



**HĀLĀWAI PAPA ALAKA'Ī KŪMAU
KE'ENA KULEANA HO'OKIPA O HAWAII'**

**HĀLĀWAI KINO A KIKOHO'E
HYBRID MEETING**

**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY**

**Pō'ahā, 28 'Okakopa 2021, 9:30 a.m.
Thursday, October 28, 2021 at 9:30 a.m.**

Kikowaena Hālāwai O Hawaii'
Papahale 'Ehā | Lumi Nui C
1801 Alaākea Kalākaua
Honolulu, Hawaii 96815

Hawaii Convention Center
Fourth Floor | Ballroom C
1801 Kalākaua Avenue
Honolulu, Hawaii 96815

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

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No nā kānaka a pau e komo ana i kēia hale, koi 'ia ka hō'ike 'ana i ke kāleka lā'au ko'oko'o a i 'ole ka hō'ike COVID-19 'ole i loko o nā lā 'ehiku ma mua pono o ke komo.

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Ma hope o ke kāinoa 'ana, e ho'ouna 'ia ka leka uila hō'oiā iā 'oe me ka 'ikepili ho'oku'i hālāwai.
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Papa Kumumana'o Ho'āno Hou 'Ia
AMENDED AGENDA

1. *Ho'omaka*
Call to Order
2. *Wehena*
Opening Cultural Protocol
3. *'Āpono I Ka Mo'o'olelo Hālāwai*
Approval of Minutes of the September 30, 2021 Board Meeting
4. *Hō'ike Lālā*
Report of Permitted Interactions at an Informational Meeting or Presentation Not Organized by the Board Under HRS section 92-2.5(c)
5. *Hō'ike, Kūkākūkā A Ho'oholo No Nā Mo'okālā*
Presentation, Discussion and Action on HTA's Financial Report for September 2021
6. *Hō'ike A Ka Luna Ho'okele*
Report of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer Relating to Staff's Implementation of HTA's Programs During September 2021
7. *Kūkākūkā No Nā Kumuhana A Hālāwai Like 'Ole*
Discussion Related to the 1). DLNR Reservation System; 2). Senate Ways and Means (WAM) Committee Maui Meeting (October 18, 2021); 3a). Hospitality Industry Update – Kaua'i County (October 20, 2021); 3b). Hospitality Industry Update – City and County of Honolulu (October 25, 2021); 4). HTA Advisory Group Initial Meeting (October 29, 2021) 5). UHERO Blog Post Entitled (October 13, 2021) "*Hawaii Needs to Focus on Developing Good Governance in Managing Tourism*"
8. *Hō'ike No Ko HTA Ho'okō I Ka Papahana Ho'okele Huliau*
Update on HTA's Implementation of Change Management Plan
9. *Hō'ike, Kūkākūkā A Ho'oholo No Nā Kulekele O Ke Ke'ena*
Presentation, Discussion and Action on Draft Revised Bylaws of the Hawai'i Tourism Authority
10. *Hō'ike, Kūkākūkā A Ho'oholo No Ke Kulekele #100-03*
Presentation, Discussion and Action on Draft Policy #100-03 Code of Conduct Policy



11. *Hō'ike Anamana'o Kūikawā No Ka Ma'i Ahulau*
Presentation of the Hawai'i Tourism Authority's Visitor Satisfaction & Activity Report (VSAT) Special COVID Survey
12. *Hō'ike 'Ikepili Noi'i 'Oihana Ho'omāka'ika'i*
Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets
13. *Hō'ike A Kūkākūkā No Ka Mo'okālā Makahiki 2022 O Ke Ke'ena*
Presentation and Discussion on the Fiscal Year 2022 Budget of the Hawai'i Tourism Authority.
14. *Panina*
Closing Cultural Protocol
15. *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 HRS § 92-5 (a) (2), § 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; to consider hiring and evaluation of officers or employees, where consideration of matters affecting privacy will be involved; and to discuss information that must be kept confidential to protect Hawai'i's competitive advantage as a visitor destination.

Ma lalo o ka māhele 531.5 o ka Budgetary Control Accounting Manual, Moku'āina o Hawai'i, he māhele ka 'aina awakea o ka hālāwai. E mau ana ka hālāwai ma loko nō o ka 'ai 'ana, 'a'ole ho'i ia he wā ho'omalolo.

Pursuant to Section 531.5, of the Budgetary Control Accounting Manual, State of Hawaii, lunch is served as an integral part of the meeting, while the meeting continues in session, and not during a break.

Kono 'ia ka lehulehu e komo 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 carole@gohta.net a i 'ole ma o ke kelepa'i. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Carole Hagihara (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 register to attend the public meeting and provide written testimony on any agenda item. Written testimony may also be provided by submitting the testimony prior to the meeting by email to carole@gohta.net or by facsimile transmission. Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Carole Hagihara (973-2289 or carole@gohta.net) no later than 3 days prior to the meeting so arrangements can be made.

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Approval of Minutes of the September 30, 2021
Board Meeting



REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY
Thursday, September 30, 2021, at 9:31 a.m.
Virtual Meeting

MINUTES OF REGULAR BOARD MEETING

MEMBERS PRESENT:	George Kam (Chair), David Arakawa, Kimi Yuen, Micah Alameda, Fred Atkins, Dylan Ching, Daniel Chun, Keone Downing, Kyoko Kimura, Sherry Menor-McNamara
MEMBER NOT PRESENT:	Sig Zane, Ben Rafter
HTA STAFF PRESENT:	John De Fries, Keith Regan, Marc Togashi, Kalani Ka'anā'anā, Caroline Anderson, Maka Casson-Fisher,
GUESTS:	Jennifer Chun, Teri Orton, Jay Talwar
LEGAL COUNSEL:	Gregg Kinkley

1. Call to Order

Mr. Regan called the meeting to order at 9:31 a.m. He provided instructions to the general public with regards to submitting testimony. Mr. Regan confirmed the attendance of the Committee members by roll call.

2. Opening Cultural Protocol

Maka Casson-Fisher opened the meeting with a pule to highlight this word 'aumākua being ancestors, the generations before you that you call upon for guidance or protection, in Hawaiian perspective can come in different forms and come to when we need them or when you might least expect them, but you actually do need them.

3. Approval of Minutes of the September 2, 2021, Board Meeting

Chair Kam requested a motion to approve the minutes of the September 2, 2021, Board

Meeting. Ms. Kimura made a motion, and it was seconded by Mr. Arakawa. Mr. Regan confirmed the votes through roll call, and it was unanimously approved.

4. Report of Permitted Interactions at an Informational Meeting or Presentation Not Organized by the Board Under HRS section 92-2.5(c)

Chair Kam asked whether there were any permitted interactions and there was none.

5. Presentation, Discussion and Action on HTA's Financial Report for August 2021

Mr. Regan stated that the HTA's financials that are included in the packet are consistent and very similar to the previous month's financial report that the Board reviewed and approved.

He stated that they continue to work very closely with the Budget and Finance and the Department of Accounting and General Services otherwise known as DAGS, and as it relates to the American Rescue Plan Act, funds the ARPO monies that were appropriated during the last legislative session.

He mentioned that the Tourism Special Fund, as a reminder, sunsets at the end of this calendar year and encumbrances that remain after that point in time, continue to remain available for expenditure until they are subsequently disencumbered, and that the Tourism Emergency Fund remains intact and will continue to be available. This is the \$5 million that was referenced previously in the reports and will continue to remain available to the State in the event that a Tourism Emergency is declared, and the funds are needed.

He stated that it is projected that, at this point in time, approximately \$2.3 million of unencumbered funds in the Tourism Special Fund will revert to the General Fund at the end of this calendar year and, as can be seen in the financial reports, the Tourism Federal Fund and the Convention Center Federal Fund are how we are internally tracking and accounting for the expenditure of these are ARPO monies that have been appropriated and approved for disbursement.

He turned it over to Mr. Togashi, Vice President of Finance.

Mr. Togashi stated that as of August 31st there is \$67.5 million in cash and investments which represents the \$430,000 decrease from the last reported period of July. This was due to disbursements related to operational and various program expenditures, and of the \$67.5 million as Mr. Regan mentioned, \$5 million is reserved as the Emergency Fund.

He reported that \$59.8 million is encumbered toward contracts and the Tourism Special Fund will sunset on January 1st, 2022.

He stated that the anticipated balance is approximately \$2.6 million of unencumbered funds that they project currently to revert back to the General Fund on January 1st, 2022. There is a chart on page two of the Executive Summary that shows that progression over time from end of the last fiscal year through the anticipated January cut-off date.

Mr. Togashi stated that the new fund whose official name is the HTA CSF RF Subaward Fund, but they have referred to it as the Tourism Federal Fund or the TFF.

He reported that the Board has approved individual budget lines totaling \$32.7 million so far, this fiscal year, of which \$3.2 million has been encumbered for payroll. He stated that they have received access to that \$3.2 million and will make disbursements from it to fund payroll accordingly. He said that year to date they have made no budget reallocations.

Mr. Togashi stated that with regard to the CCESF or the Convention Center Enterprise Special Fund, which is the fund at the Convention Center has historically operated from, they have \$36.8 million in cash which is consistent with July's balance. Of that cash amount, \$35.9 million is encumbered toward contracts and most of that \$35.9 million incomes balances detailed at the bottom of page seven of the Executive Summary and represents the funds that were encumbered using FY2021 TAT restart and Board Reserve Funds.

Mr. Togashi reported that at the beginning of the fiscal year the CCESF had reserves of approximately \$870,000 which, as he previously reported, was anticipated to increase to \$5.8 million by the end of the fiscal year and that was with the deposit of Convention Center revenues. They now anticipate that balance to increase to approximately \$16.8 million by the end of this fiscal year due to receiving \$11 million in TAT that was deposited to the Convention Center Enterprise Special Fund recently in September, a few weeks ago.

For clarity purposes he stated that this year the Convention Center is receiving \$11 million in ARPO funds as well as \$11 million in TAT funds, and that receiving \$11 million in TAT all at once this early in the year marked a change in methodology for distributing that TAT, as historically that TAT was received in monthly instalments.

Mr. Togashi reported that, with regards to the Convention Center Federal Fund, the Board approved a \$490,000 budget for payroll which was encumbered in July, and so they are planning on spending that money towards that effort.

Mr. Atkins asked Mr. Togashi about the approximately \$2 million that is going to go back to the General Fund, and whether there are any programs that could use that money instead of it going back into the General Fund.

Mr. Togashi responded by stating that they are not able to access those funds in this fiscal year as they do not have an appropriation ceiling to be able to spend those monies so whatever was encumbered at the end of the last fiscal year, and throughout the last fiscal year, are the funds that they will be able to work with.

Chair Kam enquired from Mr. Togashi whether everything they encumbered on June 30th was all they could encumber, and anything left over, which is the \$2.3 million, is going to go back to the General Fund.

Mr. Togashi responded by stating that Chair Kam is correct, it is \$2.3 million and the balance being to \$2.6 million with a few contracts that liquidated in the period of July.

Mr. Arakawa asked Mr. Togashi about which contracts, or which areas were budgeted for last year, but where they were not able to spend the budgeted amounts, resulting in the \$2,000,000 left over, and why were they not able to execute those contracts before the end of the year.

Mr. Togashi responded by stating that as part of the encumbrance process that began with the board resolution in the May meeting, perhaps even early June meeting, they identified and prioritized a number of contracts that they felt were important for FY2022 operations. And that continued with the exercise that they went through at the end of the fiscal year when they learned that they would receive TAT restart funds. He stated that in combination those two amounts were approximately \$35 million and based upon that prioritization they were able to identify and encumber all the contracts that they had set out to encumber. Therefore 99.9% of the contracts that were identified, they were able do with funds that were available. They purposely left approximately \$1 million encumbrance on the table that they knew would revert back to the General Fund. He stated that during that closing period there were some other contracts that they released funds for that helped that balance grow to approximately \$2 million. In answering Mr. Arakawa's question, they were essentially able to encumber all those that they have set out as priorities for FY2022.

Chair Kam asked for a motion to accept the financial report as presented. Mr. Arakawa made a motion and was seconded by Mr. Chun. Mr. Regan confirmed the votes through roll call, and it was unanimously approved.

6. Report of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer Relating to Staff's Implementation of HTA's Programs During August 2021

Chair Kam recognized Mr. De Fries to provide an update. Mr. De Fries asked for everyone's attention to the written CEO report in their packet, which summarizes the activities for the month of August. He stated that they will see that transition continued during August as the second month of the transition into a new mode of operations as well as references and updates to the DMAP program in each county. He said that the month was filled with one-on-one meetings with the members of the State Legislature, and within the last six weeks they have met individually with thirty-three members of the House of Representatives, and they have 2 appointments scheduled for the coming week. In the state Senate they have already met with ten of the twenty-five individually and have nine appointments confirmed in the next two weeks.

He emphasized that the meetings have been extremely informative, very candid, and well received in every case and it's given them an opportunity to highlight not only the strategic plan but the outgrowth of that Strat plan, specifically what's happening at DMAP. He stated that DMAP is turning out to be an excellent framework for those conversations because the priorities have been set forth, the actionable items have been identified and a schedule of addressing those actionable items and sub actions has been laid out on an annual basis for each year of the next three years.

He stated that in addition to that the weekly Senior Policy Leader meetings continue and are convened by HiEMA, the Governor, the Attorney General, the four Mayors, DBEDT, DOH and HTA. He stated that every other week, every other Monday, he is required to file a Visitor Industry Update that highlights visitor arrivals and the way they're trending, occupancies, average rate, and red par statistics. Also included in that is a monthly update which is somewhat dated because of the time it takes but great interest is put on the TNT collections which typically are 60 days prior to his actual reporting date.

Mr. De Fries commended the HLTA that is taking the lead throughout the State in extending vaccination opportunities, not only to the workforce that is employed throughout the industry but also to their families. He referred to what he reported last month on there being too many situations where employees were vaccinated and returning to their homes with family and loved ones that were not vaccinated. He reported that they have met with Department of Health and become familiar with the programs they have in order to deal with any misunderstanding or mental block there might be about people choosing to get

vaccinated or not. He reported that the workplace mandates have driven the vaccination percentage up.

He reported that yesterday HLTA had a meeting with Governor Ige, Chair Kam and Vice Chair Arakawa were in attendance and board member Ms. Menor-McNamara was present in her capacity at the Chamber of Commerce and he is of the opinion that Ms. Menor-McNamara did an excellent job in conveying some of challenges that have been put forth in this environment. He reported that they heard from each of the Boards, Chamber Board Leaders and Board Presidents from each of the islands, and that people were cautioning against the forced mandates because it seems to be exacerbating some of the reemployment problems and being able to fill the available jobs that are there, and so that continues to be a delicate balancing act.

Mr. De Fries stated that since the Governor's declaration on August 23rd across the board all sectors of our industry have reported significant cancellations in revenue loss that was emphasized again in yesterday's meeting. The Governor's office has reached out to each of these sectors encouraging them to provide his communications team with messages that may be specific to their sector of the industry. He stated that since the August 23rd announcement HTA and its communications team including Anthology and HVCB have been developing messages that the governance communications team will consider when the governor sees fit to issue a pronouncement reinviting people to return to the Hawai'i islands.

He stated that there are two things to expect, firstly, in a week or 10 days, is a new emergency proclamation and secondly, in the second or third week of October, and because of the way the delta variant curve is trending is to reinvite visitors back to Hawai'i islands, but that timetable and messaging is best left to the Governor.

Mr. De Fries said that during the month of August and the month of September they continued with monthly meetings with each of the Mayors and that those meetings have turned out to be well attended, have great interest and that when trying to message the consumer marketplace, State policy and individual county policies has sustained itself as a challenge, but each of the Mayors have been extremely forthcoming and candid in their engagement with the visitor industry leaders who attend the meetings.

He added that the American Hotel and Lodging Association's President has reached out to HTA to assist him and his executive team, and also meeting with the Governor which they hope to do in the middle of October. The national perspective is going to be increasingly more important, not only to the Governor's understanding but also to HTA in as much as

AHLA has a significant presence in Washington DC and given that their funding for FY2022 is ARPO having the efforts of AHLA and HTA in alignment is going to prove to be critical.

He reported that HTA has been invited to join the Ways and Means Committee for a meeting on the island of Maui on the 18th of October and has been given two hours and 45 minutes between 11:30 and 13:45 to introduce the strategic plan and provide updates on DMAP. He stated that there is going to be specific interest on strategies related to attracting the high-end visitor and high value visitor. He noted they will be reviewing the safe travels program and look at ways to improve that program, and that there is also an interest in understanding what strategies can be deployed and what support needs to come from both the legislature and the private sector in the industry to elevate the TIM School at UH, and have it recover its preeminent stature in the world as a tourism learning institution.

He noted that the other agenda item that has been emphasized is further understanding how the visitor industry can drive sustainable agriculture to a greater extent.

He stated that he had an opportunity to meet with Chair Dela Cruz and Director McCartney, and that Mr. Regan, Mr. Ka'anā'anā and himself have had one of two meetings with the WAM staff to finalize that agenda and the guest list.

He reported that those joining them at that meeting will be the leadership of the DOT, DOT Airports Division, DLNR and the County of Maui. He stated that there is great interest in understanding what more can be done to have effective interagency collaboration and coordination among the State agencies as well as at the county level.

Mr. De Fries invited Mr. Regan to provide the Chief Administrative Officer's Report.

Mr. Regan stated that, from an administrative standpoint, they have been actively supporting their team with their needs, whether it be procurement, contracting, finance accounting, human resources, planning or legislative.

He stated that they continue to move forward with the items contained in the Change Management Plan and a significant amount of time and resources have been allocated to that effort.

With regards to the Visitor Assistance Program, he reported that all four county programs continue to provide support to the visitors in crisis, and that it is a very important program that HTA supports. He reported the following statistics: in August Maui assisted eighteen visitors, Point Island assisted 45 visitors, Honolulu assisted 153 visitors, Kaua'i supported 18 visitors and calendar year to date the total number of visitors that have been supported through the Visitor Assistance Program equates to approximately two thousand. He noted

the program provides a safety net for visitors that may be experiencing a wide range of challenges including theft, injury and sometimes even loss of life. He thanked the executives and volunteers that have supported those programs and mentioned that the Hawaiian Lifeguard Association snorkel safety study, which has been included in the CEO report, is available on the website.

Mr. Regan stated that Ms. Anderson and her team have been working on the DMAPS, that the O'ahu plan was published on August 31st and the summer update emails or press releases provided some information on the Hawai'i Island, Maui Nui, and Kaua'i DMAP update for implementation of the actions and sub actions. He reported that the implementation phase is moving forward for all of the DMAPS including O'ahu and that they published the summer update prior to the publishing and completion of the O'ahu DMAP; therefore, in the next update there will be information relating to O'ahu's actions and sub actions.

He reported that due to direction from B&F, approved internal documents such as the CSFRF forms submitted for payroll, operational expenses or the three RFP had to be re-evaluated as they had to resubmit a consolidated CSFRF form to budget and finance that included a tourism recovery plan. He reported that the Governor signed off on that document on September 21st.

He stated that the Governor chose HTA to be the designated recipient of the \$14 million non-competitive award given to the State of Hawai'i from the Economic Development Administration and requested that the HTA works closely with DLNR and supports them with some of the requests that they have for projects that HTA believe fit with the NOFO requirements contained within the EDA document.

Mr. Regan reported that the EDA application was submitted and accepted by the EDA, and the next phase will be presenting opportunity and projects that align with the NOFAL requirements and actual use of the monies, therefore the team has been working closely with BNF to make sure that the subsequent forms beyond the CSFRF are in alignment and completed in a timely manner in accordance with what BNF is directing.

He reported that meetings with the Congressional Delegation have been completed, they met with some neighborhood Board Chairs and Vice Chairs for Kailua, Waikiki, Makakilo and North Shore.

He noted that in the month of August they met with 14 legislators which was extremely productive and positive and provided the opportunity to update the legislators.

He mentioned that all four Mayors participated in the meetings on the hospitality industry updates for August, and during the month of September there were three hospitality industry updates, for one from Maui County, Hawai'i County and the city and county of Honolulu.

He said he, Mr. De Fries and Mr. Ka'anā'anā participated in two Town Hall meetings in the month of September, one of which was on September 7th which was hosted by representative Gene Ward, Senator Chris Lee, and Council Chair Waters and on September 24th with representative Tam and Senator Moriwaki.

Mr. Ka'anā'anā reported that the RFPs for Kukulu Ola and Aloha 'Āina and the Community Enrichment Program have been released. He stated that Kukulu Ola and Aloha 'Āina is being administered by the Hawai'i Community Foundation this year and staff have had informational briefings for each. He stated that proposals are due October 29th at 4:00 PM through an online application via the HCF website.

He reported that Ms. Anderson and Michelle have been helpful in getting Community Enrichment up to speed with the Hawai'i visitors and the Convention Bureau who are administering the Community Enrichment Program this year and that those proposals are due November 5th at 4:30 PM, and all the application information for the program can be found at HVCB's website.

He said they are excited to resume the programs that were cancelled during the pandemic but know how important they are in terms of the ability to move resources to community based, non-profits, and that they received great feedback and attendance at the informational briefing.

He reported that there will be Malama Ku'u Home update tomorrow from 9:00 to 11:00 AM done virtually on zoom and streamed live on Facebook and that there are over 800 registrants for the session. He noted that the content that will be covered includes the strategy plans, organizational changes made, implementation of the DMAPS, brand marketing efforts and market insights. He noted that Friday's update is not the traditional Fall Tourism update where partners get to see the marketing plans from the GMT's, part of that is delayed because of the challenges in getting procurement out and the Brand Management Plan outlines that they usually present for the upcoming calendar year which will most likely be presented in December.

Mr. Ka'anā'anā stated that in the registrations that they have seen to date, they have had a really good, diverse mix of industry and community business leaders, and they have done a lot to make sure that it is promoted on social media; therefore, if anyone looks at the HTA

pages could they please go and share those posts as there is still room left if people want to register.

He stated that, with regards to the U.S. MMA RFP, the Evaluation Committee has been selected and approved and held its first meeting on the 28th of this month. Staff is still drafting the MCI and Global Support Services RFP's.

He thanked the Board for their approvals of the amendments of the Brand Management Plans for 2021 and stated that the staff have been working with the GMT's in implementing the plans that were presented. He noted that Japan's lifting of the State of Emergency is a meaningful first step toward restarting international travel from Japan.

Mr. Arakawa referred to the meeting of the HLTA Executive Director Mufi Hannenman with the Governor noting that there were five takeaways from that. The first take away being that there was a huge worldwide impact from the Governor's message in August about travel to Hawai'i that rippled across the industry internationally and nationally. The second take away from that meeting is that all of the industry leaders recognized that was a hard decision given the status of the hospital capacity and health care capacity in Hawai'i. The third take away being that almost every one of those industry leaders supported the Governor's decision 100% at that particular time. The fourth take away is that they really wanted of an opening date in order to be prepared for the reopening of tourism and that Mr. De Fries covered that and last take away is that the industry all pledged their support for helping the Governor with the messaging of the reopening message.

He said that it is good to include each island HTA member representing the island in the mayor's meetings as well as to include Ms. Kimura in the Senate Ways and Means meeting as it is going to be on Maui.

He stated that is very encouraging about the visitor industries driving sustainable agriculture and that he's been a member of the Hawai'i Farm Bureau for the past 13 or 14 years. He suggested to reach out to Warren Watanabe, the Maui County Farm Bureau Head and Brian Miyamoto, the Hawai'i State Farm Bureau Head as they might have some ideas.

Mr. De Fries stated that the names of those from the Farm Bureau have been discussed and their inclusion is going to be important, and that he noted that the physical presence of Board members has to be limited to two, therefore Ms. Kimura, as the representative on Maui, will be one of the two.

He asked if Ms. Menor-McNamara had something to add with regards to her report in the meeting with the Governor. She responded by stating they provided a high-level overview

of the surveys they have done in May, July, August, and the beginning of September and that consistently it was a challenge. For one, there was workforce shortage across the industries but especially for the hospitality industry, and two, with the additional restrictions such as the vaccination programs, it's been challenging for many businesses as well so coupled with the announcement that was made about not coming to Hawai'i there was an impact on many industries, therefore not necessarily only restaurants, but the entire supply but the main challenge so far has been workforce shortage.

Ms. Kimura asked Mr. Ka'anā'anā if the Board or the Marketing Committee could review the applications of the U.S. MMA RFP. Mr. Ka'anā'anā responded by stating that he believes they may not partly due to the confidentiality of the application before it's released. Gregg Kinkley said that there needs to be some sort of assurance that the material in it remains confidential and that there is a form or internal board centered NDA that could be executed, but he has never seen this before.

Mr. Regan recommended Ms. Kimura reaches out to the State Procurement Office and determines whether or not there is an issue, or if it's allowable, and that they will then follow the State Procurement Office's direction on this matter as they are now under 103D and want to make sure they are not negatively impacting the very critical RFP.

Mr. Arakawa mentioned that another option would be to let the State Procurement Office know that there is Board representation on that committee. He asked if that would suffice as Board support and if Mr. Regan, Mr. Ka'anā'anā, M. De Fries and Mr. Kam could solicit Board comments on the MMA so the board members would have a voice, depending on if the State Procurement Office allows other board members to get involved. Or if they could ask for questions from the Board members so they could have an input as there are confidentiality concerns with the procurement process for RFPs. So perhaps another way to satisfy that would be if there's board representation on that RFP committee.

Chair Kam asked for a motion to approve the budget by the convention center. Mr. Chun made a motion and was seconded by Ms. Yuen. Mr. Regan confirmed the votes through roll call, and it was unanimously approved.

7. Update on HTA's Implementation of Change Management Plan

Chair Kam acknowledged Mr. De Fries to provide an update. Mr. De Fries stated that the report will be in four sections, the first section will be on ARPO funds, second on reorganization of the staff, the third section will be on redescrptions, realignments and

recruitment for new positions, and the last section will be on the revisions of policies and procedures that are in motion.

Mr. Regan stated that HTA received a notification from BNF that the request for operational expenses would need to be pulled back by the HTA, because of a shift in direction on that overall process and that they work very closely with Budget and Finance to draft, finalize and submit all the required, revised documents which included a new CSFRF forum as well as a CSF tourism recovery plan, and that the revised request was submitted on September 9th. He stated that Governor Ige signed off on that request, which includes the remaining \$56.7 million, on September 21st. They also received the approval letter from BNF on the 23rd of September, and they continue to discuss with BNF the process moving forward on how to encumber and expend the \$56.8 million in additional funds provided through that process.

Mr. De Fries asked Mr. Regan to revisit the EDA noncompete grant, specifically some of the early inquiries and discussions with DNR.

Mr. Regan stated that the Economic Development Administration non-competitive award relates to the \$14 million that was provided to the State of Hawai'i, and that Governor Ige designated the Hawai'i Tourism Authority to be the 'manager' of those funds, and to engage with DLNR to ensure that DLNR was part of that award process and would be allowed to propose projects that align with the NOFO requirements and that EDA grant. He stated that they have had numerous meetings with DLNR on some of their proposed projects that equate to approximately \$7 million in projects that align with the DMAPs and also align with the restrictions and requirements are contained within the NOFO.

He stated that they had to prepare federal documents that were required as part of this process, which included an application, other attestations, and a high-level overview of the direction that the State will be taking, which was all submitted through grants and accepted by the agency. He reported that they are nowhere near receiving the funds or finalizing the projects.

Mr. De Fries acknowledged the Deputy Director of DLNR, Bob Masuda, a member of the O'ahu DMAP Steering Committee. Through his work and focus on DMAP that the early conversations about all joint venturing and collaborating with DLNR are aligned with DMAP throughout the State.

He provided an update on the CMP. He stated that on the reorganization of the staff, the executive team continues to work with the staff to ensure that they are in alignment with the CMP that was presented to the Board in June. Drafting the organizations overall

reorganization request that aligns with DHERD and the DBEDT processes. He stated that a total of fourteen out of HTA's 25 positions require varying degrees of redescription to their respective position descriptions and that at this point nine of the fourteen redesignations have been completed, and there are five of the fourteen that are at various stages of completion, therefore that interaction would be heard and DBEDT is ongoing.

Mr. Regan stated that there is a formal process that they have to go through to change the organizational chart of the HTA, as well as to formalize the 'endpoint' which they have been pushing through as quickly as possible. He also said that the redesignations require a lot of back and forth on the position descriptions themselves, which Mr. Ka'anā'anā and himself have had numerous discussions on with regards to how to modify and update those position descriptions. He reported that the Senior Brand Manager Position descriptions and the Brand Manager Position descriptions are done, finalized, and approved by DBED HR. He stated that they have also finalized the position description for the Administrative Assistant, which is under Mr. Ka'anā'anā's branding section of the organization, and is very much needed to support him and his team. He stated that the Senior Brand Manager Position descriptions were approved on September 22nd and active recruiting for the position will close on October 8th, the Brand Manager Position descriptions were approved on September 27th and the Administrative Assistant position description was approved on the 20th, and active recruiting for the position will close on October 1st.

He stated that, for the Public Affairs Officer position, which was completed for redescription on August 23rd, a request to fill that position was put out on September 16th, the recruitment closed on the 24th, there were approximately 60 applicants for that, and they are now in the process of interviewing for that position, which is going to be taking place during the week of October 4th.

Mr. De Fries stated that, with regards to the revision of policies and procedures, the admin team has been meeting with Budget and Finance to finalize procedures to encumber and expand the approved allocation of ARPO funds, and that Budget and Finance is developing forms for approval of incumbrance and expenditures. He noted that the HTA team has completed the basic State Procurement Office training regiment, and that the Chief Administrative Officer, VP of Finance and Procurement Officer have completed advanced procurement training.

He stated that they are now trained and ready to provide the procurement support to the team and emphasized that once HP862 became manifested into the new law, the new conditions under which they operate, a loss of TAT as their funding source, replaced by ARPO for FY2022, it was important that the team immediately prepared to become

operational under the new conditions that have been put forth. He stated that they continue to revise procedures to comply with various requirements with the State Procurement Office, with ARPO, with DBED and the procedures that are being updated include procurement procedures, RFP templates, contract templates including certifications required under ARPO, ethics procedures and quality assurance plan, conducting a review of HTA's bylaws to determine if revisions are required to comply with organizational and legislative changes.

He stated that back in June when they submitted the plan to move forward with a change management plan which was approved by the Board, they also made the Board aware that they had engaged the service of ES&A. The Board received a copy of a proposal for an \$80,000 contract that ran from June through the end of the year, but that contract was terminated. At the end of August, after three months on retainer invoices for a retainer of \$10,000 per month for each of those three months, which has been approved by himself. They are grateful for the direction that they were given that resulted in being put on a course that they feel is taking them in the right direction with the integration of federal procurement, federal compliance, state procurement and state compliance, and so they felt that the remaining five months of that contract was not necessary and that their team had been putting their best efforts forward to learn this new environment in a very granular way.

Ms. Kimura clarified that the contract was the question that she wanted to ask in the last Board meeting, but her microphone wasn't working.

Mr. Regan asked a question that was provided in testimony and relates to the job descriptions being reviewed and approved by the Marketing Committee and the Board. He stated that he does not recall the Board requesting that the position descriptions be submitted to the Board for review and approval prior to moving forward, and that typically is handled at the operational level and not at the policy level. So, unless the Board directs otherwise and under 201B the president and CEO does have the authority to hire the necessary staff in order to conduct business of the authority.

Mr. Kinkley stated that he, as the attorney, agrees.

Mr. Atkins stated that if they were to do that from the Board level, he has the confidence in their staff that they should be able to it having to come to the Board for approval.

Mr. Arakawa stated that the Board has given direction to the staff on what they'd like to see in that position and would support, or what the board feels is necessary for that position.

8. Presentation by the Hawai'i Convention Center and Rider Levett Bucknall on the Rooftop Repair Project. The Presentation will Include an Update on the State of the Current Rooftop and Recommended Options to Repair the rooftop. The Board may Discuss and Take Action on this Agenda Item.

Mr. Regan noted that this is the second time that they have discussed this particular repair project with the Board since 2019 and thanked Julian Anderson, Teri Orton and Marie Tate for their hard work and diligence on this matter. He stated that he believes that Mr. Anderson has done an excellent job at pulling together the necessary processes for the Board to move forward and some of the challenges that they are going to face, as well as the estimates on the overall cost.

Mr. Anderson stated that the presentation is about the rooftop terrace deck on the Hawai'i Convention Center and that it was a feature of the winning presentation for the design build of the Convention Center. He reported that it provided approximately one hundred thousand square foot of roof area that could be used outside. He said that in the process of awarding the contract, the then Hawai'i Convention Center Authority issued a change order for \$4.15 million to provide that the structure of the building was updated. This was so that at a later date the rooftop terrace deck might be converted to an alternative use which was considered to be something like a ballroom or additional meeting rooms. He mentioned that this is background information and that since 1996, 1998 building codes have changed, so the extra structure that was put in to support meeting rooms or ballrooms is no longer considered sufficient to meet building standards.

He showed an aerial view of the Hawai'i Convention Center and noted that the green area on the right is the roof of the ballroom, and on the left is the rooftop terrace, and at the bottom of the screen the small blue triangle is the Ala Wai Canal. He stated that for the purposes of this presentation they will be orientating it a little differently, so the Ala Wai Canal is on the right-hand side of the slide. The ballroom therefore would be on the top of the slide if it were included in the slide.

He stated that the Rooftop Terrace is a deck. He said that on the very bottom they have sprayed on fire proofing that protects the steel in the event of fire. They have the steel deck, and on top of that is structural concrete. On top of that is a waterproof membrane, which is the subject of the discussion. There is also a protection board to protect it from damage. On top of that is insulation which provides insulation and sloping for the concrete topping slab or wearing slab that goes on top of it. He stated that it is a seven-layer composite structure and the two that matter in terms of structure are the metal pan and

the concrete immediately above the metal pan. He said that in the response to the RFP, the original design builder, which was noted PCL, told them that they would need to replace all the built-up roofing systems every 15 to 20 years. So, most of the built-up roofing systems were supplied with a 15-to-20-year guarantee. However, the building was completed in 1998 so they were well beyond the guaranteed period.

He reported that leaks in the rooftop terrace have been going on for a long time. He stated that it started off with issues of cracking and became concerning through the years until eventually in 2018 their company was asked to inspect the underside of the deck to determine what was going on with water leakage from that deck into the areas below. What was found was as in the photo which is from a storage room in the Convention Center, looking up at the underside of the deck where enough rusting of the metal pan has taken place that the fire proofing, which is the grey, has fallen away from it.

He reported that in other areas, also in a storage room, there was significant water penetration, particularly around the rooftop terrace drains and plumbing, where damage to the fire proofing and the staining caused by rust is coming through.

He reported that there is also leaking through the waterproofing on the deck where water is coming out the edge of the slab above the children's courtyard and is staining that wall in the open-air section, which is not good because water coming out of buildings is never good unless it's through plumbing or rainwater downspouts.

He reported that they also found that stairwells five and six suffered from problems caused by this same issue, which is water penetrating that deck, and that degradation of the structure is visible, rusting of the middle pane and what it looks like cream coming down that is actually calcium coming out of the concrete being leached out by water, sort of like a stalactite made out of calcium, is visible.

He stated that the problem is, if it is not dealt with in a timely manner, eventually the portions of the building that rely on those stairs for exiting of the rooftop terrace deck, because they are emergency stairs, fire stairs, if they are not structurally adequate, the portion of the rooftop terrace deck that relies on those stairs for exiting the rooftop terrace deck cannot be used.

He stated that, back in 2008, they thought that the capacity of some structural members in the stairwell may have been compromised by rust, and that the stairwells are the white area within the green area that is the rooftop terrace.

He reported that HTA and HCC hired a firm of specialists in water infiltration matters, Allana Buick and Bers, and under their direction they did testing and sampling from underneath, in Level 3, to see how much rust there really was and whether water had gotten underneath the waterproof membrane, into the slab and then down into the space above the metal pan.

He reported that they were able to access about 44% of the areas because a lot of those areas are in meeting rooms and of course they have bulkheads above them, ceiling structures above and sometimes they were able to pop out ceiling tiles but not always. He noted that the blue areas shown are the areas that they were able to inspect, and the red areas are where they detected rust, where they could see rust on the metal pan, and that comprised about 12% of the overall deck area which means that the metal pan seemed to be rusting. He said that is critical because the metal pan, together with the concrete slab, provide the structure that is the rooftop terrace and that everything else, the waterproofing, the insulation, and the concrete slab on top, is merely there as a wearing slab and protection for the concrete.

He summarized in saying that there was rust on the underside of that middle pan ,the rib section, and the rust was showing up on the metal pan particularly where the fireproofing had fallen off because of moisture. He stated that they are sure that there was moisture in the metal pan, and it wasn't caused by something else, and it can be seen in the picture. There is a grey area and a slightly darker grey which is moisture that has gotten into the fire proofing and looking at the same area where an infrared image has been taken, the cooler water infiltrated area shows up as the dark green.

He highlighted a few things ABB said being that there may be more leaks as they could only look at 44% of the underside of the deck, but what they did conclude was that the existing waterproof membranes and associated appurtenances, meaning everything that goes with that the drains, are no longer serviceable and require replacement at the earliest opportunity. He stated that this was reported in 2018 and it is no longer serviceable and needs to be replaced.

He reported that ABB concluded that the waterproof membrane for that level has reached the end of its serviceable life and is no longer preventing rainwater from entering the structure below. They also concluded that they know of no remedial repair, short of complete removal and replacement that can effectively mitigate the ongoing leakage. He stated that the only way to get to the waterproof membrane and replace it is to take off the concrete slab, take off the insulation, take off the protection board and then get down to the waterproof membrane that must be removed.

He noted that HCC asked them to have Kai Hawai'i, the structural engineers they engaged back in 2018, to have another look at, particularly stairwells five and six, and as seen from their photos the rust is getting worse and peeling away sections of the beam flange, and the photo shows the decking has lots of rust, and more of those stalactites are coming and rust on the surface of that W18x76, which is a technical term for a web beam.

He stated that a structural member is only as good as the thickness of the bottom section, the top section, and the web, and needs all of these to have their full thickness but rust takes away that thickness, reduces it and makes it less strong.

He reported that the stair landing framing has corrosion at the lower levels and the stairstep pans and landing framing has also got corrosion.

He reported Kai Hawaii's findings and recommendations from their survey back in May and June this year, originally back in May and June of 2019 that they updated on August 3rd and fourth of this year. They stated that they believe the structural system - the concrete over the metal deck, those two first layers, can still adequately support the original design loads. In other words, it's safe to continue to use the deck, and that the section loss due to corrosion still ranges from superficial to less than 5%, which means that it's in the thickness of the metal pan. He said it's the thickness of the members that counts and the suspect remains around the roof penetrations, which is where there are drains and in those area it is worse.

He reported that, where they had a look, there was little impact on the deck capacity but there is more damage around the drains so this area will have to be strengthened or replaced. However, around the edge of the children's courtyard they saw that where there was black coming down the face of the wall and in some areas where the rooftop terrace overlooks the lobby, there's also staining, which is water coming out so there may be some similar conditions to stairways five and six, which they think is the case, but they have to open up those to have a good look.

He reported that, regarding stairwells 5 and 6, they suggested for stairwell 5 that they open up the wall below the girder and provide temporary shoring, which is urgent. For the secondary framing members, they also need to do shoring, and the stair landings treads should be strengthened by welding additional steel plates under any sections that have section loss. For stairwell 6 they need to open it up to have a good look before they can recommend what to do with the girders. However, for the secondary framing shoring of the sides and edges of the steel deck is sufficient until further investigation can be done.

He reported that, with regards to repairing the deck, there is a steel pan at the bottom. On top of that is concrete. On top of that is a concrete fill sloping toward the drains. On top of that is waterproofing. On top of that is a protection board and waterproofing. On top of that what is being proposed is a pedestal paver system due to long term cost, because with a pedestal paver system if ever there is a water leak they can take up some of these papers, inspect for the leak and repair them in a localized way, rather than demolishing 100,000 square foot of concrete slab and everything else that goes with it. So, it's a sensible solution for the long term even though it is more expensive and there are lots of different examples of pedestal and ways you can make it look attractive, but it will support public assembly.

He stated that they are proposing that they go back and repair the deck, take up the concrete and everything that's there now, all the way down to the waterproofing, then replace it with this system. He says there is a chance that they will have to do structural augmentation of the existing slab. This means that there is an additional layer immediately above the concrete slab in between that concrete fill because of the concern that is that if the structural pan, the middle pan, has got rust to the point where it's no longer enough to support the loads, rather than try and replace that which would be very difficult and time-consuming, an option would simply to be to put another structural slab on top and bind that to the slab below which is done with special anchors. He said that would help increase the load capacity of deck and with resisting future cracking, but they don't know whether that's needed yet, they will only understand that once they get funding approved and get closer to doing the repair work itself.

He reported the options for consideration. Option one - the recommended minimal option is to repair the deck, add the structural augmentation as needed and use pedestal papers as the finished wearing surface that gets worn down overtime. Option two is to do exactly what is mentioned above, put in the pedestal paver system with the wearing slab and also to add Echo-Shade so that together with the existing Echo-Shade approximately 50% of the total deck area would be covered, but with both of these they will still have to repair stairwells five and six. Then the third option that was looked at was to repair the deck and construct a new ballroom to cover approximately 50% of the total deck area.

He noted that HCC recommends option two because the Echo-Shade provides shelter from sun and rain, and by having that it would allow HTC to free up the ballroom because currently when events are booked on the rooftop terrace deck they have to hold the ballroom as backup space in case there's rain, so if they had the Echo-Shade they would then be allowed the freedom to book the ballroom at the same time.

He reported the approximate cost of the three items. Option one, 54 million, option two, \$64 million, option three, \$122 million. He stated that options one and two would take a total time of 76 weeks because they have to do final forensic analysis of the deck and see exactly what needs to be done, they have to get the design done for the final repair, put out the bids, procure the contractor, get the documents together, and make sure that everything is sorted with the selected contractor before they can start. So that's the total project time including construction. Construction itself, they think would be about 29 weeks, which is reasonably fast given the amount of work that has to be done.

He stated that option two would take about the same time even though there is more work because they would phase the repair of the deck so that sections that are going to have the new Echo-Shade on them would be made available first, and so it wouldn't hold up the reopening of the deck.

He reported that the third option is going to take a great deal longer, 120 weeks, because it has all the project issues of the deck repair, but on top of that it has to have a new ballroom designed. He said that is complex because the structure in that area, while they did spend another \$4.15 million in 1996, 1998, that structure that was added is no longer sufficient to carry the weight of an additional ballroom. Therefore, they would have to put a new structure through the meeting rooms and all the levels down, including through the exhibit hall, to put new foundations down and to design all of that to provide for the capacity to have that ballroom. Then the construction of it would take much longer, well over a year.

He stated that first the shoring and repairs within stairwells five and six should be done as a matter of urgency which includes the shoring and the new plates added into the steel treads and rises. Without this work being done there is a real risk that the rooftop terrace deck, or at least a portion of it, the Diamond Head end at least, will not have enough emergency egress capacity to allow the deck to be used for events. This would be a loss of revenue to the center, and the rust and continual degradation of those stairs would continue to get worse.

He stated that, in addition to all of that, the water in those areas infiltrates into stairwell five and six and makes its way down into other areas of the building including the Level 3 Meeting Rooms and the Intermediate Levels. He stated that the deck leaks, especially from the planters and around the drains, are impacting rentable space, including meeting rooms on Level 3, and some of those rooms are having to be taken out of inventory and can't be sold.

He reported that if they were able to get funding for this and get into design in 2022, they could get construction done mostly in 2023 for options one and two, which is a good year for the center because they've got few event bookings that year, so the invasion of the construction noise and activity on event goers would be minimal.

He stated that this is an issue that existed since the building was designed because it is a flat roof that will eventually leak and they will always have a period where the waterproof membrane reaches the end of its useful life and has to be replaced, repair of this is not an option, replacement is required.

He stated that ABB has looked at many options for other types of fixes and none of them are viable, local failures of the deck, especially around the roof drains, will render the deck unusable even if the rest of the deck is still okay. He mentioned that if the work is not done, the amount of damage will continue to increase, and more rentable space will be taken out of inventory, especially the makai-side meeting rooms, the Children's Courtyard and potentially even some lobby areas. He noted that the longer they leave it, the more significant the renovation and repair, and the greater the cost. He mentioned there's also the impact of reputational damage on future sales. He pointed out that the Makai-side meeting rooms will not be saleable, in other words they won't be able to be rented during construction.

Chair Kam asked Mr. Regan to tell the Board why he wanted to have this presented and what he is asking for from the Board.

Mr. Regan stated that is urgent from a project standpoint, but also from a funding standpoint, and as they are approaching the development of the Overall State Budget, they need to propose to the Governor to consider adding this to the Governor's subsequent proposal to the Legislature for consideration. Therefore, there is urgency from a Board standpoint to approve one of the three options so that they can submit that request to the Governor to include that as part of the General Obligation Bond request for CIP for the upcoming session.

Chair Kam asked Mr. Regan to clarify with the board that he is not asking for any of the funds that are budgeted or allocated, and basically, it's a request for the Board to approve one of the recommendations, so that he can present it for the Governor to add into his budget.

Mr. Regan confirmed that that is accurate, and that the request is not from cash currently being held or already allocated or dedicated to current IP projects at the Convention Center, this would be a General Obligation Bond request for CIP and going forward, it would be

important for planning and design to take place in 2022. He said that depending on the timing of that, they may have to fund a portion of the planning and design through existing cash that they have for CIP at the center, so it just depends on timing if they are able to get it approved by the Governor to include it in his budget, and if the legislature agrees to support it. Then just depending on the timing of that and how it matches up to the planning and design requirements for this project, will depend on whether or not they need to utilize some of the cash for planning and design.

Mr. Anderson stated that for total project time there are 76 weeks and construction time is 29 weeks, so 35 weeks would be needed for planning and design before they are able to put a bid package together for people. The cost for planning and design would be in the range of \$7 million.

Chair Kam clarified that they are recommending option number 2 and the ask might be for \$7 million from funds from HTC, which we have available if it's from the design side and asked if there are any questions.

Mr. Downing asked, with regards to everything being built above the structural pan, which is the piece that is rusty, correct what is going to happen to the structural pan.

Mr. Anderson stated that the structural pan is not going to be taken out, but the area around the drains will need to be opened up and the structural pan, in limited areas, will need to be removed and replaced. She mentioned that in very limited areas the rest of the structural pan, providing it doesn't continue to degrade, they would like to be able to leave in place and take out all the rust from the structural pan and therefore they are going to clean it, remove it and treat it.

Mr. Downing asked if the process is similar to what they did with the Aloha Stadium and expressed his concern about building all the weight on top, and the need to pay attention to the structural pan because if that gives, all that was built on top is just going to fall in.

Mr. Anderson stated that all of the structural pan is inside the building, and they have looked at and considered taking everything out and replacing it. She mentioned the problem there, is that if you take out the structure, everything including the structural pan, then you also lose everything in those meeting rooms down to the carpet, and so you have to rebuild all the walls for the meeting rooms, the air walls the HV AC systems and audio systems in there and all the finishes. She stated that it's extraordinarily expensive to put back, and even that aside, one of the things they did discover in discussions with the original structural engineers of the building and with Kai Hawaii is that the structural metal pan and the concrete actually act as a diaphragm bracing for the building, so if you took that

out, they would have significant bracing problems for the rest of the building at level 4 and down to Level 3. So, in discussions with ABB, the experts in these waterproofing issues, and with Kai Hawaii, neither of them believes that there's a need to take out the metal pan. They believe that it can be treated properly and that once they get the water out and put waterproofing on top of it, there will be no further rusting of the metal pan and that the issue will be dealt with. He stated that the other thing that gives him some comfort is that the pan has been rusting or had water infiltration on it for quite some time. He mentioned it was a galvanized steel pan, so the galvanizing has obviously worked and even with all that water in all that time, as the Kai Hawaii reports from this year said, most of the rust on the metal pan is surface rust and none of it, except around the drains, has greater than 5% decrease in the surface area.

Ms. Yuen asked for more information on the Echo-Shade, what that looks like and how much square foot it would be covering.

Mr. Anderson stated that the Echo-Shade is being installed up there right now and the total area of Echo-Shade, once completely done, will be in the order of 40,000 to 45,000 square foot.

Mr. Regan stated that the Echo-Shades are ceiling height and they're also automated in the sense that they are able to open and close based on weather conditions. So, if it rains, they are able to close the echo shades and then utilize the space beneath it more. He mentioned that if it's too sunny they're able to close the shades and allow activities to occur on the rooftop. Currently this cannot be done, because of being fully exposed to the sun up there on the rooftop, so it does certainly provide more usable space to be rented, and without having to deal with the possibility of having to strike it if there is bad weather.

Ms. Orton stated that she thinks the option to go with Echo-Shades covering 50% of the rooftop is the option that they are strongly recommending as it really does provide an opportunity to utilize the roof without having to hold the ballroom as a rain backup. She mentioned that it also allows them to not have to extend very expensive costs to customers to use the roof, as it allows them to reduce the expenses that their customers would have to pay to utilize that roof. She said that in addition, it also allows them to run electrical power to the roof through this system because it is automated and they will have electrical running through the base of this structure, it allows them to run electrical outlets to cover 50% of the roof.

Chair Kam asked about a warranty with regards to the investment.

Mr. Anderson stated that they will be seeking a 20-year warranty on this and included in the pricing of these options for the deck repair, they are also pricing in a water leak detection system going into the membrane, so it will detect and electronically alert building maintenance.

Mr. Ching asked if, outside of the larger costs of option three, it is as desirable as option two as it seems it would be a more permanent fix to deal with water for the long term, past 20 years, usable all the time and with the Echo-Shade you end up having to have a backup anyways.

Ms. Orton stated that they definitely would prefer to have the entire rooftop covered if price were not a factor, and whether it's 50% or 100% of the rooftop they would be able to utilize that space more if it was in a ballroom or additional function space, but they are happy with the Echo-Shade.

Mr. Regan emphasized that they are not saying that the rooftop deck area would be 100% covered by a ballroom. He said that only 50% of the deck would be covered by the ballroom. He mentioned that beyond that, the top of the ballroom will still be exposed to the elements, and so regardless, there will be the potential for water intrusion at some point in time. And then also, as part of the ballroom option, what is the payback in terms of additional utilization and the cost benefit analysis? Does it make sense from that perspective to go down that path and then finally, the appetite for supporting CIP and General Obligation Bonds at that level of dollar and he mentioned they still need to get the Governor and the Legislature to support that inclusion.

Chair Kam asked for clarity on their recommending of option number two with the \$64 million costs, and if it is because the amount of business that they can retain can justify the investment that the State and the Government would make.

Ms. Orton stated the ballroom is their most rented space, and they did look at the revenue generated there, and to double the price on the project didn't make sense.

Mr. Togashi stated that a lot of the benefit of an additional ballroom would be toward local business, so they are talking about expanding further into the local market which he thought is not their point of emphasis.

Mr. Arakawa stated that he is very concerned by that statement that local businesses are not a concern of the Convention Center, but that aside, they need to be mindful of the taxpayer's money and the issues raised about Aloha stadium and by Mr. Ching and asked how long this fix is going to last.

Mr. Anderson stated that the Aloha stadium was a flawed design from the beginning because it was built using a product called court, which is 'designed to rust,' and the structural pan which has had some damage can be topically treated without having to be replaced in the views of the experts, ABB. He stated that in the long term it is a fact that every 20 years the future Board will have to provide funding for taking up the pedestal pavers, lifting them out, taking off the protection and replacing that waterproof membrane. He mentioned that it's no different to replacing the roof on a house or the roof on the ballroom, and that it will have to be done on a cycle and can be planned for in budgeting.

He stated that the problem with the installation that they have there right now is that it is a poured-in-place concrete, so the only option they have for dealing with it is to take the whole big piece of concrete out to get to the membrane to replace it. The Convention Center Authority at the time went for best value and that was considered this value, but it was always going to be a problem in the long term. He stated that this will have to be addressed every 20 years, and if they put a ballroom over 100% of the building, they will have to replace the roof of the ballroom every 20 or 25 years.

Chair Kam reiterated that this is just looking for the Board's approval to submit.

Mr. Atkins asked what the life expectancy of the Echo-Shades is.

Ms. Orton stated that it is 15-years, but she will double check.

Chair Kam asked if that would be added after, or if it is a design build in the original \$64 million.

Ms. Orton stated that it has to be done when they are doing the setup, together, because they have to core in the base pillars for the Echo-Shades and that would have to be done while they're putting in all the pavers and waterproofing.

Mr. Ching asked questions regarding the stairwells - if these options do not get approved is there a breakout of that cost that could be re-asked for.

Mr. Anderson stated that they are looking to do some temporary repair work right now, and then a long-term fix. She mentioned that the significant problem is the water that is getting into the stairwells at level 4, at the rooftop terrace deck level, coming out of the slab edge, where the slab meets the stairwell wall. She stated that it's leaking out of there so they cannot finally fix the stairwell unless they fix the water problem from the rooftop terrace deck.

Ms. Yuen asked if they are going to get breakdowns for each of the repairs including the Echo-Shades as a specific product that typically wouldn't be included in an RFP, how the funding is going to work and when it goes out to bid is it already set that it is Echo-Shade because that's over \$200 per square foot for a shade structure. She stated that it would be helpful if they understood the breakdown on the number.

Chair Kam stated that it seems like the Board needs more information, which Mr. Regan can provide, but he is not sure if they are ready to make a decision today, and asked Mr. Regan if this is something that can be postponed.

Mr. Regan stated that it is up to the Board how they would like to proceed, but he cannot guarantee that if they wait for the next Board meeting, whether or not they will have sufficient time to request it through the Governor's proposal which is being built currently. He mentioned that unless they have a special board meeting within the next couple of weeks to go back to the matter, there is some urgency, so he would much rather prefer if they can get into the details now and answer those questions now.

Mr. Arakawa stated that this is a huge issue. He mentioned that the legislators have taken a tour of the Convention Center. He stated that he is sure that they know that this is an issue that might be coming before them, and the Governor's office knows about this, and knows that this might be coming before them, or does the Governor's Office and the Legislative not have any idea?

Mr. Regan stated that this was discussed with the Board back in April 25th, 2019. He said the full presentation was made on this very same issue as it relates to this project, and they know that they didn't have dollar amounts included in it. He mentioned that they may have had estimates at that point in time and they didn't have all these other options available, but it was a project that was part of the awareness going forward, and, as part of that, beyond that particular presentation, they went around and met with legislators at the time to share this report with, as well as what the direction might be going forward, as it relates to this. He mentioned there is awareness of this project and he is very certain the Governor is aware there's a need for a rooftop repair project at the Convention Center.

Mr. Arakawa mentioned they can take one other meeting, a special meeting, to go through this so that all Board members are comfortable on the options and in the meantime Mr. De Fries and Mr. Regan can share this with the Legislators and Governor.

Chair Onishi stated that this is an issue that was brought before the Board a number of years ago. He mentioned that the administration at that time, went around and talked to different legislators, both in the House and the Senate, regarding the issue and what the

appetite was for the legislature to address the problem, and they have to remember that this was pre-pandemic and was also sort of built into a bill that was introduced in about 2019, which did not pass. He said that would provide strategic funding to the Convention Center through a general fund allocation for four years in order to build up the reserve in order to address the problem, but a secondary attempt was made to look at the Convention Center and make improvements to the Convention Center that would have addressed the potential for a hotel structure, as well as to address the open deck on whether or not to enclose it.

He stated that the Governor is in the middle of his budget to the legislature, which is December, and that the Board needs to make a decision to move forward with a project that would address the issues on the rooftop of the Convention Center as this is an ongoing problem since the Convention Center was built. He mentioned this is just a request to the Governor to include in his CIT budget, the recommendation, which is 464 million, which he agrees, is a reasonable amount.

Chair Kam stated that gave a good perspective on the timeliness and asked if members feel comfortable moving on this or if they still want to hold off.

Mr. Arakawa asked Mr. Regan what the deadline is to submit this decision to the Governor to get in the Governor's budget.

Mr. Ching stated that Chair Onishi's insight is valuable to Board members who were not present when this issue was first discussed.

Mr. Atkins stated that he believes they should move forward with it, and he does not see option number 3 being a realistic monetary option. He mentioned that he thinks they need to do everything they can to fill up what they have, and so he chooses number two based on his experience being up there for receptions. He stated that when it's really hot you see small little tents which don't look as professional as sun shades would, but he thinks there is time to vote on it today because some of the questions that can be asked about the value they will be getting on spending that much more for the sunshades, and if they have to be replaced. He is of the opinion that the Governor will look at a minimum of two options, and if he doesn't think that he can get the funding for number 2, he will go for at least number one.

Mr. Downing asked Mr. Anderson about a structure that had to be put to hold up the existing roof.

Mr. Anderson stated that when the original building was designed as part of a design build arrangement, the Convention Center authority, which was the entity at the time that was responsible for getting the Convention Center to reality, having seen the proposal from Nordic PCL that they have this big rooftop terrace deck, was concerned that at some stage in the future they would need to have either more meeting rooms or more ballrooms. That was actually part of the RFP process which was how they would expand this building. So, the response was that they would take the rooftop terrace deck and add additional meeting rooms or ballrooms or some other rentable space. The issue then was that the structure was designed to take a rooftop terrace deck, not the weight of an additional ballroom or meeting room, which is a basically another level, and he mentioned that there's a lot of weight in there. So, the question then was if they could design and build a structure now, so that it would take that extra level of building on it in the future, the answer was yes, so they paid an extra \$4.15 million to the design builder to put in the additional structure to take a future ballroom or meeting room. That was in 1996/1998. The problem today is that the structure is no longer sufficient according to modern codes.

Mr. Downing asked if the structure now can take the added weight that they're going to put it on with a floor above.

Mr. Anderson stated that it cannot and that under the old codes it would make those building codes.

Mr. Downing asked if the flooring they are planning to put over the existing roof can be supported by the structure that is in place now.

Mr. Anderson stated that they would have to put in additional structures.

Chair Kam clarified with Mr. Anderson that the structure of the building will support proposal number one or two.

Ms. Yuen, Mr. Regan, and Chair Kam decided to modify the wording from "Echo-Shade" to "a shading system" in the proposal.

Mr. Regan confirmed the votes through roll call, and it was unanimously approved.

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

Chair Kam recognized Ms. Chun to provide an update. Ms. Chun stated that the total expenditures for the month of August is actually 8.9%, below 2019 levels. U.S. West and

U.S. East are the major markets that are coming in at higher spending levels than they did in August of 2019. She mentioned the number of visitor arrivals and average length of stay were longer for these markets than 2019. She also mentioned that they're also spending more per person per day and people continue to spend more on lodging than they spend on food, but they're spending a little less on shopping. She reported that in August, looking at the average daily census, they see that for U.S. West and U.S. East, they had more visitors on any given day in August 2021 compared to August 2019. She also reported that looking at an island basis, they do see that while the overall expenditures per island is mostly down compared to 2019, they see that the person per day spending was up on O'ahu, Maui, Kaua'i and Hawaii island. She mentioned that the visitor arrivals and average daily census were lower than 2019. Looking at tax collection, according to the Department of Taxation they collected \$64.1 million in TAT in August. So, the total preliminary FY2022 collections is \$69.1 million which is up 1.279% compared last year.

She reported that, looking at hotel performance occupancy for hotels and vacation rentals, they were similar, slightly higher for vacation rentals, the ADR was higher for hotels than it was for vacation rentals. She mentioned that most of the people are staying at hotels. Some trends that she thought were interesting for the Japan market was that they had significantly more people staying in condos than in 2019, and a lot more people, 15.5% versus 1.6%, staying with friends and relatives, and they see for Canada the trend is different where only 9.1% of them are staying at condos, compared to 2019 almost over 28%. She mentioned that many people, 28.9% versus 4.8%, are staying with friends and relatives, so that's a big shift for those two markets, but again, there aren't that many Japanese and Canadians coming in August, so the majority of the people are the U.S. West and U.S. East who are mostly staying at hotels.

She stated that, looking at the overall unemployment rate, they see that the unemployment rate has been trending down in recent months where the overall unemployment rate for the State was 6.6% and looking at jobs, they see that there has been recovery in accommodation jobs for the month of August, and also food service and drinking places jobs. Looking at scheduled air service for the month of August, they did have more domestic service in 2021 across the State than we did in 2019. She mentioned that this trend also continued for September and noted that international air service was down for both of those months. Going into October and November, they still see that air service for domestic is up compared to 2019. She mentioned that one of the things that they see in November for Maui is an increase in international air service, and that's with Canadian flights resuming. She noted there is a similar trend in December.

She stated that travel agency booking trends for 2019 was flat, but 2021 bookings started trending down during the summer, but it's starting to rise back up now. She mentioned that it looks softer in December and January than it was for 2019, and going into June of 2022 it's very similar to 2019. Looking at cancellations and re-bookings in 2019 was stable, where less than 1% of the transactions were for cancellations and rebooking. She noted that if you look at 2021 you see there was an increase in cancellations and that did correspond to issues with the Delta variant, Governor's announcements, and mayors' announcements, and it looks like it's sorting itself out now.

Looking at the monthly pace they see for the U.S. market October is a little bit lagging from 2019, but it's very similar and also similar for November and December. Looking at Q1, there's a lot of ground to make up still for Q1 and Q2 of next year. Looking at the pickup from last month's report they see increases in bookings for October, November, December and also increases for Q1 and Q2. Looking at O'ahu, this is for U.S., Japan, Canada, and Korea (there's hardly anybody who is planning to come from Japan or Korea), those numbers continue to be very low. Everybody who is planning to come is from the U.S., and then Canada. There is an increase in bookings in December where you saw that with the air service reflected there.

Looking at the pickup, Hawai'i Island, for October is actually ahead of 2019 and also for November, but still trailing for December. Pretty much everything was positive for the U.S. market. There was some negative pickup for Japan and Korea.

Ms. Kimura stated that more than half of the Japan market is from the Asia market arrivals, but there's no flight from Asia.

Ms. Chun stated that the people are coming on domestic flights from the U.S. mainland.

10. Report on Marketing Standing Committee with the Committee's Recommendations to Approved Amended Brand Management Plans for Hawai'i Tourism Japan

Mr. Chun stated that they received a market update from Mr. Takahata and Ms. Varley from Hawai'i tourism Japan that the State of Emergency is being lifted as of today September 30th. He mentioned that, in conjunction with the fact that the Japanese government is targeting 80% vaccination by December, they are at nearly 60% as of today, so they're tracking well to open up domestic travel, and then restart international travel hopefully early to mid-2022. He stated the Amended Brand Management Plan for the remainder of CY2021 is to support that anticipated return (page 208 in the meeting packet). He mentioned that basically it's the remaining budget implementation of about

\$1.34 million. There were two ideas on which to spend that funding in the last meeting. One was for the shuttle bus idea, and the other one was for local PR which they took out of the Amended Brand Management Plan for HTJ. So, they came back to them with a proposal for that \$1.34 million, about \$900,000 (65% of the budget) now is to spend on market co-ops to support bookings in Q4 for Q1 2022 travel in both the leisure MCI or MICE markets.

He stated that with all of the relationships that HTJ and Hawai'i has in Japan, and with their industry partners they have a matching fund ratio of one to six, so there is really good support there. He mentioned that it is exciting that they are working and moving with industry on trying to stimulate these bookings as Japan travel opens up.

He stated that the other roughly 35%, \$438,000 is designed for educations to reinforce messaging and inform the visitors from Japan about what's expected, and that preparation and spending towards education and messaging is absolutely important.

Mr. Ka'anā'anā stated that the opportunity with that six to one match of leveraging state dollars and making sure that they are moving with cohesion and focus with the industry, both on the Japan side and the local partners in Hawai'i, is really important for them to recover the market.

Mr. Chun asked for a motion to accept the Committee recommendation to approve the Amended Brand Management Plans for HTJ.

Ms. Kimura asked if they could add expenditure for this market to the KPI's.

Mr. Chun clarified that Ms. Kimura wants to add visitor spending as the KPI into this particular years' BMP.

Mr. Ka'anā'anā stated that they are in the middle of the contract. He mentioned the KPI's have been established and are uniform across all the markets and that on top of that, at macro level, they, as HTA as a whole, have four key performance indicators that they're tracking themselves against, which include total expenditures per person, per day spend, resident and visitor sentiment. And he added that the per person per day spend is not something that a GMT or even HTA have any control over as they don't control price, which are the inputs into the calculation.

Chair Kam asked Mr. Chun to clarify the motion he is asking for is the recommendation to approve the amended brand management plans for Hawai'i tourism Japan that was presented, and that all the KPI's are already embedded into agreements.

Mr. Chun confirmed yes, for the remainder of this calendar year.

Mr. Ka'anā'anā emphasized that the key performance indicators and performance measure outcomes that they track across each market are set and they cover everything from impressions and engagement.

Mr. Arakawa stated that they should look at addressing the tracking and monitoring the per person per day spending.

Mr. Ka'anā'anā stated that those KPI's are tracked monthly so in the market insights and the general tracking, those things are all constantly reported, which he would assume they will continue, and Ms. Kimura's intention was to track that.

Ms. Kimura stated that they do have control over the spending - it is one of O'ahu's action plans.

Mr. Atkins stated that they know about the one and six and there's going be a dollar amount for every program, so the reason for tracking that is to understand the necessary return on the investment when doing the programs.

Mr. Ka'anā'anā stated that they can track that, but the presentation slide is a total of all co-op's investments combined.

Mr. Chun asked for a motion to approve the amendments to the brand management plan for Hawai'i Tourism Japan. Mr. Kam made a motion and was seconded by Mr. Downing. Mr. Regan confirmed the votes through roll call, and it was unanimously approved.

11. Presentation and Discussion on results of the 2021 PGA events and associated activities and then the recommendations to approve FY2022 funds for CY2022 events and activity

Chair Kam recognized Mr. Chun. Mr. Chun referred to page 237 and stated that yesterday LPGA Tour 2021 results summary from the three events that they had this past year was presented. The total market value over \$19 million was similar to 2020, and about 172 hours of programming that was more than in 2020 and charitable donations of over \$2 million which was also a higher number than in 2020.

He stated that the economic impact what was lower because of the fact that visitor spending, economic impact and tax revenue was impacted by the decrease attendance for the events this year due the to the pandemic, and there was a discussion about trying to secure more PGA events for Hawai'i in the future.

Mr. Ka'anā'anā stated that this is part of the commitment, and this is the final year of the current PGA contract and so this would be for the funding that would allow them to fulfill that commitment for CY2022.

Mr. Chun asked for a motion to approve the FY 2022 funds for PGA Tour 2022 events and activities.

Ms. Kimura stated that the amount is \$1.5 million.

Mr. Ka'anā'anā stated that the final year amount is \$2.17 million.

Mr. Chun stated that the net total is \$1.6 million.

Mr. Ka'anā'anā clarified that the current contractual agreement that they have is for \$2,177,800. Part of that is a marketing fund that is administered by HPCB, and so when you net those two numbers out, that's where that other number is coming from, but the funding required to fulfill the contractual agreement. Mr. Regan confirmed the votes through roll call, and it was unanimously approved.

12. Presentation and Discussion of 2021 Activities Related to HTA's Cruise Consultant and the Recommendation to Approve FY2022 Funds to Support CY2022 Activities

Mr. Chun referred to page 248 of the packets. He reported on the presentation from their cruise consultant, stating that they spoke through the 2020 to 2021 timeline of activities. He mentioned how the contemporary brands historically make up about 60% of all of the cruise business, and that the focus on premium, luxury and specialty brands make up about the balance of that 40% of Hawai'i capacity. There was a discussion about the industry's extensive health and safety protocols and that it is important to communicate that out to the public.

Mr. Ka'anā'anā stated that a major component of this is for a fam tour. He mentioned when the timing is appropriate and if it is appropriate, they would trigger a fam tour, as there's been a lot of turnover in the past, so making sure that they can bring all the key stakeholders on those selling cruises to Hawai'i route developers.

Mr. Chun stated that the Board unanimously recommended approval of the proposed timeline of activities and events and the budget for that, so as Mr. Ka'anā'anā said, it's requesting an additional \$50,000 for that fam trip, conferences, and travel so the total budget request is \$100,000.

Mr. Chun asked for a motion to approve FY2022 Funds to Support CY2022 Activities. Mr. Kam made a motion and was seconded by Ms. Yuen. Mr. Regan confirmed the votes through roll call, and it was unanimously approved.

13. Closing Cultural Protocol

Mr. Casson-Fisher offered a Pule with the intention of seeking and providing color or forgiveness.

14. Adjournment:

The meeting adjourned at 12:36 pm.

Respectfully submitted,



Sheillane Reyes

Recorder

5

Presentation, Discussion and Action on
HTA's Financial Reports for September 2021

HAWAII TOURISM AUTHORITY

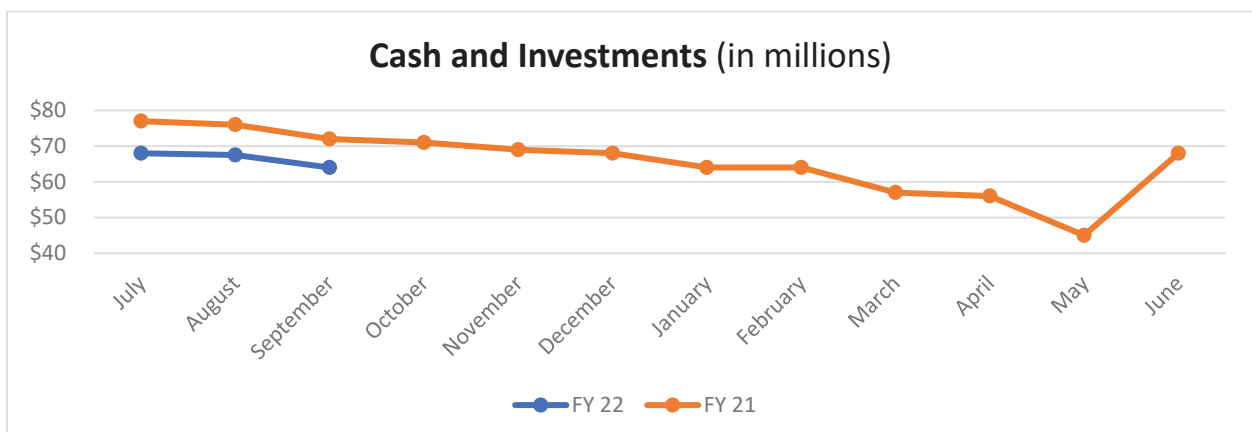
Financial Statements – Executive Summary September 1, 2021 – September 30, 2021

Foreword:

- FY21 Transactions Processed in FY22. As noted in HTA’s June 30, 2021 financial statements, some transactions using FY21 funds that we submitted to DAGS in FY21 were processed by DAGS as FY22 business. It is necessary to include these transactions processed in July 2021 in HTA’s official records for FY22 and accordingly are acknowledging that via a separate Budget Statement included in these financial statements for informational purposes only. However, we have included these transactions in HTA’s unofficial FY21 encumbrance records and we will omit these transactions from our focus in FY22 business discussed in these financial statements. Further detail can also be found in HTA’s June 30, 2021 financial statements.
- New Fund Accounts. With HTA now appropriated Federal ARPA funds in FY 2022, we have added two new sections to the Executive Summary to discuss the Tourism Federal Fund (ARPA) and Convention Center Federal Fund (ARPA).

Tourism Special Fund (TSF):

1. The Tourism Special Fund is set to sunset on January 1, 2022, pursuant to Act 001, 2021 Legislative Special Session, upon which all unencumbered funds will be remitted to the State’s General Fund. The \$5M Emergency Fund will remain with HTA.
2. \$64.3M in cash and investments



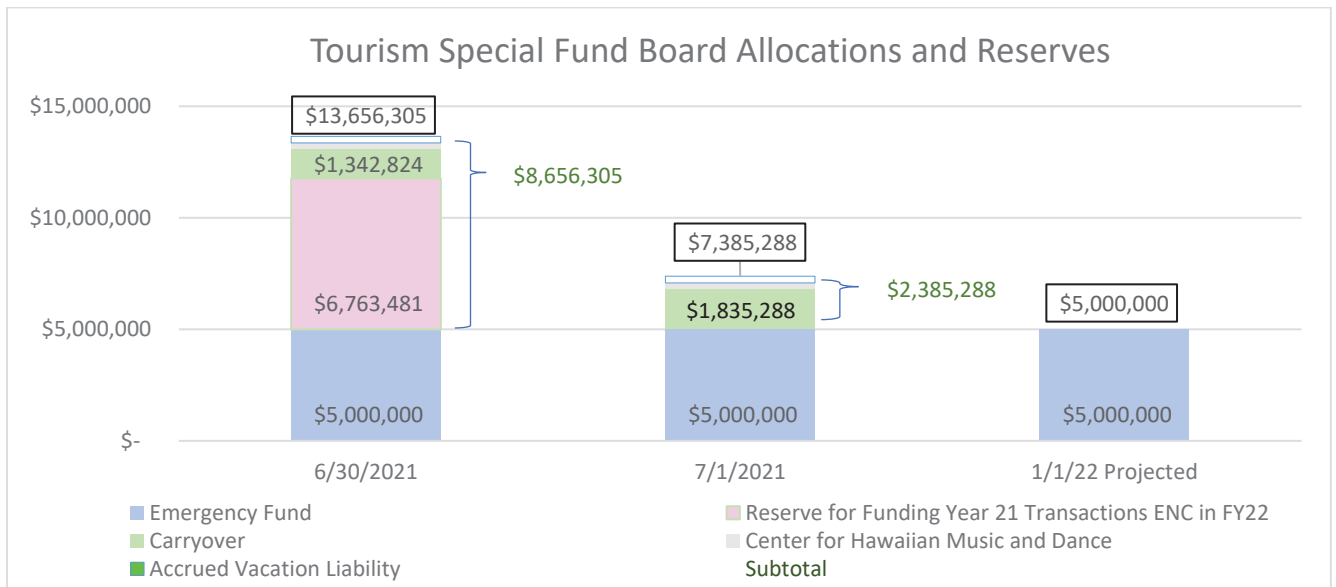
- a. Includes \$5M in Emergency Fund held as investments.
 - i. Approximately \$5.0M held in money market funds
 - ii. Further detail provided in the financial statements (as of August 2021)
- b. Cash decreased by approximately \$3.1M from August 31, 2021 primarily due to disbursements related to operational and program expenditures.
- c. We anticipate the cash balance to decrease to \$0 over time once all encumbered funds are expended, except for the \$5M Emergency Fund.

3. HTA's outstanding encumbrances are summarized as follows:

\$56.6M	Prior year encumbrances currently being spent down	
\$0.00	Current year encumbrances remaining	
\$56.6M	Total encumbrances outstanding at September 30, 2021	

Staff routinely makes a concerted effort to liquidate older encumbrances that should no longer be encumbered and that is reflected here.

- 4. In addition to HTA's \$5M Emergency Fund, \$2.3M was reserved as Board allocations as of July 1, 2021. This compares to \$8.6M at the end of last fiscal year. The reduction is due to the FY21 transactions that DAGS processed in July of FY22, as previously discussed. A supporting schedule is also embedded in these financial statements to provide greater detail. These balances are comprised of the following:



Pursuant to Act 001, Special Session 2021 (HB 862), the Tourism Special Fund will be repealed on January 1, 2022. At that time, any unencumbered funds will return to the State's General Fund, which we currently anticipate being approximately \$2.7M.

5. There is no budget for the Tourism Special Fund in FY 2022, as only Federal funds were appropriated.
6. Operating Income (Loss):
 - a. Pursuant to Act 001, Legislative Special Session 2021, HTA is no longer included in the TAT allocation.
 - b. Approximately \$57K in revenue was earned in September 2021 resulting from refunds and reimbursements received.

Tourism Federal Fund (ARPA TFF) – [Official Name: HTA CSFRF Subaward]:

7. \$3.2M in cash (remaining from amount that has been allotted to HTA so far).
8. The release of TFF funds for HTA use is accomplished through an approval process that includes approval by the Governor (CSFRF approval), the State's Department of Budget & Finance's (B&F) and the HTA Board of Directors. Below is a summary of the status of those approvals:

	<u>CSFRF Approved</u>	<u>B&F Funds Release</u>		<u>Board Approved</u>	<u>Encumbered</u>
		Requested	Approved	Amount	
Hawaiian Culture	-	-	-	-	-
Natural Resources	-	-	-	-	-
Community	-	-	-	-	-
Branding	-	28,600,000	-	28,600,000	-
Sports	-	-	-	2,177,889	-
Safety & Security	-	-	-	-	-
Research	-	-	-	-	-
Planning	-	-	-	-	-
Admin	-	648,700	-	648,700	-
Governance and Org-Wide	-	246,800	-	351,800	-
Payroll	-	3,210,000	3,210,000	3,210,000	3,210,000
	<u>60,000,000</u>	<u>32,705,500</u>	<u>3,210,000</u>	<u>34,988,389</u>	<u>3,210,000</u>

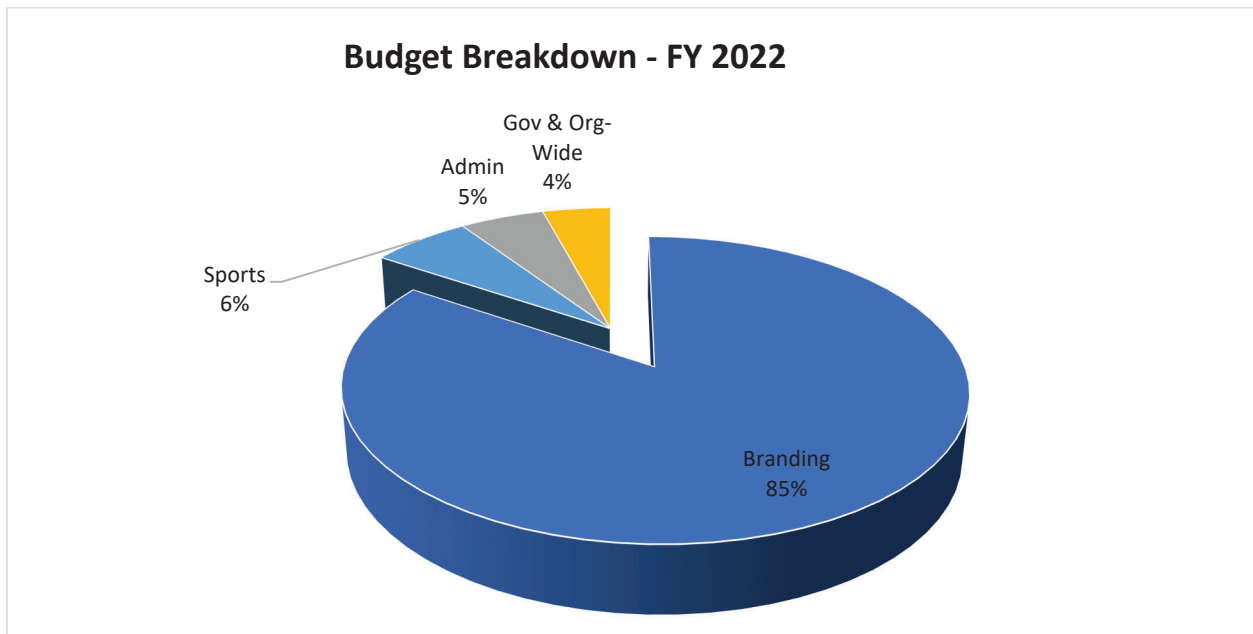
(As of October 22, 2021)

9. At its July 2021 and September meetings, the HTA Board approved a partial FY 2021 budget of \$35M. As of September 30, 2021, \$3.2M of the \$35M FY2022 budget was utilized/encumbered, or 9.1%.

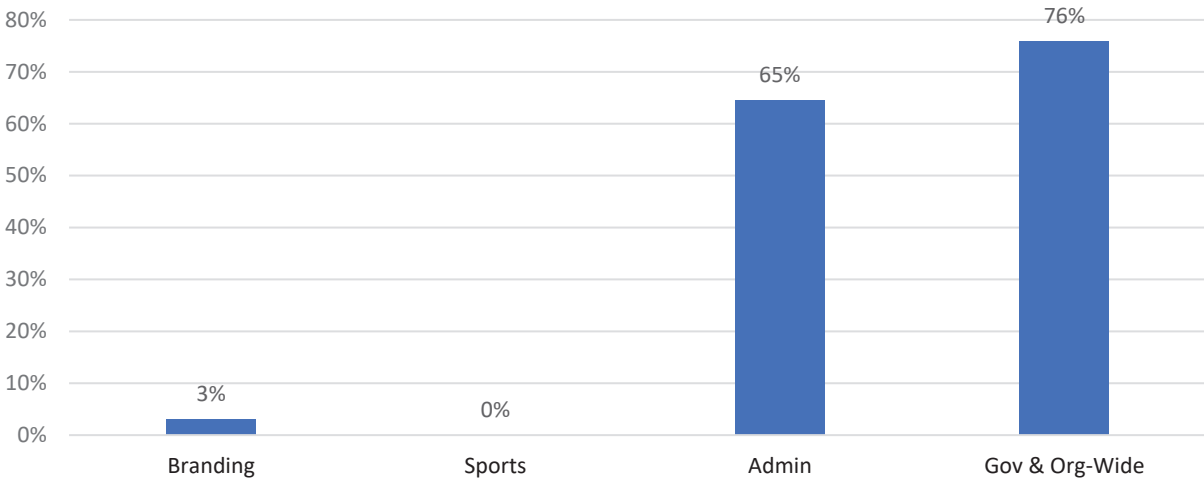
Below is a summary of the FY 2022 budget based upon Federal reporting categories (titles were paraphrased):

Primary Federal Category	Budget	Encumbered	Remaining
Economic Recovery	30,777,889	-	30,777,889
Continuation of Government Services			
Payroll	3,210,000	3,210,000	-
Operations and Governance	1,000,500	-	1,000,500
	34,988,389	3,210,000	31,778,389

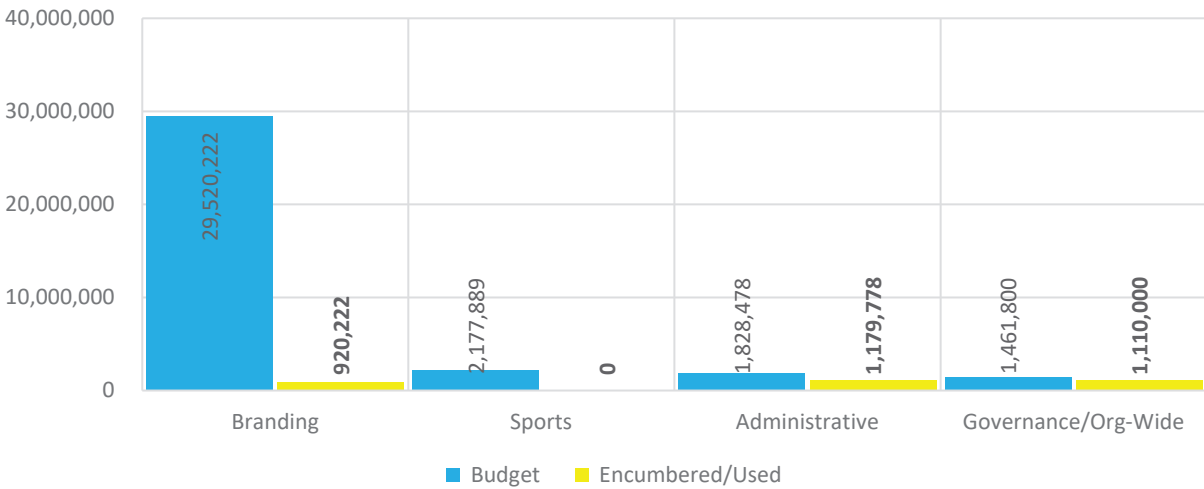
The following are various charts to depict our budget, budget utilization and trends:



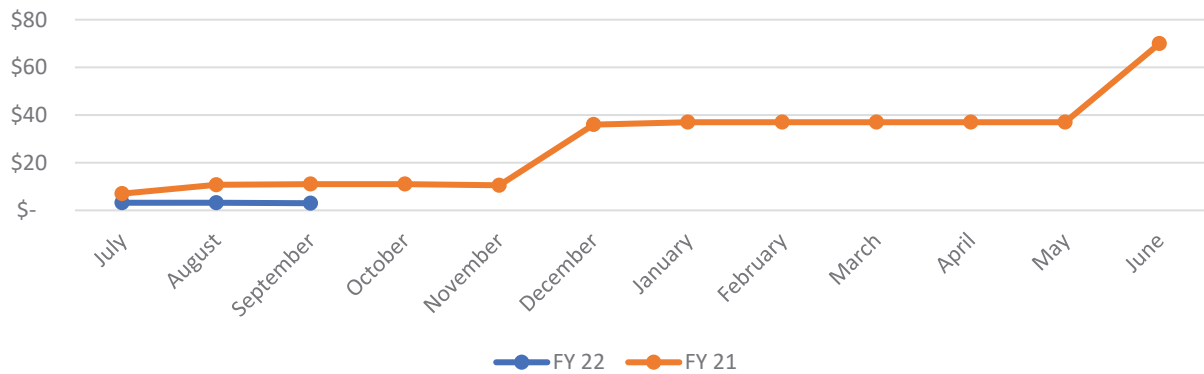
Percentage of Budget Utilized 9/30/21



Budget vs Encumbered as of 9/30/21 (Budget Used)



Budget Utilized (in millions)



10. No budget reallocations were made in September 2021. A detail of the reallocations made for the reporting period and cumulatively for the fiscal year are typically detailed on the accompanying Budget Reallocation Summary.

11. Operating Income (Loss):

- a. No ARPA funds were allotted to HTA during the September 2021 period. Cumulatively, \$3.2M has been allotted to HTA year-to-date, which represents ARPA funds HTA will use in FY 2022 for staff's payroll.
- b. Since this is the fund's first year in operation, no Statement of Revenues and Expenditures associated with prior year funds is included.

Convention Center Enterprise Special Fund (CCESF):

11. \$47.7M in cash

- a. Cash increased by approximately \$11.1M from August 31, 2021 due primarily to receiving \$11M in TAT revenue.

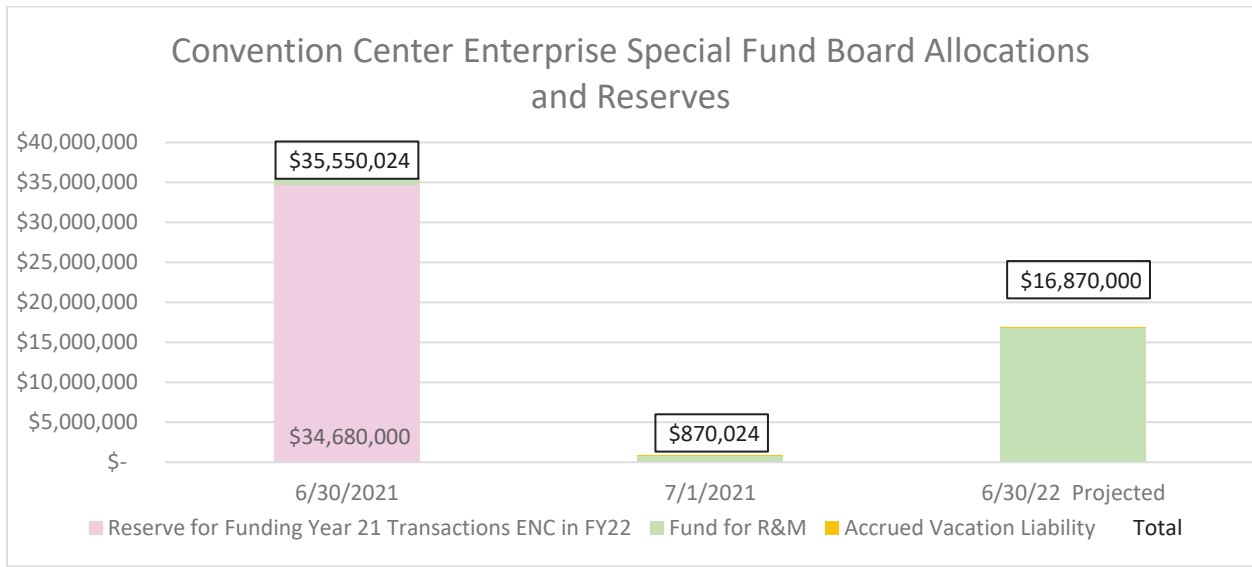
12. \$20.1M in cash with contractor or with DAGS, for R&M projects (as of August 2021).

- a. Includes \$2M in Emergency R&M funds
- b. These funds are encumbered or budgeted toward specific projects such as kitchen wall rehabilitation and exterior planter repairs, exterior building painting, trellis replacement, house audio upgrades, ballroom gutter and transom glass repair, chiller replacement, and various equipment purchases and upgrades. Of the \$20.1M, approximately \$6.9M has been contracted (as of August 2021).
- c. The amount of cash remaining with the contractor already takes into account \$4.4M expended on current and future projects (in-progress costs or preliminary work).

13. \$11.8M reserved as Board allocations as of September 30, 2021. This compares to a reserve balance of \$35.5M as of June 30, 2021. The decrease is due to the FY 2021 transactions that were processed by DAGS in July 2021 (as FY 2022 business) discussed earlier, partially offset by \$11M in TAT revenue deposited into the CCESF in September 2021, pursuant to HRS 237D, as amended by Act 1 of the 2021 Legislative

Special Session. We anticipate the \$11.8M reserve balance to further increase to \$16.8M by June 30, 2022, due to:

- a. The deposit of Convention Center revenues throughout FY 2022.
- b. The inability to spend these funds due to the CCESF not having an appropriation ceiling in FY 2022.



14. \$35.9M of prior year outstanding encumbrances currently being spent down.

15. Budget:

- a. No budget has been established for the CCESF's FY 2022, as no expenditure ceiling was appropriated, as discussed earlier.
- b. Note: In FY 2021, HTA used the \$16.5M TAT it received in June 2021 and \$18.6M previously reserved as Board Allocations to fund AEG's FY 2022 operations contract. Staff advised the Board of its intention to do so at the June 10, 2021 Board meeting, including to deploy reserve funds in an effort to ensure we maximize HCC's ROI and efficiently use any time afforded during the pandemic to address major repair and maintenance. The \$16.5M and \$18.6M were encumbered as follows:

	FY22 HCC Operations - Encumbrance Funded with		
	TAT Restart Funds	Reserve / Board Reso Funds	Total
HCC Facility Operations Expenses	5,517,400	5,169,000	10,686,400
HCC Operating Contingency	-	2,500,000	2,500,000
HCC Local Sales	533,000	-	533,000
Major R&M (from TAT Restart funds)	10,129,600	-	10,129,600
Major R&M (from CCESF Reserves)	-	10,831,000	10,831,000
Property Insurance	320,000	100,000	420,000
	16,500,000	18,600,000	35,100,000

16. Operating Income:

- a. \$11M in TAT funds were received in September 2021.
- b. Convention Center Operations
 - i. Note: \$1.0M operating loss fiscal-year-to-date per HCC financial statements (as of September 2021). Funded by FY21's encumbrance as discussed above.

Convention Center Federal Fund (ARPA CCFF) – [Official Name: Convention Center CSFRF Subaward]:

17. \$490K in cash (remaining from amount that has been allotted to HTA so far).

18. The Board approved a \$490K budget for payroll, which was fully encumbered earlier in FY 2022.

19. Operating Income:

- a. No ARPA funds were allotted to the Convention Center in September 2021. Cumulatively, \$490K has been allotted year-to-date, which represents ARPA funds HTA will use in FY 2022 for staff's payroll.
- b. Since this is the fund's first year in operation, no Statement of Revenues and Expenditures associated with prior year funds is included.

Hawaii Tourism Authority

Balance Sheet

Tourism Special Fund

As of 9/30/21

	<u>Current Year</u>
Assets	
Current Assets	
Checking	59,341,232.38
Petty Cash	<u>5,000.00</u>
Total Current Assets	<u>59,346,232.38</u>
Total Assets	<u><u>59,346,232.38</u></u>
Fund Balance	
Encumbered Funds	
FY 2015 Funds	7,851.29
FY 2016 Funds	6,047.12
FY 2017 Funds	15,706.80
FY 2018 Funds	4,137.03
FY 2019 Funds	376,057.71
FY 2020 Funds	1,869,003.77
FY 2021 Funds	<u>54,341,550.99</u>
Total Encumbered Funds	<u>56,620,354.71</u>
Unencumbered Funds	
Total Unencumbered Funds	2,725,877.67
Total Fund Balance	<u><u>59,346,232.38</u></u>

Hawaii Tourism Authority
Balance Sheet
Tourism Federal (ARPA) Fund
As of 9/30/21

	<u>Current Year</u>
Assets	
Current Assets	
Checking	<u>3,210,000.00</u>
Total Current Assets	<u>3,210,000.00</u>
Total Assets	<u><u>3,210,000.00</u></u>
Fund Balance	
Encumbered Funds	
FY 2022 Funds	<u>3,210,000.00</u>
Total Encumbered Funds	<u>3,210,000.00</u>
Total Fund Balance	<u><u>3,210,000.00</u></u>

Hawaii Tourism Authority
 Balance Sheet
 Convention Center Enterprise Special Fund
 As of 9/30/21

	Current Year
Assets	
Current Assets	
Checking	47,789,220.00
Total Current Assets	47,789,220.00
Total Assets	47,789,220.00
 Fund Balance	
Encumbered Funds	
FY 2019 Funds	110,894.39
FY 2021 Funds	35,796,538.80
Total Encumbered Funds	35,907,433.19
Unencumbered Funds	
Total Unencumbered Funds	11,881,786.81
 Total Fund Balance	47,789,220.00

Hawaii Tourism Authority
Balance Sheet
Convention Center Federal (ARPA) Fund
As of 9/30/21

	<u>Current Year</u>
Assets	
Current Assets	
Checking	490,000.00
Total Current Assets	<u>490,000.00</u>
 Total Assets	 <u>490,000.00</u>
 Fund Balance	
Encumbered Funds	
FY 2022 Funds	490,000.00
Total Encumbered Funds	<u>490,000.00</u>
 Total Fund Balance	 <u>490,000.00</u>

Hawaii Tourism Authority

Balance Sheet

Emergency Trust Fund

As of 9/30/21

	<u>Current Year</u>
Assets	
Current Assets	
Investments	5,015,939.50
Total Current Assets	<u>5,015,939.50</u>
 Total Assets	 <u><u>5,015,939.50</u></u>
 Fund Balance	
Current year net assets	
	(3,019.58)
Total Current year net assets	<u>(3,019.58)</u>
Prior years	
Total Prior years	5,018,959.08
 Total Fund Balance	 <u><u>5,015,939.50</u></u>

HTA Allocations
FY 2021 and FY 2022 (Projected)

Annual Budgets:
-\$60M FY 2022 HTA Tourism Federal (ARPA) Fund
 [subject to approval]
-\$11M FY 2022 Convention Center Federal (ARPA) Fund
 [subject to approval]

\$5M Emergency Funds	
\$5M Emergency Fund Reserve (Established by Statute as a separate fund, to be used upon declaration of a tourism emergency by the Governor)	\$0M Mandated by Board (designated for use in the event of a significant economic downturn upon Board approval; used to fund FY 21 budget)

	Tourism Special Fund Long-Term Obligations, Commitments and Allocations:			Convention Center Fund Long-Term Obligations, Commitments and Obligations:		
	6/30/2021	7/1/2021	Projected 1/1/2022	6/30/2021	7/1/2021	Projected 6/30/2022
Carryover of FY 2020 to FY 2021 Budget (Use in FY 21)	-	-	-	-	-	-
Reserve for Funding Year 21 Transactions Enc in FY22	6,763,481	-	-	34,680,000	-	-
Carryover	1,342,824	1,342,824	-	790,024	790,024	16,790,000
FY21 Interest, Refunds and Other Income	-	-	-	-	-	-
Encumbrance liquidations	-	492,464	-	-	-	-
Center for Hawaiian Music & Dance	250,000	250,000	-	-	-	-
Accrued Health Liability	-	-	-	-	-	-
Accrued Retirement Liability	-	-	-	-	-	-
Accrued Vacation Liability	300,000	300,000	-	80,000	80,000	80,000
Total Long-Term Obligations and Commitments	8,656,305	2,385,288	-	35,550,024	870,024	16,870,000

TOTAL RESERVES (incl \$5M Emergency Fund) 13,656,305 7,385,288 5,000,000

35,550,024 870,024 16,870,000

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Tourism Special Fund
FY 2022 Funds
From 9/1/2021 Through 9/30/2021

	<u>Total Budget - FY22</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance - FY22</u>
Revenue				
Miscellaneous	0.00	10,192.89	10,192.89	10,192.89
Refunds	<u>0.00</u>	<u>47,200.00</u>	<u>47,200.00</u>	<u>47,200.00</u>
Total Revenue	<u>0.00</u>	<u>57,392.89</u>	<u>57,392.89</u>	<u>57,392.89</u>
Net Income	<u>0.00</u>	<u>57,392.89</u>	<u>57,392.89</u>	<u>57,392.89</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Tourism Federal (ARPA) Fund
FY 2022 Funds
From 9/1/2021 Through 9/30/2021

	<u>Total Budget - FY22</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance - FY22</u>
Revenue				
Alloted Federal Funds	60,000,000.00	0.00	3,210,000.00	(56,790,000.00)
Total Revenue	<u>60,000,000.00</u>	<u>0.00</u>	<u>3,210,000.00</u>	<u>(56,790,000.00)</u>
Expense				
Branding	29,520,222.00	0.00	0.00	29,520,222.00
Sports	2,177,889.00	0.00	0.00	2,177,889.00
Administrative	1,828,478.00	0.00	0.00	1,828,478.00
Governance and Organization-Wide	1,461,800.00	0.00	0.00	1,461,800.00
Total Expense	<u>34,988,389.00</u>	<u>0.00</u>	<u>0.00</u>	<u>34,988,389.00</u>
Net Income	<u>25,011,611.00</u>	<u>0.00</u>	<u>3,210,000.00</u>	<u>(21,801,611.00)</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Convention Center Enterprise Special Fund
22 - FY 2022 Funds
From 9/1/2021 Through 9/30/2021

	<u>Total Budget - FY22</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance - FY22</u>
Revenue				
Transient Accomodations Tax	11,000,000.00	11,000,000.00	11,000,000.00	0.00
Miscellaneous	<u>0.00</u>	<u>11,762.91</u>	<u>11,762.91</u>	<u>11,762.91</u>
Total Revenue	<u>11,000,000.00</u>	<u>11,011,762.91</u>	<u>11,011,762.91</u>	<u>11,011,762.91</u>
Net Income	<u>11,000,000.00</u>	<u>11,011,762.91</u>	<u>11,011,762.91</u>	<u>11,011,762.91</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Convention Center Federal (ARPA) Fund
FY 2022 Funds
From 9/1/2021 Through 9/30/2021

	<u>Total Budget - FY22</u>	<u>Current Period Actual</u>	<u>Current Year Actual</u>	<u>Total Budget Variance - FY22</u>
Revenue				
Alloted Federal Funds	11,000,000.00	0.00	490,000.00	(10,510,000.00)
Total Revenue	<u>11,000,000.00</u>	<u>0.00</u>	<u>490,000.00</u>	<u>(10,510,000.00)</u>
Expense				
Branding	72,958.00	0.00	0.00	72,958.00
Administrative	247,042.00	0.00	0.00	247,042.00
Governance and Organization-Wide	170,000.00	0.00	0.00	170,000.00
Total Expense	<u>490,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>490,000.00</u>
Net Income	<u>10,510,000.00</u>	<u>0.00</u>	<u>490,000.00</u>	<u>(10,020,000.00)</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Prior Year Funds - Tourism Special Fund
From 9/1/2021 Through 9/30/2021

	Total Budget	Current Period Actual	Current Year Actual	Total Budget Variance
Expense				
Perpetuating Hawaiian Culture	11,199,632.00	100,150.00	113,621.00	11,086,011.00
Natural Resources	3,447,910.00	0.00	5,000.00	3,442,910.00
Community	8,462,772.12	120,455.00	301,763.00	8,161,009.12
Branding	33,112,516.00	2,166,396.80	2,205,336.94	30,907,179.06
Sports	160,222.00	7,222.00	7,222.00	153,000.00
Safety and Security	770,114.66	37,125.00	37,125.00	732,989.66
Tourism Research	2,270,248.83	687,986.69	721,183.77	1,549,065.06
Administrative	933,514.62	97,816.21	179,771.27	753,743.35
Governance and Organization-Wide	201,675.92	2,370.68	84,031.79	117,644.13
Total Expense	<u>60,558,606.15</u>	<u>3,219,522.38</u>	<u>3,655,054.77</u>	<u>56,903,551.38</u>
Net Income	<u>(60,558,606.15)</u>	<u>(3,219,522.38)</u>	<u>(3,655,054.77)</u>	<u>56,903,551.38</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Prior Year Funds - Convention Center Enterprise Special Fund
From 9/1/2021 Through 9/30/2021

	Total Budget	Current Period Actual	Current Year Actual	Total Budget Variance
Expense				
Branding	6,080.00	0.00	6,079.86	0.14
Administrative	19,449.64	0.00	19,449.86	(0.22)
HCC Operating Expense	13,465,701.52	0.00	0.00	13,465,701.52
HCC Repair and Maintenance	20,960,600.00	0.00	0.00	20,960,600.00
HCC Sales and Marketing / MFF	902,672.93	0.00	0.00	902,672.93
Governance and Organization-Wide	587,376.00	0.00	8,917.40	578,458.60
Total Expense	<u>35,941,880.09</u>	<u>0.00</u>	<u>34,447.12</u>	<u>35,907,432.97</u>
Net Income	<u>(35,941,880.09)</u>	<u>0.00</u>	<u>(34,447.12)</u>	<u>35,907,432.97</u>

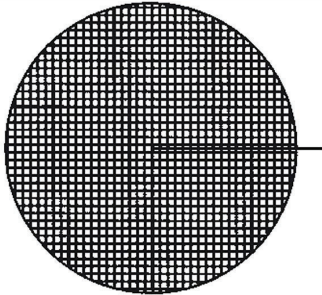
Hawaii Convention Center
Facility 6
Income Statement 6
From 9/01/2021 Through 9/30/2021 6
(In Whole Numbers) 6

	Current Month 6 Actual 6	Current Month 6 Budget 6	Variance 6	Current Month 6 Prior Year 6	YTD Actual 6	YTD Budget 6	Variance 6	YTD Prior Year 6
Direct Event Income 6								
Rental Income (Net) 6	122,133 6	6,388 6	(34,255) 6	227,942 6	552,700 6	439,088 6	113,613 6	,088,445 6
Service Revenue 6	149,387 6	39,805 6	9,582 6	216,782 6	35,930 6	01,865 6	34,065 6	620,092 6
Total Direct Event Income 6	271,519 6	296,193 6	(24,673) 6	444,724 6	988,630 6	840,953 6	147,678 6	,708,537 6
Direct Service Expenses 6	87,325 6	82,144 6	94,819 6	199,653 6	63,040 6	69,857 6	6,817 6	570,557 6
Net Direct Event Income 6	184,194 6	4,049 6	70,146 6	245,070 6	25,590 6	371,095 6	4,495 6	1,137,979 6
Ancillary Income 6								
Food and Beverage (Net) 6	11,378 6	65,267 6	(53,889) 6	3,623 6	(1,498) 6	155,067	(156,565) 6	99,279 6
Event Parking (Net) 6	214 6	20,180	(19,966) 6	,129 6	334,872 6	34,280 6	300,592 6	31,649 6
Electrical Services 6	0 6	2,000	(2,000) 6	6	0 6	2,000 6	(2,000) 6	0 6
Audio Visual 6	,054 6	6,500	(2,446) 6	313 6	9,745 6	,800 6	,945 6	2,292 6
Internet Services 6	0 6	0 6	6	6	6	0 6	0 6	0 6
Rigging Services 6	0 6	0 6	6	6	0 6	1,000 6	(1,000) 6	0 6
First Aid Commissions 6	0 6	0 6	6	6	6	0 6	0 6	0 6
Total Ancillary Income 6	5,646 6	93,947 6	78,301) 6	4,066	343,119 6	200,147 6	142,972 6	133,221 6
Total Event Income 6	199,840 6	207,996	(8,155) 6	259,136 6	868,709 6	1,242 6	297,466 6	,271,200 6
Other Operating Income 6								
Non-Event Parking 6	1,800 6	0 6	,800 6	6	3,300 6	0 6	3,300 6	0 6
Other Income 6	9,292 6	,417 6	7,875 6	1,657 6	20,383 6	4,251 6	6,132 6	6,557 6
Total Other Operating Income 6	11,092 6	,417 6	9,675 6	1,657 6	23,683 6	,251 6	9,432 6	6,557 6
Total Gross Income 6	210,932 6	209,413 6	1,520 6	260,793 6	892,392 6	575,493 6	316,899 6	,277,757 6
Net Salaries & Benefits 6								
Salaries & Wages 6	328,149 6	362,195 6	34,046 6	288,852 6	956,629 6	1,082,555 6	125,926 6	863,709 6
Payroll Taxes & Benefits 6	85,437 6	125,893 6	,456 6	67,348 6	251,917 6	377,679 6	125,762 6	238,677 6
Labor Allocations to Events 6	(72,803) 6	(137,248) 6	(64,445) 6	(180,088)	(295,438) 6	386,214) 6	(90,776)	531,287) 6
Total Net Salaries & Benefits 6	340,784 6	350,840 6	10,056 6	176,112 6	913,108 6	1,074,020 6	160,912 6	71,099 6
Other Indirect Expenses 6								
Net Contracted Services 6	13,658 6	23,447 6	9,789 6	1,469 6	0,752 6	68,675 6	27,923 6	36,171 6
Operations 6	9,395 6	,534 6	1,139 6	17,847 6	19,281 6	31,602 6	12,321 6	28,231 6
Repair & Maintenance 6	84,631 6	72,367 6	(12,264) 6	64,068 6	94,266 6	217,101 6	22,835 6	157,889 6
Operational Supplies 6	23,429 6	33,227 6	9,798	(9,139) 6	73,242 6	98,080 6	24,838 6	18,732 6
Insurance 6	11,763 6	10,194 6	(1,569) 6	7,353 6	35,886 6	30,065	(5,821) 6	26,527 6
Utilities 6	139,457 6	126,688 6	(12,769) 6	147,225 6	540,962 6	394,954	(146,008) 6	474,924 6
Meetings & Conventions 6	475 6	1,850 6	1,375 6	,106 6	2,079 6	3,550 6	1,471 6	6,206 6
Promotions & Communications 6	(7,046) 6	2,300 6	9,346 6	69 6	(2,663) 6	6,900 6	9,563 6	7,245 6
General & Administrative 6	5,405 6	13,653 6	8,248 6	10,114 6	29,918 6	40,847 6	10,930 6	35,540 6
Management Fees 6	18,633 6	18,633 6	(0) 6	18,232 6	,900 6	55,899 6	(1) 6	54,697 6
Other 6	200 6	2,166 6	1,966 6	20,064 6	1,367 6	6,498 6	5,131 6	20,578 6
Total Other Indirect 6	300,002 6	315,059 6	,057 6	292,507 6	990,989 6	954,171	(36,818) 6	866,741 6
Net Income (Loss) before CIP Funded Expenses 6	(429,854) 6	(456,487) 6	26,633 6	(207,826) 6	(1,011,705) 6	(1,462,698) 6	440,993 6	(160,083) 6
CIP Funded Expenses 6	6	0 6	0 6	20,064 6	0 6	0 6	0 6	20,378 6
Net Income (Loss) from Operations 6	(429,854) 6	(456,487) 6	26,633 6	(187,762) 6	(1,011,705) 6	(6,652,698) 6	440,993 6	(139,705) 6
Fixed Asset Purchases 6	,409 6	8,333 6	3,924 6	(7,192) 6	25,181 6	24,999 6	(182) 6	22,770 6
Net Income (Loss) After Fixed Asset Purchases 6	(434,263) 6	(464,820) 6	30,557 6	(180,570) 6	(1,036,886) 6	(1,477,697) 6	440,811	(162,475) 6

Hawaii Convention Center
Facility
Income Statement
From 9/01/2021 Through 9/30/2021
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Revenues								
Food & Beverage	14,371	107,688	(93,317)	18,793	184,414	256,329	(71,915)	150,407
Facility	287,265	328,440	(41,174)	456,823	1,396,636	894,134	502,502	1,749,035
Total Revenues	301,636	436,128	(134,491)	475,616	1,581,050	1,150,463	430,587	1,899,442
Expenses								
Food & Beverage	79,087	136,596	57,509	64,481	430,688	381,432	(49,256)	228,443
Facility	652,403	756,018	103,615	618,962	2,162,067	2,221,728	59,661	1,831,082
Total Expenses	731,490	892,614	161,124	683,442	2,592,755	2,603,160	10,405	2,059,525
Net Income (Loss) before CIP Funded Expenses	(429,854)	(456,487)	26,633	(207,826)	(1,011,705)	(1,452,698)	440,993	(160,083)
CIP Funded Expenses	0	0	0	20,064	0	0	0	20,378
Net Income (Loss) from Operations	(429,854)	(456,487)	26,633	(187,762)	(1,011,705)	(1,452,698)	440,993	(139,705)
Fixed Asset Purchases	4,409	8,333	3,924	(7,192)	25,181	24,999	(182)	22,770
Net Income (Loss) after Fixed Asset Purchases	(434,263)	(464,820)	30,557	(180,570)	(1,036,886)	(1,477,697)	440,811	(162,475)

Summary O Investments Investment Allocation



0.0%	CASH	42.61
100.0%	CASH EQUIVALENTS	5,015,896.89
100.0%	TOTAL	5,015,939.50

Investment Summary

	Market Value	%	Estimated Income	Current Yield
CASH	2.61	0.00	0	0.00
CASH EQUIVALENTS	5,015,896.89	100.00	502	0.01
Total Fund	5,015,939.50	100.00	502	0.01

Schedule O Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
	CASH	42.61	42.61	100.00
	CASH EQUIVALENTS			
	CASH MANAGEMENT			
5,015,896.89	DREYFUS TREASURY OBLIGATIONS CASH MANAGEMENT FUND	5,015,896.89	5,015,896.89	100.00
	Total Fund	5,015,939.50*	5,015,939.50*	100.00*

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Hawaii Tourism Authority
 Budget Statement - Summary
 FY 2022
 As of September 30, 2021

Category	Tourism Federal Fund - ARPA [TFF]				Convention Center Federal Fund - ARPA [CCFF]			
	Fiscal Year 2022				Fiscal Year 2022			
	Budget	YTD Amount of Budget Used	Balance	Activity for September 30, 2021	Budget	YTD Amount of Budget Used	Balance	Activity for September 30, 2021
Revenues								
TAT Revenue Allocation			-	-	-	-	-	-
Federal ARPA Funds	60,000,000	3,210,000	56,790,000	-	11,000,000	490,000	10,510,000	-
Prior Year Carryover			-	-	-	-	-	-
Availability of \$5M Emergency Fund (Subject to Governor Approval)			-	-	-	-	-	-
Other			-	-	-	-	-	-
	<u>60,000,000</u>	<u>3,210,000</u>	<u>56,790,000</u>	<u>-</u>	<u>11,000,000</u>	<u>490,000</u>	<u>10,510,000</u>	<u>-</u>
Expenditures								
Perpetuating Hawaiian Culture								
Hawaiian Culture Programs			-	-	-	-	-	-
In-House Contracted Staff - Hawaiian Culture			-	-	-	-	-	-
State Employee Salaries - Hawaiian Culture			-	-	-	-	-	-
Subtotal	-	-	-	-	-	-	-	-
Natural Resources (Statute: \$1M minimum)								
Natural Resources Programs			-	-	-	-	-	-
In-House Contracted Staff - Natural Resources			-	-	-	-	-	-
State Employee Salaries - Natural Resources			-	-	-	-	-	-
Subtotal	-	-	-	-	-	-	-	-
Community								
Community Programs			-	-	-	-	-	-
In-House Contracted Staff - Community			-	-	-	-	-	-
State Employee Salaries - Community			-	-	-	-	-	-
Subtotal	-	-	-	-	-	-	-	-
Branding								
Branding Programs	28,600,000		28,600,000	-	-	-	-	-
In-House Contracted Staff - Branding			-	-	-	-	-	-
State Employee Salaries - Branding	920,222	920,222	-	-	72,958	72,958	-	-
Subtotal	<u>29,520,222</u>	<u>920,222</u>	<u>28,600,000</u>	<u>-</u>	<u>72,958</u>	<u>72,958</u>	<u>-</u>	<u>-</u>
Sports								
Sports Programs	2,177,889		2,177,889	-	-	-	-	-
Subtotal	<u>2,177,889</u>	<u>-</u>	<u>2,177,889</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Safety and Security								
Safety and Security Programs			-	-	-	-	-	-
Subtotal	-	-	-	-	-	-	-	-
Tourism Research								
Tourism Research Programs			-	-	-	-	-	-
In-House Contracted Staff - Tourism Research			-	-	-	-	-	-
State Employee Salaries - Tourism Research			-	-	-	-	-	-
Subtotal	-	-	-	-	-	-	-	-
Hawai'i Convention Center								
Sales & Marketing			-	-	-	-	-	-
Operations			-	-	-	-	-	-
Major Repair & Maintenance			-	-	-	-	-	-
Subtotal	-	-	-	-	-	-	-	-
Administrative (Statute: Cannot exceed 3.5% = \$2,765,000)								
Operations	648,700		648,700	-	-	-	-	-
In-House Contracted Staff - Admin			-	-	-	-	-	-
State Employee Salaries - Admin	1,179,778	1,179,778	-	-	247,042	247,042	-	-
Subtotal	<u>1,828,478</u>	<u>1,179,778</u>	<u>648,700</u>	<u>-</u>	<u>247,042</u>	<u>247,042</u>	<u>-</u>	<u>-</u>
Organizationwide Costs								
State Employee Fringe	1,110,000	1,110,000	-	-	170,000	170,000	-	-
Organization-Wide	230,000		230,000	-	-	-	-	-
Governance - Board/Others	121,800		121,800	-	-	-	-	-
Subtotal	<u>1,461,800</u>	<u>1,110,000</u>	<u>351,800</u>	<u>-</u>	<u>170,000</u>	<u>170,000</u>	<u>-</u>	<u>-</u>
Total Expenditures	<u>34,988,389</u>	<u>3,210,000</u>	<u>31,778,389</u>	<u>-</u>	<u>490,000</u>	<u>490,000</u>	<u>-</u>	<u>-</u>
Revenues vs Expenditures	<u>25,011,611</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>10,510,000</u>	<u>-</u>	<u>-</u>	<u>-</u>

Hawaii Tourism Authority
Budget Statement
September 30, 2021

Program Code	Program Title	Budget - FY22	YTD Encumbered (Budget Used) - FY22	Balance Remaining	September 2021 Activity
<i>Tourism Federal Fund</i>					
Branding					
4	Cruise Infrastructure Improvements and Arrival Experience	100,000.00	0.00	100,000.00	0.00
321	US (formerly North America)	28,500,000.00	0.00	28,500,000.00	0.00
934	State Employee Salaries - Branding	920,222.00	920,222.00	0.00	0.00
Subtotal Branding		29,520,222.00	920,222.00	28,600,000.00	0.00
Sports					
312	PGA Tour Contracts	2,177,889.00	0.00	2,177,889.00	0.00
Subtotal Sports		2,177,889.00	0.00	2,177,889.00	0.00
Administrative					
901	General and Administrative	648,700.00	0.00	648,700.00	0.00
930	State Employee Salaries - Admin	1,179,778.00	1,179,778.00	0.00	0.00
Subtotal Administrative		1,828,478.00	1,179,778.00	648,700.00	0.00
Governance and Organization-Wide					
915	Organization-Wide	230,000.00	0.00	230,000.00	0.00
919	Governance - Gen Board/Others	121,800.00	0.00	121,800.00	0.00
931	State Employees Fringe	1,110,000.00	1,110,000.00	0.00	0.00
Subtotal Governance and Organization-Wide		1,461,800.00	1,110,000.00	351,800.00	0.00
Total	FY 2022 Funds	34,988,389.00	3,210,000.00	31,778,389.00	0.00
<i>Convention Center Federal Fund - ARPA (CCFF)</i>					
Branding					
934	State Employee Salaries - Branding	72,958.00	72,958.00	0.00	0.00
Subtotal Branding		72,958.00	72,958.00	0.00	0.00
Administrative					
930	State Employee Salaries - Admin	247,042.00	247,042.00	0.00	0.00
Subtotal Administrative		247,042.00	247,042.00	0.00	0.00
Governance and Organization-Wide					
931	State Employees Fringe	170,000.00	170,000.00	0.00	0.00
Subtotal Governance and Organization-Wide		170,000.00	170,000.00	0.00	0.00
Total	FY 2022 Funds	490,000.00	490,000.00	0.00	0.00

Budget Reallocation Summary
 FY 2022
 Through September 30, 2021

Budget Line Item	Program Code	Budget	Year-to-Date		September 2021 Activity
			Reallocation	Budget After Reallocations	
Perpetuating Hawaiian Culture					
<i>From:</i>					
None				-	
				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
				-	
				-	
				-	
			-		-
Natural Resources					
<i>From:</i>					
None				-	
				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
				-	
				-	
			-		-
Community					
<i>From:</i>					
None				-	
				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
				-	
				-	
			-		-

Budget Reallocation Summary
 FY 2022
 Through September 30, 2021

Budget Line Item	Program Code	Budget	Reallocation	Budget After Reallocations	September 2021 Activity
			-	-	
			-	-	
			-	-	
			-	-	
<hr/>					
Branding					
<i>From:</i>					
None				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
			-		-
<hr/>					
Sports					
<i>From:</i>					
None				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
			-		-
<hr/>					
Safety and Security					
<i>From:</i>					
None				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
			-		-
<hr/>					
Tourism Research					
<i>From:</i>					
None				-	
				-	
			-		-

Budget Reallocation Summary
 FY 2022
 Through September 30, 2021

Budget Line Item	Program Code	Budget	Reallocation	Budget After Reallocations	September 2021 Activity
			-		-
To:				-	
				-	
				-	
			-		-
Administration					
From:					
None				-	
				-	
			-		-
To:					
				-	
				-	
			-		-
Governance and Organization-Wide					
From:					
None				-	
				-	
				-	
			-		-
To:					
				-	
				-	
			-		-
Board Allocations					
From:					
None				-	
				-	
			-		-
			-		-

Hawaii Tourism Authority
Budget Statement
July 1, 2021

Note: This schedule summarizes transactions that were encumbered with FY21 funds, processed by FY22 business. See further discussion in Executive Summary.

Program Code	Program Title	FY21 Funds Transactions, Processed in FY22
Perpetuating Hawaiian Culture		
201	Kukulu Ola: Living Hawaiian Cultural Prog	-
202	Hawaiian Culture Initiative	-
206	Kahea Program - Harbor Greetings	-
207	Kahea Program - Airport Greetings	-
208	Hawaiian Music and Dance Center	5,948,568
212	Merrie Monarch Hula Festival	-
215	Hawaiian Culture Opportunity Fund	99,995
216	Olelo Hawaii	-
297	Memberships and Dues - Hawaiian Culture	-
717	Monthly Music Series	-
932	Salaries - Hawaiian Culture	-
	Total - Perpetuating Hawaiian Culture	6,048,563
Natural Resources		
402	Aloha Aina (formerly NR and Leg Prov NR)	-
406	Visitor Impact Program	-
407	Hawaii Eco Tourism Association	-
499	In-House Contracted Staff - Natural Resources	-
936	State Employee Salaries - Natural Resources	-
	Total - Natural Resources	-
Community		
700	Community Opportunity	-
701	Community Enrichment Program	-
731	Community-Based Tourism - Oahu	-
732	Community-Based Tourism - Maui County	20,000
733	Community-Based Tourism - Hawaii Island	15,000
734	Community-Based Tourism - Kauai	15,000
797	Memberships and Dues - Community	-
933	State Employee Salaries - Community	-
	Total - Community	50,000
Branding		
4	Cruise Infrastructure Improvements and Arrival Experienc	-
318	gohawaii.com (formerly Online Website Coordination)	-
320	Island Chapters Staffing and Admin	-
321	US (formerly North America)	-
322	Canada	800,000
323	Japan	-
324	Korea	-
325	Oceania	-
329	China	-
331	Meetings, Convention & Incentives	-
339	Global Digital Marketing Strategy (former Intl Online Stra	-
350	Global Mkt Shared Resces (formerly Intellect Prop Data B	-
380	Marketing Opportunity Fund	-
397	Memberships and Dues - Branding	-
398	Travel - Branding	-
723	Hawaii Film Office Partnership	-
934	State Employee Salaries - Branding	-
	Total - Branding	800,000
Sports		
312	PGA Tour Contracts	-
377	Polynesian Football HoF	-
378	UH Athletics Branding Partnership	-
384	Football	-
	Total - Sports	-
Safety and Security		
601	Visitor Assistance Programs	55,000
602	Crisis Management	-
	Total - Safety and Security	55,000

Hawaii Tourism Authority
Budget Statement
July 1, 2021

Tourism Research		
505	Est of Visitor Arrivals by Country by Month	-
506	Infrastructure Research (Accomodations and Airseats)	-
512	Visitor Arrivals and Departure Surveys	(390,082)
513	Evaluation and Performance Studies	-
514	Marketing Research	-
597	Memberships and Dues - Research	-
935	State Employee Salaries - Research	-
	Total - Tourism Research	(390,082)
Administrative		
101	Community-Industry Outreach & Public Relations Svcs	200,000
103	hawaiitourismauthority.org (formerly HTA web/Global Sc	-
901	General and Administrative	-
909	Protocol Fund	-
930	State Employee Salaries - Admin	-
	Total - Administrative	200,000
Governance and Organization-Wide		
915	Organization-Wide	-
919	Governance - Gen Board/Others	-
931	State Employees Fringe	-
	Total - Governance and Organization-Wide	-
	Total	6,763,481

Convention Center Enterprise Special Fund:

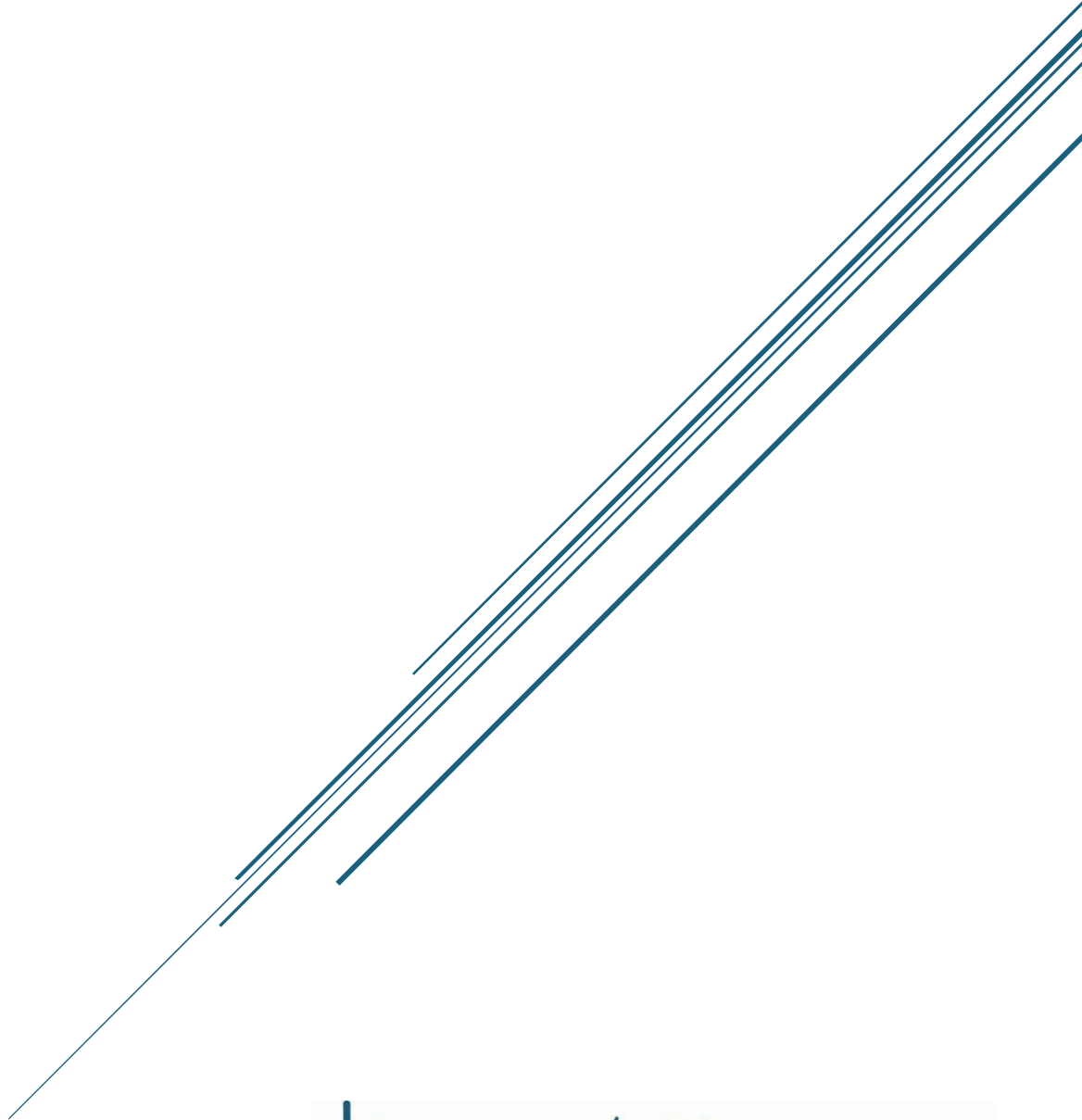
Branding		
934	State Employee Salaries - Branding	-
	Total - Branding	-
Administrative		
930	State Employee Salaries - Admin	-
	Total - Administrative	-
HCC Operations		
850	HCC Operating Expense	13,186,400
860	HCC Repair and Maintenance	20,960,600
870	HCC Sales and Marketing / MFF	-
871	HCC Local Sales	533,000
	Total - HCC Operations	34,680,000
Governance and Organization-Wide		
915	Organization-Wide	-
931	State Employees Fringe	-
	Total - Governance and Organization-Wide	-
	Total CCESF	34,680,000

6

Report of the Chief Executive Officer/
Chief Administrative Officer/Chief Brand Officer
Relating to Staff's Implementation of HTA's Programs
During September 2021

HTA CEO REPORT

OCTOBER 2021



EXECUTIVE SUMMARY

Each month, the Hawai'i Tourism Authority (HTA) provides this report as a resource to the Board and the public to better understand the activities and actions taken by the team in support of the organization's overall mission. HTA's 2025 Tourism Strategic Plan and its four interacting pillars (Natural Resources, Hawaiian Culture, Community, and Brand Marketing) serves as a guide to the team in the various matters worked on during September 2021. Overall, this report provides insight into the actions conducted by the staff to implement the HTA budget previously approved by the Board.

Discussions with stakeholders and the State Department of Land and Natural Resources (DLNR) continue to include the implementation of a statewide reservations system for park access. HTA's natural resource team worked to identify best practices and examples of systems that epitomize the goals outlined in our strategic plan as well as the various Destination Management Action Plans (DMAP) that this system would help fulfill. Furthermore, the team continues to refine the scope of work for the study of enhancing tour guide certifications and licensure regimes for tour guides.

Staff continue to manage projects that include the Merrie Monarch Festival Digitization, Hawaiian Language Newspaper Digitization, Festival of Pacific Arts and Culture (FestPAC) and the Center for Hawaiian Music and Dance. In partnership with the Hawai'i Community Foundation (HCF) and Hawai'i Visitors & Convention Bureau (HVCB), HTA is excited to resume its Aloha 'Āina, Kūkulu Ola and Community Enrichment Programs.

The planning team transitioned the Community Enrichment Program (CEP) to the brand team, HVCB and its Island Chapters. Work was also done in preparing and finalizing the EDA non-competitive State Tourism Grant to support the travel, tourism, and outdoor recreation sectors with the Chief Administrative Officer. Various meetings were also conducted to help move DMAP actions forward.

The USA MMA Request for Proposal (RFP) was released on October 5, 2021. Release dates for the Global MCI RFP and Global Support Services RFP are pending while the brand and contracts teams continue to finalize these RFPs.

All GMTs' updated Brand Marketing Plans (BMP) utilizing the remaining contract balance for calendar year 2021 were approved by the HTA board during the two September board meetings. These updated plans have a clear focus on market education and collaboration with industry partners, and aim to recover travel demand for Hawai'i. The brand team is working closely with all GMTs to execute the approved BMPs.

"Mālama Ku'u Home: An Update from the Hawai'i Tourism Authority" was streamed via Zoom Webinar and Facebook Live on October 1, 2021. The leadership team gave presentations on HTA's strategic direction, organizational updates, Destination Management Action Plans progress, and market insights.

The event's recording and full presentations are available on the HTA website. More than 1,500 people viewed the update via Zoom webinar, Facebook and YouTube to date.

Pursuant to Act 088, HTA's Tourism Research Division (TRD) was transferred to DBEDT's Research & Economic Analysis Division (READ) effective July 1, 2021, and was renamed the Tourism Research Branch (TRB). TRB published the August 2021 Visitor Statistics press release and monthly reports, air seat outlook for October – December 2021, August 2021 Hawai'i Hotel Report, and August 2021 Vacation Rental Performance Report. The 2020 Annual Visitor Research Report and companion Excel file, and Q2 2021 Visitor Satisfaction and Activity Survey Quarterly Report and companion infographic, were also published in September. In addition, TRB published weekly Destination Brand Index reports, the weekly Destination Brand Index – Responsible Traveler Segment, weekly Travel Agency Booking Trend reports, and the September 2021 Coronavirus Impact Report, and updated the Symphony Dashboards.

I. CHANGE MANAGEMENT PLAN

The team continues to focus on its human resource needs related to the restructuring and redescription of the organization. This includes seeking approval from DBEDT to begin the recruitment process. Once approval from DBEDT has been received, HTA posts the vacancy for a period of time, typically two weeks, receives resumes, reviews resumes, and then schedules interviews with the top candidates.

The team has successfully completed the recruitment process for several positions, including the Public Affairs Officer, Administrative Assistant, and one of the two Senior Brand Managers. Staff continue to recruit for one additional Senior Brand Manager and two Brand Manager vacancies.

Staff continue to work on the official reorganization document that will be submitted to DBEDT-HR, DHRD, and B&F, with the intention of submitting the document once the hiring process for all vacancies has been completed. Internally, the team continues to meet regularly and discuss the overall progress on the Change Management Plan (CMP).

The team has reviewed the current HTA Bylaws and conducted research to determine whether or not changes are needed. Based on the team's research, staff have identified a few minor changes to the existing bylaws and will be presenting them to the board for consideration. In addition, the team reviewed HTA's Code of Conduct (Policy #100-03) and conducted research to determine whether changes would be appropriate. Staff have made some proposed modifications to the policy and will be presenting them to the board for consideration at a future board meeting.

HTA's procurement and finance teams continue to work on updating HTA's policies and procedures that have been impacted by the CMP and the recent changes to the HRS. Modifications to policies will be presented to the board for consideration at a future board meeting.

The team has been working diligently on finalizing the remaining FY22 available budget. A proposal for the remaining funds will be presented to the BRIC and then subsequently to the board for consideration. The target is to have this ready for the October board meeting but no later than the November meeting.

The final approval of HTA's request to access the ARPA funds has been completed with Governor Ige signing off on September 21, 2021. A letter from Director of Finance Craig Hirai was issued on September 23, 2021, which outlined the approval and release of the remaining funds. The remaining funds approved by Governor Ige totaled \$56,790,000. The total ARPA award was for \$60,000,000.

The team continues to work closely with the State Procurement Office (SPO) and HTA's deputy attorney general on procurement-related questions and concerns. SPO has been extremely helpful and made themselves available to HTA to work through any issues or questions.

The team continues to meet with state legislators to provide insight and updates on the changes that have been occurring at HTA. Response has been positive and HTA has offered to serve as a resource, which has been well-received.

II. NATURAL RESOURCES PILLAR

1. *Aloha 'Āina (Natural Resources) Program*

On September 15, HTA announced that it would be resuming the Aloha 'Āina program, which works to preserve, manage and enhance Hawai'i's natural resources in 2022. HTA partnered with the Hawai'i Community Foundation (HCF) to administer its 2022 Aloha 'Āina program (HTA CON 21033). HCF has issued a Request for Proposal (RFP) to provide funding support to qualified nonprofit organizations and is seeking proposals from the community. The deadline for applicants to submit proposals to HCF is October 29, 2021 at 4 p.m. HST.

2. *DLNR Partnership*

Nā Ala Hele staff continue to implement various portions of CON 20210: Universal Trail Assessment and Sign Initiative, and Trail Safety and Enhancement -Brushing/Maintenance/Rehabilitation, to enhance the resident and visitor experience statewide across 128 trails spanning approximately 855 miles. Interim Nā Ala Hele program manager, Bill Stormont, has indicated that the project timeline may need to be extended due to DLNR internal fiscal systems and backordered equipment beyond the contractor's control. HTA staff are committed to working with DLNR leadership to manage this statewide project and its presented challenges.

3. *Park Reservation, User Fee Program and Universal Reservation System (URS)*

HTA leadership and staff have continued to hold meetings with DLNR, representatives of the Office of the Governor, the Senate and others to understand the opportunity to implement a state parks reservation system. Through these discussions the team learned that there is a desire to have other assets included in the system beyond just state parks, that could include state trails, county parks and other prominent points of interest. It is becoming apparent that a site may need to be built that focuses on the user experience and education that links to existing systems on the back end, much like a channel manager. There is more work to come and staff continue to advance this project.

HTA has contracted with HVCB to support a manager-level position to oversee the market research, procurement, and development of a robust Universal Reservations System (URS) for statewide leisure activities via CON 20138 and received a Notice to Proceed from HTA on July 30, 2021.

4. *Tour Guide Certification and Licensure*

In partnership with the Native Hawaiian Hospitality Association (NaHHA) and the University of Hawai'i at Mānoa School of Travel Industry Management (TIM), HTA has contracted for a comprehensive study to understand current tour guide certification and licensure programs that exist in Hawai'i and explore industry best practices globally for possible implementation in Hawai'i. Staff believes the study can be completed by TIM before June 2022. The contract for this work was issued under HTA CON18200 S3 to NaHHA with oversight provided by HTA.

5. Sustainable Tourism Management in Hawai'i Through Certifications, Trainings & Partnerships

HTA has contracted with Hawai'i Ecotourism Association dba Sustainable Tourism Association of Hawai'i (STAH) to protect Hawai'i's unique natural environment and host culture through the promotion of responsible travel and educational programs relating to sustainable tourism for residents, businesses, and visitors. STAH will focus on three areas: 1) Sustainable Tour Operator Certification Program, 2) Tour Operator/Tour Guide Training Program, and 3) Educational Outreach/Partnership Development. PON 20134 received a Notice to Proceed from HTA on August 9, 2021 and has been moving forward throughout the month of September.

III. HAWAIIAN CULTURE PILLAR

1. *Kūkulu Ola Program*

On September 15, HTA announced that it would be resuming the Kūkulu Ola program, that works to perpetuate the Hawaiian culture and community in 2022. HTA partnered with the Hawai'i Community Foundation (HCF) to administer its 2022 Kūkulu Ola program (HTA CON 21033). HCF has issued a Request for Proposal (RFP) to provide funding support to qualified nonprofit organizations and is seeking proposals from the community. The deadline for applicants to submit proposals to HCF is October 29, 2021 at 4 p.m. HST.

2. *Native Hawaiian Hospitality Association*

HTA and the Native Hawaiian Hospitality Association (NaHHA) continue to build stronger ties between the Hawaiian community and the tourism industry. NaHHA continues to support HTA staff with Festival of Pacific Arts and Culture (FestPAC) planning and coordination. The FestPAC Commission has decided to recruit a Festival Director for a three-year term (with the option for a six-month extension) to lead the 13th FestPAC June 2024 event. The Festival Director will be based in Honolulu, Hawai'i at FestPAC Hawai'i Headquarters in the Hawai'i Convention Center. For Fiscal year 2021-2022, the Festival Director will be a contracted position with NaHHA.

Recently NaHHA executed a contract with Kapono Inc. to present "Home in the Islands™ with Henry Kapono & Friends". The concert will bring an all-star lineup of Hawai'i's most iconic and emerging musical artists together on one stage for one magical night under the stars, celebrating the soundtrack of Hawai'i. The event is a partial benefit for the Henry Kapono Foundation with \$1 from every ticket and a portion of the show's proceeds will go toward helping the many musicians, stagehands, audio engineers, lighting technicians, and backstage crews that were mainly put out of work over the past 18 months due to the COVID-19 pandemic. Originally scheduled for November 6, 2021 at the Waikiki Shell, it was announced on September 28 that the show has been rescheduled to June 18, 2022 due to the Delta variant and COVID-19 restrictions, and for the safety of the community.

3. *POP-UP MĀKEKE SEASON 3*

In collaboration with DBEDT, HTA is continuing its support of the Pop-Up Mākeke, produced by the Council for Native Hawaiian Advancement (CNHA). Born in response to the coronavirus pandemic and its impact on Hawai'i's small and micro businesses, the Pop-Up Mākeke is a centralized online marketplace that supports more than 400 Hawai'i businesses.

4. *Native Hawaiian Festivals and Events*

13TH FESTIVAL OF PACIFIC ARTS AND CULTURE (FESTPAC)

The commission for the 13th FestPAC continues its planning and HTA staff are supporting efforts around marketing, public relations, and communications for the festival. The festival commission is now focused on recruiting a Festival Director.

MERRIE MONARCH FESTIVAL DIGITIZATION PROJECT

The digitization work of previous Merrie Monarch Festivals is ongoing and expected to be completed by June 2022. The work of digitizing the archived collection has been slowed due to the COVID-19 restrictions as well as the tedious nature of the work.

SIGNATURE EVENTS

HTA has contracted with the Hawai'i Visitors and Convention Bureau (HVCB) to administer the Signature Events Program for CY2022. HTA has decided to combine the Signature Events program with the Community Enrichment Program to simplify administration of the programs. Events that previously fell under the Signature Events Program will now apply to funding opportunities through the Community Enrichment Program (administered by HVCB). CON 21038 received the Notice to Proceed from HTA on July 30, 2021 and the RFP was published on September 27, 2021. The submission deadline is November 5, 2021.

5. *Center for Hawaiian Music and Dance*

During the 2021 legislative session, HTA tracked several bills which would affect the Center for Hawaiian Music and Dance (CHMD). HB321 HD1 and SB926 repeal the allocation of TAT funds to the CHMD. HB1165 and SB916 SD1 amend the language that allowed for the development and operations of the Center for Hawaiian Music and Dance and leaves its location undetermined. HTA staff has paused exploration of a digital/virtual exhibit component to begin with, as clarity is obtained on what will allow the state to meet the challenges faced with the economic recovery from COVID-19.

6. *‘Ōlelo Hawai‘i – He Aupuni Palapala: Preserving and Digitizing the Hawaiian Language Newspapers*

Work towards the preservation and digitization of the Hawaiian Language Newspapers is ongoing and in process through the finalized and executed supplemental contract with Bishop Museum that allows more time for work to be completed on CON 20195 “He Aupuni Palapala: Preserving and Digitizing the Hawaiian Language Newspapers.” The State of Hawai‘i benefits to support programs that preserve and increase access to rare and historical Hawaiian language newspapers to further the understanding and knowledge contained therein. By making readily available these important documents for education, research, and preservation, the project will provide the state with a completely unique and robust resource for Hawaiian language learners and workers to strengthen ‘ōlelo Hawai‘i.

7. Kāhea Greetings

AIRPORTS

HTA has re-established its partnership with the Department of Transportation (DOT) Airports Division to implement the Kāhea Greetings program from July 2021 to June 2022 at the Honolulu (HNL), Kahului (OGG), Hilo (ITO), Kona (KOA), and Līhu'e (LIH) airports which will include a combination of Hawaiian music and hula 'auana, lei greetings, refreshments, and/or other services to create an authentic Hawaiian experience to be provided to visitors upon their arrival. CON 21039 is awaiting the Notice to Proceed from HTA.

HARBORS

HTA has re-established its partnerships with community organizations to implement the Kāhea Greetings program for the 2022 cycle at Hilo Pier, Kailua Pier, and Nāwiliwili Harbor. Greetings will include but not be limited to entertainment, lei greetings, informational brochures and maps, and other services to create an authentic Hawaiian experience, to be provided each day a cruise ship arrives. CON 21035, CON 21036, and CON 21038 are awaiting the Notice to Proceed from HTA.

IV. COMMUNITY PILLAR

1. *Community*

COMMUNITY ENRICHMENT PROGRAM (CEP)

There is only one 2020 CEP project remaining, the Hale'iwa Interpretative Signage Project and Walking Tour Map. This project is set for completion on December 31, 2021.

HTA has contracted with the Hawai'i Visitors and Convention Bureau (HVCB) to administer the Community Enrichment Program for 2022. HTA CON 21038 received the Notice to Proceed from HTA on July 30, 2021 and the CEP Request for Proposals was released on September 27, 2021.

Informational RFP briefings were held virtually for each island in the following weeks. The deadline for submissions is November 5, 2021.

DESTINATION MANAGEMENT ACTION PLANS (DMAP)

HTA has contracted with the Hawai'i Visitors and Convention Bureau (HVCB) to implement the DMAPs for each county in CY2022. CON 21038 received the Notice to Proceed from HTA on July 30, 2021. The following DMAP managers have been hired by HVCB:

- Kauai - Patti Ornellas
- Hawai'i Island – TBD
- Maui Nui – Meagan DeGaia
- Oahu - Catherine Orleans

HOSPITALITY INDUSTRY UPDATES (COUNTY)

HTA recognized the need to connect stakeholders from both the public and private sectors to improve awareness and build an understanding of the current state of the visitor industry related to COVID-19. As such, HTA staff coordinates with each county to identify a day and time that is most convenient for the respective mayor to participate in a hosted meeting with government officials, association leaders, contract partners and the visitor industry.

In the month of September, three hospitality industry updates were conducted for the City and County of Honolulu and County of Hawai'i, both on September 8, and County of Maui on September 15.

2. *Communication and Outreach*

NEWS RELEASES/REPORTS/ANNOUNCEMENTS

- News Release: HTA Resumes Kūkulu Ola and Aloha 'Āina Programs (September 15)
- Announcement: FestPAC Seeking Festival Director (September 16)
- Report: HTA Hawai'i Hotel Performance Report for August 2021 (September 20)

- Report: HTA Hawai'i Vacation Rental Performance Report for August 2021 (September 23)
- OVB News Release: OVB Announces New Destination Manager (September 24)
- News Release: HTA Invites the Public to Receive an Update on its Strategic Plan and More (September 24)
- News Release: HTA Resumes Community Enrichment Program (September 27)
- DBEDT News Release: Total Visitor Spending and Arrivals in August 2021 (September 30)

NEWS BUREAU

- Coordinated and assisted with 18 interviews and statements, including:
 - Hawai'i News Now Sunrise, Casey Lund: Kalani Ka'anā'anā (KK) and Caroline Anderson (CA) live interviews on brand management and O'ahu DMAP (September 1)
 - SF Gate, Libby Leonard, KK interview on Pololū Valley Stewardship Program (September 1)
 - KHON, Max Rodriguez: CA interview on O'ahu DMAP (September 2)
 - Pacific Business News, Christina O'Connor: KK interview on business travel and future outlook (September 3)
 - Vancouver Sun, Sandra Thomas: KK interview on becoming a better, more respectful visitor (September 9)
 - AARP, Bill Fink: HTA news release on Gov. Ige's Aug. 23 announcement to curtail non-essential travel (September 14)
 - Washington Post, Natalie Compton: HTA news release on Gov. Ige's Aug. 23 announcement to curtail non-essential travel (September 15)
 - Honolulu Star-Advertiser, Jayna Omaye: CA interview on O'ahu DMAP (September 16)
 - Hawai'i Public Radio, Casey Harlow: KK interview on business travel and AHLA projection (September 20)
 - Hawai'i Public Radio, Casey Harlow: KK interview on Kūkulu Ola and Aloha 'Āina RFPs (September 20)
 - CBS8 San Diego, Abbie Alford: HTA news release on Gov. Ige's Aug. 23 announcement to curtail non-essential travel (September 20)
 - Hawai'i Public Radio, Russell Subiono: CA interview on Hawai'i Island DMAP progress (September 21)
 - Hawai'i News Now, Mark Carpenter: KK interview on HTA response to UH study that reported visitors' willingness to pay more for cultural experiences (September 22)
 - Honolulu Star-Advertiser, Allison Schaefer: John De Fries (JDF) and KK on Hawai'i Visitors and Convention Bureau contracts (September 24)
 - Washington Post, Rachel Siegel: JDF interview on Hawai'i's economic recovery and tourism (September 24)
 - KHON, Kristy Tamashiro: KK interview on Japan lifting travel restrictions (September 28)
 - The Better Travel Podcast, The New York Times Travel section contributor Paige McClanahan: JDF interview on Hawai'i tourism, Mālama Ku'u Home, and educating visitors about mindful travel (September 29)

- Assisted with the following media relations:
 - Honolulu Star-Advertiser, Ashley Mizuo: Correction to Hawai'i Lodging and Tourism Association (HLTA) title
 - Wall Street Journal, Eric Morath: Provided HLTA information for hotel data, ETS trans-Pacific arrivals data, and August visitor statistics
 - Hawai'i News Now, Derek Kravitsky: Kaua'i DMAP Summer Progress Report
 - KHON, Max Rodriguez: Deferred interview request to HLTA on Waikiki visitor market trends, specifically in response to a few hotels reducing pricing
 - Honolulu Star-Advertiser, Ajay Houston: Declined opportunity to participate in Top Workplaces program
 - SWNS Media Group: Reviewed and declined pay-to-play partnership
 - Pitched HTA interview to Hawai'i Public Radio, Hawai'i News Now, KHON and KITV regarding Kūkulu Ola and Aloha 'Āina RFPs
 - Indian Country Today, Joaqlin Estes: Deferred interview request to HLTA or hotel partners regarding effects of Gov. Ige's August 23 announcement to curtail non-essential travel
 - Hawai'i News Now, Derek Kravitsky: Deferred interview request regarding unruly airline passengers and whether it is a trend in Hawai'i, in light of Hawaiian Airlines' in-flight incident
 - KAOI 1110AM Maui "Business Matters": Coordinated JDF interview for October 19
 - Hawai'i News Now, Samie Solina: Deferred interview request for HTA response to Gov. Ige's comment about the state working on messaging to welcome visitors back to Hawai'i when the COVID-19 numbers decline, but suggested she watch HTA's upcoming Standing Marketing Committee Meeting and Board Meeting occurring that week
 - Washington Post, Rachel Siegel: Follow-up to JDF interview; provided DMAPs and summer progress reports, as well as Charlene Chan contact information for interview with DBEDT Director Mike McCartney and other contacts
 - KHON, Kristy Tamashiro: Deferred interview on Kīlauea eruption and benefit to Hawai'i Island's economy to on-island businesses

COMMUNITY INITIATIVES AND PUBLIC OUTREACH

- HTA E-Bulletin: Edited, designed and distributed September 2021 HTA e-Bulletin in English and 'Ōlelo Hawai'i
- Mālama Ku'u Home Update
 - Drafted and distributed e-blast invitation (September 17)
 - Drafted and distributed reminder e-blast (September 28)
 - Submitted event information to media online calendars
 - Participated in pre-event call to finalize plan for monitoring webinar Q&A for media inquiries as well as Facebook livestream.
- DMAPs
 - Drafted and distributed e-blasts for the Summer 2021 DMAP Progress Reports
 - Kaua'i (September 8)

- Maui (September 10)
 - Molokaʻi (September 14)
 - Lānaʻi (September 16)
 - Hawaiʻi Island (September 20)
 - Created corresponding social posts for each island progress report
- City and County of Honolulu Short-Term Rental Bill
 - Drafted JDF advocacy letter encouraging the industry to provide testimony during the September 8 hearing
- Kūkulu Ola and Aloha ʻĀina Program RFPs
 - Created social media assets and copy, provided to the Hawaiʻi Community Foundation
- Community Enrichment Program (CEP)
 - Reviewed HVCB’s social media assets and copy promoting CEP
- Distributed NaHHA September Training Calendar (September 15)
- Public Affairs Officer Recruitment
 - Inquired with PRSA Hawaiʻi about posting position to its job board. Declined due to cost.
- Hawaiian Airlines: Drafted and provided JDF quote for inclusion in news release on its new Travel Pono arrival video
- Reached out to the Department of Health for radio script on vaccination messaging to be read on ESPN Honolulu spots
- YouGov: Reviewed and edited HTA case study for its stakeholders
- Miscellaneous Assistance
 - Visitor Kacy Kesecker: Travel to Kauaʻi in light of Gov.’s August 23 announcement
 - Resident Elizabeth Brask: Safe Travels Program
 - Visitor Joanna Hoffman: Travel to Kauaʻi in light of Gov.’s August 23 announcement

CRISIS COMMUNICATIONS

- Conducted updates to HTA’s website – COVID-19 alerts page

HTA’S SOCIAL MEDIA

- Monitored and responded to direct messages on HTA’s Facebook, Instagram and Twitter accounts
- Provided the estimated number of HTA social media posts annually through FY 2026-2027 for Non-General Fund Report
- Developed and presented revised social media strategy proposal for HTA’s Facebook, Instagram and Twitter pages, including paid and organic strategy

Paid Posts on Facebook

- Post on the Mālama Ku’u Home update. Flight dates from September 21 – October 1.
Total Reach 15,381 | Total Engagements 957

Facebook

- Number of followers: 18,973 (+23.47%)
- Engagement rate: +5.20%
- Daily page engaged users: 39,714
- Posts: 17

Instagram

- Number of followers: 5,402 (+42.68%)
- Engagement rate: +597.80%
- Number of engagements: 635
- Posts: 16

Twitter

- Number of followers: 38,540 (+3.97%)
- Engagement rate: +319.35%
- Number of engagements: 130
- Posts: 18

INTER-AGENCY AND INTERNAL INITIATIVES

- Reviewed responses by Maui Visitors and Convention Bureau Destination Manager Meagan DeGaia on her new position and Maui Nui DMAP for MauiTimes article
- Reviewed Maui Visitors and Convention Bureau's news release seeking nonprofit partners to join Mālama Hawai'i program
- Reviewed Hawai'i Visitors and Convention Bureau's Meet Hawai'i news release announcing L. Whitehead, and provided JDF quote
- Reviewed O'ahu Visitors Bureau news release announcing its new Destination Manager, and provided CA quote
- Drafted potential news release and rollout plan that could be considered when Gov. Ige determines it's okay for visitors and residents to resume non-essential travel; also compiled media coverage highlights report for situational awareness
- Drafted and provided JDF statement for inclusion in DBEDT August Visitor Arrivals news release
- Drafted blurb on Safe Access O'ahu for Global Marketing Team

3. *Safety and Security*

VISITOR ASSISTANCE PROGRAM (VAP)

HTA currently has four contracts, one in each county, to provide funding support for the Visitor Assistance Program. These contracts are:

- CON 17031 (S6) – Visitor Aloha Society of Hawai'i (O'ahu) was issued a contract on December 30, 2020, Supplemental #6, which encumbered funds for three-fourths of calendar year 2021 in the amount of \$277,500 (April 1, 2021 to December 31, 2021). HTA has processed a contract extension to fund this program from January 1, 2022 to December 31, 2022.
- CON 17032 (S5) – VASHI – Island of Hawai'i VAP was issued a contract on December 30, 2020, Supplemental #5, which encumbered funds for three-fourths of calendar year 2021 in the amount of \$127,500 (April 1, 2021 to December 31, 2021). HTA has processed a contract extension to fund this program from January 1, 2022 to December 31, 2022.
- CON 17033 (S4) – VASK – Kaua'i VAP was issued a contract on December 30, 2020, Supplemental #6, which encumbered funds for three-fourths of calendar year 2021 in the amount of \$41,250 (April 1, 2021 to December 31, 2021). HTA has processed a contract extension to fund this program from January 1, 2022 to December 31, 2022.
- CON 17034 (S4) – MVCB – Maui VAP was issued a contract on December 30, 2020, Supplemental #6, which encumbered funds for three-fourths of calendar year 2021 in the amount of \$41,250 (April 1, 2021 to December 31, 2021). HTA has processed a contract extension to fund this program from January 1, 2022 to December 31, 2022.

During the month of September:

- Maui County's program handled 8 cases and helped 24 visitors (year-to-date: 97 cases/ 189 visitors). This included visitors primarily from the U.S. West/East markets. The program team also attended meetings at the EOC, Airport, Hotel and Resort Security Association, car rental and Maui Police Department committee meeting. The industry assisted with \$3,800 of in-kind contributions.
- Hawai'i County's program handled 19 cases and provided assistance to 75 visitors (year-to-date: 173 cases/ 493 visitors). This included visitors primarily from the U.S. West market, and three were from Japan. The industry assisted with \$5,703 of in-kind contributions.
- City and County of Honolulu's program handled 50 cases and helped 117 visitors (year-to-date: 528 cases/ 1,426 visitors). This included visitors primarily from the U.S. West market. The industry assisted with \$7,615 of in-kind contributions and \$250 in cash donations.
- Kaua'i County's program handled 13 cases and provided assistance to 26 visitors (year-to-date: 71 cases/ 186 visitors). This included visitors from the U.S. West/East market, and O'ahu. The program team also participated in the VASK ED/Dispatch coordinator meeting, VASK Board of Directors Meeting, and continue to air the VASK Crime Prevention and Safety Tips video on KVIC

channel 3. VASK received \$2,300 of in-kind assistance from the industry and other sources to assist in carrying out their mission.

SNORKEL SAFETY STUDY

The HTA executed a contract with the Hawaiian Lifeguard Association (CON 19171) for \$131,000 to conduct a snorkel safety study. This two-year study was designed to assess the causes and risk factors in snorkel-related fatalities and near fatal drownings. Hawaiian Lifeguard Association (HLA) collected and analyzed data, conducted scientific research, conducted surveys and interviews, and consulted with experts in the appropriate fields. The State of Hawai'i Department of Health and the City and County of Honolulu lifeguards collaborated on the study as well. A final report was received from the HLA and has been published on HTA's website.

V. BRAND MARKETING PILLAR

1. Major Market Area (MMA) Market Conditions

International MMA Border/Entry Restrictions

- Japan government released the state of emergency to 19 prefectures effective October 1. The government targets 80% vaccination by December. As of September 24, Japan's vaccination rate reached 55.2% (1st dose: 64%).
- According to Korean government's plan, 80% of adults (18 years of age or older) will be fully vaccinated by the end of October. As a result, these adults will be able to travel abroad without quarantine. The age group eligible for travel is also expected to expand with vaccinations for children, adolescents, and pregnant women.
- The Canadian border reopened to fully vaccinated travelers from all countries on September 7. Fully vaccinated travelers no longer must do on-arrival and day eight testing, but they may be subject to random testing at the border. As of September 20, the United States extended restrictions at its land borders with Canada through October 21. The federal government's advisory against all non-essential international travel during the pandemic remains in effect until further notice. Because it is an advisory - not an order - Canadians can still travel abroad, but they do so at their own risk. As of October 6, Canadian travelers along with air travel and rail employees, must be fully vaccinated against COVID-19 by October 29, according to new measures announced by the prime minister. The mandatory vaccine policy for the travel sector coincides with similar measures for public servants, who must attest they are fully vaccinated against COVID-19 by the same date or be put on unpaid administrative leave.
- The Oceania market is readying itself for the reopening of international travel, thanks to a month of high-volume vaccination rates and a relaxing in government restrictions. The Hawai'i Tourism Oceania office (and the wider industry) has noticed an increase in consumer excitement and enquiries around future travel opportunities. The reason for the progression is largely due to the Delta variant of COVID-19 being much more difficult for Australia and New Zealand to contain under their previously successful elimination strategy. In New South Wales and Victoria, the community cases have risen to a level that has caused the respective state governments to change their approach. The elimination strategy is no longer realistic and instead, an easing of restrictions will be linked primarily on vaccination rates. This has been seen by the travel industry as good news as the projected date for the targeted 80% of fully vaccinated adults could well be reached by the end of October. This level has been stated by the government as the threshold that would allow the recommencement of overseas travel for vaccinated travellers. In New Zealand, it looks like the recent outbreak of COVID-19 may not be contained, and the government has similarly fast-tracked the level of vaccinations which will help lift the restrictions around overseas travel.

U.S. Domestic Market Conditions

- Los Angeles leaders have voted to enact one of the nation’s strictest vaccine mandates. The sweeping measure requires the shots for everyone entering bars, restaurants, nail salons, gyms, and a Lakers game. The City Council voted 11-2 in favor of the ordinance that will require proof of full vaccination by November 4. On October 1, California Governor Gavin Newsome announced that all California students and school staff will be required to get vaccinated as early as January 2022. As for the U.S. East, there are 25 (New York, Maine, Rhode Island, DC, Delaware, etc.) states that require vaccination for employees of various categories. Of those, 21 specify requirements for health care workers, and most of those states require vaccination or regular testing of unvaccinated employees. Six states have taken a “vaccinate or terminate” approach, only permitting healthcare workers to be unvaccinated if they have a valid religious or medical exemption as defined for by the EEOC. Nine states have passed laws that ban employers from mandating vaccines for workers; three more states are expected to enact such bans soon.

MMA Airlift Update

- USA: The forecast for domestic scheduled non-stop air seats to Hawai‘i for October-December 2021 will increase by +24.4 percent compared to the same period in 2019, based on flights appearing in Diio Mi. The constant fluidity of seats and flights will continue as the COVID-19 pandemic evolves. An overall increase of flights is expected for U.S. West (+23.9%) and U.S. East (+28.8%).
- Canada: Carriers are now offering 142,000 seats throughout the second half of 2021, 90% of which are scheduled for Q4. With travel activity starting to pick up and expected to continue to show signs of improvement for the remainder of the year, total visitation is currently projected to reach 131,000 arrivals, or about one-quarter of the volume recorded in 2019 (-76%).
- Japan: There were a total of 41 flights (10,572 seats) from Japan to Hawai‘i in the month of September. ZIPAIR announced two flights per week starting from October and one additional flight in November.
- Korea: Korean Air will resume direct service to Honolulu three times a week starting November. Hawaiian Airlines currently fly three times a week from ICN to HNL. Asiana Airlines is planning to resume its service for Honolulu from January 2022. Depending on the market situation, Asiana may return early in December.

2. MMA Contract Status

- USA: Current contract for USA MMA ends on December 31, 2021, with no options to extend. The HTA has issued an RFP for the USA MMA for 2022.
- Japan: Current contract for Japan MMA ends on December 31, 2021, with no options to extend. A new one-year contract covering calendar year 2022 using fiscal year 2021 funds has been fully executed. Through August, HTJ has been on a fixed cost payment schedule. Starting in September, HTJ utilized program funds approved for market education and promotion.
- Canada: Current contract for Canada MMA ends on December 31, 2021, with no options to extend. A new one-year contract covering calendar year 2022 using fiscal year 2021 funds has been fully executed. Through July, HTCAN has been on a fixed cost payment schedule. Starting in August, HTCAN utilized program funds approved for Mālama Hawai'i promotions and market education.
- Oceania: Current contract for Oceania MMA ends on December 31, 2023, with two one-year options to extend. A supplemental contract covering calendar year 2022 using fiscal year 2021 funds has been fully executed. Through September, HTO has been on a fixed cost payment schedule.
- Korea: Current contract for Korea MMA ends on December 31, 2022, with two one-year options to extend. A supplemental contract covering calendar year 2022 using fiscal year 2021 funds has been fully executed. Through June, HTK has been on a fixed cost payment schedule. Starting in July, HTK utilized program funds approved for social media program "Aloha Report" as well as Mālama Hawai'i promotions and market education.
- China: Due to the COVID-19 pandemic and through no fault of the contractor, the contract for China MMA was terminated on December 31, 2020. A new one-year contract covering calendar year 2022 using fiscal year 2021 funds has been fully executed.

3. 2022 MMA RFP and BMP Outlines

The brand team continues to finalize the two RFPs for Global MCI and Global Support Services. The Brand Marketing and Management Plan (BMMP) Outline for 2022 for all international GMTs was released on October 5 with a submission deadline of November 12.

4. MMA Brand Marketing Highlights

HTA's Global Marketing Team has been directed to pivot towards visitor and industry education and focus brand marketing to attract high-spending, positive-impact prospects with programs aligned with responsible and regenerative tourism.

- USA: The Mālama Hawai'i brand campaign continued to gain momentum in September, supported by public relations, social and search media, and travel trade training and education to entice travelers with a trip that gives back – to both Hawai'i and to visitors. Strong traction for the Mālama Hawai'i promotion with industry partners continues to materialize. To date, 105 travel industry and community organizations are participating on a statewide basis. With expressed interest from even more industry partners who are expected to collaborate and contribute to a truly destination-wide effort, it is proving to be the largest public-private partnership that the Hawai'i industry has collectively supported. Travel trade efforts also continued to actively educate travel advisors across the country on the benefits their customers will reap by experiencing a deeper connection with Hawai'i.
- Japan: In the month of September, through extensive PR efforts, Hawai'i Tourism Japan (HTJ) earned 216 media exposures with 8,154,680,692 impressions and \$10,198,920 AVE. Major interviews included TV Asahi/Abema TV, Travel Journal, and Globe Trotter Travel Research Institute. HTJ shared Hawai'i's DMAPs, regenerative tourism model and Mālama Hawai'i initiatives during these interviews.
- Canada: The Mālama Hawai'i campaign continues to be the focus of Hawai'i Tourism Canada's (HTCAN) efforts to promote sustainable tourism and volunteer opportunities by educating the Canadian market (consumer and trade) about Hawai'i as a destination, its culture and the need for a more responsible, respectful traveler that will embrace the value of mālama. HTCAN is also proactively working on the upcoming 2021 Aloha Canada trade mission which will take place virtually on October 28.
- Oceania: In a positive sign, Australia and New Zealand are talking about future travel, and that when travel does reopen it will be for local residents who are vaccinated. The reopening will also begin with relatively safe destinations such as Hawai'i. Imagery and messaging that showcases nature, outdoor spaces, beauty and culture helps keep Hawai'i at the top of the aspiration list for Aussies and Kiwis to visit when the borders reopen.
- Korea: Hawai'i Tourism Korea has been preparing to launch a digital consumer co-op campaign with Naver Travel+, the largest portal site in Korea to publish series of contents to educate consumers on Mālama Hawai'i and also to inspire consumers to select the Hawaiian Islands as the next go-to travel destination after vaccination. The series will go live starting in November.

5. *Collaborations and Communications*

- The brand team continues to communicate with its industry partners to exchange information on market and business development.
- The brand team continues to conduct teleconference meetings with the GMT members to get regular updates on market trends, marketing activities, Hawai'i messaging, airlift development,

- and visitor and industry education efforts. During these meetings, HTA also conducts financial reviews with the GMT members.
- The brand team met with DLNR to discuss potential EDA funding.
 - The brand team attended a meeting for island-specific MCI updates on September 16 for Maui.
 - CBO met with DLNR staff to discuss the EDA grant and which proposals the State would like to include in HTA's submittal.
 - CBO met with DOT, DOH, DOD/HIEMA, various counties, and others on planning for cruise restart protocol and procedures.
 - CBO met with Governor Ige and Hawai'i Hotel Alliance members
 - CBO met with community organizations, HTUSA and HTJ to discuss a statewide tourism pledge and its integration into HTA platforms.
 - CBO attended a Virtual Town Hall with Representative Ward, Senator Lee, Councilmember Waters to discuss various tourism hotspots, the DMAPs and other community concerns.
 - CBO met with senior executives from Marriott International and staff from HTUSA to obtain updates about their activities and plans in the Hawai'i market.
 - CBO met with representatives from the U.S. State Department to discuss and update protocols for consular affairs as it pertains to visitors in Hawai'i.
 - CBO met with representatives from Travel2Change and NaHHA to discuss an upcoming partnership aimed at getting more community programs listed to encourage volunteerism amongst visitors.
 - CBO presented HTA updates to the Japan Hawai'i Tourism Association
 - CBO conducted meetings with industry representatives to understand current and potential future market conditions as it relates to MCI.
 - CBO met with DOT-Airports staff to discuss implementation of the Kāhea Airports program.
 - CBO attended meetings with Stantec, Ala Wai Watershed Collaborative and Hawai'i Green Growth to develop and discuss a community driven assessment tool for future projects in the watershed.
 - CBO participated in meetings with City & County of Honolulu representatives from various departments of the county to determine implementation of O'ahu DMAP actions and the creation of task forces or committees to address each area.
 - CBO attended a Virtual Town Hall with Representative Tam and Senator Moriwaki to update their constituents of HTA activities and hear community concerns.
 - CBO attended a meeting hosted by Rep Illagan and various Puna area businesses to find ways to promote them via HTA channels.
 - CBO attended a lunch session of the Chamber of Commerce of Hawai'i.
 - CBO participated in statewide virtual informational sessions for the Kūkulu Ola, Aloha 'Āina and Community Enrichment Programs.
 - CBO participated in numerous media interviews throughout the month.
 - CBO attended multiple legislative meetings with individual members to update them on HTA updates.

VI. PLANNING DIVISION

1. *Community-Based Tourism Program – Destination Management Action Plans (DMAPs)*

Below is an update on activities undertaken to support the implementation of the various DMAPs.

- O'ahu DMAP:
 - HTA staff and the City & County of Honolulu's Office of Economic Revitalization (OER) held a kick off meeting with the Mayor, Managing Director and the heads of their departments, and O'ahu Visitors Bureau (OVB) to share the O'ahu DMAP and to help move the O'ahu DMAP actions that the City is taking the lead on, in the areas of illegal short-term rentals, hotspot management, and transportation on September 14.
 - Catherine Orlans, OVB's Destination Manager (supported with HTA funds), started on September 24. HTA and OVB staff have been speaking and meeting throughout September to onboard Catherine. Meetings were also held with OER.
 - Caroline Anderson participated in the North Shore Sustainable Community Plan's Transportation and Infrastructure meeting on September 21.
 - Media:
 - September 1.
 - Honolulu Star-Advertiser: [Hawaii Tourism Authority tourism plan for Oahu focuses on reducing visitors](#)
 - Big Island Gazette: [HTA Publishes Community-Based Tourism Management Plan for Oahu](#)
 - Hawaii Free Press: [HTA Publishes Community-Based Tourism Management Plan for Oahu](#)
 - Hawaii News Now: [City works to manage tourism in new plan aimed at educating visitors, protecting aina](#)
 - KITV4: [New Hawaii Tourism Authority plan sets goals for the future of Oahu's tourism industry](#)
 - KITV4: [Three year tourism management plan developed by Hawaii Tourism Authority](#)
 - Maui Now: [HTA Publishes Community-Based Tourism Management Plan for Oahu](#)
 - September 26.
 - Honolulu Star-Advertiser: [Native Hawaiian leaders call new Oahu tourism plan 'step in the right direction,' but execution is key](#)

- Maui Nui DMAP: Caroline met with Meagan DeGaia throughout the month to discuss Maui Nui DMAP actions, and plan for upcoming Lānaʻi and Molokaʻi DMAP advisory board meetings to be held in late October.
 - Media:
 - September 15. Maui Now: [Sub-Actions Underway to Fulfill Molokai Destination Management Action Plan](#)
 - September 16. Maui Now: [Sub-Actions Underway to Fulfill Lanai Destination Management Action Plan](#)
- Kauaʻi DMAP: Kauaʻi Visitors Bureau informed HTA that their island’s Destination Manager will start on October 18.
 - Media:
 - September 13. The Garden Island: [Progress made on tourism initiatives](#)
- Hawaiʻi Island DMAP: Island of Hawaiʻi Visitors Bureau continues its efforts to hire a Destination Manager.
 - Media:
 - September 21. Hawaiʻi Public Radio: [Phase One of Hawaii Island's Tourism Management Plan Continues](#)
- Community Outreach: Caroline provided an overview of each island’s DMAP at the Aloha ʻĀina and Kūkulu Ola RFP Informational Sessions on September 20, 23, 27, 28.

2. *EDA non-competitive Tourism Grant*

HTA is designated by Governor Ige as the state agency to receive the EDA’s non-competitive Tourism Grant to support the travel, tourism, and outdoor recreation sectors. \$14, 024,372 has been allotted to the State of Hawaiʻi as part of EDA’s implementation of the American Rescue Plan Act. Internal staff meetings were held as well as with DBEDT’s Deputy Director and DLNR. HTA and DLNR are partnering in this EDA grant. Meetings were also held with DBEDT’s Office of Planning and Sustainability Development for guidance. The Planning Division finalized the proposal, and the CAO submitted the documents to EDA on September 24, 2021.

VII. TOURISM RESEARCH

Pursuant to Act 88, the Tourism Research Division (TRD) was transferred to DBEDT’s Research & Economic Analysis Division (READ) effective July 1, 2021, and was renamed the Tourism Research Branch (TRB).

TRB issued the August 2021 monthly visitor statistics on September 30, 2021, including monthly arrivals by country, category expenditures for major markets, and monthly visitor characteristics for each major market area. The press release was issued by DBEDT, distributed by HTA, and the files were posted on HTA’s and DBEDT’s websites.

TRB posted Seat Outlook data tables for October through December 2021-2019 to the Infrastructure Research Section of the HTA website and the Air Seats Capacity Outlook page of the DBEDT website. This report also includes flight information. Updates to air seat schedules were also published during the month.

State, market, and island fact sheets were updated with the August 2021 data and were published on the Monthly Visitor Statistics page of the HTA website and the Market Highlights page on the DBEDT website.

TRB issued the Q2 2021 Visitor Satisfaction and Activity (VSAT) report and related infographics on September 8, 2021. The VSAT is a survey of visitors to Hawai'i regarding their most recent trip to Hawai'i. VSAT is fielded on a year-round basis and reported quarterly and annually.

The 2020 Annual Visitor Research Report and accompanying Excel tables were published on September 9, 2021. The Annual Visitor Research Report represents finalized data for calendar 2020.

TRB issued the August 2021 Hawai'i Hotel Performance Report on September 20, 2021. The report and related August 2021 data tables were posted to the Infrastructure Research section of the HTA website. The Hawai'i Hotel Performance Report is produced using hotel survey data compiled by STR, Inc., the largest survey of its kind in Hawai'i.

TRB issued the August 2021 Hawai'i Vacation Rental Performance Report on September 23, 2021. The report and related August 2021 data tables were posted to the Infrastructure Research section of the HTA website. This report utilizes data compiled by Transparent Intelligence, Inc.

TRB published the August 2021 YouGov Coronavirus Travel Sentiment report prepared by HVCB. This report focuses on the impact of COVID-19 on U.S. Avid Travelers and provide travel planning trends, attitudes, and demographics.

TRB continued publishing the weekly Hawai'i YouGov Destination Brand Index for U.S., Japan, and Canada and the weekly Responsible Traveler Segment for the U.S. The report currently features the U.S. market and presents trends on a by-island basis. Other markets will be added as data becomes available. These reports utilize data from YouGov's Brand Index and are posted on the Other Research Section of the HTA website.

TRB continued publishing weekly Travel Agency Booking Trend reports which features forward-looking data for US, Japan, Canada, and Australia from Global Agency Pro. These reports are posted on the Other Research Section of the HTA website.

TRB is assisting with the State's mandatory 10-day quarantine including: posting of daily transpacific passenger arrival data derived from data provided through the Office of Enterprise Technology Service's Safe Travels Program, providing air service schedules for the Safe Travels Program, and supporting State and county law enforcement and prosecutors.

TRB continued to work with the State Attorney General's office to analyze visitor data related to the impacts of the national travel ban on inbound travel from seven affected countries.

TRB continues to reply to requests for information from HTA's Global Marketing Team, industry, media, and the general public. Data requests completed include:

- Additional detailed visitor statistic data for UHERO and DBEDT/READ for their databases, and the monthly data requests
- Research inquiries routed through DBEDT

VIII. ARPA UPDATE

Following is an update on activity related to the American Rescue Plan Act (ARPA) funds that were provided to HTA during the 2021 Legislative Session.

Governor Ige, on September 21, 2021, signed off on the final approval needed to release the remaining available ARPA funds totaling \$56,790,000. A letter was transmitted from Craig Hirai, Director of Finance, Budget and Finance (B&F), on September 23, 2021, which affirmed this release and authorized moving forward to the next phase.

HTA continues to engage with B&F to ensure that it will be allowed to utilize the newly released funds. B&F has developed additional forms that are required to expend these funds as part of the overall process. The subaward period, according to the September 23rd letter from B&F, is for May 11, 2021 to June 30, 2022. This may present challenges as HTA only received authorization in late September and many of its contractual agreements run on a calendar year basis rather than a fiscal year. HTA will continue to work with B&F in an effort to seek an extension on this period of performance.

IX. ADMINISTRATIVE

Contracts List: Pursuant to Hawai'i Revised Statutes §201B-7 (9), please note that there were no contracts executed during the month of September 2021.

September 2021						
Contract No.	Contractor	Description	Contract Amount	Total Contract Value	Start Date	End Date
17031 S7	Visitor Aloha Society of Hawaii	Visitor Assistance Program – Oahu 2021	\$100,000.00	\$1,810,462.00	09/28/21	12/31/21

Contract Type: • Sole Source † Procurement Exemption

APPENDICES

Monthly Leisure Marketing Report

September 2021

Hawai'i Tourism United States

2021 Monthly Leisure Marketing Report – September

Market Intelligence/Market Conditions

Economy

- “U.S. economic data remained consistent with our expectation of cooler real GDP growth for Q3. Q2 real GDP growth was revised up slightly to a +6.7 percent annualized rate. The good news is that late Q3 data is also supportive of our expectation for a pick-up in growth in Q4. This includes the apparent cresting of the COVID-D surge in many states,” according to Robert Dye of Comerica Economics.
- Production is still supply constrained for many industries and may be for many more months. It is believed that these production issues will continue to impact supply chain constraints and those solutions will start to become increasingly visible through 2023. The rebuilding of depleted inventories will drive above-trend GDP growth next year.
- The Conference Board *Consumer Confidence Index* declined again in September following decreases in both August and September.
 - The *Index* now stands at 109.3 (1985=100), down from 115.2 in August.
 - The *Present Situation Index* based on consumers’ assessment of current business and labor market conditions fell to 143.4 from 148.9 last month.
 - The *Expectations Index* based on consumers’ short-term outlook for income, business and labor market conditions fell to 86.6, from 92.8 last month.
- “Consumer confidence dropped in September as the spread of the Delta variant continued to dampen optimism,” said Lynn Franco, Senior Director of Economic Indicators at The Conference Board. “Concerns about the state of the economy and short-term growth prospects deepened, while spending intentions for homes, autos, and major appliances all retreated again. Short-term inflation concerns eased somewhat but remain elevated. Consumer confidence is still high by historical levels—enough to support further growth in the near-term—but the Index has now fallen 19.6 points from the recent peak of 128.9 reached in June. These back-to-back declines suggest consumers have grown more cautious and are likely to curtail spending going forward.”

Outbound Travel Market

- *Wholesale Partner* – “We have definitely seen a slowdown in bookings in September. We continue to see cancellations for 4th quarter as a result of the Governor’s comments from August 23rd. In the last week, we have seen a turnaround from September. We’re booking mostly 2022 and are seeing a nice increase. We are still comparing to 2019, once we move into 2022 we will start comparing to 2021. We continue to see hefty rate increases from a lot of properties for 2022. With Maui and Kaua’i implementing the additional 3% tax we remain concerned that the destination is becoming too expensive for the mid-range segment. Luckily airfares are low at this time.”
- *Airline Wholesale Partner* – “We are still experiencing last minute October cancellations. For Nov–Dec travel: the number of cancellations seems to decrease and for the past couple of weeks the production is improving. Overall, the remainder of Q4 is positive. For Jan–June 2022 travel, Hawai’i bookings continue to grow; cancellations start to decline. Our booking trend was so strong prior to Aug 12 (date when the shift happened due to the delta variant and the governor’s announcement), we are still outperforming 2019. I’m optimistic that 2022 travel to Hawai’i will remain positive (and maybe even strong).”

Competitive Environment

- *Chile to Drop Quarantine Requirements, Update COVID Protocols.* After welcoming international travelers again on Oct. 1, the Chilean government announced changes to its Protected Borders Plan. As a result of the “very low” COVID-19 infection rates reported over the last week, officials in Chile revealed the five-day isolation period previously announced is no longer mandatory for fully vaccinated travelers who provide a negative coronavirus test. Starting on Nov. 1, international tourists can enter the country through dedicated airports in Santiago, Iquique, and Antofagasta. To enter the country, visitors must provide a negative test result, fill out the country’s “Travelers’ Affidavit,” and show proof of travel insurance.
- *Puerto Rico Plans for New Year’s TV Splash.* Global TV viewers can ring in New Year’s Eve 2022 live from Puerto Rico as the territory’s government and Discover Puerto Rico have partnered with entertainment production firm MRC Live & Alternative and ABC-TV to simulcast “Dick Clark’s New Year’s Rockin’ Eve with Ryan Seacrest 2022” from the grounds of the Puerto Rico Convention Center in the capital city of San Juan. Via the partnership, the long-tenured TV program’s 50th anniversary show will feature its first-ever Spanish-language New Year’s countdown, with the festivities taking place on the grounds of the Puerto Rico Convention Center and DISTRITO T-Mobile, a new entertainment and nightlife complex adjacent to the Convention Center.
- *Thailand to Impose New Tourist Tax Next Year.* Thailand’s Centre for Economic Situation Administration has approved a plan to implement a 500-baht (less than \$15 USD) tourist tax for a “tourism transformation fund” to focus on the “quality market” of tourists. The tax will be channeled into both private and community-initiated projects, aimed at helping the country restructure its mass tourism industry to one with a high-value economic model that is environmentally conscious. The government predicts the fund could generate 5 billion baht during 2022, assuming the nation sees around 10 million foreign arrivals. “The additional cost won’t have an impact on tourists, as we want to focus on the quality market,” said Yuthasak Supasorn, Governor of the Tourism Authority of Thailand (TAT). “We hope this fund will support a national tourism makeover creating more safe and clean places.”
- *CDC Raises and Lowers Travel Alert Levels for Several Countries.* The U.S. Centers for Disease Control and Prevention (CDC) has just updated its travel advisory levels for several countries around the globe, essentially offering warnings about where COVID-19 risk is currently the highest. This week, the list of destinations designated Level 4 grew once again, with Armenia, Austria, Barbados, Croatia, Latvia, and New Caledonia being bumped up to the agency’s highest travel alert level due to “Very High” incidence of COVID-19 infection. Americans are warned that they should “avoid travel” to countries in this category. Other nations’ alert statuses were downgraded from Level 4 to Level 3, meaning they’ve been relabeled as having a “High” incidence of COVID-19 and the CDC’s recommendation is to “make sure you are fully vaccinated” before traveling to any of these countries. Argentina, France, Iceland, Lesotho, Morocco, Nepal, Portugal, and South Africa were all de-escalated to Level 3 this week. There are now more than 80 countries on the Level 4 “avoid travel” list, including places that are typically popular among U.S. travelers, such as Jamaica, the Bahamas, St. Kitts and Nevis, Puerto Rico, the Maldives, Greece, the U.K., and Ireland.

Consumer Trends

According to *TEEM and Forbes*:

- *A Greater Need for A Focus on Mental Health.* Society and governments continue to struggle to respond to mental illness, and the need is greater than ever. According to a June 2020 CDC study, 40 percent of the U.S. adults surveyed were dealing with anxiety or depression, symptoms of a trauma- and stressor-related disorder, substance use, and/or suicidal ideation. Private enterprises can play a role in helping to solve mental health issues for their customers and staff. Creative approaches to alleviating stress, isolation, and anxiety; launching products

and services that address mental health problems; and opening a dialogue with experts are all ways that businesses can cast themselves as supportive community players, elevating their brand equity and bringing encouragement and relief to millions who are suffering.

- *Rebirth of Conscious Consumerism.* According to the Mintel 2021 Global Consumer Trends report, many consumers say they shop at retailers that support causes they believe in, and some are willing to boycott companies whose actions are unethical. Consumers are becoming more thoughtful about what they purchase, where it comes from, and how their buying habits affect the world around them. Conscious consumerism really comes down to values-based buying habits, and it will likely continue to impact everything from small purchases like cosmetics and clothing, to large ones, such as electric cars. As PwC's June 2021 Global Consumer Insights Pulse Survey indicates, buyers are thinking beyond just price and convenience in making purchasing decisions; they're considering worldwide impact, the effect on ecosystems and wildlife, and the human cost. This trend probably isn't going to go away anytime soon.
- *Reinvention of Spaces for Life and Work.* The pandemic has prompted many people to think differently about their homes and make long-lasting improvements. With people working and attending school from home, they've become more intimately tied to their living spaces and have begun valuing them differently. Home now represents much more than just where you live. For many, they've realized that they're not where they want to be, and they've decided to move. Many also are remodeling, purchasing furniture that supports multi-use space, and expanding home offices. Home is now a place where more of our lives happen, and it has taken on a stronger reflection of personal values.

Media Trends

According to Cure Media:

- *Cause-led Marketing (that matters).* Millennials and Gen Z are the biggest driving forces behind cause-led (or purpose-led) marketing, which is all about using marketing tactics to speak to, elevate, or drive a higher cause. It might be raising awareness about environmental issues, speaking to concerns around social justice, or any kind of humanitarian cause that consumers can get behind. This is definitely a bigger driving force behind consumers purchasing decisions that we are going to see more of in 2022.
- *Authenticity in Marketing is Capturing Consumers' Hearts.* Authenticity is key in 2022 to reach consumers. The last couple of years have made people shift their focus from a polished feed and brand-to-peer communications, towards true role models and peer-to-peer communication. This coming year, the consequences of failing to read the room can be severe – this applies to brands and influencers alike. Authenticity is (and has always been) the USP of influencer marketing. We know that consumers trust what an influencer says about a brand much more than what a brand says about themselves. If brands ask influencers to compromise on authenticity (or influencers themselves start to compromise), it will close that core gateway and they will lose access to their audiences.
- *The eCommerce Jump to Social Media.* According to research from IBM, the pandemic in 2020 jumped eCommerce forward by five years. This shift was already in progress, but has now become a reality much sooner than any of us expected. With this quick shift comes changing consumer behavior. Instead of going to the grocery store, we ordered food online. Instead of browsing through physical stores, we turned to social media to get inspired. Younger generations were already tuned in to these behaviors – it has already changed to become more about consumption (shopping) and less about contribution (sharing personal details). Additionally, the older generations have recently discovered the possibilities of social media – the pandemic revealed to skeptics that it's actually convenient to discover, scroll, learn, socialize, and shop online!

Airlift

- HTA Airline Seat Capacity Outlook for October-December 2021 was released on Oct. 5. The forecast for domestic scheduled nonstop air seats to Hawai'i during this period will increase by +24.4 percent compared to the same period in 2019. This projection is based on flights appearing in *Diiio Mi*. The constant fluidity of seats and flights will continue as the COVID-19 pandemic evolves. An overall increase of flights is expected from all major market areas: U.S. West (+23.9%) and U.S. East (+28.8%). The situation is being monitored daily and the forecast adjusted accordingly. Note: Beginning in June, HTA began benchmarking airline seat capacity against 2019.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

- On Oct. 1, Gov. David Ige issued the latest Emergency Proclamation Related to the State's COVID-19 DELTA Response, keeping in place the Safe Travels program and statewide mask mandates. This proclamation also clarifies that employers are not required to pay for COVID-19 testing of employees who choose to undergo regular COVID-19 testing in place of vaccinations and restores civil service recruitment requirements which were previously suspended in alignment with federal law. The suspension served to ensure that the Department of Labor and Industrial Relations (DLIR) had adequate personnel resources to respond to the unemployment crisis caused by COVID-19. The proclamation also allows state Boards and Commissions to continue meeting virtually, using interactive conference technology, reflecting the intent of the Legislature in Act 220 (2021). This EP adds that Board and Commissions will provide testifiers the same option to testify audio visually. Gathering restrictions are implemented by individual counties.
- U.S. West
 - Los Angeles leaders have voted to enact one of the nation's strictest vaccine mandates. The sweeping measure requires the shots for everyone entering bars, restaurants, nail salons, gyms, and a Lakers game. The City Council voted 11-2 in favor of the ordinance that will require proof of full vaccination by Nov. 4.
 - On Oct. 1, California Governor Gavin Newsome announced that all California students and school staff will be required to get vaccinated as early as January 2022.
- U.S. East
 - There are 25 (New York, Maine, Rhode Island, DC, Delaware, etc.) states that require vaccination for employees of various categories. Of those, 21 specify requirements for healthcare workers, and the majority of those states require vaccination or regular testing of unvaccinated employees. Six states have taken a "vaccinate or terminate" approach, only permitting healthcare workers to be unvaccinated if they have a valid religious or medical exemption as defined for by the EEOC. Nine states have passed laws that ban employers from mandating vaccines for workers; three more states are expected to enact such bans in the near future.

Leisure Activity Update

Consumer

- On-line

Digital Campaign September – Estimated Impressions

PARTNERS	Impressions
AdTheorent	3,234,598
<i>Buzzfeed</i>	924,582
Complex	1,130,578
<i>Condé Nast</i>	4,482,307
Matador	9,159,420
Ogury	298,913
Programmatic	2,737,649
Search	100,000
Tremor	1,053,077
<i>Facebook</i>	9,234,165
<i>Instagram</i>	4,209,241
<i>YouTube</i>	22,648,152
<i>Pinterest</i>	6,562,075
Total	65,774,757

- *Mālama Hawai'i* Brand Campaign
 - The *Mālama Hawai'i* brand campaign continued to gain momentum in September, supported by public relations, paid social and search media, travel trade training and education, and a coordinated promotion with the Hawai'i travel industry to entice travelers with a trip that gives back – to both Hawai'i and to visitors.
 - Strong traction for the *Mālama Hawai'i* promotion with industry partners continues to materialize. To date, 105 travel industry and community organizations are participating on a statewide basis. With expressed interest from even more industry partners who are expected to collaborate and contribute to a truly destination-wide effort, it is proving to be the largest public-private partnership that the Hawai'i industry has collectively supported.
 - Travel trade efforts also continued to actively educate travel sellers across the country on the benefits their customers will reap by experiencing a deeper connection with Hawai'i.
- Consumer Paid Media
 - A national flight of paid digital media continued in September to reach the Hawai'i target audience and to share the leisure brand campaign messaging - *Mālama Hawai'i* – with four *mālama* videos distributed in various lengths on vetted paid digital and paid social media.
 - OTT/CTV/Advanced Television streaming media partners include Amazon, Roku, Hulu to distribute *mālama* videos in 30-second length versions.

- Video Distribution media partners include AdTheorent, *BuzzFeed*, Complex, Tremor, Ogury, OMD programmatic to distribute *mālama* videos in 15-second and 30-second length versions (optimized for video completion metrics).
- The leisure consumer paid media strategy also includes partnering with trusted travel partners to help tell the *Mālama Hawai'i* story in their own voice that resonates with their own audience - who align well with a Mindful Traveler. Partnerships with *Condé Nast Traveler* and *Matador* resulted in custom-made videos for digital and social media distribution, as well as accompanying written story articles, which will be promoted digitally through October.

Travel Trade

- Paid Trade Media
 - The Travel Trade campaign continued in September with a flight of digital media that shares the *Mālama Hawai'i* brand messaging with travel advisors, directs them to get the latest updates and learn more about the current destination entry requirements, and invites them to become certified Hawai'i Destination Specialists. Paid travel media partners include Northstar and TravAlliance and paid social media partners *Facebook* and *Instagram*. Total estimated digital gross impressions – September: 2,272,569

Public Relations

- Hawai'i Tourism USA (HTUSA)
 - HTUSA paused proactive PR efforts, including media visits and pitches, in response to Gov. David Ige's announcement on Aug. 23 calling upon Hawai'i residents and visitors to delay all non-essential travel through the end of October 2021. HTUSA PR and Island Chapter teams reached out to editors and journalists to request that they kindly pause Hawai'i stories through the end of October that are encouraging travel to the Hawaiian Islands.
 - Acknowledging the continuation of the ever-changing media landscape, the HTUSA PR teams are evaluating the Hot 100 media list for 2022. Not only are the teams looking for updates on the most relevant publications that target mindful and responsible travelers, but they are exploring opportunities for non-traditional mediums such as: digital series, video platforms, podcast, and blogs. The continuous collective use of the Simpleview database will allow for targeted outreach as our travel industry continues to evolve.
 - Media coverage highlights:
 - “This Hawaiian island plans for fewer visitors as it pushes for sustainable tourism” – *Lonely Planet* – Sasha Brady – Sept. 2



This Hawaiian island plans for fewer visitors as it pushes for sustainable tourism

SASHA BRADY 2 SEPTEMBER 2021
Lonely Planet Writer



O'ahu is cracking down on visitor numbers as it sets out a new plan for tourism ©Getty Images

Waikiki Beach, Diamond Head and Pearl Harbor are some of the incredible sights attracting tourists to O'ahu each year, in addition to the island's seemingly endless opportunities for surfing, hiking, eating well and total relaxation. But soon Hawaii's most populated island is going to reduce its visitors numbers amid concerns that tourism is becoming unsustainable.

- “10 of the most luxurious stargazing resorts around the world” – *Matador Network* – Paula Hotti – Sept. 3
- Kaua'i Visitors Bureau (KVB)
 - Liaised with 7 media in September:
 - Katherine Parker-Magyar, *Forbes*
 - JR Pratts, *Instinct Magazine*
 - Kylie Ruffino, *Budget Travel*
 - Gabi & Shanna, *@27Travels*
 - Thomas Dorsey, *Soul of America*
 - Ravi Roth, *Ravi Around the World*
 - Monique Cordier, *My Perfect Itinerary*

- O‘ahu Visitors Bureau (OVB)
 - O‘ahu was featured in:
 - *London Times*. Coverage resulted from media requested assistance from Rachel Ng. Her article “Hawaii Travel Guide” features Leonard’s Bakery, Royal Hawaiian, Musubi Café Iyasume, and Matsumoto Shave Ice.
 - *London Times*. Coverage resulted from media requested assistance from Rachel Ng. Her article “The Best Hotels in Hawaii” features Moana Surf Rider, Hilton Hawaiian Village, The Laylow, Four Seasons Resort O‘ahu at Ko Olina and Turtle Bay Resort.
 - Individual Media Visits
 - No individual media visits to report for September.
 - Liaised with 6 media in September:
 - Rachel Ng, *London Times*
 - Steven Bramucci, *UPROXX*
 - Leila Najafi, *Thrillist*, *USA Today*
 - Benjamin Setiawan, *Forbes*
 - Karen Cicero, *Parents*
 - Sarah Sekula, *Lonely Planet*

- Maui Visitors and Convention Bureau (MVCB)
 - Individual Media Visits:
 - Rachel Jean-Fichau, blogger: *RachelOffDuty* (uvpm: 35K). Maui visit included Haleakalā National Park daytime hike and Camp Olowalu/Kipuka Olowalu activities. Sept. 7-12.
 - Liaised with and/or provided information or image(s) assistance to the following media:
 - Brad Japhe and Jared Ranahan, *Forbes* (uvpm: 201Mil), *Travel + Leisure* (uvpm: 8.5Mil), *Thrillist* (uvpm: 13Mil). Setting up itinerary for Maui visit November or December dates TBA.
 - Wendy Altschuler, freelance *Forbes* (uvpm: 201Mil), *Trip Savvy* (uvpm: 4.9Mil). Coordinated activities while on Maui for a Kā‘anapali Beach Hotel Press Trip, Aug. 27-29.
 - Tim Ebner, freelance, *Edible DC* (circ: 30K), *Thrillist* (uvpm: 13Mil). Provided details on Hawai‘i Food & Wine Festival event in December for pre-coverage.
 - Bill Fink, freelance, *AARP* (uvpm: 29Mil). Provided information on Governor Ige’s Aug. 26 announcement regarding essential travel to Hawai‘i.
 - Jenna Mahoney, *Bridal Guide* (uvpm: 402,600). Provided assistance with possible future visit to Maui.

- Island of Hawai‘i Visitors Bureau (IHVB)
 - Liaised with five media in September:
 - Tovin Lapan, *Travel Weekly*
 - Jenna Mahoney, *Bridal Guide*
 - Alice Feilden, *Daily Mail*
 - Glenda Winders, *South*
 - Kathryn Romeyn, *The Hollywood Reporter*
 - Provided brief informational copy for *gohawaii.com* alert (Halema‘uma‘u eruption Sept. 29) and social media post.
 - Distributed consumer opt-in email titled “The Art of the Journey, when Place Inspires Profession,” highlighting two Hawai‘i Island artists who have been commissioned to produce new art/murals at both Hilo International and Kona International Airports. This was the first of a two-part series. Email distributed Sept. 23 to 73,734 records.

Travel Trade Activities

Travel Trade Meetings, Trade Shows, Training Events

	Airline/Wholesaler/TA/TO/OTA
HTUSA	9
KVB	1
OVB	2
MVCB	0
IHVB	3

Summary of Key Activities

- HTUSA
 - For the month of September, there were nine travel trade activities consisting of educational webinars and training sessions for a total of 734 participants. Travel trade participated in five industry partner meetings with a total of 15 partners, and also held 90 travel advisor appointments. HTUSA and the Island Chapters continue to communicate with industry partners and travel advisors regarding updates and changes to the Safe Travels Program, lifted restrictions for those who have been vaccinated, and sharing all the important links via the travel agent website, linking to *gohawaii.com* and the DOH accordingly.
 - The team fielded all inquiries received from travel advisors across the United States via the *agents.gohawaii.com* site who required assistance to plan their clients' trips and navigating the Safe Travels program.
 - HTUSA conducted a virtual office visit with eight advisors from Gifted Travel Network on Sept. 7. HTUSA shared the latest information on Hawai'i's safety protocols and Governor Ige's announcement to curtail all non-essential travel through October, as well as fielded questions about Hawai'i travel from advisors.
 - Midwest 'Ohana hosted two webinars for a total of 185 advisors on Sept. 8 and 9. In addition to HTUSA, participating Hawai'i partners included Courtyard Marriott O'ahu North Shore, Fairmont Orchid, Four Seasons Resorts Lāna'i, Hawaiian Hotels & Resorts, Kā'anapali Beach Hotel, Kaua'i Visitors Bureau, Globus Family of Brands, Marriott International - Hawai'i, Outrigger Hotels & Resorts, and Pleasant Holidays.
 - *Travel Weekly* and *TravelAge West's* eighth-annual Global Travel Marketplace West (GTM West) event was held live from Sept. 17-19 in Tucson, Arizona. The event brought together 98 top-producing travel advisors for two-and-a-half days of one-on-one appointments and networking. Attendees were vetted and required to produce \$1 million in annual individual sales. HTUSA personally met with 50 travel advisors during the event.
 - HTUSA delivered a webinar to 46 Virtuoso travel advisors on Sept. 23 highlighting updated travel protocols, *Mālama Hawai'i*, island updates, and travel advisor resources.
 - As an event sponsor for the Travel Agent Forum, HTUSA facilitated two destination presentations to 265 travel advisors, conducted one-on-one appointments with 28 advisors, and participated in roundtable sessions for 70 advisors and a trade show. The event took place Sept. 26-29 in Las Vegas, NV, drawing over 600 travel advisors.
 - HTUSA partnered with The Westin Maui Resort & Spa on a joint webinar for 150 Signature Travel Network advisors on Sept. 30. The presentation highlighted updated travel protocols, *Mālama Hawai'i*, island updates, and travel advisor resources
 - HTUSA was a Gold Sponsor at the Affluent Traveler Collection Symposium in Marco Island, FL, from Sept. 19-21. HTUSA met with 12 advisors for one-on-one appointments, participated in the trade show, and conducted a presentation to all 80 advisor attendees.

- KVB
 - Participated in a webinar with the Midwest ‘Ohana for destination updates. Fifteen minutes of island presentation to 110 agents who participated on Sept. 8.
- OVB
 - Mailpound webinar, Sept. 1 (70 advisors). The webinar was titled, Travel With A Purpose: To Mālama Hawai‘i is to Mālama O‘ahu.
 - Pleasant Holidays webinar, Sept. 22 (14 travel advisors). Celebrate History & Culture on O‘ahu.
- MVCB
 - All Trade Shows, FAM Trips and Sales trips were cancelled due to the current outbreak of COVID-19.
- IHVB
 - ProTravel / San Diego, CA, on Sept. 8. Destination updates (9 advisors).
 - Plaza Travel / Woodland Hills, CA, on Sept. 16. Destination updates (10 advisors).
 - Altour / Los Angeles, CA, on Sept 23. Destination updates (12 advisors).

Key Performance Indicators - Leisure Market

Consumer

Digital Campaign August Actual Impressions

PARTNERS	Impressions
AdTheorent	3,080,788
BuzzFeed	570,417
Complex	1,239,228
<i>Condé Nast</i>	6,683,944
Matador	3,965,877
Ogury	290,535
Programmatic	3,453,836
Search	169,371
Tremor	1,581,244
<i>Facebook</i>	8,966,043
<i>Instagram</i>	3,904,092
<i>YouTube</i>	11,571,767
<i>Pinterest</i>	2,599,782
Total	48,076,924

Public Relations

- Month-end impressions and publicity values for articles that included Hawai'i – August results

Impressions and Publicity Values for August

AUGUST	Impressions	Publicity Values
Print	85,999,808	\$45,303,063
Online	86,567,631,040	\$31,167,591
Broadcast	737,498,452	\$20,887,115
Total	87,391,129,300	\$97,357,769

Countermeasures

- Hawai'i Visitors and Convention Bureau's call/email team and staff continued to respond to inquiries about requirements for travel and Safe Travels program details, and communicate with the airlines, OTAs, media, travel trade industry, MCI clients/potential clients, and Hawai'i partners.
- HVCB's 1-800-GoHawaii call center fielded nearly 17,200 calls in September. In addition, HVCB staff and call center agents responded to almost 6,000 Safe Travels inquiries to info@gohawaii.com.

Responsible Tourism Update

- Hawaiian Culture
 - HTUSA – The consumer and travel trade newsletters focused on ways to experience Hawaiian sustainable farming opportunities in the *Mālama* program.
 - KVB/OVB/MVCB/IHVB – Webinars and presentations included components of Hawaiian history and culture.
- Natural Resources
 - OVB – As a part of O'ahu's destination management efforts, educational Travel Tips are being displayed (digitally) in the baggage claim areas of Terminals One and Two at Daniel K. Inouye International Airport on O'ahu. The travel tips include important information for travelers and are focused on ways to preserve Hawai'i's culture, protect wildlife, hike safely and responsibly, and support ocean conservation and safety.
- Community
 - HTUSA
 - Smaller community cultural events were promoted in the consumer and travel trade newsletters.
 - KVB
 - In response to the current pandemic, executive director Sue Kanoho continued to work regularly with the Kaua'i Emergency Management Agency Office in cooperation with the

County of Kaua'i's Mayor and Mayor's office, Kaua'i Police Department, and other state and county officials and organizations.

- KVB continued to provide a weekly update of Activities open or closed for the County of Kaua'i's website, *kauaiforward.com*.
- KVB commenced the grant process for HTA's Community Enrichment Program (CEP) along with HVCB and HTA. A press release to request for proposals was distributed on Sept. 27.
- Held interviews and filled Destination Manager position for Kauai. New hire will begin in Oct. 11.

- o OVB

- Participated in a virtual reconnect meeting with Hawai'i Contemporary on Sept. 3.
- Participated in a virtual reconnect meeting with Fly Shuttle Tours on Sept. 17.
- Held an O'ahu Hotel Partners PR Meeting and an O'ahu Activities & Attractions Partners PR Meeting on Sept. 23.
- Participated in a *Mālama Hawai'i* FAM tour with Pu'uiki Ranch in Wailua featuring a native plant restoration voluntourism on Sept. 24.

- HTA Events and Programs.

- o Nothing to report for September.

Island Chapters Engagement Update

- KVB/OVB/MVCB/IHVB – Trade Shows, FAMs and business trips were cancelled or postponed due to the current outbreak of COVID-19.

“Coming Attractions” for Leisure Market

*In compliance with Governor David Ige’s August 23rd announcement, no Hawai’i-based staff will be traveling in October 2021. Only HVCB mainland-based staff will attend in-person events.

	What	When	Where
HTUSA*	Cruise Planners Conference	Oct. 2-6	Cancun, Mexico
	Long Island Travel Agents Association (LITAA) Meeting – Hawai’i Night	Oct. 5	Farmingdale, NY
	Midwest ‘Ohana Webinars	Oct. 6-7	Virtual
	Association of Central Jersey Travel Professionals (ACT) New Jersey Training	Oct. 7	Point Pleasant, NJ
	Working in Travel Services (WITS) Hawai’i Night	Oct. 12	Latham, NY
	Apple Leisure Group (ALG) Ascend Conference	Oct. 14-17	Cancun, Mexico
	Travel Leaders National Meeting	Oct. 18-21	Orlando, FL
	Association of Westchester Travel Advisors (AWTA) Trade Show	Oct. 25	New Rochelle, NY
	New Jersey ASTA Trade Show	Oct. 27	Totowa, NJ
	Travel Agents of Suffolk County (TASC) Trade Show	Oct. 28	Holtsville, NY
	Virtual Media Blitz	Nov. 8-12	Virtual
	Signature Travel Network Conference	Nov. 9-12	Las Vegas, NV
	Cruise World	Nov. 10-12	Miami, FL
	ASTA Destination Showcase	Nov. 14-16	Savannah, GA
	MAST Sales Sensation	Nov. 16	Oakbrook Terrace, IL
KVB	Signature Travel Conference	Nov. 8-10	Las Vegas, NV
	NorCal ‘Ohana	Nov. 16-17	Sacramento, CA San Francisco, CA
OVB	IMEX America	Nov. 9-11	Las Vegas, NV
	Signature Travel Network Conference	Nov. 9-12	Las Vegas, NV
MVCB	None to report		
IHVB	Signature Travel Network Conference	Nov. 9-12	Las Vegas, NV

Hawai'i Tourism Japan

2021 Monthly Leisure Marketing Report – September

Market Intelligence/Market Conditions

Economy

- **Resumption of economic activity:** State of emergency for 19 prefectures was lifted from October. Shortly after the announcement was made, the travel related Nikkei stock hit the highest since the beginning of the year because resumption of economic activity was predicted. In addition, as the LDP presidential election was approaching, each candidate stated that tourism promotion is important for economic revitalization and is considering to resume Go To Travel campaign. [\(source\)](#)
- **Consumption expenditure:** According to a household survey in July, the consumption expenditure of households with two or more people was 267,710 yen, up 0.7% from the same month of the previous year. There was an increase in food sector due to everyone watched the Olympic games at home. On the other hand, compared to the same month of 2019, the consumption expenditure decreased by 7%, of which package travel expenses decreased by 89%. [\(Source\)](#)

Outbound Travel Market

- **Japan Overseas Travel:** Based on Japan National Tourism Organization (JNTO) report, Japanese outbound travel for August 2021 was 66,100 passengers (-96.9% vs 2019).
- **Shortening the quarantine period:** Japan government announced to shorten the quarantine period from 14 to 10 days starting from October 1, 2021. Also, with new cabinet of Prime Minister Kishida's economic policy and Keidanren (Japan Business Federation)'s strong requests, there is high potential of shorter quarantine days expected.

Destination	Details
Thailand	• New International visitors' program "Sand Box Program" (exemption quarantine for fully vaccinated visitors)
	• 2 nd tourism reopen starting from October 1; area including Bangkok (1 st : Phuket started in July)
	• Government approved special program (tax exemption and visa status) for long stay vacationer
Australia	• Implementation of Vaccine Passport announced
	• Timing of the implementation: residents' vaccination exceed 80%
	• Target countries: Singapore, Japan, South Korea, United Kingdom, United States and neighbor Pacific Islands
Guam	• Guam's vaccination 83.6% (as of 9/14)
	• Safe Travels Stamps (WTTC) implementation for stakeholders (approved 123 stakeholders)
	• FIT Tour & Travel Support Program 2021 (Japan: PCR test support max \$200 – 8/9-9/26)
	• SDGs initiatives "Marine tour operator certified program"

Consumer Trend

- **Revenge consumption after vaccination:** CCC Marketing conducted a survey to 1,502 people age between 18 to 69 years old and asked if they have already booked or arranged any activities after getting fully vaccinated. 9.8% answered that they already have arranged domestic travels and 17.7% answered that they will be arranging. 42.9% answered that they will be traveling in fall/winter of 2021. As for international travel, 1.1% answered that they have already booked and 10.5% answered that they will be booking. As for the timing of international travel, 41.7% answered after Autumn in 2022 or later. ([Source](#))
- **“With COVID-19” vs “Zero COVID-19”:** Japan Trend Research conducted research to 2,000 people with their feelings towards COVID-19. 59.2% answered that they already have a mindset to live with it to the extent that medical collapse does not occur. Also, many are agreeing with vaccine passport. ([Source](#))
- **Hawai‘i is the most popular destination for honeymoon:** ZWEI, that operates 50 marriage salons nationwide has conducted a survey to their 235 members relating to wedding and honeymoon. Even with COVID-19, many couples wished to travel internationally for their honeymoon and Hawai‘i ranked the highest. ([Source](#))
- **Domestic travel support campaign “Go To Travel”:** Sankei Newspaper group conducted research about government initiated domestic travel support campaign “Go To Travel”. 69.8% answered that they would like to participate in the campaign. 72.7% of fully vaccinated participants responded that they would like to participate. Among non-vaccinated people, more than 50% answered that they would like to use the program. State of emergency being lifted from October has increased the expectation for resuming domestic travel. ([Source](#))

Digital Marketing Trend

- **SNS:** Amongst younger generations using SNS, LINE and Twitter are being used the most. 96% uses LINE and 80% uses Twitter followed by Instagram with 67%. Facebook usage is decreasing and new platform such as TikTok is increasing. ([source](#))
- **Internet usage time exceeds TV:** Ministry of Internal Affairs and Communication and Tokyo Woman’s Christian University conducted the research on how information media (Internet, SNS, TV, and Radio) is being used. 1,500 people participated on this research. Length of time, usage rate, and degree of reliability were asked. Below were the key results: ([Source](#))
 - Usage time of internet has exceeded TV
 - Teens watch Video service for more than 100 minutes on their day off
 - LINE usage rate exceeded 90% in all age range
 - All age bracket except people in their 20s use TV most to get reliable information

Media Trends

- **SDGs featured in magazines:** SDGs are increasingly being featured in various magazines such as lifestyle magazines, cosmetics and beauty. Travel Culture magazine will also have more features on environmentally friendly travel, ethical consumption, and SDGs.

Travel Trends

- **Travel Agency’s tour packages:** JTB, HIS has terminated their international tours until end of November. Both companies have been creating tour pamphlets for 2022 that will be distributed in October or November. They will include sustainability oriented contents.

- **Major wholesalers package tour stop-sell**

Wholesalers	stop-sell until
HIS, JTB	10/31
ANA Sales, Hankyu, JALPAK, KNT-CT, Club-Tourism	11/30

Airlift

- Four airlines (ANA, Hawaiian, JAL and ZIPAIR) operated direct flights to Honolulu (41 flights with 10,572 air seats) in September. ZIPAIR announced 2 flights per week starting from October and additional one flight in November. For the month of October, there will be total of 43 flights with 10,518 air seats.

Operation	Details
All Nippon Airways (ANA)	2 flights/week from Haneda until 1/12
Hawaiian Airlines (HA)	3 flights/week from Narita & 1 flight from Kansai (total 4 flights per week) until 10/31
Japan Airlines (JAL)	Total 3 flights/week until 11/30
ZIPAIR	2 flight/Week from 10/1 and one more flight from end of October
Suspension	
<ul style="list-style-type: none"> – Delta Air Lines: Haneda until 3/23 & Kansai & Nagoya: until further notice – Korean Air: until 11/30 – United Airlines: until 12/16 – AirAsia: until further notice 	

Market Intelligence/Market Conditions Impact on Hawai'i Travel

- **Ending of State of Emergency:** Japan government released the state of emergency to 19 prefecture as of 10/1. Japan economy slowly starts recovering.
- **New government leader selection:** with the announcement of Prime Minister Suga's withdrawal in August, Japan focused on next leader selection in September. The Liberal Democratic Party elected Mr. Fumio Kishida as LDP leaders on 9/28.
- **Japan's vaccine certificate acceptance:** Based on Ministry of Foreign Affairs, over 40 countries/areas now accept vaccination certificate issued by Japanese local government. The counties/areas are included Hong Kong, Malaysia, and Thailand (Bangkok) ([Japan Ministry of Foreign Affairs](#))
- **Vaccination progress:** 50% of the Japan's population are fully vaccinated as of mid-September. Over 90% of people 65 and over are fully vaccinated and comments in Japan for the use of vaccination passport is rising. Currently, vaccine passports for oversea travel are issued by each local government and future use in Japan is being considered. On September 9, mitigation measures was announced by the government that people who have been vaccinated or tested wouldn't be retained from traveling across the prefectures. It is projected to start around November. ([source](#))

Leisure Activity Update

Mālama Hawai'i Initiatives

- **Mālama Hawai'i video diffution:** After adding subtitles to the four Mālama Hawai'i videos, HTJ posted them on social media platforms and conducted campaigns. The videos were viewed more

than 65,000 times and received more than 254,000 impressions. Also, HTJ placed SNS advertisement on Facebook and Instagram to increase number of viewers and it was successful of having 112,090 ThruPlay.

	Views	Impression
TW	13,472	67,980
IG	42,935	134,761
FB	9,292	51,293
TOTAL	65,699	254,034

- TV show with Hawai'i fans:** HTJ collaborated with BS12's "Hawai'i ni Koishite," in September. The show that many of Hawai'i fans watch is aired every Monday. A 30-second of Mālama Hawai'i is being played and HTJ's initiatives is being shared for 3 minutes in the show. Portal site allhawaii was introduced and Mālama Hawai'i and COVID-19 information microsites were also introduced. Concept of Mālama Hawai'i was shared with 1,210,000 viewers with 5,236,400 impressions.
- Younger generation approach:** On September 4, HTJ conducted an online lecture for "POOLO NEXT," a program for the entrepreneurs sponsored by TABPIPO, developer of educational programs for young generation. Structure of the Tourism Bureau, HTJ's activities during the pandemic, and future tourism strategies were presented. By approaching the next generation leaders, HTJ can educate them about Mālama Hawai'i and lead to product development that connects Hawai'i and Japan.
- Media exposure from SNS:** Twitter post about the new regulation of sunscreen in Hawai'i has been featured in Asahi Shimbun Digital, a major news media in Japan. It was also featured in Yahoo Japan! News gaining 559,314,836 PV and \$26,040.00 AVE.
- Collaboration with restaurants:** From September to end of October, Hawaiian Fair will be held at 3 Hard Rock Cafés in Kanto region and 7 Tony Roma's stores nationwide. To commemorate the event, HTJ conducted a campaign to provide benefits to HTJ e-mail magazine recipients and Aloha program members and provided them with the opportunity to enjoy the Hawai'i menu while in Japan. 2,016 CRM were collected as results.

 - Most haven't planned their next trip to Hawai'i, however, are considering travelling within a year
 - Most answered that they want to relax, followed by sight seeing and shopping. Number of people who were interested in enjoying the nature has increased significantly compared to previous campaign's results
 - Most answered that the key to resuming their trip to Hawai'i was the elimination of quarantine in Japan.
- Collaboration with media:** Cityliving, a media targeting working women in their 30s and 40s will be conducting 3-day web seminar "Cityliving Party Online" from 12/3 to 12/5. HTJ introduced Aloha Program's Hawaiian language seminar and there were 1,114 viewership. Awareness of Aloha Program increased and more than 90% of questionnaire respondents answered that their interests towards Hawaiian culture have increased.
- Local NPOs showcase:** In September's issues of local free magazine Light House Hawai'i, HTJ introduced Mālama Hawai'i micro site and Aloha+Challenge. To make it engaging, there was a quiz



about number of endangered species in Hawai'i and types of sea turtles that inhabit in Hawai'i. Also HTJ introduced examples of initiatives by local NPOs and companies in each category of Aloha+Challenge.



- **Consumer mail magazine:** On September 8, consumer mail magazine was distributed to 368,624 people. Open rate was more than 21% and click rate was 10%. Major topic was about launching Mālama Hawai'i video with Japanese subtitles. Other contents are below:
 - Hawai'i Fair at Hard Rock Café and Tony Roma and mail magazine member benefit program
 - Web seminar and SNS campaign commemorating Queen Lili'uokalani's birthday
 - Support Hawai'i results and donation report to Polynesian Voyaging Society
 - Crowdfunding to support Japan Polynesian Voyaging Society
 - Hawai'i's new media "Tsunagu Hawai'i" introduction

Public Relations

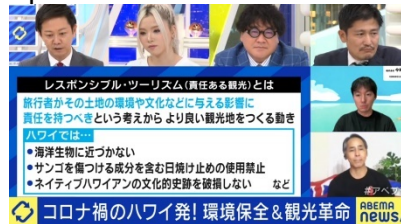
- **Major coverage:** News on Safe Access O'ahu has attracted attention in September and many media outlets including TV covered the current situation in Hawai'i with positive image on ensuring the safety of both employees and visitors. The coverage from Mālama Hawai'i video release has gained the most traction.
- **Media exposure:** In the month of September, there were total of 216 media exposures, 8,154,680,692 impression and \$10,198,920 AVE were earned through Public Relations.
- **Press release distributeion:** HTJ distributed 4 releases to 2,860 media outlets and there were a total of 91 coverage, with 5,544,663,911 impression, and \$517,080 AVE.

Date	Content	Number of media distributed
9/1	Campaign and web seminar honoring Queen Lili'uokalani	545
9/3	Sharing about new Hawai'i media Tsunagu Hawai'i	942
9/7	Launch of 4 new Mālama Hawai'i video	977
9/16	HTJ participating in online event	396

- **HTJ interviewed by Globe Trotter Travel Research Institue:** Globe Trotter Travel Research Institue has released an article "Interviewed with the top International travel bureau - How the world's major tourism bureaus perceives tourism after COVID-19" on September 17. They have interviewed Hawai'i, Autralia, and New Zealand's tourism bureau's directors. Hawai'i's section covered how Hawai'i has a "Destination Management Action Plan" in place which includes current situations, SWOT analysis, action plans, and management of tourism based on discussions with the community. Additionally, it covered how important it is to manage tourism and attract high value

mindful travelers who empathize with the cultural values of Hawai'i by linking and contributing to the community.

- **TV coverage:** TV Asahi's internet station Abema TV has broadcasted that Hawai'i is the top destination to visit once the outbound travel resumes. Online travel agent Reiwa Travel's president Mr. Shinozuka and other commentators discussed the importance of enlightening Hawai'i's regenerative tourism, and how Japanese market should convey the message.



- **HTJ interviewed by Travel Journal:** HTJ's Country director was interviewed by Travel Journal and shared that based on the concept of Mālama Hawai'i, the tourism strategy is focusing on education instead of promotion, shifting from branding to management, and addressing residence sentiment by attracting Pono travelers.

Event support

- In September, HTJ sponsored total of eight events, however, five of them canceled due to COVID-19. Rest of the three will be held in October.
- **Warm up! Hawai'i!!! By The Kahala Hotel Yokohama (9/1-10/15):** It is an event commemorating the first anniversary of the opening of Kahala Hotel in Yokohama. Targeting Hawai'i's core fans to share Mālama Hawai'i message by playing the videos and distributed booklet of Aloha Program.
- **HTJ will be supporting Asukayama Hawai'i Festival (10/30):** It is a hula event to be held at Asukayama Park, which has a connection with King Kalākaua when he came to Japan. Hula will be performed with the mele relating to King Kalakaua or royal family. HTJ planned to play Mālama Hawai'i video and distribute Aloha program booklets.

Aloha Program

HTJ added learning contents and conducted two web seminars. In September, 214 new members registered and 360 members passed Hawai'i Specialist test. PV was 155,450 and UU was 40,906.

- **Webinar:** 154 members participated in two web seminars:
 - 9/17 Lili'uokalani, the last Queen of the Kingdom of Hawai'i, and Ka'iulani, the successor to the throne: 147 participants
 - 9/24 Traditional Hokule'a Navigation presented by Hokule'a Crew: 77 participants
- **Mail magazine:** HTJ distributed mail magazine to 44,463 Aloha Program members on 9/30. Opening rate was 33.25% and click rate was 12.4%
- **Local member recruitment:** HTJ has encouraged local travel agents to certify Hawai'i Specialists. JTB Hawai'i has committed their agents (expected over 100 staff) to become HS Advanced member by end of March 2022. HTJ continued providing education opportunity to other local agents.

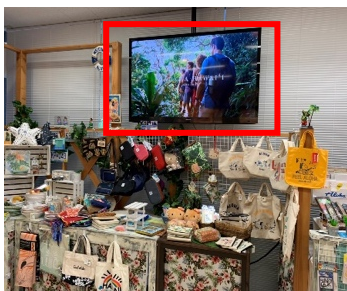
Digital Marketing efforts

HTJ continued to authentically promote Hawaiian culture and diffused messages to protect marine animals utilizing digital marketing platforms.

- **Aloha Festival:** Live streaming of the 75th Aloha Festival's "Royal Court Investiture" was posted on each official SNS platforms, and a total of 58,053 impressions generated.
- **Commemoration of Queen Lili'uokalani's birthday:** In commemoration of Queen Lili'uokalani's 183rd birthday, an SNS campaign was held on HTJ's Twitter and Instagram where participants can win CD with her songs she wrote played by Mana Music string quartets. There were more than 400 participants and impression of the post was 125,028. Also, information of virtual concert of "Songs of Lili'uokalani from Iolani Palace" by Iolani Palace was shared.
- **Ukulele Picnic:** HTJ announced Ukulele picnic virtual live on SNS platforms (Facebook, Twitter, and Instagram). Since the pandemic began, Ukulele became more popular in Japan. The posts about the event with both Japanese and Hawai'i's ukulele players going international exchange virtually had collected 138,941 impressions.
- **Protecting marine animal:** on September 4, the "whale day," HTJ posted a quiz about recommended distance to take when you see the whales. 42.9% of the respondents got it right. HTJ will continue disseminate the rules to protect marine life using SNS as platform.
- **Polynesian Voyaging Society:** To support Polynesian Voyaging Society's mission and Hōkule'a's Moananuiākea's voyage from 2022 to 2026, HTJ continued to support information distribution and participated in crowdfunding achieving the target amount of 1.5 million yen before the deadline. Since Hōkule'a will be stopping at one of the ports in Japan, HTJ successfully increased the awareness of Hōkule'a and Hawai'i.

Travel Trade Sales Activities

- **Mālama Hawai'i diffusion:** HTJ added subtitles to the Mālama Hawai'i videos, created material guidelines and approached major travel agencies for their support to diffuse the Mālama Hawai'i message. Travel agency such as JTB, HIS, and KNT-CT have posted banners to their website and pamphlets. Videos are also played at their stores.



- **JATA JOTC Online Travel Mart:** HTJ communicated with JATA JOTC with regard to the 2nd JATA Online Travel Mart held on 11/10-12 (Japan time) for the restart of outbound travel. HTJ secured 10 spaces and working with Hawai'i stakeholders to promote Hawai'i through the event.
- **Monthly Mail Magazine:** Travel trade e-magazines were distributed to over 9,800 members on September 27 (World Tourism Day). In these mail magazines, HTJ continued diffusing Mālama Hawai'i message, COVID19 information. Web media/GDS system, Infini picked up this mail magazine and distributed the information to their members (UU: 35,000, PV: 40,000/Monthly).

- **SNS reach:** HTJ posted total 23 columns on Travel Trade member Twitter and increased 120 followers (total 985 followers). The posts included info on Safe Access O’ahu, Mālama Hawai’i and Vaccination status in Hawai’i.
- **Satellite office activities:** 29 articles were posted on Aloha Program by satellite offices. .

Travel Trade Calls			
Airline	Wholesaler/TA/TO/OTA	Other	Total
17	22	12	51

Partners Relations

- **SNS partner collaboration:** HTJ collaborated with Outrigger Hotels and conducted Instagram live on September 18. Outrigger Reef’s renovated rooms were premiered for the first time and Hawai’i’s update information, Mālama Hawai’i initiatives were shared. There were over 21,000 views. Comments such as “I want to go to Hawai’i,” and “I would like to stay at renovated hotel” were received.
- **Japan Hawai’i Travel Association (JHTA) Bi-monthly meeting:** With the JHTA board members’ request, HTJ coordinated Mr. K Ka’anā’anā /HTA CBO to present future Hawai’i tourism visions to members. Over 60 people attended. Also, HTJ updated current Hawai’i tourism visitor statistics, airlift, and COVID19 situation, and vaccination certificate on O’ahu and Maui at the meeting.
- **Hawai’i Youth Symphony (HYS) Collaboration support:** HTJ supported HYS with 5 sister cities (Hokkaido, Ehime, Hiroshima, Fukuoka, and Okinawa) Junior Orchestra and Kanazawa Ukulele Orchestra for online performance. HTJ reached out to each sister city to introduce 2021 event and continued to bridge HYS and Japan Jr. Orchestras for youth exchange program.

COVID-19

- **Hawai’i Trusted Testing Partners:** HTJ worked with Japan medical organizations to increase the Hawai’i’s TTP in Japan to close to 200 facilities by early October. Close to 50 new facilities throughout Japan will be added to Hawai’i TTP program.
- **Update COVID-19 information:** HTJ continued updating the information on COVID-19 website daily (58,010 UU, 190,304 PV) in the month of September. HTJ created the contents of City & County of Honolulu’s Safe Access O’ahu vaccination approval for international as soon as it announced and shared with Travel Trade industry partners.
- **Inquiries assistance:** HTJ received 193 inquiries (general consumers: 161, Travel Trade partners: 32) in the month of September. Major inquiry categories for the September were 1) Questions and concerns about Safe Access O’ahu and vaccine passport 2) how to transit to mainland 3) how to upload negative test on Safe Travel Program.

“Coming Attactions” for Leisure Market

What	When	Where
Aloha Program webinar (Sustainable Coastlines Hawai’i)	10/8 JST	Online
Hawai’i Promotion Committee Japan Meeting	10/21 JST	Online
Aloha Program webinar (Hawai’i’s gourmet)	10/22 JST	Online
Travel Plaza International Education seminar	11/5 JST	Online
JATA Online Travel Mart	11/10-12 JST	Online

Hawai'i Tourism Canada
2021 Monthly Leisure Marketing Report – September

Market Intelligence/Market Conditions

Economy

- Canada's economy has started to grow again after sputtering in the spring. Output growth is forecast at 5.1 per cent for 2021 and 4.4 per cent for 2022. High levels of consumer savings and government stimulus are still powering through the system but will soon begin to ease. Toward the end of next year, economic growth is expected to cool considerably.
- As labour markets come back to pre-pandemic strength, slow growth in the size of the working-age population will hamper economic potential after 2023, even with full employment.
- Fundamentals for Canada's oil and gas sector look brighter than in recent years. A return to stable demand and new pipeline capacity will allow Canadian producers to get higher prices for their products.
- In Canada and elsewhere, widespread production delays and cost increases have led to higher inflation. Impacts are temporary, but it will take another year before consumer price increases fall back to the Bank of Canada's 2.0 per cent target.
- It is not expected that the Bank of Canada increases short-term interest rates until the final quarter of next year.
- Easing government stimulus measures will help reduce federal and provincial deficits, but the debt overhangs a remains a long-term issue. Shorter term, our forecast reflects the September 20 election outcome, with no significant change to the direction of policy already signalled by the Liberal government. Minority governments, however, tend to add uncertainty to future program and spending plans.
- The loonie posted an average value of USD \$0.80 throughout the first eighth months of 2021, a 9.1% increase over 2020.

Outbound Travel Market

- As travel restrictions and mandatory quarantine requirements began to ease, 305 thousand Canadian residents returned from overnight trips in July, the highest volume of activity in 15 months. Overall, 1.2 million trips were recorded throughout the first seven months of 2021, compared to 8.2 million last year, and 19.7 million in 2019. Compared to the same period in 2019, overseas activity has declined 92 per cent and transborder trips have fallen 95 per cent. The first half of the summer travel season (May-July) saw 598 thousand Canadians return from an international trip, compared to 7.9 million in 2019. Of the recorded activity, 42 per cent of trips were to overseas destinations, a larger share than recorded throughout the same period in 2019 (35%).

- July 2021 saw 164 thousand Canadians return from an overnight transborder trip—the highest monthly volume recorded since March 2020. In fact, July’s activity reflects 8.1 per cent of pre-pandemic monthly volume, the largest share seen since planes were grounded and the border was closed. So far in 2021, 621 thousand Canadians have taken an overnight trip to the U.S., a 95 per cent drop compared to the same period in 2019. Traditionally the busiest season for transborder travel, the first half of the summer season saw just 344 thousand visitors as the land border remained closed for discretionary travel.

Competitive Environment

- Compared to the same period in 2019, destinations in the Caribbean, Mexico, and Central America recorded a 97 per cent decline in activity throughout the first seven months of 2021. There were just 134 thousand arrivals registered during the period, but one-quarter of that activity occurred in July as travel restrictions began to ease.
- The first seven months of 2021 saw just almost 44 thousand Canadian arrivals in the Asia-Pacific region, a 94 per cent decline compared to 2020, and a 98 per cent drop over 2019. The majority of APAC countries still have significant mobility limitations and visitor entry restrictions in place, which continue to affect residents of Canada.

Consumer Trends

- After surpassing the pre-pandemic rating in July, the Index of Consumer Confidence dropped by 7.7 points in August and another 3.5 points in September. This was the first consecutive monthly decline since March 2020. Amid the fourth wave of the pandemic, several jurisdictions have paused re-opening plans and introduced new access restrictions, including proof-of-vaccination. This intensified Canadians’ concerns about the future, especially in Ontario, Quebec, and British Columbia. Additionally, as inflation soars, many households are feeling their purchasing power weaken triggering newfound concerns about future finances.

Travel Trends

- There were more than 6 thousand Canadian visitors in August—a higher volume than recorded throughout the entire first half of 2021. Sixty percent of the visitors counted so far in 2021 arrived in July and August.
- Compared to 2019, direct arrivals have declined by 98%, while indirect arrivals have fallen 93%. Jan-Aug 2021 saw indirect arrivals decline 93% compared to 2019.
- Almost 7 thousand indirect arrivals were counted during the period, compared to 29 thousand in 2020 and more than 98 thousand in 2019.
- Canadians arriving on indirect flights accounted for half of the visitor total so far in 2021, compared to one-quarter in 2019.
- Ninety percent of visitors so far this year were independent travellers, a much higher share than previous years. Packaged activity is showing signs of improvement. More than 70% of package trips counted in the first eight months of 2021 occurred in August. During the period, 13 thousand independent travellers were recorded, while package trip volumes fell to 1,500.

Media Trends

- Reddit begins placing ads in conversations. The site's new format appears in a place where users spend 42% of their time. Currently, brands can reach Reddit users where the platform says they are most engaged – within a conversation thread.

The company's new Conversation Placement sits in a conversation thread, under the original post and above the first comment. This new placement type has a proven track record for advertiser success, based on results from 12 months of beta testing with more than 600 advertising partners including HBO Max, Adobe, Monday.com, The Washington Post, and Nespresso. Beta test partners saw a 9% average increase in clickthrough rate, a 10% higher downstream conversion rate and 23% lower cost per click rate when using both Conversation Placement and Feed ads. According to Reddit, its users contribute to more than 350,000 conversations on the platform every day with 42% of their time spent in a conversation thread.

Airlift

- Carriers offered more than 21 thousand direct seats throughout Jan-Aug 2021, compared to 183 thousand in 2020 and 341 thousand in 2019.
- After suspending service in January, Air Canada offered 4,400 seats in August. So far this year, WestJet has offered 14 thousand seats, half of which were in service in January.
- Carriers are now offering 142 thousand seats throughout the second half of 2021, 90% of which are scheduled for Q4.
- With travel activity starting to pick up and expected to continue to show signs of improvement for the remainder of the year, total visitation is currently projected to reach 131 thousand arrivals, or about one-quarter of the volume recorded in 2019 (-76%).

Market Intelligence/Market Conditions Impact on Hawai'i Travel

- As of September 8, more than 54,096,894 doses of approved COVID-19 vaccines have been administered across Canada. 63,600,294 doses have been distributed to the provinces, 28,236,559 people (85% of the population ages 12+) have received their first doses and at least 25,860,335 people (77% of the population ages 12+) have been fully vaccinated. Canada's inoculation rate is 1st amongst G7 countries.
- There have been 292,041 confirmed COVID-19 cases involving more transmissible variants, across all provinces.
- While some countries are already committed to providing COVID-19 booster shots to their populations, Canada has not yet released a third dose plan and some experts say it's still too early to tell if a booster is necessary for the general population.

- On September 7, the Canadian border reopened to fully vaccinated travellers from all countries. Fully vaccinated travellers no longer have to do on-arrival and day eight testing, but they may be subject to random testing at the border.

Canada began accepting fully vaccinated U.S. citizens and permanent residents on August 9. That same day, Canada removed the hotel quarantine requirement for all travellers.

Starting August 9, unvaccinated dependents of fully vaccinated travellers no longer had to complete the full 14-day quarantine. Instead, they had to follow public health measures for that amount of time, such as avoiding group settings (such as school and daycare) in the two-weeks following their arrival to Canada.

- Air Canada: September 7 - Air Canada Rouge resumed flying to Las Vegas and Orlando from Toronto. Later in September, the airline added direct flights to Cancun and Tampa.
- Sunwing: September 7 - Sunwing expanded its flight network from Quebec City to the Caribbean this winter, flying to the Dominican Republic, Mexico and Cuba.
- Air Transat: September 9 - Transat AT Inc. has seen steady customer demand since resuming flights earlier this summer, but the travel company said it still doesn't expect to return to its pre-pandemic level before 2023.
- WestJet: September 9 - WestJet requires all of its employees to be fully vaccinated against COVID-19 by Oct. 30, the Calgary-based airline announced. Full vaccination will also be a requirement for new hires going forward. The company said the requirement will ensure a safe travel and work environment.
- As of October 6, Canadian travellers along with air travel and rail employees, must be fully vaccinated against COVID-19 by Oct. 29, according to new measures announced by the prime minister. The mandatory vaccine policy for the travel sector coincides with similar measures for public servants, who must attest they are fully vaccinated against COVID-19 by the same date or be put on unpaid administrative leave.
- As of September 20, the United States extended restrictions at its land borders with Canada and Mexico through Oct. 21. The federal government's advisory against all non-essential international travel during the pandemic remains in effect until further notice. Because it's an advisory — not an order — Canadians can still travel abroad, but they do so at their own risk.

Leisure Activity Update

Consumer

- An Air Canada cooperative campaign will be launched in November including the insertion of a Mālama video in two landing pages, one with Air Canada and the other with Expedia.
- HTCAN has been in communications with WestJet Vacations to resume in November the promotional campaign that was paused at the beginning of the year. WestJet flights bound

to Hawai'i in September and October will show the "Stewardship of the Land" Mālama video on the inflight service.

- HTCAN has a digital and social network program running September - November featuring Mālama messaging.

Travel Trade

- Air Canada Vacations promotional campaign in November

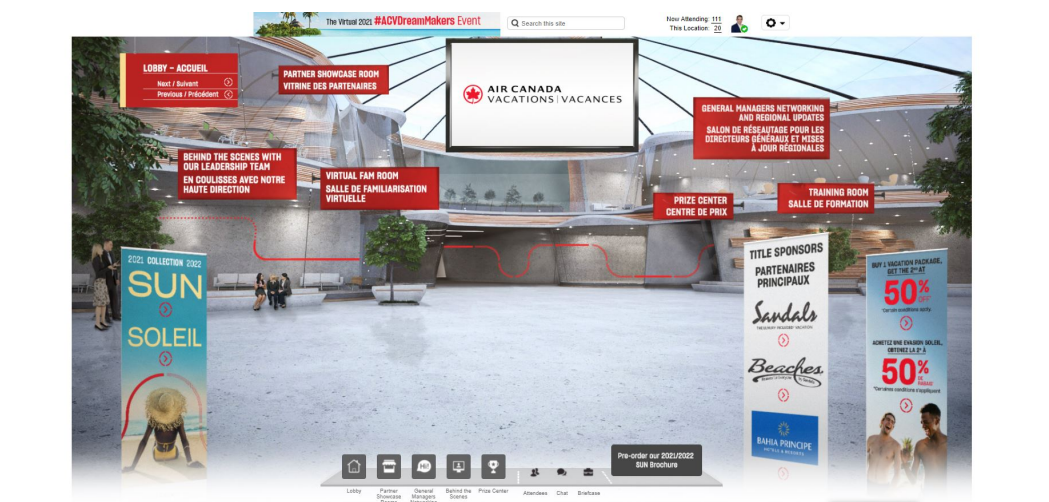
HTCAN has been in contact with the tour operator to resume in November the promotional campaign that was paused at the beginning of the year. HTCAN is looking to include a Mālama video on the ACV website.

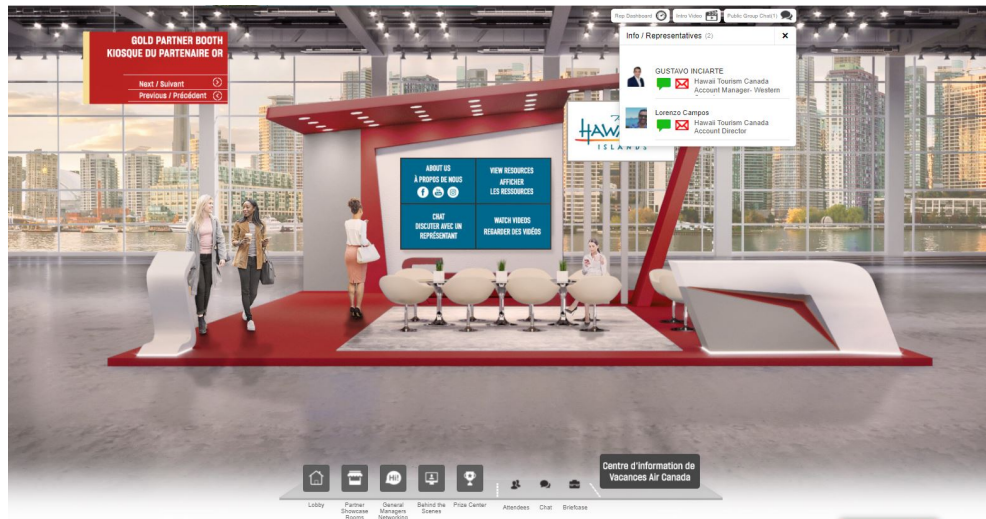
- Mālama Spoiled Agent continues promotion of Hawai'i

Hawai'i Tourism Canada continues to work with 'Spoiled Agent' in a series of webinars to promote the Hawaiian Islands. The upcoming webinar is scheduled on October 14 and is titled 'Mālama Hawaii: A trip to give back', Account Director Lorenzo Campos will present information about the current travel restrictions and new ways to get there and how Canadians can give back.

- Successful Air Canada Vacations Dream Makers event

On September 9, Hawai'i Tourism Canada participated in Air Canada Vacations' virtual event for travel advisors. The event was focused on the promotion of the ACV Product Launch for 2021/2022's Sun Collection brochure. Throughout the day, many agents had the opportunity to chat directly with HTCAN preventatives, watch videos, download the Hawaiian Islands travel guides, and learn more about Hawai'i's Safe Travels program. More than 900 travel advisors across the country participated in the event.



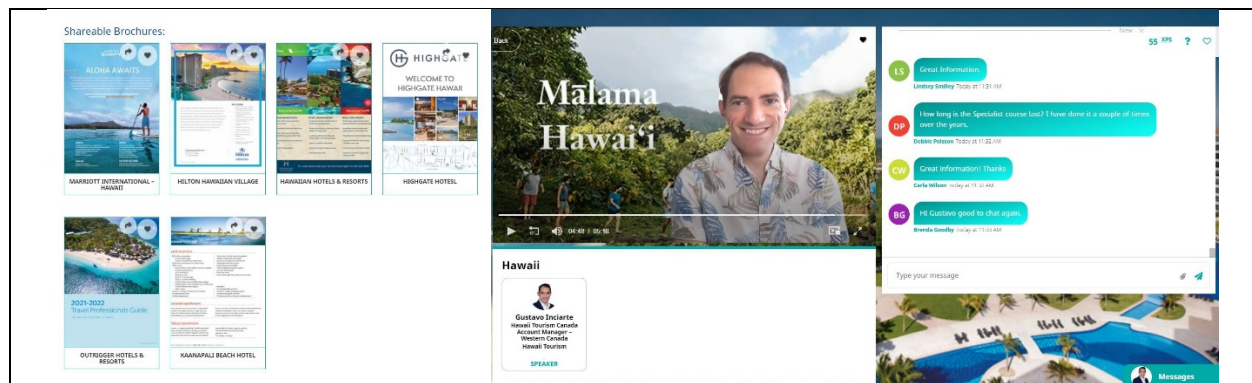


- WestJet and WestJet Vacations virtual showcase

On September 28, Hawai'i Tourism Canada participated in the WestJet and WestJet Vacations virtual showcase with over 1000 agents in attendance. Travel advisors will have access to the virtual showcase for the next 30 days if they would like to re-watch any of the breakout session content or review any of the documents and information in the showcases.

Account Manager Gustavo Inciarte pre-recorded a 5-minute video inviting travel agents to become Hawai'i Mālama Advocates by visiting the travel professional dedicated website agents.gohawaii.com and completing the Hawai'i specialist program.

Among the Hawai'i hotel partners attending the event were Highgate Hotels, Outrigger Hawai'i, Hilton Hawai'i, Marriott Hawai'i, Hawaiian Hotels, and Ka'anapali Beach Hotel.



- Uniglobe Virtual Travel Week

On September 23, Hawai'i Account Manager Gustavo Inciarte participated in the Uniglobe Virtual Travel Week in a 45-minute webinar directed to consumers and travel advisors. 45 people attended the live broadcast and over 1000 will have access to the recorded version on the event's website. The presentation focused on Hawai'i's Safe Travels testing program and how Hawai'i is encouraging mindful travel through the Mālama Hawai'i campaign.

- Aloha Canada 2021 preparations continue

Hawai'i Tourism Canada is working on the preparations for the upcoming Aloha Canada virtual event on October 28, 2021. The team has contacted industry partners and a 'Save the Date' communication was sent out to more than 1000 Hawai'i specialists in Canada. The public relations team is also working on appointments with trade media. The virtual platform will include virtual booths, cultural sessions, videos, and the opportunity to communicate via chat. Participants are encouraged to show their Aloha spirit by sharing photos in Aloha attire or with virtual backgrounds for a chance to win prizes.

- "Rebuilding the U.S. Tourism Sector" luncheon in Montreal

HTCAN attended the networking lunch on "Rebuilding the U.S. Tourism Sector" at the residence of the U.S. Consul General in Montreal on Sept 27, 2021. In attendance were Jackie Innis, VP Global Markets - Brand USA; Kosta Tsimiklis, Director - Reach Global Marketing; Manny Witt, Director - New England Tourism Center; Renée Wilson, Account Representative Quebec – HTCAN; Richard Villeneuve, President - Voyages enDirect; and Karen Acs, Manager, Specialty Sales Quebec - Air Canada. The hosts were Cathy Feig, Principal Commercial Officer - U.S. Department of Commerce | International Trade Administration | U.S. Consulate General –Montreal; Pavel Sevastian, Commercial Trade Specialist - U.S. Department of Commerce | International Trade Administration | U.S. Consulate General – Montreal, Canada; and Ana Escrogima, U.S. Consul General in Montreal. HTCAN addressed the importance of having the Astra-Zeneca vaccine and the mix of different COVID 19 vaccine brands approved by the FDA to restart the transborder travel after the border is open.

Public Relations

- Proactive and reactive pitching with prior approvals from the HTA. Pitching themes include virtual experiences for families during the Fall season to keep Hawai'i top of mind.
- In regular conversation with media to ensure they are updated on all regulations and safety protocols pertaining to COVID testing.
- In discussion with journalists for potential visits to Hawai'i in 2022, waiting for media to provide dates and timing. Themes include outdoor adventure, culture, culinary and responsible travel.
- In discussion with Sandrine Champigny (Le Bel Age) regarding a potential early 2022 visit. TBD on exact dates. Will follow up with journalist and share with HTA once more details available.
- Shared media questions from Canadian Travel Press Editor Bob Mowat with HTA and Island Chapters ahead of Aloha Canada 2021 virtual show.

- Confirmed 4 media for virtual interviews on October 27th, the day before the Aloha Canada 2021 virtual show:
 - Jim Byers (JimByersTravel.com)
 - Mike Baginski (Travel Industry Today)
 - Cindy Sosroutomo (Travel Week)
 - Martha Chapman (Open Jaw)

Will follow up with Island Chapters closer to date of interviews with media bios, anticipated questions and zoom links.

- In discussion with Air Canada to send one journalist each from Toronto, Montreal, Vancouver, and Calgary on the new routes launching in the winter. Journalists will not be on the inaugural flights. HTCAN will work with Air Canada on selecting tier A journalists.

Travel Trade Activities

Airline	Wholesaler/TA/TO/OTA	Total
7	44	51

- Travellers confused about travel requirements and vaccination records

Travellers have expressed confusion on the new programs requiring vaccination records on O’ahu and Maui. Canadians want to be sure that the proof of vaccination they provide will be recognized in the US/Hawai’i to enter restaurants. The most recurrent concern is the fact that AstraZeneca is not included in the list of US FDA-approved or US FDA EUA vaccines. Travellers also wonder when fully vaccinated Canadians may enter Hawai’i on international flights without pre-travel testing/quarantine.

- What Canadians need to know about travelling to Hawai’i this Fall/Winter

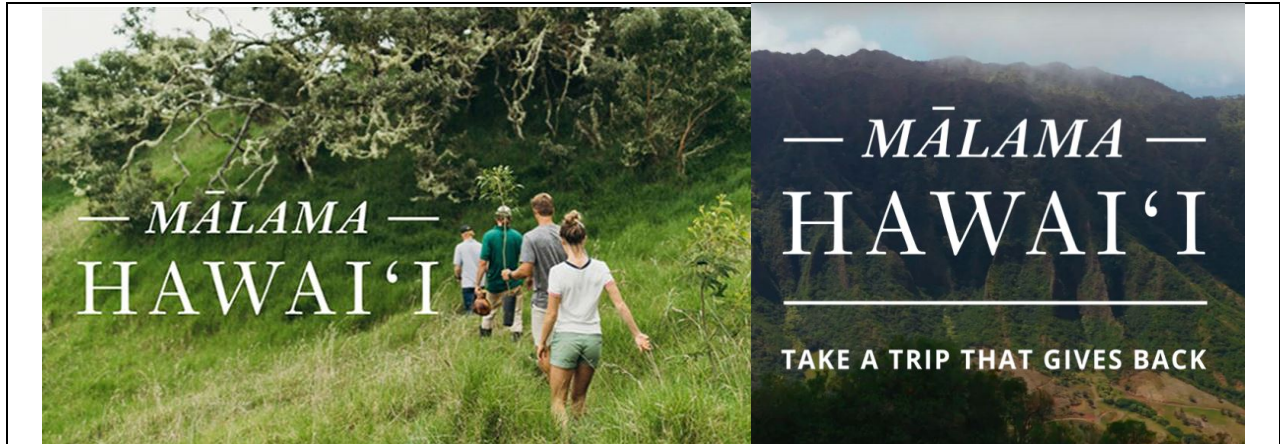
To ensure a safe and enjoyable trip, travellers should be aware of the latest travel requirements and other efforts regarding COVID-19. HTCAN provides a webpage highlighting Hawai’i’s travel requirements and other important information to share with travelers. The goal is to offer a one-stop webpage that will help travelers with the most common inquiries. The page includes links to Hawai’i-approved testing entities in Canada, Safe Travels Digital Platform, Safe Access O’ahu, and Maui Safer Outside.

- COVID19 Testing sites for Canadian travellers in the state of Hawai’i

HTCAN has received many inquiries about testing sites for COVID-19 in the most popular places across the islands. All travellers 5 years of age or older, regardless of citizenship, must provide proof of a negative COVID-19 test result to enter Canada. All travellers must provide one of the accepted types of tests, not an antigen test, including those who are fully vaccinated. The test must be conducted within 72 hours of the scheduled departure time of your last direct flight to Canada. HTCAN is developing a list of testing sites for Canadian travellers in the Hawaiian Islands.

Responsible Tourism Update

- Mālama Hawai'i Campaign
The Mālama Hawai'i campaign continues to be the main focus of HTCAN's efforts to promote sustainable tourism and volunteer opportunities.



- Hawaiian culture is the center of the promotion. An effort has been made to create awareness in the travel advisors to pass along the message to their clients about visitors being respectful of the communities, traditions, environment, etc. when visiting Hawai'i.

Island Chapters Engagement Update

- HTCAN is in communication with the Island Chapters. The design of the social posting calendars has been sent for their approval.
- HTCAN has set the calendar for the Spoiled Agent series and is working with the Island Chapters to produce the e-blast prior to its webinar.
- HTCAN has set a date for an IC planning call before Aloha Canada to get everyone on the same page for the event.

“Coming Attractions” for Leisure Market

What	When	Where
Educational campaign with Spoiled Agent	August to December	Canada-wide
Digital campaign	August to October	Canada-wide
Air Canada co-op campaign	November to December	Canada-wide
Air Canada Vacations campaign	TBD	Canada-wide
WestJet campaign	November to December	Canada-wide
Aloha Canada virtual event	October	Canada-wide
Trade campaign with Open Jaw	November to December	Canada-wide
TDC virtual tradeshow	November	Canada-wide with focus in Quebec

Hawai'i Tourism Oceania 2021 Monthly Leisure Marketing Report – September

Market Intelligence/Market Conditions

Australia & New Zealand

The market is readying itself for the re-opening of international travel, thanks to a month of high-volume vaccination rates and a relaxing in government restrictions. The HTO office (and the wider industry) has noticed an increase in consumer excitement and enquiries around future travel opportunities.

The reason for the progression is largely due to the Delta variant of Covid being much more difficult for Australia and New Zealand to contain under their previously successful elimination strategy. In New South Wales and Victoria, the community cases have risen to a level that has caused the respective state governments to change their approach. The elimination strategy is no longer realistic and instead, an easing of restrictions will be linked primarily on vaccination rates. This has been seen by the travel industry as good news as the projected date for the targeted 80% of fully vaccinated adults could well be reached by the end of October. This level has been stated by the government as the threshold that would allow the recommencement of overseas travel for vaccinated travellers.

In New Zealand, it looks like the recent outbreak of Covid may not be contained, and the government has similarly fast-tracked the level of vaccinations which will help lift the restrictions around overseas travel.

After a recent dip, both local currencies have recovered to once again be above pre-Covid levels against the USD (AUD.75cents & NZD.72cents).

Outbound Travel Market

Australia & New Zealand

- The Australian government has given the greenlight for vaccinated Australians to travel overseas in November (once the 80% threshold has been reached). Qantas has announced the re-start to the key destinations of London and Los Angeles in November which will be the start of a more widespread rollout.

Competitive Environment

Australia & New Zealand

- We are seeing a definite increase in activity from global destinations. Included is one of the traditional south Pacific favorites, Fiji, which has fought its way through a tough period of high covid rates thanks to vaccinations. Air Fiji has advised they are resuming flights from Sydney on 1st Dec.

Consumer Trends

Australia & NZ

- Nothing new to report

Travel Trends

Australia & New Zealand

- The New Zealand travel industry received some disappointing news from the NZ government recently. Previously, the NZ government created a fund to support travel agents applying for overseas held refunds. This has now been discontinued, and while there are funds still remaining, the NZ government has advised the funds will not be available to the industry for additional support.

Media Trends

Australia & New Zealand

- The upcoming re-opening of borders will see a return to more internationally themed travel stories. This is good news and will provide story and blog opportunities through Q4

Airlift

Australia & New Zealand

- With the announcement of reopening plans by the Australian government, attention turned to both Qantas and Hawaiian Airlines around the return of flights to Honolulu. Both carriers have scheduled flights between Sydney and Honolulu commencing in the 2nd half of December. These have been scheduled for some time, but now is the first time they have caught the attention of local media. The next few weeks will provide more clarity and hopefully confirmation around restart details.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

Australia & NZ

- The outlook has markedly improved with conditions relaxing around international travel along with a market ready to travel and with the propensity to travel. We are fortunate to still have Hawai'i's three key airline partners active in the market (Qantas, Hawaiian and Air NZ) along with a stable exchange rate that is higher than pre-Covid levels.

Leisure Activity Update

Consumer

- **Social media:** This continues to be the key consumer activity, aimed to keep the brand warm and also consistent with a regenerative tourism approach.
- **Q4 Campaigns:** Planning has begun around key campaigns to help launch the restart of travel from Oceania to Hawai'i. This includes a partnership with mastercard which will provide the opportunity to reach an avid audience with a propensity to travel. Our discussions are around ensuring we have content that is true to the HTA pillars

Travel Trade

- **Trade meetings** – With the promising news around the removal of travel restrictions, HTO has had a busy month meeting and scheduling virtual meetings with key trade partners.

Public Relations

HTO continue to maintain relationships with the trade and consumer press and also assist with destination and industry information where relevant and appropriate.

Planning has begun around media opportunities through Q4 and Q1 (2022),

Trade Activities

Trade Calls (Please list # of calls only without company names)

Airline	Wholesaler/TA/TO/OTA	Other	Total
2	5	1	8

Meetings included the following partners:

Outrigger, Aston-Aqua, NZ Consulate, Hawaiian Airlines, Air NZ

Responsible Tourism Update

Mālama Hawai'i themed posts featured in the social media schedule during the month of September. HTO has also attended several of the NaHHA training seminars

Island Chapters Engagement Update

HTO continue to liaise with the IC's as required. This has included a restaurant promotion opportunity on O'ahu.

"Coming Attractions" for Leisure Market

HTO are beginning to plan for their re-start activities scheduled for November and December. This includes:

Travel agent training workshops

Consumer Digital campaign

Mālama Hawai'i launch

Hawai'i Tourism Korea

2021 Monthly Leisure Marketing Report – September

Market Intelligence/Market Conditions

Economy

- The economic growth momentum of Korea remains unscathed with robust exports. The Organization for Economic Cooperation and Development (OECD) raised again its 2021 growth outlook for the Korean economy to 4% from its May forecast of 3.8%.
- South Korea's exports have extended their gains to 11 consecutive months in September and set a record high level by rising 16.7% maintaining solid growth. The monthly figure was the highest since South Korea started compiling the data in 1956.
- The average USD/WON exchange rate in September was KRW 1,170.78 won, slightly depreciated compared to the previous rate of 1,122.43 won in August.

Outbound Travel Market

- The number of outbound travelers from Korea in August recorded 137,712, 54.9% year-on-year increase.
- According to data by Incheon International Airport Corporation based on check-in tickets, a total of 31,545 passengers departed to overseas destinations during the Chuseok holiday from September 17 to 22, nearly doubling from the daily number of departures of last year's Chuseok holiday. Many travelers were in their 50s and 60s who had completed vaccinations early and it is expected for 20s and 30s who will complete the second-dose vaccination in October to join the overseas travel soon.
- According to Asiana Airlines, it achieved an 85% of boarding rate for the flight to Saipan on the first day of the Chuseok holiday and 95% of passengers were from the travel bubble package products. It said that the increasing booking trend has continued even after the holiday and hit 1,000 bookings by the end of the year, clearly showing a recovery in overseas travel sentiment due to the increase of vaccinations.

Competitive Environment

- There are some destinations offering free PCR testing for Korean travelers when returning to Korea after the trip. (*Source: Korea Travel Times, 2021*)
 - Saipan: according to the travel bubble agreement between Saipan and Korea, the local COVID-19 PCR test is free for Korean visitors. Travelers who purchase package products supported by the Marianas Visitors Authority can receive such benefits until December 31.
 - Guam: as of September 30, the budget related to the PCR testing cost for visitors has passed the board of directors. Guam Visitors Bureau is coordinating details on how to apply and designating a local testing vendor.
 - Cancun, Maldives: most hotels and resorts operating in Cancun and the Maldives are operating a system that allows guests to reserve a date and time for PCR test. Then medical staff will visit and conduct the test, and guests can receive the results from the hotel. Testing costs may vary,

but each hotel plans a promotion that supports the testing fee for free or discounts at a low price of 30-40 dollars.

- New York City: on the NYC Health + Hospitals website, visitors can check the locations of testing sites and book a free PCR test.
- Others: there are many long-haul countries that do not require submission of COVID-19 PCR test results as long as they have a vaccination certificate. Such destinations include Malta, Costa Rica, Greece, the Netherlands, Denmark, Germany, Switzerland, Austria, Italy and Turkey.

Consumer Trends

- As the importance of health care has increased due to the prolonged COVID-19 and the preference for unique experience has added, sportscation (sports + vacation) traveling for exercise and leisure activities is drawing attention among the MZ generation. According to a recent survey by the travel activity platform, 72% said that they would enjoy activities on vacation, and the biggest reason for activities was for a new experience (84%). (source: *Frip*, no. of respondents: 479 pax)

Travel Trends

- The travel industry is actively introducing ESG (Environment, Social, and Governance) as a management strategy as ESG becomes a kind of responsibility of corporates. Recently, various companies including Hana Tour, a leading travel agency, Yanolja, a leading travel platform, and Korean Air are formalizing ESG management, especially focusing on eco-friendly and high-efficiency. Also, the young generation is more favorable to pay additional costs for eco-friendly products and services, and it is highly expected for eco-friendly and sustainable travel to become one of the main trends of travel after the pandemic.

Airlift

- Korean Air will resume ICN-HNL routes three times a week from November.
- Hawaiian Airlines is operating three weekly flights (HA 460) from ICN to HNL.
- Asiana Airlines is internally planning to resume its service for ICN-HNL from January 2022. Depending on the market situation, OZ may decide to return early in December.

Market Intelligence/Market Conditions Impact on Hawai'i Travel

- South Korea's daily COVID-19 cases fell below 1,600, but health authorities extended social distancing rules for another two weeks for the extended weekend holidays in the coming weeks. While vaccinations are in progress among aged 18 and over, the Korean government opened a booking system for booster shots for 60+ people from October 5.
- According to the "COVID-19 Vaccination Implementation Plan for the 4th Quarter" announced by the Korea Centers for Disease Control and Prevention on September 27, the interval between Pfizer and Moderna 1st and 2nd doses, which is currently 6 weeks, has been shortened to 4-5 weeks from the 2nd week of October. By the end of October, 80% of adults (18 years of age or older) will be fully vaccinated. As a result, the time when overseas travel is possible has been moved up by one to two weeks. According to the government's plan, by early November, 80% of adults will be able to travel abroad without quarantine. The age group eligible for travel is also expected to expand with vaccinations for children, adolescents and pregnant women and additional vaccinations for high-risk groups.

- Overseas travel is recovering as vaccinations are in progress, especially among the 20s to 40s. Travel agencies are successfully resuming their group travel sales operations, and customer satisfaction was high.
 - KAL Tour: group travelers departed to Switzerland and France on October 2 and 4 with fully vaccinated consumers. It included local restaurants where only fully vaccinated people can access and buses with 50% of capacity.
 - Lotte Tour: group travelers came back from Europe on September 28. The itinerary focused on outdoor activities and attractions more than indoor ones.
 - Mode Tour: about 60 group travelers departed to Guam during the Korean Thanksgiving holiday as Korean Air resumed its operation to/from Guam in August.

Leisure Activity Update

- **Korea Pre-PCR Test Program:** ICN COVID-19 Test Center at Terminal 1 (East) has been newly added to TTP partners' list of Korea. HTK is also supporting ICN COVID-19 Test Center at Terminal (West) to receive DOH's approval on their submitted agreement and at the same time, following up with DOH on Korea University Hospital and especially, Koshin University which is the only institution in lower part of Korea far from Seoul and ICN Airport.

Consumer

- **Digital Recovery Consumer Co-op Campaign with Naver Travel+ (Digital Marketing Program):** HTK is planning to launch digital recovery consumer co-op campaign with Naver Travel+, a travel content platform in Naver, the largest portal site in Korea to publish series of contents to educate consumers on Mālama Hawai'i and also to refresh the minds of consumers on the Hawaiian Islands as the next go-to travel destination after vaccination. HTK is discussing terms of the program with Naver Travel + of which the series will go live starting in November.
- **Media FAM:** following Travel Agent FAM planned for mid-November, HTK is also planning a media FAM inviting 3 digital editors from leading consumer magazines to boost social presence of the Hawaiian Islands, highlight the sustainable aspect of Hawai'i, and introduce safe travel tips. The main theme would be "Connect with nature in Hawai'i" and HTK is actively discussing with candidate editors and will be contacting each ICs shortly.
- **B2C & B2B Newsletter Distribution:** HTK is preparing both B2C & B2B newsletter to be distributed in October to announce Hawai'i's new TTP partner, Incheon Airport COVID-19 Test Center Terminal 2 along with Safe Access O'ahu accepting AstraZeneca. For B2B newsletter, HTK will share the news of FAM kickoff in November and December bringing key travel agents and media publications to the Hawaiian Islands to recover travel demand to Hawai'i.

Travel Trade

- **Trade FAM with KE (Nov. 14 - 19):** as KE's flight is confirmed to resume from November 1, HTK is working closely with trade partners to stimulate the travel demand for Hawai'i. To position Hawai'i on top of minds of our top travel agents, KE has agreed to host a high-level travel agent FAM tour in November. A total of 11 top travel agents, 1 Korean Air representative and 2 HTK staff will visit Hawai'i Island (2N) and O'ahu (3N) during November 14-19. HTK will contact island chapters to coordinate the FAM itinerary including Mālama Hawai'i/voluntourism activities.

- Online Consumer Promotion with KE:** as part of airline co-op with KE, HTK held an online consumer campaign with KE for the month of September ahead of the scheduled resumption of the ICN-HNL route in November. KE developed a consumer events page on its website, which includes Mālama Hawai'i video, logo and images to convey the educational message to their passengers.

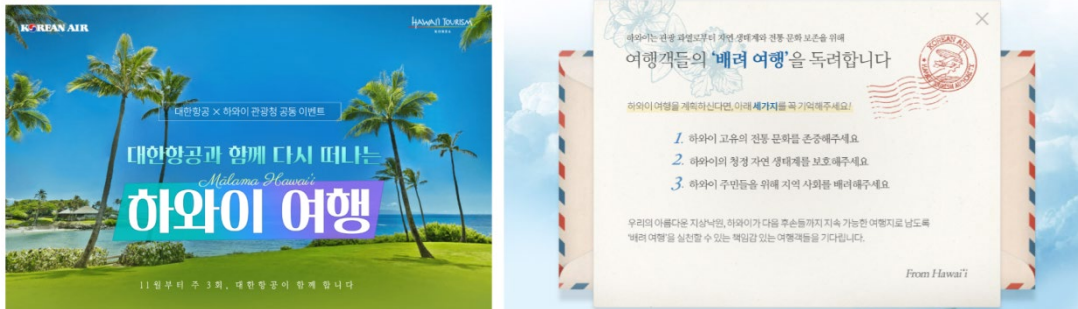
[Promotion Result]

HTK posted content on owned Instagram and Facebook to promote the KE promotion.



Channel	IG	FB
No. of followers	20.7K	20.6K
Engagement	135 likes	112 likes

KE's promotion result



- Total Reach: 914,243 (Instagram 151,504 / Facebook 551,506 / Twitter 211,233)
- Total Clicks on social channels: 39,908
- Number of E-newsletter recipients: 260,000
- Number of E-newsletter open: 11,434
- Event Webpage clicks: 12,061
- Number of comments: 2,251
- Coffee coupons sent to: 2,200 consumers

Travel Trade Activities

Travel Trade Calls

Airline	Wholesaler/TA/TO/OTA	Other	Total
3	4	0	7

- **Summary of Key Travel Trade Calls**

- **Airlines:**
 - Meetings with KE and discuss online consumer promotion and FAM tour
 - Greeting with HA to provide general market update
 - Greeting with OZ to share current airlift market situation
- **Industry Partner:**
 - Meeting with Brand USA Korea to discuss upcoming training seminar plan
- **Travel Agencies:**
 - Greeting with Tour2000 and share news about recent staff change and products.
 - Greeting with Redcap Tour and update latest destination information
 - Greetings with Hana Tour and share the latest booking trend
 - Greetings with Mode Tour and discuss market and consumer trend

Responsible Tourism Update

- **HTK has promoted responsible tourism and Mālama Hawai‘i through below activities:**
 - Consumer e-newsletter
 - Social media post
 - Mālama Hawai‘i campaign with key wholesalers

Coming Attractions for Leisure Market

What	When	Where
Digital Recovery Consumer Co-op Campaign with Naver Travel+	November	Naver (portal site)
Travel Trade Fam	November 14-19	Hawai‘i Island/ O‘ahu
Media Fam	December 6-11	TBC



Group Sales Status Report – September 2021

OVERVIEW

In a recent article by Smart meetings, the United States announced it will lift travel restrictions and open for international travel starting in November for vaccinated visitors. The vaccinated visitors will be from 33 countries which include China and most of Europe. Opening for international travel is a major turning point for the United States and will support the recovery of the American economy. In a recent poll by Global Business Travel Association (GTBA), 61 percent are domestic business travel compared to 34 percent of international business travel. Domestic business travel has continued to be steady while international business travel remains stalled.

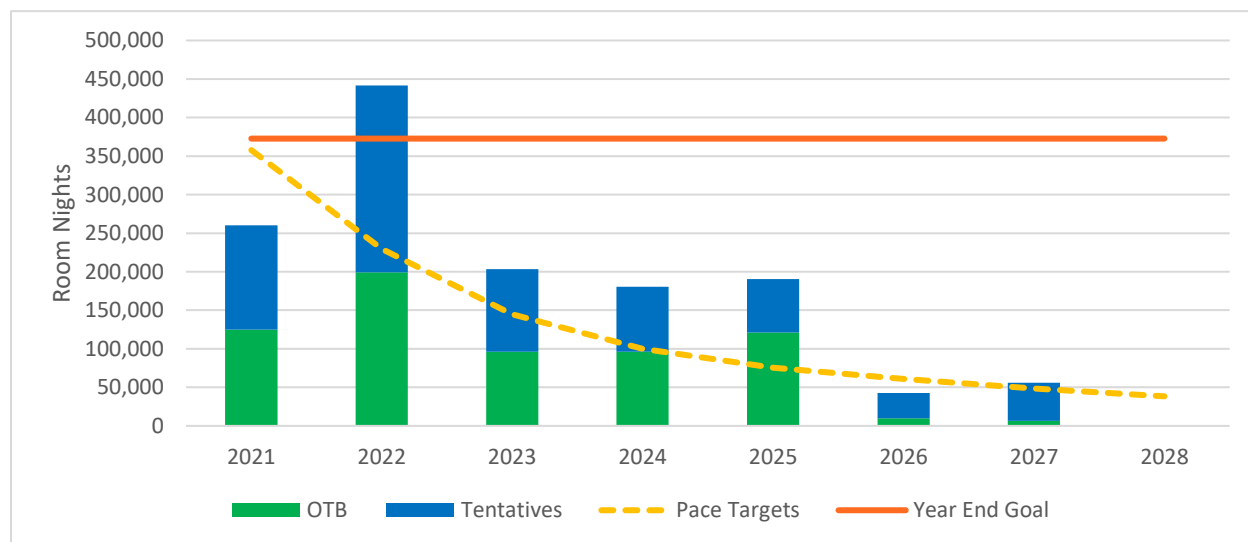
Feelings of normalcy and optimism start to return as travel inspiration grew from 65 percent from 58.4 percent the last two weeks according to a recent study from Destination Analyst. American travelers who planned for fall leisure trips have delayed plans, due to the rising in COVID-19 cases and will reschedule to later this year. Forty percent of American travelers say COVID-19 is impacting to have meaningful travel experience due to safety concerns and restrictions. Safety is important as 66.5 percent of American travelers support a vaccine requirement or negative COVID-19 for all airline passengers. American travelers want an enhance measure of safety when traveling this fall.

CONSUMPTION

The FuturePace Reports on the next page show the number of events and room nights on the books for each year 2021-2028 against a 3-Year Average Year-End Goal.

Table 1: FuturePace Report: Hawai'i 8-year Pace (citywide and single property)

Period Ending: September 30, 2021



Room Nights

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2021	124,780	357,805	(233,025)	-65%	247,930	135,426	372,710
2022	199,297	229,488	(30,191)	-13%	173,413	242,465	372,710
2023	96,098	144,715	(48,617)	-34%	276,612	107,039	372,710
2024	96,277	99,787	(3,510)	-4%	276,433	84,092	372,710
2025	121,100	75,472	45,628	60%	251,610	69,500	372,710
2026	9,977	60,729	(50,752)	-84%	362,733	32,588	372,710
2027	6,508	48,290	(41,782)	-87%	366,202	49,410	372,710
2028	0	38,343	(38,343)	-100%	372,710	0	372,710

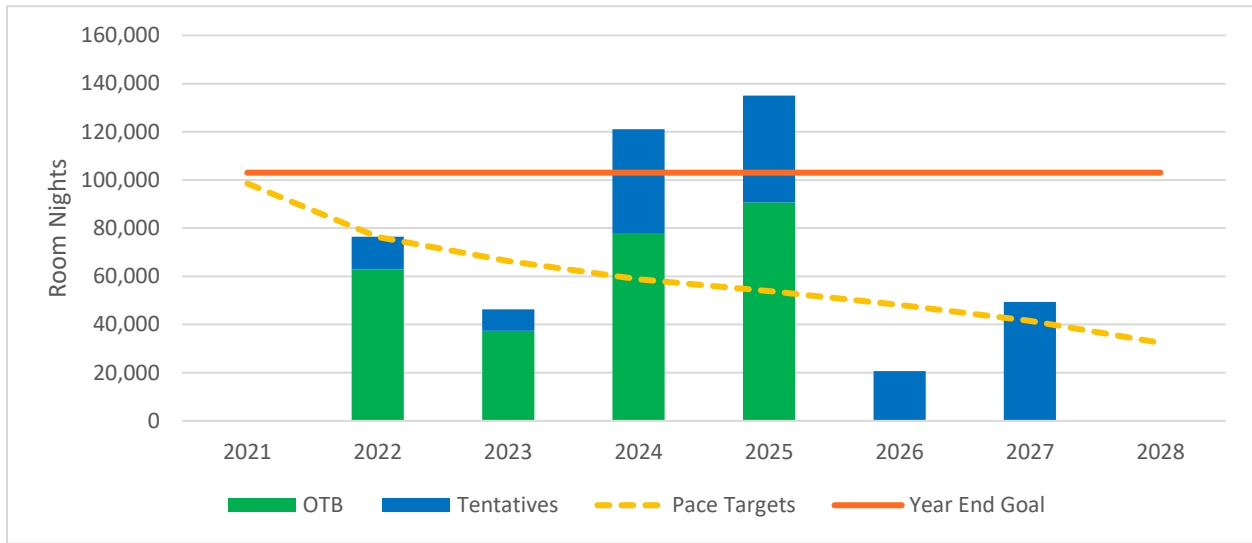
Events

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2021	148	555	(407)	-73%	455	280	603
2022	112	189	(77)	-41%	491	322	603
2023	41	68	(27)	-40%	562	101	603
2024	20	32	(12)	-38%	583	30	603
2025	17	16	1	4%	586	19	603
2026	5	9	(4)	-47%	598	8	603
2027	2	5	(3)	-63%	601	2	603
2028	0	4	(4)	-100%	603	0	603

The number of events reported in FuturePace is slightly higher than the actual number of events due to a number of overflow programs and the splitting of some bookings into two in order to track shared credit.

Table 2: FuturePace Report: Convention Center 8-year Pace (citywide only)

Period Ending: September 30, 2021



Room Nights

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2021	0	98,541	(98,541)	-100%	103,041	0	103,041
2022	62,853	76,258	(13,405)	-18%	40,188	13,600	103,041
2023	37,435	66,344	(28,909)	-44%	65,606	8,848	103,041
2024	77,650	58,735	18,915	32%	25,391	43,464	103,041
2025	90,687	53,927	36,760	68%	12,354	44,345	103,041
2026	0	48,150	(48,150)	-100%	103,041	20,700	103,041
2027	0	41,470	(41,470)	-100%	103,041	49,410	103,041
2028	0	32,411	(32,411)	-100%	103,041	0	103,041

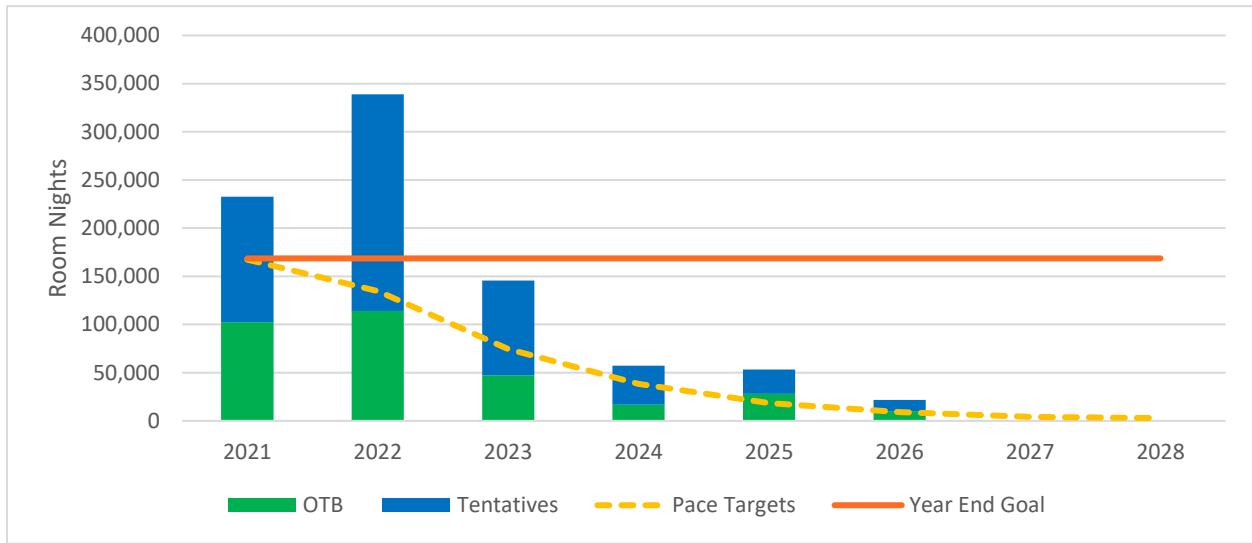
Events

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2021	0	26	(26)	-100%	28	0	28
2022	10	12	(2)	-19%	18	1	28
2023	7	8	(1)	-16%	21	3	28
2024	7	7	1	7%	21	3	28
2025	5	5	(0)	-6%	23	4	28
2026	0	4	(4)	-100%	28	2	28
2027	0	3	(3)	-100%	28	2	28
2028	0	2	(2)	-100%	28	0	28

The number of events reported in FuturePace is slightly higher than the actual number of events due to a number of overflow programs and the splitting of some bookings into two in order to track shared credit.

Table 3: FuturePace Report: Single Property 8-year Pace (HTUSA only)

Period Ending: September 30, 2021



Room Nights

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2021	102,290	167,379	(65,089)	-39%	66,322	130,332	168,612
2022	114,207	134,609	(20,402)	-15%	54,405	224,627	168,612
2023	47,432	74,594	(27,162)	-36%	121,180	98,191	168,612
2024	16,629	38,492	(21,863)	-57%	151,983	40,628	168,612
2025	27,981	18,478	9,503	51%	140,631	25,155	168,612
2026	9,977	9,196	781	8%	158,635	11,888	168,612
2027	0	4,049	(4,049)	-100%	168,612	0	168,612
2028	0	2,857	(2,857)	-100%	168,612	0	168,612

Events

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives	Year End Goal
2021	104	263	(159)	-60%	166	265	270
2022	70	149	(79)	-53%	200	313	270
2023	27	57	(30)	-53%	243	98	270
2024	11	25	(14)	-56%	259	27	270
2025	11	11	0	3%	259	15	270
2026	5	5	0	0%	265	6	270
2027	0	2	(2)	-100%	270	0	270
2028	0	1	(1)	-100%	270	0	270

The number of events reported in FuturePace is slightly higher than the actual number of events due to a number of overflow programs and the splitting of some bookings into two in order to track shared credit.

Glossary of FuturePace Report Terms

Cancelled: The status of a Lead for an event that was once in a Booked or Definite status but now will no longer occur.

Definite: The status of a Lead indicating the event is booked or confirmed. To qualify or count as Definite, the Lead snapshot must show the 'Booked' status type within the selected date range. In addition, the Lead cannot show in a Lost or Cancelled status during the report time frame.

LTB: An acronym for "Left to Book," this term reflects the number of room nights that still need to be booked to reach the Year-End Goal(s).

OTB: An acronym for "On the Books," this designation refers to a confirmed or definite booking.

Pace Target: A performance goal based on the percentage of your Year-End Goal that should be booked as of the report's run date, for a certain month, quarter or year. The Pace Target reflects the total number of room nights or events that should be booked as of the report's run date.

Tentatives: Business or Leads that have yet to move to a booked or Definite status. In other words, Tentatives are Leads in an unbooked or Lead status in the arrival month/year. For the Long-Term Pace report, Tentatives reflect the current count, as of the report's run date, for the years displayed on the report.

Variance: In the Long-Term Pace report, Variance reflects the OTB (or Cancelled or Tentative) figure minus the Pace Target, as of the report's run date. Positive numbers indicate performance is also positive; negative numbers suggest booking deficiencies.

Variance %: The Variance Percentage, or percentage of variance, reflects the Variance divided by the Pace Target, multiplied by 100 and then expressed as a percentage. Positive percentages indicate performance is also positive; negative numbers suggest booking deficiencies.

Year-End Goal: The Long-Term Pace report includes a 3-Year Average Year-End Goal to establish a benchmark for the years displayed on the report.

SALES PRODUCTION (in the month for any year)

Table 4: Total Sales Production – September 2021

Room Nights	2021 Actual Month	2019	Variance to 2019	2021 Year-to-Date	2019	Variance to 2019
Definite & Assist-Definite	1,332	20,348	-93%	47,532	176,832	-73%
Tentative & Assist-Tentative	34,821	88,183	-61%	449,208	835,054	-46%

Definites and Tentatives generated by HTUSA plus definites, assist-definites, tentatives and assist-tentatives generated by the international GMTs. Production measured to 2019, the last normal production year for more relevant comparison.

**Table 5a: Hawai'i Tourism USA (HTUSA) Sales Production
September 2021**

Room Nights	2021 Actual Month	2019	Variance to 2019	2021 Year-to-Date	2019	Variance to 2019	Annual Goal	YTD as % of Annual Goal
Citywide								
Definite	0	1,515	-100%	3,911	24,035	-84%	40,000	10%
New to Hawai'i	0	0	N/A	0	11,805	-100%	15,000	0%
Tentative	0	33,159	-100%	94,123	264,941	-64%	190,000	50%
Single Property								
Definite	1,332	12,466	-89%	42,424	102,535	-59%	125,000	34%
New to Hawai'i	930	1,812	-49%	26,251	39,214	-33%	65,000	40%
Tentative	34,821	48,218	-28%	350,421	507,190	-31%	200,000	175%

The ongoing auditing and database cleansing may result in changes to previously reported figures.

COMMENTS

Sales Production vs. Goals Analysis

Recent Hawai'i COVID-19 restrictions have severely frustrated MCI customers and have impacted citywide and single property group business in Hawai'i. Citywide production continues to expose the focus of customers nationwide who are cancelling or moving their 2021 and 2022 programs due to the Delta variant. These cancellations and moving of citywide programs are stalling citywide customers on their normal focus of site selection for future year convention opportunities.

For single property, definite production continues to be down, but not as severe as citywide business. A positive note is that single property opportunities show solid interest with tentative rooms nights at 175 percent of the annual goal. This indicates strong future single property group business interest in Hawai'i for 2022 and 2023.

Highlights of Any Key Definites

- Incentive – business services, consulting, April 2022 (930 room nights)
- Sleeping Rooms Only – trade assns, February 2022 (402 room nights)

Highlights of Any Key Tentatives

- Incentive – confidential, September 2022 (3,762 room nights)
- Convention – high tech, May 2022 (2,979 room nights)

- Meeting – government, October 2021 (2,926 room nights)
- Incentive – medical, pharm, April 2022 (2,162 room nights)
- Convention – educational, March 2024 (1,690 room nights)

Highlights of Any Key Cancellations

Citywide

- Convention – scientific, December 2021 (24,566 room nights)

Single Property

- Convention – trade assns, December 2022 (2,983 room nights)

Marketing Efforts

- Activity highlights include:
 - Content development and production work on a digital bid book and Meeting Planner Guide.

Advertising Efforts

- Meetings, conventions and incentives (MCI) Paid Media Recap
 - None to report for the month.

Public Relations Efforts

- Activity highlights include:
 - Due to Governor Ige’s announcement encouraging the cancelation of all non-essential travel to the islands, proactive PR outreach has been paused through October.
 - Anthology drafted and edited a welcome letter on behalf of John Reyes for a Hawai’i Co-Op to run in the November issue of *Northstar Meetings Group*. This request fell in conjunction with the annual Destination Hawai’i Event (Maui), which has been postponed from September to winter 2021 TBD.
 - Anthology distributed a personnel announcement on September 23rd introducing introduce Lynn Whitehead as Meet Hawai’i’s Senior Director, Citywide.
 - In response to freelance writer Paige Townley, *SportsEvents Magazine*, Anthology worked to aggregate and compile information for a Hawai’i state-wide feature, to be published in the November SportsEvents issue.
 - In an effort to distill and clarify information surrounding county restrictions for MCI events, Anthology helped aggregate a MCI Simple Restrictions Chart for planners and customers to visually reference restrictions that are currently in place for structured events.

- Media Coverage Highlights:
 - None to report for the month.

- Impressions and Publicity Values for Articles that included Hawai’i:

August <u>Impressions</u>	August <u>Publicity Values</u>
Print: 289,090	Print: \$52,523.93
Online: 847,845,764	Online: \$238,156.35
Broadcast: 5,635,781	Broadcast: \$39,754.30
Total: 853,770,635	Total: \$330,434.58

**Table 5b: Hawai'i Tourism Canada Single Property Sales Production
September 2021**

Room Nights	2021 Actual Month	2019	Variance to 2019	2021 Year-to- Date	2019	Variance to 2019	Annual Goal	YTD as % of Annual Goal
Definite & Assist-Definite	0	0	N/A	1,197	1,305	-8%	2,000	60%
New to Hawai'i	0	0	N/A	1,197	1,305	-8%	1,000	120%
Tentative & Assist-Tentative	0	472	-100%	4,604	6,734	-32%	10,000	46%

COMMENTS

Market Conditions

- September came to a halt for any new MCI inquiries. Even some previous tentative groups have gone quiet due to the increasing spikes of the Delta variant of COVID-19. Planners are saying their clients are now becoming hesitant and may continue their travel programs within Canada.
- Compared to 2019, the first seven months of 2021, trips for MC&IT and other business purposes fell 97 percent.
- Carriers are now offering 165,000 direct seats in 2021. This is almost 25,000 fewer seats than available throughout 2020 and a little more than one-third of the service offered in 2019.
- The long-awaited announcement by the Biden administration that the U.S. would reopen to fully vaccinated travelers in early November failed to address two key hurdles for Canadians hoping to travel to the U.S. The land border into the U.S. remains closed to non-essential travel, unaffected by the news, and in addition, many Canadians who may want to fly to American destinations remain concerned about what vaccination regimen will be accepted to enter the U.S., which at the moment does not recognize the AstraZeneca COVID-19 vaccine.

Sales Production Analysis

Hawai'i Tourism Canada (HTCAN) has no production to report for the month amid the COVID-19 pandemic.

HTCAN MCI representative has been following up with all the planners and leads during the month of September. HTCAN MCI is also working on invites and planning appointments for Aloha Canada which is scheduled for late October 28, 2021. HTCAN is also starting to prepare the MCI Fall Newsletter for the Canadian Planners which will be distributed within the second week of October. Pending info being provided by the island chapters.

Advertising and PR Activity

- None to report for the month.

**Table 5c: Hawai'i Tourism Japan Single Property Sales Production
September 2021**

Room Nights	2021 Actual Month	2019	Variance to 2019	2021 Year-to- Date	2019	Variance to 2019	Annual Goal	YTD as % of Annual Goal
Definite & Assist-Definite	0	3,689	-100%	0	33,580	-100%	5,000	0%
New to Hawai'i	0	2,817	-100%	0	21,033	-100%	3,600	0%
Tentative & Assist-Tentative	0	3,689	-100%	60	32,659	-100%	7,000	1%

COMMENTS

Market Conditions

- **Airlines:** The current airline routes provided by ANA, Hawaiian, JAL and ZipAir are focused on the Tokyo metro area for tourism recovery. Even though Hawaiian has serviced Kansai (KIX) once a week flight, the rest of the flight operations were from Haneda and Narita. In addition to ZipAir's August announcement, it added one more flight (3 flights per week) starting at end of October, providing more group business opportunities from Tokyo metro. Due to these conditions, HTJ has been focused on the wholesalers and group business opportunities in these areas until airlines resume their regional city operation in 2022. Delta Air Lines announced their flight suspension for all Japan routes through the end of March 2022 and United also will suspend the operations until mid-December as well.
- **Major Initiatives in September:** HTJ has been discussing tourism reopening with major wholesalers in the month of September, especially with JTB's 2022 initiatives for 110th anniversary program. Major wholesalers' MICE efforts are focusing on late Q1 to early Q2 2022. Once the Japanese government releases its state of emergency, the overall business industry will start the economic recovery. With these conditions, HTJ is proactively approaching airlines, wholesalers, and other business partners to promote incentive group tour with the Mālama Hawai'i concept. In addition, HTJ continues to discussions with Hawaiian Airlines and U.S. Consulate General for Edu-tourism seminars in Fukuoka (October) and Osaka (December) to recruit SDGs related small educational institutes who makeup smaller and high valued group business.

Sales Production Analysis

Hawai'i Tourism Japan (HTJ) has no production to report for the month amid the COVID-19 pandemic.

Advertising and PR Activity

- None to report for the month.

**Table 5d: Hawai'i Tourism Korea Single Property Sales Production
September 2021**

Room Nights	2021 Actual Month	2019	Variance to 2019	2021 Year-to- Date	2019	Variance to 2019	Annual Goal	YTD as % of Annual Goal
Definite & Assist-Definite	0	180	-100%	0	8,702	-100%	0	N/A
New to Hawai'i	0	138	-100%	0	4,937	-100%	0	N/A
Tentative & Assist-Tentative	0	180	-100%	0	8,632	-100%	0	N/A

COMMENTS

Market Conditions

- **ESG for travel industry and consumers:** the travel industry is actively introducing ESG (Environment, Social, and Governance) as a management strategy as ESG becomes a kind of responsibility of corporates. Recently, various companies including Hana Tour, leading travel agency, Yanolja, one of leading travel platforms, and Korean Air are formalizing ESG management, especially focusing on eco-friendly and high-efficiency. Also, the younger generations are more favorable to pay additional costs for eco-friendly products and services, and it is highly expected for eco-friendly and sustainable travel to become one of the main trends of travel after the pandemic.
- **Airlift updates:** Korean Air plans to operate three weekly flights from Incheon to Honolulu starting November. Asiana Airlines is expected to return to service from January next year. Hawaiian Airlines (HA 460) is maintaining its three weekly flights that started in August.
- **Exchange rate/fuel surcharges:** The average USD/WON exchange rate in September was KRW 1,170.78 won, slightly depreciated compared to the previous rate of 1,122.43 won in July. Hawaiian Airlines is applying fuel surcharges of KRW 34,800 ICN-HNL sector.

Sales Production Analysis

Hawai'i Tourism Korea (HTK) has no production to report for the month amid the COVID-19 pandemic.

Advertising and PR Activity

- None to report for the month.

**Table 5e: Hawai'i Tourism Oceania Single Property Sales Production
September 2021**

Room Nights	2021 Actual Month	2019	Variance to 2019	2021 Year-to- Date	2019	Variance to 2019	Annual Goal	YTD as % of Annual Goal
Definite & Assist-Definite	0	2,498	-100%	0	6,675	-100%	250	0%
New to Hawai'i	0	2,498	-100%	0	6,051	-100%	0	N/A
Tentative & Assist-Tentative	0	2,465	-100%	0	14,898	-100%	1,000	0%

COMMENTS

Market Conditions

- September saw a significant breakthrough on the journey towards the reopening of international travel from the region. Australian Prime Minister announced that overseas travel will resume for fully vaccinated travellers starting November in states where an 80 percent threshold has been reached. This applies to the largest populated areas of Sydney and greater New South Wales which have close to 70 percent fully vaccinated and just under 90 percent having had the first jab.
- Qantas has been the most outspoken airline in the region and has scheduled a return to international markets during November, beginning with London and Los Angeles. Flights between Sydney and Honolulu are scheduled to return on December 20th.
- New Zealand has now decided to discontinue the elimination approach and target travel reopening around vaccination levels. The largest city, Auckland, which is currently in level 3 lockdown, is on target to reach 90 percent vaccination levels by November. International travel is due to resume early 2022.
- Air New Zealand followed the lead of many airlines in announcing that all travellers will require proof of vaccination on international flights
- There has been a gentle slide from the local currencies against the USD. Currently, the rates are sitting at AUD 0.73 & NZD 0.69.

Sales Production Analysis

Hawai'i Tourism Oceania (HTO) has no production to report for the month amid the COVID-19 pandemic. HTO has targeted Q4 for the return to tentative and definite leads. This is in line with the expected announcement of the reopening of borders, a largely vaccinated population and the return to confidence around overseas travel. This will be needed for corporate travel in particular.

Advertising and PR Activity

- None to report for the month.

**Table 6: Island Distribution of HTUSA Single Property Sales – Year-to-Date
September 2021**

Island	Tentative Room Nights YTD Actual*	Definite Room Nights Annual Goal	Definite Room Nights Month Actual	Definite Room Nights YTD Actual	Percent of Goal	Lead-to-Booking Conversion (Room Nights) Goal	Lead-to-Booking Conversion (Room Nights) Actual
O‘ahu	236,898	34,000	0	17,811	52%	12%	8%
Kaua‘i	103,654	9,000	0	0	0%	11%	0%
Maui County	265,139	52,000	1,332	18,538	36%	18%	7%
Hawai‘i	168,076	30,000	0	6,075	20%	15%	4%
Total	773,767	125,000	1,332	42,424	34%		

*Tentative room nights do not match those in Table 5a for Single Property because many leads are distributed to more than one island.

‘ELELE PROGRAM

Meetings and updates for the month from Deborah Zimmerman, ‘Elele Program Director from New Millennium Meetings (NMM):

Assistance with Tentative Groups

- The ‘Elele Program Director continued work with Meet Hawai‘i and local ‘Elele, in pursuit of closing a scientific association’s annual meeting for June 2022 with 2,000 attendees. With President Biden trying to reopen international travel and COVID-19 counts declining in Hawai‘i, this meeting is showing great promise. Following a zoom meeting with the customer, Meet Hawai‘i has been investigating travel related insurance policies at the request of the client. Additionally, the Director established a list of Waikiki resources offering COVID testing and vaccination. While Hawai‘i has been announced as the meeting venue, the client is waiting to formally sign contracts later this year.

Assistance with Definite Groups

- The ‘Elele Director organized a zoom meeting the Assistant Dean of the College of Engineering, to discuss the University of Hawai‘i’s engagement with a scientific association’s conference in May 2022 for 4,000 attendees. Upon securing his support, the director connected him with the customer.
- At the request of Meet Hawai‘i, the director engaged the University of Hawai‘i Physics Department to support and work on student engagement for a scientific conference taking place in 2022.

‘Elele Connections

- Looking for an ‘Elele for the medical association. The ‘Elele Director zoomed with a physician associated with the John A. Burns School of Medicine. He agreed to use his connections to determine Hawai‘i’s prospects for both the referenced international meeting, as well as domestic national association.

LOST BUSINESS

**Table 7a: HTUSA Citywide Lost Business
September 2021**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations	Reason for Lost Business
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None to report for the month.

**Table 7b: HTUSA Single Property High Profile Lost Business
September 2021**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations	Reason for Lost Business
Convention (13668)	Government	1,932	500	06/02/2022 - 06/09/2022	Initially, Hawai'i only	Program lost to Texas.
Convention (18096)	Trade Assns	2,983	600	12/01/2022 - 12/10/2022	Initially, Hawai'i only	Program lost to Las Vegas.
Meeting (19681)	Medical, Pharm	772	190	02/06/2022 - 02/10/2022	Nice resorts in warm weather locations.	Program postponed.
Incentive (19801)	Manufacturing, Distrib.	638	290	07/11/2022 - 07/15/2022	Southern California, Napa, CA; Scottsdale, AZ	Program cancelled due to COVID-19.

**Table 7c: International Single Property Lost Business
September 2021**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations	Reason for Lost Business
HT Canada: Incentive (19819)	Confidential	82	30	10/14/2021 - 10/19/2021	Initially, Hawai'i only	Program cancelled due to COVID-19.

New-to-Hawai'i Definite Bookings

**Table 8a: HTUSA Citywide New to Hawai'i Definite Bookings
September 2021**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations
None to report for the month.					
TOTAL NEW TO HAWAI'I CITYWIDE BOOKINGS FOR THE MONTH					0
TOTAL ROOM NIGHTS FOR NEW TO HAWAI'I CITYWIDE BOOKINGS					0

**Table 8b: HTUSA Single Property High Profile New to Hawai'i Definite Bookings
September 2021**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations
Incentive (19306)	Business Services, Consulting	930	500	04/02/2022 - 04/10/2022	Bahamas, other island destinations

**Table 8c: International Single Property New to Hawai'i Definite Bookings
September 2021**

Market	Vertical Market Segment	Total Room Nights	Total Attendees	Meeting Dates	Competing Destinations
None to report for the month.					
TOTAL NEW TO HAWAI'I SINGLE PROPERTY BOOKINGS FOR THE MONTH					1
TOTAL ROOM NIGHTS FOR NEW TO HAWAI'I SINGLE PROPERTY BOOKINGS					930

New to Hawai'i bookings are accounts that have never met in Hawai'i before or, in the case of citywides, have not met in Hawai'i in the last 10 years or for single property bookings, not in the past five years.

MAJOR SALES AND MARKETING ACTIVITIES

Meet Hawai'i participated in the following MCI events for the month:

- 4 educational events
 - HTUSA
 - Professional Convention Management Association (PCMA) Exhale, Lenox, MA, September 27-29
 - PCMA Annual Awards Ceremony and Celebration, Chicago, IL, September 28
 - International GMT
 - HTJ – JTB Kairyo Expo, Virtual, September 13-15
 - HTK – B2B Brand USA Webinar, Virtual, September 15

- 4 major site visits and familiarization (FAM) tours with clients and potential clients
 - HTUSA
 - 1 site visit, island of Hawai'i
 - 1 site visit, Kaua'i
 - 2 site visits, O'ahu

FUTURE SALES AND MARKETING ACTIVITIES

Meet Hawai'i will participate in the following MCI events in the upcoming months:

October 2021			
Oct. 5-7	Experiential Marketing Summit, Chicago, IL	Educational	HTUSA
Oct. 8	Chicago Sales Calls, Chicago, IL	Sales Calls	HTUSA
Oct. 27	Society for Incentive Travel Excellence (SITE) Education Day – Coffee Break Sponsor, Toronto, Canada	Educational	HTCAN
Oct. 28	Aloha Canada, Virtual	Educational	HTCAN
November 2021			
Nov. 9-11	IMEX America, Las Vegas, NV	Trade Show	HTUSA
December 2021			
Dec. 6-8	Destination Hawai'i, Maui, HI	Trade Show	HTUSA
Dec. 12-14	SITE SoCal Holiday Event & Charity Gala, Palm Desert, CA	Industry Event	HTUSA

*In compliance with Governor David Ige's August 23rd announcement, no Hawai'i based staff will be traveling in September and October 2021. Only HTUSA mainland-based staff will attend in-person events.

CONVENTION CENTER PERFORMANCE

Table 9: Convention Center Performance – August 31, 2021 Year-to-Date

PERFORMANCE MEASURE	YTD	TARGET	VARIANCE
Occupancy	22%	20%	2%
Total Events	75	39	36
Total Attendance	149,367	12,760	136,607
Visitor Spending	\$0	\$0	\$0
Tax Revenue	\$0	\$0	\$0
Revenue per Attendee	\$22.43	\$224.99	-\$202.56

COMMENTS

The new fiscal year in July 2021 began with the Department of Labor and Industrial Relations (DLIR), Department of Health (DOH) and Hawai'i Housing and Finance Development Corporation (HHFDC) continuing to use the facility for unemployment calls and claims, contract tracing and housing rent relief. Effective March 11, 2021, the City & County of Honolulu (C&C) eased COVID-19 restrictions. Since then, the Hawai'i Convention Center (HCC) has experienced an increase in local event bookings. One event in particular, a digital artwork exhibit, which was originally scheduled to run through the end of September 2021. However, with the recent surge in COVID cases locally, the State and C&C implemented new orders restricting gatherings to 10 indoor and 25 outdoor from August 25 to September 23, 2021. As a result, the art exhibit ended its show in August and other future events have been impacted as well. HCC has adjusted its reforecast to a net loss of \$5.5M in alignment with budget at this time. On September 20, 2021, HCC became aware that the C&C has further extended this order through October 19, 2021 and are in the process of evaluating its impact as well as implementing cost containment measures. Revenue per attendee has been diluted due to the influx of patrons of the art exhibit.

Visitor spending and tax revenue remain at \$0 until the return of offshore events. All other performance metrics are a function of the local events.

DEFINITIONS

- **Single Property Group:** A group that can be booked into a single hotel for both guest rooms and meeting space.
- **Citywide Group:** A group that books Hawai'i Convention Center for meeting space; and which needs two or more hotels and has a minimum of 1,000 out-of-town attendees.
- **Group Bookings:** The total number of group room nights booked for the future. A group is defined as needing a minimum of 10 hotel rooms.
- **MCI and Non-MCI Bookings:** Both MCI and Non-MCI Bookings must primarily be off-shore bookings requiring attendees to stay in visitor accommodations. An MCI booking is an association or corporate meeting, convention or incentive program that requires meeting space. A Non-MCI booking requires off-site meeting space or no meeting space, or is public/consumer-facing like expos, sporting events, etc.
- **Definite Room Night:** Room nights associated with groups that have a signed contract or letter of commitment with the convention center and or a signed contract with a hotel.
- **Tentative Room Night:** Room nights associated with groups that have indicated interest in holding a meeting or convention in Hawai'i and a lead has been sent to the convention center and/or the hotels. Citywide leads are considered tentative when space is blocked at the convention center. Includes leads generated by partners at HTUSA coordinated trade shows.
- **Economic Impact:** The direct and induced spending generated from a group meeting in Hawai'i. The economic impact formulas are based on research of attendee spending patterns.
- **Lead-to-Booking Conversion:** Conversion of tentative leads into definite bookings as measured by dividing tentative room nights generated in the month/year by definite room nights for the same month/year.
- **Consumed Room Night:** Room nights generated from groups that have convened in Hawai'i. For citywide events, this figure is calculated from the number of attendees. For single property meetings, the figure is the contracted room nights.
- **Goal:** A level of achievement that has been determined through the goal setting process that includes industry stakeholders and the HTA board.
- **International Markets:** Current areas of focus for international groups. These markets are supported by contractors of HTA.
- **New to Hawai'i – New Business:** A group that has never met or has not had a single property meeting in Hawai'i over the past five years or a citywide meeting within the past 10 years.
- **Repeat Business:** A group that has had a single property meeting in Hawai'i within the past five years or a citywide meeting in Hawai'i within the past 10 years.

- **Island Distribution:** The breakdown of room nights that have been booked on the neighboring islands. This includes Maui, Kaua'i, O'ahu and the Island of Hawai'i.
- **Pace:** A calculation that evaluates the annual sales activity level by comparing production to the same time frames for previous years. This calculation shows if the current year-to-date room night bookings are at the same or higher/lower levels than the past year.
- **Need Period:** A future timeframe where the projections for room night demand are lower, therefore warranting specific sales strategies to attract business.
- **Lost Business:** A group where a lead has been generated due to client interest and Hawai'i was not chosen for the meeting or convention.
- **Total Events:** Total licensed events held at the Hawai'i Convention Center.
- **Total Attendance:** Total delegate attendees at licensed events at the Hawai'i Convention Center.
- **Visitor Spending:** State economic impact of offshore licensed events.
- **Tax Generation:** State tax generation of offshore licensed events.

9

Presentation, Discussion and Action on
*Draft Revised Bylaws of the
Hawaii Tourism Authority*

**BYLAWS
OF THE
HAWAI‘I TOURISM AUTHORITY**

[Historical Note: The Bylaws were adopted on November 4, 1998, and amended on November 28, 2001, February 10, 2005, January 27, 2011, June 30, 2011, August 22, 2012, August 8, 2014, July 9, 2015, February 28, 2019, and October 28, 2021.]

ARTICLE I – DEFINITIONS

Section 1. As used in these Bylaws:

“Authority” means the Hawai‘i Tourism Authority established by chapter 201B, Hawaii Revised Statutes.

“Board” means the policymaking Board of Directors authorized to be the governing body or the head of the Authority under chapter 201B, Hawai‘i Revised Statutes.

“Temporary Absence” means a leave of absence of 180 days or less.

ARTICLE II – NAME

Section 1. Name. The official name of the Authority shall be “Hawai‘i Tourism Authority”.

Section 2. Office and Place of Meeting. The office of the Authority shall be at 1801 Kalākaua Avenue, Honolulu, Hawai‘i, but the Authority may hold its meetings at such places as may be designated by the Chairperson. This may include holding meetings virtually through the use of technology.

ARTICLE III – OFFICERS

Section 1. Election and Term of Officers. The officers shall be the Chairperson and one or more Vice-Chairperson(s). The officers shall be elected by the Board of Directors from among its members and shall serve for one (1) year or until their successors are duly elected or in the case of an officer elected to fill a vacancy, for the unexpired term of the officer thus succeeded. All officers shall be subject to removal at any time without cause by the Board of Directors. The Board of Directors may, at its discretion, elect acting or temporary officers and may elect officers to fill vacancies occurring for any reason whatsoever, and may limit or enlarge the duties and powers of any officer elected by it.

Section 2. Chairperson. The Chairperson shall preside over all meetings of the Board of Directors. The Chairperson shall have general charge and supervision of the

Authority as delegated by the Board of Directors and shall perform such duties as are incidental to the office or are required by the Board of Directors.

Section 3. Vice-Chairperson. In the absence of the Chairperson, a Vice-Chairperson shall perform the Chairperson's duties. A Vice-Chairperson shall also perform all other duties assigned by the Chairperson or by the Board of Directors.

ARTICLE IV – MEETINGS

Section 1. Annual Meeting. An annual meeting may be held each year at such time and place as the Board of Directors determines for the purposes of electing officers and transacting such other business as may come before the meeting. The Board of Directors may dispense with the annual meeting by unanimous consent.

Section 2. Regular and Special Meetings. Regular meetings for any purpose may be held once a month. Special meetings may be held at any time upon the call of the chairperson or upon the call of any two directors.

Section 3. Parliamentary Procedure. Except as otherwise provided by statute or these Bylaws, the most recent edition of Robert's Rules of Order shall govern procedural questions that may arise at a meeting.

Section 4. Presumption of Assent. Any member of the Board who is present at a meeting at which action on any matter is taken shall be presumed to have assented to the action taken unless the dissent or refusal to vote is entered in the minutes of the meeting or unless the director either files a written dissent to such action with the chairperson of the meeting before the adjournment thereof or forwards such dissent by certified mail to the Chairperson immediately after the adjournment of the meeting. Such right to dissent shall not apply to a director who voted in favor of such action.

ARTICLE V – COMMITTEES

Section 1. Establishment. The Board may establish any committee to assist the Board of Directors on any matter related to its powers, duties, and responsibilities. A committee may be established and be terminated at the discretion of the Board. The Board may appoint a committee chairperson to head any committee and appoint any member to the committee. The chairperson (or such chairperson's designee) of every standing committee shall serve as an ex-officio non-voting member of every other standing committee; provided that the total number of committee members in any one standing committee, including the ex-officio non-voting members, shall not exceed six (6) members.

Section 2. Marketing Standing Committee. There is established a Marketing Standing Committee that shall be responsible for the review, evaluation, and recommendation of the Authority's marketing initiatives, programs and/or activities which support the Authority's vision, mission, goals and objectives. The committee shall

convene, as necessary, to receive information, updates, and proposals from the Authority's staff. The committee may, from time to time, make recommendations to the Board.

Section 3. Audit Standing Committee. There is established an Audit Standing Committee that shall be responsible for the establishment and the proper execution of internal audit controls by (i) consulting with the Authority's external auditors to determine whether the internal controls have been properly executed; (ii) ensuring that financial statements are timely prepared and accurate, and that the statements will properly report financial information necessary for the fiscal operation of the Authority; and, (iii) establish and enforce a code of conduct to ensure the financial integrity of the Authority's management of public funds.

Section 4. Administrative Standing Committee. There is established an Administrative Standing Committee for the purpose of reviewing existing policies, making findings and recommendations to modify, amend and/or replace existing policies relating to the administration of the Authority, establishing criteria and making recommendations related to the evaluation of the President & Chief Executive Officer.

Section 5. Budget and Finance Standing Committee. There is established a Budget and Finance Standing Committee for the purpose of reviewing the Authority's financial reports, investments, and annual budget. The committee shall, in conjunction with the Authority's staff, be responsible for the development and monitoring of the Authority's annual budget. The committee shall review the Authority's financial reports and make recommendations to the Board. The committee shall convene, as necessary, to receive information, updates and recommendations from the Authority's staff.

Section 6. Quorum; Voting. A majority of the voting members appointed to a committee shall constitute a quorum to conduct a meeting. An affirmative vote of a majority of the voting members appointed to the committee shall be necessary to adopt any action of the committee.

ARTICLE VI - PRESIDENT & CHIEF EXECUTIVE OFFICER AND STAFF

Section 1. President & Chief Executive Officer. The Board of Directors shall appoint the President & Chief Executive Officer, who shall serve at the pleasure of the Board of Directors, and whose compensation shall be set by the Board. The President & Chief Executive Officer shall serve as the chief executive officer of the Authority and shall be directly responsible for the day-to-day operations of the Authority, including control of and responsibility for the execution of the Board's policies, the administration of the Authority's affairs, and the supervision of its staff. At each meeting of the Board, the President & Chief Executive Officer shall furnish the Board with such information and make such recommendations as shall be necessary to effect the purpose of the Authority and for the proper administration of its affairs.

Section 2. Authority; Staff. The President & Chief Executive Officer may appoint, in accordance with applicable personnel laws, subordinate staff members to assist in the administration of the Authority's affairs.

Section 3. Vacancy in Office. A temporary absence of the President & Chief Executive Officer shall be filled in the following manner:

(1). The Chief Administrative Officer shall serve as the President & Chief Executive Officer until her or his return. In the event the Chief Administrative Officer is unable to serve, the Chief Brand Officer shall serve as the Acting President & Chief Executive Officer until the return of either the Chief Administrative Officer or the President & Chief Executive Officer. In the event the Chief Brand Officer is unable to serve, the Vice President of Finance shall serve as Acting President & Chief Executive Officer.

ARTICLE VII – MISCELLANEOUS

Section 1. Expiration of Board Member's Term. Unless otherwise provided by law, the term of a Board member shall expire upon the failure of the member, without valid excuse, to attend three consecutive meetings duly noticed to all members of the Board and where the Board failed to constitute quorum necessary to transact business. The Chair or Vice Chair of the Board shall determine if the absence of the member is excusable. The expiration of the member's term shall be effective immediately after the third consecutive unattended meeting and unexcused absence.

Section 2. Inspection of Bylaws. The Authority shall keep in its principal office the original or a copy of the Bylaws and its amendments, certified by the chairperson, which shall be open to inspection by the members and by the general public at all reasonable times during office hours.

Section 3. Amendments. The Bylaws may be amended or repealed by a vote of a quorum of members of the Board of Directors.

Section 4. Deposits, Checks, and Investment of Fiscal Accounts. (a) Unless otherwise provided by law or by a specific provision of these Bylaws, the duly appointed Chief Executive Officer, Chief Administrative Officer, Chief Brand Officer, Vice President of Finance, and the Fiscal/Budget Officer of the Authority, cumulatively designated and referred to herein as "fiscal accounts officers" shall have the charge and custody of and be responsible for the management of all the fiscal accounts opened or maintained on behalf of the Authority, as a public entity of the State of Hawai'i, including the following specifically delegated authority:

- (1) Receive and give receipts for moneys appropriated or due and payable to the Authority from any source whatsoever, and deposit all such moneys in the name of the Authority in such banks, trust companies, depositories, or financial institutions as may be selected by the Authority;
- (2) Execute and issue all checks, drafts or other orders for the payment of money, notes, or other evidences of indebtedness issued in the name of the Authority;

- (3) Promptly deposit all funds of the Authority not otherwise employed or expended by the Authority to the credit of the Authority in such banks, trust companies, depositories, or financial institutions as may be selected by the Authority;
- (4) Enter into any contract or execute any instrument on behalf of the Authority to manage and to provide for the safe and secure investment of deposited funds of the Authority through the purchase of investments and the sale or redemption of invested funds, including the execution of any instrument related to any investment sweep service provided by a financial institution; and,
- (5) Any authority specifically delegated by the Board or authorized by law.

(b) Any depository or investment agreement or instrument, and any check, draft, instrument, or orders for the payment of money, notes, or other evidences of indebtedness in the name of the Authority shall be executed by any two of the fiscal accounts officers.

The undersigned do hereby certify that these Bylaws, as amended, of the Hawai'i Tourism Authority were duly approved and adopted by the Board of Directors on October 28, 2021.

**Hawai'i Tourism Authority
State of Hawai'i**

George Kam, Chairperson
Board of Directors
Hawai'i Tourism Authority

John De Fries
President & Chief Executive Officer
Hawai'i Tourism Authority

APPROVED AS TO FORM:

Deputy Attorney General

10

Presentation, Discussion and Action on
Draft Policy #100-03 Code of Conduct Policy

Code of Conduct Policy



Policy Purpose

The purpose of this policy is to provide standards and expectations by which each of the Authority's Board members, management, and employees conduct themselves. It is the policy of the Authority to uphold the highest legal, ethical, and moral standards. As Board members with oversight of a State agency, we are the stewards of public funds provided to us and, as such, have a fiduciary responsibility to uphold rigorous standards of conduct. Trust in the Authority's ability to carry out its mission with integrity and excellence requires that we, as Board members, observe all applicable laws and regulations and apply good judgment that is based on the highest ethical principles. This Code of Conduct shall not supersede the State of Hawai'i Ethics Code.

Policy Provisions

Member of the Board of Directors of the Hawai'i Tourism Authority are committed to observing and promoting the highest standards of ethical conduct in the performance of their responsibilities on the board of the Hawai'i Tourism Authority. Failure to comply with this policy shall result in the application of appropriate measures and sanctions as provided by State law. Board members pledge to accept this code as a minimum guideline for ethical conduct and shall:

ACCOUNTABILITY

1. Observe the highest standards of ethical conduct and faithfully abide by the Authority's enabling Hawai'i Revised Statutes, by-laws, policies and procedures.
2. Exercise reasonable care, good faith, and due diligence in the Authority's affairs.
3. Disclose, at the earliest opportunity, information that may result in a perceived or actual conflict of interest to the board Chairperson for resolution.
4. Disclose to the board, at the earliest opportunity, information that would have significance in board decision-making.
5. Remain accountable for prudent fiscal management to the public.
6. Use sound judgement to make the best possible decisions for the Authority, taking into consideration all available information, circumstances, and resources.
7. Act within the boundaries of their authority as defined by statute, by-laws, and policies.

PROFESSIONALISM

1. Maintain a professional level of courtesy, respect, and objectivity in Authority activities.
2. Foster an environment of respect, cooperation, and collegiality among board members and not unduly disrupt the board from operating in an efficient and effective manner.
3. Strive to uphold those practices and assist other Authority board members in upholding the highest standards of conduct.
4. Conduct board duties with positive leadership exemplified by open communication, creativity, dedication, and compassion.

INTEGRITY

1. Maintain the confidentiality of information provided by contractors or not share information with those bidding for Authority contracts unless specifically authorized by the board.
2. Shall not use your position as a Board member to obtain outside employment or contracts for yourself or your employer.

OPERATIONS

1. Understand the strategic role of the board and respect the President and Chief Executive Officer's and Authority staff's responsibility to manage the Authority's day-to-day activities.
2. Refrain from intruding on administrative issues that are the responsibility of management, except to monitor results and prohibit actions that conflict with board policy.
3. Treat Authority employees in a courteous and professional manner.
4. Recognize the obligation of the board to provide the Authority with a workplace that is free from discrimination and harassment.

BOARD DECISIONS

1. Accept and publicly support board decisions.
2. Serve as an ambassador of the Authority and promote activities and actions of the board with the public.
3. Stay faithful to the intent of the board as expressed in its official statements and not reinterpret or re-characterize the board's actions to reflect her/his own personal view.
4. Have the right and responsibility to exercise independent judgment and to express dissenting opinions during Board deliberations in an appropriate manner.
5. Respect and support decisions of the majority even when the Board member dissented from the majority view.
6. Not take actions publicly that have the purpose of undermining the decisions or actions of the board.
7. Resign her/his position as a board member if she/he intends to publicly oppose a board action before doing so.

TRAINING

1. Successfully complete, on an annual basis, a course in ethics as prescribed by the Authority.

Responsibilities

Responsible Officer:

Chief Administrative Officer

Policy Owner:

Board of Directors

Approvals

Prepared by:

Keith A. Regan
Chief Administrative Officer

Date

Reviewed and Recommended for Approval by:

John De Fries
President & CEO

Date

Policy Approved by:

George Kam
Chairman, HTA Board of Directors

Date

11

Presentation of the Hawaii Tourism Authority's
Visitor Satisfaction & Activity Report (VSAT)
Special COVID Survey

VISITOR COVID-19 STUDY

October 2021

Prepared for:
Hawai'i Tourism Authority

[ANTHOLOGY®]

AnthologyGroup.com

RESEARCH METHODOLOGY

- Online survey conducted October 14, 2021 – October 20, 2021, among visitors to Hawai'i from U.S. Mainland.
 - U.S. West (Alaska, California, Oregon, Washington, Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming)
 - U.S. East (all other states in the Continental U.S.)
 - All respondents visited Hawai'i from October 1 – October 5, 2021.

MMA	Completed	Margin of Error \pm	Response Rate
U.S. West	263	6.04%	15.17%
U.S. East	262	6.05%	15.99%
TOTAL	525	4.28%	15.56%

*Margins of error are presented at the 95 percent level of confidence

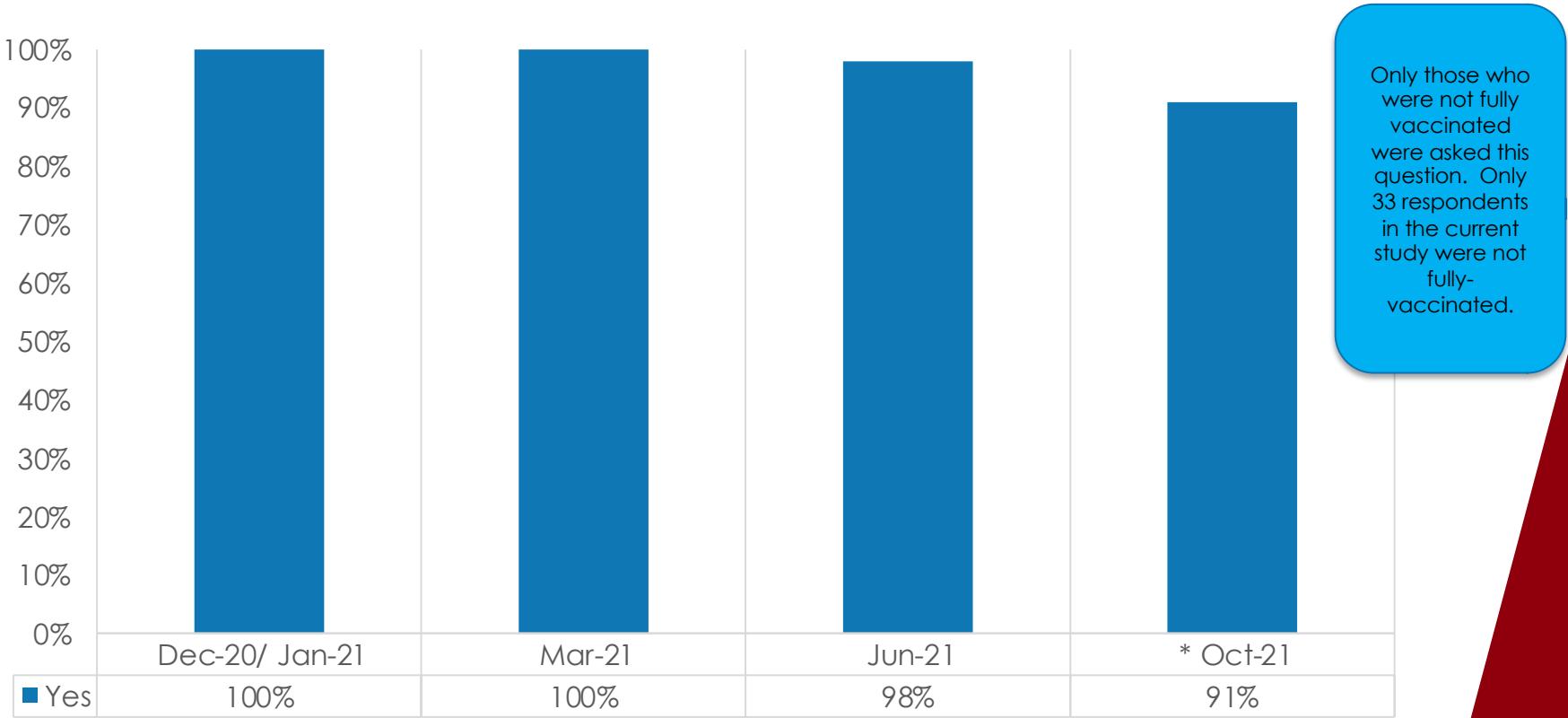
PRE-ARRIVAL TESTING PROTOCOLS

3



[A]

PRE-ARRIVAL UNDERSTANDING OF TESTING PROTOCOLS

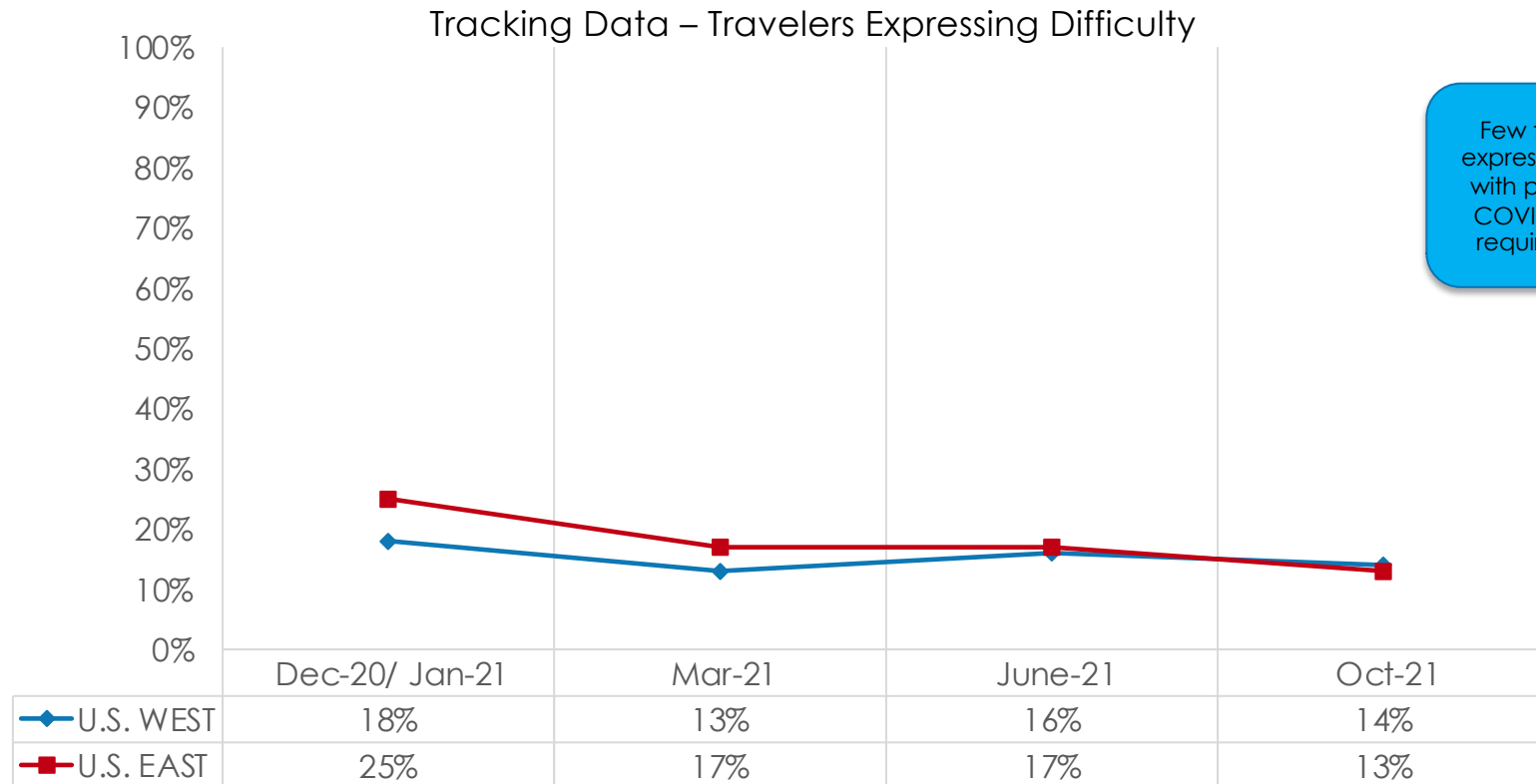


4

Q. Before you left your home state to come to Hawai'i, did you understand that pre-testing protocols were in place and required?



PRE-ARRIVAL COVID-19 TESTING DIFFICULTIES BY MMA



Few travelers express difficulty with pre-arrival COVID testing requirements.

5 Q. Did the pre-travel COVID-19 test requirements go smoothly for you?

[A]

PRE-ARRIVAL COVID-19 TESTING DIFFICULTIES

TOP RESPONSES GIVEN

	Dec-20/ Jan-21	Mar-21	Jun-21	Oct-21
BASE	103	76	82	71
Problems with Hawai'i Safe Travels website	9%	17%	29%	52%
Airport COVID screening	-	-	-	15%
72-hour window for test results unreasonable	46%	51%	12%	11%
Difficult to find/ access trusted partners	37%	28%	10%	11%
High cost of testing	8%	24%	23%	6%
Issues with trusted partner	18%	5%	21%	3%
No tests available for already vaccinated travelers	-	-	12%	3%
Test results did not arrive in time	15%	18%	9%	3%
Confusion re: type of test required	-	-	20%	1%

The proportion of visitors in this subset of the sample having issues with the Hawai'i Safe Travels website has reached a new high.

6 Q. What problems did you encounter?

[A]

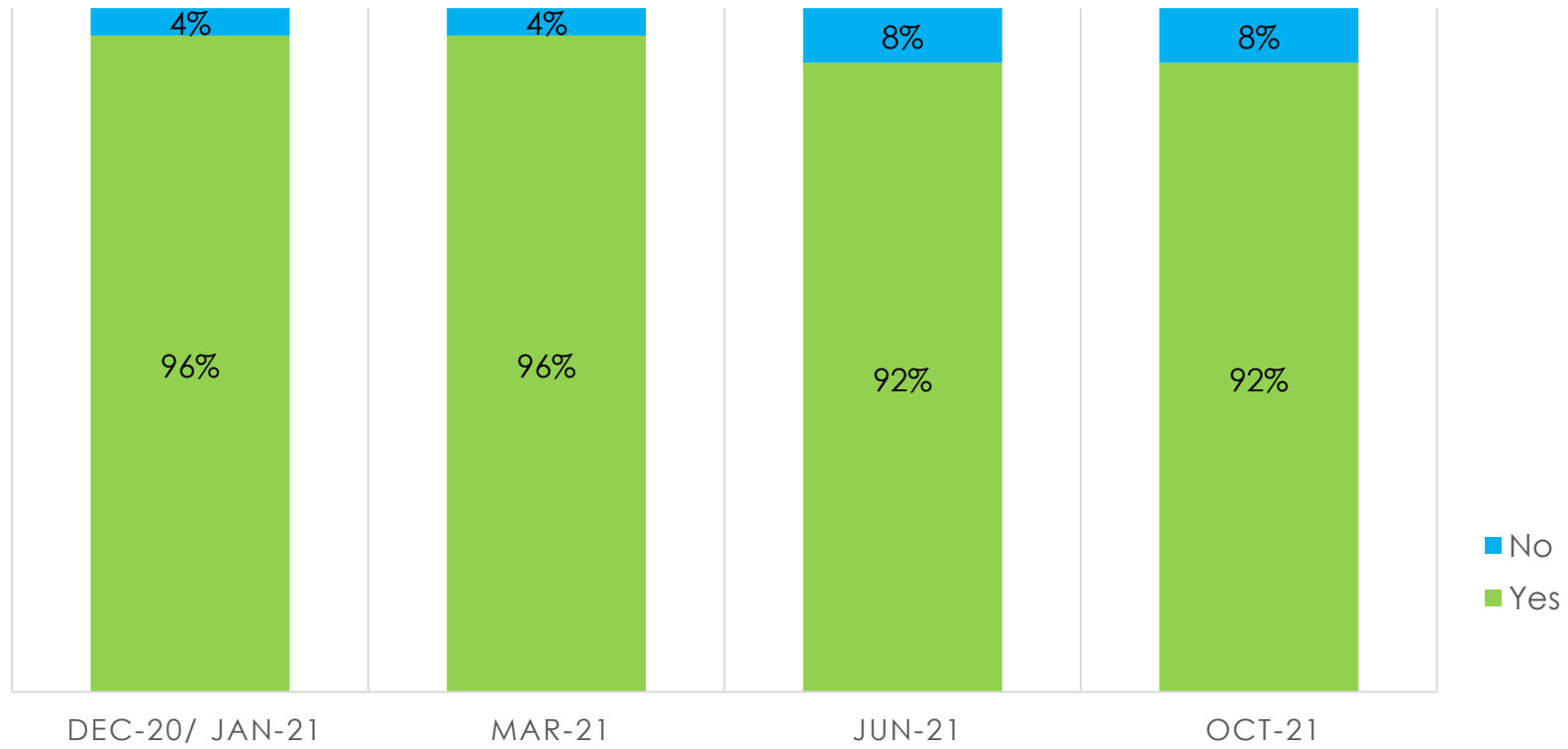
PRE-ARRIVAL EXPECTATIONS/ FAMILIARITY WITH COVID PROTOCOLS

7



[A]

AWARE OF MORE LIMITED TOURISM ACTIVITIES



8 Q. Were you aware, before arriving in Hawai'i, that some businesses such as restaurants, bars, gyms, as well as some visitor attractions, shopping centers, and retail stores, were closed or were required to operate at less than full capacity?



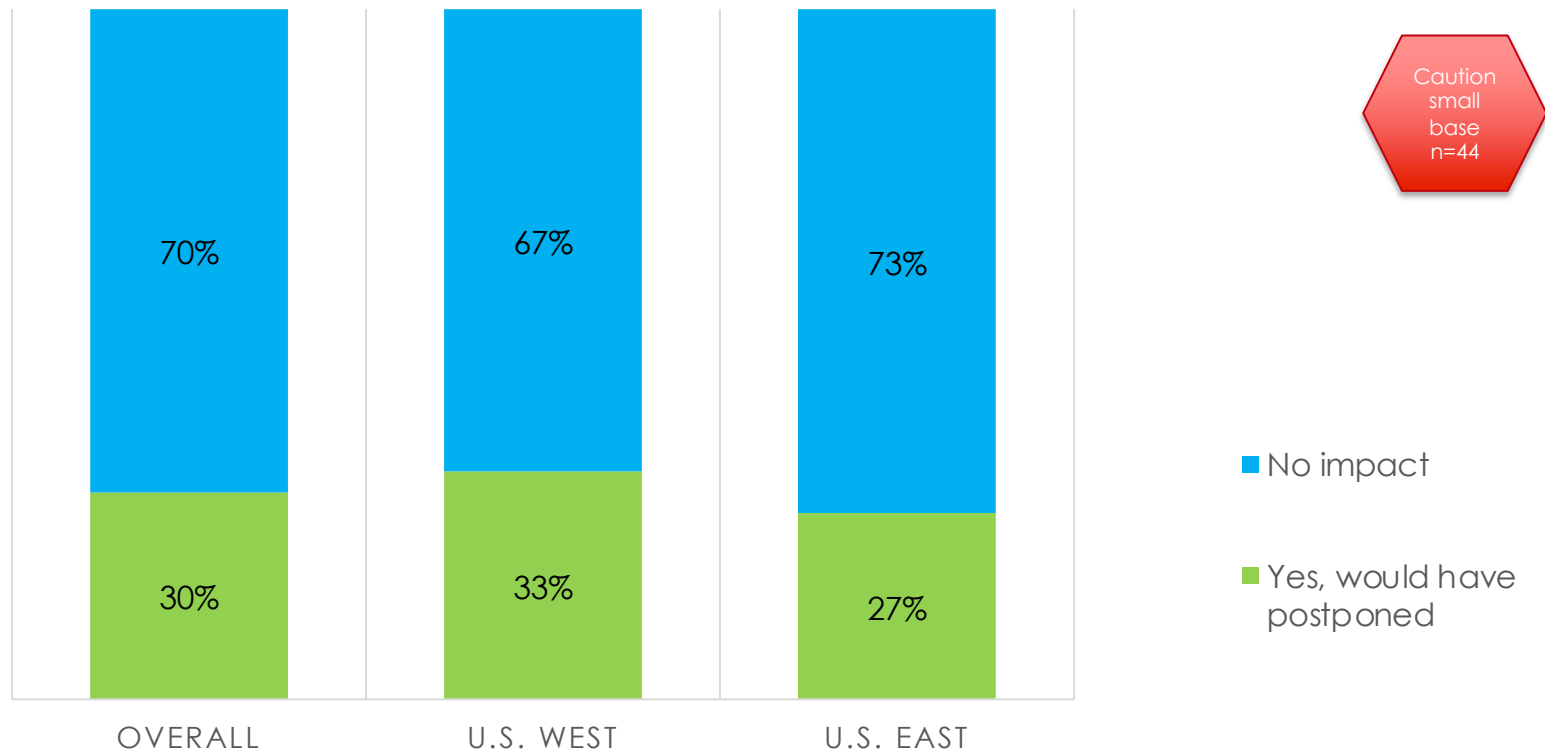
AWARE OF LOCAL GOVERNMENT MANDATES



9 Q. Were you aware, before arriving in Hawai'i, that government mandates were in place such as wearing of masks in some instances, keeping social distances, avoiding congregating in large groups, etc.?



AWARENESS OF MANDATES/ VISITOR EXPERIENCE IMPACT ON TRIP PLANNING



10 Q. (If unaware of government mandates and/or limited tourism amenities) Would you have postponed your trip had you been aware of the restrictions and capacity limitations?

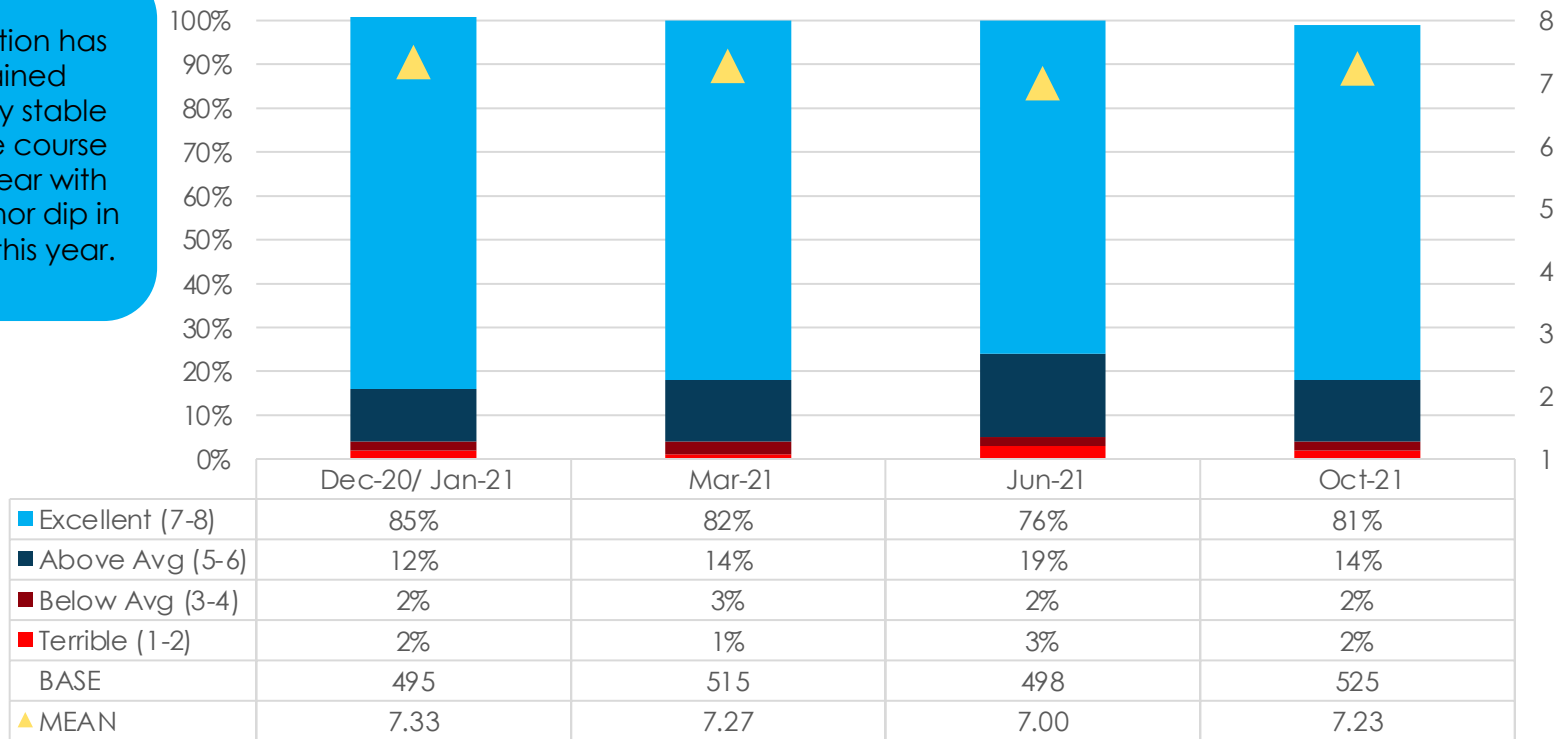
[A]

VISITOR SATISFACTION

VISITOR SATISFACTION – Tracking

8-pt Rating Scale
8=Excellent / 1=Terrible

Satisfaction has remained relatively stable over the course of the year with just a minor dip in June of this year.



12 Q. Overall, how would you rate your recent visit to Hawai'i?



AREAS OF OPPORTUNITY

TOP RESPONSES GIVEN



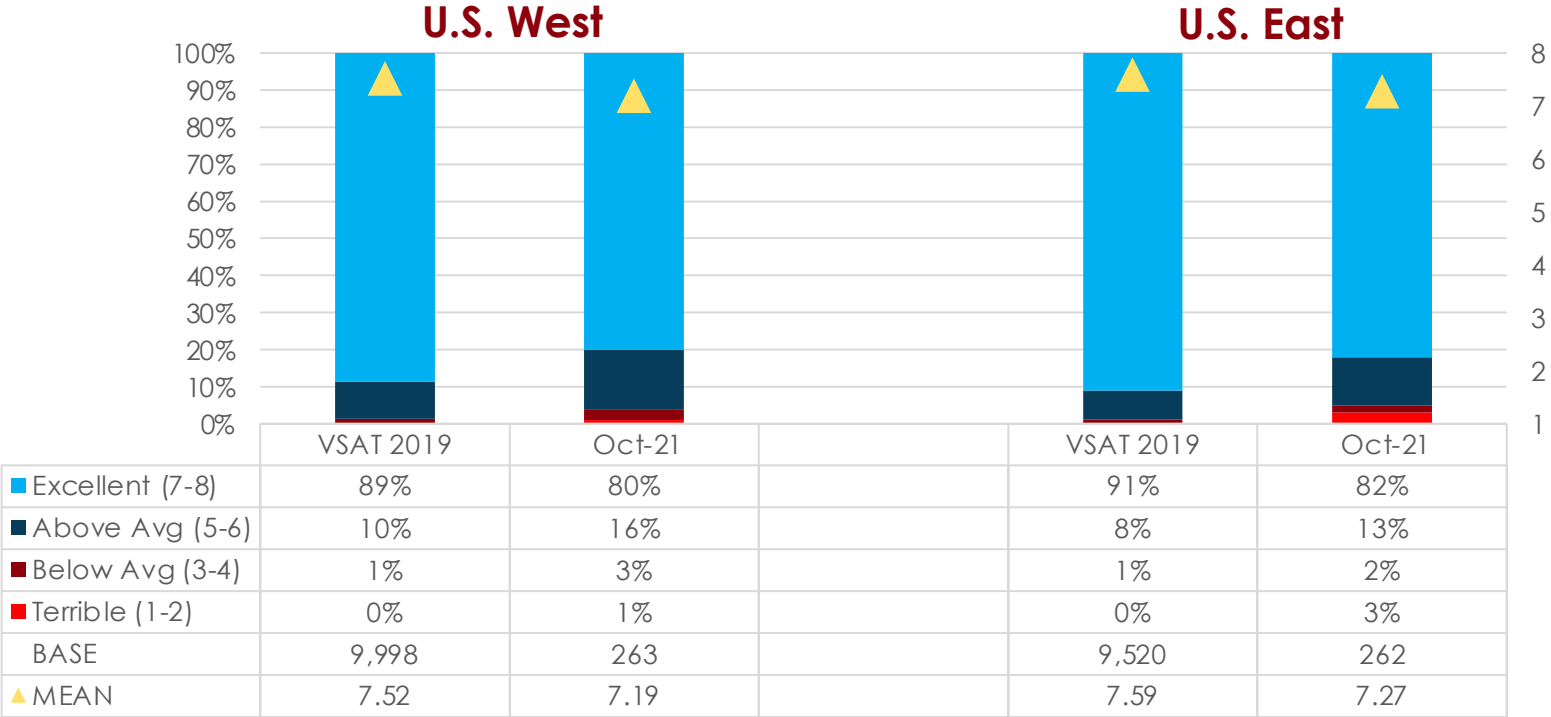
	Dec-20/ Jan-21 n=75	Mar-21 n=93	Jun-21 n=122	Oct-21 n=98
Fewer COVID restrictions	-	23%	15%	32%
Enforcing COVID rules	4%	6%	1%	12%
Had to wear a mask	3%	1%	5%	10%
Limited Capacity/ Availability – restaurants/ attractions	-	-	30%	9%
Expensive	-	-	6%	8%
Safety – homeless/ drugs/ crime	4%	4%	3%	6%
Stress of COVID testing	-	-	7%	6%
No COVID	7%	2%	-	5%
COVID mandates/ rules are confusing	27%	34%	17%	4%

13 Q (If rated 6 or less) What would have needed to change about this trip in order for you to rate this visit a seven or eight?



VISITOR SATISFACTION – October 2021 vs. 2019

8-pt Rating Scale
8=Excellent / 1=Terrible

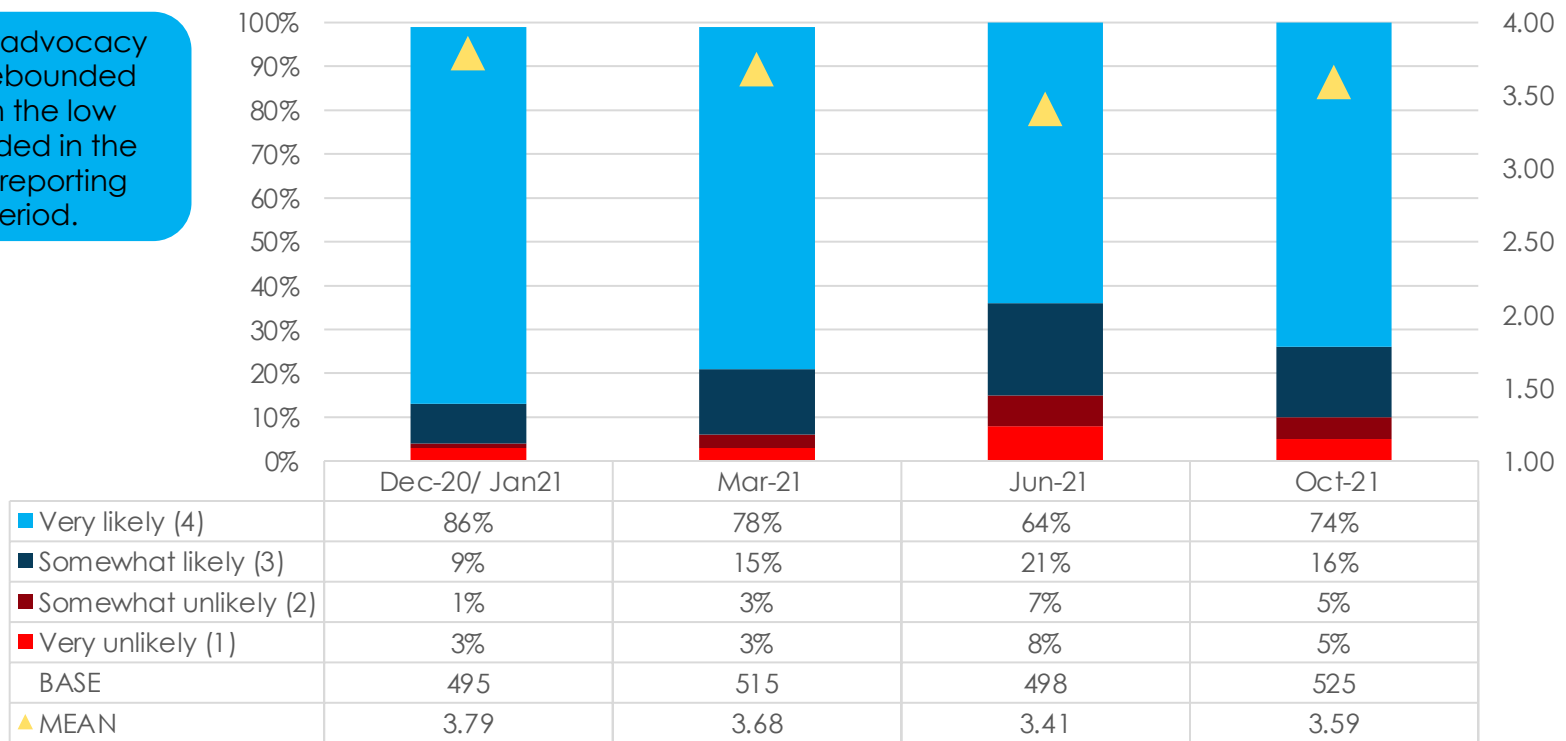


14 Q. Overall, how would you rate your recent trip to Hawai'i?



BRAND ADVOCACY – NEXT SIX MONTHS Tracking

Brand advocacy has rebounded from the low recorded in the prior reporting period.



15 Q. Overall, as you look back on this most recent trip, how likely would you be to recommend Hawai'i to a friend or family member as a place to visit in the next six months?



REASONS FOR NOT RECOMMENDING HAWAI'I

TOP RESPONSES GIVEN



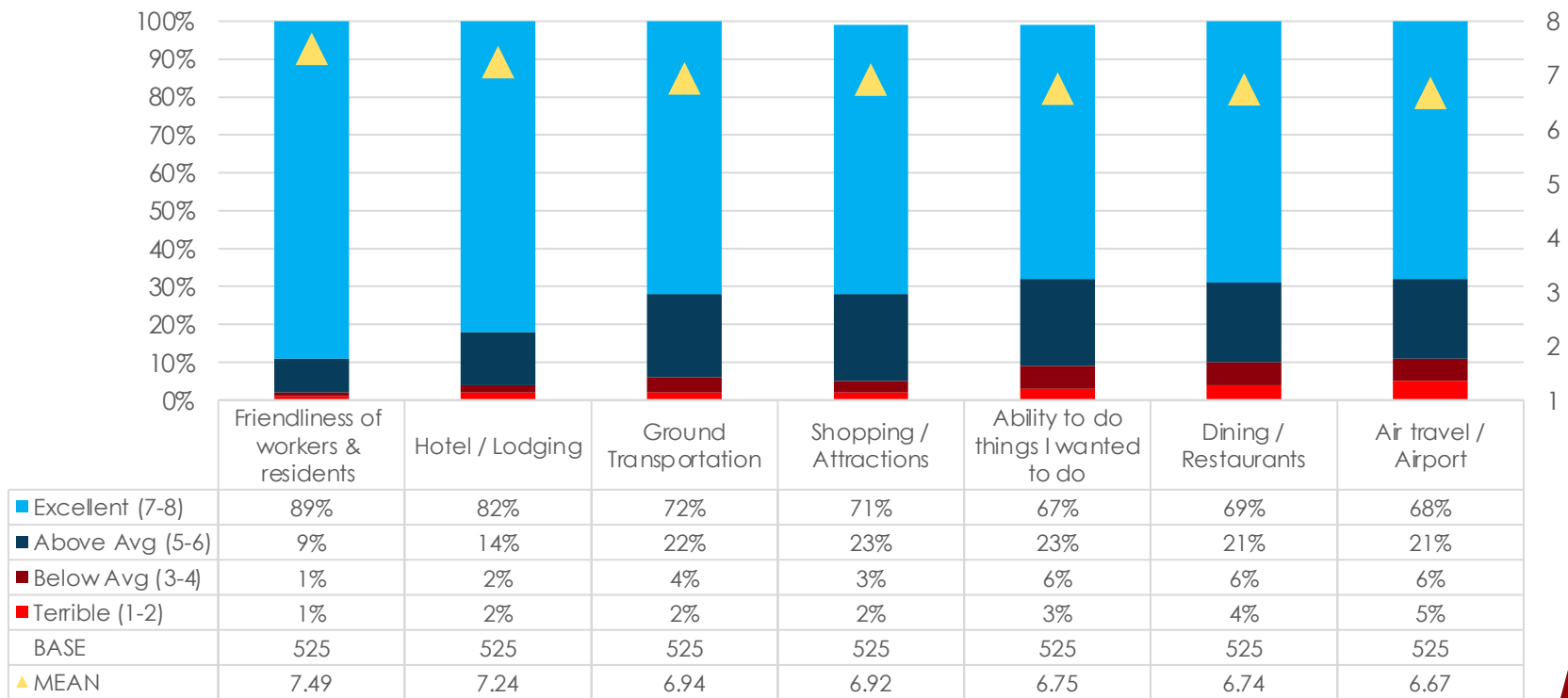
	Dec-20/Jan-21 n=21	Mar-21 n=40	Jun-21 n=75	Oct-21 n=51
Quarantine/ restrictions	10%	18%	-	31%
Too expensive	-	15%	11%	12%
Unfriendly people/ unwelcome	-	15%	4%	12%
Required vaccine card/ masks	-	-	-	12%
Wait for end of pandemic/ travel restrictions	-	-	20%	10%
Travel is too difficult/ hassle at this time	-	-	19%	10%
Closures of businesses, attractions, natural landmarks	14%	33%	13%	8%
COVID-19 testing requirements are unreasonable	57%	15%	15%	6%

16 Q (If somewhat or very unlikely) Why would you be unlikely to recommend Hawai'i to a friend or family member as a place to visit?



VISITOR SATISFACTION – Experience Components

8-pt Rating Scale
8=Excellent / 1=Terrible



17 Q. Thinking of your most recent trip, how would you rate the following aspects of your visit...?



VISITOR SATISFACTION – Experience Components

8-pt Rating Scale
8=Excellent / 1=Terrible

Visitor satisfaction has increased (statistically significant) in each of the measures being tested.

	Jun-21	Oct-21	Jun-21	Oct-21
	Top Box	Top Box	MEAN	MEAN
Flights to and from Hawaii (including airport experience)	57%	68% ↑	6.23	6.67 ↑
Hotel and lodging accommodations	73%	82% ↑	6.97	7.24 ↑
Transportation in Hawaii	51%	72% ↑	6.01	6.94 ↑
Shopping and attraction opportunities	61%	71% ↑	6.54	6.92 ↑
Dining/ restaurant experiences	56%	69% ↑	6.38	6.74 ↑
Ability to do the things you wanted to do while in the islands	54%	67% ↑	6.20	6.75 ↑
Hospitality and friendliness of Hawaii workers and residents	79%	89% ↑	7.13	7.49 ↑

18 Q. Thinking of your most recent trip, how would you rate the following aspects of your visit...?

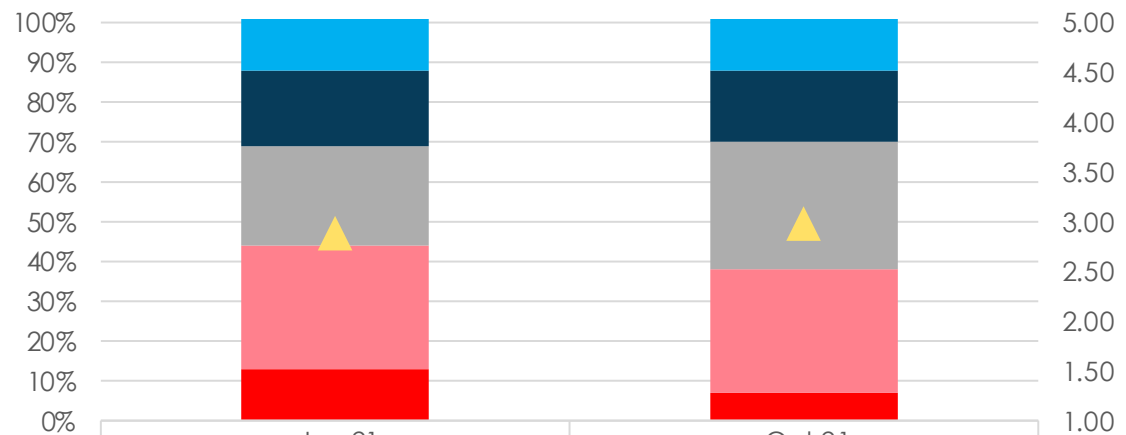


REPEAT VISITORS

REPEAT VISITOR – DIRECT COMPARISON Pre-pandemic vs. Current Travel Experience

5-pt Rating Scale

38% of repeat visitors who have traveled to the state pre-pandemic indicate their current trip was less satisfying by comparison.



	Jun-21	Oct-21
■ Pandemic trip a lot more enjoyable (5)	13%	13%
■ Somewhat more enjoyable (4)	19%	18%
■ No Difference (3)	25%	32%
■ Somewhat less (2)	31%	31%
■ Much less enjoyable (1)	13%	7%
BASE	275	261
▲ MEAN	2.88	2.98

20

Q. How did your last pre-pandemic trip to Hawai'i (February 2020 or earlier) compare overall to this most recent visit to the state?



PANDEMIC TRAVEL TO HAWAI'I LESS SATISFYING COMPARED TO PRIOR TRIP PRE-PANDEMIC

Reasons for less enjoyable experience



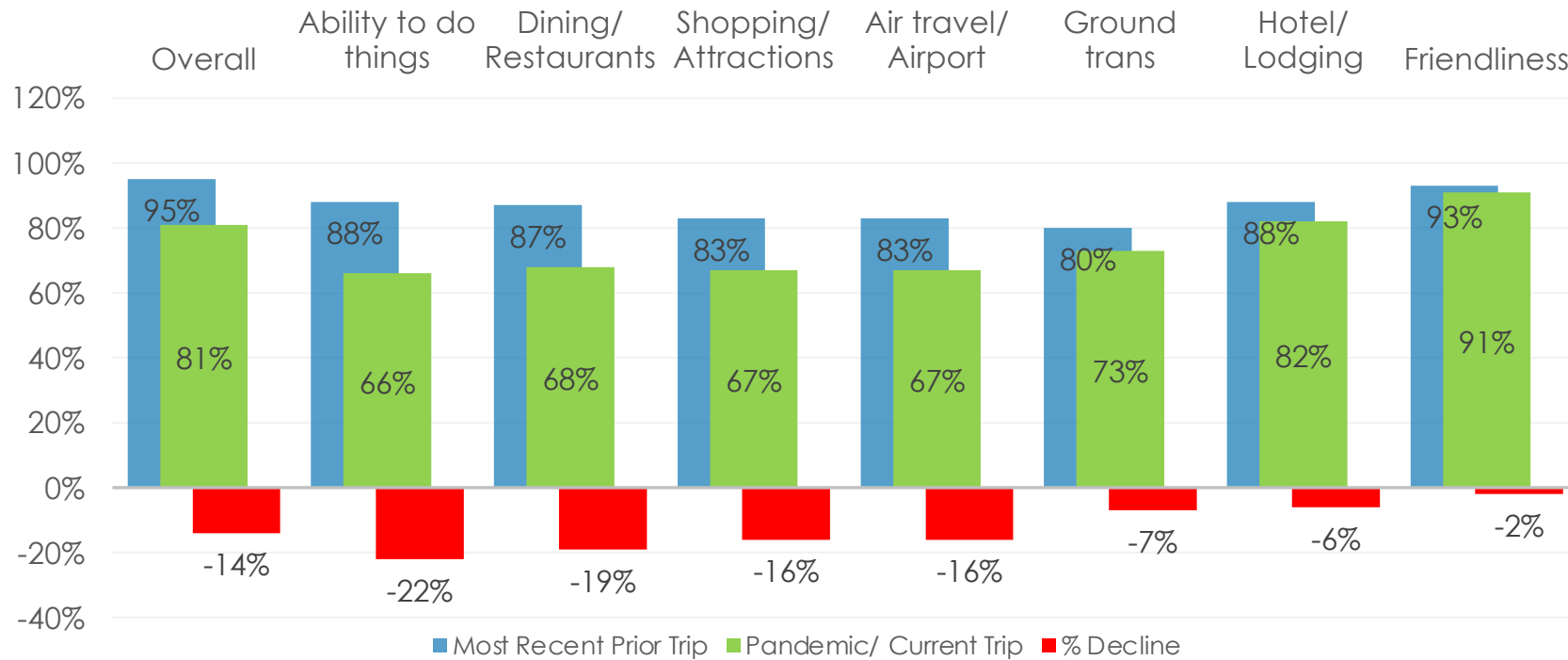
	Jun-21 n=120	Oct-21 n=98
Limited availability/ capacity – restaurants, attractions, lodging, etc.	24%	21%
This trip had too many COVID restrictions	22%	65%
Difficult to get reservations	8%	9%
Rental car availability/ cost	16%	6%
COVID rules not followed/ confusing	3%	6%
Didn't get to do everything I wanted to	10%	5%

21 Q. (If current trip less enjoyable) You said this visit was somewhat less enjoyable/ a lot less enjoyable overall than your last pre-pandemic trip... what would need to change about this most recent trip in order for you to rate it as high or higher than your earlier visit?



[A]

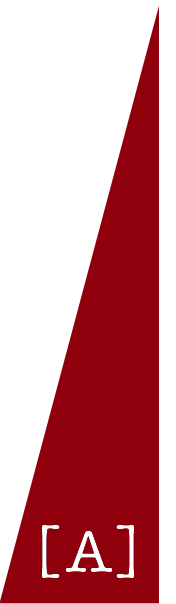
REPEAT VISITOR SATISFACTION – Experience Components Most Recent Prior Trip (Pre-pandemic) vs. Current Trip Top Box (Excellent 7-8)



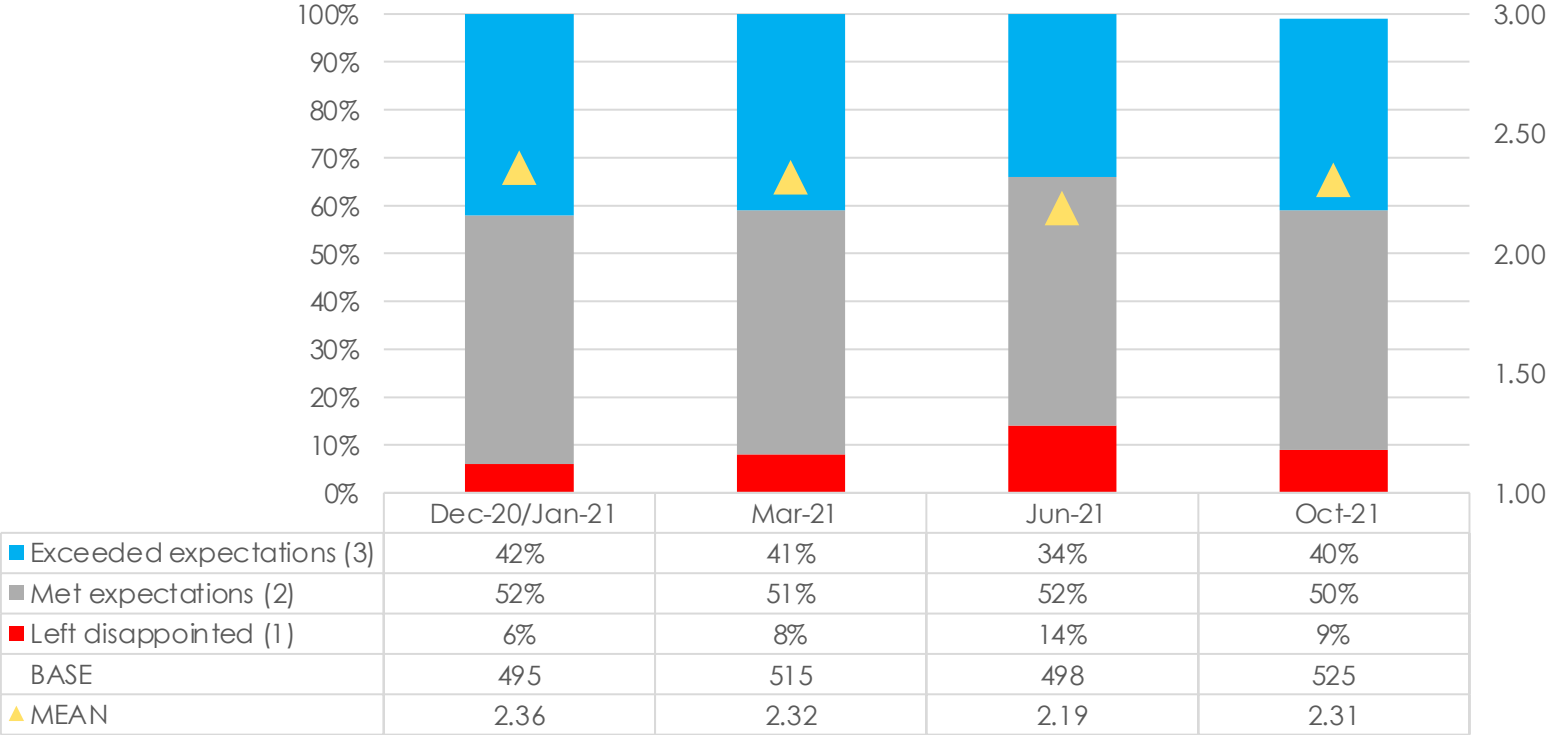
22 Thinking of your last pre-pandemic trip to Hawai'i (February 2020 or earlier), how would you rate the following aspects of each visit using a scale of one to eight, with eight being excellent and one being terrible?



EXPECTATIONS



TRIP EXPECTATIONS



Q. Thinking of this trip and your expectations before arriving, would you say this trip exceeded your expectations, met your expectations, or were you left disappointed?



TRIP EXPECTATIONS

SEGMENTATION ANALYSIS

- *Younger travelers or those under the age of 35 were the most likely to feel that their trip exceeded their expectations. This number slowly declines as visitors get older.*
- *First-time visitors were also more likely to feel their trip exceeded their expectations compared to repeat visitors.*
- *Visitors from U.S. East were more likely to feel their trip exceeded their expectations compared to those from U.S. West.*

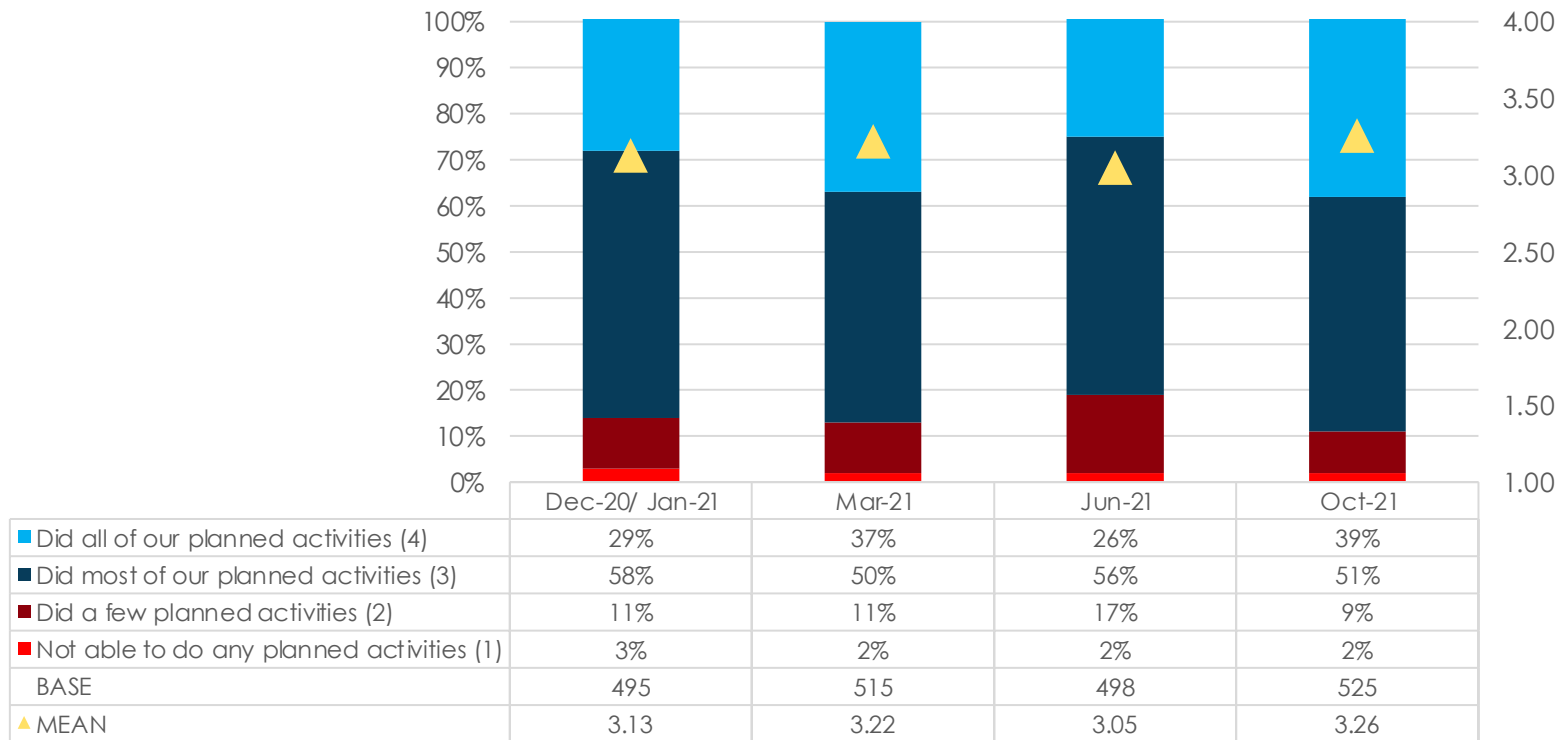
TRIP EXPECTATIONS – REASONS FOR DISAPPOINTMENT

Caution
small
base

	Dec-20/ Jan-21 n=31	Mar-21 n=43	Jun-21 n=72	Oct-21 n=48
Social distancing restrictions	10%	23%	1%	50%
COVID-19 rules not enforced	3%	7%	-	19%
Couldn't do everything I wanted to do	19%	5%	10%	13%
Quarantine/ testing	42%	14%	14%	10%
Closure of businesses/ attractions	26%	33%	14%	8%
Unfriendly local people	3%	7%	1%	6%
Difficult to get reservations – activities/ restaurants	-	-	15%	6%



PLANNED ACTIVITY / ATTRACTION PARTICIPATION



27

Q. Which of the following best describes how well you were able to do all of the things you planned and wanted to do during this trip?



OBSTACLES TO PLANNED ACTIVITY / ATTRACTION PARTICIPATION

Among those who only did “Few” or “None of things” planned

Caution
small
base

	Dec-20/ Jan-21 n=65	Mar-21 n=67	Jun-21 n=93	Oct-21 n=56
Restrictions/ Masks	-	6%	4%	25%
Closures of businesses/ attractions	51%	45%	14%	13%
Quarantine/ testing	22%	10%	12%	13%
Capacity limits	-	16%	9%	13%
Too expensive	-	-	3%	11%
Difficult to get reservations – attractions/ restaurants	-	-	52%	9%
Too crowded	-	-	4%	9%



LIKELIHOOD OF RETURN TRIP TO HAWAI'I

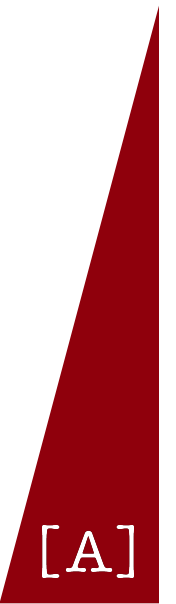
Taking COVID-19 Into Consideration

	Jun-21
I will visit again when I want to regardless of the pre-visit requirements	70%
I will visit again when the pandemic is over and most or all of the COVID mandates such as business/ attraction restrictions are removed	18%
I have no plans at this time to ever return to Hawai'i	8%
I will visit again when there is no pre-visit coronavirus tested required	4%
I will visit again when I have completed the vaccination process	0%

29 Q. Which of the following best describes when you will probably plan your next trip to Hawai'i?

[A]

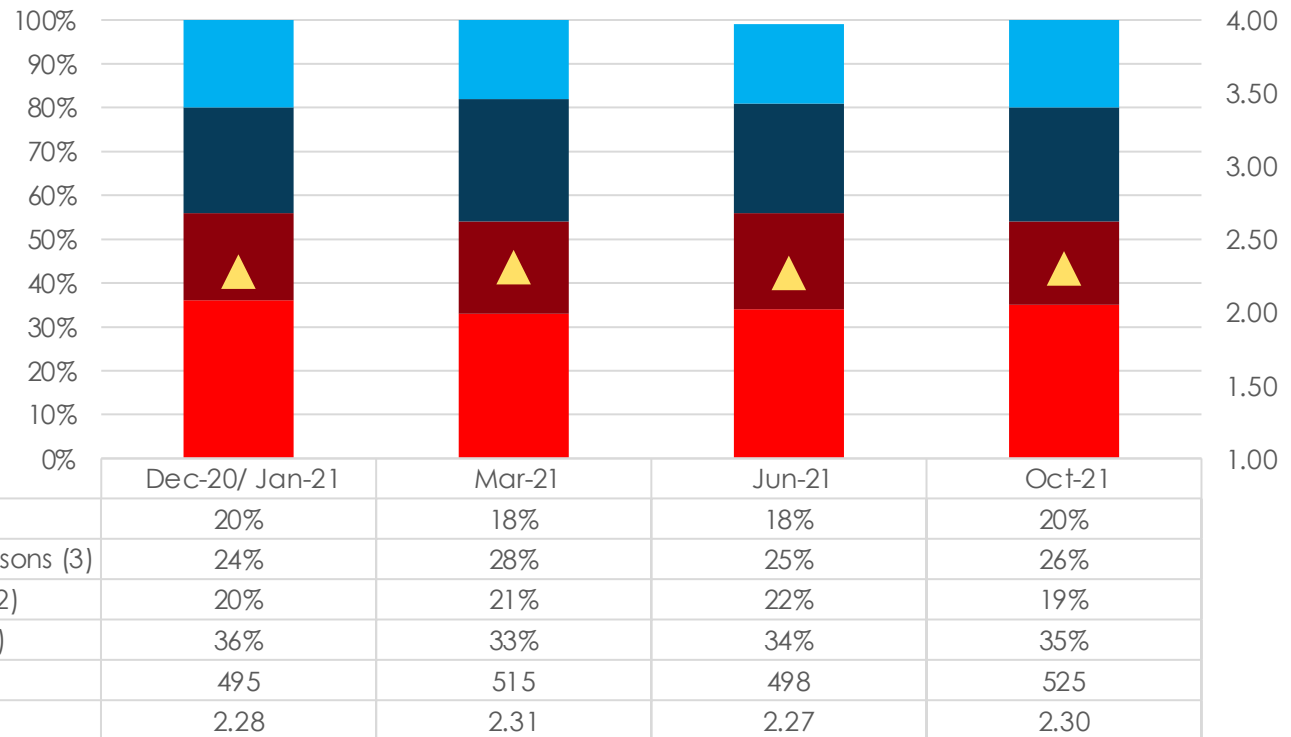
COVID-19



TRIP PLANNING – IMPACT OF HAWAII’S LOWER INFECTION RATE

4-pt Rating Scale

Hawai'i's relatively low COVID-19 infection rate is more of an incentive for repeat visitors and those with a college degree in the current study.

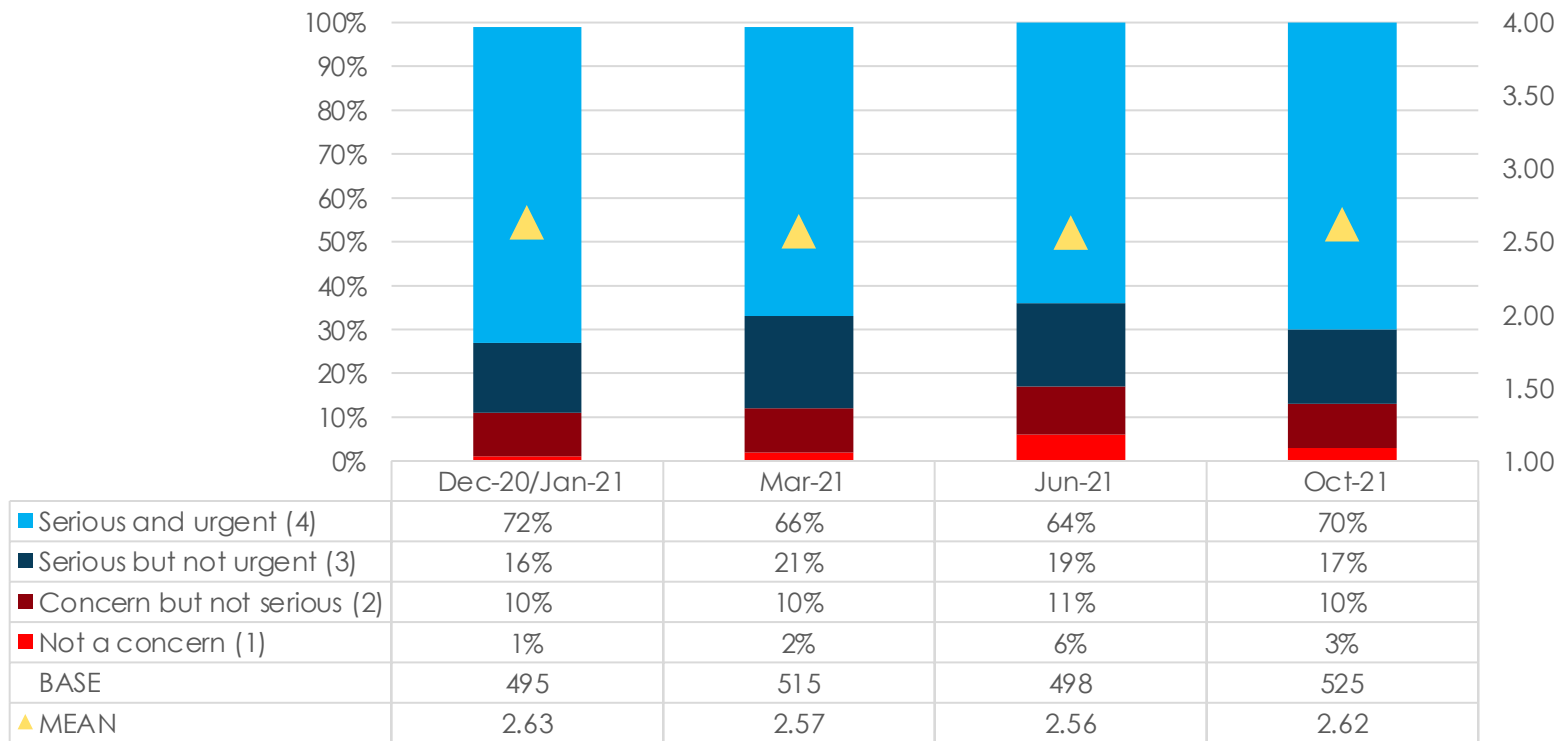


31 Q. How important, if at all, was Hawai'i's relatively low rate of COVID infections as a reason to choose Hawai'i as a place to visit as compared to other places you might have gone?



PERCEPTION OF COVID-19 IMPACT ON HEALTH

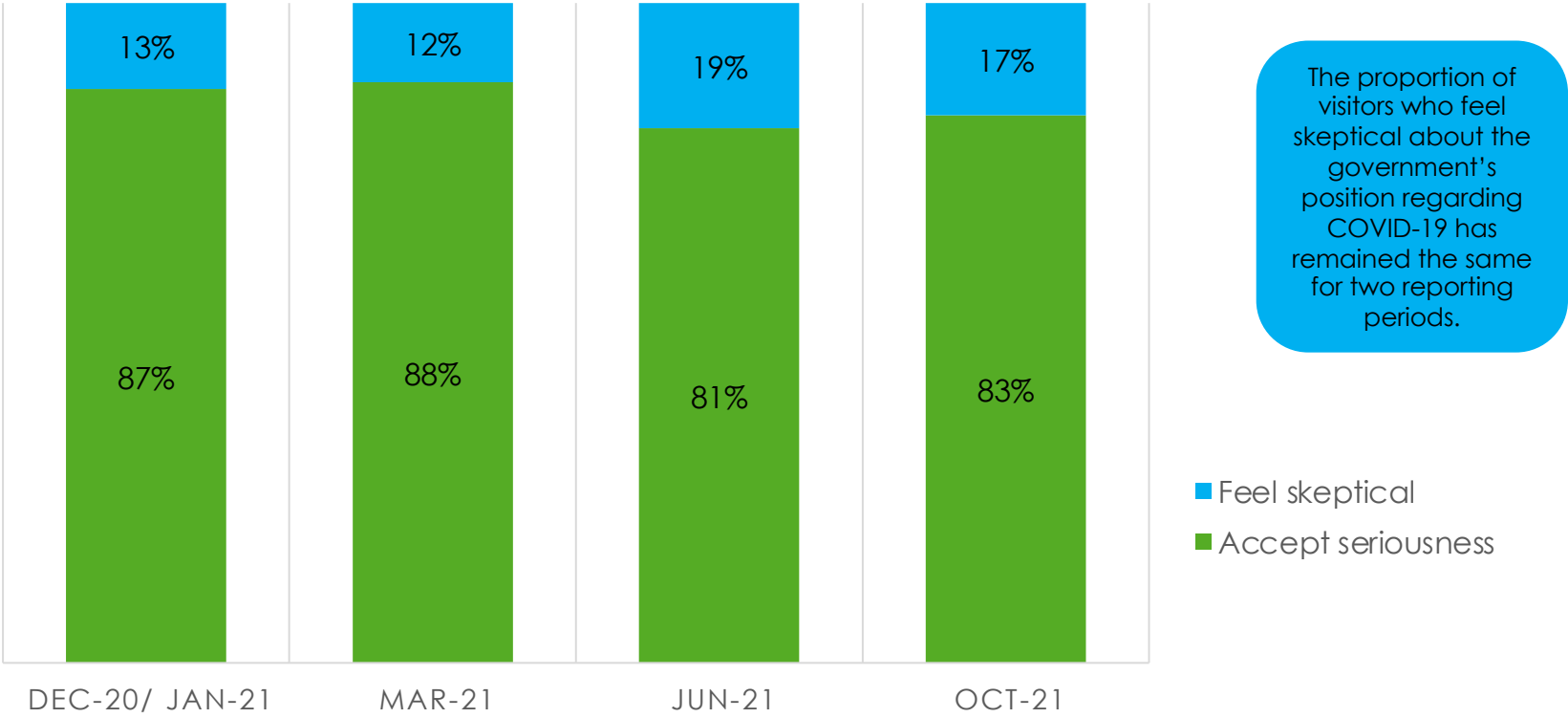
4-pt Rating Scale



32 Q. Overall, would you rate COVID-19 as being a...?



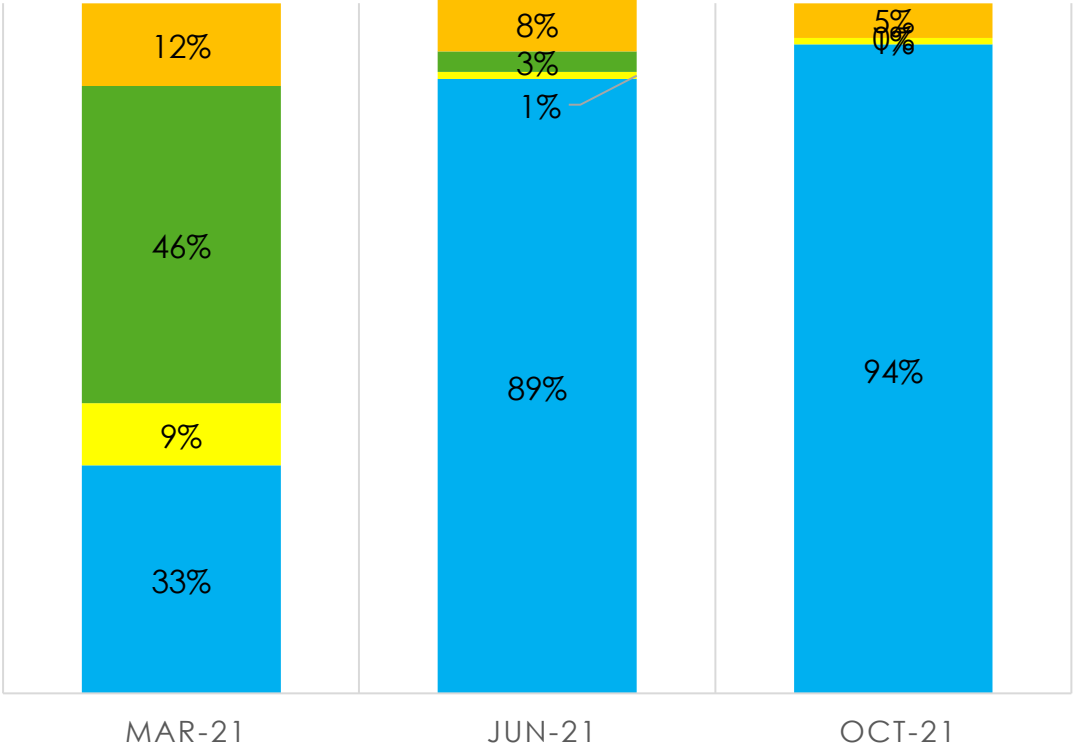
GOVERNMENT'S POSITION OF SERIOUSNESS OF COVID-19



33 Q. Generally speaking, overall, do you accept the Hawai'i government's position about the seriousness of this virus or are you left feeling skeptical?



COVID-19 VACCINATION – STATUS



Nearly all the visitors polled in the current study are fully vaccinated.

- Will not get vaccinated
- Planning to get vaccinated
- Need 1 more shot
- Fully vaccinated

34 Q. Which of the following best describes your current coronavirus vaccination status?



COVID-19 VACCINE – STATUS

SEGMENTATION ANALYSIS

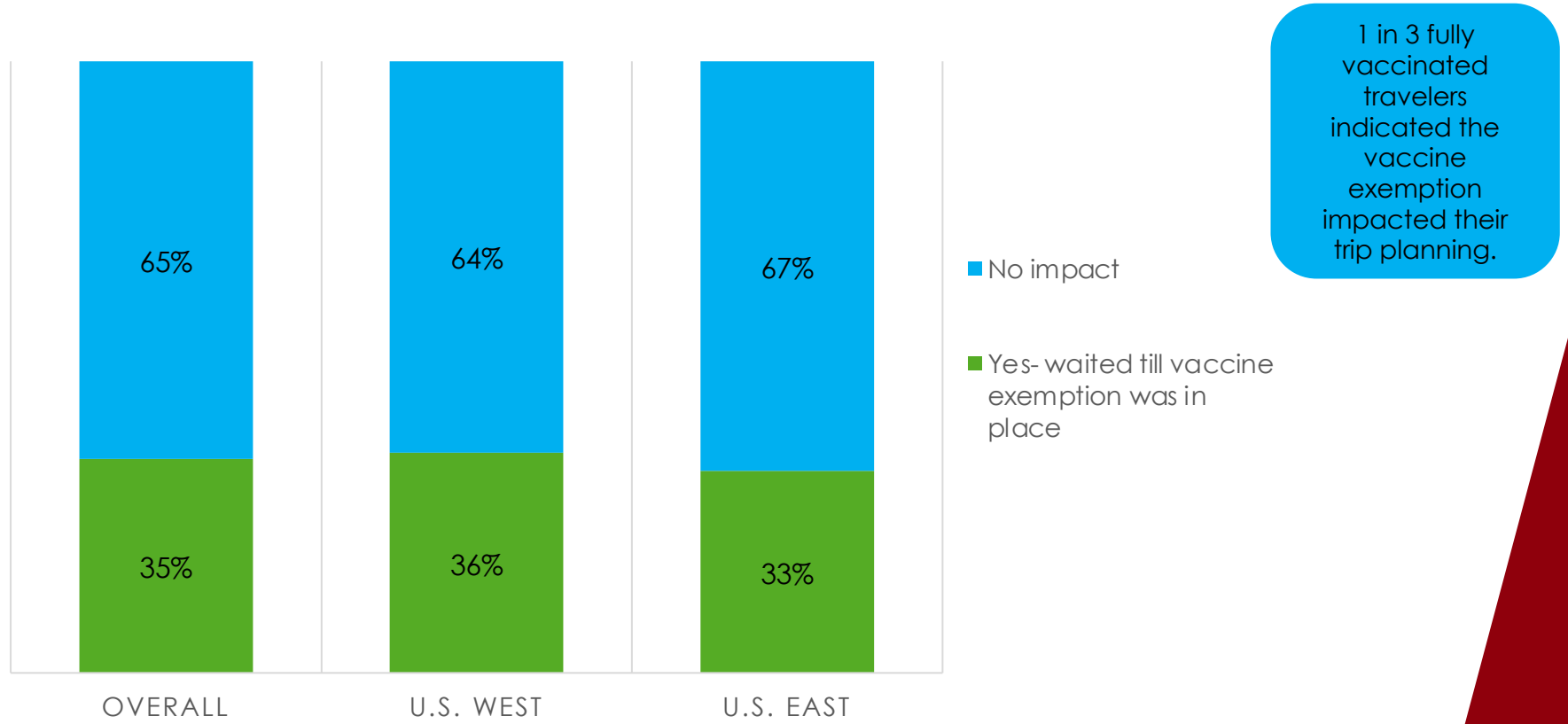
- *Repeat visitors were more likely to be fully vaccinated.*
- *The likelihood of being fully vaccinated increases with age.*

35 Q. Which of the following best describes your current coronavirus vaccination status?



[A]

COVID-19 VACCINE – HAWAI‘I TRAVEL TIMING



36 Q (If fully vaccinated) Did you postpone your trip or wait to come until the vaccination exemption was in place?

[A]

SOURCES OF HAWAI'I COVID-19 INFORMATION

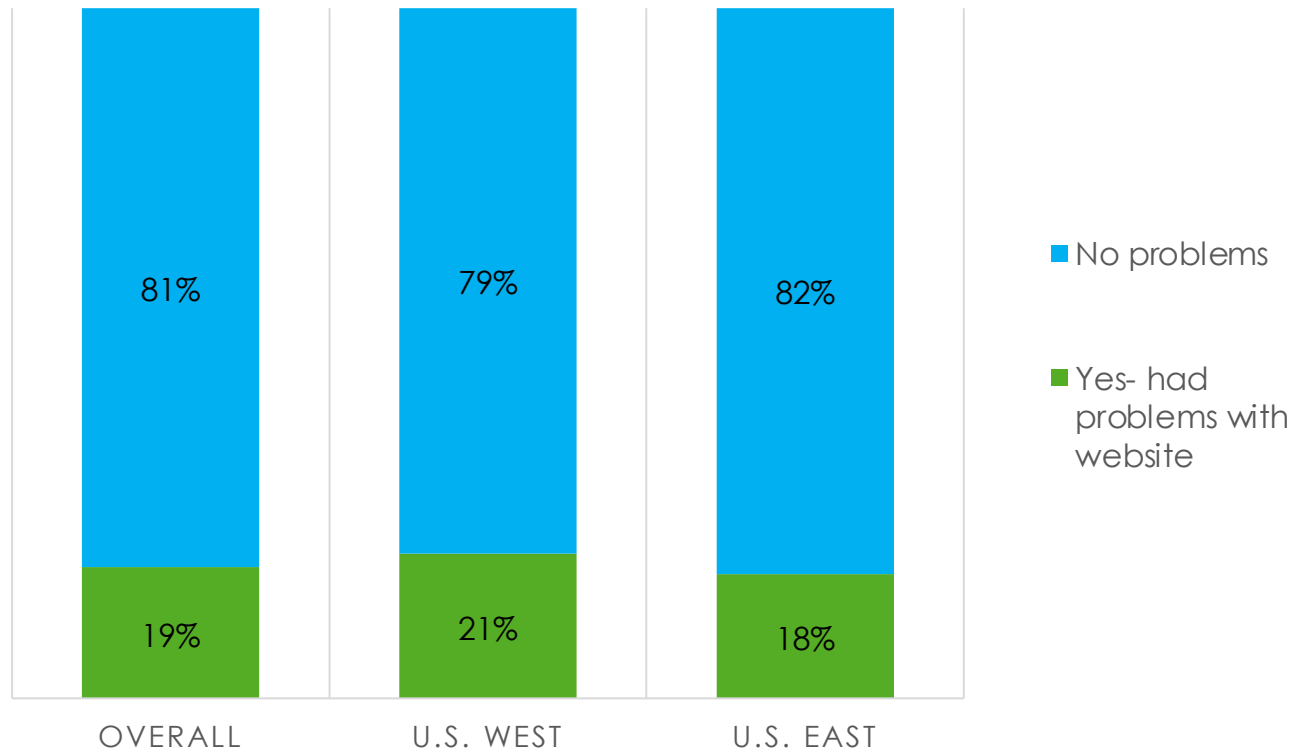
TOP RESPONSES

	Dec-20/ Jan-21 n=494	Mar-21 n=507	Jun-21 n=492	Oct-21 n=517
Safe Travels website (travel.Hawaii.gov)	95%	95%	93%	95%
Friends and family	38%	37%	38%	37%
GoHawaii.com	34%	27%	28%	25%
Social media/ blogs	14%	12%	14%	21%
Airline staff	17%	20%	13%	15%
Hotel staff	8%	12%	9%	14%
Online travel sites	10%	10%	11%	13%
HTA website (hawaiiitourismauthority.org)	20%	14%	13%	11%

37 Q. Which, if any, of the following sources did you use to get information about Hawai'i's COVID-19 guidelines?



SAFE TRAVELS WEBSITE - PROBLEMS



1 in 5 visitors say they had issues with the Safe Travels website.

38 Q Did you have any issues or problems with the Safe Travels website or process?

[A]

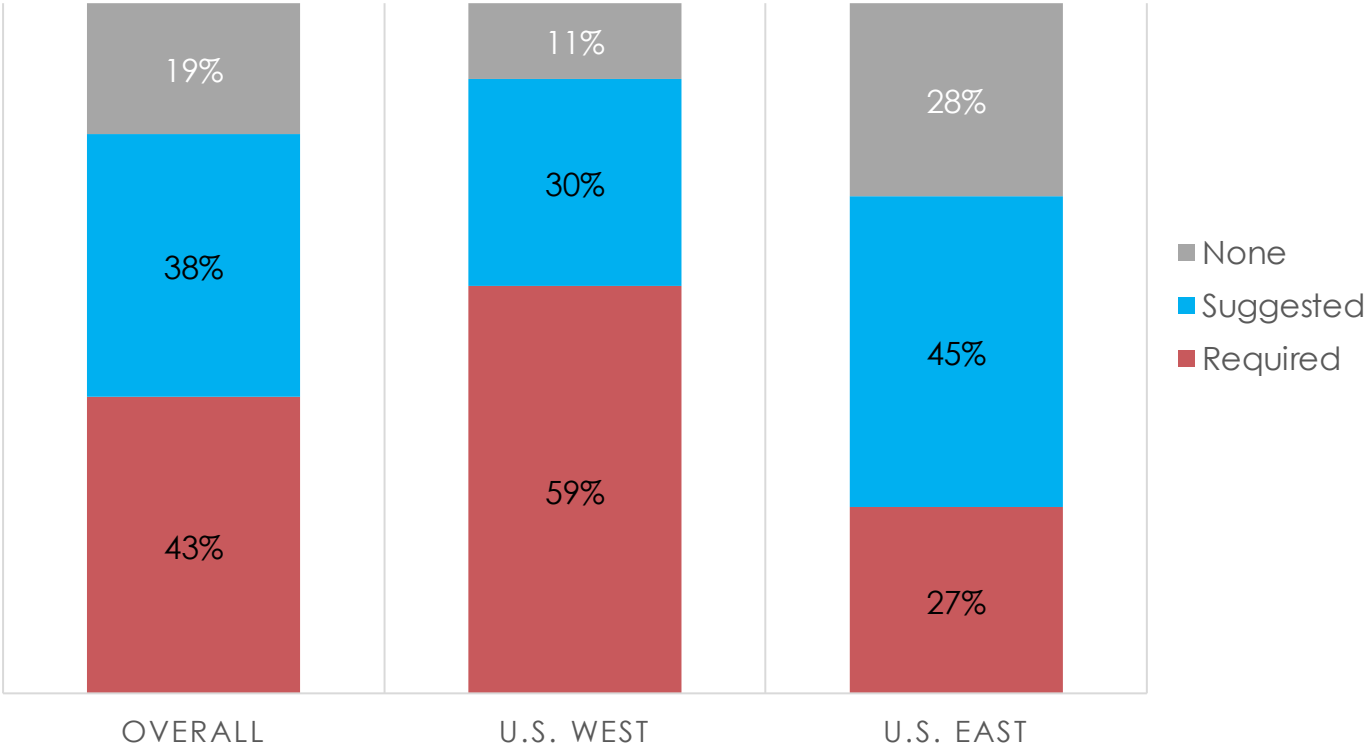
SAFE TRAVELS WEBSITE - PROBLEMS

TOP RESPONSES

	Oct-21 n=96
UX – confusing/ complicated	40%
Problem with QR code	13%
Problem uploading	11%
Problem with login	9%
Added stress to trip	7%
Requires too much information	7%
Could not add entire travel party	7%



COVID MANDATES IN HOME STATE



Travelers from U.S. West were more likely to be accustomed to required COVID-19 mandates than were those from other parts of the country.

40 Q. Back home, are mandates such as mask wearing, social distancing, and limits on size of gatherings required, or is it left to the individual's discretion whether to follow these mandates or not?

[A]

RESPONDENT PROFILE

RESPONDENT PROFILE

	Overall
GENDER	
Male	38%
Female	62%
HOUSEHOLD INCOME	
< \$40,000	3%
\$40,000 to \$59,999	5%
\$60,000 to \$79,999	8%
\$80,000 to \$99,999	10%
\$100,000 to \$124,999	14%
\$125,000 to \$149,999	10%
\$150,000 to \$174,999	7%
\$175,000 to \$199,999	6%
\$200,000 to \$249,999	6%
\$250,000 +	15%
Refused	16%
EDUCATION	
Post-graduate	34%
College graduate	34%
Some college	12%
Associates degree	11%
Vocational	2%
High school	3%

	Overall
AGE	
18-34	25%
35-49	31%
50-64	30%
65+	14%
MEAN	47.03
MEDIAN	46
TRIPS TO HAWAI'I	
First-time	39%
Repeat	61%
ISLANDS VISITED	
O'ahu	89%
Island of Hawai'i	11%
Maui	16%
Kaua'i	11%
Lana'i	1%
Moloka'i	-%
ISLANDS VISITED	
Single island	79%
Multi-island trip	21%

	Overall
ACCOMMODATIONS	
Hotel/ villa/ resort	60%
Condo/ apartment	15%
Timeshare	10%
Friends/ family	7%



12

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



Market Insights – September 2021

The HTA Monthly Market Insights reports on the most recent key performance indicators that the Hawai'i Tourism Authority (HTA) uses to measure success. The following measures provide indicators of the overall health of Hawai'i's visitor industry and help to gauge if the HTA is successfully attaining its goals.

Report on Economic Impact

In September 2021, passengers arriving from out-of-state could bypass the State's mandatory 10-day self-quarantine if they were fully vaccinated in the United States or with a valid negative COVID-19 NAAT test result from a Trusted Testing Partner prior to their departure through the Safe Travels program. On August 23, 2021, Hawai'i Governor David Ige urged travelers to curtail non-essential travel until the end of October 2021 due to a surge in Delta variant cases that has overburdened the state's health care facilities and resources. The U.S. Centers for Disease Control and Prevention (CDC) continued to enforce restrictions on cruise ships through a "Conditional Sail Order", a phased approach for the resumption of passenger cruises to mitigate the risk of spreading COVID-19 onboard.

For the first nine months of 2021, Hawai'i's tourism economy experienced:

- Total visitor spending: \$9.03 billion. There is no comparative visitor spending data available for the first nine months of 2020. Visitor spending declined 32.1 percent from \$13.30 billion in the first nine months of 2019.
- Visitor Arrivals: 4,859,655 (+119.8%), double the arrival count from a year ago. Total arrivals were down 37.9 percent compared to the 7,828,965 visitors in the first nine months of 2019.
- For FY2022 through September 2021, the state collected \$193.3 million in TAT, a 1,393.9 percent increase compared to \$12.9 million collected in FY 2021 through September 2020 (Preliminary data from Dept of Taxation).
- Total flights: 36,976, Total Seats: 7,626,172; compared to 18,277 total flights and 4,055,028 total seats in the first nine months of 2020, versus 46,412 total flights and 10,230,151 total seats in the first nine months of 2019.

Table 1: Overall Key Performance Indicators – Total (Air + Cruise) – YTD Sep. 2021 vs. YTD Sep. 2020

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	9,033.6	12,223.1
Daily Spend (\$PPPD)	N/A	N/A	192.9	192.1
Visitor Days	110.8%	22,215,950	46,838,290	63,628,600
Arrivals	119.8%	2,211,213	4,859,655	6,769,000
Daily Census	111.6%	81,080	171,569	174,325
Airlift (scheduled seats)	89.0%	4,012,664	7,584,196	11,021,477

N/A = September year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19.
 DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diio Mi flight schedules as of October 20, 2021, subject to change.

Table 2: Overall Key Performance Indicators – Total (Air + Cruise) – YTD Sep. 2021 vs. YTD Sep. 2019

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	-32.1%	13,302.1	9,033.6	12,223.1
Daily Spend (\$PPPD)	-1.2%	195.2	192.9	192.1
Visitor Days	-31.3%	68,147,048	46,838,290	63,628,600
Arrivals	-37.9%	7,828,965	4,859,655	6,769,000
Daily Census	-31.3%	249,623	171,569	174,325
Airlift (scheduled seats)	-25.4%	10,160,180	7,584,196	11,021,477

DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diio Mi flight schedules as of July 26, 2021, subject to change.

Figure 1: Monthly Visitor Expenditures (\$mil) – 2021 vs. 2020

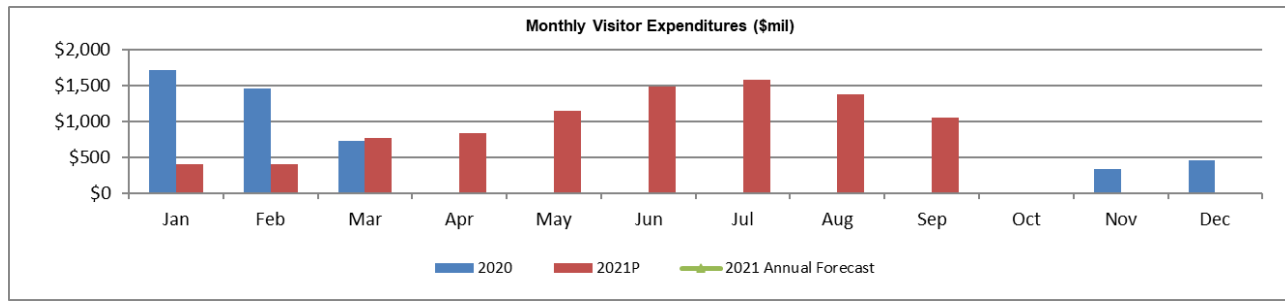
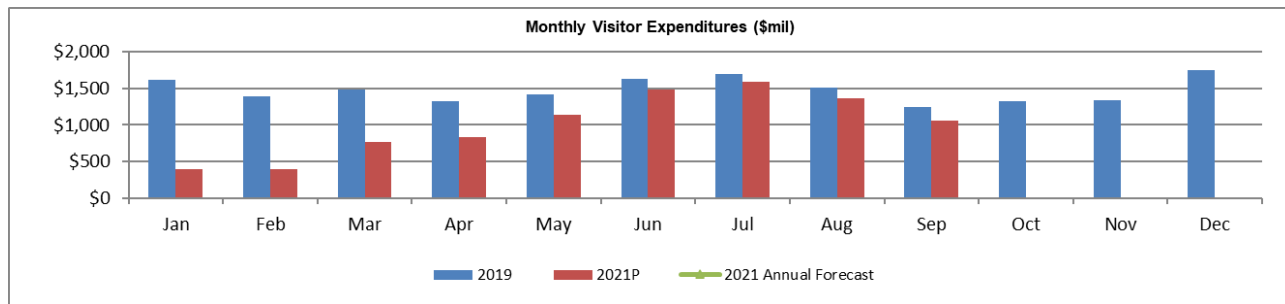


Figure 2: Monthly Visitor Expenditures (\$mil) – 2021 vs. 2019



Major Market Areas (MMAs)

USA

Table 3: Key Performance Indicators - U.S. Total (YTD Sep. 2021 vs. YTD Sep. 2020)

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	8,628.7	11,614.9
Daily Spend (\$PPPD)	N/A	N/A	192.7	387.1
Visitor Days	180.5%	15,965,417	44,776,016	60,949,419
Arrivals	210.8%	1,512,714	4,701,879	6,557,214
Daily Census	181.5%	58,268	164,015	166,985
Airlift (scheduled seats)	139.5%	3,072,876	7,358,360	10,471,140

N/A = September year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19.
DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diio Mi flight schedules as of October 20, 2021, subject to change.

Table 4: Key Performance Indicators - U.S. Total (YTD Sep. 2021 vs. YTD Sep. 2019)

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	-1.3%	8,739.8	8,628.7	11,614.9
Daily Spend (\$PPPD)	3.0%	187.1	192.7	387.1
Visitor Days	-4.2%	46,717,448	44,776,016	60,949,419
Arrivals	-9.8%	5,210,250	4,701,879	6,557,214
Daily Census	-4.2%	171,126	164,015	166,985
Airlift (scheduled seats)	0.5%	7,323,256	7,358,360	10,471,140

DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diio Mi flight schedules as of October 20, 2021, subject to change.

- The unemployment rate fell to 4.8 percent in September 2021 with the economy adding 194,000 jobs.
- The Conference Board Consumer Confidence Index was 109.3 (1985=100) in September 2021, down from 115.2 in August. The Present Situation Index based on consumers' assessment of current business and labor market conditions fell to 143.4 in September 2021 from 148.9 last month. The Expectations Index based on consumers' short-term outlook for income, business and labor market conditions fell to 86.6 in September 2021, from 92.8 last month.
- The forecast for domestic scheduled nonstop air seats to Hawai'i for October - December 2021 will increase by 24.4 percent as compared with the same time period in 2019. The projection is based on flights appearing in Diio Mi airline schedules. Due to COVID-19, the constant fluidity in scheduled air seats is expected to continue for both the U.S. West (+23.9%) and U.S. East (+28.8%). The situation is being monitored and the forecast adjusted accordingly.
- Wholesale partners have seen a slowdown in bookings and cancellations for the 4th quarter of 2021. Most bookings coming in are for 2022 with some concerns about the additional island taxes being implemented. Airlines are still experiencing cancellations but are seeing improvements for November 2021 and beyond. There is optimism that 2022 travel to Hawai'i will remain positive.

US WEST

Table 5: Key Performance Indicators - U.S. West (YTD Sep. 2021 vs. YTD Sep. 2020)

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	5,615.0	7,520.6
Daily Spend (\$PPPD)	N/A	N/A	187.7	184.7
Visitor Days	208.5%	9,699,962	29,920,311	40,718,941
Arrivals	236.0%	967,996	3,252,387	4,530,046
Daily Census	209.6%	35,401	109,598	111,559
Airlift (scheduled seats)	138.7%	2,700,408	6,445,488	9,197,051

N/A = September year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19.

DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diio Mi flight schedules as of October 20, 2021, subject to change.

Table 6: Key Performance Indicators - U.S. West (YTD Sep. 2021 vs. YTD Sep. 2019)

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	9.0%	5,151.9	5,615.0	7,520.6
Daily Spend (\$PPPD)	8.2%	173.5	187.7	184.7
Visitor Days	0.8%	29,691,370	29,920,311	40,718,941
Arrivals	-5.7%	3,447,548	3,252,387	4,530,046
Daily Census	0.8%	108,760	109,598	111,559
Airlift (scheduled seats)	0.5%	6,413,400	6,445,488	9,197,051

DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diio Mi flight schedules as of October 20, 2021, subject to change.

- In September 2021, 338,680 visitors arrived from the U.S. West, far greater than the 10,170 visitors (+3,230.2%) in September 2020 and exceeding the September 2019 count of 305,808 visitors (+10.7%). U.S. West visitors spent \$656.3 million in September 2021, which surpassed the \$466.0 million (+40.8%) spent in September 2019. Much higher average daily visitor spending (\$226 per person, +25.9%) contributed to increased U.S. West visitor expenditures compared to 2019.
- Through the first nine months of 2021, there were 3,252,387 visitors from the U.S. West compared to 967,996 visitors (+236.0%) in the first nine months of 2020, versus 3,447,548 visitors (-5.7%) in the first nine months of 2019. total visitor spending was \$5.62 billion, a 9.0 percent increase from \$5.15 billion in the first nine months of 2019.

US EAST

Table 7: Key Performance Indicators - U.S. East (YTD Sep. 2021 vs. YTD Sep. 2020)

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	3,013.6	4,094.4
Daily Spend (\$PPPD)	N/A	N/A	202.9	202.4
Visitor Days	137.1%	6,265,455	14,855,705	20,230,478
Arrivals	166.1%	544,718	1,449,492	2,027,168
Daily Census	138.0%	22,867	54,417	55,426
Airlift (scheduled seats)	145.1%	372,468	912,872	1,274,089

N/A = September year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19.

DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diio Mi flight schedules as of October 20, 2021, subject to change.

Table 8: Key Performance Indicators - U.S. East (YTD Sep. 2021 vs. YTD Sep. 2019)

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	-16.0%	3,587.9	3,013.6	4,094.4
Daily Spend (\$PPPD)	-3.7%	210.7	202.9	202.4
Visitor Days	-12.7%	17,026,078	14,855,705	20,230,478
Arrivals	-17.8%	1,762,702	1,449,492	2,027,168
Daily Census	-12.7%	62,367	54,417	55,426
Airlift (scheduled seats)	0.3%	909,856	912,872	1,274,089

DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diio Mi flight schedules as of October 20, 2021, subject to change.

- There were 145,626 visitors from the U.S. East in September 2021, compared to 6,141 visitors (+2,271.5%) in September 2020, and 133,185 visitors (+9.3%) in September 2019. U.S. East visitors spent \$341.0 million in September 2021 compared to \$288.9 million (+18.0%) in September 2019. Higher average daily visitor spending (\$237 per person, +3.9%) and a longer length of stay (9.86 days, +3.9%) contributed to the growth in U.S. East visitor expenditures.

- Through the first nine months of 2021, there were 1,449,492 visitors from the U.S. East compared to 544,718 visitors (+166.1%) in the first nine months of 2020, versus 1,762,702 visitors (-17.8%) in the first nine months of 2019. For the first nine months of 2021, total visitor spending was \$3.01 billion, a decrease of 16.0 percent from \$3.59 billion in the first nine months of 2019.

CANADA

Table 9: Key Performance Indicators – Canada (YTD Sep. 2021 vs. YTD Sep. 2020)

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	57.1	68.1
Daily Spend (\$PPPD)	N/A	N/A	178.3	178.4
Visitor Days	-84.8%	2,114,357	320,386	381,638
Arrivals	-88.7%	159,138	17,913	21,126
Daily Census	-84.8%	7,717	1,174	1,046
Airlift (scheduled seats)	-82.0%	164,881	29,676	154,855

N/A = September year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19. DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diiio Mi flight schedules as of October 20, 2021, subject to change.

Table 10: Key Performance Indicators – Canada (YTD Sep. 2021 vs. YTD Sep. 2019)

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	-92.8%	790.6	57.1	68.1
Daily Spend (\$PPPD)	7.4%	165.9	178.3	178.4
Visitor Days	-93.3%	4,764,961	320,386	381,638
Arrivals	-95.4%	393,074	17,913	21,126
Daily Census	-93.3%	17,454	1,174	1,046
Airlift (scheduled seats)	-91.7%	356,885	29,676	154,855

DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diiio Mi flight schedules as of October 20, 2021, subject to change.

- In September 2021, 4,326 visitors arrived from Canada, compared to 173 visitors (+2,406.2%) in September 2020, versus 21,928 visitors (-80.3%) in September 2019. Visitors from Canada spent \$12.7 million in September 2021 compared to \$40.5 million (-68.8%) in September 2019.
- Through the first nine months of 2021, there were 17,913 visitors from Canada compared to 159,138 visitors (-88.7%) in the first nine months of 2020, versus 393,074 visitors (-95.4%) in the first nine months of 2019. For the first nine months of 2021, total visitor spending was \$57.1 million, a drop of 92.8 percent from \$790.6 million in the first nine months of 2019.
- In September 2021, all travelers, including returning Canadian residents, were required to have a negative pre-arrival COVID-19 molecular test result taken no more than 72 hours before entry into Canada. Fully vaccinated travelers did not need to take a post-arrival test but must submit their travel information and proof of vaccination using ArriveCAN within 72 hours before arriving. Unvaccinated travelers must submit their travel and contact information via ArriveCAN, pass all testing requirements (pre-arrival, upon arrival/day-1 and on day 8) and must quarantine for 14-days.
- Canada's economy is projected to expand by 5.1 percent this year and 4.4 percent in 2022. This represents an upgrade from the spring update and partly reflects the generally successful rollout of vaccines that has led to a gradual reopening of the economy and a boost in confidence.

- After surpassing the pre-pandemic rating in July 2021, the Index of Consumer Confidence dropped by 7.7 points in August and another 3.5 points in September. This was the first consecutive monthly decline since March 2020. Amid the fourth wave of the pandemic, several jurisdictions have paused re-opening plans and introduced new access restrictions, including proof-of-vaccination.
- The loonie posted an average value of USD \$0.80 2021 year-to-date, a 9.1 percent increase over 2020.
- As of October 2, just over 76 percent of the population of Canada had received at least one COVID-19 vaccination dose, of those just over 71 percent were fully vaccinated.
- As of October 6, Canadian travelers along with air travel and rail employees, must be fully vaccinated against COVID-19 by October 29, according to new measures announced by the prime minister. The mandatory vaccine policy for the travel sector coincides with similar measures for public servants, who must attest they are fully vaccinated against COVID-19 by the same date or be put on unpaid administrative leave.

JAPAN

Table 11: Key Performance Indicators – Japan (YTD Sep. 2021 vs. YTD Sep. 2020)

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	54.6	74.2
Daily Spend (\$PPPD)	N/A	N/A	216.2	217.4
Visitor Days	-85.0%	1,688,088	252,515	341,119
Arrivals	-94.8%	286,802	15,040	20,633
Daily Census	-85.0%	6,161	925	935
Airlift (scheduled seats)	-81.3%	467,002	87,561	170,032

N/A = September year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19. DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diio Mi flight schedules as of October 20, 2021, subject to change.

Table 12: Key Performance Indicators – Japan (YTD Sep. 2021 vs. YTD Sep. 2019)

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	-96.7%	1,652.4	54.6	74.2
Daily Spend (\$PPPD)	-8.8%	237.0	216.2	217.4
Visitor Days	-96.4%	6,971,475	252,515	341,119
Arrivals	-98.7%	1,173,477	15,040	20,633
Daily Census	-96.4%	25,537	925	935
Airlift (scheduled seats)	-94.2%	1,498,414	87,561	170,032

DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diio Mi flight schedules as of October 20, 2021, subject to change.

- There were 1,769 visitors from Japan in September 2021, compared to 86 visitors (+1,957.7%) in September 2020, versus 143,928 visitors (-98.8%) in September 2019. Visitors from Japan spent \$6.2 million in September 2021 compared to \$196.5 million (-96.9%) in September 2019.
- In September 2021, the Japan government required proof of a negative PCR test for all entry into Japan. In addition, all travelers, including returning Japanese nationals were required to quarantine for 14 days.
- Through the first nine months of 2021, there were 15,040 visitors from Japan compared to 286,802 visitors (-94.8%) in the first nine months of 2020, versus 1,173,477 visitors (-98.7%) in the first nine months of 2019. For the first nine months of 2021, total visitor spending was \$54.6 million, a 96.7 percent drop from \$1.65 billion in the first nine months of 2019.

- New Prime Minister Fumio Kishida formed a Cabinet to meet challenges including recovering an economy affected by the pandemic and prevention of COVID-19 spread. Prime Minister Kishida plan to transform the Japanese economy by implementing a “new model of capitalism,” identifying growth and the distribution of wealth as “mutually necessary.”
- With relaxation of COVID-19 regulation, slowly the government plans economic recovery by setting up ¥500 billion fund aimed at supporting firms developing vaccines for infectious diseases and new drugs and expands “university fund” by ¥600 billion to enhance research activities and make Japan a nation of science and technology.
- The number of new COVID-19 cases confirmed each day in Japan is continuing to fall, even after the full lifting of the government’s state of emergency at the end of September, according to the health ministry advisory board. As of October 18, 95.6 million people (75.5%) are vaccinated once, and 85.3 million people (67.4%) are fully vaccinated.
- The Japan Government announced that as of October 1, self-quarantine for fully vaccinated travelers is reduced from 14 days to 10 days.
- Japan’s Vaccine Certificate (VC) program for oversea travelers started July 26 and as of mid-October, about 51 countries/regions have accepted the Japan issued VC. Japan is planning to introduce online COVID-19 vaccination certificates from December.
- Based on Japan National Tourism Organization (JNTO) report, Japanese outbound travel for September 2021 was 52,400 passengers (-97.0% vs. 2019).

OCEANIA

Table 13: Key Performance Indicators – Oceania (YTD Sep. 2021 vs. YTD Sep. 2020)

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	7.0	9.7
Daily Spend (\$PPPD)	N/A	N/A	240.1	242.1
Visitor Days	-93.8%	471,787	29,226	39,996
Arrivals	-96.1%	50,405	1,957	2,685
Daily Census	-93.8%	1,722	107	110
Airlift (scheduled seats)	-100.0%	95,737	0	10,141

N/A = September year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19. DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diio Mi flight schedules as of October 20, 2021, subject to change.

Table 14: Key Performance Indicators – Oceania (YTD Sep. 2021 vs. YTD Sep. 2019)

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	-99.0%	689.7	7.0	9.7
Daily Spend (\$PPPD)	-8.5%	262.4	240.1	242.1
Visitor Days	-98.9%	2,628,085	29,226	39,996
Arrivals	-99.3%	278,530	1,957	2,685
Daily Census	-98.9%	9,627	107	110
Airlift (scheduled seats)	-100.0%	376,768	0	10,141

DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diio Mi flight schedules as of October 20, 2021, subject to change.

- There were 88 visitors from Australia in September 2021 who came on domestic flights. Direct flights from Australia continued to be suspended. In comparison there were 18 visitors in September 2020, versus 35,323 visitors in September 2019. All arrivals in September 2021, including residents returning to Australia must show a negative PCR test taken within 72 hours before departure. On arrival, all travelers must quarantine for 14 days at a designated facility at their own expense.

- Through the first nine months of 2021, there were 563 visitors from Australia, compared to 41,238 visitors (-98.6%) in the first nine months of 2020, versus 219,205 visitors (-99.7%) in the first nine months of 2019.
- There were 142 visitors from New Zealand in September 2021 who arrived on domestic flights. Direct flights from New Zealand continued to be suspended. In comparison, there were 28 visitors in September 2020, versus 8,338 visitors in September 2019. Residents returning to New Zealand in September 2021 were required to complete 14 days of quarantine in a managed quarantine facility and test negative for COVID-19 (PCR or antigen) at the end of quarantine before entering the community.
- Through the first nine months of 2021, there were 1,394 visitors from New Zealand, compared to 9,167 visitors (-84.8%) in the first nine months of 2020, versus 59,325 visitors (-97.7%) in the first nine months of 2019.
- The COVID-19 elimination strategy is no longer realistic and instead, an easing of restrictions will be linked primarily on vaccination rates. Projected date for the targeted 80 percent of fully vaccinated adults could be reached by the end of October. At that threshold, the government would allow the recommencement of overseas travel for vaccinated travelers.
- The Australian government has given the greenlight for vaccinated Australians to travel overseas in November (once the 80% threshold has been reached). Qantas has announced the re-start to the key destinations of London and Los Angeles in November which will be the start of a more widespread rollout.
- The outlook has markedly improved with conditions relaxing around international travel along with a market ready to travel and with the propensity to travel. NZ/AUS still have Hawaii's three key airline partners active in the market (Qantas, Hawaiian and Air NZ) along with a stable exchange rate that is higher than pre-Covid levels.
- After a recent dip, both local currencies have recovered to once again be above pre-COVID levels against the USD (AUD.75cents & NZD.72cents).
- With the announcement of reopening plans by the Australian government, attention turned to both Qantas and Hawaiian Airlines around the return of flights to Honolulu. Both carriers have scheduled flights between Sydney and Honolulu commencing in the 2nd half of December. These have been scheduled for some time, but now is the first time they have caught the attention of local media. The next few weeks will provide more clarity and hopefully confirmation around restart details.

EUROPE

Table 15: Key Performance Indicators – Europe (YTD Sep. 2021 vs. YTD Sep. 2020)

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	24.1	29.1
Daily Spend (\$PPPD)	N/A	N/A	172.3	177.8
Visitor Days	-49.3%	275,835	139,815	163,561
Arrivals	-63.0%	20,641	7,633	10,230
Daily Census	-49.1%	1,007	512	448
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

N/A = September year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19.
DBEDT 2021 annual forecast (Quarter 3, 2021).

Table 16: Key Performance Indicators – Europe (YTD Sep. 2021 vs. YTD Sep. 2019)

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	-88.6%	211.3	24.1	29.1
Daily Spend (\$PPPD)	9.4%	157.6	172.3	177.8
Visitor Days	-89.6%	1,341,011	139,815	163,561
Arrivals	-92.6%	103,667	7,633	10,230
Daily Census	-89.6%	4,912	512	448
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

*DBEDT 2021 annual forecast (Quarter 3, 2021).

- In September 2021, there were 1,052 visitors from the United Kingdom, France, Germany, Italy and Switzerland. In comparison, 68 visitors arrived in September 2020, versus 14,107 visitors who came in September 2019. In Germany, all persons who do not hold a vaccination certificate or medical proof that indicates that they recovered from the disease need to undergo COVID-19 testing before entering Germany. The PCR test result must be taken within 72 hours before entering Germany, whereas the rapid antigen test must be taken within 48 hours before arrival. In the United Kingdom, fully vaccinated U.K. nationals did not have to quarantine but were required to provide proof of a negative COVID-19 PCR or antigen test within 72 hours of departure, proof of vaccination status and complete a U.K. passenger locator form. Those who were unvaccinated must take a pre-departure test, self-isolate for 10 days upon arrival and test on days two and eight of quarantine.
- Through the first nine months of 2021, there were 7,633 visitors from Europe, compared to 20,641 visitors (-63.0%) in the first nine months of 2020, versus 103,667 visitors (-92.6%) in the first nine months of 2019.

OTHER ASIA

Table 17: Key Performance Indicators – Other Asia (YTD Sep. 2021 vs. YTD Sep. 2020)

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	45.1	N/A
Daily Spend (\$PPPD)	N/A	N/A	249.3	N/A
Visitor Days	-69.2%	588,719	181,068	N/A
Arrivals	-83.0%	66,611	11,338	N/A
Daily Census	-69.1%	2,149	663	N/A
Airlift (scheduled seats)	-76.3%	86,695	20,572	54,644

N/A = September year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19. DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diiio Mi flight schedules as of October 20, 2021, subject to change.

Table 18: Key Performance Indicators – Other Asia (YTD Sep. 2021 vs. YTD Sep. 2019)

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	-92.7%	617.2	45.1	N/A
Daily Spend (\$PPPD)	-13.4%	287.9	249.3	N/A
Visitor Days	-91.6%	2,143,962	181,068	N/A
Arrivals	-95.8%	268,393	11,338	N/A
Daily Census	-91.6%	7,853	663	N/A
Airlift (scheduled seats)	-95.4%	368,085	16,958	54,644

*DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diiio Mi flight schedules as of October 20, 2021, subject to change.

- In September 2021, there were 1,878 visitors from Other Asia (China, Hong Kong, Korea, Singapore, Taiwan) compared to 130 visitors in September 2020, versus 25,935 in September 2019.

- Through the first nine months of 2021, there were 11,338 visitors from Other Asia, compared to 66,611 visitors in the first nine months of 2020, versus 268,393 visitors in the first nine months of 2019.

KOREA

Table 19: Key Performance Indicators – Korea (YTD Sep. 2021 vs. YTD Sep. 2020)

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	27.1	34.9
Daily Spend (\$PPPD)	N/A	N/A	244.4	246.0
Visitor Days	-72.1%	397,184	111,007	141,877
Arrivals	-88.0%	46,540	5,597	7,146
Daily Census	-71.9%	1,450	407	389
Airlift (scheduled seats)	-71.1%	71,175	20,572	54,644

N/A = September year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19. DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diio Mi flight schedules as of October 20, 2021, subject to change.

Table 20: Key Performance Indicators – Korea (YTD Sep. 2021 vs. YTD Sep. 2019)

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	-92.3%	352.2	27.1	34.9
Daily Spend (\$PPPD)	-10.3%	272.3	244.4	246.0
Visitor Days	-91.4%	1,293,565	111,007	141,877
Arrivals	-96.6%	165,690	5,597	7,146
Daily Census	-91.4%	4,738	407	389
Airlift (scheduled seats)	-91.6%	244,014	20,572	54,644

DBEDT 2021 annual forecast (Quarter 3, 2021). 2021 seats forecast based on Diio Mi flight schedules as of October 20, 2021, subject to change.

- There were 1,000 visitors from Korea in September 2021. Of that number, 740 arrived on direct flights from Korea and 260 came on domestic flights. In comparison, there were 69 visitors in September 2020, versus 17,456 visitors in September 2019. As of September 2021, all travelers, including returning Korean nationals, must have a negative PCR test result 72 hours prior to travel in order to board flights for Korea. Returning Korean nationals who completed full vaccination and tested negative for COVID-19 were exempted from the mandatory 14-day quarantine.
- Through the first nine months of 2021, there were 5,597 visitors from Korea, compared to 46,540 visitors (-88.0%) in the first nine months of 2020, versus 165,690 visitors (-96.6%) in the first nine months of 2019.
- The economic growth momentum of Korea remains unscathed with robust exports. The Organization for Economic Cooperation and Development (OECD) raised again its 2021 growth outlook for the Korean economy to 4.0 percent from its May forecast of 3.8 percent.
- South Korea's exports have extended their gains to 11 consecutive months in September and set a record high level by rising 16.7 percent maintaining solid growth. The monthly figure was the highest since South Korea started compiling the data in 1956.
- The average USD/WON exchange rate in September was 1,170.84 won, slightly depreciated from the previous rate of 1,161.48 won in August.
- Korea is expecting to reach its target vaccination rate of 70 percent by end of October while maintaining the current social distancing rules.
- As demand for overseas travel and the number of actual overseas travelers increase, Korean airlines are resuming their marketing and sales promotions for international routes.

- Korean Air will resume 3 weekly flights for ICN-HNL route (KE053) from November 2021.
- Asiana Airlines is planning to resume ICN-HNL route in January 2022.

LATIN AMERICA

Table 21: Key Performance Indicators – Latin America (YTD Sep. 2021 vs. YTD Sep. 2020)

	YOY Rate	2020 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	N/A	N/A	11.6	N/A
Daily Spend (\$PPPD)	N/A	N/A	160.4	N/A
Visitor Days	-1.2%	73,403	72,495	N/A
Arrivals	11.6%	5,364	5,986	N/A
Daily Census	-0.9%	268	266	N/A
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

N/A = September year-to-date 2020 visitor spending statistics were not available, as there was no fielding between April through October 2020 due to COVID-19. DBEDT 2021 annual forecast (Quarter 3, 2021).

Table 22: Key Performance Indicators – Latin America (YTD Sep. 2021 vs. YTD Sep. 2019)

	YOY Rate	2019 YTD	2021 YTD	2021 Annual Forecast*
Visitor Spending (\$mil)	-75.6%	47.6	11.6	N/A
Daily Spend (\$PPPD)	-30.9%	232.2	160.4	N/A
Visitor Days	-64.7%	205,158	72,495	N/A
Arrivals	-69.2%	19,422	5,986	N/A
Daily Census	-64.7%	751	266	N/A
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

DBEDT 2021 annual forecast is not available.

- There were 1,049 visitors from Mexico, Brazil and Argentina in September 2021, compared to 66 visitors in September 2020, versus 1,981 visitors in September 2019. In Argentina, all ports of entry remained closed to most non-resident foreign nationals. Eligible travelers in September 2021 must provide a negative COVID-19 test result, taken within 72 hours prior to departure and complete a travel declaration. Returning Argentine citizens did not need to quarantine, if they were fully vaccinated and test negative on a PCR test between the fifth and seventh days after arrival in Argentina. Unvaccinated travelers must self-isolate for at least seven days, until they receive a negative result for a PCR test taken on the final day of self-isolation. In Mexico, the land border between the U.S. and Mexico remains closed to all but essential travel, but it is slated to reopen to nonessential travel in November 2021. Returning Mexican nationals who traveled by air must complete a health declaration form and scan the QR code on arrival. There were no requirements for COVID-19 test prior to departure or quarantine.
- Through the first nine months of 2021, there were 5,986 visitors from Latin America, compared to 5,364 visitors (+11.6%) in the first nine months of 2020, versus 19,422 visitors (-69.2%) in the first nine months of 2019.

ISLAND VISITATION:

- **Oahu:** There were 246,168 visitors to O'ahu in September 2021, compared to 11,885 visitors in September 2020, versus 458,588 visitors in September 2019. Visitor spending was \$465.9 million, a decrease of 23.3 percent from \$607.3 million in September 2019.

As measured by the average daily census, there were 61,448 visitors on O‘ahu in September 2021, compared to 10,604 visitors in September 2020, versus 101,093 visitors in September 2019.

Through the first nine months of 2021, there were 2,389,565 visitors to O‘ahu compared to 1,280,554 visitors (+86.6%) in the first nine months of 2020, versus 4,657,880 visitors (-48.7%) in the first nine months of 2019. Total visitor spending of \$3.95 billion was a 35.4 percent drop from \$6.11 billion in the first nine months of 2019.

- **Maui** There were 172,770 visitors to Maui in September 2021, compared to 2,479 visitors in September 2020, versus 210,108 visitors in September 2019. Visitor spending was \$315.8 million, down 7.0 percent from the \$339.7 million spent in September 2019.

The average daily census on Maui was 46,736 visitors in September 2021, compared to 2,927 visitors in September 2020, versus 52,053 visitors in September 2019.

Through the first nine months of 2021, there were 1,671,848 visitors to Maui compared to 614,505 visitors (+172.1%) in the first nine months of 2020, versus 2,314,113 visitors (-27.8%) in the first nine months of 2019. Total visitor spending was \$2.80 billion, a decrease of 27.4 percent from \$3.86 billion in the first nine months of 2019.

- **Hawai‘i Island:** There were 80,401 visitors to Hawai‘i Island in September 2021, compared to 3,642 visitors in September 2020, versus 112,138 visitors in September 2019. Visitor spending was \$137.0 million, down 6.1 percent from \$145.9 million in September 2019.

The average daily census on Hawai‘i Island was 24,470 visitors in September 2021, compared to 5,356 visitors in September 2020, versus 26,750 visitors in September 2019.

Through the first nine months of 2021, there were 835,566 visitors to Hawai‘i Island compared to 406,973 visitors (+105.3%) through year-to-date 2020, versus 1,323,943 visitors (-36.9%) in the first nine months of 2019. Total visitor spending was \$1.24 billion, a drop of 27.6 percent from \$1.72 billion in the first nine months of 2019.

- **Kaua‘i:** There were 77,313 visitors to Kaua‘i in September 2021, compared to 1,096 visitors in September 2020, versus 93,501 visitors in September 2019. Visitor spending was \$126.5 million, a 4.2 percent decline from \$132.0 million in September 2019.

The average daily census on Kaua‘i was 20,838 visitors in September 2021, compared to 1,475 visitors in September 2020, versus 21,967 visitors in September 2019.

Through the first nine months of 2021, there were 537,644 visitors to Kaua‘i compared to 286,764 visitors (+87.5%) in the first nine months of 2020, versus 1,039,227 visitors (-48.3%) in the first nine months of 2019. Total visitor spending was \$955.2 million, a decrease of 34.4 percent from \$1.46 billion in the first nine months of 2019.

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Sep-21** Preliminary

Visitor Industry Performance Measures
Market: **OVERALL**

Key Performance Indicators

	YOY Rate	Sep'20 YTD	Sep'21 YTD	Annual Forecast*
Visitor Spending (\$mil) [†]	N/A	N/A	9,033.6	12,223.1
Daily Spend (\$PPPD) [†]	N/A	N/A	192.9	192.1
Visitor Days	110.8%	22,215,950	46,838,290	63,628,600
Arrivals	119.8%	2,211,213	4,859,655	6,769,000
Daily Census	111.6%	81,080	171,569	174,325
Airlift (scheduled seats) [^]	89.0%	4,012,664	7,584,196	11,021,477

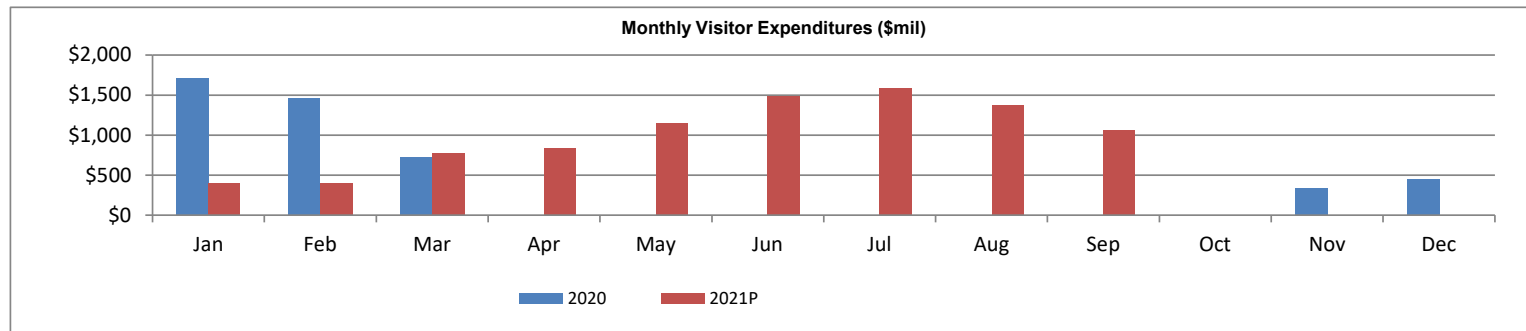
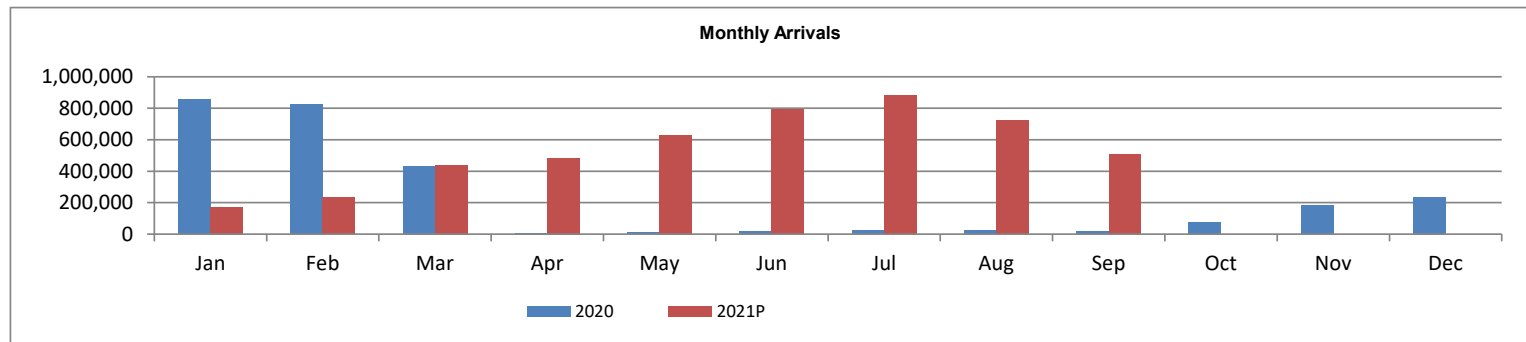
	YOY Rate	YTD
O'ahu	86.6%	2,389,565
Maui	172.1%	1,671,848
Moloka'i	18.9%	17,790
Lāna'i	120.4%	33,424
Kaua'i	87.5%	537,644
Hawai'i Island	105.3%	835,566

* DBEDT Annual Forecast as of Q3 2021.

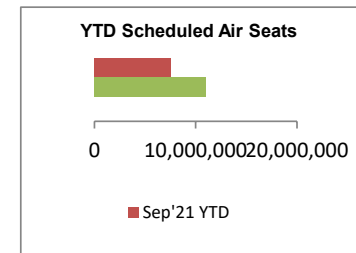
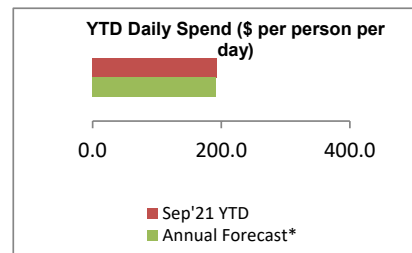
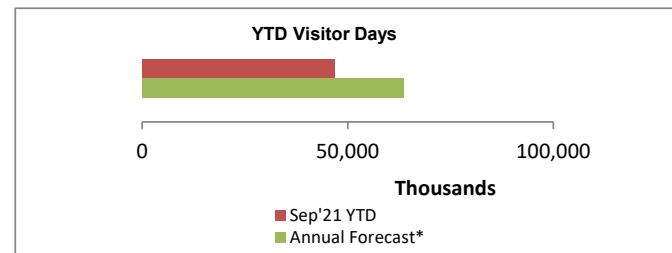
† September YTD 2020 visitor spending statistics were not available, as there was no fielding between April through October due to COVID19.

^ HTA/DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of October 20 2021, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Sep-21** Preliminary

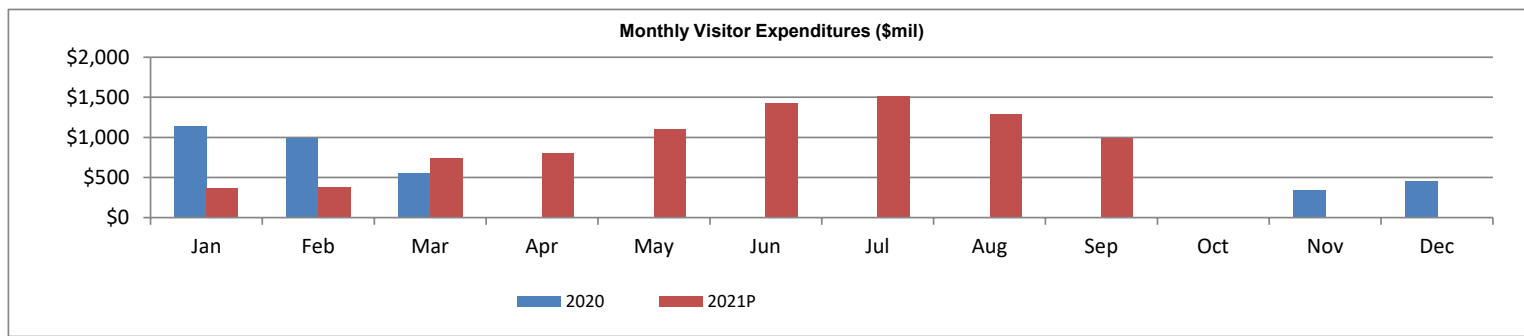
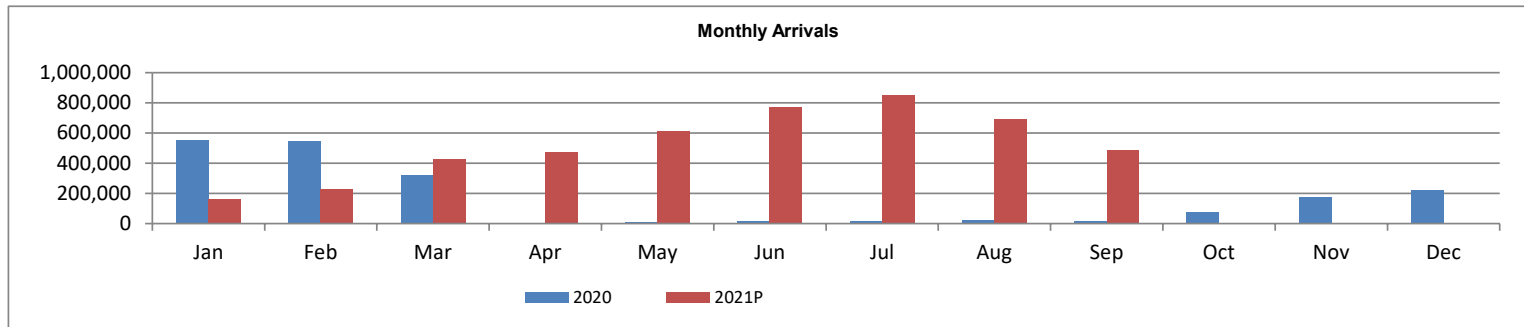
Visitor Industry Performance Measures

Market: **U.S. TOTAL**

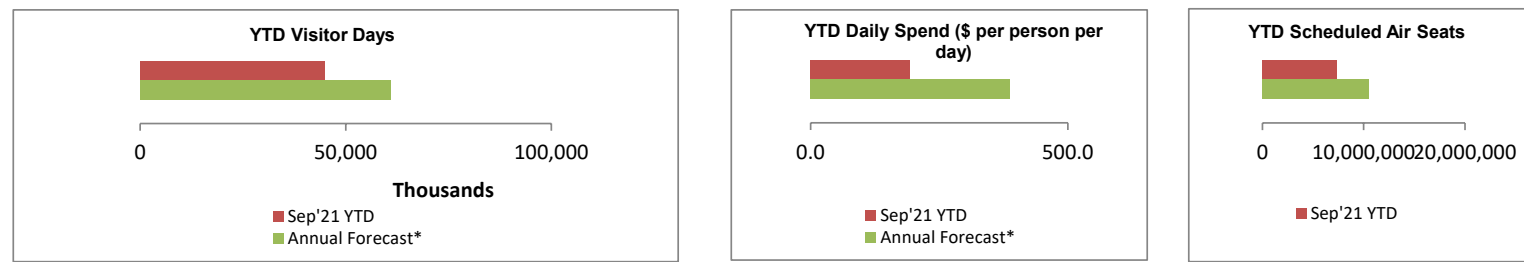
Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Sep'20 YTD	Sep'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	8,628.7	11,614.9	O'ahu	204.9%	2,289,060
Daily Spend (\$PPPD) [†]	N/A	N/A	192.7	387.1	Mau'i	233.6%	1,629,091
Visitor Days	180.5%	15,965,417	44,776,016	60,949,419	Moloka'i	67.0%	17,072
Arrivals	210.8%	1,512,714	4,701,879	6,557,214	Lāna'i	172.3%	32,270
Daily Census	181.5%	58,268	164,015	166,985	Kaua'i	120.0%	524,574
Airlift (scheduled seats) [^]	139.5%	3,072,876	7,358,360	10,471,140	Hawai'i Island	175.8%	813,464

* DBEDT Annual Forecast as of Q3 2021.
[†] September YTD 2020 visitor spending statistics were not available, as there was no fielding between April through October due to COVID19.
[^] HTA/DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of October 20 2021, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Sep-21** Preliminary

Visitor Industry Performance Measures

Market: **U.S. WEST**

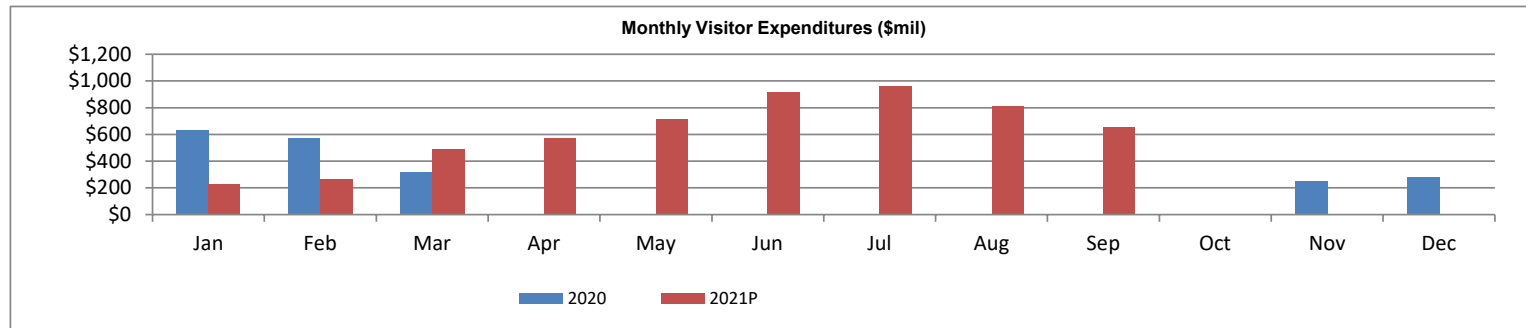
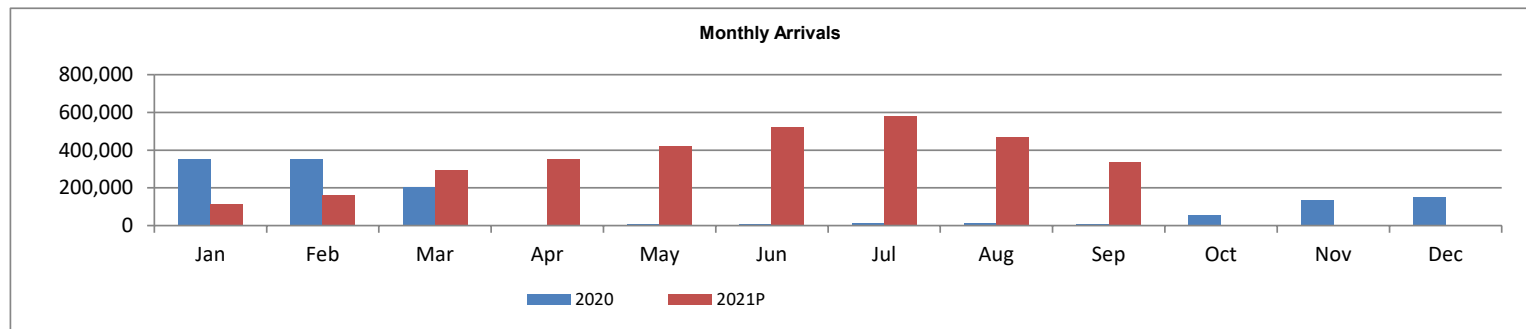
Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Sep'20 YTD	Sep'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	5,615.0	7,520.6	O'ahu	231.7%	1,458,370
Daily Spend (\$PPPD) [†]	N/A	N/A	187.7	184.7	Mau'i	275.2%	1,134,047
Visitor Days	208.5%	9,699,962	29,920,311	40,718,941	Moloka'i	80.0%	10,954
Arrivals	236.0%	967,996	3,252,387	4,530,046	Lāna'i	197.7%	18,808
Daily Census	209.6%	35,401	109,598	111,559	Kaua'i	146.8%	360,916
Airlift (scheduled seats) [^]	138.7%	2,700,408	6,445,488	9,197,051	Hawai'i Island	198.3%	546,370

* DBEDT Annual Forecast as of Q3 2021.

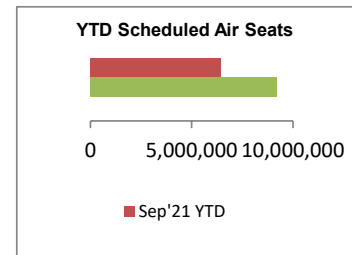
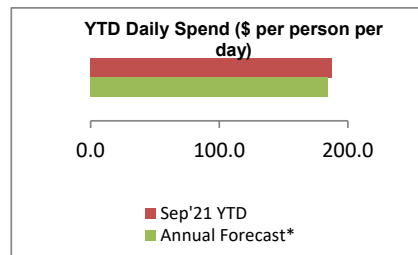
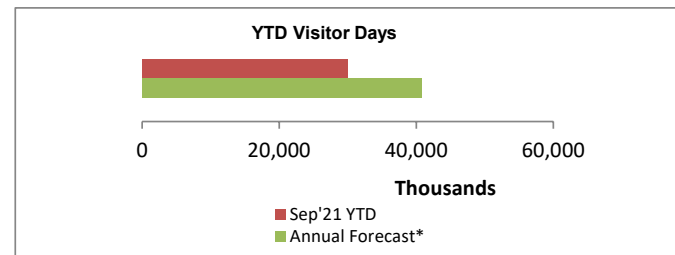
† September YTD 2020 visitor spending statistics were not available, as there was no fielding between April through October due to COVID19.

^ HTA/DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of October 20 2021, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Sep-21** Preliminary

Visitor Industry Performance Measures
Market: **U.S. EAST**

Key Performance Indicators

	YOY Rate	Sep'20 YTD	Sep'21 YTD	Annual Forecast*
Visitor Spending (\$mil) [†]	N/A	N/A	3,013.6	4,094.4
Daily Spend (\$PPPD) [†]	N/A	N/A	202.9	202.4
Visitor Days	137.1%	6,265,455	14,855,705	20,230,478
Arrivals	166.1%	544,718	1,449,492	2,027,168
Daily Census	138.0%	22,867	54,417	55,426
Airlift (scheduled seats) [^]	145.1%	372,468	912,872	1,274,089

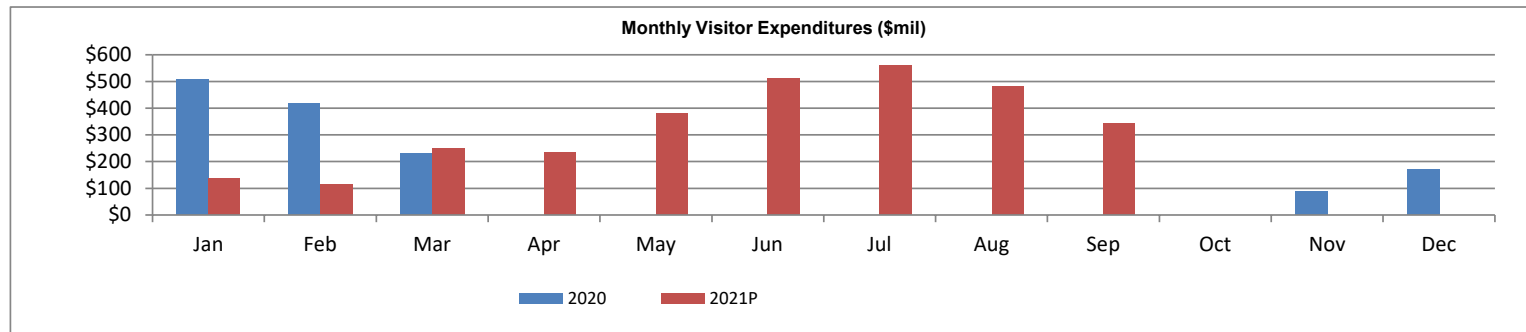
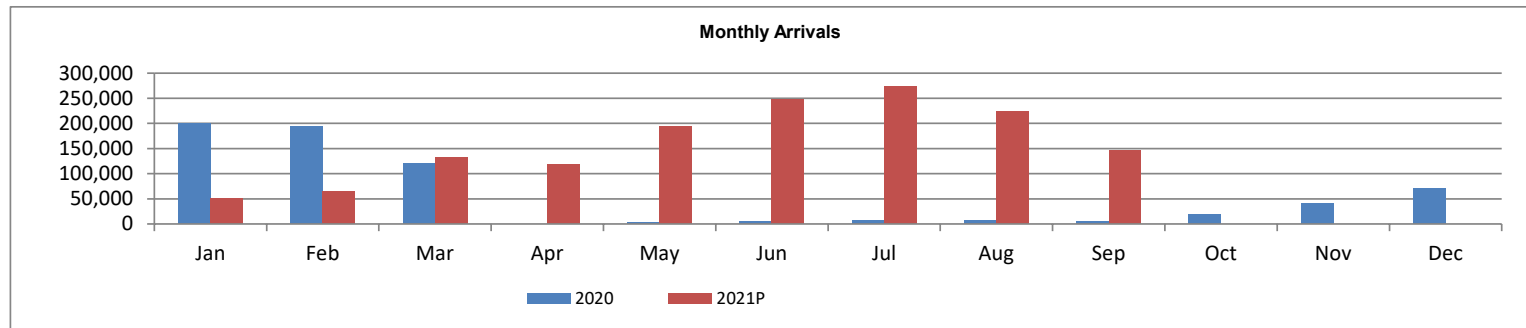
	YOY Rate	YTD
O'ahu	167.1%	830,690
Mauī	165.9%	495,044
Moloka'i	47.9%	6,118
Lāna'i	143.4%	13,462
Kaua'i	77.5%	163,658
Hawai'i Island	139.0%	267,094

* DBEDT Annual Forecast as of Q3 2021.

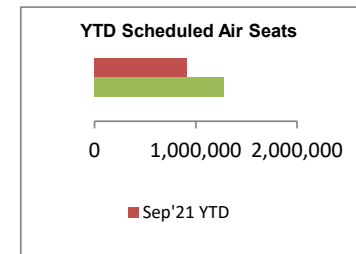
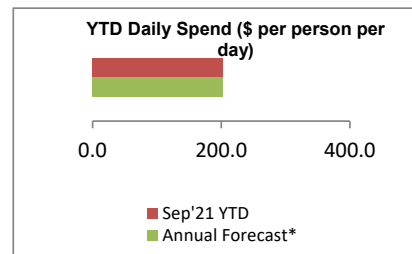
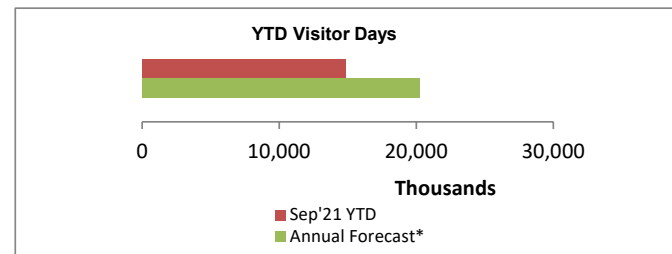
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^ HTA/DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of October 20 2021, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Sep-21** Preliminary

Visitor Industry Performance Measures

Market: **CANADA**

Key Performance Indicators

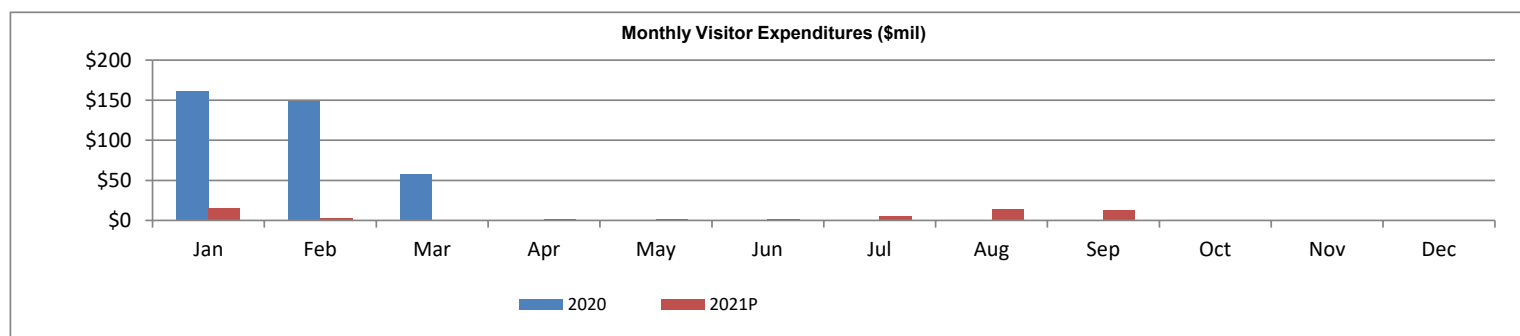
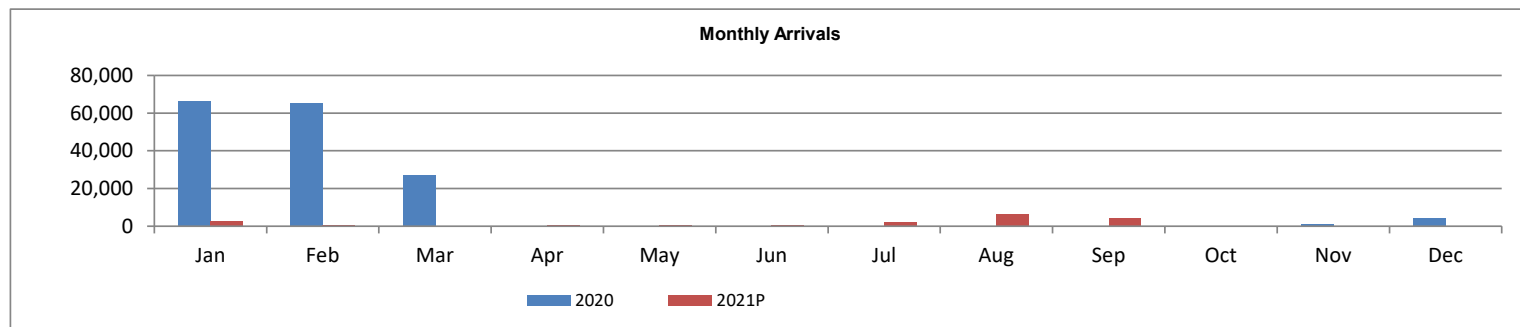
	YOY Rate	Sep'20 YTD	Sep'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	57.1	68.1	O'ahu	-86.7%	8,226
Daily Spend (\$PPPD) [†]	N/A	N/A	178.3	178.4	Mau'i	-88.3%	8,358
Visitor Days	-84.8%	2,114,357	320,386	381,638	Moloka'i	-93.5%	66
Arrivals	-88.7%	159,138	17,913	21,126	Lāna'i	-92.0%	125
Daily Census	-84.8%	7,717	1,174	1,046	Kaua'i	-95.0%	1,137
Airlift (scheduled seats) [^]	-82.0%	164,881	29,676	154,855	Hawai'i Island	-92.6%	2,645

* DBEDT Annual Forecast as of Q3 2021.

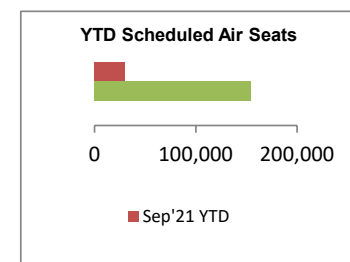
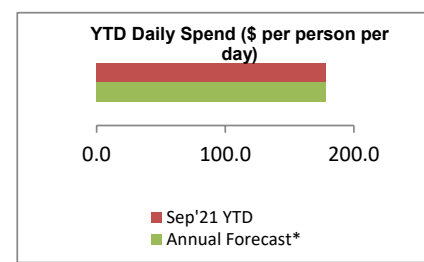
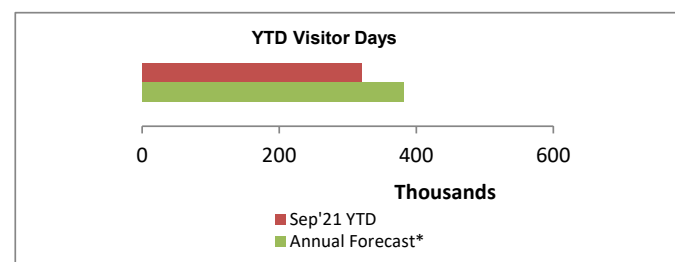
† September YTD 2020 visitor spending statistics were not available, as there was no fielding between April through October due to COVID19.

^ HTA/DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of October 20 2021, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Sep-21** Preliminary

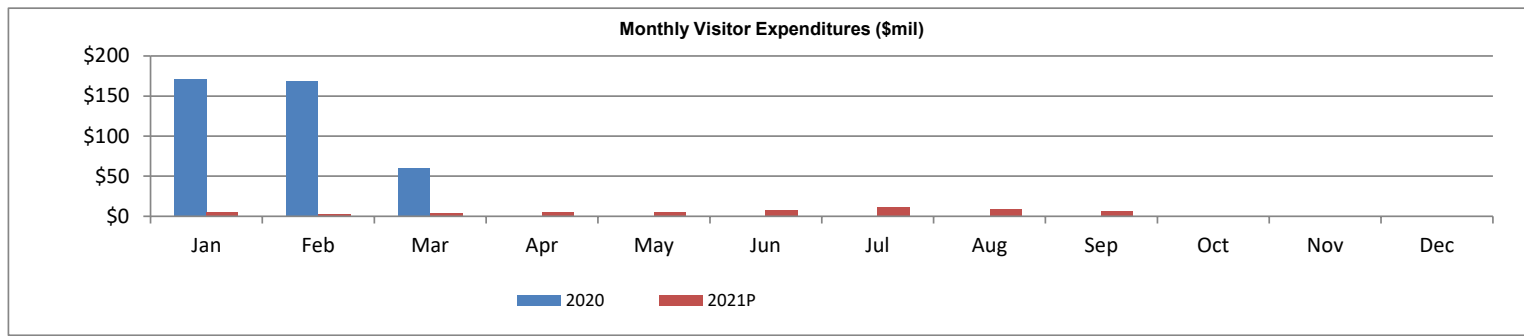
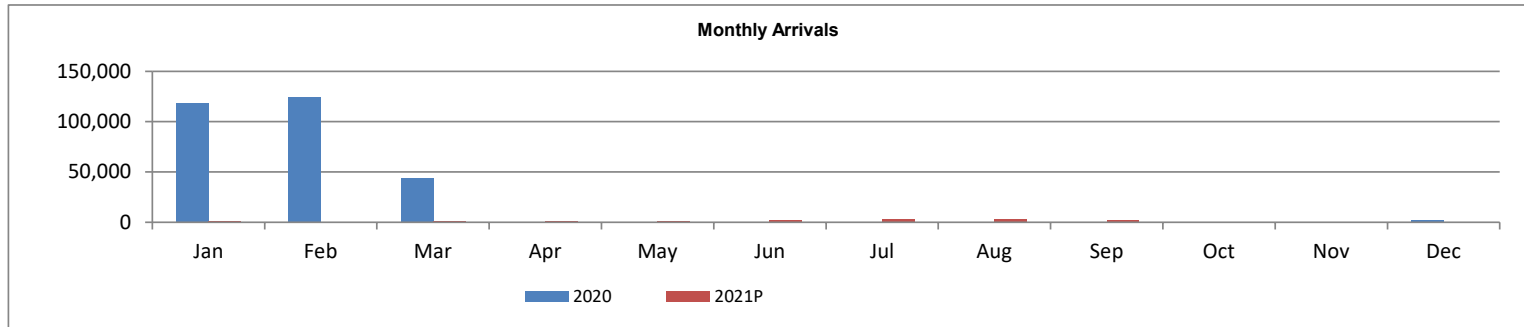
Visitor Industry Performance Measures

Market: **JAPAN**

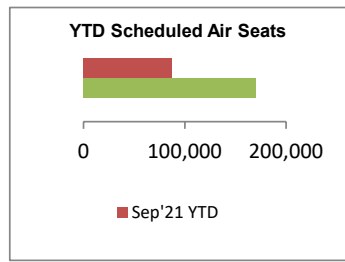
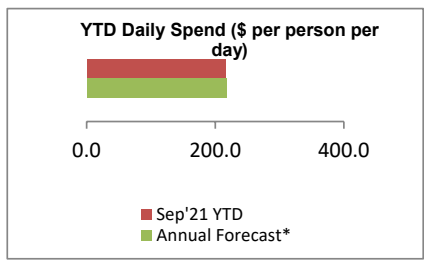
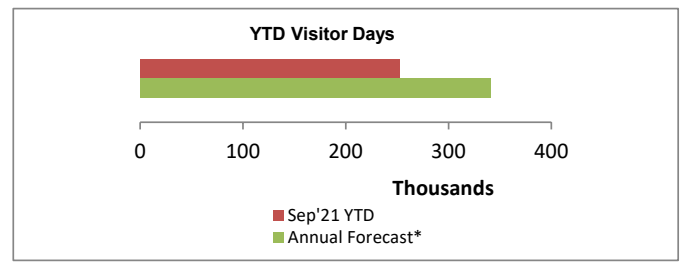
Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Sep'20 YTD	Sep'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	54.6	74.2	O'ahu	-94.7%	14,433
Daily Spend (\$PPPD) [†]	N/A	N/A	216.2	217.4	Mauī	-94.5%	446
Visitor Days	-85.0%	1,688,088	252,515	341,119	Moloka'i	-96.5%	15
Arrivals	-94.8%	286,802	15,040	20,633	Lāna'i	-90.2%	13
Daily Census	-85.0%	6,161	925	935	Kaua'i	-94.5%	203
Airlift (scheduled seats) [^]	-81.3%	467,002	87,561	170,032	Hawai'i Island	-98.6%	486

^{*} DBEDT Annual Forecast as of Q3 2021.
[†] September YTD 2020 visitor spending statistics were not available, as there was no fielding between April through October due to COVID19.
[^] HTA/DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of October 20 2021, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Sep-21** Preliminary

Visitor Industry Performance Measures

Market: **OCEANIA**

Key Performance Indicators

	YOY Rate	Sep'20 YTD	Sep'21 YTD	Annual Forecast*
Visitor Spending (\$mil) [†]	N/A	N/A	7.0	9.7
Daily Spend (\$PPPD) [†]	N/A	N/A	240.1	242.1
Visitor Days	-93.8%	471,787	29,226	39,996
Arrivals	-96.1%	50,405	1,957	2,685
Daily Census	-93.8%	1,722	107	110
Airlift (scheduled seats) [^]	-100.0%	95,737	0	10,141

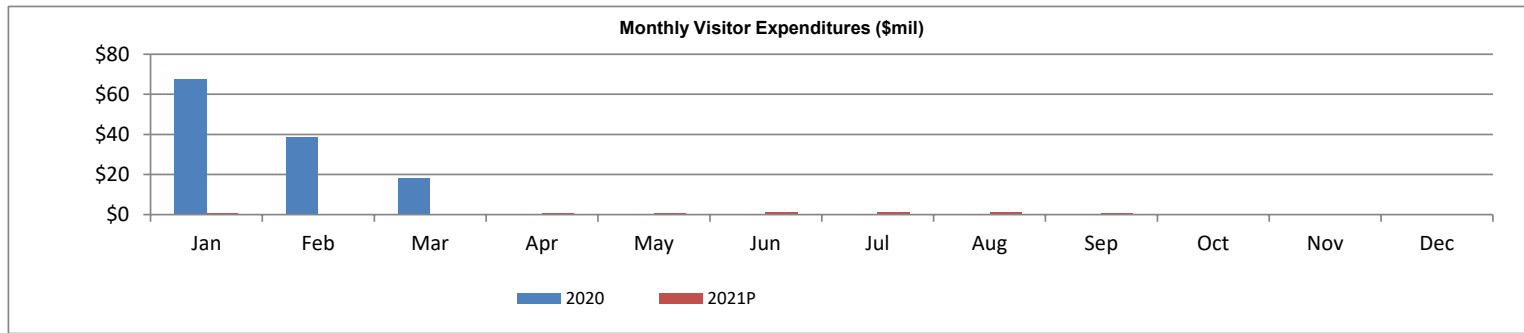
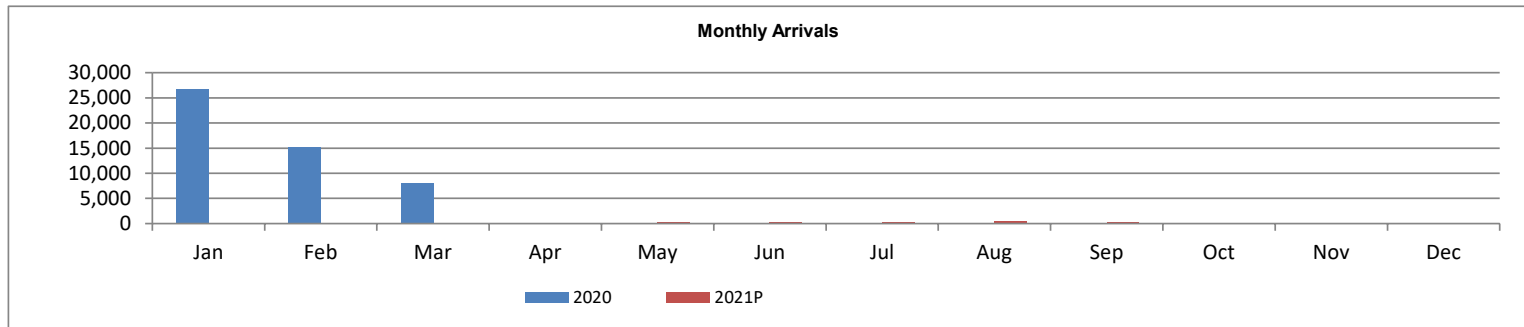
	YOY Rate	YTD
O'ahu	-98.1%	1,128
Mauī	-93.8%	535
Moloka'i	-97.6%	20
Lāna'i	-97.4%	22
Kaua'i	-94.3%	287
Hawai'i Island	-95.1%	373

* DBEDT Annual Forecast as of Q3 2021.

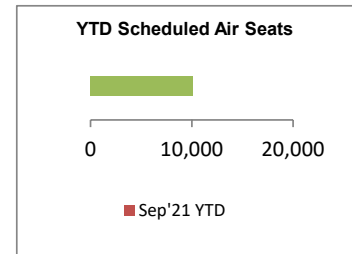
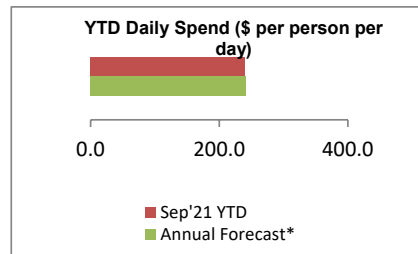
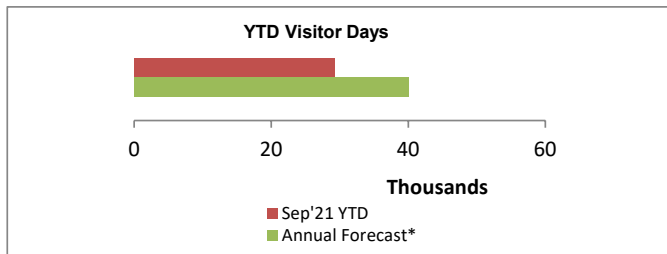
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Sep-21** Preliminary

Visitor Industry Performance Measures

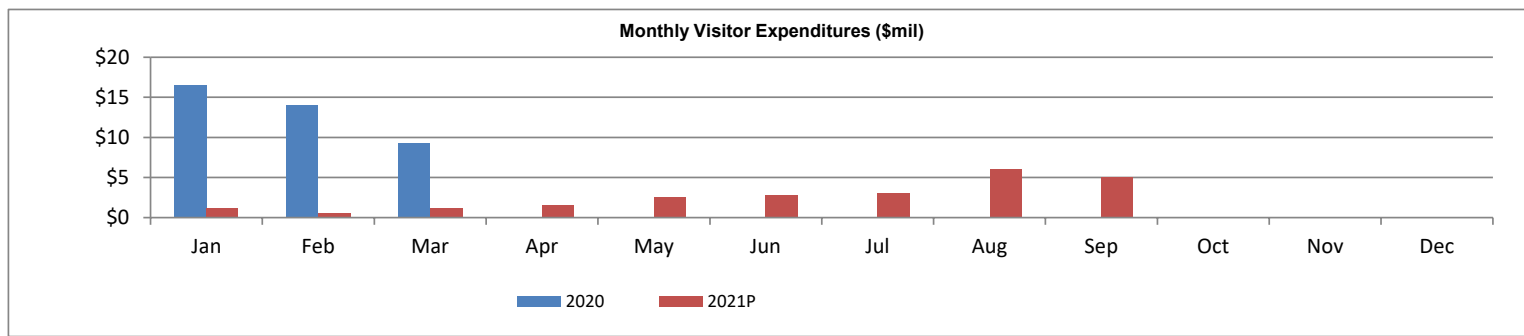
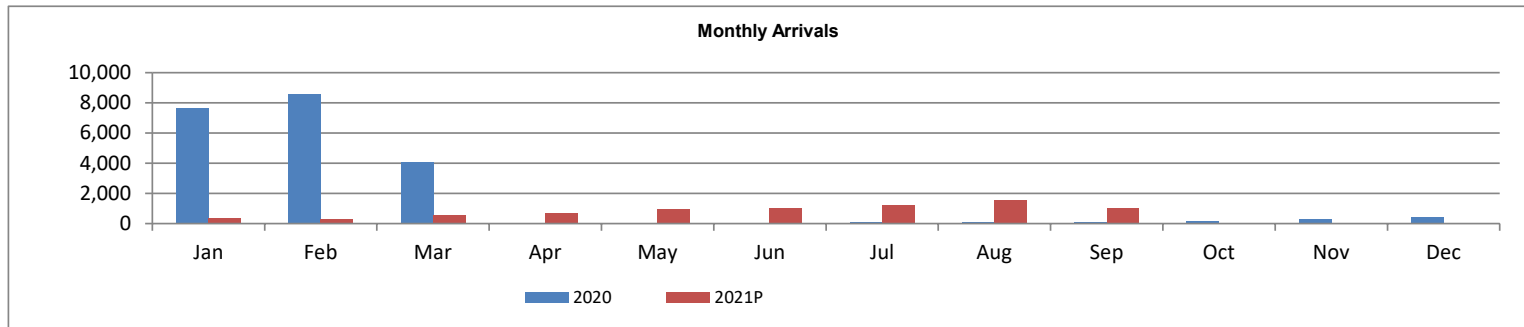
Market: **EUROPE**

Key Performance Indicators

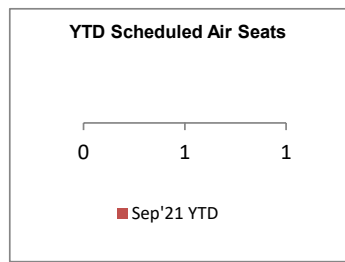
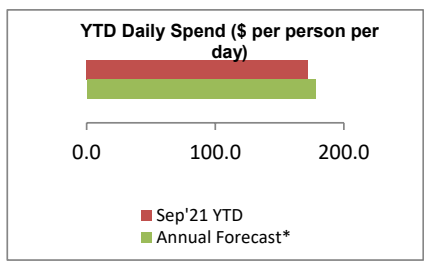
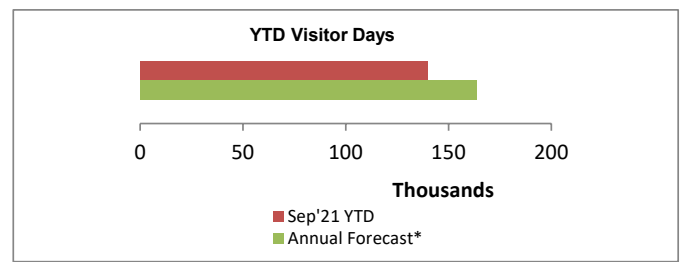
	YOY Rate	Sep'20 YTD	Sep'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	24.1	29.1	O'ahu	-70.6%	4,384
Daily Spend (\$PPPD) [†]	N/A	N/A	172.3	177.8	Maui	-72.2%	2,319
Visitor Days	-49.3%	275,835	139,815	163,561	Moloka'i	-76.9%	84
Arrivals	-63.0%	20,641	7,633	10,230	Lāna'i	-60.9%	96
Daily Census	-49.1%	1,007	512	448	Kaua'i	-78.9%	1,040
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-74.8%	1,655

* DBEDT Annual Forecast as of Q3 2021.
[†] September YTD 2020 visitor spending statistics were not available, as there was no fielding between April through October due to COVID19.
[^] HTA/DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of October 20 2021, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Sep-21** Preliminary

Visitor Industry Performance Measures

Market: **OTHER ASIA**

Key Performance Indicators

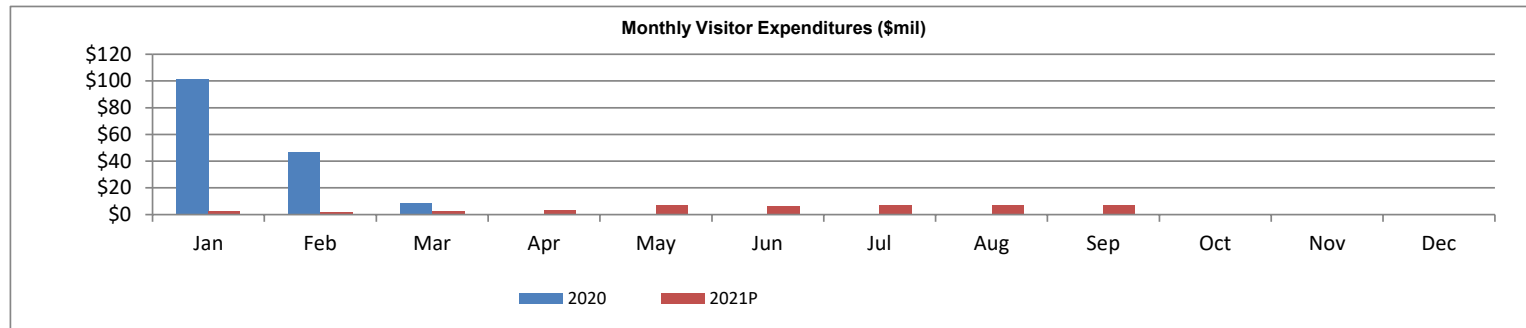
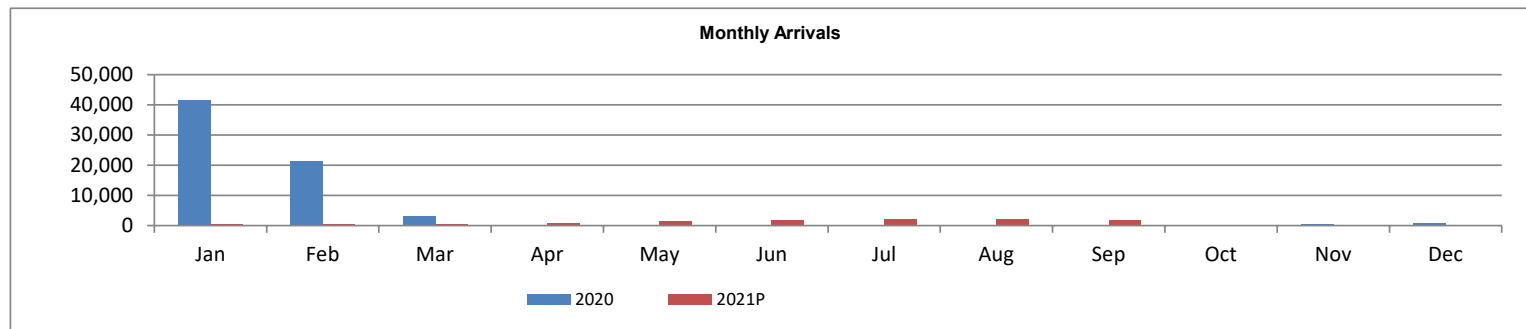
	YOY Rate	Sep'20 YTD	Sep'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	45.1	NA	O'ahu	-83.4%	9,272
Daily Spend (\$PPPD) [†]	N/A	N/A	249.3	NA	Mauī	-78.1%	1,742
Visitor Days	-69.2%	588,719	181,068	NA	Moloka'i	-78.1%	36
Arrivals	-83.0%	66,611	11,338	NA	Lāna'i	-58.8%	83
Daily Census	-69.1%	2,149	663	NA	Kaua'i	-64.6%	738
Airlift (scheduled seats) [^]	-76.3%	86,695	20,572	54,644	Hawai'i Island	-83.0%	1,976

* DBEDT Annual Forecast as of Q3 2021.

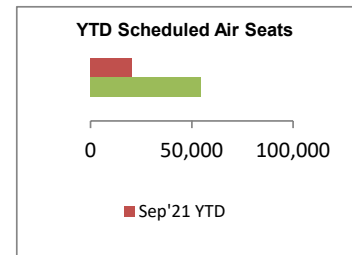
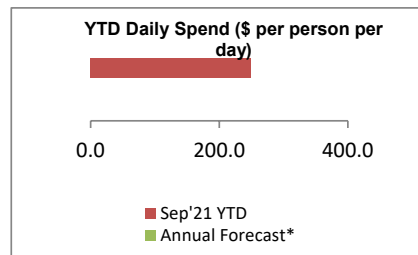
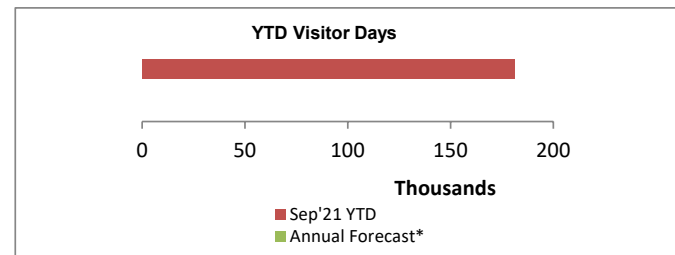
† September YTD 2020 visitor spending statistics were not available, as there was no fielding between April through October due to COVID19.

^ HTA/DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of October 20 2021, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Sep-21** Preliminary

Visitor Industry Performance Measures

Market: **KOREA**

Key Performance Indicators

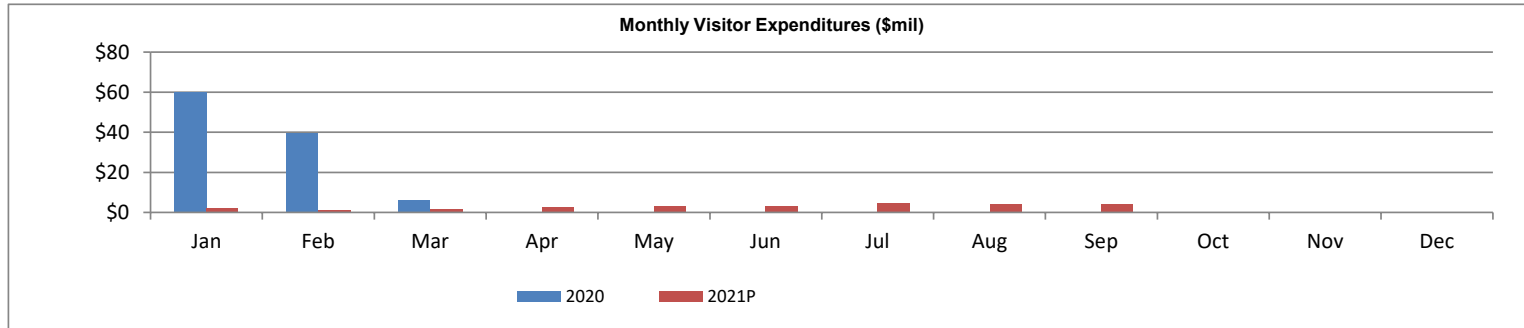
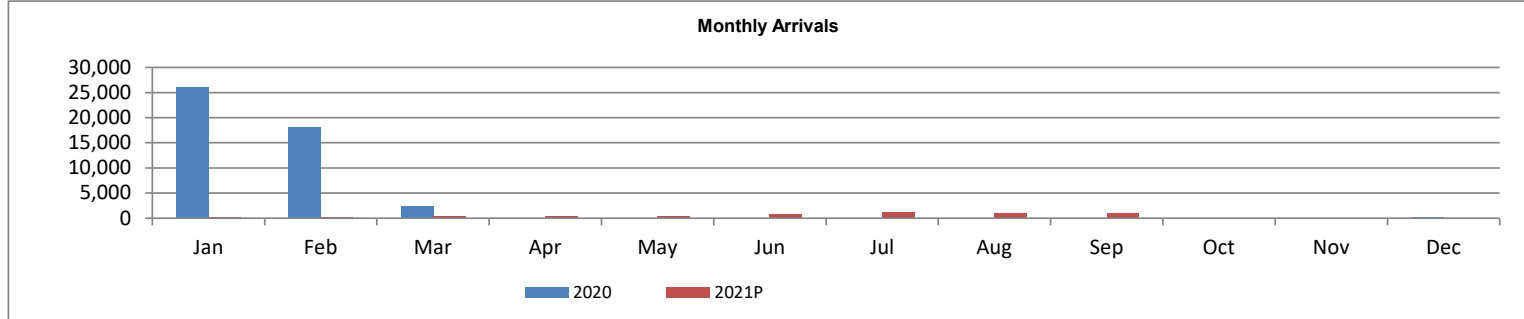
	YOY Rate	Sep'20 YTD	Sep'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	27.1	34.9	O'ahu	-87.9%	4,990
Daily Spend (\$PPPD) [†]	N/A	N/A	244.4	246.0	Mauī	-88.3%	489
Visitor Days	-72.1%	397,184	111,007	141,877	Moloka'i	-93.2%	4
Arrivals	-88.0%	46,540	5,597	7,146	Lāna'i	-89.9%	9
Daily Census	-71.9%	1,450	407	389	Kaua'i	-84.9%	183
Airlift (scheduled seats) [^]	-71.1%	71,175	20,572	54,644	Hawai'i Island	-91.6%	515

* DBEDT Annual Forecast as of Q3 2021.

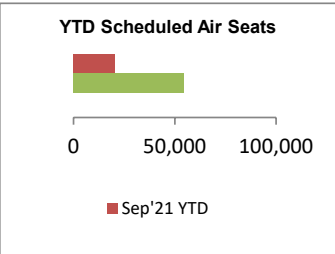
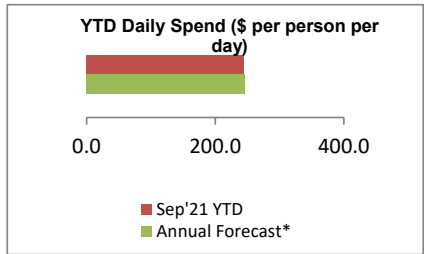
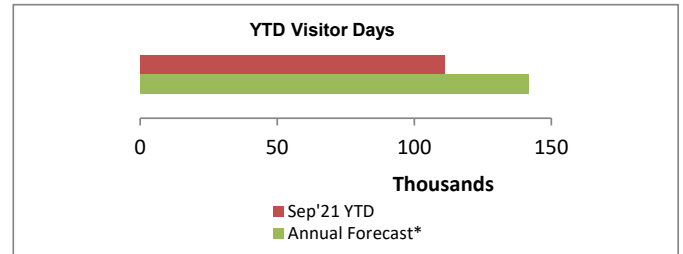
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Sep-21** Preliminary

Visitor Industry Performance Measures

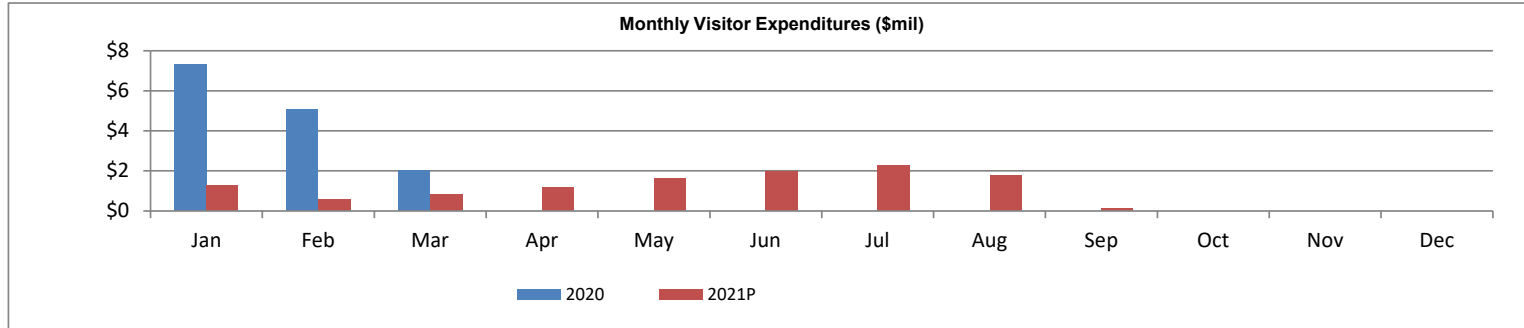
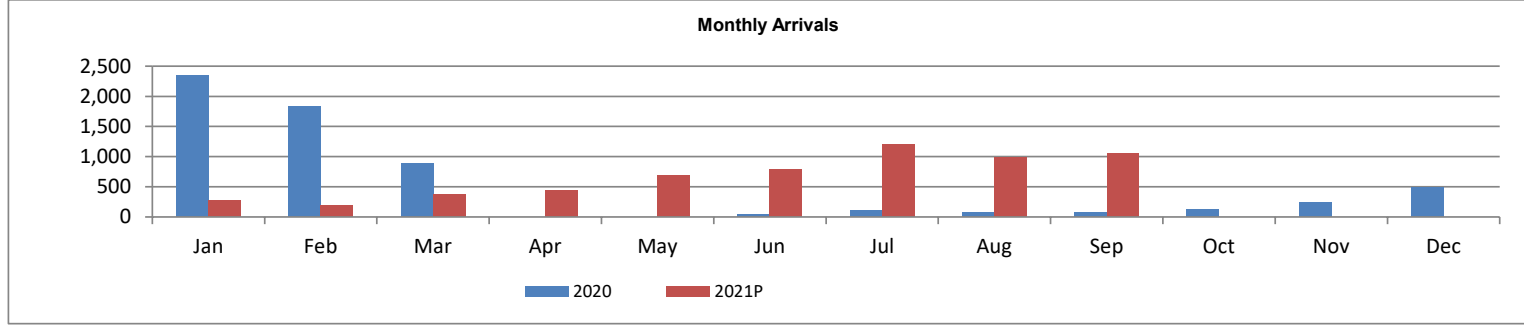
Market: **LATIN AMERICA**

Key Performance Indicators

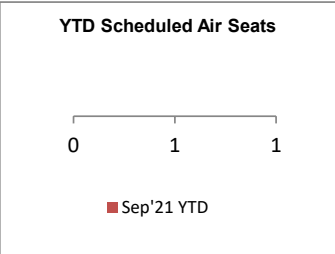
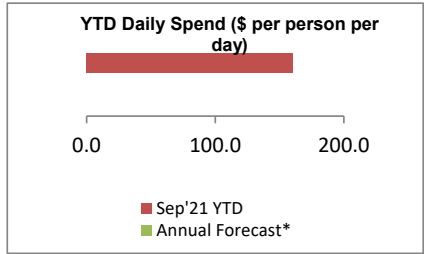
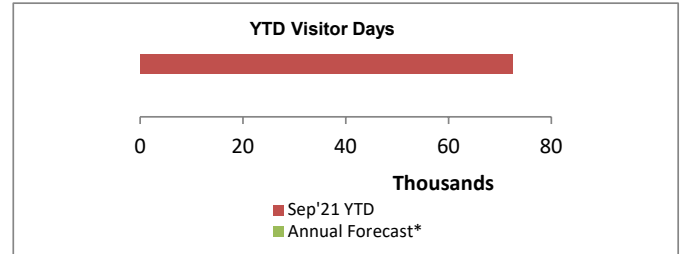
	YOY Rate	Sep'20 YTD	Sep'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil) [†]	N/A	N/A	11.6	N/A	O'ahu	-0.6%	3,959
Daily Spend (\$PPPD) [†]	N/A	N/A	160.4	N/A	Maui	29.0%	2,257
Visitor Days	-1.2%	73,403	72,495	N/A	Moloka'i	89.3%	38
Arrivals	11.6%	5,364	5,986	N/A	Lāna'i	30.6%	66
Daily Census	-0.9%	268	266	N/A	Kaua'i	-19.2%	467
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	30.5%	1,174

* DBEDT Annual Forecast as of Q3 2021.
[†] September YTD 2020 visitor spending statistics were not available, as there was no fielding between April through October due to COVID19.
[^] HTA/DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of October 20 2021, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Sep-21** Preliminary

Visitor Industry Performance Measures

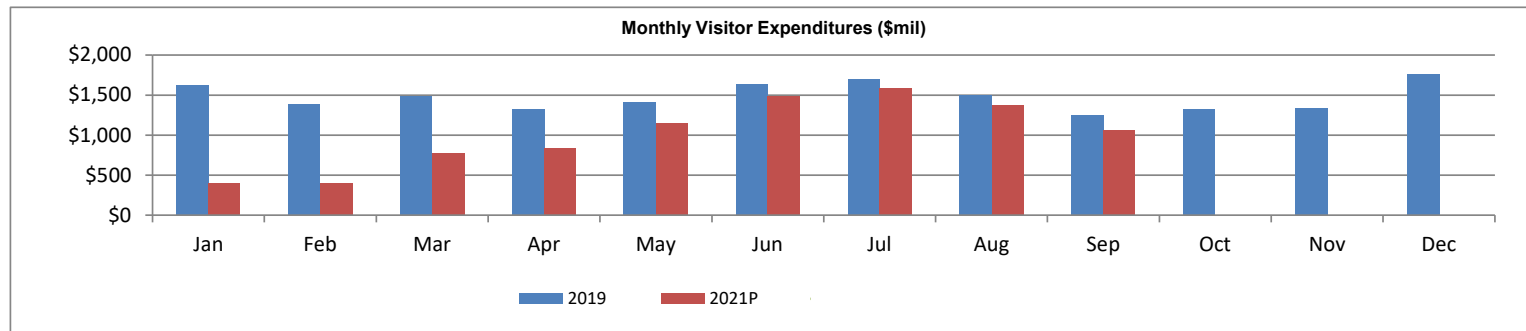
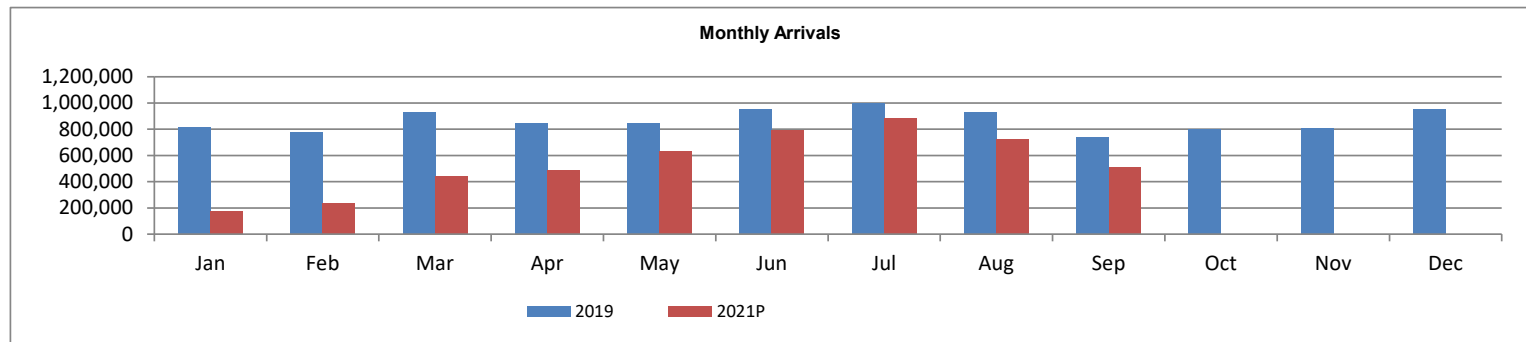
Market: **OVERALL**

Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Sep'19 YTD	Sep'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	-32.1%	13,302.1	9,033.6	12,223.1	O'ahu	-48.7%	2,389,565
Daily Spend (\$PPPD)	-1.2%	195.2	192.9	192.1	Maui	-27.8%	1,671,848
Visitor Days	-31.3%	68,147,048	46,838,290	63,628,600	Moloka'i	-63.0%	17,790
Arrivals	-37.9%	7,828,965	4,859,655	6,769,000	Lāna'i	-48.8%	33,424
Daily Census	-31.3%	249,623	171,569	174,325	Kaua'i	-48.3%	537,644
Airlift (scheduled seats)^	-25.4%	10,160,180	7,584,196	11,021,477	Hawai'i Island	-36.9%	835,566

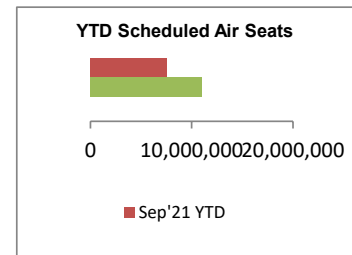
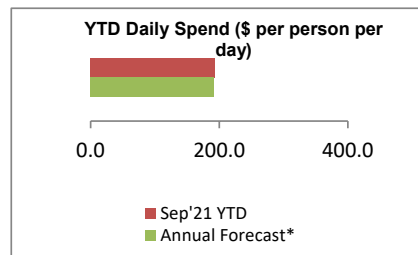
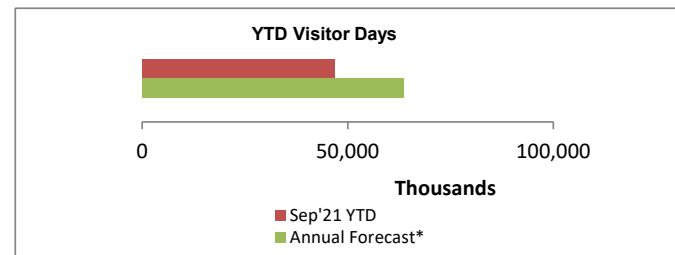
* DBEDT Annual Forecast as of Q3 2021.

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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Sep-21** Preliminary

Visitor Industry Performance Measures

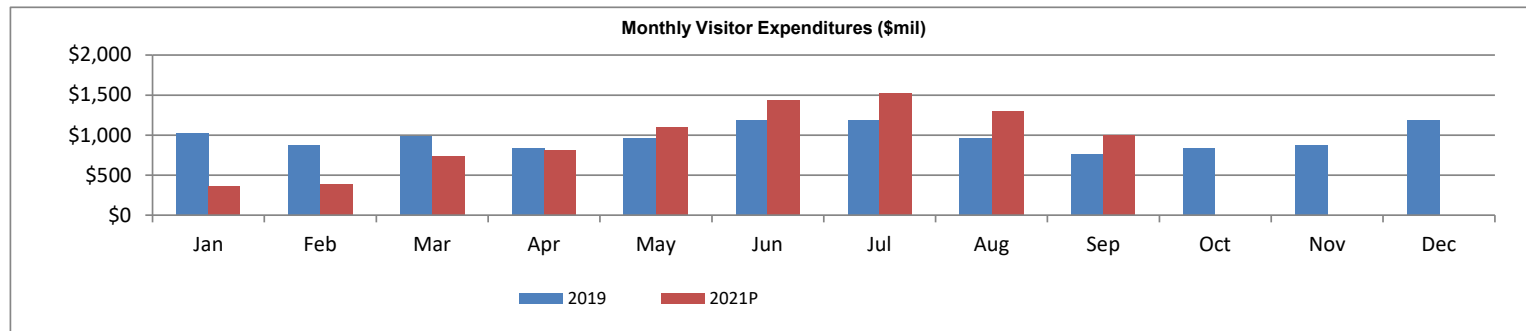
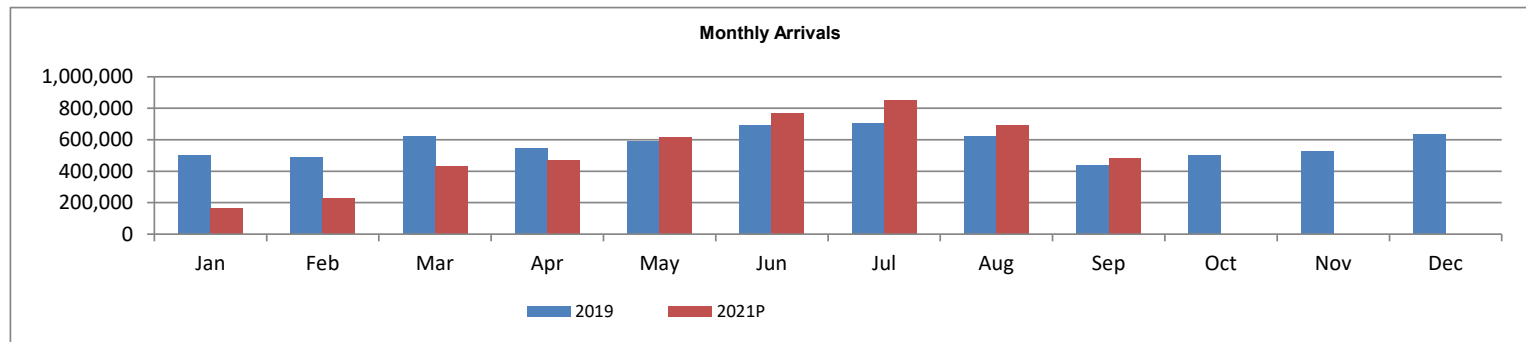
Market: **U.S. TOTAL**

Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Sep'19 YTD	Sep'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	-1.3%	8,739.8	8,628.7	11,614.9	O'ahu	-9.4%	2,289,060
Daily Spend (\$PPPD)	3.0%	187.1	192.7	387.1	Maui	-12.2%	1,629,091
Visitor Days	-4.2%	46,717,448	44,776,016	60,949,419	Moloka'i	-46.9%	17,072
Arrivals	-9.8%	5,210,250	4,701,879	6,557,214	Lāna'i	-29.1%	32,270
Daily Census	-4.2%	171,126	164,015	166,985	Kaua'i	-39.2%	524,574
Airlift (scheduled seats)^	0.5%	7,323,256	7,358,360	10,471,140	Hawai'i Island	-13.7%	813,464

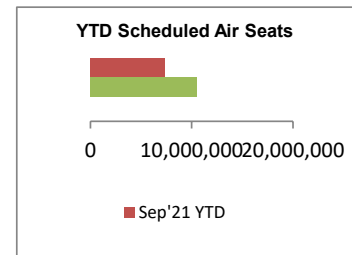
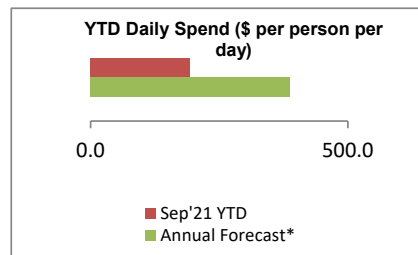
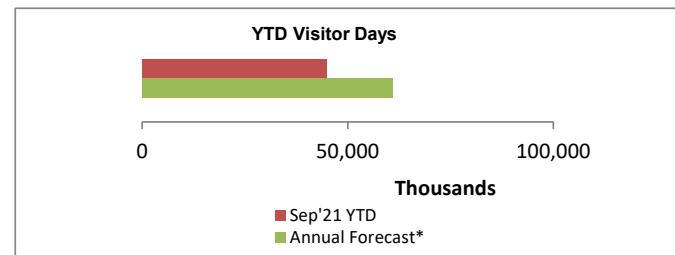
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Sep-21** Preliminary

Visitor Industry Performance Measures

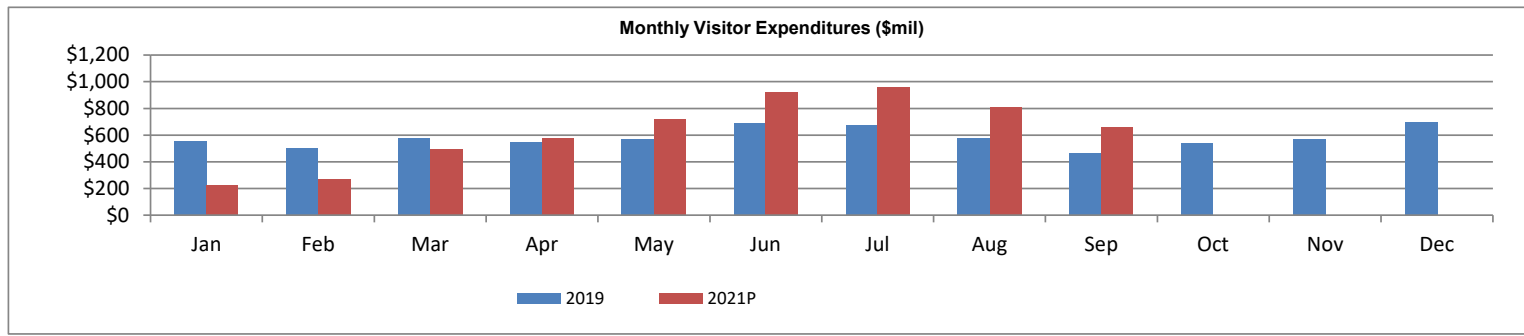
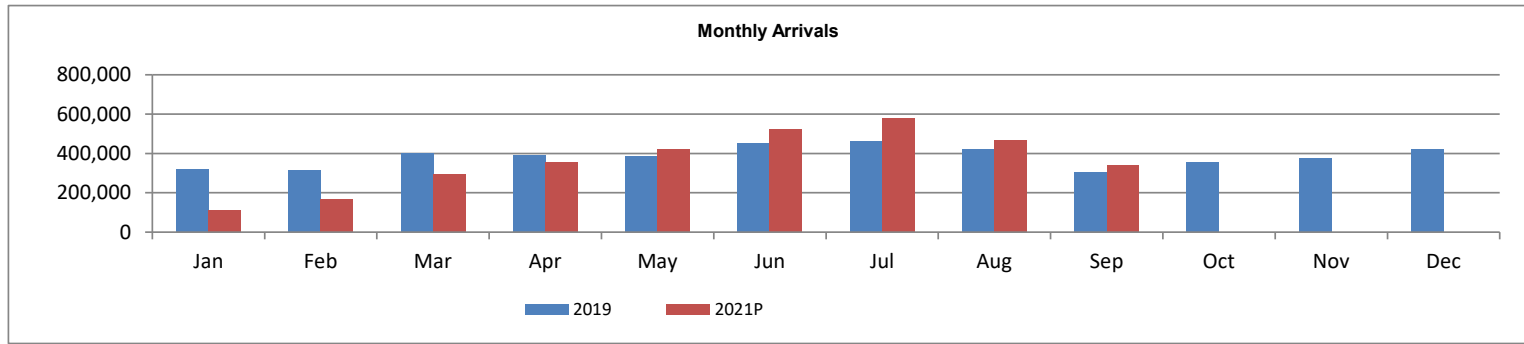
Market: **U.S. WEST**

Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Sep'19 YTD	Sep'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	9.0%	5,151.9	5,615.0	7,520.6	O'ahu	-3.3%	1,458,370
Daily Spend (\$PPPD)	8.2%	173.5	187.7	184.7	Maui	-6.2%	1,134,047
Visitor Days	0.8%	29,691,370	29,920,311	40,718,941	Moloka'i	-43.0%	10,954
Arrivals	-5.7%	3,447,548	3,252,387	4,530,046	Lāna'i	-18.9%	18,808
Daily Census	0.8%	108,760	109,598	111,559	Kaua'i	-34.0%	360,916
Airlift (scheduled seats)^	0.5%	6,413,400	6,445,488	9,197,051	Hawai'i Island	-6.4%	546,370

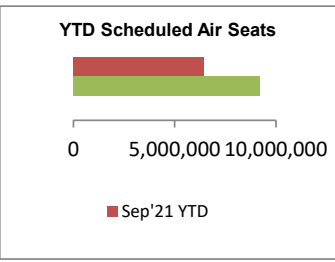
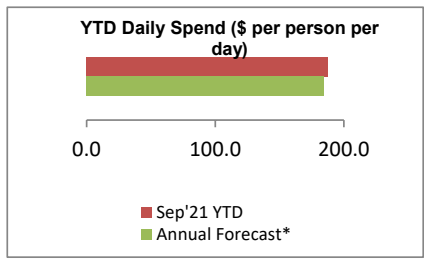
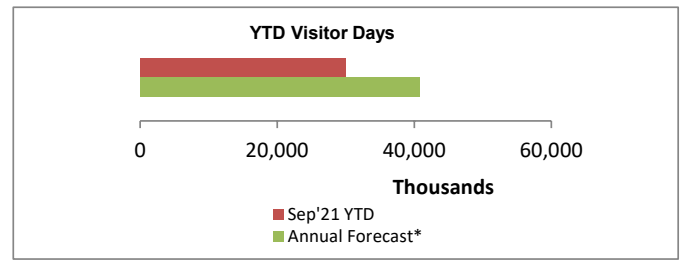
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Sep-21** Preliminary

Visitor Industry Performance Measures

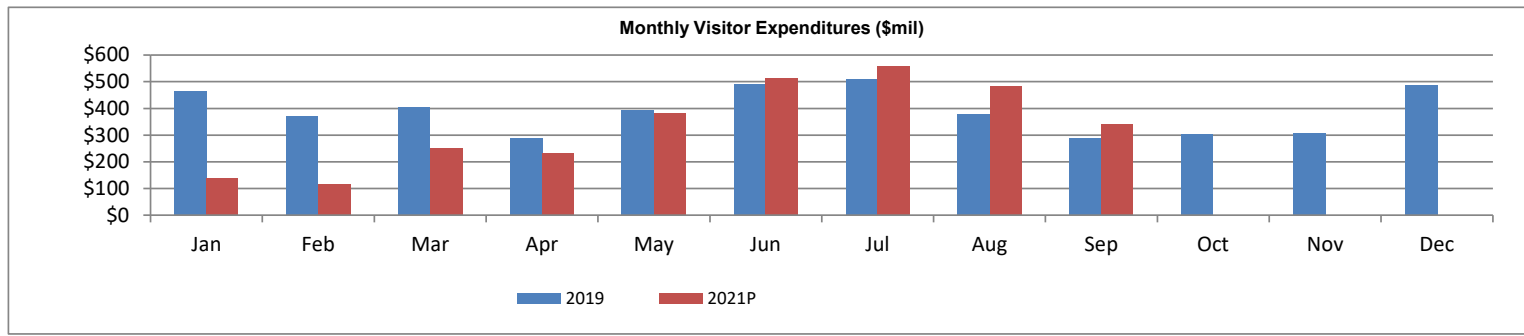
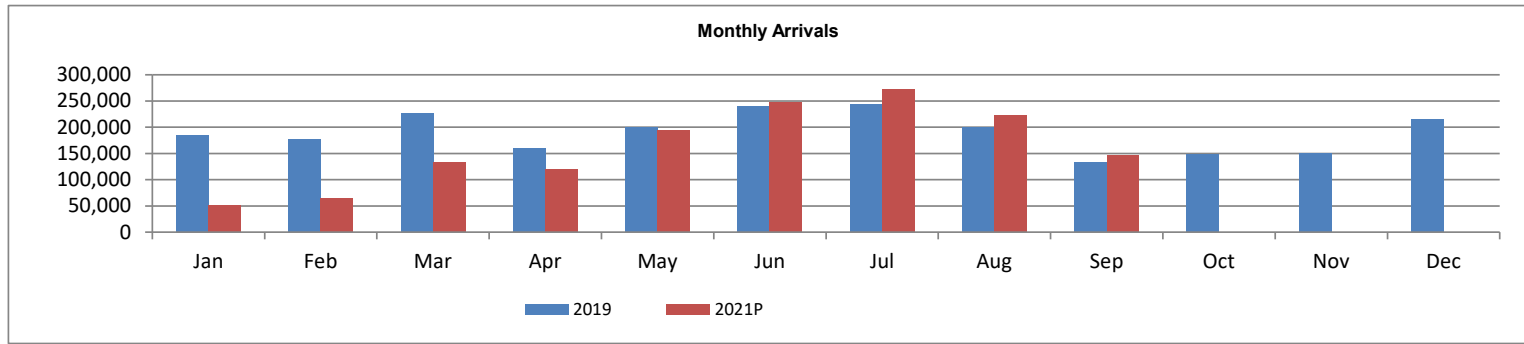
Market: **U.S. EAST**

Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Sep'19 YTD	Sep'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	-16.0%	3,587.9	3,013.6	4,094.4	O'ahu	-18.4%	830,690
Daily Spend (\$PPPD)	-3.7%	210.7	202.9	202.4	Maui	-23.4%	495,044
Visitor Days	-12.7%	17,026,078	14,855,705	20,230,478	Moloka'i	-52.8%	6,118
Arrivals	-17.8%	1,762,702	1,449,492	2,027,168	Lāna'i	-39.8%	13,462
Daily Census	-12.7%	62,367	54,417	55,426	Kaua'i	-48.1%	163,658
Airlift (scheduled seats) [^]	0.3%	909,856	912,872	1,274,089	Hawai'i Island	-25.6%	267,094

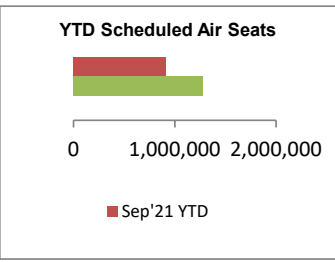
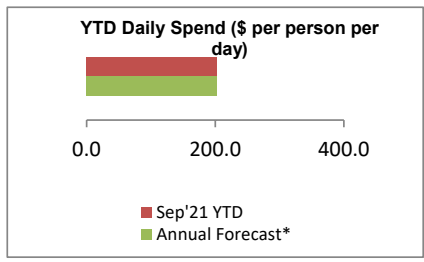
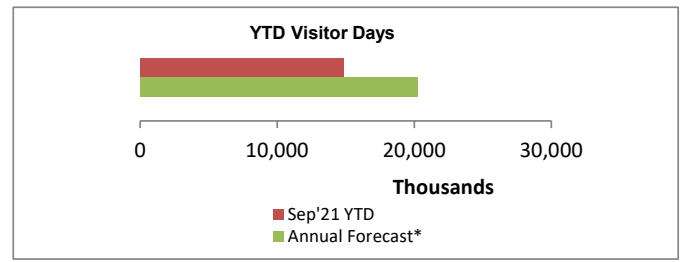
* DBEDT Annual Forecast as of Q3 2021.

[^] HTA/DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of October 20 2021, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Sep-21** Preliminary

Visitor Industry Performance Measures

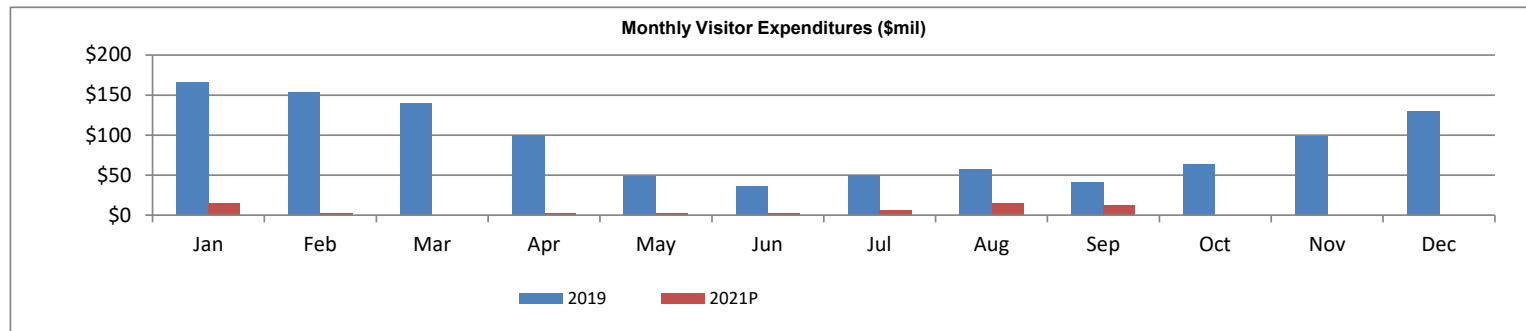
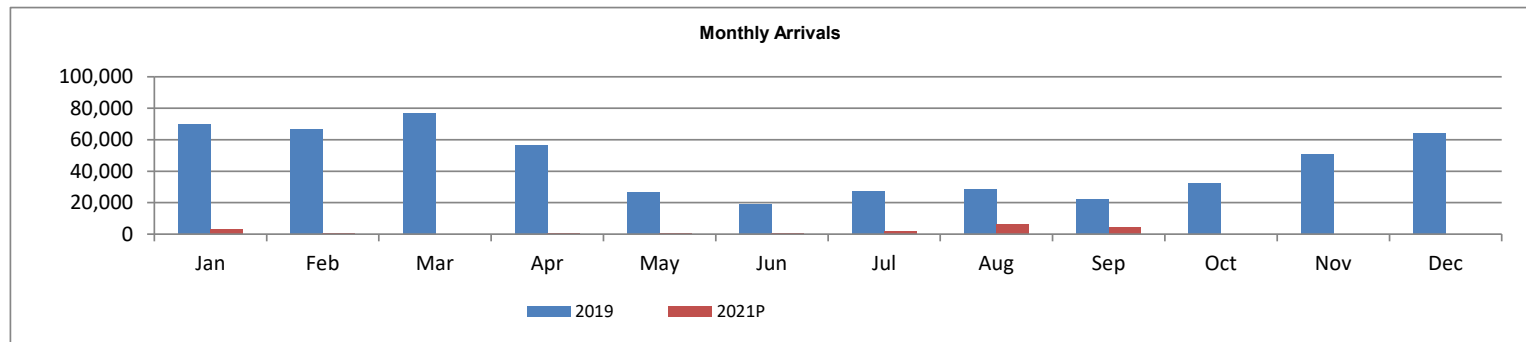
Market: **CANADA**

Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Sep'19 YTD	Sep'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	-92.8%	790.6	57.1	68.1	O'ahu	-95.2%	8,226
Daily Spend (\$PPPD)	7.4%	165.9	178.3	178.4	Mauī	#DIV/0!	8,358
Visitor Days	-93.3%	4,764,961	320,386	381,638	Moloka'i	-98.2%	66
Arrivals	-95.4%	393,074	17,913	21,126	Lāna'i	-97.2%	125
Daily Census	-93.3%	17,454	1,174	1,046	Kaua'i	-98.0%	1,137
Airlift (scheduled seats)^	-91.7%	356,885	29,676	154,855	Hawai'i Island	-96.2%	2,645

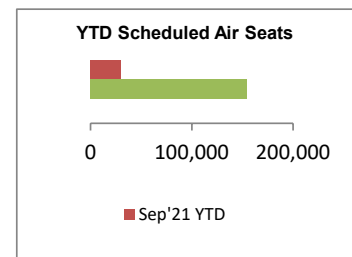
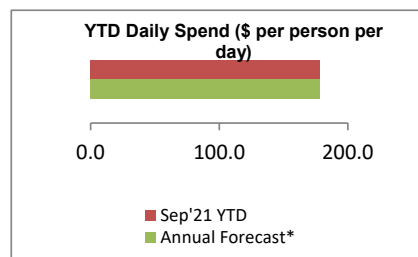
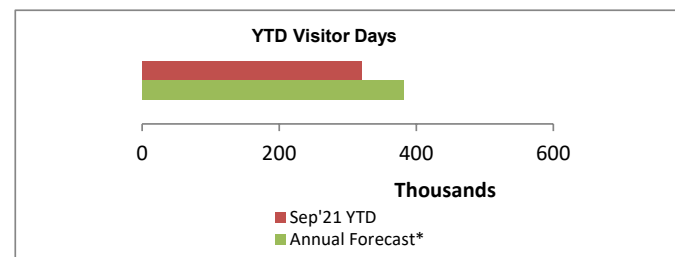
* DBEDT Annual Forecast as of Q3 2021.

^ HTA/DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of October 20 2021, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Sep-21** Preliminary

Visitor Industry Performance Measures

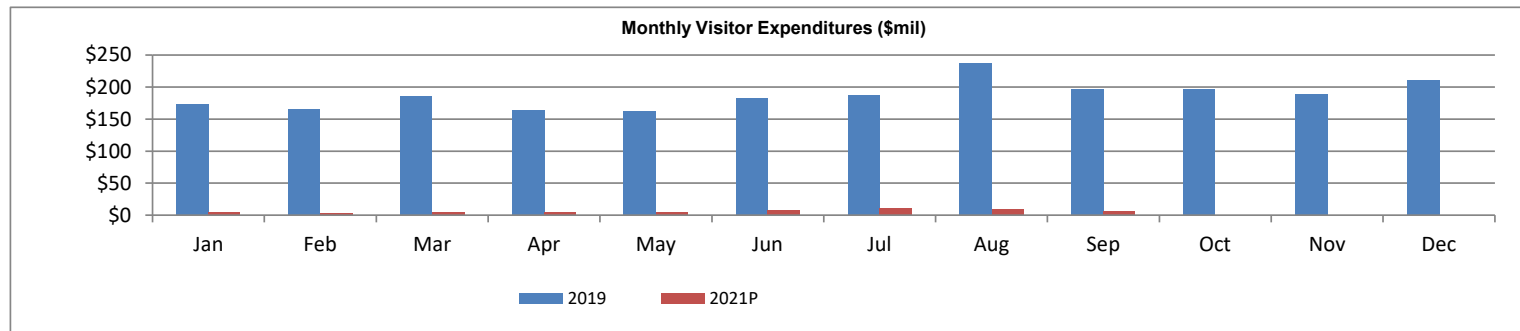
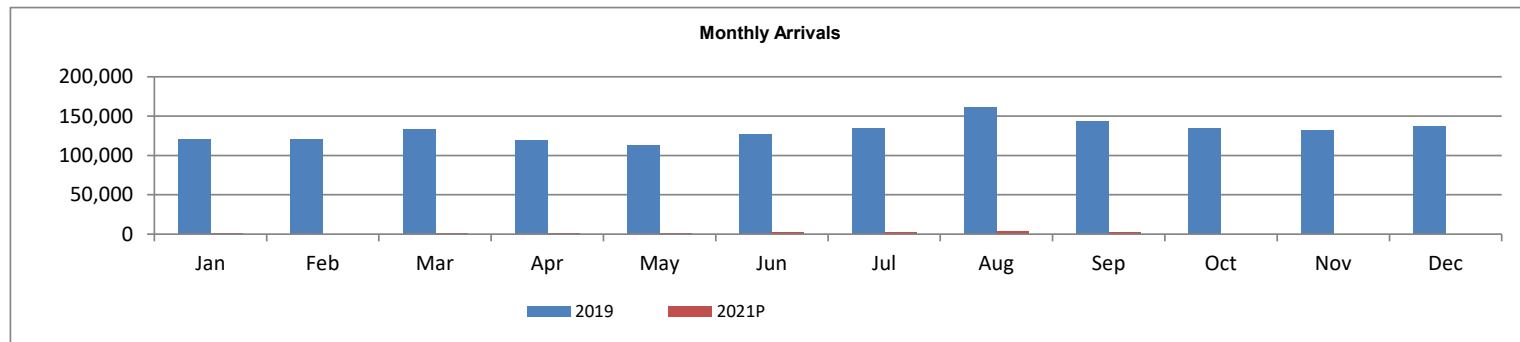
Market: **JAPAN**

Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Sep'19 YTD	Sep'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	-96.7%	1,652.4	54.6	74.2	O'ahu	-98.7%	14,433
Daily Spend (\$PPPD)	-8.8%	237.0	216.2	217.4	Mauī	-98.8%	446
Visitor Days	-96.4%	6,971,475	252,515	341,119	Moloka'i	#DIV/0!	15
Arrivals	-98.7%	1,173,477	15,040	20,633	Lāna'i	-99.2%	13
Daily Census	-96.4%	25,537	925	935	Kaua'i	-98.9%	203
Airlift (scheduled seats) [^]	-94.2%	1,498,414	87,561	170,032	Hawai'i Island	-99.6%	486

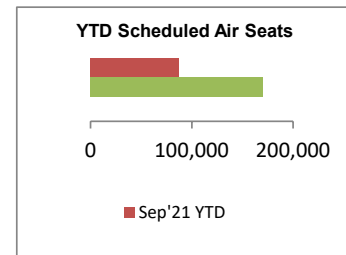
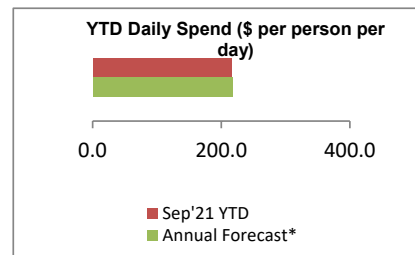
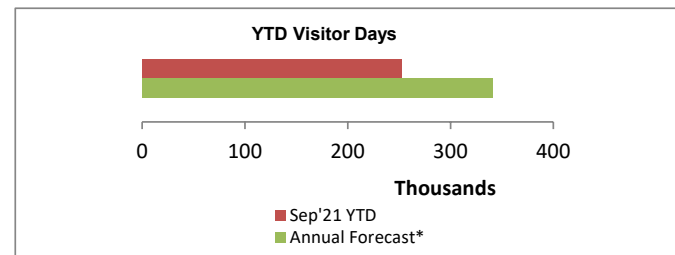
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Sep-21** Preliminary

Visitor Industry Performance Measures

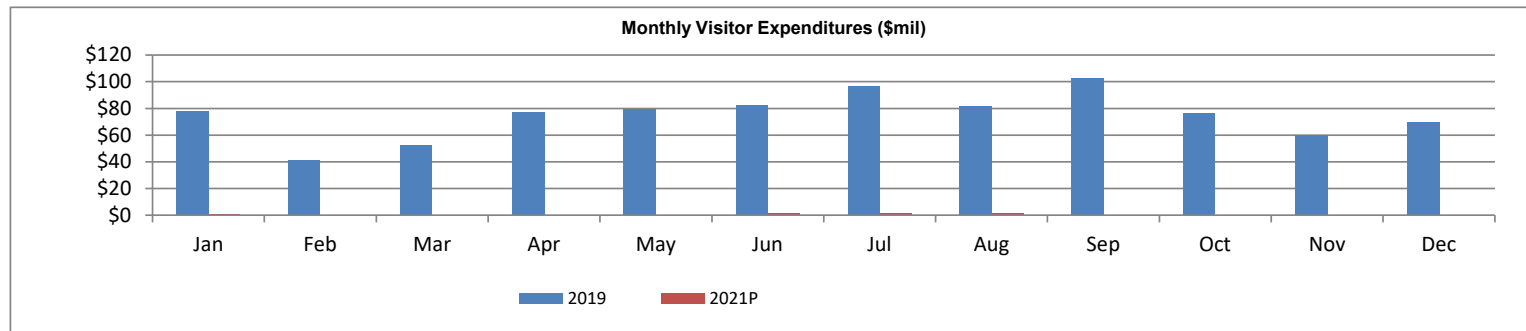
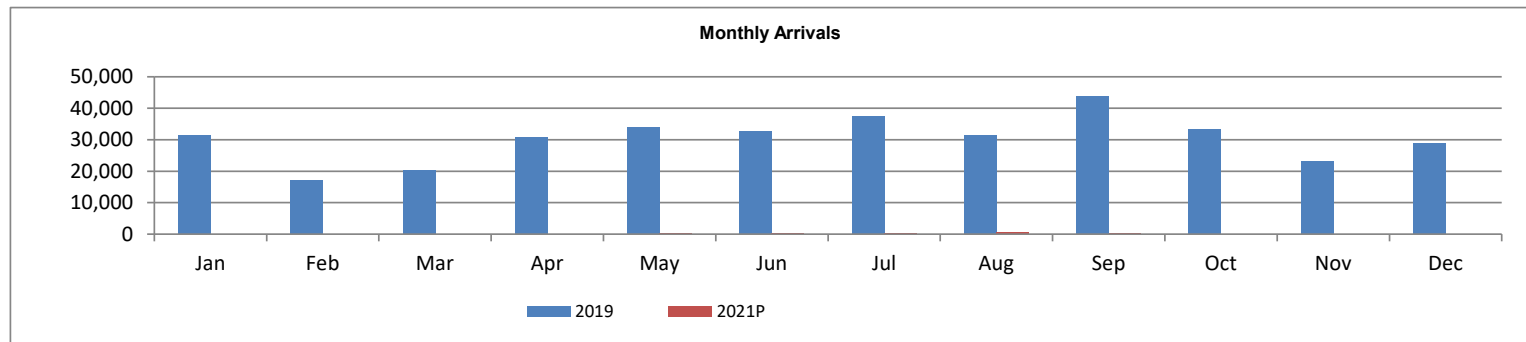
Market: **OCEANIA**

Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Sep'19 YTD	Sep'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	-99.0%	689.7	7.0	9.7	O'ahu	-99.6%	1,128
Daily Spend (\$PPPD)	-8.5%	262.4	240.1	242.1	Mau	-98.9%	535
Visitor Days	-98.9%	2,628,085	29,226	39,996	Moloka'i	-99.5%	20
Arrivals	-99.3%	278,530	1,957	2,685	Lāna'i	-99.6%	22
Daily Census	-98.9%	9,627	107	110	Kaua'i	-98.9%	287
Airlift (scheduled seats) [^]	-100.0%	376,768	0	10,141	Hawai'i Island	-99.0%	373

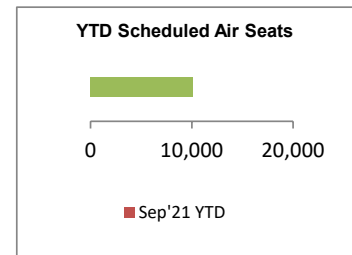
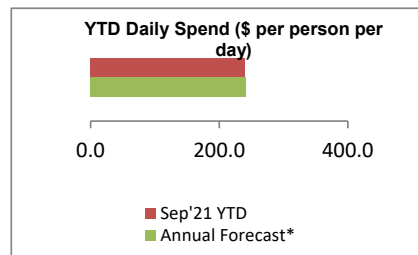
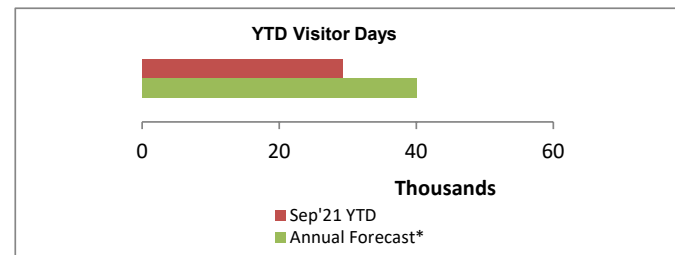
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Sep-21** Preliminary

Visitor Industry Performance Measures

Market: **EUROPE**

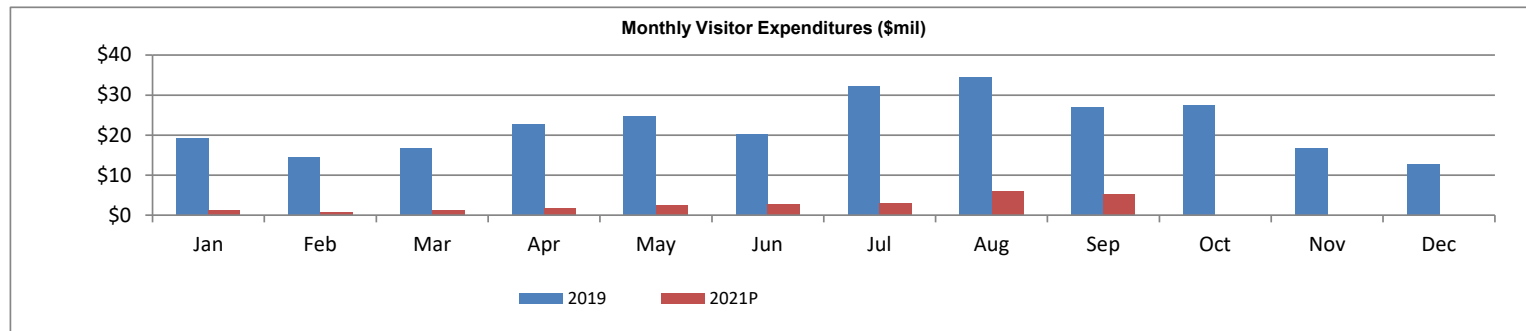
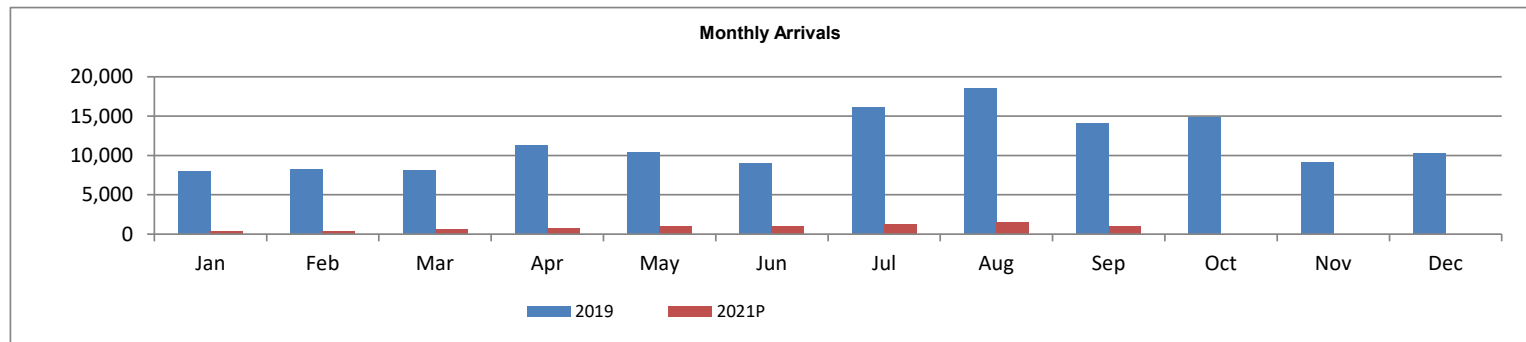
Key Performance Indicators

	YOY Rate	Sep'19 YTD	Sep'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	-88.6%	211.3	24.1	29.1	O'ahu	#DIV/0!	4,384
Daily Spend (\$PPPD)	9.4%	157.6	172.3	177.8	Mauī	-95.0%	2,319
Visitor Days	-89.6%	1,341,011	139,815	163,561	Moloka'i	-93.7%	84
Arrivals	-92.6%	103,667	7,633	10,230	Lāna'i	-93.0%	96
Daily Census	-89.6%	4,912	512	448	Kaua'i	-96.1%	1,040
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	-94.8%	1,655

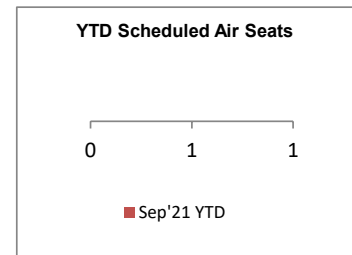
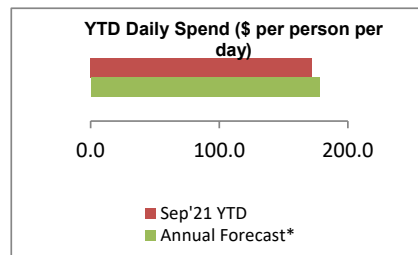
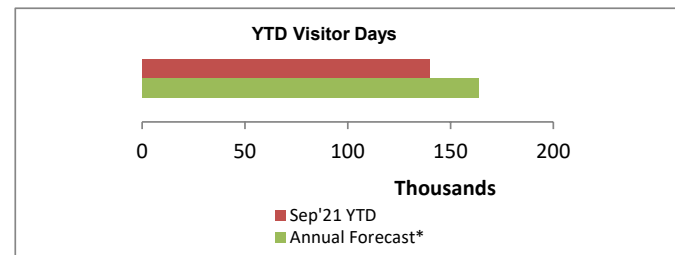
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Sep-21** Preliminary

Visitor Industry Performance Measures

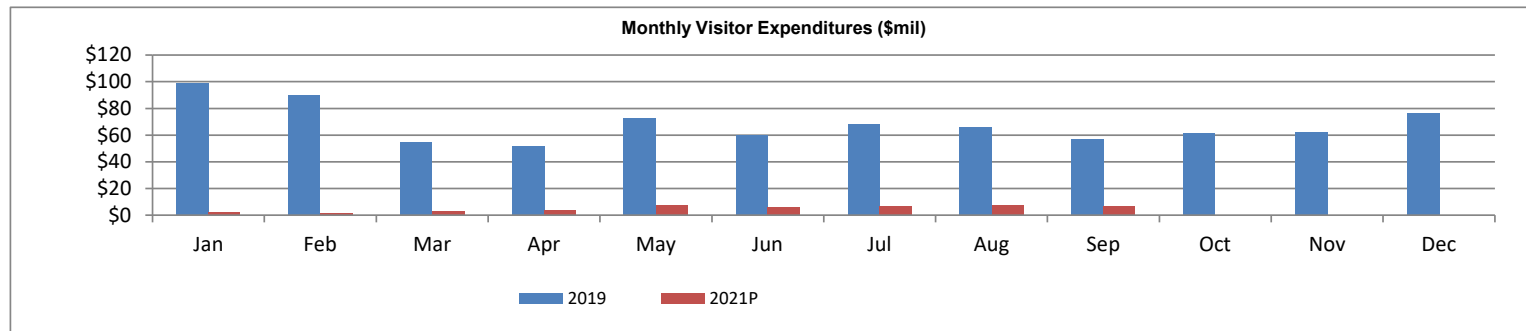
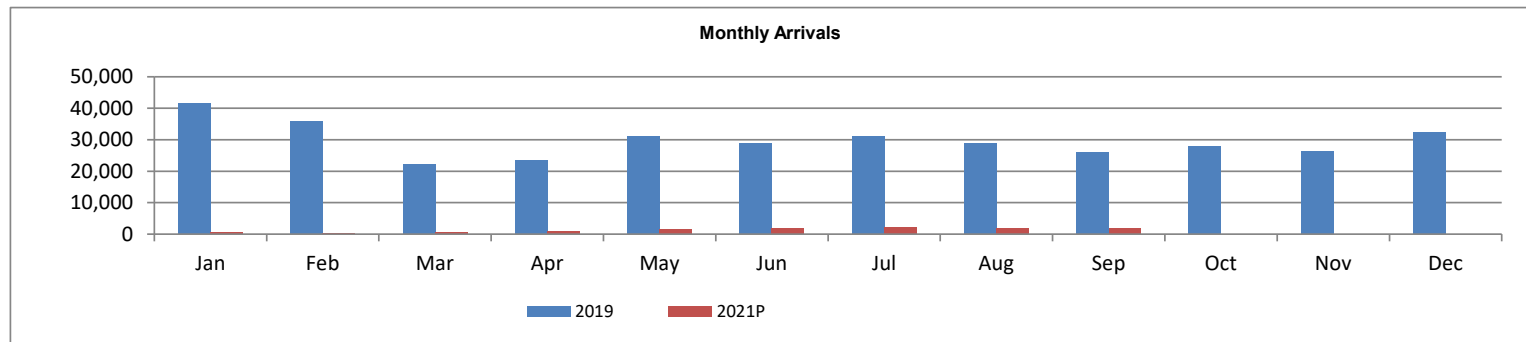
Market: **OTHER ASIA**

Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Sep'19 YTD	Sep'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	-92.7%	617.2	45.1	NA	O'ahu	-96.5%	9,272
Daily Spend (\$PPP)	-13.4%	287.9	249.3	NA	Mauī	-95.9%	1,742
Visitor Days	-91.6%	2,143,962	181,068	NA	Moloka'i	-96.9%	36
Arrivals	-95.8%	268,393	11,338	NA	Lāna'i	-93.9%	83
Daily Census	-91.6%	7,853	663	NA	Kaua'i	-92.4%	738
Airlift (scheduled seats) [^]	-95.4%	368,085	16,958	54,644	Hawai'i Island	-96.4%	1,976

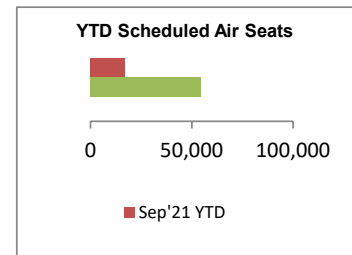
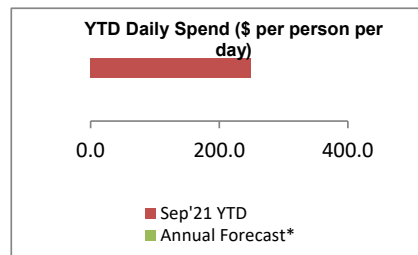
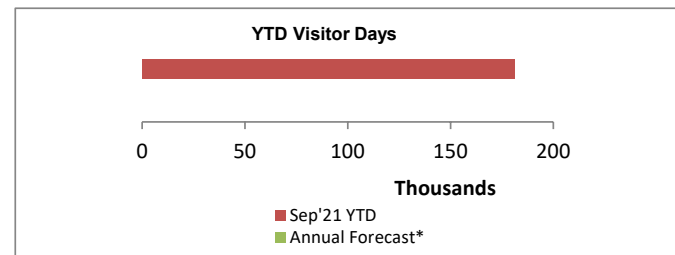
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Sep-21** Preliminary

Visitor Industry Performance Measures
Market: KOREA

Key Performance Indicators

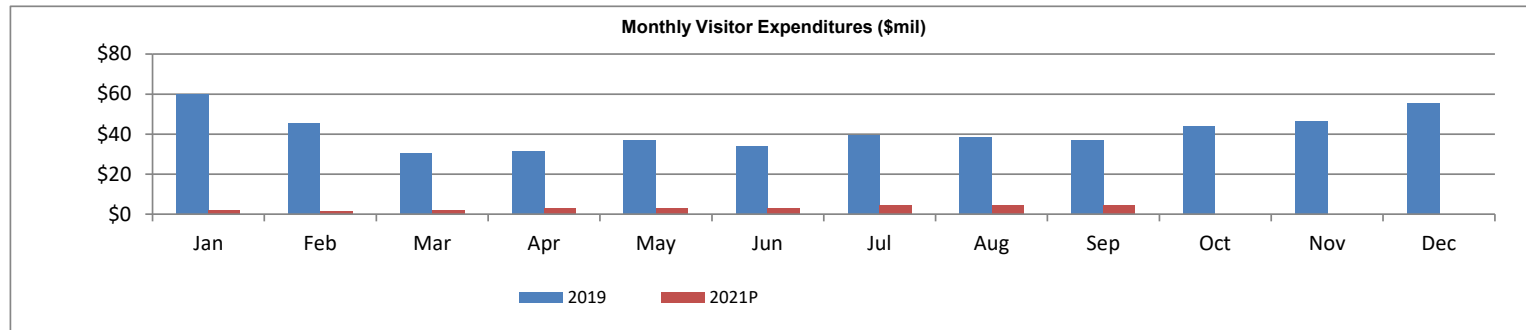
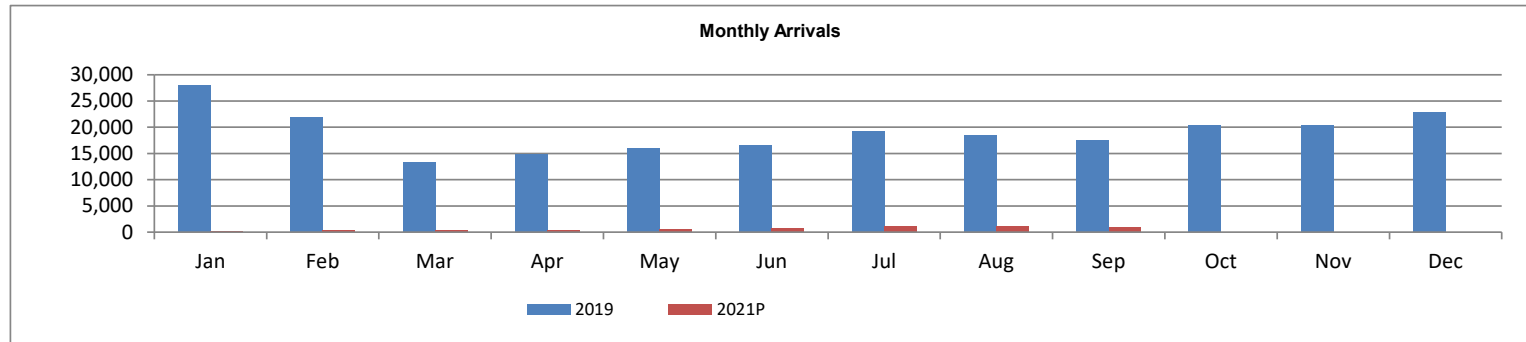
	YOY Rate	Sep'19 YTD	Sep'21 YTD	Annual Forecast*
Visitor Spending (\$mil)	-92.3%	352.2	27.1	34.9
Daily Spend (\$PPPD)	-10.3%	272.3	244.4	246.0
Visitor Days	-91.4%	1,293,565	111,007	141,877
Arrivals	-96.6%	165,690	5,597	7,146
Daily Census	-91.4%	4,738	407	389
Airlift (scheduled seats) [^]	-91.6%	244,014	20,572	54,644

	YOY Rate	YTD
O'ahu	-96.9%	4,990
Mauī	-97.7%	489
Moloka'i	-99.1%	4
Lāna'i	-97.9%	9
Kaua'i	-96.5%	183
Hawai'i Island	-97.4%	515

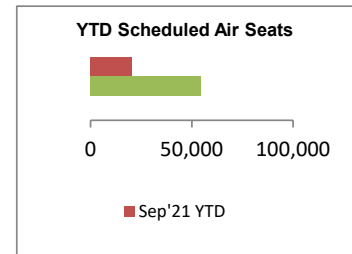
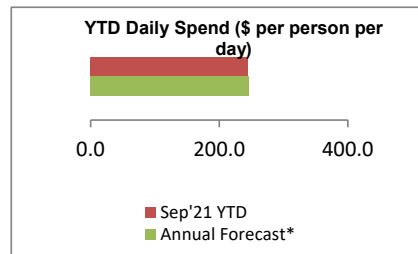
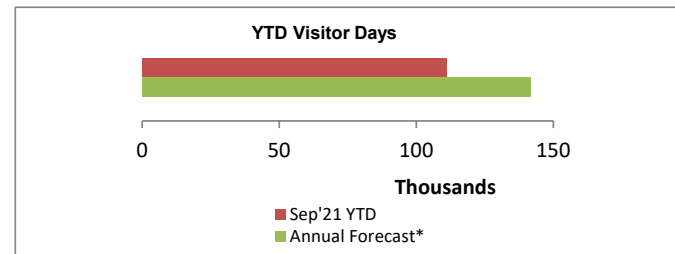
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Sep-21** Preliminary

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

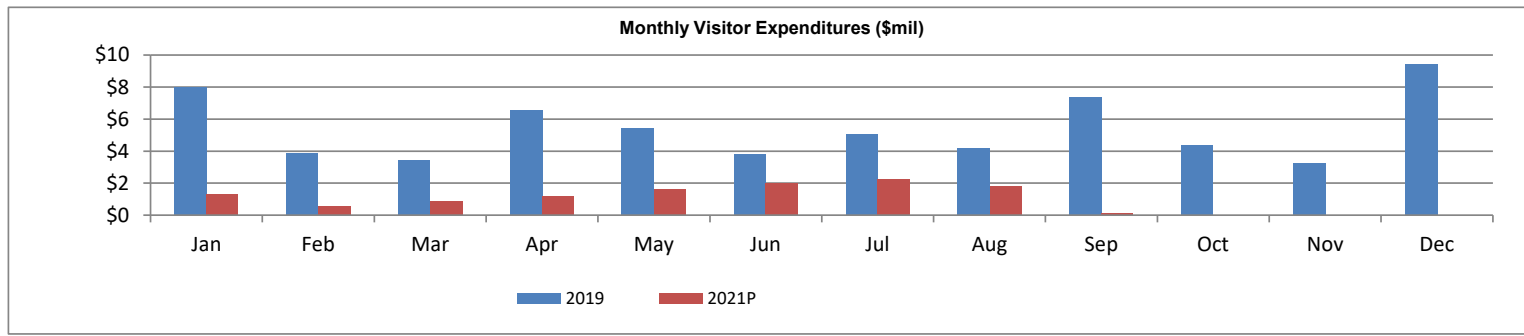
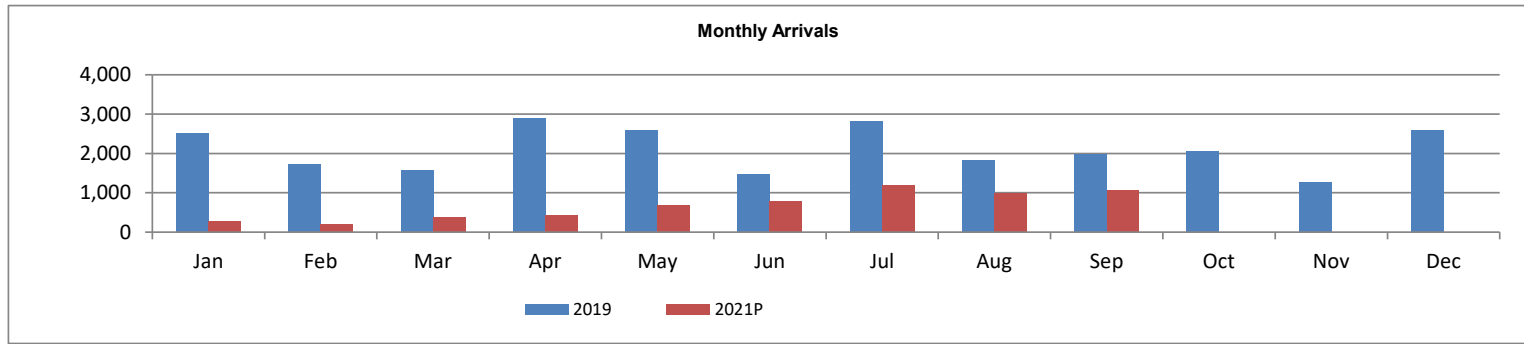
Key Performance Indicators

	YOY Rate	Sep'19 YTD	Sep'21 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	-75.6%	47.6	11.6	N/A	O'ahu	-73.3%	3,959
Daily Spend (\$PPPD)	-30.9%	232.2	160.4	N/A	Mauī	-66.0%	2,257
Visitor Days	-64.7%	205,158	72,495	N/A	Moloka'i	-73.8%	38
Arrivals	-69.2%	19,422	5,986	N/A	Lāna'i	-83.3%	66
Daily Census	-64.7%	751	266	N/A	Kaua'i	-81.5%	467
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	-69.8%	1,174

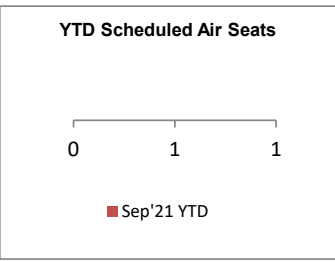
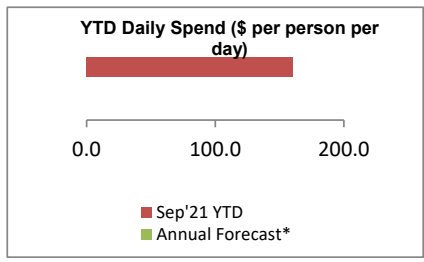
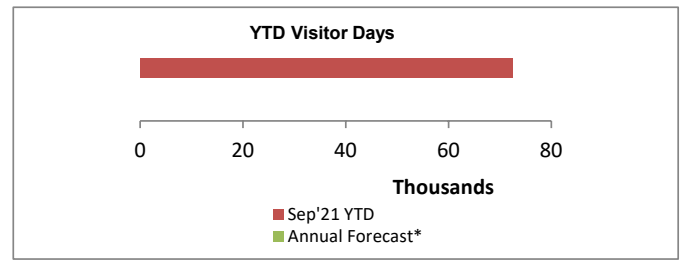
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Monthly Indicators



Annual Indicators



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13

Presentation and Discussion on the
Fiscal Year 2022 Budget
of the Hawaii Tourism Authority

Hawai'i Tourism Authority
Fiscal Year 2022 (ARPA)
Proposed Budget
(Main Budget Category)

Category		Amount
Hawaiian Culture	\$	1,090,500
Natural Resources	\$	940,000
Branding	\$	46,600,222
Sports	\$	3,827,889
Community	\$	735,500
Planning	\$	2,005,200
Research	\$	60,000
Safety and Security	\$	1,100,000
Administrative	\$	2,178,889
Govt/Organization Wide	\$	1,461,800
Total	\$	60,000,000

Program Code	SPP	Budget Category	Program Title	FY 2020 Budget	FY 2021 Original Budget	FY2021 Reallocated Budget	FY21 ENC/Budget Used (a/o 7/1/21)	Board Resolution and TAT Restart Funds Encumbered	FY2022 Proposed Budget (October 2021)	Variance (Proposed FY22 vs FY21 Reallocated)	TRP Key Priority	HRS Reference	Method of Acquisition	Description	Past Performance & Data	Expected Future Benefits	Notes (includes examples of projects)
200	2	Perpetuating Hawaiian Culture	Hawaiian Culture Programs - Unallocated	\$6,780,000	\$0	\$0	\$0	\$0	\$0	\$0	N/A	N/A	N/A	Budget reduced due to pandemic. The items that were grouped in this category in FY20 are detailed below for FY21.	N/A	N/A	The items that were grouped in this category in FY20 are detailed below for FY22
201	2	Perpetuating Hawaiian Culture	Kūkulu Ola: Living Hawaiian Cultural Program	\$0	\$3,059,781	\$1,751,900	\$1,751,900	\$1,750,000	\$0	-\$1,751,900	1,3,4,5,6	§2018-3(20) §2018-7(b)(5)(C)	N/A	Support for community initiated projects that preserve the Native Hawaiian culture into the future. Funding will be awarded through an RFP process to support community projects that align with the HTA Strategic Plan to support long term cultural preservation efforts that enhance, strengthen, and perpetuate Hawaiian culture.	FY21 performance data is not available FY20 performance data includes 34 Projects. These contracts were reduced at HTA's discretion to 50% of the original contract value in an effort to reduce our run rate as COVID began. These projects are implemented on a calendar year basis. Project deliverables and key performance indicators were adjusted accordingly on a per project basis. Contractors were also instructed to implement their projects in accordance with all applicable laws and emergency orders at the time. Capacity building workshops were conducted on all major islands including grant writing workshops, org capacity building, project management, diversifying sponsorships. Communications campaign to promote the program. 2020 Kūkulu Ola: Hawai'i County (7, \$137,500) Maui County (5, \$87,500) Honolulu County (14, \$295,000) Kaua'i County (2, \$15,600) Statewide (6, \$147,500) TOTAL: 34, \$683,100.00 Select examples of programs include: Queen Lili'uokalani Keiki Hula, Mākau Mo'omeheu, I Le' a ka Hula, and many others.	Support of community initiated programs identified in the DMAPs as well as those programmatic actions called for in the HTA strategic plan. These programs should support the perpetuation of Hawaiian cultural knowledge, assets and world view. These programs should also work to differentiation Bridging Hawaiian community with the visitor industry.	CON 201227 S1: 45th Annual Queen Lili'uokalani Keiki Hula Competition - Due to impacts from COVID-19, the 45th Annual event will be a hō'ike (showcase) over 3-5 celebrating the 45 year history of Keiki Hula. It will be aired nightly on KFVE and online. We anticipate at least 500,000 viewers. All halau (20+) have confirmed the participation. This project's proposed Key Performance Indicators include: 1) 20 soloists participating, 2) 20 group halau participating, 3) 100,000 social media views, 4) 95% of participants/viewers are satisfied, 5) 95% of participants are likely to return to the project in the future, 6) 300,000 on-island residents participating/viewing the 2020 Keiki Hula Hō'ike, 7) 300,000 neighbor-island residents viewing the project. CON 20143 S1: Mākau Mo'omeheu - the series provides cultural competency training across the Hawaiian Islands for professionals and volunteers working in Hawaii's heritage sector. More specifically, our goal is to equip participants with the knowledge and skill to better understand and respectfully interpret Native Hawaiian culture through consultation and collaboration with cultural practitioners and knowledge holders. This project's final Key Performance Indicators include: 1) 292 on-island residents registered and/or participated in the project, 2) 116 neighbor island registrants, 3) 5538 US registrants, 4) 969 international registrants, 5) 7 Cultural Competence Workshops Held, 6) 19 Cultural Practitioners Engaged, 7) 1401 total participants, 8) 96.65% of participants felt a stronger appreciation for Hawaiian culture, 9) 96.20% of participants felt their knowledge was increased, 10) 99.40% of participants felt their learning would have an impact on their work.
202	2	Perpetuating Hawaiian Culture	Hawaiian Culture Initiative	\$0	\$950,000	\$833,149	\$833,149	\$827,620	\$0	-\$833,149	1,3,4,5,6	§2018-3(22) §2018-7(b)(5)(A) §2018-7(b)(5)(C)	N/A	In accordance with HRS 2018, HTA's Strategic Plan and collective ambition to integrate authentic cultural practices into the visitor industry to perpetuate Hawaii's unique cultural heritage. Programs supported under this area will provide structural change in the industry to increase the authenticity and frequency of Hawaiian culture in the visitor industry. These programs will also help to bridge the visitor industry and the Hawaiian community. Examples of programs are the Native Hawaiian Hospitality Association, Hawaiian Language projects, support for various community and other state agency projects that support the continued integration of Hawaiian culture and the visitor industry and other similar programs.	FY20 performance data includes CON 18200 S1 Native Hawaiian Hospitality Association (NaHHA) \$445,000. Areas of growth for NaHHA include re-framing mission objectives to support those that have been identified in the HTA strategic plan and DMAP. The following is a short recap of outcomes from the major objectives in the 2019 S1 contract: (A) Assisting the State in developing the cultural tourism tracks by providing speakers, organization and logistics, staffing and executing cultural sessions for GTS with guidance and collaboration from HTA's Director of Hawaiian Cultural Affairs: NaHHA was responsible for the planning and implementation of Cultural FAM Huaka'i, two cultural tracks, the opening protocol for the event, entertainment for the Aloha Reception and the Legacy Luncheon. The event took place 11/17-11/19, 2019 at the Hilton Waikoloa Village on Hawaii's Island. (A) Entrepreneur Development Workshops - conducted in each county twice annually. NaHHA was set to execute Round #1 of the Entrepreneurial Development workshops in late January/February of 2020 and Round #2 in May/June of 2020. Due to COVID19 actual dates & locations of workshops are tentative. (B) NaHHA provides Waikiki Historic Trail cultural and historical education about Waikiki for the general public. Throughout the months of November & December NaHHA engaged roughly 48 participants.	Long term partnerships with organizations that align with HTA's strategic plan who will have a direct impact in bridging the Hawaiian community and the visitor industry.	From July 1, 2020 to June 30, 2021 NaHHA has placed various cultural training curriculums in front of 4,219 participants, triple last year's numbers for the entire Fiscal Year (1,222 participants in FY2019/2020) and the largest number of participants to date. On Feb. 21st, NaHHA participated in the Tourism Day at the Capitol in collaboration with HLTA and continues to participate in various vendor booths focused on increasing cultural knowledge. contractor: Native Hawaiian Hospitality Association (NaHHA) contract expiration date: 6/30/2022 (1yr option remaining)
203	2	Perpetuating Hawaiian Culture	Ma'ema'e Program	\$0	\$15,000	\$0	\$0	\$0	\$50,000	\$50,000	1,4,5,6	§2018-7(b)(5)(A)	PO	To support cultural elements of HTA's brand management (marketing) activities. This area assures that HTA is promoting Hawaii's in a way that is consistent with our brand identity. It includes educational programs for HTA contractors, media and travel trade in all markets to assure that Hawaii's is being promoted in a way that is consistent with our Hawaiian Islands brand.	2017: Ma'ema'e training classes to media and Travel trade partners and agents in: Germany, Switzerland, United Kingdom, Canada, USA, Hong Kong, China and Malaysia. Representatives from all GMTs attended sessions in September 2017 and March 2018. Program trains thousands annually in Hawaiian Culture and language to further the accuracy and authenticity seen in our branding and marketing world wide. This program is a pillar of our strategy to place Hawaiian culture in everything that we do at the HTA. Travel Trade Trained: All key GMT staff from all 10 markets received multiple trainings year. Numerous travel trade also trained under this program FY21 performance data is not available	Overall cultural awareness, sensitivity and consistency with the Hawaiian Island's brand in all marketing and promotional activities. Develop lasting relationships with the Hawaiian Islands and loyalty with the destination	N/A
204	2	Perpetuating Hawaiian Culture	Market Support	\$0	\$20,000	\$0	\$0	\$0	\$50,000	\$50,000	1,3,4,5,6	§2018-7(b)(5)(A)	PO	Providing for cultural representation in the markets for trade shows, missions, promotional events and other activities that showcase Hawaii's unique people, place and culture. This is a key pillar to our strategy to incorporate Hawaiian culture in all we do.	FY20 2018 Korea Mission 2018 Hong Kong Mission 2018 China Mission 2017 Aloha Europe Mission 2017 Scoot Launch and other various market activations. Hula aauana and Hula kahiko performances in various countries with hundreds of performances ranging from 10 minutes to 40 minutes each. With performances, for media, travel trade and trade shows. This also include lei making demonstrations and other cultural hands on learning experiences for participants FY21 performance data is not available	Authentic representation of Hawaii's in international markets. Entertainers/musicians and practitioners representing Hawaii, carrying the brand message in these developing markets. Develop lasting relationships with the Hawaiian Islands and loyalty with the destination	N/A
205	2	Perpetuating Hawaiian Culture	Aloha Festivals	\$0	\$0	\$0	\$0	\$0	\$0	\$0	1,4,5,6	§2018-3(a)(20) §2018-7(a)(3) §2018-7(b)(5)(C)	N/A	Aloha Festivals is a Hawaiian cultural event that showcases Hawaii's music, dance, history and traditions in the fall of each year. This event is held statewide and includes events such as the Royal Court Investiture, a Ho'olaule'a, the Aloha Festivals signature parade as well as the opening ceremonies. HTA will focus on working with event organizers to organize a statewide brand to build a premier statewide Hawaiian cultural event.	FY20 performance date is not available since the contract was canceled due to budget constraints arising from COVID-19 and the Governor's Sixth Emergency Proclamation in April 2020. FY20 expenditures were reimbursed for the planning of the Aloha Festivals as follows: Oahu - \$24,729.01 Maui - \$2,562.49 Hawaii Island - \$0.00 FY19 Total Attendees: 12,931 Visitors: 8,017 Economic Impact: \$844,987 direct expenditures Tourist Advocacy: 82% of visitors will recommend visiting Hawaii Event Satisfaction: 8.4 out of 10 Community Impact: 84% believe using tax funds to assist funding the Aloha Festivals is reasonable	Attendance Economic Impact Media Value Exposure Satisfaction	N/A

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206	2	Perpetuating Hawaiian Culture	Kāheha Program - Harbors	\$0	\$0	\$111,036	\$111,036	\$110,000	\$0	-\$11,036	1,4,5,6	\$2018-7(b)(5)(A)	N/A	Continue to create a sense of place through programs that highlight the host culture at Hawai'i cruise ship piers. This is accomplished through incorporation of the Hawaiian language, Hawaiian cultural content, greeting programs that share Hawaiian music and hula at the entry and exit points to the State, and other educational programs to enhance the arrival experience for visitors. Also to execute improvements to the entertainment area and upgrading of signage and decor, as well as pursuance of harbor access cards for volunteers and entertainers, all with which is to enhance the arrival experience of Hawai'i's visitors to the harbors.	FY21 performance data is not available FY20 performance data is not available since the contract was canceled due to budget constraints arising from COVID-19 and the Governor's Sixth Emergency Proclamation in April 2020. FY20 expenditures were reimbursed for the implementation of the program as follows: Hilo Harbor- \$0.00 Lahaina Harbor- \$0.00 Nawiliwili Harbor- \$1,316.32 Kona Harbor- \$7,863.70 FY19 Estimated Harbor greetings for Nawiliwili, Lahaina, Kona, and Hilo. Nawiliwili: 223,042 passengers greeted Lahaina: 122,969 passengers greeted Kona: 158,192 passengers greeted Hilo: 241,097 passengers greeted	Visitor Satisfaction Hawaiian Sense of Place Perpetuating Hawaiian culture	N/A
207	2	Perpetuating Hawaiian Culture	Kāheha Program - Airport	\$0	\$0	\$534,869	\$534,828	\$534,828	\$0	-\$54,869	1,4,5,6	\$2018-7(b)(5)(A)	N/A	Continue to create a sense of place through programs that highlight the host culture at Hawai'i airports. This is accomplished through incorporation of the Hawaiian language, Hawaiian cultural content, greeting programs that share Hawaiian music and hula at the entry and exit points to the State, and other educational programs to enhance the pre- and post-arrival experience for visitors. Continued work on providing Hawaiian language greeting, signage, arrival information, and increased safety information. Also support for a pilot program of enhanced VIP ambassadors who can educate visitors of local COVID protocols.	FY21 performance data is not available FY20 performance data is not available FY19 Hawaiian music and hula at all major airports. Honolulu: 312 performances (6 per week). Hilo: 104 performances (2 per week). Kona: 104 performances (2 per week). Lihue: 104 performances (2 per week). Kahului: 208 performances (3 per week). Support for inaugural flights and new routes. New Program: Airports (HNL, KOA, LIH, OGG) Ocean Safety PSAs starting on July 1, 2018	Increased Visitor safety education Visitor Satisfaction Hawaiian Sense of Place Perpetuating Hawaiian culture	N/A
208	2	Perpetuating Hawaiian Culture	Center for Hawaiian Music & Dance	\$1,000,000	\$0	\$5,948,568	\$5,948,568	\$5,948,568	\$0	-\$5,948,568	1,4,5,6	\$2018-3(a)(20) \$2018-7(a)(3) \$2018-7(b)(5)(C) \$237D-6.5(b)(3)(8)(i)	N/A	Budget reduced due to pandemic. The CHMD allocation is to explore the development of a virtual concept that would make Hawaiian music, dance, related histories and cultural storytelling available to the world on-line. Essentially, this approach takes HMDC into the digital world and would complement a "torix and mortar" concept - as envisioned, originally (location and final concept: TBD).	No past performance data is available. No expenditures have been made to this program since 2016	A virtual Center for Hawaiian Music and Dance (CHMD) to create mixed space, contribute to cultural preservation and enhance resident/visitor experiences.	Remaining balance of funds set aside for the CHMD (after taking out the \$250,000): \$5,948,568.
209	2	Perpetuating Hawaiian Culture	Hawaiian Navigation (Formerly Hōkūle'a Voyage)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	1,4,5,6	\$2018-7(b)(5)(C)	N/A	Support of Hawaiian navigation programs statewide and the planned Moananuiākea Voyage. The program also will support marketing opportunities to promote Hawai'i in the counties that the canoe ports.	New program, no past performance data is available. FY17 Funds were provided to support the Polynesian Voyaging Society and the Homecoming of Hōkūle'a from the world wide Mālama Honua voyage.	Polynesian Voyaging Society, Nā'Ohana Wa'a and other voyaging organizations with projects that perpetuate traditional Hawaiian voyaging. Emphasis will be placed on sailing and outreach in port calls in source markets.	N/A
210	2	Perpetuating Hawaiian Culture	King Kamehameha Celebration	\$0	\$0	\$0	\$0	\$0	\$0	\$0	1,4,5,6	\$2018-3(a)(20) \$2018-7(a)(3) \$2018-7(b)(5)(C)	N/A	June 11th of each year was designated a public holiday to honor the memory of Kamehameha the Great, who united all of the Hawaiian Islands. Events include a Kamehameha Day parade, arts and crafts displays and a lei draping ceremony. Events are held across the state. Development of a program with DOE to heighten awareness of the historic significance at the elementary and middle school levels statewide.	FY21 performance data is not available since the program was eliminated due to budget constraints arising from COVID-19 and the Governor's Sixth Emergency Proclamation in April 2020. FY20 performance data is not available since the contract was canceled due to budget constraints and cancellations made in response to concerns around COVID-19 (novel coronavirus). Expenditures totaling \$7,957.56 were reimbursed for the planning of the events. FY19 Deliverables not completed on time. Smaller events are not self-sustaining. Suggestion to have larger organization to lead/coordinate. Total all Islands: Attendance = 42,000 Visitor to Resident % mix: 22 % Visitors, 78% Residents	Attendance Economic Impact Media Value Exposure Satisfaction	N/A
211	2	Perpetuating Hawaiian Culture	Prince Lot Hula Festival	\$0	\$0	\$0	\$0	\$0	\$0	\$0	1,4,5,6	\$2018-3(a)(20) \$2018-7(a)(3) \$2018-7(b)(5)(C)	N/A	This Festival is held in honor of Prince Lot Kapuāiwa (Kamehameha V) who reigned as King of Hawai'i in the late 1800's. This event continues the tradition of hula established by Prince Lot who ensured the survival of this special art. The festival is a non-competitive hula event that takes place on an authentic hula mound at Moanalua Gardens and includes hula and many other cultural demonstrations.	FY20: CON 19196 S2, a virtual broadcast of the festival. The broadcast was aired during prime time & livestreamed globally. The show featured 11 hālau hula, performing one six-minute kahiko or 'auana hula in various settings (adhering to the strict COVID-19 guidelines & protocols) at Queen Emma Summer Palace. Cumulatively, over 163,556 Hawai'i residents 18yrs or older viewed the three broadcasts w/ 5,925 more watching the global livestream. Combined social media outreach engaged 14,881+ individuals and is estimated to be over 1.8 million impressions.	Attendance Economic Impact Media Value Exposure Satisfaction	N/A
212	2	Perpetuating Hawaiian Culture	Merrie Monarch Hula Festival	\$0	\$0	\$100,000	\$100,000	\$0	\$0	-\$100,000	1,4,5,6	\$2018-3(a)(20) \$2018-7(a)(3) \$2018-7(b)(5)(C)	N/A	The Merrie Monarch Festival is a week-long cultural festival that takes place annually on the island of Hawai'i. It honors King David Kalākaua who was called the "Merrie Monarch" for his patronage of the arts and is credited for restoring many Hawai'i cultural traditions during his reign, including hula. Many hālau hula (hula schools), including some from the U.S. mainland and Japan, attend the festival each year to participate in the festival exhibitions and competitions, which are considered the most prestigious of all hula contests.	FY21: CON to be executed to support the 2021 Merrie Monarch Festival to now be held in June 2021 without an audience. FY20: The objectives of the 2020 contract were not met due to the voluntary cancellation of the event, and subsequent cancellation of the contract by HTA. This cancellation was made in response to concerns around COVID-19. Expenditures totaling \$70,597.47 were reimbursed for the planning of the event. FY19: CON 19149 S1: Merrie Monarch Festival 2019. The objectives have been met with the successful implementation of the Merrie Monarch Festival (4/25/2019-4/27/2019), Miss Aloha Hula (4/25/2019), hula kahiko(4/26/2019), hula 'auana & wāds (4/26/2019), Merrie Monarch Parade (4/27/2019) and the entertainment at the Grand Naniloa Hotel (4/26/2019). The festival exceeds the Hawai'i Tourism Authority's objectives for this program by creating a venue through which Hawaiian language, culture, practices, art forms, and hula are perpetuated and celebrated. This project's final key performance indicators included: 1)Television coverage: 3 nights consecutive Live Local Television Broadcast of the Festival Hula Competition on KFVE TV, as well as 1 night pre-competition magazine, 2 hours LIVE special on 1 Hawai'i broadcast, and world live-stream. Expenditure focus was on Tourist industry vendors and the Hawaiian Secondary Audio Program (SAP), a first in Hawai'i enabled by the Festival for the past six years. 2) Social Media coverage: 3 month consecutive media campaign on several platforms including the Festival website, merriemonarch.com (160,000 users), the Festival Facebook page (over 115,000 subscribers), and successful YouTube Channel (more than 10,000 Subscribers). Total minute views exceed 2,000,000. 3) Festival Media Archive: Archivist entity, 'Ulu'ulu, to archive and preserve footage from all recorded years available, as this will ensure the continuity of the hula and preserve and protect it for future generations. The archiving work is in progress and will continue through June 2022.	Attendance Economic Impact Media Value Exposure Satisfaction	The 58th Annual Merrie Monarch Festival Hula Competition was held and recorded at the Edith Kanaka'ole Stadium in Hilo, Hawai'i on June 24-26, 2021 and broadcasted the following week on July 1-2, 2021. In conjunction with producers from Pilina First, LLP (PF) and broadcaster, Hawai'i News Now (HNN), the event was broadcasted on television in Hawai'i and simultaneously streamed worldwide online. contractor: The Merrie Monarch Festival contract expiration date: 12/31/2021

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213	2	Perpetuating Hawaiian Culture	Prince Kūhiō Celebration	\$0	\$0	\$0	\$0	\$0	\$0	\$0	1,4,5,6	§201B-3(a)(20) §201B-7(a)(3) §201B-7(b)(5)(C)	N/A	During the month of March, the Association of Hawaiian Civic Clubs honors its founder, Prince Jonah Kūhiō Kalaniana'ōle. As Hawaii's congressional delegate Prince Kūhiō also established the Hawaiian Homes and the Hawaii National Parks. The month long celebration includes parades, lū'au, holo'kū balls, chorale concerts, commemorative ceremonies and Hawaiian music performances. Events will be held on Oahu, Maui, Kauai and Hawaii Island.	FY21 performance data is not available since the program was eliminated due to budget constraints arising from COVID-19 and the Governor's Sixth Emergency Proclamation in April 2020. FY20: The objectives of this contract were not met due to the voluntary cancellation of service by the contractor, and the subsequent cancellation of the contract by HTA. This cancellation was made in response to concerns around COVID-19 (novel corona-virus), and in compliance with email instructions sent to contractors from HTA. Original Contract Amount: \$75,000.00; COVID Reduction: \$60,000.00 Amount Spent by Contractor: \$27,778.58; Amount Reimbursed to HTA: \$32,221.42	Attendance Economic Impact Media Value Exposure Satisfaction	N/A
214	2	Perpetuating Hawaiian Culture	HTA Legacy Program	\$0	\$0	\$0	\$0	\$0	\$25,000	\$25,000	1,4,5,6	§201B-7(b)(5)(C)	PO	Awards program held at the annual HTA Global Tourism Summit to recognize individuals, organizations and businesses who demonstrate a long term commitment towards the perpetuation of Hawaiian culture for the long term.	FY21 performance data is not available Previous year HTA hosted the Legacy awards luncheon with over 2,000 guests at the Hawai'i Convention Center. The award is a resounding success year over year and highlights the accomplishments of those individuals and organizations which showcase best practices of cultural preservation.	To honor individuals, organizations and businesses who demonstrate the long-term perpetuation of Hawaiian culture, as part of the HTA Tourism Conference. Continues to demonstrate the significance of Hawaiian culture to our brand.	N/A
215	2	Perpetuating Hawaiian Culture	Hawaiian Culture Opportunity Fund	\$0	\$0	\$1,406,438	\$1,406,433	\$1,334,995	\$200,000	-\$1,206,438	1,3,4,5,6	§201B-3(a)(20)§201B-7(b)(5)	PO, RFP	Development of a digital content platform and ongoing content to feature local made products, performances, and information/content that is a compliment to the GoHawaii platform.	N/A	Strengthen the Hawaii product and provide a medium to showcase its depth.	N/A
216	2	Perpetuating Hawaiian Culture	Ōlelo Hawai'i	\$0	\$0	\$100,000	\$100,000	\$100,000	\$500,000	\$400,000	1,3,4,5,6	§201B-7(b)(5)(B)	RFP	Programs that work towards revitalizing and normalizing Hawaiian Language as a foundation of the Hawaiian culture which draws visitors to Hawaii.	FY21 CONs to be executed to support the continued perpetuation of Hawaiian Language was put on hold. We have programs that are ready to go and are awaiting the green light to execute them. FY20: CON20195 He Aupuni Palapala, Digitization of the Hawaiian Language Newspapers. Initial phase of the project will index the entire collections at all repositories and allow for phase two planning. This contract also provides for much needed equipment namely a scanner with a scanning bed large enough to complete scans of the larger format newspapers of the day.	Implementation of projects which support the everyday use of the Hawaiian language. Preserving language resources past and present, and by encouraging appropriate use of the language. Added area of emphasis will be toward Hawaiian language and its inclusion in the industry and across HTA programs. Examples of programs are the Native Hawaiian Hospitality Association, Hawaiian Language projects, support for various community and other state agency projects that support the continued integration of Hawaiian culture/language and the visitor industry and other similar programs. Examples of programs that are being explored by staff include Awaikulu, He Aupuni Palapala Phase 2, ŌiwiTV and 'Aha Pūnana Leo	CON20195 S1, He Aupuni Palapala, The inventorying of Bishop Museum's nūpepa collections has started. Over 700 pages of nūpepa have been inventoried and their condition reported at Bishop Museum. Additionally, 2,344 pages have been inventoried in other repositories, totalling 2,982 pages. The inventorying process also includes a working style-guide of nūpepa conventions. contractor: Bishop Museum contract expiration date: 3/31/2022
217	2	Perpetuating Hawaiian Culture	FestPAC	\$0	\$0	\$0	\$0	\$0	\$250,000	\$250,000	1,3,4,5,6	§201B-3(a)(20) §201B-7(a)(3) §201B-7(b)(5)(C)	TBD	Funding to support costs associated with the planning for the FestPAC. This is inclusive of website domain costs, server and other costs.	No past performance data is available as no funds were expended.	Economic Impact Media Value Exposure Highlight Host Culture Community Integration	N/A
297	2	Perpetuating Hawaiian Culture	Memberships and Dues - Hawaiian Culture	\$500	\$300	\$300	\$300	\$0	\$500	\$200	1,3,4,5,6	N/A	PO	Funds for membership to organizations that amplify our learning and community outreach efforts in the Hawaiian and native communities.	Dues for AIANTA membership were paid.	N/A	N/A
298	2	Perpetuating Hawaiian Culture	Travel - Hawaiian Culture	\$15,000	\$0	\$0	\$0	\$0	\$15,000	\$15,000	1,3,4,5,6	N/A	Quotes	Funds to support staff travel as needed and necessary to support our community work and contractors.	Due to the COVID-19 pandemic, staff did not travel during fiscal year 2021. Number of trips by program staff during fiscal 2020: 23	N/A	N/A
373	2	Perpetuating Hawaiian Culture	Duke's Ocean Fest	\$0	\$0	\$0	\$0	\$0	\$0	\$0	1, 5	§201B-3(19) §201B-7(a)(4) §201B-7(b)(5)(C)	N/A	The annual Duke's OceanFest features a variety of ocean sports that were close to Duke Kahanamoku's heart, including Longboard Surfing, Paddleboard Racing, Swimming, Tandem Surfing, Surf Polo, Beach Volleyball, and Stand-Up Paddling.	FY19 Program Completed. Number of Visitors Traveling to Hawaii to Attend/Participate in the Event: 21,765 TV, Radio, and Print Dollar Value: \$829,000 TV Hours of Event Coverage: 260 Per Media Narrative TV Estimated Dollar Value: \$762,440	Attendance Economic Impact Media Value Exposure Satisfaction	N/A
374	2	Perpetuating Hawaiian Culture	Surfing	\$0	\$0	\$0	\$0	\$0	\$0	\$0	4,6	§201B-3(19) §201B-7(a)(4) §201B-7(b)(5)(C)	N/A	Funds to support initiatives that are identified and prioritized by the Surfing advisory committee which will be formed in 2021 and have their first meeting in Q1 2021.	No past performance data is available as no funds were expended.	Perpetuation of Hawaiian culture in support of initiatives identified by the Surfing advisory committee.	N/A
383	2	Perpetuating Hawaiian Culture	Surf Marketing	\$0	\$0	\$0	\$0	\$0	\$0	\$0	4,6	§201B-3(15) §201B-3(19) §201B-7(a)(4)	N/A	Olympic Surfing Opening Ceremony and related marketing activities	New program, no past performance data is available.	Perpetuation of Hawaiian culture at the Olympics in the surfing event. It is the first time Surfing is being included as an event. We anticipate good brand awareness and related events to be organized to support our marketing efforts in Japan	N/A
701	2	Perpetuating Hawaiian Culture	Maoli Arts Month	\$0	\$0	\$0	\$0	\$0	\$0	\$0	5,6	§201B-3(a)(20) §201B-7(a)(3) §201B-7(b)(5)(C)	N/A	Support for PA' Foundation's Maoli Arts Movement events held statewide. In 2005, the PA' Foundation, with partner Bishop Museum, successfully organized and implemented a month-long celebration to highlight native Hawaiian arts, artists and cultural practitioners called Maoli Arts Month (MAMo). PA' re-branded MAMo in 2015 to "Maoli Arts Movement." MAMo programming will still be celebrated during May in Honolulu with popular exhibitions, arts markets, trunk shows, and the extraordinary MAMo Wearable Art Show. MAMo programming has expanded to the entire year, and our geographic reach has expanded to neighbor islands (Hawai'i Island, Kauai, Maui), nationally (Alaska, Minnesota, New York, Oregon, Texas), and internationally (Aotearoa, Austria, Germany, Japan).	FY19: CON18142 S1 and S2. The MAMo Festival 2018 met its objectives of 1) highlighting State diversity by showcasing various Native Hawaiian arts and cultural practitioners, Hawaiian history, attractions, and activities found on three major Hawaiian Islands (O'ahu, Hawai'i Island, and Maui); 2) continuing to increase sustainability by seeking out new collaborative partners, funding sources, and capacity with the introduction of the PA' Arts Gallery at Kala (Aia Moana Center and Kakaako); 3) creation of new events by producing/presenting live performance with Native Hawaiian themes and using Native Hawaiian cultural practitioners; 4) embracing community involvement by focusing on a blended audience of Native Hawaiians, local residents, and visitors; and 5) providing high caliber Native Hawaiian cultural programming during the April-June travel industry shoulder season. Recommend future funding.	Attendance Economic Impact Media Value Exposure Satisfaction	N/A
713	2	Perpetuating Hawaiian Culture	Nā Hökū Hanohano Music Festival - HARA	\$0	\$0	\$0	\$0	\$0	\$0	\$0	5	§201B-3(a)(20) §201B-7(a)(3) §201B-7(b)(5)(C)	N/A	Support of Mele Mele, a month-long celebration of Hawaiian music (and Hawai'i's music) and dance; the events capitalize on Hawaiian music's global appeal to make the State of Hawai'i the destination for national and international participants and visitors while increasing visitor arrivals during the Spring (April/May) shoulder season.	FY19 CON19185. The objectives have been met with the successful implementation of the 42nd Nā Hökū Hanohano Awards. This year's event was attended by 1,065 Hawai'i residents and 440 out-of-state visitors visiting Hawai'i specifically to attend the event. The visitor satisfaction rate is reported at 95%. Media coverage included live TV broadcast, 2 rebroadcasts, and radio broadcast of the event with an estimated reach of 138,466 persons. The estimated dollar value of marketing and media coverage is \$220,342 for the program. This year 36 awards were conferred to the best recordings for 2018.	Economic Impact Media Value Exposure Highlight Host Culture Community Integration	N/A

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715	2	Perpetuating Hawaiian Culture	Canoe Regatta	\$0	\$0	\$0	\$0	\$0	\$0	\$0	5	§201B-3(a)(19) §201B-7(a)(4) §201B-7(b)(5)(C)	N/A	Support for canoe regattas held statewide. The program will be open to support canoe regattas that support local paddlers as well as events that draw participants and spectators to watch, for example, the Queen Liliuokalani Long Distance Canoe Race, Moloka'i Hoe, Na Wāhine o Ke Kai, etc.	FY21 performance data is not available. FY19 CON 17101 S3- Queen Liliuokalani Long Distance Canoe Race 2019: Completed Deliverables. The objectives have been met with the successful implementation of the 2019 Queen Liliuokalani Long Distance Outrigger Canoe Race. This year's event had an estimated attendance of 12,000 people; with 4,800 being Hawaii residents and 7,200 out-of-state visitors. 80% of the attendees reported the event was the reason for their travel. 96% of residents said the event is important to the local community and that the event helps support Hawaiian culture. Attendees gave an event satisfaction score of 9.1 out of 10. The economic impact of this event is estimated at \$1,758,794. Media coverage included TV, print, radio, and online to the USA market and online to 8 of the major market areas.	Economic Impact Media Value Exposure Highlight Host Culture Community Integration	N/A
716	2	Perpetuating Hawaiian Culture	May Day	\$0	\$0	\$0	\$0	\$0	\$0	\$0	1,3,4,5,6	§201B-3(a)(20) §201B-7(a)(3) §201B-7(b)(5)(C)	N/A	Support for May Day Events statewide, a month-long celebration of Hawaiian music (and Hawai'i's music) and dance; the events capitalize on Hawaiian music's global appeal to make the State of Hawai'i the destination for national and international participants and visitors while increasing visitor arrivals during the Spring (April/May) shoulder season.	FY21: CON21020, this year's May Day is themed Māka'ika'i and features recorded performances at Ulupō, Helumoa and Lanikuhouua. This year's program will be streamed on social media, broadcast on TV locally and streamed in Japan as well. FY20: Completed Deliverables. HTA funds were used to support CON 20199, a virtual May Day concert produced by the Nā Hōkū award winning group Keauhou. Kāhuli Leo Le'a was able to successfully reach their goals because of the wide popularity of the event, especially during the COVID19 quarantine period, where most audiences were at home, watching the news or social media.	Integrate May Day events statewide that honor and perpetuate the legacy of aloha and making and sharing lei with kamaaina and malihini alike. Highlights, Hawaiian culture, Hawaiian Music and hula. Explore ways to have GMTs feature in market events in May to highlight May Day is Lei Day in Hawai'i	contractor: Kāhuli Leo Le'a contract expiration date: 12/31/21
717	2	Perpetuating Hawaiian Culture	Monthly Music Series	\$0	\$0	\$250,000	\$250,000	\$250,000	\$0	-\$250,000	1,5,6	§201B-3(a)(20) §201B-7(a)(3) §201B-7(b)(5)(C)	N/A	Creating a monthly event at various venues that would showcase Hawai'i's musicians. These events would lead up to May Day and Mele Mele in the month of May. Bringing attention to Hawaiian music year round it would be used to market Hawaiian Music Month.	FY21 performance data is not available. FY19: 12 concerts were held and conducted with leading Hawaiian musicians and local venues throughout the Island of Oahu include Waimea Valley, Sea Life Park, Windward Mall, Iolani Palace, Ward Center, Kakaako and others.	Bringing attention to Hawaiian music year round to maintain cultural integrity, provide awareness of high quality Hawaiian music performances and raise the demand for Hawaiian Music. Supports Convention Center and other venues.	N/A
718	2	Perpetuating Hawaiian Culture	Resort Area Hawaiian Culture Initiative	\$0	\$0	\$0	\$0	\$0	\$0	\$0	1,5,6	§201B-3(20) §201B-7(b)(5)(A)	N/A	To provide regularly scheduled entertainment and cultural awareness incorporated within a resort area. Currently supports program that celebrates Hula on Waikiki's hula mound. Weekly entertainment is provided for visitors as well as a torch lighting along the boardwalk. Expanded support in FY2017 and will continue in 2018 to support statewide in Hilo, Kona, Lahaina and identify a venue/organizer for Kaua'i.	FY21 performance data is not available since the program was eliminated due to budget constraints arising from COVID-19 and the Governor's Sixth Emergency Proclamation in April 2020. FY20 performance data is not available since the contract was canceled due to budget constraints arising from COVID-19 and the Governor's Sixth Emergency Proclamation in April 2020. FY20 expenditures were reimbursed for the implementation of the RAHCI program as follows: Kuhio Beach- \$28,164.61 Hilo- \$3,075.00 Lahaina- \$3,196.33 Kailua Kona- \$5,371.71 FY19: 156 times a year (3 times a week) Hawaiian Music and Hula, torch lighting, conch blowing at the Kuhio Beach Hula Mound Tues-Thurs-Sat, 6:30-7:30 p.m. (6:00- 7:00 p.m. Nov-Dec-Jan). Other sites include Hilo, Kona and Lahaina with weekly and some bi-weekly performances.	Hula/music, cultural arts and other activities statewide in resort areas like Waikiki, Hilo, Kona, Lahaina, Pō'ipū. Enhances visitor experience and resident-visitor interaction.	N/A
729	2	Perpetuating Hawaiian Culture	Buffalo Big Board Classic	\$0	\$0	\$0	\$0	\$0	\$0	\$0	4	§201B-3(19) §201B-7(a)(4) §201B-7(b)(5)(C)	N/A	Support for the annual Buffalo Big Board classic event that is regarded as the "Waterman Olympics" because of the diverse wave-riding styles on display. There's a division for almost every kind of surfboard out there: from the traditional alaia (finless, wooden short board) to the massive, newly-created 16-foot-long and 8-foot-wide "SUPsquatch."	FY21 performance data is not available. FY19: CON19164 for sponsorship of the 2019 Buffalo Big Board Classic, executed March 30, 2019, for a total value of \$44,000.00. On January 22nd 2020 a formal notice and acknowledgement was sent to contractor regarding contract void due to lack of authorization of the signatory. No funds were expended by HTA.	Economic Impact Media Value Exposure Highlight Host Culture Community Integration	N/A
932	2	Perpetuating Hawaiian Culture	Salaries - Hawaiian Culture	\$285,000	\$217,140	\$197,416	\$197,416	\$13,471	\$0	-\$197,416	N/A	§201B-2	N/A	Salaries and wages.	N/A	Efficiently and effectively executing on programs.	Salaries for program staff are included in the Branding area in FY22 to reflect a more integrated and collaborative operations.
400	1	Natural Resources	Natural Resources Programs - Unallocated	\$3,980,000	\$0	\$0	\$0	\$0	\$0	\$0	5	N/A	N/A	Budget reduced due to pandemic. The items that were grouped in this category in FY20 are detailed below for FY22	N/A	N/A	The items that were grouped in this category in FY20 are detailed below for FY22
TBD-1	1	Natural Resources	Sign Improvement and Modernization	\$0	\$0	\$0	\$0	\$0	\$275,000	\$275,000	3, 4, 5	§201B-7 §201B-14	RFP	Improvement and modernization of signage at popular visitor attractions to provide current and appropriate information for visitor education and safety.	New program, no past performance data.	Increase education, information, and awareness of visitors at these attractions.	N/A
TBD-2	1	Natural Resources	Wahi Pana Series	\$0	\$0	\$0	\$0	\$0	\$250,000	\$250,000	1,3,4,5,6	§201B-7 §201B-14	RFP	Wahi Pana: A five-part video series that will feature a program under Travel2Change on Kaua'i, O'ahu, Maui, Lāna'i, and Hawai'i island as a means to connect travelers to place through those who live into their kuleana. Each chapter will follow a host in their hometown and while at work as they lead our viewers through the importance of giving back through voluntourism and supporting local. Outputs: - 5-7 minute pieces - Social Media cutdowns - Photos * Other (3-5 minute intro video for the Travel2Change application process) Platforms: - Airline iFes - Social Media - GoHawaii Website - Travel2Change (platform) provides an opportunity to funnel interested travelers through their website to participate in activities highlighted in the series or similar.	Data from Mālama Hawai'i and Kuleana campaigns (views/unique views, likes, and comments) Travel2Change (participation in voluntourism and resident feedback)	Economic Impact Media Value Exposure Highlight Host Culture and authenticity Community Integration/Empowerment	Holoholo Stories (Toyota Hawai'i) https://www.bing.com/videos/search?q=h+oloholo+stories+toyota+hawaii&aprt=holo+holo+stories+toyota+hawaii&FORM=VDRE Data: Follow up on data from Mālama Hawai'i and Kuleana campaigns (views, unique views, likes, and comments) Travel2Change (participation in voluntourism and resident feedback) Potentially incorporate into DMAP study (resident sentiment)

Program Code	SPP	Budget Category	Program Title	FY 2020 Budget	FY 2021 Original Budget	FY2021 Reallocated Budget	FY21 ENC/Budget Used (a/o 7/1/21)	Board Resolution and TAT Restart Funds Encumbered	FY2022 Proposed Budget (October 2021)	Variance (Proposed FY22 vs FY21 Reallocated)	TRP Key Priority	HRS Reference	Method of Acquisition	Description	Past Performance & Data	Expected Future Benefits	Notes (includes examples of projects)
402	1	Natural Resources	Aloha Aina (formerly NR and Leg Prov NR)	\$0	\$2,376,276	\$1,841,000	\$1,841,000	\$1,750,000	\$0	-\$1,841,000	5	\$2018-11(c)(2)	N/A	Support for community initiated programs to manage, improve and protect Hawaii's natural environment. Funding will be awarded through an RFP process to support community projects that align with the HTA Strategic Plan and island DMAP actions to address impacts on natural resources.	FY21 performance data is not available since the program was eliminated due to budget constraints arising from COVID-19 and the Governor's Sixth Emergency Proclamation in April 2020. FY20 performance data includes 34 total projects funded and completed deliverables. 2020 RFP Projects : Hawaii County (6, \$199,000) Maui County (11, \$377,200) Honolulu County (9, \$202,000) Kauai County (7, \$273,000) Statewide (1, \$25,000) TOTAL: 34, \$1,076,200 (after 50% reduction due to budget constraints resulting from COVID economic crisis)	Support of community initiated programs that help towards the long term survival of our destination's environment into the future. A key factor in visitor's decision to visit. Also identified as an action by the community DMAP.	Examples of FY20 projects supported under this RFP include: Mālama Kaha'u'u: Restoring Our Coral Reef Ecosystem; Liko No Ka Lama; Hawai'i Wai Ola, Rapid Ohia Death Seed Banking Initiative; Hawaii Youth Conservation Corps; Fire and Oysters: Improving Ma'alea Bay's Ocean Water Quality; Planting together; Malama na Honu Conservation through Education Project; From Beach to the Classroom Growing a Plastic Free Movement.
403	1	Natural Resources	DLNR Natural Environment Coop Initiative	\$0	\$0	\$0	\$0	\$0	\$0	\$0	3,4,5	\$2018-11(c)(2) \$2018-7(b)(4)	N/A	Support for projects requested by the DLNR that align with the HTA Strategic Plan and DMAP actions to address impacts on natural resources on state parks and trails.	FY21 performance data is not available since the program was eliminated due to budget constraints arising from COVID-19 and the Governor's Sixth Emergency Proclamation in April 2020. FY20 performance data includes 1 project totaling \$530,000 in funding. CON 2021: Na Ala Hele 2021. Project work is in progress and projected to be completed by 12/31/2021.	Continuing to partner with the State Department of Land and Natural Resources (DLNR) to enhance its efforts to protect Hawaii's environment is a necessary action towards the long term survival of our destination's environment. HTA remains a committed partner to support their efforts but recognize it is DLNR who must act.	CON 2021: Na Ala Hele 2021: Department of Land and Natural Resources, Division of Forestry & Wildlife has a current statewide inventory of 128 trail-and-road features spanning approximately 855 miles. This project helped build capacity to manage Na Ala Hele trails in 2 ways: 1) Universal Trail Assessment and Sign Initiative: This project will expand the Universal Trail Assessment Project and Sign Initiative to its trails on O'ahu, Kauai, and Hawaii Island with the goal of providing trail access information to users through informational signage at all of the trail heads, as well as on the official Hawaii Trails website, so users can make more informed decisions when researching potential hikes. The signs would include UTAP data that would allow hikers of all abilities to decide whether to undertake a particular trail and make necessary safety or equipment preparations beforehand. 2) Trail Safety and Enhancement - Brushing/Maintenance/Rehabilitation: The trail brushing and clearing contract will address much deferred maintenance to the trails by clearing and cutting out vegetation encroaching on the trail right of way. Prioritization in restoring water diversions, original trail tread designs and repairing landslides would be addressed on the high visitor use trails. This will greatly improve safety condition for all users and result in a more positive experience.
405	1	Natural Resources	Parks & Trails Support	\$0	\$0	\$0	\$0	\$0	\$0	\$0	3	\$2018-11(c)(2) \$2018-7(b)(4)	N/A	Enhancements to heavily utilized parks and trails by visitors and residents.	New program, no past performance data.	The program is intended to make enhancements to the parks and trails, especially those impacted heavily by sustained high usage, that improve the quality of life of residents and visitors by delivering parks and trails that are fitting of the Hawaiian Islands brand.	N/A
406	1	Natural Resources	Visitor Impact Program	\$0	\$205,667	\$1,574,109	\$1,537,509	\$1,536,910	\$350,000	-\$1,224,109	3,5	\$2018-11(c)(2)	TBD	To support projects or organizations that work to mitigate and regenerate areas that have a significant visitor (footprint) impact on the environment, commonly referred to as hot spots. Also support of programs and projects that help to make Hawaii's visitor industry more sustainable and regenerative. Examples of initiatives to be implemented under this program are Hawaii Green Growth, Hawaii Business Program, the Aloha+ Challenge, exploration of a tour guide certification and/or licensure, development of a reservation system and user fee collection portal for heavily trafficked sites.	FY20 & FY21 performance data is not available. FY19 performance data includes 1 project totaling \$11,092.70 in funding for MOA 19197- Hawaii Green Business Program- DBEDT/HSEO. The project's KPI's included: 26 business recruited; 170 trainees at seminars, forums, & workshops; 1 intern hired; HGB Logo re-designed. The recognition ceremony and events planned for March, April, & May were cancelled due to COVID-19. FY18 performance data includes 1 project totaling \$459,087.86 for MOA 18145 S1- Mālama Hawaii'- DLNR. This project's KPI's included: 2 Television specials; 7 Mālama Hawaii' PSA aired on variety of platforms; Hired a social media specialist for DLNR; Rapid 'Ohi'a Death survey of land area affected; Progress on forest carbon certification project.	Improved management of hot spots across the state with an emphasis on community empowerment, convening of appropriate departments and agencies from all levels of government and the private sector.	Hawaii Business Program Hawaii Green Growth
407	1	Natural Resources	Sustainable Tourism Association of Hawai'i (Hawaii Ecotourism Association)	\$0	\$0	\$50,000	\$50,000	\$50,000	\$50,000	\$0	5	\$2018-11(c)(2)	Sole Source - Pre-Existing Multi-Year	Support for Sustainable Tourism certification for attractions and other visitor industry products that have an environmental impact on Hawai'i.	FY21 current project includes continuing Sustainable Tourism Management in Hawaii through Certifications, Training, & Partnerships. FY20 performance data is not available due to funding not being allocated due to the COVID-19 pandemic. FY 19 performance data includes 1 project totaling \$43,588 for CON 18150 S1- Sustainable and Eco-Friendly Tourism Training and Program s in Hawaii- Hawaii Ecotourism Association. This project's KPI's included: 1) Re-certify existing CTO's, certify a minimum of 4 new operators Statewide, and outreach directly to 20 new tour operators. 2)Strengthen an update Certification checklist. 3)Increase visitor and resident engagement with Pono Traveler tour operation evaluator program. 4)Make improvements to the HEA website, branding and social media platform. 5) Support workforce development through employment of HEA to expand HEA programs. 6)Develop an online training program for tour operators and tour guides. 7) Provide staff workshop for Certified Tour Operators .	Continue and expand HEA's Sustainable Tourism Association of Hawai'i (STAH): 1) Sustainable Tour Operator Certification Program; 2) Tour Operator/Tour Guide Training Program; 3) Educational Outreach/Partnership Development	N/A
498	1	Natural Resources	Travel - Natural Resources	\$0	\$0	\$0	\$0	\$0	\$15,000	\$15,000	4	N/A	Quotes	To support projects or organizations that work to mitigate and regenerate areas that have a significant visitor (footprint) impact on the environment.	Due to the COVID-19 pandemic, staff did not travel during fiscal year 2021. Number of trips by program staff during fiscal 2020: 23	N/A	N/A
499	1	Natural Resources	In-House Contracted Staff - Natural Resources	\$0	\$0	\$83,000	\$39,088	\$0	\$0	-\$83,000	N/A	N/A	N/A	Payroll costs for in-house contracted staff.	N/A	N/A	N/A
936	1	Natural Resources	State Employee Salaries - Natural Resources	\$66,950	\$77,459	\$23,750	\$23,750	\$5,000	\$0	-\$23,750	N/A	\$2018-2	N/A	Salaries and wages.	N/A	Efficiently and effectively executing on programs.	Salaries for program staff are included in the Branding area in FY22 to reflect a more integrated and collaborative operations.
700	3	Community	Community Opportunity Fund	\$0	\$0	\$500,000	\$500,000	\$500,000	\$0	-\$500,000	N/A	N/A	N/A	N/A	N/A	N/A	N/A

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701	3	Community	Community Enrichment Program	\$0	\$0	\$2,000,000	\$2,000,000	\$2,000,000	\$0	-\$2,000,000	1, 4, 5, 6	\$201B-3 (a)(20); \$201B-7 (a) (3)	N/A	Program to support the development of projects and events in CY 2022 in the following areas: Agritourism, cultural tourism, nature tourism, edutourism, community sports, health and wellness, and voluntourism. Development of a database to connect community organizations/projects with travel and tourism companies.	In FY 2020, 92 projects were awarded funding prior to COVID-19. During COVID-19, contractors were asked to stop and submit receipts so they could get reimbursed for their expenses. In the end, only 12 projects and events were fully funded.	New and enhanced projects in the area of agritourism, cultural tourism, edutourism, nature tourism, health and wellness, community sports, and voluntourism on each island for increased resident/visitor interaction and growth of economic activity; development of community-led tourism efforts, and an active database to be used by tourism activity suppliers (target audience community and nonprofit) and buyers (wholesalers, tour operators, receptive). Implemented projects which address DMAPS subaction - Kauai (C4 and C5), Maui (D3, E1 and E2), Molokai (B3, D1, D2, D4, D5, D6), Lanai (I1 and I2), and Hawaii Island (C1, C2, C4,D5, G1, H2).	RFP for Community Enrichment Projects: \$2 million
702	3	Community	Community Product Capacity Building	\$0	\$0	\$0	\$0	\$0	\$500,000	\$500,000	1, 4, 5, 6	\$201B-3 (a)(20); \$201B-7 (a) (3)	RFP	Training and capacity building program targeted at organizations and individuals in the areas of agritourism and voluntourism activities and products; market/tourism readiness; and festivals and events management. Includes costs for trainers and development of materials.	In 2020, HTA funded the Agritourism Summer Webinar Series whereby over 300 people across the state attended. HTA funded 2 webinars with Hawaii's Alliance for Nonprofit Organizations in the areas of fundraising and nonprofit financial management -- over 250 people attended these webinars. In 2022, HTA is planning to hold festivals & events workshops with IFEA.	Investing in Hawaii's tourism product for new and enhanced projects with focus on agritourism and voluntourism products, capacity building and training. Addresses action items for DMAPS and will be complemented by the Local Business Support program for Branding.	N/A
705	3	Community	Community Programs Unallocated	\$5,789,252	\$0	\$0	\$0	\$0	\$0	\$0	N/A	N/A	N/A	N/A	N/A	N/A	N/A
TBD-3	3	Community	Ho'ola Na Pua	\$0	\$0	\$0	\$0	\$0	\$0	\$0	4	\$201B-3 (a)(14); \$201B-3 (a)(21)	N/A	Coordinate half-day symposiums on the islands of O'ahu, Maui, Kauai, and the island of Hawaii in the month of October, designed to train tourism leadership from the various tourist industry sectors on understanding, identifying, and reporting sex trafficking in Hawaii.	No performance data for FY20 or FY21 due to the pandemic and reduced funding. FY19 performance data includes: 1) 4 symposiums completed	Continue to train tourism leadership from the various tourist industry sectors on understanding, identifying, and reporting sex trafficking in Hawaii.	N/A
731	3	Community	Community-Based Tourism - Oahu	\$0	\$825,000	\$1,781,015	\$1,780,905	\$1,693,796	\$0	-\$1,781,015	1, 2, 3, 4, 5, 6	\$201B-3 (a)(14); \$201B-3 (a)(20); \$201B-3 (a)(21); \$201B-7 (9) (a) (2)	N/A	Implementation of Oahu's Destination Management Action Plan (DMAP). - Funds used to produce the Oahu DMAP - meeting facilitation, Poll Everywhere and Esurveys.com subscriptions, writing and report production of DMAP.	90% of those who responded to the presentation evaluation survey as of 5/7 said that they "had enough information to understand the purpose of presentation and project underway. 84.2% were satisfied/very satisfied with the presentation itself, and 79% were satisfied/very satisfied with the presentation meeting.	Implemented projects which address the DMAP subactions in Phase 1 and partial Phase 2 including hotspot management.	- Implementation of O'ahu DMAP actions. Will be identified in June 2021.
732	3	Community	Community-Based Tourism - Maui County	\$0	\$825,000	\$1,419,999	\$1,419,895	\$1,070,000	\$0	-\$1,419,999	1, 2, 3, 4, 5, 6	\$201B-3 (a)(14); \$201B-3 (a)(20); \$201B-3 (a)(21); \$201B-7 (9) (a) (2)	N/A	Implementation of Maui Nui's Destination Management Action Plan (DMAP). Projects include communication/educational materials/collateral; program to buy locally sourced food; and managing hotspots. - Funds used to produce the Maui Nui DMAP - meeting facilitation, Poll Everywhere and Esurveys.com subscriptions, writing and report production of DMAP.	Maui - 79% of those who responded to the presentation evaluation survey said that they "had enough information to understand the purpose of presentation and project underway. 73% were satisfied/very satisfied with the presentation itself, and 68% were satisfied/very satisfied with the presentation meeting. Molokai - 42% of those who responded to the presentation evaluation survey said that they "had enough information to understand the purpose of presentation and project underway. 42% were satisfied/very satisfied with the presentation itself, and 50% were satisfied/very satisfied with the presentation meeting. Lanai - no one submitted to the Lanai evaluation survey. Plan implementation in progress -- funds being used for enhancement of Lana'i App and visitor collateral. Discussions with agencies taking place.	Implemented projects which address the DMAP subactions in Phase 1 and partial Phase 2 including hotspot management. Maui Actions C1, C2, D1, G1, and G2. Molokai Action D8.	- Communication/educational materials/collateral - \$200,000; - Program to buy locally sourced food - \$100,000 - Mitigation of hotspot areas - \$300,000 - Contractor to manage DMAP and other programs on island - \$70,000
733	3	Community	Community-Based Tourism - Hawaii Island	\$0	\$825,000	\$1,089,948	\$1,089,948	\$846,204	\$0	-\$1,089,948	1, 2, 3, 4, 5, 6	\$201B-3 (a)(14); \$201B-3 (a)(20); \$201B-3 (a)(21); \$201B-7 (9) (a) (2)	N/A	Implementation of Hawaii Island's Destination Management Action Plan (DMAP). Projects include communication/educational materials/collateral; program to buy locally sourced food; and managing hotspots. - Funds used to produce the Hawaii Island DMAP - meeting facilitation, Esurveys.com subscription, and writing and report production of DMAP.	85% of those who responded to the presentation evaluation survey said that they "had enough information to understand the purpose of presentation and project underway. 78% were satisfied/very satisfied with the presentation itself, and 81% were satisfied/very satisfied with the presentation meeting. Plan implementation in progress -- as of 5/7 spending of the FY 21 funds still being worked on. Discussions with agencies taking place.	Implemented projects which address the DMAP subactions in Phase 1 and partial Phase 2. Actions E1, E2, E3, and G.2, and hotspot management.	- Communication/educational materials/collateral - \$100,000 - Program to buy locally sourced food - \$100,000 - Mitigation of hotspot areas - \$200,000 - Contractor to manage DMAP and other programs on island - \$70,000
734	3	Community	Community-Based Tourism - Kauai	\$0	\$825,000	\$1,090,036	\$1,090,036	\$840,000	\$0	-\$1,090,036	1, 2, 3, 4, 5, 6	\$201B-3 (a)(14); \$201B-3 (a)(20); \$201B-3 (a)(21); \$201B-7 (9) (a) (2)	N/A	Implementation of Kauai's Destination Management Action Plan (DMAP). Projects include educational materials for respecting local cultural values, PSAs and video of being a responsible visitor, and managing hotspot areas. - Funds used to produce the Kauai DMAP - meeting facilitation, Poll Everywhere and Esurveys.com subscriptions, and report production.	80.5% of those who responded to the presentation evaluation survey said that they "had enough information to understand the purpose of presentation and project underway. 69% were satisfied/very satisfied with the presentation itself, and 68% were satisfied/very satisfied with the presentation meeting. Plan implementation in progress - funds used as of 5/7 for development of visitor collateral. Discussions with agencies taking place.	Implemented projects which address the DMAP subactions in Phase 1 and partial Phase 2. Actions F.1, G.1, and L.1, and hotspot management.	- Educational materials for respecting local cultural values - \$100,000 - Content creation/PSAs and video of being a responsible visitor - \$100,000 - Mitigation of hotspot areas - \$200,000 - Contractor to manage DMAP and other programs on island - \$70,000
797	3	Community	Memberships and Dues - Community	\$500	\$500	\$500	\$255	\$0	\$500	\$0	N/A	N/A	Quotes	Annual membership for International Festivals & Events Association (IFEA).	Member of IFEA - ability to use resources and network.	Member of IFEA - ability to use resources and network.	N/A
798	3	Community	Travel - Community	\$15,000	\$25,000	\$0	\$0	\$0	\$15,000	\$15,000	N/A	N/A	Quotes	The program anticipates travel needs to support community outreach and inspection of activities to ensure proper utilization of program funds.	Due to the COVID-19 pandemic, staff did not travel during fiscal year 2021. -Number of trips by program staff during fiscal 2020: 18	Engagement and outreach with community organizations, county agencies visitor industry, and evaluation of projects.	N/A

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802	3	Community	Current Workforce	\$0	\$0	\$0	\$0	\$0	\$100,000	\$100,000	5, 6	§2018-3 (a)(22)	RFP	Funds to be used to address current workforce needs identified in the assessment and support training programs based on the findings.	In FY 2021, there were 113 individuals trained with 93% received their certification for Hawaii's professional tour guides and 88% received their certificate of professional development for customer service training.	More knowledgeable and customer driven tour guides. Also addresses DMAP actions -- Maui (D.1) and Hawaii Island (B.6).	WFD Needs Study will be completed in Aug 2022.
803	3	Community	Future Workforce	\$0	\$0	\$0	\$0	\$0	\$120,000	\$120,000	5, 6	§2018-3 (a)(22)	Sole Source - Pre-Existing Multi-Year	Funds to be used to support the annual L.E.I. program.	In 2021, over 1,000 students participated in the L.E.I. program and approx. 1,000 students will receive a certificate in service excellence.	More students seeking to pursue a career in the hospitality/tourism industry.	2021 LEI: virtual event 2022 LEI: in-person event
933	3	Community	State Employee Salaries - Community	\$210,000	\$147,120	\$168,779	\$168,779	\$12,608	\$0	-\$168,779	N/A	§2018-2	N/A	Salaries and wages.	N/A	Efficiently and effectively executing on programs.	Salaries for program staff are included in the Branding area in FY22 to reflect a more integrated and collaborative operations.
4	4	Branding	Cruise Infrastructure Improvements and Arrival Experience	\$250,000	\$50,000	\$50,000	\$50,000	\$0	\$100,000	\$50,000	1, 3, 4	2018-3(a)(10)	RFP	Cruise consulting services to the HTA which includes coordination and communication with the cruise industry and local stakeholders on initiatives to ensure a superior guest arrival experience. Additionally, the consultant coordinates and communicates with local government agencies (DOT, DLNR, CLIA & HVCB and Island Visitor Bureaus) on all Hawaii specific cruise industry matters.	2019: Cruise \$490.1M (+2.9%) Expenditures \$240.00 (-5.1%) PPPDS 277,093 (+8.5%) Arrivals 2020: Cruise \$93.9M (-80.8%) Expenditures \$244.1 (+1.7%) PPPDS 53,098 (-80.8%) Arrivals	Execution of the cruise industry consultant scope of services in alignment with HTA's 4 pillars, targeting high-value mindful visitors and recovering travel demand in a safe, sustainable, and regenerative manner and meeting annual performance targets.	Contractor: Access Cruise, Inc. Contract expiration date: 9/30/2023
TBD-4	4	Branding	Air Service Development	\$0	\$0	\$0	\$0	\$0	\$250,000	\$250,000	1, 3, 4	2018-3(a)(10)	RFP	Air service consulting services to the HTA which would include coordination and communication with the airlines and local government agencies (DOT, GMTs and Island Visitor Bureaus) on all Hawaii specific airline industry matters.	NA	Execution of the air service consultant scope of services in alignment with HTA's 4 pillars, targeting high-value mindful visitors and recovering travel demand in a safe, sustainable, and regenerative manner and meeting annual performance targets.	NA
TBD-5	4	Branding	Creative Agency	\$0	\$0	\$0	\$0	\$0	\$250,000	\$250,000	4, 5, 6	2018-3(a)(10)	RFP	Creative Agency to the HTA which would include coordination and communication with HTA, HTA's PR agency, GMTs, and TCS and develop creatives as needed and directed by HTA.	NA	Satisfactory delivery of high-quality creatives that are aligned with HTA's 4 pillars and Hawaii's brand.	NA
102	4	Branding	Hawaii Tourism Summit	\$300,000	\$0	\$0	\$0	\$0	\$125,000	\$125,000	1, 4	HRS2018-3(b)(1) HRS2018-7(b)(2)	Quotes/RFP	FY22 Winter/Spring/Fall tourism updates and island roundtables.	2019 Fall Tourism Update: Hilton Waikoloa Village November 18-19, 2019 77% attendee satisfaction 2021 Mālama Ku'u Home Update (virtual): October 1, 2021 81% attendee satisfaction	Execution of periodic tourism events to update the public of HTA's efforts as they relate to the 4 pillars.	2019 Contractor: Pacific Rim Concepts
306	4	Branding	Island-Based International Marketing	\$800,000	\$0	\$0	\$0	\$0	\$0	\$0	NA	HRS 2018-6(a)(5) HRS 2018-7(a)(1) HRS 2018-7(b)(2)	N/A	Island-Based International Marketing (on-island FAMs, travel for international trade missions, etc) has been removed from the budget due to COVID-19.	Contract terminated in 2020 due to COVID-19	NA	NA
316	4	Branding	MICE Asia	\$350,000	\$0	\$0	\$0	\$0	\$0	\$0	NA	HRS2018-6(a)(5) HRS2018-7(a)(1) HRS2018-7(a)(5) HRS2018-7(a)(7)	N/A	Budget reduced due to pandemic.	Contract terminated in 2020 due to COVID-19	NA	NA
318	4	Branding	gohawaii.com	\$350,000	\$300,000	\$350,000	\$350,000	\$0	\$2,500,000	\$2,150,000	1, 3, 5	HRS2018-7(a)(1) HRS2018-7(b)(2)	RFP	Development and maintenance for the GoHawaii website. This includes the English, Japanese, Chinese, Korean, German, French, and Spanish sites in support of the Global Marketing Team. Funds also pay for hosting, licensing, analytics, search engine optimization, ADA/browser compliance, and event listings support. An RFP will be issued for CY22.	2019: 5.6M Total Users 8.1M Sessions 16.6M Page Views 2020: 5.3M Total Users 6.8M Sessions 12.2M Page Views	Services for website development, hosting & maintenance.	Contractor: Hawaii Visitors & Convention Bureau (Support Services) Contract expiration date: 12/31/2021
320	4	Branding	Island Chapters Staffing & Administration	\$3,170,000	\$2,400,000	\$4,800,000	\$4,800,000	\$2,400,000	\$0	-\$4,800,000	1, 3, 4	HRS 2018-6(a)(5) HRS 2018-7(a)(1) HRS 2018-7(b)(2)	N/A	The Island Chapters provide representation for each of the islands and work closely with HTA, its Global Marketing Team members and the numerous tourism industry partners to showcase each island's unique accommodations, activities and tours. The Island Chapters are staffed by Hawaii Visitors and Convention Bureau (HVCB) employees.	Completed services/deliverables in support of HTA's Global Marketing Team Demonstrated good communication with HTA	Services & staffing for Leisure & MCI marketing assistance with on-island execution & in-market programs; provide oversight of the island brands.	Contractor: Hawaii Visitors & Convention Bureau (Island Chapter Support Services) Contract expiration date: 12/31/2022 (CON 21030)
321	4	Branding	US	\$22,525,000	\$17,685,707	\$14,605,000	\$14,605,000	\$0	\$22,500,000	\$7,895,000	1, 2, 4	HRS 2018-6(a)(5) HRS 2018-7(a)(1) HRS 2018-7(b)(2)	RFP	The Hawaii Visitors and Convention Bureau (HVCB) is contracted by the HTA for CY21 brand marketing management services for the United States major market area. The U.S. West and U.S. East are Hawaii's two largest source markets for visitors. The U.S. West market includes visitors who travel to Hawaii from the 12 states west of the Rockies, and the U.S. East includes all other states. HVCB's COVID-19 recovery plan continues to focus on welcoming visitors who want to malama (take care of) Hawaii during their visit. In 2021, efforts to educate visitors pre- and post-arrival about Hawaii's Safe Travels program will continue. HVCB will promote the Mālama Hawaii campaign, a partnership with visitor industry partners and volunteer organizations that invites visitors to stay in a new way - to take the time to really know the island, form a deeper connection with Hawaii's culture, travel mindfully and malama Hawaii.	2019: USA \$11.63B (+5.0%) Expenditures \$188.7 (+0.2%) PPPDS 6,871,839 (+7.9%) Arrivals 2020: USA Expenditures - NA PPPDS - NA 1,987,326 (-71%) Arrivals	Satisfactory execution of 2022 brand marketing and management plan including brand consistency, cultural authenticity, alignment with HTA's 4 pillars, targeting high value mindful visitors, recovering travel demand in a safe, sustainable, and regenerative manner and meeting annual performance targets.	Contractor: Hawaii Visitors & Convention Bureau Contract expiration date: 12/31/2021

Program Code	SPP	Budget Category	Program Title	FY 2020 Budget	FY 2021 Original Budget	FY2021 Reallocated Budget	FY21 ENC/Budget Used (a/o 7/1/21)	Board Resolution and TAT Restart Funds Encumbered	FY2022 Proposed Budget (October 2021)	Variance (Proposed FY22 vs FY21 Reallocated)	TRP Key Priority	HRS Reference	Method of Acquisition	Description	Past Performance & Data	Expected Future Benefits	Notes (includes examples of projects)
322	4	Branding	Canada	\$800,000	\$373,820	\$1,200,000	\$1,200,000	\$800,000	\$0	-\$1,200,000	1, 2, 4	HRS 2018-6(a)(5) HRS 2018-7(a)(1) HRS2018-7(b)(2)	N/A	VOX International Inc. is contracted by HTA for CY22 brand marketing management services in Canada. Canada is the second largest international market for the Hawaiian Islands and has an important relationship with Hawaii, specifically the western provinces of British Columbia and Alberta. In addition, Ontario is a growing market for Hawaii. Canadian Snowbirds spend a great amount of time in Hawaii during the winter months and many Canadians own real estate throughout the islands. In 2021, the marketing strategy is focused on promoting the Hawaiian Culture and Hawaiian values as the differentiator to any other beach destination and training the Canadian travel trade to become brand ambassadors who can educate and attract the mindful responsible travelers to Hawaii.	2019: Canada \$1,081.5 (-2.4%) Expenditures \$165 (+0.4%) PPPDS \$40,103 (-1.6%) Arrivals 2020: Canada Expenditures - NA PPPDS - NA 164,393 (-69.5%) Arrivals	Satisfactory execution of 2022 brand marketing and management plan including brand consistency, cultural authenticity, alignment with HTA's 4 pillars, targeting high value mindful visitors, recovering travel demand in a safe, sustainable, and regenerative manner and meeting annual performance targets.	Contractor: VOX International Inc. Contract expiration date: 12/31/2022 (CON 21029)
323	4	Branding	Japan	\$10,000,000	\$5,000,000	\$13,500,000	\$13,500,000	\$9,000,000	\$0	-\$13,500,000	1, 2, 4	HRS 2018-6(a)(5) HRS 2018-7(a)(1) HRS2018-7(b)(2)	N/A	a.Link LLC. is contracted by HTA for CY21 brand marketing management services in Japan. Japan has long been Hawaii's largest source of international visitors. While the coronavirus pandemic significantly reduced the number of Japanese arrivals, HTJ will leverage the regions' longstanding ties and the Safe Travels Program to advance tourism recovery efforts in 2021. HTJ will develop a new model of sustainable tourism in Hawaii by embarking on a targeted marketing strategy to rebuild tourism in a responsible manner. Rooted in education and experiences, HTJ's sustainable tourism framework aims to inspire the values of aloha and mālama with travelers and industry partners while developing new programs to connect visitors with the community.	2019: Japan \$2,258 (+4.8%) Expenditures \$242 (+0.2%) PPPDS 1,576,205 (+5.8%) Arrivals 2020: Japan Expenditures - NA PPPDS - NA 289,137 (-81.7%) Arrivals	Satisfactory execution of 2022 brand marketing and management plan including brand consistency, cultural authenticity, alignment with HTA's 4 pillars, targeting high value mindful visitors, recovering travel demand in a safe, sustainable, and regenerative manner and meeting annual performance targets.	Contractor: a.Link LLC Contract expiration date: 12/31/2022
324	4	Branding	Korea	\$1,400,000	\$400,000	\$1,700,000	\$1,700,000	\$1,400,000	\$0	-\$1,700,000	1, 2, 4	HRS 2018-6(a)(5) HRS 2018-7(a)(1) HRS2018-7(b)(2)	N/A	AVIAREPS Marketing Garden Holdings Ltd. is contracted by HTA for CY21 brand marketing management services in Korea. Korea is an important source market from Asia for Hawaii. Affluent travelers from high-end market segments are primarily from the Seoul and Busan regions. Hawaii continues to be a favored romance destination for Koreans. In 2021, the core branding message is Mālama Hawaii and the marketing strategy to recover the Hawaii travel market from the COVID-19 pandemic is to revitalize travel demand in collaboration with industry partners, accelerate booking pace in partnership with online booking platforms, and develop marketing co-ops with key airlines to stimulate resumption and growth in air services to Hawaii.	2019: Korea \$497.9M (+0.3%) Expenditures \$285.2 (-2.4%) PPPDS 229,056 (+0.3%) Arrivals 2020: Korea Expenditures - NA PPPDS - NA 46,884 (-79.5%) Arrivals	Satisfactory execution of 2022 brand marketing and management plan including brand consistency, cultural authenticity, alignment with HTA's 4 pillars, targeting high value mindful visitors, recovering travel demand in a safe, sustainable, and regenerative manner and meeting annual performance targets.	Contractor: AVIAREPS Marketing Garden Holdings Ltd. Contract expiration date: 12/31/2022
325	4	Branding	Oceania	\$1,900,000	\$500,000	\$2,300,000	\$2,300,000	\$1,900,000	\$0	-\$2,300,000	1, 2, 4	HRS 2018-6(a)(5) HRS 2018-7(a)(1) HRS2018-7(b)(2)	N/A	The Oceania market is Hawaii's third largest international visitor market and over the past several years has been one of the fastest growing market in terms of arrivals. Through its Request For Proposals process, HTA selected The Walshe Group Pty Ltd to represent the Hawaiian Islands in Australia and New Zealand. The Hawaii Tourism Oceania Team will focus on travel trade training and continue to generate awareness and demand through cost effective digital and consumer direct marketing programs. HTO will also increase PR activities and utilize its robust digital media channels. HTO will renew its attempts to bring more Meetings and Incentive Groups from the Oceania market to Hawaii.	2019: Oceania \$895.1M (-14.4%) Expenditures \$261.70 (+0.5%) PPPDS 363,551 (-12.6%) Arrivals 2020: Oceania Expenditures - NA PPPDS - NA 50,710 (-86.1%) Arrivals	Satisfactory execution of 2022 brand marketing and management plan including brand consistency, cultural authenticity, alignment with HTA's 4 pillars, targeting high value mindful visitors, recovering travel demand in a safe, sustainable, and regenerative manner and meeting annual performance targets.	Contractor: The Walshe Group Pty Ltd Contract expiration date: 12/31/2023
326	4	Branding	Europe	\$400,000	\$0	\$0	\$0	\$0	\$0	\$0	N/A	HRS 2018-6(a)(5) HRS 2018-7(a)(1) HRS2018-7(b)(2)	N/A	Due to Covid-19 pandemic and budget cuts, no FY21 or FY22 budget allocated to Europe market.	2019: Europe (UK, France, Germany, Italy, Switzerland) \$274.1M (-16.0%) Expenditures \$153.20 (-10.7%) PPPDS 137,908 (-4.9%) Arrivals	NA	2020 Contractor: Hills Balfour (UK & Germany) Contract expiration date: 4/17/2020
329	4	Branding	China	\$2,000,000	\$0	\$1,800,000	\$1,800,000	\$1,800,000	\$0	-\$1,800,000	1, 2, 4	HRS 2018-6(a)(5) HRS 2018-7(a)(1) HRS2018-7(b)(2)	N/A	Due to Covid-19 pandemic and budget cuts, no budget allocated to China market for 2021.	2019: China \$242.8M (-26.5%) Expenditures \$329 (-5.8%) PPPDS 92,082 (-25.3%) Arrivals 2020: China Expenditures - NA PPPDS - NA 10,736 (-88.3%) Arrivals	Satisfactory execution of 2022 brand marketing and management plan including brand consistency, cultural authenticity, alignment with HTA's 4 pillars, targeting high value mindful visitors, recovering travel demand in a safe, sustainable, and regenerative manner and meeting annual performance targets.	Contractor: ITRAVLOCAL Limited Contract expiration date: 12/31/2022
330	4	Branding	Taiwan	\$500,000	\$0	\$0	\$0	\$0	\$0	\$0	N/A	HRS 2018-6(a)(5) HRS 2018-7(a)(1) HRS2018-7(b)(2)	N/A	Due to Covid-19 pandemic and budget cuts, no budget allocated to Taiwan market for 2021.	2019: Taiwan \$54.8M (+40.2%) Expenditures \$251 (+4.2%) PPPDS 24,242 (+38.3%) Arrivals 2020: Taiwan Expenditures - NA PPPDS - NA 3,735 (-85.4%) Arrivals	NA	2020 Contractor: BrandStory Inc. Contract expiration date: 12/31/2020

Program Code	SPP	Budget Category	Program Title	FY 2020 Budget	FY 2021 Original Budget	FY2021 Reallocated Budget	FY21 ENC/Budget Used (a/o 7/1/21)	Board Resolution and TAT Restart Funds Encumbered	FY2022 Proposed Budget (October 2021)	Variance (Proposed FY22 vs FY21 Reallocated)	TRP Key Priority	HRS Reference	Method of Acquisition	Description	Past Performance & Data	Expected Future Benefits	Notes (includes examples of projects)
331	4	Branding	Meetings, Convention & Incentives - Single Property	\$2,300,000	\$0	\$2,395,000	\$2,395,000	\$0	\$1,900,000	-\$495,000	2	HRS2018-6(a)(5) HRS2018-7(a)(1) HRS2018-7(a)(5) HRS2018-7(a)(7)	RFP	The Meet Hawaii plan focuses on direct customer activities including FAMs, while also reevaluating and reprioritizing trade shows. Meet Hawaii remains nimble and has increased direct sales activities in MCI market segments that are producing lead opportunities for Hawaii now. Meet Hawaii will continue its ongoing communication and consultation with HTA to adjust as further appropriate.	2019: Global MCI \$904.7M Expenditures \$218.4 PPPD\$ 459,171 Arrivals 2020: Global MCI Expenditures - NA PPPD\$ - NA 132,442 Arrivals	Satisfactory execution of the 2022 global MCI marketing and management plan including brand consistency, cultural authenticity, targeting high value mindful visitors/groups and high profile global events that are aligned with Hawaii's culture, natural resources and community. Recover travel demand in a safe, sustainable, and regenerative manner and meet annual performance targets.	Contractor: Hawaii Visitors & Convention Bureau Contract expiration date: 12/31/2021
TBD-6	4	Branding	Convention Center Sales & Marketing - City Wide	\$0	\$0	\$0	\$0	\$0	\$2,600,000	\$2,600,000	2	HRS2018-6(a)(5) HRS2018-7(a)(1) HRS2018-7(a)(5) HRS2018-7(a)(7)	RFP	CCESF fund for MCI sales and marketing is transferred into this line item. In CY 2021, HCC Sales & Marketing was funded entirely from the Meetings, Conventions & Incentives line item (#331).	2019: HCC Citywide Sales Production 88,537 Definite Room Nights 31,888 New to Hawaii Room Nights 237,017 Tentative Room Nights 2020: Citywide Sales Production 10,016 Definite Room Nights 2,654 New to Hawaii Room Nights 220,639 Tentative Room Nights	Satisfactory execution of the 2022 global MCI marketing and management plan including brand consistency, cultural authenticity, targeting high value mindful visitors/groups and high profile global events that are aligned with Hawaii's culture, natural resources and community. Recover travel demand in a safe, sustainable, and regenerative manner and meet annual performance targets.	2020 Contractor: Hawaii Visitors & Convention Bureau Contract expiration date: 12/31/2020
TBD-7	4	Branding	MCI MFF	N/A	N/A	\$0	\$0	\$0	\$850,000	\$850,000	2	HRS2018-6(a)(5) HRS2018-7(a)(1) HRS2018-7(a)(5) HRS2018-7(a)(7)	MFF Approval Process	MFF is an incentive fund used to attract and secure citywide events that use the HCC and it is committed at the time of agreement negotiation and paid upon fulfillment of contract deliverables for each event. Funding for 2022 has been committed by HTA previously for 2022 definite and tentative citywide businesses on the books.	2021 MFF: \$174,500 / 12 events (preliminary)	Satisfactory execution of the 2022 global MCI marketing and management plan including brand consistency, cultural authenticity, targeting high value mindful visitors/groups and high profile global events that are aligned with Hawaii's culture, natural resources and community. Recover travel demand in a safe, sustainable, and regenerative manner and meet annual performance targets.	NA
336	4	Branding	Southeast Asia	\$500,000	\$0	\$0	\$0	\$0	\$0	\$0	N/A	HRS 2018-6(a)(5) HRS 2018-7(a)(1) HRS 2018-7(b)(2)	N/A	Due to Covid-19 pandemic and budget cuts, no FY21 & FY22 budget allocated to SEA market.	2019P: SEA (Malaysia, Singapore, Thailand, and Indonesia) \$118.7M (+19.5%) Expenditures \$217.5 (+25.4%) PPPD\$ 64,162 (+3.9%) Arrivals	NA	2020 Contractor: Aviareps Malaysia (Malaysia, Singapore, Thailand) Contract expiration date: 4/10/2020
339	4	Branding	Global Digital Marketing Strategy	\$500,000	\$380,500	\$380,500	\$380,500	\$0	\$713,000	\$332,500	1, 3, 4, 5	HRS 2018-6(a)(5) HRS 2018-7(a)(1) HRS 2018-7(b)(2)	RFP	Supports the efforts of HTA's Global Marketing Team in digital marketing, including the intellectual property data bank/digital assets library (Knowledge Bank) software licensing and consulting and staffing. Continuous improvements and maintenance and hosting of the Knowledge Bank.	Completed services/deliverables in support of HTA's Global Marketing Team Demonstrated good communication with HTA	Development services for data bank software licensing, consulting and staffing.	Contractor: Hawaii Visitors & Convention Bureau (Support Services) Contract expiration date: 12/31/2021
350	4	Branding	Global Market Shared Resources	\$797,000	\$787,000	\$737,000	\$737,000	\$0	\$787,000	\$50,000	1, 3, 5	HRS 2018-7(a)(1) HRS2018-7(a)(2) HRS2018-7(a)(8) HRS2018-7(b)(2)	RFP	Staffing for management of online marketing & social media in support of HTA's Global Marketing Team. Funds used to maintain various websites including Sharing Aloha and media websites; renew subscriptions to digital tools including Khoros and Podio.	Completed services/deliverables in support of HTA's Global Marketing Team Demonstrated good communication with HTA PR/Media Site: 2019: 36,046 Total Users / 42,519 Sessions / 140,652 Page Views 2020: 5,211 Total Users / 6,201 Sessions / 82,242 Page Views Sharing Aloha Site: 2019: 185 Order Requests 2020: 35 Order Requests	Development services for online marketing, social media and staffing.	Contractor: Hawaii Visitors & Convention Bureau (Support Services) Contract expiration date: 12/31/2021
380	4	Branding	Marketing Opportunity Fund	\$2,000,000	\$0	\$341	\$340	\$0	\$250,000	\$249,659	1, 3, 5	HRS 2018-7(a)(1) HRS2018-7(a)(2) HRS2018-7(a)(8) HRS2018-7(b)(2)	TBD	Funding reallocated into remaining branding budget to support marketing efforts in key markets.	Funds were used for unexpected marketing opportunities	Stronger branding statement for Hawaii	In the past we have funded unexpected coops with airline and wholesale partners
TBD-8	4	Branding	Pono Travel Tips/Kuleana Messaging at Neighbor Island Airports	\$0	\$0	\$0	\$0	\$0	\$175,000	\$175,000	1, 3, 4, 5	HRS 2018-6(a)(5) HRS 2018-7(a)(1) HRS2018-7(b)(2)	Sole Source (Exempt - HAR 3-120)	Funding to air Safe Travel Tips/Kuleana Messaging at neighbor island airports (OGG, KOA, LHI, ITO) via Bag Claim Carousel Digital Video Wall Circuit	N/A	Every 3mins/total 480 spots per day per airport; more informed and responsible travelers.	N/A
TBD-9	4	Branding	Local Business Support Program	\$0	\$0	\$0	\$0	\$0	\$500,000	\$500,000	1, 4	HRS 2018-6(a)(5) HRS 2018-7(a)(1) HRS2018-7(b)(2)	TBD	Funding to support a program to support local tourism related businesses to specifically raise awareness and spending amongst visitors at Hawaii based businesses.	N/A	Execution of co-op marketing programs in alignment with HTA's 4 pillars, targeting high-value mindful visitors, recovering travel demand in a safe, sustainable, and regenerative manner and meeting programs' performance targets.	N/A
TBD-10	4	Branding	Rebranding of the Hawaiian Islands	\$0	\$0	\$0	\$0	\$0	\$1,000,000	\$1,000,000	1, 2, 4, 5, 6	HRS 2018-7(a)(1)	RFP	Funding to support a full rebranding of the Hawaiian Islands. Inclusive of discovery and research, competitive analysis, brand positioning and key messages, logo and visual identity system update, brand standard guidelines, communications/brand audit, and rollout plan.	N/A	Stronger brand and positioning for Hawaii that is better aligned to current market conditions and resident sentiment.	N/A
TBD-11	4	Branding	Destination Management Technology Consulting Services	\$0	\$0	\$0	\$0	\$0	\$700,000	\$700,000	1, 2, 4, 5, 6	HRS 2018-7(a)(1)	RFP	Funds to support strategic consulting services for implementing various technology solutions for Hawaii as it pertains to destination management	N/A	Stronger brand positioning, creation of technology solutions to be implements that provide a seamless and integrated travel experience and thus enable destination management.	N/A
TBD-12	4	Branding	Smart Destination Hawaii	\$0	\$0	\$0	\$0	\$0	\$10,000,000	\$10,000,000	1, 2, 4, 5, 6	HRS 2018-7(a)(1) HRS 2018-7(a)(3) HRS 2018-7(a)(5) HRS 2018-7(a)(6) HRS 2018-7(a)(9)	RFP	Plan, design and implementation of a suite of digital infrastructure to advance Hawaii as a destination. Elements include development of a booking engine and related module infrastructure to support Hawaii and Hawaii made products, and activities, and unique Hawaii content. for the Hawaiian Islands	N/A	Stronger brand positioning, creation of a revenue stream to fund HTA and its operations. Drive spending to Hawaii based businesses, direct relationship and data from travelers.	N/A
TBD-13	ALL	Branding	HTUSA/HTJ Campaign Effectiveness Study	\$0	\$0	\$0	\$0	\$0	\$270,000	\$270,000	4, 5	\$2018-7(a)(8) (A) \$2018-7 (a)(8)(C)	RFP	Studies to evaluate campaign effectiveness for the USA and Japan major market areas, including the incremental trips generated, visitor spending per trip, incremental spending generated, and the taxes generated on spending.	N/A	Incremental trips generated, visitor spending per trip, incremental spending generated, and the taxes generated on spending as a result of major campaign(s)	N/A
397	4	Branding	Memberships and Dues - Branding	\$100,000	\$125,000	\$125,000	\$123,000	\$0	\$160,000	\$35,000	1	HRS 2018-7(a)(1) HRS 2018-7(a)(2) HRS 2018-7(a)(8) HRS 2018-7(b)(2)	N/A	US Travel Assn: \$125,000 PATA Int'l: \$3,000 PATA HI Chapter: \$275 Destination Int'l: \$25,000	Helps with lobbying for CARE programs, provided educations training webinars	Networking and relationship building platforms. Continue to receive market intelligence and training opportunities	Legislative webinars, IPW 2021 updates, what travel looks like past COVID-19
398	4	Branding	Travel - Branding	\$50,000	\$50,000	\$9,600	\$0	\$0	\$50,000	\$40,400	N/A	HRS 2018-7(a)(1) HRS 2018-7(a)(2) HRS 2018-7(a)(8) HRS 2018-7(b)(2)	Quotes	Travel cost for the Branding Team. To monitor and evaluate the GMT's events. Sales calls together with the GMTS.	Due to the COVID-19 pandemic, staff did not travel during fiscal year 2021. -Number of trips by program staff during fiscal 2020: 8	Contractor oversight and evaluation; relationship building with in-market partners.	Media blitz and trade missions in mainland US, Japan, Canada, Oceania, Korean, China, Taiwan, SE Asia, and Europe.

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723	4	Branding	Hawaii Film Office Partnership	\$30,000	\$30,000	\$30,000	\$30,000	\$0	\$0	-\$30,000	4	N/A	N/A	No longer required after HRS 2018 was amended	N/A	N/A	N/A
934	4	Branding	State Employee Salaries - Branding	\$539,050	\$508,648	\$572,788	\$572,788	\$38,940	\$920,222	\$347,434	N/A	\$2018-2	N/A	Salaries and wages.	N/A	Efficiently and effectively executing on programs.	Salaries for program staff are included in the Branding area in FY22 to reflect a more integrated and collaborative operations.
312	4	Sports	PGA Tour Contracts	\$0	\$2,166,864	\$2,166,864	\$2,166,864	\$0	\$2,177,889	\$11,025	4, 5	2018-3(a)(19)	RFP/RFQ	Contract with the PGA Tour through 2022 to host golf tournaments and execute a marketing program. Through the Aloha Season program, the focus is to increase exposure and generate interest in golf as an activity while visiting Hawai'i. In addition, three professional golf events on three different islands (O'ahu, Maui and Hawai'i) will be supported. Additional funds include a PGA Season- long promotion of The Hawaiian Islands showcasing each event winner's invitation to play in Hawai'i at the Sentry Tournament of Champions Event. Term: 2019 - 2022	2019 Results Attendance: 88,500 Economic Impact: \$10.05M Marketing Value: \$21.3M Charitable Donations: \$1,599,870 2020 Results Attendance: 1,833 Economic Impact: \$6.8M Marketing Value: \$19.1M Charitable Donations: \$2,011,760	Three professional golf tournaments in Hawaii and marketing throughout the year	Contractor: PGA Tour, Inc. Contract expiration date: 12/31/2022
340	4	Sports	Ironman World Championship	\$0	\$0	\$0	\$0	\$0	\$0	\$0	N/A	2018-3(a)(19)	N/A	Contract with the World Triathlon Corporation (WTC) to sponsor the Ironman World Championship. Programs focus on greater global exposure through distribution of the television broadcast in Hawai'i's key markets. The event garners strong community support as it has become an iconic annual spectacle on the island of Hawaii.	2019 Results Attendance: 30,000 Economic Impact: \$72M Marketing Value: \$42.3M	N/A	N/A
341	4	Sports	XTERRA World Championship and XTERRA Trail Run Championship	\$0	\$0	\$0	\$0	\$0	\$0	\$0	N/A	2018-3(a)(19)	N/A	Contract with Team Unlimited to sponsor the XTERRA World Championship, an off-road triathlon held in Kapalua, Maui and the XTERRA Trail Run Championship, a off-road trail run held in Kuloa, Oahu. Both programs provide exposure promoting Hawai'i as an active leisure destination and garner strong community support.	2019 Results Attendance: 4,495 Economic Impact: \$8.83M Marketing Value: \$13.6M	N/A	N/A
342	4	Sports	Maui Jim Maui Invitational	\$0	\$0	\$0	\$0	\$0	\$0	\$0	N/A	2018-3(a)(19)	N/A	Contract with Kemper Lesnik Sports to sponsor the Maui Jim Maui Invitational, a pre-season NCAA men's basketball tournament held in Lahaina, Maui. Funding supports ESPN national broadcast coverage of a 3-day, 12-game tournament as well as youth clinics and community events leading up to the games.	2019 Results Attendance: 7,096 Economic Impact: \$22.9M Marketing Value: \$127M	Sponsor of the Maui Jim Maui Invitational on Maui and marketing assets leading up to and during the event.	N/A
343	4	Sports	Lotte LPGA Championship	\$0	\$0	\$0	\$0	\$0	\$0	\$0	N/A	2018-3(a)(19)	N/A	Contract with 141 Premiere to sponsor the Lotte Ladies Professional Golf Association Championship held in KoOlina, Oahu. Funding would help cover the broadcast of the event to a national and international audience as many LPGA stars are from countries that are Hawai'i's existing and emerging markets. Youth clinics and community engagement is also part of the festivities.	2019 Results Attendance: 16,816 Economic Impact: \$7.1M Marketing Value: \$17.9M	N/A	N/A
345	4	Sports	ESPN Hawaii Bowl and Diamond Head Classic	\$0	\$0	\$0	\$0	\$0	\$0	\$0	N/A	2018-3(a)(19)	N/A	Contract with ESPN Regional Events to sponsor the Hawai'i Bowl and the Diamond Head Classic which are both held on Oahu. The Hawai'i Bowl is a post-season NCAA Football bowl game that guarantees the University of Hawaii a spot if it has a winning record. The Diamond Head Classic is a three-day, eight-team invitational college basketball tournament hosted by the University of Hawai'i. Both events engage with the community during events leading up to the bowl game and tournament.	2019 Results Attendance: 56,848 Economic Impact: \$19.3M Marketing Value: \$21.5M	N/A	N/A
370	4	Sports	Invesco Series Hawaii Championship	\$0	\$0	\$0	\$0	\$0	\$0	\$0	N/A	2018-3(a)(19)	N/A	Contract with InsideOut Sports to sponsor the Invesco Series Hawaii Championship held in Lahaina, Maui. Funding supports national television coverage as part of the Invesco Tennis Series as well as youth clinics and community engagements leading up to the event.	2019 Results Attendance: 1,239 Marketing Value: \$790K	N/A	N/A
371	4	Sports	AVP Hawaii Open	\$0	\$0	\$0	\$0	\$0	\$0	\$0	N/A	2018-3(a)(19)	N/A	Contract with EAS Enterprises to sponsor the AVP Hawaii Open held in Waikiki, Oahu. Funding supports national television coverage as part of the AVP Tour schedule as well as youth clinics and community engagements leading up to the tournament.	2019 Results Attendance: 8,000 Economic Impact: \$1.77M Marketing Value: \$1.07M	N/A	N/A
377	4	Sports	Polynesian Football HoF	\$0	\$155,000	\$50,000	\$50,000	\$0	\$150,000	\$100,000	4, 5	2018-3(a)(19)	TBD	Sponsorship of the Polynesian Football Hall of Fame Celebration and the High School All-Star Football Game held at Aloha Stadium. Includes Community Programs such as player and coaches clinics and opportunities for Hawai'i players to be scouted and recruited by colleges. The Polynesian Bowl is also televised nationally.	Successful Polynesian Football Hall of Fame Celebration and High School All-Star Football Game. Included player and coaching clinics, high school visits and other community engagements. The PFHOF also hosted its annual Hawaii Showcase for Hawai'i High School seniors who have yet to receive scholarship offers and current juniors in which almost 300 players participated.	PFHOF Celebration and High School All-Star Football Game; Hawaii High School Football Showcase	Contractor: Polynesian Football Hall of Fame Contract expiration date: 12/31/2021
378	4	Sports	UH Athletics Branding Partnership	\$0	\$316,000	\$266,000	\$266,000	\$100,000	\$0	-\$266,000	N/A	2018-3(a)(19)	N/A	Partnership with the University of Hawaii Athletics Department to promote visitation to the Hawaiian Islands by highlighting UH Sporting Events and UH Athletes as Hawai'i's Ambassadors. Includes sponsorship of the Big West Conference Basketball and Men's Volleyball Tournaments. Previous partnerships revolved around UH Football and Men's Volleyball games.	N/A	Presenting Sponsor of the 2022 Big West Conference Men's and Women's Basketball and Men's Volleyball Tournaments and marketing assets throughout these events	Contractor: Big West Conference Contract expiration date: 8/31/2023
379	4	Sports	Sports Programs - Unallocated	\$7,200,000	\$0	\$0	\$0	\$0	\$1,500,000	\$1,500,000	4, 5	2018-3(a)(19)	RFP	FY2022 funds available to sponsor sporting events that submit proposals to HTA for funding and meet HTA's sports marketing criteria. Potential events that HTA sponsored in the past include the LA Clippers Preseason Games, USA Davis Cup and Hawaii Open (Tennis).	N/A	N/A	N/A
384	4	Sports	Football (Hula Bowl)	\$0	\$0	\$25,000	\$25,000	\$0	\$0	-\$25,000	N/A	2018-3(a)(19)	N/A	Sponsorship of the 2021 College All-Star Football Game held at Aloha Stadium. Includes Community Programs such as player and coaches clinics and opportunities for Hawai'i players to be scouted and evaluated for the NFL Draft. The Hula Bowl is also televised nationally.	Successful return of the Hula Bowl to Hawai'i. Included player and coaching clinics, high school visits and other community engagements.	Sponsor of the 2022 Hula Bowl played at Aloha Stadium and marketing assets leading up to and during the game.	Contractor: The Hula Bowl LLC Contract expiration date: 12/31/2021
TBD-14	3	Planning	Hotspot Mitigation	\$0	\$0	\$0	\$0	\$0	\$500,000	\$500,000	3	\$2018-3(a)(17)	RFP	Planning and mitigation of hot spots/issues as identified in the DMAPs. Includes facilitation services.	N/A	Hotspot resolutions per DMAP	N/A

Program Code	SPP	Budget Category	Program Title	FY 2020 Budget	FY 2021 Original Budget	FY2021 Reallocated Budget	FY21 ENC/Budget Used (a/o 7/1/21)	Board Resolution and TAT Restart Funds Encumbered	FY2022 Proposed Budget (October 2021)	Variance (Proposed FY22 vs FY21 Reallocated)	TRP Key Priority	HRS Reference	Method of Acquisition	Description	Past Performance & Data	Expected Future Benefits	Notes (includes examples of projects)
TBD-15	ALL	Planning	Community Engagement	\$0	\$0	\$0	\$0	\$0	\$175,000	\$175,000	4	\$2018-3(a)(14)(17)	RFP, Quotes	Engagement meetings/forums with community/industry on tourism development decisions, including industry and community input and feedback on identified topics. Includes development of materials to communicate information.	DMAP community engagement meetings were held in 2020 and early 2021. Public had the opportunity to comment and provide feedback to proposed draft actions.	Continued engagement and collaborative with community and industry per DMAPs	N/A
TBD-16	ALL	Planning	Program Evaluation	\$0	\$0	\$0	\$0	\$0	\$500,000	\$500,000	4	\$2018-3(a)(14)(17)	RFP, Quotes	Evaluation of HTA's programs, including events evaluation, development of measures, dashboards and KPI tracking of HTA's programs outcomes and results.	Events Evaluation (16 Event reports)	Measured activities that are easily digestible and available to the public. Creation of report cards and dashboards.	Prior contract was cancelled due to lack of events. YouGov has committed to FY19 pricing. Budget is \$300,000 for FY22. Actual amount will depend on number of events selected for evaluation from Community, Hawaiian Culture, and Sports.
TBD-17	ALL	Planning	Planning Tools and Assessments	\$0	\$0	\$0	\$0	\$0	\$410,000	\$410,000	4	\$2018-3(a)(14)(17)(20)	Quotes	Destination assessments and planning tools to help with destination analysis and tools to communicate information for the public.	The last destination assessment was done in 2019, which helped shape the 2020-2025 HTA Strategic Plan.	Assessment of Hawai'i as a destination compared with others, study of visitor industry support of ag industry and determine areas for improvement. Clearer communication of findings and data.	DNEXT Report (destination analysis) - \$70,000; Miles Partnership Resilience Assessment \$5,000; Infographic services/program: \$30,000; visitor/agriculture industry study: \$75,000.
TBD-18	ALL	Planning	Community Tourism Collaborative	\$0	\$0	\$0	\$0	\$0	\$400,000	\$400,000	4	\$2018-3(a)(20); \$2018-7(a)(9)(b)(4)	RFP, Quotes	Assist organizations in the development of community management plans and tourism product projects for their communities.	N/A	Community Management Action Plans and Tourism Projects to that provide for jobs, economic development, and improved visitor experiences.	N/A
TBD-19	ALL	Planning	Memberships and Dues - Planning	\$0	\$0	\$0	\$0	\$0	\$3,200	\$3,200	4	N/A	N/A	Annual membership to Travel & Tourism Research Association and TTRA Chapter and the Global Sustainable Tourism Council	Travel and tourism research and data to understand the tourism landscape and markets.	Networking and relationship building, travel and tourism research and data.	Travel and Tourism Research Association and TTRA Hawai'i Chapter: \$690 annual dues Global Sustainable Tourism Council: \$2,500
TBD-20	ALL	Planning	Travel - Planning	\$0	\$0	\$0	\$0	\$0	\$17,000	\$17,000	3, 4	N/A	Quotes	The program anticipates travel needs to support community and industry outreach and inspection of DMAP activities.	N/A	Engagement and outreach with community organizations, DMAP steering committees, county agencies, visitor industry, and evaluation of projects.	N/A
601	4	Safety and Security	Visitor Assistance Programs	\$650,000	\$500,000	\$1,156,500	\$1,137,500	\$650,000	\$900,000	-\$256,500	3, 5	\$2018-3(21) \$2018-3(24)	TBD	Support of the Visitor Assistance Programs in the four counties. These programs provide a vital service that supports our visitors in crisis. Funding was initially reduced in FY21 but, after further discussions, it was determined that these programs serve as an important role in helping people and as insurance for the brand. The VAPs have been supporting the State's COVID-19 response in many ways including the flight assistance program.	CY2020: Maui County's (MCVAP) program handled 110 cases/169 visitors. MCVAP also attended regular meetings at the EOC, Police Commission, Airport, VOAD and car rental committee. Hawai'i County's program (VASH-HI) handled 226 cases/394 visitors. City and County of Honolulu's program (VASH) handled 793 cases/1,377 visitors. Kaua'i County's program (VASH-KC) handled 33 cases/69 visitors.	The Visitor Assistance Programs serve as an insurance policy to provide assistance to visitors in distress. Taking a negative experience and transforming it into a more positive one for a visitor directly impacts the brand. Continuing to fund these programs will add a layer of protection to the brand at a nominal cost for the incredible services rendered by the existing staff.	N/A
602	4	Safety and Security	Crisis Management	\$100,000	\$391,667	\$455,042	\$348,239	\$0	\$100,000	-\$355,042	3, 5	\$2018-3(24)	TBD	Funding will support crisis-related expenditures during the fiscal year. This funding will primarily be utilized to support ongoing COVID-related missions as assigned to the HTA through HI-EMA.	Funding went to support COVID-19 related missions in support of the Governor, HI-EMA, and the industry. This included operating a call center and supporting the airport contractors that were managed by DOT-Airports.	In the event a crisis occurs in Hawaii, having these funds available to react quickly and provide support is critical. HTA's ability to be flexible and nimble, especially in a moment of crisis, combined with the ability to fund an action, will allow us to continue to support and protect the Hawaii brand.	Per HRS \$2018-3 (24), HTA is required to develop and implement emergency measures to respond to any adverse effects on the tourism industry.
603	3	Safety and Security	Lifeguard Program	\$700,000	\$0	\$0	\$0	\$0	\$0	\$0	N/A	\$2018-3(21)	N/A	This program provided much needed support to the 4 counties ocean safety programs and the statewide Junior Lifeguard program. The funding to the counties specifically supported the acquisition of ocean safety equipment which would be used at various beach parks.	In 2019, the JR Lifeguard program had 2,870 participants and was active in all four counties. The City and County of Honolulu had 1,800 participants, Kauai County had 600 participants, Maui County had 270 participants, and Hawaii County had 200. Hawaii County purchased 2 personal water craft, 2 rescue sleds, 1 truck, 2 radios, 1 trailer, 2 PWC hardware, 2 PTT headsets, (matched \$125K). City purchased 5 personal water craft, and 7 ATVs (matched \$125K). Kauai Lifeguard Assoc. purchased a utility vehicle, radios, ATVs, jetski, PA system for towers, and software for CPR training. Maui County purchased portable radios, rescue fins, masks/snorkels, rescue boards, rescue sleds, rescue water craft, trailers, and ATV/UTCS.	Supporting the purchase of ocean safety equipment that otherwise would not have been purchased by a county may mean the difference between a swift rescue and/or a delayed rescue due to equipment needs. A minimal investment to purchase jet skis, boards, fins, and other ocean safety equipment may result in more lives saved, safer beaches, and safer visitors.	Programs are currently suspended due to COVID-19.
604	3	Safety and Security	Preventative Programs	\$400,000	\$0	\$0	\$0	\$0	\$100,000	\$100,000	3, 5	\$2018-3(21)	TBD	This program engaged DOT-Airport's advertising concessionaires to place PSAs in the baggage claim at all major airports throughout Hawaii. The primary message was focused on ocean safety for arriving visitors.	Clear Channel - DK1 Int Airport - ran ocean safety videos on 20 screens in baggage claim, 1 spot per 6 minute cycle, 10 showings per hour or 240 spots per day. Pacific Media Group showed Ocean Safety Videos, provided by HTA, in Kahului, Lihue, and Kona Airports. In Kahului: Two (2) video screens (minimum 65") located in the baggage claim area visible to all arriving passengers; two 30-second spots played consecutively and exclusively with no other ads in rotation. In addition, four static message boards and six brochure racks were provided to complement the two video screens. In Kona: Eight (8) walls on baggage claim carousels; two 30-second spots played consecutively, one spot per 3-minute cycle and then repeated in sequence 24/7. 480 spots per day. In Lihue, Kaua'i: Eight (8) video walls on baggage claim carousels, two 30-second spots played consecutively; one spot per 3-minute cycle and then repeated in sequence 24/7. 480 spots per day.	The ability to display PSAs that help educate visitors while they are waiting at the baggage claim may result in saving the life of that visitor. These additional funds help to support an increased frequency of ocean safety videos throughout all of Hawaii's major airports. Saving a life through education equates to tremendous positive benefits.	No available funds to support this program.
606	3	Safety and Security	Safety and Security Opportunity Fund	\$300,000	\$0	\$0	\$0	\$0	\$0	\$0	N/A	\$2018-3(21) \$2018-3(24)	N/A	These funds were allocated to support unspecified/unanticipated safety and security opportunities that might present themselves during the fiscal year.	N/A	Having the ability to react quickly to a safety/security opportunity that was not anticipated may result in a positive impact for Hawaii visitors and help further enhance our brand.	NA
501	ALL	Tourism Research	Data Dissemination	\$54,000	\$0	\$0	\$0	\$0	\$0	\$0	N/A	\$2018-7 Tourism-related activities. (a) (8) Tourism research and statistics (C) Provide tourism information	N/A	N/A	In FY 2021: Tourism Data Warehouse - Tourism Data Warehouse costs were paid by DBEDT for FY20 and FY21. Printing of Annual Visitor Research Report - 2019 and 2020 Annual Visitor Research Reports were not printed.	n/a	n/a
505	ALL	Tourism Research	Est of Visitor Arrivals by Country by Month	\$6,000	\$3,500	\$3,500	\$3,440	\$0	\$0	-\$3,500	N/A	\$2018-7 Tourism-related activities. (a) (8) Tourism research and statistics (C) Provide tourism information	N/A	N/A	In FY 2021: i-94 data from the US Dept of Commerce National Travel and Tourism Office Zipcode database -- Purchase of data subscriptions only. No contracts.	n/a	n/a

Program Code	SPP	Budget Category	Program Title	FY 2020 Budget	FY 2021 Original Budget	FY2021 Reallocated Budget	FY21 ENC/Budget Used (a/o 7/1/21)	Board Resolution and TAT Restart Funds Encumbered	FY2022 Proposed Budget (October 2021)	Variance (Proposed FY22 vs FY21 Reallocated)	TRP Key Priority	HRS Reference	Method of Acquisition	Description	Past Performance & Data	Expected Future Benefits	Notes (includes examples of projects)
506	ALL	Tourism Research	Infrastructure Research (Accommodations and Airseats)	\$556,330	\$520,879	\$468,727	\$468,726	\$0	\$60,000	-\$408,727	1	§2018-7 Tourism-related activities. (a) (8) Tourism research and statistics (C) Provide tourism information (ii) The number of transient accommodation units available, occupancy rates, and room rates; (iii) Airline-related data including seat capacity and number of flights;	Subscription	Hotel performance data	Monthly Hotel performance report (12) In FY 2021: Visitor Plant Inventory - Annual Visitor Plant Report Quarterly Timeshare Reports - Quarterly and annual Timeshare report (4 quarterly reports, 1 annual report) Vacation rental performance data - Monthly Vacation rental performance report (12) SAS software and maintenance Dio Mi airseat database - Monthly Airseats outlook report (12); Quarterly airseats report (4) Global Travel Agency Pro - Daily Travel Agency Booking Report tables for Briefers (300+); Weekly Travel Agency Booking Reports (52) ESRI development costs	The number of reports published in FY22 is expected to be similar to FY21.	Hotel performance data: STR, Inc., annual subscription. Additional data were ordered during the pandemic. \$60,000 budgeted for FY22
512	ALL	Tourism Research	Visitor Arrivals and Departure Surveys	\$1,314,540	\$1,150,581	\$940,418	\$547,722	\$0	\$0	-\$940,418	N/A	§2018-7 Tourism-related activities. (a) (8) Tourism research and statistics (C) Provide tourism information (i) Visitor arrivals, visitor characteristics, and expenditures	N/A	N/A	FY 2021: Printing, Storage, and Delivery of In-Flight Forms Statewide Domestic In-Flight Visitors' Basic Characteristics Study Cruise Visitor Survey Printing of Important Envelopes Departure Visitor Surveys and Tabulation AOA badges FedEx delivery costs for Ag Form and Important Envelopes Domestic Survey: 4.13 million forms processed International Survey: 62k Island Visitor Survey: 77k Cruise Survey: 15.4k	n/a	n/a
513	ALL	Tourism Research	Evaluation and Performance Studies	\$1,148,405	\$662,810	\$784,173	\$783,973	\$0	\$0	-\$784,173	N/A	§2018-7 Tourism-related activities. (a) (8) Tourism research and statistics (A) Measure and analyze tourism trends §2018-7 Tourism-related activities. (a) (8) Tourism research and statistics (C) Provide tourism information (iv) The economic, social, and physical impacts of tourism on the State §2018-7 Tourism-related activities. (a) (8) Tourism research and statistics (C) Provide tourism information (v) The effects of the marketing programs of the authority on the measures of effectiveness developed pursuant to section 2018-6(b)	N/A	In FY 2021: Data for points of interests in Symphony Dashboard and also tracking of DMAP hotspots	Monitoring of DMAP hotspots		
514	ALL	Tourism Research	Marketing Research	\$498,797	\$42,850	\$177,740	\$133,705	\$0	\$0	-\$177,740	N/A	§2018-7 Tourism-related activities. (a) (8) Tourism research and statistics (A) Measure and analyze tourism trends	N/A	N/A	In FY 2021: MMGY Global Travel Horizons (4 quarterly data updates) PhocusWright research subscription (ongoing access to research reports) Skift research subscription (ongoing access to research reports) Destinations International Economic Impact Calculator - used to calculate Supplemental Business Spending Hawaii TravelTrak America (4 quarterly data updates) Canada research reports (24+ reports)	n/a	n/a
597	ALL	Tourism Research	Memberships and Dues - Research	\$7,322	\$42,322	\$30,561	\$30,331	\$0	\$0	-\$30,561	N/A	N/A	N/A	Pacific Asia Travel Association PATA Hawaii Chapter Travel and Tourism Research Association and TTRA Hawaii Chapter - Chapter Board Hawaii Economics Association - Board Skål International Hawaii - Board Destinations International - umbrella membership for HTA and all GMTs	Research reports, market intelligence, conferences, educational programs, training, networking and relationship building.	Pacific Asia Travel Association: \$3,035 annual dues PATA Hawaii Chapter: \$275 annual dues Travel and Tourism Research Association and TTRA Hawaii Chapter: \$690 annual dues Destinations International: \$25,000 annual dues	
598	ALL	Tourism Research	Travel - Research	\$15,000	\$0	\$0	\$0	\$0	\$0	\$0	N/A	N/A	N/A	Travel to conferences and registration fees	Due to the COVID-19 pandemic, staff did not travel during fiscal year 2021. -Number of trips by program staff during fiscal 2020: 4	n/a	n/a
935	ALL	Tourism Research	State Employee Salaries - Research	\$393,000	\$384,180	\$450,280	\$450,279	\$33,119	\$0	-\$450,280	N/A	§2018-2	N/A	Salaries and wages.	N/A	n/a	n/a
101	ALL	Administrative	Community-Industry Outreach & Public Relations Services	\$250,000	\$265,000	\$547,386	\$547,385	\$400,000	\$200,000	-\$347,386	1, 2, 3, 4	§2018-3 (a)(17) §2018-3 (a)(21) §2018-3 (a)(22) §2018-3 (a)(23) §2018-3 (a)(24) §2018-7 (9b)(1-5) §2018-16	RFP	Provides communications support to HTA's PAO, including a contract with HTA's current vendor (Anthology Media Group), as well as support for digital assets and other communications-related costs.	1. Keeping HTA's online resources up to date, including crisis communications (COVID-19 alert pages, adding HTA's daily briefers to the alerts page, etc.) 2. Supporting, coordinating, and maintaining continuity of external communications (events, appearances, announcements, distribution lists, community relations, social media, etc.) 3. Helping to maintain Government relations, inter-agency, and county connectivity via communications, as well as keeping up to date with industry news as it relates to HTA in the Media and policies, and facilitating conversations and events around tourism 4. Assisting with the development of a strategic communications plan.	The HTA's 2020-2025 Strategic Plan includes milestones to (a) grow reach and engagement on all HTA social media platforms, and (b) increase numbers of news stories about HTA-sponsored events and programs. While the second milestone was created prior to the pandemic - when the Aloha Aina, Kukulua Ola and Community Enrichment Programs were active - Anthology will continue to help create and boost HTA's original social media posts to help promote projects that HTA is taking initiative with to align tourism with its strategic plan.	Social media postings for the Community-Based Tourism and the Destination Management Action Plans (DMAPs) and resources like the Maemae Tool Kit. Anthology is also helping to create the structure for a speakers bureau to help promote the DMAPs.

Program Code	SPP	Budget Category	Program Title	FY 2020 Budget	FY 2021 Original Budget	FY2021 Reallocated Budget	FY21 ENC/Budget Used (a/o 7/1/21)	Board Resolution and TAT Restart Funds Encumbered	FY2022 Proposed Budget (October 2021)	Variance (Proposed FY22 vs FY21 Reallocated)	TRP Key Priority	HRS Reference	Method of Acquisition	Description	Past Performance & Data	Expected Future Benefits	Notes (includes examples of projects)
103	ALL	Administrative	Hawaiitourismauthority.org	\$100,000	\$75,000	\$35,960	\$35,959	\$0	\$100,000	\$64,040	1, 4	\$2018-3 (a)(21)	RFP	Ongoing design, support, maintenance, and hosting of the HTA's primary website.	Anthology helped to create the HTA website, and provides ongoing maintenance and support. The team has been responsive when HTA's staff reached out for help and they met the expectations that were set forth in the contract. HTA's website did not experience any outages during 2020 and has handled the increased traffic throughout the COVID-19 pandemic. Currently, most people are visiting hawaiitourismauthority.org for COVID-related information along with research data. Our website has been a useful tool for many visitors and residents during the pandemic. covid-19-novel-coronavirus page traffic: - January 1 - December 31, 2020 (total of 4,396,302 views of which 3,760,452 views were unique). covid-19-updates page traffic: - January 1 - December 31, 2020 (total of 1,153,010 views of which 852,449 views were unique). - January 1 and October 24, 2021 (total of 1,682,212 views of which 1,223,749 were unique). research/monthly-visitor-statistics page traffic: - January 1 - December 31, 2019 (total of 17,789 views of which 14,535 views were unique). - January 1 - December 31, 2020 (total of 33,244 views of which 28,138 views were unique).	Using Google Analytics, we can gauge the traffic to our HTA website. Post-pandemic, we expect more website traffic driven to the community pages. With the reopen of our RFP, we've seen a total of 7,965 views. 7,073 of which were unique between January 1 and October 25, 2021.	The scope was reduced for 2021, and Anthology Marketing Group reduced their retainer fee from \$2,100/month to \$1,000/month for 2021. Monthly subscription fees remain the same for hosting (\$500/month), Swifttype (\$299/month), and Cloudflare (\$210/month). Additional requests beyond the scope will be charged on a per project basis. We intend to go out to bid on this once the current contract ends on 12/31/2021.
901	ALL	Administrative	General and Administrative	\$401,700	\$303,700	\$301,850	\$289,307	\$0	\$648,700	\$346,850	ALL	\$2018-2 \$2018-11	Quotes	Administrative support costs include: 1) \$58,000 Computer Programs/Software; 2) \$35,000 Telephone; 3) \$35,000 Rental of Copy Machines; 4) \$80,000 IT Consultant, related purchases and miscellaneous IT expenses; 5) \$300,000 Audit and Federal Support.	Operated with efficiency. Volume attributed to Finance and/or Contracts team includes: 2020 Contracts/supplemental contracts executed or notifications: 411 2019 Contracts/supplemental contracts executed or notifications: 334 2019 Payments processed: 2116 2020 Payments processed: 1884	Admin team will continue to support all programs throughout HTA in their execution, through processing of contract and non-contract encumbrances, processing payments, reporting financial information, working with the Department of the Attorney General, providing guidance to staff. Functions also include monitoring and responding to draft legislation, supporting the HTA Board and leadership, supporting and responding to preparation of information and requests from external parties that include legislative matters and State departments.	Expenditures based on historical spend in this BLI. Administrative support costs include: 1) \$58,000 Computer Programs/Software; 2) \$35,000 Telephone; 3) \$35,000 Rental of Copy Machines; 4) \$80,000 IT Consultant, related purchases and miscellaneous IT expenses; 5) \$100,000 Contract management system.
930	ALL	Administrative	State Employee Salaries - Admin	\$1,075,000	\$1,047,227	\$1,029,674	\$1,029,674	\$72,215	\$1,179,778	\$150,104	ALL	\$2018-2 \$2018-11	N/A	Salaries and wages.	Please see past performance and data for program 901 above.	Please see expected future benefits for program 901 above.	Expenditures based on salary schedule.
998	ALL	Administrative	Travel - Admin	\$50,000	\$10,000	\$0	\$0	\$0	\$50,411	\$50,411	ALL	\$2018-2 \$2018-11	Quotes	Funding to support possible travel during the fiscal year by members of the administrative team.	Due to the COVID-19 pandemic, staff did not travel during fiscal year 2021. -Number of trips by admin staff during fiscal 2020: 32	Travel by admin team, including CEO, to support program efforts and meet with stakeholders.	Travel budget reduced significantly due to COVID travel restrictions. Provide for some travel for leadership team if necessary.
915	ALL	Governance and Organization-Wide	Organization-Wide	\$240,000	\$195,000	\$189,000	\$162,618	\$0	\$230,000	\$41,000	ALL	\$2018-2	RFP Quotes	Costs include: 1) \$130,000 Legal & Audit; 2) \$75,000 Support contingency	N/A	Support of Board governance and oversight.	Expenditures based on historical spend in this BLI. Includes: -CON 20187 Office of the Auditor for \$105,000 each year through FY 2022, for the annual financial audit.
919	ALL	Governance and Organization-Wide	Governance - Gen Board/Others	\$146,300	\$89,600	\$113,176	\$101,647	\$0	\$121,800	\$8,624	ALL	\$2018-2	RFP	Costs associated with the Board's strategic oversight of the HTA, including: 1) \$23,000 for Board and Commission expenses (including meeting minutes); 2) \$25,000 for D&O insurance coverage; 3) \$40,000 Board travel	Meeting minutes have been produced on schedule for all board and committee meetings. Travel has been nominal during FY21. Typically, there are three board members requiring travel support once per month.	Support of Board governance and oversight.	Expenditures based on historical spend in this BLI. -Aloha Data Services for Board meeting minutes (\$576/meeting)
931	ALL	Governance and Organization-Wide	State Employees Fringe	\$1,481,142	\$1,367,590	\$1,122,355	\$1,120,894	\$81,493	\$1,110,000	-\$12,355	ALL	\$2018-2	N/A	Fringe benefit costs for all HTA State employees (25 positions included in this FY22 budget)	N/A	Fringe benefits for staff. Efficient operations.	Expenditures based on salary/fringe calculations as provided for by the State.
				\$86,790,788	\$48,674,688	\$77,725,247	\$77,018,222	\$39,849,767	\$60,000,000	-\$17,725,247							



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
200		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
Hawaiian Culture Programs - Unallocated		2	N/A
HRS Reference		Potential Method of Acquisition	
N/A		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$6,780,000	\$0	\$0	\$0
Description			
Budget reduced due to pandemic. The items that were grouped in this category in FY20 are detailed below for FY21.			
Past Performance & Data			
N/A			
Expected Future Benefits			
N/A			
Notes			
The items that were grouped in this category in FY20 are detailed below for FY22			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
201		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
Kūkulu Ola: Living Hawaiian Cultural Program		2	1,3,4,5,6
HRS Reference		Potential Method of Acquisition	
§201B-3(20) §201B-7(b)(5)(C)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$3,059,781	\$1,751,900	\$0
Description			
Support for community initiated projects that preserve the Native Hawaiian culture into the future. Funding will be awarded through an RFP process to support community projects that align with the HTA Strategic Plan to support long term cultural preservation efforts that enhance, strengthen, and perpetuate Hawaiian culture.			
Past Performance & Data			
FY21 performance data is not available			
FY20 performance data includes 34 Projects. These contracts were reduced at HTA's discretion to 50% of the original contract value in an effort to reduce our run rate as COVID began. These projects are implemented on a calendar year basis. Project deliverables and key performance indicators were adjusted accordingly on a per project basis. Contractors were also instructed to implement their projects in accordance with all applicable laws and emergency orders at the time. Capacity building workshops were conducted on all major islands including grant writing workshops, org capacity building, project management, diversifying sponsorships. Communications campaign to promote the program.			

2020 Kūkulu Ola:
Hawai'i County (7, \$137,500)
Maui County (5, \$87,500)
Honolulu County (14, \$295,000)
Kaua'i County (2, \$15,600)
Statewide (6, \$147,500)
TOTAL: 34, \$683,100.00

Select examples of programs include: Queen Lili'uokalani Keiki Hula, Mākau Mo'omeheu, I Le'a ka Hula, and many others.

Expected Future Benefits

Support of community initiated programs identified in the DMAPs as well as those programmatic actions called for in the HTA strategic plan. These programs should support the perpetuation of Hawaiian cultural knowledge, assets and world view. These programs should also work to differentiation Bridging Hawaiian community with the visitor industry.

Notes

CON 20127 S1: 45th Annual Queen Lili'uokalani Keiki Hula Competition - Due to impacts from COVID-19, the 45th Annual event will be a hō'ike (showcase) over 3-5 celebrating the 45 year history of Keiki Hula. It will be aired nightly on KFVE and online. We anticipate at least 500,000 viewers. All halau (20+) have confirmed the participation. This project's proposed Key Performance Indicators include: 1) 20 soloists participating, 2) 20 group hālau participating, 3) 100,000 social media views, 4) 95% of participants/viewers are satisfied, 5) 95% of participants are likely to return to the project in the future, 6) 300,000 on-island residents participating/viewing the 2020 Keiki Hula Hō'ike, 7) 300,000 neighbor-island residents viewing the project.

CON 20143 S1: Mākau Mo'omeheu - the series provides cultural competency training across the Hawaiian Islands for professionals and volunteers working in Hawai'i's heritage sector. More specifically, our goal is to equip participants with the knowledge and skill to better understand and respectfully interpret Native Hawaiian culture through consultation and collaboration with cultural practitioners and knowledge holders. This project's final Key Performance Indicators include: 1) 292 on-island residents registered and/or participated in the project, 2) 116 neighbor island registrants, 3) 5538 US registrants, 4) 969 international registrants, 5) 7 Cultural Competence Workshops Held, 6) 19 Cultural Practitioners Engaged, 7) 1401 total participants, 8) 96.65% of participants felt a stronger appreciation for Hawaiian culture, 9) 96.20% of participants felt their knowledge was increased, 10) 99.40% of participants felt their learning would have an impact on their work.

CON 20132 S1: I Le'a Ka Hula 2020 - a virtual hula conference produced by nā Kumu Hula Vicky Holt Takamine, Michael Pili Pang, and Robert Uluwehi Cazimero. The online hula classes are scheduled for November 19 - 21, with sixteen 90 minute classes offered during the three days. This project's final Key Performance Indicators include: 1) 110 participating artists & practitioners, 2) 78 events hosted virtually, 3) 355 virtual attendees/participants, 4) 85% of participants expressed an increase in knowledge, 5) 123 total hours dedicated to hula.



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
202		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
Hawaiian Culture Initiative		2	1,3,4,5,6
HRS Reference		Potential Method of Acquisition	
§201B-3(22) §201B-7(b)(5)(A) §201B-7(b)(5)(C)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$950,000	\$833,149	\$0
Description			
<p>In accordance with HRS 201B, HTA's Strategic Plan and collective ambition to integrate authentic cultural practices into the visitor industry to perpetuate Hawaii's unique cultural heritage. Programs supported under this area will provide structural change in the Industry to increase the authenticity and frequency of Hawaiian culture in the visitor industry. These programs will also help to bridge the visitor industry and the Hawaiian community. Examples of programs are the Native Hawaiian Hospitality Association, Hawaiian Language projects, support for various community and other state agency projects that support the continued integration of Hawaiian culture and the visitor industry and other similar programs.</p>			
Past Performance & Data			
<p>FY20 performance data includes CON 18200 S1 Native Hawaiian Hospitality Association (NaHHA) \$445,000. Areas of growth for NaHHA include re-framing mission objectives to support those that have been identified in the HTA strategic plan and DMAP.</p> <p>The following is a short recap of outcomes from the major objectives in the 2019 S1 contract: (A) Assisting the State in developing the cultural tourism tracks by providing speakers, organization and logistics, staffing and executing cultural</p>			

sessions for GTS with guidance and collaboration from HTA's Director of Hawaiian Cultural Affairs: NaHHA was responsible for the planning and implementation of Cultural FAM Huaka'i, two cultural tracks, the opening protocol for the event, entertainment for the Aloha Reception and the Legacy Luncheon. The event took place 11/17-11/19, 2019 at the Hilton Waikoloa Village on Hawai'i Island. (A) Entrepreneur Development Workshops - conducted in each county twice annually: NaHHA was set to execute Round #1 of the Entrepreneurial Development workshops in late January/February of 2020 and Round #2 in May/June of 2020. Due to COVID19 actual dates & locations of workshops are tentative. (B) NaHHA provides Waikiki Historic Trail cultural and historical education about Waikiki for the general public. Throughout the months of November & December NaHHA engaged roughly 48 participants.

Expected Future Benefits

Long term partnerships with organizations that align with HTA's strategic plan who will have a direct impact in bridging the Hawaiian community and the visitor industry.

Notes

From July 1, 2020 to June 30, 2021 NaHHA has placed various cultural training curriculums in front of 4,219 participants, triple last year's numbers for the entire Fiscal Year (1,222 participants in FY2019/2020) and the largest number of participants to date.
On Feb. 21st, NaHHA participated in the Tourism Day at the Capitol in collaboration with HLTA and continues to participate in various vendor booths focused on increasing cultural knowledge.
contractor: Native Hawaiian Hospitality Association (NaHHA)
contract expiration date: 6/30/2022 (1yr option remaining)



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
203		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
Ma'ema'e Program		2	1,4,5,6
HRS Reference		Potential Method of Acquisition	
§201B-7(b)(5)(A)		PO	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$15,000	\$0	\$50,000
Description			
<p>To support cultural elements of HTA's brand management (marketing) activities. This area assures that HTA is promoting Hawai'i in a way that is consistent with our brand identity. It includes educational programs for HTA contractors, media and travel trade in all markets to assure that Hawai'i is being promoted in a way that is consistent with our Hawaiian islands brand.</p>			
Past Performance & Data			
<p>FY21 performance data is not available 2017: Ma'ema'e training classes to media and Travel trade partners and agents in: Germany, Switzerland, United Kingdom, Canada, USA, Hong Kong, China and Malaysia. Representatives from all GMTs attended sessions in September 2017 and March 2018. Program trains thousands annually in Hawaiian Culture and language to further the accuracy and authenticity seen in our branding and marketing world wide. This program is a pillar of our strategy to place Hawaiian culture in everything that we do at the HTA. Travel Trade Trained: All key GMT staff from all 10 markets received multiple trainings year. Numerous travel trade also trained under this program.</p>			

Expected Future Benefits
Overall cultural awareness, sensitivity and consistency with the Hawaiian Island's brand in all marketing and promotional activities. Develop lasting relationships with the Hawaiian Islands and loyalty with the destination
Notes
N/A



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
204		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
Market Support		2	1,3,4,5,6
HRS Reference		Potential Method of Acquisition	
§201B-7(b)(5)(A)		PO	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$20,000	\$0	\$50,000
Description			
<p>Providing for cultural representation in the markets for trade shows, missions, promotional events and other activities that showcase Hawai'i's unique people, place and culture. This is a key pillar to our strategy to incorporate Hawaiian culture in all we do.</p>			
Past Performance & Data			
<p>FY21 performance data is not available</p> <p>FY20 2018 Korea Mission 2018 Hong Kong Mission 2018 China Mission 2017 Aloha Europe Mission 2017 Scoot Launch and other various market activations.</p>			

Hula auana and Hula kahiko performances in various countries with hundreds of performances ranging from 10 minutes to 40 minutes each. With performances, for media, travel trade and trade shows. This also include lei making demonstrations and other cultural hands on learning experiences for participants.

Expected Future Benefits

Authentic representation of Hawai'i in international markets. Entertainers/musicians and practitioners representing Hawai'i, carrying the brand message in these developing markets. Develop lasting relationships with the Hawaiian Islands and loyalty with the destination

Notes

N/A



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
205		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
Aloha Festivals		2	1,4,5,6
HRS Reference		Potential Method of Acquisition	
§201B-3(a)(20) §201B-7(a)(3) §201B-7(b)(5)(C)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$0
Description			
<p>Aloha Festivals is a Hawaiian cultural event that showcases Hawai'i's music, dance, history and traditions in the fall of each year. This event is held statewide and includes events such as the Royal Court Investiture, a Ho'olaule'a, the Aloha festivals signature parade as well as the opening ceremonies. HTA will focus on working with event organizers to organize a statewide brand to build a premier statewide Hawai'ian cultural event.</p>			
Past Performance & Data			
<p>FY21 performance data is not available</p> <p>FY20 performance data is not available since the contract was canceled due to budget constraints arising from COVID-19 and the Governor's Sixth Emergency Proclamation in April 2020. FY20 expenditures were reimbursed for the planning of the Aloha Festivals as follows: Oahu - \$24,729.01 Maui- \$2,562.49 Hawaii island- \$0.00</p>			

FY19 Total Attendees: 12,931

Visitors: 8,017

Economic Impact: \$844,987 direct expenditures

Tourist Advocacy: 82% of visitors will recommend visiting Hawaii

Event Satisfaction: 8.4 out of 10

Community Impact: 84% believe using tax funds to assist funding the Aloha Festivals is reasonable

Expected Future Benefits

Attendance

Economic Impact

Media Value

Exposure

Satisfaction

Notes

N/A



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
206		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
Kāhea Program - Harbors		2	1,4,5,6
HRS Reference		Potential Method of Acquisition	
§201B-7(b)(5)(A)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$111,036	\$0
Description			
<p>Continue to create a sense of place through programs that highlight the host culture at Hawai'i cruise ship piers. This is accomplished through incorporation of the Hawaiian language, Hawaiian cultural content, greeting programs that share Hawaiian music and hula at the entry and exit points to the State, and other educational programs to enhance the arrival experience for visitors. Also to execute improvements to the entertainment area and upgrading of signage and decor, as well as pursuance of harbor access cards for volunteers and entertainers, all with which is to enhance the arrival experience of Hawai'i's visitors to the harbors.</p>			
Past Performance & Data			
<p>FY21 performance data is not available</p> <p>FY20 performance data is not available since the contract was canceled due to budget constraints arising from COVID-19 and the Governor's Sixth Emergency Proclamation in April 2020. FY20 expenditures were reimbursed for the implementation of the program as follows: Hilo Harbor- \$0.00 Lahaina Harbor- \$0.00 Nawiliwili Harbor- \$1,316.32</p>			

Kona Harbor- \$7,863.70

FY19

Estimated Harbor greetings for Nawiliwili, Lahaina, Kona, and Hilo.

Nawiliwili: 223,042 passengers greeted

Lahaina: 122,969 passengers greeted

Kona: 158,192 passengers greeted

Hilo: 241,097 passengers greeted

Support for inaugural voyages.

Expected Future Benefits

Visitor Satisfaction

Hawaiian Sense of Place

Perpetuating Hawaiian culture

Notes

N/A



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
207		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
Kāheha Program - Airport		2	1,4,5,6
HRS Reference		Potential Method of Acquisition	
§201B-7(b)(5)(A)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$534,869	\$0
Description			
<p>Continue to create a sense of place through programs that highlight the host culture at Hawai'i airports. This is accomplished through incorporation of the Hawaiian language, Hawaiian cultural content, greeting programs that share Hawaiian music and hula at the entry and exit points to the State, and other educational programs to enhance the pre- and post-arrival experience for visitors. Continued work on providing Hawaiian language greeting, signage, arrival information, and increased safety information. Also support for a pilot program of enhanced VIP ambassadors who can educate visitors of local COVID protocols.</p>			
Past Performance & Data			
<p>FY21 performance data is not available</p> <p>FY20 performance data is not available</p> <p>FY19 Hawaiian music and hula at all major airports.</p>			

Honolulu: 312 performances (6 per week). Hilo: 104 performances (2 per week). Kona: 104 performances (2 per week). Lihue: 104 performances (2 per week). Kahului: 208 performances (3 per week). Support for inaugural flights and new routes. New Program: Airports (HNL, KOA, LIH, OGG) Ocean Safety PSAs starting on July 1, 2018

Expected Future Benefits

Increased Visitor safety education
Visitor Satisfaction
Hawaiian Sense of Place
Perpetuating Hawaiian culture

Notes

N/A



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
208		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
Center for Hawaiian Music & Dance		2	1,4,5,6
HRS Reference		Potential Method of Acquisition	
§201B-3(a)(20) §201B-7(a)(3) §201B-7(b)(5)(C) §237D-6.5(b)3(B)(i)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$1,000,000	\$0	\$5,948,568	\$0
Description			
Budget reduced due to pandemic. The CHMD allocation is to explore the development of a virtual concept that would make Hawaiian music, dance, related histories and cultural storytelling available to the world on-line. Essentially, this approach takes HMDC into the digital world and would complement a “bricks and mortar” concept – as envisioned, originally (location and final concept: TBD).			
Past Performance & Data			
No past performance data is available. No expenditures have been made to this program since 2016			
Expected Future Benefits			
A virtual Center for Hawaiian Music and Dance (CHMD) to create mixed space, contribute to cultural preservation and enhance resident/visitor experiences.			
Notes			
Remaining balance of funds set aside for the CHMD (after taking out the \$250,000): \$5,948,568.			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
209		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
Hawaiian Navigation (Formerly Hōkūle‘a Voyage)		2	1,4,5,6
HRS Reference		Potential Method of Acquisition	
§201B-7(b)(5)(C)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$0
Description			
Support of Hawaiian navigation programs statewide and the planned Moananuiākea Voyage. The program also will support marketing opportunities to promote Hawai'i in the counties that the canoe ports.			
Past Performance & Data			
New program, no past performance data is available. FY17 Funds were provided to support the Polynesian Voyaging Society and the Homecoming of Hōkūle‘a from the world wide Mālama Honua voyage.			
Expected Future Benefits			
Polynesian Voyaging Society, Nā ‘Ohana Wa‘a and other voyaging organizations with projects that perpetuate traditional Hawaiian voyaging. Emphasis will be placed on sailing and outreach in port calls in source markets.			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
210		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
King Kamehameha Celebration		2	1,4,5,6
HRS Reference		Potential Method of Acquisition	
§201B-3(a)(20) §201B-7(a)(3) §201B-7(b)(5)(C)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$0
Description			
<p>June 11th of each year was designated a public holiday to honor the memory of Kamehameha the Great, who united all of the Hawaiian Islands. Events include a Kamehameha Day parade, arts and crafts displays and a lei draping ceremony. Events are held across the state. Development of a program with DOE to heighten awareness of the historic significance at the elementary and middle school levels statewide.</p>			
Past Performance & Data			
<p>FY21 performance data is not available since the program was eliminated due to budget constraints arising from COVID-19 and the Governor's Sixth Emergency Proclamation in April 2020.</p> <p>FY20 performance data is not available since the contract was canceled due to budget constraints and cancellations made in response to concerns around COVID-19 (novel coronavirus). Expenditures totaling \$7,957.56 were reimbursed for the planning of the events.</p> <p>FY19 Deliverables not completed on time. Smaller events are not self-sustaining. Suggestion to have larger organization to lead/coordinate. Total all islands: Attendance = 42,000 Visitor to Resident % mix:</p>			

22 % Visitors, 78% Residents

Expected Future Benefits

Attendance
Economic Impact
Media Value
Exposure
Satisfaction

Notes

N/A



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
211		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
Prince Lot Hula Festival		2	1,4,5,6
HRS Reference		Potential Method of Acquisition	
§201B-3(a)(20) §201B-7(a)(3) §201B-7(b)(5)(C)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$0
Description			
<p>This Festival is held in honor of Prince Lot Kapuaiwa (Kamehameha V) who reigned as King of Hawai'i in the late 1800's. This event continues the tradition of hula established by Prince Lot who ensured the survival of this special art. The festival is a non-competitive hula event that takes place on an authentic hula mound at Moanalua Gardens and includes hula and many other cultural demonstrations.</p>			
Past Performance & Data			
<p>FY20: CON 19196 S2, a virtual broadcast of the festival. The broadcast was aired during prime time & livestreamed globally. The show featured 11 hālau hula, performing one six-minute kahiko or 'auana hula in various settings (adhering to the strict COVID-19 guidelines & protocols) at Queen Emma Summer Palace.</p> <p>Cumulatively, over 163,556 Hawai'i residents 18yrs or older viewed the three broadcasts w/ 5,925 more watching the global livestream. Combined social media outreach engaged 14,881+ individuals and is estimated to be over 1.8 million impressions.</p>			

Expected Future Benefits
Attendance Economic Impact Media Value Exposure Satisfaction
Notes
N/A



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
212		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
Merrie Monarch Hula Festival		2	1,4,5,6
HRS Reference		Potential Method of Acquisition	
§201B-3(a)(20) §201B-7(a)(3) §201B-7(b)(5)(C)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$100,000	\$0
Description			
<p>The Merrie Monarch Festival is a week-long cultural festival that take places annually on the island of Hawai'i. It honors King David Kalākaua who was called the "Merrie Monarch" for his patronage of the arts and is credited for restoring many Hawai'ian cultural traditions during his reign, including hula. Many hālau hula (hula schools), including some from the U.S. mainland and Japan, attend the festival each year to participate in the festival exhibitions and competitions, which are considered the most prestigious of all hula contests.</p>			
Past Performance & Data			
<p>FY21: CON to be executed to support the 2021 Merrie Monarch Festival to now be held in June 2021 without an audience.</p> <p>FY20: The objectives of the 2020 contract were not met due to the voluntary cancellation of the event, and subsequent cancellation of the contract by HTA. This cancellation was made in response to concerns around COVID-19. Expenditures totaling \$70,597.47 were reimbursed for the planning of the event.</p> <p>FY19: CON 19149 S1: Merrie Monarch Festival 2019. The objectives have been met with the successful implementation of the Merrie Monarch Festival (4/25/2019-4/27/2019), Miss Aloha Hula (4/25/2019), hula kahiko(4/26/2019), hula 'auana & wards (4/26/2019), Merrie Monarch Parade (4/27/2019) and the entertainment at the Grand Naniloa Hotel (4/26/2019).</p>			

The festival exceeds the Hawai'i Tourism Authority's objectives for this program by creating a venue through which Hawaiian language, culture, practices, art forms, and hula are perpetuated and celebrated. This project's final key performance indicators included: 1) Television coverage: 3 nights consecutive Live Local Television Broadcast of the Festival Hula Competition on KFVE TV, as well as 1 night pre-competition magazine, 2 hours LIVE special on 1 Hawai'i broadcast, and world Live-Stream. Expenditure focus was on Tourist industry vendors and the Hawaiian Secondary Audio Program (SAP), a first in Hawai'i enabled by the Festival for the past six years. 2) Social Media coverage: 3 month consecutive media campaign on several platforms including the Festival website, merriemonarch.com (160,000 users), the Festival Facebook page (over 115,000 subscribers), and successful YouTube Channel (more than 10,000 Subscribers). Total minute views exceed 2,000,000. 3) Festival Media Archive: Archivist entity, 'Ulu'ulu, to archive and preserve footage from all recorded years available, as this will ensure the continuity of the hula and preserve and protect it for future generations. The archiving work is in progress and will continue through June 2022.

Expected Future Benefits

Attendance
Economic Impact
Media Value
Exposure
Satisfaction

Notes

The 58th Annual Merrie Monarch Festival Hula Competition was held and recorded at the Edith Kanaka'ole Stadium in Hilo, Hawai'i on June 24-26, 2021 and broadcasted the following week on July 1-2, 2021. In conjunction with producers from Pilina First, LLP (PF) and broadcaster, Hawai'i News Now (HNN), the event was broadcasted on television in Hawai'i and simultaneously streamed worldwide online.
contractor: The Merrie Monarch Festival
contract expiration date: 12/31/2021



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
213		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
Prince Kūhiō Celebration		2	1,4,5,6
HRS Reference		Potential Method of Acquisition	
§201B-3(a)(20) §201B-7(a)(3) §201B-7(b)(5)(C)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$0
Description			
<p>During the month of March, the Association of Hawai'ian Civic Clubs honors its founder, Prince Jonah Kūhiō Kalaniana'ole. As Hawai'i's congressional delegate Prince Kuhio also established the Hawai'ian Homes and the Hawai'i National Parks. The month long celebration includes parades, lū'au, holo kū balls, chorale concerts, commemorative ceremonies and Hawai'ian music performances. Events will be held on Oahu, Maui, Kauai and Hawai'i Island.</p>			
Past Performance & Data			
<p>FY21 performance data is not available since the program was eliminated due to budget constraints arising from COVID-19 and the Governor's Sixth Emergency Proclamation in April 2020.</p> <p>FY20: The objectives of this contract were not met due to the voluntary cancellation of service by the contractor, and the subsequent cancellation of the contract by HTA.</p> <p>This cancellation was made in response to concerns around COVID-19 (novel corona-virus), and in compliance with email instructions sent to contractors from HTA.</p> <p>Original Contract Amount: \$75,000.00; COVID Reduction: \$60,000.00</p>			

Amount Spent by Contractor: \$27,778.58; Amount Reimbursed to HTA: \$32,221.42

Expected Future Benefits

Attendance
Economic Impact
Media Value
Exposure
Satisfaction

Notes

N/A



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
214		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
HTA Legacy Program		2	1,4,5,6
HRS Reference		Potential Method of Acquisition	
§201B-7(b)(5)(C)		PO	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$25,000
Description			
Awards program held at the annual HTA Global Tourism Summit to recognize individuals, organizations and businesses who demonstrate a long term commitment towards the perpetuation of Hawaiian culture for the long term.			
Past Performance & Data			
FY21 performance data is not available Previous Year HTA hosted the Legacy awards luncheon with over 2,000 guests at the Hawai'i Convention Center. The award is a resounding success year over year and highlights the accomplishments of those individuals and organizations which showcase best practices of cultural preservation.			
Expected Future Benefits			
To honor individuals, organizations and businesses who demonstrate the long-term perpetuation of Hawaiian culture, as part of the HTA Tourism Conference. Continues to demonstrate the significance of Hawaiian culture to our brand.			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
215		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
Hawaiian Culture Opportunity Fund		2	1,3,4,5,6
HRS Reference		Potential Method of Acquisition	
§201B-3(a)(20) §201B-7(b)(5)		PO, RFP	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$1,406,438	\$200,000
Description			
Development of a digital content platform and ongoing content to feature local made products, performances, and information/content that is a compliment to the GoHawaii platform.			
Past Performance & Data			
N/A			
Expected Future Benefits			
Strengthen the Hawaii product and provide a medium to showcase its depth.			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
216		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
'Ōlelo Hawai'i		2	1,3,4,5,6
HRS Reference		Potential Method of Acquisition	
§201B-7(b)(5)(B)		RFP	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$100,000	\$500,000
Description			
Programs that work towards revitalizing and normalizing Hawaiian Language as a foundation of the Hawaiian culture which draws visitors to Hawai'i.			
Past Performance & Data			
<p>FY21 CONs to be executed to support the continued perpetuation of Hawaiian Language was put on hold. We have programs that are ready to go and are awaiting the green light to execute them.</p> <p>FY20: CON20195 He Aupuni Palapala, Digitization of the Hawaiian Language Newspapers. Initial phase of the project will index the entire collections at all repositories and allow for phase two planning. This contract also provides for much needed equipment namely a scanner with a scanning bed large enough to complete scans of the larger format newspapers of the day.</p>			
Expected Future Benefits			
Implementation of projects which support the everyday use of the Hawaiian language. Preserving language resources past and present, and by encouraging appropriate use of the language. Added area of emphasis will be toward Hawaiian language and its inclusion in the industry and across HTA programs. Examples of programs are the Native Hawaiian Hospitality Association, Hawaiian Language projects, support for various community and other state agency projects that support the continued integration of Hawaiian culture/language and the visitor industry and other similar programs.			

Examples of programs that are being explored by staff include Awaiāulu, He Aupuni Palapala Phase 2, 'ŌiwiTV and 'Aha Pūnana Leo

Notes

CON20195 S1, He Aupuni Palapala, The inventorying of Bishop Museum's nūpepa collections has started. Over 700 pages of nūpepa have been inventoried and their condition reported at Bishop Museum. Additionally, 2,344 pages have been inventoried in other repositories, totalling 2,982 pages. The inventorying process also includes a working style-guide of nūpepa conventions.
contractor: Bishop Museum
contract expiration date: 3/31/2022



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
217		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
FestPAC		2	1,3,4,5,6
HRS Reference		Potential Method of Acquisition	
§201B-3(a)(20) §201B-7(a)(3) §201B-7(b)(5)(C)		TBD	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$250,000
Description			
Funding to support costs associated with the planning for the FestPAC. This is inclusive of website domain costs, server and other costs.			
Past Performance & Data			
No past performance data is available as no funds were expended.			
Expected Future Benefits			
Economic Impact Media Value Exposure Highlight Host Culture Community Integration			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
297		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
Memberships and Dues - Hawaiian Culture		2	1,3,4,5,6
HRS Reference		Potential Method of Acquisition	
N/A		PO	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$500	\$300	\$300	\$500
Description			
Funds for membership to organizations that amplify our learning and community outreach efforts in the Hawaiian and native communities.			
Past Performance & Data			
Dues for AIANTA membership were paid.			
Expected Future Benefits			
N/A			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
298		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
Travel - Hawaiian Culture		2	1,3,4,5,6
HRS Reference		Potential Method of Acquisition	
N/A		Quotes	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$15,000	\$0	\$0	\$15,000
Description			
Funds to support staff travel as needed and necessary to support our community work and contractors.			
Past Performance & Data			
Due to the COVID-19 pandemic, staff did not travel during fiscal year 2021. Number of trips by program staff during fiscal 2020: 23			
Expected Future Benefits			
N/A			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
373		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
Duke's Ocean Fest		2	1, 5
HRS Reference		Potential Method of Acquisition	
§201B-3(19) §201B-7(a)(4) §201B-7(b)(5)(C)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$0
Description			
The annual Duke's OceanFest features a variety of ocean sports that were close to Duke Kahanamoku's heart, including Longboard Surfing, Paddleboard Racing, Swimming, Tandem Surfing, Surf Polo, Beach Volleyball, and Stand-Up Paddling.			
Past Performance & Data			
FY21 performance data is not available FY19 Program Completed. Number of Visitors Traveling to Hawaii to Attend/Participate in the Event: 21,765 TV, Radio, and Print Dollar Value: \$829,000 TV Hours of Event Coverage: 260 Per Media Narrative TV Estimated Dollar Value: \$762,440			
Expected Future Benefits			
Attendance Economic Impact Media Value Exposure Satisfaction			

Notes
N/A



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
374		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
Surfing		2	4,6
HRS Reference		Potential Method of Acquisition	
§201B-3(19) §201B-7(a)(4) §201B-7(b)(5)(C)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$0
Description			
Funds to support initiatives that are identified and prioritized by the Surfing advisory committee which will be formed in 2021 and have their first meeting in Q1 2021.			
Past Performance & Data			
No past performance data is available as no funds were expended.			
Expected Future Benefits			
Perpetuation of Hawaiian culture in support of initiatives identified by the Surfing advisory committee.			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
383		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
Surf Marketing		2	4,6
HRS Reference		Potential Method of Acquisition	
§201B-3(15) §201B-3(19) §201B-7(a)(4)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$0
Description			
Olympic Surfing Opening Ceremony and related marketing activities			
Past Performance & Data			
New program, no past performance data is available.			
Expected Future Benefits			
Perpetuation of Hawaiian culture at the Olympics in the surfing event. It is the first time Surfing is being included as an event. We anticipate good brand awareness and related events to be organized to support our marketing efforts in Japan			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
701		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
Maoli Arts Month		2	5,6
HRS Reference		Potential Method of Acquisition	
§201B-3(a)(20) §201B-7(a)(3) §201B-7(b)(5)(C)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$0
Description			
<p>Support for PA'I Foundation's Maoli Arts Movement events held statewide. In 2005, the PA'I Foundation, with partner Bishop Museum, successfully organized and implemented a month-long celebration to highlight native Hawaiian arts, artists and cultural practitioners called Maoli Arts Month (MAMo). PA'I re-branded MAMo in 2015 to "Maoli Arts Movement." MAMo programming will still be celebrated during May in Honolulu with popular exhibitions, arts markets, trunk shows, and the extraordinary MAMo Wearable Art Show. MAMo programming has expanded to the entire year, and our geographic reach has expanded to neighbor islands (Hawai'i Island, Kaua'i, Maui), nationally (Alaska, Minnesota, New York, Oregon, Texas), and internationally (Aotearoa, Austria, Germany, Japan).</p>			
Past Performance & Data			
<p>FY19: CON18142 S1 and S2 . The MAMo Festival 2018 met its objectives of 1) highlighting State diversity by showcasing various Native Hawaiian arts and cultural practitioners, Hawaiian history, attractions, and activities found on three major Hawaiian Islands (O'ahu, Hawai'i Island, and Maui); 2) continuing to increase sustainability by by seeking out new collaborative partners, funding sources, and capacity with the introduction of the PA'I Arts Gallery at Kalia (Ala Moana Center and Kakaako); 3) creation of new events by producing/presenting live performance with Native Hawaiian themes and using Native Hawaiian cultural practitioners; 4) embracing community involvement by focusing on a blended audience</p>			

of Native Hawaiians, local residents, and visitors; and 5) providing high caliber Native Hawaiian cultural programming during the April-June travel industry shoulder season. Recommend future funding.

Expected Future Benefits

Attendance
Economic Impact
Media Value
Exposure
Satisfaction

Notes

N/A



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
713		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
Nā Hōkū Hanohano Music Festival - HARA		2	5
HRS Reference		Potential Method of Acquisition	
§201B-3(a)(20) §201B-7(a)(3) §201B-7(b)(5)(C)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$0
Description			
Support of Mele Mei, a month-long celebration of Hawaiian music (and Hawai'i's music) and dance; the events capitalize on Hawaiian music's global appeal to make the State of Hawai'i the destination for national and international participants and visitors while increasing visitor arrivals during the Spring (April/May) shoulder season.			
Past Performance & Data			
FY21 performance data is not available.			
FY19 CON19185. The objectives have been met with the successful implementation of the 42nd Nā Hōkū Hanohano Awards. This year's event was attended by 1,065 Hawai'i residents and 440 out-of-state visitors visiting Hawai'i specifically to attend the event. The visitor satisfaction rate is reported at 95%. Media coverage included live TV broadcast, 2 rebroadcasts, and radio broadcast of the event with an estimated reach of 138,466 persons. The estimated dollar value of marketing and media coverage is \$220,342 for the program. This year 36 awards were conferred to the best recordings for 2018.			

Expected Future Benefits
Economic Impact Media Value Exposure Highlight Host Culture Community Integration
Notes
N/A



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
715		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
Canoe Regatta		2	5
HRS Reference		Potential Method of Acquisition	
§201B-3(19) §201B-7(a)(4) §201B-7(b)(5)(C)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$0
Description			
Support for canoe regattas held statewide. The program will be open to support canoe regattas that support local paddlers as well events that draw participants and spectators to watch, for example, the Queen Liliuokalani Long Distance Canoe Race, Moloka'i Hoe, Nā Wāhine o Ke Kai, etc.			
Past Performance & Data			
FY21 performance data is not available.			
FY19 CON 17101 S3- Queen Lilioukalani Long Distance Canoe Race 2019: Completed Deliverables. The objectives have been met with the successful implementation of the 2019 Queen Lili'uokalani Long Distance Outrigger Canoe Race. This year's event had an estimated attendance of 12,000 people; with 4,800 being Hawaii residents and 7,200 out-of-state visitors. 80% of the attendees reported the event was the reason for their travel. 96% of residents said the event is important to the local community and that the event helps support Hawaiian culture . Attendees gave an event satisfaction score of 9.1 out of 10. The economic impact of this event is estimated at \$1,758,794. Media coverage included TV, print, radio, and online to the USA market and online to 8 of the major market areas.			

Expected Future Benefits
Economic Impact Media Value Exposure Highlight Host Culture Community Integration
Notes
N/A



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
716		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
May Day		2	1,3,4,5,6
HRS Reference		Potential Method of Acquisition	
§201B-3(a)(20) §201B-7(a)(3) §201B-7(b)(5)(C)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$0
Description			
Support for May Day Events statewide, a month-long celebration of Hawaiian music (and Hawai'i's music) and dance; the events capitalize on Hawaiian music's global appeal to make the State of Hawai'i the destination for national and international participants and visitors while increasing visitor arrivals during the Spring (April/May) shoulder season.			
Past Performance & Data			
<p>FY21: CON21020, this year's May Day is themed Māka'ika'i and features recorded performances at Ulupō, Helumoa and Lanikuhonua. This year's program will be streamed on social media, broadcast on TV locally and streamed in Japan as well.</p> <p>FY20: Completed Deliverables. HTA funds were used to support CON 20199, a virtual May Day concert produced by the Nā Hōkū award winning group Keauhou. Kāhuli Leo Le'a was able to successfully reach their goals because of the wide popularity of the event, especially during the COVID19 quarantine period, where most audiences were at home, watching the news or social media.</p>			

Expected Future Benefits
Integrate May Day events statewide that honor and perpetuate the legacy of aloha and making and sharing lei with kamaaina and malihini alike. Highlights, Hawaiian culture, Hawaiian Music and hula. Explore ways to have GMTs feature in market events in May to highlight May Day is Lei Day in Hawai'i
Notes
contractor: Kāhuli Leo Le'a contract expiration date: 12/31/21



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
717		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
Monthly Music Series		2	1,5,6
HRS Reference		Potential Method of Acquisition	
§201B-3(a)(20) §201B-7(a)(3) §201B-7(b)(5)(C)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$250,000	\$0
Description			
Creating a monthly event at various venues that would showcase Hawai'i's musicians. These events would lead up to May Day and Mele Mei in the month of May. Bringing attention to Hawaiian music year round it would be used to market Hawaiian Music Month.			
Past Performance & Data			
FY21 performance data is not available. FY19: 12 concerts were held and conducted with leading Hawaiian musicians and local venues throughout the island of Oahu include Waimea Valley, Sea Life Park, Windward Mall, Iolani Palace, Ward Center, Kakaako and others.			
Expected Future Benefits			
Bringing attention to Hawaiian music year round to maintain cultural integrity, provide awareness of high quality Hawaiian music performances and raise the demand for Hawaiian Music. Supports Convention Center and other venues.			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
718		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
Resort Area Hawaiian Culture Initiative		2	1,5,6
HRS Reference		Potential Method of Acquisition	
§201B-3(20) §201B-7(b)(5)(A)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$0
Description			
<p>To provide regularly scheduled entertainment and cultural awareness incorporated within a resort area. Currently supports program that celebrates Hula on Waikīkī's hula mound. Weekly entertainment is provided for visitors as well as a torch lighting along the boardwalk. Expanded support in FY2017 and will continue in 2018 to support statewide in Hilo, Kona, Lahaina and identify a venue/organizer for Kaua'i.</p>			
Past Performance & Data			
<p>FY21 performance data is not available since the program was eliminated due to budget constraints arising from COVID-19 and the Governor's Sixth Emergency Proclamation in April 2020.</p> <p>FY20 performance data is not available since the contract was canceled due to budget constraints arising from COVID-19 and the Governor's Sixth Emergency Proclamation in April 2020. FY20 expenditures were reimbursed for the implementation of the RAHCI program as follows: Kuhio Beach- \$28,164.61 Hilo- \$3,075.00 Lahaina- \$3,196.33 Kailua Kona- \$5,371.71</p>			

FY19: 156 times a year (3 times a week) Hawaiian Music and Hula, torch lighting, conch blowing at the Kuhio Beach Hula Mound Tues-Thurs-Sat, 6:30-7:30 p.m. (6:00- 7:00 p.m. Nov-Dec-Jan). Other sites include Hilo, Kona and Lahaina with weekly and some bi-weekly performances.

Expected Future Benefits

Hula/music, cultural arts and other activities statewide in resort areas like Waikīkī, Hilo, Kona, Lahaina, Pō'ipū. Enhances visitor experience and resident-visitor interaction.

Notes

N/A



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
729		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
Buffalo Big Board Classic		2	4
HRS Reference		Potential Method of Acquisition	
§201B-3(19) §201B-7(a)(4) §201B-7(b)(5)(C)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$0
Description			
Support for the annual Buffalo Big Board classic event that is regarded as the “Waterman Olympics” because of the diverse wave-riding styles on display. There’s a division for almost every kind of surfboard out there: from the traditional alaia (finless, wooden short board) to the massive, newly-created 16-foot-long and 8-foot-wide “SUPsquatch.”			
Past Performance & Data			
FY21 performance data is not available. FY19: CON19164 for sponsorship of the 2019 Buffalo Big Board Classic, executed March 30, 2019, for a total value of \$44,000.00. On January 22nd 2020 a formal notice and acknowledgement was sent to contractor regarding contract void due to lack of authorization of the signatory. No funds were expended by HTA.			
Expected Future Benefits			
Economic Impact Media Value Exposure Highlight Host Culture Community Integration			

Notes
N/A



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
932		Perpetuating Hawaiian Culture	
Program Title		Strategic Plan Pillar	TRP Key Priority
Salaries - Hawaiian Culture		2	N/A
HRS Reference		Potential Method of Acquisition	
§201B-2		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$285,000	\$217,140	\$197,416	\$0
Description			
Salaries and wages.			
Past Performance & Data			
N/A			
Expected Future Benefits			
Efficiently and effectively executing on programs.			
Notes			
Salaries for program staff are included in the Branding area in FY22 to reflect a more integrated and collaborative operations.			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
400		Natural Resources	
Program Title		Strategic Plan Pillar	TRP Key Priority
Natural Resources Programs - Unallocated		1	5
HRS Reference		Potential Method of Acquisition	
N/A		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$3,980,000	\$0	\$0	\$0
Description			
Budget reduced due to pandemic. The items that were grouped in this category in FY20 are detailed below for FY22			
Past Performance & Data			
N/A			
Expected Future Benefits			
N/A			
Notes			
The items that were grouped in this category in FY20 are detailed below for FY22			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
TBD-1		Natural Resources	
Program Title		Strategic Plan Pillar	TRP Key Priority
Sign Improvement and Modernization		1	3, 4, 5
HRS Reference		Potential Method of Acquisition	
§201B-7 §201B-14		RFP	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$275,000
Description			
Improvement and modernization of signage at popular visitor attractions to provide current and appropriate information for visitor education and safety.			
Past Performance & Data			
New program, no past performance data.			
Expected Future Benefits			
Increase education, information, and awareness of visitors at these attractions.			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
TBD-2		Natural Resources	
Program Title		Strategic Plan Pillar	TRP Key Priority
Wahi Pana Series		1	1,3,4,5,6
HRS Reference		Potential Method of Acquisition	
§201B-7 §201B-14		RFP	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$250,000
Description			
<p>Wahi Pana: A five-part video seires that will feature a program under Travel2Change on Kaua'i, O'ahu, Maui, Lāna'i, and Hawai'i Island as a means to connect travelers to place through those who live into their kuleana. Each chapter will follow a host in their hometown and while at work as they lead our viewers through the importance of giving back through voluntourism and supporting local.</p> <p>Outputs: - 5-7 minute pieces - Social Media cutdowns - Photos * Other (3-5 minute intro video for the Travel2Change application process)</p> <p>Platforms: - Airline IFEs - Social Media - GoHawaii Website</p>			

- Travel2Change (platform) provides an opportunity to funnel interested travelers through their website to participate in activities highlighted in the series or similar.

Past Performance & Data

Data from Mālama Hawai'i and Kuleana campaigns (views, unique views, likes, and comments)
Travel2Change (participation in voluntourism and resident feedback)

Expected Future Benefits

Economic Impact
Media Value
Exposure
Highlight Host Culture and authenticity
Community Integration/Empowerment

Notes

Holoholo Stories (Toyota Hawai'i)
<https://www.bing.com/videos/search?q=holoholo+stories+toyota+hawaii&qvpt=holoholo+stories+toyota+hawaii&FORM=VDRE>
Data:
Follow up on data from Mālama Hawai'i and Kuleana campaigns (views, unique views, likes, and comments)
Travel2Change (participation in voluntourism and resident feedback)
Potentially incorporate into DMAP study (resident sentiment)



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
402		Natural Resources	
Program Title		Strategic Plan Pillar	TRP Key Priority
Aloha Aina (formerly NR and Leg Prov NR)		1	5
HRS Reference		Potential Method of Acquisition	
§201B-11(c)(2)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$2,376,276	\$1,841,000	\$0
Description			
Support for community initiated programs to manage, improve and protect Hawai'i's natural environment. Funding will be awarded through an RFP process to support community projects that align with the HTA Strategic Plan and island DMAP actions to address impacts on natural resources.			
Past Performance & Data			
FY21 performance data is not available since the program was eliminated due to budget constraints arising from COVID-19 and the Governor's Sixth Emergency Proclamation in April 2020.			
FY20 performance data includes 34 total projects funded and completed deliverables.			
2020 RFP Projects :			
Hawai'i County (6, \$199,000)			
Maui County (11, \$377,200)			
Honolulu County (9, \$202,000)			
Kaua'i County (7, \$273,000)			
Statewide (1, \$25,000)			
TOTAL: 34, \$1,076,200 (after 50% reduction due to budget constraints resulting from COVID economic crisis)			

Expected Future Benefits

Support of community initiated programs that help towards the long term survival of our destination's environment into the future. A key factor in visitor's decision to visit. Also identified as an action by the community DMAP.

Notes

Examples of FY20 projects supported under this RFP include: Mālama Kahalu'u: Restoring Our Coral Reef Ecosystem; Liko No Ka Lama; Hawai'i Wai Ola, Rapid Ohia Death Seed Banking Initiative; Hawaii Youth Conservation Corps; Fire and Oysters: Improving Ma'alaea Bay's Ocean Water Quality; Planting together; Malama na Honu Conservation through Education Project; From Beach to the Classroom Growing a Plastic Free Movement.



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
403		Natural Resources	
Program Title		Strategic Plan Pillar	TRP Key Priority
DLNR Natural Environment Coop Initiative		1	3,4,5
HRS Reference		Potential Method of Acquisition	
§201B-11(c)(2) §201B-7(b)(4)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$0
Description			
Support for projects requested by the DLNR that align with the HTA Strategic Plan and DMAP actions to address impacts on natural resources on state parks and trails.			
Past Performance & Data			
FY21 performance data is not available since the program was eliminated due to budget constraints arising from COVID-19 and the Governor's Sixth Emergency Proclamation in April 2020. FY20 performance data includes 1 project totaling \$530,000 in funding. CON 20210: Na Ala Hele 2021. Project work is in progress and projected to be completed by 12/31/2021.			
Expected Future Benefits			
Continuing to partner with the State Department of Land and Natural Resources (DLNR) to enhance its efforts to protect Hawai'i's environment is a necessary action towards the long term survival of our destination's environment. HTA remains a committed partner to support their efforts but recognize it is DLNR who must act.			

Notes

CON 20210: Na Ala Hele 2021: Department of Land and Natural Resources, Division of Forestry & Wildlife has a current statewide inventory of 128 trail-and-road features spanning approximately 855 miles. This project helped build capacity to manage Na Ala Hele trails in 2 ways: 1) Universal Trail Assessment and Sign Initiative: This project will expand the Universal Trail Assessment Project and Sign Initiative to its trails on O'ahu, Kaua'i, and Hawai'i Island with the goal of providing trail access information to users through informational signage at all of the trail heads, as well as on the official Hawai'i Trails website, so users can make more informed decisions when researching potential hikes. The signs would include UTAP data that would allow hikers of all abilities to decide whether to undertake a particular trail and make necessary safety or equipment preparations beforehand. 2) Trail Safety and Enhancement -
Brushing/Maintenance/Rehabilitation: The trail brushing and clearing contract will address much deferred maintenance to the trails by clearing and cutting out vegetation encroaching on the trail right of way. Prioritization in restoring water diversions, original trail tread designs and repairing landslides would be addressed on the high visitor use trails. This will greatly improve safety condition for all users and result in a more positive experience.



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
405		Natural Resources	
Program Title		Strategic Plan Pillar	TRP Key Priority
Parks & Trails Support		1	3
HRS Reference		Potential Method of Acquisition	
§201B-11(c)(2) §201B-7(b)(4)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$0
Description			
Enhancements to heavily utilized parks and trails by visitors and residents.			
Past Performance & Data			
New program, no past performance data.			
Expected Future Benefits			
The program is intended to make enhancements to the parks and trails, especially those impacted heavily by sustained high usage, that improve the quality of life of residents and visitors by delivering parks and trails that are fitting of the Hawaiian Islands brand.			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
406		Natural Resources	
Program Title		Strategic Plan Pillar	TRP Key Priority
Visitor Impact Program		1	3,5
HRS Reference		Potential Method of Acquisition	
§201B-11(c)(2)		TBD	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$205,667	\$1,574,109	\$350,000
Description			
<p>To support projects or organizations that work to mitigate and regenerate areas that have a significant visitor (footprint) impact on the environment, commonly referred to as hot spots. Also support of programs and projects that help to make Hawaii's visitor industry more sustainable and regenerative. Examples of initiatives to be implemented under this program are Hawai'i Green Growth, Hawaii Business Program, the Aloha+ Challenge, exploration of a tour guide certification and/or licensure, development of a reservation system and user fee collection portal for heavily trafficked sites.</p>			
Past Performance & Data			
<p>FY20 & FY21 performance data is not available.</p> <p>FY19 performance data includes 1 project totaling \$11,092.70 in funding for MOA 19197- Hawaii Green Business Program- DBEDT/HSEO. The project's KPI's included: 26 business recruited; 170 trainees at seminars, forums, & workshops; 1 intern hired; HGB Logo re-designed. The recognition ceremony and events planned for March, April, & May were cancelled due to COVID-19.</p> <p>FY18 performance data includes 1 project totaling \$459,087.86 for MOA 18145 S1- Mālama Hawai'i- DLNR. This project's KPI's included: 2 Television specials; 7 Mālama Hawai'i PSA aired on variety of platforms; Hired a social media specialist for DLNR; Rapid 'Ōhi'a Death survey of land area affected; Progress on forest carbon certification project.</p>			

Expected Future Benefits
Improved management of hot spots across the state with an emphasis on community empowerment, convening of appropriate departments and agencies from all levels of government and the private sector.
Notes
Hawaii Business Program Hawaii Green Growth



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
407		Natural Resources	
Program Title		Strategic Plan Pillar	TRP Key Priority
Sustainable Tourism Association of Hawai'i (Hawaii Ecotouism Association)		1	5
HRS Reference		Potential Method of Acquisition	
§201B-11(c)(2)		Sole Source - Pre-Existing Multi-Year	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$50,000	\$50,000
Description			
Support for Sustainable Tourism certification for attractions and other visitor industry products that have an environmental impact on Hawai'i.			
Past Performance & Data			
FY21 current project includes continuing Sustainable Tourism Management in Hawaii through Certifications, Training, & Partnerships.			
FY20 performance data is not available due to funding not being allocated due to the COVID-19 pandemic.			
FY 19 performance data includes 1 project totaling \$43,588 for CON 18150 S1- Sustainable and Eco-Friendly Tourism Training and Program s in Hawaii- Hawaii Ecotourism Association. This project's KPI's included: 1) Re-certify existing CTO's, certify a minimum of 4 new operators Statewide, and outreach directly to 20 new tour operators. 2)Strengthen an update Certification checklist. 3)Increase visitor and resident engagement with Pono Traveler tour operation evaluator program. 4)Make improvements to the HEA website, branding and social media platform. 5) Support workforce development through employment of HEA to expand HEA programs. 6)Develop an online training program for tour operators and tour guides. 7) Provide staff workshop for Certified Tour Operators.			

Expected Future Benefits
Continue and expand HEA's Sustainable Tourism Association of Hawaii's (STAH): 1) Sustainable Tour Operator Certification Program; 2) Tour Operator/Tour Guide Training Program; 3) Educational Outreach/Partnership Development
Notes
N/A



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
498		Natural Resources	
Program Title		Strategic Plan Pillar	TRP Key Priority
Travel - Natural Resources		1	4
HRS Reference		Potential Method of Acquisition	
N/A		Quotes	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$15,000
Description			
To support projects or organizations that work to mitigate and regenerate areas that have a significant visitor (footprint) impact on the environment.			
Past Performance & Data			
Due to the COVID-19 pandemic, staff did not travel during fiscal year 2021. Number of trips by program staff during fiscal 2020: 23			
Expected Future Benefits			
N/A			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
499		Natural Resources	
Program Title		Strategic Plan Pillar	TRP Key Priority
In-House Contracted Staff - Natural Resources		1	N/A
HRS Reference		Potential Method of Acquisition	
N/A		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$83,000	\$0
Description			
Payroll costs for in-house contracted staff.			
Past Performance & Data			
N/A			
Expected Future Benefits			
N/A			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
936		Natural Resources	
Program Title		Strategic Plan Pillar	TRP Key Priority
State Employee Salaries - Natural Resources		1	N/A
HRS Reference		Potential Method of Acquisition	
§201B-2		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$66,950	\$77,459	\$23,750	\$0
Description			
Salaries and wages.			
Past Performance & Data			
N/A			
Expected Future Benefits			
Efficiently and effectively executing on programs.			
Notes			
Salaries for program staff are included in the Branding area in FY22 to reflect a more integrated and collaborative operations.			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
700		Community	
Program Title		Strategic Plan Pillar	TRP Key Priority
Community Opportunity Fund		3	N/A
HRS Reference		Potential Method of Acquisition	
N/A		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$500,000	\$0
Description			
N/A			
Past Performance & Data			
N/A			
Expected Future Benefits			
N/A			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
701		Community	
Program Title		Strategic Plan Pillar	TRP Key Priority
Community Enrichment Program		3	1, 4, 5, 6
HRS Reference		Potential Method of Acquisition	
§201B-3 (a)(20); §201B-7 (a) (3)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$2,000,000	\$0
Description			
Program to support the development of projects and events in CY 2022 in the following areas: Agritourism, cultural tourism, nature tourism, edutourism, community sports, health and wellness, and voluntourism. Development of a database to connect community organizations/projects with travel and tourism companies.			
Past Performance & Data			
In FY 2020, 92 projects were awarded funding prior to COVID -19. During COVID-19, contractors were asked to stop and submit receipts so they could get reimbursed for their expenses. In the end, only 12 projects and events were fully funded.			
Expected Future Benefits			
New and enhanced projects in the area of agritourism, cultural tourism, edutourism, nature tourism, health and wellness, community sports, and voluntourism on each island for increased resident/visitor interaction and growth of economic activity; development of community-led tourism efforts, and an active database to be used by tourism activity suppliers (target audience community and nonprofit) and buyers (wholesalers, tour operators, receptive). Implemented projects which address DMAPs subaction - Kauai (C4 and C6), Maui (D3, E1 and E2), Molokai (B3, D1, D2, D4, D5, D6), Lanai (I1 and I2), and Hawaii Island (C1, C2, C4,D5, G1, H2).			
Notes			
- RFP for Community Enrichment Projects: \$2 million			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
702		Community	
Program Title		Strategic Plan Pillar	TRP Key Priority
Community Product Capacity Building		3	1, 4, 5, 6
HRS Reference		Potential Method of Acquisition	
§201B-3 (a)(20); §201B-7 (a) (3)		RFP	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$500,000
Description			
Training and capacity building program targeted at organizations and individuals in the areas of agritourism and voluntourism activities and products; market/tourism readiness; and festivals and events management. Includes costs for trainers and development of materials.			
Past Performance & Data			
In 2020, HTA funded the Agritourism Summer Webinar Series whereby over 300 people across the state attended. HTA funded 2 webinars with Hawai'i Alliance for Nonprofit Organizations in the areas of fundraising and nonprofit financial management -- over 250 people attended these webinars. In 2022, HTA is planning to hold festivals & events workshops with IFEA.			
Expected Future Benefits			
Investing in Hawai'i's tourism product for new and enhanced projects with a focus on agritourism and voluntourism products, capacity building and training. Addresses action items for DMAPS and will be complemented by the Local Business Support program for Branding.			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
705		Community	
Program Title		Strategic Plan Pillar	TRP Key Priority
Community Programs - Unallocated		3	N/A
HRS Reference		Potential Method of Acquisition	
N/A		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$5,789,252	\$0	\$0	\$0
Description			
N/A			
Past Performance & Data			
N/A			
Expected Future Benefits			
N/A			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
TBD-3		Community	
Program Title		Strategic Plan Pillar	TRP Key Priority
Ho'ola Na Pua		3	4
HRS Reference		Potential Method of Acquisition	
§201B-3 (a)(14); §201B-3 (a)(21)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$0
Description			
Coordinate half-day symposiums on the islands of O'ahu, Maui, Kaua'i, and the Island of Hawai'i in the month of October, designed to train tourism leadership from the various tourist industry sectors on understanding, identifying, and reporting sex trafficking in Hawai'i.			
Past Performance & Data			
No performance data for FY20 or FY21 due to the pandemic and reduced funding. FY19 performance data includes: 1) 4 symposiums completed			
Expected Future Benefits			
Continue to train tourism leadership from the various tourist industry sectors on understanding, identifying, and reporting sex trafficking in Hawai'i.			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
731		Community	
Program Title		Strategic Plan Pillar	TRP Key Priority
Community-Based Tourism - Oahu		3	1, 2, 3, 4, 5, 6
HRS Reference		Potential Method of Acquisition	
§201B-3 (a)(14); §201B-3 (a)(20); §201B-3 (a)(21); §201B-7 (9) (a) (2)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$825,000	\$1,781,015	\$0
Description			
Implementation of Oahu's Destination Management Action Plan (DMAP).			
Past Performance & Data			
<p>- Funds used to produce the Oahu DMAP - meeting facilitation, Poll Everywhere and Esurveys.com subscriptions, writing and report production of DMAP.</p> <p>90% of those who responded to the presentation evaluation survey as of 5/7 said that they "had enough information to understand the purpose of presentation and project underway. 84.2% were satisfied/very satisfied with the presentation itself, and 79% were satisfied/very satisfied with the presentation meeting.</p>			
Expected Future Benefits			
Implemented projects which address the DMAP subactions in Phase 1 and partial Phase 2 including hotspot management.			
Notes			
- Implementation for O'ahu DMAP actions. Will be identified in June 2021.			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
732		Community	
Program Title		Strategic Plan Pillar	TRP Key Priority
Community-Based Tourism - Maui County		3	1, 2, 3, 4, 5, 6
HRS Reference		Potential Method of Acquisition	
§201B-3 (a)(14); §201B-3 (a)(20); §201B-3 (a)(21); §201B-7 (9) (a) (2)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$825,000	\$1,419,999	\$0
Description			
Implementation of Maui Nui's Destination Management Action Plan (DMAP) . Projects include communication/educational materials/collateral; program to buy locally sourced food; and managing hotspots.			
Past Performance & Data			
Funds used to produce the Maui Nui DMAP - meeting facilitation, Poll Everywhere and Esurveys.com subscriptions, writing and report production of DMAP.			
Maui - 79% of those who responded to the presentation evaluation survey said that they "had enough information to understand the purpose of presentation and project underway. 73% were satisfied/very satisfied with the presentation itself, and 68% were satisfied/very satisfied with the presentation meeting.			
Molokai - 42% of those who responded to the presentation evaluation survey said that they "had enough information to understand the purpose of presentation and project underway. 42% were satisfied/very satisfied with the presentation itself, and 50% were satisfied/very satisfied with the presentation meeting.			
Lanai - no one submitted to the Lanai evaluation survey.			

Plan implementation in progress -- funds being used for enhancement of Lānaʻi App and visitor collateral. Discussions with agencies taking place.

Expected Future Benefits

Implemented projects which address the DMAP subactions in Phase 1 and partial Phase 2 including hotspot management. Maui Actions C1, C2, D1, G1, and G2. Molokaʻi Action D8.

Notes

- Communication/educational materials/collateral - \$200,000;
- Program to buy locally sourced food - \$100,0000
- Mitigation of hotspot areas - \$300,000
- Contractor to manage DMAP and other programs on island - \$70,000



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
733		Community	
Program Title		Strategic Plan Pillar	TRP Key Priority
Community-Based Tourism - Hawaii Island		3	1, 2, 3, 4, 5, 6
HRS Reference		Potential Method of Acquisition	
§201B-3 (a)(14); §201B-3 (a)(20); §201B-3 (a)(21); §201B-7 (9) (a) (2)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$825,000	\$1,089,948	\$0
Description			
Implementation of Hawai'i Island's Destination Management Action Plan (DMAP) . Projects include communication/educational materials/collateral; program to buy locally sourced food; and managing hotspots.			
Past Performance & Data			
Funds used to produce the Hawai'i Island DMAP - meeting facilitation, Esurveys.com subscription, and writing and report production of DMAP.			
85% of those who responded to the presentation evaluation survey said that they "had enough information to understand the purpose of presentation and project underway. 78% were satisfied/very satisfied with the presentation itself, and 81% were satisfied/very satisfied with the presentation meeting.			
Plan implementation in progress -- as of 5/7 spending of the FY 21 funds still being worked on. Discussions with agencies taking place.			

Expected Future Benefits

Implemented projects which address the DMAP subactions in Phase 1 and partial Phase 2. Actions E1, E2, E3, and G.2, and hotspot management.

Notes

- Communication/educational materials/collateral - \$100,000
- Program to buy locally sourced food - \$100,000
- Mitigation of hotspots areas - \$200,000
- Contractor to manage DMAP and other programs on island - \$70,000



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
734		Community	
Program Title		Strategic Plan Pillar	TRP Key Priority
Community-Based Tourism - Kauai		3	1, 2, 3, 4, 5, 6
HRS Reference		Potential Method of Acquisition	
§201B-3 (a)(14); §201B-3 (a)(20); §201B-3 (a)(21); §201B-7 (9) (a) (2)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$825,000	\$1,090,036	\$0
Description			
Implementation of Kauai's Destination Management Action Plan (DMAP) . Projects include educational materials for respecting local cultural values, PSAs and video of being a responsible visitor, and managing hotspot areas.			
Past Performance & Data			
Funds used to produce the Kauai DMAP - meeting facilitation, Poll Everywhere and Esurveys.com subscriptions, and report production.			
80.5% of those who responded to the presentation evaluation survey said that they "had enough information to understand the purpose of presentation and project underway. 69% were satisfied/very satisfied with the presentation itself, and 68% were satisfied/very satisfied with the presentation meeting.			
Plan implementation in progress - funds used as of 5/7 for development of visitor collateral. Discussions with agencies taking place.			

Expected Future Benefits

Implemented projects which address the DMAP subactions in Phase 1 and partial Phase 2. Actions F.1, G.1, and I.1, and hotspot management.

Notes

- Educational materials for respecting local cultural values = \$100,000
- Content creation/PSAs and video of being a responsible visitor - \$100,000
- Mitigation of hotspot areas - \$200,000
- Contractor to manage DMAP and other programs on island - \$70,000



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
797		Community	
Program Title		Strategic Plan Pillar	TRP Key Priority
Memberships and Dues - Community		3	N/A
HRS Reference		Potential Method of Acquisition	
N/A		Quotes	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$500	\$500	\$500	\$500
Description			
Annual membership for International Festivals & Events Association (IFEA).			
Past Performance & Data			
Member of IFEA - ability to use resources and network.			
Expected Future Benefits			
Member of IFEA - ability to use resources and network.			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
798		Community	
Program Title		Strategic Plan Pillar	TRP Key Priority
Travel - Community		3	N/A
HRS Reference		Potential Method of Acquisition	
N/A		Quotes	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$15,000	\$25,000	\$0	\$15,000
Description			
The program anticipates travel needs to support community outreach and inspection of activities to ensure proper utilization of program funds.			
Past Performance & Data			
Due to the COVID-19 pandemic, staff did not travel during fiscal year 2021. -Number of trips by program staff during fiscal 2020: 18			
Expected Future Benefits			
Engagement and outreach with community organizations, county agencies visitor industry, and evaluation of projects.			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
802		Community	
Program Title		Strategic Plan Pillar	TRP Key Priority
Current Workforce		3	5, 6
HRS Reference		Potential Method of Acquisition	
§201B-3 (a)(22)		RFP	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$100,000
Description			
Funds to be used to address current workforce needs identified in the workforce development needs assessment and support training programs based on the findings.			
Past Performance & Data			
In FY 2021, there were 113 individuals trained with 93% received their certification for Hawaii's professional tour guides and 88% received their certificate of professional development for customer service training.			
Expected Future Benefits			
More knowledgeable and customer driven tour guides. Also addresses DMAP actions -- Maui (D.1) and Hawai'i Island (B.6).			
Notes			
WFD Needs Study will be completed in Aug 2022.			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
803		Community	
Program Title		Strategic Plan Pillar	TRP Key Priority
Future Workforce		3	5, 6
HRS Reference		Potential Method of Acquisition	
§201B-3 (a)(22)		Sole Source - Pre-Existing Multi-Year	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$120,000
Description			
Funds to be used to support the annual L.E.I. program.			
Past Performance & Data			
In 2021, over 1,000 students participated in the L.E.I. program and approx. 1,000 students will receive a certificate in service excellence.			
Expected Future Benefits			
More students seeking to pursue a career in the hospitality/tourism industry.			
Notes			
2021 LEI: virtual event 2022 LEI: in-person event			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
933		Community	
Program Title		Strategic Plan Pillar	TRP Key Priority
State Employee Salaries - Community		3	N/A
HRS Reference		Potential Method of Acquisition	
§201B-2		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$210,000	\$147,120	\$168,779	\$0
Description			
Salaries and wages.			
Past Performance & Data			
N/A			
Expected Future Benefits			
Efficiently and effectively executing on programs.			
Notes			
Salaries for program staff are included in the Branding area in FY22 to reflect a more integrated and collaborative operations.			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
4		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
Cruise Infrastructure Improvements and Arrival Experience		4	1, 3, 4
HRS Reference		Potential Method of Acquisition	
201B-3(a)(10)		RFP	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$250,000	\$50,000	\$50,000	\$100,000
Description			
Cruise consulting services to the HTA which includes coordination and communication with the cruise industry and local stakeholders on initiatives to ensure a superior guest arrival experience. Additionally, the consultant coordinates and communicates with local government agencies (DOT, DLNR, CLIA & HVCB and Island Visitor Bureaus) on all Hawai'i specific cruise industry matters.			
Past Performance & Data			
2019: Cruise \$490.1M (+2.9%) Expenditures \$240.00 (-5.1%) PPPD\$ 277,093 (+8.5%) Arrivals 2020: Cruise \$93.9M (-80.8%) Expenditures \$244.1 (+1.7%) PPPD\$ 53,098 (-80.8%) Arrivals			

Expected Future Benefits

Execution of the cruise industry consultant scope of services in alignment with HTA's 4 pillars, targeting high-value mindful visitors and recovering travel demand in a safe, sustainable, and regenerative manner and meeting annual performance targets.

Notes

Contractor: Access Cruise, Inc.
Contract expiration date: 9/30/2023



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
TBD-4		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
Air Service Development		4	1, 3, 4
HRS Reference		Potential Method of Acquisition	
201B-3(a)(10)		RFP	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$250,000
Description			
Air service consulting services to the HTA which would include coordination and communication with the airlines and local government agencies (DOT, GMTs and Island Visitor Bureaus) on all Hawai'i specific airline industry matters.			
Past Performance & Data			
NA			
Expected Future Benefits			
Execution of the air service consultant scope of services in alignment with HTA's 4 pillars, targeting high-value mindful visitors and recovering travel demand in a safe, sustainable, and regenerative manner and meeting annual performance targets.			
Notes			
NA			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
TBD-5		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
Creative Agency		4	4, 5, 6
HRS Reference		Potential Method of Acquisition	
201B-3(a)(10)		RFP	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$250,000
Description			
Creative Agency to the HTA which would include coordination and communication with HTA, HTA's PR agency, GMTs, and ICs and develop creatives as needed and directed by HTA.			
Past Performance & Data			
NA			
Expected Future Benefits			
Satisfactory delivery of high-quality creatives that are aligned with HTA's 4 pillars and Hawaii's brand.			
Notes			
NA			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
102		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
Hawai'i Tourism Summit		4	1, 4
HRS Reference		Potential Method of Acquisition	
HRS201B-3(b)(1) HRS201B-7(b)(2)		Quotes/RFP	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$300,000	\$0	\$0	\$125,000
Description			
FY22 Winter/Spring/Fall tourism updates and island roundtables.			
Past Performance & Data			
2019 Fall Tourism Update: Hilton Waikoloa Village November 18-19, 2019 77% attendee satisfaction 2021 Mālama Ku'u Home Update (virtual): October 1, 2021 81% attendee satisfaction			
Expected Future Benefits			
Execution of periodic tourism events to update the public of HTA's efforts as they relate to the 4 pillars.			
Notes			
2019 Contractor: Pacific Rim Concepts			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
306		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
Island-Based International Marketing		4	NA
HRS Reference		Potential Method of Acquisition	
HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS 201B-7(b)(2)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$800,000	\$0	\$0	\$0
Description			
Island-Based International Marketing (on-island FAMs, travel for international trade missions, etc) has been removed from the budget due to COVID-19.			
Past Performance & Data			
Contract terminated in 2020 due to COVID-19			
Expected Future Benefits			
NA			
Notes			
NA			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
316		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
MICE Asia		4	NA
HRS Reference		Potential Method of Acquisition	
HRS201B-6(a)(5) HRS201B-7(a)(1) HRS201B-7(a)(5) HRS201B-7(a)(7)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$350,000	\$0	\$0	\$0
Description			
Budget reduced due to pandemic.			
Past Performance & Data			
Contract terminated in 2020 due to COVID-19			
Expected Future Benefits			
NA			
Notes			
NA			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
318		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
gohawaii.com		4	1, 3, 5
HRS Reference		Potential Method of Acquisition	
HRS201B-7(a)(1) HRS201B-7(b)(2)		RFP	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$350,000	\$300,000	\$350,000	\$2,500,000
Description			
Development and maintenance for the GoHawaii website. This includes the English, Japanese, Chinese, Korean, German, French, and Spanish sites in support of the Global Marketing Team. Funds also pay for hosting, licensing, analytics, search engine optimization, ADA/browser compliance, and event listings support. An RFP will be issued for CY22.			
Past Performance & Data			
2019: 5.6M Total Users 8.1M Sessions 16.6M Page Views 2020: 5.3M Total Users 6.8M Sessions 12.2M Page Views			

Expected Future Benefits
Services for website development, hosting & maintenance.
Notes
Contractor: Hawai'i Visitors & Convention Bureau (Support Services) Contract expiration date: 12/31/2021



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
320		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
Island Chapters Staffing & Administration		4	1, 3, 4
HRS Reference		Potential Method of Acquisition	
HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS 201B-7(b)(2)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$3,170,000	\$2,400,000	\$4,800,000	\$0
Description			
The Island Chapters provide representation for each of the islands and work closely with HTA, its Global Marketing Team members and the numerous tourism industry partners to showcase each island's unique accommodations, activities and tours. The Island Chapters are staffed by Hawaii Visitors and Convention Bureau (HVCB) employees.			
Past Performance & Data			
Completed services/deliverables in support of HTA's Global Marketing Team Demonstrated good communication with HTA			
Expected Future Benefits			
Services & staffing for Leisure & MCI marketing assistance with on-island execution & in-market programs; provide oversight of the island brands.			
Notes			
Contractor: Hawai'i Visitors & Convention Bureau (Island Chapter Support Services) Contract expiration date: 12/31/2022 (CON 21030)			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
321		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
US		4	1, 2, 4
HRS Reference		Potential Method of Acquisition	
HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS 201B-7(b)(2)		RFP	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$22,525,000	\$17,685,707	\$14,605,000	\$22,500,000
Description			
<p>The Hawai'i Visitors and Convention Bureau (HVCB) is contracted by the HTA for CY21 brand marketing management services for the United States major market area.</p> <p>The U.S. West and U.S. East are Hawai'i's two largest source markets for visitors. The U.S. West market includes visitors who travel to Hawai'i from the 12 states west of the Rockies, and the U.S. East includes all other states.</p> <p>HVCB's COVID-19 recovery plan continues to focus on welcoming visitors who want to malama (take care of) Hawai'i during their visit. In 2021, efforts to educate visitors pre- and post-arrival about Hawai'i's Safe Travels program will continue. HVCB will promote the Mālama Hawai'i campaign, a partnership with visitor industry partners and volunteer organizations that invites visitors to stay in a new way – to take the time to really know the island, form a deeper connection with Hawai'i's culture, travel mindfully and malama Hawai'i.</p>			

Past Performance & Data

2019: USA
\$11.63B (+5.0%) Expenditures
\$188.7 (+0.2%) PPPD\$
6,871,839 (+7.9%) Arrivals

2020: USA
Expenditures - NA
PPPD\$ - NA
1,987,326 (-71%) Arrivals

Expected Future Benefits

Satisfactory execution of 2022 brand marketing and management plan including brand consistency, cultural authenticity, alignment with HTA's 4 pillars, targeting high value mindful visitors, recovering travel demand in a safe, sustainable, and regenerative manner and meeting annual performance targets.

Notes

Contractor: Hawai'i Visitors & Convention Bureau
Contract expiration date: 12/31/2021



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
322		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
Canada		4	1, 2, 4
HRS Reference		Potential Method of Acquisition	
HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)(2)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$800,000	\$373,820	\$1,200,000	\$0
Description			
<p>VOX International Inc. is contracted by HTA for CY22 brand marketing management services in Canada.</p> <p>Canada is the second largest international market for the Hawaiian Islands and has an important relationship with Hawai'i, specifically the western provinces of British Columbia and Alberta. In addition, Ontario is a growing market for Hawai'i.</p> <p>Canadian Snowbirds spend a great amount of time in Hawai'i during the winter months and many Canadians own real estate throughout the islands. In 2021, the marketing strategy is focused on promoting the Hawaiian Culture and Hawaiian values as the differentiator to any other beach destination and training the Canadian travel trade to become brand ambassadors who can educate and attract the mindful responsible travelers to Hawai'i.</p>			

Past Performance & Data

2019: Canada
\$1,081.5 (-2.4%) Expenditures
\$165 (+0.4%) PPPD\$
540,103 (-1.6%) Arrivals

2020: Canada
Expenditures - NA
PPPD\$ - NA
164,393 (-69.5%) Arrivals

Expected Future Benefits

Satisfactory execution of 2022 brand marketing and management plan including brand consistency, cultural authenticity, alignment with HTA's 4 pillars, targeting high value mindful visitors, recovering travel demand in a safe, sustainable, and regenerative manner and meeting annual performance targets.

Notes

Contractor: VOX International Inc.
Contract expiration date: 12/31/2022 (CON 21029)



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
323		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
Japan		4	1, 2, 4
HRS Reference		Potential Method of Acquisition	
HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)(2)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$10,000,000	\$5,000,000	\$13,500,000	\$0
Description			
<p>a.Link LLC. is contracted by HTA for CY21 brand marketing management services in Japan.</p> <p>Japan has long been Hawai'i's largest source of international visitors. While the coronavirus pandemic significantly reduced the number of Japanese arrivals, HTJ will leverage the regions' longstanding ties and the Safe Travels Program to advance tourism recovery efforts in 2021. HTJ will develop a new model of sustainable tourism in Hawai'i by embarking on a targeted marketing strategy to rebuild tourism in a responsible manner. Rooted in education and experiences, HTJ's sustainable tourism framework aims to inspire the values of aloha and mālama with travelers and industry partners while developing new programs to connect visitors with the community.</p>			

Past Performance & Data

2019: Japan
\$2,25B (+4.8%) Expenditures
\$242 (+0.2%) PPPD\$
1,576,205 (+5.8%) Arrivals

2020: Japan
Expenditures - NA
PPPD\$ - NA
289,137 (-81.7%) Arrivals

Expected Future Benefits

Satisfactory execution of 2022 brand marketing and management plan including brand consistency, cultural authenticity, alignment with HTA's 4 pillars, targeting high value mindful visitors, recovering travel demand in a safe, sustainable, and regenerative manner and meeting annual performance targets.

Notes

Contractor: a.Link LLC
Contract expiration date: 12/31/2022



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
324		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
Korea		4	1, 2, 4
HRS Reference		Potential Method of Acquisition	
HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)(2)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$1,400,000	\$400,000	\$1,700,000	\$0
Description			
<p>AVIAREPS Marketing Garden Holdings Ltd. is contracted by HTA for CY21 brand marketing management services in Korea.</p> <p>Korea is an important source market from Asia for Hawai'i. Affluent travelers from high-end market segments are primarily from the Seoul and Busan regions. Hawai'i continues to be a favored romance destination for Koreans. In 2021, the core branding message is Mālama Hawai'i and the marketing strategy to recover the Hawai'i travel market from the COVID-19 pandemic is to revitalize travel demand in collaboration with industry partners, accelerate booking pace in partnership with online booking platforms, and develop marketing co-ops with key airlines to stimulate resumption and growth in air services to Hawai'i.</p>			

Past Performance & Data

2019: Korea
\$497.9M (+0.3%) Expenditures
\$285.2 (-2.4%) PPPD\$
229,056 (+0.3%) Arrivals

2020: Korea
Expenditures - NA
PPPD\$ - NA
46,884 (-79.5%) Arrivals

Expected Future Benefits

Satisfactory execution of 2022 brand marketing and management plan including brand consistency, cultural authenticity, alignment with HTA's 4 pillars, targeting high value mindful visitors, recovering travel demand in a safe, sustainable, and regenerative manner and meeting annual performance targets.

Notes

Contractor: AVIAREPS Marketing Garden Holdings Ltd.
Contract expiration date: 12/31/2022



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
325		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
Oceania		4	1, 2, 4
HRS Reference		Potential Method of Acquisition	
HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)(2)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$1,900,000	\$500,000	\$2,300,000	\$0
Description			
<p>The Oceania market is Hawaii's third largest international visitor market and over the past several years has been one of the fastest growing market in terms of arrivals. Through its Request For Proposals process, HTA selected The Walshe Group Pty Ltd to represent the Hawaiian Islands in Australia and New Zealand. The Hawaii Tourism Oceania Team will focus on travel trade training and continue to generate awareness and demand through cost effective digital and consumer direct marketing programs. HTO will also increase PR activities and utilize its robust digital media channels. HTO will renew its attempts to bring more Meetings and Incentive Groups from the Oceania market to Hawaii.</p>			
Past Performance & Data			
<p>2019: Oceania \$895.1M (-14.4%) Expenditures \$261.70 (+0.5%) PPPD\$ 363,551 (-12.6%) Arrivals</p> <p>2020: Oceania Expenditures - NA</p>			

PPPD\$ - NA
50,710 (-86.1%) Arrivals

Expected Future Benefits

Satisfactory execution of 2022 brand marketing and management plan including brand consistency, cultural authenticity, alignment with HTA's 4 pillars, targeting high value mindful visitors, recovering travel demand in a safe, sustainable, and regenerative manner and meeting annual performance targets.

Notes

Contractor: The Walshe Group Pty Ltd
Contract expiration date: 12/31/2023



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
326		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
Europe		4	N/A
HRS Reference		Potential Method of Acquisition	
HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)(2)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$400,000	\$0	\$0	\$0
Description			
Due to Covid-19 pandemic and budget cuts, no FY21 or FY22 budget allocated to Europe market.			
Past Performance & Data			
2019: Europe (UK, France, Germany, Italy, Switzerland) \$274.1M (-16.0%) Expenditures \$153.20 (-10.7%) PPPD\$ 137,908 (-4.9%) Arrivals			
Expected Future Benefits			
NA			
Notes			
2020 Contractor: Hills Balfour (UK & Germany) Contract expiration date: 4/17/2020			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
329		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
China		4	1, 2, 4
HRS Reference		Potential Method of Acquisition	
HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)(2)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$2,000,000	\$0	\$1,800,000	\$0
Description			
Due to Covid-19 pandemic and budget cuts, no budget allocated to China market for 2021.			
Past Performance & Data			
<p>2019: China \$242.8M (-26.5%) Expenditures \$329 (-5.8%) PPPD\$ 92,082 (-25.3%) Arrivals</p> <p>2020: China Expenditures - NA PPPD\$ - NA 10,736 (-88.3%) Arrivals</p>			

Expected Future Benefits
Satisfactory execution of 2022 brand marketing and management plan including brand consistency, cultural authenticity, alignment with HTA's 4 pillars, targeting high value mindful visitors, recovering travel demand in a safe, sustainable, and regenerative manner and meeting annual performance targets.
Notes
Contractor: ITRAVLOCAL Limited Contract expiration date: 12/31/2022



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
330		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
Taiwan		4	N/A
HRS Reference		Potential Method of Acquisition	
HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)(2)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$500,000	\$0	\$0	\$0
Description			
Due to Covid-19 pandemic and budget cuts, no budget allocated to Taiwan market for 2021.			
Past Performance & Data			
2019: Taiwan \$54.8M (+40.2%) Expenditures \$251 (+4.2%) PPPD\$ 24,242 (+38.3%) Arrivals 2020: Taiwan Expenditures - NA PPPD\$ - NA 3,735 (-85.4%) Arrivals			

Expected Future Benefits
NA
Notes
2020 Contractor: BrandStory Inc. Contract expiration date: 12/31/2020



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
331		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
Meetings, Convention & Incentives - Single Property		4	2
HRS Reference		Potential Method of Acquisition	
HRS201B-6(a)(5) HRS201B-7(a)(1) HRS201B-7(a)(5) HRS201B-7(a)(7)		RFP	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$2,300,000	\$0	\$2,395,000	\$1,900,000
Description			
<p>The Meet Hawaii plan focuses on direct customer activities including FAMs, while also reevaluating and reprioritizing trade shows. Meet Hawaii remains nimble and has increased direct sales activities in MCI market segments that are producing lead opportunities for Hawaii now. Meet Hawaii will continue its ongoing communication and consultation with HTA to adjust as further appropriate.</p>			
Past Performance & Data			
<p>2019: Global MCI \$904.7M Expenditures \$218.4 PPPD\$ 459,171 Arrivals</p> <p>2020: Global MCI Expenditures - NA PPPD\$ - NA 132,442 Arrivals</p>			

Expected Future Benefits

Satisfactory execution of the 2022 global MCI marketing and management plan including brand consistency, cultural authenticity, targeting high value mindful visitors/groups and high profile global events that are aligned with Hawaii's culture, natural resources and community. Recover travel demand in a safe, sustainable, and regenerative manner and meet annual performance targets.

Notes

Contractor: Hawai'i Visitors & Convention Bureau
Contract expiration date: 12/31/2021



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
TBD-6		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
Convention Center Sales & Marketing - City Wide		4	2
HRS Reference		Potential Method of Acquisition	
HRS201B-6(a)(5) HRS201B-7(a)(1) HRS201B-7(a)(5) HRS201B-7(a)(7)		RFP	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$2,600,000
Description			
<p>CCESF fund for MCI sales and marketing is transferred into this line item. In CY 2021, HCC Sales & Marketing was funded entirely from the Meetings, Conventions & Incentives line item (#331).</p>			
Past Performance & Data			
<p>2019: HCC Citywide Sales Production 88,537 Definite Room Nights 31,888 New to Hawaii Room Nights 237,017 Tentative Room Nights</p> <p>2020: Citywide Sales Production 10,016 Definite Room Nights 2,654 New to Hawai'i Room Nights 220,639 Tentative Room Nights</p>			

Expected Future Benefits
Satisfactory execution of the 2022 global MCI marketing and management plan including brand consistency, cultural authenticity, targeting high value mindful visitors/groups and high profile global events that are aligned with Hawaii's culture, natural resources and community. Recover travel demand in a safe, sustainable, and regenerative manner and meet annual performance targets.
Notes
2020 Contractor: Hawai'i Visitors & Convention Bureau Contract expiration date: 12/31/2020



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
TBD-7		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
MCI MFF		4	2
HRS Reference		Potential Method of Acquisition	
HRS201B-6(a)(5) HRS201B-7(a)(1) HRS201B-7(a)(5) HRS201B-7(a)(7)		MFF Approval Process	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$850,000
Description			
MFF is an incentive fund used to attract and secure citywide events that use the HCC and it is committed at the time of agreement negotiation and paid upon fulfillment of contract deliverables for each event. Funding for 2022 has been committed by HTA previously for 2022 definite and tentative citywide businesses on the books.			
Past Performance & Data			
2021 MFF: \$174,500 / 12 events (preliminary)			
Expected Future Benefits			
Satisfactory execution of the 2022 global MCI marketing and management plan including brand consistency, cultural authenticity, targeting high value mindful visitors/groups and high profile global events that are aligned with Hawaii's culture, natural resources and community. Recover travel demand in a safe, sustainable, and regenerative manner and meet annual performance targets.			
Notes			
NA			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
336		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
Southeast Asia		4	N/A
HRS Reference		Potential Method of Acquisition	
HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS 201B-7(b)(2)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$500,000	\$0	\$0	\$0
Description			
Due to Covid-19 pandemic and budget cuts, no FY21 & FY22 budget allocated to SEA market.			
Past Performance & Data			
2019P: SEA (Malaysia, Singapore, Thailand, and Indonesia) \$118.7M (+19.5%) Expenditures \$217.5 (+25.4%) PPPD\$ 64,162 (+3.9%) Arrivals			
Expected Future Benefits			
NA			
Notes			
2020 Contractor: Aviareps Malaysia (Malaysia, Singapore, Thailand) Contract expiration date: 4/10/2020			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
339		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
Global Digital Marketing Strategy		4	1, 3, 4, 5
HRS Reference		Potential Method of Acquisition	
HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS 201B-7(b)(2)		RFP	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$500,000	\$380,500	\$380,500	\$713,000
Description			
Supports the efforts of HTA's Global Marketing Team in digital marketing, including the intellectual property data bank/digital assets library (Knowledge Bank) software licensing and consulting and staffing. Continuous improvements and maintenance and hosting of the Knowledge Bank.			
Past Performance & Data			
Completed services/deliverables in support of HTA's Global Marketing Team Demonstrated good communication with HTA			
Expected Future Benefits			
Development services for data bank software licensing, consulting and staffing.			
Notes			
Contractor: Hawai'i Visitors & Convention Bureau (Support Services) Contract expiration date: 12/31/2021			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
350		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
Global Market Shared Resources		4	1, 3, 5
HRS Reference		Potential Method of Acquisition	
HRS 201B-7(a)(1) HRS201B-7(a)(2) HRS201B-7(a)(8) HRS201B-7(b)(2)		RFP	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$797,000	\$787,000	\$737,000	\$787,000
Description			
Staffing for management of online marketing & social media in support of HTA's Global Marketing Team. Funds used to maintain various websites including Sharing Aloha and media websites; renew subscriptions to digital tools including Khoros and Podio.			
Past Performance & Data			
Completed services/deliverables in support of HTA's Global Marketing Team Demonstrated good communication with HTA			
PR/Media Site: 2019: 36,046 Total Users / 42,519 Sessions / 140,652 Page Views 2020: 5,211 Total Users / 6,201 Sessions / 82,242 Page Views			
Sharing Aloha Site: 2019: 185 Order Requests 2020: 35 Order Requests			

Expected Future Benefits
Development services for online marketing, social media and staffing.
Notes
Contractor: Hawai'i Visitors & Convention Bureau (Support Services) Contract expiration date: 12/31/2021



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
380		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
Marketing Opportunity Fund		4	1, 3, 5
HRS Reference		Potential Method of Acquisition	
HRS 201B-7(a)(1) HRS201B-7(a)(2) HRS201B-7(a)(8) HRS201B-7(b)(2)		TBD	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$2,000,000	\$0	\$341	\$250,000
Description			
Funding reallocated into remaining branding budget to support marketing efforts in key markets.			
Past Performance & Data			
Funds were used for unexpected marketing opportunities			
Expected Future Benefits			
Stronger branding statement for Hawaii			
Notes			
In the past we have funded unexpected coops with airline and wholesale partners			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
TBD-8		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
Pono Travel Tips/Kuleana Messaging at Neighbor Island Airports		4	1, 3, 4, 5
HRS Reference		Potential Method of Acquisition	
HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)(2)		Sole Source (Exempt - HAR 3-120)	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$175,000
Description			
Funding to air Safe Travel Tips/Kuleana Messaging at neighbor island airports (OGG, KOA, LIH, ITO) via Bag Claim Carousel Digital Video Wall Circuit			
Past Performance & Data			
N/A			
Expected Future Benefits			
Every 3mins/total 480 spots per day per airport ; more informed and responsible travelers.			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
TBD-9		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
Local Business Support Program		4	1, 4
HRS Reference		Potential Method of Acquisition	
HRS 201B-6(a)(5) HRS 201B-7(a)(1) HRS201B-7(b)(2)		TBD	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$500,000
Description			
Funding to support a program to support local tourism related businesses to specifically raise awareness and spending amongst visitors at Hawai'i based businesses.			
Past Performance & Data			
N/A			
Expected Future Benefits			
Execution of co-op marketing programs in alignment with HTA's 4 pillars, targeting high-value mindful visitors, recovering travel demand in a safe, sustainable, and regenerative manner and meeting programs' performance targets.			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
TBD-10		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
Rebranding of the Hawaiian Islands		4	1, 2, 4, 5, 6
HRS Reference		Potential Method of Acquisition	
HRS 201B-7(a)(1)		RFP	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$1,000,000
Description			
Funding to support a full rebranding of the Hawaiian Islands. Inclusive of discovery and research, competitive analysis, brand positioning and key messages, logo and visual identity system update, brand standard guidelines, communications/brand audit, and rollout plan.			
Past Performance & Data			
N/A			
Expected Future Benefits			
Stronger brand and positioning for Hawai'i that is better aligned to current market conditions and resident sentiment.			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
TBD-11		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
Destination Management Technology Consulting Services		4	1, 2, 4, 5, 6
HRS Reference		Potential Method of Acquisition	
HRS 201B-7(a)(1)		RFP	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$700,000
Description			
Funds to support strategic consulting services for implementing various technology solutions for Hawai'i as it pertains to destination management			
Past Performance & Data			
N/A			
Expected Future Benefits			
Stronger brand positioning, creation of technology solutions to be implemented that provide a seamless and integrated travel experience and thus enable destination management.			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
TBD-12		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
Smart Destination Hawai'i		4	1, 2, 4, 5, 6
HRS Reference		Potential Method of Acquisition	
HRS 201B-7(a)(1) HRS 201B-7(a)(3) HRS 201B-7(a)(5) HRS 201B-7(a)(6) HRS 201B-7(a)(9)		RFP	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$10,000,000
Description			
Plan, design and implementation of a suite of digital infrastructure to advance Hawai'i as a destination. Elements include development of a booking engine and related module infrastructure to support Hawai'i and Hawai'i made products, and activities, and unique Hawaii content. for the Hawaiian Islands			
Past Performance & Data			
N/A			
Expected Future Benefits			
Stronger brand positioning, creation of a revenue stream to fund HTA and its operations. Drive spending to Hawai'i based businesses, direct relationship and data from travelers.			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
TBD-13		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
HTUSA/HTJ Campaign Effectiveness Study		ALL	4, 5
HRS Reference		Potential Method of Acquisition	
§201B-7(a)(8) (A) §201B-7 (a)(8)(C)		RFP	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$270,000
Description			
Studies to evaluate campaign effectiveness for the USA and Japan major market areas, including the incremental trips generated, visitor spending per trip, incremental spending generated, and the taxes generated on spending.			
Past Performance & Data			
N/A			
Expected Future Benefits			
Incremental trips generated, visitor spending per trip, incremental spending generated, and the taxes generated on spending as a result of major campaign(s)			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
397		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
Memberships and Dues - Branding		4	1
HRS Reference		Potential Method of Acquisition	
HRS 201B-7(a)(1) HRS 201B-7(a)(2) HRS 201B-7(a)(8) HRS 201B-7(b)(2)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$100,000	\$125,000	\$125,000	\$160,000
Description			
US Travel Assn: \$125,000 PATA Int'l: \$3,035 PATA HI Chapter: \$275 Destination Int'l: \$25,000			
Past Performance & Data			
Helps with lobbying for CARE programs, provided educations training webinars			
Expected Future Benefits			
Networking and relationship building platforms. Continue to receive market intelligence and training opportunities			
Notes			
Legislative webinars, IPW 2021 updates, what travel looks like past COVID-19			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
398		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
Travel - Branding		4	N/A
HRS Reference		Potential Method of Acquisition	
HRS 201B-7(a)(1) HRS 201B-7(a)(2) HRS 201B-7(a)(8) HRS 201B-7(b)(2)		Quotes	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$50,000	\$50,000	\$9,600	\$50,000
Description			
Travel cost for the Branding Team. To monitor and evaluate the GMT's events. Sales calls together with the GMTS.			
Past Performance & Data			
Due to the COVID-19 pandemic, staff did not travel during fiscal year 2021. -Number of trips by program staff during fiscal 2020: 8			
Expected Future Benefits			
Contractor oversight and evaluation; relationship building with in-market partners.			
Notes			
Media blitz and trade missions in mainland US, Japan, Canada, Oceania, Korean, China, Taiwan, SE Asia, and Europe.			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
723		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
Hawaii Film Office Partnership		4	4
HRS Reference		Potential Method of Acquisition	
N/A		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$30,000	\$30,000	\$30,000	\$0
Description			
No longer required after HRS 201B was amended			
Past Performance & Data			
N/A			
Expected Future Benefits			
N/A			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
934		Branding	
Program Title		Strategic Plan Pillar	TRP Key Priority
State Employee Salaries - Branding		4	N/A
HRS Reference		Potential Method of Acquisition	
§201B-2		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$539,050	\$508,648	\$572,788	\$920,222
Description			
Salaries and wages.			
Past Performance & Data			
N/A			
Expected Future Benefits			
Efficiently and effectively executing on programs.			
Notes			
Salaries for program staff are included in the Branding area in FY22 to reflect a more integrated and collaborative operations.			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
312		Sports	
Program Title		Strategic Plan Pillar	TRP Key Priority
PGA Tour Contracts		4	4, 5
HRS Reference		Potential Method of Acquisition	
201B-3(a)(19)		RFP/RFQ	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$2,166,864	\$2,166,864	\$2,177,889
Description			
<p>Contract with the PGA Tour through 2022 to host golf tournaments and execute a marketing program. Through the Aloha Season program, the focus is to increase exposure and generate interest in golf as an activity while visiting Hawai'i. In addition, three professional golf events on three different islands (O'ahu, Maui and Hawai'i) will be supported. Additional funds include a PGA Season- long promotion of The Hawaiian Islands showcasing each event winner's invitation to play in Hawaii at the Sentry Tournament of Champions Event.</p> <p>Term: 2019 - 2022</p>			
Past Performance & Data			
<p>2019 Results Attendance: 88,500 Economic Impact: \$10.05M Marketing Value: \$21.3M Charitable Donations: \$1,599,870</p>			

2020 Results

Attendance: 1,833

Economic Impact: \$6.8M

Marketing Value: \$19.1M

Charitable Donations: \$2,011,760

Expected Future Benefits

Three professional golf tournaments in Hawaii and marketing throughout the year

Notes

Contractor: PGA Tour, Inc.

Contract expiration date: 12/31/2022



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
340		Sports	
Program Title		Strategic Plan Pillar	TRP Key Priority
Ironman World Championship		4	N/A
HRS Reference		Potential Method of Acquisition	
201B-3(a)(19)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$0
Description			
Contract with the World Triathlon Corporation (WTC) to sponsor the Ironman World Championship. Programs focus on greater global exposure through distribution of the television broadcast in Hawaii's key markets. The event garners strong community support as it has become an iconic annual spectacle on the Island of Hawaii.			
Past Performance & Data			
2019 Results Attendance: 30,000 Economic Impact: \$72M Marketing Value: \$42.3M			
Expected Future Benefits			
N/A			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
341		Sports	
Program Title		Strategic Plan Pillar	TRP Key Priority
XTERRA World Championship and XTERRA Trail Run Championship		4	N/A
HRS Reference		Potential Method of Acquisition	
201B-3(a)(19)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$0
Description			
Contract with Team Unlimited to sponsor the XTERRA World Championship, an off-road triathlon held in Kapalua, Maui and the XTERRA Trail Run Championship, a off-road trail run held in Kualoa, Oahu. Both programs provide exposure promoting Hawai'i as an active leisure destination and garner strong community support.			
Past Performance & Data			
2019 Results Attendance: 4,495 Economic Impact: \$8.83M Marketing Value: \$13.6M			
Expected Future Benefits			
N/A			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
342		Sports	
Program Title		Strategic Plan Pillar	TRP Key Priority
Maui Jim Maui Invitational		4	N/A
HRS Reference		Potential Method of Acquisition	
201B-3(a)(19)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$0
Description			
Contract with Kemper Lesnik Sports to sponsor the Maui Jim Maui Invitational, a pre-season NCAA men's basketball tournament held in Lahaina, Maui. Funding supports ESPN national broadcast coverage of a 3-day, 12-game tournament as well as youth clinics and community events leading up to the games.			
Past Performance & Data			
2019 Results Attendance: 7,096 Economic Impact: \$22.9M Marketing Value: \$127M			
Expected Future Benefits			
Sponsor of the Maui Jim Maui Invitational on Maui and marketing assets leading up to and during the event.			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
343		Sports	
Program Title		Strategic Plan Pillar	TRP Key Priority
Lotte LPGA Championship		4	N/A
HRS Reference		Potential Method of Acquisition	
201B-3(a)(19)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$0
Description			
Contract with 141 Premiere to sponsor the Lotte Ladies Professional Golf Association Championship held in KoOlina, Oahu. Funding would help cover the broadcast of the event to a national and international audience as many LPGA stars are from countries that are Hawai'i's existing and emerging markets. Youth clinics and community engagement is also part of the festivities.			
Past Performance & Data			
2019 Results Attendance: 16,816 Economic Impact: \$7.1M Marketing Value: \$17.9M			
Expected Future Benefits			
N/A			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
345		Sports	
Program Title		Strategic Plan Pillar	TRP Key Priority
ESPN Hawaii Bowl and Diamond Head Classic		4	N/A
HRS Reference		Potential Method of Acquisition	
201B-3(a)(19)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$0
Description			
<p>Contract with ESPN Regional Events to sponsor the Hawai'i Bowl and the Diamond Head Classic which are both held on Oahu. The Hawaii Bowl is a post-season NCAA Football bowl game that guarantees the University of Hawaii a spot if it has a winning record. The Diamond Head Classic is a three-day, eight-team invitational college basketball tournament hosted by the University of Hawai'i. Both events engage with the community during events leading up to the bowl game and tournament.</p>			
Past Performance & Data			
<p>2019 Results Attendance: 56,848 Economic Impact: \$19.3M Marketing Value: \$21.5M</p>			
Expected Future Benefits			
N/A			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
370		Sports	
Program Title		Strategic Plan Pillar	TRP Key Priority
Invesco Series Hawaii Championship		4	N/A
HRS Reference		Potential Method of Acquisition	
201B-3(a)(19)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$0
Description			
Contract with InsideOut Sports to sponsor the Invesco Series Hawaii Championship held in Lahaina, Maui. Funding supports national television coverage as part of the Invesco Tennis Series as well as youth clinics and community engagements leading up to the event.			
Past Performance & Data			
2019 Results Attendance: 1,239 Marketing Value: \$790K			
Expected Future Benefits			
N/A			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
371		Sports	
Program Title		Strategic Plan Pillar	TRP Key Priority
AVP Hawaii Open		4	N/A
HRS Reference		Potential Method of Acquisition	
201B-3(a)(19)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$0
Description			
Contract with EAS Enterprises to sponsor the AVP Hawaii Open held in Waikiki, Oahu. Funding supports national television coverage as part of the AVP Tour schedule as well as youth clinics and community engagements leading up to the tournament.			
Past Performance & Data			
2019 Results Attendance: 8,000 Economic Impact: \$1.77M Marketing Value: \$1.07M			
Expected Future Benefits			
N/A			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
377		Sports	
Program Title		Strategic Plan Pillar	TRP Key Priority
Polynesian Football HoF		4	4, 5
HRS Reference		Potential Method of Acquisition	
201B-3(a)(19)		TBD	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$155,000	\$50,000	\$150,000
Description			
Sponsorship of the Polynesian Football Hall of Fame Celebration and the High School All-Star Football Game held at Aloha Stadium. Includes Community Programs such as player and coaches clinics and opportunities for Hawaii players to be scouted and recruited by colleges. The Polynesian Bowl is also televised nationally.			
Past Performance & Data			
Successful Polynesian Football Hall of Fame Celebration and High School All-Star Football Game. Included player and coaching clinics, high school visits and other community engagements. The PFHOF also hosted its annual Hawaii Showcase for Hawaii High School seniors who have yet to receive scholarship offers and current juniors in which almost 300 players participated.			
Expected Future Benefits			
PFHOF Celebration and High School All-Star Football Game; Hawaii High School Football Showcase			
Notes			
Contractor: Polynesian Football Hall of Fame Contract expiration date: 12/31/2021			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
378		Sports	
Program Title		Strategic Plan Pillar	TRP Key Priority
UH Athletics Branding Partnership		4	N/A
HRS Reference		Potential Method of Acquisition	
201B-3(a)(19)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$316,000	\$266,000	\$0
Description			
Partnership with the University of Hawaii Athletics Department to promote visitation to the Hawaiian Islands by highlighting UH Sporting Events and UH Athletes as Hawaii's Ambassadors. Includes sponsorship of the Big West Conference Basketball and Men's Volleyball Tournaments. Previous partnerships revolved around UH Football and Men's Volleyball games.			
Past Performance & Data			
N/A			
Expected Future Benefits			
Presenting Sponsor of the 2022 Big West Conference Men's and Women's Basketball and Men's Volleyball Tournaments and marketing assets throughout these events			
Notes			
Contractor: Big West Conference Contract expiration date: 8/31/2023			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
379		Sports	
Program Title		Strategic Plan Pillar	TRP Key Priority
Sports Programs - Unallocated		4	4, 5
HRS Reference		Potential Method of Acquisition	
201B-3(a)(19)		RFP	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$7,200,000	\$0	\$0	\$1,500,000
Description			
FY2022 funds available to sponsor sporting events that submit proposals to HTA for funding and meet HTA's sports marketing criteria. Potential events that HTA sponsored in the past include the LA Clippers Preseason Games, USA Davis Cup and Hawaii Open (Tennis).			
Past Performance & Data			
N/A			
Expected Future Benefits			
N/A			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
384		Sports	
Program Title		Strategic Plan Pillar	TRP Key Priority
Football (Hula Bowl)		4	N/A
HRS Reference		Potential Method of Acquisition	
201B-3(a)(19)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$25,000	\$0
Description			
Sponsorship of the 2021 College All-Star Football Game held at Aloha Stadium. Includes Community Programs such as player and coaches clinics and opportunities for Hawaii players to be scouted and evaluated for the NFL Draft. The Hula Bowl is also televised nationally.			
Past Performance & Data			
Successful return of the Hula Bowl to Hawaii. Included player and coaching clinics, high school visits and other community engagements.			
Expected Future Benefits			
Sponsor of the 2022 Hula Bowl played at Aloha Stadium and marketing assets leading up to and during the game.			
Notes			
Contractor: The Hula Bowl LLC Contract expiration date: 12/31/2021			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
TBD-14		Planning	
Program Title		Strategic Plan Pillar	TRP Key Priority
Hotspot Mitigation		3	3
HRS Reference		Potential Method of Acquisition	
§201B-3(a)(17)		RFP	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$500,000
Description			
Planning and mitigation of hot spots/issues as identified in the DMAPs. Includes facilitation services.			
Past Performance & Data			
N/A			
Expected Future Benefits			
Hotspot resolutions per DMAP			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
TBD-15		Planning	
Program Title		Strategic Plan Pillar	TRP Key Priority
Community Engagement		ALL	4
HRS Reference		Potential Method of Acquisition	
§201B-3(a)(14)(17)		RFP, Quotes	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$175,000
Description			
Engagement meetings/forums with community/industry on tourism development decisions, including industry and community input and feedback on identified topics. Includes development of materials to communicate information.			
Past Performance & Data			
DMAP community engagement meetings were held in 2020 and early 2021. Public had the opportunity to comment and provide feedback to proposed draft actions.			
Expected Future Benefits			
Continued engagement and collaborative with community and industry per DMAPs			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
TBD-16		Planning	
Program Title		Strategic Plan Pillar	TRP Key Priority
Program Evaluation		ALL	4
HRS Reference		Potential Method of Acquisition	
§201B-3(a)(14)(17)		RFP, Quotes	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$500,000
Description			
Evaluation of HTA's programs, including events evaluation, development of measures, dashboards and KPI tracking of HTA's programs outcomes and results.			
Past Performance & Data			
Events Evaluation (16 Event reports)			
Expected Future Benefits			
Measured activities that are easily digestible and available to the public. Creation of report cards and dashboards.			
Notes			
Prior contract was cancelled due to lack of events. YouGov has committed to FY19 pricing. Budget is \$300,000 for FY22. Actual amount will depend on number of events selected for evaluation from Community, Hawaiian Culture, and Sports.			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
TBD-17		Planning	
Program Title		Strategic Plan Pillar	TRP Key Priority
Planning Tools and Assessments		ALL	4
HRS Reference		Potential Method of Acquisition	
§201B-3(a)(14)(17)(20)		Quotes	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$410,000
Description			
Destination assessments and planning tools to help with destination analysis and tools to communicate information for the public.			
Past Performance & Data			
The last destination assessment was done in 2019, which helped shaped the 2020-2025 HTA Strategic Plan.			
Expected Future Benefits			
Assessment of Hawai'i as a destination compared with others, study of visitor industry support of ag industry and determine areas for improvement. Clearer communicaton of findings and data.			
Notes			
DNEXT Report (destination analysis) - \$70,000; Milies Partnership Resilience Assessment \$5,000; Infographic services/program: \$30,0000; visitor/agriculture industry study: \$75,000.			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
TBD-18		Planning	
Program Title		Strategic Plan Pillar	TRP Key Priority
Community Tourism Collaborative		ALL	4
HRS Reference		Potential Method of Acquisition	
§201B-3(a)(20); §201B-7(a)(9)(b)(4)		RFP, Quotes	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$400,000
Description			
Assist organizations in the development of community mangement plans and tourism product projects for their communities.			
Past Performance & Data			
N/A			
Expected Future Benefits			
Community Management Action Plans and Tourism Projects to that provide for jobs, economic development, and improved visitor experiences.			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
TBD-19		Planning	
Program Title		Strategic Plan Pillar	TRP Key Priority
Memberships and Dues - Planning		ALL	4
HRS Reference		Potential Method of Acquisition	
N/A		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$3,200
Description			
Annual membership to Travel & Tourism Research Association and TTRA Chapter and the Global Sustainable Tourism Council			
Past Performance & Data			
Travel and tourism research and data to understand the tourism landscape and markets.			
Expected Future Benefits			
Networking and relationship building, travel and tourism research and data.			
Notes			
Travel and Tourism Research Association and TTRA Hawai'i Chapter: \$690 annual dues Global Sustainable Tourism Council: \$2,500			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
TBD-20		Planning	
Program Title		Strategic Plan Pillar	TRP Key Priority
Travel - Planning		ALL	3, 4
HRS Reference		Potential Method of Acquisition	
N/A		Quotes	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$0	\$0	\$0	\$17,000
Description			
The program anticipates travel needs to support community and industry outreach and inspection of DMAP activities.			
Past Performance & Data			
N/A			
Expected Future Benefits			
Engagement and outreach with community organizations, DMAP steering committees, county agencies, visitor industry, and evaluation of projects.			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
601		Safety and Security	
Program Title		Strategic Plan Pillar	TRP Key Priority
Visitor Assistance Programs		4	3, 5
HRS Reference		Potential Method of Acquisition	
§201B-3(21) §201B-3(24)		TBD	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$650,000	\$500,000	\$1,156,500	\$900,000
Description			
Support of the Visitor Assistance Programs in the four counties. These programs provide a vital service that supports our visitors in crisis. Funding was initially reduced in FY21 but, after further discussions, it was determined that these programs serve as an important role in helping people and as insurance for the brand. The VAPs have been supporting the State's COVID-19 response in many ways including the flight assistance program.			
Past Performance & Data			
CY2020: Maui County's (MCVAP) program handled 110 cases/169 visitors. MCVAP also attended regular meetings at the EOC, Police Commission, Airport, VOAD and car rental committee. Hawai'i County's program (VASH-HI) handled 226 cases/394 visitors. City and County of Honolulu's program (VASH) handled 793 cases/1,377 visitors. Kaua'i County's program (VASH-KC) handled 33 cases/69 visitors.			

Expected Future Benefits
The Visitor Assistance Programs serve as an insurance policy to provide assistance to visitors in distress. Taking a negative experience and transforming it into a more positive one for a visitor directly impacts the brand. Continuing to fund these programs will add a layer of protection to the brand at a nominal cost for the incredible services rendered by the existing partners.
Notes
N/A



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
602		Safety and Security	
Program Title		Strategic Plan Pillar	TRP Key Priority
Crisis Management		4	3, 5
HRS Reference		Potential Method of Acquisition	
§201B-3(24)		TBD	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$100,000	\$391,667	\$455,042	\$100,000
Description			
Funding will support crisis-related expenditures during the fiscal year. This funding will primarily be utilized to support ongoing COVID-related missions as assigned to the HTA through HI-EMA.			
Past Performance & Data			
Funding went to support COVID-19 related missions in support of the Governor, HI-EMA, and the industry. This included operating a call center and supporting the airport contractors that were managed by DOT-Airports.			
Expected Future Benefits			
In the event a crisis occurs in Hawaii, having these funds available to react quickly and provide support is critical. HTA's ability to be flexible and nimble, especially in a moment of crisis, combined with the ability to fund an action, will allow us to continue to support and protect the Hawaii brand.			
Notes			
Per HRS §201B-3 (24), HTA is required to develop and implement emergency measures to respond to any adverse effects on the tourism industry.			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
603		Safety and Security	
Program Title		Strategic Plan Pillar	TRP Key Priority
Lifeguard Program		3	N/A
HRS Reference		Potential Method of Acquisition	
§201B-3(21)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$700,000	\$0	\$0	\$0
Description			
<p>This program provided much needed support to the 4 counties ocean safety programs and the statewide Junior Lifeguard program. The funding to the counties specifically supported the acquisition of ocean safety equipment which would be used at various beach parks.</p>			
Past Performance & Data			
<p>In 2019, the JR Lifeguard program had 2,870 participants and was active in all four counties. The City and County of Honolulu had 1,800 participants, Kauai County had 600 participants, Maui County had 270 participants, and Hawaii County had 200.</p> <p>Hawaii County purchased 2 personal water craft, 2 rescue sleds, 1 truck, 2 radios, 1 trailer, 2 PWC hardware, 2 PTT headsets, (matched \$125K).</p> <p>City purchased 5 personal water craft, and 7 ATVs (matched \$125k).</p> <p>Kauai Lifeguard Assoc. purchased a utility vehicle, radios, ATVs, Jetski, PA system for towers, and software for CPR training.</p> <p>Maui County purchased portable radios, rescue fins, masks/snorkels, rescue boards, rescue sleds, rescue water craft, trailers, and ATV/UTCs.</p>			

Expected Future Benefits
Supporting the purchase of ocean safety equipment that otherwise would not have been purchased by a county may mean the difference between a swift rescue and/or a delayed rescue due to equipment needs. A minimal investment to purchase jet skis, boards, fins, and other ocean safety equipment may result in more lives saved, safer beaches, and safer visitors.
Notes
Programs are currently suspended due to COVID-19.



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
604		Safety and Security	
Program Title		Strategic Plan Pillar	TRP Key Priority
Preventative Programs		3	3, 5
HRS Reference		Potential Method of Acquisition	
§201B-3(21)		TBD	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$400,000	\$0	\$0	\$100,000
Description			
This program engaged DOT-Airport's advertising concessionaires to place PSAs in the baggage claim at all major airports throughout Hawaii. The primary message was focused on ocean safety for arriving visitors.			
Past Performance & Data			
Clear Channel - DKI Int Airport - ran ocean safety videos on 20 screens in baggage claim, 1 sport per 6 minute cycle, 10 showings per hour or 240 spots per day.			
Pacific Media Group showed Ocean Safety Videos, provided by HTA, in Kahului, Līhu'e, and Kona Airports. In Kahului: Two (2) video screens (minimum 65") located in the baggage claim area visible to all arriving passengers; two 30-second spots played consecutively and exclusively with no other ads in rotation. In addition, four static message boards and six brochure racks were provided to complement the two video screens. In Kona: Eight (8) walls on baggage claim carousels; two 30-second spots played consecutively, one spot per 3-minute cycle and then repeated in sequence 24/7. 480 spots per day. In Līhu'e, Kaua'i: Eight (8) video walls on baggage claim carousels, two 30-second spots played consecutively; one spot per 3-minute cycle and then repeated in sequence 24/7. 480 spots per day.			

Expected Future Benefits

The ability to display PSAs that help educate visitors while they are waiting at the baggage claim may result in saving the life of that visitor. These additional funds help to support an increased frequency of ocean safety videos throughout all of Hawaii's major airports. Saving a life through education equates to tremendous positive benefits.

Notes

No available funds to support this program.



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
606		Safety and Security	
Program Title		Strategic Plan Pillar	TRP Key Priority
Safety and Security Opportunity Fund		3	N/A
HRS Reference		Potential Method of Acquisition	
§201B-3(21) §201B-3(24)		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$300,000	\$0	\$0	\$0
Description			
These funds were allocated to support unspecified/unanticipated safety and security opportunities that might present themselves during the fiscal year.			
Past Performance & Data			
N/A			
Expected Future Benefits			
Having the ability to react quickly to a safety/security opportunity that was not anticipated may result in a positive impact for Hawaii visitors and help further enhance our brand.			
Notes			
NA			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
501		Tourism Research	
Program Title		Strategic Plan Pillar	TRP Key Priority
Data Dissemination		ALL	N/A
HRS Reference		Potential Method of Acquisition	
§201B-7 Tourism-related activities. (a) (8) Tourism research and statistics (C) Provide tourism information		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$54,000	\$0	\$0	\$0
Description			
N/A			
Past Performance & Data			
<p>In FY 2021: Tourism Data Warehouse - Tourism Data Warehouse costs were paid by DBEDT for FY20 and FY21 Printing of Annual Visitor Research Report - 2019 and 2020 Annual Visitor Research Reports were not printed.</p>			
Expected Future Benefits			
n/a			
Notes			
n/a			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
505		Tourism Research	
Program Title		Strategic Plan Pillar	TRP Key Priority
Est of Visitor Arrivals by Country by Month		ALL	N/A
HRS Reference		Potential Method of Acquisition	
§201B-7 Tourism-related activities. (a) (8) Tourism research and statistics (C) Provide tourism information		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$6,000	\$3,500	\$3,500	\$0
Description			
N/A			
Past Performance & Data			
In FY 2021: I-94 data from the US Dept of Commerce National Travel and Tourism Office Zipcode database -- Purchase of data subscriptions only. No contracts.			
Expected Future Benefits			
n/a			
Notes			
n/a			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
506		Tourism Research	
Program Title		Strategic Plan Pillar	TRP Key Priority
Infrastructure Research (Accommodations and Airseats)		ALL	1
HRS Reference		Potential Method of Acquisition	
§201B-7 Tourism-related activities. (a) (8) Tourism research and statistics (C) Provide tourism information (ii) The number of transient accommodation units available, occupancy rates, and room rates; (iii) Airline-related data including seat capacity		Subscription	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$556,330	\$520,879	\$468,727	\$60,000
Description			
Hotel performance data			
Past Performance & Data			
<p>Monthly Hotel performance report (12) In FY 2021: Visitor Plant Inventory - Annual Visitor Plant Report Quarterly Timeshare Reports - Quarterly and annual Timeshare report (4 quarterly reports, 1 annual report) Vacation rental performance data - Monthly Vacation rental performance report (12) SAS software and maintenance Diio Mi airseat database - Monthly Airseats outlook report (12); Quarterly airseats report (4) Global Travel Agency Pro - Daily Travel Agency Booking Report tables for Briefer (300+); Weekly Travel Agency Booking Reports (52)</p>			

ESRI development costs

Expected Future Benefits

The number of reports published in FY22 is expected to be similar to FY21.

Notes

Hotel performance data: STR, Inc., annual subscription. Additional data were ordered during the pandemic. \$60,000 budgeted for FY22



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
512		Tourism Research	
Program Title		Strategic Plan Pillar	TRP Key Priority
Visitor Arrivals and Departure Surveys		ALL	N/A
HRS Reference		Potential Method of Acquisition	
§201B-7 Tourism-related activities. (a) (8) Tourism research and statistics (C) Provide tourism information (i) Visitor arrivals, visitor characteristics, and expenditures		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$1,314,540	\$1,150,581	\$940,418	\$0
Description			
N/A			
Past Performance & Data			
FY 2021: Printing, Storage, and Delivery of In-Flight Forms Statewide Domestic In-Flight Visitors' Basic Characteristics Study Cruise Visitor Survey Printing of Important Envelopes Departure Visitor Surveys and Tabulation AOA badges FedEx delivery costs for Ag Form and Important Envelopes Domestic Survey: 4.13 million forms processed International Survey: 62k Island Visitor Survey: 77k Cruise Survey: 15.4k			

Expected Future Benefits
n/a
Notes
n/a



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
513		Tourism Research	
Program Title		Strategic Plan Pillar	TRP Key Priority
Evaluation and Performance Studies		ALL	N/A
HRS Reference		Potential Method of Acquisition	
§201B-7 Tourism-related activities. (a) (8) Tourism research and statistics (A) Measure and analyze tourism trends §201B-7 Tourism-related activities. (a) (8) Tourism research and statistics (C) Provide tourism information (iv) The economic, social, and		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$1,148,405	\$662,810	\$784,173	\$0
Description			
Past Performance & Data			
In FY 2021: Data for points of interests in Symphony Dashboard and also tracking of DMAP hotspots			
Expected Future Benefits			
Monitoring of DMAP hotspots			
Notes			
N/A			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
514		Tourism Research	
Program Title		Strategic Plan Pillar	TRP Key Priority
Marketing Research		ALL	N/A
HRS Reference		Potential Method of Acquisition	
§201B-7 Tourism-related activities. (a) (8) Tourism research and statistics (A) Measure and analyze tourism trends		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$498,797	\$42,850	\$177,740	\$0
Description			
N/A			
Past Performance & Data			
<p>In FY 2021:</p> <ul style="list-style-type: none"> MMGY Global Travel Horizons (4 quarterly data updates) PhocusWright research subscription (ongoing access to research reports) Skift research subscription (ongoing access to research reports) Destinations International Economic Impact Calculator - used to calculate Supplemental Business Spending Hawai'i TravelTrak America (4 quarterly data updates) Canada research reports (24+ reports) 			
Expected Future Benefits			
n/a			
Notes			
n/a			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
597		Tourism Research	
Program Title		Strategic Plan Pillar	TRP Key Priority
Memberships and Dues - Research		ALL	N/A
HRS Reference		Potential Method of Acquisition	
N/A		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$7,322	\$42,322	\$30,561	\$0
Description			
Pacific Asia Travel Association PATA Hawai'i Chapter Travel and Tourism Research Association and TTRA Hawai'i Chapter Destinations International			
Past Performance & Data			
Pacific Asia Travel Association - Executive Board PATA Hawai'i Chapter - Executive Committee Travel and Tourism Research Association and TTRA Hawai'i Chapter - Chapter Board Hawai'i Economics Association - Board Skål International Hawai'i - Board Destinations International - umbrella membership for HTA and all GMTs			

Expected Future Benefits
Research reports, market intelligence, conferences, educational programs, training, networking and relationship building.
Notes
Pacific Asia Travel Association: \$3,035 annual dues PATA Hawai'i Chapter: \$275 annual dues Travel and Tourism Research Association and TTRA Hawai'i Chapter: \$690 annual dues Destinations International: \$25,000 annual dues



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
598		Tourism Research	
Program Title		Strategic Plan Pillar	TRP Key Priority
Travel - Research		ALL	N/A
HRS Reference		Potential Method of Acquisition	
N/A		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$15,000	\$0	\$0	\$0
Description			
Travel to conferences and registration fees			
Past Performance & Data			
Due to the COVID-19 pandemic, staff did not travel during fiscal year 2021. -Number of trips by program staff during fiscal 2020: 4			
Expected Future Benefits			
n/a			
Notes			
n/a			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
935		Tourism Research	
Program Title		Strategic Plan Pillar	TRP Key Priority
State Employee Salaries - Research		ALL	N/A
HRS Reference		Potential Method of Acquisition	
§201B-2		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$393,000	\$384,180	\$450,280	\$0
Description			
Salaries and wages.			
Past Performance & Data			
N/A			
Expected Future Benefits			
n/a			
Notes			
n/a			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
101		Administrative	
Program Title		Strategic Plan Pillar	TRP Key Priority
Community-Industry Outreach & Public Relations Services		ALL	1, 2, 3, 4
HRS Reference		Potential Method of Acquisition	
§201B-3 (a)(17) §201B-3 (a)(21) §201B-3 (a)(22) §201B-3 (a)(23) §201B-3 (a)(24) §201B-7 (9b)(1-5) §201B-16		RFP	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$250,000	\$265,000	\$547,386	\$200,000
Description			
Provides communications support to HTA's PAO, including a contract with HTA's current vendor (Anthology Media Group), as well as support for digital assets and other communications-related costs.			
Past Performance & Data			
<ol style="list-style-type: none"> 1. Keeping HTA's online resources up to date, including crisis communications (COVID-19 alert pages, adding HTA's daily briefer to the alerts page, etc.) 2. Supporting, coordinating, and maintaining continuity of external communications (events, appearances, announcements, distribution lists, community relations, social media, etc.) 3. Helping to maintain Government relations, inter-agency, and county connectivity via communications, as well as keeping up to date with industry news as it relates to HTA in the Media and policies, and facilitating conversations and events around tourism 4. Assisting with the development of a strategic communications plan 			

Expected Future Benefits

The HTA's 2020-2025 Strategic Plan includes milestones to (a) grow reach and engagement on all HTA social media platforms, and (b) increase numbers of news stories about HTA-sponsored events and programs. While the second milestone was created prior to the pandemic - when the Aloha Aina, Kukulua Ola and Community Enrichment Programs were active - Anthology will continue to help create and boost HTA's original social media posts to help promote projects that HTA is taking initiative with to align tourism with its strategic plan.

Notes

Social media postings for the Community-Based Tourism and the Destination Management Action Plans (DMAPs) and resources like the Maemae Tool Kit. Anthology is also helping to create the structure for a speakers bureau to help promote the DMAPs.



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
103		Administrative	
Program Title		Strategic Plan Pillar	TRP Key Priority
HawaiiTourismAuthority.org		ALL	1, 4
HRS Reference		Potential Method of Acquisition	
§201B-3 (a)(21)		RFP	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$100,000	\$75,000	\$35,960	\$100,000
Description			
Ongoing design, support, maintenance, and hosting of the HTA's primary website.			
Past Performance & Data			
<p>Anthology helped to create the HTA website, and provides ongoing maintenance and support. The team has been responsive when HTA's staff reached out for help and they met the expectations that were set forth in the contract. HTA's website did not experience any outages during 2020 and has handled the increased traffic throughout the COVID-19 pandemic.</p> <p>Currently, most people are visiting hawaiiTourismAuthority.org for COVID-related information along with research data. Our website has been a useful tool for many visitors and residents during the pandemic.</p> <p>covid-19-novel-coronavirus page traffic: - January 1 - December 31, 2020 (total of 4,396,302 views of which 3,760,452 views were unique).</p> <p>covid-19-updates page traffic: - January 1 - December 31, 2020 (total of 1,153,010 views of which 852,449 views were unique). - January 1 and October 24, 2021 (total of 1,682,212 views of which 1,223,749 were unique).</p> <p>research/monthly-visitor-statistics page traffic: - January 1 - December 31, 2019 (total of 17,789 views of which 14,535 views were unique). - January 1 - December 31, 2020 (total of 33,244 views of which 28,139 views were unique)</p>			

Expected Future Benefits

Using Google Analytics, we can gauge the traffic to our HTA website. Post-pandemic, we expect more website traffic driven to the community pages.

With the reopen of our RFP, we've seen a total of 7,965 views. 7,073 of which were unique between January 1 and October 25, 2021.

Notes

The scope was reduced for 2021, and Anthology Marketing Group reduced their retainer fee from \$2,100/month to \$1,000/month for 2021. Monthly subscription fees remain the same for hosting (\$500/month), Swiftype (\$299/month), and Cloudflare (\$210/month). Additional requests beyond the scope will be charged on a per project basis. We intend to go out to bid on this once the current contract ends on 12/31/2021.



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
901		Administrative	
Program Title		Strategic Plan Pillar	TRP Key Priority
General and Administrative		ALL	ALL
HRS Reference		Potential Method of Acquisition	
§201B-2 §201B-11		Quotes	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$401,700	\$303,700	\$301,850	\$648,700
Description			
<p>Administrative support costs include:</p> <ol style="list-style-type: none"> 1) \$58,000 Computer Programs/Software; 2) \$35,000 Telephone; 3) \$35,000 Rental of Copy Machines; 4) \$80,000 IT Consultant, related purchases and miscellaneous IT expenses; 5) \$300,000 Audit and Federal Support. 			
Past Performance & Data			
<p>Operated with efficiency. Volume attributed to Finance and/or Contracts team includes:</p> <p>2020 Contracts/supplemental contracts executed or notifications: 411</p> <p>2019 Contracts/supplemental contracts executed or notifications: 334</p> <p>2019 Payments processed: 2116</p> <p>2020 Payments processed: 1884</p>			

Expected Future Benefits

Admin team will continue to support all programs throughout HTA in their execution, through processing of contract and non-contract encumbrances, processing payments, reporting financial information, working with the Department of the Attorney General, providing guidance to staff. Functions also include monitoring and responding to draft legislation, supporting the HTA Board and leadership, supporting and responding to preparation of information and requests from external parties that include legislative matters and State departments.

Notes

Expenditures based on historical spend in this BLI.

Administrative support costs include:

- 1) \$58,000 Computer Programs/Software;
- 2) \$35,000 Telephone;
- 3) \$35,000 Rental of Copy Machines;
- 4) \$80,000 IT Consultant, related purchases and miscellaneous IT expenses;
- 5) \$100,000 Contract management system.



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
930		Administrative	
Program Title		Strategic Plan Pillar	TRP Key Priority
State Employee Salaries - Admin		ALL	ALL
HRS Reference		Potential Method of Acquisition	
§201B-2 §201B-11		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$1,075,000	\$1,047,227	\$1,029,674	\$1,179,778
Description			
Salaries and wages.			
Past Performance & Data			
Please see past performance and data for program 901 above.			
Expected Future Benefits			
Please see expected future benefits for program 901 above.			
Notes			
Expenditures based on salary schedule.			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
998		Administrative	
Program Title		Strategic Plan Pillar	TRP Key Priority
Travel - Admin		ALL	ALL
HRS Reference		Potential Method of Acquisition	
§201B-2 §201B-11		Quotes	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$50,000	\$10,000	\$0	\$50,411
Description			
Funding to support possible travel during the fiscal year by members of the administrative team.			
Past Performance & Data			
Due to the COVID-19 pandemic, staff did not travel during fiscal year 2021. -Number of trips by admin staff during fiscal 2020: 32			
Expected Future Benefits			
Travel by admin team, including CEO, to support program efforts and meet with stakeholders.			
Notes			
Travel budget reduced significantly due to COVID travel restrictions. Provide for some travel for leadership team if necessary.			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
915		Governance and Organization-Wide	
Program Title		Strategic Plan Pillar	TRP Key Priority
Organization-Wide		ALL	ALL
HRS Reference		Potential Method of Acquisition	
§201B-2		RFP Quotes	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$240,000	\$195,000	\$189,000	\$230,000
Description			
Costs include: 1) \$130,000 Legal & Audit; 2) \$75,000 Support contingency			
Past Performance & Data			
N/A			
Expected Future Benefits			
Support of Board governance and oversight.			
Notes			
Expenditures based on historical spend in this BLI. Includes: -CON 20187 Office of the Auditor for \$105,000 each year through FY 2022, for the annual financial audit.			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
919		Governance and Organization-Wide	
Program Title		Strategic Plan Pillar	TRP Key Priority
Governance - Gen Board/Others		ALL	ALL
HRS Reference		Potential Method of Acquisition	
§201B-2		RFP	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$146,300	\$89,600	\$113,176	\$121,800
Description			
<p>Costs associated with the Board's strategic oversight of the HTA, including:</p> <ol style="list-style-type: none"> 1) \$23,000 for Board and Commission expenses (including meeting minutes); 2) \$25,000 for D&O insurance coverage; 3) \$40,000 Board travel 			
Past Performance & Data			
<p>Meeting minutes have been produced on schedule for all board and committee meetings. Travel has been nominal during FY21. Typically, there are three board members requiring travel support once per month.</p>			
Expected Future Benefits			
Support of Board governance and oversight.			
Notes			
<p>Expenditures based on historical spend in this BLI. -Aloha Data Services for Board meeting minutes (\$576/meeting)</p>			



Budget Request Summary Sheet

Program Code (BLI)		Budget Category	
931		Governance and Organization-Wide	
Program Title		Strategic Plan Pillar	TRP Key Priority
State Employees Fringe		ALL	ALL
HRS Reference		Potential Method of Acquisition	
§201B-2		N/A	
FY20	FY21 (O)	FY21 (R)	FY22(P)
\$1,481,142	\$1,367,590	\$1,122,355	\$1,110,000
Description			
Fringe benefit costs for all HTA State employees (25 positions included in this FY22 budget)			
Past Performance & Data			
N/A			
Expected Future Benefits			
Fringe benefits for staff. Efficient operations.			
Notes			
Expenditures based on salary/fringe calculations as provided for by the State.			