

HAWAII TOURISM

AUTHORITY

Our mission is to strategically manage Hawai'i tourism in a sustainable manner consistent with economic goals, cultural values, preservation of natural resources, community desires and visitor industry needs.



Strategic Plan 2020-2025

Regenerative Tourism

**Natural
Resources**

**Hawaiian
Culture**

Community

**Brand
Marketing**

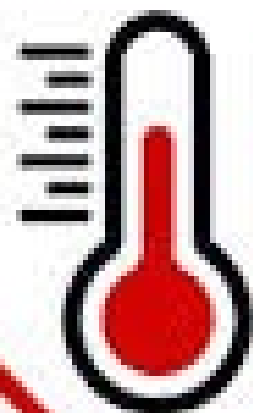
Destination Management Action Plans

Regenerative Tourism
seeks to balance the economics of
tourism with the wellbeing of our
communities and natural resources.



Please

STOP



**TEMPERATURE
CHECK
STATION**

Thank You!

Three Years At A Glance

	2019	2020	2021
Visitor Arrivals	10.4 million	2.7 million	6.8 million estimated
Visitor Spending	\$17.8 billion	\$5.2 billion estimated	\$12.7 billion estimated
State Tax	\$2.0 billion	N/A	\$1.5 billion
TAT	\$637.4 million	\$282.0 million	\$379.9 million
Hotel Occupancy	81.2%	37.1%	57.6%
Hotel ADR	\$283	\$267	\$329
Hotel RevPAR	\$229	\$99	\$189

Spotlight: Hawai'i Tourism Japan

	2021
HTJ Budget	\$4.5 million
HTJ Expenditure	\$3.6 million
Visitor Arrivals	24,232
Visitor Spending	\$82.9 million
State Tax Revenue	\$9.76 million
Return Per State Dollar Spent	\$2.14



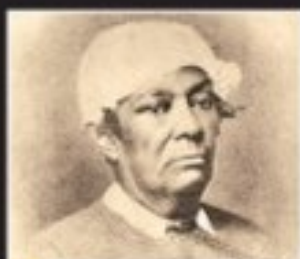
Hideki Matsuyama
Masters Champion



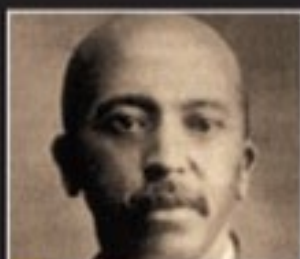




NOTABLE AFRICAN AMERICANS OF HAWAII



1 Betsey Stockton



2 William Lineas Maples



3 Nolle Smith



4 Alice Augusta Ball



5 Helene Hale



6 Charles Campbell



7 Miles Jackson



8 Faye Kennedy



9 Donnis Thompson



10 Wallace "Wally" Amos, Jr.



11 Barack Obama



12 Fabulous Five



“The opportunity that Hawai‘i offered – to experience **a variety of cultures in a climate of mutual respect** – became an integral part of my world view, and a basis for the values that I hold most dear.”

– *President Barack Obama*

“To understand
Barack, you have to
understand Hawai‘i.”

- *Michelle Obama*





“I try to explain to them about the **aloha spirit**... and it’s that spirit that I am absolutely convinced **is what America is looking for right now.**”

– *President Barack Obama*



Anthony D. Allen – **Alani**
1774 – 1835



“As I looked at all of these various faces and various colors mingled together like the waters of the sea, I could see only one face – **the face of the future!**”

- Rev. Dr. Martin Luther King, Jr.



Destination Management Action Plans

- Reset, Rebuild, Redefine the Visitor Industry for each island
- Collaborate with our counties, communities, visitor industry, and other state/county agencies to define and set the direction for tourism.
- Improve current or develop new tourism products and offerings
- Establish better process to manage areas/sites of concern

