



**HĀLĀWAI PAPA ALAKA'I KŪMAU O KE KE'ENA KULEANA HO'OKIPA O HAWAII'
REGULAR BOARD MEETING OF THE HAWAII' TOURISM AUTHORITY**

**HĀLĀWAI HŌ'EA KINO A KELEKA'A'IKE
HYBRID IN-PERSON & VIRTUAL MEETING**

**PŌ'AHĀ, 30 IANUALI 2025, 9:30 AM
THURSDAY, JANUARY 30, 2025 AT 9:30 AM**

Kikowaena Hālāwai O Hawai'i
Papahale Ho'okū Ka'a | Lumi Nui A
1801 Alaākea Kalākaua
Honolulu, Hawai'i 96815

Hawai'i Convention Center
Parking Level | Executive Boardroom A
1801 Kalākaua Avenue
Honolulu, Hawai'i 96815

E ho'olele 'īwā 'ia ka hālāwai ma o ka Zoom.

Meeting will be live streaming via Zoom.

<https://us06web.zoom.us/j/82400844734>

*E noi 'ia 'oe e kainoa me kou inoa. E 'olu'olu, e ho'okomo i kou inoa piha akā hiki nō iā 'oe ke ho'ohana i ka inoa kapakapa e like me kou makemake. E noi 'ia 'oe e hā'awi mai i kāu helu leka uila. Hiki nō ke ho'opihapiha penei, ****@****mail.com*

You may be asked to enter your name. The Board requests that you enter your full name, but you may use a pseudonym or other identifier if you wish to remain anonymous. You may also be asked for an email address. You may fill in this field with any entry in an email format, e.g., [**@****mail.com](mailto:****@****mail.com).**

**Kelepona / Call In: (669) 900-6833
Helu Hālāwai / Webinar ID: 824 0084 4734**

Hiki i ka lehulehu ke hō'ike mana'o ma o ka palapala a i 'ole ma o ka waha. E kau palena 'ia ka hō'ike mana'o waha (ma ke kino a i 'ole ma o ka Zoom) he 'elima minuke ka lō'ihī no kēlā me kēia kumuhana. E kāinoa no ka hō'ike mana'o waha ma ke pākaukau ho'okipa ma ka lumi hālāwai. E kāinoa no ka hō'ike mana'o 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 in-person will be at the registration table in the meeting room. Signup for oral testimony via Zoom will be accepted through the Q&A feature on Zoom.

E ho'ohui 'ia nā palapala hō'ike mana'o i hiki ma ka pū'olo hālāwai. No nā palapala hō'ike mana'o i hō'ea mai ma hope o ka pa'a o ka pū'olo hālāwai ('elua lā ma mua o ka hālāwai), e kāka'ahi 'ia nā kope i ka papa alaka'i a e mākaukau no ka 'ike 'ia e ke anaina ma ka hālāwai. E leka uila 'ia nā palapala iā Carole Hagihara-Loo ma carole@gohta.net, a i 'ole, e lawe kino 'ia i ke ke'ena.

Written testimony received ahead of the preparation of the board packet will be included in the board packet. Written testimony received after the issuance of the board packet (two business days prior to the meeting) will be distributed to the board and available for public inspection at the meeting. Email written testimony to Carole Hagihara-Loo at Carole@gohta.net or hand-deliver or mail to the Hawai'i Tourism Authority office, 1801 Kalākaua Avenue, 1st Floor, Honolulu, HI 96815.

**PAPA KUMUMANA'O
AGENDA**

1. *Ho'omaka*
Call to Order
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. *Wehena*
Opening Protocol
4. *Hō'ike O Nā Hālāwai 'Ae 'Ia*
Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(e)
5. *'Āpono Mo'olelo Hālāwai*
Approval of Meeting Minutes of the December 19, 2024 Regular Board Meeting
6. *Hō'ike A Ka Luna Ho'okele*
CEO Report
 - a. *Hō'ike I Ka Mo'olelo Kūmakahiki*
Presentation of the Hawai'i Tourism Authority 2024 Annual Report
 - b. *Hō'ike'ike a Kūkā no nā Pāhana Ho'olālā (Deferred from 12/19/24 Board Meeting)*
Presentation on HTA's Planning Projects as they Relate to the Tourism Functional Plan, HTA Strategic Plan, and Destination Management Action Plans
7. *Hō'ike A Ka Luna Ho'omalū*
Board Chair Report
8. *Hō'ike'ike Noi'i 'Oihana Ho'okipa*
Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets
9. *Hō'ike A Ke Kōmike Alowelo*
Report and Update by the BRANDING STANDING COMMITTEE
 - a. *Hō'ike'ike, Kūkā A Ho'oholo I Ka Hana Hokona 'Amelika 2025*
Presentation, Discussion and/or Action on the Plans for 2025 U.S. Market Saturation Activations

10. **Hō'ike A Ka Hui Kūkā 'Aha'ōlelo**
Report, Update and/or Action by the LEGISLATIVE PERMITTED INTERACTION GROUP (PIG)
11. **Hō'ike'ike A Ka Papahana Mālama 'Āina Ho'okipa**
Presentation on HTA Destination Stewardship Programs
12. **Hō'ike A Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, A Me Ke Kikowaena Hālāwai**
Report and Update by the BUDGET, FINANCE, AND CONVENTION CENTER STANDING COMMITTEE
 - a. *Hō'ike'ike, Noi, Hō'ike'ike, Kūkā, A Ho'oholo No Ka Mo'olelo Kālā*
Presentation, Motion, Discussion, and Action on the HTA's November and December 2024 Financial Reports
 - b. *Noi, Kūkā A Ho'oholo No Ka Mo'olelo Kālā Kikowaena Hālāwai O Hawai'i*
Motion, Discussion, and Action on the Hawai'i Convention Center's (HCC's) November and December 2024 Financial Reports and Update on the Hawai'i Convention Center's 6-Year Repair and Maintenance Plan
 - c. *Nūhou no ke Noi i ka 'Aha'ōlelo i Pili i ka Mo'ohelu Kālā Kū Makahiki 'Elua o ka 2025-2027*
Motion, Presentation, Discussion, and/or Action on the Status Update on the Fiscal Biennium 2025-2027 Budget Request to the Legislature
13. **Hō'ike A Ke Kōmike Ho'okele A Hō'ōia Ke'ena**
Report and Update by the ADMINISTRATIVE & AUDIT STANDING COMMITTEE
 - a. *Kūkā A 'Āpono I Ke Kulekele Ho'ohana Lumi*
Discussion and/or Approval of the Hawai'i Convention Center Space Use Policy #400-02
14. **Ho'oku'u**
Adjournment

*** *'Aha Ho'okō: Ua hiki i ka Papa Alaka'i ke mālama i kekahi hālāwai kūhelu i kū i ka Hawai'i Revised Statutes (HRS) § 92-4. E mālama 'ia 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 Alaka'i kūkā a ho'oholo 'ana i nā nīnūnē a nīnau i pili i ko ka Papa Alaka'i kuleana me ko ka Papa Alaka'i loio. He hālāwai kūhelu kēia i 'ole paulele 'ia ka 'ikepili a i mea ho'i e mālama kūpono ai i ko Hawai'i 'ano, he wahi i kipa mau 'ia e nā malihini.*

*** Executive Session: The Board may conduct an executive session closed to the public pursuant to Hawai'i 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 Hawai'i's competitive advantage as a visitor destination.

Ma lalo o ka māhele 531.5 o ka Budgetary Control Accounting Manual, Moku'āina 'o Hawai'i, he māhele ka 'aina awakea o ka hālāwai. E mau ana ka hālāwai ma loko nō o ka 'ai 'ana, 'a'ole ho'i ia he wā ho'omalolo.

Pursuant to Section 531.5, of the Budgetary Control Accounting Manual, State of Hawai'i, lunch is served as an integral part of the meeting, while the meeting continues in session, and not during a break.

Inā he lawelawe a mea like paha e pono ai ke kīnānā, e ho'oka'a'ike aku me Carole Hagihara-Loo ma (808)-973-2289 a ma ka leka uila e like me ka wikiwiki i hiki, 'a'ole ho'i a ma 'ō aku o ka 'ekolu lā ma mua o ka hālāwai. Inā 'ike 'ia he noi i ka lā ma mua o ka hālāwai, e ho'ā'o mākou e 'imi i ka lawelawe a mea like paha, 'a'ole na'e ho'i e hiki ke ho'ohiki 'ia ke kō o ua noi lā. Ua noa pū kēia ho'olaha ma nā kino 'oko'a 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 3 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 'ōlelo o ke Kānāwai Hawai'i i ho'oholo 'ia māhele 92-32.7, 'a'ole e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawai'i i kekahi wahi ka'awale no ka lehulehu a lālā papa alaka'i e nānā a e komo ai i ka hālāwai ma ka ho'ohana i ka 'enehana komo hālāwai, no ka mea, hiki nō i ka po'e o ka lehulehu a lālā papa alaka'i ke nānā a komo pū ma ka hālāwai hō'ea kino.

In accordance with HRS section 92-3.7, the Hawai'i Tourism Authority will not 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) because there will be an in-person option for members of the public and board member to view and participate in the meeting.

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Approval of Minutes of the December 19, 2024 Regular Board Meeting



Ke'ena Kuleana Ho'opipa O Hawai'i
1801 Kalākaua Avenue
Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
kelepa'i fax 808 973 2253
hawaii tourism authority.org

**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY
Thursday, December 19, 2024, 9:30 a.m.**

Hybrid In-Person & Virtual Meeting

Hawai'i Convention Center
Parking Level | Executive Boardroom A
1801 Kalākaua Avenue
Honolulu, Hawai'i 96815

MINUTES OF THE REGULAR BOARD MEETING

MEMBERS PRESENT:

Mufi Hannemann (Chair), Mahina Paishon (Vice Chair) (Zoom), Kimberly Agas (Zoom), Todd Apo, David Arakawa, Stephanie Iona, James McCully, Blaine Miyasato (Zoom), Roy Pfund, James Tokioka (Ex Officio, DBEDT Director), Chris West, Mike White

HTA STAFF PRESENT:

Daniel Nāho'opi'i, Kalani Ka'anā'anā, Isaac Choy, Talon Kishi, Caroline Anderson, Jadie Goo, Ilihia Gionson, Iwalani Kūali'i Kaho'ohanohano, Carole Hagihara, Amalia Kartika

GUESTS:

Jennifer Chun, Laci Goshi, Alison Schaefer, Jeffrey Eslinger, Lei-Ann Field, Nathan Kam, Kara Imai, Krislyn Hashimoto, Jay Talwar, Ka'i'ini Aranaydo, Carmela Resuma, Kūhiō Lewis, Tyler Gomes, Aaron Salā, Jessica Lani Rich, Nick Carroll, Kekoa Carvalho, Adrian Tam, M. Jamshidi Kent

LEGAL COUNSEL:

John Cole

1. Call to Order

Chair Hannemann called the meeting to order at 9:30 a.m.

2. Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic

Mr. Gionson did the roll call, and all Board members attended in person, except for Vice Chair Paison, Ms. Agas, and Mr. Blaine Miyasato, who attended via Zoom and were by themselves.

3. Opening Protocol

Chair Hannemann asked to take a moment of silence for the passing of two young pilots in a recent airplane crash.

Chair Hannemann also announced Mr. Kalani Ka'anā'anā's birthday today. Mr. Gionson did the opening cultural protocol and shared the meaning of ola, and the life and vitality of the Hawaiian language.

4. Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(e)

There was no input on Permitted Interaction Groups.

5. Approval of Meeting Minutes of the November 26, 2024 Regular Board Meeting

Mr. Miyasato made the motion to adopt the minutes, and Mr. White seconded, and the motion passed unanimously.

6. CEO Report

Mr. Nāho'opi'i said the meeting packet has the full CEO report with details on each of the activities and the work progress they have been doing for November. They are still working on their objectives and goals and have set them in a five-year timeline. The first step in this fiscal year, leading into the rest of the calendar year, is to stabilize the important markets. Recovering demand from the domestic markets, the U.S. and Canada were particularly affected by the Maui wildfires while continuing to rebuild their international markets - Japan, Oceania, Korea, and working into China, and recently Europe. They plan to optimize Within the next two or three years. The legislature appropriated the five additional destination managers they had

requested. The Board approved a restructuring plan focusing more on island-based destination management and island-based decision-making from the governance study 2023. Within the next two years, they would have that worked out, hired all the positions, and worked out the system in the planning process. They will lessen the impacts but increase the positive impacts by creating tourism products that benefit the communities and provide economic development at the community and island-based levels.

He highlighted the CEO report for the month. They have the report on the Marketing Maui Recovery Plan 3. So, the U.S. Plan 3 approved a couple of months ago was to continue enhancing and featuring Maui Island in the U.S. market. They also have the value-added accommodations, attractions, and activities featured on the GoHawaii site. They completed the promotion of those value-added offers. This will drive quick response and encourage visitors to book travel to Maui.

The Lahaina Festival is a follow-up from the original Maui Recovery plan that they had a PIG created a report that stated that one of the issues on Maui was not having enough retail options for visitors and residents to supplant what was destroyed during Lahaina. So, there is no structure where local Maui businesses could sell their products to visitors, particularly on the west side, because many retail outlets were in Lahaina. The HTA's funding went towards marketing the Lahaina Festival. However, the CNHA and many of the partners there on Maui put together a week-long festival that promoted locally made products. It was tied into the Maui Invitational basketball tournaments at the same time.

On the international side, they presented this to the Brand Market Brand Standing Committee. They invoked a campaign with Expedia and Brand USA with matching funds from both of those as well as the GMTs in Japan, Canada, and Oceania, similar to what they are doing in the U.S. They worked with Expedia to identify offers from industry partners, including both accommodations, but also attractions and activities. As was noted in previous research, one of the ways to draw people back to Hawai'i is to show what the new features are since the pandemic and the great new attractions in Hawai'i to encourage them that the destination has a lot more value than other destinations. For the Expedia campaign, they worked with the partners for a 20% or more discount or other value-added offers. As reported the previous month, they were successful in just the first few weeks. It runs through March.

The two-year plan - they will stabilize the island-based management. Ms. Anderson would speak about that later. He thanked the director for reorganizing the HTA to be more island-focused and focus on destination stewardship and management. That side of the house was officially approved. All the agencies, including the unions, approved the plan, which will move things forward for the HTA. He mentioned the two destination managers that were hired. They

continue to recruit for the additional three positions. They are in the pipeline for two more offers and will have one more. He said if anyone is still interested, the open positions are posted on the hawaiiitourismauthority.org website.

To realize their five-year goal to change to a more regenerative tourism reputation and brand for Hawai'i, the Hawaiian Islands, they have finalized the tour guide certification curriculum and a cultural practitioner database. They are pushing it out to international and U.S. marketing contractors. This was a need that they had been asking for. For the community tourism collaboratives they celebrated the graduation of two sets of cohorts.

On the U.S. side, they have been working closely with Tourism Cares, a well-known international organization looking at the regenerative tourism relationship between mindful, responsible travelers and how they can find the options. Many people are out there but need to know where to go and which destinations have activities, attractions, and accommodations. They wanted to celebrate the Hawaiian Islands being put on the Tourism Cares meaningful travel map. Tourism Cares has been promoting it widely internationally. Tourism Cares came for a FAM to get more familiar with the various products in Hawai'i that align with their brand and value system.

Mr. Arakawa thanked Mr. Nāho'opi'i for the financial report. He said that they would go through the status of some of the contracts in the next budget meeting. Some contracts expire at the end of December, and they may lose money. He said perhaps his staff and the finance and procurement staff can prepare a list of those contracts so the Board members can see which contracts are expiring and whether they will extend them. He spoke about the legislative audit. They had run out of time in the BFCC and said they would cover that in the next meeting. He suggested that the next time, Mr. Nāho'opi'i can speak about his procurement and finance staff who prepared a contract dashboard, where the status of every HTA contract can be seen every day by every employee. He said no other State Department has that kind of transparency. He spoke about the status of the budget request to the governor, which was not on the agenda. At the proper time, he would request that the agenda be amended to add that to agenda item number 17.

Mr. McCully asked Mr. Arakawa about the lapsing of items between now and the end of the year. He wondered if he would cover that in the BFCC. Mr. Arakawa said they would cover that in the BFCC. He said perhaps the CEO and VP of Finance could look to get that report out sooner rather than later to the Board members so the Board members will know before the end of the year.

Mr. McCully asked if there is anything substantive that can be done about lapses. Mr. Nāho'opi'i said he is not aware of any critical lapses. He said they are coming to the end of the contract activities, and some unspent funds may need to be returned or re-encumbered. There are some they have decided not to continue to pursue going forward, and he would do a report on that and send it out.

7. Board Chair Report

Chair Hannemann commended Dr. James Barahal for utilizing the maximum capacity of the grant, which the Board approved for the Honolulu Marathon. There were record numbers of runners, 36,000 plus. He increased participation from the continent by up by 30%. Local participation was up 40%. They were also able to give a bump to Japan for that very important event. He also acknowledged Mr. Pfund for attending one of their events on HTA's behalf. He acknowledged the Honolulu Marathon and the folks there. They appreciated the HTA's support for the prestigious event held annually in December. He also wanted to acknowledge Ms. Iona. The Polynesian Football Hall of Fame clinics had begun part of the regenerative tourism outreach. This year, they were able to have a clinic in every county. For the first time, Leilehua High School in central O'ahu on the North Shore had a clinic. This is all a precursor to the big Polynesian Football Hall of Fame game.

He wanted to acknowledge Phil Hetu and Kevin Kaplan for heeding their requests to ensure that as many young people are impacted by what they do. He thanked Sen. DeCoite, who happened to be on Kaua'i then, Sen. Kidani, who went to the clinic at Leilehua High School, and members of Sen. Dela Cruz's staff. He spoke about the Sony Open, another event that the HTA funds. The staff has already been in discussions with them. They would like to see more of a regenerative tourism aspect to the Sony Open. It is a very worthwhile investment.

Chair Hannemann acknowledged the Outrigger Hotel and Resorts, the Cirque du Soleil 'Auana. He attended the VIP reception. They had pointed out the importance of their native Hawaiian language and culture in full display in Waikiki. He asked AG Cole if he could speak about some of the issues that they have been discussing, especially with respect to the HTA and the relationship with other state agencies.

AG Cole reminded them that on May 30, the previous year, the Attorney General was there explaining a guidance question that she had given to the chair when he had asked about a Senate Bill that took away some of the exceptions that the HTA had regarding the administrative supervision of boards. They had all been sent a copy of that letter and the minutes from that executive session, during which there was a lot of back-and-forth between the AG and Board members. The outcome was that the HTA's statutes gave the Board and the

CEO specific powers. If there is conflict or tension between the two provisions, then the more specific or the HTA one would take precedence. At the last Board meeting, they swapped some Administrative and Audit committee members. Mr. White was the chair and was replaced by Mr. McCully, but the Board did not assign who a new chair would be. Questions arose when the committee with a new membership wanted to hold a meeting. They wanted to know about electing their chair. He had looked at the bylaws, which said the Board may create committees and appoint chairs for them. Since the chair had not done so, a committee could vote for the chair of the committee. Ultimately, it would be the Board's decision whether or not to revisit that. In relation to that, he went back to some of the things AG Anne Lopez had discussed. One is the HTA's bylaws and how they should be reviewed and updated regularly. A major purpose of the bylaws is to define delegations that the Board wants to give. Part of that could be delegations to the president and CEO or committees. If they are not well-defined, they can be reviewed and updated.

The other part of the bylaws that would be important is how decisions are made, whether through committees or otherwise, with personnel. There are some delegations in the current bylaws, but they are high-level. If the Board wants to, they can always be more specific or change them to something else. He brought up a few more points that she made. One of them is that the Board is part of the executive branch of government under the DBEDT department. Top-of-mind decisions are to have the state's best interest in making the policy and fiduciary decisions. Once a Board votes on a matter, that is the Board's position. Once a decision is made, it should speak with one voice.

Mr. McCully asked AG Cole about the new law that was passed, which has a statutory provision. 201B3 uses permissive language, not mandatory language. It says that the Board may delegate the authority to represent the Board to the legislature or the executive, federal, or local policies. It does not mandate that they delegate that power, which would then be reserved to the Board as a whole. He asked if the Board as a whole has this power precedent over this more recent language. AG Cole said it would be the Board as a whole because the statute is specific to the HTA, whereas the provision for administrative supervision of Boards and commissions is general. It applies to all Boards and commissions.

Mr. McCully said that historically, they passed a resolution in the fall of the year in which they specifically delegated that power to the CEO or any other entity. Previously, the resolutions delegated it only to the CEO. He said that moving into the 2025 legislative session, the Board has the power to represent the Board to government entities. AG Cole confirmed that as correct.

Chair Hannemann said that for clarification, the passed resolution designates Mr. Nāho'opi'i as a representative before the legislature goes through the calendar year 2024. 2025 would be the appropriate time to ask for the reauthorization again, whichever that might be that the Board decides. He asked if that could be discussed in that legislative PIG committee and then brought forward before the Board. They would then need to vote on creating a legislative PIG and then assign Board members to be on the legislative PIG.

AG Cole clarified that the typical PIG, like The Governance Committee and others, are investigative PIGs, where they take one issue or a set of issues, gather information, and report back, and then they are dissolved. The legislative PIG is a different PIG, so it is not necessarily dissolved. It can continue. So, it is not the same as an investigative PIG.

Mr. McCully said it would have been nice to know when he gave his report in August because when he gave it, he stated that it brought the PIG to its close, and he had not heard any objection. Mr. Arakawa said technically, under Chair Hanneman's interpretation of the law, that PIG would still exist if it were in 2024. So that PIG could still meet and come up with something, and they would not have to appoint a new PIG. He had the same interpretation as Mr. McCully. He suggested talking about that offline.

Chair Hannemann said the purpose of the 2024 legislative PIG is clear - to develop policy, position, and legislative for the 2024 legislative session. They are heading into the 2025 legislative session. In addition, they have members on that legislative PIG who are no longer members of the HTA or on the Board because their term expired or they have stepped off. So, there is a need for a new legislative PIG in anticipation of the 2025 legislative committee chair.

Mr. McCully said that, as the former chair of that PIG, he does not disagree with that. He read into the record that the charter, the mandate for that PIG, was the legislative session and had come to a close. Hearing that it is still alive five months later is interesting to him just so he can better understand PIGs.

Dir. Tokioka said that part of this subject started with the chair's report and then morphed into the letter from the Attorney General. He asked if the discussion would be happening here or if it would be agendized. After that letter, he submitted another question. He said the Deputy Attorney General's response was much clearer on the Board regarding responsibilities and the separation of powers for the department head.

AG Cole said his plan was just at a high level to explain what that letter was, and it will go into a deeper discussion. AG Cole said it would merit its own agenda item. Dir. Tokioka asked if AG Cole should have suggested that it be agendized. AG Cole said it could have been a separate

agenda item. Dir. Tokioka said he brought up the questions because many Boards are connected to DBEDT, and he is hearing a lot of different opinions from the different deputy attorneys. They said it should be agendized, and the Board should not be talking about this because it is not on the agenda. He said they could wait for AG Cole's opinion later. He requested that they stop this discussion.

Chair Hannemann clarified that AG Cole is the attorney assigned to the HTA, and no longer to DBEDT. He said they could agendize this in the future, but it was very appropriate for that to be brought up in the meeting because that was a considerable debate and discussion at their last meeting.

Mr. Arakawa said AG Cole does not need to apologize. His opinion on the Audit and Admin Committee is that the word "may" is the operative word. Under those circumstances, he said he made the right call. Common practice and what the Board wants to do might be different. He said AG Cole made the right legal call based on the words in the bylaws. He asked if AG Cole had any part in drafting the Chair's cover memo that came along with the Attorney General's opinion sent to them because it clearly omits one of the most important things about that AG opinion. He said it is misleading to the Board as it omits the most important part relating to DBEDT and the budget, which is the relationship between the HTA and DBEDT regarding the budget. AG Cole said he was unsure what he meant about the cover memo. He said the HTA was never exempt from that provision. Mr. Arakawa said they could take this offline. He suggested that any legal requests from any Board member to the Attorney General should be distributed, and the answer should be distributed to all the Board members. He would propose that to the administrative committee. Chair Hannemann clarified that this was not an opinion but as guidance.

Chair Hannemann called on Mr. Miyasato for an announcement. Mr. Miyasato said his 40-year work with Hawaiian Airlines ended two days ago. He reflected on his opportunity to join the HTA Board about 18 months ago. He was the chair briefly, and seven days later, there was a fire. It was a difficult time, which is why he stepped down. The Board accepted his resignation as the chair, which he appreciated. Shortly thereafter, his mother passed away. Nine months later, the deal between Hawaiian Airlines and Alaska Airlines closed. He has been looking for gainful employment but has not been successful in Hawai'i. He moved to Las Vegas and will look for employment there. He will be stepping down from the Board effective after this BOD. He notified Gov. Green, who was very gracious and understanding. He also notified the chair. He is no longer physically in Hawai'i, so it does not make sense to continue being on the Board. He left them with a thought. When people work for themselves and their agendas, organizations fail. He implored them to focus on the institution that is the HTA. The focus should be on the state of Hawai'i and tourism, not individuals.

Chair Hannemann was deeply disappointed this morning when Mr. Miyasato called and announced his decision. They will miss him; he has made a difference and a big contribution while being part of the Board. He commended him on his strong position and leadership.

Ms. Iona said they had been honored to know him for years and commended him for all he did at the legislature, the community, and the people he served.

Ms. Paishon said it was a great honor and privilege to serve with him as Vice Chair when he took the helm. His legacy and energy still resonate with all of them. She thanked him for all the work he had championed. She recognized his heartfelt leadership.

Mr. White thanked Mr. Miyasato for his leadership at the onset of the fire was much appreciated by Maui. He said Mr. Miyasato will always have a place at the HTA and will always be appreciated for the wisdom he provided through many meetings. He wished Mr. Miyasato the best.

Mr. Pfund said he had only been on the Board briefly, but he will miss Mr. Miyasato's passion on the Branding committee.

Mr. Nāho'opi'i spoke on behalf of the staff. He said Mr. Miyasato, chair of the Branding Standing Committee, gave them the room to dream and explore the available options, and they have seen the changes so far. They have taken a much greater stance on activations where they needed to look at international markets for their potential, not be limited by certain restrictions, and keep looking for solutions going forward. He said Mr. Miyasato had always emphasized that the HTA represents not only the Hawaiian Islands, but the people and the place of Hawai'i and always keeps those values in everything they do.

Mr. McCully said he was always of good spirit and brought that spirit to the table, but he will be sorely missed. Once ill-advisedly, he had referred to melting, and he suggested that anything that melted could be reformed. It is not broken. It just moves on and becomes a new shape and form as he moves forward in Las Vegas. Mr. McCully wished Mr. Miyasato the best.

Dir. Tokioka thanked Mr. Miyasato for his passion on the Board. He said that, at the time, he had been on the Board, and he had made a big impact. They will miss his laugh. He thanked him for his work.

Mr. Miyasato thanked everyone for their comments. The chaos helped them focus on the greater good.

Mr. Arakawa said they are connected by serving together on Hawaiian Airlines and by their blood. He said he is one of the most passionate Board members they have had. He thanked him for all his work and contribution. He would inform Mr. Miyasato about a special Las Vegas club he can join.

Mr. West said he looks forward to having a beer with him and getting to know him. He said it is a shame that someone in Hawai'i could not see the talent they are losing. His story will help to give him motivation, more so to fight even harder for the local families and local brothers to stay in Hawai'i and make a living.

Mr. Apo said his time was very short with him, but he knew him more for his legendary work with Hawaiian Airlines and thanked him for that career and that work. He thanked him for his service and looks forward to the future.

Ms. Agas said she has always been taught that certain things in life are taxes, death, and change. She is excited about Mr. Miyasato's continuing adventure. Las Vegas is lucky to have him. There are still a lot of Hawai'i residents there who will be so lucky to have him there representing them. She said he would be a trailblazer and find something awesome out there.

Mr. Ka'anā'anā thanked Mr. Miyasato for shooting straight and for all his honesty and all he had done. He said they would bring him home one way or another.

8. Discussion and Action on the Assignment of Board Members to the ADMINISTRATIVE & AUDIT STANDING COMMITTEE

Chair Hannemann wanted to step down from the Administrative and Audit Standing Committee. He recommended that Mr. White be appointed back on the Administrative and Audit Standing Committee. He thinks he is the perfect person to replace him. Mr. West seconded the motion. There was no discussion. The motion passed unanimously.

9. Report, Update and/or Action by the ADMINISTRATIVE & AUDIT STANDING COMMITTEE of their Meeting Held on December 13, 2024

a. Action to Elect Chair and Vice Chair to the ADMINISTRATIVE & AUDIT STANDING COMMITTEE

Mr. McCully said they had a limited agenda. There was a motion for himself to be the chair. He asked that Mr. Arakawa be considered for Vice Chair. It was agreed that this would be brought

before the Board. He pointed out that the Administrative and Audit Committee had the deepest and broadest portfolio of all the Standing committees. Dir. Tokioka seconded.

Ms. Paishon said she did not participate in the last Administrative Committee meeting because she was on a trip. Hearing that Mr. White had agreed to come back on as chair, she made a motion for another nomination for Mr. White to serve as a Vice Chair for the Administrative Audit Committee for consideration from the full Board. AG Cole said that was a motion to amend the motion. Ms. Agas seconded. Mr. McCully asked Mr. White if he wanted that, and he said he was happy to serve. Mr. Arakawa said it would suit somebody who had handled the city and county audits for eight years. He said the committee would handle the audit and administrative matters. He said the committee, under the current leadership, hardly ever met. Several times, he asked the Audit Committee to evaluate the CEO and other officers. He said that, with all respect to Mr. White and his experience, he thinks those issues that will come would be better suited to him. The record speaks for itself on what the Audit Committee had done over the past years, how often they met, and what type of issues they covered. They have two ongoing audits right now.

Dir. Tokioka said Mr. White was at the committee meeting last week. He said he voted for the recommendation. He said he had nothing against Mr. White, but it will be Mr. McCully's committee. He said Mr. Arakawa's passion he brings to the Board sometimes gets confused with and frustrated by others, but nobody on the Board works harder than Mr. Arakawa. If Mr. McCully makes that recommendation, he knows that he can work with Mr. Arakawa to get what needs to be caught up on.

Ms. Iona said she has known Mr. McCully for over 30 years with all his experience in management, development, audit experience, etc. Regarding overall expertise management, the number of employees Mr. McCully has had under his management over 40 years, she believes that Mr. White has exceptional qualities.

Ms. Paishon respects the comments made about Mr. Arakawa's skill sets. She agrees with Ms. Iona's comments about Mr. McCully. He has the necessary skill set, track record, and experience to be a Vice Chair. She has a concern about the distribution of power. She said Mr. Arakawa is already chair of a significant committee, the BFCC. He is already Vice Chair of the CEO Selection Committee and serves on the Governance Committee. She said if he were to take on a fourth or fifth committee, she would have concerns about fair distribution versus concentration of power with certain members.

Ms. Agas said she has the benefit of sitting on two committees, one with Mr. Arakawa as Vice Chair for Budget and one with Mr. McCully on the CEO search. They both do a great job on each

of their committees. She said serving with Mr. Arakawa on the BFCC has been amazing. She heard what Ms. Paishon was saying about the various committees, but they could maybe look at all the different committees he is on.

Mr. Apo said nobody has an incorrect statement. He said the committee structure is important. And while the final decisions regarding the committee structure, membership, and leadership come back to the Board, the committee must have the opportunity to strongly recommend where that should be. He would not vote for the amendment right now but would make an amendment that only approves the chair that day and allows the committee to discuss the Vice Chair back to the Board in a month. They can start moving things forward as long as they have a chair.

Mr. McCully thanked them for their comments. He said Mr. Apo made a very important distinction: the role of the Vice Chair. At the Board itself, the Vice Chair is tasked explicitly by the bylaws to fill the role of the chair when the chair is absent and then perform any duties assigned. Every Board member can attend every meeting and should participate in every meeting if their time allows. Both Mr. White and Mr. Arakawa are going to serve on the committee. He said it is somewhat of an embarrassment of riches to have Mr. White back on the committee because of the Board. He respects Mr. White above all because of the relationship they have developed. He has such a wealth and depth of experience. Mr. Arakawa brings his strengths, personality, and work ethic to everything he does. So, it is going to be a very good committee moving forward. Neither one is going to languish as a simple member. He appreciated Mr. Apo's perspective of having the committee agendaize its first meeting. They will discuss it amongst themselves and return to the Board with a recommendation of who wishes to have that nominal Vice Chair.

Chair Hannemann asked if the amended motion would be retracted. AG Cole said it would be a secondary amendment, which Mr. APO mentioned. Mr. Apo moved to amend the currently amended motion to provide that they select Mr. McCully as the chair, recognize the switch of membership from Chair Hanneman to Mr. White. Ms. Paishon seconded the motion. Dir. Tokioka thanked Mr. Apo for the motion. The motion passed unanimously.

10. Report, Update and/or Action by the GOVERNANCE STUDY PERMITTED INTERACTION GROUP (PIG) of their Meeting Held on December 18, 2024

a. Action to Elect Chair and Vice Chair to the GOVERNANCE STUDY PERMITTED INTERACTION GROUP

Mr. McCully asked if they could have a break. Chair Hannemann said some members had to leave by noon.

Ms. Iona said the committee met yesterday and had a very good discussion. They had Kathy Ritter give a consolidated report, which everyone had a copy of. They had a great presentation from the staff that Ms. Anderson would share. They talked about holding off on the objectives until the next meeting. They nominated herself as Chair and Ms. Paishon as Vice Chair. Mr. McCully made a motion, and Ms. Iona seconded. Mr. Gionson did the roll call, and the motion passed unanimously.

11. Discussion and Action on the Creation of the 2025 LEGISLATIVE PERMITTED INTERACTION GROUP (PIG)

a. Discussion and Action on the Assignment of Board Members to the 2025 LEGISLATIVE PERMITTED INTERACTION GROUP and Action to Elect Chair and Vice Chair

Chair Hannemann spoke in favor of this opportunity. They have to put into motion a 2025 legislative PIG. Discussions are being held. Many are asking what the HTA's position is on this. Many are asking what they anticipate going forward. There is a new leadership now at the House, a new Speaker. They are also asking for meetings for members of the new leadership group with the HTA on several priorities across the board and with the Senate. Chair Hannemann asked the Board if they would support the creation of a 2025 legislative PIG.

Mr. McCully made a motion, and Mr. White seconded. Mr. Apo asked if they need to put any other parameters around the motion for this creation in regard to its term. Chair Hannemann said the purpose of the Investigative Committee would be to develop policy positions and legislation for the 2025 legislative session. AG Cole wanted to strike the word "investigative".

Mr. McCully asked if this is from their previous PIG establishment and if that is where that language comes from because each of these PIGs stands on its own versus a standing committee. Mr. Nāho'opī'i said that is the definition from the previous year. Mr. McCully said that, as the previous chair, he would like to suggest that it is an inadequate description of the response, which he thinks should be the portfolio for this PIG. They need to go through the amended bills and drafts and fully understand what is contained in the legislation.

Chair Hannemann said the purpose of the legislative committee is to provide oversight and develop policy positions and legislation for the 2025 legislative session. Mr. White said the longevity of the committee is what he thinks is important because earlier in the year, they had the PIG go through the session, but they did not have one preparing for the next session. He agreed with AG Cole that they do not have to have an end date. He would prefer language that suggested that for the 2025 session and for preparation for the 2026 session. AG Cole said that

would be acceptable. The statute itself says that the legislative PIG is to present, discuss, or negotiate any position the Board has adopted at a meeting regarding legislation. They can look at things coming up, and if the Board okays their policy position, they can discuss it with other people outside of the HTA. Mr. McCully said, in essence, that it can be evergreen. AG Cole said the Board can always look at it at the end of the following year without an end date.

Mr. McCully said one of his concerns is that a PIG has up to six members who can operate independently or as a group. However, the Board does not want to be represented by six voices. It was never in the intent. He does not believe the PIG would be a lobbying force. They intended to assign what they may do to the CEO, chair, or anyone else they nominate. AG Cole said any lobbying would have to be a position adopted by the Board. The Legislative PIG is to provide oversight on legislation and discuss or negotiate positions that the Board has previously adopted, and for the 2025 session to prepare for the following session.

Mr. Gionson made the roll call, and the motion passed unanimously.

Chair Hannemann said he put out a survey. There were responses of 8 from their 12 members. He proposed the following members to be on the six-member Legislative Committee of the PIG: Mr. McCully, Mr. Pfund, Ms. Iona, Ms. Paishon, Mr. Apo, and Chair Hannemann. The Vice Chair is Mr. Apo, and Chair Hannemann is the Chair. Ms. Paishon made a motion, and Mr. White Seconded. Mr. McCully said Chair Hannemann is in a difficult position, and with his HLTA position and chairing the Board, he thinks the committee is fine. However, he thinks it would be wise if Mr. Apo were the chair and Chair Hannemann was a committee member, whether as Vice Chair or not. Dir. Tokioka appreciated the discussion but went back to the makeup of the six members. He said what happened in previous meetings was a transparent process, and he was unsure why they were not using that format as this was solely Chair Hannemann's choice. He said two people were left out. He said he did not hear Mr. Arakawa's name, but he has been lobbying at the Capitol for a long time and was not included. He likes the motion for Mr. Apo, and he has garnered a lot of support in the Capitol.

Mr. McCully asked for clarification from AG Cole. He asked if PIGs do not have open attendance by the Board at large. AG Cole said that was correct. Mr. McCully clarified that this committee is a closed room where only six members can participate.

Chair Hannemann said there is no conflict with the HLTA in his position. If there had been any conflict, it would have been brought up in his confirmation.

Mr. McCully said the HLTA has a specific industry interest and Chair Hannemann represents that industry. That industry conflicts with positions that the HTA has to address. He said it is in

the HTA's best interest to have a representation that shows an open-minded, balanced perspective, hence his amendment to the proposal.

Dir. Tokioka said that at the HTA conference, Chair Hannemann was on the screen as the president of the HLTA, and many of the pieces he was overseeing had conflict. Chair Hannemann said that it was his job, and if there was a problem, he would not have been confirmed. He suggested withdrawing the Chairmanship and Vice Chairmanship, doing what the Administrative Audit Committee did, and taking it back to the PIG. If the six members approve it, they can decide whom to recommend as chair and Vice Chair, but he would like to at least discuss the six members that he put forward because this has always been how these committees have been set up. He made a motion to nominate the six members that he put forward. Mr. McCully wanted to keep his amendment on the floor. He said Chair Hannemann was not appointed to be the chair of the Board, but to be a member. Several industry members on the Board are specifically acknowledged to represent areas of interest. When he got the phone call to serve, he was asked to represent a rather nebulous small business in Hawai'i and agriculture because he is a farmer and a small businessman. He said Chair Hannemann may have been specifically asked to represent an industry group since he was the president/CEO of the HLTA. He said the Board elected Chair Hannemann to be the chair of the Board, but that is not what he was appointed to be. He wanted to make the distinction. He added that if he wanted to withdraw his motion for Vice Chair and Chair, he is not sure that a PIG should be chartered without the Board.

AG Cole asked what the motion was. Mr. McCully said the Board has the power to charter a PIG, and incumbent in that it would be to advise who the chair would be to begin that agenda. Mr. Apo said they can vote on the membership and take a break to see if they can resolve the Chair/Vice Chair position.

Mr. Miyasato said it occurred to him that this PIG would be extremely important not just in terms of funding but also in trying to regain some of the autonomy that the HTA enjoyed for several years with great results. He agreed to Mr. Apo's recommendation to strike the middle ground.

Ms. Agas asked if there was a reason why only six were allowed on the PIG and if eight wanted to join if that was possible. AG Cole said that a PIG has to be less than a quorum because it is not subject to sunshine law. Mr. Apo said they will make a motion to amend the current motion to select the six members listed by Chair Hannemann to the PIG. Mr. White seconded. Mr. Apo said they would take a break and discuss it afterward.

Mr. Gionson did the roll call, and the motion passed with one nay from Mr. McCully.

Chair Hannemann amended the motion. He nominated Ms. Iona as Vice Chair and Mr. Apo as chair. Ms. Paishon seconded. There was no discussion, and Mr. Gionson made the roll call, and the motion passed unanimously.

Mr. Apo said the next step was to designate who represented the HTA at the legislature. The current resolution is the CEO, president, and Board chair. They need to discuss this at a future meeting.

12. Presentation, Discussion, and Action on the L.A. Rams 2025 Program

Mr. Ka'anā'anā said there were minor amendments to the staff report he wanted to call out to the full Board. He noted that they included language in the discussion and budget implications section related to the funding. Looking at the procurement timeline, Mr. Choy noted that they should make the change to start from the BFCC meeting. They also added in the actual facts section language clarifying that the core messages and campaigns, including visual assets of Hawai'i will be leveraged in both the game day entitlement and the year-round digital amplification. Those were the two major changes.

Mr. Arakawa said that the game day entitlement came from the Budget Committee and was discussed in the Branding Committee. As part of this meeting, when they vote to support this, hopefully, they will include the Hawaiian Culture because that is a key message as it is part of their core message.

Mr. Ka'anā'anā added that the Board's approval is the first step, but there is still finance review, state procurement office approvals, and approvals on the RAM side. They need NFL and NFL Players association approvals. There are still several proposals before any of this gets formalized.

Mr. McCully asked what high visibility branding means in terms of seconds or minutes because promotion and the brand are conceptual, but this is more advertising. He asked what the commitment was. He asked about the one home game.

Mr. Ka'anā'anā said that the game day entitlements and the year-round digital amplification are basically a takeover of the stadium for the game. That is the home game entitlement. So, all media digital boards within the stadium, et cetera, will be featuring the HTA campaigns. The Japan portion of the program would have Yappari as appropriate based on what they discussed with HTJ, JD, and the brand team. In terms of seconds, several assets are provided under the

deal, and he would provide them when he receives them. Mr. McCully said the RAMS are not making the postseason.

Dir. Tokioka wished they had seen this before the previous year's game and the deliverables. He asked how long the advertisements/marketing show lasts and if it is only a one-time thing. Mr. Ka'anā'anā said it is not a one-time display. There is a good frequency within the game day entitlement. They have also negotiated for stuff outside the stadium, like pregame, hula, and music. They have also asked to partner with them on things like the menu for that particular game so they can get the taste and the flavor, in collaboration with many agritourism partners, to be catalytic to their other industries.

Dir. Tokioka compared this to the \$1.5 million and asked how much they spent with the Golden State Warriors because the impact of that game was huge, and the place was sold out. Everyone saw what the HTA did. They have to have an idea of what \$1.5 million is going to pay for. Mr. Ka'anā'anā said some of those negotiations still need to take place in the way of the specific players. The Rams have made it clear to him that before they can announce any partnership, they have to seek approvals from the NFL and NFL Player Association on their side and then from the SPO side. He does not have specific names for the team activities. Dir. Tokioka said that would be the sale to local people.

Mr. Ka'anā'anā highlighted the section on community engagement. They are focused on Maui. They know Maui needs the help. He spoke about the youth-focused activities, including the football camp, the girl's flag football clinic, and the locker room refurbishment, which are important to ensuring that the residents see the community benefits the Board has asked them to make as part of our sports strategy. As a reminder, it is the brand alignment and extension or awareness, the community benefits, and the economic impact. These community engagements are part of it. The other thing they have asked them for is a training session with their trainers and their athletic trainers to ensure that they are focused on player safety and health, given some of the challenges in the sport. They also asked to bring the Vince Lombardi Trophy as part of the trophy tour, again as a community benefit so that the local Kama 'āina can see it and experience it. He said he would ensure they are all aware of every step of the process. Dir. Tokioka asked if they could get more details and then approve it at that time. He asked again how much the Golden State game cost. Mr. Ka'anā'anā said the contract with L.A. Clippers was \$750,000.

Mr. Apo had questions on the playoff cost element. He asked what they are getting for that amount. Mr. Ka'anā'anā said that if the Board so chooses, the post-playoff contingency funds can negotiate them out. Some teams and the Rams have been fairly clear with him in conversations that it is part and parcel of their partnerships for doing a season-long digital

amplification that they are always included. He recognized that they might not be their core source market, but he also thinks that the U.S. represents 80% of their arrivals. The top 10 CBSAs are scattered across the U.S., and he does not know what the schedule will look like or if there will be a direct overlap with the top 10 CBSAs.

Mr. Apo asked if they extend by two weeks to get to the first playoff game and what exposure happens for Hawai'i. Mr. Ka'anā'anā said there is a lot of focus on who and where they are playing. He said if they get to the playoffs, the HTA will extend their exposure in L.A. Rams digital channels for those additional weeks, which is their core audience and a significant benefit. Mr. Apo said it is a good proposal, and the staff may look at what they are getting from the playoff picture and determine the right amount or way to engage in that. Dir. Tokioka said he would feel a lot more comfortable with a thumbs up if there were more details on some of the listed things. Mr. Ka'anā'anā said the procurement had to start by January 15. Dir. Tokioka asked Mr. Ka'anā'anā for updates as they move forward because \$1.5 million is a lot of money that is not already appropriated by the legislature. Mr. Ka'anā'anā said he would provide periodic updates along this path.

Chair Hannemann said Mr. Ka'anā'anā has been working very diligently to take into account all they would like to see as a Board. He reminded them that the playoffs are for the 2025 season and are poised to begin in Spring. The Rams are very interested in continuing this partnership. This is the next best thing to having a continued ongoing presence with the NFL that has had considerable interest from other teams that want to do things with the state of Hawai'i. He said Dir. Tokioka pointed out that the Clippers and Warriors partnership was a wonderful opportunity for them to leverage the goodwill of the Clippers because it was not incumbent upon the Clippers to have the Warriors do all those community engagements there. The HTA is very cognizant that this has to benefit the people, not just the visitors coming to Hawai'i.

Mr. Arakawa said some Board members raised this with the Branding Standing Committee and the BFCC. He asked Mr. Apo if he would put an analysis of what they were getting for their money in motion.

Mr. McCully said he would be voting against this on principle. For 2 to 5% of their budget to go to a sports event, he is unsure if they are making the best use of the scarce money they have available. As an authority, they should hear from the contractors and do an analysis before they continually allocate monies to something enjoyed by a significant amount of people in Hawai'i and have many impressions on people outside of Hawai'i.

Mr. Apo said to check if there were questions from online members. Ms. Agas asked how they measured the exposure. She said that they are exposed to it anytime they do things on

television, even though it costs a lot. They need to ensure they maximize their opportunities to share the right information. Mr. Miyasato echoed that as well. Marketing and branding are not exactly science; they are about leveraging opportunities. He likes to look at things through the lens of opportunity. They have committees to do the vetting and make recommendations for this. Mr. Pfund said that in the bigger picture, \$1.5 million is a lot of money, but it is being split between two different uses.

Mr. Apo made a motion to approve the staff recommendation for the L.A. Rams partnership subject to staff continuing to report back and update the Board on the items discussed, specifically around financial procurement side KPIs and then the visualization of outcomes in the end. Ms. Agas seconded. He said Maui is a place that needs this more than ever.

Mr. Gionson made the roll call, and the motion passed unanimously.

13. Presentation and Discussion of Hawai'i Air Service Overview

Chair Hannemann announced the discussion of Agenda #13, "Presentation and Discussion of Hawai'i Air Service Overview." Mr. Nāho'opi'i stated that the critical nature of the availability of air services in Hawai'i resulted in a need to focus on airlifts and air services. This was influenced by recent changes, such as Virgin Airlines' movement of equipment to different domestic and international areas.

Mr. Nāho'opi'i introduced Mr. Jeffrey Eslinger, Senior Director for Market Insights and Customer Relationship Management at the HVCB, and explained that Mr. Eslinger worked under the global support services contract to provide research and technical support used by all the global marketing teams (GMTs) across all market areas. He added that Mr. Brad DiFiore from Ailevon Pacific, a global support services contract subcontractor, would present data and answer questions. Mr. Eslinger noted that Mr. DiFiore was familiar with the HTA, having executed significant work under a previous contract. Currently, Mr. DiFiore provides global support services for the HVCB and advises both the HVCB and the HTA team on strategy. Mr. Eslinger explained that Mr. DiFiore's company was highly respected both in the U.S. and internationally, especially in the Asia Pacific region, and Mr. DiFiore's extensive knowledge of the market would provide insights to fuel future discussions about air service.

Mr. DiFiore thanked the Board for the opportunity to be present, noting that he last appeared before the Board in 2018. He explained that Hawai'i air service followed a cyclical pattern. The present lower demand for air travel would cause airlines to reduce capacity. This reduction in capacity would eventually result in lower room occupancy and rates, increasing demand for air

travel and lodging capacity. This increased demand would lead to rising room rates, reduced air travel budgets, and a repeat of the cycle.

Mr. DiFiore noted that the market had been in reduction mode since the pandemic. Many industry factors had been at play, causing the cycle to repeat. The past five years have seen destabilization in the market due to the pandemic's devastating effect on passenger demand and seat supply. Southwest Airlines had driven down fares, but this had not stimulated sufficient traffic to fill the extra capacity. This situation contributed to Hawaiian Airlines' struggle during the pandemic, eventually leading it to merge with Alaska Air Group.

The Maui wildfires had disrupted the State's second-largest air travel market. Another key issue had been the impact of the dollar's strength on international demand. As a result, the market was no longer what it had been before the pandemic. Prior to the pandemic, there had been significant success, but the general public did not feel that efforts to improve airline service were necessary. However, the current situation might require reconsideration of these efforts, particularly in areas where it was possible to achieve results.

Mr. DiFiore began by considering the domestic market and pointed out that as Southwest and Alaska Airlines/Hawaiian Airlines adjusted their Hawai'i operations, he expected capacity to be reduced in all markets except Hilo. He summarized expectations for all Hawai'i airports, noting that Maui was expected to experience a significant reduction. Overall, a 6% reduction in capacity was anticipated by June 2025.

Southwest Airlines, in particular, was rationalizing its capacity to and within the islands. There had been double-digit decreases across all markets except Hilo. Inter-island flying was being cut back to rationalize capacity and improve operating performance. Southwest Airlines' overall capacity had been reduced by almost 19%.

Mr. DiFiore referred to the merger between Alaska Air Group and Hawaiian Airlines and pointed out that Alaska was already the sixth-largest U.S. airline. Alaska Air Group became more competitive with the "big four" U.S. airlines. For example, its presence on the West Coast was significantly larger than that of American Airlines. Alaska Air Group had become a major player in the markets that mattered most to Hawai'i, with more than 40% of the seat share in the Hawai'i to mainland market (US domestic market).

Mr. DiFiore informed Board members that the Alaska investor presentation of the previous week announced the improvement of schedule options in the market. For instance, the Portland-Honolulu market had two flights daily, one operated by Alaska and the other by Hawaiian. The Hawaiian flight, operated by wide-bodied aircraft, was to be replaced with three

flights daily, all on narrow-bodied aircraft operated by Hawaiian in three different time channels, providing better connection opportunities for travelers to and from Hawai'i. The Maui-San Diego market already had two daily flights operated by Hawaiian and Alaska, but both flights were on the same route at the same time of day. These flights were to be retired and operated by Alaska, with one afternoon departure and one redeye, providing better coverage.

Mr. DiFiore stated that the eventual goal, announced the previous week, was for all flights within and to the islands to be operated under the Hawaiian brand. These changes gave the combined carrier more utility, granting them greater access to the Honolulu market. Previously, only 75% of visitor arrivals from the mainland to Honolulu could fly with the Alaska-Hawaiian group airlines; however, this figure is now 92%. The combined carrier was now relevant to about 90% of travelers to Hawai'i.

Alaska and Hawaiian anticipated about 1,500 more daily seats in the market in 2025, which was expected to be reflected in revised schedules. More use was being obtained from the Hawaiian fleet, which previously had much downtime due to the nature of the distances and routes it could travel. Some of this downtime could now be unlocked to fly intra-California and intra-West Coast routes. The combined carrier could also fly beyond California to Seattle and other destinations. This could have been done previously, but it would not have been profitable. It could now be done in a financially feasible manner.

Mr. DiFiore presented graphics showing that in the combined group, Hawaiian would have 18% more daily seats, while Alaska would have 27% fewer, resulting in a small overall increase from a total of 13,200 daily seats in 2024 to 13,300 daily seats in 2025. It was hoped that the Hawaiian brand would eventually take control of the Hawai'i routes.

The combined group had already announced significant network changes. Overall, they exchanged relevant aircraft sizes, but eventually, the flights would be appropriately branded and operated under the Hawaiian brand. This meant that the 737s that Alaska had been flying would likely begin to fly in Hawai'ian livery, and some of Hawaiian's planes would eventually be flying in Alaska livery. The first round of changes had included removal of the Austin-Honolulu market and the addition of the Kona-San Francisco market.

This first round of changes had focused on the two largest core markets, Seattle and Portland. In July, the market had decreased by 6%, but this had been less dramatic than it appeared because the combined carrier was shifting capacity to take advantage of its strongest markets. San Jose (SJC) and Los Angeles (LAX) lost the most seats, while Portland (PDX), Seattle (SEA), and San Diego (SAN) gained seats.

Some Hawaiian Airlines wide-bodied planes were to be reallocated to the Seattle market, while others were to serve Tokyo and Seoul (Incheon), the first two international routes. Hawaiian Airlines had already served these markets. This bold strategy entailed inherent risks, given that the hub was very competitive. Delta had a Seattle hub for transpacific and transatlantic flights, making this a risky move for Alaska. However, it took away aircraft intended for the Hawaiian market.

Hawaiian Airlines had intended to retire most, if not all, of its Airbus wide-bodied fleet and replace them with Boeing 787s. Alaska Airlines decided to keep the Airbuses so that the overall fleet size would grow in the long term without impacting the opportunity to fly wide-bodied aircraft from Honolulu or other Hawaiian airports. This provided the combined carrier with more opportunities beyond just flying from Hawai'i, including long-haul opportunities. Mr. DeFiore added that the next best opportunity from Honolulu, such as reestablishing routes like Hong Kong, would compete with opportunities from Seattle or Portland for aircraft time, making this a risky strategy. Developing increased numbers of long-haul international flights from Hawai'i became a complex decision because Hawai'i was not the only hub for the combined carrier. He believed that the present might not be the best time to consider such opportunities since these were unlikely to be international long-haul additions in the near term. However, it was likely that opportunities would occur over time. A proactive approach would benefit Alaska/Hawaiian Airlines, other international carriers, and U.S. carriers to ensure airlift availability to develop or redevelop markets over the next few years.

Mr. DeFiore presented a detailed graphic showing that international seating had decreased by 29% from pre-pandemic levels, with demand reduced even further by 34%. There were several reasons for the failure of the international market to return to pre-pandemic levels. One of these was the exchange rate, which generally impacted flights into the U.S., not specifically Hawai'i. Some issues were specific to Hawai'i, such as its historic dependence on the Japan market, which had not returned to previous levels. Due to low demand, opportunities for regrowth would not be immediate but would be slow and would require effort.

For Summer 2025, international seats were expected to be 4.1% lower than in 2024. A market-by-market analysis for the Asia Pacific region showed the following information:

- South Korea had been impacted by the merger of Korean Air and Asiana, recently finalized after five years of negotiations, and this was likely to result in changes in capacity. There was also some short-term political instability in South Korea.
- The Japan market had consolidated into primary carriers and the busiest routes, with some carriers exiting since the pandemic.

- China had performed poorly for Hawai'i before the pandemic, and geopolitical issues between the U.S. and China precluded any short-term return of China service. It would be some time before China would be an option for non-stop flights to Hawai'i.
- Taiwan had performed reasonably well, and the Taiwan-US market was quite strong. Three carriers had the potential to reestablish the Taipei-Honolulu route: Eva Air (the largest), China Air (the national carrier), and Starlux Airlines. Mr. DeFiore believed that the Taiwan market had the greatest development potential.
- The inbound visitor market from the Philippines was well-served, acting as a primary connecting point for all of Southeast Asia. This was a robust "visiting friends and relatives" (VFR) market. Mr. DiFiore believed that resuming the historic service via Osaka was not viable under present market conditions.
- Demand from Australia and New Zealand had been impacted by economic conditions, particularly the exchange rate, but opportunities still existed and should be pursued. This aligned well with Alaska Air Group's strategy.

Mr. DeFiore made the following recommendations, noting that these are aimed at being as practical as possible, given the limited funding available.

Near-term (1–2 years):

- Lines of communication with network planning teams should remain open.
- Team members should attend major route development conferences.
- An itemized, prioritized list of real opportunities for air service development (ASD) should be compiled.

Medium-term (2–3 years):

- Markets needing to be reestablished should be identified.
- The possibility of creating incentive programs should be considered. Although Hawai'i had not emphasized airline incentive programs, they had become more critical globally for establishing international air services. Hawai'i might not need the same kinds of incentives as destinations like Indianapolis or Columbus, Ohio, but some services might require incentives to be re-established.
- Network planners in line with air service targets should be hosted in Hawai'i to build relationships and allow them to understand the islands. Mr. DeFiore added that this would not be very costly.

Recommendations for international ASD areas of focus:

- **South Korea:** The combined capacity of Korean Air/Asiana should be maintained. Mr. DeFiore noted that there was a second airline, Air Premia, which had flown to Hawai'i, and this presented an opportunity for growth if Korean Air's capacity were consolidated.
- **Japan:** Pre-existing communication should be maintained in anticipation of opportunities.

- **China:** Opportunities were unlikely to occur in the next two to three years due to geopolitical issues.
- **Taiwan:** This viable market offered the added benefit of mainland China's connectivity.
- **Southeast Asia:** ASD activity was not warranted in this region.
- **South Pacific:** Resources should be directed towards rebuilding capacity, especially in Australia and New Zealand.

Mr. DiFiore invited questions from Board members.

Mr. McCully thanked Mr. DiFiore for the presentation. Mr. McCully recalled that Alaska Air had always confined itself to the Boeing 737 but had now picked up Hawaiian Airlines' wide-bodied aircraft. As a frequent traveler, he was concerned that the wide-bodied planes might disappear over time. He inquired about Mr. DeFiore's insight regarding Alaska Air's approach to hardware. Mr. DeFiore appreciated the timing of this question because Industry Air Current, a very reputable publication, had recently carried out an in-depth piece addressing these questions. Mr. DeFiore did not believe that the wide-bodied Airbus A330s were going anywhere, and he believed that the days of all-Boeing airlines were gone. He explained that Alaska Air was now a multi-fleet airline, too big and too comprehensive to operate a single fleet. The airline had long-haul international and inter-island routes, and the 737 could not fulfill all these functions. The leases on the A330s were to be indefinitely extended, and the wide-bodied planes would not be leaving the airline.

Mr. Eslinger responded to Mr. McCully's question, adding that the answer would be different in relation only to Hawai'i. The wide-bodied aircraft would be used for long-haul routes to and from Seattle and points east and west. Hawai'i routes would slowly transition to Boeing 737-8321 Neo service with narrow bodies and single aisles.

Mr. DeFiore explained that most of the A330s were to have been retired as the 737s came in, but the current plan was to retain them. He stated there were opportunities to buy wide-bodied aircraft for mainland and long-haul markets, and he believed Seattle would be a key player.

Mr. DeFiore repeated his previous assertion that successfully breaking into the market for transpacific routes from Seattle would be a major challenge. He emphasized that Hawai'i would still be where the airplanes worked best, and he believed that any market that needed a wide-bodied plane in Hawai'i could obtain one. He expected that more wide-bodied aircraft would be needed than had been anticipated. He noted that Alaska/Hawaiian was a very profitable airline

capable of procuring more wide-bodied planes if necessary, and it would not be an issue in the long term.

In the near term, fewer wide-bodied aircraft would be flying out of Hawai'i since two A330s were to be removed from the Hawai'i service. Mr. DeFiore added that 787s were flying out of Phoenix, but the 787 was not the right airplane for Phoenix, as it was a long-haul global aircraft, and Phoenix was not an appropriate destination.

Mr. DeFiore explained that the Hawaiian had too many wide-bodied planes for the current Hawai'i market because long-haul international flights had been significantly reduced. It made sense for Alaska to move some of the wide-bodied aircraft out of Hawai'i to rationalize capacity with market demands.

Mr. McCully noted that he was the Hawai'i Island representative on the Board and mentioned that he had received complaints from his Hawai'i Island residents about when Hilo would get direct representation.

Mr. DeFiore responded that, as a person who had been highly involved in initiating the previous Hilo-LA service on United, he had personal experience of the challenges in recruiting that service. The service had been installed long ago and lasted for a long time, but it had always been challenging. He believed there was now a new No. 1 carrier in the market with a fleet of appropriate airplanes. Although he did not know the business case for that market, he suggested that some pressure could help.

Mr. McCully replied that he understood the problem was not load but basing. If there was only one flight into and out of a place, overhead costs became a problem. He noted that Hawaiian Airlines did not have that restriction because they had much traffic in and out of Hilo. Mr. DeFiore pointed out that Hawaiian Airlines did not have the right kind of airplane, but Alaska Air had pilot bases all along the West Coast. Mr. McCully stated that the 321 Neo frequently flew into Hilo and that there were many 6-row upfronts.

Mr. DeFiore responded that the 321 was a large airplane, and he felt that the Hilo market had not proven to have a proportionate demand. He suggested that a smaller plane, such as a 737 Max, would be a less risky investment for the Hilo market. He highlighted the advantage that Alaska was a larger and more financially stable airline with a bigger overall investment in the islands and a fleet capable of handling various tasks.

Mr. McCully thanked Mr. DeFiore for his response.

Mr. Apo asked whether the near-term and medium-term recommendations related to domestic or domestic and international flights. Mr. DeFiore responded that these were standard recommendations. He knew that Mr. Eslinger had attended most air route conferences and recommended that he continue to do so. Building relationships was important and could be done in many ways, but bringing route planners to Hawai'i provided more value for money. Young network planners valued such experiences and remembered them later in their careers. Mr. DeFiore recalled visiting Halifax, Nova Scotia, on a familiarization trip as a young network planner. The experience significantly impacted him, and he always ensured that Halifax had the best service.

Mr. DiFiore reminded Board members that the first step was to build relationships and prioritize the most important markets and airlines. There were many different ways to build up relationships. Hawai'i was a market that had undergone many changes without input from Hawai'i, and one of the results had been a lack of air service infrastructure. It was often necessary to deal with issues after they had occurred, but clearly, it was better to have the opportunity to plan.

Chair Hannemann noted that the present situation had often been compared with pre-pandemic times, but he asked whether that was really what should be in planners' minds. He suggested that it would be better to consider where we wanted to be and build towards that rather than looking at the past and comparing everything to 2019.

Mr. DiFiore agreed with this assessment and noted that the pre-pandemic period had often been considered to be Hawai'i's peak period. At that time, air service had been built all around the Pacific Rim, and the economy was doing well. Most people believed that no further effort was needed. The priority issue was to answer questions about what the people of Hawai'i wanted in terms of the type of visitors, where they came from, and their spending levels. It was important to ensure that the target carriers and markets aligned with the wishes of the people of Hawai'i.

Mr. Eslinger referred to Mr. DeFiore's comment about budget constraints, noting that conversations often occurred with major U.S. carriers. He mentioned that most airlines would be present at Routes America in February 2025. Mr. Ka'anā'anā had attended this conference with him a couple of years ago. He suggested that an opportunity should be found to bring the network planners to Hawai'i. Mr. Eslinger attended an airport roundtable hosted by Vancouver Airport when Mr. DeFiore's team and the airlines came together for a hands-on strategic discussion. He believed that Hawai'i would also benefit from a similar exercise.

Mr. DeFiore referred to a time when the HTA had been directly represented, not only at Routes America, which Mr. Eslinger had mentioned but also at Routes Asia and Routes World. Much of

the growth from a decade ago had resulted from relationships formed at these events, attendance at which was not very costly. He recommended that the HTA reestablish a presence at these events to obtain market insights and prepare for future events.

Mr. Ka'anā'anā, the former Chief Brand Officer, knew the HTA had numerous issues and priorities to manage. However, for the benefit of the Board, he underscored the importance of Mr. DeFiore's recommendations. The HTA should be mindful of the red flags raised by the fact that the pipeline to Hawai'i was shrinking. In his ten years as CBO, during the height of the pandemic up to the last year, he had asked the Board for air service development plans, which had been rejected for three consecutive years. Mr. Ka'anā'anā asked the Board to consider Mr. DeFiore's presentation regarding the life cycle chart since Hawai'i was now at the lowest point. Air Routes were important meetings; network planners wanted to see and hear the confidence of the destination authority. He believed it was important for a representative of the HTA to accompany Mr. Eslinger to such meetings. Without the right city pairings, the hub-and-spoke model would play out in a way that would not be beneficial or advantageous to Hawai'i and was likely to undermine efforts to manage the destination by directing services directly to neighbor islands to manage the flow.

Mr. Miyasato stated that wide-bodied aircraft had been good for Hawai'i. He considered that taking a flight was more than transportation; it was the experience. Hawaiian Airlines used to advertise their two aisles up and down the West Coast. Wide-bodied aircraft were important, and the type of plane one flew on mattered. Mr. Miyasato added that when Hawai'i's airline was Hawai'i's airline, the State of Hawai'i had dictated its management in relation to the market's needs. Addressing Mr. Ka'anā'anā's point, Mr. Miyasato believed the importance of an air service to fulfill the needs of Hawai'i's people should not be neglected.

Mr. Miyasato appreciated the presentation but corrected one comment: 787s were in Phoenix because they had a premium cabin supported by the Phoenix market. In addition, the airline had only two 787s, and their maintenance took place in Phoenix, which is a second reason for the cycling of these aircraft through that airport. He felt that there were many nuances to the decisions being made about the air transportation routes in which Hawai'i had a stake.

Mr. Miyasato stated that when there had been an airline that could genuinely call Hawai'i home, the interests of Hawai'i defined the decisions that were made, but that was no longer the case.

Chair Hannemann thanked Mr. DiFiore and noted that the issue concerned both lift and routes; Hawai'i could not afford to lose either one of them.

Dir. Tokioka requested a moment of silence on behalf of the Board for the two pilots who had recently lost their lives. Chair Hannemann pointed out that this had been done earlier in the meeting but thanked Dir. Tokioka, for the reminder.

Chair Hannemann announced that Agenda Item No. 18 would be deferred to the next meeting.

14. Report and Update by the HO'OKAHUA HAWAI'I STANDING COMMITTEE of their Meeting Held on December 11, 2024

a. Presentation and Discussion on the Progress of the Reservation System Report

The presentation was to be led by Mr. Ka'anā'anā, as Ms. Paishon had requested to be excused. She had asked Mr. Ka'anā'anā to provide updates from the committee.

Mr. Ka'anā'anā congratulated the Kilohana and Solutions Pacific team for their work on the Community Tourism Collaboratives (CTC) mentioned in the CEO report, highlighting the success of the initial phase and the challenges that had to be overcome. He commended the team for the Ho'ike on December 10 and expressed gratitude to Dir. Tokioka of the Department of Business, Economic Development and Tourism (DBEDT) is responsible for providing accommodation for the ceremony after a last-minute change of venue.

Mr. Ka'anā'anā gave an update on the HTA destination manager (DM) vacancies, noting that Ms. Sanborn had updated all three standing committees that month. The HTA was about to make two conditional offers for DMs for Hawai'i Island and Moloka'i and had conducted interviews for O'ahu.

Mr. Ka'anā'anā explained that the full report on the progress of the reservation system had been uploaded to the SharePoint site and the HTA website, and the material to be provided to the Board was a condensed version of this full report. Mr. Ka'anā'anā assured Board members that he intended to ensure that due diligence would be performed before procurement. His plan as manager for the project was to conduct a request for information (RFI) followed by a request for proposal (RFP) early in the new year, hoping that execution could be completed before the end of FY25.

Mr. Ka'anā'anā introduced Mr. Ka'i'ini Aranaydo, representing Kilohana, Mr. Dan Wacksman, CEO of Sassato, and Ms. Lisa Menor-Mellor, a senior Sassato staff member. Sassato conducted the feasibility study, and Mr. Ka'anā'anā was pleased to report that the full report had been submitted the previous week.

Mr. Wacksman thanked Chair Hannemann and the Board for allowing him to meet with them in person. He stated that the full feasibility report was too large for SharePoint, comprising over

120 pages with a detailed appendix. Mr. Wacksman intended to cover key aspects during the present session and noted that Board members could obtain additional details from the full report. He anticipated many questions and requested that they be kept until the end of his presentation.

Sassato's remit had been a feasibility study for a smart Hawai'i app. The idea originated from Smart Tourism, which referred to using technology to better manage tourism. In Hawai'i, the concept aligned well with destination management plans whereby technology facilitated destination management. The smart app aimed to deliver existing and future efforts into the user's hands, enabling them to quickly and easily perform necessary tasks.

The reservation systems that helped to better manage hotspots were examples of such an app. Hotspots were areas identified in destination management action plans (DMAPs) as sites attracting high visitor traffic and resulting in overcrowding and environmental and community impacts. Despite some unintended consequences, recent initiatives have been deemed overall successes in the marketplace. Discussions had taken place in the legislature, leading to several bills, none of which had been enacted into law, but funds had been allocated to the HTA to explore this opportunity, raising the initiative's profile further.

Mr. Wacksman stated that the report covered seven areas. As the project progressed, the Sassato team concluded that the app would enable users to make reservations and perform other unspecified tasks.

He explained that Sassato was a local company based in Honolulu that focused on travel, tourism, and hospitality. The project was awarded at short notice and within three months, so Mr. Wacksman assembled a team of some of the best people he knew in the industry. The team had over a hundred years of combined experience in travel technology in the Hawai'i market. They had focused on this study since early September. They concentrated on benchmarking against similar initiatives, speaking to key stakeholders to determine the app's potential features, and evaluating the best approach for development.

The team used a four-step methodology:

- Research and discovery
- Analysis
- Functionality and technology
- Final documentation and presentation

The key assignment during the research and discovery phase had been to speak with stakeholders. The HTA provided a list of stakeholders, which eventually included 102 entities. Stakeholders have been classified into the following fields:

- Tourism
- Government
- Community
- Suppliers
- Technology

Board members were classified under tourism and identified as HTA members. However, during the analysis, the team examined overall responses rather than stakeholders' specific areas. They succeeded in interviewing 73 stakeholders. Approximately 85% of stakeholders had completed a pre-interview survey. Mr. Wacksman reminded Board members that specific questions and answers were included in the full report.

The team focused on six major themes that stood out in the interview responses. There was a significant divergence of views, although there were also areas of agreement, which included the belief of 85% of stakeholders that destination management should consist of crowd management, cultural education, and the protection of natural resources. The most frequently mentioned issues that stakeholders felt could be addressed by the app were congestion, visitor education, and centralized information for emergencies.

67% of the interviewed felt the app should integrate with existing platforms. 67% also supported the app's development, while 32% supported it but had concerns about some issues. Many stakeholders stated there was already a lot of information available, but it was fragmented and often inaccurate. A centralized platform could ensure accurate real-time information and facilitate tasks such as reservations for State, County, and Federal sites and even beyond.

The Sassato team had examined existing apps, and found that many stakeholders believed tourism information should, if possible, be aggregated, but this was complicated by many factors. The research identified initiatives that were active, underway, or under discussion across various agencies and departments. Many stakeholders recommended that the app should coordinate with initiatives such as the Department of Land and Natural Resources (DLNR) Outdoor Hawai'i website and its plans to develop an app with a company called Agrospatial. The airport was close to launching a WayFinding app. Many stakeholders desired that the app include a digitized version of the Department of Agriculture's visitor form

(AgForm). This would simplify the process and incentivize people to download the app, addressing the major issue of how to encourage user downloads.

With each interview, the Sassato team had uncovered ongoing efforts that would overlap with or integrate with the smart app, and they believed their list was not exhaustive. The key driver for the app was the reservation system, which needed to be streamlined, made easier, and expanded to additional hotspots. Currently, only four or five hot spots were covered by the system.

The report listed current reservation sites, which are mainly public but include some private sites. The appendix detailed the specific reservation systems used by each site, and the 19 agencies or reservation sites utilized 11 different reservation systems. Developing a Smart Tourism app provided an opportunity to integrate these systems but also entailed a challenge due to the disparate existing systems. Integrating the AgForm and collaborating across agencies would provide an opportunity to create a smart app to enhance the visitor experience and better manage the destination. Inherent challenges included coordinating across multiple departments and agencies.

The team eventually examined over 200 apps in Hawai'i and internationally, and their findings were detailed in the appendix to the report. In Hawai'i, there were 40 apps with enough data to be relevant, focusing on utilitarian uses such as the bus, weather, and marine forecasts. Shaka Guide was an example of the last. The team identified the most successful apps for downloads: TikTok had 1 billion, Expedia 100 million, and AllTrails 10 million. However, most of the Hawai'i apps had between 10,000 to 200,000 downloads. With 244,000 downloads, the Hawai'i News Now Weather app was the highest downloaded Hawai'i app.

The team found that most of the public apps had about 10,000 downloads, the most downloaded being the bus app DaBus2. The GoHawaii app had 10,000 downloads; this app was developed in 2016 and re-platformed by the Hawai'i Visitors and Convention Bureau (HVCB) in 2021. The app included several functions, such as reservations, which stakeholders had identified as features needed in the smart app. The GoHawaii app only provided links and was not integrated with the reservation systems. It also included cultural awareness, interactive maps, and tools, but its features, functionality, and user experience were not optimal. Most stakeholders had stated they were familiar with the GoHawaii app but did not understand or see its use. HVCB staff had informed the team that the app effectively operated in maintenance mode due to its limited budget.

Statistics from the GoHawaii app showed that it had about 3,000 app users per month, highlighting its potential and current limited reach. The Sassato team felt the GoHawaii app fell short of what stakeholders envisaged and lacked the technology and other features needed in

the app. However, it contained elements that could be useful in developing a new app, either from a branding perspective or the potential to reuse some technology. However, greater clarity was first needed.

Stakeholders had been asked if they felt any apps outside Hawai'i could be used as a model. About 30% of the respondents referred to the Disney app, noting that it incorporated many aspects of destination management, such as real-time crowd management, reservations, trip planning, and data analytics. However, Mr. Wacksman commented that Disney could do this because they operated in a closed environment, controlling or having heavy input into all aspects of the visitor experience. Disney had a direct relationship with every visitor and could thus promote the app's benefits and ensure that it was downloaded. There would be many challenges to be overcome to replicate this in an open environment such as Hawai'i or any State, with the need for much coordination and collaboration with the 11 operators of reservation systems and other necessary inclusions.

Stakeholders also frequently referred to the Japan travel app. This privately run app operates a free-to-use model but requires a subscription for additional functionality. It was operated by a company that possessed several apps for both domestic and international markets, with 39 million users of all the apps. Mr. Wacksman noted that 12.5% of foreign visitors to Japan downloaded the app, which, based on 2023 numbers, would amount to approximately 3 million users downloading the app out of a visitor base two and a half times the size of Hawai'i's. He added that the report contained much more detail about other apps.

The Sassato team had come to understand that successful apps offered clear and specific reasons to download. "Reason to Believe" was often referred to in marketing, and here, "reason to download" was equally important. The reason to download would be supplemented by additional features that would enhance the visitor experience. The most successful apps examined, including DMO apps, were focused on either visitor experience or a level of e-commerce, not on destination management. This applies to both private and public apps.

Mr. Wacksman repeated that as far as marketing and user acquisition were concerned, there had to be a reason to download. It was not enough to build an app or a website; users would not visit the website or download the app unless they had a reason to do so. Stakeholders had been asked what they thought would be the greatest challenges to the app's success, and many cited awareness of the app and encouraging people to download it. A clear value needed to be communicated, and the customer had to be engaged throughout the travel lifecycle. The full report discussed what could be done to impact these areas.

The reason for downloading mainly revolved around utility and usefulness. Many respondents mentioned the example of the SafeTravels program, which was quickly developed and widely

used because people understood that it made their lives much easier. In developing the smart tourism app, there had to be something similar, a reason that made travelers want to download it. This fell into three areas:

- Streamlining a task
- Delivering some benefit to the traveler
- Addressing an essential need

One person interviewed commented that either a carrot or a stick should be used to make people download the app.

The Sassato team believed that partnering with businesses and organizations could help raise awareness and encourage people to download the app. Many stakeholders noted that Hawai'i was an island environment with the unique advantage that visitors had to come in at specific points of entry—they could not just drive in. The team believed it should be possible to leverage a few touchpoints at points of entry, such as airlines, cruises, hotels, and other areas where incoming visitors could become aware of the app.

One of the questions in the survey had been whether this should be an app solely for visitors or for both visitors and residents. Many respondents stated that the app should be helpful to local residents and visitors. The Sassato team also emphasized that gaining the support and trust of residents and the community was paramount, as nothing was more important than the support and natural usage of the app by residents.

Partnerships with local businesses and communities were called “earned media.” However, the team believed these efforts alone were unlikely to generate sufficient downloads. Paid media campaigns would probably be necessary to drive download numbers. A common metric in the app space was cost per install (CPI), indicating the number of marketing dollars needed to make people download the app. Mr. Wacksman informed Board members that the prevailing rate ranged between \$3 and \$5, depending on the device, with the price per Apple user differing from the price per Google user.

Mr. Wacksman gave a simple download reality check:

- Hawai'i receives about 10 million visitors per year, and with an average group size of three people, this would comprise about 3.3 million groups of people.
- If the goal was that at least one person in 50% of traveling groups would download the app, that would equate to 1.6 million downloads.

He reminded Board members that for Japan, approximately 3 million downloads were generated from 25 million visitors, which would position the smart travel app among the top DMO apps.

- Using average CPI numbers, if the CPI were \$4.3, generating a million downloads would cost \$4.3 million.

Mr. Wacksman pointed out that CPI was just one of six common metrics used to define success in the app world. A less common metric and a broader goal for the Hawai'i travel app would be the impact on destination management.

One of the slides of the presentation listed the more than 100 different features that respondents expected to be included in the app. One of the stakeholders remarked, "Why should we limit what's included in the app? The technology enables it to be limitless." Mr. Wacksman agreed that this was technically true, but he believed it would be inadvisable to include limitless features. Over time, elements could be added, but he thought trying to offer everything at once was a poor strategy.

The team devised a process to condense stakeholders' expectations to a more reasonable number of features, generating nine categories in the report. They used a framework based on Gartner's Magic Quadrant, with the x-axis representing the impact on destination management and the y-axis representing the impact on visitor experience. Each of the nine features was classified based on their impact on each aspect, and in this way, the features were separated into core features and later options.

Mr. Wacksman commented that evaluating both destination management and visitor experience had created a good framework for decision-making, but he admitted that prioritization was inherently subjective. The Sassato team used interviews, research, and their knowledge of tourism. However, others might develop a completely different view. Ultimately, the project's operator would decide which features belonged in the core quadrant.

Mr. Wacksman explained that monetization fell into two types: either the collection of revenue within the app or the creation of third-party partnerships, such as airlines and activities, to offer purchases on the site. He explained that monetization was not among the core priorities, and stakeholder opinions about it varied widely. Some believed the app should be a public service app, avoiding monetization, while others suggested it should be the "Expedia of Hawai'i" that did everything. There was a wide divergence of views, but most stakeholders agreed that monetization should be explored later once the app had proven itself in the core areas.

The Sassato team recommended creating a minimum marketable product (MMP), which was different from a minimum viable product (MVP). MMP was a step further than MVP and

included the features and functions needed to successfully launch the app. An MMP was not a beta product but a fully functional product that was good enough to be put on the marketplace. It might not possess all the ultimately desirable features, but it would have enough features to encourage users to download. The SafeTravels site was an example of this—it had been urgently needed, quickly developed, and proved efficacious.

An important conclusion of the full report was that the app depended on strong alignment and ongoing support. Mr. Wacksman emphasized to the Board that the technology itself was not the solution; all the other aspects were the solution, and technology was just the tool.

The team noted that many different reservation systems were in use in Hawai'i, and the challenge this created could be solved in several ways.

- One way would be to instruct everyone to unify on a single platform, though there would have been many objections. During conversations with system operators, the team realized that most were either satisfied with their systems or distrustful of relinquishing control and potential collection of funds.
- An alternative method would be to create links to the existing reservation systems. This might not provide the best user experience, but it could theoretically put everything in one place.
- Another approach would be a hybrid approach, keeping existing systems in place and linking them by application programming interfaces (APIs), which would pull the existing systems into a front end that appeared unified from a user perspective but was not actually unified at the back end. This was technically feasible, but the team was unsure whether existing reservation systems had the technology to execute this. However, this possibility needed to be considered.

The team had concluded that unifying the reservation system on a single platform offered many advantages, such as scalability and easier integration with new hotspots, but there were likely to be many objections, and much discussion would be needed.

An alternative approach would be to create reservation technology for new hotspots, with the older hotspots gradually becoming part of it over time, leading to eventual alignment. On many occasions, the point had been raised that technology was a tool, not a solution, for reservation systems that were already in place. Expanding to other hotspots was not just about creating a reservation system; it involved developing a robust, on-the-ground implementation. Defining rules, guidelines, and management strategies for each site was essential before developing a reservation system. The Sassato team believed that technology was the easy part in this situation, but the people and processes were the hard part.

However, if the app were developed the end stage would be a reservation system in which new hotspots could enroll when ready. Mr. Wacksman suggested that Board members read the Hā'ena State Park case study, which provided a template that could be applied to future sites. He repeated that having a reservation system would not solve a single hotspot issue; the solution to the problem was the work that preceded the development of the system. A reservation system would provide better delivery and enhance existing platforms, but the demanding work lay in preparation to identify operational issues.

Mr. Wacksman reminded Board members that the cost of the app would depend on its scope. The Sassato team suggested starting small and then building on top of that basis, beginning with the core functions developed either from out-of-the-box technology, from companies with similar technology that could be customized to meet Hawai'i's needs over time, and/or utilizing existing systems. Mr. Wacksman noted that opportunities existed to leverage existing systems, especially those created by DLNR and GoHawaii.

The team had spoken to several vendors, some of whom were currently vendors for various agencies and departments. More details were provided in the report.

Mr. Wacksman pointed out that although Sassato's scope of work had been predicated on an app, this was not the only possibility. The three main methods of touching people digitally were:

- A native app was envisaged, meaning it had to be downloaded from an app store and resided on the user's phone.
- A progressive web app (PWA) is a website built like an app; it might be in the app store, but it is actually a website.
- A responsive website that adapts to whatever device you have and can, for instance, adapt to a cell phone.

Each of these methods had its benefits and drawbacks. As the project moved into the RFI and RFP phases, vendors would be asked for their own recommendations, likely based on their own technology.

Mr. Wacksman explained that the ongoing technology costs of this type of project were typically about 20–35% of the initial cost per year. This did not include CPI marketing, and, depending on the scope of the app, it did not include customer service or other operational areas.

He added that the wild card was the possible effect of artificial intelligence (AI) on app development. No one was sure about the future and whether generative AI would eliminate

apps. Mr. Wacksman thought not, but no one knew. He believed that it would probably be necessary to integrate AI tools into this technology, but ultimately, a flexible and iterative approach was indispensable. Potential vendors would be asked about their attitude to AI and how it could be useful. Some stakeholders had made good suggestions about AI, such as having a Hawai'i GPT, a chatbot trained on all things Hawai'i.

Mr. Wacksman mentioned one key point: they had not interviewed any end users as part of the study; the team had only interviewed stakeholders, vendors, and industry experts, although he conceded that stakeholders could be potential end users. Interviewing end-users could have been valuable in identifying the functions and features that would give end-users a reason to download. They could have been asked whether they would be willing to download another app on their phone and what possible reasons they would do so.

The report gave detailed insights into the process and the build. Mr. Wacksman referred to Mr. Ka'anā'anā's intention to complete the project immediately. On the other hand, the Sassato team believed that further work should be done before entering the RFI/RFP phase.

The Sassato team recommended the following:

- creating a small steering committee that could make quick decisions
- appointing a project leader
- finalizing the core objectives of the app
- defining the features and functionality of the app
- determining the method of approach to the current reservation system

The team believed it was important to identify the willingness of existing reservation systems to integrate with the app. The app should also be capable of integration with alert systems and other existing systems. The Sassato team respected the work that had already been accomplished. They always asked themselves how they would approach the work if asked to participate in the project.

The team saw the development of the app in four phases:

- Alignment of the scope and definition of the project
- Vendor selection and contracting
- App development and testing
- Launch and scale

The team recommended launching with a Minimum Marketable Product (MMP), identifying what worked, conducting necessary modifications (tweaking), and then adding functions and features.

Mr. Wacksman summarized the key points as follows:

- The foundation for the project's success was to appoint a steering committee to make rapid decisions and appoint a project lead who would drive alignment and oversee the initiative while prioritizing features and functionality in the MMP and engaging with departments and agencies to gauge their willingness to participate.

Once the foundation was laid, the rest would follow:

- Creating and issuing the RFP
- Leveraging existing platforms
- Building the MMP
- Developing a robust marketing and user acquisition plan
- Launching and scaling strategically

The Sassato team believed this process would enable the app to be launched fairly quickly and cost-effectively along the timelines mentioned by Mr. Ka'anā'anā, setting the stage to scale the product and the user base.

The full report highlighted the key findings and could be used as a roadmap for the person leading these efforts. The final report had been scheduled for delivery in mid-January, but thanks to Mr. Ka'anā'anā's encouragement, the team had been able to deliver the report a few days before the present Board meeting.

Chair Hannemann opened the floor for questions.

Mr. McCully thanked Mr. Wacksman for the presentation, even though it had contained much more information than could easily be digested, and stated that he looked forward to reviewing the full report. He had not believed that the suggestion from the previous legislative session would become this report. Noting that Mr. Wacksman had not presented future budgets, Mr. McCully asked what portion of the money allocated by the legislature to develop the app was represented by this report.

Mr. Wacksman replied that the budget depended on the scope of the app.

Mr. McCully asked whether Mr. Wacksman was recommending a steering committee, and Mr. Wacksman confirmed he had recommended a small group of decision-makers who could help guide the project.

Chair Hannemann thanked Mr. Wacksman and Ms. Menor-Miller and noted that this report could be a template for use at both State and County levels.

Mr. Wacksman responded that the study included State, County, and Federal systems.

b. Presentation and Discussion on HTA's Planning Projects as they Relate to the Tourism Functional Plan, HTA Strategic Plan, and Destination Management Action Plans

Chair Hannemann stated that Agenda Item 14b would be deferred to the next meeting.

Mr. Arakawa, the Budget, Finance, and Convention Center Standing Committee Chair, had also asked for Agenda Items Nos. 17 and 18 to be deferred to the next meeting.

15. Presentation on HTA Destination Stewardship Programs

Mr. Tyler Gomes, the Chief Administrator of Kilohana, stated that Mr. McCully's question during the previous Board meeting had necessitated the presence of Mr. Kūhiō Lewis, CEO of the Council for Native Hawaiian Advancement (CNHA), to clarify the separation between the Kilohana Collective and its support from the HTA, and CNHA's other work which shared the name Kilohana but did not receive any share of the funds from the HTA.

Mr. Lewis explained that the Kilohana Collective operated under contract with the HTA and was a subsidiary of CNHA. A separate entity named Experience Kilohana organized hula shows and other external activities and was funded by CNHA's other resources from various streams. As a financial institution, CNHA charged membership dues and obtained money by fulfilling contracts and performing other services, and these funds were used to support the activities of Experience Kilohana. Mr. Lewis explained that Kilohana had hoped to conduct more interactive activities on behalf of the HTA, but the confines of their contract did not permit this. Thus, the contract was funded by the other activities of CNHA, but it shared the name Kilohana.

Mr. McCully thanked Mr. Lewis for the explanation and admired the elegance of the solution. However, he believed that he had expressed a justifiable concern about the HTA's public money appearing to be used for private interests.

Mr. Lewis appreciated this concern and assured Board members that no HTA money had been used to support the private company. All the external activities had been a long-term vision of CNHA that was aligned with the organization's mission and was under its control. CNHA had accountants, attorneys, and external accountants who oversaw their bookkeeping, so he was confident that funds were not being intermingled.

Mr. McCully referred to his point about public perception, noting that everyone in Hawai'i was very attentive to minor details, so a casual observer might make unwelcome assumptions.

Mr. Lewis acknowledged Mr. McCully's point and explained that Kilohana's purpose was to represent Hawai'i's finest. Kilohana did that from a branding perspective, whether through contracts with the HTA or privately funded work executed through Experience Kilohana. He understood it was a perception issue, but at the end of the day, Kilohana presented a cultural perspective on the Hawai'i brand.

Mr. Arakawa agreed but posed the point that the possible existence of another organization relating to tourism, named HTA, but doing private activities without State money could confuse. Mr. McCully's point had been well taken; Kilohana's programs and ideas were great, but there was an opportunity for confusion.

Mr. Lewis stated that Kilohana and CNHA had never intended to confuse, and he looked forward to an opportunity to conduct more interactive, experiential visitor experiences within the confines of the HTA contract. He hoped they would eventually mount the Kilohana Hula Show, providing free entertainment to represent Hawaiian culture, even though it did not seem possible at the moment.

Chair Hannemann appreciated that Kilohana was often able to conduct activities through the private section of their organization when the HTA was unable to act expeditiously either because of a lack of funds or because approval was awaited. This had occurred with the Maui Classic. The HTA had provided funding for the games, but Kilohana had seen the need to support the Maui Mayor and the Maui business community by taking advantage of the presence of visitors with the Mākeke concept, using their own funds and funds from the Hawai'i Community Foundation. The HTA had participated by tapping into emergency relief funds to conduct marketing. The result was that 60 companies made over \$400,000 in sales.

Mr. Lewis understood that perceptions often led to false assumptions, but CNHA had created the Kilohana division to conduct visitor-related experiences, whether in tourism work or workforce and marketplace development. Currently, CNHA is a complex, large organization with over 100 employees throughout the State, and it is trying to create an internal division with identifiable branding. Kilohana was "doing business as" (DBA) for visitor-related work.

Mr. Arakawa thanked Mr. Lewis and appreciated his explanation but pointed out that they were getting into dangerous territory if they used "the other Kilohana" to execute activities that could not legally be done under the HTA. Mr. Arakawa stated that this would be unacceptable and these issues should be further considered and clarified.

Chair Hannemann understood the issues involved but noted that in the instance of the Maui Classic, CNHA had put together partners, and the HTA contributed to the marketing aspect. CNHA did not necessarily rely on the HTA to conduct activities that benefited the visitor industry. The HTA participated where possible.

Mr. Lewis assured the Board members that CNHA would reconsider its branding methods.

Mr. Pfund suggested that for activities sponsored by the HTA, they should use the HTA logo to differentiate the different activities.

Mr. Gomes responded that this was a requirement of their contracts with the HTA. Kilohana Collective was the DBA for the division of Kilohana working for the HTA; everything else was under the DBA of Experience Kilohana. He directed Board members to note that the Kilohana logo shown on the bottom left of the report was exclusively used for HTA work. The Experience Kilohana logo was completely different.

Chair Hannemann commented that the Kilohana Hula show at Waikīkī, as well as the Hawaiian show at the Hyatt in Waikīkī, was operated strictly by Kilohana.

Mr. Gomes informed Board members that he would give a year-to-date update on the HTA contract. Term 1 of the contract was to conclude on December 31, 2024. He added that the financial information would be updated to October 31, 2024, because the CNHA financial reports had a 60-day delay.

Visitor Education Post-Arrival Marketing (VEPAM) has now exceeded every key performance indicator (KPI) that had been established in the original contract, with records up to November 30, 2024. CNHA was working on metrics to assess their proposed spending and KPIs for the following year. The report showed the amount already spent and remaining in the account.

Mr. Gomes stated that the Lahaina Festival had been an excellent opportunity for collaboration. The contract for Foundational Technical Assistance included a small budget to support Mākekes regionally across the State at \$3,000 per Mākeke. The Lahaina Mākeke had been a recipient of the HTA funds.

Mr. Gomes informed the Board members that the Foundational Technical Assistance and Community Stewardship capacity-building project had concluded the previous week, with nine cohort members across the State and with every County represented. Four workshops had been conducted with the consultants, and 100% of the funds would be distributed by the end of the year. At the time of reporting, the cohorts had received about 70% of the funds, with the complete distribution after verified compliance of the cohorts. The report featured Hui Aloha Kīholo, which used its funds and training resources to build up the data side of its work, improving its resources to engage more visitors and make its resources more available.

The Community Tourism Collaborative for regenerative experiences had fifteen cohorts representing all counties. The cohorts had been supported with funding to take part in four workshops. All the cohorts had sought support to develop some form of new experience, either entirely new or building on an existing product. 70% of the funding had already been distributed, with the balance to be given once cohorts complied with their proposals' terms.

For example, Anelakai Adventures was the only non-motorized tour in Keauhou Bay and had used its funds to build a lunch tour utilizing resources from Hawai'i Island agriculture. The funds also increased their ability to buy daytime tours.

Mr. Gomes informed Board members that all the cohorts had been enthusiastic about the experience and the support they received from experts in the field. Their criticism was that the program had been too short. He pointed out that this was the nature of developing a pilot scheme and expressed the hope that the next iteration would have a duration of at least six months. Overall, the project had been a success, and all the cohorts had been satisfied.

Mr. Ka'anā'anā added a comment in the Ho'okahua Hawai'i Standing Committee by Ms. Paishon, who noted many bright spots with the CTCs, but the compressed timeline was not ideal. The contractors should not expect the compressed timeline to be the norm, and they must think about how to improve.

Mr. Gomes informed Board members that 'Umeke had to be divided into three phases because the contract had originally been written for the calendar year. On adapting it to the fiscal year, a gap had been left from January 2025 to June 2025 to reach FY26.

'Umeke 24 was about to reach completion, with final reports to be submitted by March 2025. The interim 2025 'Umeke period from June to January has just been announced. One hundred five total awards were made, with \$2.8 million awarded, and all projects were required to reach completion by June 30th. If applicants had additional activities extending after June 30, 2025, they could reapply for the next tranche, which would open in the first quarter of 2025. Mr. Gomes noted that this relatively rapid schedule enabled all activities to be placed in the same fiscal period. The plan was to launch in February and begin reviews in March. Mr. Gomes added that the funds allocated for 'Umeke had been almost spent completely.

Mr. Gomes reassured Mr. McCully that none of the money set aside by the legislature for the development of the Smart Tourism app had been used to compile the report presented to the Board. Funds for the preparation of the report had come from the Kilohana budget for smart tourism, and this meant that the entirety of the funds set aside by Rep. Quinlan for the development of the app was still available with the HTA. Mr. Ka'anā'anā confirmed this and stated that the funds were reserved for the eventual RFI and RFP.

Mr. Gomes stated that the definitive version of the curriculum for the Tour Guide certification program was expected to be available the following week. The vendor was TripSchool, an organization that specialized in creating multimedia tourism certification programs. TripSchool had built upon the existing curriculum developed by the University of Hawai'i, adding sections on culture and safety to better reflect the priorities of the DMAPs and the HTA's four pillars. The curriculum emphasized culture and community and would be submitted to Mr. Ka'anā'anā for review the following week.

Mr. Gomes informed Board members that there had been 180 registrations for Qurator, the quality assurance program, of which 64 had been certified, well exceeding the minimum KPI for the year. The minimum for every island had not been achieved, since there appeared to be less motivation for people to proceed with audits during the holiday season due to other priorities. He added that even if the KPI for some islands might be one or two short, there would be time for audits to be completed early next year.

Mr. Ka'anā'anā added that partners on Moloka'i and Kaua'i should be encouraged to finish their audits. Many groups had begun the process, but the audit was the final stage for certification. Kilohana would have achieved their island-by-island KPIs if all groups had finished their audits.

Mr. Gomes added that marketing advertising for the Qurator program would ensure that adoption continued to grow. The launch had been surrounded by much excitement, but this had been followed by a reduction in motivation. However, outreach was to continue into the following year.

Kilohana had been asked by the Global Sustainability Tourism Council (GSTC) to help develop their food security criteria based on Qurator. It was to be hoped that global recognition of the program would lead to increased applications for certification.

Chair Hannemann asked for questions from the floor, and hearing none, he thanked Mr. Lewis and Mr. Gomes for their contributions.

16. Report and Update by the BRANDING STANDING COMMITTEE of their Meeting Held on December 12, 2024

Chair Hannemann introduced the final item for the day, Agenda Item No. 16: Report and update by the Branding Standing Committee of their meeting held on December 12, 2024, to be presented by Dr. Aaron Salā and Mr. Jay Talwar.

Dr. Salā, President/CEO of the HVCB acknowledged the presence of Mr. Talwar, Mr. Eslinger, Ms. Imai, Darlene Morikawa, and Lei-Ann Field from their team, all of whom had worked on the

L.A. activation. This presentation had now been given several times, so he would do his best to be brief. Dr. Salā acknowledged several questions that had been raised in the Branding and the Budget and Finance committees.

Dr. Salā stated that two important questions had to be answered. The first question,

- “Was the L.A. activation successful?”

led naturally to a second question:

- “Should such activations be conducted in the future?”

He intended to explain why an affirmative response should be given to both questions, but with the caveat that future repetitions of such activations must be coupled with a strategy.

Dr. Salā explained how HVCB, under the auspices of Hawai‘i Tourism USA (HTUSA), had worked in partnership with and on behalf of the HTA. He believed that dialogue might challenge the HTA to think more broadly and strategically about its role.

Dr. Salā outlined the timeline for the L.A. activation:

- September 15, 2023: The Branding Standing Committee met, and the HTA challenged all the global marketing teams (GMTs) to develop plans to stimulate demand for travel to Maui.
- September 28, 2023: HTUSA recommended a series of market saturations at the \$10 million budget level.
- July 12, 2024: The HTA hosted a series of industry partners’ meetings at which HTUSA presented ideas for an L.A. Activation.
- July 25, 2024: The HTA had approved a \$1.67 million plan for an L.A. activation.
- August 13, 2024: HTUSA submitted the final L.A. Activation plans and performance measure targets to the HTA. Starting on that date through October 30, notifications and information on how to participate were sent via nine emails to 2,760 industry partners, resulting in 19,909 distributions to various entities in the visitor industry.
- September: The activation itself took place.

Dr. Salā informed Board members that the activation had delivered the following paid digital media:

- YouTube TV: 18.6 million impressions
- LG: 14.5 million impressions
- TripAdvisor: 5.5 million impressions

The activation had also delivered the following paid social media:

- Facebook: 5.8 million impressions
- Instagram: 4.9 million impressions
- TikTok: 4.6 million impressions
- YouTube: 10.5 million impressions

The key performance indicator (KPI) was the purchase of the desired number of impressions.

For YouTube TV, the target had been 24.5 million impressions, but the delivery was 18.6 million impressions or 76% of the target. This under-delivery was due to the auction-based purchase; the original proposal had been based on a specific price point, but the cost had increased when approval came. Dr. Salā reminded Board members that this highlighted the importance of moving nimbly in such activations.

The second anomaly concerned Facebook and Instagram, where the target had been 10.46 million impressions, but delivery was 5.8 million, or 55% of the target. Paid social media targets had been erroneously based on a national purchase, an error in the planning of the activity so that instead of focusing on the LA/San Diego area, the KPI had been measured on a national purchase rather than a focused target. Dr. Salā also pointed out that the Meta ad platforms, Facebook and Instagram, effectively operated together, leading to delivery variations where the Meta algorithm prioritized the better-performing platform, which in this case was Instagram.

Dr. Salā noted that Chair Hannemann had issued a challenge to engage Governor Green and Mayor Bissen in the activation. This was a key reason for the choice of September 2024 due to the timing of the Rams game and the possibility of Governor Green's presence. In partnership with Marriott Resorts Hawai'i, interviews took place on three prime-time airings, reaching more than a million viewers. There had been 502,000 total social impressions and 525,000 total digital impressions. Dr. Salā stated that L.A. Unscripted KTLA had access to community engagement.

Consumer activation had been through a partnership with Mana Up Hawai'i, with an event located in the heart of Abbot Kinney Boulevard. L.A. Live could have been an alternative location with even greater attendance, but the team believed that Abbot Kinney represented the Hawai'i target traveler. Goals for attendance and sales had been far exceeded. The report gave a detailed list of the partners involved in this event.

Dr. Salā mentioned the work done with high-impact messaging platforms:

- Governor Green had taken part in two KTLA interviews: L.A. Unscripted and the main news segment.

- Mayor Bissen had held high-profile meetings with L.A. Rams executives, Pleasant Holidays, and had also given a major interview for KTLA.

Dr. Salā explained that the goal of the activation had been for the leaders of Maui to inform business leaders in California that Maui was open. While the team used parallels with the 2008/2009 post-recession model to define the KPIs, Maui's recovery represented an evolution in articulating the industry. This was because, at various times, visitors were informed that Maui was closed and were asked not to come to Maui by residents, legislators, and high-level influencers. This made the situation different from the post-recession situation.

Dr. Salā believed that congratulations were due to Mr. Talwar and his team because the activation planning had predated his recruitment to HVCB. Planning by the HVCB team had taken place over an unprecedentedly brief time, and they had brought together partners for positive engagement on many levels.

Dr. Salā stated there had been a public relations media blitz, including in-person meetings with seven editors, freelance writers, and 20 media outlets. The following results had been obtained:

- Three media had been co-hosted on Maui
- Two episodes of Tastemade's "From Scratch" had been filmed in Maui and were to be aired in the first quarter of 2025
- NBC had filmed a West Maui segment
- Entertainment Tonight featured Wailea for an entire week in November

All these events had occurred as a result of creating a buzz.

Travel trade education and training included a workshop seminar with 145 participants and an evening program comprising a trade show, networking, and dinner for 168 participants. Twenty Hawai'i supplier partners had highlighted their offerings, and island visitors' bureau representatives provided comprehensive destination updates, along with entertainment by Nā Hōkū Hanohano award winner Mailani Makainai and former Miss Hawai'i USA Aureana Tseu.

Dr. Salā thanked Mr. Miyasato for coordinating with Hawaiian Airlines, which hosted a lunch and a dinner over the activation. It was praiseworthy that all the industry partners had come together to ensure the success of the activation.

Dr. Salā reminded Board members that HVCB was a private non-profit organization that had contributed \$268,500 to a cooperative incentive venture with industry partners. He noted that this venture had been vetted to ensure appropriate levels of cooperation.

HVCB had taken advantage of the network that Mr. Talwar had developed over the past two decades to seek opportunities for Maui's recovery. The present goal was to find ways to fill hotel rooms to ensure the continued existence of Maui businesses. The goal of HVCB under the auspices of HTUSA was to create the conditions necessary for the target Hawai'i traveler to travel to Hawai'i. Dr. Salā reminded Board members that this required a whole series of actions because it was not a linear process. He added that America was a mature market for Hawai'i, with the advantage that the target audience understood the place.

Dr. Salā presented a graph comparing promotional room nights to all other room nights for Maui, showing an increase in September, which had already begun to decline by October. Hotel partners reported a significant increase in bookings starting in early October, including active bookings for the first quarter of 2025. One hotel partner reported an increase in booking pace for the first quarter of 2025 and attributed this success to the L.A. activation. Inspired by the HTUSA program, a partner hotel hosted a travel trade educational webinar attended by over 200 travel agents. Other industry partners were conducting their own media appointments and receiving positive feedback on the activation. It was clear that the visitor industry had appreciated the L.A. activation.

Moving forward and conscious of the market's maturity, HTUSA intended to maintain the brand, "the people, the place, the Hawaiian islands." They aimed to create the conditions necessary for the interest of the target Hawai'i traveler to be converted into actual travel. Dr. Salā considered that the horizon between the desire to travel and the plan to travel had severely condensed over recent months. As a matter of strategy, it was important to attract the desired traveler, and this was different from the traditional GMT method of creating a trade show to drive conversion. HVCB was thinking about future progress and the effects of the L.A. activation.

Mr. Arakawa asked whether the L.A. activation was a departure from the usual daily activities of HVCB.

Dr. Salā responded that they saw their role under contract with the HTA as looking at national annual branding campaigns. HVCB would function as the branding organization on behalf of the HTA and behalf of the State. Their purpose was to strengthen the long-term equity of the brand.

Dr. Salā stressed the importance of the global consistency of the Hawai'i brand. The GMTs had to speak the customer's language, but the function of HVCB was to ensure that the colors and the attitudes represented the Hawai'i brand.

The Hawai'i brand was representative of the Hawai'i identity and was meant to maintain long-term awareness and trust. The scope and focus of the brand were nationwide and very high-level. The timeline was year-round and brand-driven, with tactics involving advertising, social media, earned media, and travel trade. Market activation was to be tactical, market-specific, responsive, driving towards immediate action, localized, short-term, custom, market-driven, and on-brand. The tactics were to be hard-hitting through consumer activations, advertising, cooperative programs, and earned media.

Dr. Salā considered that the visitor industry could be represented by a well-designed garden where each type of plant was properly cultivated. He noted that if resources were reallocated to neglect the brand and concentrate on market activations, the quality of the entire garden would suffer, and the space would be taken over by others. In tourism terms, neglecting the brand would allow other destinations to invest and take away part of Hawai'i's market share.

Dr. Salā gave two clear conclusions:

1. Market activation and branding were interdependent.
2. Market activation itself had to be part of a strategy.

Dr. Salā believed that the challenge by the HTA Board Chair to conduct an L.A. activation had been successful, but it was important for this activation not to stand alone. Activation needed to be continuous and maintained during this recovery period for Maui. The data showed an opportunity for the HTA to rebuild the market.

Dr. Salā concluded that the September activation had positively affected the booking pace through February 2025, but the Board was advised to continue to be cautious. Although the U.S. market was soft, it was slowly making its way back. As other GMTs started to come back in the same way, there was a risk of over-tourism recurring.

It was necessary to believe in the positive effects of these market saturations, but they must be strategic and targeted, Dr. Salā assured Board members that HVCB would continue to promote the Hawai'i brand under the auspices of HTUSA. He thanked Chair Hannemann for this opportunity to share this with Board members.

Chair Hannemann asked for questions and comments from Board members, and thanked Dr. Salā for his effective presentation. The Chair believed that the collaboration between HVCB and the HTA would produce a good template for the future. The major objective of the L.A. activation was to change the messaging with the help of HTUSA and the participation of the mayor and governor. The Chair thanked HVCB for bringing private partners together.

a. Presentation, Discussion and/or Action on the Findings from the L.A. Saturation Activation and Plans for 2025 Market Saturation Activation

Chair Hannemann called on Mr. Miyasato, who stated that this Agenda Item should also be deferred. The Chair then asked if the outgoing chair of the Branding Standing Committee had any words to share.

Mr. Miyasato expressed his hope that this discussion item could be passed on to the next Chair of the Branding Standing Committee. He emphasized his belief in “powered by the HTA.” He noted his interest in the earlier conversation about Kilohana Collective and Experience Kilohana, highlighting that branding was all about identification.

Mr. Miyasato thanked the HTA Board members for the past 18 months he had spent as part of the Board.

b. Presentation and Discussion on a “Powered by the HTA” Campaign and Initiatives

17. Report and Update by the BUDGET, FINANCE, AND CONVENTION CENTER STANDING COMMITTEE of their Meeting Held on December 13, 2024

a. Presentation, Motion, Discussion, and Action on the HTA’s November Financial Report; Recommend Approval

b. Motion, Discussion, and Action on the Hawai’i Convention Center’s (HCC’s) November 2024 Financial Report and Update on the Hawai’i Convention Center’s 6-Year Repair and Maintenance Plan; Recommend Approval

Agenda 17 is deferred to the next meeting.

18. Progress Update from the Permitted Interaction Group to Assist in the Selection Process for the Position of President and CEO of the Hawai’i Tourism Authority

Agenda 18 is deferred to the next meeting.

19. Adjournment

The meeting adjourned at 2:51 p.m.

Respectfully submitted,

Sheillane Reyes

Sheillane Reyes
Recorder

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**Presentation of the Hawai'i Tourism Authority
2024 Annual Report**



Hawaii Tourism Authority (HTA) / Ben Ono

2024 Annual Report to the Hawai'i State Legislature Regular Session of 2025

Prepared by Hawai'i Tourism Authority
Department of Business, Economic Development &
Tourism
State of Hawai'i

December 2024



This report satisfies Hawai'i Revised Statutes Section 201B-16.

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FROM THE INTERIM PRESIDENT & CEO

STABILIZING TRAVEL TO HAWAI'I: ENHANCING EXPERIENCES AND COMMUNITY BENEFITS

Aloha kākou,

On behalf of the Hawai'i Tourism Authority, we're excited to share our annual report for 2024. This report includes the work we have done to ensure that tourism is managed in a sustainable way that respects our cultural values, protects our natural resources, and meets the needs of both our community and visitors.

We continue to work to stabilize travel demand to the Hawaiian Islands from our key source markets, optimize the experience of residents and visitors through destination stewardship, and help families and communities realize tourism's benefits.

In August 2024, Hawai'i paused to commemorate the one-year anniversary of the devastating wildfires that devastated Lahaina and changed life on the island of Maui forever. The people of Lahaina and Kula showed incredible resilience and resolve for the long road ahead.

In the immediate aftermath of the fires, HTA worked closely with fellow government agencies and visitor industry partners to address the community's immediate needs, and to plan for tourism's contribution to Maui's recovery. HTA continues to support Maui's recovery by letting prospective visitors in our key source markets know that they are welcome, that coming is caring, and that their visit is supporting recovery. As you will see in this report, the early results are encouraging but show clearly that continued effort is needed.

HTA's goal is to encourage tourism that makes Hawai'i better for everyone: visitors, residents, and our environment. We call this model regenerative tourism.

Our key performance indicators address three simple questions:

- How do residents feel about tourism and the way tourism is being managed?
- How do visitors feel about their visit to Hawai'i?
- Is tourism delivering economic benefits to the people of Hawai'i?

Put simply, the data shows that our trajectory is positive.

- A majority of kama'āina feel that tourism should be actively encouraged.
- A majority of visitors say their trip was excellent and would return.
- Tourism's economic benefits continue to grow, powering spending in small local businesses and state and local tax collection.

We'll continue working with the Legislature and our fellow state agencies to support initiatives that advance regenerative tourism. By working together, we can ensure that tourism is a net positive for the visitors who come, our community who hosts them, and our beloved island home.

On behalf of our entire team, mahalo for the opportunity to serve the people of Hawai'i.

Mālama pono.



Daniel Nāho'opī'i
Daniel Nāho'opī'i
Interim President & Chief Executive Officer

GUIDED BY BOARD OF DIRECTORS



HTA's Board of Directors is a policy-making entity comprised of 12 members, appointed by the Governor of Hawai'i, who serve as volunteers and meet monthly to guide the agency's work on behalf of the State of Hawai'i. Board approval is required for key HTA functions and initiatives, including its annual budget and annual marketing plan, which includes funding support of community programs. Board committees and permitted investigative group (PIG).

The Administrative & Audit Standing Committee reviews and recommends modifications to policies related to the Authority's administration and evaluating the President & CEO. It establishes and oversees internal audit controls by consulting with external auditors, ensuring timely and accurate financial statements, and enforcing a code of conduct for financial integrity. Additionally, handles matters related to legislative and governmental affairs.

BOARD OF DIRECTORS (CONT.)

The Branding Standing Committee reviews, evaluates, and recommends HTA’s branding and marketing initiatives, programs, and/or activities which support the Authority’s vision, mission, goals and objectives including meetings, conventions, and incentive business.

The Budget, Finance, and Convention Center Standing Committee reviews the Authority’s financial reports, investments, and annual budget, including matters related to the Hawai’i Convention Center (HCC). It develops and monitors the annual budget, review financial reports, and recommends actions to the Board. Additionally, it is responsible for the long-term strategic planning of the HCC, including capital improvements, modernization efforts, and facility management.

Ho’okahua Hawai’i Standing Committee develops, reviews, evaluates, monitors, reports, and provides recommendations on issues relating to natural resources, Hawaiian culture, and community.

Governance Study Investigative Group develops the governance, strategic organization, and Business Review Process Study for the HTA.

Legislative and Governmental Affairs Investigative Group develops policy positions and legislation for the 2024 Legislative Session.

IMPLEMENTED BY STAFF



LEADERSHIP

Daniel Nāhoopi’i,
Interim President
& CEO, Chief
Administrative
Officer

Caroline Anderson,
Director of Planning

Isaac W. Choy,
VP of Finance

T. Ilihia Gionson,
Public Affairs
Officer

Kalani Ka’anā’anā,
Chief Stewardship
Officer

STAFF

Jennifer Bastiaanse, Brand
Manager, Branding & Marketing

Jadie Goo, Senior Brand Manager,
Branding & Marketing

Talon Kishi, Budget & Fiscal
Officer

Mei-Lin Bruhn, Administrative
Assistant, Destination Stewardship

Carole Hagihara-Loo, Executive
Assistant & Board Liaison

Trishia Mendoza, Administrative
Assistant, Branding & Marketing

Maile Carvalho, Account
Specialist

Dede Howa, Brand Manager,
Destination Stewardship

Patricia Ornellas,
Destination Manager, Kaua’i

Kristen Colburn, Procurement
Specialist

Iwalani Kūali’i Kaho’ohanohano,
Senior Brand Manager,
Branding & Marketing

Lindsay Sanborn, Brand Manager,
Destination Stewardship

Meagan DeGaia,
Destination Manager, Maui

Amalia Kartika, Contracts &
Administrative Manager

Michele Shiowaki, Administrative
Assistant, Planning

Tracey Fermahin, Procurement
Manager



ABOUT HTA

The Hawai'i Tourism Authority (HTA) serves as the official tourism agency for the State of Hawai'i, tasked with managing the Hawaiian Islands' iconic brand responsibly. HTA's role spans marketing the Islands, preserving Hawaiian culture, protecting the natural environment, and strengthening local communities. Through its stewardship of tourism, HTA aims to improve both the visitor experience and the quality of life for Hawai'i's residents. Central to this mission is the development of sustainable and regenerative tourism practices, guided by HTA's 2020-2025 Strategic Plan.

OUR VISION

“By 2025, tourism in Hawai'i will: Ho'oulu (Grow) the uniqueness and integrity of the Native Hawaiian culture and community; Provide a unique, memorable, and enriching visitor experience; Generate clear community benefits and responsibly manage tourism-related impacts and issues; Support a vital and sustainable economy.”

OUR MISSION

“To strategically manage Hawai'i tourism in a sustainable manner consistent with economic goals, cultural values, preservation of natural resources, community desires and visitor industry needs.”

OUR KULEANA

- Address broad tourism issues by shifting resources into destination management.
- Lead the visitor industry in supporting a strong Hawai'i economy.
- Protect and market the Hawai'i “brand” while managing the destination.
- Place residents' interests and benefits first.

OUR NEXT STEPS

In 2024, a Governance Study was completed by Better Destinations LLC. This study identified an effective structure to govern Hawai'i tourism. It provided recommendations for changes in policy and Hawai'i statutes in addition to describing an organizational structure capable of supporting the recommended approach.

As the board contemplates a new organizational and governance structure, our goal for FY25 is to recover domestic demand and rebuild international travel. The two-year goal FY 26-27 is to manage tourism through the destination management action plans and destination managers.

MOVING TOWARDS A REGENERATIVE TOURISM MODEL

In 2024, the State Legislature expanded the HTA’s responsibilities to include destination management, regenerative tourism, and updating Hawai‘i’s Tourism Functional Plan in accordance with the State Planning Act. These legislative actions aligned HTA’s statute with the ongoing efforts outlined in our 2020-2025 Strategic Plan, as well as with community requests for these changes. These new responsibilities mark a significant shift in Hawai‘i’s tourism approach, emphasizing a regenerative tourism model that prioritizes the sustainability of natural, cultural, and community resources.

Regenerative tourism recognizes the interconnectedness of environmental, social, and economic factors. This tourism approach emphasizes designing and managing tourism to provide net benefits for local communities and destinations. By fostering collaboration, it enables communities to thrive, offering visitors genuine and meaningful experiences while improving the well-being of the environment, residents, and indigenous communities for future generations. The figure below illustrates the key principles of regenerative tourism.

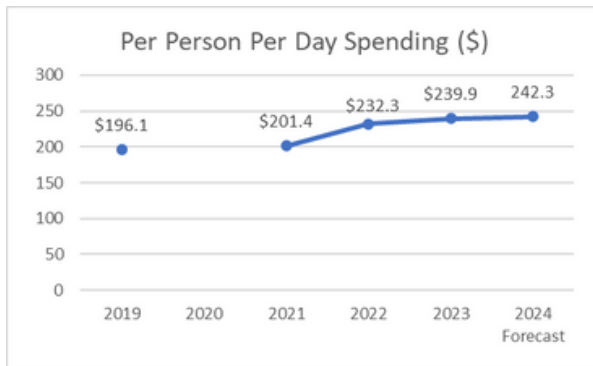


KEY PERFORMANCE INDICATORS (KPIs)

There are four Key Performance Indicators (KPIs) that are continuously monitored by HTA: Resident Satisfaction, Visitor Satisfaction, Average Daily Spending, and Total Spending. Per the strategic plan, we seek to maintain or increase from the base year of 2019.

Economic Indicators – Total Visitor Expenditures and Per Person Per Day Spending

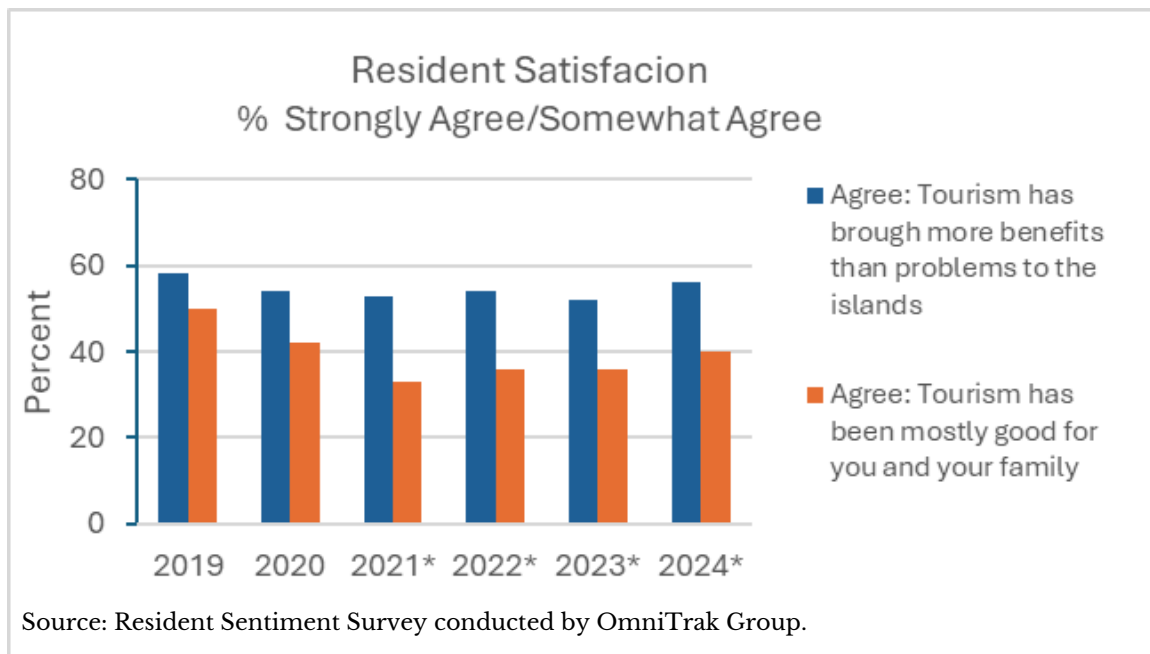
Total visitor expenditures (+5.3%) and per person per day spending (+3.8%) continued to grow in 2023. For the first 10 months of 2024, the average daily visitor spending was \$245.70, compared to \$239.90 for the first 10 months of 2023. While 2024 visitor expenditures is forecasted to decline -1.4%, and per person per day spending will be up +1.0% over 2023. As a result, gains in average daily visitor spending has nearly offset lower visitor arrivals.



N/A = Due to COVID-19 restrictions, fielding for visitor spending was limited for 2020. Annual 2020 visitor spending statistics were not available. 2024 Forecast: DBEDT 4th Quarter 2024 forecast dated December 4, 2024.

Quality of Life Indicator – Resident Satisfaction

The most notable performance results are how residents care about their quality of life and their feelings about tourism. A majority of Hawai‘i’s residents continue to feel that “tourism has brought more benefits than problems to the islands.”

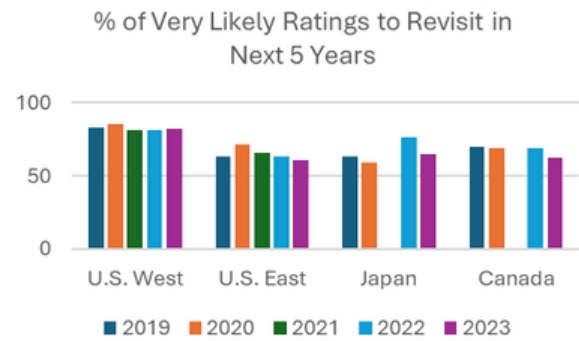
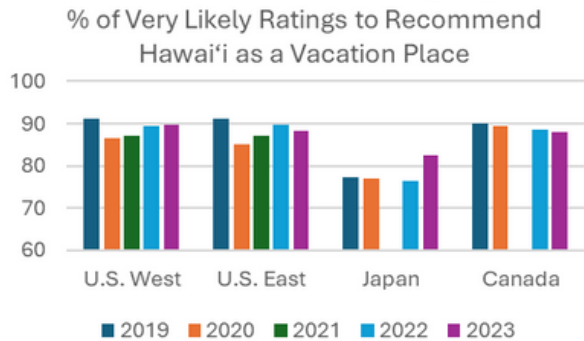
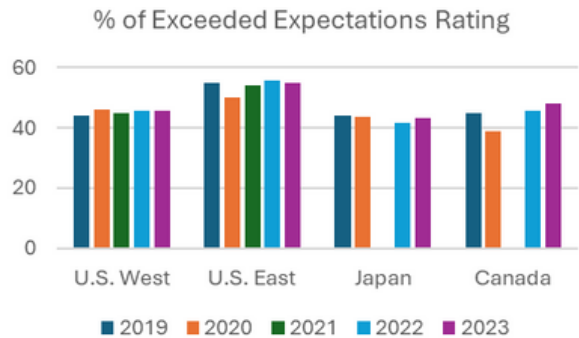
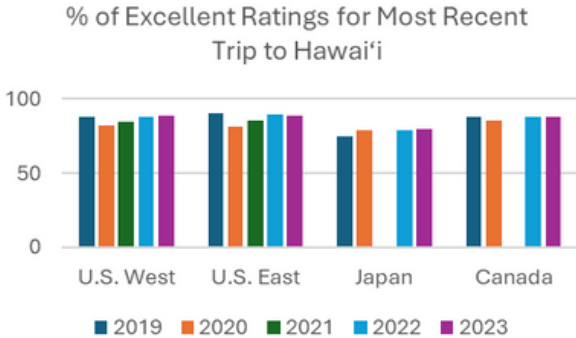


* Beginning 2021, the Resident Sentiment Survey was fielded twice a year. This represents Spring data.

KEY PERFORMANCE INDICATORS (CONT.)

Experience Indicator – Visitor Satisfaction

Visitor satisfaction continues to remain steady post-pandemic. Majority of visitors want to return and are “very likely” to recommend Hawai‘i as a place to vacation.



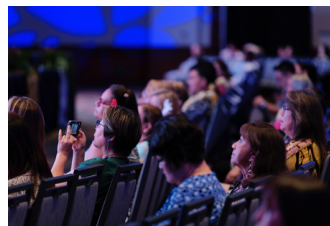
Source: Department of Business, Economic Development & Tourism, Visitor Satisfaction & Activity Report

PUBLIC AFFAIRS



920

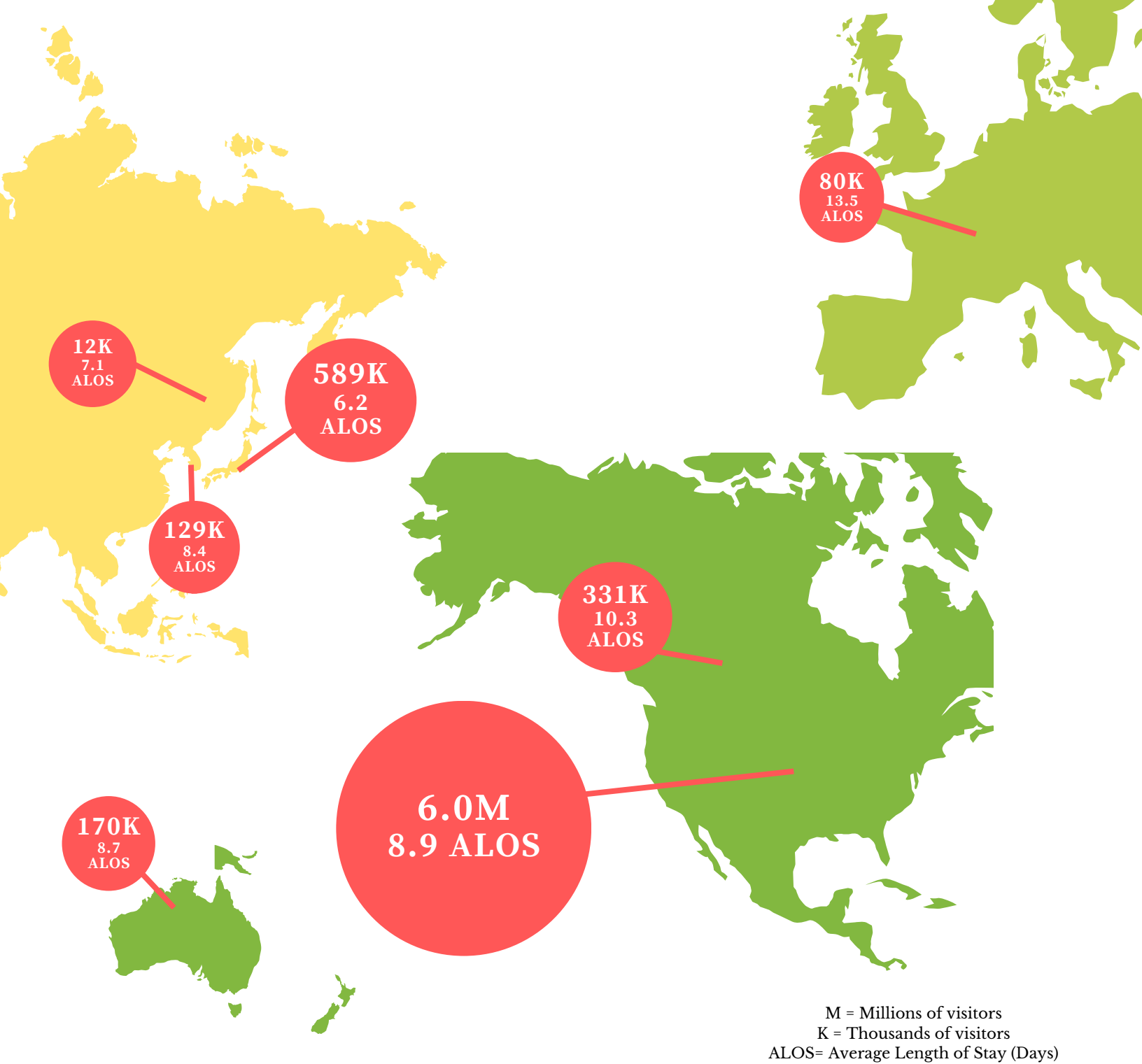
HTA Social Media Posts



650

Attendees
2024 Hawai'i Tourism Conference

* No data available for Number Of HTA News Stories In Hawai'i Media and HTA website views as of the published date.



Source: Department of Business, Economic Development & Tourism

A GLOBAL VIEW

Visitor arrivals and average length of stay (ALOS) are also monitored as these are components to total visitor spending. Depicted are the seven major market areas that HTA's brand marketing efforts are targeted -- U.S., Canada, Japan, Oceania, Korea, Europe and China. Year-to-date October 2024, overall arrivals and average length of stay are down for the state.

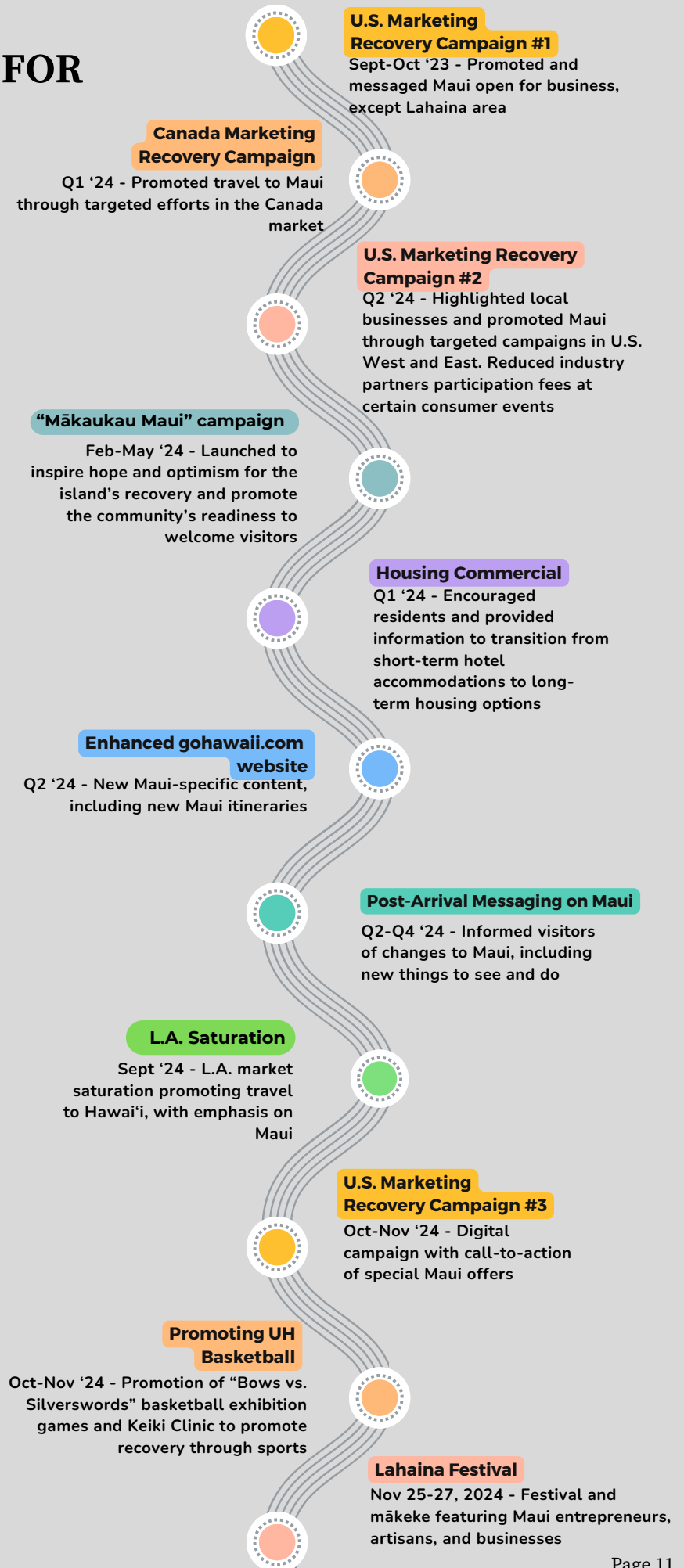
TOURISM EFFORTS FOR MAUI'S RECOVERY

HTA continued to focus on tourism's support for Maui's overall recovery following the August 8, 2023 brushfires. Governor Green declared a state of tourism emergency through his sixth emergency proclamation, and authorized HTA to utilize the \$5 million dollar Tourism Emergency Special Fund (TESF) to respond and provide relief under Hawai'i Revised Statutes 201B-10.

In 2023, \$2.85 million from the TESF was used for the first Marketing Recovery Campaign from September through October 2023 targeted at U.S. visitors, and to cover shelter and luggage expenses for stranded visitors.

HTA's board approved a Maui Recovery Plan in December 2023.

In 2024, \$2.125 million from the TESF funded various recovery initiatives identified in the Recovery Plan to bring visitors to Maui and support Maui's businesses and residents.



MAJOR MARKET DESTINATION BRAND MANAGEMENT

HTA seeks to strengthen tourism’s overall contribution to Hawai‘i by taking the lead in protecting and enhancing Hawai‘i’s globally competitive brand in a way that is coordinated, authentic, and market-appropriate; is focused on Hawai‘i’s unique host and local cultures and natural environment; and supports Hawai‘i’s economy through catalytic programs and projects. Our focus is on educating and attracting mindful visitors with emphasis on lifetime value and positive impact.

Destination brand management and marketing for leisure travel targets seven major market areas (MMAs) with pre-arrival communications to educate visitors with information about safe, respectful, and mindful travel within the Hawaiian Islands coordinated with the HTA’s on-island programs to provide a seamless message throughout the entire visitor journey.

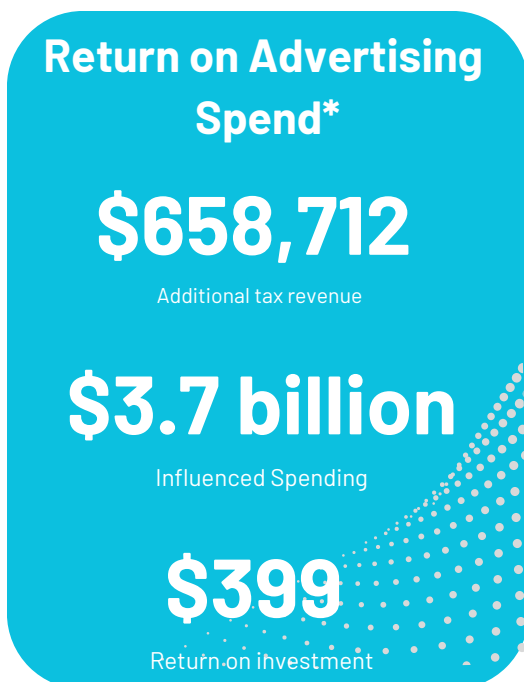
Another key emphasis of the initiative is to drive visitor spending into Hawai‘i-based businesses as a means to support a healthy economy, including supporting local businesses, purchasing Hawai‘i-grown agricultural products, and promoting Hawai‘i-

made products in-market in partnership with the Department of Business, Economic Development & Tourism and the private sector.

Additionally, HTA deploys the marketing opportunity funds when new opportunities arise to drive incremental high value to the State or impact short-term needs due to unexpected circumstances.

In 2024, Hawai‘i faced a decline in visitor arrivals due to several factors, including the aftermath of the Maui wildfires, strong competition from other destinations, and a weak yen, which particularly affected demand from key markets like the U.S. and Japan. To address these challenges, HTA focused on quick-return marketing strategies, such as market saturation activations and co-op programs. These efforts are essential for stabilizing the domestic market and rebuilding international interest.

Despite these challenges, HTA and its Global Market Team (GMT) remains committed to maintaining Hawai‘i’s visibility as a world-class destination and regaining momentum in key markets.



*For U.S. and Japan markets only
Source: SMARI Advertising Effectiveness Study - 2023

U.S. MMA HIGHLIGHTS



Launched in May 2024, “The People. The Place. The Hawaiian Islands” campaign highlights Hawai‘i’s musicians, chefs, and culturalists, focusing on supporting Maui while enhancing each island’s brand. The integrated marketing effort, utilizing earned, digital, and social media, reached nearly 50% of target households in the first half of 2024. The campaign received high communication ratings, with scores of 4.39 and 4.36 for positive feelings about visiting Hawai‘i and Maui, respectively, exceeding the “excellent” rating threshold of 4.2.



**VIEW THE PEOPLE.
THE PLACE. THE
HAWAIIAN ISLANDS
VIDEOS**



349

Travel Trade Education Sessions - U.S.*

*FY 2024



40%

Consider Hawai‘i As Their Next Vacation Destination - U.S.*



In September, HTUSA launched a successful market saturation campaign in Los Angeles, starting paid media on September 1, 2024. Social media exceeded expectations, with Facebook at 5.8 million impressions, Instagram at 4.9 million, and TikTok at 4.6 million. A media blitz from September 17 to 19 generated 36.5 million impressions, and travel education sessions attracted nearly 2,000 advisors. The Aloha Market LA event had 9,328 attendees, leading to several sold-out businesses.



In 2024, the PR team organized the Maui Pavilion at the Healdsburg Wine & Food Experience, attracting over 2,200 attendees. More than 15 ambassadors and 20 local artisans showcased Maui’s offerings, while a fundraising dinner raised over \$75,000 for the Maui Strong Fund. Additionally, the Mana Up Aloha Market in New York featured 40 Hawai‘i-based entrepreneurs from April 25-28, 2024.

JAPAN MMA HIGHLIGHTS



Launched the “Yappari Hawai’i” campaign to boost travel to Hawai’i, featuring a dedicated website and three themed videos targeting mindful travelers, families, and couples. The campaign used various advertising channels, including social media and print media, achieving over 5.4 million views and 554 million impressions. It also garnered support from 29 Hawai’i businesses to offer value-added incentives for visitors from Japan.



Implemented educational programs to inform travel trade and media professionals through FAM trips, webinars, and seminars. FAM tours offered travel agents, writers, and educators firsthand experiences of the Hawaiian Islands. Online platforms shared updates on Hawai’i’s culture and history. In collaboration with the Hawai’i Promotions Committee Japan and Japan Outbound Tourism Council, HTJ engaged over 4,400 participants in seminars and workshops across Japan.



Partnered with 91 events in Japan, attracting over 1.4 million attendees to promote the Hawaiian Islands. They strengthened relationships with event organizers and distributed promotional materials to boost awareness and bookings. HTJ also participated in two major travel shows: JATA Tourism Expo in October 2023 and Hawai’i EXPO in June 2024. Combined they drew 156,987 attendees and 11,000 virtual attendees, showcasing campaigns, Hawaiian culture, and made in Hawai’i products.



7%

Consider Hawai’i As Their Next Vacation Destination - Japan*



735

Travel Trade Education Sessions - Japan*

*FY 2024

CANADA MMA HIGHLIGHTS



Collaborated with the Maui Visitors & Convention Bureau and conducted a media mission in Vancouver, featuring a television interview on Global News and a media event for 20 journalists. These efforts effectively communicated Maui's readiness for visitors following recent challenges



Hosted 2023 Aloha Canada, a key event for travel advisors and journalists focused on Hawai'i. It featured successful media interviews in Toronto and Vancouver, travel agent events in multiple cities, and a trade show with over 200 advisors and 14 partners from Hawai'i. Cultural practitioners educated and entertained attendees, while travel media coverage enhanced the event's visibility.



Conducted a Travel Media FAM on Kaua'i & Maui to bring Canadian media attention to Maui's recovery efforts. The event attracted top journalists from digital media and Canadian travel publications, helping convey the message of Maui being open and safe for travel. The group also visited Kaua'i to explore agritourism and culinary experiences.

OCEANIA MMA HIGHLIGHTS



Partnered with We Are Explorers, an award-winning content creation company that connects brands with Australians and New Zealanders through adventure, travel, and conservation. This initiative reached over 3 million "modern-day explorers" monthly, promoting outdoor accessibility and appreciation for nature.



Partnered with Tagata Pasifika, New Zealand pacific focussed TV show, to cover the Festival of the Pacific, including a focus on recovery efforts in Maui. Their coverage reached an audience of 60,000 via broadcast and 300,000 online, including a 30-minute FestPAC special.



Collaborated with International Traveller Magazine featured the 50 best experiences across the Hawaiian Islands in a special 20-page edition, reaching 150,000 readers.

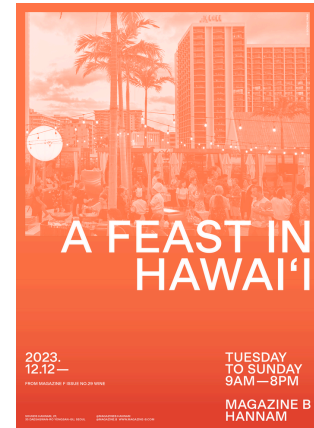
KOREA MMA HIGHLIGHTS



Launched a digital campaign for Air Premia's seasonal route from ICN to HNL (Dec 2023 - Mar 2024) to promote services and boost ticket sales. This included promotions on Facebook, Instagram, KakaoTalk, and Google Display, resulting in 90 new content pieces, 2,250 flight bookings, 13.75 million impressions, and a reach of 62,566 people.

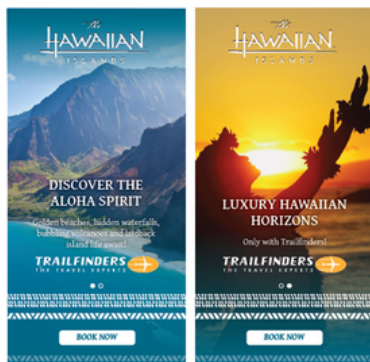


Implemented the "My True Aloha" campaign with airlines and travel agencies to showcase Hawai'i's authentic culture and beauty. This featured a training program and a Fam tour, leading to seven certified travel agents and six new tour products. The campaign generated 1.5 million impressions, reached 648,000 unique viewers, and resulted in 3,460 bookings.



Collaborated with Magazine F, celebrity Sung Si-kyung, and Chef Park Joon-woo to promote Hawai'i's culinary culture at the Hawai'i Food and Wine Festival, followed by a pop-up event. This garnered a print article in Magazine F (10,000 copies), 503,400 YouTube views, and 30,000 impressions on Instagram.

EUROPE MMA HIGHLIGHTS - BACK IN MARKET



Launched the Discover Hawai'i cross-platform digital campaign in March, boosting brand awareness and engagement among affluent travelers in UK, Germany, and Switzerland, with key partners including Trailfinders, DER Suisse (Kuoni), and CANUSA. By end of June, 8 million were reached, 17.7 million impressions delivered, and 22,842 click-throughs to tour operator sites and gohawaii.com.



Organized three FAM trips in the first half of 2024: A product manager trip from the UK, Germany, and Switzerland in June, visiting Maui and Kaua'i and two individual press trips in May.



Executed a tactical, multi-channel co-op campaign in Germany with Condor from May to July, achieving 3.5 million impressions and reaching 2 million users. The video component garnered 1.07 million views. Overall, this campaign contributed to an increase in passenger bookings, reaching the target of 4,426 by September 2024.

CHINA MMA HIGHLIGHTS

Unlike the other markets, representation in China is through a general sales agent versus full representation office.

- Conducted its first post-pandemic China Travel Mission from May 27 to May 31 at Shanghai ITB, followed by a networking event at the U.S. Embassy in Beijing. The mission engaged over 150 travel agencies and facilitated 200 meetings with 13 local stakeholders.
- Executed a social media strategy, publishing over 190 posts on platforms like WeChat and Douyin, generating 5.5 million impressions.
- Continued to educate the travel trade and media through partnerships, participated in 11 tourism roadshows and conducted 10 travel trade seminars, that reached 10,000 attendees across China. In November 2023, HTC partnered with Japan Airlines for a FAM trip with 27 participants from key travel companies, exploring O’ahu and Hawai’i Island.



SUPPORTING THE BRAND

HTA contracts with the Hawai’i Visitors and Convention Bureau to manage and support the brand. This includes social media content management, distribution, and monitoring across markets; gohawaii.com website optimization and maintenance; developing assets and maintenance of the digital assets library (Knowledge Bank); and managing and updating shared resources for our GMT. The island visitors bureaus work closely with HTA, the Global Marketing Team members and visitor industry partners and community members to bring awareness to each island’s unique concerns, and tourism products such as accommodations, activities, and tours.



Source: Kanu Hawai’i
March-Sep 2024

1,273 Guests

5,279 hours of service

482

Volunteer opportunities participated in through gohawaii.com

Island Visitors Bureaus Support

30
Promotions, Trade Shows, and Missions

71
Destination Trainings and Educational Sessions

91
Destination Consultation Services

Jan-June 2024

Knowledge Bank



436
New images

IPW 2024



214
Trade Appointments

195
Media Appointments

GLOBAL MEETINGS, CONVENTIONS AND INCENTIVES (MCI)

While Hawai'i's leisure market has typically been strong, when managed strategically, the MCI market can become a critical source of profitable "base" business booked years in advance. This business base enables a higher yield for shorter-term leisure. It can also help fill hotel occupancy gaps in future years by capitalizing on off-peak opportunities. To be competitive and thrive in the changing world of business tourism (MCI market), Hawai'i must capitalize on its strategic mid-Pacific location, which conveniently connects East and West, helping organizations create business events that are international, engaging, and memorable.

The Meet Hawai'i team engages with meeting planners and media throughout the year emphasizing mindful tourism, providing Hawai'i updates, and booking MCI business across the Hawaiian Islands.



35
TRADESHOWS

584
TRADESHOW APPOINTMENTS

16,028
TRADESHOW ATTENDANCE

1,246
MCI SALES CALLS

211
MCI EDUCATION SESSIONS

8,366
MCI EDUCATION PARTICIPANTS



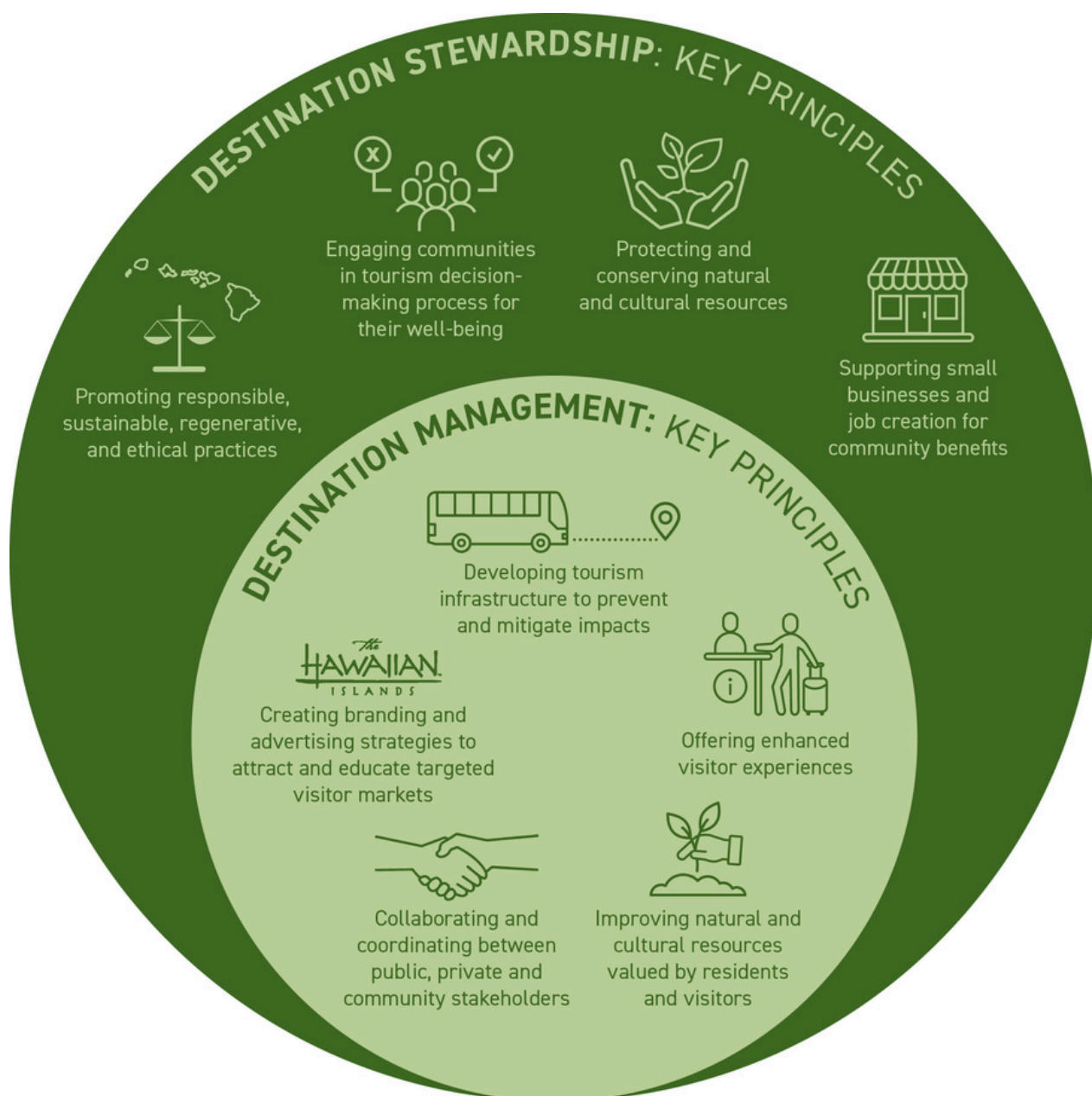
	Room Nights	% to YTD Goal
Total Citywide Tentative	291,385	96%
Total Citywide Definite	97,765	87%
Total Single-Property Tentative	421,279	98%
Total Single-Property Definite	94,372	69%

Data as from Jan-Sep 2024

DESTINATION STEWARDSHIP

The 2024 State Legislature Session codified Destination Management (Act 225, SLH 2024). The Hawai'i State Legislature also appropriated funding for five new island-based destination managers, strengthening the HTA's Destination Management program. This program focuses on balancing the economic, environmental, and cultural impacts of tourism through strategic planning and community engagement.

The figure below illustrates the relationship between destination stewardship and management. Destination stewardship in Hawai'i emphasizes a regenerative tourism approach, ensuring the islands' stunning natural beauty, rich cultural heritage, and vibrant communities thrive for generations to come. By balancing the needs of residents, visitors, and businesses, we create a flourishing economic future. Key to this is destination management, which focuses on elevating visitor experiences and generating revenue while safeguarding Hawai'i's unique identity. Collaboration among all levels of government, industry stakeholders, and the community is essential for both stewardship and management.



DESTINATION MANAGEMENT ACTION PLANS

The first iteration of Destination Management Action Plans (DMAPs) were developed in 2020/2021 and concluded in 2024. HTA hired a 3rd party contractor, Pacific Research & Evaluation, to review and evaluate the overall progress of each plan and provide recommendations as HTA starts the planning for the next round of DMAPs.







With the 2024 Legislature recently granting HTA five new island-based destination managers, the Destination Management program is tasked with balancing the economic, environmental, and cultural needs of Hawai'i's tourism industry through strategic planning and community engagement. Working closely with residents and industry stakeholders, HTA will update the island-specific destination management action plans to guide sustainable tourism growth.

The next six pages provide a snapshot of the completion rate of each island's DMAP as of July 2024 in addition to highlighting some of the key projects over the last three years that helped move the actions forward. Also identified are hotspots (areas/sites of concern) that were addressed through DMAP activities.

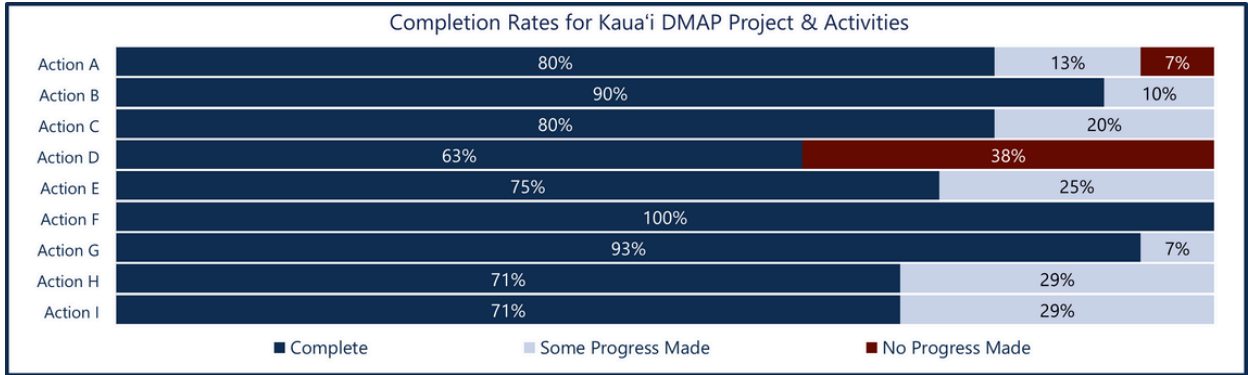


KEY PERFORMANCE INDICATORS

-  Across all markets, survey results indicated high levels of satisfaction in visitors to Hawai'i. Visitor satisfaction was maintained or improved between 2019-2023.
-  Total visitor spending increased between 2019-2023.
-  Resident favorability ratings of tourism as an industry in Hawai'i have increased from 2021 to 2024.
-  Residents that are aware of HTA's destination stewardship initiatives have more positive perceptions of tourism and tourism management.

DESTINATION MANAGEMENT ACTION PLANS

KAUAI: DMAP ACTIONS

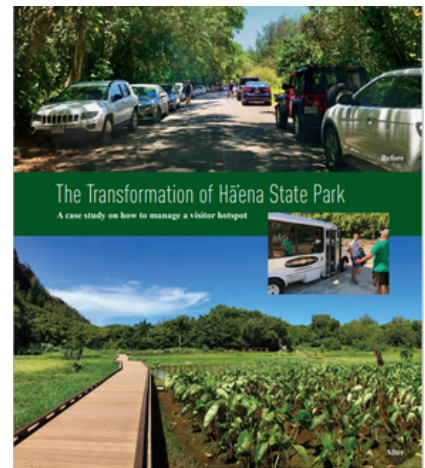


Selected key initiatives for the Kauai DMAP that were funded by HTA:

- Alakoko Storefront opened in January 2022. Provides a physical and online shop for locally designed and handcrafted products.
- Five Mālama Kauai videos
- Airport campaign providing messaging about being a responsible visitor being rolled out in April 2022.
- A Makali'i List developed, which is a master list of organizations and cultural practitioners who help build a program to educate visitors, new residents, and local community on our cultural values.
- Mobile Mele Series which includes County of Kauai's Kauai Made Program held on June 22, 2024 at Outrigger Kauai Beach Resort and June 29, 2024 at Grand Hyatt Kauai.
- Printing of "The Transformation of Ha'ena State Park: A Case Study on How to Manage a Visitor Hotspot."

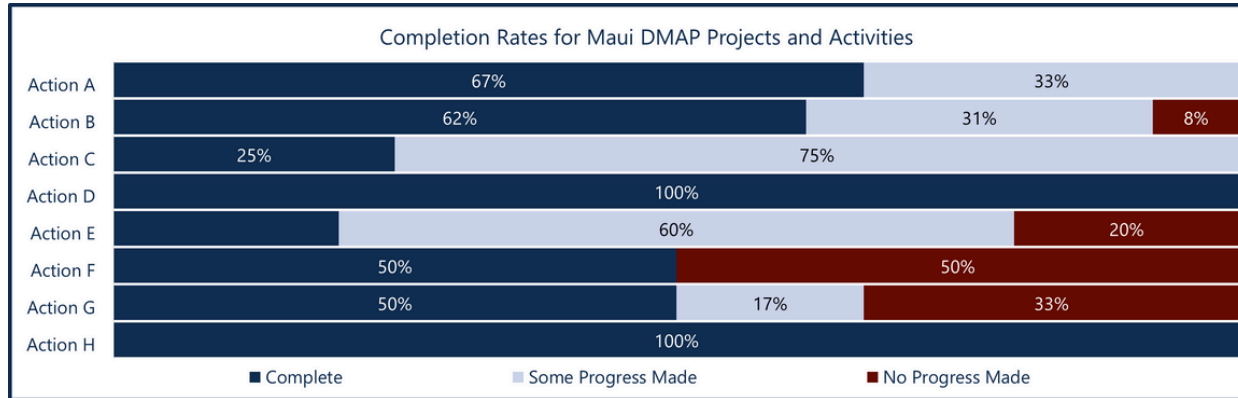
Selected Kauai hotspots that HTA put resources behind:

- Kalalau Trail, Ke'e Beach Park, Ha'ena State Park, and Hanakapi'ai Falls: Visitor education and promotion of the shuttle and reservation system.
- Po'ipu Beach: Visitor messaging.
- Ho'opi'i Falls: Visitor messaging.
- Lumaha'i Beach: Visitor messaging.
- Queen's Bath: Not promoted to visitors.



DESTINATION MANAGEMENT ACTION PLANS

MAUI: DMAP ACTIONS



Selected key initiatives for the Maui DMAP that were funded by HTA:

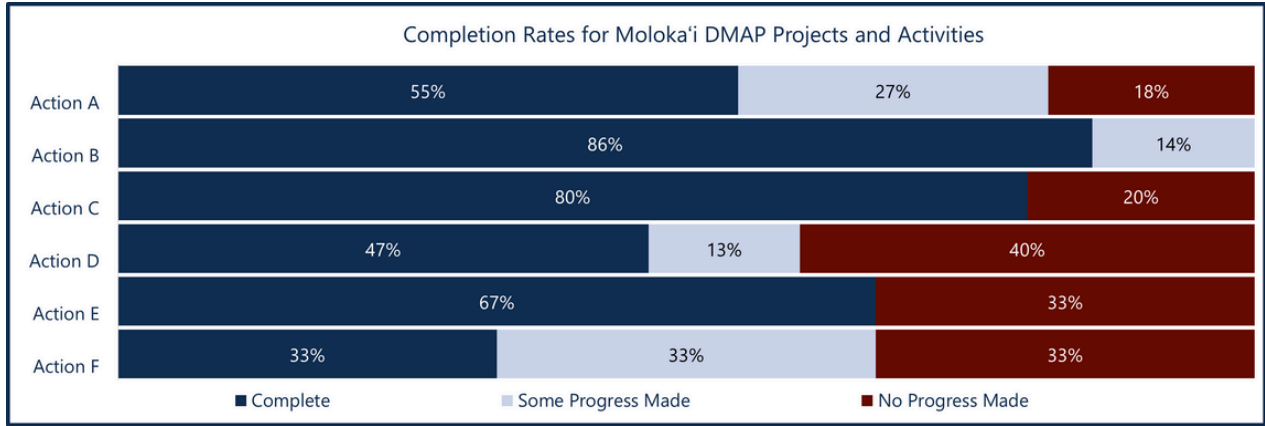
- East Maui Tourism Management Pilot Program at various hotspots along Hāna Highway, including Waioka and Ke‘ānae. Worked with the East Maui Advisory Group to develop the program. The organizations gathered visitor data, conduct resident satisfaction surveys and in depth ‘ohana surveys, determine site access and carrying capacity and create community-supported messaging for visitors pre and post arrival.
- 75+ Cultural and Education Training Sessions held via Native Hawaiian Hospitality Association.
- Maui Aloha Shuttle pilot program between airport and resort areas in Summer 2021. Program did not resume due to low ridership
- 20 Mineral-Only Sunscreen Dispensers installed for free public use on popular beaches (e.g., Wai‘ānapanapa State Park & Whalers Village).
- HTA convened meetings with the County, Maui Police Department, Department of Land and Natural Resources, DOT-Highways, the National Park Service, Maui Visitors and Convention Bureau, and Maui Hotel and Lodging Association to address Visitor Impacts on Hāna Highway. DOT-Highways installed No Parking signs warning of the fines. MPD increased its presence and ticket citations in June/July 2021. Developed communications piece for visitor industry amplification.
- Five properties recruited and supported to join the Rise Above Plastics on Vacation Program through partnership with Surfrider Foundation.
- The Reef-friendly Landscaping Pilot Program, in which resorts stop the usage of chemical landscaping on a portion of their property. A total of 14 partners were brought on.

Selected Maui hotspots that HTA put resources behind:

- Hwy 360, Mile Marker 6.5 Bamboo Forest: Included as a site in East Maui Tourism Management Pilot Program (7/2023).
- Waioka (Venus Ponds): Included as a site in East Maui Tourism Management Pilot Program (7/2023).
- Highway 30: Honolua Bay to Kahakuloa Bay: Sunscreen dispenser. Not promoted to visitors.
- Nākālele Blowhole: Safety messaging; not promoted to visitors.
- Kaihalulu Bay (Red Sand Beach): Messaging; not promoted to visitors.
- Highway 330: Kukui Bay to Huakini Bay, Haleakalā, ‘Ohe‘o Gulch/Seven Sacred Pools, Pu‘u Keka‘a (Black Rock): Messaging.
- Helele‘ike‘oha Falls, Puka Maui coastline, Honomanu Waterfall, Waikani Waterfall, Wailuaiki Pool: Not promoted to visitors.

DESTINATION MANAGEMENT ACTION PLANS

MOLOKA'I: DMAP ACTIONS



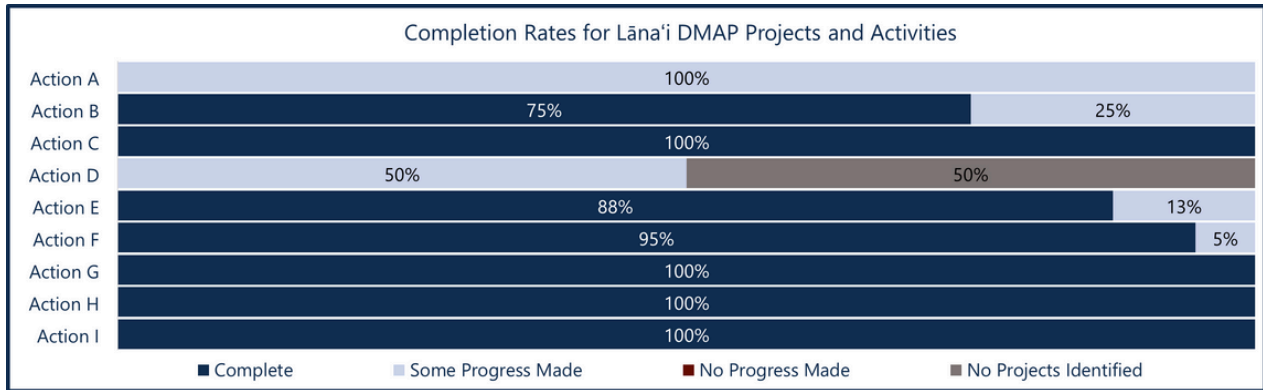
Selected key initiatives for the Moloka'i DMAP that were funded by HTA:

- Moloka'i Task Force resulted from merging of Moloka'i Advisory Group and Steering Committee. Prioritized four DMAP actions to work on.
- Developed a Moloka'i Educational Pamphlet for visitors.
- Needs Assessment Studies completed in Q1 2023 for nonprofits and business entities who desire to get into the visitor industry.
- County of Maui's Office of Economic Development held Business/Organizational Capacity Webinars through the Kuha'o Business Center on Moloka'i (2021).



DESTINATION MANAGEMENT ACTION PLANS

LANA'I: DMAP ACTIONS

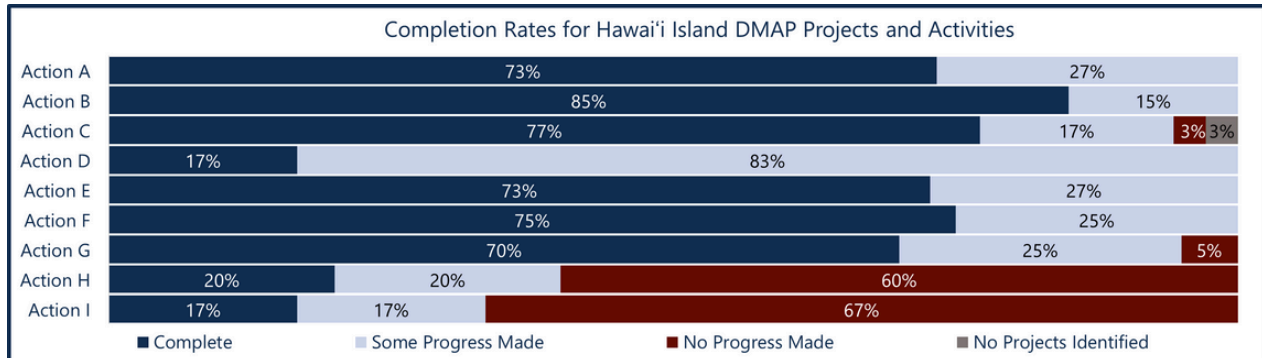


Selected key initiatives for the Lāna'i DMAP that were funded by HTA:

- The enhanced Lāna'i Guide App has been updated and is promoted by HTA's Global Marketing Team.
- Lāna'i Advisory Group formed to guide messaging of Lāna'i City and suggest regenerative tourism activity ideas. As a result, online and social media content developed by MVCB and new day-trip itineraries developed.
- New community-created Lāna'i Brochure featuring newly procured photos, community-supported messaging, a map of Lāna'i City, a day-trip itinerary and a QR code for the Lāna'i Guide App.
- One Mālama Maui County Pledge Video played on expeditions ferry and on their website, and in-room at Four Seasons Resort Lāna'i.
- Updated Expeditions Ferry website to include a day-trip itinerary, map of Lāna'i City, and information on multiple ways to book transportation.
- Mālama Lāna'i Service Day-Trip Program organized through partnership with Sail Trilogy, Pūlama Lāna'i and Expeditions Ferry in May 2022.

DESTINATION MANAGEMENT ACTION PLANS

HAWAI'I ISLAND: DMAP ACTIONS



Selected key initiatives for the Hawai'i Island DMAP that were funded by HTA:

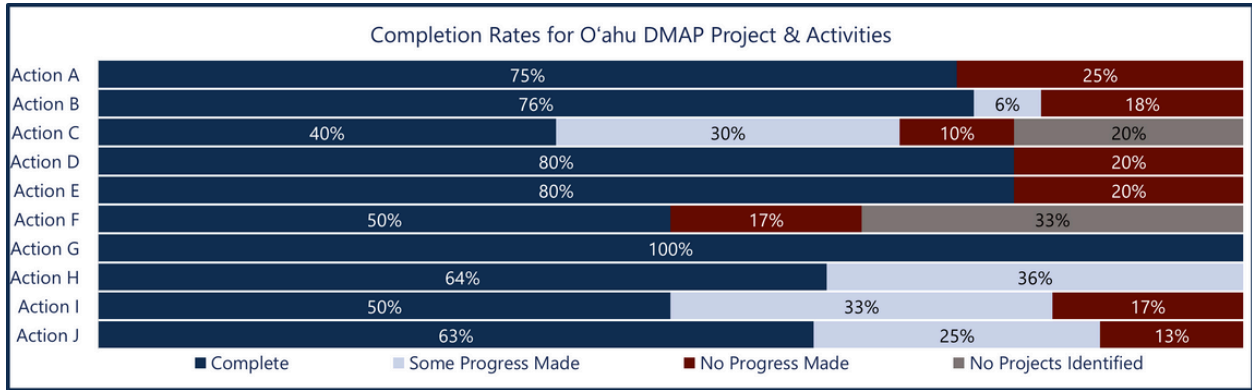
- Hawai'i Island Community-Based Action Stewardship Program which supported two stewardship contracts to mitigate impacts at Kealakekua and Punalu'u. 'Āina Based Stewardship Program at Kealakekua (Ho'ala Kealakekua Nui, Inc.) includes the development of a website to educate visitors, residents, and commercial tour operators about proper code of conduct to respectfully interact with Kealakekua Bay and training citizen scientists to monitor the health of the area.
- Ka'ū Hō'ā Pii 'Āina Training program in Punalu'u ('Ohana O Honu'apo) includes recruiting, hiring, and developing a training program for ten volunteer stewards on how to best serve the 'āina in Ka'ū Moku through a place-based perspective, focusing on culturally and ecologically sound practices in addition to how to best interact with residents and visitors in sensitive places.
- Communications Plan and Campaign targeted at residents about the benefits of tourism to communities.

Selected Hawai'i Island hotspots that HTA put resources behind:

- Waipi'o Valley: Island of Hawai'i Visitors Bureau organized facilitated community meetings/Action Plan in Spring/Summer 2022. New signage up in May 2023.
- Pololū Valley: Piloted stewardship program from May 2022-Jan 2023.
- Kealakekua Bay State Historical Park and Punalu'u: IHVB issued RFP to assist with stewardship.
- Ka'ū – Papakōlea/Green Sands Beach: HTA provided letter of support in Spring 2022 for a proposal submitted by a nonprofit organization. IHVB issued RFP to assist with stewardship.
- Kahalu'u Bay: IHVB communicated training videos. HTA supported nonprofit organization with funding from Aloha 'Āina program.
- Kumukahi: Site visit in May 2023 by County, HTA and IHVB with community members. HTA followed up with DLNR on next steps.
- Keaukaha: Supported Stewardship Pilot Program/County's Resiliency Corp. IHVB worked with County; issued and awarded RFP to assist in educational training and program development.
- Pohoiki: HTA/County Community Tourism Collaborative – Community events/stewardship action plan in Q3 2022-Q1 2023.
- Hawai'i Volcanoes National Park: Provided communications.

DESTINATION MANAGEMENT ACTION PLANS

O'AHU: DMAP ACTIONS



Selected key initiatives for the O’ahu DMAP that were funded by HTA:

- New content development and augmented reality to enhance the Waikīki Historic Trail.
- Support for Honolulu City Council passed Bill 41 which regulates short-term vacation rentals, including improved enforcement; County ordinance No. 22-7 went into effect in October 2022.
- More than 75 cultural and educational training sessions conducted by Native Hawaiian Hospitality Association (NaHHA)
- Post-arrival behavioral messaging on Waze driving app
- HTA’s Pono Travel Education Program at Daniel K. Inouye International Airport and all major airports statewide includes kuleana and mālama messaging, as well as ocean safety videos at available prime locations to reach most of the traveling public.
- Support for the City and County of Honolulu’s launch of the O’ahu Good Food Program along with the visitor industry.
- Reservation systems at Hanauma Bay Nature Preserve and Diamond Head (Lē’Ahi) state monument implemented. HTA promotes these to visitors.
- OVB and the City and County of Honolulu Office of Economic Revitalization worked together on a tour of cacao and honey producers that may be ready to promote as an agritourism trail.
- Supported the Waikīki Hula Mound Hula Show.
- Get Around O’ahu website content migrated to be included in gohawaii.com

Selected O’ahu hotspots that HTA put resources behind:

- Koko Head Crater: Supported City with a timed lock to open gate earlier for early hikers.
- Kailua Town and Beach: Education; limited promotion
- Stairway to Heaven: Not promoted to visitors
- Hālonā Blowhole: Continued safety messaging.
- Hanauma Bay Nature Preserve: Messaging about the City’s reservation system.
- Diamond Head State Monument: Messaging about DLNR’s reservation system.
- Lulumahu Falls: Messaging to not visit this hotspot, which is on private land.
- Ma’eli’eli Trail and He’eia State Park: Continued messaging; not promoted to visitors.
- Waikīki Beach: Messaging.

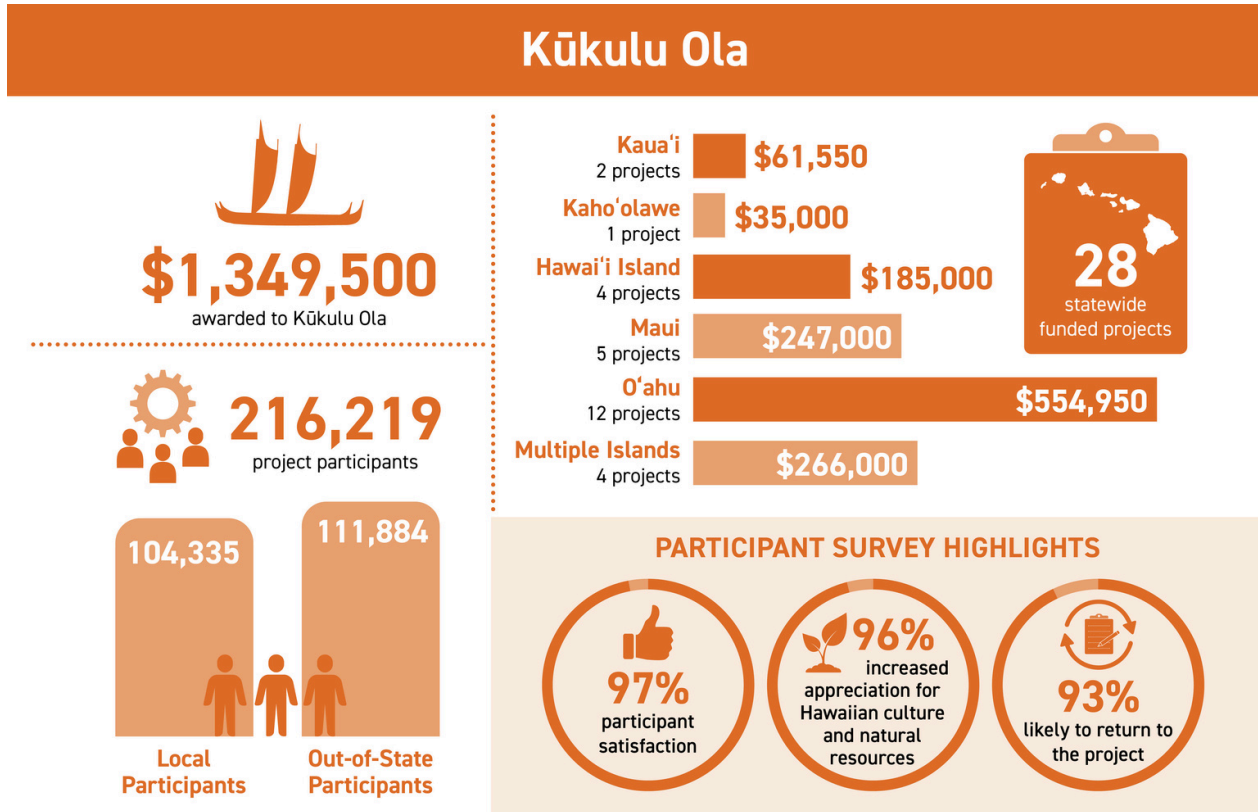
HAWAIIAN CULTURE INITIATIVE

A Hawaiian proverb “Ho’okahi wale nō lā o ka malihini,” or “A guest for only a day,” implies that guests become contributing members of the community with shared kuleana of protecting all that is Hawai’i. This is fulfilled with aloha - feelings of affection, compassion, mercy, sympathy, kindness, grace, and charity – a sense of mālama.

HTA’s strategy under this initiative is to enhance the authenticity of Hawai’i in the tourism industry by reinforcing the values embedded in its host culture and supporting Hawaiian programs and cultural practitioners, craftsmen, musicians, linguists, and artists, preserving and perpetuating Hawaiian culture.

In Fiscal Year 2024, HTA supported the perpetuation of the Hawaiian culture through:

- The Kūkulu Ola Program which supports community-initiated projects that preserve the Native Hawaiian culture into the future. Funding was used to support community projects to encourage long-term cultural preservation efforts that enhance, strengthen, and perpetuate Hawaiian culture.
- The 13th Festival of Pacific Arts and Culture (FestPAC), the world’s largest celebration of indigenous Pacific Islanders, convened in Honolulu, Hawai’i from June 6-16. HTA’s Chief Stewardship Officer served as the Chair for the FestPAC Commission.



*results from 2023/2024 Kūkulu Ola projects

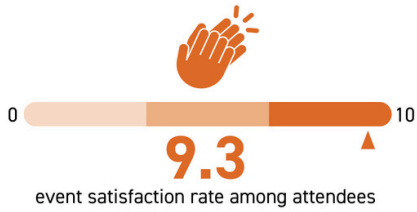
2024 FestPAC
RESULTS

\$1.2 MILLION
HTA cash and in kind contribution since 2016

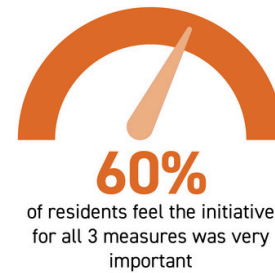
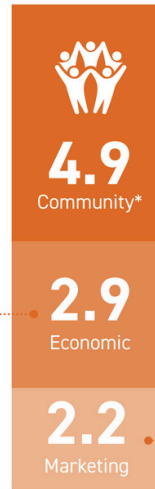
Festival of Pacific Arts and Culture (FestPAC)



ATTENDEE SURVEY HIGHLIGHTS



RESIDENT SURVEY HIGHLIGHTS



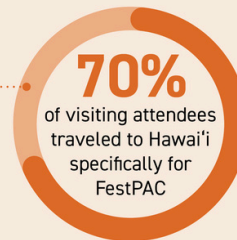
*Respondents distributed 10 points among the three measures to reflect their perceived importance



VISITOR SURVEY HIGHLIGHTS



30% of visiting attendees traveled to Hawai'i for other reasons



NATURAL RESOURCES INITIATIVE

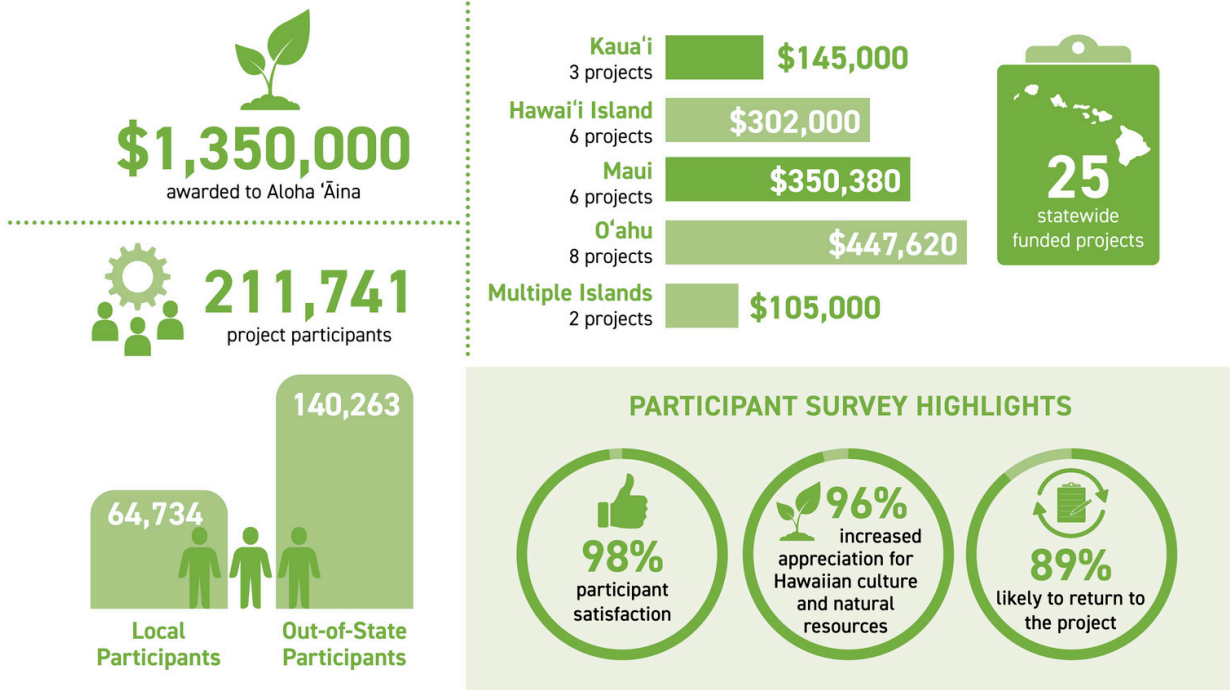
HTA supports programs that protect, maintain, and enhance Hawai'i's natural resources and cultural sites, improving the quality of life for all residents and the visitor experience.

HTA's Kahu 'Āina program, formerly known as Aloha 'Āina, supports community-initiated projects focused on managing, improving, and protecting Hawai'i's natural environment.

Staff managed the Hawai'i Community Foundation, which administered Aloha 'Āina projects from July 1, 2023, to June 30, 2024, using FY 2023 funds. In FY 2024, staff oversaw the Council for Native Hawaiian Advancement's Kilohana Collective, responsible for administering the Kahu 'Āina program on behalf of HTA.

HTA also worked on DBEDT's Hawai'i Green Business Program to make the program more accessible to smaller businesses and events in communities statewide. During the FY24, the Hawai'i Green Business Program recognized 40 additional businesses who demonstrated their commitment to conserving energy and water reducing waste, and protecting Hawai'i's environment.

Aloha 'Āina



*results from 2023/2024 Aloha 'Āina projects

VISITOR EXPERIENCES INITIATIVE

The primary objective of HTA’s Visitor Experience Initiative is to enhance the visitor experience while also preserving and promoting Native Hawaiian culture in addition to Hawai‘i’s multi-ethnic cultures and communities. This is achieved by fostering genuine, respectful, and accurate visitor activities and programs that connect tourists with the rich heritage of Hawai‘i, all while supporting local cultural practitioners, artists, and craftsmen to ensure the preservation and perpetuation of Hawaiian culture and the local culture of Hawai‘i.

There are six programs under this area:

- The Signature Events Program
- Resort Area Hawaiian Cultural Initiative (RAHCI)
- Visitor Assistance Program (VAP)
- Community Enrichment Program
- Kāhea Greetings Program (Airports and Harbors)
- The Visitor Education Post-Arrival Marketing Program

The Signature Events Program in Hawai‘i supports major events that promote the state’s image and attract attendees from outside. These world-class events enhance competitiveness, generate media exposure, and provide economic benefits.

Signature Festivals & Events



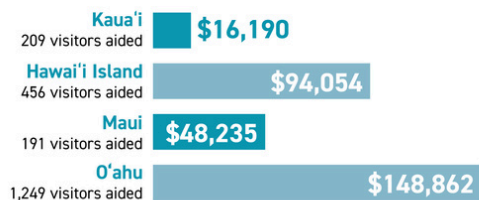
The RAHCI program brings cultural practitioners, craftsmen, musicians, linguists, and/or other artists to help preserve and perpetuate Hawaiian culture in a way that is respectful and accurate to resort areas across the islands to residents and visitors alike. This program also helps to connect people to place while educating them about the places they’re visiting.

Resort Area Hawaiian Cultural Initiative



The Visitor Assistance Program provides support, resources, and guidance to visitors who are victims of crime and other adversities while traveling in Hawai‘i. Services include providing phone cards, transportation, meals, hospital visits and moral support, replacing lost IDs, assisting with hotel and airline bookings, and more.

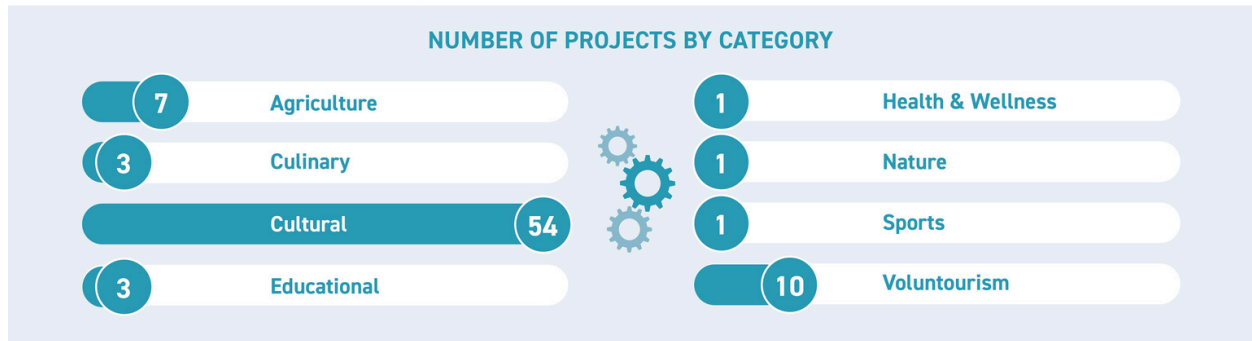
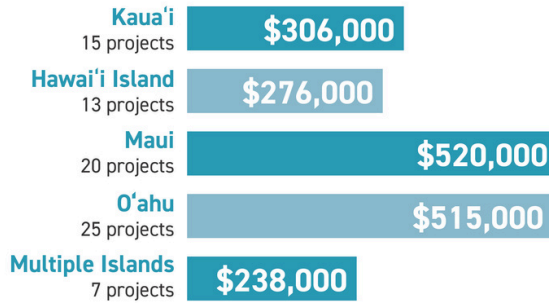
Visitor Assistance Program



VISITOR EXPERIENCES INITIATIVE (CONT.)

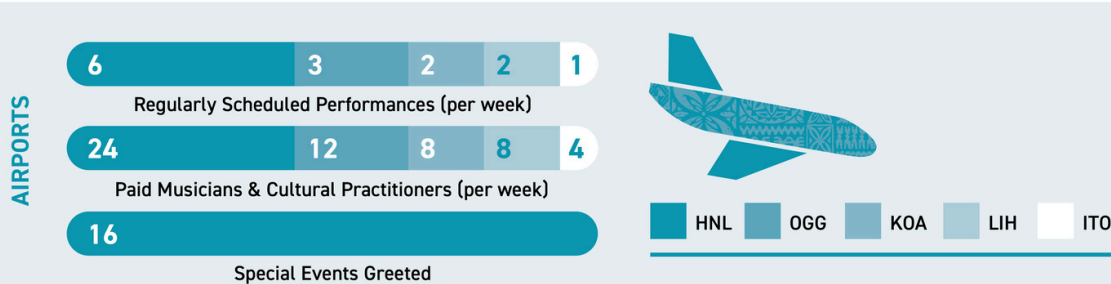
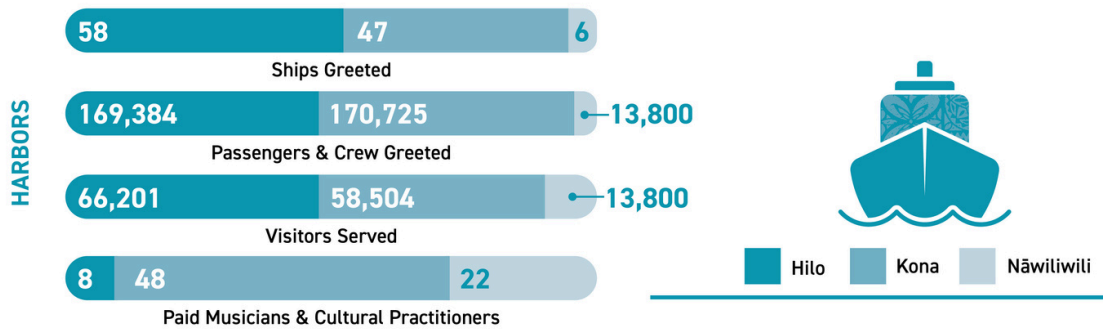
Community Enrichment Program fosters community-based tourism projects that provide unique, authentic, and highly-valued visitor experiences and represent activities that are developed by our community, for our community, and are things the community wants to share with our visitors.

Community Enrichment Program



The Kāhea Greetings Program at airports and harbors offers free, year-round Hawaiian entertainment and visitor education across the state, fostering a Hawaiian sense of place.

Kāhea Greetings Program



VISITOR EXPERIENCES INITIATIVE (CONT.)

VEPAM aims to educate visitors about how to travel responsibly, respectfully, and safely during their stay in the Hawaiian Islands. Current platforms include prime locations located in airports and static and digital platforms. Other opportunities include hotel room messaging, TV, and geo-targeting capabilities to reach our visitors throughout their stay on the islands.



Goal	Actual
71.2 mill	86.0 mill
impressions	impressions

SPORTS

HTA is committed to supporting amateur, collegiate, and professional sports programs and events seeking to hold tournaments, exhibitions, and other activities in Hawai'i. Such events and programs extend the brand image of and attract visitors to our islands. These visitors will travel to support these events and programs while concurrently stimulating our state and local economies. As part of this program, HTA requires all its sports events and programs to include a community engagement and benefit component as part of their proposal.



In FY 2024, HTA maintained partnerships with prominent events, including the PGA Tour's Aloha Swing, LPGA LOTTE, Los Angeles Clippers, World Surf League, and the UH Athletics Branding Partnership, ensuring that each event benefits local communities through youth clinics, donations to schools, and other community initiatives.

THE ALOHA SWING

\$30,000 mill direct economic impact	\$10 mill + estimated value of all marketing assets received
\$1.5 million charitable donations	12,000 visitors

TOURISM QUALITY ASSURANCE PROGRAM

HTA introduced Qurator, its official mark of excellence, as part of its ongoing efforts to promote responsible tourism in Hawai'i. Qurator is the most comprehensive certification of its kind as it aims to guide visitors toward products and experiences that prioritize sustainable practices, contributing positively to the environment, community, and local economy. By recognizing businesses that adhere to these values, Qurator helps elevate Hawai'i's tourism industry to a higher standard of sustainability.



18
businesses earned Qurator Certification as of Nov 2024



TECHNICAL ASSISTANCE AND CAPACITY BUILDING

In partnership with the Kilohana Collective, HTA conducted a comprehensive study exploring the needs and opportunities for businesses and community organizations involved in Hawai'i's visitor industry. The findings of the study, outlined in the "Turning the Tide" report, form the foundation for HTA's Foundational Technical Assistance (FTA) program and the Community Tourism Collaboratives (CTC) Program, both launched in 2024.

The FTA program offered workshops on island-specific tourism topics such as market

understanding, cultural program development, and marketing. These workshops held across the Kaua'i, O'ahu, Maui, and Hawai'i Island were designed to help businesses better align with sustainable and regenerative tourism practices.

The Stewardship CTC provided technical assistance and funding to support stewardship at sacred places and cultural sites. The Regenerative Tourism CTC helped to develop market-ready visitor activities that are deeply rooted in the principles of regenerative tourism.



TOURISM WORKFORCE DEVELOPMENT

In 2024, HTA made significant progress in addressing workforce development within the visitor industry. In line with HRS 201B-3(a)(22), HTA is focused on meeting the industry's evolving needs by collaborating with educational institutions to provide training opportunities for the workforce. This initiative aims to enhance overall skills and improve the quality of service.

Through the newly established Tourism Workforce Development Plan, HTA has identified strategies to foster the growth of a diverse and skilled tourism workforce.

HTA supported the LEI (Lead. Inspire. Expose.) Program, which provides high school and college students with opportunities to explore careers in the visitor industry. In partnership with ClimbHI, HTA also launched the HTA Work Wise program, offering seasonal and part-time employment opportunities for recent high school graduates.

Additionally, the second Hawai'i Tourism Ho'oilina Scholarship Program cohort graduated from the University of Hawai'i School of Travel Industry Management in Spring 2024. This program targets public high school seniors pursuing hospitality, tourism, and culinary arts careers and provides seven 4-year scholarships.

HTA also supported scholarships for aspiring chefs at Kapi'olani Community College's Culinary Institute of the Pacific (CIP). CIP partnered with the Culinary Institute of America (CIA) to develop a workforce development program that enables local chefs to further their education and skills and earn certificates from both these renowned institutions.

HTA is working to develop new curriculum for a Tour Guide Certification program to be completed at the end of December 2024.



920

high school and college students participated in LEI program

100

businesses participated



7

Hawai'i Tourism Ho'oilina Scholarship graduates from the University of Hawai'i School of Travel Industry Management



53

O'ahu and Maui high school students participated in HTA Work Wise Program

30

businesses participated



32

Scholarships provided to CIP/CIA Certificate Program

HAWAI'I CONVENTION CENTER

Change is in the air at HCC. Described as “a tired old facility” by one outside tourism consultant, a sense of urgency has permeated HCC. Starting with a record-breaking revenue year, which resulted in a breakeven financial result for fiscal year 2024, to a very innovative roof remodeling project that will enhance the experience and revenues of HCC is in the works. HCC will no longer be a mere accommodation for the convention industry, but the center will organize more local events to benefit our community.

Volleyball, basketball, and pickleball are not the only changes in events you will see at HCC. Craft fairs, graduations, and entertainment events will fill our calendar to realize our state assets' potential. As you pass through HCC, you will see many of the new renovations and exciting events that fill the center to better serve Hawai'i's people.

Examples of 2024 conventions at HCC include the Hawai'i include Daito and Pokemon World Championships.



\$380.9 MILLION

Visitor Spending from offshore events

\$45.7 MILLION

Tax Revenue from offshore events

\$15.7 RETURN TO STATE

For every dollar invested

FINANCIAL HIGHLIGHTS

The HTA's Fiscal Department comprises our Procurement, Budget, and Fiscal Departments. Simply put, our mission is to assist our creative partners at HTA in fulfilling their objectives by writing procurement contracts, ensuring that we have the funds to pay for those contracts, and monitoring and inspecting contracts from a budgetary and fiscal perspective to ensure they are fully executed. In addition to the internal functions of the department, we interface with our external government partners to fulfill the obligations of the state government.

Over the past year, we have been involved with two fiscal audits and a year-long performance audit by our Legislative State Auditor. This constant oversight has led to a more robust Fiscal Department that implements and constantly changes our procedures to accommodate the demands of our constituents.

With adequate staffing and funding, we plan to become a more substantial internal accounting and audit organization in the future to ensure that HTA provides the maximum value for taxpayers' dollars.

FINANCIAL HIGHLIGHTS (CONT.)

HAWAI'I TOURISM AUTHORITY

Revenues

Appropriation Transfer	60,000,000.00
Federal Drawdowns	-
Interest and Investment Income	<u>904,720.00</u>
Total Revenues	<u>60,904,720.00</u>

Expenditures

Branding	34,484,881.00
Destination Management	8,558,902.00
Perpetuating Hawaiian Culture	8,007,534.00
Emergency Response	4,615,998.00
Sports	2,613,500.00
Salaries	2,134,464.00
Planning and Evaluation	721,943.00
Resident and Industry Communications	530,340.00
Safety and Security	520,000.00
Governance	350,900.00
Administration	338,706.00
Workforce	<u>172,480.00</u>
Total Expenditures	63,049,648.00

HAWAI'I CONVENTION CENTER

OPERATING REVENUES

Facility Income	11,039,086.00
Food and Beverage	<u>17,855,872.00</u>
TOTAL REVENUES	<u>28,894,958.00</u>

OPERATING EXPENDITURES

Facility Expenses	16,712,399.00
Food and Beverage	<u>9,624,383.00</u>
TOTAL EXPENDITURES	26,336,782.00

NET INCOME (LOSS) FROM OPERATIONS 2,558,176.00

FIXED ASSET PURCHASES (214,728.00)

OPERATING NET INCOME 2,343,448.00

CONTRACTS OVER \$1 MILLION FOR THE LIFE OF THE CONTRACT

AEG Management HCC, LLC dba Hawai'i Convention Center – CON 14002: Hawai'i Convention Center

AviaReps – CON 20007: Korea MMA

Anthology Marketing Group, Inc. – CON 20010: Public Relations, Communications, and Outreach Services

The Walshe Group Pty Ltd dba Hawai'i Tourism Oceania – CON 21019: Oceania MMA

Hawai'i Community Foundation – CON 21033: HTA X HCF Implementation of Kūkulu Ola & Aloha 'Āina

Hawai'i Visitors and Convention Bureau – CON 21038: CEP DMAP Community & Hawaiian Culture Events

Department of Transportation, Airports Division – MOA 21039: Kāhea Program Airport Greetings

Hawai'i Visitors and Convention Bureau – CON 22003: Global MCI Marketing Services of the Hawaiian Islands

Hawai'i Visitors and Convention Bureau – CON 23003: U.S. MMA

A.LINK LLC – CON 23004: Japan MMA

CNHA – CON 23008: Support Services for Destination Stewardship

Department of Land and Natural Resources – CON 23013: Sub-Grantee Agreement from the American Rescue Plan Act State Travel, Tourism, and Outdoor Recreation Grants (State Tourism Grants)

VoX International – CON 23016: Canada MMA

Rider Levett Bucknall Ltd. – CON 24001: PMCM Service for HCC Rooftop

Emotive Travel Marketing Ltd – CON 24004: Europe MMA

Hawai'i Visitors & Convention Bureau – CON 24006: US Marketing Maui Recovery Plan

PGA Tour, Inc. – CON 24008: PGA TOUR 2024 Events (Sentry Tournament of Champions, The Sony Open, and the Mitsubishi Electric Championship)

Hawai'i Visitors and Convention Bureau – CON 24009: Island Destination Brand Management & Marketing Services

Hawai'i Visitors & Convention Bureau – CON 24017: U.S. Marketing Maui Recovery Plan 2

Hawai'i Visitors & Convention Bureau – CON 24018: Hawai'i Tourism Global Support Services for Brand Management & Marketing

PROCUREMENTS OVER \$100,000 IN FISCAL YEAR 2024

HVCB – CON 23003: US MMA

A.LINK LLC – CON 23004: Japan MMA

CNHA – CON 23008: Support Services for Destination Stewardship

VoX International – CON 23016: Canada MMA

Hawai'i Visitors and Convention Bureau – CON 24009: Island Destination Brand Management & Marketing Services

Better Destinations, LLC – CON 24010: HTA Governance Study

Allana Buick & Bers, Inc. – CON 24012: Professional Architectural/Engineering Services for Rooftop Repair Project at the Hawai'i Convention Center

Hawai'i Visitors & Convention Bureau – CON 24018: Hawai'i Tourism Global Support Services for Brand Management & Marketing

Hawai'i Visitors and Convention Bureau – CON 25014: U.S. Marketing Maui Recovery Plan 3

HTA STRATEGIC PLAN ASSOCIATED MEASURES - NATURAL RESOURCES PILLAR

	2023	2024
OBJECTIVE 1: Encourage and support sustainable and responsible tourism.		
Increasing number of training sessions provided for visitor industry partners.	7-on-line sessions 6 - modules on demand	Data Not Available
Increasing number of management level trainings.	20 coaching sessions for individual companies	Data Not Available
OBJECTIVE 2: Engage and encourage active natural and cultural resource management strategies in areas frequented by visitors.		
Maintained or increased funding by HTA to other agencies for improving and managing tourism impacted natural and cultural sites in proportion to overall budget.	TOTAL: \$7,240,000.00 DLNR - Various Projects \$7,200,000 (EDA Funds) UH: Traveling Educational and Outreach Programs to Reach a Wider Audience on Kaua'i - \$40,000.00	Data Not Available
Identification of high impact areas by mobile location data tracking.	710	740
OBJECTIVE 3: Promote visitor industry alignment with the Aloha+ Challenge, Hawai'i's recognized model to achieve the United Nations Sustainable Development Goals, especially for energy and water.		
Increased number of partners/organizations joining the Hawai'i Green Business (HGB) Program.	40	Data Not Available
Initiation of efforts to track sustainable efforts of the visitor industry, possibly in these key areas:		
- Increased number of kilowatt hours saved	1, 150,949 kWh	Data Not Available
- Reduced amount of water consumed	11,013,118 kgal	Data Not Available
- Increased number of renewable energy installations	2,617.01 (MTCO2e)	Data Not Available
- Reduced amount of petroleum used	317,119.06 therms	Data Not Available
- Reduced amount of plastic waste	37.42 tons	Data Not Available

HTA STRATEGIC PLAN ASSOCIATED MEASURES - HAWAIIAN CULTURE PILLAR

	2023	2024
OBJECTIVE 1: Support the everyday use of the Hawaiian language.		
Maintained or increased proportion of total budget for HTA cultural programs each year, specifically those focused on 'ōlelo preservation or education.	<p>TOTAL: \$560,000</p> <p>Bishop Museum - CON20195 - He Aupuni Palapala, Phase III: Preserving & Digitizing the Hawaiian Language Newspapers - \$500,000.00</p> <p>Ma Ka Hana Ka 'Ike Building Program: Ma Ka Hana Ka 'Ōlelo Hawai'i - \$60,000.00</p>	TOTAL: \$0
Increased annual number of visits and unique visitors to the Ma'ema'e toolkit on the HTA website.	100 views	Data Not Available
OBJECTIVE 2: Ensure the accurate portrayal of Hawaiian culture by HTA's marketing contractors.		
Establishment of criteria for cultural content of marketing materials.	Ma'ema'e Toolkit was updated on in March 2023. The Hawaiian Islands Brand Guidelines, as of the end of October has not been updated for 2023	The Hawaiian Islands Brand Guidelines were updated.
Assurance, through annual marketing contractor performance review of marketing and promotional materials and activities, that these materials and activities meet the standards of the cultural and language content criteria.	Chief Brand Officer and Brand Team reviewed through 6-month process and used Ma'ema'e toolkit and Brand guidelines	Data Not Available
OBJECTIVE 3: Encourage accurate portrayal of Hawaiian culture in visitor industry marketing and experiences for visitors.		
Sponsorship or co-sponsorship of a statewide conference bringing together industry decision makers, cultural practitioners active in the industry, and various Native Hawaiian cultural groups to review best practices in marketing and visitor experiences.	Ka Huina 2023 Hawai'i Tourism Conference	Ka Huina 2024; Hawai'i Tourism Conference 2024
Publication of recommendations from the conference, along with participants' comments about the feasibility of carrying out the recommendations.	Feedback was captured and incorporated into annual updates to the Brand Guidelines and Ma'ema'e Toolkit.	Data Not Available

HTA STRATEGIC PLAN ASSOCIATED MEASURES - HAWAIIAN CULTURE PILLAR (CONT.)

OBJECTIVE 4: Increase understanding and respect for cultural practitioners, cultural sites, and cultural resources.		
Establishment of a system for measuring and reporting the number of lodging industry entities with on-site cultural practice programs and practitioners, results to be tracked/reported annually.	No activity done	On June 4, 2024, the Native Hawaiian Hospitality Association (NaHHA) was awarded by the Hawaii Tourism Authority (HTA) to develop and maintain a statewide database. This database will include information on Native Hawaiian cultural practitioners, organizations, and visitor industry partners. NaHHA is expected to complete this project by the end of CY 2024.
Numerical results of a survey (at least once during the next five years) of HTA's cultural training program graduates to determine extent of their activities.	Data not available	Data not available
Development of a partnership with recognized Hawaiian cultural organizations to identify sites that are being used appropriately or inappropriately for touristic purposes.	Data not available	Data not available
OBJECTIVE 5: Provide the visitor industry with opportunities for Native Hawaiian cultural education and training for its workforce.		
Establishment of a requirement in workforce cultural training contracts to assess and report on program effectiveness.	HTA did not establish a requirement in workforce cultural training contracts to assess and report on program effectiveness. HTA did offer voluntary Hawaiian Culture Training - 16 Trainings	No workforce cultural training contract in FY 2024
Annual reporting data that indicate increased numbers of organizations offering products and services certified as meeting HTA standards.	See above.	See above.

HTA STRATEGIC PLAN ASSOCIATED MEASURES - COMMUNITY PILLAR

	2023	2024
OBJECTIVE 1 (Community Enrichment): Generate and/or invest in initiatives and projects that provide for positive resident-visitor interaction, celebrate Hawai'i's multicultural heritage, and support better relations between communities and the tourism industry		
Targeted attendee satisfaction is at least 85%.	Data not available	Data not available
Targeted percentages of attendees/participants are at least 25% residents and at least 25% visitors.	Data not available	Data not available
Number of new or improved projects funded.	TOTAL: 76 projects New Projects: 18; Established projects: 58	Data not available
Improved Resident Sentiment Survey measure on "Tourism is good for me and my family."	Spring - 36%	Spring - 40%
OBJECTIVE 2 (Workforce Development): Help build a globally competitive visitor industry workforce with programs for residents starting from school age, to college students, and to those already in the visitor industry.		
Successful initiation of a schedule bringing together industry and education partners in a workforce committee to meet at least twice a year, beginning in the second half of 2020.	No Committee Stood Up.	No Committee Stood Up.
HTA invests in at least three new programs as a result of the workforce committee.	N/A	N/A
OBJECTIVE 3 (Communications): Generate effective messages to enhance residents' understanding of how Hawai'i tourism helps perpetuate Hawaiian culture, preserve the environment, and support communities.		
Growing reach and engagement on all HTA social media platforms.	Data not available	Data not available
Increased numbers of news stories about HTA-sponsored events and programs.	Data not available	Data not available

HTA STRATEGIC PLAN ASSOCIATED MEASURES - COMMUNITY PILLAR (CONT.)

OBJECTIVE 4 (Safety & Security): Support education and prevention programs to improve safety among visitors and residents and to maintain Hawai'i's reputation as a safe destination.		
Improved visitor awareness of ocean and hiking safety information, as measured by increase in the percentage of surveyed visitors that recall seeing or hearing a safety-related video or message.	<p>Recall seeing Ocean and Hiking Safety - Pre-arrival U.S. West -19.1%; U.S. East - 18.5%; Japan - 29.7%; Canada -17.0%; Oceania -17.4%; China - 17.3%; Korea - 29.8%</p> <p>Recall seeing Ocean and Hiking Safety - During trip U.S. West - 12.9%; U.S. East - 14.1%; Japan - 10.5%; Canada - 13.5%; Oceania - 12.2%; China - 19.7%; Korea - 19.0%</p> <p>Recall seeing Ocean and Hiking Safety - Both Pre and During trip U.S. West - 16.4%; U.S. East - 17.2%; Japan - 33.4%; Canada -13.7%; Oceania - 9.1%; China - 17.7%; Korea - 10.6%</p>	Data not available.
Annual Marketing Effectiveness Study (MES) results for selecting Hawai'i as "It is a safe and secure place" and reason to return to Hawai'i as "It is safe."	Contract for MES ended in 2022.	Contract for MES ended in 2022.
Annual Visitor Satisfaction Survey (VSAT) results for item "Based on your most recent trip to Hawai'i, how would you rate the state of Hawai'i on being a safe and secure destination?"	<p><u>"Excellent" rating of "it is a safe and secure place."</u></p> <p>US West - 82.5% US East - 84.9% Japan - 58.5% Canada - 87.0% Oceania - 84.6% China - 80.3% Korea - 72.4%</p>	Data not available.

HTA STRATEGIC PLAN ASSOCIATED MEASURES - COMMUNITY PILLAR (CONT.)

OBJECTIVE 5 (Safety & Security): Actively participate in Hawai'i Emergency Management Agency's (HI-EMA's) preparedness exercises and serve as a communications link to assist Hawai'i's visitor industry and visitors during times of crisis.		
Number of channels/tools available (and if needed, used) to inform and educate visitor industry businesses and visitors about various foreseeable types of emergencies.	Data not available	Data not available
Maintained or improved exercise measurements as established by HI-EMA.	Data not available	Data not available
OBJECTIVE 6 (Mitigation): Identify, mitigate, and address key issues threatening community support for tourism and the integrity of Hawai'i's tourism industry by working with public agencies and private organizations.		
Number of issues identified by island.	Hotspots identified on each island via the DMAP - priority: Kaua'i: 1 O'ahu: 4 Maui: 5 Hawai'i Island: 5 Moloka'i: 0 Lāna'i: 0	Data not available
Number of issues addressed via stakeholder meetings by island.	Kaua'i: 1 O'ahu: 2 Maui: 5 Hawai'i Island: 7 Moloka'i: 0 Lāna'i: 0	Data not available
OBJECTIVE 7 (Sports): Support sports programs that create community engagement, have marketing value, provide economic benefits, support Hawai'i's youth, and are aligned with Hawai'i's brand.		
Economic impact from high-profile sporting events.	\$132,000,000+	Data not available
Number of communities reached/served through the sports programs.	Communities across all islands were reached through one or more high-profile events supported by HTA.	Data not available
Number of youth participation through the sports programs.	11,000+	Data not available

HTA STRATEGIC PLAN ASSOCIATED MEASURES - BRAND MARKETING PILLAR

	2023	2024
OBJECTIVE 1: Ensure that Hawai'i's brand image is globally aligned and consistent with marketing principles of authenticity, uniqueness, and Responsible Tourism.		
Prospective visitors surveyed in the Marketing Effectiveness Survey (MES) who were aware of Hawai'i marketing materials but had never been to Hawai'i scoring statistically higher in perceptions of uniqueness of the destination than those who were unaware.	No longer doing MES. Using SMARI.	No longer doing MES. Using SMARI.
SMARI -Communications ratings - 1) Deepen my understanding that Hawai'i is a place that cares about its nature and culture	USA: 4.42 Japan: 4.20	USA Jan-Jun: 4.45 Japan Jan-Jun: 4.15
SMARI -Communications ratings - 2) Deepen my understanding that Hawai'i is a place that cares about its community and residents	USA: 4.39 Japan: 3.91	USA Jan-Jun: 4.38 Japan Jan-Jun: 3.89
SMARI -Communications ratings - 3) Deepen my understanding that Hawai'i is a place that cares about visitor safety and informs about responsible travel.	USA: 4.26 Japan: 3.82	USA Jan-Jun: 4.33 Japan Jan-Jun: 3.84
Assurance, through annual contractor performance review and HTA oversight checklists, that marketing materials in each major market area have consistent branding, are aligned with core values, and are appropriately adapted for nuances in each market.	The Hawaiian Islands brand and values were carefully monitored and its integrity maintained through consistent review of marketing materials using the Hawaiian Island Brand Guidelines and Ma'ema'e Toolkit. The latter was updated this year.	The GMT brand content guidelines have been developed in May 2024 to better help the GMT to meet basic brand needs before it gets to Brand Managers at HTA. The Hawaiian Islands brand and values continued to be carefully monitored, and its integrity maintained through consistent review of marketing materials using the Hawaiian Islands Brand Guidelines and Ma'ema'e Toolkit.

HTA STRATEGIC PLAN ASSOCIATED MEASURES - BRAND MARKETING PILLAR (CONT.)

OBJECTIVE 2: Ensure marketing is focused on higher-spending, lower-impact market segments in each market area.		
Development of an expanded target list of higher spending, lower-impact market segments by each Global Marketing Contractor.	Target: High-spending, positive-impact/giving back; mindful travel; life-time value	Target: High-spending, positive-impact/regenerative; mindful travel; life-time value
Increased percentages of the marketing budget devoted to high-spending market segments, along with increased MCI arrivals.	<p>Within each market, 100% of the budget devoted to target high-spending market segments.</p> <p>MCI Budget: \$4,700,000 + \$600,000 for US Marketing Maui Recovery Program 1 = \$5,300,000 MCI Arrivals: 401,207</p>	<p>Within each market, 100% of the budget devoted to target high-spending market segments.</p> <p>MCI Budget: \$5,350,000 (\$5,200,000 with 10% reduction for remainder CY24) MCI Arrivals (Jan-Sept): 191,137</p>
Annual results of a new Visitor Satisfaction survey question asking if visitors recall hearing or seeing information about safe and responsible travel (Pre-Arrival)	<p>Q4 2023 (%):</p> <p>US West: 19.8 US East: 16.8 Japan: 30.2 Canada: 17.3 Oceania: 17.5 China: 14.5 Korea: 29.7</p>	<p>Q2 2024 (%):</p> <p>US West: 17.6 US East: 13.2 Japan: 26.6 Canada: 18.9 Oceania: 17.8 China: 26.5 Korea: 25.1 Europe: 17.3</p>
OBJECTIVE 3: Maintain or improve the strength of Hawai'i's brand relative to its competitors.		
Improved Hawai'i's ratings in the MES for "value" and "unique experiences."	No longer doing MES. Using SMARI.	No longer doing MES. Using SMARI.
Improved Hawai'i's rating in SMARI study - Image Lift for "value for the money" between Aware & Unaware of Campaign	USA Q4: +0.4 Japan Q4: +0.28	USA Jan-Jun: +0.55 Japan Jan-Jun: +0.32
Improved Hawai'i's rating in SMARI study - Image Lift for "unique" between Aware & Unaware of Campaign	USA Q4: n/a (this attribute wasn't included in 2023 study) Japan Q4: +0.37	USA Jan-Jun: +0.07 Japan Jan-Jun: +0.37



Hawai'i Convention Center
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hawaiitourismauthority.org

Facebook: facebook.com/hawaiihta
Instagram: [@hawaiihta](https://instagram.com/hawaiihta)
Twitter: [@hawaiihta](https://twitter.com/hawaiihta)

6b

**Presentation on HTA's Planning Projects as they
Relate to the Tourism Functional Plan,
HTA Strategic Plan, and
Destination Management Action Plans**

PRESENTATION ON HTA'S PLANNING PROJECTS - THE TOURISM FUNCTIONAL PLAN, HTA STRATEGIC PLAN, AND DESTINATION MANAGEMENT ACTION PLANS

Presented by
Caroline Anderson
Director of Planning
January 30, 2025

Upcoming Plans



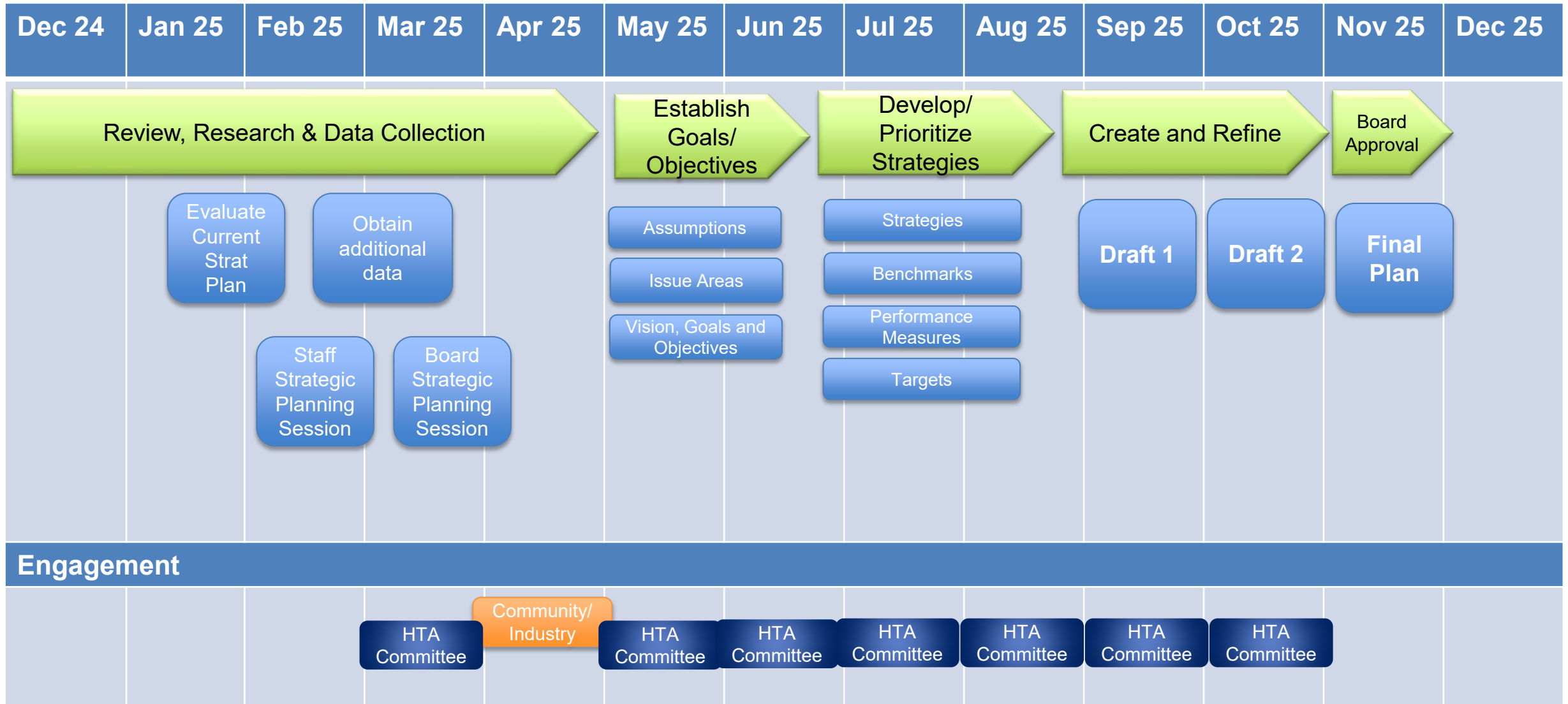
Proposed DMAPS Development Timeline



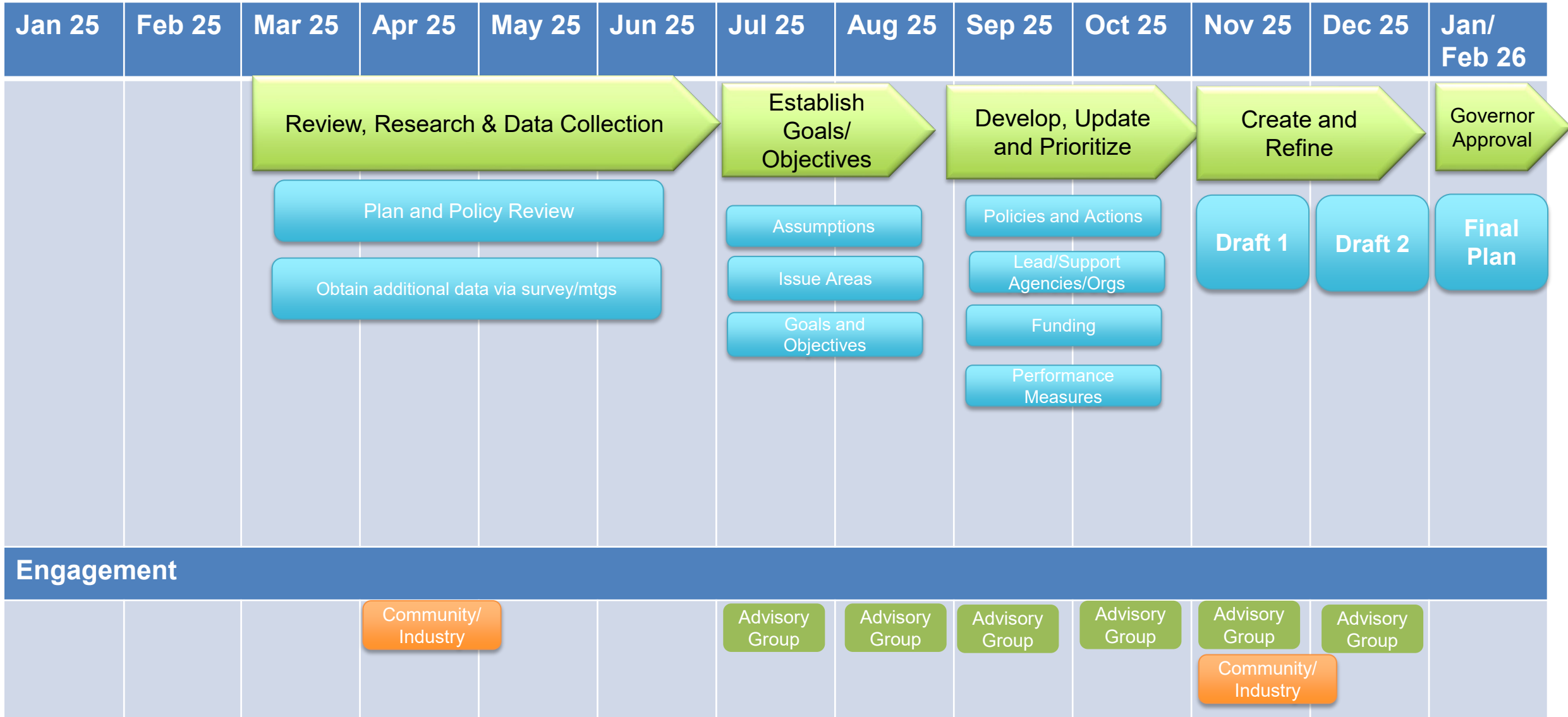
Engagement



Proposed HTA Strategic Plan Development Timeline



Proposed Tourism Functional Plan Development Timeline

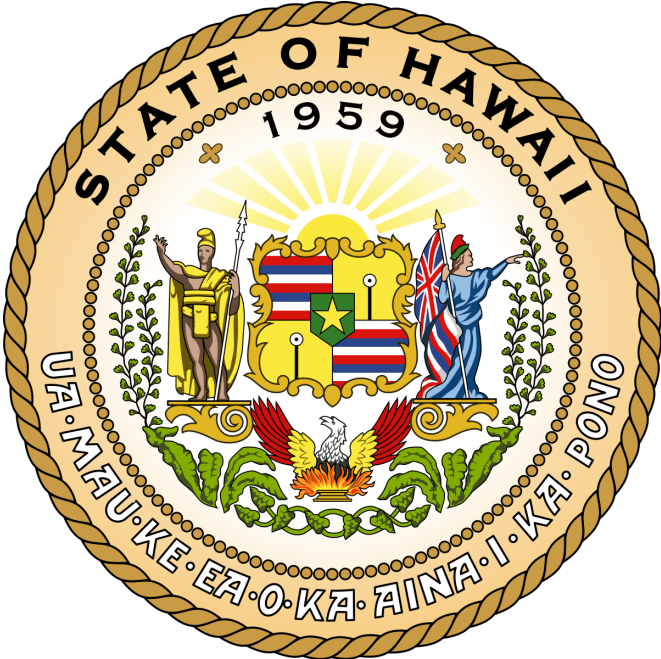


12

**Report and Update by the
BUDGET, FINANCE, AND CONVENTION CENTER
STANDING COMMITTEE**

12a

**Presentation, Motion, Discussion, and
Action on the HTA's November and
December 2024 Financial Reports**



Fiscal Year 2025 Tourism Budget

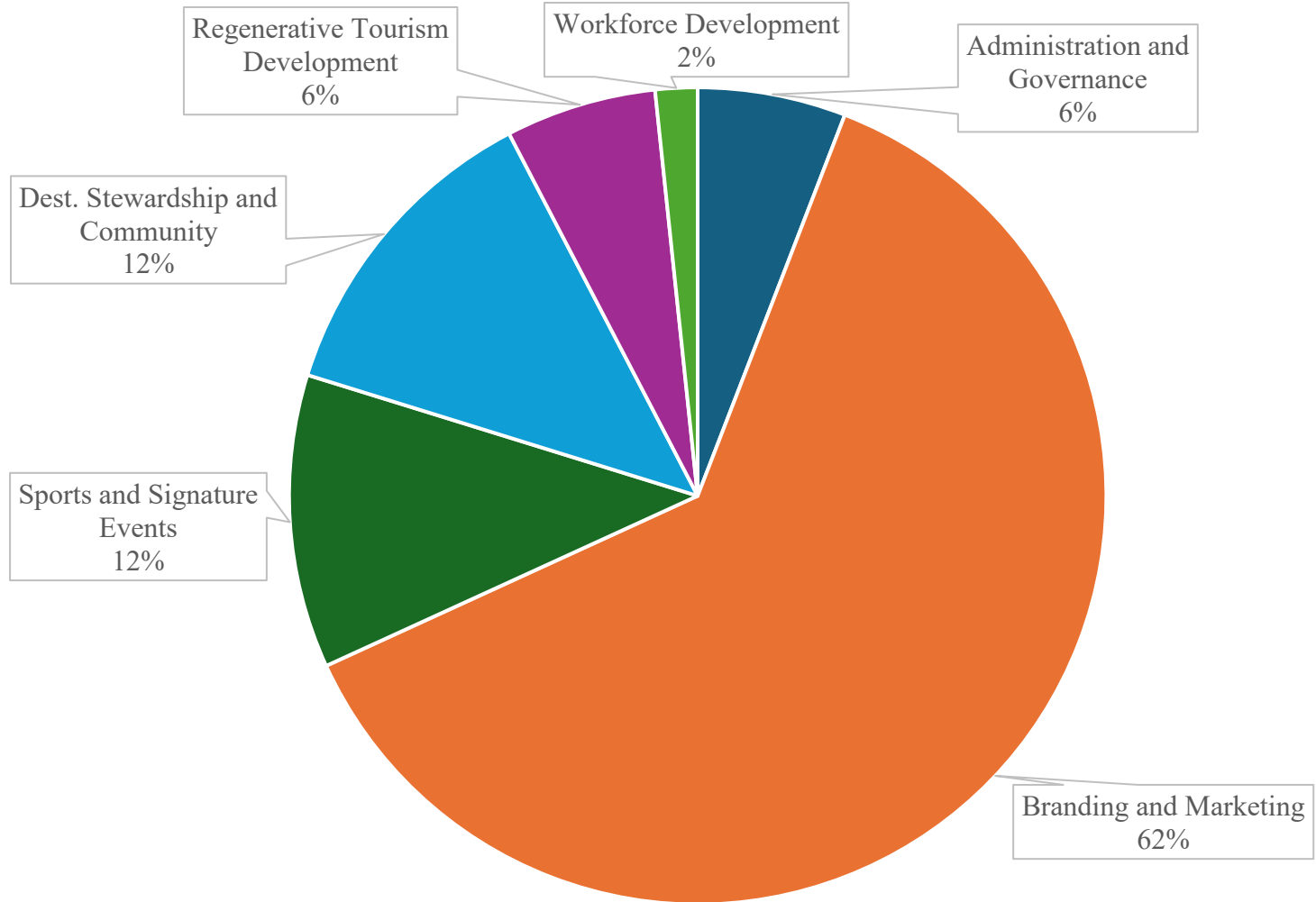
For the Period July 1, 2024 to November 30, 2024

Fiscal Year 2025 Tourism Budget

For the Period July 1, 2024 to November 30, 2024

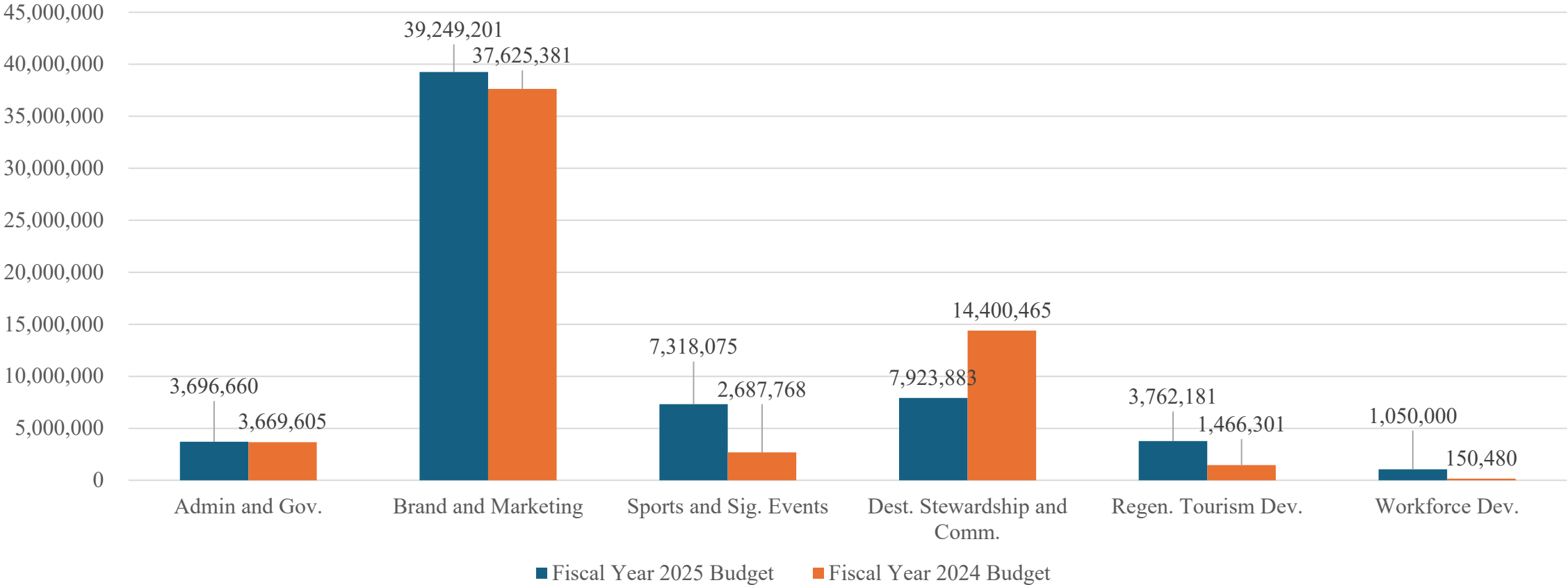
Program Title and ID	Program ID	Paid To Date	Remaining Encumbrance To Date	Budget Restriction	Actual (Paid + Encumbrance + Restriction)	Fiscal Year 2025 Budget	Budget vs. Actual
Administration and Governance	BED113	894,123	302,828	369,666	1,566,617	3,696,660	2,130,043
Branding and Marketing	BED114	6,117,088	10,539,398	3,924,920	20,581,406	39,249,201	18,667,795
Sports and Signature Events	BED115	-	750,000	731,808	1,481,808	7,318,075	5,836,267
Destination Stewardship and Community	BED116	69,531	212,706	792,388	1,074,625	7,923,883	6,849,258
Regenerative Tourism Development	BED117	65,548	794,901	376,218	1,236,667	3,762,181	2,525,514
Workforce Development	BED118	216,827	178,500	105,000	500,327	1,050,000	549,673
Total		7,363,117	12,778,333	6,300,000	26,441,450	63,000,000	36,558,550

Fiscal Year 2025 Tourism Budget



- Administration and Governance
- Branding and Marketing
- Sports and Signature Events
- Dest. Stewardship and Community
- Regenerative Tourism Development
- Workforce Development

Fiscal Year 2025 vs. Fiscal Year 2024 HTA Operating Budget



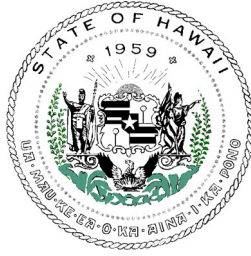
Other Funds

Tourism Funds

- Fiscal Year 2024 Tourism General Funds
 - Year to Date Expenditures = \$7,547,556
 - Funds = \$693,248
 - Encumbrances = \$690,301
- Tourism Special Fund
 - Year to Date Expenditures = \$131,299
 - Cash balance = \$8,395,250
 - Encumbrances = \$852,025
- Tourism Emergency Special Fund
 - Year to Date Expenditures = \$195,368
 - \$157,749 of \$5,000,000 remaining from Maui Disaster Response Plan #1
 - \$40,000 of \$130,000 remaining from Maui Disaster Response Plan #2
- EDA-ARPA State Tourism Grant
 - Year to Date Expenditures = \$2,780,000
 - Funds = \$8,776,717
 - Encumbrances = \$5,720,345

Convention Center Funds

- Fiscal Year 2024 Convention Center General Funds
 - Funds = \$2,078,262
 - Encumbrances = \$2,078,262
- Convention Center Enterprise Special Fund
 - Year to Date Revenue = \$11,666,348
 - Cash balance = \$59,421,037
 - \$34,000,000 reserved for Fiscal Year 2025 operations
 - \$11,000,000 reserved for transfer to B&F (for fiscal year 2024 HCC operations)
- Rooftop Repair Project
 - Act 248, SLH 2022 appropriated \$15,000,000 for the rooftop terrace deck repair project:
 - Year to Expenditures = \$171,944
 - Funds = \$14,400,444
 - Encumbrances = \$716,345
 - \$64,000,000 appropriated by Act 230, SLH 2024.



The State of Hawai`i
Department of Business, Economic Development, and Tourism
Hawai`i Tourism Authority
Financial Statements
November 30, 2024

These financial statements have been prepared by HTA management (unless otherwise noted) for information purposes only. See notes to the financial statements.

Prepared by: Talon Kishi, CPA
HTA Budget and Fiscal Officer
HAWAII TOURISM AUTHORITY

Hawaii Tourism Authority
November 30, 2024
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Hawaii Tourism Authority
Balance Sheet
As of November 30, 2024

	Tourism Funds	Convention Center Funds	Roof Repair Project and Roof Related Repairs	Tourism Emergency Special Fund	EDA-ARPA State Tourism Grant	Total
Assets						
Fiscal Year (FY) 2025 General Funds	55,636,883	-	-	-	-	55,636,883
FY 2024 General Funds	693,248	2,078,262	-	-	-	2,771,510
Special Funds (restricted)	8,395,250	59,421,037	-	-	-	67,816,287
Federal Grants	-	-	-	-	8,776,717	8,776,717
General Obligation Bonds (GOB)	-	-	14,400,444	-	-	14,400,444
Cash and Cash Equivalents	-	-	-	580,800	-	580,800
Total Assets	<u>64,725,381</u>	<u>61,499,299</u>	<u>14,400,444</u>	<u>580,800</u>	<u>8,776,717</u>	<u>149,982,641</u>
Liabilities and Fund Balances						
Liabilities						
Transfer due to B&F	-	11,000,000	-	-	-	11,000,000
Total liabilities	-	<u>11,000,000</u>	-	-	-	<u>11,000,000</u>
Fund Balances						
FY 2025 Encumbered - General Funds	12,778,333	2,078,262	-	-	-	14,856,595
FY 2024 Encumbered - General Funds	690,301	-	-	-	-	690,301
Unencumbered - General Funds	42,861,497	-	-	-	-	42,861,497
Total General Fund Balances	<u>56,330,131</u>	<u>2,078,262</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>58,408,393</u>
Encumbered - Special Funds	852,025	526,000	-	194,149	5,720,345	7,292,519
Unencumbered - Special Funds	7,543,225	47,895,037	-	386,651	3,056,372	58,881,285
Total Special Fund Balances	<u>8,395,250</u>	<u>48,421,037</u>	<u>-</u>	<u>580,800</u>	<u>8,776,717</u>	<u>66,173,804</u>
Encumbered - GOB	-	-	716,345	-	-	716,345
Unencumbered - GOB	-	-	13,684,099	-	-	13,684,099
Total GOB Fund Balance	<u>-</u>	<u>-</u>	<u>14,400,444</u>	<u>-</u>	<u>-</u>	<u>14,400,444</u>
Total Fund Balances	<u>64,725,381</u>	<u>50,499,299</u>	<u>14,400,444</u>	<u>580,800</u>	<u>8,776,717</u>	<u>138,982,641</u>
Total Liabilities and Fund Balances	<u>64,725,381</u>	<u>61,499,299</u>	<u>14,400,444</u>	<u>580,800</u>	<u>8,776,717</u>	<u>149,982,641</u>

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
Tourism General Fund - Fiscal Year 2025
Statement of Revenues, Expenditures, Changes in Fund Balances, and Budget vs. Actual
November 30, 2024

	Actual				FY 25 Budget	Budget vs. Actual
	Paid Month Ended November 30, 2024	Paid Year to Date	Remaining Encumbrances	Budget Restriction		Under (Over) Budget
Expenditures						
Administration and Governance	176,678	894,123	302,828	369,666	3,696,660	2,130,043
Branding and Marketing	310,400	6,117,088	10,539,398	3,924,920	39,249,201	18,667,795
Sports and Signature Events	-	-	750,000	731,808	7,318,075	5,836,267
Dest. Stewardship and Community	22,995	69,531	212,706	792,388	7,923,883	6,849,258
Regenerative Tourism Development	18,717	65,548	794,901	376,218	3,762,181	2,525,514
Workforce Development	36,500	216,827	178,500	105,000	1,050,000	549,673
Total	565,290	7,363,117	12,778,333	6,300,000	63,000,000	36,558,550
Change in Fund Balance	(565,290)	(7,363,117)				
Fund Balances						
November 1, 2024 / July 1, 2024	56,202,173	63,000,000				
November 30, 2024	55,636,883	55,636,883				

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
Fiscal Year 2024 Tourism General Fund
Statement of Revenues, Expenditures, Changes in Fund Balances, and Encumbrances
November 30, 2024

	Paid	Paid	Remaining
	Month Ended	Year to Date	Encumbrances
	November 30,		
	2024		
Expenditures			
Branding	340,000	2,306,830	85,285
Destination Management	-	4,923,547	310,289
Governance and Org-Wide*	-	147,200	-
Perpetuating Hawaiian Culture	33,053	86,000	118,583
Planning & Evaluation	-	14,366	127,531
Resident and Industry Comms	12,646	62,623	31,613
Workforce Development	-	7,000	17,000
Total	385,699	7,547,566	690,301
Change in Fund Balance	(385,699)	(7,547,566)	
Lapsed Funds*	-	(1,097,638)	
Fund Balances			
November 1, 2024 / July 1, 2024	1,078,947	9,338,452	
November 30, 2024	693,248	693,248	

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
Tourism Special Fund - Prior Year Funds
Statement of Revenues, Expenditures, Changes in Fund Balances, and Encumbrances
November 30, 2024

	Paid Month Ended November 30, 2024	Paid Year to Date	Remaining Encumbrances
Revenues			
Interest, Net	70,733	118,429	-
Total	70,733	118,429	-
Expenditures			
Administration	6,183	11,188	65,332
Branding	17,782	119,827	448,375
Destination Management	-	-	230,000
Resident and Industry Comms	-	284	22,318
Workforce Development	-	-	86,000
Total	23,965	131,299	852,025
Change in Fund Balance	46,768	(12,870)	
Fund Balances			
November 1, 2024 / July 1, 2024	8,348,482	8,408,120	
November 30, 2024	8,395,250	8,395,250	

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
Convention Center General Fund - Fiscal Year 2024
Statement of Revenues, Expenditures, Changes in Fund Balances, and Encumbrances
November 30, 2024

	Paid Month Ended November 30, 2024	Paid Year to Date	Remaining Encumbrances
Expenditures			
HCC Operations	-	-	2,078,262
HCC Repairs and Maintenance	-	-	-
Total	-	-	2,078,262
Change in Fund Balance	-	-	
Fund Balances			
November 1, 2024 / July 1, 2024	2,078,262	2,078,262	
November 30, 2024	2,078,262	2,078,262	

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
Convention Center Enterprise Special Fund
Statement of Revenues, Expenditures, Changes in Fund Balances, and Encumbrances
November 30, 2024

	Paid Month Ended November 30, 2024	Paid Year to Date	Remaining Encumbrances
Revenues			
HCC Operations	-	316,835	-
Interest	211,032	349,513	-
TAT	-	11,000,000	-
Total	211,032	11,666,348	-
Expenditures			
HCC Marketing	-	-	-
HCC Operations	-	-	526,000
HCC Repairs and Maintenance	-	-	-
Total	-	-	526,000
Change in Fund Balance	211,032	11,666,348	
Fund Balances			
November 1, 2024 / July 1, 2024	59,210,005	47,754,689	
November 30, 2024	59,421,037	59,421,037	

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
Roof Repair Project and Roof Related Repairs
Statement of Revenues, Expenditures, Changes in Fund Balances, and Encumbrances
November 30, 2024

	Paid	Paid	Remaining
	Month Ended	Year to Date	Encumbrances
	November 30,		
	2024		
Expenditures			
HCC Full Roof Repair	22,190	171,944	716,345
Total	22,190	171,944	716,345
Change in Fund Balance	(22,190)	(171,944)	
Fund Balances			
November 1, 2024 / July 1, 2024	14,422,634	14,572,388	
November 30, 2024	14,400,444	14,400,444	

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
Tourism Emergency Special Fund
Statement of Revenues, Expenditures, Changes in Fund Balances, and Encumbrances
November 30, 2024

	Paid Month Ended November 30, 2024	Paid Year to Date	Remaining Encumbrances
Revenues			
Interest, Net	956	4,009	-
Total	956	4,009	-
Expenditures			
Administration	49	2,549	-
Branding	90,000	90,000	10,000
Destination Management	-	-	176,400
Planning & Evaluation	-	25,000	-
Resident and Industry Comms	-	77,819	7,749
Total	90,049	195,368	194,149
Change in Fund Balance	(89,093)	(191,359)	
Fund Balances			
November 1, 2024 / July 1, 2024	669,893	772,159	
November 30, 2024	580,800	580,800	

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
EDA-ARPA State Tourism Grant
Statement of Revenues, Expenditures, Changes in Fund Balances, and Encumbrances
November 30, 2024

	Paid	Paid	Remaining
	Month Ended	Year to Date	Encumbrances
	November 30,		
	2024		
Expenditures			
Administration	-	-	-
Branding	-	2,500,000	-
Destination Management	-	280,000	5,720,345
Planning & Evaluation	-	-	-
Salaries and Fringe	-	-	-
Total	-	2,780,000	5,720,345
Change in Fund Balance	-	(2,780,000)	
Fund Balances			
November 1, 2024 / July 1, 2024	8,776,717	11,556,717	
November 30, 2024	8,776,717	8,776,717	

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
November 30, 2024
Selected Management Disclosures

1. Summary of Significant Accounting Policies

The Hawaii Tourism Authority (HTA or Authority) was established on January 1, 1999, by Act 156, Session Laws of Hawaii 1998. It was placed within the State of Hawaii, Department of Business, Economic Development, and Tourism (DBEDT), for administrative purposes only. The Authority is subject to administrative control and supervision of DBEDT under HRS 26-35. The Authority is responsible for developing a strategic tourism marketing plan and developing measures of effectiveness to assess the overall benefits and effectiveness of the marketing plan and progress toward achieving the Authority's strategic plan goals. In addition, effective July 1, 2000, control and management of the Hawaii Convention Center (HCC) were transferred to the Authority from the Convention Center Authority (CCA) by Executive Order No. 3817. Effective July 1, 2002, the Center, by statute, became the responsibility of the Authority. The Center opened to the public in June 1998 and is used for various events, including conventions and trade shows, public shows, and spectator events. The Center offers approximately 350,000 square feet of rentable space, including 51 meeting rooms.

The Authority is governed by a board of directors comprising 12 voting members. All 12 members shall be appointed by the Governor.

Funds

The Authority's funds are as follows:

Tourism Funds:

- **Tourism Special Fund (TSF)** –The TSF accounted for functions related to developing and promoting the tourism industry. Effective January 1, 2022, pursuant to Act 1 Special Legislative Session 2021, the TSF was sunset and discontinued the ability to expend any new funds. Funds encumbered as of June 30, 2021, can be spent until June 30, 2026.
- **Fiscal Year 2024 General Funds** – The 2023 State legislature did not provide HTA with an operating budget for fiscal year 2024. As such, the Governor approved the transfer of \$60,000,000 in general funds from Section 5 of Act 164, SLH 2023, to HTA on July 1, 2023. Funds lapsed on June 30, 2024.
- **Fiscal Year 2025 General Funds** – The 2024 Legislature appropriated \$63,000,000 of general funds for HTA's operating budget in Section 3 of Act 230, SLH 2024. The law allocated the \$63,000,000 budget between six program IDs based on each program's objectives. The six program IDs are Administration and Governance, Branding and Marketing, Destination Stewardship and Community, Regenerative Tourism Development, Sports and Signature Events, and Workforce Development. The law provided the funding via General Funds. As such, Budget and Finance's 10% restriction on all General Fund Appropriations applies, including additional adjustments to allotment and restrictions. The HTA staff and board have discussed the matter and have informed all major vendors to adjust plans and budgets accordingly. Unspent and unencumbered General Funds will lapse on June 30, 2025.

Convention Center Funds:

- **Convention Center Enterprise Special Fund (CCESF)** – Under Section 201B-8, the Convention Center Enterprise Special Fund accounts for functions related to the operation and management of the Hawaii Convention Center (HCC). The 2024 Legislature provided the CCESF with a \$34,000,000 expenditure ceiling in Section 3 of Act 230, SLH 2024. The expenditure ceiling will lapse on June 30, 2025.

Hawaii Tourism Authority
November 30, 2024
Selected Management Disclosures

The Legislature did not provide the CCESF with an expenditure ceiling in fiscal year 2024 for HCC operations. As such, the Department of Budget and Finance (B&F) agreed to provide \$11,000,000 in general funds from Section 5 of Act 164, SLH 2023, to HTA for fiscal year 2024 HCC operations, on the condition that HTA will transfer \$11,000,000 from the CCESF to B&F. HTA expects to complete the transfer in fiscal year 2026.

- **Fiscal Year 2024 General Funds (operations)** – The 2023 State legislature did not provide the HCC with an operating budget for fiscal year 2024. As such, the Governor approved the transfer of \$11,000,000 in general funds from Section 5 of Act 164, SLH 2023, for the HCC on July 1, 2023. Funds lapsed on June 30, 2024. Funds encumbered as of June 30, 2024, can be spent until June 30, 2029.
- **General Funds (CIP)** - Pursuant to Act 164, SLH 2023, \$64,000,000 of general funds were provided for long-term repairs of the HCC rooftop terrace deck. Per Executive Memorandum 23-08, dated October 30, 2023, B&F transferred HTA’s \$64,000,000 operating appropriation to B&F for the Maui wildfires.
- **General Obligation Bonds** – Under Act 248, SLH 2022, \$15,000,000 of general obligation bond funds were provided for the temporary repairs of the HCC roof repair and other items. The Governor authorized the release of funds on February 22, 2023. Unused funds will lapse on June 30, 2024.

The 2024 Legislature appropriated \$64,000,000 of General Obligation Bonds for the HCC Roof Repair Project in Section 3 of Act 230, SLH 2024. Funds will lapse on June 30, 2027.

Tourism Emergency Special Fund:

- The Tourism Emergency Special Fund accounts for functions related to maintaining a tourism emergency fund. Per Section 201B-10, revenues prescribed by Section 237D-6.5(b) and all investment earnings are credited to the fund’s assets. Funds are currently held at the Bank of Hawaii. Funds must be exclusively used to respond to a tourism emergency per Section 201B-9.

On August 19, 2023, the governor declared a tourism emergency in the sixth emergency proclamation relating to the Maui wildfires. The Governor extended the tourism emergency in the eighteenth emergency proclamation dated October 8, 2024.

Federal Funds:

- **American Rescue Plan Act (ARPA)** – Official Name: Coronavirus State Fiscal Recovery Fund (CSFRF) Subaward. The former Governor authorized \$106,000,000 of ARPA funds to support HTA’s and HCC’s fiscal years 2022 and 2023 operations. HTA and HCC received \$95,000,000 and \$11,000,000, respectively. In total, for the two years ending June 30, 2023, \$59,155,512 and \$10,011,197 were spent on HTA and HCC operations, respectively. The Authority returned \$36,833,291 to the Department of Budget and Finance (B&F) on July 31, 2023.
- **Economic Development Administration (EDA) Tourism Grant** – Official Name: ARPA-EDA Tourism Grant (Non-Competitive ARPA State Tourism Grant for the State of Hawaii) – The Authority was awarded \$14,024,372 on December 8, 2021. Grant rules required the approval of the Grant Administration Plan (GAP) before the commencement of work. EDA approved the Authority’s GAP on March 21, 2023. The Authority will share approximately \$7,200,000 of the grant with the Department of Land and Natural Resources (DLNR) to enhance and develop

Hawaii Tourism Authority
November 30, 2024
Selected Management Disclosures

Hawaii's outdoor recreational assets. All work must be completed by May 31, 2027, and money spent by September 30, 2027.

Basis of Accounting

The Governmental Funds' financial statements are reported using the modified-accrual basis of accounting.

Transient Accommodations Tax (TAT)

Under Section 237D-6.5, \$11,000,000 shall be allocated to the Convention Center Enterprise Special Fund annually.

Governance & Org-Wide Expenditures

Governance and organization-wide expenditures include board member inter-island travel, meeting minutes, insurance premiums, and audit expenses for the Authority and the HCC.

Investments

The Authority's investments are reported at fair value.

The TSF and CCESF participate in the State's investment pool program directed by B&F.

Encumbrances

Encumbrances are obligations in the form of purchase orders, contracts, or other commitments that only become liabilities once the performance of the conditions stated in the commitment is completed.

Per HRS 40-90 (b), "All encumbrances for contracts shall become void after five years from the end of the fiscal year of the original encumbrance, provided that the comptroller may grant an exemption from this subsection if the comptroller finds that there is sufficient justification to extend a contract encumbrance."

Use of Estimates

Preparing these financial statements required management to make estimates and assumptions that affect the amounts reported in the basic financial statements and accompanying notes. Actual results may differ from those estimates.

2. Accrued Vacation Liability

On June 30, 2023, management estimated the accrued vacation liability of approximately \$339,000, with a current liability of approximately \$132,000.

3. Retirement Benefits

Employees' Retirement System of the State of Hawaii (ERS)

At June 30, 2023, management reported a net pension liability of approximately \$6,063,000 for its proportionate share of the State's net pension liability. An actuarial valuation determined the net pension liability as of June 30, 2022.

For the year ended June 30, 2023, the Authority recognized pension expenses of approximately \$335,000. On June 30, 2023, management estimated the deferred outflows and deferred inflows of resources related to pensions of approximately \$576,000 and (\$571,000), respectively.

Hawaii Tourism Authority
November 30, 2024
Selected Management Disclosures

Hawaii Employer-Union Health Benefits Trust Fund (EUTF)

On June 30, 2023, management estimated the net other post-employment benefits (OPEB) liability of approximately \$4,808,000. An actuarial valuation measured the net OPEB liability as of July 1, 2022.

For the year ended June 30, 2023, the Authority recognized OPEB expenses of approximately \$18,000. On June 30, 2023, management estimated the deferred outflows and deferred inflows of resources related to OPEB of approximately \$227,000 and (\$536,000), respectively.

4. Maui Response and Recovery - Tourism Emergency Special Fund

The Authority prepared a \$5,000,000 emergency response plan for the Maui Wildfire, approved by the board on December 21, 2023, with all projects scheduled to end on June 30, 2024. A second plan was approved by the HTA Board for \$130,000 on October 3, 2024. Spending to date is summarized below:

Maui Response and Recovery Plan - \$5,000,000 - Spending to 11/30/24			
Program	Budget	Paid to Date	Unspent
USA Recovery Marketing Program #1	2,600,000	2,600,000	0
USA Recovery Marketing Program #2	1,350,000	1,350,000	0
Maui Resident Communications Campaign	349,307	341,558	7,749
Visitor Education Post-Arrival Marketing	300,000	150,000	150,000
Immediate Wildfire Response	250,693	250,693	0
Maui Street Market (canceled)	100,000	0	0
Long-term Housing (budget reduced to \$25,000)	50,000	25,000	0
Total	5,000,000	4,717,251	157,749

Maui Recovery Plan - \$130,000 - Spending to 11/30/24			
USA Recovery Marketing Program #3	100,000	90,000	10,000
Pop-Up Makeke	23,000	0	23,000
Marketing Promotions for Sports Event	3,400	0	3,400
Total	126,400	90,000	36,400

Supplementary Information

Hawaii Tourism Authority
Supplementary Information
Budget vs. Actual
Tourism General Funds - Fiscal Year 2025
July 1, 2024 to November 30, 2024

Budget Line Item (BLI) Title	BLI Code	Paid to Date	Remaining Encumbrance To Date	Budget Restriction	Actual To Date (Paid + Encumbrance + Restriction)	Fiscal Year 2025 Budget	Budget vs. Actual
Administration and Governance	BED113						
Cruise Infrastructure Imprv. and Arrival Experience	004	22,500	12,800	8,900	44,200	89,000	44,800
HTUS/HTJ Campaign Effectiveness Study	010	45,888	116,112	18,000	180,000	180,000	0
Community-Industry Outreach & PR Svcs	101	0	87,000	25,000	112,000	250,000	138,000
hawaiiitourismauthority.org	103	0	0	2,500	2,500	25,000	22,500
Travel - Branding	398	5,778	0	5,000	10,778	50,000	39,222
Planning Tools and Assessments	652	0	0	0	0	0	0
Program Evaluation	654	0	0	9,000	9,000	90,000	81,000
Travel - Destination Stewardship	898	125	0	5,000	5,125	50,000	44,875
General and Administrative	901	98,011	86,916	81,268	266,195	777,230	511,035
Organization-Wide	915	0	0	46,111	46,111	461,111	415,000
Governance - Gen Board Others	919	21,493	0	3,000	24,493	30,000	5,507
State Employee Salaries - Admin	930	691,408	0	159,887	851,295	1,634,319	783,024
Travel - Admin	998	8,920	0	6,000	14,920	60,000	45,080
Administration and Governance	Total BED113	894,123	302,828	369,666	1,566,617	3,696,660	2,130,043
Branding and Marketing	BED114						
Island-Based International Marketing	306	0	1,440,000	160,000	1,600,000	1,600,000	0
Convention Center Sales & Marketing - City Wide	317	500,000	0	263,388	763,388	2,633,884	1,870,496
gohawaii.com	318	0	49,190	45,833	95,023	458,333	363,310
MCI MFF	319	0	250,000	140,888	390,888	1,408,882	1,017,994
Island Chapters Staffing and Admin	320	0	1,440,000	160,000	1,600,000	1,600,000	0
US (formerly North America)	321	2,565,293	1,300,000	1,672,445	5,537,738	16,724,445	11,186,707
Canada	322	114,545	328,093	100,000	542,638	1,000,000	457,362
Japan	323	1,260,000	4,590,000	650,000	6,500,000	6,500,000	0
Korea	324	214,179	595,097	90,000	899,276	900,000	724
Oceania	325	57,272	244,090	129,091	430,453	1,290,905	860,452
Europe	326	247,090	204,548	100,000	551,638	1,000,000	448,362
Meetings, Convention & Incentives	331	500,000	0	239,520	739,520	2,395,201	1,655,681
Global Digital Marketing Strategy	339	0	49,190	45,833	95,023	458,333	363,310
Global Mkt Shared Resources	350	578,125	49,190	69,702	697,017	697,017	0
Travel - Branding	398	-	-	-	-	-	-
State Employee Salaries - Branding	934	80,584	0	58,220	138,804	582,201	443,397
Branding and Marketing	Total BED114	6,117,088	10,539,398	3,924,920	20,581,406	39,249,201	18,667,795
Sports and Signature Events	BED115						
PGA Tour Contracts	312	0	0	203,885	203,885	2,038,850	1,834,965
LPGA	343	0	0	25,000	25,000	250,000	225,000
Surfing	374	0	0	33,333	33,333	333,333	300,000
Basketball	376	0	750,000	83,333	833,333	833,333	0
UH Athletics Branding Partnership	378	0	0	18,556	18,556	185,556	167,000
Sports RFP or Other Procurement	385	0	0	196,930	196,930	1,969,303	1,772,373
Signature Events	700	0	0	163,077	163,077	1,630,766	1,467,689
State Employee Salaries - Sports and SE	937	0	0	7,694	7,694	76,934	69,240
Sports and Signature Events	Total BED115	0	750,000	731,808	1,481,808	7,318,075	5,836,267
Destination Stewardship and Community	BED116						
Pono Travel Education Program	014	0	122,706	96,415	219,121	964,148	745,027
Aloha Aina (formerly NR and Leg Prov NR)	402	0	0	78,402	78,402	784,022	705,620
Visitor Assistance Programs	601	0	90,000	65,000	155,000	650,000	495,000
Resort Area Hawaiian Cultural Initiative	718	0	0	78,402	78,402	784,022	705,620
Community-Based Tourism - Oahu	731	0	0	15,554	15,554	155,539	139,985
Community-Based Tourism - Maui County	732	0	0	15,554	15,554	155,539	139,985
Community-Based Tourism - Hawaii Island	733	0	0	15,554	15,554	155,538	139,984
Community-Based Tourism - Kauai	734	0	0	15,553	15,553	155,538	139,985
Destination Management Application	740	0	0	350,000	350,000	3,500,000	3,150,000
State Employee Salaries - Destination Stewardship	938	69,531	0	61,954	131,485	619,537	488,052
Destination Stewardship and Community	Total BED116	69,531	212,706	792,388	1,074,625	7,923,883	6,849,258

**Hawaii Tourism Authority
Supplementary Information
Budget vs. Actual
Tourism General Funds - Fiscal Year 2025
July 1, 2024 to November 30, 2024**

Budget Line Item (BLI) Title	BLI Code	Paid to Date	Remaining Encumbrance To Date	Budget Restriction	Actual To Date (Paid + Encumbrance + Restriction)	Fiscal Year 2025 Budget	Budget vs. Actual
Regenerative Tourism Development	BED117						
Kukulu Ola: Living Hawaiian Cultural Prog	201	0	264,967	78,402	343,369	784,022	440,653
Community Tourism Collaborative	656	0	264,967	168,260	433,227	1,682,603	1,249,376
Community Enrichment Program	701	0	264,967	106,627	371,594	1,066,270	694,676
State Employee Salaries - Regenerative Tourism	939	65,548	0	22,929	88,477	229,286	140,809
Regenerative Tourism Development	Total BED117	65,548	794,901	376,218	1,236,667	3,762,181	2,525,514
Workforce Development	BED118						
Hawai'i Tourism Summit	102	197,327	0	30,000	227,327	300,000	72,673
Hawaiian Culture Initiative	202	0	0	23,333	23,333	233,333	210,000
Future Workforce Development (LEI)	803	0	150,000	16,667	166,667	166,667	0
Scholarship Program	805	19,500	28,500	35,000	83,000	350,000	267,000
Workforce Development	Total BED118	216,827	178,500	105,000	500,327	1,050,000	549,673
Total Fiscal Year 25 Tourism General Funds		7,363,117	12,778,333	6,300,000	26,441,450	63,000,000	36,558,550

Statement Period
Account Number

10/01/2024 through 10/31/2024
BANK OF HAWAII
AGENT U/A DATED 10/31/2018 FOR
HAWAII TOURISM AUTHORITY -
TOURISM EMERGENCY TRUST
FUND

Balance Sheet

	AS OF 10/01/2024		AS OF 10/31/2024	
	COST VALUE	MARKET VALUE	COST VALUE	MARKET VALUE
A S S E T S				
CASH	974.63	974.63	955.72	955.72
DUE FROM BROKERS	0.00	0.00	0.00	0.00
ACCRUED INCOME	0.00	0.00	0.00	0.00
TOTAL CASH & RECEIVABLES	974.63	974.63	955.72	955.72
CASH EQUIVALENTS				
CASH MANAGEMENT	236,252.84	236,252.84	237,178.25	237,178.25
TOTAL CASH EQUIVALENTS	236,252.84	236,252.84	237,178.25	237,178.25
TOTAL HOLDINGS	236,252.84	236,252.84	237,178.25	237,178.25
TOTAL ASSETS	237,227.47	237,227.47	238,133.97	238,133.97
L I A B I L I T I E S				
DUE TO BROKERS	0.00	0.00	0.00	0.00
TOTAL LIABILITIES	0.00	0.00	0.00	0.00
TOTAL NET ACCOUNT VALUE	237,227.47	237,227.47	238,133.97	238,133.97
TOTAL VALUE OF ACCOUNT	237,227.47	237,227.47	238,133.97	238,133.97

Last statement: October 31, 2024
This statement: November 30, 2024
Total days in statement period: 30

Page 1 of 1
Number of Enclosures: (0)

Direct inquiries to:
888 643-3888



00003005-TDBSAD11401130014618-LETTER02-000000 0
HAWAII TOURISM AUTHORITY
TOURISM EMERGENCY SPECIAL FUND
1801 KALAKAUA AVE 1ST FL
HONOLULU HI 96815

BANK OF HAWAII
111 S KING ST
HONOLULU HI 96813

Bank of Hawaii

THINK YOU'VE HIT IT BIG? IF IT SOUNDS TOO GOOD TO BE TRUE, THINK AGAIN. IT COULD BE A SCAM. NEVER PAY FOR A FREE PRIZE. THAT INCLUDES PAYING TAXES, SHIPPING AND HANDLING CHARGES OR PROCESSING FEES TO GET YOUR PRIZE. VISIT BOH.COM/SECURITY OR CONTACT ANY OF OUR BRANCHES OR BANKOH BY PHONE FOR ADDITIONAL TIPS TO PROTECT YOURSELF AGAINST FRAUD AND ELECTRONIC THEFT.

Analyzed Business Checking

Account number	0091-585227	Beginning balance	\$432,665.66
Low balance	\$342,665.66	Total additions	.00
Average balance	\$417,665.66	Total subtractions	90,000.00
		Ending balance	\$342,665.66

CHECKS

Number	Date	Amount	Number	Date	Amount
1036	11-26	90,000.00			

DAILY BALANCES

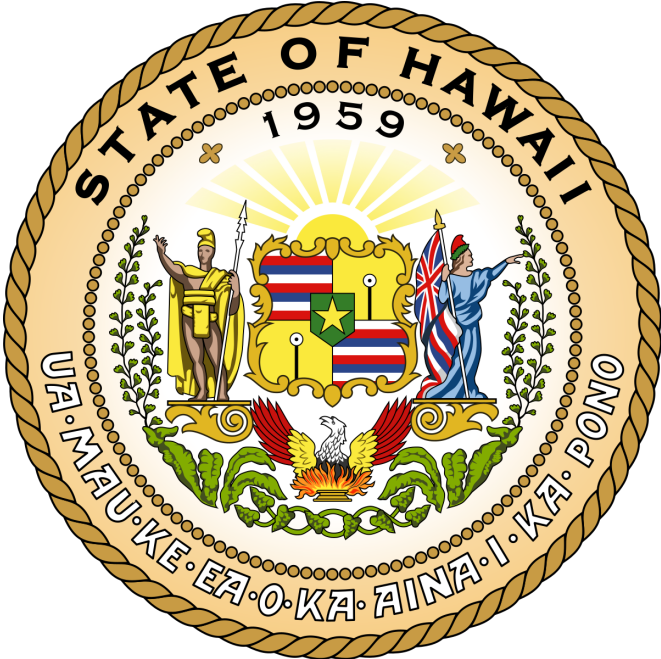
Date	Amount	Date	Amount	Date	Amount
10-31	432,665.66	11-26	342,665.66		

MEMBER FDIC

EQUAL HOUSING LENDER

00003005-001-001





Fiscal Year 2025 Tourism Budget

For the Period July 1, 2024 to November 30, 2024

Fiscal Year 2025 Tourism Budget For the Period July 1, 2024 to December 31, 2024

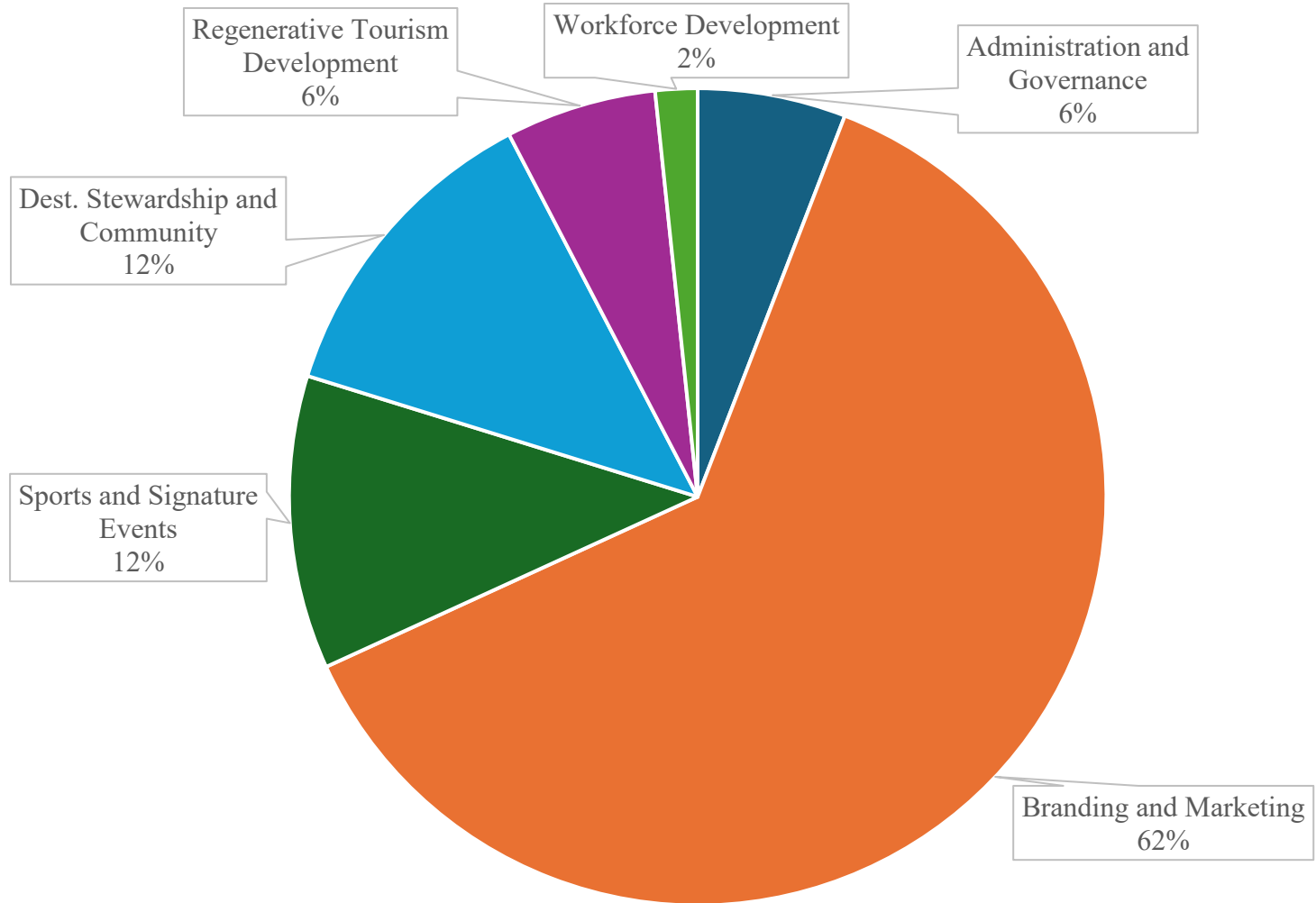
Program Title and ID	Program ID	Paid To Date	Remaining Encumbrance To Date	Budget Restriction	Actual (Paid + Encumbrance + Restriction)	Fiscal Year 2025 Budget	Budget vs. Actual
Administration and Governance	BED113	1,185,444	259,368	369,666	1,814,478	3,696,660	1,882,182
Branding and Marketing	BED114	10,162,414	18,584,512	3,924,920	32,671,846	39,249,201	6,577,355
Sports and Signature Events	BED115	775,000	2,521,350	731,808	4,028,158	7,318,075	3,289,917
Destination Stewardship and Community	BED116	100,869	657,706	792,388	1,550,963	7,923,883	6,372,920
Regenerative Tourism Development	BED117	393,404	482,557	376,218	1,252,179	3,762,181	2,510,002
Workforce Development	BED118	216,827	433,740	105,000	755,567	1,050,000	294,433
Total		12,833,958	22,939,233	6,300,000	42,073,191	63,000,000	20,926,809

Sports and Signature Events

Budget Line Item	Fiscal Year 2024 Budget	Fiscal Year 2025 Budget	Total Budget in FY 2024 and 2025
Golf***	1,947,500	2,246,350	4,193,850
Signature events and sports opportunities*	2,657,952	2,090,984	4,748,936
Football (TBD)	-	955,000	955,000
Basketball	500,000	750,000	1,250,000
Surfing	-	300,000	300,000
College sports	166,000	167,000	333,000
Other**	76,934	808,741	885,675
Total Budget	5,348,386	7,318,075	12,666,461

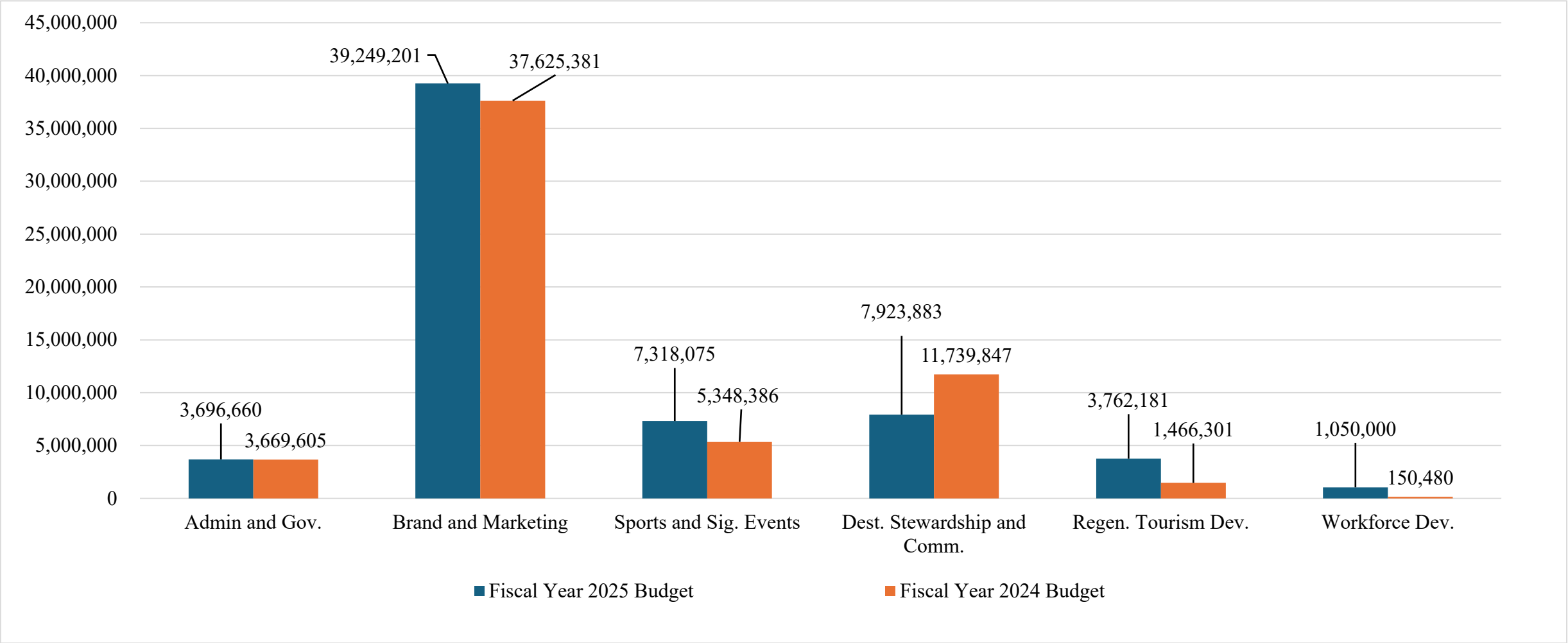
- *The fiscal year 2024 balance of \$2,657,952 is for signature events. The fiscal year 2025 includes \$1,630,766, and \$460,218 for signature events and other sports opportunities, respectively.
- **The fiscal year 2024 balance is for personnel expenditures. The fiscal year 2025 balance includes \$731,801 and \$76,934 for B&F's 10% allotment restriction and personnel expenditures, respectively.
- ***The fiscal year 2025 balance includes \$1,996,350 for PGA and \$250,000 for LPGA.

Fiscal Year 2025 Tourism Budget



- Administration and Governance
- Branding and Marketing
- Sports and Signature Events
- Dest. Stewardship and Community
- Regenerative Tourism Development
- Workforce Development

Fiscal Year 2025 vs. Fiscal Year 2024 HTA Operating Budget



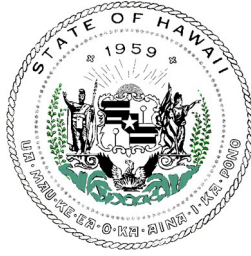
Other Funds

Tourism Funds

- Fiscal Year 2024 Tourism General Funds
 - Year to Date Expenditures = \$7,835,000
 - Funds = \$390,301
 - Encumbrances = \$390,301
- Tourism Special Fund
 - Year to Date Expenditures = \$156,162
 - Cash balance = \$8,463,900
 - Encumbrances = \$778,879
- Tourism Emergency Special Fund
 - Year to Date Expenditures = \$242,866
 - For more information on emergency fund spending for the Maui tourism recovery response by HTA, see page 15 of the monthly financial statements.
- EDA-ARPA State Tourism Grant
 - Year to Date Expenditures = \$2,780,000
 - Funds = \$8,776,717
 - Encumbrances = \$5,720,345

Convention Center Funds

- Fiscal Year 2024 Convention Center General Funds
 - Funds = \$2,078,262
 - Encumbrances = \$2,078,262
- Convention Center Enterprise Special Fund
 - Year to Date Revenue = \$12,457,438 (\$11,000,000 TAT; \$819,063 HCC Operations; \$638,375 interest income)
 - Cash balance = \$60,212,127
 - \$34,000,000 reserved for Fiscal Year 2025 operations
 - \$11,000,000 reserved for transfer to B&F (for fiscal year 2024 HCC operations)
- Rooftop Repair Project
 - Act 248, SLH 2022 appropriated \$15,000,000 for the rooftop terrace deck repair project:
 - Year to Expenditures = \$1,968,278
 - Funds = \$76,025,240
 - Encumbrances = \$3,925,310
 - \$64,000,000 appropriated by Act 230, SLH 2024.



The State of Hawai`i
Department of Business, Economic Development, and Tourism
Hawai`i Tourism Authority
Financial Statements
December 31, 2024

These financial statements have been prepared by HTA management (unless otherwise noted) for information purposes only. See notes to the financial statements.

Prepared by: Talon Kishi, CPA

HTA Budget and Fiscal Officer

HAWAII TOURISM AUTHORITY

Hawaii Tourism Authority
December 31, 2024
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Hawaii Tourism Authority
Balance Sheet
As of December 31, 2024

	Tourism Funds	Convention Center Funds	Roof Repair Project and Roof Related Repairs	Tourism Emergency Special Fund	EDA-ARPA State Tourism Grant	Total
Assets						
Fiscal Year (FY) 2025 General Funds	50,166,042	-	-	-	-	50,166,042
FY 2024 General Funds	405,814	2,078,262	-	-	-	2,484,076
Special Funds (restricted)	8,463,900	60,212,127	-	-	-	68,676,027
Federal Grants	-	-	-	-	8,776,717	8,776,717
General Obligation Bonds (GOB)	-	-	76,025,240	-	-	76,025,240
Cash and Cash Equivalents	-	-	-	533,302	-	533,302
Total Assets	<u>59,035,756</u>	<u>62,290,389</u>	<u>76,025,240</u>	<u>533,302</u>	<u>8,776,717</u>	<u>206,661,404</u>
Liabilities and Fund Balances						
Liabilities						
Transfer due to B&F	-	11,000,000	-	-	-	11,000,000
Total liabilities	<u>-</u>	<u>11,000,000</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>11,000,000</u>
Fund Balances						
FY 2025 Encumbered - General Funds	22,939,233	2,078,262	-	-	-	25,017,495
FY 2024 Encumbered - General Funds	390,301	-	-	-	-	390,301
Unencumbered - General Funds	27,242,322	-	-	-	-	27,242,322
Total General Fund Balances	<u>50,571,856</u>	<u>2,078,262</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>52,650,118</u>
Encumbered - Special Funds	778,879	34,526,000	-	198,610	5,720,345	41,223,834
Unencumbered - Special Funds	7,685,021	14,686,127	-	334,692	3,056,372	25,762,212
Total Special Fund Balances	<u>8,463,900</u>	<u>49,212,127</u>	<u>-</u>	<u>533,302</u>	<u>8,776,717</u>	<u>66,986,046</u>
Encumbered - GOB	-	-	3,925,310	-	-	3,925,310
Unencumbered - GOB	-	-	72,099,930	-	-	72,099,930
Total GOB Fund Balance	<u>-</u>	<u>-</u>	<u>76,025,240</u>	<u>-</u>	<u>-</u>	<u>76,025,240</u>
Total Fund Balances	<u>59,035,756</u>	<u>51,290,389</u>	<u>76,025,240</u>	<u>533,302</u>	<u>8,776,717</u>	<u>195,661,404</u>
Total Liabilities and Fund Balances	<u>59,035,756</u>	<u>62,290,389</u>	<u>76,025,240</u>	<u>533,302</u>	<u>8,776,717</u>	<u>206,661,404</u>

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
Tourism General Fund - Fiscal Year 2025
Statement of Revenues, Expenditures, Changes in Fund Balances, and Budget vs. Actual
December 31, 2024

	Actual				FY 25 Budget	Budget vs. Actual
	Paid Month Ended December 31, 2024	Paid Year to Date	Remaining Encumbrances	Budget Restriction		Under (Over) Budget
Expenditures						
Administration and Governance	291,321	1,185,444	259,368	369,666	3,696,660	1,882,182
Branding and Marketing	4,045,326	10,162,414	18,584,512	3,924,920	39,249,201	6,577,355
Sports and Signature Events	775,000	775,000	2,521,350	731,808	7,318,075	3,289,917
Dest. Stewardship and Community	31,338	100,869	657,706	792,388	7,923,883	6,372,920
Regenerative Tourism Development	327,855	393,404	482,557	376,218	3,762,181	2,510,002
Workforce Development	-	216,827	433,740	105,000	1,050,000	294,433
Total	5,470,840	12,833,958	22,939,233	6,300,000	63,000,000	20,926,809
Change in Fund Balance	(5,470,840)	(12,833,958)				
Fund Balances						
December 1, 2024 / July 1, 2024	55,636,883	63,000,000				
December 31, 2024	50,166,043	50,166,042				

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
Fiscal Year 2024 Tourism General Fund
Statement of Revenues, Expenditures, Changes in Fund Balances, and Encumbrances
December 31, 2024

	Paid	Paid	Remaining
	Month Ended	Year to Date	Encumbrances
	December 31,		
	2024		
Expenditures			
Branding	-	2,306,829	85,285
Destination Management	287,434	5,210,982	10,289
Governance and Org-Wide*	-	147,200	-
Perpetuating Hawaiian Culture	-	86,000	118,583
Planning & Evaluation	-	14,366	127,531
Resident and Industry Comms	-	62,623	31,613
Workforce Development	-	7,000	17,000
Total	287,434	7,835,000	390,301
Change in Fund Balance	(287,434)	(7,835,000)	
Lapsed Funds	(15,513)	(1,113,151)	
Fund Balances			
December 1, 2024 / July 1, 2024	693,248	9,338,452	
December 31, 2024	390,301	390,301	

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
Tourism Special Fund - Prior Year Funds
Statement of Revenues, Expenditures, Changes in Fund Balances, and Encumbrances
December 31, 2024

	Paid Month Ended December 31, 2024	Paid Year to Date	Remaining Encumbrances
Revenues			
Interest, Net	93,513	211,942	
Total	93,513	211,942	
Expenditures			
Administration	-	11,187	41,015
Branding	23,965	143,793	400,444
Destination Management	-	-	230,000
Resident and Industry Comms	898	1,182	21,420
Workforce Development	-	-	86,000
Total	24,863	156,162	778,879
Change in Fund Balance	68,650	55,780	
Fund Balances			
December 1, 2024 / July 1, 2024	8,395,250	8,408,120	
December 31, 2024	8,463,900	8,463,900	

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
Convention Center General Fund - Fiscal Year 2024
Statement of Revenues, Expenditures, Changes in Fund Balances, and Encumbrances
December 31, 2024

	Paid Month Ended December 31, 2024	Paid Year to Date	Remaining Encumbrances
Expenditures			
HCC Operations	-	-	2,078,262
HCC Repairs and Maintenance	-	-	-
Total	-	-	2,078,262
Change in Fund Balance	-	-	
Fund Balances			
December 1, 2024 / July 1, 2024	2,078,262	2,078,262	
December 31, 2024	2,078,262	2,078,262	

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
Convention Center Enterprise Special Fund
Statement of Revenues, Expenditures, Changes in Fund Balances, and Encumbrances
December 31, 2024

	Paid	Paid	Remaining
	Month Ended	Year to Date	Encumbrances
	December 31,		
	2024		
Revenues			
HCC Operations	502,228	819,063	
Interest	499,894	638,375	
TAT	-	11,000,000	
Total	1,002,122	12,457,438	
Expenditures			
HCC Marketing	-	-	1,603,300
HCC Operations	-	-	4,110,017
HCC Repairs and Maintenance	-	-	28,812,683
Total	-	-	34,526,000
Change in Fund Balance	1,002,122	12,457,438	
Fund Balances			
December 1, 2024 / July 1, 2024	59,210,005	47,754,689	
December 31, 2024	60,212,127	60,212,127	

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
Hawaii Convention Center Roof Repair Project
Statement of Revenues, Expenditures, Changes in Fund Balances, and Encumbrances
December 31, 2024

	Paid	Paid	Remaining
	Month Ended	Year to Date	Encumbrances
	December 31,		
	2024		
Revenues			
Appropriation Transfer	63,421,130	63,421,130	
	63,421,130	63,421,130	
Expenditures			
HCC Full Roof Repair	1,796,334	1,968,278	3,925,310
Total	1,796,334	1,968,278	3,925,310
Change in Fund Balance	61,624,796	61,452,852	
Fund Balances			
December 1, 2024 / July 1, 2024	14,400,444	14,572,388	
December 31, 2024	76,025,240	76,025,240	

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
Tourism Emergency Special Fund
Statement of Revenues, Expenditures, Changes in Fund Balances, and Encumbrances
December 31, 2024

	Paid Month Ended December 31, 2024	Paid Year to Date	Remaining Encumbrances
Revenues			
Interest, Net	-	4,009	
Total	-	4,009	
Expenditures			
Administration	-	2,549	-
Branding	47,498	137,498	10,000
Destination Management	-	-	178,400
Planning & Evaluation	-	25,000	-
Resident and Industry Comms	-	77,819	10,210
Total	47,498	242,866	198,610
Change in Fund Balance	(47,498)	(238,857)	
Fund Balances			
December 1, 2024 / July 1, 2024	580,800	772,159	
December 31, 2024	533,302	533,302	

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
EDA-ARPA State Tourism Grant
Statement of Revenues, Expenditures, Changes in Fund Balances, and Encumbrances
December 31, 2024

	Paid	Paid	Remaining
	Month Ended	Year to Date	Encumbrances
	December 31,		
	2024		
Expenditures			
Administration	-	-	-
Branding	-	2,500,000	-
Destination Management	-	280,000	5,720,345
Planning & Evaluation	-	-	-
Salaries and Fringe	-	-	-
Total	-	2,780,000	5,720,345
Change in Fund Balance	-	(2,780,000)	
Fund Balances			
December 1, 2024 / July 1, 2024	8,776,717	11,556,717	
December 31, 2024	8,776,717	8,776,717	

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
December 31, 2024
Selected Management Disclosures

1. Summary of Significant Accounting Policies

The Hawaii Tourism Authority (HTA or Authority) was established on January 1, 1999, by Act 156, Session Laws of Hawaii 1998. It was placed within the State of Hawaii, Department of Business, Economic Development, and Tourism (DBEDT), for administrative purposes only. The Authority is subject to administrative control and supervision of DBEDT under HRS 26-35. The Authority is responsible for developing a strategic tourism marketing plan and developing measures of effectiveness to assess the overall benefits and effectiveness of the marketing plan and progress toward achieving the Authority's strategic plan goals. In addition, effective July 1, 2000, control and management of the Hawaii Convention Center (HCC) were transferred to the Authority from the Convention Center Authority (CCA) by Executive Order No. 3817. Effective July 1, 2002, the Center, by statute, became the responsibility of the Authority. The Center opened to the public in June 1998 and is used for various events, including conventions and trade shows, public shows, and spectator events. The Center offers approximately 350,000 square feet of rentable space, including 51 meeting rooms.

The Authority is governed by a board of directors comprising 12 voting members. All 12 members shall be appointed by the Governor.

Funds

The Authority's funds are as follows:

Tourism Funds:

- **Tourism Special Fund (TSF)** –The TSF accounted for functions related to developing and promoting the tourism industry. Effective January 1, 2022, pursuant to Act 1 Special Legislative Session 2021, the TSF was sunset and discontinued the ability to expend any new funds. Funds encumbered as of June 30, 2021, can be spent until June 30, 2026.
- **Fiscal Year 2024 General Funds** – The 2023 State legislature did not provide HTA with an operating budget for fiscal year 2024. As such, the Governor approved the transfer of \$60,000,000 in general funds from Section 5 of Act 164, SLH 2023, to HTA on July 1, 2023. Funds lapsed on June 30, 2024.
- **Fiscal Year 2025 General Funds** – The 2024 Legislature appropriated \$63,000,000 of general funds for HTA's operating budget in Section 3 of Act 230, SLH 2024. The law allocated the \$63,000,000 budget between six program IDs based on each program's objectives. The six program IDs are Administration and Governance, Branding and Marketing, Destination Stewardship and Community, Regenerative Tourism Development, Sports and Signature Events, and Workforce Development. The law provided the funding via General Funds. As such, Budget and Finance's 10% restriction on all General Fund Appropriations applies, including additional adjustments to allotment and restrictions. The HTA staff and board have discussed the matter and have informed all major vendors to adjust plans and budgets accordingly. Unspent and unencumbered General Funds will lapse on June 30, 2025.

Convention Center Funds:

- **Convention Center Enterprise Special Fund (CCESF)** – Under Section 201B-8, the Convention Center Enterprise Special Fund accounts for functions related to the operation and management of the Hawaii Convention Center (HCC). The 2024 Legislature provided the CCESF with a \$34,000,000 expenditure ceiling in Section 3 of Act 230, SLH 2024. The expenditure ceiling will lapse on June 30, 2025.

Hawaii Tourism Authority
December 31, 2024
Selected Management Disclosures

The Legislature did not provide the CCESF with an expenditure ceiling in fiscal year 2024 for HCC operations. As such, the Department of Budget and Finance (B&F) agreed to provide \$11,000,000 in general funds from Section 5 of Act 164, SLH 2023, to HTA for fiscal year 2024 HCC operations, on the condition that HTA will transfer \$11,000,000 from the CCESF to B&F. HTA expects to complete the transfer in fiscal year 2026.

- **Fiscal Year 2024 General Funds (operations)** – The 2023 State legislature did not provide the HCC with an operating budget for fiscal year 2024. As such, the Governor approved the transfer of \$11,000,000 in general funds from Section 5 of Act 164, SLH 2023, for the HCC on July 1, 2023. Funds lapsed on June 30, 2024. Funds encumbered as of June 30, 2024, can be spent until June 30, 2029.
- **General Funds (CIP)** - Pursuant to Act 164, SLH 2023, \$64,000,000 of general funds were provided for long-term repairs of the HCC rooftop terrace deck. Per Executive Memorandum 23-08, dated October 30, 2023, B&F transferred HTA’s \$64,000,000 operating appropriation to B&F for the Maui wildfires.
- **General Obligation Bonds** – Under Act 248, SLH 2022, \$15,000,000 of general obligation bond funds were provided for the temporary repairs of the HCC roof repair and other items. The Governor authorized the release of funds on February 22, 2023. Unused funds will lapse on June 30, 2024.

The 2024 Legislature appropriated \$64,000,000 of General Obligation Bonds for the HCC Roof Repair Project in Section 3 of Act 230, SLH 2024. Funds will lapse on June 30, 2027.

Tourism Emergency Special Fund:

- The Tourism Emergency Special Fund accounts for functions related to maintaining a tourism emergency fund. Per Section 201B-10, revenues prescribed by Section 237D-6.5(b) and all investment earnings are credited to the fund’s assets. Funds are currently held at the Bank of Hawaii. Funds must be exclusively used to respond to a tourism emergency per Section 201B-9.

On August 19, 2023, the governor declared a tourism emergency in the sixth emergency proclamation relating to the Maui wildfires. The Governor extended the tourism emergency in the eighteenth emergency proclamation dated October 8, 2024.

Federal Funds:

- **American Rescue Plan Act (ARPA)** – Official Name: Coronavirus State Fiscal Recovery Fund (CSFRF) Subaward. The former Governor authorized \$106,000,000 of ARPA funds to support HTA’s and HCC’s fiscal years 2022 and 2023 operations. HTA and HCC received \$95,000,000 and \$11,000,000, respectively. In total, for the two years ending June 30, 2023, \$59,155,512 and \$10,011,197 were spent on HTA and HCC operations, respectively. The Authority returned \$36,833,291 to the Department of Budget and Finance (B&F) on July 31, 2023.
- **Economic Development Administration (EDA) Tourism Grant** – Official Name: ARPA-EDA Tourism Grant (Non-Competitive ARPA State Tourism Grant for the State of Hawaii) – The Authority was awarded \$14,024,372 on December 8, 2021. Grant rules required the approval of the Grant Administration Plan (GAP) before the commencement of work. EDA approved the Authority’s GAP on March 21, 2023. The Authority will share approximately \$7,200,000 of the grant with the Department of Land and Natural Resources (DLNR) to enhance and develop

Hawaii Tourism Authority
December 31, 2024
Selected Management Disclosures

Hawaii's outdoor recreational assets. All work must be completed by May 31, 2027, and money spent by September 30, 2027.

Basis of Accounting

The Governmental Funds' financial statements are reported using the modified-accrual basis of accounting.

Transient Accommodations Tax (TAT)

Under Section 237D-6.5, \$11,000,000 shall be allocated to the Convention Center Enterprise Special Fund annually.

Governance & Org-Wide Expenditures

Governance and organization-wide expenditures include board member inter-island travel, meeting minutes, insurance premiums, and audit expenses for the Authority and the HCC.

Investments

The Authority's investments are reported at fair value.

The TSF and CCESF participate in the State's investment pool program directed by B&F.

Encumbrances

Encumbrances are obligations in the form of purchase orders, contracts, or other commitments that only become liabilities once the performance of the conditions stated in the commitment is completed.

Per HRS 40-90 (b), "All encumbrances for contracts shall become void after five years from the end of the fiscal year of the original encumbrance, provided that the comptroller may grant an exemption from this subsection if the comptroller finds that there is sufficient justification to extend a contract encumbrance."

Use of Estimates

Preparing these financial statements required management to make estimates and assumptions that affect the amounts reported in the basic financial statements and accompanying notes. Actual results may differ from those estimates.

2. Accrued Vacation Liability

On June 30, 2023, management estimated the accrued vacation liability of approximately \$339,000, with a current liability of approximately \$132,000.

3. Retirement Benefits

Employees' Retirement System of the State of Hawaii (ERS)

At June 30, 2023, management reported a net pension liability of approximately \$6,063,000 for its proportionate share of the State's net pension liability. An actuarial valuation determined the net pension liability as of June 30, 2022.

For the year ended June 30, 2023, the Authority recognized pension expenses of approximately \$335,000. On June 30, 2023, management estimated the deferred outflows and deferred inflows of resources related to pensions of approximately \$576,000 and (\$571,000), respectively.

Hawaii Tourism Authority
December 31, 2024
Selected Management Disclosures

Hawaii Employer-Union Health Benefits Trust Fund (EUTF)

On June 30, 2023, management estimated the net other post-employment benefits (OPEB) liability of approximately \$4,808,000. An actuarial valuation measured the net OPEB liability as of July 1, 2022.

For the year ended June 30, 2023, the Authority recognized OPEB expenses of approximately \$18,000. On June 30, 2023, management estimated the deferred outflows and deferred inflows of resources related to OPEB of approximately \$227,000 and (\$536,000), respectively.

4. Maui Response and Recovery - Tourism Emergency Special Fund

Under sections HRS 201B-9 and 201B-10, the Authority prepared two response plans for Maui tourism recovery on December 21, 2023, and October 3, 2024. The plans include spending up to \$5,000,000 on marketing campaigns and other destination management projects to stimulate the Maui tourism economy. The table below summarizes spending to December 31, 2024:

Maui Response and Recovery Total Spending to December 31, 2024			
Program	Budget	Paid to Date	Unspent
USA Recovery Marketing Program #1	2,600,000	2,600,000	-
USA Recovery Marketing Program #2	1,350,000	1,350,000	-
USA Recovery Marketing Program #3	100,000	90,000	10,000
Maui Resident Communications Campaign	349,307	341,558	7,749
Visitor Education Post-Arrival Marketing	300,000	150,000	150,000
Immediate Wildfire Response	249,293	249,293	-
Long-term Housing	25,000	25,000	-
Pop-Up Makeke	23,000	-	23,000
Marketing Promotion for Sports Events	3,400	-	3,400
Total	5,000,000	4,805,851	194,149

Supplementary Information

**Hawaii Tourism Authority
Supplementary Information
Budget vs. Actual
Tourism General Funds - Fiscal Year 2025
July 1, 2024 to December 31, 2024**

Budget Line Item (BLI) Title	BLI Code	Paid to Date	Remaining Encumbrance To Date	Budget Restriction	Actual To Date (Paid + Encumbrance + Restriction)	Fiscal Year 2025 Budget	Budget vs. Actual
Administration and Governance	BED113						
Cruise Infrastructure Imprv. and Arrival Experience	004	28,900	51,200	8,900	89,000	89,000	-
HTUS/HTJ Campaign Effectiveness Study	010	45,888	116,112	18,000	180,000	180,000	-
Community-Industry Outreach & PR Svcs	101	66,600	20,400	25,000	112,000	250,000	138,000
hawaiiitourismauthority.org	103	-	-	2,500	2,500	25,000	22,500
Travel - Branding	398	5,778	-	5,000	10,778	50,000	39,222
Planning Tools and Assessments	652	-	-	-	-	-	-
Program Evaluation	654	-	-	9,000	9,000	90,000	81,000
Travel - Destination Stewardship	898	125	-	5,000	5,125	50,000	44,875
General and Administrative	901	236,190	71,656	81,268	389,114	777,230	388,116
Organization-Wide	915	-	-	46,111	46,111	461,111	415,000
Governance - Gen Board Others	919	21,493	-	3,000	24,493	30,000	5,507
State Employee Salaries - Admin	930	771,148	-	159,887	931,035	1,634,319	703,284
Travel - Admin	998	9,322	-	6,000	15,322	60,000	44,678
Administration and Governance	Total BED113	1,185,444	259,368	369,666	1,814,478	3,696,660	1,882,182
Branding and Marketing	BED114						
Island-Based International Marketing	306	45,500	1,394,500	160,000	1,600,000	1,600,000	-
Convention Center Sales & Marketing - City Wide	317	500,000	-	263,388	763,388	2,633,884	1,870,496
gohawaii.com	318	208,767	53,289	45,833	307,889	458,333	150,444
MCI MFF	319	220,330	29,670	140,888	390,888	1,408,882	1,017,994
Island Chapters Staffing and Admin	320	1,154,500	285,500	160,000	1,600,000	1,600,000	-
US (formerly North America)	321	3,735,293	11,285,000	1,672,445	16,692,738	16,724,445	31,707
Canada	322	295,362	604,638	100,000	1,000,000	1,000,000	-
Japan	323	2,100,000	3,750,000	650,000	6,500,000	6,500,000	-
Korea	324	317,276	492,000	90,000	899,276	900,000	724
Oceania	325	244,090	57,272	129,091	430,453	1,290,905	860,452
Europe	326	361,638	538,362	100,000	1,000,000	1,000,000	-
Meetings, Convention & Incentives	331	500,000	-	239,520	739,520	2,395,201	1,655,681
Global Digital Marketing Strategy	339	97,534	24,896	45,833	168,263	458,333	290,070
Global Mkt Shared Resources	350	271,824	69,385	69,702	410,911	697,017	286,106
State Employee Salaries - Branding	934	110,300	-	58,220	168,520	582,201	413,681
Branding and Marketing	Total BED114	10,162,414	18,584,512	3,924,920	32,671,846	39,249,201	6,577,355
Sports and Signature Events	BED115						
PGA Tour Contracts	312	-	1,996,350	221,817	2,218,167	2,218,167	-
LPGA	343	175,000	75,000	27,778	277,778	277,778	-
Surfing	374	-	300,000	33,333	333,333	333,333	-
Basketball	376	600,000	150,000	83,333	833,333	833,333	-
UH Athletics Branding Partnership	378	-	-	18,556	18,556	185,556	167,000
Sports RFP or Other Procurement	385	-	-	176,221	176,221	1,762,209	1,585,988
Signature Events	700	-	-	163,077	163,077	1,630,766	1,467,689
State Employee Salaries - Sports and SE	937	-	-	7,694	7,694	76,934	69,240
Sports and Signature Events	Total BED115	775,000	2,521,350	731,808	4,028,158	7,318,075	3,289,917
Destination Stewardship and Community	BED116						
Pono Travel Education Program	014	-	122,706	96,415	219,121	964,148	745,027
Aloha Aina (formerly NR and Leg Prov NR)	402	-	-	78,402	78,402	784,022	705,620
Visitor Assistance Programs	601	-	535,000	65,000	600,000	650,000	50,000
Resort Area Hawaiian Cultural Initiative	718	-	-	78,402	78,402	784,022	705,620
Community-Based Tourism - Oahu	731	-	-	15,554	15,554	155,539	139,985
Community-Based Tourism - Maui County	732	-	-	15,554	15,554	155,539	139,985
Community-Based Tourism - Hawaii Island	733	-	-	15,554	15,554	155,538	139,984
Community-Based Tourism - Kauai	734	-	-	15,553	15,553	155,538	139,985
Destination Management Application	740	-	-	350,000	350,000	3,500,000	3,150,000
State Employee Salaries - Destination Stewardship	938	100,869	-	61,954	162,823	619,537	456,714
Destination Stewardship and Community	Total BED116	100,869	657,706	792,388	1,550,963	7,923,883	6,372,920

**Hawaii Tourism Authority
Supplementary Information
Budget vs. Actual
Tourism General Funds - Fiscal Year 2025
July 1, 2024 to December 31, 2024**

Budget Line Item (BLI) Title	BLI Code	Paid to Date	Remaining Encumbrance To Date	Budget Restriction	Actual To Date (Paid + Encumbrance + Restriction)	Fiscal Year 2025 Budget	Budget vs. Actual
Regenerative Tourism Development	BED117						
Kukulu Ola: Living Hawaiian Cultural Prog	201	-	-	78,402	78,402	784,022	705,620
Community Tourism Collaborative	656	312,344	482,557	168,260	963,161	1,682,603	719,442
Community Enrichment Program	701	-	-	106,627	106,627	1,066,270	959,643
State Employee Salaries - Regenerative Tourism	939	81,060	-	22,929	103,989	229,286	125,297
Regenerative Tourism Development	Total BED117	393,404	482,557	376,218	1,252,179	3,762,181	2,510,002
Workforce Development	BED118						
Hawai'i Tourism Summit	102	197,327	-	30,000	227,327	300,000	72,673
Hawaiian Culture Initiative	202	-	-	23,333	23,333	233,333	210,000
Future Workforce Development (LEI)	803	-	150,000	16,667	166,667	166,667	0
Scholarship Program	805	19,500	283,740	35,000	338,240	350,000	11,760
Workforce Development	Total BED118	216,827	433,740	105,000	755,567	1,050,000	294,433
Total Fiscal Year 25 Tourism General Funds		12,833,958	22,939,233	6,300,000	42,073,191	63,000,000	20,926,809

Last statement: November 30, 2024
 This statement: December 31, 2024
 Total days in statement period: 31

Account:

Page 1 of 1
 Number of Enclosures: (0)



00002352-TDBSAD11400101024752-LETTER02-000000 0
 HAWAII TOURISM AUTHORITY
 TOURISM EMERGENCY SPECIAL FUND
 1801 KALAKAUA AVE 1ST FL
 HONOLULU HI 96815

Direct inquiries to:
 888 643-3888

BANK OF HAWAII

Bank of Hawaii

WISHING YOU AND YOUR OHANA PEACE, LOVE AND JOY THIS HOLIDAY SEASON AND THROUGHOUT THE NEW YEAR. THANK YOU FOR BANKING AT BANK OF HAWAII. MEMBER FDIC.

Analyzed Business Checking

Account number	0091-585227	Beginning balance	\$342,665.66
Low balance	\$295,168.16	Total additions	.00
Average balance	\$302,829.05	Total subtractions	47,497.50
		Ending balance	\$295,168.16

CHECKS

Number	Date	Amount	Number	Date	Amount
1035	12-06	47,497.50			

DAILY BALANCES

Date	Amount	Date	Amount	Date	Amount
11-30	342,665.66	12-06	295,168.16		



Statement Period
Account Number

10/01/2024 through 10/31/2024
BANK OF HAWAII
AGENT U/A DATED 10/31/2018 FOR
HAWAII TOURISM AUTHORITY -
TOURISM EMERGENCY TRUST
FUND

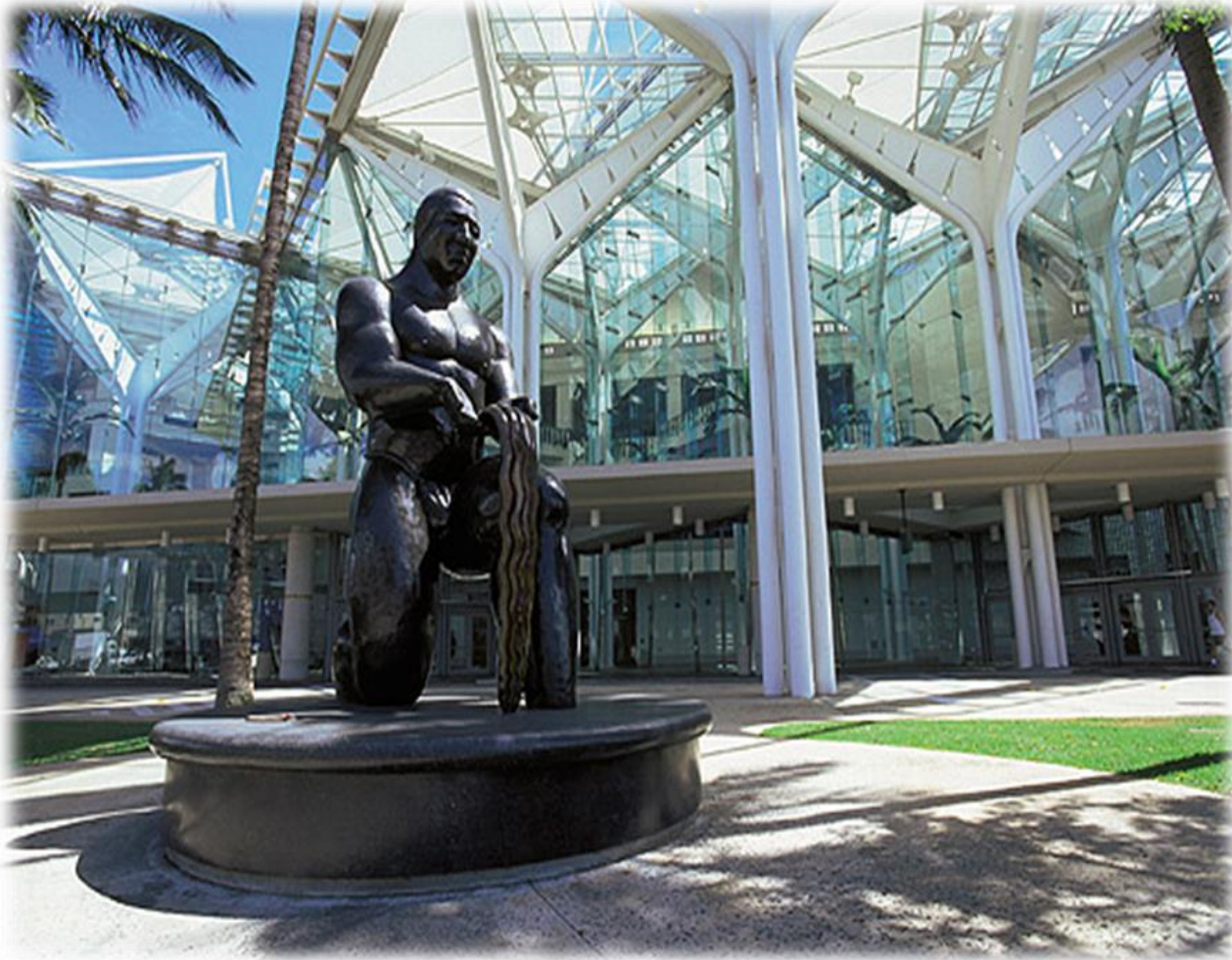
Balance Sheet

	AS OF 10/01/2024		AS OF 10/31/2024	
	COST VALUE	MARKET VALUE	COST VALUE	MARKET VALUE
A S S E T S				
CASH	974.63	974.63	955.72	955.72
DUE FROM BROKERS	0.00	0.00	0.00	0.00
ACCRUED INCOME	0.00	0.00	0.00	0.00
TOTAL CASH & RECEIVABLES	974.63	974.63	955.72	955.72
CASH EQUIVALENTS				
CASH MANAGEMENT	236,252.84	236,252.84	237,178.25	237,178.25
TOTAL CASH EQUIVALENTS	236,252.84	236,252.84	237,178.25	237,178.25
TOTAL HOLDINGS	236,252.84	236,252.84	237,178.25	237,178.25
TOTAL ASSETS	237,227.47	237,227.47	238,133.97	238,133.97
L I A B I L I T I E S				
DUE TO BROKERS	0.00	0.00	0.00	0.00
TOTAL LIABILITIES	0.00	0.00	0.00	0.00
TOTAL NET ACCOUNT VALUE	237,227.47	237,227.47	238,133.97	238,133.97
TOTAL VALUE OF ACCOUNT	237,227.47	237,227.47	238,133.97	238,133.97

12b

**Motion, Discussion, and Action on the Hawai'i
Convention Center's (HCC's) November and
December 2024 Financial Reports and Update
on the Hawai'i Convention Center's 6-Year
Repair and Maintenance Plan**

Hawai'i Convention Center HTA Board Meeting Update



*Update for
November 2024
For
(December 2024 meeting)*

Financial Update FY25

	Nov-24 Actual	FY 2025 Reforecast	FY 2025 Budget	Variance	FY 2024 Actual	FY 2023 Actual
Facility Number of Events	26	236	237	-1	262	273
Facility Operating Revenue	\$1,745,800	\$23,478,700	\$22,619,600	\$859,100	\$27,278,800	\$14,310,800
Facility Other Income	\$153,200	\$1,711,300	\$1,548,800	\$162,500	\$1,616,200	\$135,700
Facility Total Revenue	\$1,899,000	\$25,190,000	\$24,168,400	\$1,021,600	\$28,895,000	\$14,446,500
Facility Operating Expenses	-\$1,982,200	-\$27,677,400	-\$27,410,400	-\$267,000	-\$25,495,600	-\$18,412,200
Facility Net Income/(Subsidy)	-\$83,200	-\$2,487,400	-\$3,242,000	\$754,600	\$3,399,400	-\$3,965,700
Local S&M Operating Expenses	-\$87,400	-\$1,424,800	-\$1,603,300	\$178,500	-\$1,036,600	-\$959,400
HCC Net Income/(Subsidy)	-\$170,600	-\$3,912,200	-\$4,845,300	\$933,100	\$2,362,800	-\$4,925,100

ROI November 2024 FYTD

HCC Revenue + State Revenue
+Tax Revenue
= \$191.0 M

HCC Expense + HVCB MCI
Expense = \$13.8 M

***ROI = For every dollar spent,
\$13.82 returned to the State***

<u>FYTD 2025</u>	<u>ROI</u>	<u>CW's FYTD</u>
07.24	\$2.36	(1)
08.24	\$17.43	(3)
09.24	\$13.71	(4)
10.24	\$16.67	(7)
11.24	\$13.82	(7)
<u>FY 2024 ROI</u>		
07.23-06.24	\$14.64	(21)
<u>FY 2023 ROI</u>		
07.22-06.23	\$4.19	(7)

FY 2025 (July 2024 – June 2025) Citywide Events

REPORT - PACE - CW - DEFINITES ON THE BOOKS - FY

Created By: Test User
Created On: 11/01/2024

Fiscal Year: Contract Room Block Begin	Total Bookings	Total Contract Rooms	Total Attendees	Total EEI Value	Tax Generation
2024	21	103963	56500	\$390,944,353.03	\$45,740,489.30
2025	18	111434	67050	\$379,574,197.62	\$44,410,181.12
2026	12	124883	47150	\$322,798,109.44	\$37,767,378.80
2027	7	83034	45200	\$272,666,955.16	\$31,902,033.75
2028	6	35246	18900	\$112,014,416.12	\$13,105,686.69
2029	1	3031	3200	\$18,913,205.09	\$2,212,845.00
2030	2	14274	8500	\$59,868,034.80	\$7,004,560.07
2031	4	76585	23000	\$157,992,298.37	\$18,485,098.91
2033	1	19550	6500	\$41,075,194.39	\$4,805,797.74
2036	1	40829	7000	\$53,244,980.15	\$6,229,662.68
Grand Totals	73	612829	283000	\$1,809,091,744.17	\$211,663,734.07

FY 25	
Total Bookings	18
Total Contract Rooms	111,434
Total Attendees	67,050
Total EEI Value	\$379,574,197.62
Total Tax Generation	\$44,410,181.12



Source: November 2024 Meet Hawai'i Pace "Definites on the Books FY" Report

Recent Events @ Hawai'i Convention Center

- Hawai'i Food & Wine Festival, Nov 8, 1,004 attendees
- 2024 Honolulu Marathon Expo, Dec 5-9, 63,500 attendees
- PRTEC 2024, Dec 15-19, estimated 600 attendees (CW - Asia)



Upcoming Local/Citywide Events

- Aloha Region Christmas Festival Tournament 2024, Dec 21-22, estimated 1,500 attendees
- TransPacific Volleyball Championships 2025, Jan 18-20, 2025, estimated 15,000 attendees (CW)
- 2025 Tandem Meetings | Transplantation & Cellular Therapy Meetings of ASTCT and CIBMTR, Feb 8-16, estimated 4,500 (CW)



Definite Local/CW Bookings for next 3 months

Month	Total # of Local Events	Total # of Citywides
December 2024	23	1
January 2025	12	1
February 2025	9	1



'Twas the Light Before Christmas



News Coverage: 'Twas the Light Before Christmas


khon2 WORKING FOR HAWAII

News Watch Weather Sports Wake Up 2day Living808 Local Contact More Search

WAKE UP 2DAY

Get immersed in the holiday spirit

by: Chris Latronic
Posted: Nov 21, 2024 / 11:41 AM HST
Updated: Nov 21, 2024 / 11:41 AM HST



LIVE

TO TAKE A LOOK AT ALL THESE

khon2 69° 5:06

0:27 / 3:05

Sections HNow HI Now Eats Play Family Cares Style Biz Health Home Extra

Play

'Twas the Light Before Christmas

Sponsored by The HONOLULU Magazine



LIVE HONOLULU

HNow

ISLANDNEWS NEWS WATCH VIDEO WEATHER SPORTS KĀKOU ISLAND LIFE CONTESTS KIKU® CONTACT

Snow-filled Christmas display opens at Hawaii Convention Center

By Kimber Collins Nov 22, 2024 Updated Nov 22, 2024



HNN STUDIOS HAWAII CONVENTION CENTER



HAWAII NEWS NOW

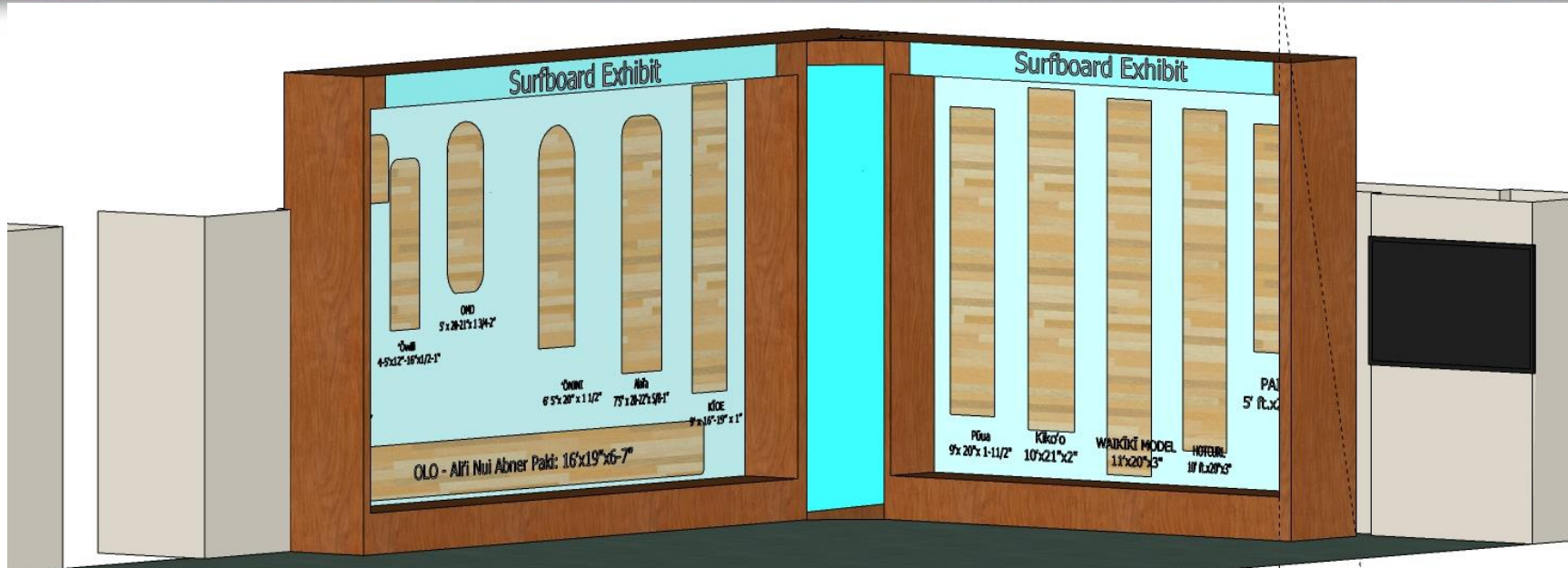
"T'WAS THE LIGHT BEFORE CHRISTMAS"

HAWAII NEWS NOW

0:12 / 3:38



New Art Exhibit in 2025: History of Surfing by Tom Pōhaku Stone



Carbon Offset Program

- This is a first-of-its-kind Carbon Offset Program that provides meeting organizers with the opportunity to offset the carbon footprint of their meeting.
- Participating events include:
 - 2024 & 2023 Okinawan Festival (11 trees/year)
 - 2024 Pokémon World Championships (51 trees)
 - 2024 Made in Hawaii Festival (17 trees)
 - Indoor Air 2024 (10 trees)
 - 2024 Honolulu Festival (17 trees)
 - 2024 Sony Open Gala Dinner (9 trees)
 - CHEST 2023 (42 trees)
 - 2023 International Conference on Machine Learning (36 trees)



Repair, Maintenance and Replacement Projects Update

3rd Fl and Exterior Planter Project



Excavation work is progressing on the Grand Staircase and Ala Wai Patio. Plywood and turf are covering the open planters on the Grand Staircase until the repair is completed.

LED Lighting Project



Installation and commissioning around our event schedule has been challenging. Contractors work through the night in some locations.

Exterior Building Painting



Painting continues on the Kalākaua Ave and Kapi'olani Blvd corner of the building. The work-in-progress photos show the difference between the worn and newly painted surfaces.

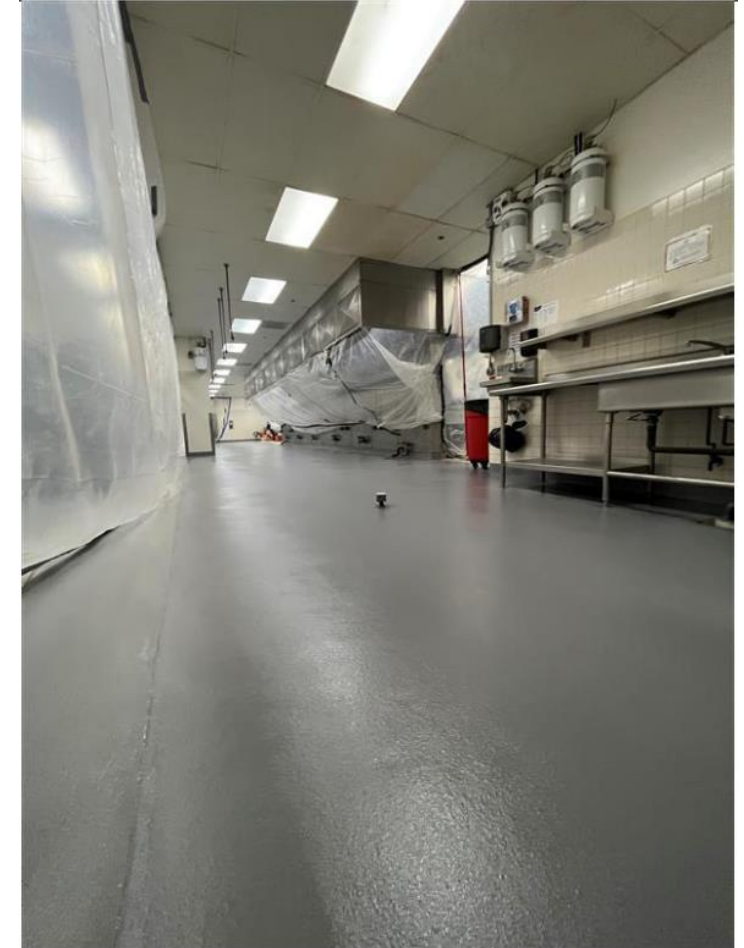
Main Kitchen Flooring



BEFORE: Old flooring



REMOVAL: Flooring preparation



AFTER: New sealed floor

Chiller Replacement



New LED lighting enhances the new chiller equipment. HCC hosted Green Business executives attending the National Summit in Honolulu for a site visit of our new sustainable chiller system.

CURRENT PROJECTS

IMPROVE GUEST EXPERIENCE

- New Speakers and Equipment to upgrade sound in meeting rooms
- Upgrade Screens and add Surround Sound in Theatres
- Replace Escalators - start with Esc 1, 2 and 3
- Repair Meeting Room Air Walls
- New Wheelchair Lift in Theatre 320
- New Facilities Equipment
- New Retractable Bleacher Seating
- New Carpet for all meeting spaces, including Ballroom
- Address ADA Compliance Issues
- Replace Common Area Furniture Upholstery

IMPROVE OUR BUILDING

- Paint Entire Building Exterior and Interior
- Repair Leaks
 - Kalākaua Kitchen
 - Ballroom Roof
 - Lobby and Ballroom Foyer Ceiling
 - Planters – 3rd floor, Grand Staircase, Intermediate level
- Install new Fire Alarm System
- Replace Green Slate Tile – 3rd floor and Ala Wai Patio
- Upgrade all Lighting to LED lights
- Install Solar PV panels for Energy Savings
- Seal Parking Garage floor and repainting
- Replace Exterior Exit Doors that have rusted
- Replace Main Kitchen Flooring

IMPROVE DEPARTMENT EFFICIENCY – New Equipment

- New Boilers in Kalākaua Kitchen
- New Parking System and Equipment

Repair, Maintenance and Replacement Projects

2024 Project Recap

Projects Completed in 2024

- 19 Projects
- Total costs \$21M

Projects Currently being Executed

- 11 Projects
- Total costs \$39M

Projects in Procurement and Contracting Phase

- 7 Projects
- Total costs \$19M

New Projects in Planning Phase

- 17 Projects
- Total estimated value \$ 47M

Repair, Maintenance and Replacement Projects

6-Year Plan (page 1)

Project Number	Project Title	Estimated Project Cost	Est Complete	GOB/ CIP/OC	Prior Expenses Nov 2024	FY25	FY26	FY27	FY28	FY29	FY30	Total
003	Kalākaua Kitchen and Atkinson Drywell Renovation	\$ 7,245,452	CY 26	CIP	\$ 341,161	\$ 1,004,010	\$ 4,000,000	\$ 1,900,281				\$ 7,245,452
007	Kitchen Hood Control Panel Replacement	\$ 448,464	11 2024	CIP	\$ 230,611	\$ 217,853						\$ 448,464
009	Slate Tile Repair	\$ 722,691	CY 26	CIP	\$ 213,236	\$ 56,291	\$ 453,165					\$ 722,692
010	Chiller Replacement	\$ 6,154,288	11 2024	CIP	\$ 5,746,664	\$ 407,624						\$ 6,154,288
011	Ballroom Gutter, Foyer Transom Glass Roof Repair and Soffit R	\$ 16,091,748	CY 26	CIP	\$ 207,133	\$ 507,308	\$ 7,805,259	\$ 7,572,048				\$ 16,091,748
012	Parapet Roof Repairs	\$ 2,374,257	Q2 25	CIP	\$ 72,978	\$ 2,301,279						\$ 2,374,257
013	Ballroom Roof Repairs	\$ 1,575,688	Q2 25	CIP	\$ 232,128	\$ 1,343,560						\$ 1,575,688
014	Lobby Water Feature	\$ 1,086,810	FY 28	CIP	\$ 3,932				\$ 1,082,878			\$ 1,086,810
015	House Sound Audio System Upgrade	\$ 5,665,068	CY 26	OC	\$ 89,331	\$ 2,469,330		\$ 3,106,407				\$ 5,665,068
023	Air Wall Repairs	\$ 282,058	Q1 25	CIP	\$ 156,890	\$ 125,167						\$ 282,057
024	Roll-up Door Replacement	\$ 225,000	CY 26	CIP	\$ 23,656		\$ 201,344					\$ 225,000
026	IT Network Upgrades	\$ 300,000	Q2 25	OC	\$ -		\$ 300,000					\$ 300,000
027	Ice Machines Replacement	\$ 500,000	Q2 25	OC	\$ -	\$ 500,000						\$ 500,000
028	Theatre 310 and 320 Furnishings Upgrade	\$ 750,000	FY 28	OC	\$ -				\$ 375,000	\$ 375,000		\$ 750,000
029	Theatre 310 and 320 Seating Upgrade	\$ 500,000	FY 28	CIP	\$ 155				\$ 249,845	\$ 250,000		\$ 500,000
030	FB China and Equipment Upgrade - #2	\$ 6,094,591	12 2024	OC	\$ 4,466,154	\$ 1,628,436						\$ 6,094,590
031	Ala Wai Waterfall Repair	\$ 1,081,501	FY 28	CIP	\$ 1,985				\$ 1,079,516			\$ 1,081,501
041	Exterior Building Door Replacement	\$ 50,000	Q1 25	OC	\$ -	\$ 50,000						\$ 50,000
044	Fire Sprinkler Line Refurbishment	\$ 353,394	Q3 25	CIP	\$ 18,396	\$ 206,604	\$ 128,394					\$ 353,394
045	Escalator Modernization	\$ 7,927,869	CY 26	CIP	\$ 60,410	\$ 3,574,253	\$ 2,520,000	\$ 1,773,205				\$ 7,927,868
046	LED Light Upgrade	\$ 6,510,416	CY 26	CIP	\$ 3,723,121	\$ 393,274		\$ 2,394,020				\$ 6,510,415
048	Electrical Harmonics Testing	\$ 100,000	FY 28	CIP	\$ -				\$ 100,000			\$ 100,000

Repair, Maintenance and Replacement Projects

6-Year Plan (page 2)

Project Number	Project Title	Estimated Project Cost	Est Complete	GOB/ CIP/OC	Prior Expenses Nov 2024	FY25	FY26	FY27	FY28	FY29	FY30	Total
050	Main Kitchen Flooring Replacement	\$ 648,881	Q1 25	CIP	\$ 195,198	\$ 453,683						\$ 648,881
051	Phone System Replacement	\$ 30,000	Q2 25	OC	\$ -	\$ 30,000						\$ 30,000
054	Boardroom Upgrade	\$ 1,099,549	CY 26	OC	\$ 115,802	\$ -	\$ 983,747					\$ 1,099,549
055	Elevator #2 Upgrade	\$ 250,000	FY 28	CIP	\$ -				\$ 250,000			\$ 250,000
058	Kitchen Hood Fire Suppression System Replacement	\$ 374,430	11 2024	CIP	\$ 332,262	\$ 42,169						\$ 374,431
060	Lobby Sail Repair and Maintenance	\$ 179,000	Q3 25	CIP	\$ 41,196		\$ 137,804					\$ 179,000
061	ADA Lift (#320) Replacement	\$ 165,000	Q1 25	CIP	\$ 91,515	\$ 73,485						\$ 165,000
064	F&B Equipment - #1	\$ 1,364,759	12 2024	OC	\$ 1,273,141	\$ 91,618						\$ 1,364,759
066	Kalākaua Kitchen Boiler Replacement	\$ 330,000	Q2 25	OC	\$ 15,822	\$ 314,178						\$ 330,000
068	3rd Floor Planter Repair and Exterior Planter Repair	\$ 12,402,236	Q2 26	CIP	\$ 593,392	\$ 2,571,689	\$ 9,237,155					\$ 12,402,236
069	Parking System Equipment Upgrade	\$ 583,753	Q2 25	CIP	\$ 66,412	\$ 517,341						\$ 583,753
070	Parking Garage Floor Sealing	\$ 5,285,230	Q2 25	CIP	\$ -	\$ 5,285,230						\$ 5,285,230
071	Access Control Upgrade	\$ 2,000,000	Q1 26	CIP	\$ -	\$ 1,000,000	\$ 1,000,000					\$ 2,000,000
073	Common Area Furniture Refirbishment	\$ 133,510	Q1 25	OC	\$ 89	\$ 133,421						\$ 133,510
074	Ice Rink and Equipment	\$ 825,000	Q2 25	CIP	\$ -	\$ 825,000						\$ 825,000
075	Exterior Building Painting	\$ 2,659,418	Q2 26	CIP	\$ 636,253	\$ 167,552	\$ 1,855,613					\$ 2,659,418
077	Interior Building Painting	\$ 3,872,039	CY 26	CIP	\$ 48,641	\$ 2,474,511	\$ 1,348,887					\$ 3,872,039
079	Digital Signage Upgrade	\$ 6,150,000	CY 26	CIP	\$ 20,390	\$ 3,000,000	\$ 3,129,610					\$ 6,150,000
081	Facility Equipment Replacement	\$ 1,000,000	Q2 25	OC	\$ 47,637	\$ 500,000	\$ 452,363					\$ 1,000,000
082	Escalator and Elevator Repairs	\$ 1,000,000	CY 26	CIP	\$ 422,067	\$ 245,703	\$ 332,230					\$ 1,000,000
083	Café 808 Renovation	\$ 3,000,000	Q2 25	CIP	\$ -	\$ 3,000,000						\$ 3,000,000
084	Frictionlist Concession	\$ 1,500,000	Q2 26	CIP	\$ -		\$ 1,500,000					\$ 1,500,000
085	1801 Renovation	\$ 2,000,000	Q2 25	CIP	\$ -	\$ 2,000,000						\$ 2,000,000

Repair, Maintenance and Replacement Projects

6-Year Plan (page 3)

Project Number	Project Title	Estimated Project Cost	Est Complete	GOB/ CIP/OC	Prior Expenses Nov 2024	FY25	FY26	FY27	FY28	FY29	FY30	Total
086	Water Remediation - Misc Repairs/Equipment	\$ 500,000	Q2 26	CIP	\$ 71,203	\$ 178,797	\$ 250,000					\$ 500,000
089	Cabling Infrastructure Upgrade	\$ 850,000	Q2 25	CIP	\$ 218,737	\$ 631,263						\$ 850,000
091	Loading Dock Supply Fans	\$ 225,000	Q2 25	OC	\$ -	\$ 225,000						\$ 225,000
093	ADA Compliance	\$ 1,500,000	Q2 25	CIP	\$ 3,782	\$ 1,496,218						\$ 1,500,000
094	Solar Photovoltaic System	\$ 7,089,400	Q2 26	CIP	\$ 26,182	\$ 3,484,319	\$ 3,578,900					\$ 7,089,401
097	Carpet Replacement	\$ 4,000,000	CY 26	CIP	\$ -		\$ 4,000,000					\$ 4,000,000
098	Sketch-up Revisions	\$ 30,000	12 2024	OC	\$ 14,500	\$ 15,500						\$ 30,000
099	Fire Alarm System	\$ 1,500,000	Q2 25	CIP	\$ -	\$ 1,500,000						\$ 1,500,000
100	Retractable Seating	\$ 1,000,000	Q2 25	CIP	\$ 89	\$ 999,911						\$ 1,000,000
101	Lobby Door Replacement	\$ 500,000	Q3 25	CIP	\$ -	\$ 500,000						\$ 500,000
	Legal Retainer	\$ 251,094	on-going	CIP	\$ 162,337	\$ 20,000	\$ 68,757					\$ 251,094
GRAND TOTAL (not including Rooftop Terrace Deck)		\$130,337,594			\$19,984,588	\$46,561,577	\$ 43,283,228	\$16,745,961	\$ 3,137,239	\$ 625,000	\$ -	
Last updated: December 16, 2024												

- Current project
- Cumming-managed project
- HCC-managed project
- CM/PM - to be assigned

Repair, Maintenance and Replacement Projects

CUMMING GROUP Priority Projects

- *Kitchen Hood Control Panel and Fire Suppression Upgrade*
- *Slate Tile Repair*
- *Chiller Replacement*
- *Ballroom Roof Repairs*
- *House Sound Audio Upgrade*
- *Ballroom Gutter, Foyer Transom Glass and Soffit Repair*
- *3rd floor and Exterior Planters Repair*
- *LED Lighting Upgrade*
- *Main Kitchen Flooring Replacement*
- *Exterior Building Painting*
- *Kalākaua Kitchen Wall Repair and Atkinson Drywell Replacement*
- *Interior Building Painting*
- *Parking Garage Equipment Upgrade and Floor Sealing*
- *Fire Sprinkler Line Refurbishment*
- *Escalator Modernization*
- *Kalākaua Kitchen Boiler Replacement*
- *Exterior Door Replacement*
- *Solar Photovoltaic System*

Repair, Maintenance and Replacement Projects Completed (since 2020)

COMPLETED 2020

- *Gutter Trough, Roof Repairs; \$8.3M*
- *Boiler Replacement; \$585k*
- *Ala Wai Waterfall Repairs; \$185k*
- *Chiller 4 Repairs; \$55k*
- *#320 Roof Repairs; \$1.4M*
- *Banquet Chairs/Tables Upgrade; \$2.25M*

COMPLETED 2021

- *Cooling Tower Replacement; \$3.2M*
- *Theatre LED Lighting Upgrade; \$77k*
- *Roof Overflow Drain Repairs; \$16k*
- *Jockey Chiller Repairs; \$28k*
- *ADA Lift Replacement; \$71.5k*
- *Emergency Generator Repairs; \$32k*
- *Window Repairs – Vandalism; \$177k*

COMPLETED 2022

- *Leak Repairs – 12/21-1/22; \$396k*
- *Chiller Repairs; \$69.3k*
- *Trellis Renovation; \$4.7M*
- *Lobby Glass Replacement; \$25k*
- *New Security Camera, Access Control; \$1.56M*
- *Kitchen AC Compressor Replacement; \$16.5k*

COMPLETED 2023

- *Event Stage ADA Ramp; \$41k*
- *Escalator #1 Handrail Replacement; \$64k*
- *Exterior Sign Refurbishment; \$50k*
- *Leak Repair Remediation; \$168k*
- *Forklift Replacement; \$175k*

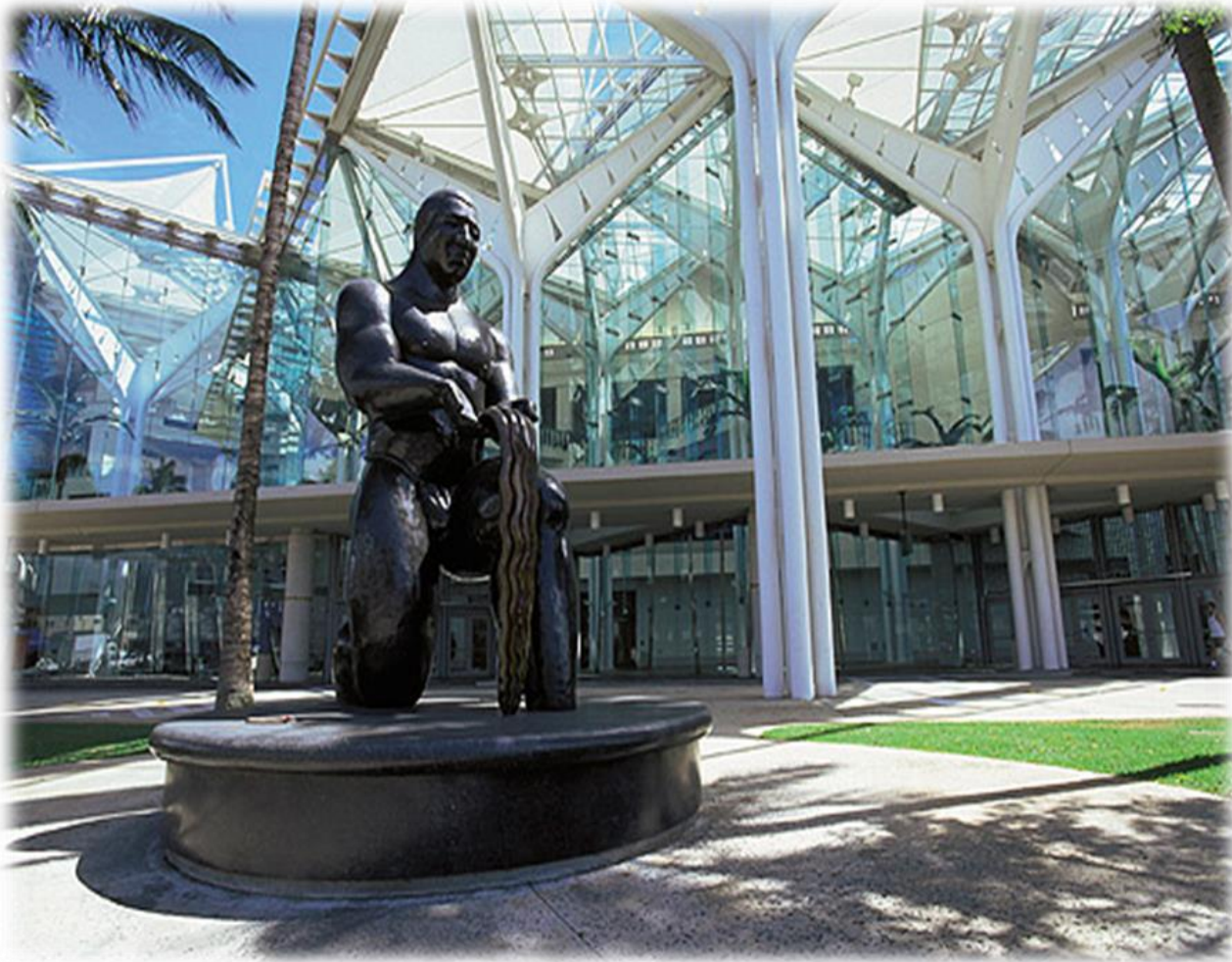
COMPLETED 2024

- *Water Intrusion Remediation; \$400k*
- *Ballroom Wallcovering; \$200k*
- *Exterior Security Camera; \$225k*
- *Transformer Replacement; \$131k*
- *#348 Walk-in Refrigerator Replacement, \$123k*
- *Lobby Glass Repair, Vandalism, \$26k*
- *Ride-on Sweeper Replacement, \$50k*
- *Main Kitchen Dishwasher Replacement, \$425k*
- *Pot Wash and Glass Wash Machine Replacement, \$212k*
- *Chill Water Pipe Reinsulation, \$1.2M*
- *Sump Pump Replacement, \$58k*
- *Ride-on Scrubber Replacement, \$86k*
- *Pickleball Equipment, \$486k*
- *Immersive Experience Equipment, \$926k*
- *Holiday Light Displays, \$616k*



Mahalo Nui Loa

Hawai'i Convention Center HTA Board Meeting Update



*Update for
December 2024
For
(January 2025 meeting)*

Financial Update FY25

	Dec-24 Actual	FY 2025 Rereforecast	FY 2025 Budget	Variance	FY 2024 Actual	FY 2023 Actual
Facility Number of Events	25	238	237	1	262	273
Facility Operating Revenue	\$2,542,900	\$24,665,400	\$22,619,600	\$2,045,800	\$27,278,800	\$14,310,800
Facility Other Income	\$110,100	\$1,629,600	\$1,548,800	\$80,800	\$1,616,200	\$135,700
Facility Total Revenue	\$2,653,000	\$26,295,000	\$24,168,400	\$2,126,600	\$28,895,000	\$14,446,500
Facility Operating Expenses	-\$3,589,500	-\$28,516,400	-\$27,410,400	-\$1,106,000	-\$25,495,600	-\$18,412,200
Facility Net Income/(Subsidy)	-\$936,500	-\$2,221,400	-\$3,242,000	\$1,020,600	\$3,399,400	-\$3,965,700
Local S&M Operating Expenses	-\$79,000	-\$1,373,900	-\$1,603,300	\$229,400	-\$1,036,600	-\$959,400
HCC Net Income/(Subsidy)	-\$1,015,500	-\$3,595,300	-\$4,845,300	\$1,250,000	\$2,362,800	-\$4,925,100

ROI December 2024 FYTD

HCC Revenue + State Revenue
 +Tax Revenue
 = \$195.8 M

HCC Expense + HVCB MCI
 Expense = \$18.4 M

***ROI = For every dollar spent,
 \$10.66 returned to the State***

<u>FYTD 2025</u>	<u>ROI</u>	<u>CW's FYTD</u>
07.24	\$2.36	(1)
08.24	\$17.43	(3)
09.24	\$13.71	(4)
10.24	\$16.67	(7)
11.24	\$13.82	(7)
12.24	\$10.66	(8)
<u>FY 2024 ROI</u>		
07.23-06.24	\$14.64	(21)
<u>FY 2023 ROI</u>		
07.22-06.23	\$4.19	(7)

FY 2025 (July 2024 – June 2025) Citywide Events

REPORT - PACE - CW - DEFINITES ON THE BOOKS - FY

Created By: Test User

Created On: 12/01/2024

Fiscal Year: Contract Room Block Begin	Total Bookings	Total Contract Rooms	Total Attendees	Total EEI Value	Tax Generation
2024	21	103963	56500	\$390,944,353.03	\$45,740,489.30
2025	18	111434	67050	\$379,574,197.62	\$44,410,181.12
2026	12	124708	47150	\$322,798,109.44	\$37,767,378.80
2027	7	83034	45200	\$272,666,955.16	\$31,902,033.75
2028	7	40213	23400	\$140,941,274.07	\$16,490,129.07
2029	1	3031	3200	\$18,913,205.09	\$2,212,845.00
2030	2	14274	8500	\$59,868,034.80	\$7,004,560.07
2031	4	76585	23000	\$157,992,298.37	\$18,485,098.91
2033	1	19550	6500	\$41,075,194.39	\$4,805,797.74
2036	1	40829	7000	\$53,244,980.15	\$6,229,662.68
Grand Totals	74	617621	287500	\$1,838,018,602.12	\$215,048,176.45

FY 25	
Total Bookings	18
Total Contract Rooms	111,434
Total Attendees	67,050
Total EEI Value	\$379,574,197.62
Total Tax Generation	\$44,410,181.12

Source: December 2024 Meet Hawai'i Pace "Definites on the Books FY" Report



Recent Events @ Hawai'i Convention Center

- Aloha Region Christmas Festival Tournament 2024, Dec 21-22, 2,163 attendees
- 2025 Sony Open Gala Dinner, Jan 9, 2025, estimated 1,000 attendees
- TransPacific Volleyball Championships 2025, Jan 18-20, 2025, estimated 15,000 attendees (CW)



Upcoming Local/Citywide Events

- Hawaii Dental Association Convention 2025, Jan 30-31, estimated 3,000 attendees
- Aloha Region President's Tournament 2025, Feb 1-2, estimated 1,500 attendees
- 2025 Tandem Meetings | Transplantation & Cellular Therapy Meetings of ASTCT and CIBMTR, Feb 8-16, estimated 4,500 attendees(CW)



Definite Local/CW Bookings for next 3 months

Month	Total # of Local Events	Total # of Citywides
January 2025	16	1
February 2025	15	1
March 2025	15	3



Pacific Water Conference

AWWA/HWEA 12th Annual Joint Conference – February 4, 2025 to February 6, 2025



2025 Pacific Operational Science & Technology (POST) Conference
March 3 – 7, 2025 | Honolulu, HI



Entrepreneurs' Organization



'Twas the Light Before Christmas



Recap:

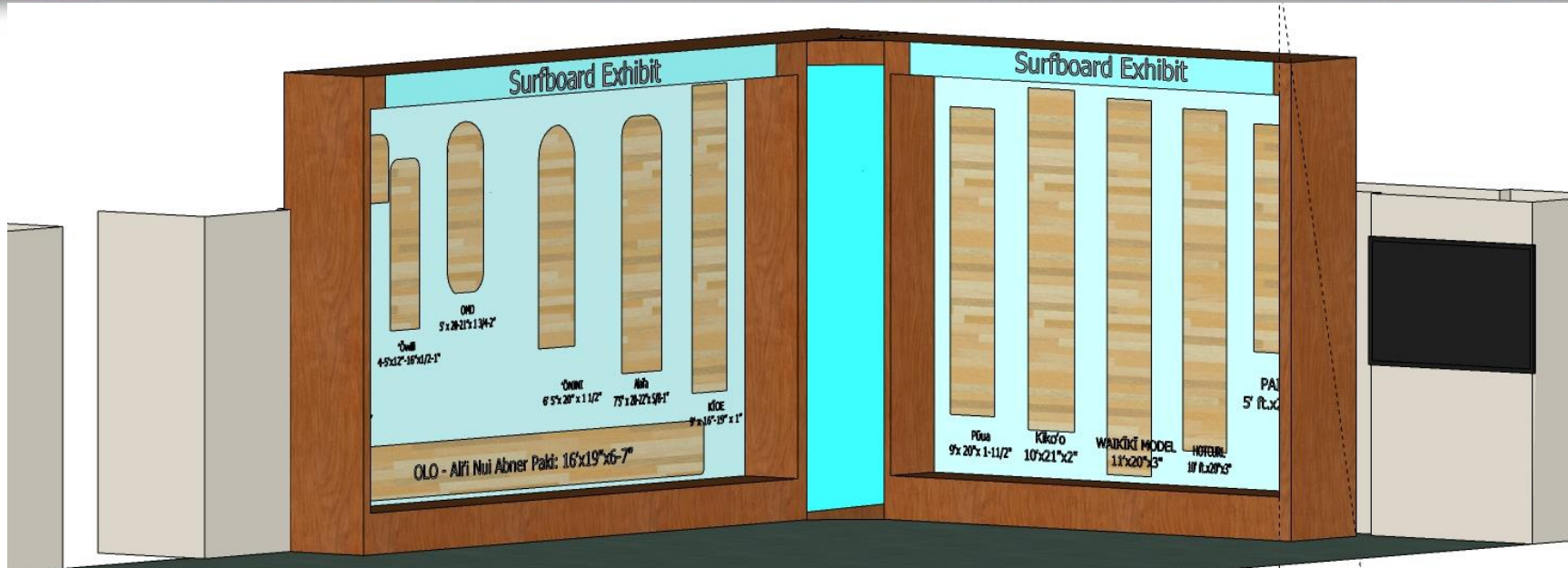
- 39 event days (Nov 22-Dec 30, 2024)
- 35,000 attendees
- Multiple special events (Toddler Hour, Ugly Sweater Night, Pajama Party, Slay the Holidays, Santa Appearance)
- 1 wedding proposal!

"We really enjoyed the "experience" of "Twas the LIGHT Before Christmas" and we were impressed with all the intricate planning and set-up that created such a beautiful and breathtaking ambiance. It was magical in every way and we loved it!"

- Muaina Family (Dec 6, 2024)



New Art Exhibit in 2025: History of Surfing by Tom Pōhaku Stone



Carbon Offset Program

- This is a first-of-its-kind Carbon Offset Program that provides meeting organizers with the opportunity to offset the carbon footprint of their meeting.
- Participating events include:
 - 2024 Honolulu Marathon (10 trees)
 - 2024 & 2023 Okinawan Festival (11 trees/year)
 - 2024 Pokémon World Championships (51 trees)
 - 2024 Made in Hawaii Festival (17 trees)
 - Indoor Air 2024 (10 trees)
 - 2024 Honolulu Festival (17 trees)
 - 2024 Sony Open Gala Dinner (9 trees)
 - CHEST 2023 (42 trees)
 - 2023 International Conference on Machine Learning (36 trees)



As of December 2024

491

HCC CARBON
OFFSET
PROGRAM LEGACY TREES



Repair, Maintenance and Replacement Projects Update

3rd Fl and Exterior Planter Project



Excavation work is progressing on the Grand Staircase and Ala Wai Patio. Plywood and turf are covering the open planters on the Grand Staircase until the repair is completed.

LED Lighting Project



Installation and commissioning around our event schedule has been challenging. Contractors work through the night in some locations.

Exterior Building Painting



Painting continues on the Kalākaua Ave and Kapi'olani Blvd corner of the building. The work-in-progress photos show the difference between the worn and newly painted surfaces.

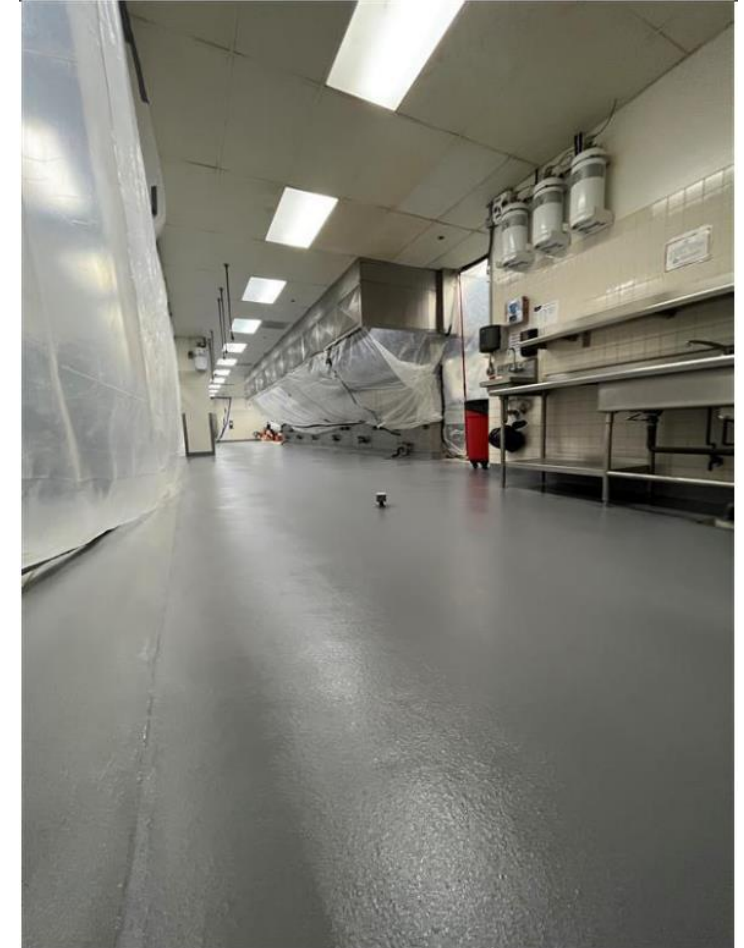
Main Kitchen Flooring



BEFORE: Old flooring



REMOVAL: Flooring preparation



AFTER: New sealed floor

Chiller Replacement



New LED lighting enhances the new chiller equipment. HCC hosted Green Business executives attending the National Summit in Honolulu for a site visit of our new sustainable chiller system.

CURRENT PROJECTS

IMPROVE GUEST EXPERIENCE

- New Speakers and Equipment to upgrade sound in meeting rooms
- Upgrade Screens and add Surround Sound in Theatres
- Replace Escalators - start with Esc 1, 2 and 3
- Repair Meeting Room Air Walls
- New Wheelchair Lift in Theatre 320
- New Facilities Equipment
- New Retractable Bleacher Seating
- New Carpet for all meeting spaces, including Ballroom
- Address ADA Compliance Issues
- Replace Common Area Furniture Upholstery

IMPROVE OUR BUILDING

- Paint Entire Building Exterior and Interior
- Repair Leaks
 - Kalākaua Kitchen
 - Ballroom Roof
 - Lobby and Ballroom Foyer Ceiling
 - Planters – 3rd floor, Grand Staircase, Intermediate level
- Install new Fire Alarm System
- Replace Green Slate Tile – 3rd floor and Ala Wai Patio
- Upgrade all Lighting to LED lights
- Install Solar PV panels for Energy Savings
- Seal Parking Garage floor and repainting
- Replace Exterior Exit Doors that have rusted
- Replace Main Kitchen Flooring

IMPROVE DEPARTMENT EFFICIENCY – New Equipment

- New Boilers in Kalākaua Kitchen
- New Parking System and Equipment

Repair, Maintenance and Replacement Projects

CY2024 Project Recap

Projects Completed in CY2024

- 19 Projects
- Total costs \$21M

Projects Currently being Executed

- 11 Projects
- Total costs \$39M

Projects in Procurement and Contracting Phase

- 7 Projects
- Total costs \$19M

New Projects in Planning Phase

- 17 Projects
- Total estimated value \$ 47M

Repair, Maintenance and Replacement Projects

6-Year Plan (page 1)

Project Number	Project Title	Estimated Project Cost	Est Complete	GOB/ CIP/OC	Prior Expenses Nov 2024	FY25	FY26	FY27	FY28	FY29	FY30	Total
003	Kalākaua Kitchen and Atkinson Drywell Renovation	\$ 7,245,452	CY 26	CIP	\$ 341,161	\$ 1,004,010	\$ 4,000,000	\$ 1,900,281				\$ 7,245,452
007	Kitchen Hood Control Panel Replacement	\$ 448,464	11 2024	CIP	\$ 230,611	\$ 217,853						\$ 448,464
009	Slate Tile Repair	\$ 722,691	CY 26	CIP	\$ 213,236	\$ 56,291	\$ 453,165					\$ 722,692
010	Chiller Replacement	\$ 6,154,288	11 2024	CIP	\$ 5,746,664	\$ 407,624						\$ 6,154,288
011	Ballroom Gutter, Foyer Transom Glass Roof Repair and Soffit R	\$ 16,091,748	CY 26	CIP	\$ 207,133	\$ 507,308	\$ 7,805,259	\$ 7,572,048				\$ 16,091,748
012	Parapet Roof Repairs	\$ 2,374,257	Q2 25	CIP	\$ 72,978	\$ 2,301,279						\$ 2,374,257
013	Ballroom Roof Repairs	\$ 1,575,688	Q2 25	CIP	\$ 232,128	\$ 1,343,560						\$ 1,575,688
014	Lobby Water Feature	\$ 1,086,810	FY 28	CIP	\$ 3,932				\$ 1,082,878			\$ 1,086,810
015	House Sound Audio System Upgrade	\$ 5,665,068	CY 26	OC	\$ 89,331	\$ 2,469,330		\$ 3,106,407				\$ 5,665,068
023	Air Wall Repairs	\$ 282,058	Q1 25	CIP	\$ 156,890	\$ 125,167						\$ 282,057
024	Roll-up Door Replacement	\$ 225,000	CY 26	CIP	\$ 23,656		\$ 201,344					\$ 225,000
026	IT Network Upgrades	\$ 300,000	Q2 25	OC	\$ -		\$ 300,000					\$ 300,000
027	Ice Machines Replacement	\$ 500,000	Q2 25	OC	\$ -	\$ 500,000						\$ 500,000
028	Theatre 310 and 320 Furnishings Upgrade	\$ 750,000	FY 28	OC	\$ -				\$ 375,000	\$ 375,000		\$ 750,000
029	Theatre 310 and 320 Seating Upgrade	\$ 500,000	FY 28	CIP	\$ 155				\$ 249,845	\$ 250,000		\$ 500,000
030	FB China and Equipment Upgrade - #2	\$ 6,094,591	12 2024	OC	\$ 4,466,154	\$ 1,628,436						\$ 6,094,590
031	Ala Wai Waterfall Repair	\$ 1,081,501	FY 28	CIP	\$ 1,985				\$ 1,079,516			\$ 1,081,501
041	Exterior Building Door Replacement	\$ 50,000	Q1 25	OC	\$ -	\$ 50,000						\$ 50,000
044	Fire Sprinkler Line Refurbishment	\$ 353,394	Q3 25	CIP	\$ 18,396	\$ 206,604	\$ 128,394					\$ 353,394
045	Escalator Modernization	\$ 7,927,869	CY 26	CIP	\$ 60,410	\$ 3,574,253	\$ 2,520,000	\$ 1,773,205				\$ 7,927,868
046	LED Light Upgrade	\$ 6,510,416	CY 26	CIP	\$ 3,723,121	\$ 393,274		\$ 2,394,020				\$ 6,510,415
048	Electrical Harmonics Testing	\$ 100,000	FY 28	CIP	\$ -				\$ 100,000			\$ 100,000

Repair, Maintenance and Replacement Projects

6-Year Plan (page 2)

Project Number	Project Title	Estimated Project Cost	Est Complete	GOB/ CIP/OC	Prior Expenses Nov 2024	FY25	FY26	FY27	FY28	FY29	FY30	Total
050	Main Kitchen Flooring Replacement	\$ 648,881	Q1 25	CIP	\$ 195,198	\$ 453,683						\$ 648,881
051	Phone System Replacement	\$ 30,000	Q2 25	OC	\$ -	\$ 30,000						\$ 30,000
054	Boardroom Upgrade	\$ 1,099,549	CY 26	OC	\$ 115,802	\$ -	\$ 983,747					\$ 1,099,549
055	Elevator #2 Upgrade	\$ 250,000	FY 28	CIP	\$ -				\$ 250,000			\$ 250,000
058	Kitchen Hood Fire Suppression System Replacement	\$ 374,430	11 2024	CIP	\$ 332,262	\$ 42,169						\$ 374,431
060	Lobby Sail Repair and Maintenance	\$ 179,000	Q3 25	CIP	\$ 41,196		\$ 137,804					\$ 179,000
061	ADA Lift (#320) Replacement	\$ 165,000	Q1 25	CIP	\$ 91,515	\$ 73,485						\$ 165,000
064	F&B Equipment - #1	\$ 1,364,759	12 2024	OC	\$ 1,273,141	\$ 91,618						\$ 1,364,759
066	Kalākaua Kitchen Boiler Replacement	\$ 330,000	Q2 25	OC	\$ 15,822	\$ 314,178						\$ 330,000
068	3rd Floor Planter Repair and Exterior Planter Repair	\$ 12,402,236	Q2 26	CIP	\$ 593,392	\$ 2,571,689	\$ 9,237,155					\$ 12,402,236
069	Parking System Equipment Upgrade	\$ 583,753	Q2 25	CIP	\$ 66,412	\$ 517,341						\$ 583,753
070	Parking Garage Floor Sealing	\$ 5,285,230	Q2 25	CIP	\$ -	\$ 5,285,230						\$ 5,285,230
071	Access Control Upgrade	\$ 2,000,000	Q1 26	CIP	\$ -	\$ 1,000,000	\$ 1,000,000					\$ 2,000,000
073	Common Area Furniture Refirbishment	\$ 133,510	Q1 25	OC	\$ 89	\$ 133,421						\$ 133,510
074	Ice Rink and Equipment	\$ 825,000	Q2 25	CIP	\$ -	\$ 825,000						\$ 825,000
075	Exterior Building Painting	\$ 2,659,418	Q2 26	CIP	\$ 636,253	\$ 167,552	\$ 1,855,613					\$ 2,659,418
077	Interior Building Painting	\$ 3,872,039	CY 26	CIP	\$ 48,641	\$ 2,474,511	\$ 1,348,887					\$ 3,872,039
079	Digital Signage Upgrade	\$ 6,150,000	CY 26	CIP	\$ 20,390	\$ 3,000,000	\$ 3,129,610					\$ 6,150,000
081	Facility Equipment Replacement	\$ 1,000,000	Q2 25	OC	\$ 47,637	\$ 500,000	\$ 452,363					\$ 1,000,000
082	Escalator and Elevator Repairs	\$ 1,000,000	CY 26	CIP	\$ 422,067	\$ 245,703	\$ 332,230					\$ 1,000,000
083	Café 808 Renovation	\$ 3,000,000	Q2 25	CIP	\$ -	\$ 3,000,000						\$ 3,000,000
084	Frictionlist Concession	\$ 1,500,000	Q2 26	CIP	\$ -		\$ 1,500,000					\$ 1,500,000
085	1801 Renovation	\$ 2,000,000	Q2 25	CIP	\$ -	\$ 2,000,000						\$ 2,000,000

Repair, Maintenance and Replacement Projects

6-Year Plan (page 3)

Project Number	Project Title	Estimated Project Cost	Est Complete	GOB/ CIP/OC	Prior Expenses Nov 2024	FY25	FY26	FY27	FY28	FY29	FY30	Total
086	Water Remediation - Misc Repairs/Equipment	\$ 500,000	Q2 26	CIP	\$ 71,203	\$ 178,797	\$ 250,000					\$ 500,000
089	Cabling Infrastructure Upgrade	\$ 850,000	Q2 25	CIP	\$ 218,737	\$ 631,263						\$ 850,000
091	Loading Dock Supply Fans	\$ 225,000	Q2 25	OC	\$ -	\$ 225,000						\$ 225,000
093	ADA Compliance	\$ 1,500,000	Q2 25	CIP	\$ 3,782	\$ 1,496,218						\$ 1,500,000
094	Solar Photovoltaic System	\$ 7,089,400	Q2 26	CIP	\$ 26,182	\$ 3,484,319	\$ 3,578,900					\$ 7,089,401
097	Carpet Replacement	\$ 4,000,000	CY 26	CIP	\$ -		\$ 4,000,000					\$ 4,000,000
098	Sketch-up Revisions	\$ 30,000	12 2024	OC	\$ 14,500	\$ 15,500						\$ 30,000
099	Fire Alarm System	\$ 1,500,000	Q2 25	CIP	\$ -	\$ 1,500,000						\$ 1,500,000
100	Retractable Seating	\$ 1,000,000	Q2 25	CIP	\$ 89	\$ 999,911						\$ 1,000,000
101	Lobby Door Replacement	\$ 500,000	Q3 25	CIP	\$ -	\$ 500,000						\$ 500,000
	Legal Retainer	\$ 251,094	on-going	CIP	\$ 162,337	\$ 20,000	\$ 68,757					\$ 251,094
GRAND TOTAL (not including Rooftop Terrace Deck)		\$130,337,594			\$19,984,588	\$46,561,577	\$ 43,283,228	\$16,745,961	\$ 3,137,239	\$ 625,000	\$ -	
Last updated: December 16, 2024												

- Current project
- Cumming-managed project
- HCC-managed project
- CM/PM - to be assigned

Repair, Maintenance and Replacement Projects

CUMMING GROUP Priority Projects

- *Kitchen Hood Control Panel and Fire Suppression Upgrade*
- *Slate Tile Repair*
- *Chiller Replacement*
- *Ballroom Roof Repairs*
- *House Sound Audio Upgrade*
- *Ballroom Gutter, Foyer Transom Glass and Soffit Repair*
- *3rd floor and Exterior Planters Repair*
- *LED Lighting Upgrade*
- *Main Kitchen Flooring Replacement*
- *Exterior Building Painting*
- *Kalākaua Kitchen Wall Repair and Atkinson Drywell Replacement*
- *Interior Building Painting*
- *Parking Garage Equipment Upgrade and Floor Sealing*
- *Fire Sprinkler Line Refurbishment*
- *Escalator Modernization*
- *Kalākaua Kitchen Boiler Replacement*
- *Exterior Door Replacement*
- *Solar Photovoltaic System*

Repair, Maintenance and Replacement Projects Completed (since 2020)

COMPLETED 2020

- *Gutter Trough, Roof Repairs; \$8.3M*
- *Boiler Replacement; \$585k*
- *Ala Wai Waterfall Repairs; \$185k*
- *Chiller 4 Repairs; \$55k*
- *#320 Roof Repairs; \$1.4M*
- *Banquet Chairs/Tables Upgrade; \$2.25M*

COMPLETED 2021

- *Cooling Tower Replacement; \$3.2M*
- *Theatre LED Lighting Upgrade; \$77k*
- *Roof Overflow Drain Repairs; \$16k*
- *Jockey Chiller Repairs; \$28k*
- *ADA Lift Replacement; \$71.5k*
- *Emergency Generator Repairs; \$32k*
- *Window Repairs – Vandalism; \$177k*

COMPLETED 2022

- *Leak Repairs – 12/21-1/22; \$396k*
- *Chiller Repairs; \$69.3k*
- *Trellis Renovation; \$4.7M*
- *Lobby Glass Replacement; \$25k*
- *New Security Camera, Access Control; \$1.56M*
- *Kitchen AC Compressor Replacement; \$16.5k*

COMPLETED 2023

- *Event Stage ADA Ramp; \$41k*
- *Escalator #1 Handrail Replacement; \$64k*
- *Exterior Sign Refurbishment; \$50k*
- *Leak Repair Remediation; \$168k*
- *Forklift Replacement; \$175k*

COMPLETED 2024

- *Water Intrusion Remediation; \$400k*
- *Ballroom Wallcovering; \$200k*
- *Exterior Security Camera; \$225k*
- *Transformer Replacement; \$131k*
- *#348 Walk-in Refrigerator Replacement, \$123k*
- *Lobby Glass Repair, Vandalism, \$26k*
- *Ride-on Sweeper Replacement, \$50k*
- *Main Kitchen Dishwasher Replacement, \$425k*
- *Pot Wash and Glass Wash Machine Replacement, \$212k*
- *Chill Water Pipe Reinsulation, \$1.2M*
- *Sump Pump Replacement, \$58k*
- *Ride-on Scrubber Replacement, \$86k*
- *Pickleball Equipment, \$486k*
- *Immersive Experience Equipment, \$926k*
- *Holiday Light Displays, \$616k*

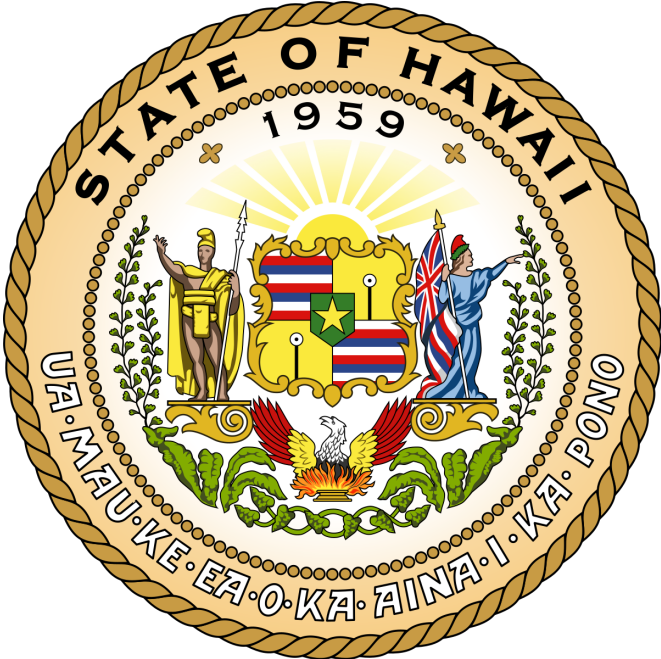


Mahalo Nui Loa

12c

**Motion, Presentation, Discussion, and/or
Action on the Status Update on the Fiscal
Biennium 2025-2027 Budget Request to the
Legislature**

Hawai'i Tourism Authority
Fiscal Biennium 2025-2027 Budget Update
January 21, 2025



Topics

- Governor's Priorities
- HTA's Requests vs. The Governor's Decision
- Budget Variances for HTA's Fiscal Year 2026 Operating Budget

The Governor's Priorities

- **Per the Office of the Governor's news release posted on December 16, 2024:**

- “The budget reflects our values as a state. It prioritizes reducing the high cost of living, improving education, building affordable housing for working families, sheltering and caring for vulnerable Hawai‘i residents, and making large investments in health care, biosecurity, wildfire mitigation and infrastructure across our state,” said Governor Green.
- “We engaged in a collaborative process this year, engaging our Senate Ways and Means Chair Donovan Dela Cruz and House Finance Chair Kyle Yamashita early, to understand their priorities so that we could develop a budget that tackles our largest economic and social challenges, expands education opportunities for our keiki, protects our natural resources, promotes energy independence and strengthens our response to the adverse impacts of climate change,” the Governor said.
- “Total requests for general funds amount to \$10.4 billion in fiscal year 2026 and \$10.5 billion in fiscal year 2027, which represents an increase of \$620 million (6.3%) in the first year and \$664 million (6.7%) in the second year.”
- The preparation for this Executive Biennium Budget included a deep look into long-standing vacancies across departments in the state. Department of Budget and Finance Director Luis Salaveria conducted a systematic review of positions that have been vacant for more than four years. This was to ensure that public resources are allocated effectively. Considerations for any new position were analyzed against existing vacancies as some these long-standing vacancies could be repurposed to meet new and emerging needs in the departments.

The Governor's Priorities, Continued

- Budget items are “prioritized,” consistent with the requests and advice provided by B&F, DBEDT, Tourism Committee Chairs, and the HTA BFCC. The Governor’s Budget Proposal for HTA is consistent with the requests, advice, and directions given to the HTA Board & Staff by B&F, DBEDT, Tourism Committee Chairs, and the HTA BFCC.
- The Governor’s \$69,397,189 operating budget for HTA is consistent with the “Highest Priorities” budget items identified by HTA Staff, the BFCC, and DBEDT.
- The Governor’s proposed operating budget for HTA is consistent with State law, rules, policies, procedures, and memorandums issued by the Governor and State departments.

Biennium Budget Totals

HTA's Requests:

- HTA Fiscal Year 2026 Operating Budget Request = \$80,000,000, 27% increase from FY 2025
- HTA Fiscal Year 2027 Operating Budget Request = \$87,000,000, 38% increase from FY 2025
- HTA Fiscal Year 2026 Capital Improvement Request (for HCC R&M) = \$13,928,314
- HTA Fiscal Year 2027 Capital Improvement Request (for HCC R&M) = \$6,056,878

The Governor's Decision:

- The Governor's Decision provides HTA with a recurring operating budget of \$69,397,189 for fiscal years 2026 and 2027, representing a 10% increase for both fiscal years.
- The Governor's Decision provides HTA with a capital improvement budget of \$5,000,000 for fiscal years 2026 and 2027. HTA plans to request for an additional \$36,000,000 of funding for CIP in fiscal year 2026 for projects scheduled for calendar year 2026 while the Center is partially closed.

HTA's Fiscal Year 2026 Operating Budget Request vs. the Governor's Decision

Program Title	Program ID	FY 2025 Budget	FY 2026 BFCC Draft Budget*	FY 2026 Budget Approved by HTA Board**	FY 2026 Budget (Governor's Decision)
Administration and Governance	BED113	3,696,660	4,131,736	4,150,997	3,363,945
Branding and Marketing	BED114	39,249,201	42,887,626	49,309,914	42,022,877
Sports and Signature Events	BED115	7,318,075	-	-	-
Destination Stewardship and Community	BED116	7,923,883	22,953,850	26,539,089	24,010,367
Regenerative Tourism Development	BED117	3,762,181	-	-	-
Workforce Development	BED118	1,050,000	-	-	-
Total		63,000,000	69,973,212	80,000,000	69,397,189

*Pursuant to the request and advice of the B&F Director, DBEDT Director, and Tourism Committee Chairs, the BFCC requested that the HTA staff “prioritize” the HTA budget requests into 3 categories: “Highest Priority,” “Medium Priority,” and “Lowest Priority.” The HTA staff then presented “prioritized” budget information to the BFCC that identified cost items that were “Highest Priority” (\$69,973,211), “Medium Priority” (\$9,949,747), and “Lowest Priority” (\$4,350,618). The proposed “HTA budget package” that was unanimously approved by the BFCC included all Highest Priority budget items identified by HTA staff, totaling \$69,973,211. Additionally, the BFCC approved Supplement #1 for \$9,949,747 for Medium Priority budget items and Supplement #2 for \$4,350,618 for Lowest Priority budget items. The BFCC unanimously approved sending the entire “HTA Budget Package” of Highest, Medium, and Lowest Priorities to DBEDT, B&F, the Governor, and the Legislature.

** The proposed \$80,000,000 operating budget request that was eventually approved by a majority of the Board for submittal. Submitted to DBEDT on Form A.

HTA's Fiscal Year 2027 Operating Budget Request vs. the Governor's Decision

Program Title	Program ID	FY 2025 Budget	FY 2027 BFCC Draft Budget*	FY 2027 Budget Approved by HTA Board**	FY 2027 Budget (Governor's Decision)
Administration and Governance	BED113	3,696,660	5,415,015	5,435,239	3,363,945
Branding and Marketing	BED114	39,249,201	47,520,535	53,283,649	42,022,877
Sports and Signature Events	BED115	7,318,075	-	-	-
Destination Stewardship and Community	BED116	7,923,883	24,384,945	28,281,112	24,010,367
Regenerative Tourism Development	BED117	3,762,181	-	-	-
Workforce Development	BED118	1,050,000	-	-	-
Total		63,000,000	77,320,494	87,000,000	69,397,189

*Pursuant to the request and advice of the B&F Director, DBEDT Director, and Tourism Committee Chairs, the BFCC requested that the HTA staff “prioritize” the HTA budget requests into 3 categories: “Highest Priority,” “Medium Priority,” and “Lowest Priority.” The HTA Staff then presented “prioritized” budget information to the BFCC that identified cost items that were “Highest Priority” (\$77,320,494), “Medium Priority” (\$9,430,456), and “Lowest Priority” (\$6,284,815). The proposed “HTA budget package” that was unanimously approved by the BFCC included all Highest Priority budget items identified by HTA staff, totaling \$77,320,494. Additionally, the BFCC approved Supplement #1 for \$9,430,456 for Medium Priority budget items and Supplement #2 for \$6,284,815 for Lowest Priority budget items. The BFCC unanimously approved sending the entire “HTA Budget Package” of Highest, Medium, and Lowest Priorities to DBEDT, B&F, the Governor, and the Legislature.

** The proposed \$87,000,000 operating budget request that was eventually approved by a majority of the Board for submittal. Submitted to DBEDT on Form A.

Consolidation of Programs into Destination Stewardship and Community

- HTA's request to consolidate the Sports and Signature Events (BED115), Regenerative Tourism Development (BED117), and Workforce Development (BED118) programs into Destination Stewardship and Community (BED116) was approved by the Governor.
- As a result, \$12,130,256 was transferred from the former programs into Destination Stewardship and Community. This amount is based on the fiscal year 2025 operating budget.
- The request transferred three program managers from Regenerative Tourism Development and one sports manager from Signature Events and Sports to Destination Stewardship and Community.

Budget Variances – Fiscal Year 2026 Operating Budget (HTA's \$80,000,000 Budget vs. Governor's Decision)

- **Administration and Governance:**
 - Communications: Reduced from \$444,444 by \$319,444 to \$125,000.
 - Travel: Reduced from \$124,444 by \$30,555 to \$93,889.
 - Request for an Executive Office Administrative Assistant position was denied.
 - Request for a Finance Internal Auditor position was denied.
- **Branding and Marketing:**
 - Global MCI: Reduced from \$7,281,683 by \$775,299 to \$6,506,384.
 - USA MMA: Reduced from \$22,300,558 by \$4,444,444 reduced to \$17,798,333.
 - Japan MMA: Reduced from \$7,983,333 by \$722,222 to \$7,261,111.
 - Global Support Services: Reduced from \$1,722,223 by \$555,556 reduced to \$1,166,667.
 - Tradeshow support for \$555,556 reduced to \$0.
 - Request for an additional Brand Manager position was denied.

Budget Variances – Fiscal Year 2026 Operating Budget (HTA's \$80,000,000 Budget vs. Governor's Decision)

- **Destination Stewardship:**
 - Signature Events: Increased from \$2,555,556 by \$500,000 to \$3,055,556.
 - Kahea Greetings: Increased from \$444,444 to \$888,889.
 - Sports Opp. Fund for Sponsorships, Sports, and Signature Events: \$1,996,350 reduced to \$0.
 - NFL Partnership: \$1,111,111 reduced to \$0.
 - Industry Sector Partnership Support for Workforce Development: \$33,333 reduced to \$0.
 - Request for an Administrative Assistant was denied.
 - Request for a Senior Destination Manager was denied.

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**Report and Update by the ADMINISTRATIVE &
AUDIT STANDING COMMITTEE**

13a

**Discussion and/or Approval of the
Hawai'i Convention Center Space Use Policy
#400-02**

Space Use Policy



Policy Purpose

The purpose of this policy is to provide guidelines for the use of the Hawaii Convention Center (HCC) boardrooms by the Hawaii Tourism Authority (HTA) and other entities. It aims to ensure compliance with State Laws, adherence to the Hawaii State Ethics Code, Hawaii Revised Statutes, and the State of Hawaii Accounting Manual regarding the appropriate usage of state resources and the expenditure of funds.

Policy Provisions

1. General Public Use:

For-profit and non-profit entities within the general public must contract directly with HCC management and obtain a standard license agreement to utilize the Convention Center.

2. Governmental Organization Use:

- a) The use of the Convention Center by government entities must adhere to state rules and Hawaii Revised Statutes, which restrict usage to government purposes and prohibit private business use.
- b) Governmental organizations in the State of Hawaii, including city and county organizations, must complete a General Licensing agreement with HCC to receive a state government discount.
- c) The discount will be 50% off Room rental and Food and Beverage at cost, as permitted by the meal and beverage conditions outlined in the State of Hawaii Accounting Manual.

3. HTA Use of Boardrooms A & B:

- a) Boardrooms A and B will be considered an extension of HTA's office space.
- b) The usage of these boardrooms is permitted only when internal meeting spaces within HTA cannot accommodate the required number of attendees due to safety or capacity limitations.
- a) Use of Boardroom A and B does not require a separate HCC licensing agreement, however an internal HTA Space Request Form must be completed and approved for all HTA internal and sponsored meetings utilizing these boardrooms.
- c) This provision applies exclusively to HTA, and other state government organizations permanently located within HCC.

4. HTA Use of Other HCC Spaces:

If Boardroom A and B are unavailable for HTA internal or sponsored meetings, other HCC rooms may be utilized. However, the use of any HCC space other than Boardroom A and B requires a standard HCC licensing agreement.

5. HTA Internal & Sponsored Meeting Requirements:

All HTA internal and sponsored meetings utilizing HCC space require prior approval from HTA Senior Management.

Responsibilities

Responsible Officer:
Chief Executive Officer

Policy Owner:
Board of Directors

Approvals

Prepared:

Isaac W. Choy
VP of Finance

Date

Review and Recommended for Approval:

Daniel Nahoopii
Interim President and CEO

Date

Approved:

Mufi Hannemann
Chair, HTA Board of Director

Date

HTA SPACE REQUEST

Date of Request:	Requestor:	Phone:	Email:
Event Name:			
Event Date:		# Attendees:	Internal Attendees Only?
Move in Time:	Start Time:	End Time:	Move out Time:

MEETING SPACE (Select) Boardroom A Boardroom B

ROOM SET UP REQUIREMENTS (Select all that apply) **Must submit request at least 1 week prior to event**

Water	Easel
Registration Table (# of chairs:)	Podium
Whiteboard	Other (please describe)

AUDIO VISUAL (Select all that apply)

<input type="checkbox"/> Projector and Screen (Boardroom A only)
<input type="checkbox"/> Conference Microphones (Boardroom A only)
<input type="checkbox"/> Laptop (Boardroom A only)
<input type="checkbox"/> Monitor (Boardroom B only)
<input type="checkbox"/> Other (please provide details)
<input type="checkbox"/>

Please direct all A/V inquiries to China Anderson – 943-3041 / hccadmin@projection.com

IT / TELECOM SERVICES (Select all that apply)

<input type="checkbox"/> Polycom speakerphone (Boardroom B only)
<input type="checkbox"/> Other (please provide details)
<input type="checkbox"/>
<input type="checkbox"/>
<input checked="" type="checkbox"/> WiFi provided by SmartCity is always on

Please direct all IT inquiries to: Brian Takenaka – 943-3593 / btakenaka@hccasm.com

FOOD & BEVERAGE (Select all that apply) **Must submit request at least 2 weeks prior to event* for events 3-5hrs+ only*

Bottled water	Continental Breakfast
Coffee/ Decaf / Tea	Lunch
Canned beverages (soda, juice)	Other (please provide details)
Special F&B requests / instructions:	

Please direct all Food & Beverage inquiries to Gina Meyer – 943-3596 / gmeyer@levyrestaurants.com

PARKING (Select one)

<input type="checkbox"/> No Host (attendees to pay \$15.00 per exit)
<input type="checkbox"/> Hosted – HTA to provide validator
<input type="checkbox"/> Hosted – HCC validator to be issued
<input type="checkbox"/> Guests to arrive by bus, taxi, etc. in porte cochere

Third Party Billing: (for room rental/parking, if applicable)

Name:
c/o:
Address:
Ph/Fax:

Check here if you will not require any of the above services for your meeting

SETTLEMENT TYPE (HTA only) Bill under HCC/HTA Bill to HTA - #3
(Check one - See definitions on pg. 2) (pre-approved mtgs only #1 & #2) PO#:



SUBMIT REQUESTS BY EMAIL TO:

♦ Mapuana Oxiles Email: moxiles@hccasm.com - Board Room A & B Requests

HCC Use only:

Space Blocked	By	Date booked	USI Event Number

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Settlement Types:

1.	HTA Board and Board Committee Meetings	HCC/HTA Agreement
2.	HTA "Specify" Staff Meeting. Meetings initiated by HTA Staff for HTA Programs - HTA Authorized & Internal Meetings	HCC/HTA Agreement F&B – At Cost
3.	Meetings/Conferences/Seminars produced by HTA for industry and public	Invoice Rent – 50% Discount F&B - Retail

Approved by:

Signature:

Chief
Administrative
Officer :

Date: _____

Date: _____