



Kilohana

OCTOBER 26

UPDATE

POST-ARRIVAL MARKETING  
VISITOR EDUCATION &

TECHNICAL ASSISTANCE

QUALITY ASSURANCE  
PROGRAM

TOUR GUIDE CERTIFICATION

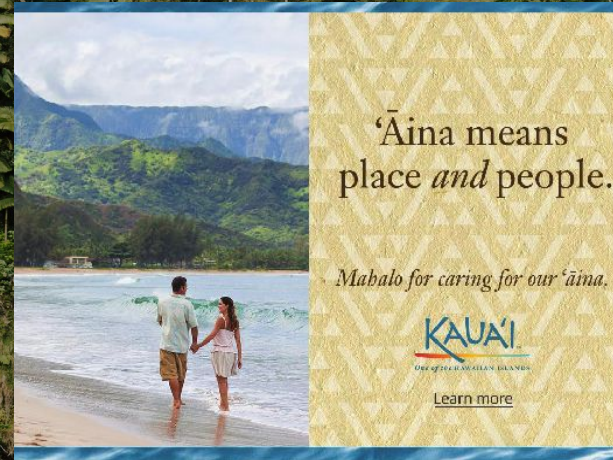
UMEKE FUNDING

Kilohana

# VISITOR EDUCATION & POST-ARRIVAL MARKETING

## ACTIVE ADVERTISEMENTS

- 'ĀINA
- PONO TRAVEL
  - HULA
- SHOP LOCAL



**MĀLAMA MAUI**  
LONG FORMAT VIDEO LAUNCHED  
FINAL EDITS ON SHORTS - NOVEMBER

**TRAVEL808**  
PRODUCTION SCHEDULE IN DEVELOPMENT  
FOR (1) WEEK RUN O'AHU



## TECHNICAL ASSISTANCE

**FOUNDATIONAL TA**  
NEEDS ASSESSMENT - NOVEMBER  
~9000 RECIPIENTS // ~900 RESPONDENTS

**COMMUNITY STEWARDSHIP**  
2 MODULES  
ORGANIZATIONAL CAPACITY & PLAN  
DEVELOPMENT

- VISITOR EXPERIENCES**
- AGRITOURISM
  - VOLUNTOURISM
  - CULTURAL EXPERIENCES
  - CIRCULAR ECONOMY



# QUALITY ASSURANCE PROGRAM

ATTENDED THE POWER OF PARTNERSHIP  
STEWARDSHIP SUMMIT  
OCTOBER 15-18, 2023

PRELIMINARY CRITERIA COMMITTEES  
APPROVED BY HTA

SEEKING COMMITMENTS FROM ROUND 1  
INVITEES

- CULTURE
- EQUITY
- HEALTH
- WATER
- LAND
- WILDLIFE
- WELCOME



# TOUR GUIDE CERTIFICATION

INFORMATION GATHERING PERIOD  
NEXT REPORT DUE DECEMBER 2023

LESSONS LEARNED FROM KIPA  
IMPLEMENTATION ON HAWAI'I ISLAND

OUTREACH TO KCC



‘UMEKE FUNDING

PORTAL CLOSES  
NOVEMBER 13, 2023  
11:59 PM HST

INFO: [WWW.KILOHANA.COM](http://WWW.KILOHANA.COM)  
PORTAL: [UMEKE.KILOHANA.COM](http://UMEKE.KILOHANA.COM)

# 'UMEKE FUNDING

PORTAL CLOSES  
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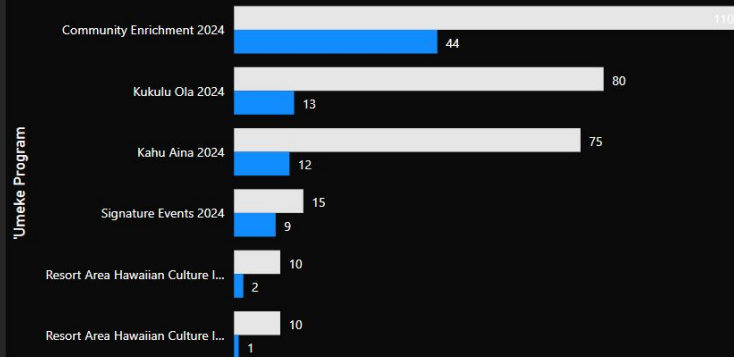
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## DASHBOARD: 'Umeke powered by HTA

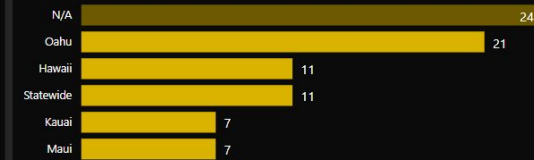


### Apps: Received vs Goals

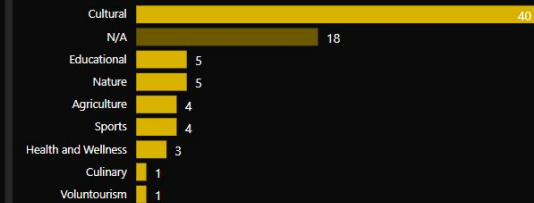
● Goal ● Apps Received



### Project Island



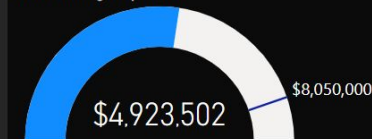
### Tourism Niche Market



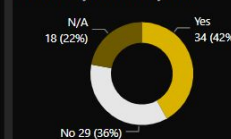
### Total Apps Received



### Total Funding Requested



### Previously Funded by HTA



### Established or New Project

