

Incremental Request	Branding Committee Approved	FY24 HTA General Funds	Comments
US Maui Recovery Marketing Program #1	\$2,600,000	\$0	Funded through TESH \$2.6M. Completed
Canada Maui Recovery Marketing Program #1	\$1,500,000	\$900,000	May marked the conclusion of the Maui Recovery initiative. While TV reach and impressions data are pending, the campaign successfully achieved over 32 million digital impressions specifically for Maui, surpassing the goal of 22 million impressions. Not recommended to continue Recovery Program in FY25.
Japan Recovery Program #1	\$2,500,000	\$1,350,000	In May, HTJ continued its advertising efforts for the Yappari Hawai'i campaign across out-of-home (OOH), digital, and print platforms to promote Hawai'i as a top overseas travel destination. Branding Standing Committee approved \$535,000 for FY25
MCI - Corporate Meetings and Incentive Sales person	\$350,000	\$175,000	Contract amended. Position filled.
US Maui Recovery Marketing Program #2	\$2,500,000	\$1,350,000	\$1.35M from FY24 and \$900K through TESH
			CON 24017 – In Q1 Mālama Maui strategies continued to align with the target audience through direct consumer promotions, consumer events, public relations, travel seller education and promotion, and paid media to build brand awareness of the destination and to educate consumers about responsible travel; Mālama Maui strategies