Ke'ena Kuleana Ho'okipa O Hawai'i
1801 Kalākaua Avenue
Honolulu, HI 96815
kelepona tel (808) 973-2255
kelepa'i fax (808) 973-2253
hawaiitourismauthority.org

*KA HĀLĀWAI KŪMAU A KE KŌMIKE MOʻOHELU KĀLĀ, ʻOIHANA KĀLĀ,
A ME KE KIKOWAENA HĀLĀWAI O HAWAIʻI
KEʻENA KULEANA HOʻOKIPA O HAWAIʻI*

**Budget, Finance, and Convention Center
STANDING COMMITTEE MEETING
HAWAIʻI TOURISM AUTHORITY**

HĀLĀWAI KELEKAʻAʻIKE
VIRTUAL MEETING

Poʻalima, 13 Kekemapa 2024, 1:30 p.m.
Friday, December 13, 2024, 1:30 p.m.

E hoʻolele ʻīwā ʻia ka hālāwai ma o ka Zoom.   Meeting will be live streaming via Zoom.

E noi ʻia paha ʻoe e kāinoa me kou inoa a leka uila paha. E ʻoluʻolu, e hoʻokomo i kou inoa piha akā hiki nō iā ʻoe ke hoʻohana i ka inoa kapakapa e like me kou makemake.

You may be asked to enter your name or email. The Board requests that you enter your full name, but you may use a pseudonym or other identifier if you wish to remain anonymous.

https://us06web.zoom.us/j/85744860116

***Kelepona* / Call In: 1 669 900 6833**
***Helu Hālāwai* / Webinar ID: 857 4486 0116**

Hiki i ka lehulehu ke hōʻike manaʻo ma o ka palapala a i ʻole ma o ka waha. E kau palena ʻia ka hōʻike manaʻo waha (ma ke kino a i ʻole ma o ka Zoom) he ʻelima minuke ka lōʻihi no kēlā me kēia kumuhana. E kāinoa no ka hōʻike manaʻo waha ma ke pākaukau hoʻokipa ma ka lumi hālāwai. E kāinoa no ka hōʻike manaʻo 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 via Zoom will be accepted through the Q&A feature on Zoom.

E hoʻohui ʻia nā palapala hōʻike manaʻo i hiki ma ka pūʻolo hālāwai. E leka uila ʻia nā palapala iā Carole Hagihara-Loo ma carole@gohta.net, a i ʻole, e lawe kino ʻia i ke keʻena. No nā palapala hōʻike manaʻo i hōʻea mai ma hope o ka paʻa o ka pūʻolo hālāwai (ʻelua lā ma mua o ka hālāwai), e kākaʻahi ʻia nā kope i ke kōmike a e mākaukau no ka ʻike ʻia e ke anaina ma ka hālāwai.

Written testimony received ahead of the preparation of the committee packet will be included in the packet. Email written testimony to Carole Hagihara-Loo at Carole@gohta.net or hand-deliver or send via postal mail to the Hawaiʻi Tourism Authority office, 1801 Kalākaua Avenue, 1st Floor, Honolulu, HI 96815. Written testimony received after the issuance of the committee packet (two business days prior to the meeting) will be distributed to the committee.

Hālāwai Kūmau A Ke Kōmike Moʻohelu Kālā, ʻOihana Kālā, a me ke Kikowaena Hālāwai o Hawaiʻi
13 Kekemapa 2024, 1:30 p.m.
ʻAoʻao 2 o ka 5

Budget, Finance, And Convention Center Standing
Committee Meeting
December 13, 2024, 1:30 p.m.
Page 2 of 5

PAPA KUMUMANAʻO
AGENDA

1. *Hoʻomaka a Wehena*
   Call to Order and Opening Protocol

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. *Noi, Hōʻikeʻike, Kuka, a Hoʻoholo i ka Moʻolelo Kālā no Nowemapa 2024*
   Motion, Presentation, Discussion, and Action on the Hawaiʻi Tourism Authority's (HTA) November 2024 Financial Report; Recommend Approval

4. *Hōʻikeʻike, Noi, Kūkā, a Hoʻoholo i ka Moʻolelo Kālā a me ka Papahana Hoʻoponopono o ke Kikowaena Hālāwai o Hawaiʻi no Nowemapa 2024*
   Motion, Presentation, Discussion, and Action on the Hawaiʻi Convention Center's (HCC) November 2024 Financial Report and Update on the HCC's 6-Year Repair and Maintenance Plan; Recommend Approval

5. *Hōʻikeʻike, Kūkā a ʻĀpono i ka Papahana LA Rams no ka Makahiki 2025*
   Presentation, Discussion, and Action on the LA Rams 2025 Program

6. *Nūhou no nā Kūlana Destination Manager Hakahaka*
   Update on HTA Destination Manager Vacancies

7. *Hōʻikeʻike a Kūkā no ka Holomua o ka Palapala Hōʻike no ka ʻŌnaehana Hoʻopaʻa*
   Presentation and Discussion on the Progress of the Reservation System Report

8. *Hōʻikeʻike a Kūkā no ka Holomua o nā Pāhana EDA e Kaʻa ana ma Lalo o ka American Rescue Plan Act*
   Presentation and Discussion on the Progress of EDA's Non-Competitive State Tourism Grant under the American Rescue Plan Act

9. *Hōʻikeʻike, Kūkā, a Hoʻoholo no nā Kuleana a me nā Manaʻo ʻĒ Aʻe e Pili ana i ka Moʻohelu Kālā HTA i Hāpai ʻia e nā Lālā o ka ʻAhaʻōlelo, ka Papa Alakaʻi, nā Limahana, nā Kākoʻo, apwa, e Laʻa Hoʻi me:*
   Presentation, Discussion, and Action on HTA Budget Issues, Comments, and Suggestions Raised by Legislators, Board Members, Staff, Stakeholders, etc., including:

Hālāwai Kūmau A Ke Kōmike Moʻohelu Kālā, ʻOihana Kālā, a me ke Kikowaena Hālāwai o Hawaiʻi
13 Kekemapa 2024, 1:30 p.m.
ʻAoʻao 3 o ka 5

Budget, Finance, And Convention Center Standing
Committee Meeting
December 13, 2024, 1:30 p.m.
Page 3 of 5

a. *Nūhou no ke Noi i ka ʻAhaʻōlelo i Pili i ka Moʻohelu Kālā Kū Makahiki ʻElua o ka 2025-2027*
Status Update on the Fiscal Biennium 2025-2027 Budget Request to the Legislature

b. *Ka Papa Hana a Lawelawe ʻana o ka Hoʻokaʻaʻike e Pili Pū ana i ko ka HTA Moʻohelu Kālā, ke ʻAno e Lawelawe aku i ka Papa Alakaʻi, a me ka Pane a Hoʻoholomua Koke*
HTA Policies and Procedures for Communications Regarding HTA Budget, including Prompt Transmittal to Board, Timely Responses, and Follow-up Actions

c. *Ka Nūhou no ke Noi Hōʻoia a ka ʻAhaʻōlelo i Pili Hoʻi i ka HRS 23-13*
2023 Legislative Audit Pursuant to HRS 23-13

    i. *Ka Nūhou no ka ʻIkepili e Kū nei, ka Moʻohelu Kālā, a me nā Nīnūnē o ka Mālama Moʻohelu Kālā a ʻOihana Kālā*
    Status and Budget, Finance, and Accounting Issues

d. *Ke Kālā Pōulia ʻOihana Hoʻokipa*
Tourism Emergency Special Fund

    i. *Ka Nūhou no Ke Kulekele Hoʻolilo Kālā Pōulia*
    Status of Use of the Tourism Emergency Special Fund

    ii. *Ka Papa Hana, Lawelawe ʻana, a me nā Palapala e Pili Pū ana i ke Kālā Pōulia*
    Policies, Procedures, and Reports Relating to the Use of the Tourism Emergency Special Fund

e. *Ke Noi Kālā ʻĀpanakahi no ke Kākoʻo iā Maui*
Wildfire Incremental Budget Requests

    i. *Ka Nūhou no ka Māhuahua o ke Noi Kālā ʻĀpanakahi no ke Kākoʻo iā Maui*
    Update on Campaign Effectiveness, Cost/Benefit Ratio, and ROI for Wildfire Incremental Budget Requests

Hālāwai Kūmau A Ke Kōmike Moʻohelu Kālā, ʻOihana Kālā, a me ke Kikowaena Hālāwai o Hawaiʻi
13 Kekemapa 2024, 1:30 p.m.
ʻAoʻao 4 o ka 5

Budget, Finance, And Convention Center Standing Committee Meeting
December 13, 2024, 1:30 p.m.
Page 4 of 5

    ii. *Ka Nūhou no nā Palapala ʻAelike ʻĀpanakahi e Kākoʻo ana iā Maui a me ka Uku*
Status of Contracts and Payments for all Wildfire Branding Incremental Requests

f. *Nā Nīnūnē Moʻohelu Kālā o ka HTA, ka Papa Hana, a Lawelawe ʻana*
HTA Budget & Finance Issues, Policies and Procedures

    i. *Nā Waihona Kālā Lohi: ka Nūhou, Papa Hana, Lawelawe, a Palapala ʻana*
HTA Past Due Accounts: Status; Budget & Finance Policies and Procedures, and Reporting

    ii. *Na Loli o nā Palapala ʻAelike HTA: ka Nūhou a Kūkā no ka Papa Hana, Lawelawe, a ʻĀpono o ka Papa Alakaʻi, a me ka Palapala ʻana o ka ʻOihana Kālā*
HTA Contract Modifications: Status and Discussion; Budget & Finance Policies and Procedures, Board Approval, and Reporting

    iii. *Nā Kūlana Hoʻokō a me ka Uku Keu: ka Nūhou a Kūkā no ka Papa Hana, Lawelawe, a ʻĀpono o ka Papa Alakaʻi, a me ka Palapala ʻana o ka ʻOihana Kālā*
HTA Executive Employment Contracts and Bonuses: Status and Budget & Finance Policies and Procedures, Board Approval, and Reporting

    iv. *Ka Papa Hana Huakaʻi HTA: ka Nūhou a Kūkā no ka Papa Hana, Lawelawe, a ʻĀpono o ka Papa Alakaʻi, a me ka Palapala ʻana o ka ʻOihana Kālā*
HTA Travel Policies: Status and Discussion on Budget & Finance Policies and Procedures, Approval, and Reporting

g. *ā Nīnūnē ʻOihana Kālā no ke Kikowaena Hālāwai o Hawaiʻi*
Hawaiʻi Convention Center Budget & Finance Issues

10. *Hoʻokuʻu*
Adjournment

Hālāwai Kūmau A Ke Kōmike Moʻohelu Kālā, ʻOihana Kālā, a me ke Kikowaena Hālāwai o Hawaiʻi
13 Kekemapa 2024, 1:30 p.m.
ʻAoʻao 5 o ka 5

Budget, Finance, And Convention Center Standing
Committee Meeting
December 13, 2024, 1:30 p.m.
Page 5 of 5

*** *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 Meeting:** The Board may conduct an executive meeting 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.

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 ʻelua 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 4 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, e mālama ana ke Keʻena Kuleana Hoʻokipa o Hawaiʻi i kekahi wahi e hiki ai ka poʻe o ka lehulehu ke noho a komo pū ma nā hālāwai ma o ka hoʻohana ʻana i ka ʻenehana pāpaho (ICT). Aia ana kēia ʻenehana pāpaho ma ka papahele mua o ka lumi hoʻokipa i mua o ke Keʻena Kuleana Hoʻokipa o Hawaiʻi ma ke Kikowaena Hālāwai O Hawaiʻi. ʻO 1801 Kalākaua Avenue, Honolulu, Hawaiʻi, 96815 ka helu wahi.

In accordance with HRS section 92-3.7, the Hawaiʻi Tourism Authority will 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). The ICT audiovisual connection will be located on the 1st Floor in the Lobby area fronting the Hawaiʻi Tourism Authority at the Hawaiʻi Convention Center at 1801 Kalākaua Avenue, Honolulu, Hawaiʻi, 96815.

5

Presentation, Discussion, and Action on the LA Rams 2025 Program

HAWAI'I TOURISM

AUTHORITY

STAFF REPORT TO THE BOARD

December 11, 2024

REQUEST:

HTA staff seeks approval for a two-year, $1.5 million annual base partnership with the LA Rams, commencing in the 2025-26 season. This partnership provides extensive brand exposure, community engagement, and economic benefits aligned with HTA's strategic priorities. The total request over both years is **$3,865,000.**

Note that for each year of the agreement, HTA staff shall seek SPO approval for a sole source exemption and subject to the availability of funds.

FACTS:

These highlights represent a summary of the proposed partnership, with additional details to be provided upon the conclusion of final negotiations. For the OTAs and Community Engagement initiatives, HTA will maintain oversight and collaborate with the Rams to ensure activities are culturally appropriate, empower local communities, and align with Hawai'i's values. Activities will also include elements accessible to visitors, promoting regenerative tourism and fostering meaningful connections with Hawai'i's unique culture and environment.

- **Premium Association:**
  - Official designations: "LA Rams at Home in the Hawaiian Islands" and "Official Island Getaway of the LA Rams."
  - Use of Rams branding and marks for marketing campaigns across key platforms.
- **Organized Team Activities (OTAs):**
  - Rams team to host OTAs on Maui, including two public practices and a community day.
  - Content creation featuring Maui as the backdrop, distributed across Rams' digital and social platforms.
- **Community Engagement:**
  - Youth-focused activities: a football camp, girls' flag football clinic, and locker room refurbishment for a Maui high school.
  - Authentic brand integration in community events and digital promotion.
  - The Rams would also host an athletic trainers session focused on health and player safety

- **Gameday Entitlement:**
  - High-visibility branding during one home game annually, including LED displays, social media, and stadium activations.
  - Hawaiian-themed gameday elements such as lei and music, plus pre-game and in-game media inclusion.
- **Year-Round Digital Amplification:**
  - Sweepstakes and targeted digital campaigns to promote Hawaiʻi as a premier travel destination.
  - Logo inclusion in Rams' mobile app, website, and other digital content.
- **International Expansion:**
  - Leveraging the Rams' global presence in Japan to enhance Hawaiʻi's brand recognition through sweepstakes, digital campaigns, and co-branded marketing materials.

DISCUSSION:

Value to Hawaiʻi

- **Brand Extension & Awareness:**
  - Strategic alignment with a major NFL team ensures ongoing exposure in domestic and international markets.
  - Amplifies Hawaiʻi's image as a premier travel destination, leveraging the Rams' global fan base.
- **Community Benefits:**
  - Direct impact through youth sports programs, community day initiatives, and facility improvements in Maui.
  - Promotes regenerative tourism principles through culturally authentic activities and messaging.
- **Economic Impact:**
  - Drives tourism through enhanced destination marketing, which is expected to increase visitor arrivals and spending.
  - Aligns with HTA's focus on diversifying the tourism market with a sports tourism strategy.

BUDGET IMPLICATIONS:

- **Annual Investment:** $1.5 million, with a 3% annual escalator.
- **Playoff Costs:** Incremental billing for playoff games, capped at $360,000 annually, based on participation.
- **Funding:** Payments are to be made in two equal installments on April 30th and September 30th each year.
  - For 2025-2026 Season:
    - April 30, 2025, Payment 1
      - FY25, Program ID 115, BLI 346: $955,000
    - September 30, 2025, Payment 2
      - FY26, Program ID 116, BLI 346: $955,000

December 11, 20242

- For 2026-2027 Season:
  - April 30, 2026, Payment 1
    - FY26, Program ID 116, BLI TBD: $977,500
  - September 30, 2026, Payment 2
    - FY27, Program ID 116, BLI TBD: $977,500

- **Summary Table:**

	2025-2026 Season	**2026-2027 Season**	**Total**
Base	$1,500,000	$1,545,000	$3,045,000
Playoff Contingency	$360,000	$360,000	$720,000
Misc Costs	$50,000	$50,000	$100,000
Total	**$1,910,000**	**$1,955,000**	**$3,865,000**

Base: Covers all elements of the attached proposal, excluding the playoff contingency.

Playoff Contingency: Marketing-related expenses if the LA Rams reach the playoffs.

Misc Costs: Expenses incurred by HTA for the oversight and implementation of the program. These may include costs associated with program evaluation, travel, and activations such as photography, leis, musicians, and travel for HTA representatives.

RECOMMENDATION:

This partnership represents a strategic investment in sports tourism, delivering significant value to Hawai'i while aligning with HTA's mission to promote sustainable and culturally authentic travel experiences. Approval of this proposal is recommended.

December 11, 20243

6
Update on HTA Destination Manager Vacancies

STAFF REPORT TO THE BOARD

December 9, 2024

REPORT: Agenda #5: Update on HTA Destination Manager Vacancies.

  The HTA Destination Manager will be a key contributor in advancing projects that align with HTA's strategic plan and island-specific Destination Management Action Plans. The position is responsible for fostering community partnerships, promoting education and outreach, and implementing projects that enhance the visitor experience and improve the quality of life for residents.

  Since September 10, 2024, HTA has been actively recruiting to fill five vacant Destination Manager positions for the islands of O'ahu, Hawai'i Island, Kaua'i, Maui/Lāna'i, and Moloka'i.

FACTS:

1. Application Status:
   a. As of December 9th, the HTA has received 31 applications for the five newly established HTA Destination Manager positions.
      i. Applications Received by Island
         1. O'ahu – 11 Applications received
         2. Hawai'i Island – 4 Applications received
         3. Kaua'i – 1 Application received
         4. Maui – 2 Applications received
         5. Moloka'i – 3 Applications received
         6. Unspecified – 10 Applications received
2. Interview Status:
   a. Of the 31 applications, ten applicants have been selected for interviews. Five applicant interviews have been completed, two applicants have accepted other job offers, one applicant interview is set for December 12, 2024, at 3:30 PM, and three applicants are pending schedule confirmations.
      i. Interview Applicants by island
         1. O'ahu – 5 interviews
         2. Hawai'i Island – 1 interview
         3. Kaua'i – 1 interview
         4. Maui – 1 interview
         5. Moloka'i – 3 interviews

December 9, 2024

3. On October 16, 2024, Meagan DeGaia and Patti Ornellas joined the HTA as Destination Managers for Maui/Lāna‘i and Kaua‘i, respectively.

4. HTA staff intend to hire and onboard the remaining destination managers by February 2025. All efforts to do so before then will be exhausted.

7

Presentation and Discussion on the Progress of the Reservation System Report

Hawai‘i Smart Tourism App

Prepared for the **HAWAI‘I TOURISM** AUTHORITY

Presenter: Dan Wacksman

Scope of Work

The Hawaiʻi Tourism Authority seeks to enhance visitor and resident experiences through a destination app, leveraging digital services to improve engagement, streamline operations, drive economic benefits, and manage the destination more effectively. Sassato has been engaged to evaluate the app's feasibility and strategic approach, ensuring alignment with key goals and stakeholder interests. Deliverables include a comprehensive written report and presentation summarizing findings, analyses, and recommendations.

Key Deliverables

Stakeholder Analysis

- Interview up to 100 key stakeholders.

- Identify desired features, functionalities, and priorities.

Current Hawaii Systems and Integrations

- Assess existing apps and systems for compatibility.

- Highlight integration opportunities and potential challenges.

Benchmarking and Best Practices

- **Hawaiʻi**: Analyze similar state-level initiatives.

- **Global**: Research international best practices in destination apps.

Marketing and User Acquisition

- Strategies for marketing and user acquisition in the space

- Recommendations on branding, user engagement, and retention strategies to ensure app adoption and sustained success.

High-Level Business Requirements

- Prioritize app features and functionalities.

- Create a phased roadmap, starting with a Minimum Marketable Product (MMP).

Technical and Operational Considerations

- Technical Considerations and Potential Vendors

- Assess ongoing operational needs and cost implications.

Recommendations and Next Steps

- Provide strategic recommendations.

- Outline next steps for development.

The Sassato team brings together experienced consultants with decades of experience in travel and tourism both in Hawai'i and beyond.

Dan Wacksman
Project Lead

With over 25 years of experience in travel and hospitality, Dan has expertise in technology, marketing, distribution, and business management. He is currently CEO of Sassato, Senior Advisor McKinsey & Co, and previously SVP at Outrigger Resorts & Hotels.

Lisa Menor Miller
Stakeholder Analysis

A CPA with over 30 years of experience, Lisa has expertise in strategy, finance, and project management. She has led operations as VP of Franchising at FCH Corporation and COO/Asset Manager for HTH, overseeing $400 million in transactions and business development.

Mari Kam
Research and Marketing

A seasoned digital marketer with, Mari has led online marketing initiatives for Marriott properties in Hawai'i and managed marketing strategies for Halekūlani Corporation. She holds a Master of Management in Hospitality from Cornell and is skilled in providing insightful solutions for project execution.

Tim Peter
Tech and Ops

An award-winning digital marketing and technology leader, Tim has over 25 years of experience. He founded Tim Peter & Associates and previously led digital strategy for Wyndham Hotel Group and The Leading Hotels of the World. He also teaches digital marketing at Rutgers Business School.

John Neeley
Business Requirements

A senior IT executive with over 35 years of experience, John has led global technology and business development initiatives. His experience includes roles Outrigger Enterprises as VP of Technology and Lockheed Martin. John holds a Master of Science in Information Systems from Hawai'i Pacific University.
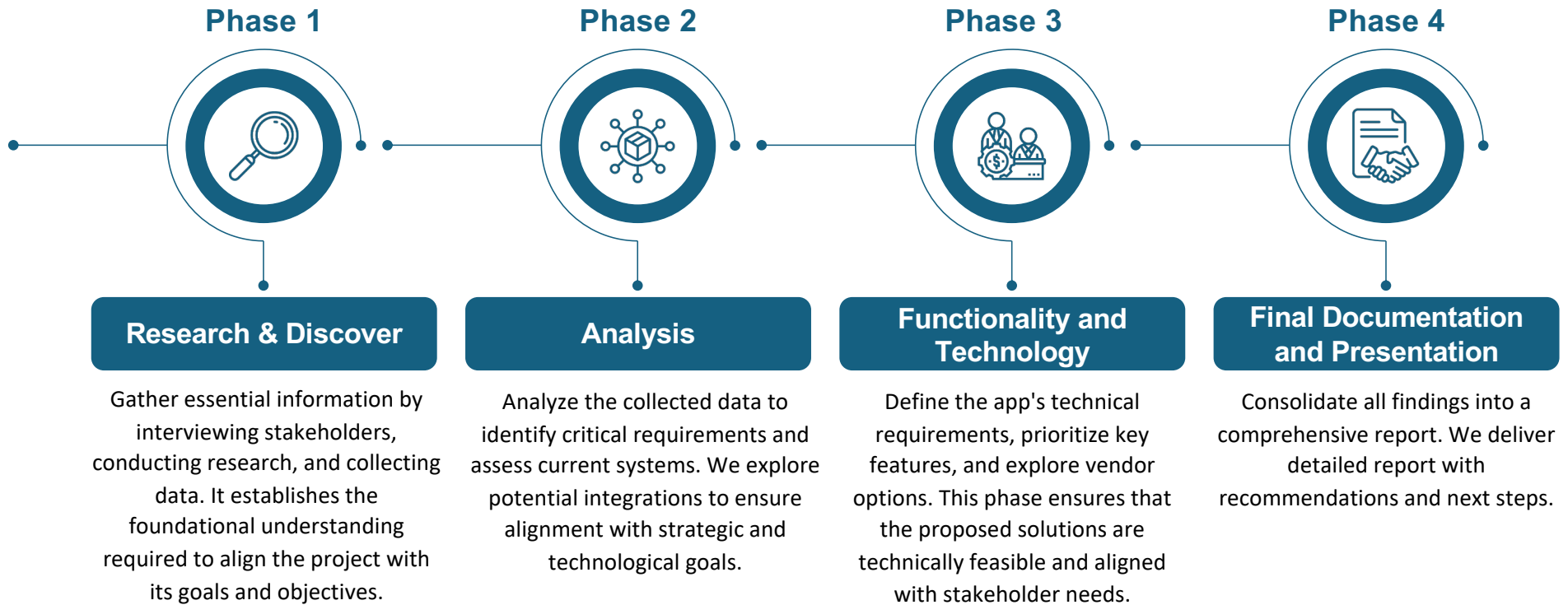
Dylan Wacksman
Project Coordinator & Research

A project manager at Sassato, Dylan brings experience in hospitality, with roles in social media, marketing, and front-of-house sales. He is a recent graduate of the University of Miami.

Project Approach

Phase 1
Research & Discover
Gather essential information by interviewing stakeholders, conducting research, and collecting data. It establishes the foundational understanding required to align the project with its goals and objectives.

Phase 2
Analysis
Analyze the collected data to identify critical requirements and assess current systems. We explore potential integrations to ensure alignment with strategic and technological goals.

Phase 3
Functionality and Technology
Define the app's technical requirements, prioritize key features, and explore vendor options. This phase ensures that the proposed solutions are technically feasible and aligned with stakeholder needs.

Phase 4
Final Documentation and Presentation
Consolidate all findings into a comprehensive report. We deliver detailed report with recommendations and next steps.

SASSATO

HAWAI'I TOURISM
AUTHORITY

4

Interviews Process

Arranging Interviews

HTA Creates Interviewee List
- **Initial Outreach**:
  1. HTA creates list of stakeholders
  2. HTA sends an introductory letter to introduce the project and its purpose.
  3. Sassato follows up with an interview invitation, including calendar links for scheduling and pre-interview survey.

- **Follow-Up Process**:
  1. Send up to three follow-up emails if there is no response.
  2. If no response after the third attempt, HTA attempts to reach out again and/or provide a list of alternative interviewees for outreach.

Interview Execution
  1. Ensure all logistics (calendar invites, platform access, etc.) are confirmed ahead of time.
  2. Conduct the interviews in a structured, professional, and utilizing the approved questions and expanding on them as needed
  3. Take detailed notes or record interviews (with consent) to ensure data accuracy.

Post-Interview

Data Review and Analysis:
  1. Synthesize individual interview findings to identify key themes and insights.
  2. Analyze the data from all interviews **in aggregate** to uncover broader trends, patterns, and correlations.

Key Findings:
  1. Refine the results into actionable key findings aligned with the project's objectives.
  2. Summarize insights in a concise, organized format for inclusion in project deliverables.

Key Dates:
- Project Kick Off: Sep 9, 2024
- Interview Start: Target Oct 1st, Actual Oct 15
- Interview Completion: Target Nov 15, Actual Dec 3
- Final Presentation: Dec 19

Interview Status

	Total	Percentage Completed
Stakeholders	102	
Interviews Completed	72	71%
Not Scheduled	30	29%
Surveys Completed	61	85%*

Not Scheduled
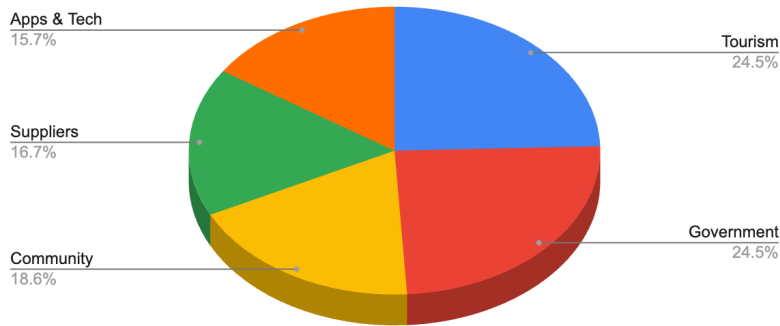29.4%

Interviews Completed
70.6%
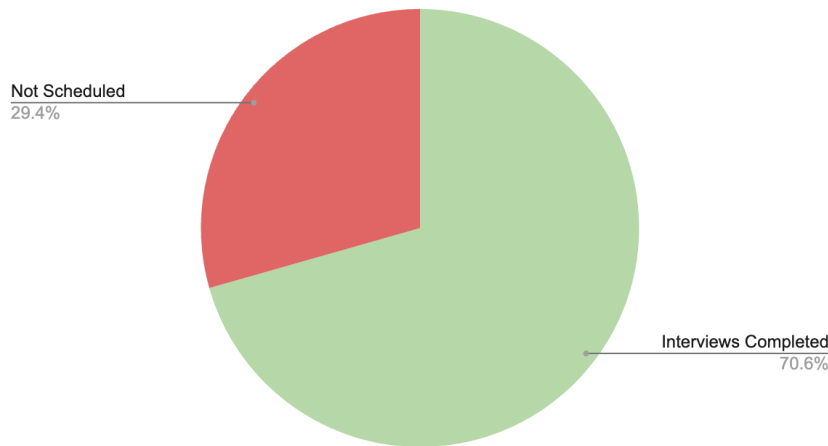
* Note: % of those interviewed who completed the survey

- ❑ All of the **102** Stakeholders that were on the list were invited to interview.

- ❑ **72** interviews have been completed.

- ❑ Initial plan was to complete interviews by Nov 15, but was pushed to Dec 3 to accommodate more interviews.

- ❑ At least three follow-up attempts were made to contact those who did not schedule an interview.

6

Interview Breakdown by Category

	Total Stakeholders Per Category	Completed Interviews by Category	Completed Interview Percentage	Stakeholders that Completed the Survey	Percentage of Stakeholders Were interviewed who also Completed Survey
Tourism	25	17	68.00%	12	70.59%
Government	25	19	76.00%	17	89.47%
Community	19	12	63.16%	11	91.67%
Suppliers	17	13	76.47%	12	92.31%
Apps & Tech	16	11	68.75%	9	81.82%
Total	102	72	70.59%	61	84.72%

Total Stakeholders Per Category

Apps & Tech 15.7%
Suppliers 16.7%
Community 18.6%
Tourism 24.5%
Government 24.5%

Completed Interviews by Category

Apps & Tech 15.3%
Suppliers 18.1%
Community 16.7%
Tourism 23.6%
Government 26.4%

Areas of Focus

Benchmark and Best Practices

Research and analyze Destination Marketing Organization (DMO) or related apps that have been developed, for both Hawaiʻi and Globally.

Current Systems

Develop a list known relevant Hawaiʻi apps and systems based on interviews and independent research, focusing on both governmental and non-governmental apps/services with similar functionality.

Potential Partners

Conduct initial discussion with potential vendors to gather insights and recommendations.

Business Requirements

Develop detailed list of potential features and functionalities for the app based on interviews and research.

Technical and Operations

Define the size and scope of the product, outlining key technical issues and ongoing support needs and related costs for maintaining the app.

Recommendations & Next Steps

Develop overall options and recommendations based on the analysis conducted throughout the project.

Slide 1

Managing tourism and enhancing the visitor experience

Research and Feasibility Report on the Creation of a Hawaii Smart Tourism App

Presenter
Dan Wacksman

Date
December 19, 2024

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1

Slide 2

Agenda

1. Project Background
2. Executive Summary
3. Stakeholder Analysis
4. Current Systems and Integrations
5. High Level Business Requirements
6. Marketing and User Acquisition
7. Technical and Operational Considerations
8. Recommendations and Next Steps
9. Supporting Materials

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Slide 4

The concept of "Smart Tourism" emerged around 2010, evolving from "Smart Cities."

It gained prominence as destinations sought technological solutions to address over tourism and enhance visitor experiences.

While there is no single agreed upon definition of Smart Tourism it can be summarized as:
The use of information and communication technologies to enhance the tourist experience and improve the efficiency of resource management to maximize both destination competitiveness and consumer satisfaction while also demonstrating sustainability.

Most definitions emphasize:
- The use of advanced technologies (ICT, IoT, AI, etc.)
- Data collection and utilization
- Enhanced tourist experiences
- Improved efficiency and sustainability
- Integration of various stakeholders and resources

Smart Tourism in Hawaii

- As on of the leading destinations in the world Hawaii has also been aware of and involved in Smart Tourism since its inception
- In 2020, when looking at post-covid tourism UHERO (University of Hawaii Economic Research Organization, issued a report titled "Can Hawai'i Rise from the Ashes of COVID-19 as a Smart Destination?"
- The Hawaii Tourism Authority's 2020-2025 Strategic Plan, while not directly addressing Smart Tourism, called for evaluating and utilizing technology to better manager tourism
- The Island Destination Management Plans also mention the use of technology in improving destination management.

- The Smart Tourism app actively became a discussion in the legislature in 2023 and 2024 led by Tourism Chair Representative Quinlan, and included discussion of:
  – A facility reservation system on a statewide basis
  – Pre-paid time slots for parking at popular destinations
  – Providing alternative destinations during peak times
  – Safety and cultural guidelines

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Slide 34

Centralizing Hawaii's tourism information into an app is complicated by a variety of factors including disparate sources, lack of current collaboration among partners, and the overwhelming volume of content needed to upkeep a reliable and up-to-date resource.

Key Challenges

Disparate Information Sources	No central "source of truth" currently exists, with information scattered across various platforms, making it challenging for visitors to find the most accurate and up-to-date resources.
Lack of Coordination Among Organizations	Many organizations are working towards similar smart tourism goals independently, at different development stages, leading to potential duplication and inefficiencies.
High Maintenance Needs	With so much information to manage, each organization will need to take responsibility for keeping their content updated, ensuring that a centralized platform remains a trustworthy, go-to resource.
Reliance on Social Media	Currently, visitors often rely on social media due to the abundance of resources for information, creating an additional risk that they are exposed to outdated, inaccurate, or even unsafe visitor information.

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AUTHORITY

Weekly Project Updates

Nov 11-Nov 19

✓ Interview Update
  ✓ Sent out 99 Invites
  ✓ Scheduled 68% of interviews
  ✓ Conducted 65% interviews
  ✓ 4 More Interviews are scheduled this week (will bring to 69%)
  ✓ Surveys completed by 88% of those scheduled

✓ Continue Interview Analysis and findings

✓ Continue working on analysis and building out slides for:
  ✓ Stakeholder Analysis
  ✓ Business Requirements
  ✓ Marketing and User Acquisition
  ✓ Tech and Ops Considerations

Nov 19-Nov 26

✓ Interview Update
  ✓ Sent out 101 Invites
  ✓ Scheduled 69% of interviews
  ✓ Conducted 68% interviews
  ✓ 5 Interviews have been completed since the last update
  ✓ 1 More Interview is scheduled this week (will bring to 69%)
  ✓ Surveys completed by 87% of those scheduled (We added two stakeholders which lowered the percentage)

✓ Initial Analysis of Stakeholder Interviews has been completed

✓ Further progress on analysis and building out slides for:
  ✓ Stakeholder Analysis
  ✓ Business Requirements
  ✓ Marketing and User Acquisition
  ✓ Tech and Ops Considerations

Nov 26-Dec 3

✓ Final research and follow-ups and interviews

✓ Continued working on analysis and building out slides for all sections

✓ Design

  ✓ Designed 50% of the Sections
  ✓ Initial assessment o ADA compliance work

✓ Began the planning the slides to be included in the final presentation and preparing the full report, including appendix items.

Up Next…

Task	Date
Complete drafts for all sections	December 2
Design remaining slides	December 2–6
Final edits, reviews, and updates	December 6–12
Review with Kilohana	December 13
Incorporate feedback	December 13–17
Ensure ADA compliance	December 13–17
Submit deck to HTA	December 17
Present to HTA	December 19
Incorporate any additional feedback	By Dec 22
Deliver comprehensive report	By Dec 27

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HAWAI'I TOURISM
AUTHORITY

Up Next…

Task	Date
Final edits, reviews, and updates	December 6–12
Review with Kilohana	December 13
Incorporate feedback	December 13–17
Ensure ADA compliance	December 13–17
Submit Presentation to HTA	December 17
Present to HTA	December 19
Incorporate Any Feedback	By Dec 23
Deliver Final Report	By Dec 27

December 11, 2024
Hoʻokahua Meeting
Overview/Update

December 12, 2023
Branding Meeting
Overview/Update

December 13, 2024
Budget, Finance, and Convention Meeting
Overview/Update

December 19, 2024
HTA Board Meeting
Presentation

Mahalo

8

Presentation and Discussion on the Progress of EDA's Non-Competitive State Tourism Grant under the American Rescue Plan Act

UPDATE ON THE EDA'S TRAVEL, TOURISM, AND OUTDOOR RECREATION NON-COMPETITIVE STATE TOURISM GRANT

Presented by
Caroline Anderson
Director of Planning
December 11, 2024

HAWAI'I TOURISM
AUTHORITY

TRAVEL AND TOURISM PROJECTS

Tourism Recovery – Branding Campaign

- **Paid Digital Media Results**
  - Amazon – 14.8 million impressions
  - LG – 9.8 million impressions
  - Roku – 9.3 million impressions
  - Samsung – 8.6 million impressions

- **Paid Social Media Results**
  - Facebook – 122 million impressions
  - YouTube – 70 million impressions
  - Instagram – 36 million impressions
  - TikTok – 30 million impressions
  - Pinterest – 21 million impressions

- **Budget:** $3.2 million
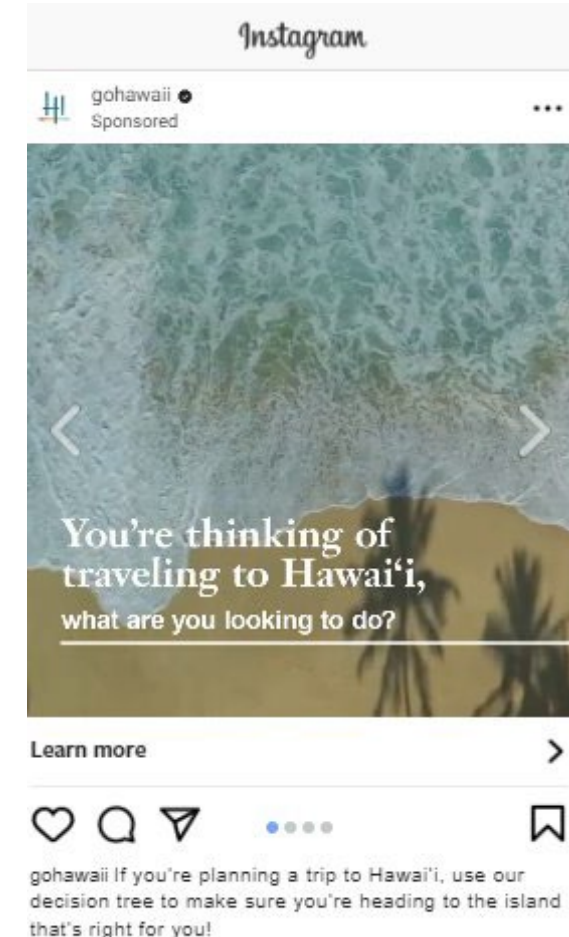
Tourism Recovery – Travel Trade Education Initiatives

- **In-market Travel Advisor Training**
  - 1,500 advisors via educational events
  - 200+ advisors through in-person appointments
  - 3,000+ advisors through Trade Shows
- **Additional Education Events**
  - June educational blitz (Denver and Salt Lake City)
  - Avoya Hawaiʻi/South Pacific training event
  - Global Travel Marketplace (GTM)
  - Midwest Agents Selling Travel Conference (MAST)
  - ASTA Global Convention
  - Travel Leaders EDGE Conference
  - Signature Travel
  - Northern California and Pacific Northwest Ohana Events
- **Trade Collateral**

Tourism Recovery Tactical Wholesaler Co-op Marketing
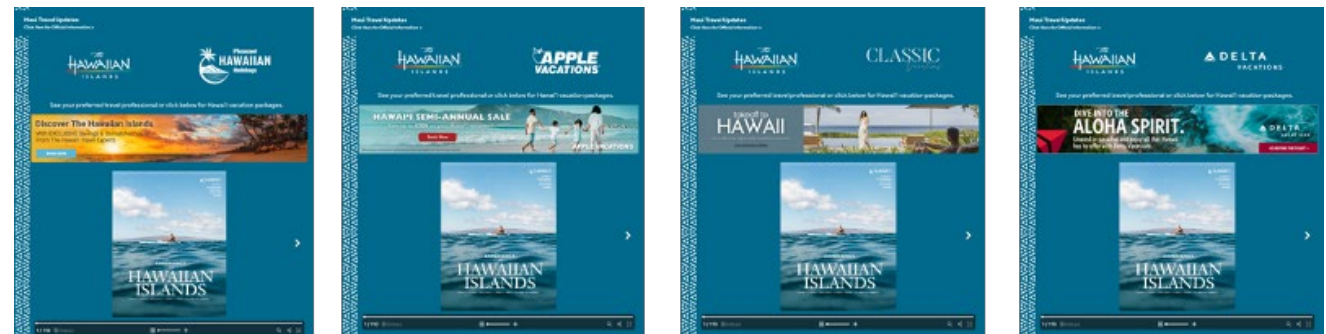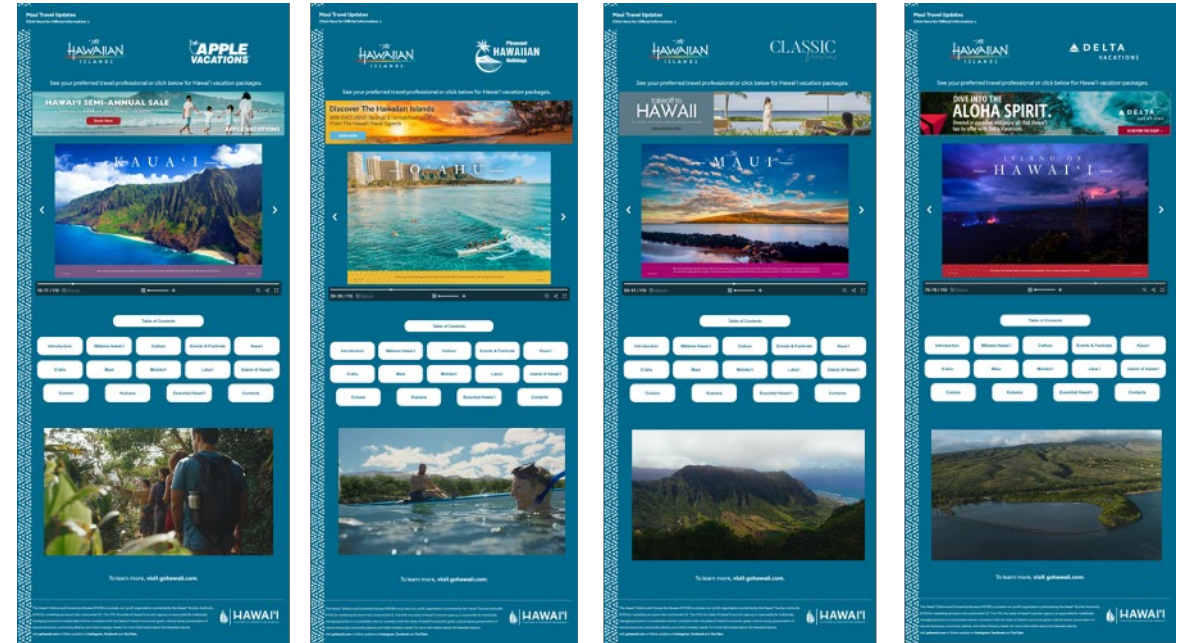
- **Co-Op Partners**
  - Pleasant Holidays
  - ALG/Apple Vacations
  - Delta Vacations
  - Classic Vacations
  - Hawaiʻi Destinations

- **Results**
  - Visitor Arrivals – 169,400
  - Room Nights Booked – 77,010
  - Visitor Expenditures -- $45.5 M

- **Budget:** $750,000

Urban Trails

- Create unique and engaging experiences to connect residents and visitors to vibrant towns rich in culture and history.

- **Status:**

  - Waiting for approved content and updated route. Will be refurbishing markers along the Waikiki Historic Trail. Partnership with County, OVB and NaHHA. To be completed by end of 2025.

  - Will seek proposals for other areas in Q1 2025 for completion in 2026.

- **Budget:** $750,000

Expanding Agritourism Opportunities in Hawaiʻi

Hawaiʻi Agritourism Study → Agritourism Conference → Hawaiʻi Agritourism Plan → Agritourism Community Tourism Collaborative

➤ **Status**: Waiting for EDA approval

➤ **Proposed Timeline**:

- Agritourism Study – completed in 3 months

- Agritourism Conference – Held in April/May 2025

- Hawaii Agritourism Plan – Completed by Q3 2025

- Agritourism Community Tourism Collaborative – Q4 2026

➤ **Budget**: $750,000

HTA / Mathieu Duchier

OUTDOOR RECREATION PROJECTS

Recreational Trails Research Project

- **Research aims:**

  (1) identify high risk trails based on human traffic, soil erosion, types of use (e.g., hiking, biking), and trail design

  (2) identify optimal actions to maintain trails for multiple uses, considering costs alongside social and environmental factors;

  (3) quantify willingness to pay for fee systems given user preferences

- **Accomplishments in 2024:**

  - 5 in-person workshops to determine project scope, objectives, and trail management actions

  - Statewide soil erosion modeling

  - Collected data for trail vulnerability & economic assessments

  - Weekly virtual planning meetings

- **Timeline:** Project is set to be finished by December 31, 2026

- **Budget:** $1.1M

NĀ MANU ʻELELE STEWARD PROGRAM

The Nā Manu ʻElele Steward program is a collaboration between DLNR and KUPU. This program was created in an effort to mitigate unwanted behaviors by trail users. Stewards engage with the public and share the history and hazards of their site.

The budget of **$3.85 million** will last until the end of 2026. The hiring capacity of this program is for employement of 24 full-time stewards. **There are currently 25 stewards employed statewide.**

Challenges :
- Response capacity of enforcement
- Hiring
  - Maui fire - limited job market
  - Kauaʻi wages – cost of living is high

Outcomes:
A goal of this program is to provide community empowerment for those connected to the sites. Results would include the implementation of site-specific management practices.

HAWAIʻI ISLAND
- Miloliʻi CBSFA

Various NAH trails:
- Kaulana Manu Trail
- Kaumanā Trail
- Onomea & Donkey Trail
- Pololū Valley
- Puna Trail
- Puʻu Huluhulu
- Puʻu Ōʻō

MAUI
- Kīpahulu CBSFA

Various NAH Trails:
- ʻOhai Loop Trail
- Polipoli Trail
- Waiheʻe Rodge Trail
- Waihou Spring Trail
- Waikamoi Trail

OʻAHU
- Kaneohe Bay CBSFA

Various NAH trails:
- ʻAihualama Trail
- Kalāwahine
- Kaʻiwa Ridge Trail
- Kanealole Trail
- Mānoa Falls Trail
- Makiki Arboretum Trail
- Makiki Valley Trail
- Maunalaha Trail
- Pauoa Flats Trails
- Puʻu Pia Trail
- Tantalus Arboretum Trail
- ʻUalakaʻa Trail
- Waimano Trail

IMPACTS
- Since May 2024, stewards have collectively engaged with an approximate 160,000 users.
- Implementation of standardized data collection statewide.
- Data collection for statewide trail capacity project.
- Prevention of injuries = Less rescues.
- Prompt first aid response time.
- Assisting DOCARE and HPD by reporting infractions.
- Community engagement.
- Public education and outreach.
- Communication and collaboration between: Nā Ala Hele, KUPU, Division of Aquatic Resources, Makai Watch program, Community Based Subsistence Fishing Areas, DOCARE, Hawaii Fire Department and the Hawaii Police Department.

Ala Kahakai National Historic Trail   Interpretive Plan

Research

- Extensive research on historical records and studies.
- Engagement with community members, partners, and lineal descendants.

Planning

- Establishment of a detailed interpretive signage plan.
- Development of historic and culturally significant information that will be displayed.

Feature Designing

- Implementation of interpretive signage, kiosks, and trail signs to highlight specific features.
- Utilizing tools to establish digital engagement.

Budget:	Completion:	Project area length	Partners: Ala Kahakai National Historic Trail HIDOT Highways, HI County Parks Local Communities
$300,000	End of 2025	180 miles	

NĀPUʻU RECREATION PLAN

Background

The Nāpuʻu region is composed of the Puʻuwaʻawaʻa Forest Reserve and Puʻuanahulu Game Management Area of North Kona.
- Project area is approximately 108,000 acres.
- Project budget is $400,000.

Preliminary Research

- Inventory of all existing resources that have the potential to be repurposed or reconstructed.
- Research of historic records.
- Analyzing components of potential recreational activities.

Engagement

- Consultation with descendent families.
- Consultation with stakeholders.
- Public input sessions.
- Conduction of surveys.

Output

- Recreation plan for the Nāpuʻu region.
- Findings of cultural and historic research.
- Recommendations from stakeholders/ all user groups.
- Compliance documents for implementation of recreational features.
- Interpretive and signage plan.
- Project must be completed in entirety by June 30, 2026.
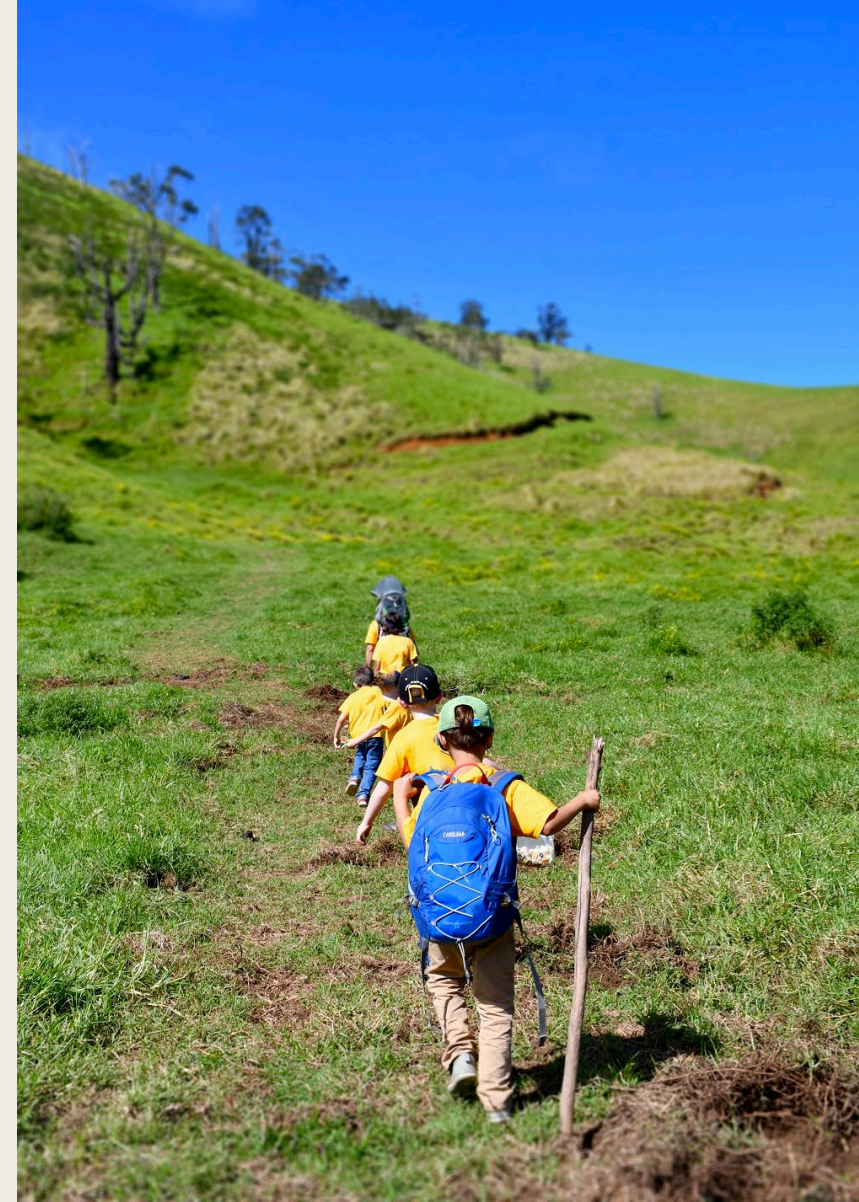
Equipment and Educational Materials
Division of Conservation and Resource Enforcement (DOCARE)

Project Summary:

Purchase gear for equipping our Conservation Enforcement Officers and procuring educational and outreach materials for distribution to the public

Accomplishments:

New badges and outreach materials have been purchased

Challenges:

Procuring appropriate vendors for the types of equipment and materials needed

Department of Land and Natural Resources

Completion:
End of 2025

Budget:
$400,000

Day Use Mooring Buoy Program $400,000

TASKS

1: Update statewide inventory of day-use mooring buoys

2. Update and revise DLNR DMB Management Plan

3. Develop and maintain online database of moorings and maintenance status for South Maui and Molokini DMBs ("Maui Pilot")

4. Inspect Maui Pilot moorings twice annually.

5. Maintain Maui Pilot moorings (repair and replace)

6. Develop and implement a communication plan to engage DMB users

7. Develop capacity for maintenance and inspection statewide using BMPs developed under the Maui Pilot

Accomplishments

Tasks 1 – 7 were subawarded to the nonprofit Malama Kai Foundation, who have developed a public-facing website for beta testing, completed the first round of inspections and repairs for the Maui pilot, and are updating the DMB management plan. *Timeline: Completion June 2026*

O'ahu Coral Restoration Enhancement

Division of Aquatic Resources (DAR) Hawai'i Coral Restoration Nursery (HCRN)

Project Summary: Plant 80 - 100 nursery-grown native Hawaiian corals at existing Kewalo and/or Maunalua Bay SCUBA dive sites as educational restoration for visitors and residents

- Obj 1: Integrate stakeholder input into coral restoration plan.
- Obj 2: Implement site-specific coral restoration plans within existing Kewalo and/or Maunalua Bay recreational SCUBA dive sites.
- Obj 3: Provide outreach and education engagements with Hawai'i's communities.

Accomplishments

- **Obj 1**. Formed the engagement team, identified stakeholders, completed outplant site assessments at Kewalo dive sites, finalizing a stakeholder engagement contractor.
- **Obj 2**. Started growing 40 coral pyramid modules from coral that would appropriate to outplant at either proposed restoration site.
- **Obj 3**. Created and implemented a new Coral Nursery Internship program for students, worked with partners to create educational materials and reached over 1,000 individuals in outreach and community events, worked with local educators to develop student-led coral restoration projects in the classroom.

Challenges: Delays in securing a stakeholder engagement contractor pushed stakeholder meetings to early 2025.

Timeline: Completed by Dec 31, 2026   **Budget**: $750,000