

HTA CEO REPORT

MAY 2024



EXECUTIVE SUMMARY

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 the month of April 2024 in support of the organization's overall mission, its strategic plan, and the community-led Destination Management Action Plans.

Maui Wildfires Recovery: Pursuant to HRS §201B-3(a)(23), HTA has been supporting the state's response and recovery efforts relating to the Maui wildfires. Details of that support is now centralized in a section under the Office of the President & CEO's report. As of Governor Josh Green's eleventh emergency proclamation related to the fires issued on May 3, the tourism emergency declaration issued pursuant to §201B-9 is in effect until July 2, 2024.

Office of the President & CEO: The office continues to work diligently on advancing the Change Management Plan to ensure adequate levels of staffing. The Governance Study is also moving forward with our contractor working efficiently to gather input from stakeholders.

Destination Stewardship: We began the month of April in the Kanilehua rains of Hilo for HTA's Signature event, the Merrie Monarch Festival. HTA Staff were well represented at both the main craft fair with HTA Destination Stewardship information and supporting by Hawai'i Island Destination Manager Rachel Kaiama. We were also represented well by the community programs we funded at The 'Imiloa Astronomy Center with activities and information related to HTA. HTA Staff were also in the community this month with a Community DMAP meeting on the island of Moloka'i to hear the community feedback on the brochure the Moloka'i DMAP Task Force has been working on with Destination Managers Meagan DeGaia and Val Dudoit-Temahaga. Additionally, HTA staff attended the O'ahu LEI Program event led by Director Anderson and hosted by ClimbHI. HTA's Maui Recovery Visitor Education & Post-arrival marketing campaign as part of HTA's larger recovery initiatives in response to the Maui Wildfires is underway, and we are adjusting the content to meet the needs from what we are hearing on the ground. The campaign is schedule to be completed at the end of May.

Brand and Marketing: The Brand team has executed CON 22011 Supplemental 2 to continue the Campaign Effectiveness Study for USA and Japan markets for calendar year 2024 advertising campaigns. HTUSA is in the final stages of the production phase for new video assets for our new visitor-facing campaign. Meanwhile, our Island Visitor

Bureaus, HTA staff and partners, and Global Marketing Team (GMT) completed another successful IPW in Los Angeles, California. The team has completed an industry stakeholders survey seeking feedback and input on marketing by the industry and HTA’s global marketing teams.

Planning & Evaluation: The Planning and Evaluation team continued to focus efforts on the coordination of the Mākaukau Maui Resident Campaign which launched on February 15. Staff continued working Kilohana in the development of the Tourism Quality Assurance Program. Kilohana submitted the capacity building needs assessment report which will help inform and create the upcoming Foundational Technical Assistance Program and Tourism Collaboratives. The contract for the evaluation of the DMAPs was awarded to Pacific Research and Evaluation LLC.

II. OFFICE OF THE PRESIDENT & CEO

Functional Statement: The Office of CEO is responsible for implementing the policies and instructions of HTA’s Board of Directors and administering the activities of HTA by planning, organizing, directing, coordinating and reporting its work.

- Leads relationship with Governor, Legislature, Board and state agencies
- Leads relationship with national tourism policy and strategy, Congressional offices, and national and international industry organizations
- Oversees HTA’s strategic direction and performance
- Oversees HTA’s administration, resource allocation, vision, and culture

Maui Wildfires Recovery

Overview of Tourism Emergency Fund Utilization

Guided by the Maui tourism recovery plan, staff has been working on executing various actions called forth in that plan as approved by the board. The below table shows the status of our current efforts utilizing the Tourism Emergency Fund pursuant to HRS §201B-3(a)(23) during this gubernatorially-declared tourism emergency pursuant to HRS §201B-9, which is in effect until July 2, 2024.

Action	Tourism Emergency Funding	Vendor	Status
1a. In early 2024, increase the visibility and call to action for travel to Hawai'i targeting high-potential markets.			

US Maui Recovery Marketing Program #2	\$900,000	HT USA	Ongoing
Canada Maui Recovery Marketing Program #1	---	HT Canada	Ongoing
1b. Support businesses to continue providing a consistent message that Maui is open for visitors.			
Enhancement of the gohawaii.com site	\$250,000	HT Global Support	Ongoing
HTA-subsidized booth space or reduced participation fees at certain domestic roadshows or travel trade events.	\$200,000	HT Global Support	Ongoing
2. Support and encourage consistent messaging and outreach to Maui residents, visitor industry stakeholders and businesses.			
Develop and air local messages that share that many Maui residents want to return to work full-time and it is a path to economic recovery (TV, social, radio - Maui Focus) (Makaukau)	\$350,000	Kinetic TV & Radio Stations	Ongoing
2b. Support and encourage consistent Mālama Maui message to visitors.			
Increase post-arrival visitor communication and education that is Maui site-specific, and addresses changes post-disaster.	\$300,000	Kilohana MVCB	Ongoing
3. Support Maui small businesses that are experiencing significant reductions in sales because of lower number of visitors on island.			
Support Maui small businesses and Maui Made products. Promotion of "Maui Made" products during West Coast saturation visits.	\$100,000	Council for Native Hawaiian Advancement	In Development <i>Lahaina Mākeke Scheduled to Open May 2024</i>
	Promotion of Maui Made products through US Maui Recovery Marketing Program #2		Ongoing
4. Expand tourism product on Maui to provide new activities for visitors and support Maui businesses.			
Create opportunities that allow potential visitors to explore different parts of Maui to see what is available.	Hawai'i Tourism USA Campaign #2		Ongoing
Encourage and support capacity building for small businesses	Kilohana Technical Assistance		In Development <i>Conducting Needs Assessment, Scheduled for Launch Q3 2024</i>
5. Support providing longer-term housing for wildfire-impacted households			

living in visitor-type accommodations by appealing to TVR owners.			
Increase communication efforts to alert residents of housing options: Develop commercial promoting various housing programs to encourage residents to move out of hotel properties and into long-term resident housing.	\$25,000	CNHA	Commercial produced and distributed through social media
Lele Aloha seeks to be a critical bridge between community and agencies supporting Lahaina’s housing efforts.	\$25,000	Lele Aloha	In negotiation with potential contractor

Mākaukau Maui Campaign

As part of Hawai'i Tourism Authority's (HTA) efforts to support Maui's recovery, HTA recently launched the Mākaukau Maui campaign (makaukaumaui.com) on February 15, which gives a voice to Maui residents who are ready to get back to work in our visitor industry. While the fire-affected sections of Lahaina Town remain closed to the public, other parts of Maui are open to visitors to foster stability and economic recovery for its residents. Finding stability, reducing uncertainties, and establishing a new normal after the wildfires are crucial steps in healing emotionally and financially. The campaign highlights Maui residents in the visitor industry and includes TV, print, social and radio.

The Mākaukau Maui campaign was featured on a number of shows including HI Now Daily and KITV's Island Life Live. The last ad ran on KGMB on May 5 (KGMB). Paid social media placements for the Mākaukau Maui campaign were also placed from February 29 – April 15, and YouTube placements from March 19 – April 15.

Media coverage included 44 pieces in outlets with a total readership of 14.2 million, with 217,000 views of our coverage.

Communications

- Prepared talking points on Maui recovery efforts for Maui Visitors and Convention Bureau's Vancouver media blitz and Healdsburg (California) Food and Wine Experience events. (April 12)
- Updated Maui Recovery section on HTA website with resources and information geared toward visitors, businesses, employees, and community members throughout the month.

Change Management Plan

The HTA organization continued to transition into the structure presented and approved by the HTA Board at its July 2023 meeting. The objectives of this structure were to strengthen island-based management, increase resources for destination stewardship, and have dedicated leadership for brand and marketing.

Governance Study

Better Destinations LLC has been contracted to complete the Governance Study. The contractor submitted a second findings report that was focused on identifying governance scenarios to achieve collective aspirations for Hawai'i's tourism.

Activities in April included:

- In depth interviews with HTA Staff
- In-depth interviews with Leaders and Stakeholders
- Field Stakeholder Survey (Opened March 13, 2024 – Closed May 1, 2024)
- Five two-hour Ideation Sessions were completed April 8-12, 2024, on the four islands (Kauai, Maui, Oahu, Hawaii Island) and with HTA Staff
- Better Destinations voluntarily held a sixth Ideation Session, completed virtually on April 30, 2024, for those unable to attend the on-island sessions

Public Affairs

Industry and Community Relations

- IPW, Los Angeles, May 3-7
 - Connected with over 100 media via appointments, the Media Marketplace, and meetings outside the show proper.
 - Pitched 18 LA-based media outside the show.
 - Distributed news releases and materials in the IPW online newsroom.
 - Hawai'i Tourism Authority Launches New Campaigns to Stimulate Meaningful Travel Demand
 - Hawai'i Tourism Authority Launches Mālama Hawai'i Dashboard Connecting Visitors with Volunteer Opportunities and Nonprofits
 - HTA Leave Behind (Our Work At-A-Glance)
 - Spring What's New in the Hawaiian Islands
 - IG participated in U.S. Travel Association National Communications Advisory Committee meetings as a member of the body.
- Pan Pacific Festival
 - Drafted and provided organizers with a welcome letter from DN. (April 12)
- Japan Summit 2024

- Drafted DN talking points for the evening reception of HTJ's Japan Summit. (April 24)
- Amway China
 - Drafted script and facilitated video message by Gov. Josh Green as part of the Meet Hawai'i welcome video for upcoming group scheduled for May 2026. (April 25)
- Explora 1 Inaugural Port
 - Drafted DN talking points for inaugural call ceremony. (April 26)
- DMAP Resident Communications Campaign
 - Reviewed and edited KHON guest form on HTA's destination management efforts, particularly in partnering with Kaua'i County and the Royal Coconut Coast Association on the installation of educational plaques along the Wailua Heritage Trail and creation of a new brochure. (April 5)
 - Reviewed and edited KHON guest form on HTA's destination management efforts, particularly in partnering with the City and County of Honolulu on the implementation of the automated gate system at Koko Head District Park. (April 15)
 - Drafted KHON campaign segment intros and outros. (April 15)

Communications

News Releases/Reports/Announcements

- News Release: Hawai'i Tourism Authority Launches Mālama Hawai'i Dashboard Connecting Visitors with Volunteer Opportunities and Nonprofits (April 5)
- HTA Message: Ellison Onizuka Kona International Airport Temporary Closure (April 12)
- HTA Message: Kaua'i: Flash Flood Warning Issued, Stay Off the Road (April 14)
- Report: Hawai'i Hotel Performance Report for March 2024 (April 19)
- Report: Hawai'i Vacation Rental Performance Report for March 2024 (April 25)
- News Release: Hawai'i Rates Highly on Safety and Security According to Visitor Satisfaction and Activity Survey (April 29)
- News Release: Hawai'i Tourism Authority Launches New Campaigns to Stimulate Meaningful Travel Demand (April 30)

News Bureau

- Coordinated and/or assisted with the following interviews and statements, including:

- Hawai'i News Now Sunrise, Casey Lund: IG interview on HTA's support of Volunteer Month and partnership with Kanu Hawai'i. (April 1)
- Hawai'i News Now, HINow: DN interview on HTA's support of the Merrie Monarch Festival. (April 5)
- Hawai'i News Now, Kyle Chinen: DN interview on The Hawaiian Islands presents the 2024 Outrigger Big West Men's Volleyball Championship and the community benefits the partnership and HTA's support generates. (April 17)
- Spectrum Sports: IG interview on The Hawaiian Islands presents the 2024 Outrigger Big West Men's Volleyball Championship and the community benefits the partnership and HTA's support generates. (April 20)
- KHON, Living808: Lee Anderson interview on Mākaukau Maui. (April 23)
- Assisted with the following media relations:
 - USA Today, Kathleen Wong: Received inquiry on visitor lawsuit. Advised that HTA does not comment on litigation. (April 1)
 - KITV, Diane Ako: Provided link to download video for story on budget allocated to HTA by the Legislature. (April 5)
 - Freelancer Angela Saurine: Provided caption for image being considered for annual Hawai'i guide. (April 7)
 - Champ Magazine, Monique Kaweck: Reviewed request for potential partnership and provided PR contacts for HTJ, HTO and HTE. (April 8)
 - ExplorewithCassie.com, Cassie Hepler: Reviewed request for hosted assistance and connected with HTUSA team. (April 9)
 - Honolulu Star-Advertiser, Allison Schaefer: Provided images and information on the new campaign. (April 25)

HTA's Social Media

- Managed social media calendar, drafted copy, sourced images, and scheduled posts on HTA's Facebook, Instagram and Twitter accounts. Also monitored and responded to direct messages and post comments.
- Phasing LinkedIn and Threads into our social media presence and will begin reporting once established.

Internal Communications

- Managed 2024 Communications Calendar on an ongoing basis.
- Conducted weekly communications coordination calls with HTA leadership and Anthology.

Government Affairs

Advisory Council

Per HRS §201B-13 (b), HTA may establish an advisory group that meets regularly with leadership from other state agencies to advise HTA on matters relating to their respective departments. Based on input from the directors, HTA will have recurring meetings with each director instead of group meetings.

Legislative Affairs

The 2024 session of the Hawai'i State Legislature convened on January 17 and concluded on May 3. HTA priority measures that passed the Legislature and await Governor's signature:

- **HB1800: Relating to State Budget**
Appropriates \$63 million in operating funds for FY25, a \$34 million expenditure ceiling for the Convention Center Enterprise Special Fund, and \$64 million in bond funding for repairs to the Convention Center roof.
- **SB2659: Relating to Regenerative Tourism**
Incorporates a regenerative framework into the Hawai'i State Planning Act by expanding objectives and policies for the visitor industry. Requires periodic updates to the Tourism Functional Plan, specifies elements to be included in the Tourism Functional plan, and requires an update to the Tourism Functional Plan to be submitted to the Legislature no later than twenty days prior to the convening of the Regular Session of 2025.
- **SB3364: Relating to Destination Management**
Requires HTA to develop destination management action plans for each county and to perform specific actions in each plan. Expands the powers and duties of the HTA. Repeals the exemption of the HTA from administrative supervision of boards and commissions. Requires the strategic tourism management plan to include statewide destination management and regenerative tourism efforts and programs. Renames the tourism marketing plan as the strategic tourism management plan.

III. DESTINATION STEWARDSHIP BRANCH

Functional Statement: The Destination Stewardship Branch is responsible for implementing projects and programs that seek to balance and meet the economic, environmental, and social/cultural needs of Hawai'i while working in close partnership with the visitor industry and residents.

Natural Resources Initiative

Overview: Support programs that protect, maintain and enhance Hawai'i's natural resources and cultural sites to improve the quality of life for all of Hawai'i's residents and to enhance the visitor experience in alignment with the Authority's mission to strategically manage Hawai'i tourism in a sustainable manner consistent with economic goals, cultural values, preservation of natural resources, community desires, and visitor industry needs. The [HTA's Five-Year Strategic Plan 2020-2025](#) lays out the Natural Resources Pillar objectives to "encourage and support sustainable and responsible tourism; engage and encourage active natural and cultural resource management strategies in areas frequented by visitors; and to promote visitor industry alignment with the Aloha+ Challenge, Hawai'i's recognized model to achieve the UN's SDGs, especially for energy and water."

No significant updates for the month of April.

Hawaiian Culture Initiative

Overview: Support programs that perpetuate and recognize the uniqueness and integrity of the Hawaiian culture and community and their significance in differentiating the Hawaiian Islands through unique and genuine visitor experiences.

Kūkulu Ola Program

The Hawai'i Tourism Authority's Kūkulu Ola Program, consistent with Chapter 201B-7(a) of the Hawai'i Revised Statutes ("HRS") which allows HTA to "enter into agreements that include product development and diversification issues focused on visitors"; and Chapter 201B-7(5), which gives the HTA responsibility for "perpetuating the uniqueness of the native Hawaiian culture and community, and their importance to the quality of the visitor experience, by ensuring that Hawaiian cultural practitioners and cultural sites that give value to Hawai'i's heritage are supported, nurtured, and engaged in sustaining the visitor industry"; and Chapter 201B-3(a)(20) which states that HTA "may coordinate the development of products with the counties and other persons in the public and private sector, including the development of sports, culture, health and wellness, education, technology, agriculture, and nature tourism. In addition, the HTA

Five-Year Strategic Plan 2020-2025 lays out HTA's plan to support Hawaiian Culture as stated above.

No significant updates for the month of March.

Festivals of Pacific Arts & Culture (June 6-16, 2024)

HTA's Chief Stewardship Officer Kalani Ka'anā'anā is the Chair of the Commission on the 13th Festival of Pacific Arts & Culture. HTA staff continue to provide administrative support through the coordination and staffing of bi-weekly meetings, drafting and posting agendas, and meeting minutes. As we near the June arrival dates we encourage those interested in learning more to visit: <https://www.festpachawaii.org/>

Visitor Experiences Initiative

Overview: The primary objective is to enhance the visitor experience while also preserving and promoting Native Hawaiian culture in addition to Hawai'i's multi-ethnic cultures and communities. This is achieved by fostering genuine, respectful, and accurate visitor activities and programs that connect tourists with the rich heritage of Hawai'i, all while supporting local cultural practitioners, artists, and craftsmen to ensure the preservation and perpetuation of Hawaiian culture and the local culture of Hawai'i.

Signature Events Program (SEP)

The HTA's Signature Events program supports major events that have broad appeal and align with Hawai'i's destination's image and brand. These world-class events help Hawai'i to remain competitive, generate media exposure for Hawai'i, increase economic benefits and ensure tourism and communities enrich each other. Signature Events aim to attract attendees and participants from outside the state of Hawai'i with extensive national and international marketing and have a significant economic impact as measured by the number of out-of-state participants. The program seeks to support and strengthen existing events and create new events for both residents and visitors.

No significant updates for the month of April.

Community Enrichment Program (CEP)

The Community Enrichment Program fosters community-based tourism projects that improve and enrich Hawai'i's product offerings. These projects provide unique, authentic, and highly valued visitor experiences and represent activities developed by

our community, for our community, and that the community wants to share with our visitors.

No significant updates for the month of March. Below is a list of CEP events for the month of April:

Event Name	Organization	Island	Award Amount	Summary
Wailuku First Friday	Lōkahi Pacific	Maui	\$25,000	Wailuku First Friday is a monthly street party in Maui that showcases local culture, arts, and businesses, attracting both residents and visitors. This community-centered event features live entertainment, arts and crafts, food vendors, and supports local economic development. Attendance and success are tracked through visual audits, surveys, media coverage, and social media metrics.
Old Kapa'a Town 1st Saturday Ho'olaulea Multi-Cultural Celebration	Kapa'a Business Association	Kaua'i	\$5,000	The Old Kapa'a Town 1st Saturday Ho'olaulea, organized by the Kapa'a Business Association, is a monthly multi-cultural celebration that integrates various cultural performances, educational activities, and local entrepreneurship. This event aligns with the Hawai'i Tourism Authority's objective by promoting diverse cultural interactions and economic vitality, enhancing both resident and visitor experiences. Through its expansion and improvement plans, the celebration not only supports local businesses but also fosters an appreciation of Hawai'i's rich cultural mosaic, contributing to a sustainable and harmonious tourism environment.
Kaua'i Ukulele Festival	Kala Foundation	Kaua'i	\$5,000	At present there is no similar event occurring on Kaua'i. This is an opportunity to provide a community event that resonates with residents and visitors alike. The event can support local ukulele manufacturers, instructors, luthiers, performers, students, artisans, crafters, food vendors.
28th Annual East Maui Taro Festival	East Maui Taro Festival	Maui	\$20,000	The Festival is an annual event to honor and promote the Hawaiian culture through the use of Taro as the main staple of the Hawaiian people.

<p>‘Āina Foods Cook-Off - East Maui</p>	<p>Hawai‘i Farmers Union Foundation</p>	<p>Maui</p>	<p>\$17,875</p>	<p>The ‘Āina Foods Cook-Off, part of Hana's Festivals of Aloha, is a week-long culinary celebration showcasing East Maui's local produce through a community-based cooking competition. Scheduled for October 2024, this event invites community members and visitors to participate in and experience the rich culinary traditions of Hawai‘i. The program promotes cultural exchange and supports regenerative tourism by emphasizing sustainable cultural foods, engaging the community, and enhancing the visitor experience with a unique taste of Hawaiian heritage and local gastronomy.</p>
<p>17th Annual Waimānalo Kanikapila</p>	<p>Nā‘ālehu Theatre</p>	<p>O‘ahu</p>	<p>\$14,000</p>	<p>The 17th Annual Waimānalo Kanikapila, presented by Nā‘ālehu Theatre, is a cultural event celebrating Waimanalo's musical heritage, scheduled for April 20, 2024. This free public event, held in honor of Gabby and Cyril Pahinui, features Hawaiian musicians and dancers, and includes educational and cultural demonstrations. Aligning with regenerative tourism, the festival fosters community engagement and showcases Hawaiian music traditions, enhancing visitor industry through authentic cultural experiences and heritage preservation.</p>
<p>Hawai‘i Swim Show 2024</p>	<p>Hawai‘i Rise Foundation</p>	<p>O‘ahu, Hawai‘i Island</p>	<p>\$20,000</p>	<p>The Hawai‘i Swim Show, showcasing in either the Big Island of Hawai‘i or O‘ahu, is a premier event spotlighting Hawai‘i’s vibrant swim and resort wear industry. This platform, initiated by Native Hawaiian entrepreneurs, aims to globally showcase local talent, thereby enhancing Hawai‘i’s economic prospects and community cohesion. The event features over 20 Hawai‘i-based designers in an extensive fashion showcase, emphasizing our commitment to celebrate and share Hawai‘i’s unique multicultural heritage with visitors, fostering better understanding and appreciation among residents and tourists alike.</p>

<p>Moloka'i Resource Fair</p>	<p>Moloka'i Homestead Farmers Alliance</p>	<p>Moloka'i</p>	<p>\$45,000</p>	<p>The Moloka'i Resource Fair, organized by the Moloka'i Homestead Farmers Alliance, is an annual event that serves as a central gathering for agriculture enthusiasts, offering educational workshops, networking opportunities, and showcasing local agricultural products and services. This initiative aligns with the Hawai'i Tourism Authority's strategic pillars by fostering positive resident-visitor interactions, celebrating Hawai'i's multicultural heritage, and supporting the symbiotic relationship between the community and the tourism industry. Furthermore, the fair contributes to regenerative tourism efforts by promoting sustainable agricultural practices, encouraging economic growth within the local agricultural sector, and enhancing the visibility of Moloka'i's agricultural contributions to a wider audience, including tourists, thereby supporting the islands economy and agritourism.</p>
<p>Annual Maui Marathon and Half Marathon</p>	<p>Valley Isle Road Runners</p>	<p>Maui</p>	<p>\$30,000</p>	<p>The Maui Marathon, organized by the Valley Isle Road Runners, is a hallmark event that celebrates community spirit, athleticism, and Maui's stunning natural beauty. This marathon, rooted in Hawaiian culture and heritage, draws thousands of participants and spectators, contributing significantly to the local economy. Emphasizing community engagement and sustainable practices, the marathon supports local businesses and non-profits, aligning with regenerative tourism principles and fostering a symbiotic relationship between the visitor industry and local culture.</p>

<p>Kapu'uola Hula Festival</p>	<p>Ulu A'e Learning Center</p>	<p>O'ahu</p>	<p>\$10,000</p>	<p>The Kapu'uola Hula Festival, scheduled for April 20, 2024, at Pu'uokapolei, O'ahu, is a celebration of Hawaiian oral traditions and hula. This event promotes the creation of new mele (songs), supporting the perpetuation of the Hawaiian language and storytelling. The festival offers an authentic Hawaiian experience, aligning with HTAs objectives by strengthening the relationship between the Hawaiian community and visitors, and highlighting Hawai'i's unique cultural heritage and practices.</p>
<p>Cacao Cultivation to Culinary Celebration: The Big Island Chocolate Festival</p>	<p>Big Island Chocolate Festival/Kona Cacao Association</p>	<p>Hawai'i Island</p>	<p>\$8,000</p>	<p>We are undertaking this initiative because we believe in fostering the growth of local cacao and establishing strong connections with the culinary industry to generate demand for it. Our two-day event serves as a platform to bridge these industries, nurturing the expansion of local cacao production and fostering the development of a distinctive Hawaiian cacao brand, akin to the renown of "Kona Coffee."</p>

Visitor Assistance Program (VAP)

Overview: HTA's Visitor Assistance Program (VAP) provides support, resources and guidance to visitors who are victims of crime and other adversities while traveling in

Hawai'i. Services include providing phone cards, transportation, meals, hospital visits and moral support, replacing lost IDs, assisting with hotel and airline bookings, and more. Under HRS 237D-6.5(b)(2), HTA, at a minimum, is required to spend 0.5 percent of the Tourism Special Fund on safety and security initiatives.

April Stats:

County	No. of Cases Handled	No. of visitors served	Primary Visitor Market(s) Served	Industry \$\$ Contributions
Hawai'i	21	50	US East & West	\$13,000.00 (cash) \$7,788.00 (In-Kind)
Honolulu	47	148	US East & West	\$525.00 (cash) \$14,411.15 (In-Kind)
Kaua'i	12	38	US West	\$975.00 (In-Kind)
Maui	10	22	US West & Canada	\$4,200.00 (In-Kind)

Ho'okipa Malihini Program

Ho'okipa malihini means to welcome guests and as its name suggests, this program will enhance the visitor experience and resident-visitor interaction. Programming includes cultural programs and entertainment in various resort and visitor areas statewide that support Hawaiian programs and cultural practitioners, craftsmen, musicians, linguists and/or other artists to help preserve and perpetuate Hawaiian culture in a way that is respectful and accurate, inviting, and educational. The program will directly support the Hawaiian community and cultural practitioners by creating opportunities to involve them in the industry with industry partners and visitors. While some resort/hotel areas have cultural directors this program helps to reinforce our collective kuleana to Mālama Hawai'i.

Resort Area Hawaiian Cultural Initiative (RAHCI)

HTA's Resort Area Hawaiian Culture Initiative provides support to cultural practitioners and musicians who present Hawaiian experiences, entertainment, and music in resort areas.

No significant updates for the month of April.

Kāhea Greetings Program (Airports And Harbors)

Programming includes regularly scheduled, free, year-round entertainment to create a Hawaiian sense of place for the millions of visitors entering Hawai'i through our airports and harbors statewide. Contract extensions were executed in March 2024 for Hilo

Harbor, Kona Pier, and Nāwiliwili Harbor to continue providing greeting services for calendar year 2024.

Below is the programming schedule at each port:

HNL	OGG	KOA	LIH	ITO	Hilo Harbor	Kona Pier	Nāwiliwili Harbor
Mon - Sat 9:30am- 1:30pm	Fri, Sat, Sun 10:00am- 2:00pm	Thu & Fri 11:00am- 3:00pm	Fri & Sat 10:00am - 2:00pm	Mon 11am – 3:00pm	<i>With Cruise Ship Arrivals</i>		

Post-Arrival Messaging

Finalized the Maui Recovery Visitor Education & Post-Arrival Marketing campaign as part of HTA’s larger recovery initiatives in response to the Maui Wildfires. All four channels of Visitor Education and Post-Arrival Marketing – Native Ads, Digital Display, Search Engine, Social Media – are tracking well to KPIs established by our Destination Stewardship contract. The click-thru rate of social media is tracking higher than anticipated which is a favorable metric. We will be reporting specific KPIs for this quarterly. Please see the Destination Stewardship appendix for more details on this topic.

Smart Tourism

HTA staff has asked Kilohana to pause on this part of their scope of work while HTA evaluates how to move forward given the Maui wildfire, bills addressing destination apps currently moving through the Legislature, and other factors. With the current legislative session in its final days we will have a better sense how to move forward soon.

Destination Management

HTA staff are working with the island destination managers on revamping their reporting templates to fit this new CEO report model.

Technical Assistance & Capacity Building

HTA staff is working with Kilohana on the technical needs assessment. The assessment and its final report are slated for completion at the end of April. Once the needs assessment final report is completed the staff and Kilohana will utilize the findings to finalize the content and format for the three community tourism collaboratives. We

anticipate they will launch in Q3 2024 and focus on Foundational Technical Assistance, Community Stewardship and Regenerative Experiences.

Workforce Development Program

Pursuant to HRS 201B-3(a)(22) HTA will address the industry's evolving needs in workforce training by working with educational institutions to make training available for the industry workforce to help enhance overall skills and quality of service. Sustaining tourism's success also depends on Hawai'i's youth helping to carry the industry forward and becoming the next generation of leaders. Encouraging Hawai'i's high school and college-age students to choose tourism as their career is another important part of HTA's workforce development initiative in ensuring that there are career opportunities in the tourism industry for Hawai'i's own.

Tour Guide Certification

Development a curriculum for an online Tour Guide Certification training program that will include, but not be limited to, Hawaiian culture, Hawai'i's history, customer service, and safety issues. Develop identification and implementation strategies to increase enrollment and certification completion. This program is being developed through a contract with Kilohana.

ClimbHI's LEI (Leadership.Exposure. Inspiration.) Program

HTA supports ClimbHI's LEI (Leadership, Exploration, Inspiration) program, which is designed to inspire Hawai'i's high school and college students to pursue a career in Hawai'i's visitor industry. The events took place as follows: April 4 (Maui), 9-10 (Hawai'i Island), 16 (Kaua'i) and 22 (O'ahu). More than 1,000 students and teachers and 100 businesses participated in the program's 12th year. Students engaged with industry leaders and participated in activities that provide an overview of the hospitality industry. They also discussed topics such as resident sentiment, the importance of the hospitality industry, and Hawai'i's cultural values. This includes an Exposure Fair, where students network with businesses and organizations in the visitor industry. HTA had a table at this event to share with the students and teachers the value of Hawai'i's visitor industry.

Ho'oilina Scholarship Program

Ho'oilina Scholarship Program supports Hawai'i's future workforce in the visitor industry and are awarded to college bound Hawai'i public high school seniors based on demonstrated academic achievement, leadership skills and an expressed interest in pursuing a hospitality, tourism or culinary education and career. Awardees also include

community college students who are Hawai'i residents, graduated from a Hawai'i public high school, completed their associates degree in hospitality, tourism, or culinary, and are transferring into the junior academic school year. HTA staff works closely with Hawai'i Lodging & Tourism Association (HLTA), University of Hawai'i at Mānoa (UHM), and University of Hawai'i at West O'ahu (UH-WO) to manage the Ho'oilina Scholarship program.

- The 2020 cohort has seven (7) scholars graduating from the UHM TIM school this Spring 2024 semester (May 2024).
- The 2020 cohort has one (1) scholar graduating from UH West Oahu this Spring 2024 semester (May 2024).

VI. BRAND BRANCH

Functional Statement: The purpose of the Brand Branch is to strengthen tourism's overall contribution to Hawai'i by taking the lead in protecting and enhancing Hawai'i's globally competitive brand in a way that is coordinated, authentic, and market-appropriate. This includes the oversight of the implementation of annual brand marketing plans in select major market areas (USA, Japan, Canada, Oceania, Korea, China, and Europe), sales & marketing for single property and city-wide global meetings, conventions and incentives or MCI, Global Support Services which includes management of a digital assets library, social media tools, and the gohawaii.com consumer website, affiliate sites, and application, Island Destination Brand Management & Marketing with representation and expertise provided in each county of Hawai'i, and sports programs.

Major Market Destination Brand Management

Overview: This initiative focuses on destination brand marketing for leisure travel in seven major market areas with pre-arrival communications to educate visitors with information about safe, respectful, and mindful travel within the Hawaiian Islands. Another key emphasis of the initiative is to drive visitor spending into Hawai'i-based businesses to support a healthy economy, including supporting local businesses, purchasing Hawai'i-grown agricultural products, and promoting Hawai'i-made products in-market, in partnership with the state's Department of Business, Economic Development & Tourism (DBEDT) and the private sector.

US Major Market Area

- CON 23003 – HTUSA recently executed supplemental 2 of the US Market contract, which now includes the additional \$750,000.00 EDA funds to support a Wholesale

Co-Op Program. Co-op programs are critical to communicate Hawai'i's unique brand, promote responsible tourism, drive high-value visitors to the state, and provide access to proprietary agent training opportunities. Co-op programs also allow Partners to provide value-added packaging directly to the consumer as well as through the travel agent. We will be running brand banner ads in a Destination Campaign that showcase the destination and drive consumers to a landing page on gohawaii.com. The consumers receiving the ads will be targeted based on our CRM database to identify the mindful traveler. On the landing page the Visitors' Guide will reside along with a call to action similar to "see your travel professional or click on the link below to see vacation packages for Hawai'i". The Hawai'i Destination Campaign will target educational messages to this group of agents that have completed the Hawai'i Destination Specialist Training.

- CON 24017 – HTUSA successfully supported the Aloha Market pop-up hosted by Mana Up in New York City. A few of the Maui small businesses that HTA supported were even featured on Good Morning America. You can see the clip [here](#). The team is currently in California for the Healdsburg Food & Wine event where more of our local Maui businesses are being featured to the thousands of attendees and more tuning in via Media coverage. In addition to these Maui recovery efforts, HTUSA has also supported Ho'okipa Maui, a trade show hosted by the Sheraton Maui Resort & Spa, on May 23, 2024, which further provided a consistent message that Maui is open for visitors.
- CON 23003 and CON 24017 – HTUSA is nearing the end of the production phase of the new campaign: "The People, The Place, The Hawaiian Islands." The available long format assets were recently shared with HTA staff and partners and the social media assets are anticipated to be finalized for posting starting in June.

Canada Major Market Area

- In April, HTCAN participated in 2 travel trade shows with key partner TravelBrands. These annual shows attract many destinations and travel product suppliers and welcomed about 1000 agent attendees across the show in Toronto and Montreal.
- On April 9th and 10th, Hawai'i Tourism Canada representative Lora Hamre attended a very successful Virtuoso agent show in Vancouver. With over 80 select travel advisors in attendance, Lora was able to conduct "speed-dating" appointments with advisors in addition to hosting lunch on the final day and making a presentation focused on Mālama and Maui.
- HTCAN continues to run a campaign with Baxter (Travel Trade Media) to encourage agents to enroll and complete the Hawai'i Destination Specialist Program. It offers

gift card prizing and will be promoted via e-communications and website presence through the next few months.

Japan Major Market Area

- In April, the Yappari Hawai'i campaign advertising continued on OOH, digital, and print to promote Hawai'i as the next premier oversea travel destination. Total impressions generated this month exceeded 100 million including taxi signage (2.7mil), SNS (10.6mil), Yahoo banners (87mil), and magazine (350,000). In addition, HTJ has secured support and participation from 24 industry partners who offered special deals as part of this extensive campaign.
- In the wedding market segment, booking rate remained a 40% recovery compared to 2019. HTJ enhanced the visibility of Hawai'i weddings by placing advertisements on taxi, print, YouTube, SNS, and magazine, resulting in over 3.5 million impressions in April. Furthermore, HTJ organized a wedding FAM in collaboration with Hawaiian Airlines and good Luch Corporation (Arluis Wedding) this month, with 14 representatives from Arluis and 1 from Hawaiian Airlines in attendance. The group visited various wedding venues, including hotels and churches, and filmed ceremonies for future promotional use.
- In the Edu-tourism segment, HTJ conducted an online seminar with the Ministry of Education, Culture, Sports, Science and Technology (MEXT) on April 15, to educate high school teachers about an upcoming educational FAM tour in July. During the seminar, HTJ provided insights into the DMAP, Aloha +Challenge and Mālama initiatives, covering topics such as Made in Hawai'i products, agriculture, and history and cultural updates. A total of 52 schoolteachers participated in the seminar and are currently awaiting approval for their applications for the upcoming FAM.
- HTJ successfully conducted its annual Japan Summit at Hawai'i Convention Center on April 25 with 110 participants from Japan and 185 from Hawai'i. This year's summit marked a significant milestone with record breaking attendance. Throughout the event, HTJ shared market updates and its future marketing initiatives, while keynote speakers from Expedia, Mynavi Wedding, and YOMIKO Advertising presented industry trends. Participants also engaged in a B2B trade show and had ample networking opportunities. On April 26, Japanese participants were invited to a tailored FAM tour focused on package sales and group education sales. A survey is currently underway to gather feedback from summit participants.

Oceania Major Market Area

- HTO's sponsorship of the Ocean Film Festival continued through April. At each of the 60+ screenings our "Journey with Aloha" video will play before the film

screenings, and they have worked with Hawaiian Airlines to give away a trip which will give HTA the opportunity to gather to consumer data.

- April also saw Brand USA partnered with Infinity Holidays again to build on their FY23 campaign with them promoting RoadTrips USA itineraries. As part of this year's partnership, they have built 9 brand new City Break itineraries and 9 additional RoadTrips USA itineraries. All the itineraries are fully customizable, bookable packages to make it easier than ever for agents across a range of Australian retail networks who use Infinity Holidays (including Flight Centre), to book their clients beyond the gateways and into some of the best experiences in Hawai'i.
- Filming took place this month in Hawai'i for the upcoming "We are Explorers" campaign targeting the Oceania market. This campaign will tap into the spirit of exploring new destinations as well as rediscovering ones already visited. This campaign will launch fully in May.

Korea Major Market Area

- In April, HTK conducted a travel trade FAM tour to Maui in partnership with Asiana Airlines, focusing on showcasing Maui's unique visitor experiences as part of their ongoing efforts to Mālama Maui. Additionally, HTK completed a filming project on Maui covering museums, hotels, restaurants, and activities. The footage will be utilized for the Mālama Maui 3D showroom, which will be available online to educate and attract responsible and mindful visitors to the island of Maui.
- HTK actively engaged with agents during the roadshow sponsored by Brand USA in Seoul and Busan, the two largest cities in South Korea on April 18 & 25. At the event, HTK shared the messages of Mālama Hawai'i and Mālama Maui, along with providing updated information on all islands. Furthermore, HTK promoted the Festival of Pacific Arts & Culture and the Kilohana Hula Show to over 170 travel agents in attendance.
- HTK is extending an invitation to Soo-hong Park, a well-known entertainer and TV personality in Korea, and his wife, to participate in a "Prenatal wellness trip to Hawai'i" themed couple trip in May. Through posts on Instagram, YouTube, press releases, and e-newsletters, HTK aims to use their stories to inspire the high-value traveler segment, showcasing Hawai'i as a premier healing and wellness destination for couples and families.

China Major Market Area

- HTC participated in the 12th Macao International Travel Expo held on April 26-28. During the event, HTC engaged with over 50 companies from various regions in China, including wholesalers, MICE agents, and Corporate planners representing

companies such as HITACHI, Lenovo, and more. HTC showcased a Hawai'i themed booth at the expo, featuring destination information along with digital QR codes that directed attendees to HTC WeChat mini-programs for additional details. The expo is expected to draw 40,000 spectators, with concurrent conferences and events being live broadcasted on the Expo official website, anticipating a total viewership of over 7 million.

- Throughout April, HTC posted content on its social media platforms including Weibo, WeChat Official Account, WeChat Video Channel, Douyin, and Xiaohongshu. The posts covered a range of topics such as Lū'au, Merrie Monarch Festival, Hawai'i Lei Day, Earth Day, and more.
- HTC is actively managing all logistics for the upcoming Hawai'i China Travel Mission to Shanghai and Beijing. Currently, 13 industry partners, including two island visitors bureaus, have registered for the mission. Detailed information regarding the mission program has been shared with all participants, and an informational briefing is scheduled for May 14.

Europe Major Market Area

- HTE is currently running a cross-platform digital campaign titled "Discover Hawai'i" throughout 2024 with the goal of increasing destination brand awareness and encouraging engagement and conversions from affluent, responsible travelers in the UK, Germany, and Switzerland. As part of this campaign, various tour operators will be featured in tactical elements to drive users to their websites for trip planning and booking. Since March 1, the campaign has generated 513K interactions, representing a 7.6% interaction rate, showing an improvement from the previous month and indicating the campaign's effectiveness in engaging the target audience. In the UK, Trailfinders will be the first conversion partner to join the campaign, setting up a dedicated landing page on their website to kick off on May 1st. In Germany, CANUSA Touristik will be the call-to-action partner, implementing promotions via a range of channels such as connected TV advertisements, exclusive newsletters, and social media promotions to drive engagement and conversions.
- In the UK this month, sales team training sessions were conducted with Freedom Destinations (20 agents), Wexas (8 agents), and Audley Travel (8 agents). The training session with Audley Travel was recorded and shared with the broader US sales team. Additionally, two standalone webinars were held as part of the German travel trade education campaign, with a total of 163 participants. Both webinars were recorded and are now available on a dedicated landing page that promotes the islands.

- HTE is in the process of developing a strategic, multi-channel co-op campaign with Condor as the call-to-action partner to promote flights from the mainland US to all Hawaiian Islands. The campaign aims to enhance awareness of Hawai'i's diverse and captivating experiences among key audience segments, while also highlighting Condor's exceptional products and cabin experience, positioning Condor as the facilitator of unforgettable Hawai'i travel experiences. The campaign will primarily focus on driving traffic and sales for Condor through their website, utilizing targeted premium video on demand, Connected TV, Video Display, tactical re-targeting, and Paid Social strategies. On April 10, HTE Germany hosted a collaborative webinar with Condor Airlines and VUSA, with 63 agents in attendance. The webinar was recorded and subsequently shared with the travel trade community in Germany.

Global Meetings, Conventions & Incentives

Overview: The MCI market can become a critical source of profitable “base” business booked years in advance. This base of business enables a higher yield of shorter-term leisure business. It can also help fill hotel occupancy gaps in future years by capitalizing on off-peak opportunities. To be competitive and thrive in the changing world of business tourism (MCI market), Hawai'i must capitalize on its strategic mid-Pacific location, which conveniently connects East and West, helping organizations create business events that are international, engaging and memorable experiences. Our location also contributes to a unique experience and the group setting of these meetings, conventions and incentives allows us to further educate our markets about Hawaiian culture and our precious resources by immersing attendees and stakeholders in these activities. Primary focus is on MCI sales and marketing in the United States, Japan, Canada, Oceania, Korea, and other Asia markets as appropriate.

Sales & Marketing Efforts:

- **Citywide:** This month the team licensed a new piece of business representing \$11M in economic impact. This is a short-term booking for March 2025 and represents a little under 3K in total room nights. The team is down by -13 percent YTD YOY for number of booked events, but +34 percent YTD YOY for definite room nights. A big focus of the citywide team in April has been to collaborate with 2026 contracted groups as we work to move forward with construction on the rooftop of the building.
- **Single Property:** This month the team contracted 11 meetings producing 5.1M in economic impact for the state. 6 of these bookings are in the year for the year. While the team was down from a MTD YOY perspective, YTD the team is +27 percent YOY production and is +6 percent ahead of their goal. They continue to build a strong funnel which is apparent from the 45 leads they produced this month.

- Business Events Industry Week brings together key industry organizations in the Washington D.C. area every Spring, and the Meet Hawai'i team left a memorable mark through its participation in several events.
- The team also participated in Destination International's Convention and Sales Services Summit. This event offered three tracks to industry professionals serving in the Destination Marketing Organization (DMO) space. Attendees were updated on trends, the latest developments in technology, and most importantly, engaged in round table discussions. This platform fostered key collaborative conversations on how DMOs can elevate services to create better experiences and tools for employees, destination partners, and clients.
- In collaboration with Hawai'i Tourism Japan, Meet Hawai'i invited 12 group wholesalers from Japan to Hawai'i to attend the Japan Summit. Meet Hawai'i took this opportunity to arrange a Pre-Japan Summit FAM, for the 25 participants, including the group wholesalers and their local office staff in Hawai'i. The FAM began with a sneak peek of O'ahu's upcoming Cirque du Soleil, followed by a cultural tour at the Bishop Museum. There, the participants had a chance to learn about Hawaiian culture, explore unique venue spaces at the museum, and participate in lei-making activities. The group concluded the FAM with a visit to the Hāna Koa Brewing Company.
- Meet Hawai'i participated in the Tobu Top Tour workshop in Osaka and Tokyo, where they had the chance to present to and directly engage with over 150 Tobu Top Tour group sales staff from the Kanto and Kansai regions. During the presentation, Meet Hawai'i emphasized that Maui has reopened for travel and underscored the importance of groups continuing to visit the island.

List of April Sales Activities:

- Client promotional events
 - April 11, 2024 – Meetings Mean Business Day – Chicago, IL
- Educational events and trade shows
 - April 2, 2024 – Destination Celebration – Kansas City, MO
 - April 3, 2024 – PATA Board Meeting – Island of Hawai'i
 - April 3, 2024 – PCMA Heartland Chapter Luncheon and Education – Kansas City, MO
 - April 8-10, 2024 – Travel Weekly – Island of Hawai'i
 - April 10-11, 2024 – IAEE Women's Form – Washington, D.C.
 - April 10, 2024 – PCMA Fashion Show – Washington, D.C.
 - April 11, 2024 – PCMA Visionary Awards Dinner – Washington, D.C.
 - April 11, 2024 – Industry Exchange/Global Meetings Day – Illinois
 - April 11, 2024 – TOBUTOP Hawai'i Workshop – Tokyo, JP
 - April 11, 2024 – Board Meeting – Direct Selling Australia – Sydney, AU
 - April 13, 2024 – TOBUTOP Hawai'i Workshop – Osaka, JP
 - April 25, 2024 – MPI Derby Day – Washington, D.C.
 - April 26, 2024 – PATA Festpac Webinar – Island of Hawai'i

- April 28-30, 2024 – SP Team Meeting – Virginia
- Sales blitzes
 - April 20-25, 2024 – Japan Sales Summit
- April site visits and familiarization (FAM)
 - Island of Hawai'i - 3

Island Destination Brand Management and Marketing Services

Overview: The Island Destination Brand Management and Marketing Services (IDBMMS) include the support from on-island representatives on behalf of HTA for visitor education, visitor industry engagement, and public relations activities; serving as advisors to HTA on the respective islands and The Hawaiian Islands statewide brand; collaborating with HTA's Global Marketing Team to develop and implement familiarization trips and press trips to areas that are welcoming visitors; providing island-based visitor education support during promotions, trade shows, and missions in major market areas, and coordinating with city and county government officials and designated organizations during crisis management situations.

- CON 24009 – The Island Visitors Bureaus, with O'ahu Visitor Bureau's Executive Director Noelani Schilling-Wheeler's lead, successfully planned and executed another IPW event in Los Angeles, California. Representatives from each island, HTA's Ilihia Gionson, Jadie Goo, and 'Iwalani Kaho'ohanohano, as well as Anthology Media Group a Finn Partner's Erin Khan, the Global Marketing Team, and industry partners sat over 20 appointments a day for the three-day event. We also hosted two pau hana events, which brought more networking opportunities following the scheduled appointments. HTA staff is now working with IVBs to highlight overall takeaways and plan necessary efficiencies for next year.

Global Support Services for Brand Management & Marketing

Overview: The Hawai'i Tourism Global Support Services for Brand Management and Marketing support HTA's comprehensive pre- and post-arrival visitor education and destination management efforts, as well as HTA's Global Marketing Team throughout the U.S., Canada, Japan, Oceania, Korea, China, and Europe. The support services include providing market insights to boost strategy, management and development of creative and digital assets, social media, website management, including GoHawaii.com, application development and maintenance, and maximizing emerging technology to support the updating of our Ma'ema'e Toolkit and Brand Guidelines. The resources are also shared broadly with the public for the community, visitor industry,

businesses, media, travel trade, and meetings, conventions and incentives industry representatives to utilize in their respective areas.

- RFP 24-09 – The Hawai'i Tourism Global Support Services for Brand Management and Marketing team has begun scheduling training sessions with GMT, partners, and Brand Mangers to (re)familiarize each user to the platforms, identify needs raised in our internal meeting during Spring Tourism Update, and provide the market insights support outlined in the scope of services. The team has also created a checklist for HTA and its partners to reference when creating content to share and a set of other resources easily accessible via our SharePoint. Other outputs will include fact sheets on an annual and biannual basis as well as quarterly check-in meetings.

Sports

Overview: HTA is committed to continuing its support for amateur, collegiate and professional sports programs and events seeking to hold tournaments, exhibitions, and other activities in Hawai'i. Such events and programs extend the brand image of, and attract visitors to, our islands. These visitors will travel to support these events and programs while concurrently stimulating our state and local economies. As part of this program, HTA requires all its sports events and programs to include a community engagement and benefit component as part of their proposal. Community engagement and benefits may involve activities, such as youth clinics, coaches' clinics and other activities designed to provide Hawai'i's youth with access to resources and guidance not normally available to them.

- **April Event Partnerships**
 - The Big West Men's Volleyball Championship Tournament, April 18-20, Stan Sheriff Center

VIII. PLANNING & EVALUATION BRANCH

Functional Statement: The purpose of the Planning & Evaluation Branch is to strategically plan for the near, mid, and long-term health and vitality of our visitor industry and manage destination issues that affect communities and the visitor experience. This includes the development, monitoring, and oversight of various plans for the HTA including but not limited to the Strategic Plan, the Destination Management Action Plans (DMAPs), and the Tourism Management and Marketing Plan. Other activities include development of policy as it relates to tourism.

Planning

Overview: This area develops plans in addition to carrying out research and evaluation functions to develop HTA programs and activities. The planning and evaluation team is also spearheading the workforce development area under Destination Stewardship.

Product Development

Overview: Develop, lead, assess, and optimize the development of new products and experiences. Leverage data and research to identify opportunities and areas where the development of programming is needed.

Tourism Quality Assurance Program

This is a certification program to recognize and grow responsible, sustainable businesses. In addition, this program is meant to provide and maintain consistency in areas such as quality, reliability, environmental, sustainable, and responsible tourism practices. This program is being developed through the CNHA/Kilohana contract. The last meeting with the Advisory Committees was held on April 12 to reveal the name of the program, Curator, and provide pilot program details and overall rollout timeline. Kilohana implemented the pilot program with a handful of visitor industry businesses. HTA assisted with providing contacts and making introductions. A website is also in development. Program roll out is anticipated in June 2024.

Technical Assistance Needs Assessment

The purpose of the needs assessment is to gather input from Hawai'i businesses and organizations on the current needs, barriers, and opportunities in working within and partnering with the visitor industry. Insights will help to inform future efforts, including the development of technical assistance (TA) and capacity building programs in the areas of foundational TA, community stewardship, and new regenerative experiences. This is also part of CNHA/Kilohana contract. The final report was provided to HTA on April 30 and will be posted on HTA's website. Findings and recommendations will be used to develop the Technical Assistance and Capacity Building programs.

EDA's Noncompetitive Travel, Tourism & Outdoor Recreation Grant

Work continues with DLNR in managing and monitoring their contract for the 7 projects, in addition to the execution of the brand marketing and coop programs and work on projects for the Urban Trails program. Staff remained in contact with the EDA grant administration staff include a meeting on May 3 to provide the a status update of the

work and submittal of the semi-annual written and financial reports on April 30. This reports covers activities during October 2023 – March 2024.

X. FINANCE BRANCH

Contracts List: Pursuant to Hawai'i Revised Statutes §201B-7 (9), please note the below contracts executed during the month of April 2024.

Contract No.	Contractor	Description	Contract Amount	Total Contract Value	Start Date	End Date
Ø24021	Council for Native Hawaiian Advancement	Mākeke for Lahaina	\$100,000.00	\$100,000.00	4/11/2024	6/30/2024
24022	Pacific Research and Evaluation	Evaluation of HTA's Destination Management Action Plans	\$46,675.00	\$46,675.00	4/22/2024	6/30/2024
Ø24023	Council for Native Hawaiian Advancement	Support for Long-Term Resident Housing for Maui Recovery Plan	\$25,000.00	\$25,000.00	4/22/2024	6/30/2024
Contract Type: • Sole Source † Procurement Exemption Ø Emergency			\$171,675.00			

Other activities related to procurement, contracts, Hawai'i Convention Center, and Legistive Audit will be reported in the Budget, Finance, and Convention Center Standing Committee report at the HTA board meeting.