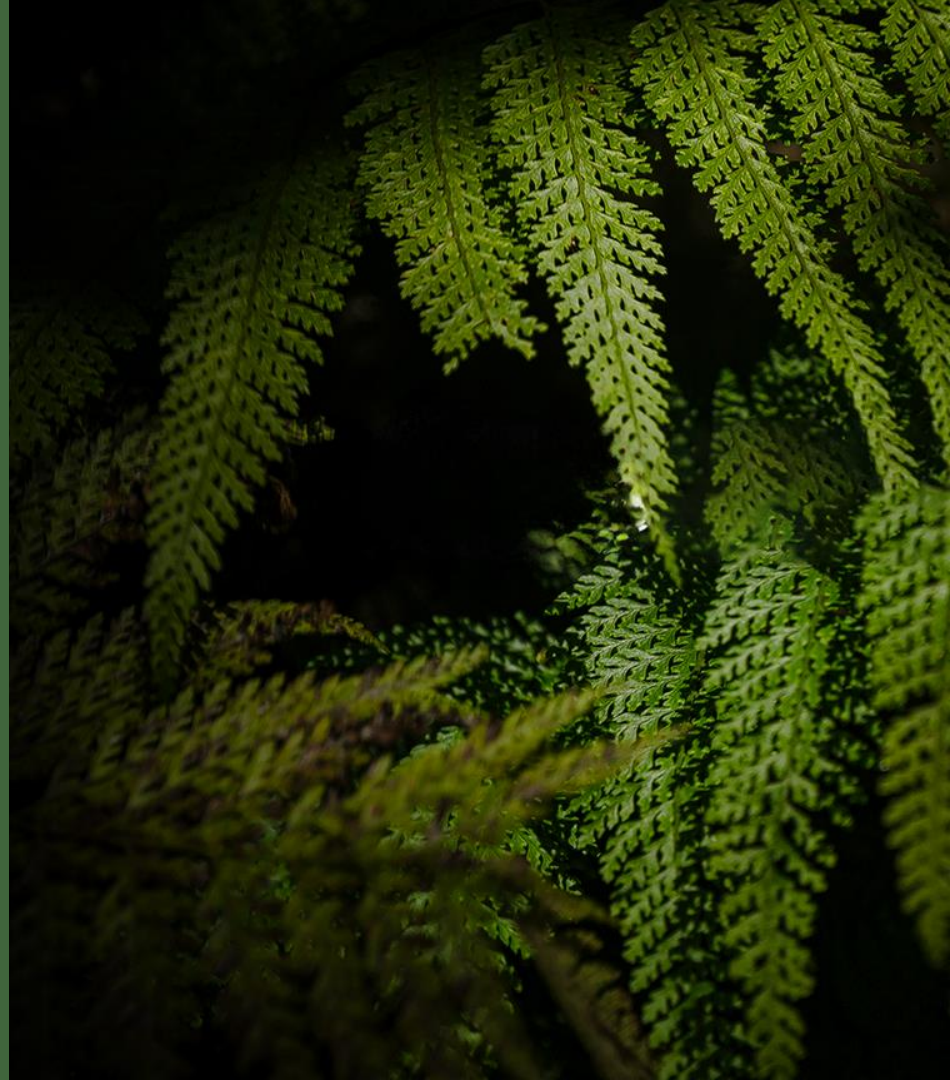


# DESTINATION STEWARDSHIP PROGRAMS UPDATE

# Table of Contents

- ‘Umeke
- Foundational Technical Assistance (FTA)
- Community Tourism Collaboratives (CTC)
- Qurator
- Visitor Education Post Arrival Marketing (VEPAM)

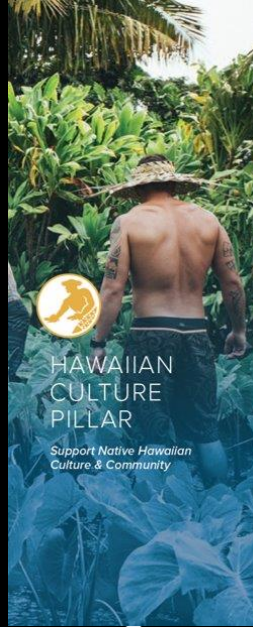
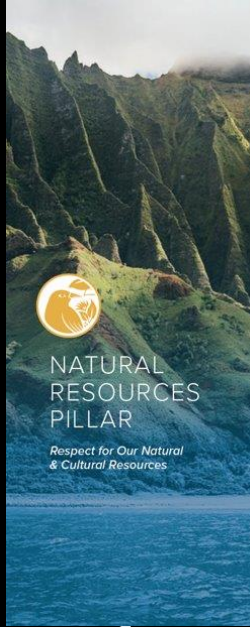


'Umeke



POWERED BY

HAWAII TOURISM  
AUTHORITY



Kahu ʻĀina

Kūkula Ola

Hoʻokipa Malihini Initiative

Community Enrichment

Signature Events

# Statewide Projects

# 'UMEKE PROGRAM UPDATES - ECONOMIC IMPACT

---

- Data Collected from 6 Projects
  - AccesSurf Hawaii Adaptive Surfing Championships
  - Annual Maui Marathon and Half Marathon
  - Merrie Monarch Festival
  - Polynesian Football Hall of Fame
  - Waimea Town Celebration: Heritage of Aloha
  - Soto Zen Bon Festival
- HTA awarded \$375,000
- Total direct visitor expenditures \$90,420,000



POWERED BY



# 'UMEKE PROGRAM UPDATES - MERRIE MONARCH

---

- HTA Awarded \$90,000
- Total direct visitor expenditures
  - **\$37,500,000 (US Market)**
  - **\$35,000,000 (International market, primarily Japan)**
- Length of festival - 7 days



# 'UMEKE PROGRAM UPDATES - Polynesian Football Hall of Fame

---

- HTA Awarded \$155,000
- Total direct visitor expenditures
  - **\$11,500,000 (US Market)**
- Length of Project - 6 days



The Polynesian Bowl generated

**\$11.5 Million**

for Hawai'i's economy in 6 days

Umeke  
POWERED BY  
HAWAII TOURISM  
KILOHANA  
COLLECTIVE

# 'UMEKE PROGRAM UPDATES - Soto Zen Bon Festival (Hanapepe, Kaua'i)

- HTA Awarded \$10,000
- Total direct visitor expenditures
  - **\$510,000 (US Market)**
- Length of Project - 1 day



**\$510,000**  
in direct visitor expenditures



POWERED BY  
HAWAII TOURISM  
AUTHORITY

KILOHANA  
COLLECTIVE



A close-up photograph of green fern fronds against a dark background. The fronds are illuminated, showing their intricate, feathery structure. The letters 'CTC' are overlaid in the center in a white, serif font.

CTC

# Community Tourism Collaboratives

---

**Community  
Stewardship  
Program**

**Regenerative  
Experiences  
Program**

# 2024 HTA - Tourism Stewardship Cohort

---

Hui o Laka

North Shore Community Land Trust

Hawaiian Civic Club of  
Wahiawā

Ahupua'a O Hālawā

East Maui Land Restoration

Haleakalā Conservancy

Pōhāhā I Ka Lani

Hui Aloha Kīholo

'Āina Ho'ōla  
Initiative

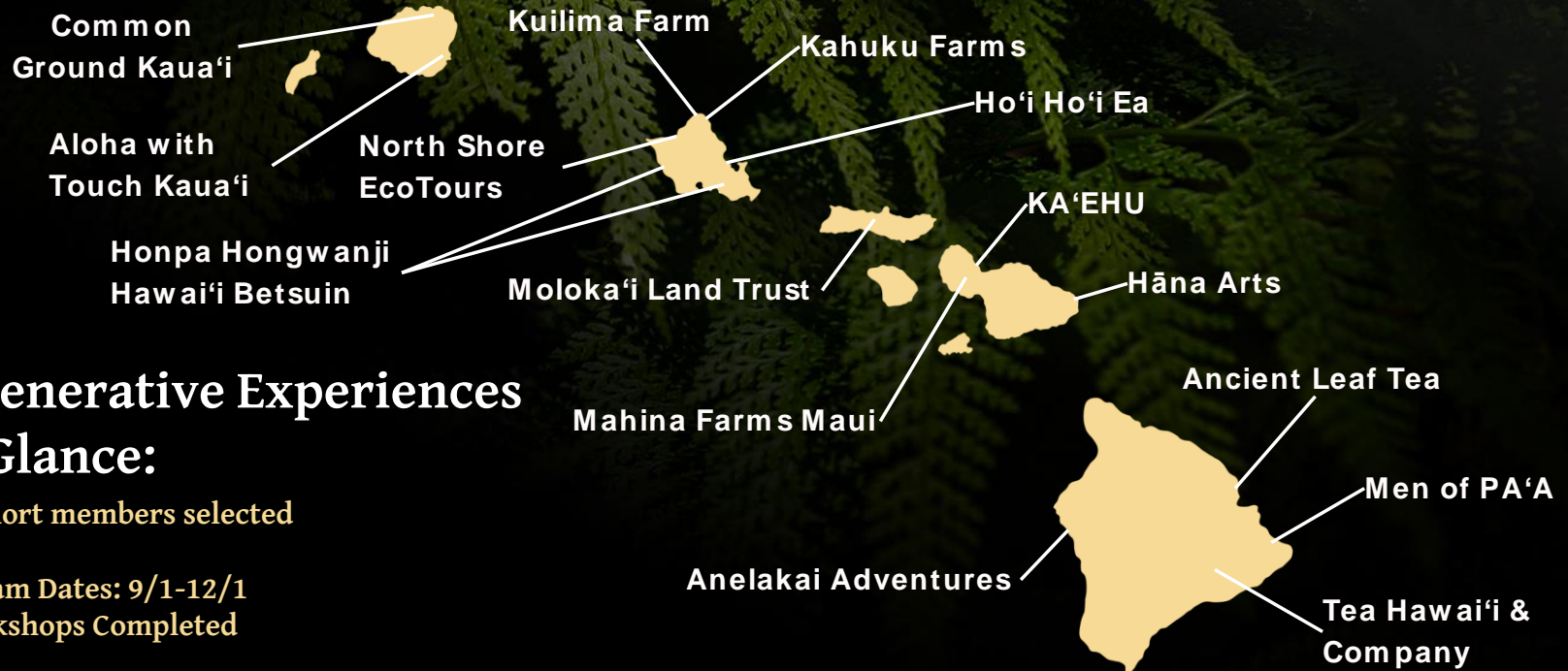
## Community Stewardship at a Glance:

9 Cohort members selected

Program Dates: 9/1-12/1  
2 Workshops Completed

Consultants Paired  
Initial meetings conducted

# 2024 HTA - Regenerative Experiences Cohort Spread Map



## Regenerative Experiences at a Glance:

15 Cohort members selected

Program Dates: 9/1-12/1

2 Workshops Completed

Rep Templated Started

Consultant Meetings Initiated



QURATOR



# Qurator

HONORING HAWAI'I

- 
- 157 Organizations Registered
  - 44 Organizations Certified
  - Third Point is still accurate, Maui will reach their one year goal within the next month
  - Qurator touches 72% of inbound travelers at HNL
  - Global Sustainable Tourism Council has asked Qurator to collaborate on Food Service Standards for their 2026 Program Release
  - Three largest Japanese Inbound Tour Operators have joined Qurator, followed by cascading signups from their local partners.



# Tour Guide Certification



# Smart Tourism



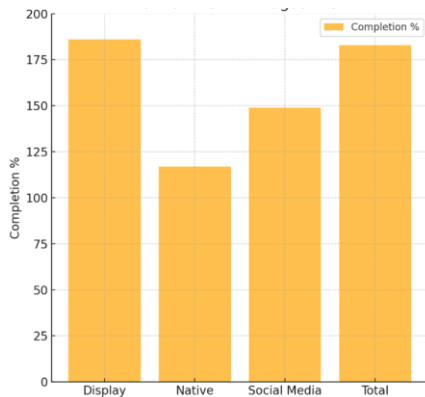


VEPAM

## Goals Thermometers, Tables & CTR Performance

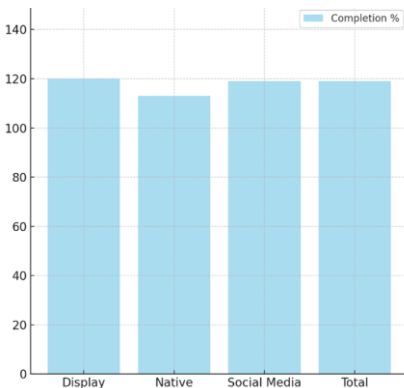
Prior Full Month - August 2024

Tactic	Goal	Delivered	Completion %
Display	2380810	4418625	186
Native	508820	593494	117
Social Media	2337442	3493681	149
Total	5227072	9566584	183



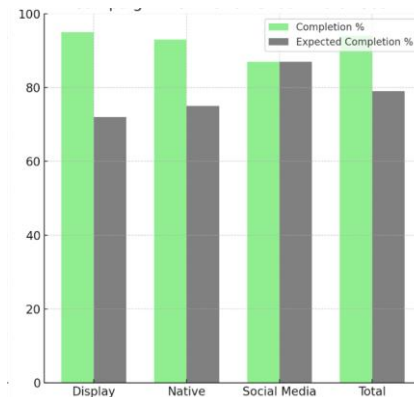
Campaign Lifetime Through Prior Month

Tactic	Goal	Delivered	Completion %
Display	22366231	26934775	120
Native	5470889	6161383	113
Social Medi.	28353207	33803468	119
Total	56190327	66899349	119



Campaign Lifetime to Period 1 Total Goal

Tactic	Goal	Delivered	Completion %	Expected Completion %
Display	31104865	29563136	95	72
Native	7325789	6849155	93	75
Social Media	32739468	28471136	87	87
Total	71170122	66899349	94	79



# 'Umeke Festivals and Events

300 x 250



**Hawaii Ag & Culinary Alliance -**  
Hawaii Food & Wine Festival  
"Lucky Dragon with Martin Yan and Friends"

336 x 280



**Lydiaa -**  
EPIC Wāhine

160 x 600



**Top Events & Festivals**  
Happening this Month

*Cultural celebrations, culinary events, concerts, festivals, street parties, more.*

**The HAWAIIAN ISLANDS**  
Learn more

**Naalehu Theatre -**  
3rd Annual Aloha Shirt Festival & Fashion Week Hawai'i

768 x 1024



**Top Events & Festivals**  
Happening this Month

*Cultural celebrations, culinary events, concerts, festivals, street parties, more.*

**The HAWAIIAN ISLANDS**  
Learn more

**Kala Foundation -**  
Kaua'i Chocolate & Coffee Festival

300 x 600



**Top Events & Festivals**  
Happening this Month


*Cultural celebrations, culinary events, concerts, festivals, street parties, more.*

**The HAWAIIAN ISLANDS**  
Learn more

**Kauluakalana -**  
Komo I Ka 'Āina

# 'Umeke Festivals and Events

320 x 480



2024 VinFast IRONMAN World Championship


**Top Events & Festivals**  
**Happening this Month**

*Cultural celebrations, culinary events, concerts, festivals, street parties, more.*

**The HAWAIIAN ISLANDS**  
[Learn more](#)

**World Triathlon Corporation -**  
2024 VinFast IRONMAN World Championship

970 x 250



Molokai Hoe Canoe Race - Preserving Hawaiian Culture and Tradition Inc

**Top Events & Festivals**  
**Happening this Month**

*Cultural celebrations, culinary events, concerts, festivals, street parties, more.*

**The HAWAIIAN ISLANDS**  
[Learn more](#)

**Oahu Hawaiian Canoe Racing Association -**  
"Molokai Hoe Canoe Race - Preserving Hawaiian Culture and Tradition Inc"

728 x 90



Hula Arts at Kilauea (Kahiko)

**Top Events & Festivals**  
**Happening this Month**

**The HAWAIIAN ISLANDS**

**Volcano Art Center -**  
Hula Arts at Kilauea (Kahiko)

# 'Umeke Festivals and Events

1024 x 768

44th Annual Hawai'i International Film Festival

**Top Events & Festivals**  
Happening this Month

*Cultural celebrations,  
culinary events,  
concerts, festivals,  
street parties, more.*

**The HAWAIIAN ISLANDS**  
[Learn more](#)

Hawaii International Film Festival -  
44th Annual Hawai'i International Film Festival

480 x 320

Legacy: The Siva Afi

**Top Events & Festivals**  
Happening this Month

*Cultural celebrations,  
culinary events,  
concerts, festivals,  
street parties, more.*

**The HAWAIIAN ISLANDS**  
[Learn more](#)

Malu Productions, Inc. -  
Legacy: The Siva Afi

300 x 50

**Top Events & Festivals**  
Happening this Month

**The HAWAIIAN ISLANDS**

320 x 50

**Top Events & Festivals**  
Happening this Month

**The HAWAIIAN ISLANDS**



**Mahalo Nui Loa**