



Brand Standing Committee Meeting

Agenda #9

**Fiscal Year 2025 Hawai'i Tourism Authority
Operating Budget for Branding and Marketing
(BED114)**

6.20.2024

FY25 Marketing Opportunity Fund

Total Budget: \$2,696,815

Total Budget Available After 10% Restriction: \$2,427,133.50

Proposed Budget Breakdown:

- 1) Market Support for Travel Missions: \$75,000
- 2) Korea RFP Transition (Travel Cost to HTA Fall Conference Week): \$5,000
- 3) Japan Incremental Budget: \$535,000 (Original Budget: \$1,150,000;
Available Budget after 10% restriction: \$1,035,000; Budget Reduction:
\$500,000)
- 4) USA Incremental Fall Activation: \$1,500,000

BAL: \$312,133.50

Potential New Opportunities:

- 1) Korea Air Premia co-op (regular scheduled services will be launched in
late Jan. 2025): \$100,000
- 2) China market co-ops (if new non-stop flight developed): \$200,000