



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

**HĀLĀWAI KIKOHO'E**  
**HYBRID IN-PERSON & VIRTUAL MEETING**

**REGULAR BOARD MEETING  
HAWAII TOURISM AUTHORITY**

**Po'ahā, 'Apelila 28, 2022, ma ka 9:30 kak.**  
**Thursday, April 28, 2022, at 9:30 a.m.**

**Kikowaena Hālāwai O Hawaii'**  
*Papahēle 'Ehā | Lumi Nui C*  
*1801 Alaākea Kalākaua*  
*Honolulu, Hawaii' 96815*

**Hawaii Convention Center**  
Parking Level | Executive Boardroom A  
1801 Kalākaua Avenue  
Honolulu, Hawaii' 96815

**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\\_MnD51ALJRPK465i8FWY03w](https://us06web.zoom.us/webinar/register/WN_MnD51ALJRPK465i8FWY03w)

*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 March 31, 2022 Board Meeting
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 March 2022
  - 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
  - c. *Ka Nūhou Maiā Lunamaka'āinana Onishi, 'Elele o Ke Kōmike Hale E Pili Pū Ana I Ka Hana A Me Ka 'Oihana Ho'okipa*  
Update by Representative Onishi, Chair of the House Committee on Labor and Tourism
  - d. *Ka Nūhou Maiā Kenekoa Wakai, 'Elele o Ke Kōmike Kenekoa E Pili Pū Ana I Ka Ikehū, Ka Ho'oulu Waiwai, A Me Ka 'Oihana Ho'okipa*  
Update by Senator Wakai, Chair of the Senate Committee on Energy, Economic Development, and Tourism
  - e. *Ka Nūhou Mai Nā 'Oihana Ho'okipa*  
Update by Visitor Industry Organizations
  - f. *Ka Hō'ike'ike 'Ana No Ka Pae 1 O Nā Palapala No Nā Papahana Mālama 'Āina Ho'okipa o Kaua'i, Maui Nui, a Me Hawai'i Mokupuni a Me Ka Palapala Holomua Ho'oilo No Ka Papahana Mālama 'Āina Ho'okipa o O'ahu*  
Presentation of the Phase 1 Reports for the Kaua'i, Maui Nui and Hawai'i Island Destination Management Action Plans and the Winter Progress Report for O'ahu Destination Management Action Plan



7. *Ka Nūhou Mai Ka Hālāwai Kūmau 'o Ho'okahua*  
**Ho'okahua Hawai'i Standing Committee** Report and Update
8. *Ka Nūhou Mai Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, A Me Ke Kikowaena Hālāwai*  
Report and Update by the **Budget, Finance, and Convention Center Standing Committee**
  - 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 March 2022 as Presented at the April 26, 2022 Meeting
  - b. *Ke Kūkākūkā, A Me Ka Hana E Pili Pū Ana I Ka Mana'o I Hāpai 'Ia No Ka Palapala Hō'ike Waiwai A Ka Hale 'Aha o Hawai'i No Pepeluali, Me Ka Nūhou a Ka Hale 'Aha No Ko Lākou Papa Hana CIP He 6 Makahiki Ka Lō'ihī, E Like Me Ka Mea I Wala'au 'Ia Ma Ka Hālāwai o 'Apelila, 26, 2022*  
Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the Hawai'i Convention Center's March 2022 Financial Report and Update on the Hawai'i Convention Center's 6-Year CIP Plan as Presented at the April 26, 2022 Meeting
  - c. *Ke Kūkākūkā A Me Ka Hana E Pili Ana I Ka Mana'o I Hāpai 'Ia No Ke Noi E Ho'ohana I Ke Kālā No Ka Hale 'Aha Mai Ka Makahiki 'Auhau 2022 American Rescue Plan Act Funds Mai Ka 'Inikua Kāpili Nui A Ho'okele Pono, He Noi O Ka \$419,345 Ka Nui, E Kāko'o I Ka Lawa Pono 'O Ka 'Inikua Waiwai No Ka Hale 'Aha*  
Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee to Reallocate FY22 Convention Center American Rescue Plan Act Funds from Major Repair and Maintenance to Insurance in the Amount of \$419,345 to Support Convention Center Insurance for Property Coverage of the Convention Center
9. *Hō'ike A Kūkākūkā No Ka 'Ikepili Noi'i 'Oihana Ho'omāka'ika'i*  
Presentation and Discussion of **Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets**
10. *Hō'ike No Ke Kōmike Alowelo*  
Report and Update by the **Branding Standing Committee** of their Meeting held on April 27 , 2022
  - a. *Kūkākūkā A Me Ka Hana E Pili Pū Ana I Ka 'Āpono 'Ana I Nā Lula Alowelo A Hokona No Ke Ke'ena Kuleana Ho'okipa O Iapana E Ho'omaka Ma Mei 1, 2022*  
Discussion and Action on Recommendation by the Branding Standing Committee on Approving Hawai'i Tourism Japan to Fully Implement its 2022 Brand Marketing & Management Plan Effective May 1, 2022



- b. ~~*Ka Nūhou no ka RFP 22-01 no ka Mākeke USA Kūkākūkā, a me Ka Hana E Pili Pū ana i Ka Āpono 'Ana i Nā Lula Alowelo a Hokona No Ke Ke'ena Kuleana Ho'okipa o Iapana E Ho'omaka Ma Mei 1, 2022.*~~

Update on RFP 22-01 HTA Hawaii Destination Brand Marketing & Management Services for the United State Major Market Area as Discussed in the April 27, 2022, Branding Standing Committee

11. *Ka Nūhou 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

- a. *Ka Nūhou No HB1600*  
Overview and Update on HB1600
- b. *Ka Nūhou No HB1785*  
Overview and Update on HB1785
- c. *Ka Nūhou No SB775*  
Overview and Update on SB775

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.



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'o. Hiki ke ho'ouana mai i nā 'ōlelo hō'ike kākau 'ia ma mua o ka hālāwai iā [carole@gohta.net](mailto: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](mailto: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 and oral testimony on any agenda item. Written testimony may be submitted prior to the meeting to the HTA by email to [carole@gohta.net](mailto: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](mailto: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 not 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) because there will be an in-person option for members of the public and board member to view and participate in the meeting. As a reminder, the in-person option will be available on the 4th Floor in Ballroom C at the Hawaii Convention Center at 1801 Kalakaua Avenue, Honolulu, Hawaii, 96815.

# **4**

Approval of Minutes of the  
March 31, 2022 Board Meeting



**REGULAR BOARD MEETING  
HAWAII TOURISM AUTHORITY  
Thursday, March 31, 2022, 9:30 a.m.**

**Hybrid In-Person & Virtual Meeting**

**MINUTES OF THE REGULAR BOARD MEETING**

**MEMBERS PRESENT:**

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

**MEMBER NOT PRESENT:**

Daniel Chun, Kimi Yuen

**HTA STAFF PRESENT:**

John De Fries, Keith Regan, Kalani Ka'anā'anā, Marc Togashi, Ilihia Gionson, Caroline Anderson, Carole Hagihara, Jadie Goo, Laci Goshi, Maka Casson-Fisher, Dede Howa, Irina De La Torre, Ross Willkom, Iwalani Kaho'ohanohano, Yvonne Lau

**GUESTS:**

Senator Glenn Wakai, Representative Richard Onishi, Representative Jackson Sayama, Mufi Hannemann, Jennifer Chun, Lawrence Liu, Charlene Chan, Erin Khan, Nathan Kam, Jessica Rich, Allison Schaefer, Malia Sanders, Guillaume Maman, Jay Talwar

**LEGAL COUNSEL:**

Gregg Kinkley

**1. Call to Order**

Chair Kam called the meeting to order at 9:32 a.m.

## **2. Roll Call**

Mr. Regan did a roll call, and everyone confirmed attendance. Ms. Menor-McNamara would join later. Mr. Rafter confirmed there was no one present with him. Mr. Regan said they had a quorum for today's meeting.

## **3. Opening Cultural Protocol**

Mr. Casson-Fisher did the opening protocol.

He spoke about the U.S. Mint and the American Quarter Program. This four-year program celebrates the accomplishments and contributions made by women to the developmental history of the country. Beginning 2022 and continuing through 2025, the U.S. Mint will issue five new reserve designs each year. Each coin will maintain a likeness of George Washington, but is different from the design used during the previous quarter's program.

He said the American Woman quarters may feature contributions from various fields including, but not limited to, suffrage, civil rights, abolition, government, humanities, science, space, and the arts. The women honored will be from ethnically, racially, and geographically diverse backgrounds. He mentioned all the women that will appear on the 2022 quarter, and said that among the other women appearing on the 2023 quarter will be Edith Kanāka'ole.

Ms. Kanāka'ole passed away in 1978 and she was an internationally acclaimed kumu hula, composer, chanter and performer. She was credited for playing a vital role in passing down the teachings of Hula, amid the 1970's Hawaiian Renaissance when cultural traditions, languages and institutions were being revived widely and publicly among native populations. Her dance school was internationally acclaimed for teaching Hula and chanting. The non-profit was focused on uplifting cultural teachings, philosophies, and traditions that were revived thanks to the Kanāka'ole family.

## **4. Approval of Minutes of the February 24, 2022, Board Meeting**

Chair Kam asked for a motion. Mr. Atkins made a motion, and Mr. Ching seconded. Mr. Regan did roll call and the motion passed unanimously.

## **5. 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 if there were any permitted interactions. There were none.

## **6. Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Office**

### **a. Relating to Update on HTA's Programs During February 2022**

Mr. De Fries first reported the suspension of Safe Travels Hawai'i. He said there is a sense that they are moving into a phase of stabilization, focusing on leisure travel and HTA's ability to capture the meetings, conventions, and incentives market.

He spoke about the sequential re-opening of international markets led by Japan. He mentioned HTA's continuing efforts to work with each of the island DMAP steering committees, with the island chapters, and the DMAP managers to address the hotspots. He said HTA's efforts double on strengthening relationships with community and leadership, community groups, and industry partners. To that end, he had invited HLTA President, Mr. Hannemann, to join and provide an update on the current hotel and restaurant show in the Convention Center and an HLTA update. He said their efforts are focused on investing in Hawai'i businesses and supporting more entrepreneurial development and the small business community.

Looking at year-end 2021, versus pre-pandemic 2019, visitor spend pre-pandemic was \$17.7 billion, and in 2021, it was \$13 billion. State tax revenue generation pre-pandemic was \$2.7 billion compared to 2021 at \$1.52 billion. Arrivals in 2019 was \$10.4 million compared to \$6.77 million in 2021. TAT ended the fiscal year (FY) 2019 had slightly over \$600 million in the first six months. In the last 6 months. July to December year-end, TAT had already accumulated \$326.9 million. He added emphasis to the per person per day spending. In 2009 it was \$145.70 compared to 2021, at \$199.72.

He said the coming month is filled with a range of activities, but none more important than the weeks ahead at the Hawai'i State Legislature. He asked Ms. Gionson to pull up a graph showing the House Bill 1600, State Budget. He said a request of \$60 million was made, and the House draft is currently sitting at \$1. For staff positions, HTA requested an expenditure ceiling of \$28,500 and a CIP request of \$64,000. He said he spoke to House Finance Chair, Ms. Sylvia Luke, and Tourism House Chair, Rep. Onishi who both confirmed they are placeholder numbers for negotiations that lie ahead.

He spoke about HB 1785, and said it looked to a Legislative Reference Bureau study that would be conducted looking at alternative Tourism Governance systems, and HTA fully supported it. It was later revised, but the revisions raised concerns. They had meetings scheduled the following week with the joint committees, and he encouraged the Board Legislative Permitted Action

Group to convene the next day, so that HTA could coordinate a course of action leading into the meetings coming up.

He added that Mr. Ka'anā'anā was delayed at getting to this morning's meeting because at the request of the first lady, Dawn Ige, he is presiding over a ceremony and celebration of the anniversary of Washington Place. He deferred that part of the presentation until Mr. Ka'anā'anā arrived.

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

Mr. De Fries asked Mr. Regan to provide an update on this section.

Mr. Regan spoke about the administrative work HTA is doing. He said they continue to work diligently to support the overall organization. On the accounting side, with the assistance of Vice President of Finance, Mr. Togashi, HTA continues to process the requests coming from the HTA team in a timely, efficient manner. He said the financial reports continue to be compiled, reviewed, and entirely according to GAP, FAZBE and presented to the Budget, Finance and Convention Center Standing Committee (BFCC) for review and consideration in a timely, efficient manner.

On the procurement front, HTA continues to work to support the procurement needs of the HTA team. HB 862 had put them into HRS 103D, and took away HTA's exemption. He recognized Ms. Tracy Fermahin who helped lead the effort within procurement, and Mr. Togashi, for assisting in helping move through the numerous RFP's and contracts that are being executed, in support of HTA's overall mission and goals. This is in accordance with HRS 103D and the related Hawai'i Administrative Rules set up by the State Procurement Office.

He mentioned there is a Procurement Manager position that is vacant right now. He said Mr. Ronald Rodriguez left HTA in December 2021, and HTA has been actively recruiting for that position since then. He said it had been a challenge filling vacancies as this specialized type of worker is hard to find. He said those responsibilities are with himself and his team for the time being.

He recognized the Director of Planning, Ms. Anderson, who is extremely hard working. He said she is the reason why DMAPs has been so successful. He reminded everyone that this position is extremely important for HTA to continue to do the work associated with implementing the actions and sub-actions of those DMAPs. He commended Ms. Anderson on her hard work.

He mentioned that they recently convened the island caucuses with legislators from different islands. They had focused discussions to share with them and activities going on with DMAPs. This was specific to what was happening in their area, allowing them an opportunity to ask questions and engage HTA. He thanked the legislators who could participate and those who joined later. They are working through the Grant Administration Plan for the Economic Development Administration Grant. This was assigned to HTA by Governor Ige, working closely with HTA and DLNR to move the process forward. They anticipated completing and submitting that soon to the EDA.

He said they were fortunate to welcome a new member to the team, which would be filling the Contracts and Administrative Manager position that has been vacant since Ms. Isabella Dance left in December 2020. New member, Mr. Bryant Yabui would join Friday, April 1, 2022. He said Mr. Yabui has extensive experience in Enterprise Technology Services (ETS) and the Department of Health, with an understanding and a background in procurement. He had declined the Procurement position and preferred the Contracts and Administrative Manager role.

Mr. Regan concluded that part of his role as CAO, is to guide HTA with any issues and challenges. He said he is proud to work with the team and the Board. He mentioned the CEO report has detailed information about what HTA is working on.

Ms. Kimura said both HB 1600 and Senate Bill 1785 are very important. She mentioned Rep. Onishi's comment on the placeholder. Mr. De Fries said they do not have the Senate draft. Out of the Energy, Economic Development and Tourism joint committees, a \$60 million budget is embedded in there. He has arranged a meeting next week to discuss this subject. Mr. De Fries said there was a disagreement about the number of staffing positions, as it appears that 3 positions had been eliminated. There is another interpretation saying none of the positions had been eliminated, so he said they would get that resolved.

Ms. Kimura asked what the position of the WAM Chair and Senator Wakai is. Mr. De Fries said he would know that after next week's meeting. Ms. Kimura asked if Mr. De Fries was planning to meet with Rep. Wakai the following week, and he confirmed that it would be a joint meeting with WAM and Senator Wakai and Government Operations and Labor.

Mr. Arakawa thanked Ms. Kimura for the follow-up question, and Mr. De Fries for clarifying the Senate Bill. He spoke about HB 1600 and said it showed zero positions for HTA, with the Senate version expressing that they were not going to delete any vacant position. He said there was a discrepancy between the Bill and the Committee Report, so it needs to be clarified. Mr. De Fries said it is correct as it is shown, but he had multiple conversations with Rep. Onishi who verified that the House has no interest in tampering with the number of positions that HTA currently

had. Mr. Arakawa said they discussed and made a request for PIG meetings on the issue and the relevant House Chairs and the Senate Chairs which include Senator Brian Taniguchi, the Chair of the Labor, Culture and the Arts committee, as well as WAM Chair Senator Dela Cruz, Government Operations Chair Senator Moriwaki and Energy, Economic Development and Tourism Chair Senator Wakai. Mr. De Fries confirmed that was correct.

Mr. De Fries emphasized that key conferences are taking place in April, starting as early as April 4 in Washington D.C. The U.S. Travel Association is convening its Board meeting, and it is promoting Tourism on Capitol Hill. Mr. Ka'anā'anā will be representing HTA in Washington. He said the Hawai'i Convention Center hosts the Japan Association of Travel Agents and its important delegations on April 4. He thanked Mr. Eric Takahata and Ms. Mitsue Varley for coordinating it.

He was grateful that a few of HTA's Board members would be able to attend the evening reception the night of April 5. He said later in April, Travel Weekly is convening on April 26, and April 27, which would be an important opportunity for HTA. He said Mr. Talwar was doing an opening segment, and the Governor was the keynote speaker. Mr. De Fries said he had been asked to be the luncheon speaker. The conference would be followed with a round table of leaders in the industry on April 27. He added that HTA received a 64-page CEO report including much of what Mr. Regan presented, and the work going on in each of the four pillars.

Chair Kam recognized the arrival of Mr. Hannemann. Mr. De Fries had prepared a special slide for Mr. Hannemann before his presentation. She showed a slide of three UH football coaches, who he has known for years. Mr. De Fries recently had a dinner with Coach Jones to discuss the support the current head Coach Chang needs. UH Football Coach Larry Price came in during their dinner, which reminded him of a lesson Coach Price told: the difference between involvement and commitment. He elaborated and said the difference is like a bacon and eggs breakfast. The chicken is involved, the hog is committed. One dropped an egg and the other dropped a leg. He said in HTA's Board meetings are filled with committed people, including HTA staff, Board, and the community leadership in HTA's leadership partners. He said one of the leaders in that commitment is the President of Hawai'i Lodging and Tourism Association, and he welcomed Mr. Hannemann.

Mr. Hannemann thanked everyone for working in partnership with HLTA to ensure the industry thrived as the industry started to open up. He spoke about the Hawai'i Hotel Restaurant Show that was currently underway, and said it was a sterling example of what is going to happen in the future. They had a sold-out event with over 200 exhibitors on the Convention Center's ground floor. As of March 30, nearly 4,500 had signed up to come through. He said people are ready to open up and do business. He said he was grateful for that opportunity as it

demonstrated that large, structured, safe gatherings had returned, and if HTA gets off to a good start, which will reverberate through the communities.

He said it also signals that tourism is coming back, and two things had to happen on the road to recovery - international travel and large gatherings. He said it demonstrates what must happen going forward and enhances Hawai'i's reputation of being a hospitality mecca, that Hawai'i is the place to be.

Mr. Hannemann said two mayors came through the previous day. One was Mayor Blangiardi, who was very instrumental in working with HTA to ensure large gatherings. He commended Ms. Orton and her staff at the Convention Center. The other mayor was Mayor Victorino, who mentioned that he wanted to do a similar Trade Show on Maui, which is a great show and good for generating future business. He said he appreciated HTA's support in helping HLTA promote these type of activities, as it goes a long way to ensure the success of these type of gatherings.

Mr. Arakawa asked who the slide of the coaches belonged to. Mr. De Fries said it was constructed about 30 minutes ago. Mr. Arakawa said it was missing an important coach, the Hawai'i State High School Basketball Jamboree coach. He recommended putting the slide with the coach on in the future, as it is important for female athletes, basketball athletes, and for the State of Hawai'i. Chair Kam thanked Mr. Hannemann.

Mr. De Fries emphasized that HTA is moving back to in-person gatherings. They will make sure to bring in the leadership of the various industry partnerships in hotels, restaurants, retail and activities, and community leaders on occasion. Mr. De Fries wrapped up his presentation.

Chair Kam recognized that Senator Wakai, Rep. Onishi, and Rep. Sayama from the House were also on the call. He thanked them for their attendance.

## **7. Administrative and Audit Standing Committee Update**

### **a. Discussion, Recommendations and/or Action Regarding the Annual Evaluation of the HTA President & Chief Executive Officer's Performance**

Chair Kam recapped what the Administrative & Audit Standing Committee (AASC) meeting had discussed regarding the annual evaluation of the HTA President and CEO's performance. He said the AASC meeting packet showed extensive research of what HTA had been doing. The committee is still working through that and wants all the Board members to contribute on that. He said it is still pending and will provide more information on another date.

Chair Kam said along with the present CEO evaluation, the Committee presented and discussed the proposed recommended Annual Evaluation Form for the Committee's use in evaluating the Committee. The President, CEO and the staff solicited recommendations and edits from the Committee members. He said they are still working through it. The Committee also spoke about the Legislative and Operational Budgeting policies, and the Committee recognized the need to update the current policy. The process for doing so had already begun with staff outlining the Legislative and Operating Budget process at a prior Budget, Finance and Convention Center Committee meeting.

**b. Review, Discussion and Action on Hawai'i Tourism Authority's Policies, Procedures, and Investigatory Committees as Discussed at the March 24, 2022, Administrative and Audit Standing Committee Meeting**

The Committee recognized the need to replace the existing policies and procedures with HRS 103D, which is a State Procurement Code for procurement policies and procedures. The HTA staff had also reached out to the other State departments, noting that they do not follow any other procedures beyond 103D. Additionally, the committee discussed the following items: The Committee received the updated organizational chart and they discussed providing assistance to nominated Board members to brief them on the organization and current issues, concerns, programs, funding et cetera. The Committee recommended that at the full Board meeting, an industry update be provided by various industry organizations as part of the CEOs section of the agenda. The Committee also received an updated list of all of the Standing Committees and Permitted Investigation Groups (PIG).

The Committee discussed the process related to the Uniform Information Practices Act request. They would consult with the HTA's assigned deputy AG to ensure the HTA is in alignment with the law.

Ms. Kimura said they also discussed the organizational Chart and recommended approval, but she said that the organizational Chart was different from what the Senate was proposing. She asked if Mr. De Fries would talk to the Senate, and Chair Kam confirmed that he would. Mr. Arakawa confirmed that Chair Kam and Mr. De Fries had discussed that. He noted that the HTA had several vacancies for positions up for confirmation, and that was the last day for names to be submitted to the Senate for confirmation.

Mr. Regan said there was no testimony, comments, or questions.

**8. Ho'okahua Hawai'i Standing Committee Report and Update**

Chair Kam asked Mr. Downing to update them with discussion and action, as Ms. Yuen was excused from the meeting.

**a. Discussion and/or Action on the Recommendation by the Ho'okahua Hawai'i Standing Committee on Reinstating the Resort Area Hawaiian Culture Initiative Program in 2022 as Presented at the March 28, 2022, Meeting**

Mr. Downing said they talked about the reinstatement of the Hawaiian Cultural Initiative and how they could find a place for Hawai'i's local artists, a venue to promote Hawai'i's music, to create a sense of place following their DMAP. He said they spoke about whether Sunset on the Beach was important. He thought that focusing on music and their culture was more important than any kind of Sunset on the Beach Program. He said, as a committee, they are looking forward to the reinstatement, and it is an action that the Board had to take. He recommended that HTA vote for it.

Chair Kam asked if there were any other comments because it was a great presentation. He said in the BFCC meeting, Mr. Ching spoke about what it was before, as this \$250,000 was approved and allocated. HTA wanted to get it back to the original amount, so Mr. Ching proposed that at the BFCC meeting, HTA would propose \$400,000 to the full Board. He said HTA's original proposal was to ensure that Hawai'i's cultural practitioners and musicians were funded in an appropriate manner for all the islands. He mentioned that Kaua'i did not use that funding, so he wanted to make sure that HTA put efforts to ensure that the funding goes there.

He mentioned an outstanding presentation from NaHHA and all the great work they are doing, in front, and behind the scenes, and he encouraged all the members to read through it.

Mr. Ching said from his experience through the pandemic, the musicians were pretty robust as long as they have places to play. He said the pandemic put the musicians in a tough spot, and they had to pivot online. There is a real need for live music and spontaneous dancing. He said it is difficult for nonprofits to navigate the RFPs to get funded. He hopes HTA could bring the musicians back to where they should be.

Chair Kam said Mr. Ching also offered his kokua and said TS Restaurants had done an outstanding job of ensuring that musicians are employed, thriving, and sharing Hawai'i's culture. He said NaHHA also asked to see where they could help. He said he is excited about what HTA and Mr. Ka'anā'anā and his team, working with NaHHA, can come up with for shorelines of all their resort areas throughout the State.

Ms. Kimura said that before the pandemic, they were spending almost \$400,000, and asked to get a little bit more as Maui County has three islands.

Chair Kam said it was a good point. He said Mr. Ka'anā'anā pulled the funds from the Hawaiian Opportunity Fund and added another \$150,000 to bring it up to \$400,000. He said it could be later, but that is something HTA had to work on and invest in the right way.

Mr. Atkins echoed what Mr. Ching said, and even though many places were open, all the costs had increased, so music was one thing they could cut down on to save on costs. He said the support in this area from HTA would be appreciated. He asked if the increase from the \$250,000 to \$400,000 was across the Board, pro-rata, where the other islands get more money too.

Chair Kam said Ms. Ka'anā'anā and his team are working towards that and if the Board approves the \$400,000, Mr. Ka'anā'anā and his team could decide how to share it throughout the islands.

Mr. Atkins asked if that would be through an RFP process, where different ideas come through for each island. He said in the presentation, there were specific things they wanted to bring back.

Chair Kam confirmed it would be for them to discuss. He said the intent is to get their musicians employed. He said the "how" has been the challenge. He said HTA is looking at their kuleana to figure out a way how they could do it, whether it is nonprofit or for-profit, Mr. Ching will share some of their best practices.

Mr. Atkins asked once they work through the process, how will the counties be notified. Chair Kam said they would work closely with the counties because a lot of the venues are county venues. He said it would be a partnership, and they are looking to engage all their stakeholders, whether private landlord, State, or County, to share Hawai'i's culture with the world.

Mr. Regan said for the procurement, HTA would follow 103D, and the appropriate State Procurement Laws and Administrative Rules. He said this agenda item required a motion to ratify the approval of the recommendation of the Committee to reinstate the program.

Chair Kam asked for a recommendation.

Mr. Downing made a motion and Ms. Kimura seconded. Mr. Regan did a roll call and the motion passed unanimously.

## **9. Report and Update by the Budget, Finance, and Convention Center Standing Committee**

Mr. Rafter said they discussed several things and said he would run through them as action items. He said multiple items needed to be approved by the Board.

**a. Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center (BFCC) Standing Committee on the HTA’s Financial Report for February 2022 as Presented at the March 29, 2022, Meeting**

Mr. Rafter reported that the BFCC committee reviewed the financial reports presented by Mr. Togashi, and the HTA did not find anything out of the ordinary. HTA recommended approval of the financials presented and provided. There were no questions. He asked for a motion. Chair Kam made a motion and Mr. Downing seconded. Mr. Regan did a roll call and the motion passed unanimously.

**b. Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the Hawai’i Convention Center’s February 2022 Financial Report and Update on the Hawai’i Convention Center’s 6-Year CIP Plan as Presented at the March 29, 2022, Meeting**

Mr. Rafter said they reviewed the Convention Centers Financial Report as presented by Ms. Orton, Ms. Tait and their team. He said they discussed the update on the repairs and maintenance activities at the Convention Center, not in relation to the request for funding for the roof. It was just an update on repairs and maintenance. The meeting packet had more information. He said HTA recommended approval of the HCC financials as presented and provided. He asked if there were any questions, but there were none. He asked for a motion to recommend the approval of the HCC financials. Chair Kam made a motion and Mr. Arakawa seconded. Mr. Regan did a roll call and the motion passed unanimously.

**c. Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee to Reallocate FY22 Funds from Route Development to Resort Area Hawaiian Culture Initiative in the Amount of \$250,000 to Support DMAP-Related Activities as Presented at the March 29, 2022, Meeting**

Mr. Rafter said the Committee discussed a request to reallocate the FY 2022 funds from Route Development, which was deferred to Resort Area Hawaiian Culture Initiatives, as recently discussed in the amount of \$250,000, to support DMAP related activities. He said the Committee also discussed the need to further enhance the activities related to Resort Area Hawaiian Culture. They identified additional funds from the Hawaiian Culture Opportunity Fund, in the amount of \$150,000, to raise the total amount for the initiative \$400,000. He said they recommended the approval of the request to reallocate these funds from the various places to \$400,000 for the Hawaiian Cultural Initiatives Sport DMAP-related activities. He said it is one vote, but they recommend approval of the request to reallocate \$250,000 from Route Development and \$150,000 from Hawaiian Culture Opportunity to Resort Area Hawaiian

Culture Initiatives. There were no questions or comments. Mr. Rafter asked for a motion. Chair Kam made a motion, and Mr. Downing seconded. Mr. Regan did a roll call, and the motion passed unanimously.

**d. Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee to Reallocate FY22 Funds from GoHawaii to Sports Unallocated in the Amount of \$167,000 to Increase the Total Funding in Support of the Sports RFP to \$1,500,000 as Presented at the March 29, 2022, Meeting**

Mr. Rafter said the Committee discussed and requested to reallocate the FY 2022 funds from GoHawaii, to Sports Unallocated, in the amount of \$167,000, to increase the total funding in support of the Sports RFP to \$1.5 million. He said it was replenishing the money they approved before to the Big West sponsorship. The Committee recommended approval of the request to reallocate these funds back into the Sports RFP. There were no questions. Mr. Rafter asked for a motion. Chair Kam made a motion and Mr. Ching seconded. Mr. Regan did a roll call and the motion passed unanimously.

**e. Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee to Reallocate FY22 Funds from GoHawaii to LPGA in the Amount of \$500,000 to Support the LPGA Lotte Championship as Presented at the March 29, 2022, Meeting**

Mr. Rafter said the Committee discussed the LPGA Tournament coming up. He requested the Board to approve the request to reallocate the FY 2022 funds from GoHawaii to LPGA in an amount of between \$0 and \$500,000, not to exceed \$500,000, to support the LPGA Lotte Championship. The topic would also be covered in the Branding Standing Committee meeting, which will set the amount that is being recommended. Mr. Atkins said it should be done at the Branding Standing Committee, as it had to be the Branding Standing Committee's recommendation. Mr. Regan said the motion could be as described, and replace "in the amount of", with, "up to" or, "not to exceed." Chair Kam said another proposal could be to change the amount to \$250,000, and on the Branding Standing Committee side, it would be in alignment. He asked if there were questions, but there were none.

Mr. Ching said it was okay to say, "up to" and the Branding Standing Committee decided on \$250,000, so in the spirit of what was discussed, they should say "up to \$500,000."

Mr. Arakawa said it should be deferred as it is a lot of money. He said the Branding Standing Committee could deal with the further issues and then decide to amend the budget.

Mr. Rafter backed up Mr. Arakawa's point and felt the decision should be made by the Branding Standing Committee for numerous reasons. Chair Kam said to defer Item "E" to the Branding Standing Committee and then they could circle back after the Branding Standing Committee had the discussion. Everyone was happy with that decision.

**f. Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee to Reallocate FY22 Funds from GoHawaii to Marketing Opportunity Fund in the Amount of \$43,000 to Support the Market Allocation Platform as Presented at the March 29, 2022, Meeting**

Mr. Rafter said the committee discussed the request to reallocate the FY 2022 funds from GoHawaii, to the Marketing Opportunity Fund, in the amount of \$43,000, to support the Market Allocation Platform. The Committee recommended this approval. There were no questions. Mr. Rafter asked that the Board approve the request. He asked for a motion. Chair Kam made a motion and Ms. Kimura seconded. Mr. Regan did a roll call and the motion passed unanimously.

**g. Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee for the Funding to Support an Update of the Hawai'i Convention Center Futures Study as Presented at the March 29, 2022, Meeting**

Mr. Rafter said they discussed the request to support and approve the expenditure for funds in an amount, not to exceed \$50,000, to update the Hawai'i Convention Center Futures Study. For context, he said the study was completed in April 2020, and since then market conditions had changed, and there had been big increases in construction prices and supply chain issues. The committee recommended that the Board approves the request to update the Futures Study, as it would help assist the Convention Center PIG, and is work related to what the future of the Convention Center is. He said they would also reallocate the Major Repairs and Maintenance Budget funds for this. He said the Committee recommended approval of the request. There were no questions. Mr. Downing mentioned he had an issue with the wording again, but Chair Kam said they will amend the wording. Chair Kam made a motion and Mr. Arakawa seconded. Mr. Regan did a roll call and the motion passed unanimously

Mr. Arakawa commented on the \$250,000 that would be spoken about in the Branding Standing Committee. Still, under a prior administration, the Board approved the policy, allowing the CEO and the Chair to approve contracts up to \$250,000 without the Board's approval. He said if the Board voted not to approve the LPGA, the CEO and Chair could approve the amount without anyone knowing it. He said they should revisit that subject as it was not on the agenda, but it came up because of the \$250,000 number. He said the new Board members should know

about this old policy in place. Chair Kam said he would not approve the \$250,000 unless the majority of the Board supported it. Mr. De Fries said he would not proceed with the topic either without the Board's support.

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

Ms. Chun mentioned that March 25 marked the end of the Safe Travels Program, which had been a big effort, since the beginning of the pandemic for her team. She thanked Mr. Regan for his support. She also acknowledged Mr. Liu, who worked tirelessly every week to update the data that feeds into the Safe Travels Program. She also recognized Sunnie Lacosia and Paul Oshiro of DBEDT. She is pleased the program itself is over, but the pandemic is not over yet.

She presented the February expenditures. She said these expenditures were not too far off from 2019, and most of the expenditures were coming from the U.S. West and U.S. East with the majority of visitors. They also had higher per person per day spending. Japan was similar to 2021. One of the reasons that Japan per person per day spending was not as high is because those visitors are staying much longer than they normally would, and acting more like residents than visitors. Usually, Japanese visits are short, and they do a lot of shopping before leaving.

The Canadians were staying longer than they normally would. The spending of Canadians per person per day was higher than 2021, but still behind 2019. Canadians usually have the longest length of stay.

Looking at the average daily census, she said they were approaching similar levels to 2019 for some markets. So, U.S. West had more people per person per day, on average census on any given day of the month. The U.S. East versus the other markets was significantly behind that. Looking at per island, the overall spending was higher on some islands, such as the Island of Lāna'i, and Hawai'i Island, but a little bit lower because of the number of people coming.

Looking at a per person per day basis, for O'ahu, Maui, Moloka'i, Lāna'i, Kaua'i and Hawai'i Island, they were all ahead of 2019 on a per person per day spending. And part of that was higher lodging costs and higher transportation costs.

Looking at the Transient Accommodation Tax (TAT), the State Tax Department collected \$56.3 million in TAT in February, which brought the FY 2022 total up to \$468.7 million, which is up almost 510% compared to the prior fiscal year. In the FY 2021, they only collected \$76.8 million, a difference of \$391.8 million. She showed a graph with the current TAT Collections compared to January 2017.

Looking at the reason for people's travel to Hawai'i, they mostly came for vacations, weddings, conventions, incentive business, and visiting friends or relatives. Looking at accommodation choice, by far, people were staying at hotels and condo hotels. Lots of people were also staying with friends and relatives, and some were renting houses.

She spoke about hotel occupancy, ADR and RevPAR published last week, and the Hawaii Vacation Rental Report published on Monday. She said they saw similar occupancy level for both hotels and vacation rentals, remembering that the vacation rental supply is significantly lower than the hotel supply, which means the overall demand numbers were lower. This meant there were fewer people staying at vacation rentals. Also, the ADR at vacation rentals was lower in February than it was for hotels. She said for February 2022, the hotel number is slightly higher than it was in 2019, but looking at the supply number for vacation rentals, it was significantly lower than in 2019.

Next, she spoke about the unemployment information that was collected through their Labor Research Division at DBEDT, and the trend going back to January 2020. For February 2022, the total State was at 3.8% unemployment, and among the Counties, the highest unemployment was for Koi County at 5.1%, with the lowest unemployment for Hawai'i County at 3.6%.

Looking at the sectors, the food service, drinking places, and accommodation had a healthy recovery from prior years. Looking at how people will be coming to Hawai'i, those were the nonstop scheduled seats by port of entry. And looking at the last day of March, there were fewer overall air seats than in 2019, but more domestic seats than there were international, compared to 2019.

Looking at April 2022, the number of air seats was very similar to 2019 overall, but the increase is still on the domestic seats, even though there was some movement in the international seats. Looking forward to May 2022, there are a similar level of seats overall to 2019 with the strength in domestic, and June 2022 is also similar, so June is a little bit ahead of 2019. She said they are waiting to see what all of the different carriers will do because, as was discussed yesterday in the Branding Standing Committee meeting, Korea is now open.

Other countries are opening up, and as they do, they expect the frequency of international direct flights to increase.

Looking at the total Skift Travel Health Index as mentioned last month, it changed as of January 2022. So, the overall index for the whole world was 74, which increased over January 2022, with some overall improvement. However, she said she expects the war between Ukraine and Russia is going to continue to impact some travel outlooks in the future, especially for Europe.

Looking at the Travel Index by country, these are for the markets that her team is tracking. The U.S. is at 94.9%, so U.S. people are very ready to travel, with 7.8% for Canada, and 76.4% for Australia. Those are a little bit more robust. China is at 57.9%. The number for Japan is still low, but they do not have data since they opened up.

She spoke about the YouGov data. Many people are not planning to travel anywhere overseas because of COVID. She showed the graph with a Planned Trip Types that people are taking. The majority of the trips are going to be domestic vacations. Some people plan international vacations, but not as many as domestic vacations.

She spoke about travel obstacles and said travel restrictions were still a big obstacle. She said health risks are also a factor for people when thinking about traveling overseas.

She spoke about the travel agency booking trends, which they present every week on their website. For U.S. Travel Agency Bookings, there was an uptick in March 2022, leveling off towards the end of the month and coming down. She said those bookings were for anytime in the future, and she questioned when they were actually going to travel. She said the trend for 2022 was similar to 2019, with a lower volume. For Japan, unfortunately, people are not booking through travel agents for Japan. She said the previous wholesale packages are not available yet.

For Canada, it is similar to the U.S. with an uptick in bookings in the middle of March 2022, and coming down in the last week or so. She said those people are coming in at a similar trend to 2019, but at a lower volume.

Korea also had an uptick in the middle of March 2022, but it was nowhere near the volume in 2019 for Korea. She is hoping that the numbers on the graph will be different with the announcements and when this is presented the following month again.

Australia was similar with some bookings in March 2022, but the volume is tremendously lower than 2019. For the DBEDT Forecast, which was published the week after the Board meeting, she said for 2022; they were looking for an increase back to 2019 levels for visitor expenditures. That would only be in 2023, they estimated. Visitor arrivals for a pure volume level are not expected back until after 2025.

Looking at per market, she elaborated on what the DBEDT Forecast was looking like. Overall, the U.S. compared to 2019, there was an increase compared to 2021. Japan is still expected to lag behind what was seen in 2019. For Canada and all other markets, they expect that although there is some cruise ship activity it would be less than in 2019.

Visitor arrivals were very similar to the trends on visitor expenditures. She shared updates on the Symphony Dashboard page. On the HTA website, you can navigate to the visitation insight dashboards. It shows the visits to the POI page. She showed an example of what it would look like in February 2022 for Diamondhead, with residents still visiting. She said that State residents from Honolulu were the most popular for the Diamondhead.

She spoke about Wai'ānapanapa State Park, where they had many residents and a surge in domestic visitors for February 2022. While most of the residents who visited the park were from Maui, some were also from Honolulu, California, Illinois, and Texas. She showed the different areas of Cook County (Chicago, Illinois), Maricopa (Phoenix, Arizona), and King County (Seattle, Washington). She said they also had some Canadians visiting the park. She asked if there were any questions.

Ms. Kimura asked about her TAT comparison and if the county's 3% coming into place was included. Ms. Chun said it is not because it was what they actually collected, and she did not believe they had collected the extra amount yet, but she will double-check.

Chair Kam asked if it would be on the county side, or if it would be on this report with the State when that does happen. Ms. Chun said she would ask Mr. Colby to see where it was being reported.

Mr. Arakawa asked if the State or County collects the 3% tax, or does the County have a separate taxing authority for visitors. Ms. Chun said she believed that the State collects it, but where they were reporting it, might be in a different line item. She said the report she pulled was the TAT line item, so that was from their data dashboard. They might have a more detailed report that had not come out yet. She expects there might be further breakdowns. She said when they had a previous increase in TAT, every month, she did a comparison.

Mr. Regan said there was a question from an online attendee: Did Ms. Chun have a comparative by years for the number of jobs in the State and in the visitor industry to determine job shrinkage due to the pandemic?

Ms. Chun said on the DBEDT website, there were jobs by sector. On the DBEDT research page, there is a manual for labor, since the labor research team got moved into DBEDT as of July 2021. There are different pull downs for jobs, and there are also wages, etc. She said if anyone needed help on the website she encouraged them to contact her.

Chair Kam asked Mr. Ka'anā'anā to do the CBO report.

Mr. Ka'anā'anā said he had the pleasure of being the MC at the 175th Anniversary of Washington Place. The highlight for him were the 2,000 students comprising 38 schools statewide who danced Lili'u E to honor Lili'uokalani as part of the celebration.

He highlighted a few programs for the upcoming month. The Lei Program is in the first week of April 2022, with Ms. Morikawa from ClimbHI. He highlighted that he would be travelling to Washington, D.C., to represent HTA at The U.S. Travels Destination, Capitol Hill. There were meetings scheduled there with the Hawai'i delegation as well as other legislators from Congress to discuss some of the most pressing issues in travel. He will raise the issues that have been longstanding for Hawai'i in terms of preclearance and maintaining Kona as an International Airport. He will also see what they could do to support improving lines at checkpoints across the State. He will also be going to the U.S. Travels Board Meeting on behalf of HTA. He said they had made an announcement internally to staff and their contractors, that on May 1, 2022, HTA would like to phase in the correct Hawaiian orthography or correct Hawaiian spelling across all print and digital material. He said HTA recognized there were a few places where it was not practical. He said HTA would try minimizing that in an effort to increase the authenticity and the correctness of what HTA was presenting. He said HTA's work continues on a number of procurements, namely their Sports Program in 2022, for the U.S. MMA, and a number of other programs. He said the last three months of the fiscal year was a critical time for those procurements to get out the door.

Mr. Arakawa asked Mr. Regan to shed light on the county TAT.

Mr. Regan reiterated that the TAT Collections were active. The individual counties were receiving those payments, so all the counties had set up their own payment portals for them to be able to accept those TAT payments. He said they were also accepting the State returns in terms of legitimizing the amount being paid to the Counties. So those funds were being remitted or paid directly to the Counties.

## **11. Report by the Branding Standing Committee of their Meeting held on March 30, 2022**

### **a. Discussion and Action on Recommendation by the Branding Standing Committee on the Hawaii Tourism China and Hawaii Tourism Korea Brand Marketing & Management Guidelines for Q2 2022 as Presented at the March 30, 2022, Meeting**

Mr. Atkins said there were three items that HTA recommended getting Board approval on. He said the first one was at the Branding Standing Committee, with Hawai'i Tourism Chief Executive Officer, Dennis Suo and Chief Operating Officer, Mr. Wong, who presented their current activities and proposed future activities on their Brand Marketing Management Plan for the second quarter of 2022. They reported that China would not be an uptick in tourism until

2023, but hopefully that would change in the fourth quarter. He said they went into extensive presentation on what they were doing to keep the brand upfront in China, especially on social media. He said they were doing training and seminars. He said it was a decision of the Branding Committee that HTA keeps the same budget, as they did for the first quarter, which was \$250,000. So the recommendation from the Board is to approve that funding, so they can continue operations in China.

Chair Kam asked if there were questions from the Board or public, and Mr. Regan confirmed there were none. Chair Kam asked for a motion. Chair Kam made a motion and Mr. Atkins seconded. Mr. Regan did a roll call and the motion passed unanimously.

Mr. Atkins spoke about the Korea market which was much more encouraging. He said Mr. Ka'anā'anā and HTA's country manager, Ms. Irene Lee, gave a presentation on Korea. Most restrictions would be lifted in April 2022, and Korea requires vaccination including a booster, in order to travel. He mentioned there was a lot of pent-up demand, with a lot of calls coming in, and firm bookings. He said the recommendation was for the Board to give a green light for Korea. He said Korea has three flights weekly right now, and in April 2022 they will go up to five weekly flights. He said Hawaiian Airlines had flights operating from Korea. An update on increased flights in Spring is pending. There were no questions from the public or members.

Chair Kam asked for a motion. Chair Kam made a motion and Mr. Ching seconded. Mr. Regan did a roll call and the motion passed unanimously.

Mr. Atkins spoke about Sports Brand Marketing Management. They had not gone out with an RFP yet, but Mr. Ka'anā'anā said they were close in publicizing the RFP. He said Mr. Ka'anā'anā had a list of names for the selection committee. He said they are hoping to get the RFP out in April and then it would take 30 days for any applicants, and then the selection committee would start analyzing. Mr. Ka'anā'anā confirmed that the RFP needs to be open for a minimum of 30 calendar days.

Mr. Atkins said that was an update and there was no vote needed.

Mr. Atkins spoke about Lotte Championship at Hoakalei, Mr. Talwar's presentation, as well as Mr. Willkom's and Mr. Ka'anā'anā's presentations. Mr. Talwar gave an opinion on what it could do from an ROI standpoint regarding branding marketing and the community. He said the professional golfers could do videos and golf clinics. The original ask was for \$500,000 but Mr. Arakawa had some concerns that it was a last-minute sponsorship shared by several members. He said it took Lotte a while to get a contract with the golf course. He said there was a lot of time and effort to find the right amount that HTA could approve as a Board. There had been many discussions and they had come back with \$250,000, but took a lot out of the program. He

said there had been discussions with Mr. De Fries and Mr. Ka'anā'anā, and they came back with an agreeable presentation. What was discussed was that a partnership with LPGA had been in motion for many years.

HTA wanted to look at how HTA could grow with LPGA. He said they had three major men's tournaments in Hawai'i, but no women's golf tournaments. HTA felt they should try promoting that. They also looked at how they could develop a relationship with Lotte. He gave background on Lotte in Korea and Japan, and said they had a lot of businesses, department stores, duty-free shops, hotels, theme parks, and others. He said in the last 48 hours; they were able to come in at \$250,000 instead of \$500,000 and said it would help with marketing, as there will be a lot of TV coverage, more than HTA had in 2019. He said anyone with a Hawaii ID could watch for free.

He said they were also doing a clinic for 40 women and children, and HTA decided to open up a chapter in Hawai'i for the kids golfing. He said the Lotte Tournament was worth pursuing. He said Mr. De Fries had secured a meeting with the Lotte CEO to talk about other types of partnerships since they had so many different business interests. He reiterated that Lotte is the fifth-largest company in Korea, so there are many things that HTA could do to partner with them.

Mr. De Fries was going to meet with Mr. McCartney from DBEDT and Mr. Kalama, who has been an incredible source of support for the charities with all the PGA events. He said they would be donating \$50,000 to charity this year. Mr. Atkins said with the partnership with Lotte, HTA could grow that charitable aspect of Lotte. He thanked Chair Kam, Mr. Ka'anā'anā, Mr. Willkom, and Mr. De Fries for all their work and meetings, as HTA had lost 50% of its Sports Budget. In 2019 it was \$7 million, but in 2022 it was about half of that. He said they also had the PGA coming up that HTA would be negotiating with.

Ms. Kimura said she was surprised that LPGA could not secure the golf course up until two weeks ago, as she thought the LPGA was set throughout the year.

Chair Kam said one of Lotte's biggest challenges was that they were trying to secure the venue, and they didn't get confirmation on Hoakalei until late February 2022, so HTA got this proposal in early March 2022. He said Lotte had been a partner with LPGA and Hawai'i since 2013. He said Lotte had continuously shown their commitment to Hawai'i, and HTA had been a partner with the LPGA and Lotte from the beginning. HTA took a two-year sabbatical due to the pandemic, and this was reinstating that. It was half a million in the past, but given the time and funds, and other factors, HTA thought a fair offer was \$250,000. Mr. Atkins and the Branding Committee recommended that.

Ms. Kimura asked if LPGA's course requirement is easier than PGA, but Chair Kam was unsure; but he said it was a challenge to secure the course.

Ms. Kimura said she was encouraging more women's tournaments, and said Kapolei had to shut down the course for at least one week prior to the tournament, to condition it at the peak season of Christmas time.

Mr. Atkins said Lotte is committed to Hawai'i, and said Mr. De Fries would talk about this, as they do not want a one-year contract. He said the problem is that they cannot commit more than one year until HTA gets the \$60 million budget. He said they have to put in a clause for future tournaments that says it is dependent on funding. He said hopefully that would get changed with the Legislature. He said there is a commitment from LPGA. He mentioned that the viewership on the men's side of the PGA has served them well in Hawai'i. He said three men's events had given back \$2 million a year to charities. He said he hoped that with the help of Lotte and PGA that HTA could grow the event and hit all HTA's different goals.

He said one of the things they wanted to do with HTA staff and HVCB staff is to see what they could do to get a good turnout for this event, especially since it will not cost any of HTA's residents' money. He said that between HTA's social media and working with the people promoting LPGA; they should start to make the tournament successful for the women golfers and for the professional golfers around the country. It was mentioned in the last Branding Standing Meeting that Korea had increased their golfers during the pandemic by 17%. That represented 1 million new golfers in Korea. In Korea, the average golf age used to be quite high, but the new golfers coming in were quite young, which is a great demographic for HTA to attract.

Mr. Rafter added that he is supportive of the event and supportive of partnering with LPGA. He said the Board needed to caution about accepting events, three or four weeks out, as \$250,000 is a lot of money.

Chair Kam agreed and said that is not how they want to be doing business moving forward, so hoped the late request did not set a precedent.

Mr. Ching said he agreed and that they should accept it as a once off for now.

Chair Kam said it was a good point and one main thing they wanted to focus on was the long-term relationships, and build on that.

Mr. Atkins built on what Mr. Ching said. He said they are focused on a partnership and having Mr. Willkom on board is very helpful. He said HTA does not want just to be a sponsor for the

other major events, but they want to know who the big sponsors are and could leverage anything off that. He said it should be considered with the RFPs that go out for future sports.

Mr. De Fries added that the LPGA actually approached HTA a year ago, and HTA did not fund it for all the mentioned reasons. He said Mr. Rafter and Mr. Ching's points were important, but HTA intended on building a partnership. He said one of the challenges in Hawai'i was that their ability to achieve the level of corporate sponsorship is somewhat capped in terms of competing globally. He added that the financial contribution that Lotte would be making to the event was \$4.7 million. He said he appreciated the Board recognizes that the partnership going forward is much more important now, as HTA has a dual responsibility to account for the investment. Initially, HTA had a responsibility to the Board, but they would also have to go into the Capitol, to make the case there, so that there is an interest in sustaining the relationship with Lotte, Sony or Century. He said the area of global brands jumping into Hawai'i events is an area that must be part of HTA's sports marketing strategy, as they cannot compete against other global destinations unless HTA does that effectively. He appreciated everybody's comments.

Mr. Downing concurred with Mr. Ching and Mr. Rafter, and said it was his concern as well. He commended the Branding Standing Committee to lower it from \$500,000 to \$250,000, which made more sense. He said it started to value what HTA were doing professionally in women's sports. He said HTA had to be able to build a relationship with the partners as a sponsor in sporting events. If HTA mentioned to the partner that they wanted to do the Lotte tournament for three years, but it depended on funding, Lotte might want to look elsewhere. He said as a State, HTA must push sports to have the funding to bring those events to Hawai'i.

Mr. Atkins said in support of the PGA, during the surge in Omicron four months ago, it was difficult for Lotte to invest \$4.7 million in LPGA. Although it was a last-minute request for the tournament, he hoped it would be approved, as most events going forward are uncertain because of COVID.

Mr. Arakawa agreed with most of what was said by all the other Board members. He said they support the LPGA and Lotte, and HTA thanked them for being loyal and committed to Hawai'i. He said it boils down to seeking a long-term relationship. He reiterated that it is for \$250,000 and they have the opportunity to negotiate further.

Mr. Arakawa said many members expressed that HTA's hands were tied because they could not enter into multi-year agreements, but HVCB, U.S. MMA is a multi-year contract of \$22 million. He said HTJ and HTA's other contractors are multi-year contracts, and every department in the State of Hawai'i has multi-year contracts. He also said that every department had to go to the Legislature every year to get funding. He said HTA should go along the path they are on now

and try to strengthen their relationship with Lotte and the LPGA. He said it would be the best for all parties to build a two- or three-year partnership, and that the legislature should be involved, too. He asked if this was a motion, or if the budget request was for a one-year deal, he could not agree to that. He said if they were going to endeavor to build and cement that relationship, he would support that.

Chair Kam said it was a great point. He reiterated that it is HTA's intent to cement that relationship. He said it was for Mr. Ka'anā'anā to see if they could negotiate a three-year commitment for one year, with a two-year option. He respected Mr. Arakawa's comment. He said the request today was for \$250,000, but the intent would be for Mr. Ka'anā'anā to see if HTA could have a multi-year commitment, with the number they are proposing as a three-year commitment. He asked Mr. Ka'anā'anā to elaborate on how he could incorporate that from the Branding side.

Mr. Ka'anā'anā added a few points. He said he did not believe that HTA lost the opportunity to capture the marketing value. He said in terms of a multi-year contract, he will negotiate for that if the board so wishes, as there is opportunity there. He said there are a couple of ways to do. One, is an initial contract term of one year, and options to extend in four, one-year options for a total lifetime contract value of five years. He said it is not something HTA had approached. In terms of the multi-year contract, he said it was certainly possible. He asked if the budget reallocation passed in an earlier agenda item. Chair Kam said it was deferred until this discussion, and that they would go back to the Budget.

Mr. Ka'anā'anā asked if the Board decided to reallocate the "up to \$500,000" amount, which could potentially free up in the FY 2022 funds, \$250,000 for the first two years. One for 2022, and one for 2023. He said that could be an option. He said the Board must let him know what direction they feel comfortable with. He reiterated that HTA was still coming out of the pandemic, and in terms of the uncertainty with COVID surges, planning for large gatherings and events would always be difficult.

He noted the other challenge for them was to learn how to do contracts when circumstances and opportunities arise. He reiterated what was mentioned in the Branding Standing Committee and the BFCC Committee that they have to look at HTA's full procurement calendar pertaining to the Sports Program RFP. The Lotte Championship 2022 would happen in April 2022 and occur before the RFP is out, awarded, and contracted. So, the opportunity would have been completely lost to the State for that purpose. And so that was a consideration for HTA in the short time that they had ahead.

He asked Mr. Talwar to speak about the marketing opportunity. He said that they do have the Lotte Championships 2022 local marketing plan, and HTA's plans and initial concepts for each of the five GMTs that they actively had, to promote and leverage the opportunity. He mentioned markets in green and red and said as HTA considered quarter one and quarter two opportunities and activities for their GMTs, they do still have markets in the red.

Mr. Talwar said he was pleased to hear the Board looked at that strategically and as a long-term initiative. He said, as a marketer, having one-offs, it was tough to pull the value out of those relationships. He said LPGA is certainly looking at a long-term relationship and maintaining what they had already started. He said with regard to marketing components, it is important that HTA continued to help shape the Brand of Hawai'i on a global basis.

Mr. Talwar said it is huge by looking at the marketing review of the assets that the partnership provides HTA. It will provide HTA with a lot of hours of broadcast, which HTA could shape the messaging. He said they had already reached out to the event organizers to see if they could get players. HTA was fortunate, as the week prior to the event is the Masters on the PGA Tour. He said he hoped to enroll the players that were coming out a week early into HTA's activities, and share that throughout the broadcast. He said sharing how they want to shape the brand and how they want visitors to understand their home is particularly important. He said that with Korea open and many golfers and golf travelers, it is a great time to get the Mālama Hawai'i message out to them. He said it was a great opportunity for HTA to provide educational messaging to those visitors as they start coming back. From a marketing perspective, he applauded the long-term vision and the desire to have long term partnership. He said the way it had been structured at \$250,000 provided an ROI that was fantastic from a marketer's perspective.

Chair Kam asked if it would be a good idea to do a two-year commitment with a one-year option, and take it to the Board. He said moving forward, this would also give HTA time to see what their budgets are. That way, they have a three-year commitment. He asked if everyone else was thinking along those lines.

Mr. Arakawa said he would support that with additional flexibility. He said Mr. Ka'anā'anā, Mr. Talwar and the Committee worked hard on this. He said they could start with that suggestion and allow them to work out something for a multi-year deal.

Chair Kam said they could share their intent, share the proposed budget funding up to \$500,000, and possibly have a two-year plus one.

Mr. Ka'anā'anā asked if they were discussing the team supporting this. He asked that because they requested a sole source procurement from SPO, and asked if they would have to go back for each individual year.

Mr. Regan confirmed that was correct. He said The Hawai'i Administrative Rules does not allow for a sole source exemption beyond a one-year period of performance. So, for the discussion about multi-year sole source exemption, they would have to go back and discuss it in further detail with the State Procurement Office, but as far as the Administrative Rules now, it would be a limiting factor.

Mr. Arakawa said the contract could include HTA's intent to get procurement approval of that.

Mr. Atkins asked if HTA is dealing with the GoHawaii and if it was a rollover or ARPA money. Mr. Regan confirmed it was ARPA money.

Mr. Atkins asked how to phrase the motion. Mr. Regan said as it stands, HTA had a request into the State Procurement Office for an exemption. They must follow the SPO 001 form with them, then review it. He said they are waiting for some additional guidance from the State Ethics Commission which HTA forwarded to them. At this point in time, he said HTA is just waiting for the approval of that initial sole source exemption request.

Chair Kam asked if the sole source was up to \$500,000. Mr. Regan said the amount was \$500,000 at the time, as that was what they were operating under.

Chair Kam said if the Board could approve up to \$500,000 and then have Mr. Regan and Mr. Ka'anā'anā work with the SPO to see the path forward. He said most important is the intent of what they were trying to do from the Board. HTA wants a long-term commitment with LPGA and Lotte. He said they will defer to Mr. Ka'anā'anā, Mr. Regan, Mr. Willkom, Mr. Talwar and the team to negotiate how they could make that happen. Also, making sure they were doing everything within the guidelines of the 103D.

Mr. Arakawa said these were good issues raised by Mr. Regan. He agreed with the Chair and said they should take a recess to work on the language as their Attorney General, Gregg Kinkley, could make it compliant with the law.

Mr. Ka'anā'anā asked if in the motion, they could be clear about authorizing the \$250,000 for 2022.

Chair Kam said Mr. Kinkley should propose what they were thinking. Mr. Kinkley said the motion is to approve the recommendation of the Branding Standing Committee to commit up to \$500,000 for the LPGA Lotte Championship in April 2022, with the express intent of pursuing

a more lasting relationship with Lotte LPGA for a multi-year contract, to the extent agreed upon by the parties and in accordance with all laws, including Hawai'i Revised Statutes (HRS) Chapter 103D.

Chair Kam said they still needed to take it to the BFCC Committee. Chair Kam made a motion and Mr. Arakawa seconded. Mr. Regan did roll call and the motion passed unanimously

**b. Discussion and Action on the Recommendation by the Branding Standing Committee on the Ladies Professional Golf Association (LPGA) Lotte Championship 2022 to be Held in April as Presented at the March 30, 2022, Meeting**

Mr. Rafter said the BFCC Committee recommends the Board approve the request to reallocate \$500,000 from GoHawaii to LPGA up to \$500,000.

Mr. Arakawa asked if this was subject to the motion the Board just passed, and Chair Kam agreed.

Chair Kam made a motion, and Mr. Ching seconded. There were no questions from the public or members. Mr. Regan did a roll call and the motion passed unanimously.

Mr. Atkins said Ms. Orton spoke about the bookings at the Convention Center. She had said they had been robust to the fact that they were going to hire another salesperson. She had said there were a lot of small events with a few thousand people. There were a few city-wide events. He said it was important that she did this to keep staff. She had said that for Dairy Queen it had been a challenge to meet staffing requirements and had to work double time to make it happen. She was looking at increasing smaller bookings.

With regard to Mr. Reyes report, he had a full staff put together now and he felt very comfortable in the next couple of bookings which were shorter term business, with about 1,000 to 2,000 people. He said Mr. Reyes was worried about how they were positioned right now to get some really solid business on the corporate side and then on the city-wide events to fill in these major gaps. He said there were many presentations in the meeting packet on Mr. Reyes' bookings.

Mr. Atkins mentioned that Ms. Orton had business with Netflix, where Netflix came to the Convention Center and built an entire set for a movie, which brought in almost half a million dollars. He said it brought in somewhere around \$28 million in overall spending, and they employed over 600 locals. He said a lot of them were Union contractors. He said this showed the power of what movies could do in Hawai'i. He said HTA must go through their budgets next year to look at their film commission. He suggested \$50,000 to put into the film commission and see how HTA could help them financially. He said whatever HTA did, it must be to get more

of that type of business into Hawai'i, whether O'ahu or the outer islands because the return on their investment of \$50,000 could probably be over \$30 million.

He spoke about the last one they deferred, the discussion, action or approval to solicit a consultant related to the Hawai'i Smart Destination Initiative. He said Mr. De Fries summarized why HTA decided to delay it. He said he wanted Mr. De Fries to present the same information to the Board.

Mr. De Fries said in the previous days meeting with the Branding Standing Committee, he encouraged the members to defer further on the topic. One of the things they are learning as Safe Travels Hawai'i was moving toward being suspended or terminated, was the increased amount of interest among the State agencies about what the next generation of systems would be. He said it was being driven by HiEMA (Hawai'i Emergency Management Agency), ETS (Enterprise Technology Services), and DBEDT, and said they were just at the very front end of understanding that. He said the depth and breadth of what they would require tied all the way back to U.S. Homeland Security to TSA agencies such as HTA, Department of Health, Department of Transportation, and airports. He said the scope of what a centralized system or hub like this would require was still very much in question and should incorporate all of those entities that he referred to.

Mr. De Fries said he looked forward to providing future updates. He said the other item he did not report on but wanted to update, is that Senator Wakai convened a meeting with the Department of Agriculture and HTA the previous week, to look at digitizing the Ag form, which was part of the original discussion around the Smart Destination Hawai'i program. He said to that end, he had tasked Mr. Ka'anā'anā to reach out to airlines that might be interested in a pilot program with that. In the early discussions, he said that although it would be put out to RFP and subject to State procurement, the folks at Google who were part of that Safe Travels were arriving for a follow-up meeting the week of April 11. He said the interest, the priority, the cost savings, and the challenges they would face, and digitizing the agriculture form was also something that they were currently looking at as well.

Mr. Atkins said the committee agreed with Mr. De Fries that they hold off.

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

Mr. Regan started by thanking the members. He thanked Ms. Hagihara and Ms. Gionson for their hard work supporting the HTA activities related to their involvement at the Legislature in

this session. He said they had been instrumental in helping HTA coordinate, prepare, and submit testimony on time. He commended them for their hard work and support in that process.

Mr. Regan said they were a little beyond halfway through the session. He mentioned there are currently 13 House bills that are in the Senate right now that they are tracking. Of those, three they are just monitoring. On the House side, there are 12 Senate bills they are monitoring. Two of those Bills and ten that they are actively submitting testimony on. He said it had been a very busy session for them. In 2022, they submitted 48 pieces of testimony to the Senate and 37 pieces of testimony to the House on different bills that had come up in committee.

Mr. Regan said this was a lot of work, as some of the Bills change as they enter committees, and sometimes the committees wanted to update them. He said the conference was coming up in mid-April, so it would be interesting to see what bills came over, and how that process would unfold. He mentioned they were also involved in some county level legislation and discussions. For Bill 41 CD 1, which the Honolulu City Council's committee heard on zoning and planning on March 23, they provided testimony then, and in the past, on this measure. He said the measure for awareness helped enhance the DPP (Department of Permitting and Planning), which allowed them to enforce illegal vacation rentals. He said that it passed from that Committee as CD 2. There were a couple of changes made to that Bill. He said now they will go to the full council for a third and final reading. He said as soon as they get word on that, HTA will submit testimony.

There were no questions from the public.

**a. Presentation, Discussion, and Action on Memorandum of Understandings (MOU) between HTA and Counties Related to the Destination Management Action Plans (DMAP) Actions and Sub-Actions**

Mr. Regan said Ms. Anderson had been leading that effort, and was available to answer any questions. He said the final drafts from the county side are included in the meeting packet. He wanted to present that to the Board for the Board's consideration and ratification of those documents to allow HTA to execute them once they are signed off by the various mayors and county officials.

Ms. Anderson said everything was in the meeting packet. She said the action is the ratification of the MOAs.

Chair Kam asked if she had the MOAs for all four counties and she confirmed.

Chair Kam asked for a motion to get the language right. Mr. Regan said the motion would be to ratify the MOAs as presented in the Board meeting packet.

Mr. Alameda made a motion, and Mr. Atkins seconded. Mr. Regan did a roll call, and the motion passed unanimously.

Chair Kam thanked Ms. Anderson for her hard work. He thanked the counties for their support.

### **13. New Business**

Chair Kam said this item was a placeholder. He asked if there was any new business out there that anybody wanted to discuss.

Mr. De Fries wanted to thank the Board for ratifying the MOAs. He said in the coming week, three of the four county mayors would be in HTA's boardroom for the briefing with the JATA delegation. He said it would be great to engage with them on that level with this ratification. He mentioned that this MOA was especially important to WAM Chair Dela Cruz, so he can carry this ratification into next week's meeting.

Mr. Arakawa followed up on the \$250,000 discussion. He said that maybe the Administrative & Audit Committee could take a look at that going forward.

Chair Kam deferred to Mr. De Fries for closing remarks. Mr. De Fries showed an image of Town & Country magazine. This article titled "Why All the Billionaires are Moving to Hawaii" would be the April edition of the Town & Country magazine, which was posted online on March 31 morning. He said it was relative to their earlier conversation about cultivating partnerships. He said a number of the people who were now residents happen to be founders, chairman and chairwomen, and CEOs of some of the leading corporations in Hawai'i. He wanted to close this meeting with this reference coming up in Augusta, Georgia. He said there was a lot of talk about the LPGA and the Lotte event, and he appreciated everything that was debated, agreed to, and some of the cautions that was put out. He said this year, in particular leading into the Masters Hawai'i, they will find some residual benefit in the telecast leading up to it, only because last year's winner of the Masters, was this year's winner of the Sony Open. He said that would go back to the iconic shot made on the 18<sup>th</sup> hole. Mr. De Fries highlighted the caddy, Shota Hayafuji, who he thinks represented the epitome of being a mindful traveler. He is a native of Japan, who was halfway across the world in Augusta. He was in somebody else's backyard and was experiencing his first victory, carrying the bag for the Masters champion. He emphasized a video clip of Mr. Hayafuji who took a bow on the final green which showed respect to the 'āina of Augusta. It is a custom of Japan; it was also a lesson to all of them at HTA

that as intense and expansive as their work is, and as collaborative as their work needs to be, with not only their industry partners, leaders in the community, and elected colleague officials at the Legislature, they must not lose sight of the spirit of why they do it, and the spirit of their home.

Chair Kam thanked Mr. De Fries.

#### **14. Closing Cultural Protocol**

Mr. Casson-Fisher did the closing protocol.

#### **15. Adjournment**

Chair Kam asked for a motion to adjourn. Mr. Atkins made a motion and Chair Kam seconded. Mr. Regan did a roll call and the motion passed unanimously.

Chair Kam adjourned the meeting at 12:51 p.m.

Respectfully submitted,



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Sheillane Reyes  
Recorder

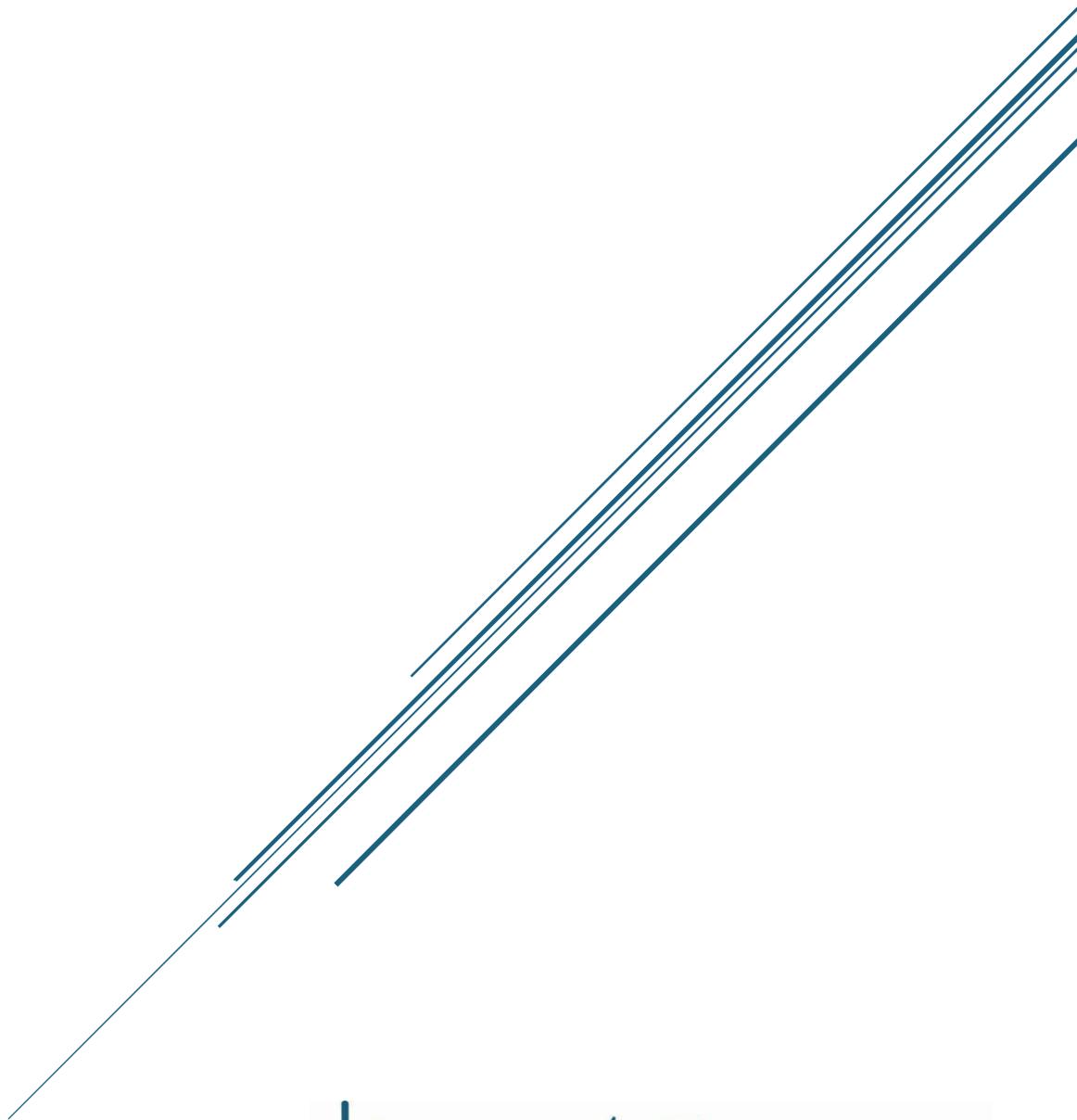
# **6**

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

**6a**  
CEO Report

# HTA CEO REPORT

APRIL 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 March 2022. Overall, this report provides insight into the actions conducted by the staff to implement the HTA budget previously approved by the Board.

Aloha 'Āina programs are moving forward with our community leaders at the forefront and STAH continues to clear the way for tour operators to renew their certification along with new applicants – on an updated online platform. Meanwhile, the Department of Land and Natural Resources (DLNR) is starting to wrap up its Nā Ala Hele program, which is set to end in June of this year.

During the month of March Hawai'i Tourism Authority took the lead on properly using Hawaiian orthography on all print and digital text across our platforms and efforts starting in May. The Native Hawaiian Hospitality Association (NaHHA) is also updating the Ma'ema'e Toolkit to reflect relevant information pulled from current events and rising trends. And at the most recent Board Meeting, the Resort Area Hawaiian Culture Initiative (RAHCI) was reinstated by board members to create a Hawaiian sense of place at lodging areas throughout Hawai'i.

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). HVCB is working diligently to complete the contracting process with each awardee. A few CEP project events took place in March and were well received by the community. Also in March, the Lāna'i Culture & Heritage Center completed its Lāna'i Guide App Enhancement project – completing Action C of the Lāna'i DMAP, which was to "enhance and encourage the use of the Lāna'i Culture & Heritage Center's Guide App as a primary part of the travel protocol for traveling to the island".

The Brand Management team recently hosted the industry partners group meetings for Canada, Oceania, Korea and China MMAs. These meetings provided an added opportunity for industry partners, GMTs, and HTA to stay connected and have an ongoing open dialogue to timely address market challenges and opportunities collectively.

During the month of March, the planning division issued 1 request for quote (RFQ) and implemented 1 destination assessment survey. Efforts continued with moving DMAPs' actions forward with the island chapters and other state and counties' agencies, in addition to finalizing workplans for each individual project for the EDA Travel, Tourism and Outdoor Recreation non-competitive grant.

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 February 2022 Visitor Statistics press release and monthly reports, an updated air seat outlook for April 2022 – June 2022, the February 2022 Hawai'i Hotel Report, and the February 2022 Vacation Rental Performance 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 March 2022 Coronavirus Impact Report. TRB added Point of Interest Dashboards to the Symphony Dashboards.

## I. CHANGE MANAGEMENT PLAN

During the month of March and April, as mentioned in our previous report, we successfully recruited and hired the Contracts and Administrative Manager. We continue to recruit for the Procurement Manager, Senior Brand Manager, and Brand Manager positions.

We are close to completing the draft of the official reorganization submittal that will be provided to DBEDT-HR and, eventually, reviewed and approved by DHRD and B&F. We are finalizing the draft functional statements and should be submitting to DBEDT by the end of April.

During the March meetings of the Administrative & Audit Standing Committee and the Regular Board Meeting, we discussed the existing procurement policies and procedures. It was determined by the members of both committees that the HTA should follow the State Procurement Office guidelines for procurement which are derived from Hawai'i Revised Statutes (HRS) 103D and the related Hawai'i Administrative Rules (HAR) on procurement. The decision was to suspend our existing procurement policies and procedures in the event the HTA's procurement may be restored in the future.

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.

Various members of our team were engaged in discussions with Budget and Finance (B&F) regarding HTA's requests for access to the ARPA fund allocation. We have been working with B&F on revising a number of documents that were originally required to access the allocation. Based on these discussions, we believe we have resolved any questions/concerns they had regarding our requests.

The 2022 legislative session kicked off in January and, since that time, we have been in ongoing discussions with our tourism chairs in the House and Senate. We have been regularly meeting with them to address questions and concerns that have been brought up regarding legislation that was introduced during the session and continue to remain engaged.

We continue to maintain an open-door policy and make ourselves available to answer questions, and participate in town halls, and other meetings. Responses continue to be positive. We continue to support and facilitate hospitality industry updates with the mayors of all four counties to further connect the government with the industry. As part of this commitment, we held island caucus meetings to engage with legislators from specific geographic regions here in Hawai'i. These included the Maui Nui, Kaua'i, Hawai'i Island, and O'ahu Caucuses held between March 7<sup>th</sup> and March 10<sup>th</sup>.

## II. NATURAL RESOURCES PILLAR

### *Aloha 'Āina (Natural Resources) Program (DMAP Action Item)*

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. Through this contract HTA is supporting 31 community-based programs this year with \$1,575,000 in funding. April is designative Native Hawaiian Plant month and one of our Aloha 'Āina recipients, The Maui Nui Botanical Gardens, will be working to construct planters and a public interpretive display in Kahului for a critically endangered plant from Kaho'olawe - Ka Palupalu o Kanaloa (*Kanaloa kahoolawensis*). The purpose of this effort, which involves statewide partnerships, will be to nurture new seedlings that represent the first successful increase in the population of an endemic species that, since its discovery in 1994, has only had a few individuals and potentially recover as a wild species. Plants will be established at Maui Nui Botanical Gardens, Olinda Rare Plant Facility, and National Tropical Botanical Gardens' Kahanu Gardens in Hāna with a chance for the public to view the plants and learn about these efforts.

### *DLNR Partnership (DMAP Action Item)*

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.

As of January 31, 2022 – assessments of the following trails have been completed:

Three (3) trails on Maui;

Eight (8) trails on Kaua'i;

Nineteen (19) trails and two (2) roads on O'ahu;

Next steps include processing the data and manufacturing signage for trailheads/junctions. DLNR Interim Nā Ala Hele Program Manager Bill Stormont and staff continue to inform HTA staff of the ongoing challenges for the brushing/clearing portion of this contract, the 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 38 O'ahu trails by 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.

### *Channel Manager (Formerly the Universal Reservation System) (DMAP Action Item)*

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. HTA leadership continues to deliberate on the direction of the project approach, scope of work and other details and has yet to approve the presented workplan.

*Tour Guide Certification and Licensure (DMAP Action Item)*

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. Contractor is in phase II of the study.

*Sustainable Tourism Management in Hawai'i Through Certifications, Trainings & Partnerships (DMAP Action Item)*

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. STAH continues to re-certify 35 companies as they certify five new companies and transition training to a new online platform called Travelife. This platform is robust and ties into the UN Sustainable Development Goals (SDGs) network. Lastly, STAH is also still working on a 10- step program to begin engagement for new companies to create easier access to starting the certification process for 2022-2023.

### III. HAWAIIAN CULTURE PILLAR

#### *Kūkulu Ola Program (DMAP Action Item)*

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. HTA is supporting 32 community-based programs this year with \$1,475,000 in funding. Kūkulu Ola awardee, Hawai'i Theatre for Youth (HTY) presents 'IMI A LOA'A: SEARCH AND FIND, a site-specific, multi-media, theatrical adventure exploring the Native Hawaiian concept of place and time. The project is being produced by HTY and led by Artistic Associate Moses Goods in collaboration with 'Inamona Theatre Company, an organization dedicated to reintroducing the native stories of Hawai'i to the community. The show premieres this month and will be presented as a one-hour experience for school groups, local families and visitors as a part of HTY's 2022 Season. The performance will begin at Tenney Theatre and will explore historic downtown Honolulu, including the Hawai'i State Art Museum. The event features live performers alongside a mix of augmented reality tools including 360-degree soundscapes and video portals, animations and original artwork created by Solomon Enos. Founded in 1955, HTY is one of the oldest professional Theatre for Young Audiences companies in the country and is recognized for its long history of innovative drama education programming and the creation of original theatrical works that celebrate the diverse cultures of Hawai'i.

#### *Native Hawaiian Hospitality Association (DMAP Action Item)*

HTA and the Native Hawaiian Hospitality Association (NaHHA) continue to strengthen ties between the Hawaiian community and the visitor industry. In collaboration with The Hawaiian Islands and Creative Industry Design (CID)/DBEDT, "Home In The Islands" (HITI) by Henry Kapono & Friends is on track to be an exciting night of awesome Hawai'i entertainment on June 18, 2022. HITI will be one of the state's first major live showcase in more than two years and is projected to bring in over \$250,000 to the recently decimated local entertainment industry while helping to provide work for nearly 500 Hawai'i-based music industry workforce and related professionals.

HTA staff also met with NaHHA and other industry partners to discuss the Ma'ema'e Toolkit updates. These updates will reflect current events and trends relevant to the Hawaiian and Hawai'i culture in modern contexts. The toolkit has proven to be a valuable resource, that aides the work of those sharing Hawai'i's story around the world so that what is portrayed is done so consistently and accurately with respect and a better understanding of our collective kuleana.

#### *Pop-Up Mākeke Season 3*

All final deliverables for this contract have been received and are being reviewed by HTA staff in collaboration with DBEDT and the contractor. Supporting the Pop-up Mākeke, produced by the Council for Native Hawaiian Advancement (CNHA), benefited the state by bringing together Hawai'i-based artisans, vendors, and sponsors to create a centralized online marketplace - woven together by two fundamental Hawaiian cultural values of kākou and kākō'o. The Mākeke created a new income stream for Hawai'i small businesses, with over 40% of its customer base outside of Hawai'i. We look forward to once again gathering safely as a community to support and uplift each other.

### *Native Hawaiian Festivals and Events*

#### **The 13<sup>th</sup> 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. The FestPAC Commission has recruited Aaron Salā as Festival Director (FD) 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. Salā recently reported that he and the NaHHA support team are preparing for the relaunch of the FestPAC 2024 website in June 2022, and Aaron will be presenting at the C.35th Council of Pacific Arts and Culture (CPAC) on behalf of FestPAC.

#### **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 HTA contracts team to determine the options available to move this project forward.

### *Center for Hawaiian Music and Dance (DMAP Action Item)*

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 continues to hold on 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*

Phase II of CON 20195 “He Aupuni Palapala: Preserving and Digitizing the Hawaiian Language Newspapers” has been executed. HTA staff are enthusiastic to be able to continue to support this important work of preserving and digitizing our Hawaiian language newspapers. Year 2022 marks 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 at the Bishop Museum that celebrates this remarkable occasion. The exhibit will include printing in Hawai‘i, the origins of nūpepa Hawai‘i and will also promote He Aupuni Palapala.

### *Kāhea Greetings (DMAP Action Item)*

#### **Airports**

The Kāhea Greetings program continues to provide a combination of Hawaiian music and hula ‘auana, lei greetings, refreshments, and other services at our Honolulu (HNL), Kahului (OGG), Hilo (ITO), Kona (KOA), and Līhu‘e (LIH) airports. The purpose of this program is to create an authentic Hawaiian experience to visitors and kama‘āina upon arrival. HNL is at full force with six performances per week and has added four more weekly performances for evening travelers. OGG has increased performances to four a week, KOA increased to three performances, and LIH and ITO are at two performance a week each for its

guests. HNL is also expecting special events for some of the airline carriers, where greeters will hand out lei and perform live music for passengers and crewmembers.

### **Harbors**

Our community partners continue to look for ways to implement the Kāhea Greetings Program at Hilo Pier (CON 21035), Kailua-Kona Pier (CON 21036) and Nāwiliwili Harbor (CON 21038). Greetings include entertainment, lei, informational brochures and maps with authentic ho'okipa each day a cruise ship arrives. We look forward to continuing our Kāhea Greetings Program on Maui as soon as possible. Restrictions at each of our current locations differ according to COVID-19 rules and regulations, which has caused Hilo to limit their participation to providing information and Nāwiliwili still working on getting entertainment onto the pier. Kailua-Kona Pier is currently the only full-running greeting program with entertainment and information.

### ***Resort Area Hawaiian Cultural Initiative (RAHCI)***

The HTA Board recently approved the reinstatement of Resort Area Hawaiian Culture Initiative (RAHCI). RAHCI is a program that brings cultural practitioners of music, dance and art to our resorts across the islands to interact and share with our visitors while creating a Hawaiian sense of place. This program was paused in 2020 due to the COVID-19 pandemic. Previous programs included: Kūhiō Beach hula, Waikīkī Torch Lighting, Sunset on the Beach in Waikīkī, Hilo Hula Tuesdays, Hawaiian Sunset Saturdays in Kona and Hawaiian Music Series in Lahaina. HTA will issue an RFP to restart RAHCI programs.

## IV. COMMUNITY PILLAR

### *Community Enrichment Program (CEP) (DMAP Action Item)*

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 were notified by the end of January 2022 and a press release was issued on February 2, 2022 announcing the 86 total awardees. Mandatory Contractors' meetings for awardees were held on January 31, 2022 for Kaua'i, February 2 for Hawai'i Island, February 3 for O'ahu, and February 4 for Maui Nui. HVCB is working diligently to complete the contracting process with each CEP awardee.

The following CEP events took place in March 2022:

- Kaua'i: No projects were evaluated during this time period.
- O'ahu: No projects were evaluated during this time period.
- Maui Nui: The Prince Kūhiō Ho'olaule'a took place on March 25, 2022 at the Queen Ka'ahumanu Center in Kahului. This project had a good turnout with an estimated 1,500 total attending.
- Hawai'i Island: The Kona Brewer's Festival took place on March 12, 2022 at the King Kamehameha Kona Beach Resort. This project limited attendance to 500 attendees for COVID safety.
- Statewide: No projects were evaluated during this time period.

### *Lāna'i Guide App Enhancements (DMAP Action Item)*

HTA funds were utilized to complete Action C of the Lāna'i DMAP, which was to "enhance and encourage the use of the Lāna'i Culture & Heritage Center's Guide App as a primary part of the travel protocol for traveling to the island". As part of this initiative, the Lāna'i Culture & Heritage Center (Lāna'i CHC) has worked to identify and integrate appropriate places to visit into the app, developed functionality of the app to indicate potentially dangerous areas/trails that are closed, involved merchants to promote the app, and encouraged visitors to respect the land, people, and lifestyle of Lāna'i.

In addition to the app enhancements, Lāna'i CHC also developed a new promotional video that encourages use of Lāna'i Guide. The video showcases both visitors and residents using the app in an effort to show that the app has something for everyone to learn, including highlights of some of the app's innovative features, like its augmented reality and beacon that was previously built into the app. Lastly, Lāna'i Guide cards have been distributed to local merchants in addition to informing them about the DMAP project and the app's new functionality. Businesses can give out the cards to anyone interested that has a QR code on the back of it to direct users to where they can download the app for free.

### *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 March, we hosted three hospitality industry updates. On March 8<sup>th</sup>, we hosted the Maui County update with Mayor Victorino, and on March 9<sup>th</sup>, we hosted the Hawai'i County and City & County of Honolulu updates with Mayor Roth and Mayor Blangiardi, respectively.

### *Communication and Outreach*

#### **DMAP MEDIA CAMPAIGN**

- The Hawai'i Visitors Convention Bureau (HVCB) has entered the film post-production phase of its DMAP Media Campaign with some of our community programs that are actively engaged in and pushing DMAP action items forward on each island. The Hawai'i Tourism Authority, HVCB, Hawai'i Community Foundation and Anthology Group teams worked together to ensure that each story was approached thoughtfully and with the community partners and organizations' well-being top of mind. During this time, we also thought it was important to lead with Mālama Hawai'i messaging incorporated in our outward storytelling because it is a big part of what leads us to where we're headed in our narrative.

#### **NEWS RELEASES/REPORTS/ANNOUNCEMENTS**

- News Release: Hawai'i's Safe Travels Program Set To End On March 25 (March 1). Also distributed release via PR Newswire.
- Report: HTA Hawai'i Hotel Performance Report for February 2022 (March 23)
- DBEDT News Release: Total Visitor Spending and Arrivals in February 2022 (March 31)

#### **NEWS BUREAU**

- Coordinated and assisted with the following interviews and statements, including:
  - KHON, Jenn Boneza: John De Fries (JDF) interview on ending of Safe Travels program (March 1)
  - KITV, Paul Drewes: JDF interview on economic recovery with anticipated return of international travel (March 2)
  - Conde Nast Traveler, Rachel Chang: Drafted JDF quote on ending of Safe Travels program (March 4)
  - Honolulu Star-Advertiser, Allison Schaefer: JDF, Kalani Ka'anā'ana (KK) and Ilihia Gionson (IG) interview on U.S. MMA RFP, HVCB contracts, and SB1065 (March 11)
  - KITV, Cynthia Yip: IG interview on U.S. MMA RFP and HTUSA's January-June initiatives (March 21)
  - TravelAge West, Shane Nelson: KK interview on mindful travel, DMAPs and Mālama Hawai'i. Also provided overview of HTA's funding and FY23 budget request. (March 21)

- Washington Post, Salvador Rizzo: Drafted JDF quote on spring and summer tourism following the lifting of pandemic restrictions (March 21)
- Hawai'i Public Radio, Casey Harlow: Caroline Anderson (CA) interview on DestinationNEXT survey (March 22)
- Honolulu Star-Advertiser, Allison Schaefer: Drafted JDF quote on HB1600 (March 22)
- The Points Guy, Clint Henderson: Drafted JDF quote on ending of Safe Travels program and indoor mask mandate
- Television New Zealand Breakfast Show: IG interview on impact of Daylight Savings bill (March 27)
- HTUSA Media Blitz Cultural Training Seminar: Confirmed JDF for presentation to U.S. media during April 8 virtual seminar
- Assisted with the following media relations:
  - Le Figaro (France), Astrid Taupin: Provided National Park Service photo gallery for images of Haleakalā National Park
  - AFAR, Michelle Baran: Drafted KK responses on transforming a Hawai'i family vacation into an educational learning trip for kids
  - The Jet Set, Nikki Noya: Forwarded partnership inquiry to HTUSA team
  - Hawai'i Public Radio, Ku'uwehi Hiraishi: Pitched Kūkulu Ola awardee Kua'āina 'Ulu 'Auamo and Year of the Limu designation
  - Gin Magazine and Rum Magazine (London), Virginia Miller: Declined request for travel assistance on behalf of HTA; HVCB/Island Chapters to provide recommendations and contacts as she is also on assignment for Medium and The Local Tongue
  - Hawai'i Public Radio, Casey Harlow: Fielded interview request on slow travel trend
  - Hawai'i Hospitality Magazine, Brett Alexander-Estes: Provided JDF headshot and Barberstock image library, and confirmed use of O'ahu DMAP cover image for upcoming article on the DMAPs
  - Le Figaro Magazine (France), Berenice Debras: Declined request for travel assistance and provided information on Mālama Ku'u Home, Mālama Hawai'i program, and GoHawai'i media center and website with partner contacts
  - Honolulu Star-Advertiser, Allison Schaefer: Deferred comment on HB1785 following March 23 hearing until committee report and revised bill is filed
  - Independent Media (Ireland), Eddie Cunningham: Declined request for travel assistance for July trip and provided information on Mālama Ku'u Home, Mālama Hawai'i program, and GoHawai'i media center and website with partner contacts
  - TravelNews.bg (Bulgaria), Miroslav Ivanov: Declined request for travel assistance and coordination for June trip and provided information on Mālama Ku'u Home, Mālama Hawai'i program, and GoHawai'i media center and website with partner contacts

#### COMMUNITY INITIATIVES AND PUBLIC OUTREACH

- HTA E-Bulletin: Edited, created layout and distributed March 2022 HTA e-Bulletin in English and 'Ōlelo Hawai'i

- Drafted John De Fries opening message
- DestinationNEXT Survey
  - Drafted and distributed e-blast and social post announcement (March 4)
  - Drafted and distributed e-blast and social post reminder (March 21)
- City and County of Honolulu Bill 41
  - Drafted and distributed e-blast and social post for March 23 committee hearing (March 21)
  - Monitored hearing on Bill 41
- Destination Management Action Plans (DMAPs)
  - Drafted potential questions for the Destination Managers in preparation for the Island Caucus briefings
  - Met with CA and IG on potential HTA microsite to showcase DMAP progress and initiatives
- HTA Workforce Needs Assessment Survey
  - Provided feedback and edits to communications pieces:
    - Survey questionnaire
    - Sample plan
    - Messaging to engaged associations
- Miscellaneous
  - Provided information to Ben Klamp of Canada on U.S. federal requirements for entry remaining in place and directed him to HawaiiCovid19.com website
  - Provided Marianne Martin, Whalers Cove Resort, with monthly visitor statistics for Kauaʻi
  - Confirmed Safe Travels end date and lifting of restrictions for Esther Kalt, product manager based in Switzerland
  - Provided GoHawaii.com link to Kenneth Wessel of Denmark in response to his request to receive a print brochure

#### **CRISIS COMMUNICATIONS**

- Shared message from Gov. Ige regarding conclusion of last COVID-19 emergency period to HTA's Constant Contact mailing list
- Conducted updates to HTA's website with ending of Safe Travels program – COVID-19 alerts page

#### **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 and post comments.
- Revised account names and descriptions to include diacritical markings.
- Featured 2022 Community Enrichment program recipients to help drive awareness and attendance leading up to the events:
  - Kona Brewers Festival
  - Lāhaina Quest Cultural Programs
  - Prince Kūhiō Maui Ho'olaule'a

- Ka'ū Coffee Festival

#### Paid Posts on Facebook

- Post on HTA and NaHHA's partnership video. Flight dates from March 8 – 15.
  - Total Reach: 38,161
  - Total Engagements: 24,900

#### Facebook

- Number of followers: 18,714 (+12.3%)
- Engagement rate: 0.7%
- Number of engagements: 12,204 (+263.3%)
- Posts: 35

#### Instagram

- Number of followers: 6,795 (+58.4%)
- Engagement rate: 0.2%
- Number of engagements: 1,631 (+305.7%)
- Posts: 34

#### Twitter

- Number of followers: 39,548 (+5.9%)
- Engagement rate: 1.5%
- Number of engagements: 1,142 (264.9%)
- Posts: 38

#### Linktree

- Views: 168
- Clicks: 117
- Clickthrough rate (CTR): 69.6%

#### INTERNAL COMMUNICATIONS

- Drafted copy on ending of Safe Travels program to be issued to HTA's Global Marketing Team
- Reached out to Island Chapter Destination Managers for Community Enrichment program awardee photo assets to be utilized on HTA social media platforms.

### *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.

During the month of March:

- Maui County's program handled 6 cases and helped 9 visitors (year-to-date: 43 cases/ 162 visitors). This included visitors primarily from the U.S. West markets and Canada. The Director participated in all the EOC conference calls, attended the Airport/Airlines monthly meeting and Maui County Hotel and Resort Security Association monthly meeting, and held a monthly car rental committee meeting. Director also attended the monthly MPD Commission meeting as a commissioner. The industry assisted with \$3,700 of in-kind contributions (year-to-date: \$13,100).
- Hawai'i County's program handled 20 cases and provided assistance to 40 visitors (year-to-date: 53 cases/ 143 visitors). This included visitors primarily from the U.S. West & East markets, and Canada. The industry assisted with \$2,090 of in-kind contributions (year-to-date: \$10,885). \$228 was received in donations (year-to-date: \$964).
- Kaua'i County's program handled 6 cases and provided assistance to 13 visitors (year-to-date: 24 cases/ 52 visitors). This included visitors from U.S. West/East market. VASK ED hired a new Secondary Dispatch Coordinator. The VASK Crime Prevention and Safety Tips video airs on the Kaua'i Visitors Information Channel (3) and is viewable via television in visitor's hotel rooms. It can also be viewed on the HOME Page of the VASK Website at [visitoralohasociety.org](http://visitoralohasociety.org). VASK received \$3,300 of in-kind contributions (year-to-date: \$18,325).
- City and County of Honolulu's program handled 50 cases and helped 120 visitors (year-to-date: 148 cases/ 340 visitors). This included visitors primarily from the U.S. West market. On March 15, President Jessica Lani Rich attended an FBI informational briefing about crimes, sponsored by the Waikiki Business Improvement Development. On March 22, President Jessica Lani Rich attended a Visitor Public Safety Meeting with Mufi Hannemann regarding crimes in Waikiki. The industry assisted with \$16,408 of in-kind contributions (year-to-date: \$39,338.50) and \$200 in donations (year-to-date \$3,350).

### *Future Workforce*

#### **LEI Program**

HTA supports ClimbHI's LEI (Leadership, Exploration, Inspiration) Program (CON 18135) targeted at high school students. This program provides Hawai'i youth with learning and networking opportunities, and partners with educational organizations and industry businesses to attract and inspire students to pursue a future career in hospitality and tourism. On April 5, 2022, ClimbHI and the Hawai'i Tourism Authority kicked off the 10th annual LEI program on O'ahu. The event included special guests Gov. David Ige, First Lady Dawn Amano-Ige, and HTA President & CEO John De Fries. The free day-long event at the Hawai'i Convention Center included participation from more than 400 attendees from intermediate, high school and college levels. The fast-paced schedule of activities included an "Amazing Race-style" competition, where students moved through multiple stations to learn about various careers from participating Hawai'i businesses. Students also participated in discussions on topics such as resident sentiment, the importance of the hospitality industry, and Hawai'i's cultural values. They attended a luncheon led by statewide leaders, followed by an afternoon career fair where they networked with local business professionals. The O'ahu LEI program kicks off a series of statewide events, including LEI Maui on April 8; LEI Kaua'i on April 14 and LEI Island of Hawai'i on April 26 and 27.

### *Current Workforce*

#### **Workforce Needs Assessment**

HTA has commissioned Anthology Research to conduct an assessment of the current and future workforce needs of Hawai'i's visitor industry and related sectors. This initiative, funded with FY20 budget, is a part of HTA's 2020–2025 Strategic Plan, supporting our Community pillar to build a resilient visitor industry workforce and community. The survey fielding is currently ongoing with final reports due to HTA in August.

## V. BRAND MARKETING PILLAR

### *Major Market Area (MMA)*

#### **International MMA Border/Entry Restrictions**

- Japan: Ministry of Foreign Affairs of Japan (MOFA) recently eased travel advice from Level 3 “Avoid All Travel” to Level 2 “Avoid Non-essential Travel” for 106 countries, including the U.S. From April 10, Japan will increase its daily new entry capacity up to 10,000 passengers. As of April 8, 44.3% Japanese has completed the booster shot and 79.6% are fully vaccinated.
- Korea: Korea lifted the 7-day quarantine mandate to fully vaccinated travelers entering Korea effective March 21. Korea has recorded 86.6% vaccination rate and 63.7% booster rate as of March 31. From March 31, Korea started vaccinating children between the ages of 5 and 11.
- Canada: Starting April 1, the Government of Canada officially dropped its pre-entry COVID-19 testing requirements for all fully vaccinated travelers entering the country. Travel advisors say the changes have boosted consumer confidence after two years of pandemic-related border closures and lockdowns.
- Oceania: A second coronavirus vaccine booster shot will be available for elderly and vulnerable groups beginning April 4th, along with winter flu immunizations. The federal health minister, Greg Hunt, announced international arrivals will no longer need to be tested for Covid-19 prior to travel after April 17th when the government’s biosecurity emergency determination lapses. Hunt also said that international arrivals will still need to be fully vaccinated to enter Australia and wear masks on flights. HTO is receiving a number of enquiries for multi-generational trips to Hawai’i. Post-Covid families are planning big holidays with several family members as a way to re-connect.
- China: As of March 31, more than 88% of the China population had been fully vaccinated, according to the National Health Commission. All travelers to China are screened upon arrival and subject to a minimum 14-day quarantine.

#### **U.S. Domestic Market Conditions**

According to a recent Destination Analysts’ report, most travelers don’t feel the pandemic has changed the length of their trips, however, many report they are staying closer to home. Travelers are feeling more motivated to travel than they were before the pandemic. While interest in urban trips may end up being unchanged, the pandemic has heightened interest in outdoor travel experiences.

#### **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. The six-month BMMP was presented and approved by HTA board at the January board meeting. A new RFP for USA Brand Marketing and Management (with added scope for global support services) will be issued.

- Japan/Korea/China MMA Leisure: HTK has received HTA's board approval to go "green" with unrestricted activities and budget starting in April. China and Japan MMAs are still under "red" with restricted activities and budgets for Q2.

### *Other Branding Projects*

#### **Cruise**

HTA staff worked with Access Cruise to monitor the resumption of cruising in the Hawaiian Islands and had ongoing communications with government entities, cruise representatives and industry partners.

#### **Kuleana Message/Pono Travel Tips (DMAP Action Item)**

HTA staff is continuing conversations with our partners at our airport facilities statewide as well as HVCB and other lead agencies to promote a collection of Pono Travel tips, Kuleana and safety messaging to our traveling public, especially during peak travel times during the summer. We are still aiming to have these up as early as mid April.

#### **Market Allocation Platform (MAP)**

HTA staff is working with Tourism Economics for a market allocation platform to apply economics to destination marketing decisions. The MAP provides an analytical framework for a destination to comparably gauge market potential, market costs, and market risks for each of its main sources of visitors. This allows marketing decisions to be driven by facts using comparable measurements of true market potential. The kick-off meeting for the project was held on March 24.

#### **Campaign Effectiveness Studies for USA and Japan Markets**

An RFP for the Campaign Effectiveness Studies for USA and Japan Markets was issued on April 5 with proposals due on May 9.

### *Sports Programs*

- The brand team presented to the HTA Board of Directors an opportunity, which was approved unanimously, to partner with the LPGA as a sponsor of the Lotte Championship held at Hoakalei April 13-16.
- The brand team approved final branding and marketing collateral surrounding HTA's sponsorship of the Big West Men's Volleyball Tournament to be held April 21-23 at the Stan Sheriff Center.
- The brand team held a Zoom meeting with the LA Dodgers after being approached for a potential sponsorship.
- The brand team held a Zoom meeting with HBSE after being approached for a potential sponsorship with the Philadelphia 76ers and New Jersey Devils.
- The brand team held a Zoom meeting with individuals interested in bringing an international 3x3 basketball tournament to the state.

- The brand team worked to finalize an RFP, which will be published in April, to award 2022 Sports Unallocated Funds as directed and approved by HTA Board of Directors.

### *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.
- Brand manager met with Webjet to discuss potential partnership opportunities.
- Brand manager participated in HTJ's subcommittee meeting on March 10.
- Brand manager worked with HVCB to prepare the EDA branding and co-op proposals.
- Brand manager worked with HTJ to prepare for the JATA delegation trip to Hawai'i.
- Brand manager met with DBEDT and TECO to discuss airlift development out of Taiwan.
- Brand manager participated in a meeting with HTK and OVB to discuss upcoming FAMs and other partnership opportunities.
- Brand manager attended a PATA seminar on March 23.
- CBO did a Zoom meeting about LA Dodgers.
- CBO did a Zoom meeting with Chair Wakai and Vice Chair Misalucha about top 3 DMAP initiatives.
- CBO did a Zoom meeting with wholesale travel trades leadership.
- CBO did a Zoom meeting with Teri O. about the sports market segment at the HCC.
- CBO did a Zoom meeting about May Day 2022 Japan Hula Festival.
- CBO did a Zoom meeting about the Waikiki Gazebo Activation pilot project.
- CBO did a Zoom meeting about the Kahu Aloha Project on Moloka'i.
- CBO did a Zoom meeting with GMT Executives to discuss communication and outreach protocols with Hawaii based community nonprofit organizations.
- CBO did a Zoom meeting about Hospitality Industry updates with Mayor Roth.
- CBO did a Zoom meeting about Hospitality Industry updates with Mayor Blangiardi.
- CBO had a meeting with TripAdvisor
- CBO had a Zoom meeting with STAH.
- CBO had a Teams meeting about sharing the Mālama Hawai'i Campaign at San Diego International Airport.
- CBO had a Zoom meeting with Moanalua Garden Foundation regarding the Prince Lot Hula Festival 2022.
- CBO attended a Zoom meeting about the Hawaii Convention Center rooftop.
- CBO had a Zoom meeting with HVCB and HTA about Hawaii airport advertising.
- CBO had a Teams meeting with Teri Orton from the HCC about a Carbon Offset Initiative and Art Exhibits.
- CBO had a Zoom meeting with Representative Jackson Sayama.

- CBO had a Zoom meeting about Safety and Security in Waikiki.
- CBO had a Zoom meeting with HVCB to discuss the future EDA Branding Campaign and Travel Trade Co-Op campaigns.
- CBO had a Zoom meeting with HVCB and HTA about airport advertising campaigns for Neighbor Islands.
- CBO had a Zoom meeting with HTDC and BSD about Made in Hawaii.
- CBO had a Zoom meeting with HVCB and HTA about airport advertising campaigns for HNL.
- CBO had a Zoom meeting with Derek T. about VIP Program at airport.
- CBO had a Teams meeting with HTA and Tourism Economics to kick off the Market Allocation Platform project.
- CBO had a Zoom interview with Ann Ruppenstein from Baxter about Malama Hawai'i.
- CBO attended a in-person meeting at the Capitol with Senator DeCoite about HTA DMAP Grant Opportunity.
- CBO had a Zoom meeting with HTA, HTC and Representative Sean Quinlan about China market.
- CBO had a Teams meeting with Hawaiian Airlines & Alaska Airlines about the potential Digitization Pilot Project.

## 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 Director of Planning (DOP) presented at the legislative island caucuses meetings the week of March 7<sup>th</sup> along with the island visitors bureaus.
- The DOP facilitated a destination management panel discussion as part of PATA/TTRA's Industry Outlook Session III panel on March 23. Panelists included Nalani Brun, County of Kaua'i, Office of Economic Development; Meagan DeGaia, Maui Visitors & Convention Bureau; Pomai Weigert, GoFarms Hawai'i, and Curt Cottrell, Department of Land and Natural Resources, State Parks Division.

Maui Nui DMAP:

- Maui Nui's monthly DMAP internal meeting between HTA, County, and Island Chapter staff was held on March 4.
- DOP has been working with the Destination Manager on the Moloka'i DMAP. The Advisory Board and Steering Committee are now combined into one committee – called the Moloka'i DMAP Task Force. Their focus will now be both guidance and implementation. The first in-person Task Force meeting will be held on April 9<sup>th</sup>.

O'ahu DMAP:

- O'ahu's monthly DMAP internal meeting between HTA, County, and Island Chapter staff was held on March 4.
- A RFQ was issued on March 11 for a subject matter expert to address illegal commercial activities at City & County of Honolulu parks. This is part of the DMAP, sub-action D.1.

Kaua'i DMAP:

- Kaua'i's monthly DMAP internal meeting between HTA, County, and Island Chapter staff was held on March 2.
- DOP organized a meeting with DLNR's Division of State Parks (DSP), Kaua'i Visitors Bureau (KVB), and County of Kaua'i, Office of Economic Development (OED). The purpose of the meeting was to discuss Kōke'e State Park, and opportunities to assist. This is identified as a hotspot in the Kaua'i DMAP. Connections were made and discussions will continue.
- DOP organized a meeting with DLNR's Division of Forestry and Wildlife and Na Ala Hele Trails, KVB, and the County of Kaua'i, OED to discuss Kuamo'o Trail, Nounou East and Nounou West access. This area is identified as a hotspot in the Kaua'i DMAP. Connections were made and discussions will continue.

Hawai'i DMAP:

- Hawai'i Island's monthly DMAP internal meeting between HTA, County, and Island Chapter staff was held on March 3.
- DOP organized a meeting with DLNR's Division of State Parks (DSP) Administrator, Island of Hawai'i Visitors Bureau, and the Nature Conservancy to understand the issues at Kealakekua Bay State Historical Park (KBSHP), an area identified in the Hawai'i Island DMAP as a hotspot. DLNR is in partnership with the Nature Conservancy in conducting Community Action Planning meetings, and DSP is in the process of finalizing the KBSHP masterplan.

## *2. EDA Travel, Tourism and Outdoor Recreation Non-Competitive Grant*

- HTA's DOP continues to work on drafting the Grant Administration Plan for the EDA Travel, Tourism and Outdoor Recreation Non-Competitive Grant. DOP has been working with DLNR and HTA staff in refine their projects' workplans.

## *3. Planning Tools & Assessment*

- HTA fielded the DestinationNEXT survey in early March. The goal of this survey is to determine if there are any gaps, key issues and opportunities for potential products, amenities, education, programming, and experiences that would benefit each island's tourism industry. The results of

the survey will be a report card for the health and benchmarking of each of the Hawaiian islands as a visitor destination and will also compare Hawai'i to its competitors.

- HTA will no longer do an RFP to conduct a study to determine visitor industry contribution to the agriculture industry. After further discussion with state's Chief State Economist, Eugene Tian, it was determined that the information can be calculated by DBEDT's Research & Analysis Division. A report is expected in May.

## 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 February 2022 monthly visitor statistics on March 31, 2022, 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 the Monthly Visitor Statistics page on HTA's and DBEDT's websites.

TRB posted updates to Seat Outlook data tables for April through June 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 2019.

State, market, and island fact sheets were updated with the February 2022 data and were published on the Monthly Visitor Statistics page of the HTA website and the Island Highlights and Market Highlights pages on the DBEDT website.

TRB issued the February 2022 Hawai'i Hotel Performance Report on March 23, 2022. The report and related February 2022 data tables were posted to the Infrastructure Research page 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 February 2022 Hawai'i Vacation Rental Performance Report on March 28, 2022. The report and related February 2022 data tables were posted to the Infrastructure Research page of the HTA website and the Vacation Rental Performance page of the DBEDT website. This report utilizes data compiled by Transparent Intelligence, Inc.

TRB issued the Q4 2021 Visitor Satisfaction and Activity (VSAT) report and related infographics on March 16, 2022. The VSAT is a survey of visitors to Hawai'i regarding their most recent trip to Hawai'i. VSAT is fielded on a year-round basis and reported quarterly and annually.

TRB issued the Q4 2021 and Year-End 2021 Hawai'i Timeshare Quarterly Survey Reports on March 28, 2022. This is the only report which includes performance statistics for Hawai'i's timeshare properties. The reports were posted to the Infrastructure Research page of the HTA website.

TRB added Point of Interest Dashboards to the Symphony Dashboards and updated the navigation. The Symphony Dashboards have a dedicated page on the HTA website.

TRB published the March 2022 YouGov Coronavirus Travel Sentiment report prepared by HVCB. This report focuses on the impact of COVID-19 on U.S. Avid Travelers and provides travel planning trends, attitudes, and demographics. This report utilizes data from YouGov's Brand Index and is posted on the Other Research page of the HTA website.

TRB continued publishing both 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 page of the HTA website.

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

TRB assisted with the State's Safe Travels Program through its conclusion on March 25, 2022. TRB support included 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.

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.

Jennifer Chun was the emcee for Pacific Asia Travel Association Hawai'i Chapter and Travel and Tourism Research Association Hawai'i Chapter's 2022 Annual Outlook & Economic Forecast Forum Sessions II & III on March 23, 2022. Session II highlighted use cases for Hawai'i's Symphony Dashboards and was moderated by Jeffrey Eslinger of HVCB and featured vendors Erik Evjen of Tourism Economics and Evan Saunders of Near North America. Caroline Anderson moderated Session III. Chun is the 2022 chair of the PATA Hawai'i executive committee and treasurer for TTRA Hawai'i.

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 continues to engage with our Budget and Finance (B&F) to process requests to access ARPA funds in support of our programs. As part of that process, we regularly meet and discuss these requests in an attempt to expedite the release of funds. This has now become a regular part of our process in supporting the financial needs of the organization.

To date, we have submitted requests to B&F for the release of funds of approximately \$45.8 million, of which \$44.3M has been approved through February 2022. Relating to the Convention Center's ARPA funding, \$11 million has been approved by B&F for release.

## IX. ADMINISTRATIVE

Contracts List: Pursuant to Hawai'i Revised Statutes §201B-7 (9), please note that there was one (1) contract executed during the month of March 2022.

Contract No.	Contractor	Description	Contract Amount	Total Contract Value	Start Date	End Date
19162 S4	ZR Systems Group, LLC	IT Support Services	\$64,694	\$400,190.55	3/17/2022	3/24/2024
22003	HVCB	Global MCI Marketing & Management Services for the Hawaiian Islands	\$5,350,000	\$5,350,000.00	3/21/2022	12/31/2025
21038 S1	Hawai'i Visitors and Convention Bureau	CEP & DMAP Impelentation & Communications for Kaua'i, Oahu, Maui Nui, and Hawai'i Island	\$0	\$9,409,112.00	3/24/2022	5/31/2023
21017 S1	Aloha Data, Inc.	HTA Board of Directors Mtgs & Standing Committee Mtgs Min	\$18,429	\$36,858.88	3/29/2022	12/31/2022
22010•	LPGA	2022 LPGA Lotte Championship	\$250,000	\$250,000.00	4/8/2022	6/30/2022

## APPENDICES

# Hawai'i Tourism United States

## 2022 MONTHLY MARKET ACTIVITY REPORT – March

### MARKET INTELLIGENCE

#### **Economy**

- Job growth was solid in March and the unemployment rate fell more than expected to +3.6 percent, just slightly above a half-century low. The latest employment data will solidify the Fed's resolve to make a half percentage point rate hike at their next decision in May.
- Inflation will accelerate in March and April as the effects of the Russia-Ukraine war push prices even higher at supermarkets, gas pumps and on utility bills. "Disruptions to supplies of those commodities will translate into another big hit to U.S. consumer spending power at a time when inflation was already historically high. Consumers will likely pull back on discretionary spending over the next few months, as inflation erodes purchasing power," according to Bill Adams of Comerica Economics.
- The Conference Board *Consumer Confidence Index* rebounded slightly in March. The Index now stands at 107.2 (1985=100) up from 105.7 in January.
  - The Present Situation Index based on consumers' assessment of current business and labor market conditions rose to 153.0 from 143.0 last month.
  - The Expectations Index based on consumers' short-term outlook for income, business and labor market conditions declined to 76.6 from 80.8 last month.
  - "Consumer confidence was up slightly in March after declines in February and January," said Lynn Franco, Senior Director of Economic Indicators at The Conference Board. "The Present Situation Index rose substantially, suggesting economic growth continued into late Q1. Expectations, on the other hand, weakened further with consumers citing rising prices, especially at the gas pump, and the war in Ukraine as factors. Meanwhile, purchasing intentions for big-ticket items like automobiles have softened somewhat over the past few months as expectations for interest rates have risen."

#### **Outbound Travel Market**

- *Wholesale Partner* – Bookings for Hawai'i are stronger coming out of Safe Travels. Near-term cancellations are on the decline and every week moving forward, bookings continue to rise.
- *Wholesale Partner* – We have seen increases in bookings to Hawai'i, but the same can be said for other destinations, with the exception of Asia. ADRs are up substantially. We continue to hear from agents there is growing concern about price resistance/value. Bookings for Pride of America are up as that is seen to be the only "all-inclusive" in Hawai'i. Hawai'i could be performing better than its competitive destinations.
- *Airline Wholesaler* – Hawai'i business is even stronger than a month ago. Bookings have picked up now that Safe Travels is over. The exception is Maui, which is still down compared to 2019. The ADRs are too high! We are still seeing a long-advanced booking window of almost 6 months. Bookings are pacing up Yo3Y through summer, and we are happy to see a strong uptick for September-December as well. Demand into winter 2023 is also promising.

#### **Competitive Environment**

- *St. Kitts and Nevis*. The dual-island Federation of Saint Kitts and Nevis is easing visitor protocols effective Apr. 1, allowing travelers to provide proof of a negative COVID-19 rapid antigen test or a negative RT-PCR test result to enter the territory. Saint Kitts and Nevis authorities had previously restricted visitors' entry to travelers who provided proof of negative RT-PCR test results. The

Federation requires antigen test results to be obtained at least 24 hours prior to arrival while PCR test results must be obtained within 72 hours of arrival.

- *Spain*. The country has just become the first in the European Union to do away with testing requirements and mandatory self-isolation for all suspected COVID-19 cases. Effective immediately, anyone who comes down with mild symptoms of the virus is no longer required to get tested. Public health officials are recommending that such individuals limit their social interactions as much as possible, avoid having any contact with vulnerable individuals and wear a face mask at all times whenever they leave home.
- *Anguilla*. Anguilla is easing traveler entry protocols by waiving online travel authorization requirements for fully vaccinated travelers ages 18 and over. Anguilla will eliminate arrival testing for visitors who have been fully vaccinated within the last six months and for persons who've received a booster dose where completion of the primary, full vaccination series occurred six months or more prior to arrival. A valid negative test result must be presented prior to arrival.

### **Consumer Trends**

- 2022 Retail and Consumer Product Industry Trends-Deloitte:
  - Navigating 2022 retail and consumer products trends will accelerate organizations' need to proactively align offerings to market and consumer forces, strengthen talent and customer engagement, and invest in key infrastructure to build and maintain a leading position.
  - COVID-19 Induced Trends are Here to Stay. As COVID-19 changed the way that consumers live and work, retailers evolved their product mix, delivery models and even brand positioning to accommodate trends in what, how and why consumers make buying decisions. Brands with a well-articulated purpose continue to see customers four times more likely to buy and trust the brand into the new year. With more than one in five shoppers planning to support purpose-driven businesses in the coming months, companies should adopt this as a core business mandate for 2022.
  - Planning for Continued Uncertainty. While many hoped that the pandemic-induced period of uncertainty would be over by now, the rise of a new COVID-19 variant and trends in customer buying preferences, workforce hiring and retention, and supply chain operations will have implications for retailers and consumer products companies in early 2022. This will accelerate the need for proactive action to maintain competitive positioning and thrive amid continued marketplace uncertainty.

### **Travel Trends**

According to a new study by MMGY Travel Intelligence, 73 percent of American travelers intend to take a vacation in the next six months, up significantly from 62 percent one year ago. This is just one of the key findings released this week as part of the research firm's 2022 *Portrait of American Travelers*® "Spring Edition" report which examines the demographics, intentions, behaviors and safety perceptions among U.S. travelers. "Overall, we anticipate that 2022 will be seen as a year of continued growth for the travel industry, with many Americans opting to 'go big' with their travels after playing it more conservative the last few years," said Chris Davidson, EVP of MMGY Travel Intelligence. "Inflation and the recent increase in gas prices may mean that travelers choose to venture a bit closer to home or alter their spending slightly, but the demand for travel is palpable."

### **Airlift**

HTA Airline Seat Capacity Outlook for April 2022-June 2022 was updated on Mar. 29. The forecast for domestic scheduled nonstop air seats to Hawai'i during this period will increase by +21.5 percent compared to the same period in 2021. This projection is based on flights appearing in Diio Mi. The constant fluidity of seats and flights will continue as COVID-19 evolves. An overall increase in flights is

expected from both U.S. West (+24.0%) and U.S. East (+4.4%). The situation is being monitored daily and the forecast adjusted accordingly.

**MARKET ACTIVITY UPDATE**

**Consumer Direct**

- Mālama Hawai'i Brand Campaign
  - HTUSA continues to build on the Mālama Hawai'i campaign by reaching out to potential visitors with a message about the importance of respecting local communities and our relationship to our home when they visit. Working in collaboration with HTA, HTUSA continues to actively reach visitors with Mālama Hawai'i messaging to tread more mindfully and more respectfully. This is the start of a transformative path forward for Hawai'i tourism - the Journey from Respectful to Regenerative Travel.
- Consumer Paid Media
  - A national flight of paid digital media launched in March to reach the Mindful Hawai'i Target Traveler (MHTT) audience and to share the leisure brand campaign messaging - Mālama Hawai'i – with four Mālama videos distributed on vetted paid digital and paid social media.
  - Advanced Television/OTT media partners include Amazon, Hulu, Roku, to distribute Mālama videos in 30-second length versions.
  - Digital media partners include BuzzFeed, Complex, Condé Nast Traveler, Matador, Travel + Leisure, omd programmatic, Adtheorent, Engine and Viant to distribute Mālama Hawai'i videos in 15-second and 30-second length versions (optimized for video completion metrics).
  - In March, paid social posts highlighting local businesses, Kuleana travel tips and “Talk Story Tuesdays” feature were shared.

**Paid Digital Campaign March – Estimated Impressions**

<b>PARTNERS</b>	<b>Impressions</b>
Facebook	23,160
Instagram	11,030
YouTube	0
Pinterest	23
<b>Total</b>	<b>34,213</b>

- Aloha Season - Golf Channel
  - The 2022 Aloha Season program with Golf Channel continued in March.
  - Paid Media: New 30-second golf commercials continued to run on a Q1 media flight (Jan. 1- Apr. 17) highlighting three PGA TOUR professional players engaging in destination activities that convey the Mālama Hawai'i message:
    - Talor Gooch – Kīpuku Olowalu (Maui)
    - Stewart Cink – Sail Trilogy Blue ‘Āina (Maui)
    - Sam Burns – Helewai EcoTours (Maui)
  - PGA TOUR Digital Media: TOUR-owned digital media flight continued in March (Jan. 6-Mar. 31) featuring the new videos with professional golf talent engaged in Mālama activities:
    - Video: Live Streaming Simulcast, VOD, YouTube
    - Rich Media: Video-enabled rich media units

- Kuleana Campaign
  - HTUSA launched a spring flight of media for the Kuleana Campaign (3/17-6/29) to share a series of videos with visitors conveying educational messages on ocean safety, culture, ocean conservation, land safety, astute renting and marine wildlife protection. Some of the messages include: swim, surf and snorkel only when a lifeguard is on duty and be aware of ocean conditions before entering the water; be mindful of the impact plastics and sunscreens have on Hawai'i's marine life and coral reefs; thoroughly research legal vacation rentals online before booking to avoid scams; and respect nature by taking only photos as mementos and leaving only the lightest of footprints behind.
  - In addition to showing these messages to visitors before they arrive with the assistance of airline partners, local paid media is distributing them once they've arrived: in-room at their hotels, on shuttles, as well as on social media and mobile devices via geo-targeting technology when visiting tourist points of interest.
  
- Consumer Direct Email Program
  - HTUSA
    - The consumer newsletter focused on five food-focused neighborhoods, located throughout the state. Additionally, Volunteer Week Hawai'i and the Waikīkī Spam Jam were featured in smaller articles.
  
- Hawai'i Paid Media
  - Re-launched the six Kuleana travel tips videos mentioned above on paid social.

**Hawai'i Paid Digital Campaign March – Estimated Impressions**

<b>PARTNERS</b>	<b>Impressions</b>
Facebook	378,244
Instagram	310,868
YouTube	184,612
Waze	341,359
<b>Total</b>	<b>1,215,083</b>

**Travel Trade**

- Paid Trade Media
  - The Travel Trade paid campaign launched at the end of March with a flight of digital media that shares the Mālama Hawai'i brand messaging with travel advisors and invites them to become certified Hawai'i Destination Specialists. Paid endemic media partners include Northstar and TravAlliance, and paid social media partners Facebook and Instagram.
  - Total estimated digital impressions - March: 93,500
  
- Trade Direct Email Program
  - *E-xpressly for Travel Professionals* (EXTP) monthly enewsletter distributed via MailPound and Northstar travel agent database on Mar. 17 to a reach of approximately 70,000 travel advisors throughout the U.S.
  
- Summary of HTUSA Travel Trade Activity
  - For the month of March, there were 17 travel trade sales activities including educational webinars, trade shows and training sessions for 433 participants. There was one meeting with

seven industry partners this month. HTUSA and the Island Chapters continued to communicate with industry partners and travel advisors regarding updates and changes to the Safe Travels Program which ended Mar. 25 at 11:59pm.

- Central fielded all inquiries received from travel advisors across the U.S. via *agents.gohawaii.com* and inquiries forwarded from *info@gohawaii.com* from travel advisors.
- Travel agent *agents.gohawaii.com* website update: There were 576 online graduates who completed the Hawai'i Destination Specialist and/or Island Specialist educational courses online, with 703 new registrants signed up for access to online resources. The overall travel agent database numbers are at 124,467 profile records, which includes 51,060 active U.S. travel advisor email contacts.

- Travel Trade Calls

	<b>Airline</b>	<b>Wholesaler/TA/TO/OTA</b>	<b>Other</b>	<b>Total</b>
<b>HTUSA</b>	7	9	4	20
<b>KVB</b>	-	1	-	1
<b>OVB</b>	-	1	-	1
<b>MVCB</b>	-	-	-	0
<b>IHVB</b>	-	4	-	4

Summary of travel trade calls by category

- Airline

- HTUSA met with 4 of the 6 U.S. network carriers in March for market specific capacity and marketing updates as well as to review changes to Safe Travels Hawai'i and anticipated changes in schedules and routes. Numerous email updates were provided to all major U.S. carriers regarding changes or media reports about Safe Travels Hawai'i. An in-person presentation was made to the Southwest Airlines senior management team to share market insights, marketing and O'ahu DMAP initiatives.

- Wholesaler/TA/TO/OTA

- Hawai'i Tourism USA (HTUSA)
  - LaMacchia Travel held a Hawai'i Night in Kenosha, WI, on Mar. 7. There were 10 travel advisors in attendance for HTUSA's destination presentation.
  - Conducted a destination training webinar for Elli Travel with 10 advisors in attendance.
  - HTUSA was a table sponsor at the Midwest Agents Selling Travel (MAST) awards dinner in Addison, IL on Mar. 15 which hosted 120 attendees.
  - TravelWise conducted a podcast on Mar. 15 with The Hawaiian Islands as the featured destination. It was a live, consumer-facing broadcast and recorded for on-demand viewing.
  - Partnered with Abundant Excursions for a consumer webinar on Mar. 23. One travel advisor also attended.
  - Habitats by Kat featured HTUSA as the primary speaker for their quarterly webinar on Mar. 24. There were five advisors in attendance and the session was recorded for on-demand viewing.
  - Delta Vacations, HTUSA and AAA partnered to deliver a consumer webinar to AAA clients on Mar. 28. There were two advisors in attendance.
  - Participated in Cruise360 in Fort Lauderdale, FL, with a trade show reaching 300 travel advisors and a workshop drawing 85 attendees.
  - Avoya Network held a trade show in conjunction with Cruise360 and HTUSA met with 20 travel advisors.

- Kaua'i Visitors Bureau (KVB)
  - Mailpound Webinar, Mar. 7, 30-minute island presentation with Mālama focus. 71 travel advisors attended.
- O'ahu Visitors Bureau (OVB)
  - *Explore O'ahu with the O'ahu Visitors Bureau* themed Mailpound webinar, Mar. 16 (119 advisors).
- Maui Visitors and Convention Bureau (MVCB)
  - Assisted XStream Travel with activity for their May VIP FAM.
- Island of Hawai'i Visitors Bureau (IHVB)
  - Travel Experts / Dallas, TX; Mar. 16 (14 advisors)
  - Superior Cruise & Travel / Dallas, TX; Mar. 25 (12 advisors)
  - Midwest 'Ohana, Mar. 17. Island updates (12 attendees)
  - Hawai'i Call Center Update webinar, Mar. 31. (8 attendees)
- Other
  - HTUSA
    - Four virtual meetings with a total of seven industry partners: Delta Vacations (1); ALG Vacations (2); Hotelbeds (2); and Outside Agents (2).

**Public Relations**

- Month-end impressions and publicity values for articles that included Hawai'i – February results

**Impressions and Publicity Values for February**

<b>February</b>	<b>Impressions</b>	<b>Publicity Values</b>
Print	74,791,147	\$15,088,670
Online	46,293,492,426	\$16,636,357
Broadcast	346,522,345	\$10,240,398
<b>Total</b>	<b>46,714,805,918</b>	<b>\$41,965,425</b>

- HTUSA
  - The HTUSA PR team distributed the Office of the Governor's news release titled, "Hawaii Governor Ige announces end to travel quarantine, Safe Travels Hawaii Program in late March" to PR industry professionals, local and national broadcast stations, leisure publications, editors and freelance journalists. In addition, the release was distributed through PR Newswire for further national reach and was picked up by over 340 publications with a total potential audience of 214 million.
  - The HTUSA PR team wrote and distributed an evergreen release to top tier leisure publications, editors and freelance journalists titled, "3 Ways to Redefine your Hawai'i Vacation." The release's purpose is to inspire mindful travel, encouraging visitors to participate in an activity that gives back featuring Mālama Hawai'i activities, embrace and learn about Hawaiian culture, and buy and support local.
  - As a result of media relations and support, journalist Rachel Ng produced the *National Geographic* story on the history of *hula* titled, "The surprising history of Hawai'i's hula tradition." The story features a few Community Enrichment Programs and includes interviews with several notable cultural practitioners, as well as senior brand director at HTUSA, Kainoa Daines. As a result of a HTUSA media visit exploring Hawai'i's culinary scene, Marla Cimini produced a *USA Today 10Best* article titled, "The quest for a Hawaii treasure leads to Holey Grail Donuts." The

story showcases Holey Grail Donuts and its story and encourages readers to support local businesses.

- Media coverage highlights:
  - "10 beautiful waterfall hikes in Hawai'i" – Rachel Ng – *AAA Explorer* – Mar. 1
  - "10 of the Best Places to Travel With Kids in 2022" – Kathryn Romeyn – *The Everyday Mom* – Mar. 8
  - "The Hawaii Triennial Offers a New Way to Experience Paradise" – Adam Rathe – *Town & Country* – Mar. 17
  - "These Are The Best Queer Hotels on Hawaii's Four Major Islands" – Kim Westerman – *Out Traveler* – Mar. 18
  - "The quest for a Hawaii treasure leads to Holey Grail Donuts" – Marla Cimini – *USA Today 10Best* – Mar. 19
  - "The surprising history of Hawai'i's hula tradition" – Rachel Ng – *National Geographic* – Mar. 22
- KVB
  - Kaua'i was featured in:
    - "10 beautiful waterfall hikes in Hawai'i" – Rachel Ng – *AAA Traveler* – Mar. 1
    - "The Best Queer Inclusive Luxury Resorts on Hawaii's Four Major Islands" – Kim Westerman – *Out Traveler* – Mar. 18
  - Individual media visit:
    - Olivia Liveng; *Matador Network*, Mar. 12-15
    - Liaised with 19 media highlighting mindful travel, upcoming events, nature spots, local eateries, shops and enriching activities on Kaua'i, DMAP Action Plans, Mālama Hawai'i, mindful travel and partner updates; and an April 4-6 media opportunity with ABC's San Francisco team in partnership with Hawaiian Airlines.
  - Press Releases/Communications
    - Drafted submissions highlighting new experiences, island updates, Mālama Hawai'i and upcoming CEP events happening on Kaua'i from April through June 2022 for consideration in HTUSA's "Spring What's New in the Hawaiian Islands" news release.
- OVB
  - O'ahu was featured in:
    - "The Hawaii Triennial Offers a New Way to Experience Paradise" – Adam Rathe – *Town & Country* – Mar. 17
    - "These Are The Best Queer Hotels on Hawaii's Four Major Islands" – Kim Westerman – *Out Traveler* – Mar. 18
    - "The quest for a Hawaii treasure leads to Holey Grail Donuts" – Marla Cimini – *USA Today 10Best* – Mar. 19
  - Individual media visits:
    - Shane Nelson, Freelance Writer, O'ahu, Mar. 7-10
  - Liaised with eight media: OVB PR team liaised with 5 writers, editors, freelancers and contributors from several top tier publications for both print and online articles featuring O'ahu as a destination. Publications include *Fodor's Travels*, *SFGate*, *Woman's Day*, *Tripadvisor* and *Lonely Planet*.
  - Press Releases/Communications
    - OVB distributed its first quarter "News, Updates & Aloha from O'ahu" release to top tier national publications, freelance and local media on Mar. 22.
- MVCB
  - Maui, Moloka'i, Lāna'i was featured in:
    - "The Top 10 Adventure Trips to Book Now" – Katherine Parker-Magyar – *Go Last Minute* – Mar. 18.
  - Liaised with 18 media.

- IHVB
  - Island of Hawai'i was featured in:
    - “Waipi’o Valley Road Closed to Visitors” – KWXX Radio – Feb. 28
    - “Waipi’o Valley Road Closes to Visitors Due to an Emergency Order” – *Pacific Business News* – Feb. 28
    - “Waipi’o Valley Road Closed Indefinitely” – *Hawai’i Magazine* – Mar. 7
    - “The Big Island Mayor’s Decision to Close Waipi’o Valley Road Rankles Residents” – *Honolulu Civil Beat* – Mar. 9
  - Individual Media Visits:
    - Shane Nelson, *TravelAge West*, Mar. 10-14
  - Liaised with nine media
  - Press Releases/Communications
    - “What’s New from Hawai’i Island,” consumer opt-in e-newsletter, Mar. 23 (76,786 delivered)

## **REGENERATIVE TOURISM/DMAP INITIATIVES UPDATE**

### **DMAP Action Items Supported**

- HTUSA
  - The HTUSA and Island Chapter public relations teams attended a meeting with HTA and HCF to identify and prioritize CEP, Kūkulu Ola and Aloha ‘Āina stories appropriate for promotion, either for PR or other marketing efforts on a local and/or national level.
  - Uploaded HTA’s “He Aupuni Palapala” to the GoHawaii media site. The video documents the efforts made to preserve ‘Ōlelo Hawai’i newspapers.
  - HTUSA launched a DMAP1 paid media flight distributing *Mālama Means* and *Ahupua‘a* messaging content with programmatic digital media and Hawai’i News Now sponsored homepage units.
  - HTUSA launched a Kuleana paid media flight distributing Hawai’i Travel Tips video content to visitors via in-room, shuttle, programmatic digital and HNN sponsored homepage units.
- KVB
  - Met with Gov. Ige, First Lady Dawn, Mayor Kawakami and Carrice Gardner (Governor’s Representative – Kaua’i) to share island DMAP updates on Mar. 22.
  - Requested media to include information about Hā’ena State Park’s reservations system, permit requirements and updates on entry and parking fees when promoting State Parks on Kaua’i.
  - Promoted mindful and sustainable travel on Kaua’i by providing media with information about alternative transportation through GetAroundKauai.com.
  - Shared information with media about sensitive areas on the island and provided Kaua’i’s Sensitive Destinations Map.
  - Pitched local media, organizations and clubs news about CEP awardees on Kaua’i.
  - Posted “Hawai’i Is Our Home” video on social media platforms.
  - Included #mindfultravel and #mālamakauai hashtags in posts on social media platforms.
  - Posted reminder about reservation requirements for Hā’ena State Park, which includes Ke’e Beach, Kalalau Trail and Hanakāpī’ai Falls on social media platforms.
  - Met with Mālama i nā honu on Mar. 18 regarding basking turtles at Po’ipū Beach.
- OVB
  - Met with Marriott to present on O’ahu’s DMAP, Mālama Ku’u Home focus, and hotspots.
  - Shared “Astute Renting” video on social channels to discourage illegal short-term rentals.

- Quarterly update media release distributed Mar. 22 featured a new Ma'ema'e toolkit section with an excerpt from the *ka 'ōlelo Hawai'i* section, highlighted local businesses, festivals and events and Mālama opportunities.
  - Met with Mālama Maunaloa and discussed collaborating with and supporting their volunteer initiatives through education of travel advisors, media and global marketing teams
  - Met with *TravelAge West* writer, Shane Nelson, to discuss importance of DMAP and related travel advisor training.
  - *Explore O'ahu with the O'ahu Visitors Bureau* themed Mailpound webinar on Mar. 16 featured five DMAP initiatives.
  - Provided DMAP resources and information to travel advisors and consumers via enewsletters and social media.
- **MVCB**
    - Promoted Reef Safe Sunscreen awareness through Maui Nui social media platforms with weekly postings.
    - Promoted Mālama Hawai'i partners on Maui through social media platforms with weekly postings.
    - Promoted Mālama Hawai'i partner, Hawai'i Wildlife Fund, through *Local Getaways* social media and digital on-line platform.
    - Executed MVCB Reimagining Maui Nui Press Trip, Mar. 7-12, to Maui and Lāna'i with four media promoting DMAP initiatives and Mālama Hawai'i program activities. Also included post-FAM to Moloka'i with one journalist, Mar. 12-15, to promote Mālama Hawai'i activities.
    - Collaborating with West Maui Ridge 2 Reef, Pacific Whale Foundation, Hawai'i Wildlife Fund, Whaler's Village, Rotary Clubs, Department of Environmental Management (County), Maui Nui Marine Resource Council, Surfrider Foundation and DLNR on mineral-only sunscreen dispenser partnership with Raw Elements.
    - Gathered feedback from Lāna'i Advisory Group about Expeditions ferry website revisions that are needed to reflect new branding and messaging about Lāna'i; met with owner of Expeditions to gather information about average day tripper profile and set a meeting to work on website revisions; gathered information from concierge companies about potential of promoting Lāna'i's new brand and day trip opportunities.
    - Brought Lāna'i Cat Sanctuary and Ka'ehu nonprofit into the Mālama Hawai'i program; fostered relationships with Mālama Hawai'i partners and prospective partners on Lāna'i and Moloka'i.
    - Represented DMAP and CEP in-person at the Moloka'i Community Resource Fair.
    - Began discussions with County to gather information on managing hotspots.
- **IHVB**
    - Shared potential topics in line with experiences for first-time visitors for HTUSA's April consumer and travel trade enewsletters.
    - Followed-up with four national media to provide more details on Waipi'o Valley Access Road Closure, as a result of the initial press release.
    - Supported HTUSA initiatives:
      - Attended Community Enrichment, Kūkulu Ola, and Aloha 'Āina internal meetings; identified pitch priority among CEP, KO and AA organizations with potential story angles.
      - Pitched appropriate DMAP activity to three national media.
      - Included DMAP items in submissions for HTUSA's "Spring What's New in the Hawaiian Islands" press release.
      - Shared potential topics in line with experiences for first-time visitors for HTUSA's April consumer and travel trade enewsletters.
    - Travel advisor webinars provided Mālama Hawai'i program resources encouraging volunteer opportunities and incorporating farm tours on client itineraries.

## Initiatives to Promote Hawai'i Made Products

- HTUSA
  - The consumer and travel trade enewsletters both featured five great neighborhoods for culinary adventures, with an emphasis on local restaurants and fare.
- KVB
  - Suggested local eateries, shops and farmers markets to media looking to highlight Hawai'i made products.
  - Featured a local food vendor on social media platforms post on Mar. 9.
- OVB
  - Quarterly update media release distributed Mar. 22 highlighted five local businesses.
  - *Explore O'ahu with the O'ahu Visitors Bureau* themed Mailpound webinar on Mar. 16 featured local businesses and farmers markets.
- MVCB
  - Promoted Maui Ku'ia Estate Chocolate during Reimagining Maui Nui Press trip, Mar. 12-15, with visit to factory and tasting with CEO Gunars Valkirs.
- IHVB
  - Included local products in social media posts.
  - Supported HTUSA initiatives:
    - Included local product information in submissions for HTUSA's "Spring What's New in the Hawaiian Islands" press release.
  - Travel partner webinars provide lists of local farmers markets, local eateries, artisan towns, agricultural-related tours.

## Festivals & Events Promoted

- HTUSA
  - The consumer and travel trade enewsletters had a small section that promoted the new 2022 official Statewide Hawaiian Islands Visitors' Guide which lists a number of the most notable events and festivals throughout the islands. In addition, the consumer enewsletter had a small article on the Waikiki Spam Jam.
  - Provided additional media assets on behalf of HTA (for HTA event and program sponsorships) to Big West Mens' Basketball Tournament, including radio script and revised submissions requested for a new tournament venue.
  - Provided media assets on behalf of HTA for LPGA LOTTE Championship, including program guide.
- KVB
  - Promoted CEP programs and other upcoming events on Kaua'i with national and local media.
  - Submitted CEP events for possible inclusion in HTUSA's "Spring What's New in the Hawaiian Islands" news release.
  - On Prince Kūhiō Day, Mar. 25, highlighted Mo'olelo Murals' Prince Kūhiō mural in social media's "your story" section.
- OVB
  - Quarterly update media release distributed Mar. 22 highlighted 12 festivals and events.
  - O'ahu shared Hawai'i Triennial 2022 story on Instagram
- MVCB
  - Lōkahi Pacific Festivals of Aloha programs, Prince Kūhiō Day and Kamehameha Day were promoted on the Maui, Moloka'i and Lāna'i social media platforms.
- IHVB
  - Included round-up of upcoming events in Q1 Consumer Opt-in enewsletter.
  - Included upcoming events in social media posts.

- Pitched CEP event (Kohala Reunion) to Megan Gambino, *Smithsonian*, working on a story for Best Small Towns to Visit.
- Supported HTUSA initiatives:
  - Included upcoming events in submissions for HTUSA’s “Spring What’s New in the Hawaiian Islands” press release.
  - Attended Community Enrichment, Kūkulu Ola, and Aloha ‘Āina internal meetings; identified pitch priority among CEP, KO and AA organizations with potential story angles.
- Travel partner presentations included on-going Hawai‘i Island farmers markets, Kōkua Kailua Monthly Village Stroll, Hawaiian International Billfish Tournament, Queen Lili‘uokalani Canoe Race, Merrie Monarch Festival.

### **Voluntourism Programs Promoted**

- HTUSA
  - The consumer and travel trade enewsletters each had a small article on Volunteer Week Hawai‘i, linking to Kanu’s Hawai‘i’s resource page for the numerous local organizations participating in the weeklong initiative.
  - For inclusion in his upcoming *TravelAge West* cover story, contributing writer Shane Nelson participated in two Mālama Hawai‘i experiences during his HTUSA-supported trip to O‘ahu and Hawai‘i Island.
- KVB
  - Continued to share the Mālama Hawai‘i initiative and information about the Surfrider Foundation Kaua‘i Chapter with media interested in visiting Kaua‘i.
  - Coordinating beach cleanup with the Surfrider Foundation Kaua‘i Chapter for media to experience during their upcoming visits to gather content for national publications including, *The Seattle Times*, *Matador Network* and *Forbes*.
  - Mālama Hawai‘i and voluntourism information was provided in presentations.
- OVB
  - Quarterly update media release distributed Mar. 22 highlighted five voluntourism activities in new dedicated Mālama section.
  - Continued to share with media the Mālama Hawai‘i initiative, including with Laura Begley Bloom with *TripAdvisor*.
- MVCB
  - Mālama partners Sierra Club Maui and Hawai‘i Wildlife Fund continued to be featured on HINow.com in March.
  - Included Mālama Hawai‘i in social media posts.
  - During the Reimagining Maui Nui Press Trip, Mar. 12-15, engaged media in voluntourism service activities including the Mālama Lāna‘i voluntourism day trip, Moloka‘i Land Trust voluntourism opportunity and Pacific Whale Foundation’s beach cleanup and data collection.
- IHVB
  - Promoted building client itineraries based on Mālama Hawai‘i initiatives in all travel partner trainings. Included forest initiatives, beach clean-up events and National Park opportunities.
  - Pitched Mālama experiences to four media, included Mālama activity in media itinerary.
  - Included Mālama messaging on social posts.
  - Supported HTUSA’s initiatives:
    - Pitched Mālama experiences to four national media.
    - Provided island of Hawai‘i updates for “Spring What’s New in the Hawaiian Islands” press release.
    - Attended Community Enrichment, Kūkulu Ola and Aloha ‘Āina internal meetings; identified pitch priority among CEP, KO and AA organizations with potential story angles.

**“COMING ATTRACTIONS”**

	<b>What</b>	<b>When</b>	<b>Where</b>
<b>HTUSA</b>	Rock, Paper, Scissors:Travel (NBC LX)	Apr. 1-8	Island of Hawai'i
	Virtuoso Webinar	Apr. 4	Virtual
	Eva Morreale, <i>Fodor's Travels</i>	Apr. 7-14	O'ahu and island of Hawai'i
	Avoya Land Forum	Apr. 12-14	Virtual
	Virtuoso Webinar	Apr. 19	Virtual
	Travel Weekly Leadership Forum	Apr. 26	Honolulu, HI
	MAST Conference	Apr. 27-May 1	Bonita Springs, FL
	GTM West	May 2-4	Tucson, AZ
	Romance Travel Forum	May 9-12	Dominican Republic
	HTUSA U.S. West Leisure Blitz	May 16-19	Seattle, WA; Sacramento, Fremont and Newport Beach, CA
	KHM Travel Virtual Presentation	May 17	Virtual
	Virtuoso Webinar	May 24	Virtual
	This Week at Avoya	May 24	Virtual
	Signature Travel Network Regional Forum	May 25	Newark, NJ
	Signature Travel Network Regional Forum	June 2	Fort Lauderdale, FL
	Female Leaders in Travel Conference	June 4-8	Baja, CA
	Signature Travel Network Regional Forum	June 9	Los Angeles, CA
	Travel Leaders Luxury Forum and EDGE Conference	June 11-15	Denver, CO
	Signature Travel Network Regional Forum	June 16	Chicago, IL
	Travel Agent Forum	June 20-23	Las Vegas, NV
	Cruise Planners Boot Camp	June 23-25	Las Vegas, NV
	Virtuoso Advisor/Client Webinar	June 28	Virtual
<b>KVB</b>	Hawaiian Airlines/ABC TV shoot	Apr. 4-6	Kaua'i, HI
	Kim Westerman, <i>Forbes</i>	Apr. 4-9	Kaua'i, HI
	Paula Franklin, <i>The Seattle Times</i>	Apr. 7-13	Kaua'i, HI
	10 <sup>th</sup> Annual LEI program on Kaua'i	Apr. 14	Kaua'i, H
	NorCal 'Ohana FAM	Apr. 21-24	Kaua'i, HI
	Travel Weekly Leadership Forum	Apr. 26	Honolulu, HI
	HTUSA U.S. West Leisure Blitz	May 16-19	Seattle, WA; Sacramento, Fremont and Newport Beach, CA

	Travel Leaders Conference	June 12-15	Denver, CO
<b>OVB</b>	Mailpound Webinar: What's New On O'ahu Destination Updates	Apr. 12	Virtual
	Marriott - Delta Vacations HI Educational Experience: Destination Training	Apr. 14	Virtual
	Marriott - Delta Vacations HI Educational Experience: Destination Excursion	Apr. 21	O'ahu
	Mailpound Webinar	May 11	Virtual
	HTUSA U.S. West Leisure Blitz	May 16-19	Seattle, WA; Sacramento, Fremont and Newport Beach, CA
	IPW	June 4-8	Orlando, FL
	Travel Leaders EDGE Conference	June 12-15	Denver, CO
	Mailpound Webinar: What's New On O'ahu Destination Updates	June 21	Virtual
<b>MVCB</b>	Hawaiian Airlines/ABC TV Photo Shoot	Apr. 6 - 7	Maui
	10th Annual LEI program on Maui	Apr. 8	Maui
	Mālama Lāna'i Restoration Day	May 7	Maui + Lāna'i
	HTUSA U.S. West Leisure Sales Blitz	May 16-19	Seattle, WA; Sacramento, Fremont and Newport Beach, CA
	Going Back to the Roots Press Trip	June 6-11	Maui + Moloka'i
<b>IHVB</b>	Avital Andrews, <i>TripAdvisor, VIA, SmarterTravel</i>	Apr. 7-11	Hawai'i Island
	Jarone Ashkenazi, <i>Just Luxe, Vegan</i>	Apr. 20-24	Hawai'i Island
	Delta Vacations / Marriott FAM	Apr. 22-25	Hawai'i Island
	HTUSA U.S. West Leisure Blitz	May 16-19	Seattle, WA; Sacramento, Fremont and Newport Beach, CA
	Travel Leaders EDGE Conference	June 12-15	Denver, CO
	Q2 Consumer Opt-In Newsletter	June 30	E-distribution

# Hawai'i Tourism Japan

## 2022 Monthly Market Activity Report – March

### **MARKET INTELLIGENCE**

#### **Economy**

- Economic trend continues to show a positive movement in goods consumption. GDP growth for 2022 is projected at 2.1%. Go-To-Travel program is now under reconsideration starting after the Golden Week holiday in May.
- April Consumer Confidence index reached the highest in the past 5 years. In a total of 16 categories, “travel” and “car & motorcycles” have increased compared to the previous month.
- Japanese Yen fell sharply in March hitting a near seven-year low of 122.0 per USD at the close of trading on March 25 and it is predicted to continue falling in the short term.

#### **Outbound Travel Market**

- On April 1, Ministry of Foreign Affairs of Japan (MOFA) eased travel advice from Level 3 “Avoid All Travel” to Level 2 “Avoid Non-essential Travel” for 106 countries, including the U.S., for the first time since 2020. From April 10, Japan will increase its daily new entry capacity up to 10,000 passengers.
- According to JNTO, the number of outbound travelers in February 2022 was 46,900. This is a 90% increase when compared to the same month of 2021, but a 96.9% decrease compared to the same month of 2019.

#### **Consumer Trends**

- DMM has conducted a questionnaire with 1,062 people who have been to international travels about what they miss the most in this COVID-19 outbreak. 60 % answered “travel” and U.S. (including Hawai'i ) is the top destination. Most said they want to relax and enjoy travel freely.
- Travel budget is increasing as travelers want to spend more money for the destination. Amex conducted the questionnaire to their members regarding to travel. 55% showed an interest of booking the trip and ask for a special annual leave this year. Millennials and Seniors are the core target, and 86% answered they will increase travel budget.
- Expedia's survey showed that 60% of Japanese take paid vacation and this marked highest rate and first improvement in the past 6 years. About one in five Japanese workers answered they already booked domestic travel in 2022. As for international travel, Hawai'i ranked first as travel destination they search on Expedia, followed by Bali, Paris, and London.

#### **Travel Trends**

- VALISE marketing company run SNS survey on its Instagram to see the travel demands for Golden Week holiday. As result, 30% answered that they already have a plan for travel, and 49% said it is a self-treat trip. Only 10% is planning international travel and Hawai'i is one of the top destinations besides Europe. Millennials tends to have specific travel purpose for their trip.

- While tours continue to be canceled, major travel agencies are publishing wedding series, special edition pamphlets featuring hotels and focusing on web marketing. JTB, HIS, and KNT-CT designed new brochures and included Mālama Hawai'i messages.
- Major Japanese travel agencies have stopped selling travel products due to current travel regulations and domestic border measures. JTB, JALPAK canceled until 5/6 departure, KNT-CT canceled until 5/26 departure, HIS canceled until 5/15 departure, and ANA X canceled until 5/31 departure.
- Four airlines' (ANA, Hawaiian, JAL, and ZIPAIR) had total of 84 flights to Honolulu with 20,055 seats in March.
  - Hawaiian Airlines (HA): 3 flights per week from Narita and 1 flight per week from Kansai until 5/15 (Planning to increase during the golden week and summer vacation).
  - All Nippon Airways (ANA): 3 flights per week from Haneda until end of June.
  - Japan Airlines (JAL): daily flights from Narita and Haneda, total 17 flights per week. Extra 3 flights from KIX.
  - ZIPAIR: 3 Narita flights until the end of October (Planning to increase during golden week and June to August).

### **Competitive Environment**

- The Guam Tourism Board conducted #HereWeGuam ambassador FAM in March and sending message that Guam is safe destination. Guam is focusing on recovery promotion targeting Millennials, especially women in 20's-30's. 2022 marks 55 anniversary since Guam welcomed first Japanese tourist, they will run special campaigns relating to "55", cooperating with the partners.
- Singapore eased the border restriction starting from April 1. Fully vaccinated visitors and children under age of 12 will enter to Singapore with no quarantine.
- Canada has announced to lift the arrival COVID-19 testing requirements for fully vaccinated visitors, starting from April 1. Visitors must upload the vaccination status on app called "ArriveCan", and visitors randomly may be required for testing without warning. Non-vaccinated visitors must go on 14-days quarantine.
- From April 1, Thailand has announced to lift the border restriction and fully open to visitors from all counties and regions. Visitors are not required to present negative PCR test result prior to departure if meets following conditions: 18 years and older must be fully vaccinated; 12-17 years old minors at least have completed 1<sup>st</sup> dose of vaccination. Visitors are also required to register "Thailand Pass", covering overseas travel insurance and pre-paid first night hotel.

### **MARKET ACTIVITY UPDATE**

#### **Consumer Direct**

- SNS promotion: HTJ's Instagram achieved over 170,000 followers. The number of followers is growing by the thousands every month and receiving many comments. HTJ's Facebook, Instagram, and Twitter have now a total of over 354,600 followers.

#### **SNS Posting Results**

<b>SNS</b>	<b># of posts</b>	<b>Impressions</b>	<b># of follower</b>
Facebook	20	298,931	120,039
Instagram	28	653,577	169,995

Twitter	44	937,305	64,606
LINE	11	42,426	22,054

- Mālama Hawai'i Message from Kanoa Igarashi: Kanoa Igarashi, a professional Japanese surfer as well as HTJ's ambassador, uses ocean-friendly sunscreen and actively participates in beach cleanups to preserve the beauty of the ocean for future generations, and continues to share the importance of ocean environmental conservation to the world. The videos were posted on SNS and HTJ's microsites. 240 people participated in the Twitter campaign, achieving 159,754 impressions.
- 'Ōlelo Hawai'i Promotion: HTJ continued to promote 'Ōlelo Hawai'i in March by introducing 'Ōlelo No'eau on Instagram, which has been viewed 222,937 times as of March 31. HTJ will continue sharing 'Ōlelo Hawai'i to increase interest via SNS. In addition, the four live webinars held in February are now available for those who were unable to attend the live webinars. Total 21,031 people have viewed the webinars so far.
- Hōkūle'a Promotion: In preparation for the Moananuiākea movie blitz starting in May, HTJ is working with PVS and Japanese crew members to prepare brochures for Japan market. Movie blitz will be conducted in 10 cities, mainly sister cities and other major cities which have direct flights to Hawai'i, to introduce the traditional voyaging and the important concept of Mālama Honua.
- Mālama Hawai'i Campaign with Kanebo: HTJ collaborated with Kanebo Cosmetics, a major Japanese cosmetics manufacturer, to launch a campaign and sales of its environmental friendly sunscreen "ALLIE" under the concept of "Think Sustainability, Be Beautiful". Kanebo adopted the concept of Mālama Hawai'i, and conducted a fundraising on Twitter to support Aloha Ocean Plus, a NPO contributing beach cleanup activities in Hawai'i .
- Aloha Program: March featured a "Virtual Hotel Tour" for Hawai'i Specialists to introduce the newly renovated hotels in Waikīkī. 250 people participated in the webinar livestreamed from Outrigger Reef Waikīkī Beach Resort and Waikīkī Beach Marriott Resort & Spa to see the renovated facilities, cultural programs, and Mālama initiatives the hotels are contributing. In March, 43,567 regular email magazines were distributed, with an average open rate of 41%.
- HTJ Endorsed Events: Three HTJ endorsed events were held in March: two festivals and one Hawai'i fair at a hotel. ALOHA SPRING GINZA2022, held in Ginza by two Marriott-affiliated hotel brands, featuring a Hawai'i buffet and culture workshops to attract guests to stay at Marriott hotels in Hawai'i. A total of 2,845 people took advantage of the event during the three-week event. Mālama Hawai'i movie was shown during the event. Two other events were also held and were attended by 500 people.
- Consumer Email Magazine Distribution: HTJ distributed a consumer email magazine on March 8 to 364,756 people. Started with the announcement of Japanese government easing boarder measures from March 1 and Hawai'i's mask mandate ending information, HTJ promoted 'Ōlelo Hawai'i archive movies, information of March events held in Hawai'i, and made in Hawai'i product introduction movies. 'Ōlelo Hawai'i archive movies had the highest click rate in March.
- Inquiry from consumers: There were total of 339 inquiries in March. Most of the inquiries were about the traveling after March 1. There was an increase in the number of people who have already decided or are making concrete plans for a trip to Hawai'i.

**Travel Trade**

- Travel Agents: With the announcement of Japan’s eased travel advice, major travel agencies are preparing to sell the package tours. HTJ will communicate with each agency to cooperate sales promotion for the recovery of Hawai’i travel. With “Hawai’i Kai (HPCJ)”, a hybrid Hawai’i workshop will be conducted in Tokyo in May.
- Mālama Hawai’i Diffusion: HTJ continues to collaborate with travel agencies and airlines to diffuse Mālama Hawai’i message. Mālama Hawai’i concept videos have been aired at travel agency stores. JTB has started to play Mālama Hawai’i concept video at 87 stores nationwide. JAL has aired in domestic and international flights with 1.7 million impressions. HTJ educate travel trade staffs about the Mālama Hawai’i and regenerative tourism, and they are educating their customers to be Pono travelers.
- Travel Trade Website Enhancement: HTJ continues to focus on sharing updates about Hawai’i, visitor statistics, Mālama Hawai’i related contents, information catered to small groups, Hawai’i’s educational materials, and partner’s activities. In March, there were PV12,029 and UU4,992.
- Monthly Mail Magazine: In March, HTJ distributed 3 mail magazines to 14,909 industry members with average 44% open rate. Contents included statistics, COVID-19 related information, and latest updates from HTJ. The global distribution system and media, Infinity travel information has also distributed the information to its members and membership registration has been increasing. (UU: 35,000, PV:40,000/Monthly)

**Travel Trade Calls**

<b>Airline</b>	<b>Wholesaler/TA/TO/OTA</b>	<b>Other</b>	<b>Total</b>
12	28	15	55

- Hawai’i Online Travel Showcase (HOTS): HTJ conducted Hawai’i B2B travel trade show for March 15-17. 40 partners with 102 properties signed up for this event and 84 travel trade representatives were registered. As a result, total 575 business meetings were arranged. HTJ has received positive feedbacks from both partners and travel trade representatives. Main meeting topics were: exchanging latest information 57.6%, sales promotion measures 21.7%, and new tour development 20.7%. This tradeshow was a great opportunity to strength the relationship between partners and travel trade agents.
- Partners Meeting: An online meeting was held on March 10 with Japan Sub-Committee / Attraction partners and PR & Marketing partners regarding the current market situation and HTJ activities in Q2 2022. At the meeting, along with travel industry trends, updates on upcoming events such as Hawai’i Online Travel Showcase, JATA delegation and travel trade media FAM, and Japan Summit were shared. HTJ will continue to conduct partner meetings regularly to exchange information.
- Virtual Tour Movie: 4 virtual tour movies (Waikīkī Beach Comber by Outrigger, Prince Waikīkī, Waikīkī Beach Marriott Resort & Spa, and Battleship Missouri) are now available on HTJ YouTube and gained over 6,300 views in March. HTJ offers this type of virtual tours as an educational tool for travel agencies for their new staff training, internal meetings, and sales promotion.
- HTJ collaborated with Outrigger Reef Waikīkī Beach Resort and conducted Instagram / Facebook Live streaming from Kani Ka Pila Grill. Nā Hōkū Hanohano award winner Nathan Aweau performance has gained total 16,900 views.

**Public Relations**

- In March, there were total of 5 print exposures with 8,940,862 impressions, 101 online exposures with 267,484,587 impressions, and 7 TV exposures with 20,054,600 reaches.
- Media support: HTJ supported and communicated with 46 media in March. HTJ added contents on media site that will be useful for HTJ’s media pitch to prepare for public relations activities starting April.
- Travel Trade Media FAM: HTJ arranged the press tour on April 6 and 7 for major travel trade media. HTJ communicated with Mālama Maunaloa, Kualoa Ranch, Hanauma Bay Beach Park, Bishop Museum, Sealife Park, and Sustainable Coastlines to arrange site inspections, tours, and meetings.
- Media Site Enhancement: HTJ added 12 new columns on media site. The latest information on Hawai’i tourism statistics, Hā’ena State Park as a sustainable tourism example, a glossary on how to use Hawaiian language correctly, and profile of Governor, HTA officers, and HTJ’s directors.
- Mālama Hawai’i TV Program: On March 28, Japanese major TV program featured “BS12 Hawai’i ni Koishite” to introduce beach cleanups as an example of Mālama Hawai’i. The program featured an interview of Sustainable Coastlines Hawai’i and discussed the importance of preserving nature environment in Hawai’i.

**News Release**

<b>Date</b>	<b>Details</b>	<b># of distribution</b>	<b># of coverage</b>	<b>Impression</b>	<b>AVE</b>
3/22	HTJ releases Kanoa Igarashi's message video to Mālama the ocean	950	36	76,649,082	\$118,400
3/24	HTJ’s country director, one of the speakers for Japan travel show case.	55	3	26,417	\$11,100
3/24	HTJ supports JATA’s delegation trip to Hawai’i	172	15	118,205,952	\$51,800

**REGENERATIVE TOURISM/DMAP INITIATIVES UPDATE**

**DMAP Action Items Supported**

- HTJ collaborated with travel trade media Wing Travel and conducted Japan Tourism Showcase Online Forum on March 24. The topic was how tourism should be after the COVID-19 and total 240 people (travel agent and DMOs) have viewed live. HTJ introduced DMAP as one of Hawai’i tourism initiatives.
- HTJ created a column to focus on DMAP. The column focuses on how HTA, in partnership with the counties and the respective island visitors bureau, developed DMAP for Kauai, Maui Nui, O’ahu and Hawai’i Island. And how this work will help in recovery efforts and rebuild tourism.

**Initiatives to Promote Hawai’i Made Products**

- HTJ continued to create columns on allHawai’i about Made in Hawai’i products and stories. Made in Kaua’i and Island of Hawai’i skin care as well as O’ahu based sustainable fashion products were introduced.

- HTJ introduced "Food-A-Go-Go" campaign that supports local farmers and restaurants on a microsite and raised awareness about local initiative to focus on local production and consumption.

**Festivals & Events Promoted**

- HTJ shared 2022 Community Enrichment Program events on allHawai'i to increase awareness of cultural events in Hawai'i.
- HTJ shared "Prince Kuhio Day" and introduced the life of the last Prince of Kingdom of Hawai'i with his achievements. As a result, HTJ gained 71,522 impressions on SNS.

**Voluntourism Programs Promoted**

- HTJ shared Mālama Hawai'i message and introduced several volunteer opportunities provided by NPOs and partners at Hawai'i B2B travel trade show and discussed how to package tours including these activities.

**ISLAND CHAPTERS ENGAGEMENT UPDATE**

- HTJ communicated with O'ahu Visitors Bureau to coordinate travel trade media FAM trip. Meetings with City & County of Honolulu's department of Park & Recreation, Friends of Hanauma Bay, and University of Hawai'i's Sea Grant have also been scheduled to coordinate for this media FAM.
- HTJ discussed with Kaua'i Visitor's Bureau to arrange upcoming influencer photo shooting on April 10. Photo shooting will be done at National Tropical Botanical Garden, Kaua'i Juice Company, and Kilohana Plantation.
- HTJ discussed with Island of Hawai'i Visitors Bureau for the itinerary of upcoming visit of Japanese publisher Gakken group which HTJ will be creating a combination of comic and pictorial book. The group will be visiting Island of Hawai'i in later April.

**"COMING ATTRACTIONS"**

<b>What</b>	<b>When</b>	<b>Where</b>
JATA Hawai'i Delegation	4/2-4/6	O'ahu
Travel Trade Media Press Tour	4/2-4/8	O'ahu
Aloha Program Web Seminar "The Things I learned through Hōkule'a"	4/15	Online
Taisho University Tourism Policy Lecture	4/17	Tokyo
Aloha Program Web Seminar "Hōkule'a Showed Me the Real Hawai'i"	4/22	Online
Moananuiākea Movie Showing	5/21	Tokyo
Aloha Tokyo (consumer event)	5/20-22	Tokyo
HPCJ Travel Trade Hawai'i Workshop	5/24	Tokyo · Online
Expedia x HTJ Webinar	5/25	Online
Moananuiākea Movie Showing	5/27	Nagoya
JST Nagoya Hawai'i Festival (consumer event)	5/27-29	Nagoya
Hawai'i Tsushin Zemi	TBA (April-June)	Online
Japan Summit	6/5-6/9	O'ahu

# Hawai'i Tourism Canada

## 2022 Monthly Market Activity Report – March

### MARKET INTELLIGENCE

#### **Economy**

- In February the Canadian economy added 337,000 jobs, offsetting the losses in January by a wide margin. The labour force participation rate rose to 65.4 percent and the unemployment rate dropped to 5.5 percent, below the 5.7 percent rate recorded before the pandemic.
- The easing of restrictions, introduced to combat the Omicron variant, underpinned the expansion in employment this month. Accordingly, job growth was spearheaded by the high-contact services sectors. Employment in the accommodation and food services industry rose by 114,000. There were also increases in retail trade (+21,000) and the information culture and recreation (+73,000) industry. Among the goods-producing industries, construction accounted for most of the job growth as employment rose by 37,000.
- Job growth was concentrated in Ontario and Quebec, which together accounted for over 80 per cent of the employment growth. Employment also rose in all other provinces, except New Brunswick, where there was little change.
- Retail sales were up in 9 of 10 provinces. Ontario contributed the most to this month's increase (+3.1 per cent). Meanwhile, Saskatchewan (-0.3 per cent) saw the only decline of all provinces.
- Sales at gasoline stations were unchanged in January. At the same time, sales at motor vehicle and parts dealers expanded by 5.3 per cent, their fourth consecutive monthly increase.
- Core sales (excluding gasoline and motor vehicles) increased by 2.9 per cent. Sales increased in 9 of 11 subsectors in January. Furniture stores (+10.0 per cent) and building materials dealers (+8.9 per cent) showed the largest gains, while clothing stores (-3.5 per cent) posted the steepest contraction.
- The loonie averaged US \$0.793 during the month, compared to US \$0.752 in January 2019.

#### **Outbound Travel Market**

January 2022 saw 893 thousand Canadians return home from an overnight trip to the U.S. and other destinations. This was almost four times the volume recorded in 2021, but less than one-third of pre-pandemic activity. When compared to the same month in 2019, overseas activity during the month amounted to 33 per cent of pre-pandemic volume while transborder activity was at 31 per cent of pre-pandemic volume. The first half of the winter travel season (Nov-Jan) saw Canadians make 2.86 million trips to the U.S. and other destinations, versus just 600 thousand last winter (+383%) and 7.7 million trips throughout the first three months of the 2019-20 season (-63%).

More than 436 thousand Canadians returned from an overnight transborder trip in January 2022. Although there were fewer travellers than the previous two months, activity in January was at 31 per cent of its pre-pandemic volume. Auto traffic represented 42 per cent of trips a smaller share than in January 2019 (45%). The national ADR averaged CAD\$155.81 in January, a 6 per cent drop compared to 2019 (\$165).

#### **Competitive Environment**

Destinations in the Caribbean, Mexico, and Central America reported 237 thousand arrivals from Canada in January 2022, almost five and a half times the activity recorded in January 2021 but close to

600 thousand fewer visitors than in 2019. Benefitting from seasonality, the region saw 29 per cent of its pre-pandemic activity in January, though many destinations in Central America are experiencing a faster pace of recovery. The first half of the winter season saw 833 thousand arrivals, compared to almost 2.0 million in 2018-19 (-58%), and just 160 thousand last winter (+420%).

With some destinations beginning to re-open to visitors, January 2022 saw 26 thousand Canadian arrivals in the region. Activity fell slightly compared to November and December but was well above the monthly volumes recorded since March 2020. Overall, arrivals in the region were almost four times the level recorded in January 2021 but represent just 8 per cent of the activity reported in 2019.

### **Consumer Trends**

After dropping 7.6 points in February, the Index of Consumer Confidence rose 2.2 points in March. Canadians continue to be optimistic about future employment prospects but are concerned about current and future finances, with pessimism surrounding both increasing compared to the previous month. In addition, reluctance surrounding major purchases remains with just 15.7 per cent of survey respondents thinking it is a good time to buy large-ticket items. That said, the easing of mandates and restrictions should lead to improved optimism going forward as consumers begin to feel a degree of normalcy and slowly start to change their consumption patterns.

### **Travel Trends**

February 2022 saw 29 thousand Canadian arrivals—the second highest monthly volume since February 2020. Compared to 2019, direct arrivals fell 52% in February while indirect arrivals declined 78%. The first two months of 2022 saw 48 thousand direct arrivals (-58%) and 4 thousand indirect arrivals (-80%).

### **Airlift**

- Carriers offered 114 thousand seats in Jan and Feb—23 thousand fewer seats than in 2019 (-17%).
- Scheduled capacity so far in 2022 was nine times the level available one year ago.
- Compared to 2019, Air Canada offered 6 thousand fewer seats (-11%) while WestJet offered 17,600 fewer seats (-21%).
- Overall, carriers are currently reporting almost half a million seats throughout 2022, the same level as in 2019 (0.3%).

Following the suspension of almost all air service last winter, Air Canada and WestJet are currently reporting 360 thousand direct seats throughout the 2021-22 travel season. Although available capacity is comparable to winter 2018-19, with demand still impacted by COVID-19, direct arrivals are currently projected to reach about half of the volume recorded in 2018-19.

## **MARKET ACTIVITY UPDATE**

### **Consumer Direct**

- Hawai'i featured on the Offshore magazine with a two page article about luxury properties, culinary and how to get to Hawaii. An ad featuring the Mālama Hawai'i program was placed next to the article to encourage the readers to have a trip that gives back.
- HTCAN continues its organic posting through its Canada dedicated channels on Instagram, Facebook and Twitter.

- HTCAN was able to secure a contest with Today's Bride Magazine which will run from August to December. The winner will get a honeymoon in Hawai'i. Air Canada is already supporting this campaign with two air tickets Canada-Hawai'i. HTCAN was able to secure the Outrigger Kona as the provider of a one full week honeymoon package.
- HTCAN launched the digital campaign that constituted by paid social, online video/ATV/native was launched in March with Mālama Hawai'i content to encourage people to get involved in voluntourism activities when visiting Hawai'i.

## **Travel Trade**

- TravelBrands restarted its campaign with consumer and Travel Trade oriented activities in which they included Mālama Hawai'i content with a result of 700+ room nights sold.
- HTCAN was able to secure a campaign with Baxter Media, one of the largest travel trade media groups in Canada where Hawaii will be featured in every month of 2022 (March-December) securing also a cover placement and a calendar of cultural and Hawai'i in depth articles.
- Hawai'i Destination Specialist program campaign with Baxter media continues  
HTCAN has been working with Baxter to promote the Hawaii specialist program with a series of travel blasts sent to Baxter's database of travel advisors. The Eblast highlighted the benefits of the program.
- Canadians celebrate the end of the Hawai'i safe travel program  
Traveling to Hawai'i is looking more like pre-pandemic times, Hawai'i's safe travel program has ended after nearly two years, and while Canadian passengers still must comply with U.S. federal requirements, most travelers celebrate the fact that they don't need expensive and specific PCR tests from trusted travel partners. Travel advisors are seeing a greater spike in popularity for Hawai'i since the announcement. Canadian travelers agree that the end of the program makes travel so much easier.
- Travel advisors receiving more inquiries to Hawai'i  
Travel advisors are seeing an increase in inquiries to visit the Hawaiian Islands. Requests from vacation-hungry clients were piling up long before Hawai'i announced the end of the Safe Travels program. The inquiries include family reunions, honeymoons, and destination weddings that were postponed during the pandemic. Some of the inquiries are high-priced adventures, most Canadians have travel money sitting aside to visit Hawaii and they are on a spending spree. According to most Travel advisors, Canadians are ramping up their discretionary spending after racking up savings over the past two years. Some Advisors have reported their best month ever in sales in the greatest rebound in the history of the travel industry in Canada.
- Pent-up demand has created a lack of inventory  
Year-long lockdowns have created pent-up demand, and travel is expected to surge mid-year, as many will take the spring and summer vacations, they could not take last year. The pent-up demand has created an inventory scarce, Travel advisors are exploring new hotels for clients because the traditionally popular options aren't available.

- Travel advisors return to in-person trade events across Canada  
The travel industry has missed the many advantages of meeting face to face with partners and suppliers during the pandemic and while virtual events have been very well attended and successful, travel advisors are eager to attend in-person events and reconnect with peers and all sectors of the Canadian travel industry. As the world continues to reopen to travel, suppliers are also reengaging with advisors to re-establish relationships and help them satisfy the rising travel demand.
- Travelers excited about traveling to Hawai'i  
Canadians are ready to visit the Hawaiian Islands and explore new places. Most travelers are ready to pack their bags and travel again or have already resumed their travel plans. According to a new survey by TravelZoo, Hawaii is among the top 10 most desirable U.S. destinations. HTCAN has received many inquiries related to cultural experiences, accommodations, adventure tours, and top places to visit in the Islands.
- Canada has ended pre-entry testing for fully-vaxxed travelers  
Starting Friday, April 1 the Government of Canada officially dropped its pre-entry COVID-19 testing requirements for all fully vaccinated travelers entering the country. Travel advisors say the changes have boosted consumer confidence after two years of pandemic-related border closures and lockdowns and they are seeing an extreme surge of new bookings. They are delighted to see clients looking to book travel and increase revenue for their business.

## Public Relations

- Proactive and reactive pitching with prior approvals from the HTA. Pitching themes include 2022 happenings, family, culinary and strong emphasis on voluntourism & *mālama* program.
- In regular conversation with media to ensure they are updated on all regulations and safety protocols.
- Drafted press release on Spring 2022 festivals and happenings. Awaiting HTA approval prior to distributing.
- In discussion with the following journalists for potential visits to Hawaii this year:
  - Natalie Preddie (on air travel expert and blogger) – interested in family and voluntourism angles. Possible Summer 2022 trip.
  - Solmaz K (blogger and influencer) – interested in mālama/voluntourism angle, as well as family/girls getaway. Possible Spring 2022 trip.
  - Chloe Berge (freelance – Canadian Traveller) – had to cancel 2020 trip. Interested in voluntourism/sustainability angle. Possible Fall 2022 trip.
- Assisting broadcast host Martin Horik who was already travelling to Hawaii. HTCAN will comp meals up to and 1 tour while in destination.
- HTCAN signed up as a TMAC member and registered to attend conference in June 2022. This is a wonderful opportunity to network with top tier journalists from across Canada.
- Looking at tentative dates in Fall 2022 for group media fam. Exact timing will be dependent on other in market activities and COVID protocols.

- Aloha Canada dates set for October 23-26, 2022. Three city joint trade and media mission. Cities: Toronto, Vancouver (certain) and either Calgary OR Montreal.

**REGENERATIVE TOURISM/DMAP INITIATIVES UPDATE**

**DMAP Action Items Supported**

The HTCAN team continues to promote the Mālama Hawai'i program and responsible and regenerative tourism.

**Festivals & Events Promoted**

One of the issues of the Baxter campaign will be entirely focused on Hawai'i festivals and events. Also, the PR team is working with proactive reach to journalists who want to attend and cover these events.

**Voluntourism Programs Promoted**

The Mālama Hawai'i program has been promoted in every platform and campaign in the Canadian market.

**ISLAND CHAPTERS ENGAGEMENT UPDATE**

HTCAN held a call with the ICs to confirm the dates for the Aloha Canada trade mission and ask for their input regarding the planning of the media and trade FAM trips.

**“COMING ATTRACTIONS”**

<b>What</b>	<b>When</b>	<b>Where</b>
Continuous Organic Posting	Jan-Dec	Canada-wide
Digital campaign	March-April	BC, Alberta, Ontario
Webinar with Club Voyages	April	Quebec
Cooperative campaigns	Spring and Fall	Canada-wide
Baxter travel trade media campaign	March to December	Canada-wide

# HAWAI'I TOURISM OCEANIA

## 2022 MONTHLY LEISURE MARKETING REPORT – MARCH

### MARKET INTELLIGENCE

- A second coronavirus vaccine booster shot will be available for elderly and vulnerable groups from April 4th along with winter flu immunization. Health authorities have given the green light for a “winter jab” to become available for millions of high-risk Australians, and pre-flight testing for arrivals will be scrapped under significant changes to living with the virus.
- The federal health minister, Greg Hunt, announced international arrivals will no longer need to be tested for Covid-19 prior to travel after 17 April when the government’s biosecurity emergency determination lapses.
- Hunt said international arrivals would still need to be fully vaccinated to enter Australia and wear masks on flights.

### **Economy**

- Currently, the exchange rates remain at AUD.74cents and NZD.68cents against the USD.

### **Outbound Travel Market**

- Confidence in booking international travel is returning with fewer travel restrictions & requirements. Cruising will resume in Australia from April 17, and we have noticed many Travel Trade events & activities have taken place in Australia through March.
- VFR remains a strong driver for international travel, with many Australians yet to reconnect with family and friends overseas.
- In New Zealand, now that travel restrictions have been lifted, the pent-up demand is seeing a large volume of international bookings. This will increase further as confidence returns in line with a reduction in local cases and the further removal of local restrictions.

### **Competitive Environment**

- Many destinations have relaxed travel requirements for AU & NZ travelers such as Thailand and Singapore dropped the PCR Test requirement for international travelers from April 1<sup>st</sup> while Fiji announced that from April 7, vaccinated visitors will no longer have to quarantine for three nights at government-approved accommodation.
- Bali is the latest destination to open up with quarantine-free arrivals now permitted.
- Airfares in the Australian market become more competitive with more options including many destinations in Europe. Qantas & Jetstar announced new routes to Seoul, South Korea.
- Travel trade partners are now booking campaigns for the year. All major partners have Hawai'i on their promotional calendars.

### **Consumer Trends**

- The cruise market is coming back very strong with bookings being made 2-3 years in advance
- Sustainability is a trend, with travel agents reporting that consumers are becoming more interested in taking a trip that has positive environmental benefits.
- We continue to receive inquiries from media and journalists wanting to feature Hawai'i.

## **Travel Trends**

HTO is receiving several inquiries for multi-generational trips to Hawai'i. Post-Covid families are planning big holidays with several family members as a way to re-connect.

## **Airlift**

- Hawaiian Airlines will increase non-stop flights from SYD-HNL to five times a week from mid-April
- Qantas resumed SYD-HNL on March 27
- Hawaiian Airlines will resume non-stop flights between AKL-HNL from July 4, three times a week

## **MARKET ACTIVITY UPDATE**

### **Consumer Direct**

- Hawai'i Tourism Oceania has confirmed our participation in an episode of Getaway, Channel Nine's popular travel show will film on the O'ahu trip in June. We are currently working with the OVB on the filming schedule.
- We secured an opportunity with Luxury Escapes for a destination spotlight campaign and full TV episode later in 2022. Filming has been confirmed for late May/early June and we are currently working out the filming schedule.
- We have commenced planning the social media activity for the Month of Lei. We will be dedicating a period of time throughout the month to each island and will engage influencers based on each island to do a takeover on Instagram stories also. We are working with the ICs to secure the talent and what will be filmed.
- We continue to produce new blog content which is promoted through our social media channels and eDM
- Our consumer monthly newsletter was sent on 17 March to 54,500 recipients, with an open rate of 8.7% and a click-through rate of 2% for those who opened the email.
- We have been meeting with production companies to discuss our long-form video project for later this year
- Our Trip Advisor campaign is live
- Our MyHawai'i campaign is live

### **Travel Trade**

As travel restrictions were easing across the states in Australia, many destinations reopened/announced the reopening after over two years. HTO has seen a rebound in trade activities through March and many travel advisors sent through inquiries for the Hawaiian Islands as well. We continued to proactively engage and participate in many face-to-face activities and events with key travel trade clients to keep the Hawaiian Islands on top of travel advisors' minds and to provide the most up-to-date destination education. During March, the HTO team connected with over 250 travel advisors in person and over 250 travel advisors through the webinar platform. Some highlights are:

- HTO team continued to connect with Personal Travel Managers at Brisbane and Sydney's State Meeting on March 8 & 11. HTO team attended the meetings where over 120 Personal Travel

Managers attended in person for the first time in over two years. HTO shared our Mālama Hawai'i initiative and shared an update from each island. HTO team also provided a recorded presentation for Perth's meeting which we were unable to attend in person.

- MTA Travel Brisbane Update on March 9 – The HTO team reconnected with 12 key travel advisors in Brisbane for an information night where we share product updates and the Mālama Hawai'i initiative
- HTO Melbourne & Sydney Ohana Update on March 10 & 17. Across the two cities, we have met with our key travel advisors, key partners, and trade media/journalist to provide market updates and the Mālama Hawai'i initiative
- Brand USA Webinar on March 23 - This is the first webinar with Brand USA & Hawaiian Airlines which attracted over 150 attendees
- MTA Webinar on March 24 - HTO collaborated with Karishma Chowfin from O'ahu Visitors Bureau to provide a first O'ahu's focus webinar
- Virtuoso Webinar on March 31 – This is the first webinar with Virtuoso to provide an update from the Hawaiian Islands and Virtuoso properties across all islands
- Personal Travel Managers Webinar on March 31 – a webinar for those advisors that were unable to attend in-person meetings
- HTO team will be hosting the Month of Lei Virtual Celebration on May 4 and we have been working with the ICs leading up to this online event. Invitations will be sent out in mid-April to selected travel advisors across Australia & New Zealand
- HTO is also working with Outrigger Hotels & Resort on Outrigger FAM during April 22-27. This is the first FAM hosted by Outrigger in which key trade partners are invited to experience newly refurbished properties on O'ahu. HTO will host cultural activities and Mālama experiences during the trip.
- HTO identified new opportunities through our research and then reached out to niche trade partners/operators as many are looking to explore new tours/products across the Hawaiian Islands.
- HTO team continued to focus on our trade agents & travel advisors by providing support, education, and assistance to ensure the Hawaiian Islands remain a desirable destination. This included an opportunity for a one-on-one training session every week. During March, we had three one-on-one sessions with trade agents
- Post-HTO Sydney event, LATTE has published this article regarding Mālama Hawai'i initiative: [Hawai'i encourages travelers to 'give back' on their next visit \(latteluxurynews.com\)](http://latteluxurynews.com)
- HTO hosted five product managers on a famil on O'ahu and Kuai from 24 – 31 March

**Trade e-newsletter:** HTO sends a monthly e-newsletter to its trade database.

March Results are:

- Total recipients: 4,775
- Total recipients who opened: 1165
- Total opens: 2485
- Recipients who clicked: 114
- Total clicks: 245

## Trade Calls/Meetings

Airline	Wholesaler/TA/TO/OTA	Other	Total
2	5	10	17

## Public Relations

During March, Hawai'i Tourism Oceania worked with media across print, digital, and broadcast platforms.

In March, Hawai'i Tourism Oceania finished the work with International Traveller Magazine on the 12-page lift out for the March 2022 issue. The lift-out covers activities, culture, and food across all the Hawaiian Islands, focusing on mālama and sustainable travel.

HTO is working with Travel Weekly and KarryOn for a monthly Aloha Friday feature in 2022. Both outlets published the articles throughout March.

Hawai'i Tourism Oceania continued the conversation with Hawaiian Airlines and the producer of Getaway, Channel Nine's popular travel show for a broadcast trip in June to O'ahu. We shared our filming suggestions, offered some advice regarding media visas, and will start organizing the trip over the next couple of months.

We started the conversation with Adelady/helloSA (Channel 9) who are interested in working with us on a broadcasting opportunity this year.

We also finalized all of the media famil components, a 6-day press trip with 5 selected travel writers to O'ahu and the Island of Hawai'i at the end of March.

During March, Hawai'i Tourism Oceania assisted the following media:

- Evie Farrell, Freelance Writer and Influencer (mumpack travel)
- Kristie Kellahan
- Faith Campbell (Qantas Magazine)
- James Wilkinson
- Jordan Kretchmer, Gourmet Traveller
- Angela Saurine (2022 Explore Hawai'i guide)
- Barbara Bryan (letsgomum)

During March, Hawai'i Tourism Oceania had the following meetings:

- Faith Campbell, Qantas Magazine
- Kristie Kellahan, Freelancer
- Courtney Conching, Alohilani Resort
- Lynette Eugenio, Turtle Bay Resort
- Nancy Uber, Turtle Bay Resort

- Sara Lebrun-Scott, Outrigger Kona
- Belinda Jackson, Traveller
- Nicky Eakin, MEL Airport Magazine

## **REGENERATIVE TOURISM/DMAP INITIATIVES UPDATE**

### **DMAP Action Items Supported**

- Mālama guide to Hawai'i is on sale with International Traveller magazine on sale 27 March. The guide support several of the DMAP action points on each island
- Press coverage gained about responsible travel, combatting over-tourism and Mālama
- Agent training focussing on booking national park tickets in advance
- Ways to help protect native forests (Instagram)
- Promoting the Hawaiian language (Mālama guide)

### **Initiatives to Promote Hawai'i Made Products**

- Mālama guide to Hawai'i includes a section of locally made products to buy
- Blog post on Blog Down Under about Made in Hawai'i products

### **Festivals & Events Promoted**

- O'ahu festivals returning in 2022 in media newsletter
- East Maui Taro Festival, Waikīkī Spam Jam, Kona Coffee Culture Festival, Hawai'i Food and Wine Festival (Aloha Friday article – Travel Weekly)
- World Whale Film Festival, The Kaua'i Steel Guitar Festival, TOMA, Ho'omau 2022, Māhū Madness Drag Dinner, Prince Kūhiō Day Event (media and trade newsletters)

### **Voluntourism Programs Promoted**

- Product manager famil took part in Mālama experience at Gunstock Ranch
- Media famil took part in Mālama experience at Kualoa Ranch
- Hawaiian Legacy Rainforest Initiative (Media eDM)
- Island Chapters Engagement Update
- Ka Honua Momona organisation (Instagram)
- Battleship Missouri Museum (Instagram)
- Lydgate Beach Clean (Instagram)
- Halawa Valley Falls Cultural Hike (Mālama guide)

## **ISLAND CHAPTERS ENGAGEMENT UPDATE**

We are communicating with each Island Chapter regularly with activities and campaigns that relate to their island.

**COMING ATTRACTIONS**

<b>What</b>	<b>When</b>	<b>Where</b>
Outrigger Famil	22-27 April	O'ahu
Month of Lei	4 May	Australia & New Zealand (Virtual)
Virtuoso Forum	9 & 10 May	Adelaide
MTA Travel Adelaide	11 May	Adelaide (sales call)
Phil Hoffman Travel	11 May	Adelaide (sales call)
Newcastle's Largest Travel Expo	19 June	Newcastle
Trip Advisor Campaign	1 April – 30 June	Online
Expedia Campaign	May	Online
MyHawai'i Campaign	1 April – 30 June	Online and print
Consumer eDM	15 April	Online
Month of Lei social campaign	May	Online

# Hawai'i Tourism Korea

## 2022 Monthly Market Activity Report – March

### **MARKET INTELLIGENCE**

#### **Economy**

- Korea's exports grew for a 17th straight month in March but expanded at a slower pace in March, with its trade balance swinging to a deficit as imports surged amid soaring energy prices. Exports in March expanded 18.2% from a year earlier to \$63.48 billion, beating expectations for a 15.9% rise from a Wall Street Journal poll of seven economists.
- South Korea Exchange Rate against USD averaged 1,221.74 (KRW/USD) in March 2022, compared with 1,197.83 KRW/USD in the previous month.

#### **Outbound Travel Market**

- The number of outbound travelers from Korea in February recorded 112,722, 65.3% year-on-year increase.
- From March 21, the exemption of quarantine applies to fully vaccinated travelers entering Korea - both foreign visitors and returning Korean nationals. Travelers need documentation that they received their second shot 14-180 days prior or have received a booster shot.
- From March 31, Korea started vaccinating children between the ages of 5 and 11 with the COVID-19 vaccine. A total of 3,068,726 children are eligible for vaccination. Vaccination is highly recommended for high-risk groups, while autonomous choices are recommended for healthy children.
- The Ministry of Land, Infrastructure, and Transport is promoting a plan to gradually restore international flights to 50% of the level in 2019. It will promote the increase in international flights in 3 stages. In the first phase, 100 international flights will be increased every month from April, and the Ministry expects to be able to implement the third phase in October.
- According to Interpark and Timon, inquiries about overseas travel are increasing rapidly after the announcement of the lifting of quarantine. Travel agencies are rapidly starting sales promotions. TV home shopping and T-commerce channels have already started selling overseas travel products.

#### **Competitive Environment**

- New Zealand re-opens its borders to vaccinated travelers starting May 1. The borders will be open to tourists from visa-waiver countries including Korea.
- Australia lifts mandatory pre-PCR tests to enter Australia starting April 17.

#### **Consumer Trends**

- According to a recent survey, 55% Koreans said that they had looked into overseas travel products after the government's announcement of quarantine exemption for international arrivals. 40% of respondents selected the second half of this year as the time when they would travel abroad. As for the preferred concept of overseas travel, 'beach resorts' showed a high preference with 37%,

followed by 'big city tours' at 24% and 'small city tours' at 19%. As for the type of companion, 'family' was the highest (53%), and preferred '5-6 days' (38%) and 'one week or more' (30%).  
(Source: Timon, March 22-29, 530 people)

### **Travel Trends**

- According to the distribution and travel industry, pent-up demand for overseas travel, which has been suppressed for nearly two years due to COVID-19, is in full swing. In particular, for travel products for Europe and the Americas, travel agencies set up products faster than other companies are literally 'sweeping away'.
  - Over the past five days (March 16-20), WeMakePrice's overseas ticket reservations increased by 1117% compared to the same period last year.
  - Timon's overseas travel product sales (March 1-20) increased by 800% compared to the same period last year.
  - On March 20, Lotte Home Shopping and Interpark, which introduced Northern Europe and Western Europe travel products for the first time since the pandemic, recorded 15 million dollars in orders in one hour.

### **Airlift**

- Korean Air is operating 3 times a week and planning 5 weekly flights for May and considering daily flights for July.
- Hawaiian Airlines increased to 4 weekly flights from March 27.
- Asiana Airlines resumed Honolulu service with 3 weekly flights from April 3.

## **MARKET ACTIVITY UPDATE**

### **Consumer Direct**

- Social Campaign: HTK shared 3 posts "Farmer's Markets in Hawai'i", "Poke Culinary Experience" and "Alohilani's Sustainability Initiative" under the theme Mālama Hawai'i and Made in Hawai'i. HTK develops weekly social contents for HTK's official social channels including Instagram and Facebook.
- Mālama Hawai'i & Kuleana Social Ad Campaign: As part of Kuleana campaign, HTK uploaded 5 Hawai'i Travel Tips videos (culture, ocean safety, ocean animals, ocean conservations, land safety) and 4 Mālama Hawai'i videos (aquaculture, reforestation, habitat stewardship, and sustainable farming) with Korean subtitles on HTK's official Youtube channel. HTK will carry out a digital ad campaign to promote the video assets throughout Q2.
- "Dive Into the Real Hawai'i, Travel with Kuleana" consumer event: HTK is planning to introduce HTK's Kuleana campaign by developing a HTK dedicated booth at "City Forestival". It is an off-line wellness festival taking place at the center of Seoul offering activities and workshops for a healthy mind, body, and soul targeting MZ consumers. Through the event, HTK aims to engage with those consumers and deliver Mālama Hawai'i message and Kuleana Travel Tips.
- B2C Newsletter: HTK is preparing this year's 2nd bi-monthly B2C newsletter to be distributed in April. The B2C newsletter will cover Mālama Hawai'i campaign, airlift updates including Asiana's ICN-HNL flight resumption, new entry protocol, Hawai'i's Community Enrichment Program, Hawai'i travel partner news, and influencers visiting the Hawaiian Islands.

**Travel Trade**

- Regenerative Tour Products Development and Home Shopping Promotions: As soon as the quarantine exemption was announced in Korea, HTK quickly helped travel agencies to prepare promotions. HTK supported Kyowon KRT and Interpark to develop regenerative tour products and feature Mālama Hawai'i video assets in Home shopping. Travel agencies included hotels with sustainable initiatives to their tour products as options in their itinerary.
  - Kyowon KRT: received 3,205 calls during 1 hour
  - Interpark: received 5,200 calls during 70 minutes
  
- Trade CEO FAM: in time for Asiana Airlines' return to Hawai'i from April, HTK is working with trade partners to stimulate travel demand for the destination. To position Hawai'i at top of mind for the leading travel agents, HTK and OZ will host a CEO-level travel agent FAM in April. In cooperation with O'ahu Visitors Bureau, HTK has prepared an itinerary including Mālama Hawai'i activities. Participating agents include HanaTour, Mode tour, Very Good Tour, Yellow Balloon Tour, Lotte JTB, Web Tour, Naeil Tour, and Asiana Airlines.
  
- B2B Newsletter: HTK sent out quarterly B2B English newsletter in March. It covered travel agent's regenerative tour product development, CEO FAM, influencer FAM, Korea market updates including economy, vaccination status, and travel trends.
  
- B2B Trade Partner Education Seminar: HTK held Q1 webinar on zoom. A total of 77 people enrolled for the seminar. Seminar topics include the latest entry protocol, Mālama Hawai'i campaign, Hawai'i's history and culture, festival & events, and a quiz.

**Travel Trade Calls**

<b>Airline</b>	<b>Wholesaler/TA/TO/OTA</b>	<b>Other</b>	<b>Total</b>
3	5	2	10

- HTK met OZ and discussed April Fam.
- HTK met KE and discussed airlift supply.
- HTK met HA and discussed co-op ideas for Mālama Hawai'i and Kuleana campaign.
- HTK met Kyowon KRT, Interpark Tour, Hanjin, Naeil Tour, Mode Tour to discuss responsible tour product development and promotions.
- HTK met with Hana card, G market and discussed future co-op opportunities.

**Public Relations**

- Mālama Hawai'i Influencer Project: HTK invited Kyungsik and Bora, a celebrity influencer couple to create an inspiring and artistic video capturing the various sides of Hawai'i in partnership with Insta360. HTK showcased Kualoa Ranch, Gunstock Ranch, Waimea Valley, North Shore, Waikīkī Beach, and SALT At Our Kaka'ako.
  - Reach: 1.7M followers (Kyung6 Film and Bora's Youtube & Instagram)
  - Generated over +600K engagements including likes, views and comments
  - 3 Youtube videos
  - 16 Instagram posts
  - 42 stories in the highlight

- Group Influencer FAM: HTK developed “Hawai‘i is Back!” group influencer FAM from April 8 to 13 to drive social buzz in line with Asiana Airlines’ return on April 3. A total of 6 influencers will be participating in the FAM along with 1 Asiana Airlines staff. The FAM will be focusing on “Mālama Hawai‘i” and “Made in Hawai‘i” by showcasing Kualoa Ranch’s Mālama ‘Āina Activities on O‘ahu and Kona farms and Kona breweries on Hawai‘i Island. Experiences will be shared through influencers’ social channels (Instagram and Blog) to inspire potential travelers to visit the Hawaiian Islands. The itinerary also includes cultural and historical aspects such as ‘Iolani Place tour and Lū‘au dinner hosted by Hilton Hawaiian Village.
- Content Creator Program: HTK is launching a new YouTube video project called “Hawai‘i Inside” and developing an in-house video series with a local-based content creator starting in April. Through this program, HTK will introduce Hawai‘i Travel Tips, Mālama Hawai‘i activities, festivals, culinary experiences and various other contents from local correspondences’ perspective to drive engagement from Korean travelers.
- Celebrity Magazine Photoshoot: HTK will support Harper's BAZAAR and Arena to invite A-list female idol, Suyoung from Girls’ Generation and celebrity male model, Jungnam Bae to take brand photoshoot DYVETICA, premium golf wear brand in Hawai‘i in May.
  - Social & Digital coverage
  - Harper's BAAZAR's official IG (1.1 M followers) & website
  - Arena official IG (1 M followers) & website
  - Celebrity social: Instagram posting – Bae Jungnam IG (562K followers)
  - Credit photos: photos for usage with credit
- Group Media FAM: HTK is planning to carry out a group media FAM in June under the theme of sustainable wellness trip to Hawai‘i. With international travel demand striking up, HTK will promote Hawai‘i as the first-go-to destination to relieve stress from COVID-19 and pursue wellness and sustainability. The FAM will be on O‘ahu and Maui in partnership with Hawaiian Airlines.
- Individual Press Trip: HTK is planning an individual press trip in June to develop in-depth contents on Mālama Hawai‘i inviting a sustainable travel magazine, Pitch by Pitch, to explore various activities and places relevant to Mālama Hawai‘i highlighting Hawaiian culture, nature, and history. In collaboration with Hawaiian Airlines, the itinerary will be focused on introducing a sustainable way to travel to Hawai‘i. Contents from this trip will also be utilized for future marketing programs such as educational webinars, advertorial, etc.

## **REGENERATIVE TOURISM/DMAP INITIATIVES UPDATE**

### **DMAP Action Items Supported**

- HTK shared Hollywood star Jason Momoa's video which supports the Mālama Hawai‘i campaign. Mālama ‘Āina activities were introduced through the video.
- HTK introduced Made-in Hawai‘i products that can be found at local farmers’ markets on its social channels.

### **Initiatives to Promote Hawai‘i Made Products**

- HTK introduced Hawai‘i farmers market, a local poke restaurant on its official social channels (Instagram & Facebook).

**Festivals & Events Promoted**

- HTK introduced below Hawai'i festivals and events at the Q1 trade partner education seminar:
  - Hawai'i Triennial 2022 (February 18 – May 8)
  - Waikīkī Spam Jam (April 23 – May 1)
  - Aloha Festival (September 17)
  - Hawai'i International Film Festival, HIFF (November 3 – 27)
  - Honolulu Marathon (December 11)
  - Made in Hawai'i Festival (TBD)
  - KCC Farmers Market (Every Wednesday, 7:30 am – 11:00 am)

**Voluntourism Programs Promoted**

- HTK introduced voluntourism through influencer Bora & Kyungsik's social channels. Tree planting activities at Gunstock Ranch were showcased as a couple's experience using the copy "We put our two souls in one tree to grow on Hawai'i's 'Āina."

**ISLAND CHAPTERS ENGAGEMENT UPDATE**

- HTK is developing FAM itinerary in partnership with OVB and IHVB to invite travel agents and influencers to Hawai'i in April.

**"COMING ATTRACTIONS"**

<b>What</b>	<b>When</b>	<b>Where</b>
Trade CEO FAM	April	O'ahu
Influencer Group FAM	April	O'ahu & Hawai'i Island
Travel Agents' Mālama Hawai'i Promotion	April	Travel agents' online channels
Media FAM	May	O'ahu & Maui
Trade Show	May	Busan
Hawai'i Inside Video Creation	April – Dec	Hawai'i
Celebrity Magazine Photoshoot	May	O'ahu and Maui
"Dive into the Real Hawai'i, Travel with Kuleana" consumer event	May	Korea
Group Media FAM	June	O'ahu and Maui
Individual Press Trip	June	O'ahu
Mālama Hawai'i & Kuelana Social Ad Campaign	Q2	Korea

# Hawai'i Tourism China

## Monthly Market Activity Report – March 2022

### MARKET INTELLIGENCE

#### **Economy**

- Currency: March 2022 month-end (ME) rate for Chinese Yuan (CNY) vs. USD was 6.34 compared to 6.32 in February 2022 and 6.57 in March 2021.
- In March 2022, China's manufacturing purchasing managers' Index (PMI) was 42.0, down from 50.2 in February, the lowest since the onset of the pandemic in March 2020. It is worse than the consensus of 49.7 among some economists tracked by Bloomberg. A trading below 50 indicates contraction in activity.
- GDP: China's 2021 GDP stood at 114.37 trillion yuan (US\$18 trillion) vs. 101.36 trillion yuan in 2020, accounting for 18% of the global economy, according to the National Bureau of Statistics (NBS). GDP grew by 8.1% over 2020, beating most expectations and Beijing's target of above 6%. GDP growth in the fourth quarter 2021 slowed to 4% year on year, amid virus disruptions and a property market slowdown.

#### **COVID-19 / Omnicron Updates**

- As of March 31, 2022, more than 88% of the population had been fully vaccinated, according to the National Health Commission (NHC).
- On March 14, 2022, Chinese authorities announced that they had lowered the Cycle Threshold (CT) value of COVID-19 tests from 40 to 35, bringing it consistent with positive tests in the U.S. and other countries. This is viewed as a positive sign as previously many small partners were asked to do 48 hours / 24 hours of nucleic acid before flight departures, and the test result was negative before boarding the plane, but it turned positive directly after landing, causing waves of flight disruptions.
- Shenzhen has lifted a week-long lockdown with public transport back up and most businesses and factories back to work. Several cities, collectively home to more than 37 million residents, were placed under varying levels of lockdown in March. Many of those lockdowns eased by early April. Shanghai is currently under lockdown with national health care workers and the Chinese military dispatched to boost the city's response.
- Omnicron patients with mild symptoms do not need to seek medical attention, only centralized isolation. Clinicians said that in the previous treatment plan, mild, common, severe, critical cases and cases with severe high-risk factors were admitted to the hospital together, which often caused pressure on medical institutions and bed shortages.

#### **Outbound Travel Market**

- China's travel bans drive boom in luxury e-commerce and duty-free shopping. Chinese consumers are buying more foreign goods online and at Chinese mainland duty-free stores as international travel restrictions stretch on. Compared with 2020, the daily spending of China's middle class rose significantly last year, according to the 2021 White Paper on the New Middle Class.

- Zhanjiang Wuchuan Airport opened on March 24, 2022, replacing the Zhanjiang Airport. It is the region's first 4E as well as a national A class airport open to international traffic and satisfies the full-load takeoff and landing of all kinds of large aircraft. It can serve a population of more than 20 million in western Guangdong and part of Guangxi Zhuang Autonomous Region.
- Hong Kong has reopened borders for passengers arriving from Australia, Canada, France, India, Nepal, Pakistan, Philippines, United Kingdom, and United States and cut the inbound quarantine to seven days. The decision came into effect on April 1, 2022.

### **Competitive Environment**

- The Hong Kong Tourism Board (HKTB) will focus on reviving the city's tourism industry and celebrate the 25th anniversary of the city's handover to China. It has received an additional HKD 600 million in funding from the government, adding to the budget of HKD 1.35 billion this year.
- South Africa Tourism has officially launched the "South Africa Tourism Assistant" mini-program in the Chinese market. As one of the pillars of its strategic recovery, South Africa Tourism has developed the South African Travel Assistant mini-program in response to changing travel trends in the wake of the pandemic, as well as a younger and more digitally tool-loving travel workforce. Mini-programs for the Chinese market will conveniently provide Chinese partners in the tourism industry valuable destination resource information.
- On March 29, 2022, the Mauritius Tourism Promotion Board joined with 16 Mauritius local partners to present its online roadshow, providing online communication opportunities for tourism operators and partners from different regions in China.
- Switzerland has announced the lifting of all quarantine restrictions of COVID-19. From April 1, 2022, people will no longer need to wear masks on public transport or in health facilities and people who test positive for nucleic acid will no longer need to self-quarantine for five or more days.
- Fiji Tourism has launched a new marketing campaign with Hollywood actor Rebel Wilson in the Chinese market following the opening of Fiji's international borders. Fiji has officially announced that it will provide quarantine free travel to tourists from China, Hong Kong, Macao and Taiwan who have been fully vaccinated.
- Visit Britain held ExploreGB, a leading online UK tourism promotion event, from March 21 to 25. Tourism buyers and media from more than 20 countries will participate in this event, some of which are from the UK's largest and most important inbound tourism markets, including Australia, China, GCC countries, France, Germany, Italy, Spain and the United States.
- Without travel restrictions, Hungary is expected to attract more tourists in 2022, boosting tourism and the economy. In order to enhance the impression of Chinese tourists on Hungary as a country of hot springs, the Hungarian National Tourism Administration has recently opened the official accounts in the Chinese market through WeChat, Weibo, Douyin and Xiaohongshu platforms, with multi-platform, multi-angle, multi-form functionalities. It introduced Hungary's tourism resources and launched a new round of marketing promotions of "unlocking the land of hot springs", stimulating Chinese tourists' interest and understanding of Hungary, and paving the way for the restart of cross-border travel between China and Hungary.

- China and Greece signed a 2022-2024 Joint Action Plan on tourism. The plan focuses on cooperation in tourism education and training. The plan also includes encouraging the exchange of experiences and cooperation in the development of specific forms of tourism on cultural MICE, wedding and honeymoon, and medical and health.
- On March 27, 2022, a new pop-up store named "Mixiao Coconut x Cute Little Lion" was unveiled in Beijing, jointly created by Caissa Travel and the Singapore Tourism Board (STB). This is another collaboration between the two parties after the jointly launched "Singapore Tourism Board Special Limited Edition" coconut water to the Chinese market in the form of "Cultural and creative Co-branded drinks".

### **Consumer and Travel Trends**

- The 2022 Gen Z Traveler Trends Report was jointly released by the National Business Daily and HCR, a data intelligence solution provider. The report notes that short video channels were becoming increasingly popular for hotel and ticket bookings. According to the report, travel has become an important way for Gen Z to pursue leisure and entertainment as their consumption power grows. OTAs were still Gen Z's first choice when making reservations, drawing 62.5% of these young users. Over half (52.7%) of the 1,063 Gen Z travelers in the poll searched for information about destinations via social media and short video channels such as Xiaohongshu, Kuaishou, Weibo and Bilibili. About 49% of those polled chose online travel platforms including Trip.com, Qunar and Meituan. Only 16.7% of the travelers got information through offline agencies, according to the report.
- Fliggy president announced on March 31, 2022 that the Alibaba travel unit will start organizational reform to prepare itself for independent operation in the future. The company said it is working on an employee share ownership plan and it will expand its headcount in technology and ground operation teams.
- Beijing-based Zhiketong Technology, a hotel direct-marketing specialist leveraging China's biggest social network platform WeChat, has released a report on digital marketing and innovative developments from China's top-rated hotels in 2021. The report shows that traditional OTAs are still primary booking platforms for consumers, with WeChat, Alipay, Douyin, Zhihu and other emerging platforms also gaining popularity and playing an increasingly important role in acquiring new customers and building strategic customer relationships.

### **Airlift**

- The U.S. Transportation Department has approved China Eastern Airlines' bid to temporarily move the New York-to-Shanghai flight to Fuzhou Changle International Airport in Fujian province. The 2 times per week flight was moved to a different Chinese city due to COVID-19 pandemic control procedures and will be in effect from March 31, 2022 to April 30, 2022.

### **MARKET ACTIVITY UPDATE:**

#### **Consumer Direct**

- On March 24, HTC supported the Hawaiian Cultural Show "Mālama Hawai'i" in Tsinghua University in Beijing. Attendees were students and professors from one of the top universities in the world. HTC provided an introduction and discussion with the audience on responsible tourism and provided Mālama Hawai'i content and videos for viewing. The show attracted over 200 guests.

- HTC is continuing to build content into the WeChat B2C mini-program. Information from gohawaii.com and meethawaii.com will be translated and customized for Chinese consumption. The beta launch for the mini-program will be in April 2022 and the final stages are expected to be completed, marketed, promoted and launched fully by end of Q3 2022.
- In March, HTC posted the following across its social media platforms via Weibo, WeChat Official Account, WeChat Video Channel, Douyin, Xiaohongshu:
  - Videos and articles on Hawaiian traditional Hula culture
  - Marine Animal Protection - videos and articles on humpback whales
  - Video “Sam Ohu Gon III on Reforestation” on Tree Planting Day
  - An article about the Waikoloa Original Ecological Reserve and the 11th Annual Wiliwili Festival
  - Video "Navigating the Stars" on Navigation Day and an article about the ancient navigation skills of Hawaiian ancestors
  - Video “From Mauka (Mountains) to Makai (Ocean)” on World Forest Day and an article about the values of sustainable development in Hawai’i and the connection between nature and human beings
  - Two official travel protocols updates and announcements.

**Travel Trade**

- On April 1, HTC hosted a luncheon event for the travel industry in Beijing. During the event, trade partners introduced their enterprises' operating conditions from the outbreak to the present, and exchanged views on the future development direction of outbound tourism market. HTC shared the concept of Mālama Hawai’i and responsible tourism through official content videos. Trade partners were greeted with opening speech and welcome from HTC, broadcasting live from the beaches of Waikīkī showcasing Diamond Head and the Royal Hawaiian Hotel as backdrops. 18 attendees from US Embassy, United Airlines, Asiana Airlines, Korean Air, Japan Airlines, Delta, U-Tours, HH Travel, 6 Ren You, Caissa Travel, HCG Travel, Tuniu, Mafengwo, FCT Travel, and Travel Daily attended.

**Travel Trade Calls**

<b>Airline</b>	<b>Wholesaler/TA/TO/OTA</b>	<b>Other</b>	<b>Total</b>
5	9	1	15

- HTC conducted travel trade calls with airlines – United Airlines, Asiana Airlines, Korean Air, Japan Airlines, Delta to discuss future flight information and policy.
- HTC conducted travel trade calls with U-Tours, HH Travel, 6 Ren You, Caissa Travel, HCG Travel, Tuniu, Mafengwo, FCT Travel to discuss demand for international travel.
- HTC conducted travel trade calls with US Embassy to discuss future condition for China tourism market.

## **Public Relations**

- HTC's travel industry luncheon event in Beijing received positive media exposure and feedback from industry executives in locations such as Shanghai. It was stated that the event showed a future promise and hope that international travel for Chinese will be restored.

## **REGENERATIVE TOURISM/DMAP INITIATIVES UPDATE**

### **DMAP Action Items Supported**

HTC is working on specific social media content and education materials to incorporate into the quarterly online and offline travel trade training events in Beijing and Shanghai with each Island Chapter. HTC has spoken with island chapters for O'ahu, Hawai'i and Kaua'i. Maui Island Chapter is scheduled in April 2022.

### **Initiatives to Promote Hawa'i Made Products**

- HTC is working with DBEDT on best approaches to promote Hawai'i made products and those listed on DBEDT Made in Hawai'i portal. DBEDT has recommended to find willing and capable local vendors to participate and become successful test cases in marketing and selling to China.
- HTC has met with some local vendors (ABC Stores, Hawaiian King, Tiare) to discuss strategies to promote their products. HTC is planning a Hawai'i marketplace open to all Hawai'i vendors to place their products on Border X, a Chinese platform that provides customers in China to buy USA products and have it delivered to them.
- HTC will be incorporating Hawaiian King Candies, Island Princess, Hawaiian Host and Mauna Loa products (coffee, macadamia nuts, chocolate macadamia nuts and pineapples) into gift goodie bags in HTC booth at the US Embassy Beijing China Earth Day event to develop the brands to Chinese consumers in April 2022.
- HTC promoted in March/April the Beer Lab Hawai'i (local products) on its social media channels.
- HTC promoted in March/April a feature on Kaua'i coffee (local products) on its social media channels.
- HTC promoted in March/April Tasting Kaua'i, food tours on Kaua'i on its social media channels.
- HTC promoted Haleiwa Store Lots and its local stores and products in its social media platforms for February/March 2022.

### **Festivals & Events Promoted**

- HTC is working and developing content for promotion of local festivals and events per each Island with specific emphasis on events listed on the Community Enrichment Program (CEP). Follow up postings will be done leading up to the various events.
- HTC promoted in March/April, the Kona Coffee Cultural Festival on its social media channels.
- HTC promoted in February/March, the Hawai'i Food and Wine Festival on its social media channels. Follow up on further details and scheduling will be promoted in subsequent months leading up to the events.

- HTC promoted the Hawaiian International Film Festival, presented by Halekulani in April 2022 on its social media channels.
- HTC promoted the Koloa Plantation Days Festival on its social media platforms in February/March 2022.
- HTC promoted the Maui Whale Festival on its social media platforms in February/ March 2022.
- HTC promoted the Ululele Festival on its social media channels in February/March 2022.
- HTC promoted Polynesian Cultural Center shows and festivities in its social media platforms for February/March 2022.
- HTC promoted Kona Brewers Festival in its social media platforms for February/March 2022.\
- HTC promoted Polynesian Cultural Center shows and festivities in its social media platforms for February/March 2022.
- HTC promoted Hawai'i Kuauli Pacific & Asia Cultural Festival in its social media platforms for February/March 2022.
- HTC promoted Kahilu Theatre shows and festivities in its social media platforms for February/March 2022.
- HTC met with the Outrigger Duke Kahanamoku Foundation to discuss promotion of Duke's OceanFest, Waikiki's Premier Ocean Sports Festival, as well as creation of unique and customized itineraries for future affluent Chinese travelers.

#### **Voluntourism Programs Promoted**

- HTC is working and developing content for promotion and awareness of voluntourism programs as listed on gohawaii.com site through the Mālama Hawai'i Program.
- The programs will also be featured on the WeChat mini-program, to be launched in its beta-version in April 2022.
- HTC posted on April 6 featuring Kaua'i coffee ([www.tastingkauai.com](http://www.tastingkauai.com)), Kona Historical Society.

#### **ISLAND CHAPTERS ENGAGEMENT UPDATE**

- HTC has met with O'ahu, Hawai'i island and Kaua'i island chapters in February 2022 to develop, coordinate and support DMAP activities for Chinese. Maui island chapter meeting has been pushed to April, with specific date and time to be confirmed.
- HTC participated in the Media FAM Protocol meeting along with other GMTs in discussion with the Island Chapters to better coordinate between the GMTs and the Island Chapters in planning FAM events.

**COMING ATTRACTIONS**

<b>What</b>	<b>When</b>	<b>Where</b>
DMAP Initiatives – promotion of local CEP events, Hawai'i made products, voluntourism	Ongoing	Digital
WeChat Mini-Program	April	Beta program Go-Live
WeChat Mini-Program content build	Ongoing	Digital
Digital Content Development for Social Media Channels	Ongoing	Multiple Islands
US Embassy Earth Day Event	April 28	Beijing
Online Training with Tuniu	May	Online
US Embassy Asian American and Pacific Islander social media joint promotion	May	Online
US Embassy – Chengdu Travel & Tourism Roadshow	May 28 (tentative)	Chengdu
US Embassy – Beijing Travel & Tourism Roadshow	June 11 (tentative)	Beijing
Travel Trade luncheon event	June	Shanghai

## **6f**

Phase 1 Reports for the Kauai, Maui Nui and Hawaii  
Island Destination Management Action Plans and the  
Winter Progress Report for Oahu Destination  
Management Action Plan



# KAUA'I DESTINATION MANAGEMENT ACTION PLAN

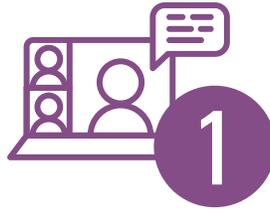
## Phase 1 Report

The Kaua'i Destination Management Action Plan (DMAP) was approved by the Hawai'i Tourism Authority's (HTA) board of directors in December 2020 and made available to the public on February 5, 2021. The DMAP is a community-based plan, divided into three, year-long phases. There are 9 high-level actions with 34 sub-actions in Phase 1. This report highlights the collective initiatives in Phase 1.

HTA works with the County of Kaua'i's Office of Economic Development and the Kaua'i Visitors Bureau (KVB). HTA also provided funds to the Hawai'i Visitors and Convention Bureau/KVB to hire a Destination Manager to assist HTA in implementing the DMAP. The Destination Manager came on board in October 2021. HTA acknowledges the other state, county and federal agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.

# 7 OF 7 SUB-ACTIONS

addressed. Six will continue to be advanced in Phase 2. One has been completed.



**1** WORKSHOP WEBINAR HELD to address illegal commercial photography on state and county park properties



COUNTY COUNCIL INTRODUCED BILL to charge parking fees at three specific parks that are heavily used



PROMOTED DEPARTMENT OF LAND AND NATURAL RESOURCES' DLNRtip APP VIA SOCIAL MEDIA. This app provides the user the ability to submit anonymous tips to the DLNR's Division of Conservation and Resources Enforcement



HTA, KVB, COUNTY OF KAUA'I AND OTHER PARTNERS submitted and rallied testimony during the 31st State Legislature (2022) to advocate for increased ranger presence and resources

**1** 'PORTS OF ENTRY BIOSECURITY' JOINT PROJECT between DLNR and the State Department of Transportation's Airports and Harbors Divisions

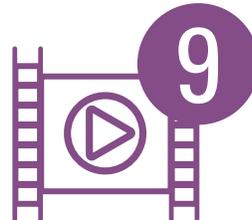
**3** COUNTY PARK RANGER POSITIONS ADDED



EDUCATION AND AWARENESS OF APPROPRIATE BEHAVIOR DONE VIA SOCIAL MEDIA POSTS by HTA, KVB, and HTA's Global Marketing Team



**1** CONTRACT ISSUED WITH SUSTAINABLE TOURISM ASSOCIATION OF HAWAII to educate tour operators and boating companies about proper etiquette to deter ocean and reef pollution. A workshop is scheduled for May 2022



**9** AIRLINES PLAYING MĀLAMA HAWAII VIDEOS Air Canada, Alaska Airlines, American Airlines, ANA, Hawaiian Airlines, Japan Airlines, Southwest Airlines, United Airlines, WestJet

Hawai'i Tourism Authority, County of Kaua'i, Kaua'i Visitors Bureau, Department of Land and Natural Resources, Department of Transportation-Harbors, HTA's Global Marketing Team (United States, Japan, Canada, Korea, Australia, New Zealand, China)

# ACTION A

Focus policy efforts on appropriate behavior that will instill value in both visitors and residents for our natural and cultural resources (mālama 'āina).

# 4 OF 5 SUB-ACTIONS

addressed and will continue to be advanced in Phase 2



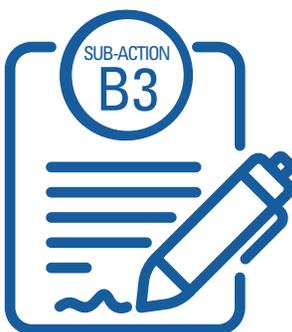
HTA, KVB, COUNTY OF KAUA'I AND OTHER PARTNERS SUBMITTED AND RALLIED TESTIMONY during the 31st State Legislature (2022) to advocate for increased ranger presence and resources



HTA, KVB AND THE COUNTY CONTINUE TO DEVELOP RELATIONSHIPS and stay connected with the various divisions within DLNR

# ACTION B

Collaborate with State of Hawai'i Department of Land and Natural Resources (DLNR) to develop and implement policies to increase monitoring and enforcement efforts.

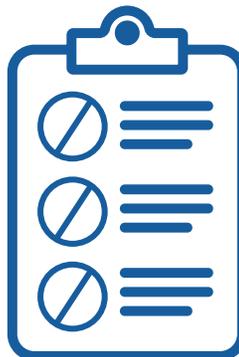


STEERING COMMITTEE AGREED TO REFINE SUB-ACTION B3 to "Provide updates to DLNR and ensure that DLNR staff have the latest updates and briefs"



## COUNTY STEWARDSHIP AGREEMENTS

- Poli'ahu
- Kānei'olouma
- Makauwahi
- Hikinaakalā
- Polihale



KVB IS WORKING WITH DLNR to keep its "Do Not Promote" list current

Hawai'i Tourism Authority, County of Kaua'i, Kaua'i Visitors Bureau, Department of Land and Natural Resources

5 OF 5

### SUB-ACTIONS

addressed. Four will continue to be advanced in Phase 2. One has been completed.



DISCUSSIONS TAKING PLACE IN BUILDING RESOURCE of Hawaiian culture practitioners at hotels/resorts and working with Native Hawaiian Hospitality Association's Nā Lamakū

## ACTION C

Invest in Hawaiian cultural programs and identify funding sources that enhance the visitor experience and connect both tourism and communities.

3



### HTA RFPs ISSUED

- Kūkulu Ola Program
- Community Enrichment Program
- Aloha 'Āina Program

5

### PROJECTS FUNDED

- E Kanikapila Kākou
- Waimea Town Celebration
- Kaua'i Songwriters Music Festival
- 'Ele'ele Endangered Wildlife Mural
- Mālama Ka 'Āina No Na Hanauna Mua



1

OF

3

VIDEOS PRODUCED TO EDUCATE VISITORS about the cultural values and respecting the 'āina and ocean. The remaining two videos are set for completion in Q2 2022.

Hawai'i Tourism Authority, County of Kaua'i, Kaua'i Visitors Bureau, Native Hawaiian Hospitality Association, Hawai'i Community Foundation, Garden Island Arts Council, Historic Waimea Theater & Cultural Arts Center, Arts Kaua'i, Kōke'e Resource Conservation Program



HTA, County, KVB and Department of Land and Natural Resource's State Parks Division and Nā Ala Hele Trails – Kaua'i office are in communications regarding hotspot areas

COUNTY CONTINUES EFFORTS to shut down illegal transient vacation rentals



5 OF 5

### SUB-ACTIONS

addressed and will continue to be advanced in Phase 2

## ACTION D

Focus policies that address overtourism by managing people while on Kaua'i.

1

"SYMPHONY DASHBOARD" and use of Ubermedia data to track hotspots



1

"CHANNEL MANAGER SYSTEM" FUNDING provided to develop a system that will sit on top of other reservations systems, like Department of Land and Natural Resources' Hā'ena State Park Reservation System

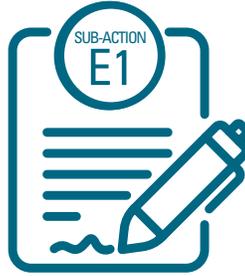


Hawai'i Tourism Authority, County of Kaua'i, Kaua'i Visitors Bureau, Department of Land and Natural Resources, Department of Business, Economic Development and Tourism

4 OF 4

**SUB-ACTIONS**

addressed and will continue to be advanced in Phase 2



**STEERING COMMITTEE REVISED SUB-ACTION E1** to read “Foster and promote diverse mobility choices for visitors”

**ACTION E**

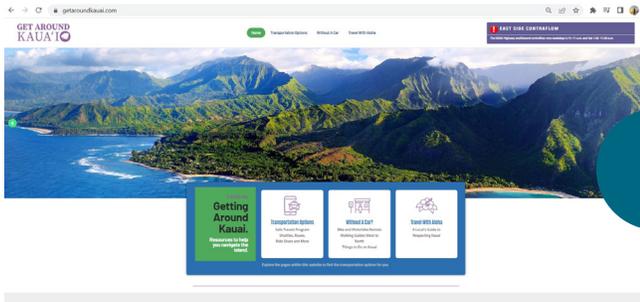
Encourage low-impact green rides to improve the visitor experience, reduce island traffic, increase small business opportunities, and meet climate action goals.



**COUNTY OF KAUA'I LOOKING TO CHARGE PARKING FEES** at three county parks



**MOBILITY HUBSTUDY** planned for east side of Kaua'i by the County



1

**GETAROUNDKAUAI.COM WEBSITE LAUNCHED** in June 2021 by the County. The goal of this website is to provide residents and visitors with the resources to make more sustainable transportation choices

Hawai'i Tourism Authority, County of Kaua'i, Kaua'i Visitors Bureau, Royal Coconut Coast Association

1

**RESIDENT COMMUNICATIONS CAMPAIGN PLAN** developed by the Kaua'i Visitors Bureau



1 OF 1

**SUB-ACTION** addressed and will continue to be advanced in Phase 2

**ACTION F**

Increase communication, engagement and outreach efforts with the community, visitor industry, and other sectors.



1

**DMAP COMMUNICATIONS PLAN** developed by the Hawai'i Visitors and Convention Bureau with Kaua'i Visitors Bureau

Hawai'i Tourism Authority, County of Kaua'i, Kaua'i Visitors Bureau, Hawai'i Visitors and Convention Bureau

1 OF 1

### SUB-ACTION

addressed and will continue to be advanced in Phase 2



THE ORGANIZATION, LEADERSHIP KAUA'I, is working with Kaua'i Visitors Bureau and Kaua'i Chamber of Commerce to produce educational materials for new residents and visitors

# ACTION G

Develop educational materials for visitors and new residents to have respect for our local cultural values.



HTA'S GLOBAL MARKETING TEAM shares all statewide Mālama Hawai'i and Kuleana/Travel Tips videos in their markets



100,000 COPIES OF COVID-19 HEALTH AND SAFETY BROCHURES distributed at Līhu'e Airport

1

### AIRPORT CAMPAIGN

providing messaging about being a responsible visitor being funded and will roll out in April 2022



1

OF

3

VIDEOS PRODUCED TO EDUCATE VISITORS about cultural values and respecting the 'āina and ocean. The remaining two videos are set for completion in Q2 2022.

Hawai'i Tourism Authority, County of Kaua'i, Kaua'i Visitors Bureau, Hawai'i Visitors and Convention Bureau, HTA's Global Marketing Team (United States, Japan, Canada, Korea, Australia, New Zealand, China)

1 OF 1  
SUB-ACTION

addressed and will continue to be advanced in Phase 2



COUNTY SUPPORT FOR KAUA'I MADE POP-UP EVENTS throughout 2022

ACTION H

Promote "Shop Local" to visitors and residents.

OPEN

ALAKOKO STOREFRONT OPENED in January 2022



HTA'S GLOBAL MARKETING TEAM is building and promoting "buy local" and "made in Hawai'i" type of products and programs

ALAKOKO

Located in Downtown Līhu'e, Alakoko provides a physical and online shop for locally designed and handcrafted products. The nonprofit strives to strengthen Kaua'i's circular economy and the connection of small businesses and the community. They also offer workshops on small business mentorship and product photography, and support events such as the Downtown Līhu'e Night Market.



Hawai'i Tourism Authority, County of Kaua'i, Kaua'i Visitors Bureau, Hawai'i Visitors and Convention Bureau, HTA's Global Marketing Team (United States, Japan, Canada, Korea, Australia, New Zealand, China)



HAWAII FARM TRAILS APP to connect visitors and residents with agritourism

1 OF 1  
SUB-ACTION

addressed and will continue to be advanced in Phase 2

ACTION I

Support Diversification of Other Sectors.



COUNTY NEW ORDINANCE PASSED which allows farmers to sell produce and other goods from their agricultural lands, and value-added agriculture products



2

CAPACITY-BUILDING AGRITOURISM TOURS held to cultivate agritourism ventures

Hawai'i Tourism Authority, County of Kaua'i, Hawai'i Farm Trails, GoFarm Hawai'i, O'ahu Resource Conservation and Development Council, Hawai'i Agritourism Association



# MAUI DESTINATION MANAGEMENT ACTION PLAN

## Phase 1 Report

The Maui Destination Management Action Plan (DMAP) was approved by the Hawai'i Tourism Authority's (HTA) board of directors in December 2020 and made available to the public on March 4, 2021. The DMAP is a community-based plan, divided into three, year-long phases. There are 8 high-level actions and 18 sub-actions. This report highlights the collective initiatives in Phase 1.

HTA works in partnership with the County of Maui's Office of Economic Development, Office of the Mayor's Community Liaison for tourism, and the Maui Visitors and Convention Bureau (MVCB). HTA also provided funds to the Hawai'i Visitors & Convention Bureau/ MVCB to hire a Destination Manager to assist HTA in implementing the DMAP. The Destination Manager came on board in August 2021. In addition, HTA also acknowledges the other state, county and federal agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.



## 3 OF 3 SUB-ACTIONS

addressed. One has been completed and the others will continue in Phase 2.

Hawai‘i Tourism Authority’s Global Marketing Team executed mālama-focused, educational branding initiatives in 2021 and 2022 to support regenerative tourism on Maui.

# ACTION A

Implement a responsible tourism marketing communications program to educate visitors pre- and post-arrival about safe and respectful travel.



**9** MĀLAMA HAWAI‘I AND TRAVEL TIPS VIDEOS released since May 2021



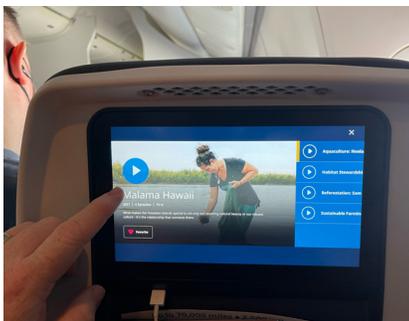
**ENHANCED GOHAWAI‘I APP** includes more island-specific features including events, local etiquette, resource protection, and areas that are off-limits and not promoted. Continue to encourage and educate potential visitors to Hawai‘i about the app.



**9** AIRLINES SHOWING MĀLAMA HAWAI‘I VIDEOS  
Air Canada, Alaska Airlines, American Airlines, ANA, Hawaiian Airlines, Japan Airlines, Southwest Airlines, United Airlines, WestJet



**1** HTA-FUNDED AIRPORT CAMPAIGN PROVIDING MESSAGING about being a responsible visitor will roll out in April 2022.



United Airlines is one of the airline partners making the Mālama Hawai‘i videos accessible in its library of videos and movies on all flights arriving in the Hawaiian Islands. In addition, mālama messaging is being shared during in-flight announcements. United Airlines will also be emailing these videos to all passengers when they book flights to Hawai‘i beginning Q1 2022.

Hawai‘i Tourism Authority and its Global Marketing Team (United States, Japan, Canada, Korea, Australia, New Zealand, China), Maui Visitors and Convention Bureau, Hawai‘i Visitors and Convention Bureau, Airlines

3 OF 3

### SUB-ACTIONS

addressed. One has been completed and the others will continue in Phase 2.



## 1 RFP ISSUED

- Hawai'i Tourism Authority's Aloha 'Āina Program



EDUCATION AND PROMOTION OF HAWAII'S SUNSCREEN LAW via social media, GoHawai'i app, news articles, advertisements, and a reef-safe sunscreen campaign



### "SYMPHONY DASHBOARD"

and use of Ubermedia data to track hotspots



### PARK MAUI PROGRAM

DEVELOPED by the County to address parking congestion



### "CHANNEL MANAGER SYSTEM" FUNDING

provided to develop a system that will sit on top of other reservations systems, like Department of Land and Natural Resources' Wai'ānapanapa State Park Reservation System



## 3 PROJECTS FUNDED

- The Nature Conservancy
- Hawaiian Islands Land Trust
- Friends of Auwahi Forest Restoration Project

# ACTION B

Initiate, fund and continue programs to protect the health of ocean, fresh water and land-based ecosystems and biosecurity.

Hawai'i Tourism Authority, County of Maui, Maui Visitors and Convention Bureau, Department of Land and Natural Resources' State Parks Division, The Nature Conservancy, Hawaiian Islands Land Trust, Friends of Auwahi Forest Restoration Project

**2 OF 2**  
**SUB-ACTIONS**  
addressed and will  
continue to advance  
in Phase 2



**COMMUNITY FORUM**  
held on November 2, 2021

## ACTION C

Continue to reach out to the community to understand resident sentiment, increase communications to residents, and foster collaboration.



**1** VIDEO IN PRODUCTION  
sharing tourism's benefits to the  
island's economy

Hawai'i Tourism Authority, Maui Visitors and Convention Bureau, County of Maui

**3 OF 3**  
**SUB-ACTIONS**  
addressed and will  
continue to advance  
in Phase 2



**CULTURAL AND  
EDUCATION  
TRAINING  
SESSIONS**  
held via Native  
Hawaiian Hospitality  
Association

## ACTION D

Continue to offer cultural education and training programs to enhance and perpetuate aloha, mālama and kuleana, and the authentic Hawai'i experience.



**TOUR GUIDE CERTIFICATION  
STUDY IN THE FIELD**  
to examine best practices  
around the world



Mayor Michael Victorino's proposed  
Hālau of 'Ōiwi Art cultural center

Hawai'i Tourism Authority, County of Maui, Native Hawaiian Hospitality Association,  
University of Hawai'i at Mānoa School of Travel Industry Management

# 2 OF 2 SUB-ACTIONS

addressed and will continue to advance in Phase 2



# 3

## PROJECTS FUNDED

- Maui Makers
- Friends of Auwahi Forest Restoration Project
- Hawaiian Islands Land Trust

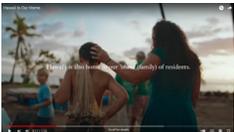
# ACTION E

Develop Regenerative Tourism initiatives.

# 8

## MAUI PROGRAMS ADDED TO MĀLAMA HAWAI'I PROGRAM

Growing the number of industry partners and community organizations that offer unique volunteer opportunities such as reforestation projects and tree planting to self-directed beach clean-ups and Hawaiian quilting sessions



# 3 HTA RFPs ISSUED



- Aloha 'Āina Program
- Kūkulu Ola Program
- Community Enrichment Program

Hawai'i Tourism Authority, Maui Visitors and Convention Bureau, Maui Makers, Friends of Auwahi Forest Restoration Project, Hawaiian Islands Land Trust, Hawai'i Wildlife Fund, Ka'ehu, Mālama Maui Nui, Na Mahi'ai o Ke'anae, Leilani Farm Sanctuary, Sierra Club Maui, Surfrider Foundation-Maui

# 2 OF 2 SUB-ACTIONS

addressed and will continue to advance in Phase 2

# 1

## COUNTY OF MAUI'S PARK MAUI PLAN



**MAUI ALOHA SHUTTLE** pilot shuttle service program between airport and resort areas in Summer 2021. Based on low ridership, the program will not resume.

# ACTION F

Develop and promote initiatives to improve the experience of transportation and ground travel.



**RENTAL CAR WALKUP DESKS** are being brought back at some resorts

According to Department of Transportation-Airports, flight schedules are regulated by the Federal Aviation Administration (FAA). If a slot is open, DOT-Airports will need to allow the airline in.



County of Maui, Hawai'i Tourism Authority, Polynesian Adventure Tours, Maui Visitors and Convention Bureau, Department of Transportation-Airports



Hawai'i Tourism Authority is working with the Department of Business, Economic Development and Tourism's Research and Analysis Division to develop a report on the visitor industry's contributions to the agriculture industry

Hawai'i Tourism Authority



**1 OF 2**  
**SUB-ACTIONS**  
addressed and will continue to advance in Phase 2

## ACTION **G**

Ensure more direct benefits to residents from tourism.



**HAWAII TOURISM AUTHORITY CONVENED MEETINGS** with the County, Maui Police Department (MPD), Department of Land and Natural Resources, DOT-Highways, the National Park Service, Maui Visitors and Convention Bureau, and Maui Hotel and Lodging Association to address visitor impacts on Hāna Highway.

DOT-Highways installed No Parking signs warning of the fines. MPD increased its presence and ticket citations in June/July 2021. Developed communications piece for visitor industry amplification.



Hawai'i Tourism Authority submitted testimony during the 31st State Legislature (2022) to advocate for enforcement of laws.

Hawai'i Tourism Authority, County of Maui, Maui Police Department, Department of Land and Natural Resources, Department of Transportation-Highways, National Park Service, Maui Visitors and Convention Bureau, Maui Hotel and Lodging Association



## ACTION **H**

Have HTA and the County advocate for consistent enforcement of laws and progress report(s) on enforcement.



# MOLOKA'I DESTINATION MANAGEMENT ACTION PLAN

## Phase 1 Report

The Moloka'i Destination Management Action Plan (DMAP) was approved by the Hawai'i Tourism Authority's (HTA) board of directors in December 2020. The Maui Nui DMAP which incorporates the Moloka'i DMAP was made available to the public on March 4, 2021. The DMAP is a community-based plan, divided into three, year-long phases. There are 6 high-level actions with 11 sub-actions in Phase 1. This report highlights the collective initiatives in Phase 1.

HTA works with the County of Maui's Office of Economic Development, Office of the Mayor's Community Liaison for tourism, and the Maui Visitors and Convention Bureau (MVCB). HTA also provided funds to the Hawai'i Visitors & Convention Bureau/MVCB to hire a Destination Manager to assist HTA in implementing the DMAP. The Destination Manager came on board in August 2021. In addition, HTA also acknowledges the other state, county and federal agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.



**ALOHA AMBASSADOR VOLUNTEER PROGRAM** at Moloka‘i Airport is being developed

**1 OF 3**  
**SUB-ACTIONS**

addressed. One has been completed and the others will advance in Phase 2

## ACTION **A**

Develop communication and education programs to encourage responsible visitor behaviors.

Hawai‘i Tourism Authority, State of Hawai‘i Department of Transportation, Airports Division and some Moloka‘i Steering Committee members

**1 OF 1**  
**SUB-ACTION**

addressed and completed. Two sub-actions in Phase 2 began and will continue in Phase 2



**COUNTY OF MAUI’S OFFICE OF ECONOMIC DEVELOPMENT** held business/organizational capacity webinars through the Kuha‘o Business Center on Moloka‘i.

**3 HTA RFPs ISSUED**



- Community Enrichment Program
- Kūkulu Ola Program
- Aloha ‘Āina Program

## ACTION **B**

Support the growth of Moloka‘i businesses by encouraging new product development focused on regenerative tourism, while continuing support of traditional leisure tourism, to increase jobs for residents.

Hawai‘i Tourism Authority, County of Maui

## ACTION C

Promote Moloka‘i to attract kama‘āina and specific visitor segments who appreciate and understand the Moloka‘i lifestyle.

### 2 PROJECTS FUNDED

- Moloka‘i Paniolo Heritage Kamehameha Rodeo and Workshops
- Moloka‘i Holokai Ho‘olaule‘a

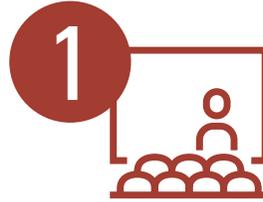


### 2 HTA RFPs ISSUED to support agritourism and cultural tourism activities

- Community Enrichment Program
- Kūkulu Ola Program

### 2 OF 2 SUB-ACTIONS

addressed and will continue to be advanced in Phase 2



**MOLOKA‘I ADVISORY GROUP FORMED** (now called Moloka‘i Task Force – merging of Moloka‘i Advisory Group and Steering Committee). Two meetings held.

Hawai‘i Tourism Authority and its Global Marketing Team (United States, Japan, Canada, Korea, Australia, New Zealand, China), County of Maui, Youth in Motion, Council for Native Hawaiian Advancement

## ACTION D

Enhance resident-visitor relations by strengthening existing cultural/community-based organizations and activities.

### 2 OF 3 SUB-ACTIONS

addressed and all will continue to advance in Phase 2



### 3 HTA RFPs ISSUED to support voluntourism, restoration, and events-type of projects

- Community Enrichment Program
- Kūkulu Ola Program
- Aloha ‘Āina Program

### 4 PROJECTS FUNDED

- Moloka‘i Paniolo Heritage Kamehameha Rodeo and Workshops
- Moloka‘i Holokai Ho‘olaule‘a
- Keawanui Food System Revitalization Project
- Critical Habitat Improvements within the Anapuka Predator Proof Fence Project

**1 BUSINESS ADDED TO MĀLAMA HAWAI‘I PROGRAM** growing the number of industry partners and community organizations that offer unique volunteer opportunities

Hawai‘i Tourism Authority, County of Maui, Youth in Motion, Council for Native Hawaiian Advancement, ‘Āina Momona, Moloka‘i Land Trust, Hotel Moloka‘i

1 OF 1

**SUB-ACTION**

addressed and will continue to advance in Phase 2

**ACTION E**

Provide accommodations that meet the needs of the target segments.

Maui Visitors and Convention Bureau reached out to community members who identified Mālama Park as a community infrastructure in need.



Maui Visitors and Convention Bureau

1 OF 1

**SUB-ACTION**

addressed and will continue to advance in Phase 2

**ACTION F**

Engage partners to determine a path forward that will enhance interisland transportation options for both residents and visitors.



The County has been working with Congressman Kai Kahele’s office to examine how to get Moloka’i Airport designated as “Essential Air Service.” It is recommended that residents contact Rep. Kahele’s office to further advocate.

County of Maui



# LĀNA‘I DESTINATION MANAGEMENT ACTION PLAN

## Phase 1 Report

The Lāna‘i Destination Management Action Plan (DMAP) was approved by the Hawai‘i Tourism Authority’s (HTA) board of directors in January 2021. The Maui Nui DMAP, which incorporates the Lāna‘i DMAP, was released to the public on March 4, 2021. The DMAP is a community-based, three-year plan, divided in three year-long phases. There are 9 high-level actions and 23 sub-actions in Phase 1. This report highlights the collective initiatives made in Phase 1.

HTA works in partnership with the County of Maui’s Office of Economic Development, Office of the Mayor’s Community Liaison for tourism, and the Maui Visitors and Convention Bureau (MVCB). HTA also provided funds to the Hawai‘i Visitors & Convention Bureau/ MVCB to hire a Destination Manager to assist HTA in implementing the DMAP. The Destination Manager came on board in August 2021. HTA continues to coordinate with other state and county agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.

## ACTION A

Engage partners to determine a path forward that will enhance interisland transportation options for both residents and visitors.

1 OF 1  
SUB-ACTION  
addressed, which  
will continue  
in Phase 2

**AIRPORT:** The County is working with U.S. Representative Kai Kahele's office on this item. Lāna'i is designated a rural airport only, therefore it does not have Essential Air Status (EAS) designation. This situation continues to be monitored. EAS designation and Rural designation can assist with pricing. It is recommended that residents contact Rep. Kahele's office to further advocate.



County of Maui

## ACTION B

Develop partnerships and programs with resorts and other tourism businesses to improve and enhance community relationships.

2 OF 4  
SUB-ACTIONS  
addressed, which will  
continue in Phase 2

This action is currently being worked on. In its early stages, the community and hotel were hesitant due to the pandemic and related staffing shortages. Efforts were placed on hold until the beginning of 2022, and the Maui Visitors and Convention Bureau have since then resumed discussions on this matter.



Maui Visitors and Convention Bureau, Four Seasons Lāna'i



**THE ENHANCED LĀNA'I GUIDE APP HAS BEEN UPDATED.** Encourage all Lāna'i businesses to promote the app and encourage all visitors pre- and post-arrival to download and use it.



*“Providing educational opportunities, like the guide app, to visitors to the island is a major part of working towards a sustainable tourism model that respects local communities and the biocultural landscape. We hope that the more visitors learn about the place they are visiting, the more enriching their visit will feel and the more conscientious they will be as they traverse the landscape.”*

*– Shelly Preza, Executive Director, Lāna'i Culture & Heritage Center*

Hawai'i Tourism Authority, Lāna'i Culture & Heritage Center

**4 OF 4**  
**SUB-ACTIONS**  
addressed and completed

## ACTION C

Enhance and encourage the use of the Lāna'i Culture & Heritage Center's (LCHC) Guide App as a primary part of the travel protocol for traveling to the island.



**OPPORTUNITIES IDENTIFIED** through Pūlama Lāna'i and Lāna'i Culture & Heritage Center



**1**

**MINERAL-ONLY SUNSCREEN DISPENSER** to be installed at Hulopo'e Beach



**1**

**PARTNERSHIP TO MOVE THIS ACTION**  
Maui Visitors and Convention Bureau is working with Department of Land and Natural Resource's Division of Aquatic Resources to support its 30 x 30 Benchmarks to manage 30% of nearshore waters statewide by 2030.

Maui Visitors and Convention Bureau, Department of Land and Natural Resources, Hulopo'e Beach Council

**1 OF 1**  
**SUB-ACTION**  
addressed and will continue to be worked on in Phase 2

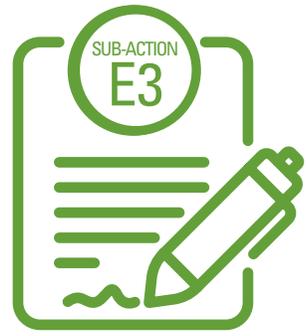
## ACTION D

Encourage sustainable tourism practices on Lāna'i.

**3 OF 3**  
**SUB-ACTIONS**  
 addressed, and will  
 continue to be worked  
 on in Phase 2



**LĀNA'I ADVISORY BOARD FORMED**  
 New day-trip itineraries developed, enhancements made to Lāna'i webpages of GoHawaii.com



# ACTION E

Promote Lāna'i City to increase spending that goes to residents and small businesses.

**COMMITTEE REFINES SUB-ACTION E3 TO READ:**  
 "Create awareness of transportation opportunities to Lāna'i City from the harbor and airport."

Maui Visitors and Convention Bureau will increase education/communication to inform day-trip visitors of private transportation companies available to take them from the harbor to Lāna'i City.

Maui Visitors and Convention Bureau

**MĀLAMA MAUI COUNTY PLEDGE VIDEO** playing on Expeditions Ferry

**MĀLAMA MAUI COUNTY PLEDGE BROCHURES** developed and distributed to businesses to hand out



**5 OF 5**  
**SUB-ACTIONS**  
 addressed and will continue to be worked on in Phase 2

# ACTION F

Encourage and enable visitors to plan a meaningful day-trip or stay on Lāna'i that is respectful to the land, the people and the lifestyle on Lāna'i.



**1 ADVISORY GROUP FORMED TO GUIDE MESSAGING** of Lāna'i City and suggested regenerative tourism activity ideas

- Online and social media content being developed by MVCB
- New day-trip itineraries developed



**DIGITAL KIOSK** installed at the Lāna'i Airport in the summer of 2021. Due to extreme lack of use, it was removed in March 2022.

County of Lāna'i, Maui Visitors and Convention Bureau, Hawai'i Tourism Authority, Expeditions Ferry, Lāna'i businesses that are distributing the Mālama Maui County Pledge

2 OF 2

**SUB-ACTIONS**

addressed. One has been completed and the other will continue in Phase 2.



**MĀLAMA MAUI COUNTY PLEDGE VIDEO** produced by Maui Visitors and Convention Bureau (MVCB) available online, pushed via social media, and playing on Expeditions Ferry

**MĀLAMA MAUI COUNTY PLEDGE BROCHURE** developed by MVCB and provided to Lānaʻi businesses to distribute

1

**MĀLAMA LĀNAʻI SERVICE DAY-TRIP PROGRAM** organized through partnership with Sail Trilogy, Pūlama Lānaʻi and Expeditions Ferry. This program will begin in May 2022.



**LĀNAʻI ADVISORY BOARD FORMED** and suggested messaging and activities

**ACTION G**

Develop and implement a process whereby visitors to Lānaʻi acknowledge to protect, respect, and learn about Lānaʻi cultural and natural resources, and community during their visit through the Mālama Maui County Pledge.

County of Maui, Maui Visitors and Convention Bureau, Hawaiʻi Tourism Authority, Expeditions Ferry, Lānaʻi businesses that are distributing the Mālama Maui County Pledge, Sail Trilogy, Pūlama Lānaʻi



**MVCB PARTICIPATED IN HULOPOʻE ADVISORY MEETINGS**



Through discussions with community members, Maui Visitors and Convention Bureau determined that the issue is more about commercial water activities. Residents do not want commercial activities in their waters. As such, Action H will be refined to address this.

1 OF 1  
**SUB-ACTION**  
addressed and will continue to be advanced in Phase 2

**ACTION H**

Discourage activity companies from dropping off visitors who use Lānaʻi beaches and facilities without contributing to maintenance of the beaches and facilities.

Maui Visitors and Convention Bureau

## 2 OF 2 SUB-ACTIONS

addressed and  
will continue  
to be advanced  
in Phase 2

## 1 ORGANIZATION ADDED TO MĀLAMA HAWAI'I PROGRAM

- Lāna‘i Cat Sanctuary



## 2 RFPs ISSUED

- Hawai‘i Tourism Authority’s Aloha ‘Āina Program
- Hawai‘i Tourism Authority’s Community Enrichment Program

## ACTION I

Educate visitors on activities and events available on Lāna‘i focused on cultural and natural resources. These activities could include fish-pond restoration, koa tree planting, etc.

## 2

## PROJECTS MOVING ACTION I FORWARD

- Lāna‘i Culture and Heritage Center’s Biocultural Landscape Program
- Lāna‘i Culture and Heritage Center’s Our Living History: Lāna‘i Digital Archive

Hawai‘i Tourism Authority, Maui Visitors and Convention Bureau, Lāna‘i Cat Sanctuary, Lāna‘i Culture and Heritage Center

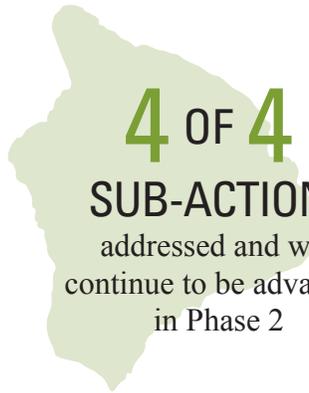


# HAWAI'I ISLAND DESTINATION MANAGEMENT ACTION PLAN

## Phase 1 Report

The Hawai'i Island Destination Management Action Plan (DMAP) was approved by the Hawai'i Tourism Authority's (HTA) Board in February 2021 and made available to the public on April 1, 2021. The DMAP is a community-based plan, divided into three, year-long phases. There are 10 high-level actions with 36 sub-actions in Phase 1. This report highlights the collective initiatives in Phase 1.

HTA works in partnership with the County of Hawai'i's Department of Research and Development, and the Island of Hawai'i Visitors Bureau (IHVB). HTA also provided funds to the Hawai'i Visitors and Convention Bureau/IHVB to hire a Destination Manager to assist HTA in implementing the DMAP. The Destination Manager came on board in December 2021. In addition, HTA continues to coordinate and collaborate with other state agencies, such as the Department of Land and Natural Resources, as well as nonprofits and businesses.



# 4 OF 4 SUB-ACTIONS

addressed and will continue to be advanced in Phase 2

# 2 RFPs ISSUED



- County’s Department of Research and Development Innovation Grant
- Hawai‘i Tourism Authority’s Aloha ‘Āina Program

# ACTION A

Protect and preserve culturally significant places and hotspots.



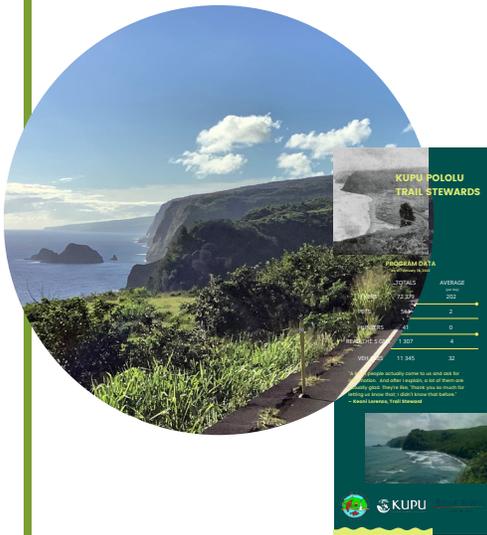
# 9 HOTSPOTS BEING ADDRESSED

- Waipi‘o Valley
- Pololū Valley
- Papakōlea/  
Green Sands Beach
- Kahalu‘u Bay
- Kumukahi
- Keaukaha
- Kealakekua Bay  
State Historical Park
- Ho‘okena and Miloli‘i
- Pohoiki



# 11 ORGANIZATIONS MOVING THIS ACTION FORWARD

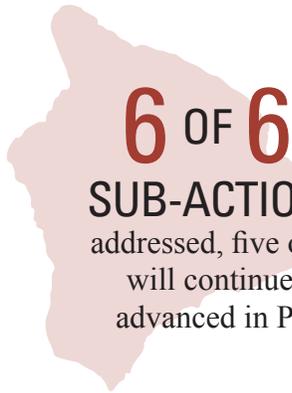
- KUPU
- Pōhāhā I Ka Lani
- Big Island Invasive Species Committee
- Hawai‘i Forest Institute
- Ho‘oulu Lāhui
- Hui Aloha Kīholo
- Kalanihale
- The Kohala Center, Inc.
- Waikōloa Dry Forest Initiative
- Big Island Resources Conservation and Development Council
- County’s Culture-based Education Action Team



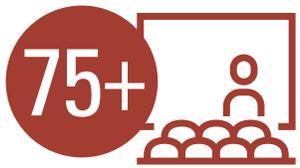
## POLOLŪ VALLEY STEWARDSHIP PILOT PROGRAM

This HTA-funded pilot program is in partnership with the Department of Land and Natural Resources’ Nā Ala Hele Trail and KUPU. Four stewards from North Kohala inform visitors and residents about the history, culture, and environment of the area. In addition, they provide safety services.

Hawai‘i Tourism Authority, County of Hawai‘i, Island of Hawai‘i Visitors Bureau, Department of Land and Natural Resources, Pōhāhā I Ka Lani, KUPU, Big Island Invasive Species Committee, Hawai‘i Forest Institute, Ho‘oulu Lāhui, Hui Aloha Kīholo, Kalanihale, The Kohala Center, Inc., Waikōloa Dry Forest Initiative, Big Island Resources Conservation and Development Council



**6 OF 6**  
**SUB-ACTIONS**  
 addressed, five of which  
 will continue to be  
 advanced in Phase 2



**75+**  
**CULTURAL AND  
 EDUCATION  
 TRAINING  
 SESSIONS**

held via Native  
 Hawaiian Hospitality  
 Association's (NaHHA)  
 Wahi Pana Series and  
 'Ōlelo Hawai'i training

# ACTION **B**

Develop resources  
 and educational  
 programs to  
 perpetuate authentic  
 Hawaiian culture  
 and 'Ōlelo Hawai'i.

## **2** RFPs ISSUED

- County's Department of Research and Development Innovation Grant
- Hawai'i Tourism Authority's Kūkulu Ola Program

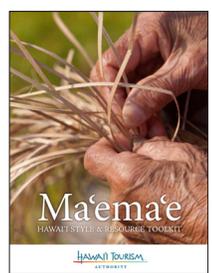
**1** COUNTY PROJECT:  
 Hale Ki'i Market -  
 KIK Ka'eaikahelani

**1** TOUR GUIDE  
 CERTIFICATION  
 STUDY IN THE FIELD  
 to examine best  
 practices around the  
 world

**1** HAWAI'I ISLAND  
 RESILIENCE  
 ACTION TEAM  
 PILOT PROJECT:  
 Culture-Based  
 Education, Mālama  
 Wahi Kūpuna

**4** HAWAI'I ISLAND  
 KŪKULU OLA  
 PROJECTS:

- Pa'a Pono Miloli'i
- La'i'ōpua 2020
- Pōhāhā I Ka Lani
- The Kohala Center, Inc.



### PROMOTION OF HTA'S MA'EMA'E TOOLKIT

**3** 'ŌLELO HAWAI'I PROGRAMS/RESOURCES  
 SUPPORTED, including Mauiola Endowment  
 Program and Awaiaulu Kīpapa Resources.  
 Hawai'i Volcanoes National Park is restoring the  
 original Hawaiian place names to its park maps,  
 apps and signs.



### NaHHA'S PROGRAM GOALS

“To promote Hawaiian culture, values, and traditions in the workplace through consultation and education, and to provide opportunities for the Native Hawaiian community to shape the future of tourism.”

Hawai'i Tourism Authority, County of Hawai'i, Island of Hawai'i Visitors Bureau,  
 Native Hawaiian Hospitality Association, National Park Service

**5 OF 5**  
**SUB-ACTIONS**  
 addressed, all of  
 which continue  
 in Phase 2



Quarterly Hawai'i Island  
 Resilience Cohort Coalition  
 Meetings held by the County



**CULTURAL AND  
 EDUCATION  
 TRAINING  
 SESSIONS**  
 held via Native  
 Hawaiian Hospitality  
 Association

**ACTION C**

Support and promote  
 'āina-based education  
 and practices to  
 protect and preserve  
 our natural resources  
 so that residents  
 and visitors will  
 aloha 'āina.

**1 PILOT TOUR OPERATOR  
 CERTIFICATE PROGRAM**  
**FUNDED BY THE COUNTY:**  
 The Edith Kanaka'ole  
 Foundation's KIPA Certificate  
 Program

**2 COUNTY-SUPPORTED  
 PROJECTS:**

- The Kohala Center's Wahi Pana  
 O Kahalu'u Series: Introduction  
 & Ho'olauna
- Edith Kanaka'ole Foundation's  
 Lehia to Paipai Coastline  
 Research Project

**1 STUDIO PROGRAM:**  
 NaHHA and travel2change's  
 six-week Kaiāulu Ho'okipa  
 Impact Studio program  
 supports community-based and  
 entrepreneurial projects. The  
 initiative helps Hawai'i nonprofit  
 organizations and community  
 groups build capacity to host  
 experiences for kama'āina and  
 visitors.



**MĀLAMA HAWAII PROGRAM:** Growing the  
 number of industry partners and community  
 organizations that offer unique volunteer  
 opportunities such as reforestation projects  
 and tree planting to self-directed beach  
 clean-ups and Hawaiian quilting sessions.



**EDITH KANAKA'OLE FOUNDATION KIPA CERTIFICATE PROGRAM**  
 The KIPA Indigenous Alignment Certification Pilot Program, funded by the  
 County of Hawai'i, is in partnership with the Edith Kanaka'ole Foundation.  
 The program was created to help visitor industry service providers deliver rich  
 experiences that honor the culture, environment and history of Hawai'i Island.

Hawai'i Tourism Authority, County of Hawai'i, Island of Hawai'i Visitors Bureau, Native Hawaiian Hospitality Association,  
 travel2change, Edith Kanaka'ole Foundation, The Kohala Center, Hawai'i Visitors and Convention Bureau

## 5 OF 5 SUB-ACTIONS

addressed, all of which continue in Phase 2

## 1 RFP ISSUED

- County's Stewardship Grants



## ACTION D

Connect with community networks and partner with community-based organizations to collaboratively identify sites, set carrying capacities, and implement stewardship plans to protect and preserve our natural resources.

## 3 REGENERATIVE MANAGEMENT STRATEGIES IMPLEMENTED AT KAHALU'U BAY

Department of Land and Natural Resources is reducing the number of permits allowable and timing for commercial beach access at Kahalu'u Bay; County is closing park on certain days

## 5 COUNTY PROJECTS FUNDED

### CONSERVATION INTERNATIONAL – HAWAII CHAPTER

The Advancing a New Mālama 'Āina Vision for Tourism on Hawai'i Island Pilot Program, funded by the County of Hawai'i, is in partnership with Conservation International. Two community-based stewards from South Kona were hired to conduct ecological and human-use monitoring, and education in Kealakekua, Hōnaunau, Ho'okena and Miloli'i.

County of Hawai'i, Department of Land and Natural Resources, Conservation International, The Kohala Center, Edith Kanaka'ole Foundation



MONTHLY HTA E-BULLETINS



HTA WEBINAR UPDATES –  
Fall and Winter



HAWAII ISLAND LEGISLATURE CAUCUS MEETING held with HTA and Island of Hawai'i Visitors Bureau

## 2 OF 2 SUB-ACTIONS

addressed, all of which continue in Phase 2

10+ COUNTY ONLINE AND IN-PERSON INFORMATIONAL SESSIONS



## ACTION E

Create opportunities for ongoing dialogue, communications, engagement between the visitor industry, government and communities to improve industry relations and better serve the community.

## 3 OF 3 SUB-ACTIONS

addressed, all of which continue in Phase 2



## 2 AIRLINES SHOWING PONO PLEDGE IN-FLIGHT VIDEO

- Hawaiian Airlines
- American Airlines



## 1 PONO PLEDGE VIDEO PRODUCED AND PROMOTED BY THE COMMUNITY

## 5 HOTELS AND RESORTS SHARING THE PONO PLEDGE

**515%** INCREASE IN PONO PLEDGE SIGN UPS (+15,500 INDIVIDUALS) SINCE JULY 2021

## ACTION F

Implement a comprehensive communications and education plan that facilitates positive community-visitor relations and pono practices, including the Pono Pledge.

County of Hawai'i, Island of Hawai'i Visitors Bureau, Hawaiian Airlines, American Airlines

## 7 COUNTY-SUPPORTED PROJECTS:

- Hawai'i Farm Trails
- Big Island Made
- Locavore Store
- Hawai'i Island Agriculture Partnership
- Big Island Box
- Farm-to-Car
- Marketing and promotional activities of the ornamental flower industry



APP TO CONNECT VISITORS/RESIDENTS WITH AGRITOURISM:  
Hawai'i Farm Trails

## 3 OF 3 SUB-ACTIONS

addressed, all of which continue in Phase 2



HTA-SUPPORTED CAPACITY-BUILDING AGRITOURISM TOURS HELD TO CULTIVATE AGRITOURISM VENTURES:

- GoFarm Hawai'i
- Hawai'i Agritourism Association
- O'ahu RC&D

## ACTION G

Promote agritourism, and partner with Hawai'i Island's agriculture industry to support local food security.

### KOHALA COAST RESORT ASSOCIATION

Working with the County to develop opportunities to connect the island's hotels and resorts with farmers.



Hawai'i Tourism Authority, County of Hawai'i, Kohala Coast Resort Association, Hawai'i Farm Trails, GoFarm Hawai'i, O'ahu Resource Conservation and Development Council, Hawai'i Agritourism Association, Native Hawaiian Hospitality Association

**2 OF 2**  
**SUB-ACTIONS**

addressed, all of which will continue in Phase 2



**1 RFP ISSUED**

Hawai'i Tourism Authority's Community Enrichment Program



**CULTURAL AND EDUCATION TRAINING SESSIONS**

held via Native Hawaiian Hospitality Association

**ACTION H**

Invest in community-based programs that enhance quality of life for communities.

**15 HAWAII ISLAND COMMUNITY ENRICHMENT PROGRAM PROJECTS FUNDED**

**1 COMMUNITY WELL-BEING SPECIALIST HIRED** by the County's Department of Research and Development

**1 STUDIO PROGRAM:** NaHHA and travel2change's six-week Kaiāulu Ho'okipa Impact Studio program supports community-based and entrepreneurial projects. The initiative helps Hawai'i nonprofit organizations and community groups build capacity to host experiences for kama'āina and visitors.

Hawai'i Tourism Authority, County of Hawai'i, travel2change, Native Hawaiian Hospitality Association

**1 OF 2**  
**SUB-ACTIONS**

addressed, which will continue in Phase 2

**ACTION I**

Advocate/create more funding sources to improve infrastructure.

**2 PROGRAMS TO PROVIDE SUPPORT FOR ALTERNATIVE MODES OF TRANSPORTATION FOR HOTEL WORKERS**



• County is launching the Vanpool program with the Kohala Coast Resort Association



• Greatly increased Hele On route schedule including routes between airport and resorts. Hele On travel is also free through December 31, 2023 and bike racks were installed on buses.

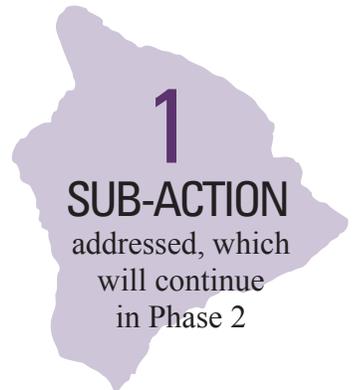
County of Hawai'i, Island of Hawai'i Visitors Bureau

**ACTION J**

Improve enforcement of vacation rental regulations.



**MEETINGS HELD AND LEGISLATION INTRODUCED** in the County Council



**1 SUB-ACTION** addressed, which will continue in Phase 2

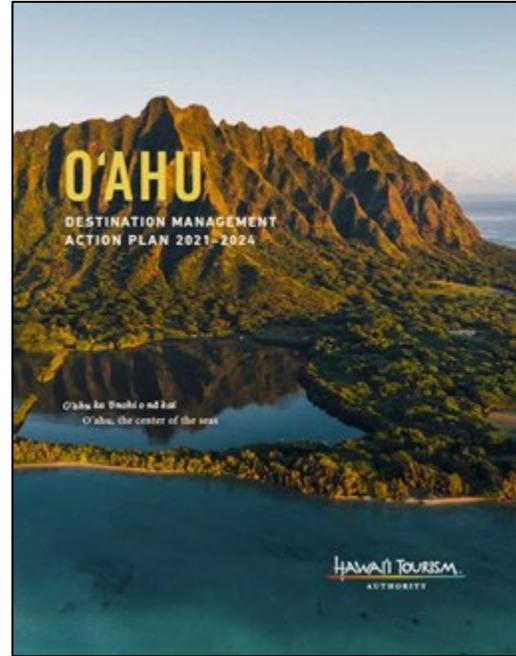
County of Hawai'i, Island of Hawai'i Visitors Bureau

## Winter 2022 Progress Report – O’ahu Destination Management Plan

The O’ahu Destination Management Action Plan (DMAP) was approved by the Hawai’i Tourism Authority’s (HTA) board of directors in July 2021. It was released to the public and published on HTA’s website on August 31, 2021.

This report provides an update on the progress toward fulfilling O’ahu’s DMAP from November 19, 2021 to March, 31 2022, and specifically provides updates on the actions identified for Phase 1 (September 2021 - 2022) implementation. Only Phase 1 sub-actions are listed unless otherwise noted. There are 37 sub-actions in Phase 1, of which 31 (84%) are in progress. Four sub-actions in phase 2 have been started and one is completed.

Mahalo to the City & County of Honolulu’s Office of Economic Revitalization and the O’ahu Visitors Bureau (OVB) for their support and partnership in moving the O’ahu DMAP actions forward. HTA also acknowledges the other state and county agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.



### Legend

Symbol	Definition
	Not Started – Action has not begun.
	Delayed – Action was initially targeted for the identified phase, but then deferred to a later phase.
	In Progress – Action is being worked on.
	Completed – Action is finished being implemented.

Winter 2022 Progress Report – O‘ahu DMAP (continued)

**Action A. Decrease the total number of visitors to O‘ahu to a manageable level by controlling the number of visitor accommodations and exploring changes to land use, zoning and airport policies.**

Progress	Sub-Action No.	Sub-Action
	A.1	<p><b>Lower the number of illegal short-term vacation rentals by supporting the County to improve enforcement of current regulations. Support the County in implementing new rules.</b></p> <ul style="list-style-type: none"> <li>HTA, OVB, City &amp; County of Honolulu, and Anthology Marketing Group developed talking points to rally testimony for Bill 41.</li> <li>HTA, Hawai‘i Tourism USA (HTUSA) and OVB sent email blasts to their databases, memberships, OVB Board and other partners to request testimony.</li> <li>HTA provided oral testimony at the hearings.</li> <li>OVB met with Northstar media discussing DMAP, illegal vacation rental concerns, and pre- and post- arrival messaging that are important to the destination for travel advisors to understand in their communications with the prospective visitor.</li> <li>The City Council approved Bill 41 on April 13, 2022. The ordinance takes affect 180 days after its approval by the Mayor.</li> </ul>
	A.2	<p><b>Provide resources to engage communities and agencies to collaborate on additional rules; particularly to limit expansion of legal short-term vacation rentals outside of the resort areas.</b></p> <ul style="list-style-type: none"> <li>HTA, OVB, City &amp; County of Honolulu, and Anthology Marketing Group developed talking points to rally support of City &amp; County bill.</li> <li>HTA, HVCB and OVB sent email blasts to their databases, memberships, OVB Board and other partners to request their support and testimony.</li> </ul>
	A.3	<p><b>Commit resources to study methods of limiting supply such as:</b></p> <ul style="list-style-type: none"> <li><b>Controlling new visitor accommodation development through building permits or approvals for new sites.</b></li> <li><b>Exploring changes to land use, zoning, airport policies, etc. that influence tourism infrastructure and ultimately determine the number of visitors that can access O‘ahu sites.</b></li> </ul>

## Winter 2022 Progress Report – O‘ahu DMAP (continued)

### **Action B. Implement a pre- and post-arrival tourism communications program to encourage respectful and supportive behavior.**

Progress	Sub-Action No.	Sub-Action
	B.1	<b>Identify the best messaging and ways to reach and communicate with visitors prior to arrival.</b>
<ul style="list-style-type: none"> <li>HTA's Global Marketing Team (GMT) shared all statewide Mālama Hawai'i and Kuleana/Travel Tips videos via owned and partners' channels.</li> <li>HTA is moving forward with Airport Advertising through the procurement process and will display Pono Travel tips/Mālama Hawai'i messaging, especially during summer travel.</li> <li>OVB is pulling together a document that provides a list of DMAP Hotspots and previous bureau Sensitive Areas, concern, recommended action and recommended messaging to be used by HTA contractors and select industry partners on a test trial.</li> <li>OVB met with Northstar media discussing DMAP, illegal vacation rental concerns, and pre- and post- arrival messaging that are important to the destination for travel advisors to understand in their communications with the prospective visitor.</li> </ul>		
	B.2	<b>Support Hawaiian cultural educational and training programs – including 'Ōlelo Hawai'i (Hawaiian language) for the employees in the visitor industry (e.g. hotels, tour guides).</b>
<ul style="list-style-type: none"> <li>Native Hawaiian Hospitality Association (NaHHA) continues training/webinars.</li> <li>OVB is collecting data for training programs on HR programs and cultural training or improve cultural training or other resources.</li> <li>OVB presented DMAP and encouraged companies to support Hawaiian cultural education and training program to industry partners including airlines, hotels, attractions and activities.</li> </ul>		
	B.3	<b>Develop a messaging program (physical and virtual) to educate visitors and locals about significant sites or areas and pono practices related to them.</b>
<ul style="list-style-type: none"> <li>HTUSA is running statewide post- arrival behavioral messaging through WAZE driving app. OVB worked on messaging to impact visitor behavior change regarding 1) community concern regarding litter and 2) resident sentiment on driving respectfully and parking in designated legal areas. OVB consulted with HTUSA marketing on Waze app priorities for hotspots on the North Shore and Kailua, Lanikai Hotspots regarding traffic and parking concerns for these locations for the app, kept message general, recommend implementing at other hotspots.</li> <li>HTUSA is creating assets for opportunities to place post-arrival messaging at EV charge stations at high visitor traffic areas of Ala Moana, SALT/Kaka'ako, Kaka'ako Ward and International Marketplace from April 1-May 1, 2022.</li> <li>HTA &amp; HTUSA is launching program at airport with Statewide message, as it relates to Action I: Mahalo for driving safely and with aloha. OVB messaging for O'ahu: Drive with aloha and please only park in designated areas.</li> <li>HTUSA and OVB worked on list of areas around O'ahu where Statewide Kuleana/Travel Tip videos will be served to visitors (and secondarily to residents) as they pass these areas and are geotargeted to be served the videos.</li> <li>The Kāhala Hotel &amp; Resort produced its own mālama Hawai'i video (<a href="https://youtu.be/xi5Pj5WZ8JM">https://youtu.be/xi5Pj5WZ8JM</a>). In addition, through the Kāhala's Initiative for Sustainability, Culture &amp; the Arts" (KISCA) and accredited green initiatives, they are</li> </ul>		

## Winter 2022 Progress Report – O‘ahu DMAP (continued)

working to preserve O‘ahu's natural and cultural resources for future generations (<https://www.kahalaresort.com/KISCA>).

- Ko‘olina Resort Association features the “Hawai‘i is Our Home” video on their website (<http://koolina.com>).



**B.4**

**Enhance the goHawaii app to include more real time information, road closures, events, local etiquette, resource protection, and areas that are off-limits.**

- Local etiquette, resource protection, Haunama Bay Reservation system is on the app.



**B.5**

**Boost the goHawaii app with geofencing capabilities to notify visitors when they are in proximity to a hotspot and redirect them to other more accessible areas through a reservation system.**

- OVB is working with WAZE apps and layer messaging with WAZE
- HTA and OVB working on identifying hotspots and determining how to work with organization/agency responsible for the spot.



**B.6**

**Promote use of the goHawaii app to travelers to encourage safe travels and communicate with them to understand where to go and not go.**

- This is ongoing through HTA's Global Marketing Team in English-speaking countries.

### **Action C. Identify sites and implement stewardship plans for key hotspots on O‘ahu.**

Progress	Sub-Action No.	Sub-Action
	<b>C.1</b>	<p><b>Work with stakeholders to identify sites associated with public impact on natural and cultural resources. Prioritize sites where:</b></p> <ol style="list-style-type: none"> <li><b>1) communities and/or neighborhoods have issues with visitors;</b></li> <li><b>2) conflicts exist within communities regarding visitors; or</b></li> <li><b>3) residents' access and traditional cultural access need protection.</b></li> </ol> <ul style="list-style-type: none"> <li>• 8 of the 18 sites are county related - ongoing development.</li> <li>• OVB continued dialog with NOAA on messaging and marine life conservation and met with Mālama Maunalua Bay to determine issues and collaboration opportunities.</li> </ul>
	<b>C.2</b>	<p><b>Work with communities to determine desired conditions or limits of acceptable change then identify management actions to achieve/ sustain those conditions to ensure integrity and avert degradation of hotspots.</b></p>
	<b>C.3</b>	<p><b>Develop a process to support government and community collaboration on how to manage and steward sites. Determine if there are similar issues across some of the hotspots, so they can be addressed in a group or pilot program.</b></p>

## Winter 2022 Progress Report – O‘ahu DMAP (continued)

- HTA is developing a program called the Community Tourism Collaborative which aims to build the capacity for stewardship.
- Through HTA's Kūkulu Ola program, the Hawai'i Historic Foundation received funding to carry out a NATIVE Act Stewardship Training for Native Hawaiian Site Protection and Restoration.



**C.4**

**Increase opportunities for community-led initiatives that steward and manage these resources, including closure of areas and managing traffic.**

- There are 12 programs funded through HTA's Aloha 'āina programs for calendar 2022.



**C.5**

**Advocate for increased funding and resources for Department of Land and Natural Resources, City and County Department of Planning and Permitting, and City and County Parks and Recreation, to better manage hotspots.**

- HTA tracking bills and submitted testimony to support resources to DLNR.



**C.6**

**Investigate site user fees or hiking permits that go directly to support and manage specific hotspots and the affected communities. Review studies to determine whether site fees are warranted and how fees are to be processed and returned to that spot or community for maintenance, management and enforcement. Evaluate if the fees are working.**



**C.7**

**Explore the process of requiring hikers to apply for and acquire a hiking permit. Fees would also go to reimburse search and rescue expenses. The process would include mandatory education on safety and protocol while hiking.**

### **Action D. Increase enforcement and active management of sites and trails.**

Progress	Sub-Action No.	Sub-Action
	<b>D.1</b>	<b>Explore ways to improve enforcement of parking rules at hotspots and popular visitor attractions. Crack down on illegal tour vans and buses dropping people off at beaches and trails.</b>
		<ul style="list-style-type: none"> <li>• HTA and CCOH's Department of Parks and Recreation (DPR) are working together to address unauthorized commercial activities. HTA issued a Request for Quote (RFQ) to review of City's ordinance and rules, targeting unauthorized commercial activities. However, since the time of issuing the RFQ, there was proposed legislation introduced by the City Council, so HTA cancelled the RFQ and will continue to work with DPR on future initiatives to assist.</li> <li>• HTA and OVB met with E Noa Tours, North Shore Neighborhood board for a site visit of Hale'iwa town on impacts of illegal tour busses and impacts of tours that bus and drop people off in residential neighborhoods beach access right away.</li> <li>• CCOH's DPR will be piloting a park ranger program.</li> </ul>

## Winter 2022 Progress Report – O‘ahu DMAP (continued)



D.2

**Increase biosecurity at Daniel K. Inouye International Airport and trails.**

- Promote sanitation protocols for cleaning gear.
- Encourage responsible visitor practices like cleaning gear at hiking trails and not tracking in invasive species.

- DLNR working on a ports of entry biosecurity plan. Awaiting legislative approval for funding the implementation of the plan.

### **Action E. Develop a reservation system to monitor and manage users at natural resource and cultural sites.**

Progress	Sub-Action No.	Sub-Action
	E.1	<b>Explore a reservation system and demand-based fee pricing at popular sites and hotspots.</b>
		<ul style="list-style-type: none"> <li>• HTA is working with HVCB to develop a "channel manager" to move this action forward.</li> <li>• DLNR's Division of State Parks will be releasing a reservation system at Lē‘ahi – Diamond Head State Monument effective May 12th.</li> </ul>
	E.2	<b>Evaluate the current reservation systems at Hanauma Bay and Lē‘ahi to support a sustainable capacity of visitors and advocate for expansion to other hotspots on the island.</b>
		<ul style="list-style-type: none"> <li>• This will be done via HVCB in the development of the “channel manager” platform.</li> </ul>
	E.3	<b>Pilot a program for a statewide reservation system that can redistribute excess demand to other sites or to other participating attractions.</b>
		<ul style="list-style-type: none"> <li>• HTA is working with HVCB to develop a "channel manager" to move this action forward.</li> </ul>

**Winter 2022 Progress Report – O‘ahu DMAP (continued)**

**Action F. Establish a “Regenerative Tourism Fee” that directly supports programs to regenerate Hawai‘i’s resources, protect natural resources, and address unfunded conservation liabilities.**

Progress	Sub-Action No.	Sub-Action
	F.1	<b>Identify how to legally collect this fee (State gives the County the authority to establish such a fee), distribute this type of fee, and develop accountability measures. The fee would support the management system, impacted communities, and workforce development in jobs related to invasive species removal, fishpond restoration, coral growing, and native ecosystem restoration.</b>

- There was various legislation introduced during the state legislature session on the subject. HTA testified in support of site-specific fees, and also for a Natural Resource Special Fund.

**Action G. Develop and implement marketing programs to attract positive-impact travelers who prioritize the environment, culture and investing in our local community.**

Progress	Sub-Action No.	Sub-Action
	G.1	<b>Continue to develop and focus marketing messaging to market segments that appreciate learning about unique cultures and natural resources.</b>

- GMTs have been sharing all statewide Mālama Hawai‘i and Kuleana/Travel Tips videos via owned and partners' channels.
- HTUSA and OVB PR team identifying which awardees from Kūkulu Ola, Aloha ‘Āina, and CEP to outreach for potential local and national story placements.

	G.2	<b>Continue to develop plans to attract higher spending travelers (i.e., meetings, conventions and incentives (MCI) visitors, weddings, business travelers, medical tourism, LGBTQ, and arts and culture).</b>
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- GMT continues to target high-value visitors to Hawai‘i.
- Meet Hawai‘i is addressing Corporate Social Responsibility (CSR) by including on its meetHawai‘i.com site a CSR section. <https://www.meetHawai‘i.com/csr/>
- HTUSA and OVB working on plans to further develop with additional community non-profits (incl. orgs from Kūkulu Ola and Aloha ‘Āina) able and wanting to provide group CSR options.

## Winter 2022 Progress Report – O‘ahu DMAP (continued)



### **G.3 Continue to reassess and adjust marketing O‘ahu with context and not just surf and sand. Include island values, prioritize environment and culture to attract the right kind of visitors.**

- GMT continues to target mindful visitors and promote voluntourism in market.
- HTUSA hosted and OVB met with TravelAge West (Northstarmedia) discussing DMAP, the illegal vacation rental concerns and pre- and post- arrival messaging that are very important to the destination for travel advisors to understand in their communications with the prospective visitor. HTUSA also hosted media visit by AFAR who experienced Gunstock Ranch tree planting and was connected to the Mālama Hawai‘i positioning for the Hawaiian Islands.



### **G.4 Use marketing campaigns as an opportunity for visitors to connect with O‘ahu on a deeper level through immersive experiences, and travel in a way that enriches their lives while giving back to the communities they are fortunate enough to visit.**

- GMT continues to target mindful visitors and promote voluntourism in market
- HTA's Kulāiwi series is a 7-part video messaging series with call to action for visitors and locals to support local businesses on an e-commerce site.
- HTUSA continued to share the Mālama Hawai‘i initiative with media interested in Hawai‘i, including senior travel editor for AFAR.
- Hawai‘i Tourism Japan conducted seminars for travel agents and introduced several volunteer opportunities provided by NPOs such as beach clean ups by Sustainable Coastline Hawai‘i.
- Hawai‘i Tourism Canada promoted Mālama Hawai‘i program on every platform and campaign in the Canadian market; the Mālama Hawai‘i video "Habitat Stewardship" is being shown in all the WestJet flights bound to Hawai‘i encouraging passengers to participate in these programs.
- Hawai‘i Tourism Korea introduced via B2C e-newsletter Hyatt Place Waikīkī Beach's Reforestation Mālama Program.
- HTUSA and OVB continue to develop Mālama Hawai‘i opportunities and have continued to share these stories with media through PR efforts. HTUSA continues to distribute the evergreen release that promotes O‘ahu's CEP events and Mālama Maunaloa.



### **G.5 Continue to develop campaigns to shift visitation from peak periods to slower shoulder periods.**

- GMT continues to promote shoulder periods



### **G.6 Be intentional about what we promote to ensure that it is authentic. Enhance the current "The Hawaiian Islands" brand guidelines for the industry partners and encourage consistent use.**

- HTA is updating and optimizing Ma‘ema‘e Toolkit with NaHHA to create an engaging and interactive experience.
- HTUSA will be reviewing and updating all digital content, including goHawaii website to determine Hawaiian words that do not use diacritical markings. HTA requested to convert all digital copy to include ‘Ōlelo Hawai‘i orthography.

## Winter 2022 Progress Report – O‘ahu DMAP (continued)



G.7

**Develop metrics and collect data to measure marketing effectiveness beyond the economic impacts (e.g., Aloha+ Challenge measures, acceptance of tourism by local residents, visitors participating in voluntourism, buying local, etc.).\***

- GMT started tracking voluntourism participation by visitors.

*\* This is a phase 2 sub-action in progress now.*

**Action H. Continue to develop and implement “Buy Local” programs to promote purchase of local products and services to keep funds in our communities and minimize carbon footprint.**

Progress	Sub-Action No.	Sub-Action
	H.1	<p><b>Continue to encourage the visitor industry to prioritize purchase of Hawai‘i based, ‘āina friendly products, services and technology solutions to include literature, crafts, fashion, music, performance art, film, fresh produce, value-added products, and software.</b></p> <ul style="list-style-type: none"> <li>• HTA is working with DBEDT to create videos showcasing locally made companies, call to action - Made in Hawaii online ecommerce.</li> <li>• HTA met with other key stakeholders to discuss our statewide efforts toward supporting local, which contributes to the Kulāiwi Series outcome.</li> </ul>
	H.2	<p><b>Work with hotels, restaurants, and visitor retail to feature or promote local products.</b></p> <ul style="list-style-type: none"> <li>• OVB presented DMAP and encouraged companies to support Hawaiian cultural education and training program to industry partners including airlines, hotels, attractions and activities</li> </ul>
	H.3	<p><b>Continue to leverage programs that support buying local. Coordinate with various certification programs for a cohesive promotion program.</b></p> <ul style="list-style-type: none"> <li>• GMT continues to develop and promote various “buy local” programs.</li> </ul>
	H.4	<p><b>Promote O‘ahu artisans, including local crafts, fashion, music, performing, and visual arts.</b></p> <ul style="list-style-type: none"> <li>• GMT continues to develop and promote various “buy local” programs.</li> <li>• HTA will be issuing a request for proposal for its Resort Association Hawai‘i Cultural Initiative to support providing a “Hawaiian sense of place” including local entertainment at resort areas statewide.</li> <li>• HTA, OVB, HTUSA continue promoting through various social media and other media.</li> </ul>

## Winter 2022 Progress Report – O‘ahu DMAP (continued)

### Action I. Manage the visitors' use of cars as transportation on O‘ahu.

Progress	Sub-Action No.	Sub-Action
	I.1	<p><b>Work with the O‘ahu Metropolitan Planning Organization to examine the issues stemming from visitor traffic in impacted communities. Determine how to alleviate those issues such as developing infrastructure to reduce stress on residential areas or a penalty structure to discourage visitors or industry from violating restrictions.</b></p> <ul style="list-style-type: none"> <li>HTUSA is running statewide post- arrival behavioral messaging through WAZE driving app program. One of the HTUSA Statewide banner's message is "Mahalo for driving safely and with aloha." OVB worked on messaging to impact visitor behavior change regarding resident sentiment on driving respectfully and parking in designated legal areas.</li> <li>HTUSA is creating assets for opportunities to place post-arrival messaging at EV stations at high visitor traffic areas of Ala Moana, SALT/Kaka‘ako, Kaka‘ako Ward and International Marketplace.</li> <li>HTUSA &amp; HTA launching post- arrival messaging/Island specific video wall ads program at airport. Statewide message, as it relates to Action I: Mahalo for driving safely and with aloha. OVB messaging for O‘ahu will be: Drive with aloha and please only park in designated areas.</li> </ul>
	I.2	<p><b>Support O‘ahu Metropolitan Planning Organization efforts to provide safe, convenient, reliable and efficient private and public transportation to shift visitors from driving rental cars to more environmentally sustainable modes. Include the development, support of, and advocacy for bike paths and the promotion of bicycle use.</b></p> <ul style="list-style-type: none"> <li>OVB and CCOH will develop a GetAroundO‘ahu website to encourage different modes of transportation throughout the island.</li> <li>HTUSA/OVB will implement goHawai‘i app beacons along Kalākaua Avenue to bring awareness of more sustainable forms of transportation along Kūhiō Avenue to visitors.</li> <li>OVB working on identifying hotspots and determining how to work with organization/agency responsible for the spot.</li> </ul>
	I.3	<p><b>Consider creating pedestrian-oriented areas.</b></p> <ul style="list-style-type: none"> <li>OVB met with Complete Streets administrator, focusing on Kūhiō and Ala Wai improvements in 2022.</li> </ul> <p><i>* This is a phase 2 sub-action in progress now.</i></p>
	I.4	<p><b>Look at shuttles from parking areas to sites to alleviate individual cars or parking reservation systems.</b></p> <ul style="list-style-type: none"> <li>OVB met with Complete Streets administrator, focusing on Kūhiō and Ala Wai improvements.</li> </ul> <p><i>* This is a phase 2 sub-action in progress now.</i></p>

**Winter 2022 Progress Report – O‘ahu DMAP (continued)**

**Action J. Work with community partners to develop, market, encourage, and support more collaborative, curated experiences that enrich residents and visitors alike.**

Progress	Sub-Action No.	Sub-Action
	J.1	<p><b>Increase the number of suitable places for visitor and resident activities by renovating popular hikes/sites away from residential areas or developing new sites. Improvements would include adding walking paths, developing parking, signage, etc.</b></p> <ul style="list-style-type: none"> <li>OVB met with SSA Group and Deputy Director of CCOH's Dept. of Enterprise Services to discuss DMAP with possible collaboration with post- arrival messaging.</li> </ul>
	J.3	<p><b>Develop new recreational opportunities for residents to ease the burden on sites that are heavily used by visitors and residents.</b></p> <ul style="list-style-type: none"> <li>This action continues to be worked on.</li> </ul>
	J.4	<p><b>Explore the creation of a curated “city pass” program to move visitors to sites and attractions that have capacity and infrastructure to handle more visitors.</b></p> <ul style="list-style-type: none"> <li>OVB assessing curated city pass. OVB met with Go City to better understand their “city pass” product and discussed with SSA Group – a ticketing/food/retail management company utilized by various attractions. Looking to work with Go City and monitor their product as they are one of the largest in the US/global. O‘ahu is not a large enough destination to have multiple attraction passes without it cannibalizing on the attraction’s business (operationally and from a revenue standpoint).</li> <li>OVB met with SSA Group and Deputy Director of CCOH's Dept of Enterprise Services to discuss DMAP with possible collaboration and viability of a CCOH pass. Later is not viable.</li> </ul>
<p><i>* This is a phase 2 sub-action in progress now.</i></p>		
	J.5	<p><b>Examine creation of “Kama‘āina Days” at identified sites with priority for weekends.</b></p> <ul style="list-style-type: none"> <li>This action continues to be worked on.</li> </ul>

## **8**

Report and Update by the **Budget, Finance, and  
Convention Center** Standing Committee

## **8a.1**

Financial Statements – Executive Summary  
As of March 31, 2022



AUTHORITY

Financial Statements – Executive Summary  
As of March 31, 2022

**Foreword:**

- FY 2021 Transactions Processed in FY 2022. As noted in HTA’s June 30, 2021 financial statements, some transactions using FY 2021 funds that we submitted to DAGS in FY 2021 were processed by DAGS as FY 2022 business. It is necessary to include these transactions processed in July 2021 in HTA’s official records for FY 2022 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 FY 2021 encumbrance records and we will omit these transactions from our focus in FY 2022 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. \$39.9M in cash (remaining from amount that has been allotted to HTA so far), a decrease of \$4.2M primarily due to disbursements related to operational and program expenditures.
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	-	1,565,500	-	1,815,500	-
Natural Resources	-	665,000	665,000	665,000	-
Community	27,289,500	735,500	735,500	735,500	120,000
Branding	28,500,000	31,730,000	31,730,000	33,563,000	29,012,396
Sports	-	3,677,889	3,677,889	4,344,889	2,344,889
Safety & Security	-	900,000	900,000	900,000	1,380
Research	-	-	-	60,000	-
Planning	-	2,005,200	2,005,200	2,005,200	366,158
Admin	648,700	999,111	999,111	999,111	191,669
Governance and Org-Wide	351,800	351,800	351,800	351,800	215,416
Payroll	3,210,000	3,210,000	3,210,000	3,410,000	3,210,000
	<u>60,000,000</u>	<u>45,840,000</u>	<u>44,274,500</u>	<u>48,850,000</u>	<u>35,461,908</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 \$48.9M, 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	48,375,000	Programs previously identified as needing further clarification to Board's
January 2022 Meeting	475,000	48,850,000	NAHHA FY23

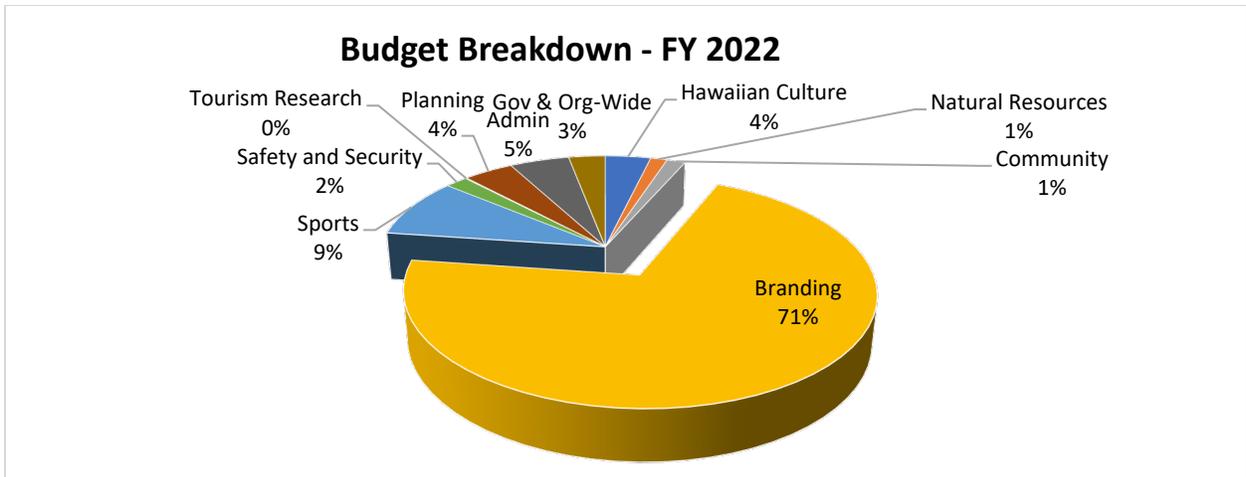
Through March, \$11,150,000 of programs presented as part of HTA's draft FY 2022 budget has been deferred or will be reprogrammed for other purposes, resulting in a FY 2022 budget of \$48,850,000 approved to date.

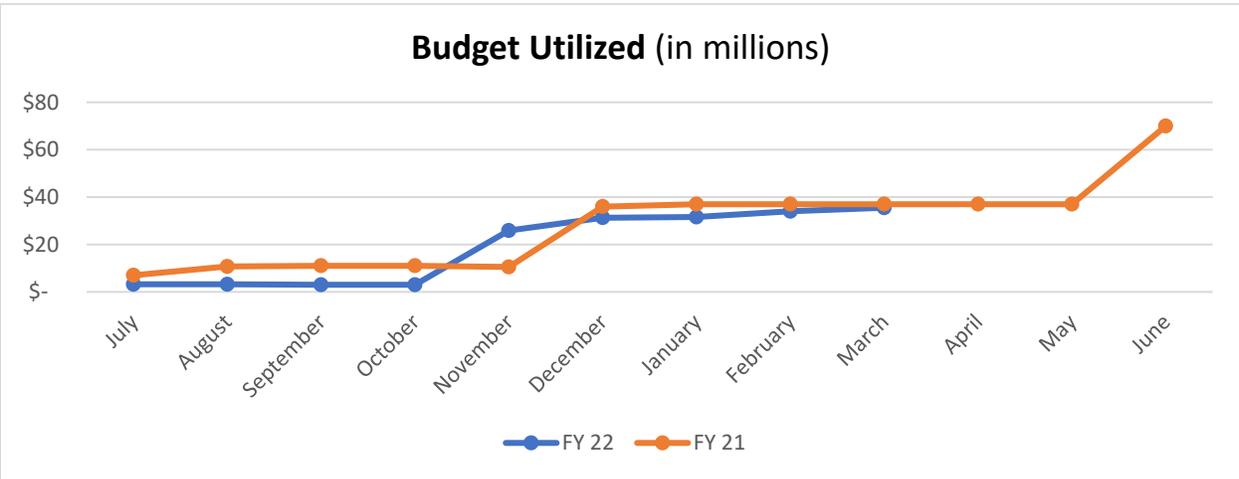
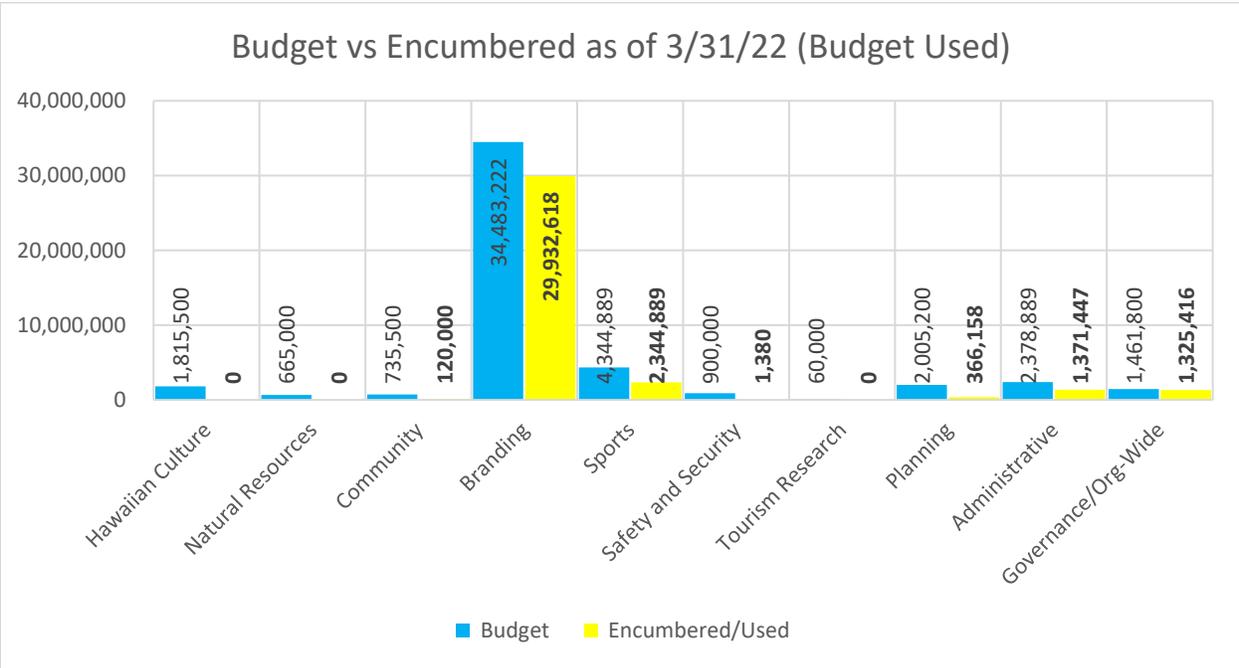
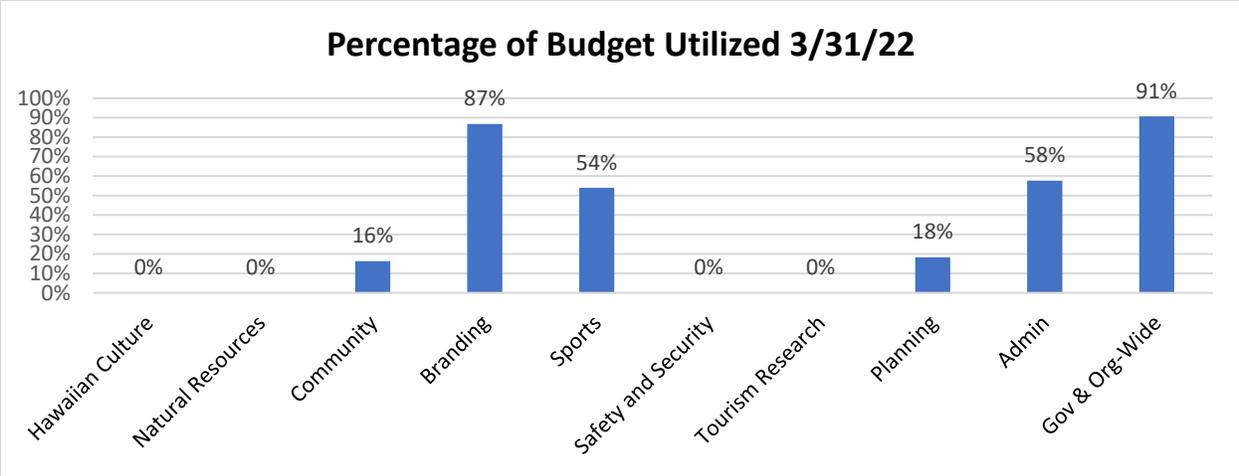
As of March 31, 2022, \$35.5M of the \$48.9M FY2022 budget was utilized/encumbered, or 72%.

Below is a summary of the FY 2022 budget based upon Federal reporting categories (titles were paraphrased):

<b>Primary Federal Category</b>	<b>Budget</b>	<b>Encumbered</b>	<b>Remaining</b>
Economic Recovery	45,440,000	32,251,908	13,188,092
Continuation of Government Services			
Payroll	3,410,000	3,210,000	200,000
	48,850,000	35,461,908	13,388,092

The following are various charts to depict our FY 2022 budget, budget utilization and trends. It is important to note that approximately \$11M of HTA’s budget has been deferred for approval as of the date of these financial statements, and accordingly are not reflected here below. Additionally, a more balanced budget would be evident when considering the contracts for FY 2022 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.

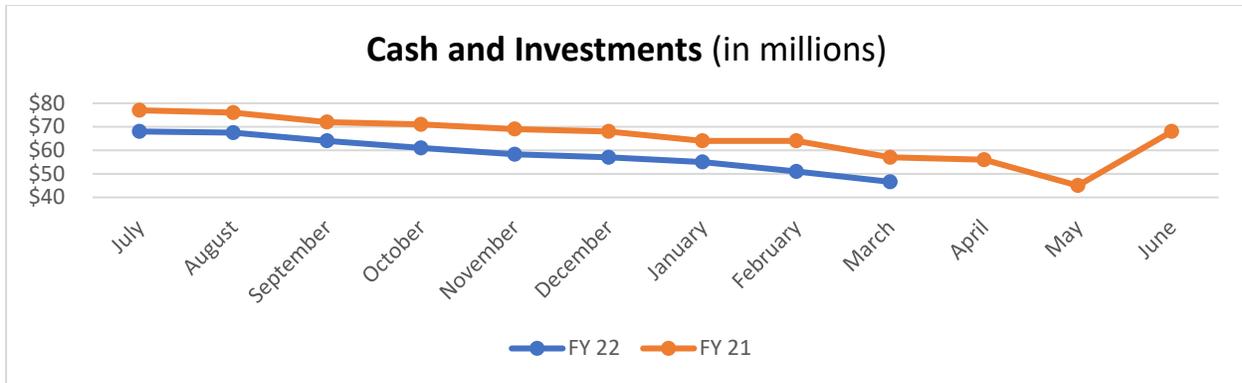




4. A detail of the budget reallocations made for the reporting period and cumulatively for the fiscal year is provided on the accompanying Budget Reallocation Summary. The following notable reallocations occurred in March 2022:
  - a. \$250K from Route Development and \$150K from Hawaiian Culture Opportunity Fund to Resort Area Hawaiian Culture Initiative
  - b. \$167K from gohawaii.com to Sports Program Unallocated
  - c. \$500K from gohawaii.com to LPGA
  - d. \$43K from gohawaii.com to Marketing Opportunity Fund
  
5. Operating Income (Loss):
  - a. Cumulatively, \$44.3M has been allotted to HTA year-to-date through March 2022, which represents ARPA funds HTA is using in FY 2022 for staff's payroll, program, admin and governance costs.
  - 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. \$46.6M in cash and investments. The trend in cash balance is consistent with that of the prior year, except HTA does not anticipate an influx of cash at the end of FY 2022. In FY 2021, HTA funded its operations from its reserves that was bolstered by cancelled and/or reduced contracts due to the pausing of TAT distributions to HTA. During that period, there were minimal sources of revenue until TAT distribution temporarily restarted in June 2021. In FY 2022, we continue to spend down previously encumbered funds.



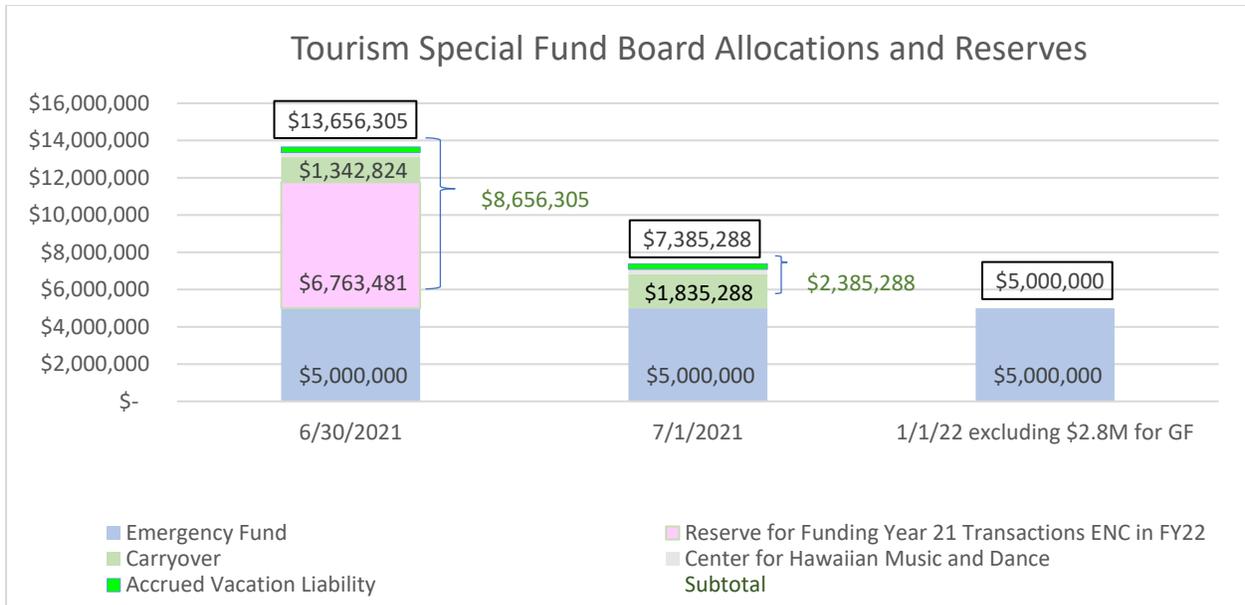
- a. Includes \$5M in Emergency Fund held as investments.
  - i. Approximately \$5.0M held in money market funds
  - ii. Further detail provided in the financial statements (as of February 2022)
- b. Cash decreased by approximately \$4.4M from February 28, 2022 primarily due to disbursements related 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:

\$38.6M	Prior year encumbrances currently being spent down	
\$0.00	Current year encumbrances remaining	
\$38.6M	Total encumbrances outstanding at March 31, 2022	

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 FY 2021 transactions that DAGS processed in July of FY 2022, 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 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 \$2.9M.

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. No investment income was earned in March 2022. Year-to-date investment income is \$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).

13. Over several meetings, the HTA Board approved the \$11M budget for FY 2022's Convention Center ARPA funds, further detailed below.

	<b>Incremental Approved at Meeting</b>	<b>Cumulative Budget Approved</b>	
June 2021 Meeting	162,000	162,000	Interim Payroll funding
July 2021 Meeting	328,000	490,000	Payroll for remainder of year
February 2022 Meeting	10,510,000	11,000,000	Remainder of budget, primarily for R&M

14. A budget reallocation of \$50K from HCC Repairs and Maintenance to HCC Futures Studies was made in March 2022.

15. Operating Income:

- a. Cumulatively, \$11M of ARPA funds has been allotted, 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):***

16. \$50.9M in cash. Cash at March 31, 2022 is relatively consistent with the previous month.

17. \$500K in accounts receivable related to operating revenue at the Convention Center.

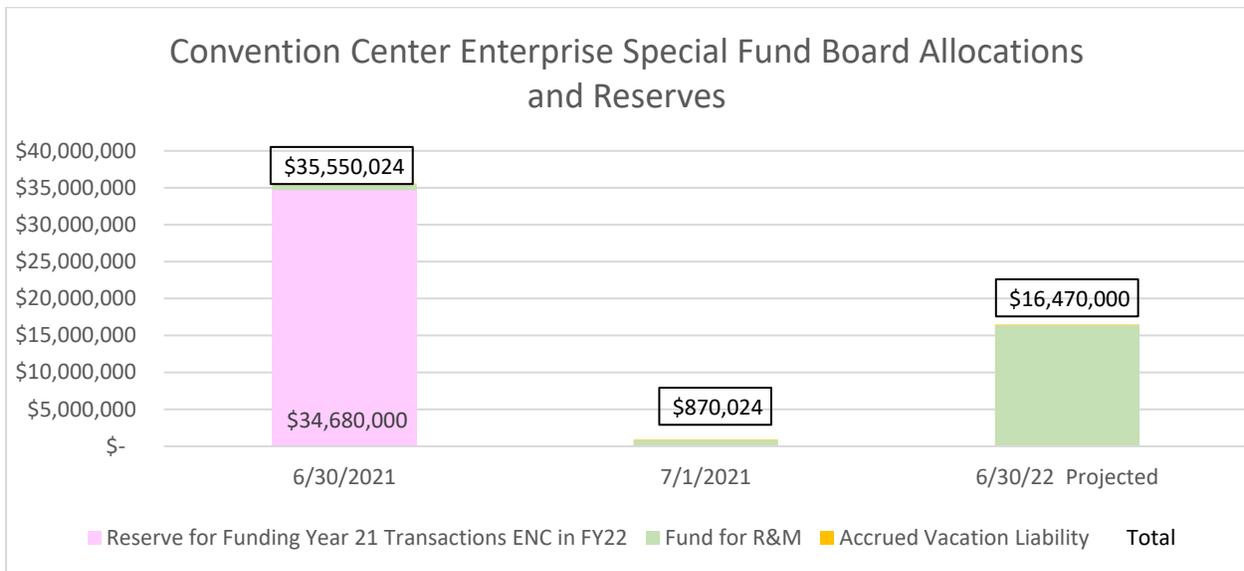
18. \$17.9M in cash with contractor or with DAGS, for R&M projects (as of February 2022).

- 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 \$18.2M, approximately \$7.1M has been contracted (as of February 2022).
- c. The amount of cash remaining with the contractor already accounts for \$5.6M expended on current and future projects (in-progress costs or preliminary work).

19. \$15.5M reserved as Board allocations as of March 31, 2022. 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 \$3.1M in HCC revenue/other 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 \$15.5M reserve balance to further increase to \$16.4M 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.
- c. (The \$16.4M already reflects a \$400K decrease from earlier projections due to a decrease in revenue projections, partially offset by the receipt of investment and other income.)
- d. (We anticipate approximately \$2.5M of the \$16.4M to be dedicated toward replenishing HTA's operating reserve for the Convention Center.)



20. \$35.9M of prior year outstanding encumbrances currently being spent down.

21. 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
	<b>16,500,000</b>	<b>18,600,000</b>	<b>35,100,000</b>

\* Additionally, the AEG contract included \$5,948,568 funded from the TSF for the Center for Hawaiian Music & Dance.

22. Operating Income:

- a. \$11M in TAT funds were received YTD.
- b. Convention Center Operations
  - i. Note: \$3.6M operating subsidy fiscal-year-to-date per HCC financial statements (as of March 2022). We budgeted for a \$5.5M operating subsidy for FY 2022. HCC management anticipates operating within budget at \$5.2M for FY 2022. Funded by FY21's encumbrance as discussed above.

**Hawaii Tourism Authority**  
**Balance Sheet**  
**Tourism Federal (ARPA) Fund**  
**As of 3/31/22**

	Current Year
<b>Assets</b>	
Current Assets	
Checking	39,943,958.72
Total Current Assets	39,943,958.72
Total Assets	39,943,958.72
<b>Fund Balance</b>	
Encumbered Funds	
FY 2022 Funds	30,381,366.05
Total Encumbered Funds	30,381,366.05
Unencumbered Funds	
Total Unencumbered Funds	9,562,592.67
Total Fund Balance	39,943,958.72

**Hawaii Tourism Authority**

Balance Sheet

Tourism Special Fund

As of 3/31/22

	<u>Current Year</u>
Assets	
Current Assets	
Checking	41,571,961.28
Petty Cash	-
Total Current Assets	<u>41,571,961.28</u>
Total Assets	<u><u>41,571,961.28</u></u>
Fund Balance	
Current year payables	
Accounts Payable	5,000.00
Total Current year payables	<u>5,000.00</u>
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	177,337.91
FY 2020 Funds	1,314,163.84
FY 2021 Funds	<u>37,067,648.98</u>
Total Encumbered Funds	<u>38,592,892.97</u>
Unencumbered Funds	
Total Unencumbered Funds	2,974,068.31
Total Fund Balance	<u><u>41,571,961.28</u></u>

**Hawaii Tourism Authority**  
Balance Sheet  
Convention Center Federal (ARPA) Fund  
As of 3/31/22

	<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 3/31/22**

	Current Year
<b>Assets</b>	
Current Assets	
Checking	50,932,571.49
Total Current Assets	50,932,571.49
Accounts Receivable	
Accounts Receivable	498,660.74
Total Accounts Receivable	498,660.74
Total Assets	51,431,232.23
<b>Fund Balance</b>	
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	15,523,799.04
Total Fund Balance	51,431,232.23

**Hawaii Tourism Authority**

Balance Sheet

Emergency Trust Fund

As of 3/31/22

	<u>Current Year</u>
Assets	
Current Assets	
Investments	5,009,928.09
Total Current Assets	<u>5,009,928.09</u>
 Total Assets	 <u><u>5,009,928.09</u></u>
 Fund Balance	
Current year net assets	
	(9,030.99)
Total Current year net assets	<u>(9,030.99)</u>
Prior years	
Total Prior years	5,018,959.08
 Total Fund Balance	 <u><u>5,009,928.09</u></u>

HTA Allocations  
FY 2021 and FY 2022 (Projected)

<b>Annual Budgets:</b>
<b>-\$60M FY 2022 HTA Tourism Federal (ARPA) Fund</b> [subject to approval]
<b>-\$11M FY 2022 Convention Center Federal (ARPA) Fund</b> [subject to approval]

\$5M Emergency Funds	
<b>\$5M Emergency Fund Reserve</b> (Established by Statute as a separate fund, to be used upon declaration of a tourism emergency by the Governor)	<b>\$0M Mandated by Board</b> (designated for use in the event of a significant economic downturn upon Board approval; used to fund FY 21 budget)

	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	16,390,000
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
<b>Total Long-Term Obligations and Commitments</b>	<b>8,656,305</b>	<b>2,385,288</b>	<b>-</b>	<b>35,550,024</b>	<b>870,024</b>	<b>16,470,000</b>

<b>TOTAL RESERVES (incl \$5M Emergency Fund)</b>	<b>13,656,305</b>	<b>7,385,288</b>	<b>5,000,000</b>	<b>35,550,024</b>	<b>870,024</b>	<b>16,470,000</b>
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**Hawaii Tourism Authority**  
Statement of Revenues and Expenditures  
Tourism Federal (ARPA) Fund  
FY 2022 Funds  
From 3/1/2022 Through 3/31/2022

	<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	44,274,500.00	(15,725,500.00)
Total Revenue	<u>60,000,000.00</u>	<u>0.00</u>	<u>44,274,500.00</u>	<u>(15,725,500.00)</u>
Expense				
Perpetuating Hawaiian Culture	1,565,500.00	0.00	0.00	1,565,500.00
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	4,265,000.00	4,270,000.00	31,130,222.00
Sports	3,677,889.00	7,582.00	7,582.00	3,670,307.00
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	890.58	6,656.82	2,372,232.18
Governance and Org-Wide	1,461,800.00	4,475.47	46,302.46	1,415,497.54
Total Expense	<u>48,850,000.00</u>	<u>4,277,948.05</u>	<u>4,330,541.28</u>	<u>44,519,458.72</u>
Net Income	<u>11,150,000.00</u>	<u>(4,277,948.05)</u>	<u>39,943,958.72</u>	<u>28,793,958.72</u>

**Hawaii Tourism Authority**  
Statement of Revenues and Expenditures  
Tourism Special Fund  
FY 2022 Funds  
From 3/1/2022 Through 3/31/2022

	<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	1,302.52	1,302.52
Refunds	<u>0.00</u>	<u>47,979.95</u>	<u>105,055.09</u>	<u>105,055.09</u>
Total Revenue	<u>0.00</u>	<u>47,979.95</u>	<u>106,357.61</u>	<u>106,357.61</u>
Net Income	<u><u>0.00</u></u>	<u><u>47,979.95</u></u>	<u><u>106,357.61</u></u>	<u><u>106,357.61</u></u>

**Hawaii Tourism Authority**  
Statement of Revenues and Expenditures  
**Prior Year Funds - Tourism Special Fund**  
From 3/1/2022 Through 3/31/2022

	<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	0.00	126,770.45	126,770.45
Total Revenue	<u>0.00</u>	<u>0.00</u>	<u>126,770.45</u>	<u>126,770.45</u>
Expense				
Perpetuating Hawaiian Culture	11,199,632.00	557,000.00	2,718,286.25	8,481,345.75
Natural Resources	3,447,910.00	525,000.00	1,306,910.00	2,141,000.00
Community	8,462,772.12	15,000.00	426,062.07	8,036,710.05
Branding	33,112,516.00	2,895,665.94	14,345,253.09	18,767,262.91
Sports	160,222.00	10,000.00	45,171.00	115,051.00
Safety and Security	770,114.66	157,125.00	670,875.00	99,239.66
Tourism Research	2,270,248.83	127,237.78	1,604,123.56	666,125.27
Administrative	933,514.62	82,624.96	367,061.33	566,453.29
Governance and Org-Wide	<u>201,675.92</u>	<u>2,400.00</u>	<u>126,318.74</u>	<u>75,357.18</u>
Total Expense	<u>60,558,606.15</u>	<u>4,372,053.68</u>	<u>21,610,061.04</u>	<u>38,948,545.11</u>
Net Income	<u>(60,558,606.15)</u>	<u>(4,372,053.68)</u>	<u>(21,483,290.59)</u>	<u>39,075,315.56</u>

**Hawaii Tourism Authority**  
Statement of Revenues and Expenditures  
Convention Center Federal (ARPA) Fund  
FY 2022 Funds  
From 3/1/2022 Through 3/31/2022

	<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	0.00	11,000,000.00	0.00
Total Revenue	<u>11,000,000.00</u>	<u>0.00</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	215,000.00	0.00	0.00	215,000.00
HCC Repair and Maintenance	<u>10,465,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>10,465,000.00</u>
Total Expense	<u>11,000,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>11,000,000.00</u>
Net Income	<u>0.00</u>	<u>0.00</u>	<u>11,000,000.00</u>	<u>11,000,000.00</u>

**Hawaii Tourism Authority**  
Statement of Revenues and Expenditures  
Convention Center Enterprise Special Fund  
FY 2022 Funds  
From 3/1/2022 Through 3/31/2022

	<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	29,680.00	71,890.00	71,890.00
Refunds	0.00	0.00	41,501.08	41,501.08
HCC Revenue	<u>0.00</u>	<u>468,311.65</u>	<u>3,057,046.63</u>	<u>3,057,046.63</u>
Total Revenue	<u>11,000,000.00</u>	<u>497,991.65</u>	<u>14,170,437.71</u>	<u>3,170,437.71</u>
Net Income	<u>11,000,000.00</u>	<u>497,991.65</u>	<u>14,170,437.71</u>	<u>3,170,437.71</u>

**Hawaii Tourism Authority**  
Statement of Revenues and Expenditures  
**Prior Year Funds** - Convention Center Enterprise Special Fund  
From 3/1/2022 Through 3/31/2022

	Total Budget	Current Period Actual	Current Year Actual	Total Budget Variance
Revenue				
Interest and Dividends	0.00	0.00	57,844.34	57,844.34
Miscellaneous	0.00	0.00	35,100.21	35,100.21
Refunds	0.00	0.00	80,938.93	80,938.93
HCC Revenue	0.00	30,349.09	309,453.95	309,453.95
Total Revenue	<u>0.00</u>	<u>30,349.09</u>	<u>483,337.43</u>	<u>483,337.43</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>30,349.09</u>	<u>448,890.31</u>	<u>36,390,770.40</u>

**Hawaii Convention Center**  
Facility  
Income Statement  
From 3/01/2022 Through 3/31/2022  
(In Whole Numbers)

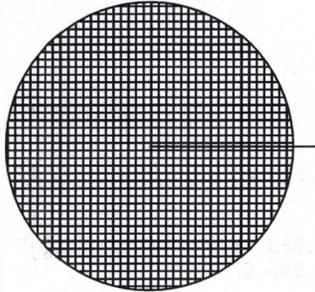
	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
<b>Direct Event Income</b>								
Rental Income (Net)	171,440	257,135	(85,695)	160,397	1,775,718	1,546,390	229,328	1,886,798
Service Revenue	75,511	209,030	(133,519)	128,346	997,234	1,344,435	(347,201)	1,598,553
<b>Total Direct Event Income</b>	<b>246,951</b>	<b>466,165</b>	<b>(219,214)</b>	<b>288,742</b>	<b>2,772,952</b>	<b>2,890,825</b>	<b>(117,872)</b>	<b>3,485,351</b>
<b>Direct Service Expenses</b>	<b>140,822</b>	<b>638,470</b>	<b>497,648</b>	<b>122,861</b>	<b>1,197,490</b>	<b>2,452,586</b>	<b>1,255,096</b>	<b>1,490,445</b>
<b>Net Direct Event Income</b>	<b>106,129</b>	<b>(172,305)</b>	<b>278,434</b>	<b>165,881</b>	<b>1,575,462</b>	<b>438,239</b>	<b>1,137,223</b>	<b>1,994,906</b>
<b>Ancillary Income</b>								
Food and Beverage (Net)	97,394	307,408	(210,014)	4,716	449,391	1,240,980	(791,589)	146,242
Event Parking (Net)	45,693	30,520	15,173	0	477,292	182,820	294,472	46,149
Electrical Services	3,600	3,480	120	0	26,613	46,200	(19,587)	0
Audio Visual	38,947	19,500	19,447	87	67,610	77,940	(10,330)	3,254
Internet Services	0	0	0	0	0	0	0	0
Rigging Services	0	2,400	(2,400)	0	116,920	10,400	106,520	0
First Aid Commissions	0	0	0	0	0	0	0	0
<b>Total Ancillary Income</b>	<b>185,634</b>	<b>363,308</b>	<b>(177,674)</b>	<b>4,803</b>	<b>1,137,826</b>	<b>1,558,340</b>	<b>(420,514)</b>	<b>195,645</b>
<b>Total Event Income</b>	<b>291,763</b>	<b>191,003</b>	<b>100,760</b>	<b>170,684</b>	<b>2,713,288</b>	<b>1,996,579</b>	<b>716,709</b>	<b>2,190,551</b>
<b>Other Operating Income</b>								
Non-Event Parking	180	0	180	0	5,988	0	5,988	(875)
Other Income	6,064	1,417	4,647	913	57,340	12,753	44,587	15,174
<b>Total Other Operating Income</b>	<b>6,244</b>	<b>1,417</b>	<b>4,827</b>	<b>913</b>	<b>63,328</b>	<b>12,753</b>	<b>50,575</b>	<b>14,299</b>
<b>Total Gross Income</b>	<b>298,008</b>	<b>192,420</b>	<b>105,588</b>	<b>171,597</b>	<b>2,776,615</b>	<b>2,009,332</b>	<b>767,283</b>	<b>2,204,851</b>
<b>Net Salaries &amp; Benefits</b>								
Salaries & Wages	329,501	394,820	65,319	250,021	2,845,928	3,309,860	463,932	2,475,734
Payroll Taxes & Benefits	47,053	125,893	78,840	209,388	773,822	1,133,037	359,215	933,657
Labor Allocations to Events	(34,717)	(193,923)	(159,206)	(112,664)	(600,529)	(1,304,177)	(703,648)	(1,411,881)
<b>Total Net Salaries &amp; Benefits</b>	<b>341,837</b>	<b>326,790</b>	<b>(15,047)</b>	<b>346,745</b>	<b>3,019,221</b>	<b>3,138,720</b>	<b>119,499</b>	<b>1,997,510</b>
<b>Other Indirect Expenses</b>								
Net Contracted Services	61,067	24,292	(36,775)	10,228	196,875	212,237	15,362	89,117
Operations	14,632	10,534	(4,098)	7,359	74,393	94,806	20,413	96,128
Repair & Maintenance	72,315	72,367	52	39,188	633,822	651,303	17,481	466,503
Operational Supplies	36,091	42,850	6,759	5,359	205,364	326,434	121,070	138,336
Insurance	14,721	13,486	(1,235)	8,393	112,253	101,096	(11,157)	28,390
Utilities	170,374	185,819	15,445	128,376	1,543,750	1,314,246	(229,504)	1,204,195
Meetings & Conventions	0	850	850	0	8,874	10,150	1,276	10,584
Promotions & Communications	1,326	2,300	974	630	2,481	20,700	18,219	5,540
General & Administrative	17,684	20,657	2,973	8,275	118,333	136,427	18,094	89,555
Management Fees	18,633	18,633	(0)	0	167,700	167,697	(3)	0
Other	470	2,166	1,696	46,411	28,235	19,494	(8,741)	6,721
<b>Total Other Indirect</b>	<b>407,313</b>	<b>393,954</b>	<b>(13,359)</b>	<b>254,219</b>	<b>3,092,080</b>	<b>3,054,590</b>	<b>(37,490)</b>	<b>2,135,068</b>
<b>Net Income (Loss) before CIP Funded Expenses</b>	<b>(451,142)</b>	<b>(528,324)</b>	<b>77,182</b>	<b>(429,367)</b>	<b>(3,334,686)</b>	<b>(4,183,978)</b>	<b>849,293</b>	<b>(1,927,727)</b>
<b>CIP Funded Expenses</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>45,206</b>	<b>7,991</b>	<b>0</b>	<b>7,991</b>	<b>3,981</b>
<b>Net Income (Loss) from Operations</b>	<b>(451,142)</b>	<b>(528,324)</b>	<b>77,182</b>	<b>(384,161)</b>	<b>(3,326,694)</b>	<b>(4,183,978)</b>	<b>857,284</b>	<b>(1,923,746)</b>
<b>Fixed Asset Purchases</b>	<b>3,588</b>	<b>8,333</b>	<b>4,745</b>	<b>1,564</b>	<b>234,261</b>	<b>74,997</b>	<b>(159,264)</b>	<b>25,347</b>
<b>Net Income (Loss) After Fixed Asset Purchases</b>	<b>(454,730)</b>	<b>(536,657)</b>	<b>81,927</b>	<b>(385,725)</b>	<b>(3,560,956)</b>	<b>(4,258,975)</b>	<b>698,020</b>	<b>(1,949,093)</b>

**Hawaii Convention Center**  
 Facility  
 Income Statement  
 From 3/01/2022 Through 3/31/2022  
 (In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
<b>Revenues</b>								
Food & Beverage	222,566	508,636	(286,070)	6,263	1,036,753	2,089,503	(1,052,750)	219,626
Facility	350,477	530,642	(180,165)	289,742	3,597,139	3,252,348	344,792	3,549,053
<b>Total Revenues</b>	<b>573,043</b>	<b>1,039,278</b>	<b>(466,235)</b>	<b>296,005</b>	<b>4,633,892</b>	<b>5,341,851</b>	<b>(707,958)</b>	<b>3,768,680</b>
<b>Expenses</b>								
Food & Beverage	227,591	309,822	82,231	29,380	1,371,061	1,740,264	369,203	497,819
Facility	796,594	1,257,780	461,186	695,992	6,597,517	7,785,565	1,188,048	5,198,588
<b>Total Expenses</b>	<b>1,024,185</b>	<b>1,567,602</b>	<b>543,417</b>	<b>725,371</b>	<b>7,968,578</b>	<b>9,525,829</b>	<b>1,557,251</b>	<b>5,696,407</b>
Net Income (Loss) before CIP Funded Expenses	(451,142)	(528,324)	77,182	(429,367)	(3,334,686)	(4,183,978)	849,293	(1,927,727)
CIP Funded Expenses	0	0	0	45,206	7,991	0	7,991	3,981
<b>Net Income (Loss) from Operations</b>	<b>(451,142)</b>	<b>(528,324)</b>	<b>77,182</b>	<b>(384,161)</b>	<b>(3,326,695)</b>	<b>(4,183,978)</b>	<b>857,284</b>	<b>(1,923,746)</b>
Fixed Asset Purchases	3,588	8,333	4,745	1,564	234,261	74,997	(159,264)	25,347
<b>Net Income (Loss) after Fixed Asset Purchases</b>	<b>(454,730)</b>	<b>(536,657)</b>	<b>81,928</b>	<b>(385,725)</b>	<b>(3,560,956)</b>	<b>(4,258,975)</b>	<b>698,020</b>	<b>(1,949,093)</b>

## Summary Of Investments

### Investment Allocation



0.0%	CASH	38.44
100.0%	CASH EQUIVALENTS	5,009,889.65
100.0%	<b>TOTAL</b>	<b>5,009,928.09</b>

### Investment Summary

	Market Value	%	Estimated Income	Current Yield
CASH	38.44	0.00	0	0.00
CASH EQUIVALENTS	5,009,889.65	100.00	501	0.01
<b>Total Fund</b>	<b>5,009,928.09</b>	<b>100.00</b>	<b>501</b>	<b>0.01</b>

### Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
	CASH	38.44	38.44	100.00
	CASH EQUIVALENTS			
	CASH MANAGEMENT			
5,009,889.65	DREYFUS TREASURY OBLIGATIONS CASH MANAGEMENT FUND	5,009,889.65	5,009,889.65	100.00
	<b>Total Fund</b>	<b>5,009,928.09*</b>	<b>5,009,928.09*</b>	<b>100.00*</b>

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## **8a.2**

Budget Reallocation Summary  
FY 2022  
Through March 31, 2022

Budget Reallocation Summary  
 FY 2022  
 Through March 31, 2022

Budget Line Item	Program Code	Year-to-Date		Budget After Reallocations	March 2022 Activity
		Original Budget	Reallocation		
<b>Perpetuating Hawaiian Culture</b>					
<i>From:</i>					
Hawaiian Culture Opportunity Fund	215	200,000	(150,000)	50,000	(150,000)
				-	
				-	
			(150,000)		(150,000)
<i>To:</i>					
Resort Area Hawaiian Culture Initiative	718	-	400,000	400,000	400,000
				-	
				-	
				-	
				-	
			400,000		400,000
<b>Natural Resources</b>					
<i>From:</i>					
None				-	
				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
				-	
			-		-
<b>Community</b>					
<i>From:</i>					
None				-	
				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
				-	
				-	

Budget Reallocation Summary  
 FY 2022  
 Through March 31, 2022

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	March 2022 Activity
			-	-	
			-	-	
			-	-	
			-	-	
<b>Branding</b>					
<i>From:</i>					
Route Development	005	250,000	(250,000)	-	(250,000)
gohawaii.com	318	2,500,000	(710,000)	1,790,000	(710,000)
				-	
			<b>(960,000)</b>		<b>(960,000)</b>
<i>To:</i>					
Marketing Opportunity	380	250,000	43,000	293,000	43,000
				-	
				-	
			<b>43,000</b>		<b>43,000</b>
<b>Sports</b>					
<i>From:</i>					
				-	
				-	
			-		-
<i>To:</i>					
UH Athletics Branding Partnership	378	-	167,000	167,000	
Sports Programs - Unallocated	379	1,500,000	-	1,500,000	167,000
LPGA	343		500,000	500,000	500,000
				-	
			<b>667,000</b>		<b>667,000</b>
<b>Safety and Security</b>					
<i>From:</i>					
None				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
			-		-
<b>Tourism Research</b>					
<i>From:</i>					

Budget Reallocation Summary  
 FY 2022  
 Through March 31, 2022

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	March 2022 Activity
None			-	-	-
<b>To:</b>			-	-	-
<b>Planning</b>			-	-	-
<b>From:</b>	None		-	-	-
<b>To:</b>			-	-	-
<b>Administration</b>			-	-	-
<b>From:</b>	None		-	-	-
<b>To:</b>			-	-	-
<b>Governance and Organization-Wide</b>			-	-	-
<b>From:</b>	None		-	-	-
<b>To:</b>			-	-	-
<b>Board Allocations</b>			-	-	-
<b>From:</b>			-	-	-

Budget Reallocation Summary  
 FY 2022  
 Through March 31, 2022

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	March 2022 Activity
None			-	-	-
			-		-

## **8a.3**

Budget Statement - Summary  
FY 2022  
As of March 31, 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 March 2022	Budget	YTD Amount of Budget Used	Balance	Activity for March 2022
<b>Revenues</b>								
TAT Revenue Allocation			-	-			-	-
Federal ARPA Funds	60,000,000	44,274,500	15,725,500	-	11,000,000	11,000,000	-	-
Prior Year Carryover			-	-			-	-
Availability of \$5M Emergency Fund (Subject to Governor Approval)			-	-			-	-
Other			-	-			-	-
<b>Total Revenues</b>	<b>60,000,000</b>	<b>44,274,500</b>	<b>15,725,500</b>	<b>-</b>	<b>11,000,000</b>	<b>11,000,000</b>	<b>-</b>	<b>-</b>
<b>Encumbrances</b>								
<b>Perpetuating Hawaiian Culture</b>								
Hawaiian Culture Programs	1,815,500	-	1,815,500	-	-	-	-	-
In-House Contracted Staff - Hawaiian Culture			-	-			-	-
Subtotal	1,815,500	-	1,815,500	-	-	-	-	-
<b>Natural Resources (Statute: \$1M minimum)</b>								
Natural Resources Programs	665,000	-	665,000	-	-	-	-	-
In-House Contracted Staff - Natural Resources			-	-			-	-
Subtotal	665,000	-	665,000	-	-	-	-	-
<b>Community</b>								
Community Programs	735,500	120,000	615,500	120,000	-	-	-	-
In-House Contracted Staff - Community			-	-			-	-
Subtotal	735,500	120,000	615,500	120,000	-	-	-	-
<b>Branding</b>								
Branding Programs	33,563,000	29,012,396	4,550,604	1,060,186	-	-	-	-
In-House Contracted Staff - Branding			-	-			-	-
State Employee Salaries - Branding	920,222	920,222	-	-	72,958	72,958	-	-
Subtotal	34,483,222	29,932,618	4,550,604	1,060,186	72,958	72,958	-	-
<b>Sports</b>								
Sports Programs	4,344,889	2,344,889	2,000,000	-	-	-	-	-
Subtotal	4,344,889	2,344,889	2,000,000	-	-	-	-	-
<b>Safety and Security</b>								
Safety and Security Programs	900,000	1,380	898,620	-	-	-	-	-
Subtotal	900,000	1,380	898,620	-	-	-	-	-
<b>Tourism Research</b>								
Tourism Research Programs	60,000	-	60,000	-	-	-	-	-
In-House Contracted Staff - Tourism Research			-	-			-	-
Subtotal	60,000	-	60,000	-	-	-	-	-
<b>Planning</b>								
Planning Programs	2,005,200	366,158	1,639,042	66,158	-	-	-	-
In-House Contracted Staff - Planning			-	-			-	-
Subtotal	2,005,200	366,158	1,639,042	66,158	-	-	-	-
<b>Hawai'i Convention Center</b>								
Sales & Marketing	-	-	-	-	-	-	-	-
Operations	-	-	-	-	-	-	-	-
Major Repair & Maintenance	-	-	-	-	10,415,000	-	10,415,000	-
Subtotal	-	-	-	-	10,415,000	-	10,415,000	-
<b>Administrative (Statute: Cannot exceed 3.5% = \$2,765,000)</b>								
Operations	999,111	191,669	807,442	138,887	-	-	-	-
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	1,371,447	1,007,442	138,887	247,042	247,042	-	-
<b>Organizationwide Costs</b>								
State Employee Fringe	1,110,000	1,110,000	-	-	170,000	170,000	-	-
Organization-Wide	230,000	105,000	125,000	-	95,000	-	95,000	-
Governance - Board/Others	121,800	110,416	11,384	23,435	-	-	-	-
Subtotal	1,461,800	1,325,416	136,384	23,435	265,000	170,000	95,000	-
<b>Total Encumbrances</b>	<b>48,850,000</b>	<b>35,461,908</b>	<b>13,388,092</b>	<b>1,408,666</b>	<b>11,000,000</b>	<b>490,000</b>	<b>10,510,000</b>	<b>-</b>
<b>Revenues vs Encumbrances</b>	<b>11,150,000</b>	<b>8,812,592</b>			<b>-</b>	<b>10,510,000</b>		

Category	Tourism Special Fund (TSF)				Convention Center Enterprise Special Fund (CCESF)			
	Fiscal Year 2022				Fiscal Year 2022			
<b>Revenues</b>								
TAT Revenue Allocation	-	-	-	-	11,000,000	11,000,000	-	-
Convention Center Revenue - Relating to FY22 (also tied to FY21 encumbrance)	-	-	-	-	-	3,057,047	(3,057,047)	468,312
Convention Center Revenue - Relating to Prior Years	-	-	-	-	-	309,454	(309,454)	30,349
Other	-	233,128	(233,128)	47,980	-	287,274	(287,274)	29,680
<b>Total Revenues</b>	<b>-</b>	<b>233,128</b>	<b>(233,128)</b>	<b>47,980</b>	<b>11,000,000</b>	<b>14,653,775</b>	<b>(3,653,775)</b>	<b>528,341</b>

## **8a.4**

Budget Statement  
As of March 31, 2022  
FY 2022

Hawai'i Tourism Authority  
Budget Statement  
As of March 31, 2022  
FY 2022

Program Code	Program Title	Budget FY22	YTD Amount of Budget Used	Remaining Balance	March 2022 Activity
<i>Tourism Federal Fund</i>					
<b>Perpetuating Hawaiian Culture</b>					
202	Hawaiian Culture Initiative	475,000.00	0.00	475,000.00	0.00
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	50,000.00	0.00	50,000.00	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
718	Resort Area Hawaiian Cultural Initiative	400,000.00	0.00	400,000.00	0.00
<b>Subtotal</b>	<b>Perpetuating Hawaiian Culture</b>	<b>1,815,500.00</b>	<b>0.00</b>	<b>1,815,500.00</b>	<b>0.00</b>
<b>Natural Resources</b>					
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
<b>Subtotal</b>	<b>Natural Resources</b>	<b>665,000.00</b>	<b>0.00</b>	<b>665,000.00</b>	<b>0.00</b>
<b>Community</b>					
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	120,000.00	0.00	120,000.00
<b>Subtotal</b>	<b>Community</b>	<b>735,500.00</b>	<b>120,000.00</b>	<b>615,500.00</b>	<b>120,000.00</b>
<b>Branding</b>					
004	Cruise Infrastructure Improvements and Arrival Experience	100,000.00	100,000.00	0.00	0.00
010	HTUS/HTJ Campaign Effectiveness Study	270,000.00	270,000.00	0.00	270,000.00
012	Rebranding of the Hawaiian Islands	1,000,000.00	0.00	1,000,000.00	0.00
013	Creative Agency	250,000.00	0.00	250,000.00	0.00
014	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	5,251.30	119,748.70	3,041.88
317	Convention Center Sales & Marketing - City Wide	2,600,000.00	2,600,000.00	0.00	0.00
318	gohawaii.com (formerly Online Website Coordination)	1,790,000.00	155,000.00	1,635,000.00	155,000.00
319	MCI MFF	850,000.00	850,000.00	0.00	0.00
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	0.00
339	Global Digital Marketing Strategy (former Intl Online Strat)	713,000.00	200,000.00	513,000.00	200,000.00
350	Global Mkt Shared Resces (formerly Intellect Prop Data Bank)	787,000.00	395,000.00	392,000.00	395,000.00
380	Marketing Opportunity Fund	293,000.00	32,000.00	261,000.00	32,000.00
397	Memberships and Dues - Branding	160,000.00	0.00	160,000.00	0.00
398	Travel - Branding	50,000.00	5,144.26	44,855.74	5,144.26
934	State Employee Salaries - Branding	920,222.00	920,222.00	0.00	0.00
<b>Subtotal</b>	<b>Branding</b>	<b>34,483,222.00</b>	<b>29,932,617.56</b>	<b>4,550,604.44</b>	<b>1,060,186.14</b>
<b>Sports</b>					
312	PGA Tour Contracts	2,177,889.00	2,177,889.00	0.00	0.00
343	LPGA	500,000.00	0.00	500,000.00	0.00
378	UH Athletics Branding Partnership	167,000.00	167,000.00	0.00	0.00
379	Sports Programs - Unallocated	1,500,000.00	0.00	1,500,000.00	0.00
<b>Subtotal</b>	<b>Sports</b>	<b>4,344,889.00</b>	<b>2,344,889.00</b>	<b>2,000,000.00</b>	<b>0.00</b>
<b>Safety and Security</b>					
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	0.00
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
<b>Subtotal</b>	<b>Safety and Security</b>	<b>900,000.00</b>	<b>1,380.00</b>	<b>898,620.00</b>	<b>0.00</b>
<b>Tourism Research</b>					
506	Infrastructure Research (Accommodations and Airseats)	60,000.00	0.00	60,000.00	0.00
<b>Subtotal</b>	<b>Tourism Research</b>	<b>60,000.00</b>	<b>0.00</b>	<b>60,000.00</b>	<b>0.00</b>
<b>Planning</b>					
652	Planning Tools and Assessments	410,000.00	66,000.00	344,000.00	66,000.00
653	Hotspot Mitigation	500,000.00	0.00	500,000.00	0.00
654	Program Evaluation	500,000.00	300,000.00	200,000.00	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	158.21	16,841.79	158.21
<b>Subtotal</b>	<b>Planning</b>	<b>2,005,200.00</b>	<b>366,158.21</b>	<b>1,639,041.79</b>	<b>66,158.21</b>
<b>Administrative</b>					
101	Community-Industry Outreach & Public Relations Svcs	200,000.00	0.00	200,000.00	0.00
103	hawaiitourismauthority.org (formerly HTA web/Global Social)	100,000.00	73,494.64	26,505.36	73,494.64
901	General and Administrative	648,700.00	117,872.58	530,827.42	65,090.66
930	State Employee Salaries - Admin	1,379,778.00	1,179,778.00	200,000.00	0.00
998	Travel - Admin	50,411.00	301.81	50,109.19	301.81
<b>Subtotal</b>	<b>Administrative</b>	<b>2,378,889.00</b>	<b>1,371,447.03</b>	<b>1,007,441.97</b>	<b>138,887.11</b>
<b>Governance and Org-Wide</b>					
915	Organization-Wide	230,000.00	105,000.00	125,000.00	0.00
919	Governance - Gen Board/Others	121,800.00	110,415.53	11,384.47	23,435.29
931	State Employees Fringe	1,110,000.00	1,110,000.00	0.00	0.00
<b>Subtotal</b>	<b>Governance and Org-Wide</b>	<b>1,461,800.00</b>	<b>1,325,415.53</b>	<b>136,384.47</b>	<b>23,435.29</b>
<b>Total</b>	<b>FY 2022 Funds</b>	<b>48,850,000.00</b>	<b>35,461,907.33</b>	<b>13,388,092.67</b>	<b>1,408,666.75</b>
<i>Convention Center Federal Fund</i>					
<b>Branding</b>					
934	State Employee Salaries - Branding	72,958.00	72,958.00	0.00	0.00
<b>Subtotal</b>	<b>Branding</b>	<b>72,958.00</b>	<b>72,958.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Administrative</b>					
930	State Employee Salaries - Admin	247,042.00	247,042.00	0.00	0.00
<b>Subtotal</b>	<b>Administrative</b>	<b>247,042.00</b>	<b>247,042.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Governance and Org-Wide</b>					
915	Organization-Wide	95,000.00	0.00	95,000.00	0.00
931	State Employees Fringe	170,000.00	170,000.00	0.00	0.00
<b>Subtotal</b>	<b>Governance and Org-Wide</b>	<b>265,000.00</b>	<b>170,000.00</b>	<b>95,000.00</b>	<b>0.00</b>
<b>HCC Repair and Maintenance</b>					
860	HCC Repair and Maintenance	10,415,000.00	0.00	10,415,000.00	0.00
<b>Subtotal</b>	<b>HCC Repair and Maintenance</b>	<b>10,415,000.00</b>	<b>0.00</b>	<b>10,415,000.00</b>	<b>0.00</b>
<b>Total</b>	<b>FY 2022 Funds</b>	<b>11,000,000.00</b>	<b>490,000.00</b>	<b>10,510,000.00</b>	<b>0.00</b>

## **8a.5**

Budget Statement

July 1, 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
<b>Perpetuating Hawaiian Culture</b>		
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	-
	<b>Total - Perpetuating Hawaiian Culture</b>	<b>6,048,563</b>
<b>Natural Resources</b>		
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	-
	<b>Total - Natural Resources</b>	<b>-</b>
<b>Community</b>		
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	-
	<b>Total - Community</b>	<b>50,000</b>
<b>Branding</b>		
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	-
	<b>Total - Branding</b>	<b>800,000</b>
<b>Sports</b>		
312	PGA Tour Contracts	-
377	Polynesian Football HoF	-
378	UH Athletics Branding Partnership	-
384	Football	-
	<b>Total - Sports</b>	<b>-</b>
<b>Safety and Security</b>		
601	Visitor Assistance Programs	55,000
602	Crisis Management	-
	<b>Total - Safety and Security</b>	<b>55,000</b>

Hawaii Tourism Authority  
Budget Statement  
July 1, 2021

<b>Tourism Research</b>		
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	-
	<b>Total - Tourism Research</b>	<b>(390,082)</b>
<b>Administrative</b>		
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	-
	<b>Total - Administrative</b>	<b>200,000</b>
<b>Governance and Organization-Wide</b>		
915	Organization-Wide	-
919	Governance - Gen Board/Others	-
931	State Employees Fringe	-
	<b>Total - Governance and Organization-Wide</b>	<b>-</b>
	<b>Total</b>	<b>6,763,481</b>

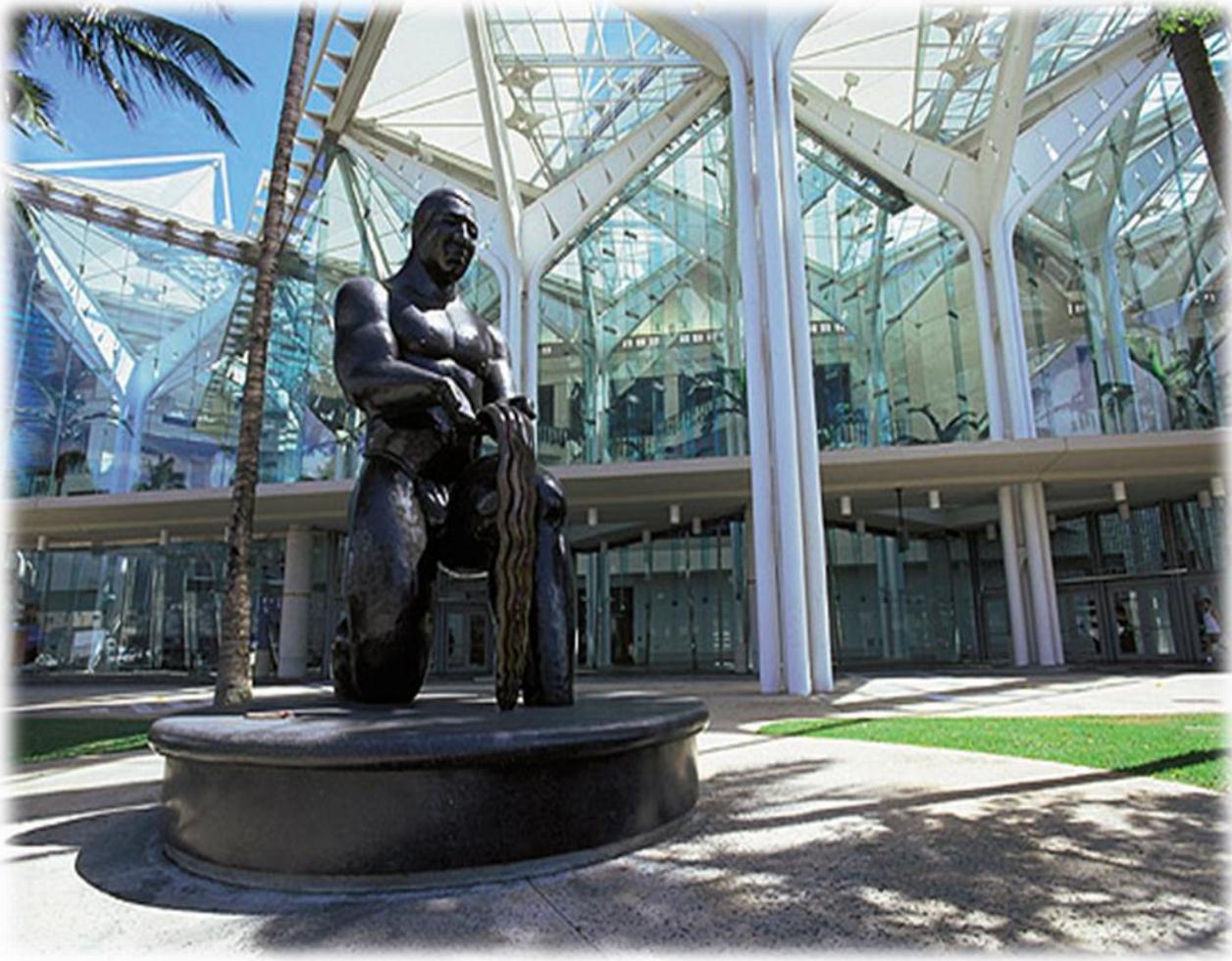
**Convention Center Enterprise Special Fund:**

<b>Branding</b>		
934	State Employee Salaries - Branding	-
	<b>Total - Branding</b>	<b>-</b>
<b>Administrative</b>		
930	State Employee Salaries - Admin	-
	<b>Total - Administrative</b>	<b>-</b>
<b>HCC Operations</b>		
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
	<b>Total - HCC Operations</b>	<b>34,680,000</b>
<b>Governance and Organization-Wide</b>		
915	Organization-Wide	-
931	State Employees Fringe	-
	<b>Total - Governance and Organization-Wide</b>	<b>-</b>
	<b>Total CCESF</b>	<b>34,680,000</b>

## **8b**

Hawaii Convention Center's March 2022 Financial  
Plan and Update on the Hawaii Convention Center's  
6-year CIP Plan

# *Hawai'i Convention Center*



*April 2022  
Update*

# Financial Update

	March YTD Actual	FY 2022 Reforecast	FY 2022 Budget	Variance	CY 2019 Actual
Contracted Room Nights	9,585	17,577	31,181*	(13,604)	132,104
Facility Occupancy	30%	28%	20%	8%	32%
Facility Number of Events	155	203	100	103	238
Facility Gross Revenue	\$4,633,900	\$6,600,800	\$7,701,500	(\$1,100,700)	\$16,866,900
Facility Gross Expenses	\$8,194,900	\$11,808,700	\$13,218,900	\$1,410,200	\$17,649,200
Facility Net Loss	(\$3,561,000)	(\$5,207,900)	(\$5,517,400)	\$309,500	(\$782,300)
S&M Gross Expenses	(\$339,500)	(\$533,000)	(\$533,000)	\$0	(\$5,315,00)
HCC Net Loss	(\$3,900,500)	(\$5,740,900)	(\$6,050,400)	\$309,500	(\$6,097,300)

# *Hawai'i Convention Center*

- Impact to HCC in FY22, cancellations and lost revenue impact
  - 2 associations - \$238k in lost revenue, 30,806 lost room nights
  - 3 city-wide corporate event - \$373k in lost revenue, 3,830 lost room nights (Best Western moved to 2023, 7,110 room nights)
  - 32 local events - \$1.65M in lost revenue
- Positive note, business on the books in remainder of FY22
  - 48 Definite events, including 2 city-wide events
  - 2 First Option events

As of March 25<sup>th</sup>, all restrictions lifted (staff mask mandate in place until April 1<sup>st</sup>)

# Recent Events @ Hawai'i Convention Center

- Association for Asian Studies (Citywide), March 24-27, (3,200 attendees)
- Hawai'i Hotel & Restaurant Show, March 30-31 (2,000 attendees)
- UH College of Engineering Annual Banquet, April 14 (800 attendees)



# Definite Local Bookings (FY22)

Month	# of Definite Bookings
April 2022	18
May 2022	14
June 2022	14

# Tentative Local Bookings for Next 3 Months

Start Date	End Date	Event Name	Forecast Attendance
05/14/22	05/14/22	Hawaiian Republican Party Convention and Banquet	350
06/06/22	06/07/22	HTJ Japan Summit	250
07/15/22	07/20/22	PSI Seminars	100
07/29/22	07/30/22	Hawaii Home Buyers & Remodeling Expo 2022	1,000
07/29/22	07/31/22	Aloha Region Friendship Tournament	2,000
07/30/22	07/30/22	Na Hoku Hanohano Awards	1,000

# Upcoming Local/Citywide Events

- Hawai'i Prayer Breakfast (April 29), 1,000 attendees
- **MRS Spring Meeting 2022 (May 6-13), 4000 attendees (CW)**
- Damien Memorial School Commencement (May 20), 1500 attendees
- James Campbell High School Graduation (May 21), 2100 attendees
- Hawaii Technology Academy Commencement, (May 25), 1600 attendees
- **Jump Dance Convention 2022 (May 27-29), 1500 attendees (CW)**
- Na Kupuna Nights (May 28), 400 attendees

# Advertising/PR

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SPECIAL REPORT HOSPITALITY

FIVE QUESTIONS WITH ...

## TERI ORTON

PRN recently checked in with the Hawaii Convention Center's general manager to chat about current operations and future trends.

BY CHRISTINA O'CONNOR | coconnor@bizjournals.com

While the Hawaii Convention Center has remained open throughout the pandemic, capacity limits and restrictions on gatherings meant that much of its traditional business was put on hold over the past two years.

Now, with the last Covid-related restrictions lifted last month, more typical activity is returning to the Center. Earlier this week, for instance, it hosted the Hawaii Hotel & Restaurant Show, and popular events including Kawaii Kon and the Joy of Sake are slated to return later this spring. The upcoming "Monet: The Immersive Experience" exhibit is expected to attract tens of thousands during its six-week run. Dozens of other events – conferences, banquets, graduations and more – are scheduled for the remainder of the year.

PRN recently checked in with Teri Orton, general manager of the Hawaii Convention Center, which is managed by ASM Global, to discuss current operations, industry trends, and the impacts of Covid-19.

**What kind of demand are you seeing right now for bookings? How is the number of events trending now versus pre-Covid?** We are still recovering. With the latest round of restrictions ending in March, event organizers can plan with additional confidence. Our citywide meetings require a longer lead time than many local events, so we are now seeing many of those local gatherings that were postponed over the past two years. We are slowly seeing an increase in bookings in the next few months but not the same rate as pre-pandemic years.

**How many staff members do you have currently? What is Center's strategy in attracting and retaining employees?** We have roughly 120 team members at the Center and are actively recruiting across our departments. With fewer events during the pandemic, we responded by working with each employee to adjust work schedules and allowing key staff to work from home. It wasn't feasible to operate with a full staff, but we have worked to invite employees back as restrictions have eased and demand for events has returned.

We are working on educating prospective employees about the many benefits of joining our team. We recently created a video introducing the wide variety of careers at the Center, which is available on our website, and are reaching out to former employees who were let go. The Center has always operated with a strong sense of ohana, and our employees value that. We have recently filled several key positions, including welcoming Hector Morales as our new executive chef.

**Many people have discovered the ease and convenience of virtual meetings and events during the pandemic. How do you think this will affect Hawaii Convention Center moving forward?** We understand that there will continue to be guests who do not feel comfortable or cannot travel for gatherings. During the pandemic we launched virtual meetings packages that allow event organizers to seamlessly integrate virtual elements into their gatherings. This full array of turnkey video-production services includes professionally coordinated pre-recording management, webinar and livestream production, and hybrid meeting design and execution across a variety of popular virtual platforms.

**How, if at all, do you feel the pandemic has changed meetings and conventions? What will be the long-term impacts of Covid on meetings and conventions?** There will be a continued integration of virtual elements into meetings, as well as an emphasis on health and safety measures. We will keep our hand-sanitization stations and individual grab-and-go food and beverage options, and work with each event organizer to implement protocols that fit their needs.

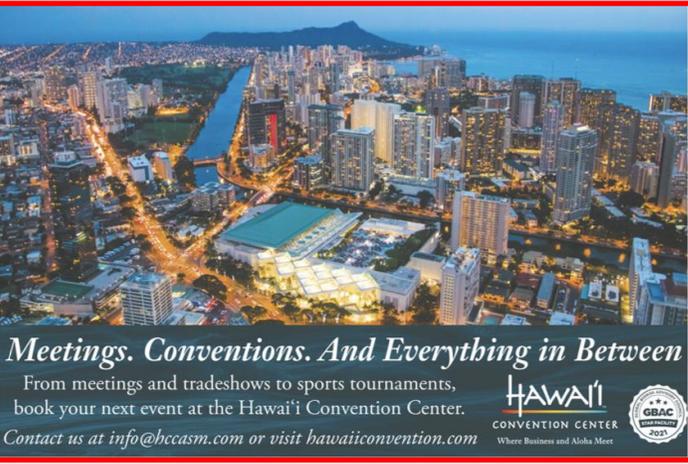
When we gather in person, we get more done and make deeper connections, so we see a strong desire for meetings and events, especially in places like Hawaii. You cannot beat our aloha spirit, cultural diversity, business community and geographic convenience between east and west.

**Overall, what is your current outlook for the future?** What we have learned throughout the Covid-19 pandemic is that we need to be flexible and prepared for anything. We are cautiously optimistic about the return of citywide meetings, as well as an especially strong near-future outlook for local gatherings.

APRIL 1-7, 2022 | 37



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HAWAII NEWS

## Hawai'i Hotel & Restaurant Show is among the first local events to return to Hawai'i Convention Center

By Allison Schaeffers March 27, 2022



Star Advertiser,  
HRS feature article

Pacific Business News  
Q&A Feature

½ Ad Pacific Business News  
Upcoming placement dates: May 13 and 27

# **Repair and Maintenance Projects Update**

# Repair & Maintenance Projects

## 6-Year Plan (page 1)

Project #	Project Title	Estimated Project Cost	Prior Fiscal, incl FY22 to date	Remaining FY22	FY23	FY24	FY25	FY26	FY27	Total
001	Rooftop Terrace Deck Repair	\$ 64,000,000	\$ -	\$ -	\$64,000,000					\$ 64,000,000
002	Rooftop Terrace Deck Repair, Planning - 2018, 2020	\$ 340,208	\$ 325,252	\$ 14,956						\$ 340,208
003	Building Envelope Repairs (Kalākaua Kitchen, 3rd fl planters, exterior painting)	\$ 18,631,604	\$ 249,216	\$ 8,195,111	\$10,192,832					\$ 18,637,159
007	Kitchen Hood Control Panel and Fire Suppression	\$ 1,102,366	\$ 32,299	\$ 557,944	\$ 512,123					\$ 1,102,366
008	F&B Refrigerator, 3rd floor (#348) Replacement	\$ 319,004	\$ 14,047	\$ -	\$ -	\$ -	\$ 304,957			\$ 319,004
009	Slate Tile Repair	\$ 2,142,108	\$ 12,963	\$ 1,065,256	\$ 1,063,888					\$ 2,142,107
010	Chiller Replacement	\$ 4,363,870	\$ 16,051	\$ 15,674	\$ 4,332,145					\$ 4,363,870
	Chiller Replacement	\$ 275,000	\$ 13,247	\$ 261,753						\$ 275,000
011	Ballroom Gutter, Foyer Transom Glass Repair and Soffit Repair	\$ 10,635,599	\$ 25,873	\$ 2,605,661	\$ 8,004,065					\$ 10,635,599
012	Parapet Roof Repairs	\$ 2,959,559	\$ -	\$ -	\$ 2,959,559					\$ 2,959,559
	Parapet Roof Repairs	\$ 45,000	\$ 10,404	\$ 34,596						\$ 45,000
013	Ballroom Roof Repairs	\$ 2,143,187	\$ 6,712	\$ 1,330,429	\$ 806,046					\$ 2,143,187
014	Lobby Water Feature	\$ 1,035,800	\$ 1,985	\$ -	\$ -	\$ 253,946	\$ 779,869			\$ 1,035,800
015	House Sound Audio System Upgrade	\$ 1,344,650	\$ 9,183	\$ -	\$ 1,335,467					\$ 1,344,650
016	Camera, NVR and Access Control	\$ 1,998,341	\$ 1,185,551	\$ 812,790						\$ 1,998,341
017	Trellis Replacement	\$ 5,000,000	\$ 4,102,434	\$ 897,566						\$ 5,000,000
022	Chill Water Pipe Reinsulation	\$ 250,000	\$ -	\$ 250,000						\$ 250,000
023	Air Wall Repairs	\$ 400,000	\$ -	\$ -	\$ 400,000					\$ 400,000
024	Roll-up Door Replacement	\$ 225,000	\$ 23,656	\$ 201,344						\$ 225,000
025	Ballroom and Meeting Room Wallpaper Replacement	\$ 450,000	\$ -	\$ 450,000						\$ 450,000
026	IT Network Upgrades	\$ 125,000	\$ -	\$ -	\$ -	\$ 125,000				\$ 125,000
027	Ice Machines Replacement	\$ 500,000	\$ -	\$ -	\$ -	\$ 500,000				\$ 500,000
028	Theatre 310 and 320 Furnishings Upgrade	\$ 750,000	\$ -	\$ -	\$ -	\$ -	\$ 375,000	\$ 375,000		\$ 750,000

# Repair & Maintenance Projects

## 6-Year Plan (page 2)

029	Theatre 310 and 320 Seating Upgrade	\$ 500,000	\$ 155	\$ -	\$ -	\$ -	\$ 249,845	\$ 250,000		\$ 500,000
030	FB China and Equipment Upgrade	\$ 3,500,000	\$ -	\$ -	\$ -	\$ -	\$ 3,500,000			\$ 3,500,000
031	Ala Wai Waterfall Repair	\$ 1,013,271	\$ 1,985	\$ -	\$ -	\$ 1,011,286				\$ 1,013,271
035	Stairwell 5 and 6 Repair	\$ 1,189,205	\$ 15,930	\$ 25,000	\$ 1,148,275					\$ 1,189,205
036	Water Intrusion Remediation	\$ 400,000	\$ 10,106	\$ 389,894						\$ 400,000
037	Exterior Security Camera Upgrade	\$ 150,000	\$ -	\$ 150,000						\$ 150,000
039	Leak Repairs - January 2022	\$ 170,000	\$ -	\$ 170,000						\$ 170,000
040	Exterior Planter Repair	\$ 2,313,660	\$ -	\$ -		\$ 2,313,660				\$ 2,313,660
041	Children's Courtyard Repair	\$ 250,000	\$ -	\$ -		\$ 250,000				\$ 250,000
042	Kahakai/Atkins Drywell Rehabilitation	\$ 250,000	\$ -	\$ -				\$ 250,000		\$ 250,000
043	Air Handler Unit 9 and 10 Replacement	\$ 300,000	\$ -	\$ -				\$ 300,000		\$ 300,000
044	Fire Sprinkler Line Refurbishment	\$ 270,000	\$ -	\$ -				\$ 70,000	\$ 100,000	\$ 170,000
045	Escalator and Elevator Refurbishment	\$ 1,000,000	\$ -	\$ -				\$ 200,000	\$ 200,000	\$ 400,000
046	LED Light Upgrade	\$ 1,700,000	\$ -	\$ -		\$ 500,000	\$ 200,000	\$ 500,000	\$ 500,000	\$ 1,700,000
047	Lighting Control System Replacement	\$ 200,000	\$ -	\$ -	\$ 200,000					\$ 200,000
048	Electrical Harmonics Testing	\$ 100,000	\$ -	\$ -				\$ 100,000		\$ 100,000
049	Main Kitchen Dishwasher Replacement	\$ 300,000	\$ -	\$ -	\$ 300,000					\$ 300,000
050	Main Kitchen Flooring Replacement	\$ 2,000,000	\$ -	\$ -					\$ 2,000,000	\$ 2,000,000
051	PBX System Replacement	\$ 50,000	\$ -	\$ -				\$ 50,000		\$ 50,000
052	Ride-on Sweeper Replacement	\$ 55,000	\$ -	\$ -	\$ 55,000					\$ 55,000
053	Forklift	\$ 25,000	\$ -	\$ -		\$ 25,000				\$ 25,000
054	Boardroom Upgrade	\$ 1,000,000	\$ -	\$ -			\$ 1,000,000			\$ 1,000,000
055	Elevator #2 Upgrade	\$ 250,000	\$ -	\$ -		\$ 250,000				\$ 250,000
056	Lobby Glass Panels	\$ 120,000	\$ -	\$ 16,000	\$ 104,000					\$ 120,000
	GRAND TOTAL	\$ 136,142,432	\$ 6,057,049	\$17,443,974	\$95,413,400	\$ 5,228,892	\$ 6,409,671	\$ 2,095,000	\$ 2,800,000	\$ 135,447,986

# Repair & 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*

# Repair & 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*
- *Leak Repairs – December 2021 / January 2022, \$396k, completed 2022*



# Mahalo Nui Loa

# **10**

Report by the **Branding Standing Committee** of  
their Meeting Held on April 27, 2022

# **10a**

Hawaii Tourism Japan's  
2022 Brand Marketing & Management Plan  
Effective May 1, 2022



HAWAII TOURISM

JAPAN

# 2022 Japan Major Activities

HTA Branding Standing Committee  
4.27.2022

Eric Takahata  
Managing Director

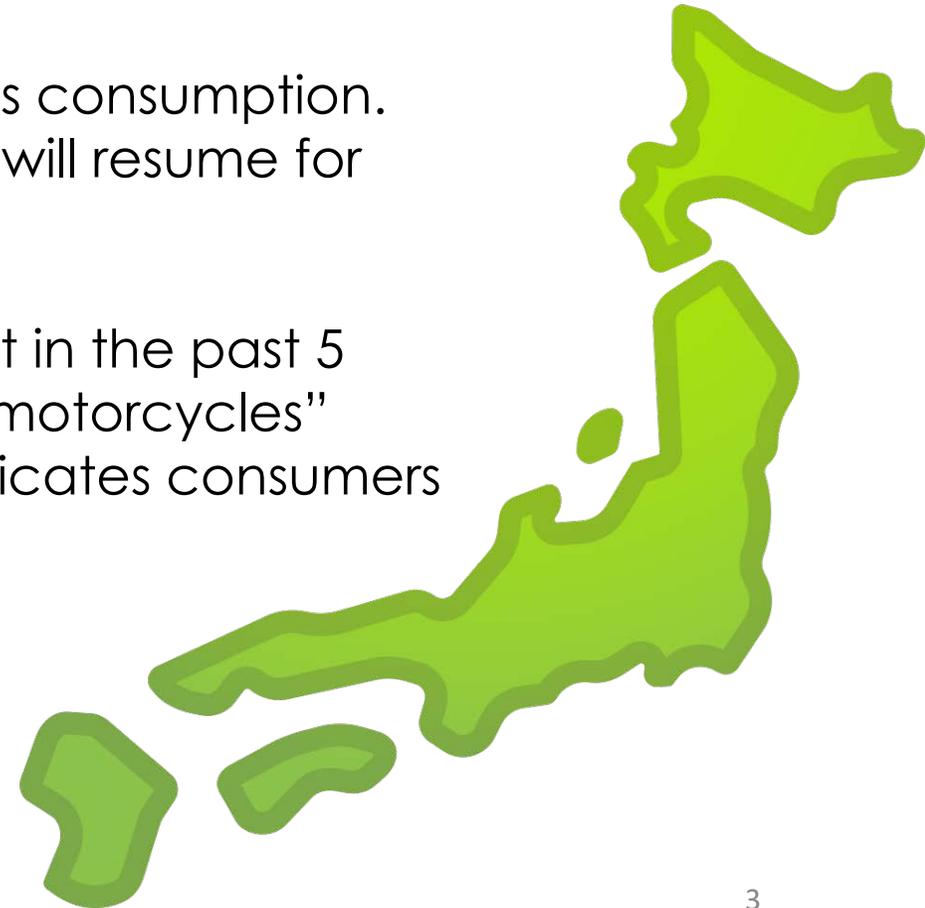


# MARKET SITUATION

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# Current Japan economic conditions

- **Vaccination:** 49.2% have completed booster shots and 79.9% are fully vaccinated as of April 20 in Japan.
- **Economic trend** continued positive movement in goods consumption. GDP growth for 2022 is projected at 2.1%. Go-To-Travel will resume for domestic travel post Golden Week holiday in May.
- **April Consumer Confidence index** has been the highest in the past 5 years. Especially, in 16 categories, “travel” and “car & motorcycles” have increased compared to previous months. This indicates consumers are consciously planning for long haul travel.

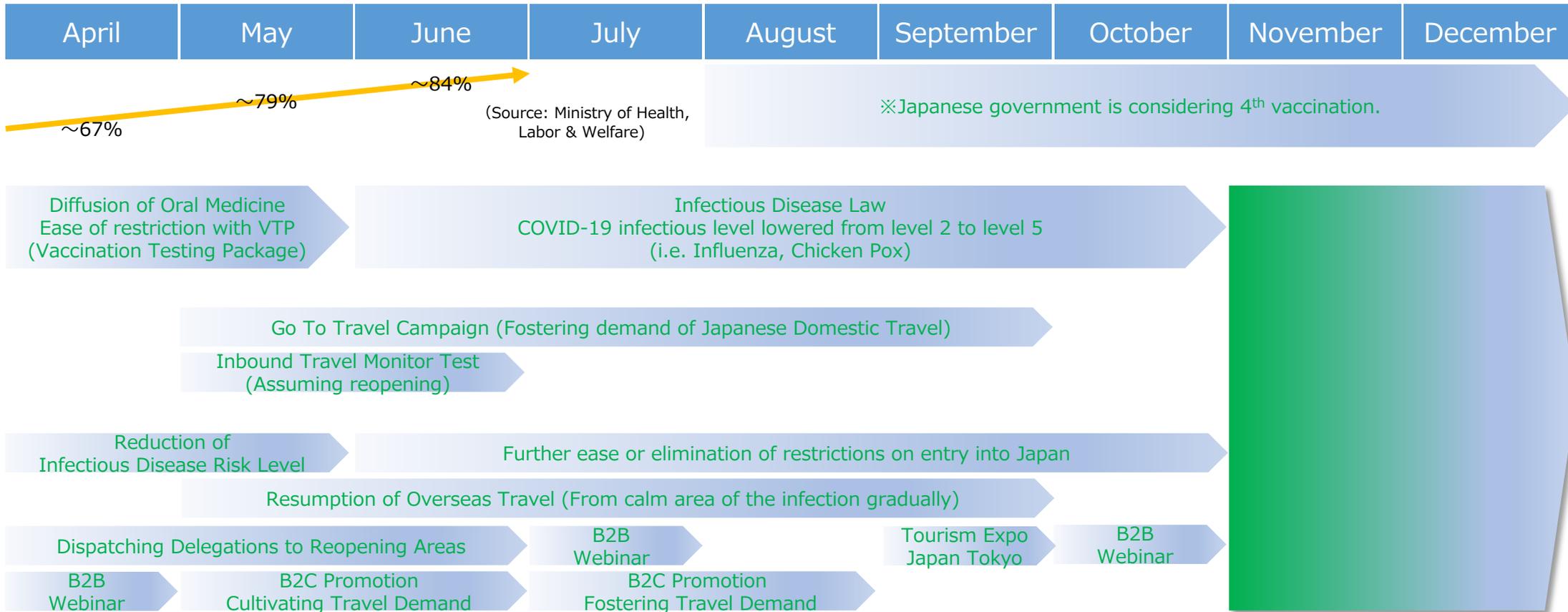


# Current travel industry conditions

- **Ease border restrictions:** On April 1, the Ministry of Foreign Affairs of Japan (MOFA) eased travel advisory from **Level 3** to **Level 2**. This is a major step for Japanese travel agencies to start selling package tours
- **Increased daily entry:** From April 10, Japan has increased its daily new entry capacity to **10,000**
- **Four major airlines'** (ANA, Hawaiian, JAL, and ZIPAIR) **operations**

	April	May	June	July
Flights	81	79	91	137
Seats	19,099	18,814	TBC	TBC

## Roadmap for Overseas Travel Resumption



~ Two Remaining Obstacles ~  
 1. Daily arrivals is restricted to max 10,000.  
 2. Infectious Disease Risk Level is still 3. →from 4/1, lowered to Level 2

**Note: The various schedules shown in this roadmap are based on JATA's own projections and are not officially announced plans.**



Japan Association of Travel Agents





# **HTJ MAJOR INITIATIVES MAY TO DECEMBER 2022**

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# 4 Pillars of Hawai'i Tourism Management

## Natural Resources

- Advertising Campagins
- Gakken (Scholastic) manga for young generations

## Hawaiian Culture

- Advertising Campagins
- Mālama Hawai'i SNS campaign
- Gakken (Scholastic) manga for young generations
- Continuous 'Ōlelo Hawai'i educaion

## Comminity

- Product developments
- Webinar

## Brand Marketing

- Advertising Campagins/Digital Marketing
- Mālama Hawai'i SNS campaign

— *MĀLAMA* —  
HAWAI'I

地球にやさしい旅を

# CONSUMER & PR INITIATIVES

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# MĀLAMA HAWAI‘I ADVERTISING CAMPAIGNS



OOH



Newspaper panorama ad



Airline Inflight



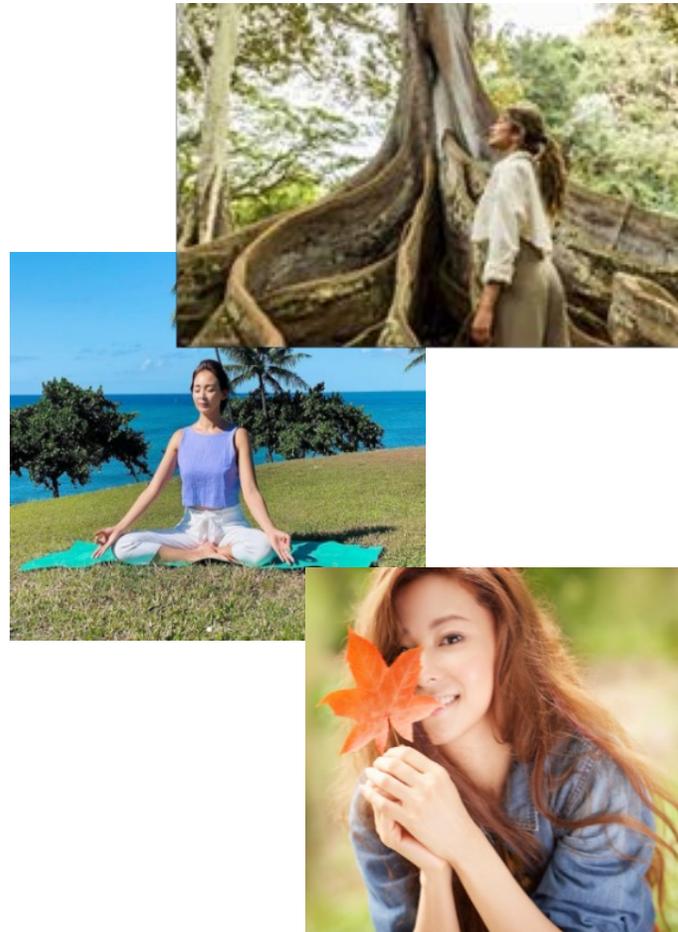
Newspaper partner alliance ad

# MĀLAMA HAWAI‘I DIGITAL MARKETING

Promote Mālama Hawai‘i and Pono Traveler initiatives through advertising campaigns and ambassador projects to share the Mālama Hawai‘i message



Digital & Radio Ad



Mālama Hawai‘i Ambassador & Messenger Project



# MĀLAMA HAWAI‘I MARKETING INITIATIVES

Through various angles, promote the concept and value of Mālama Hawai‘i to increase awareness of a Mālama mindset to the Japan Market



Mālama Hawai‘i SNS campaign



Gakken (Scholastic) manga for young generations



Continuous ‘ōlelo Hawai‘i education

# Golf Promotion

With Japanese golf player like Matsuyama winning major tournaments, more Japanese start playing golf and interested in watching the tournaments. The story of golf in Hawai'i experience will be featured and promoted with Golf Magazine and digital media.



Rakuten  
GORA



【驚愕】この方法でアイアンが超  
しっかり当たる！？フェースを〇〇  
すると球が捻れず真っ直ぐ飛び ...  
3,473 いいね 40 コメント 0 シェア 517,182 2,361 21 再生



ドライバーの「チーピン・引っか  
け」が即直る方法がここにあります。  
【レッスン】【ミッドアマへ ...  
0 いいね 168,572 1,188 16 再生



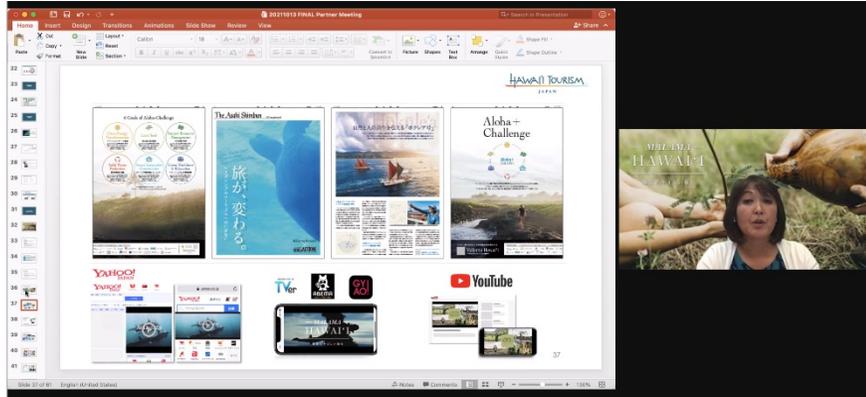
【驚愕】これをやるとマジでアイ  
アンがしっかり当たる！？岸澤信  
雄・阿部桃子のSPレッスンスタ ...  
0 いいね 160,239 75 10 再生



ドライバーが曲がなくなる「最  
高の技」がコレ！？スライスの原因  
と直す方法をプロが分かりやす  
0 いいね 168,887 再生

# MEDIA RELATIONS

- Focus on target media that features Mālama Hawai'i
- Conduct online webinars to target editors and freelancers
- Conduct individual press tours according to media characteristics
- Periodic news release, mail magazine distribution

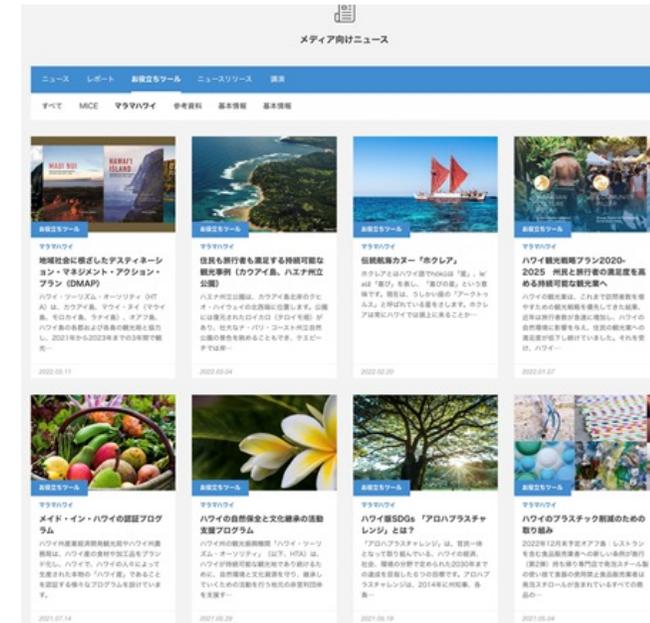


# PR INITIATIVES

## “Mālama Hawai‘i Media 100” Project

Reaching out to 100 selected writers and editors to cultivate a deeper understanding of the Mālama Hawai‘i’s concept, Hawai‘i’s initiatives, etc.

- **“Doubling Media Sites Access” Project:** Enhancing the content on HTJ’s media site where media can always find information and stories related to Mālama Hawai‘i.
- **Conduct Media Workshop Event in Autumn:** Conducting a media workshop event to promote communication between Hawai‘i’s partners and the media.
- **Local Media Coordinator Relation:** Communicate with local media coordinators who provide information to the Japanese media on the concept of Mālama Hawai‘i.



# EVENT MARKETING MADE IN HAWAI'I PROMOTION

HTJ collaborates with major Hawai'i consumer events to promote and increase awareness of Made in Hawai'i products in the Japanese market by working with DBEDT

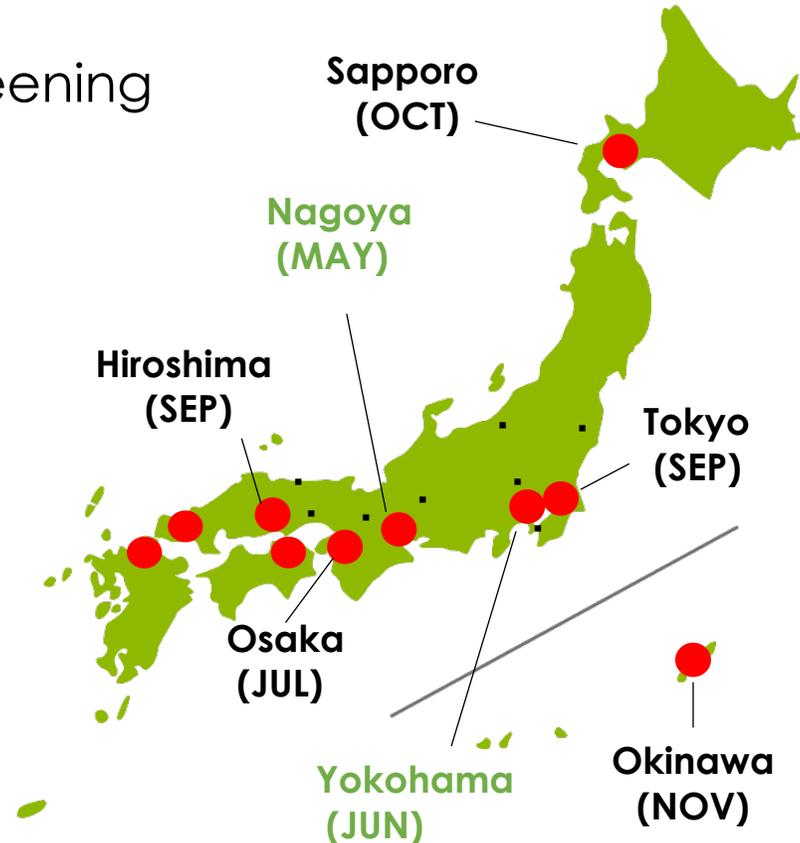


# EVENT MARKETING

## HŌKŪLE‘A PROJECT – MOVIE BLITZ

Support Polynesian Voyaging Society’s initiative through the screening of the documentary film, “Moananuiākea” in 3 sister cities and collaborative Hawai‘i events from July to Dec.

- “Moananuiākea” film screening
- Crew Talk show
- Donation booth setup
- Educational Seminar
- Sister City Relations





# TRAVEL TRADE INITIATIVES

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# TRAVEL TRADE MEDIA TIE-UPS

To educate on the concepts of Mālama Hawai'i and Hawai'i regenerative tourism throughout the travel industry in Japan, HTJ will collaborate with major four travel trade media.

	Total	Travel Journal	Travel Voice	Travel Watch	Wing Travel
Reach	10,860,000	270,000	1,500,000	9,000,000	90,000



# JATA TOURISM EXPO

- Date: September 22 – 25
  - Travel Trade B2B: 9/22 & 23
  - Consumer Event: 9/24 & 25
- Location: Tokyo Big Site
- Number of attendees: 150,000



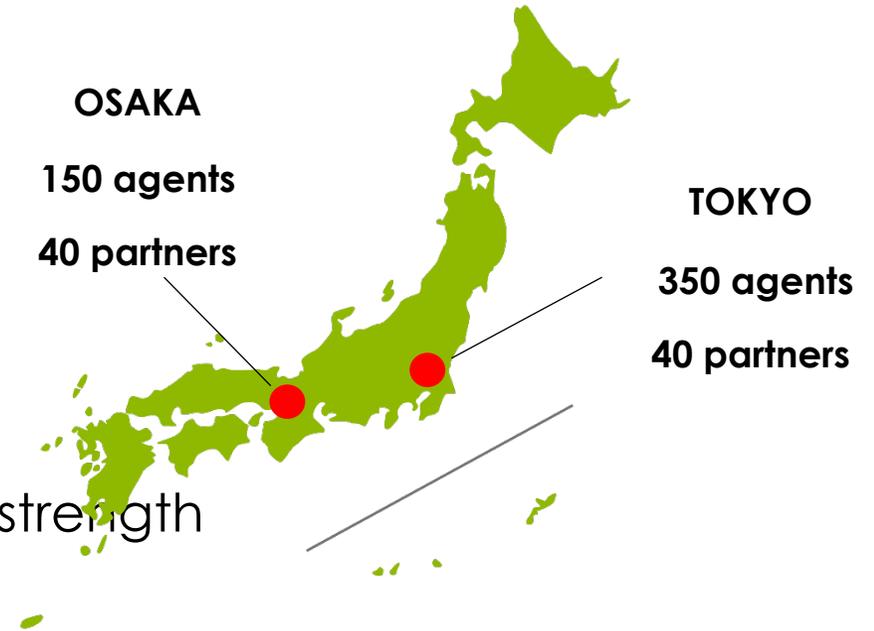
# PARTNER COLLABORATION

- Promotions & campaigns
- Staff training
- Product developments
- Webinar



# B2B WORKSHOP / MAHALO RECEPTION

- Date: End of November (TBD)
- Location: Tokyo and Osaka
- Purpose:
  - To share 4 pillars and educate about a Mālama Hawai'i mindset throughout the travel industry
  - To give an opportunity for Hawai'i marketing partners to strength relationships with travel trade representative
  - To show appreciation to key representatives for their continued support



# GOVERNMENT RELATIONS

HTJ facilitates governmental relations and will be coordinating a Governor lead delegation to Japan in May covering Japan governmental meetings, tourism stakeholder meetings, and economic development meetings.

- Japan Association of Travel Agents (JATA) visit in April
- The Japan-Hawai'i Legislator's Friendship Association visit in April
- Governor Delegation visit in May



# BUDGET

HTJ Annual Budget: \$9,000,000

January – April Actual: \$1,364,518

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May – December Remaining: \$7,635,482

<b>May – December Budget Allocation</b>	<b>\$7,635,482</b>
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<b>Admin</b>	\$1,506,450
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<b>Consumer Direct</b>	\$2,887,000
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<b>Public Relations</b>	\$1,598,032
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<b>Travel Trade</b>	\$1,644,000
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**MAHALO NUI LOA**

HAWAII TOURISM  
JAPAN

## **10b**

Update on RFP 22-01 HTA Hawaii Destination  
Branding Marketing & Management Services for the  
US Major Market Area

# **RFP 22-01 Hawai'i Destination Brand Marketing and Management Services for the United States Major Market Area**





HTA is committed to a solicitation process that is comprehensive, fair and impartial.

Visit HTA's RFP webpage at

<https://www.hawaiitourismauthority.org/rfps/>

Or the Hawai'i Notices And Data System (HANDS) at

<https://hands.ehawaii.gov/hands/opportunities/opportunity-details/20618>

# Points of Contact

**Keith Regan** – Procurement Officer/Chief Administrative Officer

**Tracey Fermahin** – Administrative Assistant, Contracts & Procurement

**Phone:** (808) 973-2246

**Email:** [contracting@gohta.net](mailto:contracting@gohta.net)

*Offerors should only communicate with, and rely on information from, the Procurement Office of the HTA. The HTA is not responsible for misinformation provided by anyone outside the Procurement Office. Please use email when communicating with the Procurement Office.*

# Important Dates

<b>RFP 22-01-Hawai'i Destination Brand Marketing &amp; Management Services for the US MMA</b>	
<b>ACTIVITIES</b>	<b>SCHEDULED DATE</b>
Release of Request for Proposals	April 15, 2022
Pre-Proposal Conference	April 20, 2022, 8:00-9:30 a.m. HST
<b>Deadline to Submit Intent to Apply</b>	<b>April 22, 2022, 4:30 p.m. HST</b>
<b>Deadline to Submit Written Questions</b>	<b>April 27, 2022, 4:30 p.m. HST</b>
State's Response to Written Questions	May 3, 2022
<b>Proposal Due Date/Time</b>	<b>May 17, 2022, 4:30 p.m. HST</b>
Finalists Selected and Notified	Week of May 23, 2022
Finalist Oral Presentations	Week of May 30, 2022
Notice of Award Selection or Non-selection	Week of June 6, 2022
Start of Contract	June 30, 2022
End of Contract	December 31, 2024
End of 2-Year Option if Exercised	December 31, 2026

# DEADLINE FOR RECEIPT OF PROPOSALS

**May 17, 2022**  
**4:30 p.m. HST**

Electronic submissions only. No physical submissions or physical deliveries accepted.

Direct any questions relating to this solicitation to Contracts & Procurement, (808) 973-2246, or email to [contracting@gohta.net](mailto:contracting@gohta.net).

Email strongly preferred.

**Mahalo!**

