



*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, 1 Kepakemapa 2021, 2:30 p.m.
Wednesday, September 1, 2021 at 2:30 p.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://us06web.zoom.us/webinar/register/WN_2ezeUJdkTUKGcQ1NI1SLpA

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'o'ōlelo Hālāwai*
Approval of Minutes of the July 28, 2021 Marketing Standing Committee Meeting
3. *Hō'ike A Hawai'i Tourism Korea*
Presentation by Hawai'i Tourism Korea on Brand Management Plan Amendments and Updates. Recommendation to Approve the Amended Brand Management Plan for the Remainder of CY2021 to the full HTA Board



4. *Hō'ike A Hawai'i Tourism Canada*
Presentation by Hawai'i Tourism Canada on Brand Management Plan Amendments and Updates. Recommendation to Approve the Amended Brand Management Plan for the Remainder of CY2021 to the full HTA Board
5. *Hō'ike A Hawai'i Tourism Oceania*
Presentation by Hawai'i Tourism Oceania on Brand Management Plan Amendments and Updates. Recommendation to Approve the Amended Brand Management Plan for the Remainder of CY2021 to the full HTA Board
6. *Hō'ike A Hawai'i Tourism Japan*
Presentation by Hawai'i Tourism Japan on Brand Management Plan Amendments and Updates. Recommendation to Approve the Amended Brand Management Plan for the Remainder of CY2021 to the full HTA Board
7. *Hō'ike A Hawai'i Tourism USA*
Presentation by Hawai'i Tourism USA on Brand Management Plan Amendments and Updates. Recommendation to Approve the Amended Brand Management Plan for the Remainder of CY2021 to the full HTA Board
8. *Kūkākūkā A Ho'oulu I Nā Ka'akālai Ho'omōhala Hou****
Discuss and Develop Potential Strategies for Tourism Recovery Messaging***
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 §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.



HAWAII TOURISM AUTHORITY

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

Kono 'ia ka lehulehu e nānā mai i ka hālāwai a ho'ouana mai i ka 'ōlelo hō'ike kākau 'ia no kēlā me kēia kumuhana i helu 'ia ma ka papa kumumana 'o. Hiki ke ho'ouana mai i nā 'ōlelo hō'ike kākau 'ia ma mua o ka hālāwai iā carole@gohta.net. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Carole Hagihara-Loo (973-2289 a i 'ole carole@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 carole@gohta.net; Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Carole Hagihara-Loo (973-2289 or carole@gohta.net) no later than 3 days prior to the meeting so arrangements can be made.