



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

**REGULAR MARKETING STANDING COMMITTEE MEETING
HAWAII TOURISM AUTHORITY**

Pō'akolu, 24 Malaki 2021, 10:30 a.m.
Wednesday, March 24, 2021 at 10:30 a.m.

Hālāwai Kikoho'e
VIRTUAL MEETING

Hiki i ka lehulehu ke hālāwai pū ma o ka ZOOM.
Webinar will be live streaming via ZOOM.

E kāinoa mua no kēia hālāwai:

Register in advance for this webinar:

https://zoom.us/webinar/register/WN_eVmCRvQgSZiLiQgfVAjPFQ

*Ma hope o ke kāinoa 'ana, e ho'ouna 'ia ka leka uila
hō'ōia iā'oe me ka 'ikepili ho'oku'i hālāwai.*
**After registering, you will receive a confirmation email
containing information about joining the webinar.**

Papa Kumumana'o
AGENDA

1. *Ho'omaka A Pule*
Call to Order and Pule
2. *Āpono I Ka Mo'ō'ōlelo Hālāwai 24 Pepeluali 2021*
Approval of Minutes of the February 24, 2021 Marketing Standing Committee Meeting
3. *Hō'ike A Kūkākūkā No Ka Ho'opa'a Huaka i A Nā 'Ākena*
Presentation and discussion of the travel agents booking pace and general market research trends



4. *Hō'ike No Ka Papahana Ho'okele Mo'olelo 2021 A Ke Kime Hokona Honua*
Presentation of the 2021 Brand Management Plan by each Global Marketing Team:
 - Hawaii Tourism Oceania (HTO)
 - Hawaii Tourism Korea (HTK)

5. *Ho'oku'u*
Adjournment

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

*** Executive Session: The Board may conduct an executive session closed to the public pursuant to Hawai'i Revised Statutes (HRS) § 92-4. The executive session will be conducted pursuant to § 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 Hawai'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 view 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.