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

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor Arrivals</td>
<td>10.4 million</td>
<td>2.7 million</td>
<td>6.8 million estimated</td>
</tr>
<tr>
<td>Visitor Spending</td>
<td>$17.8 billion</td>
<td>$5.2 billion estimated</td>
<td>$12.7 billion estimated</td>
</tr>
<tr>
<td>State Tax</td>
<td>$2.0 billion</td>
<td>N/A</td>
<td>$1.5 billion</td>
</tr>
<tr>
<td>TAT</td>
<td>$637.4 million</td>
<td>$282.0 million</td>
<td>$379.9 million</td>
</tr>
<tr>
<td>Hotel Occupancy</td>
<td>81.2%</td>
<td>37.1%</td>
<td>57.6%</td>
</tr>
<tr>
<td>Hotel ADR</td>
<td>$283</td>
<td>$267</td>
<td>$329</td>
</tr>
<tr>
<td>Hotel RevPAR</td>
<td>$229</td>
<td>$99</td>
<td>$189</td>
</tr>
</tbody>
</table>
## Spotlight: Hawai‘i Tourism Japan

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HTJ Budget</strong></td>
<td>$4.5 million</td>
</tr>
<tr>
<td><strong>HTJ Expenditure</strong></td>
<td>$3.6 million</td>
</tr>
<tr>
<td><strong>Visitor Arrivals</strong></td>
<td>24,232</td>
</tr>
<tr>
<td><strong>Visitor Spending</strong></td>
<td>$82.9 million</td>
</tr>
<tr>
<td><strong>State Tax Revenue</strong></td>
<td>$9.76 million</td>
</tr>
<tr>
<td><strong>Return Per State Dollar Spent</strong></td>
<td>$2.14</td>
</tr>
</tbody>
</table>
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. Dennis 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 Hawaiʻi.”

- 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.
• 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