

*5. Hō'ike'ike a Kūkā no nā Hanana Hā'uki a me ke
Kūkulu Hokona e Pili Pū Ana*

Presentation, Discussion, and Action on Sports
Opportunities for FY25

Recommended Motion: The committee recommends the board approve expenditures totaling \$3,605,850 in FY2025 funds from the corresponding Budget Line Items (BLI) for the programs noted below:

<u>Partnership</u>	<u>Amount</u>	<u>BLI</u>
2024 HTA x LA Clippers	\$750,000	376
2024 PGA Tour Events	\$2,038,850	312
LPGA Lotte Championship	\$250,000	343
World Surf League	\$300,000	374
UH- Big West Tournament Partnership	\$167,000	378
HTA Sports Consultant	\$100,000	346
TOTAL:	\$3,605,850	

7. Hō'ike'ike, Kūkā, a Ho'oholo no ka Mo'ohelu Kālā Hokona Alowelo FY26-27

Presentation, Discussion, and Action on Proposed
Fiscal Year 2026 and 2027 Hawai'i Tourism Authority
Operating Budget for Branding and Marketing
(BED114) and Related Strategy and Planning

Budgeting For The Horizon

Goal: **Stabilize** and **optimize** the engine of our economy to **realize** tourism's potential for Hawai'i's people.

FY25: Stabilize

Focus On Markets

Recover demand domestically and rebuild internationally with visitors who can afford to travel in varied economic conditions.

FY26-27: Optimize

Focus On Destination

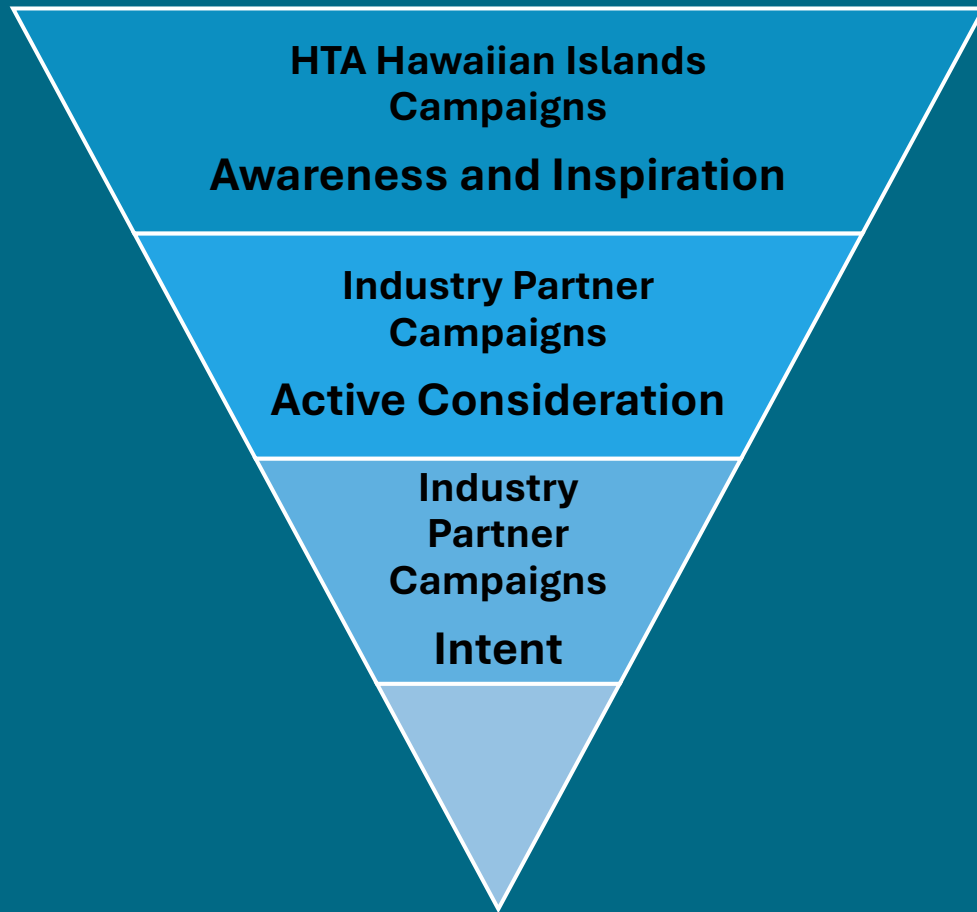
Manage tourism through island-based Destination Management Action Plans and Destination Managers.

FY28-29: Realize

Focus On Hawai'i

Hawai'i has shifted to a successful Regenerative Tourism model, managed by the Hawai'i Tourism Authority.

Leisure Marketing Funnel Kuleana



Hawaiian Islands: Inspiration

- Keep Hawaiian Islands top of mind among travelers while reaching new prospective travelers to inspire consideration and fuel intent

Partner Campaigns: Consideration

- Capitalize on awareness built by the Hawaiian Islands base program to drive interest and consideration of specific destinations
- Inspire prospects to explore more via partner websites

Partner Campaign: Intent

- Leverage Partner consideration layer exposure to pull prospective visitors closer to intent to travel
- Drive Destination specific bookings