

HAWAII TOURISM™



AUTHORITY

# 1/3/5 Year Goals

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1-year: Use marketing to recover demand to Maui particularly from the U.S. and Canada as well as target high-spending visitors who can afford to travel despite some economic conditions.

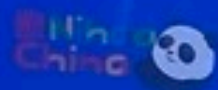
2-year: Managing the destination through island Destination Management Action Plans (DMAPs) and Destination Managers

5-year: Hawai'i has shifted to a successful Regenerative Tourism model



# Office of the President & CEO

- Recruitment ongoing for vacant positions
- Governance study concluded
- Existing Maui recovery efforts concluding
- CEO traveled to China & Japan



# 第14届中美旅游高层对话

## The 14th China - U.S. Tourism Leadership Summit

### 备忘录

#### Memorandum of Understanding

广州力挚网络科技有限公司  
Guangzhou Lizhi Network Technology, Ltd (Zuzuche)

### 合作备忘录

#### Memorandum of Understanding

中国驻纽约  
旅游办事处  
China National Tourist  
Office New York

美国旅游  
批发商协会  
United States Tour  
Operators Association

中国旅游集团  
旅行服务有限公司  
CTG Travel Services  
Corporation Limited

### 南京文旅全美深度推广项目

#### Nanjing Culture & Tourism In-depth Promotion Project in American Market

璞富腾旅行集团  
Preferred Travel  
Group

南京市文化和旅游局  
Nanjing Municipal  
Bureau of Culture  
and Tourism

### 谅解备忘录

#### Memorandum of Understanding

夏威夷州  
旅游观光局  
Hawaii Tourism  
Authority

上海春秋国际  
旅行社(集团)  
有限公司  
Shanghai Spring  
International Travel  
Service (Group) Co.,  
Ltd



旅游促进中美人文交流

Expanding China - U.S. Travel and Tourism and People-to-people Exchanges





# Destination Stewardship

- Working with the cruise industry, state agencies and the community on cruise ship concerns offshore of Kaua‘i and Maui
- Completed the Maui Recovery VEPAM campaign with additional assets coming to [GoHawaii.com](https://GoHawaii.com) soon



# Brand & Marketing

- Video assets for “The People, The Place, The Hawaiian Islands” launched and marketing plan rolling out.
- HTJ, HTUSA, Mākaukau Maui campaigns entered into USTA Mercury Awards.
- HTC conducted China Travel Mission May 27-30 in Shanghai, May 31 in Beijing.



# Planning & Evaluation

- Efforts continue to evaluate first round of DMAPs ahead of the next round.
- Curator quality assurance program launched.
- HTA Work Wise launched to provide opportunities for summer jobs in the visitor industry.





# Qurator

HONORING HAWAI'I



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