

NOVEMBER 2024

DESTINATION STEWARDSHIP: SUPPORT SERVICES UPDATE

KILOHANA
COLLECTIVE

HAWAII TOURISM
AUTHORITY

NOVEMBER 2024

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NOVEMBER 2024

CNHA Organizational Chart



KILOHANA COLLECTIVE

HAWAII TOURISM AUTHORITY

NOVEMBER 2024

Welcome to the Team Carmela and Ka'ini!

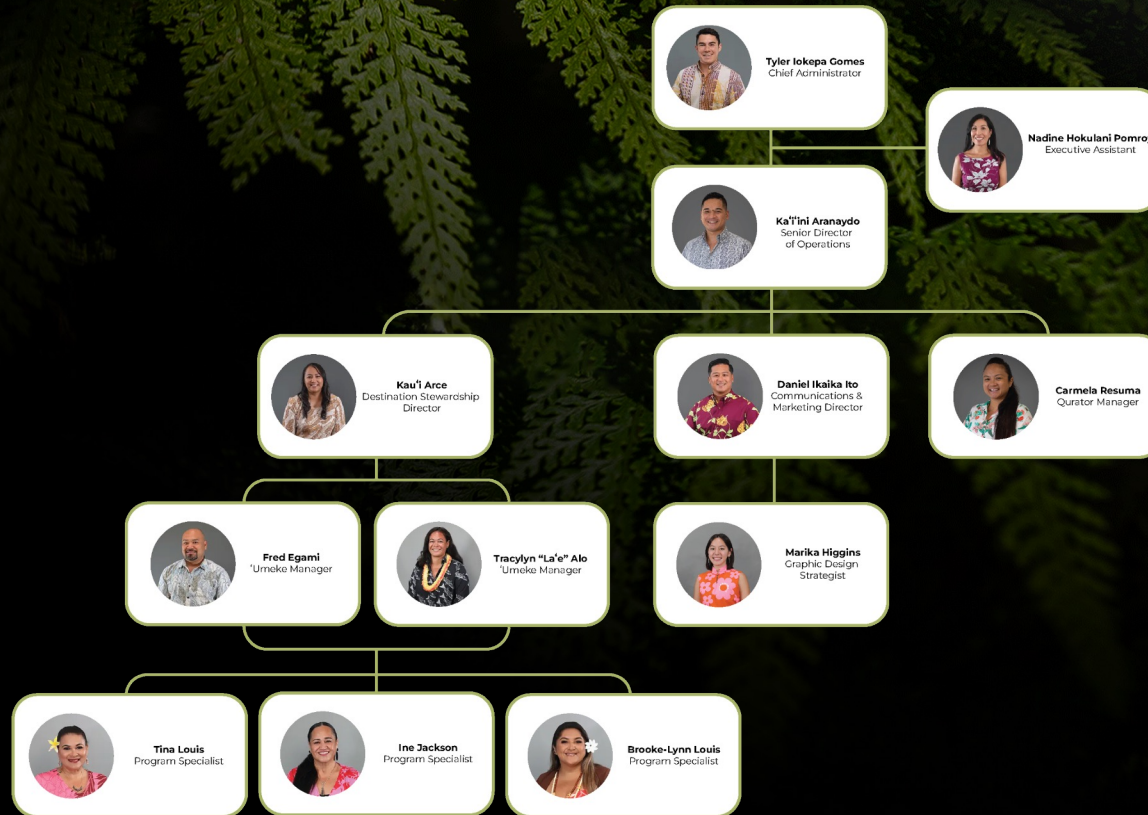


KILOHANA
COLLECTIVE

HAWAII TOURISM
AUTHORITY

NOVEMBER 2024

Kilohana Collective Staff

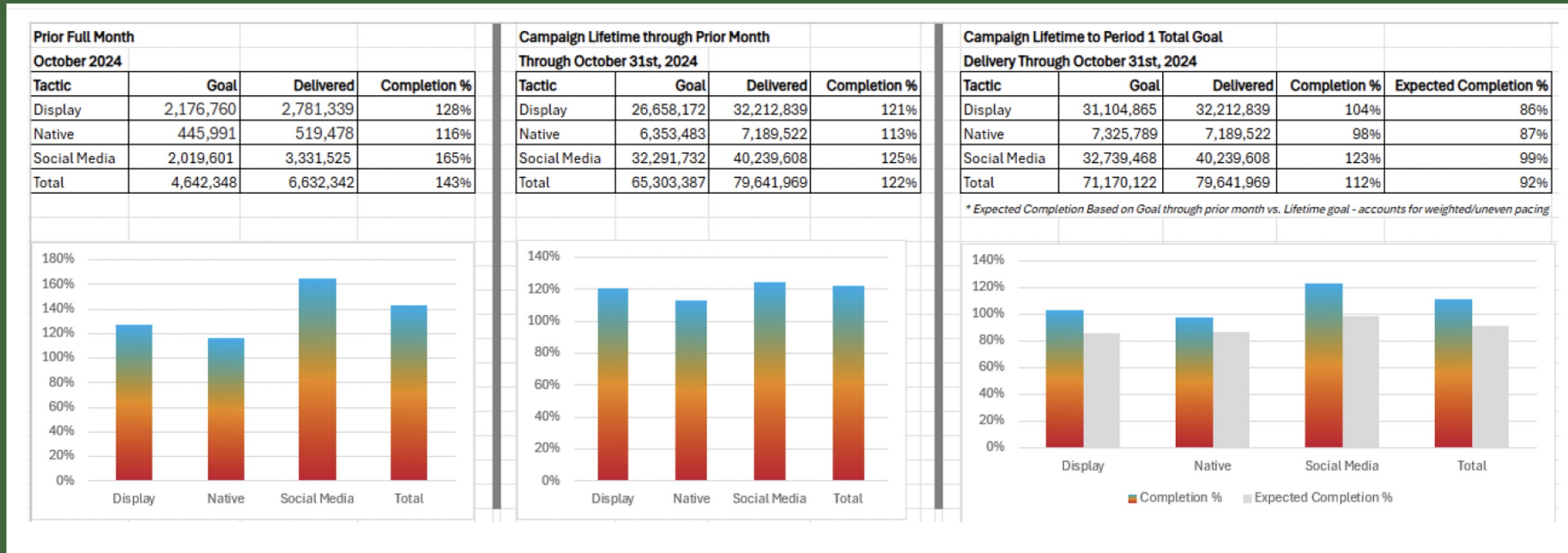


A dark, moody photograph of ferns, likely a forest floor, with the word "VEPAM" overlaid in a white, serif font. The ferns are illuminated from below, creating a strong contrast against the deep shadows. The overall tone is mysterious and naturalistic.

VEPAM

NOVEMBER 2024

VEPAM KPI Thermometer



<https://nexstardigital.tapclicks.com/client/dist/#/dash/1752>

Ocean Safety Ads Live Dec. 1

- Digital Display
- Social Media
- Airport Baggage Claim

Slide 1: Hawaii - gohawaii.com. Sponsored. Check-in with a lifeguard before you enter the water. The ocean can be unpredictable. Never turn your back on the ocean. **If in Doubt, Don't Go Out. Stay safe in the ocean.** **Get safety tips first!** 290 likes, 24 comments, 30 shares.

Slide 2: A lifeguard in a yellow shirt looking out at the ocean.

Slide 3: A "DANGEROUS SHOREBREAK" warning sign.

Slide 4: A rocky coastline with waves crashing against the shore.

Slide 5: A "SLIPPERY ROCKS" warning sign with the text "The sand has got so slippery there IF IN DOUBT, KEEP OFF".

Slide 6: A large rock with "KEEP OFF" written on it.

Slide 7: A yellow surfboard on a beach next to a warning sign.

Slide 8: A lifeguard in a red shirt pointing towards the ocean.

Slide 9: A person standing on a beach holding a surfboard.

Travel 808: Maui

- Shot Travel 808 Maui
- In post-production
- Īao Valley
- Trilogy Excursions
- Maui Ocean Center
- Koholā Brewery
- Nuka
- Haku Maui + Shopping in Makawao
- Co-host: Kumu Cody Pueo Pata



HVCB Public Relations Collaboration

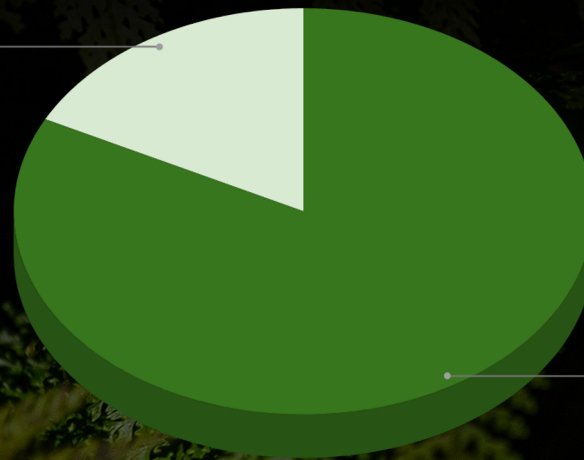
- HVCB PR Manager Taryn Pascua
- Introduced Chef Isaac Bancaco
- Working on community service event for HTA Spring Tourism Update



Amount Received/Billed VEPAM

* October 2024

Amount Remaining \$244,595
17.5%



Amount Received \$1,152,215
82.5%

Amount Billed \$1,396,810.00

A close-up photograph of green fern fronds against a dark background. The fronds are illuminated from above, creating a strong contrast between the bright green leaves and the deep shadows. The text "FTA + CTC" is overlaid in the center of the image in a white, serif font.

FTA + CTC

2024 HTA - COMMUNITY STEWARDSHIP COHORT

Hui o Laka

North Shore Community Land Trust

Hawaiian Civic Club of
Wahiawā

Ahupua'a O Hālawā

East Maui Land Restoration

Community Stewardship at a Glance:

- 9 cohort members selected
- Program Dates: 9/1-12/1
- 3 workshops completed
- Site-visits conducted
- Consultant Meetings in-progress
- Initial funding disbursed (70%)

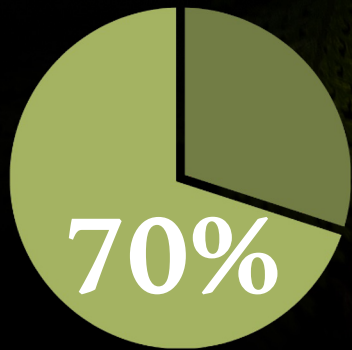
Haleakalā Conservancy

Pōhāhā I Ka Lani

Hui Aloha Kīholo

'Āina Ho'ōla
Initiative

2024 HTA - COMMUNITY STEWARDSHIP COHORT



\$280,000 Funding disbursed
to cohort members



Site-visits conducted
with all orgs



Initial consultant
meetings conducted



Virtual workshops hosted
for cohort member orgs

October Spotlight: Building Local Capacity Through Regenerative Tourism

Fall Tourism conference:
Panel Discussion
113 Attendees



Olena Horcajo Alec
Executive Director
Haleakalā Directory

2024 HTA - COMMUNITY STEWARDSHIP SPOTLIGHT



Hawaiian Civic Club of Wahiawa

'Āina stewardship Location: Kūkaniloko

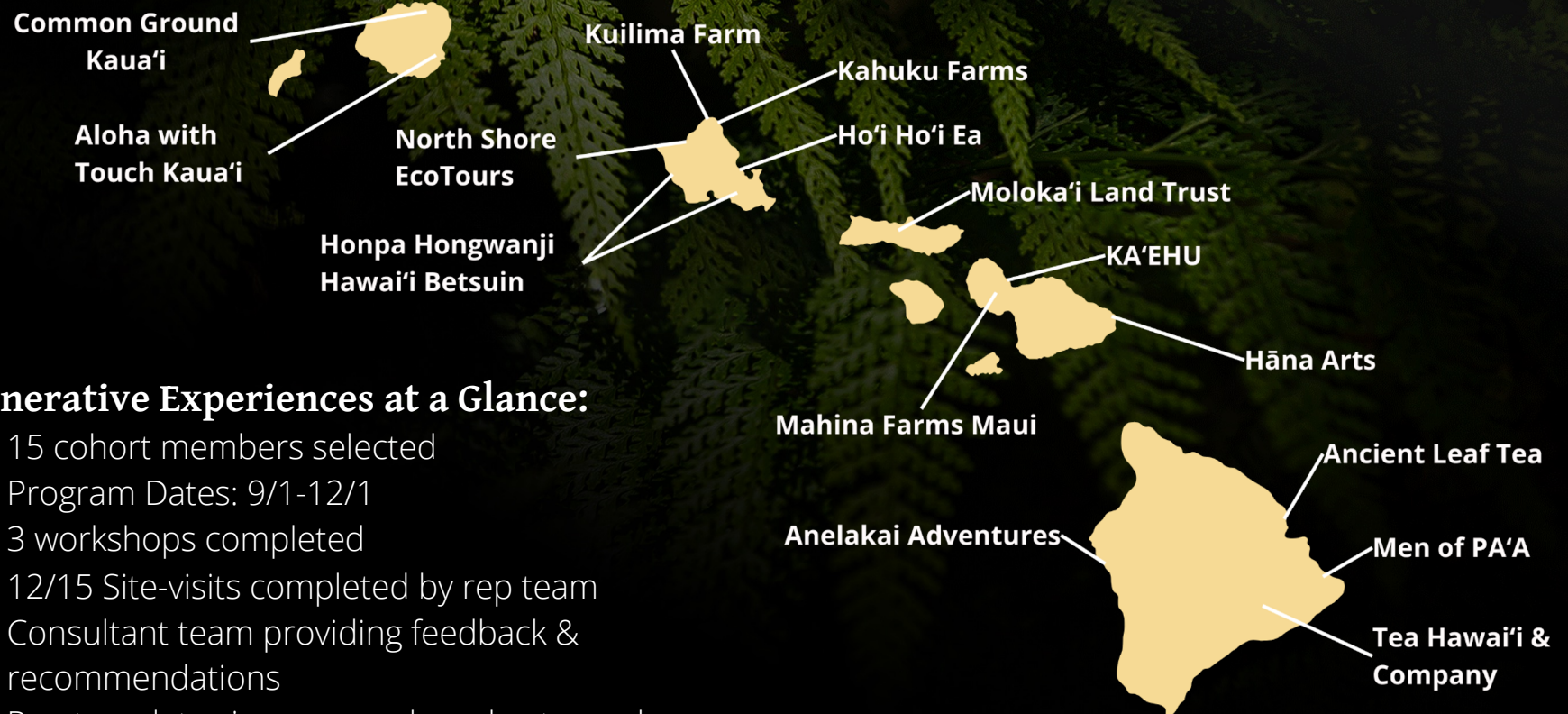
Island: O'ahu

*Do not visit at this time, do not promote

HTA Opportunities

- Marketing consultant: new website/content including completion
- Funding Development: Funding development strategic plan to diversify and create income streams
- Stone wall built by cultural practitioner from the area to protect the stones from destruction

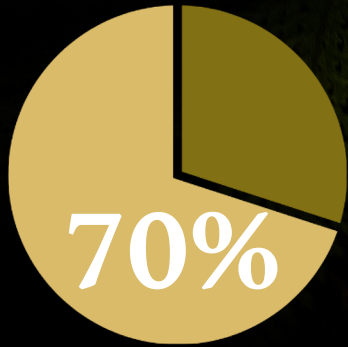
2024 HTA - REGENERATIVE EXPERIENCES COHORT SPREAD MAP



Regenerative Experiences at a Glance:

- 15 cohort members selected
- Program Dates: 9/1-12/1
- 3 workshops completed
- 12/15 Site-visits completed by rep team
- Consultant team providing feedback & recommendations
- Rep templates in-progress by cohort members

2024 HTA - COMMUNITY STEWARDSHIP COHORT



\$280,000 Funding disbursed to cohort members



Site-visits conducted with all orgs



Representatives hosted for the Fall tourism conference



Virtual workshops hosted for cohort member orgs

October Spotlight: Building Local Capacity Through Regenerative Tourism

Fall Tourism conference:
Panel Discussion
113 Attendees



Iopa Maunakea
Executive Director
Men of PA'A

2024 HTA - COMMUNITY STEWARDSHIP COHORT



Ancient Leaf Tea

Island: Hawai'i

Location: Pāpa'ikou, Onomea Bay

HTA Opportunities

- Updating the farm to table tour and tasting to include cultural and historical information about wahipana and 'āina
- Concentrating resources on marketing the tea tour
- Flushing out target marketing and marketing/promotional ideas to reach the market

Lahaina Festival

FOR MORE INFO: HAWAIIANCOUNCIL.ORG/LAHAINAFESTIVAL

Lahaina Festival

AT THE ROYAL LAHAINA RESORT

FEATURING *The MĀKEKE*

NOV 24-26, 2024

A three-day celebration of music, culture, and community support for Maui's resilient spirit.

CONCERT: 6 - 8 PM DAILY
THE MĀKEKE: 3 - 9 PM DAILY

WITH PERFORMANCES BY:



SHOP LOCAL
SUPPORT MAUI VENDORS

No outside food or beverages will be allowed. Limited free public parking available on-site near the tennis courts.

A free shuttle will operate daily between 3 pm - 9:30 pm from The Royal Lahaina Resort & Bungalows, Whale's Village and host hotels: Sheraton Maui, Outrigger Kā'anapali Beach Resort, Hyatt Regency Maui, and Westin Maui.

MAHALO TO OUR SPONSORS:



THIS EVENT IS FREE & OPEN TO THE PUBLIC TO ATTEND

A 3-DAY CELEBRATION OF MUSIC, CULTURE, AND COMMUNITY

Lahaina Festival

AT THE ROYAL LAHAINA RESORT

FEATURING *The MĀKEKE*

SHOP LOCAL
SUPPORT MAUI VENDORS

SCHEDULE OF EVENTS:

SUNDAY, NOV 24, 2024
 3 PM - 9 PM: POP-UP MĀKEKE
 6 PM: NUFF SEDD TRIO
 7 PM: LAWAKUA

MONDAY, NOV 25, 2024
 3 PM - 9 PM: POP-UP MĀKEKE
 6 PM: KOLA'IWI
 7 PM: KALANI PE'A FEATURING HALAU KE'ALAKAHINANO O PUNA

TUESDAY, NOV 26, 2024
 3 PM - 9 PM: POP-UP MĀKEKE
 6 PM: MAUI DIVAS (INAPUA SILVA, RAIATEA HELM, AMY HĀNAIALI GILLIOM)
 7 PM: ENCORE PERFORMANCE BY MAUI DIVAS

No outside food or beverages will be allowed. This is an 'ohana-friendly event, but please leave your pets at home.

MAHALO TO OUR SPONSORS:



THIS EVENT IS FREE & OPEN TO THE PUBLIC TO ATTEND

SAVE THE DATE | NOV 24-26, 2024

Lahaina Festival

AT THE ROYAL LAHAINA RESORT & BUNGALOWS

FEATURING *The MĀKEKE*

MAHALO TO OUR SPONSORS:



Hō'ike



When: Tuesday, December 10, 2024

2-4PM (Hō'ike)

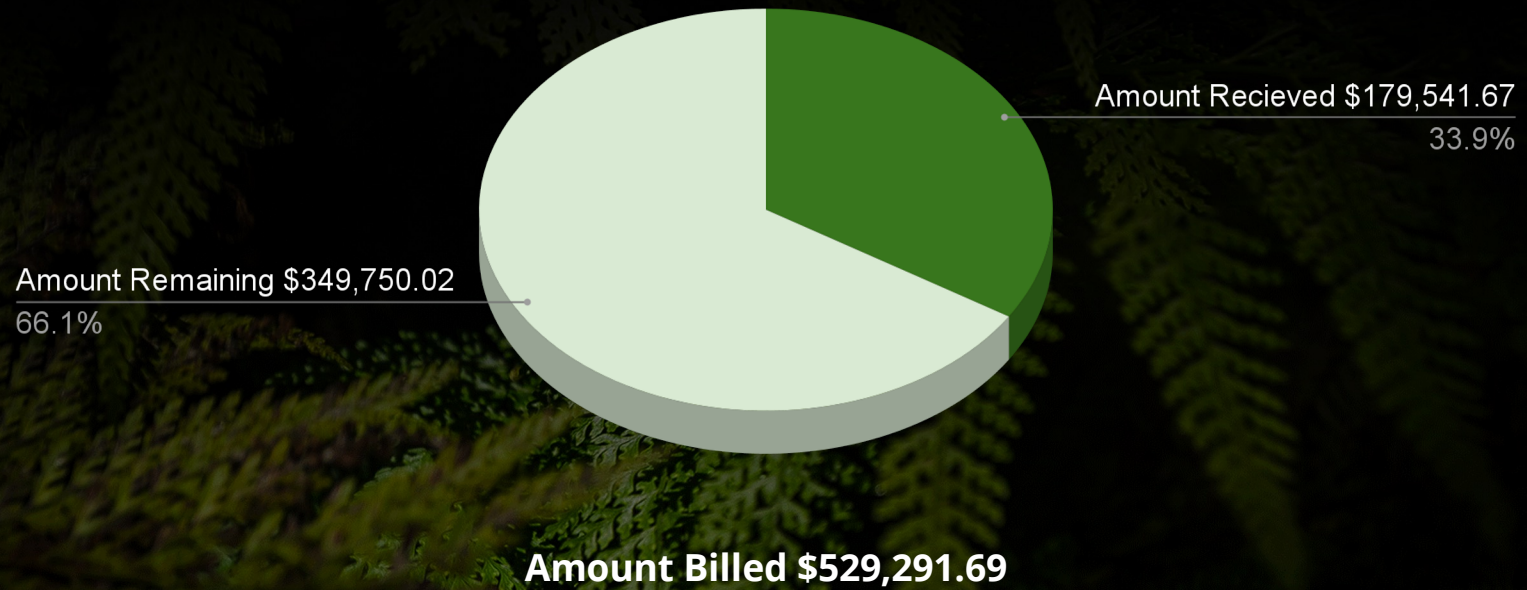
4-7PM (Pau Hana)

Where: Inspiration Museum

900 Richard Street, Honolulu, Hawai'i 96816

Amount Received/Billed for FTA + CTC

* October 2024



A dark, moody photograph of ferns, likely a forest floor or a dense garden. The ferns are illuminated from below, creating a strong contrast between the dark green foliage and the deep black shadows. The overall atmosphere is mysterious and natural. The word 'Umeke' is overlaid in the center in a clean, white, sans-serif font.

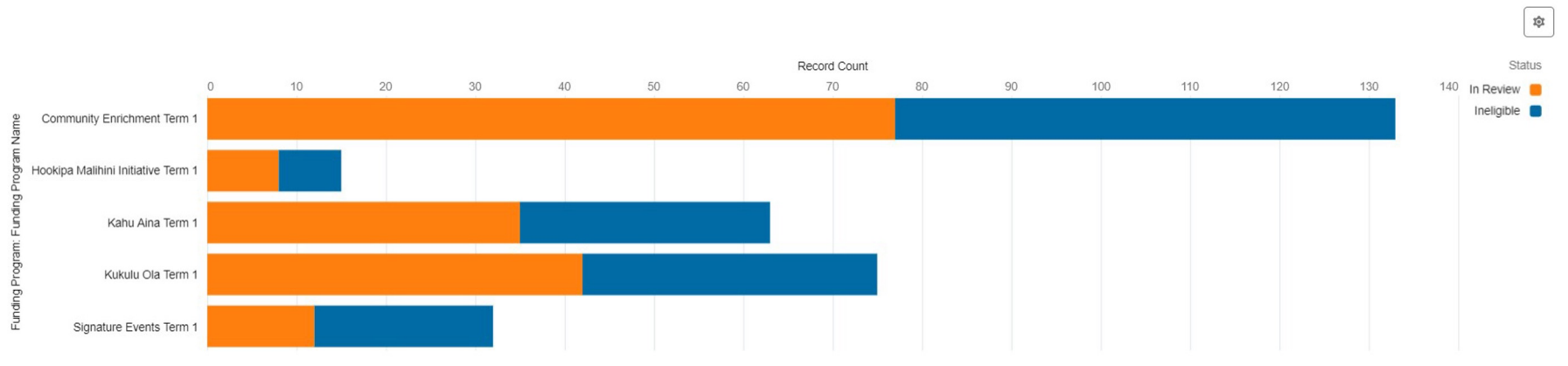
'Umeke



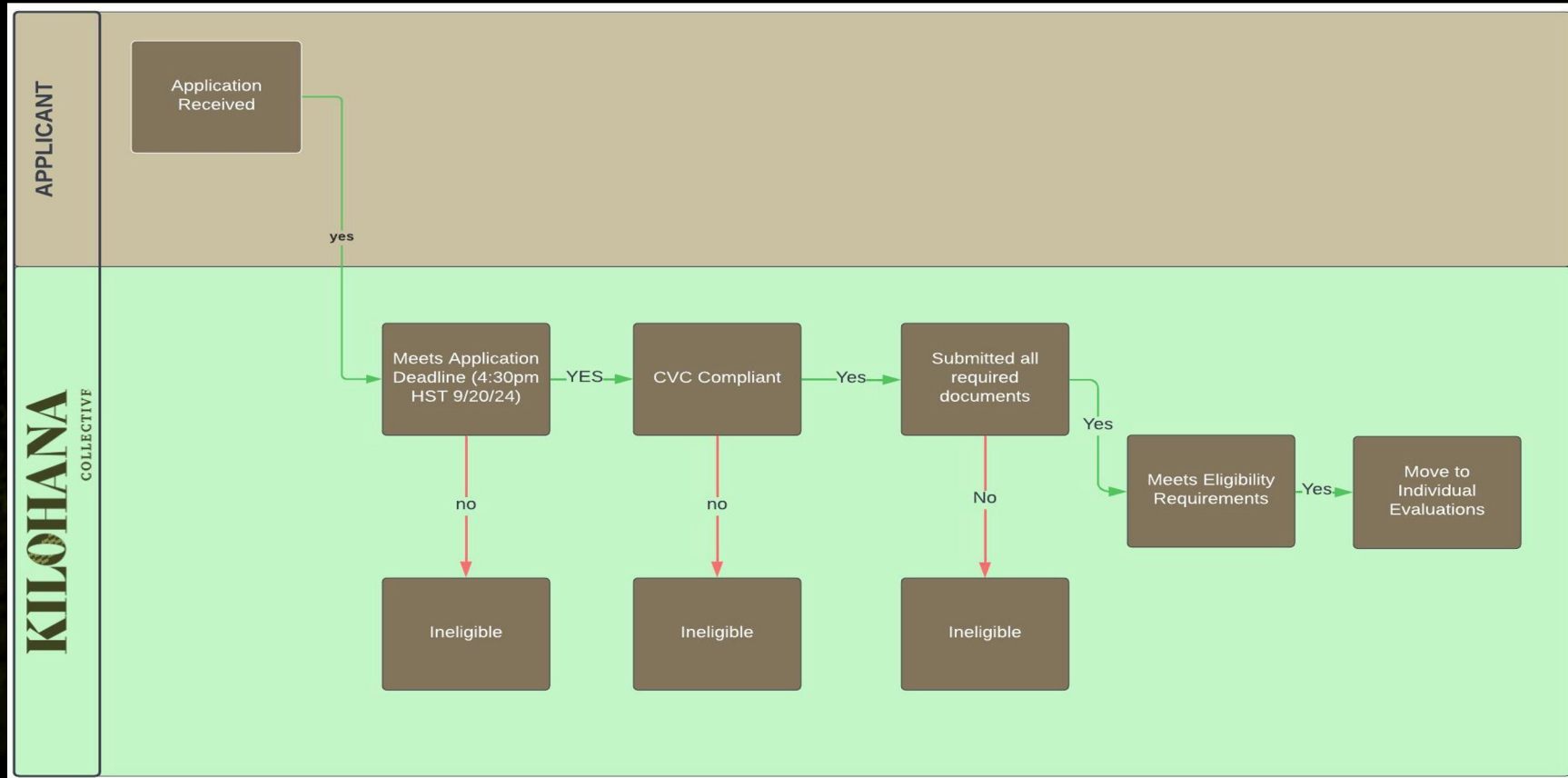
Report: Funding Requests with Funding Program
Umeke '25 Applications (All)

Enable Field Editing 🔍 📄 ⌵ ↺ Edit ▾

Total Records
318



'UMEKE: 2025 TERM 1 APPLICATIONS



‘UMEKE: 2025 TERM 1 APPLICATIONS

✓	Evaluator Orientation	10/8/24	1pm
✓	Individual Review Process	10/11/24-10/18/24	*complete by 10/18
	Group Discussion	10/21/24-10/29/24	*listed by program
✓	Signature Events	10/21/24	9a-3p
✓	Statewide CEP	10/22/24	9a-12p
✓	Oahu CEP	10/22/24	2p-5p
✓	Kauai CEP	10/23/24	2p-5p
✓	Hawaii Island CEP	10/24/24	2p-5p
✓	Maui Nui CEP	10/25/24	9a-12p
✓	HMI	10/25/24	1p-3p
✓	KO, KA	10/28/24, 10/29/24	9a-3p, 9a-3p

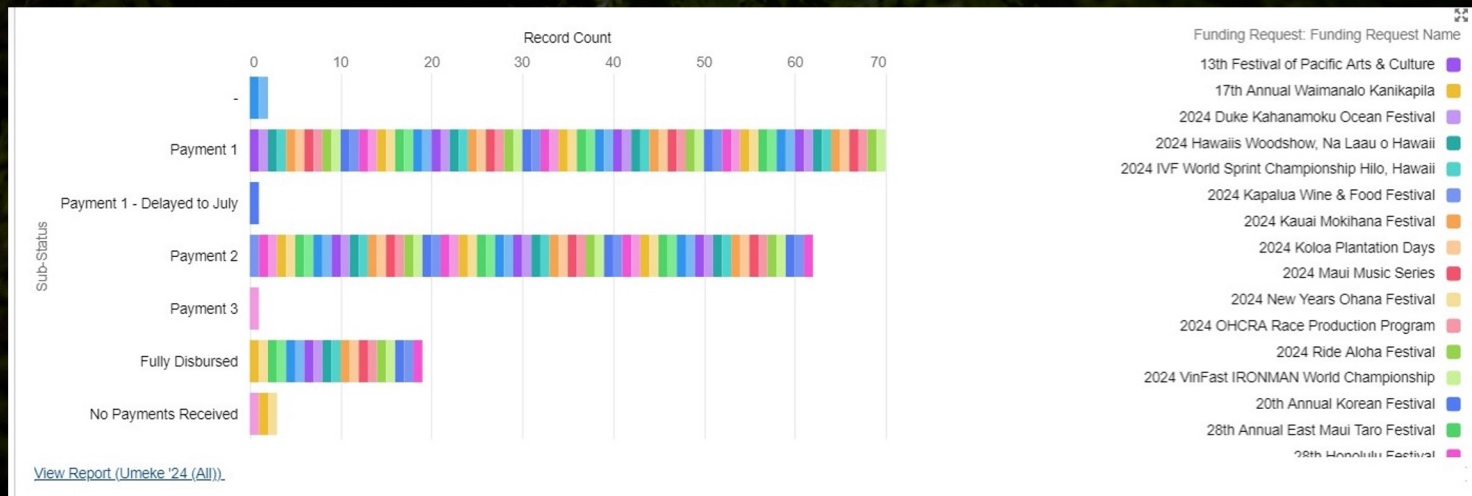
'UMEKE: 2024 AWARDEE CYCLE

'Umeke '24 (Awarded \$)
Total amount to be disbursed

\$7.5M

Kilohana Payments (Paid)

\$4.7M



Go Hawai'i app



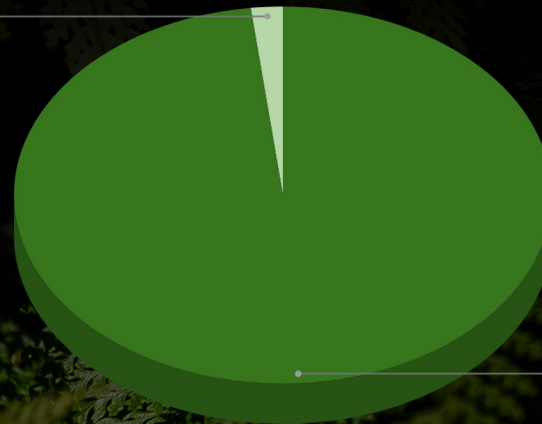
Tour Guide Certification



Amount Received/Billed 'Umeke

* October 2024

Amount Remaining \$179,117.64
1.9%



Amount Recieved \$9,175,147.02
98.1%

Amount Billed Total \$9,354,264.66

A close-up photograph of vibrant green fern fronds against a dark background. The fronds are illuminated from the right, creating a strong contrast and highlighting their intricate, feathery structure. The word "CURATOR" is overlaid in the center in a white, serif font.

CURATOR



174

Organizations Registered

62

Organizations Certified

40

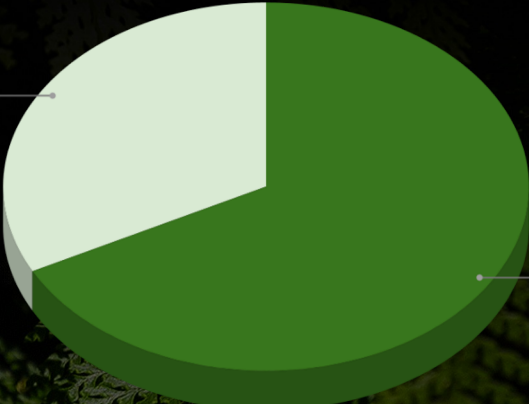
Organizations live on Qurator's website

- All Islands on track to meet Year One goals
- Presentation at September's HTA conference & targeted outreach to local businesses prompted an influx of new registered users on Qurator
- Three largest Japanese Inbound Tour Operators have joined Qurator, followed by cascading signups from their local partners

Amount Received/Billed Qurator

* Up to October 2024

Qurator Remaining \$70,687.50
32.6%



Qurator Amount Recieved \$146,125
67.4%

Amount Billed Total \$216,812.50

A close-up photograph of vibrant green fern fronds against a dark background. The fronds are illuminated from the right, creating a strong contrast and highlighting their intricate, feathery structure. The text "Mahalo Nui Loa" is overlaid in the center in a white, serif font.

Mahalo Nui Loa