
Perpetuating Hawaiian Culture	11,199,632.00	169,996.25	983,617.25	10,216,014.75
Natural Resources	3,447,910.00	0.00	745,000.00	2,702,910.00
Community	8,462,772.12	56,000.00	391,062.07	8,071,710.05
Branding	33,112,516.00	951,450.67	7,410,782.88	25,701,733.12
Sports	160,222.00	0.00	7,222.00	153,000.00
Safety and Security	770,114.66	0.00	37,125.00	732,989.66
Tourism Research	2,270,248.83	205,286.35	1,164,731.63	1,105,517.20
Administrative	933,514.62	5,005.23	225,902.35	707,612.27
Governance and Org-Wide	<u>201,675.92</u>	<u>0.00</u>	<u>116,335.46</u>	<u>85,340.46</u>
Total Expense	<u>60,558,606.15</u>	<u>1,387,738.50</u>	<u>11,081,778.64</u>	<u>49,476,827.51</u>
Net Income	<u>(60,558,606.15)</u>	<u>(1,305,882.58)</u>	<u>(10,955,008.19)</u>	<u>49,603,597.96</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Convention Center Federal (ARPA) Fund
FY 2022 Funds
From 12/1/2021 Through 12/31/2021

	<u>Total Budget - FY22</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance - FY22</u>
Revenue				
Alloted Federal Funds	11,000,000.00	10,510,000.00	11,000,000.00	0.00
Total Revenue	<u>11,000,000.00</u>	<u>10,510,000.00</u>	<u>11,000,000.00</u>	<u>0.00</u>
Expense				
Branding	72,958.00	0.00	0.00	72,958.00
Administrative	247,042.00	0.00	0.00	247,042.00
Governance and Org-Wide	<u>170,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>170,000.00</u>
Total Expense	<u>490,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>490,000.00</u>
Net Income	<u><u>10,510,000.00</u></u>	<u><u>10,510,000.00</u></u>	<u><u>11,000,000.00</u></u>	<u><u>490,000.00</u></u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Convention Center Enterprise Special Fund
FY 2022 Funds
From 12/1/2021 Through 12/31/2021

	<u>Total Budget - FY22</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance - FY22</u>
Revenue				
Transient Accomodations Tax	11,000,000.00	0.00	11,000,000.00	0.00
Miscellaneous	0.00	(11,762.91)	42,210.00	42,210.00
Refunds	0.00	(23,337.30)	41,501.08	41,501.08
HCC Revenue	<u>0.00</u>	<u>0.00</u>	<u>856,563.98</u>	<u>856,563.98</u>
Total Revenue	<u>11,000,000.00</u>	<u>(35,100.21)</u>	<u>11,940,275.06</u>	<u>940,275.06</u>
Net Income	<u>11,000,000.00</u>	<u>(35,100.21)</u>	<u>11,940,275.06</u>	<u>940,275.06</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Prior Year Funds - Convention Center Enterprise Special Fund
From 12/1/2021 Through 12/31/2021

	Total Budget	Current Period Actual	Current Year Actual	Total Budget Variance
Revenue				
Interest and Dividends	0.00	39,652.36	57,844.34	57,844.34
Miscellaneous	0.00	35,100.21	35,100.21	35,100.21
HCC Revenue	0.00	0.00	154,484.38	154,484.38
Total Revenue	<u>0.00</u>	<u>74,752.57</u>	<u>247,428.93</u>	<u>247,428.93</u>
Expense				
Branding	6,080.00	0.00	6,079.86	0.14
Administrative	19,449.64	0.00	19,449.86	(0.22)
Governance and Org-Wide	587,376.00	0.00	8,917.40	578,458.60
HCC Operating Expense	13,465,701.52	0.00	0.00	13,465,701.52
HCC Repair and Maintenance	20,960,600.00	0.00	0.00	20,960,600.00
HCC Sales and Marketing / MFF	902,672.93	0.00	0.00	902,672.93
Total Expense	<u>35,941,880.09</u>	<u>0.00</u>	<u>34,447.12</u>	<u>35,907,432.97</u>
Net Income	<u>(35,941,880.09)</u>	<u>74,752.57</u>	<u>212,981.81</u>	<u>36,154,861.90</u>

Hawaii Convention Center
Facility
Income Statement
From 11/01/2021 Through 11/30/2021
(In Whole Numbers)

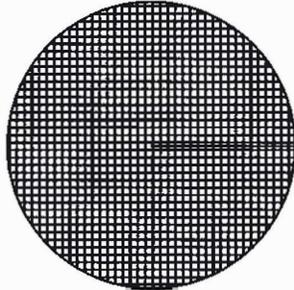
	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Direct Event Income								
Rental Income (Net)	141,535	153,370	(11,835)	218,100	810,623	736,901	73,722	1,606,030
Service Revenue	103,544	139,010	(35,466)	202,885	658,587	694,095	(35,508)	1,029,131
Total Direct Event Income	245,079	292,380	(47,301)	420,985	1,469,209	1,430,996	38,214	2,635,161
Direct Service Expenses	101,648	167,594	65,946	184,506	664,704	1,005,914	341,210	954,091
Net Direct Event Income	143,431	124,786	18,644	236,478	804,505	425,081	379,423	1,681,069
Ancillary Income								
Food and Beverage (Net)	10,663	97,856	(87,193)	15,184	22,833	336,843	(314,010)	131,248
Event Parking (Net)	3,832	21,240	(17,408)	5,407	339,568	71,640	267,928	45,844
Electrical Services	0	320	(320)	0	0	20,320	(20,320)	0
Audio Visual	210	4,400	(4,190)	0	10,881	18,560	(7,679)	2,790
Internet Services	0	0	0	0	0	0	0	0
Rigging Services	0	0	0	0	1,343	1,000	343	0
First Aid Commissions	0	0	0	0	0	0	0	0
Total Ancillary Income	14,705	123,816	(109,111)	20,591	374,625	448,363	(73,738)	179,883
Total Event Income	158,136	248,602	(90,467)	257,069	1,179,130	873,444	305,685	1,860,952
Other Operating Income								
Non-Event Parking	0	0	0	(875)	3,480	0	3,480	(875)
Other Income	(76,536)	1,417	(77,953)	4,130	32,763	7,085	25,678	12,103
Total Other Operating Income	(76,536)	1,417	(77,953)	3,255	36,243	7,085	29,158	11,228
Total Gross Income	81,600	250,019	(168,420)	260,324	1,215,373	880,529	334,844	1,872,180
Net Salaries & Benefits								
Salaries & Wages	309,624	364,400	54,776	288,438	1,557,793	1,817,160	259,367	1,475,891
Payroll Taxes & Benefits	88,278	125,893	37,615	173,476	414,577	629,465	214,888	487,444
Labor Allocations to Events	(75,038)	(134,816)	(59,777)	(179,357)	(450,847)	(671,793)	(220,946)	(899,470)
Total Net Salaries & Benefits	322,864	355,478	32,613	282,557	1,521,524	1,774,833	253,309	1,063,866
Other Indirect Expenses								
Net Contracted Services	14,986	23,220	8,234	10,911	74,989	114,435	39,446	52,893
Operations	6,083	10,534	4,451	22,524	28,923	52,670	23,747	52,138
Repair & Maintenance	60,160	72,367	12,207	68,831	322,823	361,835	39,012	264,941
Operational Supplies	11,901	34,545	22,644	46,494	90,307	166,586	76,279	72,011
Insurance	11,843	10,681	(1,162)	(40,622)	59,733	51,183	(8,550)	(6,855)
Utilities	138,836	146,912	8,076	149,825	826,011	666,813	(159,198)	772,844
Meetings & Conventions	1,038	850	(188)	150	3,396	5,250	1,854	6,315
Promotions & Communications	0	2,300	2,300	(848)	(2,663)	11,500	14,163	6,550
General & Administrative	18,348	13,875	(4,473)	10,178	57,526	68,485	10,959	52,858
Management Fees	18,633	18,633	(0)	18,232	93,167	93,165	(2)	91,162
Other	200	2,166	1,966	(11,260)	6,151	10,830	4,679	(73,337)
Total Other Indirect	282,028	336,083	54,055	274,416	1,560,362	1,602,752	42,390	1,291,518
Net Income (Loss) before CIP Funded Expenses	(523,293)	(441,541)	(81,752)	(296,649)	(1,866,513)	(2,497,055)	630,542	(483,204)
CIP Funded Expenses	0	0	0	(11,460)	0	0	0	(74,272)
Net Income (Loss) from Operations	(523,293)	(441,541)	(81,752)	(308,109)	(1,866,513)	(2,497,055)	630,542	(557,476)
Fixed Asset Purchases	(74,507)	8,333	82,840	0	38,801	41,665	2,864	22,770
Net Income (Loss) After Fixed Asset Purchases	(448,786)	(449,874)	1,089	(308,109)	(1,905,313)	(2,538,720)	633,407	(580,246)

Hawaii Convention Center
Facility
Income Statement
From 11/01/2021 Through 11/30/2021
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Revenues								
Food & Beverage	22,179	162,574	(140,395)	18,986	232,188	557,156	(324,968)	190,833
Facility	174,077	321,857	(147,780)	429,646	1,898,754	1,559,051	339,703	2,695,023
Total Revenues	196,256	484,431	(288,175)	448,632	2,130,942	2,116,207	14,735	2,885,856
Expenses								
Food & Beverage	100,135	160,920	60,785	50,503	613,749	691,947	78,198	337,155
Facility	619,414	765,052	145,639	694,778	3,383,705	3,921,315	537,610	3,031,905
Total Expenses	719,549	925,972	206,423	745,281	3,997,454	4,613,262	615,807	3,369,060
Net Income (Loss) before CIP Funded Expenses	(523,293)	(441,541)	(81,752)	(296,649)	(1,866,513)	(2,497,055)	630,542	(483,204)
CIP Funded Expenses	0	0	0	(11,460)	0	0	0	(74,272)
Net Income (Loss) from Operations	(523,293)	(441,541)	(81,752)	(308,109)	(1,866,513)	(2,497,055)	630,542	(557,476)
Fixed Asset Purchases	(74,507)	8,333	82,840	0	38,801	41,665	2,864	22,770
Net Income (Loss) after Fixed Asset Purchases	(448,786)	(449,875)	1,089	(308,109)	(1,905,314)	(2,538,720)	633,406	(580,246)

Summary Of Investments

Investment Allocation



0.0%	CASH	41.21
100.0%	CASH EQUIVALENTS	5,012,892.72
100.0%	TOTAL	5,012,933.93

Investment Summary

	Market Value	%	Estimated Income	Current Yield
CASH	41.21	0.00	0	0.00
CASH EQUIVALENTS	5,012,892.72	100.00	501	0.01
Total Fund	5,012,933.93	100.00	501	0.01

Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
	CASH	41.21	41.21	100.00
	CASH EQUIVALENTS			
	CASH MANAGEMENT			
5,012,892.72	DREYFUS TREASURY OBLIGATIONS CASH MANAGEMENT FUND	5,012,892.72	5,012,892.72	100.00
	Total Fund	5,012,933.93*	5,012,933.93*	100.00*

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a.2 Budget Reallocation Summary
FY 2022 Through December 31, 2021

Budget Reallocation Summary
 FY 2022
 Through December 31, 2021

Budget Line Item	Program Code	Budget	Year-to-Date		December 2021 Activity
			Reallocation	Budget After Reallocations	
Perpetuating Hawaiian Culture					
<i>From:</i>					
None				-	
				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
				-	
				-	
				-	
			-		-
Natural Resources					
<i>From:</i>					
None				-	
				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
				-	
				-	
			-		-
Community					
<i>From:</i>					
None				-	
				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
				-	
				-	
			-		-

Budget Reallocation Summary
 FY 2022
 Through December 31, 2021

Budget Line Item	Program Code	Budget	Reallocation	Budget After Reallocations	December 2021 Activity
None				-	
				-	
			-		-
To:				-	
				-	
			-		-
<hr/>					
Planning					
From:					
None				-	
				-	
			-		-
To:				-	
				-	
			-		-
<hr/>					
Administration					
From:					
None				-	
				-	
			-		-
To:				-	
				-	
			-		-
<hr/>					
Governance and Organization-Wide					
From:					
None				-	
				-	
			-		-
To:				-	
				-	
			-		-
<hr/>					

Budget Reallocation Summary
 FY 2022
 Through December 31, 2021

Budget Line Item	Program Code	Budget	Reallocation	Budget After Reallocations	December 2021 Activity
Board Allocations					
<i>From:</i>					
None			-	-	-
			-		-

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a.3 Budget Statement – Summary
December 31, 2021 (January 14, 2022)

Category	Tourism Federal Fund - ARPA [TFF]				Convention Center Federal Fund - ARPA [CCFF]			
	Fiscal Year 2022				Fiscal Year 2022			
	Budget	YTD Amount of Budget Used	Balance	Activity for December 2021	Budget	YTD Amount of Budget Used	Balance	Activity for December 2021
Revenues								
TAT Revenue Allocation			-	-			-	-
Federal ARPA Funds	60,000,000	32,705,500	27,294,500	-	11,000,000	11,000,000	-	10,510,000
Prior Year Carryover			-	-			-	-
Availability of \$5M Emergency Fund (Subject to Governor Approval)			-	-			-	-
Other			-	-			-	-
Total Revenues	60,000,000	32,705,500	27,294,500	-	11,000,000	11,000,000	-	10,510,000
Encumbrances								
Perpetuating Hawaiian Culture								
Hawaiian Culture Programs	1,090,500	-	1,090,500	-	-	-	-	-
In-House Contracted Staff - Hawaiian Culture	-	-	-	-	-	-	-	-
Subtotal	1,090,500	-	1,090,500	-	-	-	-	-
Natural Resources (Statute: \$1M minimum)								
Natural Resources Programs	665,000	-	665,000	-	-	-	-	-
In-House Contracted Staff - Natural Resources	-	-	-	-	-	-	-	-
Subtotal	665,000	-	665,000	-	-	-	-	-
Community								
Community Programs	735,500	-	735,500	-	-	-	-	-
In-House Contracted Staff - Community	-	-	-	-	-	-	-	-
Subtotal	735,500	-	735,500	-	-	-	-	-
Branding								
Branding Programs	34,480,000	27,952,209	6,527,791	5,352,209	-	-	-	-
In-House Contracted Staff - Branding	-	-	-	-	-	-	-	-
State Employee Salaries - Branding	920,222	920,222	-	-	72,958	72,958	-	-
Subtotal	35,400,222	28,872,431	6,527,791	5,352,209	72,958	72,958	-	-
Sports								
Sports Programs	3,677,889	-	3,677,889	-	-	-	-	-
Subtotal	3,677,889	-	3,677,889	-	-	-	-	-
Safety and Security								
Safety and Security Programs	900,000	1,380	898,620	1,380	-	-	-	-
Subtotal	900,000	1,380	898,620	1,380	-	-	-	-
Tourism Research								
Tourism Research Programs	60,000	-	60,000	-	-	-	-	-
In-House Contracted Staff - Tourism Research	-	-	-	-	-	-	-	-
Subtotal	60,000	-	60,000	-	-	-	-	-
Planning								
Planning Programs	2,005,200	-	2,005,200	-	-	-	-	-
In-House Contracted Staff - Planning	-	-	-	-	-	-	-	-
Subtotal	2,005,200	-	2,005,200	-	-	-	-	-
Hawai'i Convention Center								
Sales & Marketing	-	-	-	-	-	-	-	-
Operations	-	-	-	-	-	-	-	-
Major Repair & Maintenance	-	-	-	-	-	-	-	-
Subtotal	-	-	-	-	-	-	-	-
Administrative (Statute: Cannot exceed 3.5% = \$2,765,000)								
Operations	999,111	41,226	957,885	28,806	-	-	-	-
In-House Contracted Staff - Admin	-	-	-	-	-	-	-	-
State Employee Salaries - Admin	1,379,778	1,179,778	200,000	-	247,042	247,042	-	-
Subtotal	2,378,889	1,221,004	1,157,885	28,806	247,042	247,042	-	-
Organizationwide Costs								
State Employee Fringe	1,110,000	1,110,000	-	-	170,000	170,000	-	-
Organization-Wide	230,000	-	230,000	-	-	-	-	-
Governance - Board/Others	121,800	79,282	42,518	37,455	-	-	-	-
Subtotal	1,461,800	1,189,282	272,518	37,455	170,000	170,000	-	-
Total Encumbrances	48,375,000	31,284,097	17,090,903	5,419,850	490,000	490,000	-	-
Revenues vs Encumbrances	11,625,000	1,421,403			10,510,000	10,510,000		

Category	Tourism Special Fund (TSF)				Convention Center Enterprise Special Fund (CCESF)			
	Fiscal Year 2022				Fiscal Year 2022			
Revenues								
TAT Revenue Allocation	-	-	-	-	11,000,000	11,000,000	-	-
Convention Center Revenue - Relating to FY22 (also tied to FY21 encumbrance)	-	-	-	-	-	856,564	(856,564)	-
Convention Center Revenue - Relating to Prior Years	-	-	-	-	-	154,484	(154,484)	-
Other	-	184,805	(184,805)	81,856	-	176,655	(176,655)	39,653
Total Revenues	-	184,805	(184,805)	81,856	11,000,000	12,187,703	(1,187,703)	39,653

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a.4 Budget Statement – December 31, 2021

Hawaii Tourism Authority
Budget Statement
As of December 31, 2021
FY 2022

Program Code	Program Title	Budget FY22	YTD Amount of Budget Used	Remaining Balance	December 2021 Activity
Tourism Federal Fund					
Perpetuating Hawaiian Culture					
203	Ma'ema'e HTA	50,000.00	0.00	50,000.00	0.00
204	Market Support	50,000.00	0.00	50,000.00	0.00
214	Legacy Award Program	25,000.00	0.00	25,000.00	0.00
215	Hawaiian Culture Opportunity Fund	200,000.00	0.00	200,000.00	0.00
216	Olelo Hawaii	500,000.00	0.00	500,000.00	0.00
217	FESTPAC	250,000.00	0.00	250,000.00	0.00
297	Memberships and Dues - Hawaiian Culture	500.00	0.00	500.00	0.00
298	Travel - Hawaiian Culture	15,000.00	0.00	15,000.00	0.00
SubTotal	Perpetuating Hawaiian Culture	1,090,500.00	0.00	1,090,500.00	0.00
Natural Resources					
406	Visitor Impact Program	350,000.00	0.00	350,000.00	0.00
407	Hawaii Eco Tourism Association	50,000.00	0.00	50,000.00	0.00
416	Wahi Pana Series	250,000.00	0.00	250,000.00	0.00
498	Travel - Natural Resources	15,000.00	0.00	15,000.00	0.00
SubTotal	Natural Resources	665,000.00	0.00	665,000.00	0.00
Community					
702	Community Training Workshops (formerly Capacity)	500,000.00	0.00	500,000.00	0.00
797	Memberships and Dues - Community	500.00	0.00	500.00	0.00
798	Travel - Community	15,000.00	0.00	15,000.00	0.00
802	Current Workforce Development (Industry Career Dev)	100,000.00	0.00	100,000.00	0.00
803	Future Workforce Development (LEI)	120,000.00	0.00	120,000.00	0.00
SubTotal	Community	735,500.00	0.00	735,500.00	0.00
Branding					
4	Cruise Infrastructure Improvements and Arrival Experience	100,000.00	100,000.00	0.00	0.00
5	Route Development Program (PAUSE)	250,000.00	0.00	250,000.00	0.00
10	HTUS/HTJ Campaign Effectiveness Study	270,000.00	0.00	270,000.00	0.00
12	Rebranding of the Hawaiian Islands	1,000,000.00	0.00	1,000,000.00	0.00
13	Creative Agency	250,000.00	0.00	250,000.00	0.00
14	Pono Travel Tips (Kuleana Travel Messaging at NI Airports)	175,000.00	0.00	175,000.00	0.00
102	Hawai'i Tourism Summit	125,000.00	2,209.42	122,790.58	2,209.42
317	Convention Center Sales & Marketing - City Wide	2,600,000.00	2,600,000.00	0.00	2,600,000.00
318	gohawaii.com (formerly Online Website Coordination) (PAUSE)	2,500,000.00	0.00	2,500,000.00	0.00
319	MCI MFF	850,000.00	850,000.00	0.00	850,000.00
321	US (formerly North America)	22,500,000.00	22,500,000.00	0.00	0.00
331	Meetings, Convention & Incentives	1,900,000.00	1,900,000.00	0.00	1,900,000.00
339	Global Digital Marketing Strategy (former Intl Online Strat)	713,000.00	0.00	713,000.00	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	250,000.00	0.00	250,000.00	0.00
397	Memberships and Dues - Branding	160,000.00	0.00	160,000.00	0.00
398	Travel - Branding	50,000.00	0.00	50,000.00	0.00
934	State Employee Salaries - Branding	920,222.00	920,222.00	0.00	0.00
SubTotal	Branding	35,400,222.00	28,872,431.42	6,527,790.58	5,352,209.42
Sports					
312	PGA Tour Contracts	2,177,889.00	0.00	2,177,889.00	0.00
379	Sports Programs - Unallocated	1,500,000.00	0.00	1,500,000.00	0.00
SubTotal	Sports	3,677,889.00	0.00	3,677,889.00	0.00
Safety and Security					
601	Visitor Assistance Programs	500,000.00	0.00	500,000.00	0.00
602	Crisis Management	100,000.00	1,380.00	98,620.00	1,380.00
603	Lifeguard Program	200,000.00	0.00	200,000.00	0.00
604	Preventative Programs	100,000.00	0.00	100,000.00	0.00
SubTotal	Safety and Security	900,000.00	1,380.00	898,620.00	1,380.00
Tourism Research					
506	Infrastructure Research (Accommodations and Airseats)	60,000.00	0.00	60,000.00	0.00
SubTotal	Tourism Research	60,000.00	0.00	60,000.00	0.00
Planning					
652	Planning Tools and Assessments	410,000.00	0.00	410,000.00	0.00
653	Hotspot Mitigation	500,000.00	0.00	500,000.00	0.00
654	Program Evaluation	500,000.00	0.00	500,000.00	0.00
655	Community Engagement	175,000.00	0.00	175,000.00	0.00
656	Community Tourism Collaborative	400,000.00	0.00	400,000.00	0.00
697	Memberships and Dues - Planning	3,200.00	0.00	3,200.00	0.00
698	Travel - Planning	17,000.00	0.00	17,000.00	0.00
SubTotal	Planning	2,005,200.00	0.00	2,005,200.00	0.00
Administrative					
101	Community-Industry Outreach & Public Relations Svcs	200,000.00	0.00	200,000.00	0.00
103	hawaiiitourismauthority.org (formerly HTA web/Global Social)	100,000.00	0.00	100,000.00	0.00
901	General and Administrative	648,700.00	41,225.56	607,474.44	28,805.56
930	State Employee Salaries - Admin	1,379,778.00	1,179,778.00	200,000.00	0.00
998	Travel - Admin	50,411.00	0.00	50,411.00	0.00
SubTotal	Administrative	2,378,889.00	1,221,003.56	1,157,885.44	28,805.56
Governance and Org-Wide					
915	Organization-Wide	230,000.00	0.00	230,000.00	0.00
919	Governance - Gen Board/Others	121,800.00	79,282.43	42,517.57	37,455.44
931	State Employees Fringe	1,110,000.00	1,110,000.00	0.00	0.00
SubTotal	Governance and Org-Wide	1,461,800.00	1,189,282.43	272,517.57	37,455.44
Total	FY 2022 Funds	48,375,000.00	31,284,097.41	17,090,902.59	5,419,850.42
Convention Center Federal Fund					
Branding					
934	State Employee Salaries - Branding	72,958.00	72,958.00	0.00	0.00
SubTotal	Branding	72,958.00	72,958.00	0.00	0.00
Administrative					
930	State Employee Salaries - Admin	247,042.00	247,042.00	0.00	0.00
SubTotal	Administrative	247,042.00	247,042.00	0.00	0.00
Governance and Org-Wide					
931	State Employees Fringe	170,000.00	170,000.00	0.00	0.00
SubTotal	Governance and Org-Wide	170,000.00	170,000.00	0.00	0.00
Total	FY 2022 Funds	490,000.00	490,000.00	0.00	0.00

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a.5 Budget Statement – July 31, 2021(August 19, 2021)

Hawaii Tourism Authority
Budget Statement
July 1, 2021

Note: This schedule summarizes transactions that were encumbered with FY21 funds, processed by FY22 business. See further discussion in Executive Summary.

Program Code	Program Title	FY21 Funds Transactions, Processed in FY22
Perpetuating Hawaiian Culture		
201	Kukulu Ola: Living Hawaiian Cultural Prog	-
202	Hawaiian Culture Initiative	-
206	Kahea Program - Harbor Greetings	-
207	Kahea Program - Airport Greetings	-
208	Hawaiian Music and Dance Center	5,948,568
212	Merrie Monarch Hula Festival	-
215	Hawaiian Culture Opportunity Fund	99,995
216	Olelo Hawaii	-
297	Memberships and Dues - Hawaiian Culture	-
717	Monthly Music Series	-
932	Salaries - Hawaiian Culture	-
	Total - Perpetuating Hawaiian Culture	6,048,563
Natural Resources		
402	Aloha Aina (formerly NR and Leg Prov NR)	-
406	Visitor Impact Program	-
407	Hawaii Eco Tourism Association	-
499	In-House Contracted Staff - Natural Resources	-
936	State Employee Salaries - Natural Resources	-
	Total - Natural Resources	-
Community		
700	Community Opportunity	-
701	Community Enrichment Program	-
731	Community-Based Tourism - Oahu	-
732	Community-Based Tourism - Maui County	20,000
733	Community-Based Tourism - Hawaii Island	15,000
734	Community-Based Tourism - Kauai	15,000
797	Memberships and Dues - Community	-
933	State Employee Salaries - Community	-
	Total - Community	50,000
Branding		
4	Cruise Infrastructure Improvements and Arrival Experiences	-
318	gohawaii.com (formerly Online Website Coordination)	-
320	Island Chapters Staffing and Admin	-
321	US (formerly North America)	-
322	Canada	800,000
323	Japan	-
324	Korea	-
325	Oceania	-
329	China	-
331	Meetings, Convention & Incentives	-
339	Global Digital Marketing Strategy (former Intl Online Strategy)	-
350	Global Mkt Shared Rescues (formerly Intellect Prop Data Bank)	-
380	Marketing Opportunity Fund	-
397	Memberships and Dues - Branding	-
398	Travel - Branding	-
723	Hawaii Film Office Partnership	-
934	State Employee Salaries - Branding	-
	Total - Branding	800,000
Sports		
312	PGA Tour Contracts	-
377	Polynesian Football HoF	-
378	UH Athletics Branding Partnership	-
384	Football	-
	Total - Sports	-
Safety and Security		
601	Visitor Assistance Programs	55,000
602	Crisis Management	-
	Total - Safety and Security	55,000

Hawaii Tourism Authority
Budget Statement
July 1, 2021

Tourism Research		
505	Est of Visitor Arrivals by Country by Month	-
506	Infrastructure Research (Accomodations and Airseats)	-
512	Visitor Arrivals and Departure Surveys	(390,082)
513	Evaluation and Performance Studies	-
514	Marketing Research	-
597	Memberships and Dues - Research	-
935	State Employee Salaries - Research	-
	Total - Tourism Research	(390,082)
Administrative		
101	Community-Industry Outreach & Public Relations Svcs	200,000
103	hawaiitourismauthority.org (formerly HTA web/Global Sc	-
901	General and Administrative	-
909	Protocol Fund	-
930	State Employee Salaries - Admin	-
	Total - Administrative	200,000
Governance and Organization-Wide		
915	Organization-Wide	-
919	Governance - Gen Board/Others	-
931	State Employees Fringe	-
	Total - Governance and Organization-Wide	-
	Total	6,763,481

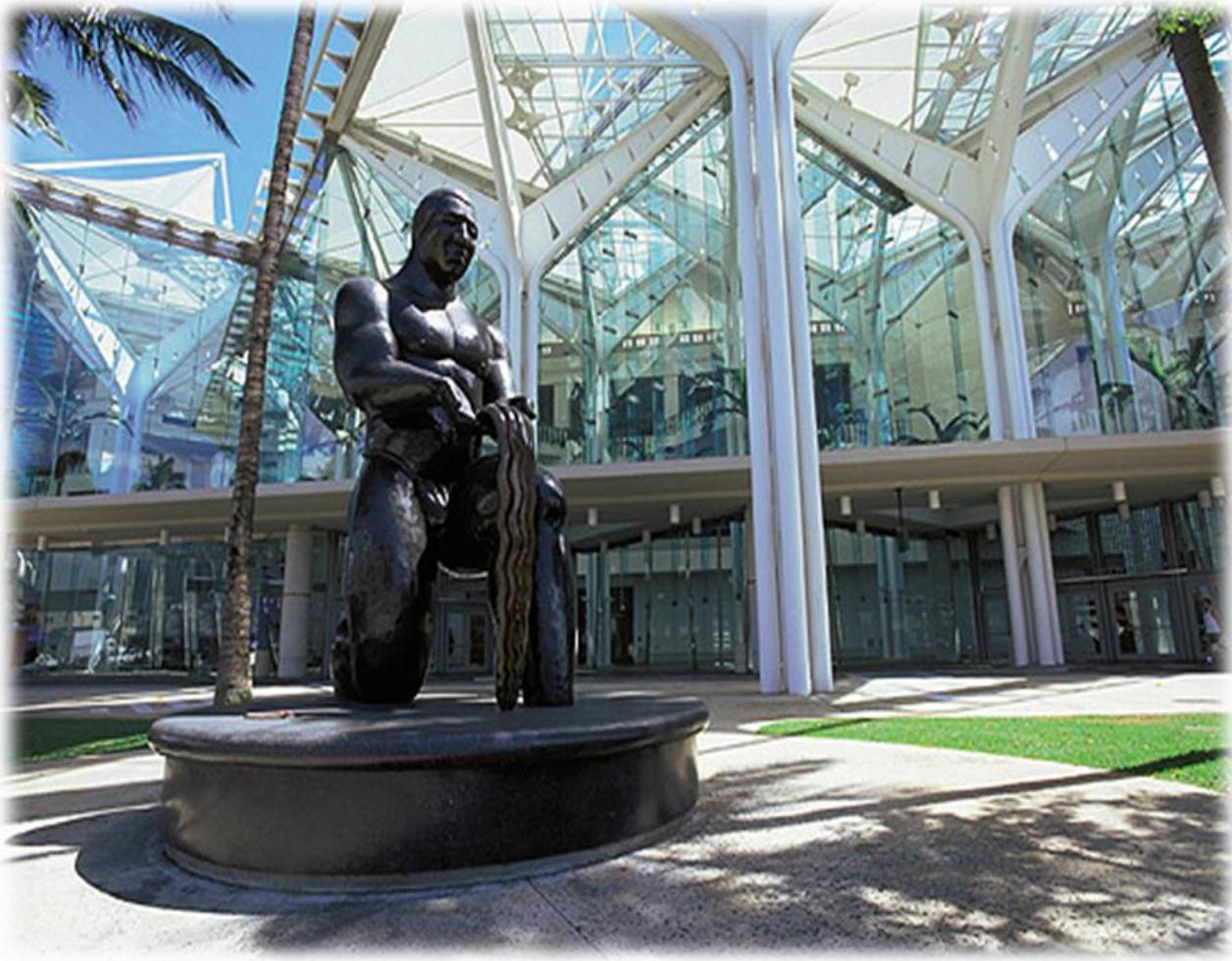
Convention Center Enterprise Special Fund:

Branding		
934	State Employee Salaries - Branding	-
	Total - Branding	-
Administrative		
930	State Employee Salaries - Admin	-
	Total - Administrative	-
HCC Operations		
850	HCC Operating Expense	13,186,400
860	HCC Repair and Maintenance	20,960,600
870	HCC Sales and Marketing / MFF	-
871	HCC Local Sales	533,000
	Total - HCC Operations	34,680,000
Governance and Organization-Wide		
915	Organization-Wide	-
931	State Employees Fringe	-
	Total - Governance and Organization-Wide	-
	Total CCESF	34,680,000

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- c. Discussion and Action on the Recommendation by the ***Budget, Finance, and Convention Center Standing Committee*** on the Approval of the **Hawai'i Convention Center Financial Report and Repair and Maintenance Project Report for December 2021** as Presented in the January 20, 2022 Meeting

Hawai'i Convention Center



*January 2022
Update*

Current Emergency Order for Events: 50% Capacity for large indoor events with more than 1,000 attendees



City & County of Honolulu

Emergency Order 2022-01

Capacity Restrictions on large
Indoor events from January 10-
31.

Emergency order 2022-01 caps large indoor gatherings of more than 1,000 people at 50% capacity. For example, if an event expects to have 1,000 attendees the total capacity of the venue must be more than 2,000 people. This measure was put in place following extensive consultations with healthcare leaders including the State Department of Health. Order 2022-1 shall be effective Monday, Jan. 10 through Monday, Jan. 31, 2022.

**Rules for 2021-16 apply until
January 10, 2022.**

Social Gatherings

Could include: informal personal, dinner, or birthday parties

No restrictions but social gatherings must be:

- Informal (no particular protocol or schedule, generally means this held at your own home or a park with friends and family)
- Non-commercial (cannot be held at a business or event space, cannot sell tickets, fundraiser, etc.)

[Learn more on page 3 of Order 2022-01](#)

Businesses

Any commercial activities or operations that are not operating as events.

- 100% capacity is allowed

Restrictions are:

- Masks must be worn indoors
- Safe Access (confirmation of vaccination or testing) required for all indoor fitness facilities and classes and for all indoor and outdoor businesses where food or beverage is served.

[Learn more on page 2 of Order 2022-01](#)

Events

Could include: weddings, funerals, concerts, sporting events, parades, public competitions, private parties at businesses or event venues

- 100% capacity is allowed for all outdoor events and for indoor events under 1000 attendees

Restrictions are:

- Indoor events with 1000 or more attendees are limited to 50% capacity
- Masks must be worn at all events, indoors and outdoors
- Safe Access (confirmation of vaccination or testing) required for all indoor fitness facilities and classes and for all indoor and outdoor businesses where food or beverage is served.

[Learn more on page 3 of Order 2022-01](#)

Hawai'i Convention Center

- Continue to operate in a very fluid environment
- Impact to HCC in FY22, cancellations and lost revenue impact:
 - 2 associations - \$238k in lost revenue
 - 2 city-wide corporate event - \$292k in lost revenue
 - 31 local events - \$1.62M in lost revenue
- Positive note, business on the books in FY22
 - 47 Definite events, including 2 city-wide events
 - 26 First Option events

Financial Update

	December YTD Actual	FY 2022 Forecast	FY 2022 Budget	Variance	CY 2019 Actual
Facility Occupancy	22%	20%	20%	0%	32%
Facility Number of Events	115	184	100	68	238
Facility Gross Revenue	\$2,594,400	\$6,015,900	\$7,701,500	(\$1,685,600)	\$16,866,900
Facility Gross Expenses	\$5,182,200	\$11,566,300	\$13,218,900	\$1,652,600	\$17,649,200
Facility Net Loss	(\$2,587,800)	(\$5,550,400)	(\$5,517,400)	(\$33,000)	(\$782,300)
S&M Net Expenses	(\$235,400)	(\$533,000)	(\$533,000)	\$0	(\$5,315,00)
HCC Net Loss	(\$2,823,200)	(\$6,083,400)	(\$6,050,400)	(\$33,000)	(\$6,097,300)

Major Repairs & Maintenance

Current and Priority Projects

- ***PM-CM managed projects***

- *Rooftop Terrace Deck, Pre-construction Planning; tba*
- *Building Envelope Repairs – Kalakaua Kitchen Wall, 3rd fl Planters, Exterior Building Painting; \$18.7M, FY23*
- *Ballroom Gutter and Soffit Repairs; \$10.7M, FY23*
- *Ballroom Roof Repairs; \$2.2M, FY23*
- *House Sound Audio System Upgrade; \$1.35M, FY23*
- *Slate Tile Repairs; \$2.2M, FY23*
- *F&B Refrigerator Replacement; \$320k, FY23*
- *Lobby Water Feature Repairs; \$1.1M, FY24*
- *Ala Wai Waterfall Repairs; \$1.1M, FY24*

- ***HCC managed projects***

- *Security Camera, NVR, Access Control; \$1.8M, target complete FY22*
- *Trellis Renovation; \$5M, target complete FY22*
- *Leak Repairs from Flash Flood; \$300k, FY22*
- *Remediation; \$400k, FY22*
- *Chill Water Pipe Re-insulation; \$250k, FY22*
- *Roll-up Door Replacement; \$225k, FY22*
- *Ice Machine Replacement; \$500k, FY22*
- *IT Network Upgrades; \$125k, FY24*
- *Theatre 310 and 320 Furnishing and Seating Upgrade; \$1.25M, FY25*
- *F&B China and Equipment Upgrade; \$3.5M, FY25*

Major Repairs & Maintenance Projects – ARPA Funding

- *Stairwell 5 and 6 Repairs; \$1,189,205; Qtr end June 2023*
- *Chiller Replacement; \$4,363,870; Qtr end Sept 2023*
- *Parapet Roof Repairs; \$2,959,559; Qtr end June 2023*
- *Kitchen Hood Control Panel and Fire Suppression Upgrade; \$1,102,366; Qtr end Dec 2022*
- *Ballroom and Meeting Room Wallpaper Replacement; \$450,000, Qtr end Dec 2022*
- *Air Wall Repairs; \$400,000, Qtr end Dec 2022*

- *TOTAL: \$10,465,000*

Major Repairs & Maintenance Projects Completed

- *Boiler Replacement; \$585k, completed 2020*
- *Ala Wai Waterfall Repairs; \$185k, completed 2020*
- *Chiller 4 Repairs; \$55k, completed 2020*
- *#320 Roof Repairs; \$1.4M, completed 2020*
- *Banquet Chairs and Facility Equipment Upgrade; \$2.25M, completed 2020*
- *Cooling Tower Replacement; \$3.2M, completed 2021*
- *Theatre LED Lighting Upgrade; \$77k, completed 2021*
- *Roof Overflow Drain Repairs; \$16k, completed 2021*
- *Jockey Chiller Repairs; \$28k, completed 2021*
- *ADA Lift Replacement, \$720k, completed 2021*
- *Emergency Generator Repairs, \$32k, completed 2021*
- *Window Repairs – Vandalism, \$177k, completed 2021*



Mahalo Nui Loa



**ASM GLOBAL
HAWAII CONVENTION CENTER**

**FINANCIAL STATEMENTS
(Unaudited)**

December 31, 2021

Hawaii Tourism Authority:

John De Fries, President and CEO
Keith Regan, Chief Administrative Officer
Marc Togashi, Vice President of Finance
Talon Kishi, Budget and Fiscal Officer
Maile Carvalho, Accounting Assistant

ASM:

Bob McClintock, Executive Vice President Convention Centers
Mark Rozells, Chief Financial Officer
Jeffrey Wong, Senior Vice President, Finance Americas

Hawaii Convention Center:

Teri Orton, General Manager
Mari Tait, Director of Operations
Sherry Kaiwi, Director of Event Management
Noelle Liew, Director of Finance
Malia De Leon, Director of Human Resources
Martha Fontana-Kwon, Director of Security
Michael Meyer, Accounting Manager

Levy Restaurants – Hawaii Convention Center:

Helene Feagaimaalii, General Manager, Director of Food & Beverage

Director of Finance: _____

Dealers

General Manager: _____

Teri Orton

January 14, 2022

Hawaii Convention Center
Consolidated Balance Sheet
December 31, 2021 and December 31, 2020
(In Whole Numbers)

	Unaudited 12/31/21	Unaudited 12/31/20
Assets		
Current Assets		
Cash	18,824,256	18,167,652
Accounts Receivable, Net	4,222,248	4,225,535
Prepaid	104,135	94,741
Deposits	0	0
Total Current Assets	<u>23,150,639</u>	<u>22,487,928</u>
Fixed Assets		
Building Improvements	2,494,989	2,172,485
Furniture & Fixtures	2,158,375	2,073,761
Machinery & Equipment	3,369,807	155,442
Computer Equipment	30,171	24,199
Work in Progress	4,979,780	5,066,899
Total Fixed Assets	<u>13,033,122</u>	<u>9,492,786</u>
Total Assets	<u><u>36,183,761</u></u>	<u><u>31,980,714</u></u>
Liabilities		
Current Liabilities		
Accounts Payable	1,658,001	495,715
Accrued Expenses	747,256	1,190,226
Advance Deposits	2,344,031	555,515
Total Current Liabilities	<u>4,749,288</u>	<u>2,241,456</u>
Equity		
Funds Remitted	(211,110,166)	(207,009,500)
Funding Received	389,759,436	379,565,080
Retained Earnings	(144,691,709)	(141,682,935)
Net Income (Loss)		
HCC Facility	(2,287,667)	(942,040)
HCC Sales & Marketing	(235,421)	(191,347)
Total Net Income (Loss)	<u>(2,523,088)</u>	<u>(1,133,387)</u>
Total Equity	<u>31,434,473</u>	<u>29,739,258</u>
Total Liabilities and Equity	<u><u>36,183,761</u></u>	<u><u>31,980,714</u></u>

Hawaii Convention Center

Cash

As of 12/31/2021

(In Whole Numbers)

As of 12/31/2021

Cash

Cash Operating-Facility	(3,085,984)
Cash Operating-Sales & Marketing	(39,713)
Cash Revenue	3,205,382
Cash Repairs & Maintenance Fund	18,741,371
Petty Cash	700
Change Fund Parking	2,500
Total Cash	<u>18,824,256</u>

Hawai'i Convention Center

Accounts Receivable Aging

December 31, 2021

(In Whole Numbers)

Facility

Time	Amount	%	1/12/2022
Current	749,545	18%	749,545
Over 30	819,777	19%	819,566
Over 60	797,338	19%	795,996
Over 90	<u>1,855,588</u>	<u>44%</u>	<u>1,855,588</u>
	<u>4,222,248</u>	<u>100%</u>	<u>4,220,695</u>

Over 90:

1,711,994	HTA Reimbursement	In contact with partner
27,449	HPE HTA Tourism Conference	In collections, contractor paying slowly.
5,397	Anime Matsuri	In collections, summary judgement in lawsuit ruled in our favor. Payment agreement executed and contractor paying slowly.
119,443	HHFDC-Event/Relocation	In contact with client
14,610	Health Span	In collections.
4,655	Paradise Cup	In collections.
3,600	HTA	In contact with partner
1,028	Department of Taxation	In contact with DOT
320	Kai Hawai'i	In contact with contractor
<u>1,888,496</u>		
<u>(32,908)</u>	Allowance for doubtful accounts	
<u>1,855,588</u>		

Hawaii Convention Center

Statement of Cash Flows

As of 12/31/2021

(In Whole Numbers)

	<u>Current Month</u>	<u>Year-To-Date</u>
Cash Flow from operating activities		
Net Income/(Loss)	(463,172)	(2,523,089)
Accounts Receivable	(336,442)	733,378
Deposits and other assets	33,855	(31,656)
Accounts payable	1,183,971	1,223,897
Accrued expenses	(82,533)	(8,875)
Advance deposits	385,856	201,788
Total Cash Flow from operating activities	<u>721,536</u>	<u>(404,556)</u>
Cash Flow from investing activities		
Capital Assets	<u>(292,215)</u>	<u>(1,970,612)</u>
Total Cash Flow from investing activities	<u>(292,215)</u>	<u>(1,970,612)</u>
Cash flows from financing activities		
Contributions received from the State of Hawaii	622,863	3,723,128
Funds remitted to the State of Hawaii	<u>(624,165)</u>	<u>(1,635,213)</u>
Total Cash flows from financing activities	<u>(1,302)</u>	<u>2,087,915</u>
Net increase/(decrease) in cash and cash equivalents	<u>720,234</u>	<u>1,683,359</u>
Cash and cash equivalents at beginning of period	<u>18,396,237</u>	<u>19,111,509</u>
Cash and cash equivalents at end of period	<u><u>18,824,256</u></u>	<u><u>18,824,256</u></u>

Facility

HAWAII CONVENTION CENTER
 JULY 1, 2021 TO JUNE 30, 2022
 Lead Income Statement - Comparison

	Total	YTD 07/21-12/21 FY 2022 Actual	FORECAST 01/22-06/22 FY 2022 Forecast	FORECAST 07/21-06/22 FY 2022 Forecast	Variance More / (Less)
Event Income					
Direct Event Income					
Rental Income	2,093,800	1,093,518	1,313,447	2,406,965	(313,164)
Service Income	1,826,700	683,528	302,937	986,465	840,235
Service Expenses	(3,114,301)	(753,922)	(1,085,991)	(1,839,913)	(1,274,387)
Total Direct Event Income	806,200	1,023,123	530,393	1,553,516	(747,317)
Ancillary Income					
Gross F&B Revenue	3,291,100	266,770	1,411,816	1,678,586	1,612,514
Direct F&B Expenses	(1,324,100)	(224,117)	(619,972)	(844,089)	(480,010)
Gross Parking	326,600	404,891	292,503	697,394	(370,794)
Parking Expense	(51,000)	(45,032)	(68,908)	(113,940)	62,940
Electrical Service	47,600	2,000	24,480	26,480	21,120
A/V Service	87,200	14,792	30,489	45,281	41,919
Internet Service	-	-	-	-	-
Rigging Service	11,500	84,004	19,314	103,318	(91,818)
Total Ancillary Income	2,388,901	503,308	1,089,722	1,593,030	795,871
Total Event Income	3,195,100	1,526,431	1,620,115	3,146,546	48,554
Other Income					
Parking, Non-Event	-	3,480	360	3,840	(3,840)
Interest	12,000	4,469	3,000	7,469	4,531
Miscellaneous Income	5,000	36,923	23,165	60,088	(55,088)
Total Other Income	17,000	44,872	26,525	71,397	(54,397)
Adjusted Gross Income	3,212,100	1,571,303	1,646,640	3,217,943	(5,843)
Operating Expenses					
Facility Salaries & Wages	3,668,210	1,449,231	1,773,271	3,222,502	445,708
Benefits	1,333,101	535,920	634,836	1,170,756	162,344
Less: Event Labor Allocations	(1,747,185)	(484,638)	(328,145)	(812,783)	(934,402)
Net Employee Wages & Benefit	3,254,126	1,500,513	2,079,962	3,580,475	(326,349)
Contracted Services	1,594,691	394,522	829,558	1,224,080	370,611
General & Administrative	140,100	45,066	84,192	129,258	10,842
Operations	113,400	46,290	35,705	81,995	31,405
Repair & Maintenance	848,400	394,208	476,875	871,083	(22,683)
Supplies	357,200	95,964	137,658	233,622	123,578
Insurance	112,000	70,212	72,000	142,212	(30,212)
Utilities	1,894,700	1,025,314	1,019,459	2,044,773	(150,073)
Other	16,600	7,906	10,796	18,702	(2,102)
Management Fees	447,200	111,798	223,602	335,400	111,800
F&B Overhead Expense	1,208,401	483,216	554,283	1,037,498	170,903
Less: Expenses Allocated	(1,367,116)	(320,610)	(759,346)	(1,079,956)	(287,160)
Total Operating Expenses	8,619,702	3,854,399	4,764,745	8,619,143	559
Net Income (Loss) From Operation:	(5,407,603)	(2,283,095)	(3,118,105)	(5,401,200)	6,403
Other Income (Expenses)	(9,800)	(4,588)	(1,115)	(5,703)	(4,097)
Net Income After Other Income (E)	(5,417,403)	(2,287,683)	(3,119,220)	(5,406,903)	2,306
Fixed Asset Purchases	(100,000)	(300,126)	156,626	(143,500)	43,500
Net Income (Loss) after Fixed Asse	(5,517,403)	(2,587,809)	(2,962,594)	(5,550,403)	(33,000)
Gross Building Revenues					
Gross Building Revenues	4,410,400	2,327,605	2,009,695	4,337,300	73,100
Gross Building Expenses	10,686,402	4,474,851	5,209,850	9,684,701	1,001,701
Building Net Income (Loss)	(6,276,002)	(2,147,246)	(3,200,155)	(5,347,401)	928,601
Gross F&B Revenues					
Gross F&B Revenues	3,291,100	266,770	1,411,816	1,678,586	1,612,514
Gross F&B Expenses	2,532,501	707,333	1,174,255	1,881,588	650,913
F&B Net Income (Loss)	758,599	(440,563)	237,561	(203,002)	961,601
Facility Net Cash Flow	(5,517,403)	(2,587,809)	(2,962,594)	(5,550,403)	(33,000)
Total Gross Revenues					
Total Gross Revenues	7,701,500	2,594,375	3,421,511	6,015,886	1,685,614
Total Gross Expenses	13,218,903	5,182,184	6,384,105	11,566,289	1,652,614
Total Facility Net Cash Flow	(5,517,403)	(2,587,809)	(2,962,594)	(5,550,403)	(33,000)

Hawaii Convention Center
Facility
Income Statement
From 12/01/2021 Through 12/31/2021
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Direct Event Income								
Rental Income (Net)	282,895	181,049	101,846 A	(119,911)	1,093,518	917,950	175,568	1,486,119
Service Revenue	24,940	155,850	(130,910) B	181,355	683,527	849,945	(166,418)	1,210,486
Total Direct Event Income	307,835	336,899	(29,064)	61,444	1,777,044	1,767,895	9,150	2,696,604
Direct Service Expenses	89,209	244,501	155,292 B	178,401	753,913	1,250,415	496,502	1,132,492
Net Direct Event Income	218,626	92,398	126,228	(116,957)	1,023,131	517,480	505,651	1,564,112
Ancillary Income								
Food and Beverage (Net)	19,822	212,314	(192,492) A	2,965	42,655	549,157	(506,502)	134,214
Event Parking (Net)	20,294	44,120	(23,827) A	305	359,861	115,760	244,101	46,149
Electrical Services	2,000	2,800	(800)	0	2,000	23,120	(21,120)	0
Audio Visual	3,911	33,000	(29,089) A	0	14,792	51,560	(36,768)	2,790
Internet Services	0	0	0	0	0	0	0	0
Rigging Services	82,661	600	82,061 C	0	84,003	1,600	82,403	0
First Aid Commissions	0	0	0	0	0	0	0	0
Total Ancillary Income	128,687	292,834	(164,147)	3,270	503,312	741,197	(237,885)	183,153
Total Event Income	347,313	385,232	(37,919)	(113,687)	1,526,443	1,258,677	267,766	1,747,265
Other Operating Income								
Non-Event Parking	0	0	0	0	3,480	0	3,480	(875)
Other Income	8,628	1,417	7,211	119	41,391	8,502	32,889	12,222
Total Other Operating Income	8,628	1,417	7,211	119	44,871	8,502	36,369	11,347
Total Gross Income	355,941	386,649	(30,708)	(113,568)	1,571,314	1,267,179	304,135	1,758,612
Net Salaries & Benefits								
Salaries & Wages	322,109	367,640	45,531 D/E	275,485	1,879,902	2,184,800	304,898	1,751,376
Payroll Taxes & Benefits	76,495	125,893	49,398 D/E	88,576	491,073	755,358	264,285	576,021
Labor Allocations to Events	(33,791)	(171,353)	(137,562) A	(174,504)	(484,638)	(843,146)	(358,508)	(1,073,974)
Total Net Salaries & Benefits	364,814	322,180	(42,634)	189,557	1,886,338	2,097,013	210,675	1,253,423
Other Indirect Expenses								
Net Contracted Services	28,249	25,986	(2,263)	11,644	103,238	140,421	37,183	64,536
Operations	17,484	10,534	(6,950)	14,435	46,407	63,204	16,797	66,572
Repair & Maintenance	99,085	72,367	(26,718) E/F	53,682	421,908	434,202	12,294	318,623
Operational Supplies	37,490	39,524	2,034	53,771	127,797	206,110	78,313	125,782
Insurance	11,345	12,188	843	6,612	71,078	63,371	(7,707)	(243)
Utilities	178,716	151,403	(27,313) G	86,948	1,004,727	818,217	(186,511)	859,791
Meetings & Conventions	0	850	850	894	3,396	6,100	2,704	7,209
Promotions & Communications	2,565	2,300	(265)	454	(98)	13,800	13,898	7,004
General & Administrative	12,372	14,531	2,159	11,738	69,898	83,016	13,118	64,596
Management Fees	18,633	18,633	(0)	(91,162)	111,800	111,798	(2)	0
Other	6,343	2,166	(4,177)	6,695	12,493	12,996	503	(66,642)
Total Other Indirect	412,282	350,482	(61,800)	155,710	1,972,644	1,953,235	(19,410)	1,447,229
Net Income (Loss) before CIP Funded Expenses	(421,155)	(286,013)	(135,142)	(458,836)	(2,287,668)	(2,783,068)	495,401	(942,039)
CIP Funded Expenses	0	0	0	6,495	0	0	0	(67,777)
Net Income (Loss) from Operations	(421,155)	(286,013)	(135,142)	(452,341)	(2,287,668)	(2,783,068)	495,401	(1,009,816)
Fixed Asset Purchases	261,326	8,333	(252,993) H	0	300,126	49,998	(250,128)	22,771
Net Income (Loss) After Fixed Asset Purchases	(682,481)	(294,346)	(388,135)	(452,341)	(2,587,794)	(2,833,066)	245,272	(1,032,587)

Hawaii Convention Center
Facility
Income Statement
From 12/01/2021 Through 12/31/2021
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Revenues								
Food & Beverage	34,582	349,203	(314,621)	12,199	266,770	906,359	(639,589)	203,032
Facility	428,849	425,236	3,613	61,867	2,327,602	1,984,287	343,316	2,756,891
Total Revenues	463,431	774,439	(311,008)	74,066	2,594,372	2,890,646	(296,273)	2,959,923
Expenses								
Food & Beverage	93,483	239,733	146,250	73,843	707,333	931,680	224,347	410,998
Facility	791,103	820,719	29,617	459,059	4,174,708	4,742,034	567,326	3,490,964
Total Expenses	884,586	1,060,452	175,866	532,902	4,882,040	5,673,714	791,674	3,901,962
Net Income (Loss) before CIP Funded Expenses	(421,155)	(286,013)	(135,142)	(458,836)	(2,287,668)	(2,783,068)	495,401	(942,039)
CIP Funded Expenses	0	0	0	6,495	0	0	0	(67,777)
Net Income (Loss) from Operations	(421,155)	(286,013)	(135,142)	(452,341)	(2,287,668)	(2,783,068)	495,401	(1,009,816)
Fixed Asset Purchases	261,326	8,333	(252,993)	0	300,126	49,998	(250,128)	22,771
Net Income (Loss) after Fixed Asset Purchases	(682,481)	(294,346)	(388,135)	(452,341)	(2,587,794)	(2,833,066)	245,273	(1,032,587)

Hawaii Convention Center
Facility
Income Statement 2
From 12/01/2021 Through 12/31/2021
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Facility								
Revenue	428,849	425,236	3,613	61,867	2,327,602	1,984,287	343,315	2,756,891
Expenses	791,103	820,719	29,616	459,059	4,174,708	4,742,034	567,326	3,490,964
Net Income (Loss)	<u>(362,254)</u>	<u>(395,483)</u>	<u>33,229</u>	<u>(397,192)</u>	<u>(1,847,106)</u>	<u>(2,757,747)</u>	<u>910,641</u>	<u>(734,073)</u>
Food & Beverage								
Revenue	34,582	349,203	(314,621)	12,199	266,770	906,359	(639,589)	203,032
Expenses	93,483	239,733	146,250	73,843	707,333	931,680	224,347	410,998
Net Income (Loss)	<u>(58,901)</u>	<u>109,470</u>	<u>(168,371)</u>	<u>(61,644)</u>	<u>(440,563)</u>	<u>(25,321)</u>	<u>(415,242)</u>	<u>(207,966)</u>
Net Income (Loss) before CIP	<u>(421,155)</u>	<u>(286,013)</u>	<u>(135,142)</u>	<u>(458,836)</u>	<u>(2,287,669)</u>	<u>(2,783,068)</u>	<u>495,399</u>	<u>(942,039)</u>
Funded Expenses								
CIP Funded Expenses	<u>0</u>	<u>0</u>	<u>0</u>	<u>6,495</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>(67,777)</u>
Net Income (Loss) from Operations	<u>(421,155)</u>	<u>(286,013)</u>	<u>(135,142)</u>	<u>(452,341)</u>	<u>(2,287,669)</u>	<u>(2,783,068)</u>	<u>495,399</u>	<u>(1,009,816)</u>
Fixed Asset Purchases	<u>261,326</u>	<u>8,333</u>	<u>(252,993)</u>	<u>0</u>	<u>300,126</u>	<u>49,998</u>	<u>(250,128)</u>	<u>22,771</u>
Net Income (Loss) after Fixed Asset Purchases	<u><u>(682,481)</u></u>	<u><u>(294,346)</u></u>	<u><u>(388,135)</u></u>	<u><u>(452,341)</u></u>	<u><u>(2,587,795)</u></u>	<u><u>(2,833,066)</u></u>	<u><u>245,271</u></u>	<u><u>(1,032,587)</u></u>

Hawaii Convention Center
Facility
Income Statement
From 12/01/2021 Through 12/31/2021
(In Whole Numbers)

Current Month Variance Explanations over \$10,000

- A We continue to operate in a fluid environment due to COVID. We had budgeted for a city-wide offshore event, and other local pick-up business that did not materialize, however, on a positive note we picked up a Netflix production running from November 2021 - February 2022.
- B The Department of Labor and Industrial Relations (DLIR) use of the center during the pandemic ceased as of December 31, 2021 and along with that was the discontinuance of operational services (i.e. security, facilities, housekeeping, etc) resulting in these variances.
- C Timing difference and realization of rigging commission for Beyond Van Gogh event which was received during the month.
- D Due to staffing vacancies, freezing hires and over budgeted Benefits.
- E Timing differences.
- F Due to necessary repairs on our aging HVAC system.
- G Due to the pick up of Netflix production which is utilizing an exhibit hall for the month resulting in increased electricity costs.
- H Due to emergency repairs of meeting rooms, common, storage and work areas caused by severe rains on December 4-8, 2021. Remediation and repair of saturated materials, fireproofing, ceiling tile, ceiling tile framework and drywall were required. These repairs are pending State emergency CIP approval. If approved, this \$261k expense will be removed from our P&L.

Hawaii Convention Center
Event Income Statement
From 12/1/2021 Through 12/31/2021
(In Whole Numbers)

	Actual	Budget	Variance
Statistical Data			
Attendance-Actual/DropCnt	12,527	0	12,527
Event Days	118	0	118
Square Footage	4,070,026	0	4,070,026
Total Statistical Data	<u>4,082,671</u>	<u>0</u>	<u>4,082,671</u>
Rental Income			
Rent Income	1,004,125	749,559	254,566
Rental Discount-HCC	(720,080)	(568,510)	(151,570)
Rental Discount-F&B Credit	(1,150)	0	(1,150)
Total Rental Income	<u>282,895</u>	<u>181,049</u>	<u>101,846</u>
Service Income			
Labor Billed	14,014	26,250	(12,236)
Security Billed	(22,954)	80,000	(102,954)
On Call Security Billed	1,170	11,830	(10,660)
Changeover Setup Billed	350	750	(400)
Police/Fire Billed	0	200	(200)
First Aid Billed	2,450	3,830	(1,380)
Cleaning Billed	1,125	9,990	(8,865)
Event Service Charge	11,355	0	11,355
Equipment Rental Billed	4,581	5,650	(1,069)
Other Production Billed	555	0	555
Utilities Billed	12,295	10,750	1,545
Telephone Billed	0	800	(800)
Business Center Revenue	0	1,700	(1,700)
Other Services Billed	0	4,100	(4,100)
Facility Wages	(5,732)	(23,660)	17,928
Security Wages	(2,286)	(88,920)	86,634
Contracted Security Labor	(25,701)	(5,700)	(20,001)
HCC On-call Security Staffing	(887)	(8,190)	7,303
Contracted Facility Labor	(12,099)	(41,874)	29,775
Contracted First Aid	(2,132)	(3,319)	1,188
Janitorial Wages	(8,942)	(29,100)	20,158
Contracted Janitorial Wages	(11,108)	(15,800)	4,692
Other Production Expense	(555)	0	(555)
Allocated Utilities Expense	(3,824)	(3,938)	114
Engineering Wages	(9,187)	(16,300)	7,113
IT Wages	(6,756)	(5,500)	(1,256)
Other Service Expense	0	(2,200)	2,200
Total Service Income	<u>(64,269)</u>	<u>(88,651)</u>	<u>24,382</u>
Food and Beverage			
Concessions Food Sales	0	16,500	(16,500)
Concessions Bar NA Bev Sales	0	12,000	(12,000)
Concessions Bar Alcohol Sales	0	2,650	(2,650)
Kiosk Food Sales	1,151	0	1,151
Kiosk Bar NA Bev Sales	858	0	858
COS-Food	0	(3,135)	3,135
COS-Concessions Bar-NA Bev	0	(2,280)	2,280
COS-Alcohol	0	(504)	504
COS-Food	(388)	0	(388)
COS-Kiosk-NA Bev	(137)	0	(137)
Catering Food Sales	6,196	214,750	(208,554)
Catering Bar NA Beverage Sales	12,736	14,500	(1,764)
Catering Bar Alcohol Sales	532	22,500	(21,968)
Catering Other Sales	8,807	8,400	407

Hawaii Convention Center
Event Income Statement
From 12/1/2021 Through 12/31/2021
(In Whole Numbers)

	Actual	Budget	Variance
Catering Service Charge	4,302	57,903	(53,601)
COS-Food	(1,866)	(41,877)	40,011
COS Catering Bar-NA Bev	(2,200)	(2,755)	555
COS-Alcohol	(114)	(4,275)	4,161
Contracted Labor-F&B	(8,850)	(82,063)	73,213
Contracted Labor-Kiosk	(1,205)	0	(1,205)
Total Food and Beverage	19,822	212,314	(192,492)
Parking			
Self Parking Sales	23,814	50,520	(26,706)
Contracted Self Parking Labor	(3,521)	(6,400)	2,879
Total Parking	20,294	44,120	(23,827)
Electrical Services			
Gross Contracted Electrical Sales	5,000	7,000	(2,000)
Electrical Concessionaire Share	(3,000)	(4,200)	1,200
Total Electrical Services	2,000	2,800	(800)
Audio Visual			
Gross Contracted Audio Visual	17,007	165,000	(147,994)
Audio Visual Concessionaire Share	(13,096)	(132,000)	118,904
Total Audio Visual	3,911	33,000	(29,089)
Internet Services			
Gross Contracted Internet Sales	4,970	23,000	(18,030)
Internet Concessionaire Share	(4,970)	(23,000)	18,030
Total Internet Services	0	0	0
Rigging Services			
Gross Contracted Rigging Sales	290,363	3,000	287,363
Rigging Concessionaire Share	(207,702)	(2,400)	(205,302)
Total Rigging Services	82,661	600	82,061
Total Event Income	347,313	385,232	(37,919)

Hawaii Convention Center
Event Income Statement
3784500 - Netflix Production MM2
From 12/1/2021 Through 12/31/2021
(In Whole Numbers)

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Statistical Data			
Event Days	31	0	31
Square Footage	<u>1,635,756</u>	<u>0</u>	<u>1,635,756</u>
Total Statistical Data	<u>1,635,787</u>	<u>0</u>	<u>1,635,787</u>
Rental Income			
Rent Income	423,000	0	423,000
Rental Discount-HCC	<u>(318,280)</u>	<u>0</u>	<u>(318,280)</u>
Total Rental Income	<u>104,720</u>	<u>0</u>	<u>104,720</u>
Service Income			
Cleaning Billed	1,400	0	1,400
Event Service Charge	1,475	0	1,475
Equipment Rental Billed	1,475	0	1,475
Utilities Billed	1,760	0	1,760
Facility Wages	(990)	0	(990)
Contracted Security Labor	(15,345)	0	(15,345)
Contracted Facility Labor	(3,909)	0	(3,909)
Janitorial Wages	(517)	0	(517)
Contracted Janitorial Wages	(1,960)	0	(1,960)
Allocated Utilities Expense	(440)	0	(440)
Engineering Wages	<u>(1,213)</u>	<u>0</u>	<u>(1,213)</u>
Total Service Income	<u>(18,264)</u>	<u>0</u>	<u>(18,264)</u>
Total Event Income	<u>86,456</u>	<u>0</u>	<u>86,456</u>

Hawaii Convention Center

Event Income Statement

3753400 - Beyond Van Gogh Honolulu - The Immersive Experience

From 12/1/2021 Through 12/31/2021

(In Whole Numbers)

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Rigging Services			
Gross Contracted Rigging Sales	290,363	0	290,363
Rigging Concessionaire Share	<u>(207,702)</u>	<u>0</u>	<u>(207,702)</u>
Total Rigging Services	<u>82,661</u>	<u>0</u>	<u>82,661</u>
Total Event Income	<u>82,661</u>	<u>0</u>	<u>82,661</u>

Hawaii Convention Center
 Event Income Statement
 3721400 - DLIR - Unemployment Call Centers
 From 12/1/2021 Through 12/31/2021
 (In Whole Numbers)

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Statistical Data			
Square Footage	1,164,870	0	1,164,870
Total Statistical Data	<u>1,164,870</u>	<u>0</u>	<u>1,164,870</u>
Rental Income			
Rent Income	278,250	311,640	(33,390)
Rental Discount-HCC	<u>(212,625)</u>	<u>(241,640)</u>	<u>29,015</u>
Total Rental Income	<u>65,625</u>	<u>70,000</u>	<u>(4,375)</u>
Service Income			
Labor Billed	14,014	24,000	(9,986)
Security Billed	(25,114)	80,000	(105,114)
Cleaning Billed	(1,225)	8,840	(10,065)
Other Services Billed	0	2,800	(2,800)
Facility Wages	0	(5,200)	5,200
Security Wages	0	(62,400)	62,400
Janitorial Wages	(83)	(6,800)	6,717
Engineering Wages	(1,424)	(9,600)	8,176
IT Wages	(956)	(4,000)	3,044
Other Service Expense	<u>0</u>	<u>(2,200)</u>	<u>2,200</u>
Total Service Income	<u>(14,789)</u>	<u>25,440</u>	<u>(40,229)</u>
Total Event Income	<u>50,836</u>	<u>95,440</u>	<u>(44,604)</u>

Hawaii Convention Center
Event Income Statement
3749600 - Young At Heart Expo 2021
From 12/1/2021 Through 12/31/2021
(In Whole Numbers)

	Actual	Budget	Variance
Statistical Data			
Attendance-Actual/DropCnt	2,220	0	2,220
Event Days	4	0	4
Square Footage	255,193	0	255,193
Total Statistical Data	257,417	0	257,417
Rental Income			
Rent Income	33,610	0	33,610
Rental Discount-HCC	(11,298)	0	(11,298)
Total Rental Income	22,313	0	22,313
Service Income			
Security Billed	900	0	900
First Aid Billed	1,190	0	1,190
Cleaning Billed	700	0	700
Event Service Charge	3,000	0	3,000
Equipment Rental Billed	1,296	0	1,296
Utilities Billed	215	0	215
Facility Wages	(371)	0	(371)
Security Wages	(138)	0	(138)
Contracted Security Labor	(4,248)	0	(4,248)
Contracted Facility Labor	(558)	0	(558)
Contracted First Aid	(1,040)	0	(1,040)
Janitorial Wages	(1,325)	0	(1,325)
Contracted Janitorial Wages	(3,109)	0	(3,109)
Allocated Utilities Expense	(429)	0	(429)
Engineering Wages	(927)	0	(927)
IT Wages	(60)	0	(60)
Total Service Income	(4,904)	0	(4,904)
Food and Beverage			
Kiosk Food Sales	998	0	998
Kiosk Bar NA Bev Sales	541	0	541
COS-Food	(342)	0	(342)
COS-Kiosk-NA Bev	(82)	0	(82)
Contracted Labor-Kiosk	(1,056)	0	(1,056)
Total Food and Beverage	59	0	59
Parking			
Self Parking Sales	12,369	0	12,369
Contracted Self Parking Labor	(1,329)	0	(1,329)
Total Parking	11,040	0	11,040
Electrical Services			
Gross Contracted Electrical Sales	2,500	0	2,500
Electrical Concessionaire Share	(1,500)	0	(1,500)
Total Electrical Services	1,000	0	1,000
Audio Visual			
Gross Contracted Audio Visual	3,735	0	3,735
Audio Visual Concessionaire Share	(2,988)	0	(2,988)
Total Audio Visual	747	0	747
Total Event Income	30,255	0	30,255

Hawaii Convention Center

Event Income Statement

3783200 - NHI-Safety Inspection of In-Service Bridges

From 12/1/2021 Through 12/31/2021

(In Whole Numbers)

	Actual	Budget	Variance
Statistical Data			
Attendance-Actual/DropCnt	550	0	550
Event Days	17	0	17
Square Footage	76,536	0	76,536
Total Statistical Data	<u>77,103</u>	<u>0</u>	<u>77,103</u>
Rental Income			
Rent Income	24,390	0	24,390
Rental Discount-HCC	(12,195)	0	(12,195)
Total Rental Income	<u>12,195</u>	<u>0</u>	<u>12,195</u>
Service Income			
Event Service Charge	2,500	0	2,500
Equipment Rental Billed	900	0	900
Utilities Billed	2,620	0	2,620
Facility Wages	(179)	0	(179)
Security Wages	(804)	0	(804)
Contracted Facility Labor	(558)	0	(558)
Janitorial Wages	(1,242)	0	(1,242)
Contracted Janitorial Wages	(691)	0	(691)
Allocated Utilities Expense	(655)	0	(655)
Engineering Wages	(917)	0	(917)
Total Service Income	<u>974</u>	<u>0</u>	<u>974</u>
Food and Beverage			
Catering Bar NA Beverage Sales	10,967	0	10,967
Catering Other Sales	2,000	0	2,000
Catering Service Charge	2,522	0	2,522
COS Catering Bar-NA Bev	(1,631)	0	(1,631)
Contracted Labor-F&B	(369)	0	(369)
Total Food and Beverage	<u>13,489</u>	<u>0</u>	<u>13,489</u>
Parking			
Self Parking Sales	360	0	360
Total Parking	<u>360</u>	<u>0</u>	<u>360</u>
Audio Visual			
Gross Contracted Audio Visual	6,944	0	6,944
Audio Visual Concessionaire Share	(5,319)	0	(5,319)
Total Audio Visual	<u>1,625</u>	<u>0</u>	<u>1,625</u>
Internet Services			
Gross Contracted Internet Sales	544	0	544
Internet Concessionaire Share	(544)	0	(544)
Total Internet Services	<u>0</u>	<u>0</u>	<u>0</u>
Total Event Income	<u>28,643</u>	<u>0</u>	<u>28,643</u>

Hawaii Convention Center
Event Income Statement
3736600 - HHFDC Rent Relief Program
From 12/1/2021 Through 12/31/2021
(In Whole Numbers)

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Statistical Data			
Attendance-Actual/DropCnt	120	0	120
Event Days	21	0	21
Square Footage	465,633	0	465,633
Total Statistical Data	<u>465,774</u>	<u>0</u>	<u>465,774</u>
Rental Income			
Rent Income	116,865	66,780	50,085
Rental Discount-HCC	<u>(90,615)</u>	<u>(51,780)</u>	<u>(38,835)</u>
Total Rental Income	<u>26,250</u>	<u>15,000</u>	<u>11,250</u>
Service Income			
Other Production Billed	555	0	555
Utilities Billed	3,300	2,200	1,100
Other Services Billed	0	1,300	(1,300)
Facility Wages	(831)	0	(831)
Security Wages	0	(1,950)	1,950
Contracted Facility Labor	(558)	0	(558)
Janitorial Wages	(1,035)	(2,400)	1,365
Other Production Expense	(555)	0	(555)
Allocated Utilities Expense	(825)	(550)	(275)
Engineering Wages	<u>(1,002)</u>	<u>(1,000)</u>	<u>(2)</u>
Total Service Income	<u>(951)</u>	<u>(2,400)</u>	<u>1,449</u>
Food and Beverage			
Catering Bar NA Beverage Sales	759	600	159
Catering Service Charge	0	138	(138)
COS Catering Bar-NA Bev	(45)	(114)	69
Contracted Labor-F&B	0	(173)	173
Total Food and Beverage	<u>714</u>	<u>451</u>	<u>263</u>
Total Event Income	<u>26,013</u>	<u>13,051</u>	<u>12,962</u>

Hawaii Convention Center
Event Income Statement
2164100 - 2021 Honolulu Marathon Expo
From 12/1/2021 Through 12/31/2021
(In Whole Numbers)

	Actual	Budget	Variance
Statistical Data			
Attendance-Actual/DropCnt	9,000	0	9,000
Event Days	5	0	5
Square Footage	243,220	0	243,220
Total Statistical Data	<u>252,225</u>	<u>0</u>	<u>252,225</u>
Rental Income			
Rent Income	43,090	62,667	(19,577)
Rental Discount-HCC	(21,545)	(16,000)	(5,545)
Total Rental Income	<u>21,545</u>	<u>46,667</u>	<u>(25,122)</u>
Service Income			
Labor Billed	0	1,000	(1,000)
Security Billed	1,260	0	1,260
On Call Security Billed	1,170	3,900	(2,730)
Changeover Setup Billed	350	0	350
Police/Fire Billed	0	200	(200)
First Aid Billed	1,260	825	435
Cleaning Billed	250	900	(650)
Event Service Charge	3,000	0	3,000
Equipment Rental Billed	250	3,400	(3,150)
Utilities Billed	0	1,150	(1,150)
Telephone Billed	0	300	(300)
Business Center Revenue	0	200	(200)
Facility Wages	(1,122)	(2,600)	1,478
Security Wages	(460)	(7,800)	7,340
Contracted Security Labor	(3,756)	(2,200)	(1,556)
HCC On-call Security Staffing	(887)	(2,700)	1,813
Contracted Facility Labor	(2,932)	(12,285)	9,353
Contracted First Aid	(1,092)	(715)	(377)
Janitorial Wages	(1,738)	(4,000)	2,262
Contracted Janitorial Wages	(4,050)	(4,300)	250
Allocated Utilities Expense	(375)	(1,188)	813
Engineering Wages	(381)	(1,200)	819
Total Service Income	<u>(9,252)</u>	<u>(27,113)</u>	<u>17,860</u>
Food and Beverage			
Concessions Food Sales	0	9,000	(9,000)
Concessions Bar NA Bev Sales	0	2,000	(2,000)
Concessions Bar Alcohol Sales	0	1,350	(1,350)
Kiosk Food Sales	153	0	153
Kiosk Bar NA Bev Sales	317	0	317
COS-Food	0	(1,710)	1,710
COS-Concessions Bar-NA Bev	0	(380)	380
COS-Alcohol	0	(257)	257
COS-Food	(46)	0	(46)
COS-Kiosk-NA Bev	(55)	0	(55)
Catering Food Sales	0	22,500	(22,500)
Catering Bar NA Beverage Sales	0	1,400	(1,400)
Catering Other Sales	0	4,900	(4,900)
Catering Service Charge	0	5,497	(5,497)
COS-Food	0	(4,388)	4,388
COS Catering Bar-NA Bev	0	(266)	266
Contracted Labor-F&B	0	(10,962)	10,962
Contracted Labor-Kiosk	(149)	0	(149)
Total Food and Beverage	<u>220</u>	<u>28,684</u>	<u>(28,464)</u>

Hawaii Convention Center
Event Income Statement
2164100 - 2021 Honolulu Marathon Expo
From 12/1/2021 Through 12/31/2021
(In Whole Numbers)

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Parking			
Self Parking Sales	7,569	31,500	(23,931)
Contracted Self Parking Labor	<u>(1,178)</u>	<u>(3,000)</u>	<u>1,822</u>
Total Parking	<u>6,391</u>	<u>28,500</u>	<u>(22,109)</u>
Electrical Services			
Gross Contracted Electrical Sales	2,500	5,500	(3,000)
Electrical Concessionaire Share	<u>(1,500)</u>	<u>(3,300)</u>	<u>1,800</u>
Total Electrical Services	<u>1,000</u>	<u>2,200</u>	<u>(1,200)</u>
Audio Visual			
Gross Contracted Audio Visual	0	5,000	(5,000)
Audio Visual Concessionaire Share	<u>0</u>	<u>(4,000)</u>	<u>4,000</u>
Total Audio Visual	<u>0</u>	<u>1,000</u>	<u>(1,000)</u>
Internet Services			
Gross Contracted Internet Sales	3,126	2,500	626
Internet Concessionaire Share	<u>(3,126)</u>	<u>(2,500)</u>	<u>(626)</u>
Total Internet Services	<u>0</u>	<u>0</u>	<u>0</u>
Rigging Services			
Gross Contracted Rigging Sales	0	3,000	(3,000)
Rigging Concessionaire Share	<u>0</u>	<u>(2,400)</u>	<u>2,400</u>
Total Rigging Services	<u>0</u>	<u>600</u>	<u>(600)</u>
Total Event Income	<u>19,904</u>	<u>80,538</u>	<u>(60,634)</u>

Hawaii Convention Center

Event Income Statement

3730600 - Department of Health-Contact Tracing

From 12/1/2021 Through 12/31/2021

(In Whole Numbers)

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Statistical Data			
Attendance-Actual/DropCnt	80	0	80
Event Days	27	0	27
Square Footage	<u>188,298</u>	<u>0</u>	<u>188,298</u>
Total Statistical Data	<u>188,405</u>	<u>0</u>	<u>188,405</u>
Rental Income			
Rent Income	74,175	66,780	7,395
Rental Discount-HCC	<u>(51,788)</u>	<u>(51,780)</u>	<u>(8)</u>
Total Rental Income	<u>22,388</u>	<u>15,000</u>	<u>7,388</u>
Service Income			
Utilities Billed	4,400	7,000	(2,600)
Facility Wages	(844)	(1,300)	456
Security Wages	0	(4,030)	4,030
Contracted Facility Labor	(1,861)	0	(1,861)
Janitorial Wages	(1,014)	(7,300)	6,286
Allocated Utilities Expense	(1,100)	(1,750)	650
Engineering Wages	(1,424)	(800)	(624)
IT Wages	<u>(5,740)</u>	<u>0</u>	<u>(5,740)</u>
Total Service Income	<u>(7,583)</u>	<u>(8,180)</u>	<u>597</u>
Total Event Income	<u>14,805</u>	<u>6,820</u>	<u>7,985</u>

Hawaii Convention Center
Event Income Statement
3571800 - HBR General Membership Mtg
From 12/1/2021 Through 12/31/2021
(In Whole Numbers)

	Actual	Budget	Variance
Statistical Data			
Attendance-Actual/DropCnt	48	0	48
Event Days	5	0	5
Square Footage	8,029	0	8,029
Total Statistical Data	8,082	0	8,082
Rental Income			
Rent Income	2,500	21,093	(18,593)
Rental Discount-HCC	0	(10,210)	10,210
Total Rental Income	2,500	10,883	(8,383)
Service Income			
On Call Security Billed	0	390	(390)
First Aid Billed	0	200	(200)
Event Service Charge	240	0	240
Equipment Rental Billed	265	350	(85)
Facility Wages	(179)	(650)	471
Security Wages	(138)	(910)	772
Contracted Security Labor	0	(500)	500
HCC On-call Security Staffing	0	(270)	270
Contracted Facility Labor	(372)	(2,499)	2,127
Contracted First Aid	0	(173)	173
Janitorial Wages	(249)	(300)	51
Contracted Janitorial Wages	0	(1,000)	1,000
Allocated Utilities Expense	0	(225)	225
Engineering Wages	(211)	(400)	189
Total Service Income	(644)	(5,987)	5,343
Food and Beverage			
Catering Food Sales	1,756	27,500	(25,744)
Catering Bar NA Beverage Sales	500	0	500
Catering Service Charge	519	6,325	(5,806)
COS-Food	(176)	(5,363)	5,187
COS Catering Bar-NA Bev	(89)	0	(89)
Contracted Labor-F&B	(1,149)	(7,949)	6,800
Total Food and Beverage	1,361	20,513	(19,152)
Parking			
Self Parking Sales	456	5,040	(4,584)
Contracted Self Parking Labor	0	(300)	300
Total Parking	456	4,740	(4,284)
Electrical Services			
Gross Contracted Electrical Sales	0	1,500	(1,500)
Electrical Concessionaire Share	0	(900)	900
Total Electrical Services	0	600	(600)
Audio Visual			
Gross Contracted Audio Visual	6,228	5,000	1,228
Audio Visual Concessionaire Share	(4,729)	(4,000)	(729)
Total Audio Visual	1,499	1,000	499
Internet Services			
Gross Contracted Internet Sales	1,300	500	800
Internet Concessionaire Share	(1,300)	(500)	(800)
Total Internet Services	0	0	0

Hawaii Convention Center
Event Income Statement
3571800 - HBR General Membership Mtg
From 12/1/2021 Through 12/31/2021
(In Whole Numbers)

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Total Event Income	<u><u>5,172</u></u>	<u><u>31,748</u></u>	<u><u>(26,576)</u></u>

Hawaii Convention Center

Event Income Statement

3685000 - Hawaii Association of Public Accountants

From 12/1/2021 Through 12/31/2021

(In Whole Numbers)

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Statistical Data			
Attendance-Actual/DropCnt	85	0	85
Event Days	1	0	1
Square Footage	<u>3,600</u>	<u>0</u>	<u>3,600</u>
Total Statistical Data	<u><u>3,686</u></u>	<u><u>0</u></u>	<u><u>3,686</u></u>
Rental Income			
Rent Income	1,150	0	1,150
Rental Discount-F&B Credit	<u>(1,150)</u>	<u>0</u>	<u>(1,150)</u>
Total Rental Income	<u>0</u>	<u>0</u>	<u>0</u>
Service Income			
Facility Wages	(179)	0	(179)
Security Wages	(69)	0	(69)
Contracted Facility Labor	(372)	0	(372)
Janitorial Wages	(249)	0	(249)
Engineering Wages	<u>(381)</u>	<u>0</u>	<u>(381)</u>
Total Service Income	<u>(1,250)</u>	<u>0</u>	<u>(1,250)</u>
Food and Beverage			
Catering Food Sales	4,440	0	4,440
Catering Bar NA Beverage Sales	510	0	510
Catering Bar Alcohol Sales	532	0	532
Catering Other Sales	300	0	300
Catering Service Charge	1,261	0	1,261
COS-Food	(595)	0	(595)
COS Catering Bar-NA Bev	(99)	0	(99)
COS-Alcohol	(114)	0	(114)
Contracted Labor-F&B	<u>(2,256)</u>	<u>0</u>	<u>(2,256)</u>
Total Food and Beverage	<u>3,979</u>	<u>0</u>	<u>3,979</u>
Parking			
Self Parking Sales	300	0	300
Contracted Self Parking Labor	<u>(131)</u>	<u>0</u>	<u>(131)</u>
Total Parking	<u>169</u>	<u>0</u>	<u>169</u>
Total Event Income	<u><u>2,898</u></u>	<u><u>0</u></u>	<u><u>2,898</u></u>

Hawaii Convention Center
 Event Income Statement
 3770100 - PSI Seminars
 From 12/1/2021 Through 12/31/2021
 (In Whole Numbers)

	Actual	Budget	Variance
Statistical Data			
Attendance-Actual/DropCnt	60	0	60
Event Days	3	0	3
Square Footage	11,703	0	11,703
Total Statistical Data	<u>11,766</u>	<u>0</u>	<u>11,766</u>
Rental Income			
Rent Income	3,270	0	3,270
Rental Discount-HCC	(1,090)	0	(1,090)
Total Rental Income	<u>2,180</u>	<u>0</u>	<u>2,180</u>
Service Income			
Event Service Charge	390	0	390
Facility Wages	(627)	0	(627)
Security Wages	(229)	0	(229)
Contracted Facility Labor	(279)	0	(279)
Janitorial Wages	(993)	0	(993)
Engineering Wages	(381)	0	(381)
Total Service Income	<u>(2,120)</u>	<u>0</u>	<u>(2,120)</u>
Parking			
Self Parking Sales	1,180	0	1,180
Total Parking	<u>1,180</u>	<u>0</u>	<u>1,180</u>
Total Event Income	<u>1,240</u>	<u>0</u>	<u>1,240</u>

Hawaii Convention Center
 Event Income Statement
 3784700 - PSI Seminars 12/08/21
 From 12/1/2021 Through 12/31/2021
 (In Whole Numbers)

	Actual	Budget	Variance
Statistical Data			
Attendance-Actual/DropCnt	60	0	60
Event Days	1	0	1
Square Footage	4,432	0	4,432
Total Statistical Data	<u>4,493</u>	<u>0</u>	<u>4,493</u>
Rental Income			
Rent Income	1,245	0	1,245
Total Rental Income	<u>1,245</u>	<u>0</u>	<u>1,245</u>
Service Income			
Facility Wages	(179)	0	(179)
Security Wages	(92)	0	(92)
Contracted Security Labor	(200)	0	(200)
Contracted Facility Labor	(326)	0	(326)
Janitorial Wages	(166)	0	(166)
Engineering Wages	(381)	0	(381)
Total Service Income	<u>(1,344)</u>	<u>0</u>	<u>(1,344)</u>
Parking			
Self Parking Sales	380	0	380
Contracted Self Parking Labor	(118)	0	(118)
Total Parking	<u>262</u>	<u>0</u>	<u>262</u>
Total Event Income	<u>164</u>	<u>0</u>	<u>164</u>

Hawaii Convention Center
Event Income Statement
3683000 - GeekCraft Expo Hawaii 2021
From 12/1/2021 Through 12/31/2021
(In Whole Numbers)

	Actual	Budget	Variance
Statistical Data			
Attendance-Actual/DropCnt	304	0	304
Event Days	3	0	3
Square Footage	12,756	0	12,756
Total Statistical Data	<u>13,063</u>	<u>0</u>	<u>13,063</u>
Rental Income			
Rent Income	2,580	0	2,580
Rental Discount-HCC	(645)	0	(645)
Total Rental Income	<u>1,935</u>	<u>0</u>	<u>1,935</u>
Service Income			
Event Service Charge	750	0	750
Equipment Rental Billed	395	0	395
Facility Wages	(229)	0	(229)
Security Wages	(356)	0	(356)
Contracted Security Labor	(2,154)	0	(2,154)
Contracted Facility Labor	(372)	0	(372)
Janitorial Wages	(331)	0	(331)
Contracted Janitorial Wages	(1,298)	0	(1,298)
Engineering Wages	(548)	0	(548)
Total Service Income	<u>(4,143)</u>	<u>0</u>	<u>(4,143)</u>
Parking			
Self Parking Sales	1,200	0	1,200
Contracted Self Parking Labor	(766)	0	(766)
Total Parking	<u>434</u>	<u>0</u>	<u>434</u>
Audio Visual			
Gross Contracted Audio Visual	100	0	100
Audio Visual Concessionaire Share	(60)	0	(60)
Total Audio Visual	<u>40</u>	<u>0</u>	<u>40</u>
Total Event Income	<u>(1,734)</u>	<u>0</u>	<u>(1,734)</u>

Hawaii Convention Center
 Event Income Statement
 2021012 - HTA December 2021 Functions
 From 12/1/2021 Through 12/31/2021
 (In Whole Numbers)

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Food and Beverage			
Catering Other Sales	2,912	0	2,912
COS-Food	(447)	0	(447)
COS Catering Bar-NA Bev	(135)	0	(135)
Contracted Labor-F&B	<u>(2,330)</u>	<u>0</u>	<u>(2,330)</u>
Total Food and Beverage	<u>0</u>	<u>0</u>	<u>0</u>
Total Event Income	<u><u>0</u></u>	<u><u>0</u></u>	<u><u>0</u></u>

Hawaii Convention Center
 Event Income Statement
 2021120 - ASM December 2021 Functions
 From 12/1/2021 Through 12/31/2021
 (In Whole Numbers)

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Food and Beverage			
Catering Other Sales	3,595	0	3,595
COS-Food	(648)	0	(648)
COS Catering Bar-NA Bev	(201)	0	(201)
Contracted Labor-F&B	<u>(2,746)</u>	<u>0</u>	<u>(2,746)</u>
Total Food and Beverage	<u>0</u>	<u>0</u>	<u>0</u>
Total Event Income	<u><u>0</u></u>	<u><u>0</u></u>	<u><u>0</u></u>

Hawaii Convention Center
Event Income Statement
3726800 - 2021 Intl Chemical Congress of Pacific Basin Societies
From 12/1/2021 Through 12/31/2021
(In Whole Numbers)

	Actual	Budget	Variance
Rental Income			
Rent Income	0	173,600	(173,600)
Rental Discount-HCC	0	(173,600)	173,600
Total Rental Income	0	0	0
Service Income			
On Call Security Billed	0	7,280	(7,280)
Changeover Setup Billed	0	750	(750)
First Aid Billed	0	2,655	(2,655)
Cleaning Billed	0	250	(250)
Equipment Rental Billed	0	1,300	(1,300)
Utilities Billed	0	300	(300)
Telephone Billed	0	500	(500)
Business Center Revenue	0	1,500	(1,500)
Facility Wages	0	(10,400)	10,400
Security Wages	0	(8,450)	8,450
Contracted Security Labor	0	(2,100)	2,100
HCC On-call Security Staffing	0	(5,040)	5,040
Contracted Facility Labor	0	(20,013)	20,013
Contracted First Aid	0	(2,301)	2,301
Janitorial Wages	0	(6,900)	6,900
Contracted Janitorial Wages	0	(7,000)	7,000
Allocated Utilities Expense	0	(200)	200
Engineering Wages	0	(2,500)	2,500
IT Wages	0	(1,500)	1,500
Total Service Income	0	(51,869)	51,869
Food and Beverage			
Concessions Food Sales	0	7,500	(7,500)
Concessions Bar NA Bev Sales	0	10,000	(10,000)
Concessions Bar Alcohol Sales	0	1,300	(1,300)
COS-Food	0	(1,425)	1,425
COS-Concessions Bar-NA Bev	0	(1,900)	1,900
COS-Alcohol	0	(247)	247
Catering Food Sales	0	78,750	(78,750)
Catering Bar NA Beverage Sales	0	12,500	(12,500)
Catering Bar Alcohol Sales	0	22,500	(22,500)
Catering Other Sales	0	3,500	(3,500)
Catering Service Charge	0	26,163	(26,163)
COS-Food	0	(15,356)	15,356
COS Catering Bar-NA Bev	0	(2,375)	2,375
COS-Alcohol	0	(4,275)	4,275
Contracted Labor-F&B	0	(38,120)	38,120
Total Food and Beverage	0	98,515	(98,515)
Parking			
Self Parking Sales	0	7,200	(7,200)
Contracted Self Parking Labor	0	(2,000)	2,000
Total Parking	0	5,200	(5,200)
Audio Visual			
Gross Contracted Audio Visual	0	150,000	(150,000)
Audio Visual Concessionaire Share	0	(120,000)	120,000
Total Audio Visual	0	30,000	(30,000)
Internet Services			

Hawaii Convention Center

Event Income Statement

3726800 - 2021 Intl Chemical Congress of Pacific Basin Societies

From 12/1/2021 Through 12/31/2021

(In Whole Numbers)

	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Gross Contracted Internet Sales	0	15,000	(15,000)
Internet Concessionaire Share	<u>0</u>	<u>(15,000)</u>	<u>15,000</u>
Total Internet Services	<u>0</u>	<u>0</u>	<u>0</u>
Total Event Income	<u>0</u>	<u>81,846</u>	<u>(81,846)</u>

Hawaii Convention Center
Event Income Statement
3733500 - JROTC Military Ball
From 12/1/2021 Through 12/31/2021
(In Whole Numbers)

	Actual	Budget	Variance
Rental Income			
Rent Income	0	7,000	(7,000)
Rental Discount-HCC	0	(3,500)	3,500
Total Rental Income	0	3,500	(3,500)
Service Income			
Labor Billed	0	1,250	(1,250)
On Call Security Billed	0	260	(260)
First Aid Billed	0	150	(150)
Equipment Rental Billed	0	300	(300)
Utilities Billed	0	100	(100)
Facility Wages	0	(650)	650
Security Wages	0	(1,040)	1,040
Contracted Security Labor	0	(300)	300
HCC On-call Security Staffing	0	(180)	180
Contracted Facility Labor	0	(2,352)	2,352
Contracted First Aid	0	(130)	130
Janitorial Wages	0	(200)	200
Contracted Janitorial Wages	0	(1,500)	1,500
Allocated Utilities Expense	0	(25)	25
Engineering Wages	0	(200)	200
Total Service Income	0	(4,517)	4,517
Food and Beverage			
Catering Food Sales	0	16,000	(16,000)
Catering Service Charge	0	3,680	(3,680)
COS-Food	0	(3,120)	3,120
Contracted Labor-F&B	0	(4,625)	4,625
Total Food and Beverage	0	11,935	(11,935)
Parking			
Self Parking Sales	0	3,000	(3,000)
Contracted Self Parking Labor	0	(500)	500
Total Parking	0	2,500	(2,500)
Total Event Income	0	13,418	(13,418)

Hawaii Convention Center
 Event Income Statement
 0000000 - Non Job ID Specific
 From 12/1/2021 Through 12/31/2021
 (In Whole Numbers)

	Actual	Budget	Variance
Rental Income			
Rent Income	0	40,000	(40,000)
Rental Discount-HCC	0	(20,000)	20,000
Total Rental Income	<u>0</u>	<u>20,000</u>	<u>(20,000)</u>
Service Income			
Equipment Rental Billed	0	300	(300)
Facility Wages	0	(2,860)	2,860
Security Wages	0	(2,340)	2,340
Contracted Security Labor	0	(600)	600
Contracted Facility Labor	0	(4,725)	4,725
Janitorial Wages	0	(1,200)	1,200
Contracted Janitorial Wages	0	(2,000)	2,000
Engineering Wages	0	(600)	600
Total Service Income	<u>0</u>	<u>(14,025)</u>	<u>14,025</u>
Food and Beverage			
Catering Food Sales	0	70,000	(70,000)
Catering Service Charge	0	16,100	(16,100)
COS-Food	0	(13,650)	13,650
Contracted Labor-F&B	0	(20,234)	20,234
Total Food and Beverage	<u>0</u>	<u>52,216</u>	<u>(52,216)</u>
Parking			
Self Parking Sales	0	3,780	(3,780)
Contracted Self Parking Labor	0	(600)	600
Total Parking	<u>0</u>	<u>3,180</u>	<u>(3,180)</u>
Audio Visual			
Gross Contracted Audio Visual	0	5,000	(5,000)
Audio Visual Concessionaire Share	0	(4,000)	4,000
Total Audio Visual	<u>0</u>	<u>1,000</u>	<u>(1,000)</u>
Internet Services			
Gross Contracted Internet Sales	0	5,000	(5,000)
Internet Concessionaire Share	0	(5,000)	5,000
Total Internet Services	<u>0</u>	<u>0</u>	<u>0</u>
Total Event Income	<u>0</u>	<u>62,371</u>	<u>(62,371)</u>

Hawaii Convention Center
 Indirect Expenses by Department
 500 - Executive
 From 12/1/2021 Through 12/31/2021
 (In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Net Salaries & Benefits								
Salaries & Wages								
Salaries-Exempt	21,042	26,942	5,900	25,511	117,634	161,652	44,018	144,143
Wages-Nonexempt	3,687	3,575	(112)	0	21,506	21,450	(56)	1,731
OT-Nonexempt	451	0	(451)	0	3,064	0	(3,064)	6
Vacation Expense	<u>1,437</u>	<u>0</u>	<u>(1,437)</u>	<u>890</u>	<u>10,675</u>	<u>0</u>	<u>(10,675)</u>	<u>13,374</u>
Total Salaries & Wages	26,618	30,517	3,899	26,402	152,879	183,102	30,223	159,255
Payroll Taxes & Benefits								
Payroll Taxes	2,106	2,467	361	2,050	12,495	14,802	2,307	11,706
Benefits	1,710	3,508	1,798	1,926	9,426	21,048	11,622	11,747
401 (k)	904	917	13	792	5,872	5,502	(370)	8,024
Workers Compensat...	<u>348</u>	<u>750</u>	<u>402</u>	<u>537</u>	<u>2,284</u>	<u>4,500</u>	<u>2,216</u>	<u>2,982</u>
Total Payroll Taxes & ...	<u>5,067</u>	<u>7,642</u>	<u>2,575</u>	<u>5,307</u>	<u>30,077</u>	<u>45,852</u>	<u>15,775</u>	<u>34,458</u>
Total Net Salaries & Ben...	<u>31,685</u>	<u>38,159</u>	<u>6,474</u>	<u>31,708</u>	<u>182,956</u>	<u>228,954</u>	<u>45,998</u>	<u>193,713</u>
Other Indirect Expenses								
Meetings & Conventions								
Meetings & Convent...	0	0	0	0	279	1,000	721	0
Dues & Subscriptions	<u>0</u>	<u>700</u>	<u>700</u>	<u>754</u>	<u>2,991</u>	<u>4,200</u>	<u>1,209</u>	<u>2,864</u>
Total Meetings & Con...	0	700	700	754	3,270	5,200	1,930	2,864
General & Administrative								
Employee Training	0	0	0	0	492	0	(492)	0
Miscellaneous G & A	<u>0</u>	<u>17</u>	<u>17</u>	<u>0</u>	<u>0</u>	<u>102</u>	<u>102</u>	<u>0</u>
Total General & Admi...	0	17	17	0	492	102	(390)	0
Other								
FF & E Expense	<u>0</u>	<u>33</u>	<u>33</u>	<u>0</u>	<u>575</u>	<u>198</u>	<u>(377)</u>	<u>0</u>
Total Other	<u>0</u>	<u>33</u>	<u>33</u>	<u>0</u>	<u>575</u>	<u>198</u>	<u>(377)</u>	<u>0</u>
Total Other Indirect Exp...	<u>0</u>	<u>750</u>	<u>750</u>	<u>754</u>	<u>4,337</u>	<u>5,500</u>	<u>1,163</u>	<u>2,864</u>
Total Operating Expenses	<u><u>31,685</u></u>	<u><u>38,909</u></u>	<u><u>7,224</u></u>	<u><u>32,462</u></u>	<u><u>187,293</u></u>	<u><u>234,454</u></u>	<u><u>47,161</u></u>	<u><u>196,576</u></u>

Hawaii Convention Center
 Indirect Expenses by Department
 505 - Finance
 From 12/1/2021 Through 12/31/2021
 (In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Net Salaries & Benefits								
Salaries & Wages								
Salaries-Exempt	16,304	15,150	(1,154)	16,938	99,909	90,900	(9,009)	97,754
Wages-Nonexempt	0	0	0	0	(2,390)	0	2,390	0
Vacation Expense	<u>1,643</u>	<u>0</u>	<u>(1,643)</u>	<u>1,643</u>	<u>10,681</u>	<u>0</u>	<u>(10,681)</u>	<u>14,123</u>
Total Salaries & Wages	17,947	15,150	(2,797)	18,581	108,200	90,900	(17,300)	111,877
Payroll Taxes & Benefits								
Payroll Taxes	1,371	1,358	(13)	1,381	7,240	8,148	908	7,163
Benefits	1,393	2,575	1,182	1,414	8,263	15,450	7,187	8,684
401 (k)	207	458	251	207	2,840	2,748	(92)	3,175
Workers Compensat...	<u>260</u>	<u>375</u>	<u>115</u>	<u>370</u>	<u>1,762</u>	<u>2,250</u>	<u>488</u>	<u>2,075</u>
Total Payroll Taxes & ...	<u>3,230</u>	<u>4,766</u>	<u>1,536</u>	<u>3,371</u>	<u>20,105</u>	<u>28,596</u>	<u>8,491</u>	<u>21,097</u>
Total Net Salaries & Ben...	<u>21,177</u>	<u>19,916</u>	<u>(1,261)</u>	<u>21,952</u>	<u>128,305</u>	<u>119,496</u>	<u>(8,809)</u>	<u>132,974</u>
Other Indirect Expenses								
Net Contracted Services								
Armored Car Service	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>308</u>	<u>0</u>	<u>(308)</u>	<u>0</u>
Total Net Contracted ...	0	0	0	0	308	0	(308)	0
General & Administrative								
Payroll Fees	<u>1,023</u>	<u>1,608</u>	<u>585</u>	<u>3,174</u>	<u>6,061</u>	<u>9,648</u>	<u>3,587</u>	<u>9,767</u>
Total General & Admi...	<u>1,023</u>	<u>1,608</u>	<u>585</u>	<u>3,174</u>	<u>6,061</u>	<u>9,648</u>	<u>3,587</u>	<u>9,767</u>
Total Other Indirect Exp...	<u>1,023</u>	<u>1,608</u>	<u>585</u>	<u>3,174</u>	<u>6,369</u>	<u>9,648</u>	<u>3,279</u>	<u>9,767</u>
Total Operating Expenses	<u>22,201</u>	<u>21,524</u>	<u>(677)</u>	<u>25,126</u>	<u>134,674</u>	<u>129,144</u>	<u>(5,530)</u>	<u>142,741</u>

Hawaii Convention Center
 Indirect Expenses by Department
 510 - Operations
 From 12/1/2021 Through 12/31/2021
 (In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Net Salaries & Benefits								
Salaries & Wages								
Salaries-Exempt	15,733	22,667	6,934	17,000	86,514	136,002	49,488	95,584
Janitorial-Exempt	7,074	8,350	1,276	3,181	49,387	50,100	713	23,659
Janitorial-Nonexempt	17,020	19,000	1,980	20,706	94,300	114,000	19,700	110,294
Janitorial-Overtime	12	308	296	0	666	1,848	1,182	1,994
Maintenance-Exempt	14,596	13,750	(846)	7,962	81,942	82,500	558	73,105
Maintenance-Nonex...	21,470	32,900	11,430	12,664	144,219	197,400	53,181	114,304
Maintenance-OT	383	300	(83)	49	549	1,800	1,251	291
Landscaping-Exempt	4,230	4,308	78	3,833	25,410	25,848	438	24,019
Landscaping-Nonex...	6,040	8,567	2,527	2,955	23,596	51,402	27,806	16,538
IT/Telcom-Exempt	16,546	15,583	(963)	16,546	93,876	93,498	(378)	92,867
Vacation Expense	6,306	0	(6,306)	5,595	42,612	0	(42,612)	44,980
Total Salaries & Wages	109,411	125,733	16,322	90,491	643,072	754,398	111,326	597,633
Payroll Taxes & Benefits								
Payroll Taxes	8,823	12,092	3,269	7,564	50,952	72,552	21,600	46,214
Benefits	17,325	27,667	10,342	18,665	103,270	166,002	62,732	90,282
401 (k)	1,929	2,525	596	1,754	12,843	15,150	2,307	11,693
Workers Compensat...	2,472	9,317	6,845	2,096	15,436	55,902	40,466	110,922
Total Payroll Taxes & ...	30,548	51,601	21,053	30,080	182,501	309,606	127,105	259,111
Labor Allocations to Events								
Allocated Janitorial-...	(8,942)	(29,100)	(20,158)	(22,623)	(64,108)	(135,400)	(71,292)	(122,077)
Allocated Electrician...	0	0	0	0	0	0	0	(8,780)
Allocated Maintenanc...	(9,187)	(16,300)	(7,113)	(3,416)	(46,562)	(82,200)	(35,638)	(23,012)
Allocated IT/Telcom...	(6,756)	(4,983)	1,773	(13,726)	(14,888)	(29,898)	(15,010)	(91,512)
Total Labor Allocation...	(24,885)	(50,383)	(25,498)	(39,766)	(125,558)	(247,498)	(121,940)	(245,380)
Total Net Salaries & Ben...	115,074	126,951	11,877	80,805	700,016	816,506	116,490	611,365
Other Indirect Expenses								
Net Contracted Services								
Contracted Cleaning...	9,758	15,800	6,042	0	51,208	57,000	5,792	7,413
Contracted Cleaning...	1,758	2,750	992	0	3,810	16,500	12,690	0
Contracted Bldg Cle...	10,000	1,858	(8,142)	3,682	14,705	11,148	(3,557)	7,735
Contracted Landscap...	943	0	(943)	0	6,004	0	(6,004)	0
Other Contracted S...	15,426	68,892	53,466	9,365	91,449	413,352	321,903	79,177
Allocated Contract S...	(9,758)	(15,800)	(6,042)	0	(54,309)	(57,000)	(2,691)	(7,413)
Allocated Other Exp...	(555)	(52,200)	(51,645)	(2,137)	(14,202)	(313,200)	(298,998)	(32,030)
Total Net Contracted ...	27,573	21,300	(6,273)	10,911	98,665	127,800	29,135	54,882
Operations								
Trash Removal-Gre...	0	300	300	0	1,492	1,800	308	1,649
Trash Removal	3,093	5,000	1,907	12,763	14,942	30,000	15,058	35,284
Water Feature	279	250	(29)	152	977	1,500	523	3,019
Landscaping	14,643	2,742	(11,901)	1,520	26,780	16,452	(10,328)	24,420
Equipment Rental	0	500	500	0	0	3,000	3,000	0
Small Equipment	0	0	0	0	0	0	0	(97)
Vehicle Maintenance	666	200	(466)	0	1,589	1,200	(389)	387
Miscellaneous Oper...	0	0	0	0	0	0	0	(146)
Allocated Trash Re...	(1,350)	0	1,350	0	(1,725)	0	1,725	0
Total Operations	17,331	8,992	(8,339)	14,435	44,054	53,952	9,898	64,517
Repair & Maintenance								
Gen Bldg Repairs & ...	11,504	9,491	(2,013)	15,621	36,132	51,946	15,814	32,327
Elevator Escalator	32,582	31,508	(1,074)	(19,054)	183,190	189,048	5,858	109,990
HVAC Systems	21,241	10,650	(10,591)	7,994	76,924	63,900	(13,024)	41,242
Machinery & Equip...	995	2,667	1,672	436	3,684	16,002	12,318	7,365
Maintenance Agree...	9,263	9,925	662	13,316	54,579	59,550	4,971	46,203
Total Repair & Mainte...	75,585	64,241	(11,344)	18,313	354,509	380,446	25,937	237,127
Operational Supplies								
Telecom Equipment...	79	458	379	21	897	2,748	1,851	418
General Building Su...	3,338	2,000	(1,338)	245	9,678	12,000	2,322	(4,750)
Bulbs & Lamps	1,208	2,400	1,192	3,600	9,536	14,400	4,864	5,924
Electrical	3,890	1,200	(2,690)	175	11,711	7,200	(4,511)	1,263
Fuel Propane	416	400	(16)	255	1,607	2,400	793	3,213

Hawaii Convention Center
 Indirect Expenses by Department
 510 - Operations
 From 12/1/2021 Through 12/31/2021
 (In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Plumbing	11,403	2,600	(8,803)	5,116	21,247	15,600	(5,647)	7,989
Bulding Chemicals	344	1,100	756	342	3,990	6,600	2,610	7,575
Small Tools	77	50	(27)	0	306	300	(6)	0
HVAC Supplies	0	3,250	3,250	41,992	0	19,500	19,500	41,992
Paint	0	300	300	0	904	1,800	896	0
Janitorial Supplies	10,071	7,000	(3,071)	0	22,379	42,000	19,621	25,560
Uniforms	129	817	688	1,148	348	4,902	4,554	2,414
COVID19 Expenses	0	0	0	0	0	0	0	562
COVID19-Re-openin...	0	833	833	1,145	1,361	4,998	3,637	12,558
Signage	0	750	750	0	0	4,500	4,500	0
Landscaping Supplies	<u>2,701</u>	<u>700</u>	<u>(2,001)</u>	<u>495</u>	<u>6,197</u>	<u>4,200</u>	<u>(1,997)</u>	<u>770</u>
Total Operational Sup...	33,655	23,858	(9,797)	54,533	90,161	143,148	52,987	105,488
Meetings & Conventions								
Dues & Subscriptions	<u>0</u>	<u>150</u>	<u>150</u>	<u>140</u>	<u>126</u>	<u>900</u>	<u>774</u>	<u>266</u>
Total Meetings & Con...	0	150	150	140	126	900	774	266
General & Administrative								
Computer Expense	121	1,000	879	121	804	6,000	5,196	844
Employee Training	0	0	0	0	1,702	125	(1,577)	146
Miscellaneous G & A	<u>0</u>	<u>142</u>	<u>142</u>	<u>0</u>	<u>0</u>	<u>852</u>	<u>852</u>	<u>0</u>
Total General & Admi...	121	1,142	1,021	121	2,506	6,977	4,471	990
Other								
FF & E Expense	<u>0</u>	<u>667</u>	<u>667</u>	<u>0</u>	<u>489</u>	<u>4,002</u>	<u>3,513</u>	<u>335</u>
Total Other	<u>0</u>	<u>667</u>	<u>667</u>	<u>0</u>	<u>489</u>	<u>4,002</u>	<u>3,513</u>	<u>335</u>
Total Other Indirect Exp...	<u>154,266</u>	<u>120,350</u>	<u>(33,916)</u>	<u>98,453</u>	<u>590,510</u>	<u>717,225</u>	<u>126,715</u>	<u>463,605</u>
Total Operating Expenses	<u>269,340</u>	<u>247,301</u>	<u>(22,039)</u>	<u>179,258</u>	<u>1,290,525</u>	<u>1,533,731</u>	<u>243,206</u>	<u>1,074,969</u>

Hawaii Convention Center
 Indirect Expenses by Department
 515 - Security
 From 12/1/2021 Through 12/31/2021
 (In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Net Salaries & Benefits								
Salaries & Wages								
Security-Exempt	26,268	30,883	4,615	31,438	170,173	185,298	15,125	181,440
Security-Nonexempt	39,680	65,082	25,402	48,573	233,689	369,452	135,763	336,584
Security-OT	6,092	0	(6,092)	318	26,079	0	(26,079)	2,698
Vacation Expense	4,090	0	(4,090)	4,786	29,215	0	(29,215)	32,472
Total Salaries & Wages	76,130	95,965	19,835	85,114	459,155	554,750	95,595	553,194
Payroll Taxes & Benefits								
Payroll Taxes	6,179	9,800	3,621	6,413	36,697	58,800	22,103	41,158
Benefits	13,979	19,308	5,329	21,184	83,604	115,848	32,244	106,090
401 (k)	1,394	792	(602)	1,397	8,930	4,752	(4,178)	8,883
Workers Compensat...	1,886	2,400	514	6,665	12,064	14,400	2,336	14,019
Total Payroll Taxes & ...	23,439	32,300	8,861	35,659	141,295	193,800	52,505	170,151
Labor Allocations to Events								
Allocated Security-E...	(2,286)	(88,920)	(86,634)	(124,074)	(303,577)	(463,700)	(160,123)	(723,810)
Allocated On-Call Se...	(887)	(8,190)	(7,303)	0	(2,070)	(28,100)	(26,030)	(28,136)
Total Labor Allocation...	(3,173)	(97,110)	(93,937)	(124,074)	(305,647)	(491,800)	(186,153)	(751,946)
Total Net Salaries & Ben...	96,396	31,155	(65,241)	(3,300)	294,803	256,750	(38,053)	(28,601)
Other Indirect Expenses								
Net Contracted Services								
Contracted Security	25,328	5,700	(19,628)	0	147,496	18,550	(128,946)	0
Other Contracted S...	3,758	0	(3,758)	0	44,201	0	(44,201)	350
Allocated Contract P...	0	0	0	0	(503)	0	503	0
Allocated Contracte...	(3,521)	0	3,521	0	(45,030)	0	45,030	0
Allocated Contract S...	(25,701)	(5,700)	20,001	0	(147,287)	(18,550)	128,737	0
Total Net Contracted ...	(136)	0	136	0	(1,124)	0	1,124	350
Repair & Maintenance								
Gen Bldg Repairs & ...	18,004	6,001	(12,003)	18,998	38,801	41,006	2,205	59,195
Total Repair & Mainte...	18,004	6,001	(12,003)	18,998	38,801	41,006	2,205	59,195
Operational Supplies								
First Aid	0	75	75	0	378	450	72	0
Uniforms	0	0	0	0	0	0	0	1,410
COVID19 Expenses	0	0	0	0	0	0	0	98
COVID19-Re-openin...	0	0	0	(403)	0	0	0	0
Security	0	400	400	208	311	2,400	2,089	1,435
Parking Supplies	0	417	417	0	157	2,502	2,345	0
Total Operational Sup...	0	892	892	(195)	846	5,352	4,506	2,942
General & Administrative								
Employee Training	0	0	0	0	0	0	0	399
Total General & Admi...	0	0	0	0	0	0	0	399
Total Other Indirect Exp...	17,868	6,893	(10,975)	18,803	38,523	46,358	7,835	62,886
Total Operating Expenses	114,264	38,048	(76,216)	15,503	333,326	303,108	(30,218)	34,285

Hawaii Convention Center
 Indirect Expenses by Department
 520 - Event Services
 From 12/1/2021 Through 12/31/2021
 (In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Net Salaries & Benefits								
Salaries & Wages								
Salaries-Exempt	23,656	22,475	(1,181)	9,692	129,428	134,850	5,422	58,154
Wages-Nonexempt	2,400	0	(2,400)	0	2,400	0	(2,400)	464
Facility-Exempt	5,308	5,000	(308)	5,308	29,308	30,000	692	27,739
Facility-Nonexempt	3,067	9,675	6,608	2,861	16,426	58,050	41,624	17,656
Facility-OT	379	0	(379)	0	1,545	0	(1,545)	0
Vacation Expense	976	0	(976)	1,346	11,856	0	(11,856)	10,791
Total Salaries & Wages	35,786	37,150	1,364	19,207	190,962	222,900	31,938	114,803
Payroll Taxes & Benefits								
Payroll Taxes	2,677	3,492	815	1,398	14,131	20,952	6,821	7,856
Benefits	6,103	9,400	3,297	4,092	32,858	56,400	23,542	28,900
401 (k)	846	1,033	187	501	4,961	6,198	1,237	3,137
Workers Compensat...	780	917	137	740	4,946	5,502	556	4,221
Total Payroll Taxes & ...	10,406	14,842	4,436	6,731	56,896	89,052	32,156	44,113
Labor Allocations to Events								
Allocated Facility-Ev...	(5,732)	(23,660)	(17,928)	(10,665)	(53,432)	(103,460)	(50,028)	(76,648)
Total Labor Allocation...	(5,732)	(23,660)	(17,928)	(10,665)	(53,432)	(103,460)	(50,028)	(76,648)
Total Net Salaries & Ben...	40,459	28,332	(12,127)	15,273	194,425	208,492	14,067	82,267
Other Indirect Expenses								
Net Contracted Services								
Contracted Facility ...	12,169	41,874	29,705	0	30,725	140,091	109,366	5,696
Other Contracted S...	2,140	3,719	1,579	0	4,620	6,819	2,199	1,923
Allocated Contract P...	(2,132)	(1,500)	632	0	(4,052)	(9,000)	(4,948)	0
Allocated Contract S...	(12,099)	(41,874)	(29,775)	0	(30,302)	(140,091)	(109,789)	(2,587)
Total Net Contracted ...	79	2,219	2,140	0	990	(2,181)	(3,171)	5,032
Operations								
Equipment Rental	0	458	458	0	228	2,748	2,520	0
Total Operations	0	458	458	0	228	2,748	2,520	0
Operational Supplies								
Gen Building Suppli...	245	850	605	(939)	6,343	5,100	(1,243)	3,059
Laundry	0	4,167	4,167	15	0	25,002	25,002	340
Uniforms	0	500	500	0	0	500	500	0
COVID19 Expenses	0	0	0	0	0	0	0	153
COVID19-Re-openIn...	0	417	417	0	0	2,502	2,502	0
Total Operational Sup...	245	5,934	5,689	(924)	6,343	33,104	26,761	3,553
Meetings & Conventions								
Dues & Subscriptions	0	0	0	0	0	0	0	495
Total Meetings & Con...	0	0	0	0	0	0	0	495
General & Administrative								
Miscellaneous G & A	0	83	83	0	0	498	498	0
Total General & Admi...	0	83	83	0	0	498	498	0
Other								
FF & E Expense	3,524	83	(3,441)	0	3,524	498	(3,026)	0
Total Other	3,524	83	(3,441)	0	3,524	498	(3,026)	0
Total Other Indirect Exp...	3,847	8,777	4,930	(924)	11,085	34,667	23,582	9,080
Total Operating Expenses	44,306	37,109	(7,197)	14,349	205,510	243,159	37,649	91,347

Hawaii Convention Center
 Indirect Expenses by Department
 535 - Food & Beverage
 From 12/1/2021 Through 12/31/2021
 (In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Net Salaries & Benefits								
Salaries & Wages								
Salaries-Exempt	56,217	63,125	6,908	35,690	318,389	378,750	60,361	229,805
ERTC-CARES Act	0	0	0	0	7,245	0	(7,245)	(15,190)
Total Salaries & Wages	56,217	63,125	6,908	35,690	325,634	378,750	53,116	214,615
Payroll Taxes & Benefits								
Payroll Taxes	4,366	6,883	2,517	2,864	27,228	41,298	14,070	17,700
Benefits	(2,782)	5,367	8,149	3,155	20,394	32,202	11,808	20,315
Workers Compensat...	2,221	2,492	271	1,410	12,577	14,952	2,375	9,076
Total Payroll Taxes & ...	3,805	14,742	10,937	7,429	60,199	88,452	28,253	47,091
Total Net Salaries & Ben...	60,022	77,867	17,845	43,119	385,833	467,202	81,369	261,706
Other Indirect Expenses								
Net Contracted Services								
Armored Car Service	0	42	42	0	0	252	252	0
Other Contracted S...	733	2,425	1,692	733	4,398	14,550	10,152	4,272
Total Net Contracted ...	733	2,467	1,734	733	4,398	14,802	10,404	4,272
Operations								
Trash Removal	0	417	417	0	0	2,502	2,502	855
Equipment Rental	0	0	0	0	0	0	0	1,200
Small Equipment	153	667	514	0	2,125	4,002	1,877	0
Total Operations	153	1,084	931	0	2,125	6,504	4,379	2,055
Repair & Maintenance								
Gen Bldg Repairs & ...	5,417	1,667	(3,750)	16,350	27,701	10,002	(17,699)	21,883
Total Repair & Mainte...	5,417	1,667	(3,750)	16,350	27,701	10,002	(17,699)	21,883
Operational Supplies								
General Building Su...	3,027	6,635	3,608	378	23,305	17,221	(6,084)	8,947
Janitorial Supplies	489	1,746	1,257	0	5,593	4,531	(1,062)	169
Laundry	136	250	114	0	2,033	1,500	(533)	0
Uniforms	16	42	26	0	413	252	(161)	0
COVID19 Expenses	0	625	625	0	0	3,750	3,750	0
Total Operational Sup...	3,668	9,298	5,630	378	31,344	27,254	(4,090)	9,116
Insurance								
Insurance	211	2,855	2,644	88	2,055	7,373	5,318	1,064
Total Insurance	211	2,855	2,644	88	2,055	7,373	5,318	1,064
Utilities								
Telephone	327	200	(127)	180	1,422	1,200	(222)	1,655
Total Utilities	327	200	(127)	180	1,422	1,200	(222)	1,655
Meetings & Conventions								
Dues & Subscriptions	0	0	0	0	0	0	0	3,495
Total Meetings & Con...	0	0	0	0	0	0	0	3,495
Promotions & Communications								
Promotional	2,565	1,867	(698)	454	(98)	11,202	11,300	7,004
Total Promotions & Co...	2,565	1,867	(698)	454	(98)	11,202	11,300	7,004
General & Administrative								
Professional Fees-L...	0	0	0	0	0	0	0	970
Professional Fees-O...	32	0	(32)	0	32	0	(32)	0
Bank Service Charges	17	83	66	41	160	498	338	519
Payroll Fees	40	42	2	27	214	252	38	783
Postage	42	42	0	29	117	252	135	85
Rental Office Equip...	0	600	600	600	(2,544)	3,600	6,144	3,000
Office Supplies	0	83	83	0	998	498	(500)	1,889
Licenses & Fees	600	0	(600)	0	600	0	(600)	2,177
Credit Card Discounts	779	1,273	494	0	6,175	3,343	(2,832)	4
Computer Expense	4,217	3,333	(884)	2,610	22,686	19,998	(2,688)	15,217
Miscellaneous G & A	0	83	83	0	0	498	498	5,285
Total General & Admi...	5,727	5,539	(188)	3,307	28,438	28,939	501	29,929
Total Other Indirect Exp...	18,801	24,977	6,176	21,490	97,385	107,276	9,891	80,474
Total Operating Expenses	78,823	102,844	24,021	64,609	483,218	574,478	91,260	342,179

Hawaii Convention Center
 Indirect Expenses by Department
 555 - Overhead
 From 12/1/2021 Through 12/31/2021
 (In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Net Salaries & Benefits								
Labor Allocations to Events								
Allocated IT/Telcom...	0	(200)	(200)	0	0	(388)	(388)	0
Total Labor Allocation...	0	(200)	(200)	0	0	(388)	(388)	0
Total Net Salaries & Ben...	0	(200)	(200)	0	0	(388)	(388)	0
Other Indirect Expenses								
Operational Supplies								
COVID19-Re-openin...	0	0	0	0	0	0	0	5,102
Total Operational Sup...	0	0	0	0	0	0	0	5,102
Insurance								
Insurance	11,134	9,333	(1,801)	6,524	70,213	55,998	(14,215)	(1,307)
Allocated Insurance	0	0	0	0	(1,190)	0	1,190	0
Total Insurance	11,134	9,333	(1,801)	6,524	69,023	55,998	(13,025)	(1,307)
Utilities								
Electricity	156,980	129,724	(27,256)	62,382	868,235	692,022	(176,213)	715,162
Cable TV Services	0	217	217	220	1,100	1,302	202	1,312
Gas & Fuel	1,473	2,500	1,027	1,257	11,237	15,000	3,763	6,659
Telephone	3,382	3,400	18	2,951	18,059	20,400	2,341	20,554
Water & Sewage	20,378	19,100	(1,278)	21,718	126,681	112,600	(14,081)	130,462
Allocated Utilities	(3,824)	(3,738)	86	(1,760)	(22,007)	(24,308)	(2,301)	(16,013)
Total Utilities	178,389	151,204	(27,186)	86,768	1,003,305	817,017	(186,289)	858,136
Meetings & Conventions								
Dues & Subscriptions	0	0	0	0	0	0	0	89
Total Meetings & Con...	0	0	0	0	0	0	0	89
Promotions & Communications								
Promotional	0	433	433	0	0	2,598	2,598	0
Total Promotions & Co...	0	433	433	0	0	2,598	2,598	0
General & Administrative								
Professional Fees-L...	0	417	417	0	377	2,502	2,125	2,146
Professional Fees-O...	97	1,100	1,003	0	1,396	6,600	5,204	327
Bank Service Charges	1,078	900	(178)	2,084	4,586	5,400	814	5,978
Postage	0	83	83	0	1,555	498	(1,057)	55
Rental Office Equip...	247	542	295	833	3,039	3,252	213	6,172
Office Supplies	100	500	400	103	1,118	3,000	1,882	942
Printing & Stationary	0	208	208	0	0	1,248	1,248	0
Licenses & Fees	191	392	201	1,197	1,170	2,352	1,182	2,140
Sales & Use Tax	0	650	650	(507)	946	3,900	2,954	(404)
Credit Card Discounts	(813)	900	1,713	329	9,041	5,400	(3,641)	2,351
Employee Relations	4,600	417	(4,183)	1,096	4,652	2,502	(2,150)	1,096
Miscellaneous G & A	0	33	33	0	4,521	198	(4,323)	2,707
Total General & Admi...	5,501	6,142	641	5,136	32,401	36,852	4,451	23,511
Management Fees								
Management Fee Cl...	18,633	18,633	(0)	(91,162)	111,800	111,798	(2)	0
Total Management Fees	18,633	18,633	(0)	(91,162)	111,800	111,798	(2)	0
Other								
Community Relations	0	417	417	0	0	2,502	2,502	0
Expenses Prior to A...	2,819	133	(2,686)	200	7,906	798	(7,108)	800
Miscellaneous	0	833	833	0	0	4,998	4,998	0
Expenses - Reimb ...	0	0	0	6,495	0	0	0	(67,777)
Total Other	2,819	1,383	(1,436)	6,695	7,906	8,298	392	(66,977)
Total Other Indirect Exp...	216,476	187,128	(29,349)	13,961	1,224,435	1,032,561	(191,875)	818,554
Total Operating Expenses	216,476	186,928	(29,549)	13,961	1,224,435	1,032,173	(192,262)	818,554

Sales & Marketing

Hawaii Convention Center
Sales and Marketing
Reforecast
From 01/01/2021 Through 6/30/2022
(In Whole Numbers)

	YTD Actual	Projected Next Month to 6/30/22	Reforecast thru 6/30/22	7/01/21 - 6/30/22 Budget	Variance	7/01/20 - 6/30/21 Actual
Other Operating Income						
Other Income	0	0	0	0	0	1
Total Other Operating Income	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>1</u>
Total Gross Income	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>1</u>
Net Salaries & Benefits						
Salaries & Wages	141,208	143,929	285,135	295,900	10,765	185,873
Payroll Taxes & Benefits	35,065	38,893	73,958	83,600	9,642	51,424
Total Net Salaries & Benefits	<u>176,272</u>	<u>182,822</u>	<u>359,092</u>	<u>379,500</u>	<u>20,408</u>	<u>237,296</u>
Other Indirect Expenses						
Repair & Maintenance	33,129	34,102	67,231	68,200	969	66,334
Utilities	1,620	1,800	3,420	3,600	180	3,121
Meetings & Conventions	755	6,845	7,600	7,600	(0)	(5,775)
Promotions & Communications	13,860	44,430	58,290	38,000	(20,290)	51,827
General & Administrative	2,851	19,792	22,643	20,900	(1,743)	5,495
Other	6,932	7,790	14,722	15,200	478	12,565
Total Other Indirect Expenses	<u>59,148</u>	<u>114,759</u>	<u>173,907</u>	<u>153,500</u>	<u>(20,407)</u>	<u>133,567</u>
Net Income (Loss) from Operations	<u>(235,421)</u>	<u>(297,581)</u>	<u>(533,000)</u>	<u>(533,000)</u>	<u>0</u>	<u>(370,863)</u>
Fixed Asset Purchases	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Net Income (Loss) After Fixed Asset Purchases	<u><u>(235,421)</u></u>	<u><u>(297,581)</u></u>	<u><u>(533,000)</u></u>	<u><u>(533,000)</u></u>	<u><u>0</u></u>	<u><u>(370,863)</u></u>

Hawaii Convention Center
Sales and Marketing
Income Statement
From 12/1/2021 Through 12/31/2021
(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	0	0	0	0	1
Total Other Operating Income	0	0	0	0	0	0	0	1
Total Gross Income	0	0	0	0	0	0	0	1
Net Salaries & Benefits								
Salaries & Wages	25,964	22,492	(3,472)	14,552	141,208	134,952	(6,256)	81,597
Payroll Taxes & Benefits	5,995	6,759	764	3,729	35,065	40,554	5,489	27,154
Total Net Salaries & Benefits	31,958	29,251	(2,707)	18,281	176,272	175,506	(766)	108,752
Other Indirect Expenses								
Net Contracted Services	0	0	0	0	0	0	0	0
Repair & Maintenance	5,472	5,683	211	4,963	33,129	34,098	969	34,419
Utilities	440	300	(140)	253	1,620	1,800	180	1,603
Meetings & Conventions								
Mileage	0	0	0	0	0	0	0	0
Meals & Entertainment	0	208	208	0	69	1,248	1,179	0
Meetings & Conventions	0	0	0	0	687	3,500	2,813	(5,387)
Dues & Subscriptions	0	133	133	0	0	798	798	(448)
Total Meetings & Conventions	0	341	341	0	755	5,546	4,791	(5,836)
Promotions & Communications								
Site Visit	0	0	0	0	0	0	0	0
Photography	0	0	0	10	1,016	8,300	7,284	18,798
Advertising	2,726	0	(2,726)	0	5,451	0	(5,451)	2,000
Web Development & Maint	350	1,850	1,500	2,865	5,635	11,100	5,465	21,944
Market Research	0	0	0	0	0	0	0	0
Promotional	0	175	175	19,691	1,759	1,050	(709)	337
Attendance Promotion	0	0	0	0	0	0	0	0
Global Outreach	0	0	0	0	0	0	0	0
Total Promotions & Comm	3,076	2,025	(1,051)	22,567	13,860	20,450	6,590	43,079
Marketing Flexibility Fund	0	0	0	0	0	0	0	0
General & Administrative	23	608	585	1,382	2,851	16,248	13,397	3,047
Management Fees	0	0	0	0	0	0	0	0
Other	1,047	1,266	219	1,047	6,932	7,596	664	6,283
Total Other Indirect Expenses	10,058	10,223	165	30,213	59,148	85,738	26,590	82,595
Net Income (Loss) from Operations	(42,016)	(39,474)	(2,542)	(48,493)	(235,421)	(261,244)	25,823	(191,346)
Fixed Asset Purchases	0	0	0	0	0	0	0	0
Net Income (Loss) After Fixed Asset Purchases	(42,016)	(39,474)	(2,542)	(48,493)	(235,421)	(261,244)	25,823	(191,346)