



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

**HĀLĀWAI HŌ'EA KINO & MA KA PŪNAEWELE  
HYBRID IN-PERSON & VIRTUAL MEETING**

**REGULAR BOARD MEETING  
HAWAII TOURISM AUTHORITY**

**Po'ahā, Ka Lā 28 o Iulai, 2022, 9:30 kak.  
Thursday, July 28, 2022, at 9:30 a.m.**

**Kikowaena Hālāwai O Hawaii'**  
Papahēle 'Ehā | Lumi Nui A  
1801 Alaākea Kalākaua  
Honolulu, Hawaii 96815

**Hawaii Convention Center**  
Parking Level | Executive Boardroom A  
1801 Kalākaua Avenue  
Honolulu, Hawaii 96815

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of the Zoom platform.**

**Papa Kumumana'o  
AGENDA**

- 1. Ho'omaka  
Call to Order**
- 2. E Mālama 'Ia Ana Ka Hea Inoa E Ho'olaha I Nā Lālā Papa Alaka'i e A E Hō'ōia I Nā Kānaka 'Ē A'e  
E Komo Pū Ana Me Ka Lālā Papa Alaka'i Inā 'A'ole Ākea Kahi  
Roll Call to Announce Name of Participating Board Members and to Identify Who Else is  
Present with Board Member if Location is Nonpublic**



3. **Wehena**

**Opening Cultural Protocol**

4. **'Āpono I Ka Mo'ō'ōlelo Hālāwai mai ka Hālāwai Papa Alaka'i o ka lā 30 o Iune, 2022**

**Approval of Minutes of the June 30, 2022 Board Meeting**

5. **Hō'ike O Nā Alu Like 'Ae 'Ia Ma Ka Hālāwai 'Ikepili A I 'Ole He Hō'ike I Ho'onohonoho 'Ole 'Ia E Ka Papa Alaka'i Ma Lalo O HRS Mahele 92-2.5(c)**

Report of **Permitted Interactions** at an Informational Meeting or Presentation Not Organized by the Board Under HRS section 92-2.5(c)

6. **Hō'ike A Ka Luna Ho'okele/Ka Luna Kāko'o Ke'ena/Ka Luna Alowelo**

**Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer**

a. **Pili I Ka 'Ikepili Hou O Kā HTA Mau Papahana Ma O Iune 2022**

Relating to Update on HTA's Programs During June 2022

b. **Pili I Ka 'Ikepili Hou O Kā HTA Ho'oholo 'Ana I Ka Papahana Ho'okele Loli**

Relating to Update on HTA's Implementation of Change Management Plan

7. **Ka Hō'ike A Kūkā Kama'ilio No Nā Hopena O Ke Anamana'o DestinationNext I Hō'ike 'Ia E Paul Ouimet, He Pelekikena/Pakanā, No MMGY NextFactor**

Presentation and Discussion on the DestinationNext Diagnostic Survey Findings Presented by Paul Ouimet, President/Partner, of MMGY NextFactor

8. **Ka Hō'ike Aku I Ka Palapala Hō'ike Holomua Kupulau O Nā Papahana Mālama 'Āina Ho'okipa No Kaua'i, Maui Nui, Hawai'i Mokupuni A Me O'ahu**

Presentation of the Spring Progress Reports for Kaua'i, Maui Nui, Hawai'i Island and O'ahu Destination Management Action Plans

9. **Ka Hō'ike, Ke Kūkā Kama'ilio A Me Ka Hana Ma Kā HTA Palapala Hō'ike Kālā No Mei Me Iune 2022**

Presentation, Discussion, and Action on the HTA's Financial Report for May and June 2022

10. **Ka Hō'ike, Ke Kūkā Kama'ilio A Me Ka Hana Ma Kā Ke Kikowaena Hālāwai O Hawai'i Palapala Hō'ike Kālā No Iune 2022 A Me Ka 'Ikepili Hou Ma Kā Ke Kikowaena Hālāwai O Hawai'i Papahana CIP he 6-Makahiki**

Presentation, Discussion, and Action on the Hawai'i Convention Center's June 2022 Financial Report and Update on the Hawai'i Convention Center's 6-Year CIP Plan



11. *Ka Hō'ike A Kūkā Kama'ilio No Nā 'Ike A Kūlana Mākeke O Kēia Wā I Hawai'i A Me Nā Mākeke Ho'okipa Nui I Hawai'i*  
Presentation and Discussion of **Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets**
12. *Ka 'Ikepili Hou O Kā Ke Ke'ena Ho'okipa Hawai'i O 'Amelika Papahana Hokona Alowelo & Ho'okele No Iulai A I Kepakemapa 2022*  
Update on Hawai'i Tourism USA's Brand Marketing & Management Plan for July to September 2022
13. *Ka Hō'ike, Ke Kūkā Kama'ilio A Me/I 'Ole Ka Hana Ma Ke Kāko'o A Hā'awi Kālā Ho'okūkū Kahului Honua IRONMAN 2022*  
Presentation, Discussion, and/or Action on the 2022 IRONMAN World Championship Sponsorship and Funding
14. *Ke Kūkā Kama'ilio Me Ka Hana O Nā Ha'awina Kōmike I Hāpai 'Ia No Ke Kōmike Kūmau Hō'oiā & Lawelawe Hana, Ke Kōmike Kūmau Hokona, Ke Kōmike Kūmau Mo'ohelu Kālā, 'Oihana Kālā A Me Ke Kikowaena Hālāwai, A Me Ke Kōmike Kūmau Ho'okahua Hawai'i*  
Discussion and Action on Proposed Committee Assignments for the Administrative & Audit Standing Committee, the Branding Standing Committee, the Budget, Finance, and Convention Center Standing Committee, and the Ho'okahua Hawai'i Standing Committee
15. *Ke Kūkā Kama'ilio Me Ka Hana O Ka Ho'okumu 'Ia O Ka Hui Alu Like 'Ae 'Ia Māhele Kau Kānāwai No Ka Ho'omōhala Kūlana Kulekele A Me Mana Kau Kānāwai No Ka Wā Kau Kānāwai 2023*  
Discussion and Action on the Creation of a Legislative Permitted Interaction Group for the Purpose of Developing Policy Positions and Legislation for the 2023 Legislative Session
16. *Ke Kūkā Kama'ilio Me Ka Hana O Ka Ho'okuleana 'Ana I Mau Lālā Papa Alaka'i I Ka Hui Alu Like 'Ae 'Ia Māhele Kau Kānāwai. Kauka'i Kēia 'Āpana Papa Kumumana'o Ma Ka 'Āpono 'Ia O Ka Ho'okumu I Ka Hui Alu Like 'Ae 'Ia Māhele Kau Kānāwai*  
Discussion and Action on the Assignment of Board Members to the Legislative Permitted Interaction Group. This Agenda Item is Dependent on the Approval of the Creation of the Legislative Permitted Interaction Group
17. *Ho'oku'u*  
Adjournment



\*\*\* *'Aha Ho'okō: Ua hiki i ka Papa Alaka'i ke mālama i kekahi hālāwai kūhelu i kū i ka Hawaii'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 Hawaii'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 Hawaii'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 Hawaii'i's competitive advantage as a visitor destination.

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

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

*Kono 'ia ka lehulehu e nānā 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 kumumana'o. Hiki ke ho'ouna mai i nā 'ōlelo hō'ike kākau 'ia ma mua o ka hālāwai iā [carole@gohta.net](mailto:carole@gohta.net) a i 'ole ho'ouna i ka leka i Ke'ena Kuleana Ho'okipa O Hawaii'i, 1801 Kalākaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Carole Hagihara-Loo (808-973-2289 a i 'ole [carole@gohta.net](mailto: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 and oral testimony on any agenda item. Written testimony may be submitted prior to the meeting to the HTA by email to [carole@gohta.net](mailto:carole@gohta.net) or [by postal mail to the Hawaii'i Tourism Authority, 1801 Kalākaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo](mailto:carole@gohta.net). Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Carole Hagihara-Loo (808-973-2289 or [carole@gohta.net](mailto:carole@gohta.net)) no later than 3 days prior to the meeting so arrangements can be made.

*E like nō me ka 'ōlelo a ke Kānāwai 220, e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawaii'i i kekahi wahi e hiki ai ka po'e o ka lehulehu ke noho a komo pū ma nā hālāwai ma o ka ho'ohana 'ana i ka 'enehana pāpaho (ICT).*

In accordance with Act 220, the Hawaii Tourism Authority will not establish a remote viewing area for members of the public and board members to view and participate in meetings held using interactive conference technology (ICT) because there will be an in-person option for members of the public and board member to view and participate in the meeting.

# **4**

Approval of Minutes of the  
June 30, 2022 Board Meeting



**REGULAR BOARD MEETING  
HAWAII TOURISM AUTHORITY  
Thursday, June 30, 2022, 9:30 a.m.**

**Hybrid In-Person & Virtual Meeting**

**MINUTES OF THE REGULAR BOARD MEETING**

**MEMBERS PRESENT:**

George Kam (Chair), David Arakawa (Vice-Chair), Micah Alameda, Fred Atkins, Dylan Ching, Daniel Chun (Zoom), Keone Downing, Kyoko Kimura, Sherry Menor-McNamara, Ben Rafter, Kimi Yuen, Sig Zane (Zoom)

**HTA STAFF PRESENT:**

John De Fries, Keith Regan, Kalani Ka'anā'anā, Marc Togashi, Caroline Anderson, Ilihia Gionson, Iwalani Kaho'ohanohano, Carole Hagihara, Maka Casson-Fisher,

**GUESTS:**

Representative Richard Onishi, Kylie Butts, Nicholas Carroll, Charlene Chan, Douglas Chang, Jennifer Chun, Susan Hirai, Corbett Kalama, Nathan Kam, Amy Kelly, Erin Khan, Kūhiō Lewis, Guillaume Maman, Mike McCartney, David Pettinger, Allison Schaefer

**LEGAL COUNSEL:**

Gregg Kinkley

**1. Call to Order**

Chair Kam called the meeting to order at 9:32 a.m.

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

Mr. Regan did the roll call, and all members were confirmed in attendance.

## **3. Opening Cultural Protocol**

Mr. Casson-Fisher did the opening protocol about the story of Kamehameha.

## **4. Approval of Minutes of the May 26, 2022 Board Meeting**

Chair Kam asked for a motion to approve the minutes. Ms. Kimura pointed out that on page nine, where she had asked about the pre-clearance in Japan, Gov. Ige responded that some officials said there was no interest. She said the change must be that there was a lot of interest. Ms. Kimura made a motion to approve the minutes. Mr. Downing seconded. Mr. Regan did the roll call, and the motion passed unanimously.

## **5. Report of Permitted Interactions at an Informational Meeting or Presentation Not Organized by the Board Under HRS section 92-2.5(c)**

Chair Kam asked if there were permitted interactions, but there were none.

## **6. Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer**

### **a. Relating to Update on HTA's Programs During May 2022**

Mr. De Fries wanted to acknowledge five outgoing board members, and reserve the time at the end of the meeting for them to speak: Mr. Chu, Ms. Yuen, Mr. Alameda, Ms. Kimura, and Mr. Atkins. He welcomed guests, virtual guests, and the executive team and staff from HVCB. He welcomed Council for Native Hawaiian Advancement representatives: Kūhiō Lewis, the President and CEO; Douglas Chang, the Chairman of the transition team; Corbett Kalama, member of the transition team; and Nick Carroll, Chief of Staff.

He spoke about the CEO report, and said the report served as a resource for the Board, to better understand the activities and actions that took place in May 2022. He said the Branding Team was gearing up for the Pono Travel Education Program at airports statewide at the end of June, with increased frequency on digital screens and static messaging placements.

#### **b. Relating to Update on HTA's Implementation of Change Management Plan**

Mr. De Fries said that during May, they continued to recruit and were struggling to recruit for the Procurement Manager, Senior Brand Manager, and two Brand Manager positions. He said they continue to work closely with the State Procurement Office (SPO) and the HTA's deputy attorney general on procurement-related needs and concerns. He said, as reported previously, that the SPO continues to be available and insightful by guiding on issues and questions.

He spoke about page three, the 2022 legislative session that ended on May 5. Throughout the legislative session, the HTA's team was involved in reviewing more than 100 measures, drafting testimony, and monitoring the various pieces of legislation that could have impacted the HTA and the industry.

He spoke about HB1147, which was adopted and included \$60 million in operating funds for the HTA. He thanked Sen. Dela Cruz, Sen. Wakai, Sen. Kouchi, Rep. Luke, Rep. Onishi, and the Speaker of the House Rep. Saiki, for their support and all the members who voted for HB1147. Earlier in the week, the governor issued his intent to veto HB1147. The veto was to be executed no later than July 10. The HTA was proceeding accordingly by maintaining communication with the governor's office, the office of the Attorney General, as well the legislative leaders who would decide how to proceed on the veto list. He asked if there were any questions about HB1147. Mr. Arakawa said it was an interesting session and suggested in the following year to monitor the bills better and work closely with the legislature, so they are updated on what is going on with the legislative PIG.

Mr. De Fries said they continue to maintain an open-door policy and make themselves available to help share ideas and programs with the community, but also go out and listen to the community sentiments. He said each of the four pillars and programs connected are addressed.

He spoke about page 15, the Brand Marketing Pillar in Japan. He said foreign affairs of Japan lowered the COVID-19-related travel warning to LEVEL 1, "Traveling Carefully," to 36 countries and regions, including the USA. He said that announcement came after Gov. Ige visited the ministry.



Mr. De Fries spoke about the USA MMA Leisure. The HTA's contract for the USA MMA would end on June 29, 2022 with no additional options to extend. He said to keep in mind that the report captured the month of May. He said they are now operating under the belief and direction that the HTA could not extend the existing contract with HVCB. He said that as of that morning, there were a few news articles based on a media release from Mr. McCartney that announced that the HVCB contract would be extended by 90 days. He said they would have all received copies of the media release. He said they must reserve questions about that item until Mr. McCartney could join them.

Mr. De Fries asked Mr. Ka'anā'anā to speak about page 16 regarding the market allocation platform Campaign Effectiveness Studies for U.S. and Japan Markets. He also asked for his comments on the RFP 22-06, the 2022 Sports Program. Mr. Ka'anā'anā thanked the outgoing Board members for their service and support. He spoke about the market allocation platforms, where the Board approved funding for the HTA to work with Tourism Economics to develop a market allocation platform as a tool by which they could synthesize and take in all the data points from many of the source markets. He said they identified twenty of them. He said the tool also gave recommendations on funding levels.

For the fiscal year 2023 (FY2023) budget, he said there were recommendations the staff put together for the allocations based on the market allocation platform, as well as an understanding of what was going on in the market conversation with industry leaders that the HTA had been chatting to. He spoke about the Campaign Effectiveness Study. The HTA did the RFP for the work, and they awarded it to a contractor. The work would begin with the 2023 campaigns in the U.S. and Japan. The company would issue quarterly surveys to visitors exposed to the HTA messaging and then follow up with them over time. The first report would not be seen until the first quarter of 2024. He said it was a lagging indicator giving an important look into the returns the HTA is seeing. He said Ms. Chun also had short-term tools they could use and some contractors undertaking it themselves.

He spoke about the sports program that was covered in the Branding Standing Committee meeting, and they would cover it in later agenda items. He said they canceled the RFP, as there were 50% of responders who were not responsive. The other part was that the Board had expressed that Mr. Ka'anā'anā returns with a more comprehensive sports strategy. He had started to articulate the four tiers they all spoke about. He and Mr. Willkom would return in the July meeting with the strategy that the Board could get feedback on and approve and then craft more RFPs that match the strategy.

He moved on to congratulate the Hawai'i Tourism Canada team, who won the Baxter Media Travel Agents choice as favorite tourism in Asia South Pacific. They had 1,028 points. He spoke

about the Hawai'i Tourism Japan team, which held its summit from June 6 to June 8. There were 50 travel agents, four travel media from Japan, 60 Japanese wholesaler representatives from Hawai'i, and over 100 industry stakeholders who participated in the event, with 379 matching appointments conducted. He said that overall, it was a great success. He said the people who create the tourism product and experience the destination in new ways will start to see the new experiences reflected in the product created, which would support the transition toward regenerative tourism.

He highlighted the Native Hawaiian Hospitality Association. They recently hosted their Ka Huina and Pākōlea events. The first event was the two-day conference on July 8 and July 9, where they showcased the focus on the intersection between culture and tourism. On June 17 NaHHA also launched the musical series called Artist Then. He encouraged everyone to watch the episodes. This was in partnership with Variety as well as DBEDT Creative Industries and the Native Hawaiian Hospitality Association. He mentioned a few other projects.

Mr. De Fries said he was reminded that Mr. Ka'anā'anā and his team are in weekly/monthly touch with the experts in the market. He said later that Mr. Ka'anā'anā would be doing a presentation including line-item budget allocations and asking for the Board's support.

Mr. De Fries turned the floor over to Mr. Regan. Mr. Regan echoed everyone's sentiment to the outgoing Board members. He said the HTA had been focused on the finance-related responsibilities led by Mr. Togashi and his team to close the fiscal year. He said Ms. Anderson from the planning team had been actively working through the six DMAPs, holding regular meetings with the steering committees with various program partners within the different communities they were supporting in the DMAP process.

Mr. Regan spoke about procurement. He said several procurement needs were being fulfilled by the HTA team. He thanked Ms. Fermahin for all her help working through all the procurement needs. He said the drafting of contracts also took a lot of time and effort. He thanked Mr. Kinkley for reviewing the contracts and returning them to the HTA. He spoke about the RFP22-01. He said not much could be discussed as it was in the procurement process. He gave a brief update on it.

Mr. Regan said that on June 2, the HTA gave the award, on June 14, the HTA conducted a debriefing with the selective offer, and on June 24, the HTA received a protest from the non-selective offer. The HTA continues to work through the protest received. They will make a decision as soon as the HTA can get through all the details of the protest. He said the HTA had received several UIPA requests related to the procurement, and it takes a lot of time and effort for process, review, and release.

Mr. Arakawa asked what the RFP 22-01 is. Mr. Regan said it is the Hawai'i Tourism Destination Brand Marketing and Management Services for the U.S. Major Market Area. It is an RFP that was released to be able to provide for a contractor that would service that market area.

Mr. De Fries asked what a UIPA is. Mr. Regan said it is a Uniformed Information Practices Act request, otherwise known as FOIA (Freedom of Information Act), submitted to government agencies to request a document. There is a timeframe to be able to fill those requests (about ten days). Part of that is identifying the documents, then providing them to the Attorney General (AG) to review them to ensure they can be released, then releasing them to the requestor. Mr. Arakawa asked for confirmation of what happens after the protest. Mr. Regan said the HTA is in constant discussion with the head of the Purchasing agency, the Deputy AG, the State Procurement Office, and the Chief Procurement Officer at every step of the process.

Mr. Atkins asked if there was a time limit before going to another phase of the protest. Mr. Regan said the law states that it must be as expeditiously as possible to review and decide on the protest.

Mr. De Fries said pages 18 and 19 had information about the planning division where Ms. Anderson had been very busy in May. He said that on June 18, day two of the general membership meeting of Hawai'i Lodging and Tourism Association (HLTA) Mr. Hannemann invited him to speak at the conference. He said the top of his mind was the RFP 22-01. Mr. Takahata and Mr. Ka'anā'anā joined him that day. He had spoken about the process, including HB862, the procurement process, and the role of the HOPA. He spoke about how the RFP and the process became so competitive. He said the pivot was made in January 2020 when the HTA adopted the Strategic Plan, responsible tourism, based on the four pillars of natural resources, Hawaiian Culture, community, and brand marketing. Five months from then, the HTA Board unanimously voted in the June 2020 meeting to become signatories of the Āina Aloha Economic Futures Declaration. One of the fourteen co-authors was Mr. Ka'anā'anā. Another co-author of the group would be joining the Board the following month. These two motions to support the plans were the HTA's foundation of where they were today, engaging the community and culture and being conscious of the natural environment. The DMAPs were coupled at the same time by a rollout that was handled virtually. All of that preceded his arrival in September 2020. He said the HTA could leave the natural resource space in better condition for future generations and have a stronger community, all critical pillars in Brand marketing.

Mr. De Fries spoke about regenerative tourism and said it is known as capitalism. Capitalists understand how to grow it, protect it, and move it. He said the HTA is trying to understand that in currencies other than cash. If people connect with Hawai'i they will protect it. He showed a video with Mr. Barack Obama speaking about Hawai'i.

Mr. Arakawa noted that Mr. De Fries was due for an evaluation with the new Board and that the old Board members should be part of the process because it is important as they all saw him in action during the pandemic.

## **7. Ho'okahua Hawai'i Standing Committee Report and Update**

### **a. Discussion, Recommendation, and Action on HTA's Draft Fiscal Year 2023 Budget**

### **b. Discussion, Recommendation, and Action on the Economic Development Administration American Rescue Plan Act Travel, Tourism, and Outdoor Recreation Grant Assigned to the Hawai'i Tourism Authority by Governor Ige**

Ms. Yuen said they had two major agenda items. One was the revision to the budget that the committee supported. The second item was an overview of the EDA grant that the HTA was administering.

Mr. Regan and Ms. Anderson presented the related budget items, with guest presenters Mr. Masuda, Mr. Stormont, and Ms. Zoll. She thanked everyone who was involved. She said DLNR had emphasized that the projects that are for the request for the grant monies are focused on areas where tourism has the most impact. In terms of the HTA funding, she said they had an active discussion about the potential use of the urban trails. The committee had been excited to hear the opportunity and expand that to other historical towns, where communities are ready to invite tourists. The committee supported a minor adjustment to the funding.

Chair Kam said they also spoke about the partnerships and asked Mr. Downing to share more. Mr. Downing said his concerns about working with the DLNR is that he wanted to see more substance and detail in what they would do as it was a one-time grant. He said the money should be used to make these trails the best they could be. He spoke about a historical deforestation coral trail in Waikiki and was unhappy about it. He said there is no trail now, so it is something they would have to create. He suggested they approach him where they want to put the trail, as Waikiki is a broad area, also a part of Hanauma Bay. He said there needs to be more depth. He said something else that bothered him was that DLNR had come to the HTA for money for different projects, and for some projects, they failed to do and returned the money. DLNR had returned some of the project money because of implementation problems. He said the HTA has the fiduciary duty to be in charge of the monies. Something needs to be stipulated in the agreement with a timeline so that the money does not come out of the HTA's pocket for DLNR not following through with a project. He had reached out to Mr. Masuda and is waiting for him to reply. He said the trails on land were good, but some of the money they gave to the

water could be used to make the land trails better. He would rather see a hundred percent given to a trail rather than fifty percent. He said he enjoyed the partnership with DLNR, to work together to get things done.

There were no further questions.

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

Ms. Chun spoke about the May 2022 highlights. She said they are ahead concerning expenditures for the month compared to 2019, although still lagging on visitor arrivals. By market, the total by air is higher. U.S. west and east saw more expenditures. Canada also had higher expenditures. All the markets had higher per day spending in May 2022 compared to May 2019, but only the U.S. west and east had a higher number of visitor arrivals. There was an increase in the average daily census.

On the island basis, all the islands had higher expenditures and per person per day spend. She spoke about the TSA throughput, which was much higher, except for Daniel K. Inouye International Airport. Most people visited for a vacation across the markets. Most people stayed in hotels. She spoke about the hotel and vacation rental performance. There was a 73.9% occupancy for hotels and 69.4% for vacation rentals. Hotels cost more with a \$340 average daily rate compared to \$284 for vacation rentals. She showed the demand for hotels being far ahead compared to vacation rentals. For Transient Accommodation Tax (TAT) the department of taxation collected \$72.9 million, an increase of almost 300%. Collections for prior years were \$171 million, so it has increased by over \$500 million.

The unemployment rate showed 3.6, which was flat in prior years. The last few months had been flat. For industries, she highlighted accommodation and food services. There was recovery compared to prior years. For non-stop scheduled seats, there were fewer seats for May 2022 but domestic seats were higher than in 2019. For June, it was similar to May 2022. For July, there was an increase in international seats and additional international seats in August. For July and August, the bookings were still shy of the 2019 figures. For Japan, she said there were few seats for June from Japan, with a few more seats coming in July and more pick-up in August at 87,000.

For the Skift Travel Health Index, globally, they are 81% slightly higher than the previous month. The U.S. market was at the top and is almost at 100%. Canada is also ready; Australia is also high. Japan is almost at 60%. This was all compared to 2019. China is still low. For the Pacific

Asia Travel Association COVID-19 update and recovery dashboard, she highlighted the important countries from a marketing standpoint. Australia is completely open with a high vaccination rate, similar to Canada. China continued to be restricted and partially locked down. Japan is opening up slowly. Korea is open as well as the U.S. The U.S. had the lowest vaccination rates of the countries.

Ms. Chun spoke about the U.S. travel association and travel sentiment. She highlighted that looking at the U.S. resident vacation intentions, they are now at 37% for people planning vacations in the U.S. She said there was a decline in people planning vacations. She said the consumer travel sentiment is also on a decline from prior months. There was some movement as far as overall travel intentions.

Ms. Chun showed the portrait of American travelers. From the MMGY pool, which was fielded in April, the interest in visiting Hawai'i was significantly down from April 2021, a trend that had been consistent. By age group, the biggest drop was in millennials. There was a decrease in visiting Hawai'i from Gen Z. The biggest obstacle to visiting Hawai'i was the cost. COVID is not much of a concern compared to cost. Of those people who are planning to visit Hawai'i, a lot of them are planning to visit relatively soon. 39% are visiting within the next three months, and 22% are visiting in the next six months. Through Fall, there would be people visiting Hawai'i. Visitors are looking for experiences rather than purchasing.

She spoke about YouGov destination index trends. She showed purchase intent, with a two-week moving average. There was a drop in people wanting to book to Maui and an increase for Kaua'i. For O'ahu, it was below the line of the 2020 index. For Japan's purchase intent, it was close to the line. Compared to January 2020, there was similar interest, and the most interest was for Maui, which was flat compared to some of the islands. For travel agency booking trends, there was a slight dip for Japan. The intent to travel for July had a spike, and in August and December for the holiday season. There was a similar trend line for Canada, but still shy of 2019 figures. For Korea, it was still below 2019. For Australia, there were more people for Fall but still below 2019 levels.

Ms. Chun spoke about the visitor satisfaction survey, a key performance indicator for the HTA Strategic Plan. The number of excellent ratings for U.S. west, east, and Canada was high, so most people were happy with their trip. They were also asked about messaging. People rated Hawai'i as a safe and secure destination, very high, and above average. Being environmentally friendly and sustainable gave them high scores, above average, and excellent. For volunteer opportunities and give-back opportunities, everyone was above average or excellent. For safe and responsible travel, only a quarter of the people said they had not heard about safe and responsible travel. Caring for and respecting Hawai'i's culture, people, and environment, there

was 20% of the U.S. west, 18% of the U.S. east and 21% of Canada had not heard the messaging.

Mr. Rafter said for O'ahu, visitors continued to be low, and Japan was not seen to be coming back. He said it would be worth talking to the market partners to figure out how to shift some of the grants over to O'ahu and have a longer-term strategy.

Mr. Atkins spoke about the 83% satisfaction rate going down. He said in summer, there was a spike in the outer islands. He spoke about friends that had mentioned waiting times in Kaua'i and Maui airports. He questioned if it was a lack of staff or COVID-related, and he said it needs to be sorted out. Ms. Chun said she would speak to TSA about that as she was unsure about the issues. Mr. Ka'anā'anā said those are meetings they would have, and he would work closely with Mr. Willkom and airports to address the issues. He said they had ventured into a partnership on several initiatives, so he would bring the information to the meetings.

Ms. Kimura asked if there were cancelations of flights in summer. She said an inter-island flight was delayed because of the lack of baggage handlers. She said there seemed to be a shortage of people. Ms. Chun said they had heard of plans for decreases, but she had not heard about flights being canceled at the last minute. Mr. Ka'anā'anā said when looking at arrival performance numbers, there were layers to the delays. None of the challenges were unique to Hawai'i, and they had challenges across the country and the world.

Chair Kam asked Mr. Chun to speak about this. Mr. Chun said from an industry standpoint, many airlines had made adjustments due to staffing. He said that without sharing too much proprietary stuff, as a market overall, airlines tend to treat Hawai'i differently and try to protect it, because it is considered a long-haul trip. If markets could be impacted along the west coast, Hawai'i would make those impacts first before applying them to Hawai'i. Chair Kam said Mr. Chun and Mr. Ka'anā'anā could discuss it offline to see what could be done to work with the airlines.

Ms. Kimura asked about the interest in visiting Hawai'i and asked about the spike in March for Maui followed by the drop. Ms. Chun said that was when there was an interest in booking. She said the interest in March was before the announcements of the tour packages, so people were anticipating being able to travel, but she said she would double-check the timelines.

Mr. Rafter asked if they had data on Japanese travelers who used a wholesaler versus those who did not and whether it had changed since 2019. Ms. Chun said in the monthly data, there were people using package tours or being in groups, and if on a package tour, it was assumed to be a wholesaler. She said they have information about the wholesaler but do not have information about direct bookings. She said they tried to find the gap to determine how many

were using wholesalers, but it was quite difficult. Mr. Ka'anā'anā said for the longer-term trend, there was a lot of FIT. Wholesalers start booking for Japan in April. Chair Kam said they would get the information which would be helpful.

## **9. Report and Update by the Branding Standing Committee of their Meeting held on June 15, 2022**

### **a. Presentation, Discussion and/or Action on Hawai'i Tourism China's Brand Marketing & Management Services Contract**

Mr. Atkins said the last Branding Standing meeting they had was challenging because some things could not be recommended in the budget process. To help the process, they decided to do a Zoom meeting to be strictly about recommending the items in the Branding Standing committee, but they did not have a quorum, so they thought it best to be discussed during the Budget Standing Committee meeting so they did that.

The first agenda item, RFP 22-01 had already been covered by Mr. Regan and Mr. De Fries. The second item was to cancel the RFP 22-06, the sports program. He recommended that there would be new protocols for the RFP, so they must ensure they get as many of the four pillars. He said for LPGA, they hit three out of the four pillars. Mr. Atkins said for LPGA they were pleased with the overall ROI on LPGA. Mr. Ka'anā'anā said the LPGA event recap was included in the Branding Standing Committee meeting packet. He said it was a good partnership and they saw good results from the media side. He said the strategy for the LPGA was a good example of a program that hit three pillars. He said they would be approaching the LPGA for a negotiation for a multi-year agreement, with the understanding that the HTA will need annual approval from the State Procurement Office to be able to do so. The first-year funding was extended out of 2022, and the second year would also be out of the original appropriation that the Board made of \$500,000. The second year would be for 2023.

Mr. Atkins mentioned the economic tier through Mr. McCartney's office and DBEDT. He was hoping to get more business that would have an economic benefit exceeding the ROIs that the HTA was getting on the sports side. He wants the HTA to connect with key people.

Mr. Alameda asked when the sports RFP was. Mr. Ka'anā'anā said the intention was to return to the Branding Standing Committee and the full Board in July 2022 with the full sports strategy, which would outline the four tiers. When the Board was comfortable with that, they could draft procurements against it. They are waiting for the community tier, and have to decide whether to do a separate RFP for community sports instead of including it, which the HTA traditionally did in the Community Enrichment Program RFP. They need to work through as a Board to decide on the finer details.



Chair Kam asked if they would identify things that would not make the window promptly that the Board should address. Mr. Ka'anā'anā said they were looking at opportunities that could be sole-sourced and they would need to file the paperwork. He said there might be some that would not meet the requirements for a sole-source justification.

Mr. Atkins spoke about Mr. Reyes' update on pace and production. Mr. Reyes and his team, during the COVID period, brought on a new team. The slides showed that they started to get traction in city-wides and individual hotels. There were a lot of tentatives. He said looking out to 2027 to 2028, it needed a lot of help, as they were getting a lot of tentatives for shorter-term business which was good for 2024 to 2026. Some of the programs that were canceled during COVID had rebooked, but not for 2023, as much as for 2024 to 2026. He said Mr. Reyes was feeling optimistic as everything was moving in the right direction.

Mr. Atkins spoke about the market update from Hawai'i Tourism Japan (HTJ) and asked Mr. Ka'anā'anā to give the update. Mr. Ka'anā'anā said there had been progress in conversations around pre-clearance, which was encouraging. There would be a relaunch the following day on some Japanese services to Hawai'i. The governor members would be participating in a welcome ceremony at the airport. He said they had the Kona flights to look forward to in August. He said all this points to momentum in the Japanese market toward the close of 2022. He said industry partners had a lot of interest in how they cover the Japanese market. He said the focus on Japan endured and is a market to protect. Mr. Atkins said that during discussions in the Branding Standing Committee meeting, Ms. Kimura voiced her opinion that it may be better, in both U.S. market and Japan, that the HTA should take \$500,000 out of each of the line items and put it into an opportunity fund. He said they could make a recommendation on that.

Mr. Atkins spoke about China, and they recommended the 2022 budget for China. Mr. Ka'anā'anā said they had discussed the analysis and understanding of the costs, and said they were significant. The WeChat B2B and B2C programs that the HTA was developing had a 90% penalty if they had to leave early. His recommendation was that the Board allocate and approve restricted funding for the China market, through the end of the year, 2022, to the amount not to exceed \$233,616. His recommendation is that the Hawai'i Tourism China (HTC) contractor in place, would remain there through the end of their contract, December 2022 and that the restricted funding was from now until the end of December 2022. Mr. Atkins said it was also the recommendation from the Branding Standing Committee to support what Mr. Ka'anā'anā mentioned.

Mr. Rafter asked what rules were in place in terms of contracts. Mr. Ka'anā'anā said in their contract with GMTs that there was a clause for major sub-contractor approval. There was a dollar threshold that anything above that amount, be it \$100,000, required the HTA's prior

approval for them to execute that contract. Beyond that, the HTA did not have anything else included in the contract.

Mr. Atkins asked for a motion that the Board moves to continue the HTC brand marketing and management services contract 21031 S1 through December 31, 2022, with a restricted spending ceiling of up to \$233,616, from July 2022 to December 2022. Chair Kam made a motion, and Mr. Rafter seconded. Mr. Regan did the roll call, and the motion passed unanimously.

**b. Discussion and Action on the Recommendation by the Branding Standing Committee on Recommended Changes to the HTA Fiscal Year 2023 Draft Budget**

Mr. Atkins spoke about the next agenda item: the Brand management portion of the HTA fiscal year 2023 budget. He said that would be discussed in the Budget Standing Committee.

**c. Discussion, Recommendation, and Action on the Economic Development Administration American Rescue Plan Act Travel, Tourism, and Outdoor Recreation Grant Assigned to the Hawai'i Tourism Authority by Governor Ige**

He spoke about the HTA plan for the EDA grant. He said they were not able to make a recommendation, but Mr. Ka'anā'anā said the Branding Standing Committee took action in the first meeting for the month on the EDA of the \$4 million as part of the gap. He said that would be in agenda item 11. Chair Kam said the Branding Standing Committee did approve the \$4 million as an opportunity fund for the market. Mr. Atkins said they need to have flexibility in the approval. Mr. Regan suggested that they support the approval and that it gets discussed further in agenda item 11.

**10. Report and Update by the Budget, Finance, and Convention Center Standing Committee**

**a. Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the Hawai'i Convention Center's May 2022 Financial Report and Update on the Hawai'i Convention Center's 6-Year CIP Plan as Presented at the June 28, 2022 Meeting**

Mr. Rafter spoke about 10a, the Hawai'i Convention Center (HCC) financial reports that Ms. Orton and Ms. Tait presented. He said they did not find anything out of the ordinary, and they had recommended approval of the HCC financials as presented and provided.

Mr. Rafter asked for a motion to approve HCC's financials by the Board. Chair Kam made a motion, and Ms. Kimura seconded. Mr. Regan did the roll call, and the motion passed unanimously.

**b. Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on Recommended Changes to the HTA Fiscal Year 2023 Draft Budget**

He noted on 10b that they would also cover agenda item 12.

Mr. Rafter spoke about the budget and said that during the meeting on June 28, the committee discussed changes to the draft FY2023 budget that was recommended by the Board members. Based on that, the HTA team reviewed the changes, and they agreed with the changes presented. He reiterated Ms. Kimura's recommendation to move the \$500,000 as mentioned by Mr. Atkins earlier. They had voted and approved the recommendation. They also recommended moving \$1.5 million for island chapter programmatic funding from budget line item 321 to budget line item 320, using FY2022 ARPA funds. He mentioned the governor's intent to veto HB1147. They had discussed recommending it to include a proviso that they make the budget contingent on receiving funds from Gov. Ige. They also determined other sources for the budget should that be delayed beyond the BOD meeting. They also discussed unspent ARPA 2022 funds that were with the HTA. They had identified sufficient unspent funds used to cover payroll and G&A costs, until such time the governor released funds to the HTA.

Mr. Rafter said they recommended the Board approves the FY2023 direct budget as presented with the changes listed, with the proviso that the budget was contingent on the governor releasing funds to the HTA, and that the HTA be allowed to use unspent ARPA funds from 2022 to support current payroll and G&A expenses until the funds are released by the governor, and recommended approval of the 25 positions covered under the payroll line item, with the understanding that those positions were approved, and would be funded with FY2022 ARPA funds, and that \$1.5 million would be allocated from FY2022 ARPA funds for the island chapters.

Mr. Alameda asked for the reasoning for the \$500,000 being reallocated. Mr. Rafter said the concern dated back to 2021, when the HTA had already covered a significant amount to Japan, and then the Japanese market did not evolve as expected, so they would eventually like to allocate that \$500,000 back to Japan. Should Japan not emerge, they would have the flexibility to move that money to other areas of expenditure. Ms. Kimura said in 2021 they made many mistakes allocating money to certain areas including China and Korea, expecting those markets to emerge by the end of the year, and that was the wrong assumption where they wasted the budget, so as not to make the same mistake they want more flexibility, as the market is unpredictable.

Mr. Arakawa said his vote on that was based on the unpredictability of the markets so that the HTA and staff had flexibility. He said in the past, the Opportunity Fund had been part of the HTA budget, so it was not something new. He said he supported the original request where the \$500,000 would come from the two biggest contracts, the U.S. and Japan. He was disappointed that it was coming out of one contract, but his understanding was that there was no objection from any contractors. He said his understanding was that additional funding could be used if Japan needed more money. He said he voted with reservations to support it.

Mr. Ka'anā'anā said his recommendation to the Board is that the U.S. market be funded with \$17 million out of FY2023 funds, and the Japanese market remains at \$6.5 million. He mentioned those are significant reductions already because of the overall budget reduction. He said those two critical markets were very important. With the weakness in the marketplace, they would also face challenges in the U.S. market, looking into 2022 and 2023. He said they would need the resources to keep top of the line in the two markets. He said they have a responsibility to protect the brand, and to educate the visitors before they arrive, but if they are not driving travel demand and investing in resources for a thriving industry, the communities will suffer.

Mr. Ka'anā'anā addressed Ms. Kimura's suggestion for an opportunity fund. He said when they looked at the totality of the budget with fewer funds available overall, they did not feel the need to put some in the Opportunity Fund because the HTA had flexibility from the unspent FY2022 ARPA funds as well as the EDA grant marketing dollars, so felt that was enough flexibility should the market need support.

Chair Kam asked if the \$500,000 was covered from the EDA and ARPA 2022 funds, and Mr. Ka'anā'anā confirmed that as correct. Chair Kam said another point in the Budget Standing Committee meeting was that they were more concerned about the downside, about the \$6 million. Chair Kam asked if the \$6.5 million for Japan could be prudently managed and confirmed that it could be. Mr. Ka'anā'anā mentioned the U.S. and Japan and said the HTA would face competition as other markets were opening, and the HTA would have to fight for the customer, so they need to keep an eye on industry partners. He said \$17 million and \$6.5 million was already a big cut, so to reduce it by another \$500,000 in Japan was not the right call.

Chair Kam asked what makes Mr. Ka'anā'anā optimistic about the Japanese market coming back. Mr. Ka'anā'anā said they do have the opportunity to adjust, and the confidence he had comes from the direct discussions that the governor, Mr. De Fries, Mr. Takahata, and others had in Japan with the leaders, as well as what was seen in some of the data. He said there would always be a risk, and he understood the sensitivity to the risk, but they must remember

their responsibility to protect the Hawai'i brand in the Japan and U.S. markets, in particular. The HTA has to make sure the resources are available to use.

Chair Kam asked Mr. De Fries if he was also confident, and Mr. De Fries said he was and that Mr. Ka'anā'anā spent a lot of time with each of the contractors. He said the experience in Japan with all the travel partners, helped them see the commitment they were prepared to make in preparation for that. He agreed that it was significant money but also said he fully supported Mr. Ka'anā'anā's recommendation and would encourage everyone else to support it too. He said Mr. Ka'anā'anā had built the budget in a way that preserved flexibility. He said removing \$500,000 would be a step down in their commitment.

Chair Kam asked about the hotel industry's sentiment. Mr. Ka'anā'anā said it was uniform and Japan was going to be a key to the recovery of Waikīkī and O'ahu.

Mr. Atkins said the challenge with the flexibility fund is that it was not guaranteed to go to Japan. Mr. Regan spoke about procurement and said from 103B that there were certain things the HTA could and could not do. Before losing the exemption, the HTA had the flexibility to move money into a contract for a supplemental. Because the market was going out for the RFP the HTA would make an award soon, which would be a certain dollar amount. He said it would be difficult to move money from the contracts once awarded. They could ask the SPO officer for some exemption, but it would depend on review in the process. Mr. Kinkley concurred with what Mr. Regan said about 103B, but with the extra \$500,000, they could keep that optional to cover them should the HTA need to move the money around to get around the procurement problems.

Mr. Downing asked how the committee came up with \$500,000. Ms. Kimura said that based on what the Japanese were doing about lifting restrictions, they would need more money and she was confident Japan would return.

Mr. Rafter said there was some concern with the Opportunity Fund used as "slush" funds. The HTA wanted to pick an amount before any activities in Japan could happen should the market not return and not put a massive number in the Opportunity Fund. Mr. Ka'anā'anā said he was asked to be pragmatic, purposeful, and intentional about the spending, so he reported at the Branding Standing committee that from January to May 2022, they had only expended \$2.4 million of the \$9 million contract, which meant they had \$6.5 million. So, from managing how the funds were expended, he took what they asked of him and worked on what was based on the market.

Mr. Atkins asked if Japan did not spend all the money, what would happen to the money, in 2023, and if it could roll over. Mr. Ka'anā'anā said if it were ARPA money, it could roll over. Mr.

Ka'anā'anā said 2022 funding is TSF. Mr. Togashi said he supported the staff's recommendation as he believed they had the flexibility in other sources of funds. Mr. Rafter said they spent a fair amount on Japan two years ago and had a low return on investment. Mr. Rafter said he was not criticizing the budget. He said it was well done, but they did not want to get in another situation where they were encumbered to spend money for a market that had not shown whether it would return. He said there was not much evidence that Japan would come back. The other reality is that the contractor would say they need the maximum amount. He said they must have the flexibility with the \$500,000 should Japan not come back.

Chair Kam said the Budget Standing Committee recommended \$6.5 million with the \$500,000 in reserve, and Ms. Kimura's point was that she hoped they could have the Opportunity Fund. He said Japan's allocation was reasonable, and if it ended up being ARPA, there was flexibility. Mr. Arakawa said they all respected a great job on the budget, but the bottom line is that it is an opportunity fund, and contractors from Japan could come back to ask for more, so it seemed simple to have the flexibility. He said HTJ was on the budget meeting call and as far as he understood they did not object. Mr. Ka'anā'anā said he did not ask HTJ contractors if they object on purpose, because he took the information from the allocating platform and initiative partners. He said that the contractors drove the process often, and his intention was not to allow that to happen. He set the budget based on the information made available to him regardless of how the contractor felt. He clarified that Mr. Togashi or the HTA had never asked for the maximum of anything. He said he had done with his staff by looking at the information available to them through the market allocation platform from information from Ms. Chun, the Tourism Economic folks, and the conversations with industry partners and synthesized that into the recommendation.

Mr. Downing was concerned that the committee had decided on an amount. He asked why they did not make it a lower amount. He said that if they were going to use data or statistics to make an amount, he agreed as it was based on some rationale. He did not agree with an amount where data and statistics are not used to decide on an amount. Either way, if it does not work, someone will get in trouble. Mr. Ching said he felt it was a symbolic move. He said he thought HTJ would not object because they did not want it to be less than \$500,000. He said they should approve the \$6.5 million, but for the \$500,000, he said it was a lot.

Mr. Atkins said they created a number and would take it out for the RFP. He said they could go out with the option of not exceeding \$6.5 million, and someone could come in with a good proposal less than the budget. He said there was a lot of protection should they not use the full amount, so there was protection in that the amount could be rolled over. Mr. Atkins said Mr. Ka'anā'anā had done a great job. Ms. Yuen asked about the ARPA funds and EDA, and if they

could go international. Mr. Regan said in discussions with the Budget and Finance committee that initially they thought it would be a challenge, but they determined that there would be no issue. Chair Kam said they should support what was reasonable on the staff's recommendation. He said he recommended that he support Mr. Ka'anā'anā and his team and their work with the budget for the \$6.5 million.

Mr. Atkins said at the Budget Standing Committee meeting that because the governor vetoed, he wanted to understand why \$100,000 was taken out of some items. Mr. Togashi said it was because of the fringe. Mr. Regan said that before HB1147 was on the veto list, they would have been in general funds, and in general funds, the HTA did not have to pay towards fringe, however, now that they would likely be in ARPA or federal grant monies, the HTA needed to set aside monies to contribute to fringe, so that is why they put the amount back to \$1.3 million. He said if there were going to be any changes proposed, they should vote on the changes, then vote on the motion.

Chair Kam asked for clarification on what the staff's recommendation was compared to what the Budget Standing Committees' recommendation was. Mr. Ka'anā'anā spoke about Japan and said they need a full Board vote in Japan. Chair Kam said the one is the Budget Standing Committee's recommendation of \$6 million and \$500,000 for the Opportunity Fund, and the other is the staff's recommendation of \$6.5 million. Mr. Ka'anā'anā said the motion could be that the FY2023 Japanese market appropriation in line item 323 is \$6.5 million for FY2023.

Chair Kam made a motion, and Mr. Ching seconded. Mr. Regan did the roll call. Mr. Arakawa voted nay as he thought they need an opportunity fund. Ms. Kimura voted nay. Mr. Rafter voted nay. Everyone else voted for the motion, so the motion passed.

Chair Rafter said they need a motion for the Budget Standing Committee's recommendation for the approval that the Board approves the FY2023 draft budget as presented with the changes previously discussed, with the exception of \$6.5 million for Japan, while also incorporating the proviso of the budget contingent on the governor releasing funds to the HTA, and that the HTA be allowed to utilize unspent ARPA funds for FY2022 to support current payroll and general administration expenses, until the governor released the funds, and recommend approval of the 25 positions covered under the payroll line item with the understanding that those positions were approved and would be funded with FY2022 ARPA funds, and that they recommend approval of the \$1.5 million for the island chapters from FY2022 ARPA funds. Chair Kam made a motion, and Ms. Kimura seconded. Mr. Regan did the roll call. Mr. Downing voted nay. The motion passed.

**c. Discussion, and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the Convention Center’s Fiscal Year 2023 Budget**

Mr. Rafter said during the meeting the BFCC was briefed on the impact on the budget due to the intent to veto HB1147. HTA staff presented a detailed review of how funds would be made available using FY2022 ARPA funds that were previously approved to support the operational needs of the HCC in FY2023. This included redistribution of funds from R&M operations. He said in the meeting packet there was an attachment showing how the funds were moved.

The HCC General Manager, Ms. Orton had spoken about the operational needs for 2023 including staffing challenges that she and her team were facing since re-opening the HCC. The committee supported her presentation and was made aware that the proposed R&M schedule would be deferred to a later time to allow for adjustment of the schedule. Additionally, as part of the discussion HTA staff said they would work with the governor to request an allocation of ARPA funds to cover the original plan for R&M, based on concerns that the HCC needed the R&M funds. Still, if not used in the short term, there would be no staffing for the HCC. The goal would be to have the governor allocate the \$25 million, which was part of the ceiling cap in HB1147, which would allow the HCC to continue with original plans for R&M without interruption.

Ms. Kimura said there was a comment moving forward from COVID that airports should support having more city-wides the following year. Mr. Rafter said Ms. Orton's presentation had shown a lot of activity at the HCC, and in August there was an activity daily. Most would be local, and the calendar gets busier in 2024 and 2025, but they are relying on local activity now. Ms. Kimura pushed to bring in national and international activities to fill the gaps. Chair Kam concurred with Ms. Kimura. Chair Kam said that could be discussed later. He said the intent was to get rooms filled, so it had a greater impact around the state.

Mr. Rafter said the BFCC recommends that the Board approve the HCC FY2023 budget as presented and discussed with the committee and that the HCC provides an updated R&M schedule for FY2023 to the Board no later than the August Board meeting. Chair Kam made a motion, and Ms. Kimura seconded. Mr. Regan did the roll call, and the motion passed unanimously.

**11. Discussion and Action to Adopt the Grant Administration Plan (GAP) as Presented and Updated for the Economic Development Administration American Rescue Plan Act Travel, Tourism, and Outdoor Recreation Grant Assigned to the Hawai’i Tourism Authority by Governor Ige**



Mr. Regan said they made adjustments to the Grant Administration Plan based on input received. The trail portion was now a broader project that would focus on Waikiki first to develop a foundational platform that would be made available to other areas interested in expanding and utilizing the platform for their communities. Other than that, the Grant Administration Plan remained the same as what was presented. He said they were asking for approval by the Board of the Grant Administration Plan that was included in the meeting packet.

Mr. Downing wanted to make sure that the HTA had included in the motion that they would not be responsible if the DLNR failed on their end to do pieces of work promptly. Chair Kam asked if Mr. Regan's DLNR was still broad in terms of the contract or if it was specific. Ms. Anderson said they would be drafting the contract with DLNR for the projects, and in the contract, they would ensure monthly meetings with DLNR, and there would be information with flexibility on the projects. She said the projects were presented to them at the Ho'okahua Hawaii Committee meeting. Those projects were the ones they were moving forward with, which also met the DMAPs.

Chair Kam checked with Mr. Downing about his reservations. He had reservations on the snorkeling and restoration trail, as they were not told where they were planning to do that. He said there would be public pushback, so he asked what would happen to the funding of \$750,000. Chair Kam wondered if there was timing about that. Chair Kam said to Ms. Anderson that they wanted to feel confident about what they approved. Ms. Yuen asked if the contract would be worded with a list of projects but that there would be flexibility to shift the funds to another project. Ms. Anderson said there would be flexibility. Ms. Anderson said she would bring more detail to the Ho'okahua Hawaii Committee meeting on Waikiki's snorkel trail.

Mr. Regan said the Grant Administration Plan was a broad overview of what projects the HTA would be working on, so they needed to get the plan in for them to start discussions with the EDA. He said what was discussed took into consideration the concerns from Mr. Downing and Mr. Atkins about who was watching over the DLNR to ensure they did what they were supposed to be doing. And if not, who would decide to cancel the project and move on to something else. He said that was all incorporated in the process. He said a lot of work was done by Mr. Masuda and his team on the projects, and they focused on the most important ones that could be done timeously. He said Mr. Masuda and his team were aware of the concerns about the snorkeling trail. He said Mr. Masuda would re-look at the project and perhaps modify the project.

Mr. Regan said it was important to get the plan to the EDA and there would be continuing discussions should there be any more concerns going forward. Chair Kam wanted to ensure everyone felt confident, including Mr. Downing. He said he wanted to get DLNR moving.

Chair Kam asked for a motion to approve the Grant Administration Plan for the Economic Development Administration American Rescue Plan Act Travel Tourism and Outdoor Recreation Grant as presented and included in the meeting packet to the Board. Ms. Yuen made a motion, and Ms. Kimura seconded. Mr. Regan did the roll call, and the motion passed unanimously.

Mr. De Fries asked for the departing Board members' remarks. Mr. McCartney, Ms. Kimura, Ms. Yuen, and Mr. Atkins shared their mana'ō with everyone.

#### **12. Discussion, Recommendation, and Action on HTA's Draft Fiscal Year 2023 Budget**

This was discussed under agenda item 10b.

#### **13. Closing Cultural Protocol**

Mr. Casson-Fisher did the closing protocol.

#### **14. Adjournment**

Chair Kam asked for a motion to adjourn. Mr. Downing made a motion, and Ms. Kimura seconded. The motion passed unanimously. Mr. Regan concluded the meeting at 1:18 p.m.

Respectfully submitted,



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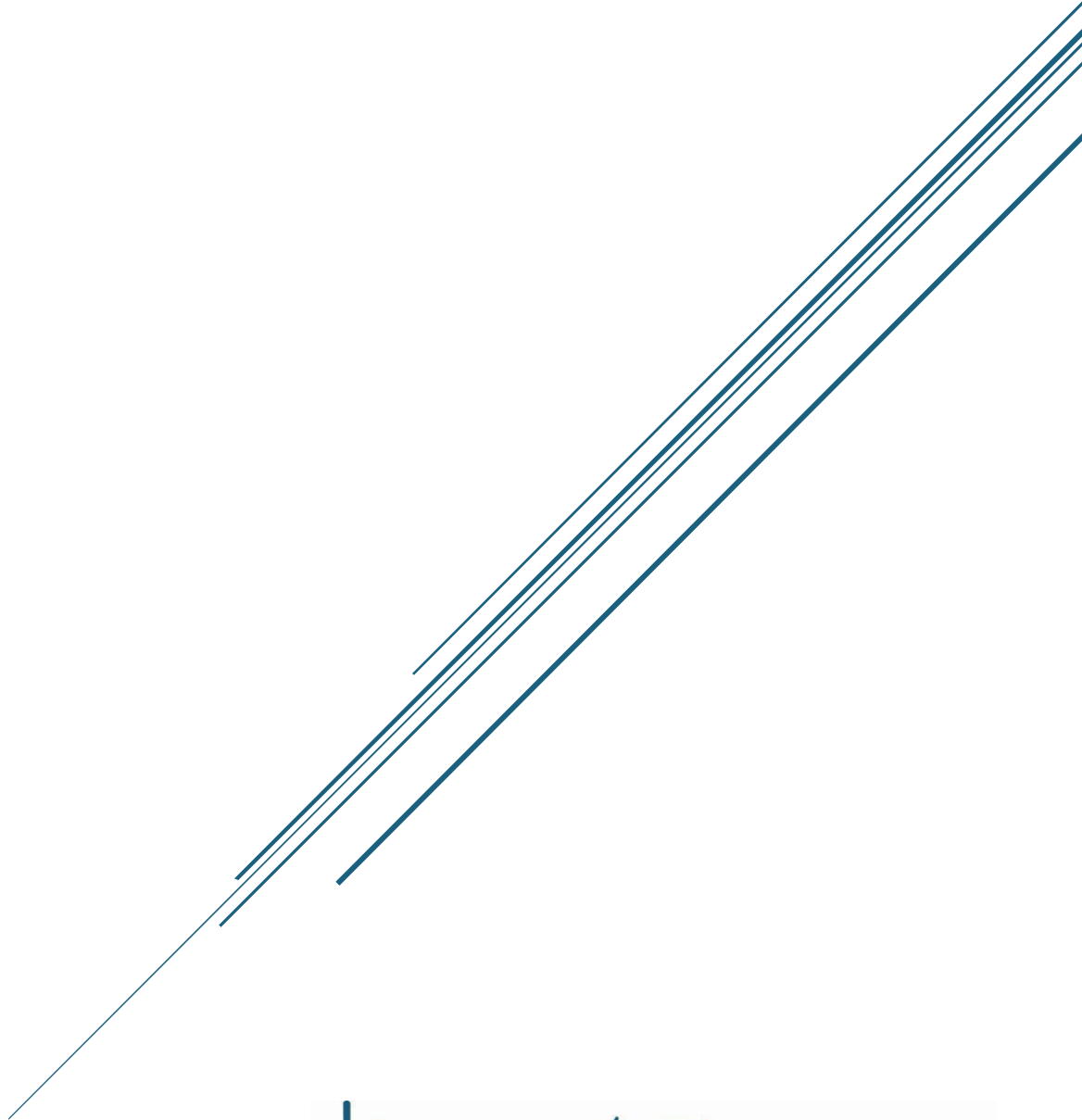
Sheillane Reyes  
Recorder

# **6**

Reports of the Chief Executive Officer/  
Chief Administrative Officer/Chief Brand Officer

# HTA CEO REPORT

JULY 2022



## EXECUTIVE SUMMARY

Each month, the Hawai'i Tourism Authority (HTA) provides this report as a resource to the Board and the public to better understand the activities and actions taken by the team in support of the organization's overall mission. HTA's 2025 Tourism Strategic Plan and its four interacting pillars (Natural Resources, Hawaiian Culture, Community, and Brand Marketing) guides the team in the various matters worked on during May 2022. Overall, this report provides insight into the actions conducted by the staff to implement the HTA budget previously approved by the Board.

HTA continues to support Aloha 'Āina and Kūkulu Ola programs that help to further our mission of Mālama Hawai'i. This past month program administrators from the Hawai'i Community Foundation (HCF) and HTA staff visited two Aloha 'Āina projects: Mōhala i ka Wai and Aloha 'Āina Kahalu'u and two Kūkulu Ola projects: Puana Lauhala A Pa'ahia and Ola Ka Lāhui on Hawai'i Island. See more about each of the programs below in the Hawaiian Culture and Natural Resources sections.

In the Community pillar, HTA's partnership with the Hawai'i Visitors and Convention Bureau (HVCB) continues to move forward with the Community Enrichment Program (CEP). In the month of June, fourteen (14) CEP projects and events took place throughout the state and were well received by residents and visitors. In addition, HTA's partnership with GoFarm Hawai'i at the University of Hawai'i at Mānoa for the Hawai'i AgTourism Initiative has concluded with successful outcomes.

The Brand team earlier this month conducted its Major Market Area Industry Partners Group Meetings via Zoom and in person. Conversations included booking behaviors, upcoming opportunities and a look at new trends influenced by societal and economic changes. Kāhea Greetings Program – Airports also engaged in an in-person cultural training with NaHHA at the Hawai'i Convention Center, where over 200 staff were in attendance. Their feedback was positive resulting in plans to do more. Sharing Hawaiian culture on a broader scale online was the launch of a musical series called "Artist Den - Live from my Den: Hawai'i Edition" which featured four Hawai'i musicians. This was a partnership between HTA, the Hawaiian Islands, DBEDT, Creative Industries Division and NaHHA and can still be enjoyed online.

In the planning area, staff focused on preparing and attending a number of meetings relating to Hawai'i Island and Moloka'i's DMAP. A Japan media interview was also conducted during the Hawai'i Tourism Japan's Japan Summit. Caroline attended the Travel and Tourism Research Association's annual conference during the week of June 13<sup>th</sup>. The theme of the conference was regenerative tourism and destination management. Staff drafted the contracts for the projects relating to services in the areas of infographics and program evaluation and monitoring. Efforts continued with working with the island Destination Managers, counties and other state agencies to move DMAPs' actions forward.

Pursuant to Act 088, HTA's Tourism Research Division (TRD) was transferred to the Department of Business, Economic Development and Tourism's (DBEDT) Research & Economic Analysis Division (READ) effective July 1, 2021, and was renamed the Tourism Research Branch (TRB). TRB published the May 2022

Visitor Statistics press release and monthly reports, an updated air seat outlook for June 2022 – August 2022, the May 2022 Hawai'i Hotel Report, the May 2022 Vacation Rental Performance Report, the Q1 2022 Hawai'i Timeshare Quarterly Survey Report, the Q1 2022 Visitor Satisfaction and Activity Report and infographic, and the Summer Edition of MMYG's Hawai'i Edition of the Portrait of the American Travelers Study. In addition, TRB published weekly Destination Brand Index reports, the weekly Destination Brand Index – Responsible Traveler Segment, weekly Travel Agency Booking Trend reports, and the June 2022 Coronavirus Impact Report.

## I. CHANGE MANAGEMENT PLAN

During the month of June, as mentioned in our previous reports, we continue to recruit for the Procurement Manager, Senior Brand Manager, and two Brand Manager positions.

Although the reorganization was submitted and accepted by DBEDT, we were alerted that Governor Ige was intending to veto HTA's funding bill (HB1147) which would impact the HTA's positions and funding. As such, we were required to go through all the HTA's position descriptions, update the positions (again), and submit all the position descriptions to reestablish our positions. Additionally, we were required to update and submit a revised organization chart as part of the process. As of July, all positions were established, and all incumbents were transferred into the newly established positions. All positions will be funded using ARPA funds.

We continue our meetings with Budget and Finance (B&F) to release ARPA funds for our operations. Additionally, based on the Governor's intent to veto HTA's general fund appropriation and positions, we engaged B&F to determine options and a path forward. According to B&F, the HTA's funds will be derived from unallocated ARPA funds currently held by the State. This does not include any unexpended ARPA funds that are currently with the HTA (FY22 appropriation).

We continue to maintain an open-door policy and make ourselves available to answer questions, and participate in town halls, and other meetings. Responses continue to be positive. We continue to support and facilitate hospitality industry updates with the mayors of all four counties to further connect the government with the industry. As part of this commitment, we held island caucus meetings to engage with legislators from specific geographic regions here in Hawai'i.

## II. NATURAL RESOURCES PILLAR

### *Aloha 'Āina (Natural Resources) Program (DMAP Action Item)*

Hawai'i Community Foundation (HCF) has been contracted by HTA to administer the 2022 Aloha 'Āina program through CON 21033: HTAxHCF – Implementation of Kūkulu Ola & Aloha 'Āina Programs. Through this contract HTA is supporting 31 community-based programs this year with \$1,575,000 in funding. HCF and HTA staff traveled to Hawai'i Island in June to visit with two Aloha 'Āina programs. The visit included a stop at Kīholo State Park Reserve. The area is jointly managed by the Division of State Parks and Hui Aloha Kīholo as part of a curatorship agreement. Hui Aloha Kīholo has a kuleana to protect, perpetuate, and enhance the cultural and natural landscape of the Kīholo Bay area through collaborative management and active community stewardship. The Hui acts as a steward of Kīholo by partnering with stakeholders to provide on-the-ground presence, maintenance, camping facilitation, community engagement and education, as well as natural and cultural resources protection. The Aloha 'Āina Award supports their project entitled Mōhala i ka Wai: Empowering our community to support a thriving Kīholo. The goal is to increase the ability to connect with visitors of the Kīholo State Park Reserve, and to improve the health of the natural resources of the area. During the visit, HCF & HTA staff were introduced to the practices of kilo kai (observation of the ocean) and the importance of mālama in that area. Another Aloha 'Āina project that HCF/HTA Staff visited was the Aloha 'Āina Kahalu'u. With the provided HTA funding, The Kohala Center (TKC) is able to deepen the 'āina-kānaka (land-people) relationship by strengthening stewardship of Kahalu'u as a wahi pana (sacred place). Staff were able to witness first-hand how TKC is providing increased visitor education to allow for pono (balanced, respectful) access and exposure to the bay before the visitor's arrival and then further supported by guidance from trained community members once on 'āina at Kahalu'u. He leo ho'omaika'i (congratulations) to TKC and the Kahalu'u Bay community for the recent selection by Mission Blue, an international nonprofit, identifying Kahaluu Bay on Hawai'i Island's west side a Hope Spot especially Cindi Punihaole, director of The Kohala Center's Kahalu'u Bay Education Center for being recognized as Hope Spot Champions.

### *DLNR Partnership (DMAP Action Item)*

Partnership with the Department of Land & Natural Resources, through CON 20210: Universal Trail Assessment and Sign Initiative, and Trail Safety and Enhancement -Brushing/Maintenance/Rehabilitation, to enhance the resident and visitor experience statewide is wrapping up. Time of performance for this contract ended on 6/30/2022. HTA staff look forward to receiving final reports from the Nā Ala Hele team.

### *Channel Manager (Formerly the Universal Reservation System) (DMAP Action Item)*

HTA has contracted with HVCB to support a manager-level position to oversee the market research, procurement, and development of a robust Channel Manager (Universal Reservations System) for statewide leisure activities via CON 20138. HVCB has identified an appropriate individual to fill the position as a subcontractor to HVCB. HTA senior leadership met in December with HVCB and the identified contractor to discuss approach, scope of work and other details. HTA senior leadership



continues to deliberate on the direction of the project approach, scope of work and other details and has yet to approve the presented workplan.

### *Tour Guide Certification and Licensure (DMAP Action Item)*

In partnership with the Native Hawaiian Hospitality Association (NaHHA) via CON 18200 S3 and the University of Hawai'i at Mānoa School of Travel Industry Management (TIM), HTA has contracted these two organizations to complete a comprehensive study to better understand current tour guide certification and licensure programs that exist in Hawai'i, while exploring industry best practices globally for possible implementation throughout the state.



A survey has been developed to gather valuable feedback from community about the current certification process for tour guides in Hawai'i and will also be used to consider a formalized licensing process in the future. HTA staff invites all stakeholders in our community and visitory industry to [complete the survey](#). All the information gathered in this study will be kept completely confidential. No reference will be made in written or oral materials that could link you to this study.

### *Sustainable Tourism Management in Hawai'i Through Certifications, Trainings & Partnerships (DMAP Action Item)*

HTA has contracted with the Hawai'i Ecotourism Association, d.b.a. Sustainable Tourism Association of Hawai'i (STAH), to protect Hawai'i's unique natural environment and host culture through the promotion of responsible travel and educational programs relating to sustainable tourism for residents, businesses, and visitors. STAH's focus is on three areas: 1) Sustainable Tour Operator Certification Program, 2) Tour Operator/Tour Guide Training Program, and 3) Educational Outreach/Partnership Development. PON 20134 received a Notice to Proceed from HTA on August 9, 2021. STAH's newly hired Certification Program Manager continues working towards re-certifying 35 companies and engaging five new companies for certification. STAH has transitioned its training program to a new online platform called Travelife. This platform is robust and ties into the UN Sustainable Development Goals (SDGs) network.

STAH held an informational webinar on June 16, 2022, focused on marine-based activity operators. "Mālama i ke Kai – Actions that Support a Thriving Ocean," addressed the needs outlined in the Kaua'i DMAP sub-action item A.5 - to educate tour operators and boating companies about proper etiquette to deter ocean and reef pollution, and therefore is primarily for activity operators on Kaua'i. However, The webinar was open to all islands for participation. Forty-nine individuals registered for the webinar, with 32 actual attendees. STAH estimated that 1/3 of attendees were Kaua'i-based. Speakers were invited from DOB, NOAA, Surfrider Foundation: Kaua'i, DAR & Holo Holo Charters to discuss various topics that support and enhance a thriving ocean in Kaua'i and all the other Hawaiian Islands. This workshop was recorded and will be uploaded on to their online platform. This is the first of many workshops STAH will host this summer with more to come in the following months.

### *Hawai'i Green Business Program (HGBP)*

HTA has contracted with the Hawai'i Green Business Program (DBEDT/HSEO), to protect Hawai'i natural resources in alignment with our pillars' overall goal of enhancing respect for Hawai'i's natural resources and promoting visitor industry alignment with the Aloha+ Challenge. MOA 22012 was executed on June

29, 2022. This year's program will focus on expanding the Green Hotel Forum to the neighbor islands and creating an easier pathway for small businesses and organizations to join. The first Green Hotel Forum of 2022 was held on June 16 at the Prince Waikīkī, one of the 14 Green Hawai'i Business Awardees of 2021. The Prince Waikīkī was recognized as one of the first hotels and resorts on O'ahu to partner with Sustainable Coastlines Hawai'i and Hawai'i Tourism Authority's Mālama Hawai'i campaign, offering guests the opportunity to help preserve the scenic beauty and coastlines in Waikīkī. Opening remarks were given by Josh Hargrove, General Manager of Prince Waikīkī, followed by HTA President & CEO John De Fries. The Green Hotel Forum is set to visit Maui, Kaua'i and Hawai'i Island in the coming months.

### III. HAWAIIAN CULTURE PILLAR

#### *Kūkulu Ola Program (DMAP Action Item)*

Hawai'i Community Foundation (HCF) has been contracted by HTA to administer the 2022 Kūkulu Ola Program through CON 21033: HTAxHCF – Implementation of Kūkulu Ola & Aloha 'Āina Programs. HTA is supporting 32 community-based programs this year with \$1,475,000 in funding. In June HCF and HTA staff traveled to Hawai'i Island to visit with two Aloha 'Āina programs. One of the programs visited was The Kohala Center. Located on the northern coastline of Hawai'i Island, in the moku (district) of Kohala, is the wahi pana (legendary place) of Niuli'i - a traditional community gathering place known for its ancient ulu hala (pandanus groves), coastal native forest, and shoreline marine resources. Having sustained communities of Kohala for generations, Niuli'i continues to be a special place where traditional cultural knowledge and practices are deeply embedded in the land. With funding provided through HTA's Kūkulu Ola program, The Kohala Center (TKC) is able to share the foundational skills of hana lauhala (caring for and working with hala) as shared with them by ulana lauhala (lauhala weavers). Through the perpetuation of these important cultural practices they endeavor to increase pilina (meaningful connection) to the ulu hala of Niuli'i toward greater 'āina-kanaka (land-people) well-being. Staff were guided around the hala groves and were shared various mo'olelo of the different uses of the lauhala, the stages of growth and reciprocal relationship between the 'Āina, Stewards, and Learners of the wahi pana. The second program visited was La'i'ōpua, which was highlighted in the March CEO Report. The Aloha 'Āina Award supports their "Ola ka Lāhui" events, translated to "The Nation Lives On." An opportunity to reflect and share the 'ike (knowledge) and mo'olelo of Hawai'i with kama'āina and malihini. Staff were able to experience first hand the cultural workshops available including hilo and kui lei (braiding and stringing lei), ulana lauhala (lauhala weaving), ku'i 'ai (pounding taro) and kūkākūkā (talkstory) about the wa'a named La'i'ōpua. It was a very engaging afternoon. He leo mahalo nui i ko Moku o Keawe i ka ho'okipa maika'i loa.

#### *Native Hawaiian Hospitality Association (DMAP Action Item)*

HTA and the NaHHA continue to strengthen ties between the Hawaiian community and the visitor industry. In collaboration with Creative Industry Division of DBEDT (CID), Variety and Artists Den/Live From My Den – NaHHA helped to produce "Live From My Den: Hawai'i Edition." Beginning June 17, the special season will feature four of Hawai'i's award-winning artists: Grammy-nominated producer, singer/songwriter, and CEO of Haku Collective Kimié Miner; multigenerational family band Kapena; traditional Hawaiian music trio Keauhou; and legendary six-time Grammy-nominated vocalist Amy Hānaiali'i. "We are proud to partner with Artists Den on this showcase of one of Hawai'i's most cherished traditions: storytelling," said President & CEO of the Hawai'i Tourism Authority John De Fries. "In the mo'olelo (stories) these artists share through their music, we will learn about the ways they mālama (care for) the special places they love." The series focuses on the Hawaiian value of mālama, meaning to take care of the environment and the surrounding community, while creating opportunities for kama'āina (local) creators, and amplifying the artistry and values of Hawaiian culture worldwide. Enjoy [athttps://variety.com/t/live-from-my-den-hawaii/](https://variety.com/t/live-from-my-den-hawaii/)

Also on the music front was "Home in the Islands – A Henry Kaponu & Friends Concert," which NaHHA helped to produce, and was held June 18 at the Waikīkī Shell. With this concert Henry Kaponu Foundation aims to inject \$250,000 into the Hawai'i music industry and support over 500 jobs in Hawai'i - really supporting our Hawai'i musicians and therefore, our Hawaiian culture and Community pillars' objectives.

NaHHA also hosted its Ka Huina conference on June 8 and 9 which showcased and focused on the intersection between culture and tourism, tradition and innovation, and regenerative tourism and the future.

### *Native Hawaiian Festivals and Events*

#### **The 13<sup>th</sup> Festival of Pacific Arts and Culture (FESTPAC)**

The commission for the 13th FestPAC continues its planning and HTA staff are supporting efforts around marketing, public relations and communications for the festival. The FestPAC Commission has recruited Aaron Salā as Festival Director (FD). The Festival Director is a contracted position with NaHHA for Fiscal year 2021-2022. A 'Save The Date' flyer and video campaign has been developed, which will be translated and shared broadly in the coming weeks.

#### **Merrie Monarch Festival Digitization Project**

The digitization work of previous Merrie Monarch Festivals is ongoing and was expected to be completed by June 2022. However, the work of digitizing the archived collection has been slowed due to the COVID-19 restrictions and new technical complications due to the condition of the video tapes. The contractor's request for a time extension to June 2023 was not approved. HTA staff is working with the contractor to close out the contract while also working with the HTA contracts team to determine the options available to move this project forward.

### *'Ōlelo Hawai'i – He Aupuni Palapala: Preserving and Digitizing the Hawaiian Language Newspapers*

Phase II of CON 20195 "He Aupuni Palapala: Preserving and Digitizing the Hawaiian Language Newspapers" has been executed. HTA staff are enthusiastic to be able to continue to support this important work. Phase II will include the following milestones to be achieved by November 2022: 1) training new technicians, 2) an inventory & condition report of 30,000 pages and 3) digitization & processing of 30,000 pages.

### *Ho'okipa Malihini (DMAP Action Item)*

The name Ho'okipa Malihini means to welcome guests and as such, this program will enhance the visitor experience and resident-visitor interaction. Included in this program are Resort Area Hawaiian Culture Initiative (RAHCI) and Kāheha Greetings Program - Harbors and Airport. HTA will issue an RFP to restart Ho'okipa Malihini programs.

#### **Resort Area Hawaiian Culture Initiative**

The HTA Board approved the reinstatement of Resort Area Hawaiian Culture Initiative (RAHCI) in April of 2022. RAHCI is a program that brings cultural practitioners of music, dance and art to our resort areas across the islands to interact and share with our visitors while creating a Hawaiian sense of place. RAHCI was paused in 2020 due to the COVID-19 pandemic. Previous programs included: Kūhiō Beach hula, Waikīkī Torch Lighting, Sunset on the Beach in Waikīkī, Hilo Hula Tuesdays, Hawaiian Sunset Saturdays in Kona and Hawaiian Music Series in Lahaina. In June the board approved RAHCI to be included in Ho'okipa Malihini.

### **Kāhea Greetings**

**Airports:** The Kāhea Greetings program continues to provide a combination of Hawaiian music and hula ‘auana, lei greetings, refreshments, and other services at our Honolulu (HNL), Kahului (OGG), Hilo (ITO), Kona (KOA), and Līhu‘e (LIH) airports. The purpose of this program is to create an authentic Hawaiian experience to visitors and kama‘āina upon arrival. HNL is at full force with six performances per week and has added four more weekly performances for evening travelers. OGG has increased performances to four a week, KOA increased to three performances, and LIH and ITO are at two performance a week each for its guests. The program is looking to increase engagement during the busy summer season, not to mention other celebratory events. The HNL Airport held a Hawaiian Culture Training (Mālama, Ho‘okipa and ‘Ōlelo) by NaHHA for 262 employees on June 6-10. As international arrivals start to pick up, there is various media events planned for July to welcome back our visitors. Events will include music, lei and remarks given by Governor Ige, HTA and others.

**Harbors:** Our community partners continue to look for ways to implement the Kāhea Greetings Program at Hilo Pier (CON 21035), Kailua-Kona Pier (CON 21036) and Nāwiliwili Harbor (CON 21038). Greetings include entertainment, lei, informational brochures and maps with authentic ho‘okipa each day a cruise ship arrives. We look forward to continuing our Kāhea Greetings Program on Maui as soon as possible. Restrictions at each of our current locations differ according to COVID-19 rules and regulations. HTA will continue to work with Access Cruise to monitor the resumption of Kāhea Greetings Program at the harbor in Hilo. Nāwiliwili was given the green light to restart pier greetings in May 2022. They currently greet as many ships as allowed that come into pier two for 2.5 hours. Kailua-Kona Pier is still running greeting program with entertainment and information.

## IV. COMMUNITY PILLAR

### *Community Enrichment Program (CEP) (DMAP Action Item)*

HTA has contracted with the Hawai'i Visitors and Convention Bureau (HVCB) to administer the Community Enrichment Program for 2022. HTA CON 21038 received the Notice to Proceed from HTA on July 30, 2021 and the CEP RFP was released on September 27, 2021. Informational RFP briefings were held virtually for each island in the following weeks. The deadline for submissions was November 5, 2021. Island-specific evaluation committees reviewed proposals throughout the month of November and met in December to finalize selections and awards. All CEP awardees for CY22 were notified by the end of January 2022 and a press release was issued on February 2, 2022 announcing the 86 total awardees. Mandatory Contractors' meetings for awardees were held on January 31, 2022 for Kaua'i, February 2 for Hawai'i Island, February 3 for O'ahu, and February 4 for Maui Nui. HVCB is working diligently to complete the contracting process with each CEP awardee.

The following CEP projects and events took place in June 2022:

- **Kaua'i:**
  - **He Inoa No Kaumuali'i Ho'olaule'a & Mo'okū'auhau o ka Lāhui** took place on June 2 & 4, 2022 at the Kaua'i War Memorial Convention Hall in Lihue. There was an estimated 35 attendees at the June 2nd event and an estimated 400 attendees at the Ho'olaule'a on June 4th which included mostly residents.
  - **Soto Zen Bon Festival** took place on June 18 & 19, 2022 at the Kaua'i Soto Zen Temple in Hanapepe. Attendance was estimated at 1,000 people per day and consisted of mostly residents.
- **O'ahu:**
  - **Hawai'i Adaptive Surfing Championships** took place on June 7-11, 2022 at Queen's Surf break in Waikīkī. 100+ surfers from 17 different countries registered and participated in the competition while an estimated 200 people attended each day of the competition. Attendees were a mix of residents and visitors.
  - **Kana'iaupuni - A Celebration of the Kamehameha Dynasty at Helumoa** took place on June 12 & 13, 2022 in at the Royal Hawaii Center in Waikīkī. An estimated 500 people attended the 2 day event which included a mix of residents and visitors.
- **Maui Nui:**
  - **6<sup>th</sup> Annual World Whale Film Festival; Sunset Cruise with Filmmakers** took place on June 10 & 11, 2022 at Ocean Vodka in Kula. It was estimated that 170 people attended the in-person film festival consisting of mostly residents, 65 attended the VIP cruise, and 220 attended the online film festival.
  - **Paniolo Heritage Festival** took place on June 12, 2022 at Maulaloa, Moloka'i. An estimated 200 people attended the event consisting of mostly residents.
- **Hawai'i Island:**
  - **Hawaii Island Pacific & Asia Cultural Celebrations** took place on June 14, 2022 at the Courtyard King Kamehameha Kona Beach hotel. There was an estimated 450 attendees at the Fire Knife competition, 250 attendees at the Taste of the Pacific event, and 300 attendees at the Market Pop-up. Attendees included a mix of residents and visitors.

- **Big Island Access Project – King Kamehameha's Inclusive Race** day took place on June 22, 2022 at Hilo Bay front. An estimated 150 people participated, volunteered, and/or attended the event. Attendees were mainly residents.
- **Statewide:**
  - **2022 Statewide King Kamehameha Celebrations** took place June 10 & 11, 2022:
    - Kaua'i at the Royal Sonesta Kaua'i resort
    - O'ahu in downtown Honolulu for Lei Draping and Waikiki for the parade
    - Hawai'i island in Kohala for Lei Draping & Floral Parade
    - Maui in Lahaina for the Pa'u Parade and Ho'olaulea (June 18, 2022).
 All events had good attendance by residents and visitors.
  - **31st Annual Kī hō'alu Guitar Festival** took place on June 26, 2022 at the Maui Arts & Cultural Center. An estimated 1,300 people attended consisting of a mix of residents and visitors.
  - **1<sup>st</sup> Annual International Bodyboarding Competition** took place on June 26, 2022 at Sandy Beach on O'ahu. An estimated 200 people attended the event. A mix of residents and visitors.

### *Hawaii AgTourism Initiative (DMAP Action Item)*

HTA has partnered with GoFarm Hawai'i at the University of Hawai'i at Mānoa since 2019 to support the Hawaii AgTourism Initiative. Despite the challenges of COVID-19 restrictions, the project was able to complete all deliverables by the contract end date of June 30, 2022. These include: 1) Organize, market, and produce a series of virtual agritourism educational workshops. 2) Develop resources and tools targeted at farmers, businesses, and destination marketers interested in agritourism. 3) Organize and promote ten (10) total on-farm visits on the islands of Kaua'i, O'ahu, Maui, Moloka'i, and Hawai'i island and provide follow-up consulting and support for all attendees. Develop at least two (2) social media short videos or reels for each island to showcase and promote the visited farms on social media. 4) Organize funding for agritourism consulting support grants and a selection process to provide agricultural businesses that participated in the workshops and opportunity to apply for grants up to \$3,000 to further their business in developing agritourism opportunities/on-farm business. A total of 15 grants were awarded.

### *Hospitality Industry Updates (County)*

HTA recognized the need to connect with stakeholders from both the public and private sectors to improve awareness and build an understanding of the current state of the visitor industry related to COVID-19. As such, HTA staff coordinates with each county to identify a day and time that is most convenient for the respective mayor to participate in a hosted meeting with government officials, association leaders, contract partners and the visitor industry.

No meetings were held in the month of May. In discussions with the four mayors, it was determined that these meetings would become quarterly. The next scheduled series of meetings will be in July.

## *Communication and Outreach*

### NEWS RELEASES/REPORTS/ANNOUNCEMENTS

- News Release: American Advertising Federation Honors Mālama Hawai'i Visitor Education Series With 2022 Best Of Show Award (June 2)
- News Release: HTA Awards Contract for US Brand Management (June 2)
- DBEDT News Release: Update On The Hawai'i Tourism Authority's U.S. Brand Management Contract (June 29)
- DBEDT News Release: Visitor Arrival Recovery Rate Lower in May (June 30).

### NEWS BUREAU

- Coordinated and assisted with the following interviews and statements, including:
  - KHON, Kaile Hunt: John De Fries (JDF) quote regarding Japan raising their daily entry cap (June 7)
  - TravelPulse.com, Eric Bowman: Drafted and provided JDF quote on advice for travel advisors centered around Hawai'i's pivot to regenerative tourism (June 15)
  - ProSiebenSat1 Media (Germany), Saskia Langer: JDF interview on TAFF evening show on Mālama Ku'u Home, regenerative tourism, and destination management efforts (June 17)
  - Skift, Dawit Habtemariam: JDF interview on Mālama Ku'u Home, regenerative tourism focus, Mālama Hawai'i program, and marketing strategy (June 27)
  - Honolulu Star-Advertiser, Allison Schaefer: Drafted and provided JDF quote on HB1147 being included on Governor Ige's intent to veto list (June 27)
  - KITV, Marisa Yamane: Drafted and provided JDF quote on HB1147 being included on Governor Ige's intent to veto list (June 27)
- Assisted with the following media relations:
  - The New York Times, Paige McClanahan: Provided JDF images to accompany interview Q&A (June 4)
  - San Diego Magazine, Michele Bigley: Provided information on HTA's shift toward regenerative tourism and destination updates for the August issue (June 13)
  - Guy In the Sky Online TV Show (Abu Dhabi), Paris Norriss: Reviewed partnership inquiry and declined providing travel assistance (June 16)
  - San Diego Magazine, Jackie Bryant: Provided HTA online image library and DLNR images of Lē'ahi Reservation System for August travel news round-up (June 21)
  - HMSA's Island Scene, Lisa Baxa: Reviewed draft article on Mālama Hawai'i (June 21)
  - Travel Weekly, Stacey Zable: Reviewed and provided edits to article on Mālama Hawai'i (June 21)
  - KHON, Cheyenne Sibley: Provided guidance in response to request for the estimated number of visitors that came to Hawai'i for the 4<sup>th</sup> of July holiday last year (June 27)
  - TravelAge West, Shane Nelson: Provided DBEDT news release on the U.S. Brand Management contract in response to a request for comment on HVCB's protest (June 30)



- Hawai'i Public Radio, Lilian Tsang: Provided information on the Board's approval of HTA's FY23 budget given HB1147 being included on Governor Ige's intent to veto list (June 30)

#### COMMUNITY INITIATIVES AND PUBLIC OUTREACH

- HTA E-Bulletin: Drafted copy, edited, created layout and distributed June 2022 HTA e-Bulletin in English
- Destination Management Action Plans (DMAPs)
  - Distributed e-blast and social post for Lāna'i DMAP Phase 1 Report (June 2)
  - Distributed e-blast and social post for O'ahu DMAP Winter 2022 Progress Report (June 8)
  - Distributed e-blast and social post for Kaua'i DMAP Phase 1 Report (June 9)
- O'ahu Industry Update with Board of Water Supply
  - Uploaded recording to HTA's YouTube channel (June 1)
- Native Hawaiian Hospitality Association (NaHHA) Ka Huina
  - Distributed e-blast and social post encouraging virtual attendance at the conference (June 6)
- Tour Guide Certification Online Survey
  - Distributed e-blast encouraging participation in the project (June 13)
- US Major Market Area Leisure Contract
  - Distributed John De Fries message on RFP procurement process (June 13)
  - Assisted with draft messaging and communications
- Home in the Islands, Presented by the Hawaiian Islands
  - Distributed e-blast and social post announcement for the event (June 15)
  - Coordinated HVCB delivery of Mālama Hawai'i spots to be played during the concert
- Live From My Den: Hawai'i Edition
  - Reviewed Live From My Den news release (June 7)
  - Distributed e-blast in anticipation of the series debut (June 16)
  - Drafted individual posts for each episode on its premiere day encouraging the public to watch (June 17, June 24)
- House Bill 1147
  - Drafted and distributed e-blast updating the public following Governor Ige's intent to veto list announcement (June 27)
- IPW Conference (June 6-8)
  - Ilihia Gionson (IG) participated in IPW Press Brunch and connected with top-tier media (June 5)
  - IG gave presentation on "Mālama Ku'u Home: Hawai'i's Pivot to Destination Management" at the eTourism Summit main stage during IPW. Drafted and distributed information and b-roll on the Hawai'i delegation educating travel trade and media at IPW as well as IG's presentation to Hawai'i media (June 6)
  - IG and Anthology held one-on-one appointments with 57 targeted international and domestic media during the IPW Media Marketplace (20 media) and at the HTA booth (37 additional invited media). Shared HTA's pivot to destination management, DMAPs, and

destination updates (June 6-8) Also compiled meeting notes and follow-up for the GMT members.

- Assisted with media guests at Hawai'i tables during the IPW lunches (June 6-8)
- Finalized media briefing book and provided updates during debrief meeting (June 5)
- Uploaded "What's New in Maui Nui" news release to the IPW Press Room/Online Marketplace (June 1)
- Uploaded "Nā Mea Hou O Ka Pae 'Āina – What's New in the Hawaiian Islands" update to the IPW Press Room/Online Marketplace (June 2)
- Uploaded "News Updates and Aloha from O'ahu" news release to the IPW Press Room/Online Marketplace (June 2)
- Uploaded "Hawai'i's Regenerative Tourism Movement" handout to the IPW Press Room/Online Marketplace (June 3)
- Goldschmidt Conference (July 10-15)
  - Drafted KK quote for Meet Hawai'i news release
- Hawai'i Convention Center
  - Reviewed HCC news release announcing its Carbon Offset Program

#### **CRISIS/ISSUES MANAGEMENT**

- Updated the COVID Alert banner and Alert page of the HTA website following the lifting of U.S. pre-travel testing requirements

#### **HTA'S SOCIAL MEDIA**

- Managed social media calendar, drafted, and scheduled posts on HTA's Facebook, Instagram and Twitter accounts. Also monitored and responded to direct messages and post comments.
- Featured 2022 Community Enrichment program recipients to help drive awareness and attendance leading up to the events:
  - 2022 Statewide King Kamehameha Celebrations
  - 6th Annual World Whale Film Festival (WWFF)
  - Hawai'i Kuauli Pacific & Asia Cultural Festival
  - Hawai'i FoundHer Experience
  - Kana'iaupuni – A Celebration of the Kamehameha Dynasty at Helumoa
- Featured 2022 Kūkulu Ola program recipients to help drive awareness of their organization and efforts to perpetuate Hawaiian culture:
  - Pacific String Museum & Pūmanamana Project
  - Nā Mamo O Hāloa
- Featured 2022 Aloha 'Āina program recipients to help drive awareness of their organization and efforts to perpetuate Hawaiian culture:
  - Waihe'e Coastal Dunes & Wetlands Cultural & Ecological Restoration at Kapoho
  - Ho'i Ka Wai Nui

Facebook

- Number of followers: 19,049 (+8.9%)
- Engagement rate: 2.3%
- Number of engagements: 2,063 (-94.7%)
- Posts: 33

Instagram

- Number of followers: 7,260 (+57.6%)
- Engagement rate: 3.5%
- Number of engagements: 603 (+244.6%)
- Posts: 33

Twitter

- Number of followers: 40,275 (+7.4%)
- Engagement rate: 2%
- Number of engagements: 858 (+331.2%)
- Posts: 31

Linktree

- Views: 53
- Clicks: 35
- Clickthrough rate (CTR): 66%

**INTERNAL COMMUNICATIONS**

- Reached out to HVCB for Community Enrichment program awardee photo assets to be utilized on HTA social media platforms.
- Discussed HTA Constant Contact list management and potential update to the HTA website for mailing list subscribers to be added to segmented lists.

## *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.

During the month of June:

- Maui County's program handled 17 cases and helped 23 visitors (year-to-date: 65 cases/ 98 visitors). This included visitors primarily from the U.S. West markets and Canada. The industry assisted with \$5,600 of in-kind contributions (year-to-date: \$30,800).
- Hawai'i County's program handled 21 cases and provided assistance to 38 visitors (year-to-date: 115 cases/ 292 visitors). The industry assisted with \$2,410 of in-kind contributions (year-to-date: \$24,535). \$0 was received in donations (year-to-date: \$1,069).
- Kaua'i County's program handled 5 cases and provided assistance to 13 visitors (year-to-date: 35 cases/ 82 visitors). This included visitors from U.S. West/East market. VASK received \$4,100 of in-kind contributions (year-to-date: \$22,425).
- City and County of Honolulu's program handled 54 cases and helped 186 visitors (year-to-date: 299 cases/ 760 visitors). This included visitors primarily from the U.S. West market and Australia. The industry assisted with \$16,897 of in-kind contributions (year-to-date: \$74,739) and \$15,000 in donations (year-to-date \$18,455).

## *Future Workforce*

### **LEI Program**

ClimbHI has launched a new initiative, Hospitality for Me, with a goal to better connect the industry with school leadership to remove any barriers to offering Hospitality, Tourism and Recreation in schools. This initiative provides a full suite of hospitality resources for schools statewide to make hospitality education and job readiness a standard offering in schools. This initiative is timed to align with the Hawai'i Department of Education's expansion from six to 13 pathways, allowing Hospitality, Tourism and Recreation to break off from Human Services and have its own pathway for the first time ever. There are many constraints limiting pathway offerings in schools such as budgetary and qualified teacher needs each year. Hospitality for Me hopes to support the schools' needs and so many students whose dreams it is to stay and achieve economic self-sufficiency in Hawai'i. HTA is one of the founding partners along with Hawai'i Women in Lodging & Tourism, Fairmont Orchid, and Maui Hotel & Lodging Association.

## *Current Workforce*

### **Workforce Needs Assessment**

HTA has commissioned Anthology Research to conduct an assessment of the current and future workforce needs of Hawai'i's visitor industry and related sectors. This initiative, funded with FY20 budget, is a part of HTA's 2020–2025 Strategic Plan, supporting our Community pillar to build a resilient visitor industry workforce and community. The survey fielding will end on July 15 with final reports due to HTA in August.

## V. BRAND MARKETING PILLAR

### *Major Market Area (MMA)*

#### **International MMA Border/Entry Restrictions**

- Japan: The government increased its daily new entry capacity to 20,000 starting on June 1. As of July 10, 80.8% of the population are fully vaccinated and 62.1% have received the booster shot.
- Korea: From June 8, quarantine obligations for all overseas arrivals to Korea, regardless of whether they have been vaccinated against COVID-19, have been lifted. Korea recorded 86.9% vaccination rate and 65% booster rate as of June 30.
- Canada: 84.7% of total population are fully vaccinated with 48.6% received at least one additional dose as of June 24. Currently all fully vaccinated travellers have to use the ArriveCAN system to register their proof of vaccination and they get randomly tested at the arrival airport. The Prime Minister announced that these measures will be in place at least until June 30.
- Oceania: As of July 6, travelers no longer need to show proof of vaccination or complete the digital passenger declaration (DPD) in order to enter the country. Covid-19 testing requirements for inbound travelers were lifted in April. As of June 20, vaccinated travelers no longer have to take a Covid-19 test to enter New Zealand. However, they must still self-test on the first and sixth day in the country, and must get a PCR test if either result is positive. New Zealand will [reopen its borders](#) to all tourists and visa holders in July, three months earlier than the previously announced October timeline. Vaccinated travelers will be allowed entry under the Accredited Employer Work Visa from July 4. All other visitors and visa holders will be allowed to enter the country beginning July 31. The ban on cruise ships will be lifted on July 31. All visitors to New Zealand must be fully vaccinated.
- China: As of July 1, more than 89.3% of the Chinese population had been fully vaccinated, according to the National Health Commission. Chinese gov't announced in June that quarantine for international arrivals to any part of China will now be cut down to 7 days in an official quarantine facility, followed by 3 days of home isolation – the most significant loosening of inbound travel policy in years.

#### **U.S. Domestic Market Conditions**

The number of Americans traveling may start to retreat. The percent of American travelers who expect to take at least one leisure trip in the next 12 months has dropped nearly eight points since February—from 93.3 percent to 85.8 percent now—and those with trip plans has dropped -3 points to 82.3 percent in the same period. However, Americans still appear to be holding on to their Fall travel plans—with 25 percent of American travelers reporting trip plans in September, and 20.7 percent reporting trip plans in October. Although Americans remain bullish about their future travel planning, their excitement for travel inspiration has dropped slightly from the previous recorded high in April 2022. HTA Airline Seat Capacity Outlook for July 2022-September 2022 was updated on July 6.

The forecast for domestic scheduled nonstop air seats to Hawai'i during this period will decrease -10 percent compared to the same period in 2021. This projection is based on flights appearing in Diio Mi. The constant fluidity of seats and flights will continue as COVID-19 evolves. A decrease in flights is expected from U.S. West (-8.5%) as well as a decrease from the U.S. East (-20.4%). Schedules are continuously monitored and the forecast adjusted accordingly.

**MMA RFP / Contract Status**

- USA MMA Leisure and Global Support Services have been extended with HVCB for another 90 days.
- Canada/Oceania/Japan/Korea/China MMA Leisure: All international markets are currently in “Green” phase except China that is still under restricted activities and budgets.

*Other Branding Projects*

**Cruise**

HTA staff worked with Access Cruise to monitor the resumption of cruising in the Hawaiian Islands and had ongoing communications with government entities, cruise representatives and industry partners. A cruise executive fam to each island is being planned for September.

**Pono Travel Education Program (DMAP Action Item)**

At the end of June, HTA took over the Pono Travel Education Program messaging at the five major airports across Hawai'i (HNL, OGG, LIH, KOA, ITO), which began on April 18 with HTUSA. This round includes added static banners and frequency for messages displayed digitally – including the incorporation of Ocean Safety videos, especially during the peak travel periods. Each message has been strategically placed in premium locations throughout each airport to gain most views.

**Campaign Effectiveness Studies for USA and Japan Markets**

An RFP for the Campaign Effectiveness Studies for USA and Japan Markets was issued on April 5. HTA has awarded the contract to SMARinsights. The contract was fully executed in June.

*Collaborations and Communications*

The brand team continues to conduct teleconference meetings with the GMT members to get regular updates on market trends, marketing activities, Hawai'i messaging, airlift development, and visitor and industry education efforts. During these meetings, HTA also conducts financial reviews with the GMT members. In addition, the team continues to engage and communicate with industry partners to exchange information on markets and business development.

**Brand Team Events/Meetings - June**

Date	Event	HTA Attendee(s)	Non-HTA Attendee(s)
6/6-6/8	HTJ Japan Summit	CEO/CAO/CBO/B M	Japan Travel Agents and Stakeholders
6/7	DFS Meeting	CEO/CBO/CAO	Benjamin Vuchot

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6/9	Rakuten Meeting	CEO/CBO/PAO/BM	Rakuten Travel Representatives
6/14	Travel Weekly/Northstar Partnership	CBO	Anthony Carnevale, Robert Sullivan
6/16	Green Hotel Forum	CEO/BM	HBWS/HSEO/DOH/DOT/ Industry Engineers and GMs
6/17	Meeting with Members from the Hawai'i County Council	CEO/CBO/ Director of Planning	Hawai'i County Council Members
6/18	HLTA General Membership Meeting	CEO/CBO	Membership Members
6/24 - 6/25	Hawai'i Island Site Visit	CBO/BM	Monika Frazier (Hui Aloha Kīhōlo), Cheryl Kauhane Lupenui (The Kohala Center), Kawehi Inaba (La'ī'opua 2020 for the Ola Ka Lahui)
6/27	FestPAC Quarterly Meeting	CBO/BM	Commission Members
6/28	CEO Southwest Airlines	CBO	Bob Jordan

## VI. PLANNING DIVISION

### 1. *Destination Management Action Plans (DMAPs)*

Below is an update on activities undertaken by the planning section to support the implementation of the various DMAPs.

- The Director of Planning (DOP) was interviewed by Japanese media on June 7, as part of Hawai'i Tourism Japan's Japan Summit. She presented on the Destination Management Action Plans and examples of destination management in Hawai'i.
- The DOP attended the 52nd Travel and Tourism Research Association's International Conference. This year's conference theme is Regenerative Tourism: Building Resilience. The conference focused on "recovering efforts of the global tourism and hospitality industry and communities to regenerate tourism in the post-pandemic era and at the same time to increase resilience to crises, sustain resources, and distribute more fairly tourism benefits." This ties into HTA's overall efforts as well as the destination management action plans.

#### Maui Nui DMAP:

- Maui Nui's monthly DMAP internal meeting between HTA, County, and Island Chapter staff was held on July 3.
- Staff has been working with the County and Maui Visitors & Convention Bureau for the next Moloka'i DMAP Task Force meeting. The second Moloka'i Task Force meeting took place on June 1 to explain what the subject-matter committees will focus on and the timeline of the work to be done.
- DOP and MVCB's Destination Manager met with Hāna Highway Regulation Association to learn about their concerns and suggestions on June 6<sup>th</sup>.
- DOP and MVCB's Destination Manager met with Department of Land & Natural Resources' Division of Conservation and Resources Enforcement on June 7<sup>th</sup> to discuss enforcement of illegal photographers and commercial activity.

#### O'ahu DMAP:

- O'ahu's monthly DMAP internal status update meeting between HTA, County, and Island Chapter staff was held on June 3.

#### Kaua'i DMAP:

- Kaua'i's monthly DMAP internal status update meeting between HTA, County, and Island Chapter staff was held on June 24.



Hawai'i DMAP:

- Hawai'i Island's DMAP internal status update meeting between HTA, County, and Island Chapter staff was held on June 2.
- The Island of Hawai'i Steering Committee met on June 9<sup>th</sup> to review staff proposed refinement of some DMAP actions and subactions, in addition to reviewing DMAP hotspots.
- Island of Hawai'i Visitors Bureau is working with the County and County Council on Waipi'o Valley issues. This is one of the DMAP hotspots. The DOP has been working with IHVB in coordination of the Wapio Valley Steering Committee meeting, and attended the meeting on June 10.

## *2. EDA Travel, Tourism and Outdoor Recreation Non-Competitive Grant*

- DOP prepared a powerpoint presentation and presented at the Ho'okāhua Hawai'i Standing Committee meeting on June 23<sup>rd</sup>. The HTA board approved staff's Grant Administration Plan (GAP) for the EDA Travel, Tourism and Outdoor Recreation Non-Competitive Grant at the June 30<sup>th</sup> meeting. Staff sent the GAP to EDA for their review and approval later that afternoon.

## *3. Program Evaluation*

- SMS Research was selected to assist HTA in enhancing its program evaluation metrics and developing a monitoring system. The DOP and SMS Research has been working with the Brand Team in reviewing and refining their program measures. The first meeting was held on June 28<sup>th</sup>.

## *4. Planning Tools and Assessments*

- Fisheries Immersed Sciences Hawaii, Inc. was awarded the contract to assist HTA in the creation of infographics as it relates to HTA's strategic plans, DMAPs and resident sentiment survey. The contract was executed at the end June, and work will begin in July.

# VII. TOURISM RESEARCH

Pursuant to Act 88, the Tourism Research Division (TRD) was transferred to DBEDT's Research & Economic Analysis Division (READ) effective July 1, 2021 and was renamed the Tourism Research Branch (TRB).

TRB issued the May 2022 monthly visitor statistics on June 28, 2022, including monthly arrivals by country, category expenditures for major markets, and monthly visitor characteristics for each major market area. The press release was issued by DBEDT, distributed by HTA, and the files were posted on the Monthly Visitor Statistics page on HTA's and DBEDT's websites.

TRB posted updates to Seat Outlook data tables for June through August 2022 to the Infrastructure Research Section of the HTA website and the Air Seats Capacity Outlook page of the DBEDT website. This report also includes flight information and comparisons to 2019.

State, market, and island fact sheets were updated with the May 2022 data and were published on the Monthly Visitor Statistics page of the HTA website and the Island Highlights and Market Highlights pages on the DBEDT website.

TRB issued the May 2022 Hawai'i Hotel Performance Report on June 22, 2022. The report and related May 2022 data tables were posted to the Infrastructure Research page 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.

TRB issued the May 2022 Hawai'i Vacation Rental Performance Report on June 24, 2022. The report and related May 2022 data tables were posted to the Infrastructure Research page of the HTA website and the Vacation Rental Performance page of the DBEDT website. This report utilizes data compiled by Transparent Intelligence, Inc. for DBEDT.

TRB issued the Q1 2022 Hawai'i Timeshare Quarterly Survey Report on June 2, 2022. This is the only report which includes performance statistics for Hawai'i's timeshare properties. This report was prepared for DBEDT by Kloninger & Sims, LLC. The reports were posted to the Infrastructure Research page of the HTA website and the Timeshare Report page of the DBEDT website.

TRB issued the Q1 2022 Visitor Satisfaction and Activity (VSAT) report and related infographics on June 29, 2022. The VSAT is a survey of visitors to Hawai'i regarding their most recent trip to Hawai'i. VSAT is fielded on a year-round basis and reported quarterly and annually. The VSAT report was prepared for DBEDT by Anthology Research. The VSAT report and infographics were published on the Visitor Satisfaction & Activity Report pages on the HTA and DBEDT websites.

TRB published the Summer Edition 2022 of MMGY's **Portrait of American Travelers Study – State of Hawai'i Edition** which includes Hawai'i-proprietary questions on HTA's Other Research page. This report was prepared for DBEDT by MMGY Global and was fielded in April 2022. The Portrait of American Travelers Study is fielded on a quarterly basis.

TRB published the June 2022 YouGov Coronavirus Travel Sentiment report prepared by HVCB. This report focuses on the impact of COVID-19 on U.S. Avid Travelers and provides travel planning trends, attitudes, and demographics. This report utilizes data from YouGov's Brand Index and is posted on the Other Research page of the HTA website.

TRB continued publishing both the weekly Hawai'i YouGov Destination Brand Index for U.S., Japan, and Canada and the weekly Responsible Traveler Segment for the U.S. The report currently features the U.S. market and presents trends on a by-island basis. Other markets will be added as data becomes available.

These reports utilize data from YouGov's Brand Index and are posted on the Other Research page of the HTA website.

TRB continued publishing weekly Travel Agency Booking Trend reports which features forward-looking data from travel agencies for US, Japan, Canada, Korea, and Australia from Global Agency Pro. These reports are posted on the Other Research page of the HTA website.

TRB 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.

TRB 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.

## VIII. ARPA UPDATE

Following is an update on activity related to the American Rescue Plan Act (ARPA) funds that were provided to HTA during the 2021 Legislative Session.

Our team continues to engage with our Budget and Finance (B&F) to process requests to access ARPA funds in support of our programs. As part of that process, we regularly meet and discuss these requests in an attempt to expedite the release of funds. This has now become a regular part of our process in supporting the financial needs of the organization.

To date, we have submitted requests to B&F for the release of funds of approximately \$48.4 million, of which approximately \$48.3 million has been approved through June 2022. Relating to the Convention Center's ARPA funding, \$11 million has been approved by B&F for release. Staff has discussed with B&F the reallocation of funds from the original intended purpose of using the majority of the \$11 million toward major repair and maintenance projects at the Convention Center, to now using the funds for the Convention Center's FY 2023 operations – a shift that was necessary with HB1147, 2022 Legislative Session, considered for veto by the Governor.

## IX. ADMINISTRATIVE

Contracts List: Pursuant to Hawai'i Revised Statutes §201B-7 (9), please note that there were twelve (12) contracts executed during the month of June 2022.

Contract No.	Contractor	Description	Contract Amount	Total Contract Value	Start Date	End Date
19195 S3	Abila, Inc.	Hosting Service for HTA Financial Operating System	\$10,920.00	\$43,680.00	6/25/2022	6/30/2023
14002 S13	AEG	HCC	\$9,995,655.00	\$195,425,526.07	6/15/2022	6/30/2023
20010 S5	Anthology Marketing Group, Inc.	PR, Communication, Outreach Services	\$224,000.00	\$726,000.00	6/9/2022	12/31/2022
22012	DBEDT - Hawai'i State Energy Office	Hawai'i Green Business Program 2022 (HGBP)	\$50,000.00	\$50,000.00	6/29/2022	6/30/2023
22015	Fisheries Immersed Sciences Hawai'i a.k.a. FISH	Infographic Creation Services	\$45,166.47	\$45,166.47	6/22/2022	12/31/2023
21034 S1	Hawai'i Ecotourism Association dba Sustainable Tourism Association of Hawai'i	Sustainable Tourism Management in Hawai'i through Certification, Trainings & Partnerships	\$50,000.00	\$100,000.00	6/21/2022	8/31/2023
21016 S2	Hawai'i Visitors and Convention Bureau	Support Services	\$375,000.00	\$2,592,500.00	6/29/2022	9/28/2022
17029 S19	HVCB	Destinations Marketing Management for USA MMA 2022	\$4,250,000.00	\$117,684,807.90	6/29/2022	9/28/2022
18200 S4	Native Hawaiian Hospitality Association	NaHHA 2021-2022	\$825,000.00	\$4,014,530.00	6/29/2022	6/30/2023
*22004	Playfly, LLC	Evaluation of Selected 2022 and 2023 Festival & Events Evaluation	\$299,394.00	\$299,394.00	6/4/2022	12/31/2023
22011	SMARInsights, LLC	Campaign Effectiveness Study for USA and Japan Market	\$260,000.00	\$260,000.00	6/22/2022	6/30/2024
*22020	SMS Research & Marketing Services, Inc	Program Evaluation and Monitoring	\$78,190.69	\$78,190.69	6/6/2022	11/30/2022

\*Reported in June 2022 CEO Report

## APPENDICES

# Hawai'i Tourism United States

## 2022 MONTHLY MARKET ACTIVITY REPORT – June

### MARKET INTELLIGENCE

#### Economy

- The U.S. added a solid 372,000 jobs in June and the unemployment rate held steady at +3.6 percent. The June jobs report demonstrates that the U.S. economy was not in a recession in the first half of the year. However, the GDP did contract -1.6 percent in the first quarter, according to Comerica Economic Research.
- The Conference Board Consumer Confidence Index decreased in June, following a decline in May. The Index now stands at 98.7 (1985=100), down from 103.2 in May (now stands at its lowest level since February 2021).
  - The Present Situation Index based on consumers' assessment of current business and labor market conditions declined to 147.1 from 147.4 last month.
  - The Expectations Index based on consumers' short-term outlook for income, business and labor market conditions decreased sharply to 66.4 from 73.7 and is at its lowest level since March 2013.
  - "Consumer confidence fell for a second consecutive month in June," said Lynn Franco, Senior Director of Economic Indicators at The Conference Board. "While the Present Situation Index was relatively unchanged, the Expectations Index continued its recent downward trajectory—falling to its lowest point in nearly a decade. Consumers' grimmer outlook was driven by increasing concerns about inflation, in particular rising gas and food prices. Expectations have now fallen well below a reading of 80, suggesting weaker growth in the second half of 2022 as well as growing risk of recession by yearend."

#### Outbound Travel Market

- *Wholesale Partner* –Overall leisure booking volume remains at record levels. Hawai'i continues to remain strong, however, European bookings for September and October are at unprecedented levels. In addition, promotions and agent incentivization on behalf of the cruise lines elevate traveling by ship as a very strong competitor for those considering Hawai'i.
- *Airline Wholesaler* – Hawai'i business remains consistent and still outpaces 2019. However, challenges continue in the securing of hotel rooms and car rentals to meet the overall demand.

#### Competitive Environment

- *Australia*. Travelers to Australia can visit the country without worrying about COVID-19 travel restrictions starting July 6. "As more and more of us travel internationally and we get more confident in managing our risk of COVID, our airports are getting busier," Minister for Home Affairs, Clare O'Neil, said. "Removing these requirements will not only reduce delays in our airports but will encourage more visitors and skilled workers to choose Australia as a destination. And for Australian citizens, with the removal of these requirements, returning home will be much easier." The new order means that those entering Australia will no longer need to show proof of vaccination. This follows the lifting of quarantine restrictions and COVID-19 testing requirements.
- *Canada*. Canada is once again extending all its existing border requirements for all inbound travelers through at least September 30. All travelers entering Canada are still required to provide proof of full vaccination or take a recent negative COVID-19 test and quarantine for two weeks upon arrival. Travelers are also still required to use the ArrivCan app to upload their travel and personal

information. The last time the pandemic-era border requirements were extended was May 31 when requirements were extended through June 30.

- *Venice*. Officials in Venice, Italy, have revealed additional details about a new entrance fee designed to reduce "tourist peaks" and "manage tourist flows" that will take effect on January 16, 2023. Venice's councilor for tourism, Simone Venturini, called the new tax a solution for the over tourism problem that has long plagued the coveted destination, with proceeds of the plan to mitigate the flocks of day trippers being used to lower the taxes of Venetians. The cost will range from three to 10 euros and will vary based on the number of requests for entry, meaning travelers can expect to pay more on the busiest days. The fee will apply to the Venice historic center as well as other islands. The city's new ticket booking system and online platform will be unveiled this fall.

## Consumer Trends

- Consumer Trends Key to Unlocking Growth – PwC:
  - *Customer-Centric Approach*. Now more than ever, customer interactions can have a decisive impact on loyalty and trust. Consumers are re-evaluating their social, work and purchasing decisions, which can significantly affect employee and customer retention. A customer-centric approach is vital for growth and customer retention in 2022. But most companies still face significant barriers to becoming customer centric.
  - *Seamless Experience*. One of the biggest consumer trends of the last few years is the rise of omnichannel shopping. Consumers are used to interacting with businesses on multiple devices throughout the buyer's journey. Whichever device or channel a consumer chooses to use, they expect the experience to be smooth and rewarding. According to PwC, 41 percent of people purchased products using their smartphones at least once per week in 2021. Up from 24 percent in 2019.
  - *Sustainability*. Consumers are increasingly concerned about environmental and ethical sustainability. This consumer trend has accelerated, with 85 percent of people changing their purchase behavior towards more sustainable products and services over the last five years. In a 2020 survey, 77 percent of consumers stated that it was very or moderately important that a brand was sustainable and environmentally responsible. Consumers also preferred brands that support recycling, with 76 percent believing it was very or moderately important.

## Travel Trends

- According to the latest Destination Analysts tracking study of American travelers, the number of Americans traveling may start to retreat. The percent of American travelers who expect to take at least one leisure trip in the next 12 months has dropped nearly eight points since February—from 93.3 percent to 85.8 percent now—and those with trip plans has dropped -3 points to 82.3 percent in the same period. However, Americans still appear to be holding on to their Fall travel plans—with 25 percent of American travelers reporting trip plans in September, and 20.7 percent reporting trip plans in October. Although Americans remain bullish about their future travel planning, their excitement for travel inspiration has dropped slightly from the previous recorded high in April 2022.

## Airlift

- HTA Airline Seat Capacity Outlook for July 2022-September 2022 was updated on July 6. The forecast for domestic scheduled nonstop air seats to Hawai'i during this period will decrease -10 percent compared to the same period in 2021. This projection is based on flights appearing in Diio Mi. The constant fluidity of seats and flights will continue as COVID-19 evolves. A decrease in flights is expected from U.S. West (-8.5%) as well as a decrease from the U.S. East (-20.4%). Schedules are continuously monitored and the forecast adjusted accordingly.



**MARKET ACTIVITY UPDATE**

**Consumer Direct**

- Mālama Hawai'i Brand Campaign
  - Proactive outreach to educate potential and future visitors continues through HTUSA's long-term Mālama Hawai'i branding effort. The important messages of mindful travel, respecting Hawai'i's indigenous culture and taking an active role in perpetuating the beauty of Hawai'i through volunteering resonate in multiple touchpoints throughout the visitor journey.
- Consumer Paid Media
  - A national flight of paid digital media continued in June, reaching the Mindful Hawai'i Target Traveler (MHTT) audience and sharing the leisure brand messaging – Mālama Hawai'i – with four Mālama videos distributed on vetted paid digital and paid social media.
  - Advanced Television/OTT media partners include Amazon, Hulu, Roku, to distribute Mālama videos in 30-second length versions.
  - Digital media partners include BuzzFeed, Complex, Condé Nast Traveler, Matador, Travel + Leisure, omd programmatic, Adtheorent, Engine and Viant to distribute Mālama Hawai'i videos in 15-second and 30-second length versions (optimized for video completion metrics).
  - In June, paid social posts included a Kamehameha Day and 'Ukulele Festival feature, island spotlight featuring Maui and local businesses.

**Paid Digital Campaign June – Estimated Impressions**

<b>PARTNERS</b>	<b>Impressions</b>
AdTheorent	2,449,762
BuzzFeed	1,634,323
Complex	682,674
Condé Nast	1,780,072
Engine	2,416,206
Matador	786,440
Programmatic	1,508,089
Search	100,000
Travel + Leisure	829,439
Viant	1,700,759
Facebook	58,135,625
Instagram	6,772,251
YouTube	35,077,985
Pinterest	8,578,299
<b>Total</b>	<b>122,451,924</b>

**Paid Digital Campaign May – Actual Impressions**

<b>PARTNERS</b>	<b>Impressions</b>
AdTheorent	2,803,207

BuzzFeed	2,002,780
Complex	137,879
Condé Nast	2,543,326
Engine	2,577,290
Matador	915,098
Programmatic	2,281,104
Search	188,003
Travel + Leisure	876,671
Viant	2,233,249
Facebook	42,499,659
Instagram	8,311,848
YouTube	20,658,772
Pinterest	9,769,211
<b>Total</b>	<b>97,798,097</b>

- Kuleana Campaign
  - HTUSA continued a flight of paid media for the Kuleana Campaign (Mar. 17-June 29) to share a series of videos with visitors conveying educational messages on ocean safety, culture, ocean conservation, land safety, astute renting and marine wildlife protection. Local paid media distributed messaging to visitors once they arrive in Hawai'i via airport media with digital and static units strategically placed for arrivals at Daniel K. Inouye International Airport, as well as at each of the main Neighbor Island Airports (LIH, OGG, KOA, ITO). Messaging continues to further reach them at optimal and timely touch points in their travel journey - on shuttles, in-room hotels, as well as on social media and mobile devices as they're navigating around the islands via geo-targeting and geo-fencing technologies when visiting tourist points of interest.
  
- Consumer Direct Email Program
  - HTUSA
    - The consumer newsletter, delivered on June 21 to over 180,000 consumers, focused on tasting and buying local agriculture and dishes throughout the state. Additionally, the Duke's OceanFest was featured in a smaller article.
  - OVB
    - Distributed Responsible Outdoor adventure-themed newsletter to a database of 113,933 on June 29.
  
- Hawai'i Paid Media
  - In June, HTUSA continued with Waze statewide and island specific banners and Kuleana travel tips videos. A Lē'ahi (Diamond Head) reservations paid post was launched on Facebook and Instagram, as well as a Waze banner execution.

**Hawai'i Paid Digital Campaign June – Estimated Impressions**

<b>PARTNERS</b>	<b>Impressions</b>
Facebook	5,867,819
Instagram	7,808,355

YouTube	7,189,337
Waze	678,470
<b>Total</b>	<b>21,543,981</b>

**Hawai'i Paid Digital Campaign May – Actual Impressions**

<b>PARTNERS</b>	<b>Impressions</b>
Facebook	4,303,160
Instagram	7,476,297
YouTube	5,399,928
Waze	527,533
<b>Total</b>	<b>17,706,918</b>

**Travel Trade**

- Paid Trade Media
  - The Travel Trade paid campaign continued in June with a flight of paid digital media that shared the Mālama Hawai'i brand messaging with travel advisors and invites them to become certified Hawai'i Destination Specialists. Paid endemic media partners include Northstar and TravAlliance, and paid social media partners Facebook and Instagram.
  - Total estimated digital impressions - June: 4,188,500
- Trade Direct Email Program
  - E-xpressly for Travel Professionals (EXTP) June monthly enewsletter was distributed via MailPound and Northstar travel agent databases on June 20 to a reach of approximately 65,582 travel advisors throughout the U.S.
  - Four push emails were sent out in the month of June to 138,768 U.S. travel advisors promoting the 2022 Hawai'i Statewide Official Visitors' Guide (to order printed planners and view the digital version online). Emails were sent to various databases in partnership with Northstar Travel Group, MailPound and taConnect by Travel Relations.
  - OVB distributed a Responsible Outdoor Adventure-themed enewsletter to Northstar's database of 40,560 travel advisors on June 22.
- Summary of HTUSA Travel Trade Activity
  - For the month of June there were 46 travel trade sales activities, which included 15 educational training activities, six trade shows and 25 one-on-one appointments, allowing for sales and educational sessions for 4,210 travel advisor participants. There were two meetings with four industry partners this month.
  - Central fielded all inquiries received from travel advisors across the U.S. via agents.gohawaii.com and travel advisor inquiries forwarded from info@gohawaii.com.
  - Travel agent agents.gohawaii.com website update: There were 691 online graduates who completed the Hawai'i Destination Specialist and/or Island Specialist educational courses online, with 873 new registrants signed up for access to online resources. The overall travel agent database numbers are at 129,062 profile records, which includes 95,703 active U.S. travel advisor email contacts.

• Travel Trade Training Activities

	<b>Airline</b>	<b>Wholesaler/TA/TO/OTA</b>	<b>Other</b>	<b>Total</b>

<b>HTUSA</b>	5	46	-	51
<b>KVB</b>	-	2	-	2
<b>OVB</b>	-	2	-	2
<b>MVCB</b>	-	1	-	1
<b>IHVB</b>	-	4	-	4

Summary of travel trade calls by category

- Airline
  - HTUSA met with five U.S. network carriers in June regarding specific capacity and marketing updates. A selection of network carriers forewarned of temporary suspensions as well as some service changes for the summer and into the fall.
- Wholesaler/TA/TO/OTA
  - Signature Travel Network held their regional events in Ft. Lauderdale, FL, on June 2, Los Angeles on June 9 and Chicago on June 16. HTUSA's sponsorship included a presentation to all attendees and a trade show reaching 515 travel advisors.
  - HTUSA was one of eight supplier sponsors for the Female Leaders in Travel Event in Baja, CA. The event provided opportunities to connect with top travel agency owners and tour operator and consortia executives through networking opportunities.
  - HTUSA was celebrated as the top "U.S. Tourism Board Providing the Best Travel Advisor Support" and Hawai'i was rated the "Destination with the Highest Client Satisfaction, USA/Canada" on June 9 in Marina del Rey, CA, as part of the TravelAge West WAVE (Western Advisor's Votes of Excellence) Awards. More than 3,800 travel advisor professionals throughout the 15 Western states and readers of TravelAge West voted on the best-of-the-best from a list of Editor's Pick award recipients.
  - Travel Leaders Network held their EDGE Conference in Denver, CO, June 11-15. HTUSA and the Island Chapters' sponsorship included two destination workshops drawing a total of 149 advisors, roundtables reaching 150 advisors, 25 one-on-one appointments with luxury advisors and a trade show reaching over 1,500 advisors. HTUSA brought Kumu Hula Kona Washington-Garcia and two dancers to share live Hawaiian music and *hula kahiko* and *'auana* performances for conference attendees.
  - CCRA featured HTUSA as their first destination webinar on June 14 drawing 258 travel advisor attendees.
  - HTUSA conducted a webinar for Ensemble Travel Group on June 15 reaching 35 travel advisors.
  - As a sponsor of the Travel Agent Forum, HTUSA conducted a destination presentation reaching 200 travel advisors, conducted roundtables for 150 advisors, and exhibited at a trade show drawing 400 attendees. The event was held in Las Vegas June 20-23 in Las Vegas, NV.
  - Cruise Planners featured HTUSA in a webinar held on June 23 reaching 66 travel advisors.
  - HTUSA conducted a webinar for Signature Travel Network on June 24 for 64 travel advisors.
  - Cruise Planners held their Boot Camp featuring a trade show for 75 CP travel advisors.
  - HTUSA partnered with Virtuoso on June 28 for an Advisor/Client Virtual Event drawing 22 Virtuoso travel advisors and six of their clients.
  - Avoya featured The Hawaiian Islands for a destination webinar on June 28 reaching 13 travel advisors.
  - HTUSA was a featured speaker during an interview as part of a CP (Cruise Planners) Live event on June 29. This Facebook Live was viewed by 218 CP travel advisors.
  - HTUSA was the featured partner during an Avoya Fireside chat through an interview format drawing 30 travel advisor viewers.
  - Kaua'i Visitors Bureau (KVB)

- Participated in the Travel Leaders Network’s EDGE Conference with HTUSA and other Island Chapters – June 12-15, in Denver, CO. Participation included a trade show (1,500 attendees) and two morning workshop seminars (149 attendees).
- Mailpound webinar on June 27 highlighting Kaua‘i’s festivals and events. 75 travel advisors attended.
- o O‘ahu Visitors Bureau (OVB)
  - Participated in the Travel Leaders Network’s EDGE Conference with HTUSA and other Island Chapters – June 12-15, in Denver, CO. Participation included a trade show (1,500 attendees) and two morning workshop seminars (149 attendees).
  - What’s New on O‘ahu destination update Mailpound webinar, June 21 (67 attendees).
- o Maui Visitors and Convention Bureau (MVCB)
  - Travel Agent Forum / Las Vegas; June 20-24, 2022.
  - Travel Agent Forum Workshop / Las Vegas in conjunction with HTUSA. (200 attendees)
  - Travel Leaders Network’s EDGE Conference with HTUSA and other Island Chapters – June 12-15, in Denver, CO. Participation included a trade show (1,500 attendees) and two morning workshop seminars (149 attendees).
- o Island of Hawai‘i Visitors Bureau (IHVB)
  - AM/FM Travel / Bend, OR; June 10 (10 advisors), post educational webinar.
  - Auberge Mauna Lani FAM; June 8 (8 advisors), destination training.
  - Travel Leaders Network’s EDGE Conference with HTUSA and other Island Chapters – June 12-15, in Denver, CO. Participation included a trade show (1,500 attendees) and two morning workshop seminars (149 attendees).
  - Mālama Hawai‘i Travel Advisor FAM; May 31-June 5 (10 advisors).
- Other
  - o HTUSA – No news to report.
  - o KVB – No news to report.
  - o OVB – No news to report.
  - o MVCB – No news to report.
  - o IHVB – No news to report

**Public Relations**

- Month-end impressions and publicity values for articles that included Hawai‘i – May results

**Impressions and Publicity Values for May**

<b>MAY</b>	<b>Impressions</b>	<b>Publicity Values</b>
Print	28,574,204	\$6,367,154
Online	26,536,878,191	\$9,115,413
Broadcast	106,369,012	\$6,043,457
<b>Total</b>	<b>26,671,821,407</b>	<b>\$21,526,023</b>

- HTUSA
  - o HTUSA PR team worked with Fodor’s Travel assignments editor, Eva Morreale, for a visit to Hawai‘i Island and O‘ahu in April to develop content for the publication’s “Hawai‘i Week” series. As a result, nearly 20 stories on the Hawaiian Islands were published. Stories included Mālama Hawai‘i, educational resources, Hawaiian history, updated guides and more.
  - o The HTUSA PR team drafted, edited and distributed a few key releases in the month of June reaching PR industry professionals, local and national broadcast stations, leisure publications,

editors and freelance journalists. The team provided editorial support in the joint HTUSA-HTA press release on June 2 titled, “American Advertising Federation Honors Mālama Hawai‘i Visitor Education Series with 2022 Best of Show Award.” Another award announcement release titled, “Travel Agents Honor HVCB With Top Industry Awards” was sent on June 14.

- Media coverage highlights:
  - “The Incredible Myths and Legends of Hawaii” – Fodor’s Travel – Amber Snider – May 28
  - “The Best June Events in Each State” – TravelPulse – Scott Hartbeck – May 30
  - “Hawaii in-person events fill out the calendar” – Travel Weekly – Christine Hitt – May 31
  - “What to Eat When in...” – AARP Magazine – Andrew Zimmern and Kelsey Ogeltree – June 1
- KVB
  - Kaua‘i was featured in:
    - “How to Travel Sustainably on Kauai, Hawaii’s Garden Isle” – Julie Bielenberg – Family Vacationist – June 1
    - “Experience Authentic Kaua‘i With A Plant – Based Cooking Class At Anaina Hou Farmers’ Market” – Kim Westerman – Forbes – June 1
    - “Timbers Kaua‘i Is The Perfect Luxury Outpost For Couples, Families And Adventurers” – Kim Westerman – Forbes – June 1
    - “Visit Kauai Before It’s Too Late” – Fyllis Hockman – The Epoch Times – June 13
  - Liaised with nine media highlighting destination management, Mālama Hawai‘i, mindful and sustainable travel.
  - Press Releases/Communications – No news to report.
- OVB
  - O‘ahu was featured in:
    - “What to Eat When in...” – Andrew Zimmern and Kelsey Ogeltree – AARP Magazine – June 1
    - “7 Ways to Experience Historic Honolulu and Waikiki” – Donna Heiderstadt – Islands – June 22
  - Individual media visits:
    - Amber Gibson, Freelancer, O‘ahu, May 30-June 2
    - Jessica Kelly, O‘ahu, June 8-11
  - Liaised with six media
  - Press Releases/Communications:
    - OVB distributed its Q2 “News, Updates, and Aloha from O‘ahu” media enewsletter on June 30 after collecting partner submissions.
- MVCB
  - Maui, Moloka‘i, Lāna‘i was featured in:
    - “7 Tips for Snorkeling Molokini” – Grace Maeda – Hawaii Magazine – June 14
    - “AARP’s Guide to Hawaii’s Haleakalā National Park” – T.J. Olwig – AARP – June 20
  - Individual media visits:
    - No news to report.
  - Liaised with 22 media.
  - Press Releases/Communications
    - No news to report.
  - Group Press Trips
    - Going Back to the Roots Press Trip to Moloka‘i and Maui – Jenn Rice, Thrillist and Saveur; Benjamin Setiawan, Forbes; Grace Maeda, Hawai‘i Magazine; Ligaya Malones, San Diego Magazine and Lonely Planet – June 9-16.
- IHVB
  - Island of Hawai‘i was featured in:

- “The Incredible Myths and Legends of Hawai‘i,” – Amber Snider – Fodor’s Travel – May 27
- “Meetings Today LIVE! Hawai‘i: Ross Birch on Happenings in the Islands” – Tyler Davidson – Meetings Today – June 1
- “Meetings Today LIVE! Hawai‘i: Ross Birch on Happenings in the Islands” – Tyler Davidson – MeetingsToday.com – June 4
- “8 Places to See Wild Horses in North America” – Keri Bridgwater – Matador Network – June 6
- Individual media visits:
  - Jessica Kelly, Travel Pulse, June 4-8
- Liaised with nine media
- Press Releases/Communications:
  - What’s Sizzlin’ – June 6
  - Consumer Opt-in email – June 23 (79,140 delivered, 55.37% open rate)
- PR Colleagues working lunch, June 3

## **REGENERATIVE TOURISM/DMAP INITIATIVES UPDATE**

### **DMAP Action Items Supported**

- HTUSA
  - HTUSA continued a DMAP paid media flight distributing organization videos/messaging content with programmatic paid digital media (Mālama Maunaloa, 808 Cleanups, Mālama I Nā Honu, Hanalei Initiative) and Hawai‘i News Now (HNN) sponsored homepage units (Mālama I Nā Honu, Kipuka Olowalu).
  - HTUSA continued a Kuleana paid media flight distributing Hawai‘i Travel Tips content to visitors arriving at airports across the state with digital and static units strategically placed at Daniel K. Inouye International Airport and at each of the main Neighbor Island Airports (LIH, OGG, KOA, ITO) as well as distributed via in-room, shuttle, programmatic digital and HNN sponsored homepage units.
  - The HTUSA PR teams are continuing to help coordinate and execute multiple in-person and virtual meetings between Island Chapter destination managers and local Rotary and Lions Club organizations to discuss DMAP progress and initiatives in their respective communities. To date, 23 meetings have been scheduled statewide and 18 have taken place.
  - The HTUSA PR team drafted and distributed an evergreen release titled, “4 Ways Destination Management Enriches Hawai‘i – And Your Vacation, Too” to PR industry professionals, local and national broadcast stations, leisure publications, editors and freelance journalists. The release shares progress made with DMAPs, HTA’s Mālama Ku‘u Home guiding principle and other *pono* practices that enrich their travels and Hawai‘i’s community.
- KVB
  - Included Mālama Kaua‘i in workshop seminar at the Travel Leaders Conference on June 13 & 14.
  - Webinar with travel advisors highlighting Mālama Kaua‘i, June 27.
  - Liaised with nine media throughout the month sharing destination management and Mālama Hawai‘i as a focus for Kaua‘i.
  - Followed up with Rotary Club of Kapa‘a to schedule a DMAP presentation for KVB’s Destination Manager Patti Ornellas in July or August.
  - Drafted KVB’s DMAP ad timeline in The Garden Island Newspaper.
  - Social media posts included #mindfultravel, #malamakauai and #malamahawaii hashtags.
  - Participated in the Sustainable Tourism Association of Hawai‘i (STAH) presentation “Mālama i ke Kai – Actions that Support a Thriving Ocean” on June 16.
  - Gave interview to The Garden Island Newspaper to provide updates on Kaua‘i DMAP.

- Presented at the Kaua'i Wedding Professionals Association Membership (KPWA) Meeting on how business can incorporate Pono Practices that support local businesses, initiatives and the community on June 23. Also participated on a panel along with a representative from the State of Hawai'i Division of Conservation & Resources Enforcement, discussing permits for photography and wedding ceremonies.
- Met with county officials and Mālama I Nā Honu to talk about Po'ipū Beach Park.
- OVB
  - As of June 27, OVB's Destination Manager C.Orlans has attended 11 meetings between various O'ahu Rotary and Lions Clubs. During these meetings, club members were brought up to speed on DMAP initiatives in their respective O'ahu communities. Invitations were extended to other Rotary and Lions Clubs across O'ahu with several pending dates for meetings.
  - Continuing to identify and interview relevant community organizations based on O'ahu to highlight their efforts and alignment with Mālama Ku'u Home values in the upcoming editorial feature series.
  - Showcased the Ocean Friendly Restaurant program at the Surfrider Foundation across OVB social channels on June 3.
  - Called attention to ocean microplastics in a post across OVB social channels on June 27.
  - Included safety, environment and *'ōlelo no'ēau* resources and information in both the responsible adventure-themed consumer and travel advisor enewsletters that were distributed June 22 and 29.
  - Spotlighted the Nā Inoa 'Āina section of HTA's Ma'ema'e toolkit in the "Q2 News, Updates, and Aloha from O'ahu" media enewsletter as well as the Q2 media release on June 30.
  - Included reservation system, buy local, culture and festival information in the June 21 Mailpound webinar and workshop trainings at Travel Leaders EDGE Conference (June 12-15).
- MVCB
  - Promoted Reef Safe Sunscreen awareness through Maui Nui social media platforms with weekly postings.
  - Promoted Mālama Hawai'i partners on Maui through social media platforms with weekly postings.
  - MVCB Going Back to our Roots Press Trip, June 9-16, to Moloka'i and Maui with four media, including Hawai'i Magazine, Fodor's, Thrillist and San Diego Magazine promoted DMAP initiatives and Mālama Hawai'i program activities.
  - Collaborating with Save Honolua Coalition, Pacific Whale Foundation, Rotary Clubs, Hui O Ka Wai Ola, Hawaiian Hawkbill Conservation and Department of Environmental Management (County) on mineral-only sunscreen dispenser partnership with Raw Elements. Completed educational headboard design with Raw Elements. Finalizing SMA application to apply for numerous mineral-only sunscreen dispenser installations at popular beaches in Parks.
  - Met with Maui Nui Marine Resource Council, convened a working group to support their reef-friendly landscaping program at hotels.
  - Completed Expeditions Ferry website revisions per direction from Lāna'i Advisory Group; revisions include incorporation of orthography, use of traditional place names, promotion of Lāna'i City, new tabs featuring several Mālama videos and a new "Plan your Visit" tab featuring sample day trip itinerary, dos and don'ts and more. This website serves as a primary source of information about the island of Lāna'i for day trip visitors from Lāhainā to Lāna'i.
  - Gathering information and building relationships with east Maui community through separate meetings with Hāna Highway Regulation Association, Nā Moku nonprofit and the Hāna Business Council.
  - Working with the community to identify illegal tour operators and unpermitted commercial photographers; collaborating with Island Chapters to join forces when applicable.
  - Exploring traffic congestion alleviation through smart technology.



- Met with Sheraton Maui and Westin to strengthen Mālama Hawai'i relationship, in response to interest from DMC partners.
- Finalized promotional Mālama Lāna'i day trip video.
- IHVB
  - Mālama Hawai'i FAM included HOST Park visit and sustainable farm tours offered (Abalone Farm, Seahorse Farm, Kona Salt Farm). Other farm tours/store visits included Hawaiian Vanilla Company, Kona Natural Soap and Kona Joe's Coffee, Ulu Pono Garden Experience Fairmont Orchid, Hawaiian Legacy Hardwoods, Hawai'i Farm Trails, OK Farms. Educated group on creating guest itineraries to include farm visits and connected travel advisors with business contacts. Group met with Pololū Valley Stewards to learn about stewardship program. Group met with Park Rangers at Pu'ukoholā Heiau National Historic Site and Hawai'i Volcanoes National Park for cultural awareness, cultural programs and volunteer opportunities.
  - Included DMAP initiatives in social media posts.
  - Included DMAP related activity in media itinerary (Jessica Kelly) and media inquiries (Matador Networks).
  - Included information on the recent designation of 'ōhi'a *lehua* as the state endemic tree, its cultural significance, the threat from Rapid 'Ōhi'a Death and things we can do to help stop the spread in Q2 consumer opt-in email (79,140 delivered).
  - IHVB and AMG attended DMAP Steering Committee meeting, June 9 and Waipi'o Valley Steering Committee gathering, June 10

### **Initiatives to Promote Hawai'i Made Products**

- HTUSA
  - The consumer and travel trade enewsletters both highlighted tips on where to buy and taste locally-grown and produced farm products.
  - The HTUSA PR team drafted and disseminated a Fall What's New in the Hawaiian Islands release which highlighted several made in Hawai'i products and festivals.
- KVB
  - Highlighted supporting Kaua'i-made/locally-made products during webinar on June 27.
  - Distributed Kaua'i made products, Kaua'i Gourmet Nuts and Kaua'i Kookies, at Travel Leaders Conference, June 13 & 14.
  - Highlighted and suggested local eateries, shops and farmers markets to media looking to feature Hawai'i-made products.
  - Procured Kaua'i-made products and created media amenity package while highlighting Hawai'i is our Home video for top 35 island specific media.
  - Shared information and highlighted Alakoko Store products at the KWPA meeting on June 23.
- OVB
  - Promoted locally-made reef safe mineral sunscreen in both the responsible adventure-themed consumer and travel advisor enewsletters that were distributed June 22 and 29.
  - Highlighted the CEP awardee Kana'iaupuni Helumoa event across social media on June 1 and Mahiku Farmers Market on June 30.
  - Highlighted three organizations in the "Buy local" section of the "Q2 News, Updates, and Aloha from O'ahu" media newsletter.
  - Promoted Made in Hawai'i Festival during June 21 Mailpound Webinar and utilized local amenity products at the Travel Leaders EDGE trade show (June 12-15).
- MVCB
  - Included promotion of local products in AFAR Journeys email blast to West Coast market on June 16 including Maui Arts & Culture Center Art Exhibits, Traveling Plum, Maui Cookie Lab and Moku Roots.
- IHVB

- Included promotion of local products in social media posts and media pitches.
- Mālama Hawai'i FAM experienced three island farmers markets, monthly Kōkua Kailua Village Stroll program, Mana Up Pop-Up launch at Mauna Kea Resort, explored small towns throughout the island for local shopping and eateries, retail shopping at Kona Natural Soap, Kona Joe's Coffee and Hawaiian Vanilla Company.

## **Festivals & Events Promoted**

- HTUSA
  - The consumer and travel trade e-newsletters had a small section that promoted the Duke's OceanFest. Additionally, a small events calendar highlighted events such as the 2022 Queen Lili'uokalani Outrigger Canoe Races and the Maui Open Studios program for July.
  - The HTUSA PR team drafted and disseminated a Fall What's New in the Hawaiian Islands release which highlighted over 14 festivals statewide.
- KVB
  - Highlighted Kaua'i CEP programs and farmers markets in workshop seminars to travel advisors during Travel Leaders Conference on June 13 & 14.
  - Highlighted festivals and events on What's New distributed to travel advisors at the Travel Leaders Conference trade show on June 14.
  - Highlighted Kaua'i CEP programs/events during webinar on June 27.
  - Featured King Kamehameha Day 'Ohana Day Celebration for Kaua'i in multiple posts on social media channels.
  - Posted information in the office for Kaua'i events to bring to the attention of walk-in visitors.
  - Promoted CEP programs and other upcoming events and farmers markets on Kaua'i with national and local media.
- OVB
  - Highlighted the CEP awardee Kana'iaupuni Helumoa and the the Kamehameha Celebration events across social media on June 1 and June 10, respectively.
  - Promoted 30 festivals and events in both the responsible adventure-themed consumer and travel advisor e-newsletters that were distributed June 22 and 29.
  - Highlighted 23 festivals and events in the "Q2 News, Updates, and Aloha from O'ahu" media newsletter.
  - Promoted festivals and events in June 21 Mailpound webinar and during Travel Leaders EDGE (June 12-15) workshops.
- MVCB
  - Moloka'i Paniolo Heritage Festival included as part of Going Back to the Roots Press Trip, June 9-16.
  - Featured Community Enrichment Program O'Kalani Exhibit at Maui Arts & Cultural Center Schaefer International Gallery in social media post.
  - Included round-up of upcoming events on social media platforms.
- IHVB
  - Pitched upcoming events to Sheila Beal, Go Visit Hawai'i and Peter Buol, freelance writer.
  - Included upcoming events in Q2 Consumer opt-in e-mail (79,140 delivered).
  - Included upcoming events in June What's Sizzlin' media e-mail.
  - All educational sessions (webinars, FAMs, Travel Leaders conference) included Q3 & Q4 upcoming events.

## **Voluntourism Programs Promoted**

- HTUSA

- Created a Mālama Hawai'i Participation Survey to track Mālama Hawai'i participants. Volunteer programs who have completed HTA's Visitor Readiness Checklist will be given a QR code that leads to the survey. A few active volunteer partners are testing the survey by including it in their existing check-in or waiver form.
- The HTUSA PR team drafted and disseminated a Fall What's New in the Hawaiian Islands release which highlighted the following volunteer opportunities: Hawai'i Forest & Trail's Maunakea Summit and Stars Giveback Experience; Mauna Lani Auberge Resorts Collection's Māla'ai partnership.
- KVB
  - Provided information about voluntourism opportunities in workshop seminar presentation during the Travel Leaders Conference, June 13 & 14.
  - Provided information about Surfrider Foundation's Ocean Friendly Visitor Program on What's New distributed at the Travel Leaders Conference trade show on June 14.
  - Provided information about voluntourism opportunities in webinar to travel advisors on June 27.
  - Shared the Mālama Hawai'i initiative and information about the Surfrider Foundation Kaua'i Chapter with national media inquiring about a visit to Kaua'i.
- OVB
  - Promoted five voluntourism programs in both the responsible adventure-themed consumer and travel advisor enewsletters that were distributed June 22 and 29.
  - Shared Kualoa Ranch Private Nature Reserve Mālama Hawai'i program information with visiting media on assignment from TravelPulse.
  - Pointed to Sustainable Coastlines Hawai'i and 808 Cleanups as organizations visitors can interact with via a social post on June 27.
  - Highlighted two Mālama Hawai'i program activities section of the "Q2 News, Updates, and Aloha from O'ahu" media eNewsletter.
  - Promoted Mālama Hawai'i during June 21 Mailpound webinar and Travel Leaders EDGE (June 12-15) workshops.
- MVCB
  - Included Mālama Hawai'i programs; Hawai'i Wildlife Fund, Pacific Whale Foundation Coastal Marine Debris Collection and Sewing Hui of Maui in weekly social media posts.
  - Included Mālama Hawai'i programs; Leilani Farm Sanctuary, Mālama Maui Nui, Sewing Hui of Maui and Lāhainā Restoration Foundation in AFAR Journeys email blast on June 16.
- IHVB
  - Included Mālama Ku'u Home / Mālama Hawai'i messages in social media posts and media pitches (when appropriate).
  - Mālama Hawai'i Fam introduced to reforestation program at Hawaiian Legacy, Westin Hāpuna guest tree planting initiative, hotel and beach clean-up and reef education programs (Kahalu'u Bay Education Center), Hawai'i Wildlife Center program.

**OTHER**

- No news to report.

**"COMING ATTRACTIONS"**

	<b>What</b>	<b>When</b>	<b>Where</b>
<b>HTUSA</b>	Global Travel Marketplace	July 28-30	Fort Lauderdale, FL
	Virtuoso Travel Week	Aug. 13-19	Virtual
	ASTA Global Convention	Aug. 24-26	San Francisco, CA

	Classic Vacations E3 Event	Sept. 9-13	Playa del Carmen, Mexico
	Delta Vacations University	Sept. 17-18	Atlanta, GA
<b>KVB</b>	So. CA 'Ohana Events	Sept. 26-27	Huntington Beach, CA Malibu, CA
	No. CA 'Ohana Events	Sept. 28-29	Emeryville, CA South Bay, CA
<b>OVB</b>	Q3 Travel Advisor Enewsletter	July 2022	National distribution
	Family-themed Consumer Enewsletter	July/Aug. 2022	National distribution
	Family-themed Travel Advisor Enewsletter	July/Aug. 2022	National distribution
	OVB Media Blitz	Sept. 2022	TBC: New York, San Francisco
	So. CA 'Ohana Events	Sept. 26-27	Huntington Beach, CA Malibu, CA
	No. CA 'Ohana Events	Sept. 28-29	Emeryville, CA South Bay, CA
<b>MVCB</b>	Nothing to report		
<b>IHVB</b>	Q3 Consumer Opt-in Email	Sept. 22	Hawai'i Island
	So. CA 'Ohana Events	Sept. 26-27	Huntington Beach, CA Malibu, CA
	No. CA 'Ohana Events	Sept. 28-29	Emeryville, CA South Bay, CA

# Hawai'i Tourism Japan

## 2022 Monthly Market Activity Report – June

### MARKET INTELLIGENCE

#### **Economy**

- The summer bonuses of major companies increased by 13.8% from last year. It shows that economy has recovered since pandemic and become positive as four years ago. According to Royalty marketing's consumer sentiment survey, the number one use of bonuses was "savings/ deposits" for nine consecutive years, while the number two use "travel" increased the most from last year. The desire to save money has also decreased from the previous survey, and the results show that the willingness to both travel and consume have increased.
- According to Nowcast's household survey result, consumption in the first half of June increased by 6.5% compared to year 2016 to 2018. The overall recovery trend including service consumption continues.
- Japan's government and central bank were concerned by recent sharp falls in the yen in their joint statement, they warned that Tokyo could intervene to support the currency as it plumbs 20-year lows. The statement underscores growing concern among policymakers over the damage that sharp yen depreciation could inflict on Japan's fragile economy by hurting business activity and consumers.

#### **Outbound Travel Market**

- According to Japan National Tourism Organization (JNTO), the number of Japanese departures in May 2022 was 134,000, the number exceeded 100,000 consecutively from April 2022. The recovery of international flights is remarkable, and in May, the number of flights departing from the six major airports increased by 30.9% YOY and the number of seats increased by 32.7% YOY. Flight to Hawai'i alone also increased by 160% YOY.
- HIS has steadily increased bookings for Hawai'i travel, receiving 22 times the number of overseas travel reservations compared to the previous year. On the other hand, the requirement to take the PCR test prior to returning to Japan has been hampered by the depreciation of the yen, and there are voices from all over the world to mitigate Japan's immigration restrictions.

#### **Competitive Environment**

- Guam: Guam continues to develop the 55th anniversary of Japan-Guam service. In June, they conducted B2B meeting in Guam and there were 50 travel agents and media participants. In July, B2B meeting was conducted in Osaka, Nagoya, and Tokyo and 17 suppliers participated. Guam Visitors Bureau will be providing "Free PCR Program" until end of September which they cover the costs of taking the test and issuing the certificate for all travelers. This program is highly valued by travel agencies.
- Australia: All immigration restrictions have been lifted and all visitors only need to prepare for ETA (Electronic Travel Authority) or VISA. Also visitors are not required to present the proof of vaccination and negative test results when traveling. It is expected that number of travelers will increase in the future.

## Consumer Trends

- Awareness survey on overseas travel from July to September 2022: Expedia conducted the survey relating to overseas travel from July to September. 50% responded that they are interested in traveling abroad. Also, for the question on overseas travel plans, one out of four respondents replied that they are currently planning. According to Expedia's data, the number of searches for overseas travel has tripled, and when looking at the top 10 most searched overseas travel destinations, "O'ahu" is ranked first, and the number of searches rose to 215% compared to the same period of the previous year.
- Travel trends by Yahoo! JAPAN data: After the mitigation of restriction in end of March, prefectural discounts and block discounts expanded as well as resumption of overseas travel started to resume. According to search result in Yahoo! JAPAN, a search of domestic travel in April shows 48% increase compared to April 2019. Although it is half prior to pandemic, it has recovered significantly compared to 28% in 2021 and 30% in 2020. Of the travel review users in April 2022, 44% of the total are in their 50s or older. While number of seniors has increased significantly, the number of people searching has increased. This indicates that resistance to travel has decreased.
- Japan's SNS usage trend in 2022: It is estimated that number of SNS users in Japan will increase to 82,700,000. The penetration rate is 82% and is projected to increase to 83.88 million by the end of 2024. The top reason for using SNS is "to collect information such as work and hobbies" at 44%. This is followed by "to obtain recent updates of acquaintances" and "to connect with people through SNS."

## Travel Trends

- Survey on resumption of overseas travel: According to OTA Airtrip's survey result on resumption of overseas travel, 92.9% has responded that they agree on resumption of international travel. Even proof of negative PCR test result is required, 23.9% responded that they would like to travel as soon as possible, and 16.6% responded that they would like to travel abroad during the next vacation. 40% wants to travel abroad even if they need to take the PCR test. On the other hand, 39.3% of the respondents answered that they will wait until the requirements of taking the test is not necessary anymore. This proves that it is one of the hurdles. The destinations they wanted to visit the most was Taiwan, followed by Hawai'i and Korea.
- TABIKOBO and HIS Survey on international travel: According to the travel agency TABIKOBO, about 60% of Hawai'i travelers wants to travel after this fall, and about 60% consider using package tours to ease the process to travel overseas. According to the summer vacation travel trend survey result announced by HIS, travel recovered due to revenge consumption. The demand of domestic travel has returned back to 90% prior to pandemic level, and overseas travel is still about 10%, but is steadily rising. Full-scale recovery of each company is expected in the beginning of fall.

## Airlift:

- Total of 98 flights with 22,972 seats by four airlines (ANA, Hawaiian Airlines, JAL, and ZIPAIR) operated during the month of June. The announcement of increasing flights by each company continues and reservations are filled from higher classes such as business and premium economy. It has been challenging for US carriers to resume their flights due to immigration restrictions, however, Hawaiian has taken the lead and announced that they will resume their daily flights between Haneda and Honolulu from August. Narita and KIX flights currently in service will also operate daily. They aim to recover demand by launching a special project "HAWAII Omotenashi

Campaign" that offers numerous benefits in Hawai'i exclusively for passengers departing from Japan.

## **MARKET ACTIVITY UPDATE**

### **Consumer Direct**

- Digital Advertising: Published Mālama Hawai'i concept video advertisement on YouTube, SNS, TV program distribution application Tver, and online TV platform Abema TV from May 9 to end of June. It has gained 9,380,758 impressions and 3,381,954 views. By distributing advertisement through popular online TV platforms such as Tver and AbemaTV, HTJ achieved a view through rate of 97% since advertisements cannot be skipped on these platforms. Also, HTJ published advertisement of Japanese subtitle added Mālama Hawai'i videos on SNS to lead to Mālama Hawai'i website. It gained 350,447 impressions and 213,374 reach. The most viewed video was Rick Barboza on Sustainable Farming: Mālama Hawai'i. On Facebook, Mālama Kaua'i video was posted in May and advertisement was published to increase engagement. As a result, 42,046 engagement was gained with 68,789 impressions and 47,072 reach.
- The viewership of Mālama Hawai'i Concept video on YouTube is the most viewed video on the channel and it has been viewed 5,821,004 times. It has gained 155,735 impressions. Average viewing time is 56 seconds out of one minute and average viewership rate is 92% which is very high.
- SNS Posting Results: During the month of June, HTJ continued to post contents relating to Hawaiian culture, events, nature of Hawai'i and what make it special as a travel destination, collaboration with Seven Eleven and Baskin-Robins, and gained 5,387,926 impressions.

<b>SNS</b>	<b># of posts</b>	<b>Impressions</b>	<b># of followers</b>
Facebook	16	2,544,771	119,884
Instagram	32	1,786,036	178,005
Twitter	37	1,057,119	74,816

- Instagram Live with Influencer: HTJ conducted an Instagram live with Sasha, who is an influencer as well as one of the hosts of TV BS12's "Hawai'i ni koi shite!" on June 19. Sasha shared about her experience at Kualoa Ranch participating in Mālama Hawai'i tour planting Kalo. By introducing a tour that travelers can participate and learn the importance of preserving Hawaiian culture and food, HTJ was able to share the concept of Mālama Hawai'i at the same time. There were 11,000 people who viewed the live.
- Mālama Hawai'i Promotion: Ms. Mai Kuraki, who has provided the song "Sea Wind" to the Mālama Hawai'i concept video had symphonic concerts and sang the song for the first time. The concert was held in Tokyo, Nagoya, Kyoto, and there were 9,000 attendees. Mai explained on how important it is to love and respect the nature and traditional culture and to have Mālama mind. Mālama Hawai'i flyer was also distributed to all attendees of the concert, and many positive comments were posted on SNS.
- Collaboration with Seven Eleven: HTJ endorsed Seven Eleven's Hawai'i Fair held in 22,000 nationwide stores from June 5 to 21. More than 1,000 people visit these stores and it was a great opportunity to increase exposure of Hawai'i when the trip to Hawai'i is gradually resuming. During the fair, 13 endorsed Hawai'i menu were featured in TV commercials (125,731,400 reach,

\$831,444.56 AVE), Website commercial, and Seven Eleven's SNS accounts (5,320,000 followers). Displays both in and out of the stores also changed to Hawai'i design.

- Collaboration with 31 Baskin-Robins: Baskin-Robins releases new items and flavors every month. In June, HTJ endorsed four Hawaiian flavors of the ice cream. "Thirty-One Aloha Hawai'i Hawaiian" fair was conducted at 1,800 stores nationwide. The new flavors that made consumers feel Hawai'i were introduced on SNS, official application, official websites, etc. HTJ also conducted a questionnaire campaign jointly and collected more than 6,000 applications and customer data.
- Hōkūle'a Screening: HTJ conducted Japanese subtitled "Moananuiākea" documentary screening in Yokohama and Chigasaki which has strong ties with Hawai'i. Hōkūle'a has visited port of Yokohama in 2007 and Honolulu and Chigasaki are sister cities. 350 people viewed the screening and listened to the talk show by Japanese Hōkūle'a crew members. By providing an opportunity for participants and crew members to communicate through the screening and the talkshow, the event became a place for visitors to deepen their interest in Hokule'a and PVS activities.
- Aloha Program: HTJ started to offer two new benefits for Hawai'i Specialists in June. One is the tickets to the Hawaiian stage show by Napua Greig and Hula dancers and musicians and another is the discount of the entrance fee to USS Battleship Missouri Memorial. HTJ wished children who are about to enter the summer vacation to learn about history and peace.
- Aloha Program Webinar and E-newsletter: Conducted two webinars with the theme of Hawaiian culture and history to 340 participants. Webinar topics were how Polynesians came to Hawai'i and on made in Hawai'i products featuring hosts of TV BS12's "Hawai'i ni koi shite!" HTJ distributed e-newsletter to 33,305 Aloha Program members. Information on the Hōkūle'a screening, webinar information, and additional benefits for Aloha Program Hawai'i specialists was disseminated. Opening rate was 44.1%.
- Consumer E-newsletter: HTJ distributed e-newsletter to 356,304 members on June 7. Information about collaboration with Seven Eleven and Baskin-Robins, King Kamehameha Celebration Instagram live, HTJ participating events, collaboration campaign with Kona Brewing company was included. Also, activities that travelers can do to Mālama Hawai'i was shared since June was environment month. Opening rate was 34%.
- Endorsed Events: In June, 6 endorsed events (3 festivals, 2 hula, 1 Hawai'i fair) were held. Aloha Yokohama was held for the first time in 6 years and 45,000 people attended in 3 days. At HTJ booth, Mālama Hawai'i, Kuleana, Hawai'i Connection videos were shown and banner and posters with Mālama Hawai'i logo were used to spread the message to the event attendees. Many event attendees were people who decided to travel to Hawai'i after the summer.

### **Travel Trade**

- Japan Summit: HTJ held Japan Summit for the first time in three years from June 6 to June 8. 58 travel agents from 20 companies from Japan, 60 agents from travel agencies in Hawai'i, 94 people from 50 stakeholders in Hawai'i, and 4 industry media participated. The purpose of the summit was to showcase Hawai'i and update current conditions, to promote Mālama Hawai'i initiatives, to provide Mālama Hawai'i FAM tour to experience, and to provide opportunity to stakeholders to exchange the conversation with travel agents. There were 379 appointments made with 28 booths for B2B meeting session. Approximately 60 people from travel agencies participated in Olelo Hawai'i lesson, Hawaiian Culture Workshops, and Mālama Hawai'i experience tours. Positive feedbacks were made by travel agents that they were able to gain a hint for future educational trips



and product development. As of end of June, there were 17 exposures generating 197,819,226 impressions.

- **Hawai'i Online Forum:** In collaboration with industry media Wing Travel, HTJ conducted online forum twice in June. The theme was based on regenerative tourism and invited Canadian Tourism Bureau and Palau Visitors Authority that are steering in the same direction as guests to share their initiatives. While grasping the trends of competing cities, Hawai'i introduced about DMAP and regenerative tourism initiatives to the audience. In the panel discussion, we discussed how travel agencies can take part and diffuse regenerative tourism. 250 people participated from travel agencies and DMOs.
- **Wing Travel Hawai'i Special Issue:** Wing Travel published a special issue on Hawai'i for the first time in 3 years. Mālama Hawai'i themed issue was distributed in prints, web, and their members that generates 40,000 PV monthly. Contents on Japan summit recap, regenerative tourism, HTJ's online platforms, future initiatives were widely diffused to the industry.
- **Travel Trade Website Enhancement:** HTJ continues to focus on sharing the latest information and online education through industry site. In addition to Hawai'i visitor statistics and COVID-19 situation, topics relating to Mālama Hawai'i, information for small groups, educational materials, and initiatives made by partners are posted. In June, the website had 12,592 PV and 5,263 UU. Since May, HTJ has been collaborating with three industry medias. While surely raising the exposure of Hawai'i, HTJ will continue to educate about Mālama Hawai'i and regenerative tourism.
- **Online Education:** In June, HTJ staff participated in six B2C and three B2B online/offline seminars to share Hawai'i's updated information, explained about regenerative tourism, and Mālama Hawai'i to 1,440 people. Especially on educational trips, some schools are switching to Hawai'i, and Hawai'i is chosen first as the international destination.
- **Virtual Tour Video Creation:** In June, HTJ created and released two of hotel partners' (Halekulani and Ala Moana Hotel) virtual video. Within one month, there were total of 4,000 viewers. HTJ plans to release three hotels in Maui (Kā'anapali Beach Hotel, Sheraton Maui, Westin Maui) and one hotel in O'ahu's (Aston Waikīkī Beach) videos. Communication on video editing and insertion on subtitle with stakeholders will be continued.
- **Meet Hawai'i Support:** By working together with Meet Hawai'i's Mr. Hachiya, HTJ rented and trained on usage of Shaka-chan costume to organization booked by JTB and provided Shaka-chan goods to participating children.
- **Monthly Mail Magazine:** Distributed industry E-newsletter to share visitor statistics, updates on Hawai'i, and report from Japan Summit. Opening rate was 44%. Infini Travel Information also distributed to their members and generated 35,000 UU and 40,000 PV monthly.

**Travel Trade Calls**

<b>Airline</b>	<b>Wholesaler/TA/TO/OTA</b>	<b>Other</b>	<b>Total</b>
5	29	8	41

**Public Relations**

- With Hawai'i related events being held in Japan and travel is recovering, publishers are starting to consider resuming their Hawai'i coverage. In June, there were many contents.

- Expedia Media Event: The "Expedia Group Latest Travel Trends Presentation" was held for the media on June 30 in Tokyo, and HTJ appeared in a panel discussion on Hawai'i tourism and shared about the new way of traveling to Hawai'i, what we want travelers to Hawai'i to experience in the future, and the latest information. There were 46 participants from 29 media, and it generated total of 124,048,284 impressions and 50,137,198 AVE on web and TV.
- Media Support: HTJ communicated and supported 73 medias during June. There were six interviews and weekly FM North Wave's Island Breeze Hawai'i program started to resume.
- Mālama Hawai'i Media 100 Project: HTJ is conducting the Mālama Hawai'i Media 100 Project, which educates 100 media outlets about Mālama Hawai'i efforts and conveys the environmental and cultural protection that Hawai'i is aiming for. In June, HTJ pitched to six media outlets on Aloha+ Challenge, HTJ's initiatives, and Mālama Hawai'i promotion with various case studies and stories.

#### **News Release**

<b>Date</b>	<b>Details</b>	<b># of distribution</b>	<b># of coverage</b>	<b>Impression</b>	<b>AVE</b>
6/7	King Kamehameha Celebration	1,215	60	46,342,477	\$111,000
6/28	Hōkūle'a Talk Show on YouTube	1,600	17	594,719.60	\$62,900

### **REGENERATIVE TOURISM/DMAP INITIATIVES UPDATE**

#### **DMAP Action Items Supported**

- During the HTJ summit, HTJ arranged an special presentation with HTA's Ms. Anderson about DMAP to industry media. All participating medias wrote about DMAP and shared some of the actions that are being worked on. It led to diffuse the efforts and increase the awareness.
- HTJ posted Japanese subtitle added Hakalama and Pī'āpā video by NaHHA on SNS and reached 12,153 followers.
- HTJ added contents about hotel stakeholders' initiative, Olakai Hawai'i, Kaimuki Clean Up Festival by Sustainable Coastlines Hawai'i, and Kona Sea Salt Farm on Mālama Hawai'i microsite.

#### **Initiatives to Promote Hawai'i Made Products**

- HTJ promoted Made in Hawai'i products at Aloha Yokohama event.
- HTJ added stories about Palaka's history and brand, art gallery Sunshine Arts Hawai'i that supports more than 100 Hawai'i's local artists, and local candle maker Jewels & Jem.

#### **Festivals & Events Promoted**

- With King Kamehameha Day celebrating its 150 anniversary, HTJ conducted instagram live of the Lei draping ceremony and floral parade. Also the special program was cross posted on Facebook. There were more than 20,000 people who viewed the live show and it was successful in diffusing one of Hawai'i's major event and history to the Japanese market
- HTJ posted about summer music programs featuring Live From My Den, Ke Kani o ke Kai, Wildest Show, and Summer Concert Series on allhawaii and SNS to promote Hawaiian music.

- Column about experience at Big Island Chocolate Festival was posted on allhawaii written by writer in Island of Hawai'i. HTJ was able to share the information about the festival and about sustainable farming and made in Hawaii products.

**Voluntourism Programs Promoted**

- Approximately 60 travel agents participated in Japan Summit's Mālama Hawai'i tour. They cleaned the stream and pulled out the weeds at Papahana Kuaola for three hours. Volunteering on the day of community workday has led to getting the ideas for future product development. In the afternoon, sustainable trade show was conducted at Bishop Museum and travel agents were able to learn about Bishop Museums sustainability efforts and learn about NPOs such as Kako'o 'Oiwi and Surfrider Foundation's mission and activities.
- HTJ staffs participated in Sustainable Coastlines Hawai'i's Kaimuki Clean Up Festival and share the experience on Mālama Hawai'i microsite and posted on SNS platforms to lead to the article.

**ISLAND CHAPTERS ENGAGEMENT UPDATE**

- Communicated with Island of Hawai'i Visitors Bureau (IHVB) about Mayor of Hawai'i County's visit to Japan. HTJ will support IHVB for their July visit.

**"COMING ATTRACTIONS"**

<b>What</b>	<b>When</b>	<b>Where</b>
Hankyu Umeda Hawai'i Fair	7/16-17	Osaka
Moananuiākea movie showing	7/18	Osaka
Kyoto Takashimaya Hawai'i talk show with HAL	8/7	Kyoto
Moananuiākea movie showing	8/27	Fukuoka
Moananuiākea movie showing	9/3	Hiroshima
JATA Tourism Expo Japan	9/22-25	Tokyo
Moananuiākea movie showing	10/22	Okinawa
Moananuiākea movie showing	10/30	Sapporo

# Hawai'i Tourism Canada

## 2022 Monthly Market Activity Report – June

### **MARKET INTELLIGENCE**

#### **Economy**

- Canada's economy has largely recovered from the COVID-19 crisis. Domestic demand is picking up following the easing of containment measures. Exports are expected to strengthen, demand for commodities buoying trade amid shocks to world growth. Limited trade ties to economies hard-hit by the war in Ukraine, and income from high resources prices, shield Canada from larger economic impacts.
- Real GDP is projected to grow by 3.8% in 2022 and 2.6% in 2023. Unemployment will remain low as output rises slightly above potential. Global supply tensions will keep price growth high this year, compounding underlying inflationary pressures.
- Supply chains are adjusting to the new normal. The pandemic and its resultant effects on spending patterns and supply chains have altered business' inventory management and import patterns. The disruptions of normal seasonal buying patterns point to continued swings in trade results in the months ahead.
- Recent COVID-19 outbreaks in China might further disrupt supply chains. Due to the Chinese government's zero-COVID stance, widespread mobility restrictions may occur in major cities, weighing on household consumption and might further disrupt supply chains in the near term. With China's unmatched role in global trade and as a key manufacturing hub, Canada is likely to feel some downstream effects on supply chains in the coming months if the outbreak flares.
- With Russia's ongoing invasion of Ukraine, the effect on Canada's trade balance has been reflected in increased demand for exports and much higher prices paid for commodities in particular. Government revenues in Saskatchewan, Alberta, and Newfoundland & Labrador will also bear the markings of higher inflows. However, cooling consumer demand growth will act as a brake on imports.
- The average value of the loonie during the period was US \$0.79.

#### **Outbound Travel Market**

- The first four months of 2022 saw close to 5.3 million Canadians return home from an overnight trip to the U.S. and other destinations. This was eight and a half times the volume recorded in 2021, and 45 per cent of pre-pandemic activity. In April, transborder trips reached 69 per cent of pre-pandemic volume while overseas activity was at 58 per cent of 2019 activity. The 2021-22 winter travel season (Nov-Apr) saw Canadians make more than 7.2 million overnight outbound trips. In comparison, just 961 thousand trips were recorded last winter when restrictions and closures were common.
- More than 3.0 million Canadians returned home from an overnight transborder trip during the first four months of 2022, eleven times the volume recorded last year. Auto travel accounted for 45 per cent of trips during the period, compared to 47 per cent in 2019. Transborder activity so far in 2022 represents 47 per cent of the volume recorded pre-pandemic.

- The winter travel season saw 4.16 million Canadians return from the U.S., compared to 436 thousand last year and 9.3 million pre-pandemic (-55%).

### **Competitive Environment**

- Destinations in the Caribbean, Mexico, and Central America reported 1.36 million arrivals from Canada during the first four months of 2022, 19 times the activity recorded last year. Benefitting from strong seasonal demand, arrivals so far in 2022 represent 45 per cent of pre-pandemic activity. The winter travel season saw almost 2.0 million arrivals in the region compared to just 188 thousand last winter and 4.2 million in 2018-19 (-53%).
- The first four months of 2022 saw 132 thousand Canadian arrivals in the region comprehended by Asia, Oceania and the South Pacific, almost 60 per cent of which were in India. The volume of arrivals in the region is now 5 times the activity recorded in 2021 but is just 10 per cent of the volume recorded during the same period in 2019. Destinations in the region reported 187 thousand arrivals throughout the winter season, almost all of which were to southern Asia and Oceania. Overall, there were 1.78 million fewer visitors than in 2018-19 (-90%).
- Destinations in Europe and the UK reported more than half a million Canadian arrivals during the first four months of 2022, nine and a half times the activity reported in 2021, but just 42 per cent of pre-pandemic activity (2019). Seventy per cent of this activity was recorded in March and April. The 2021-22 winter travel season saw 754 thousand arrivals, compared to just 82 thousand last winter and 1.8 million during the same period in 2018-19 (-59%).

### **Consumer Trends**

- After dropping 11.7 points in May, the Index of Consumer Confidence fell a further 8.8 points in June to 79.4, the lowest level in more than 18 months. High inflation and elevated gas prices continue to fuel worries about the future as pessimism regarding current finances increased to 32.5 per cent. With higher interest rates on the horizon, only 12 per cent of respondents (2,000 sample) believe now is a good time to make a large purchase, well below the rating reported in 2019 (31%).

### **Travel Trends**

- 25 thousand Canadian arrivals were recorded in May - 96% of the volume recorded in May 2019.
- Direct arrivals during the month were 6% higher than in May 2019, while indirect arrivals were down 21%.
- January-May saw 154 thousand direct arrivals (-34%) and 21 thousand indirect arrivals (-65%).

### **Airlift**

- Scheduled capacity throughout Jan-May 2022 was 19 times the volume offered a year ago.
- Carriers offered 276 thousand seats during the period - just 13 thousand fewer seats than in 2019 (-5%). Air Canada offered 14 thousand more seats (13%) while Westjet offered 28 thousand fewer seats (-16%).
- Overall, carriers are currently reporting almost half a million seats throughout 2022, the same level as in 2019.

- Air Canada and Westjet offered 360 thousand direct seats throughout the 2021-22 travel season (Nov-Apr) compared to 392 thousand in 2018-19 (-8%).
- With activity strengthening in the latter half of the season, arrivals reached 209 thousand; a little more than half of pre-pandemic activity (-47%).
- Air Canada and Westjet are currently offering almost 123 thousand direct seats throughout the summer travel season (May-Oct) compared to 108 thousand in 2019 (13%).
- Although pricing and access are having an impact, strengthening travel demand is expected to result in 148 thousand arrivals; a similar volume as in 2019 (-5%).

## **MARKET ACTIVITY UPDATE**

### **Consumer Direct**

- HTCAN continues its organic posting through its Canada dedicated channels on Instagram, Facebook and Twitter. The messaging on the three networks is focused on promoting the Mālama Hawai'i Campaign.

### **Travel Trade**

#### **Travel Trade Calls**

<b>Airline</b>	<b>Wholesaler/TA/TO/OTA</b>	<b>Other</b>	<b>Total</b>
15	40		45

- Baxter Media Campaign: This month's issue of the Baxter Media campaign featured O'ahu and an interview with Karishma Chawfin along with Lorenzo Campos, who spoke to the Travel Courier editors about the new experiences on the island as well as how to mālama when visiting the state. OVB also spoke about our kuleana and how visitors are more and more engaged with activities that represent these two values.
- Baxter Agent's Choice Awards 2022: Hawai'i Tourism Canada was recognized at the Baxter Travel Agents' Choice Awards 2022 as the Favourite Tourism Board in the Asia-Pacific region. The 22nd Annual Agents' Choice Awards were presented at the Eglinton Grand Toronto. Celebrating the event, Baxter Media brought together Canada's travel industry to honour favourites in over 40 categories as voted by Canadian travel agents. Hawai'i Tourism Canada was once again the favourite in this category, turning in a strong showing nationally as well as in Ontario and the West. Tourism Australia was second, while Tahiti Tourism finished third and regionally took the top spot in Eastern Canada. The Japan National Tourism Organization and Tourism New Zealand were in fourth and fifth place.
- Aloha Canada 2022: HTCAN, key industry partners, airlines, and tour operators will visit the cities of Toronto, Montréal, and Vancouver in October 2022 for the first in-person Aloha Canada since 2019. The events will be a hybrid event where both in-person and virtual experiences will be conducted. Hawai'i destination specialists and trade travel contacts will be invited to participate. There is enthusiasm and strong interest/demand for outbound travel to the Hawaiian Islands. HTCAN anticipates high attendance and coverage from the travel trade media. 8 Hawai'i partners are already signed up for this initiative and HTCAN is waiting on the ICs decision of being present

virtually or in person. In the meantime, HTCAN is looking for different platforms to make the hybrid experience possible.

- WestJet Trade Shows: WestJet will host its annual Travel Trade Expos in September, the fall series will be showcasing WestJet, WestJet Vacations, and some of our hotel and destination exhibitors. Travel Advisors are invited for a fun and informative evening of interaction, prizing, and more. HTCAN will have an important presence in the events with several industry partners from the Hawaiian Islands who will be participating. The events will be held in the cities of Toronto, Calgary, and Vancouver. In preparation for the events, invitations have been extended to industry partners and promotional material will be developed.
- IPW Participation
  - Travel advisors are seeing high demand for multigenerational vacations and unique experiences in the Hawaii islands. Pent-up demand is high, and Canadians are having to pay a premium to book their dream vacation, and most clients are willing to do that.
  - Hawai'i is in high demand this upcoming fall, travelers are looking for itineraries that offer many experiences, like cooking classes, hiking excursions, dining reservations, helicopter rides, exclusive spa services, private guides, and cultural activities that allow them to connect to the destination.
  - Growing prices for travel haven't stopped Canadians from booking vacations in the waning days of the pandemic, and the influx has prompted an increased request for travel planners and road maps. Canadians are looking into the logistics and planning of their upcoming trip to the Hawaiian Islands, they are also looking for suggested itineraries, top-rated accommodations, and inspirational images and help organize their trip.
  - Travelers who are planning to rent cars are requesting road maps for their independent travel and driving tours. They want to rely on a map that shows all major and secondary roads, with distances between points in kilometers. Also, the location of many points of interest, hotels, restaurants, and shops.
  - Travel Advisors in Canada can often find and book exclusive, unique experiences for their clients saving them time and finding the unique activities and accommodations that they are looking for. Most Hawai'i destination specialists have years of experience putting together trips for their clients, as well as firsthand knowledge of the islands. They stay on top of the trends in luxury travel and deliver concierge-level service. Traveling has always come with complications, but the coronavirus pandemic has made it more challenging than ever. Canadian are relying on travel experts to help them navigate the new normal.
  - Travelers across Canada have been experiencing disrupted flight schedules, endless queues, luggage halls lined with piles of unclaimed suitcases, and communication breakdowns with carriers over altered itineraries. In Canada, which is experiencing a surge in demand for air travel, the Government of Canada has outlined actions being taken to bring on more employees and bolster operations to better respond to the challenges. Since April, roughly 1,200 CATSA screening officers have been hired across Canada. With this, the number of screening officers at Toronto Pearson International Airport and Vancouver International Airport is now over 100 percent of the targeted requirements for this summer based on projected traffic. The Canadian Transportation Agency (CTA) has launched a new info portal to help passengers who are experiencing flight and luggage delivery disruptions. Travelers arriving at Toronto Pearson or Vancouver International are now able to save time

by using the Advance Canada Border Services Agency Declaration optional feature in ArriveCAN (which is still mandatory) to submit their customs and immigration declaration in advance of arrival. Mandatory random COVID-19 testing has also been temporarily suspended at all airports until mid-July.

- The cost of getting out of Canada hasn't been this expensive in years, yet Canadians appear willing to pay the price. Airfares jumped 11.6 percent year over year in May, according to Statistics Canada. Tickets are now above pre-pandemic levels, up 15 percent from 2019 to \$960 on average for international flights from Canada, with no sign of a dip in the coming months. Pent-up demand for travel after two years of pandemic restrictions is more than offsetting soaring costs related to a surge in the price of jet fuel and a battered airline industry that still is struggling to put as many planes in the air as it was a few years ago. Industry labor shortages and fewer seats are also among the factors contributing to the rise in prices. Canadian travelers are aware that too many people want to travel and that there are few seats available to be booked so they are ready to accept price hikes.
- With COVID-19 adding uncertainty to travel plans, flexibility is more important than ever. Travel Advisors are helping travelers safely book winter vacations during the pandemic. Travelers are demanding Airlines and hotels offer flexible change or cancellation policies for travel affected by COVID-19. This typically comes in the form of a change or cancellation, with credit being stored. When it comes to booking any future vacation, Travel advisors say that booking trips with flexible terms, as well as staying on top of changing restrictions and requirements, are perhaps the most important factors to consider.

## **Public Relations**

- Proactive and reactive pitching with prior approvals from the HTA. Pitching themes include 2022 happenings, family, culinary and strong emphasis on voluntourism & *mālama* program.
- In regular conversation with media to ensure they are updated on all regulations and safety protocols.
- In discussion with the following journalists for visits to Hawai'i this year:
  - Natalie Preddie (on air travel expert and blogger) – interested in family and voluntourism angles.
  - Chloe Berge (freelance – Canadian Traveller) – interested in voluntourism/sustainability angle. Working with Island Chapters on October 2022 dates.
  - Maryam Siddiqi (freelance, former Globe & Mail travel editor)
  - Marie Poupart (Quebecor Media/Journal de Montreal)
  - Jody Robbins (Calgary Herald)
- Attended the TMAC conference in Yarmouth, Nova Scotia from June 22-26. Participated in 24 one-on-one appointments with freelance journalists, bloggers and influencers across Canada. TMAC conference generated leads for individual press trips and fam participants.
- Shared b-roll with Natalie Preddie for inclusion in Cityline travel segment on bucket list destinations. Segment to run in July.
- Set tentative early November dates for group media fam (November 2-9). Will follow the theme of "Culinary & Culture". Islands are O'ahu and Kaua'i. 4 media participants plus 1 HTCAN escort. Reached out to Air Canada for support with flights.



- Aloha Canada dates tentatively set for October 2022. Three city joint trade and media mission: Toronto, Vancouver and Montreal.

**REGENERATIVE TOURISM/DMAP INITIATIVES UPDATE.**

**DMAP Action Items Supported**

- The HTCAN team continues to promote the Mālama Hawai’i program and responsible and regenerative tourism. In this month featuring O’ahu on the June Travel Courier edition, the following DMAP Actions Items were supported:
  - Kualoa’s hand-on Mālama ‘Āina experience
  - Mālama Maunaloa a community-based stewardship organization committed to conserving and restoring Maunaloa Bay
  - Mālama Loko Ea Foundation works to revive the Loko Ea fishpond in Hale’iwa to become a thriving fishpond

**Initiatives to Promote Hawai’i Made Products**

- On the Travel Courier article that featured O’ahu, it talked about visiting Chinatown and buying local, and to experience local cultural and gastronomic festivals and promoted eating Japanese street food, visiting royal places, etc.

**Festivals & Events Promoted**

- The Travel Courier article featuring O’ahu covered a lot about the different festivals that can be attended on the island, such as gastronomic, cultural, hula, etc.

**Voluntourism Programs Promoted**

- Kualoa’s hand-on Mālama ‘Āina experience
- Mālama Maunaloa a community-based stewardship organization committed to conserving and restoring Maunaloa Bay
- Mālama Loko Ea Foundation works to revive the Loko Ea fishpond in Hale’iwa to become a thriving fishpond

**ISLAND CHAPTERS ENGAGEMENT UPDATE**

- In June, the Island Chapters and HTCAN attended IPW and together met with more than 100 buyers from different parts of the world, helping these buyers to promote Hawai’i in their local markets. Also, the ICs are looking to the possibility of attending Aloha Canada in person.

**“COMING ATTRACTIONS”**

<b>What</b>	<b>When</b>	<b>Where</b>
Continuous Organic Posting	Jan-Dec	Canada-wide
Cooperative campaigns	Fall	Canada-wide
Baxter travel trade media campaign	March to December	Canada-wide
Today’s Bride campaign	August to December	Canada-wide
WestJet Shows	September 12, 14 and 15	Toronto, Calgary, Vancouver
ACV Product Launches	September 19	Montreal (Canada wide virtual)

# Hawai'i Tourism Oceania

## 2022 Monthly Market Activity Report – June

### **MARKET INTELLIGENCE**

#### **Economy**

- The outlook for the labor market is broadly unchanged, with unemployment expected to continue to decline (currently 4%) and wage growth to pick up.
- GDP is now expected to grow by 2.7% over 2022 (was 3.4%)
- Inflation is accelerating, which is putting pressure on the cost of living
- The June ANZ Business Outlook survey in New Zealand showed business main concerns are linked to inflation and labor shortages
- The respective change rate values ended the month slightly lower against the USD at 69cents (AUD) and 62cents (NZD).

#### **Outbound Travel Market**

- New Australian Bureau of Statistics (ABS) data released on Wednesday shows the number of trips in and out of Australia has almost doubled since March.
- However, despite a promising rebound, the overall number of trips in and out of the country was still well below the pre-pandemic peak of late 2019
- In May this year, the ABS recorded 663,970 departures from Australia as easing travel restrictions resulted in a return to trips overseas for many. These numbers relate to individual border crossings, not necessarily individual people, who may have made multiple trips.
- Prior to the COVID-19 pandemic, Australia recorded a high of 2.24 million departures (December 2019) as part of the annual peak either side of Christmas.
- New Zealand's outbound market, while later to restart, is now on a significant rise due to the removal of restrictions such as pre-travel return testing

#### **Competitive Environment**

- The USA remains an incredibly popular choice for Australians with California being the top choice, closely followed by The Hawaiian Islands
- According to Google, Bali is the top searched travel destination for Australians this month, with search interest matching pre-pandemic levels for the first time in two years.
- The latest data shows that the conflict in Ukraine has not stopped the numbers of Australians travelling to spend summer in Europe
- The UK remains a top destination, with the majority being VFR traffic
- Both Vanuatu and the Solomon Islands are due to open their borders to travellers from 1 July
- With Chinese travellers still not able to travel, Tourism Australia continues to reinvest funds from that market into Australia in an effort to keep Australians travelling domestically

#### **Consumer Trends**

- Travelling with purpose continues to be an emerging trend
- Multi-generational travel continues to grow
- Bucket-list trips and “dream destinations” set to continue for remainder of 2022
- According to AMEX 62% of people plan on taking 2 – 4 trips in 2022

## **Travel Trends**

- Traditional booking lead times continue to shift as new factors emerge, including the rising cost of flights. Consumers seem to be waiting later in the hope that they will get a better deal.

## **Airlift**

- No change in airlift for Australia, however we are hearing that Hawaiian Airlines are looking into the possibility of adding a flight from Perth in the future.
- Both Hawaiian Airlines and Air New Zealand have expressed strong demand for the restart of their flights between Auckland and Honolulu. (commencing 4<sup>th</sup> & 5<sup>th</sup> July respectively)
- Air New Zealand is also embarking on an extensive rebuild of flights, in particular to the US. Over 2,000 new staff are being sought to support the growth

## **MARKET ACTIVITY UPDATE**

### **Consumer Direct**

#### **Expedia Campaign – May 2022**

- Overall, the campaign generated 2178 pax, 4903 room nights, 389 air tickets and \$2.4M USD in booking revenue
- For every \$1USD Hawai'i Tourism invested in this campaign, we were able to generate a \$211.20USD return on investment
- Campaign delivered 943k+ impressions driving a .105 CTR, this is well above benchmark
- Hawaiian Airlines was the top selling carrier and SYD-HNL was the highest selling route
- Social media delivered over 475k impressions and 4.6k+ link clicks, 6.3k+ engagement.

#### **Trip Advisor Campaign – April – August 2022**

- Phase 1 - Awareness and brand campaign AU and NZ
- Multi-click Banners, Boost, Destination Sponsorship, Trip Guides, Trip Connect
- Phase 2 – Starting 1 July to drive traffic to MyHawaii campaign
- April – May results
  - Banners - 452,214 impressions, 478 clicks
  - Trip Guides – 2389 page views, 10% engagement (Family itinerary the most popular, followed by romance, then mālama)
  - Trip Connect – 260,000 impressions, 3674 clicks

#### **My Hawaii Campaign**

- Bookings – 863, average length of stay – 8.3 days, average guests per booking - 2.4, total passengers 2,071. Plus, extra cruise passengers being finalised
- Top 3 performing resorts – Hyatt Regency Waikīkī Beach Resort, Sheraton Waikīkī, Sheraton Princess Ka'iulani
- Most enquiry came from NSW – 50%, VIC – 23% and QLD – 20%

Our monthly consumer newsletter was sent out to 52,794 consumers on July 1. It had an open rate of 9.2%, with a click rate of 1% and a click through rate of 11.4%.

We continue to upload blogs to the website, which are promoted through our social channels and consumer eDMs.

- Facebook top performing posts, Australia

- o 'Byodo-In Temple' with 371 total engagements, 103 reactions, 39 comments, 1 share, 10 post link clicks and 216 other post clicks.
- o '105<sup>th</sup> King Kamehameha Celebration Floral Parade,' with 192 total engagements, 113 reactions, 3 comments, 7 shares, 3 post link clicks and 66 other post clicks.
- o 'Manta Rays off the Kona Coast,' with 900 video views, 3,962 impressions, 3,920 reach, 186 total engagements, 35 reactions, 8 comments, 2 shares and 141 other post clicks.
- Instagram top performing posts, Australia
  - o 'Duke Kahanamoku and the history of surfing,' with 2,301 video views, 5,577 impressions, 5,577 reach, 173 total engagements, 169 likes, 1 comment and 3 saves.
  - o 'Byodo-In Temple,' with 160 engagements, 152 likes, 4 comments and 3 saves.
  - o 'Wailuku River State Park,' with 677 video views, 2,612 impressions, 2,447 reach, 140 total engagements, 127 likes, 2 comments and 11 saves.
- Facebook top performing posts, New Zealand
  - o 'Win a trip to Hawai'i,' with 880 total engagements, 117 reactions, 56 comments, 14 shares, 233 post link clicks and 460 other post clicks.
  - o 'Kaua'i the Garden Isle,' with 30 total engagements, 5 reactions, and 25 other post clicks.
  - o 'Auckland to Honolulu flights resume,' with 28 total engagements, 19 reactions, 6 post link clicks and 3 other post clicks.
- Instagram top performing posts, New Zealand
  - o 'Win a trip to Hawai'i,' with 252 total engagements, 129 likes, 118 comments and 5 saves.
  - o 'Follow the adventures of @whereeisthis,' with 19 engagements, 17 likes and 2 saves.
  - o 'Adopt a nene,' with 18 total engagements, 17 likes and 1 comment.

## Travel Trade

### Highlights from June

**Travel Trade Calls**

Airline	Wholesaler/TA/TO/OTA	Other	Total
2	5	8	15

### Summary of travel trade calls by category

- Hawaiian Airlines Australia
- Hawaiian Airlines New Zealand
- Trip.com
- Helloworld
- Qantas Hotels
- Webjet
- First Travel Group
- Four Seasons Global Sales
- Go City
- Golf & Tours Pty Ltd
- Tauondi Aboriginal College for World Indigenous Peoples' Conference on Education
- Outrigger

- American Express Travel & Lifestyle
- Marriott NZ
- Prince Hawaii
- Castle Hotels & Resorts

HTO also participated in many activities & expos in June, highlights are.

### **Newcastle's largest Holiday & Cruise Expo**

HTO attended Holiday & Cruise Expo by Hunter Travel Group in Newcastle on June 19, 2022. This was a first travel expo HTO attended since travel has resumed. The expo traditionally takes place in the summer however, it was postponed to June due to Omicron outbreak earlier in the year. The expo was well-received by enthusiastic consumers with over 3000 attendees through the doors. HTO also provided an update from the Hawaiian Islands during theatre presentation to over 120 consumers. HTO is planning to attend Holiday & Cruise Expo again in January 2023.

### **Spencer Travel Showcase**

HTO attended Spencer Travel Showcase which has a focus on luxury market on June 28 in Sydney. Over 150 clients were invited to meet with travel suppliers across the country. Spencer Travel is part of the luxury travel network Virtuoso which HTO has been working closely with since the beginning of the year.

### **MTA Webinar with Prince Resorts Hawaii**

HTO partnered with Prince Resorts Hawaii hosting a webinar for 45 MTA agents on June 23. This webinar session focused on three properties across the two islands. One winner from the webinar won an amazing prize with a stay at Prince Waikīkī and Mauna Kea Resort.

### **Clients Visits**

Many key Trade clients visited the Hawaiian Islands in June which HTO has provided assistance with suggested itineraries, activities, and site visits such as.

- Dan & Louise, Managing Director and Owner of Hunter Travel Group – O'ahu & Island of Hawai'i
- Tina Killeen, General Manager at Spencer Travel – Kaua'i and O'ahu
- Barbara Whitten, Managing Director at Anywhere Travel – O'ahu
- Ed Bradford, Travel Managers – Island of Hawai'i and O'ahu

### **Public Relations**

- During June, Hawai'i Tourism Oceania worked with media across print, digital and broadcast platforms.

- HTO is working with Travel Weekly and KarryOn for a monthly Aloha Friday feature in 2022. Both outlets published the articles throughout June. A press release was sent to trade media to promote Aloha Down Under happening in August 2022. LATTE Luxury news published the four articles about the Hawaiian Islands (Luxury Stays, Wine and Dine, Weddings on the Hawaiian Islands and Sustainable Travel) as part of the on the destination of the month feature.
- We travelled to O'ahu from June 17 to June 24 with the crew from Getaway filming at multiple locations across O'ahu such as at the Royal Hawaiian Hotel, Hilton Hawaiian Village, Gunstock Ranch, CLIMBWorks Ziplining and Kō Hana Rum Distillery.
- We finalised all elements for the media lunch event with Hawaiian Airlines and the Australian Society of Travel Writers in July.
- We continued the conversation with 'We are Explorers' who we will be working with later in the year and are in the process of locking in two journalists/content creators to attend the Food and Wine Festival in October.
- We have seen more great pieces of coverage come through from the media famil from Kate Webster and Julie Miller with more to come over the next couple of months. Jenifer Ennion who we assisted with her Maui trip published multiple stories in Escape and International Traveller.
- We also worked with Cruise and Travel Magazine for an article on Hawaii to tie in with the NCL cruise feature.
- June was also a busy month preparing for the New Zealand Restart Media Trip. The attendees include Travel Today magazine, Travelinc Memo and stuff.co.nz. (writer and photographer) The itinerary includes 2 nights on O'ahu, with optional extensions including the Island of Hawai'i for one of NZ's leading media digital and print platforms, stuff.co.nz

During June, Hawai'i Tourism Oceania assisted the following media:

- Franki Hobson, Are Media
- Caroline Gladstone
- Dee Dee Dunleavy
- Lynn Gail

During June, Hawai'i Tourism Oceania had the following meetings:

- Simone Mitchell, Escape
- Sarah Dasey, Explore
- Rochelle Martin, Getaway
- Jodie Collins, Luxury Escapes
- Joyce Di Mascio, Writer
- Keren Lavell, Writer
- Stephanie Holmes, NZ Herald
- Stu Freeman, Travelinc Memo
- Juliette Sivertson, Stuff.co.nz
- ADU partners

Overall coverage for June – see KPI Excel sheet.

## **REGENERATIVE TOURISM/DMAP INITIATIVES UPDATE**

### **DMAP Action Items Supported**

Protect and preserve culturally significant places and hotspots

- Consumer eDM about what to book in advance and why this is important
- Trade eDM about hiking trails and national parks to book in advance
- Trade webinars and presentations

Implement a pre- and post-arrival tourism communications program to encourage respectful and supportive behavior

- Consumer eDM
- Trade eDM
- Trade presentations

Develop and implement marketing programs to attract positive-impact travelers who prioritize the environment, culture and investing in our local community

- Trip Advisor
- Expedia

Mālama 'āina

- Cruise and Travel Magazine
- LATTE Luxury News
- Getaway filming project
- Trip Advisor
- MyHawaii
- Expedia

Pono Pledge

- Media newsletter

Promote agritourism and buy local

- Getaway filming

### **Initiatives to Promote Hawai'i Made Products**

- Media Newsletter
  - Buy local: Kō Hana Rum
- Getaway Filming Project
  - Hyatt Regency Farmers Market
  - Polynesian Cultural Centre / Lū'au
- Blogs
  - Our 'Road to Hāna Photography Guide' promotes Hāna Farms' banana bread and lilikoi and Maui's abundance of fresh fruit
- Facebook
  - Mike Carroll Gallery
- Instagram
  - Eat like a local (story) – Link to 5 Ways to Holiday on Hawai'i Island blog
  - Local Dining (story)

- Mike Carroll Gallery
- Trade Newsletter
  - Old Lahaina Lū'au
  - Merriman's, Hawai'i Island (Local and seasonal produce)
  - Mama's Fish House, Maui (Local and seasonal produce)
  - Beach House, Kaua'i (Local produce)
  - Bar Maze, O'ahu

## **Festivals & Events Promoted**

- Media newsletter
  - Paniolo Heritage Rodeo, Kōloa Plantation Days on Kaua'i
  - Hanalei Bay Swim Challenge on Kaua'i
  - Battle of the Food Trucks on Kaua'i
  - Dukes OceanFest on O'ahu
  - 45<sup>th</sup> Annual Prince Lot Hula Festival on O'ahu
  - Obon Dance & Festival on Maui
  - 25th Annual Hawaiian Slack Key Guitar Festival 'Kona Style' on island of Hawai'i
- Facebook
  - Pow! Wow! Worldwide
  - 105<sup>th</sup> King Kamehameha Celebration Floral Parade
  - Fifth Annual Hawai'i Kuauli Pacific and Asia Cultural Festival
  - World Whale Film Festival
  - Kaua'i's 2022 Pride Parade
- Instagram
  - Pow! Wow! Worldwide
  - Pau Parade and Ho'olaule'a (Story)
  - World Whale Film Festival (Story)
  - Hawaiian Slack Key Guitar Festival- Maui (Story)
  - Must see events on Maui (Story)
  - 105<sup>th</sup> King Kamehameha Celebration Floral Parade
  - Fifth Annual Hawai'i Kuauli Pacific & Asia Cultural Festival
  - World Whale Film Festival (post)
  - Kaua'i's 2022 Pride Parade
- Consumer Newsletter (Festivals and Events in Hawai'i)
  - Asia Pacific Dance Festival, O'ahu
  - Kona Mele Live Launch, Hawai'i Island
  - 30<sup>th</sup> Annual Hawaiian Slack Key Guitar Festival 'Kaua'i Style', Kaua'i
  - Sunday Jazz Maui Kuia Chocolate Tasting, Maui
  - Honolulu Pride Festival, O'ahu
  - Hawai'i Performing Arts Festival, Hawai'i Island
  - Kōloa Plantation Days, Kaua'i
  - Maui Film Festival, Maui
  - Hawai'i Food and Wine Festival, Oahu
  - Kona Coffee Cultural Festival, Hawai'i Island
  - Battle of the Food Trucks, Kaua'i



- o Kapalua Wine & Food Festival, Maui
- o Duke’s OceanFest, O’ahu
- o 12<sup>th</sup> Annual Paddle for Lif, Maui
- o The Kaua’i Marathon and Half Marathon, Kaua’i
- o 2022 Ironman World Championship, Hawai’i Island

**Voluntourism Programs Promoted**

- Media newsletter
  - o Hilton Garden Inn Kauai Wailua Bay partnered with Surfrider Foundation Kauai Chapter's Ocean Friendly Visitors Program
- Facebook
  - o Kaua’i Humane Society’s Field Trips for Shelter Dogs
  - o Adopt a nēnē
  - o The Honu Hero Beach Cleanup Program
- Instagram
  - o The Honu Hero Beach Cleanup Program
  - o Adopt a nene
  - o Kaua’i Humane Society’s Field Trips for Shelter Dogs

**ISLAND CHAPTERS ENGAGEMENT UPDATE**

- Monthly meeting continues with OVB
- Working with IHVB on We Are Explorers project
- Liaison with various media and fam opportunities

**“COMING ATTRACTIONS”**

Coming Attractions Table

<b>What</b>	<b>When</b>	<b>Where</b>
The Travel Junction Co-op	August	Online
Wedding Expos	July - Sept	Syd, Brisbane, Melbourne
The Travel Junction trade event	July	Brisbane
HTO & the Waikiki Collection Webinar	July	Online
NZ Restart Media Fam	July	O’ahu & Island of Hawai’i
Visit USA Expo	August	Brisbane, Melbourne & Sydney
Aloha Down Under	August	Sydney, Brisbane, Melbourne & Auckland
COAST Radio shopping campaign	August	O’ahu
We Are Explorers Filming	Oct	Island of Hawai’i
Virtuoso famil	Nov	TBC
Travel Associates Co-op	Sept	Online and in store

# Hawai'i Tourism Korea

## 2022 Monthly Market Activity Report – June

### MARKET INTELLIGENCE

#### **Economy**

- South Korea's exports rose 5.4% year-on-year to US\$57.73 billion in June on solid demand for chips and petroleum products, extending their gains to the 20th consecutive month.
- In June, the South Korean exchange rate was 1,281.95 (KRW/USD), up from the previous month's 1,268.36 (KRW/USD).

#### **Outbound Travel Market**

- The number of outbound travelers from Korea in May was 315,945, a 318.9% year-on-year increase.
- From June 1, the number of tests for inbound travelers reduced from three to two, and the PCR test, which was needed on the day of entry, is required now within three days after entering South Korea.
- From June 1, unvaccinated children under the age of 12 are exempt from quarantine. Previously, unvaccinated children were exempt from quarantine only when entering the country with their inoculated parents if they were under the age of six. But from June 1, this standard has been extended to those under 12 years of age. Travel agencies welcomed the government's policy change and predicted that their travel product portfolios, which had been focused on couples' travel, could now extend to family travel.
- Effective from June 8, the Korean government has further eased quarantine obligations for overseas arrivals. Only people who test positive for COVID-19 must be quarantined for 7 days. Previously, only those who had been vaccinated against COVID-19 were exempt from quarantine, and those who were not vaccinated had to be quarantined for 7 days.
- From June 8, the government lifted restrictions on the number of flights and flight times at Incheon International Airport. Accordingly, flights are expected to increase to meet market demands.

#### **Competitive Environment**

- Australia lifted the mandatory COVID-19 test requirement, which had to be done within 24 hours after arrival, as of June 30.

#### **Consumer Trends**

- The 2022 First-Half App Trend Report analyzed data from 28 million Android app installations across 16 industries. It reported, in part:
  - As overseas travel resumed, the number of installations of the Korean Air app in the first half (to May) surged 32% compared to the second half of last year (to October 2021). The KK Day (13%) and My Real Trip (11%) apps also recorded increases of more than 10% in the number of installs. The top three accommodation apps with the highest number of installations, Yanolja (1%), How Are You Here (4%), and Airbnb (6%), also registered increasing levels of installs.

- The power of luxury and limited-edition online platforms continued to grow in the first half of 2022 as luxury consumption seemed to become part of daily life during the pandemic. In particular, luxury and limited-edition shopping apps accounted for four of the top five fashion app installs, proving a strong demand for luxury goods. 'Must It' (96%) and 'Cream' (54%) had the highest increases in the number of installs.
- Credit card companies have launched various events related to overseas travel during the summer vacation season.
  - BC Card is offering up to a 20% discount on overseas ticket bookings made through Interpark Tour. Another 20% discount is offered to book overseas accommodation through platforms such as Agoda and Hotels.com on the BC Card Paybook app.
  - Customers using Hana Card can get a cashback reimbursement of up to 12% of their stay when they book and stay at a hotel in Hawai'i through Booking.com. The booking window to access the deal is open to the end of August, and stays are until the end of November.

### **Travel Trends**

- Hotels.com's survey of overseas travel showed that 86% of Korean travelers said they would like to travel abroad within three months.
  - For June-September 2022, the search volume for overseas travel increased by 566% compared to the same period last year. Also, 38% of Korean tourists said they had plans to travel more within these three months.
  - Reservations within 15 to 60 days are increasing. Booking lead times, which shortened due to the pandemic, are getting longer again as uncertainty decreases.
  - The 10 most searched overseas travel destinations based on travel between June and September 2022 are: USA (322%), France (1,603%), Guam (2,317%), Thailand (751%), Vietnam (805%), Italy (1,064%), UK (1,036%), Spain (1,155%), Japan (262%) and Germany (908%). In particular, it was found that interest in travel to European countries such as Italy, France, England, and Spain increased by more than 1000%. The increase in searches for European countries compared to Asian countries appears to be because European countries opened their borders first.
  - In addition, there was a strong preference for high-end accommodation with clean and well-equipped facilities. Hotels.com's search volume for each hotel accommodation class was 4-5 stars (56%), 3-3.5-stars (34%), and 1-2.5-stars (10%).

### **Airlift**

- Korean Air is operating 5 weekly flights in June and will increase the frequency to daily flights in July.
- Hawaiian Airlines is operating 5 weekly flights during June and July (and will revert to 4 weekly flights from August)
- Asiana Airlines is operating 3 weekly flights in June and will increase frequency to 5 weekly in July.

## **MARKET ACTIVITY UPDATE**

### **Consumer Direct**

- Social Media Campaigns: HTK uploaded content under the following initiatives in June – Made in Hawai'i, festivals and events, Hawai'i hotels and resorts, and Mālama Hawai'i. A consumer quiz event was also carried out from June 10 to 24, introducing Mālama Hawai'i. The event reached out to 30,000 users and 473 of them participated. HTK's selected 5 lucky winners were given a Hawai'i-

themed pouch. In July, HTK will continue to post content under the themes of Made in Hawai'i, Festivals and Events, tourist attractions, Cuisine, and Hawai'i Hotels & Resorts Virtual Tour.

- Festivals and Events: King Kamehameha
- Made in Hawai'i: Kona Joe's Coffee Farm, Kona Beer
- Hawai'i Hotels & Resorts Virtual Tour: LayLow, Outrigger Reef Waikīkī, Royal Hawaiian Hotel, Timbers Kauai
- Mālama Hawai'i & Kuleana Social Media Ad Campaign: The digital ad campaign continued in June, promoting: HTA's official Kuleana and Mālama Hawai'i videos; 5 Hawai'i Travel Tips Videos (culture, ocean safety, ocean animals, ocean conservations, land safety) and Mālama Hawai'i videos (Hawai'i is our Home).
- Made in Hawai'i Brand Co-op with SSG: Targeting potential travelers to the Hawaiian Islands and also general consumers in South Korea, HTK is planning a culinary brand co-op reflecting the trend of Korean consumers' high interest in culinary experiences. The goal is to promote Made in Hawai'i in the lifestyle segment by introducing Hawai'i's culinary to consumers in partnership with SSG, Korea's leading integrated online shopping mall owned by Shinsegae Group. In partnership with SSG and BarNDining, a food and lifestyle magazine, HTK will develop a 2-stage consumer event to generate digital buzz and Made in Hawai'i brand engagement in partnership with Hawai'i brands such as Ka'ū Coffee, Hawaiian Host, and Hawaiian Waters.
  - SSG online consumer promotion, Ono Hawai'i
  - Hawaiian recipe cooking class with a celebrity chef (online/offline)
- B2C Newsletter: HTK released the bi-monthly B2C newsletter in June. It featured airlift updates, new entry protocols, 5 video clips on Mālama Hawai'i and Kuleana, Mālama Hawai'i activities (Travel2change & Kualoa Ranch), HTK's consumer-direct event (City Festival), Resort (Kapalua Bay Resort), Festivals (King Kamehameha Day Parade and Duke's OceanFest), Korean celebrity visits (Yuri of Girls generation, Jungnam Bae, Jenny of Black Pink), and the Mālama Hawai'i campaign.

### **Travel Trade**

- Regenerative Tour Product Development, Home-Shopping: HTK supported Hanjin Tour to develop a regenerative tour product and feature the Mālama Hawai'i video during the home-shopping broadcast. Hanjin Tour included hotels with sustainable initiatives in their tour products and highlighted details to help customers make a booking. The agent included a visit to the farmers market to promote made/produced-in-Hawai'i and introduced the Mālama Experience at Kualoa Ranch as an option. Tour guides will introduce the bike-share service, Biki, so tourists can bike around Hawai'i in their free time while minimizing their carbon footprint. Hanjin Tour's promotion generated over 920 calls in one hour. It is engaged in follow-up customer consultation; about 173 people's bookings have been converted to actual reservations, and more are expected.
- Kuleana Campaign with KE and 18 Travel Agencies: As part of the pre-travel communication, HTK is cooperating with Korean Air and 18 travel agencies to deliver Hawai'i travel tips to people who purchase Hawai'i air tickets through eDM or Kakao Talk. On the promotion landing page, five Hawai'i travel tips videos with translated subtitles will be played sequentially according to the period. The campaign will run from July to September.
- Kuleana Campaign with OZ: HTK is working with Asiana Airlines as part of its pre-travel communication. When a consumer purchases an Asiana Airlines ticket online, a banner linking to the travel tips video on HTK's YouTube appears on the booking completion screen. In addition,

banners are also exposed through the 'Find My Trip' function on the airline's site to those who have purchased tickets through travel agencies. Asiana plans to hold a giveaway event for Hawai'i ticket purchasers, and the Hawai'i travel tips video also will be introduced through the page. The campaign will run from July to September.

- Made in Hawai'i Campaign with KE: To introduce made/produced-in-Hawai'i products and increase awareness of the Hawaiian Islands, not only as a travel destination but also as a compelling source of consumer goods, HTK is planning a customer event with KE. HTK has translated local shopping information on the Gohawaii website and will introduce the link on KE's site for consumers to refer to for shopping information. The event page will introduce various Hawaiian products such as chocolate, coffee, honey, and handmade products, as well as information on coffee and cacao farms as travel destinations. Event winners will receive a pack of ground Kona coffee.
- Made in Hawai'i Campaign with Baskin Robins 31: Baskin Robins Korea selected Macadamia as Flavor of the Month-July, and will release three items utilizing Mauna Loa Macadamia. To introduce made/produced-in-Hawaii products and increase awareness of the Hawaiian Islands, HTK is planning a consumer promotion with Baskin Robins Korea and travel agent Interpark. People who purchase macadamia flavors can enter the giveaway event, and the winner will receive a Hawai'i travel voucher. All buyers will receive a Hawai'i travel discount coupon from Interpark Tour.

#### Travel Trade Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
5	4	2	11

- Met OZ and discussed the Kuleana campaign and giveaway event
- Met KE and discussed Made in Hawai'i promotion details
- Met HA and discussed the Kuleana campaign and future co-op opportunities
- Met Mode Tour and greeted new team members
- Met Interpark and Baskin Robins to discuss Made in Hawai'i promotion.
- Met NMG Ventures online and informed about 4dx cinema and their Korea visit scheduled in July
- Met Hanjin Tour to discuss sustainable tour product development and home-shopping broadcast.
- Met Yellow Balloon Tour to discuss sustainable tour product development.

#### Public Relations

- Individual Press Trip: Pitch by Magazine's press trip Fam happened from June 13-18, developing in-depth content on Mālama Hawai'i. Its Hawai'i special magazine edition will be published in Q3. It will be focused on introducing a sustainable way to travel in Hawai'i and feature a story on O'ahu and Hawai'i Island. The content in the coverage will be utilized in HTK's future marketing programs as well as educational webinars and advertorials, etc. The Fam itinerary included:
  - O'ahu: Four Seasons O'ahu (Farm to Table), Prince Waikīkī (Mālama Program), Kualoa Ranch, Polynesian Cultural Center, Travel2Change, Kaka'ako Farmer's market, and Ko Hāna Distillers.
  - Hawai'i Island: Mālama Hawai'i registered hotel partners (Mauna Kea Beach Hotel, The Westin Hāpuna Beach Resort), Hawaiian Legacy, Manta Ray Advocates, and Pololū Valley Hike.
- Group Media Fam: In partnership with Hawaiian Airlines, HTK's premium wellness group media Fam visited Hawai'i from June 25 to 30. The Fam's main objective was to promote Hawai'i as a must-visit destination to relieve pandemic stress and pursue wellness and sustainability. Participants visited O'ahu and Maui in collaboration with Hawaiian Airlines which is undertaking a responsible travel initiative this year called Pono Travel Campaigns. The traveling party was made up of editors (print and digital) from Elle, Vogue, and Cosmopolitan. Their itinerary included:

- O‘ahu: wellness, Mālama Hawai‘i and culture programs at Kāhala Hotel, Four Seasons O‘ahu (cultural and outdoor activities included), Kualoa Ranch Mālama ‘Āina and horseback riding, and Bishop Museum.
- Maui: Montage Kapalua Wellness program, Drums of the Pacific Lū‘au, Haleakala National Park, and tasting Made in Hawai‘i chocolate at Maui Kuia Estate Chocolate retail outlet.
- Local Content Creator Program, “Hawai‘i Inside”: HTK prepared video episodes 5,6, and 7 of ‘Hawai‘i Inside’ on HTK’s official YouTube channel. The videos feature HOMA, festivals held in Hawai‘i in May (Spam Jam & Lei Day), and King Kamehameha Day. Hawai‘i Inside’s Mālama Hawai‘i travel tips (video #4) have received the most attention from viewers, registering over 2.6K views so far.
- Farm to Table Feature Article: HTK delivered images and information on Farm to Table restaurants, Farm to Bottle, sustainable hotels, and Mālama Hawai‘i activities to Olive Magazine to be utilized in the publication next month. It’s a global food magazine targeting foodies in their 30s and 40s and plans to devote 6 to 10 pages for Hawai‘i coverage.

## **REGENERATIVE TOURISM/DMAP INITIATIVES UPDATE**

### **DMAP Action Items Supported**

- HTK encouraged Hanjin Tour and Yellow Balloon Tour to expose Mālama Hawai‘i videos on their homepages and home-shopping broadcasts.
- HTK helped Hana Card to play the Mālama Hawai‘i promotion message on the large screen outside Hana Financial Group headquarters located in the center of Seoul until the end of August. HTK also supported Hana Card to hold an internal staff quiz event that included Mālama Hawai‘i travel information for employees.
- Pololū Valley Hike was included in the Pitch by Magazine Fam.
- Hawai‘i Inside travel tips video was promoted on HTK’s social channels.
- The Mālama Hawai‘i ‘City Forestival’ event’s result video was shared on HTK’s social channels.
- The Mālama Hawai‘i quiz social event was held through HTK’s Instagram. The Mālama Hawai‘i video clip on YouTube was also promoted through the event.
- The Mālama Hawai‘i video and Kuleana Travel tips videos were promoted in HTK’s June B2C Newsletter.

### **Initiatives to Promote Hawai‘i-made Products**

- HKT translated and promoted local shopping information on the Gohawaii website.
- HTK selected Made in Hawai‘i-related item images and delivered them to Korean Air for the development of the Made in Hawai‘i consumer event page.
- HTK researched Hawai‘i products and contacted Kona coffee sellers for a Made in Hawai‘i consumer event giveaway.

- HTK had a meeting with Baskin Robbins to prepare a macadamia-flavored ice cream promotion with Interpark.
- HTK’s official social channels in June (Instagram & Facebook) featured Kona Coffee from Kona Joe’s Coffee Farm and Kona Beer from Kona Brewing Co.

**Festivals & Events Promoted**

- King Kamehameha Day was introduced through HTK’s social channels and in HTK’s newsletters.
- Duke’s OceanFest was promoted in HTK’s Newsletters.
- Spam Festival and Lei Day festival were filmed by Hawai’i Inside creators and the results will be uploaded on YouTube in July.

**Voluntourism Programs Promoted**

- HTK helped Hana Card to play the Mālama Hawai’i promotion message, including tree planting donations, on the large screen outside Hana Financial Group’s headquarters in the center of Seoul. It will be ongoing until the end of August.
- HTK bi-monthly E-Newsletter introduced Kualoa Ranch’s Mālama ‘Āina tour and Travel2Change’s activities.
- HTK helped Olive Magazine to introduce Travel2Change and Kualoa Ranch’s Mālama Hawai’i programs in its June edition.

**ISLAND CHAPTER ENGAGEMENT UPDATE**

- The Individual Press Trip by Pitch by Magazine was successfully conducted. IHVB and OVB were involved in the preparation stages of this Fam.
- HTK’s media group Fam focusing on sustainability and wellness with Vogue, Cosmopolitan, and Elle was successfully concluded. OVB and MVB were engaged in building the Fam itinerary.

**“COMING ATTRACTIONS”**

<b>What</b>	<b>When</b>	<b>Where</b>
Media Advertorial Campaign	June-August	Korea
Mālama Hawai’i & Kuelana Social Ad Campaign	June-July	Korea
Made in Hawai’i campaign with Baskin Robins, Interpark	July	Baskin Robbins App, Interpark online site
Made in Hawai’i Campaign with KE	July- August	Online
Kuelana Campaign with Airline/Travel Agents	July-September	Online/email
Mālama Hawai’i Brand Co-op with SSG	August- September	Korea
Hawai’i Inside Video Creation	Ongoing	Hawai’i
TV Program: <i>Talkpawon</i>	TBD	Hawai’i

# Hawai'i Tourism China

## Monthly Market Activity Report – June 2022

### **MARKET INTELLIGENCE**

#### **Economy**

- Currency: June 2022 month-end (ME) rate for Chinese Yuan (CNY) vs. USD was 6.71 vs. 6.66 May 2022 ME rate vs June 2021 ME rate of 6.46.
- The consumer price index (CPI) increased by 2.5% in June 2022 from a year earlier, which also went up from 2.1% in May, the National Bureau of Statistics (NBS) stated in early July. This was above expectations, with CPI having been expected to increase by 2.4%, according to Chinese financial data provider Wind.
- The producer price index (PPI), which reflects the prices that factories charge wholesalers for products, grew by 6.1% in June 2022, but dropped from a rise of 6.4% in May 2022.
- In June 2022, the Purchasing Manager Index (PMI) of China's manufacturing industry was 50.2%, an increase of 0.6% from the previous month. In terms of enterprise scale, PMI of large enterprises was 50.2% (up 0.8% from May 2022), PMI of medium sized enterprises was 51.3% (up 1.9% from May 2022) and PMI of small sized enterprises was 48.6% (up 1.9% from May 2022). A number of 50 and above represents expansion.
- Local Chinese governments sold 1.94 trillion CNY (US\$289B) worth of bonds in June 2022 to boost economic growth. This is a year-on-year increase of 123.27%, as China seeks to drive growth through public investment. China's State Council said in June that policy banks would increase their credit line to provide 800B CNY to fund infrastructure projects.
- YTD May 2022 total profits of large industrial enterprises were up 3.3% vs the same period in 2021. The breakdown of this figure consists of mining industry (up 7.0%), manufacturing industry (up 0.1%) and the electricity, heat, gas and water production and supply industry (up 0.2%).
- YTD May 2022 China investment in real estate development reached 5,213.4 billion CNY, down 4.0% from the same period in 2021. Of this amount, residential investment was 395.21 billion CNY, down 3.0% from the same period in 2021.
- In May 2022, the national urban survey unemployment rate was 5.9%, up 0.9% vs May 2021 and down 0.2% vs April 2022.

#### **COVID-19 Updates**

- As of July 8, 2022, 89.3% of China's population has been fully vaccinated (assuming two shots), with over 3.4B doses given and 1.26B fully vaccinated.
- As of June 30, 2022, China is further streamlining procedures for those arriving into the country by reducing the quarantine time to 7 days in designated hotels followed by a 3-day isolation at home for inbound travellers.



- From July 6, 2022, all railway stations in Beijing will ease checking for PCR negative certificates for passengers entering and leaving the city within 48 hours before boarding, instead of the negative PCR certificate within 72 hours before boarding.

### **Outbound Travel Market**

- Beijing will make significant adjustments on anti-epidemic measures including the gradual resumption of direct international commercial passenger flights.
- China eased restrictions on international flights to China. Passengers can take direct flights or can transfer to China. Travelers can make multiple transfers and there is no requirement for transfer route. For transit passengers, nucleic acid tests and new health codes are required at the transit points.
- In a recent Expedia survey of 1,000 Hong Kong residents who had traveled abroad for leisure at least once in the past three years and aged between 18 and 45, almost 80% of these respondents were planning trips before October 2022, with over 50% having already booked. About a quarter of the respondents said they were prepared to spend more than HK\$15,000 (US\$1,900) per person on the overseas trip.

### **Competitive Environment**

- Ctrip/Trip.com and NYC & Company jointly launched the Super Destinations Program – New York City presale live streaming event on June 28<sup>th</sup>, presale promotion highlight: register and have chance 1RMB buy 300 RMB gift credit for use of purchase listed New York City products over 1500 RMB including hotels and attraction tickets etc. Sold 9,945 gift certificates during the live stream event.
- Los Angeles Tourism & Convention Board (LATCB) and Visit California (VC) jointly host post-covid first travel trade networking event in Chengdu on June 24<sup>th</sup>, invited Sichuan Airlines, United Airlines and Hainan Airlines etc. which officially announced Visit California returns to China market and will resume all marketing activities, both LATCB and VC will upgrade all social media and travel platform accounts and search functions to better serve Chinese travelers.
- Japan eases travel advisory for nations including China, South Korea. The government has eased its travel warning over the COVID-19 pandemic for 34 countries, including China, South Korea and India, and is no longer requesting that residents in Japan refrain from nonessential trips to those nations. Japanese officials have held an event showcasing Okinawa in Beijing in a bid to attract Chinese tourists to the southern Japanese prefecture as China eases its travel restrictions.
- AirAsia Thailand is launching direct flights Bangkok to Guangzhou and Hong Kong with close adherence to all travel policies in a bid to help spur Thailand's economic growth post-Covid. The carrier said it would begin a weekly Bangkok-Hong Kong flight starting from Aug 7 before increasing it to twice and three times weekly in September and October this year.
- Finland's Ministry of The Interior has reported lifting all coronavirus entry requirements for international travelers from June 30, 2022. Third-country travelers to Finland will no longer require proof of vaccination, a COVID-19 test certificate and testing on arrival. Border controls are being restored to their pre-pandemic status and travelers from all countries can enter Finland without restriction.

## **Consumer and Travel Trends**

- A new strategic partnership between Trip.com Group and Tqjets, a leading online booking platform for cultural and leisure experiences, will provide Trip.com and Ctrip users with access to the best experiences at over 4,000 museums & attractions around the world.
- China travel demand rebounds as COVID-19 curbs ease. The vitality of China's travel market is spurred by recent favorable policies and summer travel demand, sending a signal that the economy is gradually improving. Data from Ly.com shows that ticket sales for domestic tourist attractions rose 44% in the first half of June from the second half of May.
- It's graduation time and as a reward many high school and university graduates choose to treat themselves to a celebratory trip before starting their next big stage in life. This year, spending per student has surged by 21% year on year as young people choose to travel further and with more frills, according to China's largest online travel agency Trip.com Group. More than 40% of graduates are opting to vacation in different provinces over this peak season from June 10 to July 30 as travel restrictions relax after a spate of Covid-19 outbreaks, the report said.

## **Airlift**

- More airlines are resuming flights to and from China, as the country cuts quarantine time for international arrivals. Japan's All Nippon Airways will resume flights from Beijing to Tokyo from July 11. It is likely that July will see the biggest number of international flights since pandemic restrictions were placed on international air travel in early 2020. Air China said that it will resume a number of international routes to cities in Europe and Asia. The carrier's resumed routes include Beijing to Dubai round trip. Other Chinese carriers including China Eastern Airlines, China Southern Airlines, Hainan Airlines and Xiamen Airlines have announced resumption of international routes or increased frequencies.

## **MARKET ACTIVITY UPDATE:**

### **Consumer Direct**

- During 1H and early part of 2H of 2022, HTC is continuing to build content into the WeChat B2C mini-program; information from gohawaii.com and meethawaii.com will be translated and customized for Chinese consumption; the beta launch for the mini-program was done in April 2022; the final stages are expected to be completed, marketed, promoted and launched fully by end of 3Q2022.
- In Jun 2022, HTC posted the following across its social media platforms via Weibo, WeChat Official Account, WeChat Video Channel, Douyin, Xiaohongshu:
  - HTC published a video, "Everyone Deserves Aloha" and posted the article "5 Things to Know When Coming to Hawai'i for the First Time". First stop, visit a historical and cultural museum. Second stop, watch a real hula show or book a hula experience class. The third stop is to participate in an activity of an ecological protection organization. At the fourth stop, participate in a cultural festival and learn about native Hawaiian cuisine. Readers are invited to leave a message in the comments section about what they know about Hawai'i.
  - Official Travel Tips, Maui 'IAO Valley National Monument will be temporarily closed.

- Released a short video of the fireworks show returning to the Hilton Waikīkī Resort. The article features photos of the Hilton Resort and fireworks display at night.
- HTC will partner with Dr. Sun Yat-sen Hawai'i Foundation to develop a series of social media content in Q3, which to feature Dr. Sun Yat-sen's stories and legacy and long history trace between Hawai'i and China, also the content and story will resonate for Mālama Hawai'i campaign for Chinese audience, and to differentiate Hawai'i has long history tie with China comparing with other global island resort destinations.

**Travel Trade**

<b>Travel Trade Calls</b>			
<b>Airline</b>	<b>Wholesaler/TA/TO/OTA</b>	<b>Other</b>	<b>Total</b>
2	2	2	6

- On June 23, 2022, HTC conducted a Live Webinar Training to CTG Travel. The live webinar training had over 86 attendees from CTG Travel offices in Beijing, Shenzhen, Guangzhou, Jiangxi Province and Hubei Province. HTC share the latest COVID policy and HTA's strategic direction of Mālama Hawai'i. HTC also provided some information on voluntourism, Community Enrichment Programs (local festivals and activities) and Hawai'i destination information via the webinar. The live webinar training was well received.
- HTC conducted travel trade calls with airlines – ANA, American Airlines to discuss future flight information and policy.
- HTC conducted travel trade calls with CTG Travel and in discussion with Tuniu to conduct future online training webinars.
- HTC conducted travel trade calls with ITB China to discuss Chinese outbound market and marketing and partnership opportunities at the ITB China Industry Meetup.
- HTC conducted travel trade calls with US Embassy to discuss details on Roadshow in Beijing and in Chengdu in July 2022.
- HTC conducted travel trade calls with Fudan-Vanke School to discuss future cooperation when term begins.
- HTC met with DFS travel trade function on O'ahu in June 2022 meeting with key stakeholders. DFS is expectating international travelers to come back stronger in late 2022 and early 2023. DFS main customer is Chinese.

**Public Relations**

- There will be a PR release to discuss recent HTC virtual event with CTG Travel, having 86 participants from different field offices of CTG Travel throughout China. The PR release will focus on positivity of event and the need to prepare and educate prior to re-opening of all international outbound travel from China.

**REGENERATIVE TOURISM/DMAP INITIATIVES UPDATE**

**DMAP Action Items Supported**

- HTC has been incorporating specific social media content and education materials to incorporate into the quarterly online and offline travel trade training events in Beijing and Shanghai with each Island Chapter. HTC has spoken with island chapters for O‘ahu, Hawai‘i, Kaua‘i. Maui Island Chapter was done via phone call and e-mail.

### **Initiatives to Promote Hawai‘i Made Products**

- HTC is working with DBEDT to promote Hawai‘i made products and those listed on DBEDT Made in Hawai‘i portal. DBEDT has recommended to find willing and capable local vendors to participate and become successful test cases in marketing and selling to China.
- HTC has successfully signed on Hawaiian King Candies and Island Princess to be the first vendors on Border X. HTC successfully negotiated for fee waiver for placement of products on Border X platform.
- HTC is providing and introducing Hawaiian King Candies and Island Princess product samples to local ground operators handling Chinese to build brand recognition and word of mouth recommendations to their friends, family and relatives (ongoing).
- HTC has developed Hawai‘i goodie bags for the U.S. Embassy in Beijing roadshows in Beijing and Chengdu, featuring Hawaiian King Candies, Island Princess, Hawaiian Host and Mauna Loa to develop brand recognition and word of mouth marketing. The roadshow in Beijing will take place July 16 and the roadshow event in Chengdu will take place July 23

### **Festivals & Events Promoted**

- HTC continues to work on developing content for promotion of local festivals and events with specific emphasis on events listed on the Community Enrichment Program (CEP). The Merrie Monarch Festival, Hawai‘i Food and Wine Festival, Aloha Fest, Kauai Mokihana, Korean Festival, Okinawa Festival, Maui Fiesta, Phillipine Carnival, Honolulu Festival, and the Pan Pacific Festival on Kioia Plantation Day were featured in June’s HTC social media posts and video channels.
- HTC continued discussions with the Outrigger Duke Kahanamoku Foundation to discuss promotion of Duke’s OceanFest, Waikiki’s Premier Ocean Sports Festival, as well as creation of unique and customized itineraries for future affluent Chinese travelers.

### **Voluntourism Programs Promoted**

- HTC is working and developing content for promotion and awareness of voluntourism programs as listed on gohawaii.com site through the Mālama Hawai‘i Program.
- The programs will be featured on the WeChat mini-program, and has launched in its beta-version in April 2022. Content and additional features will continue to be incorporated into the mini-program.

### **ISLAND CHAPTERS ENGAGEMENT UPDATE**

- HTC has met with O‘ahu, Hawai‘i, Maui and Kaua‘i island chapters to develop, coordinate and support DMAP activities.
- HTC has collaborated and coordinated with Island Chapters to provide Chinese buyer details and GMT notes for engagement for IPW event In Orlando, Florida as well as setting up lunch table for further discussion and relationship building. HTC has determined the key buyers for the Island

Chapters to meet, specifically, Shanghai Ctrip International Travel Service Co., Ltd., Ctour Holiday, Beijing Victory International Travel Ltd., Easytour International Travel, Chengdu Tufeng Travel Service Co., Ltd. And Guangdong Nanhu Travel International.

**COMING ATTRACTIONS**

<b>What</b>	<b>When</b>	<b>Where</b>
Hawai'i Industry Partners Group Meeting	July 12, 2022	Digital and Live, O'ahu
DMAP Initiatives – promotion of local CEP events, Hawai'i made products, voluntourism	Ongoing	Digital
WeChat Mini-Program content build	Ongoing	Digital
Digital Content Development for Social Media Channels	Ongoing	Multiple Islands
US Embassy Earth Day Event (to introduce new head of department)	TBC (delayed)	Beijing
Online Training with Tuniu	July 13, 2022	Online
Travel Trade high-end luxury golf event	August 2022 (TBC)	Shanghai
US Embassy – Beijing Travel and Tourism Roadshow	July 16, 2022	Beijing
US Embassy – Chengdu Travel and Tourism Roadshow	July 23, 2022	Chengdu
ITB China Industry Meetup	September 21, 2022	Shanghai
ITB China Industry Meetup	September 14-28, 2022	Online



## Global MCI Status Report – June 2022

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### OVERVIEW

According to U.S. Travel Association, more than two thirds of executives are reducing business travel in the next six months. Many companies still have policies in place restricting business travel which continues to hurt the meetings industry.

Domestic business travel will be strong in 2022 but will taper in subsequent years. U.S. Travel continues to advocate on behalf the industry to the federal government for its help to bring international meetings back to U.S. and to assist in helping us to remain competitive among other countries.

#### North America

As reported by Northstar on June 26, the Transportation Security Administration (TSA) screened more than 2.46 million people who passed through airport security in the U.S. and is the highest number of airport passengers since COVID. The last time TSA reported this number of screenings was on February 11, 2020, with over 2.5 million airport passengers being screened.

#### Asia/Oceania

Visitors from most countries can now enter Japan on package tours. Students, business travelers and relatives of long-term/permanent residents can also enter. In all cases, a visa is required. Independent tourists are still not able to visit. Foreign business travelers and students can enter Japan if they have the proper visa applied for in advance.

As of June 20, travelers will no longer need to pre-test to enter New Zealand. Both Air New Zealand and Hawaiian Airlines have resumed flights to/from New Zealand and Hawai'i.

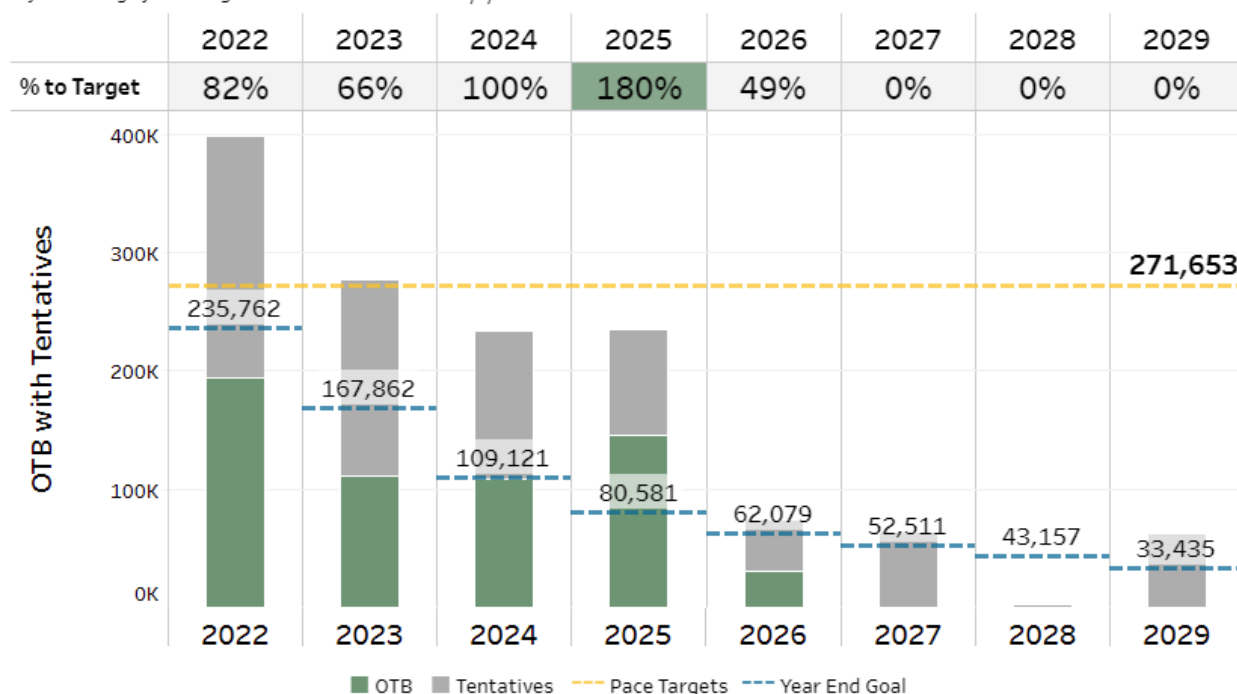
# CONSUMPTION

**Table 1: FuturePace Report: Hawai'i 8-year Pace (citywide and single property)**

## Hawai'i 8 Year Future Pace for Citywide and Single Property

Number of events and room nights on the books for each year 2022-2029 against a 3-year average year-end goal. Data last refreshed on 7/4/2022 11:06:25 PM

- (All)
- Citywide
- Single Property



### Future Pace for Definite Room Nights

Year	Pace Room Night			Room Night % Variance	LTB	Tentative Room Nights	Pace Room Night Goal
	OTB	Target	Variance to Target				
2022	193,657	235,762	(42,105)	-18%	77,996	204,974	271,653
2023	110,511	167,862	(57,351)	-34%	161,142	166,662	271,653
2024	109,106	109,121	(15)	0%	162,547	124,551	271,653
2025	145,317	80,581	64,736	80%	126,336	88,877	271,653
2026	30,167	62,079	(31,912)	-51%	241,486	43,442	271,653
2027	0	52,511	(52,511)	-100%	271,653	64,190	271,653
2028	0	43,157	(43,157)	-100%	271,653	2,650	271,653
2029	0	33,435	(33,435)	-100%	271,653	62,319	271,653

### Future Pace for Definite Bookings

Year	Definite Bookings	Pace Booking		Booking % Variance	Bookings LTB	Tentative Bookings	Pace Booking Goal
		Target	Booking Variance				
2022	151	229	(78)	-34%	147	371	298
2023	60	97	(37)	-38%	238	258	298
2024	27	43	(16)	-37%	271	99	298
2025	25	21	4	19%	273	40	298
2026	7	11	(4)	-36%	291	17	298
2027	0	6	(6)	-100%	298	4	298
2028	0	4	(4)	-100%	298	1	298
2029	0	3	(3)	-100%	298	4	298

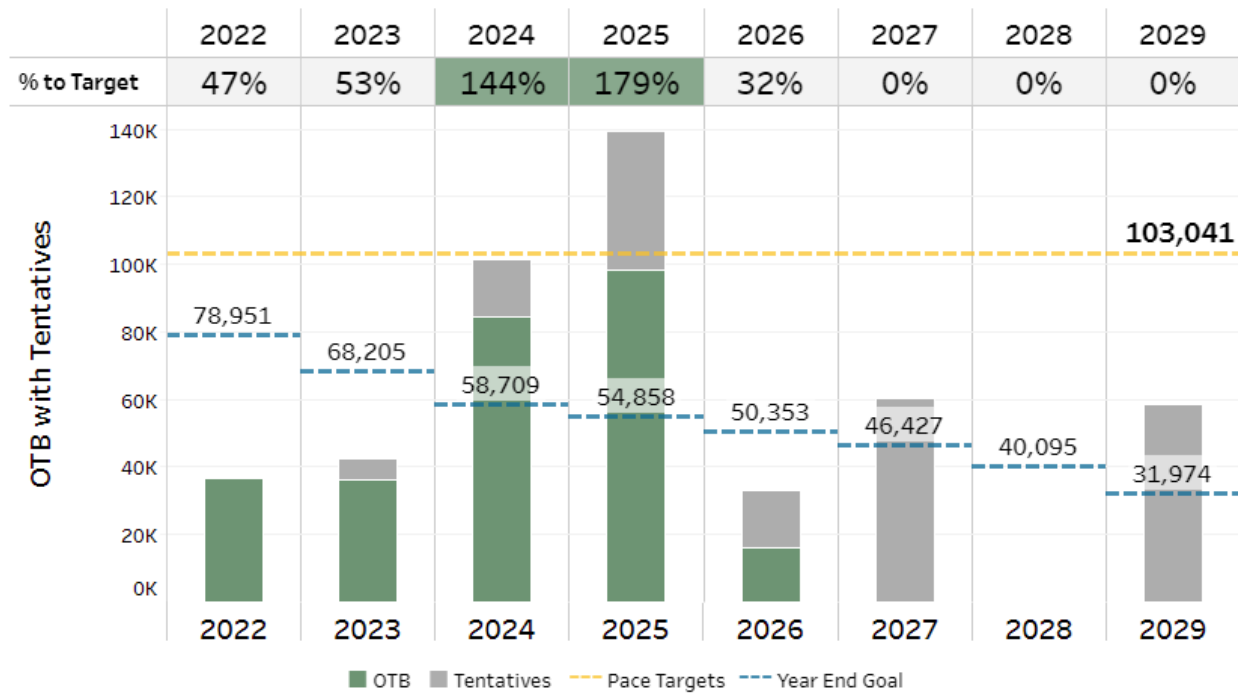
Tables 1 – 4 & 6 and FuturePace format has been updated due to new data platform. There will be future changes to the report as we move forward in our new data platform.

**Table 2: FuturePace Report: Convention Center 8-year Pace (citywide only)**

**Hawai'i 8 Year Future Pace for Citywide**

Number of events and room nights on the books for each year 2022-2029 against a 3-year average year-end goal. Data last refreshed on 7/4/2022 11:06:25 PM

- (All)
- Citywide
- Single Property



**Future Pace for Definite Room Nights**

Year	Pace Room Night			Room Night % Variance	LTB	Tentative Room Nights	Pace Room Night Goal
	OTB	Target	Variance to Target				
2022	36,718	78,951	(42,233)	-53%	66,323	0	103,041
2023	36,381	68,205	(31,824)	-47%	66,660	6,145	103,041
2024	84,552	58,709	25,843	44%	18,489	16,911	103,041
2025	98,382	54,858	43,524	79%	4,659	41,209	103,041
2026	16,310	50,353	(34,043)	-68%	86,731	16,545	103,041
2027	0	46,427	(46,427)	-100%	103,041	60,310	103,041
2028	0	40,095	(40,095)	-100%	103,041	0	103,041
2029	0	31,974	(31,974)	-100%	103,041	58,439	103,041

**Future Pace for Definite Bookings**

Year	Definite Bookings	Pace Booking		Booking % Variance	Bookings LTB	Tentative Bookings	Pace Booking Goal
		Target	Booking Variance				
2022	9	16	(7)	-44%	19	0	28
2023	5	9	(4)	-44%	23	1	28
2024	8	7	1	14%	20	3	28
2025	6	5	1	20%	22	4	28
2026	1	4	(3)	-75%	27	2	28
2027	0	3	(3)	-100%	28	3	28
2028	0	2	(2)	-100%	28	0	28
2029	0	2	(2)	-100%	28	3	28

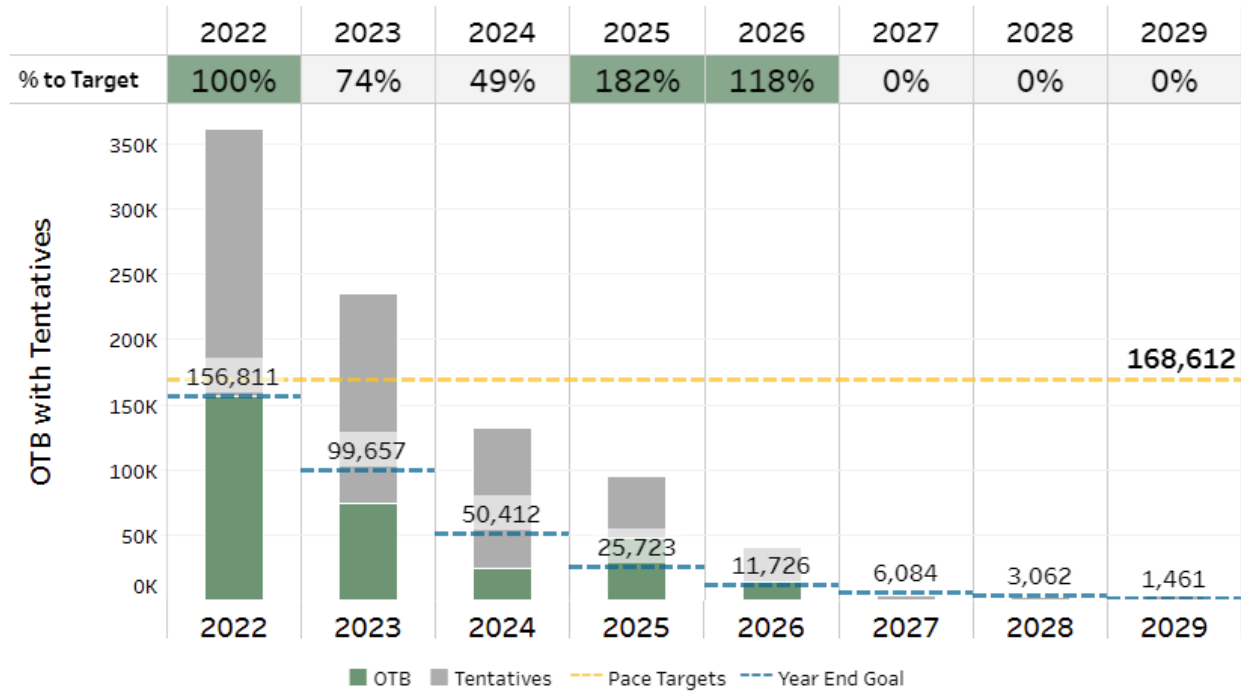


**Table 3: FuturePace Report: Single Property 8-year Pace (U.S. only)**

**Hawai'i 8 Year Future Pace for Single Property**

Number of events and room nights on the books for each year 2022-2029 against a 3-year average year-end goal. Data last refreshed on 7/4/2022 11:06:25 PM

- (All)
- Citywide
- Single Property



**Future Pace for Definite Room Nights**

	OTB	Pace Room Night Target	Variance to Target	Room Night % Variance	LTB	Tentative Room Nights	Pace Room Night Goal
2022	156,939	156,811	128	0%	11,673	204,974	168,612
2023	74,130	99,657	(25,527)	-26%	94,482	160,517	168,612
2024	24,554	50,412	(25,858)	-51%	144,058	107,640	168,612
2025	46,935	25,723	21,212	82%	121,677	47,668	168,612
2026	13,857	11,726	2,131	18%	154,755	26,897	168,612
2027	0	6,084	(6,084)	-100%	168,612	3,880	168,612
2028	0	3,062	(3,062)	-100%	168,612	2,650	168,612
2029	0	1,461	(1,461)	-100%	168,612	3,880	168,612

**Future Pace for Definite Bookings**

	Definite Bookings	Pace Booking Target	Booking Variance	Booking % Variance	Bookings LTB	Tentative Bookings	Pace Booking Goal
2022	142	213	(71)	-33%	128	371	270
2023	55	88	(33)	-38%	215	257	270
2024	19	36	(17)	-47%	251	96	270
2025	19	16	3	19%	251	36	270
2026	6	7	(1)	-14%	264	15	270
2027	0	3	(3)	-100%	270	1	270
2028	0	2	(2)	-100%	270	1	270
2029	0	1	(1)	-100%	270	1	270

## 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.

## SALES PRODUCTION (in the month for any year)

**Table 4: Global MCI Sales Production  
June 2022**

### Citywide Sales Team Production

#### Definite Room Nights as of June 2022

<b>29,170</b> 86% to YTD goal	33,726 YTD goal	67,450 annual goal
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#### Definite detail for June 2022

Definite Current Month	Definite CYTD	Definite YTD Goal	% Definite to YTD Goal	Definite Comparison Year *	% Definite vs Comparison *
0	29,170	33,726	86%	32,278	90%

\* Comparison year is 2019 until 2023

#### Tentative Room Nights as of June 2022

<b>143,778</b> 138% to YTD goal	103,876 YTD goal	208,500 annual goal
------------------------------------	------------------	---------------------

#### Tentative detail for June 2022

Tentative Current Month	Tentative CYTD	Tentative YTD Goal	% Tentative to YTD Goal	Tentative Comparison Year *	% Tentative vs Comparison *
106,142	143,778	103,876	138%	127,893	112%

\* Comparison year is 2019 until 2023

The ongoing auditing and database cleansing may result in changes to previously reported figures.

## Single Property Production

### Definite Room Nights for June 2022

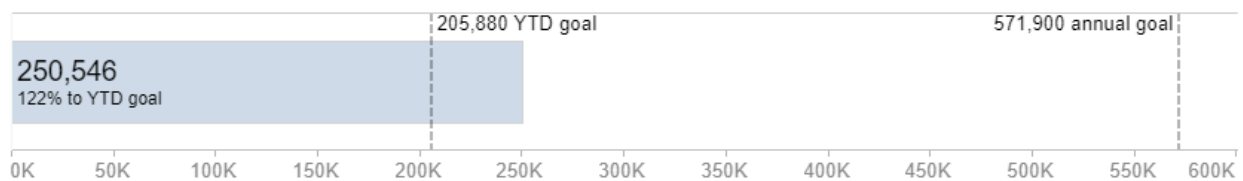


### Definite detail for June 2022

Definite Current Month	Definite CYTD	Definite YTD Goal	% Definite to YTD Goal	Definite Comparison Year *	% Definite vs Comparison *
11,265	52,890	55,296	96%	82,287	64%

\* Comparison year is 2019 until 2023

### Tentative Room Nights for June 2022



### Tentative detail for June 2022

Tentative Current Month	Tentative CYTD	Tentative YTD Goal	% Tentative to YTD Goal	Tentative Comparison Year *	% Tentative vs Comparison *
38,570	250,546	205,880	122%	375,122	67%

\* Comparison year is 2019 until 2023

The ongoing auditing and database cleansing may result in changes to previously reported figures.

## COMMENTS

### Sales Production vs. Goals Analysis

June represents six months of sales production for the calendar year 2022. Citywide year-to-date definite room night production is at 86 percent of pace and shows an uptick in citywide booking activity. Year-to-date, the pace for citywide tentative is at 138 percent indicating strong interest in future citywide business to Hawai'i. Single property definite room night pace is 96 percent year-to-date reflecting strong booking activity for hotel meetings. Additionally, single property tentative pace is strong at 122 percent for the year so far. Current customer feedback is that the rising cost of travel to Hawai'i and slower response time by suppliers due to universal staff shortages (happening throughout the travel industry) is beginning to impact choosing and booking Hawai'i for future MCI events.

For June, both citywide and single property sellers took part in several direct customer activities promoting Hawai'i at PCMA Educon, MPI WEC (World Education Congress), FICPA and Midwest sales calls. Meet Hawai'i Asia/Oceania sales team actively took part in Japan Customer Event in Hawai'i sponsoring MCI Japan customers. The team also solicited MCI customers in Korea and Oceania.

# Citywide Booking Activity Highlights

## Key Definite Bookings

- None to report this month

## Key Tentative Leads

Meeting Begin Date	Market Segment	Tentative Room Nights	Visitor Spending
December 2025	A: Scientific	31,750	\$92.15M
October 2029	A: Medical, Healthcare	43,350	\$131.71M
May 2029	A: Medical, Healthcare	7,992	\$21.94M
October 2032	A: Medical, Healthcare	12,150	\$33.24M
February 2027	A: Scientific	10,900	\$16.62M

## Single Property Booking Activity Highlights

### Key Definite Bookings

Meeting Begin Date	Market Segment	Definite Room Nights	Visitor Spending
February 2026	C: Medical, Pharm	3,880	\$4.07M
October 2022	C: Finance, Banking	1,395	\$2.86M
February 2023	C: Food, restaurants	1,230	\$1.73M
September 2023	A: Medical, Healthcare	1,060	\$1.01M
January 2025	C: Medical, Pharm	935	\$0.89M

### Key Tentative Leads

Meeting Begin Date	Market Segment	Tentative Room Nights	Visitor Spending
March 2023	C: Travel	2,550	\$2.60M
July 2023	C: Business Services, Consulting	2,480	\$4.10M
July 2024	C: Manufacturing, Distrib.	2,400	\$47.01M
April 2024	A: Energy, Environment	1,905	\$3.85M
October 2025	A: Culture, Arts	1,400	\$1.31M

### Marketing Efforts

- Activity highlights include:
  - Sendsites Bid Book: Production work continued for a second Citywide-specific template for the Citywide sellers.
  - Meeting Planner Guide: Production work and ad sales wrapped up on the destination digital guide for meeting planners.

### Advertising Efforts

- Nothing to report for the month

### Public Relations Efforts

- Activity highlights include:
  - Drafted J. Monahan letter for inclusion in bid book to bring the Adjutants General Association of the United States (AGAUS) 2023 Conference to Hawai'i.
  - Drafted news release on the upcoming Goldschmidt Conference, the premier international meeting on geochemistry, to be held at the Hawai'i Convention Center from July 10-15, 2022. Focused on the conference's community benefits and alignment with Hawai'i's interconnectivity of sustainability, culture, science, and natural resources.
  - Compiled suggested edits and revised copy for Meet Hawai'i's online press room. Also refreshed the following evergreen news releases. The revisions will be incorporated online in July.

- “Mālama Hawai‘i: Five Ways for Groups to Give Back to the Hawai‘i Community”
    - “Hands on Culture: Five Ways for Groups to Immerse Themselves in Hawaiian Culture”
    - “Three Ways Planners Can Incorporate Authentic Hawai‘i Experiences Into Their Meetings, Conventions, and Incentive Programs”
  - Participated in MCI O‘ahu Update on June 14.
  - Drafted a destination description to be used in Meet Hawai‘i’s partner profile for Helms Briscoe systems.
  - Pulled suggested Mālama Hawai‘i CSR opportunities for the following bid books: Adjutant General Annual Meeting, Congress of Neurological Surgeons, and American Academy of Pediatric Dentistry.
- Media coverage highlights:
  - [“Meetings Today LIVE! Hawai‘i: Ross Birch on Happenings in the Islands”](#) – *Meetings Today* – June.
  - [“Meetings Today LIVE! Hawai‘i: Ross Birch on Happenings in the Islands”](#) – *Meetings Today* – June 4.
  - [“Donald W.Y. Goo: Renowned architect lived big, left mark in Hawai‘i”](#) – *Honolulu Star-Advertiser* – June 9.
  - [“Get ready for andagi! The Okinawan Festival is back in person this year”](#) – *Hawai‘i News Now* – June 9.
  - [“HMSA Kaimana awards honor 15 students and nine schools”](#) – *Maui Now* – June 11.
  - [“Hawai‘i Tourism Authority’s contract reversal leaves longtime marketer HVCB’s future in limbo”](#) – *Honolulu Star-Advertiser* – June 12.
  - [“‘Beyond Monet’ exhibit opens this week in Honolulu”](#) – *KHON* – June 13.
  - [“Monet experience ready to thrill Hawai‘i residents and visitors”](#) – *Spectrum News* – June 13.
  - [“Monet experience ready to thrill Hawai‘i residents and visitors”](#) – *Spectrum News – Bay News* – June 13.
  - [“COVID-19 infections remain high in Hawai‘i”](#) – *Honolulu Star-Advertiser* – June 14.
  - [“Surreal realism: watch Monet’s paintings come to life in new immersive art exhibit”](#) – *Hawai‘i News Now* – June 14.
  - [“Hawai‘i Tourism Authority issues statement on contract selection”](#) – *Pacific Business News* – June 14.
  - [“Aging Well: Hawai‘i’s Active Seniors Expo”](#) – *KITV* – June 14.
  - [“Here’s what to expect at ‘Beyond Monet: The Immersive Experience’”](#) – *Hawai‘i Public Radio* – June 15.
  - [“Beyond Monet: The Immersive Experience Opens June 15 at Hawai‘i Convention Center”](#) – *Hawai‘i Reporter* – June 15.
  - [“Your Weekend: The Best Family Fun in Honolulu for June 16-22, 2022”](#) – *Honolulu Magazine* – June 16
  - [“HIRO will be at the Inaugural Active Senior Expo”](#) – *KHON* – June 16.
  - [“Hawai‘i’s Finest summer events list includes Maoli and Fiji”](#) – *KHON* – June 19.
  - [“Hawai‘i Visitors and Convention Bureau files protest over tourism contract award”](#) – *Honolulu Star-Advertiser* – June 22.
  - [“Why, how kupuna are moving to 9th island”](#) – *KHON* – June 24.
  - [“Nā Kūpuna Nights returns to Hawai‘i Convention Center”](#) – *KHON* – June 24.

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

May		May	
<u>Impressions</u>		<u>Publicity Values</u>	
Print:	182,517	Print:	\$27,128
Online:	1,855,692	Online:	\$674
Broadcast:	7,007,031	Broadcast:	\$1,691,100
Total:	9,045,240	Total:	\$1,718,903

**Table 5: Island Distribution of Single Property Sales– Year-to-Date June 2022**

Island	Tentative Room Nights YTD Actual*	Definite Room Nights Month Actual	Definite Room Nights YTD Actual	Lead-to-Booking Conversion (Room Nights) Actual
O'ahu	186,965	6,446	28,724	15%
Kaua'i	89,724	3,448	4,667	5%
Maui County	170,267	916	11,410	7%
Hawai'i	135,759	415	8,089	6%
<b>Total</b>	<b>582,715</b>	<b>11,265</b>	<b>52,890</b>	

\*Tentative room nights do not match those in Table 4 for Single Property because many leads are distributed to more than one island.

## 'ELELE PROGRAM

Meetings and updates for the month from Deborah Zimmerman, 'Elele Program Director:

### Support for Definite Meetings

Chair of the Department of Geography at University of Hawai'i, and the 'Elele Director had lunch with Executive Director of the scientific society and Director of Client Services. Scientific society is planning to have their 2024 citywide convention in Hawai'i. We discussed how Hawai'i supports the association's interest in climate change as well as diversity, equity, and inclusion; can grow Pacific Rim attendance at the meeting; offer potential field trips and ways to honor/highlight Indigenous culture. The scientific society is extremely interested in the Mālama Hawai'i program.

The executive director of the scientific society was introduced to the University of Hawai'i Dean of the College of Social Sciences, as well as the East/West Center. We also introduced him virtually to other association leaders who have successfully built Pacific Rim meetings in Hawai'i, including scientific electrochemical society and scientific materials society. Finally, the 'Elele will be responsible for field trips, so we are engaging him with Director of Brand for Mālama Hawai'i CSR opportunities. East Coast sales director is the account lead.

In support of the medical meeting, the 'Elele Director joined the local medical association banquet committee and attended their first organizational meeting.

### Support for New Prospective Citywide Meetings

Riding on the success of the scientific materials society meeting in May, the 'Elele Director also entertained a local materials scientist interested in attracting scientific material societies related to the citywide group. The prospective meeting attracts about 4,000 people every March. The 'Elele described the group as "very forward thinking and globally engaged" with particularly strong ties in China. East Coast sales director is the lead and will invite the prospect to the September citywide educational tour.



## LOST BUSINESS

**Table 6a: Citywide Lost Business June 2022**

Lead ID	Meeting Begin Date	Market Segment	Lost Room Nights	Visitor Spending	Competing Destinations	Reason for Lost Business
20463	January 2026	A: Technology	7,260	\$12.27M	Initially, Hawai'i only	Program requirements changed.
20465	February 2027	A: Technology	7,260	\$12.27M	Initially, Hawai'i only	Program requirements changed.

**Table 6b: Single Property High Profile Lost Business June 2022**

Lead ID	Meeting Begin Date	Market Segment	Lost Room Nights	Visitor Spending	Competing Destinations	Reason for Lost Business
19747	March 2023	C: Finance, Banking	2,451	\$3.84M	Initially, Hawai'i only	Distance, the program must stay within 5-hour flight time of North Carolina.
20455	January 2024	Confidential	1,080	\$0.98M	Initially, Maui only	Client no longer considering Hawai'i.
20025	June 2022	C: Travel	1,050	\$1.01M	Initially, Hawai'i only	Client no longer considering Hawai'i.
19964	June 2022	C: Finance, Banking	1,042	\$0.90M	Initially, Hawai'i only	Client no longer considering Hawai'i.
20442	March 2023	Confidential	875	\$1.28M	Initially, O'ahu only	Program lost to Dominican Republic.
20761	January 2023	C: Sports	690	\$0.92M	Florida, Puerto Rico, Las Vegas & San Diego	Program dates changed to 2024.
19917	June 2023	A: Educational	685	\$1.61M	Kansas City, St. Louis, Nashville, Austin, San Antonio, Portland, Maine, Philadelphia & Boston	Total costs.
16861	February 2022	C: Manufacturing, Distrib.	675	\$0.93M	Initially, Hawai'i only	Program dates changed.
19986	February 2023	A: Manufacturing	646	\$1.30M	Arizona	Program will not consider Hawai'i due to perception
20708	February 2023	C: Travel	628	\$0.42M	Cabo, Cancun & Playa Mujeres	Hotels turned down the business.
19836	August 2022	A: Fraternal, Service	600	\$0.87M	Initially, Hawai'i only	Total Costs.

20377	April 2023	A: Fraternal, Service	600	\$1.18M	Initially, Hawai'i only	Total Costs.
20311	October 2023	A: Culture, Arts	590	\$2.36M	Yosemite, Long Beach, & Asilomar Conference Grounds, Cali	Client no longer considering Hawai'i.
20555	February 2023	Confidential	500	\$0.38M	Caribbean, Mexico, Thailand, & Saint Kitts, and Nevis	Program lost to Anguilla.

## MAJOR SALES AND MARKETING ACTIVITIES

Meet Hawai'i participated in the following MCI events for the month:

- Client promotional events
  - Adjutant General Annual Meeting, Honolulu, HI, June 13 – 17
- Educational events
  - Professional Convention Management Association (PCMA) EduCon, New Orleans, Louisiana, June 5-8
  - Kona Sea Salt Event, Kona, HI, June 12
  - Meeting Professional International (MPI), San Francisco, CA, June 20-23
  - Financial & Insurance Conference (FICP), Pasadena, CA, June 22-24
- Trade shows
  - None to report this month
- Sales blitzes
  - None to report this month
- Major site visits and familiarization (FAM) tours with clients and potential clients
  - 1 site, O'ahu

## FUTURE SALES AND MARKETING ACTIVITIES

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

<b>July 2022</b>		
July 31 – August 3	Corporate Event Marketing Association (CEMA) Summit, Nashville, TN	Educational
<b>August 2022</b>		

August 5	Sonesta Kauai Resort - Customer Event, Kauai, HI	FAM
August 7-13	Utah and/or California Sales Blitz	Sales Blitz
August 8-10	Connect Marketplace, Detroit, MI	Tradeshow
August 15	Financial & Insurance Conference (FICP), Toronto, CA	Tradeshow
August 16-17	Canadian Meetings Expo - Canadian Key Incentive Account Reception, Toronto, CA	Tradeshow
August 20-24	American Society of Association Executives (ASAE) Annual Meeting & Exposition, Nashville, TN	Educational Event
August 30-September 2	Maritz Global Events, NEXT, Tampa, FL	Tradeshow
<b>September 2022</b>		
September 10-13	Customer Experience, Honolulu HI	FAM
September 10-12	Worldwide Exhibition for Incentive Travel, Meetings and Events (IMEX), Las Vegas, NV	Tradeshow
September 19-21	Destination of Hawaii, Kaanapali, Maui, HI	Tradeshow
September 7	Destination Celebration Minneapolis, Minneapolis, MN	Tradeshow

## CONVENTION CENTER PERFORMANCE

**Table 7: Convention Center Performance – May 2022 Year-to-Date**

PERFORMANCE MEASURE	YTD	TARGET	VARIANCE
Occupancy	28%	20%	8%
Total Events	80	45	35
Total Attendance	104,519	40,073	64,446
Visitor Spending	\$58,770,867	\$58,770,867	\$0
Tax Revenue	\$6,876,192	\$6,876,192	\$0
Revenue per Attendee	\$32.47	\$102.86	-\$70.39

### COMMENTS

During the month ended May 2022, the Hawai'i Convention Center (HCC) hosted 19 events, including 1 city-wide. Since the new year and with no COVID restrictions in place since late March 2022, we have experienced an increase in number of events and attendance at events. Both performance measures have more than doubled targets.

For the calendar year-to-date, the HCC has met or exceeded performance measures in all categories except for Revenue per Attendee which has been diluted due to more actual attendees than budgeted for various events for the year to date including a sports event held in January 2022 (3,500 budgeted attendees vs 9,575 actual attendees), the pickup of another sports event in March 2022 (6,631 attendees). Then the pickup of restaurant event in March 2022 (5,000 attendees), and anime convention (4,000 budgeted attendees and 17,820 actualized) to name a few.

## 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 HTUSA 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.

## **8**

Presentation of the Spring Progress Reports for  
Kaua'i, Maui Nui, Hawai'i Island and O'ahu  
Destination Management Action Plans

## **8.1**

### Kauai Spring 2022 DMAP Progress Report



## Spring 2022 Progress Report – Kaua'i Destination Management Plan





This report provides an update on the progress toward fulfilling Kaua'i's Destination Management Action Plan (DMAP) from April 1 through June 30, 2022, and specifically provides **updates on the actions identified for Phase 2 (February 2022-February 2023) implementation. Only Phase 2 sub-actions are listed unless otherwise noted. There are 35 sub-actions in Phase 2, of which 33 (94%) are in progress. There are two sub-actions that have not started yet and one sub-action was carried over from Phase 1 as it had not been completed.**

The Kaua'i DMAP was approved by the Hawai'i Tourism Authority's (HTA) board of directors in December 2020. It is a three-year plan divided into three phases. It was released to the public and published on HTA's website on February 5, 2021.

HTA provides funds to the Hawai'i Visitors and Convention Bureau/Kaua'i Visitors Bureau (KVB) for a Destination Manager to assist HTA in implementing the DMAP. Mahalo to KVB and the County of Kaua'i's Office of Economic Development for their support and partnership in moving the Kaua'i DMAP actions forward. HTA also acknowledges the other state, county and federal agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.










### Legend

Symbol	Definition
	Not Started – Action has not begun.
	Delayed – Action was initially targeted for the identified phase, but then deferred to a later phase.
	In Progress – Action is being worked on.
	Completed – Action is finished being implemented.

## Spring 2022 Progress Report – Kaua'i DMAP (continued)

**Action A. Focus policy efforts on appropriate behavior that will instill value in both visitors and residents for our natural and cultural resources (mālama 'āina).**

Progress	Sub-Action No.	Sub-Action
	A.1	<b>Include Department of Land and Natural Resources (DLNR) on all discussions and find ways for state and county departments to work together.</b>
		<ul style="list-style-type: none"> <li>Ongoing efforts with HTA, KVB, and the County.</li> </ul>
	A.2	<b>Explore and implement a universal user fee model to help offset maintenance costs at beaches and parks. Advocate for the adjustment of usage fees (camping permits) to target different levels of users and instill better management of illegal users.</b>
		<ul style="list-style-type: none"> <li>County of Kaua'i has commenced a study regarding usage fees at different parks.</li> </ul>
	A.4	<b>Identify and provide more informational signage at cultural sites, beaches and hiking spots for safety, education and a great experience.</b>
		<ul style="list-style-type: none"> <li>Ongoing efforts with the County and KVB.</li> </ul>
	A.5	<b>Educate tour operators and boating companies about proper etiquette to deter ocean and reef pollution.</b>
		<ul style="list-style-type: none"> <li>KVB and the Sustainable Tourism Association of Hawai'i (STAH) co-hosted an informational webinar on etiquette for marine-based activity operators on June 16. Presenters included DLNR's Division of Aquatic Resources, Division of Boating and Ocean Recreation, NOAA, Kaua'i Chapter of Surfrider Foundation and Holo Holo Charters. The recorded webinar will be shared upon request.</li> </ul>
	A.6	<b>Advocate for more stringent and intentional inspections/enforcement of camping/hiking gear and shoes upon arrival at the airport.</b>
		<p>KVB has been in discussions with the Kaua'i Invasive Species Committee to determine how they can work together.</p>
	A.7	<b>Support awareness and education of appropriate behavior towards endangered species such as Hawaiian monk seals, sea turtles, Newell's Shearwaters, koloa maoli (native ducks) and native birds.</b>
		<ul style="list-style-type: none"> <li>HTA's Pono Travel Education Program launched April 18 at Līhu'e Airport and others throughout the state with mālama and kuleana messaging that includes how to keep a safe and respectful distance from marine life. This program is featured in prime locations throughout Līhu'e Airport and will run through June 2023, with greater frequency during peak travel periods.</li> <li>KVB has been in discussions with Mālama I Nā Honu to determine how to help the situation at Po'ipū. In addition, KVB is planning to work with relevant stakeholders to do a Wildlife Summit in August.</li> </ul>
	A.8	<b>Advocate for increased ranger presence and enforcement at county and state parks.</b>
		<ul style="list-style-type: none"> <li>HTA, County and KVB submitted testimony during the 2022 State Legislative Session to support increased state and funding resources to DLNR. HB2446 SD1 passed which raised DLNR State Parks' spending ceiling to \$12 million and added 28 new ranger positions, of which three will be on Kaua'i.</li> </ul>

## Spring 2022 Progress Report – Kaua‘i DMAP (continued)

- The County anticipates hiring two stewards that will rotate around Kaua‘i County’s parks in September 2022.
- KVB has been working with the County on creating an Ambassador handbook that will be a resource for places, place names, tips and more.



### **A.9 Conduct assessment of North Shore beach accesses and remediate to assure use for subsistence and traditional uses**

- The Hanalei Initiative is completing a parking study, which the County will review and follow up on as needed.

### **Action B. Collaborate with State of Hawai‘i Department of Land & Natural Resources (DLNR) to develop and implement policies to increase monitoring and enforcement efforts.**

Progress	Sub-Action No.	Sub-Action
	<b>B.1</b>	<b>Include DLNR on all discussions and find ways for state and county departments to work together.</b>
		<ul style="list-style-type: none"> <li>• KVB has been working on hiring a contractor to assist with social media monitoring to be more proactive in addressing inappropriate posts and educating individuals on why it is inappropriate.</li> </ul>
	<b>B.2</b>	<b>Advocate state/county partnerships with organizations to steward sites. Explore HTA’s role in being a liaison between DLNR and Hawaiian lineage descendants for land stewardship.</b>
		<ul style="list-style-type: none"> <li>• HTA, County and KVB submitted testimony during the 2022 State Legislative Session to support increased state and funding resources to DLNR. Unfortunately, HB1656 HD1 did not pass.               <ul style="list-style-type: none"> <li>◦ HB2446 SD1 passed which raised DLNR State Parks’ spending ceiling to \$12 million and added 28 new ranger positions, of which three will be on Kaua‘i.</li> </ul> </li> </ul>
	<b>B.3</b>	<del>Advocate for DLNR staff training and education.</del> <b>Committee agreed to refine this action to now read: Provide updates to DLNR and ensure the DLNR staff have the latest updates/briefs.</b>
		<ul style="list-style-type: none"> <li>• KVB continues to be engaged with DLNR.</li> </ul>
	<b>B.4</b>	<b>Advocate for increased state funding within DLNR for natural resource protection, watershed management, maintenance and development of trail networks, and protection of shoreline and nearshore marine resources, all paired with increased island-specific control and input in such efforts.</b>
		<ul style="list-style-type: none"> <li>• HTA, County and KVB submitted testimony during the 2022 State Legislative Session to support increased state and funding resources to DLNR.               <ul style="list-style-type: none"> <li>◦ HB2446 SD1 passed which raised DLNR State Parks’ spending ceiling to \$12 million and added 28 new ranger positions, of which three will be on Kaua‘i.</li> <li>◦ Unfortunately, HB1656 SD1, which would have added 2 positions to DLNR’s Nā Ala Hele program and appropriated funding for trail management and maintenance did not pass.</li> </ul> </li> </ul>






## Spring 2022 Progress Report – Kaua'i DMAP (continued)



B.5

Encourage DLNR to review regulations for commercial boat and kayak tours along the Nāpali Coast, including schedules and capacity at the Kikiaola Boat Harbor and Port Allen. Implement restrictions if deemed necessary.

**Action C. Invest in Hawaiian cultural programs and identify funding sources that enhance the visitor experience and connect both tourism and communities.**

Progress	Sub-Action No.	Sub-Action
	C.1	<p><b>Develop training programs relating to Hawaiian textiles and weaving targeted at visitors and locals.</b></p> <ul style="list-style-type: none"> <li>KVB and the County are working to build out a list of cultural practitioners, expanding beyond just textiles and weaving.</li> </ul>
	C.2	<p><b>Work with hotels to provide cultural and history classes that guests can attend. Examples include lei making or making poi.</b></p> <ul style="list-style-type: none"> <li>KVB created a group of cultural practitioners with NaHHA's Nā Lamakū Ho'okipa from Kaua'i and named it Makali'i. The first meeting was held in April to understand why we want this hui to exist, strategize our intentions moving forward and look at including other island practitioners.</li> <li>KVB continues to contact resorts to learn about cultural classes being offered to visitors.</li> </ul>
	C.3	<p><b>Develop a video to educate groups (corporate, weddings, other larger parties) about cultural values and respecting the 'āina and ocean. Encourage viewership of the video.*</b></p> <ul style="list-style-type: none"> <li>KVB is in the process of developing a series of Mālama Kaua'i video series. The first video currently available is Mālama Kaua'i Museum which was released at the end of April. Three more videos are in production. A press release on the initiative and completed video(s) is forthcoming.</li> </ul>
	C.4	<p><b>Support activities like kanikapila songfests featuring Hawai'i's music and musicians.</b></p> <ul style="list-style-type: none"> <li>KVB manages HTA's Community Enrichment Program which supports Hawai'i's music and musicians. Projects and events that took place in Q2 2022 include Kaua'i Songwriters Festival, E Kanikapila Kākou, He Inoa No Kaumuali'i events, King Kamehameha 'Ohana Day at Royal Sonesta, and Kaua'i Soto Zen's "Celebrate The Obon Season".</li> </ul>
	C.5	<p><b>Support educational programs at cultural sites and invest time into mālama sacred sites such as heiau and resources such as the kai (ocean).</b></p> <ul style="list-style-type: none"> <li>KVB participated in Earth Day 2022 clean-up efforts at Hikina'akalā Heiau on April 23. KVB is working with the County to further support stewarding efforts for various cultural and sacred sites. The County is funding for stewards at Hikinaakalā, Malae, Kukui, Poliahu, Polihale, Makauwahi, Kānei'olouma, and 'Āina Ho'okupu o Kīlauea.</li> </ul>

## Spring 2022 Progress Report – Kaua‘i DMAP (continued)



**C.6**

**Connect Hawaiian culture organizations with the visitor industry to help grow, enhance, design their programs and offering. Explore creating a resource team.**

- KVB worked with the Makali‘i to see how best to build out the resource team and integrate in supporting the collaboration with Hawaiian cultural organizations and the visitor industry.



**C.7**

**Develop ways to bridge cultural practitioners with the visitor industry and small businesses, such as connecting to meetings, conventions and incentives markets, ground operators, destination management companies, festivals and events. Explore the creation of a resource list of cultural practitioners.**

- KVB is working with the County and Makali‘i to develop a comprehensive list of island weavers, Hawaiian textiles designers, and cultural practitioners to see how they can foster opportunities for sharing with the visitor industry.
- The Kāhea Greetings Harbor program at Nāwiliwili started up again in May with Hawaiian music and hula.

### **Action D. Focus policies that address overtourism by managing people while on Kaua‘i.**

Progress	Sub-Action No.	Sub-Action
	<b>D.1</b>	<b>Assess and set specific site visitor limits and create site management plans/develop and implement tourism capacity management models at “hotspot” areas. Allot rest days for hotspot areas.</b>
		<ul style="list-style-type: none"> <li>• This effort continues through the Department of Business, Economic Development and Tourism (DBEDT) and HTA’s Symphony Dashboards. The County’s Energy Transition Initiative Partnership Project (ETIP) working group is conducting a mobility study.</li> </ul>
	<b>D.2</b>	<b>Pilot a reservation system to manage capacity of visitors and explore feasibility of expanding to other hotspot areas.</b>
		<ul style="list-style-type: none"> <li>• HTA’s “Channel Manager System” which will sit on top of other reservation and booking systems is currently on hold due to further deliberation needed by the Governor, DBEDT, and HTA.</li> </ul>
	<b>D.3</b>	<b>Continue the county’s stringent shut down of illegal transient vacation rentals (TVRs), such as the partnership with Airbnb and Expedia.</b>
		<ul style="list-style-type: none"> <li>• County efforts continue.</li> </ul>
	<b>D.4</b>	<b>Explore and understand land use, zoning and permitting to manage number of future visitor accommodations on Kaua‘i based on current infrastructure and improve infrastructure. Create a white paper to document findings.</b>
		<ul style="list-style-type: none"> <li>• This action was started in a previous quarter, but no activity taken in Q2 2022.</li> </ul>



D.5

**Explore ways to count and manage the movement of visitors and residents at identified hotspot areas to prevent the degradation of natural resources, alleviate congestion, and manage the area. Strive for a systematic mechanism to monitor different areas.**

- The County's ETIP Committee will study mobility and monitoring. A contract was issued to the Royal Coconut Coast Association. A feasibility and business plan mobility study will also occur at Coconut Marketplace. HTA is supporting the County's efforts.
- KVB worked with HTA and DBEDT to add more "Points of Interest" to track visitor and resident visitation.
- DOT-Airports held its second public meeting on May 17 regarding the Līhu'e Airport Master Plan. KVB is putting together a working group to review and discuss the proposed plans for a better understanding of the impact the three additional gates will have on Kaua'i. The County Planning Department, Office of Economic Development (OED), along with four Kaua'i State legislators submitted testimony of concern about over-tourism and the impacts of adding more gates to Līhu'e Airport. The other concern raised was the CONRAC (consolidated rent-a-car) facility and whether adding it would negatively impact the multi-modal plans OED is working on. Additionally, there are plans to have a public forum on the Turo parking challenges with proposed solutions.

**Action E. Encourage low-impact green rides to improve the visitor experience, reduce island traffic, increase small business opportunities, and meet climate action goals.**

Progress	Sub-Action No.	Sub-Action
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E.1

~~Foster and promote diverse mobility choices so that visitors may elect alternatives to renting cars for their entire stay.~~  
**The Steering Committee refined this action further to read:  
 Foster and promote diverse mobility choices for visitors.**

- Mobility feasibility studies are being conducted by the County.



E.2

**Continuously examine the movement of visitors around the island, including popular visitor attractions and beach destinations, and encourage the development of public-private shuttle systems from the airport and in major Visitor Destination Areas (VDAs).**

- Mobility feasibility studies are being conducted by the County.
- The County is working with DBEDT and NEAR (formerly ubermedia) to collect more relevant data to examine the movement of visitors and residents on Kaua'i.



E.3

**Meet with and discuss with rental car agencies and car sharing companies to provide electric vehicles, and increase incentives to install EV chargers at the airport and at potential high-use car share locations.**

- The County has been awarded six to eight L3 chargers, and the State DOT has also been awarded high-level chargers. The County and State are working together to determine where they can be best placed for use. The County is determining locations for EV chargers via an RFP.


## Spring 2022 Progress Report – Kaua‘i DMAP (continued)



E.4


**Create incentives for visitors to choose alternative transportation options such as separating parking costs from resort fees and implementing paid parking at beaches and other parking-limited destinations.**

**Action F. Increase communication, engagement and outreach efforts with the community, visitor industry, and other sectors.**


Progress	Sub-Action No.	Sub-Action
	F.1	<b>Explore new ways to communicate with the residents and visitor industry to share information and increase understanding. Create a communications plan.</b>

- KVB has put together a plan that includes social media, print and radio. KVB conducted community outreach including presentations on the DMAP to the Kaua‘i Economic Development Board, Hawai‘i Community Foundation, during ClimbHI’s Lei event, Kaua‘i Wedding Professionals Association, Zonta, and island Rotary Clubs. An interview was conducted for The Garden Island newspaper in June. Ads are to be placed in the Garden Island and For Kaua‘i, and public service announcements will air on KONG radio.
- The Hawai‘i Visitors and Convention Bureau developed a resident campaign featuring DMAP activities and highlighting tourism’s contributions to the community. One of the videos showcased via social media is on Hā‘ena.

**Action G. Develop educational materials for visitors and new residents to have respect for our local cultural values.**

Progress	Sub-Action No.	Sub-Action
	G.1	<b>Create a list of organizations to work with to build an educational program.</b>

- KVB is working on this with Leadership Kaua‘i, County, and Kaua‘i Chamber of Commerce.

	G.2	<b>Review existing publications that address respect for Kaua‘i’s local culture values. Explore the creation of a “Kaua‘i 101” curriculum for visitors and new residents.</b>
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- KVB is working on this with Leadership Kaua‘i, County, and Kaua‘i Chamber of Commerce to develop a “We are Kaua‘i” multi-level series of materials.

	G.3	<b>Work with Hawaiian cultural practitioners when developing education materials so that the Hawaiian culture is portrayed accurately for the visitors.</b>
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- Efforts continue though HTA and KVB.

## Spring 2022 Progress Report – Kaua‘i DMAP (continued)



**G.4**

**Create an educational video about entering Hawai‘i and the history, culture, people and environment of Kaua‘i. Look at the feasibility of an inflight video, and playing it at the airport.**

- KVB is creating a new branding/educational video and completed a new Travel Pono video, both in long and short versions.



**G.5**

**Explore developing content for social media – “home grown media” – to showcase Kaua‘i local culture.**

- An Instagram account for the Kaua‘i DMAP (@kauaidmap) has been created by KVB to engage the community and showcase DMAP activities. Posts included: World Oceans Day, King Kamehameha ‘Ohana Day at Royal Sonesta, Kaua‘i Soto Zen’s “Celebration of Obon Season,” Mālama I Ke Kai webinar and Kaua‘i Museum - The Art of Kapa.

### **Action H. Promote “Shop Local” to visitors and residents.**

Progress	Sub-Action No.	Sub-Action
	<b>H.1</b>	<b>Expand the Kaua‘i Made products Program, market, promote, and brand beyond Kaua‘i’s shores. Explore an “Aloha for Kaua‘i” type of online-portal.</b>
		<ul style="list-style-type: none"> <li>• The Alakoko Store is starting to thrive, and building out inventory and vendors. Additional Kaua‘i Made vendors are projected to be in by July 15 and anticipated to fill the shelves completely. The Alakoko Store is a County initiative, which HTA provided start-up seed funding support in 2021. The County will reassess this effort in the months to come.</li> <li>• KVB is putting together a list of Kaua‘i Made vendors and will provide it to HTA’s Global Marketing Team (GMT) in July.</li> <li>• The GMT is promoting “shop local” as follows:               <ul style="list-style-type: none"> <li>○ Hawai‘i Tourism Japan: promoted Made in Hawai‘i products at events in Tokyo and Nagoya.</li> <li>○ Hawai‘i Tourism Canada: Travel Courier article featured Kaua‘i highlighting shop local.</li> <li>○ Hawai‘i Tourism Korea: introduced Farm to Bottle vendors of Hawai‘i in the latest issue of Bar &amp; Dining</li> </ul> </li> </ul>

### **Action I. Support Diversification of Other Sectors.**

Progress	Sub-Action No.	Sub-Action
	<b>I.1</b>	<b>Support and preserve Kaua‘i’s agriculture industry, such as value-added products, and agritourism through amended rules/regulations</b>
		<ul style="list-style-type: none"> <li>• Progress on this action continues with the County working on a new ordinance which allows farmers to sell produce and other goods from their agriculture lands and value-added agriculture products. The County is also exploring piloting one region with ag-tours in conjunction with farmers.</li> </ul>



## **Spring 2022 Progress Report – Kaua'i DMAP (continued)**

### **Addressing Hotspots**

The Kaua'i DMAP designated a number of sites as a “hotspot” location. The DMAP defines a “hotspot” as “an area/site that attracts visitors due to its popularity, and may result in overcrowding, congestion, degradation of resources, safety hazards, and a negative experience for both the resident and visitor.” HTA, KVB, DLNR and the County are in discussions as to what could be done to mitigate impacts.

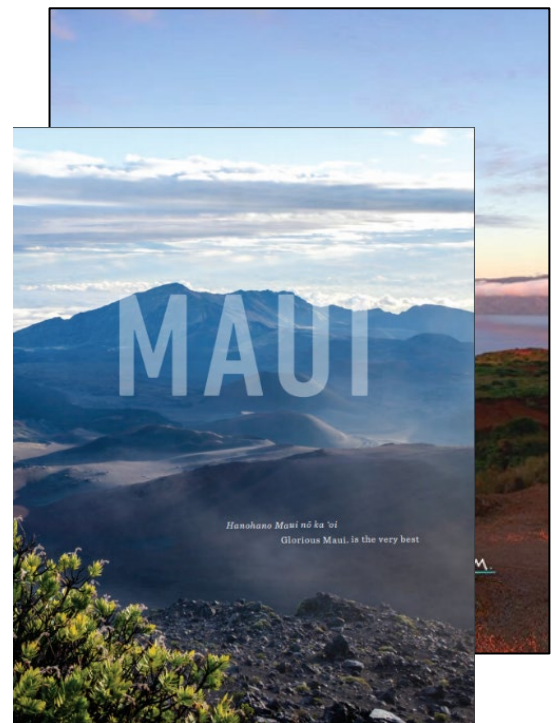
## **8.2**

### Maui Spring 2022 DMAP Progress Report

## Spring 2022 Progress Report – Maui Destination Management Plan





This report provides an update on the progress toward fulfilling Maui's DMAP from April 1 through June 30, 2022, and specifically provides **updates on the actions identified for Phase 2 (March 2022-March 2023) implementation. Only Phase 2 sub-actions are listed unless otherwise noted. There are 17 sub-actions in Phase 2, of which 12 (70%) are in progress and one has been completed. Three sub-actions identified in Phase 1 were carried forward to Phase 2. Four Phase 2 sub-actions have not been started and one has been completed.**

The Maui Destination Management Action Plan (DMAP) was approved by the Hawai'i Tourism Authority's (HTA) board of directors in December 2020. It is a three-year plan divided into 3 phases. The Maui Nui DMAP was released to the public and published on HTA's website on March 4, 2021.






HTA provides funds to the Hawai'i Visitors and Convention Bureau/Maui Visitors & Convention Visitors Bureau (MVCB) for a Destination Manager to assist HTA in implementing the DMAP. Mahalo to MVCB, the County of Maui's Office of Economic Development, and Office of the Mayor's Community Liaison for Tourism for their support and partnership in moving the Maui DMAP actions forward. HTA also acknowledges the other state, county and federal agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.

### Legend

Symbol	Definition
	Not Started – Action has not begun.
	Delayed – Action was initially targeted for the identified phase, but then deferred to a later phase.
	In Progress – Action is being worked on.
	Completed – Action is finished being implemented.




## Spring 2022 Progress Report – Maui DMAP (continued)

### **Action A. Implement a responsible tourism marketing communications program to educate visitors pre- and post-arrival about safe and respectful travel.**

Progress	Sub-Action No.	Sub-Action
	A.1	<b>Develop and implement a coordinated marketing and branding plan that defines and amplifies Regenerative tourism on Maui Island.</b> <ul style="list-style-type: none"><li>HTA's Global Marketing Team continues to incorporate Mālama Hawai'i messaging in all consumer, public relations, and travel trade initiatives.</li><li>HVCB conducted a paid media flight at Kahului Airport, in-room media featuring the Hawai'i Travel Trips video, mobile geo-targeted and geo-fenced messaging with 15-second Hawai'i Travel Tips videos, and Waze app banners.</li><li>MVCB is liaising with East Maui community organizations to gather information about hotspots and build relationships.</li></ul>
	A.3	<b>Encourage usage of the updated goHawaii app in the implementation of the marketing/branding plan (including social media). Encourage partners to also promote the goHawaii app and other visitor education programs.</b> <ul style="list-style-type: none"><li>HTA continues to work with its Global Marketing Team in English-speaking countries to promote the goHawaii'i app.</li></ul>
	A.4	<b>Continue public service announcements about being a responsible visitor on incoming flights and at airports. Ensure continued funding for program.</b> <ul style="list-style-type: none"><li>HTA's Pono Travel Education Program in May and June continued at Kahului Airport and all major airports statewide. The airport campaign included Kuleana and Mālama messaging as well as Ocean Safety videos at available prime locations to reach most of the traveling public. Messaging was provided on a mixture of static tension fabric banners and digital screens. The Hawai'i airport advertising on the neighbor islands will continue from June 30, 2022 through June 29, 2023.</li></ul>

## Spring 2022 Progress Report – Maui DMAP (continued)

### **Action B. Initiate, fund and continue programs to protect the health of ocean, fresh water and land-based ecosystems and biosecurity.**





Progress	Sub-Action No.	Sub-Action
	B.1	<p><b>Promote Hawai'i's sunscreen law and educate visitors about proper sunscreen use through the goHawaii app and other visitor education programs.</b></p> <ul style="list-style-type: none"> <li>MVCB is working with the County and Raw Elements to put up reef-safe sunscreen dispensers at various county parks and beaches around the island. MVCB is working on the SMA permit with an anticipated Fall 2022 launch.</li> <li>HVCB distributed its "What's New" press release in April which included Aqua-Aston's efforts and reef-safe sunscreen.</li> </ul>
	B.2	<p><b>Explore the capacity limits at hotspots through science-based data. Continue educating the community and visitors about the importance of limiting numbers to ensure the hot spots can be sustained and thrive.</b></p> <ul style="list-style-type: none"> <li>This effort continues through the Department of Business, Economic Development and Tourism (DBEDT) and HTA's Symphony Dashboards which uses Near (formerly known as UberMedia) data. The County's Management Department is working on a Park Maui program to address parking congestion.</li> </ul>
	B.3	<p><b>Pilot a reservation system (e.g., East Maui Reservation and Itinerary System) to support a sustainable capacity of visitors and explore the feasibility of expanding capabilities to other hotspots on the island</b></p> <ul style="list-style-type: none"> <li>HTA's "Channel Manager System" is on hold due to further deliberation needed by the Governor, DBEDT, and HTA.</li> <li>DLNR's Wai'ānapanapa State Park reservation system is working well. They are looking to expand this model to other areas on the island.</li> </ul>

### **Action C. Continue to reach out to the community to understand resident sentiment, increase communications to residents, and foster collaboration.**



Progress	Sub-Action No.	Sub-Action
	C.1	<p><b>Hold regular town hall meetings to include both community members, stakeholders, and industry partners.</b></p> <ul style="list-style-type: none"> <li>There were no town hall meetings held in Q2 2022.</li> </ul>
	C.2	<p><b>Increase awareness of tourism benefits such as jobs, small business successes, local/Maui workforce; how resident concerns are being viewed and addressed; and how it correlates with Maui's overall economy. Use town hall meetings addressed in C.1. as one vehicle for these messages.</b></p> <ul style="list-style-type: none"> <li>MVCB spoke at several Rotary Club meetings about the Maui DMAP in May.</li> </ul>

## Spring 2022 Progress Report – Maui DMAP (continued)

### **Action D. Continue to offer cultural education and training programs to enhance and perpetuate aloha, mālama and kuleana, and the authentic Hawai'i experience.**




Progress	Sub-Action No.	Sub-Action
	D.1	<b>Explore funding and scholarships to increase tour guide certification program participation as pilot project for future compulsory culture and language training programs.</b> <ul style="list-style-type: none"> <li>HTA is focusing on a tour guide certification study conducted by the University of Hawai'i's School of Travel Industry Management. It is anticipated the study will be completed in September 2022.</li> </ul>
	D.2	<b>Work with UHMC to increase and promote visitor industry training programs.</b>
	D.3	<b>Explore options and identify community organizations that can work with industry partners to foster locations for educational sites for learning that supports practitioners: apprentice type of programs to ensure proper, quality learning.</b> <ul style="list-style-type: none"> <li>The County's proposed Hawaiian cultural center, Hālau of 'Ōiwi Art, will move this action forward ( <a href="https://www.hoamaui.com/">https://www.hoamaui.com/</a>).</li> </ul>
	D.4	<b>Continue to offer and promote cultural education workshop series for visitor industry and other businesses.</b> <ul style="list-style-type: none"> <li>This continues with Native Hawaiian Hospitality Association's webinar trainings (<a href="https://www.nahha.com/training">https://www.nahha.com/training</a>).</li> </ul>

### **Action E. Develop Regenerative Tourism initiatives.**



Progress	Sub-Action No.	Sub-Action
	E.1	<b>Support and incentivize product development to create more packages with opportunities to not only learn about Hawai'i but to also make the place better.</b> <ul style="list-style-type: none"> <li>The Global Marketing Team's efforts in this area are ongoing.</li> <li>MVCB continues to do outreach to expand Mālama Hawai'i programming with new industry partners and nonprofit opportunities. There are currently 17 partners.</li> <li>HVCB is working with United Airlines on a mileage promotion that encourages Hawai'i customers to watch various Mālama Hawai'i videos before they arrive.</li> </ul>
	E.2	<b>Identify and promote cross-discipline activities into product development (i.e., invasive species eradication, planting taro, wildlife preservation and environmental protection for visitors and residents)</b> <ul style="list-style-type: none"> <li>HVCB distributed news releases that included Mālama Hawai'i messaging, Kipuka Olowalu information, and links to Hawai'i Rooted and Hawai'i Travel Tips videos.</li> </ul>

## Spring 2022 Progress Report – Maui DMAP (continued)

### **Action F. Develop and promote initiatives to improve the experience of transportation & ground travel.**

Progress	Sub-Action No.	Sub-Action
	F.1	<b>Support the efforts of Maui Metropolitan Planning Organization on decreasing traffic (Hele Mai).</b> <ul style="list-style-type: none"> <li>This effort continues.</li> </ul>
	F.2	<b>Work with hotels and other employers to stagger shift times to mitigate traffic congestion.</b>
	F.4	<b>Together with the HDOT-Airports explore options to reduce the number of flights arriving near the same time to reduce the related impact of high traffic volume between the airport and resort areas.</b> <ul style="list-style-type: none"> <li>This action was completed in Phase 1. As stated in the Summer Progress Report, according to the Department of Transportation-Airports, this is regulated by the Federal Aviation Administration (FAA) and it is difficult to change flight schedules. If a slot is open, DOT-Airports will need to let the airline in.</li> </ul>

### **Action G. Ensure more direct benefits to residents from tourism.**

Progress	Sub-Action No.	Sub-Action
	G.1	<b>Encourage hotels and restaurants to prioritize purchases from local suppliers to support recovery efforts and recognize those who are helping.</b> <ul style="list-style-type: none"> <li>At the request of HTA, the Hawai'i State Department of Business, Economic Development &amp; Tourism (DBEDT) provided an analysis of Hawai'i visitor industry's contribution (visitor spending) to the local agriculture industry. This provides baseline data. To view the study, visit: <a href="https://bit.ly/tourismandagriculture">https://bit.ly/tourismandagriculture</a></li> <li>MVCB is taking steps to share the Maui Hub website on social media and with industry partners. This website is an online farmers' market offering fresh produce and nonperishable farm-made products for sale.</li> <li>Maui County recently started a Department of Agriculture, which will help move this action forward.</li> </ul>
	G.2	<b>Develop a master list of locally grown and value-added products that can be accessed by hotels and restaurants to know more easily what is available. The list can include local growers; co-ops; volume of product available; list of food products (Chamber); other manufactured/value-added products.</b> <ul style="list-style-type: none"> <li>As part of HTA's Local Business Support program, HTA will compile a list of local vendors that the visitor industry can work with to include in their products and services.</li> </ul>

## Spring 2022 Progress Report – Maui DMAP (continued)

**Action H. Have HTA and the county advocate for consistent enforcement of laws and progress report(s) on enforcement.**

Progress	Sub-Action No.	Sub-Action
	H.1	<b>Advocate for increased enforcement of current laws.</b>

- MVCB met with a consultant about illegal tour operators to gather information and also requested a proposal for a complete list of illegal operators in east Maui and those operating commercially in the water. MVCB met with A3H to gather information about illegal tour companies. MVCB obtained a list of PUC-licensed operators, DLNR and Commercial Ocean Recreational Activity (CORA) permitted operators. MVCB met with Fare Harbor, an online booking system, to work together on adapting their intake system to ensure verification of required permits and licenses; and will be providing them a list of illegal operators.
- HTA and MVCB met with DLNR's Division of Conservation Resources Enforcement to understand how they give citations and problem areas.
- MVCB is compiling a fact sheet on the permits required for commercial photography on beaches and has identified the business, Pacific Dreams, which is the primary offender of operating unlicensed. MVCB has been creating a list of illegal land-based and ocean-based tour operators. MVCB is collaborating with the other island chapters to collectively approach visitor-facing websites and distribute a letter to illegal operators.

### Addressing Hotspots

The Maui DMAP designated a number of sites as a “hotspot” location. The DMAP defines a “hotspot” as “an area/site that attracts visitors due to its popularity, and may result in overcrowding, congestion, degradation of resources, safety hazards, and a negative experience for both the resident and visitor.” HTA, MVCB, and the County are in discussions as to what could be done to mitigate impacts.



## **8.3**

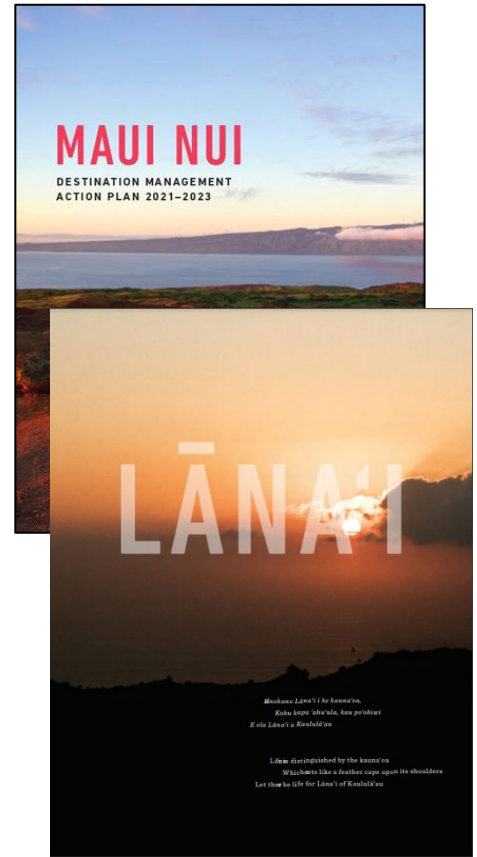
### Lanai Spring 2022 DMAP Progress Report

## Spring 2022 Progress Report – Lāna‘i Destination Management Plan





This report provides an update on the progress toward fulfilling Lāna‘i’s DMAP from April 1 through June 30, 2022, and specifically provides **updates on the actions identified for Phase 2 (March 2022-March 2023) implementation. Only Phase 2 sub-actions are listed unless otherwise noted. There are 25 sub-actions in Phase 2, of which 19 (78%) are in progress, one was on hold due to COVID-19, one has not been started, and four have been completed.**

The Lāna‘i Destination Management Action Plan (DMAP) was approved by the Hawai‘i Tourism Authority’s (HTA) board of directors in January 2021. It is a three-year plan divided into three phases. The Maui Nui DMAP, which incorporates the Lāna‘i DMAP, was released to the public and published on HTA’s website on March 4, 2021.

HTA provides funds to the Hawai‘i Visitors and Convention Bureau/Maui Visitors & Convention Visitors Bureau (MVCB) for a Destination Manager to assist HTA in implementing the DMAP. Mahalo to MVCB, the County of Maui’s Office of Economic Development, and Office of the Mayor’s Community Liaison for Tourism for their support and partnership in moving the Lāna‘i DMAP actions forward. HTA also acknowledges the other state and county agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.




### Legend

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	Not Started – Action has not begun.
	Delayed – Action was initially targeted for the identified phase, but then deferred to a later phase.
	In Progress – Action is being worked on.
	Completed – Action is finished being implemented.


## Spring 2022 Progress Report – Lānaʻi DMAP (continued)

### **Action A. Engage partners to determine a path forward that will enhance interisland transportation options for both residents and visitors.**


Progress	Sub-Action No.	Sub-Action
	A.1	<b>Advocate for airlines, County, HDOT and FAA to restore affordable and dependable air and sea transportation to viable levels that meet the needs of the community.</b>

- This situation continues to be monitored. Mokulele Airlines is bringing in a larger aircraft slated for the end of July 2022.


### **Action B. Develop partnerships and programs with resorts and other tourism businesses to improve and enhance community relationships.**

Progress	Sub-Action No.	Sub-Action
	B.1	<b>Facilitate discussions with Four Seasons, Sensei, and Hotel Lānaʻi management to explore ways to increase guest interactions and engagements with Lānaʻi City.</b>


- This remains an ongoing discussion.

	B.2	<b>Encourage more resort staff and guests to participate in community workdays and volunteer opportunities.</b>
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- MVCB contacted Pūlama Lānaʻi's Conservation Director to explore possibilities and is waiting to connect. Four Seasons' guests are interested in exploring volunteering activities that can even be done on-site.

	B.3	<b>Facilitate the conversation with hotels to coordinate marketing efforts with the community and small businesses based upon HVCB's Mālama Hawaiʻi program.</b>
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- Four Seasons is not participating in the Mālama Hawaiʻi program, which incentivizes visitors to partake in voluntourism activities, because their guests would do this type of activity on their own.

	B.4	<b>Create opportunities for residents to feel welcome at resort properties. Continue to invite Lānaʻi artists and crafts people to do workshops and fairs at the resort properties.</b>
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- Multiple community practitioners are involved with Four Seasons' Love Lānaʻi Program, which is designed to connect visitors and residents to the island's heritage with Lānaʻi cultural advisors. <https://www.fourseasons.com/lanai/landing-pages/property/love-lanai/>

Spring 2022 Progress Report – Lānaʻi DMAP (continued)

**Action C. Enhance and encourage the use of the Lānaʻi Culture & Heritage Center’s (LCHC) Guide App as a primary part of the travel protocol for traveling to the island.**




Progress	Sub-Action No.	Sub-Action
	C.1	<b>Identify appropriate places to visit and integrate into the app.</b> <ul style="list-style-type: none"> <li>This has been incorporated into the newly enhanced app.</li> </ul>
	C.2	<b>Develop functionality of app to indicate potentially dangerous areas/trails that are closed or roads under construction.</b> <ul style="list-style-type: none"> <li>This has been completed. The app enhancements were completed in April 2022.</li> </ul>
	C.4	<b>Encourage visitors to respect the land, the people and the lifestyle on Lānaʻi.</b> <ul style="list-style-type: none"> <li>The Lānaʻi Guide was incorporated into the homepage of the Expeditions ferry website, including the Guide App video, Mālama Maui County Pledge Video and Lānaʻi City video. There is also a new tab on the Expeditions website which now includes numerous HVCB-produced Mālama, Hawaiʻi Rooted and Kuleana/Travel Tips videos, including those specifically about Lānaʻi. The "Plan your Visit" page with "do's and don't's" and a sample day trip itinerary is also featured on the site.</li> </ul>

**Action D. Encourage sustainable tourism practices on Lānaʻi.**

Progress	Sub-Action No.	Sub-Action
	D.1	<b>Form a work group to brainstorm and develop solutions that are sustainable and oriented toward protection and preservation of Lānaʻi natural resources.</b> <ul style="list-style-type: none"> <li>An ad-hoc committee was formed. No activity was done in Q2 2022.</li> </ul>
	D.2	<b>Present solutions for implementation.</b>


Spring 2022 Progress Report – Lānaʻi DMAP (continued)

**Action E. Promote Lānaʻi City to increase spending that goes to residents and small businesses.**


Progress	Sub-Action No.	Sub-Action
	E.1	<p><b>Invite members of the community and businesses to be a part of an advisory group to guide messaging and campaigns to develop a unique brand for Lānaʻi City.</b></p> <ul style="list-style-type: none"> <li>MVCB made revisions to the Expeditions website, based on guidance provided by the Lānaʻi Advisory Group. MVCB is working with HVCB and Anthology on new messaging.</li> <li>The Advisory Group met on May 24. MVCB provided updates and received feedback on Mālama Lānaʻi Restoration Day, Expeditions' website revisions and hotspots. The majority of hotspots listed in the DMAP were not of concern to the Advisory Group members, with the exception of Hulopoʻe beach.</li> <li>MVCB is monitoring discussions on a paid reservation system for Hulopoʻe through the Hulopoʻe Beach Council which will likely go into effect.</li> <li>The Advisory Group's messaging will exclusively guide the story angles featured in five HI Now TV spots on Hawaiʻi News Now, which will be shot in August. The spots will feature Lānaʻi City, Lānaʻi Cat Sanctuary (Mālama Hawaiʻi partner), Mālama Lānaʻi daytrip, Lānaʻi Adventure Park and the Lānaʻi Guide App.</li> </ul>
	E.2	<p><b>Continue to promote day trips and one-day festivals that are popular with Maui residents. Start at mid-day so visitors can come in on the morning ferry. Develop new festivals if needed.</b></p> <ul style="list-style-type: none"> <li>MVCB is in discussions with Trilogy to determine the best path forward for the Mālama Lānaʻi Restoration Day daytrip. A one-minute video was produced showcasing the experience. The plan is to market it exclusively to groups as a CSR opportunity.</li> </ul>
	E.3	<p><del><b>Make transportation to Lānaʻi City easier for resort guests, and others that arrive via ferry and the airport.</b></del></p> <p><b><i>Committee agreed to refine this action to now read: "Create awareness of transportation opportunities to Lānaʻi City from the harbor and airport."</i></b></p> <ul style="list-style-type: none"> <li>MVCB incorporated transportation options on the Expeditions website. This information has also been included in a tri-fold piece about Lānaʻi for groups.</li> </ul>

## Spring 2022 Progress Report – Lānaʻi DMAP (continued)

**Action F. Encourage and enable visitors to plan a meaningful daytrip or stay on Lānaʻi that is respectful to the land, the people and the lifestyle on Lānaʻi.**

Progress	Sub-Action No.	Sub-Action
	F.1	<p><b>Develop consistent messaging, campaign and content to encourage and enable visitors to plan a meaningful daytrip or stay on Lānaʻi and for visitors to begin learning about Lānaʻi’s unique history, culture and community. Include where to get information once on Lānaʻi and where not to go. Responsible Lānaʻi visit.</b></p> <ul style="list-style-type: none"> <li>MVCB is working with HVCB and Anthology on new messaging with the Advisory Group's guidance. The collateral produced will be provided to concierge.</li> <li>MVCB is working with HI Now's Holoholo program to produce five TV spots on Hawai'i News Now. The Advisory Group's messaging will exclusively guide the featured story angles on Lānaʻi City, Lānaʻi Cat Sanctuary (Mālama Hawai'i partner), Mālama Lānaʻi daytrip, Lānaʻi Adventure Park and the Lānaʻi Guide App.</li> </ul>
	F.2	<p><b>Create educational videos or audio files to be played on ferry, airlines/airport and hotels. Identify the current video projects.</b></p> <ul style="list-style-type: none"> <li>In April, MVCB discovered that the Mālama Maui County Pledge video was not being played on the Expeditions ferry. MVCB worked to incorporate this. All Mālama videos were incorporated on Expeditions' website.</li> <li>The Mālama Maui County Pledge will also be included in Maui Ocean Center's ticket confirmation emails.</li> <li>MVCB is working with Four Seasons to add the Mālama Maui County Pledge video on in-room television programming.</li> </ul>
	F.3	<p><b>Create brochures for distribution by Lānaʻi businesses, hotels and kiosks.</b></p> <ul style="list-style-type: none"> <li>MVCB is working with HVCB to have this developed. The brochures will be provided to concierge.</li> </ul>
	F.4	<p><b>Work with the community and businesses to develop online and social media content.</b></p> <ul style="list-style-type: none"> <li>In May, MVCB began discussions with the Lānaʻi Advisory Group on a social media campaign to support Lānaʻi City and the new brand.</li> <li>In June, MVCB requested quotes from local photographers on Lānaʻi to conduct a photo shoot of Lānaʻi City and the surrounding area, to be utilized in the social media campaign and on visitor-facing websites. Input will be provided by the Lānaʻi Advisory Group.</li> </ul>
	F.5	<p><b>Describe what activities need to be arranged ahead of time such as reserving a 4-wheel drive vehicle.</b></p> <ul style="list-style-type: none"> <li>This information has been incorporated into the Expeditions website.</li> </ul>

## Spring 2022 Progress Report – Lānaʻi DMAP (continued)

 **F.6** Prior to visitors reaching Lānaʻi, provide information on a through multiple means. Communications vehicles could include: an enhanced gohawaii.com Lānaʻi webpage to help visitors plan their trip/day on Lānaʻi ahead of time; have informational iPads available on the ferry; have a person who can assist visitors going to Lānaʻi in Lahaina Harbor ferry line; brochures to distribute; etc.

- Enhanced information has been incorporated into the Expeditions website.

 **F.7** Explore setting up a visitors' center/kiosk with a main location in town and potentially branches at the harbor and airport dedicated to providing information for all visitors upon arrival.


- The digital kiosk was installed at Lānaʻi Airport in Summer 2021. It was removed in Q1 2022 based on feedback from the Steering Committee and usage numbers.

**Action G. Develop and implement a process whereby visitors to Lānaʻi acknowledge to protect, respect, and learn about Lānaʻi cultural and natural resources, and community during their visit through the Mālama Maui County Pledge.**

Progress	Sub-Action No.	Sub-Action
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 **G.1** Support and promote the Mālama Maui County Pledge.


- This effort has been completed and continues forward. The Mālama Maui County Pledge and other Mālama videos were added to a new tab on the Expeditions website. The Mālama Maui County Pledge video is being added to Four Seasons' in-room television programming.

 **G.2** Strengthen and foster the connection with Lānaʻi. Some level of sustainable and responsible tourism as an overall theme.



- The Mālama Lānaʻi Restoration Day took place on May 7 with 32 visitors in attendance. MVCB conducted a debrief meeting with tri-partners Trilogy and Pūlama Lānaʻi. MVCB is continuing planning efforts for the next Mālama Lānaʻi daytrip.
- MVCB met with Pūlama Lānaʻi to move forward on installing a sunscreen dispenser at Hulopoʻe beach.

Spring 2022 Progress Report – Lānaʻi DMAP (continued)

**Action H. Discourage activity companies from dropping off visitors who use Lānaʻi beaches and facilities without contributing to maintenance of the beaches and facilities.**

Progress	Sub-Action No.	Sub-Action
	H.1	<b>Identify and implement the best way(s) to discourage this activity.</b>
		<ul style="list-style-type: none"> <li>MVCB is working with the Hulopoʻe Beach Council and attending their meetings. The Steering Committee feels that the Council is the best organization to move this action forward. They are currently working on a reservation system for the area. MVCB continues to monitor the situation.</li> </ul>

**Action I. Educate visitors on activities and events available on Lānaʻi focused on cultural and natural resources. These activities could include fishpond restoration, koa tree planting, etc.**

Progress	Sub-Action No.	Sub-Action
	I.1	<b>Support the development of marine science/natural resources seminars and workshops here that can be attended by residents and tourists to tailor a more educational type of vacation.</b>
		<ul style="list-style-type: none"> <li>Activities were done in previous quarters. No action was taken in Q2 2022.</li> </ul>
	I.2	<b>Encourage community service opportunities.</b>
		<ul style="list-style-type: none"> <li>The first Mālama Lānaʻi Restoration Day took place on May 7 with 32 visitors in attendance.</li> <li>Community-supported information about the Lānaʻi Cat Sanctuary was added to Expeditions' website.</li> <li>The Lānaʻi Cat Sanctuary and Mālama Lānaʻi daytrip opportunity will be featured in separate HI Now Spots to be shot in August.</li> </ul>



## **8.4**

### Hawaii Island Spring 2022 DMAP Progress Report

## Spring 2022 Progress Report – Hawai'i Island Destination Management Action Plan

This report provides an update on the progress toward fulfilling Hawai'i Island's Destination Management Action Plan (DMAP) from April 1 through June 30, 2022, and specifically provides **updates on the actions identified for Phase 2 implementation**. Q2 2022 marks the beginning of Phase 2 actions. **Only Phase 2 sub-actions are listed unless otherwise noted. There are 40 sub-actions in Phase 2, of which 32 (80%) are in progress.**

The Steering Committee met on June 9, 2022 to review and refine some of the sub-actions that seemed duplicative in nature. Action D in the Hawai'i Island DMAP has been incorporated into Actions A and C. All other actions remain the same.

This report also includes a section on the DMAP's hotspots and activities to date.

The Hawai'i Island DMAP was approved by the Hawai'i Tourism Authority's (HTA) board of directors in February 2021. It is a three-year plan divided into three phases. It was released to the public and published on HTA's website on April 1, 2021.

HTA provides funds to the Hawai'i Visitors and Convention Bureau/Island of Hawai'i Visitors Bureau (IHVB) for a Destination Manager to assist HTA in implementing the DMAP. Mahalo to IHVB and the County of Hawai'i's Department of Research & Development for their support and partnership in moving the Hawai'i Island DMAP actions forward. HTA also acknowledges the other state, county and federal agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.

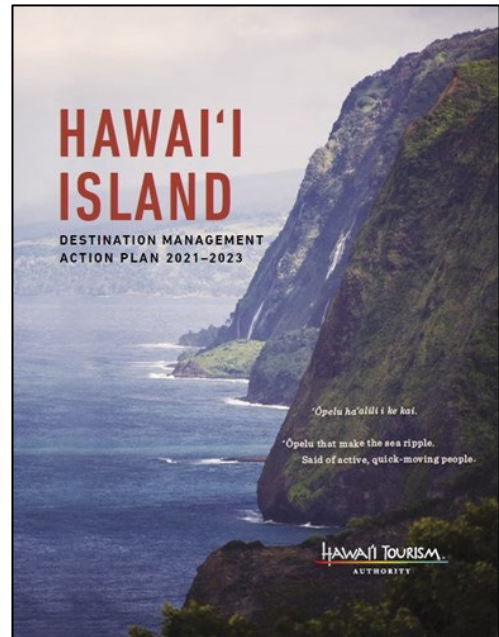








Figure 1 Hawai'i Island DMAP Cover

### Legend

Symbol	Definition
	Not Started – Action has not begun.
	Delayed – Action was initially targeted for the identified phase, but then deferred to a later phase.
	In Progress – Action is being worked on.
	Completed – Action is finished being implemented.

## Spring 2022 Progress Report – Hawai'i Island DMAP (continued)

### Action A. *Protect and preserve culturally significant places and hotspots.*

Progress	Sub-Action No.	Sub-Action
	A.1	<b>Develop and support opportunities to Mālama and steward the places and culture of Hawai'i Island for both residents and visitors, including using Native Hawaiian practices of resource and cultural stewardship.</b> <ul style="list-style-type: none"><li>HTA's partnership with KUPU and the Hawai'i State Department of Land and Natural Resources' (DLNR) Nā Ala Hele Trail program to support the Pololū Valley Stewardship Pilot Program with stewards from the area ended in May 2022. The stewardship program will be continued by DLNR.</li><li>IHVB facilitated meetings with community members and stakeholders from Waipi'o Valley to address issues.</li><li>Liko No Ka Lama community steward membership and voluntourism programs were created and implemented through County support. Culture-based education and stewardship activities continue on a weekly basis.</li></ul>
	A.2	<b>Emphasize local area cultural history and expertise to further expand Hawaiian cultural values, knowledge, and language with an emphasis on connection to place.</b> <ul style="list-style-type: none"><li>HTA's partnership with KUPU and the Hawai'i State Department of Land and Natural Resources' (DLNR) Nā Ala Hele Trail program to support the Pololū Valley Stewardship Pilot Program with stewards from the area ended in May 2022. The stewardship program will be continued by DLNR.</li><li>IHVB conducted an Island of Hawai'i Mālama familiarization trip in May with 10 pre-qualified travel advisors. The FAM included Pololū Valley Lookout – interacting with stewards to be educated on the Stewardship Program and desired messaging for future visitors, education on the Waipi'o Valley road closure and future messaging, storytelling, cultural activities, connection to place, and featuring Anna and Danny Akaka, Jr. of Mauna Lani, Auberge Resorts Collection, Ka'iulani Blankenfield of Fairmont Orchid, Kauhane Holeca of Courtyard King Kamehameha's Kona Beach Hotel, and Glenn Manaba of Grand Naniloa Hotel Hilo. Attendees were introduced to hotel experiences such as the Ulu Pono Garden Experience at Fairmont Orchid, the future reforestation program at The Westin Hapuna Beach Resort, reef talks, reef clean ups, and Mālama partner volunteer programs:<ul style="list-style-type: none"><li>Kona Joe's Coffee Farm (roasting experience)</li><li>Kona Soap and Chocolate Tour</li><li>Hawaiian Vanilla Company</li><li>Farmers Markets and supported small town visits through lunch and shopping</li><li>Introduction to Hawai'i Ocean Science &amp; Technology Park businesses offering tours</li><li>Kona Sea Salt Farm Tour</li><li>Chef dinner featuring island products</li></ul></li><li>The Native Hawaiian Hospitality Association (NaHHA) continued to conduct webinar trainings (<a href="https://www.nahha.com/training">https://www.nahha.com/training</a>).</li><li>The County's 2022 grant projects included:<ul style="list-style-type: none"><li>Wahi Pana O Kahalu'u video outline and scripts were drafted. Focus areas include historical, cultural and ecological significances of the bay, as well as appropriate visitation behaviors.</li></ul></li></ul>

## Spring 2022 Progress Report – Hawai'i Island DMAP (continued)

- The research team for the Lehia to Paipai Coastline project conducted interviews, site visits and gathered observational notes at nine wahi pana. Mo'olelo and data were documented, and the following themes were identified: reverence to place and environmental beauty; continuance of native Hawaiian spiritual connection to 'āina; generational resource collection for subsistence and survival; strong caution and awareness of the danger of the coastline; and Lehia continues to be a community gathering place.



**A.3**

**Build capacity in communities to support increased opportunities for community-led stewardship actions and initiatives to manage resources, such as closing areas or limiting access (visitor and potentially resident) during certain times of the year.**

- The County is supporting two Kapalilua Kia'i 'Āina stewardship positions that were co-created with communities to conduct support and data collection at four hotspot areas: Kealakekua, Hōnaunau, Ho'okena and Miloli'i. The community consultant and Kia'i 'Āina position templates for recruitment and selection and stewardship will be available to future collaborators and partners.



**A.4**

**Work with the different stakeholders to communicate areas that need to be protected with the visitor industry and visitors.**

- IHVB has been liaising with various community groups for stewardship opportunities targeted at DMAP hotspots – Punalu'u, Waipi'o Valley, and Kumukahi.
- IHVB put together a Waipi'o Valley Steering Committee. Virtual and in-person meetings were held throughout Q2. Discussions are still taking place.
- The County held its quarterly Hawai'i Island Resilience Cohort Coalition meetings.
- Hawai'i Tourism USA's Mālama Hawai'i program continues to evolve.



**A.5**

**Create opportunities for community members to share in an ongoing way about the impact of tourism as well as the wahi pana, historically significant sites, and sacred sites that need to be protected.**

- Waipi'o Valley Steering Committee meetings took place to develop ways to address impact and preserve the wahi pana of Waipi'o Valley.
- The County is providing funding support for The Kohala Center's Wahi Pana O Kahalu'u Series: Introduction & Ho'olauna and the Edith Kanaka'ole Foundation's Lehia to Paipai Coastline Research Project.
- NaHHA continues to offer its Wahi Pana Series webinars.

**Action B. Develop resources and educational programs to perpetuate authentic Hawaiian culture and 'Ōlelo Hawai'i.**

**Progress**

**Sub-Action No.**

**Sub-Action**



**B.1**

**Identify and assess proper providers and learning tools.**

- IHVB is building its network of visitor industry cultural practitioners to engage in moving DMAP culture actions forward. IHVB worked in the Kohala and Kona areas.
- IHVB assisted in the implementation of the La Mo'omeheu Hawai'i familiarization tour with the Kohala Coast Resort Association and community stakeholders, which shared Hawaiian cultural programs and introduced attendees comprised of DMAP Steering Committee members and community and government leaders to cultural ambassadors on the five Kohala Coast properties.

## Spring 2022 Progress Report – Hawai'i Island DMAP (continued)



**B.2**

**Support Hawaiian cultural educational and training programs – including 'Ōlelo Hawai'i (Hawaiian language) for the employees in the visitor industry (e.g. hotels, tour guides).**

- The Native Hawaiian Hospitality Association (NaHHA) held its Ka Huina virtual two-day conference on June 8 and 9. <https://www.nahha.com/kahuina>
- NaHHA also continued its training webinars.



**B.3**

**Develop a recognition program for businesses who complete the Native Hawaiian Hospitality Association (NaHHA) programs (e.g. placards/certification).**

- NaHHA provides certificates of completion for their trainings should participants request them. NaHHA is exploring the creation of its own certification program.



**B.4**

**Actively promote HTA's Ma'ema'e Toolkit to the visitor industry and business communities.**

- IHVB shared out the Ma'ema'e Toolkit to educate travel agents during their travel agent trainings.



**B.5**

**Increase support and opportunities for cultural practitioners and community members to interact. Educate the visitor industry and individual companies about place-based practices to become more place-based.**

- The County is funding a pilot project – Kipa Program – through the Edith Kanaka'ole Foundation. The project will be completed in Summer 2022.
- NaHHA continued to offer its Wahi Pana Series webinars.



**B.6**

**Support a Tour Guide Certification Program.**

- NaHHA contracted with the University of Hawai'i's School of Travel Industry Management (TIM) for a Tour Guide Certification Program study funded by HTA. The study is anticipated to be completed in September 2022.



**B.7**

**Continue support of programs and projects that perpetuate the Hawaiian culture with the community and visitors, such as HTA's Kūkulu Ola program.**

- Four Kūkulu Ola projects were funded in 2022 on Hawai'i Island. These were mentioned in past reports.
- Community Enrichment Program projects and events held during the second quarter included the King Kamehameha Day Festival, Hawai'i Kuauli Pacific & Asia Cultural Festival, Volcano Art Center's May events, Kanu Hawai'i, and Merrie Monarch Festival.



**B.8**

**Encourage the integration of 'Ōlelo Hawai'i (Hawaiian language) into workforce and adult training programs.**

- This action continues with NaHHA's webinars trainings <https://www.nahha.com/training>.
- Hawai'i Community College has an online 'Ōlelo Hawai'i program.

## Spring 2022 Progress Report – Hawai'i Island DMAP (continued)

**Action C. Support and promote 'āina-based education and practices to protect and preserve our natural resources so that residents and visitors will aloha 'āina.**

*Note: Actions C.5-C.10 were originally sub-actions under the original Action D. They are now incorporated herein.*

Progress	Sub-Action No.	Sub-Action
	C.1	<p><b>Identify, support, and partner with existing and new 'āina-based groups that are protecting and stewarding wahi pana (legendary/celebrated places or landmarks), cultural practices, and people.</b></p> <ul style="list-style-type: none"> <li>IHVB has been liaising with various community groups for stewardship opportunities targeted at DMAP hotspots – Punalu'u, Waipi'o Valley, and Kumukahi.</li> </ul>
	C.2	<p><b>Pilot a certification program, in collaboration with community leadership and the university system, for workers tied to natural resources, cultural resources, and stewardship. Identify and review existing 'āina-based curricula, and create new curricula when necessary, that emphasizes Native Hawaiian knowledge, culture, place, and pono practices-based management. Develop curriculum that is led by efforts from that area and connects firmly to place-based management and stewardship.</b></p> <ul style="list-style-type: none"> <li>This pilot program is funded by the County – Edith Kanaka'ole Foundation's Kipa Program. Results will be provided to the County at the end of Summer 2022.</li> </ul>
	C.3	<p><b>Support interested 'āina-based groups to serve as interpretive educators, trainers, and/or cultural ambassadors to share cultural knowledge with the guest and visitor industry, tour operators, and other business owners.*</b></p> <ul style="list-style-type: none"> <li>Through the County's Hawai'i Island Resilience Action Team pilot projects, Mālama Wai Kupuna's culture-based education program is being supported.</li> </ul>
	C.4	<p><b>Support enhanced interpretation and education on Maunakea, including partnership with the Hawaiian community and residents.</b></p> <ul style="list-style-type: none"> <li>'Imiloa Astronomy Center's Visitor Center is operating and increasing its number of rangers. Monitoring to see what occurs with its newly created advisory board.</li> </ul>
	C.5	<p><b>Implement regenerative management strategies, like those found in the kapu system, Hā'ena on Kaua'i, East Maui, and Hanauma Bay on O'ahu. Provide clear opportunities and processes for local communities to participate in visitor access and resource and congestion management in their communities.</b></p> <ul style="list-style-type: none"> <li>The County closed Kahalu'u Park from May 16 to 20 during the coral spawning period.</li> </ul>
	C.6	<p><b>Support and advocate for stewardship efforts of coastal waters and beaches that incorporate and emphasize a mauka to makai collaborative approach given broader environmental implications.</b></p> <ul style="list-style-type: none"> <li>The County's funding to Conservation International's Advancing a New Mālama 'Āina Vision for Tourism on Hawai'i Island continues to move this action forward as well as Edith Kanaka'ole Foundation's Lehia o Paipai Coastline Research Project.</li> </ul>

## Spring 2022 Progress Report – Hawai'i Island DMAP (continued)

- IHVB continues to liaise with nonprofits and community stakeholders to address impacts in Punalu'u, Kumukahi, and Waipi'o Valley.



C.7

**Work with communities in each place to identify the carrying capacity (how many people a place can accommodate without having adverse effects and impacts on the biological resources of that place) of sites and develop a process for ongoing stewardship that is community-led. Explore the creation of pilot projects to find the balance at certain sites.**

- The County will be implementing its "honu'aiakea process" at Pohoiki.
- IHVB is in discussion with a nonprofit organization to address visitor impacts to honu at Punalu'u.



C.8

**Explore policies and regulations that aid in the implementation of stewardship plans and enforcement of critical need areas.**

- The County closed Kahalu'u Park from May 16 to 20 during the coral spawning period.
- IHVB is leading facilitation meetings with the Waipi'o Valley Steering Committee to come up with potential community-led solutions.



C.9

**Explore implementation of geo-fencing technology to aid management of sites.**

- Hawai'i Visitors and Convention Bureau (HVCB) continues using the banners on the Waze app to communicate to and educate travelers.



C.10

**Find ways to support communities who do not know how to deal with "rogue" visitors.**

- The County's Resilience Action Team initiated planning for the Resilience Corp pilot project that provides stewards, docents and security to manage visitation to Pohoiki Park.
- IHVB is in discussion with a nonprofit organization to address visitor impacts to honu at Punalu'u.

**Action D. Create opportunities for ongoing dialogue, communications, and engagement between the visitor industry, government and communities to improve community-industry relations and better serve the community.**

*Note: This was formerly Action E. Original Action D is combined with actions A and C.*

Progress	Sub-Action No.	Sub-Action
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D.1

**Develop an education and awareness campaign targeted at residents using traditional and social media vehicles.**

- The Hawai'i Visitors and Convention Bureau developed a resident campaign which featured DMAP activities, highlighting tourism's contributions to the community.
- IHVB and the County partnered to feature DMAP Steering Committee members and nonprofits/community members' work and involvement with Hawai'i Island's DMAP on KHON's Living808. There were nine spots featuring the following:
  - Kūha'o Zane, DMAP Steering Committee

## Spring 2022 Progress Report – Hawai'i Island DMAP (continued)

- Lito Arkangel, Bruce, and Tracey, making of the Pono Pledge video (Hale 'ŌLELO)
- GoFarm Hawai'i
- Charles Young, DMAP Steering Committee, Ho'okena Beach Park
- Hōleka, Ola Ka Lāhui, La'i'ōpua 2020, Kūkulu Ola recipient
- Cynthia Ho, Keep Puakō Beautiful
- Sarah Pule-Fujii, Pololū Valley Stewards
- Franny Kinslow Brewer, Big Island Invasive Species Committee, Aloha 'Āina recipient
- Cindi Punihaoale, Kahalu'u Bay Education Center
- HVCB's paid digital campaign with Hawai'i News Now and DMAP efforts as well as Hawai'i Travel Tips video and creative was displayed at Kona and Hilo airports.



D.2

**Create opportunities for visitor industry, government, and community stakeholders to connect on a regular basis for ongoing dialogue to 1) create shared understanding of the issues that our communities and the visitor industry face; 2) ensure that the visitor industry is supporting a sustainable and healthy Hawai'i Island; and 3) inform about tourism's contributions to the community.**

- IHVB held a PR Colleagues luncheon in June at Waikoloa Marriott Beach Marriott Resort & Spa with 22 public relations attendees present to learn about HTA's Strategic Plan, DMAP, regenerative tourism, the Pono Pledge, public relations activities, and partnerships.
- HVCB led a webinar about navigating media and familiarization trips with NaHHA and travel2change's Kaiāulu Ho'okipa Cohort. These new regenerative tourism experiences are in the process of being onboarded to the Mālama Hawai'i Program.
- HVCB is also working with United Airlines on a mileage promotion that encourages Hawai'i customers to watch various Mālama Hawai'i videos before they arrive.



D.3

**Increase and maintain regular opportunities to collaborate with HTA on its outreach efforts in the community to ensure a more robust and coordinated effort. This includes informing the industry and community about HTA's mission and its resources, and sharing the destination's marketing efforts and activities to orient businesses and communities about HTA, IHVB and the Global Marketing Team's initiatives.**

- HTA regularly posts on its social media platforms, provides monthly communications via its e-bulletin of its activities and partnership opportunities, conducts interviews with local, national and international media, and participates in various community and business-related meetings.



## Spring 2022 Progress Report – Hawai'i Island DMAP (continued)

**Action E. Implement a comprehensive communications and education plan that facilitates positive community-visitor relations and pono practices, including the Pono Pledge.**




*Note: This was formerly Action F.*

Progress	Sub-Action No.	Sub-Action
	E.1	<p><b>Increase messaging efforts to uplift and improve access to the Pono Pledge, and shift visitor and resident mindsets as they travel around Hawai'i Island.</b></p> <ul style="list-style-type: none"> <li>Japanese captions have been added to the Pono Pledge video, which IHVB shared at Hawai'i Tourism Japan's Japan Summit with travel agents representatives, Hawai'i industry partners, and Japanese media on June 6.</li> <li>IHVB supported Department of Transportation – Harbors Division with Pono Pledge cards and a TV monitor for cruise passengers to view the Pono Pledge video, upon arrival and departure.</li> </ul>
	E.2	<p><b>Provide visitors with easy access to messaging, including increasing information pathways and educational materials, related to protecting culture and sense of place (i.e., in-flight videos on in-bound flights in multiple languages; rental cars; radio station public service announcements; podcasts; required place-based visitor orientation, etc.).</b></p> <ul style="list-style-type: none"> <li>The Hawai'i Travel Tips video is being shown at the Kona and Hilo airports in addition to in-room hotel/resort channels, and mobile geo-targeted/geo-fenced flights. The island-specific Waze banners continued to be deployed.</li> <li>Hawai'i Island's visitor industry partners continue to incorporate mindful travel messaging into their email signatures and communications to guests.</li> </ul>
	E.3	<p><b>Continue to encourage and work with visitor industry stakeholders and businesses to integrate the Pono Pledge into their practices, such as business booking reservations, QR codes, phone apps, and monitors at the baggage claim.</b></p> <ul style="list-style-type: none"> <li>Hawai'i Island's visitor industry partners continue to incorporate mindful travel messaging into their email signatures and communications to guests.</li> <li>One of the County's <i>Hele-On</i> mass transit commuter buses was wrapped with Pono Pledge messaging. It was also used to transport attendees of Hawai'i's Island's Meetings Today LIVE Hawai'i familiarization tour for meeting planners. The wrap will stay on through the end of 2022, furthering Pono Pledge messaging.</li> </ul>
	E.4	<p><b>Collaborate with all segments of the visitor industry and community-based organizations for stewardship opportunities for visitors to leave Hawai'i Island a better place.</b></p> <ul style="list-style-type: none"> <li>Hawai'i Island's visitor industry partners continue to incorporate mindful travel messaging into their email signatures and communications to guests.</li> <li>HVCB led a webinar about navigating media and familiarization trips with NaHHA and travel2change's Kaiāulu Ho'okipa Cohort. These new regenerative tourism experiences are in the process of being onboarded to the Mālama Hawai'i Program.</li> <li>IHVB met with the Lele'iwi Community Association and other community members in hopes to address concerns about commercial activity around Richardson Beach Park and the Keaukaha surrounding area.</li> </ul>

## Spring 2022 Progress Report – Hawai'i Island DMAP (continued)

**Action F. Promote agritourism, and partner with Hawai'i Island's agriculture industry to support local food security.**



*Note: This was formerly Action G.*

Progress	Sub-Action No.	Sub-Action
	F.1	<p><b>Create, support, and promote agritourism initiatives to connect local producers with visitors; provide visitors an active experience with nature and agriculture; and support legal vacation rentals in rural areas (e.g. farm stays) to alleviate the need for illegal vacation rentals in rural areas.</b></p> <ul style="list-style-type: none"><li>• The County continues to support the following projects in 2022: Hawai'i Farm Trails; Big Island Made; Locavore Store, Hawai'i Island Agriculture Partnership, Big Island Box, Farm-to-Car, and marketing and promotional activities of the ornamental flower industry.</li><li>• HTA's Global Marketing Team promotes agritourism and buying local as follows:<ul style="list-style-type: none"><li>○ Hawai'i Tourism USA's consumer and travel trade e-newsletters featured five great neighborhoods for culinary adventures, with an emphasis on local restaurants and fare.</li><li>○ Hawai'i Tourism Japan (HTJ) continued to create columns on its website about Made in Hawai'i products and stories. HTJ also introduced to Japan travelers the "Food-A-Go-Go" campaign that supports local farmers and restaurants on a microsite and raised awareness about initiatives to focus on local production and consumption in addition to promoting made in Hawai'i products at events in Tokyo and Nagoya.</li><li>○ Hawai'i Tourism Oceania's Mālama Guide to Hawai'i is on sale with International Traveller magazine. It includes a section of locally made products in Hawai'i.</li><li>○ Hawai'i Tourism Korea introduced to Korea travelers the Hawai'i farmers market, on its official Instagram and Facebook pages, as well as through Farm to Bottle vendors of Hawai'i in the latest issue of Bar &amp; Dining.</li><li>○ Hawai'i Tourism China posted an article introducing the Kona Historical and Cultural Farm and Kona Coffee Cultural Festival via various social media channels.</li></ul></li></ul>
	F.2	<p><b>Encourage the visitor industry (e.g., hotels and restaurants) to buy local produce, products, and goods.</b></p> <ul style="list-style-type: none"><li>• At the request of HTA, the Hawai'i State Department of Business, Economic Development &amp; Tourism (DBEDT) provided an analysis of Hawai'i's visitor industry contribution (visitor spending) to the local agriculture industry. This provides baseline data. To view the study, visit: <a href="https://bit.ly/tourismandagriculture">https://bit.ly/tourismandagriculture</a></li></ul>
	F.3	<p><b>Support efforts of local producers to sell their goods online by strengthening online infrastructure, transportation of goods, marketing, and fulfillment of orders.</b></p>

## Spring 2022 Progress Report – Hawai‘i Island DMAP (continued)




### **Action G. Invest in community-based programs that enhance quality of life for communities.**

*Note: This was formerly Action H.*

Progress	Sub-Action No.	Sub-Action
	G.1	<p><b>Support community-led and activated efforts and offer capacity building/education opportunities to strengthen Hawai‘i Island’s product offerings.</b></p> <ul style="list-style-type: none"> <li>HTA in partnership with the International Festivals &amp; Events Association offered a week-long “Growing Your Success” webinar series targeted at festivals and events planners from May 16 to 20.</li> </ul>
	G.2	<p><b>Uplift approaches to tourism that are reflective of Hawai‘i Island and its different communities.</b></p> <ul style="list-style-type: none"> <li>This action continues to be worked.</li> </ul>



### **Action H. Advocate/create more funding sources to improve infrastructure.**

*Note: This was formerly Action I.*

Progress	Sub-Action No.	Sub-Action
	H.1	<p><b>Engage in cohesive infrastructure planning to address community and industry needs, such as incorporating plans to widen bike paths in tandem with other necessary road repairs.</b></p>
	H.2	<p><b>Coordinate with government entities, institutional stakeholders, and nearby private landowners.</b></p>
	H.3	<p><b>Advocate for CIP projects for infrastructure related to residents and visitors.</b></p>

### **Action I. Improve enforcement of vacation rental regulations.**

*Note: This was formerly Action J.*

Progress	Sub-Action No.	Sub-Action
	I.1	<p><b>Confirm the existing baseline of (number of) vacation rentals. Gauge the capacity for current and new rentals.</b></p> <ul style="list-style-type: none"> <li>IHVB is working with Councilmember Heather Kimball. No commission on a study thus far.</li> </ul>
	I.2	<p><b>Explore ways to improve enforcement.</b></p>

## Spring 2022 Progress Report – Hawai‘i Island DMAP (continued)

### Addressing Hotspots

The Hawai‘i Island DMAP designated a number of sites as a “hotspot” location. The DMAP defines a “hotspot” as “an area/site that attracts visitors due to its popularity, and may result in overcrowding, congestion, degradation of resources, safety hazards, and a negative experience for both the resident and visitor.” Below is a summary of activities being done to mitigate and prevent impact at certain hotspots.

Area/site	Action Taken
<b>Waipi‘o Valley</b>	IHVB convened and facilitated Steering Committee meetings with Waipi‘o Valley residents and stakeholders to unearth community-led solutions to mitigate security, safety and access concerns in the valley.
<b>Pololū Valley</b>	HTA funded a Pilot Stewardship program from August 2021 to May 2022. DLNR is taking the program over.
<b>Kealakekua Bay State Historical Park</b>	DLNR is in the process of finalizing its Masterplan. Community Action Plan (CAP) meetings are being facilitated by The Nature Conservancy (TNC), and a plan is being composed. IHVB, HTA and the County also met with TNC and members of the community regarding the CAP.
<b>South Kona – Ho‘okena, Miloli‘i</b>	The County contracted with Conservation International for paid stewards in the area.
<b>Kahalu‘u Bay</b>	The County has a pilot program that includes parking fees and park closures. The County is also funding an educational program.
<b>Kumukahi (newest black sand beach)</b>	The County has closed this area off however there is continued use of the trail occurring. The County, DLNR, and University of Hawai‘i is also working together to make it a more protected area instead of a recreational area. A local nonprofit organization is interested in stewarding the trails and area.
<b>Keaukaha</b>	The County is addressing issues within the community. HTA is supporting a Stewardship Pilot Program through the County’s Resiliency Corp. IHVB also working with the County.
<b>Punalu‘u</b>	IHVB has identified the need to conduct more educational outreach to protect the honu and will be supporting a nonprofit group to assist in this area. The County’s Ka‘ū Action Committee also seeks to address issues in this area.
<b>Pohoiki</b>	HTA is partnering with the County for a Community Tourism Collaborative – a series of community events to develop a stewardship action plan in Q3 2022-Q1 2023.
<b>Ho‘okena Beach</b>	Friends of Ho‘okena has a stewardship program in place. This hotspot is a resting place for dolphins. This is being addressed by NOAA.
<b>Hōnaunau Bay, Captain Cook Monument</b>	The County has a contract with Conservation International and there are paid stewards at this site.
<b>Ka‘ū – Papakōlea/Green Sands Beach</b>	HTA has been in discussions with Department of Hawaiian Home Lands. In Spring 2022, a community organization applied for U.S. Economic Development Administration (EDA) funds to address issues at this hotspot. DHHL and HTA provided letters of support. Unfortunately, the proposal was not accepted by EDA.

## Spring 2022 Progress Report – Hawai'i Island DMAP (continued)

<b>Kalae (South Point)</b>	HTA, the County and IHVB had discussions with DHHL in Spring and Summer 2021. HTA awaited news on the nonprofit organization's EDA grant application. HTA will reach out to DHHL to continue conversations.
<b>Hawai'i Volcanoes National Park</b>	IHVB is providing communications as needed to visitors.

## **8.5**

### Oahu Spring 2022 DMAP Progress Report

## Spring 2022 Progress Report – O’ahu Destination Management Plan





The O’ahu Destination Management Action Plan (DMAP) was approved by the Hawai’i Tourism Authority’s (HTA) board of directors in July 2021. It is a three-year plan divided into three phases. O’ahu’s DMAP was released to the public and published on HTA’s website on August 31, 2021.

This report provides an update on the progress toward fulfilling O’ahu’s DMAP from April 1 through June 30, 2022, and specifically provides **updates on the actions identified for Phase 1 (September 2021-September 2022) implementation. Only Phase 1 sub-actions are listed unless otherwise noted. There are 37 sub-actions in Phase 1, of which 31 (84%) are in progress. One sub-action in Phase 2 is being worked on and one has been completed.**






HTA provides funds to the Hawai’i Visitors and Convention Bureau/O’ahu Visitors Bureau (OVB) for a Destination Manager to assist HTA in implementing the DMAP. Mahalo to OVB and the City and County of Honolulu’s Office of Economic Revitalization for their support and partnership in moving the O’ahu DMAP actions forward. HTA also acknowledges the other state and county agencies, nonprofit organizations, and the visitor industry which have been integral to advancing the DMAP efforts.

### Legend

Symbol	Definition
	Not Started – Action has not begun.
	Delayed – Action was initially targeted for the identified phase, but then deferred to a later phase.
	In Progress – Action is being worked on.
	Completed – Action is finished being implemented.

## Spring 2022 Progress Report – O’ahu DMAP (continued)




**Action A. Decrease the total number of visitors to O’ahu to a manageable level by controlling the number of visitor accommodations and exploring changes to land use, zoning and airport policies.**

Progress	Sub-Action No.	Sub-Action
	A.1	<p><b>Lower the number of illegal short-term vacation rentals by supporting the County to improve enforcement of current regulations. Support the County in implementing new rules.</b></p> <ul style="list-style-type: none"> <li>The City Council approved Bill 41 on April 13, 2022, and Mayor Rick Blangiardi signed the measure into law on April 26, 2022. The ordinance takes effect on October 23, 2022. Transient Vacation Units are allowed in resort areas. In other places, guests can stay a minimum of 90 days. The City's Department of Planning and Permitting will provide enforcement with new staff federally funded by the American Rescue Plan Act. There is currently a federal lawsuit filed, however, unless the court orders it to stop, the City will continue to move forward on this.</li> </ul>
	A.2	<p><b>Provide resources to engage communities and agencies to collaborate on additional rules; particularly to limit expansion of legal short-term vacation rentals outside of the resort areas.</b></p> <ul style="list-style-type: none"> <li>HTA, HVCB and OVB sent email blasts to its databases, memberships, the OVB Board and other partners to request their support and testimony on Bill 41.</li> <li>OVB met with HVCB membership to review the changes in Bill 41 for O’ahu members that would be affected by the change of law, which will take effect on October 23.</li> </ul>
	A.3	<p><b>Commit resources to study methods of limiting supply such as:</b></p> <ul style="list-style-type: none"> <li><b>Controlling new visitor accommodation development through building permits or approvals for new sites.</b></li> <li><b>Exploring changes to land use, zoning, airport policies, etc. that influence tourism infrastructure and ultimately determine the number of visitors that can access O’ahu sites.</b></li> </ul>



## Spring 2022 Progress Report – O‘ahu DMAP (continued)

### **Action B. Implement a pre- and post-arrival tourism communications program to encourage respectful and supportive behavior.**

Progress	Sub-Action No.	Sub-Action
	B.1	<b>Identify the best messaging and ways to reach and communicate with visitors prior to arrival.</b>
<ul style="list-style-type: none"> <li>HTA's Global Marketing Team (GMT) continues to incorporate Mālama Hawai'i messaging in all consumer, public relations, and travel trade initiatives.</li> <li>HTA's Pono Travel Education Program continued in May and June at Daniel K. Inouye International Airport and all major airports statewide to include Kuleana and Mālama messaging as well as Ocean Safety videos at available prime locations to reach most of the traveling public.</li> <li>OVV conducted a media blitz, assisted with individual media visits and issued press releases regarding the messaging of respectful and responsible travel and Mālama Ku'u Home.</li> </ul>		
	B.2	<b>Support Hawaiian cultural educational and training programs – including ‘Ōlelo Hawai'i (Hawaiian language) for the employees in the visitor industry (e.g. hotels, tour guides).</b>
<ul style="list-style-type: none"> <li>The Native Hawaiian Hospitality Association (NaHHA) continues its training webinars.</li> <li>NaHHA conducted cultural training to over 200 of State Department of Transportation's Airport Division's staff at the Hawai'i Convention Center in June.</li> <li>In April, HVCB gave a presentation about the Mālama Hawai'i Program to members of NaHHA's Lamakū Ho'okipa. The intent was to share how the program encourages mindful travel and how cultural advisors play a critical role in engaging the visitor industry. HVCB also led a webinar about navigating media and familiarization trips with NaHHA and travel2change's Kaiāulu Ho'okipa Cohort. These new regenerative tourism experiences are in the process of being onboarded to the Mālama Hawai'i Program. In addition, HVCB also provided training for staff at the Pearl Harbor Aviation Museum, "Service with Aloha," to 40 of their 50 employees.</li> </ul>		
	B.3	<b>Develop a messaging program (physical and virtual) to educate visitors and locals about significant sites or areas and pono practices related to them.</b>
<ul style="list-style-type: none"> <li>OVV Public Relations spotlighted the Nā Inoa 'Āina section of HTA's Ma'ema'e toolkit in the "Q2 News, Updates, and Aloha from O'ahu" media eNewsletter in June.</li> <li>OVV worked with HVCB to expand the reach of areas on social media and the Waze app's new targeted messages for O'ahu about the Lē'ahi Reservation requirement.</li> <li>In April, HVCB and OVV supported DLNR's announcement of Diamond Head (Lē'ahi) State Monument reservation system. Information was disseminated via media wire service, Hawai'i industry partners, travel trade, airlines, OTAs, and MCI clients.</li> <li>HVCB developed a DMAP paid social campaign that launched with Mālama Maunaloa videos on Facebook, Instagram, and YouTube, in addition to paid media on Hawai'i News Now.</li> </ul>		

## Spring 2022 Progress Report – O‘ahu DMAP (continued)



**B.4**

**Enhance the goHawaii app to include more real time information, road closures, events, local etiquette, resource protection, and areas that are off-limits.**

- The Diamond Head (Lē‘ahi) State Monument Reservation link was added to the goHawaii app.



**B.5**

**Boost the goHawaii app with geofencing capabilities to notify visitors when they are in proximity to a hotspot and redirect them to other more accessible areas through a reservation system.**

- OVB continues to identify three to five hotspot locations to pilot the beacon system with the goHawaii app as new "Points of Interests" were added. OVB is in conversation with the vendor and HVCB membership on the current capability and logistics to implement and move forward by the end of summer with support from the City and County of Honolulu and/or the State.



**B.6**






**Promote use of the goHawaii app to travelers to encourage safe travels and communicate with them to understand where to go and not go.**

- This is ongoing through HTA's Global Marketing Team in English-speaking countries.


### **Action C. Identify sites and implement stewardship plans for key hotspots on O‘ahu.**

Progress	Sub-Action No.	Sub-Action
	<b>C.1</b>	<p><b>Work with stakeholders to identify sites associated with public impact on natural and cultural resources. Prioritize sites where:</b></p> <ol style="list-style-type: none"> <li><b>1) communities and/or neighborhoods have issues with visitors;</b></li> <li><b>2) conflicts exist within communities regarding visitors; or</b></li> <li><b>3) residents' access and traditional cultural access need protection.</b></li> </ol> <ul style="list-style-type: none"> <li>• OVB presented on DMAP to the Ala Wai Watershed Collaboration and requested that they engage with us and determine if there are areas along the watershed that are of concern. The next opportunity is to connect with the City on the Ala Wai golf project to determine public and visitor impact in that part of the watershed.</li> <li>• OVB worked with HTA and DBEDT to update O‘ahu's points of interests(POI) for the Symphony Dashboard. Many locations, including some hotspots, needed to be added or updated to better collect data on visitation to specific sites. This data is important to understand visitor versus resident impacts on these POI.</li> </ul>
	<b>C.2</b>	<p><b>Work with communities to determine desired conditions or limits of acceptable change then identify management actions to achieve/ sustain those conditions to ensure integrity and avert degradation of hotspots.</b></p>

## Spring 2022 Progress Report – O‘ahu DMAP (continued)

	<p><b>C.3</b></p>	<p><b>Develop a process to support government and community collaboration on how to manage and steward sites. Determine if there are similar issues across some of the hotspots, so they can be addressed in a group or pilot program.</b></p>
<ul style="list-style-type: none"> <li>Through HTA's Kūkulu Ola program, the Hawai'i Historic Foundation received funding to carry out a NATIVE Act Stewardship Training for Native Hawaiian Site Protection and Restoration.</li> </ul>		
	<p><b>C.4</b></p>	<p><b>Increase opportunities for community-led initiatives that steward and manage these resources, including closure of areas and managing traffic.</b></p>
<ul style="list-style-type: none"> <li>There are 12 programs funded through HTA's Aloha 'Āina program for calendar-year 2022.</li> </ul>		
	<p><b>C.5</b></p>	<p><b>Advocate for increased funding and resources for Department of Land and Natural Resources, City and County Department of Planning and Permitting, and City and County Parks and Recreation, to better manage hotspots.</b></p>
<ul style="list-style-type: none"> <li>HTA tracked bills and submitted testimony to support resources to DLNR during the 2022 Legislative Session.</li> </ul>		
	<p><b>C.6</b></p>	<p><b>Investigate site user fees or hiking permits that go directly to support and manage specific hotspots and the affected communities. Review studies to determine whether site fees are warranted and how fees are to be processed and returned to that spot or community for maintenance, management and enforcement. Evaluate if the fees are working.</b></p>
	<p><b>C.7</b></p>	<p><b>Explore the process of requiring hikers to apply for and acquire a hiking permit. Fees would also go to reimburse search and rescue expenses. The process would include mandatory education on safety and protocol while hiking.</b></p>

### **Action D. Increase enforcement and active management of sites and trails.**

Progress	Sub-Action No.	Sub-Action
	<p><b>D.1</b></p>	<p><b>Explore ways to improve enforcement of parking rules at hotspots and popular visitor attractions. Crack down on illegal tour vans and buses dropping people of at beaches and trails.</b></p>
<ul style="list-style-type: none"> <li>OVB and the other Island Chapters' executive directors and destination managers discussed an initial plan to support the enforcement of illegal commercial activities or tours. Collectively it was determined to focus first on education for: 1) companies on how to legally do business and steps required, and 2) residents on how to report cases.</li> </ul>		

## Spring 2022 Progress Report – O‘ahu DMAP (continued)

- OVB will be drafting an initial letter for companies, incorporating DMAP reasoning and community voice, to assist with initial outreach to the different associations, followed by HVCB membership.



D.2

### **Increase biosecurity at Daniel K. Inouye International Airport and trails.**

- **Promote sanitation protocols for cleaning gear.**
- **Encourage responsible visitor practices like cleaning gear at hiking trails and not tracking in invasive species.**


- DLNR is working on a ports of entry biosecurity plan and awaiting legislative approval for funding the implementation of the plan.

### **Action E. Develop a reservation system to monitor and manage users at natural resource and cultural sites.**




Progress	Sub-Action No.	Sub-Action
	E.1	<b>Explore a reservation system and demand-based fee pricing at popular sites and hotspots.</b>
		<ul style="list-style-type: none"> <li>• DLNR's Division of State Parks released its online reservation system in April at Diamond Head (Lē'ahi) State Monument. Reservations for out-of-state visitors to visit became effective on May 12.</li> </ul>
	E.2	<b>Evaluate the current reservation systems at Hanauma Bay and Lē'ahi to support a sustainable capacity of visitors and advocate for expansion to other hotspots on the island.</b>
	E.3	<b>Pilot a program for a statewide reservation system that can redistribute excess demand to other sites or to other participating attractions.</b>
		<ul style="list-style-type: none"> <li>• HTA's "channel manager" is currently on hold due to further deliberation needed by the Governor, DBEDT, and HTA.</li> </ul>

Spring 2022 Progress Report – O‘ahu DMAP (continued)

**Action F. Establish a “Regenerative Tourism Fee” that directly supports programs to regenerate Hawai‘i’s resources, protect natural resources, and address unfunded conservation liabilities.**

Progress	Sub-Action No.	Sub-Action
	F.1	<p><b>Identify how to legally collect this fee (State gives the County the authority to establish such a fee), distribute this type of fee, and develop accountability measures. The fee would support the management system, impacted communities, and workforce development in jobs related to invasive species removal, fishpond restoration, coral growing, and native ecosystem restoration.</b></p> <ul style="list-style-type: none"> <li>• Various legislation was introduced during the State’s Legislative Session on this subject. HTA testified in support of site-specific fees, and also for a Natural Resource Special Fund.</li> </ul>

**Action G. Develop and implement marketing programs to attract positive-impact travelers who prioritize the environment, culture and investing in our local community.**

Progress	Sub-Action No.	Sub-Action
	G.1	<p><b>Continue to develop and focus marketing messaging to market segments that appreciate learning about unique cultures and natural resources.</b></p> <ul style="list-style-type: none"> <li>• The Global Marketing Team (GMT) continues to share all statewide Mālama Hawai‘i and Kuleana/Travel Tips videos via owned and partners’ channels.</li> </ul>
	G.2	<p><b>Continue to develop plans to attract higher spending travelers (i.e., meetings, conventions and incentives (MCI) visitors, weddings, business travelers, medical tourism, LGBTQ, and arts and culture).</b></p> <ul style="list-style-type: none"> <li>• The GMT continues to target high-value visitors to Hawai‘i.</li> <li>• Meet Hawai‘i is addressing Corporate Social Responsibility (CSR) by including a CSR section on its Meet Hawai‘i website at <a href="https://www.meetHawaii.com/csr">https://www.meetHawaii.com/csr</a></li> <li>• Hawai‘i Tourism United States (HTUSA) and OVB are working on plans to further develop this with additional community nonprofits, including Kūkulu Ola and Aloha ‘Āina recipients, that are able and wanting to provide group CSR options.</li> </ul>
	G.3	<p><b>Continue to reassess and adjust marketing O‘ahu with context and not just surf and sand. Include island values, prioritize environment and culture to attract the right kind of visitors.</b></p> <ul style="list-style-type: none"> <li>• The GMT continues to target mindful visitors and promote voluntourism in market.</li> <li>• OVB attended USTA’s IPW event, the largest international tourism buyer trader event. During the event, the message to international clients was the regenerative tourism pivot O‘ahu and Hawai‘i is making and encouraging them to pivot with us. Handouts developed by OVB were given to clients on island updates including the importance of supporting “buy local” products with examples from each island.</li> </ul>



**G.4**

**Use marketing campaigns as an opportunity for visitors to connect with O‘ahu on a deeper level through immersive experiences, and travel in a way that enriches their lives while giving back to the communities they are fortunate enough to visit.**

- The GMT continues to target mindful visitors and promote voluntourism in market.
- For inclusion in his upcoming TravelAge West cover story, contributing writer Shane Nelson participated in two Mālama Hawai‘i experiences during his HTUSA-supported trip to O‘ahu and Hawai‘i Island.
- Hawai‘i Tourism Canada has been promoting the Mālama Hawai‘i program in every platform and campaign in the Canadian market.
- Hawai‘i Tourism Japan shared Mālama Hawai‘i message and introduced several volunteer opportunities provided by nonprofit organizations and partners at the Hawai‘i B2B travel trade show and discussed how to package tours including these activities. HTJ worked with the two trade media who participated in a media familiarization trip to share their volunteer experiences in Hawai‘i to encourage the audience to give back and incorporate voluntourism into their travel products. Japanese agents who participated in the Japan Summit volunteered their time at Papahana Kuaola to clean the lo‘i kalo and stream and met with nine nonprofit organizations from Hawai‘i to learn about their sustainability programs and to discuss the inclusion of these programs into new tour products for Japanese visitors.
- Hawai‘i Tourism Korea introduced voluntourism through influencer Bora and Kyungsik's social channels. Tree planting activities at Gunstock Ranch were showcased as a couple's experience using the messaging, "We put our two souls in one tree to grow on Hawai‘i's 'Āina." Mode Tour launched a product that included a Mālama experience and Kualoa Ranch assisted Hana Card and Naeil Tour to include a tree-planting activity in Hawai‘i in their promotions and tour products.
- Hawai‘i Tourism Oceania's (HTO) recent product manager familiarization tour took part in a Mālama experience at Gunstock Ranch. HTO's media familiarization trip also took part in the Mālama experience at Kualoa Ranch.
- Part of HVCB's Brand Management and Marketing Plan is a DMAP Communications plan. While this was geared toward a local audience, the plan was also shared with visitors. Also, HVCB won the Pele awards that gained national attention and highlighted the campaign concepts centered around mālama and kuleana.
- In April, the LPGA hosted community give-back activities with the professional athletes relating to Mālama Hawai‘i at Kualoa Ranch, which also reached a global audience.



**G.5**

**Continue to develop campaigns to shift visitation from peak periods to slower shoulder periods.**

- The GMT continues to promote visitation during the shoulder periods.



**G.6**




**Be intentional about what we promote to ensure that it is authentic. Enhance the current "The Hawaiian Islands" brand guidelines for the industry partners and encourage consistent use.**

- Below are public relations efforts and results from HVCB/OVB:
  - "The 9 Unwritten Rules of Surfing in Waikīkī", Fodor's Travels, Haley Greene
  - "11 Fascinating Historical Sites in Hawai‘i That Go Beyond Pearl Harbor", Fodor's Travels, Tiare Tuuhia
  - In May, social media posts included a Helumoa place name post on May 11, a Diamond Head (Lē'ahi) State Monument reservation reminder post on May 12, We Are Samoa Festival post on May 2, and a Hawai‘i Adaptive Surfing Championship post on May 24.

## Spring 2022 Progress Report – O‘ahu DMAP (continued)

- Social media posts in April included: Kanu Hawai‘i Volunteer week on April 4, travel2change post on April 12, Mary Kawena Pukui Birthday post on April 20, Waimea Valley Earth Day post on April 22, and Kālia place name post on April 26.
- HTA's rebranding project will commence in Fiscal Year 2023.

### **Action H. Continue to develop and implement “Buy Local” programs to promote purchase of local products and services to keep funds in our communities and minimize carbon footprint.**

Progress	Sub-Action No.	Sub-Action
	H.1	<p><b>Continue to encourage the visitor industry to prioritize purchase of Hawai‘i based, ‘āina friendly products, services and technology solutions to include literature, crafts, fashion, music, performance art, film, fresh produce, value-added products, and software.</b></p> <ul style="list-style-type: none"> <li>● OVB attended USTA's IPW event, the largest international tourism buyer trader event. During the event, the message to international clients was the regenerative tourism pivot O‘ahu and Hawai‘i is making and encouraging them to pivot with us. Handouts developed by OVB were given to clients on island updates including the importance of supporting “buy local” products with examples from each island.</li> <li>● HVCB collaborated with Hawai‘i Farm Trails to curate mahalo boxes for media attending the HTUSA virtual blitz. Included various Hawai‘i-made products and reef safe sunscreen.</li> </ul>
	H.2	<p><b>Work with hotels, restaurants, and visitor retail to feature or promote local products.</b></p> <ul style="list-style-type: none"> <li>● NaHHA partnered with Purple Mai‘a Foundation to implement Pākōlea - a pilot program to help participants a) improve their business-to-business pitches to buyers and distribution partners and to foster connections between local entrepreneurs and buyers/distribution partners. Pākōlea concluded with a Hō‘ike at Lei ‘Oahu Hale, a retail space provided by the Royal Hawaiian Center. The goal of the Hō‘ike was to foster connections between Pākōlea entrepreneurs and buyers/distribution partners from the hospitality industry, to provide an opportunity for members of the hospitality industry to “give back” and support local small businesses by stocking and showcasing their products, and to experience a kīpuka of regenerative tourism.</li> <li>● As part of HTA's Local Business Support program, HTA will compile a list of local vendors that the visitor industry can work with to include in their products and services.</li> </ul>
	H.3	<p><b>Continue to leverage programs that support buying local. Coordinate with various certification programs for a cohesive promotion program.</b></p> <ul style="list-style-type: none"> <li>● The GMT continues to develop and promote various “buy local” programs.</li> <li>● To encourage more agritourism initiatives on island, the City is working on a program to highlight specialty farms and productions, like chocolate and honey.</li> </ul>

## Spring 2022 Progress Report – O‘ahu DMAP (continued)



H.4

**Promote O‘ahu artisans, including local crafts, fashion, music, performing, and visual arts.**

- The GMT continues to develop and promote various “buy local” programs.
- NaHHA’s Pākōlea pilot program ended with a two-hour Pop-up Store at Lei ‘Oahu Hale targeted to visitors.

### **Action I. Manage the visitors’ use of cars as transportation on O‘ahu.**

Progress	Sub-Action No.	Sub-Action
	I.1	<p><b>Work with the O‘ahu Metropolitan Planning Organization to examine the issues stemming from visitor traffic in impacted communities. Determine how to alleviate those issues such as developing infrastructure to reduce stress on residential areas or a penalty structure to discourage visitors or industry from violating restrictions.</b></p> <ul style="list-style-type: none"> <li>• HTUSA’s statewide post-arrival behavioral messaging through the Waze driving app program continued through June 30, 2022.</li> </ul>
	I.2	<p><b>Support O‘ahu Metropolitan Planning Organization efforts to provide safe, convenient, reliable and efficient private and public transportation to shift visitors from driving rental cars to more environmentally sustainable modes. Include the development, support of, and advocacy for bike paths and the promotion of bicycle use.</b></p> <ul style="list-style-type: none"> <li>• OVB and the City and County of Honolulu (CCOH) continued to discuss the development of the GetAroundO‘ahu website to encourage different modes of transportation throughout the island. They are working with the vendor. The website is anticipated to be online in Fall 2022.</li> </ul>

### **Action J. Work with community partners to develop, market, encourage, and support more collaborative, curated experiences that enrich residents and visitors alike.**

Progress	Sub-Action No.	Sub-Action
	J.1	<p><b>Increase the number of suitable places for visitor and resident activities by renovating popular hikes/sites away from residential areas or developing new sites. Improvements would include adding walking paths, developing parking, signage, etc.</b></p> <ul style="list-style-type: none"> <li>• OVB met with the CCOH Signage Hui (OER/MOCA/OVB) on signage for significant spots around O‘ahu under the City’s jurisdiction. Signage is to enrich both visitors and residents on the place it represents. Significant spots include, but are not limited to, hotspots as outlined in the DMAP, CCOH cultural or historical places, CCOH botanical gardens and select HVCB Warrior Marker spots.</li> </ul>



## Spring 2022 Progress Report – O‘ahu DMAP (continued)



J.2

**Commit resources to promote alternatives to overused sites or going off the beaten path. Redirect visitors to areas that can accept higher traffic away from residential areas. Enhance these places with signage and messaging, develop programs, educational offerings, increase exhibits, etc.**

- OVB met with the team at the Hawai‘i Humane Society (HHS) to discuss Mālama Hawai‘i programs and development of visitor field trips with their volunteer department. OVB will assist HHS with setting an appropriate list of animal-friendly locations around the island. The HHS was also established with the help of Native Hawaiian Ali‘i, King Kalākaua and HHS has a partnership with ‘Iolani Palace, an opportunity to further develop a new cultural experience for visitors and residents to learn. OVB will continue to work with HHS on these programs.



J.3

**Develop new recreational opportunities for residents to ease the burden on sites that are heavily used by visitors and residents.**

- HTA is exploring the creation of Urban Trails in Waikīkī and Chinatown.



J.5

**Examine creation of “Kama‘āina Days” at identified sites with priority for weekends.**

- After consulting with its counsel, HTA has been advised by its Deputy Attorney General that having days restricted to residents only and prohibiting out-of-state visitors may violate certain provisions of the U.S. Constitution, including any U.S. citizen's right to interstate travel.

## Spring 2022 Progress Report – O‘ahu DMAP (continued)

### Addressing Hotspots

The O‘ahu DMAP designated a number of sites as a “hotspot” location. The DMAP defines a “hotspot” as “an area/site that attracts visitors due to its popularity, and may result in overcrowding, congestion, degradation of resources, safety hazards, and a negative experience for both the resident and visitor.” Below is a summary of activities being done to mitigate and prevent impact at certain hotspots. HTA, OVB and the other state and county agencies are also monitoring the other hotspots not identified below.

Area/site	Activity to Address/What is being done
Stairway to Heaven	The City is removing the stairs.
Hanauma Bay Nature Preserve	The City has a reservation system to manage visitation. HTA, GMT and OVB assist with messaging about the reservation system. OVB is works with Friends of Hanauma Bay.
Koko Head Crater	City has opened the gate earlier to address community’s concerns about hikers congregating in the neighborhood.
Laniākea Beach	Department of Transportation is working on the Kamehameha Highway Pedestrian Safety Project for the vicinity of Laniākea Beach. <a href="http://www.laniakearealignment.com/">http://www.laniakearealignment.com/</a>
Diamond Head State Monument	DLNR is addressing this via reservation system. HTA, GMT, and OVB have been messaging about the new reservation system.
Maunawili Falls	DLNR has closed Maunawili Falls Trail through the Maunawili neighborhood for repairs (July 2021). The closure is expended to be for two years. DLNR is also working on a long-term management plan to protect Maunawili Falls Trail and the surrounding neighborhood.
Waikīkī Beach	OVB is working with the County on beacons to be done here.

# 9

Presentation, Discussion, and Action on the  
HTA's Financial Reports for May and June 2022

## **9.1**

### Financial Statements – Executive Summary as of June 30, 2022



AUTHORITY

Financial Statements – Executive Summary  
As of June 30, 2022

**Foreword:**

- FY 2021 Transactions Processed in FY 2022. As noted in HTA’s June 30, 2021 financial statements, some transactions using FY 2021 funds that we submitted to DAGS in FY 2021 were processed by DAGS as FY 2022 business. It is necessary to include these transactions processed in July 2021 in HTA’s official records for FY 2022 and accordingly are acknowledging that via a separate Budget Statement included in these financial statements for informational purposes only. However, we have included these transactions in HTA’s unofficial FY 2021 encumbrance records and we will omit these transactions from our focus in FY 2022 business discussed in these financial statements.

Further detail can also be found in HTA’s June 30, 2021 financial statements.

- Fund Accounts. With HTA now appropriated Federal ARPA funds in FY 2022, we have added two new sections to the Executive Summary – one for each major fund. HTA’s major funds are the following:
  - Tourism Federal Fund (ARPA TFF) – Official Name: HTA CSFRF Subaward
  - Tourism Special Fund (TSF)
  - Convention Center Federal Fund (ARPA CCFF) – Official Name: Convention Center CSFRF Subaward
  - Convention Center Enterprise Special Fund (CCESF)
- HTA currently can continue encumbering its FY 2022 ARPA funds until June 2023. **The amount of remaining FY 2022 Tourism Federal Fund (ARPA) appears to be high, however is attributed to various circumstances that affected the timing of encumbering these funds. These funds will be encumbered in FY 2023. Examples of funds we anticipate encumbering include:**
  - US MMA RFP, which is currently ongoing;
  - \$4.3M for HTA staff’s FY 2023 payroll and a portion of administrative and governance costs due to the Governor’s eventual veto of HB1147, 2022 Legislature; and
  - \$1.5M Sports RFP that was cancelled in FY 2022 and will likely be reissued in FY 2023.

**Tourism Federal Fund (ARPA TFF):**

1. \$32.9M in cash (remaining from amount that has been allotted to HTA so far), a decrease of \$4.5M primarily due to disbursements related to \$8.5M in operational and program expenditures, partially offset by the allotment of \$4M in TFF funds for HTA use.
2. The release of TFF funds for HTA use is accomplished through an approval process that includes approval by the Governor (CSFRF approval), the State’s Department of Budget & Finance’s (B&F) and the HTA Board of Directors. Below is a summary of the status of those approvals:

	Gov Approved	B&F Funds Release		Board Approved	Encumbered
	(CSFRF)	Requested	Approved	Amount	
Hawaiian Culture	-	1,565,500	1,565,500	1,815,500	500,000
Natural Resources	-	665,000	665,000	665,000	100,000
Community	27,289,500	735,500	735,500	404,500	120,000
Branding	28,500,000	33,563,000	33,563,000	33,894,000	20,176,155
Sports	-	4,344,889	4,344,889	4,344,889	2,594,889
Safety & Security	-	900,000	900,000	900,000	146,945
Research	-	60,000	-	60,000	-
Planning	-	2,005,200	2,005,200	2,005,200	491,530
Admin	648,700	999,111	999,111	999,111	391,398
Governance and Org-Wide	351,800	351,800	351,800	351,800	209,052
Payroll	3,210,000	3,210,000	3,210,000	3,410,000	2,582,872
	60,000,000	48,400,000	48,340,000	48,850,000	27,312,841
(As of June 30, 2022)					

B&F has approved HTA’s extension request to allow the encumbering and expenditure of the \$60M ARPA funds by June 30, 2023.

3. Over several meetings, the HTA Board approved a partial FY 2022 budget of \$48.9M, further detailed below.

	<b>Incremental Approved at Meeting</b>	<b>Cumulative Budget Approved</b>	<b>Description</b>
June 11, 2021 Meeting	1,000,000	1,000,000	Payroll
July 2021 Meeting	32,200,500	33,200,500	Branding, Payroll, Admin and Governance
September 2021 Meeting	1,787,889	34,988,389	Cruise and Sports
November 2021 Meeting	8,086,611	43,075,000	Most other programs
December 2021 Meeting	5,300,000	48,375,000	Programs previously identified as needing further clarification to Board's questions
January 2022 Meeting	475,000	<b>48,850,000</b>	<b>NAHHA FY23, bringing to current*</b>
*In its June 2022 meeting, the Board approved the use of unallocated FY22 ARPA funds to fund staff's FY23 payroll expense and a portion of FY23 operating/administrative/governance costs. This was necessary with the Governor's intention to veto HB1147, 2022 Legislative Session, which provided a FY23 appropriation to HTA of \$60M. Staff's recommendation to the Board was based upon its consultation with B&F. In July 2022, staff identified, and B&F approved, an amount of \$4,300,000 necessary for this purpose, which will be reflected in the July 2023 financial records.			

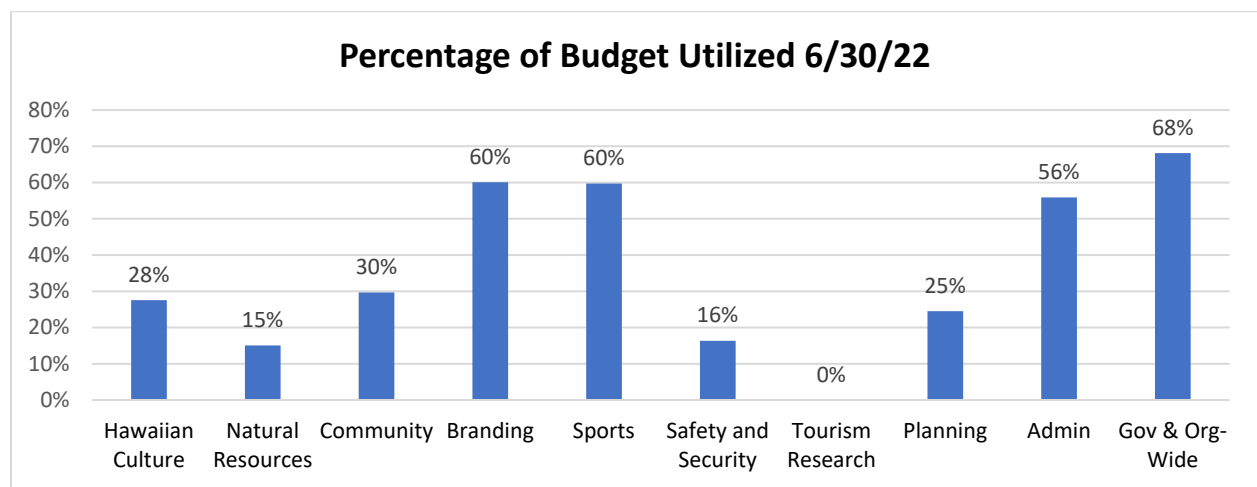
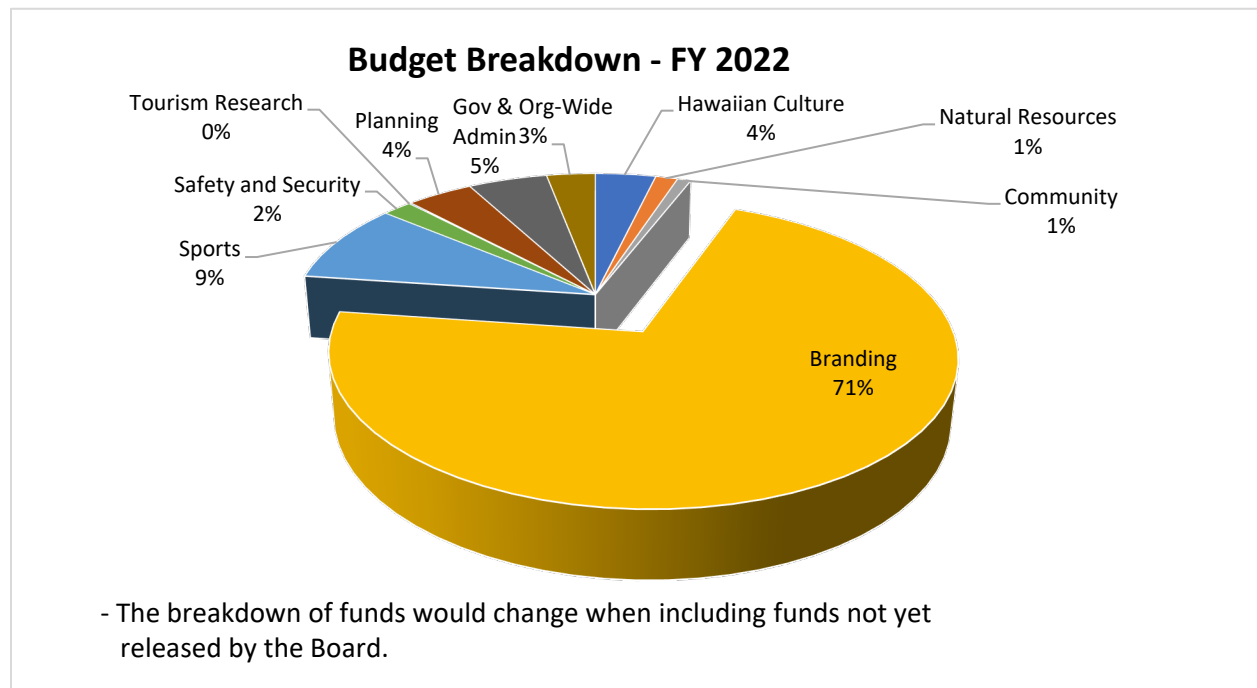
Through June, \$11,150,000 of programs presented as part of HTA's initial FY 2022 budget has been deferred or will be reprogrammed for other purposes, resulting in a FY 2022 budget of \$48,850,000 approved to date.

As of June 30, 2022, \$27.3M of the \$48.9M FY2022 budget was utilized/encumbered, or 56%.

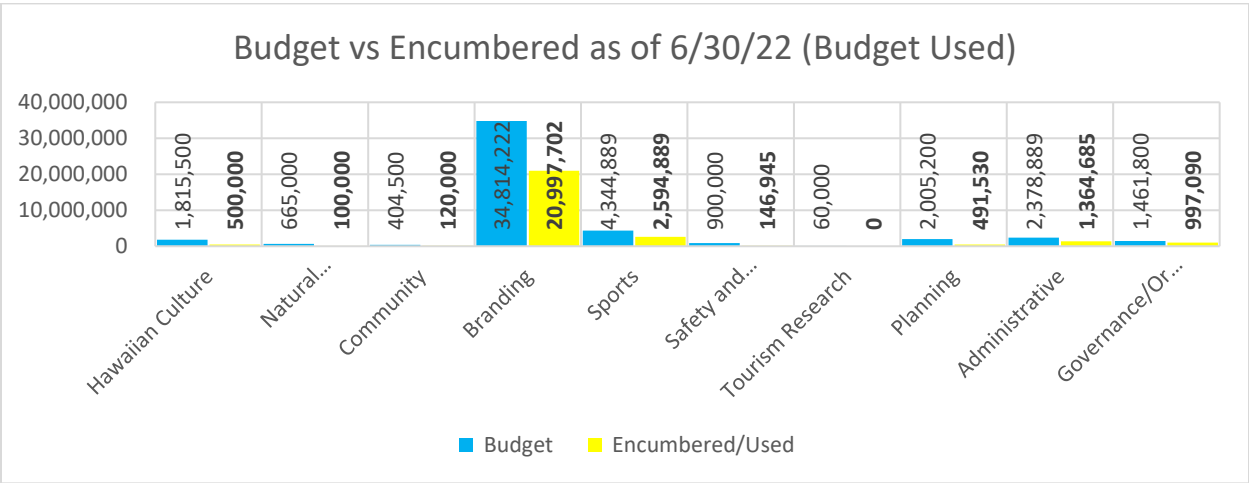
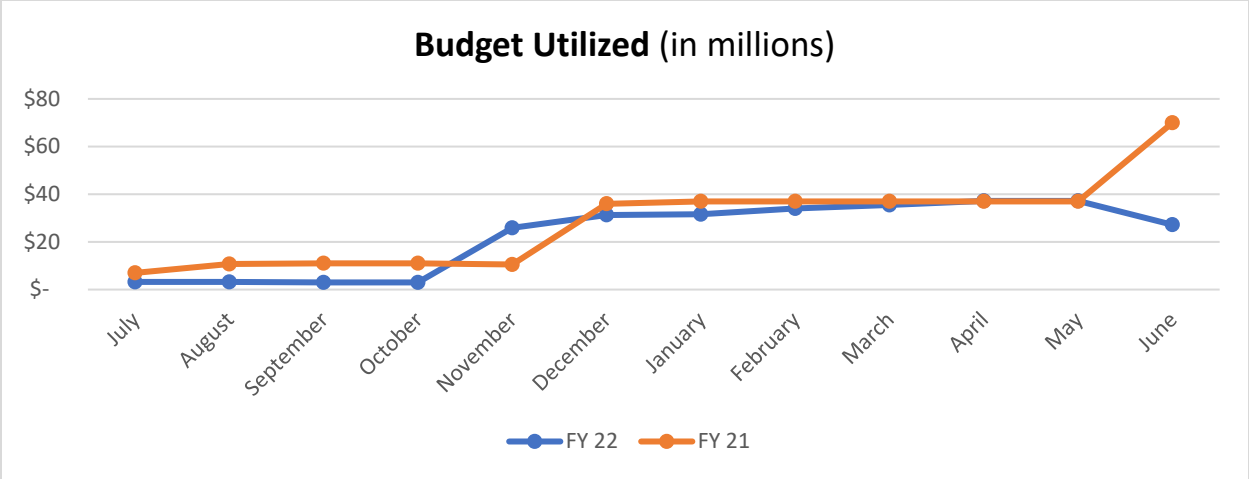
Below is a summary of the FY 2022 budget based upon Federal reporting categories (titles were paraphrased). In April 2022, B&F approved HTA's request to reclassify Federal eligibility categories from "Negative Economic Impacts" to "Revenue Loss (Revenue Replacement)."

<b>Primary Federal Category</b>	<b>Budget</b>	<b>Encumbered</b>	<b>Remaining</b>
Revenue Replacement	45,440,000	24,729,969	20,710,031
Continuation of Government Services			
Payroll	3,410,000	2,582,872	827,128
	<b>48,850,000</b>	<b>27,312,841</b>	<b>21,537,159</b>

The following are various charts to depict our FY 2022 budget, budget utilization and trends. It is important to note that \$11.15M of HTA’s budget has been deferred for approval as of the date of these financial statements, and accordingly are not reflected here below. Additionally, a more balanced budget would be evident when considering the contracts for FY 2022 services that HTA encumbered using FY 2021 funds (sourced from June 2021 TAT revenue and HTA Board Resolution funds). Further, the majority of Major Market Area contracts within the Branding budget are to be used toward Branding Education programs to promote responsible and regenerative tourism.





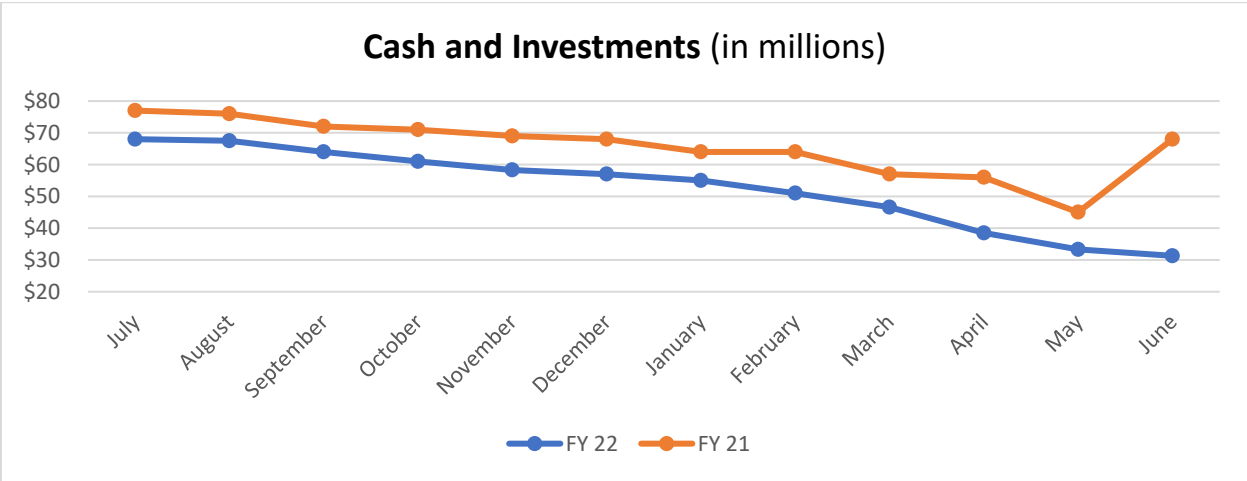


A detail of the budget reallocations made for the reporting period and cumulatively for the fiscal year is provided on the accompanying Budget Reallocation Summary. The following significant allocations were made in June 2022:

- a. \$1.5M reallocation from the US MMA to Island Chapters Staffing and Administration, as approved by the Board
4. Operating Income (Loss):
- a. Cumulatively, \$48.3M has been allotted to HTA through June 30, 2022, which represents ARPA funds HTA is using for staff's payroll, program, admin and governance costs.
  - b. Cumulatively, \$15.3M has been expended through June 2022.
  - c. Since this is the fund's first year in operation, no Statement of Revenues and Expenditures associated with prior year funds is included.

**Tourism Special Fund (TSF):**

- 5. The Tourism Special Fund sunset on January 1, 2022, pursuant to Act 001, 2021 Legislative Special Session, upon which all unencumbered funds are available for remitting to the State’s General Fund. The \$5M Emergency Fund remains with HTA.
  
- 6. \$31.3M in cash and investments. The trend in cash balance is consistent with that of the prior year, except HTA did not receive an influx of cash at the end of FY 2022. In FY 2021, HTA funded its operations from its reserves that was bolstered by cancelled and/or reduced contracts due to the pausing of TAT distributions to HTA. During that period, there were minimal sources of revenue until TAT distribution temporarily restarted in June 2021. In FY 2022, we continue to spend down previously encumbered funds within the TSF.



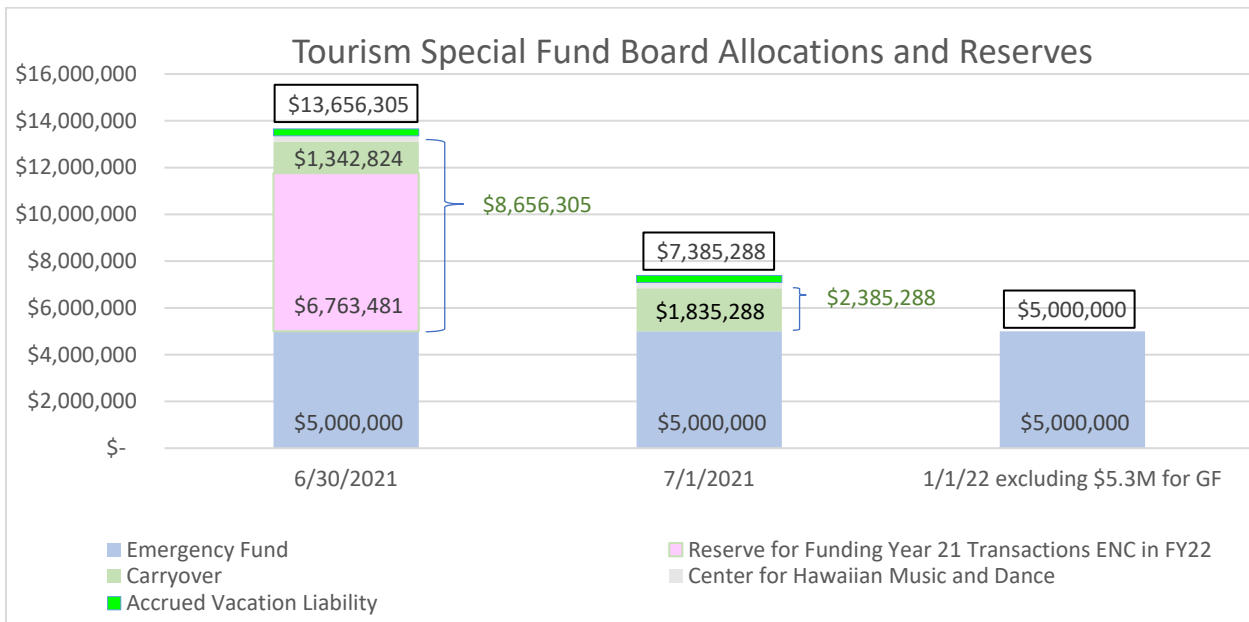
- a. Includes \$5M in Emergency Fund held as investments.
  - i. Approximately \$1.5M held in money market funds and \$3.5M held in US Treasury notes laddered in approximately 3-month intervals.
  - ii. Further detail provided in the financial statements (as of June 2022)
- b. Cash decreased by approximately \$7.2M from April, 2022 primarily due to disbursements related to operational and program expenditures.
- c. We anticipate the cash balance to decrease to \$0 over time once all encumbered funds are expended, except for the \$5M Emergency Fund.

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

\$21.0M	Prior year encumbrances currently being spent down	
\$0.00	Current year encumbrances remaining	
\$21.0M	Total encumbrances outstanding at June 30, 2022	

Staff routinely makes a concerted effort to liquidate older encumbrances that should no longer be encumbered and that is reflected here.

8. In addition to HTA's \$5M Emergency Fund, \$2.3M was reserved as Board allocations as of July 1, 2021. This compares to \$8.6M at the end of last fiscal year. The reduction is due to the FY 2021 transactions that DAGS processed in July of FY 2022, as previously discussed. A supporting schedule is also embedded in these financial statements to provide greater detail. These balances are comprised of the following:



Pursuant to Act 001, Special Session 2021 (HB 862), the Tourism Special Fund sunset on January 1, 2022. Any unencumbered funds are available to return to the State's General Fund, which we currently anticipate being approximately \$5.3M. This balance has grown from the \$2.3M on July 1, 2021 to the current amount due to efficiencies realized from unspent contracts that were previously encumbered.

9. There is no budget for the Tourism Special Fund in FY 2022, as only Federal funds were appropriated.

10. Operating Income (Loss):

- a. Pursuant to Act 001, Legislative Special Session 2021, HTA is no longer included in the TAT allocation.
- b. In the two-month period ended June 30, 2022, \$62.4K of investment income was earned. Cumulative FY 2022 investment income is \$250K.
- c. Cumulatively, \$37.0M has been expended in FY 2022.

**Convention Center Federal Fund (ARPA CCFF):**

11. \$10.2M in cash (remaining from amount that has been allotted to HTA). Cash decreased by \$642K due to cash disbursements for Convention Center insurance and payroll.

12. Over several meetings, the HTA Board approved the \$11M budget for FY 2022's Convention Center ARPA funds, further detailed below.

	<b>Incremental Approved at Meeting</b>	<b>Cumulative Budget Approved</b>	
June 2021 Meeting	162,000	162,000	Interim Payroll funding
July 2021 Meeting	328,000	490,000	Payroll for remainder of year
February 2022 Meeting	10,510,000	11,000,000	Remainder of budget, primarily for R&M
June 2022 Meeting	0	11,000,000	Reallocated to fund FY23 operations

In April 2022, B&F approved HTA's request to extend the period of performance from June 2022 to June 2023, as anticipated from prior discussions.

13. In June 2022, the following budget reallocations were made:

- a. Reallocated \$7,025,200 from Major Repairs & Maintenance (R&M) to the following areas:
  - i. \$968,300 to fund FY 2023 Convention Center local sales;
  - ii. \$5,406,900 to fund FY 2023 Convention Center facilities operations; and
  - iii. \$650,000 for FY 2023 Convention Center property insurance and studies.

The FY 2022 CCFF (ARPA) funds were originally primarily intended to fund major R&M projects. With the Governor's intention to veto HB1147, 2022 Legislature – which provided the ability to expend funds deposited into the Convention Center Enterprise Special Fund – it was necessary to repurpose the funds toward FY 2023 Convention Center operations.

14. Operating Income:

- a. Cumulatively, \$11M of ARPA funds has been allotted, which represents ARPA funds HTA used in FY 2022 for staff's payroll and, provided the earlier-noted budget reallocation, will fund FY 2023 expenditures of the Convention Center.
- b. Cumulatively through June 2022, \$750K in expenditures have been incurred primarily for staff's FY 2022 payroll and Convention Center insurance costs.
- c. Since this is the fund's first year in operation, no Statement of Revenues and Expenditures associated with prior year funds is included.

***Convention Center Enterprise Special Fund (CCESF):***

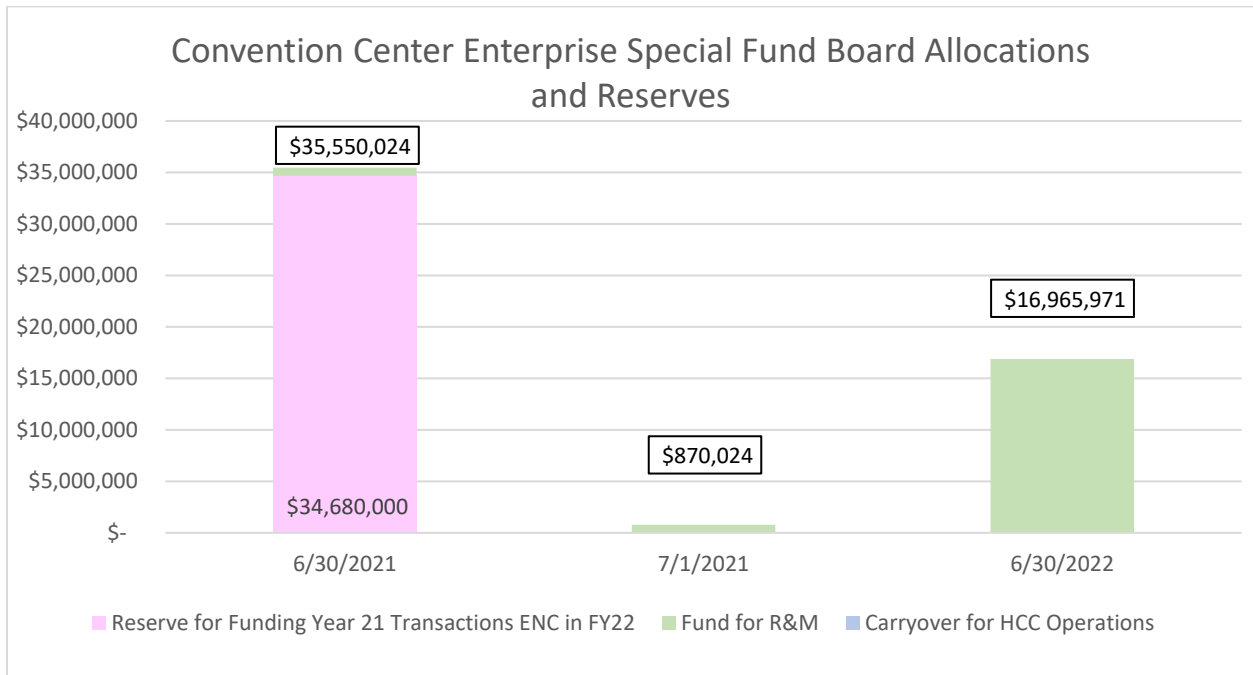
15. \$33.0M in cash. Cash decreased by \$17.3M from April 30, 2022 primarily due to \$6.2M in disbursements for Convention Center facility operations and \$10.8M to fund the Convention Center's major R&M program, partially offset by \$250K in revenue receipts.

16. \$27.2M in cash with contractor or with DAGS, for R&M projects (as of June 2022).

- a. Includes \$2M in Emergency R&M funds
- b. Does not include \$10.1M that remains encumbered for major R&M in the AEG contract at June 30, 2022, scheduled for disbursement for July 2022.
- c. These funds are encumbered or budgeted toward specific projects such as kitchen wall rehabilitation and exterior planter repairs, exterior building painting, house audio upgrades, ballroom gutter and transom glass repair, chiller replacement, and various equipment purchases and upgrades. Of the \$27.2M, approximately \$7.2M has been contracted (as of June 2022).
- d. The amount of cash remaining with the contractor already accounts for \$7.1M expended on current and future projects (in-progress costs or preliminary work).

17. \$16.9M reserved as Board allocations as of June 30, 2022, of which \$2.5M is earmarked as a facility operations contingency reserve and \$14.4M is earmarked for the Convention

Center’s major R&M program as supported by specific projects under its 6-Year Plan. This \$16.9M compares to a reserve balance of \$35.5M as of June 30, 2021. The decrease is due to the FY 2021 transactions that were processed by DAGS in July 2021 (as FY 2022 business) discussed earlier, partially offset by \$4.4M in HCC revenue/other receipts and \$11M in TAT revenue deposited into the CCESF in FY 2022, pursuant to HRS 237D, as amended by Act 1 of the 2021 Legislative Special Session, which allowed for the continued deposit of TAT into the CCESF. Funds accumulated in the CCESF during FY 2022 without the ability to spend these funds due to the CCESF not having an appropriation ceiling in FY 2022.



18. \$16.0M of prior year outstanding encumbrances currently being spent down.

19. Budget:

- a. No budget has been established for the CCESF in FY 2022, as no expenditure ceiling was appropriated, as discussed earlier.
- b. Note: In FY 2021, HTA used the \$16.5M TAT it received in June 2021 and \$18.6M previously reserved as Board Allocations to fund AEG’s FY 2022 Convention Center management contract. Staff advised the Board of its intention to do so at the June 10, 2021 Board meeting, including to deploy reserve funds in an effort to ensure we maximize HCC’s ROI and to efficiently use any time

afforded during the pandemic to address major repair and maintenance. The \$16.5M and \$18.6M were encumbered as follows:

	FY22 HCC Operations - Encumbrance Funded with		
	TAT Restart Funds	Reserve / Board Reso Funds	Total
HCC Facility Operations Expenses	5,517,400	5,169,000	10,686,400
HCC Operating Contingency	-	2,500,000	2,500,000
HCC Local Sales	533,000	-	533,000
Major R&M (from TAT Restart funds)	10,129,600	-	10,129,600
Major R&M (from CCESF Reserves)	-	10,831,000	10,831,000
Property Insurance	320,000	100,000	420,000
	16,500,000	18,600,000	35,100,000

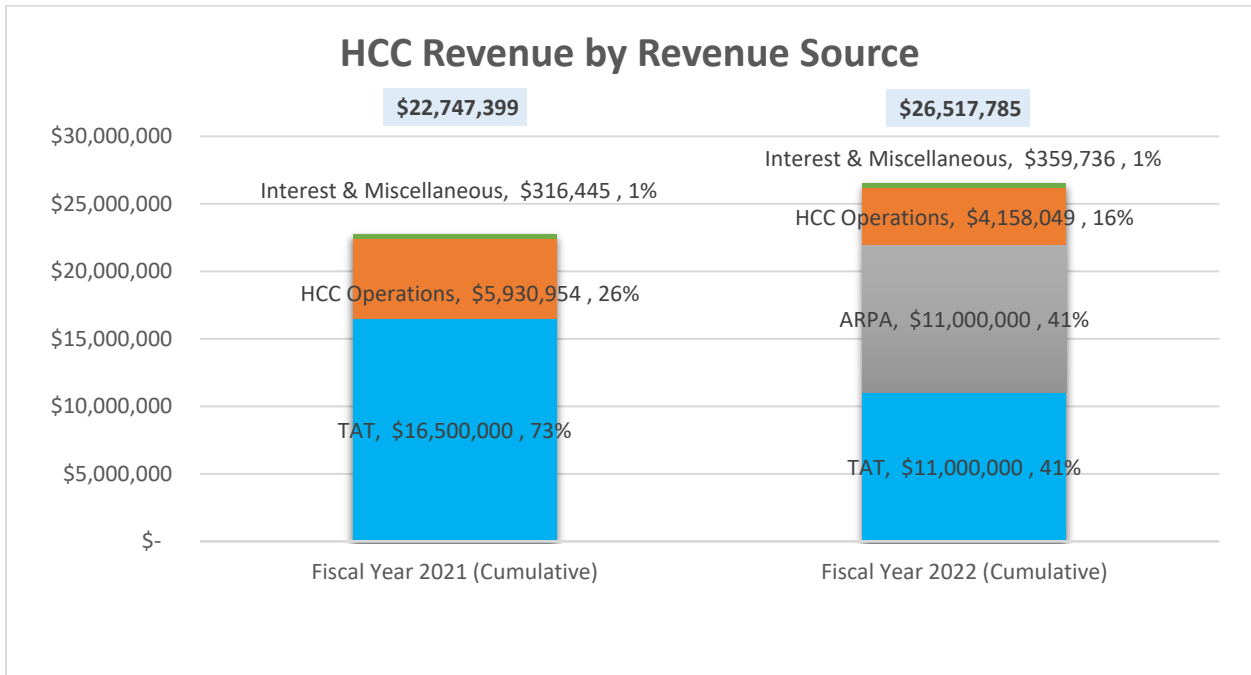
\* Additionally, the AEG contract included \$5,948,568 funded from the TSF for the Center for Hawaiian Music & Dance.

20. Operating Income:

- a. \$11M in TAT funds were received in FY 2022.
- b. Convention Center Operations
  - i. Note: HTA’s FY 2022 operating subsidy to the Convention Center was \$4.6M per HCC financial statements (as of June 2022). We budgeted for a \$5.5M operating subsidy for FY 2022. Funded by FY21’s encumbrance as discussed above.

21. Convention Center Revenues Recap Summary.

- a. Convention Center revenue deposited into the CCESF and CCFF in FY 2022 is summarized below:



- b. The above FY 2022 revenue included remittances to HTA attributed to other State agencies utilizing space at the Convention Center such as the following, DLIR, DOH and HHFDC were charged at no profit as part of the Convention Center's COVID-19 response efforts. Other State agencies were provided a 50% discount on facility rental as part of Convention Center standard practice for State events:

State Agencies: Revenue Remittances to HTA in FY22			
Agency	Related to FY21 Services	Related to FY22 Services	Total
DLIR	109,050	829,456	938,506
DoH	3,820	189,289	193,109
HHFDC	130,015	240,648	370,663
DBEDT	2,014	46,022	48,036
Hawai'i State Judiciary		50,740	50,740
Other	661	5,940	6,601
<b>Total</b>	<b>245,560</b>	<b>1,362,095</b>	<b>1,607,655</b>



**Hawaii Tourism Authority**  
Balance Sheet  
Tourism Federal (ARPA) Fund  
As of 6/30/22

	<u>Current Year</u>
Assets	
Current Assets	
Checking	<u>32,947,548.12</u>
Total Current Assets	<u>32,947,548.12</u>
Total Assets	<u><u>32,947,548.12</u></u>
Fund Balance	
Encumbered Funds	
FY 2022 Funds	<u>11,920,179.67</u>
Total Encumbered Funds	11,920,179.67
Unencumbered Funds	
Total Unencumbered Funds	21,027,368.45
Total Fund Balance	<u><u>32,947,548.12</u></u>

**Hawaii Tourism Authority**

Balance Sheet

Tourism Special Fund

As of 6/30/22

	<u>Current Year</u>
Assets	
Current Assets	
Checking	26,310,700.09
Total Current Assets	<u>26,310,700.09</u>
Total Assets	<u><u>26,310,700.09</u></u>
Fund Balance	
Encumbered Funds	
FY 2015 Funds	6,830.35
FY 2016 Funds	6,047.12
FY 2017 Funds	15,706.80
FY 2018 Funds	4,137.03
FY 2019 Funds	37,461.33
FY 2020 Funds	808,039.15
FY 2021 Funds	20,121,371.08
Total Encumbered Funds	<u>20,999,592.86</u>
Unencumbered Funds	
Total Unencumbered Funds	5,311,107.23
Total Fund Balance	<u><u>26,310,700.09</u></u>

**Hawaii Tourism Authority**  
**Balance Sheet**  
**Convention Center Federal (ARPA) Fund**  
**As of 6/30/22**

	Current Year
<b>Assets</b>	
Current Assets	
Checking	10,248,890.96
Total Current Assets	10,248,890.96
Total Assets	10,248,890.96
<b>Fund Balance</b>	
Encumbered Funds	
FY 2022 Funds	10,070,285.27
Total Encumbered Funds	10,070,285.27
Unencumbered Funds	
Total Unencumbered Funds	178,605.69
Total Fund Balance	10,248,890.96

**Hawaii Tourism Authority**  
Balance Sheet  
Convention Center Enterprise Special Fund  
As of 6/30/22

	<u>Current Year</u>
Assets	
Current Assets	
Checking	32,978,191.03
Total Current Assets	<u>32,978,191.03</u>
Total Assets	<u><u>32,978,191.03</u></u>
Fund Balance	
Encumbered Funds	
FY 2019 Funds	110,894.39
FY 2021 Funds	15,901,324.93
Total Encumbered Funds	<u>16,012,219.32</u>
Unencumbered Funds	
Total Unencumbered Funds	16,965,971.71
Total Fund Balance	<u><u>32,978,191.03</u></u>

**Hawaii Tourism Authority**

Balance Sheet

Emergency Trust Fund

As of 6/30/22

	<u>Current Year</u>
Assets	
Current Assets	
Investments	5,014,024.72
Total Current Assets	<u>5,014,024.72</u>
 Total Assets	 <u><u>5,014,024.72</u></u>
 Fund Balance	
Current year net assets	
	(4,934.36)
Total Current year net assets	<u>(4,934.36)</u>
Prior years	
Total Prior years	5,018,959.08
 Total Fund Balance	 <u><u>5,014,024.72</u></u>

HTA Allocations  
FY 2021 and FY 2022

HTA Allocations:

<b>Annual Budgets:</b>
<b>-\$60M FY 2022 HTA Tourism Federal (ARPA) Fund</b>
<b>-\$11M FY 2022 Convention Center Federal (ARPA) Fund</b>

\$5M Emergency Funds	
<b>\$5M Emergency Fund Reserve</b> (Established by Statute as a separate fund, to be used upon declaration of a tourism emergency by the Governor)	<b>\$0M Mandated by Board</b> (designated for use in the event of a significant economic downturn upon Board approval; used to fund FY 21 budget)

	Tourism Special Fund Long-Term Obligations, Commitments and Allocations:			Convention Center Fund Long-Term Obligations, Commitments and Obligations:		
	6/30/2021	7/1/2021	6/30/2022	6/30/2021	7/1/2021	6/30/2022
Carryover of FY 2020 to FY 2021 Budget (Use in FY 21)	-	-	-	-	-	2,500,000
Reserve for Funding Year 21 Transactions Enc in FY22	6,763,481	-	-	34,680,000	-	-
Carryover	1,342,824	1,342,824	5,311,107	790,024	790,024	14,465,972
FY21 Interest, Refunds and Other Income	-	-	-	-	-	-
Encumbrance liquidations	-	492,464	-	-	-	-
Center for Hawaiian Music & Dance	250,000	250,000	-	-	-	-
Accrued Health Liability	-	-	-	-	-	-
Accrued Retirement Liability	-	-	-	-	-	-
Accrued Vacation Liability	300,000	300,000	-	80,000	80,000	-
<b>Total Long-Term Obligations and Commitments</b>	<b>8,656,305</b>	<b>2,385,288</b>	<b>5,311,107</b>	<b>35,550,024</b>	<b>870,024</b>	<b>16,965,972</b>

**TOTAL RESERVES (incl \$5M Emergency Fund)** **13,656,305** **7,385,288** **10,311,107** \* **35,550,024** **870,024** **16,965,972** \*\*

\*Includes \$5,311,107 available to return to the State's General Fund due to the sunset of the TSF.

\*\*With no expenditure ceiling appropriated in FYs 2022 and 2023, HTA is currently unable to spend these funds.

**Hawaii Tourism Authority**  
Statement of Revenues and Expenditures  
Tourism Federal (ARPA) Fund  
FY 2022 Funds  
From 5/1/2022 Through 6/30/2022

	<u>Total Budget - FY22</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance - FY22</u>
Revenue				
Refunds	0.00	210.00	210.00	210.00
Alloted Federal Funds	<u>60,000,000.00</u>	<u>4,065,500.00</u>	<u>48,340,000.00</u>	<u>(11,660,000.00)</u>
Total Revenue	<u>60,000,000.00</u>	<u>4,065,710.00</u>	<u>48,340,210.00</u>	<u>(11,659,790.00)</u>
Expense				
Perpetuating Hawaiian Culture	1,815,500.00	0.00	0.00	1,815,500.00
Natural Resources	665,000.00	0.00	0.00	665,000.00
Community	404,500.00	100,000.00	100,000.00	304,500.00
Branding	34,814,222.00	6,420,606.33	10,921,832.07	23,892,389.93
Sports	4,344,889.00	505,946.00	2,344,889.00	2,000,000.00
Safety and Security	900,000.00	46,944.92	46,944.92	853,055.08
Tourism Research	60,000.00	0.00	0.00	60,000.00
Planning	2,005,200.00	34,995.23	35,033.23	1,970,166.77
Administrative	2,378,889.00	615,826.46	930,998.02	1,447,890.98
Governance and Org-Wide	<u>1,461,800.00</u>	<u>606,997.55</u>	<u>903,373.50</u>	<u>558,426.50</u>
Total Expense	<u>48,850,000.00</u>	<u>8,331,316.49</u>	<u>15,283,070.74</u>	<u>33,566,929.26</u>
Net Income	<u>11,150,000.00</u>	<u>(4,265,606.49)</u>	<u>33,057,139.26</u>	<u>21,907,139.26</u>

**Hawaii Tourism Authority**  
Statement of Revenues and Expenditures  
Tourism Special Fund  
FY 2022 Funds  
From 5/1/2022 Through 6/30/2022

	<u>Total Budget - FY22</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance - FY22</u>
Revenue				
Miscellaneous	0.00	15,564.84	16,867.36	16,867.36
Refunds	<u>0.00</u>	<u>(39,583.38)</u>	<u>18,271.71</u>	<u>18,271.71</u>
Total Revenue	<u>0.00</u>	<u>(24,018.54)</u>	<u>35,139.07</u>	<u>35,139.07</u>
Net Income	<u>0.00</u>	<u>(24,018.54)</u>	<u>35,139.07</u>	<u>35,139.07</u>



**Hawaii Tourism Authority**  
Statement of Revenues and Expenditures  
**Prior Year Funds - Tourism Special Fund**  
From 5/1/2022 Through 6/30/2022

	Total Budget	Current Period Actual	Current Year Actual	Total Budget Variance
Revenue				
Interest and Dividends	0.00	62,426.12	249,889.23	249,889.23
Refunds	0.00	50,954.73	98,154.73	98,154.73
Total Revenue	<u>0.00</u>	<u>113,380.85</u>	<u>348,043.96</u>	<u>348,043.96</u>
Expense				
Perpetuating Hawaiian Culture	11,199,632.00	1,371,795.25	4,390,081.50	6,809,550.50
Natural Resources	3,447,910.00	360,000.00	1,666,910.00	1,781,000.00
Community	8,462,772.12	331,716.10	7,154,223.17	1,308,548.95
Branding	33,112,516.00	5,111,640.82	20,644,826.91	12,467,689.09
Sports	160,222.00	0.00	45,171.00	115,051.00
Safety and Security	770,114.66	0.00	670,875.00	99,239.66
Tourism Research	2,270,248.83	61,956.43	1,676,146.99	594,101.84
Administrative	933,514.62	64,304.82	633,223.07	300,291.55
Governance and Org-Wide	201,675.92	15,558.12	141,876.86	59,799.06
Total Expense	<u>60,558,606.15</u>	<u>7,316,971.54</u>	<u>37,023,334.50</u>	<u>23,535,271.65</u>
Net Income	<u>(60,558,606.15)</u>	<u>(7,203,590.69)</u>	<u>(36,675,290.54)</u>	<u>23,883,315.61</u>

**Hawaii Tourism Authority**  
Statement of Revenues and Expenditures  
Convention Center Federal (ARPA) Fund  
FY 2022 Funds  
From 5/1/2022 Through 6/30/2022

	<u>Total Budget - FY22</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance - FY22</u>
Revenue				
Alloted Federal Funds	11,000,000.00	0.00	11,000,000.00	0.00
Total Revenue	<u>11,000,000.00</u>	<u>0.00</u>	<u>11,000,000.00</u>	<u>0.00</u>
Expense				
Branding	72,958.00	0.00	6,079.86	66,878.14
Administrative	247,042.00	131,127.74	207,964.14	39,077.86
Governance and Org-Wide	1,334,345.00	510,481.80	537,065.04	797,279.96
HCC Operating Expense	5,406,900.00	0.00	0.00	5,406,900.00
HCC Repair and Maintenance	2,970,455.00	0.00	0.00	2,970,455.00
HCC Sales and Marketing / MFF	968,300.00	0.00	0.00	968,300.00
Total Expense	<u>11,000,000.00</u>	<u>641,609.54</u>	<u>751,109.04</u>	<u>10,248,890.96</u>
Net Income	<u>0.00</u>	<u>(641,609.54)</u>	<u>10,248,890.96</u>	<u>10,248,890.96</u>

**Hawaii Tourism Authority**  
Statement of Revenues and Expenditures  
Convention Center Enterprise Special Fund  
FY 2022 Funds  
From 5/1/2022 Through 6/30/2022

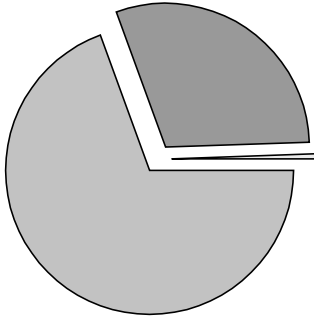
	<u>Total Budget - FY22</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance - FY22</u>
Revenue				
Transient Accomodations Tax	11,000,000.00	0.00	11,000,000.00	0.00
Miscellaneous	0.00	0.00	71,890.00	71,890.00
Refunds	0.00	0.00	41,501.08	41,501.08
HCC Revenue	<u>0.00</u>	<u>278,655.02</u>	<u>3,877,744.38</u>	<u>3,877,744.38</u>
Total Revenue	<u>11,000,000.00</u>	<u>278,655.02</u>	<u>14,991,135.46</u>	<u>3,991,135.46</u>
Net Income	<u>11,000,000.00</u>	<u>278,655.02</u>	<u>14,991,135.46</u>	<u>3,991,135.46</u>

**Hawaii Tourism Authority**  
Statement of Revenues and Expenditures  
**Prior Year Funds - Convention Center Enterprise Special Fund**  
From 5/1/2022 Through 6/30/2022

	Total Budget	Current Period Actual	Current Year Actual	Total Budget Variance
Revenue				
Interest and Dividends	0.00	38,157.10	130,306.13	130,306.13
Miscellaneous	0.00	0.00	35,100.21	35,100.21
Refunds	0.00	0.00	80,938.93	80,938.93
HCC Revenue	0.00	(29,149.09)	280,304.86	280,304.86
Total Revenue	<u>0.00</u>	<u>9,008.01</u>	<u>526,650.13</u>	<u>526,650.13</u>
Expense				
Branding	6,080.00	0.00	6,079.86	0.14
Administrative	19,449.64	0.00	19,449.86	(0.22)
Governance and Org-Wide	587,376.00	0.00	8,917.40	578,458.60
HCC Operating Expense	13,465,701.52	6,241,057.84	7,953,051.65	5,512,649.87
HCC Repair and Maintenance	20,960,600.00	10,831,000.00	10,831,000.00	10,129,600.00
HCC Sales and Marketing / MFF	902,672.93	533,000.00	533,000.00	369,672.93
Total Expense	<u>35,941,880.09</u>	<u>17,605,057.84</u>	<u>19,351,498.77</u>	<u>16,590,381.32</u>
Net Income	<u>(35,941,880.09)</u>	<u>(17,596,049.83)</u>	<u>(18,824,848.64)</u>	<u>17,117,031.45</u>

## Summary Of Investments

### Investment Allocation



0.5%	CASH	25,284.20
30.1%	CASH EQUIVALENTS	1,509,346.00
69.4%	FIXED INCOME	3,484,905.00
100.0%	<b>TOTAL</b>	<b>5,019,535.20</b>

### Investment Summary

	Market Value	%	Estimated Income	Current Yield
<b>CASH</b>	25,284.20	0.50	0	0.00
<b>CASH EQUIVALENTS</b>	1,509,346.00	30.07	15,093	1.00
<b>FIXED INCOME</b>	3,484,905.00	69.43	78,125	2.24
<b>Total Fund</b>	<b>5,019,535.20</b>	<b>100.00</b>	<b>93,218</b>	<b>1.86</b>

### Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
	CASH	2,856.12	2,856.12	11.30
	ACCRUED INCOME	22,428.08	22,428.08	88.70
	TOTAL CASH	25,284.20*	25,284.20*	100.00*
	<b>CASH EQUIVALENTS</b>			
	<b>CASH MANAGEMENT</b>			
1,509,346	DREYFUS TREASURY OBLIGATIONS CASH MANAGEMENT FUND	1,509,346.00	1,509,346.00	100.00
	<b>FIXED INCOME</b>			
	<b>U S TREASURY OBLIGATIONS</b>			
500,000	US TREASURY NOTES .125% 10/31/2022	496,445.31	496,705.00	14.25



Statement Period  
Account Number

06/01/2022 through 06/30/2022  
BANK OF HAWAII  
AGENT U/A DATED 10/31/2018 FOR  
HAWAII TOURISM AUTHORITY -  
TOURISM EMERGENCY TRUST  
FUND

## Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
500,000	US TREASURY NOTES 2.375% 01/31/2023	499,394.53	499,375.00	14.33
500,000	US TREASURY NOTES 2.75% 04/30/2023	499,531.25	499,475.00	14.33
500,000	US TREASURY NOTES 2.75% 07/31/2023	498,730.47	499,160.00	14.32
500,000	US TREASURY NOTES 2.875% 10/31/2023	498,496.09	499,745.00	14.34
500,000	US TREASURY NOTES 2.5% 01/31/2024	495,058.59	496,580.00	14.25
500,000	US TREASURY NOTES 2.25% 04/30/2024	491,738.28	493,865.00	14.17
	TOTAL U S TREASURY OBLIGATIONS	3,479,394.52*	3,484,905.00*	100.00*
	<b>Total Fund</b>	<b>5,014,024.72*</b>	<b>5,019,535.20*</b>	<b>100.00*</b>

**Hawaii Convention Center**  
Facility  
Income Statement  
From 6/01/2022 Through 6/30/2022  
(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)	238,845	213,018	25,827	182,042	2,365,179	2,093,800	271,379	2,475,348
Service Revenue	89,204	166,165	(76,961)	202,710	1,232,534	1,826,700	(594,166)	2,106,028
Total Direct Event Income	<u>328,049</u>	<u>379,183</u>	<u>(51,134)</u>	<u>384,752</u>	<u>3,597,713</u>	<u>3,920,500</u>	<u>(322,787)</u>	<u>4,581,376</u>
Direct Service Expenses	<u>144,304</u>	<u>215,294</u>	<u>70,990</u>	<u>176,668</u>	<u>1,684,541</u>	<u>3,114,301</u>	<u>1,429,760</u>	<u>1,968,225</u>
Net Direct Event Income	<u>183,745</u>	<u>163,889</u>	<u>19,856</u>	<u>208,084</u>	<u>1,913,173</u>	<u>806,200</u>	<u>1,106,973</u>	<u>2,613,151</u>
Ancillary Income								
Food and Beverage (Net)	239,090	155,077	84,013	29,383	1,214,785	1,966,993	(752,208)	207,200
Event Parking (Net)	77,696	36,740	40,956	5,091	722,878	275,600	447,278	66,993
Electrical Services	5,722	1,000	4,722	0	38,968	47,600	(8,632)	0
Audio Visual	28,118	1,640	26,478	8,890	157,293	87,200	70,093	18,106
Internet Services	0	0	0	0	0	0	0	0
Rigging Services	35,582	0	35,582	6,170	152,502	11,500	141,002	6,170
First Aid Commissions	0	0	0	0	0	0	0	0
Total Ancillary Income	<u>386,209</u>	<u>194,457</u>	<u>191,752</u>	<u>49,534</u>	<u>2,286,426</u>	<u>2,388,893</u>	<u>(102,467)</u>	<u>298,469</u>
Total Event Income	<u>569,954</u>	<u>358,346</u>	<u>211,608</u>	<u>257,618</u>	<u>4,199,599</u>	<u>3,195,093</u>	<u>1,004,506</u>	<u>2,911,620</u>
Other Operating Income								
Non-Event Parking	280	0	280	0	6,508	0	6,508	(850)
Other Income	5,047	1,413	3,634	3,444	71,946	17,000	54,946	21,606
Total Other Operating Income	<u>5,327</u>	<u>1,413</u>	<u>3,914</u>	<u>3,444</u>	<u>78,454</u>	<u>17,000</u>	<u>61,454</u>	<u>20,756</u>
Total Gross Income	<u>575,281</u>	<u>359,759</u>	<u>215,522</u>	<u>261,062</u>	<u>4,278,053</u>	<u>3,212,093</u>	<u>1,065,961</u>	<u>2,932,376</u>
Net Salaries & Benefits								
Salaries & Wages	315,278	368,465	53,187	257,976	3,796,810	4,425,710	628,900	3,244,197
Payroll Taxes & Benefits	129,550	125,177	(4,373)	6,209	1,089,739	1,510,000	420,261	1,092,867
Labor Allocations to Events	(28,365)	(143,097)	(114,732)	(137,402)	(720,842)	(1,747,185)	(1,026,343)	(1,807,783)
Total Net Salaries & Benefits	<u>416,462</u>	<u>350,545</u>	<u>(65,917)</u>	<u>126,783</u>	<u>4,165,707</u>	<u>4,188,525</u>	<u>22,818</u>	<u>2,529,281</u>
Other Indirect Expenses								
Net Contracted Services	43,720	38,625	(5,095)	14,042	329,588	299,600	(29,988)	164,040
Operations	10,630	10,526	(104)	4,000	105,384	126,400	21,016	100,284
Repair & Maintenance	95,061	72,363	(22,698)	77,292	885,682	868,400	(17,282)	694,562
Operational Supplies	112,040	36,845	(75,195)	9,504	379,253	447,200	67,947	186,694
Insurance	16,030	11,521	(4,509)	8,747	158,989	138,900	(20,089)	54,317
Utilities	199,535	162,340	(37,195)	154,344	2,191,639	1,854,675	(336,964)	1,624,997
Meetings & Conventions	3,230	1,950	(1,280)	495	13,843	14,800	957	12,241
Promotions & Communications	2,290	2,300	10	2,311	9,863	27,600	17,737	12,033
General & Administrative	18,835	22,161	3,326	18,317	169,975	189,800	19,825	134,065
Management Fees	130,433	242,237	111,804	0	335,400	447,200	111,800	0
Other	23,498	2,574	(20,924)	20,577	60,639	26,400	(34,239)	57,773
Total Other Indirect	<u>655,302</u>	<u>603,442</u>	<u>(51,860)</u>	<u>309,629</u>	<u>4,640,253</u>	<u>4,440,975</u>	<u>(199,278)</u>	<u>3,041,006</u>
Net Income (Loss) before CIP Funded Expenses	<u>(496,484)</u>	<u>(594,228)</u>	<u>97,745</u>	<u>(175,350)</u>	<u>(4,527,907)</u>	<u>(5,417,407)</u>	<u>889,500</u>	<u>(2,637,911)</u>
CIP Funded Expenses	<u>256</u>	<u>0</u>	<u>256</u>	<u>19,435</u>	<u>11,624</u>	<u>0</u>	<u>11,624</u>	<u>51,903</u>
Net Income (Loss) from Operations	<u>(496,227)</u>	<u>(594,228)</u>	<u>98,001</u>	<u>(155,915)</u>	<u>(4,516,283)</u>	<u>(5,417,407)</u>	<u>901,124</u>	<u>(2,586,008)</u>
Fixed Asset Purchases	<u>2,830</u>	<u>8,337</u>	<u>5,507</u>	<u>13,772</u>	<u>69,557</u>	<u>100,000</u>	<u>30,443</u>	<u>43,630</u>
Net Income (Loss) After Fixed Asset Purchases	<u>(499,057)</u>	<u>(602,565)</u>	<u>103,508</u>	<u>(169,687)</u>	<u>(4,585,841)</u>	<u>(5,517,407)</u>	<u>931,567</u>	<u>(2,629,638)</u>

**Hawaii Convention Center**  
**Facility**  
**Income Statement**  
**From 6/01/2022 Through 6/30/2022**  
**(In Whole Numbers)**

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
<b>Revenues</b>								
Food & Beverage	474,832	258,496	216,336	53,818	2,399,123	3,291,102	(891,979)	338,300
Facility	492,111	425,616	66,495	409,374	4,857,583	4,410,400	447,183	4,698,647
<b>Total Revenues</b>	<b>966,943</b>	<b>684,112</b>	<b>282,831</b>	<b>463,192</b>	<b>7,256,706</b>	<b>7,701,502</b>	<b>(444,796)</b>	<b>5,036,948</b>
<b>Expenses</b>								
Food & Beverage	335,334	205,660	(129,674)	56,891	2,286,617	2,532,509	245,892	659,299
Facility	1,128,093	1,072,680	(55,412)	581,651	9,497,997	10,586,401	1,088,404	7,015,560
<b>Total Expenses</b>	<b>1,463,427</b>	<b>1,278,340</b>	<b>(185,087)</b>	<b>638,542</b>	<b>11,784,613</b>	<b>13,118,910</b>	<b>1,334,296</b>	<b>7,674,859</b>
<b>Net Income (Loss) before CIP Funded Expenses</b>	<b>(496,484)</b>	<b>(594,228)</b>	<b>97,745</b>	<b>(175,350)</b>	<b>(4,527,907)</b>	<b>(5,417,407)</b>	<b>889,500</b>	<b>(2,637,911)</b>
<b>CIP Funded Expenses</b>	<b>256</b>	<b>0</b>	<b>256</b>	<b>19,435</b>	<b>11,624</b>	<b>0</b>	<b>11,624</b>	<b>51,903</b>
<b>Net Income (Loss) from Operations</b>	<b>(496,228)</b>	<b>(594,228)</b>	<b>98,001</b>	<b>(155,915)</b>	<b>(4,516,283)</b>	<b>(5,417,407)</b>	<b>901,124</b>	<b>(2,586,008)</b>
<b>Fixed Asset Purchases</b>	<b>2,830</b>	<b>8,337</b>	<b>5,507</b>	<b>13,772</b>	<b>69,557</b>	<b>100,000</b>	<b>30,443</b>	<b>43,630</b>
<b>Net Income (Loss) after Fixed Asset Purchases</b>	<b>(499,058)</b>	<b>(602,565)</b>	<b>103,508</b>	<b>(169,687)</b>	<b>(4,585,840)</b>	<b>(5,517,407)</b>	<b>931,567</b>	<b>(2,629,638)</b>



## **9.2**

### Budget Reallocation Summary FY 2022 Through June 30, 2022

Budget Reallocation Summary  
 FY 2022  
 Through June 30, 2022

Budget Line Item	Program Code	Original Budget	Year-to-Date		May-June 2022 Activity
			Reallocation	Budget After Reallocations	
<b>Perpetuating Hawaiian Culture</b>					
<i>From:</i>					
Hawaiian Culture Opportunity Fund	215	200,000	(150,000)	50,000	
				-	
				-	
			(150,000)		-
<i>To:</i>					
Resort Area Hawaiian Culture Initiative	718	-	400,000	400,000	
				-	
				-	
				-	
				-	
			400,000		-
<b>Natural Resources</b>					
<i>From:</i>					
None				-	
				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
				-	
			-		-
<b>Community</b>					
<i>From:</i>					
Community Product Capacity Building	702	500,000	(331,000)	169,000	
				-	
				-	
			(331,000)		-
<i>To:</i>					
				-	
				-	
				-	
				-	

Budget Reallocation Summary  
 FY 2022  
 Through June 30, 2022

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	May-June 2022 Activity
			-	-	
			-	-	
			-	-	
			-	-	
<b>Branding</b>					
<b>From:</b>					
Route Development	005	250,000	(250,000)	-	
gohawaii.com	318	2,500,000	(710,000)	1,790,000	
US MMA	321	22,500,000	(1,500,000)	21,000,000	(1,500,000)
			<b>(2,460,000)</b>		<b>(1,500,000)</b>
<b>To:</b>					
Marketing Opportunity	380	250,000	43,000	293,000	
Island Chapters Staffing and Admin	320	-	1,500,000	1,500,000	1,500,000
Pono Travel Education Program	014	175,000	225,000	400,000	
Hawaii Tourism Updates	102	125,000	106,000	231,000	
			<b>1,874,000</b>		<b>1,500,000</b>
<b>Sports</b>					
<b>From:</b>					
				-	
				-	
			-		
<b>To:</b>					
UH Athletics Branding Partnership	378	-	167,000	167,000	
Sports Programs - Unallocated	379	1,500,000	-	1,500,000	
LPGA	343		500,000	500,000	
				-	
			<b>667,000</b>		-
<b>Safety and Security</b>					
<b>From:</b>					
None				-	
				-	
			-		
<b>To:</b>					
				-	
				-	
			-		
<b>Tourism Research</b>					
<b>From:</b>					



Budget Reallocation Summary  
 FY 2022  
 Through June 30, 2022

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	May-June 2022 Activity
<b>Board Allocations</b>					
<i>From:</i>					
None			-	-	-
			-		-
			-		-

## **9.3**

Budget Statement Summary  
FY 2022  
Through June 30, 2022

Hawaii Tourism Authority  
 Budget Statement - Summary  
 FY 2022  
 As of June 30, 2022

Category	Tourism Federal Fund - ARPA [TFF]				Convention Center Federal Fund - ARPA [CCFF]			
	Fiscal Year 2022				Fiscal Year 2022			
	Budget	YTD Amount of Budget Used	Balance	Activity for May and June 2022	Budget	YTD Amount of Budget Used	Balance	Activity for May and June 2022
<b>Revenues</b>								
TAT Revenue Allocation			-	-			-	-
Federal ARPA Funds	60,000,000	48,340,000	11,660,000	4,065,500	11,000,000	11,000,000	-	-
Prior Year Carryover	-	-	-	-	-	-	-	-
Availability of \$5M Emergency Fund (Subject to Governor Approval)	-	-	-	-	-	-	-	-
Other	-	210	(210)	210	-	-	-	-
<b>Total Revenues</b>	<b>60,000,000</b>	<b>48,340,210</b>	<b>11,659,790</b>	<b>4,065,710</b>	<b>11,000,000</b>	<b>11,000,000</b>	<b>-</b>	<b>-</b>
<b>Encumbrances</b>								
<b>Perpetuating Hawaiian Culture</b>								
Hawaiian Culture Programs	1,815,500	500,000	1,315,500	500,000	-	-	-	-
In-House Contracted Staff - Hawaiian Culture	-	-	-	-	-	-	-	-
Subtotal	1,815,500	500,000	1,315,500	500,000	-	-	-	-
<b>Natural Resources (Statute: \$1M minimum)</b>								
Natural Resources Programs	665,000	100,000	565,000	50,000	-	-	-	-
In-House Contracted Staff - Natural Resources	-	-	-	-	-	-	-	-
Subtotal	665,000	100,000	565,000	50,000	-	-	-	-
<b>Community</b>								
Community Programs	404,500	120,000	284,500	-	-	-	-	-
In-House Contracted Staff - Community	-	-	-	-	-	-	-	-
Subtotal	404,500	120,000	284,500	-	-	-	-	-
<b>Branding</b>								
Branding Programs	33,894,000	20,176,155	13,717,845	(10,192,541)	-	-	-	-
In-House Contracted Staff - Branding	-	-	-	-	-	-	-	-
State Employee Salaries - Branding	920,222	821,547	98,675	(98,675)	72,458	12,614	59,844	(60,344)
Subtotal	34,814,222	20,997,702	13,816,520	(10,291,216)	72,458	12,614	59,844	(60,344)
<b>Sports</b>								
Sports Programs	4,344,889	2,594,889	1,750,000	-	-	-	-	-
Subtotal	4,344,889	2,594,889	1,750,000	-	-	-	-	-
<b>Safety and Security</b>								
Safety and Security Programs	900,000	146,945	753,055	145,565	-	-	-	-
Subtotal	900,000	146,945	753,055	145,565	-	-	-	-
<b>Tourism Research</b>								
Tourism Research Programs	60,000	-	60,000	-	-	-	-	-
In-House Contracted Staff - Tourism Research	-	-	-	-	-	-	-	-
Subtotal	60,000	-	60,000	-	-	-	-	-
<b>Planning</b>								
Planning Programs	2,005,200	491,530	1,513,670	49,992	-	-	-	-
In-House Contracted Staff - Planning	-	-	-	-	-	-	-	-
Subtotal	2,005,200	491,530	1,513,670	49,992	-	-	-	-
<b>Hawai'i Convention Center</b>								
Sales & Marketing	-	-	-	-	968,300	968,300	-	968,300
Operations	-	-	-	-	5,406,900	5,406,900	-	5,406,900
Major Repair & Maintenance	-	-	-	-	2,970,455	2,970,455	-	2,970,455
Subtotal	-	-	-	-	9,345,655	9,345,655	-	9,345,655
<b>Administrative (Statute: Cannot exceed 3.5% = \$2,765,000)</b>								
Operations	999,111	391,398	607,713	189,977	-	-	-	-
In-House Contracted Staff - Admin	-	-	-	-	-	-	-	-
State Employee Salaries - Admin	1,379,778	973,287	406,491	(206,491)	247,042	226,060	20,982	(20,982)
Subtotal	2,378,889	1,364,685	1,014,204	(16,514)	247,042	226,060	20,982	(20,982)
<b>Organizationwide Costs</b>								
State Employee Fringe	1,110,000	788,038	321,962	(321,962)	170,000	72,220	97,780	(97,780)
Organization-Wide	220,000	105,000	115,000	-	1,164,845	1,164,845	-	1,164,845
Governance - Board/Others	131,800	104,052	27,748	(12,609)	-	-	-	-
Subtotal	1,461,800	997,090	464,710	(334,571)	1,334,845	1,237,065	97,780	1,067,065
<b>Total Encumbrances</b>	<b>48,850,000</b>	<b>27,312,841</b>	<b>21,537,159</b>	<b>(9,896,744)</b>	<b>11,000,000</b>	<b>10,821,394</b>	<b>178,606</b>	<b>10,331,394</b>
<b>Revenues vs Encumbrances</b>	<b>11,150,000</b>	<b>21,027,369</b>			<b>-</b>	<b>178,606</b>		

Category	Tourism Special Fund (TSF)				Convention Center Enterprise Special Fund (CCESF)			
	Fiscal Year 2022				Fiscal Year 2022			
<b>Revenues</b>								
TAT Revenue Allocation	-	-	-	-	11,000,000	11,000,000	-	-
Convention Center Revenue - Relating to FY22 (also tied to FY21 encumbrance)	-	-	-	-	-	3,877,744	(3,877,744)	278,655
Convention Center Revenue - Relating to Prior Years	-	-	-	-	-	280,305	(280,305)	(29,149)
Other	-	383,183	(383,183)	89,362	-	359,736	(359,736)	38,157
<b>Total Revenues</b>	<b>-</b>	<b>383,183</b>	<b>(383,183)</b>	<b>89,362</b>	<b>11,000,000</b>	<b>15,517,785</b>	<b>(4,517,785)</b>	<b>287,663</b>

## **9.4**

Budget Statement  
FY 2022  
As of June 30, 2022



Hawaii Tourism Authority  
Budget Statement  
As of June 30, 2022  
FY 2022

Program Code	Program Title	Budget FY22	YTD Amount of Budget Used	Remaining Balance	Monthly Activity Actual and Enc
<i>Tourism Federal Fund</i>					
<b>Perpetuating Hawaiian Culture</b>					
202	Hawaiian Culture Initiative	475,000.00	0.00	475,000.00	0.00
203	Ma'ema'e HTA	50,000.00	0.00	50,000.00	0.00
204	Market Support	50,000.00	0.00	50,000.00	0.00
214	Legacy Award Program	25,000.00	0.00	25,000.00	0.00
215	Hawaiian Culture Opportunity Fund	50,000.00	0.00	50,000.00	0.00
216	Olelo Hawaii	500,000.00	500,000.00	0.00	500,000.00
217	FESTPAC	250,000.00	0.00	250,000.00	0.00
297	Memberships and Dues - Hawaiian Culture	500.00	0.00	500.00	0.00
298	Travel - Hawaiian Culture	15,000.00	0.00	15,000.00	0.00
718	Resort Area Hawaiian Cultural Initiative	400,000.00	0.00	400,000.00	0.00
<b>Subtotal</b>	<b>Perpetuating Hawaiian Culture</b>	<b>1,815,500.00</b>	<b>500,000.00</b>	<b>1,315,500.00</b>	<b>500,000.00</b>
<b>Natural Resources</b>					
406	Visitor Impact Program	350,000.00	50,000.00	300,000.00	0.00
407	Hawaii Eco Tourism Association	50,000.00	50,000.00	0.00	50,000.00
416	Wahi Pana Series	250,000.00	0.00	250,000.00	0.00
498	Travel - Natural Resources	15,000.00	0.00	15,000.00	0.00
<b>Subtotal</b>	<b>Natural Resources</b>	<b>665,000.00</b>	<b>100,000.00</b>	<b>565,000.00</b>	<b>50,000.00</b>
<b>Community</b>					
702	Community Product Capacity Building (formerly Workshops)	169,000.00	0.00	169,000.00	0.00
797	Memberships and Dues - Community	500.00	0.00	500.00	0.00
798	Travel - Community	15,000.00	0.00	15,000.00	0.00
802	Current Workforce Development (Industry Career Dev)	100,000.00	0.00	100,000.00	0.00
803	Future Workforce Development (LEI)	120,000.00	120,000.00	0.00	0.00
<b>Subtotal</b>	<b>Community</b>	<b>404,500.00</b>	<b>120,000.00</b>	<b>284,500.00</b>	<b>0.00</b>
<b>Branding</b>					
004	Cruise Infrastructure Improvements and Arrival Experience	100,000.00	100,000.00	0.00	0.00
010	HTUS/HTJ Campaign Effectiveness Study	270,000.00	260,000.00	10,000.00	(10,000.00)
012	Rebranding of the Hawaiian Islands	1,000,000.00	0.00	1,000,000.00	(1,000,000.00)
013	Creative Agency	250,000.00	0.00	250,000.00	(250,000.00)
014	Pono Travel Education Program	400,000.00	400,000.00	0.00	400,000.00
102	Hawai'i Tourism Summit	231,000.00	5,251.30	225,748.70	0.00
317	Convention Center Sales & Marketing - City Wide	2,600,000.00	2,600,000.00	0.00	0.00
318	gohawaii.com (formerly Online Website Coordination)	1,790,000.00	232,500.00	1,557,500.00	77,500.00
319	MCI MFF	850,000.00	850,000.00	0.00	0.00
320	Island Chapters Staffing and Admin	1,500,000.00	0.00	1,500,000.00	0.00
321	US (formerly North America)	21,000,000.00	12,750,000.00	8,250,000.00	(9,750,000.00)
331	Meetings, Convention & Incentives	1,900,000.00	1,900,000.00	0.00	0.00
339	Global Digital Marketing Strategy (former Intl Online Strat)	713,000.00	300,000.00	413,000.00	100,000.00
350	Global Mkt Shared Resces (formerly Intellect Prop Data Bank)	787,000.00	592,500.00	194,500.00	197,500.00
380	Marketing Opportunity Fund	293,000.00	32,655.00	260,345.00	(320.00)
397	Memberships and Dues - Branding	160,000.00	137,265.00	22,735.00	38,065.00
398	Travel - Branding	50,000.00	15,983.04	34,016.96	4,713.51
934	State Employee Salaries - Branding	920,222.00	821,547.48	98,674.52	(98,674.52)
<b>Subtotal</b>	<b>Branding</b>	<b>34,814,222.00</b>	<b>20,997,701.82</b>	<b>13,816,520.18</b>	<b>(10,291,216.01)</b>
<b>Sports</b>					
312	PGA Tour Contracts	2,177,889.00	2,177,889.00	0.00	0.00
343	LPGA	500,000.00	250,000.00	250,000.00	0.00
378	UH Athletics Branding Partnership	167,000.00	167,000.00	0.00	0.00
379	Sports Programs - Unallocated (Sports RFP)	1,500,000.00	0.00	1,500,000.00	0.00
<b>Subtotal</b>	<b>Sports</b>	<b>4,344,889.00</b>	<b>2,594,889.00</b>	<b>1,750,000.00</b>	<b>0.00</b>
<b>Safety and Security</b>					
601	Visitor Assistance Programs	500,000.00	0.00	500,000.00	0.00
602	Crisis Management	100,000.00	46,944.92	53,055.08	45,564.92
603	Lifeguard Program	200,000.00	0.00	200,000.00	0.00
604	Preventative Programs	100,000.00	100,000.00	0.00	100,000.00
<b>Subtotal</b>	<b>Safety and Security</b>	<b>900,000.00</b>	<b>146,944.92</b>	<b>753,055.08</b>	<b>145,564.92</b>
<b>Tourism Research</b>					
506	Infrastructure Research (Accomodations and Airseats)	60,000.00	0.00	60,000.00	0.00
<b>Subtotal</b>	<b>Tourism Research</b>	<b>60,000.00</b>	<b>0.00</b>	<b>60,000.00</b>	<b>0.00</b>
<b>Planning</b>					
652	Planning Tools and Assessments	410,000.00	111,585.32	298,414.68	(29,414.68)
653	Hotspot Mitigation	500,000.00	0.00	500,000.00	0.00
654	Program Evaluation	500,000.00	377,584.69	122,415.31	77,584.69
655	Community Engagement	175,000.00	0.00	175,000.00	0.00
656	Community Tourism Collaborative	400,000.00	0.00	400,000.00	0.00
697	Memberships and Dues - Planning	3,200.00	0.00	3,200.00	0.00
698	Travel - Planning	17,000.00	2,360.22	14,639.78	1,822.41
<b>Subtotal</b>	<b>Planning</b>	<b>2,005,200.00</b>	<b>491,530.23</b>	<b>1,513,669.77</b>	<b>49,992.42</b>
<b>Administrative</b>					
101	Community-Industry Outreach & Public Relations Svcs	200,000.00	200,000.00	0.00	200,000.00
103	hawaii tourism authority.org (formerly HTA web/Global Social)	100,000.00	24,546.80	75,453.20	(48,947.84)
901	General and Administrative	648,700.00	157,520.05	491,179.95	37,123.66
930	State Employee Salaries - Admin	1,379,778.00	973,286.66	406,491.34	(206,491.34)
998	Travel - Admin	50,411.00	9,331.95	41,079.05	1,800.80
<b>Subtotal</b>	<b>Administrative</b>	<b>2,378,889.00</b>	<b>1,364,685.46</b>	<b>1,014,203.54</b>	<b>(16,514.72)</b>
<b>Governance and Org-Wide</b>					
915	Organization-Wide	220,000.00	105,000.00	115,000.00	0.00
919	Governance - Gen Board/Others	131,800.00	104,052.35	27,747.65	(12,608.43)
931	State Employees Fringe	1,110,000.00	788,037.77	321,962.23	(321,962.23)
<b>Subtotal</b>	<b>Governance and Org-Wide</b>	<b>1,461,800.00</b>	<b>997,090.12</b>	<b>464,709.88</b>	<b>(334,570.66)</b>
<b>Approved</b>	<b>FY 2022 Funds</b>	<b>48,850,000.00</b>	<b>27,312,841.55</b>	<b>21,537,158.45</b>	<b>(9,896,744.05)</b>
<b>Adjustments - Funds Not Yet Released by Board:</b>					
	Reserved for FY23 Payroll and Interim Operations (approved by B&F in July 2022)	4,300,000.00	0.00	4,300,000.00	0.00
	Funds Not Yet Approved by the Board	6,850,000.00	0.00	6,850,000.00	0.00
<b>Total</b>	<b>FY 2022 Funds</b>	<b>60,000,000.00</b>	<b>27,312,841.55</b>	<b>32,687,158.45</b>	<b>(9,896,744.05)</b>
<i>Convention Center Federal Fund</i>					
<b>Branding</b>					
934	State Employee Salaries - Branding	72,458.00	12,613.84	59,844.16	(60,344.16)
<b>Subtotal</b>	<b>Branding</b>	<b>72,458.00</b>	<b>12,613.84</b>	<b>59,844.16</b>	<b>(60,344.16)</b>
<b>Administrative</b>					
930	State Employee Salaries - Admin	247,042.00	226,060.43	20,981.57	(20,981.57)
<b>Subtotal</b>	<b>Administrative</b>	<b>247,042.00</b>	<b>226,060.43</b>	<b>20,981.57</b>	<b>(20,981.57)</b>
<b>Governance and Org-Wide</b>					
915	Organization-Wide	1,164,845.00	1,164,845.00	0.00	1,164,845.00
931	State Employees Fringe	170,000.00	72,220.04	97,779.96	(97,779.96)
<b>Subtotal</b>	<b>Governance and Org-Wide</b>	<b>1,334,845.00</b>	<b>1,237,065.04</b>	<b>97,779.96</b>	<b>1,067,065.04</b>

Hawaii Tourism Authority  
 Budget Statement  
 As of June 30, 2022  
 FY 2022

<b>HCC Operating Expense</b>					
850	HCC Operating Expense	5,406,900.00	5,406,900.00	0.00	5,406,900.00
<b>Subtotal</b>	<b>HCC Operating Expense</b>	<b>5,406,900.00</b>	<b>5,406,900.00</b>	<b>0.00</b>	<b>5,406,900.00</b>
<b>HCC Repair and Maintenance</b>					
860	HCC Repair and Maintenance	2,970,455.00	2,970,455.00	0.00	2,970,455.00
<b>Subtotal</b>	<b>HCC Repair and Maintenance</b>	<b>2,970,455.00</b>	<b>2,970,455.00</b>	<b>0.00</b>	<b>2,970,455.00</b>
<b>HCC Sales and Marketing / MFF</b>					
871	HCC Local Sales	968,300.00	968,300.00	0.00	968,300.00
<b>Subtotal</b>	<b>HCC Sales and Marketing / MFF</b>	<b>968,300.00</b>	<b>968,300.00</b>	<b>0.00</b>	<b>968,300.00</b>
<b>Total</b>	<b>FY 2022 Funds</b>	<b>11,000,000.00</b>	<b>10,821,394.31</b>	<b>178,605.69</b>	<b>10,331,394.31</b>

# **9.5**

Budget Statement

July 1, 2021

Hawaii Tourism Authority  
Budget Statement  
July 1, 2021

**Note:** This schedule summarizes transactions that were encumbered with FY21 funds, processed by FY22 business. See further discussion in Executive Summary.

Program Code	Program Title	FY21 Funds Transactions, Processed in FY22
<b>Perpetuating Hawaiian Culture</b>		
201	Kukulu Ola: Living Hawaiian Cultural Prog	-
202	Hawaiian Culture Initiative	-
206	Kahea Program - Harbor Greetings	-
207	Kahea Program - Airport Greetings	-
208	Hawaiian Music and Dance Center	5,948,568
212	Merrie Monarch Hula Festival	-
215	Hawaiian Culture Opportunity Fund	99,995
216	Olelo Hawaii	-
297	Memberships and Dues - Hawaiian Culture	-
717	Monthly Music Series	-
932	Salaries - Hawaiian Culture	-
	<b>Total - Perpetuating Hawaiian Culture</b>	<b>6,048,563</b>
<b>Natural Resources</b>		
402	Aloha Aina (formerly NR and Leg Prov NR)	-
406	Visitor Impact Program	-
407	Hawaii Eco Tourism Association	-
499	In-House Contracted Staff - Natural Resources	-
936	State Employee Salaries - Natural Resources	-
	<b>Total - Natural Resources</b>	<b>-</b>
<b>Community</b>		
700	Community Opportunity	-
701	Community Enrichment Program	-
731	Community-Based Tourism - Oahu	-
732	Community-Based Tourism - Maui County	20,000
733	Community-Based Tourism - Hawaii Island	15,000
734	Community-Based Tourism - Kauai	15,000
797	Memberships and Dues - Community	-
933	State Employee Salaries - Community	-
	<b>Total - Community</b>	<b>50,000</b>
<b>Branding</b>		
4	Cruise Infrastructure Improvements and Arrival Experiences	-
318	gohawaii.com (formerly Online Website Coordination)	-
320	Island Chapters Staffing and Admin	-
321	US (formerly North America)	-
322	Canada	800,000
323	Japan	-
324	Korea	-
325	Oceania	-
329	China	-
331	Meetings, Convention & Incentives	-
339	Global Digital Marketing Strategy (former Intl Online Strategy)	-
350	Global Mkt Shared Rescues (formerly Intellect Prop Data Bank)	-
380	Marketing Opportunity Fund	-
397	Memberships and Dues - Branding	-
398	Travel - Branding	-
723	Hawaii Film Office Partnership	-
934	State Employee Salaries - Branding	-
	<b>Total - Branding</b>	<b>800,000</b>
<b>Sports</b>		
312	PGA Tour Contracts	-
377	Polynesian Football HoF	-
378	UH Athletics Branding Partnership	-
384	Football	-
	<b>Total - Sports</b>	<b>-</b>
<b>Safety and Security</b>		
601	Visitor Assistance Programs	55,000
602	Crisis Management	-
	<b>Total - Safety and Security</b>	<b>55,000</b>

Hawaii Tourism Authority  
Budget Statement  
July 1, 2021

<b>Tourism Research</b>		
505	Est of Visitor Arrivals by Country by Month	-
506	Infrastructure Research (Accomodations and Airseats)	-
512	Visitor Arrivals and Departure Surveys	(390,082)
513	Evaluation and Performance Studies	-
514	Marketing Research	-
597	Memberships and Dues - Research	-
935	State Employee Salaries - Research	-
	<b>Total - Tourism Research</b>	<b>(390,082)</b>
<b>Administrative</b>		
101	Community-Industry Outreach & Public Relations Svcs	200,000
103	hawaiitourismauthority.org (formerly HTA web/Global Sc	-
901	General and Administrative	-
909	Protocol Fund	-
930	State Employee Salaries - Admin	-
	<b>Total - Administrative</b>	<b>200,000</b>
<b>Governance and Organization-Wide</b>		
915	Organization-Wide	-
919	Governance - Gen Board/Others	-
931	State Employees Fringe	-
	<b>Total - Governance and Organization-Wide</b>	<b>-</b>
	<b>Total</b>	<b>6,763,481</b>

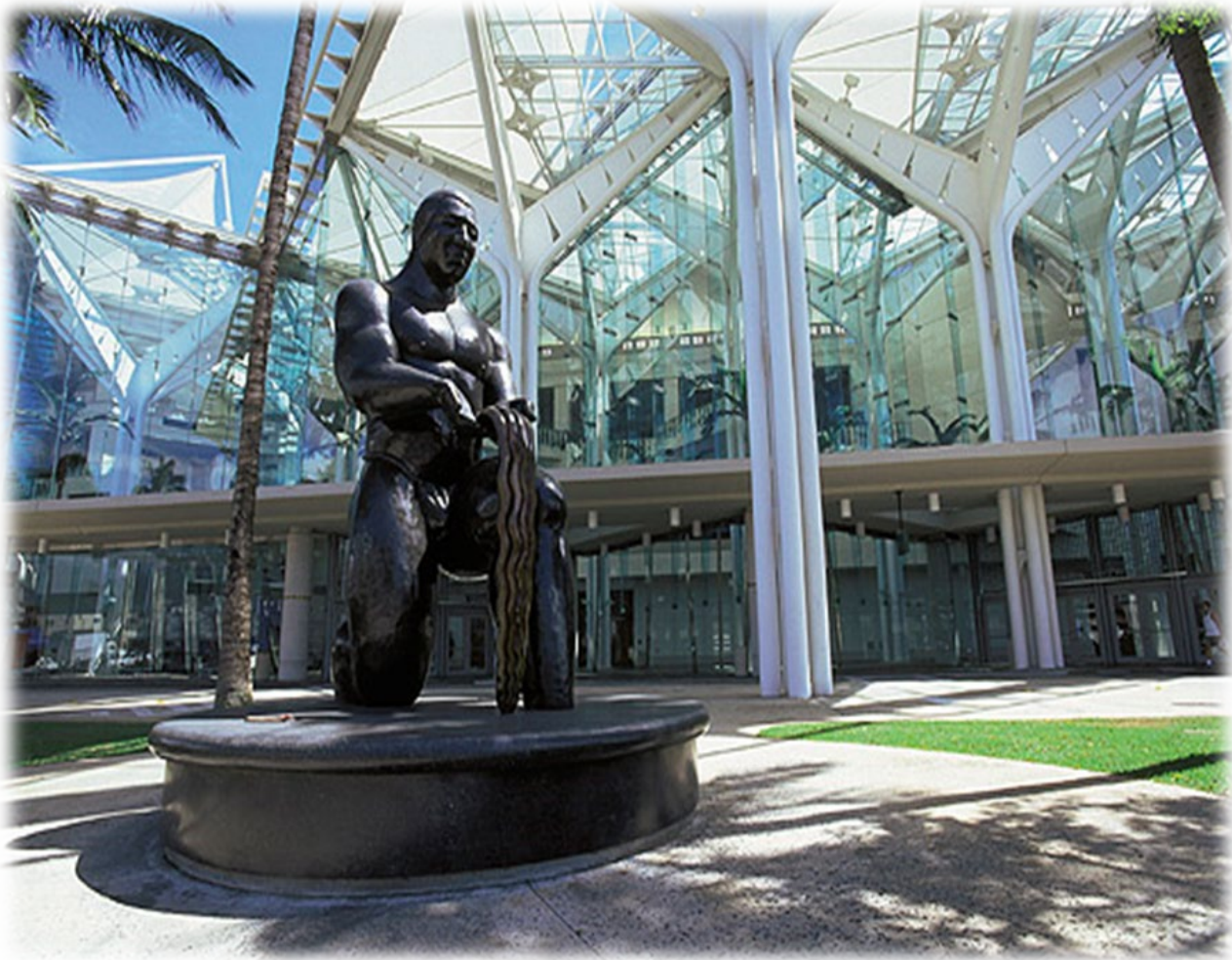
**Convention Center Enterprise Special Fund:**

<b>Branding</b>		
934	State Employee Salaries - Branding	-
	<b>Total - Branding</b>	<b>-</b>
<b>Administrative</b>		
930	State Employee Salaries - Admin	-
	<b>Total - Administrative</b>	<b>-</b>
<b>HCC Operations</b>		
850	HCC Operating Expense	13,186,400
860	HCC Repair and Maintenance	20,960,600
870	HCC Sales and Marketing / MFF	-
871	HCC Local Sales	533,000
	<b>Total - HCC Operations</b>	<b>34,680,000</b>
<b>Governance and Organization-Wide</b>		
915	Organization-Wide	-
931	State Employees Fringe	-
	<b>Total - Governance and Organization-Wide</b>	<b>-</b>
	<b>Total CCESF</b>	<b>34,680,000</b>

## **10**

Presentation, Discussion, and Action on the  
Hawai'i Convention Center's June 2022 Financial  
Report and Update on the Hawai'i Convention  
Center's 6-Year CIP Plan

# *Hawai'i Convention Center*



*Update for*  
***June 2022***  
*For*  
***(July 28, 2022 meeting)***

# Financial Update

	<b>FY 2022 Actual</b>	<b>FY 2022 Budget</b>	<b>Variance</b>	<b>CY 2019 Actual</b>
Contracted Room Nights	<b>17,577</b>	<b>31,181*</b>	<b>(13,604)</b>	<b>132,104</b>
Facility Occupancy	<b>29%</b>	<b>20%</b>	<b>9%</b>	<b>32%</b>
Facility Number of Events	213	100	113	238
Facility Gross Revenue	<b>\$7,256,700</b>	<b>\$7,701,500</b>	<b>(\$444,800)</b>	<b>\$16,866,900</b>
Facility Gross Expenses	(\$11,842,500)	(\$13,218,900)	\$1,376,400	(\$17,649,200)
Facility Net Loss	<b>(\$4,585,800)</b>	<b>(\$5,517,400)</b>	<b>\$931,600</b>	<b>(\$782,300)</b>
Local S&M Gross Expenses	<b>(\$522,600)</b>	<b>(\$533,000)</b>	<b>\$10,400</b>	<b>(\$5,315,000)</b>
HCC Net Loss	<b>(\$5,108,400)</b>	<b>(\$6,050,400)</b>	<b>\$942,000</b>	<b>(\$6,097,300)</b>



# Definite Citywides FY 2022

Start Date	End Date	Event Name	Actual Attendance	EEI Value	Tax Generation
01/06/22	01/08/22	2022 IDQ Expo (C)	1,450	\$13,429,710	\$1,571,276
1/15/22	1/17/22	TransPacific Volleyball Championships 2022	9,567	\$9,219,415	\$1,078,671
03/22/22	03/27/22	Association for Asian Studies (AAS) Annual Convention 2022	2,200	\$9,541,778	\$1,116,388
05/06/22	05/13/22	MRS Spring Meeting 2022	4,378	\$26,579,965	\$3,109,856
<b>Total</b>			<b>17,217</b>	<b>\$58,770,868</b>	<b>\$6,876,191</b>

# ROI FY 2022

HCC Revenue + State Revenue + Tax Revenue  
= \$72.9M

HCC Expense + HVCB MCI Expense = \$17.7M

***ROI = For every dollar spent,***

***\$4.12 returned to the State***

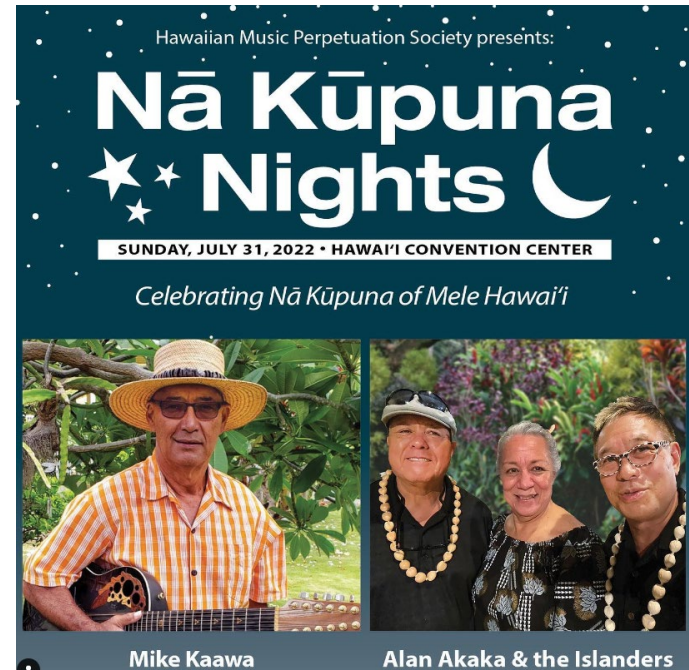
# Recent Events @ Hawai'i Convention Center

- Monet: The Immersive Experience (June 13-Aug 14), 50,000 forecast attendees (**ongoing**)
- Jacinta & Jewel's Wedding (June 18), 320 attendees
- Pacific Rim Championship 2022, (July 1-3), 1,050 attendees (CW/Sports)
- Goldschmidt Conference 2022, (July 10-15), 2,500 attendees (CW)



# Upcoming Local/Citywide Events

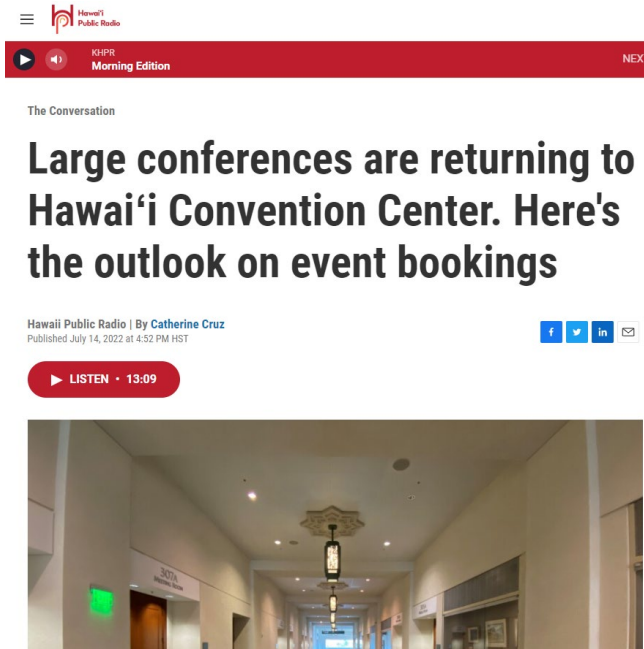
- 5-0 Volleyball Tournament & Poly Fest (July 21-23), 6,000 attendees
- Ma'ohi Nui - 20th Anniversary (July 23), 2500 attendees
- Na Kupuna Nights (July 31, 2022), 400 attendees



# Definite Citywide Bookings for FY 2023

Start Date	End Date	Event Name	Forecast Attendance	EEI Value	Tax Generation
07/01/22	07/03/22	Pacific Rim Championship 2022 (Jam on It)	1,600	\$5,048,727	\$590,701
07/10/22	07/15/22	Goldschmidt Conference 2022	2,500	\$13,129,182	\$2,154,234
10/19/22	10/28/22	2022 Applied Superconductivity Conference	1,800	\$11,960,948	\$1,399,435
11/07/22	11/16/22	2022 AMA Interim Meeting of the House of Delegates (C)	3,500	\$23,728,741	\$2,776,263
04/11/23	04/23/23	American Roentgen Ray Society	2,500	\$18,342,486	\$2,146,071
<b>Total</b>			<b>11,900</b>	<b>\$72,210,084</b>	<b>\$9,066,704</b>

# HCC In the News



Hawaii Public Radio  
KHPR Morning Edition

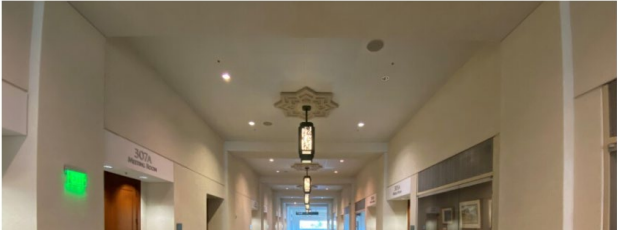
The Conversation

## Large conferences are returning to Hawai'i Convention Center. Here's the outlook on event bookings

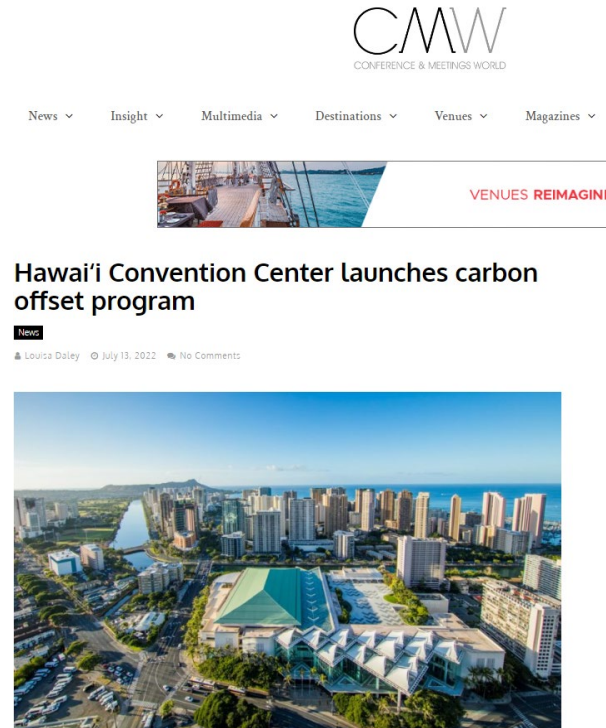
Hawaii Public Radio | By Catherine Cruz  
Published July 14, 2022 at 4:52 PM HST

[f](#) [t](#) [in](#) [e](#)

[▶ LISTEN · 13:09](#)



Hawaii Public Radio feature on Goldschmidt Conference and outlook on future conventions



CMW  
CONFERENCE & MEETINGS WORLD


News ▾ Insight ▾ Multimedia ▾ Destinations ▾ Venues ▾ Magazines ▾

VENUES REIMAGINE

## Hawai'i Convention Center Launches carbon offset program

News

Louisa Daley · July 13, 2022 · No Comments



Hawai'i Convention Center Launches Carbon Offset Program for Meetings, Events



PCMA  
4h · 🌐

Women in Convention Centers Series by Convene: [Hawaii Convention Center's Teri Orton on Leadership and Overcoming Obstacles](#)

The general manager points to Hawai... See more



PCMA.ORG

**Hawai'i Convention Center's Teri Orton on Leadership, Overcoming Obstacles**

Teri Orton, general manager at Hawai'i Convention Center, points to Hawaiian values as a guid...

PCMA Convene Women Leaders feature: Hawai'i Convention Center's Teri Orton on Leadership and Overcoming Obstacles

# Definite Local Bookings for next 3 months

July 2022				
	Start Date	End Date	Description	Forecast Attendance
1	07/09/22	07/09/22	PFA Hawaii	425
2	07/09/22	07/09/22	Celebration of Life - Aunty Betty Jenkins	300
3	07/12/22	07/12/22	Debate Night in Hawai'i	100
4	07/12/22	07/12/22	Editorial Board Meeting of the Journal Geochimica et Cosmochimica Acta (GCA)	20
5	07/17/22	07/25/22	Pacific Music Institute by Hawaii Youth Symphony	250
6	07/18/22	07/18/22	[POP UP] Doogie Kamealoha M.D. Filming	100
7	07/19/22	07/19/22	2022 Educational Leadership Institute Conference	1,200
8	07/20/22	07/20/22	Tsuruda Organizational Open	350
9	07/20/22	07/20/22	Yadao Organizational Open	250
10	07/21/22	07/23/22	5-0 Volleyball Tournament & Poly Fest	6,000
11	07/21/22	07/24/22	American Youth Soccer Organization Expo	200
12	07/23/22	07/23/22	Ma'ohi Nui - 20th Anniversary	2,500
13	07/25/22	07/26/22	Driver Education Classes	200
14	07/26/22	07/27/22	Hawaii State Judiciary Bar Exams	250
15	07/28/22	07/28/22	Merrill Lynch - Beyond Monet Reception	100
16	07/28/22	07/28/22	Hawaii Innovation Cloud Summit	200
17	07/30/22	07/30/22	Mrs. Philippines World	300
18	07/31/22	07/31/22	Na Kupuna Nights	400

# Cont...

## Definite Local Bookings for next 3 months

August 2022				
	<b>Start Date</b>	<b>End Date</b>	<b>Description</b>	<b>Forecast Attendance</b>
1	08/03/22	08/03/22	Self Mastery – Playing to Win with Matt De La Cruz	450
2	08/04/22	08/05/22	Indo-Pacific Maritime Security Exchange	300
3	08/06/22	08/06/22	USAV Member Management Meeting	60
4	08/06/22	08/06/22	Tonga High School 75th Anniversary Ball	750
5	08/12/22	08/12/22	Lopez/Lee Wedding	150
6	08/12/22	08/13/22	Office on Language Access - Basic Orientation Workshop	100
7	08/13/22	08/13/22	HPH Summer Student Research Program - Scientific Presentation	100
8	08/17/22	08/17/22	2022 RNDC USA Holiday Tradeshow	900
9	08/19/22	08/20/22	2022 HSTA Summer Leadership Conference	400
10	08/20/22	08/20/22	Hawaii Stars Presents - After the Point	1,500
11	08/24/22	08/24/22	alliantgroup Lunch and Learn	100
12	08/25/22	08/26/22	Storm Water Quality Workshops	400
13	08/26/22	08/27/22	Collegiate Volleyball Tournament	500
14	08/27/22	08/27/22	Na Kupuna Nights	400
15	08/27/22	09/01/22	International Society of Neurochemistry-APSN 2022 Meeting	400
16	08/27/22	08/27/22	NALC Branch 860 Retirement Party	220
17	08/31/22	09/15/22	US National Sake Appraisal	50



# Cont...

## Definite Local Bookings for next 3 months

September 2022				
	<b>Start Date</b>	<b>End Date</b>	<b>Description</b>	<b>Forecast Attendance</b>
1	09/03/22	09/04/22	Okinawan Festival	35,000
2	09/03/22	09/04/22	2022 Japan Education Fair	400
3	09/05/22	09/05/22	Institutional Purchasing Food and Product Trade Show	400
4	09/09/22	09/09/22	Professional Community Day Session 1	150
5	09/09/22	09/09/22	Servco Annual Celebration Dinner	600
6	09/09/22	09/09/22	NFT Hawaii Conference	3,000
7	09/10/22	09/11/22	Jurassic Adventure	5,000
8	09/10/22	09/10/22	HAIS Education Fair	1,000
9	09/17/22	09/17/22	World Wide Dreambuilders Regional Rally	1,300
10	09/22/22	09/23/22	Aloha Festivals - Float Building	200
11	09/24/22	09/24/22	Hula Halau 'O Kamuela 20th Anniversary Ho'ike	1,200
12	09/24/22	09/25/22	Hawaii World Class Wedding Expo	3,150
13	09/27/22	09/28/22	Hawaii Agriculture Conference	400

# **Repair and Maintenance Projects Update**

# Repair & Maintenance Projects

## 6-Year Plan (page 1)

Project #	Project Title	Estimated Project Cost	Prior Fiscal, incl FY22 to date	FY23	FY24	FY25	FY26	FY27	FY28	Total
001	Rooftop Terrace Deck Temporary Repair	\$ 15,281,342	\$ 281,342	\$ 15,000,000						\$ 15,281,342
003	Building Envelope Repairs	\$ 18,631,604	\$ 251,158	\$ 8,189,126	\$ 10,191,320					\$ 18,631,604
007	Kitchen Hood Control Panel Replacement	\$ 421,249	\$ 18,142	\$ 403,107						\$ 421,249
008	F&B Refrigerator, 3rd floor (#348) Replacement	\$ 319,004	\$ 14,047	\$ -	\$ -	\$ -	\$ 304,957			\$ 319,004
009	Slate Tile Repair	\$ 2,142,108	\$ 12,963	\$ 2,129,145						\$ 2,142,108
010	Chiller Replacement	\$ 4,638,870	\$ 88,964	\$ 4,007,051	\$ 542,855					\$ 4,638,870
011	Ballroom Gutter, Foyer Transom Glass Repair and Soffit Repair	\$ 10,635,599	\$ 25,873	\$ 2,000,000	\$ 8,609,726					\$ 10,635,599
012	Parapet Roof Repairs	\$ 3,004,559	\$ 10,404	\$ 1,000,000	\$ 1,994,155					\$ 3,004,559
013	Ballroom Roof Repairs	\$ 2,143,187	\$ 6,712	\$ 1,000,000	\$ 1,136,475					\$ 2,143,187
014	Lobby Water Feature	\$ 1,035,800	\$ 1,985	\$ -	\$ 253,946	\$ 779,869				\$ 1,035,800
015	House Sound Audio System Upgrade	\$ 1,344,650	\$ 9,183	\$ 1,335,467						\$ 1,344,650
016	Camera, NVR and Access Control	\$ 2,000,602	\$ 1,558,783	\$ 441,819						\$ 2,000,602
022	Chill Water Pipe Reinsulation	\$ 250,000	\$ -	\$ 250,000						\$ 250,000
023	Air Wall Repairs	\$ 400,000	\$ -	\$ 400,000						\$ 400,000
024	Roll-up Door Replacement	\$ 225,000	\$ 23,656		\$ 201,344					\$ 225,000
025	Ballroom and Meeting Room Wallpaper Replacement	\$ 450,000	\$ -	\$ 450,000						\$ 450,000
026	IT Network Upgrades	\$ 125,000	\$ -	\$ -	\$ -	\$ 55,000	\$ 70,000			\$ 125,000
027	Ice Machines Replacement	\$ 500,000	\$ -	\$ -	\$ -	\$ 500,000				\$ 500,000
028	Theatre 310 and 320 Furnishings Upgrade	\$ 750,000	\$ -	\$ -	\$ -	\$ -	\$ 375,000	\$ 375,000		\$ 750,000
029	Theatre 310 and 320 Seating Upgrade	\$ 500,000	\$ 155	\$ -	\$ -	\$ -	\$ 249,845	\$ 250,000		\$ 500,000
030	FB China and Equipment Upgrade	\$ 3,500,000	\$ -	\$ -	\$ -	\$ -	\$ 3,500,000			\$ 3,500,000
031	Ala Wai Waterfall Repair	\$ 1,013,271	\$ 1,985	\$ -	\$ 1,011,286					\$ 1,013,271
036	Water Intrusion Remediation	\$ 400,000	\$ 10,106	\$ 389,894						\$ 400,000
037	Exterior Security Camera Upgrade	\$ 150,000	\$ -	\$ 150,000						\$ 150,000

# Repair & Maintenance Projects

## 6-Year Plan (page 2)

Project #	Project Title	Estimated Project Cost	Prior Fiscal, incl FY22 to date	FY23	FY24	FY25	FY26	FY27	FY28	Total
040	Exterior Planter Repair	\$ 2,313,660	\$ -	\$ -	\$ 2,313,660					\$ 2,313,660
041	Children's Courtyard Repair	\$ 250,000	\$ -	\$ -	\$ 250,000					\$ 250,000
042	Kahakai/Atkinson Drywell Rehabilitation	\$ 250,000	\$ -	\$ -			\$ 250,000			\$ 250,000
043	Air Handler Unit 9 and 10 Replacement	\$ 300,000	\$ -	\$ -		\$ 300,000				\$ 300,000
044	Fire Sprinkler Line Refurbishment	\$ 270,000	\$ -	\$ -			\$ 70,000	\$ 100,000	\$ 100,000	\$ 270,000
045	Escalator and Elevator Refurbishment	\$ 1,000,000	\$ -	\$ -			\$ 200,000	\$ 200,000	\$ 200,000	\$ 600,000
046	LED Light Upgrade	\$ 1,700,000	\$ -	\$ -		\$ 500,000	\$ 200,000	\$ 500,000	\$ 500,000	\$ 1,700,000
047	Lighting Control System Replacement	\$ 200,000	\$ -	\$ -	\$ 200,000					\$ 200,000
048	Electrical Harmonics Testing	\$ 100,000	\$ -	\$ -				\$ 100,000		\$ 100,000
049	Main Kitchen Dishwasher Replacement	\$ 300,000	\$ -	\$ 300,000						\$ 300,000
050	Main Kitchen Flooring Replacement	\$ 2,000,000	\$ -	\$ -				\$ 2,000,000		\$ 2,000,000
051	PBX System Replacement	\$ 200,000	\$ -	\$ -				\$ 200,000		\$ 200,000
052	Ride-on Sweeper Replacement	\$ 55,000	\$ -	\$ -	\$ 55,000					\$ 55,000
053	Forklift	\$ 25,000	\$ -	\$ -		\$ 25,000				\$ 25,000
054	Boardroom Upgrade	\$ 1,000,000	\$ -	\$ -			\$ 1,000,000			\$ 1,000,000
055	Elevator #2 Upgrade	\$ 250,000	\$ -	\$ -		\$ 250,000				\$ 250,000
056	Lobby Glass Panels	\$ 170,000	\$ -	\$ 170,000						\$ 170,000
057	ADA Ramp for Stages	\$ 40,000	\$ -	\$ 40,000						\$ 40,000
058	Kitchen Hood Fire Suppression System Replacement	\$ 734,491	\$ 18,142	\$ 716,349						\$ 734,491
059	Lobby Window Repair - Vandalism	\$ 25,246	\$ -	\$ 25,246						\$ 25,246
	GRAND TOTAL	\$ 81,045,242	\$ 2,333,600	\$ 38,397,204	\$ 26,759,767	\$ 2,409,869	\$ 6,219,802	\$ 3,725,000	\$ 800,000	\$ 80,645,242

# Repair & Maintenance Projects Completed

- *Boiler Replacement; \$585k, completed 2020*
- *Ala Wai Waterfall Repairs; \$185k, completed 2020*
- *Chiller 4 Repairs; \$55k, completed 2020*
- *#320 Roof Repairs; \$1.4M, completed 2020*
- *Banquet Chairs and Facility Equipment Upgrade; \$2.25M, completed 2020*
- *Cooling Tower Replacement; \$3.2M, completed 2021*
- *Theatre LED Lighting Upgrade; \$77k, completed 2021*
- *Roof Overflow Drain Repairs; \$16k, completed 2021*
- *Jockey Chiller Repairs; \$28k, completed 2021*
- *ADA Lift Replacement, \$71.5k, completed 2021*
- *Emergency Generator Repairs, \$32k, completed 2021*
- *Window Repairs – Vandalism, \$177k, completed 2021*
- *Leak Repairs – December 2021 / January 2022, \$396k, completed 2022*
- *Chiller Repairs – \$69.3k, completed 2022*
- *Trellis Renovation - \$5k, completed 2022*

# Mahalo Nui Loa

A close-up photograph of a sailboat's rigging. The image shows a complex network of white ropes and lines. In the foreground, a wooden boom is visible, with a pulley block attached. The background is slightly blurred, showing more of the boat's structure and some green foliage. The text "Mahalo Nui Loa" is overlaid in the center in a white, sans-serif font.

# Tentative

## Local Bookings for Next 3 Months

Start Date	End Date	Event Name	Forecast Attendance
09/10/22	09/10/22	Destiny MMA	1,000
09/25/22	09/25/22	Na Kupuna Nights	400
10/05/22	10/09/22	Baby Shark	0/TBD
10/10/22	10/10/22	Hawaii Association of Independent Schools Education Fair	1,000
10/17/22	10/17/22	PFA Hawaii	700
10/19/22	10/19/22	ERB Pre-Conference Session	30
10/27/22	10/27/22	Cancer Survivorship Conference	200
10/29/22	11/19/22	City & County of Honolulu Testing	400
10/30/22	10/30/22	Na Kupuna Nights - Malio Concert	400
10/31/22	11/02/22	HTA Tourism Conference	1,000

# **12**

Update on Hawai'i Tourism USA's Brand Marketing & Management Plan for July to September 2022



**Leisure BMP & DMSP Plan  
July – September 2022**



# Agenda

- I. Resident Education
- II. Visitor Education
- III. Budget Overview

# Resident Education



# Community Meetings

- Proactive outreach with civic organizations
- Intimate meetings with compounding impact
- 24 meetings completed, 7 upcoming and more being scheduled



# DMAP Campaign

- Digital campaign utilizing Spaceback social creative display and video ad units. (Spaceback units are authentic recreations of social media posts designed to delivery in display and video banner placements.)
  - Amobee
    - Contextual and behavioral targeting programmatic campaign
    - Display/video campaign on custom whitelist of local news sites
- Pre-roll (:15 video) campaign on top local news sites
  - HNN.com - 225K impressions
  - KHON2.com - 225K impressions
- Digital Native Content
  - HNN.com - Homepage Sponsored Native Ad - placement within news module on homepage affords high exposure. Combination of video and article provides the opportunity to tell the story effectively. Six (6) insertions to run from August-September: Sun, 8/21, Wed, 8/31, Sun, 9/4, Sun, 9/11, Sun, 9/18, Mon, 9/26
- TV Integration
  - HI Now Daily - on-air interview segment and digital extensions (online segment, social media posts) provide means to distribute content using traditional and digital platforms. 4x - Aug / 4x - Sep



KOHALA FOREST RESERVE  
POLOLU SECTION

POLOLU VALLEY  
LOOKOUT

NO CAMPING

**FOREST RESERVE**  
THIS LAND IS WITHIN A PROCLAIMED FOREST RESERVE FOR PROTECTION, DEVELOPMENT, AND ENJOYMENT OF FOREST LAND RESOURCES. EVERYONE OWNS A SHARE OF FOREST RESERVES. DO YOUR PART TO PROTECT FOREST VALUES.

1. This section is established in accordance with Act No. 151, Laws of Hawaii, Chapter 191, Section 191-1.1, and Act No. 152, Laws of Hawaii, Chapter 191, Section 191-1.2.

2. Activities that are prohibited, unless otherwise specified, and other restrictions apply to all persons, including those who are employed by the State of Hawaii, in this section, and to all persons who are employed by the State of Hawaii, in this section, and to all persons who are employed by the State of Hawaii, in this section.

3. Activities that are prohibited, unless otherwise specified, and other restrictions apply to all persons, including those who are employed by the State of Hawaii, in this section, and to all persons who are employed by the State of Hawaii, in this section.

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5. Activities that are prohibited, unless otherwise specified, and other restrictions apply to all persons, including those who are employed by the State of Hawaii, in this section, and to all persons who are employed by the State of Hawaii, in this section.

NO SOLICITING  
PERMITTED

## RESIDENT EDUCATION | PAID MEDIA



Kamaka Pili will share stories from HTA and dedicated non-profit partners on what they are doing to educate visitors on being respectful to Hawai'i's culture and natural resources.

Campaign Dates: Aug 1 - Sept 27, 2022

A total of 8 segments will be produced to air 4x in August & 4x in September

- 2 segments per island – Kaua'i, O'ahu, Maui, Hawai'i Island

Broadcast Elements: Each 2:00 minute segment will air as follows:

- 1x in WakeUp 2Day (M-F, 5-8am)
- 1x Take 2 (M-F, 8-9am)
- 1x 7-8pm News on KHII or 9-10pm News on KHON

Weekly Promos:

- 10x :15-sec promos each week on KHON, KHII, and CW / Total 30x per week / 8 weeks = 240x

Digital Elements:

- Mālama Display Ads - 500,000 monthly impressions on KHON2.com / 2 months = 1,000,000 impressions
- Mālama Hawai'i segment boosted Facebook Posts

Note: KHON retains full control over editorial content and will work collaboratively with client.

## RESIDENT EDUCATION | PAID MEDIA



Hawai'i News Now & Talk Story will curate a series of four 2-minute Talk Story "Fast Kine" pieces highlighting stories behind each island's Destination Management Action Plan.

Each content piece will feature one island – Kaua'i, O'ahu, Maui, Hawai'i Island.

Talk Story "Fast Kine" segments run:

- Within Talk Story shows and commercial breaks on KGMB, KHNL, KFVE
- In addition to on-air television, Talk Story "Fast Kine" segments will be boosted on Facebook
- Hawai'i News Now Digital - Talk Story franchise page

Talk Story August Airtimes: (September dates TBD)

- KGMB - not slated to air
- KHNL - Sun, 10:30pm
- KFVE
  - w/o 8/1 - Sat, 8-9pm
  - w/o 8/8 - Fri & Sun, 7-8pm
  - w/o 8/15 & 8/22 Sat, 8-9am; Fri & Sun, 7-8pm

Fast Kine segments to run on-air within the following dayparts:

- M-Su, 5a-9a & 4p-11p
- KGMB - 25x / KHNL - 13x / KFVE - 12x



## Mālama Hawai‘i TV and OTT Flight

TV and OTT flights to supplement news segments to further extend reach to local residents

Estimated TV Delivery:

- 150 GRPs per week / 1425.0 GRPS
- 89.1% Reach / 16.2x Frequency

Estimated OTT Delivery:

- July = 147,058
- Aug & Sep = 294,118 per month

Emphasis in the following programming environments and dayparts:

- Local and National News
- Sports - National / Local
- Broadcast and Cable coverage - primetime, fringe dayparts







# Print/Online Advertorial Program

- Full page print ads - 2x in August and 2x in September
- Accompanying native content article housed on PBN's website for 30-days - 2x in August and 2x in September
- Full page ad and native content article will be produced by PBN using supplied images and content.
- Native content article is promoted on the PBN's homepage, industry landing pages, and within articles

MARCH 19-24, 2022

Sponsored Content



### Growth for Small and Kama'āina-Owned Businesses at Ward Village

Over the last half century, neighborhoods have emerged as some of the country's most promising transformational neighborhoods. Historically associated with activities of the shipping, transportation and fishing trades, these regions also represent the heartbeat of urban industry. Local businesses thrive near waterfronts, especially those in cities that have made the area thriving with residential properties, parks and amenities featuring diverse goods and services, appealing equally to people who live and visit the region.

Such is the case in Kakaia, urban Honolulu's fastest growing neighborhood. An area once dominated by industrial operations, Kakaia is now home to an eclectic mix of businesses—many kama'āina-owned and operated and whose success is in large part due to the resurgence of commerce and foot traffic in the region over the last couple decades.

Bain Bello & Coy is one of nearly 70 small businesses in Ward Village, which as of the start of this year, included 15 restaurants and cafes, 20 small shops and 28 neighborhood services, such as florists, salons and doctor's offices.

"Kakaia's transformation and the urban development by Ward Village really fits me attractive for shopping, dining and lifestyle services. We've seen a lot of growth," says Bain Bello & Coy's CEO, Douglas D. Bello. "We've seen a lot of growth in our business since we started Bain Bello & Coy at Ward Village 22 years ago. Our customers are long-time residents, such as our, retail, home-decorating, clothing and fabric care and laundry, as well as services like: 'Wearing a locally-printed business has been changed our lives.'"

Starting a multi-generational history at Ward Village is a natural one for Bain Bello & Coy. "We've been in the business since 1999, and for 22 years, we've had a store at Ward Village," says Bain Bello & Coy's CEO, Douglas D. Bello. "Our store of Ward Village features patterns and colors in traditional Hawaiian and Pacific Island tapa and ethnic designs from around the world. We feel honored to bring such special pieces to local shoppers at our four stores today, as well as through our new phone personal shopping service. Without question, establishing a retail location in Ward Village was an important part of our success."

With more businesses expected to open at Ward Village Center as well as along Hahaione Street at the recently opened Kakaia Mall, including two new restaurants, four new retail establishments and neighborhood services, Ward Village continues to grow and provide opportunity for kama'āina-owned businesses.

The opening of Kakaia Mall adds 37,000 square feet of retail and commercial space, further enhancing the pedestrian experience and neighborhood amenities along the Victoria Ward Park.

"Specialty services, local boutiques and regionally-sourced cuisine drives in Ward Village," says Jeff Chen, senior general manager for the company. "We're committed to helping Hawaii's small businesses succeed, and it's important to us that the neighborhood reflects the values and diversity of our community."

Ward Village's master-planned community represents a modern approach to 21st-century neighborhood planning. In addition to supporting small local businesses, its urban redevelopment strategy incorporates sustainable design and best practices, including the prioritization of pedestrian experiences and multimodal transportation to enhance traffic congestion, recreational open spaces, community amenities for outdoor recreation and significant contributions to community philanthropy. Ward Village further demonstrates its commitment to sustainable development through LEED certification. Its new residential towers will include over 25,000 square feet of retail and commercial space at The Park Ward Village and 10,000 square feet of commercial and light industrial space at Vista Ward Village, the third oldest housing offering in Ward Village with nearly 700 residences proud to meet the needs of local individuals and families.

Like San Diego's Embroiders, San Francisco's Ferry Building and Manhattan's High Line have illustrated, creating urban living and commercial opportunities for local businesses grow together as developers invest in the region. For new and growing kama'āina-owned businesses, Ward Village offers dynamic opportunities.

Full Page Print Ad

### Growth available for small and kama'āina-owned businesses at Ward Village



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Online Native Article

## RESIDENT EDUCATION

# Public Relations

- Feature releases
- Proactive pitching
- Content development for paid programs



Music

### 'Oiwi takes E Kanikapila Kakou stage Monday

By The Garden Island | Friday, April 15, 2022, 12:05 a.m.



Contributed

'Oiwi is, from left, DJ, Yaris, John Mahi and Bronson Aiwohi.

MAUI NOW Live News Weather Sunrise Sports Merrie Monarch Festival Podcasts Politics

### What does regenerative tourism look like? A fledgling program might hold the answer



The program came out complaints about overtourism and visitor disrespect.

By Chelsea Davis

Published: Nov. 1, 2021 at 6:00 PM HST | Updated: Nov. 2, 2021 at 11:53 AM HST



KEANAE (HawaiiNewsNow) - Complaints this year about overwhelming tourism led to promises that the industry would find ways to manage the congestion and encourage visitors to be more respectful.

Now the Hawaii Visitors and Convention Bureau is trying a new program, [Malama Hawaii](#), that could do just that — and also help local non-profit organizations.

MAUI NOW Sections Maui News Business Weather Election Real Estate

Maui News

### Kanu Hawai'i leads Volunteer Week Hawai'i 2022 with nearly 30 Maui events

April 19, 2022, 1:12 PM HST

Recommend 16 Share



Listen to this Article  
3 minutes

A A A



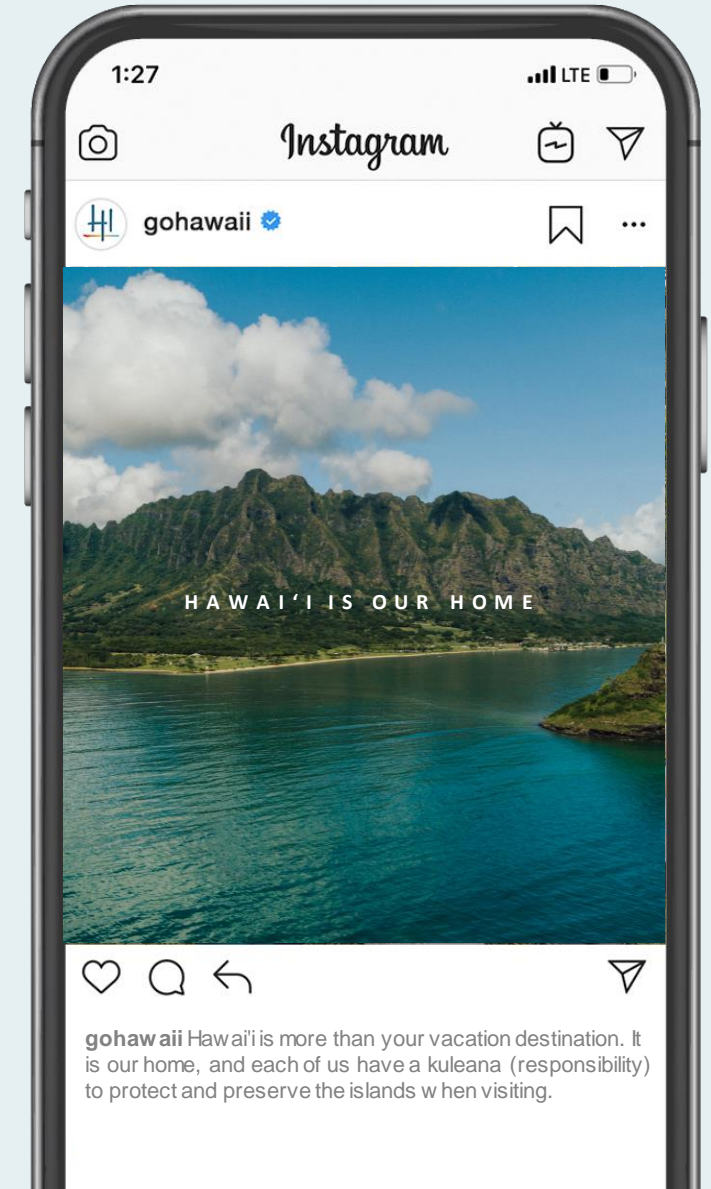
Volunteer Week Hawai'i 2022 aims for unprecedented unity of kama'aina and visitors alike as Hawaii emerges from the pandemic. More than 10,000 volunteers are anticipated to gather in support of hundreds of charities at more than 300 events held statewide.



# Visitor Education

## Q3 Paid Approach

- Continue to implement journey-based audience targeting
- Extend flights of key content from H1 to maintain momentum and reinforce important messaging
- Pilot trending and emerging formats
- Use paid promotion of legacy organic content to maintain visibility among existing fans on Meta platforms



**gohawaii** Hawai'i is more than your vacation destination. It is our home, and each of us have a kuleana (responsibility) to protect and preserve the islands when visiting.

# Extend Flights of Key Content From 1H

## HAWAI'I IS OUR HOME

### Messaging

Invitation to those who are open to embracing Hawai'i's spirit of *aloha* and *mālama*. Those who understand that tourism should exist to benefit the local community.

### Primary Channels:

Facebook

Instagram

YouTube

### Optimization Goals:

**Facebook/Instagram:** Brand Awareness (MHTT), Reach (Residents)

**YouTube:** Video Views

### Placements:

→ FB/IG In-Feed, Stories

→ IG Reels

→ YouTube TrueView

## CONTEXTUALIZING OUR STORIES

### Messaging

Focus on education of Hawaiian culture, travel tips and behavioral messaging, centered on positively impacting residents, communities and the environment.

### Primary Channels:

Facebook

Instagram

### Optimization Goals:

**Facebook/Instagram:** Brand Awareness (MHTT), Reach (Visitors, Residents)

### Placements:

→ FB/IG In-Feed, Stories

## WAZE ZERO-SPEED TAKEOVER

### Messaging

Geotarget visitor audiences with the exact Mālama Hawai'i messages they need to hear, right where they are and directly on their mobile device.

### Primary Channels:

Waze

### Optimization Goals:

**Waze:** Impressions

### Placements:

→ Waze, Premium Takeover

# Extend Flights of Key Content From 1H

## KULEANA TRAVEL TIPS

### Messaging

Reach residents and visitors of the Hawaiian Islands with the Hawai'i Travel Tips videos to ensure responsible tourism

### Primary Channels:

- Facebook
- Instagram
- YouTube

### Optimization Goals:

**Facebook/Instagram:** Brand Awareness (Confirmed Travelers), Reach (Visitors & Residents)

**YouTube:** Video Views

### Placements:

- FB/IG In-Feed, Stories
- YouTube TrueView

## MALAMA MEANS & AMBASSADOR INVITATIONS

### Messaging

Educate and inspire the Movable Middle —Haw aii residents who are open to better appreciating the value that tourism offers but perhaps feel that its impacts have become increasingly imbalanced.

### Primary Channels:

- Facebook
- Instagram
- YouTube

### Optimization Goals:

**Facebook/Instagram:** Reach

**YouTube:** Video Views

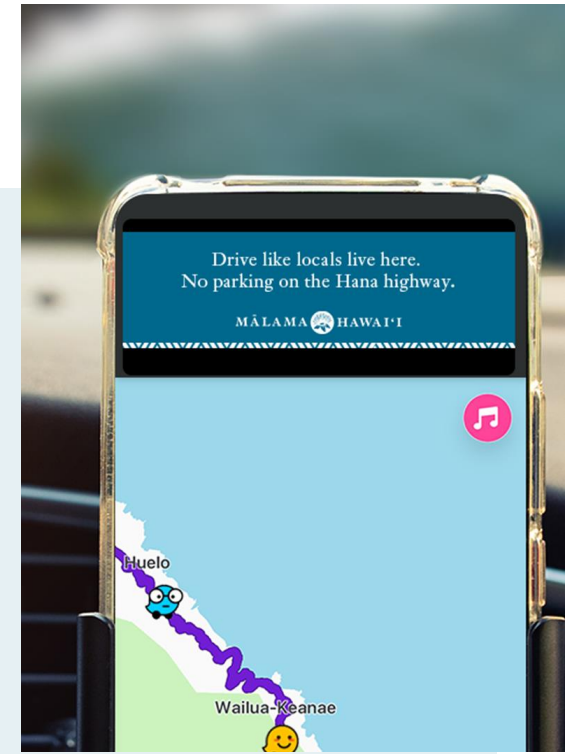
### Placements:

- FB/IG In-Feed, Stories
- YouTube TrueView



# Kuleana Messaging On-Island Arrivals

- In-Room Video
  - NMG - RHTV, Outrigger, Elevate TV, Hoku (Kaua'i, O'ahu, Maui, Hawai'i Island)
  - Spectrum - supplemental exposure to increase frequency within News / Fall Sports programming
    - 23 networks including: CNN, MSNBC, FXNC, CNBC, ESPN, FOOD, HGTV, TBS, TNT, USA
    - Average daily frequency: 180 spots per day
- Robert's Shuttles
  - 60-second video
  - O'ahu - average 1,100+ daily ticketed passengers per day



## Kuleana Campaign

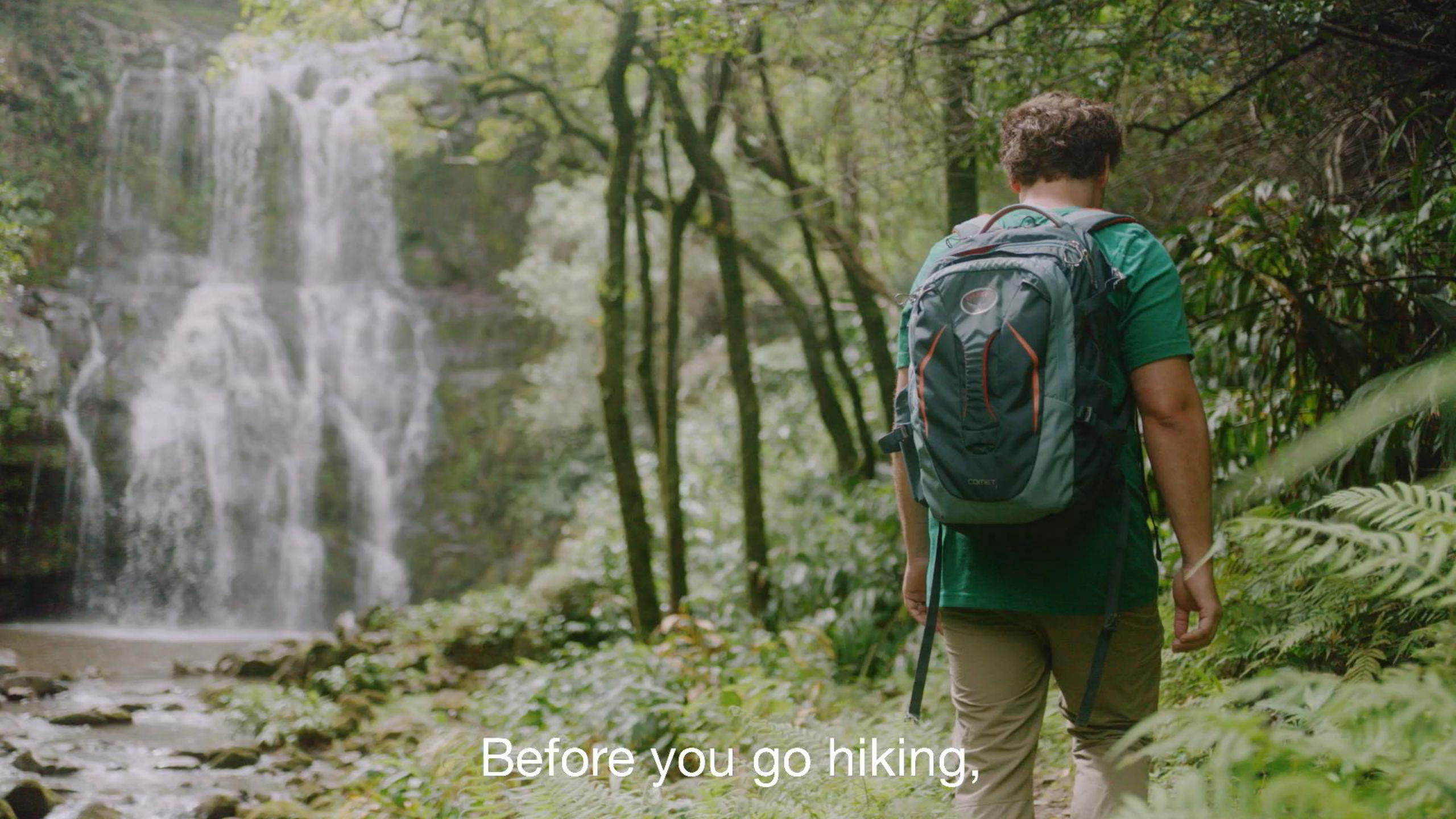
- Spectrum Mobile Geo-Targeting and Geofencing
  - Geo-target select statewide zips and geofence locations to primarily reach visitors and secondarily local residents
    - 38 zip codes statewide (target zip codes visitors frequent)
    - 155+ geofence locations statewide (target locations visitors frequent - attractions, hiking trails, points of interest, shopping centers, etc.)
  - Contextual Keyword Search
    - Reach those seeking information on various attractions, hiking trails, etc.
- HawaiiNewsNow.com
  - Homepage Sponsored Content Ad – Sun 8/28, Sun 9/2
  - Pre-roll (:15 video) - 225K impressions, July - September
  - HI Now Daily - 1x on-air segment per month, July - September (3 segments total)





When you're here in Hawai'i,





Before you go hiking,

# Q3 Creative Approach

Increasing awareness and engagement →

Using existing content with a fresh perspective, we will develop three new Reels that can be shared across Facebook, Instagram and Pinterest to reinforce key visitor education messages. This content will be brought to life by relying on current social trends and drawing upon the music and sounds of Hawai'i.

Our objective is to encourage mindful travelers to learn more about how to *mālama* Hawai'i and give them actionable tips of how to do so.

Resident sentiment was carefully considered as part of each of these ideas.

# Pilot Trending & Emerging Formats

In Q3, as increasingly more users consume Reels in Instagram, we'll look to more deeply explore the format, and will pilot a new format on Pinterest.

## Instagram Reels

Reels now account for more than 20% of the time that people spend on Instagram.

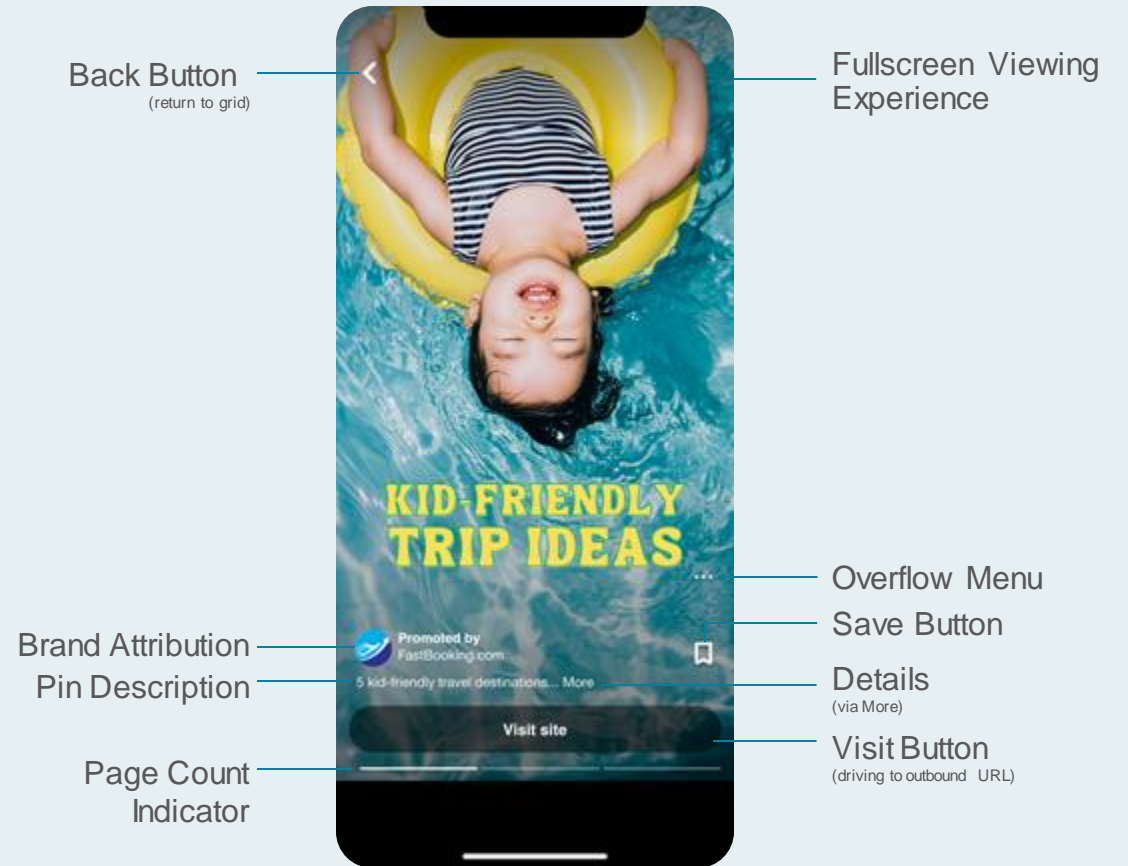
In H1, the Estimated Recall Lift Rate for Instagram Reels outperformed that of Instagram Stories by 3.4 points, and Instagram Feed by 1.2 points.

## Pinterest Idea Ads

Idea ads are a new, immersive format designed to showcase ideas in action through video and image content.

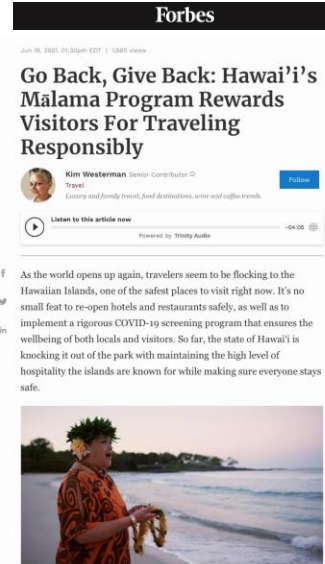
Internal Pinterest data showed people who saw Idea ads were 59% more likely to recall that brand.

## Anatomy of a Pinterest Idea Ad



# Public Relations

- Coordinated effort with Island Chapters
  - Media Visits
  - Media Blitzes
- Message: Mālama Hawai‘i, Kuleana, DMAP priorities
- Satellite Media Tour



## TRAVEL+ LEISURE

### 6 Expert Tips on How to Be a Responsible Traveler in Hawaii

Hawaii's tourist numbers are soaring – here are expert tips on how to be a responsible traveler if you're planning a visit.

By [Sara Fitzgerald](#) | August 09, 2021



## 'We have to manage visitor impacts': More Hawaii tourist hotspots will soon require reservations

Christine Hitt, SFGATE

Dec. 2, 2021





## VISITOR EDUCATION

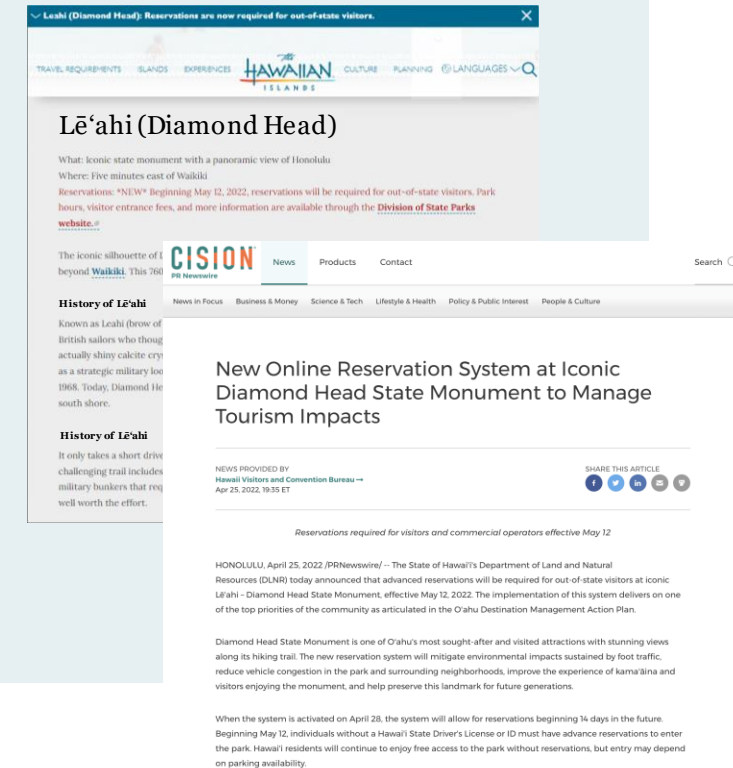
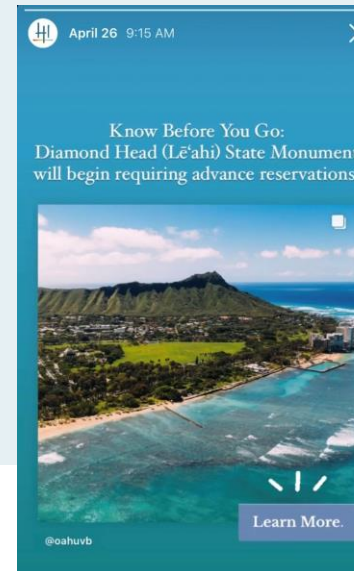
# Mālama ‘Āina

## Hot Spot Education

- Developing training for Members
- Training for frontline staff

## Lē‘ahi Reservations Outreach Example

- GoHawaii channels (social, website)
- E-blast to all members: 3,330 (1,660 on O‘ahu)
- Direct to airline carriers servicing Hawai‘i from the continent (7) and OTAs (26)
- National Media / Local PR contacts: 630
- PR Newswire total potential audience: 133M
- TT e-newsletter: 180,000
- Travel agent database: 40,693
- Wholesale / Consortia partners: 24



VISITOR EDUCATION

# Elevating Mālama Hawai'i

- Focus on impact vs. offers
- Evolve offers
- Implementing tracking measures
- Community & industry engagement



## VISITOR EDUCATION | TRAVEL TRADE

Travel trade continues to maintain long standing relationships and align with select travel partners and advisors across the continent through:

- **Communications**
  - Utilize HDS database
  - Reach qualified travel advisors encouraging HDS course completion
  - Develop pre and post travel advisor communications encouraging mindful travel
- **Content Updates & Development**
  - Expressly for Travel Professionals (EXTP) emails
  - Continue Hawai'i Destination Specialist (HDS) curriculum and travel trade website updates
- **Training**
  - Consortia and wholesale in-person and virtual events
  - HTUSA led educational webinars with key stakeholders



# July – September 2022 Budget

<b>Consumer Direct</b>	<b>\$2,732,860</b>
<b>Public Relations &amp; Promotions</b>	<b>\$253,650</b>
<b>Trade Education &amp; Communication</b>	<b>\$359,765</b>
<b>Research</b>	<b>\$20,500</b>
<b>Staffing Expenses</b>	<b>\$647,895</b>
<b>Office Expenses</b>	<b>\$149,475</b>
<b>Other Admin Costs</b>	<b>\$10,855</b>
<b>Contractor Fee</b>	<b>\$75,000</b>
<b>Grand Total</b>	<b>\$4,250,000</b>



***Mahalo***

## **13**

Presentation, Discussion, and/or Action on the  
2022 IRONMAN World Championship Sponsorship  
and Funding

# **13a**

## 2022 IRONMAN Overview

# 2022 VinFast IRONMAN World Championship

Kona, Hawai'i

October 6 & 8, 2022





# 2022 VinFast IRONMAN World Championship Overview

## HTA PARTNERSHIP

- \$250,000 partnership investment
- Official Host Venue Partner Designation and IP Use
- Official Tourism Board Partner

## DIGITAL & MEDIA ACTIVATION

- Websites, social media, athlete communications

## EVENT COVERAGE

- Broadcast Integration leading to the Event
- Broadcast Integration in the Event
- Integration within the Event Documentary on NBC
- Finish Line Coverage Visibility

## EVENT INTEGRATION

- EVENT Activation
- IRONMAN Village

## HOSPITALITY & EVENT EVALUATION

- VIP Passes
- Event Evaluation participation

## LIVE ALOHA PROGRAM

- Pre-Arrival Educational Video
- Historical tour of Ahu‘ena Heiau
- Reef Restoration
- Protection of Hawai‘i Natural Resources
- Mālama ‘Āina – Service Project
- General Meeting – Cultural Education
- Promote Pono Pledge
- Heroes of Hawai‘i
- Directors Appreciation – Restoration Project

# Brand Alignment

- This event presents a unique branding opportunity for the State to reach our core target-audience of mindful & avid travelers.
- The event is unique to Hawai‘i and is a one-of-a kind sports marketing opportunity for the HTA and the State.
- The event has been held annually in Hawai‘i since 1978.
- The combination of hosting the actual event in Hawai‘i which generates significant direct economic benefits and the large international marketing reach the event garners through its various media channels is ideal for the HTA and State.
- The event is extremely popular with visitors. 83% surveyed said they highly recommend the event to others.

# Marketing Exposure

- Reinforcement of “Kona” as pinnacle endurance sport and tourism destination through media and press, and global promotion of IRONMAN World Championship Slots to over 400,000 athletes across 50+ qualifying events.
- **Global Media:** International TV broadcast, global live race coverage, and digital features and press generated.
- In digital publications: reach of 14.8 billion worldwide
- In broadcast:
  - 2.4 billion impressions
  - 6.4 million engagements (on social)
  - Average live broadcast watch times in excess of 1 hour!

# Economic Benefits

**Past performance:** in 2019, the event attracted 19,017 attendees to come to Hawai‘i specifically to attend the event.

- It generated \$24,162,249 in direct expenditures into the Hawai‘i economy.

**Statewide Event Economic Impact\*:** \$72,170,000 USD supported sales in the state of Hawai‘i, including:

- Tax and Government Revenue exceeding \$4,650,000 annually.
- Estimated 441 jobs supported
- Average stay duration: 9 days

**Hawai‘i Island Event Economic Impact\*:** \$50,240,000 USD supported sales

- Estimated \$13,460,000 in household earnings supported
- Estimated 264 jobs supported

**Nights Stayed on the Island\*:**

- Participants stay an average of 9 days on the Hawai‘i Island, and 11.5 nights statewide, for the IRONMAN World Championship
- Average daily expenditure on the island in excess of \$200 per person.

**Community\*:**

- Approx. 20,150 attendees, including 2,500 athletes, 5,500 volunteers and 11,000 spectators, in addition to exhibitors, medical support, media and staff.

**Visitors\*:** Athletes bring with them an average of 4.9 companions and spend approximately \$213 per day.

**Hawai‘i Island Visibility:** Reinforcement of “Kona” as pinnacle endurance sport and tourism destination through media and press, and global promotion of IRONMAN World Championship Slots to over 400,000 athletes across 50+ qualifying events.

# Community Benefits

- Across the years, the IRONMAN World Championship, in partnership with the charitable organization, **IRONMAN Foundation**, have hosted numerous give-backs on the island of Hawai‘i.
- From the annual service project scheduled around the IRONMAN World Championship to the continuous local support represented through programs such as Kahiau Together, connecting and finding ways to give back to the local community is essential to IRONMAN’s outlook as a community member and part of the Hawaiian ‘ohana.
- Historically, (2001 – present) the give back to the State of Hawai‘i from **IRONMAN Foundation** has amounted for more than \$2.9M.
- 2022 includes the Live Aloha initiative which aligns with DMAP actions.
- The event is also incredibly popular with residents. 80% of those surveyed said they will definitely or probably attend the next event.

**13b**

Draft 2022 VinFast IRONMAN

World Championship

**DRAFT**



Hawai'i Tourism Authority

Official Host Venue Partner

2022 VinFast IRONMAN World Championship

This proposal is for discussion purposes only and is not intended to be, and shall not be deemed to be, a legally binding or enforceable commitment or agreement of the IRONMAN Group, and this proposal is not a commitment or agreement to enter into any agreement or negotiations related to the subject matter hereof. All obligations and commitments, if any, to proceed with a business transaction between the IRONMAN Group and the Hawai'i Tourism Authority would be contained solely in a definitive written agreement that may be executed and delivered by such parties, and such definitive agreement (if any) would supersede all communications between the IRONMAN Group and the Hawai'i Tourism Authority, whether oral or written (including this proposal), on the subject matter hereof.

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DIGITAL & MEDIA ACTIVATION.....3

EVENT COVERAGE.....4

EVENT INTEGRATION .....4

HOSPITALITY .....4

LIVE ALOHA PROGRAM.....5



**PARTNERSHIP TERM SHEET**  
July 24, 2022

**DRAFT**

## **PARTNERSHIP TERMS**

### TERMS

**START DATE:** August 1, 2022

**END DATE:** December 31, 2022

### EVENTS

2022 VinFast IRONMAN World Championship

### PARTNER DESIGNATIONS

Official Host Venue Partner Designation and IP Use

### SPONSORED PRODUCT/SERVICE

Official Tourism Board Partner

### INTELLECTUAL PROPERTY RIGHTS

Event Logo, Photos & Videos

- Right to use Event photos provided by IRONMAN

### PARTNERSHIP INVESTMENT

\$250,000

## **DIGITAL & MEDIA ACTIVATION**

### WEBSITES

#### *IRONMAN.COM*

- Hawai'i Tourism Authority logo/link displayed on the Event Website under the partners tab

#### *EVENT SPECIFIC INTEGRATION*

- Full Page AD in the Digital Athlete Guide

### SOCIAL MEDIA

#### *Facebook & Instagram*

- Hawai'i Tourism Authority name, logo, and/or content to be included in one (1) Facebook & Instagram post on the global IRONMAN Brand Pages announcing partnership
- Hawai'i Tourism Authority name, logo, and/or content to be included in two (2) Facebook posts on the event Facebook page

### ATHLETE COMMUNICATIONS

#### *EMAIL INTEGRATION*

- Content inclusion in one (1) email to registered athletes for the event

## EVENT COVERAGE

### Broadcast Integration leading to the Event

- Two (2) 00:30-sec commercials during each live broadcast of IRONMAN full distance races on IRONMAN Now
- Integration in the partner on-air logo rotation
- 02:00 feature promoting the Event and the Island within each live broadcast of IRONMAN full distance races on IRONMAN Now leading up to the Event
- Events included:
  - August 14 – IRONMAN Ireland
  - September 11 – IRONMAN Wisconsin, VinFast IRONMAN US Series
  - September 18 – IRONMAN Italy

### Broadcast Integration in the Event

- Two (2) 00:03-sec billboards during the live broadcast of the VinFast IRONMAN World Championship
- Four (4) 00:30-sec commercials during the live broadcast of the VinFast IRONMAN World Championship
- Integration in the partner on-air logo rotation

### Integration within the Event Documentary on NBC

- Three (3) 0:30-sec commercials during the VinFast IRONMAN World Championship NBC documentary
- Four (4) 0:30-sec commercials during the VinFast IRONMAN World Championship NBC documentary

### Finish Line Coverage Visibility

- Two (2) logos placement on the camera side and two (2) logos on the spectator side of the finish arch horizontal
- Step-and-repeat Host Venue placement on media and podium backdrop

## EVENT INTEGRATION

### EVENT ACTIVATION

- Ability to place one (1) item in the athlete bags
- Thirty (30) second commercial to be played on the digital video board at select locations (where applicable)
- Ten (10) announcements at the Finish Line

### IRONMAN VILLAGE

- Thirty (30) minutes of stage time, if applicable
- Ten (10) announcements at the IRONMAN Village per day

## HOSPITALITY & EVENT EVALUATION

### VIP PASSES

- Hawai'i Tourism Authority to receive ten (10) race day VIP passes for HTA staff and event evaluators to attend.

# LIVE ALOHA PROGRAM

## LIVE ALOHA PROGRAM DELIVERABLES

**DRAFT**



- 1. Pre-Arrival Educational Video** **Owner: Island Breeze**
  - a. Create a culturally relevant video to share with IRONMAN community coming to the island on how to live pono.
  - b. **DMAP:** Ensure authentic culture is perpetuated and accurately represented
  
- 2. Historical tour of Ahu`ena Heiau** **Owner: Island Breeze**
  - a. Provide a cultural education experience through a tour of Ahu`ena and Kona town inclusive of Hawaiian crafts and a cultural protocol experience.
  - b. **Details:**
    - i. September 18<sup>th</sup> – 25<sup>th</sup>: One tour per day
    - ii. September 26<sup>th</sup> – October 3<sup>rd</sup>: Two tours per day
    - iii. Tour capacity: 25 people
  - c. **DMAP:** Ensure authentic culture is perpetuated and accurately represented
  
- 3. Reef Restoration** **Owner: Island Breeze**
  - a. Kahalu`u Reef restoration program
  - b. **Details:**
    - i. Sunscreen, snorkel gear, lunch provided
  
- 4. Protection of Hawai`i Natural Resources** **Owner: IRONMAN**
  - a. Advocate for the use of mineral-only sunscreen in efforts to conserve and revitalize coral reef systems
  - b. **Details:**
    - i. Partner with local mineral-only sunscreen supplier to be located at the pier and swap out unsafe sunscreen for those entering the water.
  - c. **DMAP:** Support the maintenance, protection, and enhancement of natural resources
  
- 5. Mālama `Āina – Service Project** **Owner: Rob Pacheco**
  - a. Support the rejuvenation and restoration of Hawaiian lands
  - b. **Details:**
    - i. Partner with Rob Pacheco and Hawai`i Forest & Trails to offer land rejuvenation and restoration service projects
  - c. **DMAP:** Support the maintenance, protection, and enhancement of natural resources
  
- 6. General Meeting – Cultural Education** **Owner: Island Breeze**
  - a. Island Breeze to provide a cultural education element to the IRONMAN staff, Directors, Assistant Directors, and Coordinators at the 2022 IMWC General Meeting
  
- 7. Promote Pono Pledge** **Owner: IRONMAN**

a. [https://vimeo.com/574616968?embedded=true&source=vimeo\\_logo&owner=23374594](https://vimeo.com/574616968?embedded=true&source=vimeo_logo&owner=23374594)

8. Heroes of Hawai`i

Owner: IRONMAN

9. Directors Appreciation – Restoration Project

Owner: Island Breeze

a. Island Breeze to coordinate a restoration activity for our Directors to participate in as a part of their appreciation event

**DRAFT**