



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

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

Pō'akolu, lā 28 o Iulai 2021, 2:00 p.m.
Wednesday, July 28, 2021 at 2:00 p.m.

**HĀLĀWAI KINO A KIKOHO'E
IN-PERSON AND VIRTUAL**

Kikowaena Hālāwai O Hawai'i
Papahele 'Ehā | Lumi Nui C
1801 Alaākea Kalākāua
Honolulu, Hawai'i 96815

Hawai'i Convention Center
Fourth Floor | Ballroom C
1801 Kalākāua Avenue
Honolulu, Hawai'i 96815

'O ka ho'opakele i ke ola o ka lehulehu ka makakoho nui. E maliu ana ke ke'ena 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'ōia i kou olakino maika'i ma mua o ke komo i ke Kikowaena Hālāwai O Hawai'i ma ka 'ipuka 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.

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://us06web.zoom.us/webinar/register/WN_Dzd0SoLPTnyvLFZ_OVLI9g

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. *Hō'ike A HVCB No Ka Heluna Makemake No Hawai'i*
Presentation by HVCB including updates on market insights, airlift, vaccination exception outreach, Mālama Hawai'i and other programs for the balance of 2021
3. *Hō'ike A HTJ No Ka Heluna Makemake No Hawai'i*
Presentation by HTJ including updates on market insights, airlift, vaccination progress, Mālama Hawai'i and other programs for the balance of 2021
4. *Hō'ike No Nā 'Aelike Mākeke Nui 2021-2022*
2021-2022 Major Market Area Contract Updates
5. *Hō'ike No Ka Ho'olālā 'Imi Noi Pāhana*
RFP Planning Updates: United States Major Market Area, Global Meetings Conventions & Incentives, and Global Support Services.
6. *Hō'ike No Ka Papahana Alowelo 2022*
2022 Brand Marketing Plan Updates
7. *Ka Mo'okālā 2021*
Calendar Year 2021 Budget vs. Actuals
8. *Ho'olālā No Nā Hō'ike'ike 'Oihana Ho'okipa Hā'ulelau a Kupulau*
Planning for Fall (September) and Spring (March) Tourism Updates
9. *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



HAWAII TOURISM AUTHORITY

Hawai'i Convention Center
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kelepona tel 808 973 2255
kelepa'i fax 808 973 2253
kahua pa'a web hawaii tourism authority.org

David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

§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.

Agenda Item #2:

Presentation by HVCB including updates on market insights, airlift, vaccination exception outreach, Mālama Hawai'i and other programs for the balance of 2021



HAWAII TOURISM AUTHORITY

Marketing Standing Committee Meeting

July 28, 2021

Agenda

1. Market Insights
2. Mālama Hawai'i
 1. Marketing Campaign Update
 2. Program Update
3. Vaccination Exception Outreach





Market Insights

Scheduled U.S. Non-Stop Seats to Hawai'i June – August 2019, 2021

Preliminary as of 7/20/21 –Subject to adjustment

	# of SEATS June 2019	# of SEATS June 2021P	% Change of Seats June 2021/19	# of SEATS July 2019	# of SEATS July 2021P	% Change of Seats July 2021/19	# of SEATS August 2019	# of SEATS August 2021P	% Change of Seats August 2021/19
O'ahu	441,174	500,040	13.3%	462,801	566,771	22.5%	453,028	552,748	22.0%
Maui	257,829	307,887	19.4%	273,254	345,135	26.3%	248,915	334,946	34.6%
Kona	104,573	126,530	21.0%	110,095	139,829	27.0%	98,448	138,535	40.7%
Kaua'i	90,144	87,527	-2.9%	94,336	101,869	8.0%	86,220	105,708	22.6%
Hilo	4,700	5,178	10.2%	5,146	5,549	7.8%	4,804	5,549	15.5%
Total	898,420	1,027,162	14.3%	945,632	1,159,153	22.6%	886,611	1,137,486	28.3%

Scheduled U.S. Non-Stop Seats to Hawai'i September – October 2019, 2021

Preliminary as of 7/20/21 –Subject to adjustment

	# of SEATS September 2019	# of SEATS September 2021P	% Change of Seats September 2021/19	# of SEATS October 2019	# of SEATS October 2021P	% Change of Seats October 2021/19
O'ahu	382,095	472,127	23.6%	399,574	472,127	18.2%
Maui	197,711	275,093	39.1%	211,816	275,093	29.9%
Kona	64,956	119,118	83.4%	72,590	119,118	64.1%
Kaua'i	63,608	100,317	57.7%	72,357	100,317	38.6%
Hilo	3,486	4,117	18.1%	4,648	4,117	-11.4%
Total	711,856	970,772	36.4%	760,985	970,772	27.6%

Scheduled Transpac Non-Stop Seats to Hawai'i (all markets)

June – August 2019, 2021

Preliminary as of 7/20/21 –Subject to adjustment

	# of SEATS July 2019	# of SEATS July 2021P	% Change	# of SEATS August 2019	# of SEATS August 2021P	% Change
O'ahu	746,579	592,555	-21%	746,985	586,681	-21%
Maui	281,408	345,407	23%	257,291	338,709	32%
Kona	119,878	140,019	17%	108,231	138,535	28%
Kaua'i	94,336	101,869	8%	86,220	105,708	23%
Hilo	5,146	5,549	8%	4,804	5,549	16%
Total	1,247,347	1,185,399	-5%	1,203,531	1,175,182	-2%

Scheduled Transpac Non-Stop Seats to Hawai'i (all markets)

September - November 2019, 2021

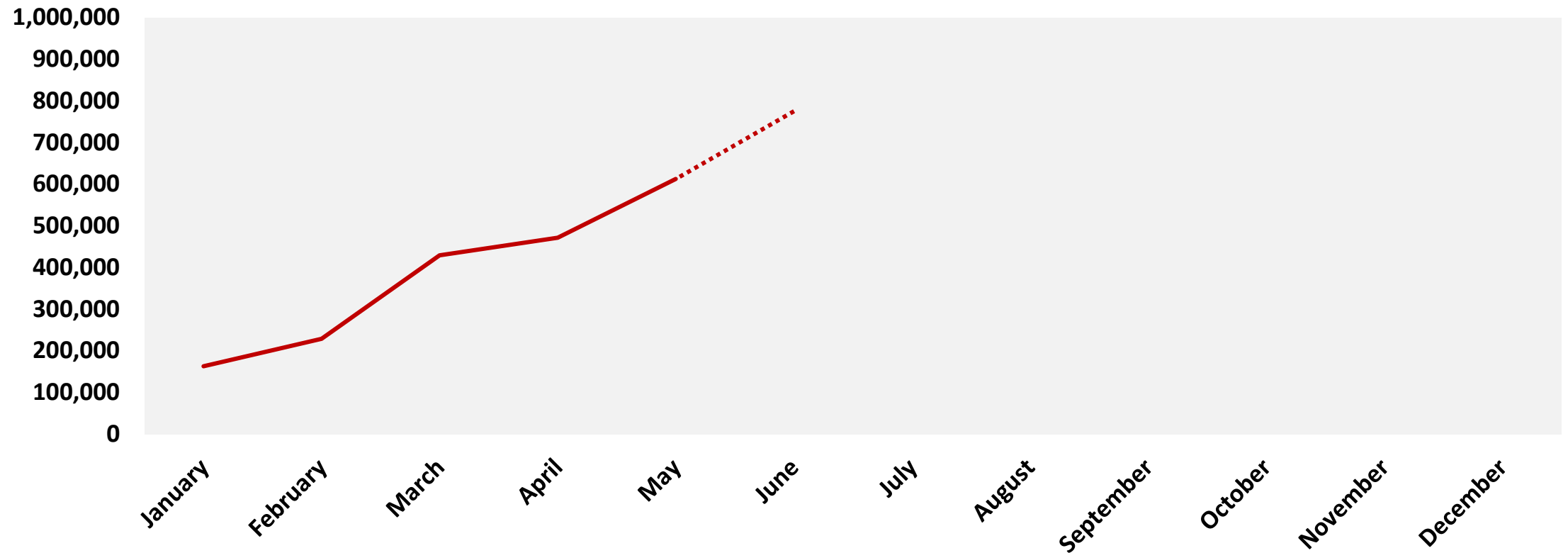
Preliminary as of 7/20/21 –Subject to adjustment

	# of SEATS September 2019	# of SEATS September 2021P	% Change	# of SEATS October 2019	# of SEATS October 2021P	% Change	# of SEATS November 2019	# of SEATS November 2021P	% Change
O'ahu	660,257	531,002	-20%	673,909	633,359	-6%	656,979	669,144	2%
Maui	204,791	281,968	38%	222,366	282,515	27%	231,519	308,040	33%
Kona	74,540	119,118	60%	83,243	134,501	62%	93,109	142,802	53%
Kaua'i	63,608	100,317	58%	72,879	107,413	47%	81,170	114,819	41%
Hilo	3,486	4,117	18%	4,648	5,019	8%	3,818	4,980	30%
Total	1,006,682	1,036,522	3%	1,057,045	1,162,807	10%	1,066,595	1,239,785	16%

U.S. Visitation to State of Hawai'i 2021P

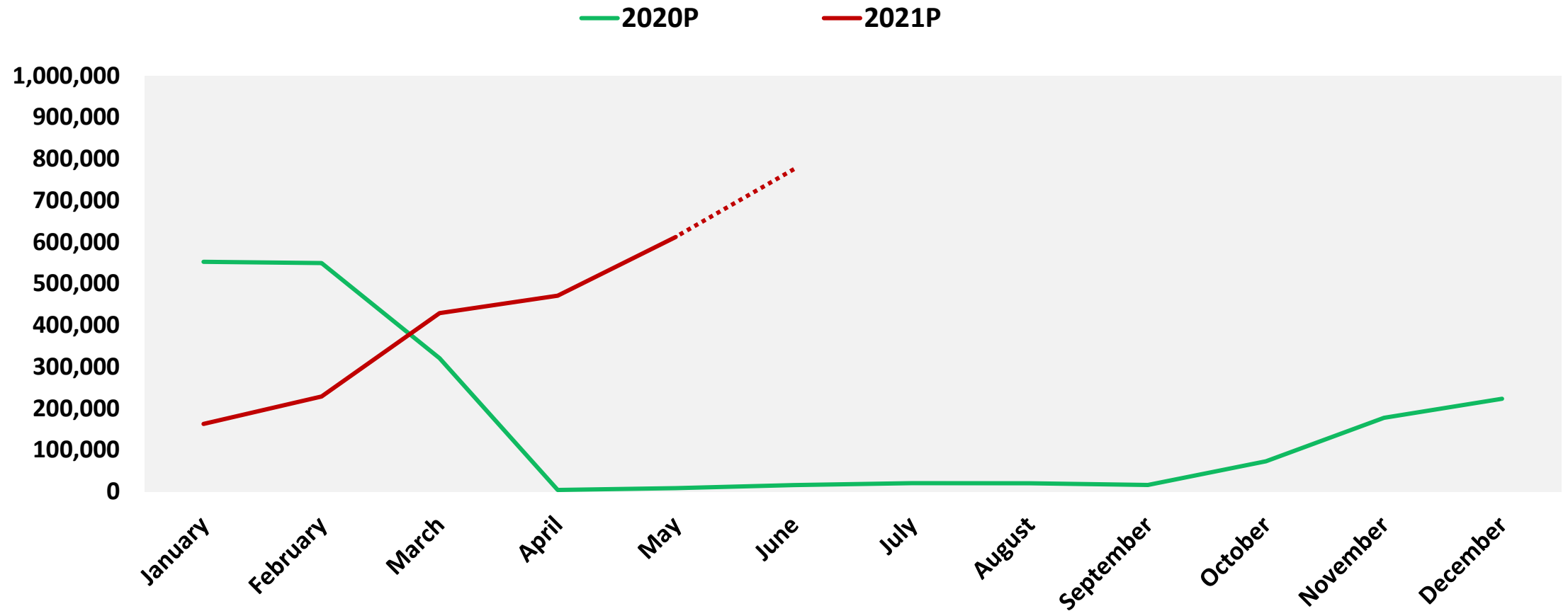
Total U.S. Visitors

— 2021P



U.S. Visitation to State of Hawai'i 2021P - 2020P

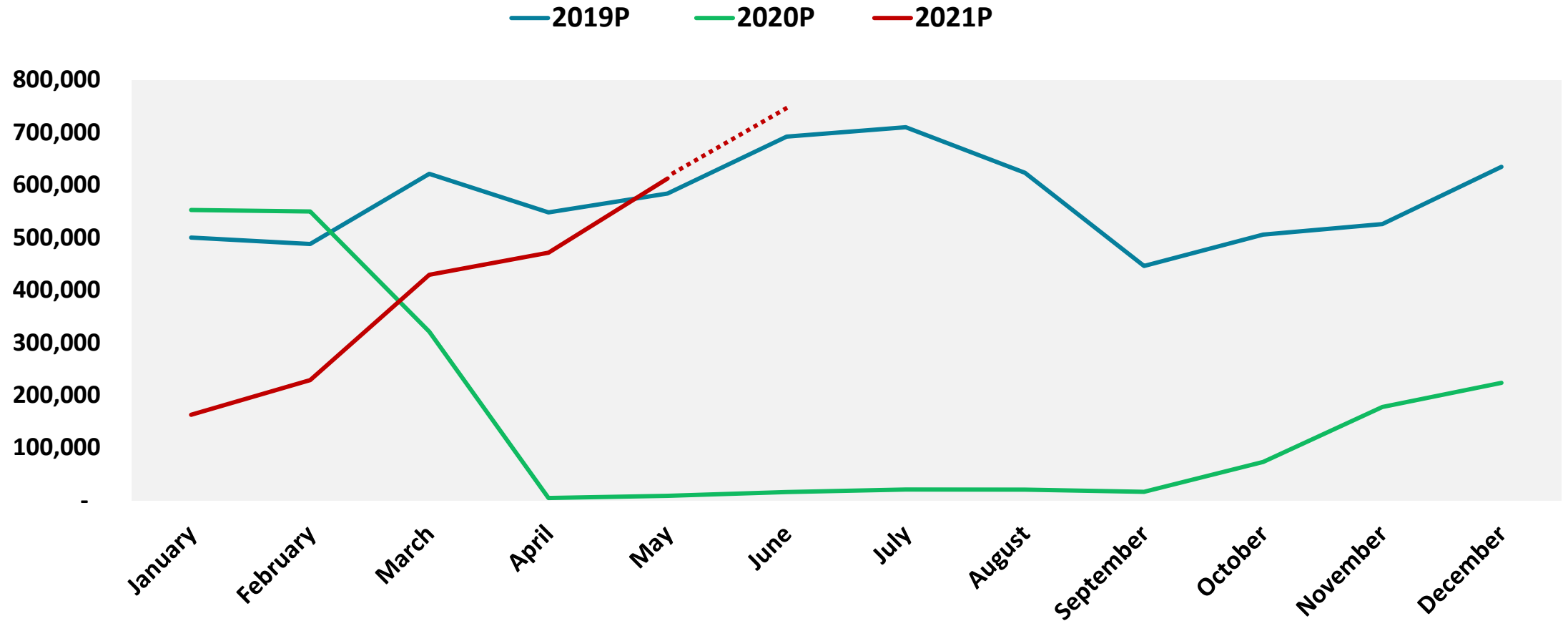
Total U.S. Visitors



Source: HVCB analysis of HTA data, 2019-2020P

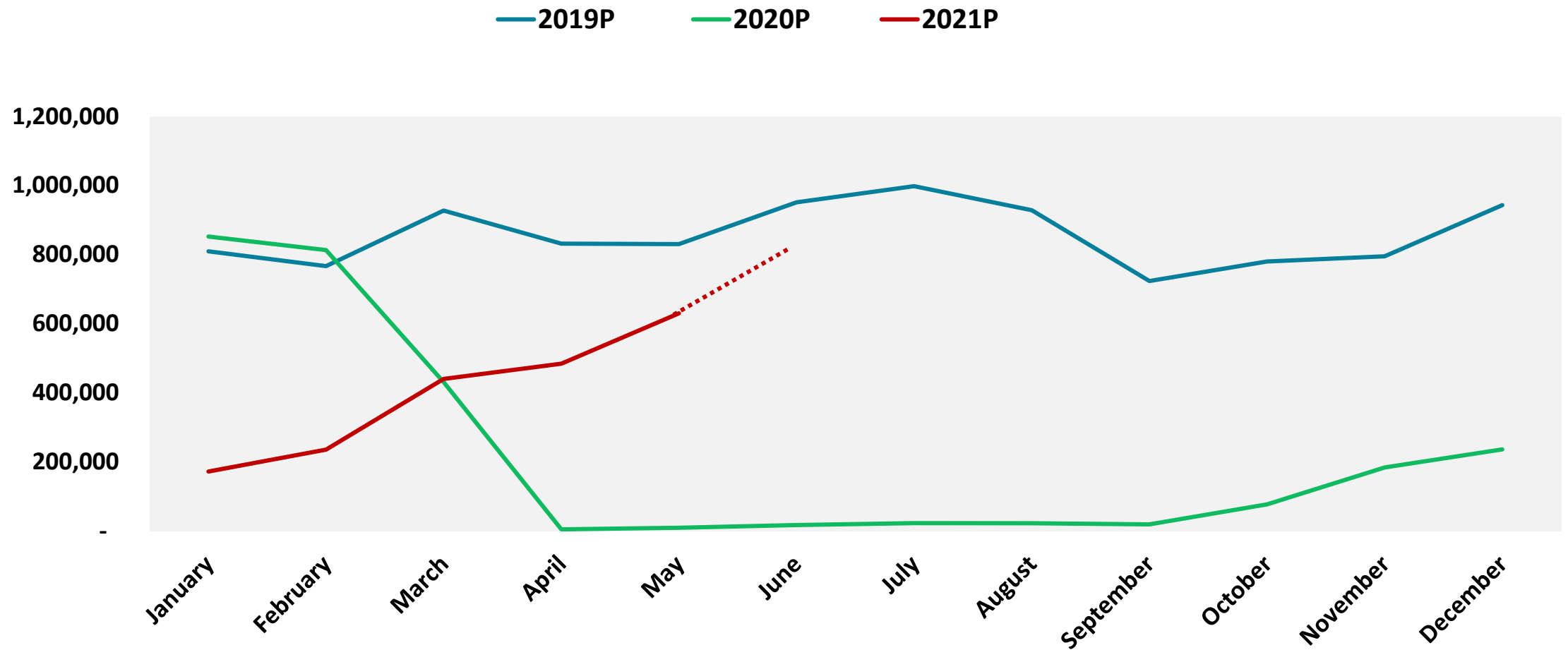
U.S. Visitation to State of Hawai'i 2021P - 2019

Total U.S. Visitors



Source: HVCB analysis of HTA data, 2019-2021P

Visitation to State of Hawai'i All Markets - 2021P - 2019



Hawai'i Hotel Performance June 2021 vs 2019

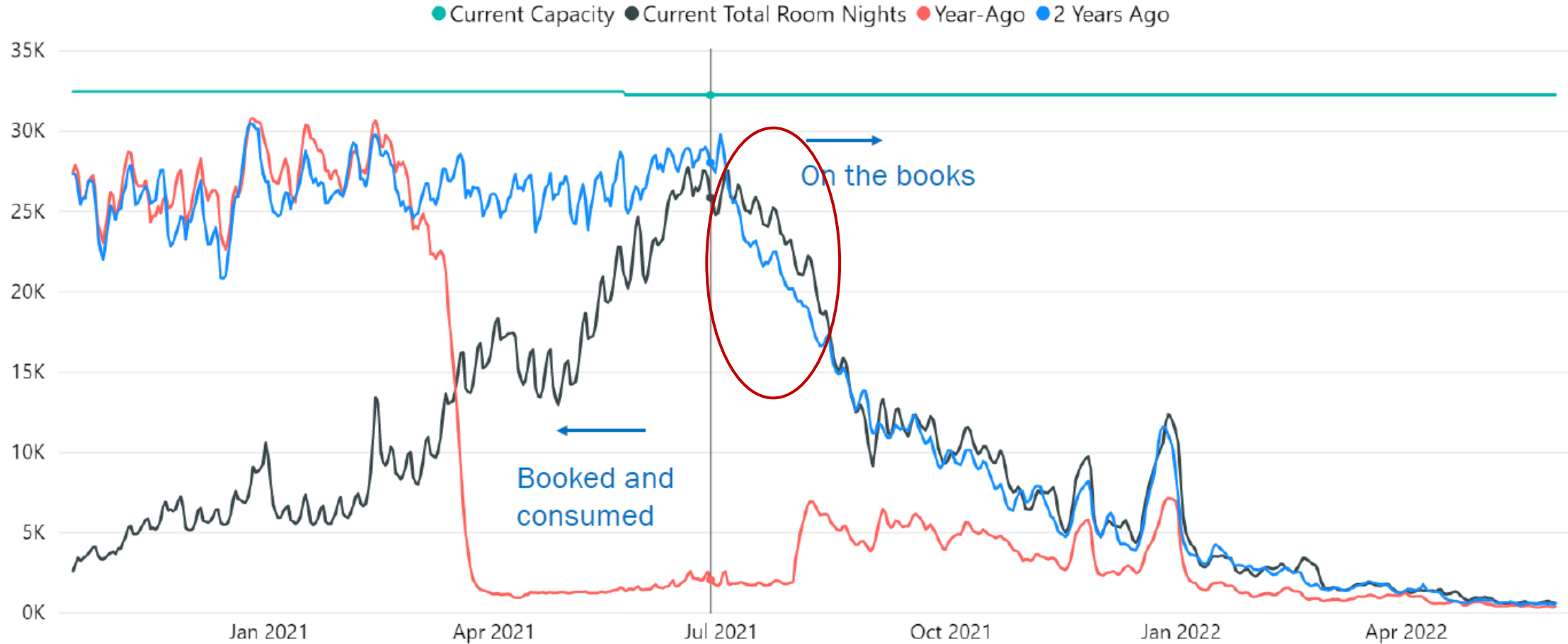
Occupancy, ADR, RevPAR

	Occupancy %			Average Daily Rate			RevPAR		
	2021	2019	Percentage Pt. Change	2021	2019	% Change	2021	2019	% Change
State of Hawai'i	77.0%	83.9%	-6.9%	\$320.30	\$280.51	14.2%	\$246.75	\$235.44	4.8%
Luxury Class	70.2%	80.0%	-9.8%	\$754.29	\$553.86	36.2%	\$529.54	\$443.10	19.5%
Upper Upscale Class	78.3%	86.6%	-8.3%	\$305.82	\$281.87	8.5%	\$239.57	\$244.19	-1.9%
Upscale Class	80.4%	81.2%	-0.8%	\$237.89	\$206.74	15.1%	\$191.23	\$167.94	13.9%
Upper Midscale Class	75.5%	86.5%	-11.0%	\$169.13	\$166.74	1.4%	\$127.69	\$144.23	-11.5%
Midscale & Economy Class	75.2%	81.9%	-6.7%	\$162.52	\$168.95	-3.8%	\$122.14	\$138.34	-11.7%
O'ahu	75.4%	87.9%	-12.5%	\$227.22	\$242.90	-6.5%	\$171.40	\$213.63	-19.8%
Waikīkī	76.2%	88.2%	-12.0%	\$218.07	\$237.35	-8.1%	\$166.18	\$209.37	-20.6%
Other O'ahu	70.7%	86.4%	-15.6%	\$287.70	\$277.10	3.8%	\$203.48	\$239.33	-15.0%
O'ahu Luxury	64.0%	87.9%	-23.9%	\$581.61	\$478.26	21.6%	\$372.01	\$420.43	-11.5%
O'ahu Upper Upscale	76.1%	89.3%	-13.2%	\$240.60	\$268.33	-10.3%	\$183.09	\$239.72	-23.6%
O'ahu Upscale	80.1%	89.3%	-9.2%	\$198.03	\$198.72	-0.3%	\$158.70	\$177.48	-10.6%
O'ahu Upper Midscale	74.2%	87.2%	-13.1%	\$156.78	\$162.77	-3.7%	\$116.26	\$141.95	-18.1%
O'ahu Midscale & Economy	71.0%	88.8%	-17.8%	\$130.16	\$142.58	-8.7%	\$92.43	\$126.64	-27.0%
Maui County	79.2%	80.6%	-1.4%	\$497.66	\$393.97	26.3%	\$394.26	\$317.57	24.1%
Wailea	75.3%	91.1%	-15.7%	\$789.57	\$616.71	28.0%	\$594.85	\$561.61	5.9%
Lahaina/Kā'anapali/Kapalua	81.7%	81.2%	0.4%	\$437.37	\$332.40	31.6%	\$357.21	\$270.05	32.3%
Other Maui County	76.4%	79.8%	-3.4%	\$572.65	\$473.97	20.8%	\$437.35	\$378.22	15.6%
Maui County Luxury	69.4%	85.1%	-15.7%	\$887.87	\$549.93	61.5%	\$616.07	\$468.15	31.6%
Maui County Upper Upscale & Upscale	83.5%	81.0%	2.5%	\$410.77	\$311.71	31.8%	\$342.94	\$252.50	35.8%
Island of Hawai'i	79.0%	78.4%	0.6%	\$355.61	\$249.05	42.8%	\$281.05	\$195.25	43.9%
Kohala Coast	81.2%	79.3%	1.9%	\$556.50	\$351.42	58.4%	\$451.69	\$278.68	62.1%
Kaua'i	78.4%	74.3%	4.1%	\$339.49	\$280.48	21.0%	\$266.16	\$208.42	27.7%

Statewide Total Room Nights on the Books

October 2020 through June 2022 YOY

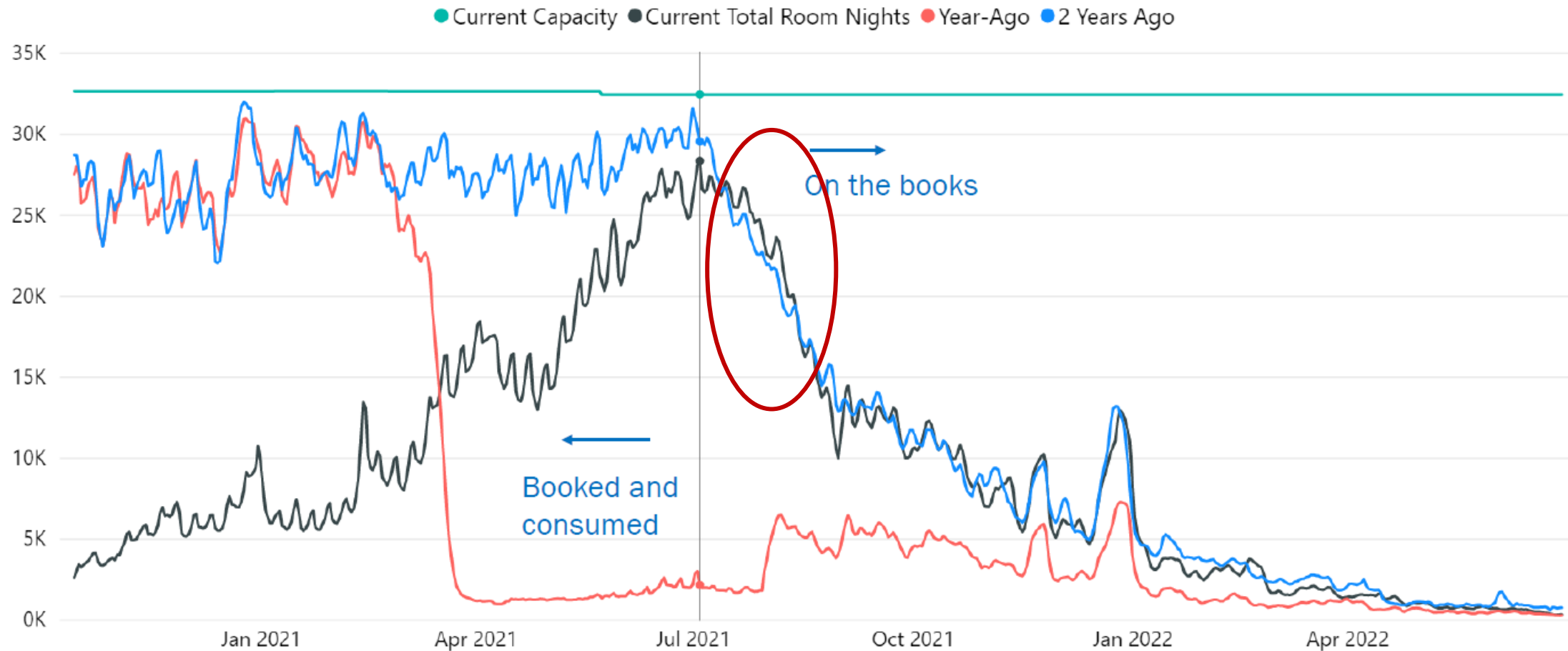
(as of June 27, 2021)



Statewide Total Room Nights on the Books

October 2020 through June 2022 YOY

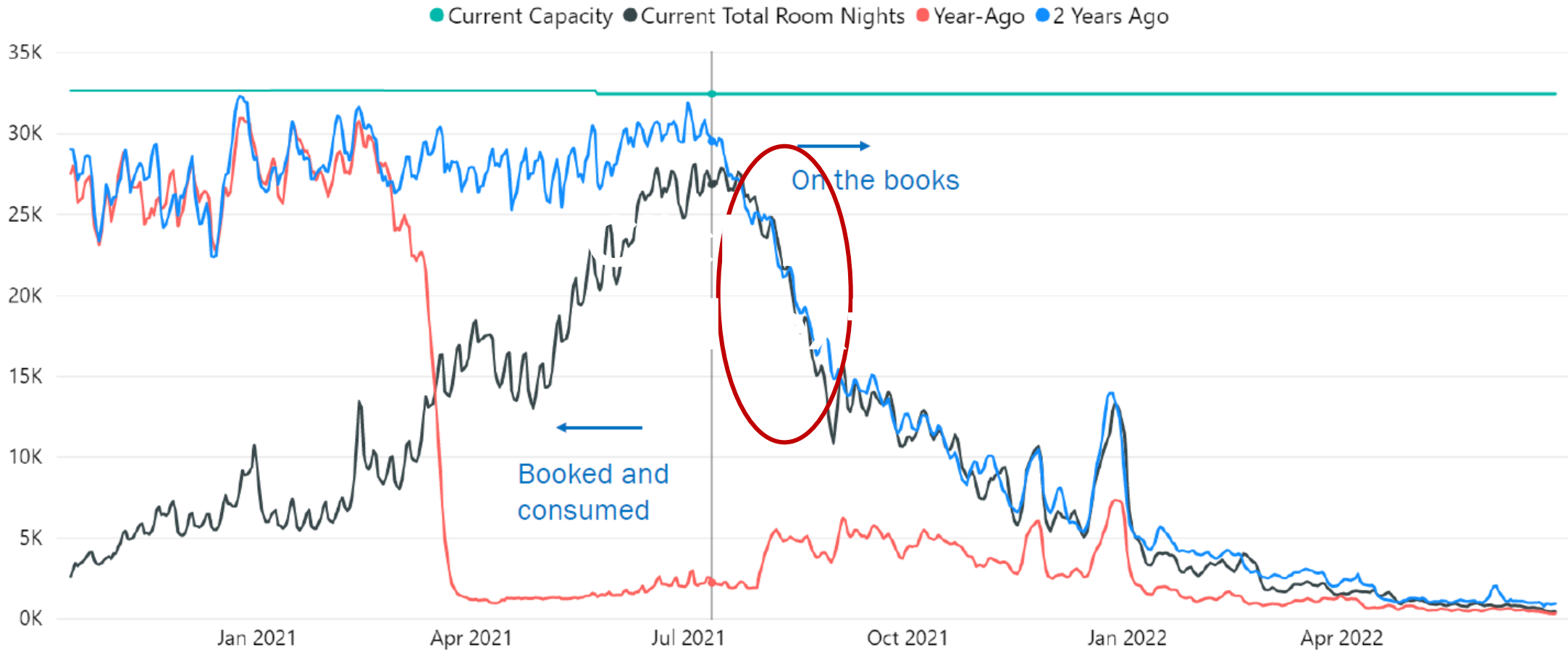
(as of July 4, 2021)



Statewide Total Room Nights on the Books

October 2020 through June 2022 YOY

(as of July 11, 2021)



U.S. Traveler Sentiment Overview

of July 12, 2021

Traveler Hesitance

Delta Variant is Giving American Travelers Pause

- 51% are less interested in traveling right now because of the variant and expect situation to get worse
- Why? Concern for own and someone else's safety, travel is overpriced, personal financial stress, and travel businesses are not fully staffed and/or customer service issues

Excitement To Travel

Overnight Trips are on the Rise

- Over half of American travelers took an overnight trip in the past months (52.2%, up from 44.6% the week of June 28th)
- They were overwhelmingly satisfied with their trips, despite some less satisfactory experiences with restaurants not being fully open (22.1%) and travel prices being high (20.5%)

Managed Tourism

Increase in travel continues to impact resident attitudes toward tourism

- 41% of Americans say they don't want tourists visiting their town.
- More so with males, millennials and parents of children under 18

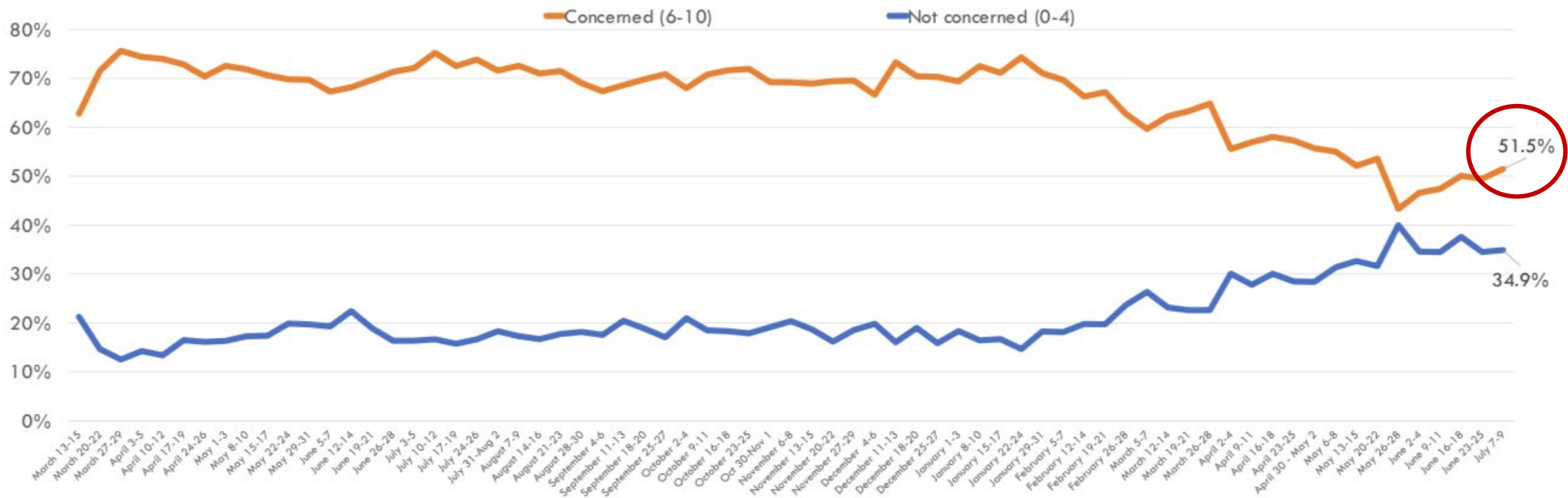
Sustainability

Travelers are increasingly environmentally conscious

- 52% consider environmental impact "important" or "very important" when planning their trip

U.S. Traveler Personal Health Concerns

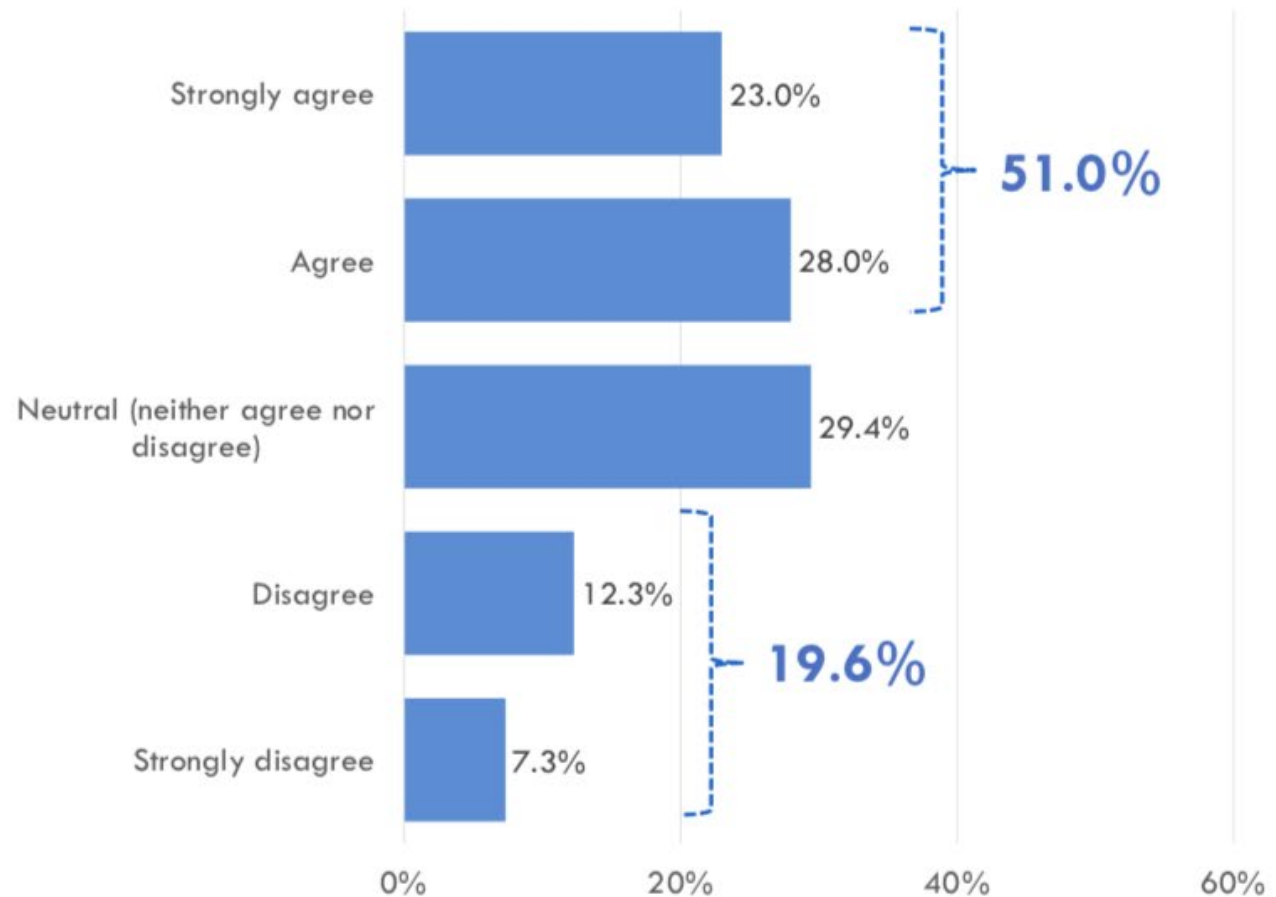
Question: Thinking about the current coronavirus situation, in general, HOW CONCERNED ARE YOU PERSONALLY about contracting the virus? (Please answer using the scale below)



(Base: Waves 1-69. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,200, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206, 1,202, 1,210, 1,215, 1,206, 1,205, 1,208, 1,201, 1,215, 1,217, 1,215, 1,200, 1,209 and 1,205 completed surveys.)

U.S. Traveler Concerns About the Delta Variant

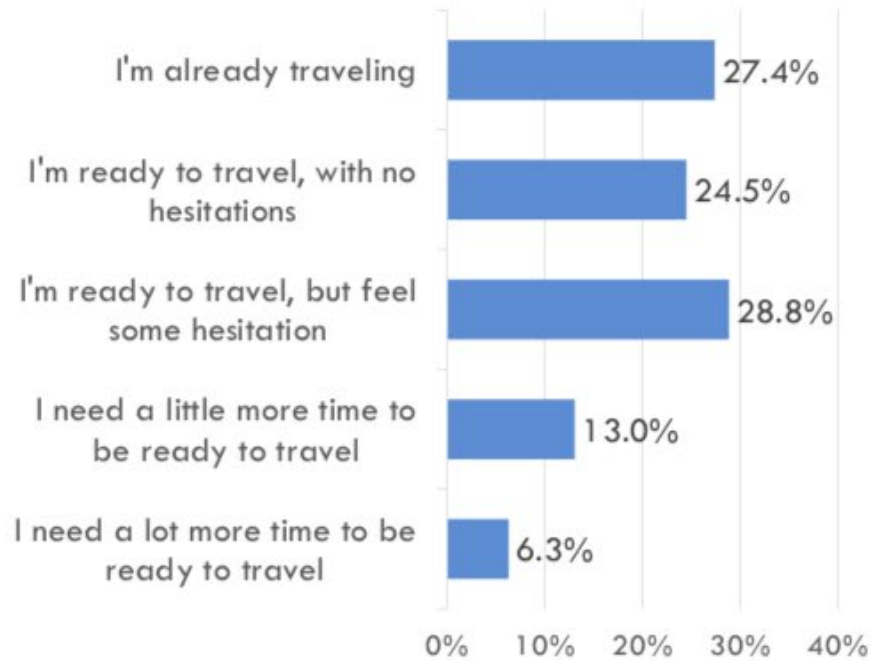
Question: Recent news about increasing “Delta Variant” cases makes me less interested in traveling right now.



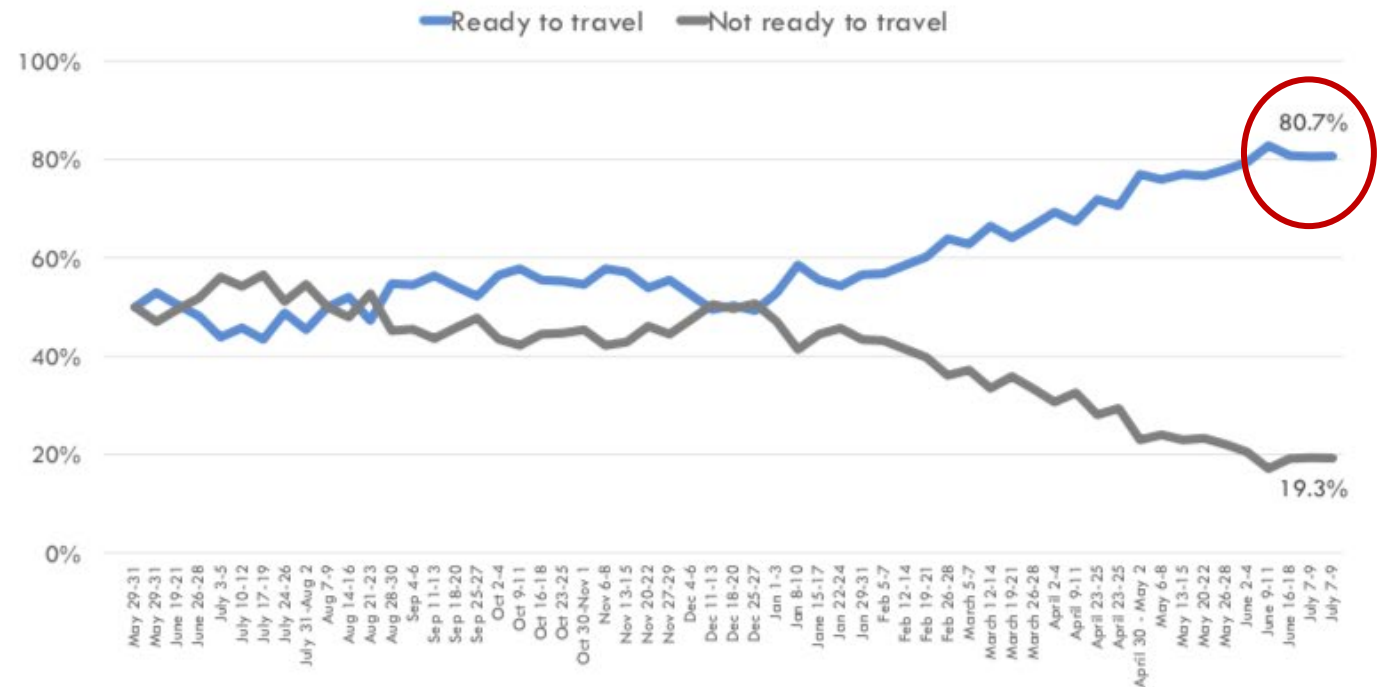
(Base: Wave 69 data. All respondents, 1,205 completed surveys. Data collected July 7-9, 2021)

U.S. Traveler State-of-Mind

Question: When it comes to getting back out and traveling again, which best describes your current state of mind? (Select one)



Historical data

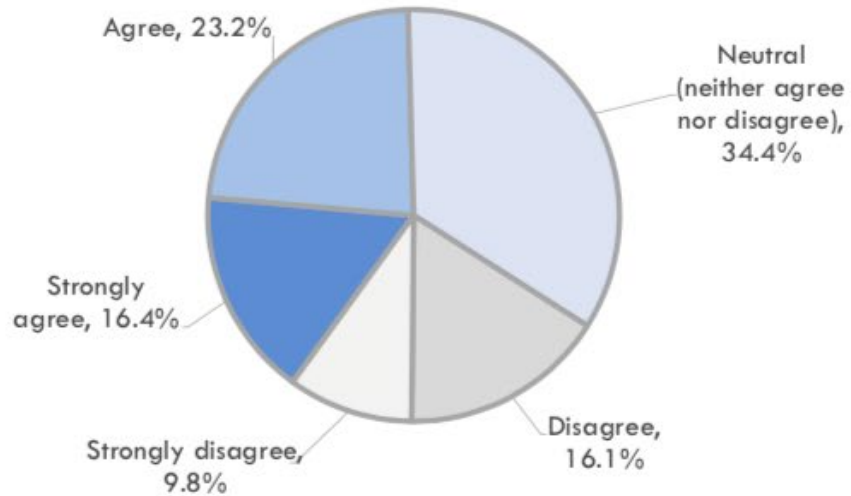


(Base: Waves 12-13 and 15-69. All respondents, 1,257, 1,214, 1,205, 1,231, 1,365, 1,213, 1,209, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,209, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206, 1,202, 1,210, 1,215, 1,206, 1,205, 1,208, 1,201, 1,215, 1,217, 1,215, 1,200, 1,209 and 1,205 completed surveys.)

U.S. Travelers Desire for Tourists in Their Own Community Now

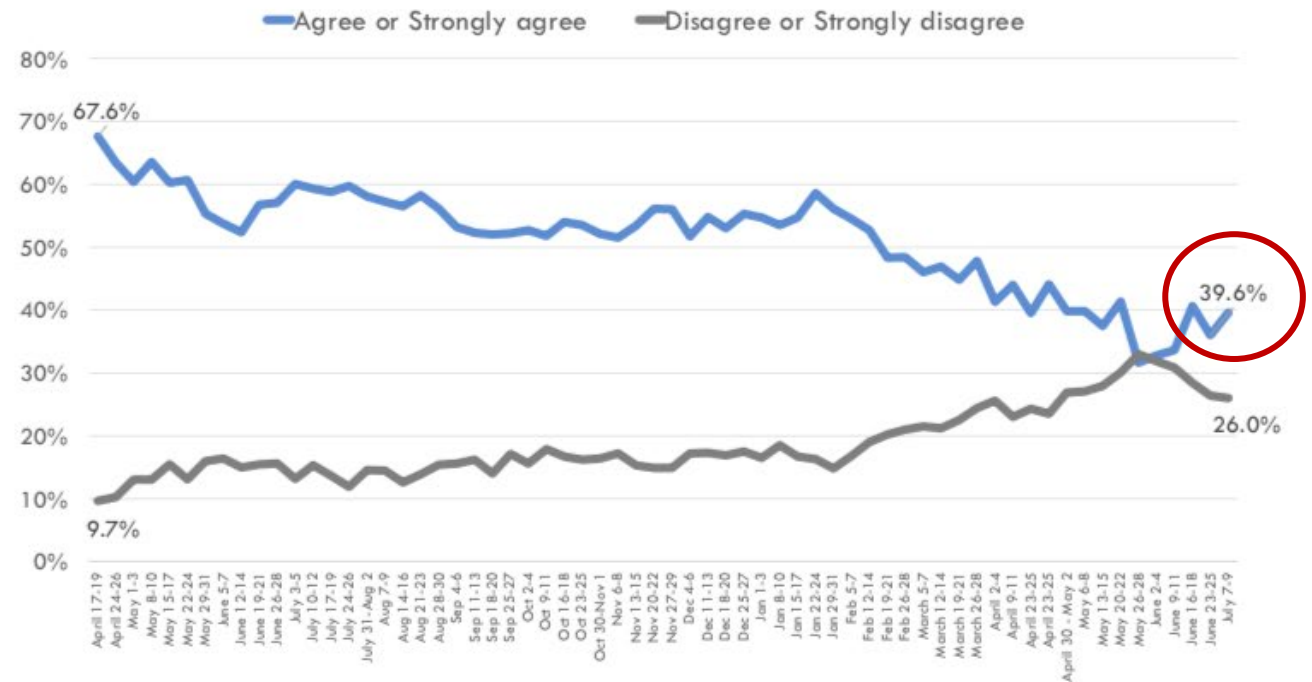
How much do you agree with the following statement?

Statement: I do not want travelers coming to visit my community right now.



(Base: Waves 6-69. All respondents, 1,238, 1,208, 1,204, 1,209, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,209, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225, 1,205, 1,209, 1,205, 1,203, 1,203, 1,204, 1,203, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204, 1,208, 1,202, 1,206, 1,202, 1,210, 1,215, 1,206, 1,205, 1,208, 1,201, 1,215, 1,217, 1,215, 1,200, 1,209 and 1,205 completed surveys.)

Historical data



MCI Market Overview

- MCI Stakeholders - Hawai'i is Open for Group Business
- Strong MCI Business on the books for Q4 21 and Q1 and Q2 22
- MCI Stakeholder interested Group Business Q3 and Q4 2022 and 2023
- MCI Customer Sentiment and Concerns
 - Changing Government Mandates related to COVID
 - Liability and Risks in booking future meetings
 - Industry Staffing Issues/Loss of Hotel Sales Contact

Mālama Hawai'i Program Update



Mālama Hawai‘i Partners

- 100+ partners... and counting
 - Listed on gohawaii.com/malama
- New volunteer & hotel partners:
 - Pā‘aiuu Fishpond
 - Redline Rafting Co.
 - Haiku House
 - Camp Olowalu
 - International Market Place

— MĀLAMA —
HAWAI‘I

TAKE A TRIP THAT GIVES BACK

SCROLL TO CONTINUE

The most rewarding trip is one that gives back

The Hawaiian Islands itinerary that can change your life isn't found in any guidebooks. Because what makes the Hawaiian Islands truly special is not only our stunning natural beauty or our vibrant culture - it's the deeply rooted relationship that connects them.

That relationship between people and place grows stronger every time you *malama* (give back). When you give back - to the land, the ocean, the wildlife, the forest, the fishpond, the community - you're part of a virtuous circle that enriches everything and everyone. Including your experience as a visitor.

And there's never been a more rewarding time to give back. Because our participating partners on every island are collaborating with local non-profit organizations to create amazing offers for you to *malama*. Find your Malama Hawaii experience below.



Aquaculture

Noelani Lee

Visitors restoring traditional native Hawaiian masterworks discover the secret to healing a community - and themselves.

[MORE >](#)



Habitat Stewardship

Kiai Collier

Volunteers leave a positive impact that lasts generations by protecting fragile habitats extending from the mountain to the ocean.

[MORE >](#)



Reforestation

Sam Ohu Gon III

Hikers are led deep into a special realm - where species found nowhere else still reign - to conserve native ecosystems and the vibrant culture they sustain.

[MORE >](#)

Find Your Malama Hawaii Experience

Industry partners and community organizations are offering unique volunteer opportunities ranging from reforestation projects and tree planting to self-directed beach clean-ups and Hawaiian quilting sessions. By booking a Malama Hawaii package and participating in the hotel's designated volunteer activity, you'll qualify for a special discount or even a free night. Each partner is managing its own promotion, so please check their website for specific details.

Volunteer Opportunities

- [Battleship Missouri Memorial](#)
- [Hawaii Land Trust](#)
- [Hawaiian Legacy Reforestation Initiative](#)
- [International Marketplace](#)
- [Kipuka Olowalu](#)
- [Kualoa Ranch](#)
- [Lahaina Restoration Foundation](#)
- [Maui Cultural Lands](#)
- [Pacific Whale Foundation](#)
- [Redline Rafting Co.](#)
- [Surfrider Foundation - Kauai](#)
- [Sustainable Coastlines Hawaii](#)
- [Travel2Change](#)
- [Uluhoo o Hualalai](#)
- [Waikoloa Dry Forest Initiative](#)

Kauai

- [Hilton Garden Inn Kauai at Wailua Bay](#)
- [The ISO](#)
- [Kaha Lani](#)
- [Grand Hyatt Kauai Resort & Spa](#)
- [Kauai Kailani](#)
- [Kiahuna Plantation & the Beach Bungalows](#)
- [Koa Kea Hotel & Resort](#)
- [Makaheuna](#)
- [Poipu Shores](#)
- [Sheraton Kauai Coconut Beach Resort](#)

Oahu

- [Alohilani Resort Beach Waikiki](#)
- [Bamboo Waikiki Hotel](#)
- [Courtyard Marriott Oahu North Shore](#)
- [Embassy Suites by Hilton Oahu Kapolei](#)
- [Embassy Suites Waikiki Beach Walk](#)
- [Hyatt Centric Waikiki Beach](#)
- [Hyatt Regency Waikiki Resort Spa](#)
- [The Imperial Hawaii Resort](#)
- [The Kahala Hotel & Resort](#)
- [The Laylow, Autograph Collection](#)
- [Moana Surfrider, A Westin Resort & Spa](#)
- [Outrigger Waikiki Beach Resort](#)
- [Prince Waikiki](#)
- [Residence Inn by Marriott Oahu Kapolei](#)
- [The Ritz-Carlton Residences, Waikiki Beach](#)
- [The Royal Hawaiian](#)
- [Sheraton Princess Kaiulani](#)
- [Sheraton Waikiki](#)
- [Waikiki Beach Marriott Resort & Spa](#)
- [Waikiki Beachcomber by Outrigger](#)
- [Waikiki Grand](#)
- [Waikiki Malla by Outrigger](#)
- [Waikiki Shore](#)

Maui

- [AC Hotel by Marriott Maui Wailea](#)
- [Andaz Maui at Wailea Resort](#)
- [Camp Olowalu](#)
- [Chase 'N Rainbows](#)
- [Courtyard Maui Kahului Airport](#)
- [Fairmont Kea Lani](#)
- [Four Seasons Resort Maui at Wailea](#)
- [Grand Wailea](#)
- [Haiku House](#)
- [Hana Maui Resort](#)
- [Hyatt Regency Maui Resort & Spa](#)
- [Kaanapali Alii](#)
- [Kamaole Sands](#)
- [Lahaina Shores Beach Resort](#)
- [Makana Surf](#)
- [Paki Maui](#)
- [Polo Beach Club](#)
- [Punoua Beach Estates](#)
- [Residence Inn Maui Wailea](#)
- [The Ritz-Carlton, Kapalua](#)
- [Sheraton Maui Resort & Spa](#)
- [Wailea Beach Villas](#)
- [Wailea Ekahi Village](#)
- [Wailea Elua Village](#)
- [Wailea Ekolu Village](#)
- [Wailea Grand Champions](#)
- [Wailea Beach Resort](#)
- [The Westin Maui Resort & Spa, Kaanapali](#)

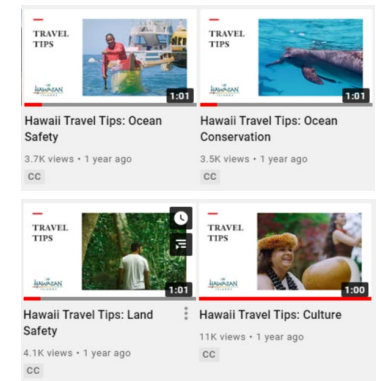
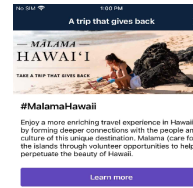
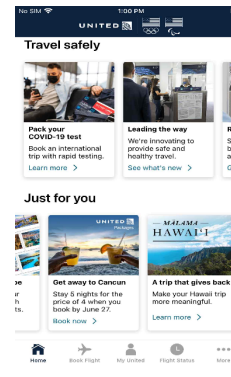
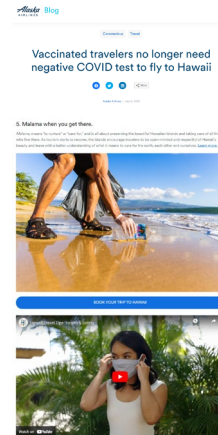
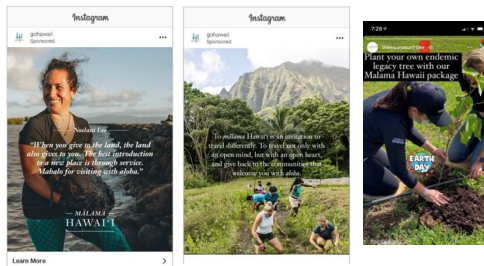
Island of Hawaii

- [Courtyard King Kamehameha's Kona Beach Hotel](#)
- [Fairmont Orchid, Hawaii](#)
- [Hali Kai](#)
- [Hilo Hawaiian Hotel](#)
- [Kanaloa at Kona](#)
- [Kona Reef](#)
- [Mauna Kea Beach Hotel, Autograph Collection](#)
- [Puukoa Ranch](#)
- [Sheraton Kona Resort & Spa at Keauhou Bay](#)
- [Waikoloa Beach Marriott Resort & Spa](#)
- [Waimea Country Lodge](#)
- [The Westin Hapuna Beach Resort](#)

Mālama Hawai'i Campaign Update



Communication Delivery



Pre - Destination Decision

- Advertising
- Social Media
- Public Relations
- Website
- Enewsletters

Booking

- Websites
- Mobile Apps
- Res Confirmation Emails

En Route/Arrival

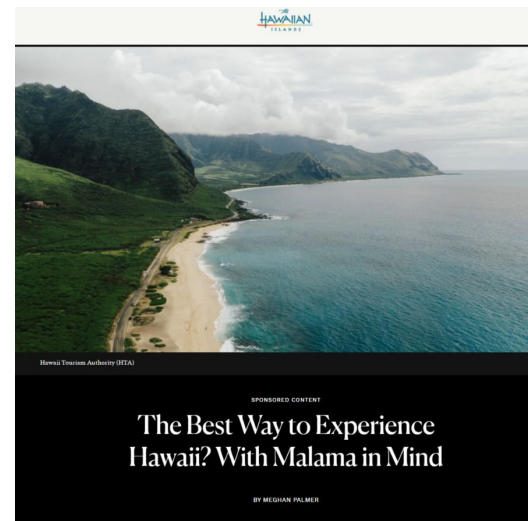
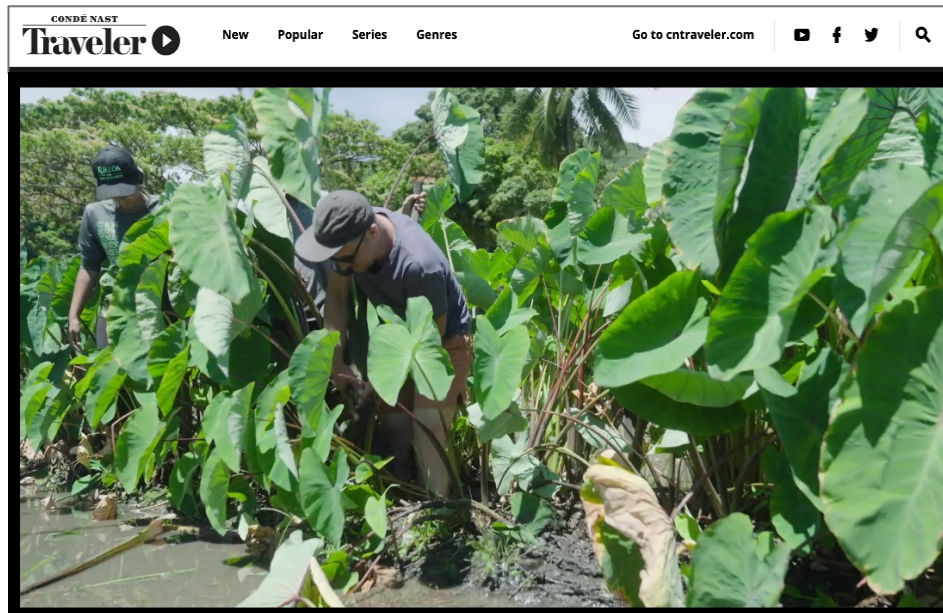
- Airline Apps
- Inflight Ent. Systems
- Airports/Baggage Claim

On Island

- Social media
- Hotel In-room
- Mobile Apps

Mālama Hawai‘i | Communication Touch Points

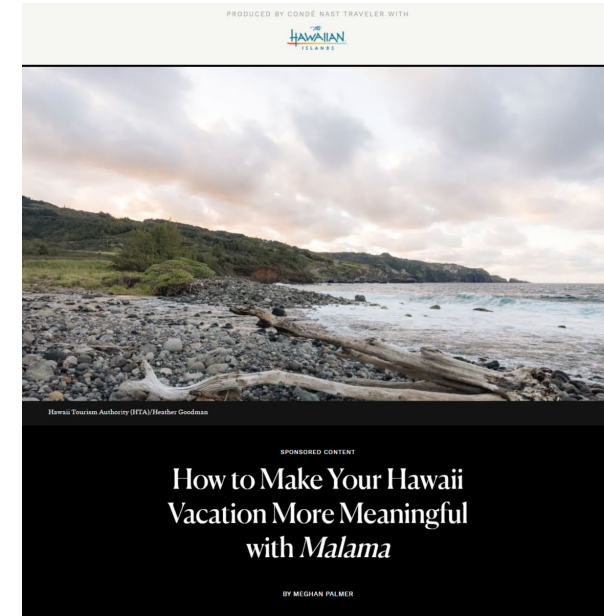
Pre-Destination Decision



To visit Hawaii is to be taken by its natural beauty. Every year, millions of travelers flock to the islands to experience a slice of paradise, marveling in the crystalline waters of the vast ocean, the generous greenery that encapsulates the forests, and the prodigious expanse of mountains that humble and inspire. Being in such close proximity to nature's wonder is a recipe for nirvana, but visitors are equally taken by the richness of native culture that is apparent from the moment you step off of the plane. Essential to Hawaiian culture is the belief that a deep, familial connection exists among all living things—particularly between the people and aina, the land.



Hawaii Tourism Authority (HTA) / Heather Goodness



In Hawaii, to malama means to “care for” (option to link to article 1). With a land as naturally magnificent as the Hawaiian islands, it’s no wonder caring for the aina—the land—has always been a staple of native culture. What makes Hawaii so unforgettable is the interconnected relationships between the people and the land, and repeat visitors to the islands understand that the most memorable trip to Hawaii isn’t found in a guidebook or a perfectly planned itinerary. Instead, it is found in malama, giving back to the land in order to travel deeper and to garner a lasting understanding of what it means to care for the Earth.



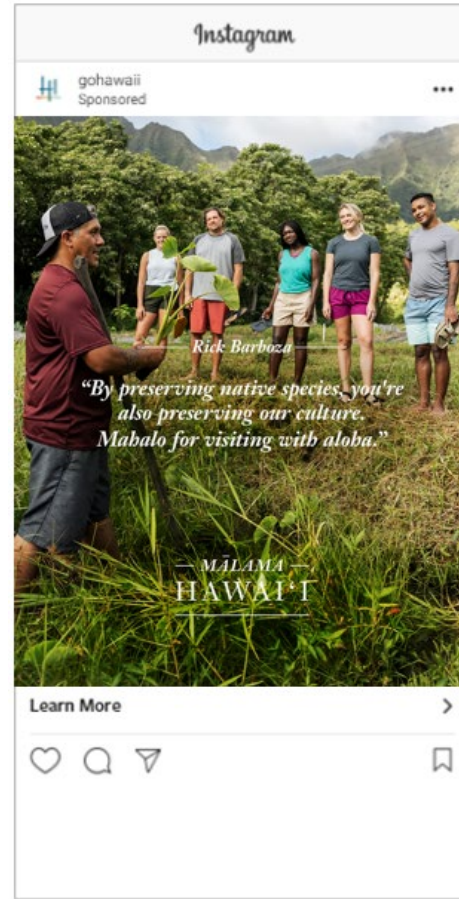
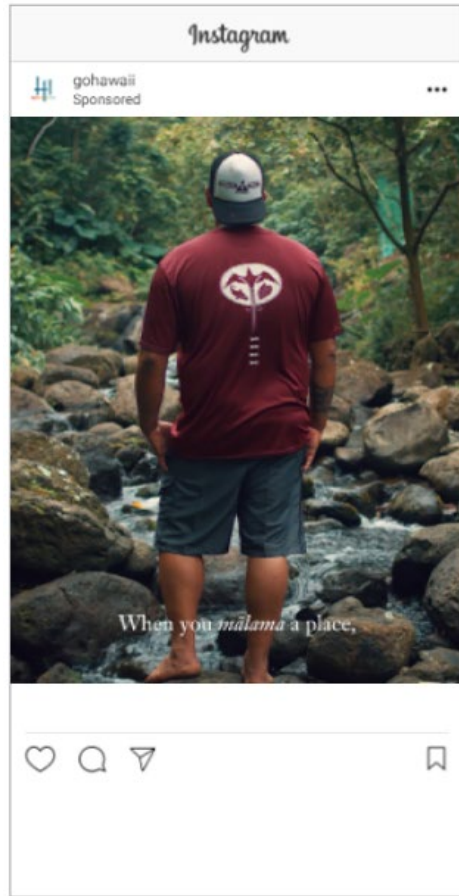
Hawaii Tourism Authority (HTA) / Heather Goodness

With Malama Hawaii, visitors can participate in a number of activities that give back during their visit while taking advantage of incredible offers from hospitality partners around Hawaii’s six main islands. Whether you’re visiting Kauai or Maui or Oahu, here are a few of our favorite ways to make your trip more meaningful with malama.

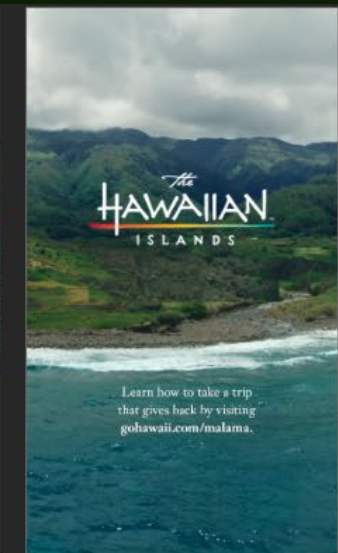
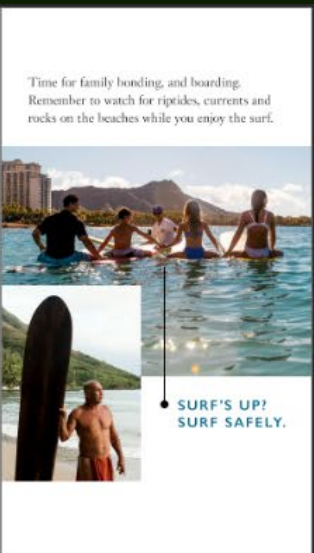
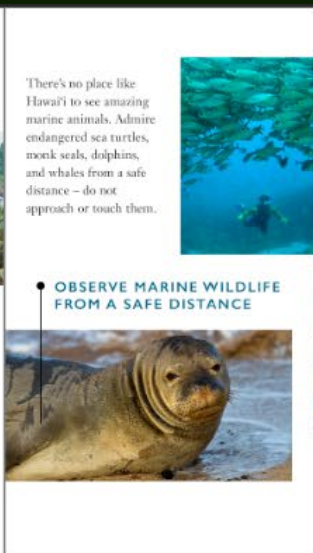
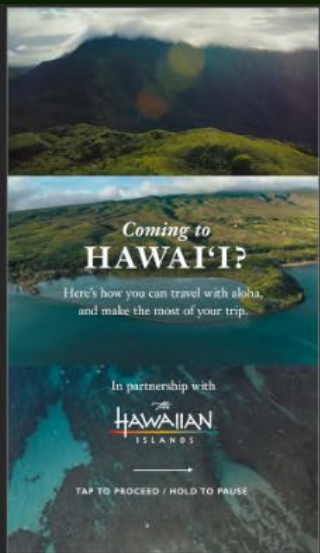
Conde Nast
Mālama Hawai'i
Native Video

Mālama Hawai‘i | Communication Touch Points

Pre-Destination Decision | Social Media



Mālama Hawai‘i | Communication Touch Points Pre-Destination Decision | Social Media



United Airlines Instagram Stories Takeover

Mālama Hawai'i | Communication Touch Points Pre-Destination Decision | Earned Media

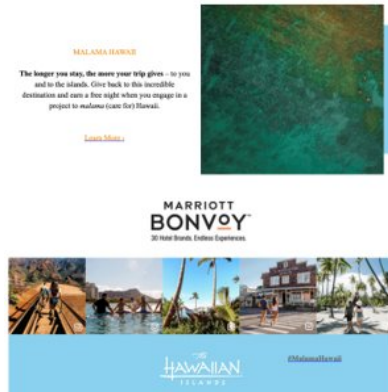


Firsthand Media Experiences Continue

- **Chaney Kwak**, *Hemispheres*
- **Jeanne Cooper**, *SFGate*
- **Leila Najafi**, *Today.com, Thrillist*
- **Kim Westerman**, *Forbes*
- **Michele Bigley**, *SFGate, Toronto Star*
- **PBS' "Fly Brother with Ernest White II"**

Mālama Hawai‘i | Communication Touch Points

Pre-Destination Decision | Earned Media



Mālama Hawai‘i | Communication Touch Points Pre-Destination Decision | Earned Media

Forbes

Jun 19, 2021, 01:30pm EDT | 1,565 Views

Go Back, Give Back: Hawai‘i’s Mālama Program Rewards Visitors For Traveling Responsibly

Kim Westerman Senior Contributor @
Travel
Luxury and family travel, food destinations, wine and coffee trends.

Listen to this article now
Powered by Trinity Audio -04:05

f As the world opens up again, travelers seem to be flocking to the Hawaiian Islands, one of the safest places to visit right now. It’s no small feat to re-open hotels and restaurants safely, as well as to implement a rigorous COVID-19 screening program that ensures the wellbeing of both locals and visitors. So far, the state of Hawai‘i is knocking it out of the park with maintaining the high level of hospitality the islands are known for while making sure everyone stays safe.



LIFESTYLE

Malama Hawaii: A new travel program for tourists to give back

Visitors who book a Malama Hawaii package can earn a free hotel night or other special discount in return.



Mālama Hawai‘i | Communication Touch Points

Pre-Destination Decision | Earned Media



On the wavy highway that hugs the sea on the western side of Maui, road signs remind drivers of the *minimum* speed limit. Maybe it's the way the setting sun glitters on the water, fierce and hypnotic, maybe it's the palm trees nodding from the beach, or maybe it's just the wind carrying the sound of the waves, but Maui makes you want to slow down—or stand still. From muscular volcanic ridges to primordial valleys, historic mountainside settlements to plush waterfront resorts, this 727-square-mile Hawaiian island offers more than enough to make you linger well past three perfect days. The Valley Isle is currently seeing an influx of visitors more unstoppable than a lava flow, but it's business as usual no more: With renewed respect for the environment after last year's respite from tourism, Maui is starting a new chapter. The Hawaii Tourism Authority, teaming up with local partners, is launching programs so you can *mālama* (protect and preserve). So slow down, indulge, and give in—and also give back to this remarkable place.

By Chaney Kwak • Photography by Tanveer Badai



The Hawaii Tourism Authority, teaming up with local partners, is launching programs so you can *mālama* (protect and preserve). So slow down, indulge, and give in—and also give back to this remarkable place.

Mālama Hawai‘i | Communication Touch Points Pre-Destination Decision | Earned Media

Travel // Hawaii

'The best thing we've ever done in Hawaii': What it means to travel responsibly in the Aloha State

Michele Bigley

July 17, 2021 | Updated: July 17, 2021 12:34 p.m.



Malama Hawaii

To offset the damaging effects of travel to Hawaii, the Hawaii Department of Land and Natural Resources (DLNR) created the Malama Hawaii program. Malama means "to take care of" in Hawaiian. The program is statewide, including the locally-owned Waikiki Shore, offering visitors the opportunity to participate in the program. Visitors can plant trees like native species, or they can volunteer for beach clean ups, restoration, or conservation projects.

To make this a regenerative trip, we had to do more than just visit. So we signed up for a volunteer project to help rebuild one of the ancient fishponds, Loko Ia Pa'alaau. About 500 years ago, there were many active fishponds, which were the ancient way of going to the ocean. Today, only three are still active in the area, and this one is the last wall.

For the past six years, a jolly woman who everyone calls Auntie Kehau has stewarded this space. Dozens of people, young and old, have flocked here to help her vision come to life. Her eyes lit up as we entered the chain-linked enclosure. She threw back her long salt and pepper hair, hugged us close, thanked us for showing up, and then invited the young college student/conservationist, Robert, to offer a chant. "We always ask for permission to enter the space," she explained as Robert spread his broad shoulders and lifted his deep voice toward the kiawe tree above. Sun sparkled over the pond. An egret stalked the mudflats. The bay smiled in the distance.

As Robert demonstrated how to properly yank the root, I was concerned that Nikko wouldn't want to do the work. But he put on his gloves and was the first to jump into the mud, screaming, "Look at this," whenever he extracted an intact root. Once the wheelbarrow was full of pickleweed, he volunteered to cart it to the compost pile. His excitement was infectious and soon, volunteers began chatting easily. We "talked story" about other conservation projects we were involved in and learned how to score doughnuts from Leonard's Bakery without the epic line. Time passed quickly under the hot sun, and soon, Auntie Kehau invited us for lunch.

Getting fed poi, katsu, fresh mango, and taro bread sandwiches surely was a perk, but Nikko expressed it well when he said, "This was the best thing we've ever done in Hawaii, as good as snorkeling." When I asked why, he said that he liked working as a team, and seeing an immediate result. "And the food was good," he added, taking a bite out of the pineapple.

the sand here felt so weird, I explained that it's drugged up offshore and carted in for human comfort. "Oahu's people have spent a ton of time and money trying to make us comfortable," I said.

He looked up from his mochi donut and said, "Next time, we should volunteer at the fishpond twice."

Aloha means to show love. And in all relationships, you must first give something to then receive. Walking into this space with my kid, offering our bodies to do necessary work this community needs to sustain itself, not simply waiting in here and telling them what to do, or how to do it, allowed us to experience aloha in an entirely new way.

one of the only Hawaiian hotels in Waikiki, Kaimana Beach Hotel. Following the hotel's renovation with new ownership — led by the Henderson family — it's become a top dining destination by Surf Rider.

lays on the island, Nikko and I went to the beach. When he asked why

"Nikko expressed it well when he said, 'This was the best thing we've ever done in Hawai'i, as good as snorkeling.' When I asked why, he said, that he liked working as a team, and seeing an immediate result."

Mālama Hawai‘i | Communication Touch Points Pre-Destination Decision | Earned Media

HOW TO GIVE BACK

Mālama Hawaii encourages visitors to care for the land through activities that bring you up close and personal to Maui's nature and culture. Maui Cultural Lands gathers locals and visitors each Saturday to clear undergrowth in Honokowai Valley. You can also pick up plastic waste and fishing nets that threaten

marine life through the Pacific Whale Foundation's beach clean-up outings. At the Lahaina Restoration Foundation, meanwhile, you'll get a hands-on lesson on priceless artifacts from Hawaii's diverse history at the same time you're helping record them for posterity. gohawaii.com/malama



MAUI, IN YOUR POCKET

Why not save all the must-go places in this Maui Three Perfect days to urbanise? Urbaniser is a new app for collecting, organizing, and sharing all the places you need and love in any city in the world—in fact, any place you like. This way, rather than keeping endless notes, screenshots, and links, you have all your favorites in one place, and always in your pocket!

The Maui venues featured here have been neatly collected for you to download and keep forever on the free Urbaniser app. Just scan our QR code.



This page a chef finishes dishes at the kitchen at the Andaz Maui. Opposite page: From the top: Maui at the Andaz Maui. (Clockwise from top left)

sword. "Now that we saw Maui with so few people, we can't go back to what tourists used to be like. We need to meet someone in the middle. We want to welcome travelers, but we also need to educate them that we have limited resources." For Simon, this means using more island ingredients, such as breadfruit. In any given week, he goes through about 80 pounds of this "cane plant," one of the original species brought by the Polynesians, in order to make his macaroni salad unique.

With my box of spicy kagit (maifin) poke on cold noodles, I'm finally ready for the island's most recognized icon. Sure, every tourist's heard of Halekālā. So what? Sometimes, a favorite warrants its

"Strike what I said about this being a daily indulgence; I could eat shave ice every hour."

place on the podium. It takes two hours, give or take, to travel the hairpin highway that's just short of 40 miles, transporting me from sea level to above 10,000 feet. This is the first time I'm donning anything other than flip-flops and shorts since touching down. The man's still strong, but so are the gusts pummeling me the moment I step out of my car near the summit.

Sunrises here are so popular that entering the park before 7 a.m. requires an impossible-to-get ticket, reserved months in advance. This afternoon,



lava and volcanic ash of many hues surround me; silver-sweeds shimmer alongside. By the time I return to the visitor center, the sun is just about burrowing into the blanket of clouds below. The oldest exposed lava here is said to be more than a million years old. I know the island of Maui will survive, with or without the tourists. If this trip has taught me anything, it's that slowing down and learning to mālama is the only way for us to be around to witness this beauty for years to come.

Chaney Kwak is the author of The Passenger, out now from Godwin.

Maui Magic: Instagram-worthy island life is closer than you think. Fly to Maui nonstop from Chicago, Denver, Los Angeles, Newark, New York, and San Francisco. Book at united.com/maui.



Clockwise from above: Ukulele lessons at the Montage Kapalua Bay; the Montage's spa; local produce in a dish at Banyan Tree at The Ritz-Carlton Kapalua



to the lush foliage outside, a masseur named Bo gives me what might be the best massage of my life. Lomilomi, a Hawaiian technique, makes use of long, firm, wave-like strokes, and Bo kneads me

"I've never been spiritual, but this moment is about the closest I'll get to a religious epiphany."

to the ocean's edge. Past the daredevil cliff jumpers plunging into Namalu Bay, I reach a field of lava rocks that jut out to greet fluffy clouds and grand waves. The white sky parrots, and the sun casts a dramatic spotlight on the water. I've never been spiritual, but this moment is about the closest I'll get to a religious epiphany.

The trail goes right by Banyan Tree at The Ritz-Carlton, Kapalua, so as the sun sets I settle down at a table among the honeymooners and families. The kitchen jazzes up heirloom tomatoes and microgreens from Hua Momona Farm, just up the hill, with buffalo mozzarella and balsamic vinegar. The garlic-glazed ribs melt almost like chocolate in my mouth; pineapple sambal brightens steamed mahimahi in a bath of green curry. God knows how, but I finish every bite.

Montage Kapalua Bay

This well-heeled 24-acre resort in picturesque Kapalua offers suites with expansive kitchens—perfect for those who want to balance privacy with amenities such as intimate pools and fine dining at the on-site restaurant Cane & Cane. From \$2,900 for a two-bedroom suite. montagehotels.com

The Plantation Inn

With just 18 rooms, this small inn is a calm, adults-only respite from downtown Lahaina's bustle. Start the day with breakfast on the flower-encrusted lanai and end the evening with a dip in the quiet courtyard pool. From \$218. theplantationinn.com

Andaz Maui at Wailea Resort

Known for its apothecary-themed spa and Masaharu Morimoto's sushi restaurant, the Andaz Maui at Wailea Resort just introduced 19 three-bedroom accommodations to complement the 301 existing guest rooms, which feature clean, linear decor. From \$1,072. andazmaui.com

Mālama Hawai‘i | Communication Touch Points Pre-Destination Decision | Earned Media



How a traditional Hawaiian practice is striking a new note for visitors

Jeanne Cooper
June 26, 2021 | Updated: June 29, 2021 3:28 p.m.



Hapuna Beach at sunrise.
Jeanne Cooper/Special to SFGATE

Clop-clop-clap, clop-clop-clap ... clap twice with cupped hands, once with flat hands, and repeat. It seems easy enough, but when it's sunrise on Hawaii Island's distractingly gorgeous Hapuna Beach and you're a novice at chanting, it can take a while to get the hang of it.



LIFESTYLE // THE PAGE

Visiting Hawaii taught me the art of 'Aloha' is more than a greeting

JEN MURPHY
June 22, 2021 | Updated: June 23, 2021 3:38 p.m.



The Hawaii Tourism Authority recently launched a statewide program called Malama Hawaii. In the Hawaiian language, malama means “to care for” or “preserve.” The initiative aims to care for the land and preserve the culture by educating travelers through “voluntourism” opportunities. In return, program partners, such as the Four Seasons Resort Maui at Wailea and the Outrigger Waikiki Beach Resort on Oahu, reward participants with free nights and resort credits. I have hiked the Pu‘u Ohia Trail near Honolulu countless times, but when I sign up for a reforestation program through Malama Hawaii, the experience transformed into something more enriching.

Mālama Hawai‘i | Communication Touch Points

Pre-Destination Decision | Earned Media



How Destinations Are Creating New Wellness Experiences for Guests

Photo By: The Westin Maui Resort & Spa, Ka'anapali

3 / 11

Self Care Through Voluntourism at a Maui Resort

Research has shown that volunteerism can have positive effects on our mental and physical health — in some studies, it has even been associated with reduced mortality — and at [The Westin Maui Resort & Spa, Ka'anapali](#), it's now associated with an extended vacation as well. In partnership with the [Pacific Whale Foundation](#) as part of a statewide initiative to encourage mindful travel, Westin's new [Malama package](#) offers guests the chance to stay a seventh night for free in exchange for their participation in a "voluntourism" activity. Participants pick up a beach cleanup kit with all the materials they need to help beautify the coastline; their service enriches the environment they're enjoying and fosters a lasting and fortifying personal connection with paradise.



Mālama Hawai‘i | Communication Touch Points

Pre-Destination Decision | Earned Media



A mutual respect of values is at the core of this principle, which is why Kam said Hawaii Tourism Authority’s 2021-2023 strategy of crafting destination-specific management action plans and the “Malama Hawaii” regenerative tourism campaign and program were on the right track.

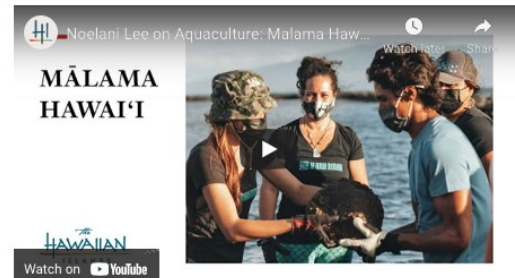
“It’s a thoughtful, forward-looking approach to destination management that still takes economics into consideration... but not at the expense of quality of life.”

A NEW REGENERATIVE TOURISM CAMPAIGN SERIES

Hawaii’s tourism board released a new video series this month as part of the “Malama Hawaii” regenerative tourism campaign.

Each clip features a traditional practitioner or conservation leader telling the story of a key aspect of Hawaiian culture, from caring for fish ponds to farming and protecting forests and reefs.

Viewers are invited to come and “Malama” or care for Hawaii by learning about unique ways to connect and restore the destination beyond the tourist tropes.



The regenerative tourism campaign has resonated locally, and tourism marketers are also applauding the effort.

“It’s a great start,” said Frank Haas, president of Marketing Management, a travel and hospitality marketing consulting firm, and former dean of hospitality at Kapi’olani Community College.

Haas said that it was pushing back against “the curse of a strong brand,” and that people have this intense image of Hawaii as beaches and beautiful resorts that is hard to change.

“The campaign strikes a nice balance of education and inspiration through character-driven and community-led storytelling,” said Rob Holmes, founder and chief strategist at **CLP Films**, a content marketing agency focused on the travel industry and producing sustainable tourism storytelling campaigns. “That works really well in tourism because it taps into emotions and creates powerful connections.”

Holmes said that the tourism board should be commended for engaging stakeholders in the community and giving travelers the tools and inspiration to be part of the solution, while also reframing Hawaii’s measure of success by celebrating regeneration and preventing overtourism rather than pushing for more visitors.

Mālama Hawai‘i | Communication Touch Points Pre-Destination Decision | Earned Media



As Vaccine Restrictions Lift, Hawaii Meetings and Incentives Heat Up

By Sue Pelletier - July 14, 2021

To further this aim, Meet Hawaii recently launched a program called **Malama**. "As Hawaii shifts to destination management in post-pandemic world, the Hawaii Visitors & Convention Bureau is encouraging meeting, convention and incentive groups to embrace 'malama' as group meetings return to Hawaii as part of the aloha spirit to give back," he said. To learn more about how to collaborate with local nonprofits and participate in volunteer give-back programs, visit <https://www.gohawaii.com/malama>.

"Hawaii is open. Hawaii is in demand for group meetings and incentives, but there is more of an expectation post-pandemic that meetings and incentives can enhance their experience and also strengthen the local community through Malama," Reyes said.



Hawaii Taking A Different Approach With New Campaign

Posted on June 9, 2021 — No Comments ↓



The Hawaii Tourism Authority (HTA) and the Hawaii Visitors and Convention Bureau (HVCB) want to welcome travellers back to the Hawaiian Islands, but with the emphasis on connecting with the islands' culture, giving back to the destination, and preserving it for the future, while following safe health practices.

That's the message in a series of educational videos being played to visitors before and after they arrive in Hawaii as part of the Malama Hawaii marketing campaign, launched through a partnership between HTA and HVCB.

The campaign targets the mindful traveller – those who respect the culture and environment of the places they visit and seek to explore responsibly, to make meaningful memories through enriching experiences.

It's an approach that's in line with HTA's 2020-2025 Strategic Plan and its four interacting pillars: natural resources, Hawaiian culture, community, and brand management.



INSIGHT ■ HAWAII INSIGHT

Malama Hawaii offers vacations with a purpose

By Tovin Lapan | Jun 07, 2021

🗨️ | A • A-



Mālama Hawai'i | Communication Touch Points Pre-Destination Decision | Earned Media



Hotels, groups team up to malama 'aina

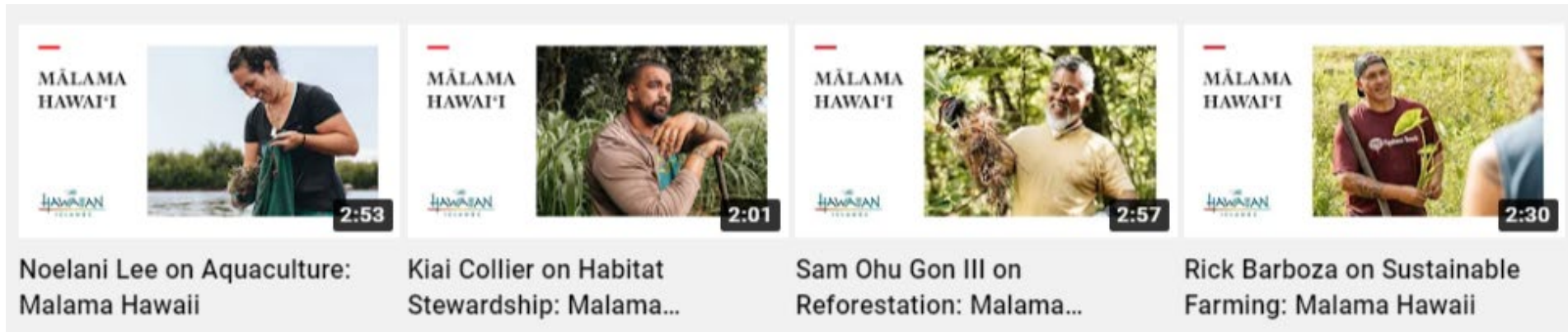
By [Stephanie Shinno](#) The Garden Island | Thursday, July 1, 2021, 12:05 a.m.

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Mālama Hawai‘i | Communication Touch Points

Pre-Destination Decision | Video Creative



Full Length Episodes

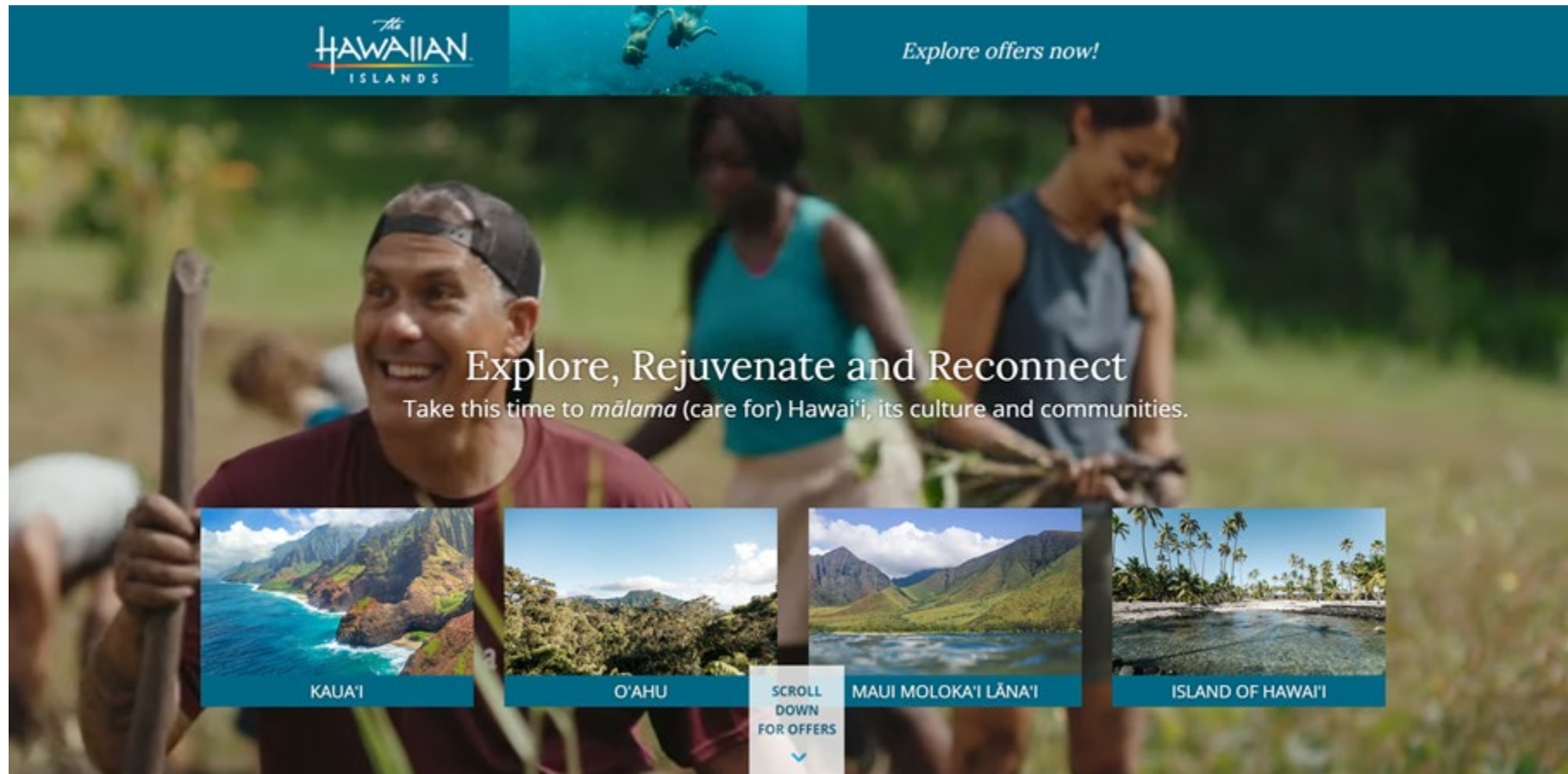
- [Malama Hawaii Playlist](#)
- Episode 1: [Noelani Lee on Aquaculture](#)
- Episode 2: [Kiai Collier on Habitat Stewardship](#)
- Episode 3: [Sam Ohu Gon III on Reforestation](#)
- Episode 4: [Rick Barboza on Sustainable Farming](#)

:30 Commercials

- [Aquaculture](#)
- [Habitat Stewardship](#)
- [Reforestation](#)
- [Sustainable Farming](#)

CTRL + Click to launch videos on YouTube

Mālama Hawai'i | Communication Touch Points Pre-Destination Decision | Co-op Program



The HAWAIIAN ISLANDS

Explore offers now!

Explore, Rejuvenate and Reconnect

Take this time to *mālama* (care for) Hawai'i, its culture and communities.

KAUAI **O'AHU** **MAUI MOLOKA'I LĀNA'I** **ISLAND OF HAWAII**

SCROLL DOWN FOR OFFERS

Mālama Hawai‘i | Communication Touch Points

Booking / En Route / Arrival

Alaska AIRLINES | Blog

Coronavirus | Travel

Vaccinated travelers no longer need negative COVID test to fly to Hawaii

Alaska Airlines | July 5, 2021

5. Malama when you get there.

Mālama, means "to nurture" or "care for," and is all about preserving the beautiful Hawaiian Islands and taking care of all those who live there. As tourism starts to recover, the islands encourage travelers to be open-minded and respectful of Hawai'i's beauty and leave with a better understanding of what it means to care for the earth, each other and ourselves. [Learn more.](#)

[BOOK YOUR TRIP TO HAWAII](#)

Hawaii Travel Tips: Health & Safety

Watch on YouTube

No SIM | 1:00 PM

UNITED

Travel safely

Pack your COVID-19 test
Book an international trip with rapid testing.
[Learn more >](#)

Leading the way
We're innovating to provide safe and healthy travel.
[See what's new >](#)

Read!
See what's new and more.
[Get re](#)

Just for you

Get away to Cancun
Stay 5 nights for the price of 4 when you book by June 27.
[Book now >](#)

A trip that gives back
Make your Hawaii trip more meaningful.
[Learn more >](#)

Home | Book Flight | My United | Flight Status | More

No SIM | 1:00 PM

A trip that gives back

— MĀLAMA —
HAWAII

TAKE A TRIP THAT GIVES BACK

#MalamaHawaii

Enjoy a more enriching travel experience in Hawaii by forming deeper connections with the people and culture of this unique destination. Malama (care for) the islands through volunteer opportunities to help perpetuate the beauty of Hawaii.

[Learn more](#)

Kuleana | Communication Touch Points In Market

Kuleana Travel Tips Videos

[Kuleana Travel Tips Playlist](#)

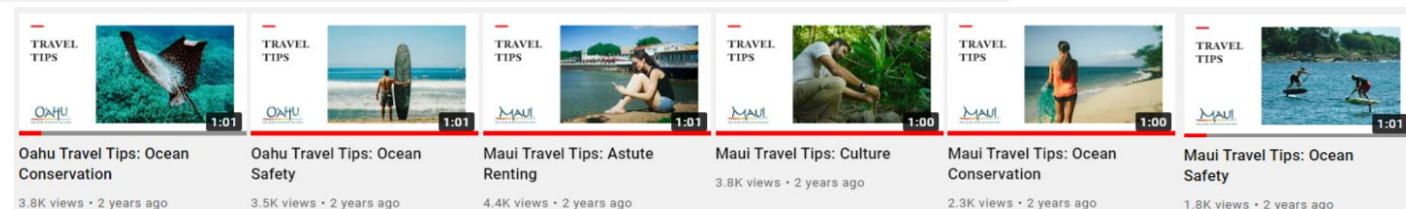
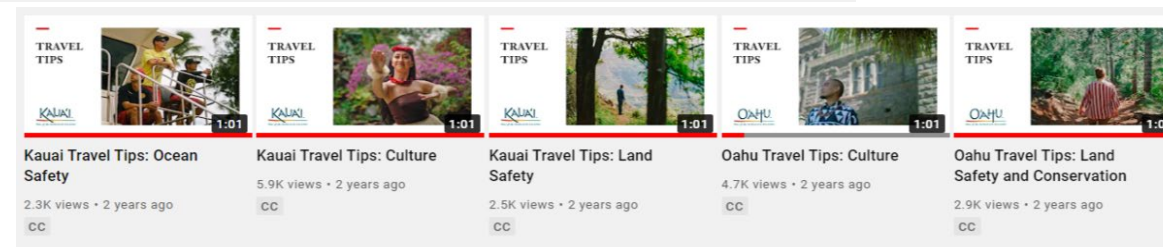
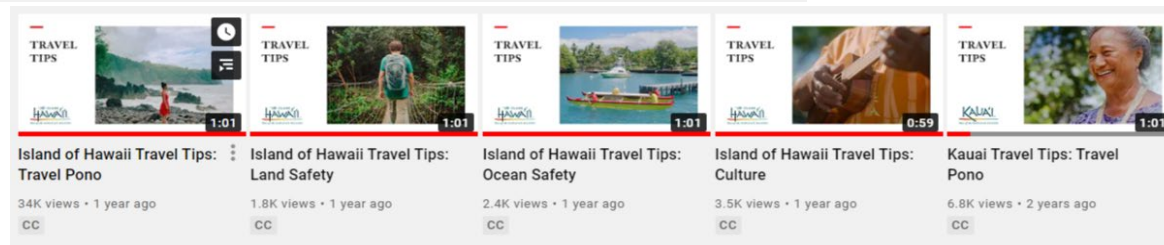
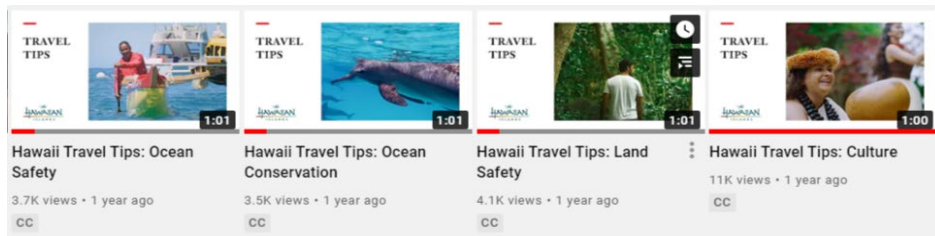
[Travel Tips: Culture](#)

[Travel Tips: Land Safety](#)

[Travel Tips: Ocean Conservation](#)

[Travel Tips: Ocean Safety](#)

CTRL + Click to launch videos on YouTube



MCI Mālama Hawai'i

Meet Hawai'i is working on specific Mālama Hawai'i programs targeted to the Corporate Social Responsibility (CSR) Umbrella.

Corporate Social Responsibility

Hawaii's corporate social responsibility program allows groups an opportunity to donate their time and make Hawaii a better place for all. The bonus for you is that these volunteer projects take place in idyllic tropical settings that need a little assistance. Groups leave Hawaii a better place than they found it, and help improve the environment for those who come in the future.



Preserve Hawaii

Preserve Hawaii is an online resource for finding volunteering opportunities with Hawaii's environmental organizations statewide: www.preservehawaii.org.

Find other opportunities for across the state:

- [Oahu](#)
- [Kauai](#)
- [Hawaii Island](#)
- [Maui](#)
- [Molokai](#)

A vertical poster with a light beige background. At the top, the text reads "Plant a KOA TREE AND LEAVE A LASTING LEGACY IN HAWAI'I". Below the text is a photograph of a person's hands holding a small green sapling with dark soil. At the bottom, there is a call to action: "Click, sponsor and reforest at onemillion.legacytrees.org" next to a circular logo for "ONE MILLION LEGACY TREES". To the right of this is the "HAWAII CONVENTION CENTER" logo with the tagline "Where Business and Aloha Meet".

2021 MCI Key Industry Outreach

Actively involved in business development through attendance at premier Industry Trade Events.

MCI is working with HVCB Membership on “Made in Hawai‘i” Retail Program to connect MCI attendees with the community

Actively collaborating with O‘ahu hotel partners on a unified citywide message and strategy focused on future bookings for 2026 and beyond.

Industry Trade Events

- Corporate Event Marketing Association (CEMA)
- Maritz Global
- Connect 2021
- IMEX America 2021



An underwater photograph showing two divers swimming horizontally over a rocky seabed. The water is clear and greenish-blue. In the background, a large, rugged rock formation rises from the water's surface. The scene is captured from a low angle, looking up at the divers.

Vaccination Exception Outreach

Vaccination Exception Outreach Emails


- Targeted Media – 342
- Local PR Industry Partners – 343
- PR Newswire:
 - Release Views and hits – 6,700
 - Total Pickup – 119
- Industry Partners – for use in their communications
 - HVCB membership database – 2,700
 - U.S. travel agents/advisors – 40,000
 - Wholesale and consortia - 26
 - Airlines - 15
 - OTAs - 20

HAWAII
VISITORS & CONVENTION BUREAU™

COVID-19 Resources | Events | HVCB | Contact

Please see the message from Governor David Ige below with an update on the vaccination exception program set to launch on July 8.

Mahalo


DAVID Y. IGE
GOVERNOR

State set to launch vaccination exception program for Hawaii-bound travelers vaccinated in U.S., Territories

FOR IMMEDIATE RELEASE
July 1, 2021

The state is finalizing preparations for the July 8 launch of the State of Hawaii's vaccination exception program for domestic, Hawaii-bound travelers vaccinated in the United States or U.S. Territories. The program allows these travelers to bypass the state's quarantine requirement with proof of vaccination.

Travelers vaccinated in the U.S. or U.S. Territories may participate in the exception program starting on the 15th day after their second dose of the Pfizer or Moderna vaccine – or starting the 15th day after they've received a single dose of the Johnson & Johnson vaccine.

In addition, Hawaii-bound travelers should:

- Upload one of three vaccination documents to their Safe Travels Hawaii account, prior to traveling to Hawaii. One of the following documents must be uploaded:
 - A CDC COVID-19 Vaccination Record Card
 - VAMS (Vaccination Administration Management System) printout OR
 - DOD DD Form 2766C
- Sign the online legal attestations on Safe Travels Hawaii, confirming the uploaded documentation is true and accurate.
- Bring a hard copy of their vaccination documentation to show screeners at the gate prior to boarding and/or upon arrival in Hawaii. Screeners will review/verify the vaccination documents, match photo IDs, name and DOB as well as confirm that the attestations are signed.

NOTE: Children under 5 years old are not required to test and will not be quarantined if traveling with an adult who has a pre-travel test exception or a vaccination exception. Children 5 years and older who have not been vaccinated must participate in the Pre-Travel Testing Program and test with a Trusted Testing Partner to bypass the mandatory 10-day quarantine.


The state successfully launched the vaccination exception program for travelers vaccinated in the State of Hawaii, on June 15.

This program does not cover international travelers.

###

HAWAII
VISITORS & CONVENTION BUREAU™

Hawaii Visitors & Convention Bureau
2270 Kalakaua Ave., Suite 801,
Honolulu, Hawaii 96815, United States
www.hvcb.org



This email was sent to: knakaoka@hvcb.org.
You are receiving this email by virtue of your company's partnership with the Hawaii Visitors & Convention Bureau.

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This communication may not include diacritical markings for Hawaiian words because not all computers are able to reproduce these markings or true fonts in normal text.

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Aloha,

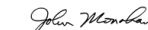
As you know, on July 8, the State of Hawaii began granting quarantine exceptions to travelers on domestic flights (from U.S. states and territories) who uploaded proof of full vaccination (2 Moderna or Pfizer shots or one Johnson & Johnson shot plus 15 days) received within the 50 states and U.S. territories. Unfortunately, there is still confusion, so please stress to your customers that to qualify for this exception, they must do the following prior to departure:

1. Create a Safe Travels Hawaii online account (<https://travel.hawaii.gov>) including their trip information, and
2. Upload the required vaccination documentation to their Safe Travels Hawaii account

Details on the vaccination exception program were updated on July 9, and should be checked regularly at: <https://hawaii-covid19.com/travel/faqs>.

Unfortunately, a large portion of the travelers arriving at Hawaii airports since July 8, expecting the Vaccination Exception are arriving without completing #'s 1 and 2 above. To ease their arrival experience please make sure that in your communications to your clients this requirement is reinforced.

Mahalo,



John Monahan
President and CEO
Hawaii Visitors and Convention Bureau

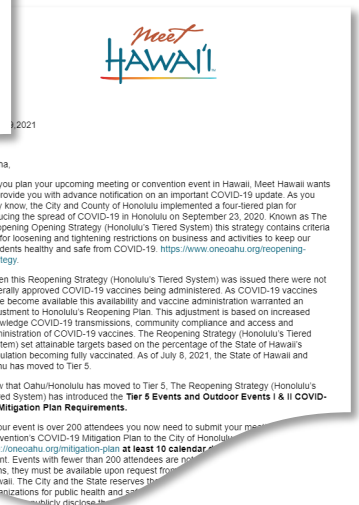
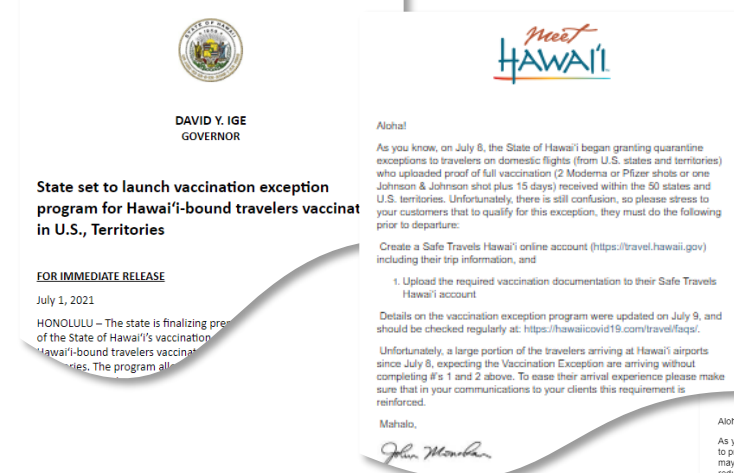
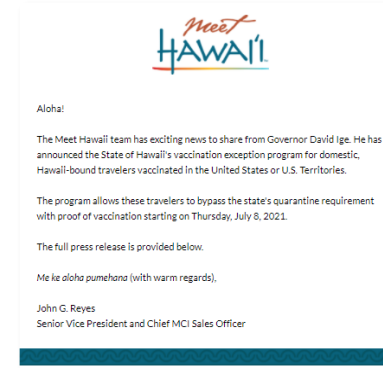
Basic vaccination exception requirements. See [FAQs](#) for complete information:

1. **Any traveler who is fully vaccinated against COVID-19 in the United States or U.S. Territories will be eligible for the quarantine exception. This means two shots of Pfizer or Moderna vaccine or one dose of Johnson and Johnson plus 15 days after the last dose.**
2. **Travelers must still create an account in Safe Travels Hawaii, enter their trip details, upload their vaccination documentation, sign the legal attestations, and within 24 hours of departing to Hawaii, complete the online health questionnaire.**
3. **Travelers will need one of the following vaccination records as proof of vaccination:**
 1. A CDC COVID-19 Vaccination Record Card (preferred)
 2. VAMS (Vaccine Administration Management System) printout or certificate
 3. DOD DD Form 2766C
 4. A SMART Health Card with your vaccine record (which can be uploaded via CommonPass) or a vaccine record uploaded to CLEAR Health Pass
 5. Proof of vaccination (source document) provided by a medical provider or authorized COVID-19 vaccination administrator.
4. **The documents listed above must clearly state:**
 1. Traveler's name and date of birth (which must match the name on the traveler's Safe Travels account and their official photo ID).
 2. Vaccine type (i.e., Pfizer, Moderna, Johnson & Johnson)
 3. Date(s) vaccination was administered
 4. Lot number(s) for each shot
 5. Vaccination site or location, which must be within the United States or its territories.

All information must be clear and readable. If a traveler's document is missing information, they should return to the provider to request a completed duplicate CDC COVID-19 Vaccination Record Card or proof of vaccination. Additionally, the traveler can contact their local Department of Health.





MCI Vaccination Exception Outreach Emails

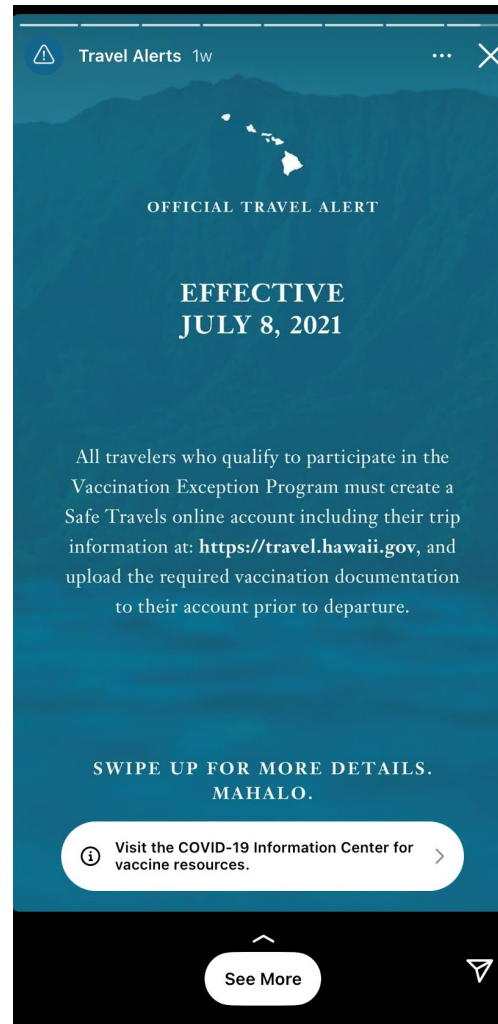
- Program Launch, 7/1/21
 - Targeted MCI clients: 436
- Quick Must-Do Reference List, 7/12/21
 - Targeted MCI clients: 139
- O'ahu Tier 5 Mitigation Plan Update, pending
 - Targeted MCI clients: 144



Vaccination Exception Outreach Social Media

7/2, 7/14/21

-  **Hawaii**  @gohawaii · 7/14/21
1/2 Travel Update: All travelers participating in the Vaccination Exception Program must create a Safe Travels online account including their trip information at: travel.hawaii.gov, and upload the required vaccination documentation to their account prior to departure.
1 comment, 3 retweets, 18 likes
-  **Hawaii**  @gohawaii · 7/14/21
2/2 For more information on how to qualify for the Vaccination Exception Program, please visit: hawaiicovid19.com/travel/faqs/.
3 likes



Vaccine Exception Program Announcement

Channels

Facebook, Instagram, Twitter

Safe Travels Digital Platform

October 15, 2020 – July 22, 2021



Safe Travels Program Support

HVCB has kept the gohawaii.com COVID-19 alert page up-to-date and contributed regular updates to DOH's hawaiiicovid19.com/travel site.

GoHawaii call center and HVCB staff have answered questions about Safe Travels pre-travel testing and the new vaccination exception.

Since October 15, 2020, the team has handled:

- 225,000+ calls
- 105,000+ emails



State of Hawai'i Safe Travels Hawai'i Program

Aloha! The State of Hawai'i Safe Travels Hawai'i program is designed to prevent the spread of COVID-19 in our community from trans-Pacific passengers arriving at airports/ports across the Islands.

The program includes the required online State of Hawai'i Travel and Health Form, temperature screening at all Hawai'i airports upon arrival, and the mandatory 10-day quarantine with the possibility of a vaccination exception, or a negative pre-travel test to bypass quarantine.

Travelers not participating in Safe Travels MUST quarantine for 10 days or the length of their stay, whichever is shorter.

It is important that travelers consider the duration and considerable expense of possible quarantine before embarking.

Individuals fully vaccinated in the United States or its Territories may enter Hawai'i without pre-travel testing/quarantine starting the 15th day after the completion of their vaccination. **The vaccination record document must be uploaded onto Safe Travels and printed out prior to departure and the traveler must have a hard copy in hand when arriving in Hawai'i.** The State of Hawai'i will also accept vaccine records that are digitally validated by Digital Health Pass Partners (CLEAR and CommonPass). Travelers who use one of the State's partners to link their digitally validated vaccine records with Safe Travels may enjoy expedited processing at the airport (no secondary visual inspection of paper vaccine records).

Read more about how your U.S. COVID-19 vaccination can help you travel between counties in Hawai'i: [HawaiiCOVID19.com/travel/faqs](https://hawaiiCOVID19.com/travel/faqs).



Mahalo

Agenda Item #3:

Presentation by HTJ including updates on market insights, airlift, vaccination progress, Mālama Hawai‘i and other programs for the balance of 2021



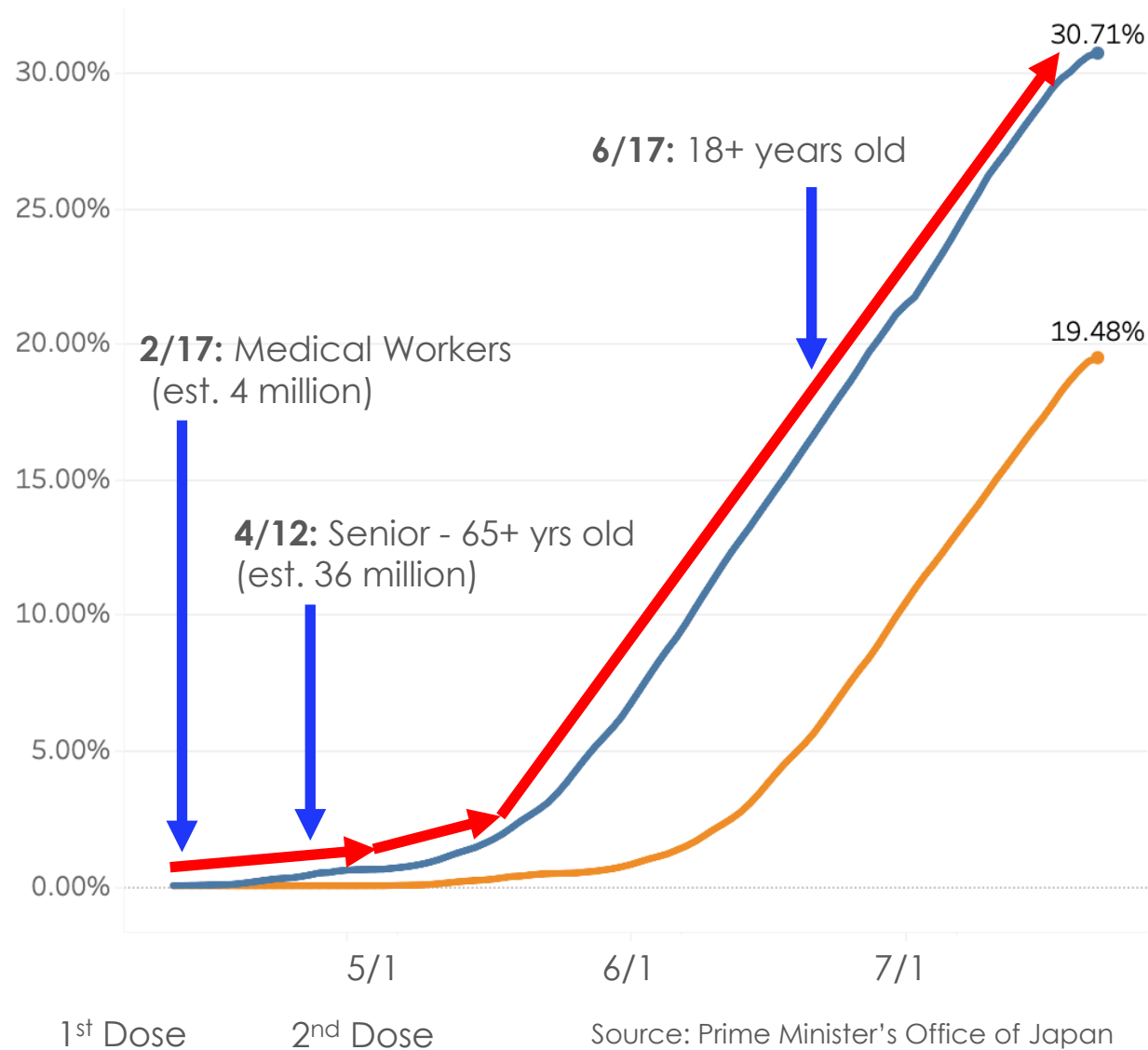
Hawai'i Tourism Authority
Marketing Standing Committee Meeting
Hawai'i Tourism Japan
July 28, 2021

JAPAN

Market Conditions



JAPAN VACCINATION PROGRESS



- State of emergency starts for Tokyo from July 12 to Aug 22. Okinawa extends the state of emergency until Aug 22.
- Japan Government target 80% vaccination (completed) by October
- Olympic (July 23 – August 8) & Paralympic (August 24 – September 5)

2nd doses completed (as of July 23)

U.S.	Hawai'i	Japan
48.9%	59.6%	19.48%

VACCINATION CERTIFICATES

- Start accepting applications for vaccine passports from **July 26** for people who travel internationally
- File applications in the **municipalities**, the certificates will be issued **free of charge**
- **7 countries and regions** (as of 7/21): Italy, Korea, Austria, Turkey, Bulgaria, Poland and Estonia

新型コロナウイルスワクチン接種証明書 Vaccination Certificate of COVID-19

姓(旧姓) / 名(別名)
[Surname(Former Surname) / Given Name(Alternative Given Name)]
患者(土田) / 良子(花子)
[KANJIA(TSUCHIDA) / YOSHIKO(HANAKO)]

生年月日 [Date of birth (YYYY-MM-DD)]
1985-02-19

国籍 [Nationality]:
JAPAN

旅券番号 [Passport Number]:
TR123456



1回目 [First Dose]:

ワクチン種類 [Vaccine Type]:
C19-mRNA

メーカー [Manufacturer]:
ファイザー
[Pfizer]

製品名 [Product Name]:
コミナティ
[Cominaty]

製造番号 [Lot number]:
CTMAVXXXX

接種日時 [Vaccination Date]:
2021-05-30

接種国 [Country of vaccination]:
日本
[JAPAN]

2回目 [Second Dose]:

ワクチン種類 [Vaccine Type]:
C19-mRNA

メーカー [Manufacturer]:
ファイザー
[Pfizer]

製品名 [Product Name]:
コミナティ
[Cominaty]

製造番号 [Lot number]:
CTMAVXXXX

接種日時 [Vaccination Date]:
2021-06-25

接種国 [Country of vaccination]:
日本
[JAPAN]

証明書発行機関 [Certificate Issuance Authority]

〇〇県●●市長
[Mayor of ●● City, 〇〇 Prefecture]

日本国厚生労働大臣
[Minister of Health, Labour and Welfare, Government of Japan]

証明書ID [Certificate Identifier]
XXXXXX-XXXXXXXX-XXXXXX

証明書発行日 [Issue Date]
2021-06-21

CURRENT TRAVEL CONDITIONS



All travelers, including returning Japanese nationals are required:



+



14 days quarantine

**Submit a proof of a negative
PCR Test for all entry into Japan**

Japan National Tourism Organization (JNTO) report

- Japanese outbound for June 2021 as 30,600 passengers (-98.0% vs 2019)
- The first half year 2021 (Jan-June) Total 199,000 passenger (-97.9% vs 2019)
- 2021 total overseas travelers forecast under 1 million based on current pace

OLYMPICS STARTED

7/23-9/5 Tokyo Olympic & Paralympic



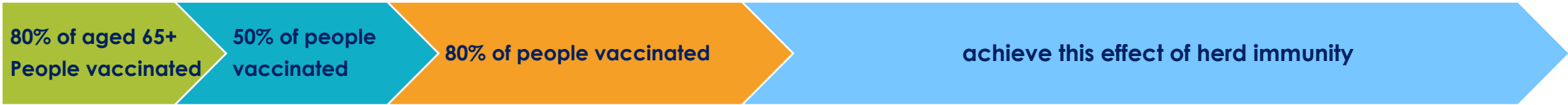
JATA'S TOURISM RECOVERY ROADMAP

2021

2022

June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
------	------	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

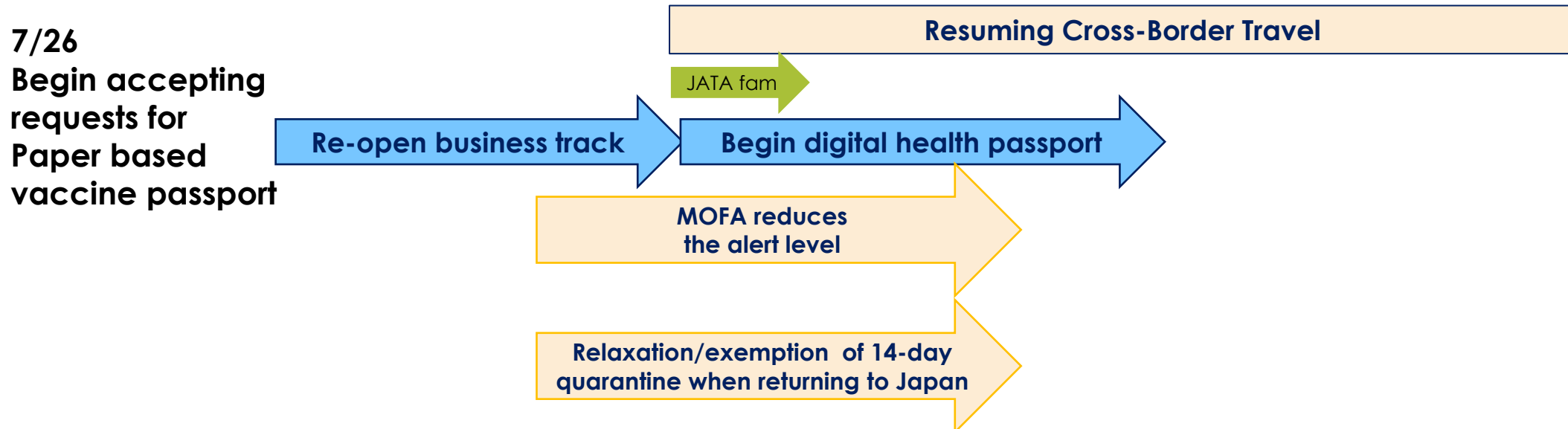
Vaccination situation



Event



International Travel (Expected)



MARKET CONDITIONS ~AIRLIFT (JUNE/JULY)~



JAPAN AIRLINES



2021 June				
Op Airline Name	Flight #	Origin Code	Total Flights	Seats
All Nippon Airway	NH 186	HND	8	1,968
Hawaiian Airlines	HA 822	NRT	13	3,614
Hawaiian Airlines	HA 450	KIX	4	1,112
Japan Airlines	JL 74	HND	9	1,674
			34	8,368

2021 July				
Op Airline Code	Flight #	Origin Code	Total Flights	Seats
All Nippon Airway	NH 186	HND	9	2,214
Hawaiian Airlines	HA 822	NRT	14	3,892
Hawaiian Airlines	HA 450	KIX	5	1,390
Japan Airlines	JL 74	HND	8	1,488
ZIPAIR Tokyo	ZG2	NRT	2	580
Total			38	9,564

Total Flights # by airport

- ❖ Haneda-17
- ❖ Narita-13
- ❖ Kansai-4

7 to 8 flights per week

Total Flights # by airport

- ❖ Haneda- 17
- ❖ Narita-16
- ❖ Kansai-5

7 to 8 flights per week

MARKET CONDITIONS ~AIRLIFT (AUGUST/SEPTEMBER)~



August				
Op Airline Name	Flight #	Origin Code	Total Flights	Seats
All Nippon Airway	NH 186	HND	6	1,476
All Nippon Airway	NH 184	NRT	2	1,040
Hawaiian Airlines	HA 822	NRT	14	3,892
Hawaiian Airlines	HA 450	KIX	4	1,112
Japan Airlines	JL 74	HND	13	2,534
ZIPAIR Tokyo	ZG2	NRT	4	1,160
Total			43	11,214

Total Flights # by airport

- ❖ Haneda-19
- ❖ Narita-20
- ❖ Kansai-4

10 to 11 flights per week

September				
Op Airline Name	Flight #	Origin Code	Total Flights	Seats
All Nippon Airway	NH 186	HND	8	1,968
Hawaiian Airlines	HA 822	NRT	13	3,614
Hawaiian Airlines	HA 450	KIX	5	1,390
Japan Airlines	JL 74	HND	10	2,150
ZIPAIR Tokyo	ZG2	NRT	5	1,450
Total			41	10,572

Total Flights # by airport

- ❖ Haneda-18
- ❖ Narita-18
- ❖ Kansai-5

10 to 11 flights per week

MARKET CONDITIONS ~AIRLINES' INVESTMENT~

244 seats (8 First class & 49 Business)



JAPAN AIRLINES

- 5 flights of Haneda (departire: 9/3, 10, 17, 21 & 24) will be operating with first-class seating.
- Face Express system service started 7/19 for International travelers.



ZIPAIR
Tokyo

- ZIPAIR increases an additional flight from Narita from October. (Operation: Wednesday & Friday)

290 seats (inc. Full-Flat)

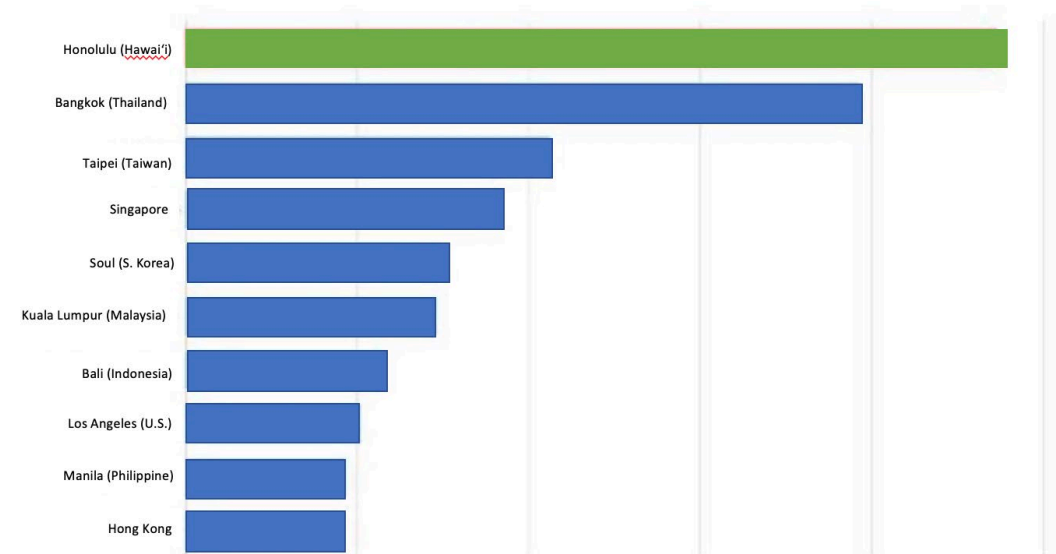


- 10,000 Mile back campaign for the passengers of Tokyo (NRT/HND) – Honolulu between 8/1 and 9/30.



CONSUMER SENTIMENT

- **Skyscannar search** between Jan 1 to Jun 30
 - 2019: Honolulu as 6th destination searched
 - 2021: Honolulu as 1st destination searched
- **INFINI DATA Stream** report which gathered big data of Japan travel agencies search indicated Honolulu was the **#1 destination** by far to be searched for December departure period followed by Bangkok, Taipei and Singapore.



TOURISM RECOVER PREPARATION

Aug

- **More Hawai'i Trusted Testing Partners (TTP)**
 - Increase 200-300 TTPs in Japan in Summer (current 84 TTPs)
 - Reduce PCR test cost to \$200 (current \$400)

Sept

- **Accepting Vaccine Passport for Japan visitors to Hawai'i**

Oct

- **Mālama Hawai'i message campaign**



— MĀLAMA —
HAWAII‘I

地球にやさしい旅を

Mālama Hawai'i Microsite

Launched April 22, 2021 (Earth Day)

The screenshot shows the homepage of the Mālama Hawai'i microsite. At the top, the navigation bar includes "Mālama Hawai'i" and links for "旅行書にできること", "活動紹介", "関連情報", "コミュニティ", and "特集". The main headline reads "Re-Imagine Hawai'i" with the subtext "ハワイを想うことは、ハワイの未来を創ること。" (Thinking of Hawaii is creating Hawaii's future). Below this is a large image of hands holding a sapling, with a smaller image of a sea turtle swimming. A sidebar on the right contains a "LET'S BOND" button and a "Hawaii Connection" link. At the bottom, there is a section titled "美しいハワイを未来へとつなぐためにわたしたちができること" (What we can do to connect beautiful Hawaii to the future).

Embrace Mālama

“マラマ”、思いやりの心でハワイの伝統や文化を受け入れる。

Mālama Hawai'i “マラマハワイ”は、ハワイを思いやる心、レスポンスブルーツイズムのハワイ版をコンセプトとする。

マラマとは「ワイの心」として思いやりの心、相手尊重も同等尊重もハワイの精神であり、伝統文化や美しい自然環境を大切にする心、ハワイの伝統を継承し守り育てていくこと、ハワイの未来を創る責任を担うことである。

「マラマ」は、ハワイの心、思いやりの心、相手尊重も同等尊重もハワイの精神であり、伝統文化や美しい自然環境を大切にする心、ハワイの伝統を継承し守り育てていくこと、ハワイの未来を創る責任を担うことである。

「マラマ」は、ハワイの心、思いやりの心、相手尊重も同等尊重もハワイの精神であり、伝統文化や美しい自然環境を大切にする心、ハワイの伝統を継承し守り育てていくこと、ハワイの未来を創る責任を担うことである。

About Responsible Tourism

責任ある観光によって、観光地を守ろうという考え方。

レスポンスブルーツイズム(責任ある観光)とは、観光客もツーリズムを構成する要素である観光客が意識や行動に責任を持つことで、より良い観光地形成を行っていくという考え方であり、自分の行動が地域や環境へ負荷を与えてしまったりも知れないことを認識し、自然し行動を実践していく、これからの観光客のカタチです。近年、観光地で起きている環境問題や住民とのトラブル、2019年より始まったSDGsの取り組み、2020年の新型コロナウイルスの影響など、世界の観光産業はレスポンスブルーツイズムの方向へ舵を切る動きが急激に広がっています。

責任ある旅行者へ

Be a Pono Traveler

Pono(ポノ)とは、ハワイのことばで「善良性、親切心、真心、適切、正しい、優秀、健康で幸福な状態、繁栄、本質、正義」さんの意味を持ちます。一言で言えば「正しい状態」のこと、自然環境が、人間関係が、精神状態が、健康状態が、よフランスの、適切な状態を指します。何が正しいとすべきか? 「あなた自身がハワイ人ではないから、よくよく自分だけと意味の深い言葉です。レスポンスブルーツイズムを行者は、まさに「Pono Traveler(ポノトラベラー)」というハワイに限らず世界中でポノトラベラーが増えること。観光客が本来あるべき正しい家、良い関係性をつくること。そハワイ州観光客の思いであり、使命であると考えています。たレスポンスブルーツイズムを実現する「ポノトラベラー」かもしれません。

Aloha + Challenge

SDGsを基準にハワイ州のゴールを設定した特別プログラム

アロハプラスチャレンジは、国連が定める持続可能な開発目標(Sustainable Development Goals: SDGs)を基準として、ハワイの持続可能な自然を達成するために州全体の取り組みとして設定された、地域主導の特別プログラムです。

アロハプラスチャレンジのあゆみ

History

1976年、ハワイの自然や文化遺産を保護していく概念「マラマハワイ(Mālama Hawai'i)」を源流として具体的な形へと変わりました。

2011年にワシントンで開催されたアジア太平洋経済協力会議(APEC)では、経済、社会、環境の優先事項に取り組み、2030年までに持続可能な社会目標を達成することを目指すプロジェクト「アロハプラスチャレンジ」構想が掲げられました。

そして2014年には、ハワイが持続可能な社会の実現に向けて進む6つの取り組みを掲げる社会目標「アロハプラスチャレンジ」が定められました。2015年9月に国連総会で持続可能な開発目標(SDGs)が正式に採択されると、2018年11月にはハワイアロハプラスチャレンジ構想が国連SDG(Sustainable Development Goals)のプロジェクト「アロハプラス」に、そして、そして太平洋地域としてはじめて認定されました。

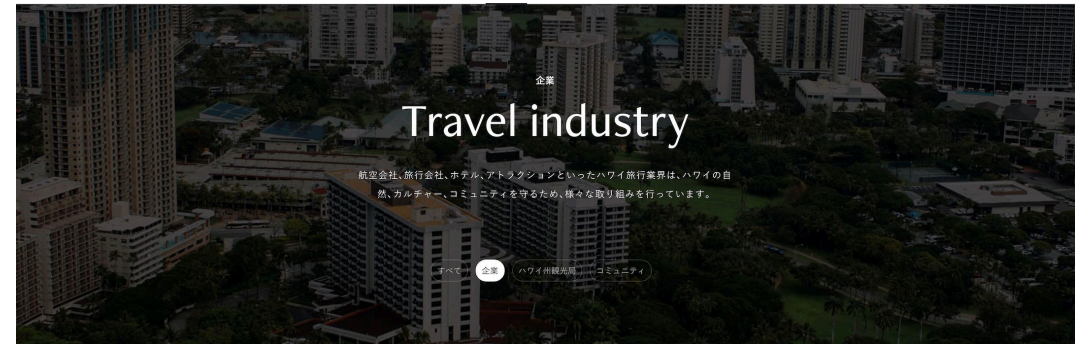
<http://www.allhawaii.jp/MālamaHawai'i>



コミュニティ
Community

ハワイには、自然や文化の保全活動を行うNPO団体やコミュニティが数多くあり、自然や生物の保護活動、教育プログラムの提供、文化を伝える活動や施設など、積極的に活動しています。

すべて 企業 ハワイ州観光局 コミュニティ



企業
Travel industry

航空会社、旅行会社、ホテル、アトラクションといったハワイ旅行業界は、ハワイの自然、カルチャー、コミュニティを守るため、様々な取り組みを行っています。

すべて 企業 ハワイ州観光局 コミュニティ

LATEST

クプ・ハワイ (KUPU Hawaii)



次世代を支援するクプ・ハワイ、Ho'okupu Centerの取り組み

クプ・ハワイは、若年層向けに野外活動を通しての環境保全教育や福祉教育、そして各個人の個性を生かし、誠実さを持って培うために、環境保全などに関わる野外活動を行う様

20210618 < 0

マノア・ヘリテージ・センター (Mānoa Heritage Center)



自然の素晴らしさを次世代に残し伝えたい。マノア・ヘリテージ・センターの取り組みとは？

マノア・ヘリテージ・センターは、ハワイ文化や自然遺産に関する理解度を深める場を提供し、ハワイの遺産の重要性を伝え継承する為に次世代に向けた教育プログラムやワーク

20210618 < 0

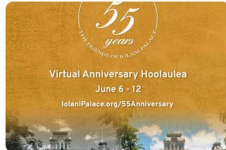
サスティナブル・コーストラインズ・ハワイ (Sustainable Coastlines Hawaii)



サスティナブル・コーストラインズ・ハワイが取り組むハワイの海洋環境を学ぶためのAIR Stationとは？

20210603 < 0

イオラニ宮殿 (Iolani Palace)



イオラニ宮殿友の会を記念した Celebrating 55 Years ~55周年を記念して~

20210603 < 0



4月22日はアースデー!! ~アースデーに行われているハワイでの様々な取り組みを見てみよう~

20210423 < 0



サーフライダー・ファウンデーションが取り組む「オーシャン・フレンドリー・レストラン」プログラムとは？

20210421 < 0

ウェット&ワイルド・ハワイ



ウェット&ワイルド・ハワイ、ハワイ初の100%太陽光発電のアトラクションへ

20210512 < 0

マリオット・ザ・ワイキキ・コレクション



マリオット・ザ・ワイキキ・コレクションが取り組む植樹活動

20210418 < 0

クアア・ランチ・ハワイ



クアア・ランチが取り組むサステイナブルな活動

20210417 < 0

biki



地球に優しい新交通バイクシェアサービス「biki」

20210417 < 0

ロバーツハワイ



ロバーツハワイが取り組む海洋生態の調査と電気バスの導入

20210416 < 0

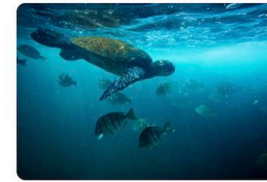
JTBハワイ



JTBハワイの電気バス

20210416 < 0

ジャルパック



ハワイの環境や暮らしを守るためのジャルパックの取り組み

20210415 < 0

ZIPAIR



地球にやさしい機内食

20210415 < 0

ジャルパック



フラ発祥の地ハワイで開催される大会「フラ・ホオラウナ・アロハ」

20210413 < 0



TAKEKAWA
PR



TAKEKAWA
PR



LightHouse Hawaii 5.16, 2021 14



MĀLAMĀ HAWAII
— MĀLAMĀ —
HAWAII
— HAWAII —

持続可能なハワイに向けた活動 マラママデート

ハワイ州が持続可能な社会の実現に向けて進める6つの取り組み

“アロハプラスチャレンジ”

「アロハプラスチャレンジ (Aloha Challenge)」は、国が実施する持続可能な開発目標 (SDGs) を基準に、ハワイ州のゴールを設定した特別プログラム。17の目標を掲げるSDGsの中で、ハワイ州は6つの優先すべき目標を定め、我々が一体となって経済、社会、環境から持続可能な社会を目指しています。

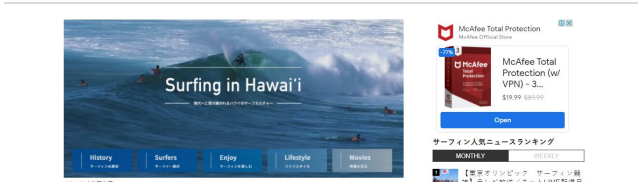
- 1. 2030年までに、再生可能エネルギーの供給量の70%をクリーンエネルギーへ転換します。70%のうち40%を再生可能エネルギー、30%を水素エネルギーで賄います。2045年までに100%再生エネルギーで賄われることを目指しています。
- 2. 2030年までに、再生可能エネルギーの供給量の70%をクリーンエネルギーへ転換します。70%のうち40%を再生可能エネルギー、30%を水素エネルギーで賄います。2045年までに100%再生エネルギーで賄われることを目指しています。
- 3. 2030年までに、再生可能エネルギーの供給量の70%をクリーンエネルギーへ転換します。70%のうち40%を再生可能エネルギー、30%を水素エネルギーで賄います。2045年までに100%再生エネルギーで賄われることを目指しています。

アロハプラスチャレンジの6つのゴール

- クリーンエネルギーへの転換**
2030年までに、再生可能エネルギーの供給量の70%をクリーンエネルギーへ転換します。70%のうち40%を再生可能エネルギー、30%を水素エネルギーで賄います。2045年までに100%再生エネルギーで賄われることを目指しています。
- 地元産の食料供給**
現在ハワイの食料供給量の約10%です。2030年までにハワイ州の食料生産量は2倍になり、消費量の約20-30%を地元産で賄うことを目指しています。地元産食料生産量を促進する他、食料生産物の輸送も目指します。
- 天然資源の管理**
清潔な環境、利用可能な水は約30%。健全な地元の生態系は海洋資源管理、外来種管理、ハワイ固有種の保護を促進し、自然資源の健全な管理を行います。さらに、気候変動や外来種へのハワイエコシステムにも注目を集めています。
- グリーンジョブおよび環境教育**
2030年までに、質の高い教育、雇用、労働者の幅広い訓練、生涯学習の機会、スキルアップの機会を確保し、グリーンジョブの成長を促進し、気候変動の多様化、土地の回復も目指しています。
- スマートで持続可能なコミュニティ**
2030年までに、質の高い教育、雇用、労働者の幅広い訓練、生涯学習の機会、スキルアップの機会を確保し、グリーンジョブの成長を促進し、気候変動の多様化、土地の回復も目指しています。
- 固形廃棄物の削減**
リサイクル、生物学的処理、生活廃棄物の減量、ゴミ・液体廃棄物の適切な処理によって、2030年までに70%の削減を達成するのを目標とします。資源の再利用のリサイクルにも取り組めます。

アロハプラスチャレンジの詳細は Mālama Hawaii のウェブサイトをご覧ください。
www.allhawaii.jp/malamahawaii

LightHouse Hawaii 5.16, 2021 14



ハワイ州観光局がサーフィン特設サイトを開設「サーフィンなら一度はハワイに」

ハワイ州観光局が、レスポングラフシステムを推進する「サーフィン」をテーマにした「サーフィン」キャンペーン活動を進めると同時に、4月22日(金)からスタートした。その一環として、レスポングラフシステム特設サイト「Mālama Hawaii」のほか、サーフィンに特化した特設サイト「Surfing in Hawaii」も開設された。

環境や文化に「思いやり」と「責任」を持った観光を促進



「マラマ」とはハワイ語で「思いやり」を意味し、「レスポングラフ」は「責任を持つ」ということ。この観光キャンペーンは、観光に携わる全ての人が、その土地の自然環境や文化に与える影響に思いやりと責任を持つことで、より良い観光をつくることを目指し、今後、今後日本の企業や団体、教育機関、専門家など連携しながら、様々な活動を展開していくことと。

ハワイ文化に欠かせない「サーフィン」を発信

今回開設したサーフィン特設サイトは、サーフィンの起源からサーフボードの歴史、レジェンドサーファーやハワイと日本で通ずるサーフィン、サーフボード、サーフボードの楽しみ方、ライフスタイル、関連商品など、充実したコンテンツの掲載されている。

ハワイの自然と文化を未来につなぐ、「マラマ」の旅に出よう



ハワイ州SDGs アロハプラスチャレンジ に向けたアクション

ハワイ州観光局は、持続可能な開発目標 (SDGs) を基準に、ハワイ州のゴールを設定した特別プログラム「アロハプラスチャレンジ」の一環として、環境や文化に「思いやり」と「責任」を持った観光を促進することを目的として、4月22日(金)からスタートした。その一環として、レスポングラフシステム特設サイト「Mālama Hawaii」のほか、サーフィンに特化した特設サイト「Surfing in Hawaii」も開設された。

ハワイの伝統、文化、自然を守るマラマハワイプログラム



次号予告 marie claire 8月24日刊行です

shop list

もっと深く、もっと楽しく、ハワイを未来につなげよう
マラママインド

“ハワイ州観光局、レスポングラフ” シンプルツーリズムを推進する活動を本格始動

～地球にやさしい旅を～キャンペーンを展開

ハワイ州観光局は、観光業界や非営利団体などと連携して推進する「マラマハワイ」をテーマにした「サーフィン」キャンペーンを日本でも本格的にスタート。観光客の意識や行動を変え、思いやりと責任を持って行動する旅行者「ポコラベラー」を、ここハワイが理解や、コミュニティと旅行者が連携を持つことで、自然の美しさと旅行の体験をより多様化させることとを目標としています。

特設サイト「Mālama Hawaii」
サーフィンの起源からサーフボードの歴史、レジェンドサーファーやハワイと日本で通ずるサーフィン、サーフボードの楽しみ方、ライフスタイル、関連商品など、充実したコンテンツの掲載されている。

特設サイト「Surfing in Hawaii」
サーフィンの起源からサーフボードの歴史、レジェンドサーファーやハワイと日本で通ずるサーフィン、サーフボードの楽しみ方、ライフスタイル、関連商品など、充実したコンテンツの掲載されている。



LightHouse Hawaii 5.1, 2021

— MĀLAMĀ —
HAWAII
— HAWAII —

マラマという気持ち、世代を超えて誰かに暮らしを継いでいくためにとても大切なこと。ハワイの文化や自然を守るマラマハワイ、地球環境を守るマラマホヌア、持続可能なハワイに向けた活動を紹介するマラママデートをテーマに発信していきます。

“ハワイ州観光局、レスポングラフ” シンプルツーリズムを推進する活動を本格始動

～地球にやさしい旅を～キャンペーンを展開

ハワイ州観光局は、観光業界や非営利団体などと連携して推進する「マラマハワイ」をテーマにした「サーフィン」キャンペーンを日本でも本格的にスタート。観光客の意識や行動を変え、思いやりと責任を持って行動する旅行者「ポコラベラー」を、ここハワイが理解や、コミュニティと旅行者が連携を持つことで、自然の美しさと旅行の体験をより多様化させることとを目標としています。

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LightHouse Hawaii 5.1, 2021 16



観光客がいなくなったことで 明らかに自然環境が変わってきました

Partner Collaborations & Event PR

地球にやさしい旅を

旅行者の皆さんのアクションが、
ハワイの美しさを保つことに繋がります。

— MĀLAMA —
HAWAII × JCB

マラマハワイ

検索

ハワイ州観光局からのメッセージ

ハワイ州観光局 日本支局長
ミツエ・ヴァーレイ

青い空、青い海、緑豊かな山に恵まれたハワイ。旅行者の皆様と共に共有したい多数の体験やハワイ州観光局は、この美しい自然や伝統文化を次世代へ継承するために、旅行者が楽しむことができるように努めています。ハワイは、旅行者だけでなく、住民にとっても特別な場所です。島々には、豊かな自然や歴史を感じる場所があり、訪れる度に新しい発見があります。旅行者も心でハワイの自然や文化に接していただくことで、魅力溢れるハワイを後世に残していきたい旅行者の皆様が安心して滞在していただくために、安全・衛生面においても徹底した取り組みをお返しを心よりお待ちしております。

ハワイ州の取り組みにつきましては、右記よりご覧ください。
新型コロナウイルス対策についてはこちらで公開しております。

LOOK JTB 年末年始 2021年11月1日-2022年1月31日 出版 成田・羽田・関空発

THE NEXT
JTBスマートハワイ

新しい旅。もっと快適に、もっと感動を。

「オリオリハワイアプリ」

選べる新しい旅の過ごし方
さらに上質な旅「プレミアム」コース
プライベート空間で楽しむ企画も充実!

新型コロナウイルス感染症対策
ニューノーマル対応商品 THE NEXT

満足が見える旅へ

SUSTAINABLE DEVELOPMENT GOALS

~美しい、大好きなハワイを未来へ~

わたしたちは、旅するあなたとハワイに暮らす人々の心のつながりを大切にし、SDGsに貢献するサステナブルツーリズムを進めています。

ハワイ州で初となる商業用電気バスを導入

2030年までの国際目標「SDGs」のハブ都市(Local2030 hub)に選ばれたハワイ州は、独自の文化と価値観に基づいた地域主導の目標「アロハプラスチャレンジ」を定め、島々の環境回復と持続可能な未来のための活動を実践しています。

「マラマハワイ」とは、ハワイの島々を思いやる気持ちです。

電気バスについて詳しくはこちら

ハワイ州観光局の発信情報に関して詳しくはこちら

ハワイ州観光局より

ご自宅でハワイを体感いただける「おうちでハワイ」プログラムや
ハワイの新型コロナウイルス最新情報をご覧くださいませ。

「Malama Hawaii」では、美しいハワイを未来へつなぐための取り組みを紹介しています。
詳しくはこちらをクリック!

おすすめ情報

安心して快適な旅を

カードのおトクな活用術

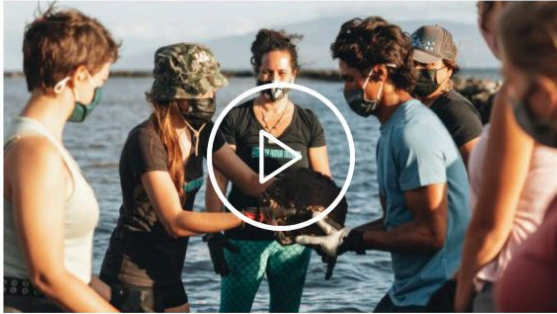
もしものときにJCB!

TOPへ

Consumer Event in Osaka on 7/22 - 25



Hawai'i Tourism Japan Assets Development (in Japanese)



Aquaculture
Noelani Lee



Habitat Stewardship
Kiai Collier



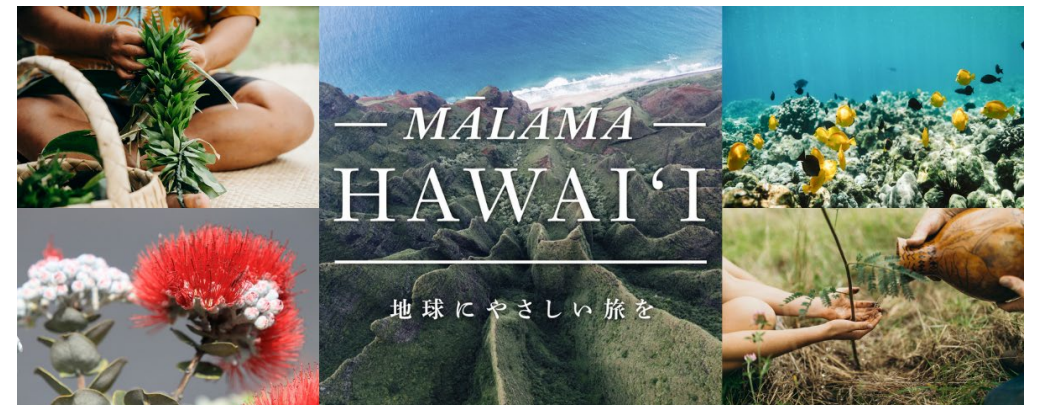
Reforestation
Sam Ohu Gon III



Sustainable Farming
Rick Barboza

— MĀLAMA —
HAWAI'I

地球にやさしい旅を



Hawai'i Tourism Education

Hawai'i
Stakeholders

Airlines

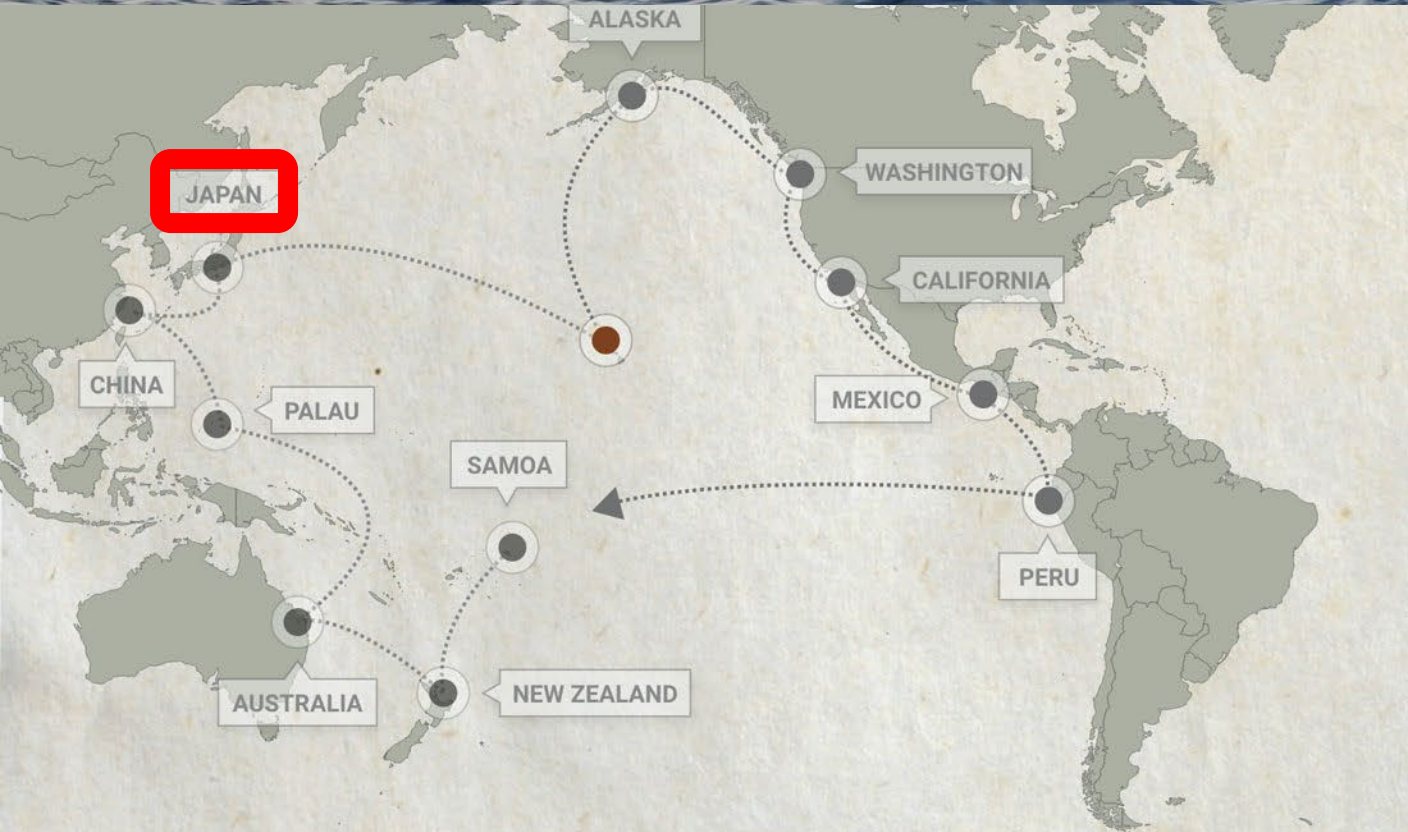
— *MĀLAMA* —
HAWAI'I

地球にやさしい旅を






Wholesalers

HTJ

Mālama Hawai'i - Hōkūle'a Microsite



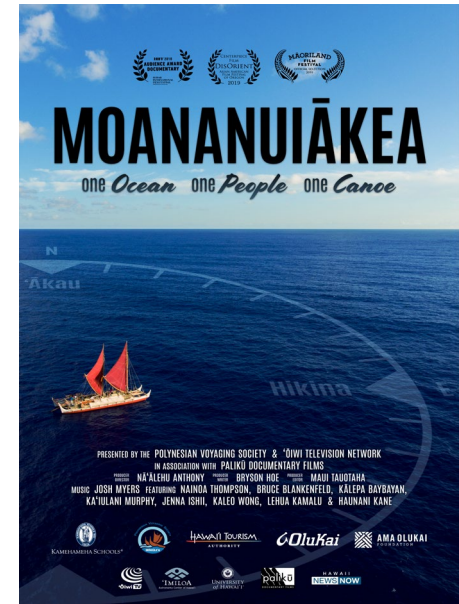
Sister City Relationship

State of Hawai'i	City & County of Honolulu	Hawai'i County	Kaua'i County	Maui County
 5	 7	 6	 4	 3
Fukuoka (1981)	Hiroshima (1959)	Oshima (1962)	Suo-Oshima (1963)	Hachijo (1964)
Okinawa (1985)	Naha (1961)	Nago (1986)	Moriyama (1975)	Miyakojima (1965)
Hiroshima (1997)	Shirahama (2003)	Yurihama(1996)	Ishigaki (1999)	Fukuyama (2008)
Ehime (2003)	Saiki (2004)	Shibukawa(1997)	Iwaki (2011)	
Hokkaido (2017)	Uwajima (2004)	Sumoto (2000)		
	Nagaoka (2012)	Kume Isl.(2011)		
	Chigasaki (2014)			

Hōkūle‘a x Sister city relations

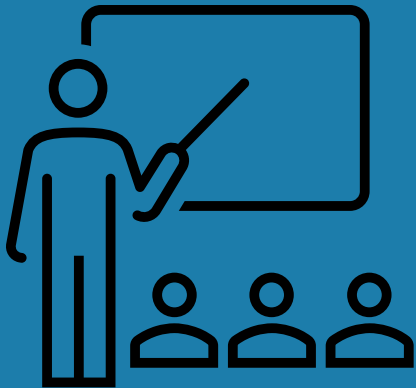


25
Sister cities



MCI Focus

Edu-Tourism



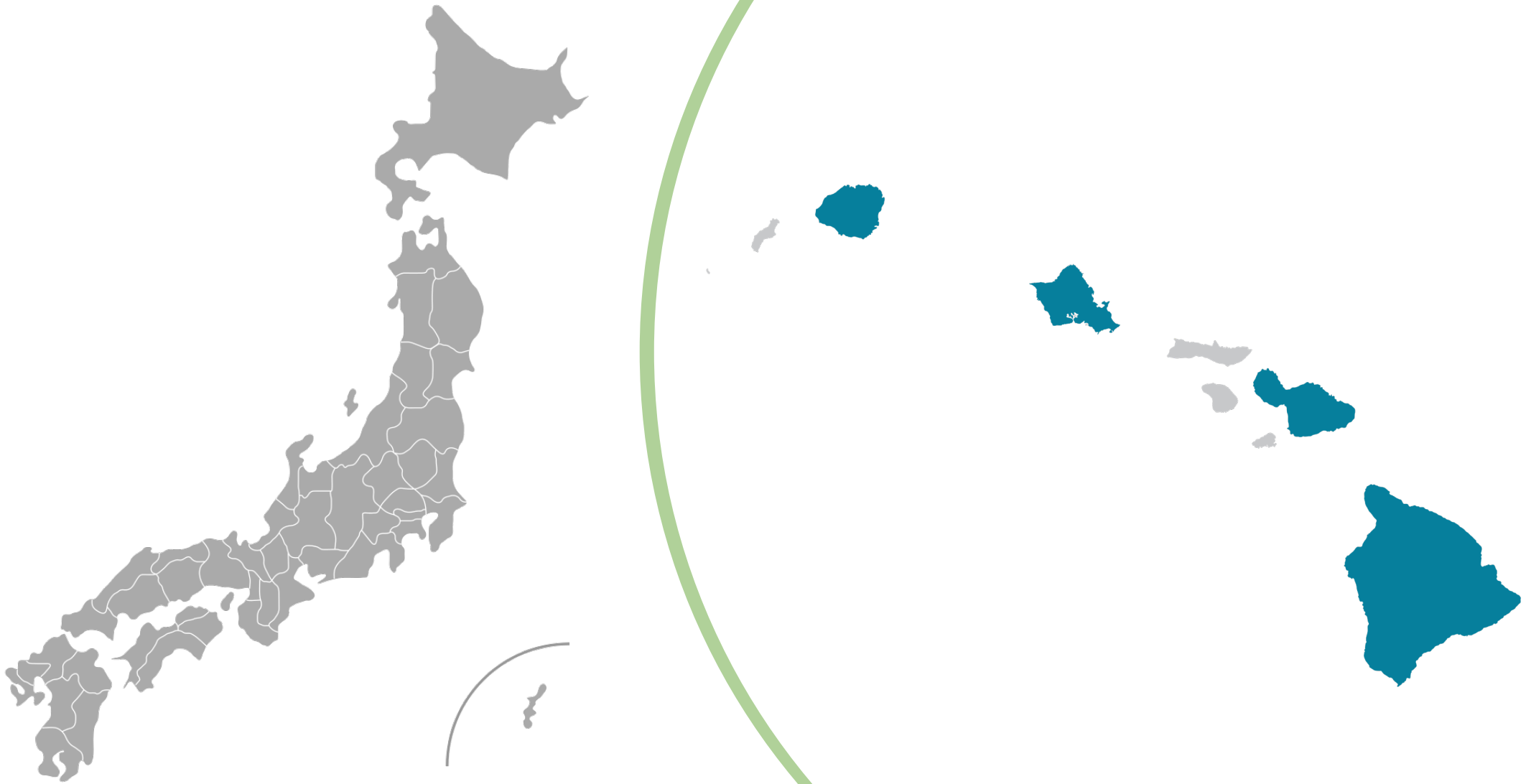
Small Group



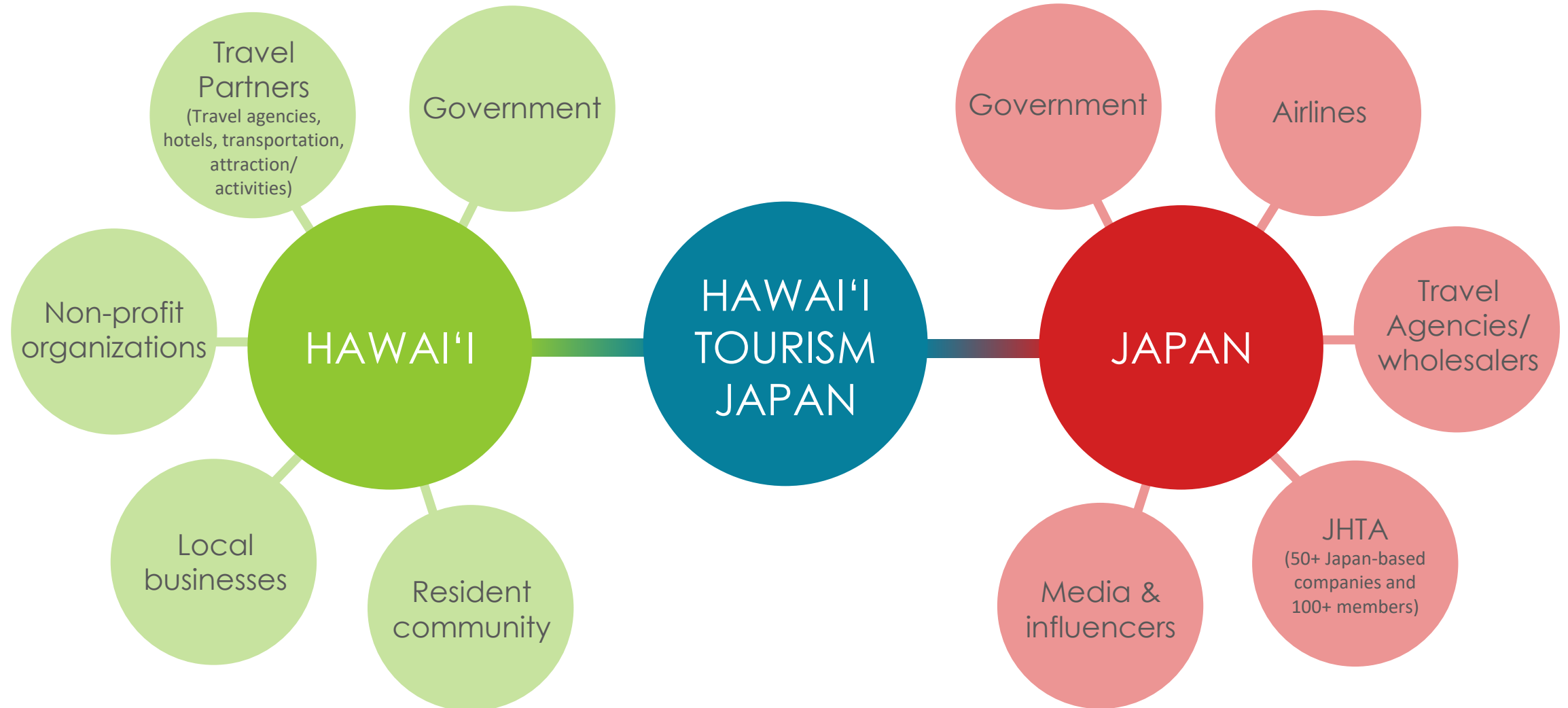
CSR



Hawai'i – Japan Relationship



Industry Collaboration



A close-up photograph of a person's hands pouring water from a brown ceramic pitcher into their cupped hands. The background is a soft-focus field of green grass and small pink flowers. The text is overlaid on the image.

— MĀLAMA —
HAWAII

地球にやさしい旅を

An aerial photograph of a tropical coastline. The foreground shows clear, turquoise water meeting a sandy beach. The background consists of lush, green mountains. A vibrant rainbow arches across the scene, starting from the left side of the frame and ending over the water on the right. The text 'MAHALO NUI LOA' is centered in white, sans-serif capital letters.

MAHALO NUI LOA

Agenda Item #4-8:

2021-2022

Major Market Area Contract Updates

RFP Planning Updates

2022 Brand Marketing Plan Updates

Calendar Year 2021 Budget vs. Actuals

Planning for Fall (September) and Spring
(March) Tourism Updates



HTA MARKETING STANDING COMMITTEE MEETING

July 28, 2021

2021 MMA Contract Updates

Contractor	Program	Contract Amt	Contract Effective Date	Contract End Date	Contract Options
HVCB*	2021 BMP - USA	\$17,000,000 (base)	12/21/20	12/31/21	none
HVCB	2021 Support Services	\$1,467,500	12/2/20	12/31/21	4 one-year
HVCB	2021 Island Chapters Staffing & Administration	\$2,400,000	12/2/20	12/31/21	none
a.link	2021 BMP - Japan	\$4,500,000	12/21/20	12/31/21	none
VoX International	2021 BMP - Canada	\$400,000	12/17/20	12/31/21	none
The Walshe Group	2021 BMP - Oceania	\$400,000	12/21/20	12/31/23	2 one-year
Aviareps Marketing Garden	2021 BMP - Korea	\$300,000	12/21/21	12/31/22	2 one-year

**Supp 17 pending DAGS. S17 includes an amendment to the 2021 payment schedule, reduction of -\$492,464 for unspent funds (previous years), and addition of \$50,000 to refresh Hawai'i travel tips, extend resident targeted media and heavy-up post-arrival visitor media.*

2022 MMA Contract Updates

Contractor	Program	Contract Amt	Contract Effective Date	Contract End Date	Contract Options	Contract Status As of 7/28/21
HVCB	2022 Island Chapters Staffing & Administration	\$2,400,000	6/23/21	12/31/22	none	DAGS approved on 7/2/21
a.link	2022 BMP - Japan	\$9,000,000	6/16/21	12/31/22	none	DAGS approved on 6/25/21
VoX International	2022 BMP - Canada	\$800,000	6/17/21	12/31/22	none	DAGS approved on 7/12/21
The Walshe Group	2022 BMP - Oceania	\$1,900,00	6/16/21	12/31/23	2 one-year	DAGS approved on 6/24/21
Aviareps Marketing Garden	2022 BMP - Korea	\$1,400,000	6/15/21	12/31/22	2 one-year	DAGS approved on 6/28/21
ITRAVLOCAL	2022 BMP - China	\$1,800,000	6/15/21	12/31/22	none	DAGS approved on 6/30/21
Access Cruise, Inc.	Cruise Consultant	\$50,000	11/16/20	9/30/23	2 one-year	Need to execute Supplemental Contract to add FY22 Budget

2022 RFP Planning Update

RFP Release Date: August (tentative)

- United States Major Market Area
- Global Meetings, Conventions & Incentives
- Global Support Services

2022 Brand Marketing Plan (BMP) Updates

- BMP Key Marketing Objectives: added emphasis on visitor and industry education for responsible travel and Mālama Hawai‘i / regenerative tourism.
- BMP Performance Measures: updated to align with HTA’s Papahana Ho’okele Huliau.
- BMP Outlines Release and Submission for Global MMAs: scheduled to coincide with the timeline of USA MMA RFP.

2021 MMA Budget vs. Actuals

MMA Contract	Contract Amt	YTD Budget (Jan-Jun)	YTD Actual (Jan-Jun)	YTD Variance (Jan-Jun)	Contract Bal
USA TOTAL	\$17,000,000	\$7,294,666	\$7,272,175	\$22,491	\$9,727,825
-Leisure	\$14,605,000	\$6,175,998	\$6,161,560	\$14,438	\$8,443,440
-MCI	\$2,395,000	\$1,118,668	\$1,110,615	\$8,053	\$1,284,385
Support Services	\$1,467,500	\$882,252	\$833,769	\$48,483	\$633,731
Island Chapters	\$2,400,000	\$1,200,000	\$1,092,946	\$107,054	\$1,307,054
Japan	\$4,500,000	\$1,025,598	\$1,032,715	-\$7,117	\$3,467,285
Canada	\$400,000	\$86,220	\$87,948	-\$1,728	\$312,052
Oceania	\$400,000	\$77,196	\$87,162	-\$9,966	\$312,838
Korea	\$300,000	\$62,250	\$61,845	\$405	\$238,155

2021 MMA Marketing Promotions Re-Start

	Re-Start Date
Japan	November
Canada	August
Oceania	November

2021 MMA Marketing Promotions

	Started
USA	May
Korea	July



HTA Fall and Spring Tourism Updates

- Fall – September
- Spring – March