



**HĀLĀWAI PAPA ALAKA'I KŪMAU O KE KE'ENA KULEANA HO'OKIPA O HAWAII'
REGULAR BOARD MEETING OF THE HAWAII TOURISM AUTHORITY**

**HĀLĀWAI HŌ'EA KINO A KELEKA'A'IKE
HYBRID IN-PERSON & VIRTUAL MEETING**

**PŌ'AHĀ, 27 IUNE 2024, 9:30 AM
THURSDAY, JUNE 27, 2024 AT 9:30 AM**

Kikowaena Hālāwai O Hawai'i
Papahale Ho'okū Ka'a | Lumi Nui A
1801 Alaākea Kalākaua
Honolulu, Hawai'i 96815

Hawai'i Convention Center
Parking Level | Executive Boardroom A
1801 Kalākaua Avenue
Honolulu, Hawai'i 96815

E ho'olele 'iwa'ia ka hālāwai ma o ka Zoom. Meeting will be live streaming via Zoom.

<https://us06web.zoom.us/j/82843937629>

*E noi 'ia 'oe e kainoa me kou inoa. E 'olu'olu, e ho'okomo i kou inoa piha akā hiki nō iā 'oe ke ho'ohana i ka inoa kapakapa e like me kou makemake. E noi 'ia 'oe e hā'awi mai i kāu helu leka uila. Hiki nō ke ho'opihapiha penei, ****@****mail.com*

You may be asked to enter your name. The Board requests that you enter your full name, but you may use a pseudonym or other identifier if you wish to remain anonymous. You may also be asked for an email address. You may fill in this field with any entry in an email format, e.g., [**@****mail.com](mailto:****@****mail.com).**

**Kelepona / Call In: (719) 359 4580
Helu Hālāwai / Webinar ID: 828 4393 7629**

Hiki i ka lehulehu ke hō'ike mana'o ma o ka palapala a i 'ole ma o ka waha. E kau palena 'ia ka hō'ike mana'o waha (ma ke kino a i 'ole ma o ka Zoom) he 'elima minuke ka lō'ihī no kēlā me kēia kumuhana. E kāinoa no ka hō'ike mana'o waha ma ke pākaukau ho'okipa ma ka lumi hālāwai. E kāinoa no ka hō'ike mana'o waha ma o ka Zoom ma o ke pihi "Q&A."

Members of the public may provide written or oral testimony on agenda items. Oral testimony (in-person or via Zoom) will be limited to five minutes for each testifier per agenda item. Signup for oral testimony in-person will be at the registration table in the meeting room. Signup for oral testimony via Zoom will be accepted through the Q&A feature on Zoom.

E ho'ohui 'ia nā palapala hō'ike mana'o i hiki ma ka pū'olo hālāwai. No nā palapala hō'ike mana'o i hō'ea mai ma hope o ka pa'a o ka pū'olo hālāwai ('elua lā ma mua o ka hālāwai), e kāka'ahi 'ia nā kope i ka papa alaka'i a e mākaukau no ka 'ike 'ia e ke anaina ma ka hālāwai. E leka uila 'ia nā palapala iā Carole Hagihara-Loo ma carole@gohta.net, a i 'ole, e lawe kino 'ia i ke ke'ena.

Written testimony received ahead of the preparation of the board packet will be included in the board packet. Written testimony received after the issuance of the board packet (two business days prior to the meeting) will be distributed to the board and available for public inspection at the meeting. Email written testimony to Carole Hagihara-Loo at Carole@gohta.net or hand-deliver or mail to the Hawai'i Tourism Authority office, 1801 Kalākaua Avenue, 1st Floor, Honolulu, HI 96815.

**PAPA KUMUMANA'O
AGENDA**

1. *Ho'omaka*
Call to Order
2. *Kikolā*
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 Protocol
4. *Hō'ike O Nā Hālāwai 'Ae 'Ia*
Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(e)
5. *'Āpono Mo'olelo Hālāwai*
Approval of Meeting Minutes of the May 30, 2024 Regular Board Meeting
6. *Mahalo I Nā Lālā Papa Alaka'i E Ha'alele Ana*
Recognition of Departing Board Members
7. *Hō'ike A Ka Luna Ho'okele*
CEO Report
 - a. *Hō'ike Kāko'o Maui*
Update on the Maui Wildfires Recovery
 - b. *Hō'ike 'Aha'ōlelo*
Legislative Update
8. *Hō'ike A Ka Luna Ho'omalū Papa Alaka'i HTA*
Board Chair Report
9. *Hō'ike No Ka Papahana Hō'ulu'ulu Ho'omalū*
Presentation of the Governance Study
10. *Hō'ike A Ke Kōmike Alowelo*
Report and Update by the BRANDING STANDING COMMITTEE of their Meeting Held on June 20, 2024
 - a. *Hō'ike'ike a Kūkā no nā Ho'olaha a ka Hawai'i Tourism USA*
Presentation and/or Discussion on HTUSA's Recent Advertising and Messaging Campaigns and Marketing Maui Recovery Plan

11. *Hō'ike'ike, Kūkā, a Ho'oholo nā Pāhana Kumu Waiwai Kaiāulu*
Presentation, Discussion and/or Action on Foundational Technical Assistance, Community Tourism Collaboratives Planning, and Visitor Education & Post Arrival Marketing Program

12. *Hō'ike A Ke Kōmike Ho'okahua Hawai'i*
Report and Update by the HO'OKAHUA HAWAI'I STANDING COMMITTEE of their Meeting Held on June 26, 2024
 - a. *Hō'ike'ike, Kūkā, a Hana no ke Ka'akālai Mālama 'Āina Ho'okipa no ka Makahiki Kālā 2025, Makahiki Kālā 2026-2027*
Presentation, Discussion and/or Action on Destination Stewardship Strategies for Fiscal Year 2025, Fiscal Year 2026-2027

13. *Hō'ike'ike A Kūkā No Nā 'Ike A Kūlana Mākeke O Kēia Wā I Hawai'i A Me Nā Mākeke Kipa Nui*
Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets

14. *Hō'ike A Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, a me ke Kikowaena Hālāwai*
Report and Update by the BUDGET, FINANCE, AND CONVENTION CENTER STANDING COMMITTEE of their Meeting Held on June 24, 2024
 - a. *Kūkākūkā a Ho'oholo No Ka Mo'olelo Kālā*
Motion, Discussion and/or Action on HTA's Financial Report for April and May 2024

 - b. *Hō'ike'ike, Kūkākūkā, a Ho'oholo No Ka Ho'omahele Makahiki Kālā 2024*
Motion, Discussion and/or Action on Fiscal Year 2024 Budget Allocations

 - c. *Kūkākūkā a Ho'oholo No Ka Mo'olelo Kikowaena Hālāwai O Hawai'i*
Motion, Discussion and/or Action on the Hawai'i Convention Center's April and May Financial Report and Update on the Hawai'i Convention Center's 6-Year Repair and Maintenance Plan

15. *Kūkākūkā a Ho'oholo No Ka Mo'ohelu Makahiki Kālā 2025*
Motion, Discussion and/or Action on Fiscal Year 2025 Hawai'i Tourism Authority Operating Budget

16. *Kūkākūkā A Ho'oholo No Ka Ho'okumu Hui Noi'i Koho Pelekikena a Luna Ho'okele*
Discussion and/or Action Regarding the Formation of a Permitted Interaction Group to Assist in the Selection Process for the Position of President and CEO of the Hawai'i Tourism Authority

17. *Ho'oku'u*
Adjournment

*** *ʻAha Hoʻokō: Ua hiki i ka Papa Alakaʻi ke mālama i kekahi hālāwai kūhelu i kū i ka Hawaiʻi Revised Statutes (HRS) § 92-4. E mālama ʻia 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 Alakaʻi kūkā a hoʻoholo ʻana i nā nīnūnē a nīnau i pili i ko ka Papa Alakaʻi kuleana me ko ka Papa Alakaʻi loio. He hālāwai kūhelu kēia i ʻole paulele ʻia ka ʻikepili a i mea hoʻi e mālama kūpono ai i ko Hawaiʻi ʻano, he wahi i kipa mau ʻia e nā malihini.*

*** Executive Session: The Board may conduct an executive session closed to the public pursuant to Hawaiʻi 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 Hawaiʻi's competitive advantage as a visitor destination.

Ma lalo o ka māhele 531.5 o ka Budgetary Control Accounting Manual, Mokuʻāina ʻo Hawaiʻi, he māhele ka ʻaina awakea o ka hālāwai. E mau ana ka hālāwai ma loko nō o ka ʻai ʻana, ʻaʻole hoʻi ia he wā hoʻomalolo.

Pursuant to Section 531.5, of the Budgetary Control Accounting Manual, State of Hawaiʻi, lunch is served as an integral part of the meeting, while the meeting continues in session, and not during a break.

Inā he lawelawe a mea like paha e pono ai ke kīnānā, e hoʻokaʻaʻike aku me Carole Hagihara-Loo ma (808)-973-2289 a ma ka leka uila e like me ka wikiwiki i hiki, ʻaʻole hoʻi a ma ʻō aku o ka ʻekolu lā ma mua o ka hālāwai. Inā ʻike ʻia he noi i ka lā ma mua o ka hālāwai, e hoʻāʻo mākou e ʻimi i ka lawelawe a mea like paha, ʻaʻole naʻe hoʻi e hiki ke hoʻohiki ʻia ke kō o ua noi lā. Ua noa pū kēia hoʻolaha ma nā kino ʻokoʻa e like me ka mea pono.

If you need an auxiliary aid/service or other accommodation due to a disability, contact Carole Hagihara-Loo at (808) 973-2289 or carole@gohta.net as soon as possible, preferably no later than 3 days prior to the meeting. **Requests made as early as possible have a greater likelihood of being fulfilled.**

Upon request, this notice is available in **alternative/accessible** formats.

E like nō me ka ʻōlelo o ke Kānāwai Hawaiʻi i hoʻoholo ʻia māhele 92-32.7, ʻaʻole e mālama ana ke Keʻena Kuleana Hoʻokipa o Hawaiʻi i kekahi wahi kaʻawale no ka lehulehu a lālā papa alakaʻi e nānā a e komo ai i ka hālāwai ma ka hoʻohana i ka ʻenehana komo hālāwai, no ka mea, hiki nō i ka poʻe o ka lehulehu a lālā papa alakaʻi ke nānā a komo pū ma ka hālāwai hōʻea kino.

In accordance with HRS section 92-3.7, the Hawaiʻi 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.

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**Approval of Meeting Minutes of the
May 30, 2024 Regular Board Meeting**



**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY
Thursday, May 30, 2024, 9:30 a.m.**

Hybrid In-Person & Virtual Meeting

Hawai'i Convention Center
Parking Level | Executive Boardroom A
1801 Kalākāua Avenue
Honolulu, Hawai'i 96815

MINUTES OF THE REGULAR BOARD MEETING

MEMBERS PRESENT:

Mufi Hannemann (Chair), Mahina Paishon (Vice Chair), Kimberly Agas, David Arakawa, Dylan Ching, Stephanie Iona, James McCully, Sherry Menor-McNamara, Blaine Miyasato, James Tokioka (Ex Officio, DBEDT Director), Mike White (Zoom), Sig Zane (Zoom)

HTA STAFF PRESENT:

Daniel Nāho'opi'i (Zoom), Kalani Ka'anā'anā, Isaac Choy, Talon Kishi, Ilihia Gionson, Iwalani Kaho'ohanohano, Maka Casson-Fisher, Carole Hagihara

GUESTS:

Jennifer Chun, Jeffrey Eslinger, Lei-Ann Field, Tyler Gomes, Erin Khan, Lawrence Liu, Anne Lopez, Tom Mullen, Guillaume Maman, Jessica Lani Rich, Allison Schaefer, Steven Sung, Jay Talwar

LEGAL COUNSEL:

John Cole

1. Call to Order

Chair Hannemann called the meeting to order at 9:30 a.m.

2. Roll Call to Announce Names of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic

Mr. Gionson conducted the roll call, and members were in attendance. Members who attended via Zoom were by themselves.

3. Opening Protocol

Mr. Casson-Fisher conducted the opening cultural protocol.

4. Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(e)

There was no input on Permitted Interaction Groups.

5. Approval of Meeting Minutes of the April 25, 2024, Regular Board Meeting

Dir. Tokioka made a motion to approve the minutes. Mr. McCully seconded, and the motion passed unanimously.

6. CEO Report

Chair Hannemann recognized the presence at the Board meeting of Attorney General Anne Lopez. He then introduced the CEO Report from Acting CEO Daniel Nāho'opi'i who was taking part in the meeting via Zoom from Tokyo, Japan, where he was attending an exposition that was to take place on Saturday and Sunday, June 1 and 2. He was also to participate in additional meetings for the MICE groups during the following days.

a. Update on the Maui Wildfires Recovery

Mr. Nāho'opi'i reiterated the goals of the HTA for the next couple of years, noting the alignment of present activities with these goals. The current year aimed to stabilize the visitor market, especially for the United States and Canada, and to increase the number of high-spending visitors from other international markets to enable recovery of those markets.

Referring to the progress of the Destination Management Action Plans (DMAPs), Mr. Nāho'opi'i appreciated the provision by legislators of five destination managers. Three of these would be actual rather than contracted positions. It was anticipated that within the second year, all five

managers would be fully integrated and continue developing complete plans for each island's DMAP.

Mr. Nāho'opi'i expected that in five years' time, through the relationship of the HTA with Kilohana and various community-based programs, the overall view of tourism in Hawai'i would have shifted to a more regenerative program that would not only be less impactful but would also contribute more directly to the welfare of the community and residents.

Mr. Nāho'opi'i reviewed the Maui recovery programs, funded by emergency money, and those financed from the incremental marketing funds that had been awarded through adjustments of the Fiscal 2024 (FY24) budget. He reminded members that they had previously seen a presentation of the Mākaukau Maui campaigns that were completed at the end of April and the beginning of May. Assets developed for this campaign were still available and would be useful in the travel trade to remind agents and sales staff that Hawai'i was still open for business.

The Board would be shown the initial drafts of the advertisements developed by Hawai'i Tourism USA. The first set of advertisements continued to focus on Maui recovery, with Chef Kyle Kawakami as the first highlight. There had been a media blitz for the Canada market, and Hawai'i Tourism Canada had worked on additional meetings with Virtuoso. There had also been a presentation focusing on Mālama Maui.

In the U.S. market, two activities had utilized Maui recovery emergency money. These funds supported ManaUp in taking Maui businesses to New York City for promotion through an Expo pop-up program. The current California Food and Wine Experience also featured Maui businesses and had a large attendance and much media activity.

Kilohana had been working on post-arrival visitor education marketing campaigns, specifically for Maui. Access to many roads and areas in Maui had changed due to recovery efforts there. This meant that some Maui recovery funds had been utilized to change and promote new programs and products available on Maui. This ensured that consumers were up to date about activities available on Maui, encouraging them to return.

The previous campaign with the CNHA to promote the housing program had been completed, but other projects were still in progress and would be reported when completed. The Board had voted that all projects had to be completed by June 30. Mr. Nāho'opi'i noted that the current version of the Tourism Emergency Declaration was in effect until July 2.

b. Legislative Update

Mr. Nāho'opi'i informed Board members that three main bills dealing directly with the HTA had been passed and awaited signing by the Governor.

The State Budget, HB §1800, had designated an operating fund of \$63 million for the HTA. There was an expenditure ceiling of up to \$34 million, including \$20 million at a one-time, focusing on immediate repair and maintenance projects and \$14 million for general operation, repair, and maintenance.

Through bond funding, \$64 million had been included in HB §1800. The HTA had given comments and recommendations for this budget bill, noting that there were now six separate program IDs instead of one as formerly. There was to be a separate budget section for each program ID, leading to greater reporting difficulty. It would also result in additional administrative issues in recording and reporting on budget and finance.

Bill §26-59 was concerned with regenerative tourism and incorporated it into the state planning app. The HTA Board had initially supported this bill through its support for the 'Aina Aloha declaration. The new bill meant that the HTA would be responsible for developing a regenerative tourism plan in collaboration with the Office of Planning and Sustainable Development (OPSD). The HTA staff had submitted their comments and recommendations, expressing their concern that the functional plan had not been part of HB §1800 program budgeting. This meant the HTA would have to utilize some of the money allocated for strategic planning. In the subsequent year, the HTA would submit a request to extend the time to complete a full functional planning process for another year because OPSD's requirements included the creation of an advisory committee and other committees, as well as conducting specific work activities and public meetings. The HTA staff would provide a draft report guided by OPSD before the next session.

Bill §33-64 codified the HTA's work in destination management. This bill contained definitions for destination management and regenerative tourism. The bill had been sought by the HTA, which introduced the original version of this bill. This had been preserved, and the bill also included the removal of exemption from SB §26-55, which governs the administration of boards and commissions.

Mr. Nāho'opi'i asked Mr. Gionson to provide the Board with information about public affairs and communications.

Mr. Arakawa thanked Mr. Nāho'opi'i for his presentation and his helpful slide show. He noted that HB §1800 and the new program IDs would be discussed later in the meeting. Mr. Arakawa asked for confirmation that under Senate Bill §26-59, regenerative tourism, the HTA had been assigned duties of State planning concerning tourism functional plans.

Mr. Nāho'opi'i replied that the HTA had been assigned to complete the State functional plan with support from OPSD.

On being asked by Mr. Arakawa whether there was funding for this task, Mr. Nāho'opi'i replied that no funding had been allocated.

Mr. Arakawa asked whether the HTA had supported this bill in their testimony and whether funding had been requested.

Mr. Nāho'opi'i stated that in written testimony, the HTA had supported the bill. However, during his own oral testimony, he informed the legislature that the HTA would support the bill if resources were provided.

Mr. Arakawa asked if Mr. Nāho'opi'i and Chair Hannemann had been instrumental in working on the HTA budget, and whether they had negotiated funding for regenerative tourism with the Finance Chair and the Ways and Means Chair. Mr. Arakawa pointed out that the HTA was now given a planning function, whereas OPSD had previously provided employees with funding to create functional plans. He added that this could be discussed later.

Referring to the one-, three- and five-year goals mentioned by Mr. Nāho'opi'i, Mr. Arakawa asked whether there were any immediate goals at the moment. He understood from the visitor industry that summer pace was important, but many hotels in Hawai'i had found it lower than expected. He asked whether there were any immediate plans to address the summer pace.

Mr. Nāho'opi'i replied that the immediate goal was the Maui recovery effort in both the U.S. and Canada and ongoing base efforts in other international markets. Recovery or stabilization was the goal for year one. Hawai'i Tourism USA will give a presentation about their activities later on today.

Mr. Arakawa pointed out that this had been an immediate concern of the industry, and Mr. Nāho'opi'i repeated that Maui recovery funding was being used for this purpose.

Chair Hannemann stated that discussions with Mr. Talwar and the HVCB were taking place to explore other opportunities besides messaging. The Chair had also met with several hotel officials, especially those with property on Maui. The HTA was at the beginning stages of a Statewide effort and concentrating on getting messaging out while examining the possibility of reinforcing it with other marketing strategies.

Mr. Gionson provided details on public affairs and communications. Chair Hannemann and Interim President/CEO Nāho'opi'i had authored an op-ed article for the *Star-Advertiser*, expressing gratitude to all who had supported the HTA up to the present and laying out the

path for the coming year. In a partnership with the Destination Stewardship Branch, a series explaining regenerative tourism and destination management across the Hawaiian Islands appeared in HI Now Daily and KHON2. This featured the Kaua'i Wildlife Refuge and Ms. Patricia Ornellas, the Destination Manager.

A story featured the staff of the Lāna'i Culture and Heritage Center. This organization had been a partner in developing the Lāna'i Guide App to educate arriving visitors about navigating the community and understanding its cultural values.

In West Hawai'i, the HTA had worked with the Kohala Food Hub staff. Food hubs were helping to deliver on the promise of regenerative tourism to uplift other sectors, such as agriculture. Food hubs aggregated local produce to enable hotels, resorts, and restaurants to incorporate local ingredients into their menus with some predictability and certainty.

Mr. Gionson mentioned Mr. Jackson Bauer, an official of the Department of Land and Natural Resources (DLNR), a partner in the Pololū project. This had been one of the first stewardship programs and was now being replicated elsewhere. Kama'āina Stewards were in place to share the area's story and advise on ways to interact with it appropriately. Cultural advisors at the Fairmont Orchid also showed the importance of cultural aspects of hospitality.

Mr. Ka'anā'anā explained to Board members that, in Hilo, a partnership with the County of Hawai'i had organized cultural training with the Edith Kanaka'ole Foundation. The HTA funded an outreach and community education program with the Keaukaha community at Richardson Beach to address the impact of cruise ship tourism. Slides featured young people who had completed destination stewardship training with three community partners. Ms. Rachel Kaiama from the HVCB was the Destination Manager for Hawai'i Island.

Mr. Gionson reminded Board members that the Destination Stewardship Branch aimed to better serve the population of the islands.

All the HI Now Daily shows were shot live on location, emphasizing the importance of the HTA's presence in communities and enabling visitors to share their stories.

Ms. Iona added that Ms. Sue Kanoho had been present during the feature on Kaua'i and had spoken about the beach cleanup. She pointed out that these promotions often spearheaded conversations with Board members.

Ms. Iona reminded Board members that the HTA had long supported Hawai'i-on-the-Hill and was to join the Farm Bureau in that effort. It was important to ensure that all Hawai'i voices were heard in Washington. Hawai'i on-the-Hill recognized the work of the Chamber of Commerce and resonated with the presence of Hawai'i in Washington. It was a very popular

event, with people waiting outside the door to get in. This year, Hawai'i shrimp would be there for the first time. Many smaller businesses had been added, as Ms. Menor-McNamara had reminded the Board. The HTA Board was to provide support in advertising.

The Senate President would give a presentation on Kaua'i for the Hawai'i Lodging and Tourism Association regarding the charity walk. Tourism would continue to support local charities, and agriculture played a big part in making this happen. Ms. Iona reminded the Board members that hotel managers like herself, Ms. Agas, and Mr. White would attest that it was residual support. It was important for hotels, businesses, and support agencies like the HVCB, Kaua'i Visitors' Bureau, and the HTA to support Hawai'i products. The purpose of membership dues was to encourage a wider vision and clarify why Hawai'i was such an excellent place to visit. Ms. Iona congratulated Ms. Menor-McNamara on the success of Hawai'i-on-the-Hill and assured her of continued support.

Mr. Gionson informed the Board that Ms. Kanoho stated that KHON2 would run stories over the next few months.

A press conference was held at the HCC the previous day, and more details will be provided in Chair Hannemann's report.

Mr. Arakawa had intended to ask a question at the end of Mr. Gionson's statement, but he now understood that the question would be answered in the Chair's report.

Dir. Tokioka informed the Board that he had attended Hawai'i-on-the-Hill several times. He thanked Ms. Iona for her contributions to the event regarding produce, flowers, and decoration. Ms. Iona has done this for many years, and her work was much appreciated. The HTA had improved perceptions of Senate President Kouchi. Congratulations were due to Pres. Kouchi, Mayor Carvalho, and Ms. Menor-McNamara's team for their impressive work.

During this session, Mr. Arakawa commented that the short-term rental bill had been important legislation. Now that it had been passed, every County would address short-term rentals. It was important for the HTA to be involved since this was a critical issue for the tourism industry. The issue was connected to destination management and was consistent with the HTA's efforts towards a positive impact of tourism on the community. The bill would broadly impact supporting the visitor industry and its partners.

Chair Hannemann thanked Mr. Arakawa for his contribution. From the perspective of the HTA, many sections of the hospitality industry such as the HLTA and the Hawai'i Hotel Alliance, as well as individual hotels, were in support. Now that the measure was at County level, the HTA would be able to help. The State had given Counties the right to eradicate illegal vacation

rentals, hoping to achieve a situation where local residents could afford to live in Hawai'i. The Counties were the most effective means of enforcement, and the mayors were also concerned. As Dir. Tokioka mentioned that this had been a major priority of Gov. Green's administration, and it would provide an opportunity to address the housing situation in Maui in the short term and future.

Mr. Nāho'opi'i continued his presentation, pointing out that staff members were still working on the tourism quality assurance program. Testing was in progress, with some industry partners going through the process. The aim was to create a system that would assure visitors and residents that the HTA and its industry partners were regenerative in nature and that they contributed to reducing the impact of tourism activities on the community.

An initial survey of the technical assistance needs assessment had taken place. The full report had been completed and posted to the HTA website. This survey would form the basis for developing the next round of programs. These included technical assistance programs to enable businesses to develop their capacity to participate fully in the visitor industry, as well as two types of more intensive collaboratives with a few selected organizations. These would aim to either elevate the service provided at a signature event or enable the organization to enter a new market.

The planning office was assessing current DMAPs to identify which activities had been effective and whether they had met the goals and objectives of the three-year DMAPs. This was in preparation for the development of a new DMAP for each island over the course of the next year.

There had been a previous presentation on the effectiveness of the study, and the study was to continue for a year to allow the HTA to assess the effectiveness of not only the specific Maui campaigns but also of the new campaigns both in Japan and the U.S.

Later in the meeting, the Board would see clips of the new campaign, "The People, the Place, the Hawaiian Islands." Long-form assets, usually used for YouTube, have been developed, and shorter assets are suitable for social media. Using Economic Development Administration (EDA) funding, coop programs were started in the U.S., allowing partners to provide value-added packaging for consumers and travel agents. This would address some of the short-term needs of the market, which Mr. Arakawa mentioned.

The industry stakeholders' survey was presented to the Brand and Marketing Committee and provided additional information about marketing, barriers, and strengths as perceived by industry partners. The survey will be discussed during the Brand and Marketing Committee presentation.

Mr. Nāho'opi'i informed Board members that some of his team had just returned from IPW, the largest international travel trade exposition held in Los Angeles this year. Many Hawai'i islands had taken part in direct travel trade appointments. Additionally, Mr. Gionson and Anthology Group participated in media interviews and presentations and found them very productive. The exposition was equally productive for other partners on the China and Japan travel mission since it was well-attended by many travel trade and media staff from China and Japan. There was less representation from Europe and Latin America.

Mr. Nāho'opi'i stated that the travel group was still in Beijing today and would meet with 56 different businesses at an exposition sponsored by the U.S. Embassy. Mr. Nāho'opi'i had participated in a China-U.S. Tourism Leadership Summit at Xi'an, China. Other participants were Brand USA, U.S. Travel, the National Tourism Office, and the Department of Commerce. Participants at this summit emphasized the need for a non-stop air service to China. There had been a slowdown in discussions between U.S. and China about increasing the frequency of flights between the two countries. As a workaround, China has adopted the strategy of promoting one-stop flight opportunities through Japan or Korea. During the summit, Spring Tours promoted one-stop flights with their co-chair. Other airlines were promoting one-stop transits using the open air-seats and lifts available in the Japan-Hawai'i market. China visitors would travel to Japan and then transit on to Hawai'i. Other U.S. states were also involved because of the difficulty of flying over Russian airspace to get to China.

During the Leadership Summit, the exposition, and the travel mission, Mr. Nāho'opi'i spoke with many Online Travel Agencies (OTAs) and Chinese social media platforms. He had involved 15 industry partners, two island visitor bureaus, the Chamber of Commerce, and legislators, including Sen. DeCoite and Rep. Quinlan and Holt. The mission had been very productive, and Mr. Nāho'opi'i would give the Board a full report on his return.

During the previous week, the HTA supported Pacific Century Fellows of Leadership Development in Hawai'i. This was Tourism Day, and the first half was spent at the HCC with all the internal partners. Staff gave presentations about each area and office, and the Global Marketing Teams (GMTs) for the U.S. and Japan also gave presentations. Participants were given information about the HCC and ongoing research. During the second half of the day, there were visits to regenerative tourism sites supported by Kilohana. This enabled participants to understand more about this issue and to see some of the best practices in progress at the moment. A visit to components on the windward side ended with Kualoa Ranch and Nature Reserve. Participants were informed about activities that integrated visitor experience and agriculture and supported local businesses.

Mr. Ka'anā'anā explained that the 13th Festival of Pacific Arts and Culture (FestPAC) was already underway. The first delegation, from Kiribati, landed on May 28 and comprised 49 members, including their Minister for Tourism. FestPAC had been planned for the past eight years.

The central source of information was www.Festpachawaii.org. The website had separate menus for program and performance schedules. The program menu showed venues such as HCC, the Stan Sheriff Center, and the Bishop Museum. The performance schedule had a separate menu showing times and venues. All events were free and open to the public because the Hawai'i legislature and Governor Green had funded the festival, and it was important for everything to be accessible. Without the support of Governor and First Lady Green, the festival would not have been possible. Mr. Ka'anā'anā also thanked the cabinet, local communities, and everyone who had made FestPAC possible.

Members of the public had been asked to register ahead of time for the opening and closing ceremonies at Stan Sheriff Center. This allowed staff to predict the number of participants and arrange for traffic control and parking. Mr. Ka'anā'anā said that Board members could text him for specific information.

This concluded the CEO's report.

Mr. Arakawa stated that he had requested Mr. Ka'anā'anā to arrange for Board members to be sent invitations since the HTA had helped to fund the event. He also mentioned that a large ethnic organization had offered to volunteer and made three separate requests to a FestPAC leader without response. Mr. Ka'anā'anā replied that volunteers were still needed, so he would work with the organization to recruit their volunteers.

Dir. Tokioka reminded Board members that there had been time issues at the previous Board meeting. He noted that the Attorney General had been invited to attend this meeting and suggested that the agenda items she was involved in should be taken at that point.

Chair Hannemann stated that he would postpone his report until after the Executive Session to take advantage of the presence of the Attorney General. The Chair explained that an Executive Session was required for Agenda Items 8, 9, and 10b and asked Attorney John Cole to explain.

Atty. Cole thanked Chair Hannemann and stated:

"The Board will be going into Executive Session for Agenda Item 8, pursuant to HRS §92-5 (a)(4), which is where the Board consults with the Board's attorneys on questions and issues pertaining to the Board's powers, duties, liabilities and immunities. For Agenda Item 9, we will be going into Executive Session pursuant to HRS §92-5(a)(2), which is to consider employee hire, evaluation, discipline, and

where consideration of matters affecting privacy would be involved. For Agenda Item 10b, the statutory reason would be HRS §92-5(a)(4), consulting with the Board's attorneys, and subsection 8, which is to consider matters that must be confidential pursuant to law. We do need a vote to go into Executive Session."

Chair Hannemann asked for a motion to go into Executive Session. Mr. McCully proposed a motion to go into Executive Session, which was seconded by Mr. Arakawa. The motion was carried unanimously.

There was a brief pause while everyone except Board members left the room physically or virtually.

7. Board Chair Report

Chair Hannemann said Honolulu received a high honor, being named the safest city to visit in the world. They held a press conference with Mayor Blangiardi. They also invited the city prosecutor and the police chief, as well as various stakeholders. He pointed out that the ranking coincided with a visitor satisfaction survey done by DBEDT that showed that over 90% of visitors rated the Hawaiian Islands as excellent or above average regarding safety and security. He said this helped give them a competitive advantage over other competitors. They must give their residents, workers, and guests safe.

He mentioned a recent purchase of Turtle Bay Resort by Host Hotels & Resorts, the nation's largest lodging, and real estate investment trust. He liked the fact that The Marriott and The Ritz-Carlton were involved. Hawai'i has had a long-term relationship with them. It also comes at a good time when they are experiencing a soft summer. Investors will know that they have a strong brand. He said they will be folding out a new program from workforce development. The legislators want this to be a high priority of the HTA. Ms. Anderson has been tasked with leading the efforts.

The following week, they will be folding out a new program called Work Wise, which will recruit local high school students for summer employment. They are targeting Maui, Honolulu, and West O'ahu. The Department of Education has been apprised of this effort, and the HTA is working with ClimbHI to ensure that the program can be rolled out quickly. Interested employers have stepped up; the initial target is to get 40-60 students. Ms. Anderson has also been speaking to the other stakeholders to see how they can continue to collaborate on this. Ms. Paishon asked how that was funded. Chair Hannemann said it is funded by the employers. Ms. Paishon said the Good Jobs Initiative could also help support this.

Chair Hannemann gave kudos to Mr. Ka'anā'anā and his team for FestPAC. There is a new painting, a flower lei surrounding the capitol where the HTA has been involved. The artist involved approached him to help with the state process of approvals. They helped identify opportunities to assist with this. This is a great segway to ensure the state capitol looks good.

Chair Hannemann had asked staff to consider having one of their meetings on the neighbor islands. They are looking at the cost and feasibility of this. Now that the legislature has passed, they must have regular meetings and updates with the mayors of every county. They will do it in conjunction with the HVCB and the HLTA.

Chair Hannemann mentioned Ms. Iona being successful in another area of gratitude and generosity. The charity walk they do every year, where the HTA participated, set an all-time record of raising \$600,000 on Kaua'i. Ms. Iona is driving that process.

Mr. Arakawa said they took two motions in the Executive Session relating to items 8 and 9 and asked Mr. Cole to elaborate on them. Mr. Cole suggested putting it off for the next meeting and assigning it to a committee as it was not on that day's agenda.

Mr. Cole reported that there was a full discussion on agenda item 8. The Board consulted with its attorney on the questions and issues related to the Board's powers and duties. No action was taken or required to be taken.

9. Discussion of HTA Personnel Matters ***

Mr. Cole reported that the Board had a long discussion, and no action was taken, including a vote by the Board to take no action on the personnel matter that was discussed.

10. Report and Update by the ADMINISTRATIVE & AUDIT STANDING COMMITTEE of their Meeting Held on May 28, 2024***

a. Discussion and/or Approval on the Establishment of a Selection Process for the Next HTA President and Chief Executive Officer***

Mr. White said they have had discussions over several meetings about the search for a President and CEO. Through the work done during the session, they have secured funding, and the CEO's salary is in the budget of up to \$300,000. He said they feel it is time to move forward with the search. They will be establishing the selection committee at the next Board meeting. They need the Board to approve the initiation of an RFP to solicit search companies to help find the right person for the positions. He asked for a motion to instruct the Administration to draft an RFP to send out to search firms to help find a new President and CEO of the HTA. Mr.

Arakawa made a motion, and Ms. Paishon seconded.

Mr. Arakawa said they must try to clean up the issues that were raised in the governance deliverables. To attract a good CEO, they must get their house in order. Chair Hannemann said Mr. Choy had presented the procurement ethics to Mr. Cole and him the previous day, as it applies to the HTA Executive search. He asked Mr. Cole to review and update it, and then they would make it available to the Board to ensure they do not make any violations.

The motion passed unanimously.

b. Update on the HTA Legislative Audit***

Mr. Cole reported that the Board discussed the status and some issues pending with the State auditor for the HTA audit. There will be some action taken under the Administrative & Audit committee later. There was no action by the Board.

11. Report and Update by the BRANDING STANDING COMMITTEE of their Meeting Held on May 16, 2024

a. Presentation and/or Discussion on an Update of "*The People, The Place, The Hawaiian Islands*" by Hawai'i Tourism United States

Chair Hannemann announced that this agenda item would be deferred to the June Board meeting.

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

Chair Hannemann announced that this agenda item would be deferred to the June Board meeting.

13. Report and Update by the BUDGET, FINANCE, AND CONVENTION CENTER STANDING COMMITTEE of their Meeting Held on May 17, 2024

a. Discussion and/or Action on HTA's Financial Report for April 2024

b. Presentation, Discussion and/or Action on Fiscal Year 2024 Budget Allocations

c. Discussion and/or Action on Fiscal Year 2025 Hawai'i Tourism Authority Operating Budget

d. Discussion and/or Action on the Hawai'i Convention Center's April Financial Report

and Update on the Hawai'i Convention Center's 6-Year Repair and Maintenance Plan

Chair Hannemann announced that this agenda item would be deferred to the June Board meeting.

14. Report and Update by the HO'OKAHUA HAWAI'I STANDING COMMITTEE of their Meeting Held on May 20, 2024

a. Presentation, Discussion and/or Action on Foundational Technical Assistance & Community Tourism Collaboratives Planning

Chair Hannemann announced that this agenda item would be deferred to the June Board meeting.

15. Adjournment

Chair Hannemann encouraged the Board members to participate in FestPAC. Ms. Agas proposed the motion for adjournment and seconded it to Mr. Miyasato. The meeting adjourned at 2:52 p.m.

Respectfully submitted,



Sheillane Reyes
Recorder

07
CEO Report

HTA CEO REPORT

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

Office of the President & CEO: Recruitment for vacant positions was ongoing while continuing to process the proposed reorganization plan through DBEDT and DHRD. The Governance Study concluded the major research and data collection including the situational analysis, ideation sessions and stakeholder survey. Most activities in the Maui Tourism Recovery plan have been completed or nearly finished. However, a lease to secure a Maui Marketplace for Maui made products and small businesses that lacked a retail outlet due to the wildfires could not be accomplished.

Destination Stewardship: May started off with a sweet tooth as staff attended and spoke on a panel about regenerative/agritourism at the Hawai'i Chocolate and Cacao Association's annual conference. HTA Staff were also working with the cruise industry, state agencies and the community in regard to several cruise ship concerns that occurred offshore of Kaua'i and Maui. HTA and Kilohana also completed the Maui Recovery VEPAM campaign this month with additional assets being uploaded to GoHawaii.com soon.

Brand and Marketing: The Brand team said a hui hou to Brand Manager Ross Willkom and interviewed for its other vacant position. HTUSA launched all video assets for the new The People, The Place, The Hawaiian Islands campaign and is rolling out its marketing plan. Island Destination Brand Management and Marketing Services contract is scheduled conclude at the end of June. HTA submitted campaigns from both HTJ and HTUSA into US Travel Association's Mercury Awards at ESTO 2024. And HTC conducted its China Travel Mission from May 27 to May 30 at Shanghai ITB, followed by a travel trade and media event on May 31 at the U.S. Embassy in Beijing.

Planning & Evaluation: The Planning and Evaluation team has been coordinating efforts with Pacific Research and Evaluation LLC to evaluate the activities of each island's Destination Management Action Plan. Oversight of the development of the Tourism Quality Assurance Program with Kilohana continued. In the area of workforce development, HTA launched a new high school program, HTA Work Wise, to provide opportunities for summer jobs in the visitor industry.

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. The table does not include the initial \$2.6 million allocated to U.S. Maui Recovery Marketing Program #1 and \$251,000 paid to vendors for the shelter and return of bags.

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; Supplemental to HTUSA Contract
Canada Maui Recovery Marketing Program #1	---	HT Canada	Completed in May.
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; Supplemental to HVCB Global

			Support Services Contract
HTA-subsidized booth space or reduced participation fees at certain domestic roadshows or travel trade events.	\$200,000	HT Global Support	Ongoing; Supplemental to HTUSA Contract
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) (Mākaūkau)	\$350,000	Kinetic TV & Radio Stations	The Mākaūkau Maui campaign was completed on May 5, 2024.
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	Completed
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	This contract was terminated in June 2024. CNHA was unable to secure a lease for a marketplace.
		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	\$25,000	CNHA	Commercial produced and distributed through

various housing programs to encourage residents to move out of hotel properties and into long-term resident housing.			social media. Activities complete. Awaiting final reporting.
Lele Aloha seeks to be a critical bridge between community and agencies supporting Lahaina’s housing efforts.	\$0	Lele Aloha	Unable to settle on contract. No further action.

Communications

- Updated Maui Recovery section on HTA website with resources and information geared toward visitors, businesses, employees, and community members throughout the month.

Proposed Reorganization

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 branding and marketing. HTA is actively recruiting for two brand manager positions, one under Branding & Marketing and the other under Destination Stewardship. Procurement Specialist IV is also under active recruitment. Another brand manager position was recently vacated (the position’s kuleana was Canada, Oceania, and sports marketing). A selection process for the Chief Brand Officer (CBO) has been established. The first step is review of the CBO position description. There is also an HTA Planner position that needs to be redescribed.

Governance Study

Better Destinations LLC has been contracted to complete the Governance Study.

- Phase 3 deliverables submitted May 13, 2024
 - A situational Analysis, including outcomes from five Co-Creation Labs and findings of interviews and focus groups from the four main islands.
 - Completion of five ideation sessions
 - Final results of the stakeholder survey
- Bi-weekly check on May 6, 2024, and May 20, 2024
- Public HTA Board Ideation Session
 - 2-hour+ meeting on May 13, 2024
- Phase 3 deliverables posted on HawaiiTourismGovernance.com on May 24,2024

- Phase 4 deliverables to be submitted June 20
 - Written Governance Study

Public Affairs

Industry and Community Relations

- IPW (May 3-7)
 - HTA's public affairs and communications team engaged with 120 media throughout the IPW trade conference and provided information on the Hawaiian Islands, Maui recovery efforts, and HTA's regenerative tourism mission. This included coordinating and executing 75 one-on-one appointments with key media from Global Marketing Team and secondary markets at IPW's Media Marketplace and on the trade floor for the following two days; inviting and hosting media at two HTA pau hana events, and additional meetings with top media.
 - Key media appointments during Media Marketplace included:
 - Jami Savage, Adventure Awaits (Canada)
 - Wing Sze Tang, Toronto Star (Canada)
 - Josh Rimer, OUTtv (Canada)
 - Xueqiao Ma, Phoenix Satellite Television (China)
 - Holger Jacobs, FVW Medien (Europe)
 - Ulrike Grube, America Journal (Europe)
 - Lauren Jarvis, freelance journalist (Europe)
 - Karl Teuschl, freelance journalist (Europe)
 - Rob McFarland, freelance journalist (Oceania)
 - Larry Heath, The AU Review (Oceania)
 - Megan Singleton, Blogger at Large (Oceania)
 - Chris Ashton, Executive Traveller (Oceania)
 - Alexis Buxton-Collins, freelance journalist (Oceania)
 - Rie Hinokuma, Chikyuno Arukikata (Japan)
 - Keiichi Izawa, Office 130 (Japan)
 - Jae-Pil Yang, Maekyung Media Group (Korea)
 - JungMin Lee, Travel Daily (Korea)
 - Farida Zeynalova, National Geographic/Food (United Kingdom)
 - Andrew Nelson, freelance journalist (United States)
 - April Orcutt, freelance journalist (United States)
 - Additional one-on-one media appointments included:
 - Catherine Marshall, freelance journalist (Oceania)
 - Ted Davis, Baxter Media (Canada)

- Debra Smith, freelance journalist (Canada)
- Paul and Lorraine Zander, Faze Magazine (Canada)
- Grant Fraser, Flagstick (Canada)
- Life's Incredible Journey (Canada)
- Malik Cocherel, freelance journalist (Canada)
- Andrew Powell, The Gate (Canada)
- Debbie Olssen, Wander Woman Travel Magazine (Canada)
- Yuan Shuai, Insight China Magazine (China)
- David Lang, Sing Tao Daily News (China)
- Linda Roygaard, freelance journalist (Denmark)
- Andrea Bonder, freelance journalist (Germany)
- Peter Kraenzle, BriKrae (Germany)
- Evelyn Narciso, freelance journalist (Germany)
- Gerhard Von Kapff, freelance journalist (Germany)
- Lisa-Marie Leuteritz, freelance journalist (Germany)
- Martin Wein, freelance journalist (Germany)
- Michael Soltys, freelance journalist (Germany)
- Eike Knall, The Radio Group (Germany)
- Catherine Murphy, freelance journalist (Ireland)
- Sarah Slattery, freelance journalist (Ireland)
- Don Shearer, Travelbiz (Ireland)
- Amanda Ronzoni, freelance journalist (Italy)
- Ryu Kasatani, Arkadear (Japan)
- Michiko Ono Amsden, iMedia (Japan)
- Rie Kawashima, freelance journalist (Japan)
- Hiroe Hirano, Hiroe Style Lab (Japan)
- Emiko Kuribayashi, Hearst Digital Japan (Japan)
- Cheon Seung Hoon, Dong-A Ilbo (Korea)
- Pedro Montano, POST Magazine (Mexico)
- Boy Tijbosch, Amerika Only (Netherlands)
- Sebastian, Hey USA (Netherlands)
- Linda Andeweg, ReisMedai (Netherlands)
- Pam Pastor, Philippine Daily Inquirer (Philippines)
- Brian Thacker, freelance journalist (United Kingdom/Oceania)
- Baldwin Ho, freelance journalist (United Kingdom)
- Cassam Looch, Culture Trip (United Kingdom)
- Demi Perera, freelance journalist (United Kingdom)
- Sarah Lee, Live Share Travel (United Kingdom)

- Neil Davey, freelance journalist (United Kingdom)
- Rashmi Narayan, freelance journalist (United Kingdom)
- Ketti Wilhelm, Wanderlust (United Kingdom)
- Scott Herder and Megan Indoe, Bobo & Chichi (United States)
- Gavin Booth and Karen Reinsberg, Couple in the Kitchen (United States)
- Dan Allen, freelance journalist (United States)
- Carolyn Scott-Hamilton, The Healthy Voyager (United States)
- Kari Bodnarchuk, Boston Globe (United States)
- Molly O'Brien, freelance journalist (United States)
- Peter Greenberg, PBS (United States)
- Sarah Fay, Travels of Sarah Fay (United States)
- Le Huong Giang, Heritage Magazine (Vietnam Airlines In-flight) (Vietnam)
- 13th Festival of Pacific Arts and Culture (Signature Event)
 - Drafted and distributed e-blast encouraging Hawai'i businesses to participate in the festival as a vendor. (May 3)
 - Drafted an update e-blast encouraging the public to volunteer for the festival and apply for travel grants.
 - He Lei Ho'okipa Mural Unveiling (June 4)
 - Drafted media advisory for the unveiling of the Lei Ho'okipa Mural to welcome FestPAC delegates and attendees. (May 31)
- Pan Pacific Festival (Signature Event)
 - Drafted e-blast message encouraging the public to attend the 3-day festival.
- Kaimana Beach Monk Seal Presence
 - Drafted and distributed e-blast announcement sharing important wildlife viewing guidelines following a monk seal pup birth at Kaimana Beach. (May 3)
- China Travel Mission
 - Drafted talking points for DN speech at the Hawai'i networking dinner.
- DBEDT Hawai'i Pavilion at Tokyo International Gift Show
 - Drafted e-blast encouraging Hawai'i businesses to apply.
- NaHHA May Workforce Trainings
 - Drafted e-blast uplifting NaHHA's monthly workforce initiative.
- DMAP Resident Communications Campaign
 - Drafted KHON headline options for native posts. (May 21)
 - Reviewed and edited copy for upcoming social posts. (May 28)

- Legislative Session
 - Drafted HTA message on Legislative Session outcome.
- Cruise Ship Situation
 - Drafted and distributed e-blast informing the public about the state's investigation. (May 7)
- Japan OUTRIGGER Mahalo Reception
 - Drafted DN kanpai remarks for reception. (May 29)
- HTJ Hawai'i Expo
 - Drafted DN talking points for opening remarks at the Hawai'i Expo. (May 29)
- Japan Airlines New Fare Plan
 - Provided edits and drafted DN quote for JAL press release on its JAL Mahalo Fare. (May 30)

Communications

News Releases/Reports/Announcements

- HTA Message: Call for Vendors at the 13th Festival of Pacific Arts and Culture Expo (May 3)
- HTA Message: Hawaiian Monk Seal and Pup Nurse at Kaimana Beach in Waikīkī (May 3)
- HTA Message: State Investigating Two Cruise Ship Operators Following Recent Reports on Kaua'i (May 7)
- News Release: Experts to Address Coexistence and Support for Endangered Species at Kaua'i Visitor Industry Wildlife Summit on May 16 (May 14)
- HTA Message: Weather Alert: Flood Watch In Effect Through Friday (May 15)
- Report: Hawai'i Hotel Performance Report for April 2024 (May 20)
- Report: Hawai'i Vacation Rental Performance Report for April 2024 (May 23)
- Media Advisory: Honolulu Named Safest City to Visit in the World (May 28)
- News Release: Honolulu Named Safest City to Visit in the World (May 29)

News Bureau

- Planned and executed HTA press conference at the Hawai'i Convention Center announcing Honolulu being named the "Safest City in the World to Travel To" on May 29. Coordinated the participation of Mayor Rick Blangiardi, Police Chief Joe Logan, Prosecutor Steve Alm, and other key public safety and community contributors. Assisted with media on-site, including:
 - Honolulu Star-Advertiser, Victoria Budiono

- Hawai'i News Now, Ben Gutierrez
- KITV
- KHON
- Coordinated and/or assisted with the following interviews and statements, including:
 - Skift, Dawit Habtemariam: DN responses on China Tourism Summit. (May 28)
 - ABC7 Bay Area, Sabrina Swetland: IG interview on decline in tourism and newly launched The People. The Place. The Hawaiian Islands. Campaign. (May 29)
- Assisted with the following media relations:
 - Inertia, Jade Eckardt: Received inquiry on Hawai'i making the shaka sign the state's official gesture and referred her to Sen. Wakai who was one of the bill's key introducers. (May 3)
 - USA TODAY, Kathleen Wong: Received inquiry on Johnson Family lawsuit and advised that HTA is unable to comment on litigation. (May 7)
 - NewsNation, Nora Hogan: Received inquiry on Johnson Family lawsuit and advised that HTA is unable to comment on litigation. (May 7)
 - SFGate, Olivia Harden: Received inquiry on cruise ship incident and referred her to DLNR. (May 9)

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

Legislative Affairs

Following the close of the legislative session on May 3, HTA completed its submissions of Comments & Recommendations on select bills requested by the Governor's policy team through the DBEDT legislative team:

- HB1800: Relating to the State Budget
- SB2659: Relating to Regenerative Tourism
- SB3364: Relating to Destination Management

14th U.S.-China Tourism Leadership Summit

The Leadership summit brings leaders of the Chinese and U.S. tourism industries together for business sessions and networking opportunities to foster a better understanding of how to conduct business in China and to forge new relationships with key stakeholders and decision makers in China. Hawai'i was part of limited number of CEOs from State Tourism Offices, Destination Management Organizations, major tourism companies, and U.S. government officials invited to meet with Chinese government officials. The meetings were very critical for Hawai'i to negotiate air access from China to re-establish direct air service to enable our highest spending visitors to return to Hawai'i. The CEO participated in these roundtable discussions to resolve the air service issues and encourage operators to bring visitors to Hawai'i. The Summit also provided an opportunity to hear from the leading OTA, digital and social media companies to better understanding how highly digital tourism marketing is conducted in China. As part of the Government Summit, HTA also signed a Memorandum of Understanding with Spring Travel Group/Spring Airline to promote travel to Hawai'i via Japan. Since Hawai'i does not have non-stop access from China, HTC has been working with operators to create reasonable packages and options that include convenient services through Japan. Since the Summit was sponsored by Brand USA, this also gave time to discuss with Brand USA leadership about better integration with Hawai'i's marketing and the issues we face working with Brand USA across international markets.

China Mission to Beijing and Shanghai with Legislators

CEO Nāho'opi'i accompanied Legislators: Senator DeCoite, Representative Quinlan, and Representative Holt to Beijing and Shanghai. The Hawai'i China Mission included meeting with Hainan Airlines in Beijing to encourage the establishment of a non-stop flight to Hawai'i. We also meet with the U.S. Embassy and commercial officers. In Shanghai the group also continued discussions with Spring Tour on the MOU and an opportunity to visit and have discussions with Ctrip, China's largest OTA. The mission also included showing the Legislators how a trade show was conducted in market (ITB

China which is described in more detail in the Branding section). Additional activities included: hosting major China travel partners at two evening receptions, making presentations at the receptions, interviews with media, meetings with the main tour operators and wholesalers based in Shanghai. As with other Asian countries, it is expected that the CEO or head of the agency be the lead for meetings and interviews.

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 May.

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 May.

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. A more thorough report of the Festival will be provided in the August CEO Report once the commission has some of its initial reporting available.

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 May.

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 May.

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.

May Stats:

County	No. of Cases Handled	No. of visitors served	Primary Visitor Market(s) Served	Industry \$\$ Contributions
Hawai'i	19	40	US East & West	\$500.00 (cash) \$7,733.00 (In-Kind)
Honolulu	45	120	US East & West	\$250.00 (cash) \$7,200.00 (In-Kind)
Kaua'i	11	25	US West	\$625.00 (In-Kind)
Maui	14	34	US W/E & Canada	\$4,300.00 (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 May.

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.

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>		

May Stats for Harbor greetings:

Harbor/ Port	No. of ships greeted	No. passengers & crew	No. of visitors served	No. of paid staff providing services	No. of paid musicians & cultural practitioners
Kona Pier	8	33,094	7,478	1	8
Hilo Harbor	5	16,973	8,487	1	3
Nāwiliwili Harbor	2	4,600	4,600	2	6

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 digesting and using the data from the technical needs assessment to inform the development of the content and format for the three community tourism collaboratives. Initial plans for the programs were presented at the May Ho'okahua Committee meeting but were deferred at the full board meeting. Staff hopes that it will be approved at the June full board meeting. 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.

HTA Work Wise Program

As part of HTA's workforce development initiative to cultivate the next generation in the visitor industry and to take advantage of the current hiring needs of the visitor industry HTA put together a program that connects high school students with season summer

jobs in Hawai'i's visitor industry. Working with ClimbHI, 3 separate 2-day events in West O'ahu, O'ahu - Town (Airport to Waikīkī), and Maui were developed. The target audience was recent high school graduates as well as current students (16 years and older) interested in part-time or seasonal work during the summer. The program also provided the opportunity to expose high school students to a variety of visitor industry jobs. The events occurred on June 3 and 4.

Tour Guide Certification

Developed 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.

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 launched the new leisure brand campaign – The People, The Place, The Hawaiian Islands – with a rolling distribution of new video and social assets in May. With the campaign transition, the existing Mālama Hawai'i creative continued to run in the early part of May until the new brand campaign assets were available for rolling launch.
- The consumer paid media flight continued in May. A national flight of paid digital media was targeted to reach the Mindful Hawai'i Target Traveler (MHTT) audience and shared the brand message to vetted paid digital and paid social media partners. Paid social partners included Meta (Facebook and Instagram) and YouTube. GoHawaii TikTok currently has 5,852 followers and 84.6K likes across 12 posts, ranging 700K to 7M views each.
- In Travel Trade, there were 709 online course graduates who completed the Hawai'i Destination Specialist and/or Island Specialist educational courses, with 837 new registrants signed up for access to online resources. The overall travel agent database numbers are at 139,584 profile records.
- 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 included 1) continuous refining the. Messaging strategy to effectively communicate the evolving Mālama Maui message to potential visitors prior to their decision to visit and 2) identified appropriate media partners who most effectively and efficiently reach the MHTT for both paid and earned media programs.
- Some PR highlights include more digital stories produced (125% of target), the team hosted three more media than expected as a result of the Marriot Press Trip in March resulting in an increase of 160 percent of target, and a large bump in expected coverage from media visits (400%) was a result of additional media visits and broadcast coverage. Speaking of broadcast coverage, the team did not expect additional broadcast coverage since a satellite media tour was executed last fall. However, the CBS syndicated story ran more than 200 times.

- Social Media Metrics include 25.3 million impressions delivered on Facebook. Instagram reached 10.5 million impressions and YouTube’s actual impressions totaled 12.1 million.

Canada Major Market Area

- In May, HTCAN maintained its organic social media presence across Instagram, Facebook, and Twitter. The month featured a series of posts highlighting various activities and scenic locations, generating approximately 17K impressions. The top-performing Instagram post showcased a Maui sunset with a strong emphasis on Mālama. On Facebook, a post featuring a turtle image and recommendations on snorkeling locations garnered significant engagement. Meanwhile, Twitter saw high engagement with a post themed “Sounds of Hawai’i”.
- HTCAN continued its collaborative campaign with Baxter (Travel Trade Media) aimed at encouraging agents to enroll and complete the Hawai’i Destination Specialist Program. The campaign includes incentives like gift cards and is being promoted through e-communications and website. Feedback on the Destination Specialist Program indicates a need for refreshing, as it currently lags behind competitor destinations.
- 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.

Japan Major Market Area

- 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. The total impressions generated this month surpassed 63 million, including taxi signage (1.3 million), social media (SNS 10.4 million), Yahoo banners (51 million), and magazine ads (350,000). Additionally, HTJ launched the second phase of the Yappari Hawai’i campaign this month, featuring videos tailored for families and couples. As of May 31, these videos have collectively garnered 2,362,746 views on YouTube.
- In the wedding segment, following the Japan Summit in Hawai’i in April, major wedding companies have initiated wedding promotions incorporating HTJ’s branding

message and utilizing newly introduced promotional materials for added impact. Despite challenges, booking rates have shown a 40%-50% recovery compared to 2019, partly attributed to the weakening yen. HTJ continues to engage with My Navi Wedding company, leveraging their big data insights and collaborating on landing page creation.

- Throughout May, HTJ concentrated on preparations for the HAWAII EXPO, along with organizing a media event scheduled for June 3 and a media familiarization tour commencing on June 25. Initially planning for 37 attendees at the media reception on June 3, HTJ quickly reached full capacity within two days, prompting an increase in available seats to accommodate 50 participants. Furthermore, the mega-familiarization tour, conducted in partnership with ANA and catering to 20 media participants, reached full capacity within a week of announcement.

Oceania Major Market Area

- HTO participated in the IPW in Los Angeles, joining one of the largest delegations of buyers and media from the Oceania market. Over the course of three days, HTO met with 20 Australian and New Zealand buyers and media. The event also provided opportunities for HTO to network with Hawai'i industry partners exhibiting as part of the Hawai'i group.
- HTO attended and delivered a speech at a major industry gathering celebrating Hawaiian Airlines' 20 years of service in the Australian market. The event attracted many travel trade professionals and media, underscoring the deep appreciation and support towards Hawaiian Airlines and Hawai'i.
- HTO concluded the Month of Lei roadshow in Australia and New Zealand from May 16 to 22, featuring four Island Chapters. The roadshow included a series of events and training sessions. In New Zealand, activities commenced with a trade breakfast and destination training event in Auckland on May 16, drawing over 30 travel agents. This was followed by a trade training session in Tauranga on May 17. In Australia, the Month of Lei festivities included events on the Gold Coast on May 20, in Newcastle on May 21, and culminated in Adelaide on May 22 with a travel trade lunch and an evening session at Phil Hoffmann Travel. These events provided local travel agents with opportunities to engage with Island Chapters and gain insights into Hawai'i's unique offerings.

Korea Major Market Area

- HTK collaborated with Korean OTA My Real Trip to showcase the six Hawaiian Islands and unique products, aiming to inspire mindful travelers to immerse themselves in the authentic culture and beauty of Hawai'i. This initiative resulted in over 1.5 million impressions and the sale of 612 air tickets, 71 accommodations, and 2,777 tours.
- HTK supported Yellow Balloon Tour's presence at the 2024 Seoul International Travel Fair (SITF) to convey the Mālama Hawai'i messages to visitors. HTK provided Mālama Hawai'i zero-waste kits and bamboo toothbrushes at the Yellow Balloon booth, which were given to visitors interested in and purchasing Hawai'i products. The SITF, held from May 9 to 12, featured participation from more than 40 countries and 400 trade partners, including local and international DMOs, hotels, travel agencies, and airlines, with a total of 1,200 participants at the booth.
- HTK is collaborating with Lotte Tour and Kayowon Tour to promote Hawai'i as a top destination for romantic getaways. These promotions will be launched in the summer through various channels such as websites, banners, KakaoTalk, Instagram, and e-commerce partners.

China Major Market Area

- HTC conducted its China Travel Mission from May 27 to May 30 at Shanghai ITB, followed by a travel trade and media event on May 31 at the U.S. Embassy in Beijing. The mission engaged with over 150 agencies and held 114 meetings at ITB Shanghai. Additionally, HTC hosted a VIP networking dinner in Shanghai, attended by 20 prominent industry players. In Beijing, 56 travel agencies participated in the destination seminar and trade show, and 15 key industry players attending the VIP dinner, including representatives from U.S. Embassy Beijing, HNA Group, Asiana Airlines, Caijing Media, SparkleTour, Mafengwo, and others. HTA CEO and Senior Brand Manager attended the Travel Mission.
- Throughout May, HTC shared content on various social media platforms such as Weibo, WeChat Official Account, WeChat Video Channel, Douyin, and Xiaohongshu. The posts covered diverse topics including Lei Day, Mālama Hawai'i Makers Market at Ala Moana Center on the second Saturday of each month, Kulaoa Ranch, Blue Hawaiian Helicopter, and more.
- HTC arranged a meeting between HTA, Hawai'i legislators, and Fangda Group, the parent company of HNA Group, to discuss potential opportunities for new non-stop

or stopover routes. Continued dialogue and follow-up by HTC are essential to pursue additional flight approval rights for the China market.

Europe Major Market Area

- HTE is currently running a cross-platform digital campaign named "Discover Hawai'i" throughout 2024, with the objective of enhancing destination brand recognition and promoting engagement and conversions among affluent, responsible travelers in the UK, Germany, and Switzerland. As part of this initiative, various tour operators will be highlighted in strategic components to direct users to their websites for trip planning and bookings. The tour operators in each market (Trailfinders in the UK, CANUSA in Germany, and Kuoni in Switzerland) are currently active with tactical re-targeting and social activities, yielding positive results. The campaign has generated 680,885 interactions, resulting in an interaction rate of 8.7%, an increase from the previous month's rate of 7%. Additionally, the campaign has facilitated 16,247 clicks/website visits to GoHawai'i and tour operator sites. Since the launch of the tour operator tactical element on May 1, the campaign has generated 5,717 website visits to the Hawai'i itinerary sections of our UK, German, and Swiss Tour Operator partners.
- In May, HTE conducted 11 meetings with DMCs, OTAs, VUSA Germany, Hawai'i-based hotels/products, and travel trade publications, to discuss business opportunities to the islands and strategies for effectively promoting Hawai'i to travel agents and tour operators. Additionally, HTE continued its efforts on the trade campaign to reintroduce HTE to the European market and encourage agents to participate in the online training program. Discussions were also held regarding the upcoming Aloha Europe Hawai'i Travel Mission with various hotel partners, as well as coordination with hotel partners for an upcoming familiarization trip.
- HTE Germany organized a joint webinar with Condor Airlines on May 16, where 252 agents were trained on all islands. The webinar was recorded and shared with travel trade professionals in German-speaking markets. Another webinar was conducted with CANUSA on May 24, training 31 agents on all Hawaiian Islands.

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:

- While MCI has benefited globally from the short-term booking cycle, and as we look to our future years, the focus is in booking our base business for both single property and citywide business. The team is seeing an increase in incentives offered by our competition to secure future years, which has pushed the team to shift the current incentive strategy.
- **Citywide:** While we are on pace in the short term, the team is working to build base bookings in 2028 and beyond. The team closed the National Association of Letter Carriers this month for 2030, which is a step in the right direction. The team enjoyed a strong May production from a YOY and YTD perspective. Citywide was down a bit in tentative leads, but now that they are fully staffed as of the end of May, we should see those numbers start to climb.
- **Single Property:** We will be welcoming Marykay Lui to our single property team the week of June 17th. Marykay comes to us from San Jose and is based in the San Francisco Bay area. She brings a strong network of both Corporate and Incentive customers and will help the team round out production in this important West market segment, a key territory for our state. This team has been down a salesperson since Q4 of 2024. While their production is down this month, welcoming Marykay will enable us to start increasing our momentum. The team is already seeing an increase in 2025 and 2026 opportunities and is working on strategies to drive more opportunities into 2024.
- **Asia/Oceania:** The Cvent Event Industry Report 2024 – Asia Edition paints a picture of a booming events market in the region. There’s a surge in activity across all formats, with in-person events leading the way at a projected +47 percent increase. This enthusiasm isn’t limited to virtual holdovers – attendees, especially in Hong Kong and Singapore, crave real-world interaction, prompting a +45 percent rise in hybrid events and significant growth in in-person conferences (41 percent).

Recognizing this shift, organizations are prioritizing event promotion (22 percent increased budget allocation) and enhancing the onsite experience (17 percent focus).

- Sustainability is also a growing concern. Eighty-one percent of event professionals are setting sustainability targets, with many actively implementing eco-friendly practices (72 percent) and open to tracking carbon footprints (66 percent). This aligns with broader travel trends – a recent GBTA survey reveals APAC business travelers are 45 percent more likely to combine business trips with leisure compared to other regions. This trend is further fueled by the impressive growth in business travel spending across key APAC markets like Taiwan, Singapore, Thailand, Aotearoa – New Zealand, and Hong Kong.

List of May Sales Activities:

- Client promotional events
 - May 3-6, 2024 – Pre-Promote Immunology – Chicago, IL
 - May 5-8, 2024 – Marriott Momentum Convention Resort Network – Maui, HI
 - May 20-22, 2024 – PAS 2025 Planning Site – O‘ahu, HI
- Educational events and trade shows
 - May 4-10, 2024 – Capricorn Conference – O‘ahu, HI
 - May 6, 2024 – PCMA Northern California Chapter L.E.A.P Program – Monterey, CA
 - May 10-14, 2024 – Global Dance setup – O‘ahu, HI
 - May 14-17, 2024 – HelmsBriscoe ABC Tradeshow – Las Vegas
 - May 27-31, 2024 – IRF (Incentive Research Foundation) - Bahamas
- Sales blitzes
 - None to report for this month.
- May site visits and familiarization (FAM)
 - 5 O‘ahu
 - 6 Island of Hawai‘i

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 continue to execute on the scope of work outlined in the current contract and currently preparing to close out this contract. HTA staff is exercising an option for a contract start date of July 1, 2024.

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 have started training sessions with GMT, partners, and Brand Mangers to (re)familiarize each user to the platforms, identify needs, 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, including a Knowledge Bank wish list for new shots. Jeffrey has also started mapping out market insights and fact sheet components to discuss further with our Global Marketing Team and how best to capture data available to us, including coordinating air route development and relationship building.

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.

- **May Event Updates**

- HTA staff spent the month working on existing contract renewals for FY25. Additionally, staff took multiple meetings with prospective new partners and negotiated preliminary terms to be presented to the Branding Standing Committee at a later date.

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.

Evaluation

Evaluation of each island's Destination Management Action Plan (DMAPs) is being conducted by Pacific Research and Evaluation, LLC. The purpose of the evaluation is to assess the effectiveness of accomplishing each DMAPs goals, objectives and actions, identify gaps, and provide recommendations to improve execution of future DMAPs. Focus groups and surveys are being implemented with key stakeholders and contractors. The final report is expected at the end of July.

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 – Qurator

Qurator is a certification program that recognizes and grows responsible, sustainable businesses, and 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. A pilot program was implemented and 12 Hawai'i businesses were certified. A website is also in development. This program is targeted to roll out at the end of June 2024.

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 – specifically the Waikiki Historic Trail markers. Staff remained in contact with the EDA grant administration staff.

X. FINANCE BRANCH

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

Contract No.	Contractor	Description	Contract Amount	Total Contract Value	Start Date	End Date
23003 S2	Hawai'i Visitors and Convention Bureau	Hawai'i Tourism Destination Brand Management & Marketing Services - US MMA	\$750,000.00	\$39,100,000.00	5/2/2024	12/31/2025
22011 S2	Strategic Marketing & Research Insights, LLC	Campaign Effectiveness Study for USA & Japan Markets	\$169,500.00	\$429,500.00	5/10/2024	6/30/2025
24022 S1	Pacific Research and Evaluation	Evaluation of HTA's Destination Management Action Plans	N/A	\$46,675.00	5/24/2024	7/31/2024

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24026	ClimbHI	Hawai'i Tourism Authority Work Wise Program	\$34,000.00	\$34,000.00	5/28/2024	6/30/2024
Contract Type: • Sole Source † Procurement Exemption Θ Emergency			\$953,500.00			

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.

10

**Report and Update by the
BRANDING STANDING COMMITTEE of their
Meeting Held on June 20, 2024**

10a

**Presentation and/or Discussion on HTUSA's
Recent Advertising and Messaging
Campaigns and Marketing Maui Recovery
Plan**

The People. The Place. The Hawaiian Islands.

June 20, 2024



CORE SEGMENT

**The Mindful
Hawai'i Target Traveler**

SUB-SEGMENTS



The Eco-Conscious



**The Culturally
Curious**



The Service-Minded



**The Unobtrusive
Explorer**



**The People
The Place
The Hawaiian Islands**













Campaign Rollout

- May 13 – Kyle Kawakami - Maui
- May 15 – Kūha‘o Zane - Hawai‘i Island
- May 15 – Meleana Estes - O‘ahu
- June 5 – Kainani Kahaunaele - Kaua‘i



Social Posts - Meleana Estes



Social Posts – Kainani Kahaunaele



Social Posts – Chef Kyle Kawakami

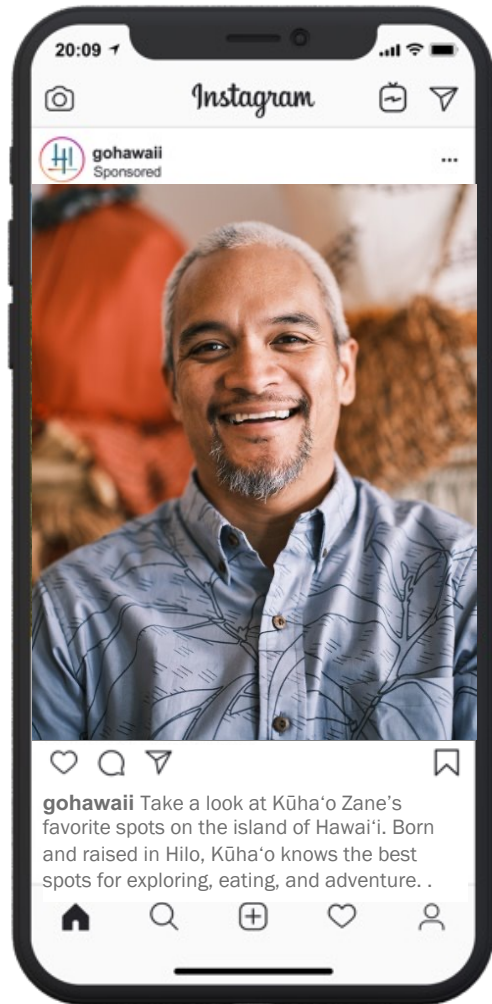


Chef Kyle Kawakami's Maui Recommendations

- Tasaka Guri Guri Shop
- Kumu Farms Country Market
- Kihei Food Truck Park
- ‘Ulupalakua Ranch Store
- Polipoli Spring State Recreation Area
- Ho’okipa Beach



Social Posts – Kūha‘o Zane



**Kūha‘o Zane's
island of Hawai'i
Recommendations**

- Hilo
- Puka Puka Kitchen
- Sushi Sam
- Kīlauea
- Honomū

A map of the Island of Hawai'i showing its various regions: NORTH KOHOLA, SOUTH KOHOLA, HAWAII, NORTH HILLO, SOUTH HILLO, PUNA, KAUAI, SOUTH KAUAI, and KAUAI. A person's hand is visible pointing to a specific location on the map. The map is placed on a surface with botanical illustrations of leaves and a small globe.

Travel Trade

- Training & Education
 - HTUSA Educational Blitz Events (June, August, October)
 - Multi-Island FAM Tours
 - Wholesale, Consortia, Industry Events
 - ASTA Global Convention
 - Virtuoso Travel Week
 - ALG ASCEND
 - Partner Webinars
 - Tourism Cares Meaningful FAM

- Trade Marketing
 - Agent & consumer-facing campaign messaging with partners:
 - Signature Travel Network
 - Travel Leaders Network
 - Virtuoso
 - Trade Paid Media

- Travel Trade Website
 - Refreshing homepage with campaign messaging
 - Featuring campaign videos on Resources Page



The People. The Place. The Hawaiian Islands

Respectful travel to all of the Hawaiian Islands, including Maui, is welcomed and encouraged, now more than ever. The spirit of Maui remains strong and there is plenty for your clients to see and experience throughout the island from Kaunohā and Kīʻiʻāpali to Wailea and Waialua, as well as Kihikihi, Kula, Makawao, and Pūʻu. Maui's green-blended mountain slope toward the sparkling seas, waterfalls splash into refreshing pools and deep valleys resonate with history and culture.

Education

Think you know Hawaiʻi? There's always more to discover.

[Get Started](#)

Interactive Map

Explore the Hawaiian Islands with our interactive tool.

[Explore Now](#)

Resources

Download collateral, get marketing tools and more.

[View Resources](#)

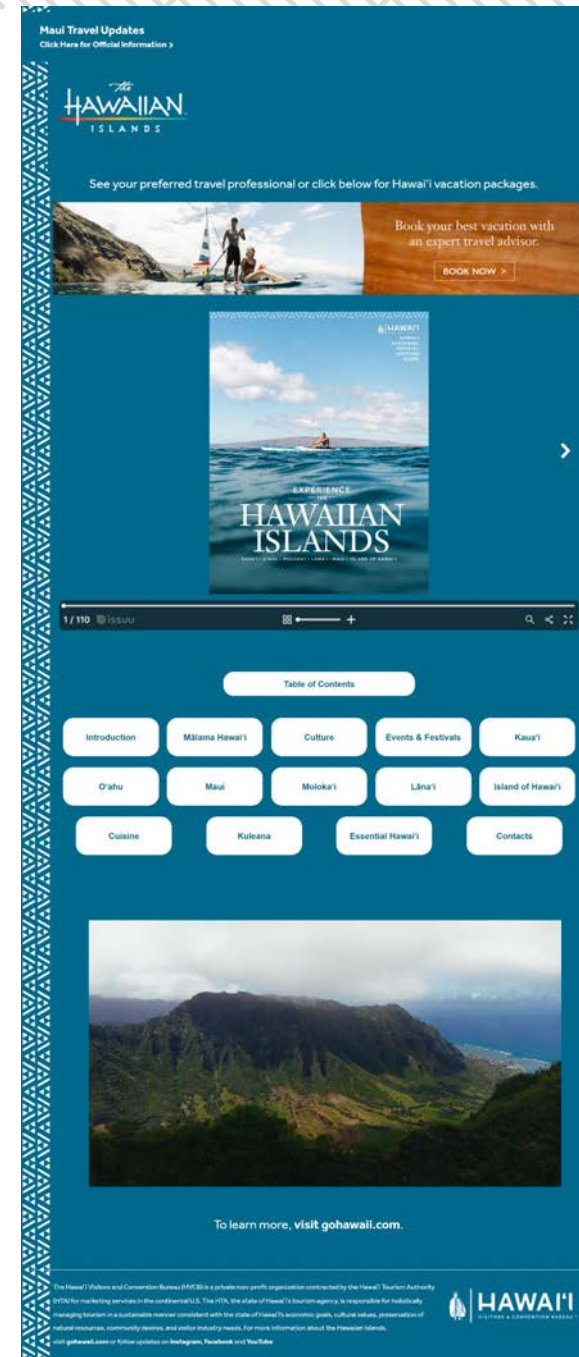
Our Islands

Travel FAQs, festivals and events, accommodations and more.

[Learn More](#)

Cooperative Marketing

- Q2 program (Apr-Jun)
- Target the MHTT with brand messaging driving to destination guide content featuring all of the Hawaiian Islands
- Wholesale partner participation on program landing pages

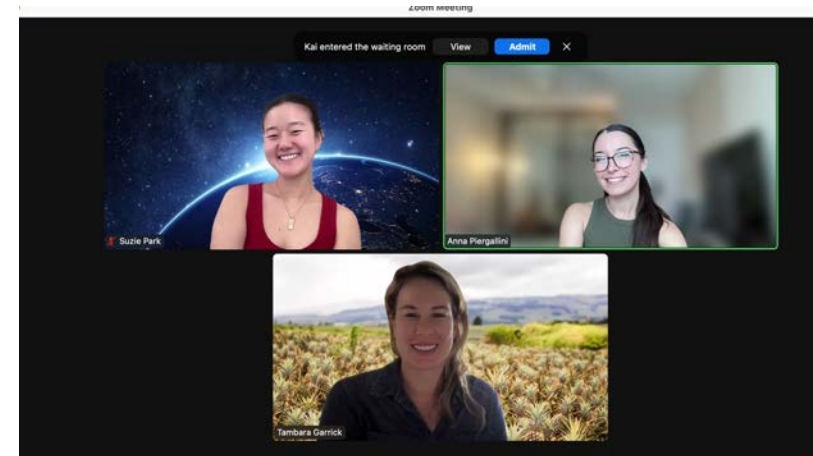


Market Research

- Market Research will be performed on the messaging
 - Mindful Hawai'i Target Travelers
 - National Sample: 1,200 total plus 20 in-depth interviews
- The findings will provide insight on the overall messaging as well as components of each message
- Research will gauge the emotional reaction to the messaging and how this translates into a desire to visit

Public Relations

- Statewide Virtual Media Blitz (Sept.)
- Media visits highlighting the people and places that make Hawai'i special
- Generated coverage, focused on Maui





Generated Editorial Coverage Maui Recovery Jan – Jun 2024

**Total Est. Impressions: 102M*

Digital/Print

Recent Big Hits – HVCB Generated

- "[Finding the Heart of Malama on Maui after the Wildfires](#)" – Virtuoso Magazine, Mar. 4
- "[I Visited Maui After the Devastating Wildfires — Here's How You Can Do It Responsibly](#)" – Travel + Leisure, Mar. 30
- "[How to Get Off the Tourist Trail in Maui](#)" – AFAR, Apr. 29
- "[How to Visit Maui Responsibly and Respectfully in the Wake of Recovery](#)" – Matador Network, Apr. 30

AFAR

How to Get Off the Tourist Trail in Maui

Now, more than ever, Maui needs visitors who tread lightly and compassionately and who support local businesses.

TRAVEL+ LEISURE

I Visited Maui After the Devastating Wildfires — Here's How You Can Do It Responsibly

Locals are reimagining the Hawaiian island's travel industry.

By [Leilani Marie Labong](#) | Published on March 30, 2024



Finding the Heart of *Malama* on Maui after the Wildfires

Joel Centano
March 4, 2024

Arts & Culture Hotels Sustainable Travel

Save This



Digital/Print

Recent Big Hits – HVCB Generated (cont.)

- [“What It’s Like to Visit Maui Right Now”](#) – Travel Pulse, May 1
- [“Eco-friendly hotels to check in to for a sustainable stay”](#) – The Points Guy, May 4
- [“Why There Has Never Been A Better Time To Visit Hawai‘i”](#) – Forbes, May 20
- [“8 Epic Trips to Take This Summer”](#) – Sunset Magazine, May 20
- ["Is It OK to Visit Maui in 2024?"](#) - Fodor's Travel, June 4

Forbes

Why There Has Never Been A Better Time To Visit Hawaii

DeMarco Williams Contributor

Forbes Travel Guide Contributor Group ©

Follow

Sunset

8 Epic Trips to Take This Summer

An editor-curated list of some of the season’s must-visits from the desert to the beaches and beyond.

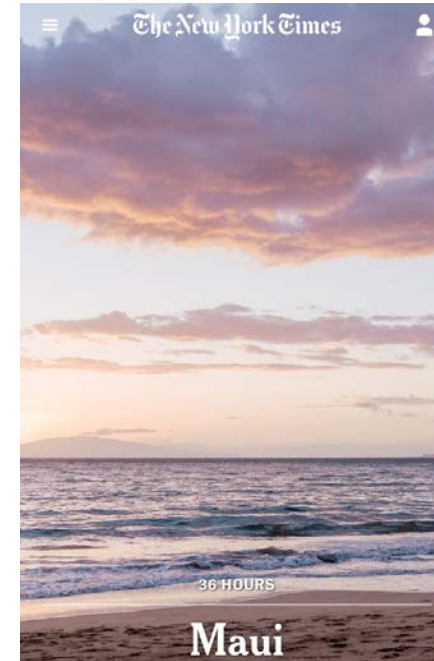
Make a Move on Maui

After the devastating wildfires that ravaged the island of Maui, the island is welcoming guests again. If you’re planning a trip this season, it’s even more important to do so with purpose and intention. Through booking the Return to Maui Package at the [Grand Wailea](#) (pictured above), you’ll donate \$100 directly to survivors of the tragedy through the Hawai‘i Community Foundation Maui Strong Fund. The [Sheraton Maui Resort & Spa](#) has established the Aloha for Sheraton Maui Relief Fund.

Digital

Recent Big Hits – Generated/Other

- [“36 Hours: Maui”](#) – The New York Times, Apr. 25
- [“Celebrating small businesses in Maui”](#) – Good Morning America, Apr. 27
- [“52 Places to Go in 2024”](#) – The New York Times, Jan. 10
- [“These Are Our Favorite Places to Visit for Spring Break”](#) – AFAR, Feb. 27
- [“The 10 Best Beaches in Maui—and Where to Stay”](#) – AFAR, Mar. 20



Broadcast

Recent Big Hits – HVCB Generated

- "[Maui Rising: The Lahaina fire and recovery](#)"– KSTP-TV (Minneapolis), Jan. 29
- "[Maui Rising: Recovering businesses](#)" – KSTP-TV (Minneapolis), Feb. 1
- "[Maui is on the path to rebuild and heal after the devastating wildfire that took place 7 months ago](#)" – CBS National, Mar. 26
*Ran 634 times across the continent, 3.2M viewers



Connecting With Top-Tier Media | Bay Area Media Blitz

- Shared Maui updates with a strong invitation for mindful visitors to return with respect.
- Gained insights on story ideas and publication priorities while deepening key media relationships.
- CONFIRMED: *Condé Nast Traveler* major feature in July Issue.

TRAVEL+
LEISURE

AFAR

Condé Nast
Traveler

THE WALL STREET JOURNAL.

Sharing Aloha for Maui in Healdsburg

- Maui Pavilion at the Healdsburg Wine & Food Experience (May 18)
 - 2,200+ high-spend attendees who travel several times a year
 - 53 media in attendance | 15 national, 38 regional
 - 28 Maui brands featured and promoted
- Maui at the Matheson Dinner
 - Fundraising dinner with live Hawaiian music
 - Featuring Chef Lee Anne Wong
- Magnum Party with Guy Fieri
 - \$75,000+ raised for Maui Strong Fund





HEALDSBURG
WINE & FOOD
EXPERIENCE

MAUI PAVILLION

Fairmont Kea Lani
Chef Jonathan Pasion

Four Seasons Resort
Maui at Wailea
Chef Ryan Schelling

W&F Project

TV Segments Push Maui Summer Travel

- Partnered with travel expert Emily Kaufman on regional TV segments in top markets
- Created Maui Travel Offers landing page with 12 value-add hotel offers
- 5-minute segments already ran in Phoenix, Sacramento and Las Vegas (est. 34,000 reach)
- Additional segments: Los Angeles, Dallas, New York and more
- CTA: gohawaii.com/maui



A close-up photograph of a green leaf, showing the intricate network of veins. The veins are a lighter shade of green, contrasting with the darker green of the leaf's surface. The pattern is symmetrical and branching, typical of a pinnate leaf structure.

Mahala

11

**Presentation, Discussion and/or Action on
Foundational Technical Assistance,
Community Tourism Collaboratives Planning,
and Visitor Education & Post Arrival
Marketing Program**



TECHNICAL ASSISTANCE & CAPACITY BUILDING

Technical Assistance, Capacity Building, and
Visitor Industry Needs Assessment

TECHNICAL ASSISTANCE & CAPACITY BUILDING PROGRAMS



TACB

**Program Overview
& Information**



#1

**FOUNDATIONAL
Technical Assistance**



#2

**COMMUNITY
STEWARDSHIP**

Community Tourism Collaborative



#3

**REGENERATIVE
EXPERIENCES**

GROWING A MORE REGENERATIVE HAWAII

VISITOR INDUSTRY
NEEDS ASSESSMENT



FOUNDATIONAL
TECHNICAL
ASSISTANCE PROGRAM

COMMUNITY
STEWARDSHIP
TECHNICAL
ASSISTANCE PROGRAM

REGENERATIVE
EXPERIENCE TECHNICAL
ASSISTANCE PROGRAM

**VISITOR
INDUSTRY
NEEDS
ASSESSMENT**

**PROGRAM
DESIGN**
BASED ON FEEDBACK
FROM NEEDS
ASSESSMENT

**PROGRAM
EXECUTION**

**FUNDING
OPPORTUNITIES
DISBURSED
(CTCS)**

TECHNICAL ASSISTANCE & CAPACITY BUILDING PROGRAMS



TACB

**Program Overview
& Information**



#1

**FOUNDATIONAL
Technical Assistance**



#2

**COMMUNITY
STEWARDSHIP**

Community Tourism Collaborative



#3

**REGENERATIVE
EXPERIENCES**

PROGRAM OBJECTIVE

- **Provide tools and resources to help Hawai'i businesses** reach their goals for working with and within the industry
- **Build relationships to increase connectivity** and provide resources to one another for success

PROGRAM MEASURE

- Engagement of small businesses in the Program on **6 islands and at least 225 participants**
- **85% satisfaction** and reported learning from participants

VISION FOR SUCCESS:


- **Local businesses can better compete**
- Businesses of all sizes have **greater access to local products and regenerative tools**
- **Circular economy** that is driven by the goals of the local community and keeping dollars in Hawai'i

FOUNDATIONAL TECHNICAL ASSISTANCE PROGRAM



WHAT IS THE FOUNDATIONAL TECHNICAL ASSISTANCE PROGRAM?

- Technical assistance program designed to build capacity in locally-owned and operated small businesses in the visitor industry or wanting to operate in the visitor industry throughout Hawai'i



WHO IS THIS PROGRAM DESIGNED FOR?

- Locally-owned businesses already operating in the visitor industry
- Locally-owned businesses wanting to grow their business in the visitor industry
- Locally-owned businesses wanting to operate in the visitor industry



EXAMPLE BUSINESS:

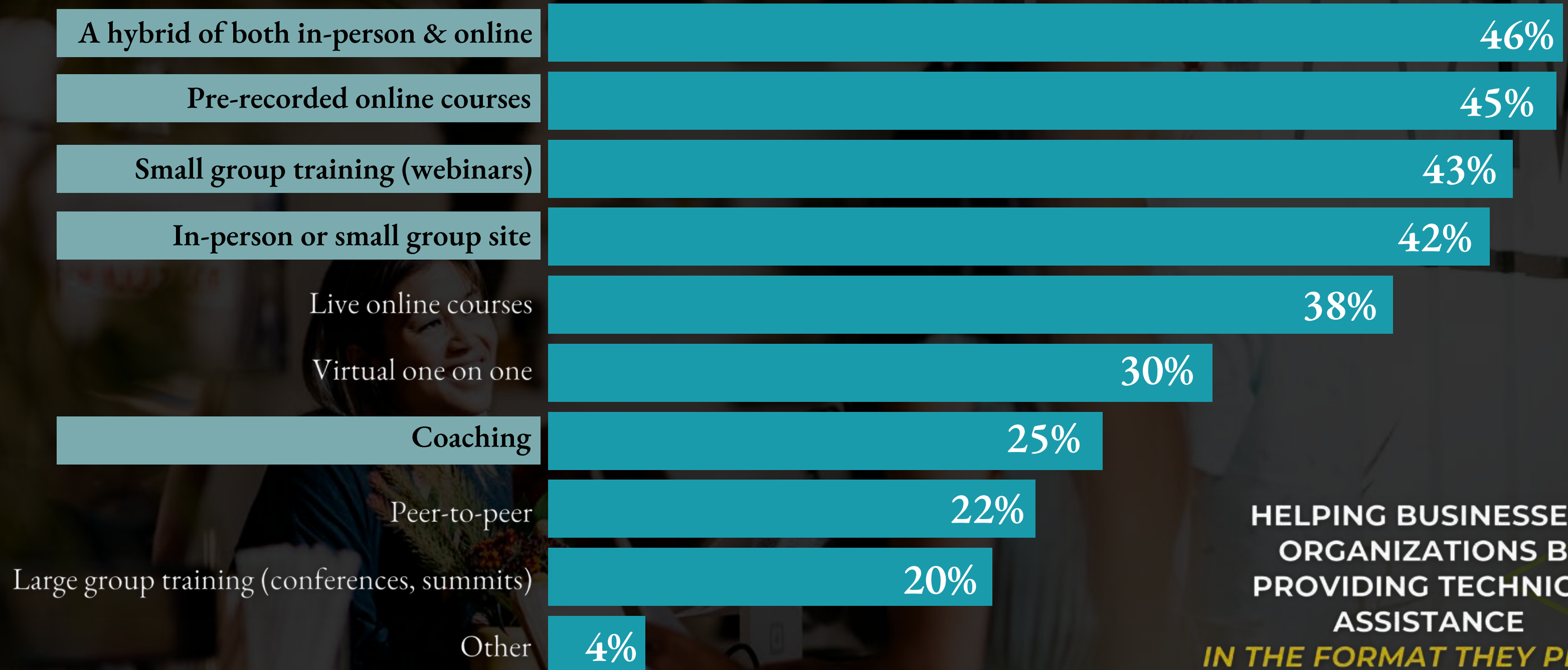
- A Native-Hawaiian, wahine who is a cultural practitioner wants to build her business knowledge, wants to learn from those who have succeeded in the visitor industry, wants to get started selling her lei throughout the visitor industry in Hawai'i, and is possibly interested in learning about wholesale, travel trade, etc.



PROGRAM DETAILS ANNOUNCED IN 2024 Q3

FOUNDATIONAL TECHNICAL ASSISTANCE PROGRAM

HOW WOULD YOU LIKE TO RECEIVE THESE TECHNICAL ASSISTANCE PROGRAMS?



**HELPING BUSINESSES &
ORGANIZATIONS BY
PROVIDING TECHNICAL
ASSISTANCE
IN THE FORMAT THEY PREFER**

FOUNDATIONAL TECHNICAL ASSISTANCE PROGRAM STRUCTURE

- Eight (8) in-person & virtual community workshops focused on providing participant businesses and organizations with universal capital growth education and visitor industry strategies for growth. These workshops are open to ALL businesses and organizations in large-format community meetings. After the initial workshop, participants will be able to visit table resources that are both pertinent to their growth and the topic being discussed in the corresponding curriculum. These recorded workshops will be made available online for future and continued engagement.

COMMUNITY WORKSHOP TENTATIVE STRUCTURE

CURRICULUM WORKSHOP

Subject Matter Experts will teach best practices, tips & tricks, and provide instruction to businesses/orgs on their particular subject. Time will be left at the end of the workshop for questions from participating businesses/orgs

RESOURCE FAIR

Subject Matter Experts, Community Partners, and Industry Stakeholders will be at tables after the workshop to assist businesses/orgs with getting started in the subject matter area or will offer subject adjacent services to participating businesses/orgs

FOLLOW UP

Curated content from the Subject Matter Experts will be sent as a follow up for businesses/orgs to start using the tools that they learned at the workshop in their growth

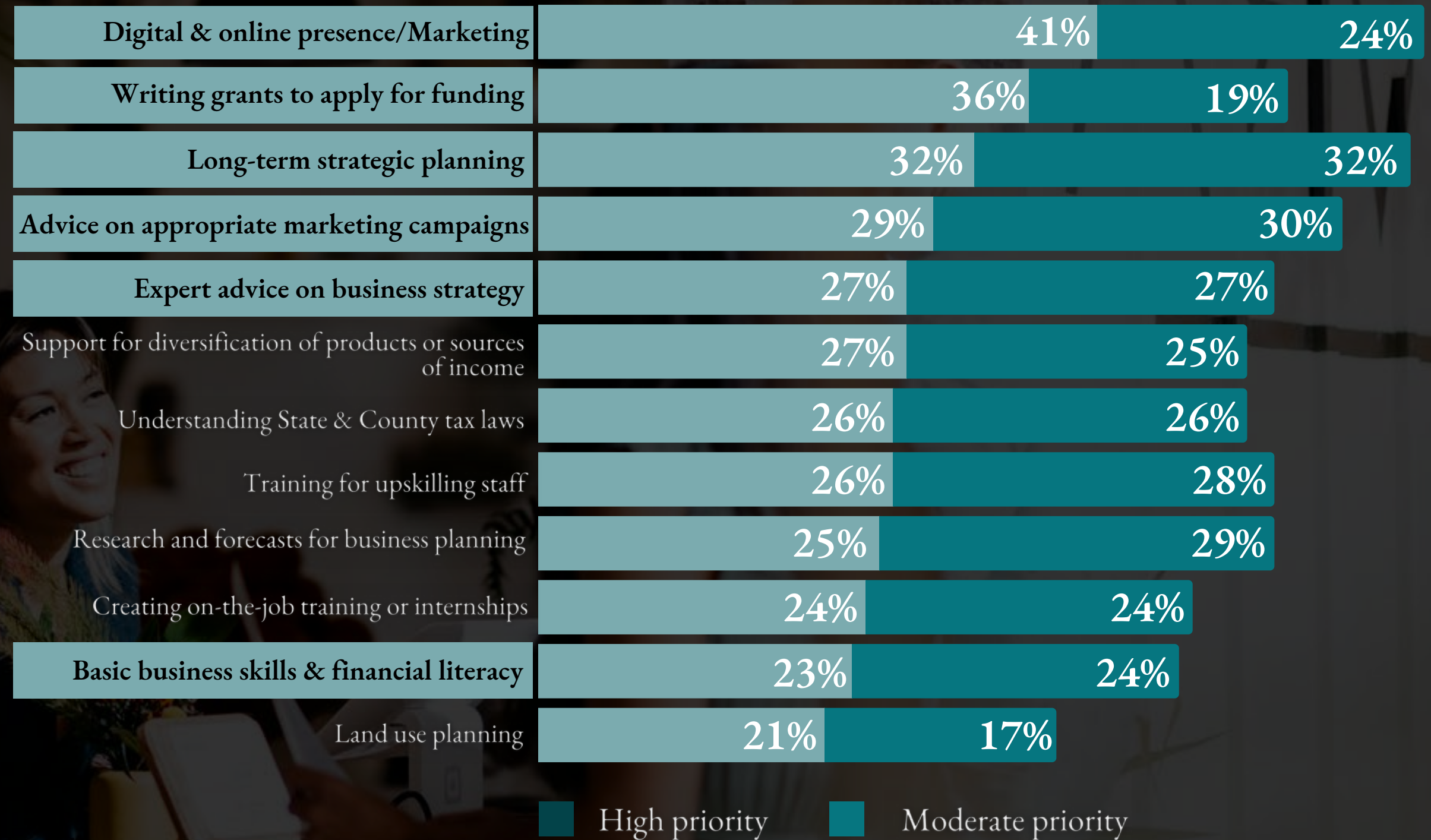
**HELPING
BUSINESSES &
ORGANIZATIONS
ADDRESS THESE
IDENTIFIED
BARRIERS:**

ALL BUSINESSES/ORGANIZATIONS INCREASING SALES TO VISITORS				
IDENTIFIED BARRIERS IN VISITOR INDUSTRY		#	SUPPORT FOR ADDRESSING BARRIERS IN VISITOR INDUSTRY	
Challenges with government agencies or regulations		86	Increased marketing opportunities	
Lack of workers		61	Increased connectivity to visitor industry	
High costs of doing business in Hawai'i (overhead)		50	Addressing legal or regulatory barriers	
People don't know about us/Lack of marketing		49	Being able to add more staff	
Capital/Funding		32	Updated facilities	
Hawai'i less attractive/Low visitor counts		31	Greater communication w/ public agencies	
Infrastructure issues		22	Access to transportation services	
Lack of space to expand/operate		20	Competing w/ economies of scale of competitors	
Competition/Uncooperative vendors		15	Addressing challenges w/ other industry segments	
Tourism Volume/Visitor Behaviors		15	Access to credit	
Comments related to Maui wildfires		13	Addressing supply chain challenges	
Crime/homelessness/unsafe conditions		10	Mentoring from similar businesses	
Shipping costs		4	Reservation system	
No support from HTA		3	Increasing language resources	
Geographic issues/lack of facilities in certain areas		1	Access to inventory	
Other		39	BASE: Those indicating that they face barriers in increasing sales to visitors	
Not directly involved with tourism		18		
Don't Know/Refused/Blank		9		
			341	

**BY PROVIDING
TECHNICAL
ASSISTANCE &
COMMUNITY
WORKSHOPS IN
THESE IDENTIFIED
SUPPORT AREAS**

“HIGH” PRIORITY FOR TOURISM TRAINING/ASSISTANCE

HELPING BUSINESSES & ORGANIZATIONS BY PROVIDING TECHNICAL ASSISTANCE *TO BUILD THEIR CAPACITY IN THEIR HIGHEST PRIORITY AREAS*



POSSIBLE CURRICULUM INCLUSIONS

- 1 MARKETING - BUILDING MO'OLELO**
 - Before you can share your story with the world, engage customers and partners, or turn sales, you have to understand your brand, your brand's story, your uniqueness and how that fits into the visitor industry in Hawai'i.
- 2 MARKETING - SHARING MO'OLELO**
 - Now that you have designed your brand, you need to strategize how to get the word out in the right way and with the right people in the industry throughout Hawai'i. Marketing strategy and support in the industry is key.
- 3 CONNECTING TO THE INDUSTRY**
 - FOR THOSE WANTING TO OPERATE IN THE INDUSTRY:
 - With brand/story and strategy in hand, you are now ready to connect to different people, organizations, agencies, and stakeholders in the industry.
- 4 CONNECTING WITHIN THE INDUSTRY**
 - For those already operating in the industry, this workshop will be designed to share what resources, individuals, and partners exist throughout Hawai'i and beyond that can provide connections to others in the industry.
- 5 BUSINESS STRATEGY IN THE INDUSTRY**
 - Everyone wants to grow. Making sure you take the time to strategize how you would like to grow in the industry and plan out what steps you can take to meet your Hawai'i visitor industry goals is key.
- 6 INDUSTRY FUNDING OPPORTUNITIES**
 - If additional capital is what you need to grow, this workshop will introduce you to some of the funding opportunities available throughout the visitor industry in Hawai'i and some best practices to engage with them.
- 7 REGENERATIVE BEST PRACTICES**
 - With the regenerative tourism model in mind, this workshop will showcase some of the ways that your business or organization can engage better regenerative business practices and share some best practices, as well.
- 8 STAFF CAPACITY - BUILDING THE TEAM**
 - This session will bring in partners working to help build workforce capacity and resources and provide best practices on finding and retaining talent. We will also learn about training and mentorship opportunities available to strengthen your existing team and leadership.

FOUNDATIONAL TECHNICAL ASSISTANCE PROGRAM

MAY 2024

SUN	MON	TUE	WED	THU	FRI	SAT
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JUNE 2024

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30	MARKETING					

JULY 2024

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PROGRAM IMPLEMENTATION

AUGUST 2024

SUN	MON	TUE	WED	THU	FRI	SAT
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*NOTE: DATES ARE NOT EXACT AND ARE REPRESENTATIVE OF OPTIONS TO BE CONSIDERED

SEPTEMBER 2024

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OCTOBER 2024

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NOVEMBER 2024

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DECEMBER 2024

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22	23	24	25	26	27	28
29	30	31				

TECHNICAL ASSISTANCE & CAPACITY BUILDING PROGRAMS



TACB

**Program Overview
& Information**



#1

**FOUNDATIONAL
Technical Assistance**



#2

**COMMUNITY
STEWARDSHIP**

Community Tourism Collaborative



#3

**REGENERATIVE
EXPERIENCES**

PROGRAM OBJECTIVE

- Provide **professional expertise and funding to nonprofit organizations** who have already begun stewarding a tourist hotspot
- **Build capacity in these community based organizations** to support program operations, regenerative practices, and other management needs

PROGRAM MEASURE

- Targeted funding dispersed to nonprofit projects **stewarding DMAP identified tourist hotspots**
- Budget and funding plan deliverables met by 12/31/2024

VISION FOR SUCCESS:

- **Wahi pana are protected for future generations** through solid community management
- **Greater awareness**, both in the local community and among visitors, **of these stewarding organizations' work, impact, and opportunities to become involved**
- Greater awareness of by all stakeholders of **impact on natural resources**

CTC - COMMUNITY STEWARDSHIP

WHAT IS THE COMMUNITY TOURISM COLLABORATIVE - COMMUNITY STEWARDSHIP PROGRAM?

- This program is designed to build capacity and solve issues for community organizations looking to steward 'āina in their communities - with an emphasis on over-taxed 'āina

WHO IS THIS PROGRAM DESIGNED FOR?

- Community organization(s) (or groups of community organizations who are willing to hui together to accomplish their community's goals) who are willing to steward a piece of 'āina and are in need of kōkua with capacity building, or help in a specifically identified area.

EXAMPLE ORGANIZATION:

- Hui o Mālama 'Āina has been wanting to help mitigate the traffic at Turtle Beach and have been working with other organizations in the area to consolidate resources and build capacity. They haven't been able to determine how to put in a cross-walk. They are also interested in boosting their marketing capacity.

PROGRAM DETAILS ANNOUNCED IN 2024 Q3

**CTC -
COMMUNITY
STEWARDSHIP**

**HELPING
COMMUNITY
STEWARDSHIP
ORGANIZATIONS
ADDRESS THESE
IDENTIFIED
BARRIERS:**

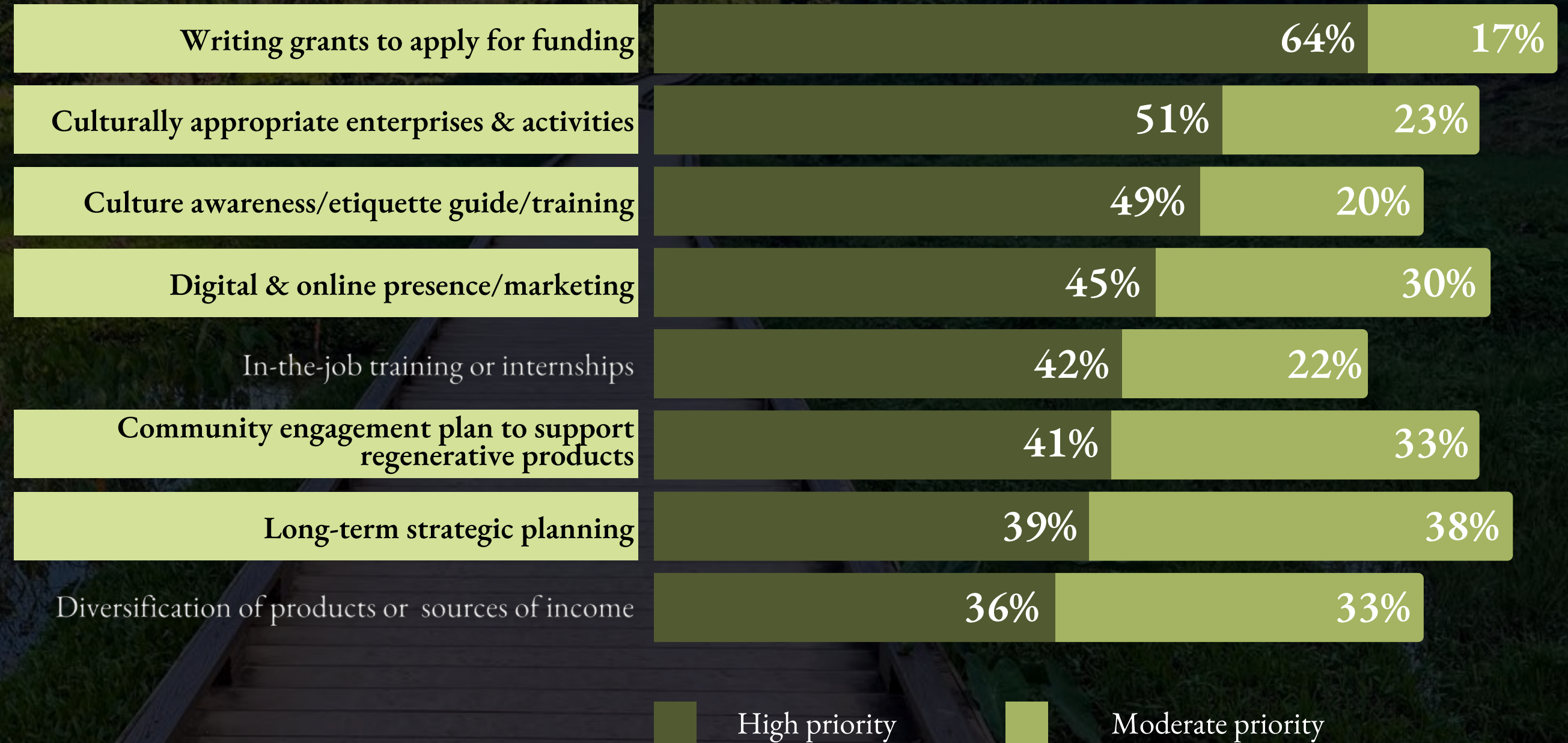
NON-PROFIT ORGS INVOLVED IN STEWARDSHIP INCREASING SALES TO VISITORS

IDENTIFIED BARRIERS IN VISITOR INDUSTRY	%	SUPPORT FOR ADDRESSING BARRIERS IN VISITOR INDUSTRY	%
Lack of marketing	35%	Increased marketing opportunities	13%
Capital/funding	21%	Being able to add more staff	12%
Lack of workers	16%	Increased connectivity to visitor industry	12%
Infrastructure issues	9%	Access to transportation services	9%
Challenges with government agencies or regulations	5%	Updated facilities	9%
High costs of doing business	5%	Greater communication w/ public agencies	8%
Hawai'i less attractive/low visitor counts	5%	Addressing legal or regulatory barriers	6%
Lack of space to expand/operate	5%	Addressing challenges w/ other industry segments	6%
Crime/homelessness/unsafe conditions	5%	Access to credit	5%
Tourism Volume/Visitor Behaviors	2%	Mentoring from similar businesses	5%
Other	16%	Competing w/ economies of scale of competitors	4%
Not directly involved with tourism	7%	Reservation system	4%
BASE: those non-profits involved in stewardship indicating that they face barriers in increasing sales to visitors	43	Addressing supply chain challenges	3%
		Increasing language resources	2%
		Access to inventory	1%

**BY PROVIDING
TECHNICAL
ASSISTANCE &
COMMUNITY
WORKSHOPS IN
THESE IDENTIFIED
SUPPORT AREAS**

NON-PROFIT ORGS IN STEWARDSHIP "HIGH PRIORITY" BUSINESS OR TOURISM TRAINING

HELPING COMMUNITY STEWARDSHIP ORGANIZATIONS BY PROVIDING TECHNICAL ASSISTANCE *TO PROVIDE SUPPORT & BUILD THEIR CAPACITY IN THEIR HIGHEST PRIORITY AREAS*



CTC - COMMUNITY STEWARDSHIP PROGRAM STRUCTURE

- Cohort of Community Stewardship Organizations will receive assistance from industry professionals as consultants in specific areas identified by the Needs Assessment
- Pre-determined assistance will be provided by consultants with key take aways that can be used by the organization in their growth. Community Stewardship Organizations will apply for help in one (or more) of the identified areas
- Organizations will also receive training/mentorship/guidance in the specific area(s) to boost the internal capacity of the organization

POSSIBLE ASSISTANCE AREAS:


- Marketing - Branding & Strategy
- Marketing - Social Media Content & Strategy
- Marketing - Digital & Web Design
- Marketing - Outreach
- Grant Writing
- CRM System - Using tech to help you succeed
- Contract Assistance - Stewardship Agreements
- Strategic Planning
- Connection within the Visitor Industry
 - Destination Management & Transportation Services
 - Partnership Development
- Cultural Consultant

FUNDING WILL BE DISBURSED TO SELECTED ORGANIZATIONS TO SUPPORT PROGRAM OPERATIONS, REGENERATIVE PRACTICES, STEWARDSHIP NEEDS, ETC.







PROGRAM & FUNDING CRITERIA

- 
- NON-PROFIT ORGANIZATIONS** are welcome to apply for this capacity building program and funding opportunity
- 
- Organization must have already started stewarding a **DMAP IDENTIFIED TOURISM HOTSPOT** in Hawai'i
- 
- Organization must complete and submit an application for the program and be **SELECTED BY AN EVALUATION COMMITTEE** in a competitive process
- 
- Organization must **PROVIDE A PLAN FOR THE FUNDING** and demonstrate capacity limitations or financial need



FUNDING DISBURSEMENT

-  In competitive process, evaluation committee will select **FUNDING AWARDEES** and offer awards
-  Organizations must provide **BUDGET AND FUNDING PLAN** to receive first payment of **70%** of total funding awarded
-  Organization must complete spending of the total award by **11/22/2024** and will be given 15 days to provide deliverables and a final report to receive remaining **30%** of award
-  Remaining **30%** of total funding awarded will be disbursed upon receipt of final deliverables and final report (on or before **12/31/2024**)

CTC - COMMUNITY STEWARDSHIP

MAY 2024

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JUNE 2024

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23	24	25	26	27	28	29
30	MARKETING					

JULY 2024

SUN	MON	TUE	WED	THU	FRI	SAT
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28	29	30	31	APPLICATIONS OPEN		

AUGUST 2024

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EVALUATION/SELECTION						

SEPTEMBER 2024

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22	23	24	25	26	27	28
29	30	FUNDING DISBURSEMENT				

OCTOBER 2024

SUN	MON	TUE	WED	THU	FRI	SAT
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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	IMPLEMENTATION/EVALUATION	

NOVEMBER 2024

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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
PROJECT IMPLEMENTATION						

DECEMBER 2024

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	FUNDING DISBURSEMENT			

TECHNICAL ASSISTANCE & CAPACITY BUILDING PROGRAMS



TACB

**Program Overview
& Information**



#1

**FOUNDATIONAL
Technical Assistance**



#2

**COMMUNITY
STEWARDSHIP**

Community Tourism Collaborative



#3

**REGENERATIVE
EXPERIENCES**

PROGRAM OBJECTIVE

- Support local businesses and nonprofits to **plan, build capacity** for, and **market regenerative activities** for tourists through professional consultancy and funding
- **Connect** local businesses and nonprofits with others working in the industry, with emphasis on sales and marketing
- Share regenerative **best practices**

PROGRAM MEASURE

- Program on **6 islands**
- Develop **action plans** to help participants move ideas forward
- Funding dispersed for participants that complete their programs by 12/31/2024

VISION FOR SUCCESS:

- Increased local business and nonprofit capacity to provide visitors regenerative experiences and products, including in voluntourism
- Increased visitor access to unique perspectives and cultural experiences

CTC - REGENERATIVE EXPERIENCES

WHAT IS THE COMMUNITY TOURISM COLLABORATIVE - REGENERATIVE EXPERIENCE PROGRAM?

- Capacity building program designed to create more regenerative experiences throughout Hawai'i so that visitors have more regenerative things to do while traveling here

WHO IS THIS PROGRAM DESIGNED FOR?

- Experience hosts, locally-owned businesses, community organizations, farms, etc. who would like to host/create regenerative experiences or create 'āina-based experiences throughout Hawai'i for visitors to consume

EXAMPLE ORGANIZATION:

- 'Āina Aloha Farm has been growing māmaki tea for three generations and are now realizing that their growth has caused them to need more labor than they can accommodate. They are interested in learning how to create a voluntourism and tea tasting experience.

PROGRAM DETAILS ANNOUNCED IN 2024 Q3

**CTC -
REGENERATIVE
EXPERIENCES**

**HELPING
BUSINESSES &
ORGANIZATIONS
INTERESTED IN
OFFERING
REGENERATIVE
EXPERIENCES
ADDRESS THESE
IDENTIFIED
BARRIERS:**

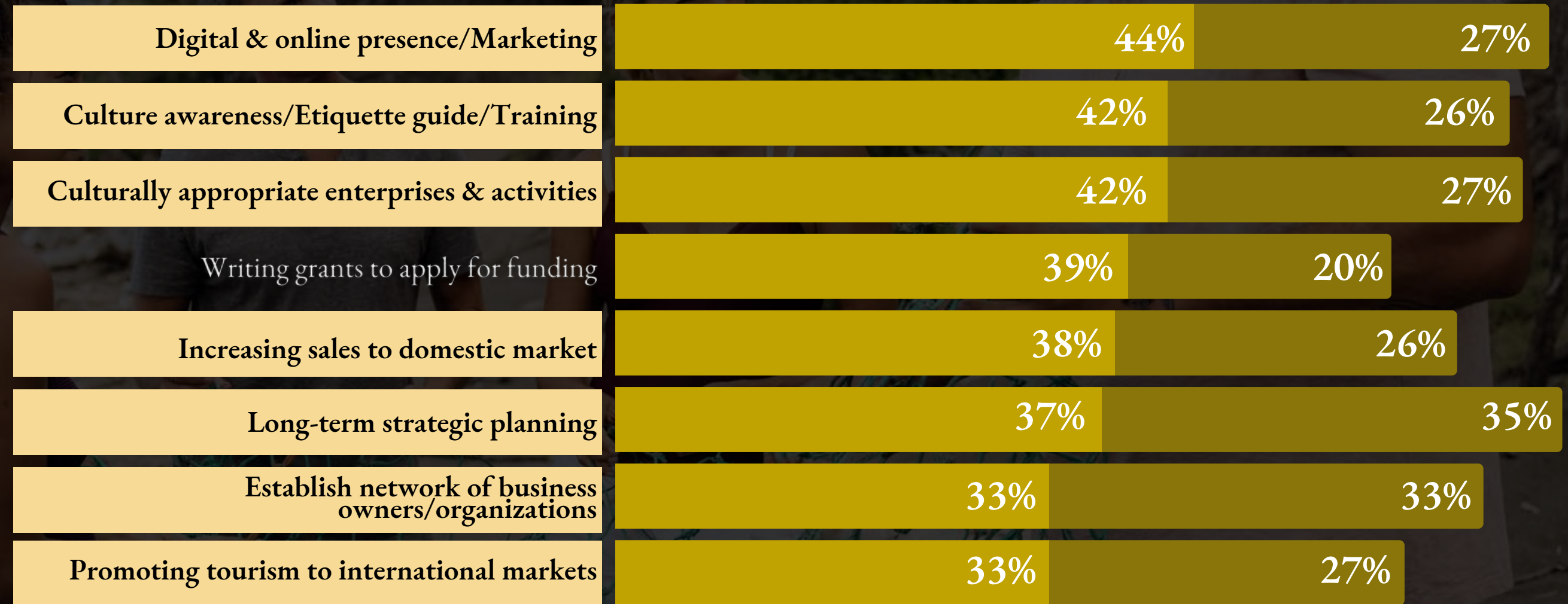
ORGS IN REGENERATIVE WORK OFFERING REGENERATIVE EXPERIENCES

IDENTIFIED BARRIERS IN VISITOR INDUSTRY	#	SUPPORT FOR ADDRESSING BARRIERS IN VISITOR INDUSTRY	#
Challenges with government agencies or regulations	46	More staff capacity	122
Lack of workers	44	Increased connectivity to visitor industry	120
Capital/funding	44	Increased marketing opportunities	115
No time/not practical	21	More interest among visitors	108
Not familiar with what is available	21	Greater communication w/ public agencies	108
Lack of space to expand/operate	21	Addressing legal or regulatory barriers	107
Lack of marketing	19	Updated facilities	94
High costs of doing business	18	Mentoring from similar organizations	83
Infrastructure issues	17	Stronger overall volunteering messaging	83
No market/tourists won't be interested	16	Transportation services connectivity	72
Competition/Uncooperative vendors	8	Addressing challenges w/ other industry segments	71
Tourism volume/Visitor behaviors	6	Reservation system	52
No support from HTA	4	Access to credit	50
Crime/homelessness/unsafe conditions	4	Increasing language resources	42
Hawai'i less attractive/low visitor counts	2	Other	35
Comment related to Maui wildfires	1	BASE: Those organizations focused on regenerative work that indicated they face barriers in offering regenerative experiences	290
Other	21		
Not directly involved with tourism	42		
Don't Know/Refused/Blank	10		

**BY PROVIDING
TECHNICAL
ASSISTANCE &
COMMUNITY
WORKSHOPS IN
THESE IDENTIFIED
SUPPORT AREAS**

HELPING BUSINESSES & ORGANIZATIONS INTERESTED IN OFFERING REGENERATIVE EXPERIENCES BY PROVIDING TECHNICAL ASSISTANCE *TO PROVIDE SUPPORT & BUILD THEIR CAPACITY IN THEIR HIGHEST PRIORITY AREAS*

ORGANIZATIONS FOCUSED ON REGENERATIVE WORK "HIGH PRIORITY" BUSINESS OR TOURISM TRAINING



■ High priority ■ Moderate priority

REGENERATIVE EXPERIENCE TECHNICAL ASSISTANCE PROGRAM STRUCTURE

- Support organizations across the Pae 'Āina
 - 10 companies/organizations per region - Each participant will create a Tour Program Plan ("TPP")
 - Target Organizations:
 - Family owned businesses
 - Organizations managing wahi pana
 - Food related businesses
 - Already existing tour companies
 - Preferences
 - Entities wanting to create voluntourism or agritourism experiences
 - Experiences already operating in the industry wanting to be more regenerative
 - Industry members looking to expand regenerative/local offerings

PROGRAM DESIGN OVERVIEW

- Each participant will host a site visit
- Follow up information gathering and strategy meetings with KūHana consultants
- Curriculum will include the TPP, and they will be written in a way for Kilohana and HTA to assess funding opportunities.
- Participants will provide feedback and final approval of their TPP - KūHana Consultants will work closely with the participants to facilitate, strategize, and write the TPP.
- The TPP will work as a part of their funding application. Funding opportunity will be disbursed to participating cohort members that complete the program
- Each participant will have a regional networking event to meet industry sales and marketing professionals.

PROGRAM & FUNDING CRITERIA



BUSINESSES & NON-PROFIT ORGANIZATIONS are welcome to apply for this capacity building program and funding opportunity



Organization must **CURRENTLY OPERATE IN THE INDUSTRY SECTOR** listed in the program details



Organization must complete and submit an application for the program and be **SELECTED BY AN EVALUATION COMMITTEE** in a competitive process



Organization must **PROVIDE A PLAN FOR THE FUNDING** and demonstrate capacity limitations or financial need

FUNDING DISBURSEMENT

- ✓ In competitive process, evaluation committee will **SELECT FUNDING AWARDEES** and offer awards
- ✓ Organizations must provide **BUDGET AND FUNDING PLAN** to receive first payment of **70%** of total funding awarded
- ✓ Organization must complete spending of the total award by **11/22/2024** and will be given 15 days to provide deliverables and a final report to receive remaining **30%** of award
- ✓ Remaining **30%** of total funding awarded will be disbursed upon receipt of final deliverables and final report (on or before **12/31/2024**)

CTC - REGENERATIVE EXPERIENCES

MAY 2024

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JUNE 2024

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	MARKETING					

JULY 2024

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	APPLICATIONS OPEN		

AUGUST 2024

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
EVALUATION/SELECTION						

SEPTEMBER 2024

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	FUNDING DISBURSEMENT				

OCTOBER 2024

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	IMPLEMENTATION/EVALUATION	

NOVEMBER 2024

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
PROJECT IMPLEMENTATION						

DECEMBER 2024

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	FUNDING DISBURSEMENT			

MARKETING PLAN >



MARKETING GOAL

- 225+ Locally owned businesses & organizations participate in workshops (being offered to all islands)



EARNED MEDIA/MARKETING OPPORTUNITIES

- Naming concept - working with cultural consultants & stakeholders
- Press Release
- Email blasts & inclusion in newsletters (HTA email list, CNHA, HANO, industry partners, trade associations, needs assessment email lists, etc.)
- Targeted invitations (Maui, community groups, etc.)
- Community Outreach & Information Sessions (virtual)
- News interviews & TV spots
- Social media posts (HTA, Kilohana, partners, etc.)



PAID MEDIA/MARKETING OPPORTUNITIES

- Social Media Posts & Boosted Posts
- Other additional opportunities



Marketing efforts to include photo/video content creation for future iterations of the program, etc.

MARKETING PLAN >



MARKETING GOAL

- 225 Locally owned businesses & organizations participate in workshops & training programs



EARNED MEDIA/MARKETING OPPORTUNITIES

- Naming concept - working with cultural consultants & stakeholders
- Press Release
- Email blasts & inclusion in newsletters (HTA email list, CNHA, HANO, industry partners, trade associations, needs assessment email lists, etc.)
- Targeted invitations (Maui, community groups, etc.)
- Community Outreach & Information Sessions (virtual)
- News interviews & TV spots
- Social media posts (HTA, Kilohana, partners, etc.)



PAID MEDIA/MARKETING OPPORTUNITIES

- Social Media Posts & Boosted Posts
- Other additional opportunities



Marketing efforts to include photo/video content creation for future iterations of the program, etc.

MARKETING PLAN >



MARKETING GOAL

- 225 Locally owned businesses & organizations participate in workshops & training programs



EARNED MEDIA/MARKETING OPPORTUNITIES

- Word of mouth marketing through invitation
- Naming concept - working with cultural consultants & stakeholders
- Press Release
- Email blasts & inclusion in newsletters (HTA email list, CNHA, HANO, industry partners, trade associations, needs assessment email lists)
- Targeted invitations (Maui, community groups, etc.)
- Community Outreach & Information Sessions (virtual)
- News interviews & TV spots
- Social media posts (HTA, Kilohana, partners, etc.)



PAID MEDIA/MARKETING OPPORTUNITIES

- Social Media Posts & Boosted Posts
- Other additional opportunities



Marketing efforts to include photo/video content creation for future iterations of the program, etc.

TECHNICAL ASSISTANCE & CAPACITY BUILDING PROGRAM



TACB

**MO'OLELO
BRANDING
MOOD BOARDS**



#1

**FOUNDATIONAL
Technical Assistance**



#2

**COMMUNITY
STEWARDSHIP**



#3

**REGENERATIVE
EXPERIENCES**

Community Tourism Collaborative

WAI SYSTEM

For generations, acres of lo'i kalo fed the people of Hawai'i. The **regenerative** water system created centuries of successful farming throughout the pae 'āina. The lo'i kalo system borrowed water from streams, nourished acres of kalo fields, and returned the water saturated with nutrients from the fertile ecosystem. The system returned the water in a better condition than it was received. Even if the system ended there, it would have been regenerative. However, the water system's regeneration continued downstream. The nutrient rich water fed 'o'opu, i'a, and limu throughout the streams. Not only were these gathered and eaten, but even further downstream these momona 'o'opu, i'a, and limu fed schools of larger i'a and other seafood in the loko i'a system creating even more opportunities for sustenance and a food security system that fed thousands of families for hundreds of generations.

Much like the water system of old Hawai'i, the Technical Assistance and Capacity Building programs from Kilohana strive to model programs after the regenerative lo'i kalo system in a commitment to growing Hawai'i's communities. We encourage businesses and organizations, both currently operating in the visitor industry and those who would like to operate in the visitor industry, to take advantage of these programs, absorb all of the nutrient rich information that our mentors, trainers, and facilitators have to share, and to return back to the industry and the community to uplift our Hawai'i for a regenerative tomorrow. The three programs: Po'owai, 'Auwai, and Ho'iwai remind us of our role in Hawai'i - to mālama this regenerative system and give back to our communities.

PO'OWAI

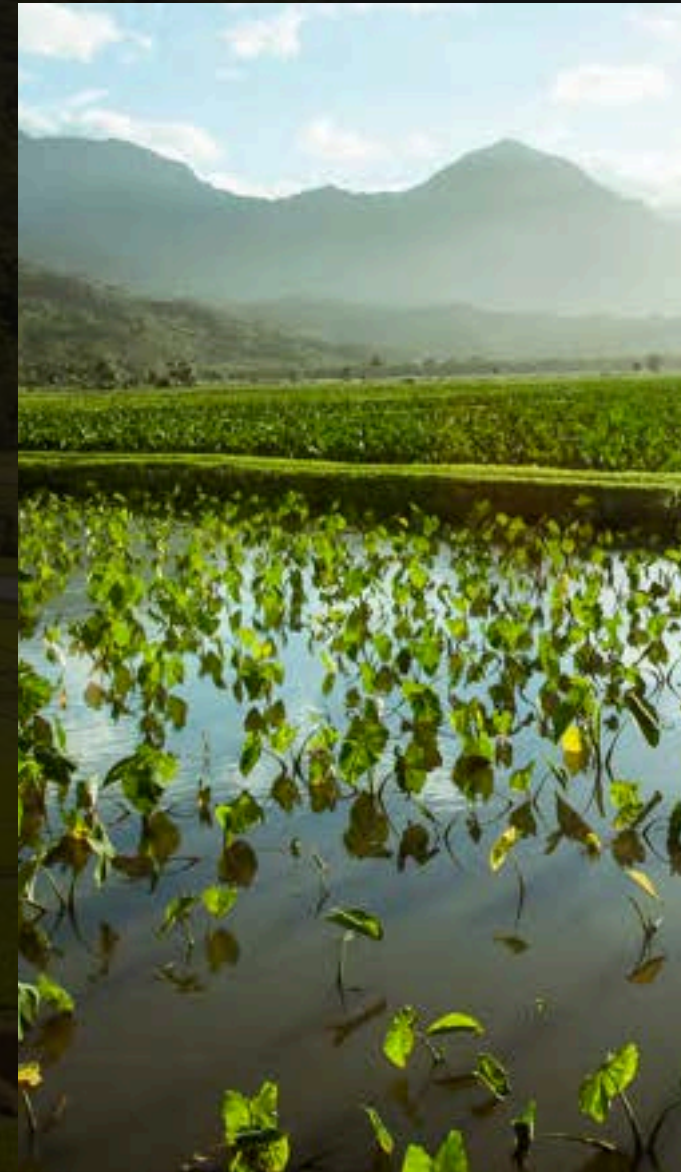
FOUNDATIONAL TECHNICAL
ASSISTANCE PROGRAM

'AUWAI

Community Tourism Collaborative
COMMUNITY STEWARDSHIP

HO'IWAI

Community Tourism Collaborative
REGENERATIVE EXPERIENCE



WAI SYSTEM >

PO'OWAI

FOUNDATIONAL TECHNICAL ASSISTANCE PROGRAM

When water leaves the main stream and enters the lo'i kalo system, it first passes through the PO'OWAI. The PO'OWAI, literally the "head waters," describes the starting point of the entire regenerative water system. Without the PO'OWAI and its ability to direct water through the lo'i kalo system, there is no water system, no regeneration, and no food system.

The PO'OWAI, Foundational Technical Assistance Program, like its role in the water system, is the introductory and foundational capacity building program that will provide businesses and organizations with community workshops that are meant to provide a foundation for growth and expansion both into and within the visitor industry throughout Hawai'i. These programs will allow participants to enter the regenerative structure and bring a plethora of resources to meet businesses where they are and provide universal trainings on the broadest application capital growth and industry strategies. This program will be open to any and all businesses and organizations throughout Hawai'i, both in-person and virtually.



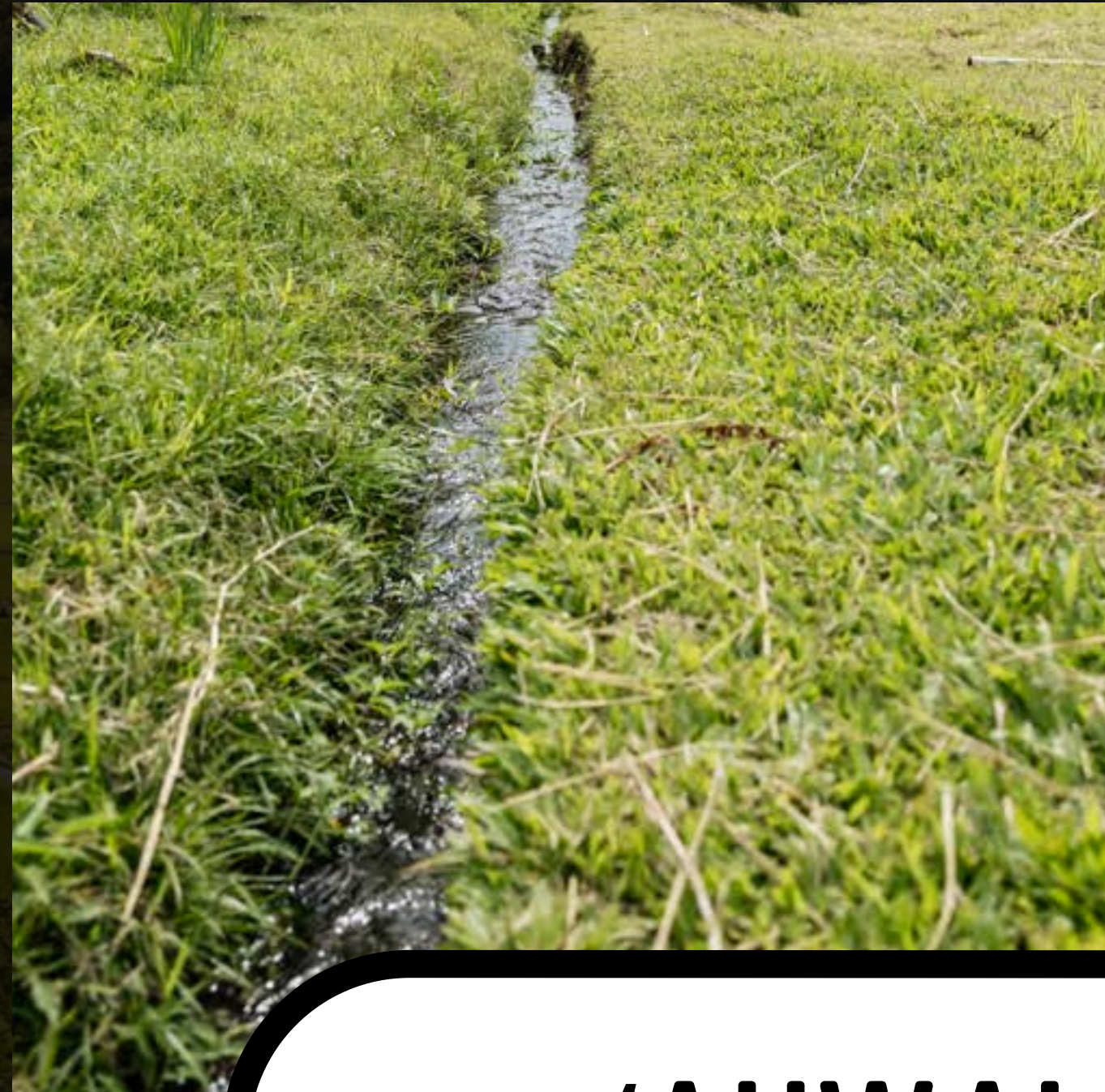
PO'OWAI ➤

'AUWAI

COMMUNITY TOURISM COLLABORATIVE - COMMUNITY STEWARDSHIP

The 'AUWAI, the main artery delivering water from the main stream to the lo'i kalo system, is one of the most important parts of the system - for without the 'AUWAI, you cannot grow kalo and you cannot saturate the water with nutrients. A bottleneck in the 'AUWAI literally stops the entire system. The 'AUWAI, therefore, represents the kuleana embedded in the lo'i system. Without a clean 'AUWAI, you cannot deliver water to the rest of the system and the entire system downstream suffers. We must mālama the 'AUWAI to have a regenerative system.

The 'AUWAI, Community Stewardship Technical Assistance Program, like its role in the water system, recognizes the kuleana of maintaining our places/'āina/wahi pana/hotspots, the literal foundation upon which our community (and visitor industry) is built. In the same way that we need to maintain the 'AUWAI to keep the waters flowing in the water system, so must we mālama our sacred places. This program will infuse community organizations with resources, mentors, education and most importantly provide them the opportunity to build relationships with others in the industry that can help them to solve bottlenecks in their journey to stewarding the 'āina that we call home. Tailored content and facilitators will allow each organization the ability to collaborate, network, and work together to clear their 'AUWAI and work past stewardship issues. This program is open to community organizations already working to steward 'āina throughout Hawai'i, both in-person and virtually.



'AUWAI

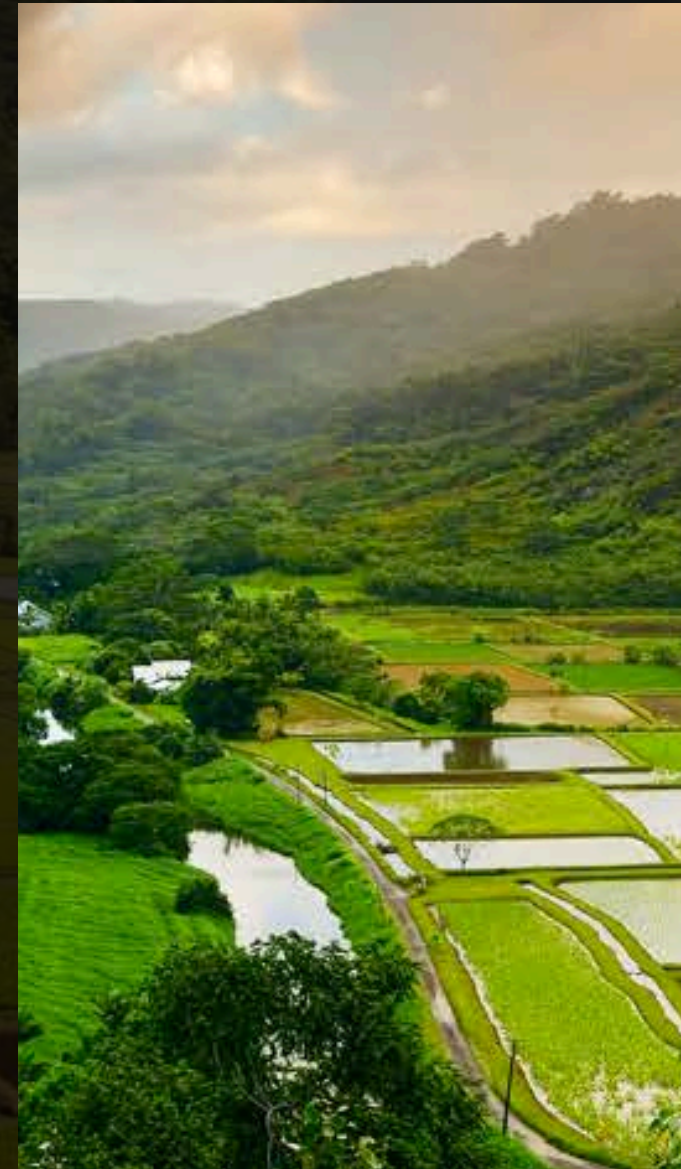


HO'IWAI

COMMUNITY TOURISM COLLABORATIVE - REGENERATIVE EXPERIENCE

The regenerative nature of the water system and lo'i kalo system, in essence, relies upon the fact that water is returned to the main stream. This ensures that life abounds downstream and that nutrients exponentially grow from the nutrient rich water from the lo'i system. The HO'IWAI the mechanism that returns the super saturated water back to the main stream, represents our kuleana for the future of Hawai'i. Investing in the HO'IWAI and our regenerative future allows us to provide a more sustainable future for generations to come.

The HO'IWAI, Regenerative Experience Technical Assistance Program, like its role in the water system, is the program focused on growing the regenerative experiences offered throughout the visitor industry. In order for new experiences in the industry to be regenerative, they must "ho'i i ka wai," or return water to the main flow of sustainability for our communities. This program will provide businesses and organizations with workshops, training, and networking with regenerative operators in different sectors and is meant to increase regenerative experiences throughout the pae 'āina. This program will be open to businesses and organizations throughout Hawai'i, both in-person and virtually.



HO'IWAI ➤

12

**Report and Update by the HO‘OKAHUA
HAWAI‘I STANDING COMMITTEE of their
Meeting Held on June 26, 2024**

12a

**Presentation, Discussion and/or Action on
Destination Stewardship Strategies for Fiscal
Year 2025, Fiscal Year 2026-2027**



Destination Stewardship Branch Strategy Overview



Functional Statement

The Destination Stewardship Branch is responsible for implementing Destination Management and Regenerative Tourism strategies that advance HTA's mission.

SB 3364: “Destination Management” means a collaborative and coordinated process with public and private stakeholders to manage the various elements of a visitor destination to:

- (1) Create, implement, and monitor strategies that attract targeted visitor markets and improve visitor experiences;
- (2) Improve natural and cultural resources valued by both Hawaii residents and visitors;
- (3) Develop and maintain tourism-related infrastructure to prevent overcrowding and overtaxing sites and resources; and
- (4) Ensure that the provision of services enhances the visitor experience.

SB 3364: "Regenerative Tourism" means a tourism model that:

- (1) Is designed and carefully managed to bring net benefits to local communities and destinations; and
- (2) Implements an innovative and sustainable economic development plan to:
 - (A) Make net positive contributions;
 - (B) Create conditions that allow communities to flourish;
 - (C) Engage in collaborative efforts that provide visitors with genuine and meaningful experiences in Hawaii; and
 - (D) Improve destinations for current and future generations for the well-being of the environment, residents, indigenous communities, and visitors.

Strategies

- Foster collaboration between local communities, government agencies, and tourism stakeholders to ensure that the voices of residents are heard and respected.
- Implement community-based tourism initiatives that allow local residents to actively participate in and benefit from tourism activities.
- Develop educational programs aimed at increasing awareness among visitors about the destination's natural and cultural heritage, as well as the importance of responsible tourism practices through HTA's Visitor Education Post Arrival Marketing (VEPAM).
- Provide training and resources for tourism industry professionals to enhance their understanding of destination stewardship principles and practices.
- Promote regenerative tourism practices that go beyond sustainability to actively contribute to the restoration and regeneration of natural and cultural resources.



Strategies

- Utilize technology, such as online booking systems and real-time data monitoring, to better manage visitor flows and distribute tourism activities more evenly throughout the destination.
- Develop comprehensive crisis management plans to address emergencies, natural disasters, and other unforeseen events that may affect the destination's sustainability and resilience.
- Continue to support programs that assist visitors in crisis through the Visitor Assistance Programs.
- Provide training and support for tourism businesses and community organizations to effectively respond to crises and minimize their impact on the destination.
- Continue to implement programs that preserve and promote Hawai'i's multi-ethnic cultural heritage through HTA's Visitor Experience products.



Strategies

- Encourage businesses to adopt environmentally friendly practices, such as reducing waste, conserving water and energy, and supporting local conservation efforts.
- Implement visitor management strategies to prevent overcrowding and minimize the negative impacts of tourism on fragile ecosystems and communities.
- Forge partnerships with other destinations, organizations, and academic institutions to share best practices, research findings, and resources related to destination stewardship.
- Collaborate with international organizations and initiatives focused on sustainable tourism development to leverage their expertise and networks.
- Establish monitoring and evaluation mechanisms to track the progress of destination stewardship initiatives and assess their impact on the destination's sustainability and resilience.
- Collect data on key indicators, such as visitor satisfaction, environmental quality, and community well-being, to inform decision-making and future planning efforts.



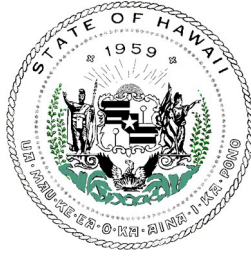
MAHALO!

14

**Report and Update by the BUDGET, FINANCE,
AND CONVENTION CENTER STANDING
COMMITTEE of their Meeting Held on
June 24, 2024**

14a

**Motion, Discussion and/or Action on
HTA's Financial Report for April and May 2024**



The State of Hawai`i
Department of Business, Economic Development, and Tourism
Hawai`i Tourism Authority
Financial Statements
April 30, 2024

These financial statements have been prepared by HTA management (unless otherwise noted) for information purposes only. See notes to the financial statements.

Prepared by: Talon Kishi, CPA

Budget and Fiscal Officer

HAWAII TOURISM AUTHORITY

Hawaii Tourism Authority

April 30, 2024

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Statement of Revenues, Expenditures, and Changes in Fund Balances Year to Date	5
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Bank of Hawaii Tourism Emergency Special Fund Trust and Checking Account Bank Statements	11

**Hawaii Tourism Authority
Balance Sheet
As of April 30, 2024**

	Tourism Funds	Convention Center Funds	Roof Project	Roof Repairs	Tourism Emergency Special Fund	Federal Funds	Total Funds
Assets							
General funds	22,011,637	2,269,375	-	-	-	-	24,281,012
Special funds (restricted)	14,303,957	45,241,157	-	-	-	-	59,545,114
Federal grants	-	-	-	-	-	13,574,717	13,574,717
General obligation bonds	-	-	1,247,639	13,601,000	-	-	14,848,639
Cash and cash equivalents	-	-	-	-	925,238	-	925,238
Investments	-	-	-	-	-	-	-
Accounts Receivable*	225,623	-	-	-	-	-	225,623
Total assets	36,541,217	47,510,532	1,247,639	13,601,000	925,238	13,574,717	113,400,343
Liabilities and Fund Balances							
Fund balances							
Encumbered - GOB	-	-	647,639	-	-	-	647,639
Encumbered - General funds	20,541,703	2,269,374	-	-	-	-	22,811,077
Encumbered - Special funds	6,962,048	525,999	-	-	-	9,250,345	16,738,392
Unencumbered	9,037,466	44,715,159	600,000	13,601,000	925,238	4,324,372	73,203,235
Total fund balances	36,541,217	47,510,532	1,247,639	13,601,000	925,238	13,574,717	113,400,343
Total liabilities and fund balances	36,541,217	47,510,532	1,247,639	13,601,000	925,238	13,574,717	113,400,343

Hawaii Tourism Authority
Statement of Revenues, Expenditures, and Changes in Fund Balances
For the Month Ended April 30, 2024
Ending Fund Balance as of April 30, 2024

	Tourism Funds	Convention Center Funds	Roof Project	Roof Repairs	Tourism Emergency Special Fund	Federal Funds	Total Funds
Revenues							
Change in fair value	-	-	-	-	-	-	-
HCC operations	-	-	-	-	-	-	-
Interest, net	136,604	297,277	-	-	171	-	434,052
TAT	-	-	-	-	-	-	-
Other*	-	12,000	-	-	-	-	12,000
Total revenues	<u>136,604</u>	<u>309,277</u>	<u>-</u>	<u>-</u>	<u>171</u>	<u>-</u>	<u>446,052</u>
Expenditures							
Administrative	1,839	-	-	-	-	-	1,839
Branding	2,236,738	-	-	-	-	-	2,236,738
Communications	31,194	-	-	-	-	-	31,194
Destination management	222,781	-	-	-	-	-	222,781
Governance and org-wide*	93,911	-	-	-	-	-	93,911
HCC marketing	-	656,470	-	-	-	-	656,470
HCC operations	-	3,063,025	-	-	-	-	3,063,025
HCC repairs and maintenance	-	4,827,248	7,520	-	-	-	4,834,768
Natural resources	-	-	-	-	-	-	-
Perpetuating Hawaiian culture	30,000	-	-	-	-	-	30,000
Planning & evaluation	-	-	-	-	57,226	-	57,226
Resident and Industry Communica	-	-	-	-	-	-	-
Safety & Security	35,000	-	-	-	-	-	35,000
Salaries	151,351	-	-	-	-	-	151,351
Sports	1,558,000	-	-	-	-	-	1,558,000
Workforce	-	-	-	-	-	-	-
Total expenditures	<u>4,360,814</u>	<u>8,546,743</u>	<u>7,520</u>	<u>-</u>	<u>57,226</u>	<u>-</u>	<u>12,972,303</u>
Change in fund balances	<u>(4,224,210)</u>	<u>(8,237,466)</u>	<u>(7,520)</u>	<u>-</u>	<u>(57,055)</u>	<u>-</u>	<u>(12,526,251)</u>
Fund balances							
April 1, 2024	<u>40,765,427</u>	<u>55,747,998</u>	<u>1,255,159</u>	<u>13,601,000</u>	<u>982,293</u>	<u>13,574,717</u>	<u>125,926,594</u>
April 30, 2024	<u>36,541,217</u>	<u>47,510,532</u>	<u>1,247,639</u>	<u>13,601,000</u>	<u>925,238</u>	<u>13,574,717</u>	<u>113,400,343</u>

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
Statement of Revenues, Expenditures, and Changes in Fund Balances
Year to Date April 30, 2024
Ending Fund Balance as of April 30, 2024

	Convention	Tourism Emergency					
	Tourism Funds	Center Funds	Roof Project	Roof Repairs	Special Fund*	Federal Funds	Total Funds
Revenues							
Change in fair value*	-	-	-	-	52,962	-	52,962
General fund appropriation transfe	60,000,000	11,000,000	-	-	-	-	71,000,000
HCC operations	-	1,223,284	-	-	-	-	1,223,284
Interest, net*	561,365	1,016,303	-	-	72,593	-	1,650,261
Other*	225,623	777,444	-	-	-	-	1,003,067
TAT*	-	11,000,000	-	-	-	-	11,000,000
Total revenues	<u>60,786,988</u>	<u>25,017,031</u>	<u>-</u>	<u>-</u>	<u>125,555</u>	<u>-</u>	<u>85,929,574</u>
Expenditures							
Administrative	220,266	-	-	-	83	-	220,349
Branding	21,659,284	-	-	-	3,950,000	-	25,609,284
Destination management	8,775,238	-	-	-	-	449,655	9,224,893
Governance and org-wide*	321,847	-	-	-	-	-	321,847
HCC marketing	2,787,000	1,223,700	-	-	-	-	4,010,700
HCC operations	-	3,989,726	-	-	-	-	3,989,726
HCC repairs and maintenance	-	6,760,598	22,361	-	-	-	6,782,959
Perpetuating Hawaiian culture	834,497	-	-	-	-	-	834,497
Planning & evaluation	543,054	-	-	-	110,284	-	653,338
Resident and Industry Communica	455,728	-	-	-	-	-	455,728
Safety & Security	380,000	-	-	-	250,693	-	630,693
Salaries	1,828,345	-	-	-	-	-	1,828,345
Sports	2,058,000	-	-	-	-	-	2,058,000
Workforce	46,000	-	-	-	-	-	46,000
Total expenditures	<u>39,909,259</u>	<u>11,974,024</u>	<u>22,361</u>	<u>-</u>	<u>4,311,060</u>	<u>449,655</u>	<u>56,666,359</u>
Transfer to B&F*	-	-	-	-	-	36,833,291	36,833,291
Change in fund balances	<u>20,877,729</u>	<u>13,043,007</u>	<u>(22,361)</u>	<u>-</u>	<u>(4,185,505)</u>	<u>(37,282,946)</u>	<u>(7,570,076)</u>
Fund balances							
July 1, 2023	<u>15,663,488</u>	<u>34,467,525</u>	<u>1,270,000</u>	<u>13,601,000</u>	<u>5,110,743</u>	<u>50,857,663</u>	<u>120,970,419</u>
April 30, 2024	<u>36,541,217</u>	<u>47,510,532</u>	<u>1,247,639</u>	<u>13,601,000</u>	<u>925,238</u>	<u>13,574,717</u>	<u>113,400,343</u>

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
April 30, 2024
Selected Management Disclosures

1. Summary of Significant Accounting Policies

The Hawaii Tourism Authority (HTA or Authority) was established on January 1, 1999, by Act 156, Session Laws of Hawaii 1998. It was placed within the State of Hawaii, Department of Business, Economic Development, and Tourism, for administrative purposes only. The Authority is responsible for developing a strategic tourism marketing plan and developing measures of effectiveness to assess the overall benefits and effectiveness of the marketing plan and progress toward achieving the Authority's strategic plan goals. In addition, effective July 1, 2000, control and management of the Hawaii Convention Center (HCC) were transferred to the Authority from the Convention Center Authority (CCA) by Executive Order No. 3817. Effective July 1, 2002, the Center, by statute, became the responsibility of the Authority. The Center opened to the public in June 1998 and is used for various events, including conventions and trade shows, public shows, and spectator events. The Center offers approximately 350,000 square feet of rentable space, including 51 meeting rooms.

The Authority is governed by a board of directors comprising 12 voting members, including those recommended by the State Legislature. The Governor of the State appoints the 12 voting members.

Funds

The Authority's funds are as follows:

Tourism Funds:

- **Tourism Special Fund (TSF)** –The Tourism Special Fund accounted for functions related to developing and promoting the tourism industry. Effective January 1, 2022, pursuant to Act 1 Special Legislative Session 2021, the TSF was sunset and discontinued the ability to expend any new funds. Funds encumbered as of June 30, 2021, can be spent. The TSF's encumbered fund balance includes \$5,948,568 for the Center for Hawaiian Music and Dance.
- **General Funds** – The 2023 State legislature did not provide HTA an operating budget for fiscal year 2024. As such, the Governor approved the transfer of \$60,000,000 in general funds from Section 5 of Act 164, SLH 2023, to HTA on July 1, 2023. Funds will lapse on June 30, 2024.

Convention Center Funds:

- **Convention Center Enterprise Special Fund (CCESF)** – Under Section 201B-8, the Convention Center Enterprise Special Fund accounts for functions related to the operation and management of the Hawaii Convention Center (HCC). Unencumbered funds are unavailable to spend because the 2023 Hawaii State Legislature did not provide the CCESF an expenditure ceiling to fund the operations of the HCC.
- **General Funds (operations)** – The 2023 State legislature did not provide the HCC an operating budget for fiscal year 2024. As such, the Governor approved the transfer of \$11,000,000 in general funds from Section 5 of Act 164, SLH 2023, for the HCC on July 1, 2023. Funds will lapse on June 30, 2024.
- **General Funds (CIP)** - Pursuant to Act 164, SLH 2023, \$64,000,000 of general funds were provided for long-term repairs of the HCC rooftop terrace deck. Per Executive Memorandum 23-08, dated October 30, 2023, the Department of Budget and Finance (B&F) transferred HTA's

Hawaii Tourism Authority
April 30, 2024
Selected Management Disclosures

\$64,000,000 operating appropriation to B&F for the Maui wildfires. The Legislature may reappropriate the funds as general obligation bonds for fiscal year 2025.

- **General Obligation Bonds** – Under Act 248, SLH 2022, \$15,000,000 of general obligation bond funds were provided for the temporary repairs of the HCC roof repair and other items. The Governor authorized the release of funds on February 22, 2023. The funds will lapse on June 30, 2024. HTA has encumbered \$670,000 to date. Unused funds will lapse on June 30, 2024.

Tourism Emergency Special Fund:

- The Tourism Emergency Special Fund accounts for functions related to maintaining a tourism emergency fund. Per Section 201B-10, revenues prescribed by Section 237D-6.5(b) and all investment earnings are credited to the fund's assets. Funds are currently held at the Bank of Hawaii. Funds must be exclusively used to respond to a tourism emergency per Section 201B-9.

On August 19, 2023, the governor declared a tourism emergency in the sixth emergency proclamation relating to the Maui wildfires. The Governor extended the tourism emergency in the ninth emergency proclamation dated January 5, 2024. The Authority has spent approximately \$4,253,751 on Maui wildfire response efforts. More information can be found in the Other Matters section of these footnotes.

Federal Funds:

- **American Rescue Plan Act (ARPA)** – Official Name: Coronavirus State Fiscal Recovery Fund (CSFRF) Subaward. The former Governor authorized \$106,000,000 of ARPA funds to support HTA's and HCC's fiscal years 2022 and 2023 operations. HTA and HCC received \$95,000,000 and \$11,000,000, respectively. In total, for the two years ended June 30, 2023, \$59,155,512 and \$10,011,197 was spent on HTA and HCC operations, respectively. The Authority returned \$36,833,291 to the Department of Budget and Finance (B&F) on July 31, 2023.
- **Economic Development Administration (EDA) Tourism Grant** – Official Name: ARPA-EDA Tourism Grant (Non-Competitive ARPA State Tourism Grant for the State of Hawaii) – The Authority was awarded \$14,024,372 on December 8, 2021. Grant rules required the approval of the Grant Administration Plan (GAP) before the commencement of work. EDA approved the Authority's GAP on March 21, 2023. The Authority will share approximately \$7,200,000 of the grant with the Department of Land and Natural Resources (DLNR) to enhance and develop Hawaii's outdoor recreational assets. All work must be completed by May 31, 2027, and money spent by September 30, 2027. To date, the Authority has spent \$449,655.

Basis of Accounting

The Governmental Funds' financial statements are reported using the modified-accrual basis of accounting.

Transient Accommodations Tax (TAT)

Under Section 237D-6.5, \$11,000,000 shall be allocated to the Convention Center Enterprise Special Fund annually. The annual \$11,000,000 TAT distribution was completed in December 2023.

Hawaii Tourism Authority
 April 30, 2024
 Selected Management Disclosures

Governance & Org-Wide Expenditures

Governance and organization-wide expenditures include board member inter-island travel, meeting minutes, and audit expenses for the Authority and the HCC.

Investments

The Authority’s investments are reported at fair value.

The TSF and CCESF participate in the State’s investment pool program directed by B&F.

Encumbrances

Generally, encumbrances are obligations in the form of purchase orders, contracts, or other commitments that only become liabilities once the performance of the conditions stated in the commitment is completed.

Per HRS 40-90 (b), “All encumbrances for contracts shall become void after five years from the end of the fiscal year of the original encumbrance; provided that the comptroller may grant an exemption from this subsection if the comptroller finds that there is sufficient justification to extend a contract encumbrance.”

Use of Estimates

Preparing these financial statements required management to make estimates and assumptions that affect the amounts reported in the basic financial statements and accompanying notes. Actual results may differ from those estimates.

2. Equity in Cash and Cash Equivalents and Investments in the Tourism Emergency Special Fund

The following is a summary of changes in the Tourism Emergency Special Fund during the nine-month period ended March 31, 2024:

	Fair Value July 1, 2023	Interest Income	Change in Fair Value	Expenses	Transfers	Fair Value April 30, 2024
BOH Trust Fund	5,110,743	80,840	52,962	(8,247)	(5,000,000)	236,298
BOH Checking	-	-	-	(4,311,060)	5,000,000	688,940
Total TESH	5,110,743	80,840	52,962	(4,319,307)	-	925,238

3. Accrued Vacation Liability

On June 30, 2023, management estimated the accrued vacation liability of approximately \$339,000, with a current liability of approximately \$132,000.

Hawaii Tourism Authority
 April 30, 2024
 Selected Management Disclosures

4. Retirement Benefits

Employees' Retirement System of the State of Hawaii (ERS)

At June 30, 2023, management reported a net pension liability of approximately \$6,063,000 for its proportionate share of the State's net pension liability. An actuarial valuation determined the net pension liability as of June 30, 2022.

For the year ended June 30, 2023, the Authority recognized pension expenses of approximately \$335,000. On June 30, 2023, management estimated the deferred outflows and deferred inflows of resources related to pensions of approximately \$576,000 and (\$571,000), respectively.

Hawaii Employer-Union Health Benefits Trust Fund (EUTF)

On June 30, 2023, management estimated the net other post-employment benefits (OPEB) liability of approximately \$4,808,000. An actuarial valuation measured the net OPEB liability as of July 1, 2022.

For the year ended June 30, 2023, the Authority recognized OPEB expenses of approximately \$18,000. On June 30, 2023, management estimated the deferred outflows and deferred inflows of resources related to OPEB of approximately \$227,000 and (\$536,000), respectively.

5. Other Matters

- a. HTA expects to be reimbursed by the Federal Emergency Management Agency (FEMA) for approximately \$225,623 for expenditures related to the immediate response to the Maui wildfires. All funds reimbursed by FEMA will be returned to the State.
- b. The Hawaii Convention Center earned \$777,445 in other revenue in the current fiscal year, consisting of \$723,445 in employee retention tax credits (ERTC) and \$54,000 in distributed antennae service (DAS) income.
- c. Tourism Emergency Special Fund Spending to Date for the Maui Wildfire:

Maui Recovery - Tourism Emergency Special Fund Spending to April 30, 2024

Program	Budget	Paid to Date	Unspent
USA Recovery Marketing #1	2,600,000	2,600,000	-
USA Recovery Marketing #2	1,350,000	1,350,000	-
Maui Resident Communications Campaign	349,307	110,284	239,023
Visitor Education Post-Arrival Marketing	300,000	-	300,000
Immediate Wildfire Response	250,693	250,693	-
Maui Street Market	100,000	-	100,000
Long-term Housing	50,000	-	50,000
Total	5,000,000	4,310,977	689,023

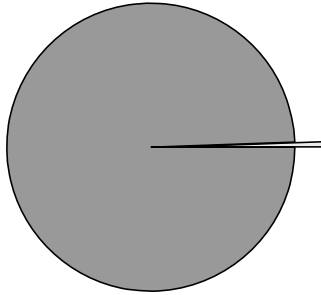
Supplementary Information

Statement Period
Account Number

04/01/2024 through 04/30/2024
135328102
BANK OF HAWAII
AGENT U/A DATED 10/31/2018 FOR
HAWAII TOURISM AUTHORITY -
TOURISM EMERGENCY TRUST FUND

Summary Of Investments

Investment Allocation



0.4%	CASH	1,003.66
99.6%	CASH EQUIVALENTS	235,294.07
100.0%	TOTAL	236,297.73

Investment Summary

	Market Value	%	Estimated Income	Current Yield
CASH	1,003.66	0.42	0	0.00
CASH EQUIVALENTS	235,294.07	99.58	12,188	5.18
Total Fund	236,297.73	100.00	12,188	5.16

Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
	CASH	1,003.66	1,003.66	100.00
	CASH EQUIVALENTS			
	CASH MANAGEMENT			
235,294.07	DREYFUS TREASURY OBLIGATIONS CASH MANAGEMENT FUND	235,294.07	235,294.07	100.00
	Total Fund	236,297.73*	236,297.73*	100.00*



Statement of Account

Last statement: March 31, 2024
This statement: April 30, 2024
Total days in statement period: 30

Account: 0091-585227
Page 1 of 1
Number of Enclosures: (0)

00003634-TDBSAD11400501039429-LETTER02-000000 0
HAWAII TOURISM AUTHORITY
TOURISM EMERGENCY SPECIAL FUND
1801 KALAKAUA AVE 1ST FL
HONOLULU HI 96815



Direct inquiries to:
888 643-3888

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Analyzed Business Checking

Table with 4 columns: Account number, Low balance, Average balance, and corresponding values for 0091-585227. Includes sub-totals for Beginning balance, Total additions, Total subtractions, and Ending balance.

CHECKS

Table with 6 columns: Number, Date, Amount, Number, Date, Amount. Lists checks 1013, 1015, and 1016.

DAILY BALANCES

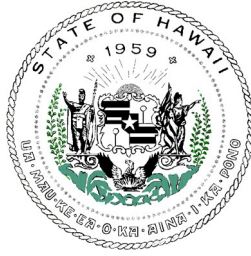
Table with 6 columns: Date, Amount, Date, Amount, Date, Amount. Shows daily balances for 03-31, 04-01, 04-17, and 04-29.



MEMBER FDIC

EQUAL HOUSING LENDER

00003634-001-001



The State of Hawai`i
Department of Business, Economic Development, and Tourism
Hawai`i Tourism Authority
Financial Statements
May 31, 2024

These financial statements have been prepared by HTA management (unless otherwise noted) for information purposes only. See notes to the financial statements.

Prepared by: Talon Kishi, CPA

HTA Budget and Fiscal Officer

HAWAII TOURISM AUTHORITY

Hawaii Tourism Authority
May 31, 2024
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Hawaii Tourism Authority
Balance Sheet
As of May 31, 2024

	Tourism Funds	Convention Center Funds	Roof Project and Roof Related Repairs	EDA Tourism Grant	Tourism Emergency Special Fund	Total
Assets						
General Funds	11,964,419	2,269,375	-	-	-	14,233,794
Special Funds (restricted)	14,360,787	47,543,890	-	-	-	61,904,677
Federal Grants	-	-	-	11,674,717	-	11,674,717
General Obligation Bonds (GOB)	-	-	14,814,650	-	-	14,814,650
Cash and Cash Equivalents	-	-	-	-	636,941	636,941
Accounts Receivable*	-	225,623	-	-	-	225,623
Total Assets	26,325,206	50,038,888	14,814,650	11,674,717	636,941	103,490,402
Liabilities and Fund Balances						
Fund Balances						
Encumbered - General Funds	10,932,562	2,269,375	-	-	-	13,201,937
Unencumbered - General Funds	1,031,857	-	-	-	-	1,031,857
Total General Fund Balances	11,964,419	2,269,375	-	-	-	14,233,794
Encumbered - Special Funds	6,938,082	525,999	-	7,750,345	400,521	15,614,947
Unencumbered - Special Funds	7,422,705	47,243,514	-	3,924,372	236,420	58,827,011
Total Special Fund Balances	14,360,787	47,769,513	-	11,674,717	636,941	74,441,958
Encumbered - GOB	-	-	613,550	-	-	613,550
Unencumbered - GOB	-	-	14,201,100	-	-	14,201,100
Total GOB Fund Balance	-	-	14,814,650	-	-	14,814,650
Total Fund Balances	26,325,206	50,038,888	14,814,650	11,674,717	636,941	103,490,402
Total Liabilities and Fund Balances	26,325,206	50,038,888	14,814,650	11,674,717	636,941	103,490,402

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
Tourism General Fund
Statement of Expenditures, Changes in Fund Balances, and Budget vs. Actual
For the Month Ended May 31, 2024 and YTD
Fund Balance as of May 31, 2024

	Actual			FY 24 Budget	Budget vs. Actual
	Month Ended May 31, 2024	YTD Paid	Encumbrances Remaining		Under (Over) Budget
Expenditures					
Administrative	55,914	300,360	7,298	307,658	-
Branding	7,626,796	28,838,124	4,146,392	33,212,917	228,401
Destination Management	441,223	7,896,342	5,442,884	13,525,069	185,843
Governance and Org-Wide*	7,554	269,304	245,589	514,893	-
HCC Marketing	1,175,000	3,962,000	-	3,962,000	-
Perpetuating Hawaiian Culture	236,236	1,096,291	171,283	1,317,765	50,191
Planning & Evaluation	153,253	596,086	175,383	771,469	-
Resident and Industry Comms	56,489	466,236	138,493	604,729	-
Safety & Security	140,000	520,000	-	520,000	-
Salaries	154,753	1,983,098	-	2,500,000	516,902
Sports	-	2,058,000	555,500	2,613,500	-
Workforce	-	49,740	49,740	150,000	50,520
Total	10,047,218	48,035,581	10,932,562	60,000,000	1,031,857
Change in Fund Balance	(10,047,218)	(48,035,581)			
Fund Balances					
May 1, 2024 / July 1, 2023	22,011,637	60,000,000			
May 31, 2024	11,964,419	11,964,419			

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
Convention Center General Fund
Statement of Expenditures, Changes in Fund Balances, and Budget vs. Actual
For the Month Ended May 31, 2024 and YTD
Fund Balance as of May 31, 2024

	Actual			Budget vs. Actual	
Month Ended May 31, 2024	YTD Paid	Encumbrances Remaining	FY 24 Budget	Under (Over) Budget	
Expenditures					
HCC Marketing	-	1,223,700	-	1,223,700	-
HCC Operations	-	3,761,327	2,269,375	6,030,702	-
HCC Repairs and Maintenance	-	3,745,598	-	3,745,598	-
Total	-	8,730,625	2,269,375	11,000,000	-
Change in Fund Balance	-	(8,730,625)			
Fund Balances					
May 1, 2024 / July 1, 2023	2,269,375	11,000,000			
May 31, 2024	2,269,375	2,269,375			

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
Roof Project and Roof Related Repairs
Statement of Expenditures, Changes in Fund Balances, and Budget vs. Actual
For the Month Ended May 31, 2024 and YTD
Fund Balance as of May 31, 2024

	Actual			Total	Budget vs. Actual
Month Ended May 31, 2024	YTD Paid	Encumbrances Remaining	Budget	Under (Over) Budget	
Expenditures					
Roof Project PM/CM	34,089	56,450	613,550	670,000	-
Roof Project Architect	-	-	-	517,000	517,000
Ballroom Gutter, Foyer, Lobby Glass	-	-	-	13,411,500	13,411,500
Parapet Roof Repairs	-	-	-	272,600	272,600
Total	34,089	56,450	613,550	14,871,100	14,201,100
Change in Fund Balance	(34,089)	(56,450)			
Fund Balances					
May 1, 2024 / July 1, 2023	14,848,739	14,871,100			
May 31, 2024	14,814,650	14,814,650			

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
EDA Tourism Grant
Statement of Expenditures, Changes in Fund Balances, and Budget vs. Actual
For the Month Ended May 31, 2024 and YTD
Fund Balance as of May 31, 2024

	Actual			Grant Budget	Budget vs. Actual
	Month Ended May 31, 2024	YTD Paid	Encumbrances Remaining		Under (Over) Budget
Expenditures					
Administrative	-	-	-	254,907	254,907
Branding	1,500,000	1,500,000	1,750,000	4,000,000	750,000
Destination Management	400,000	849,655	6,000,345	7,950,000	1,100,000
Planning	-	-	-	750,000	750,000
Salaries and Fringe	-	-	-	1,069,465	1,069,465
Total	1,900,000	2,349,655	7,750,345	14,024,372	3,924,372
Change in Fund Balance	(1,900,000)	(2,349,655)			
Fund Balances					
May 1, 2024 / July 1, 2023	13,574,717	14,024,372			
May 31, 2024	11,674,717	11,674,717			

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
Tourism Emergency Special Fund
Statement of Revenues, Expenditures, Changes in Fund Balances, and Budget vs. Actual
For the Month Ended May 31, 2024 and YTD
Fund Balance as of May 31, 2024

	Actual			Budget vs. Actual	
	Month Ended May 31, 2024	YTD Paid	Encumbrances Remaining	FY 24 Budget	Under (Over) Budget
Revenues					
Change in Fair Value	-	53,273			
Interest, Net	206	72,404			
Total	206	125,677			
Expenditures					
Branding	150,000	4,100,000	150,000	4,250,000	-
Resident and Industry Comms	138,502	248,786	100,521	349,307	-
Planning	-	-	150,000	150,000	-
Safety and Security	-	250,693	-	250,693	-
Total	288,502	4,599,479	400,521	5,000,000	-
Change in Fund Balance	(288,296)	(4,473,802)			
Fund Balances					
May 1, 2024 / July 1, 2023	925,237	5,110,743			
May 31, 2024	636,941	636,941			

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
Tourism Special Fund
Statement of Revenues, Expenditures, Changes in Fund Balances, and Encumbrances
For the Month Ended May 31, 2024 and YTD
Fund Balance as of May 31, 2024

	Month Ended May 31, 2024	YTD Paid	Encumbrances Remaining
Revenues			
Interest	80,796	642,161	
Total	80,796	642,161	
Expenditures			
Administrative	-	37,171	82,710
Branding	23,966	471,923	798,202
Destination Management	-	1,320,000	-
Perpetuating Hawaiian Culture	-	-	5,948,568
Planning & Evaluation	-	49,227	-
Resident and Industry Comms	-	20,541	22,602
Workforce	-	46,000	86,000
Total	23,966	1,944,862	6,938,082
Change in Fund Balance	56,830	(1,302,701)	
Fund Balances			
May 1, 2024 / July 1, 2023	14,303,957	15,663,488	
May 31, 2024	14,360,787	14,360,787	

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
Convention Center Enterprise Special Fund
Statement of Revenues, Expenditures, Changes in Fund Balances, and Encumbrances
For the Month Ended May 31, 2024 and YTD
Fund Balance as of May 31, 2024

	Month Ended May 31, 2024	YTD Paid	Encumbrances Remaining
Revenues			
HCC Operations	2,088,915	3,312,199	
Interest	201,818	1,218,122	
TAT	-	11,000,000	
Other*	12,000	1,015,067	
Total	<u>2,302,733</u>	<u>16,545,388</u>	
Expenditures			
HCC Operations	-	110,894	-
HCC Repairs and Maintenance	-	3,132,506	525,999
Total	<u>-</u>	<u>3,243,400</u>	<u>525,999</u>
Change in Fund Balance	<u>2,302,733</u>	<u>13,301,988</u>	
Fund Balances			
May 1, 2024 / July 1, 2023	<u>45,466,780</u>	<u>34,467,525</u>	
May 31, 2024	<u>47,769,513</u>	<u>47,769,513</u>	

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
May 31, 2024
Selected Management Disclosures

1. Summary of Significant Accounting Policies

The Hawaii Tourism Authority (HTA or Authority) was established on January 1, 1999, by Act 156, Session Laws of Hawaii 1998. It was placed within the State of Hawaii, Department of Business, Economic Development, and Tourism, for administrative purposes only. The Authority is responsible for developing a strategic tourism marketing plan and developing measures of effectiveness to assess the overall benefits and effectiveness of the marketing plan and progress toward achieving the Authority's strategic plan goals. In addition, effective July 1, 2000, control and management of the Hawaii Convention Center (HCC) were transferred to the Authority from the Convention Center Authority (CCA) by Executive Order No. 3817. Effective July 1, 2002, the Center, by statute, became the responsibility of the Authority. The Center opened to the public in June 1998 and is used for various events, including conventions and trade shows, public shows, and spectator events. The Center offers approximately 350,000 square feet of rentable space, including 51 meeting rooms.

The Authority is governed by a board of directors comprising 12 voting members, including those recommended by the State Legislature. The Governor of the State appoints the 12 voting members.

Funds

The Authority's funds are as follows:

Tourism Funds:

- **Tourism Special Fund (TSF)** – The TSF accounted for functions related to developing and promoting the tourism industry. Effective January 1, 2022, pursuant to Act 1 Special Legislative Session 2021, the TSF was sunset and discontinued the ability to expend any new funds. Funds encumbered as of June 30, 2021, can be spent. The TSF's encumbered fund balance includes \$5,948,568 for the Center for Hawaiian Music and Dance.
- **General Funds** – The 2023 State legislature did not provide HTA with an operating budget for fiscal year 2024. As such, the Governor approved the transfer of \$60,000,000 in general funds from Section 5 of Act 164, SLH 2023, to HTA on July 1, 2023. The funds will lapse on June 30, 2024.

Convention Center Funds:

- **Convention Center Enterprise Special Fund (CCESF)** – Under Section 201B-8, the Convention Center Enterprise Special Fund accounts for functions related to the operation and management of the Hawaii Convention Center (HCC). Unencumbered funds are unavailable to spend because the 2023 Hawaii State Legislature did not provide the CCESF with an expenditure ceiling to fund the operations of the HCC.
- **General Funds (operations)** – The 2023 State legislature did not provide the HCC with an operating budget for fiscal year 2024. As such, the Governor approved the transfer of \$11,000,000 in general funds from Section 5 of Act 164, SLH 2023, for the HCC on July 1, 2023. Funds will lapse on June 30, 2024.
- **General Funds (CIP)** - Pursuant to Act 164, SLH 2023, \$64,000,000 of general funds were provided for long-term repairs of the HCC rooftop terrace deck. Per Executive Memorandum 23-08, dated October 30, 2023, the Department of Budget and Finance (B&F) transferred HTA's \$64,000,000 operating appropriation to B&F for the Maui wildfires. The Legislature reappropriated the funds as general obligation bonds for fiscal year 2025.

Hawaii Tourism Authority
May 31, 2024
Selected Management Disclosures

- **General Obligation Bonds** – Under Act 248, SLH 2022, \$15,000,000 of general obligation bond funds were provided for the temporary repairs of the HCC roof repair and other items. The Governor authorized the release of funds on February 22, 2023. Unused funds will lapse on June 30, 2024.

Tourism Emergency Special Fund:

- The Tourism Emergency Special Fund accounts for functions related to maintaining a tourism emergency fund. Per Section 201B-10, revenues prescribed by Section 237D-6.5(b) and all investment earnings are credited to the fund's assets. Funds are currently held at the Bank of Hawaii. Funds must be exclusively used to respond to a tourism emergency per Section 201B-9.

On August 19, 2023, the governor declared a tourism emergency in the sixth emergency proclamation relating to the Maui wildfires. The Governor extended the tourism emergency in the eleventh emergency proclamation dated May 3, 2024.

Federal Funds:

- **American Rescue Plan Act (ARPA)** – Official Name: Coronavirus State Fiscal Recovery Fund (CSFRF) Subaward. The former Governor authorized \$106,000,000 of ARPA funds to support HTA's and HCC's fiscal years 2022 and 2023 operations. HTA and HCC received \$95,000,000 and \$11,000,000, respectively. In total, for the two years ending June 30, 2023, \$59,155,512 and \$10,011,197 were spent on HTA and HCC operations, respectively. The Authority returned \$36,833,291 to the Department of Budget and Finance (B&F) on July 31, 2023.
- **Economic Development Administration (EDA) Tourism Grant** – Official Name: ARPA-EDA Tourism Grant (Non-Competitive ARPA State Tourism Grant for the State of Hawaii) – The Authority was awarded \$14,024,372 on December 8, 2021. Grant rules required the approval of the Grant Administration Plan (GAP) before the commencement of work. EDA approved the Authority's GAP on March 21, 2023. The Authority will share approximately \$7,200,000 of the grant with the Department of Land and Natural Resources (DLNR) to enhance and develop Hawaii's outdoor recreational assets. All work must be completed by May 31, 2027, and money spent by September 30, 2027.

Basis of Accounting

The Governmental Funds' financial statements are reported using the modified-accrual basis of accounting.

Transient Accommodations Tax (TAT)

Under Section 237D-6.5, \$11,000,000 shall be allocated to the Convention Center Enterprise Special Fund annually. The annual \$11,000,000 TAT distribution was completed in December 2023.

Governance & Org-Wide Expenditures

Governance and organization-wide expenditures include board member inter-island travel, meeting minutes, insurance premiums, and audit expenses for the Authority and the HCC.

Investments

The Authority's investments are reported at fair value.

The TSF and CCESF participate in the State's investment pool program directed by B&F.

Hawaii Tourism Authority
May 31, 2024
Selected Management Disclosures

Encumbrances

Encumbrances are obligations in the form of purchase orders, contracts, or other commitments that only become liabilities once the performance of the conditions stated in the commitment is completed.

Per HRS 40-90 (b), “All encumbrances for contracts shall become void after five years from the end of the fiscal year of the original encumbrance, provided that the comptroller may grant an exemption from this subsection if the comptroller finds that there is sufficient justification to extend a contract encumbrance.”

Use of Estimates

Preparing these financial statements required management to make estimates and assumptions that affect the amounts reported in the basic financial statements and accompanying notes. Actual results may differ from those estimates.

2. Accrued Vacation Liability

On June 30, 2023, management estimated the accrued vacation liability of approximately \$339,000, with a current liability of approximately \$132,000.

3. Retirement Benefits

Employees’ Retirement System of the State of Hawaii (ERS)

At June 30, 2023, management reported a net pension liability of approximately \$6,063,000 for its proportionate share of the State’s net pension liability. An actuarial valuation determined the net pension liability as of June 30, 2022.

For the year ended June 30, 2023, the Authority recognized pension expenses of approximately \$335,000. On June 30, 2023, management estimated the deferred outflows and deferred inflows of resources related to pensions of approximately \$576,000 and (\$571,000), respectively.

Hawaii Employer-Union Health Benefits Trust Fund (EUTF)

On June 30, 2023, management estimated the net other post-employment benefits (OPEB) liability of approximately \$4,808,000. An actuarial valuation measured the net OPEB liability as of July 1, 2022.

For the year ended June 30, 2023, the Authority recognized OPEB expenses of approximately \$18,000. On June 30, 2023, management estimated the deferred outflows and deferred inflows of resources related to OPEB of approximately \$227,000 and (\$536,000), respectively.

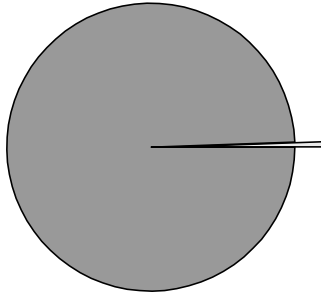
4. Other Matters

- a. The Hawaii Convention Center earned \$1,015,067 in other revenue in the current fiscal year, consisting of \$723,445 in employee retention tax credits (ERTC) and \$66,000 in distributed antennae service (DAS) income, and a receivable of \$225,623 for an estimated reimbursement from the Federal Emergency Management Agency (FEMA) for Maui Wildfire Response Expenditures. All federal reimbursements for the Maui Wildfire must be deposited into a trust account administered by the Hawaii Emergency Management Agency for Maui recovery efforts under SB582.

Supplementary Information

Summary Of Investments

Investment Allocation



0.4%	CASH	1,038.18
99.6%	CASH EQUIVALENTS	235,464.40
100.0%	TOTAL	236,502.58

Investment Summary

	Market Value	%	Estimated Income	Current Yield
CASH	1,038.18	0.44	0	0.00
CASH EQUIVALENTS	235,464.40	99.56	12,197	5.18
Total Fund	236,502.58	100.00	12,197	5.16

Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
	CASH	1,038.18	1,038.18	100.00
	CASH EQUIVALENTS			
	CASH MANAGEMENT			
235,464.4	DREYFUS TREASURY OBLIGATIONS CASH MANAGEMENT FUND	235,464.40	235,464.40	100.00
	Total Fund	236,502.58*	236,502.58*	100.00*

Bank of Hawaii

Statement of Account

Last statement: April 30, 2024
 This statement: May 31, 2024
 Total days in statement period: 31

Account:
 Page 1 of 1
 Number of Enclosures: (0)



00003752-TDBSAD11400601057408-LETTER02-000000 0
 HAWAII TOURISM AUTHORITY
 TOURISM EMERGENCY SPECIAL FUND
 1801 KALAKAUA AVE 1ST FL
 HONOLULU HI 96815

Direct inquiries to:
 888 643-3888
 BANK OF HAWAII
 111 S KING ST
 HONOLULU HI 96813

Bank of Hawaii

BANKING BY APPOINTMENT IS AN EASY AND CONVENIENT WAY FOR YOU TO TAKE CARE OF YOUR BANKING NEEDS. GET FINANCIAL GUIDANCE, OPEN A NEW ACCOUNT, DISCUSS YOUR EXISTING ACCOUNT AND MORE WITH ONE OF OUR KNOWLEDGABLE TEAM MEMBERS. CHOOSE FROM IN-PERSON OR PHONE APPOINTMENTS - WE OFFER BOTH! BANK OF HAWAII IS DEDICATED TO SIMPLIFYING YOUR LIFE AND FINANCES. BOOK AN APPOINTMENT IN YOUR MOBILE APP OR AT BOH.COM/APPOINTMENT.

Analyzed Business Checking

Account number	0091-585227	Beginning balance	\$688,939.67
Low balance	\$550,437.92	Total additions	.00
Average balance	\$596,526.72	Total subtractions	138,501.75
		Ending balance	\$550,437.92

CHECKS

Number	Date	Amount	Number	Date	Amount
1014	05-02	50,993.91	1022	05-16	5,235.60
1017 *	05-07	2,654.45	1023	05-20	15,094.23
1018	05-07	2,910.99	1024	05-30	22,450.26
1019	05-07	26,256.54	1025	05-24	5,471.20
1020	05-07	3,141.36			
1021	05-07	4,293.21			

* Skip in check sequence

DAILY BALANCES

Date	Amount	Date	Amount	Date	Amount
04-30	688,939.67	05-16	593,453.61	05-30	550,437.92
05-02	637,945.76	05-20	578,359.38		
05-07	598,689.21	05-24	572,888.18		

MEMBER FDIC

EQUAL HOUSING LENDER

14b

**Motion, Discussion and/or Action on
Fiscal Year 2024 Budget Allocations**

Hawaii Tourism Authority
Fiscal Year 2024
Budget Adjustment Summary
Year to Date April 30, 2024
(Draft)

BLI Code	BLI Title	Justification	Board Approved Budget (Approved 11/23)	Proposed Budget Adjustments 4/30/24	Budget After Adjustments
Administration					
901	General and Administrative	Budget reallocations are immaterial.	250,000	7,658	257,658
998	Travel - Admin		50,000	-	50,000
Subtotal	Administration		300,000	7,658	307,658
Branding					
306	Island-Based International Marketing	Branding needs an additional \$958,195 to cover the final payments for the previous USA Major Market Area (MMA) contract. The last contract ended on June 30, 2023. These costs were initially approved in the fiscal year 2022 and 2023 budget funded with American Rescue Plan Act (ARPA) funds, but due to the timing of services and submission of contract deliverables, were not ready for payment as of June 30, 2023.* These costs were not included in the fiscal year 2024 budget. The budget reallocation will help support branding services through June 30, 2024.	670,000	(170,000)	500,000
318	gohawaii.com (formerly Online Website Coordination)		62,000	-	62,000
320	Island Chapters Staffing and Admin		2,400,000	19,074	2,419,074
321	US (formerly North America)		14,125,000	1,081,927	15,206,927
322	Canada		1,858,180	(20,994)	1,837,186
323	Japan		8,370,002	-	8,370,002
324	Korea		1,159,360	-	1,159,360
325	Oceania		1,080,000	41,820	1,121,820
326	Europe		518,180	-	518,180
339	Global Digital Marketing Strategy		20,000	63,150	83,150
350	Global Mkt Shared Resources		1,718,000	(63,150)	1,654,850
380	Marketing Opportunity Fund		74,000	6,368	80,368
398	Travel - Branding		50,000	-	50,000
397	Memberships and Dues - Branding		150,000	-	150,000
Subtotal	Branding		32,254,722	958,195	33,212,917
Destination Management					
014	Pono Travel Education Program	(1) Destination Management needs an additional \$527,569 to cover calendar year 2023 services. These costs were initially approved in the fiscal year 2023 budget funded with ARPA funds, but due to the timing of services and submission of contract deliverables, were not ready for payment as of June 30, 2023.* These costs were not included in the FY 2024 budget approved by the Board. The budget reallocation will pay for Community Enrichment, Destination Management Action Plan, Kukulua Ola, Kahu Aina, and Signature Event calendar year 2023 services. (2) Budget line items (BLI) and encumbrances used at the beginning of the year were placeholders for the Kilohana contract with CNHA. The budget adjustments within the Destination Management program are to realign the budget with actual projects and objectives.	1,100,000	234,513	1,334,513
201	Kukulua Ola		1,200,000	460,000	1,660,000
218	Hawaiian Culture Festivals and Events		600,000	(490,000)	110,000
219	Hookipa Maihini Initiative		1,010,000	(1,010,000)	-
402	Kahu 'āina		1,200,000	460,000	1,660,000
409	Tour Guide Certification Licensure Program		-	99,600	99,600
653	Hotspot Mitigation		1,541,000	(1,400,000)	141,000
655	Community Engagement		160,000	(160,000)	-
656	Community Tourism Collaborative		1,256,500	692,188	1,948,688
657	Tourism Excellence Accreditation		360,000	(86,000)	274,000
700	Signature Events		1,385,000	1,323,634	2,708,634
701	Community Enrichment Program		1,185,000	1,143,634	2,328,634
702	Community Product Capacity Building (formerly Workshops)		450,000	(450,000)	-
705	Community Programs - Unallocated		950,000	(950,000)	-
718	Resort Area Hawaiian Cultural Initiative		250,000	960,000	1,210,000
722	Resort Area Programs		-	-	-
738	Smart Tourism Initiative	-	50,000	50,000	
802	Current Workforce Development (Industry Career Dev)	350,000	(350,000)	-	
Subtotal	Destination Management		12,997,500	527,569	13,525,069
Governance & Org-Wide					
915	Organization-Wide	Budget reallocations are immaterial.	425,000	19,983	444,983
919	Governance - Gen Board/Others		150,000	(80,090)	69,910
Subtotal	Governance & Org-Wide		575,000	(60,107)	514,893
Hawai'i Convention Center Marketing					
317	Convention Center Sales & Marketing - City Wide	HCC Marketing needs an additional \$787,000 to cover calendar year 2023 services. These costs were initially approved in the fiscal year 2023 budget funded with ARPA funds, but due to timing of services and submission of deliverables, were not ready for payment as of June 30, 2023.* These costs were initially not included in the FY 2024 budget approved by the Board. The budget reallocation will help pay for HCC marketing services through June 30, 2024.	1,825,000	244,444	2,069,444
319	MCI MFF		200,000	87,000	287,000
331	Meetings, Convention & Incentives		1,150,000	455,556	1,605,556
Subtotal	Hawai'i Convention Center Marketing		3,175,000	787,000	3,962,000
Perpetuating Hawaiian Culture					
202	Hawaiian Culture Initiative	(1) Hawaiian Culture projects were not identified to utilize the full funding. (2) The unused funds from these projects will be reallocated to Branding, Destination Management, and HCC Marketing.	450,000	(400,000)	50,000
203	Ma'ema'e HTA		25,000	5,020	30,020
204	Market Support		50,000	(29,535)	20,465
206	Kahea Program - Harbor Greetings		191,500	15,830	207,330
207	Kahea Program - Airport Greetings		700,000	-	700,000
214	Legacy Award Program		50,000	-	50,000
216	Olelo Hawaii		425,000	(225,000)	200,000
298	Travel - Hawaiian Culture		10,000	(50)	9,950
374	Surfing		50,000	-	50,000
406	Visitor Impact Program		-	-	-
Subtotal	Perpetuating Hawaiian Culture		1,951,500	(633,735)	1,317,765
Planning and Evaluation					
004	Cruise Infrastructure Improvements and Arrival Experience	(1) Funds for the Governance Study were originally assigned to BLI 509. The study should be reassigned to Governance & Org-Wide. (2) The DMAPs experienced significant delays due to the Maui Wildfire. As such, DMAP planning and implementation was postponed. Instead, an evaluation of each DMAP will be conducted. Evaluation results will be used to determine the extent to which the DMAP actions were accomplished and to plan for the next iteration of the DMAPs. (3) Unused Planning funds will be reallocated to Branding, Destination Management, and HCC Marketing.	100,000	11,000	111,000
005	Route Development Program (PAUSE)		-	-	-
010	HTUS/HTJ Campaign Effectiveness Study		260,000	(47,000)	213,000
506	Infrastructure Research (Accommodations and Air seats)		62,351	-	62,351
509	Tourism Strategic Plan Update		300,000	(200,340)	99,660
652	Planning Tools and Assessments		45,166	1,469	46,635
654	Program Evaluation		162,148	-	162,148
698	Travel - Planning		30,000	-	30,000
731	Community-Based Tourism - Oahu		429,363	(382,688)	46,675
732	Community-Based Tourism - Maui County		268,750	(268,750)	-
733	Community-Based Tourism - Hawaii Island		106,250	(106,250)	-
734	Community-Based Tourism - Kauai		106,250	(106,250)	-
737	Maui Recovery		-	-	-
Subtotal	Planning and Evaluation		1,870,278	(1,098,809)	771,469

Hawaii Tourism Authority
Fiscal Year 2024
Budget Adjustment Summary
Year to Date April 30, 2024
(Draft)

Board Approved Budget (Approved 11/23)	Proposed Budget Adjustments 4/30/24	Budget After Adjustments
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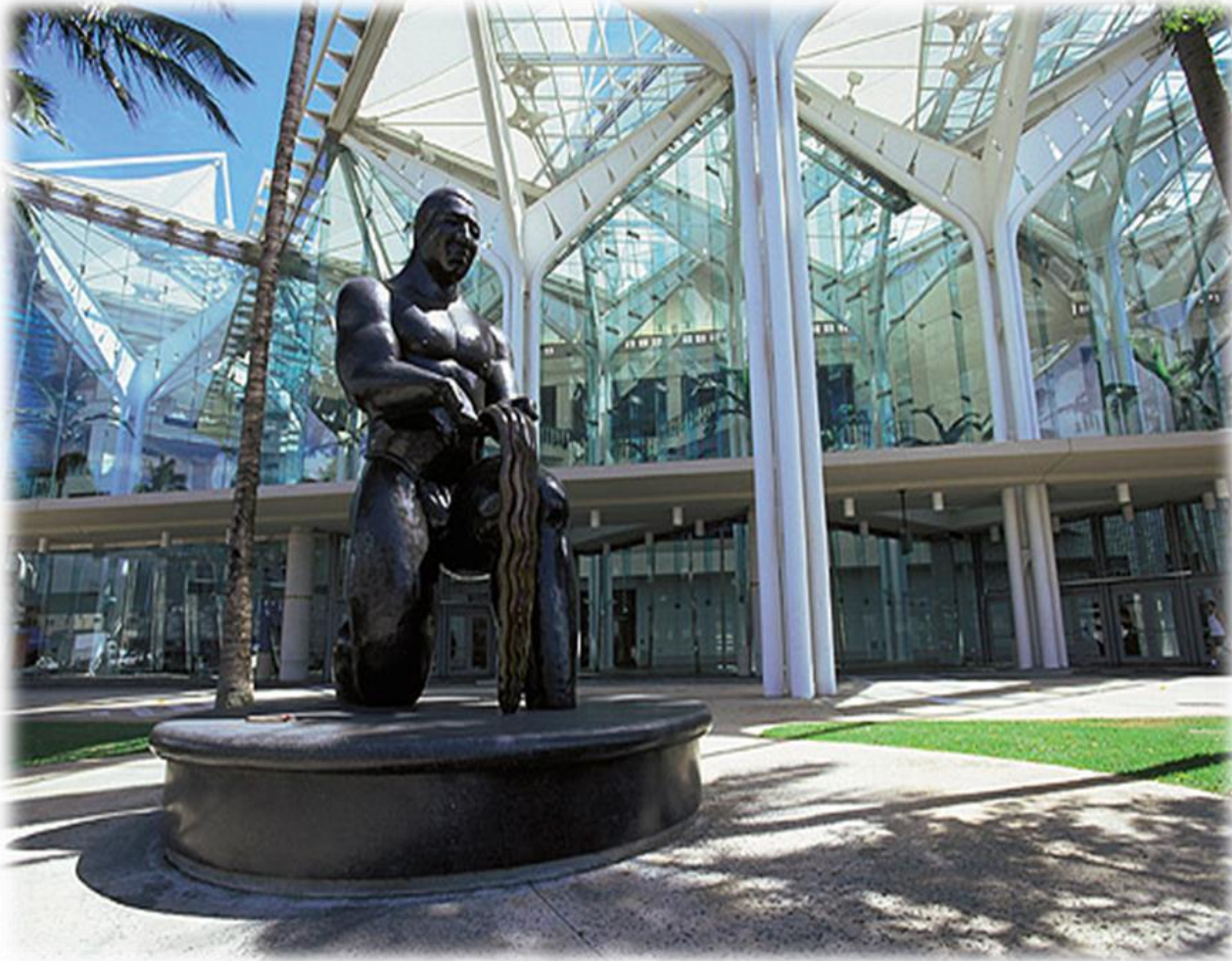
BLI Code	BLI Title	Justification	Board Approved Budget (Approved 11/23)	Proposed Budget Adjustments 4/30/24	Budget After Adjustments
Resident and Industry Communication & Outreach					
101	Community-Industry Outreach & Public Relations Svcs	(1) The Spring Tourism Update was a stream only event. Final costs for the event came under budget.	640,000	(247,779)	392,221
102	Hawai'i Tourism Summit	(2) Communication contracts are being evaluated for greater efficiency and effectiveness.	250,000	(81,484)	168,516
103	hawaiitourismauthority.org (formerly HTA web/Global Social)	(3) The unused funds from Communications will be reallocated to Branding, Destination Management, and HCC Marketing.	150,000	(106,008)	43,992
Subtotal	Resident and Industry Communication & Outreach		1,040,000	(435,271)	604,729
Safety					
601	Visitor Assistance Programs	No budget reallocations.	520,000	-	520,000
Subtotal	Safety & Security		520,000	-	520,000
Salaries					
930	State Employee Salaries - Admin & Branding	No budget reallocations.	2,500,000	-	2,500,000
934	State Employee Salaries - Admin & Branding		-	-	-
Subtotal	Salaries		2,500,000	-	2,500,000
Sports					
312	PGA Tour Contracts	(1) Final costs for the PGA contract came under budget. (2) Unused Sports funds will be reallocated to Branding, Destination Management, and HCC Marketing.	2,000,000	(52,500)	1,947,500
343	LPGA		-	-	-
346	Sport Opportunity Fund		500,000	-	500,000
378	UH Athletics Branding Partnership		166,000	-	166,000
Subtotal	Sports		2,666,000	(52,500)	2,613,500
Workforce Development					
803	Future Workforce Development (LEI)	No budget reallocations.	150,000	-	150,000
Subtotal	Workforce Development		150,000	-	150,000
Total	Tourism Funds		60,000,000	-	60,000,000

* In exchange for a transfer of \$60,000,000 from the Governor's Appropriation in Act 164 SLH 2023, any unspent ARPA funds as of June 30, 2023, were returned to the Department of Budget and Finance. At the time, HTA had numerous active contracts for calendar year 2023 services that were scheduled to be paid with ARPA funds up to December 31, 2023. With B&F clawing back unspent ARPA Funds on July 1, 2023, HTA was forced to reserve a significant portion of the fiscal year 2024 budget for calendar year 2023 services that would've been paid with ARPA funds. Some contracts that should've been included in the fiscal year 2024 budget were excluded. Despite the exclusions, these calendar year 2023 services have since been paid or encumbered from the fiscal year 2024 budget. Funds for these services have been identified above. The respective subject committees will approve the budget reallocations in the coming weeks.

14c

**Motion, Discussion and/or Action on the
Hawai'i Convention Center's April and May
Financial Report and Update on the Hawai'i
Convention Center's 6-Year Repair and
Maintenance Plan**

Hawai'i Convention Center HTA Board Meeting Update



*Update for
April 2024
For
(May 2024 meeting)*

Financial Update

	Apr-24 Actual	Apr-24 FYTD Actual	FY 2024 Reforecast	FY 2024 Budget	Variance	FY 2023 Actual	FY 2022 Actual
Facility Number of Events	33	228	261	225	36	273	213
Facility Operating Revenue	\$1,915,300	\$20,204,700	\$25,870,000	\$18,354,500	\$7,515,500	\$14,310,800	\$7,178,200
Facility Other Income	\$143,900	\$1,305,000	\$1,579,600	\$125,700	\$1,453,900	\$135,700	\$78,500
Facility Total Revenue	\$2,059,200	\$21,509,700	\$27,449,600	\$18,480,200	\$8,969,400	\$14,446,500	\$7,256,700
Facility Operating Expenses	-\$2,037,900	-\$19,616,300	-\$25,699,200	-\$23,812,600	-\$1,886,600	-\$18,412,200	-\$11,842,500
Facility Net Income/(Subsidy)	\$21,300	\$1,893,400	\$1,750,400	-\$5,332,400	\$7,082,800	-\$3,965,700	-\$4,585,800
Local S&M Operating Expenses	-\$76,400	-\$743,400	-\$1,117,700	-\$1,223,700	\$106,000	-\$959,400	-\$522,600
HCC Net Income/(Subsidy)	-\$55,100	\$1,150,000	\$632,700	-\$6,556,100	\$7,188,800	-\$4,925,100	-\$5,108,400

ROI April 2024 FYTD

HCC Revenue + State Revenue
 +Tax Revenue
 = \$339.0 M

HCC Expense + HVCB MCI
 Expense = \$24.3 M

***ROI = For every dollar spent,
 \$13.97 returned to the State***

<u>FYTD 2024 ROI</u>		<u>CW's FYTD</u>
07.23-04.24	\$13.97	(14)
07.23-02.24	\$13.94	(12)
07.23-01.24	\$15.33	(11)
07.23-12.23	\$17.79	(10)
07.23-11.23	\$20.63	(10)
07.23-10.23	\$23.16	(8)
07.23-09.23	\$18.62	(6)
07.23-08.23	\$25.91	(5)
07.23	\$30.74	(4)
<u>FY 2023 ROI</u>		
07.22-06.23	\$4.19	(7)

FY 2024 (July 2023 – June 2024) Citywide Events

REPORT - PACE - CW - DEFINITES ON THE BOOKS - FY

Created By: Stancen Abbey

Created On: 05/09/2024

Fiscal Year: Contract Room Block Begin	Total Bookings	Total Contract Rooms	Total Attendees	Total EEI Value	Tax Generation
2024	21	116650	60500	\$390,944,353.03	\$45,740,489.30
2025	16	106551	57850	\$340,839,964.89	\$39,878,275.89
2026	11	125878	46800	\$322,029,359.56	\$37,677,435.07
2027	6	60534	28200	\$205,714,043.53	\$24,068,543.09
2028	4	18122	12700	\$76,611,872.74	\$8,963,589.11
2029	1	3031	3200	\$18,913,205.09	\$2,212,845.00
2030	2	14274	8500	\$59,868,034.80	\$7,004,560.07
2031	3	53585	16500	\$108,550,531.09	\$12,700,412.14
2033	1	19550	6500	\$41,075,194.39	\$4,805,797.74
2036	1	40829	7000	\$53,244,980.15	\$6,229,662.68
Grand Totals	66	559004	247750	\$1,617,791,539.27	\$189,281,610.10

FY 24	
Total Bookings	21
Total Contract Rooms	116,350
Total Attendees	60,500
Total EEI Value	\$390,944,353.05
Total Tax Generation	\$45,740,489.30

Source: May 2024 Meet Hawai'i Pace "Definites on the Books FY" Report



Recent Events @ Hawai'i Convention Center

- 2024 AIL (American Income Life) Annual Convention, April 28-May 5, 3,000 attendees (CW)
- CHI 2024 (Association of Computing Machinery), May 11-17, 2,880 attendees (CW)
- Global Dance & Cheer Games 2024, May 16-19, 2,500 attendees (CW)
- Delta Sigma Theta Sorority, Inc. - Farwest Regional Conference 2024, May 24-26, 1,400 attendees (CW)



Upcoming Local/Citywide Events

- Festival of the Pacific Arts & Culture (FESTPAC), June 6-14, 60,000 attendees
- 2024 ASPB Annual Meeting, June 22-26, 1,600 attendees (CW)
- Indoor Air Institute, July 6-11, 500 attendees (CW)
- Na Hoku Hanohano Awards, Aug 3, 1,000 attendees



Definite Local/CW Bookings for next 3 months

Month	Total # of Local Events	Total # of Citywides
May 2024	21	6
June 2024	5	1
July 2024	17	1



HAWAII
ACTIVE SENIORS™
EXPO



June 21-22, 2024
Hawaii Convention Center



HCC 2024 Mother's Day Brunch & Show



HLTA GENERATIONAL MENTORSHIP PROGRAM

- The **HLTA Generational Mentorship program** pairs some of the best hospitality students in Hawai'i with the top Hospitality leaders in the state.
- The formalized mentoring program allows students to learn a variety of topics around leadership, emotional intelligence, personal branding and leading through change from the general managers whom they are paired with



Belle Poon (mentee of Teri Orton)
Assisting as a volunteer during HCC
Mother's Day Concert 2023

HCC in the news

Aloha MONDAY 4/22/24 21.6 Aloha, 52 night/weekends

Project proposed to renovate, upgrade Waimea Valley
LOCAL 47

'Bows push Cal Poly to extra innings for the win and take series 2-1
SPORTS 181

Celtics, Clippers, Bucks and Thunder take 1-0 lead with first-round wins in NBA playoffs
SPORTS 81

Star Advertiser

THE PULSE OF PARADISE • STARADVERTISER.COM
Ranking 207,246 daily readers Monday-Saturday - HAWAII STRONG

MAUI WILDFIRES

'Gut and replace' bill pending at Legislature

By Andrew Gromes
gromes@staradvertiser.com

State senators are debating a bill that would fund a program to clear wildfire fuels in Maui's forested areas. The bill, which would create a new fund to pay for the work, is expected to be introduced in the Legislature next week.

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Regenerative tourism draws visitors to isles

Attendees are offered several opportunities to protect the state's natural resources.

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AA HONOLULU STAR-ADVERTISER MONDAY 4/22/24 FROM PAGE ONE

TOURISM

Continued from A1

It's been a long time coming to these final measures — the merger of these folks — literally to our deaths and our schools to make sure we have places to sit down."

But it's not just the local folks to protect. It's also the folks who are coming to visit. It's not just the local folks to protect. It's also the folks who are coming to visit.

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At top, 'One for Earth Day' event volunteers removed debris from a beach. Below, Lisa Schuman from the American Association of Geographers was among the volunteers Sunday. At left, Liana Yasuda, a Waipaho High School sophomore, is Kanu Hawaii's Pledge Ambassador at the Hawaii Convention Center.

BILL

Continued from A1

Gov. Josh Green recently made a public statement about the bill, saying it was "not a good idea" and that he would veto it.

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Honolulu Star Advertiser AAG x NCORE partnership with Kanu Hawaii's "Pledge to our Keki"

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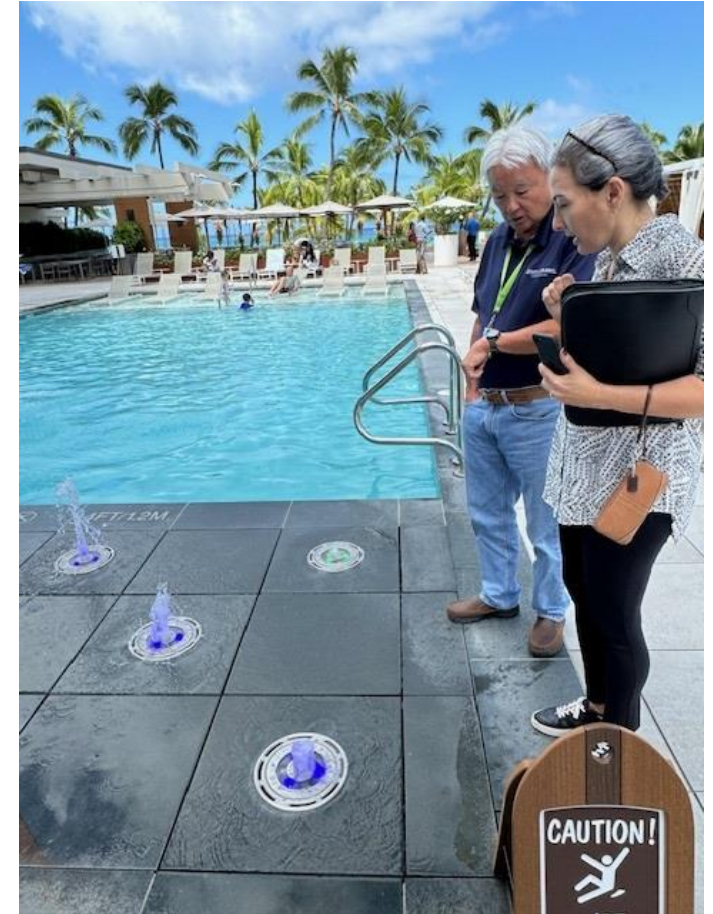
Carbon Offset Program

- This is a first-of-its-kind Carbon Offset Program that provides meeting organizers with the opportunity to offset the carbon footprint of their meeting.
- Participating events include:
 - 2024 Honolulu Festival (17 trees)
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 - 2024 Sony Open Gala Dinner (9 trees)
 - CHEST 2023 (42 trees)
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Repair, Maintenance and Replacement Projects Update

Rooftop Terrace Deck – Site Visit



Inspection of proposed pedestal tile pavers for Rooftop project with PM, Rider Levett Bucknall
At the Waikīkī Marriott pool and event deck

New F&B Equipment



New Main Kitchen Dishwasher, Portable Warmers, Pan Racks and Tabletop Refrigerators

Chiller Repair – 2nd Crane Lift



Second crane lift to remove and install remaining two chillers

Chill Water Pipe Reinsulation

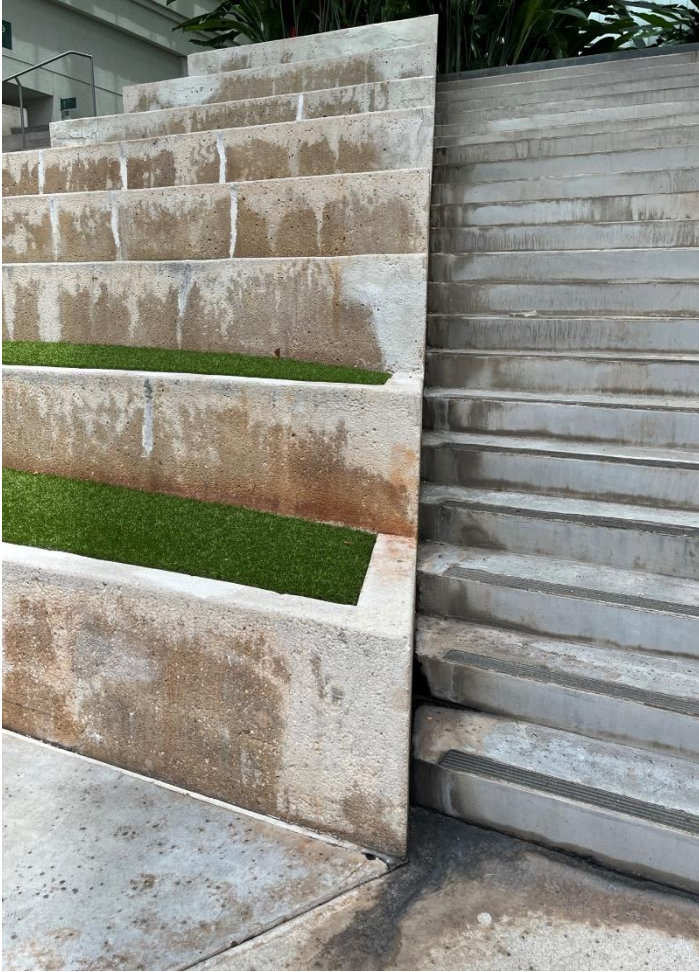


Reinsulating chill water pipes throughout building. Breaks in insulation causing leaks in the Intermediate level service corridor, Main Kitchen and Parking level.

New Cheerleading Floors



Grand Staircase Planter Painting



Before



After



Parking Helix Cleaning



Before



After



CURRENT PROJECTS

IMPROVE GUEST EXPERIENCE

- New F&B China, Banquet Displays, Service Equipment
- New Speakers and Equipment to upgrade sound in meeting rooms
- Upgrade Screens and add Surround Sound in Theatres
- New Video Wall Screen in Boardroom
- Replace Escalators - start with Esc 1, 2 and 3
- Repair Meeting Room Air Walls
- New Wheelchair Lift in Theatre 320
- New Facilities Equipment

IMPROVE OUR BUILDING

- Paint Entire Building Exterior and Interior
- Repair Leaks
 - Kalākaua Kitchen
 - Ballroom Roof
 - Lobby and Ballroom Foyer Ceiling
 - Planters – 3rd floor, Grand Staircase, Intermediate level
- New Air Conditioning Chillers
- Replace Green Slate Tile – 3rd floor and Ala Wai Patio
- Upgrade all Lighting to LED lights
- Install Solar panels for Energy Savings

IMPROVE DEPARTMENT EFFICIENCY – New Equipment

- New Dishwasher in Main Kitchen
- New Pot Wash and Glass Wash Machines
- New Boilers in Kalākaua Kitchen
- New Parking System and Equipment
- New Housekeeping Scrubber machines

Repair, Maintenance and Replacement Projects

Major Project Update

Rooftop Terrace Deck Repair

- Finalizing schematic design with architect, design team and CM/PM.

Chiller Replacement

- Project on schedule, 50% completed, final two units replaced in May.

LED Lighting Upgrade

- Final fixtures and intensities approved. Working on installation schedule.

Exterior Building Painting:

- Finalizing color selection, target to start after FestPac event, mid-June.

Escalator Modernization

- Working with short list bidders on final questions. Award will be made soon.

Ballroom Roof Repair and Ballroom Gutter, Foyer and Lobby Transom Glass Repair

- Issued RFP's for general contractor.

Repair, Maintenance and Replacement Projects

6-Year Plan (page 1)

Project Number	Project Title	Estimated Project Cost	Priority	Prior Expenses to April '24	FY24	FY25	FY26	FY27	FY28	FY29	Total
001	Rooftop Terrace Deck Full Repair	\$ 64,000,000	1	\$ -	\$ -	\$ 30,000,000	\$ 30,000,000	\$ 4,000,000			\$ 64,000,000
011	Ballroom Gutter, Foyer Transom Glass Roof Repair and Soffit R	\$ 11,002,524	1	\$ 73,479	\$ 220,000	\$ 3,000,000	\$ 7,709,044				\$ 11,002,523
013	Ballroom Roof Repairs	\$ 1,363,143	1	\$ 45,315	\$ 110,812	\$ 1,207,017					\$ 1,363,144
012	Parapet Roof Repairs	\$ 2,374,257	1	\$ 39,748	\$ 63,995	\$ 2,270,514					\$ 2,374,257
003	Kalākaua Kitchen and Atkinson Drywell Renovation	\$ 2,871,047	1	\$ 334,849	\$ 10,000	\$ 1,000,000	\$ 1,526,199				\$ 2,871,048
007	Kitchen Hood Control Panel Replacement	\$ 448,043	1	\$ 162,384	\$ 285,660						\$ 448,044
009	Slate Tile Repair	\$ 712,135	1	\$ 171,242	\$ 36,681	\$ 504,212					\$ 712,135
010	Chiller Replacement	\$ 6,168,875	1	\$ 3,132,937	\$ 564,983	\$ 2,470,955					\$ 6,168,875
014	Lobby Water Feature	\$ 1,086,810	3	\$ 3,932				\$ 1,082,878			\$ 1,086,810
015	House Sound Audio System Upgrade	\$ 5,665,068	1	\$ 63,048	\$ 2,495,613	\$ 3,106,407					\$ 5,665,068
022	Chill Water Pipe Reinsulation	\$ 1,227,894	1	\$ 307,520	\$ 370,374	\$ 550,000					\$ 1,227,894
023	Air Wall Repairs	\$ 282,058	1	\$ 89,061		\$ 192,996					\$ 282,057
024	Roll-up Door Replacement	\$ 225,000	2	\$ 23,656		\$ 201,344					\$ 225,000
026	IT Network Upgrades	\$ 300,000	3	\$ -		\$ 300,000					\$ 300,000
027	Ice Machines Replacement	\$ 500,000	1	\$ -		\$ 500,000					\$ 500,000
028	Theatre 310 and 320 Furnishings Upgrade	\$ 750,000	3	\$ -			\$ 375,000	\$ 375,000			\$ 750,000
029	Theatre 310 and 320 Seating Upgrade	\$ 500,000	3	\$ 155			\$ 249,845	\$ 250,000			\$ 500,000
030	FB China and Equipment Upgrade #2	\$ 6,489,000	1	\$ 3,029,442	\$ 170,558	\$ 3,289,000					\$ 6,489,000
031	Ala Wai Waterfall Repair	\$ 1,081,501	3	\$ 1,985				\$ 1,079,516			\$ 1,081,501
041	Exterior Building Door Replacement	\$ 50,000	1	\$ -		\$ 50,000					\$ 50,000
043	Air Handler Unit 9 and 10 Replacement	\$ 416,382	2	\$ 10,707	\$ -			\$ 405,675			\$ 416,382
044	Fire Sprinkler Line Refurbishment	\$ 353,394	1	\$ 398		\$ 224,602	\$ 128,394				\$ 353,394
045	Escalator Modernization	\$ 11,507,869	1	\$ 34,548	\$ 116	\$ 3,600,000	\$ 2,520,000	\$ 5,353,205			\$ 11,507,869
046	LED Light Upgrade	\$ 6,446,361	1	\$ 95,149	\$ 1,985,947	\$ 4,365,265					\$ 6,446,361
047	Pickleball Courts	\$ 558,697	1	\$ -	\$ 250,000	\$ 308,697					\$ 558,697

Repair, Maintenance and Replacement Projects

6-Year Plan (page 2)

Project Number	Project Title	Estimated Project Cost	Priority	Prior Expenses to April '24	FY24	FY25	FY26	FY27	FY28	FY29	Total
048	Electrical Harmonics Testing	\$ 100,000	3	\$ -				\$ 100,000			\$ 100,000
049	Main Kitchen Dishwasher Replacement	\$ 464,456	1	\$ 445,368	\$ 19,089						\$ 464,457
050	Main Kitchen Flooring Replacement	\$ 648,881	1/3	\$ 128,806	\$ 6,222	\$ 513,853					\$ 648,881
051	Phone System Replacement	\$ 30,000	1	\$ -		\$ 30,000					\$ 30,000
054	Boardroom Upgrade	\$ 1,099,549	3	\$ 113,802	\$ 2,168		\$ 983,579				\$ 1,099,549
055	Elevator #2 Upgrade	\$ 250,000	3	\$ -				\$ 250,000			\$ 250,000
058	Kitchen Hood Fire Suppression System Replacement	\$ 374,430	1	\$ 36,540	\$ 337,891						\$ 374,431
060	Lobby Sail Repair and Maintenance	\$ 179,000	1	\$ 41,196	\$ -	\$ 61,021		\$ 76,783			\$ 179,000
061	ADA Lift (#320) Replacement	\$ 165,000	1	\$ 86,818		\$ 78,182					\$ 165,000
064	FB Equipment #1	\$ 1,412,556	1	\$ 556,402	\$ 856,154						\$ 1,412,556
066	Kalākaua Kitchen Boiler Replacement	\$ 135,602	1	\$ 3,620	\$ 6,380	\$ 125,602					\$ 135,602
068	3rd Floor Planter Repair and Exterior Planter Repair	\$ 12,399,209	1	\$ 57,577	\$ 107,504	\$ 6,000,000	\$ 6,234,128				\$ 12,399,209
069	Parking System Equipment Upgrade / Parking Flooring Sealing	\$ 583,753	1	\$ 37,128	\$ 4,445	\$ 542,180					\$ 583,753
070	Parking Garage Floor Sealing	\$ 2,444,244	1	\$ -	\$ 5,000			\$ 2,439,244			\$ 2,444,244
071	Access Control Upgrade	\$ 2,000,000	3	\$ -				\$ 1,000,000	\$ 1,000,000		\$ 2,000,000
072	Ride-on Scrubber Replacement	\$ 85,959	1	\$ 101		\$ 85,858					\$ 85,959
073	Common Area Furniture Upgrade	\$ 265,000	1	\$ -		\$ 265,000					\$ 265,000
074	Ice Rink and Equipment	\$ 825,000	1	\$ -		\$ 825,000					\$ 825,000
075	Exterior Building Painting	\$ 2,496,056	1	\$ 20,488	\$ 315,940	\$ 1,959,628	\$ 200,000				\$ 2,496,056
077	Interior Building Painting	\$ 5,139,686	1	\$ -	\$ 20,000	\$ 40,000	\$ 1,250,000	\$ 3,829,686			\$ 5,139,686
078	Pot Wash Machine Replacement	\$ 212,670	1	\$ 104,366	\$ 108,304						\$ 212,670
079	Digital Signage Upgrade	\$ 6,150,000	1	\$ 20,390			\$ 3,000,000	\$ 3,129,610			\$ 6,150,000
081	Facility Equipment Replacement	\$ 1,000,000	1	\$ -		\$ 1,000,000					\$ 1,000,000
082	Escalator and Elevator Repairs	\$ 1,000,000	1	\$ 225,873	\$ 81,335	\$ 692,792					\$ 1,000,000

Repair, Maintenance and Replacement Projects

6-Year Plan (page 3)

Project Number	Project Title	Estimated Project Cost	Priority	Prior Expenses to April '24	FY24	FY25	FY26	FY27	FY28	FY29	Total
083	Café 808 Renovation	\$ 3,000,000	2	\$ -			\$ 3,000,000				\$ 3,000,000
084	Frictionlist Concession	\$ 1,500,000	1	\$ -		\$ 1,500,000					\$ 1,500,000
085	1801 Renovation	\$ 1,500,000	1	\$ -		\$ 1,500,000					\$ 1,500,000
086	Water Remediation - Misc Repairs	\$ 500,000	1	\$ 1,758	\$ 248,242	\$ 250,000					\$ 500,000
089	Cabling Infrastructure Upgrade	\$ 850,000	1	\$ -	\$ 400,000	\$ 450,000					\$ 850,000
090	Architect Procurement	\$ 17,801	1	\$ -	\$ 17,801						\$ 17,801
091	Children's Courtyard and 4th Fl Railing Repair	\$ 2,627,471	1	\$ -		\$ 1,000,000	\$ 1,627,471				\$ 2,627,471
092	Sump Pump Replacement	\$ 61,905	1	\$ 9,672	\$ 52,233						\$ 61,905
093	Stairwell 5/6 - Temporary Repair	\$ 500,000	1	\$ -		\$ 500,000					\$ 500,000
094	Solar Panel Installation	\$ 7,088,900	1	\$ 1,775	\$ 8,226	\$ 3,500,000	\$ 3,578,900				\$ 7,088,901
095	Immersive Experience Equipment	\$ 1,000,000	1	\$ -	\$ 500,000	\$ 500,000					\$ 1,000,000
---	Legal Retainer	\$ 251,094		\$ 161,637	\$ 1,547	\$ 87,910					\$ 251,094
GRAND TOTAL		\$120,738,280		\$ 9,672,872	\$ 9,663,220	\$ 48,648,035	\$32,382,560	\$ 19,371,597	\$ 1,000,000	\$ -	

Current project
Cumming-managed project
HCC-managed project
CM/PM - to be assigned

Repair, Maintenance and Replacement Projects

CUMMING GROUP Priority Projects

- *Kitchen Hood Control Panel and Fire Suppression Upgrade*
- *Slate Tile Repair*
- *Chiller Replacement*
- *Ballroom Roof Repairs*
- *House Sound Audio Upgrade*
- *Ballroom Gutter, Foyer Transom Glass and Soffit Repair*
- *3rd floor and Exterior Planters Repair*
- *LED Lighting Upgrade*
- *Main Kitchen Flooring Replacement*
- *Exterior Building Painting*
- *Kalākaua Kitchen Wall Repair and Atkinson Drywell Replacement*
- *Interior Building Painting*
- *Pot Wash Machine Replacement*
- *Glass Wash Machine Replacement*
- *Parking Garage Equipment Upgrade and Floor Sealing*
- *Fire Sprinkler Line Refurbishment*
- *Escalator Modernization*
- *Kalākaua Kitchen Boiler Replacement*
- *Exterior Door Replacement*
- *Solar Panel Installation*

Repair, Maintenance and Replacement Projects Completed (since 2020)

COMPLETED 2020

- *Gutter Trough, Roof Repairs; \$8.3M*
- *Boiler Replacement; \$585k*
- *Ala Wai Waterfall Repairs; \$185k*
- *Chiller 4 Repairs; \$55k*
- *#320 Roof Repairs; \$1.4M*
- *Banquet Chairs/Tables Upgrade; \$2.25M*

COMPLETED 2021

- *Cooling Tower Replacement; \$3.2M*
- *Theatre LED Lighting Upgrade; \$77k*
- *Roof Overflow Drain Repairs; \$16k*
- *Jockey Chiller Repairs; \$28k*
- *ADA Lift Replacement; \$71.5k*
- *Emergency Generator Repairs; \$32k*
- *Window Repairs – Vandalism; \$177k*

COMPLETED 2022

- *Leak Repairs – 12/21-1/22; \$396k*
- *Chiller Repairs; \$69.3k*
- *Trellis Renovation; \$4.7M*

COMPLETED 2022

- *Lobby Glass Replacement; \$25k*
- *New Security Camera, Access Control; \$1.56M*
- *Kitchen AC Compressor Replacement; \$16.5k*

COMPLETED 2023

- *Event Stage ADA Ramp; \$41k*
- *Escalator #1 Handrail Replacement; \$64k*
- *Exterior Sign Refurbishment; \$50k*
- *Leak Repair Remediation; \$168k*
- *Forklift Replacement; \$175k*

COMPLETED 2024

- *Water Intrusion Remediation; \$400k*
- *Ballroom Wallcovering; \$200k*
- *Exterior Security Camera; \$225k*
- *Transformer Replacement; \$131k*
- *#348 Walk-in Refrigerator Replacement, \$123k*
- *Lobby Glass Repair, Vandalism, \$26k*
- *Ride-on Sweeper Replacement, \$50k*
- *Main Kitchen Dishwasher Replacement, \$425k*



Mahalo Nui Loa

Hawai'i Convention Center HTA Board Meeting Update



Update for
May 2024
For
(June 2024 meeting)

Financial Update

	May-24 Actual	May-24 FYTD Actual	FY 2024 Reforecast	FY 2024 Budget	Variance	FY 2023 Actual	FY 2022 Actual
Facility Number of Events	27	255	261	225	36	273	213
Facility Operating Revenue	\$3,983,100	\$24,187,800	\$27,265,800	\$18,354,500	\$8,911,300	\$14,310,800	\$7,178,200
Facility Other Income	\$151,200	\$1,456,200	\$1,600,000	\$125,700	\$1,474,300	\$135,700	\$78,500
Facility Total Revenue	\$4,134,300	\$25,644,000	\$28,865,800	\$18,480,200	\$10,385,600	\$14,446,500	\$7,256,700
Facility Operating Expenses	-\$2,945,200	-\$22,561,500	-\$25,757,100	-\$23,812,600	-\$1,944,500	-\$18,412,200	-\$11,842,500
Facility Net Income/(Subsidy)	\$1,189,100	\$3,082,500	\$3,108,700	-\$5,332,400	\$8,441,100	-\$3,965,700	-\$4,585,800
Local S&M Operating Expenses	-\$138,200	-\$881,600	-\$1,045,700	-\$1,223,700	\$178,000	-\$959,400	-\$522,600
HCC Net Income/(Subsidy)	\$1,050,900	\$2,200,900	\$2,063,000	-\$6,556,100	\$8,619,100	-\$4,925,100	-\$5,108,400

ROI May 2024 FYTD

	<u>FYTD 2024</u>	<u>ROI</u>	<u>CW's FYTD</u>
HCC Revenue + State Revenue	07.23-05.24	\$16.04	(20)
+Tax Revenue	07.23-04.24	\$13.97	(14)
	07.23-03.24	\$12.87	(13)
= \$452.4 M	07.23-02.24	\$13.94	(12)
	07.23-01.24	\$15.33	(11)
HCC Expense + HVCB MCI	07.23-12.23	\$17.79	(10)
Expense = \$28.2 M	07.23-11.23	\$20.63	(10)
	07.23-10.23	\$23.16	(8)
	07.23-09.23	\$18.62	(6)
	07.23-08.23	\$25.91	(5)
	07.23	\$30.74	(4)
	<u>FY 2023 ROI</u>		
	07.22-06.23	\$4.19	(7)

***ROI = For every dollar spent,
\$16.04 returned to the State***

FY 2024 (July 2023 – June 2024) Citywide Events

REPORT - PACE - CW - DEFINITES ON THE BOOKS - FY

Created By: Test User
Created On: 06/01/2024

Fiscal Year: Contract Room Block Begin	Total Bookings	Total Contract Rooms	Total Attendees	Total EEI Value	Tax Generation
2024	21	116650	56500	\$390,944,353.03	\$45,740,489.30
2025	17	109834	60350	\$355,606,685.23	\$41,605,982.17
2026	11	125878	46800	\$322,029,359.56	\$37,677,435.07
2027	6	60534	28200	\$205,714,043.53	\$24,068,543.09
2028	4	18122	12700	\$76,611,872.74	\$8,963,589.11
2029	1	3031	3200	\$18,913,205.09	\$2,212,845.00
2030	2	14274	8500	\$59,868,034.80	\$7,004,560.07
2031	4	79385	23000	\$155,305,245.80	\$18,170,713.76
2033	1	19550	6500	\$41,075,194.39	\$4,805,797.74
2036	1	40829	7000	\$53,244,980.15	\$6,229,662.68
Grand Totals	68	588087	252750	\$1,679,312,974.32	\$196,479,618.00

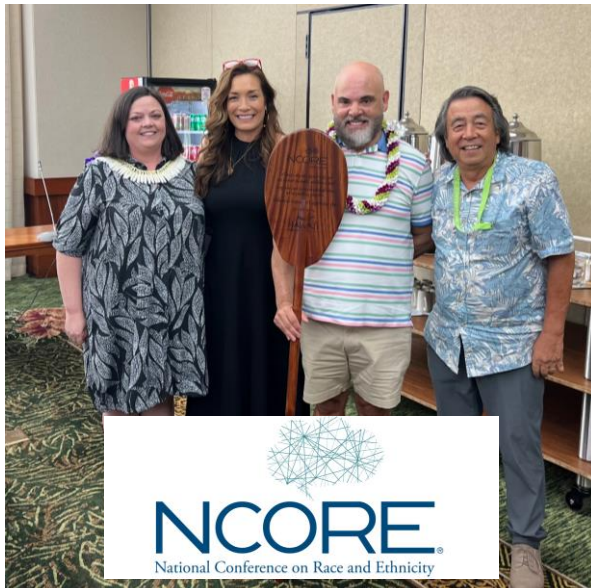
FY 24	
Total Bookings	21
Total Contract Rooms	116,350
Total Attendees	56,500
Total EEI Value	\$390,944,353.05
Total Tax Generation	\$45,740,489.30



Source: June 2024 Meet Hawai'i Pace "Definites on the Books FY" Report

Recent Events @ Hawai'i Convention Center

- 2024 National Conference on Race & Ethnicity in Higher Education (“NCORE”) Annual Meeting, May 28-June 1, 5,000 attendees (CW)
- Festival of the Pacific Arts & Culture (FESTPAC), June 6-14, 60,000 attendees
- 2024 ASPB Annual Meeting, June 22-26, 1,600 attendees (CW)



Upcoming Local/Citywide Events

- Indoor Air Institute, July 6-11, 500 attendees (CW)
- Na Hoku Hanohano Awards, Aug 3, 1,000 attendees
- Pokemon World Championship, Aug 16-18, Est. 50K+ attendees(CW)
- Made in Hawai'i Festival, Aug 23, 60,000 attendees



Definite Local/CW Bookings for next 3 months

Month	Total # of Local Events	Total # of Citywides
June 2024	5	1
July 2024	18	1
August 2024	11	2



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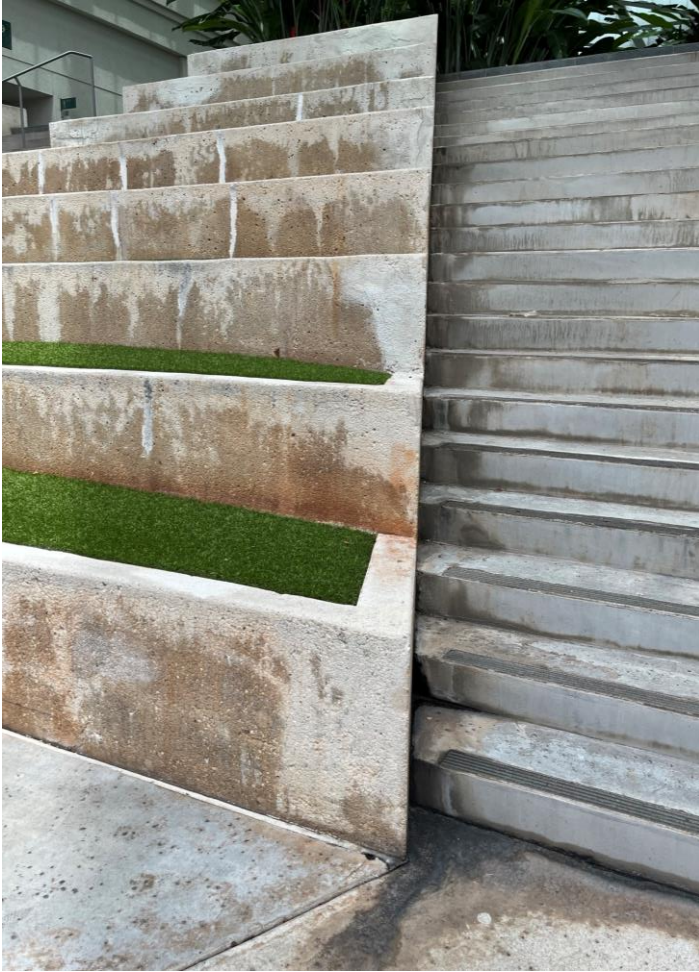


Reinsulating chill water pipes throughout building. Breaks in insulation is causing leaks in the Intermediate level service corridor, Main Kitchen and Parking level.

New Cheerleading Floors



Grand Staircase Planter Painting



Before



After



Parking Helix Cleaning



Before



After



CURRENT PROJECTS

IMPROVE GUEST EXPERIENCE

- New F&B China, Banquet Displays, Service Equipment
- New Speakers and Equipment to upgrade sound in meeting rooms
- Upgrade Screens and add Surround Sound in Theatres
- New Video Wall Screen in Boardroom
- Replace Escalators - start with Esc 1, 2 and 3
- Repair Meeting Room Air Walls
- New Wheelchair Lift in Theatre 320
- New Facilities Equipment

IMPROVE OUR BUILDING

- Paint Entire Building Exterior and Interior
- Repair Leaks
 - Kalākaua Kitchen
 - Ballroom Roof
 - Lobby and Ballroom Foyer Ceiling
 - Planters – 3rd floor, Grand Staircase, Intermediate level
- New Air Conditioning Chillers
- Replace Green Slate Tile – 3rd floor and Ala Wai Patio
- Upgrade all Lighting to LED lights
- Install Solar panels for Energy Savings

IMPROVE DEPARTMENT EFFICIENCY – New Equipment

- New Pot Wash and Glass Wash Machines
- New Boilers in Kalākaua Kitchen
- New Parking System and Equipment
- New Housekeeping Scrubber machines

Repair, Maintenance and Replacement Projects

Major Project Update

Rooftop Terrace Deck Repair

- Completed Schematic Design to begin Design Development with architect, design team and CM/PM.

Chiller Replacement

- Project on schedule, 75% completed, final two units replaced in May.

LED Lighting Upgrade

- Final fixtures and intensities approved. Working on installation schedule.

Exterior Building Painting

- To start next week, on Kahakai Dr. side of building.

Escalator Modernization

- Working with short list bidders on final questions. Award will be made soon.

Ballroom Roof Repair and Ballroom Gutter, Foyer and Lobby Transom Glass Repair

- Issued RFP's for general contractor.

Repair, Maintenance and Replacement Projects

6-Year Plan (page 1)

Project Number	Project Title	Estimated Project Cost	Priority	Tentative Completion	Prior Expenses to April '24	FY24	FY25	FY26	FY27	FY28	FY29	Total
001	Rooftop Terrace Deck Full Repair	\$ 64,000,000	1	Q1 2027	\$ -	\$ -	\$ 30,000,000	\$ 30,000,000	\$ 4,000,000			\$ 64,000,000
011	Ballroom Gutter, Foyer Transom Glass Roof Repair and Soffit Repair	\$ 11,002,524	1	Q2 2026	\$ 73,479	\$ 220,000	\$ 3,000,000	\$ 7,709,044				\$ 11,002,523
013	Ballroom Roof Repairs	\$ 1,363,143	1	12/2024	\$ 45,315	\$ 110,812	\$ 1,207,017					\$ 1,363,144
012	Parapet Roof Repairs	\$ 2,374,257	1	12/2024	\$ 39,748	\$ 63,995	\$ 2,270,514					\$ 2,374,257
003	Kalākaua Kitchen and Atkinson Drywell Renovation	\$ 2,871,047	1	Q2 2026	\$ 334,849	\$ 10,000	\$ 1,000,000	\$ 1,526,199				\$ 2,871,048
007	Kitchen Hood Control Panel Replacement	\$ 448,043	1	9/2024	\$ 162,384	\$ 200,000	\$ 85,660					\$ 448,044
009	Slate Tile Repair	\$ 712,135	1	12/2024	\$ 171,242	\$ 36,681	\$ 504,212					\$ 712,135
010	Chiller Replacement	\$ 6,168,875	1	8/2024	\$ 3,132,937	\$ 564,983	\$ 2,470,955					\$ 6,168,875
014	Lobby Water Feature	\$ 1,086,810	3	--	\$ 3,932				\$ 1,082,878			\$ 1,086,810
015	House Sound Audio System Upgrade	\$ 5,665,068	1	Q2 2025	\$ 63,048	\$ 2,495,613	\$ 3,106,407					\$ 5,665,068
022	Chill Water Pipe Reinsulation	\$ 1,227,894	1	8/2024	\$ 307,520	\$ 370,374	\$ 550,000					\$ 1,227,894
023	Air Wall Repairs	\$ 282,058	1	12/2024	\$ 89,061		\$ 192,996					\$ 282,057
024	Roll-up Door Replacement	\$ 225,000	2	--	\$ 23,656		\$ 201,344					\$ 225,000
026	IT Network Upgrades	\$ 300,000	3	12/2024	\$ -		\$ 300,000					\$ 300,000
027	Ice Machines Replacement	\$ 500,000	1	12/2024	\$ -		\$ 500,000					\$ 500,000
028	Theatre 310 and 320 Furnishings Upgrade	\$ 750,000	3	--	\$ -			\$ 375,000	\$ 375,000			\$ 750,000
029	Theatre 310 and 320 Seating Upgrade	\$ 500,000	3	--	\$ 155			\$ 249,845	\$ 250,000			\$ 500,000
030	FB China and Equipment Upgrade #2	\$ 6,489,000	1	8/2024	\$ 3,029,442	\$ 170,558	\$ 3,289,000					\$ 6,489,000
031	Ala Wai Waterfall Repair	\$ 1,081,501	3	--	\$ 1,985				\$ 1,079,516			\$ 1,081,501
041	Exterior Building Door Replacement	\$ 50,000	1	9/2024	\$ -		\$ 50,000					\$ 50,000
043	Air Handler Unit 9 and 10 Replacement - revised to Repair Only	\$ 416,382	2	completed	\$ 10,707	\$ -			\$ 405,675			\$ 416,382
044	Fire Sprinkler Line Refurbishment	\$ 353,394	1	12/2024	\$ 398		\$ 352,996					\$ 353,394
045	Escalator Modernization	\$ 11,507,869	1	2027	\$ 34,548	\$ 116	\$ 3,600,000	\$ 2,520,000	\$ 5,353,205			\$ 11,507,869
046	LED Light Upgrade	\$ 6,446,361	1	12/2025	\$ 95,149	\$ 1,985,947	\$ 4,000,000	\$ 365,265				\$ 6,446,361
047	Pickleball Courts	\$ 558,697	1	9/2024	\$ -	\$ 250,000	\$ 308,697					\$ 558,697

Repair, Maintenance and Replacement Projects

6-Year Plan (page 2)

Project Number	Project Title	Estimated Project Cost	Priority	Tentative Completion	Prior Expenses to April '24	FY24	FY25	FY26	FY27	FY28	FY29	Total
048	Electrical Harmonics Testing	\$ 100,000	3	--	\$ -				\$ 100,000			\$ 100,000
049	Main Kitchen Dishwasher Replacement	\$ 464,456	1	completed	\$ 445,368	\$ 19,089						\$ 464,457
050	Main Kitchen Flooring Replacement	\$ 648,881	1/3	12/2024	\$ 128,806	\$ 6,222	\$ 513,853					\$ 648,881
051	Phone System Replacement	\$ 30,000	1	10/2024	\$ -		\$ 30,000					\$ 30,000
054	Boardroom Upgrade	\$ 1,099,549	3	2026	\$ 113,802	\$ 2,168		\$ 983,579				\$ 1,099,549
055	Elevator #2 Upgrade	\$ 250,000	3	--	\$ -				\$ 250,000			\$ 250,000
058	Kitchen Hood Fire Suppression System Replacement	\$ 374,430	1	9/2024	\$ 36,540	\$ 337,891						\$ 374,431
060	Lobby Sail Repair and Maintenance	\$ 179,000	1	12/2024	\$ 41,196	\$ -	\$ 61,021		\$ 76,783			\$ 179,000
061	ADA Lift (#320) Replacement	\$ 165,000	1	10/2024	\$ 86,818		\$ 78,182					\$ 165,000
064	FB Equipment #1	\$ 1,412,556	1	8/2024	\$ 556,402	\$ 800,000	\$ 56,154					\$ 1,412,556
066	Kalākaua Kitchen Boiler Replacement	\$ 135,602	1	10/2024	\$ 3,620	\$ 6,380	\$ 125,602					\$ 135,602
068	3rd Floor Planter Repair and Exterior Planter Repair	\$ 12,399,209	1	Q2 2026	\$ 57,577	\$ 107,504	\$ 6,000,000	\$ 6,234,128				\$ 12,399,209
069	Parking System Equipment Upgrade	\$ 583,753	1	12/2024	\$ 37,128	\$ 4,445	\$ 542,180					\$ 583,753
070	Parking Garage Floor Sealing	\$ 2,444,244	1	12/2024	\$ -	\$ 5,000	\$ 2,439,244					\$ 2,444,244
071	Access Control Upgrade	\$ 2,000,000	3	--	\$ -				\$ 1,000,000	\$ 1,000,000		\$ 2,000,000
072	Ride-on Scrubber Replacement	\$ 85,959	1	11/2024	\$ 101		\$ 85,858					\$ 85,959
073	Common Area Furniture Upgrade	\$ 265,000	1	12/2024	\$ -		\$ 265,000					\$ 265,000
074	Ice Rink and Equipment	\$ 825,000	1	Q2 2025	\$ -		\$ 825,000					\$ 825,000
075	Exterior Building Painting	\$ 2,496,056	1	Q2 2026	\$ 20,488	\$ 315,940	\$ 1,959,628	\$ 200,000				\$ 2,496,056
077	Interior Building Painting	\$ 5,139,686	1	Q4 2026	\$ -	\$ 20,000	\$ 40,000	\$ 1,250,000	\$ 3,829,686			\$ 5,139,686
078	Pot Wash Machine Replacement	\$ 212,670	1	7/2024	\$ 104,366	\$ 8,304	\$ 100,000					\$ 212,670
079	Digital Signage Upgrade	\$ 6,150,000	1	Q2 2027	\$ 20,390			\$ 3,000,000	\$ 3,129,610			\$ 6,150,000
081	Facility Equipment Replacement	\$ 1,000,000	1	Q2 2025	\$ -		\$ 1,000,000					\$ 1,000,000
082	Escalator and Elevator Repairs	\$ 1,000,000	1	Q2 2026	\$ 225,873	\$ 81,335	\$ 300,000	\$ 392,792				\$ 1,000,000

Repair, Maintenance and Replacement Projects

6-Year Plan (page 3)

Project Number	Project Title	Estimated Project Cost	Priority	Tentative Completion	Prior Expenses to April '24	FY24	FY25	FY26	FY27	FY28	FY29	Total
083	Café 808 Renovation	\$ 3,000,000	2	--	\$ -			\$ 3,000,000				\$ 3,000,000
084	Frictionlist Concession	\$ 1,500,000	1	--	\$ -		\$ 1,500,000					\$ 1,500,000
085	1801 Renovation	\$ 1,500,000	1	--	\$ -		\$ 1,500,000					\$ 1,500,000
086	Water Remediation - Misc Repairs	\$ 500,000	1	Q2 2025	\$ 1,758	\$ 248,242	\$ 250,000					\$ 500,000
089	Cabling Infrastructure Upgrade	\$ 850,000	1	Q2 2025	\$ -	\$ 400,000	\$ 450,000					\$ 850,000
090	Architect Procurement	\$ 17,801	1	completed	\$ -	\$ 17,801						\$ 17,801
091	Children's Courtyard and 4th Fl Railing Repair	\$ 2,627,471	1	Q1 2027	\$ -		\$ 1,000,000	\$ 1,627,471				\$ 2,627,471
092	Sump Pump Replacement	\$ 61,905	1	7/2024	\$ 9,672	\$ 32,233	\$ 20,000					\$ 61,905
093	Stairwell 5/6 - Temporary Repair	\$ 500,000	1	12/2024	\$ -		\$ 500,000					\$ 500,000
094	Solar Panel Installation	\$ 7,088,900	1	Q3 2025	\$ 1,775	\$ 8,226	\$ 3,500,000	\$ 3,578,900				\$ 7,088,901
095	Immersive Experience Equipment	\$ 1,000,000	1	10/2024	\$ -	\$ 500,000	\$ 500,000					\$ 1,000,000
---	Legal Retainer	\$ 251,094		on-going	\$ 161,637	\$ 1,547	\$ 87,910					\$ 251,094
	GRAND TOTAL	\$ 120,738,280			\$ 9,672,872	\$ 9,401,406	\$ 50,719,430	\$ 33,012,223	\$ 16,932,353	\$ 1,000,000	\$ -	

Current project
Cumming-managed project
HCC-managed project
CM/PM - to be assigned

Repair, Maintenance and Replacement Projects

CUMMING GROUP Priority Projects

- *Kitchen Hood Control Panel and Fire Suppression Upgrade*
- *Slate Tile Repair*
- *Chiller Replacement*
- *Ballroom Roof Repairs*
- *House Sound Audio Upgrade*
- *Ballroom Gutter, Foyer Transom Glass and Soffit Repair*
- *3rd floor and Exterior Planters Repair*
- *LED Lighting Upgrade*
- *Main Kitchen Flooring Replacement*
- *Exterior Building Painting*
- *Kalākaua Kitchen Wall Repair and Atkinson Drywell Replacement*
- *Interior Building Painting*
- *Pot Wash Machine Replacement*
- *Glass Wash Machine Replacement*
- *Parking Garage Equipment Upgrade and Floor Sealing*
- *Fire Sprinkler Line Refurbishment*
- *Escalator Modernization*
- *Kalākaua Kitchen Boiler Replacement*
- *Exterior Door Replacement*
- *Solar Panel Installation*

Repair, Maintenance and Replacement Projects Completed (since 2020)

COMPLETED 2020

- *Gutter Trough, Roof Repairs; \$8.3M*
- *Boiler Replacement; \$585k*
- *Ala Wai Waterfall Repairs; \$185k*
- *Chiller 4 Repairs; \$55k*
- *#320 Roof Repairs; \$1.4M*
- *Banquet Chairs/Tables Upgrade; \$2.25M*

COMPLETED 2021

- *Cooling Tower Replacement; \$3.2M*
- *Theatre LED Lighting Upgrade; \$77k*
- *Roof Overflow Drain Repairs; \$16k*
- *Jockey Chiller Repairs; \$28k*
- *ADA Lift Replacement; \$71.5k*
- *Emergency Generator Repairs; \$32k*
- *Window Repairs – Vandalism; \$177k*

COMPLETED 2022

- *Leak Repairs – 12/21-1/22; \$396k*
- *Chiller Repairs; \$69.3k*
- *Trellis Renovation; \$4.7M*

COMPLETED 2022

- *Lobby Glass Replacement; \$25k*
- *New Security Camera, Access Control; \$1.56M*
- *Kitchen AC Compressor Replacement; \$16.5k*

COMPLETED 2023

- *Event Stage ADA Ramp; \$41k*
- *Escalator #1 Handrail Replacement; \$64k*
- *Exterior Sign Refurbishment; \$50k*
- *Leak Repair Remediation; \$168k*
- *Forklift Replacement; \$175k*

COMPLETED 2024

- *Water Intrusion Remediation; \$400k*
- *Ballroom Wallcovering; \$200k*
- *Exterior Security Camera; \$225k*
- *Transformer Replacement; \$131k*
- *#348 Walk-in Refrigerator Replacement, \$123k*
- *Lobby Glass Repair, Vandalism, \$26k*
- *Ride-on Sweeper Replacement, \$50k*
- *Main Kitchen Dishwasher Replacement, \$425k*



Mahalo Nui Loa

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**Motion, Discussion and/or Action on
Fiscal Year 2025 Hawai'i Tourism Authority
Operating Budget**

Budget, Finance, and
Convention Center
Standing Committee Meeting
June 24, 2024

Fiscal Year 2025 Operating Budget

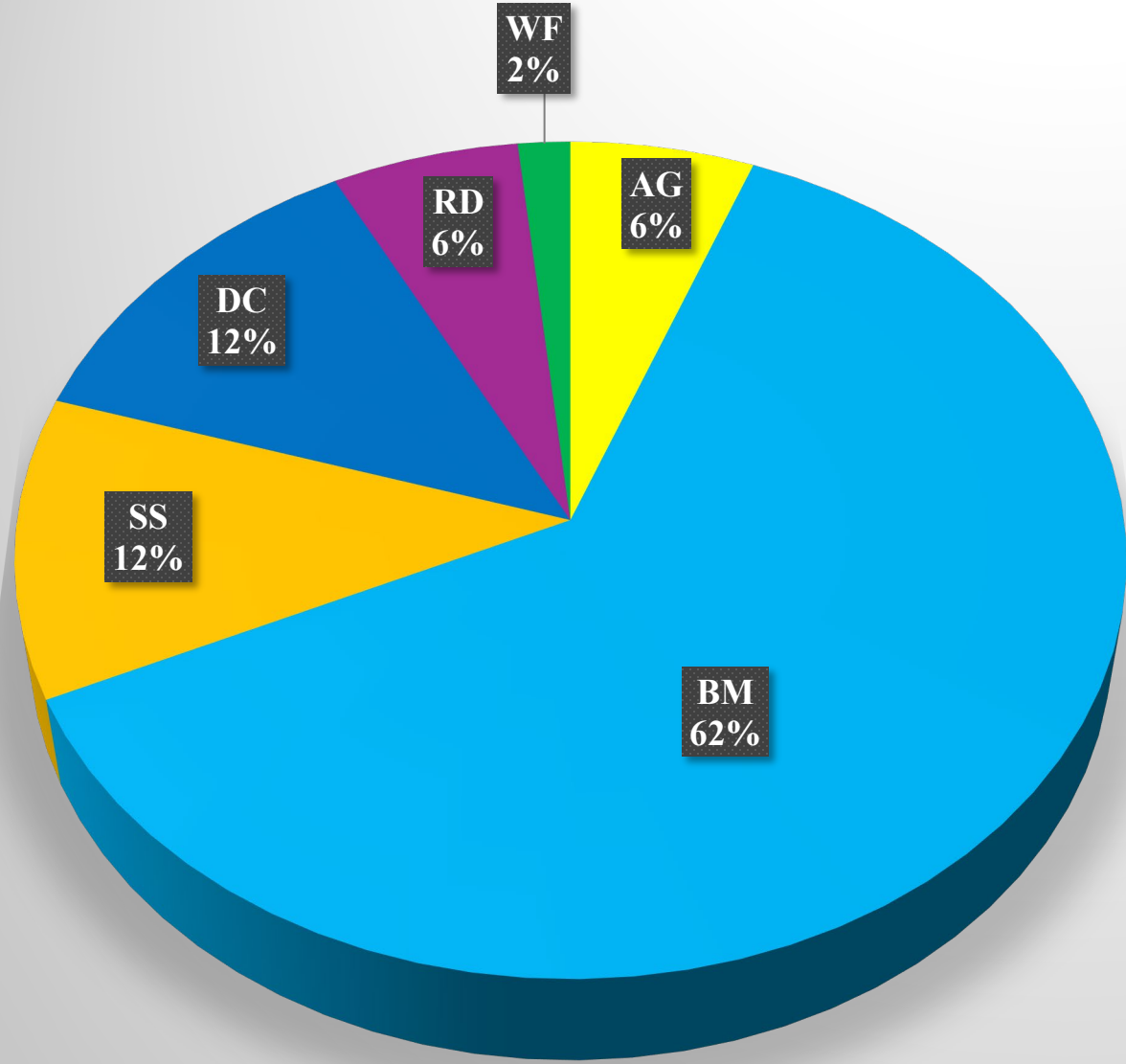
HTA Fiscal Year 2025 Operating Budget Highlights

FY 25 Total Budget	63,000,000
Less:	
Multi-Year Contracts	(33,613,056)
B&F's 10% Budget Restriction	(6,300,000)
Destination Management Application	(3,500,000)
Salaries	(3,110,629)
Administrative and Governance Expenditures	(1,034,278)
Subtotal	(47,557,963)
Budget Remaining for "New" Contracts	15,442,037

B&F 10% Budget Restriction Explained

- 5% hard restriction – B&F will reduce HTA’s budget by \$3,150,000.
- 5% contingency restriction – B&F will reduce HTA’s budget by another \$3,150,000 but may allot the funds in fiscal year 2025 Q4.
 - Historically, B&F has not returned the 5% contingency restriction to departments and agencies since fiscal year 2019.
 - Programs should develop “trigger plans” in the event B&F returns the funds to HTA.
- B&F will allot HTA up to \$56.7M at the start of the fiscal year.
- Each budget line item in the budget will be reduced by 10%.

HTA Fiscal Year 2025 Tourism Operating Budget (\$63M)



- BED113 Administrative & Governance (AG)
\$3.7M
- BED114 Branding and Marketing (BM)
\$39.2M
- BED115 Sports and Signature Events (SS)
\$7.3M
- BED116 Dest. Stewardship and Community (DC)
\$7.9M
- BED117 Regenerative Tourism Development (RD)
\$3.8M
- BED118 Workforce Development (WD)
\$1.1M

HTA Fiscal Year 2025 Budget Summary

Description	FY 2025 Budget	Multi-Year Contracts	B&F 10% Restriction	Salaries and other Fixed Costs*	Remaining Budget
BED113 Administrative & Governance	3,696,660	25,000	369,666	2,637,660	664,334
BED114 Branding	39,249,201	30,432,515	3,924,920	581,490	4,310,276
BED115 Sports and Signature Events	7,318,075	750,000	731,808	76,934	5,759,334
BED116 Destination Stewardship and Community	7,923,883	1,115,092	792,388	4,119,537	1,896,866
BED117 Regenerative Tourism Development	3,762,181	1,290,449	376,218	229,286	1,866,228
BED118 Workforce Development	1,050,000	-	105,000	-	945,000
Total	63,000,000	33,613,056	6,300,000	7,644,907	15,442,037

*Includes Administrative, Governance, and Destination Management Application costs.

BED113 - Administrative & Governance Fiscal Year 2025 Budget

BLI	BLI Title	Description	FY 2025 Budget	Multi-Year Contracts	B&F 10% Restriction	Remaining Budget	Staff
004	Cruise Infrastructure Improvements and Arrival Exp.	Planning - Hawai'i Cruise Industry Consultant Services	89,000	25,000	8,900	55,100	DN CA IG TK
010	HTUS/HTJ Campaign Effectiveness Study	Planning - Evaluations and Campaign Effectiveness	180,000	-	18,000	162,000	
101	Community-Industry Outreach & Public Relations	Communications - Public Relations Outreach Services	250,000	-	25,000	225,000	
103	hawaiiitourismauthority.org	Communication & Outreach - HTA Web Support	25,000	-	2,500	22,500	
654	Program Evaluation	Planning - Program Evaluation	90,000	-	9,000	81,000	
901	General and Administrative	Overhead costs	844,278	-	84,428	759,850	
915	Organization-Wide	Planning - Tourism Strategic Plan Update	300,000	-	30,000	270,000	
915	Organization-Wide	Financial audit services	125,000	-	12,500	112,500	
998	Travel - Admin	Travel for all HTA Programs and board members	190,000	-	19,000	171,000	
TBD	Administrative Salaries	Salaries	1,603,382	-	160,338	1,443,044	
	BED113 Administrative & Governance Subtotal		3,696,660	25,000	369,666	3,301,994	

BED114 - Branding & Marketing Fiscal Year 2025 Budget

BLI	BLI Title	Description	FY 2025 Budget	Multi-Year Contracts	B&F 10% Restriction	Remaining Budget	Staff
306 320	Island-Based International Marketing Island Chapters Staffing and Admin	Island Destination Brand Management & Marketing	3,200,000	-	320,000	2,880,000	DN
318 339 350	gohawaii.com Global Digital Marketing Strategy Global Market Shared Resources	Global Support Services	1,375,000	725,695	137,500	511,805	
321	US (formerly North America)	USA MMA	15,204,991	15,030,000	1,520,499	(1,345,508)	
322	Canada	Canada MMA	1,000,000	1,000,000	100,000	(100,000)	
323	Japan	Japan MMA	6,500,000	7,650,000	650,000	(1,800,000)	
324	Korea	Korea MMA	900,000	433,640	90,000	376,360	
325	Oceania	Oceania MMA	1,290,905	418,180	129,091	743,635	
326	Europe	Europe MMA	1,000,000	1,000,000	100,000	(100,000)	
TBD	TBD	USA MMA, MCI, and Other Markets	296,815	-	29,682	267,134	
TBD	TBD	Market Support for Travel Missions	83,333	-	8,333	75,000	
TBD	TBD	Korea RFP Transition	55,556	-	5,556	50,000	
TBD	TBD	Japan Incremental Budget	594,444	-	59,444	535,000	
TBD	TBD	USA Incremental Fall Activation	1,666,667	-	166,667	1,500,000	
317, 319, 331	Convention Center Sales & Marketing - City Wide; MCI MFF; Meetings, Convention & Incentives	Global MCI	5,500,000	4,175,000	550,000	775,000	
TBD	Branding Salaries	Salaries for 5 positions	581,490	-	58,149	523,341	
		BED114 Branding Subtotal	39,249,201	30,432,515	3,924,920	4,891,766	

BED115 - Sports and Signature Events Fiscal Year 2025 Budget

BLI	BLI Title	Description	FY 2025 Budget	Multi-Year Contracts	B&F 10% Restriction	Remaining Budget	Staff
312	PGA Tour Contracts	PGA	2,038,850	-	203,885	1,834,965	DN KK
343	LPGA	LPGA	250,000	-	25,000	225,000	
TBD	TBD	Sports Opportunities	1,654,525	-	165,453	1,489,073	
TBD	TBD	Opportunity Fund - Sponsorships, Sports & Signature Events	1,500,000	-	150,000	1,350,000	
378	UH Athletics Branding Partnership	Big West Conference	167,000	167,000	16,700	(16,700)	
700	Signature Events	Signature Events	1,630,766	583,000	163,077	884,689	
TBD	Sports Salaries	Salaries for 1 position - BM	76,934	-	7,693	69,241	
		BED115 Sports and Signature Events Subtotal	7,318,075	750,000	731,808	5,836,268	

BED116 - Destination Stewardship and Community Fiscal Year 2025 Budget

BLI	BLI Title	Description	FY 2025 Budget	Multi-Year Contracts	B&F 10% Restriction	Remaining Budget	Staff
014	Pono Travel Education Program	Visitor Education Post Arrival Marketing	964,148	399,092	96,415	468,641	KK
402	Kahu ‘āina	Kahu ‘āina	784,022	313,000	78,402	392,620	
601	Visitor Assistance Programs (VAP)	VAP for O‘ahu, Maui, Kaua‘i, Hawai‘i	650,000	90,000	65,000	495,000	
TBD	Destination Management Application	Destination Management App	1,500,000	-	150,000	1,350,000	
TBD	Destination Management Application	Recovery and Stabilization through Smart Tourism - DM App	450,000	-	45,000	405,000	
718	Resort Area Hawaiian Cultural Initiative	Resort Area Hawaiian Cultural Initiative	784,022	313,000	78,402	392,620	
TBD	Community-Based Tourism	Destination Management - DMAP Implementation	500,000	-	50,000	450,000	
TBD	Community-Based Tourism	Destination Management Implementation	122,154	-	12,215	109,939	
TBD	Destination Management Application	Smart Tourism - Destination Management App	1,550,000	-	155,000	1,395,000	
TBD	Destination Management and Community Salaries	Salaries for 7 positions - CSO, DM x 5, AA	619,537	-	61,954	557,583	
		BED116 Destination Stewardship and Community Subtotal	7,923,883	1,115,092	792,388	6,016,403	

BED117 - Regenerative Tourism Development Fiscal Year 2025 Budget

BLI	BLI Title	Description	FY 2025 Budget	Multi-Year Contracts	B&F 10% Restriction	Remaining Budget	Staff
201	Kukulu Ola	Kūkulu Ola	784,022	313,000	78,402	392,620	KK
656	Community Tourism Collaborative	Technical Assistance and Quality Assurance	1,682,603	914,449	168,260	599,894	
701	Community Enrichment Program	Community Enrichment Program	1,066,270	63,000	106,627	896,643	
TBD	Regenerative Tourism Development Salaries	Salaries for 3 positions - BM x3	229,286	-	22,929	206,357	
		BED117 Regenerative Tourism Development Subtotal	3,762,181	1,290,449	376,218	2,095,514	

BED118 - Workforce Development Fiscal Year 2025 Budget

BLI	BLI Title	Description	FY 2025 Budget	Multi-Year Contracts	B&F 10% Restriction	Remaining Budget	Staff
102	Hawai'i Tourism Summit	Tourism Fall Education Conference & Spring	300,000	-	30,000	270,000	CA
202	Hawaiian Culture Initiative	Hawaiian Culture Initiative Program - Native Hawaiian cultural education and training program for the visitor industry workforce	250,000	-	25,000	225,000	
803	Future Workforce Development (LEI)	Future Workforce - Highschool program	150,000	-	15,000	135,000	
805	Scholarship Program	Future Workforce — Ho‘oilina Scholarship Program and Current Workforce Trainings	350,000	-	35,000	315,000	
		BED118 Workforce Development Subtotal	1,050,000	-	105,000	945,000	

HCC Fiscal Year 2025 Budget Highlights

- Convention Center Budget
 - \$64M appropriated in CIP funds for the HCC Roof Repair Project
 - \$34M expenditure ceiling for the Convention Center Enterprise Special Fund
 - \$4,960,000 for operations
 - \$1,591,836 for sales and marketing
 - \$26,748,164 for repairs and maintenance
 - \$700,000 for insurance.
 - \$20,000,000 is non-recurring.