



***HĀLĀWAI PAPA ALAKA'I KŪMAU
KE'ENA KULEANA HO'OKIPA O HAWAII***

**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY**

***Po'ahā, 27 'Aukake 2020, 9:30 a.m.
Thursday, August 27, 2020 at 9:30 a.m.***

***Hālāwai Kikoho'e
VIRTUAL MEETING***

*Hiki i ka lehulehu ke hālāwai pū ma o ka ZOOM.
E leka mai iā Carole (carole@gohta.net), he iwakāluakūmāhā hola ma mua o ka hālāwai ka lohi loa,
a nāna nō e leka uila aku i ka loulou ho'okāinoa.*

Teleconferencing will be live streaming via ZOOM.

Public is invited to register to participate through ZOOM:

**Email carole@gohta.net no later than 24 hours prior to the meeting and a
ZOOM Invitation will be emailed to you.**

***Papa Kumumana'o
AGENDA***

1. *Ho'omaka A Pule*
Call to Order and Pule
2. *'Āpono I Ka Mo'o 'ōlelo Hālāwai*
Approval of Minutes of the July 30, 2020 Board Meeting
3. *Hō'ike Lālā*
Report of Permitted Interactions at an Informational Meeting or Presentation Not Organized by the Board Under HRS section 92-2.5(c)
4. *Hō'ike A Ka Luna Ho'okele*
Report of the CEO Relating to Staff's Implementation of HTA's Programs During July 2020:
 - Major Market Management including Destination Marketing Management Services, Global Meetings, Conventions and Incentives (MCI) Program Management Services, Responsible Tourism, Support of State COVID-19 Mitigation Efforts
5. *Kūkākūkā A Ho'oholo I Ka Ho'okumu I 'Aha Kūkā He'enalu A Hoe Wa'a*
Discussion and Action to Establish a Surfing and Canoe Paddling Advisory Committee



6. *Hō'ike 'Ikepili Noi 'i 'Oihana Ho'omāka'ika 'i*
Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets, Including the United States, Japan, Canada, Oceania, Other Asia, Europe, and Cruise

7. *Hō'ike, Kūkākūkā A Ho'oholo No Nā Mo'okālā*
Presentation, Discussion and Action on HTA's Financial Reports for July 2020

8. *Hō'ike No Ke Kau 'Aha'ōlelo 2020*
Update Relating to the 2020 Legislative Session and Related Bills Relevant to HTA

9. *Hō'ike A Ke Kōmike Hokona Kūmau No Ke Kūkākūkā A Ho'oholo*
Report of the Marketing Standing Committee with the Committee's Recommendations to Support Various Marketing Proposals, for Discussion and Action by the Board

12:00 PM – Kau Ho'okō***

12:00 PM -- EXECUTIVE SESSION***

10. *Kūkākūkā Ā Ho'oholo Paha A Ka Hui Ho'opiha Kūlana Pelekikena A Luna Ho'okele*
Discussion and Action on the Recommendation of the CEO Search Committee, Reported to the Board at its August 20, 2020 Special Board Meeting, on the Selection of a New CEO for the Hawaii Tourism Authority***

11. *Ho'oku'u*
Adjournment

*** *'Aha Ho'okō: Ua hiki i ka Papa Alaka'i ke mālama i kekahi hālāwai kūhelu i kū i ka Hawai'i Revised Statutes (HRS) § 92-4. E mālama 'ia kēia hālāwai kūhelu nei ma lalo o ka § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) no ka pono o ko ka Papa Alaka'i kūkā a ho'oholo 'ana i nā nīnūnē a nīnau i pili i ko ka Papa Alaka'i kuleana me ko ka Papa Alaka'i loio. He hālāwai kūhelu kēia i 'ole paulele 'ia ka 'ikepili a i mea ho'i e mālama kūpono ai ko Hawai'i 'ano, he wahi i kipa mau 'ia e nā malihini.*

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

Kono 'ia ka lehulehu e komo mai i ka hālāwai a ho'ouna mai i ka 'ōlelo hō'ike kākau 'ia no kēlā me kēia kumuhana i helu 'ia ma ka papa kumuhana'o. Hiki ke ho'ouna mai i nā 'ōlelo hō'ike kākau 'ia ma mua o ka hālāwai iā carole@gohta.net a i 'ole ma o ke kelepa'i. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Carole Hagihara (973-2289 a i 'ole carole@gohta.net), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.

Members of the public are invited to view the public meeting and provide written testimony on any agenda item. Written testimony may also be provided by submitting the testimony prior to the meeting by email to carole@gohta.net or by facsimile transmission. Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Carole Hagihara (973-2289 a i 'ole carole@gohta.net) no later than 3 days prior to the meeting so arrangements can be made.

Agenda Item

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Approval of Minutes of the
July30, 2020 Board Meeting



Hawai'i Convention Center
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
kelepa'i fax 808 973 2253
kahua pa'a web hawaiiitourismauthority.org

David Y. Ige
Governor

Chris Tatum
President and Chief Executive Officer

**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY
Thursday, July 30, 2020
Hawai'i Convention Center
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815**

MINUTES OF REGULAR BOARD MEETING

MEMBERS PRESENT:

Richard Fried (Chair), Fred Atkins, Daniel Chun, George Kam, Kyoko Kimura, Ku'uipo Kumukahi, Sherry Menor-McNamara, Benjamin Rafter, Kelly Sanders, and Kimi Yuen

MEMBERS NOT PRESENT:

Micah Alameda and David Arakawa

HTA STAFF PRESENT:

Chris Tatum, Keith Regan, Pattie Herman, Marc Togashi, Kalani Ka'anā'anā, Marisa Yamane, Jennifer Chun, Caroline Anderson, Carole Hagihara, Minh Chau-Chun, Lawrence Liu, and Ronald Rodrigues

GUESTS:

John Monahan, Jay Talwar, Mufi Hannemann, Jared Higashi, Malia Sanders, Erin Khan, Nathan Kam, Allison Schaefer, John Reyes, Teri Orton, Eric Takahata, and Alex Wong

LEGAL COUNSEL:

Gregg Kinkley

1. Call to Order and Pule:

Chair Richard Fried called the meeting to order at 9:31 AM. Kalani Ka'anā'anā, HTA Director of Hawaiian Cultural Affairs and Natural Resources, opened the meeting with a pule.

2. Approval of Minutes of the June 25, 2020 Board Meeting:

Chair Fried requested a motion to approve the minutes of the June 25, 2020 Board meeting. Ku'uipo Kumukahi made a motion, which was seconded by Kelly Sanders. The motion was unanimously approved.

3. Report of Permitted Interactions at an Informational Meeting or Presentation Not Organized by the Board under HRS section 92-2.5(c):

Chair Fried asked whether there were any permitted interactions to report, and there were none.

4. Report of the CEO Relating to Staff's Implementation of HTA's Programs during June 2020:

Chair Fried recognized Chris Tatum, HTA President and CEO, to present his report. Mr. Tatum reported that HTA continues to support the call center, which will be making follow-up quarantine calls beyond the September 1st reopening for visitors who fail to arrive with a negative pre-test. He commended Keith Regan, HTA Chief Administrative Officer, the HTA team, and the Hawai'i Convention Center (HCC), for its work in assisting the City and County of Honolulu with Hurricane Douglas. Mr. Regan confirmed that between 325 and 350 people used HCC as a hurricane shelter.

Mr. Tatum introduced Mufi Hannemann, President and CEO of the Hawai'i Lodging and Tourism Association (HLTA), to present and discuss on hotel industry readiness when Hawai'i reopens to visitors. Mr. Hannemann reported that HLTA hosted the "We are Ready" Day event on July 23, 2020. The purpose of the event was to publicly unveil the safety measures in place at the Outrigger Waikiki Beach Resort, Alohilani Resort, and Hilton Hawaiian Village to show that Hawai'i's resorts are ready for visitors to return. He noted that Senator Glenn Wakai, Representative Daniel Holt, Councilmember Ann Kobayashi, and the staff of Councilmember Tommy Waters were among those who toured the resorts. Mr. Hannemann played a video recap of "We are Ready" Day. He noted that the local economy will only accelerate when travelers start to return in a safe and responsible way and advocated that the State not extract more fees from the hotel industry. He added that there will be additional touring days with other resorts on O'ahu, Maui, Kaua'i, and Hawai'i Island to demonstrate what the industry has invested into these safety measures. He explained that this represents a statewide effort by the hotel industry to adopt standards vetted by Governor David Ige, the Department of Health, the Office of the Attorney General, and the four county mayors. He said there are three aspects to the safety measures in place: (1) Mākaukau (Preparation), (2) Hana Pono (Proper Procedures), and (3) Pane (Answer). Mākaukau refers to the preparations to resume business, which include mandatory employee training programs and the establishment of social distancing standards. Hana Pono refers to standard operating procedures, which include the establishment and display of comprehensive sanitization practices for all common areas, guest rooms, and staff areas. Pane refers to the resort response to possible COVID-19 cases, which include guests who arrive with a pre-test and those who do not. Mr. Hannemann explained that guests who do not provide a negative pre-test or are awaiting results will receive a single-use guest room key and must quarantine until 14 days have elapsed or until they receive a negative test. He added that law enforcement will be notified if guests violate their quarantine. Mr. Hannemann said that if a guest falls ill while staying at the hotel, the guest will be isolated and asked not to leave the hotel. He noted that the hotel will establish internal policies to

set aside a part of the hotel should this occur and contribute to State contract tracing efforts. Mr. Hannemann emphasized that the hotel industry is ready for visitors to return to Hawai'i, and the goal is to restore trust because he understands that there are concerns about Hawai'i's reopening.

Sherry Menor-McNamara asked how many hotels are ready to open. Mr. Hannemann responded that HLTA is currently conducting a statewide survey of its members as well as non-HLTA properties. He said HLTA will share this information with HTA and will know which hotels are available before visitors begin to arrive. Mr. Tatum added that when the reopening was set for August 1st, half of the hotels set their opening dates for August 15th. He said the hotels are still preparing, but likely will not flip the switch until they are confident that the reopening will occur on September 1st. Benjamin Rafter replied that there is a lack of confidence that the reopening will occur on September 1st. He added that some hotels will be ready to open by mid-August or by September 1st, and depending on the initial volume of tourists, other hotels will follow suit and open by mid-September. Mr. Tatum said he invited Mr. Hannemann to present because promoting Hawai'i as a safe destination and building traveler confidence will be important. Mr. Tatum said it is vital to share this information with travelers and residents. He noted that this is aligned with responsible tourism and making Hawai'i as safe a place as possible for residents and visitors. Mr. Tatum added that aligning HTA's efforts with the Hawai'i Visitors and Convention Bureau (HVCB) and HLTA will be crucial. Mr. Rafter said HLTA has incorporated the best practices available, and there is no doubt that every hotel is implementing these best practices. He added that there is no question that the hotels will be ready when the reopening occurs.

Mr. Tatum introduced Caroline Anderson, HTA Director of Community Enrichment, to provide an update on the county destination management action plans. Ms. Anderson said HTA has been working with the counties and with the Island Chapters to develop a list of potential members for the steering committees. She said invites have been sent to potential members of the Kaua'i, Maui, and Lāna'i steering committees, and she is awaiting responses from them. Ms. Anderson said two RFPs have been issued for drafters of the Maui and O'ahu plans. She noted that the Maui and Kaua'i plans are on track to be ready by the end of December. She also mentioned that due to staff resources, O'ahu and Hawai'i Island destination management action plans will be postponed to early next year. Ms. Anderson thanked Kimi Yuen for her guidance in this process.

Chair Fried said City and County of Honolulu Mayor Kirk Caldwell is in favor of the September 1st reopening.

5. Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets, Including the United States, Japan, Canada, Oceania, Other Asia, Europe, and Cruise:

Chair Fried recognized Jennifer Chun, HTA Director of Tourism Research, to discuss market insights and conditions as contained in the Board packet. Ms. Chun highlighted that there

were 17,000 visitors in June, which is down 92% from 2019. She noted that most of the visitors were from the U.S. West and U.S. East. Ms. Chun said that no visitor expenditure data is available at the moment.

Chair Fried asked how visitor arrivals are being counted and differentiated from other categories such as returning residents. Ms. Chun responded that monthly visitor arrivals are based on the Agricultural Form and reports from airlines. She noted that during these COVID-19 times, HTA is also reporting information from the Mandatory Traveler Declaration Forms, and those include different passenger categories such as military and exempt, which are Purpose of Trip options on the Agricultural Form and not passenger types. She added that if an arrival is categorized as "Military" on the Mandatory Traveler Declaration Form and not stationed here for at least a year, then that arrival is considered a visitor for HTA's monthly statistics. Ms. Chun explained that if those military numbers were removed, the number of visitors would be much lower.

6. Presentation, Discussion and Action on HTA's Financial Reports for May and June 2020:

Chair Fried recognized Mr. Regan to discuss the financial reports as contained in the Board packet. Mr. Regan said that as of June 30th, there was \$77.3 million in cash and investments in the Tourism Special Fund, which includes \$5 million in the Emergency Fund held as investments. He noted that the funds are in safe instruments with \$3 million in money market funds and \$2 million in treasury notes. He added that there is some interest revenue, but not much. Mr. Regan reported that there was a decrease of \$14.3 million due to \$15.7 million in expenditures during that two month span, which was partially offset by \$1.4 million in investment income. He said HTA anticipated canceling \$14.7 million in encumbrances, which will be made available for the FY 2021 budget. Mr. Regan discussed a breakdown of funding sources for the FY 2021 budget and identified a \$3.9 million savings available to increase the FY 2021 budget. He noted that \$6.2 million has been earmarked and set aside for the Hawaiian Center for Music and Dance and \$325,000 has been earmarked and set aside for accrued vacation time. Mr. Regan said there was a decrease in the budget utilization of the FY 2020 budget due to contract cancellations related to COVID-19 or reductions HTA made due to TAT funding being temporarily suspended.

Chair Fried asked about the status of the Hawaiian Center for Music and Dance. Mr. Regan responded that HTA has been working with the Legislature to pass a bill that would allow HTA to develop the center. He noted that currently, the funds are set aside only for the operation of the center. He added that before HTA can operate the center, it needs to be developed first. Mr. Regan said they have been trying to amend the statute to insert language permitting that, but the bill did not make it out of the Legislature due to COVID-19 and will have to wait until the next legislative session. Chair Fried asked if the location will be at the Bishop Museum. Mr. Regan responded that HTA wants to put it out for RFP and make it as attractive as possible for those who want to utilize those funds. He noted that the Bishop Museum is one entity that will be interested, but there will be others as well. Chair Fried requested a motion to accept the financial reports. George Kam made a motion,

which was seconded by Ms. Kumukahi. The motion passed unanimously.

7. Update on the Status of the 2018 Audit Action Plan:

Chair Fried recognized Mr. Regan to provide an update on the status of the 2018 Audit Action Plan. Mr. Regan reported that HTA received a communication from the auditor's office in mid-June. He said HTA started the process of addressing the twenty-seven recommendations from the auditor in December 2018. Mr. Regan noted that all recommendations have been reviewed, addressed, and completed to the best of HTA's ability. He added that the communication from the auditor was a request for an update, and a letter was sent in response on June 29th.

8. Update Relating to the 2020 Legislative Session and Related Bills Relevant to HTA:

Chair Fried recognized Mr. Regan to discuss updates relating to the 2020 legislative session and related bills relevant to HTA. Mr. Regan reported that none of HTA's bill requests made it through the Legislature due to complications related to COVID-19. He added that HTA will have to go back in the next legislative session to address those measures. Mr. Regan noted that there are a number of funding bills related to CARES Act funding that Gov. Ige continues to review.

Chair Fried announced a break in the meeting at 10:16 AM. The meeting resumed at 10:34 AM.

9. Report of the Marketing Standing Committee with the Committee's Recommendations to Support Various Marketing Proposals, for Discussion and Action by the Board:

Chair Fried recognized Mr. Sanders to report on the July 29, 2020 Marketing Standing Committee meeting. Mr. Sanders reported that Ms. Chun provided an update on booking pace for the future, Mr. Hannemann presented on hotel readiness, Avi Mannis, Senior Vice President of Marketing for Hawaiian Airlines, presented on airline readiness and safety protocol in place, Amy Terada, Vice President of Marketing for Pleasant Holidays, presented on demand and interest in Hawai'i, Eric Takahata, the Managing Director of Hawai'i Tourism Japan (HTJ), presented an update on HTJ's recovery plan for the Japan market, and Sen. Wakai and Mr. Ka'anā'anā proposed establishing a Surfing and Paddling Advisory Group.

Mr. Sanders introduced Jay Talwar, Senior Vice President and Chief Marketing Officer for HVCB, to present an update on the implementation of HVCB's recovery plan. Mr. Talwar discussed U.S. travel sentiment statistics and highlighted that U.S. travel sentiment remains low. He noted that the tourism recovery will start slowly, and many Americans likely will not get on a plane until 2021 because of health and safety reasons.

Mr. Talwar discussed the challenge of how to effectively communicate the safety measures in place for travel to Hawai'i, as well as communicating to local residents that these policies are in place so that residents are comfortable with Hawai'i's reopening. He noted residents

care most about health and safety and perpetuating cultural and environmental sustainability. Mr. Talwar said people will be more willing to travel to places that are closer to home and that they are more familiar with. He noted that repeat visitors and respectful travelers will be the focus. Mr. Talwar said it is important to update the content on www.gohawaii.com with accurate information from the State and to coordinate this information with industry partners. He noted that HVCB is preparing content related to safety protocol and pono travel for all stages of travel from planning, pre-departure, in-flight, and arrival. Mr. Talwar said there will be a greater emphasis on earned media rather than paid media to work more efficiently as the budget tightens. He noted that there will be a greater emphasis on strengthening connections with the community so HVCB is aligned with how the community wants to share the islands with visitors. Mr. Talwar said the focus will be on the U.S. West and national media outlets with a transition towards more digital media. He said the content will have two phases of messaging, the first of which will be sharing the health and safety protocol in place. Mr. Talwar added that the second phase of messaging will cover unique stories about the destination. He noted that there is a change in traveler sentiment in regard to being respectful travelers, which is aligned with resident sentiment. Mr. Talwar highlighted that programming on Netflix (Somebody Feed Phil) and PBS (Field Trip with Curtis Stone) will feature Hawai'i.

Mr. Talwar discussed HVCB's travel trade strategy. He said the focus will be on communication, providing training content, and partner marketing to ensure a consistent message. He added that HVCB will be hosting a Virtual Hawai'i Destination Expo scheduled for the fall. Mr. Talwar shared a visitor journey map that notes opportunities to interact with visitors with appropriate messaging, as well as protocols in place for each step along the traveler's journey, which are designed to provide confidence to travelers.

Mr. Talwar discussed the "It's Time" messaging. He said the goal is to maintain brand integrity, dial up responsible traveler messaging, and share health and safety protocol. He added that messaging will be delivered both pre-arrival and post-arrival. He said HVCB will continue the "Rooted" campaign, in which cultural ambassadors share values and stories that will increase the depth of knowledge of visitors. Mr. Talwar said messaging will also focus on resorts and the importance of appropriate behavior in the community and in the environment. He added that the target visitors for the "Kuleana" campaign will be travelers who are looking to rejuvenate themselves and are sensitive and responsible. Mr. Talwar played a "Kuleana" sample video. Mr. Talwar discussed message delivery and noted that U.S. media consumption has evolved with increased consumption of over-the-top media, digital media, and streaming. He added that there has been an increase in advertising demands and premiums due to the holiday season and political election. He said there is potential to leverage paid media to secure and connect with earned media. Mr. Talwar discussed a breakdown of the budget. He said that with the current budget, major market coverage would be about 20%. He noted that with a supplement of \$2.5 million as requested, the market coverage would increase to 41%.

Mr. Talwar introduced John Reyes, Senior Vice President and Chief MCI Sales Officer for

HVCB, to present an update on MCI recovery. Mr. Reyes said HVCB is developing a new MCI blueprint with new health and safety protocols. He added that they are focusing on digital sales tools and redeveloping the www.meethawaii.com website. Mr. Reyes said the new blueprint will be built around input, process, and output. He noted that input will be based on customer trends, and the data shows that customer confidence in convention venues is waning while customers have a higher level of confidence in resorts. Mr. Reyes said the question is how Hawai'i has a competitive edge. He said each meeting venue must have guidelines and best practices in hand for the customer to see. Mr. Reyes noted that customers believe that Hawai'i is a safe place, but that the customer wants as much in-depth information as possible in regard to the health and safety measures in place before they make their decision. He added that the sales team needs to be proactive in providing that information to customers. Mr. Reyes noted that he will be working across the industry to develop templates and be a resource so customers have all the information they need to feel confident in booking.

Mr. Reyes introduced Teri Orton, the General Manager of HCC, to present on HCC's reopening plan. Ms. Orton reported that HCC developed a reopening plan and along with the other 325 members of ASM Global, submitted reopening plans to ASM Global. She noted that the President and CEO of ASM Global was impressed with HCC's comprehensive reopening plan and subsequently sent copies of it to all 325 member venues. She said HCC created two documents: an internal plan with a comprehensive breakdown of HCC's new safety measures, and an external document to be sent to clients. She noted that creating both documents built both consumer and employee confidence. Ms. Orton explained that attendees want to be reassured that the airlines, hotels, and venues are all working collectively to ensure a safe travel and meeting experience. She further explained that employees want to feel confident that they can return to work safely. Ms. Orton said the external document has been uploaded to the HCC website and is made available so customers can distribute this information to their attendees. She said ASM Global has issued a worldwide set of proprietary environmental hygiene protocol with best practices and operating procedures that can be customized to individual cities. Ms. Orton said the HCC document communicates what an attendee arriving at HCC should expect and describes what the journey from the airport to the venue looks like. She explained that everyone needs to undergo a temperature screening before entering HCC. Ms. Orton noted that HCC has thermal cameras that will expedite this process. She said the Department of Labor and Industrial Relations and the Office of Elections have been utilizing HCC with between 350 and 400 employees being screened every day since April. Ms. Orton said mask wearing and social distancing is mandatory. She explained that the temperature check stations are mobile and can be deployed in different places depending on where meetings are being held. Ms. Orton added that sanitization team ambassadors are visible throughout the day to showcase enhanced cleaning and sanitation efforts. She noted that HCC is encouraging virtual site inspections, and any physical visits must be scheduled at least 72 hours in advance and limited to fewer than ten people. Ms. Orton said the capacity per room has changed based on the type of seating. She noted that there are new food and beverage protocol, and HCC has suspended buffet and plated services and are currently

only offering boxed cold and hot meals. Ms. Orton added that as the proper equipment becomes available, food and beverage service will evolve and be served by an attendant behind a sneeze guard. She noted that for workforce safety, employees answer daily health questionnaires, undergo temperature screening, wear protective equipment, and receive COVID-19 training.

Mr. Reyes said the MCI blueprint finished product needs to be specific and detailed. He said he and Mr. Talwar will launch an MCI marketing campaign with ongoing messaging that Hawai'i is ready, and the blueprint will be a consistent part of their marketing message.

Ms. Kumukahi noted that natural resources are so important to these islands and asked how the "Kuleana" messaging will continue to be delivered to visitors throughout their stay. John Monahan, President and CEO of HVCB, responded that hoteliers have requested that video content and will use it within their properties to continue delivery of that message. Mr. Monahan noted that everything HVCB does will be integrated and connected. Mr. Talwar added that they are in discussion with their ambassadors, many of whom are cultural consultants for various hotel properties.

Daniel Chun asked if there will be advance communication of this material within the industry because it often takes time for this material to work through individual organizations. Mr. Monahan responded that HVCB will be distributing materials working with September 1st as the anticipated timeline, but that remains a moving target. Mr. Chun asked if this information regarding health procedures and responsible travel will be communicated to residents. Mr. Talwar said HVCB is working with its Island Chapters, the Department of Health, and media partners on each island to communicate the protocol to residents.

Ms. Kumukahi asked if any of this messaging is shared with the military. Mr. Talwar responded that there is no outright communication with the military.

Ms. Yuen asked for an update on the recovery plan for the Japan market. Mr. Takahata responded that the State is working on establishing a travel corridor with Japan by September 1st, and it is looking promising. He added that the messaging is prepared, and as the date becomes more of a reality, HTJ will be releasing content and working with international carriers on messaging and timing. Mr. Takahata noted that HTJ has been in constant communication with stakeholders in Japan. He said the messaging will be similar to HVCB and tailored to Japan. Mr. Takahata said there will be different safety procedure videos made specifically for the Japan market and will be ready by mid-August.

Ms. Yuen asked if there has been any discussion about creating a travel bubble similar to the NBA. She asked if resorts would be able to create a safe space and corridor between the airport and resorts using charter buses. Ms. Yuen added that travel packages could be marketed as a "bubble" concept. She suggested partnering with voluntourism groups so that there would be activities. Ms. Yuen noted that it would provide comfort to local residences knowing that visitors would only be in their respective bubbles. Ms. Orton

responded that they have been looking into travel bubbles. She said there have been several inquiries into using HCC facilities for movie post-production. She noted that one client will be using five or six HCC rooms for post-production, and HCC partnered with Highgate to create a hotel bubble with transportation between HCC and the hotel during the 14-day quarantine. Ms. Orton said Disney Plus has also inquired about a travel bubble for movie production starting between August and January. Mr. Sanders added that in the short term, approval from Gov. Ige is required for gatherings larger than ten people. Mr. Takahata then added that HTJ is in discussion with MCI groups in regard to travel bubbles. He noted that HTJ is working with a company called Top Tours, which is a company that specializes in group travel, for any future corporate groups that want to do a travel bubble. Mr. Takahata said travel bubbles are widespread in Japan for domestic travel.

Kyoko Kimura asked if the travel corridor with Japan includes the neighbor islands. Mr. Takahata responded that it depends on what Gov. Ige and the Japanese government decides is appropriate for the travel corridor agreement.


10. Report of the Permitted Interaction Group Serving as a Selection Committee to Guide the Search for the Next HTA President and Chief Executive Officer:

Chair Fried reported that the selection committee has chosen Bishop and Co. as the firm to assist with the search for the next HTA President and CEO. Chair Fried said 324 candidates applied for the open position. He noted that most of the applicants are from the mainland, but added that the position requires a deep connection to Hawai'i in order to function properly. Chair Fried said there is consensus among the nine committee members as to which candidates should be interviewed. He noted that nine finalists out of thirteen candidates presented to the committee by Bishop and Co. will be interviewed. Chair Fried said the interviews will occur next Thursday and Friday, some of which will by necessity be via Zoom. He noted that those candidates are people from the mainland with strong Hawai'i ties. Chair Fried added that the committee feels confident that a good choice will present itself among the nine finalists. He explained that the following week, the committee will hold no more than four callback interviews, and then they will present the final one or two candidates to the Board at a special meeting possibly a week before the regular Board meeting on August 27th.

11. Adjournment:

The meeting adjourned at 11:47 AM.

Respectfully submitted,



Reyn S.P. Ono
Recorder

Agenda Item

4

Report of the CEO Relating to Staff's
Implementation of HTA's Programs During July
2020: Major Market Management Including
Destination Marketing Management Services,
Global Meetings, Conventions and Incentives
(MCI)

Program Management Services, Responsible
Tourism, Support of State COVID-19 Mitigation
Efforts



MEMORANDUM

TO: HTA Board of Directors

FROM: Chris Tatum, President and CEO

DATE: August 27, 2020

RE: Report of the CEO

The following narrative utilizes the Hawai'i Tourism Authority's (HTA) 2025 Tourism Strategic Plan and its four pillars (Natural Resources, Hawaiian Culture, Community, and Brand Marketing), in addition to Tourism Research, to outline the various matters the staff is currently working on or has completed since the last CEO Report dated July 30, 2020. The narrative also describes the actions conducted by the staff to implement the HTA budget previously approved by the Board.

I. NATURAL RESOURCES PILLAR

1. Aloha 'Āina (Natural Resources) Program

HTA program staff have executed supplemental contracts to reduce the overall value of each award by 50% due to the budget impacts caused by COVID-19. Staff conducted group and individual Zoom calls with each of the awardees to explain the situation as well as work on a revised scope of work and key performance indicators for the remainder of the year. Remaining projects are on schedule to be completed by the close of the calendar year.

2. DLNR Partnership

HTA staff continues to work in partnership with the Department of Land and Natural Resources (DLNR) to identify potential projects for FY21 that work to protect Hawai'i's natural and cultural resources on state lands through various initiatives underway. HTA staff is also working on the current MOA with DLNR to improve signage and conditions in the Nā Ala Hele trail system.

II. HAWAIIAN CULTURE PILLAR

1. Kūkulu Ola Program

HTA program staff have executed supplemental contracts to reduce the overall value of each award by 50% due to the budget impacts caused by COVID-19. Staff conducted group and individual Zoom calls with each of the awardees to explain the situation as well as work on a revised scope of work and key performance indicators for the remainder of the year. Remaining projects are on schedule to be completed by the close of the calendar year.

2. Native Hawaiian Hospitality Association

HTA and the Native Hawaiian Hospitality Association (NaHHA) continue to build stronger ties between the Hawaiian community and the tourism industry. As a result of the COVID-19 pandemic HTA requested that all in-person trainings and workshops be postponed or cancelled. Shortly after that request was made, NaHHA developed a process to conduct limited trainings online. HTA staff has finalized a workplan for 2020-2021.

3. Native Hawaiian Festivals and Events

13th Festival of Pacific Arts & Culture (FESTPAC)

Event organizers for the 13th Festival of Pacific Arts & Culture (FESTPAC) announced the new dates of the festival will be June 6-16, 2024. As the pandemic evolves the FESTPAC commission is seeking guidance from the Secretariat of the Pacific Community on how best to proceed. Hawai'i is also a member of a working group of countries that are participating to determine how to create a hybrid festival with both in-person and virtual participation.

4. Kāhea Program

Harbors

As of March 6, 2020, the statewide Kāhea Harbor Greeting Program for calendar year 2020 has been suspended due to the recent COVID-19 global outbreak. Ports include Nāwiliwili, Lahaina, Hilo and Kona. Work suspended includes, but is not limited to, hula, mele, lei making, distribution of maps and other collateral, as well as lei greeting with fresh flower lei. HTA staff continues to assess the program as the situation evolves.

Airports

The Kāhea Airports Greeting Program has also been suspended due to the recent COVID-19 global outbreak. Work suspended includes, but is not limited to, hula, mele, lei making, distribution of maps and other collateral, as well as lei greeting with fresh flower lei. HTA staff will continue to assess the program as the situation evolves.

5. Resort Area Hawaiian Culture Initiative

All 2020 activities have been suspended due to the pandemic. Resort areas included in this program include Waikīkī, Hilo, Lahaina and Kailua-Kona.

6. Hawai'i Investment Ready 2019 Cohort

The HTA and Hawai'i Investment Ready (HIR) contract supports a cohort of social enterprises with a tourism focus, all which previously received funding through the Community Enrichment, Kūkulu Ola or Aloha 'Āina programs. The intent is to elevate these social enterprises to seek other forms of capital to enhance and improve its programs. HIR completed Modules 1-6 and implemented Module 7 in March 2020. HIR is now working to prepare for their post-cohort mentoring for April-December 2020.

7. Center for Hawaiian Music and Dance

This legislative session HTA tracked HB 1622 HD1 which amended language that allowed for the development and operations of the Center for Hawaiian Music and Dance. Due to the unanticipated closing of the Legislature due to COVID-19, the bill never made it out of committee and is effectively dead for this session.

8. 'Ōlelo Hawai'i

HTA contract staff has finalized the contract with Bishop Museum for the project "He Aupuni Palapala: Preserving and Digitizing the Hawaiian Language Newspapers." The goal of this project is to digitize all Hawaiian language newspapers (in all repositories and personal collections). The State of Hawai'i benefits to support programs that preserve and increase access to rare and historical Hawaiian language newspapers to further the understanding and knowledge contained therein. By making readily available these important documents for education, research, and preservation, the project will provide the state with a completely unique and robust resource for Hawaiian language learners and workers to strengthen 'ōlelo Hawai'i.

9. 'Iolani Palace Repairs

HTA staff have finalized a contract to provide funding to support the removal of bees from the palace's façade and walls. It will also allow the coronation to be completely restored from its degraded state. The project is scheduled to begin in August of 2020 and be completed in October 2020. The construction schedule is subject to change based on what the contractors find as they begin work to fully assess what is there

III. COMMUNITY PILLAR

1. Community

Community-Based Tourism Program – Destination Management Action Plans

WRITER FOR MAUI NUI AND O’AHU DESTINATION MANAGEMENT PLANS

SMS Research was awarded the contract to write the Maui Nui Destination Management Plan. The deadline to receive proposals relating to the RFP for the writer of the O’ahu Destination Plan was extended to August 10. Staff is currently reviewing the proposals, and a decision will be made at the end of August.

MEETING FACILITATOR

HTA will be contracting with Pencilhead Productions, LLC for graphic facilitation services for all of the steering committee meetings and community presentations.

STEERING COMMITTEES

Staff has been receiving RSVPs from the Maui, Lāna’i and Kaua’i invitees. The Kaua’i Steering Committee has been finalized. With the help of Maui County, staff is following up with the Maui and Lāna’i invitees. The Steering Committee meetings will begin the week of September 7.

Hawai’i Agri-Tourism Initiatives

The Hawai’i Agri-Tourism Webinar Summer Series was held from July 21 through August 6. HTA partnered with the University of Hawai’i’s College of Tropical Agricultural & Human Resources – GoFarm Hawai’i, Hawai’i Agritourism Association and O’ahu Resource Conservation & Development Council (ORCD) to conduct these webinars. These educational workshops are geared towards farms/small businesses/organizations that are interested in expanding or enhancing their agri-tourism venture. Topics included Market Opportunities by county, Compliance and Planning, and Statewide Grant Application Information. Over 300 people participated in the free webinars. To view the recorded webinars visit: <https://gofarmhawaii.org/2020-hawaii-agri-tourism-webinar-summer-series/>

HTA funds are also being used to expand the Hawai’i Farm Trails website and app (<http://www.hifarmtrails.com/map>) on a statewide level so that residents and visitors will have a platform to seek out agritourism ventures. This project is set to be completed in November. HTA funds are also being used to update the Hawai’i AgBusiness Guidebook as it relates to agritourism.

Community Enrichment Program (CEP)

HTA staff is working with the nine remaining 2020 CEP contractors. HTA staff is also processing final invoices and final reports for 2020. Below is a schedule of the remaining 2020 CEP projects. The Kona Coffee Cultural Festival has cancelled their event in November.

Organization	Project Title	Website	Event Date	Island
Big Island Resource Conservation & Development Council	Ka'ū Coffee Festival	Kaucoffeefest.com	TBD	Hawai'i
Lāna'i Culture & Heritage Center	Lāna'i Guide App Enhancements	www.Lanaiguideapp.org/map		Lāna'i
Haleiwa Main Street	Haleiwa Interpretative Signage Project and Walking Tour Map	www.gonorthshore.org		O'ahu
Hawai'i United Okinawa Association	38th Annual Okinawan Festival Virtual Event	www.huoa.org	Sept. 5	O'ahu
Ki-ho'alu Foundation	38th Annual Hawaiian Slack Key Guitar Festival "Kona Style" "Kaua'i Style"	www.facebook.com/Slackkeyfestivals	Oct. 18 Nov. 22	Hawai'i, Kaua'i
Hawai'i Ag and Culinary Alliance	Hawai'i Food & Wine Festival	www.Hawaiiifoodandwinefestival.com	Hawai'i Island: Oct. 2-4 Maui: Oct. 15-18 O'ahu: Oct. 22-25, Oct. 29 - Nov. 1, Nov. 4-8	Hawai'i, Maui, O'ahu

2. Communication and Outreach: July 2020

News Releases/Reports Issued

- News Release: Hawai'i Passenger Arrivals by Air (July 1 – July 31)
- News Release: HTA Responds to the State of Hawai'i's Decision to Delay Start of Pre-travel Testing Program (July 13)
- News Release: HTA Issues Request for Proposals for Writers of O'ahu and Maui Nui Destination Management Action Plans (July 15)
- Report: HTA Hawai'i Hotel Performance Report for June 2020 (July 22)
- News Release: Hawai'i Visitor Statistics Released for June 2020 (July 30)

Media Relations

- TMZ: Responded to an inquiry from writer M.L. Nestel asking "if the travel bureau is seeing some possible rise in fervor to come to Hawai'i – especially since the new rules give the traveler a chance to pass a COVID-19 test and be freed from the 14-day mandatory quarantine." Suggested he reach out directly to some of the hotels, airlines, wholesalers, attractions, etc. to find out if they've seen an increase. (July 1)
- KITV: Responded to an inquiry into the Joint Information Center (JIC) by producer Victoria Cuba to have Chris Tatum (CT) appear on their 6:30 p.m. newscast on July 3. CT declined. (July 2)
- KITV: Responded to an email from producer Victoria Cuba asking if "this was the most visitors we've seen since the start of the state's quarantine order." Told her yes, but to keep in mind that about 35,000 people used to fly in daily during July 2019. (July 2)
- Honolulu Star-Advertiser: Responded to an inquiry from columnist Christine Donnelly asking some of the questions that readers have regarding the pre-travel testing program. (July 2)
- KHON: Responded to an inquiry from reporter Kimberlee Speakman asking, "what is the total amount of people who are supposed to be in quarantine as of yesterday." Told her we don't know because we don't keep track of the people who leave Hawai'i. She also asked if HTA has a breakdown of where the visitors are coming from. Told her HTA publishes that information in the monthly visitor statistics press release. (July 2)
- Honolulu Civil Beat: Responded to an email from Kaua'i columnist Allan Parachini, asking about passenger arrivals on Kaua'i and the archived data. Told him where to find the press releases, and if he wants to come up with the totals for each airport during a specific date range, he can add up the numbers from the press releases. (July 5)
- The Moloka'i Dispatch: Responded to an inquiry from editor-in-chief Catherine Cluett Pactol asking for "up-to-date information on incoming flights with visitor and resident numbers for Moloka'i." Told her HTA only keeps track of and publishes daily data on passengers coming in from out-of-state and there are no direct flights to Moloka'i from out-of-state. (July 5)
- Honolulu Civil Beat: Responded to an inquiry from Kaua'i writer Allan Parachini, asking how many tourists originated from specific states. Gave him the link to the 2018 annual research report and the 2019 visitor statistics press release. (July 7)

- Honolulu Star-Advertiser: Responded to an inquiry from reporter Mindy Pennybacker asking for HTA's comment in response to a proposal by turtle researcher George Balazs to have Laniākea Beach closed for six months to prevent tourists from going there to spread the virus. Told her that's not up to HTA to decide and provided some lawmakers for her to reach out to. (July 8)
- KITV: Responded to an email from executive producer Cherry Pascual, asking if HTA calls visitors and residents, and if they can shadow one of the workers making calls. Told her HTA and HVCB workers call quarantined visitors, and DOT workers call quarantined residents. Told her they cannot shadow them because they make calls from home, and to see if the Attorney General's office will let them shadow the investigators who make random checks. (July 10)
- The Moloka'i Dispatch: Responded to an inquiry from editor-in-chief Catherine Cluett Pactol, who wants to compare resident and visitor travel numbers for Moloka'i before and after the interisland quarantine was lifted. Told her HTA only keeps track of data for passengers coming in from out-of-state and that the Department of Business, Economic Development and Tourism (DBEDT) was publishing interisland data during the interisland quarantine but not anymore since a Department Of Health (DOH) form is now used. Suggested she also reach out to the airlines to see if they will release their data on this. (July 10)
- Maui News Alert: Responded to an inquiry from Paul Aker, who asked "can you let us know why you haven't published visitor statistics in the past several months?" Told him the May 2020 visitor stats press release was sent out a few weeks ago and sent him links to some of the stories written from the press release along with HTA's Facebook post. Told him how to sign up for HTA's distribution list. (July 12)
- Honolulu Civil Beat: Responded to an inquiry from Kaua'i writer Allan Parachini for CT's reaction to Gov. Ige's announcement to delay the start of the pre-travel testing program. Told him that after the press conference a press release will be sent out with CT's response. (July 13)
- KITV: Responded to an inquiry from executive producer Cherry Pascual, asking if CT can join them for a live interview on July 17 at 6:30pm. CT declined. (July 13)
- Hawai'i News Now: Responded to an inquiry from Sunrise reporter Casey Lund, asking if CT can do a live interview on July 14 in response to Gov. Ige's announcement to delay the start of the pre-travel testing program. CT declined. (July 13)
- Honolulu Star-Advertiser: Sent reporter Allison Schaefer the HTA website link to the letter HVCB sent out, per CT's request. (July 14)
- Honolulu Star-Advertiser: Responded to an inquiry from editorial writer Vicki Viotti, asking if CT could do a phone interview for her editorial about the next steps now that the state is delaying the reopening of tourism. CT declined. But told her that CT spoke with reporter Allison Schaefer the day prior and she could get some quotes from that interview. (July 14)
- eTurboNews: Responded to inquiry from Juergen Steinmetz, complaining that he hasn't had an interview with CT. CT declined. (July 15)
- KHON: Responded to an inquiry from reporter Kimberlee Speakman, asking about the idea of "tourist hotels" and wanted to know if HTA could give her more information on what "tourist hotels" would entail. Told her the DOH and Attorney General spoke about that during the Senate hearing the day prior so she should inquire with them. (July 16)

- Hawai'i News Now: Responded to an email from business reporter Howard Dicus, who said, "you send me the hotel report too late to air on Sunrise when the Honolulu Star-Advertiser has it on everyone's doorstep." Explained to him that the Star-Advertiser pays research company STR (the official source of data for the state) for the data in advance and he can do that as well. (July 22)
- KITV: Responded to an email from executive producer Cherry Pascual, who said she hasn't been getting any of the HTA updates. Explained how she and others can sign up. (July 22)
- KITV: Responded to an inquiry from reporter Annalisa Burgos regarding a quarantine violator Mika Salamanca, who's a YouTube star, and told her followers to call the HVCB call center line if they want to know about her quarantine experience. Told her the call team has not received calls from Salamanca's followers, and she can use the information on HTA's website regarding the purpose of the call center. (July 23)
- KITV: Responded to an inquiry from producer Yostina Banoub, asking if HTA is interested in doing a live interview on July 27 in response to Gov. Ige's press release about Hawai'i being considered for Japan's list of 12 global destinations to resume safe international travel. Suggested she inquire with the Gov.'s office instead for comment. (July 27)

Community Initiatives and Public Outreach

- Responded to an email from Ryan Mizokami pitching a video called Aloha Kitty to show on planes regarding his documentation of corals. Declined his offer. (July 5)
- Responded to an email from Billie Barnes of the New Mexico Tourism Department who is doing a report on his many visitor guides Hawai'i prints and the methods of distribution. Told him to check with the Hawai'i Visitors and Convention Bureau (HVCB) and sent him the link to gohawaii.com where people can download brochures. (July 8)
- Responded to an email from George Balazs in response to his proposal to have Laniākea Beach closed for six months. Told him that's not something HTA is in charge of. (July 8)
- Responded to an email from Jamie Prakhine, captain of the Dragonboat Club for the Lao Buddhist Temple of Denver, asking for free hotel rooms if they come to participate in the dragon boat festival next summer. Suggested she reach out directly to the hotels, perhaps after the pandemic since many are currently closed. (July 8)
- Responded to an email from Jordan Gibbs who says he's a production manager and wants to film in Hawai'i in August and wants to know what testing requirements are for himself and his crew of 11. Told him the DOH is working on the details of the pre-travel testing program and that everything is fluid, including the possibility that the governor may push back the start date of the program. Suggested he check HTA's website for updates. (July 9)
- Responded to an email from Meg Vesce, who lives in New York and is launching her own public relations company and "has been selected to join the RFP process for the Mauna Lani hotel and wants insights about what HTA is focused on." Told her there's a lot of uncertainty regarding the current situation and also suggested she look at HTA's five-year strategic plan. (July 10)
- Responded to a sales pitch from Tatiana Vidal of Million Mile Secrets, asking if HTA is interest in using their guide on what to expect while traveling on a plane. Declined the offer. (July 14)

- Drafted HTA e-blast in partnership with the Hawai'i Agritourism Association on their Webinar Summer Series, which Hawai'i Tourism is supporting, and distributed it on Constant Contact. (July 15)
- Responded to an email from Kevin Whitton of Pang Communications, asking for photos for Snorkel Safety Study's new website. Told him about Barberstock and sent him HTA's logo as requested. (July 15)
- Responded to an email from Karen Rose, asking if there will also be a writer request for proposal (RFP) for Hawai'i Island for its tourism plan. Told her no, but that she could also apply for the Maui and O'ahu RFPs since the meetings are virtual. (July 15)
- Connected Sen. Gil Riviere with Caroline Anderson (CA) in response to his suggestion for a Mālama Hawai'i campaign geared toward visitors and locals. (July 16)
- Responded to a sales pitch from David Hold of Telenet Health, offering a "viable solution" as an alternate to COVID testing. Declined the offer and suggested he contact the DOH instead. (July 16)
- Responded to a sales pitch from Joan Pina, who says she assists brand photographer and influencer Brittany Cohn. Declined the offer. (July 16)
- Responded to an email from Nicole McDonald, who has a blog and vlog and wants "to talk about budget-friendly ideas" and wants to know if HTA knows of any sponsors. Told her to contact individual businesses directly, that she should check HTA's website for updates on the pre-travel testing program, and to also check gohawaii.com. (July 17)
- Responded to an email from Adam Pigott, a student at Biola University who's interning at KHON and wants to do an interview about how the outbreak has negatively impacted small businesses in Hawai'i. Suggested he contact businesses directly. (July 18)
- Responded to an email from Tawn Keeney, who said HTA board member David Arakawa said HTA had recently completed a Hawai'i Sustainable Tourism Plan and wanted to get a copy. Told him that perhaps he was referring to the Strategic Plan and sent him the link. (July 20)
- Responded to an email from Dirk Fukushima, asking about the possibility of cross posting their Music6FeetAway livestream on GoHawaii's Facebook page. Connected him with Marisa Wong of HVCB. (July 22)
- Responded to an email from Susan Brown, Australian Consulate-General receptionist, asking if there's a list of open hotels. Sent her the GoHawaii link. (July 23)
- Responded to an email from Corey Ward, asking for a flag of Hawai'i. Suggested he look online for a vendor that sells one since HTA does not give out flags. (July 25)
- Responded to a sales pitch from Brett Kodish, who says his group has priority access to mainland labs with a fast turnaround time. Suggested he reach out to the DOH instead. (July 27)
- Responded to an email from Jeff Gnade, leisure sales account manager for American Airlines, asking if we have "any interest in scheduling a call with us to explore ways that we could potentially partner together to build interest and confidence in traveling to Hawai'i." Forwarded to Pattie Herman (PH) to respond. (July 29)

- Responded to an email from Wilburn Newbill, asking to forward his job application to CT as he wants to apply to be the new HTA president and CEO. Told him the deadline has passed and that CT is not in charge of selecting the new president. (July 29)
- Responded to an email from Jana Bresenden for Maui, wondering if GoHawaii can list her business. Told her that HVCB manages the GoHawaii website and to contact them instead. (July 31)

Crisis Communications

- Participated in a daily Joint Information Center (JIC) call. (weekdays during July)
- Updated the HTA website daily regarding COVID-19 updates from HTA, DOH, the Governor's office, counties, CDC, and other official government sites. (July 1-31)
- Sent updates on the COVID-19 situation to a growing list of people including HTA staff, HTA board members, lawmakers, GMTs, Hawaii's congressional delegation, county officials, visitor industry leaders and others. Updates #733 - #866 (July 1-31)
- Wrote HTA's daily passenger count press releases using data provided by Jennifer Chun (JC). Sent the releases and links to the JIC, Dan Dennison, Krystal Kawabata, Tim Sakahara, Cindy McMillan, and Charlene Chan. (July 1-31)
- Monitored and provided copious notes on all Gov. Ige and several City & County of Honolulu press conferences and briefings. (Ongoing)
- Responded to an email from Deo Magakat, who says they have a trip planned for July 28 and was wondering if they can bypass the quarantine with a test. Told him that is not an option for travelers in July. (July 1)
- Responded to an email from Yvette Diaz, who says she's worried that she won't have the test results back in time for her trip. Told her the DOH is working out the details on the pre-travel testing program and to check HTA's website for updates. (July 1)
- Responded to an email from Joseph Okuna, who lives in Orange County and wants to visit his mother in Hilo. He had questions about the pre-travel testing program. Sent him the link to Gov. Ige's press release and quotes from Gov. Ige's Facebook Live. (July 1)
- Responded to an email from Bilga Attar, who wants to arrange a trip to Maui on August 1 and wanted to know about the 72-hour COVID-19 testing. Gave him the link to the governor's press release and suggested he go to HTA's website for updates. (July 1)
- Responded to an email from Christy Wolf, who plans to travel to Kaua'i on August 3 and has questions about the testing program. Told her the DOH is still finalizing plans and to check HTA's website for updates. (July 1)
- Responded to an email from Phil Malavenda of San Diego, who has a trip planned for August 3 and is worried about not getting his test results back in time. Told him what Gov. Ige said in his Facebook Live, that the testing program plans are currently in development and to check HTA and the DOH's websites for updates. (July 1)
- Responded to an email from Shanna Simmons, who says she and her fiancé are going to fly out on August 1 from California, but she doesn't think she can get tested without symptoms and within 72 hours. Told her what Gov. Ige said in his Facebook Live, that the testing program plans are currently in development and to check HTA and the DOH's websites for updates. (July 1)

- Responded to an email from Joan Arnold, who says they have a trip planned on Hawai'i Island in October and is worried about the testing protocol. Told her October is too far into the future to know what the situation will be like and to check HTA's website for updates. (July 1)
- Responded to an email from Daniel Barrett, asking if the governor is planning to lift the quarantine or preclude travelers from certain states like Arizona, Texas and Florida. Told him Gov. Ige plans to extend the quarantine, however there is a pre-travel testing program that the DOH is working on. (July 1)
- Responded to a Facebook message from Art Ogden, asking about the testing program because he says the requirements are vague. Told him what Gov. Ige said during his Facebook Live interview with the Honolulu Star-Advertiser. (July 1)
- Responded to an email from Marifel Garcia, who has a flight to Hawai'i from Seattle on July 30 and was wondering if she could get out of doing the quarantine. Told her that Gov. Ige announced the testing program starts on August 1, so she cannot bypass the quarantine by arriving in July. (July 2)
- Responded to an email from Janai Hendra, who is worried about getting a test in time in California. Told her what Gov. Ige said on his Facebook Live, and that the DOH is still working on the details. (July 2)
- Responded to an email from Ross Holzle, suggesting "that Hawai'i could organize a CV testing service at the airport." Told him that will not be an option. (July 2)
- Responded to an email from Bonnie Minderhout, who's planning to vacation on Kaua'i in October, asking if there will be a special kiosk at the airport and "will Hawai'i mandate to business that they must provide refunds to anyone who cannot travel due to testing positive for COVID-19?" Told her there is a process set up at the airport and the state will not mandate businesses to issue refunds. (July 2)
- Responded to an email from Lisa Weinberg, asking if she can take a test 7-10 days before her travel. Told her Gov. Ige said they can take the test no more than 72 hours before travel and the DOH is still working on the details. (July 2)
- Responded to an email from Catalina Bayger, who's planning to arrive on August 21 and is worried about getting results back in time. Told her what Gov. Ige said and that the DOH is working on the details of the testing plan, and to check HTA's website for updates. (July 2)
- Responded to an email into the JIC from Kirsten Snook, asking why the data on air passengers in Hawai'i does not include Hilo airport. Told her the tables HTA publishes in the daily press releases only include flights from out-of-state and not interisland travel. (July 2)
- Responded to an email from Richard Kurtanich, project manager of SiteSafe, who says his workers are AT&T contractors and wants authorization letters to come to Hawai'i in July to perform the work. Told him to email the COVID exemption address to request an exemption. (July 2)
- Responded to an email from Michelle, who says she plans to travel to O'ahu on July 10 and plans to get COVID tested and wants to know if she still has to quarantine. Told her that testing is not a way to bypass the quarantine in July. (July 2)

- Responded to an email from Frank Araujo, who has a trip to Hawai'i on August 2 but cannot get a test within 72 hours. Told him Gov. Ige says they're working on establishing partners that are aware of the 72-hour window and to check HTA and the DOH's website for updates. (July 2)
- Responded to an email from Daniel Barrett, who is worried about getting results back in time. Told him what Gov. Ige said and that the DOH is working on the details of the testing plan, and to check HTA's website for updates. (July 2)
- Responded to a Facebook message from Jeffrey Chow, asking about the testing program. Told him what Gov. Ige said during his Facebook Live interview with the Honolulu Star-Advertiser. (July 2)
- Responded to a Facebook message from Ashley Meyers, asking about the testing program because she's worried she won't get the results in time. Told her what Gov. Ige said during his Facebook Live interview with the Honolulu Star-Advertiser. (July 2)
- Responded to an email from Joseph Fass, complaining about the 72-hour testing window. Told him what Gov. Ige said on his Facebook Live regarding the testing program and that plans are currently in development, and to check HTA and DOH's website for updates. (July 3)
- Responded to an email from Cindy Haist, who says she's leaving San Francisco airport for Honolulu on August 21 and says it may take up to seven days to get her test results back. Told her what Gov. Ige said, that the DOH is working on the details of the testing plan, and to check HTA's website for updates. (July 3)
- Responded to an email from Wonjoo Lee, who plans to visit Kaua'i in October and is worried about getting test results back in time. Told him October is too far into the future to know what the situation or protocols will be like and to check HTA's website for updates. (July 3)
- Responded to an email from Jodie Dela Cruz of Kaua'i, who said "as a business owner I have seen a lot of unfamiliar faces that I am going to assume are tourists. I am suggesting that those who have completed their quarantine be issued some form of documentation." Told her that some of those people may be interisland travelers who live on other islands, and if she suspects anyone is breaking quarantine to call 911. (July 3)
- Responded to an email from Kathy Braun, asking about her trip planned for September and what she should expect for Maui then since in California things are shutting down again. Told her we don't know what the future holds for September and to check HTA's website for updates. (July 4)
- Responded to an email from Rick Mickey, who is worried about getting test results back in time. Told him what Gov. Ige had said in his Facebook Live and that the DOH is still working on details of the program. (July 4)
- Responded to an email from Windy Fulcher of Santa Cruz, asking about her trip to Kaua'i in December and about the testing program protocols. Told her we don't know what the protocols will be like in December because of the fluid situation and to check HTA's website for updates. (July 4)
- Responded to an email from Seung Hyun Lee, who is planning to visit Honolulu after August 1 and doesn't understand the test. Told him what Gov. Ige said regarding the 72-hour testing window and that the details of the program are still being worked out. (July 5)

- Responded to an email from Krista Jessen-Kiewicz, who says they are visiting Maui on August 1, and that testing centers in San Diego are taking 5-7 days to get the results back. Told her that the details of the program are being worked out and to check HTA's website for updates. (July 5)
- Responded to an email from Priscilla Wallace, wondering if she and her husband have to quarantine if they arrive on August 4. Told her that Gov. Ige announced the pre-travel testing program would start on Aug. 1 so they would be able to participate, and that the DOH is working on details of the program. (July 5)
- Responded to an email from Judy Rasco, who says they are traveling to Maui on August 8 and want to know more about the testing program details. Sent her the link to Gov. Ige's press release and told her to check HTA and the DOH's websites for updates. (July 5)
- Responded to an email from Daphne Bransten of Valerie Wilson Travel, who says she has a customer who wants to visit Honolulu for three days then Maui for five. Told her about the pre-travel testing program, what Gov. Ige had announced, and to check HTA and the DOH's websites for updates. (July 5)
- Responded to an email from Malery Crisostomo, who is traveling to Hawai'i in late August and wants to know if she can take a blood antibody test instead of the nasal swab. Sent her the information released by Gov. Ige's office and told her details are still being worked out, and to check HTA's website for updates. (July 6)
- Responded to an email from Greg Alston, who says he and his wife are arriving on August 29 and wants to know if emailed test results are acceptable. Told him about Gov. Ige's press conference later that day and to check HTA's and the DOH's websites for updates. (July 6)
- Responded to an email from Michael Mamian of Global Munchkins, who says he wants to do pro bono work for Hawai'i Tourism to let people know about the pre-travel testing program. Sent him the links to HTA's website and told him feel free to share anything from HTA's website or Facebook page as other visitors have done. (July 6)
- Responded to an email from Vitek Kob, who says they're planning to relocate and move to Hawai'i in August, and wants to know about the testing. Told him about Gov. Ige's press conference later that day and to check HTA's and the DOH's websites for updates. (July 6)
- Responded to an email from Josh Knudson, who says they're planning a trip to Hawai'i on August 2 and is worried about his area taking up to five days to get test results back. Told him about Gov. Ige's press conference later that day and to check HTA's and the DOH's websites for updates. (July 6)
- Responded to a Facebook message from Cataleya Tauoa, who says she's planning to fly from Anchorage to Hawai'i on August 20 and will return the same day, and wants to know if she needs to get a test even if she's not leaving the airport. Told her she doesn't need to quarantine if she's not leaving the airport and will be considered a transit passenger. (July 6)
- Responded to an email from Josh Leong, asking about what type of test will be valid, and told him the DOH is working on details of the program and to check HTA's and the DOH's websites for updates. (July 7)

- Responded to an email from Dana Nutten, who says her family plans to travel to Maui in September from California and wants to know what's considered a valid COVID-19 test. Told her the DOH is still working on the details of the plan and once finalized the governor and/or DOH will make an announcement which will be shared on HTA's website. (July 7)
- Responded to an email from John Christie asking, "How do you guys expect people get a test 72 hours in advance of the trip?" Told him the DOH is still working on the details of the plan and once finalized the governor and/or DOH will make an announcement which will be shared on HTA's website. (July 7)
- Responded to an email from Maury Paul, concerned about getting the test results back in time. He also asked, "Is the Governor going to help travelers gain refunds for these vacation and car rentals?" Told him the DOH is still working on the details of the testing program and that the governor said they're working to establish partners that are aware of the 72-hour testing window. (July 7)
- Responded to an email from Sam Humphrey, asking what if your results aren't back in 72 hours. Told him the DOH is still working on the details of the plan and once finalized the governor and/or DOH will make an announcement which will be shared on HTA's website. (July 7)
- Responded to an email from David Park, who plans to visit Hawai'i in September but is worried about getting test results back in time. Told him the DOH is still working on the details of the plan and once finalized will be shared on HTA's website. (July 7)
- Responded to an email from Alex Skoczen, who says it can take up to 11 days to get his test results back. Told him the DOH is still working on the details of the plan and once finalized the governor and/or DOH will make an announcement which will be shared on HTA's website. (July 7)
- Responded to an email from Cory Selfridge of Oregon, who pushed back his reservations to August 14 but is worried he won't get his test results back in time. Told him the DOH is still working on the plan and once finalized the governor and/or DOH will make an announcement which will be shared on HTA's website. (July 7)
- Responded to an email from David Woodward, who says their family plans to fly to Maui on August 1 but may not get the test results back in time. Told him the DOH is working on the details of the plan and to check HTA's website for updates. (July 7)
- Responded to an email from Carol G., who says she's confused because she says a NAAT test can be completed by PCR. Told her the DOH is working on the details of the plan and to check HTA's website for updates. (July 7)
- Responded to an email from William Love, who plans to visit on August 1 and says he can only get test results five days out. Told him the DOH is working on the details of the plan and to check HTA's website for updates. (July 7)
- Responded to an email from Gregg Souliere of Washington, who says his state is exempt from CLIA blood testing. Told him that details of the pre-travel testing program are still being finalized and to check HTA's website for updates. (July 7)
- Responded to an email from Chris Chen, who says he and his daughters plan to fly to Maui on August 13 and wants to know if they don't get the results until after they arrive if they can be released from the quarantine once they get their results. Told him we're still waiting for an answer to that question from the DOH and to check HTA's website for updates. (July 7)

- Responded to an email from Claus Marcussen of Los Angeles, who plans to visit O‘ahu for two weeks in August but says he can’t get a test or results back in 72 hours. Told him the DOH is still working on details of the program and to check HTA’s website for updates. (July 8)
- Responded to an email from Rhonda Tallent, who says they plan to arrive at the end of July, and if that means they only have to quarantine for a couple days until the testing program starts on August 1. Told her they would have to quarantine for their whole trip, and to check HTA’s website for updates. (July 8)
- Responded to an email from Tim Costello, who says he and his wife plan to fly to Kaua‘i on August 25, that it may take up to five days to get the test results, and “I have relatives in the medical area that say the rapid tests currently have 35-40% false reading rate.” Told him the DOH is working on the details of the program and to check HTA’s website for updates. (July 8)
- Responded to an email from Dee Dee Schilt asking about the testing program. Told her what Gov. Ige has said thus far and to check HTA’s website for updates. (July 8)
- Responded to an email from Sherrard Spiers, who says his family is coming to Hawai‘i on their dream vacation on August 1, doesn’t think they can get test results back in time, and also wants to know if HTA has approved test locations. Told him the DOH is working on details of the program and that we’re also waiting for answers, and to check HTA’s website for updates. (July 8)
- Responded to an email from Bobbie Singh-Allen of Sacramento, who plans to travel to Hawai‘i on August 4 with three days on O‘ahu and a week on Kaua‘i. Told her the DOH is working on details of the program and to check HTA’s website for updates. (July 8)
- Responded to an email from Susie Varela, asking to consider updating the policy to allow proof of negative test results seven days prior to Hawai‘i arrival. Told her the DOH is working on details of the program and to check HTA’s website for updates. (July 8)
- Responded to an email from Ashley Bramsen, who’s traveling to Kaua‘i on August 10 and wants to know if her young kids have to get tested too and if they can take the test five days before their trip. Told her what the governor has announced thus far and to check HTA’s website for updates. (July 8)
- Responded to an email from Jeannette, who’s worried about not getting test results back in time. Told her the DOH is working on details of the program and to check HTA’s website for updates. (July 8)
- Responded to an email from Beth Giem of Michigan, who’s worried about not getting test results back in time for her trip in September. Told her the DOH is working on details of the program and to check HTA’s website for updates. (July 8)
- Responded to an email from Jackie Scott, asking about her upcoming trip in August to Maui and is panicked she won’t get the results back in time. Told her the DOH is working on details of the program and to check HTA’s website for updates. (July 8)
- Responded to an email from Susan Anderson, who wants an exemption so she can rent a car to get from the airport to her son’s house in Hau‘ula in July. Told her HTA isn’t in charge of granting exemptions, where to find the email address and also let her know some of the criteria for exemptions. (July 8)

- Responded to an email from Prasanna Karhade, a University of Hawai'i at Mānoa professor currently in Hong Kong. She wanted to know if she could take a COVID test in Hong Kong. Told her the DOH is still working on details of the program and to check HTA's and the DOH's websites for updates. (July 8)
- Responded to an email from Rosa Gabriela Loeza, who plans to visit Hawai'i in September and is concerned she won't be able to get a letter confirming her test results. Told her the DOH is working on details of the program and to check HTA's website for updates. (July 8)
- Responded to a Facebook message from Susie Shackelford, asking about the testing program partners. Told her the DOH is still working on the program and we are waiting for an update from the governor and DOH. (July 8)
- Responded to a Facebook message from Nikki Wilkin, asking about the test and "what if you've already had COVID." Told her what has been announced thus far and that the details are still being finalized by the DOH. (July 8)
- Responded to an email from Jennica Mcgee of California, who plans to visit Maui on September 1 and is worried she won't get the test results in time. Told her the DOH is working on the details of the program and to check HTA's website for updates. (July 9)
- Responded to an email from Malery Crisostomo, asking about a rapid nasal antigen test called Sofia 2 SARS Antigen FIA. Told her the DOH is working on details of the program, including the test required, and to check HTA's website for updates. (July 9)
- Responded to an email from Tawnya Hansen, who plans to travel to Kaua'i on August 31 and is worried about not getting her test results back in 72 hours. Told her the DOH is still working on the details of the program and the start may be pushed back, and to check HTA's website for updates. (July 9)
- Responded to an email from Sylvia Blake-Larson, asking if a rapid test done by Walgreens is sufficient within 72 hours before departure. Told her details are still being worked out and that the governor may push back the start date of the program. (July 9)
- Responded to an email from Cherie Rickard, who says her company will be training RNs in Hawai'i and wants to know if they need a COVID negative test, and if the beaches are open. Suggested she contact the Attorney General's office to inquire about an exemption. (July 9)
- Responded to an email from Patti Vernelson of California, who is hoping to come to Maui in August. Told her that the governor may push back the start date of the testing program. (July 9)
- Responded to an email from Michael Perini of Colorado, who says having a COVID test within 72 hours of arrival is not realistic and "this is a really major challenge that your state needs to get ahead of." Told him the DOH is working on the details of the program and that we are also waiting for answers. Also told him Gov. Ige says they are working to establish partners that are aware of the 72-hour testing window. (July 9)
- Responded to an email from Leslie Pettinger, who says they plan to visit Maui on August 1 and wants to take the test six days before travel. Told her that everything is fluid and the start date for the testing program may be pushed back, and to check HTA's website for updates. (July 9)
- Responded to an email from Marj Barruga, who says she is traveling back to Manila from Lexington and wants to know if she has to quarantine. Told her no, as long as she doesn't leave Honolulu airport. (July 9)

- Responded to an email from Shannon Gorman, who says her son has been living and working on Maui for two years and “we have become very concerned with his mental health and feel we need to come and assess the situation.” She says they took a COVID test and want to come on July 13 and not have to do the quarantine. Told her she can request an exemption from the Attorney General’s office and to also call police to do a welfare check on her son. (July 9)
- Responded to an email from Jackie Scott, who says she just got a notice from the Sheraton hotel on Maui saying they are closing their hotel due to the governor implementing the quarantine again. Told her the quarantine was never lifted, and that they’re working on a pre- travel testing program which may not start on August 1 as expected. (July 9)
- Responded to an email from David DeMello, who says his family plans to visit Maui on July 30 from California and wants to know if they only have to quarantine until August 1 if they take a test. Told him if they arrive in July they are not eligible to participate in the program and that the August 1 date may be pushed back. (July 9)
- Responded to an email from Michelle Zolezzi of Kāhala Travel in San Diego, who says they have many clients who are waiting to travel on August 1 but are worried about getting their test results back in time. Told her that the August 1 date may be pushed back and to check HTA’s website for updates. (July 9)
- Responded to an email from Charles Estelle, who reserved a condo in Princeville for a month starting August 10 and is worried about getting his test results back in time. Told him the start date of the program may be pushed back, meaning if he comes in August he may still have to quarantine for 14 days. (July 9)
- Responded to an email from Hunter, who’s mad that he cannot get a PCR test result back in 72 hours and said, “if you know any place in the USA that can get results back in 72 hours let me know, if not I will be going to Florida for my beach trip.” Told him Gov. Ige says they are working on establishing testing partners and that the program may not start on August 1. (July 9)
- Responded to an email from James Chao, who’s worried about not getting his test results back in time. Told him Gov. Ige says they are working on establishing testing partners and that the program may not start on August 1. (July 9)
- Responded to an email from Cindy Haist of California, who says “getting back the COVID test results in 72 hours is unrealistic.” Told her the DOH is working on the details of the program and to check HTA’s website for updates. (July 9)
- Responded to an email from Gary Wentz of Kailua, who’s planning a trip to New York for July and to return on August 4. He says he will not be able to get a test at CVS in New York. Told him the testing is an alternative to the quarantine and that the program may be delayed so he may have to quarantine anyway. (July 9)
- Responded to an email from Alex Skoczen of Arizona, who says he plans to go to Kaua’i on September 11 and that it’ll take up to ten days to get his results back. Told him that everything is fluid, including the start date and details of the program, and to check HTA’s website for updates. (July 9)
- Responded to an email from Tony Strong, asking for an exemption if he sends HTA his test results. Told him the DOH is working on the details of the program and that it may not start on August 1, and to check HTA’s website for updates. (July 9)

- Responded to a Facebook message from Mary Yen, asking what the requirements are for a first-time tourist in Hawai'i. Explained that anyone who comes to Hawai'i from out-of-state needs to quarantine and to go to HTA's website for more information. (July 9)
- Responded to an email from Sylwia Pena of New Jersey, who plans to visit Maui on August 15 and says she can't get test results in time. Told her that the start date of the pre-travel testing program may be pushed back and if that's the case she would not be able to use testing as a way to bypass the quarantine. (July 10)
- Responded to an email from Ryuichi Akimoto, who plans to arrive in Hawai'i on August 5 and doesn't think they can get the test results in time. Told her the start date of the pre-travel testing program may be pushed back and if that's the case she would not be able to use testing as a way to bypass the quarantine. (July 10)
- Responded to an email from Jason Millwee, who says he and his family are scheduled to fly to Maui on August 1 to stay at their property and may not get his test results until 10 days later, and also wants to know if an antibody test is accepted. Told him the governor and mayors are talking about pushing back the start date, and if that's the case they will not be able to use testing to bypass the quarantine. (July 10)
- Responded to an email from Adolf Singh, who plans to visit Hawai'i in August for business but says he can't come with the 72-hour restriction. Told him the testing program may not start on August 1 after all, and if that's the case he will not be able to use testing to bypass the quarantine. (July 10)
- Responded to an email from Tracy Weidie of Rep. Richard Onishi's office, asking which gyms were affected by COVID-19. Told her that the DOH said it believes it has contacted everyone potentially involved and will not reveal the names of the gyms. Gave her information on a possible gym from a quick Facebook search. (July 10)
- Responded to an email from Joslyn Cook, who says UMC in Las Vegas is only doing throat swabs and wants to know if that's ok. Told her the DOH is still working on the details and that the start date may be pushed back from August 1. (July 10)
- Responded to an email from Leona Brun, who says she only sees one flight to Kaua'i in the daily reports and that doesn't sound right to her. Told her that the daily passenger count press release only shows flights from out-of-state and not interisland flights. (July 11)
- Responded to a follow-up email from Stephanie Luciano, who's planning to arrive on August 4 and wants to know if her young kids need to be tested. Told her the DOH is working on the details and that the start date may be pushed back, and if that's the case they will have to quarantine. (July 11)
- Responded to a follow-up email from Hayley Joel, who's planning to travel to Hawai'i in August and is worried about not getting the test results back in time. Told her the DOH is working on the details and that the start date may be pushed back, and if that's the case they will have to quarantine. (July 11)
- Responded to an email from Eric Luton of California, who says "three days seems difficult to achieve" to get test results back. Told him the DOH is working on the details and Gov. Ige said they're working to establish partners who are aware of the window, and to check HTA's website for updates. (July 11)
- Responded to an email from Whitney Peterson, who says they will be traveling to Maui in September and wants to know if her babies are exempt from getting tested. Told her we're also waiting for an answer on that from the DOH and will post updates on HTA's website.

(July 11)

- Responded to an email from Eric Lawson, who says his friend from Colorado will fly to visit him on Kaua'i on July 21 and wants to know if she can stay with him at his studio. Told him that's fine but to keep in mind the host requirement for him. (July 11)
- Responded to an email from Katie Diktakis, who says she is a tourist looking into visiting Kaua'i in mid-September and wants to know about the testing program. Told her what's been announced thus far and to check HTA's website for updates. (July 11)
- Responded to an email from Anthony Bolton, who says he's an essential worker as a hygienist and has a client who wants him to perform work in Hawai'i starting August 1. Told him about the quarantine and where he can request an exemption. (July 11)
- Responded to an email from Francisco Montes, complaining about his flight on Hawaiian Airlines from Honolulu to Seattle and said, "I was shocked to see some of the members of the in-flight crew not wearing masks ... and having conversations in the galleys for extended periods of time just a couple feet from where I was sitting." Suggested he submit his complaint to Hawaiian Airlines. (July 11)
- Responded to a Facebook message from Kevin Harry, asking if there is any chance that the August 1 changes could be revoked. Told him that the start date may be pushed back and that we are also waiting for the announcement. (July 11)
- Responded to an email from Anthony Bolton, asking for the email address to request an exemption. (July 12)
- Responded to an email from Edward Kleeman, who has airline tickets to fly to Hawai'i in November and wants to island hop, and wanted to know if Hawaiian Airlines reserves interisland flights only for residents. Told him things are fluid and we don't know what the situation will be like in November and that Hawaiian Airlines cut back on the number of flights because of COVID. (July 12)
- Responded to an email from Kim Jones of Montana, who wants to fly to Hawai'i on August 1 to help her daughter with her grand baby. Told her there's a chance the testing program start date may be delayed and to check HTA's website for updates. (July 12)
- Responded to an email from Aaron Phillips, who wants to know if he doesn't get his test results in time if he can get off the quarantine once he gets his results. Told him we are waiting for answers to questions like his and to check HTA's website for updates. (July 12)
- Responded to an email from Annette Burns of Texas, who's scheduled to arrive on August 11 and wants to know if the 72 hours is strictly enforced. Told her the DOH is still working on details of the program and that the start date may get pushed back, which would affect them. (July 12)
- Responded to an email from Paul Sassoon, who plans to visit Kaua'i on August 3 from Los Angeles and has scheduled their nasal swab, and wants to know if the timing meets the state's requirements. Told him the DOH is still working on details of the program and that the start date may get pushed back, which would affect them. (July 12)
- Responded to an email from Phil Malavenda who says their flight is leaving on August 3 from San Diego and wants to know if the governor has any updates. Told him the governor and mayors are discussing possibly pushing back the start date of the program, which could affect him. Told him Gov. Ige is having a press conference later that day, which he can watch on HTA's Facebook page. (July 13)

- Responded to an email from Wolfgang Verkaaik, who says he and his wife are scheduled to arrive in Honolulu on August 9 from San Diego and are concerned about getting their test results in time. Told him the situation is fluid and that Gov. Ige is having a press conference later that day with an update, which he can watch on HTA's Facebook page. (July 13)
- Responded to a follow-up email from Cindy Haist, asking if testing will still be acceptable in August to avoid the quarantine. Told her the situation is fluid and that Gov. Ige is having a press conference later that day with an update, which she can watch on HTA's Facebook page. (July 13)
- Responded to an email from Steve Glynn, complaining about Hawai'i Volcanoes Expedition offering him a full refund or asking him to purchase all four seats on the helicopter tour because of the new state mandates. Told him it sounds like the company is doing the right thing to help mitigate the spread of the virus, but also told him he could contact the state Department of Commerce and Consumer Affairs if he would like to file a complaint. (July 14)
- Responded to an email from Richard Fitts, who wants to know what he must do before he gets on a plane on September 1. Gave him the updated information from the governor's press release and told him to check HTA's website for updates. (July 14)
- Responded to an email from Tammi Acord, who says she and her family plan to arrive in Kona on August 3 and wants to know where they can get tested. Told her Gov. Ige pushed back the start date of the pre-travel testing program so if she arrives in August, she will have to quarantine, and testing is not an option to bypass the quarantine before September 1. (July 14)
- Responded to an email from Steve Meyer of Maui Sunset Vacation Rental Condos, asking if they can be on the list to accommodate essential exempt workers. He said the county told him they must be on the approved list provided by the state. Told him that HTA is not in charge of that list and referred him to the Attorney General's office and forwarded his email. (July 14)
- Responded to an email from Vaughn Hanamoto of California, who wants to visit his father on O'ahu and his father is terminal. Gave him the link to request an exemption from the Attorney General's office. (July 14)
- Responded to an email from Doris Berdnik, who says they are moving to Hilo and will fly through O'ahu, wondering if they can take their connecting flight the same day without quarantining on O'ahu. Told her that if they do not leave the airport they will be considered as transit passengers and won't need to quarantine till they get to Hilo. (July 14)
- Responded to an email from Maggie Remos, who says her daughter is coming on July 15 from Portland to take care of her after surgery and they're going to stay in a hotel for five days then go home to Waimānalo. Told her that while under quarantine her daughter cannot leave the hotel to move quarantine locations. However, she can request an exemption. (July 14)
- Responded to an email from Dick Herrick, who wants to know about protocols for cruise ship passengers. Told him the DOH is working on details of the program and to check HTA's website for updates. (July 14)
- Responded to an email from Kevin Warren, who said when he arrived in Hawai'i he was told by the airport screener that since he's military he can go to the grocery store and wanted to make sure that's ok. Told him to check with his command. (July 14)

- Responded to an email from Keely Granado, who said she booked thousands of dollars of non-refundable travel arrangements thinking the testing program would start on August 1 and paid for specialized testing to meet the conditions of the testing rules. Told her to check with the company she booked through or her credit card company to request refunds and sent her the link to Gov. Ige's press release. (July 14)
- Responded to an email from Julie Matsuura of Beall Corp, asking if there's a list of hotels currently open on O'ahu. Sent her the GoHawaii link. (July 14)
- Responded to an email from Michael Boyle of Arizona, who plans to arrive on Maui on August 28 and wants to know if they can do anything to not have to quarantine since they're coming just a few days ahead of the lifting of the quarantine. Told him if they arrive on August 28 they will have to quarantine for their whole trip. (July 14)
- Responded to an email from Lillian Ushurhe, who's planning to visit Hawai'i from August 5 and wants to know if she can still take a COVID test. Told her Gov. Ige pushed back the start date of the testing program and if she comes in August she will have to quarantine. (July 14)
- Responded to an email from Michelle Mapleback, who plans to visit Hawai'i on August 1 and wants to know if she can take the COVID test. Told her Gov. Ige pushed back the start date so if she comes before September 1 she will have to quarantine. (July 14)
- Responded to an email from Marilyn Perkes, as they have their brother's burial scheduled for September 2, and want to arrive on August 30. Told her the pre-travel testing program doesn't start until September 1, but she can try to request an exemption. (July 14)
- Responded to an email from Lisa Dowd of Pepe'ekeo, suggesting her Komo Mai plan to welcome back visitors, and what she feels are the best protocols. (July 14)
- Responded to an email from Kristin Beebe, who said she is moving to the island and wants to know where she can stay for the quarantine. Told her that she can stay in her new home to quarantine. She then said she doesn't have current housing so is it okay to live in her car and that her child is set to start school at Radford on August 3, and that she's coming to Hawai'i for a job with the Army. Told her it's illegal to live in her car, and that she should consult with her command. (July 14)
- Responded to an email on behalf of Gov. Ige's office. Kyana Barakett said she lives on the mainland and was told by HTA it would be acceptable to quarantine in an Airbnb rental if she is staying for longer than 30 days and she wanted to double check. Replied what the rules are and how it depends on which island she's staying on, and to go to HTA's website for more information. (July 15)
- Responded to an email from Kimberly Lutes-Koths, who says she and her family are looking to travel to Hawai'i in September and wants to know if the testing program start date will be pushed back again. Told her the situation is fluid and we don't know what the future holds for September, and to check HTA's website for updates. (July 15)
- Responded to an email from Jana Moses, who says her granddaughter attends Brigham Young University of Hawai'i and if she chooses to go to Oregon to visit her, when she returns where will she have to quarantine. Told her she can quarantine in her home and that the quarantine order applies to everyone arriving from out-of-state. (July 15)

- Responded to an email from Sandy Zaremba, who plans to visit Hawai'i on August 22 and wants to know if she can take the COVID test. Told her Gov. Ige pushed back the start date so if she comes before September 1 she will have to quarantine. (July 15)
- Responded to an email from Michael Payne, who says he and his wife are going to visit Kaua'i in September and is confused about the test required. Gave him the information Gov. Ige announced so far and told him to check HTA's website for updates. (July 15)
- Responded to an email on behalf of Gov. Ige's office. Robin Lloyd asked if she can rent a property on O'ahu for 30 days or if she needs to stay in a hotel first to quarantine and then move to the property. Told her if she rents a property for 30 days or more on O'ahu then it's not considered as a short-term rental and she can quarantine there, and to go to HTA's website for more information. (July 15)
- Responded to an email from Robin Nelson, asking if its currently legal to have vacation renters staying in Kailua-Kona. Sent her Hawai'i County's FAQ link on its website regarding this. (July 15)
- Responded to an email from Peter Card of Santa Cruz, who said he and his wife are going to stay in Kailua in October and are concerned they won't get the test results back in time. Gave him the information Gov. Ige announced thus far and that the DOH is still working on details of the program, and to check HTA's website for updates. (July 15)
- Responded to an email from Jennica McGee, asking if she can still take a COVID test if she's coming on August 31. Told her Gov. Ige pushed back the start date, so if she arrives in August she will have to do the mandatory 14-day quarantine. (July 16)
- Responded to an email from Xavier Foster, asking if he can take the COVID test if they were to visit Hawai'i on August 2. Told her Gov. Ige pushed back the start date, so if he arrives in August he will have to do the quarantine. (July 16)
- Responded to an email from Kevin Gallagher, who plans to visit Kaua'i in December and stay at an Airbnb. Told him December is too far into the future to know what the situation will be and to check HTA's website for updates. (July 16)
- Responded to an email from Ed McClanahan, who says he and his wife plan to come in September and that they both had COVID and are worried they could test positive again. Told him what the governor and DOH released thus far regarding the testing program and that a negative test is a way to bypass the quarantine. (July 16)
- Responded to an email from Vic and Cinthia Norcia, who plan to arrive on Kaua'i on August 28 then fly to O'ahu for the rest of their vacation on September 4. Told them they will have to do the quarantine for their whole trip and cannot island hop while under quarantine. (July 16)
- Responded to an email from Gregorio Blasi, who lives in Hāna and wants to visit his mother in New York and stay for three months. He does not want to quarantine and wants to know where he can get a test in New York. Told him we don't know what the situation or protocol will be three months from now and to check HTA's website for updates. (July 16)
- Responded to an email from Gene Rittenhouse, who says he and his wife have booked an O'ahu vacation for September 16 and wants to know when the quarantine will be lifted. Told him the governor has extended the quarantine several times, but there is the pre-travel testing option and to check HTA's website for updates. (July 16)

- Responded to an email from Pearl Monemzadeh, asking if there are any statistics for Hawaiian employees testing positive and for those in quarantine once in Honolulu testing positive. Told her HTA does not have that information. (July 16)
- Responded to an email from Linda Herring, asking if she can take a rapid test. Sent her the information announced by the governor and referred her to HTA's website. (July 16)
- Responded to an email from Susan Heiligman, who says her son has an exemption for travel to O'ahu on August 3 and wants to also get an exemption pass for his 11-year-old daughter but has not heard back from the COVID exemption email for two days. Told her HTA does not give exemptions – the Attorney General's office does, and that they are likely swamped with requests. (July 16)
- Responded to an email from Keith Rivera, Kāhala Resort Security Director, asking about the pre-travel testing program and what hotels can expect. Called him back and told him the DOH is still working on details of the program and suggested he check HTA's website for updates. (July 17)
- Responded to an email from Stephen Hamilton, who said, "So if I come to Hawai'i Island am I going to be quarantined even if I don't have COVID-19. My only purpose of coming is because I'm buying property to live and to learn about the Hawaiian culture." Told him if he arrives before September 1, he will have to quarantine and to check HTA's website for updates. (July 17)
- Responded to an email from Brenda Lynn of California, who says she has a test date for Corrections and had questions about the quarantine and who would pay for it. Told her she could check with the Department of Public Safety, and she could also request an exemption. (July 17)
- Responded to an email from Chad Westover, asking if he could get tested a week before he arrives since he doesn't think he'd get his test results in time. Told him what was announced in the governor's press release regarding the testing. (July 17)
- Responded to an email from Georgina Galindo, asking about the vacation rental rules since the rental her boss booked on Maui starting on August 15 won't give them a full refund. Told her for a refund it's best if they go through the company they booked through or their credit card company, and gave her the link to Maui County's website. (July 17)
- Responded to an email from Josh Leong, asking if short-term rentals are available. Told him on O'ahu, that short-term rentals (under 30 days) are not allowed to operate per the mayor's order. (July 17)
- Responded to an email from Senator Michelle Kidani, asking about the "residents diagnosed outside the state" category. (July 17)
- Responded to an email from Melody Finnegan, who said she booked travel dates to Maui for August 31 to September 9 based on the previous COVID rules allowing for the test. She wanted to know if she still has to do the quarantine since they come in the night before the program starts. Told her if she arrives on August 31 she will have to quarantine for her whole trip, and while under quarantine she cannot rent a car or short-term rental. (July 18)

- Responded to an email from Carson Menke, who says his mother is now in hospice and her bucket list item is to visit Hawai'i, that he wants to take her and wants to know if the testing start date could be pushed back. Told him the governor has not guaranteed that it won't be pushed back and to also check with her doctor to make sure it's ok to fly. (July 18)
- Responded to an email from Jim Fincher of Texas, who says the Bahamas and others allow you to take a test up to ten days before the trip, and he's wondering if Hawai'i will do the same. Told him it appears the governor will stick to the 72-hour window to keep our community safe, and the DOH is still working on the details. (July 18)
- Responded to an email from Al Perez, who said he comes to Hawai'i every year and his children live in Hawai'i, and he doesn't like it that travelers have been arrested and that there are "hate posts about the evil tourists." He also said, "I am baffled because one day you will need tourists back." Told him that unfortunately there are discriminations but sometimes fear influences people's behaviors. Also, that tourists and locals have been arrested for violating the quarantine order, which is meant to keep the community safe. (July 19)
- Responded to an email from John Schwarz, who said he canceled his trip to Hilo for August 4 but couldn't find a lab to do the testing. Told him that's smart since the testing program was pushed back, and if he had come in August he would have had to quarantine. (July 19)
- Responded to an email from Jamie Garcia, who said he plans to go to Hawai'i and quarantine himself but wants to know if he can leave after seven days. Told him yes, he must quarantine for his whole trip but can leave the state after a week. (July 20)
- Responded to an email that was sent to DBEDT from Samantha Bogle, asking if the test is still being accepted even with the quarantine extended. Told her the testing program now starts on September 1 and it's a way to bypass the quarantine. (July 20)
- Responded to an email from Bob Drum, who said he's planning to come to Maui for a month in October and wants to know if he can pick up their rental car and get groceries. Told him we don't know what the protocols or situation will be like in October and to check HTA's website for updates. (July 20)
- Responded to an email from Nesha Brumley, asking if they can visit the beach if they get a negative test for their September travels. Told her yes, but to also keep in mind that the governor could possibly push back the start date and to check HTA's website for updates. (July 20)
- Responded to an email from Curtis Kawamoto of the New Otani Kaimana, asking if a process has been established to allow hotels to check if their guests are supposed to be in quarantine, and if a guest moved lodging places during the quarantine. Explained what the DOH has released thus far, and that he could also check with the Hawai'i Lodging and Tourism Association (HLTA) too. (July 20)
- Responded to an email from Conny Roesch, asking if they get a negative test, if they can come on August 4 and visit three of the islands during their two-week stay. Told her the start date of the testing program was pushed back to September 1, so if they come in August, they won't be able to island hop and must quarantine for their entire trip. (July 21)
- Responded to an email from Mengjiao Chen of Washington, who says she will start a teaching job in Hawai'i on July 29 and wants to see if she can receive an exemption. Sent her the email address to request the exemption. (July 21)

- Responded to an email from Akimoto Ryuichi, asking if they can get a friend to pick them up from the airport or use an Uber. Told him they can do that or get a taxi or Uber, but they can't rent through a car-sharing service like Turo or through the regular car rental agencies. (July 21)
- Responded to a Facebook message from Colby Swanson, who says they have a trip scheduled for November but are probably going to cancel since they don't know if everyone in their party can get the results in time. Told him it's a fluid situation and we don't know what the situation or protocols will be like in November, and to do what's best for their family. (July 21)
- Responded to a Facebook message from Al Romerol, who said "if I take a test in Dallas and bring the negative results why do I still have to quarantine for 14 days." Told him the pre-travel testing program is scheduled to start on September 1. (July 21)
- Responded to an email from John White of Arizona, who says he's scheduled to get married on Maui on September 24 and is worried they and their guests won't get back the test results back in time. Explained the situation and to check HTA's website for updates. (July 22)
- Responded to an email from Odie Odell, saying he's disappointed by his Hawaiian Airlines flight from the mainland to Hawai'i. Suggested he reach out directly to Hawaiian Airlines. (July 22)
- Responded to a Facebook message from Patty Mitchell, who says they are planning to arrive in Hawai'i on August 7 and have tests planned for August 4. Told her the governor pushed back the start date of the testing program so she would have to quarantine if she arrives in August. (July 22)
- Responded to an email from Annette Hartman, who says she and her husband are at high risk because of their ages but would still like to book a trip to Hawai'i and wants to know if anyone who arrived in Hawai'i from Oakland tested positive. Told her we don't have that information and the DOH may not release that information because of HIPAA laws, and that now is not a good time to come to Hawai'i especially if they are considered high-risk. (July 23)
- Responded to an email from Ronnie Cervantes, who lives in Waialua but hasn't been home for two months, and says he had a negative COVID test and wants to know if he has to quarantine. Told him if he arrives before September 1, he will have to quarantine, and to check HTA's website for updates. (July 23)
- Responded to an email from Steven Risner, asking if the governor will lift the quarantine by August 1, so he can take his one-week vacation. Told him likely not but to check HTA's website for updates. (July 23)
- Responded to an email from Bob and Margie, who have plans to travel to Kaua'i in October and are worried about getting the testing in time. Told them we don't know what the situation or protocols will be for October and to check HTA's website for updates. (July 24)
- Responded to an email from Lori Swantek, who plans to travel to Maui and O'ahu in December and wants to know about the testing protocol and if masks will be mandatory. Told her we don't know what the situation or protocols will be for December and to check HTA's website for updates. (July 24)

- Responded to an email from Clyde Gonzales, asking if he can get tested in advance before arriving on Maui “and in place of the 14-day stay-at-home order.” Told him there will be a pre- travel testing program, but the governor pushed the start date back to September 1, and it’s a way to bypass the quarantine, but that the situation is fluid and to check HTA’s website for updates. (July 24)
- Responded to an email from Jeffrey Barlow, who says he plans to visit Kona on September 10 and wants to know if the restrictions will be lifted on Sept. 1. Explained the testing program but said the governor has not guaranteed he won’t push back the start date. (July 25)
- Responded to an email from Charlene Fang, who wants to know if she can move hotels if once they arrive “we discover that the room is not up to standard in terms of wear/tear and hygiene/cleanliness.” Told her no, that you can’t move your place of quarantine, and suggested she go to gohawaii.com to see a list of open hotels. (July 25)
- Responded to an email from Helen Cox, who has a reservation with Princess Cruises to sail from San Francisco to Hawai’i on December 23 and wants to know if Hawai’i’s ports will be accepting cruise ships at that time. Told her that the CDC’s No Sail Order is in place through September 30, it is too early to tell what the situation will be in December, and to check with Princess Cruises and HTA’s website for the latest information. (July 26)
- Responded to an email from Mark Wilson, who says it’s his dream to come to Hawai’i and they’re thinking of visiting, and wants to know where he can quarantine if they come. Referred him to HTA’s website for quarantine information. (July 26)
- Responded to an email from Aubrey Caulfield, who wants to know if she can do her quarantine at her family member’s house. Told her yes. (July 27)
- Responded to an email from Samantha Wilkinson, who has a trip planned for Labor Day and wants to know if the restrictions will go beyond September 1. Told her there’s a chance the testing program may not start on September 1 as a way to bypass the quarantine and to check HTA’s website for updates. (July 27)
- Responded to a follow-up email from Jennica McGee, who said they moved their flight to September 7 and wants to know about the testing. Told her to go to HTA’s website for more information including updates from the DOH. (July 27)
- Responded to an email from Adele Vespa of Florida, who’s planning a trip to Hawai’i in October and is concerned about getting testing in time since in Jacksonville Beach the turnaround time is seven to nine days. Told her we don’t know what the protocol will be for October yet and to check HTA’s website for updates. (July 28)
- Responded to an email from Troy Anderson of Reno, who’s worried about getting testing in time for his trip to Maui in September and said: “there seems to be no information on any website I have checked, and the Maui Health Department has no information as well.” Told him that there are still many unanswered questions and that the start date of the program could possibly be pushed back too, and to check HTA’s website for updates. (July 28)
- Responded to an email from Alfons Thomaj of Boston, who wants to visit Hawai’i the first week of August and wants to know if they can enjoy a week without quarantine. Told him if he comes in August his family will have to quarantine for their entire trip. (July 28)

- Responded to an email from Betty Fowler, who says testing in Florida is taking up to 14 days to get results, and they're planning to come to Hawai'i on September 4. Told her that the testing is an alternative to the quarantine and there's no guarantee the start of the program won't get pushed back again, which could affect her. Told her to check HTA's website for updates and to check on her deadlines to get refunds. (July 28)
- Responded to a Facebook message from Martha Alvis Koons of Maryland, who says she's planning to take the test before her flight in September but is worried about getting her results in time. Told her the details are still being worked out by the DOH. (July 28)
- Responded to an email from Marilyn Burns, who said "We are all stupid to think any visitor traveling here will pay hotels money to quarantine for 14 days. They are inconveniencing and putting us locals at risk. Essential workers and military/families are exempt from quarantine? Really???" Explained that most of the people arriving are local residents returning and most of the "visitors" indicate they are visiting family and friends in Hawai'i. Also explained that HTA is not in charge of deciding on the exemptions. (July 29)
- Responded to an email from Carolin James, a senior at the University of Hawai'i at West O'ahu, who is currently in California with her husband and five kids, and wants to come back to Hawai'i but faces the challenge of being homeless since her credit isn't the best, and wants to know if HTA can help her pay for a hotel stay. Told her HTA does not have discounts on hotels but she can try reaching out to individual properties, and also if she doesn't have a confirmed place to stay for her quarantine when she arrives, law enforcement will step in and she may have to go back. (July 29)
- Responded to an email from Debbie Highfil who asked if we could help per predict whether the testing program will go into effect on September 1. Told her it's up to the governor to decide and that he has not guaranteed he won't push back the start date. Also, since she said she was staying at a vacation rental on Kaua'i, told her that if she has to quarantine she cannot do so in a short-term rental. (July 29)
- Responded to an email from Maryetta Sciuto, "a concerned Maui citizen," who said "there has been little in the way of information regarding enforcement on Maui. Do you think one phone call or text is adequate?" Told her that if she knows of anyone violating the quarantine order to contact Maui Police, which has been excellent in responding and helping to enforce the quarantine. (July 29)
- Responded to an email from Alex Perlberg, who wants to know if his RT PCR test will still suffice. Referred him to HTA's website for the information that has been released thus far by the DOH. (July 30)
- Responded to an email on behalf of Gov. Ige's office from Kyana Bermudez, who lives in South Carolina, is coming back to live in Hawai'i in September, made reservations to stay in an Airbnb and wants to know if that's ok. Told her that the rules differ by county and to check HTA's website for more information. (July 30)
- Responded to an email from Blane Kamanu, asking if pastors are considered exempt from the quarantine. Told him to refer to the governor's 10th emergency supplemental proclamation and that he can find a link to that on HTA's website as well as the email address where he can request an exemption. (July 30)
- Responded to an email from Arlene McMahon of Olympia, Washington, saying "I want to verify that HDOT would accept this as a valid NAAT by our CLIA laboratories." Told her HTA is not in charge of the testing program nor the screening at the airport, and that the DOH is working on the details of the program and that whatever has been announced is on HTA's website. (July 31)

- Responded to an email from Anna Baker, who says her husband's friend, the Maharaja of Mindanao Darussalam wants to celebrate his birthday in Hawai'i next year and wants to know if HTA has funding to help pay for their visit. Told her that HTA's funding has been drastically cut and to perhaps check with some of the businesses directly. (July 31)
- Responded to an email from Steven Wilcut, who's complaining about a vacation rental company cancelling their reservation. Explained to him that on O'ahu, short-term rentals are not allowed to operate during this emergency period and that it's great to hear they're following the law. (July 31)
- Responded to inquiries from HTA board chair Rick Fried regarding the locations of the COVID cases. Explained that the DOH doesn't always release that information daily, and that there is a map that shows areas based on cumulative information. However, explained that it's currently pretty much all over O'ahu so to take precautions everywhere. (July 31)

Hurricane Douglas

- Sent updates on Hurricane Douglas to HTA staff, HTA board members, Sen. Glenn Wakai, Rep. Richard Onishi, GMTs and others. Updates #1 - #30. (July 23-27)
 - Updates on the hurricane's track from the National Hurricane Center and Central Pacific Hurricane Center
 - Press releases from the state and counties
 - Quotes from Gov. Ige regarding people allowed to break quarantine to get emergency supplies
 - Transcriptions of Gov. Ige's press conferences
- Created HTA Alert Page on Hurricane Douglas and updated the site frequently with the latest information from official government sources and links to airline travel waivers. (July 23-27)
- Modified HTA's Alert Banner on the homepage within the content management system to link to the main alert page and accommodate updates on Hurricane Douglas in addition to the ongoing COVID-19 pandemic.

Monthly Statistics on Followers and Engagement on HTA's Facebook Page

Number of followers from July 2019 vs. July 2020: **+35.88%**

- July 31, 2019: 10,838
- July 31, 2020: 14,727

Engagement rate from July 2019 vs. July 2020: **+252.82%**

- July 2019: 852 daily page engaged users
- July 2020: 3,006 daily page engaged users

Social Media Posts on HTA's Facebook Page

- July 2: Post sharing Mayor Kirk Caldwell's Facebook Live press conference discussing the proposed Amendment to his Emergency Order. **Total Reach** 1,136 | **Total Reactions** 77
- July 2: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 1,105 | **Total Reactions** 33
- July 5: Post sharing Mayor Kirk Caldwell's Facebook Live press conference announcing extension of Kalākaua Open Streets into July. **Total Reach** 2,480 | **Total Reactions** 290
- July 6: Post on signing up to receive daily updates from HTA. **Total Reach** 703 | **Total Reactions** 45

- July 6: Post sharing Governor David Ige’s announcement of the Facebook Live press conference to be held in response to COVID-19. **Total Reach** 915 | **Total Reactions** 48
- July 6: Post sharing Governor David Ige’s Facebook Live press conference in response to COVID-19. **Total Reach** 2,046 | **Total Reactions** 257
- July 7: Post sharing Mayor Kirk Caldwell’s Facebook Live press conference announcing the “Fish to Dish” program. **Total Reach** 788 | **Total Reactions** 25
- July 7: Post sharing Governor David Ige’s Facebook Live press conference in response to COVID-19. **Total Reach** 2,046 | **Total Reactions** 310
- July 8: Post sharing County of Kaua’i’s Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 1,175 | **Total Reactions** 51
- July 8: Post sharing County of Maui’s Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 1,038 | **Total Reactions** 45
- July 9: Post sharing Mayor Kirk Caldwell’s Facebook Live press conference regarding a private sector partnership between the Hawai’i Foodbank and construction, development, and other industries to provide food assistance to residents. **Total Reach** 1,096 | **Total Reactions** 50
- July 10: Post sharing County of Maui’s Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 1,196 | **Total Reactions** 69
- July 13: Post sharing Governor David Ige’s announcement of the Facebook Live press conference to be held in response to COVID-19. **Total Reach** 1,376 | **Total Reactions** 194
- July 13: Post sharing Governor David Ige’s Facebook Live press conference in response to COVID-19. **Total Reach** 2,389 | **Total Reactions** 366
- July 14: Post sharing County of Maui’s Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 1,056 | **Total Reactions** 39
- July 15: Post on the Hawai’i AgriTourism Webinar Summer Series in partnership with Hawai’i Agritourism Association. **Total Reach** 760 | **Total Reactions** 47
- July 15: Post sharing County of Kaua’i’s Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 1,064 | **Total Reactions** 56
- July 15: Post announcing HTA’s Request for Proposals for two writers for its O’ahu and Maui Nui Destination Management Action Plans. **Total Reach** 1,085 | **Total Reactions** 51
- July 16: Post sharing Governor David Ige’s announcement of the Facebook Live Community Connection with Attorney General Clare Connors and Department of the Attorney General Investigations Divisions Deputy Chief Paul Jones. **Total Reach** 835 | **Total Reactions** 61
- July 16: Post sharing Governor David Ige’s Facebook Live Community Connection with Attorney General Clare Connors and Deputy Chief for the Department of the Attorney General Investigations Divisions Paul Jones. **Total Reach** 1,081 | **Total Reactions** 84

- July 17: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach 939 | Total Reactions 34**
- July 17: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach 846 | Total Reactions 37**
- July 19: Post sharing 'Ukulele Festival Hawai'i's event announcement. **Total Reach 1,216 | Total Reactions 71**
- July 19: Post on the 50th anniversary of the 'Ukulele Festival via Facebook watch party. **Total Reach 1,505 | Total Reactions 167**
- July 19: Post on the 'Ukulele Festival. **Total Reach 538 | Total Reactions 38**
- July 20: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach 662 | Total Reactions 24**
- July 20: Post sharing Governor David Ige's Facebook Live press conference in response to COVID-19. **Total Reach 1,597 | Total Reactions 115**
- July 21: Post sharing Mayor Harry Kim's Facebook Live on the latest updates of COVID-19. **Total Reach 915 | Total Reactions 32**
- July 21: Post sharing Governor David Ige's Facebook Live Community Connection on emergency preparedness during COVID-19. **Total Reach 1,394 | Total Reactions 91**
- July 22: Post on the June 2020 Hawai'i Hotel Performance Report press release. **Total Reach 494 | Total Reactions 29**
- July 22: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach 942 | Total Reactions 18**
- July 22: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach 512 | Total Reactions 14**
- July 23: Post sharing Mayor Harry Kim's Facebook Live on the latest updates of COVID-19. **Total Reach 497 | Total Reactions 4**
- July 23: Post sharing Mayor Kirk Caldwell's Facebook Live press conference regarding an affordable housing project in 'Ewa Beach. **Total Reach 542 | Total Reactions 8**
- July 23: Post sharing Mayor Harry Kim's Facebook Live on the latest updates of COVID-19. **Total Reach 717 | Total Reactions 20**
- July 23: Post sharing the Hawai'i State Department of Health's Facebook live press conference in response to the increase of COVID-19 cases in the state. **Total Reach 1,376 | Total Reactions 67**
- July 23: Post sharing the U.S. National Weather Service Honolulu and Central Pacific Hurricane Center's latest update on Hurricane Douglas. **Total Reach 724 | Total Reactions 60**
- July 24: Post sharing the U.S. National Weather Service Honolulu and Central Pacific Hurricane Center's latest update on Hurricane Douglas. **Total Reach 744 | Total Reactions 72**

- July 24: Post on the Kōloa Plantation Days Festival, which HTA funds through the Community Enrichment Program. **Total Reach** 878 | **Total Reactions** 67
- July 24: Post sharing Mayor Harry Kim's Facebook Live on the latest updates of COVID-19. **Total Reach** 380 | **Total Reactions** 8
- July 24: Post sharing Mayor Harry Kim's latest updates on Hurricane Douglas. **Total Reach** 426 | **Total Reactions** 18
- July 24: Post sharing the County of Maui's latest updates on Hurricane Douglas. **Total Reach** 736 | **Total Reactions** 85
- July 24: Post sharing the County of Maui's official website. **Total Reach** 531 | **Total Reactions** 18
- July 24: Post sharing the County of Kaua'i's announcement on monitoring Hurricane Douglas. **Total Reach** 600 | **Total Reactions** 24
- July 24: Post on the latest update of Hurricane Douglas as of 11:00 a.m. **Total Reach** 503 | **Total Reactions** 32
- July 24: Post on a press release from the Office of the Governor announcing a pre-landfall emergency proclamation issued. **Total Reach** 693 | **Total Reactions** 121
- July 24: Post sharing Governor David Ige's announcement of the Facebook Live press conference to be held in response to Hurricane Douglas. **Total Reach** 492 | **Total Reactions** 24
- July 24: Post sharing Hawaiian Airlines' travel alert announcement. **Total Reach** 544 | **Total Reactions** 32
- July 24: Post sharing Mayor Kirk Caldwell's Facebook Live press conference in response to Hurricane Douglas. **Total Reach** 964 | **Total Reactions** 58
- July 24: Post sharing Governor David Ige's Facebook Live press conference in response to Hurricane Douglas. **Total Reach** 1,510 | **Total Reactions** 103
- July 24: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 754 | **Total Reactions** 20
- July 24: Post on Hawaiian Airlines flight cancellations due to Hurricane Douglas. **Total Reach** 964 | **Total Reactions** 84
- July 24: Post on the latest update of Hurricane Douglas as of 11:00 p.m. **Total Reach** 920 | **Total Reactions** 154
- July 25: Post on the latest update of Hurricane Douglas as of 11:00 a.m. **Total Reach** 1,093 | **Total Reactions** 125
- July 25: Post on the latest update of Hurricane Douglas as of 5:00 a.m. **Total Reach** 900 | **Total Reactions** 63
- July 25: Post sharing Governor David Ige's announcement of the Facebook Live press conference to be held in response to Hurricane Douglas. **Total Reach** 703 | **Total Reactions** 37

- July 25: Post sharing Governor David Ige's Facebook Live press conference in response to Hurricane Douglas. **Total Reach** 1,917 | **Total Reactions** 173
- July 25: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of Hurricane Douglas. **Total Reach** 837 | **Total Reactions** 26
- July 25: Post on the latest update of Hurricane Douglas as of 5:00 p.m. **Total Reach** 878 | **Total Reactions** 92
- July 25: Post sharing Mayor Kirk Caldwell's announcement of the City and County of Honolulu's emergency shelter plans in response to Hurricane Douglas. **Total Reach** 879 | **Total Reactions** 63
- July 25: Post on Maui of County's emergency shelter plans in response to Hurricane Douglas. **Total Reach** 630 | **Total Reactions** 20
- July 25: Post on the latest update of Hurricane Douglas as of 11:00 p.m. **Total Reach** 743 | **Total Reactions** 51
- July 26: Post on the latest update of Hurricane Douglas as of 11:00 a.m. **Total Reach** 791 | **Total Reactions** 48
- July 26: Post on the latest update of Hurricane Douglas as of 5:00 a.m. **Total Reach** 1,803 | **Total Reactions** 89
- July 26: Post sharing Governor David Ige's announcement of the Facebook Live press conference to be held in response to Hurricane Douglas. **Total Reach** 668 | **Total Reactions** 28
- July 26: Post sharing Governor David Ige's Facebook Live press conference in response to Hurricane Douglas. **Total Reach** 1,837 | **Total Reactions** 142
- July 26: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of Hurricane Douglas. **Total Reach** 703 | **Total Reactions** 28
- July 26: Post on the latest update of Hurricane Douglas as of 5:00 p.m. **Total Reach** 1,345 | **Total Reactions** 130
- July 27: Post sharing Mayor Kirk Caldwell's Facebook Live announcing the Hawai'i Convention Center as an alternate shelter for the homeless during the Hurricane Douglas threat. **Total Reach** 1,086 | **Total Reactions** 59
- July 27: Post on the latest update of Hurricane Douglas as of 5:00 a.m. **Total Reach** 540 | **Total Reactions** 28
- July 27: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 737 | **Total Reactions** 35
- July 28: Post announcing HTA's regular marketing standing meeting to be held at the Hawai'i Convention Center. **Total Reach** 507 | **Total Reactions** 39
- July 28: Post sharing Mayor Kirk Caldwell's Facebook Live press conference on the City and County of Honolulu's response to COVID-19. **Total Reach** 931 | **Total Reactions** 44

- July 29: Post announcing HTA's regular board meeting to be held at the Hawai'i Convention Center. **Total Reach** 397 | **Total Reactions** 24
- July 29: Post sharing Governor David Ige's Facebook Live press conference in response to COVID-19. **Total Reach** 1,677 | **Total Reactions** 180
- July 29: Post sharing Mayor Harry Kim's Facebook Live on the latest updates of COVID-19. **Total Reach** 1,229 | **Total Reactions** 142
- July 29: Post sharing Mayor Kirk Caldwell's Facebook Live press conference on the City and County of Honolulu's response to COVID-19. **Total Reach** 947 | **Total Reactions** 38
- July 29: Post sharing County of Maui's Facebook Live press conference with Mayor Michael Victorino in response to COVID-19. **Total Reach** 789 | **Total Reactions** 38
- July 30: Post on the June 2020 Hawai'i Visitor Statistics press release. **Total Reach** 533 | **Total Reactions** 31
- July 30: Post sharing Governor David Ige's announcement of the Facebook Live press conference to be held in response to COVID-19. **Total Reach** 675 | **Total Reactions** 34
- July 30: Post sharing Mayor Kirk Caldwell's Facebook Live press conference on the City and County of Honolulu's response to COVID-19. **Total Reach** 1,069 | **Total Reactions** 74
- July 30: Post sharing Governor David Ige's Facebook Live press conference in response to COVID-19. **Total Reach** 1,711 | **Total Reactions** 195
- July 31: Post sharing Maui Police Department's announcement on quarantine violation information. **Total Reach** 1,468 | **Total Reactions** 217
- July 31: Post sharing Mayor Harry Kim's Facebook Live on the latest updates of COVID-19. **Total Reach** 769 | **Total Reactions** 25
- July 31: Post sharing County of Kaua'i's Facebook Live of Mayor Derek Kawakami sharing the latest updates of COVID-19. **Total Reach** 587 | **Total Reactions** 20

Monthly Statistics on Followers and Engagement on HTA's Instagram Page

Number of followers from July 2019 vs. July 2020: **+51.09%**

- July 31, 2019: 2,239
- July 31, 2020: 3,383

Engagement rate from July 2019 vs. July 2020: **-71.32%**

- July 2019: 258 engagements*
- July 2020: 74 engagements*

Note: The engagement rate decreased as there were eight posts in July 2019, compared to two posts in July 2020. Due to the pandemic and subsequent cuts in funding for the Kūkulu Ola, Aloha 'Āina and Community Enrichment programs, promotional posts were scaled back significantly in 2020. However, the number of followers continued to steadily grow.

**The amount of times people engaged with posts published.*

Social Media Posts on HTA's Instagram Page

- July 15: Post on the Hawai'i AgriTourism Webinar Summer Series in partnership with Hawai'i Agritourism Association. **Total Reactions 36**
- July 24: Post on the Kōloa Plantation Days Festival, which HTA funds through the Community Enrichment Program. **Total Reactions 30**

Monthly Statistics on Followers and Engagement on HTA's Twitter Page

Number of followers from July 2019 – July 2020: **+1.53%**

- July 31, 2019: 36,393
- July 31, 2020: 36,951

Engagement rate from July 2019 vs. July 2020: **-94.69%**

- July 2019: 207 engagements*
- July 2020: 11 engagements*

Note: The engagement rate decreased as there were eight posts in July 2019, compared to two posts in July 2020. Due to the pandemic and subsequent cuts in funding for the Kūkulu Ola, Aloha 'Āina and Community Enrichment programs, promotional posts were scaled back significantly in 2020. However, the number of followers continued to steadily grow.

**The amount of times people engaged with posts published.*

Social Media Posts on HTA's Twitter Page

- July 15: Post on the Hawai'i AgriTourism Webinar Summer Series in partnership with Hawai'i Agritourism Association.
- July 24: Post on the Kōloa Plantation Days Festival, which HTA funds through the Community Enrichment Program.

Internal Communications

- Notified Dan Dennison in the state Joint Information Center (JIC) that the press release they issued had inaccurate information – it said that people can fly with a temperature of 100.4 or higher. He issued the correction. (July 1)
- Sent HTA staff and HVCB the DOH's list of communications activities to get their messages out to the community. (July 2)
- Gave Ariana Kwan (AK) talking points in response to an email from Candice Money asking about the PCR test. Had her send a link to the Center for Disease Control and Prevention's (CDC) website regarding testing. (July 2)
- Gave Anda Garel (AG) talking points in response to an email from Mark Jolly asking for a job if he moves from Hawai'i to California and can help HTA. Told her to tell him there's a hiring freeze right now. (July 2)
- Gave Kristen Andres (KA) talking points in response to an email from Kyle Ray of Wailea 'Elua asking for a list of condo-like hotels on Maui. Gave her the link to the visitor plant inventory. (July 2)

- Reached out to Cindy McMillan of Gov. Ige's office and Janice Okubo of the DOH to ask about the COVID test change from PCR to NAAT and was told by McMillan, "I am acutely aware that everybody needs accurate info. I can only tell you that when we are given the approval to make announcements, we will make sure you all the get the info." (July 6)
- Gave AG talking points in response to an email from Jennifer Netik, who has a trip coming up on August 1 and wants to know about interisland flights if they have the negative test results. Told her there is no interisland quarantine and as long as they're not on the quarantine list from their trans-Pacific flight they can fly to Maui after spending a week on O'ahu. (July 6)
- Responded to an email from Shelly Kunishige of the Department of Transportation (DOT), who received a call from a concerned Nāpili-Honokōwai resident regarding possible quarantine violations by the management of their condo at 3785 Lower Honoapi'ilani Highway. Told her that three people listed that as their destination and arrived in the last 14 days, and to let the caller know that if he/she notices people violating the quarantine to call police. (July 9)
- Gave AG talking points in response to an email from Jane Heimerdinger, who says they are a local family who wants to stay at a hotel in Waikīkī in July. Gave her the link to gohawaii.com. (July 9)
- Responded to a follow-up email from Shelly Kunishige of the DOT, who says she's confused because she thought short-term rentals were not allowed to house anyone subject to the quarantine. Told her that's true about short-term rentals on Maui, however one of the challenges is proving that it's being used as a rental, meaning money changed hands as opposed to someone staying there for free because it's a family member or friend's condo. (July 10)
- Gave talking points to Zach Espino of the Office of the Governor, in response to an email from Christine Lee who has interns from the mainland and "one just arrived at Kona Airport tonight and no quarantine official called us to confirm he was going to be living here, and how can we believe in what you say when your official guarantee is not upheld?" Told him that the HTA/HVCB call team calls the visitors who are supposed to be in quarantine and it's not a call done every day. (July 10)
- Drafted press release in reaction to Gov. Ige's press conference announcing he's delaying the start of the pre-travel testing program to September 1 and worked with HVCB for distribution to its members. (July 13)
- Gave AG talking points in response to an email from Kate of Tui Group, asking if HTA could put a link to their page regarding buying New Zealand dollars on the GoHawaii website. Told her that gohawaii.com is managed by HVCB. (July 14)
- Monitored and compiled list of media coverage on Gov. Ige's announcement on delaying the pre-travel testing program. (July 15)
- Responded to a request for information to include in a press release from the JIC regarding quarantine enforcement. Gave Dan Dennison of the JIC information from the HVCB/HTA call team. Also contacted Honolulu Police Department for statistics to include in the press release. (July 16)
- Gave KA talking points in response to an email from Jennifer, who said her sons are supposed to fly to Hawai'i on Friday to visit their dad who lives on Hawai'i Island, but has concerns about her ex-husband having them adhere to the rules. Told her to get their names and flight information and that Jennifer Chun (JC) would refer it to the Attorney General's office. (July 16)

- Gave AK talking points in response to an email from Jacline Minke, who said they booked an Airbnb and can't get the money back, and wonders if it's ok since it's "a big complex with lots of apartments." Told her for refunds she should go through the company she booked through, and also to go to HTA's website for details on short-term rentals, which are illegal to rent on O'ahu, and no one can quarantine in them. (July 17)
- Gave AK talking points in response to an email from Kazuo Suzuki, who's planning to visit New York City on July 30 through August 7 and wants to know if he has to do the quarantine when he comes back to Hawai'i, and what about his family members. Told her that he has to quarantine but the order does not state that other household members have to quarantine too, but the DOH says if possible he should try to isolate. (July 17)
- Gave Ronald Rodriguez (RR) talking points in response to an email from Janice Peterson Hill of Wailuku, who saw his name listed in the RFP for the Maui Nui writer in The Maui News, and said, "instead of funding going towards recruiting more tourists, I think we should fund restoration of historical buildings and cultural endeavors. 'Iolani Palace and Ka'ahumanu Church both need renovations." RR said he would tell her about the recent \$290,000 contract signed to help make repairs at 'Iolani Palace, and also suggested he send her the link for last year's Kūkulu Ola press release, showing all the non-profits that were awarded funding. (July 19)
- Gave AK talking points in response to an email from Max Braukmann, asking if a departure flight is needed upon arrival. Told her that it's not required by the order since intended and returning residents don't list a departing flight. (July 20)
- Gave AG talking points in response to an email from Howie Tukawo, who's flying on Hawaiian Airlines from Los Angeles to Maui, and wants to know if he has to go to the quarantine checkpoint at Honolulu Airport or only on Maui. Told her when he arrives from Los Angeles at Honolulu Airport, he will have to get screened, and to go to HTA's website for more information. (July 20)
- Gave AK talking points in response to an email from Lisa Baldwin, asking if HTA will be hiring contact tracers. Told her she should contact the DOH instead and also sent the link for the press release from the University of Hawai'i that was issued in May. (July 20)
- Responded to an email from Libby Young, editor of the Capitol Connection, asking if HTA's marketing campaign for visitors includes an in-flight video as she wants to do a story for the September issue. Told her that it will include an in-flight video, but it won't be shown until there's a guarantee that Gov. Ige won't push back the reopening date, and that the video is undergoing final edits. (July 22)
- Wrote a blurb of the Visitor Statistics press release and sent it to the JIC for the Daily News Digest. (July 30)
- Evaluated the RFP 21-08 Maui Destination Management Action Plan Writer proposals and had a follow up meeting to discuss the scores with other evaluators, ultimately choosing SMS Research. (July 31)

International News Bureau

- Italy: Responded to an email from Romina Cometti, who's looking into possibly traveling to Hawai'i for the first time in August. She asked, "I was wondering if you could share with me your vision about the next few months." Told her the situation is fluid and that she should also check on any travel restrictions on coming to/from the U.S. (July 1)

- Japan: Received an email from Katsu Wanibe, a travel agent in Nagoya with JST Corporation, inquiring about Hawai'i's quarantine and the rules for travelers from Japan. Forwarded to PH to respond. (July 5)
- France: Responded to an email from Christine Remy-Thomas, an English teacher who wants posters, leaflets or brochures to decorate her classroom. Sent her links to things she could print. (July 7)
- Italy: Responded to an email from Marta Maitini, who says they're planning a 14-day vacation in October and said, "I would like to understand if you have any evidence that the tourists will be able to enter the islands without 14-day voluntary isolation by next Fall." Gave her the update and told her to check HTA's website, and also suggested she check her country's restrictions on traveling. (July 7)
- Indonesia: Responded to an email from Leksmono Santoso, who plans to arrive on August 14 from Indonesia via Tokyo and wants to know about the test and testing window. Gave him the update and told him to check HTA's website for further updates. (July 7)
- Canada: Responded to an email from Ted MacCormac of Vancouver, who says an FDA PCR test is not available in Canada. Told him the DOH is working on details of the program and to check HTA's website for updates. (July 8)
- Japan: Responded to an email from Minami Traduction of TBS Television, asking for permission to reuse video for their news show that was previously in "Gut Luck." Told her I wasn't familiar with that show or the footage she's referring to. She emailed back saying they managed to get permission from Hawai'i-related tourism offices in Japan. (July 8)
- Canada: Responded to an email from Sean Peacock, asking if the testing also applies to Canadians. Told him the details are being worked out by the DOH and that the rules apply to all passengers flying in from out of state regardless of where they're from. (July 9)
- Mexico: Responded to a Facebook message from Luis Ortega, who says he wants to visit our islands and when is Hawai'i accepting foreign visitors. Told him he needs to check with his country's requirements and also the CDC since Hawai'i is part of the U.S. (July 9)
- Hong Kong: Responded to an email from Wallace Wong, asking if he gets COVID testing in Hong Kong if the U.S. would accept it. Told him things are so fluid and we don't know what the protocol will be in November, and to check HTA's website for updates. (July 12)
- Canada: Responded to an email from Monique Lacroix, who says there's a Pacsurf meeting in Kona in December 2021 and he's still thinking if he will attend and wants to know if he can stop on O'ahu for a couple days if he passes a COVID test, and if the new regulation is for foreign people as well. Told him December 2021 is too far into the future to know what the situation or protocols will be, and that currently the quarantine applies to everyone arriving from out-of-state. (July 13)
- Philippines: Responded to an email from Cherilyn Buenafin, who's planning to visit Hawai'i for leisure and to visit family and wants to know if she can stay with them or needs to book a hotel. Told her she can stay with them but if possible she should isolate herself and that they will have host responsibility. (July 14)
- Brazil: Responded to an email from Matheus de Paula, asking HTA to send him a flag of Hawai'i. Suggested he search online for a vendor selling one. (July 15)

- New Zealand: Received an email from Malaki Kavila, a student at the New Zealand School of Tourism, asking about the socio-cultural challenges that Hawai'i faces with COVID and how this impacts the kānaka maoli. Forwarded request to Kalani Ka'anā'anā, who then asked NAAHA to respond. (July 21)
- Philippines: Responded to an email from Cheryl Buefa, who says she will stay in her relative's house and wants to know if they have to quarantine too. Told her the order only requires the traveler to quarantine, but the DOH advises isolation if possible. (July 23)
- Philippines: Responded to an email on behalf of Gov. Ige's office from Werner van Gelder, a Belgian national living in the Philippines, who has questions about the testing to come to Hawai'i. Explained the situation and to check HTA's website for the information about the program that's been announced thus far. (July 30)

3. Safety and Security

Visitor Assistance Program (VAP)

HTA currently has four contracts, one in each county, to provide funding support for the Visitor Assistance Program. These contracts are:

- **CON 17031** – Visitor Aloha Society of Hawai'i (O'ahu) with total funding of \$370,000 and a contract expiration date of 4/1/2021. The first payment of \$333,000 was processed on April 17, 2020. The final invoice of \$37,000 is due on February 15, 2021.
- **CON 17032** – VASHI – Island of Hawai'i VAP with total funding of \$170,000 and a contract expiration date of 4/1/2021. The first payment of \$153,000 was processed on April 17, 2020. The final invoice of \$17,000 is due on February 15, 2021.
- **CON 17033** – VASK – Kaua'i VAP with total funding of \$55,000 and a contract expiration date of 4/1/2021. The first payment of \$49,500 was processed on May 6, 2020. The final invoice of \$5,500 is due on February 15, 2021.
- **CON 17034** – MVCB – Maui VAP with total funding of \$55,000 and a contract expiration date of 4/1/2021. The first payment of \$49,500 was processed on May 6, 2020. The final invoice of \$5,500 is due on February 15, 2021.

During the month of July:

- Maui County's program handled 5 cases and helped 5 visitors (year-to-date: 75 cases/125 visitors).
- Hawai'i County's program handled 6 cases and provided assistance to 8 visitors (year-to-date: 182 cases/290 visitors).
- City and County of Honolulu's program handled 70 cases and helped 93 visitors (year-to-date: 513 cases/887 visitors).
- Kaua'i County's program handled 1 case and provided assistance to 1 visitor (year-to-date: 16 cases/39 visitors).

Lifeguard Support Program

Due to the COVID-19 pandemic, these contracts were canceled because of restrictions placed on group gatherings and beach park usage. Once the restrictions are lifted and HTA returns to normal funding levels, HTA will revisit these programs and hopefully be able to fund them again in the future.

Ocean Safety Advertising Campaign

HTA, through SKYHI MEDIA and Pacific Media Group, supported the displaying of ocean safety videos at airports throughout Hawai'i until 6/30/2020. Due to the COVID-19 pandemic, an extension is no longer possible as funds for these programs are no longer available. Once normal funding levels are returned, HTA will revisit these programs and hopefully be able to fund them again in the future.

Snorkel Safety Study

HTA executed a contract (CON 19171) with the Hawaiian Lifeguard Association (HLA) for \$131,000 to conduct a snorkel safety study with an expiration date of 6/30/2021. The purpose of this two-year study is to formally assess the causes and risk factors in snorkel-related fatalities and near fatal drownings. HLA will collect and analyze data, conduct scientific research, conduct surveys and

interviews, and consult with experts in the appropriate fields. The State of Hawai'i Department of Health and the City and County of Honolulu lifeguards are collaborating on the study. HLA has collected information on the cases of snorkeling-related accidents. The second of three payments have been issued. HTA is waiting for the final report and invoice (\$31,000.00), which is due per the contract in April 2021.

Ho'okaulike:

Honolulu Parks Security Cameras - MOA 19194

HTA partnered with the City and County of Honolulu's Department of Parks and Recreation to provide funding of \$204,000 for the installation of 192 surveillance cameras in 13 parks. The MOA was fully executed, and the work is underway. HTA received and processed the first invoice on September 9, 2019 for \$183,600.00 as per the agreement. Parks and Recreation provides updates as they move forward. The camera equipment went out for bid in June, and the City is working on the camera installation purchasing process. The MOA expires on December 31, 2020.

Maui Coral Reef Signage

CON 19169 S1 was fully executed in December 2019 with the Maui Marine Resource Council for the amount \$47,144. The contractor has been working to replace existing signs and create new signs related to the coral reef on Maui. Additionally, the contractor is working with the County on acquiring the necessary permits, including an SMA assessment (possibly a minor SMA permit) and obtaining right of entry to the County park sites, which is contingent on approval of the SMA permit. The contractor requested an additional extension of six months beyond the first extension (6/30/20), due to the time required to work through the County process. The additional extension request was received by the HTA and a no-cost extension contract was executed on 5/4/20, with the new contract end date being 12/31/20. As of July 27, 2020 the contractor reported that the coral reef signs have been installed and that they are preparing the final report.

COVID-19 Related Projects and Support

Airport Screening:

Since March 26, 2020, HTA has been providing support to the Department of Transportation (DOT) - Airports Division by contracting with companies that have "badged" employees to carry out the screening processes at the arrival gates. These companies include Roberts Hawaii, OmniTrak, Anthology, and Worldwide Flight Services. HTA has been providing support at the airports in Honolulu, Kahului and Kona. HTA's support for the screening mission ceased on July 31st.

Passenger Form Scanning:

Since March 26, 2020, HTA has been scanning documents at the Daniel K. Inouye International Airport in Honolulu. This has been done in partnership with SMS and the DOT - Airports Division. HTA staff were provided a room at the airport and SMS was able to relocate its scanning equipment and personnel to this location in support of this mission. Forms are collected from arriving flights and scanned into a database. The data is then utilized to support HTA's call center operations and serves as a critical link to enforcement partners tasked with enforcing the 14-day self-quarantine order. Neighbor island forms are collected daily and sent to Honolulu for processing.

Call Center:

Since March 26, 2020, HTA has been supporting the operation of a call center. Originally it was established to contact arriving visitors as part of the State's efforts related to the self-quarantine order. HTA reached out to the Hawai'i Visitors and Convention Bureau (HVCB) for assistance and

HVCB has been taking the lead in managing the call center's day-to-day activities. Special thanks to Barbara Okamoto (Bobbie) for her assistance with this important project. As of June, there were more than 80 individuals trained to make calls 7 days a week.

HTA has been utilizing a cloud-based PBX system (Grasshopper) to allow call agents to connect and make calls using their own phones routed through the PBX system. The HTA does not provide agents with equipment. The data is provided to the call center agents using Microsoft Teams.

In late April, it was determined that returning residents should also be included in the contact activities of the call center. On April 24, 2020, the DOT began assisting HTA with this process by making calls to residents and providing more than 20 call center agents to support the process.

In May, HTA determined that the existing call center operation was neither efficient or sustainable and began searching for a technological solution that would improve the efficiency and effectiveness of the program. The use of automated technology to make calls was identified as the most effective solution.

Numerous cloud-based solutions were explored and, after an extensive process, a vendor 8x8 was selected based on cost, technology and the proven ability to deliver a product that would meet or exceed the needs of the mission. It is anticipated that the solution will be launched by the end of August.

Call Center Metrics:

	Inbound Minutes	Outbound Minutes	Total Minutes	Avg. Call Length
July	128,685	94,044	222,729	1:32
June	105,685	76,778	182,463	1:30
May	84679:14	63,653:34	148,332:48	1:42
April	24,062:05	19,019:58	43,082:03	1:46
March	367:25	245:34	612:59	1:16

Other Related Projects:

There are numerous other projects that HTA is involved in, including the support of the Safe Travels application's first phase, the ESRI/ArcGIS database enhancement and others.

Digital Data Collection Tool (Interisland):

As HTA was diligently working on its database enhancement project for the continental U.S., the staff was asked by Governor Ige to provide assistance with moving from a paper-based form process to a digital data collection tool as part of the lifting of the 14-day interisland travel quarantine. Since May 28, 2020, HTA has been leading the effort to develop the necessary infrastructure and tool to efficiently collect information from interisland passengers as part of the Department of Health's overall mission.

The digital data collection tool was available and ready to be utilized as of June 12, 2020. It was determined by Governor Ige to hold off on launching the tool until sometime after the June 16, 2020 lifting date and that paper forms would be utilized. As of July 1, 2020, the digital data collection tool was operationalized, and between July 1 and July 24 has processed more than 30,000 submissions for interisland travelers.

In addition, HTA was asked by Governor Ige to expand this digital data collection tool to be used in the continental U.S. and international flight arrival process. This project was handed over to Enterprise Technology Services (ETS) and the Department of Health in late June and they continue to work with Esri on the trans-Pacific solution.

IV. BRAND MARKETING PILLAR

MMA Contracts

Due to the COVID-19 pandemic, the 2020 contracts for Europe and Southeast Asia markets have been canceled, effective April 17, 2020. On April 9, RFP 21-04 Europe MMA was canceled due to changing fiscal priorities in response to the COVID-19 crisis. In addition, due to 2021 budget cuts, the decision was made to terminate contracts from China and Taiwan for 2021.

The Walshe Group has been appointed as Oceania's GMT through RFP 21-05. The Walshe Group's knowledge of Hawai'i, HTA and its four pillars gave them the advantage to gain the win. They submitted a strong recovery plan to keep Hawai'i branding visible and top-of-mind to the Australian and New Zealander.

MMA Marketing Plans

The Market Management team is ensuring that the focus of "Responsible Tourism" is thread through the marketing plans from HTA's Global Marketing Team (GMT). This action runs parallel to HTA's brand marketing, and thus Hawai'i will be set up well to welcome the next generation of travelers who are already conscious of and respect destinations that care for their natural resources. The team has updated the Brand Management Plan (BMP) templates and GMT BMPs for 2021 were due to HTA on June 30, 2020.

Since mid-March, Hawai'i was impacted by the 14-day quarantine for all incoming passengers, and the stay-at-home orders due to the COVID-19 global pandemic. As a result, HTA instructed its GMT partners to stay dark. All advertising initiatives have been halted. As the stay-at-home order increased globally, the GMTs increased the opportunity for educational webinars and other interactive training about each island's treasures and Hawai'i overall.

The Market Managers also worked with the GMTs to receive updates on the development of how each country was dealing with and adapting to the coronavirus spread. HTA continued to conduct conference calls with the airlines, including Hawaiian Airlines, Alaska Airlines, Japan Airlines, All Nippon Airways, Qantas, Southwest Airlines, WestJet, Air Canada and Air New Zealand, to discuss their plans and start-up strategy with continual safety protocol top-of-mind, from on-boarding, to during the flight and during the off-boarding process.

HTA is now in discussions regarding the 2021 budget for Branding programs. Due to COVID-19, HTA will not be receiving TAT funding. Until the 14-day quarantine is lifted, HTA and the GMTs are discouraging vacationers from traveling to Hawai'i. In 2021, HTA's budget will drop by 44.5%. The Branding budget for 2020 was \$51,561,050. Presently, the 2021 Branding budget stands at \$28,590,675. HTA received approval from its Board of Directors to terminate contracts for China and Taiwan, effective January 1, 2021. These countries' expenditures are considerably less than the five countries that HTA will continue to focus on through the GMTs – U.S., Japan, Canada, Oceania and Korea. HTA's funding situation remains fluid and there may come a time when RFPs can be reissued for China, Taiwan, Europe and Southeast Asia.

The HTA Board of Directors approved the FY2021 budget during the July Board Meeting. In having to re-create the "Kuleana" videos and the "The Time Is Now" video, the Board also approved the shifting of \$2.5 million to the U.S. Leisure market and \$1 million for MCI.

Industry Partners Meetings

The HTA Marketing team held meetings with industry partners over two days in February. In attendance were representatives from various hotels, airlines, wholesalers, land operators, transportation companies, and event creation companies. The discussions included topics such as responsible tourism, sustainability, single-use plastic, HTA's four pillars, key marketing objectives, brand positioning, key performance indicators and resources on HTA's web site. The meetings gave

the marketing team an opportunity to understand Hawai'i's industry partner needs and how to work together and assist them and each other. As the meetings were well received, HTA plans to have additional meetings quarterly.

Due to COVID-19, the 2nd quarter Industry Partner Meeting was postponed. However, HTA continues to communicate with its industry partners by providing COVID-19 related information daily.

The COVID-19 cases in key U.S. visitor markets continued to climb, and for this reason Governor Ige pushed back the pre-travel testing program for trans-Pacific arrivals to September 1, 2020. On August 12, 2020, Hawai'i had 355 new cases of COVID-19. During his August 13, 2020 press conference, Gov. Ige mentioned that should this increase continue, he will have no choice but to push back the program for trans-Pacific arrivals again.

HTA continues to conduct a virtual Zoom meeting for industry partners. The potential of a virtual Fall Tourism Conference is being discussed. However, a decision will not be made until the new President/CEO for HTA is appointed.

China Summit

Due to the global COVID-19 situation, HTA's China Summit has been canceled.

GMT Hawai'i Coalition

The GMT Hawai'i Coalition meeting between all GMTs, Island Chapter representatives and HTA has been canceled due to the global COVID-19 situation.

Communication

HTA is continuously engaging with industry partners as immense concerns continue to grow and many of the hotels and activities remain closed. The airlines are assisting with reminding all out-of-state passengers of Hawai'i's 14-day quarantine. HTA has been providing industry partners with up-to-date information from the Department of Health, press conferences by the Governor and County Mayors, cruise line industry updates, daily arrivals, the Joint Information Center's Daily News Digest and HTA's Daily Briefer.

As the 14-day quarantine and stay-at-home orders were instituted, HTA's message evolved to, "this is not the time to travel" in order to protect Hawai'i's residents and prevent the spread of COVID-19. This message became stronger with the closure of hotels, parks, beaches and activities. Presently the 14-day quarantine and "Act with Care" orders are in effect through August 31, 2020. Since the Governor announced the initial opening of tourism effective August 1, 2020, HVCB has been working on a video with the Kuleana theme which will be aired on partner airlines prior to landing in Hawai'i. HVCB is also working on a video themed, "The Time is Now" that should be ready by early September.

The revised Kuleana videos and the "The Time is Now" video will be presented during the August HTA Marketing Standing Committee Meeting.

HTA has a committee called MĀLAMA with primary discussions focused on a recovery plan with the most important voice being the residents. This will be a part of the FY 2021 Community budget to re-build and re-develop tourism.

V. TOURISM RESEARCH

The Tourism Research Division (TRD) issued the June 2020 monthly visitor statistics on July 30, 2020, including monthly arrivals by country, category expenditures for major markets, and monthly visitor characteristics for each major market area.

TRD posted Seat Outlook data tables for August 2020 through October 2020 to the Infrastructure Research Section of the HTA website.

State, major market and island fact sheets were updated with the June 2020 data and posted to the Board site. State and market fact sheets were published on the website.

TRD issued the June 2020 Hawai'i Hotel Performance Report on July 22, 2020. The report and related June 2020 data tables were posted to the Infrastructure Research section of the HTA website. The Hawai'i Hotel Performance Report is produced using hotel survey data compiled by STR, Inc., the largest survey of its kind in Hawai'i.

TRD continued publishing weekly Hawai'i YouGov Destination Brand Index for U.S., Japan, and Australia. These reports are posted on the Other Research Section of the HTA website. The report utilizes data from YouGov's Brand Index.

TRD assists in preparing the HTA Daily Tourism Brief which is posted on the COVID-19 (Novel Coronavirus) alert page on the HTA website. Data include daily transpacific passenger counts by port of entry, daily travel agency bookings/cancellations for U.S., Japan, Canada, and Australia from Global Agency Pro, daily forward-looking booking data for U.S., Japan, Canada, and Australia from Global Agency Pro, and weekly hotel performance from STR, Inc.

TRD is assisting with the mandatory 14-day quarantine, including daily cleaning, manual ascription, and tabulation of the Mandatory Travel Declaration Form; managing the scanning of forms at Daniel K. Inouye International Airport (HNL); scanning and organizing the Order for Self-Quarantine; supporting the Department of Health's Mandatory Travel and Health Form for interisland travelers; supporting calls to visitors, intended residents, and residents; supporting DBEDT's tabulation of the Interisland Declaration Form; supporting escalations to law enforcement, and providing traveler information to counties and HI- EMA.

TRD continued to work with the State Attorney General's office to analyze visitor data related to the impacts of the national travel ban on inbound travel from seven affected countries.

TRD continues to reply to requests for information from HTA's Global Marketing Team, industry, media, and the general public. Data requests completed include:

- Additional detailed visitor statistic data for UHERO and DBEDT/READ for their databases, and the monthly data requests
- Research inquiries routed through DBEDT

VI. ADMINISTRATIVE

Contracts List

A list of contracts executed in the month of July is attached.

Hawai'i Visitors & Convention Bureau (USA) 2020 Monthly Leisure Marketing Report – July

Market Intelligence/Market Conditions

Economy

Many of the monthly U.S. economic data for June improved, with some exceptions, including personal income. However, the resurgence of Covid-19 cases across most U.S. states, combined with the effects of consumer pessimism, is contributing to increased economic uncertainty in late summer with. Households will feel increased stress this fall as the realities of high unemployment, disruptions to primary and secondary schooling, and revenue shortfalls for state and local governments setting in for many areas, along with ongoing modifications to social distancing policies.

- The Conference Board *Consumer Confidence Index* decreased in July, after increasing in June. The Index now stands at 92.6 (1985=100), down from 98.3 in June.
- The *Present Situation Index* improved from 86.7 to 94.2 based on consumers' assessment of current business and labor market conditions.
- The *Expectations Index* decreased from 106.1 in May to 91.5 in June based on consumers' short-term outlook for income, business, and labor market conditions.

“Consumer Confidence declined in July following a large gain in June,” said Lynn Franco, Senior Director of Economic Indicators at The Conference Board. “The Present Situation Index improved, but the Expectations Index retreated. Large declines were experienced in Michigan, Florida, Texas and California, no doubt a result of the resurgence of COVID-19. Looking ahead, consumers have grown less optimistic about the short-term outlook for the economy and labor market and remain subdued about their financial prospects. Such uncertainty about the short-term future does not bode well for the recovery, nor for consumer spending.”

Outbound Travel Market

- According to Pleasant Holidays, Hawai'i now significantly lags all other major destinations except for Europe, which is closed to the U.S. leisure market indefinitely. However, they remain optimistic about Hawai'i as it still remains one of the top leisure destinations. They have made additional financial commitments with the Sheraton Maui Resort & Spa, Moana Surfrider, a Westin Resort & Spa, Kaua'i Marriott Resort and Beach Club and Aston Waikīki Beach Hotel.

Competitive Environment

- St. Maarten reopened to travelers from the U.S. on August 1. Visitors are required to complete a health declaration online 72 hours before arrival via stmaartenentry.com. Visitors are required to travel with a copy of their health declaration. All passengers are required to complete a COVID-19 (PCR) test. The traveler must receive the test and the result within 72 hours before the travel date. No other test will be accepted by the authorities of St. Maarten. Visitors who fail to provide a COVID-19 test will be tested and quarantined for 14 days at their own expense.

- Puerto Rico is encouraging only essential travel at this time and has postponed its official inbound tourism reopening in order to safeguard visitors and residents. A continuous assessment of the situation in Puerto Rico and in the United States will influence island-wide orders that prioritize health and safety. Puerto Rico is enforcing local measures developed by the Puerto Rico Tourism Company (PRTC), alongside U.S. Travel Association (USTA) guidelines, such as social distancing, face coverings in public areas, and a variety of mandates for businesses including, but not limited to, reduced capacities and high standards of cleanliness in accordance with CDC and EPA guidelines.
- The World Travel & Tourism Council (WTTC) has warned governments around the world that further country-wide border closures could seriously jeopardize global economic recovery. WTTC is urging authorities to take a more calibrated approach and introduce localized measures, and only when necessary. This would help restart business travel which is crucial to kickstarting the economic recovery. Unfortunately, a number of countries around the world are experiencing local coronavirus spikes. This is forcing several governments to consider reintroducing tough and unwelcome new 'anti-travel' measures.

Consumer Trends

- *Which Consumer Trends Will Stick.* According to McKinsey, there are a few consistent shifts across the globe. What consumers value is truly shifting, and so is their channel choice. Consumer spending is overwhelmingly shifting toward value, with significant trade-out to online. McKinsey thinks that both trends are going to be very sticky. For example, e-marketplaces are experiencing astounding growth. The forecast states permanent shifts to digital and that mall traffic and department-store visits will be challenged going forward.

Media Trends

- *Matching Creators and Brands.* YouTube BrandConnect is a platform for brands and content creators to collaborate, which promises to be especially useful to creators who are looking for access-branded content deals and brands that want to reach new audiences. This platform is designed to be adaptable and suited to the changing needs of the community.
- *Video Monetization.* Instagram is testing a new feature that brings video ads to IGTV in a concerted effort to continue to monetize the platform. The video ads were created for mobile viewers, and they run for a maximum length of 15 seconds. Ads will start before the content users are watching, and users will have the option to skip ads.

Airlift

- *July 28, 2020 HTA Airline Seat Capacity Outlook for August-October 2020* was released. The forecast for domestic scheduled nonstop air seats to Hawai'i during this period will decrease by -36.1 percent as compared with the same time period of 2019. The projection is based on flights appearing in *Diio Mi* airline schedules as of July 28, 2020. Due to the COVID-19 outbreak, the decrease in scheduled air seats is expected to occur in all major market areas including U.S. West (-31.3%) and U.S. East (-48.3%). The situation is being monitored daily and the forecast adjusted accordingly.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

- On Monday, July 13, Governor David Ige postponed the pre-travel testing program to start on Tuesday, Sept. 1. This change will help Hawai'i stay safe and will involve the following
 - Nucleic Acid Amplification Test (NAAT) from a certified Clinical Laboratory Improvement Amendment (CLIA) lab
 - Travelers exempt for mandatory 14-day quarantine if testing negative no more than 72 hours in advance of travel
 - If results are not available by time of arrival, quarantine necessary until test results received
 - Travelers of all ages subject to pre-test requirement
 - Individuals responsible for testing costs
 - No commercial testing provided at Hawai'i airports

Leisure Activity Update

Consumer

- On-line

Digital Campaign July – Estimated Impressions Per Island

PARTNERS	Central	OVB	MVCB	KVB	IHVB	LVB	DMVB
Programmatic	-	46,500	367,500	612,500	735,000	122,500	147,000
Search	-	6,666	5,000	8,333	10,000	1,666	1,666
<i>Facebook</i>	PAUSED	-	-	-	-	-	-
<i>Instagram</i>	PAUSED	-	-	-	-	-	-
Total	-	53,166	372,500	620,833	745,000	124,166	148,666

- Paid media has been paused. Nothing to report.

Travel Trade

- Paid trade media – July
 - *Affiliate Program* (TravAlliance)*, 2,181 impressions, Affiliate Program Homepage Marquee, February - December.
 - *Affiliate Program* (TravAlliance)*, 32,727 impressions, enewsletter inclusion, July.
 - *Affiliate Program* (Questex)*, 10,900 impressions, registration emails, July.

***Affiliate Program – annual media buy that began pre-COVID and, contractually, unable to cancel.**

Public Relations

- HVCB
 - In response to the delay of the pre-travel testing program until Sept. 1 by Governor Ige, HVCB's PR team assisted with drafting and disseminating letters to U.S. travel trade professionals, leisure publications, editors, freelance journalists and to select airlines and OTAs. Communication details included the extension of the 14-day travel quarantine order through Aug. 31, 2020, and restrictions and tracking mechanisms in place to enforce the order, and a request for support to help mitigate non-essential travel to the islands.
 - In anticipation of the pre-test travel program beginning Sept. 1, the PR team outreached to industry partners across the state to inform them of the *gohawaii.com* special alert page, to request information on safety and sanitation efforts, and determine operations and reopening plans. For hotel partners, the team offered assistance and collaboration on destination messaging if they planned on pitching.
 - In response to the dramatically changing media landscape during the COVID-19 crisis, the PR team reached out to trusted media professionals to share brief insights, such as important changes, and to find out what they are covering, how they are staying connected, or what outlets they are reading for travel inspiration. Many have an interest in responsible travel, outdoors, wellness and travel inspiration. Their feedback can be used to better inform ways of communication and earned media during remarketing the destination moving forward.
 - As Hurricane Douglas approached the Hawaiian Islands, HVCB lead crisis communications for industry partners and visitors by actively reporting, updating and tracking the status. Residents and visitors were urged to take precautions for potential impacts of the storm including flash flooding. Visitors still in their 14-day quarantine were informed to continue to shelter in place at their accommodations with supplies and material delivered to their rooms. The HVCB PR team ensured all communications and coverage were tracked.
 - Media coverage highlights:
 - "The Latest: Should You Change Your Travel Plans Due to the Coronavirus?" – *Fodor's* – Johanna Read – July 22, 2020
- KVB
 - Kaua'i was featured in the following July media:
 - *Tripsavvy* (2,231,523 uvpm). The article, "8 Best Golf Courses on Kauai," was published on July 20.
 - Liaised with two media in July.
- OVB – Nothing new to report.
- MVCB
 - Maui was featured in the following July website:
 - *Travel + Leisure* (31.7 million uvpm). Maui named #12 in the world and #1 island in Hawai'i in "25th Anniversary of The World's Best Awards."
 - Liaised with and provided information and image assistance to *BusinessInsider* (95.9 million uvpm) for "10 of the best hotel reopening deals around the country."
- IHVB
 - The Island of Hawai'i was featured in the following July media:
 - *Thrillist* (3,826,525 uvpm). "The Ultimate Island Road Trip is 232 of Pure Coastal Paradise," July 22, coverage resulting from hosting Brad Japhe on the island of Hawai'i in March 2020.
 - Liaised with two media in July.

Sales Activities

Sales Calls, Trade Shows, Training Events

Airline	Wholesaler/TA/TO/OTA	Other	Total
-	3	4	7

Summary of Key Sales Activities

- HVCB
 - Due to the ongoing COVID-19 pandemic, live training events have been cancelled or postponed for the month of July. The team has transitioned to webinars and virtual training and activities. For the month of July, travel trade hosted four webinars for 736 participants, and conducted three additional training sessions for 2,850 advisors. They also have supported key HTA initiatives as well as initiated projects to prepare for when Hawai'i re-opens to travelers.
 - HVCB directors, managers, coordinators and Island Chapters have increased hours of support for the HTA "Hotel/Quarantine" calls, daily line assignments and replies to COVID email/exemption inquiries.
 - The NorCal 'Ohana hosted a virtual meeting on July 17. HVCB, along with active and furloughed 'Ohana members, gathered to give market updates and insights regarding the COVID-19 pandemic. There were 12 members in attendance.
 - HVCB conducted a webinar for 15 travel advisors from Pixie Vacations on July 9. The webinar included a COVID-19 update and an overview of the Hawaiian Islands.
 - HVCB partnered with the Midwest 'Ohana to conduct three virtual trade shows on July 21, 22 and 23. The trade shows targeted advisors in the Midwest, Southeast and Northeast for each day and reached a total of 721 advisors. Participating Hawai'i suppliers included Classic Vacations, Four Seasons Resorts Lāna'i, Globus Family of Brands, Hawaiian Hotels & Resorts, Ka'anapali Beach Hotel, Marriott International – Hawai'i, Outrigger Hotels & Resorts and Pleasant Holidays.
 - TravPro Mobile conducted the first virtual All-American Roadshow showcasing U.S. destinations and products on July 22. There were over 3,600 advisors registered and 2,700 who participated for an average duration of 67 minutes. During any given time during the seven-hour show, more than 400 advisors were engaged. In addition to a virtual booth, HVCB was a panelist for a U.S. Island Getaway breakout session with Discover Puerto Rico moderated by Classic Vacations.
 - HVCB conducted a Hawai'i update and training with a group of 18 Destination Wedding Planning advisors on July 28.
 - HVCB conducted a Hawai'i update and island overview via a webinar with the Destination Wedding & Honeymoon Specialists Association (DHWSA) on July 30. The live webinar reached 132 advisors and the webinar recording was posted on the DWWSA member website for future viewing.
 - HVCB confirmed participation and sponsorships for upcoming virtual events including ASTA Global Live, ALG ASCEND and the Signature Travel Network Conference.
 - Travel agent website update. There were 667 online graduates who completed the Hawai'i Destination Specialist and/or Island Specialist educational courses online, and 729 new registrants signed up for access to our online resources at *agents.gohawaii.com*. The travel agent database numbers are now up to 84,965 email contacts.

Key Performance Indicators - Leisure Market

Consumer

Digital Campaign June Actuals – Estimated Impressions Per Island

PARTNERS	Central	OVB	MVCB	KVB	IHVB	LVB	DMVB
Programmatic	-	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
Search	-	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED	PAUSED
<i>Facebook</i>	PAUSED	-	-	-	-	-	-
<i>Instagram</i>	PAUSED	-	-	-	-	-	-
Total	-	0	0	0	0	0	0

Public Relations

- Month-end impressions and publicity values for articles that included Hawai'i – June results

Impressions and Publicity Values for June

JUNE	Impressions	Publicity Values
Print	81,327,162	\$18,876,255.20
Online	39,117,211,864	\$15,551,932.98
Broadcast	304,523,295	\$19,446,476.39
Total	39,503,062,321	\$53,874,634.57

Countermeasures

- As a result of Governor Ige's announced delay of the pre-travel testing program until Sept. 1, HVCB drafted and disseminated letters from John Monahan to U.S. airlines that service Hawai'i, OTAs, travel trade professionals, leisure publications, editors and freelance journalists. Communication details included the extension of the 14-day travel quarantine order through Aug. 31, 2020 and the restrictions and tracking mechanisms in place to enforce the order, and a request for support to help mitigate non-essential travel to the islands. Ongoing communications occurred with media, MCI customers and clients, and consumers who had questions and requested information about the status of the destination.

Responsible Tourism Update

- Hawaiian Culture & Natural Resources
 - HVCB – Due to COVID-19 concerns, no emails promoting travel to the islands were sent.
- Community
 - HVCB
 - Due to COVID-19 concerns, no emails promoting travel to the islands were sent.
 - Kama'āina Special Offers Program. HVCB continued the statewide Kama'āina Special Offers program in July (Jun. 19-Aug. 31) to present Hawai'i residents with exclusive specials on accommodations, activities, attractions, shopping, dining and more throughout the Hawaiian Islands. The program was developed in alignment with the lift of the inter-island quarantine restrictions to support local business and help stimulate the local economy. Participation has been offered on a complimentary basis and, to date, 276 offers from 192 participants have been promoted on the landing page: hawaiispecialoffers.com/kamaaina.
 - All Island Chapters are assisting with the quarantine-related efforts from staffing the visitor hotline from 9:00 am-9:00 pm, collecting and forwarding agricultural forms and Orders for Self-Quarantine forms, and staffing the quarantine call team that calls every visitor and intended resident arriving to monitor their adherence to quarantine stipulations.
 - KVB
 - In response to the current pandemic, Executive Director Sue Kanohe continues to work regularly with the Kaua'i Emergency Management Agency Office in cooperation with the County of Kaua'i's Mayor and Mayor's office, Kaua'i Police Department and other state and county officials and organizations.

In addition, she chairs the Tourism Subcommittee for the Kaua'i Mayor's Economic Recovery Strategy team and assists in collaborating and coordinating resources for businesses, residents and visitors. KVB continues to work with local businesses to promote their offers and specials on kauaikamaaina.com.
 - KVB has secured a CARES Act grant for \$1,000,000 and is working on the details for implementation and reporting.
 - In response to Hurricane Douglas that threatened to make landfall on Kaua'i on July 26, Executive Director Sue Kanohe and the KVB team assisted KEMA with communication with hospitality businesses and accommodations and with preparation as the hurricane approached the island.

The KVB team contacted those who were in 14-day quarantine to ensure their ability to shelter in place and requirements for transportation or emergency supplies.
 - OVB, MVCB and IHVB were similarly involved with their county emergency management teams and police departments on ongoing travel quarantine tracking and enforcement as well as the threat of Hurricane Douglas.
- HTA Events and Programs. Provided media assets on behalf of HTA for their event and program sponsorships. Nothing to report for July.

“Coming Attractions” for Leisure Market

HVCB Travel Trade Calendar Update: All travel events for the month of July were either cancelled or postponed. The team is working closely with industry partners and the calendar will be updated as information becomes available. The following events are all subject to cancellation depending on continued developments in COVID-19 pandemic mitigation efforts.

	What	When	Where
HVCB	Virtuoso Travel Week – The Virtual Experience	Aug. 10-13	Virtual
	Cruises International Virtual Event	Aug. 14	Virtual
	ASTA Global Convention	Aug. 25-28	Virtual
	Allied Travel Webinar	Sept. 17	Virtual
	Ascend Conference	Sept. 23-24	Virtual
	WITS Hawai'i Night	Oct. 13	Virtual
IHVB	Media Blitz	Sept. 15-16	Virtual
	Media Blitz	Sept. 18	Virtual

Hawai'i Tourism Japan

2020 Monthly Leisure Marketing Report – July

Market Intelligence/Market Conditions

Economy

- The Japanese government acknowledged that they expect the economy to contract in 2020, with a return to growth in 2021. Real GDP is expected to continue shrinking in fiscal 2020 through Q1 2021 under various scenarios projected by the government. Analysts from a Reuters poll expected the economy will shrink 5.3% in 2020, but also believe that it has begun rebounding in the current quarter, leading to projections of 3.3% growth in 2021.
- Japan has been seeing a resurgence in the cases of COVID-19 in the latter half of July, potentially endangering recovery of the economy. As authorities remain fearful of the economic fallout, they will be cautious in reinstating business restrictions. However, some economists have pointed out that a wider spread of cases in the second wave could lead consumers to become more conservative. Overall, high risk remains for full recovery of the Japanese economy.

Outbound Travel Market

- The Japan National Travel Organization announced that in June, outbound travelers declined by 99.3% to 10,700. As flights and tours are canceled globally, revenues of the top 47 travel agencies also saw a decline of roughly 97.6% as nearly all outbound travels continued to be halted.
- The Japanese government began talks with 12 countries including China, South Korea and Taiwan regarding the reopening of borders, starting from business related travels. Although the government had begun talks with Vietnam, Thailand, Australia and New Zealand prior to this, agreements are yet to be reached with all countries. Threats posed by the second wave of the virus may cause further delays in negotiations with countries.
- In anticipation of the reopening of borders for certain countries, the Japanese government will be enhancing screening measures at airports. They will be increasing daily screening capacities from the current 2,300 to 10,000. A PCR Center will also be established within Narita, Haneda and Kansai Airport to increase efficiency of tests.

Competitive Environment

- Some Southeast Asian nations including Thailand, Singapore and Malaysia are considering reopening of borders for Japanese travelers. Thailand is currently looking at September as a rough date for the resumption of business travels with Japan.
- Taiwan has introduced a three phased reopening of borders. The first phase, which started from 5/27 saw the resumption of domestic travels and opening of borders for medical specialists. The second phase is slated to start from 8/1 which will allow for domestic group travels to resume. The third phase is set to begin from 10/1 and will open their borders to international travelers from select nations where cases have declined, allowing also for the resumption of direct flight services.
- French Polynesia reopened its borders to international travelers on 7/15. To visit the islands, travelers must fill out a specific form and present a negative test result for COVID-19 from within

three days of the arrival date. Travelers will also have to appear for another testing, four days into their stay.

Consumer Trends

- Studies performed by HakuHodo on consumer consumption forecasts for August predict that consumption is likely to continue decline. The second wave of the COVID-19 pandemic has sparked fear amongst consumers in leaving their homes, greatly impacting downward pressure on consumption. Consumers continue to be wary of the economic constraints posed by the uncertainty in the economy from COVID-19 indicating the likelihood of sluggish economic recovery to continue.
- Consumer survey studies on 18,427 consumers over the age of 20 regarding their desire for travels for summer vacation found that overall demand for international travels declined. 26.6% of respondents were contemplating domestic travels, while just 2% were contemplating international travels. 61% were not contemplating travel altogether. The proportion of consumers contemplating international travels dropped drastically by 20.4%, indicating the impacts of the pandemic on consumer sentiment towards travels.
- Consumer attitudes towards sustainability-oriented purchases saw a rise from the effects of the pandemic. A main reason for consumers being more conscious of sustainable purchases was the cost-saving benefits derived from it. Other popular opinions included the fact that because the frequency of shopping decreased, they became more conscious towards what they were purchasing, and also that they became more concerned for their health and well-being.

Travel Trends

- Japan's travel subsidy campaign was launched on 7/22 to revitalize the domestic tourism industry. However, as confirmed cases of COVID-19 saw a rise in Tokyo, trips to and from Tokyo were excluded from the campaign. Through the campaign, the government will cover a portion of the cost of domestic travelers' trips.
- Veltra launched an online travel experience program whereby popular travel guides throughout the world offer an online travel experience of the destination they reside in. The guides utilize the Zoom platform to perform a live broadcast and offers a variety of contents with themes such as art and culture. This initiative was launched to realize new customers for when travels resume and ultimately enhance travel demand.
- JAL began sales of a remote trip, which combines digital contents with actual experiences. The product is aimed to provide consumers with a trial form of the actual trip, to eventually realize demand when travels are resumed. The initial product released was a domestic trip to Shimane prefecture, which combines digital and virtual reality infused contents which incorporate realism through implementation of virtual experiences on a JAL flight.
- The Japan Tourism Agency issued a "sustainable tourism guideline" specifically for the Japanese market for various city governments and DMOs to utilize. In addition to explaining guidelines and various entities' roles, it covers a wide range of topics including recommended preparations, steps for implementing indicators and collection of data.

Media Trends

- The surge in COVID-19 cases continues to affect the media industry, prompting the shift in ways entities share contents with their audience. Female fashion magazine HERS will be suspending their monthly physical issues and shifting to online based mediums. Some other media such as DAZZLE, etRouge and NikkeiLUXE have also announced suspension of future issued.
- Sustainability related contents continue to be featured more frequently within media. ELLE Japan's August issue featured environmental conservation activities taken by Hollywood stars, CO2 reduction reports, sustainable evolution of the fashion industry and suggestions to readers for eco-friendly habits that can be adopted immediately.

Airlift

- Japan – Hawai'i direct flight suspension status
 - Japan Airlines: Suspension through 8/31
 - All Nippon Airways: Suspension through 8/31
 - Hawaiian Airlines: Suspension through 8/31 (slight variation on dates depending on the specific route)
 - Delta Air Lines: Suspension through 10/24
 - Korean Air: Suspension through 8/31
 - United Airlines: Suspension through 8/3
 - Air Asia X: Suspension through 9/7
- Japan Airlines will be operating 4 special charter flights to Honolulu on 8/1, 8/10, 8/20 and 8/30. All passengers will be required to undergo mandatory 14-day quarantine measures. The service was initiated to allow for individuals working overseas, students studying abroad, and overseas residents to temporarily return home.
- The US DoT approved Japanese LCC ZIPAIR's application to begin service for the Narita – Honolulu route on 7/10. ZIPAIR aims to begin service of the route during the winter timetables which is set to begin on 10/25.
- ANA will be arranging a demonstrative flight for customers using their Airbus A380, Flying Honu on 8/22. Because periodic flights are required for proper maintenance of the aircraft, ANA has decided to allow customers to board the flight, set to depart and return to Narita. The service will incorporate various Hawai'i related elements and is targeted towards fans of the airline and Hawai'i.
- Delta Air Lines announced their new "Delta Care Standards", which highlights the various safety protocol measures being engaged such as the introduction of automatic check-in machines and blocking of certain seats to allow for adequate social distancing. They also noted that it will likely take over 2 years to fully realize sustainable recovery of the travel sector.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

As the COVID-19 pandemic shows no signs of coming to an end, the recent rise in cases points towards a second wave of the pandemic. The Go To Travel campaign initiated by the Japanese government under these circumstances has faced its fair share of criticism, with many stating that the government should have postponed launch of the program. Although the campaign has been launched, with the current conditions, measures such as some hotels not accepting travelers from prefectures with an abundant number of cases are being taken. Although July – August is typically a highly popular

season for travels with the summer vacation, the sector continues to see significant struggles in attracting demand. The recent spike in cases have also prompted the cancellation of numerous domestic travels as consumers seek to avoid contact with the virus.

Through these conditions, despite consumers not being able to travel in the immediate future, implementation of effective safety protocol measures in Hawai'i will be essential in keeping Hawai'i at the forefront of consumers' minds when travels are eventually resumed. Sharing of the various measures being implemented throughout Hawai'i while travels are restricted will serve as a vital key in achieving this. Additionally, as the digitization of society advances further under the present conditions, online tours and virtual events to experience Hawai'i will be important for consumers to direct their interests towards activities that they may physically engage in once borders are reopened.

Leisure Activity Update

Consumer

- Continued to enhance contents for the Ouchi de Hawai'i (Hawai'i from home) campaign for consumers to feel Hawai'i from their homes. New contents planned for August include growth of activities for consumers to participate in through utilization of Zoom such as ukulele workshops, talk shows and cooking classes. New neighbor island promotion videos utilizing influencers are also currently being produced. In July, page views totaled 80,077, bringing the total from April – July to 719,944.
- HTJ sent out an email magazine to 366,662 consumers on 7/22 to share updates on the situation concerning COVID-19 in Hawai'i. The magazine also included an announcement on the launch of a live ukulele lesson program within HTJ's Ouchi de Hawai'i campaign, along with the "Our Islands" video to convey messages on the interconnectedness between Hawai'i and Japan from cultural and societal perspectives.
- A survey campaign on consumer sentiment for travels to Hawai'i was conducted from 6/1 – 7/15 resulting in collection of information from 10,002 consumers. The results showed that there were a significant proportion of consumers who wanted to visit Hawai'i again as soon as travels are resumed. Particularly amongst heavy repeater traveler segments, over 40% indicated that they would like to visit Hawai'i again as soon as possible.
- Started a new problem solving game initiative dubbed "Find the hidden message on letters from Shaka-chan" to increase awareness of the Ouchi de Hawai'i campaign and its programs. The new initiatives induce consumers to access a variety of the columns posted within allhawaii.jp to locate the hidden message.
- Continued to proactively enhance online contents on the Aloha Program website for consumers to utilize. In July, a total 8 new columns on history, culture, and nature was posted.

Travel Trade

- Concerns for the mandatory 14-day quarantine in Japan being extended for all entrants is prompting travel agencies to reorganize sales associates to their domestic tour divisions. Additionally, the issuance of payment protection plans through to September has created conditions whereby a large proportion of staff continue to be on temporary leave.

- With travel agencies unable to operate in the international travel sector, difficult conditions continue for travel agencies, but difficulties for HIS have been particularly prominent from their smaller market share in domestic travels, resulting in smaller benefits perceived for the company from the government's Go To Travel campaign.
- All travel agencies will be placed under significant operational difficulties when the payment protection plans expire at the end of September. Major travel agencies have expressed that if international travels are not reopened, continued operation will become significantly more difficult. As part of support initiatives for travel agencies, major travel agencies such as JTB, KNT, NTA and Tobu Top Tours have received 300 billion yen for administrative services of the Go To Campaign.
- Continued education initiatives for the travel industry through a total 7 webinars in collaboration with 3 activity companies and 4 hotels. Participants from travel agencies' leisure departments summed to 581 across all 7 sessions. Contents included updates from the partners on current operations and safety protocol measures for COVID-19. Materials used during the webinar were also made available on the travel trade website for the industry to view afterwards.
- HTJ created educational Powerpoint presentations to enhance the industry's knowledge on the destination. In July, a total 5 different presentations were created and shared on the travel trade website for travel agencies to utilize. Contents of the presentations were on basic information of Hawai'i, followed by more specific information on Oahu, island of Hawai'i, Maui and Kauai. HTJ has been encouraging travel trade partners to utilize these tools through various methods including the industry mail magazine, industry contacts, key travel agency representatives and organizations such as the JHTA. New resources will continue to be developed.

Public Relations

- Continued providing updates as they become available on allhawaii.jp to share with consumers. Additionally, to further enhance reach of messages to consumers, accurate information and updates were frequently shared with various media.
- Began preparation for creation of the safety protocol video. Filming and editing is set to begin in August.
- Continued preparing contents to be utilized for the Ouchi de Hawai'i (Hawai'i from home) promotion. Prepared Hawaiian food cooking videos, interviews with Hawai'i's signature chefs and live ukulele lessons to be shared with consumers through August.
- VR footage shared within the Ouchi de Hawai'i campaign was introduced on Japanese TV station NHK's mid-day programming on 7/20. The program was introducing the various virtual tours offered globally and selected the one within the campaign site to be introduced. The show was broadcasted mainly in the Kanto region and has viewership of 1.59 million.

Sales Activities

Sales Calls			
Airline	Wholesaler/TA/TO/OTA	Other	Total
6	60	17	83

JTB

- All tours for Hawai'i canceled through 8/30.
- Although most staff in the planning department for Hawai'i are reporting for work, many other staff continue to be placed on temporary leave.
- With the launch of the Go To Travel campaign, the company's primary focus has been shifted to domestic travels. For Hawai'i, although preparations will continue for the resumption of travels in September, they view delay in lifting of 14-day quarantine measures in Japan to be a significant obstacle.
- Uncertainty around the scheduling of airlines is also making it difficult for effective creation of pamphlets for future travels. The lack of pamphlets makes it difficult for travel agencies to promote the destination, placing a significant delay on initiatives.

HIS

- Total losses from 2019 November to 2020 April summed up to 3.4 billion yen. With the declining performance, they aim to close 80 – 90 of their 260 retail outlets, which will allow for savings of up to 20 billion yen. Additionally, a significant proportion of staff continue to be on temporary leave to allow for continued collection of payment protection.
- HIS aims to gradually reopen some of their retail outlets, aiming for around 150 outlets to reopen by the end of September.
- The specialty Hawai'i branch in Osaka is currently planning a Hawai'i campaign to be held from August. Special travel product pamphlets were created for this to begin sales of products set for departure from November onwards.
- HIS plans to increase diversity of products by introducing more offerings geared towards longer stays.

KNT

- Cancellation of international tours has been extended to 8/31.
- A significant amount of focus has been diverted towards the Japanese government's Go To Travel campaign. KNT, together with fellow travel agencies including JTB and NTA operate the administrative outlet for the campaign.
- Staff previously appointed towards international tours will be shifted to their domestic tour division.

JALPAK

- Cancellation of international tours has been extended to 8/31.
- JALPAK has begun preparations for promotion of the Honolulu Marathon as there was news that entries will start being accepted from August.
- Similar to the other travel agencies, initial focus will be placed on domestic travels with the government's Go To Travel campaign. Success of the initiative will allow for some lost revenue to be recuperated as demand for domestic flights return.

Rakuten Travel

- The Go To Travel campaign has allowed for their domestic travel sector to return to roughly 80% of pre COVID-19 levels.
- Rakuten is currently creating a page within their website, entirely for Hawai'i.

Partner Relations

- Prepared for support of the Japan Association of Travel Agents' series of B2B sessions dubbed "Travel Mart" held for the travel industry. HTJ will be supporting the sessions through the provision of seminars, while also preparing a welcoming message video for attendees.
- HTJ participated in the monthly JHTA meeting held on 7/16 with close to 40 representatives in Hawai'i. HTJ provided updates on the situation surrounding COVID-19, along with travel trade initiatives such as the creation of sales tools and webinars held.
- Continued response to inquiries from a variety of partners throughout July relating to COVID-19 and market updates. Through collaborative initiatives with JHTA, the Consulate General of Japan Honolulu Office and other governmental bodies, HTJ will continue to provide updated information as they become available on the allhawaii.jp portal site.

Responsible Tourism Update

- Prepared for launch of two new websites to promote surfing and responsible tourism. These initiatives are being engaged to increase the amount of "Pono Travelers" from Japan.
- Issued RFPs for selection of an agency to work with to develop the responsible tourism website.
- Continued working with the Japanese crew of the Hokulea for development of educational curriculums to be utilized through 2021.
- The Aloha Program began broadcasting a short webinar each Friday starting from 6/12. Topics of the webinar included culture, history, current events in Hawai'i, Hawaiian music concerts and Hawai'i Specialist exam study sessions. Total attendee counts for July was at 630.

"Coming Attractions" for Leisure Market

What	When	Where
Travel trade industry webinar: Surfjack Hawai'i	8/5	Online (Zoom)
Monthly Hawai'i Promotional Committee Meeting	8/9	Online (Zoom)
Travel trade industry webinar: Halepuna Waikiki by Halekulani	8/12	Online (Zoom)
Travel trade industry webinar: Prince Resorts Hawai'i	8/19	Online (Zoom)
Travel trade industry webinar: Marriott Resorts Hawai'i	8/20	Online (Zoom)

Hawai'i Tourism Canada

2020 Monthly Leisure Marketing Report – July

Market Intelligence/Market Conditions

Economy

- Great uncertainties remain, and a full recovery is unlikely until people feel safe from the virus. We are maintaining our forecast of a 4.0% contraction of global GDP in 2020. This is less severe than the -4.9% seen by the IMF, reflecting our relative optimism about the effect of the measures orchestrated by central banks and governments.
- In Canada, unlike the U.S., the daily count of new Covid-19 cases continues to decline, buoying hope for recovery of the economy. Preliminary Statistics Canada data for May show a 3% gain in GDP as the economy gradually reopened. Output in the most affected industries could nevertheless remain depressed and the effect on the labour market could be great.
- Experts maintain a scenario of a 7.1% contraction of the economy in 2020, more optimistic than the recent OECD and IMF forecasts of more than 8%.
- Along with the COVID-19 travel restrictions, the Canadian Dollar has lost value averaging of \$0.732 USD so far this year (-2.3%).

Outbound Travel Market

Travel restrictions and border closures led to a 97.4 drop in travel activity in May. Just 56,000 trips were recorded during the month compared to almost 2.7 million in May 2019. The first five months of the year saw Canadians make just 8 million overnight trips to the U.S. and other destinations; a 44.4% decline compared to 2019. Compared to 2019, overseas activity has fallen 40.6% while transborder trips have decreased 47.3%.

Canadians made 4.33 million overnight trips to the U.S. during the first five months of 2020, compared to 8.2 million in 2019. During the period, overnight auto trips fell by half (-50.3%) and travel by other modes decreased 44.6%. As an increasing number of routes were suspended, air arrivals fell in every State; in May 2020, there were almost 8,000 trips by air compared to 690,000 in May 2019.

Canadian arrivals in Hawai'i are currently at half the level recorded in 2019. The first six months of 2020 saw direct arrivals fall -48% and indirect arrivals decline -56%. A 25% decline in Q1 and almost no activity in Q2 has resulted in 154 thousand fewer arrivals so far this year.

Competitive Environment

Much like April, the Asia-Pacific region recorded almost no activity in May. Reported arrivals in the region have amounted to just 636,000 since January, a 62.0% decline compared to 2019. Overall, the pandemic has resulted in over a million fewer arrivals so far this year.

Almost no travel activity in April and May has resulted in a 37.5 percent decline in trips to Mexico, the Caribbean, and Central America so far this year. There were just 2 thousand arrivals from Canada reported in April (-99.8%) and May (-99.6%), compared to 857 thousand during the same period in 2019.

Consumer Trends

Consumer confidence continued to improve in July registering a positive gain for the third consecutive month. Overall, the national index score increased to 82.5, almost 70% of the pre-pandemic level (120.6). With this increased optimism, the share of people who believe that it is now a good time to make a major purchase rose to 21.9 % in July, up 12.3 points from its all-time low of 9.6% in April.

Travel Trends

- The first half of 2020 saw 131 thousand independent travelers, a 48% decrease compared to 2019. At the same time, package trip volumes fell 57%.
- During the period, stays in hotels (-50%), condos (-45%), and rental homes (-51%) all recorded large declines.

Media Trends

According to Adweek, travel ad spending fell by 90% between February and March. According to a survey by the IAB Canada, we may see a partial recovery in ad spend in Summer 2020 (58%) or Sept-Dec. 2020 (65%). It is expected that US search ad spending by travel advertisers will fall by 2.7% in 2020 to \$54.37 billion (a drop of 15% from initial 2020 forecasts of \$63.92 billion). According to a recent study by Radio Connects and Signal Hill Insights, heavy radio listeners over-index in expected spending on travel, including camping equipment and domestic travel. According to eMarketer, post-pandemic travel messaging will focus on three areas: health & safety, price & flexibility, and empathy & understanding. Media costs are currently lower than typical as publishers aim to encourage ad spend. Advertisers can use this as an opportunity to set their brands up for success in the long term.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

- Canada-U.S. border closure was extended for another 30 days to August 21. The partial closing of the border does not affect essential travel, including truck and rail traffic carrying food and goods that is key to supply chains or travel for work.
- The government has extended the period of mandatory quarantine for most people entering the country until Aug. 31. Travellers returning to Canada MUST self-isolate for 14 days.
- Each province and territory have created its own travel rules in response to the pandemic — and those rules are subject to change. To help navigate the varied rules, the Canadian Travel & Tourism Roundtable — a new travel and tourism lobby group — has created [an interactive map](#) to assist Canadian travellers.
- Starting July 30, mandatory temperature screening will be implemented in phases at Canada's 15 busiest airports.
- Two major travel insurers are reinstating out-of-country medical coverage for COVID-19 even as the federal government continues to advise Canadians against non-essential travel outside the border. Medipac Travel Insurance and the Canadian Association of Blue Cross have both restored medical emergency coverage for the novel coronavirus in their travel insurance policies this month. Three other major Canadian insurers are notifying customers they will restore coverage for COVID-19 but only once travel advisories are lifted by the Canadian government.

- More than 20 countries currently accept or will soon accept Canadian tourists. [Here's a list](#) of where Canadians can travel, including select countries within Europe, Caribbean destinations like the Bahamas and Dominican Republic, and more.
- Prime Minister Justin Trudeau hinted at the possibility of so-called 'air bridges', or travel bubbles, however any reopening of borders and loosening of travel restrictions to get these first steps started could be a long way off.

Leisure Activity Update

Consumer

On the social networks the requires posts about the hurricane status were posted. HTCAN remains without posting any promotional material as per request of HTA.

Travel Trade

Air Canada Vacations Product Launch

HTCAN signed up for the ACV Product Launch virtual event that will take place on August 28 and 29. This year, the event will have a trade show, expecting around 3,000 travel professionals and a consumer show for the first time.

Spoiled Agent Webinar Series

During June, HTCAN worked with Spoiled Agent Canada and the Island Chapters to block dates for a series of webinars that will have a more cultural approach. With the following topics:

- Hawaiian Culture – September 10th
- Island of Hawai'i – October 1st
- Maui – October 22nd
- Moloka'i & Lana'i – November 20th
- O'ahu – December 1st
- Kaua'i – December 16th

Aloha Canada

HTA has approved the platform and date to run Aloha Canada on November 17th. HTCAN is finalizing the details with the platform supplier to start working with the partners and Island Chapters to participate in this nationwide event.

Public Relations

- Ongoing media outreach to keep Hawai'i top of mind when it is time to travel.
- Proactive and reactive pitching with prior approvals from HTA. Pitching themes include virtual experiences, recipes you can make at home, movies shot in Hawai'i that you can watch at home and uplifting/positive stories.
- All individual press trips have been cancelled for the rest of 2020.

Sales Activities

Airline	Wholesaler/TA/TO/OTA	Other	Total
2	15	2	19

Consumers wondering about the logistics of COVID19 test and new rules

Consumers are wrangling with questions: “Do I need to take a COVID test before I fly? What type of test? How many days before travelling do I need to get tested? Where can I get a test in Canada? Could I get sent home? Do I stay in a hotel for 14 days if I get quarantined?”. All these questions have created a new level of stress for travelers who are reaching out to travel advisors for professional and accurate information. The details change almost every day, and there has been constant communication among consumers and travel agents to discuss all options and possibilities. Most Canadians agreed that COVID testing will be an effective way to navigate this pandemic, especially if a negative COVID result would mean they would not require quarantine for two weeks upon arrival.

O’ahu's short-term vacation rental sector remains on lockdown

While, most of the Hawai’i’s visitor industry is preparing for September 1 reopening of tourism, which revolves around a COVID-19 passenger testing program. Travel advisers report some disappointment in O’ahu’s extension of the ban on all non-hotel/motel lodgings that provide guest accommodations for less than 30 days. The short-term vacation rental industry is a large part of their business. For safety reasons, most Canadian travelers are now requesting private homes instead of big hotels for vacations. Travel advisors have been finding it challenging to book home rentals and condos during the last month.

Travel Advisors taking a wait and see approach

Because of the fluidity of the situation, travel advisors are taking a wait and see approach regarding new bookings. Some vacations that were scheduled in the spring, had to be postponed due to coronavirus. Later they were rebooked for this fall or next year. It is daunting for those who spent countless hours on the phone rebooking a vacation for the possibility that it may happen again. Some clients that were not optimistic about travel in the fall and have rescheduled into 2021. Now that Hawai’i has announced the tentative launch of the Pre-Travel Testing Program in September, many agents are hopeful that their clients will decide to travel.

Luxury Travel sector will be on demand

Travel agents are confident the luxury travel market is poised to rebound within the year. Agents reported some emerging trends, including luxury automobile rentals, private villa, and rentals. And it is no wonder as luxury travel offers a controlled and secluded environment that works so well in a socially distanced world with a heightened focus on sanitation and safety. Travelers are looking for experiences that are most conducive to the new social distant travel reality. Boutique hotels and wellness experiences are in demand.

Transat has suspended Western Canada flights to the South & USA for winter 2020-2021

Due to the many challenges that our industry is facing, Air Transat will not operate flights from Western Canada to the South or the USA for the winter 2020-2021 season, the company has announced. Air Transat plans to operate, at the height of the season, flights to more than 40 destinations in the Caribbean, Mexico, Central and South America, the United States, Europe, and Canada. A selection of South and Europe packages featuring more than 320 hotels will also be offered. And, to help travellers plan their getaways with peace of mind, Transat is presenting even more flexible options to book, change or cancel a trip, in addition to ensuring a safe experience with its Traveller Care program.

Canadian companies are offering travel insurance covering coronavirus

Two major travel insurers are reinstating out-of-country medical coverage for COVID-19 even as the federal government continues to advise Canadians against non-essential travel outside the border. Medipac Travel Insurance and the Canadian Association of Blue Cross have both restored medical emergency coverage for the novel coronavirus in their travel insurance policies this month. Three other major Canadian insurers are notifying customers they will restore coverage for COVID-19, but only once travel advisories are lifted by the Canadian government. After suspending sales last March in Ontario and Quebec, Blue Cross has reopened individual sales for travel insurance products as of Wednesday.

Responsible Tourism Update

Hawaiian Culture

HTCAN is including a Hawaiian Culture webinar in the series of 6 that is being put together with Spoiled Agent and the Island Chapters. HTCAN will approach HTA for support to cover the Hawaiian Culture webinar that will take place in September. HTCAN also requested the ICs to focus on Hawaiian culture to have more culture-focused webinars. Also, when the virtual edition of Aloha Canada is approved, HTCAN will start finalizing details for the cultural component of the mission.

Nature Resources

HTCAN is always trying to minimize its environmental impact with this purpose, just a postcard with informative content is printed for the trade shows. A major effort is constantly made to encourage agents not to use the printed materials, but the digital version of these. Also, HTCAN has made sure that all the branded promotional items are either recyclable, made of recycled materials and/or are biodegradable.

Community

Nothing new to report.

Island Chapters Engagement Update

HTCAN is organizing a series of webinars with Spoiled Agent which will include:

- Kaua'i
- O'ahu
- Maui
- Lana'i and Moloka'i
- Island of Hawai'i
- Hawaiian Culture

"Coming Attractions" for Leisure Market

What	When	Where
ACV Product Launch	August 28 and 29	Canada wide
Spoiled Agent Webinar Series	September to December	Canada wide
Aloha Canada	November 12	Canada wide

Hawai'i Tourism Oceania

2020 Monthly Leisure Marketing Report – July

Market Intelligence/Market Conditions

Economy

Australia

In early July the number of locally acquired infections in Melbourne, Victoria continued to rise and the City was placed in a stage 3 lockdown for six weeks, limiting movement around the City. However, case numbers kept climbing to a record daily number of positive cases and deaths by the end of the month. A state of disaster was announced and the City moved to a hard lockdown with nightly curfews, and all but essential businesses closed. There also are small outbreaks in Sydney that are being contained while all other States have essentially eliminated the virus. State border closures remain in place around Australia with varying levels of restrictions. At the end of July, the total number of cases in Australia was 16,760 and 197 deaths.

The resurgence of COVID-19 in Victoria is set to significantly impact the national economy at an estimated AU\$10 billion. This is in addition to a projected budget deficit of AU \$184 billion in FY 2020-21 following on from an AU\$86 billion deficit last financial year, the highest since WWII. Unemployment rose to 7.4% in June, up from 7.1% in May. The participation rate – the proportion of working-age people actively looking for jobs - rose to 64% because of restrictions starting to lift in most states. The Melbourne Institute and Westpac Bank Consumer Sentiment Index for Australia declined by 6.1% month-on-month in July 2020, after a 6.3% rise in June, due to the renewed surge in COVID-19 cases in Victoria. July's deterioration was broad-based, although the largest drops were recorded for the near- and longer-term outlook for the economy. The Australian dollar continues to perform strongly, trading between US\$0.70-\$0.71 during July.

With the recent spike in cases, the trans-Tasman travel bubble with New Zealand will be delayed indefinitely. The expected surge in domestic tourism has not eventuated due to ongoing border closures and intrastate travel is currently the most realistic option.

New Zealand

New Zealand celebrated 100 days of being COVID free in the community (with only a few cases at the border at the managed isolation hotels). This continues to see a functioning domestic economy with some industries doing very well. One of the exceptions is international tourism (inbound and outbound). And while the government has supported inbound, it is reluctant at this stage to support outbound as it means that New Zealanders will be spending their tourist dollar overseas.

Recent unemployment figures to June show a remarkably low number (4%) but this will most definitely increase when the September quarter is released. Overall, the NZ dollar is holding up well at over US\$0.66 which reflects the state of the economy when compared globally. The New Zealand General Election will be held September 19 and there is currently much political weighted activity taking place amongst the main parties

Outbound Travel Market

Australia

With international borders remaining closed, there is limited outbound tourism to report on. The only international flights operating are for repatriation of Australian citizens, and some essential travel such as military and medical reasons.

New Zealand

With the closing of borders in the middle of March, outbound tourism reduced to close to zero during April through June. The only exception were some essential travel requirements, and repatriation (in both directions). There has discussions and activity around opening bubbles with similar 'safe' countries and while Australia has been delayed it has been advised that the Cook Islands will open up before the end of the year.

Consumer Trends

Australia & New Zealand

Research conducted by National Australia Bank shows that of greatest concern to Australians are the impacts of COVID-19 on the economy followed by the restrictions on travel and movement.

Airlift

Australia

- Virgin Australia revealed plans to make about a third of its workforce redundant, with approximately 3,000 jobs expected to go under new owners Bain Capital, while 6,000 staff will remain.
- Hawaiian Airlines suspended all flights from Australia on March 22 with an estimated resumption date (at this stage) of December 1st.

New Zealand

- Air New Zealand and Hawaiian Airlines have both indicated their interest to return to Hawai'i when restrictions are lifted. Air NZ is currently relying on domestic services which are doing better than initially expected due to a push on domestic tourism and the fact that there is no COVID in the community. There are currently restrictions around the number of passengers who can fly into New Zealand due to a limited amount of hotel rooms for the managed isolation.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

Australia & New Zealand

The current uncertainty and ban on all international travel will affect intention to travel and bookings for the foreseeable future. Forward bookings have stopped, and airlines are issuing credits for cancelled flights. Travel planning is focused on domestic destinations. International travel is not expected to resume until 2021.

Leisure Activity Update

Travel Trade

- **LinkedIn:** HTO is now using it's dedicated LinkedIn page to communicate information to the trade in Hawai'i and Australia on virtual events, COVID-19 updates, partner content and more. In July the page's engagement grew significantly with followers up +12% and engagement up +728%. We received 8,057 unique organic impressions.
- **Aloha Fridays:** HTO has an Aloha Friday section that provides Hawai'i updates and information to the travel trade in the below trade publications.
 - **Travel Weekly AU (3 July):** Featured via a monthly Aloha Friday section distributed digitally to 14,000+ travel professionals. HTO has reduced the frequency of Aloha Fridays from every two weeks to monthly.
 - **Travel Daily (17 July):** Full page feature monthly, reaching 35,000 industry professionals
- **US Embassy Independence Event:** HTO attended the US Embassy even in Wellington. With no COVID restrictions it was attended by 1600 people including many key trade and diplomatic contacts. HTO also attended a US Consulate gathering in Auckland.

Public Relations

As per HTA's instructions, HTO has paused all public relations activity. This is in line with the current emphasis by local media publications to publish domestic stories about regional NZ and Australia. This is to encourage local tourism to help regional economies and communities.

We are also seeing news stories about the impact of the crisis on Hawai'i's economy and how it is managing the crisis through enforced quarantine measures and plans to re-open.

Sales Activities

Sales Calls (Please list # of calls only without company names)

Airline	Wholesaler/TA/TO/OTA	Other	Total
3		7	10

Zoom calls have taken place with various trade partners including Brand USA, Hawaiian Airlines and Qantas and the Australian and New Zealand Consulates based in Honolulu. Email correspondence has also been maintained, with sensitivity to partners who may have been furloughed. HTO also met several industry partners at the US Independence Day activities.

Responsible Tourism Update

HTO has communicated HTA's support of the Aina Aloha Economic Futures across trade publications on Aloha Friday and LinkedIn.

Island Chapters Engagement Update

No structured partnerships at present, but HTO will begin engagement when the time is right around our recovery plan and trade webinar education.

“Coming Attractions” for Leisure Market

What	When	Where
Trade webinars	TBC	Online
Hawai'i Tradewinds launch	TBC	Online
Aloha Fridays – Travel Daily and Travel Weekly	On going	Online

Hawai'i Tourism China

2020 Monthly Leisure Marketing Report – July

Market Intelligence/Market Conditions

- **Currency:** In July, the Chinese Yuan strengthened against the USD to 6.97 from 7.08.
- **Unemployment Rate:** As of June 2020, the unemployment rate in China was 5.7%, compared to 5.9% in May 2020.
- **Consumer Price Index:** In June 2020, the Consumer Price Index was 102.5%, increase of 0.1% from 102.4% in May 2020.

Outbound Travel Market

- Coronavirus may have curtailed outbound travel to Europe in 2020, but Fliggy has continued connecting Chinese audiences with European destinations, most notably via live streams. Since May, Fliggy has broadcast live streams from Serbia, Finland, Germany, and the U.K. as well as from some of the continent's most storied cultural destinations including the Palace of Versailles, the British Museum, and Madrid's Prado.
- China has agreed to issue visas to South Korean students and employees starting in August, Seoul's top diplomat to Beijing said. South Korean Ambassador to China Jang Ha-sung, speaking to reporters in Beijing, said that the Chinese government has agreed to issue visas for three groups of Koreans: students, long-term employees and those with valid residence certificates. The exact date of resumption of visa issuances has not been announced, but it is expected to be in August.
- China's economy is on a recovery path, but the continuing pandemic is still likely to result in a loss at one of the country's largest airport operators. Beijing Capital International Airport expects to lose between RMB 740-810 million (USD 106-116 million) in the first six months of 2020, the airport said in a statement.

Competitive Environment

- Bali announced to accept international visitors from September 11, 2020 under strict hygiene standard.
- Japan and China announced to resume travel between China and Japan soon.
- Brand USA launched Wechat mini program to travel trade agents.
- Utah announced that they will invest US\$23.4 million in China market to promote Utah as tourism destination.
- Finland announced that they will open borders on July 13 2020 to welcome international visitors, including China.

Consumer Trends

- China's next-generation travel consumers have solid purchasing power but they remain rational in their spending. According to a survey conducted by Beijing-based market research firm DATA100 sampling 2,580 young respondents aged between 11 to 25, more than 60% of the Generation Z consumers (born in 1995-2009) have a monthly salary of at least RMB 5,000 (USD 717). Among them, 17% of the respondents have a monthly salary of RMB 10,000-20,000 (USD 1,434-2,867). For travel spending, 77% of them have a budget of no more than RMB 5,000 (USD 717), with 30% spending RMB 3,000-5,000 per trip, 37% spending RMB 1,000-3,000, and 10% spending less than RMB 1,000. Some 13% of the respondents spend RMB 5,000-8,000 every time they travel and only 4% of them have a budget of over RMB 10,000 per tour, according to the survey. In terms of breakdown in travel spending, accommodation accounts for the biggest share (35%) of the young Chinese travelers' travel budgets, followed by food and beverage (19%) and transportation (16%).
- According to the Generation Z Travel Consumer Trends Report, for travel option, more than half (65%) of the Generation Z travelers like to plan free individual trips on their own completely while 42% of them opt for semi-free-individual trips. The survey finds only 16% of them are interested in traditional group tours. For means of transportation, nearly half (47%) of the Generation Z travelers choose railways including high-speed railways. Some 27% of them take flights and 25% of them are interested in self-drive tours. Only 1% of them are cruise passengers. For booking channels, most of the young travelers use established online travel platforms for bookings, with 59% of them using Trip.com Group, Meituan and Qunar etc. Some 12% of them go to direct booking websites of hotels, airlines and tourist attractions and 11% of them go to travel agency outlets.

Media Trends

- According to the Generation Z Travel Consumer Trends Report, which worth to note that 10% of respondents make travel reservations on e-commerce platform Taobao, video-sharing app Douyin and lifestyle sharing platform Xiaohongshu.

Airlift

- China allowed more scheduled passenger flights from Japan and South Korea as the Asian countries gradually ease coronavirus travel curbs. But finding affordable tickets is still difficult for many travelers as average prices are up nearly tenfold amid high demand. There will be 15 passenger flights between China and Japan every week in August, up from 12 a week in July, according to the Japanese embassy in China and airline companies. Weekly flights between China and South Korea are also increasing to 15 in August from 9 in July.
- The number of daily passenger flights in China has rebounded to 80% of pre-coronavirus levels, according to China's aviation regulator, as the aviation industry recovers from the plunge in travel demand caused by the COVID-19 pandemic. Daily passenger traffic was nearly 70% of the level seen last year, with load factors, a measure of how well airlines are filling available seats, averaging 73.57%.

Leisure Activity Update

Consumer

- No news to report. All activities held back per HTA direction and overall COVID-19 travel restrictions and sensitivities.

Travel Trade

- HTC attended the ITB China event hosted by Ctrip in Shanghai on July 29, 2020. ITB shared latest news and insights with 50 attendees from travel industry. ITB China announced a series of total seven (offline) industry events throughout China called the ITB China Industry Meet Up. Each event will feature 100+ hand-selected attendees, mostly local buyers from the ITB China Buyers Circle, but also other industry experts to join the workshop sessions to discuss current hot topics through keynote speeches, panel discussions and case studies. Although the tourism environment is difficult with numerous restrictions in place, HTC continues to seek opportunities regarding the Chinese travel market and to prepare for the reopening of cross-border travel.

Public Relations

- No news to report. All activities held back per HTA direction and overall COVID-19 travel restrictions and sensitivities.

Sales Activities

Sales Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
1	3	1	5

Responsible Tourism Update

- No news to report. All activities held back per HTA direction and overall COVID-19 travel restrictions and sensitivities.

“Coming Attractions” for Leisure Market

- All consumer activities were suspended due to 2019 COVID from February 2020 to August 2020. HTC will be focused on communication, education and support with news related to COVID-19 to the Chinese market.

Hawai'i Tourism Korea

2020 Monthly Leisure Marketing Report – July

Market Intelligence/Market Conditions

Economy

- South Korea ranked second in terms of GDP growth rate among major OECD economies after China in the second quarter of 2020, although the nation's economy declined 3.3% year-on-year.
- South Korea's annual inflation rose 0.3% in July, marking the first upturn in 3 months, as signs of a recovery in consumer sentiment have appeared amid COVID-19.
- South Korea's exports fell 7% in July, extending the slump to a 5th consecutive month. However, it marked the slowest decline in four months, suggesting that an economic recovery is gaining momentum.
- COVID-19's toll on the job market extended through June, as the number of employed people decreased by more than 350,000 year-on-year, falling for the fourth consecutive month.
- The Business Survey Index (BSI) of business conditions in the manufacturing sector in South Korea rose to 57 in July, recovering from 51 in June and May's 11-year low of 49, amid the coronavirus pandemic. The measure of business conditions at non-manufacturing companies increased to 62 from 60 in June and the outlook for the following month also rose by 1 point to 60.
- The average USD/WON exchange rate in June was KRW 1190.56 won, a slight decrease from the previous rate of 1199.36 won in May. South Korean airlines will not apply fuel surcharges on international routes in July to reflect falling oil prices.

Outbound Travel Market

- Data for the number of outbound travelers in June is yet to be published by Korea Tourism Organization. HTK will report the status as soon as data is made available.

Month	Departures	Growth (%)
January	2,513,030	-13.7%
February	1,046,779	-60.0%
March	143,366	-93.9%
April	31,425	-98.6%
May	37,801	-98.2%
June	48,338	-98.1
Total	3,820,739	

Competitive Environment

- Korean visitors entering the Maldives from 15 July 2020 are being issued with a free 30-day tourist visa on arrival, following completion of a health declaration card and thermal screening. Visitors are

not subject to quarantine unless their screening indicates symptoms of COVID-19. Hotels located on the islands are now open for bookings from August 1.

- Lufthansa Group Airlines will increase the number of flights between Incheon and German cities as the new coronavirus outbreak in Europe appears to have passed its peak, a Lufthansa executive said. The airline resumed three flights a week from Incheon to Munich on June 24, as European countries began to ease entry restrictions in June.
- Korean Air announced plans to resume the Incheon-Praha route from August 21. In line with the announcement, the airline has set up two special flights in August and regular direct flights once a week from September. The COVID-19 pandemic halted the German carrier's two routes to Incheon from Munich and Frankfurt in mid-March due to virus fears.

Consumer Trends

- South Korea's consumer sentiment strengthened for the third month in July at a more subdued pace as life slowly normalized despite the ongoing virus risk. The composite consumer sentiment index for July was 84.2, up 2.4 points from the previous month, according to Bank of Korea.
- A survey of 300 Korean travelers aged 20 to 39 showed that 73% enjoyed a "hotel vacation" in Korea in the past 3 months as non-essential overseas travel was discouraged and hotels provided huge discounts to offset their losses. In addition, 56.7% of respondents said they carefully checked cleanliness standards before booking, while 30.7% checked for hygiene-related measures such as identification of guests, temperature checks or room disinfection.
- South Korean travelers are more willing to splurge at luxury hotels. Hanwha Resort's suites, which are double the price of regular rooms, are nearly booked out until late August, compared with the average occupancy rate of 80%. Weekend bookings at Signiel, the premium brand of Lotte Hotel, in Seoul and Busan have also topped 90%. JW Marriott in Dongdaemun Square recently released a one-night package that costs more than \$8,000 and includes a stay in a presidential suite and an all-you-can-eat pass at the hotel's restaurants.

Travel Trends

- Major corporations and government-related organizations are encouraging their employees to take summer vacations from July to September, a wider time spread than usual to contribute to social distancing efforts against COVID-19. Many of these employees have usually taken their summer vacations in a more concentrated period from end July to early August.
- With COVID-19 disrupting the summer break schedules for primary and secondary schools, the traditional peak vacation period of July and August for students has now been extended to September. Major hotels on Jeju Island are already fully booked on weekends through late August and some are also nearly full until early September.
- The coronavirus pandemic has reshaped the travel habits of South Koreans, with more people taking spontaneous trips to camping sites. Accommodation choices have also changed amid the rise of the "untact economy." Demand for camping sites surged 73% from February to late April versus the same period a year ago, reported Korea Tourism Organization. Camp bookings in locations like Yeongwol, Hamyang, Gunsan and Yangyang jumped more than four- or five-fold during the same period.

Media Trends

- Live commerce, a new retail trend that brings a traditional TV shopping channel into the live-streaming era, is growing in popularity in South Korea as retailers look for new ways to connect with consumers. Live commerce is similar to TV home-shopping in that the host promotes products on a media channel, but it is broadcast live online, allowing viewers to instantly communicate with the host by sending messages on platforms like YouTube Live. Live commerce programs often feature popular social media influencers and YouTubers to increase interest and pull in established fans. The trend started to extend recently to travel products. As live commerce does not cost as much compared to home-shopping due to its program time fee, it is expected that travel agencies will participate more actively in future.

Airlift

- Korean Air extended its suspension of flight services on the ICN-HNL route (KE053) and ICN-NRT-HNL route (KE001) to September 30.
- Asiana Airlines halted flight services on the ICN-HNL route (OZ232) until August 31.
- Hawaiian Airlines suspended its flight services on ICN-HNL routes (HA460) from March 2 through September 1.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

- The Ministry of Foreign Affairs extended its special travel advisory issued on March 23 for Koreans to avoid non-essential overseas trips until August 19. MoFA reissued the advisory in consideration of the continued spread of COVID-19 worldwide, the increase of imported cases, and travel restrictions in places around the world.
- Korea Air Association reported the number of international and domestic passengers using nine national airlines in the second quarter of this year (June) dropped 76.4% from 23,655,883 in the same period last year.

Leisure Activity Update

Consumer

- **Consumer messages via social media:** HTK advised of the extension of 14-day self-quarantine measures on the islands until September 1 via its official Instagram account.
- **GoHawai'i KR Website travel alert updates:** HTK delivered up-to-date travel alerts to consumers and industry partners in local language, emphasizing state government policies on extended 14-day self-quarantine measures for all arrivals.

Travel Trade

- **Co-Promotion with leading hotel chain:** To gently remind would-be visitors about the Hawaiian Islands as an ideal travel destination for the post COVID-10 era, HTK will support the development

of local hotel chain Lahan Hotel & Resort’s summer consumer promotion ‘Aloha Summer Package in Lahan.’ The promotion will run in five Lahan properties in Korea during August and HTK-provided giveaways and Island maps will be offered to those who book packages during the promotion period. Lahan will promote the package via its own communication channels, including social media and newsletters, and aims to sell at least 1,000 room nights during the period.

Public Relations

- **Press Release:** HTK distributed one press release in July regarding the delayed start of the pre-travel COVID-19 testing program. HTK also handled media inquiries regarding the press release.
- **HTK COVID-19 Crisis Management:** HTK has been following its real-time crisis management protocol by submitting daily HTA COVID-19 reports with timely media monitoring and content localization for Korean travelers.
 - **Media monitoring:** HTK shared daily COVID-19 reports to update the South Korean market situation, including newly confirmed cases, government responses, and details about the economy, airlift, travel industry, competing destination activity and public sentiment, etc.
- **E-newsletter distribution:** HTK published the monthly e-newsletter to share latest destination updates and travel alerts on COVID-19 with consumers. It covered the state plan to launch a COVID-19 pre-travel testing program, USS Missouri Memorial reopening, and increased access to Hawai’i Volcanoes National Park.

Sales Activities

Sales Calls			
Airline	Wholesaler/TA/TO/OTA	Other	Total
5	10	3	18

- **Summary of Key Sales Activities**
 - **Airlines:** HTK held regular virtual calls with major airline partners to discuss current market condition and to share the most up to date airlift information.
 - **Travel Agencies:** HTK held regular non-direct meetings with leading South Korean wholesalers, retailers, OTAs and receptive operators to share current market details and to monitor consumer behavior on purchasing travel products.
 - **Others:** HTK shared current market status and trends with industry partners from Hawai’i or local hotels, transport operators, attractions, and communities.

Responsible Tourism Update

Hawaiian Culture

- HTK has introduced a new Hawaiian term via the monthly Aloha E-Newsletter. In the July issue, HTK featured the expression *Hoe Wa’a* (paddle a canoe) to help Korean audiences get more familiar with Hawaiian culture.

Hawai'i Tourism Taiwan

2020 Monthly Leisure Marketing Report – July

Market Intelligence/Market Conditions

Economy

- According to Chung-Hua Institution for Economic Research, on account of the twin effects of stemming the spread of the COVID-19 and an elaborate government stimulus program, Taiwan's economy is expected to grow 1.77% this year with its GDP growth of 1.64% followed by 3.09% in the fourth quarter.

Outbound Travel Market

- Due to the on-going COVID-19 pandemic in the world, Taiwan government has extended travel restrictions imposed on inbound group and outbound group tours to August 31.

Competitive Environment

- Although Taiwanese travelers can now visit Guam without a PCR test negative report nor undertake a quarantine upon entry, Taiwan government still mandate the people to perform a 14-day quarantine when returning to Taiwan. As a result, both major air carriers, China Airlines and EVA Air do not operate this route so far.

Consumer Trends

- Popular shopping areas in Taiwan see a recovery with crowded visitors. Department stores and retail stores are on sales to attract consumers.
- Food delivery continues to be popular in Taiwan. Uber Eats and Food Panda are the biggest brands. Most restaurants and tea shops join the supply chain. Shared vehicles such as cars and electronic bikes are also trendy for consumers who prefer to avoid taking public transportations.

Travel Trends

- "False Outbound Travel" is the trend given the fact that outbound travel is still not practical now. Lots of travelers visit Taiwan's neighbor islands such as Penghu, Green Island and Liuqiu Island to enjoy beaches and summer vibes. Key wholesale and retail agents turned to focus efforts on domestic travel product development.
- The most popular domestic tour in Taiwan now is to take a round trip on flight. Four major airlines in Taiwan: China Airlines, EVA Air, Starluxe Airlines and Taiwan Tigerair partnered with Taoyuan International Airport to provide services of day tours with in-flight dining and duty-free shopping.

Media Trends

- Taiwanese consumers take note of domestic travel trends because of the current boarder restrictions. Therefore, the media mostly covers domestic travel news for its viewers.

Airlift

- All Nippon Airways (ANA) resumed Taiwan Songshan route from Tokyo Narita twice a week from August 3 aiming for business travelers.
- In addition to 1 weekly services by Scoot since early July, Singapore Airlines will also resume three regular flights between Singapore and Taipei in September.
- China Airlines extends one-time free refund or change of dates until the end of 2020 for travelers possessing flight tickets dated between September and October.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

- Given the severe international COVID-19 situation, restrictions for outbound tourism is no time to be released by the government. Even though Hawai'i has committed to allow visitors to waive the 14-day quarantine with a negative PCR test report, boundaries remained for Taiwanese as a quarantine will be mandatory when returning from an outbound trip.

Leisure Activity Update

Consumer

- HTT has suspended marketing initiatives since the outbreak of COVID-19 pandemic as advised by HTA. The focus for HTT's in-market activity in July was travel trade and media relationship maintenance.

Travel Trade

- As announced by Governor Ige, the pre-travel testing program has been postponed to September 1. We have translated the announcement and flagged the information to travel trade partners in Taiwan.

Public Relations

- The press release of postponing the pre-travel testing program was blasted to media partners in addition to the travel trade.
- Relationship building and maintenance with media partners were the main focus for HTT in July.

Sales Activities

Sales Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
2	1	1	5

- According to China Airlines, the timing to resume flights to Hawai'i depends on the boarder restrictions. As long as Taiwan government imposes a mandatory quarantine for all returning travelers, the chance to resume leisure routes will be dim.
- In a follow-up discussion with EVA Air, they are hoping to understand the benefits of resuming Taipei-Honolulu route and their opportunity to outperform China Airlines. The support from Hawai'i will be critical to their decision making.
- According to Kkday, they are fully focused on selling Taiwan domestic tour packages and activities, which includes the Taiwan island hopping cruise and other itineraries.
- Taiwan Tatler is a branch of Hong Kong Tatler. Most of their content came directly from Hong Kong with some owned content. The Editor in Chief manages her own social media and is interested in joining HTT's campaign in the future.

Responsible Tourism Update

- HTT continued to share the Hawaiian Culture, natural resources and responsible travel during trade and media calls and partners meetings.

“Coming Attractions” for Leisure Market

What	When	Where
Aloha Taiwan! MCI & Leisure Virtual Mission	TBD	Taipei, Taiwan
Cuisine of Aloha Initiative	TBD	Taipei, Taiwan
Taipei International Travel Fair	TBD	Taipei, Taiwan



Group Sales Status Report – July 2020

OVERVIEW

With the continuing surge of COVID-19 cases in the U.S., meeting planner confidence is waning, as confirmed by the Northstar Meetings Group's latest Pulse Survey. Fewer planners are actively booking business; in fact, cancelling or rescheduling has become the primary job function of 60 percent of respondents. David Dubois, CMP, CAE, president and CEO of the International Association of Exhibitions and Events, pointed out that business stagnation and industry frustration will not change as long as the virus numbers continue to rise. "We've got to see this COVID curve drop down to a very low, less scary level over a 14-day period of time," to begin rallying public support for the return of events, he noted.

The percentage of respondents who said they are rescheduling events between September and year-end 2020 dropped -11 points compared to the previous Pulse Survey in June to 24.6 percent, indicating a severe drop in confidence for the return of group meetings and events for the remainder of 2020. Q1 2021 also saw a notable softening in new events being scheduled, dropping -7.6 points to 30.6 percent compared to last month's survey results.

While the outlook for the remainder of 2020 is increasingly bleak, Destination Analysts found in their recent survey of meeting planners that most planners are optimistic about the recovery of business meetings in 2021. 24.7 percent stated that they believe meetings will return to normal or near-normal levels in the first half of next year, while 39.0 percent expect the recovery to occur by the second half of the year. Planners predict sports groups (32.7%) and corporate/private sector businesses (31.7%) to be the first market segments to return to live events, with international associations (2.75%) least likely to be considered to return right away. However, 73 percent of respondents think some live meetings will never return, with the decreases in 2021 expected to primarily come from retail, government, and education meetings. On the other hand, nearly 1 out of 5 planners predict increases in 2021 live meetings for the medical/healthcare, pharmaceutical, and technology sectors.

SALES PRODUCTION (in the month for any year)

Table 1: Total HVCB Sales Production – July 2020

Room Nights	2020 Actual Month	Prior Year	Variance to Prior Year	2020 Year-to-Date	Prior Year	Variance to Prior Year
Definite & Assist-Definite	1,338	12,783	-90%	36,833	162,961	-77%
Tentative & Assist-Tentative	32,788	52,436	-37%	329,421	650,445	-49%

Merging of Hawai'i Convention Center data with HVCB's Simpleview database continues. The ongoing auditing and database cleansing may result in changes to previously reported figures.

**Table 2a: HVCB Citywide Sales Production
July 2020**

Room Nights	2020 Actual Month	Prior Year	Variance to Prior Year	2020 Year-to-Date	Prior Year	Variance to Prior Year	Annual Goal	YTD as % of Annual Goal
Combined Total								
Definite	0	5,910	-100%	0	22,670	-100%	TBD	TBD
New to Hawai'i	0	5,910	-100%	0	11,805	-100%	TBD	TBD
Tentative	17,974	6,100	195%	77,908	180,578	-57%	TBD	TBD
MCI								
Definite	0	5,910	-100%	0	21,810	-100%		
New to Hawai'i	0	5,910	-100%	0	11,805	-100%		
Tentative	5,734	6,100	-6%	65,668	164,183	-60%		
Non-MCI								
Definite	0	0	N/A	0	860	-100%		
New to Hawai'i	0	0	N/A	0	0	N/A		
Tentative	12,240	0	N/A	12,240	16,395	-25%		

Merging of Hawai'i Convention Center data with HVCB's Simpleview database continues. The ongoing auditing and database cleansing may result in changes to previously reported figures.

COMMENTS

Market Conditions

Major citywide destinations are now reporting that citywide customers are looking to rebook Q1 and Q2 2021 citywide conventions. Professional Convention Management Association (PCMA) Foundation has reported that if COVID-19 is contained, business meetings will return Q3 2021. However, if the pandemic resurges, the return of the meetings industry is pushed back to Q3 2022, and if COVID-19 uncontained, the meetings industry will not likely return until Q3 2023.

Sales Production Analysis

Hawai'i's YTD definite production continues to be negatively impacted by the effects of the COVID-19 pandemic. Hawai'i citywide customers are focused on rebooking 2020 citywide conventions in other years. The Meet Hawai'i's single property team continues to respond to new citywide inquiries for future years.

Highlights of Any Key Definites

None to report for July.

Highlights of Any Key Tentatives

- Sport Event – sports corporation, March 2022 (12,240 room nights)
- Convention – high tech corporation, August 2021 (3,455 room nights)
- Convention – educational association, November 2023 (2,279 room nights)

Highlights of Any Key Cancellations

- Convention – scientific association, September 2020 (8,335 room nights)

**Table 2b: HVCB Single Property Sales Production
July 2020**

Room Nights	2020 Actual Month	Prior Year	Variance to Prior Year	2020 Year-to-Date	Prior Year	Variance to Prior Year	Annual Goal	YTD as % of Annual Goal
Combined Total								
Definite	1,338	4,439	-70%	28,344	93,494	-70%	TBD	TBD
New to Hawai'i	1,199	510	135%	25,176	39,501	-36%	TBD	TBD
Tentative	14,730	42,969	-66%	225,923	405,677	-44%	TBD	TBD
MCI								
Definite	988	4,439	-78%	27,644	93,394	-70%		
New to Hawai'i	849	510	66%	24,476	39,401	-38%		
Tentative	7,730	42,756	-82%	212,968	398,165	-47%		
Non-MCI								
Definite	350	0	N/A	700	100	600%		
New to Hawai'i	350	0	N/A	700	100	600%		
Tentative	7,000	213	3186%	12,955	7,512	72%		

COMMENTS

Market Conditions

The state of the MCI industry remains stagnant due to overwhelming health concerns of attendees and travel mandates. As customers become more selective about which meetings to attend, industry experts surmise that future events will be smaller and take on a hybrid approach to enable attendees to participate virtually while also providing more engagement for participants who show up in person.

Feedback from Meet Hawai'i customers indicate the possibility of incentive groups shortening its length of stay. Customer demands for clear and specific guidelines regarding safe travel to the destination has increased. In addition, information on airlift and overall cost considerations are top concerns for customers.

The Meet Hawai'i team continues to be a resource for all stakeholders, serving as a conduit between customers and hotel partners, supporting and handling the fluid situation of cancellations and the rebooking of postponed programs and maintaining communication of Hawai'i's pandemic response.

Sales Production Analysis

Year-to-date (YTD) production reflects the current state of the meetings industry for Hawai'i. Definite production has dropped -70 percent compared to the same time last year, while tentative production has decreased to -44 percent.

Highlights of Any Key Definites

- Incentive – franchise corporation, May 2021 (849 room nights)

Highlights of Any Key Tentatives

- Sleeping Rooms Only – entertainment corporation, August 2020 (7,000 room nights)
- Convention – consumer productions corporation, January 2022 (1,683 room nights)
- Incentive – franchise corporation, May 2021 (1,340 room nights)

- Convention – food corporation, September 2022 (1,035 room nights)
- Meeting – government, March 2021 (600 room nights)

Highlights of Any Key Cancellations

- Incentive – multi-level marketing corporation, July 2020 (1,281 room nights)
- Convention – sports, July 2020 (804 room nights)
- Incentive – food corporation, July 2020 (552 room nights)

Advertising Efforts

- Meetings, conventions and incentives (MCI) June Paid Media Recap
 - None to report for the month.

Public Relations Efforts

- Activity highlights include:
 - Suspended all dissemination of information on behalf of Meet Hawai'i and the industry partners, as the status of offerings, amenities, programs, facility updates etc. are uncertain and in flux.
- Media Coverage Highlights:
 - None to report for the month.

- April Impressions and Publicity Values for Articles that included Hawai'i:

June	June
<u>Impressions</u>	<u>Publicity Values</u>
Print: 794,072	Print: \$ 77,628.32
Online: 151,716,004	Online: \$ 55,420.24
Broadcast: 1,190,462	Broadcast: \$ 13,619.29
Total: 153,700,538	Total: \$ 146,667.85

**Table 2c: Hawai'i Tourism Canada Single Property Sales Production
July 2020**

Room Nights	2020 Actual Month	Prior Year	Variance to Prior Year	2020 Year-to-Date	Prior Year	Variance to Prior Year	Annual Goal	YTD as % of Annual Goal
Combined Total								
Definite & Assist-Definite	0	175	-100%	0	1,305	-100%	TBD	TBD
New to Hawai'i	0	175	-100%	0	1,305	-100%	TBD	TBD
Tentative & Assist-Tentative	0	825	-100%	5,058	3,434	47%	TBD	TBD
MCI								
Definite & Assist-Definite	0	0	N/A	0	1,080	-100%	TBD	TBD
New to Hawai'i	0	0	N/A	0	1,080	-100%	TBD	TBD
Tentative & Assist-Tentative	0	650	-100%	2,808	3,209	-12%	TBD	TBD
Non-MCI								
Definite & Assist-Definite	0	175	-100%	0	225	-100%	TBD	TBD
New to Hawai'i	0	175	-100%	0	225	-100%	TBD	TBD
Tentative & Assist-Tentative	0	175	-100%	2,250	225	900%	TBD	TBD

COMMENTS

Market Conditions

Impact of COVID-19 on Travel Activity

- The closure of the Canada-U.S. border has been extended through August 21.
- WestJet will begin offering flights to 48 destinations across Canada, the United States, the Caribbean, Mexico and Europe, the airline announced Monday in releasing its August schedule. The flights will service 39 cities in Canada, five in the U.S., two in Europe and one each in Mexico and the Caribbean.
- Air Canada's Chief Medical Officer today issued a letter urging the Canadian government to ease the Quarantine Act restrictions, by allowing travel between countries with a low COVID-19 risk.
- More than 20 countries currently accept or will soon accept Canadian tourists.

Sales Production Analysis

Hawai'i Tourism Canada (HTCanada) has no definite production to report for the month of July amid the COVID-19 pandemic. Some positive news is that active tentative leads have not cancelled and are planning to "wait and see" how the COVID-19 pandemic unfolds down the line.

Advertising and PR Activity

- None to report for July.

**Table 2d: Hawai'i Tourism China Single Property Sales Production
July 2020**

Room Nights	2020 Actual Month	Prior Year	Variance to Prior Year	2020 Year-to-Date	Prior Year	Variance to Prior Year	Annual Goal	YTD as % of Annual Goal
Combined Total								
Definite & Assist-Definite	0	320	-100%	600	6,681	-91%	TBD	TBD
New to Hawai'i	0	320	-100%	600	5,046	-88%	TBD	TBD
Tentative & Assist-Tentative	0	160	-100%	2,840	14,836	-81%	TBD	TBD
MCI								
Definite & Assist-Definite	0	0	N/A	0	2,954	-100%	TBD	TBD
New to Hawai'i	0	0	N/A	0	1,319	-100%	TBD	TBD
Tentative & Assist-Tentative	0	0	N/A	2,240	12,831	-83%	TBD	TBD
Non-MCI								
Definite & Assist-Definite	0	320	-100%	600	3,727	-84%	TBD	TBD
New to Hawai'i	0	320	-100%	600	3,727	-84%	TBD	TBD
Tentative & Assist-Tentative	0	160	-100%	600	2,005	-70%	TBD	TBD

COMMENTS

Market Conditions

China Outbound Travel Market

- According to China's aviation regulator, the aviation industry is recovering from the plunge in travel demand caused by the COVID-19 pandemic as the number of daily passenger flights in China has rebounded to 80 percent of pre-coronavirus levels. Daily passenger traffic was nearly 70 percent of the level seen last year, with load factors, a measure of how well airlines are filling available seats, averaging 73.57 percent.
- China's economy is on a recovery path, but the continuing pandemic is still likely to result in a loss at one of the country's largest airport operators. Beijing Capital International Airport expects to lose between RMB 740-810 million (USD 106-116 million) in the first six months of 2020.

Sales Production Analysis

Hawai'i Tourism China (HTC) has no production to report for the month of June amid the COVID-19 pandemic. HTC will also continue to track lost business and/or programs postponed due to COVID-19 with the focus of bringing them to Hawai'i .

Advertising and PR Activity

- None to report for July.

**Table 2e: Hawai'i Tourism Japan Single Property Sales Production
July 2020**

Room Nights	2020 Actual Month	Prior Year	Variance to Prior Year	2020 Year-to-Date	Prior Year	Variance to Prior Year	Annual Goal	YTD as % of Annual Goal
Combined Total								
Definite & Assist-Definite	0	792	-100%	7,204	26,759	-73%	TBD	TBD
New to Hawai'i	0	0	N/A	4,384	17,080	-74%	TBD	TBD
Tentative & Assist-Tentative	0	0	N/A	7,204	25,838	-72%	TBD	TBD
MCI								
Definite & Assist-Definite	0	792	-100%	7,204	26,087	-72%	TBD	TBD
New to Hawai'i	0	0	N/A	4,384	16,408	-73%	TBD	TBD
Tentative & Assist-Tentative	0	0	N/A	7,204	25,166	-71%	TBD	TBD
Non-MCI								
Definite & Assist-Definite	0	0	N/A	0	672	-100%	TBD	TBD
New to Hawai'i	0	0	N/A	0	672	-100%	TBD	TBD
Tentative & Assist-Tentative	0	0	N/A	0	672	-100%	TBD	TBD

COMMENTS

Market Conditions

COVID-19 Outbreak

- Since the emergency declaration was lifted in Tokyo on May 25, cases of COVID-19 have steadily risen, growing to over 300 new cases confirmations on some days. To mitigate further spread of the virus while allowing for the economy to restart, the government has implemented measures such as limiting events to a maximum of 5,000 attendees, with capacity of venues not to exceed 50 percent.
- The government announced that it will consider covering legal costs and compensation for medical institutions that commercialize a vaccine for COVID-19 in the event that there are unprecedented side effects. It also currently in discussions with various pharmaceutical companies globally to secure vaccines for Japan.

Travel Industry

- With Governor Ige extending the trans-Pacific travel ban through September 1 and the growth in confirmed cases of COVID-19 Hawai'i have prompted MICE leads for September onwards to be canceled or postponed. As of July, cancellations have summed up to 75,000 and is speculated to continue rising until quarantine measures are lifted.
- MICE sales agents continue to hold close communications with potential leads, providing updated information on the destination to maintain their consideration and relationship. These agents have increased inquiries to Hawai'i Tourism Japan (HTJ) stemming from both the twice weekly webinars and educational materials provided by HTJ to be able to consistently provide updates to leads.
- As the COVID-19 pandemic continues, travel agencies have been drafting alternative suggestions for incentive travels and events. Some suggestions include the dispersion of incentive travels to

various regions domestically in place of traditional forms of travel which required movement in large groups.

- Most direct flight services continue to be suspended through August.

5 Target Pillar Condition/Support

Incentive/Anniversary:

- Small to mid-scale incentive and anniversary related leads continue to see numerous cancellations stemming from the COVID-19 pandemic. However, some smaller-scale leads from the automotive and manufacturing industries with bookings in November have maintained their status in hopes for the resumption of travels.
- Conversely, larger-scale group leads have shown tendencies to postpone travels to 2021, likely due to the issue surrounding cancellation fees. It will be important to consistently provide updated information on Hawai'i to prevent shifting to domestic destinations.

Edu-tourism:

- Numerous inquiries were received for potential leads for Fall 2021 onwards. On July 2, invitation letters were issued to Japanese high schools for their potential trip in 2021. One of the schools hold Sustainable Development Goals (SDGs) as a central theme for their school trip; trends to incorporate aspects of SDGs within trips are expected to continue rising.
- While most leads to Asian destinations have shown tendencies to be shifted to domestic destinations, those planned for Hawai'i are showing tendencies to be postponed to 2021. HTJ will continue to appeal the value of hosting trips overseas, and more specifically, in Hawai'i.

Sports/Entertainment:

- While various sports-related leads continue to see cancellations, travel agencies will be resuming promotions to customers for the Honolulu Marathon from August 1.
- Although all entertainment leads within 2020 have been canceled, inquiries for Q1 2021 have been gradually increasing. With numerous limitations imposed such as a maximum capacity of 5,000, entertainment companies are being encouraged to realize new business models such as live streaming of concerts to realize profits.

Sales Production Analysis

HTJ has no production to report for the month of July amid the COVID-19 pandemic.

Advertising and PR Activity

- None to report for July.

**Table 2f: Hawai'i Tourism Korea Single Property Sales Production
July 2020**

Room Nights	2020 Actual Month	Prior Year	Variance to Prior Year	2020 Year-to-Date	Prior Year	Variance to Prior Year	Annual Goal	YTD as % of Annual Goal
Combined Total								
Definite & Assist-Definite	0	844	-100%	247	8,292	-97%	TBD	TBD
New to Hawai'i	0	460	-100%	130	4,719	-97%	TBD	TBD
Tentative & Assist-Tentative	0	844	-100%	1,372	7,902	-83%	TBD	TBD
MCI								
Definite & Assist-Definite	0	844	-100%	247	8,217	-97%	TBD	TBD
New to Hawai'i	0	460	-100%	130	4,644	-97%	TBD	TBD
Tentative & Assist-Tentative	0	844	-100%	1,372	7,827	-82%	TBD	TBD
Non-MCI								
Definite & Assist-Definite	0	0	N/A	0	75	-100%	TBD	TBD
New to Hawai'i	0	0	N/A	0	75	-100%	TBD	TBD
Tentative & Assist-Tentative	0	0	N/A	0	75	-100%	TBD	TBD

COMMENTS

Market Conditions

- **Airlift Updates:** Korean Air extended its suspension of flight services for ICN-HNL route (KE053) and ICN-NRT-HNL route (KE001) through September 30. Asiana Airlines halted flight service for its ICN-HNL route (OZ232) through August 31. Hawaiian Airlines has suspended its flight service for its ICN-HNL routes from March 2 through September 1.
- **Exchange Rate:** The average USD/WON exchange rate in July was 1,190.56 won, a slight decrease from the previous rate of 1,199.36 won in June. South Korean airlines will not apply fuel surcharges on international routes in July to reflect falling oil prices.

Sales Production Analysis

Hawai'i Tourism Korea (HTK) was unable to fulfill its KPI targets for July due to the impact of the COVID-19 pandemic. HTK's MCI team will be in line with HTA and Meet Hawai'i Team's directive and make its continuous effort to deliver the key messages to Korean MICE corporate clientele.

Advertising and PR Activity

- None to report for July.

**Table 2g: Hawai'i Tourism Oceania Single Property Sales Production
July 2020**

Room Nights	2020 Actual Month	Prior Year	Variance to Prior Year	2020 Year-to-Date	Prior Year	Variance to Prior Year	Annual Goal	YTD as % of Annual Goal
Combined Total								
Definite & Assist-Definite	0	303	-100%	438	3,760	-88%	TBD	TBD
New to Hawai'i	0	180	-100%	438	3,136	-86%	TBD	TBD
Tentative & Assist-Tentative	84	1,538	-95%	9,116	12,180	-25%	TBD	TBD
MCI								
Definite & Assist-Definite	0	123	-100%	358	2,154	-83%	TBD	TBD
New to Hawai'i	0	0	N/A	358	1,991	-82%	TBD	TBD
Tentative & Assist-Tentative	0	1,538	-100%	7,512	10,740	-30%	TBD	TBD
Non-MCI								
Definite & Assist-Definite	0	180	-100%	80	1,606	-95%	TBD	TBD
New to Hawai'i	0	180	-100%	80	1,145	-93%	TBD	TBD
Tentative & Assist-Tentative	84	0	N/A	1,604	1,440	11%	TBD	TBD

COMMENTS

Market Conditions

The Impacts of COVID-19

- July was the month of uncertainty in Australia due to the increasing number of new COVID-19 cases in the state of Victoria, which brought back many drastic restrictions. Metropolitan Melbourne and the shire of Mitchell in Victoria has returned to Stage 3 lockdown, after 191 new cases of COVID-19 were recorded on July 07. The NSW Premier then announced the border closure between New South Wales (NSW) and Victoria (VIC) on July 8. The last time the same drastic measure was taken was in 1919 during the height of the Spanish Flu pandemic.
- Meanwhile South Australia has delayed the reopening of its borders due to the increase in cases in NSW. And after Queensland's border was reopened to NSW on July 10, the Queensland Premier announced, once again, that the border between two states will be closed from August 1 following the rise of cases in NSW.
- By the end of July, Victoria has 5,743 active cases with 113 death tolls from COVID-19. Sydney & NSW region are on high alert and residents are recommended to wear a mask when visiting high-risk areas or when travelling by public transportations.
- Border restrictions remain in place in New Zealand and a compulsory 14-day quarantine applies for any New Zealanders returning home. At the end of July there was no community transmission of COVID-19 in NZ, however there was some new cases identified in people returning from overseas while they were in quarantine.
- The Trans-Tasman travel bubble has been delayed, but the NZ Government is looking into a travel bubble with the Cook Islands.

Aviation Updates

- There continues to be no airlift from the Oceania region to Hawai'i during July. Hawaiian Airlines extended service suspension between Honolulu and Sydney, Brisbane and Auckland through December 1, 2020.

Impacts to the Economy & Industry

- The Australian dollar was sitting at USD 0.71 and the New Zealand dollar was sitting at USD 0.66 at the end of July.
- While Australia is combatting its second wave of COVID-19, the official unemployment rate jumped to 7.4 percent in June, the highest it has been since November 1998, up from 7.1 percent in May. Even though an additional 210,000 jobs were added in June due to the eased restrictions in many states, the unemployment rate is expected to increase due to the second lockdown in Victoria and border closures among states.

Sales Production Analysis

Hawai'i Tourism Oceania (HTO) was unable to fulfill its KPI targets for July due to the impact of the COVID-19 pandemic. However, the team has remained in constant contact with key clients to ensure Hawai'i remains front of mind once planning resumes.

Highlights of Any Key Tentatives

- Sleeping Rooms Only – confidential group, September 2021 (84 room nights)

Advertising and PR Activity

- None to report for July.

**Table 2h: Hawai'i Tourism Taiwan Single Property Sales Production
July 2020**

Room Nights	2020 Actual Month	Prior Year	Variance to Prior Year	2020 Year-to-Date	Prior Year	Variance to Prior Year	Annual Goal	YTD as % of Annual Goal
Combined Total								
Definite & Assist-Definite	0	0	N/A	0	0	N/A	TBD	TBD
New to Hawai'i	0	0	N/A	0	0	N/A	TBD	TBD
Tentative & Assist-Tentative	0	0	N/A	0	0	N/A	TBD	TBD
MCI								
Definite & Assist-Definite	0	0	N/A	0	0	N/A	TBD	TBD
New to Hawai'i	0	0	N/A	0	0	N/A	TBD	TBD
Tentative & Assist-Tentative	0	0	N/A	0	0	N/A	TBD	TBD
Non-MCI								
Definite & Assist-Definite	0	0	N/A	0	0	N/A	TBD	TBD
New to Hawai'i	0	0	N/A	0	0	N/A	TBD	TBD
Tentative & Assist-Tentative	0	0	N/A	0	0	N/A	TBD	TBD

COMMENTS

Market Conditions

- With the continuation of the international COVID-19 pandemic, the Taiwan government has extended travel restrictions for inbound and outbound group tours through August 31.
- China Airlines, EVA Air and other international air carriers are gradually resuming international flights primarily for business travelers. All Nippon Airways has resumed its Taipei Songshan Airport to Tokyo Haneda Airport route, enabling Taiwanese travelers to catch connection flights to Hawai'i.
- China Airlines, EVA Air, Starluxe Airlines and TigerAir Taiwan all launched innovative packages to tour around Taiwan on flights. In-flight meals, duty-free shopping and visiting VIP lounges are included in the package. Tickets were sold out at once right after being released.
- Taiwan has opened the boarder for residents, students, business travelers and Chinese spouses and children under 2-year-old. However, a negative test prior to boarding the flight and a 14-day quarantine is still required when entering Taiwan.

Sales Production Analysis

Due to continuous the COVID-19 pandemic worldwide, Hawai'i Tourism Taiwan (HTT) has halted all MCI marketing efforts in Taiwan. HTT has no production to report for the month of July but will continue efforts in tracking potential leads with MCI intermediaries to be ready when marketing activities kick off again.

Advertising and PR Activity

- None to report for July.

**Table 3: Island Distribution of HVCB Single Property Sales – Year-to-Date
July 2020**

Island	Tentative Room Nights YTD Actual*	Definite Room Nights Annual Goal	Definite Room Nights Month Actual	Definite Room Nights YTD Actual	Percent of Goal	Lead-to-Booking Conversion (Room Nights) Goal	Lead-to-Booking Conversion (Room Nights) Actual
O‘ahu	141,418	TBD	350	3,286	TBD	TBD	2%
Kaua‘i	45,350	TBD	-	825	TBD	TBD	2%
Maui County	142,666	TBD	988	12,649	TBD	TBD	9%
Hawai‘i	106,699	TBD	-	11,584	TBD	TBD	11%
Total	436,133	-	1,338	28,344	-		

*Tentative room nights do not match those in Table 2b because many leads are distributed to more than one island.

‘ELELE PROGRAM

July meetings and updates from Deborah Zimmerman, ‘Elele Program Director from New Millennium Meetings (NMM):

Support for Citywide Tentative

- ‘Elele Program Director secured a compelling support letter for Hawai‘i’s bid on a scientific association’s conference for 2023. The society’s national president has served as a visiting scholar at the University of Hawai‘i (UH), served as the academic advisor for a UH faculty member, and was actively doing researching with another ‘Elele, a professor at UH’s School of Nursing.

Trade Show

- ‘Elele Program Director participated in the Council of Engineering and Scientific Society Executives (CESSE) Annual Meeting, ACCESSE20. While this meeting was primarily educational in nature and provided limited networking opportunity, it was interesting to experience the national meeting virtually.

LOST BUSINESS

**Table 4a: HVCB Citywide Lost Business
July 2020**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations	Reason for Lost Business
MCI: Convention - Domestic (19068)	Real Estate	2,110	800	09/28/2023 - 10/07/2023	Denver, CO; Nashville, TN	Program lost to an undisclosed location.
MCI: Convention - Domestic (19137)	High Tech	2,650	800	06/20/2021 - 06/24/2021	Las Vegas, NV; San Diego, CA	Program postponed due to COVID-19.

**Table 4b: HVCB Single Property High Profile Lost Business
July 2020**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations	Reason for Lost Business
Non-MCI: Sleeping Rooms Only (18126)	Scientific	750	150	01/04/2021 - 01/09/2021	Initially, Hawai'i only	Program was lost due to change in requirements.
MCI: Meeting (18608)	Business Services, Consulting	700	15	09/14/2020 - 11/23/2020	Initially, Hawai'i only	Program postponed due to COVID-19.
MCI: Convention - Domestic (18626)	Medical, Pharm	3,620	600	11/08/2020 - 11/13/2020	Initially, Hawai'i only	Program was lost due to change in requirements.
MCI: Convention - Domestic (18879)	Educational	1,220	450	11/09/2020 - 11/13/2020	Initially, Hawai'i only	Program postponed due to COVID-19.
MCI: Incentive (18891)	Manufacturing, Distrib.	615	250	02/09/2021 - 02/14/2021	Scottsdale, Tucson, Palm Springs, Mexico and Caribbean.	Client no longer considering Hawai'i.
MCI: Incentive (19003)	Unknown	560	150	05/12/2021 - 05/16/2021	Initially, Hawai'i only	Program postponed due to COVID-19.
MCI: Incentive (19010)	Food, restaurants	1,144	500	02/27/2021 - 03/04/2021	St. Thomas, Puerto Rico, South Florida, & San Diego, CA	Program postponed due to COVID-19.
MCI: Incentive (19038)	Business Services, Consulting	6,992	2,200	04/11/2021 - 04/17/2021	Initially, Hawai'i only	Program postponed due to COVID-19.
MCI: Incentive (19086)	Unknown	2,100	1,400	10/01/2020 - 10/04/2020	Initially, Hawai'i only	Program postponed due to COVID-19.
MCI: Incentive (19160)	High Tech	2,325	900	04/27/2021 - 05/04/2021	West Coast city near an international airport.	Program was lost due to change in requirements.
MCI: Convention - Domestic (19166)	Other (add tags)	1,683	800	01/17/2022 - 01/21/2022	Initially, Hawai'i only	Program lost to Puerto Rico.

Non-MCI: Sleeping Rooms Only (19191)	Entertainment, Media	7,000	65	08/19/2020 - 01/05/2021	Locations with low COVID-19 cases.	Program lost due to budget concerns.
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**Table 4c: International Single Property Lost Business
July 2020**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations	Reason for Lost Business
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None to report for July.

New-to-Hawai'i Definite Bookings

**Table 5a: HVCB Citywide New to Hawai'i Definite Bookings
July 2020**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations
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None to report for July.

TOTAL NEW TO HAWAI'I CITYWIDE BOOKINGS FOR THE MONTH	0
TOTAL ROOM NIGHTS FOR NEW TO HAWAI'I CITYWIDE BOOKINGS	0

**Table 5b: HVCB Single Property High Profile New to Hawai'i Definite Bookings
July 2020**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations
MCI: Incentive (19177)	Franchise	849	670	05/15/2021 - 05/18/2021	Initially, Hawai'i only

**Table 5c: International Single Property New to Hawai'i Definite Bookings
July 2020**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations
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None to report for July.

TOTAL NEW TO HAWAI'I SINGLE PROPERTY BOOKINGS FOR THE MONTH	3
TOTAL ROOM NIGHTS FOR NEW TO HAWAI'I SINGLE PROPERTY BOOKINGS	1,199

New to Hawai'i bookings are accounts that have never met in Hawai'i before or, in the case of citywides, have not met in Hawai'i in the last 10 years or for single property bookings, not in the past five years.

MAJOR SALES AND MARKETING ACTIVITIES

Meet Hawai'i participated in the following MCI events in July:

- 1 educational event
 - HVCB
 - Hawai'i Visitors and Convention Bureau – Insights to the Meetings Industry as it Works Toward Recover, Webinar, July 16

- 2 trade shows
 - HVCB
 - Destination International 2020 Annual Convention, Virtual, July 14-15
 - International GMTs
 - HTC – ITB China, Shanghai, China, July 29

FUTURE SALES AND MARKETING ACTIVITIES

Meet Hawai'i will participate in the following MCI events in the upcoming months:

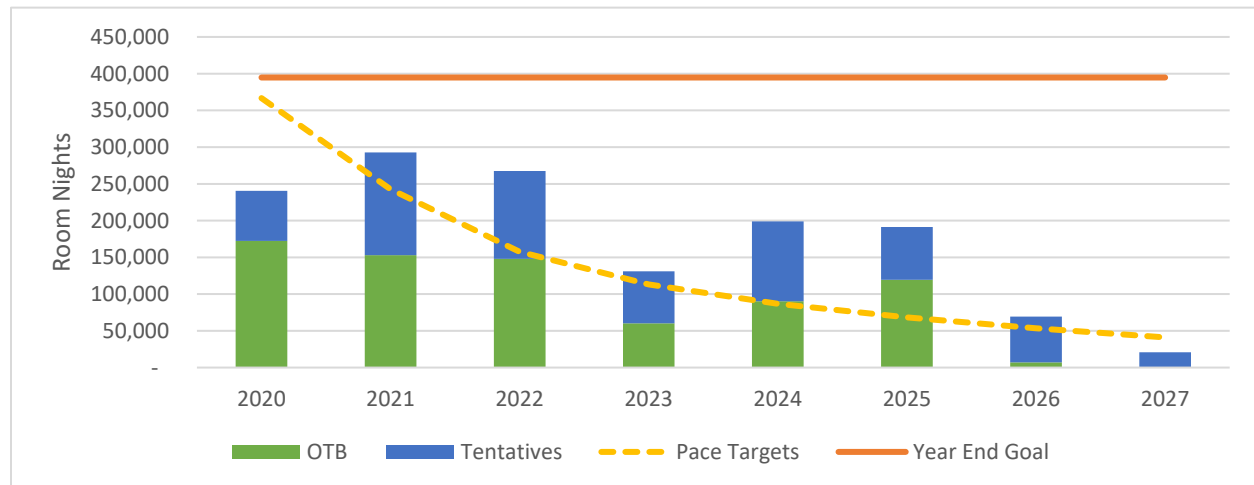
None to report for August 2020.			
September 2020			
Sept. 15	Destination Hawai'i Goes Virtual by Northstar Meetings Group and Meet Hawai'i	Virtual Trade Show	HVCB
October 2020			
Oct. 7	Connect and Meet Hawai'i Goes Virtual	Virtual Trade Show	HVCB
Oct. 28	SITE Education Day, Virtual	Virtual Trade Show	HTCanada

CONSUMPTION

The FuturePace Reports on the next page show the number of events and room nights on the books for each year 2020-2027 against a 3-Year Average Year-End Goal.

Table 6: FuturePace Report: Hawai'i 8-year Pace (citywide and single property)

Report date: August 10, 2020



Room Nights

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2020	172,459	366,747	(194,288)	-53%	222,323	68,129	394,782
2021	152,973	242,686	(89,713)	-37%	241,809	139,839	394,782
2022	147,978	157,499	(9,521)	-6%	246,804	119,631	394,782
2023	60,280	113,146	(52,866)	-47%	334,502	70,734	394,782
2024	90,169	86,676	3,493	4%	304,613	108,727	394,782
2025	119,528	68,278	51,250	75%	275,254	71,802	394,782
2026	6,999	53,411	(46,412)	-87%	387,783	62,248	394,782
2027	-	41,025	(41,025)	-100%	394,782	20,805	394,782

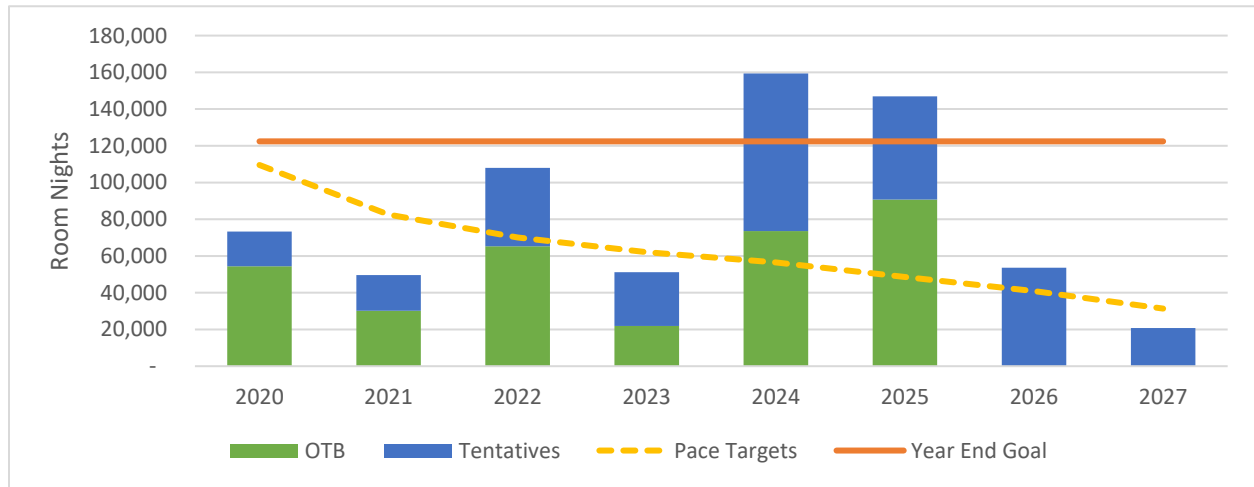
Events

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2020	180	722	(542)	-75%	472	151	652
2021	137	206	(69)	-34%	515	235	652
2022	58	73	(15)	-21%	594	91	652
2023	24	36	(12)	-34%	628	33	652
2024	20	18	2	9%	632	18	652
2025	18	10	8	73%	634	15	652
2026	4	6	(2)	-33%	648	10	652
2027	-	4	(4)	-100%	652	2	652

The number of events reported in TAP is slightly higher than the actual number of events due to a number of overflow programs and the splitting of some bookings into two in order to track shared credit.

Table 7: FuturePace Report: Convention Center 8-year Pace (citywide only)

Report Date: August 10, 2020



Room Nights

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2020	54,435	109,535	(55,100)	-50%	67,975	18,905	122,410
2021	30,177	82,540	(52,363)	-63%	92,233	19,460	122,410
2022	65,270	70,092	(4,821)	-7%	57,140	42,671	122,410
2023	21,939	62,083	(40,144)	-65%	100,471	29,254	122,410
2024	73,540	56,456	17,084	30%	48,870	85,873	122,410
2025	90,687	48,540	42,148	87%	31,723	56,224	122,410
2026	-	40,887	(40,887)	-100%	122,410	53,593	122,410
2027	-	31,352	(31,352)	-100%	122,410	20,805	122,410

Events

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2020	4	35	(31)	-89%	33	4	37
2021	8	15	(7)	-47%	29	4	37
2022	9	10	(1)	-10%	28	5	37
2023	3	8	(5)	-61%	34	7	37
2024	7	6	1	19%	30	7	37
2025	5	4	1	21%	32	7	37
2026	-	3	(3)	-100%	37	6	37
2027	-	2	(2)	-100%	37	2	37

The number of events reported in FuturePace is slightly higher than the actual number of events due to a number of overflow programs and the splitting of some bookings into two in order to track shared credit.

Glossary of FuturePace Report Terms

Cancelled: The status of a Lead for an event that was once in a Booked or Definite status but now will no longer occur.

Definite: The status of a Lead indicating the event is booked or confirmed. To qualify or count as Definite, the Lead snapshot must show the 'Booked' status type within the selected date range. In addition, the Lead cannot show in a Lost or Cancelled status during the report time frame.

LTB: An acronym for "Left to Book," this term reflects the number of room nights that still need to be booked to reach the Year-End Goal(s).

OTB: An acronym for "On the Books," this designation refers to a confirmed or definite booking.

Pace Target: A performance goal based on the percentage of your Year-End Goal that should be booked as of the report's run date, for a certain month, quarter or year. The Pace Target reflects the total number of room nights or events that should be booked as of the report's run date.

Tentatives: Business or Leads that have yet to move to a booked or Definite status. In other words, Tentatives are Leads in an unbooked or Lead status in the arrival month/year. For the Long-Term Pace report, Tentatives reflect the current count, as of the report's run date, for the years displayed on the report.

Variance: In the Long-Term Pace report, Variance reflects the OTB (or Cancelled or Tentative) figure minus the Pace Target, as of the report's run date. Positive numbers indicate performance is also positive; negative numbers suggest booking deficiencies.

Variance %: The Variance Percentage, or percentage of variance, reflects the Variance divided by the Pace Target, multiplied by 100 and then expressed as a percentage. Positive percentages indicate performance is also positive; negative numbers suggest booking deficiencies.

Year-End Goal: The Long-Term Pace report includes a 3-Year Average Year-End Goal to establish a benchmark for the years displayed on the report.

CONVENTION CENTER PERFORMANCE

Table 8: Convention Center Performance – June 30, 2020 Year-to-Date

PERFORMANCE MEASURE	YTD	TARGET	VARIANCE
Occupancy	25%	33%	-8%
Total Events	44	105	(61)
Total Attendance	62,872	242,424	(179,552)
Visitor Spending	\$100,297,338	\$488,443,723	(\$388,146,385)
Tax Revenue	\$11,734,789	\$57,147,916	(\$45,413,127)
Revenue per Attendee	\$76.32	\$34.11	\$42.21

COMMENTS

Since the facility's closure on March 17, 2020 due to the COVID-19 pandemic, the Hawai'i Convention Center (HCC) has had over 100 event cancellations, and while the volume has slowed, cancellations still continue. Since April 17, 2020, the facility has been used by the Department of Labor and Industrial Relations to process unemployment calls and claims. Effective July 15, 2020, the Office of Elections has been using the facility for ballot counting. In addition, cost mitigation efforts have been in full effect since March 2020. Twenty employees, originally furloughed, were notified of termination effective July 31, 2020. These governmental events and cost mitigation efforts have put HCC's forecasted net loss at \$3.2 million versus the original revised dark budget of a \$4.1 million net loss as of June 30, 2020. With the exception of revenue per attendee, all performance metrics are now significantly under target due to the COVID-19 pandemic.

DEFINITIONS

- **Single Property Group:** A group that can be booked into a single hotel for both guest rooms and meeting space.
- **Citywide Group:** A group that books Hawai'i Convention Center for meeting space; and which needs two or more hotels and has a minimum of 1,000 out-of-town attendees.
- **Group Bookings:** The total number of group room nights booked for the future. A group is defined as needing a minimum of 10 hotel rooms.
- **MCI and Non-MCI Bookings:** Both MCI and Non-MCI Bookings must primarily be off-shore bookings requiring attendees to stay in visitor accommodations. An MCI booking is an association or corporate meeting, convention or incentive program that requires meeting space. A Non-MCI booking requires off-site meeting space or no meeting space, or is public/consumer-facing like expos, sporting events, etc.
- **Definite Room Night:** Room nights associated with groups that have a signed contract or letter of commitment with the convention center and or a signed contract with a hotel.
- **Tentative Room Night:** Room nights associated with groups that have indicated interest in holding a meeting or convention in Hawai'i and a lead has been sent to the convention center and/or the hotels. Citywide leads are considered tentative when space is blocked at the convention center. Includes leads generated by partners at HVCB coordinated trade shows.
- **Economic Impact:** The direct and induced spending generated from a group meeting in Hawai'i. The economic impact formulas are based on research of attendee spending patterns.
- **Lead-to-Booking Conversion:** Conversion of tentative leads into definite bookings as measured by dividing tentative room nights generated in the month/year by definite room nights for the same month/year.
- **Consumed Room Night:** Room nights generated from groups that have convened in Hawai'i. For citywide events, this figure is calculated from the number of attendees. For single property meetings, the figure is the contracted room nights.
- **Goal:** A level of achievement that has been determined through the goal setting process that includes industry stakeholders and the HTA board.
- **International Markets:** Current areas of focus for international groups. These markets are supported by contractors of HTA.
- **New to Hawai'i – New Business:** A group that has never met or has not had a single property meeting in Hawai'i over the past five years or a citywide meeting within the past 10 years.
- **Repeat Business:** A group that has had a single property meeting in Hawai'i within the past five years or a citywide meeting in Hawai'i within the past 10 years.

- **Island Distribution:** The breakdown of room nights that have been booked on the neighboring islands. This includes Maui, Kaua'i, O'ahu and the Island of Hawai'i.
- **Pace:** A calculation that evaluates the annual sales activity level by comparing production to the same time frames for previous years. This calculation shows if the current year-to-date room night bookings are at the same or higher/lower levels than the past year.
- **Need Period:** A future timeframe where the projections for room night demand are lower, therefore warranting specific sales strategies to attract business.
- **Lost Business:** A group where a lead has been generated due to client interest and Hawai'i was not chosen for the meeting or convention.
- **Total Events:** Total licensed events held at the Hawai'i Convention Center.
- **Total Attendance:** Total delegate attendees at licensed events at the Hawai'i Convention Center.
- **Visitor Spending:** State economic impact of offshore licensed events.
- **Tax Generation:** State tax generation of offshore licensed events.

August 2020

Contract No.	Contractor	Description	Contract Amount	Total Contract Value	Start Date	End Date
•21005 S1	SMS Research & Marketing Services, Inc.	COVID-19 Airport Support	\$ -	\$ 114,300.00	7/29/2020	8/31/2020
17214 S5	Anthology Marketing Group, Inc	Design and Maintenance of HTA Website	\$ 11,858.40	\$ 405,459.44	8/5/2020	12/31/2020
			<u>\$ 11,858.40</u>			

Contract Type:
• Sole Source
† Procurement
Exemption

Agenda Item

6

Presentation and Discussion of Current Market Insights and Conditions in Hawaii and Key Major Hawaii Tourism Markets, Including the United States, Japan, Canada, Oceania, Other Asia, Europe, and Cruise



Market Insights – July 2020

The HTA Monthly Market Insights reports on the most recent key performance indicators that the Hawai'i Tourism Authority (HTA) uses to measure success. The following measures provide indicators of the overall health of Hawai'i's visitor industry and help to gauge if the HTA is successfully attaining its goals.

Report on Economic Impact

Due to the COVID-19 pandemic, all passengers arriving from out-of-state during July were required to abide by a mandatory 14-day self-quarantine. The U.S. Centers for Disease Control and Prevention (CDC) continued to enforce its "No Sail Order" on all cruise ships.

Visitor spending data were not available in July 2020. A total of 22,562 visitors traveled to Hawai'i by air service compared to 995,210 visitors during the same month last year. Most of the visitors were from U.S. West (12,890, -97.2%) and U.S. East (7,516, -96.9%). A few visitors came from Japan (54, -100.0%) and Canada (94, -99.6%). There were 2,008 visitors from All Other International Markets (-98.4%). Many of these visitors were from Guam, and a small number of visitors were from the Philippines, Oceania, Other Asia, Europe, Latin America, Puerto Rico, and the Pacific Islands. Total visitor days¹ declined 93.7 percent compared to July 2019.

For the first seven of 2020, Hawai'i's tourism economy experienced:

- Total arrivals decreased 64.7 percent to 2,178,796 visitors, with significantly fewer arrivals by air service (-64.7% to 2,149,005) and by cruise ships (-61.3% to 29,792) compared to the same period a year ago. Total visitor days dropped 61.3 percent.
- Through June 2020, the state collected \$564.3 million in TAT, down 6.0 percent compared to FY 2019 through June 2019.
- Total air capacity (scheduled and charter seats) into Hawai'i declined 53.5 percent to 3,719,238 seats.

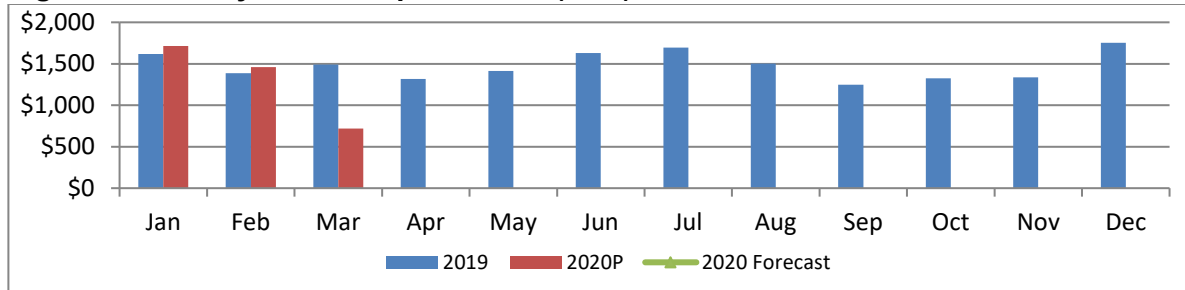
Table 1: Overall Key Performance Indicators – Total (Air + Cruise) – YTD July 2020

	% of Forecast	YOY Rate	July YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-61.3%	20,959,257	N/A
Arrivals	N/A	-64.7%	2,178,796	N/A
Daily Census	N/A	-61.5%	98,400	N/A
Airlift (scheduled seats)	N/A	-53.7%	3,679,486	N/A

DBEDT 2020 forecasts were not available at the time of report publication.

¹ Aggregate number of days stayed by all visitors.

Figure 1: Monthly Visitor Expenditures (\$mil)



Major Market Areas (MMAs)

USA

Table 2: Key Performance Indicators - U.S. Total

	% of Forecast	YOY Rate	July YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-60.7%	14,758,323	N/A
Arrivals	N/A	-64.5%	1,472,076	N/A
Daily Census	N/A	-60.9%	69,288	N/A
Airlift (scheduled seats)	N/A	-51.7%	2,763,704	N/A

DBEDT 2020 forecasts were not available at the time of this report.

- According to the Congressional Budget Office's economic projections, real GDP will contract by 5.6 percent in 2020.
- Many of the monthly U.S. economic data for June improved, with some exceptions, including personal income. However, the resurgence of COVID-19 cases across most U.S. states, combined with the effects of consumer pessimism, is contributing to increased economic uncertainty.
- The Conference Board Consumer Confidence Index decreased in July, after increasing in June. The Index now stands at 92.6 (1985=100), down from 98.3 in June. The Expectations Index decreased from 106.1 in May to 91.5 in June based on consumers' short-term outlook for income, business, and labor market conditions.
- The forecast for domestic scheduled nonstop air seats to Hawai'i for August-October 2020 will decrease by 36.1 percent as compared with the same time period of 2019. The projection is based on flights appearing in Diiio Mi airline schedules as of July 28, 2020. Due to the COVID-19 outbreak, the decrease in scheduled air seats is expected to occur in all major market areas including U.S. West (-31.3%) and U.S. East (-48.3%). The situation is being monitored daily and the forecast adjusted accordingly.
- All U.S. domestic carriers have extended grounding of the Boeing MAX through September 2020 at the earliest.

US WEST

Table 3: Key Performance Indicators - U.S. West

	% of Forecast	YOY Rate	July YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-62.1%	8,952,187	N/A
Arrivals	N/A	-65.4%	940,780	N/A
Daily Census	N/A	-62.3%	42,029	N/A
Airlift (scheduled seats)	N/A	-51.7%	2,413,613	N/A

DBEDT 2020 forecasts were not available at the time of report publication.

- In July, there were 12,890 visitors from U.S. West compared to 462,676 visitors in July 2019. Year-to-date, arrivals decreased 65.4 percent to 940,780 visitors.

US EAST

Table 4: Key Performance Indicators - U.S. East

	% of Forecast	YOY Rate	July YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-58.3%	5,806,136	N/A
Arrivals	N/A	-62.8%	531,296	N/A
Daily Census	N/A	-58.5%	27,259	N/A
Airlift (scheduled seats)	N/A	-51.5%	350,091	N/A

DBEDT 2020 forecasts were not available at the time of report publication.

- In July, 7,516 visitors arrived from U.S. East compared to 243,498 visitors in July 2019. Year-to-date, arrivals dropped 62.8 percent to 531,296 visitors.

CANADA

Table 5: Key Performance Indicators – Canada

	% of Forecast	YOY Rate	July YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-50.8%	2,060,489	N/A
Arrivals	N/A	-54.5%	155,915	N/A
Daily Census	N/A	-51.0%	9,674	N/A
Airlift (scheduled seats)	N/A	-49.1%	164,881	N/A

DBEDT 2020 forecasts were not available at the time of report publication

- In July, 94 visitors arrived from Canada compared to 26,939 visitors a year ago. Year-to-date, arrivals dropped to 155,915 visitors (-54.5%).
- An 8 percent contraction is forecasted for the Canadian economy this year. The economy is forecast to rebound by 6.7 percent in 2021 and 4.8 percent in 2022.
- The Canadian Dollar has lost value averaging of \$0.73 USD so far this year (-2.3%).
- Consumer confidence continued to improve in July registering a positive gain for the third consecutive month. Overall, the national index score increased to 82.5, almost 70 percent

of the pre-pandemic level (120.6). With this increased optimism, the share of people who believe that it is now a good time to make a major purchase rose to 21.9 percent in July, up 12.3 points from its all-time low of 9.6 percent in April.

- The first five months of the year saw Canadians make just 8 million overnight trips to the U.S. and other destinations; a 44.4 percent decline compared to 2019. Compared to 2019, overseas activity has fallen 40.6 percent while transborder trips have decreased 47.3 percent. Canadians made 4.33 million overnight trips to the U.S. during the first five months of 2020, compared to 8.2 million in 2019.
- Air Canada and WestJet have suspended flights to Hawai'i. The 737 MAX 8 landing has also significantly affected Canadian carriers. All Canadian carriers have extended grounding of the Boeing MAX through September 2020 at the earliest.
- The Canadian border remains closed and only citizens and permanent residents are currently allowed into the country until at least September 21. Direct relatives of citizens and permanent residents are allowed in the country with a quarantine period of 14 days. The government has extended the period of mandatory quarantine for most people entering the country in which travelers returning to Canada MUST self-isolate for 14 days.

JAPAN

Table 6: Key Performance Indicators – Japan

	% of Forecast	YOY Rate	July YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-65.9%	1,734,782	N/A
Arrivals	N/A	-66.1%	294,348	N/A
Daily Census	N/A	-66.0%	8,145	N/A
Airlift (scheduled seats)	N/A	-59.4%	466,072	N/A

DBEDT 2020 forecasts were not available at the time of report publication.

- In July, 54 visitors arrived from Japan compared to 134,587 visitors a year ago. Year-to-date, arrivals declined 66.1 percent to 294,348 visitors.
- The exchange rate was at 106.78 JPY to USD in July 2020, continuing to gain slight strength over the US dollar despite the nation being in a recession with a recent surge in COVID-19 cases, indicating that the currency market has continued to act rationally. A significant reason for this is the fact that foreign exchange markets often regard the Japanese yen as a safe haven status when international tensions rise, as can be seen with the recent heightening of tensions between China and the United States.
- The government is working to introduce testing centers for COVID-19 at Narita, Haneda and Kansai International Airports, along with inside the metropolitan city centers of Osaka and Tokyo. The screening centers are being established to mitigate spread of COVID-19 as the government begins to urge domestic travels and seeks reopening of international borders.
- The travel industry is taking significant hits as an increasing amount of travel restrictions are being imposed. All direct flights between Japan and Hawai'i are currently suspended, with most airlines announcing that the suspension will extend through September. Major travel agencies are also canceling all of their international tour products from the lack of airlift.

- A list of currently announced flight changes for Hawai'i is as follows:
 - All Nippon Airways: suspension of all services through September 30.
 - Delta Air Lines: suspension of all services through October 24.
 - Hawaiian Airlines: suspension of all services through September 16.
 - Japan Airlines: Suspension of most services through September 30.
6 special flights to be operated on: 8/1, 8/10, 8/20, 8/30, 9/15 and 9/29.
 - United Airlines: suspension of all services through September 30.
 - Korean Air: suspension of all services through September 30.
 - Air Asia X: suspension of all services until further notice.

OCEANIA

Table 7: Key Performance Indicators – Oceania

	% of Forecast	YOY Rate	July YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-70.2%	569,819	N/A
Arrivals	N/A	-70.1%	60,866	N/A
Daily Census	N/A	-70.3%	2,675	N/A
Airlift (scheduled seats)	N/A	-67.0%	95,737	N/A

DBEDT 2020 forecasts were not available at the time of report publication.

- Australia: There were 17 visitors in July compared to 27,177 visitors a year ago. Through the first seven months of 2020, arrivals decreased 68.7 percent to 50,106 visitors.
- The resurgence of COVID-19 in Victoria is set to significantly impact the national economy at an estimated AU\$10 billion. This is in addition to a projected budget deficit of AU \$184 billion in FY 2020-21 following on from an AU\$86 billion deficit last financial year, the highest since WWII. Unemployment rose to 7.4 percent in June, up from 7.1 percent in May. The participation rate – the proportion of working-age people actively looking for jobs - rose to 64 percent because of restrictions starting to lift in most states. The Melbourne Institute and Westpac Bank Consumer Sentiment Index for Australia declined by 6.1 percent month-on-month in July 2020, after a 6.3 percent rise in June, due to the renewed surge in COVID-19 cases in Victoria. July's deterioration was broad-based, although the largest drops were recorded for the near- and longer-term outlook for the economy. The Australian dollar continues to perform strongly, trading between US\$0.70-\$0.71 during July.
- With the recent spike in cases, the trans-Tasman travel bubble with New Zealand will be delayed indefinitely. The expected surge in domestic tourism has not eventuated due to ongoing border closures and intrastate travel is currently the most realistic option.
- New Zealand: There were 33 visitors in July versus 10,254 visitors a year ago. Through the first seven months of 2020, arrivals declined to 10,760 visitors (-75.2%).
- The Country celebrated 100 days of being COVID free in the community (with only a few cases at the border at the managed isolation hotels). This continues to see a functioning domestic economy with some industries doing very well. One of the exceptions is international tourism (inbound and outbound). And while the government has supported inbound, it is reluctant at this stage to support outbound as it means that New Zealanders will be spending their tourist dollar overseas.

- Recent unemployment figures to June show a remarkably low number (4%) but this will most definitely increase when the September quarter is released. Overall, the NZ dollar is holding up well at over US\$0.66 which reflects the state of the economy when compared globally. The New Zealand General Election will be held September 19 and there is currently much political weighted activity taking place amongst the main parties.

EUROPE

Table 8: Key Performance Indicators – Europe

	% of Forecast	YOY Rate	July YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-70.6%	271,966	N/A
Arrivals	N/A	-71.1%	20,562	N/A
Daily Census	N/A	-70.7%	1,277	N/A
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

DBEDT 2020 forecasts were not available at the time of report publication.

- There were 74 visitors from Europe (United Kingdom, France, Germany, Italy and Switzerland) in July versus 16,059 visitors a year ago. Through the first seven months of 2020, arrivals decreased 71.1 percent to 20,562 visitors.

CHINA

Table 9: Key Performance Indicators – China

	% of Forecast	YOY Rate	July YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-81.5%	90,525	N/A
Arrivals	N/A	-83.8%	10,023	N/A
Daily Census	N/A	-81.6%	425	N/A
Airlift (scheduled seats)	N/A	-89.2%	8,176	N/A

DBEDT 2020 forecasts were not available at the time of report publication.

- There were 20 visitors in July compared to 8,562 visitors a year ago. Year-to-date through July, arrivals decreased 83.8 percent to 10,023 visitors.
- In Q2 2020, China GDP increased 3.2 percent, compared to a year earlier. This was a surprise, after a 6.8 percent contraction in Q1 2020. Overall, for the first half of the year, China economy contracted 1.6 percent.

KOREA

Table 10: Key Performance Indicators – Korea

	% of Forecast	YOY Rate	July YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-65.1%	349,479	N/A
Arrivals	N/A	-67.9%	41,688	N/A
Daily Census	N/A	-65.3%	1,641	N/A
Airlift (scheduled seats)	N/A	-61.7%	71,175	N/A

DBEDT 2020 forecasts were not available at the time of report publication.

- There were 16 visitors in July versus 16,109 visitors a year ago. Through the first seven months of 2020, arrivals fell 67.9 percent to 41,688 visitors.
- Global credit rating agencies and foreign investment banks forecasted optimistic outlook for Korean economy. S&P Global Ratings Asia-Pacific predicted that Korea is set to perform better than other countries this year with a modest contraction of 1.5 percent, unchanged from last forecast. Moody's Investors Services also predicted that Korea would become the only advanced economy whose real output next year would exceed the pre-coronavirus level. Fitch Ratings upgraded its 2020 GDP forecast for Korea to a contraction of 0.9 percent from a contraction of 1.2 percent, citing better-than-expected incoming economic data and relative success in virus containment. HSBC even forecasts the Korean economy.
- The average USD/WON exchange rate in July was 1,198.86 won, slight decrease from the previous rate of 1210.01 won in June.
- Ministry of Foreign Affairs extended the special travel advisory which had been issued in March 23 for Koreans to avoid non-essential overseas trips until August 19.
- Korean Air suspended its flight services on ICN-HNL route (KE053) and ICN-NRT-HNL route (KE001) till September 30, 2020.
- Asiana Airlines extended the flights service suspension of ICN-HNL route (OZ232) until September 30, 2020.
- Hawaiian Airlines has halted its flight service of ICN-HNL routes through September 1, 2020.

TAIWAN

Table 11: Key Performance Indicators – Taiwan

	% of Forecast	YOY Rate	July YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-77.5%	33,905	N/A
Arrivals	N/A	-79.0%	3,468	N/A
Daily Census	N/A	-77.6%	159	N/A
Airlift (scheduled seats)	N/A	-67.6%	7,344	N/A

DBEDT 2020 forecasts were not available at the time of report publication.

- Five visitors came in July compared to 2,301 visitors a year ago. Year-to-date through July, arrivals dropped 79.0 percent to 3,468 visitors.

- Taiwan Ministry of Health and Welfare and the United States Department of Health and Human Services signed the first MOU, marking a significant mark of the partnership on both sides.
- After a 5-month long ban on travel agencies, the restriction for organizing inbound and outbound group tours will not be extended after its deadline of August 31.

LATIN AMERICA

Table 122: Key Performance Indicators – Latin America

	% of Forecast	YOY Rate	July YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-58.4%	67,994	N/A
Arrivals	N/A	-66.5%	5,227	N/A
Daily Census	N/A	-58.6%	319	N/A
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

DBEDT 2020 forecasts were not available at the time of report publication.

- There were 113 visitors from Latin America (Mexico, Brazil and Argentina) in July compared to 2,831 visitors a year ago. Year-to-date through July, arrivals dropped 66.5 percent to 5,227 visitors.

ISLAND VISITATION:

- **Oahu:** In July, total visitor days decreased 91.9 percent compared to a year ago. There were 15,776 visitors on Oahu in July compared to 598,986 visitors year-over-year. Through the first seven months of 2020, visitor arrivals dropped 65.2 percent to 1,260,920 visitors.
- **Maui:** In July, total visitor days declined 97.4 percent from a year ago. There were 2,585 visitors on Maui in July versus 307,834 visitors a year ago. Year-to-date through July, arrivals fell 66.7 percent to 609,402 visitors.
- **Hawai'i Island:** In July, visitor days declined 91.1 percent from a year ago. There were 3,700 visitors on Hawai'i Island in July compared to 173,899 visitors a year ago. Through the first seven months of 2020, arrivals fell 62.2 percent to 398,417 visitors.
- **Kaua'i:** In July, total visitor days dropped 96.0 percent compared to a year ago. There were 1,397 visitors on Kaua'i in July compared to 139,157 visitors a year ago. Through the first seven months of 2020, visitor arrivals decreased 65.5 percent to 285,010 visitors.

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

Hawai'i Tourism Authority Report Date: **Jul-20** *Preliminary*

Visitor Industry Performance Measures

Market: **OVERALL**

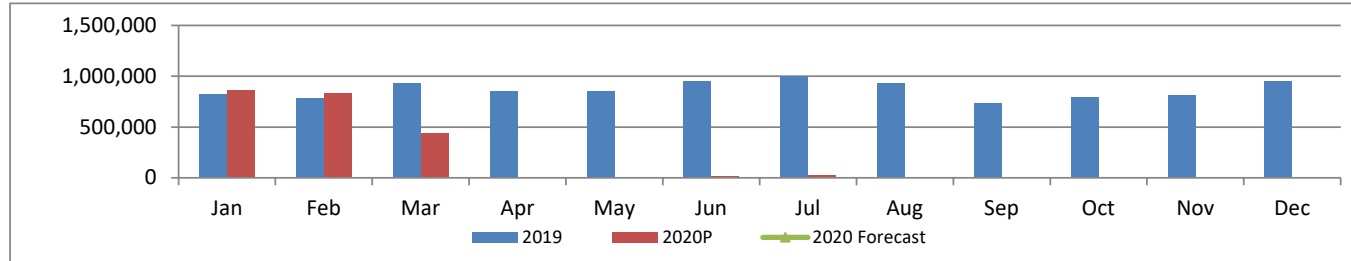
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-65.2%	1,260,920
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-66.7%	609,402
Visitor Days	N/A	-61.3%	20,959,257	N/A	Moloka'i	-61.2%	14,721
Arrivals	N/A	-64.7%	2,178,796	N/A	Lāna'i	-70.8%	15,098
Daily Census	N/A	-61.5%	98,400	N/A	Kaua'i	-65.5%	285,010
Airlift (scheduled seats)	N/A	-53.7%	3,679,486	N/A	Hawai'i Island	-62.2%	398,417

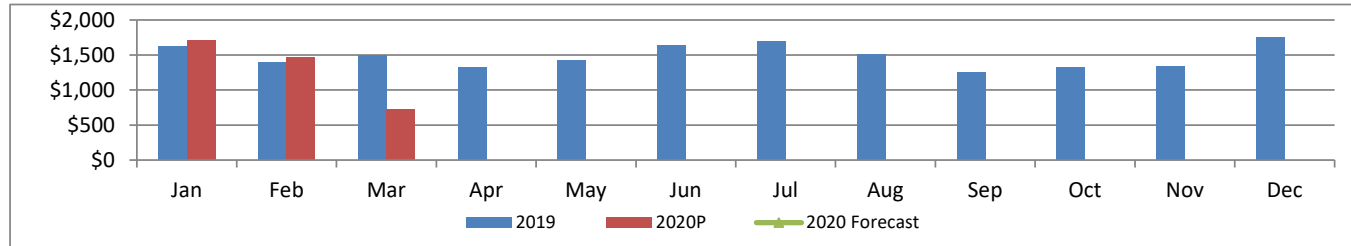
*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

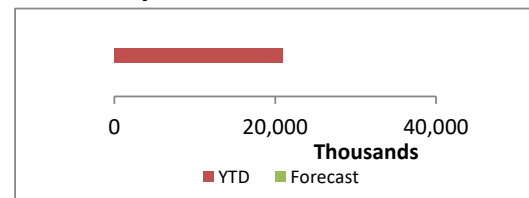


Monthly Visitor Expenditures (\$mil)

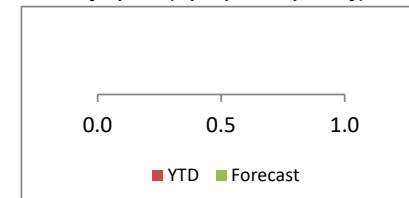


Annual Indicators

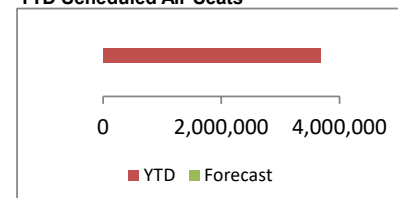
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

Hawai'i Tourism Authority Report Date: **Jul-20** *Preliminary*

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

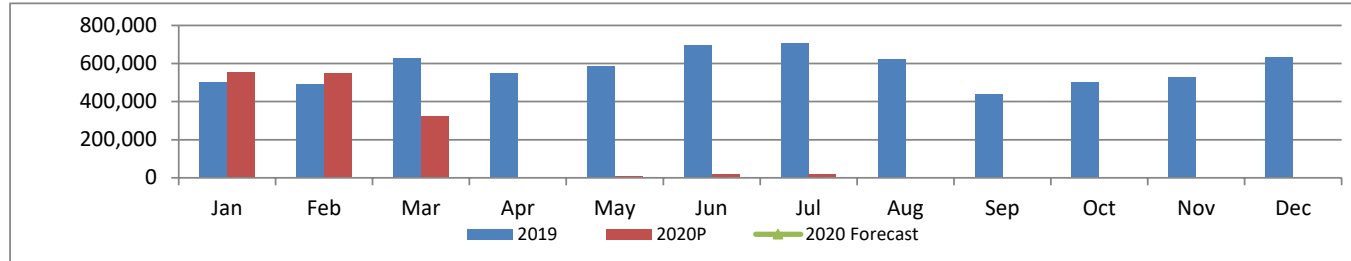
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-63.9%	726,196
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-66.9%	483,901
Visitor Days	N/A	-60.7%	14,758,323	N/A	Moloka'i	-62.0%	10,058
Arrivals	N/A	-64.5%	1,472,076	N/A	Lāna'i	-67.1%	11,740
Daily Census	N/A	-60.9%	69,288	N/A	Kaua'i	-65.7%	236,170
Airlift (scheduled seats)	N/A	-51.7%	2,763,704	N/A	Hawai'i Island	-62.1%	288,387

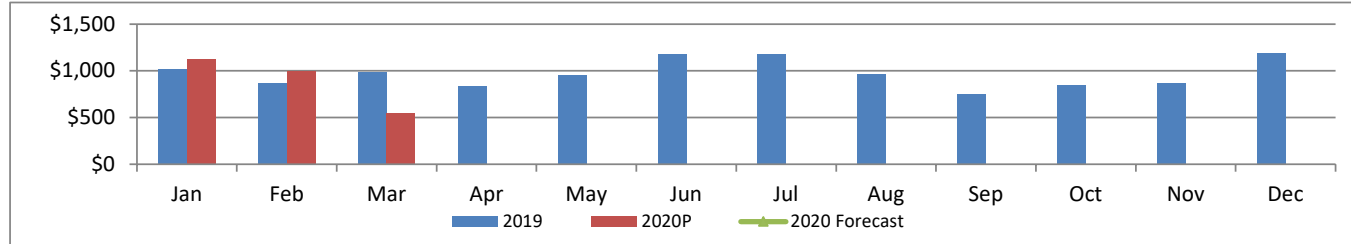
*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

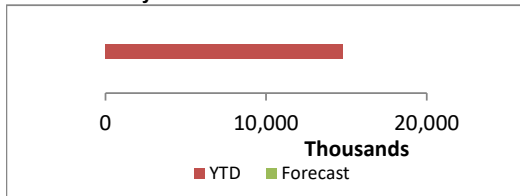


Monthly Visitor Expenditures (\$mil)

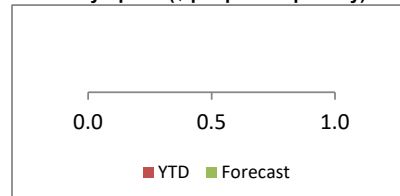


Annual Indicators

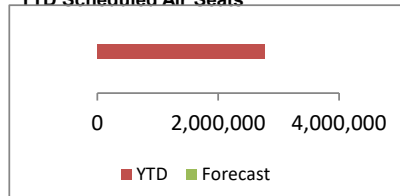
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

Hawai'i Tourism Authority Report Date: **Jul-20** *Preliminary*

Visitor Industry Performance Measures

Market: **U.S. WEST**

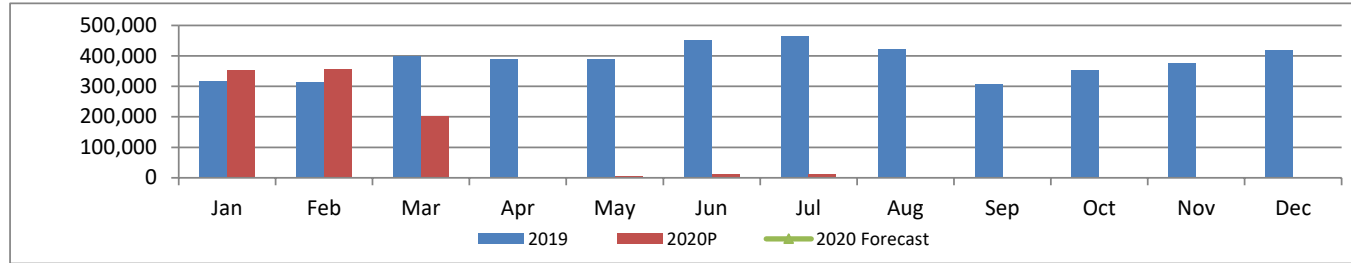
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-64.1%	425,223
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-68.2%	299,049
Visitor Days	N/A	-62.1%	8,952,187	N/A	Moloka'i	-61.8%	5,983
Arrivals	N/A	-65.4%	940,780	N/A	Lāna'i	-65.9%	6,244
Daily Census	N/A	-62.3%	42,029	N/A	Kaua'i	-66.7%	144,591
Airlift (scheduled seats)	N/A	-51.7%	2,413,613	N/A	Hawai'i Island	-62.2%	178,714

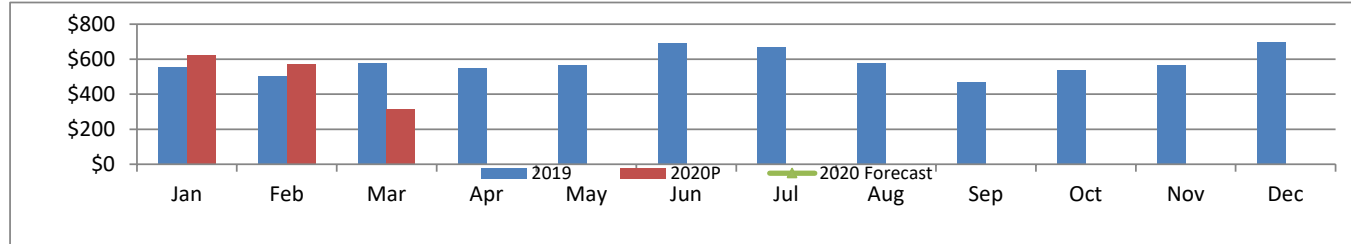
*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

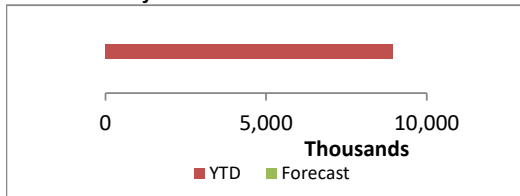


Monthly Visitor Expenditures (\$mil)

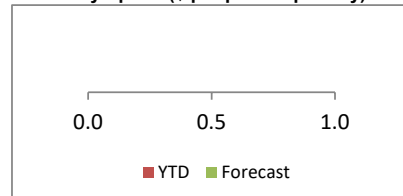


Annual Indicators

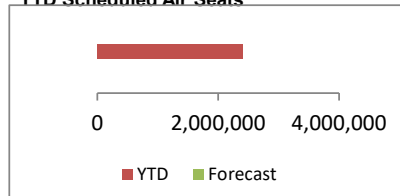
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

Hawai'i Tourism Authority Report Date: **Jul-20** *Preliminary*

Visitor Industry Performance Measures

Market: **U.S. EAST**

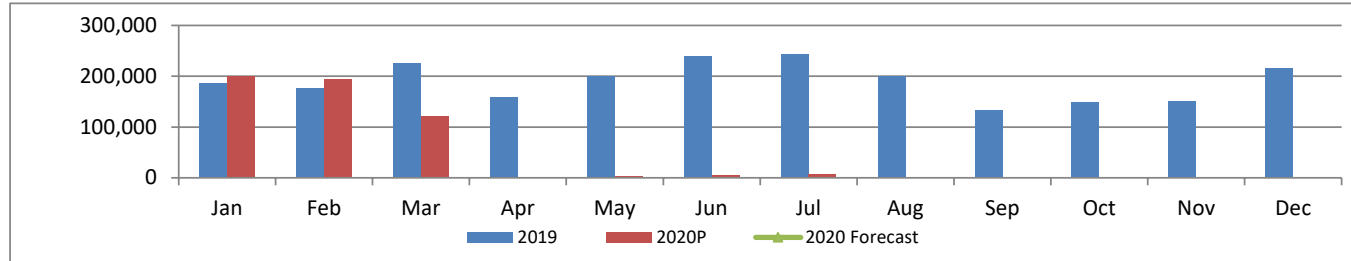
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-63.6%	300,973
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-64.6%	184,852
Visitor Days	N/A	-58.3%	5,806,136	N/A	Moloka'i	-62.3%	4,075
Arrivals	N/A	-62.8%	531,296	N/A	Lāna'i	-68.3%	5,496
Daily Census	N/A	-58.5%	27,259	N/A	Kaua'i	-64.1%	91,580
Airlift (scheduled seats)	N/A	-51.5%	350,091	N/A	Hawai'i Island	-61.9%	109,673

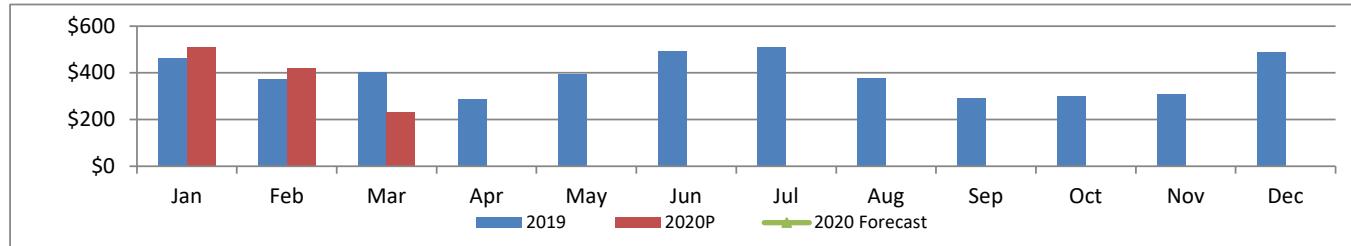
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Monthly Indicators

Monthly Arrivals

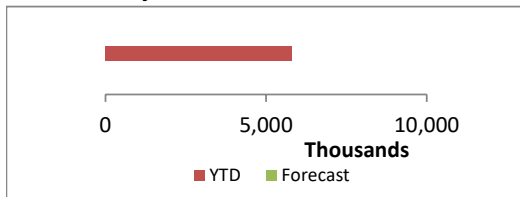


Monthly Visitor Expenditures (\$mil)

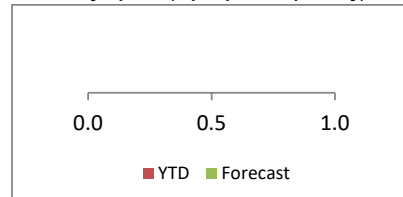


Annual Indicators

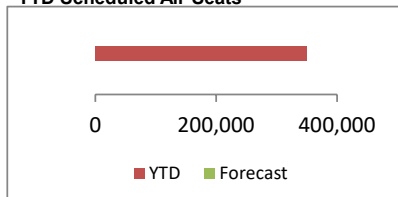
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

Hawai'i Tourism Authority Report Date: **Jul-20** Preliminary

Visitor Industry Performance Measures

Market: **CANADA**

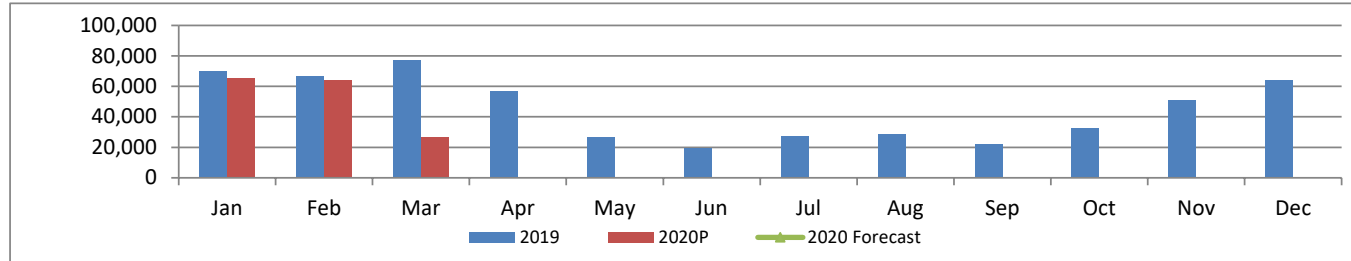
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-57.5%	61,742
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-58.4%	71,122
Visitor Days	N/A	-50.8%	2,060,489	N/A	Moloka'i	-69.0%	1,023
Arrivals	N/A	-54.5%	155,915	N/A	Lāna'i	-58.4%	1,556
Daily Census	N/A	-51.0%	9,674	N/A	Kaua'i	-53.6%	22,571
Airlift (scheduled seats)	N/A	-49.1%	164,881	N/A	Hawai'i Island	-41.4%	35,827

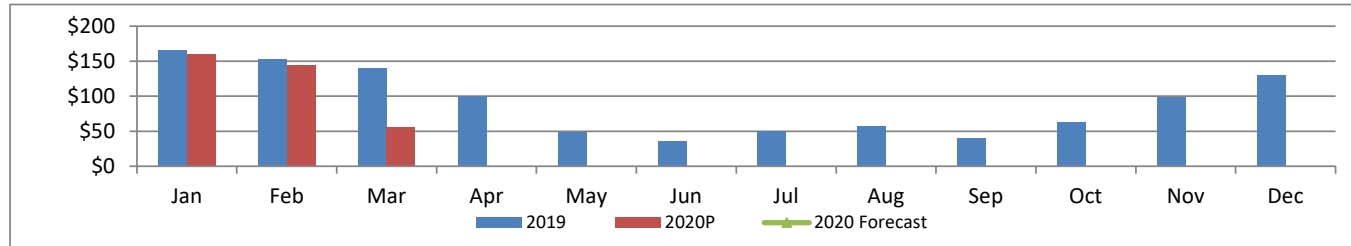
*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

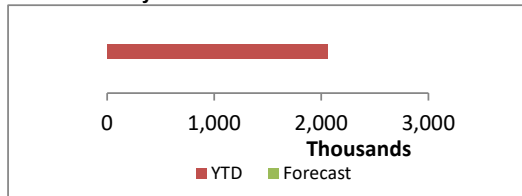


Monthly Visitor Expenditures (\$mil)

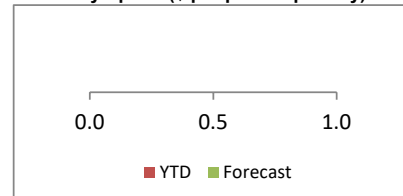


Annual Indicators

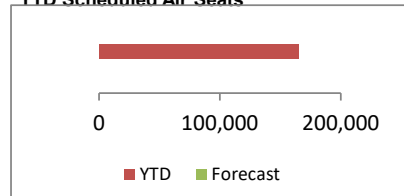
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

Hawai'i Tourism Authority Report Date: **Jul-20** Preliminary

Visitor Industry Performance Measures

Market: **JAPAN**

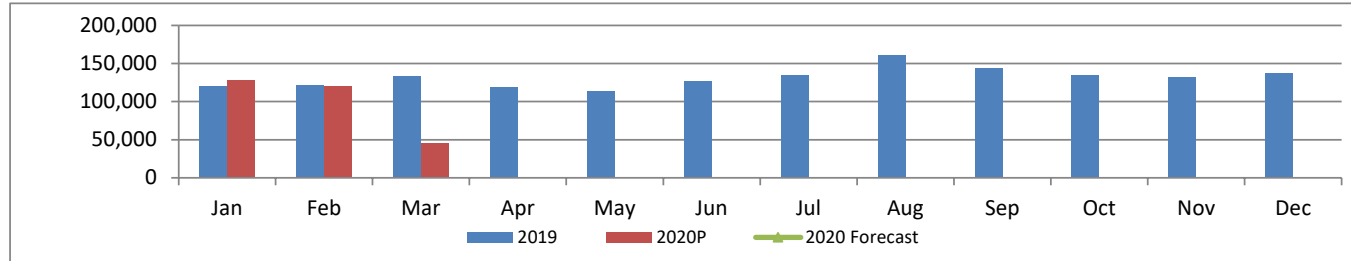
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-66.7%	274,610
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-69.9%	8,136
Visitor Days	N/A	-65.9%	1,734,782	N/A	Moloka'i	-52.8%	421
Arrivals	N/A	-66.1%	294,348	N/A	Lāna'i	-90.3%	133
Daily Census	N/A	-66.0%	8,145	N/A	Kaua'i	-72.2%	3,710
Airlift (scheduled seats)	N/A	-59.4%	466,072	N/A	Hawai'i Island	-60.3%	35,908

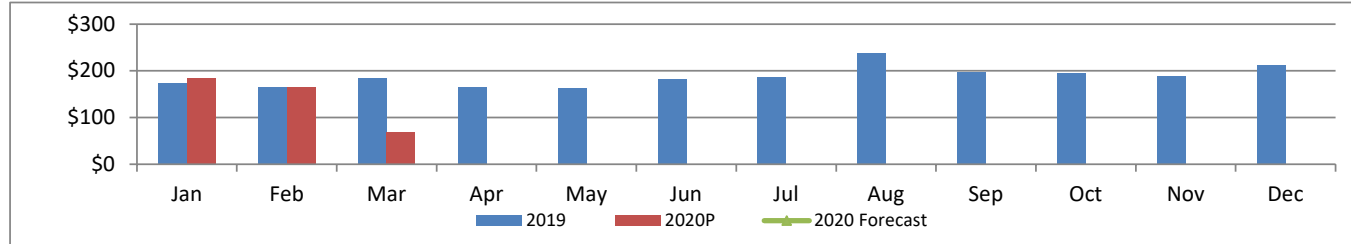
*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

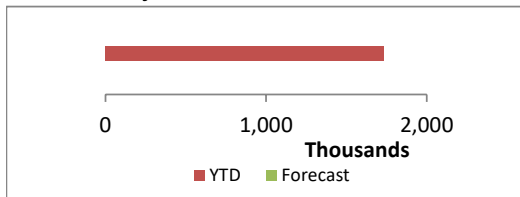


Monthly Visitor Expenditures (\$mil)

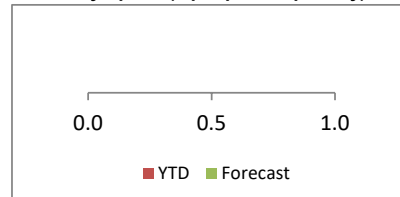


Annual Indicators

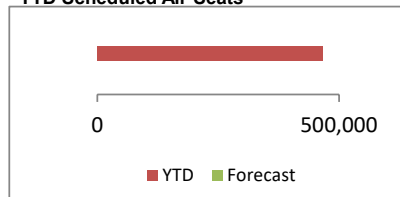
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

Hawai'i Tourism Authority Report Date: **Jul-20** *Preliminary*

Visitor Industry Performance Measures

Market: **CHINA**

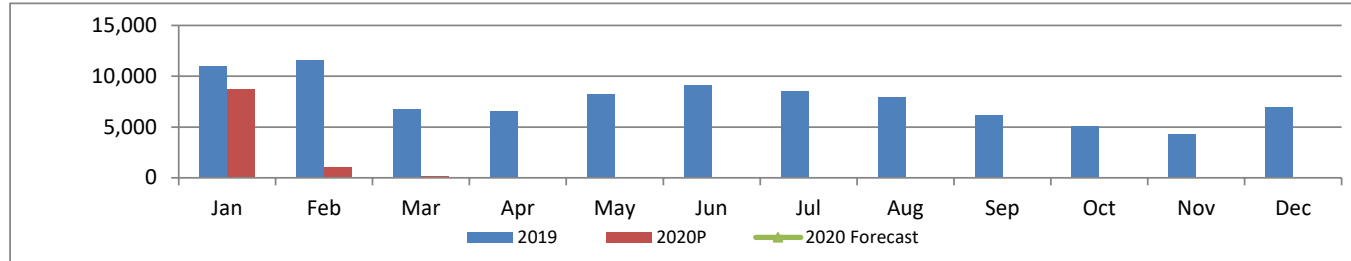
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-83.9%	9,576
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-82.1%	2,396
Visitor Days	N/A	-81.5%	90,525	N/A	Moloka'i	-84.6%	75
Arrivals	N/A	-83.8%	10,023	N/A	Lāna'i	-91.5%	56
Daily Census	N/A	-81.6%	425	N/A	Kaua'i	-77.3%	605
Airlift (scheduled seats)	N/A	-89.2%	8,176	N/A	Hawai'i Island	-83.2%	3,906

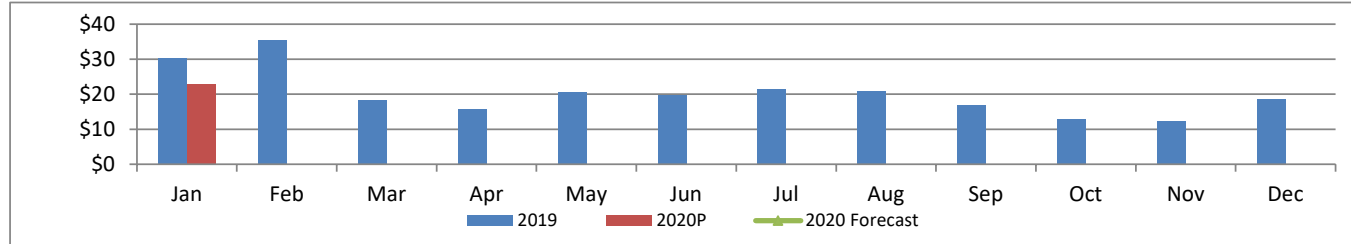
*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

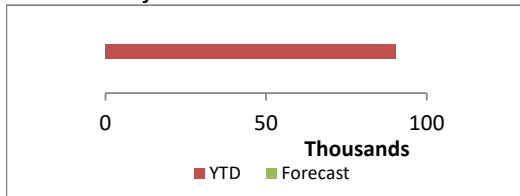


Monthly Visitor Expenditures (\$mil)

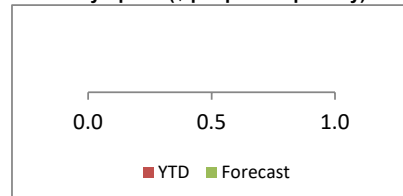


Annual Indicators

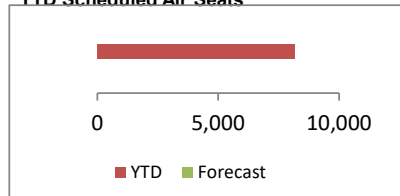
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

Hawai'i Tourism Authority Report Date: **Jul-20** *Preliminary*

Visitor Industry Performance Measures

Market: **KOREA**

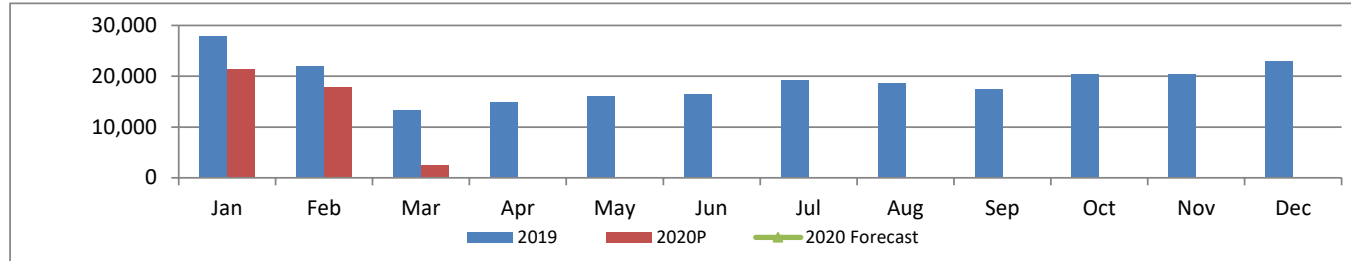
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-67.8%	41,104
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-76.1%	4,169
Visitor Days	N/A	-65.1%	349,479	N/A	Moloka'i	-85.1%	60
Arrivals	N/A	-67.9%	41,688	N/A	Lāna'i	-73.5%	94
Daily Census	N/A	-65.3%	1,641	N/A	Kaua'i	-72.4%	1,207
Airlift (scheduled seats)	N/A	-61.7%	71,175	N/A	Hawai'i Island	-60.1%	6,095

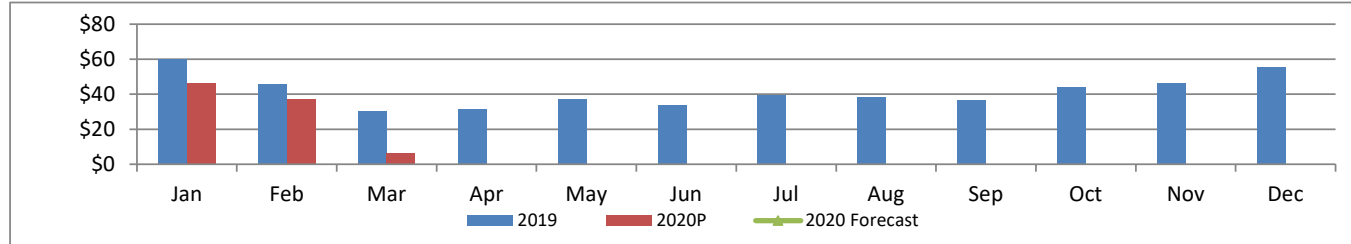
*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

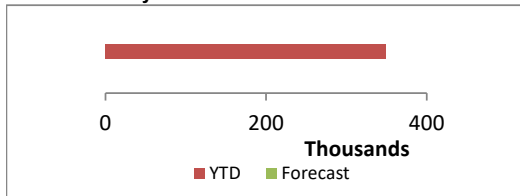


Monthly Visitor Expenditures (\$mil)

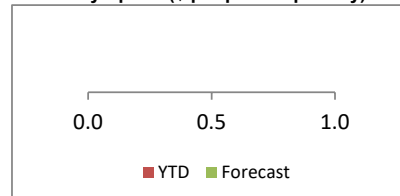


Annual Indicators

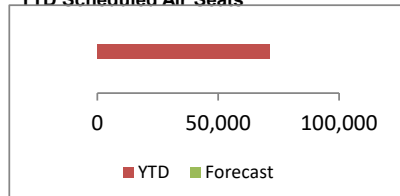
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

Hawai'i Tourism Authority Report Date: **Jul-20** *Preliminary*

Visitor Industry Performance Measures

Market: **TAIWAN**

Key Performance Indicators

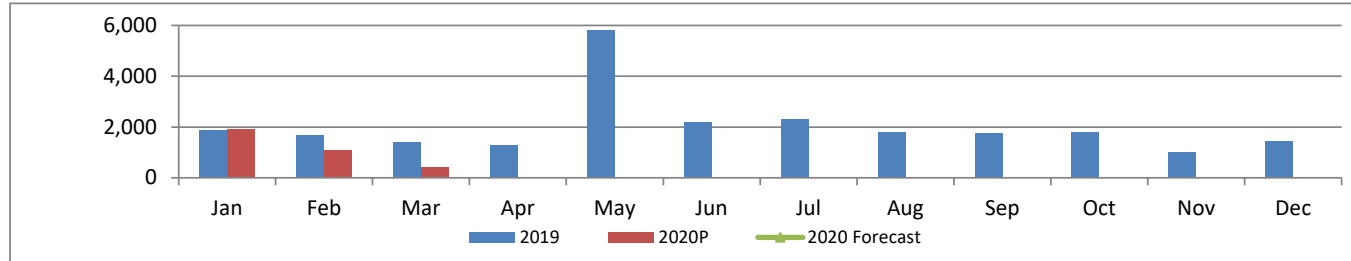
	% of Forecast*	YOY Rate	YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-77.5%	33,905	N/A
Arrivals	N/A	-79.0%	3,468	N/A
Daily Census	N/A	-77.6%	159	N/A
Airlift (scheduled seats)	N/A	-67.6%	7,344	N/A

	YOY Rate	YTD
O'ahu	-79.1%	3,379
Maui	-79.7%	601
Moloka'i	N/A	22
Lāna'i	-97.4%	3
Kaua'i	-79.6%	133
Hawai'i Island	-68.6%	1,243

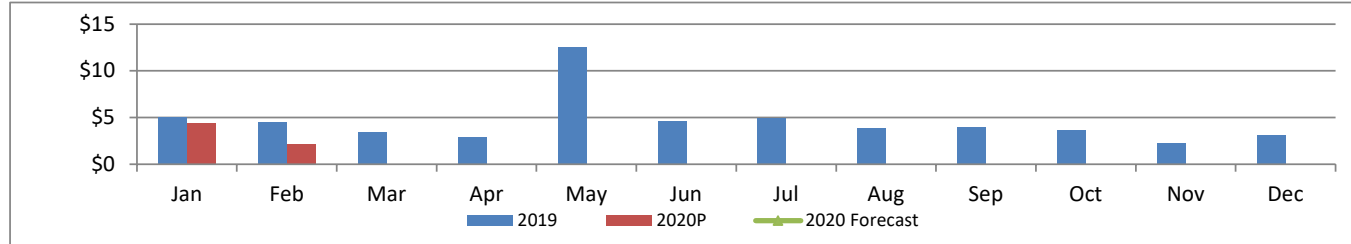
*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

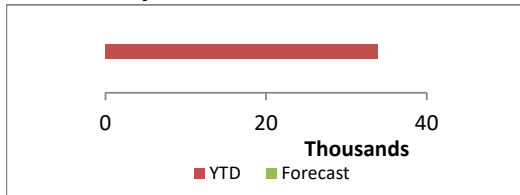


Monthly Visitor Expenditures (\$mil)

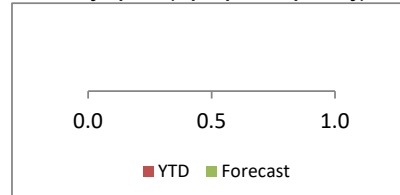


Annual Indicators

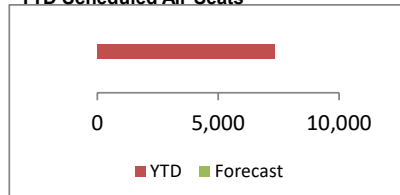
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

Hawai'i Tourism Authority Report Date: **Jul-20** *Preliminary*

Visitor Industry Performance Measures

Market: **OCEANIA**

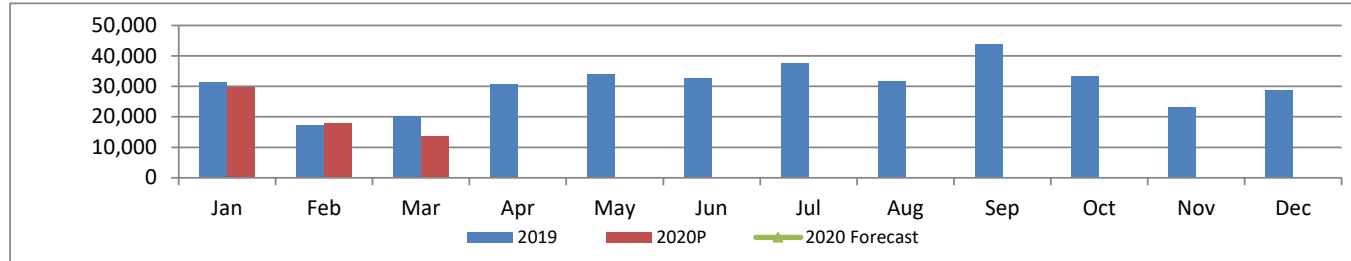
Key Performance Indicators

	% of Forecast*	YOY Rate	YTD	Forecast	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A	O'ahu	-70.1%	59,574
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A	Maui	-74.7%	8,637
Visitor Days	N/A	-70.2%	569,819	N/A	Moloka'i	-67.4%	833
Arrivals	N/A	-70.1%	60,866	N/A	Lāna'i	-77.1%	847
Daily Census	N/A	-70.3%	2,675	N/A	Kaua'i	-72.3%	5,052
Airlift (scheduled seats)	N/A	-67.0%	95,737	N/A	Hawai'i Island	-68.4%	7,621

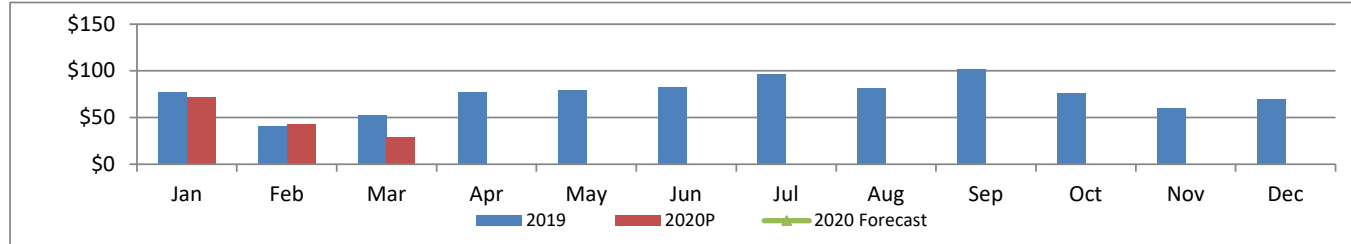
*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

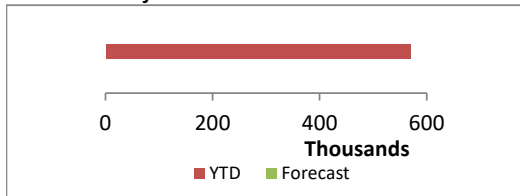


Monthly Visitor Expenditures (\$mil)

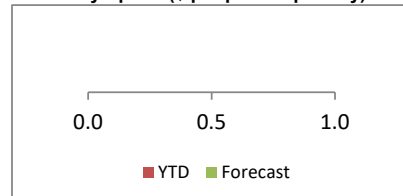


Annual Indicators

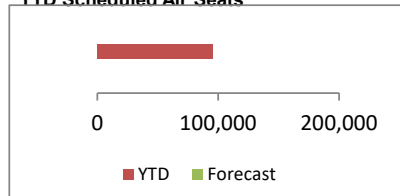
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

Hawai'i Tourism Authority Report Date: **Jul-20** *Preliminary*

Visitor Industry Performance Measures

Market: **EUROPE**

Key Performance Indicators

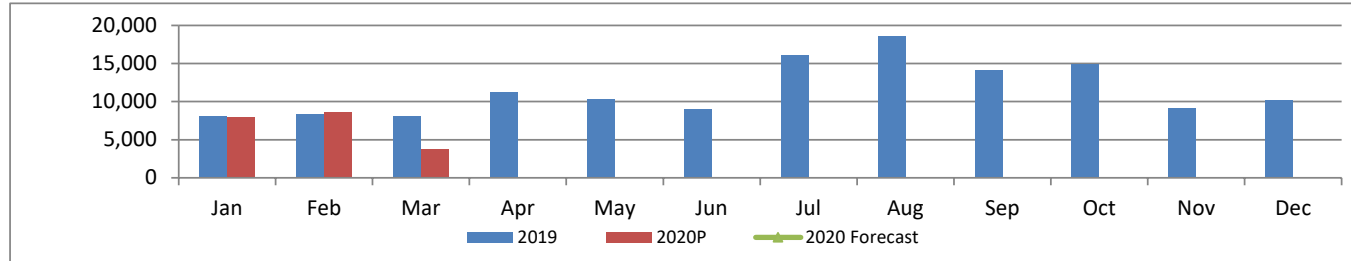
	% of Forecast*	YOY Rate	YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-70.6%	271,966	N/A
Arrivals	N/A	-71.1%	20,562	N/A
Daily Census	N/A	-70.7%	1,277	N/A
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

	YOY Rate	YTD
O'ahu	-71.9%	14,832
Maui	-73.4%	8,313
Moloka'i	-61.7%	360
Lāna'i	-73.2%	244
Kaua'i	-72.3%	4,925
Hawai'i Island	-69.6%	6,542

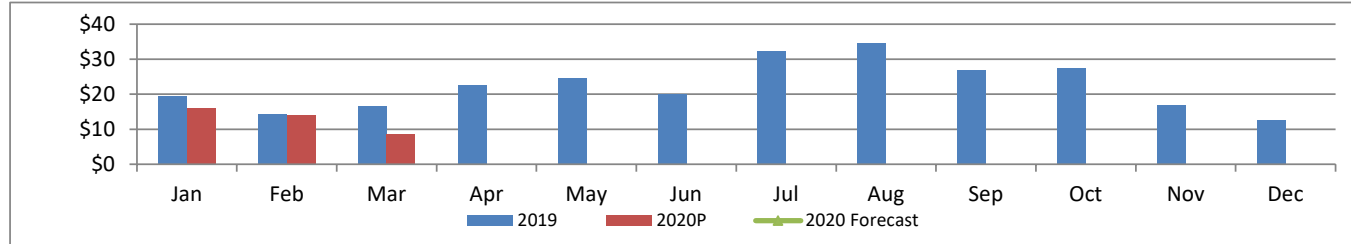
*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

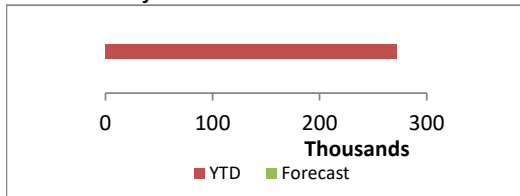


Monthly Visitor Expenditures (\$mil)

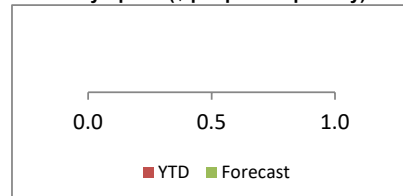


Annual Indicators

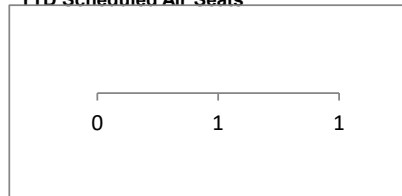
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Airlift (scheduled seats)

Hawai'i Tourism Authority Report Date: **Jul-20** *Preliminary*

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

Key Performance Indicators

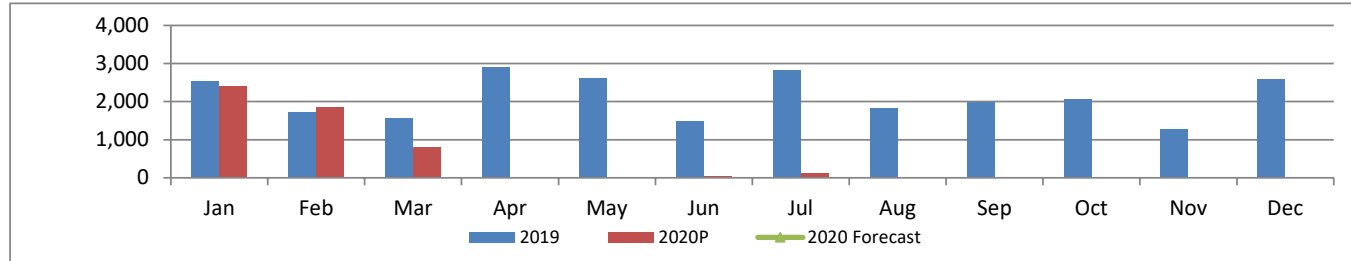
	% of Forecast*	YOY Rate	YTD	Forecast
Visitor Spending (\$mil)*	N/A	N/A	N/A	N/A
Daily Spend (\$pppd)	N/A	N/A	N/A	N/A
Visitor Days	N/A	-58.4%	67,994	N/A
Arrivals	N/A	-66.5%	5,227	N/A
Daily Census	N/A	-58.6%	319	N/A
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

Arrivals	YOY Rate	YTD
O'ahu	-67.4%	3,920
Maui	-67.7%	1,731
Moloka'i	-83.9%	20
Lāna'i	-84.0%	50
Kaua'i	-71.9%	571
Hawai'i Island	-72.1%	854

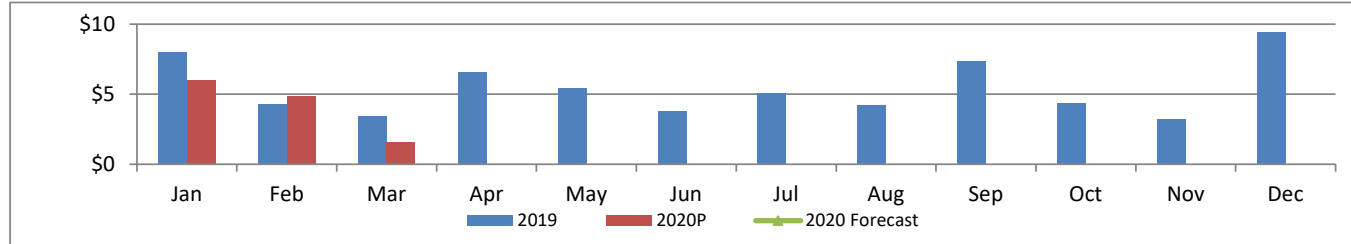
*DBEDT 2020 Forecast not yet available

Monthly Indicators

Monthly Arrivals

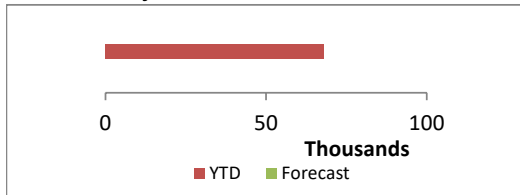


Monthly Visitor Expenditures (\$mil)

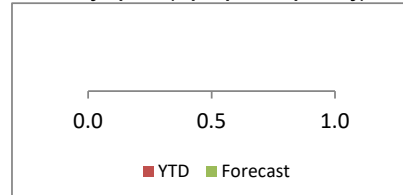


Annual Indicators

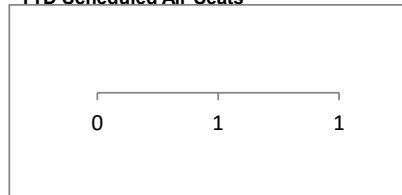
YTD Visitor Days



YTD Daily Spend (\$ per person per day)



YTD Scheduled Air Seats



* Excludes Supplemental Business Expenditures

Agenda Item

7

Presentation, Discussion and Action on HTA's
Financial Reports for July 2020

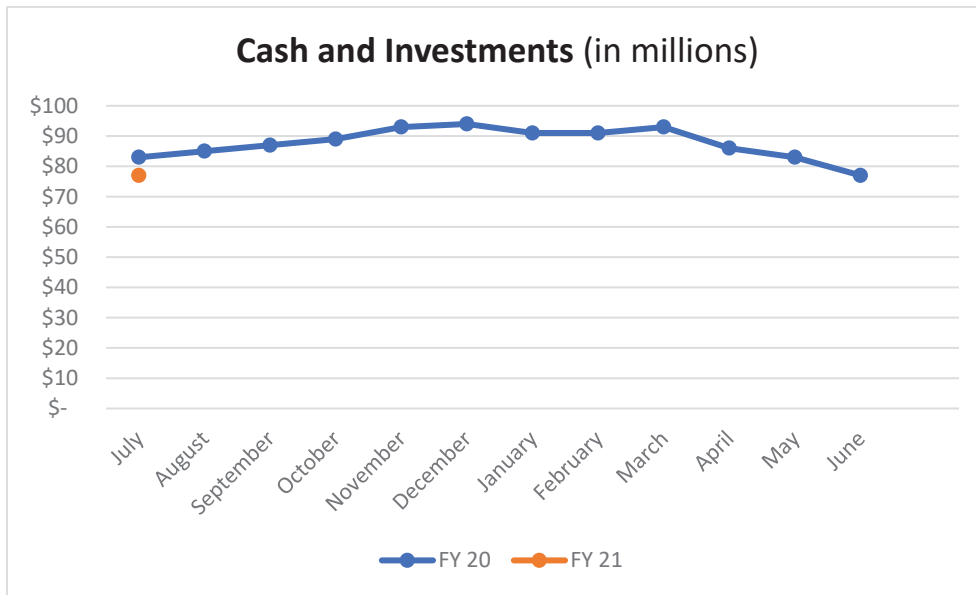
HAWAII TOURISM

AUTHORITY

Financial Statements – Executive Summary July 1, 2020 – July 31, 2020

Tourism Special Fund:

1. \$77.3M in cash and investments



- a. Includes \$5M in Emergency Fund held as investments.
 - i. Approximately \$3M held in money market funds; and
 - ii. Approximately \$2M held in US Treasury Notes, laddered to mature throughout FY 2021
 - iii. Further detail provided in the financial statements (as of June 2020)
- b. Cash balances at July 31, 2020 are consistent with June's. Cash is anticipated to decrease throughout the remainder of the fiscal year as HTA funds its budget with its reserves.

2. HTA's outstanding encumbrances are summarized as follows:

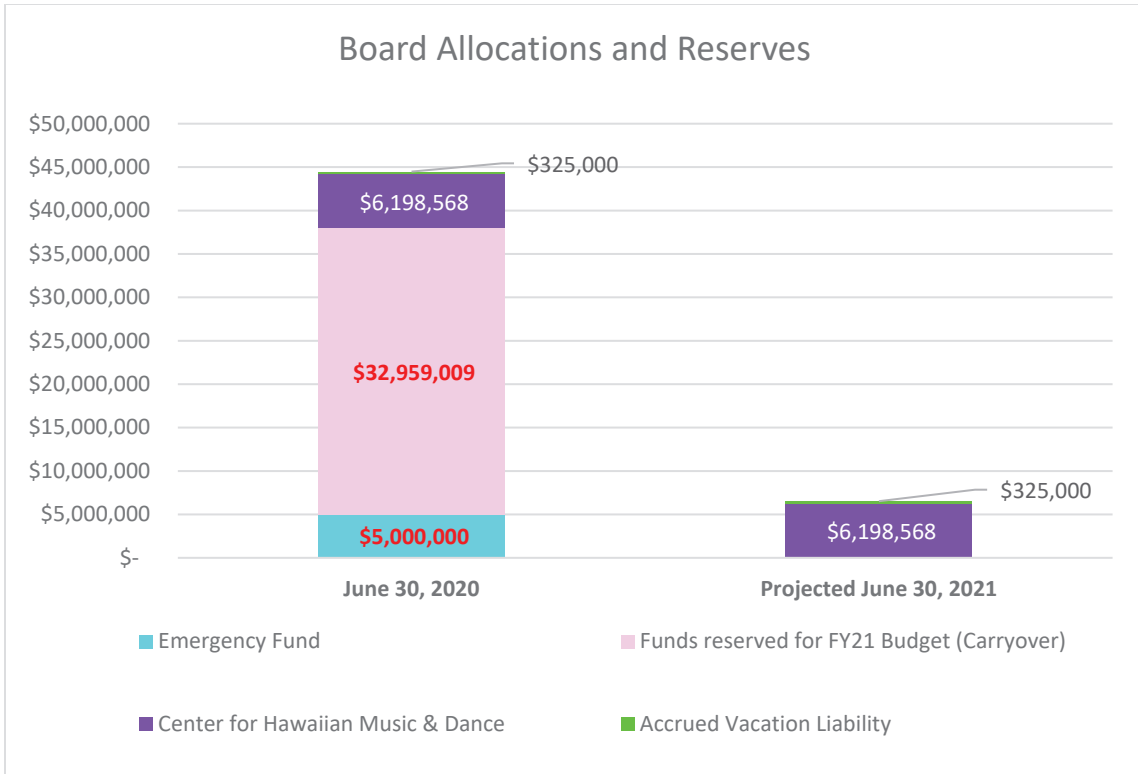
\$32.8M	Prior year encumbrances currently being spent down
\$6.5M	Current year encumbrances remaining
\$39.3M	Total encumbrances outstanding at July 31, 2020

Of the \$39.3M encumbrances outstanding, \$14.7M represents encumbrances that HTA planned to cancel during FY 2020 and will instead cancel in FY 2021:

		\$39.3M		
	\$14.7M		\$24.6M	
	anticipate cancelling in FY 21		encumbrances anticipated	
	(will be available for FY 21 budget)		to spend down in FY 21	

Its impact on the FY 2021 budget is discussed in item 4 below.

3. \$6.5M reserved as Board allocations projected for the end of FY 2021, compared to \$44.4M at the beginning of the fiscal year. A supporting schedule is embedded in these financial statements to provide greater detail. These balances are comprised of the following:



4. Reconciliation of funds available for FY 2021 Budget:

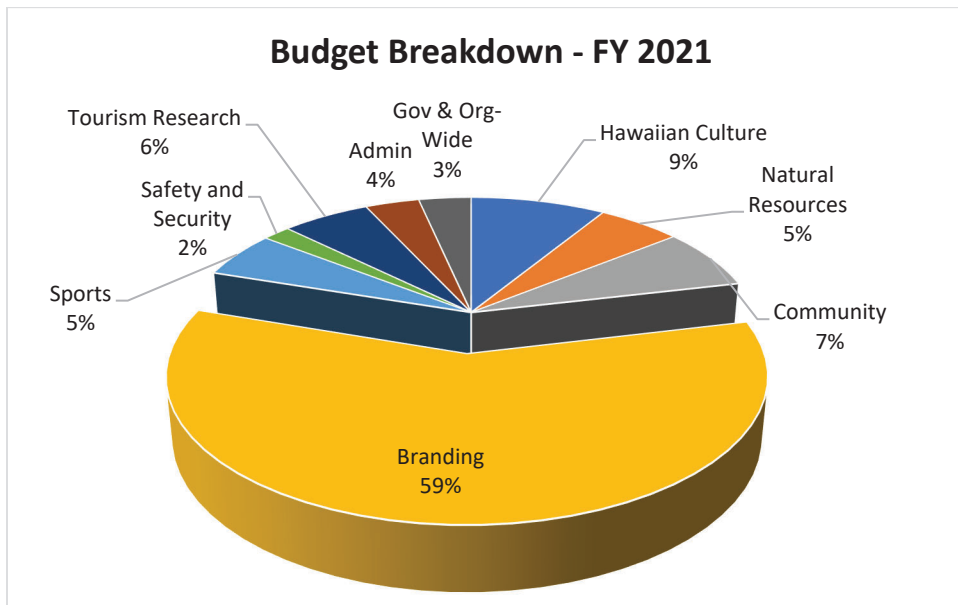
Items in Red above

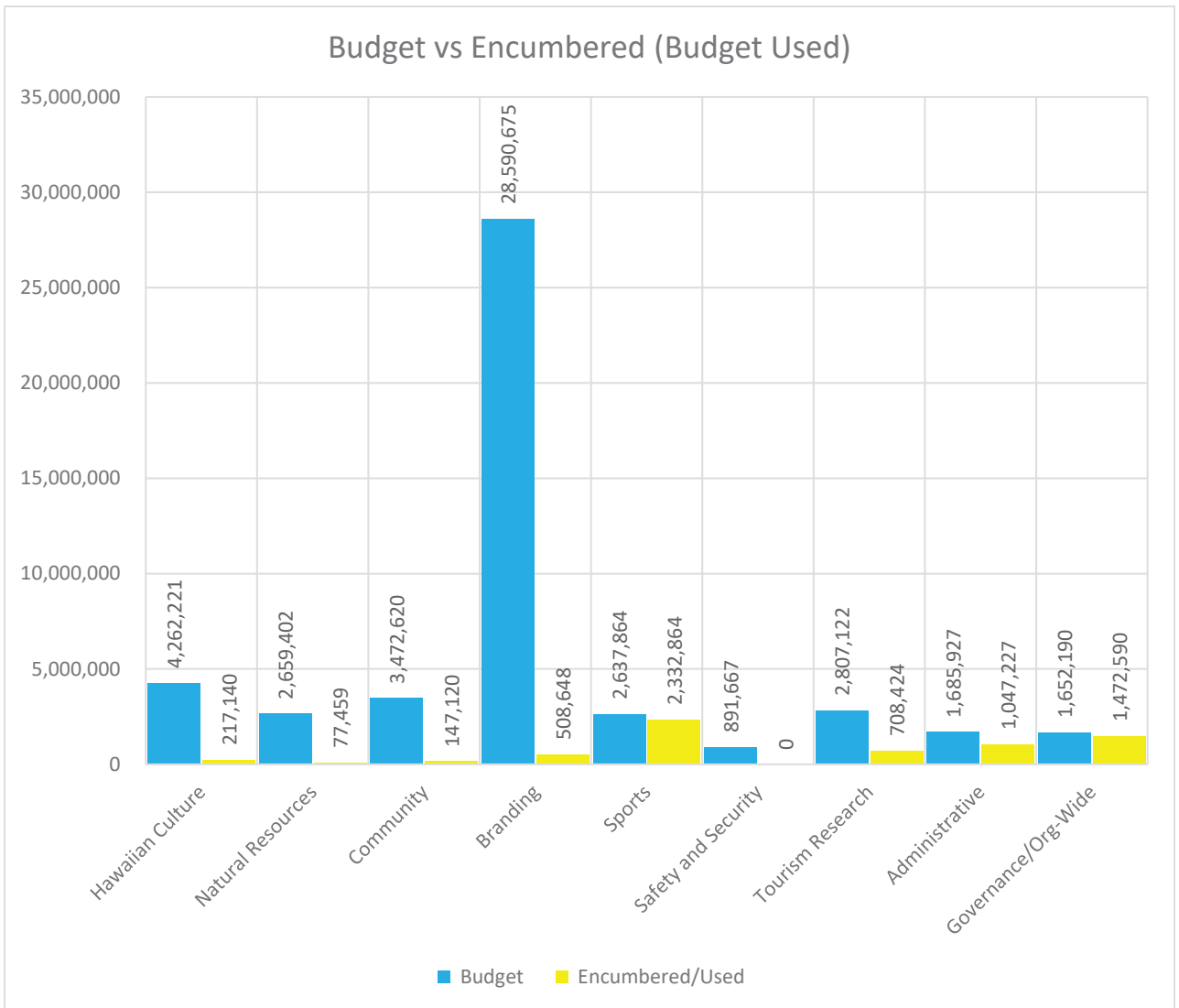
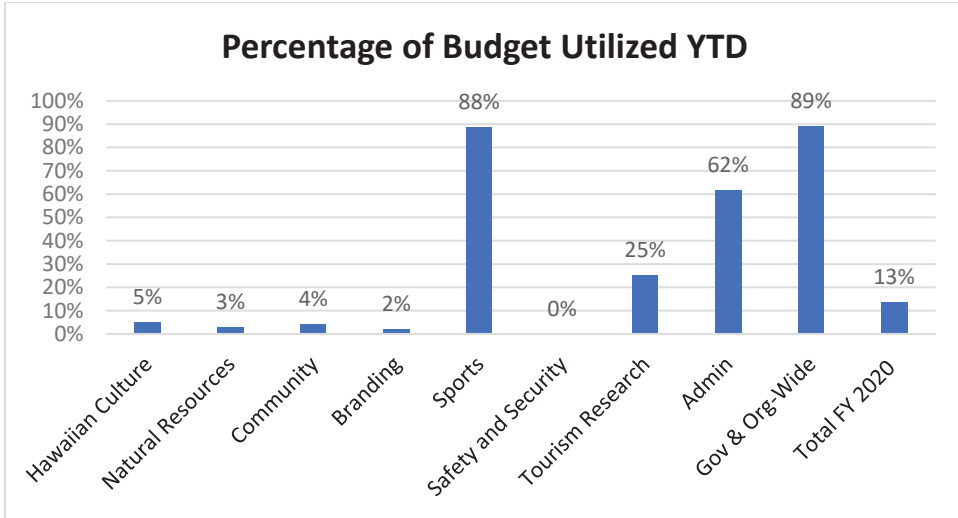
\$14.7M	Encumbrances anticipate cancelling in FY 21	
\$32.9M	Funds reserved by HTA Board for FY 21's Budget	
\$5M	Emergency Fund, subject to Governor's release	
<hr/>		
\$52.6M	Available for FY 2021 Budget	-VS- \$48.67M FY 21 Budget approved by Board in June 2020

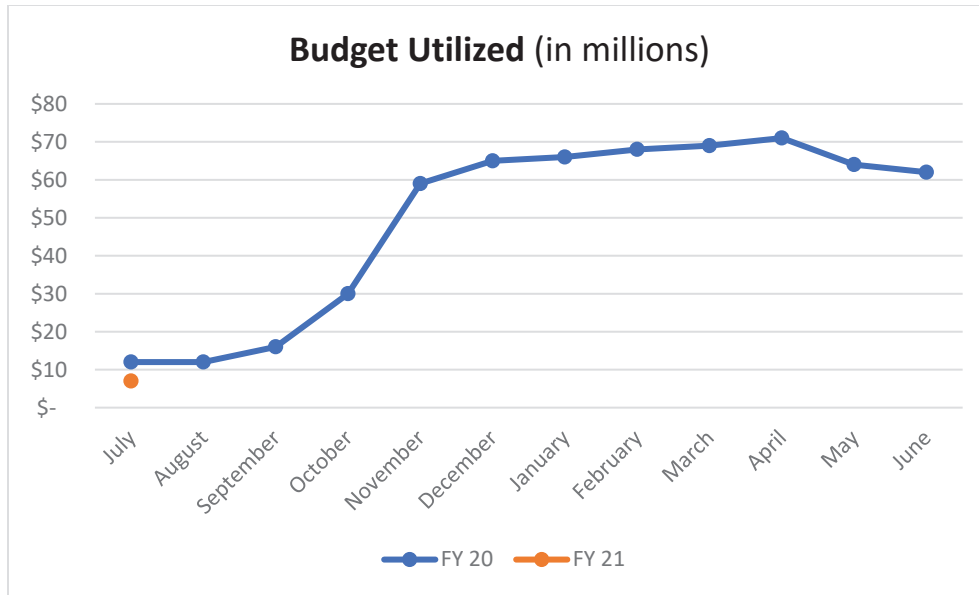
\$3.9M Available to increase FY 21's Budget
 (Or, we will have to reduce the FY21 budget by \$1.1M if the Governor does not release the \$5M Emergency Fund for use.)

- a. The \$14.7M generally represents encumbrances that were planned to be cancelled in FY 20, however was not cancelled due to timing. Of the \$14.7M, \$12.2M was accounted for in determining the FY 2021 budget, and \$2.5M were newly-identified savings.
- b. The \$3.9M available to potentially increase the FY 21 budget is comprised of the above-noted \$2.5M in newly-identified savings and \$1.4M in FY 2020 interest income that was not originally anticipated to be available by June 30, 2020.

5. \$6.5M of the \$48.7M FY 2021 budget utilized.







6. There were no notable budget reallocations made during July 2020.
7. Operating Income:
 - a. No TAT or investment income was received in July 2020.
 - i. HTA's TAT allocation was suspended due to the COVID-19 pandemic, resulting in HTA not receiving the statutorily prescribed allocation for July 2020.

Convention Center Enterprise Special Fund:

8. \$26.6M in cash
 - a. Cash balance at July 31, 2020 is consistent with June's cash balance.
9. \$23.8M in cash with contractor or with DAGS, for R&M projects (as of July 2020).
 - a. Includes \$2M in Emergency R&M funds
 - b. These funds are encumbered or budgeted toward specific projects such as cooling tower replacement, furnishings and enhancements, wall rehabilitation, boiler and chiller replacement, and various equipment purchases and upgrades.
 - c. Reflects \$15M spent on current and future projects (in-progress costs or preliminary work); includes recent costs expended on meeting room roof repairs.
10. \$23.5M reserved as Board allocations as of June 30, 2020. This includes funds targeted to fund future repair and maintenance projects, large equipment purchases, convention

center operating contingencies, operating capital and likely the Convention's Center's operating budget since HTA's TAT allocation has been suspended.

11. \$2.7M of prior year outstanding encumbrances currently being spent down.

12. Operating Income:

- a. No TAT or investment income was received in July 2020.
 - i. HTA's TAT allocation for the CCESF was suspended due to the COVID-19 pandemic, resulting in HTA not receiving the statutorily prescribed allocation for July 2020.
- b. Convention Center Operations
 - i. \$82K operating income YTD per HCC financial statements (as of July 2020).

Hawaii Tourism Authority

Balance Sheet

Tourism Special Fund

As of 7/31/20

	<u>Current Year</u>
Assets	
Current Assets	
Checking	72,278,570.97
Petty Cash	5,000.00
Total Current Assets	<u>72,283,570.97</u>
Total Assets	<u><u>72,283,570.97</u></u>
Fund Balance	
Current year payables	
Accounts Payable	(739.06)
Credit Card Payable	636.24
Total Current year payables	<u>(102.82)</u>
Encumbered Funds	
FY 2015 Funds	8,322.49
FY 2016 Funds	45,661.18
FY 2017 Funds	44,496.92
FY 2018 Funds	607,245.43
FY 2019 Funds	2,946,036.94
FY 2020 Funds	29,144,494.87
FY 2021 Funds	6,511,471.55
Total Encumbered Funds	<u>39,307,729.38</u>
Unencumbered Funds	
Total Unencumbered Funds	32,975,944.41
Total Fund Balance	<u><u>72,283,570.97</u></u>

Hawaii Tourism Authority
 Balance Sheet
 Convention Center Enterprise Special Fund
 As of 7/31/20

	Current Year
Assets	
Current Assets	
Checking	26,563,868.40
Total Current Assets	26,563,868.40
Accounts Receivable	
Accounts Receivable	157,102.44
Total Accounts Receivable	157,102.44
Total Assets	26,720,970.84
Fund Balance	
Encumbered Funds	
FY 2018 Funds	130,000.00
FY 2019 Funds	389,482.03
FY 2020 Funds	2,515,260.50
Total Encumbered Funds	3,034,742.53
Unencumbered Funds	
Total Unencumbered Funds	23,686,228.31
Total Fund Balance	26,720,970.84

Hawaii Tourism Authority

Balance Sheet

Emergency Trust Fund

As of 7/31/20

	<u>Current Year</u>
Assets	
Current Assets	
Investments	5,128,030.12
Total Current Assets	<u>5,128,030.12</u>
Total Assets	<u><u>5,128,030.12</u></u>
Fund Balance	
Current year net assets	
	2,237.86
Total Current year net assets	<u>2,237.86</u>
Prior years	
Total Prior years	5,125,792.26
Total Fund Balance	<u><u>5,128,030.12</u></u>

HTA Allocations
FY 2020 and FY 2021 (Projected)

HTA Allocations:

Annual Budgets:
-\$48.7M FY 2021 HTA Tourism Special Fund
 (\$0M TAT + \$32.9M carryover + \$5M Emergency Fund + \$10.8M encumbrance cancellations to be processed in FY21)
-FY 2021 Convention Center Fund TBD

\$5M Emergency Funds

\$5M Emergency Fund Reserve (Established by Statute as a separate fund, to be used upon declaration of a tourism emergency by the Governor; HTA requested to use in FY21)	\$0M Mandated by Board (designated for use in the event of a significant economic downturn upon Board approval; used to fund FY 21 budget in response to COVID-19)
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------

	Tourism Special Fund Long-Term Obligations, Commitments and Allocations:		Convention Center Fund Long-Term Obligations, Commitments and Obligations:	
	6/30/2020	Projected 6/30/2021	6/30/2020	Projected 6/30/2021
Carryover of FY 2020 to FY 2021 Budget (Use in FY 21)	32,959,009	-		
Carryover for FY 2022 Budget	-	-	2,586,817	TBD
Center for Hawaiian Music & Dance	6,198,568	6,198,568	20,862,308	TBD
Accrued Health Liability	-	-		
Accrued Retirement Liability	-	-		
Accrued Vacation Liability	325,000	325,000	80,000	80,000
Total Long-Term Obligations and Commitments	39,482,577	6,523,568	23,529,125	TBD

TOTAL RESERVES (incl \$5M Emergency Fund at 6/30/20; to be used in FY21) 44,482,577 6,523,568

23,529,125 TBD

Hawaii Tourism Authority
Statement of Revenues and Expenditures
348 - Tourism Special Fund
21 - FY 2021 Funds
From 7/1/2020 Through 7/31/2020

	<u>Total Budget</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance</u>
Expense				
Perpetuating Hawaiian Culture	4,262,221.00	0.00	0.00	4,262,221.00
Natural Resources	2,659,402.00	0.00	0.00	2,659,402.00
Community	3,472,620.00	0.00	0.00	3,472,620.00
Branding	28,590,675.00	0.00	0.00	28,590,675.00
Sports	2,637,864.00	0.00	0.00	2,637,864.00
Safety and Security	891,667.00	0.00	0.00	891,667.00
Tourism Research	2,807,122.00	0.00	0.00	2,807,122.00
Administrative	1,685,927.00	0.00	0.00	1,685,927.00
Governance and Organization-Wide	1,652,190.00	0.00	0.00	1,652,190.00
Total Expense	<u>48,659,688.00</u>	<u>0.00</u>	<u>0.00</u>	<u>48,659,688.00</u>
Net Income	<u>(48,659,688.00)</u>	<u>0.00</u>	<u>0.00</u>	<u>48,659,688.00</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Tourism Special Fund - Prior Year Funds
From 7/1/2020 Through 7/31/2020

	Total Budget	Current Period Actual	Current Year Actual	Total Budget Variance
Expense				
Perpetuating Hawaiian Culture	2,673,431.42	0.00	0.00	2,673,431.42
Natural Resources	1,282,200.00	0.00	0.00	1,282,200.00
Community	2,381,173.21	0.00	0.00	2,381,173.21
Branding	21,213,138.80	0.00	0.00	21,213,138.80
Sports	434,671.22	0.00	0.00	434,671.22
Safety and Security	1,433,403.12	0.00	0.00	1,433,403.12
Tourism Research	2,709,523.93	0.00	0.00	2,709,523.93
Administrative	605,544.63	0.00	0.00	605,544.63
Governance and Organization-Wide	63,171.50	0.00	0.00	63,171.50
Total Expense	<u>32,796,257.83</u>	<u>0.00</u>	<u>0.00</u>	<u>32,796,257.83</u>
Net Income	<u>(32,796,257.83)</u>	<u>0.00</u>	<u>0.00</u>	<u>32,796,257.83</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
361 - Convention Center Enterprise Special Fund
21 - FY 2021 Funds
From 7/1/2020 Through 7/31/2020

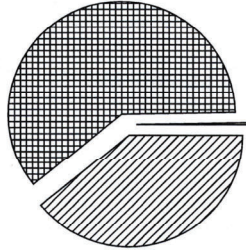
	<u>Total Budget</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance</u>
Revenue				
HCC Revenue	<u>0.00</u>	<u>157,102.44</u>	<u>157,102.44</u>	<u>157,102.44</u>
Total Revenue	<u>0.00</u>	<u>157,102.44</u>	<u>157,102.44</u>	<u>157,102.44</u>
Net Income	<u><u>0.00</u></u>	<u><u>157,102.44</u></u>	<u><u>157,102.44</u></u>	<u><u>157,102.44</u></u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Convention Center Enterprise Special Fund - Prior Year Funds
From 7/1/2020 Through 7/31/2020

	Total Budget	Current Period Actual	Current Year Actual	Total Budget Variance
Expense				
HCC Operating Expense	1,736,916.67	0.00	0.00	1,736,916.67
HCC Sales and Marketing / MFF	1,245,908.83	0.00	0.00	1,245,908.83
Governance and Organization-Wide	51,917.03	0.00	0.00	51,917.03
Total Expense	<u>3,034,742.53</u>	<u>0.00</u>	<u>0.00</u>	<u>3,034,742.53</u>
Net Income	<u>(3,034,742.53)</u>	<u>0.00</u>	<u>0.00</u>	<u>3,034,742.53</u>

Summary Of Investments

Investment Allocation



0.3%	CASH	14,180.52
60.6%	CASH EQUIVALENTS	3,120,307.76
39.1%	FIXED INCOME	2,013,660.00
100.0%	TOTAL	5,148,148.28

Investment Summary

	Market Value	%	Estimated Income	Current Yield
CASH	14,180.52	0.28	0	0.00
CASH EQUIVALENTS	3,120,307.76	60.61	3,120	0.10
FIXED INCOME	2,013,660.00	39.11	36,875	1.83
Total Fund	5,148,148.28	100.00	39,995	0.78

Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
	CASH	261.22	261.22	1.84
	ACCRUED INCOME	13,919.30	13,919.30	98.16
	TOTAL CASH	14,180.52*	14,180.52*	100.00*
	CASH EQUIVALENTS			
	CASH MANAGEMENT			
3,120,307.76	DREYFUS TREASURY OBLIGATIONS CASH MANAGEMENT FUND	3,120,307.76	3,120,307.76	100.00
	FIXED INCOME			
	U S TREASURY OBLIGATIONS			
500,000	US TREASURY NOTES 1.5% 07/15/2020	497,772.08	500,255.00	24.84

Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
500,000	US TREASURY NOTES 1.625% 10/15/2020	498,094.22	502,075.00	24.93
500,000	US TREASURY NOTES 2% 01/15/2021	498,202.52	504,885.00	25.07
500,000	US TREASURY NOTES 2.25% 02/15/2021	499,473.02	506,445.00	25.15
	TOTAL U S TREASURY OBLIGATIONS	1,993,541.84*	2,013,660.00*	100.00*
	Total Fund	5,128,030.12*	5,148,148.28*	100.00*

Hawaii Convention Center
Facility
Income Statement
From 7/01/2020 Through 07/31/2020
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Direct Event Income								
Rental Income (Net)	469,003	302,214	166,789	231,621	1,769,443	1,988,797	(219,354)	1,878,037
Service Revenue	208,005	51,150	156,855	56,616	1,027,525	588,375	439,150	738,082
Total Direct Event Income	677,007	353,364	323,643	288,236	2,796,968	2,577,172	219,796	2,616,119
Direct Service Expenses	186,170	191,395	5,225	166,031	1,091,303	1,460,942	369,639	1,358,660
Net Direct Event Income	490,837	161,969	328,868	122,206	1,705,665	1,116,230	589,435	1,257,459
Ancillary Income								
Food and Beverage (Net)	88,632	350,652	(262,020)	585,313	1,431,475	3,423,093	(1,991,618)	3,537,332
Event Parking (Net)	10,879	108,250	(97,371)	39,185	214,734	663,180	(448,446)	565,717
Electrical Services	0	0	0	5,302	33,001	76,600	(43,599)	106,364
Audio Visual	1,007	18,600	(17,593)	39,800	46,112	161,700	(115,588)	176,723
Internet Services	0	0	0	1,763	0	0	0	9,626
Rigging Services	0	0	0	1,966	22,502	33,200	(10,698)	48,962
First Aid Commissions	0	0	0	0	0	0	0	0
Total Ancillary Income	100,518	477,502	(376,984)	673,329	1,747,824	4,357,773	(2,609,949)	4,444,723
Total Event Income	591,356	639,471	(48,115)	795,535	3,453,489	5,474,003	(2,020,514)	5,702,182
Other Operating Income								
Non-Event Parking	0	4,875	(4,875)	6,163	12,853	34,125	(21,272)	33,285
Other Income	3,073	14,759	(11,686)	17,694	63,102	103,313	(40,211)	95,835
Total Other Operating Income	3,073	19,634	(16,561)	23,857	75,955	137,438	(61,483)	129,120
Total Gross Income	594,428	659,105	(64,677)	819,391	3,529,444	5,611,441	(2,081,997)	5,831,302
Net Salaries & Benefits								
Salaries & Wages	297,858	441,952	144,094	413,863	2,264,564	3,129,009	864,445	2,859,244
Payroll Taxes & Benefits	84,306	128,647	44,341	107,331	691,859	900,529	208,670	787,547
Labor Allocations to Events	(171,263)	(57,995)	113,268	(47,668)	(754,211)	(439,478)	314,733	(421,895)
Total Net Salaries & Benefits	210,900	512,604	301,704	473,526	2,202,212	3,590,060	1,387,848	3,224,896
Other Indirect Expenses								
Net Contracted Services	29,623	34,469	4,846	25,794	198,399	237,247	38,848	160,868
Operations	3,675	14,474	10,799	7,382	56,557	106,918	50,361	78,136
Repair & Maintenance	37,462	76,265	38,803	52,171	328,621	533,855	205,234	411,078
Operational Supplies	22,075	53,876	31,801	46,409	200,672	412,902	212,231	367,464
Insurance	12,004	11,160	(844)	12,662	80,371	89,969	9,598	82,655
Utilities	157,863	240,235	82,372	220,712	1,077,553	1,417,068	339,515	1,396,486
Meetings & Conventions	1,101	3,330	2,229	7,557	6,557	11,730	5,173	20,372
Promotions & Communications	6,000	5,175	(825)	4,917	45,234	36,225	(9,009)	33,516
General & Administrative	2,552	36,353	33,801	13,537	82,783	206,807	124,024	172,079
Management Fees	18,232	18,233	1	11,000	127,637	127,631	(6)	77,000
Other	314	2,800	2,486	0	152,445	20,200	(132,245)	35,107
Total Other Indirect	290,901	496,370	205,469	402,141	2,356,831	3,200,552	843,721	2,834,760
Net Income (Loss) before CIP Funded Expenses	92,627	(349,869)	442,496	(56,276)	(1,029,599)	(1,179,171)	149,572	(228,354)
CIP Funded Expenses	314	0	314	2,217	151,006	0	151,006	2,268
Net Income (Loss) from Operations	92,941	(349,869)	442,810	(54,059)	(878,592)	(1,179,171)	300,579	(226,086)
Fixed Asset Purchases	11,073	25,000	13,927	0	45,776	175,000	129,224	28,692
Net Income (Loss) After Fixed Asset Purchases	81,868	(374,869)	456,737	(54,059)	(924,368)	(1,354,171)	429,803	(254,778)

Hawaii Convention Center
Facility
Income Statement
From 7/1/2020 Through 7/31/2020
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Revenues								
Food & Beverage	116,429	584,155	(467,726)	981,499	2,420,795	5,713,840	(3,293,045)	6,379,225
Facility	691,966	516,008	175,958	410,180	3,213,416	3,720,360	(506,944)	3,729,035
Total Revenues	808,395	1,100,163	(291,768)	1,391,679	5,634,211	9,434,200	(3,799,989)	10,108,260
Expenses								
Food & Beverage	112,236	407,575	295,339	558,212	1,674,700	3,520,181	1,845,481	3,943,860
Facility	603,533	1,042,457	438,924	889,743	4,989,110	7,093,190	2,104,080	6,392,754
Total Expenses	715,768	1,450,032	734,264	1,447,955	6,663,810	10,613,371	3,949,561	10,336,614
Net Income (Loss) before CIP Funded Expenses	92,627	(349,869)	442,496	(56,276)	(1,029,600)	(1,179,171)	149,571	(228,354)
CIP Funded Expenses	314	0	314	2,217	151,006	0	151,006	2,268
Net Income (Loss) from Operations	92,941	(349,869)	442,810	(54,059)	(878,594)	(1,179,171)	300,577	(226,086)
Fixed Asset Purchases	11,073	25,000	13,927	0	45,776	175,000	129,224	28,692
Net Income (Loss) after Fixed Asset Purchases	81,868	(374,869)	456,737	(54,059)	(924,370)	(1,354,171)	429,801	(254,778)

Hawaii Convention Center
Sales and Marketing
Income Statement
From 7/1/2020 Through 7/31/2020
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Other Operating Income								
Other Income	0	0	0	303	256	0	256	650
Total Other Operating Income	0	0	0	303	256	0	256	650
Total Gross Income	0	0	0	303	256	0	256	650
Net Salaries & Benefits								
Salaries & Wages	12,804	44,175	31,371	118,692	214,253	309,225	94,972	837,665
Payroll Taxes & Benefits	6,714	11,295	4,581	25,188	54,278	79,065	24,787	183,402
Total Net Salaries & Benefits	19,518	55,470	35,952	143,880	268,531	388,290	119,759	1,021,067
Other Indirect Expenses								
Net Contracted Services	0	0	0	17,812	0	0	0	118,717
Repair & Maintenance	5,365	5,517	152	4,930	40,053	38,619	(1,434)	42,364
Utilities	291	300	9	1,140	2,658	2,100	(558)	5,052
Meetings & Conventions								
Mileage	0	0	0	33	0	0	0	712
Meals & Entertainment	0	500	500	57	326	3,500	3,174	3,473
Meetings & Conventions	0	0	0	44,455	237	0	(237)	365,574
Dues & Subscriptions	88	117	29	3,075	505	819	314	10,673
Total Meetings & Conventions	88	617	529	47,621	1,068	4,319	3,251	380,432
Promotions & Communications								
Site Visit	0	0	0	(612)	0	0	0	17,464
Photography	0	0	0	0	79	2,750	2,671	7,496
Advertising	0	3,000	3,000	10,712	1,047	21,000	19,953	163,952
Web Development & Maint	10,208	3,725	(6,483)	2,905	20,173	26,075	5,902	39,807
Market Research	0	0	0	4,800	0	0	0	14,400
Promotional	(25,000)	500	25,500	15,973	(26,264)	22,000	48,264	90,884
Attendance Promotion	0	0	0	(10,680)	(528)	0	528	41,311
Global Outreach	0	0	0	0	0	0	0	0
Total Promotions & Comm	(14,792)	7,225	22,017	23,097	(5,494)	71,825	77,319	375,314
Marketing Flexibility Fund	0	0	0	526,851	0	0	0	851,882
General & Administrative	491	1,108	617	1,369	2,586	7,756	5,170	31,142
Management Fees	0	0	0	11,000	0	0	0	77,000
Other	1,047	2,166	1,119	4,188	11,518	15,162	3,644	29,634
Total Other Indirect Expenses	(7,510)	16,933	24,443	638,010	52,389	139,781	87,392	1,911,536
Net Income (Loss) from Operations	(12,008)	(72,403)	60,395	(781,587)	(320,664)	(528,071)	207,407	(2,931,953)
Fixed Asset Purchases	0	0	0	0	0	0	0	0
Net Income (Loss) After Fixed Asset Purchases	(12,008)	(72,403)	60,395	(781,587)	(320,664)	(528,071)	207,407	(2,931,953)

Budget Reallocation Summary
Through July 31, 2020

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	July 2020 Activity
			-	-	
			-	-	
			-	-	
			-	-	
			-	-	
Branding					
<i>From:</i>					
None				-	
				-	
			-	-	
<i>To:</i>					
				-	
				-	
			-	-	
			-	-	
Sports					
<i>From:</i>					
None				-	
				-	
			-	-	
<i>To:</i>					
				-	
				-	
			-	-	
			-	-	
Safety and Security					
<i>From:</i>					
None				-	
				-	
			-	-	
<i>To:</i>					
				-	
				-	
			-	-	
			-	-	

Budget Reallocation Summary
Through July 31, 2020

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	July 2020 Activity
Tourism Research					
<i>From:</i>					
None				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
			-		-
Administration and Organizationwide Costs					
<i>From:</i>					
None				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
			-		-
Governance and Organization-Wide					
<i>From:</i>					
None				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
			-		-
Board Allocations					
<i>From:</i>					
None				-	
			-		-
			-		-

Hawaii Tourism Authority
 Budget Statement - Summary
 FY 2021
 As of July 31, 2020

Category	Tourism Special Fund				Convention Center Enterprise Special Fund			
	Fiscal Year 2021				Fiscal Year 2021			
	Budget	YTD Amount of Budget Used	Balance	Activity for July 2020	Budget	YTD Amount of Budget Used	Balance	Activity for July 2020
Revenues								
TAT Revenue Allocation	-	-	-	-	-	-	-	-
Prior Year Carryover	43,674,688	-	43,674,688	-	-	-	-	-
Availability of \$5M Emergency Fund (Subject to Governor Approval)	5,000,000	-	5,000,000	-	-	-	-	-
Other	-	-	-	-	-	-	-	-
	<u>48,674,688</u>	<u>-</u>	<u>48,674,688</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Expenditures								
Perpetuating Hawaiian Culture								
Hawaiian Culture Programs	4,045,081	-	4,045,081	-	-	-	-	-
In-House Contracted Staff - Hawaiian Culture	-	-	-	-	-	-	-	-
State Employee Salaries - Hawaiian Culture	217,140	217,140	-	217,140	-	-	-	-
Subtotal	<u>4,262,221</u>	<u>217,140</u>	<u>4,045,081</u>	<u>217,140</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Natural Resources (Statute: \$1M minimum)								
Natural Resources Programs	2,581,943	-	2,581,943	-	-	-	-	-
In-House Contracted Staff - Natural Resources	-	-	-	-	-	-	-	-
State Employee Salaries - Natural Resources	77,459	77,459	-	77,459	-	-	-	-
Subtotal	<u>2,659,402</u>	<u>77,459</u>	<u>2,581,943</u>	<u>77,459</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Community								
Community Programs	3,325,500	-	3,325,500	-	-	-	-	-
In-House Contracted Staff - Community	-	-	-	-	-	-	-	-
State Employee Salaries - Community	147,120	147,120	-	147,120	-	-	-	-
Subtotal	<u>3,472,620</u>	<u>147,120</u>	<u>3,325,500</u>	<u>147,120</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Branding								
Branding Programs	28,082,027	-	28,082,027	-	-	-	-	-
In-House Contracted Staff - Branding	-	-	-	-	-	-	-	-
State Employee Salaries - Branding	508,648	508,648	-	508,648	-	-	-	-
Subtotal	<u>28,590,675</u>	<u>508,648</u>	<u>28,082,027</u>	<u>508,648</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Sports								
Sports Programs	2,637,864	2,332,864	305,000	2,332,864	-	-	-	-
Subtotal	<u>2,637,864</u>	<u>2,332,864</u>	<u>305,000</u>	<u>2,332,864</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Safety and Security								
Safety and Security Programs	891,667	-	891,667	-	-	-	-	-
Subtotal	<u>891,667</u>	<u>-</u>	<u>891,667</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Tourism Research								
Tourism Research Programs	2,422,942	324,244	2,098,698	324,244	-	-	-	-
In-House Contracted Staff - Tourism Research	-	-	-	-	-	-	-	-
State Employee Salaries - Tourism Research	384,180	384,180	-	384,180	-	-	-	-
Subtotal	<u>2,807,122</u>	<u>708,424</u>	<u>2,098,698</u>	<u>708,424</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Hawai'i Convention Center								
Sales & Marketing	-	-	-	-	-	-	-	-
Operations	-	-	-	-	-	(157,102)	157,102	(157,102)
Major Repair & Maintenance	-	-	-	-	-	-	-	-
Subtotal	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>(157,102)</u>	<u>157,102</u>	<u>(157,102)</u>
Administrative (Statute: Cannot exceed 3.5% = \$2,765,000)								
Operations	653,700	-	653,700	-	-	-	-	-
In-House Contracted Staff - Admin	-	-	-	-	-	-	-	-
State Employee Salaries - Admin	1,047,227	1,047,227	-	1,047,227	-	-	-	-
Subtotal	<u>1,700,927</u>	<u>1,047,227</u>	<u>653,700</u>	<u>1,047,227</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Organizationwide Costs								
State Employee Fringe	1,367,590	1,367,590	-	1,367,590	-	-	-	-
Organization-Wide	195,000	105,000	90,000	105,000	-	-	-	-
Governance - Board/Others	89,600	-	89,600	-	-	-	-	-
Subtotal	<u>1,652,190</u>	<u>1,472,590</u>	<u>179,600</u>	<u>1,472,590</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Total Expenditures	<u>48,674,688</u>	<u>6,511,472</u>	<u>42,163,216</u>	<u>6,511,472</u>	<u>-</u>	<u>(157,102)</u>	<u>157,102</u>	<u>(157,102)</u>
Revenues vs Expenditures	<u>-</u>	<u>(6,511,472)</u>			<u>-</u>	<u>157,102</u>		
Administrative Cap (3.5%, HRS 201B-11)	2,765,000	2,765,000						
HTA's Budgeted/Actual Administrative Costs (applying AG Definition)	<u>1,700,927</u>	<u>1,047,227</u>	1.3%					
	1,064,073	1,717,773						

Hawaii Tourism Authority
Budget Statement
FY 2021 - As of July 31, 2020

Program Number	Program Title	Budget - FY21	Encumbered (Budget Used) - FY21	Budget Remaining	July 2020 Activity
Perpetuating Hawaiian Culture					
201	Kukulu Ola: Living Hawaiian Cultural Prog	3,059,781.00	0.00	3,059,781.00	0.00
202	Hawaiian Culture Initiative	950,000.00	0.00	950,000.00	0.00
203	Ma'ema'e HTA	15,000.00	0.00	15,000.00	0.00
204	Market Support	20,000.00	0.00	20,000.00	0.00
297	Memberships and Dues - Hawaiian Culture	300.00	0.00	300.00	0.00
932	Salaries - Hawaiian Culture	217,140.00	217,140.00	0.00	217,140.00
Subtotal	Perpetuating Hawaiian Culture	4,262,221.00	217,140.00	4,045,081.00	217,140.00
Natural Resources					
402	Aloha Aina (formerly NR and Leg Prov NR)	2,376,276.00	0.00	2,376,276.00	0.00
406	Visitor Impact Program	205,667.00	0.00	205,667.00	0.00
936	State Employee Salaries - Natural Resources	77,459.00	77,459.00	0.00	77,459.00
Subtotal	Natural Resources	2,659,402.00	77,459.00	2,581,943.00	77,459.00
Community					
731	Community-Based Tourism - Oahu	825,000.00	0.00	825,000.00	0.00
732	Community-Based Tourism - Maui County	825,000.00	0.00	825,000.00	0.00
733	Community-Based Tourism - Hawaii Island	825,000.00	0.00	825,000.00	0.00
734	Community-Based Tourism - Kauai	825,000.00	0.00	825,000.00	0.00
797	Memberships and Dues - Community	500.00	0.00	500.00	0.00
798	Travel - Community	25,000.00	0.00	25,000.00	0.00
933	State Employee Salaries - Community	147,120.00	147,120.00	0.00	147,120.00
Subtotal	Community	3,472,620.00	147,120.00	3,325,500.00	147,120.00
Branding					
4	Cruise Infrastructure Improvements and Arrival Experience	50,000.00	0.00	50,000.00	0.00
318	gohawaii.com (formerly Online Website Coordination)	300,000.00	0.00	300,000.00	0.00
320	Island Chapters Staffing and Admin	2,400,000.00	0.00	2,400,000.00	0.00
321	US (formerly North America)	17,685,707.00	0.00	17,685,707.00	0.00
322	Canada	373,820.00	0.00	373,820.00	0.00
323	Japan	5,000,000.00	0.00	5,000,000.00	0.00
324	Korea	400,000.00	0.00	400,000.00	0.00
325	Oceania	500,000.00	0.00	500,000.00	0.00
339	Global Digital Marketing Strategy (former Intl Online Strat)	380,500.00	0.00	380,500.00	0.00
350	Global Mkt Shared Resces (formerly Intellect Prop Data Bank)	787,000.00	0.00	787,000.00	0.00
397	Memberships and Dues - Branding	125,000.00	0.00	125,000.00	0.00
398	Travel - Branding	50,000.00	0.00	50,000.00	0.00
723	Hawaii Film Office Partnership	30,000.00	0.00	30,000.00	0.00
934	State Employee Salaries - Branding	508,648.00	508,648.00	0.00	508,648.00
Subtotal	Branding	28,590,675.00	508,648.00	28,082,027.00	508,648.00
Sports					
312	PGA Tour Contracts	2,166,864.00	2,166,864.00	0.00	2,166,864.00
377	Polynesian Football HoF	155,000.00	0.00	155,000.00	0.00
378	UH Athletics Branding Partnership	316,000.00	166,000.00	150,000.00	166,000.00
Subtotal	Sports	2,637,864.00	2,332,864.00	305,000.00	2,332,864.00
Safety and Security					
601	Visitor Assistance Programs	500,000.00	0.00	500,000.00	0.00
602	Crisis Management	391,667.00	0.00	391,667.00	0.00
Subtotal	Safety and Security	891,667.00	0.00	891,667.00	0.00
Tourism Research					
505	Est of Visitor Arrivals by Country by Month	3,500.00	0.00	3,500.00	0.00
506	Infrastructure Research (Accommodations and Airseats)	520,879.00	0.00	520,879.00	0.00
512	Visitor Arrivals and Departure Surveys	1,150,581.00	324,243.55	826,337.45	324,243.55
513	Evaluation and Performance Studies	662,810.00	0.00	662,810.00	0.00
514	Marketing Research	42,850.00	0.00	42,850.00	0.00
597	Memberships and Dues - Research	42,322.00	0.00	42,322.00	0.00
935	State Employee Salaries - Research	384,180.00	384,180.00	0.00	384,180.00
Subtotal	Tourism Research	2,807,122.00	708,423.55	2,098,698.45	708,423.55
Administrative					
101	Community-Industry Outreach & Public Relations Svcs	265,000.00	0.00	265,000.00	0.00
103	hawaiiauthority.org (formerly HTA web/Global Social)	75,000.00	0.00	75,000.00	0.00
901	General and Administrative	288,700.00	0.00	288,700.00	0.00
930	State Employee Salaries - Admin	1,047,227.00	1,047,227.00	0.00	1,047,227.00
998	Travel - Admin	10,000.00	0.00	10,000.00	0.00
Subtotal	Administrative	1,685,927.00	1,047,227.00	638,700.00	1,047,227.00
Governance and Organization-Wide					
915	Organization-Wide	195,000.00	105,000.00	90,000.00	105,000.00
919	Governance - Gen Board/Others	89,600.00	0.00	89,600.00	0.00
931	State Employees Fringe	1,367,590.00	1,367,590.00	0.00	1,367,590.00
Subtotal	Governance and Organization-Wide	1,652,190.00	1,472,590.00	179,600.00	1,472,590.00
Total	Tourism Special Fund	48,659,688.00	6,511,471.55	42,148,216.45	6,511,471.55
Protocol Fund					
909	Protocol Fund	15,000.00	0.00	15,000.00	0.00
Subtotal	Administrative	15,000.00	0.00	15,000.00	0.00
Total	Protocol Fund	15,000.00	0.00	15,000.00	0.00