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**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY
Thursday, March 28, 2024, 9:30 a.m.**

Hybrid In-Person & Virtual Meeting

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

MINUTES OF THE REGULAR BOARD MEETING

MEMBERS PRESENT:

Mufi Hannemann (Chair), Mahina Paishon-Duarte (Vice Chair) (Zoom), Kimberly Agas (Zoom), David Arakawa, Dylan Ching, Stephanie Iona, James McCully, Blaine Miyasato (Zoom), James Tokioka (Ex Officio, DBEDT Director), Mike White (Zoom)

MEMBER NOT PRESENT:

Sherry Menor-McNamara, Sig Zane

HTA STAFF PRESENT:

Daniel Nāho'opi'i, Kalani Ka'anā'anā, Talon Kishi, Caroline Anderson, Ilihia Gionson, Iwalani Kaho'ohanohano, Maka Casson-Fisher, Carole Hagihara-Loo

GUESTS:

Kylie Butts, Jennifer Chun, Jeffrey Eslinger, Tyler Gomes, Laci Goshi, Dan Hoffend, Nathan Kam, Erin Khan, Lawrence Liu, Guillaume Maman, Tom Mullen, Teri Orton, Dennis Suo, Mari Tait, Jay Talwar

LEGAL COUNSEL:

John Cole

1. Call to Order

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

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

Mr. Gionson conducted the roll call, and members were in attendance except for Ms. Menor-McNamara and Mr. Zane, who were excused. Members who attended via Zoom were by themselves.

3. Opening Protocol

Mr. Casson-Fisher conducted the opening cultural protocol.

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

There was no input on Permitted Interaction Groups.

5. Approval of Meeting Minutes of the February 29, 2024 Regular Board Meeting

Mr. White proposed a motion to approve the minutes. Ms. Paishon-Duarte seconded, and the motion passed unanimously.

6. CEO Report

Mr. Nāho'opi'i provided a detailed presentation covering the activities of the HTA during the previous month. February and March had been busy months. The State Legislature had been in session, and the HTA had worked on the Mākaukau Maui project and other branding and marketing projects. The main target markets for Maui recovery were the U.S. and Canada, for which the Board had already approved additional resources. Updates on the U.S. market had been given during the recent meeting of the Branding Standing Committee.

Going forward into the next year, the HTA continued to focus on destination management, which entailed the provision of additional resources on an island-by-island basis. The intention was to steer the tourism mindset towards becoming more regenerative, with fewer negative impacts but more impacts that would bring economic development to communities and be more environmentally sustainable.

Mr. Nāho'opi'i reviewed the actions that the Board had approved to aid recovery from the Maui wildfire disaster, including increasing the visibility and call to action for travel to Hawai'i while targeting high-potential markets and, at the same time, supporting businesses to continue to provide the consistent message that Maui was open for visitors. The U.S. Maui marketing program was underway, with Phase 1 almost completed, while the Canada Maui recovery program was not funded by the Tourism Emergency Fund. The GoHawaii app was to be enhanced, and staff worked on revisions with Hawai'i Tourism USA. The program included support for activations in New York, with Maui businesses sponsored to attend, and it ensured that these Maui businesses would have access.

A consistent Mālama Maui message to visitors had been encouraged, and Kilohana and the CNHA had worked on developing specific Maui post-arrival communications. These would steer visitors towards curated experiences in areas ready to receive them, while steering them away from areas still recovering and where construction was underway.

Many small businesses in Maui experienced significant sales reductions due to the fewer visitors and the loss of outlets in Lahaina. The HTA was working with the CNHA and the County of Maui to create locations to promote sales and services, with possible tie-ins to online marketing. The HTA and its partners were working to develop and expand tourism products on Maui to provide new activities for visitors and support Maui businesses.

The HTA also worked with the CNHA on a contract to provide residents and businesses with temporary housing and appeals to owners of temporary vacation rentals (TVRs) to make them available. Communication strategies were being developed to encourage residents to participate in this program.

Tourism Week was the most significant activity in March, starting at the Convention Center and ending at the Capitol. The first day consisted of a partners' meeting between staff and stakeholders at all international offices. On Wednesday, March 6, Spring Tourism Update was livestreamed with presentations by all the marketing partners, management, Kilohana, and others.

On Thursday, March 7, O'ahu hosted a FAM event for Global Marketing Teams, updating them on new developments, what they should be promoting, and relevant facts about the HTA.

Friday, March 8, was marked by Tourism Day at the State Capitol. This event gave an opportunity to meet legislators face to face to inform them about the work taking place. The HCC hosted a gathering at which partners such as the Department of Land and Natural Resources and the agricultural community shared their collaboration with the visitor industry. Mr. Nāho'opi'i thanked Ms. Iona for facilitating this event.

Mr. Nāho'opi'i continued to emphasize that visitors to Maui were welcome, and Maui residents hoped that their lives would return to normal. Maui businesses were open and were ready to welcome visitors who would support Maui economic recovery. All material provided to visitors stressed the importance of being respectful.

Chair Hannemann praised the impact of the Mākaukau Maui program, in which leading figures recounted their experiences and explained why continuing to welcome visitors was important. Chair Hannemann, Vice-Chair Paishon-Duarte, and Sen. DeCoite had taken part in these broadcasts. Several other Board members took part in various media opportunities, stressing the importance of reopening Maui and supporting the community. This was important not only to Lahaina but also to many other small towns across Maui.

Mr. Nāho'opi'i noted that paid media would continue until the end of April while work on social media and trade queries continued. The next phase was to begin at the end of April.

7. Board Chair Report

Chair Hannemann thanked all who participated in Tourism Week, particularly Tourism Day, which became increasingly important every year. It was now a full-on collaboration with all industry stakeholders. He thanked Ms. Iona and the agricultural community. Partnership with the government was essential, and the legislators enjoyed Tourism Day.

On being elected as Board Chair, Chair Hannemann had promised to do his best to eliminate talk of abolishing or defunding the HTA, and he was happy to report that excellent progress was being made towards this aim. Formerly, the focus of the HTA had been on marketing, but the agency was now committed to effective destination management. It was important to realize that the visitor industry was responsible for generating a billion dollars in Transient Accommodations Tax (TAT) and economic development every year. While some of this income was returned to the HTA for development, most funds remained with the State. It was important for the HTA to do as much as possible with the income that it received from the State.

Chair Hannemann reported that the HTA would not be defunded during the legislative session. The House had passed a budget of \$60 million, and the Senate Ways and Means Committee had proposed an additional amount to be debated on the floor. Chair Hannemann hoped the public, the legislature, and the Governor would favor the HTA's work.

The Chair noted that the Mākaukau campaign was working well, and the timing could not have been better. He thanked Ms. Anderson for her detailed work on these arrangements. Public TV and radio stations provided additional coverage. There had been 120,000 media views, and a

full report would be given at a subsequent meeting with the contract officers. If funds were sufficient, the program would continue into May. The mayor and administration of Maui County had been enthusiastic.

The initiative to codify destination management within the responsibilities of the HTA was progressing, and it was unlikely that funding for destination management would be transferred to a different department. Discussion of the naming rights of the HCC also progressed.

Mr. Nāho'opi'i, Ms. Anderson, and the HTA staff were studying workforce development. A bill passing through the legislature would provide eight tourism industry internships. The State Department of Labor mainly focused on government, agriculture, health care, and technology posts. Tourism was emphasized less than it should be. There was collaboration with the Department of Labor, the Department of Education, and some higher education institutions, a process that started several years ago with the HLTA. With the support of Sen. De La Cruz, these internships would complement what was already being done at the High School level. Chair Hannemann encouraged the HTA staff and Board members to continue speaking with members of the legislature they know.

Chair Hannemann mentioned the importance of large meetings to the State economy and cited the good performance of the HCC during the past year. Hawai'i needed respectful, high-spending visitors. Conferring naming rights for the Convention Center would place it in a stronger position for higher revenues and greater resources for repairs and maintenance.

Chair Hannemann mentioned the recent visit of Mr. Marcos Manotoc, the Governor of Ilocos Norte, Philippines. Although visitors from the Philippines were few, this was the largest ethnic group in the hospitality industry, and many sent economic support to their families back in the Philippines. Governor Manotoc shared several ideas about methods for the HTA to support and interact with the Philippine community.

March had been a busy and successful month. The Chair thanked Mr. McCully for coordinating with the administration and Ms. Iona for her close interaction with Senate members. She had worked closely with House Tourism Chair Quinlan, as well as with Sen. DeCoite. Chair Hannemann also appreciated the collaboration of House Speaker Saiki and Senate Ways and Means Chair Dela Cruz. He praised these legislators' efforts to change their colleagues' perceptions. As the primary industry and significant provider of employment in the State, tourism would always be a target for suspicion, but Chair Hannemann was determined always to be transparent.

Ms. Iona stated that as a Maui resident for almost thirty years, she had received many calls about the Mākaukau program, and these were all positive and could be summed up with the

word “hope”. The program had meant a lot to the community and the individuals who appeared in the segment. Everyone understood the challenges that the government faced, but the opening of the mall and the butterfly farm, as well as the employees' return to work for the Luau, had given hope. On behalf of the community, Ms. Iona stated that the forthcoming opening of the school meant a lot, and children were looking forward to returning to their classes.

Ms. Iona was delighted by the Department of Agriculture's involvement in Tourism Day. The department tried to support a different island each year; last year, they supported Maui. The Farm Bureau had supported the message that local produce was important. Ms. Iona thanked the HTA for providing hope for Maui families.

On behalf of the Board, Mr. Arakawa congratulated Chair Hannemann and Mr. Nāho'opii's team for the successful Tourism Week. He asked the Board to consider that interested Board members and the HTA staff should be invited to attend the internal industry partners' meeting in future years. Regarding the FAM tour, Mr. Arakawa suggested that it can be rotated in neighbor islands in the future so that Board members can participate.

Chair Hannemann cited Gov. Green's frequent visits to Japan and pointed out that these trips were important for the international market. He mentioned the plan to install a processing center at Japan airports and stated that it was important to encourage the return of the Japan market.

Campaigns for the recovery of tourism were important to set the stage for projects upon which the HVCB was working in parallel with the work of the HTA. The Mālama campaign had been great, and the Mākaukau and Beautiful Hawai'i campaigns still contained elements of Mālama. The Chair of the Branding Standing Committee was to make a statement to the Board. Industry stakeholders had been asking about messaging, but the main encouragement to visit had to come from the people who lived in Hawai'i.

8. Update on the Services for Destination Stewardship Contract by Kilohana

Mr. Ka'anā'anā introduced Mr. Tyler Gomes, who gave a presentation on the Kilohana contract for destination stewardship services. Details of this project were in the packet submitted to Board members. Mr. Ka'anā'anā pointed out that Maui recovery, VEPAM, was a separate Kilohana contract, #24016, already taking place.

Mr. Gomes informed Board members that there were two sections of the Kilohana project, firstly needs assessment and secondly the launching of community tourism collaboratives.

The separate contract focused exclusively on Maui had been running for less than a month and would operate until May 31. The key performance indicators (KPI) for this contract were related to social, native, and digital media, visitor TV, streaming, and radio.

Reports had been received that many visitors had been accessing the burn site by hiking down from the Bypass Road, up from the ocean, or from the South Maui side. Kilohana was developing material advising visitors to stay out of the burn site. The CNHA produced a Maui video featuring Hokulani Holt Padilla, who addressed this concern. This was to be broadcast on a loop in the TV section of Costco, and car rental companies were to be asked to permit a rear mirror hanger advising visitors to stay out of the burn site. Mr. Ka'anā'anā added that partners were developing itineraries for other areas of Maui to encourage visitors to support other districts by directing visitor traffic to places that needed and wanted it.

The primary contract relating to technical assistance and capacity building began with a needs assessment program, which had been completed the previous week. Preliminary results would now be presented to the Board. The contract would then move into the program design phase, which would continue until May. Execution of the program would begin during June, running up to December, with funding opportunities being disbursed at the end of the year.

The needs assessment program consisted of a quantitative survey with additional qualitative interviews. The purpose of the survey was to assess the level reached by local businesses and communities regarding market arrival and to use this information to design three separate technical assistance programs. The goal was to reach 900 respondents, and the survey was finally closed at 902. 9,000 emails and almost 9,500 mailers had been sent, and nearly 13,000 phone calls had been conducted. This corresponded to the contract's key performance indicator (KPI) and was a representative sample of all the types of entities Kilohana hoped to support.

Mr. Gomes gave an outline of the needs assessment data, stating that most of the data came from O'ahu, but there was also solid participation on Hawai'i Island, Maui, and Kauai. 2% of the applicants were from Ni'ihau, 29% had operations on Maui, 27% were non-profit organizations, and 65% self-reported having up to four full-time employees. Agricultural enterprises represented 6% of the respondents, and this was important because one of the aims of the technical assistance was to create more regenerative experiences tied to agriculture. 38% of the applicants categorized their enterprises as mature, and 28% stated that they had been involved in the industry for over 20 years.

The qualitative section of the survey consisted of 85 lengthy interviews, which will be explained in greater detail in the final report. 40% of those interviewed were in Oahu, 5% operated in the agricultural sector, and 19% conducted activities in the visitor industry.

As a result of the preliminary analysis of the needs assessment survey, three technical assistance programs had been planned, although it was likely that a more detailed examination of the needs assessment survey would lead to some modifications of these programs.

The first program was to be foundational technical assistance intended to help small businesses scale up, whether these businesses were already mature, were in operation while seeking to grow, or were looking to establish themselves. An example was the lei-making business. It had been reported that 90% of leis were imported, leaving home flower-growing operations on the verge of collapse, with the local lei industry facing rapid changes. It was important for local flower farmers to prosper.

This technical assistance program consisted of eight in-person or virtual community workshops, possibly including marketing, finance, insurance, social media, grant-raising, funding opportunities, best practices for the Umeke platform, merchandising support, and methods of starting a nonprofit organization. The tentative calendar was for the marketing campaign to begin in mid-May, applications to open in June, and awards to take place from September to December.

The second program was to concern community stewardship and would replicate the Turtle Beach model. This was designed to help community organizations that significantly impacted the visitor industry, a possible example being traffic. This program would involve a small cohort, each applicant paired with a mentor with expertise in the problem issue, along with a strategist to assist them in designing a problem-solving plan and a coordinator to help manage it. This was envisaged to be a 12-week program, with the curriculum including universal capital improvement sessions and other tailored sessions depending on geography and the specific problem. It was hoped to host in-person panels with representatives from government departments such as the DLNR to ensure access to government resources. Only those who completed the program would be eligible to apply for the funds allocated for funding opportunities. Foundational programs were to start in May, marketing would begin in June, and applications would be selected and awarded between October and January.

The third program would be a regenerative experience technical assistance program focusing on agritourism and voluntourism. For example, 'Āina Aloha Farms had grown māmaki tea for three generations and sought additional labor. This might be an opportunity for them to build up a voluntourism experience. For this technical assistance program, the cohort would be

between ten and fifteen businesses or nonprofits in different niche areas such as farms, cultural practitioners, or experiences aimed at improving regenerative aspects. The program was likely to last eight weeks, with a curriculum similar to the previous programs. Funding opportunities would only be available to cohort members who completed the curriculum. The schedule would begin about one month after the prior program, with applications selected and awarded between November and February.

Mr. Ka'anā'anā repeated that these were preliminary outlines of the programs, and a detailed analysis of the needs assessment would likely cause some reshaping.

Mr. Ching was concerned about the report that visitors were accessing the burn zone and appreciated the actions and educative materials intended to divert them. Noting that the extent of the burn zone was changing to allow more access to residents, Mr. Ching expressed the hope that the diversion of visitors from the burn zone would not cause a backlash on social media.

Mr. McCully had been surprised by the information that 2% of the survey respondents were from Ni'ihau, in terms of the total population of Ni'ihau. He was informed that 19% of respondents already in the industry referred to the 85 in-person interviews. Not all of the 900 respondents to the quantitative survey were already in the visitor industry. Details of the emails and the contact lists will be given subsequently in a full presentation. The data is still being processed at the present time.

Mr. Gomes stated that the contract for technical assistance was \$17 million, and the cost of the needs assessment section was \$222,500.

Chair Hannemann thanked Kilohana for their participation in the trade show. Kilohana had recently been awarded \$100,000 to create a farmers' market in Lahaina to provide an outlet for businesses which had been displaced by the fire. At the present time, the preliminary selection of a site is in progress. CNHA was to match funds to create a physical Maui-specific marketplace. Mr. Ching noted this significance, showing that the HTA was working with the County of Maui. It was noted that Ms. Iona had a connection with this project and would partner with the head of the Farm Bureau to provide Statewide participation.

At the trade show, a partnership with the HTA had formed part of a contract to create small regional popups, which had traditionally been an online platform. This idea could be expanded.

Ms. Iona congratulated Ms. Menor-McNamara for traveling with Sen. Hirono on Kaua'i and encouraging local agricultural companies to participate in Hawai'i on the Hill in D.C. in June.

Many vendors would find it hard to take part, and the Senator solicited support. Some Maui vendors had never attended this event and looked forward to doing so for the first time.

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

Ms. Chun presented data about visitor expenditures and arrivals in February 2024, noting that these numbers were slightly higher than those in February 2023. However, it was necessary to note that February 2024 had one extra day. The average daily census was lower overall. Spending per person per day was higher than in February 2023. In terms of the different islands, there had been increases for O'ahu, Kauai, and Hawai'i Islands, while Maui was significantly lower.

Occupancy for the State was 79.8%, higher than February 2023, but lower than February 2019. The average daily rate was \$372, lower than 2023 but higher than 2019. Occupancy of vacation rentals was lower at 60.8%, and the average daily rate was lower at \$339.

Overall, hotel demand was higher than the demand for vacation rentals. Transient accommodations tax (TAT) received in February in respect of January was \$72.7 million, and this was only the State collection, not that of the counties. This was 4.2% lower for fiscal year 2024 than for the fiscal year 2023, with a reduction of \$24.4 million.

Chair Hannemann asked for information about the amount of TAT collected by the Counties. This was levied at a rate of 3%, but information was rarely available from the counties. He noted that the annual collection of TAT was almost a billion dollars, of which the HTA received only a fraction while the remainder funded other State entities. The Chair appealed for accurate information about TAT collected by the Counties.

Mr. Arakawa noted that the amount should appear in the budget as revenue. He asked the Attorney General to prepare a letter to Mayors and Council Budget Committee Chairs for this information. Mr. Nāho'opi'i was to submit a written request for this important information.

Ms. Chun noted that even with one extra day in February 2024, air seats had decreased compared with 2019 but were higher than 2023. This included domestic air seats and some international seats. This trend continued into April and May. The SKIFT Travel Health Index administrators had decided to cease using 2019 as the benchmark and instead would use year-on-year.

U.S. spending during January was higher than in 2019, with more air passengers, but overseas arrivals were down by 17.3% for the U.S. as a whole in January. Ms. Chun noted that the U.S. Travel Association used a two-month lag for its data, while Hawai'i used a one-month lag.

Looking forward to August for all markets, the U.S. was to improve slightly. Although air seats were expected to decrease, Japan, Canada, and Korea were expected to improve. Detailed information about Australia, New Zealand, China, and Europe was presented in the report in the Board packet.

Chair Hannemann thanked Ms. Chun for her presentation.

10. Presentation and/or Discussion on Air Service Development – Routes America 2024

Ms. Kaho'ohanohano thanked everyone at the HTA and the HVCB who had been involved in executing the global marketing contract for brand management. This contract helped develop and manage the website, the GoHawaii app, and social media tools and resources such as the digital knowledge bank and digital assets library.

Senior Director of Digital Marketing Kara Imai, would continue with market insights and air route development, with support from Senior Vice President and Chief Marketing Officer Jay Talwar, along with Jeffrey Eslinger, Senior Director of Marketing Insights and CRM, and Susie Kim, Director of Content Development. Other members of the HVCB team had helped with support and collaboration. During the Spring Update, they met with the Global Marketing Teams and obtained useful feedback. Training would be given on the tools available and the strategy moving forward.

Mr. Eslinger continued the presentation by giving an update on air service development. Prior to the execution of the GSS contract, he spoke with carriers in conjunction with the international global marketing teams and brand managers for the markets, and community members, hotels, and attractions. He recently attended a meeting about Kobe airport obtaining international airport status. He had also attended a meeting in Bogota, Colombia, bringing together carriers for North and South America, Europe, and Asia.

The meeting focused on Latin and South America since it was held in South America for the first time since the pandemic. Mr. Eslinger's report listed the airlines and airports involved in this meeting. He referred to Condor, the largest leisure carrier in Western Europe based in Frankfurt. Condor carried a significant number of passengers from Western Europe to eleven cities in the U.S., using Seattle and San Francisco as primary gateways to Hawai'i. They had shown strong interest in the summer. They had cochair relationships with Alaskan and Hawaiian Airlines, which picked up passengers in Seattle or San Francisco and brought them to

Honolulu. Condor was conducting feasibility studies on flying on to Hawai'i in their own planes, either using Anchorage as a transfer point or a plane modified to fly nonstop from Europe to Honolulu.

WestJet was facing a challenge for the Canadian market regarding market yield for service to Hawai'i. They had been unable to charge the fare needed to operate sustainably in Hawai'i. They were affected by the U.S. exchange rate, and WestJet and Air Canada decided not to fly to neighbor islands for September and October 2024. This created a problem for business planners on Maui and the Island of Hawai'i, and the MCI team was to work with the airlines to ensure that their delegates could transfer to other carriers.

Mr. Eslinger reported that he met with Hawaiian Airlines regularly, and they had six planes parked without engines. They had increased some flights out of San Francisco and had developed additional capacity to Las Vegas for the summer. The engine situation created a problem for narrow-bodied aircraft.

Alaskan Airlines had made some adjustments to eliminate some services to neighbor islands for the summer and fall before the holiday calendar. They would continue with their present schedule and had no plans to add services.

American Airlines had made similar changes and was now down to one flight per day to neighbor islands out of Los Angeles, keeping a daytime flight with no redeye flights. They faced a challenge to fill their planes, especially midweek. There was a similar situation with Delta and SouthWest. Flights from Los Angeles to Maui had been suspended.

Sun Country was operating a charter flight from Oakland to Kona for residents of the communities. This had been successful, and an additional flight might even be scheduled. Some hoteliers in Maui had expressed interest in a similar program.

Hawai'i was becoming a bucket list destination for wealthy Indians. Emirates carried many Indians to the U.S. and might consider taking them to Hawai'i or transferring them to other carriers for onward flights to Hawai'i.

Statistics obtained from San Francisco airport showing that since the pandemic, the Mexico market has increased by 40%. Increased working from home has enabled people to relocate to other parts of the U.S.

Availability of aircraft had an impact on air seats, and this not only concerned Boeing but also Airbus, which had delivery challenges for wide body planes. The strength of the dollar had an impact on Hawai'i and also impacted the international market. Canada continued to be strong. Mexico had been carrying out competitive marketing. The shorter booking window for Hawai'i

was having an impact on air seats. Airlines did not see advance bookings and needed to understand that passengers had begun to make last-minute decisions. Formerly, the booking window was three months or longer, but the shorter booking window made it difficult for airlines to make decisions.

There were continuing concerns about the availability of accommodation in Maui. Airlines had heard about anti-tourism sentiment across Hawai'i and felt this would impact forward bookings. Changes in customer loyalty meant that customers went to different destinations. There was a shortage of premium seats in Hawai'i, since premium planes traveled to other destinations.

Mr. McCully commented on the popularity of the Sun Country flights into Kona and noted that other passengers hoped to have access to these flights. No Mid-East airline operated direct flights into Honolulu, although it was within reach of existing routes. Hawai'i hoped to target fewer visitors paying more per day. Mr. Eslinger pointed out that one way to have Middle Eastern airlines fly into Honolulu was to tag into Hong Kong. This was a political issue that had to be solved at the Federal level. A similar example was when Qantas used to fly from JFK to Los Angeles and then from Los Angeles to Sydney, but they were only allowed to carry passengers traveling to Sydney. This was termed "the fifth freedom." Middle Eastern airlines were following conservative policies and utilizing their co-chair partners. For instance, Qatar and Alaskan Airlines were part of the OneWorld Alliance, whereas Emirates was no longer a co-chair; it relied on Hawaiian or United Airlines.

Mr. Eslinger informed the Board that staff members had been meeting with Condor to leverage passengers from Europe. He also pointed out that there was still no Taipei flight, and a flight from Hawai'i to Hong Kong would be a good initiative, but at the moment, this was not a priority for the airlines.

Chair Hannemann recalled that when he was the DBEDT Director with Gov. Waihe'e in the 90's, there had been a trial of a 14-hour nonstop Lufthansa flight from Europe to Honolulu. Mr. Eslinger responded that British Airways had aircraft capable of this but would need fewer passengers to go from Europe to Honolulu nonstop. Condor was still calculating what the market would bear since a nonstop flight might cost an additional \$1,000. Some European travel was seasonally specific; flying to Las Vegas in winter could allow flights to continue to Hawai'i. Marketing would be necessary to stimulate demand.

Asked whether there were other opportunities to develop eastbound route development, Mr. Eslinger stated that this might be discussed at a Washington D.C. meeting in May. At the meeting of Routes Asia in Australia, he would contact the Asia, Oceania and European carriers.

World Routes was to be held in Bahrain, but he felt arranging meetings with individual carriers to discuss opportunities would be more useful.

Mr. Nāho'opi'i pointed out that developing a return from the eastbound side was important, and the D.C. market could be expanded. Raleigh and Charlotte were also good markets. United had suspended the nonstop Newark-Honolulu flight. This left only Hawaiian and Delta flying to Honolulu from JFK. It would be necessary to work with United to bring back the Newark flight at periods when there was demand.

Mr. Eslinger informed the Board that Condor operated the flight from Europe to Las Vegas, formerly part of Lufthansa but was now a separate company. The Las Vegas flight was part of a package. Condor operated into eleven U.S. airports with a co-chair that carried passengers onward to Hawai'i. Seattle was Condor's most westerly airport, but they flew to Las Vegas during the summer, and Hawaiian Airlines had lift to bring passengers to Hawai'i during the winter.

Mr. Miyasato appreciated the robust conversation but pointed out that air lift was a matter of supply and demand. Air seats were available but were not filled and it was important to discover why people were not traveling. He suggested that the Branding Committee could develop strategies to encourage the airlines.

Mr. Eslinger commented that there was a strategy component in the GSS plan, but the main goal was the maintenance of existing air routes.

11. Report and Update by the BUDGET, FINANCE, AND CONVENTION CENTER STANDING COMMITTEE of their Meeting Held on March 21, 2024

Mr. Arakawa presented a brief update on the Budget, Finance, and Convention Center Standing Committee meeting, which took place the previous week. He thanked Mr. Choy, Mr. Kishi, and the HTA budget and finance staff, as well as Ms. Orton and the staff of the Convention Center, for their hard work on budget issues. Work was still in progress on most issues that needed to be shared with the Board.

The HTA's response to House Tourism Chair Quinlan's requests and comments will be reviewed in detail at the next Budget and Finance Committee meeting. The Committee was developing policies and procedures for communications about budget, and finance matters from the administration and the legislature to ensure that the Board would be kept informed and receive documents in a timely fashion.

The legislative audit continued pursuant to the Hawai'i Revised Statutes 23–13. Mr. Arakawa is happy to report that the HTA staff has provided all the required documents and attended all the requested meetings. He had not yet had the opportunity to discuss two outstanding matters with Mr. Nāho'opi'i. The Board had asked for a letter to be written to the auditors requesting details of the scope of the audit and its compliance with Hawai'i Revised Statutes. Secondly, the Attorney General was to be asked for an opinion on whether employees would be permitted to record meetings with the auditors or could be accompanied by a representative.

Mr. Nāho'opi'i replied that he would follow up on these issues, and there had been an email exchange between himself, the Board Chair, and the auditors. He was to check whether the Attorney General had responded to the email request for clarification. The auditors needed to be aware of the legal opinion about the conduct of meetings, but so far, their meetings had gone well.

Mr. Arakawa stated that the development of policies, procedures, and reports regarding using the Tourism Emergency Special Fund was continuing. Policies and procedures would be in place if another emergency were to arise. One of the contractors for the wildfire emergency had already finished their work before a contract was drafted, but Mr. Arakawa hoped that there would be better preparation on a future occasion.

Work continued to evaluate the campaign effectiveness, the cost-benefit ratio, and the return on investment for the wildfire incremental budget request. Various contracts had been increased by \$11 million, which were to be monitored. The Mākaukau program was an example of the good work which had been done.

Staff members were working on a report for the Board of the expected amount and timeline of the federal reimbursement for the wildfire incremental budget requests.

Mr. Arakawa was happy to report that the HTA past-due accounts were up to date for the past four or five months, apart from an outstanding \$1.5 million to be paid that day. He congratulated the staff for their work and documented policies and procedures to ensure that invoices were cleared on time.

Work was also being done on procedures for modifying existing contracts.

The Finance Committee also worked on policies and procedures for the HTA executive employment contracts and bonuses. Formerly, the Board had not been aware of the existence of bonuses or the amounts of bonuses and how these were granted. At present, this point was

moot since the budget did not provide bonuses. The Board and the public would be made aware of the policies and procedures regarding granting bonuses.

Work on the HTA travel policies and procedures was still ongoing.

The budget and finances of the Hawai'i Convention Center will be discussed at the next meeting, and the General Manager of the center will inform the Board about the policies and procedures in place.

The Budget and Finance Committee was to discuss budget and fiscal issues that were being reviewed by the governance study.

Mr. Arakawa informed the Board that due to the success of the Mākaukau Maui program, the question "Does the HTA pay vendors who are opposed to the Mākaukau program?" had been asked by three persons in different ways. Some people believed that Maui was not ready to reopen, and it was necessary to discover whether their organizations were being funded by the HTA.

a. Discussion and/or Action on HTA's Financial Report for February 2024

The Budget and Finance committee had approved a prior version of the HTA Financial Report for February 2024 and presented a summary of this report.

Mr. Arakawa proposed a motion to approve the HTA's Financial Report for February 2024. The motion was seconded by Ms. Agas.

Mr. Kishi presented the Financial Report and reminded the Board that a detailed financial statement and balance sheet had been included in their document packet. His presentation was based on the summarized report labeled 11a.

In February, \$5,554,000 was spent on tourism programs from the general and tourism special funds combined. \$260,000 had been spent from the Tourism Emergency Special Fund on the USA Maui recovery program #1, and this contract was closed. During the fiscal year to date, \$60,244,000 had been collected, including a general fund appropriation of \$59.7 million, along with interest and some other income. The amount spent from tourism funds was \$33,540,000 to date. A detailed breakdown was provided in the report.

The Convention Center has received \$24,363,000 year to date, including \$11 million of general fund appropriation for the Fiscal 24 budget. \$11 million of Transient Accommodations Tax (TAT) had been collected in January. \$1.2 million had been collected from Hawai'i Convention Center operations, and this was the net profit realized so far.

To date, \$3,427,000 had been spent on Convention Center operations and marketing and subsidizing repairs and maintenance. To date, no funds have been spent on the Convention Center roof repairs, but this project is expected to start soon.

The Tourism Emergency Fund had earned \$129,000 from interest and changes in the value of dollar notes. \$2.6 million had been spent on branding for the USA Maui marketing recovery program #1, which was now completed. \$250,000 had been spent on the immediate Maui response, such as temporary shelter and returning luggage.

\$449,000 had been spent from federal funds, which had been contracted with the DLNR through a \$7 million contract. Mr. Kishi noted that general fund appropriations had not yet been granted at the beginning of the year, so \$250,000 of ARPA funds from FY22 and FY23 had been used for two pay periods of the fiscal year. The HTA had been awarded \$95 million of ARPA funds for FY22 and FY23 and had returned \$36,833,000 to the Department of Budget and Finance in July 2023.

The balance sheet showed that \$42 million in tourism funds had been awarded for this fiscal year, comprising \$27.9 million in general funds and \$14.1 million in special funds. Encumbrances comprised \$26.3 million in general funds and \$7.1 million in the tourism special fund.

The Convention Center had \$7.8 million in general funds and \$47.6 million in the Convention Center Enterprise Special fund. No ceiling had been designated for special funds, which explained the large balance that could not be spent. \$7.8 million in general funds and \$35 million in special funds were encumbered. For the Convention Center roof repair project, there was \$14.8 million in cash, of which \$670,000 was encumbered for the PMCM contract.

The Tourism Emergency Special Fund had \$2.3 million remaining, of which \$1.8 million was in cash or cash equivalent as well as \$497,000 in U.S. Treasury notes set to mature over two years, which could be liquidated and transferred to the checking account when needed. \$13.6 million remained from the EDA grant, including \$6 million encumbered to date.

Mr. Arakawa called for the vote, and Mr. Gionson conducted the roll-call vote. The motion was carried unanimously.

b. Discussion and/or Action on the Hawai'i Convention Center's February Financial Report and Update on the Hawai'i Convention Center's 6-Year Repair and Maintenance Plan

Mr. Arakawa stated that this report had been presented to the Budget, Finance, and Convention Center Standing Committee, which recommended its approval.

Mr. Arakawa proposed a motion to approve the Hawai'i Convention Center's February Financial Report and Update on the Hawai'i Convention Center's 6-Year Repair and Maintenance Plan. The motion was seconded by Mr. McCully.

Ms. Orton presented the Convention Center Financial Report for February. She thanked Mr. John Strandberg of Pacific Digital Signs for loaning a complementary screen, which was being tested and would eventually be mounted on the wall. One of the upgrades planned for the Convention Center was improved boardroom technology.

During February, the center hosted 17 licensed events, two more than had been budgeted. One was a Citywide sporting event, and the remainder were local events. The total revenue for the facility had exceeded \$1.4 million, including \$163,000 in other income, giving a total over \$600,000 more than budgeted. It was projected that by the end of the current fiscal year on June 30, the total facility gross revenue would be \$25.1 million, including \$1.5 million in interest. This represented a record for the facility and would give a net income of \$34,100. The center would thus reach the break-even point for the third year in the ten years ASM Global managed it. The center was expected to save the State \$5.3 million in subsidies for the present fiscal year. Citywide events had made a strong showing, thanks to the work of the HVCB team.

During the current fiscal year, the center was to host 21 Citywide events in addition to more than 230 local events. These events were expected to generate \$45 million in tax revenue and \$387.6 million in economic impact. This was mainly due to Citywide events offering a good return on investment (ROI). Ms. Orton gave a detailed running total of the expenditure and income figures used to calculate ROI and informed the Board that ROI was currently \$13.94 while it is expected to pass the \$20 level by the end of the fiscal year.

27 local events were scheduled for March, April, and May, including Kawaii Kon, with up to 20,000 participants. Mother's Day would be celebrated on the preceding Saturday with a special brunch and show. Ms. Orton gave details of the carbon offset program, which, since its inception, had financed the planting of 294 trees in two reforestation projects, resulting in the offset of 286.5 metric tons of carbon dioxide (CO₂).

Ms. Tait gave a presentation on repairs and maintenance, with details in the report made available to Board members. A contract had been awarded for the exterior painting, and the team was working with the contractor to schedule the work and select colors. The replacement of the chillers was now 50% completed, with two of the four old chillers removed and new chillers installed. An LED lighting upgrade was underway and was expected to result in savings on utility bills. Selection of the LED fixtures had been completed, and a sample installation was

to be carried out before all upgrades were implemented. Design and build projects were in progress, with a firm of architects completing the qualification process.

The rooftop project was now on schedule, and a contract had been awarded to an architectural design firm. Ms. Tait thanked Attorney General Cole and his legal team for ensuring the contract negotiations were smoothly navigated.

The existing escalators were initially built in the building and were now 25 years old, although the lifespan of such equipment was usually estimated at 20 years. There were frequent breakdowns, and repairs were becoming more and more costly. Modernizing these escalators was in the evaluation stage, and several proposals had been received. The same escalator company would be used, and the plan is to maintain the trusses but replace the mechanism.

Chair Hannemann asked the Convention Center team to prepare a visual progress report in October for submission to Board and legislature members to show that taxpayers' dollars were being put to good use.

Mr. Nāho'opi'i expressed his gratitude to the Senate Ways and Means Committee for their draft of the HTA budget bill, including another \$20 million in the ceiling to allow a further \$20 million to be tapped from the Convention Center Special Enterprise Fund to accelerate major replacement projects. The Ways and Means Committee recognized the importance of keeping up with the repair and maintenance plan for the center. They proposed that some projects should be accelerated since funds were available. Chair Hannemann's suggestion would provide feedback to the legislature on their foresight in making funds available. It might also set the stage for a discussion of naming rights.

The branding bill for the Convention Center and Meetings, Conventions, and Incentives was all part of the economic recovery strategy and reflected well on the HTA. The expenditure ceiling was helpful to the management team because it would enable them to carry out several projects at the same time.

Mr. Ching commented on the furnishings of the Boardroom, which had been improved since he became a member of the Board. However, he pointed out that the room had little to portray Hawaiian culture, such as artworks that the artists might have loaned.

Ms. Tait informed the Board that there were about 30 projects in the queue for repair and maintenance, which were being addressed on a priority basis. One of these is related to leakages from the planters.

Chair Hannemann pointed out that the essence of Hawai'i was the native environment, and the Convention Center Boardroom was devoid of plants. Ms. Orton agreed that plants would make

the room more attractive, but plants would also entail additional staff to tend to them. At the moment there was a labor shortage, and projects were being attended to by priority.

Mr. Gionson conducted the roll-call vote, and the motion was carried unanimously.

12. Presentation by Dan Hoffend, ASM Global, on Convention Center Trends and Legends Acquisition

Ms. Orton introduced Dan Hoffend, Executive Vice President of ASM Global Convention Centers.

Mr. Hoffend pointed out the importance of experience in creating a person's selfhood and the truths by which they lived. The theme of his presentation was "Redefining the live experience." ASM had 91 convention centers in its portfolio, and the Hawai'i Convention Center was special. Its finances were outstanding, and it was the only center with a positive return during three of the past ten years. Mr. Hoffend congratulated the team on their dedication. He also commented that sustainability had been an issue in Hawai'i longer than any other center. Other centers had attempted to put a price on tree planting but could not do so. Many corporate events had carbon and dollar budgets, which would encourage many organizations to come to the Hawai'i Convention Center.

Out of the 91 buildings operated by ASM Global, only Hawai'i and San Francisco reported directly to him, while every other building was overseen at a regional level. Other centers could learn much from the environment and the cooperation that was to be found in Hawai'i .

Mr. Hoffend summarized the current trend in the convention center industry. Experience, learning, networking, and commerce were the top four impact areas. This was equally true for sporting events, which were now recognized as revenue-generating events. Mr. Hoffend presented schematics showing the main elements of each of the four impact areas.

He emphasized the importance of creating an experience that would encourage participants to return to the location on their own. The majority of people found in-person learning experiences preferable. Networking refers to sharing with other people in the same field. Commerce refers to buying and selling.

The top aspects of the experience were immersive quality and customized agenda plans, and this created a storyline that was both business-related and personal. Many people abandoned the concept of work/life balance and preferred to regard life as a whole.

Mr. Hoffend reminded the Board that one of the results of the COVID pandemic had been making people prioritize experience. 28% of convention participants cited the importance of

after-hours events, and 22% emphasized more comfortable seating. More comfortable seating areas would also enable participants to share what they had learned after the formal convention events. Another result of the COVID pandemic was the increase in importance assigned to in-person learning, which was emphasized by 70% of participants and 7% over pre-pandemic levels. Material presented through online courses was not always easy to retain, whereas live discussions were memorable and created action.

Networking refers to connecting with people whose experiences resembled one's own and who had similar professional challenges and opportunities. Live experiences create motivation to action.

Regarding commerce, 80% of participants stated that in-person events were their most visited source for discovering new products or services. Live experiences were authentic, and the product could be seen as real. Online events could be streamed, but they were different from live interactions. There was a need to adapt and create locations where people could communicate.

Mr. Hoffend pointed out that whereas formerly participants at trade shows had been 85% male, shifts in age and gender had taken place. In the rising group of participants, there were more women than men. Many young people would prefer to spend available funds on a trip to Hawai'i rather than a car and concentrate on meaningful experiences rather than possessions. Millennials were the group of the future that had to be targeted. One of the issues of this group was that promotion in their career was challenging without being in the office. Their presence at live events provided an opportunity for promotion.

Mr. Hoffend pointed out that many convention centers now contained a TV studio that could produce sufficient content during an event to be used for a year. Interviews with exhibitors and participants during a four-day event would provide material for the following year, creating interest in subsequent events at the same venue.

Some convention centers now provide a "grab-and-go" facility for snacks and drinks. Some centers offered exclusive lounges for rent by exhibitors and could be sublet to sponsors or participants. Rooftop gardens emphasize wellness and sustainability.

Mr. Hoffend listed three core event elements: protecting the environment, investing in people, and strengthening our communities. He emphasized the importance of becoming part of the local community and supporting local projects. He also mentioned non-traditional revenue, such as naming rights for the venue or some part of it, sponsorship for individual parts, digital art, and entitlements.

Chair Hannemann asked Mr. Hoffend where the Hawai'i Convention Center stood among the 91 centers operated by ASM Global and what the center could do in addition to naming rights. He understood that youth and sports were major concerns.

Mr. Hoffend responded that these were good questions and that the Hawai'i Convention Center had enormous potential and a great foundation, especially regarding sustainability. Hawai'i was the only center which charged shows for tree planting. The aspect of aging plants, such as the escalators, was an issue. Every building at the 20–25-year mark was facing infrastructure problems. Finance had to be dedicated to solving this problem. The public and the legislature had to be informed about the importance of plant maintenance. The state of the roof was another issue since it was a usable space and could be a highlight. More could be done with artwork, and Mr. Hoffend cited the Albuquerque center, which was almost like an art museum with storylines behind each piece of art. More could be done in the Hawai'i Convention Center to provide areas where people could communicate once they had learned something. Digital screens with sound could be sold to sponsors. Comfortable seating areas were needed, with food provided. The Philadelphia center had changed its concession stands to “grab and go,” and increased revenue by 125% during two events. Every convention center was doing some good things, although none of them excelled at everything.

Mr. McCully asked whether Mr. Hoffend could provide a brief memorandum listing possible improvements to the Hawai'i Convention Center, which could be shared with the public and the legislature. Mr. Hoffend promised to work with Ms. Orton and Ms. Tait to develop guidelines. Examples were digital signage, which could be sold to sponsors, and food service, which could either be dining-room standard or “grab-and-go.”

Mr. Ching thanked Mr. Hoffend for his presentation and stated that he had been surprised to see wellness receiving such low interest from participants. Mr. Hoffend responded that while some participants were unconcerned, many younger participants were concerned about wellness. He noted that San Francisco Airport had stopped general announcements and broadcast them only in the small area related to the announcement. This enabled people to find quiet areas where they could make phone calls or participate in Zoom calls. If a participant had to leave a convention center to return to their hotel to make phone calls, they were unlikely to return to the center. It was important to keep participants in the convention center while the event was in progress. Wellness meant the provision of quiet zones where participants could get away from the shared areas. In some hotels, a credit card can be used to buy some quiet time.

Mr. Ka'anā'anā asked whether it would be possible for Hawai'i to be the site of tree-planting projects for other ASM-managed venues that might not have access to these projects. LED walls

were a good way to create non-traditional revenue and would be a good start for FESTPAC in June. Investment of about a million dollars in sports courts had created a recurring business to justify the expense.

Mr. Arakawa congratulated Mr. Hoffend on his presentation. He noted that FESTPAC hosted by the Hawai'i Convention Center had brought in 45,000 people for two days and financed tree-planting, some participants had also taken part in a project to clean up the harbor. Mr. Arakawa asked whether Mr. Hoffend would be open to looking at that major festival and contributing ideas that could be used in the future. Ms. Orton suggested that a movie theater could show movies during the festival and showcase Hawai'i goods and services on a live stream. This year, the center should try at least three innovations recommended by convention center staff for experimentation. Another idea would be to conduct live interviews with people in different areas of the festival and use this content not only for the host organization but also to provide publicity for the convention center. In the first year that FESTPAC was held at the convention center, the chef served 65,000 meals in two days. The HCC had a good foundation for this type of traffic.

Mr. Hoffend informed the Board that Legends was seeking to merge with ASM Global, although this was still under the Department of Justice's oversight stage. Legends was part of a larger corporation with no convention centers in their portfolio but concentrated on arenas and high-end food service. They were concerned to learn more about convention centers.

Chair Hannemann thanked Mr. Hoffend and invited him to return any time.

13. Presentation and Discussion Regarding an Update of the Meetings, Conventions and Incentives Market Activity and Pace Report, and Hawai'i Convention Center Activity and Local Sales

Ms. Lynn Whitehead gave a presentation about the meetings, conventions, and incentives market activity, and the Board members were provided with a detailed report. Ms. Whitehead stated that she was gratified to see the passion and energy with which the destination was moving forward.

Regarding staffing updates, Ms. Whitehead thanked staff for pushing forward funding for the Citywide sales position. Candidates had been interviewed, and the position was hoped to be offered by the week of April 8. She welcomed Mr. Tom Casademont, who had recently been hired to take on the Citywide role Ms. Whitehead had formerly held.

Interviews were currently taking place for the West Coast single-property position, and it was hoped to select a candidate by the week of April 15. Ms. Lori Ohara had just completed her first

month as Senior Director of Sales for Single Property and Ms. Whitehead welcomed her to the team. Final negotiations to recruit a Client Services Manager were taking place, and it was hoped that the process would be completed by the end of the present week. Ms. Whitehead stated that this good momentum with staff assisted greatly with production.

Ms. Whitehead's report gave details of meetings that she and her team had attended, including hospital and bar association partnership meetings, AIME with hotel partners in Melbourne Australia, and 'Ohana Lunch with partners in Sydney, Australia, and the CESSE meeting in Vienna, which was in partnership with scientific meetings, representing \$150 million in contracted future business for Hawai'i in economic impact. The bar association partnership alone organized about 200 meetings annually, and this was a good opportunity for Hawai'i to get in front of their meeting planners.

The Client Services Team attended three sites in February: The American Pediatric Dentistry planning conference for 2029, the American Fisheries Society for September 2024, and the Association of Computing Machinery (CHI) scheduled for May 2024. Staff members also attended a meeting of the American Society for Transplantation and Cellular Therapy in San Antonio. These promotional trips were important to educate participants and ensure they were prepared to commit to their upcoming conventions.

Ms. Whitehead reminded the Board that strategic partnerships were key. Several of these had committed last year and were moving forward. In February, they committed to SITE Classic in Maui in 2025, and this would drive more incentive exposure to Maui. SITE Classic had hosted a webinar focusing on regenerative tourism with 189 attendees from 31 countries. HelmsBriscoe was a global strategic partnership with 1400 associates in 60 countries. They were to organize a webinar in the following week. They had provided much business, keeping information about Maui on their website and being a great partner in the MCI marketplace.

The MCI team was to partner with Marriott for a "Meet with Momentum" event in May. Marriott was a key sponsor and expected to bring about 30 corporate and incentive clients to Maui.

Ms. Whitehead gave an outline of production for Citywide and single-property events. Tentative room nights were strong, up 9% for Citywide. Citywide definite production had decreased, but during March, the team had closed two groups for 2024 and one for 2025. The Asia Oceania team was doing an exceptional job and committed to three groups representing 18,000 room nights and \$540 million in economic impact. More details would be given in next month's report showing quarterly production.

Short-term booking PACE for 2027 and beyond looked daunting but it was being made up in Citywide and single-property bookings. The team worked on the licensing agreement to close four verbal definite bookings. Two of these events were for 2025. The issue for 2026 events was the scheduling of the roof project to give sellers confidence to close bookings. One verbal definite group for 2026 was waiting for details of the roof project schedule to determine if they would have to postpone the event until the following year.

Tentative room nights for single property production were doing well, but definites were low. However, in March, they had just closed a total of 8700 room nights, representing 13 bookings altogether.

PACE was lower in 2024 and 2025, but Ms. Whitehead believed hiring a single property seller for the West Coast would make a difference. The team was considering moving incentives to midyear to increase momentum. They were reaching out to all islands and identifying opportunities.

During the past month, tentative room nights have grown significantly, especially on the Island of Hawai'i and O'ahu. Ms. Whitehead was looking forward to the quarterly report since MCI production always increased at the end of the quarter when clients and salespeople were aligned to confirm contracts.

Mr. Nāho'opi'i thanked Ms. Whitehead for her hard work by herself and her team. The Hawai'i Convention Center was breaking even on the operations side, but the hard work of the sales teams generated the income required for repairs and maintenance. Ms. Whitehead responded that the beginning of the year had been difficult, but she looked forward to catching up by the end of March.

Chair Hannemann thanked Ms. Whitehead and her team for their hard work.

14. Report and Update by the Branding Standing Committee of their Meeting Held on March 27, 2024

a. Presentation and/or Discussion on HTC's China Market Updates

b. Presentation and/or Discussion on HTUSA's New Campaign

c. Presentation and/or Discussion on Planning for Long-Term Tourism Marketing Strategy

Mr. Miyasato, the Chair of the Branding Standing Committee, stated that the committee had met the previous day. The Branding had pivoted away from Mālama to Mākaukau. The Branding Standing Committee acted as a clearing house for recommendations to the full Board.

Mr. Nāho'opi'i referred to a previous discussion about providing more information. He promised that detailed reports about campaign effectiveness and analyses of visitors' and residents' reactions would be provided for the Branding Standing Committee and the full Board at their April meetings.

Chair Hannemann agreed that data was needed to reinforce commitment going forward. Mr. Miyasato stated that today's meeting was a good example of data provision.

15. Adjournment

Chair Hanemann asked for a motion to adjourn. The adjournment motion was proposed by Mr. McCully and seconded by Mr. Ching. The meeting adjourned at 1:22 pm.

Respectfully submitted,

A handwritten signature in cursive script that reads "Sheillane Reyes". The signature is written in black ink and is positioned above a horizontal line.

Sheillane Reyes
Recorder