



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, 27 MALAKI 2025, 9:30 a.m.
THURSDAY, MARCH 27, 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 'iwa'ia ka hālāwai ma o ka Zoom. Meeting will be live streaming via Zoom.

<https://us06web.zoom.us/j/82630378583>

*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: +1 669 444 9171
Helu Hālāwai / Webinar ID: 826 3037 8583

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 February 21, 2025, Special Board Meeting and February 27, 2025 Regular Board Meeting
6. *Hō'ike A Ka Luna Ho'okele*
CEO Report
7. *Hō'ike A Ka Luna Ho'omalū*
Board Chair Report
8. *Hō'ike A Ka Hui Kūkā 'Aha'olelo*
Report and/or Action by the LEGISLATIVE PERMITTED INTERACTION GROUP
 - a. *Kūkākūkā a Ho'oholo No Ka Palapala Ho'oholo 2025-01*
Discussion and Action on Board Resolution 2025-01 for the Delegation of Authority to Present Policy Positions
9. *Hō'ike A Ke Kōmike Alowelo*
Report and Update by the BRANDING STANDING COMMITTEE
 - a. *Kūkākūkā A Ho'oholo I Ke Koho 'Ana I Hope Luna Ho'omalū*
Discussion and Action on the Selection of a Vice Chair for the Branding Standing Committee
 - b. *Hō'ike i ka Papahana Hokona Pilikia Kūhewa ****
Update on the Emergency Marketing Campaign ***

10. *Hō'ike'ike A Ka Papahana Mālama 'Āina Ho'okipa*
Presentation on HTA Destination Stewardship Programs

11. *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

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. *Noi, Hō'ike'ike, Kuka, a Ho'oholo i ka Mo'olelo Kālā no Pepeluali 2025*
Motion, Presentation, Discussion, and Action on the Hawai'i Tourism Authority's (HTA) February 2025 Financial Report; Recommend Approval
- b. *Noi, Hō'ike'ike, Kūkā, a Ho'oholo i ka Mo'olelo Kālā a me ka Papa Hana Ho'oponopono o ke Kikowaena Hālāwai o Hawai'i no Pepeluali 2025*
Motion, Presentation, Discussion, and Action on the Hawai'i Convention Center's (HCC) February 2025 Financial Report and Update on the HCC's 6-Year Repair and Maintenance Plan; Recommend Approval

13. *Hō'ike A Ke Kōmike Ho'okahua Hawai'i*
Report and Update by the HO'OKAHUA HAWAI'I STANDING COMMITTEE

- a. *Kūkā a Ho'oholo I Ka Ho'ākāka 'Ana I Ke Kōmike Ho'okahua Hawai'i*
Discussion and Action to Update the Ho'okahua Hawai'i Standing Committee Description
- b. *Hō'ike'ike i ka Papahana LA Rams 2025*
Update on the LA Rams 2025 Program
- c. *Kūkā a Ho'oholo I ke Ka'ina Hāna a Pahu Hopu a Kā HTA Papahana Ho'okele*
Discussion and/or Action on the Timeline and Objectives for the Hawai'i Tourism Authority's Strategic Tourism Plan
- d. *Kūkā a Ho'oholo I ke Ka'ina Hāna a Pahu Hopu a Kā HTA Papahana Mālama 'Āina Ho'okipa*
Discussion and/or Action on the Timeline and Objectives for the Hawai'i Tourism Authority's Destination Management Action Plans

14. Ke Kōmike Hoʻokele A Hōʻoia Keʻena

ADMINISTRATION AND AUDIT STANDING COMMITTEE

- a. *Kūkā a Hoʻoholo I Nā Alakaʻi E Hoʻokuleana ʻIa E Komo I Ka Hui Noiʻi Loiloi Luna Hoʻokele a Koho I Luna Hoʻomalua a Luna Hoʻomalua Hope*
Discussion and Action on the Assignment of Board Members to the CEO Evaluation Permitted Interaction Group and Action to Elect Chair and Vice Chair
- b. *Hōʻike, Kūkā, a Hoʻoholo I Kā HTA Limahana A Me Nā Alakaʻi ****
Presentation, Discussion, and Action on HTA Personnel and Leadership***
 - i. *Hōʻike, Hoʻāna a Hoʻoholo i Alakaʻi Hou ****
Discussion, Evaluation, and Action Relating to the Resignation of Interim President & CEO Daniel Nahoopii and the Proposed Interim President & CEO, Chief Administrative Officer, Caroline Anderson. As a Result, Other Personnel Discussion and Action May be Required, per Bylaws Article VI, Sec 3 and 201B-2, (7)(f)***
 - ii. *Hōʻike, Hoʻāna a Hoʻoholo I Kā HTA Papa Alakaʻi Mau Luna****
Discussion and Action Regarding HTA Board Officers, per Bylaws Article III***

15. Hoʻokuʻu
Adjournment

*** ʻAha Hoʻokō: Ua hiki i ka Papa Alakaʻi ke mālama i kekahi hālāwai kūhelu i kū i ka Hawaiʻi Revised Statutes (HRS) § 92-4. E mālama ʻia kēia hālāwai kūhelu nei ma lalo o ka § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) no ka pono o ko ka Papa Alakaʻi kūkā a hoʻoholo ʻana i nā nīnūnē a nīnau i pili i ko ka Papa Alakaʻi kuleana me ko ka Papa Alakaʻi loio. He hālāwai kūhelu kēia i ʻole paulele ʻia ka ʻikepili a i mea hoʻi e mālama kūpono ai i ko Hawaiʻi ʻano, he wahi i kipa mau ʻia e nā malihini.

*** Executive Session: The Board may conduct an executive session closed to the public pursuant to Hawaiʻi Revised Statutes (HRS) § 92-4. The executive session will be conducted pursuant to HRS § 92-5 (a) (2), § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) for the purpose of consulting with the board's attorney on questions and issues pertaining to the board's powers, duties, privileges, immunities, and liabilities; to consider hiring and evaluation of officers or employees, where consideration of matters affecting privacy will be involved; and to discuss information that must be kept confidential to protect Hawaiʻi's competitive advantage as a visitor destination.

Ma lalo o ka māhele 531.5 o ka Budgetary Control Accounting Manual, Mokuʻāina ʻo Hawaiʻi, he māhele ka ʻaina awakea o ka hālāwai. E mau ana ka hālāwai ma loko nō o ka ʻai ʻana, ʻaʻole hoʻi ia he wā hoʻomalolo.

Pursuant to Section 531.5, of the Budgetary Control Accounting Manual, State of Hawaiʻi, 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 hoʻokaʻaʻike aku me Carole Hagihara-Loo ma (808)-973-2289 a ma ka leka uila e like me ka wikiwiki i hiki, ʻaʻole hoʻi a ma ʻō aku o ka ʻekolu lā ma mua o ka hālāwai. Inā ʻike ʻia he noi i ka lā ma mua o ka hālāwai, e hoʻāʻo mākou e ʻimi i ka lawelawe a mea like paha, ʻaʻole naʻe hoʻi e hiki ke hoʻohiki ʻia ke kō o ua noi lā. Ua noa pū kēia hoʻolaha ma nā kino ʻokoʻa e like me ka mea pono.

If you need an auxiliary aid/service or other accommodation due to a disability, contact Carole Hagihara-Loo at (808) 973-2289 or carole@gohta.net as soon as possible, preferably no later than 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 ʻōlelo o ke Kānāwai Hawaiʻi i hoʻoholo ʻia māhele 92-32.7, ʻaʻole e mālama ana ke Keʻena Kuleana Hoʻokipa o Hawaiʻi i kekahi wahi kaʻawale no ka lehulehu a lālā papa alakaʻi e nānā a e komo ai i ka hālāwai ma ka hoʻohana i ka ʻenehana komo hālāwai, no ka mea, hiki nō i ka poʻe o ka lehulehu a lālā papa alakaʻi ke nānā a komo pū ma ka hālāwai hōʻea kino.

In accordance with HRS section 92-3.7, the Hawaiʻi 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
February 21, 2025 Special Board Meeting and
February 27, 2025 Regular Board Meeting**



Ke'ena Kuleana Ho'opipa O Hawai'i
1801 Kal ā kua Avenue
Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
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**SPECIAL BOARD MEETING
HAWAII TOURISM AUTHORITY
Friday, February 21, 2025, 9:30 a.m.**

Virtual Meeting

MINUTES OF THE SPECIAL BOARD MEETING

MEMBERS PRESENT:

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

MEMBER NOT PRESENT:

Lisa Paulson

HTA STAFF PRESENT:

Daniel Nāho'opi'i, Kalani Ka'anā'anā, Caroline Anderson, Talon Kishi, Carole Hagihara

LEGAL COUNSEL:

John Cole

1. Call to Order

Chair Hannemann called the meeting to order at 9:32 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

Ms. Anderson conducted the roll call, and all Board members were in attendance, except for Ms. Paulson who was excused. Members who attended via Zoom were by themselves.

3. Opening Protocol

Mr. Nāho'opi'i opened the meeting with the Aloha chant.

4. Presentation, Discussion and/or Action on the Plans for 2025 U.S. Market Saturation Activations

Chair Hannemann introduced the single agenda item, which was that the good news that Gov. Green had increased the HTA operating budget for the 2026 fiscal year (FY26) by an additional \$3 million for the U.S. base market brand marketing with another \$3 million for Japan brand marketing. The Chair added that the \$3 million for Japan was to recur in FY27.

Chair Hannemann publicly acknowledged and thanked the Governor for this budget increase. There were robust discussions about the budget, with various ideas expressed in votes during several Board meetings. The Chair noted that some Board members had expressed their feelings about the budget to the Governor. Chair Hannemann had always believed that the budget should exceed \$70 million, and the Governor had clearly stated to the Chair and other Board members that he would be open to increasing the budget if the fiscal situation were to improve. The Governor had proposed an addition to the budget, and the administration was requesting a \$76 million operating budget from the legislature.

Chair Hannemann had been delighted with the stance of the administration and had already heard from members of the legislature who supported the budget increases. The Chair encouraged all Board members to inform the Governor of their appreciation, noting that the Governor had a difficult task since every State agency hoped for a larger budget. It was gratifying that the Governor had been able to honor the HTA's desire for an increase.

Chair Hannemann acknowledged the role of the Director of the Department of Business, Economic Development, and Tourism, (DBEDT), James Tokioka, and Brooke Wilson, who had been very supportive in transmitting the desires of the HTA. The Chair also appreciated the Director of the Department of Budget and Finance (B&F), Luis Salaveria, who had advised the Governor.

The Chair reminded Board members that during the present meeting, they were to consider an opportunity to tap into the \$6.3 million the Governor had authorized for release. This money had been part of the DBEDT budget and had been restricted until the Governor's authorization. In effect, the Governor had consented to unrestricting this money, ensuring that the legislature would agree with the supplemental requests. The Chair stated that this represented a major step in showing that the administration acknowledged the role of the HTA.

Mr. McCully asked whether Mr. Pfund was present at the meeting, and members of the HTA staff responded that he was not yet present.

Mr. Nāho'opi'i stated that Ms. Anderson was to present several slides, adding that the present meeting had been initiated by the January 31, 2025 declaration by the Governor that \$6.3

million of previously restricted funds from the DBEDT budget was to be released to support the recovery of the visitor industry from the downturn caused by the 2023 Maui wildfires.

Mr. Nāho'opi'i stated that at their meeting the previous day, the Brand Standing Committee (BSC) had made a motion to the Board recommending approval of \$6.3 million to HTUSA for California market activation in 2025, consistent with the Governor's intent to address Maui's recovery and the California downturn, subject to approval by the Budget, Finance, and Convention Center Standing Committee (BFCCSC). The purpose of the present meeting was to discuss this motion, and the forthcoming presentation would provide more details of the California market activation so that the Board would be comfortable approving the allocation of \$6.3 million to HTUSA for the market activation.

The HTA staff had requested that the Board go into the Executive Session to give a presentation on the details of the activation to protect the HTA's competitive advantage in branding and marketing.

AG Cole stated that the Board was going into Executive Session pursuant to SB201-B4, allowing for Executive Session for the Board to receive information that should be kept confidential to protect the competitive advantage of Hawai'i as a visitor destination.

Chair Hannemann noted that Mr. Pfund had a prior commitment but would attend the meeting shortly. Mr. Pfund had proposed the motion that had been recommended by the BSC, and this was restated by Ms. Anderson as follows:

The Brand Standing Committee proposed that the Board approve \$6.3 million to HTUSA for California market activations in 2025, consistent with the Governor's intent to address Maui's recovery and the California downturn, subject to BFCC approval.

The motion was seconded by Chair Hannemann, and the floor was opened for discussion.

Mr. Nāho'opi'i asked for a motion to go into Executive Session.

Mr. McCully proposed that the Board go into Executive Session, and the motion was seconded by Ms. Iona.

Chair Hannemann asked for any opposition or abstentions. There were none, and the motion was carried unanimously.

Mr. McCully asked whether any non-staff persons would be invited to attend the meeting.

Mr. Nāho'opi'i responded that the HTUSA staff present in the room were Ms. Goo, Ms. Hagihara, Mr. Ka'anā'anā, Mr. Kishi, Ms. Anderson, and himself.

The Board members entered the Executive Session at 9:45 a.m.

[Executive Session]

The Board members returned to the regular session at 11:09 a.m. AG Cole reported that the Board had a robust discussion, took a vote, and unanimously moved to approve \$6.3 million to HTUSA, be focused on Maui Recovery efforts with a plan to be approved by the Board, based on consideration of the Governor's intent and proposal to be presented by the HVCB, subject to budget approval.

5. Adjournment

Chair Hanneman adjourned the meeting at 11:10 a.m.

Respectfully submitted,



Sheillane Reyes
Recorder



Ke'ena Kuleana Ho'opipa O Hawai'i
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**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY
Thursday, February 27, 2025, 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), Kimberly Agas, Todd Apo, David Arakawa (Zoom), Stephanie Iona (Zoom), James McCully, Lisa Paulson, Roy Pfund, James Tokioka (Ex Officio, DBEDT Director), Mike White (Zoom)

MEMBER NOT PRESENT:

Chris West

HTA STAFF PRESENT:

Daniel Nāho'opi'i, Kalani Ka'anā'anā, Isaac Choy, Talon Kishi, Caroline Anderson, Jadie Goo, Carole Hagihara, Lindsay Sanborn, Amalia Kartika, Milton Lafitaga, Blane Andrade

GUESTS:

Jennifer Chun, Teri Orton, Mari Tait, Jeffrey Eslinger, Lei-Ann Field, Kara Imai, Carmela Resuma, Mailikapu Heanu, Puka Asing, Darlene Morikawa, Aaron Salā, Scott Horowitz, Lance Aquino, Lynn Whitehead, Ka'ini Aranaydo

LEGAL COUNSEL:

John Cole

1. Call to Order

Chair Hannemann called the meeting to order at 9:32 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

Ms. Sanborn conducted the roll call, and members were in attendance except for Mr. West, who was excused. Members who attended via Zoom were by themselves.

3. Opening Protocol

Mr. Nāho'opi'i conducted Oli Pale for the opening protocol.

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 January 17, 2025 Special Board Meeting and January 30, 2025 Regular Board Meeting

Mr. McCully proposed a motion to approve the minutes. Ms. Agas seconded it, and the motion passed unanimously.

6. CEO Report

Mr. Nāho'opi'i stated that the Board and the public had received a written CEO report detailing all activities conducted in January; therefore, he intended to highlight only a few key points.

Three new staff members had been hired and were to be introduced. Ms. Kui Adolpho, the newly hired Moloka'i destination manager, was present online during the discussion. Mr. Nāho'opi'i reminded Board members that the legislature had awarded five positions in the previous year's budget—one for each county and an additional position for Moloka'i. Ms. Adolpho would lead the work on Moloka'i, particularly within the community, collaborating with local networks. She had already participated in several 'Umeke sessions to promote

community funding programs on the island and encouraged other industry partners to be part of the process while keeping them informed about the HTA initiatives.

The destination manager for O‘ahu, Mr. Blane Andrade, was physically present at the meeting. He operated out of the HTA office, managing regional tourism and destination management projects. His efforts aimed to promote activities and strengthen connections between community networks and industry partners.

Mr. Nāho‘opi‘i noted that the brand manager for sports, Mr. Milton Lafitaga, was also present at the meeting. He was well-known to many Board members due to his extensive experience in sales and marketing across various properties, and thus, he brought substantial expertise to his new role. Mr. Lafitaga had previously worked with the HTA on sports programs, and he was located in the HTA office, where he would be available to consult on information or proposals.

Mr. Nāho‘opi‘i stated that the Brand Standing Committee (BSC) had discussed updates on preparing the 2026 marketing plan. The committee also addressed the HTA’s collaboration with Brand USA. Federal funds were leveraged to target smaller markets and create a new website, which Brand USA would utilize to promote Hawai‘i, thus enabling the destination to reach other markets that previously lacked representation. Additionally, a travel agent training platform was under development. While aligned with the platform used by the HTA, this version had been abbreviated for use in travel trade training by Brand USA.

Mr. Nāho‘opi‘i gave an outline of the Spring Tourism Update scheduled for the following week, for which the HTA staff had been diligently preparing. This would be a week of activities uniting industry partners and the community with the HTA and facilitating discussions about the HTA’s initiatives. The event would also allow the HTA to receive feedback from industry partners, ensuring greater coordination across various projects. Several GMTs were scheduled to arrive over the weekend and would participate in a FAM tour of Hawai‘i Island, aimed mainly at international markets. Beyond O‘ahu, Hawai‘i Island was a typical next destination for international visitors, offering attractions such as volcano visits and ocean sports.

March 4, 2025, would see stakeholder meetings bringing together numerous industry partners to receive updates about the year’s trade shows and missions. These discussions would also allow feedback from individuals engaged in international markets, helping develop strategies for the second half of 2025 and 2026.

On March 5, 2025, a public conference and seminar were scheduled from 8:00 a.m. to 12:15 p.m. The seminar would be partially live and partially virtual; a link for this seminar had already been sent to stakeholders.

On March 6, 2025, there will be an internal gathering of all HTA staff for an entire day devoted to planning and addressing collaborative issues. This session would focus on sharing ideas, and Ms. Anderson was to provide input into processes and marketing plans.

March 7, 2025, would mark Tourism Day at the Capitol with a collaboration between the HTA, the Hawai'i Lodging and Tourism Association (HLTA), the Native Hawaiian Hospitality Association (NHHA), and the Hawai'i Visitors and Convention Bureau (HVCB). The morning focused on introducing legislators and their staff to the importance of tourism in Hawai'i. Tourism Day 2025 will feature more than 40 tables demonstrating the diversity of tourism and its impact on Hawaii's economy. Mr. Nāho'opi'i pointed out that the impact of tourism extended beyond hotel lodging and tourist attractions; it also encompassed agriculture and community tours. In addition, many local organizations benefited from tourism. All the GMTs would attend Tourism Day, offering legislators an excellent opportunity to meet the international marketing teams in person. Many legislators had previously collaborated with these teams on various projects.

Mr. Nāho'opi'i noted that during January 2025, significant efforts had been made toward destination stewardship. Many Board members had participated in various golf events for Aloha Spring, such as the Sony Open and the Century Tournament. Other notable sports events included the Polynesian Football Hall of Fame and the Transpacific Volleyball Tournament. Several signature and community events also took place, and these were listed on the Go Hawai'i calendar.

Mr. Nāho'opi'i informed Board members that the Tour Guide certification program had been completed, while the Curator program was still being actively promoted to encourage the participation of industry partners, raising their standards and recognizing those who met the required level. This enhanced the perceived value of the destination.

Mr. Nāho'opi'i stated that efforts were ongoing with the strategic and functional plans and the Destination Management Action Plans. He added that the entire process was being communicated to the legislature. Information from the legislative Permitted Interaction Group (PIG) was intended to clarify the work accomplished in January. Staff had been preparing testimony for the Ways and Means and Finance budget briefings and the specific HTA bill.

Mr. McCully expressed concern regarding the vacant positions of Senior Brand Manager and Public Affairs Manager and inquired whether these positions were currently being filled.

Mr. Nāho'opi'i explained that both positions had concluded at the end of January 2025 and had remained unfilled since February 1. The paperwork to fill these roles was still in progress. Mr. Nāho'opi'i explained that responsibilities for public affairs had been distributed among several

individuals; Mr. Ka'anā'anā had been tasked with responding to media inquiries and requests, while Ms. Anderson was assigned to assist in drafting and submitting testimony, as well as supporting the legislative PIG and collaborating with Ms. Hagihara on testimony submissions.

Mr. McCully humorously observed that Mr. Ka'anā'anā's appearance was quite photogenic.

Mr. McCully pointed out the absence of Anthology cover support for Public Affairs.

Mr. Nāho'opi'i responded that the staff had been trained in handling e-blasts and other communications and were now equipped to manage notifications effectively. He also emphasized that they had made progress in reclaiming responsibilities for these tasks.

Mr. McCully noted the availability of three newly recruited staff members.

Mr. Nāho'opi'i replied that the new staff would be licensed for procurement activities.

Mr. Nāho'opi'i added that the Senior Brand Manager who had departed had been predominantly responsible for the U.S. Major Marketing Area (MMA) contract. Ms. Anderson had assumed oversight of this responsibility. Ms. Goo took charge of the Global Support Services contract, while Ms. Anderson oversaw the HVCB contract for island destination marketing.

McCully remarked on Ms. Anderson's extensive responsibilities, describing her as managing nearly everything.

Mr. Nāho'opi'i responded that a number of structural changes had been implemented to distribute the workload. After discussions, the pace of the strategic planning process had been slowed in anticipation of the arrival of a new planner in two weeks. Most of the planning responsibilities were to be transferred to the new planner, relieving Ms. Anderson of some duties. Ms. Anderson had also been conducting preliminary research with on-island destination managers.

Mr. Nāho'opi'i added that Ms. Anderson would temporarily take on the Chief Administrative Officer (CAO) role in addition to a portion of the Chief Executive Officer (CEO) responsibilities, enabling him to manage additional contracts.

Mr. McCully inquired whether Ms. Anderson was assuming the CAO role without holding the official position, and Mr. Nāho'opi'i confirmed that the assignment was temporary.

Mr. McCully humorously referred to Ms. Anderson as a "superwoman," remarking on her growing list of responsibilities, while Mr. Nāho'opi'i emphasized the team's collaborative spirit and mutual support.

Mr. Ka'anā'anā inquired whether any Board members knew of suitable candidates for the Public Affairs Officer position, which had been advertised on the HTA website. He thanked the Director of the Department of Business, Economic Development and Tourism (DBEDT), James Tokioka, for signing the B3 form, enabling Ms. Hagihara to post it the previous day.

Dir. Tokioka noted that the request had been signed earlier.

Mr. Ka'anā'anā explained that it pertained to an RFP.

Ms. Sanborn informed Board members that Ms. Iona was present online at the meeting.

7. Board Chair Report

Chair Hannemann stated that every staff member in the HTA was contributing to filling the gaps in staffing, expressing his appreciation for the staff who had recently joined the authority.

The Chair noted that Friday, March 7, 2025, would mark the eighth year of celebrating Tourism Day at the Capitol, an event well attended by legislators and co-chaired by Sen. DeCoite and Representative Tam, the tourism co-chairs. Invitations to meet with the HTA group had been extended to the Speaker of the House, the Tourism chairs, the Senate President, and the Finance and Ways and Means chairs in an event running from 8 a.m. to noon. This would enable legislators to give their overview of tourism activities and priorities. Senators, representatives, and their staff would also have the opportunity to explore the various exhibits, with staff interactions often proving beneficial.

Chair Hannemann mentioned that he and Mr. Apo had dedicated considerable time to tracking HTA-related bills in the legislature. He urged Board members to share any information about this legislation they might have obtained. The Chair and Mr. Apo communicated daily about the bills they were monitoring and would welcome updates to determine appropriate actions.

The Chair noted that on the previous day, the Nā Po'e Pa'ahana awards for hospitality employees had been presented, and two individuals had received special recognition:

- Dr. Aaron Salā, for serving as the Director of the 13th Festival of Pacific Arts and Culture and
- Mr. Ka'anā'anā, for his role as the commission chair of FestPAC.

The efforts of these two persons, in collaboration with the Governor and First Lady, had resulted in the organization of an exceptional event, which not only achieved a \$30 million return on investment but also reaffirmed familial ties with the 26 Pacific Island nations in attendance, strengthening connections across Oceania.

Chair Hannemann concluded by noting that the Board should proceed to Agenda Item 8, which requires an Executive Session.

8. Presentation, Discussion, and Action on a Plan for \$6.3 Million to HTUSA to be Focused on Maui Recovery Efforts***

AG Cole announced that the Executive Session would fall under the exception of open meetings under Section §201(B)-4 for the purpose of discussing information that must be kept confidential to protect Hawaii’s competitive advantage in tourism.

Mr. McCully proposed a motion to enter the Executive Session, and Ms. Agas seconded the motion. The motion passed unanimously.

Mr. Nāho’opi’i stated that Mr. Ka’anā’anā, Mr. Choy, Mr. Kishi, Ms. Anderson, Ms. Sanborn, Ms. Kartika, and himself were to attend the Executive Session.

Dr. Salā, the President and CEO of the HVCB, said he would join the Executive Session along with the following HVCB staff: Ms. Field, Ms. Imai, Ms. Morikawa, Ms. Whitehead, and Mr. Eslinger.

The Board convened the Executive Session at 9:53 a.m.

[Executive Session]

The regular Board meeting resumed at 12:29 p.m.

AG Cole reported that the Board had a discussion and voted on a motion for \$6.3 million to be focused on the Maui recovery effort. The motion had been passed by the Board by eight Yes votes to three No votes.

9. Report and/or Action by the LEGISLATIVE PERMITTED INTERACTION GROUP

a. Discussion, and Action on Board Resolution 2025-01 for the Delegation of Authority to Present Policy Positions

Mr. Apo informed the Board members that they had been provided with a legal-sized document detailing the bills with which the HTA was concerned. He intended to review this document and seek Board approval for the positions listed, which supplemented the general policy position passed earlier in the year. Legislators had inquired whether the Board had approved specific positions. While general approval existed within the previous policy, the team aimed to present themselves in the best possible light before legislative committees.

The document referred to three types of bills:

1. Governance Bills: These addressed various issues related to the HTA. While most were not groundbreaking, some raised concerns. For example, in the first bill listed, SB1571, the second-to-last bullet proposed changing the phrasing from “limited by this chapter” to “provided by law,” which was likely to create confusion regarding the HTA’s relationship with the DBEDT. This clause broadened the exception, and efforts were underway to address it. The position of Chief Executive Officer was also discussed, and the ongoing recruitment efforts received support. Mr. Apo highlighted removing the “global economic crisis” from the list of emergencies for which the HTA could request funding, as such crises could significantly impact the visitor industry.

2. Other Bills: Mr. Apo summarized these quickly. They included bills on the following:

- **Technology Enablement:** This was to be supported due to its alignment with the existing HTA programs.
- **Hawai’i Beach Day:** The HTA was to collaborate with the Department of Land and Natural Resources (DLNR).
- **Naming Rights for the Convention Center:** This proposal had revenue potential but raised concerns about signage and related issues.
- **Performing Arts Special Fund (PASF):** A proposed 1% fee on ticket sales for concerts in state facilities raised questions about its application to events at the convention center, particularly cultural events. Mr. Apo noted that the application of the fee would be clear if a pure concert were staged, but it was more complicated if a week-long convention brought in entertainment for dinner. He asked whether this could be considered a concert, and, if so, whether the 1% fee would then be levied on the entire convention fee. He noted that there was ambiguity regarding this fee and the types of events held in the convention center. The fee could add costs to cultural events, and these issues had been raised in the HTA’s comments.
- **Tourism and Gaming Workforce Group:** The HTA would seek representation in this body.
- **Agricultural Tourism:** This was to be monitored as part of the regenerative tourism model.

3. Transient Accommodations Tax (TAT) Bills: The HTA maintained that any changes in TAT must connect to the visitor industry. The HTA had refrained from outright opposition to bills with partial connections to the industry, instead raising concerns.

- Mr. Apo noted that the Visitor Green Fee appeared to lack legislative traction.

- Two companion bills in the House and Senate proposed increasing the TAT to fund climate mitigation and tourism-related infrastructure. The HTA supported these bills with comments since using the increased TAT for tourism infrastructure provided a potential connection with the visitor industry. Although these were administration bills, Mr. Apo stated that the HTA had been asked to support them while including their comments. He added that legislators had asked whether the HTA supported these bills because of the increase in TAT, but Mr. Apo had responded that the HTA would support increases in TAT if the revenue were used for tourism infrastructure. He believed that ultimate decisions on all the TAT bills were likely to end in conference, so it was essential for the HTA to state their position and explain the issues so that they could guide the continued progress of these bills.
- Mr. Apo explained that the next bill did not change TAT but deposited money from its revenue into the Climate Mitigation Resilience fund, as did the following bill listed as #7.
- Mr. Apo added that a further bill defined a \$20 tax to be levied on stay space awarded for points, miles, and other rewards.
- Finally, a 1% increase in TAT was proposed to benefit the Hawaiian Homes General Loan Fund. The HTA might eventually oppose this bill due to its lack of connection to the visitor industry.

Mr. Apo expressed his gratitude to Ms. Anderson and the HTA staff for effectively summarizing pending legislation.

Mr. Apo proposed a motion for the Board to approve HTA's positions as outlined in the printed review of pending legislation.

Chair Hannemann commended Mr. Apo for his work as Chair of the Legislative Permitted Interaction Group (PIG) and emphasized the importance of ensuring that TAT funds were used to support the visitor industry. The Chair noted the Governor's focus on climate mitigation and cited the need for specific language in the bills to reflect this connection.

Chair Hannemann also addressed Bill 1571, which aimed to preserve the HTA's policymaking authority under Chapter 201B-3, ensuring clarity in its relationship with DBEDT and the President/CEO's ability to hire staff.

Dir. Tokioka highlighted the Governor's sensitivity to climate-related issues, referring to the Lahaina wildfires and the recommendations of a climate advisory task force. While Dir. Tokioka had never supported a TAT increase; he acknowledged the Governor's challenges and the potential for additional marketing funds. He agreed with Chair Hannemann on preferring TAT

revenue to be allocated to a special fund but recognized the legislature's differing perspective. Dir. Tokioka also acknowledged the difficulty of providing comments without outright opposition, reflecting the balance required for an administrative department.

Chair Hannemann asked Ms. Sanborn to conduct a roll call vote, and the motion was carried unanimously.

Mr. Apo inquired whether the Chair wished to follow the same procedure for the budget bill, noting that the PIG had not yet addressed budget legislation due to the absence of specific issues.

Chair Hannemann had participated in the budget discussions and shared positive news for the HTA. The Governor had amended the 2026 budget, initially set at \$70 million, by adding \$6 million—\$3 million allocated for Japan and \$3 million for the United States. The \$3 million for Japan was to recur in the second year of the biennium. Chair Hannemann emphasized the importance of Japan as a key international market, alongside California and the West Coast as significant domestic markets. The Governor had spent much time in Japan, collaborating with DBEDT, the HTA, and Mr. Eric Takahata of Hawai'i Tourism Japan to ensure a robust return of the Japanese market. The Chair saw this budget increase as a step toward achieving the \$80 million budget previously voted on by the Board. However, its approval depended on the legislature's decision to accept, amend, or reject the Governor's recommendation. Chair Hannemann expressed optimism about defending the budget.

The Chair added that the HTA Staff had been collaborating closely with the Legislative PIG to prepare for defending and justifying HTA's budget requests, particularly as they aimed to secure additional funding. Recognizing the visitor industry as the primary driver of Hawaii's economy, Chair Hannemann underscored the necessity of increasing the HTA's budget despite competing interests within the legislature. He expressed gratitude to the Governor for the budget amendment, which favored HTA for the upcoming discussions.

Mr. Arakawa apologized to Mr. Apo and Chair Hannemann for raising this topic outside budget discussions but noted that the Governor's actions aligned with the Budget, Finance, and Convention Center Standing Committee's (BFCCSC's) recommendation to request a base budget of \$70 million, leaving room for the Governor and legislature to increase it. This approach differed from the Board's initial vote for an \$80 million budget, which had been subsequently reduced. Mr. Arakawa thanked the Governor and expressed hope for additional funding to support the HTA's programs.

Chair Hannemann requested Ms. Sanborn to conduct a roll call vote. With no objections or abstentions, the motion was carried unanimously.

10. Report and Update by the BRANDING STANDING COMMITTEE

a. Presentation and/or Discussion Regarding an Update on the Meetings, Conventions and Incentives Market Activity and Pace Report, and Hawai'i Convention Center Activity and Local Sales with Meet Hawai'i

Chair Hannemann introduced Agenda Item 10, providing an update from the Branding Standing Committee (BSC).

The Chair of the Branding Standing Committee, Mr. Roy Pfund, reported that the committee had convened the previous week to discuss the utilization of the additional \$6.3 million in funding but had not addressed other reports. He then introduced a presentation on MCI market activity.

Ms. Lynn Whitehead, the HVCB Vice President in charge of Meetings, Conventions, and Incentives (MCI), expressed her appreciation for being present at the Board meeting and summarized her report. She noted that much information was included in the meeting packet and emphasized the importance of discussing the key MCI programs and their evaluation methods. In collaboration Mr. Nāho'opi'i, Mr. Choy, Ms. Orton, and the HTA staff, Ms. Whitehead hoped to develop new measurement approaches, which would be discussed at a future meeting.

Summarizing the 2024 final production, Ms. Whitehead stated that through contracted groups, the MCI Meet Hawai'i team represented an approximate \$815 million economic impact for the State of Hawai'i. The report differentiated single-property and citywide production. Ms. Whitehead announced that future reporting would occur quarterly, with the next report focusing on first-quarter achievements scheduled for May 1, 2025. Ms. Whitehead also mentioned new initiatives, including changes in the sports market, and noted that in collaboration with the HTA and the General Manager of the HCC, Ms. Teri Orton, benchmarks for the HCC were to be set to inform future group incentive strategies. A new program was to be launched to leverage citywide groups by promoting pre- and post-event visits to other islands.

Ms. Whitehead had not attended the BSC meeting held the previous week, but Ms. Orton had appeared before the Budget, Finance, and Convention Center Standing Committee (BFCCSC) to address challenges with the depletion of Marketing Flexibility Funds (MFF). MFF served as the incentive funding mechanism for the State of Hawai'i and Meet Hawai'i, but these funds were nearly exhausted for the following three years. Ms. Whitehead noted that 96% of fellow

destination management organizations maintained similar funds to support citywide group incentives. These funds reduced convention costs, yet the MFF had already been fully utilized for the next three years.

To address this issue, Ms. Whitehead requested Board support to work with the HTA on securing additional funds. In the meantime, discussions with hotels were underway to explore rebates and other cost-support options for groups. Efforts were also being made to reevaluate return on investment (ROI) frameworks for both the destination and the convention center. She relied on Mr. Nāho'opi'i and Mr. Choy to advocate for increased MFF in future years, with FY27 being a focal point. Although wary of delving into details in a public meeting, she highlighted that the MFF cap, set at approximately \$500,000, had diminished over the years due to the pandemic and other factors. She sought Board support to continue discussions with Mr. Nāho'opi'i and Mr. Choy about raising the incentive threshold.

Mr. Pfund inquired whether an agenda item existed regarding the reallocation of the MFF, receiving an inaudible response.

Mr. Nāho'opi'i clarified that while Ms. Orton had previously presented a request, no vote had been taken to increase the MFF amount. He noted that the immediate goal was to obtain Board support to raise the MFF, though specific sources and amounts were yet to be determined. He emphasized incorporating a higher MFF level into the FY27 budget request.

Ms. Whitehead acknowledged shorter-term needs but stressed the importance of Board discussion on the increase in MFF.

Mr. Nāho'opi'i responded that the matter would be returned, with specific amounts, to the BSC and the BFCCSC. He added that changes in incentive management and fund allocation were under consideration to optimize cash flow. While currently constrained, they anticipated higher cash requirements than the allocated amounts for FY26/FY27, estimating a request of \$600,000. Mr. Nāho'opi'i noted that potential client organizations sought incentives to confirm their participation.

Ms. Whitehead emphasized the urgency of market competitiveness, noting that nine potential groups required immediate incentive approvals. She explained that 38% of tentative bookings involved incentives and expressed concern that opportunities would be lost during final negotiations without enhanced flexibility.

Mr. Pfund agreed to place the issue on the agenda of the next BSC meeting, acknowledging the high revenue potential of this market and the necessity of accurately calculating spending and ROI.

Mr. Nāho‘opi‘i concluded that barring negative feedback, the team would proceed with efforts to increase incentives and report back to the committees and the Board.

Ms. Whitehead expressed her gratitude for this response.

Mr. Apo inquired whether a one-month timeline for a response would suffice.

Ms. Whitehead expressed the need for urgency, noting that if the current Board meeting were to approve the request for increased MFF, internal processes with Mr. Choy could begin at once so that current contracts could be addressed as soon as possible.

There was an inaudible response.

Mr. Apo repeated his question and asked if the response was “As Soon As Possible.”

Ms. Whitehead emphasized the urgency of the situation, explaining that the groups currently making decisions had been assured that efforts were underway to provide incentives.

Mr. Apo asked whether, in an ideal scenario, the Board would approve funding immediately.

Ms. Whitehead confirmed that this would be her preferred course of action.

Mr. Arakawa pointed out that the conventions were scheduled several years into the future.

Ms. Whitehead reiterated that decisions were being made now. This prompted Mr. Apo to acknowledge that timing was a critical issue.

Mr. Pfund inquired about potential mechanisms to address the immediate Marketing Flexibility Funds (MFF) shortage.

The HTA Vice President for Finance, Mr. Isaac Choy, reminded Board members that conventions were planned years in advance. To ensure adequate funding for such events, the HTA needed to develop a solid plan for Meetings, Conventions, and Incentives (MCI) and MFF that maximized expenditure impact. Mr. Choy expressed confidence in Ms. Whitehead’s and Ms. Orton’s judicious use of funds but emphasized that MFF funds were not intended for local groups and needed to be allocated strategically to maximize returns.

Mr. Pfund asked whether there was any possibility of reallocating funds for immediate use.

Mr. Choy and Mr. Nāho‘opi‘i confirmed that no additional funds were available in the FY25 budget.

Mr. Nāho‘opi‘i explained that the focus should be on securing additional MFF funding for FY27, which would require an amended budget submission in 2026.

Ms. Orton confirmed that the current threshold for FY25, FY26, and FY27 was already fully committed, but the team was in contact with several high-priority groups for which incentives were important.

Mr. Pfund acknowledged that addressing immediate concerns through the FY25 budget was not feasible.

Building on his experience as Brand manager, Mr. Ka'anā'anā attributed the issue to the HTA's finance being shifted to general funding, limiting HTA's ability to make multi-year commitments and limiting future MFF allocations. He stressed that losing the special fund had significantly impacted the HTA's competitiveness in securing long-term business for Hawaii's newly refreshed convention facilities. It would be difficult for groups to commit to booking if future funding by the legislature could not be guaranteed. Events were booked three, four, five, or even ten years in advance for large citywide events.

Mr. White asked Ms. Whitehead whether she had analyzed MFF levels at similar-sized facilities.

Ms. Whitehead confirmed that she had conducted her survey and that a company had also conducted a study. She proposed forwarding this information to Mr. White so he could share it with the Board if necessary.

Mr. White agreed that context was important and emphasized enabling the MCI team to make future commitments. He suggested seeking legislative approval for a special fund.

Chair Hannemann reminded Board members that major events were often booked years in advance, making it crucial to adopt a proactive approach and explore options for an expanded budget.

Mr. Ka'anā'anā proposed revisiting the Convention Center Enterprise Special Fund (CCESF) to address the funding gap.

Mr. Choy explained that using the CCESF would still require legislative approval for a ceiling increase, effectively equating it to a general appropriation.

Mr. Ka'anā'anā suggested deferring a capital improvement project from the six-year budget to free up approved funds.

Mr. Nāho'opi'i raised the possibility of adjusting food and beverage (F&B) discounts as part of the incentive strategy.

However, Ms. Whitehead clarified that food and beverages were essential elements of group programs, limiting the viability of such adjustments.

Mr. Choy voiced concern about diverting funds from essential repairs and maintenance.

Mr. Nāho'opi'i concluded that additional calculations and discussions were necessary to determine a viable incentive formula. He acknowledged ongoing disagreements about how best to structure and allocate future incentives, noting that trade-offs might extend beyond cash-based solutions. He added that the team had discussed potential adjustments to the F&B amounts funded through the special fund. He noted that in instances where there was a lower or negative F&B amount, the shortfall was compensated by the special fund. Mr. Nāho'opi'i suggested that offering discounts on F&B at the convention center could incentivize groups while reducing overall costs. Additionally, he emphasized the importance of reevaluating the broader incentive transportation strategies and recalculating these to ensure effectiveness.

Mr. Nāho'opi'i inquired whether Ms. Whitehead had a chart detailing areas of excess that could help determine a recommended amount to address the immediate funding issue.

Ms. Orton asked whether the recommendation involved reducing F&B costs in contracts.

Mr. Nāho'opi'i responded that lowering F&B costs would reduce overall expenses, but Ms. Whitehead countered that food and beverage remained integral to group programs, rendering such an approach less viable.

Mr. Nāho'opi'i clarified that operating funds would need to offset any reduction in total building expenditures.

Mr. Choy expressed a preference against reducing food and beverage costs, citing the need for repairs and maintenance funding.

Mr. Nāho'opi'i pointed out that this divergence in perspectives underscored the necessity for further calculations to reach a consensus on how future incentives should be structured. He acknowledged the lack of a specific proposed amount due to ongoing disagreements over the evaluation formula and the types of trade-offs—beyond cash-based solutions—that could be considered.

Ms. Whitehead provided additional context, informing Board members that the evaluation process had undergone a review the previous July. She noted the challenge of simultaneously selling and pausing to reevaluate, as this risked failing to finalize contracts with groups. To address this, she proposed implementing a new evaluation plan for a year, followed by a 90-day review period to assess its performance. This would allow for a nine-month trial period, after which adjustments could be made for subsequent years. Ms. Whitehead emphasized the need for everyone involved to accept the chosen evaluation methodology, which had to reflect

changes in the business over recent years. She also acknowledged that some current opportunities might be lost during this transitional phase.

Ms. Orton added that, while it was possible that some of the nine tentative groups might not close, providing incentives was necessary to remain competitive. Based on the ongoing negotiations, she emphasized the importance of supporting these groups to secure their participation.

Mr. Choy emphasized the importance of making the discussion productive so that a comprehensive plan could be presented at the next BSC meeting.

Chair Hannemann reminded Mr. Choy to inform himself and Mr. Apo if legislative approval should become necessary so that they could incorporate it into their strategy.

Mr. Apo suggested reevaluating statistical methods and daily expenditure metrics, which could strengthen the case for increasing Marketing Flexibility Funds (MFF), particularly as multi-year commitments needed to be made far in advance.

Mr. Choy cautioned that while tax revenue generated by these groups benefited the state, it did not directly support the HCC, which was supposed to balance its operational costs.

Ms. Whitehead expressed gratitude for the group's engagement, while Mr. Nāho'opi'i apologized for not addressing this issue at the previous BSC meeting.

Ms. Orton stressed the immediacy of the situation, noting that several large groups—primarily from Asia—required funding incentives within the coming week to secure their business for 2025, 2026, and 2027. She pointed out that the convention center's success hinged on citywide business and highlighted a decline in bookings beyond 2027. This urgency had been supported by Mr. Andrew Koh from the Asia office, who was in contact with a number of groups that were 95% ready to commit but required MFF for finalization.

Chair Hannemann asked about the amount required for MFF, and Ms. Orton estimated that \$225,000 would be required to accommodate three large groups.

The Chair promised to consult with the HTA staff and give an update.

Ms. Whitehead stated that Mr. Koh was present online and requested an opportunity to speak.

Mr. Koh introduced himself and thanked Ms. Whitehead, pointing out that there was urgency for some groups from Asia that were good citywide businesses. If incentives were provided, they would sign the licensing agreements immediately, but if not, that business might be lost.

Mr. Koh thanked the Chair for the opportunity to speak and thanked Ms. Orton and Ms. Whitehead for informing the Board of the MFF issue.

Mr. Apo asked about the size of the groups.

Mr. Koh responded that the group for 2025 would involve about 4,000 people with about 8,000 room nights and two gala dinners at the convention center, with minimum spending on food and beverages of \$130 per head. The 2027 group is from Asia. It would involve 1,800 participants for about 3,600 room nights and a high minimum food and beverage expenditure, bringing in a large revenue for the convention center.

Mr. McCully asked about the metrics linking MFF requests to participant numbers and spending levels.

Ms. Whitehead clarified that an algorithm was used to calculate a 4:1 ROI for the destination, with break-even points for the convention center. While many groups met the benchmarks under the current methodology, Ms. Whitehead acknowledged the need for revisions to reflect evolving business dynamics. She offered to share her confidential report with Board members to inform them of their decisions.

Mr. Apo echoed Mr. McCully's point about the financial scale of the request but suggested that staff, particularly Mr. Choy, should explore funding sources.

Mr. Choy, however, indicated that he could not commit to identifying the required funds from the 2025 budget, which had only four months to run.

Mr. Ka'anā'anā proposed exploring the Convention Center Enterprise Special Fund (CCESF) and the HCC Repairs and Maintenance (R&M) budget as potential sources.

Mr. Choy explained that legislative approval would be required for any special fund usage or ceiling increase, and additional challenges would be posed by Program IDs.

Mr. Nāho'opi'i recommended seeking creative solutions, noting that MFF funds could not be sourced from the HCC budget. He proposed that if the Board so instructed, staff could reallocate marketing funds, although this solution had inherent challenges.

Ms. Orton explained that the group proposing a 2025 event was a large group with high expenditure whose value extended beyond HCC revenue and aligned with broader marketing goals. She suggested that the Board concentrate on the 2025 group.

Chair Hannemann recommended focusing on immediate needs for the 2025 group, estimated at \$26,000 while addressing funding for 2026 and 2027 in subsequent budget discussions.

Mr. Nāho'opi'i asked for confirmation that the \$26,000 incentive was from Program ID 114.

Ms. Iona asked whether the \$26,000 incentive would secure a definite booking from the 2025 group, and Chair Hannemann confirmed this.

Ms. Iona inquired whether private donations could be accepted, pointing out that it would be possible for the \$26,000 to be contributed by a group of people, given that it was not a significant sum and its provision would secure the business for HCC. She asked Mr. Choy to give his input on this suggestion.

Mr. Choy requested that the question be repeated. Ms. Iona stated that for 2025, the required amount was \$26,000 and asked if it could be accepted as a private donation to cover the convention center costs. Mr. Choy responded that he did not know, but Ms. Iona urged him to find out.

Chair Hannemann remarked that this amount was not substantial and that efforts should be made to investigate further. He noted that the Board now had clarity regarding the short-term requirement of \$26,000.

Mr. Apo inquired whether the funds were necessary to take action to honor the contract.

Mr. Nāho'opi'i explained that the Board could direct staff to seek the funds, and if they were available, approval would be granted. He also stated that staff would have to decline if the funds could not be reallocated.

Mr. Choy repeated that it was February and the fiscal year would end in four months.

Chair Hannemann called upon the Board to take action.

Mr. Apo proposed a motion that the Board request HTA staff endeavor to locate the \$26,000 required for the 2025 event and collaborate with the Budget Committee Chair to facilitate this. Mr. Apo added that the Board would approve the expenditure if the funds were identified. The motion was seconded by Mr. McCully.

Chair Hannemann invited a discussion on the matter.

Ms. Iona suggested that the motion should include the possibility of exploring private support.

Mr. Apo stated that he would seek a ruling regarding private support, and Ms. Iona declared that she could identify a private source for the funds by the following day.

Chair Hannemann directed Ms. Sanborn to conduct a roll-call vote, and the motion was carried unanimously.

11. Presentation on HTA Destination Stewardship Programs

Chair Hannemann called on Mr. Ka'anā'anā to present information about the HTA Destination Stewardship programs.

Mr. Ka'anā'anā gave a brief introduction and reminded the Board that, as directed, staff had proceeded with a request for quotation (RFQ) and had awarded a contract for sports consulting services, which was being executed. The award winner had requested to meet the Board. Mr. Ka'anā'anā introduced Mr. Scott Horowitz, the CEO of Vision Insights, a partner of the HTA on the DBEDT Research and Economic Analysis Division (READ), and for event evaluation. Mr. Ka'anā'anā explained that Mr. Horowitz and his team prepared many community and economic impact reports assessing major events funded by the HTA. Mr. Horowitz had an understanding of the HTA's work and experience of events they had funded in the past, along with the appropriate networks for expanding the HTA sports program.

Mr. Horowitz gave a brief inaudible comment.

Mr. Ka'anā'anā then introduced Mr. Aranaydo, Senior Director of Operations at the CNHA, who was to provide the Kilohana update.

Mr. Aranaydo expressed his gratitude for being present at the Board meeting. He stated that although Kilohana had decreased the scope of their services for the present period, they expected to expand more in the following fiscal year.

Regarding VEPAM, Mr. Aranaydo noted that the advertisements had been modified to display the HTA logo at the bottom, thus increasing the HTA visibility at the airport.

Mr. Aranaydo informed Board members that Kilohana had released the RFP for the 'Umeke program for the next fiscal year on February 10, 2025. He added that over the past month, his team had traveled across the state to meet with community members and host information sessions about the program. He specifically thanked Ms. Resuma for her dedication to distributing information and ensuring face-to-face engagement with the community. Mr. Aranaydo stated that the team had reached over 200 participants and had concluded their final Zoom community information session just the previous night, with over 80 in-person and virtual participants. He reminded Board members that the application deadline was April 1, 2025, at 4:30 p.m. He urged Board members to encourage their community partners to adhere to the deadline, as late or incomplete applications would not be considered. During the previous term, 143 applications had been rejected because they were either incomplete or received after the

deadline. Mr. Aranaydo stated that the anticipated award announcement date was June 5, 2025, with the disbursement of the first payments expected in October 2025.

Referring to the Tour Guide Certification program, Mr. Aranaydo informed Board members that Kilohana was engaging with more than 20 stakeholders to vet the 14 curriculum modules. These modules covered Hawaiian culture, cultural sensitivity and awareness, Hawaiian natural ecosystems, and tour safety.

Mr. Ka'anā'anā explained that the current scope of the Tour Guide Certification curriculum would conclude with curriculum development. Once the stakeholder review is completed, the curriculum will be presented to the Board for final adoption and approval. Upon approval, the HTA intended to seek funds for fiscal years 2026 and 2027 to implement and utilize the refreshed curriculum.

Mr. Aranaydo provided an update on Qurator, stating that 194 organizations had registered and 72 organizations had been certified. 48 organizations were currently live on the Qurator website. Over the previous month, Kilohana had collaborated with the HVCB to include Qurator-certified businesses on Go Hawai'i. Staff members also collaborated individually with cohort members to assist with the Qurator certification process. Mr. Aranaydo added that some Qurator members were to be interviewed the following week for a promotional video for Qurator certification.

Mr. Ka'anā'anā requested Kilohana to follow up with the HTA regarding booking a room for filming, which they had not yet received feedback. Regarding Qurator, Mr. Ka'anā'anā remarked that some businesses started the certification process but did not complete it. He suggested that the reasons for this should be examined to determine whether applicants needed technical assistance or guidance. He noted that the current team lacked sufficient capacity to provide such assistance and stated that a strategy was needed to address this.

Mr. Aranaydo invited questions.

Vice Chair Paishon, as Chair of the Ho'okahua Committee, noted that Ms. Agas, Ms. Iona, Ms. Poulson, and Mr. West would meet in March, April, and May to support Ms. Anderson, Mr. Ka'anā'anā, and their team in preparing for consolidated planning and destination stewardship map planning. They would also continue workforce development discussions. Vice Chair Paishon expressed her appreciation for Mr. Aranaydo's presentation.

On the topic of sports, Chair Hannemann mentioned efforts involving himself, Mr. Ka'anā'anā, Mr. Lafitaga, and Mr. Horowitz to finalize the Rams' contract with the HTA for team events on Maui. He stated that confirmation was expected soon. A team was to visit Maui the following

week to assess potential practices sites and identify school sports facilities that required renovation. The Chair anticipated an announcement as early as the following month.

Mr. Ka'anā'anā added that the fiscal team was working to file the exemption. He explained that he had been emailing staff members regarding additional paperwork and revisions to existing documents. He noted that the Rams were now CDC-compliant.

12. Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets

Chair Hannemann introduced Ms. Chun, who stated that she would give a condensed presentation. She added that the complete information pack had been supplied to Board members and that she would address questions later.

Ms. Chun highlighted the "Akamai Arrival" digital agricultural declaration form pilot program, which was set to begin on March 1, 2025, and run until the end of May 2025. She explained that although the impact of this pilot program had been downplayed, her team calculated that it would affect 31% of scheduled domestic flights and 28.4% of scheduled seats. Impacted flights included all American Airlines flights, all Southwest Airlines flights, five Alaska Airlines flights to Kaua'i, one Delta Airlines flight to Honolulu (Atlanta-Honolulu), two Hawaiian Airlines flights to Kaua'i, and two United Airlines flights to Honolulu (Chicago and Houston, both widebody aircraft). On these flights, no tourism-related questions or paper forms would be distributed, and this would necessitate changes in measurement methodologies.

Ms. Chun expressed concern about the implications for data collection. With the absence of tourism questions on these flights, tracking secondary destinations or lengths of stay for passengers landing in Honolulu, Maui, or Kaua'i would no longer be possible. This would require assumptions to estimate visitor days, which is related to expenditures calculations. The team planned to develop a revised methodology within the month but noted the immediate effect on visitor passenger counts. Ms. Chun added that the Governor had requested daily passenger counts after 9/11, and consistent reports had been filed for the last 24 years, but the absence of data from impacted flights rendered continued reporting impractical. DBEDT was considering discontinuing this practice.

Ms. Chun explained that the shift to digital forms also entailed broader challenges. The domestic inflight paper forms served as a sampling frame for the Visitor Satisfaction Activity Survey. However, there were differences in airline passenger demographics—such as those between American Airlines and Southwest Airlines—which could influence visitor satisfaction

metrics. Ms. Chun commented that increasing the sampling level to compensate for this might result in additional expenses and impact the budget.

Ms. Chun referred to “de facto” population calculation, which gave the actual number of people in the state at a given time. An accurate calculation required data on traveling residents, and without this information, there was a risk of overestimating both population and associated revenues. As a result, visitor statistics would be published using a conservative approach to avoid overstating revenues or expenditures.

Ms. Chun explained that neither she, Mr. Nāho‘opī‘i, nor Mr. Choy had been involved in the Akamai Arrivals pilot program despite their previous efforts on an alternative project. The team had only learned about the program during its announcement to the general public, although DBEDT conducted a feasibility study that probably had not been utilized.

In response to questions, Ms. Chun clarified that although the airlines possessed the information required, DBEDT is given a copy of the carrier report which airlines submit to Department of Transportation Airports Division with passenger data only at the end of each month. For the airlines to provide a daily report would be a major change in their operational methods.

Mr. Pfund pointed out that during the “Safe Travels” program, passenger information was reported daily.

Ms. Chun agreed that during the “Safe Travels” program, paper forms were given out on the plane, collected by airline staff, and handed over to the DBEDT vendor, along with a declaration of the number of crew and passengers. However, Ms. Chun pointed out that the change to digital declaration meant that no more paper forms would be submitted on participating flights. DBEDT would still have detailed information about the two-thirds of flights that were unaffected, but 31% of flights were a significant fraction.

Ms. Chun also raised concerns about compliance, noting that unlike the “Safe Travels” program—which required a QR code for travel—there was no mechanism to ensure that passengers had completed the digital forms. Variations in in-flight Wi-Fi capabilities further complicated the situation, with only limited participation from airlines like Hawaiian Airlines, which had good Wi-Fi, while other carriers had inconsistent Wi-Fi quality.

Ms. Chun assured the Board that the team would manage the evolving situation but stressed the need for the HTA to understand the potential impact of the program.

Chair Hannemann thanked Ms. Chun for her insights.

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

Chair Hannemann asked Mr. Arakawa to present the next agenda items.

**a. Motion, Presentation, Discussion, and Action on the Hawai'i Tourism Authority's
(HTA) January 2025 Financial Report; Recommend Approval**

The Chair of the Budget, Finance, and Convention Center Standing Committee, Mr. Arakawa, introduced the first item and proposed a motion to approve the HTA's January 2025 financial report.

Mr. Arakawa explained that this report had been presented and discussed in detail at the BFCCSC meeting the previous week. He requested the Chair's permission to forego the usual presentation. He asked whether there were any questions from Board members or the public, and none were forthcoming.

Mr. Kishi mentioned that AG Cole had pointed out that the motion must be seconded before it could be passed.

Mr. Pfund seconded the motion.

There were no objections or abstentions, and the motion was carried unanimously.

**b. Motion, Presentation, Discussion, and Action on the Hawai'i Convention Center's
(HCC) January 2025 Financial Report and Update on the HCC's 6- Year Repair and
Maintenance Plan; Recommend Approval**

Mr. Arakawa proposed a motion to approve the HCC January 2025 Financial Report and Update on the HCC's 6-Year Repair and Maintenance Plan. This report was also presented and discussed in detail at the BFCCSC meeting.

Ms. Agas seconded the motion.

Mr. Arakawa asked for discussion, questions, or comments from Board members or HTA staff.

Ms. Orton, General Manager of the HCC, referred to the financial update, pointing out that the center was \$1.2 million ahead of its budget, with nine more Citywide events to be hosted

before the end of the fiscal year. Ms. Orton was confident that the center would break even this year.

Ms. Whitehead commented that Ms. Orton and her team had done an excellent job despite challenges during inclement weather.

Mr. Arakawa asked Ms. Orton to update the Board members on the ramp to the parking garage.

Ms. Orton explained that the renovation team had excavated the soil from all the planters above the ramp so that the planters could be re-waterproofed and resealed. Unfortunately, in the middle of that process, there had been two days of continuous rain, so water that would normally have been filtered by the soil in the planters went right through and blew out the ceiling of the parking garage ramp below the planters. Ms. Orton stated that the problem was being addressed during the completion of the renovation of the planters. Scaffolding had been put up as a safety measure, with a false ceiling in place, with the expectation that the parking ramp would be opened by the following day. Ms. Orton added that the engineers were working 12-hour shifts because of a citywide event starting the following day.

Mr. Arakawa asked whether there were any other questions from Board members or the online public.

Mr. Arakawa asked for any abstentions or objections to the motion, and hearing none, he declared the motion carried unanimously.

c. Motion, Presentation, Discussion, and Action on Budget Exceptions for Program BED114 (HTA Branding and Marketing)

Mr. Arakawa introduced item 13c and proposed a motion to approve the budget exceptions for Program ID BED114 (HTA Branding and Marketing). He pointed out that this topic had also been presented and discussed in detail at the BFCCSC meeting.

Chair Hannemann seconded the motion.

Mr. Arakawa asked for input from Mr. Choy.

Mr. Choy responded that \$90,000 had been left over from the Oceania campaign, and the intention was to move these funds to finance attendance by the HTA at the IPW Convention.

Mr. Arakawa asked for discussion or questions from Board members or the online public.

Mr. Arakawa asked for any abstentions or objections to the motion. Hearing none, he declared the motion carried unanimously.

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

Mr. Arakawa stated that Agenda Item 13d would be deferred since it had already been discussed earlier in the meeting.

Mr. Nāho'opi'i reminded Board members that their information pack included the Capital Improvement Project (CIP) budget details.

e. Discussion on HTA Past Due Accounts and Procurement Violations

Mr. Arakawa asked Mr. Choy to report on this item.

Mr. Choy stated that the fiscal department had been reviewing the past due accounts and had made great progress toward paying off their two major vendors. Mr. Choy added that he would prefer not to give further details in public, but he affirmed with the Board that the vendors were receiving their payments.

Regarding procurement violations, Mr. Choy provided the Board members with a summary of three violations reported by Ms. Colburn. He noted that two procurement violations had been submitted on February 6, 2025, and were pending review and determination by the State Procurement Office. Mr. Choy added that the fiscal department awaited a ruling on oral contracts from Mr. Kohu and anticipated discovering other potential violations.

Mr. Choy stated he had not expected the outcome of the procurement violation, for which no action had been taken by the procurement office. The verdict had been that no violation had occurred because the vendor had not been paid. However, Mr. Choy intended to pay the vendors, as they were valued vendors, and he desired to settle the payment. The procurement office, however, had determined that because no payment had been made, no further action was required.

Mr. Arakawa informed the Chair that this matter had been extensively discussed in the Executive Session and that he believed Mr. Choy's explanation was sufficient.

Mr. Arakawa further inquired whether the vendor, whose payment was being withheld due to the procurement issue, was a vendor of significant historical importance to the organization.

Mr. Nāho'opi'i stated that the matter was now public because it had been posted, and that the vendor was the Bishop Museum. Part of their contract involved purchasing computer equipment; a portion of the purchase was completed after the contract expired. According to their procurement and contract rules, work could not be performed after a contract's closure. The HTA had written to the Bishop Museum to inform them that they would not reimburse them for the computer equipment.

Mr. Apo disclosed that he was a Board member for the Bishop Museum.

Mr. Nāho'opi'i clarified that the vendor had fulfilled all their outcomes and key performance indicators. The additional computer equipment had been part of the contract, and they had executed their contractual obligations. Therefore, this situation did not reflect negatively on the contractor.

Mr. Arakawa reaffirmed that they had completed all their deliverables and had been compensated for the services rendered.

Mr. Arakawa requested any further comments or discussion on this agenda item.

Chair Hannemann stated that there were no further comments or discussions.

14. Report and Update by the ADMINISTRATIVE & AUDIT STANDING COMMITTEE

a. Discussion and/or Action on Modification of Bylaws of the Hawai'i Tourism Authority

Mr. McCully, the Chair of the Administrative and Audit Standing Committee (AASC), informed Board members that the committee had met on February 14, 2025, and had discussed the HTA bylaws. Mr. McCully noted that the bylaws had been amended nine times during the 26 years that the HTA had existed, so bylaw revision was customary, although not a common practice. He commented that the amendment of the bylaws was to be taken seriously, and he intended to involve all the Board members in the process. The AASC members had discussed issues with various articles and sections that had arisen over recent years. Mr. McCully added that during the committee's next working session, they intended to produce a series of proposals for the Deputy Attorney General to codify into a series of bylaw changes. These changes would be submitted to the Board for debate.

The members of the AASC debated the difference between a bylaw and a policy and determined that they did not intend to modify the constitution. The committee had entered an Executive Session to discuss personnel and procurement issues. Mr. McCully intended to distribute the minutes of the Executive Session. Given their Chair's travel schedule, the AASC

would next meet around the third week in March, and Mr. McCully expressed the hope that tangible results would arise from that meeting.

Mr. McCully requested the CEO and the acting CAO to immediately distribute copies of the HTA policies to all Board members. During the discussion of policies and bylaws, he had taken a straw poll of committee members and found that most members had no copy of the policies. Neither had AG Cole a copy of the policies. Mr. McCully added that it was clear that when a member was appointed to the Board, they should be given a copy of all the existing statutes, policies, and bylaws. He requested these to be distributed to all members even if they were redundant.

Mr. Nāho'opi'i asked whether Mr. McCully requested printed copies of policies and procedures.

Mr. McCully confirmed this. While he believed that members had copies of the statutes and bylaws, it seemed that most members neither had copies of the policies nor had ever seen printed policies, although they may have had them as attachments. Mr. McCully requested that these documents be sent out.

Ms. Agas mentioned that the digital version was in SharePoint.

Mr. Nāho'opi'i stated that all Board members had access to the digital SharePoint, although Mr. McCully appeared not to do so.

Mr. Nāho'opi'i stated that he would provide copies of the requested documents.

Mr. McCully stated that this was the end of his contribution.

15. Motion, Discussion, and Action to Create a CEO Evaluation Permitted Interaction Group to Implement the Evaluation for the HTA President and CEO

a. Discussion and Action on the Assignment of Board Members to the CEO Evaluation Permitted Interaction Group and Action to Elect Chair and Vice Chair

Mr. McCully noted that he had originally assumed that the AASC was responsible for evaluating the CEO. However, he later read the bylaws more carefully and realized this was not the case. He did not mention this discrepancy until AG Cole brought it to his attention. He believed the evaluation had to be conducted and wanted to maintain the momentum.

Mr. McCully proposed a motion for the Board to establish a Permitted Interaction Group (PIG) to investigate a report on the CEO evaluation and other matters affecting the business of the

Board. This motion was verbatim from the minutes of the AASC meeting. Mr. Arakawa seconded the motion.

Chair Hannemann asked for comments and discussion.

Mr. McCully stated that he had been asked earlier if he had a proposal to constitute this PIG. He clarified that its charter would be as described, with the addition of including recommendations by the AASC as to the criteria for the CEO evaluation, which was the AASC Committee's responsibility. He deferred the selection of the PIG members to the discretion of Chair Hannemann.

Chair Hannemann asked Ms. Sanborn to conduct the roll call vote.

The motion was carried unanimously.

Chair Hannemann announced that he would send out a survey to determine who was willing to serve on the PIG. He specified that there would be six members and that at the next Board meeting, he would name the members of the PIG.

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

Mr. White stated that he had little to report. The Permitted Interaction Group (PIG) had been paused while awaiting the Governor's signature on the B3 form and clarification regarding the HTA's ability to provide benefits in addition to the salary set by the Governor, approximately \$189,000. Mr. White commented that he did not anticipate any changes until the benefits to be provided could be specified and the bill in the legislative process was passed. The \$300,000 allocated to cover the person's salary (the CEO has to cover their own benefits) had been withdrawn from the budget.

Mr. White indicated that the PIG would restart as soon as more information became available, but it was currently on hold.

Chair Hannemann asked about the implications of the recent pay rises of both the Governor and Lieutenant Governor, given that the HTA CEO's salary was not supposed to exceed that of the Lieutenant Governor.

Mr. White responded that approximately 215 individuals in the State government were paid in excess of the Governor's salary; therefore, approving a slightly higher salary would not be an anomaly.

Vice Chair Paishon proposed a motion to go into Executive Session, stating that the newest members of the Board needed to be fully apprised of the status of the CEO selection process and that there was sensitive information that warranted Executive Session. Mr. Pfund seconded this motion.

Chair Hannemann asked those in favor to say “aye,” and there were no objections or abstentions.

Mr. White stated that he had been waiting for AG Cole to speak, but he understood that going into the Executive Session needed to be for a reason pertinent to the present agenda item.

Mr. Arakawa responded that the agenda item was a report on the actions of the PIG, and PIGs were to report to the Board.

Mr. McCully asserted that a PIG could meet at any time without an agenda, could hold an Executive Session, and that all members of the Board could attend the PIG.

Other members disagreed with this assertion.

Mr. White pointed out that there could not be a PIG report to the full Board nor a PIG update to the full Board in Executive Session.

AG Cole stated that the report of a PIG to the Board would be final, and the PIG would then be dissolved. He expressed uncertainty about what Vice Chair Paishon wished to discuss in the Executive Session but reiterated that it would need to fit within the agenda item.

Vice Chair Paishon asked AG Cole if it would be allowable to go into Executive Session to discuss some of the complications of the process, not in the form of a report from the PIG, but to provide context for the PIG report for the new Board members. She also mentioned that sensitive information relating to specific employees might be revealed.

AG Cole requested a recess to consult with Vice Chair Paishon.

Chair Hannemann ordered the recess.

[Recess]

Chair Hannemann called the meeting back to order after the recess. Vice Chair Paishon withdrew her request to enter the Executive Session upon the advice of AG Cole.

Mr. McCully distributed the minutes of the Administrative & Audit Standing Committee Executive Session Meeting held on February 14, 2025, during the Executive Session of the

present meeting. He reminded the Board members to keep it confidential. Since the document was still a draft, the committee members could send their comments or revisions.

Chair Hannemann reminded everyone that March 7, 2025, was Tourism Day. He invited Board members to participate between 8 a.m. and noon to engage with the 76 state senators and representatives.

Mr. Nāho'opi'i reminded everyone to register online for an in-person meeting for the spring tourism update at the HCC on March 5, 2025, from 8 a.m. to 12:15 a.m.

17. Adjournment

The meeting adjourned at 2:15 p.m.

Respectfully submitted,



Sheillane Reyes
Recorder

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CEO Report



HTA CEO REPORT

MARCH 2025

HAWAII TOURISM[™]
AUTHORITY

EXECUTIVE SUMMARY

The Hawai'i Tourism Authority (HTA) provides this report as a resource to the Board and the public to better understand the activities and actions taken by the team in the month of February 2025 in support of the organization's overall mission, its strategic plan, and the community-led Destination Management Action Plans.

Office of the President & CEO: Of the HTA's 30 approved positions there are currently six vacant positions including the CEO and Chief Brand Officer. The Planner and Hawaii Island Destination Manager will start in March. Continued to work with DAGS and other state agencies to locate and furnish office space for the Destination Managers in Wailuku, Līhu'e, Kaunakakai, and Hilo. Until the physical offices are ready, the DMs have been authorized to telework.

Destination Stewardship: In February, our Destination Stewardship team was very lucky to have three new team members start their first day with us. We are so grateful to Kui, Blane and Milton for joining the team in their respective roles. In February, the Stewardship team was able to support numerous Signature and CEP events. Highlights include the Great Aloha Run, Waimea Town Celebration, and Hawaii Volleyball Championship Series, and so much more through our various Signature and Community Enrichment events, all of which engaged residents and visitors. In addition to these events, HTA has advanced its work closely with Kilohana to progress key initiatives, such as the next cycle of 'Umeke RFPs.

Brand and Marketing: In February, the Brand and Global Marketing teams were busy preparing for the Spring Tourism Update week, which includes a Hawai'i Island FAM trip, partner meetings for Europe, Oceania, Canada, Korea, and China, a tourism update for the public, an internal meeting with HTA major contractors, and a Tourism Day at the Capitol. The Brand team also worked on developing and reviewing content for the Brand USA websites showcasing Hawai'i, targeting both consumers and the travel trade.

Planning and Evaluation: Planning activities for the DMAPs and HTA's Strategic Tourism Plan were slowed down in February as the Director of Planning, Caroline Anderson, took on additional responsibilities with the Public Affairs Officer and Senior Brand Manager of the U.S. Market departing the agency at the end of January.

I. OFFICE OF THE PRESIDENT & CEO

Functional Statement: The Office of CEO is responsible for implementing the policies and instructions of HTA's Board of Directors and administering the activities of HTA by planning, organizing, directing, coordinating and reporting its work.

- Leads relationship with Governor, Legislature, Board and state agencies
- Leads relationship with national tourism policy and strategy, Congressional offices, and national and international industry organizations
- Oversees HTA's strategic direction and performance
- Oversees HTA's administration, resource allocation, vision, and culture

Duties of the CEO

- Attend weekly DBEDT Program Managers Meeting with Director
- Attended briefing on survey by The Nature Conservancy to assess visitor opinions on establishing an Environmental Stewardship Fee.
- Attended multiple Senate Committee on Economic Develop and Tourism hearings
- Attended multiple House Tourism Committee hearings
- Attended Alaska and Hawaiian Airlines Reception Event to meet board members
- Met with Representative Adrian Tam, House Tourism Chair, to discuss current legislation and HTA's budget request
- Constitution of the Commonwealth of the Northern Mariana Islands (CNMI) Meeting
- Met with UH President Wendy Hensel
- Met with State Foundation Culture and Arts Karen Ewald
- Attended the PATA TTRA 2025 Annual Outlook

Staffing and Administrative Issues

Of the HTA's 30 approved positions there are currently six vacant positions including the CEO and Chief Brand Officer. The Planner and Hawaii Island Destination Manager will start in March. The following positions are under recruitment: Public Affairs Officer, Account Clerk III, and Stewardship Brand Manager. Request for personnel action was still in process for the Senior Brand Manager which was recently vacated.

Securing office spaces for our Destination Managers continues. We have confirmed locations in Molokai and Lihue. For the Lihue location, we are awaiting the current tenant to vacate the premises. The Molokai location is ready for move-in, pending internet and phone installation. Regarding Maui and the Big Island, DAGS has confirmed that there is no available space within their managed facilities; however, we are continuing to coordinate with them to explore alternative potential locations.

Staff continues to focus on tourism’s support for Maui’s overall recovery following the August 8, 2023 wildfires. Pursuant to HRS §201B-9, a gubernatorially-declared tourism emergency is in effect until February 4, 2025 by order of the 20th Proclamation Relating to Wildfires. HTUSA developed a \$6.3 million recovery marketing plan to increase visitation to Maui. The plan was presented to the HTA’s Branding Standing Committee and Budget, Finance & Convention Center Standing Committee, and the Board throughout February. On February 27, 2025 HTA Board approved \$6.3 million for HTUSA to develop and implement a U.S. Maui Emergency Marketing Campaign that is in alignment with the Governor’s intent to address Maui’s recovery as follows:

Component	Budget Allocation
1. Wholesaler Program	\$4,000,000
2. Other Direct Booking Programs	\$500,000
3. Brand Efforts for Maui Recovery	\$800,000
4. Admin Fee + Brand Study	\$1,000,000
<hr/> Total	<hr/> \$6,300,000

Public Affairs

News Releases/Reports/Announcements

- News Release: HTA Invites Applications for ‘Umeke FY26
- Report: None for February 2025.
- E-Blast:
 - 2025 HTA Spring Tourism Update Save the Date
 - 2025 HTA Spring Tourism Update
 - 2025 HTA Spring Tourism Update Reminder
 - 2025 Diamond Head State Monument Closures
 - Experience Hawaiian Culture at the 2nd Annual Ho‘okipa Hawai‘i Weekend

Government Affairs

The HTA Board Legislative Permitted Interaction Group met on February 14, 2025 to review bills and positions. The staff continues to work with Leg PIG review bills and draft testimony. Leadership also responded to WAM and FIN questions following the budget informational briefings.

II. DESTINATION STEWARDSHIP BRANCH

Functional Statement: The Destination Stewardship Branch is responsible for implementing projects and programs that seek to balance and meet the economic, environmental, and social/cultural needs of Hawai‘i while working in close partnership with the visitor industry and residents.

Natural Resources Initiative (Kahu ‘Āina)

Overview: Support programs that protect, maintain, and enhance Hawai‘i’s natural resources and cultural sites to improve the quality of life for all of Hawai‘i’s residents and to enhance the visitor experience in alignment with the Authority’s 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. The [HTA’s Five-Year Strategic Plan 2020-2025](#) lays out the Natural Resources Pillar objectives to “encourage and support sustainable and responsible tourism; engage and encourage active natural and cultural resource management strategies in areas frequented by visitors; and to promote visitor industry alignment with the Aloha+ Challenge, Hawai‘i’s recognized model to achieve the UN’s SDGs, especially for energy and water.”

Event Name	Organization	Island	Award Amount	Summary
Kahu Hoilina-Environmental Stewardship	KHM International	Moloka‘i	\$25,000	The project aims to restore two ancient Hawaiian fishponds, known as loko i‘a. By restoring these fishponds, the project seeks to create a healthier ecosystem for native aquatic species and promote sustainable practices. The project aligns with the Hawaii Tourism Authority’s Kahu ‘Aina Program by innovating in natural resource management, raising awareness about responsible resource use, and fostering collaboration among

				government agencies, the tourism industry, and the community.
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Hawaiian Culture Initiative

Overview: Support programs that perpetuate and recognize the uniqueness and integrity of the Hawaiian culture and community and their significance in differentiating the Hawaiian Islands through unique and genuine visitor experiences

Ma’ema’e Program

- Ma’ema’e Toolkit- Hawai’i Style & Resource Toolkit: This resource is available on the Hawaii Tourism Authority website for those seeking essential information needed to authentically promote Hawai’i. The Ma’ema’e Toolkit includes Hawaiian language tools, a Style and Resources Guide, a list of cultural activities and festivals and other pertinent information about our destination. The toolkit received 405 page views in the month of February.

Kūkulu Ola Program

The Hawai’i Tourism Authority’s Kūkulu Ola Program, consistent with Chapter 201B-7(a) of the Hawai’i Revised Statutes (“HRS”) which allows HTA to “enter into agreements that include product development and diversification issues focused on visitors”; and Chapter 201B-7(5), which gives the HTA responsibility for “perpetuating the uniqueness of the native Hawaiian culture and community, and their importance to the quality of the visitor experience, by ensuring that Hawaiian cultural practitioners and cultural sites that give value to Hawai’i’s heritage are supported, nurtured, and engaged in sustaining the visitor industry”; and Chapter 201B-3(a)(20) which states that HTA “may coordinate the development of products with the counties and other persons in the public and private sector, including the development of sports, culture, health and wellness, education, technology, agriculture, and nature tourism. In addition, the HTA Five-Year Strategic Plan 2020-2025 lays out HTA’s plan to support Hawaiian Culture as stated above.

Event Name	Organization	Island	Award Amount	Summary
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<p>Stewardship and Conservation of Hawai'i's Protected Marine Animals</p>	<p>Hawaii Marine Mammal Alliance dba Hawaii Marine Animal Response</p>	<p>Oahu</p>	<p>\$30,000</p>	<p>The stewardship and conservation of Hawaii's protected marine animals is a testament to dedicated teamwork. My day spent with Jon and Cameron from Hawaii Marine Animal Response provided invaluable insight into their crucial work. Our journey began with a drive through a historic World War II airfield, leading to a heavily gated area, clearly marked with signage to protect a Hawaiian Monk seal and her pup. This experience answered a long-held question: who safeguards our islands' marine life? I discovered it's the dedicated team led by Jon, supported by trained and passionate volunteers who dedicate their time to monitoring these vulnerable animals.</p> <p>Observing the 11-day-old pup and its mother, we learned fascinating facts about Monk seals, named for their solitary nature. We discovered their annual shedding process, the 4–6-week nursing period, and the protective black fur pups are born with, which fades to a silvery hue as they mature.</p> <p>Our exploration continued at Turtle Bay, where we observed albatross birds and their chicks. We learned of their lifelong mating bonds and the commendable partnership between the hotel and Hawaii Marine Animal Response, ensuring the albatross's protection. The unwavering dedication of the staff and volunteers to Hawaii's marine animals was truly inspiring. This day provided a profound understanding of Hawaii Marine Animal Response's vital work and its significance for the future of Hawaii's marine ecosystems.</p>
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Visitor Experiences Initiative

Overview: The primary objective 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.

Signature Events Program (SEP)

The HTA's Signature Events program supports major events that have broad appeal and align with Hawai'i's destination's image and brand. These world-class events help Hawai'i to remain competitive, generate media exposure for Hawai'i, increase economic benefits and ensure tourism and communities enrich each other. Signature Events aim to attract attendees and participants from outside the state of Hawai'i with extensive national and international marketing and have a significant economic impact as measured by the number of out-of-state participants. The program seeks to support and strengthen existing events and create new events for both residents and visitors.

The following Signature Events took place in FEBRUARY 2025:

Date	Island	Event/Project Name	Organization	Award Amount
February thru May	OAHU	Hawaii Triennial 2025 (HT25)	Hawaii Contemporary	\$100,000

Community Enrichment Program (CEP)

The Community Enrichment Program fosters community-based tourism projects that improve and enrich Hawai'i's product offerings. These projects provide unique, authentic, and highly valued visitor experiences and represent activities developed by our community, for our community, and that the community wants to share with our visitors.

The following CEP projects took place in FEBRUARY 2025:

Date	Island	Event/Project Name	Organization	Award Amount
2/3/2025	OAHU	Wahi Pana	Mayor's Office of Culture and the Arts	\$40,000

2/3/2025	KAUAI	E Kanikapila Kakou 2025	Garden Island Arts Council	\$25,000
2/6/2025	OAHU	Beethoven Festival 2025	Hawaii Symphony Orchestra	\$10,000
2/8/2025	HAWAII	Wiliwili Festival	Waikoloa Dry Forest Initiative INC	\$21,250
2/15/2025	KAUAI	Waimea Town Celebration: Heritage of Aloha	Historic Waimea Theater and Cultural Arts Center	\$50,000
2/17/2025	OAHU	Great Aloha Run	Carole Kai Charities, Inc., Dba Great Aloha Run	\$10,000
2/22/2025	KAUAI	Makana Training Center : Na Heihei a Ola	Iwikua	\$5,000
2/22/2025 & 2/23/2025	OAHU	2025 Hawaii Club Volleyball Championship Series	Lanikai Athletic Club dba 7Gen Culture	\$10,000
2/28/2025	HAWAII	Beyond the Beaches: an Island Science Lecture Series	Hawaii Keiki Museum	\$10,000

Visitor Assistance Program (VAP)

Overview: HTA’s Visitor Assistance Program (VAP) 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. Under HRS 237D-6.5(b)(2), HTA, at a minimum, is required to spend 0.5 percent of the Tourism Special Fund on safety and security initiatives.

The Hawaii Tourism Authority (HTA) is seeking a new contractor to provide visitor assistance services for Maui County (Maui, Moloka’i, and Lāna’i). The current contract time of performance with the Maui Visitors Bureau expires at the end of March 2025. To secure these services, HTA released Request for Quotations (RFQ) No. 25-10 for the Visitor Assistance Program (VAP) on January 31, 2025. The deadline for submissions was February 14, 2025. No submissions were received. The HTA is in the process of preparing a new RFQ for release.

February Stats:

County	No. of Cases Handled	No. of visitors served	Primary Visitor Market(s) Served	Industry \$\$ Contributions
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Hawai'i	30	74	US East & West, Canada, United Kingdom, Ethiopia	\$370.00 (cash) \$17,300.00 (In-Kind)
Honolulu	38	163	US West, US East Japan, Canada, Oceania, Korea, China	\$550.00 (cash) \$7,185.27 (In-Kind)
Kaua'i	6	13	US West & East, Costa Rica	\$80 (cash) \$2500.00 (In-Kind)
Maui	16	36	US West	\$8,600 (In-Kind)

Ho'okipa Malihini Program

Ho'okipa malihini means to welcome guests and as its name suggests, this program will enhance the visitor experience and resident-visitor interaction. Programming includes cultural programs and entertainment in various resort and visitor areas statewide that support Hawaiian programs and cultural practitioners, craftsmen, musicians, linguists and/or other artists to help preserve and perpetuate Hawaiian culture in a way that is respectful and accurate, inviting, and educational. The program will directly support the Hawaiian community and cultural practitioners by creating opportunities to involve them in the industry with industry partners and visitors. While some resort/hotel areas have cultural directors this program helps to reinforce our collective kuleana to Mālama Hawai'i.

Ho'okipa Malihini Initiative (formerly RAHCI)

HTA's Ho'okipa Malihini Initiative (HMI) provides support to cultural practitioners and musicians who present Hawaiian experiences, entertainment, and music in resort areas.

The following event took place in February:

Event Name	Organization	Island	Award Amount	Summary
Hot Kupuna Nights	Hawaiian Music Perpetuation Society Inc.	O'ahu	\$25,000	Hot Kupuna Nights (HKN), launched in January 2024 at E Komo Mai Diner in Hilo, has rapidly evolved into a vibrant gathering for kupuna, celebrating Hawaiian music and storytelling. Under the direction of Kuuipo Kumukahi, HKN features live mele and hula performances, fostering audience participation and intergenerational connections. From an initial attendance of 60, HKN has expanded

				<p>to over 100 in-person participants and garnered thousands of online viewers, promoted through KAPA Radio and social media by Alakai Paleka.</p> <p>Aligning with the Hawaii Tourism Authority's (HTA) goals of cultural preservation and community engagement, HKN seeks to amplify its reach through strategic partnerships. Leveraging HTA's community and tourism outlets will effectively engage visitors both pre- and post-arrival. Expansion to Mō'ili'ili, Ko'olau, and Kapa'a locations will be supported by targeted social media campaigns and established community partnerships. Waiwai Collective's engaged community base will further boost attendance and program interest across multiple islands. The Hawaiian Music Perpetuation Society Inc. (HMPS) will coordinate media outreach across event locations.</p> <p>Building upon its successful first year, HKN aims to achieve sustained growth in both online and in-person participation through word-of-mouth, social media engagement, live streaming, and the shared enjoyment of Hawaiian music and hula. HMPS is committed to the continued expansion and success of Hot Kupuna Nights.</p>
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Kāhea Greetings Program (Airports And Harbors)

Programming includes regularly scheduled, free, year-round entertainment to create a Hawaiian sense of place for the millions of visitors entering Hawai'i through our airports and harbors statewide.

Due to lack of FY25 funding, entertainment at the airports has been reduced to special events only. Below is the greeting/entertainment schedule at each airport for February:

Airport	HNL	OGG	KOA	LIH	ITO
Schedule	No special events	No special events	No special events	No special events	No special events
Paid Musicians & Cultural Practitioners	0	0	0	0	0

Greetings are provided at harbors as ships arrive. Below is the report on greetings in February:

Harbor/Pier	Hilo	Kona	Nāwiliwili
Ships Greeted	10	0	7
Passengers & Crew Greeted	33,453	0	18,933
Visitors Served	16,727	0	18,933
Paid Musicians & Cultural Practitioners	3	0	18

Post-Arrival Messaging

All four channels of Visitor Education and Post-Arrival Marketing—Native Ads, Digital Display, Search Engine, and Social Media—continue to perform well, meeting or exceeding the KPIs established under our Destination Stewardship contract. Social media, in particular, is achieving a higher-than-anticipated click-through rate, signaling strong engagement. Specific KPIs will be reported quarterly.

Travel 808 on Hawai‘i Island concluded shooting in February. One of the segments of this series features a voluntourism experience with Community Tourism Collaborative cohort member ‘Āina Ho‘ola Initiative and Hawai‘i’s oldest restaurant, Seaside Restaurant. In addition, former HTA Board of Directors member, Sig Zane, makes an appearance by sharing the shopping and dining opportunities of Hilo’s Bayfront. Perhaps the most thrilling segment of the Travel 808 on Hawai‘i Island was the interview with Hawai‘i Volcano National Park Ranger Keoni Kaholo‘a‘ā, and the footage shot of the eruption on February 25.

Smart Tourism

In February, HTA staff worked to digest the findings of the final report for the future Statewide Reservation System/Destination Application. HTA plans to develop the RFI for the project before the end of March. Destination Stewardship is requesting technical assistance for the RFI and will work with the FINPRO teams to see what may be feasible.

Destination Management

We thank the legislature and the Board for their support in continuing to create the Stewardship team. Our team is growing, and we are pleased to share that our O‘ahu and Moloka‘i Destination Managers have officially started as of February 1, 2025. Additionally, the final offer for the vacant Destination Manager position on Hawai‘i Island has been accepted, with a start date of March 24, 2025.

Destination Managers continue to collaborate with Planning to lay the groundwork for the next Destination Management Action Plans. This has included identifying dates for future community meetings, outline criteria and stakeholder names for upcoming working groups and continuing to foster community and industry relationships. Destination Managers analyzed and are discussing recommendations regarding the resolutions that addressed Visitor Complaints from 2023 and 2024 with regard to DMAP planning.

Technical Assistance & Capacity Building

CTC cohort members have all submitted their final reports. Eighteen (18) out of twenty-four (24) cohort members have used HTA funds for HI Now Daily segments to showcase their mo‘olelo and hana on a Hawai‘i-wide media platform.

Recognizing that high-quality visual storytelling is essential for small organizations looking to grow their visitor engagement, fundraising efforts, and brand awareness, cohort members were offered a four-hour photography session with ‘Ōiwi photographer Mahina Choy-Ellis. A total of (21) cohort members participated and received professional, high-resolution images of their hana, products, and experiences. These assets provided immediate value in their social media, fundraising, and promotional efforts, strengthening their ability to attract visitors and supporters alike.

Tour Guide Certification Program

HTA Staff, Kilohana, in collaboration with TripSchool, has finalized an eight-module Tour Guide Certification Curriculum, emphasizing Hawaiian culture, history, customer service, and safety. Additional modules include interpretation skills, geography, sensitivities, and current issues, refined through stakeholder input and the University of Hawai‘i’s TIM report. The program aims for a tiered certification system to support ongoing skill development and mastery.

Key Objectives:

1. Equip tour guides with essential skills in cultural understanding, safety, and professionalism.
2. Ensure adaptability to diverse sectors (e.g., hotels, airlines, restaurants).
3. Promote sustainable tourism and stewardship of Hawaiian resources.

In February, the project focused on refining, finalizing, and delivering the fully developed curriculum on the designated platform. Educational materials—interactive videos, e-books, and assessments—were seamlessly integrated to ensure a dynamic and engaging learning experience. Each component underwent thorough quality checks and revisions to guarantee clarity, accessibility, and alignment with learning objectives. Additionally, promotional materials were completed to support effective outreach, adoption, and user engagement. By the end of this phase, the curriculum was fully operational and ready for implementation, offering a polished, interactive, and user-friendly experience. A timeline moving forward was agreed up by HTA and Kilohana with community approval taking projected to take place at the end of April, sharing the program with the HTA Board of Directors in May and deliverables/final reports due at the end of June.

Budget & Metrics:

- Budget: \$99,600
- Metrics:
 - Engagement with 15 cultural practitioners and 4 operators per island.
 - Utilization of data dashboards for real-time progress tracking.

Expected Impact:

- Enhanced cultural sensitivity and customer service among guides.
- Increased sustainability and professionalism in Hawai'i's tourism sector.
- Opportunities for guides to grow and diversify their careers.

Qurator Program

Qurator has continued to build upon the momentum since our public launch. As of the end of February, 195 businesses are in the certification process. The count of official Qurator certified businesses is now 73. Qurator continued to receive a steady stream of attention and engagement that further established its reputation as a mark of responsible tourism. HTA Staff and Kilohana continue to promote the program to get more businesses certified as we transition our tourism model in Hawai'i. This program underpins that vision.

Sports

Overview: HTA supports amateur, collegiate, and professional sports programs and events, including planning for the LPGA, Big West Conference, LA Clippers, World Surf League (WSL), and PGA. These tournaments, exhibitions, and activities enhance

Hawaii's brand image while attracting visitors to our islands, who, in turn, stimulate our state and local economies. HTA also ensures that all supported sports events and programs include a robust community engagement and benefit component in their proposals. These initiatives may feature youth clinics, coaches clinics, and other programs that provide Hawaii's youth access to unique resources and mentorship opportunities otherwise unavailable, fostering local talent and promoting community well-being.

HTA Staff has prioritized executing the LA Rams contract following the unanimous Board approval on December 19, 2024, to proceed with the partnership, HTA staff promptly prepared and submitted the initial procurement paperwork to FINPRO by the January 15, 2025, deadline. Vice President Choy provided feedback, to which HTA Stewardship staff responded accordingly. The State Procurement Office approved the exemption on March 12, 2025 (PE25-062SK). HTA staff, in collaboration with FINPRO, is finalizing the contract draft, with a target execution date of no later than April 7, 2025. It is important to note that this plan requires our full legislative appropriation to fund payment 2. If we don't, we will NOT be able to fund the contract fully. This request was in the Board approved budget request in Line #72 "NFL Partnership" Any additional details requested by the Board must be addressed in executive session.

HTA Staff are also working on closing out Q4 2024 programs and Q1 2025 programs for sports. Staff are preparing to report outcomes as they become available. If members have questions, please don't hesitate to reach out to Milton Lafitaga or Kalani Ka'anā'anā.

Workforce Development Program

Pursuant to HRS 201B-3(a)(22) HTA will address the industry's evolving needs in workforce training by working with educational institutions to make training available for the industry workforce to help enhance overall skills and quality of service. Sustaining tourism's success also depends on Hawaii's youth helping to carry the industry forward and becoming the next generation of leaders. Encouraging Hawaii's high school and college-age students to choose tourism as their career is another important part of HTA's workforce development initiative in ensuring that there are career opportunities in the tourism industry for Hawaii's own.

In February, the Director of Planning met with members of the Destination Stewardship team to transition projects. The Director of Planning will still oversee this area, but the day-to-day work and contract management of these projects are assigned to the following:

Project/Program	Staff
MOA 25012 - UH TIM School Ho‘oloina Scholarships	Dede Howa, Brand Manager
CON 25013 - High School Motivational and Work Wise	Pattie Ornellas, Kauai Destination Manager
CTE Hospitality & Tourism Workshop	Lindsay Sanborn, Brand Manager
Native Hawaiian cultural education and training program	Kalani Kaanaana, Destination Stewardship Officer
Industry Sector Partnerships	Meagan DeGaia, Maui Destination Manager

III. BRAND BRANCH

Functional Statement: The purpose of the Brand Branch is 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. This includes the oversight of the implementation of annual brand marketing plans in select major market areas (USA, Japan, Canada, Oceania, Korea, China, and Europe), sales & marketing for single property and city-wide global meetings, conventions and incentives or MCI, Global Support Services which includes management of a digital assets library, social media tools, and the gohawaii.com consumer website, affiliate sites, and application, Island Destination Brand Management & Marketing with representation and expertise provided in each county of Hawai‘i, and sports programs.

Major Market Destination Brand Management

Overview: This initiative focuses on destination brand marketing for leisure travel in seven major market areas with pre-arrival communications to educate visitors with information about safe, respectful, and mindful travel within the Hawaiian Islands. Another key emphasis of the initiative is to drive visitor spending into Hawai‘i-based businesses 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 state’s Department of Business, Economic Development & Tourism (DBEDT) and the private sector.

Brand USA x Expedia Hawai‘i Promotion

This co-op promotion runs from November 27, 2024, to March 31, 2025, covering Canada, Oceania, and Japan. Partnership contributions include Brand USA’s 20% cash match, Expedia’s 40% media value, and special offers from our Industry stakeholders.

Promotion Results

Tracking Period: 11/27/24 – 311/25

Ad Spend	Impressions	Clicks	Revenue	ROAS
\$139,116	7,420,888	7,050	\$17,635,653	126.8

US Major Market Area

- HTUSA developed a \$6.3 million recovery marketing plan to increase visitation to Maui. The plan was presented to the HTA’s Branding Standing Committee and Budget, Finance & Convention Center Standing Committee, and the Board throughout February.
- Summary of Consumer Activity:
 - Aloha Season (January-March) – The 2025 integrated golf program with Golf Channel continued in February with cable and digital media.
 - Paid Media: 30-second golf commercials ran highlighting four PGA TOUR professional players engaged in destination activities on Maui: Tom Kim – cuisine; Adam Schenk – ATV; Vincent Norrman – coffee farm; Seamus Power – estate chocolate.
 - Digital Media (January-June, August-October) – The consumer paid media flight continued in February. A national flight of digital media was targeted to reach the Hawai’i Target Traveler (HTT) audience and share the leisure brand message via vetted digital media partners.
 - Advanced Television/OTT media partners: Amazon, Samsung, LG, and YouTube Select to distribute Hawai’i brand campaign videos in 30-second length versions.
 - Digital media partners: Teads, Zeta, and TripAdvisor to distribute Hawai’i brand videos and optimize for video completion metrics, as well as Search.
 - Facebook, Instagram, and YouTube generated over 48.3 million impressions in the month of February. The paid series Ma Uka to Ma Kai and Fresh Perspectives continued. February content featured the birthdays of King Kamehameha IV and his half-sister Princess Ruth Ke’elikōlani, in addition to a carousel highlighting the 2025 Silver Dollar honoring the legacy of Mary Kawena Pukui
- Summary of HTUSA Travel Trade Activity: Paid Trade Media (February-December) – The trade paid media flight launched in February with a national flight of digital media. Audience-specific media partners were vetted to target

travel advisors with an objective to drive them to the Hawai'i Destination Specialist (HDS) training certification program. During the month of February, there was one travel trade event that included one educational session reaching 905 advisors and six partner meetings with 27 partner attendees. There was also a meeting with Northstar. There were 572 online course graduates who completed the Hawai'i Destination Specialist (HDS) and/or Island Specialist educational courses, with 668 new registrants signed up for access to online resources. The overall travel agent database numbers are 142,585 profile records, which includes 107,641 active email contacts.

- Through HTUSA's media hosting efforts, three influential journalists visited the Hawaiian Islands to cover Hawai'i as a destination. Daniel Scheffler (iHeartRadio Podcast, The New York Times, Whitewall, Trails Magazine) and Jen Murphy (Essentialist, Travel + Leisure, Outside, Bloomberg) traveled from Feb. 12-19, while Robert Annis (National Geographic, InsideHook, Travel + Leisure) visited from Feb. 21-28. Their coverage will highlight Hawai'i's cultural, culinary, and outdoor experiences across leading travel and lifestyle publications. These visits demonstrate the ongoing value of media engagement in driving thoughtful storytelling early in the year.
- Contract
 - HTA staff has been working with HVCB to resolve payment issues.

Canada Major Market Area

- We have been closely monitoring tariff developments and have received several media inquiries. We have received direct notification of a few cancelled trips, but so far, we have not seen a decline in overall travel to Hawai'i. Continuing from January, economic fears rattled Canada throughout February. The uncertainty and mixed messaging contributed to the currency exchange rate to continue to dip throughout the month. Canadian consumer sentiment is shifting to "buy Canadian" which has historically been a secondary consideration. This includes choosing to travel within Canada and reducing U.S. discretionary travel.
- While some tour operators, airlines and travel companies paused advertising that promoted U.S. travel in February due to the tariffs, HTCAN is continuing as normal as much as possible, while actively monitoring sentiment. Contributing factors include Hawai'i's perceived separation from the continental U.S. as well as the high visitation rate by Canadians, especially in Maui.
- HTCAN participated in the highly anticipated Travel Market Place Vancouver 2025, held on February 12th and 13th. This year's event, which brought together 356 travel

advisors from Western Canada and over 70 suppliers from across North America, was a tremendous success. The sold-out event also marked the official launch of the new Travel Market Report Canada website, further elevating the industry's educational and networking opportunities. This year, the event was so in-demand that 80 advisors were placed on a waitlist and will receive preferential admission for next year's event.

- HTCAN's Account Manager for Western Canada had the privilege of participating in a panel discussion titled Selling Destinations: What to Know About Destination-Based Trip Planning. In which they provided insights about Hawai'i, including an update on Maui following last year's devastating wildfires, emphasizing the importance of supporting the island.
- Additionally, they highlighted the incredible experiences available beyond the iconic Waikiki strip in Honolulu, offering travel advisors a glimpse into the lesser-known treasures of O 'ahu and other islands.
- Hosted two individual press trips, including VITA Magazine in Ko Olina and CBC News on the North Shore

Japan Major Market Area

- As part of its island branding efforts, HTJ partnered with the Japanese market-focused TV program "Hawai'i ni Koishite", which is dedicated to delivering content about Hawai'i to a wide audience. In February, the program aired a special episode showcasing the Island of Hawai'i, spotlighting its unique attractions, culture, and natural beauty. Alongside the TV broadcast, two exclusive promotional videos were released on YouTube, generating 199,480 impressions. Building on this momentum, HTJ plans to release two additional promotional videos in March, continuing to highlight the Island of Hawai'i.
- HTJ's official Japanese website, allhawaii, was revamped in February, with improvements including enhanced search functionality, a more intuitive design, and better accessibility on smartphones. A new chatbot feature was also introduced for real-time responses. Purpose-specific model plans were added, and a questionnaire campaign was conducted to gather feedback. The campaign received 317 responses, with positive feedback highlighting the website's "great design," "ease of use," and "right amount of information." HTJ plans to continue updating the site and adding appealing content.
- In February, a month dedicated to celebrating the Hawaiian language, HTJ promoted the occasion through its owned media. On social media, several posts introducing Hawaiian words and phrases were shared, generating 233,384 impressions. Additionally, HTJ collaborated with HTUSA and Hawaii News Now to

create three videos focused on 'ōlelo Hawai'i, which were posted on YouTube and shared across allhawaii and HTJ's social media platforms, resulting in a total of over 31,500 impressions.

- HTJ held meetings with major wholesalers, OTAs (Expedia, Hankyu, HIS, JTB, Rakuten Travel, Veltra), and wedding companies (Good Luck Corporation - Arluis Wedding, Watabe Wedding, Compact Seek) to discuss the upcoming staff training schedule and collaborative promotions. The discussions also covered recent booking trends for the year-end, New Year's holidays, and Q2. Media exposure for Yappari Hawai'i and Beautiful Hawai'i will be aligned with the co-op promotions.

Oceania Major Market Area

- February was the start of our co-op with Ignite Travel/MyHawai'i. This consumer-facing campaign includes digital and print ads, social media and eDMs. The campaign will run for eight weeks.
- The Visit USA Expos 2025 took place from February 17th-20th, successfully concluding after a three-city tour across Sydney, Brisbane, and Melbourne. The event provided a key platform for U.S. tourism suppliers to engage with the Australian travel trade. Across the expos, 66 exhibiting organizations and 123 representatives connected with over 750 travel agents. The expos featured interactive presentations, supplier networking, and prize giveaways designed to educate and inspire agents to sell U.S. destinations.
- There were also Brand USA Trade Expos in New Zealand. In Auckland on February 10th and in Wellington on February 11th, connecting with Kiwi travel professionals and U.S. industry leaders. With growing demand and expanded air access, the events provided a key opportunity to promote Hawai'i's unique culture, landscapes, and experiences. It was presented in partnership with Air New Zealand and United Airlines, with the expos reinforcing Hawai'i's position as a top U.S. destination for New Zealand travelers.
- On February 12th, Hawaiian Airlines and Hawai'i Tourism Oceania proudly hosted the ASTW NSW Pre-IMM Lunch at Brasserie 1930, Capella Sydney, marking the first event in ASTW's 50th anniversary year. The event welcomed 85 attendees, providing a premium networking opportunity for leading Australian travel media and industry professionals. Guests enjoyed a three-course fine dining experience with flavors inspired by Hawai'i. A highlight of the event was the lucky door prize, featuring two return flights from Sydney to Honolulu and inter-island flights to the Island of Hawai'i, along with five nights of luxury accommodation courtesy of Prince Resorts Hawai'i, with stays at Prince Waikiki and The Westin Hapuna Beach Resort. The luncheon was a key opportunity to engage with top Australian travel media

ahead of IMM, reinforcing Hawai'i's position as a sought-after destination for Australian travellers.

- On February 13th, Hawai'i Tourism Oceania participated in the Brand USA B2B Day Sydney, engaging in 20 one-on-one appointments with key travel trade partners, including Helloworld, Ignite, Flight Centre, airlines, and other industry stakeholders. The event provided a valuable platform to strengthen relationships with major Australian travel brands, share the latest destination updates, and discuss opportunities to drive visitation to Hawai'i.
- HTO participated in TravMedia's IMM Australia 2025 at ICC Sydney, joining more than 450 industry professionals for two days of networking and media engagement. As the premier event for travel media connections, IMM brought together over 200 of Australia and New Zealand's leading travel journalists, editors, and content creators for one-on-one meetings with 170 travel and tourism brands.

Korea Major Market Area

- HTK is collaborating with Hana Tour Zeus to launch a premium travel package for affluent travelers. The 10-night, 12-day itinerary includes stays in O'ahu, Hawai'i Island, Maui, and a day trip to Kaua'i, costing approximately US\$21,000 per person. The promotion, running from March to May, will be advertised through The BC Magazine, digital ads, and Hana Tour Zeus' newsletter and website. The goal is to reach 1,000,000 impressions.
- HTK successfully completed the Hawai'i Golf Consortium Product Promotion with Mode Tour and Hana Tour, positioning Hawai'i as a premier golf destination. The campaign achieved a total of 686,112 impressions, 281,433 reaches, and 10 press coverages. Hana Tour promoted the campaign through event pages, website banners, KakaoPlus Friends, App Push, and LMS, resulting in 167,601 impressions and 36,632 reaches. Meanwhile, Mode Tour utilized an event page, Instagram posts, Naver Blog, app push, and press releases, generating 136,632 impressions and 144,801 reaches.
- HTK is partnering with Hana Card, a leading South Korean credit card company, to promote Hawai'i as a premium travel destination and boost spending. Hana Card will offer exclusive cash back events for its Travelog credit and mileage cards, designed for overseas transactions. The campaign, running from April to July, will showcase Hawai'i through various channels including Hana Card's apps (Hana Pay, Hana Money, Travel Bucket), video ads on Hana Financial Group's exterior walls, and Instagram, with a target of 1,500,000 impressions.

China Major Market Area

- HTC took part in the Sweet Journey Roadshow in Chengdu on February 28th, joining around 200 attendees from the travel industry, primarily from Southern and Central China. The event also featured representatives from other U.S. destinations, including Los Angeles, Chicago, and Rockefeller Center. During the event, HTC showcased Hawai'i's diverse activities through engaging videos and images.
- A meeting was held with Spring Airlines (9C), recognized as China's largest budget airline, and the General Sales Agent (GSA) for Hawaiian Airlines (HA) in China. The main focus of the discussion centered a strategic partnership that aims to offer seamless travel options by connecting Shanghai, via Osaka, to Honolulu, providing greater convenience for passengers and expanding the reach of both airlines in the international market.
- HTC continues to track increased posts and engagement in February from influencer “造样饭书 Wayne's Cookbook,” who visited O'ahu in November 2024 for a Hawai'i Foodie Tour. This month, Wayne released a second video highlighting the iconic Kualoa Ranch with over 2 million followers on WeChat and Weibo, and 200,000 on Little Red Book. The content, shared across multiple platforms, showcases the ranch's stunning beauty and cultural importance.

Europe Major Market Area

- HTE launched a strategic trade campaign with Travel Weekly and Aspire to educate travel professionals about Hawai'i's unique selling proposition, incorporating themes like Mālama and promoting the agent training program. The campaign features advertorial content in Travel Weekly (10,725 circulation) and Aspire (6,500 circulation), along with a dedicated solus email to 5,000 recipients. This initiative aims to engage audiences, strategically timed during the peak booking period to keep Hawai'i top of mind for travel professionals.
- HTE is finalizing a co-op campaign with British Airways through high-quality, editorial-style content to inspire travel and boost bookings. The cross-platform promotion includes an advertorial in You magazine (800,000 readers), a MailOnline travel newsletter (158,000 subscribers), a Channel Hub article (10,000 views), and targeted digital ads to drive enquiries and conversions.

- Preparations are underway for the first major campaign of 2025, The People. The Place. The Hawaiian Islands., set to launch at the end of February. The campaign will position Hawai'i as the ultimate destination for mindful travelers focused on sustainability, wellness, and responsible tourism, emphasizing a deeper connection with the islands, its people, and the environment. In the UK, Kuoni has been confirmed as the tour operator partner for the first phase, with ongoing discussions for the second phase. In Germany, CANUSA has been provisionally confirmed, while Travelhouse has been secured as the partner in Switzerland.

Cruise

- While many longer transitional cruise itineraries seasonally migrate through Hawai'i as a transition point between destinations such as Australia/New Zealand and Alaska on a regular basis - Beginning with an inaugural sail in February, the Carnival Radiance has now begun to offer a 'Journeys Cruise' that is a longer, but non-transitional cruise offering that is roundtrip to originate and disembark in Long Beach, CA that includes Hawai'i as the featured destination of a new 14-night itinerary.
 - After departing from Long Beach, the Carnival Radiance visits to Kahului, Honolulu, Nāwiliwili and Hilo, and also has a short stop in Ensenada, Mexico before returning to Long Beach.
 - The ship built in 2000, that was recently refurbished in September 2024 and has a guest capacity of 2,984, is set to offer additional Carnival Journeys cruises to the Hawaiian archipelago in March, April, October and November. Seven additional sailings are scheduled for 2026.
 - Other Carnival ships scheduled to visit Hawai'i this year include the Carnival Spirit, the Carnival Luminosa and the Carnival Legend.

Global Meetings, Conventions & Incentives

North America

In the past year, the landscape of meetings has been evolving in unexpected ways. Smaller meetings dominated in 2024, but 2025 is ushering in a resurgence of medium and larger gatherings, signaling a strong comeback for larger events. At the same time, planners have had to adapt quickly, with almost half of the bookings made for events happening within the same year. But a shift is underway - more organizations are looking ahead, with a growing number of meetings being scheduled three to five years in advance. Other highlights include:

- Medium and large-sized meetings strike a balance – Meetings with 100 to 250 attendees represented 35.8 percent of all bookings in the U.S., while events with over 500 attendees accounted for 32.4 percent. During the year, 49.4 percent of bookings were made in the year for the year. However, booking windows are lengthening as 9.5 percent of meetings booked were 3-5 years in advance. This trend shows an equalizing shift between smaller and larger events, emphasizing the need for hoteliers to improve services and amenities tailored to diverse group sizes. By focusing on both medium-sized meetings (100 to 250 attendees) and larger ones (over 500 attendees), hoteliers can take advantage of this balanced market.
- Rising costs continue to be a top area of dissatisfaction - Planners are dissatisfied with rising costs, which has strained budgets and affected the quality of events. Cost-cutting measures, such as shorter meetings, alternative destinations, and reduced activities or food and beverage options, must be managed effectively to avoid compromising the attendee experience.
- Secondary markets are becoming more favorable - Companies may consider changing destinations and venues to manage meeting costs. Groups are more likely to relocate events to secondary markets to maintain event quality and/or status and avoid moving down in chain scale. This shift presents opportunities for secondary and tertiary markets to attract new business by offering quality products, services, and attractive pricing alternatives compared with the top 25 market destinations.
- Audio-visual support and F&B are preferred RFP add-ons – Planners seek proposals that clearly define technological capabilities and catering options despite prices trending upward. Sixty percent of planners report advanced AV support as a top priority with 33 percent indicating that technology-enabled events are top of mind. More than 53 percent of respondents prefer that catering in RFP responses emphasize functionality and hospitality.

Asia & Oceania

- The hotel industry in the Asia Pacific (APAC) is forecast to continue its post-pandemic recovery in 2025, albeit at a more modest pace compared to previous years. This measured recovery reflects a combination of persistent economic headwinds, evolving travel patterns, and market-specific factors shaping performance trends across the region. The moderation in growth can also be attributed to the normalization of pent-up demand seen in 2024. As travel patterns stabilize, the dramatic surges in occupancy and average daily rate (ADR) observed during the initial recovery phase are likely to taper off and return to more sustainable growth levels.

- While overall performance is on an upward trajectory, certain markets in the region may begin to moderate in 2025. For example, Singapore has recorded a plateauing of ADR growth in recent months as supply additions and the stabilization of demand limit further price increases. Similarly, the Maldives, which recorded exceptional ADR growth during the peak recovery period, has started to experience declines as competition intensifies and travelers diversify their destination preferences. Conversely, emerging markets such as Vietnam and the Philippines are expected to maintain robust performance due to ongoing infrastructure development and aggressive tourism campaigns. These markets are capitalizing on increased air connectivity and targeted efforts to attract diverse traveler segments, including digital nomads, adventure seekers, and luxury tourists.
- Travel to the APAC region is projected to remain high in 2025, supported by sustained interest from key source markets such as China, the United States, and Europe. China's reopening has been a critical driver of this demand, with outbound travel expected to exceed pre-pandemic levels. However, due to weak domestic demand and economic headwinds, the Chinese government's stimulus programs on consumption will be pivotal in determining the tourism sector's trajectory for the year ahead. The increased availability of direct flights, competitive airfare pricing, and relaxed visa requirements in countries like Thailand and Japan are further bolstering the region's attractiveness.
- Demand will continue to be fueled by both leisure and business travel. The return of large-scale events, conferences, and exhibitions will significantly contribute to this trend, especially in gateway cities with well-established MICE (meetings, incentives, conferences, and exhibitions) infrastructure. Air traffic growth will be a key enabler of increased demand for the APAC region in 2025. The rapid expansion of low-cost carriers and the resumption of long-haul routes by full-service airlines are expected to enhance connectivity to secondary cities and emerging destinations. Moreover, major airports across the region—including Singapore Changi, Tokyo Haneda, and Bangkok Suvarnabhumi—are undergoing capacity upgrades to accommodate higher passenger volumes.

Sales & Marketing Efforts:

Highlights for the month from the Single Property and Citywide teams:

- Meet Hawai'i expanded East Coast connections at the annual Meet NY Reception & Tradeshow on February 27th at the Marriott Marquis in New York City. Meet Hawai'i partnered with representatives from Hyatt Maui and Hyatt Kaua'i for this prestigious event that attracted over 500 attendees, providing an

exceptional networking and business development platform. During the event, the Meet Hawai'i team and Hyatt representatives engaged with more than 40 high-value meeting planners from prominent organizations, including:

- IEEE Signal Processing Society
- IEEE Globecom
- American Society of Mechanical Engineers
- Anthony Jannetti
- Student Nurses Association
- For an upcoming convention in April for the *Pediatric Academic Society*, the team worked with Kapiolani Medical Center to create an “insider’s guide” to Hawai'i for the upcoming convention. Local physicians generated a list of more than one hundred places they like to go for dining, happy hour, coffee, and recreational activities. This guide will support the meeting for physician recruitment.
- Meet Hawai'i Oceania Connected with 180 Buyers at the DMS Roadshow in Auckland, Melbourne, and Sydney from February 2-6, 2025. The team connected with qualified buyers and meeting planners across Australia and New Zealand, providing the latest updates and sharing the value of mālama, with special emphasis on CSR programs across the Hawaiian Islands. Meet Hawai'i Oceania partnered with the Twin Fin Hotel to offer an accommodation prize for attending MCI clients who completed the Aloha Quiz.
 - The DMS Connect Roadshow, celebrating its 25th year in Australia and New Zealand, continues to serve as an effective platform for connecting with MCI clients. Meet Hawai'i Oceania generated numerous leads from the three events, making February one of the most productive months for lead generation.
- **Citywide:**
 - Year-over-year bookings have declined significantly, largely due to reduced availability of Marketing Flexibility Funds and the evolving political landscape. Meanwhile, competitors have intensified their incentive offerings to secure more business largely driven by uncertainty with the recent federal changes.
 - On a positive note, tentative bookings are 82% ahead of last year, demonstrating strong interest. The team remains focused on driving new opportunities to the convention center and maintaining momentum despite these challenges.
- **Single Property:**

- In February, the Single Property team closed 9 meetings. 4 were secured in Maui and represented 2,838 TRN's and \$4.1M in Economic Impact. 83 tentative leads were distributed across all islands. These opportunities represent \$75M in EI for future. YTD the team is 26% ahead of last year from a tentative perspective. 55% of the leads came from the Continental West Coast. SP team continues to concentrate on prospecting new business for all islands, especially for 2025 and 2026.
- **List of February Sales Activities:**
 - **Client promotional events**
 - MPI Sacramento – Sacramento, CA
 - PCMA NorCal Town Hall – Oakland, CA
 - PATA 2025 Tourism Outlook – O'ahu, HI
 - MPI NCC Networking – Berkely, CA
 - AIME & Melbourne Sales Calls – Melbourne
 - **Educational Events & Trade Shows**
 - MPINE Educational Institute – Newport, RI
 - Meet New York – New York, NY
 - IHVB Annual Meeting – Hawai'i, HI
 - DMS Roadshow – Auckland, Melbourne & Sydney
 - **Sales Blitzes**
 - None to report this month
 - **January site visits and familiarization (FAM)**
 - **Sales Blitzes**
 - January 28 – HVCB Annual Meeting – Honolulu, HI
 - PAS 2025 Site Visit – O'ahu, HI

Island Destination Brand Management and Marketing Services

Overview: The Island Destination Brand Management and Marketing Services (IDBMMS) include the support from on-island representatives on behalf of HTA for visitor education, visitor industry engagement, and public relations activities; serving as advisors to HTA on the respective islands and The Hawaiian Islands statewide brand; collaborating with HTA's Global Marketing Team to develop and implement familiarization trips and press trips to areas that are welcoming visitors; providing island-based visitor education support during promotions, trade shows, and missions in major market areas, and coordinating with city and county government officials and designated organizations during crisis management situations.

Below are highlights of February's activities:

- Brand USA Content (All IVBs)
 - Reviewed Brand USA Travel Trade Training website and provided island-specific content (copy, images, and links) for island trade training pages.
- HTK Trade FAM (IHVB and OVB): Hawai'i Island, Mar. 17-19; O'ahu, Mar. 19-22
 - IHVB and OVB provided support, guidance, and collaborated on FAM itinerary development.

GMT SUPPORT

Kaua'i Visitors Bureau

	Public Relations	Consumer Direct	Travel Trade
HTUSA	0	1	1
HTCAN	2	0	0
HTO	3	0	0
HTE	1	0	2
Global MCI	0	1	0

HTCAN – provided support for individual media, Jim Byers, with contacts of restaurants visited in January for feature stories.

HTE – provided guidance and contacts for upcoming individual FAM for Emily from Audley in May/June and product manager from FDM Travel in November.

O'ahu Visitors Bureau

	Public Relations	Consumer Direct	Travel Trade
HTUSA	1	1	3
HTJ	0	3	0
HTCAN	2	1	0
HTO	1	0	2
HTK	0	1	1
HTE	0	0	1

Maui Visitors and Convention Bureau

	Public Relations	Consumer Direct	Travel Trade
HTUSA	0	1	1
HTJ	1	0	0
HTCAN	1	0	1
HTO	1	0	0
HTK	1	0	0

HTE	0	0	1
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HTUSA – Provided itinerary assistance with introduction to accommodation and activity partners and set up site inspections for Dugans Travel FAM, Feb. 28 – Mar. 4.

HTCAN – Preparing for Spoiled Travel Agents webinar presentation on Apr. 25 to include Maui updates on new restaurants and hotels.

HTK – Provided itinerary assistance regarding Maui Ocean Center experience and contact for Pacific Whale Foundation beach clean-up activity for upcoming Media Group FAM, Apr. 19-24.

Island of Hawai'i Visitors Bureau

	Public Relations	Consumer Direct	Travel Trade
HTE	0	0	2

HTE – Provided educational resources, Loop Luxury Event 50 appointments (Feb 2025)

HTE – Provided educational resources, Trailfinders Travel Centre 20 advisors (Feb 2025)

Global Support Services for Brand Management & Marketing

Overview: The Hawai'i Tourism Global Support Services for Brand Management and Marketing support HTA's comprehensive pre- and post-arrival visitor education and destination management efforts, as well as HTA's Global Marketing Team throughout the U.S., Canada, Japan, Oceania, Korea, China, and Europe. The support services include providing market insights to boost strategy, management and development of creative and digital assets, social media, website management, including GoHawaii.com, application development and maintenance, and updating of our Brand Guidelines. The resources are also shared broadly with the public for the community, visitor industry, businesses, media, travel trade, and meetings, conventions and incentives industry representatives to utilize in their respective areas.

- In February, the GSS team provided market insights, including air seats and flights, to HTA and industry stakeholders. The staff attended Rotes Americans in Nassau, Bahamas and met with representatives from WestJet, American, Delta, Alaska/Hawaiian, United, Southwest, British Airways, Discover, and Breeze, as well as key gateway airports to Hawai'i including Vancouver, Seattle, San Francisco, Oakland, LAX, and Washington Dulles.
- Support to global marketing teams in social media content development remains an ongoing effort. This includes providing feedback on content to ensure the

content stays authentic, culturally relevant, and aligned with Hawai'i's brand messaging and values.

- This month, the team uploaded a total of 478 images and 178 video b-roll clips showcasing the beauty of Kaua'i and the Island of Hawai'i to the Knowledge Bank. These visual assets are now available for use by marketing teams, industry stakeholders, in-market travel trade and media, enhancing their ability to promote our islands with high-quality visuals.

IV. PLANNING & EVALUATION BRANCH

Functional Statement: The purpose of the Planning & Evaluation Branch is to strategically plan for the near, mid, and long-term health and vitality of our visitor industry and manage destination issues that affect communities and the visitor experience. This includes the development, monitoring, and oversight of various plans for the HTA including but not limited to the Tourism Functional Plan, Strategic Plan, Annual Strategic Tourism Management Plan, the Destination Management Action Plans (DMAPs), and the Tourism Management and Marketing Plan. Other activities include development of policy as it relates to tourism.

Planning

Planning activities for the DMAPs and HTA's Strategic Tourism Plan were slowed down in February as the Director of Planning took on additional responsibilities with the Public Affairs Officer and Senior Brand Manager of the U.S. Market departing the agency at the end of January. The planner will start on March 10 to assist the Director of Planning.

Product Development

Overview: Develop, lead, assess, and optimize the development of new products and experiences. Leverage data and research to identify opportunities and areas for program development.

EDA's Noncompetitive Travel, Tourism & Outdoor Recreation Grant

Staff continues to engage with DLNR on their EDA projects and has monthly check-ins with the DLNR team. Projects continue to be executed.

V. FINANCE BRANCH

REPORT OF THE CEO

March 27, 2025

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Contracts List: Pursuant to Hawai'i Revised Statutes §201B-7 (9), please note the below contracts executed during the month of February 2025.

Contract No.	Contractor	Description	Contract Amount	Total Contract Value	Start Date	End Date
24018 S2	Hawaii Visitors and Convention Bureau	Hawaii Tourism Global Support Services	(\$194,806.00)	\$1,266,132.00	2/10/2025	12/31/2025
24018 S3	Hawaii Visitors and Convention Bureau	Hawaii Tourism Global Support Services	\$1,076,901.00	\$2,343,033.00	2/21/2025	12/31/2025
23008 S1	Council for Native Hawaiian Advancement	Support Services for Destination Stewardship	(\$1,200,000.00)	\$25,941,032.00	2/18/2025	5/1/2026
23008 S2	Council for Native Hawaiian Advancement	Support Services for Destination Stewardship	(\$1,411,247.00)	\$24,529,785.00	2/24/2025	5/1/2026
23008 S3	Council for Native Hawaiian Advancement	Support Services for Destination Stewardship	(\$5,566,780.00)	\$18,963,005.00	2/27/2025	5/1/2026
24009 S3	Hawaii Visitors and Convention Bureau	Island Destination Brand Management & Marketing Services	\$17,750.00	\$4,597,750.00	2/25/2025	6/30/2025
Contract Type:						
• Sole Source						
† Procurement Exemption						
⊖ Emergency						
			\$1,094,651.00			

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Presentation on
HTA Destination Stewardship Programs

MARCH 2025

DESTINATION STEWARDSHIP SUPPORT SERVICES UPDATE

KILOHANA

HAWAII TOURISM
AUTHORITY

Index

- Tourism Day
- VEPAM
- ‘Umeke
- Qurator
- Tour Guide Certification

Tourism Day at The Capitol

KILOHANA

HAWAII TOURISM
AUTHORITY



JOIN US AT THE 8TH ANNUAL

TOURISM DAY

AT THE CAPITOL

Friday, March 7, 2025

9 AM - 12 PM

Hawai'i State Capitol, 4th Floor

Tourism Committee Chairs: Senator Lynn DeCoite &
Representative Adrian Tam







VEPAM

VEPAM: Travel808 Hawai'i Island

- Wrapped Travel 808 Hawai'i Island:
- 'Āina Ho'ola Initiative
- Seaside Restaurant
- Ola Brewery
- Volcano National Park
- Sig Zane Designs
- Hilo Farmers Market

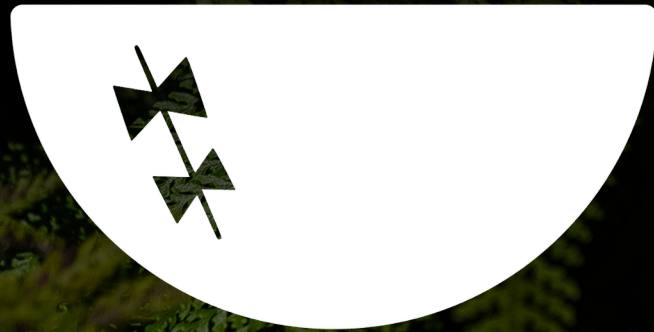


VEPAM: Ocean Safety

- Ads at the HNL Airport were down for 10 days in January
- As a make-good we negotiated Escalator Video Wall ads at HNL airport
- Ocean Safety ads seen by visitors using the escalators going from arrival floors to baggage claim in March



'Umeke



'UMEKE 2025-2026 - Updates

**Application
Deadline**

**Tuesday, April 1st
4:30pm HST**

**Anticipated Award
Announcement**

June 5th*

**First Payment
Disbursement
for Awardees**

October*

**pending funding availability*

203 applications in progress or submitted (as of 3/19/25)

Tour Guide Certification



Status Update:

- Stakeholder engagement ongoing to review the course
- Implementation plan in development
- Course & next steps will be presented to the Board in June



CURATOR



195

Organizations Registered

73

Organizations Certified

52

Organizations live on Qurator's website

- Majority of Qurator certified businesses are now on Go Hawai'i thanks to our partnership with HVCB
- Qurator commercials in the process of being filmed
- 1-1 support provided to CTC cohort members as they work towards Qurator certification
- Additional targeted outreach being done to businesses across all the islands

A close-up photograph of several green fern fronds. The fronds are finely divided and have a vibrant green color. They are set against a dark, almost black background, which makes the green stand out. The lighting is soft, highlighting the texture of the leaves.

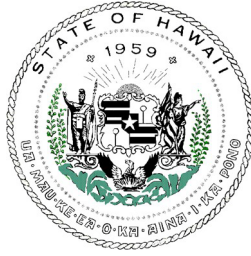
Mahalo Nui Loa

12

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

12a

**Motion, Presentation, Discussion, and Action
on the Hawai'i Tourism Authority's (HTA)
February 2025 Financial Report; Recommend
Approval**



The State of Hawai`i
Department of Business, Economic Development, and Tourism
Hawai`i Tourism Authority
Financial Statements
February 28, 2025

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 TOURISMAUTHORITY

**Hawaii Tourism
Authority
February 28, 2025
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Hawaii Tourism Authority
Balance Sheet
As of February 28, 2025

	Tourism Funds	Convention Center Funds	Roof Repair Project	Tourism Emergency Special Fund	EDA-ARPA State Tourism Grant	Total
Assets						
Fiscal Year (FY) 2025 General Funds	43,553,091	-	-	-	-	43,553,091
FY 2024 General Funds	350,574	2,078,262	-	-	-	2,428,836
Subtotal - General Funds	43,903,665	2,078,262	-	-	-	45,981,927
Special Funds (restricted)	8,386,067	46,206,295	-	-	-	54,592,362
Federal Grants	-	-	-	-	8,200,717	8,200,717
General Obligation Bonds (GOB)	-	-	75,700,648	-	-	75,700,648
Cash and Cash Equivalents	-	-	-	396,575	-	396,575
Total Assets	52,289,732	48,284,557	75,700,648	396,575	8,200,717	184,872,229
Liabilities and Fund Balances						
Liabilities (Special Funds)						
Transfer due to B&F		11,000,000		-	-	11,000,000
Total liabilities	-	11,000,000		-	-	11,000,000
Fund Balances						
FY 2025 Encumbered - General Funds	28,859,951	-	-	-	-	28,859,951
FY 2024 Encumbered - General Funds	350,574	2,078,262	-	-	-	2,428,836
Unencumbered - General Funds	14,693,140	-	-	-	-	14,693,140
Total General Fund Balances	43,903,665	2,078,262	-	-	-	45,981,927
Encumbered - Special Funds	595,644	19,154,552	-	198,610	5,144,345	25,093,151
Unencumbered - Special Funds	7,790,423	16,051,743	-	197,965	3,056,372	27,096,503
Total Special Fund Balances	8,386,067	35,206,295	-	396,575	8,200,717	52,189,654
Encumbered - GOB	-	-	17,746,657	-	-	17,746,657
Unencumbered - GOB	-	-	57,953,991	-	-	57,953,991
Total GOB Fund Balance	-	-	75,700,648	-	-	75,700,648
Total Fund Balances	52,289,732	37,284,557	75,700,648	396,575	8,200,717	173,872,229
Total Liabilities and Fund Balances	52,289,732	48,284,557	75,700,648	396,575	8,200,717	184,872,229

* 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
February 28, 2025

	Actual			Budget vs. Actual	
	Month Ended February 28, 2025	Year to Date	Remaining Encumbrances	FY 25 Budget	Under (Over) Budget
Expenditures					
Administration and Governance	179,962	1,553,420	827,492	3,696,660	1,315,748
Branding and Marketing	278,316	13,732,266	22,211,192	39,249,201	3,305,743
Sports and Signature Events	1,807,080	2,582,080	2,057,164	7,318,075	2,678,831
Dest. Stewardship and Community	31,338	456,842	1,599,107	7,923,883	5,867,934
Regenerative Tourism Development	476,264	881,974	1,554,713	3,762,181	1,325,494
Workforce Development	-	240,327	610,283	1,050,000	199,390
Total	<u>2,772,960</u>	<u>19,446,909</u>	<u>28,859,951</u>	<u>63,000,000</u>	<u>14,693,140</u>
Change in Fund Balance	<u>(2,772,960)</u>	<u>(19,446,909)</u>			
Fund Balances					
February 1, 2025 / July 1, 2024	<u>46,326,051</u>	<u>63,000,000</u>			
February 28, 2025	<u>43,553,091</u>	<u>43,553,091</u>			

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

Hawaii Tourism Authority
Tourism General Fund - Fiscal Year 2024
Statement of Revenues, Expenditures, Changes in Fund Balances, and Encumbrances
February 28, 2025

	Month Ended February 28, 2025	Year to Date	Remaining Encumbrances
Expenditures			
Branding	-	2,306,829	85,286
Destination Management	-	5,210,982	10,289
Governance and Org-Wide*	-	147,200	-
Perpetuating Hawaiian Culture	2,000	88,000	116,583
Planning & Evaluation	12,365	26,731	115,166
Resident and Industry Comms	-	87,985	6,250
Workforce Development	-	7,000	17,000
Total	14,365	7,874,727	350,574
Change in Fund Balance	(14,365)	(7,874,727)	
Lapsed Funds	-	(1,113,151)	
Fund Balances			
February 1, 2025 / July 1, 2024	364,939	9,338,452	
February 28, 2025	350,574	350,574	

* 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
February 28, 2025

	Month Ended February 28, 2025	Year to Date	Remaining Encumbrances
Revenues			
Interest, Net	22,334	317,345	
Total	22,334	317,345	
Expenditures			
Administration	3,716	39,700	12,503
Branding	133,303	277,096	267,141
Destination Management	-	-	230,000
Resident and Industry Comms	-	22,602	-
Workforce Development	-	-	86,000
Total	137,019	339,398	595,644
Change in Fund Balance	(114,685)	(22,053)	
Fund Balances			
February 1, 2025 / July 1, 2024	8,500,752	8,408,120	
February 28, 2025	8,386,067	8,386,067	

* 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
February 28, 2025

	Month Ended February 28, 2025	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			
February 1, 2025 / July 1, 2024	2,078,262	2,078,262	
February 28, 2025	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
February 28, 2025

	Month Ended February 28, 2025	Year to Date	Remaining Encumbrances
Revenues			
HCC Operations	-	1,235,696	
Interest	105,122	1,061,358	
TAT	-	11,000,000	
Total	105,122	13,297,054	
Expenditures			
HCC Marketing	-	788,336	814,964
HCC Operations	-	1,066,284	3,216,034
HCC Repairs and Maintenance	-	12,990,828	15,123,554
Total	-	14,845,448	19,154,552
Change in Fund Balance	105,122	(1,548,394)	
Fund Balances			
February 1, 2025 / July 1, 2024	46,101,173	47,754,689	
February 28, 2025	46,206,295	46,206,295	

* 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
February 28, 2025

	Month Ended February 28, 2025	Year to Date	Remaining Encumbrances
Revenues			
Appropriation Transfer	-	63,421,130	
	-	63,421,130	
Expenditures			
HCC Full Roof Repair	324,592	2,292,870	17,746,657
Total	324,592	2,292,870	17,746,657
Change in Fund Balance	(324,592)	61,128,260	
Fund Balances			
February 1, 2025 / July 1, 2024	76,025,240	14,572,388	
February 28, 2025	75,700,648	75,700,648	

* 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
February 28, 2025

	Month Ended February 28, 2025	Year to Date	Remaining Encumbrances
Revenues			
Interest, Net	871	3,965	
Total	871	3,965	
Expenditures			
Administration	159	159	-
Branding	10,000	100,000	10,000
Destination Management	127,503	175,000	178,400
Planning & Evaluation	-	25,000	-
Resident and Industry Comms	1,571	79,390	10,210
Total	139,233	379,549	198,610
Change in Fund Balance	(138,362)	(375,584)	
Fund Balances			
February 1, 2025 / July 1, 2024	534,937	772,159	
February 28, 2025	396,575	396,575	

* 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
February 28, 2025

	Month Ended February 28, 2025	Year to Date	Remaining Encumbrances
Expenditures			
Administration	-	-	-
Branding	-	2,500,000	-
Destination Management	226,000	856,000	5,144,345
Planning & Evaluation	-	-	-
Salaries and Fringe	-	-	-
Total	226,000	3,356,000	5,144,345
Change in Fund Balance	(226,000)	(3,356,000)	
Fund Balances			
February 1, 2025 / July 1, 2024	8,426,717	11,556,717	
February 28, 2025	8,200,717	8,200,717	

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

Hawaii Tourism Authority
February 28, 2025
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** – Pursuant to Section 3 of Act 230, SLH 2024, the 2024 Legislature appropriated \$63,000,000 of state general funds for HTA's fiscal year 2025 operating budget. The law divided the \$63,000,000 between six programs 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. Per Executive Memorandum 24-04, *FY 25 Budget Execution Policies and Instructions*, HTA's operating budget is subject to a 10% restriction imposed by the Department of Budget and Finance. The HTA staff and board have discussed the matter and have informed all major vendors to adjust plans and budgets accordingly. On January 24, 2025, the Governor released the \$6,300,000 of restricted funds to support additional branding and marketing efforts due to the anticipated downturn in tourism and the continued slump in Maui hotel occupancy. The Authority is developing a plan to utilize the \$6,300,000. 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

Hawaii Tourism Authority
February 28, 2025
Selected Management Disclosures

with a \$34,000,000 expenditure ceiling in Section 3 of Act 230, SLH 2024. The expenditure ceiling will lapse on June 30, 2025.

The 2023 State Legislature did not provide the CCESF with an expenditure ceiling 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, on the condition that HTA will subsequently 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 lapsed 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.

In the sixth emergency proclamation relating to the Maui wildfires, on August 19, 2023, the governor declared a tourism emergency. The Governor extended the tourism emergency in the twentieth emergency proclamation, dated February 4, 2025.

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

Hawaii Tourism Authority
February 28, 2025
Selected Management Disclosures

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'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, audit expenses for the Authority and the HCC, and other board meeting expenses.

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, 2024, management estimated the accrued vacation liability of approximately \$328,000, with a current liability of approximately \$105,000.

3. Retirement Benefits

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

At June 30, 2024, management reported a net pension liability of approximately \$6,372,000 for its proportionate share of the State's net pension liability. An actuarial valuation determined the net pension liability as of June 30, 2023.

Hawaii Tourism Authority
February 28, 2025
Selected Management Disclosures

For the year ended June 30, 2024, the Authority recognized pension expenses of approximately \$428,000. On June 30, 2024, management estimated the deferred outflows and deferred inflows of resources related to pensions of approximately \$221,000 and (\$293,000), respectively.

Hawaii Employer-Union Health Benefits Trust Fund (EUTF)

On June 30, 2024, management estimated the net other post-employment benefits (OPEB) liability of approximately \$4,924,000. An actuarial valuation measured the net OPEB liability as of July 1, 2023.

For the year ended June 30, 2024, the Authority recognized OPEB expenses of approximately \$203,000. On June 30, 2024, management estimated the deferred outflows and deferred inflows of resources related to OPEB of approximately \$77,000 and (\$451,000), respectively.

4. Maui Response and Recovery - Tourism Emergency Special Fund

Under sections HRS 201B-9 and 201B-10, the Authority prepared a \$5,000,000 Maui recovery and response plan on December 21, 2023, and then amended the plan on October 3, 2024. Upon completion of plan, the emergency fund will have a cash balance of approximately \$103,000.

The table below summarizes spending to February 28, 2025:

Maui Response and Recovery Total Spending to February 28, 2025			
Program	Budget	Paid to Date	Unspent
Immediate Wildfire Response	247,293	247,293	-
Long-term Housing	25,000	25,000	-
Marketing Promotions for Sports Event	3,400	-	3,400
Maui Resident Communications Campaign	349,307	343,129	6,178
Pop-Up Makeke	25,000	25,000	-
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	100,000	-
VEPAM	300,000	150,000	150,000
Total	5,000,000	4,840,422	159,578

Supplementary Information

**Hawaii Tourism Authority
Supplementary Information
Budget vs. Actual
Tourism General Funds - Fiscal Year 2025
July 1, 2024 to February 28, 2025**

Budget Line Item	BLI Code	Paid to Date	Remaining Encumbrance To Date	Fiscal Year 2025 Budget	Under (Over) Budget
Program - Administration and Governance					
Campaign Effectiveness Study	010	91,776	70,224	162,000	-
Community-Industry Outreach & PR Svcs	101	35,125	51,875	225,000	138,000
Cruise Infrastructure Imprv. and Arrival Experience	004	41,700	38,400	80,100	-
General and Administrative	901	270,634	153,455	641,409	217,321
Governance - Gen Board Others	919	34,882	75,625	117,000	6,493
Hawaiitourismauthority.org	103	-	-	22,500	22,500
Professional Services	915	97,609	47,391	145,000	-
Program Evaluation	654	-	419	81,000	80,581
Salaries - Admin	930	957,218	-	1,438,985	481,767
Tourism Strategic Plan Update	915	-	-	270,000	270,000
Travel - Admin	998	15,956	7,841	54,000	30,203
Travel - Branding	398	6,281	5,573	45,000	33,146
Travel - Destination Stewardship	898	2,239	7,023	45,000	35,737
Budget Restriction	BR	-	369,666	369,666	-
Subtotal - Administration and Governance		1,553,420	827,492	3,696,660	1,315,748
Program - Branding and Marketing					
Canada	322	352,638	547,362	900,000	-
Convention Center Sales & Marketing	317	1,220,330	2,104,670	6,008,985	2,683,985
Europe	326	361,638	538,362	900,000	-
Global Support Services	350	578,125	637,478	1,237,500	21,897
Island-Destination International Marketing	306	1,200,000	1,680,000	2,880,000	-
Japan	323	2,520,000	3,330,000	5,850,000	-
Korea	324	565,876	243,400	810,000	724
Oceania	325	358,634	590,000	1,161,815	213,180
Salaries - Branding	934	169,732	-	523,981	354,249
Travel - Branding	398	-	-	-	-
USA	321	6,405,293	8,615,000	15,052,001	31,708
Budget Restriction	BR	-	3,924,920	3,924,920	-
Subtotal - Branding and Marketing		13,732,266	22,211,192	39,249,201	3,305,743
Program - Sports and Signature Events					
Basketball	376	600,000	150,000	750,000	-
Community Tourism Collaborative	656	-	-	-	-
Football	384	-	-	955,000	955,000
LPGA	343	175,000	75,000	250,000	-
PGA Tour Contracts	312	1,597,080	399,270	1,996,350	-
Signature Events	700	-	444,087	1,467,689	1,023,602
Sports RFP or Other Procurement	385	-	-	630,989	630,989
Salaries - Sports and SE	937	-	-	69,240	69,240
Surfing	374	210,000	90,000	300,000	-
UH Athletics Branding Partnership	378	-	167,000	167,000	-
Budget Restriction	BR	-	731,807	731,807	-
Subtotal - Sports and Signature Events		2,582,080	2,057,164	7,318,075	2,678,831

**Hawaii Tourism Authority
Supplementary Information
Budget vs. Actual
Tourism General Funds - Fiscal Year 2025
July 1, 2024 to February 28, 2025**

Budget Line Item	BLI Code	Paid to Date	Remaining Encumbrance To Date	Fiscal Year 2025 Budget	Under (Over) Budget
Program - Destination Stewardship and Community					
Community-Based Tourism - Oahu	731	-	-	139,985	139,985
Community-Based Tourism - Maui County	732	-	-	139,985	139,985
Community-Based Tourism - Hawaii Island	733	-	-	139,984	139,984
Community-Based Tourism - Kauai	734	-	-	139,984	139,984
Community Tourism Collaborative	656	-	98,103	98,103	-
Destination Management Application	740	-	-	3,150,000	3,150,000
Kahu Aina	402	-	-	674,057	674,057
Resort Area Hawaiian Cultural Initiative	718	-	-	367,043	367,043
Salaries - Destination Stewardship	938	163,545	-	557,583	394,038
Visitor Assistance Programs	601	261,000	274,950	585,000	49,050
Visitor Education Post Arrival Marketing	014	32,298	433,666	1,139,771	673,808
Budget Restriction	BR	-	792,388	792,388	-
Subtotal - Destination Stewardship and Comm.		456,842	1,599,107	7,923,883	5,867,934
Program - Regenerative Tourism Development					
Community Enrichment Program	701	258,767	392,832	1,134,383	482,784
Community Tourism Collaborative	656	258,767	392,832	1,371,165	719,566
Kukulu Ola: Living Hawaiian Cultural Prog	201	258,767	392,832	674,057	22,458
Salaries - Regenerative Tourism	939	105,672	-	206,357	100,686
Budget Restriction	BR	-	376,218	376,218	-
Subtotal - Regenerative Tourism Development		881,974	1,554,713	3,762,181	1,325,494
Program - Workforce Development					
Future Workforce Development (LEI)	803	-	150,000	151,667	1,667
Hawaiian Culture Initiative	202	-	78,600	208,333	129,733
Hawai'i Tourism Summit	102	197,327	16,443	270,000	56,230
Scholarship Program	805	43,000	260,240	315,000	11,760
Budget Restriction	BR	-	105,000	105,000	-
Subtotal - Workforce Development		240,327	610,283	1,050,000	199,390
Total - Fiscal Year 25 Tourism General Funds		19,446,909	28,859,951	63,000,000	14,693,140

Last statement: January 31, 2025
 This statement: February 28, 2025
 Total days in statement period: 28

Page 1 of 1
 Number of Enclosures: (0)



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 HAWAII TOURISM AUTHORITY
 TOURISM EMERGENCY SPECIAL FUND
 1801 KALAKAUA AVE 1ST FL
 HONOLULU HI 96815

Direct inquiries to:
 888 643-3888

BANK OF HAWAII
 111 S KING ST
 HONOLULU HI 96813

Bank of Hawaii

WHEN YOU NEED TO ORDER (OR REORDER) CHECKS OR OTHER BUSINESS ACCESSORIES, CALL BUSINESS SOLUTIONS BY HARLAND CLARKE TOLL-FREE AT 1-800-503-2345 FOR CONVENIENCE, QUALITY AND A FULL RANGE OF CHOICES. NEW BUSINESS CHECK ORDERS ARE ALSO WELCOME.

Analyzed Business Checking

Account number	0091-585227	Beginning balance	\$295,164.82
Low balance	\$155,935.63	Total additions	.00
Average balance	\$212,343.70	Total subtractions	139,229.19
		Ending balance	<u>\$155,935.63</u>

CHECKS

Number	Date	Amount	Number	Date	Amount
1039	02-10	102,502.50	1043	02-25	523.56
1041 *	02-14	10,000.00	1044	02-21	25,000.00
1042	02-13	1,047.12			

* Skip in check sequence

DEBITS

Date	Description	Subtractions
02-12	ACH Debit HARLAND CLARKE CHK ORDER 250208 2CM565930327600	151.98
02-26	Account Analysis Fee ANALYSIS ACTIVITY FOR 01/25	4.03

DAILY BALANCES

Date	Amount	Date	Amount	Date	Amount
01-31	295,164.82	02-13	191,463.22	02-25	155,939.66
02-10	192,662.32	02-14	181,463.22	02-26	155,935.63
02-12	192,510.34	02-21	156,463.22		

MEMBER FDIC

EQUAL HOUSING LENDER

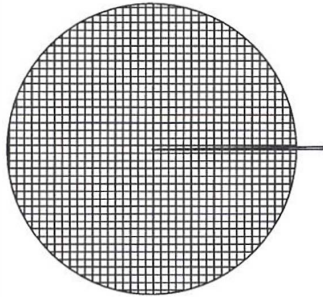
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Statement Period
Account Number

01/01/2025 through 01/31/2025
BANK OF HAWAII
AGENT U/A DATED 10/31/2018 FOR
HAWAII TOURISM AUTHORITY
-TOURISM EMERGENCY TRUST
FUND

Summary Of Investments

Investment Allocation



0.4%		CASH	866.68
99.6%		CASH EQUIVALENTS	239,772.40
100.0%		TOTAL	240,639.08

Investment Summary

	Market Value	%	Estimated Income	Current Yield
CASH	866.68	0.36	0	0.00
CASH EQUIVALENTS	239,772.40	99.64	10,190	4.25
Total Fund	240,639.08	100.00	10,190	4.23

Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
	CASH	866.68	866.68	100.00
	CASH EQUIVALENTS			
	CASH MANAGEMENT			
239,772.4	DREYFUS TREASURY OBLIGATIONS CASH MANAGEMENT FUND	239,772.40	239,772.40	100.00
	Total Fund	240,639.08*	240,639.08*	100.00*

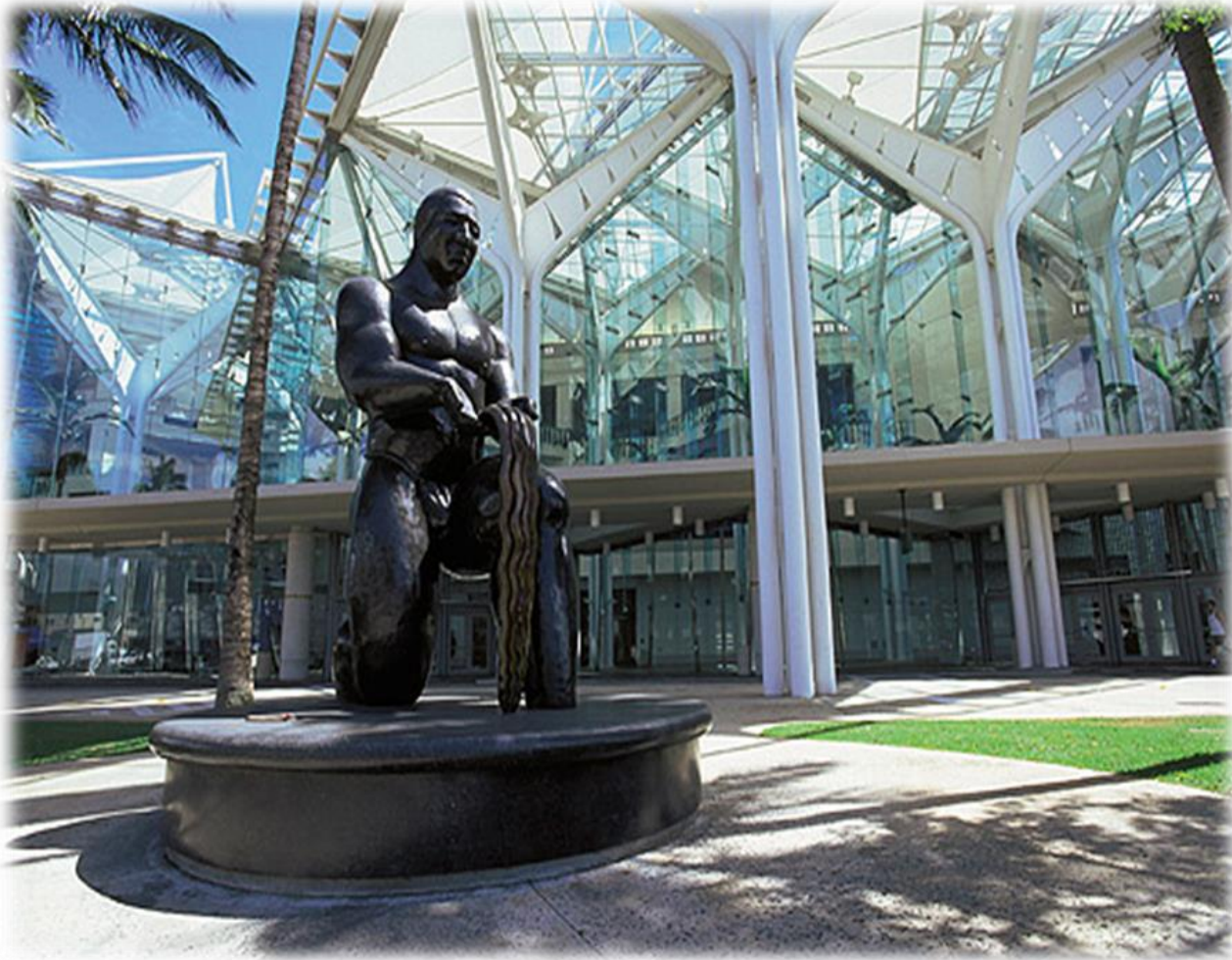
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12b

**Motion, Presentation, Discussion, and Action
on the Hawai'i Convention Center's (HCC)
February 2025 Financial Report and Update
on the HCC's 6-Year Repair and Maintenance
Plan; Recommend Approval**

Hawai'i Convention Center HTA Board Meeting Update



*Update for
February 2025
For
(March 2025 meeting)*

Financial Update FY25

	Feb-25 Actual	FY 2025 Reforecast	FY 2025 Budget	Variance	FY 2024 Actual	FY 2023 Actual
Facility Number of Events	14	246	237	9	262	273
Facility Operating Revenue	\$2,650,500	\$25,182,200	\$22,619,600	\$2,562,600	\$27,278,800	\$14,310,800
Facility Other Income	\$129,200	\$1,609,600	\$1,548,800	\$60,800	\$1,616,200	\$135,700
Facility Total Revenue	\$2,779,700	\$26,791,800	\$24,168,400	\$2,623,400	\$28,895,000	\$14,446,500
Facility Operating Expenses	-\$2,215,900	-\$28,651,500	-\$27,410,400	-\$1,241,100	-\$25,495,600	-\$18,412,200
Facility Net Income/(Subsidy)	\$563,800	-\$1,859,700	-\$3,242,000	\$1,382,300	\$3,399,400	-\$3,965,700
Local S&M Operating Expenses	-\$59,500	-\$1,085,000	-\$1,603,300	\$518,300	-\$1,036,600	-\$959,400
HCC Net Income/(Subsidy)	\$504,300	-\$2,944,700	-\$4,845,300	\$1,900,600	\$2,362,800	-\$4,925,100

ROI February 2025 FYTD

HCC Revenue + State Revenue
 +Tax Revenue
 = \$259.0 M

HCC Expense + HVCB MCI
 Expense = \$22.8 M

***ROI = For every dollar spent,
 \$11.34 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)
01.25	\$10.33	(9)
02.25	\$11.34	(10)

FY 2024 ROI

07.23-06.24 \$14.64 (21)

FY 2023 ROI

07.22-06.23 \$4.19 (7)

FY 2025 (July 2024 – June 2025) Citywide Events

Created By: Test User
Created On: 02/01/2025

Fiscal Year: Contract Room Block Begin	Total Bookings	Total Contract Rooms	Total Attendees	Total EEI Value	Tax Generation
2025	18	109824	67050	\$388,228,866.23	\$45,422,777.35
2026	12	123141	43050	\$301,489,386.23	\$35,274,258.19
2027	8	88034	47700	\$285,030,767.47	\$33,348,599.79
2028	9	55428	29100	\$174,235,818.42	\$20,385,590.76
2029	3	18274	11200	\$81,287,236.19	\$9,510,606.63
2030	3	18710	11100	\$75,345,457.60	\$8,815,418.54
2031	5	82167	27700	\$171,336,614.82	\$20,046,383.93
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	60	555957	250400	\$1,571,274,321.50	\$183,839,095.62

FY 25	
Total Bookings	18
Total Contract Rooms	109,824
Total Attendees	67,050
Total EEI Value	\$388,228,866.23
Total Tax Generation	\$45,422,777.35



Source: February 2025 Meet Hawai'i Pace "Definites on the Books FY" Report

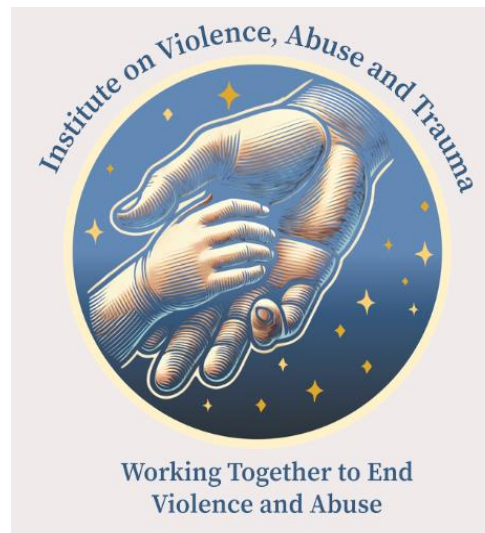
Recent Events @ Hawai'i Convention Center

- NDIA 2025 Pacific Operational Science and Technology Conference, March 3-6, 2,453 attendees (CW)
- Honolulu Festival 2025, March 7-9, 15,080 attendees
- Kawaii Kon 2025, March 14-16, estimated 20,000 attendees (CW)



Upcoming Local/Citywide Events

- Entrepreneurs' Organization - 2025 Global Leadership Conference, March 31-April 5, estimated 1,500 attendees (CW)
- 22nd International Hawaii Summit on Preventing, Assessing & Treating Trauma Across the Lifespan (IVAT), April 4-10, estimated 1,400 attendees
- Honolulu Open 2025 (Pickleball), April 10-13, estimated 750 attendees



Definite Local/CW Bookings for next 3 months

Month	Total # of Local Events	Total # of Citywides
March 2025	19	3
April 2025	22	1
May 2025	20	3



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



ISMRRM & ISMRT
 ANNUAL MEETING & EXHIBITION
Honolulu, Hawaii, USA 10-15 MAY 2025

CALL FOR LATE-BREAKING ABSTRACTS
 CATEGORIES: SUSTAINABILITY & UNMET NEEDS
 Submission Deadline: 19 March 2025 at 23:59 UTC

IMMUNOLOGY2025™
 THE ANNUAL MEETING OF THE AMERICAN ASSOCIATION OF IMMUNOLOGISTS
 HONOLULU, HAWAII, USA • MAY 3 – 7, 2025



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:
 - 2025 Sony Open Gala (11 trees)
 - 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)
 - CHEST 2023 (42 trees)
 - 2023 International Conference on Machine Learning (36 trees)



As of January 2025

509

HCC CARBON
OFFSET
PROGRAM LEGACY TREES

An icon of a green tree with brown soil, held in two hands, symbolizing carbon offset or environmental care.

491.14

MTCO_{2e}

TOTAL CARBON
OFFSET

A simple green tree icon with brown soil, symbolizing carbon offset.

ICML
International Conference
On Machine Learning

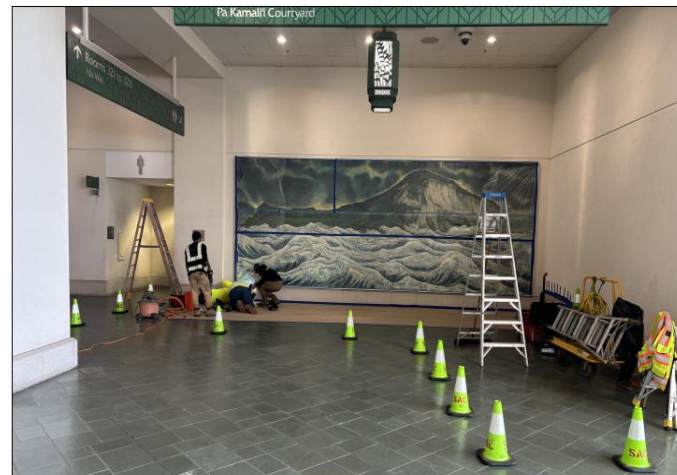


Repair, Maintenance and Replacement Projects Update

New Papaheenalu Exhibit



To prepare for new museum cases for the new Surfboard exhibit, the Green Rabbit Island painting was relocated to a prominent location in the Lobby, front of Exhibit Hall 2.



3rd Fl and Exterior Planter Project



Scaffolding was erected over the Parking entrance ramp for safety and to facilitate work on the Kalakaua planters.



LED Lighting Project



Installation and commissioning continues at night for the Lobby and public restrooms.

Exterior Building Painting



Painters are flexible in moving to locations around the Center that do not impact event activity.

CURRENT PROJECTS

IMPROVE GUEST EXPERIENCE

- New Speakers and Equipment to upgrade sound in meeting rooms
- Upgrade Screens and add Surround Sound in Theatres
- Replace all 12 Escalators
- 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
- IT Network Cabling and Switch Upgrade
- Digital Signage Upgrade

IMPROVE OUR BUILDING

- Paint Entire Building Exterior and Interior
- Repair Leaks
 - Kalākaua Kitchen
 - Ballroom and other Parapet Roofs
 - 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
- Internal Phone System Upgrade to VOIP

Repair, Maintenance and Replacement Projects

Update of Major Projects

Parapet Roof Repairs

- To start restoration on parapet roof surfaces on various levels of the building
- Includes the Porte Cochere Roof, stairwell and elevator shaft roofs and Ballroom storeroom roof

LED Lighting Upgrade

- New LED lighting has enhanced ambiance in the meeting spaces for events
- Completed 75% of meeting and public area space; including all Exhibit Halls
- Ma kai meeting rooms will be completed after the Rooftop Terrace Repair project
- HCC continues training for all staff to become familiar with lighting controls and scene management

Exterior Building Painting

- Contractors working in different areas, to work around busy event schedule
- Painting trim of 4th floor Rooftop areas and Ala Wai Canal side
- To continue on upper areas of Kalakaua Ave side of building

3rd Floor and Other Exterior Planters

- Challenged with inclement weather and discovery of unforeseen conditions
- Working with contractor to expedite repair designs to complete work and close-up planter

Repair, Maintenance and Replacement Projects

6-Year Plan (page 1)

Project Number	Project Title	Estimated Project Cost	Est Complete	GOB/ CIP/OC	Prior Expenses Jan 2025	FY25	FY26	FY27	FY28	FY29	FY30	Total
003	Kalākaua Kitchen and Atkinson Drywell Renovation	\$ 7,517,494	CY 26	CIP	\$ 347,572	\$ 997,600	\$ 4,272,042	\$ 1,900,281				\$ 7,517,495
007	Kitchen Hood Control Panel Replacement	\$ 454,028	Q1 25	CIP	\$ 454,029							\$ 454,029
009	Slate Tile Repair	\$ 722,691	CY 26	CIP	\$ 222,062	\$ 47,464	\$ 453,165					\$ 722,691
010	Chiller Replacement	\$ 6,154,288	Q1 25	CIP	\$ 6,029,184	\$ 125,103						\$ 6,154,287
011	Ballroom Gutter, Foyer Transom Glass Roof Repair and Soffit R	\$ 21,873,845	CY 26	CIP	\$ 218,836	\$ 6,277,702	\$ 7,805,259	\$ 7,572,048				\$ 21,873,845
012	Parapet Roof Repairs	\$ 2,374,257	Q2 25	CIP	\$ 90,165	\$ 2,284,092						\$ 2,374,257
013	Ballroom Roof Repairs	\$ 1,575,688	Q3 25	CIP	\$ 247,579	\$ 1,328,109						\$ 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	\$ 95,903	\$ 2,462,758		\$ 3,106,407				\$ 5,665,068
023	Air Wall Repairs	\$ 282,058	Q3 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	Q3 25	OC	\$ -		\$ 300,000					\$ 300,000
027	Ice Machines Replacement	\$ 500,000	Q3 25	OC	\$ -	\$ 250,000	\$ 250,000					\$ 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	Q2 25	OC	\$ 5,140,507	\$ 954,083						\$ 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	\$ 170,152	Q3 25	OC	\$ -	\$ 170,152						\$ 170,152
044	Fire Sprinkler Line Refurbishment	\$ 353,394	Q3 25	CIP	\$ 31,867	\$ 193,133	\$ 128,394					\$ 353,394
045	Escalator Modernization	\$ 7,927,869	CY 26	CIP	\$ 71,240	\$ 3,563,424	\$ 2,520,000	\$ 1,773,205				\$ 7,927,869
046	LED Light Upgrade	\$ 6,510,416	CY 26	CIP	\$ 4,105,589	\$ 1,010,806		\$ 1,394,020				\$ 6,510,415
048	Electrical Harmonics Testing	\$ 100,000	FY 28	CIP	\$ -				\$ 100,000			\$ 100,000
050	Main Kitchen Flooring Replacement	\$ 648,881	Q2 25	CIP	\$ 209,288	\$ 439,593						\$ 648,881
051	Phone System Replacement	\$ 30,000	Q3 25	OC	\$ -	\$ 30,000						\$ 30,000
054	Boardroom Upgrade	\$ 1,099,549	CY 26	OC	\$ 118,134	\$ -	\$ 981,414					\$ 1,099,548
055	Elevator #2 Upgrade	\$ 250,000	FY 28	CIP	\$ -				\$ 250,000			\$ 250,000
058	Kitchen Hood Fire Suppression System Replacement	\$ 374,430	Q1 25	CIP	\$ 333,045	\$ 41,385						\$ 374,430
060	Lobby Sail Repair and Maintenance	\$ 179,000	CY 26	CIP	\$ 41,196		\$ 137,804					\$ 179,000

Repair, Maintenance and Replacement Projects

6-Year Plan (page 2)

Project Number	Project Title	Estimated Project Cost	Est Complete	GOB/ CIP/OC	Prior Expenses Jan 2025	FY25	FY26	FY27	FY28	FY29	FY30	Total
061	ADA Lift (#320) Replacement	\$ 165,000	Q2 25	CIP	\$ 91,515	\$ 73,485						\$ 165,000
064	F&B Equipment - #1	\$ 1,364,759	Q1 25	OC	\$ 1,273,141	\$ 91,618						\$ 1,364,759
066	Kalākaua Kitchen Boiler Replacement	\$ 330,000	Q3 25	OC	\$ 22,433	\$ 307,567						\$ 330,000
068	3rd Floor Planter Repair and Exterior Planter Repair	\$ 12,402,236	Q2 26	CIP	\$ 1,343,357	\$ 1,821,724	\$ 9,237,155					\$ 12,402,236
069	Parking System Equipment Upgrade	\$ 1,083,753	Q4 25	CIP	\$ 75,731	\$ 24,838	\$ 983,184					\$ 1,083,753
070	Parking Garage Floor Sealing	\$ 5,285,230	Q4 25	CIP	\$ -	\$ 1,000,000	\$ 4,285,230					\$ 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	Q2 25	OC	\$ 89	\$ 133,421						\$ 133,510
074	Ice Rink and Equipment	\$ 1,000,000	Q4 25	CIP	\$ -	\$ 1,000,000						\$ 1,000,000
075	Exterior Building Painting	\$ 2,659,418	Q2 26	CIP	\$ 1,018,966	\$ 763,455	\$ 876,997					\$ 2,659,418
077	Interior Building Painting	\$ 3,872,039	CY 26	CIP	\$ 61,775	\$ 495,049	\$ 3,315,215					\$ 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	Q4 25	OC	\$ 47,637	\$ 500,000	\$ 452,363					\$ 1,000,000
082	Escalator and Elevator Repairs	\$ 1,000,000	CY 26	CIP	\$ 476,282	\$ 191,488	\$ 332,230					\$ 1,000,000
083	Café 808 Renovation	\$ 3,000,000	CY 26	CIP	\$ -	\$ 3,000,000						\$ 3,000,000
084	Frictionlist Concession	\$ 1,500,000	CY 26	CIP	\$ -		\$ 1,500,000					\$ 1,500,000
085	1801 Renovation	\$ 2,000,000	CY 26	CIP	\$ -	\$ 2,000,000						\$ 2,000,000
086	Water Remediation - Misc Repairs/Equipment	\$ 500,000	Q2 26	CIP	\$ 73,260	\$ 176,740	\$ 250,000					\$ 500,000
089	Cabling Infrastructure Upgrade	\$ 850,000	Q4 25	CIP	\$ 218,737		\$ 631,263					\$ 850,000
091	Loading Dock Supply Fans	\$ 225,000	Q4 25	OC	\$ -	\$ 225,000						\$ 225,000
093	ADA Compliance	\$ 1,500,000	CY 26	CIP	\$ 6,902	\$ 100,000	\$ 1,393,098					\$ 1,500,000
094	Solar Photovoltaic System	\$ 7,089,400	Q2 26	CIP	\$ 37,681	\$ 3,472,819	\$ 3,578,900					\$ 7,089,400
097	Carpet Replacement	\$ 4,000,000	CY 26	CIP	\$ -		\$ 4,000,000					\$ 4,000,000
098	Sketch-up Revisions	\$ 30,000	Q1 25	OC	\$ 14,500	\$ 15,500						\$ 30,000
099	Fire Alarm System	\$ 1,500,000	Q2 25	CIP	\$ -	\$ 50,000	\$ 1,450,000					\$ 1,500,000
100	Retractable Seating	\$ 1,500,000	Q3 25	CIP	\$ 89	\$ 500,000	\$ 999,911					\$ 1,500,000
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)		\$137,692,449			\$22,887,636	\$40,763,275	\$ 54,533,335	\$15,745,961	\$ 3,137,239	\$ 625,000	\$ -	

Current project
 Cumming-managed project
 HCC-managed project
 RLB-managed project



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

- Exterior Sign Refurbishment; \$50k
- Event Stage ADA Ramp; \$41k
- Escalator #1 Handrail Replacement; \$64k
- 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
- Kitchen Hood Control Panel Replacement, \$454k
- Kitchen Hood Fire Suppression System Replacement, \$374k
- Food and Beverage Equipment Upgrade #1, \$1.4M



Mahalo Nui Loa

13

**Report and Update by the
HO'OKAHUA HAWAI'I STANDING COMMITTEE**

13a

Discussion and Action to Update the Ho'okahua Hawai'i Standing Committee Description

Bylaws of the Hawai'i Tourism Authority: Article V, Section V: Ho'okahua Hawai'i Standing Committee

Existing:

There is established a Ho'okahua Hawai'i Standing Committee for the purpose of developing, reviewing, evaluating, monitoring, reporting, and providing recommendations on issues relating to natural resources, Hawaiian culture, and community.



Proposed Revision:

There is established a Ho'okahua Hawai'i Standing Committee to provide and ensure oversight on matters related to natural resource stewardship, the perpetuation of Hawaiian culture, and community well-being, in alignment with Hawai'i Revised Statutes, the Hawai'i Tourism Authority's Strategic Plan, and Destination Management Action Plans (DMAPs). The Committee shall prioritize Hawaiian cultural values by supporting the 'Ōlelo Hawai'i (Hawaiian language), traditional practices, and respectful visitor engagement, and shall promote sustainable stewardship by working in conjunction with other committees of the board to advise on policies that protect Hawai'i's land and ocean resources, and foster community engagement by ensuring that tourism benefits residents and aligns with local priorities. Additionally, the Committee will focus on tourism's social and economic impacts, ensure compliance with HTA's strategic priorities and recommend policy improvements to enhance sustainable and regenerative tourism.

13b

Update on the LA Rams 2025 Program



STAFF REPORT TO THE BOARD

March 27, 2025

REQUEST:

No additional requests at this time.

FACTS:

Based on the December 19, 2024, unanimous approval by the Board to proceed with the partnership, HTA Staff prepared the initial procurement paperwork and submitted it on time to FINPRO on January 15, 2025.

Feedback was offered by Vice President Choy, and the HTA Stewardship staff responded to both requests.

HTA received State Procurement Office approval for the exemption on 3/12/25 via PE25-062SK.

HTA staff and FINPRO have been working on the contract draft and aim to have it executed no later than 4/7/25.

Other details that the Board may request need to be done so in executive session.

DISCUSSION:

None at this time.

BUDGET IMPLICATIONS:

According to Mr. Kishi, BFCC at its January 21, 2025 meeting wants to review the LA Rams contract's funding plan as approved by the Board in the December 19, 2024 meeting.

The proposed funding plan splits the contract into two equal payments of \$955,000, to be allocated between FY 25 and FY 26. According to Mr. Kishi FINPRO previously discussed, "contracts shouldn't be executed with proper funding, nor obligate the legislature with unfunded commitments. As such, we don't have sufficient funds for the LA Rams contract."

March 19, 2025

Subsequent discussions with Mr. Kishi and Mr. Choy led to the below-approved funding plan for year 1 of the deal.

- **Funding:** Payments are to be made in two equal installments on April 30th and September 30th each year.
 - For 2025-2026 Season:
 - April 30, 2025, Payment 1
 - FY25, Program ID 115, BLI 346: \$955,000
 - September 30, 2025, Payment 2
 - FY26, Program ID 116, BLI 346: \$955,000

It is important to note that this plan requires our full legislative appropriation to fund payment 2. If we don't, we will NOT be able to fund the contract fully. This request was in the Board approved budget request in Line #72 "NFL Partnership"

• **Summary Table:**

	2025-2026 Season
Base	\$1,500,000
Playoff Contingency	\$360,000
Misc Costs	\$50,000
Total	\$1,910,000

RECOMMENDATION:

None at this time.

13c

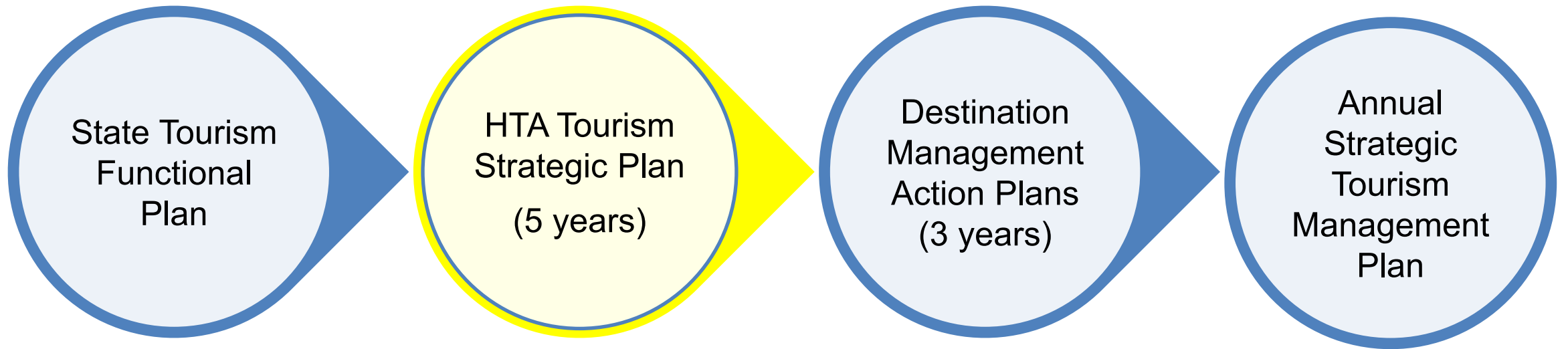
Discussion and/or Action on the Timeline and Objectives for the Hawai'i Tourism Authority's Strategic Tourism Plan

DISCUSSION AND/OR ACTION ON THE TIMELINE AND OBJECTIVES FOR THE HAWAII TOURISM AUTHORITY'S STRATEGIC TOURISM PLAN

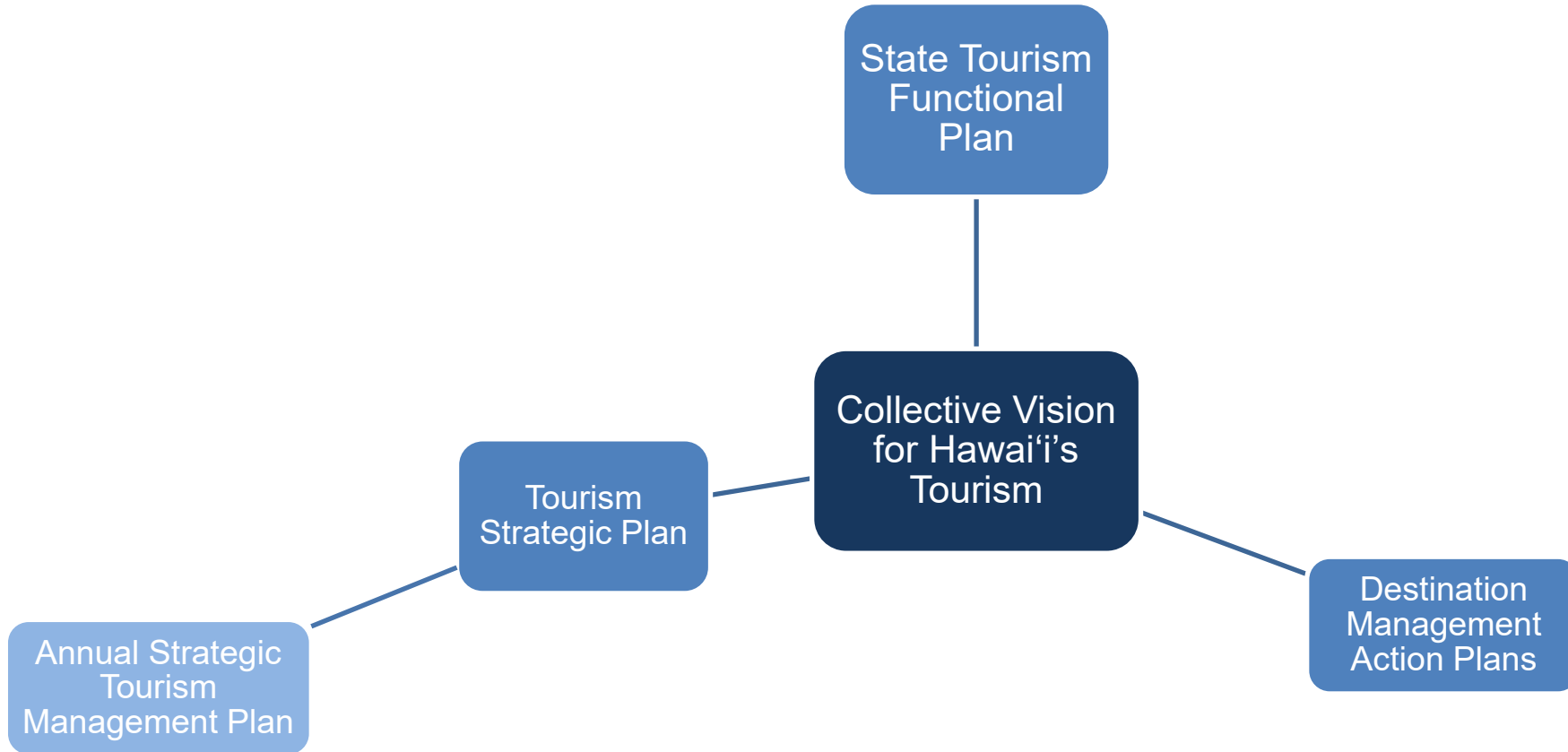
Presented by
Caroline Anderson
Director of Planning
March 27, 2025

**§201B-7 (B)(1) HTA SHALL BE RESPONSIBLE FOR
“ CREATING A VISION AND DEVELOPING A LONG-RANGE
STRATEGIC PLAN FOR TOURISM IN HAWAI‘I.”**

Our Plans



Need For a Collective Vision for Tourism



HTA Strategic Plan Components:

- A situation analysis to put our mission and values in context with current tourism trends and statistics
- Identification of goals, objectives, and strategic choices
- Data-driven guidance to invest in assets and programs benefiting residents, local workforce, and visitors
- Collective Vision
- Identification of Key Performance Indicators
- Targets and Milestones



We Will Examine:

- Our mission
- Vision for Hawai'i's tourism
- Progress on objectives that further our vision for destination branding, regenerative tourism and destination management
- Programmatic actions aligned to our mission and their progress
- Partnership and coordination needs in service of the objectives and actions
- Consider HTA Governance Study Recommendations
- Positioning of The Hawaiian Islands in the Globally Competitive Market
 - Leisure vs Meetings Conventions, & Incentives
- Alignment with destination management and regenerative tourism best practices

13d

Discussion and/or Action on the Timeline and Objectives for the Hawai'i Tourism Authority's Destination Management Action Plans

DISCUSSION AND/OR ACTION ON THE TIMELINE AND OBJECTIVES FOR THE DESTINATION MANAGEMENT ACTION PLANS

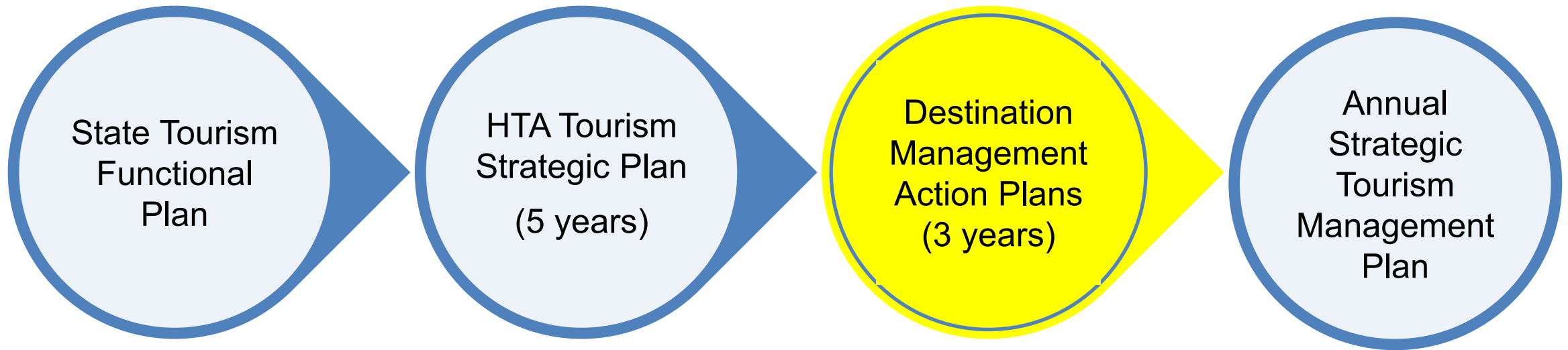
Presented by
Caroline Anderson
Director of Planning
March 27, 2025

[§201b-6.4] Destination management action plans; counties; objectives; execution. To meet the destination management objectives for each county, the authority shall perform the actions specified in each of the following plans:

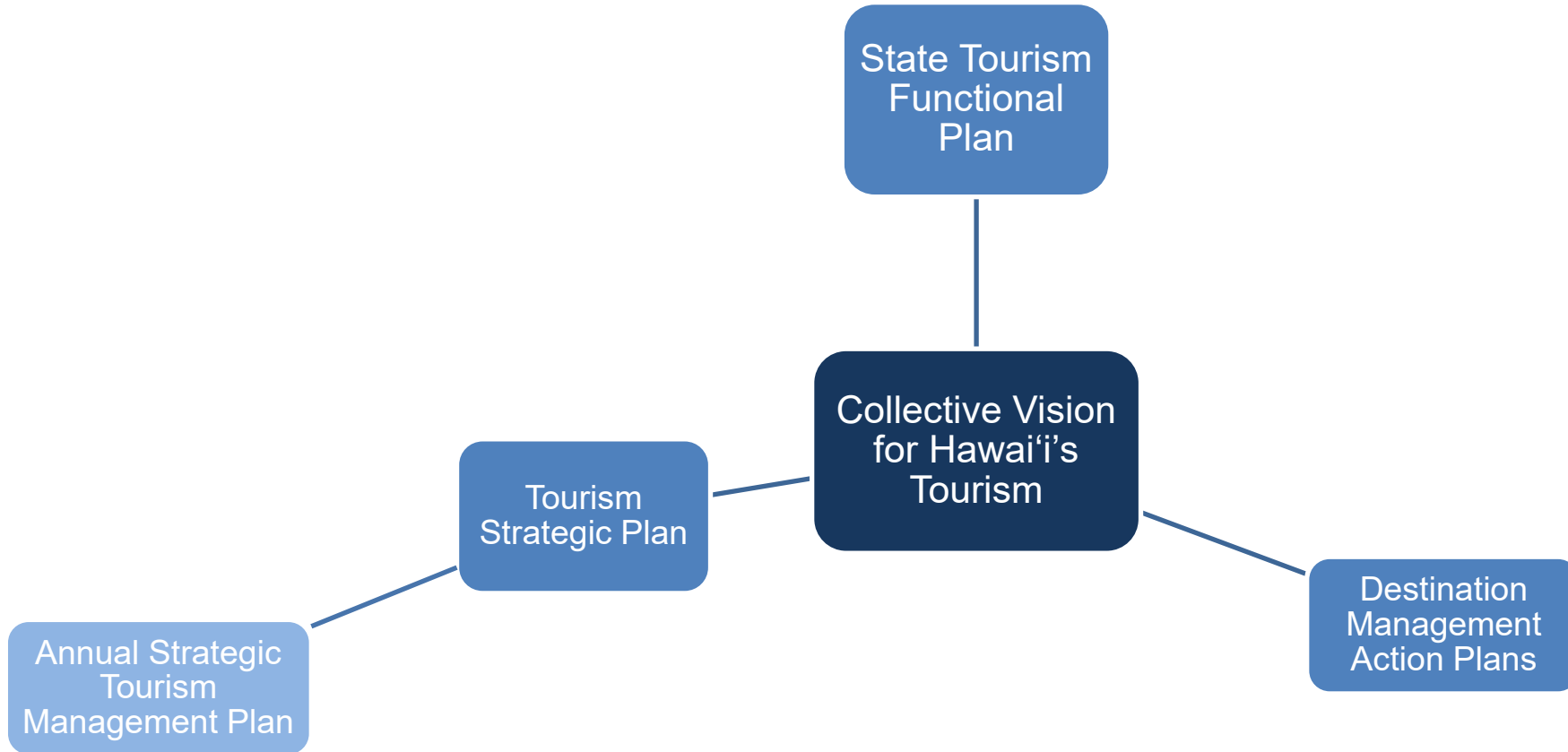
- (1) oahu destination management action plan;
- (2) maui nui destination management action plan;
- (3) hawaii island destination management action plan; and
- (4) kauai destination management action plan,

during the specified phases; provided that the execution of each destination management action plan shall be dependent on the cooperation and participation of the applicable state or county agency or an advisory group established pursuant to section 201B-13. [L 2024, c 225, §1]

Our Plans



Need For a Collective Vision for Tourism



HTA DMAP Components:

- A situation analysis in context with current tourism trends, statistics, and destination management issues
- Identification of goals, objectives, responsible entity(s) and actions
- Data-driven guidance to invest in assets and projects benefiting residents, local workforce, community-based organizations, and visitors
- Identification of Key Performance Indicators
- Targets and Milestones



We Will Assess:

- Past DMAP efforts related to destination management
- Current Hotspots List
- Current Destination Stewardship efforts
- Inter-agency partnership and coordination needs in service of the objectives and actions
- Alignment with destination management and regenerative tourism best practices
- Opportunities for integration of ‘Ōlelo Hawai‘i support in facilitation and/or other deliverables