

**From:** [Daniel Nahoopii](#)  
**To:** [Rebecca Crall](#)  
**Cc:** [Senator Lynn DeCoite](#); [Choy, Isaac W](#); [Ilihia Gionson](#)  
**Subject:** Re: Office of Sen DeCoite - HTA spending and ROI questions  
**Date:** Thursday, February 1, 2024 7:19:47 AM  
**Attachments:** [HTA Funding Impacts by Island.xlsx](#)

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Aloha Becca,

Attached are the tables that illustrate how much in HTA funding is put against each island. Funding includes all community programs, sports, workforce, and our Island Offices contract. Global Marketing, admin and planning are not included since they are not island specific.

The other tables show how much revenue and jobs are generated by visitors per island. DBEDT/READ just updated the 2023 numbers yesterday. As soon as they generate the jobs for 2023 we can send an update.

We also have tables for each island by year listing each program award and contract. I can send those later if you need them.

Mahalo, Daniel.

**Daniel K. Nahoopii**  
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**From:** Rebecca Crall <r.crall@capitol.hawaii.gov>  
**Sent:** Thursday, December 14, 2023 9:41 AM  
**To:** Isaac Choy <isaac.w.choy@hawaii.gov>; Daniel Nahoopii <Daniel@gohta.net>  
**Cc:** Senator Lynn DeCoite <sendecoite@capitol.hawaii.gov>  
**Subject:** Office of Sen DeCoite - HTA spending and ROI questions

Aloha Mr. Choy and Mr. Nahoopii,

Senator DeCoite asked me to follow up with you two on a few questions she had on the HTA budget/spending.

Japan Market:

How much does HTA spend on marketing in Japan? (including RFPS, contracts, etc)  
What is the ROI per Japanese visitor?

Hawaiian Islands:

How much does HTA spend on each island? (Marketing, events, grants, promotions, etc)

What is the ROI on each island?

Mahalo,

:)Becca

:)Rebecca Crall  
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