



**HĀLĀWAI KŪMAU O KE KŌMIKE HOKONA KŪMAU
KE'ENA KULEANA HO'OKIPA O HAWAI'I**

**REGULAR MARKETING STANDING COMMITTEE MEETING
HAWAI'I TOURISM AUTHORITY**

Po'akolu, 29 Iulai 2020, 1:00 p.m.
Wednesday, July 29, 2020 at 1:00 p.m.

*Kikowaena Hālāwai O Hawai'i
Lumi 314
1801 Alaākea Kalākaua
Honolulu, Hawai'i 96815*

Hawai'i Convention Center
Room 314
1801 Kalākaua Avenue
Honolulu, Hawai'i 96815

'O ka ho'opakele i ke ola o ka lehulehu ka makakoho nui. E maliu ana ka HTA i ke kuhikuhina a nā loea no ke kū kōwā, ka uhi maka, me nā koina pili olakino 'ē a 'e. Koi 'ia ke komo i ka uhi maka a me ke kū kōwā ma nā ke'ena a ma nā hālāwai.

The safety of the public is of the utmost importance. Pursuant to expert guidance, HTA will be following strict physical distancing, facial coverings, and other health-related requirements. Face coverings and physical distancing are required in HTA offices and meetings.

Koi 'ia ka hō'oiā i kou olakino maika'i ma mua o ke komo i ke Kikowaena Hālāwai O Hawai'i ma ka 'īpuka o waena o ka hale ho'okū ka'a. E pāpā 'ia ke komo 'ana o ke kanaka nona ka piwa ma luna a 'e o ka 100.4°F. Inā 'ōma'ima'i 'oe, e 'olu'olu, e 'imi i ke kauka nāna e kōkua iā 'oe.

Entrance to the Hawai'i Convention Center requires a health screening at the center parking garage entrance. Persons with a temperature of over 100.4°F will be denied entry. If you are not feeling well, we urge you to contact a healthcare provider.

Papa Kumumana'o
AGENDA

1. *Ho'omaka A Pule*
Call to Order and Pule
2. *'Āpono I Ka Mo'o 'ōlelo Hālāwai*
Approval of Minutes of the June 24, 2020 HTA Marketing Standing Committee Meeting
3. *Hō'ike No Nā Huaka'i I Pa'a Mua*
Report of the Hawai'i forward looking bookings, Global Agency Pro and YouGov



4. *Hō'ike A Kūkākūkā No Ka Mākaukau O Nā Hui Mokulele*
Presentation and Discussion of Airline Readiness for when Hawai'i opens up to visitors. Hawaiian Airlines Avi Mannis Sr. VP of Marketing will be talking about Hawaiian Airlines strategy and tactics on welcoming the visitors while protecting our local residence with safety protocol procedures
5. *Hō'ike A Kūkākūkā No Ka Mākaukau O Nā Hōkele*
Presentation and Discussion of Hotel Readiness for when Hawai'i opens up to visitors. Mufi Hanneman President / CEO of Hawai'i Lodging & Tourism Association will be discussing some of the challenges the hotels may be going through in the opening process
6. *Hō'ike A Kūkākūkā No Ka Mākaukau O Nā 'Ākena Huaka'i*
Presentation and Discussion of Wholesale / Travel Agent Readiness for when Hawai'i opens up to visitors. Amy Terada / VP of Marketing will be discussing procedures put in place to inform the leisure travelers of Hawai'i's entry requirements discussed at Governor Ige's press conference of June 27. What is going well along with challenges. Amy will also present booking pace for fall, winter and quarter 1 of 2021
7. *Hō'ike A Kūkākūkā No Ka Ho'okumu I 'Aha Kūkā He'enalu A Hoe Wa'a*
Presentation and discussion of establishing a Surfing & Canoe Paddling Advisory Group to the HTA Board of Directors
8. *Nā'ana A Kūkākūkā I Ka Mo'ohelu Makahiki Kālā 2021*
Review and discussions of the approved FY 2021 budget reflecting the changes approved in June by the full Board to address the TAT allocation shortfall
9. *Hō'ike No Ko HVCB Papahana Ho'omōhala Hou*
Update Relating to HVCB's Recovery Plan and What Has Been Implemented. Jay Tawar / Sr. VP & CMO will discuss why they need additional funds for messaging Hawai'i's entry requirements and to ramp up tourism with safety protocol in mind for our local residence
10. *Hō'ike No Ko HTJ Papahana Ho'omōhala Hou*
Update Relating to HTJ's Recovery Plan and What Has Been Implemented. Eric Takahata/ Managing Director of HTJ will discuss why they need additional funds to ramp up tourism for Hawai'i from Japan
11. *Hō'ike No Koa HTO Papahana Ho'omōhala Hou A Papahana Hokona*
Presentation of Oceania GMT on the Recovery for 2020 and Brand Marketing Plan for 2021. Presenter are Giselle Radulovic / Hawaii Tourism Oceania (HTO) Australia Country Manager, Darragh Walshe / HTO – New Zealand Country Manager will be presenting current events for Australia and New Zealand along with how to recover tourism into Hawaii



12. *Hō'ike No Ko HTCAN Papahana Ho'omōhala Hou A Papahana Hokona*
Presentation of Canada GMT on the Recovery for 2020 and Brand Marketing Plan for 2021. Susan Webb / Hawaii Tourism Canada (HTCAN) - President will be presenting what is happening in market followed by the recovery plan for travel to Hawaii
13. *Hō'ike No Ko HTK Papahana Ho'omōhala Hou A Papahana Hokona*
Presentation of S. Korea GMT on the Recovery Plan for 2020 and Brand Marketing Plan for 2021. Irene Lee / Hawaii Tourism Korea (HTK) Korea Country Director
14. Ho'oku'u
Adjournment

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

*** Executive Session: The Board may conduct an executive session closed to the public pursuant to Hawaii'i Revised Statutes (HRS) § 92-4. The executive session will be conducted pursuant to § 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; and to discuss information that must be kept confidential to protect Hawaii'i's competitive advantage as a visitor destination.

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 ariana.kwan@gohta.net. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Ariana Kwan (973-2254 a i 'ole ariana.kwan@gohta.net), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.

Members of the public are invited to attend the public meeting and provide written testimony on any agenda item. Written testimony may be submitted prior to the meeting to the HTA by email to ariana.kwan@gohta.net; Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Ariana Kwan (973-2254 or ariana.kwan@gohta.net) no later than 3 days prior to the meeting so arrangements can be made.