



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

**HĀLĀWAI HŌ'EA KINO A KELEKA'A'IKE
HYBRID IN-PERSON & VIRTUAL MEETING**

**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY**

**Po'ahā, 29 Kepakemapa 2022, 9:30 kak.
Thursday, September 29, 2022, at 9:30 a.m.**

Kikowaena Hālāwai O Hawaii
Papahale Ho'okū Ka'a | Lumi Nui A
1801 Alanui Ākea Kalākaua
Honolulu, Hawaii 96815

Hawaii Convention Center
Parking Level | Executive Boardroom A
1801 Kalākaua Avenue
Honolulu, Hawaii 96815

**E ho'olele 'iwā 'ia ka hālāwai ma o ka ZOOM.
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māhele nīnau a pane o ka Zoom.**

**Members of the public attending via Zoom may provide testimony through the questions and
answer feature of the Zoom platform.**

**Papa Kumumana'o
AGENDA**

1. **Ho'omaka
Call to Order**



2. *E Mālama 'Ia Ana Ke Kikolā E Kāhea Ai I Nā Lālā Papa Alaka'i Komo A E Hō'oiā Ai I Nā Kānaka 'Ē A'e E Komo Pū Ana Me Ka Lālā Papa Alaka'i Inā Aia Ma Kahi Ka'awale*
Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic
3. *Wehena*
Opening Cultural Protocol
4. *'Āpono I Ka Mo'olelo Hālāwai o ka Hālāwai Papa Alaka'i o ka lā 25 o 'Aukake, 2022*
Approval of Minutes of the August 25, 2022 Board Meeting
5. *Hō'ike No Nā Hana Alu Like 'Ae 'Ia Ma Ka Hālāwai 'Ikepili A I 'Ole He Hō'ike I Ho'onohonoho 'Ole 'Ia E Ka Papa Alaka'i Ma Lalo O Ka HRS Māhele 92-2.5(c)*
Report of **Permitted Interactions** at an Informational Meeting or Presentation Not Organized by the Board Under HRS section 92-2.5(c)
6. *Hō'ike A Ka Luna Ho'okele Ho'okō/Ka Luna Kāko'o Ke'ena/Ka Luna Alowelo*
Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer
 - a. *No ka Nū Hou o ko HTA Mau Papa Hana Ma 'Aukake 2022*
Relating to **Update on HTA's Programs During August 2022**
 - b. *No ka Nū Hou o kā HTA Ho'oholomua 'Ana i ka Papa Hana Ho'okele Loli*
Relating to **Update on HTA's Implementation of Change Management Plan**
7. *Hō'ike a Nū Hou na ke Kōmike Ho'okahua Hawai'i Kūmau no ka pāhana Waikīkī Historic Trail Markers*
Report and Update by **the Ho'okahua Hawai'i Standing Committee on the Waikīkī Historic Trail Markers**
8. *Hō'ike a Nū Hou na ke Kōmike Alowelo Kūmau o kā lākou Hālāwai i mālama 'ia ma ka lā 28 o Kepakemapa, 2022*
Report and Update by the **Branding Standing Committee of their Meeting Held on September 28, 2022**
 - a. *Kūkā a Ki'ina no ka Mana'o Hāpai o ke Kōmike Alowelo Kūmau no ko ke Ke'ena Kuleana Ho'okipa o Hawai'i Papa Hana Ha'uki ho'okūkū noi kālā e like me kona kāko'o 'ia na ke Ka'akālai Papa Hana Ha'uki o ke Ke'ena Kuleana Ho'okipa o Hawai'i*
Discussion and Action on the Recommendation by the Branding Standing Committee on the **HTA Sports Programs Request For Proposals as Supported by the HTA Sports Program Strategy**



- b. *Hō'ike a ke Kōmike Alowelo Kūmau no ka Mo'olelo no ko ke Ke'ena Kuleana Ho'okipa o Hawai'i Ho'okūkū Noi Kālā Major Market Area*
Report by the Branding Standing Committee Regarding an **Update on the HTA's Major Market Area Request for Proposals**
- c. *Hō'ike a ke Kōmike Alowelo Kūmau no ko ke Ke'ena Kuleana Ho'okipa o Hawai'i mau Hālāwai, 'Aha, Pahuhopu*
Report by the Branding Standing Committee on the **HTA's Meetings, Conventions and Incentives Targets**
- d. *Hō'ike a ke Kōmike Alowelo Kūmau no ko ke Ke'ena Kuleana Ho'okipa o Hawai'i Noi'ina no nā Wahi Mākeke Nui*
Report by the Branding Standing Committee on the **HTA's Marketing Effectiveness Study**
9. *Hō'ike'ike na ka Anthology Marketing Group no ko ke Ke'ena Kuleana Ho'okipa o Hawai'i Mo'olelo Noi'ina Mākaukau Limahana*
Presentation by the Anthology Marketing Group on the **HTA's Workforce Study Report**
10. *Hō'ike'ike A Kūkā No Nā 'Ike A Kūlana Mākeke O Kēia Wā I Hawai'i A Me Nā Mākeke Ho'okipa Nui o Hawai'i*
Presentation and Discussion of **Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets**
11. *Hō'ike'ike, Kūkākūkā, A Kí'ina Hana No Ko Ke Ke'ena Kuleana Ho'okipa o Hawai'i Mo'olelo Kālā O 'Aukake 2022*
Presentation, Discussion, and Action on the **HTA's Financial Report for August 2022**
12. *Hō'ike'ike, Kūkākūkā, A Kí'ina Hana E Hō'ano Hou 'Ia Ai Ko Ke Ke'ena Kuleana Ho'okipa o Hawai'i Mo'ohelu O Nā Makahiki Kālā 2022*
Presentation, Discussion and Action to amend the **HTA's FY 2022 Budget**
13. *Hō'ike'ike, Kūkākūkā A Kí'ina Hana No Ko Ke Kikowaena Hālāwai O Hawai'i Palapala Hō'ike Kālā No 'Aukake 2022 A Me Ka 'ikepili Hou Ma Ko Ke Kikowaena Hālāwai O Hawai'i Papa Hana CIP 6 Makahiki*
Presentation, Discussion, and Action on the **Hawai'i Convention Center's August 2022 Financial Report and Update on the Hawai'i Convention Center's 6-Year CIP Plan**
14. *Ho'oku'u*
Adjournment



*** *'Aha Ho'okō: Ua hiki i ka Papa Alaka'i ke mālama i kekahi hālāwai kūhelu i kū i ka Hawaii'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 i ko Hawaii'i 'ano, he wahi i kipa mau 'ia e nā malihini.*

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

Ma lalo o ka māhele 531.5 o ka Budgetary Control Accounting Manual, Moku'āina 'o Hawaii'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 nānā mai i ka hālāwai a ho'ouna mai i ka 'ōlelo hō'ike kākau 'ia no kēlā me kēia kumuhana i helu 'ia ma ka papa kumumana'o. Hiki ke ho'ouna mai i nā 'ōlelo hō'ike kākau 'ia ma mua o ka hālāwai iā carole@gohta.net a i 'ole ho'ouna i ka leka i ke Ke'ena Kuleana Ho'okipa O Hawaii'i, 1801 Kalakaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo. Inā he lawelawe a mea like paha e pono ai ke kīnānā, e ho'oka'a'ike aku me Carole Hagihara-Loo ma (808)-973-2289 a ma ka leka uila: carole@gohta.net e like me ka wikiwiki i hiki, 'a'ole ho'i a ma 'ō aku o ka 'ekolu lā ma mua o ka hālāwai. Inā 'ike 'ia he noi i ka lā ma mua o ka hālāwai, e ho'ā'o mākou e 'imi i ka lawelawe a mea like paha, 'a'ole na'e ho'i e hiki ke ho'ohiki 'ia ke kō o ua noi lā.

Ua noa pū kēia ho'olaha ma nā kino 'oko'a e la'a ke kope pa'i nui, Braille, a kope uila pū ma ke noi.

Members of the public are invited to view the public meeting and provide written testimony on any agenda item. Written testimony may be submitted prior to the meeting to the HTA by email to carole@gohta.net or [by postal mail to the Hawaii'i Tourism Authority, 1801 Kalākaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo](#). If you need an auxiliary aid/service or other accommodation due to a disability, contact Carole Hagihara-Loo at (808)973-2289 or by email: carole@gohta.net as soon as possible, preferably no later than 3 days prior to the meeting. If a response is received the day before the meeting, we will try to obtain the auxiliary aid/service or accommodation, but we cannot guarantee that the request will be fulfilled.

Upon request, this notice is available in alternative formats such as large print, Braille, or electronic copy.

E like nō me ka 'ōlelo o ke Kānāwai 220, 'a'ole e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawaii'i i kekahi wahi ka'awale no ka lehulehu a lālā papa alaka'i e nānā a e komo ai i ka hālāwai ma ka ho'ohana i ka 'enehana komo hālāwai (ICT), no ka mea, hiki nō i ka po'e o ka lehulehu a lālā papa alaka'i ke nānā a komo pū ma ka hālāwai hō'ea kino.

In accordance with Act 220, the Hawaii Tourism Authority will not establish a remote viewing area for members of the public and board members to view and participate in meetings held using interactive conference technology (ICT) because there will be an in-person option for members of the public and board member to view and participate in the meeting.

4

Approval of Minutes of the
August 25, 2022 Board Meeting



**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY
Thursday, August 25, 2022, 9:30 a.m.**

Hybrid In-Person & Virtual Meeting

MINUTES OF THE REGULAR BOARD MEETING

MEMBERS PRESENT:

George Kam (Chair), David Arakawa (Vice-Chair), Kimberly Agas, Dylan Ching, Keone Downing, Mahina Duarte, Stephanie Iona, James McCully, Ben Rafter (Zoom), Mike White

MEMBERS NOT PRESENT:

Sherry Menor-McNamara, Sig Zane

HTA STAFF PRESENT:

John De Fries, Kalani Ka'anā'anā, Marc Togashi, Caroline Anderson, Ilihia Gionson, Iwalani Kaho'ohanohano, Carole Hagihara, Maka Casson-Fisher, Jadie Goo, Micah Akau

GUESTS:

Representative Richard Onishi, Budget and Finance Director Craig Hirai, DBEDT Director Mike McCartney, Kylie Butts, Charlene Chan, Jennifer Chun, Jeffrey Eslinger, Erin Khan, Chris Kam, Nathan Kam, Rufino Dan Maglibs, Guillaume Maman, John Monahan, Barbara Okamoto, Teri Orton, Mari Tait

LEGAL COUNSEL:

Gregg Kinkley

1. Call to Order

Chair Kam called the meeting to order at 9:30 a.m.

2. Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic

Mr. Gionson did the roll call, and all members were confirmed in attendance. Member who attended via Zoom was by himself. Ms. Menor-McNamara and Mr. Zane were not present.

3. Opening Cultural Protocol

Mr. Casson-Fisher did the opening protocol.

4. Approval of Minutes of the July 28, 2022, Board Meeting

Chair Kam asked for a motion to approve the minutes. Mr. White made a motion to approve the minutes. Mr. McCully seconded. Mr. Gionson did the roll call, and the motion passed unanimously.

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

There were no permitted interactions.

6. Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer

a. Relating to Update on HTA's Programs During July 2022

b. Relating to Update on HTA's Implementation of Change Management Plan

Mr. De Fries said the CEO's report captured activities that he and the staff undertook for July 2022. He highlighted a few things for August 2022. He spoke about the direct flight from Japan Airlines to Kona on August 2, which allowed him and staff to go to Kona with Gov. Ige to welcome the delegation, which included Hawai'i Island Mayor Mitch Roth.

He said Mr. Ka'anā'anā would speak later about the community meetings on the islands of Kaua'i. Ms. Iona would also give some input. Ms. Anderson would speak about the visit to Moloka'i and working with the task force.

Mr. De Fries pointed out the key performance indicators. He said Mr. Kam from Omnitrak would be speaking about the resident sentiment surveys.

Mr. De Fries touched briefly on visitor spend. He said the first six months of 2022, the average daily spend was \$224 versus the pre-pandemic numbers of \$195. He spoke about TAT collections and showed the numbers. They ended the FY2022 at \$738.7 million. The 2022 total state tax revenue generated by the visitor industry was \$2 billion.

Mr. De Fries showed the figures for visitor satisfaction percentages. A lot of the visitors rated their visit as excellent. Japan was more rigorous in its scoring. Ms. Chun added that they could not show figures for Canada and Japan because of the arrivals, but Japan would be included in the Quarter 2 report. Mr. De Fries said they would speak about the current survey on resident sentiments a bit later. He gave the floor to Mr. Togashi, who was serving as the acting CAO, since Mr. Regan departed on August 3, 2022.

Mr. Togashi spoke about the July 2022 report. He said they spent a lot of time preparing for Mr. Regan's departure as part of the CEO transition plan, and some of the efforts crossed into August 2022. Mr. Togashi said the transition plan included reading, understanding, and completing training courses and submitting related paperwork for him to serve as the HTA's procurement officer. At the end of July, 20 of the 25 HTA staff positions were occupied. On the administrative side, the procurement manager position had been vacant for eight months. It is a tight labor market, but it is a critical position for the HTA, and he will be giving greater attention to this effort and exploring their options for supplementary resources in the interim. An option the HTA has begun to explore is to use vendors who can help with the RFPs. It is Mr. Togashi's intention to obtain contracted help by conducting their own procurement for procurement and contracting support services.

Mr. Togashi said the finance team had been working hard. Their primary focus had been on the FY2022 year-end close, which included a lot of hard work going through the various processes, all under a very compressed window. Regarding funding circumstances related to HB1147, they have been working with the governor's administration on the FY2022 funding. He said they have been planning for upcoming procurement and will start the discussion under agenda item 11. He said that at the beginning of the FY, they looked at processes and spent time assessing internal procurement forms with the help of the contracts manager. They have been working with the State Procurement Office on various procurement-related matters and approvals.

Mr. De Fries asked Ms. Anderson to provide an update on the activity in the DMAP area and community meetings.

Ms. Anderson spoke about August 2022. She thanked the island chapters, the DMAP managers, the executive directors, and the Branding Standing Committee for moving the DMAPs forward. She said they had a meeting with the Moloka'i task force on August 11. It was the first meeting that was attended in person. She thanked Mr. De Fries for being there, as well as Mr. Gionson. She said it was a great discussion, and they continue building trust with the Moloka'i community and MVCB. The next meeting will be in September.

Ms. Anderson said they have subject matter committees for the Moloka'i task force, and they have been working diligently on moving actions forward and coming up with ideas. She thanked Ms. De Gaia, who was also a destination manager for Maui Nui. She said they are showing that they want to make the action plans happen for them. She also thanked the task force members. She said on August 16 and 17, they had a community meeting on Kaua'i. She thanked Sue Kanoho and Patricia Ornellas for organizing the meetings. Mr. Ka'anā'anā and Mr. Gionson also attended and helped answer community questions. She said there were about 50-75 committee members at the meeting, and it was a good chance for them to share about the DMAP actions and how they are being moved. She said it was also good to hear concerns and comments from the community. In the coming months, they will also have community meetings on the other islands.

On Kaua'i, they had a chance to look at the Alakoko store. The store will be provided upfront money to help get it started. On the second day, she and Mr. Gionson visited Ka'ena to see how the beach was impacted and how the shuttle worked. She said it was good to see everything in the process.

Ms. Anderson said they have been working on the EDA grant, which is still to be reviewed by the EDA. It is a continual process, but they have not had approval yet.

Mr. Ka'anā'anā introduced the new Brand Manager at the HTA, Mr. Micah Akau, who has a breadth of experience, and the role is suited well for him. He is diving into several projects. He spoke about the vacancies on the Branding Standing Committee. They still have an administrative assistant position that is open, but there was a conditional offer as of the morning of this meeting. He said they are currently interviewing for the remaining Brand Manager and Senior Brand Manager roles that are open.

Mr. Ka'anā'anā said the Dukes' Ocean Festival was represented by Mr. De Fries. He said the idea of how to create events that bring residents and visitors together, highlight part of the culture, and educate people is represented well by the Duke's Ocean Festival. He said they continue working with partners on that as well. Concerning the natural resource pillar, one of the highlights is the Aloha 'Āina site visit on Maui that Mr. Casson-Fisher participated in, which

happened earlier in August. Hawai'i Community Foundation staff helped administer Aloha 'Āina and Kukulū Ola grants. One visit was to Waihe'e Refuge with thriving kalos and a heiau, which the Aloha 'Āina grant is helping to restore.

Mr. Ka'anā'anā spoke about the community meetings and said both meetings were good. He said when people can see human faces behind HTA, it takes on a different feel. He was appreciated being there to listen to people's concerns, frustration, hopes, and vision and answer their questions. He looks forward to more face-to-face meetings.

Mr. Ka'anā'anā spoke about resident-facing communications. He said they have been sharing more about what the HTA is, and the work they are doing, whether articles or business news. He said there will be a lot more resident-facing communications in the next couple of months. For the Brand Marketing Pillar, he shared about his trip to ESTO, a well-known conference for VMOs and state tourism offices. He said it was the first ESTO since the pandemic. He and Ms. Chun sat on different panels there, and they were able to share some of their experiences and knowledge with other VMOs and state tourism organizations, and industry partners. They were able to learn a lot at the conference.

He spoke about how other DMOs and state tourism offices integrate all their activities around business development, economic development, and community. He said the roles are evolving and have accelerated in the last couple of years. He said the HTA is leading in that direction with its Strategic Plan. Mr. Ka'anā'anā highlighted the people from the Kumuola Foundation, who are cultural practitioners at the roadshow with HTO. He said he is excited to bring Aloha Down Under back online.

Mr. De Fries said Mr. Ka'anā'anā had touched on item 6b, the Change Management Plan, about positions that have been hired and are yet to be filled. Mr. De Fries added that when HB1147 was vetoed, it effectively dissolved all the jobs at the HTA, so the team had to reconstruct it within the system. Mr. De Fries thanked Mr. Togashi, Mr. Regan, and the team for coming together to make it happen without any interruptions during that time.

Mr. De Fries showed some of the images to the JATA attendees in April 2022 in Hawai'i. He said Duke Kahanamoku had a vision of surfing becoming an Olympic sport, and he wanted the people of Japan to know that their country manifest that vision at the Tokyo Olympics in 2021. Mr. De Fries said the first lady called on Mr. Ka'anā'anā to organize a welcome back ceremony in the governors' chambers. In Carissa Moore's acceptance speech, Mr. De Fries said the first thing mentioned was about Duke and his influence on her.

Mr. De Fries spoke about the LEI draping of Duke's Ocean Festival where he joined some colleagues at Outrigger. He showed the appreciation award he was presented with for the

HTA's support. He said the HTA subsidized and sponsored this event for \$255,000. He spoke about one of the highlights, Mehana Leafchild, the recipient of the Duke Kahanamoku Foundation scholarship. She recently made the national kayaking team for Under 20, and she was on her way to Hungary to compete in the World Championships. Mr. De Fries said when you can have an experience where local residents and visitors are engaged, it produces magical moments for Hawai'i. He said Ms. Leafchild captured this in her acceptance speech.

Mr. Arakawa asked if people were doing the same as the HTA and following HTA's DMAP models at the ESTO conference. Mr. Ka'anā'anā said they are, but it is more pressing for the Western states. He said they are leading in that regard, and there were many questions from people at the conference. Many people asked what it was like to make the shift, as many of them sense the need to make the shift but are unsure about how to go about it. Mr. Ka'anā'anā said it was mainly about understanding community concerns and needs and finding the balance.

Mr. Arakawa asked that question because he wanted everyone to see how people are watching, following, and modifying based on what Hawai'i is doing. Chair Kam asked which communities are looking more at what Hawai'i is doing. Mr. Ka'anā'anā said that among all, it is Sedona, Colorado State Tourism office, and Nevada that stood out.

Mr. Rafter mentioned that Sedona stands out as they have a lot of products there, and they have been heavily impacted by a lot of tourism in a small community, so he concurred with Mr. Ka'anā'anā. He said Colorado stopped doing tourism marketing about two decades ago and went through a period where they stopped, which did not work for them. They started up again, doing more than just Denver, and they have done well since then.

Ms. Chun said she has represented the state at national and international conferences for many years and said the eyes have been on Hawai'i for decades. Hawai'i as a state is doing good things, and it is partially the Asian culture where they are a lot harder on themselves than others. People from around the world think that Hawai'i is doing good things.

Mr. Ka'anā'anā said Colorado Tourism's office program is called "Care for Colorado" and they have also been doing a lot of work around "Leave no Trace." He said he can send out Sedona's sustainable tourism plan so that the HTA team can have a look. He said what stands out in his discussions is the metrics they use. The resident sentiment survey shows how Hawai'i has led that work for three decades. Hawai'i has a lot to be proud of. A lot of Pacific island destinations also look to what Hawai'i does.

Mr. De Fries spoke about CNN with the special called "United Shades of America", where Mr. Kamau Bell was the host. He said the finale was focused on Hawai'i and the adverse impacts

tourism is having on local people, native Hawaiians in particular. He said all the stories were authentic and said some people are getting hurt by the cost of living. He suggested everyone take a look at that to help them balance their work at the HTA.

Mr. Ka'anā'anā spoke about the integration idea and the power of what they have been able to do. He said their ability to ensure all the work amongst the four pillars happens together is getting recognition. Marketing is no longer the sole function. The integration of the four pillars is really important.

There were no comments from the public.

7. Presentation by the OmniTrak Group on the Resident Sentiment Survey Results

(01:06:50) Mr. Kam gave a recap of where they were in the Fall with the previous resident summary. The HTA was at a point where the Hawai'i residents began to perceive that the HTA is about more than destination marketing. It is about tourism management and destination marketing. They also saw that resident sentiment indicators were continuing on a downtrend but saw this as setting the stage, and there were efforts underway to help with this. This was an opportunity for resident sentiment to improve.

He said the HTA found that with the current research, the Great Reset is beginning. Resident sentiment indicators were strengthening. They took a deeper dive into the data, and they found that residents who are aware of the tourism management efforts have a stronger resident sentiment, and are more positive than those who were not aware of the tourism management efforts. Going forward, it would be good for HTA to continue to implement tourism management efforts and increase awareness and understanding of the economic benefits and the quality-of-life benefits of tourism.

Mr. Kam said they are seeing the early signs of strengthening in Hawai'i resident sentiment. Comparing Spring 2022 to Fall 2021, they saw a directional increase in the Mean Average Score, with a statistically significant increase in the midrange box. The perceived impact of tourism on the state overall has a slight increase of a 6.45 mean score, to 6.55. He said this is headed in the right direction. Regarding the impact tourism has on families, it remained flat at 6.01, 6.02.

Mr. Kam said they have three key tracking statements they have looked at since 1988. There was an increase of 5.94 percentage points for tourism bringing more benefits than problems. It was 54% for Spring 2022 and has also been tracked since 1988. This was statistically significant, over 49% in the prior wave. This number takes the percentage back to where it was in 2020. This is a step in the right direction, but he noted that it had been higher historically in 2010 at

80%. Mr. Kam spoke about the number in 1993, 75%. He found this interesting because at Omnitrak, they started doing a nationwide community sentiment survey because they wanted to get an assessment of how the relationship with tourism is received around the country.

Mr. Kam said 83% of U.S. residents possess a favorable view of tourism in their community. 61% say tourism contributes to the increased cost of living in their community. 75% say the benefits of tourism outweigh the negatives.

He showed a chart with the problems associated with the tourism industry. The top three continue to be overcrowding, environmental damage, and high prices/higher cost of living. There was a statistically significant change in crime. 33% said crime was a problem.

He spoke about the "Impact of tourism on you and your family." 36% say that tourism has been mostly positive for them. They are sitting at 67% for "This island is being run for tourists at the expense of local people".

He spoke about tourism management and attitudes. Some negative impacts included a few people thinking the island is run for tourists at the expense of local people or that the island economy is too dependent on tourism. The negative impacts were holding steady with no increase or decrease. In terms of tourism management, the statistics were measured on the following three tracking statements: More effort is being made to balance the economic benefits of tourism and quality of life for residents, tourism is being better managed than my island, and I have a voice in my island's tourism development decisions. All of those had an increase in ratings and a statistically significant increase in the ratings for each category.

Mr. Kam mentioned how the key statements pan out over each island. In 2019, visitors spent \$18 billion in Hawai'i which was \$2 billion in state tax revenues to support local schools, hospitals, and infrastructure. The question was posed: Do you think tourism is worth the issues associated with the industry? 75% concurred with this statement, where they benchmarked it two or three days ago.

On an island-by-island basis, the strongest resident sentiment was on O'ahu and Hawai'i Island. The weakest resident sentiment, the greatest opportunity for improvement, is in Maui County and the island of Kaua'i. The other tracking statement was, "Tourism has brought more benefits than problems." Another tracking statement is "tourism has been mostly positive for you and your family." That resident sentiment was stronger on O'ahu and Hawai'i Islands, and weaker in Maui County and Kaua'i. The resident sentiment for "my island is being run for tourists at the expense of local people", had the same patterns as above.

He spoke about the current setting. They found that residents who are aware of tourism management efforts are generally more positive towards tourism, but the problem is that awareness is low. For the resident sentiment, they posed the question, "Are you aware of destination management or the concept of managed tourism?" 27% of the Hawai'i residents said they had heard about it. 24% said they were aware of the HTA's DMAPs. The conclusion was that tourism management makes a difference in resident sentiment. Mr. Kam said they took a deeper dive into the DMAPs for people who were aware. They looked at it by island. 24% of O'ahu residents were aware of the DMAPs. For the individual initiatives that fall under DMAPs, three out of four said that they were aware of those. Maui had 23% awareness, and the majority also were aware of the individual programs. For Kaua'i, they had 22% awareness and three out of four were aware of the individual programs. Hawai'i island had 26% awareness and high awareness of the individual programs.

Ms. Chun noted that the list of programs for DMAPs is different for each island because each island has a different action item list, but mentioned that Mr. Kam is talking about overall favorability and awareness.

Mr. Kam said they have been measuring awareness and support for various regenerative and tourism management strategies for three waves. He showed an update on where they are going. Support remains strong. Regenerative efforts that they have been doing include educating visitors, and residents, and encouraging visitors to volunteer and give back during their visit to Hawai'i. On the "Accommodation front for eliminating illegal vacation rentals on the island, not allowing building additional hotels/condo/timeshare on the island," and "Stopping approval of additional legal vacation rentals on the islands" all continue to have broad support. In terms of access, "charging visitor access fees to state parks and trails," as well as "designating resident-only days of the week at some state parks, beaches, and trails," had strong support.

He spoke to Ms. Chun's comments on the focus groups to fine-tune their Hawaiian cultural statements to improve them. He said they are stronger, but not comparable with the prior data they collected. He showed benchmark indicators, but he does not have comparisons to the prior wave of data. The ones that received the strongest agreement was the authentic presentation of the Native Hawaiian language and that culture is important. Another one that received extremely strong agreement was, "visitors need to be educated about protecting Hawai'i's natural environment and cultural resources."

Mr. Ka'anā'anā said why he, Mr. Gionson, and Ms. Chun worked on the questions was because they thought the old questions did not capture what they were trying to find out. He said they

reformatted the questions in a way to engage the importance of the issues to their residents to help the HTA inform them about the work they do.

Mr. Kam said the new ones added were, "Tourism contributes to the perpetuation of Native Hawaiian Culture and language," and "Tourism helps fund the stewardship of Hawai'i's natural resources, parks, and cultural sites." Mr. Kam said there was much more agreement on those statements, which is the benchmark they will be using, moving forward.

Other tracked statements were "Using tax dollars to manage tourism" and "To encourage tourism." There was very strong support there, and two-thirds of Hawai'i residents said tax dollars should be spent to manage the impacts of tourism in the community. Weaker support for tax dollars should be spent to encourage tourism in the community. So, there was a 50/50 split.

Mr. Kam spoke about the next chapter; to fuel further improvement in resident sentiment, continue to build tourism management efforts, and economic/quality of life benefits of tourism.

He spoke about the statement, "tourism has brought more benefits than problems." He said that it is a driver analysis. He said to increase agreement with the statement, 53% of the programs and initiatives they undertake have to be related to promoting messaging and programs about the economic impact and quality of life, and 25% have to be tourism management and sustainability. Compared to the previous driver analysis, it is holding steady. Pre-pandemic in Fall 2019, 84% was tied in with economic benefits and quality of life. At that time, they were focused on what the benefits were. The focus has now shifted to economic and quality of life benefits, but they also want to get ahead to manage sustainable tourism.

Mr. McCully mentioned the reset in 2010/2012. He asked if anything occurred then or was due to socio-economic factors like the great recession. Mr. Kam said the survey had remained constant throughout time, so what Mr. McCully noticed would be due to the socio-economic factors.

Ms. Chun said the three-tracking questions go back to 1988, have purposefully not been reworded, and they have been asking the same question since 1988. They did change some other questions several years ago. Ms. Duarte asked what attributed to the increase in resident sentiment. Ms. Chun said that greater awareness of the tourism management efforts and people being more involved in the actual process contributed to this. She also said the DMAP process, where everyone gets to participate, has changed peoples' interactions with tourism management and planning and helped with the increase. Mr. Kam said that it is not necessarily attributed to communicating Mālama Hawai'i or DMAP. It is not necessarily the names of the

programs that have to build awareness, but the actions that are being taken in tourism management to improve the situation.

Mr. Ka'anā'anā said it is twofold in his mind. Bringing agencies together is what Ms. Anderson does, and keeping relationships between the county and state partners is important and the fruit of their labor. This widens the audience of people that are sharing about the work. It also leads to tangible fixes on things. He said residents are starting to see the tangible efforts of the interagency collaboration leading to results. The other part is because the HTA has placed a lot of emphasis on making sure residents know what they are doing, and said transparency is important.

Ms. Duarte asked how they define residents. Mr. Kam said it is defined as an individual aged 18 and above, a resident of Hawai'i for at least six months of the year, and includes the military.

Mr. Arakawa asked about the change in the wording of the questions and asked if a Board committee member could be consulted before changing the wording. Mr. Kam concurred. Ms. Chun said the idea of having leading questions is not great from a research perspective. Ms. Chun said they could change the format of questioning as per Mr. Arakawa's request. Mr. McCully said he preferred objectivity. Mr. Ka'anā'anā said that the resident sentiment survey is part report on how the HTA is doing, but it is also about learning and listening to align with what residents are asking for. He said it is understanding the questions that make up the totality of the report. He said it is about learning and listening and then making adjustments. He said that around 2010, when things started changing, is also when Airbnb started.

Chair Kam said the consistent decline in resident sentiment was directly related to the vacation rentals. Ms. Iona asked if the resident questions are being asked on behalf of the HTA. Ms. Chun said they identified themselves as from Omnitrak and are doing the survey for the HTA, but the questions are generally about tourism and not what the HTA is doing. Ms. Iona said if the HTA, as an authority, manages tourism, they should question anyone involved in tourism. She said if the HTA has the authority to guide management with their plans, then the respect for the decisions of the HTA and their representatives should be carried out because they are the quality behind the messaging. Ms. Chun said one of the issues is that the HTA does not have a regulatory role to hold people responsible. They do not have the ability to fine people if they do not obey rules.

Mr. Downing said the HTA should take advantage of having the minds to want to take care of the tourism industry, and they should take the opportunity to show it on social media. Chair Kam said it is their kuleana and they should take it seriously. Ms. Iona said that if the HTA was appointed to manage the future of tourism, they have a responsibility to everyone who works

in the organization, and that is to ensure they hold people accountable for the message. If the HTA does not get the support, the HTA has to speak up. The governor would expect that of them. Chair Kam said they might not have legal authority, but as it is their kuleana; it is up to them to figure out how they can sort issues out. Mr. Ka'anā'anā thanked the Board as it affirmed what the staff has felt. He said they need to be thought leaders and the experts in the room. He said the residents of Hawai'i expect the HTA to be their voice and to get the work done. He said many people go unnoticed, and a lot of work happens in a thought leadership way even though the HTA may not have the legal authority.

Mr. Rafter asked if HTA has ever asked the questions by residents' ethnicity. Mr. Kam said that resident ethnicity is part of the survey, so they can segment the data by resident ethnicity. Mr. Rafter asked if there was a big difference between the responses. Mr. Kam said that certain ethnicities have stronger positive ratings. Mr. Ka'anā'anā said the natives are restless. Mr. Rafter said he would follow up after the meeting for more information to make sure nobody is restless. Chair Kam said they also want a healthy, vibrant ecosystem in the tourism industry and Community.

Ms. Chun said they have a segmentation between people who work in the visitor industry and people who do not, but it would take too long to report on in the meeting. Mr. Ka'anā'anā said that with the absence of the formal written resolution of this Board, HTA needs to be the leader, whether in thought or being curious about what people are doing. He said if the visitor industry, businesses, economic pieces are ignored, the whole system could fall easily and quickly. He said businesses make purposeful decisions to invest and stay in Hawai'i, and they have to be recognized for the investments they make. He said everyone must understand that it is an ecosystem working together in balance.

Rep. Onishi had a question about the survey. He said two years ago people were interviewed about the survey. He said he never got a response back as to what the outcome was. He said that the same issues were at the top during the pandemic, namely overcrowding, vacation rentals, etc., but they had none of that during the pandemic as everything was shut down. Ms. Chun said that after the focus groups were done, if there were additional questions that the Board wanted to explore, they could do additional focus groups. The intent was not to report back to people who participated. She mentioned that she should have given the report to Rep. Onishi. She said they did report back some results to the Board, which did help shape some of the questions, so they tweaked the questions somewhat. She said if Rep. Onishi wants to see the reports, she will arrange that. Rep. Onishi did not recall that discussion at the Board level. He spoke about Ms. Iona's comments and said that for the past few years, his concern had been the lack of engagement with the industry at that level. He said there was nobody from the

industry participating in the meetings. He said that they have not heard from the industry partners, like hotels, etc., and said the Board needs to engage with tourism industry partners to improve tourism and meet with hotel operators or owners. He said he had not seen that engagement from the Board.

Mr. Ka'anā'anā concurred with Rep. Onishi and said they try to hear from those industry partners directly. He said they convene quarterly Industry Advisory Committee Meetings based on each MMA that interacts. Mr. De Fries added that during COVID, they were convening monthly meetings with the industry, HLTA, HVCB, and the mayor of each county, which has now moved to quarterly. The focus at that time was on safe travels and COVID. To Rep. Onishi's point, they need to reframe that meeting and get the engagement, input, and feedback they can bring back. He said they must work on engaging with the industry partners at the Board level. Based on the recommendations, Mr. Arakawa said eight months ago that the HTA should have a portion of the Board meetings where they have industry representatives talking, and have it part of the agenda. He said that Rep. Onishi and Sen. Wakai should also have a portion of the Board meeting for the Board to hear from them and put it on the agenda. He said they should revisit that point.

Ms. Iona said Rep. Onishi's and Sen. Wakai's staff should be invited to the meetings, and Chair Kam concurred and said they are invited. Mr. Ka'anā'anā spoke about neighbor island meetings and said often times some of the Board members do not get to see the fruits of the labor that the community partners do on their behalf. He said there is an opportunity for them to see that, and experience it with the meetings. Chair Kam said it is important for everyone to be included and to have meetings on neighbor islands. Mr. Downing said that Board meetings are open to the public.

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

Ms. Chun said for August 2022, the visitor statistics will be released on Monday, the following week. She had an abbreviated presentation for August 2022. Hotel and vacation rental performance for July 2022, showed hotels were at 81.5%, which was not as strong as prior July. July 2021 and July 2019 were very strong months. ADR was significantly higher in July 2022 at \$414 compared to \$304 in 2019. RevPAR was also higher in 2022 than in 2021 or 2019. Vacation rentals occupancy was not as high as in prior years, but the ADR was significantly higher. The hotel demand was higher than the vacation rental demand.

Airport throughput had increased through July 2022 but was down slightly in the last week of July. Daniel K. Inouye International airport was down 16%, and Kahului was down 5%, versus months in the past. Kahului was up, compared to the same time two years ago. Kona was down 2%, Lihue was up 7% compared to two years ago, and Hilo was up 12% compared to two years ago.

The unemployment rate across the state for July 2022 was at 3.8% overall, with the highest unemployment rates being on some of the neighboring islands. Jobs by industry, accommodation and food service, and drinking places, had increased over the prior years. Non-stop seats to Hawai'i by port of entry for July 2022 had an increase in domestic seats, but still lagging in international seats. For August 2022, there was a little lagging in overall total seats, but more domestic seats in 2022 than in 2019. There were fewer domestic seats than in 2021, and part of that was due to the changes in the airline schedules. For September 2022, there are less seats overall, compared to 2019, but more domestic seats than in 2019, but less than in 2021. There is an increase in international seats for September 2022. October 2022 has a similar pattern.

For Japan, August, September, and October 2022 versus 2019 and 2021, overall seats for August were 70,000 seats, September has 60,000, and October has 68,000. She said service from Fukuoka is starting in October 2022.

Mr. Ka'anā'anā said that Japan recently changed the rules starting September 7, namely, fully vaccinated means three shots, they do not need a PCR test to return to Japan, and they are raising the cap for inbound travelers as a daily amount.

Ms. Chun spoke about the PATA COVID update and recovery dashboard. PATA are tracking more destinations than they have in the past. Origin countries they are looking at are open for outbound travel except for China and Japan which have partial outbound restrictions, as of August 24. Hopefully, next month Japan will open up more. Most of the origin countries have high vaccination rates, particularly Australia at a 96.2% and 71.6% boosted. In comparison, the U.S. is at a 67.4% vaccination rate with 48.4% boosted. For the U.S. national travel indicators from the U.S. Travel Association, they are looking at increases in overall tourism spending and automobile trips (which are not of interest to Hawai'i). Overall tourism spending is up 1% compared to June 2019, but total TSA air passengers are down by 10.9% for the U.S. as a whole. Overseas arrivals continue to be slow for everyone across the U.S., down 40.7% compared to 2019. The hotel demand in the U.S. was down 1.6%. Across the nation, there is an increase in short-term rental demand.

Mr. Ka'anā'anā said the U.S. Travel Association made them aware of the national tourism strategy and goals, so they have recently released their five-year Strategic Plan, which calls for \$279 billion annually by 2027 in visitor expenditures, and 90 million international arrivals by 2027. At a national level, the federal government set some aggressive recovery goals for the tourism industry.

Ms. Chun said that for Travel Agency Booking Trends Report, bookings in recent weeks for the U.S. market had been flat. Looking at when people are coming, the trends are similar for 2022 as they were in 2019 and 2021, for the U.S. market. For Japan, there were a few increases in bookings. The reintroduction of the Kona flights probably helped with the bookings towards the end of July. When people travel, there is an increase towards the holiday season. For 2022 there are more spikes. Over the holiday and New Year's period, they expect to see many travelers who book through travel agencies, and then it flattens towards April 2023.

For Canada, there was a recent increase in bookings, for any time. The trend for 2022 periods when travelers are planning to visit is similar to prior years. There will be an increase towards the end of October and the beginning of November, and then during the holiday period, with an increase towards winter in January, February 2023, and a little bit in March.

For Korea, they continue to book, although slightly lower than they were months ago. Their trend is not where they were in 2019 and is significantly down. For Australia, there is an increase in interest in bookings, and their trend line is similar to previous years. Ms. Chun said these updates are done on a weekly basis, and they have reports that present data monthly and quarter by quarter. For the U.S. hotel forecast which was released in June, they are looking at RevPAR growth by location. Resorts will have the highest RevPAR growth relative to 2019, and the small metros and towns have significant growth. For the airport hotels, there is not a lot of growth. Urban hotels were seeing negative growth due to the meeting markets. Overall, the occupancy index, the country as a whole, will not hit 2019 levels until the beginning of 2023. From an ADR standpoint, they are beyond that on the index for 2019, and RevPAR. For STR's forecast for Hawai'i overall, they are looking to see the year-end at 74.5%, which is an increase of 19.1 percentage points. ADR is forecasted at \$380, which is up 15%. RevPAR is forecasted to be up 15.9% compared to last year. For 2023, they are looking at 80% occupancy for the state overall, \$375 ADR, and \$300 RevPAR.

For O'ahu, occupancy is forecasted to be 77.4% for year-end 2022, and 81.6% occupancy for 2023, with ADR increasing for 2022 and 2023, and RevPAR also increasing accordingly. For Maui County, which had some of the highest rates across the state, occupancy will be less than the rest of the state, which is consistent. 69% occupancy overall for 2022, and 74% occupancy for 2023. A prediction is for ADR will soften in 2023 for Maui County. For STR's forecast for Hawai'i

Island, there is stronger occupancy than Maui, but not as strong as O'ahu, but the rates are higher, and there is softening in ADR for Hawai'i Island in 2023 compared to 2022. RevPAR will be higher. For Kaua'i occupancy, ADR and RevPAR are expected to increase through 2022 and 2023.

Chair Kam asked if there were any questions.

Ms. Agas said their numbers will be very high in 2023. She said they must see the value that they are all doing and speak up about issues if necessary.

Chair Kam asked for insight from Mr. Rafter. Mr. Rafter said he would be surprised if they reached the numbers that DBEDT was projecting for Kaua'i, Maui County, and Hawai'i Islands. He said domestic travelers had experienced Hawai'i at high prices over the last few years, which will not be sustainable.

Mr. Ching said at the previous meeting that he felt they were cautioning to maybe slow down, but it does not feel like they are slowing down. Mr. Rafter said across all the markets, particular leisure-focused markets, the rate is up, and occupancy is down, and he said a lot of it could be because labor is not there in a lot of markets, which does not do well for revenue, but said at some level people would start traveling to other places. Mr. White said that Mr. Rafter had a good point about the high rates and that it is concerning that people looking to other places to travel. He said several hotels are playing the rate game by keeping the rates up because they do not have sufficient staff to accommodate higher occupancy. Mr. White said they have not been raising their rates to the degree everyone else has. He said November bookings are 70% ahead of 2019. Bookings for March are 72% ahead of where they were, so it is all about how they play the rate game. He said they do not see a lot of international visits, and the Japanese market is not back in Hawai'i, and there is less on Maui, but they do have international business. So, as they see U.S. business going to other markets, hopefully the international markets will balance it out.

Chair Kam asked Mr. Ching if labor was still a challenge in the restaurant business. Mr. Ching said there are many challenges, but keeping fair rates is also a challenge. It is a challenge for them to prepare realistically for what will come. Chair Kam asked which island Mr. Ching is most concerned about. Mr. Ching said he has been concerned about Kaua'i since the beginning and the unemployment is still the highest there. It is the hardest place to get staffing. Maui is the hardest one to keep control of. There are a lot of people and a lot of demand for various things. Kaua'i is concerning for him because he said the numbers are expected to go up in 2023 for arrivals, but they have the same people doing the same jobs. A comment online from one of

the viewers recommended that they change verbiage, rather than "best year yet," it should be "busiest year yet."

Rep. Onishi reminded everyone that the minimum wage was going up. Mr. Ching said he gets a lot of requests from people who want him to say that it has been their busiest year yet, but he said their focus is on serving people. He said he lost track of whether it is or is not their busiest year yet and said it is not a concern of his as there is plenty of business. He said his focus is more on ensuring they can continue with business in the long haul and take care of their employees, buildings, and community. He said that is more of the messaging he would like to put out rather. Chair Kam said Mr. Ching had a good point.

Mr. White said a local chain is coming to the big islands hopefully on multiple sites, and they are advertising that, and they had said no employee would be paid less than \$25 per hour, which will also put pressure on the service industry.

Ms. Chun noted that her presentation and Mr. Kam's presentation would be posted on the website after the meeting. The following Wednesday, DBEDT would be putting out their economic forecast, including the revised tourism forecast.

9. Presentation, Discussion, and Action on the HTA's Financial Report for July 2022

Mr. Togashi said the Board meeting packet has all the documentation relating to their financial position and related transactions, including balance sheets, statements of revenue and expenditures, budget statement summaries, budget detail, budget reallocations, and an executive summary as of July 2022, the first month of the fiscal year. Mr. Togashi said the last fiscal year was where they first used federal funding. Federal funding's budget has the ability to span across several fiscal years, so they are still encumbering funds against the FY2022 budget now that they are in FY2023.

Mr. Togashi spoke about the budget statement summary. He pointed out that it had been updated to include budget amounts for FY2023 that were previously excluded because the governor's funds were pending. The updated document was included in the Board meeting packet and would also be updated on the website. He said they have six main funds. He mentioned the FY2022 ARPA funds which is the 2022 Tourism Special Fund (TSF). He showed last year's budget that they continue to encumber against, as mentioned earlier. Over a series of meetings, a budget of \$53.1 million had been approved by the Board and \$6.8 million had not yet been approved, for a total anticipated budget of \$60 million. \$53.1 million had been released by the Board, of which they encumbered \$31.2 million cumulatively. He emphasized

the unencumbered funds that were not surplus, due to timing and circumstance where they could not encumber certain contracts, such as the U.S. Major Market Area RFP in protest. They are executing the plans and will discuss some shifts in the plans.

Significant activity for the month is for the Board's approval to release funds for the FY2023 payroll and the encumbering of those funds amounting to just under \$4 million. More detail is included in the budget statement. There were no budget reallocations to report.

Mr. Togashi spoke about the FY2023 budget approved by the Board and released by the governor. The updated version will be released. He clarified that it is not a lump sum disbursement. When the governor releases the amounts, it requires the Board to go through a detailed process involving several steps.

He spoke about the FY2022 EDA Grant they presented in the May 2022 Board meeting, which was approved at that time for \$14 million. He said they are working with the EDA to approve the Grant Administration Plan. He said three additional funds did not appear on the sheet, namely the TSF, which had sunset pursuant to HB862 of the 2021 legislative session, the 2022 condensed ARPA fund, and the HCC special fund, which they were unable to contract from. For all three funds, they continue to have significant expenditures from the funds as they stand down from previously encumbered contracts.

With regard to the HTA's financial position as of July 31, the HTA has access to \$33 million in TSF, which is consistent with June 2022. A summary of that is in item 2 of the executive summary. He spoke about the HTA TSF. As of July 2022, they have \$31.4 million of actual investments, of which \$5 million is reserved as their emergency fund invested primarily in U.S. treasury notes that are laddered in three-month intervals. \$21 million is encumbered to contracts, and \$5.3 million is unencumbered. Consistent with prior months, they anticipate \$5.3 million of unencumbered funds could continue as savings from certain encumbered contracts are realized. The TSF sunset on January 1, 2022, leaving the \$5.3 million available. The \$5 million emergency fund will remain as the HTA's reserve. The \$5.3 million returned to the state's general fund largely represents efficiencies realized that resulted from staff and contractors' discretion and oversight.

Regarding the ARPA HCC Federal Fund, \$10.2 million is available. Regarding the HCC Special fund which is the fund they have historically operated for the HCC purposes, they have \$23.9 million in cash, which represents the \$9 million decrease for June due to \$10.1 million in disbursements to fund the major R&M program offset by \$1 million of the HCC operating revenue related to FY2022 received in the first month of FY2022. Of that \$23.9 million cash amount, \$5.9 is encumbered for contracts. The remaining \$18 million of unencumbered funds

will primarily be stored as R&M reserves for future deployment when the appropriation expenditure ceiling is hopefully restored as part of the 2023 legislative process.

Mr. Togashi spoke about the HCC Enterprise Special Fund Board allocations. At the beginning of FY2022 the fund had reserves of \$17 million. He expects the balance to grow to \$29.3 million by the end of FY2023 after considering the \$1.1 million in operating revenue they received for the HCC in July 2022 and \$11 in TAT they received in FY2023. Of the projected \$29.3 million, \$2.5 million is earmarked for facility operations contingency reserve and approximately \$26.8 million is earmarked for the six-year R&M plan.

Chair Kam asked if there were any questions. Ms. Agas spoke about the previous meeting when they spoke about the projects that were behind for the HCC. Mr. Togashi spoke about the R&M schedule that had \$81 million in projects. Of that, \$15 million was earmarked for the rooftop repair that was appropriated by the legislature at that level, leaving about \$65 million in projects that they are currently working with. The projects have been accumulating over time, and they have been working their way through the partnerships with ASM. They have cash positions of about \$29.3 million in the HCC enterprise special fund reserve that they will be given access to with an appropriation by the legislature. In addition, there are funds available at ASM that they are using to fund their correct projects.

Ms. Agas said they need to look at a long-term plan. Mr. Togashi said they are in a deficit that will be significantly helped if they can get their HCC enterprise special fund appropriation release in FY2024. They are anticipating funds of \$29 million to help address the concerns. ASM does have and is equipped with a balance of \$37.4 million to fund existing projects.

Mr. Arakawa spoke to Ms. Agas' question. He suggested that at the September BFCC meeting, they could discuss that issue, so they have a plan going forward which could present a comprehensive plan. Mr. Togashi concurred with the suggestion. He said, regarding a long-term plan, they have a six-year plan, and they have a twenty-five-year plan that is with ASM as well.

Chair Kam asked for a motion to approve the budget as presented. Mr. Arakawa made a motion, and Mr. White seconded. Mr. Zane was excused. Mr. Gionson did the roll call, and the motion passed unanimously.

10. Presentation, Discussion, and Action to Amend HTA's FY 2022 and FY 2023 Budgets

Mr. Togashi made a few changes to the schedule on page 157. He said they identified programs they felt necessary to fund with the FY2022 budget instead of the FY2023 budget since they are still working with the governor's administration on releasing the funds from the FY2023 budget.

They plan to do so by using \$6.4 million in FY2022 funds that the Board has not yet released. To extend their commitment and responsibility to the community, the community programs, and the time they have to contract and fund the programs, they are proposing amendments to the FY2022/FY2023 budget.

Mr. Togashi spoke about the FY2022 budget. He started with budget amendment number one. Staff recommends using the \$6.4 million of funds not yet released by the Board that was initially purposed for the smart destination website and consultant, and instead fund the community programs that are Kukula Ola, Aloha 'Āina, and Signature events initially to be funded by their FY2023 budget. For budget amendment two, similarly, based on the life cycle of Kahea Airport Greeting program and Cruise consultant contract, they are proposing to move \$800,000 from the FY2022 gohawaii.com program to fund those two contracts that otherwise would have been funded by the FY2023 budget.

Regarding the FY2023 budget, for budget amendments three and four, they would move the funding for the FY2023 programs to each unallocated budget fund. The same programs are moving down to unallocated.

Mr. Ching mentioned when they previously discussed the importance of getting their website up to date, and the agreement was unanimous. He asked where this was on the priorities list. Chair Kam asked if everything the Board approved was in place. Mr. Ching said he recalls it being a time-sensitive issue.

Mr. Ka'anā'anā said that for the GoHawaii scope, the Board approved \$1.3 million for work on the website. The work was included in the scope of the procurement protest process, so the scope to move the website could not move forward until it is dealt with. They will replenish it once the FY2023 appropriation comes down. Mr. Ching said it still needs to be done.

Chair Kam reiterated that in the interim, funds are tied to the protest and the other components that Mr. Togashi shared, and until the governor settles the veto, funds are tied up. Mr. Ka'anā'anā said that on the program side, the RFPs related to it typically would have gone out in August 2022, if not earlier for calendar 2023 programs. Part of the reasoning for trying to move the programs up and make the budget reallocations are intended to get the programs up and off the ground now, so they can get the RFPs out, and then start funded programs for the calendar year 2023. Mr. Ching noted that when the HTA makes those decisions, and if they are not unanimous, they should be discussed, so everyone can understand the reasoning.

Ms. Duarte asked if the HTA administers the grant programs. Mr. Ka'anā'anā said it is related to agenda item 11, and they intend to procure for community program administrative services, so it would be somebody outside managing it.

Mr. Arakawa spoke to Mr. Ching's point and said that if they had a BFCC meeting, this would have been discussed and sorted.

Mr. White asked Mr. Ka'anā'anā to elaborate on the items that Mr. Togashi identified that have not gone through the procurement process. He also asked what the lead time is. Mr. Ka'anā'anā said the procurement they will ask the Board for will be to get a service provider to administer the RFP and the actual implementation, and the oversight over the award grantees separately. Once the service provider issues the procurement, it would be multi-award depending on the program, and they would have different requirements to receive funding and different maximum award amounts.

Mr. White asked what the schedule is. Mr. Ka'anā'anā said they would recommend a mid-September release of a request for proposals related to community programs administrative services. It would be for 30 days minimum which is required by law. He said they are confident that by inviting the right people to bid on the RFP, they will be able to encourage the competition, then hopefully make an award in 45 days. He said their team has discussed internally the requirements. He said they will work with the service provider to set the parameters. Ms. Duarte asked if the HTA does not liberate this item, and asked if the programs are in danger of going away. Mr. Ka'anā'anā said he hoped that is not the case, but the timing would be impacted, and they intend to get back on cycle, which would mean calendar year funding, so they do have some events early in the year in January, and February, so those programs would be impacted first, as well as any of the year-round programs. Ms. Duarte recalled some of the positive anecdotal remarks that were made around some of the improvements in resident satisfaction.

Chair Kam asked for a motion to approve the amendments to the FY2022 and FY2023 budgets as presented. Mr. White asked if they could take all of the items as one motion or if they needed to be addressed individually. Mr. Togashi said they could be addressed together. Mr. Kinkley said they can be addressed as one motion if they have a unanimous vote on them, but if they need to break it up, they will do so. Ms. Duarte seconded. Mr. Arakawa suggested a worksheet be provided before the meeting, which would be easier for everyone to review, including the online participants. Mr. Gionson did the roll call, and the motion passed unanimously.

11. Presentation and Discussion on an Update of Upcoming HTA Procurements

Mr. Ka'anā'anā updated everyone an update on upcoming HTA procurements. He said the funding predicament they are in and waiting for the FY2023 appropriation has required them to

juggle certain things. He showed a slide with the three markets, Japan, Canada, and China, with their associated value and the HTA's projected issues to date of the RFP. He said they are confident in their ability to issue the three at the same time because the RFPs traditionally have all been fairly similar in terms of their form. In terms of the administrative load to write the RFP and the forms attached, those are consistent for reporting purposes and similar across the GMTs. The Grant Administration Services, or the Community Program Administrative Services, which will probably be the end name, is the \$6.4 million that they just discussed and approved. He said they need to speed that up, so they are targeting mid-September. The Grant Administration is targeting to start in November 2022, because they need to turn an RFP out to community programs in December 2022 and get that moving for the calendar 2023 programs.

Mr. Togashi said they are looking to go out with an RFP on the management of the HCC as soon as possible. The current contract ends in June 2023, so they want this sorted out by November 2022. Mr. White asked about other markets coming up at the end of the year along with the island chapters. Mr. Ka'anā'anā said there are no other international markets for the RFP. He said they have options for Korea and Oceania that they will exercise and need to go out for the RFP. He said the island chapters also need to go out for procurement because the end date for that contract is December 31, 2022. His team is working on that. In the future, that will be termed as island destination management support services. Mr. Ka'anā'anā said they had had good meetings with partners in the space to ensure the strategies were covered.

12. Update of the Pending \$1.5 Million Funding Deployment for the Island Chapters Contract

Mr. Ka'anā'anā said the \$1.5 million the Board approved in the June meeting is going through the work of the SPO and the administrative team, so they have been working toward getting State Procurement Office approval to add funds via a supplemental contract to the island chapter contract that is in place. Once that is clear they will be able to execute the supplemental contract, adding those funds. He has spoken with Mr. Monahan, and they are working that out using the U.S. leisure funding they have on hand and within scope for programs that the island chapters need. Traditionally the island chapters would have been funded for U.S. activity with island chapters out of the leisure contract. They are going to make sure the work moves forward. There were concerns about timing, but they have been able to work out the funding and where it is coming from. He said everything was on track.

Mr. Arakawa noted that the HTA staff handed out the background information.

13. Presentation, Discussion, and Action on the Hawai'i Convention Center's July 2022 Financial Report and Update on the Hawai'i Convention Center's 6-Year CIP Plan

Ms. Orton welcomed all the new members. For July 2022, they hosted 22 events, including 2 city-wide offshore events. The Goldschmidt conference was the one city-wide event, and the Pacific Rim Basketball tournament was the second city-wide event for the month. Those two events brought in 4,100 attendees, 6,100 contracted room nights, and \$18.2 million in economic impact. It also generated \$2.7 million in tax and \$425,000 in revenue for the HCC.

They also continue to host Monet, the Immerse Experience. Attendance at their second event was about 50% lower than at the previous event. Monet is looking at dates for 2023 for another exhibit.

She spoke about the reforecast numbers. For this fiscal year, the numbers are down. They have taken out two corporate city-wide events that did not materialize. At the start of making the budget, they had two strong corporate leads in discussions, and they were looking at 85% conversion for the two groups. One of the groups came down for a full site inspection of the HCC and for hotels they were going to contract with. They were in negotiations contracting hotel rooms and rates for some hotel partners, but for some reason, the budget numbers that they put to their board did not materialize, so they selected another city. The total revenue loss was \$1.2 million. They are hopeful that they will be able to fill the shortfall within the year with last-minute pick-up, with the help of the visitor bureau sales team, or local business. As of July 2022, the total revenue for the HCC, the state, and the tax revenue generated by the building is \$22.1 million. Expenses from the HCC are also added to that. They took an estimate of the budget for the visitor's bureau that they spent for labor and marketing for the HCC, so they can get the full picture of what the ROI is for every dollar spent, which is \$1.4 million for expenses. The ROI is \$11.53.

She highlighted definite city-wide bookings. For FY2022, there are five city-wide events on the books, and she showed forecasted attendance. The economic impact is \$72.2 million, and the tax generation is \$9 million to the state. For the point of reference, in an average year, 2017 was probably the best year, but they normally run anywhere from 25 city-wide events a year, to 30 events on a good year. The mix of business also has an impact on the bottom line. If there is a corporate business, there is a higher spend on food and beverage in the building. She reminded everyone that it is not alarming to see a negative bottom line for profit and loss statement. She said they do try to reduce the negative bottom line.

Ms. Orton spoke about what is on the books for future years. She shared the pace report, showing definite and tentative business. She said there are zero events from 2027 onwards

which is a concern for her, but they all work collaboratively to bring business to Hawai'i and the HCC.

Mr. Arakawa asked what 2018 and 2019 were like for events. Ms. Orton said there were 20 events on average. Mr. Arakawa asked if there are goals that are set. Ms. Orton said that would be a question for the BFCC or the Branding Standing Committee, to get more information. The goals and benchmarks numbers are being addressed for future years. Mr. Ka'anā'anā said it would be better to discuss those issues at the Branding Standing Committee meetings. Mr. Ka'anā'anā said they are aware of the challenges ahead on the MCI front. He said the rates are high, and it has been difficult to convert MCI business or group business in that environment. When they are successful on the leisure side they feel the effects on the MCI side.

Ms. Orton gave a shout-out to Mr. Reyes and the Sales and Marketing team as it is a challenging environment. She meets with them weekly to ensure she is doing her very best and so that there are no obstacles. She mentioned that there are challenges out of their hands, and working with hotel partners, they have monthly calls to hear their concerns and put business in the months they need and want. She ensures they are not spending time on business that the hotel partners do not need or want. It brings all the hotels together to ensure there are no obstacles for the sales team to convert business.

Mr. Ka'anā'anā said he and Mr. Reyes have also paid attention to corporate business, as he feels there is opportunity there. Ms. Orton said there is also short-term corporate business as well. Mr. Ching said that it sounds like the rates are a barrier for the bookings, so he suggested they have some solutions before discussing it. Ms. Orton said the two headquarter hotels are beachfront properties, and they need a headquarter hotel for larger events. She said maybe they could group hotels off the beach together to be able to come up with the inventory and rates they need to go after some of the larger groups. She said they must start thinking outside the box.

Mr. Ka'anā'anā shared that there is an opportunity in the future work of DBEDT around the future HCC study about understanding that as part of their scope.

Ms. Orton spoke about recent events at the HCC. She said they also had the Polynesian festival bringing in 6,000 attendees to the building. They also had Hawai'i Stars present another event with 800 attendees. She spoke about upcoming local events. She highlighted the International Society of Neurochemistry, a small meeting, but they require a lot of food and beverage and have lots of meetings in the building, so it is good business for the HCC. She also mentioned the Okinawan Festival coming up on September 3, anticipating 35,000 attendees.

Ms. Orton showed the local business on the books, with nineteen events for August, fifteen events for September, and twenty-one events for October. Most of the events are one-day events, and some are two-day events. The local segment is helping support the HCC in short-term bookings.

She spoke about the HCC Carbon Offset Program. There are a few hotels in Waikīkī participating in this. This is something that was hitched to meeting planners from the start when they selected the HCC as the place to do business. This is to offset their carbon footprint while they are there. There is a formula and a calculation for rentable space that is applied, and there is a fee per square foot of \$1.19. Ms. Orton spoke about some pick-up they got from the press release. She showed the companies that have opted in on their books for the carbon offset program. The carbon offset is \$3,688, which is added to a kitty, and \$84 per tree to be planted. So, using the formula, they have planted about 43 trees to offset their carbon footprint at the HCC. This goes into the initiative to plant Hawaiian endemic trees, a reforestation project they participated in with Hawai'i Legacy Hardwood. Their commitment is to plant one million trees.

She turned the floor over to Ms. Tait for the R&M projects update. Ms. Tait said the projects are moving along well. She spoke about the updated 6-year plan. She noted that the projects are listed according to project number, not the priority of the projects. She said they assess and prioritize the need for repairs by looking at the cash distribution in the fiscal years listed. She said the total for the priority projects is \$80 million. For current projects, the HCC will be awarding contracts for the management and construction management services for the next construction projects. She said they would also be awarding a contract for installing additional exterior security cameras around the HCC, which would help with some of the vandalism damage since the beginning of 2022. There are upgrades to the kitchen hood control panels and the fire suppression system. They will award the contracts shortly. They have the RFPs out for two large projects. One project addresses the water leaks on street level. The face of the building leaks, and the planters leak on the third and fourth floors. She said they had received the proposal, which they will be evaluating. The second project is the chiller replacement, which is the second phase, second to the cooling tower replacement and upgrade, which they completed last year. It will be a great improvement in that area.

Ms. Tait spoke about the completed projects during the pandemic when the HCC was closed. The latest update was the completion of the trellis renovation project. They also enhanced lighting as part of the trellis system, with colored lighting.

Ms. Orton also mentioned that they have a twenty-five-year plan. They base the projects on the cash flow they have or what they anticipate receiving from the HTA.

Mr. Ching asked about the vandalism. Ms. Orton elaborated on the vandalism. She said the vandals have been shooting ball bearings into the windows for the last seven or eight months. Each window costs \$20,000 to replace. She said they are at about \$200,000 for window replacements currently. She said it is a safety hazard as some of the windows are on the second level. She said it has been covered under their insurance policy. They have installed cameras on the exterior of the building to try to find the color, make of the car, or number plate. She said they caught a blurred picture with someone wearing a mask in a car. There has been one incident where the security guard was in the lobby, and the glass cracked as he walked past it. She said this happens at different times of the day, and they call the police each time. She said other commercial businesses have also reported the same vandalism.

Chair Kam asked for a motion to approve Ms. Orton's financials. Mr. Arakawa made a motion and Mr. Ching seconded. Mr. Gionson did the roll call and the motion passed unanimously.

14. Adjournment

Chair Kam asked for a motion to adjourn. Mr. Ching made a motion, and Mr. Arakawa seconded. The motion passed unanimously. Mr. Gionson concluded the meeting at 1:41 p.m.

Respectfully submitted,



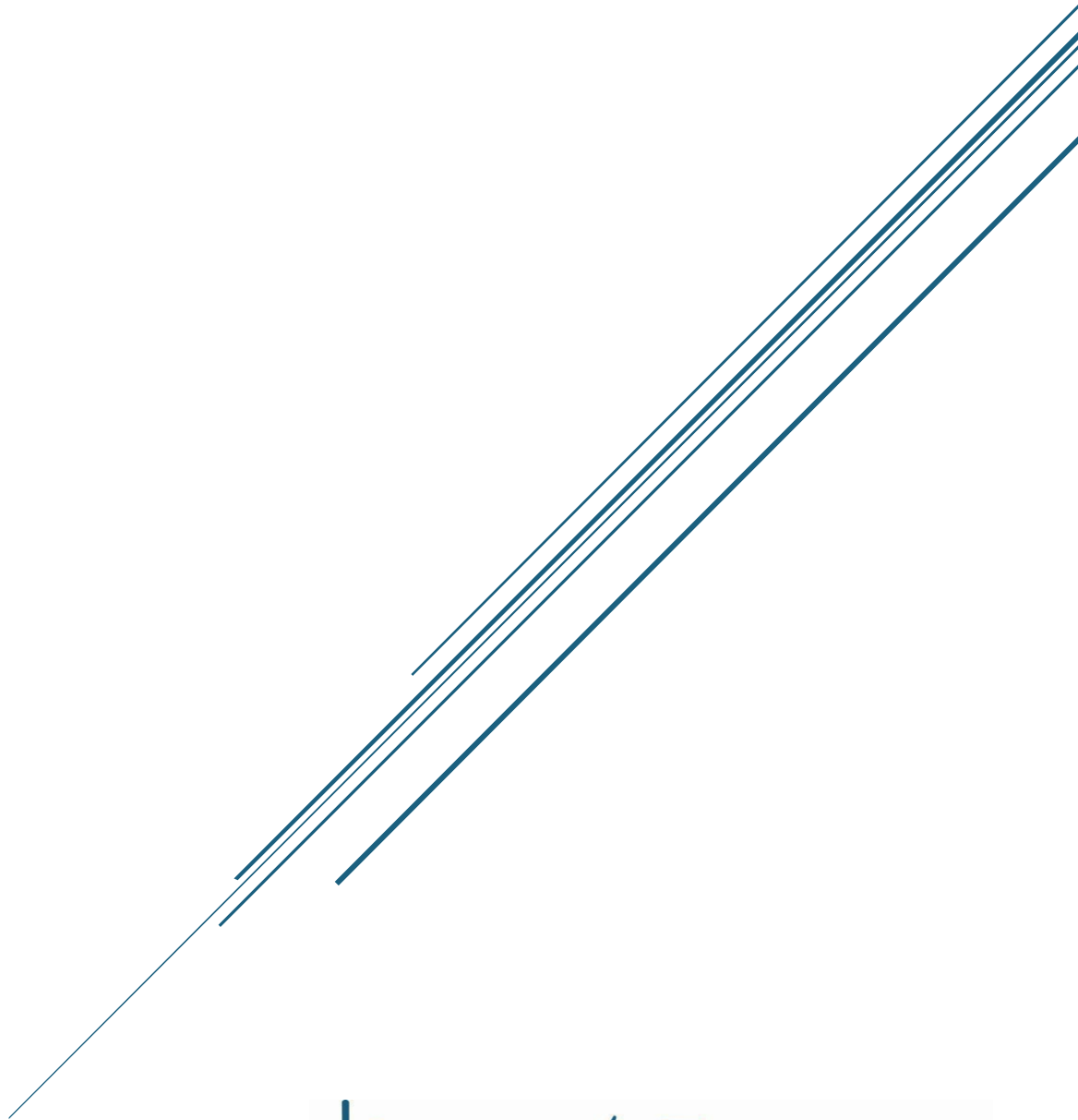
Sheillane Reyes
Recorder

6

Reports of the Chief Executive Officer/
Chief Administrative Officer/Chief Brand Officer

HTA CEO REPORT

SEPTEMBER 2022



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) guides the team in the various matters worked on during August 2022. Overall, this report provides insight into the actions conducted by the staff to implement the HTA budget previously approved by the Board.

HTA continues to support Aloha 'Āina and Kūkulu Ola programs that help to further our mission of Mālama Hawai'i. Program administrators from the Hawai'i Community Foundation (HCF) and HTA staff recently visited several Aloha 'Āina & Kūkulu Ola projects on the island of Maui. More information about the site visits will be shared in the Hawaiian Culture and Natural Resources sections below.

In the Community pillar, HTA's partnership with the Hawai'i Visitors and Convention Bureau (HVCB) continues to move forward with the Community Enrichment Program (CEP). During the month of August, more than five CEP projects and events took place throughout the state and were well received by residents and visitors. Among these events were the Emma Farden sharpe Hula Festival on Maui and the Duke's Ocean Fest in Waikīkī, which both celebrated a full in-person return. More details about these and other events can be viewed in the Community section below.

The Brand team is preparing the RFPs for Japan, Canada, and China MMA and Sports Program to be released in September/October. CON 17029 (USA MMA) and CON 21016 (Global Support Services) were extended through September 28, 2022. As a quick update for both contracts – HTUSA has been reaching out to our community with resident communications on local media channels and began launching proper Hawaiian language orthography on our websites. Also, the Hawai'i Tourism Conference will be held during the first week of December and planning is underway.

In the planning area, staff focused on preparing the Spring (Quarter 2) Progress Reports for each of the Destination Management Action Plans. The draft progress report were shared with each of the Steering Committees for the review and input before presenting to the board. Efforts continued with working with the island Destination Managers, counties and other state agencies to move DMAPs' actions forward in addition to working with the brand team in reviewing and refining their program measures.

Pursuant to Act 088, HTA's Tourism Research Division (TRD) was transferred to the Department of Business, Economic Development and Tourism's (DBEDT) Research & Economic Analysis Division (READ) effective July 1, 2021, and was renamed the Tourism Research Branch (TRB). TRB published the July 2022 Visitor Statistics press release and monthly reports, an updated air seat outlook for August 2022 – October 2022, the July 2022 Hawai'i Hotel Report, the July 2022 Vacation Rental Performance Report, and 2021 Annual Visitor Research Report. In addition, TRB published weekly Destination Brand Index

reports, the weekly Destination Brand Index – Responsible Traveler Segment, and weekly Travel Agency Booking Trend reports.

I. CHANGE MANAGEMENT PLAN

During the month of August, as mentioned in our previous reports, we continued to recruit for the Procurement Manager, Senior Brand Manager, Administrative Assistant and Brand Manager positions. Additionally, we filled one Brand Manager position during that time.

We continue discussion with the Department of Budget and Finance (B&F) to release ARPA funds for our FY 2023 operations. This funding is necessary provided the Governor’s veto of HB1147 that would have provided HTA’s FY 2023 general fund appropriation. According to B&F, the HTA’s funds will be derived from unallocated ARPA funds currently held by the State. This is separate from HTA’s allotment of FY 2022 ARPA funds.

We continue to maintain an open-door policy and make ourselves available to answer questions, and participate in town halls, and other meetings. Responses continue to be positive. We continue to support and facilitate hospitality industry updates with the mayors of all four counties to further connect the government with the industry.

II. NATURAL RESOURCES PILLAR

Aloha ‘Āina (Natural Resources) Program (DMAP Action Item)

Hawai‘i Community Foundation (HCF) has been contracted by HTA to administer the 2022 Aloha ‘Āina program through CON 21033: HTAxHCF – Implementation of Kūkulu Ola & Aloha ‘Āina Programs. Through this contract HTA is supporting 31 community-based programs this year with \$1,575,000 in funding. On a recent visit to Maui, staff of the Hawai‘i Community Foundation & HTA were welcomed to the fertile grounds of Wailua Nui. Stewards of this ‘āina include the organization Ma Ka Hana Ka ‘Ike. Their project called Mālama Hāloa encompasses lo‘i kalo restoration, farmer training and a certification program that aims to provide training for East Maui youth who are interested in becoming future lo‘i farmers in East Maui. It’s an inspiration to witness the organization’s ability to connect youth apprentices with agricultural and cultural trainings in Wailua Nui, while simultaneously meeting community needs and caring for their ‘āina. The student apprentices of the community learn and work with the primary purpose of aloha ‘āina and the additional purpose of feeding kūpuna and ‘ohana. This is a genuine example of “Mālama Ku‘u Home” for the residents and stewards of this special place.

DLNR Partnership (DMAP Action Item)

This is a partnership with the Department of Land & Natural Resources, through CON 20210: Universal Trail Assessment, and Sign Initiative and Trail Safety and Enhancement – Brushing/Maintenance/Rehabilitation, to enhance the resident and visitor experience statewide is wrapping up. Time of performance for this contract ended on 6/30/2022 and HTA staff is awaiting final reports from the Nā Ala Hele team.

Tour Guide Certification and Licensure (DMAP Action Item)

In partnership with the Native Hawaiian Hospitality Association (NaHHA) via CON 18200 S3 and the University of Hawai'i at Mānoa School of Travel Industry Management (TIM), HTA is completing a comprehensive study to better understand current tour guide certification and licensure programs that exist in Hawai'i, while exploring industry best practices globally for possible implementation throughout the state. The study is to be conducted in three phases. In Phase 1, the research team was tasked with surveying other regions outside of Hawai'i to research best practices of destinations and/or countries. Research included the U.S. Region, Asia-Pacific Region, European Union, Canada, Australia and New Zealand. In Phase 2, the research team executed multiple focus group studies with various stakeholders in Hawai'i. NaHHA assisted the research team with providing a list of over 100 contacts who represented various stakeholder groups in Hawai'i. The following are the categories within the stakeholder contact list: Tour Guides, Concierge Organizations/Travel Agencies, STAH Certified Companies, Hospitality Executives, Local Business owners, 'Ōiwi-owned Businesses, Regenerative Tourism Activities/Experiences, Lamakū Ho'okipa (Cultural Resource people), Environmentalists, Sacred Sites Stewards, and Community/Retired Visitor Industry. Phases 1 & 2 have been completed. The analysis and final report, Phase 3, will be completed by the end of September.

Sustainable Tourism Management in Hawai'i Through Certifications, Trainings & Partnerships (DMAP Action Item)

HTA has contracted with the Hawai'i Ecotourism Association, d.b.a. 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's focus is 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 July 1, 2022. The newly hired Certification Program Manager continues working towards re-certifying 35 companies and engaging five new companies for certification. STAH has transitioned its training program to a new online platform called Travelife. This platform is robust and ties into the UN Sustainable Development Goals (SDGs) network. STAH had an informational webinar in June 2022. This webinar was geared towards marine-based activity operators. "Mālama i ke Kai – Actions that Support a Thriving Ocean," addressed the need outlined in Kaua'i DMAP sub-action item A.5 - to educate tour operators and boating companies about proper etiquette to deter ocean and reef pollution, and therefore is primarily for activity operators on Kaua'i. The webinar was open to all islands for participation. Speakers from DOB, NOAA, Surfrider Foundation: Kaua'i, DAR & Holo Holo Charters discussed various topics that support and enhance a thriving ocean in Kaua'i and all the other Hawaiian islands. In September STAH will start a partnership with (OAT) Ocean Awareness Training to

provide on-demand modules and live webinar. Conversation with OAT have started to plan the modules and live webinars for later this year. STAHL will provide updates until modules launch at end of year.

III. HAWAIIAN CULTURE PILLAR

Kūkulu Ola Program (DMAP Action Item)

Hawai'i Community Foundation (HCF) has been contracted by HTA to administer the 2022 Kūkulu Ola Program through CON 21033: HTAxHCF – Implementation of Kūkulu Ola & Aloha 'Āina Programs. HTA is supporting 32 community-based programs this year with \$1,475,000 in funding. Ha'aheo 'o Hāna! In addition to the 'āina site visits on Maui, HCF & HTA staff visited Hāna Arts on the campus of Hāna School. There is a fully engaging network of cultural practitioners, Hawaiian language kumu from the Kula Kaiapuni o Hāna and strong community support. Hana No'eau, by Hāna Arts, is an in-school, afterschool and intersession program held on Hāna High & Elementary School campus in East Maui for Hāna complex youth from PreK to the 12th grade. There is so much going on at the school; ranging from hula to mele and spanning across a variety of traditional arts, each class is held with the intention of raising awareness, knowledge, interest and appreciation of Hawaiian culture. Hana No'eau runs all year long, and culminates into the creation of new cultural practitioners. It is exciting to see the Hana No'eau program continue to grow every year, and HTA looks forward to perpetuating the culture with this new generation of proud leaders.

Native Hawaiian Hospitality Association (DMAP Action Item)

HTA and the NaHHA continue to strengthen ties between the Hawaiian community and the visitor industry. NaHHA partnered with Mauiola Endowment to provide cultural training to anyone interested in incorporating traditional methodologies via traditional pule (prayers) and mele (songs and/or chants). In the past, rituals and ceremonies conducted by kāhuna (priests/healers) and ali'i (chiefs) assured that the community would be well provisioned by following codes of conduct integral for the healthy management of people, lands, and resources. As the steward of Kānaeanae Together, Mauiola Endowment provides the opportunity for our community to participate in daily ritual to release stress. Daily Kānaeanae Together gatherings support healthy mind, body, and spirit through Hawaiian epistemologies. A healthy environment in Hawai'i equates to a healthy people whether kama'āina (residents) or malihini (visitors). See <https://www.mauiolaendowment.com/> for more information.

Native Hawaiian Festivals and Events

The 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. FestPAC Commission meeting agendas and meeting materials are available online at <https://invest.hawaii.gov/international/festival-of-pacific-arts-culture-festpac/>

'Ōlelo Hawai'i – He Aupuni Palapala: Preserving and Digitizing the Hawaiian Language Newspapers

Bishop Museum staff continue to work on Phase II of CON 20195: He Aupuni Palapala: Preserving and Digitizing the Hawaiian Language Newspapers. Project milestones are anticipating a completion date in November 2022 and include training new technicians, an inventory and condition report of 30,000 pages as well as digitizing and processing 30,000 pages.

Kāhea Greetings (DMAP Action Item)

Airports

The Kāhea Greetings program continues to provide a combination of Hawaiian music and hula 'auana, lei greetings, refreshments, and other services at our Honolulu (HNL), Kahului (OGG), Hilo (ITO), Kona (KOA), and Līhu'e (LIH) airports. The purpose of this program is to create an authentic Hawaiian experience to visitors and kama'āina upon arrival. HNL is at full force with six performances per week and has added four more weekly performances for evening travelers. OGG has increased performances to four a week, KOA increased to three performances, and LIH and ITO are at two performance a week each for its guests. OGG continues to provide water to travelers waiting in line at TSA, which started at the end of July. The program also welcomed the inaugural JAL arrival at the KOA FIS facility in early August. The welcome ceremony included music and hula as HVCB greeted 117 passengers and 10 crew members with lei upon arrival. The Deputy Director of State Department of Transportation, Ross Higashi gave opening remarks. Other remarks were given by Governor David Y. Ige, Director of State Department of Transportation, Jade Butay, President and Chief Executive Officer Hawai'i Tourism Authority, John De Fries, AreaPort Director U.S. Customs and Border Protection, George Minamishin and Vice President and Regional Manager Japan Airlines Co., LTD. Hiroshi Kuroda.

Harbors

Our community partners continue to look for ways to implement the Kāhea Greetings Program at Hilo Pier (CON 21035), Kailua-Kona Pier (CON 21036) and Nāwiliwili Harbor (CON 21038). Greetings include entertainment, lei, informational brochures and maps with authentic ho'okipa each day a cruise ship arrives. We look forward to continuing our Kāhea Greetings Program on Maui as soon as possible. Restrictions at each of our current locations differ according to COVID-19 rules and regulations, which has caused Hilo to continue to limit their participation to providing information. HTA will continue to work with Access Cruise to monitor the resumption of Kāhea Greetings Program at the harbor in Hilo. Nāwiliwili was finally given the green light to restart pier greetings in May 2022. They currently greet as many ships as allowed that come into pier two for 2.5 hours. Kailua-Kona Pier is still running greeting program with entertainment and information.

Ho'okipa Malihini Initiative (HMI) formerly Resort Area Hawaiian Culture Initiative (RAHCI)

The HTA Board recently approved the reinstatement of Resort Area Hawaiian Culture Initiative (RAHCI). RAHCI has since been included in the Ho'okipa Malihini Initiative, along with the Kāhea Greetings Program – Harbors as this initiative groups together programs that provide a Hawaiian sense of place to our visitors in visitor locations/areas across the islands. RAHCI was paused in 2020 due to the COVID-19 pandemic. Previous programs included: Kūhiō Beach hula, Waikīkī Torch Lighting, Sunset on the Beach in Waikīkī, Hilo Hula Tuesdays, Hawaiian Sunset Saturdays in Kona and Hawaiian Music Series in Lahaina. HTA will issue an RFP for Ho'okipa Malihini Initiative programs this fiscal year (FY23).

IV. COMMUNITY PILLAR

Community Enrichment Program (CEP) (DMAP Action Item)

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 RFP was released on September 27, 2021. Informational RFP briefings were held virtually for each island in the following weeks. The deadline for submissions was November 5, 2021. Island-specific evaluation committees reviewed proposals throughout the month of November and met in December to finalize selections and awards. All CEP awardees for CY22 were notified by the end of January 2022 and a press release was issued on February 2, 2022 announcing the 86 total awardees.

The following CEP projects and events took place in August 2022:

Kaua'i:

- The Buy Local Culinary Experience at Anaina Hou Community Park on August 27, 2022 touched upon sustainability and supporting local agriculture. Very appropriately then, was the hosting of a farmers' market during the event as well as cooking classes. In attendance were a little over 500 people, 50 of which were residents attending from neighboring islands and 400 of which were from out of state.
- The Kaua'i Museum Cultural Exhibit Program at the Kaua'i Museum hosted a couple activities at their "From Kapa to Quilt" event on August 23, 2022. Those in attendance were able to visually see the physical items of the past, the artistry and the history and evolution of quilting taught by the missionaries in the 1820s to Hawaiians and immigrants as well as the Hawaiian design.

O'ahu:

- August 22, 2022 was the commencement ceremony of this year's Duke's Ocean Fest at Kūhiō Beach in Waikīkī. There to represent HTA with some words of aloha and a lei for Duke Kahanamoku's statue was President and CEO John De Fries. This event brought a good mixture of residents and visitors to each celebration, including the surfing competition – which was canceled during the peak of the COVID-19 pandemic. The ceremonies were concluded with a reception and was attended by Board Chair George Kam, who offered a mahalo, Board Member Keone Downing, DBEDT Director Mike McCartney and Special Adviser to the Director Charlene Chan.
- The 2022 Korean Festival was also hosted in August at the Frank F Fasi Civic Grounds. The event evaluated took place on August 20, 2022 and provided cultural food and activities, including dressing up in a Hanbok (traditional Korean clothing).

Maui Nui:

- On August 27, 2022 the Emma Farden Sharpe Hula Festival celebrated in person after having been online during the COVID-19 pandemic with beautiful performances by keiki all the way to kūpuna, free keiki activities, local eats, workshops, Hawai'i made crafts and music for all in attendance, as well as the 2022 Legacy Awardees. There were about 6,000 people in attendance.

Statewide:

- The 2022 Asia Pacific Dance Festival held during the entire month of August kicked off with a welcome ceremony hosted by the University of Hawai'i on August 12, 2022. The ceremony brought various cultures together to perform and celebrate dance. Preceding each performance

was an introduction to the place being represented – for one of the hālau, it was the moku o Kona on O‘ahu which is where the University of Hawai‘i at Mānoa is located. There were approximately 200 people in attendance, including the three dance groups. Most attendees were residents. This welcome ceremony started a full schedule of events, workshops and presentations. This was the 10th year HTA had supported this event.

- The 40th Annual Hawaiian Slack Key Guitar Festivals took on August 13, 2022 at the Waikīkī Aquarium which benefited from the cost of the tickets. There were an estimated 300 attendees at this event, with good resident representation in the resort area. The history of slack key was celebrated by those in attendance as well as those passing by, who could hear the performance from around the Waikīkī Aquarium.

Hospitality Industry Updates (County)

HTA recognized the need to connect with 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 discussions with the four mayors, it was determined that these meetings would become quarterly. The first series of meetings in the quarterly rhythm was held in July.

- County of Hawai‘i with Mayor Mitch Roth: July 13
- County of Maui with Mayor Mike Victorino’s team: July 12
- City & County of Honolulu with Mayor Rick Blangiardi: July 13
- County of Kaua‘i with Mayor Derek Kawakami: July 14

The next series of these important meetings will be scheduled in October.

Communication and Outreach

NEWS RELEASES/REPORTS/ANNOUNCEMENTS

- News Release: HTA Welcomes Return of Direct Japan Flights to Hawai‘i Island (August 2)
- News Release: HTA and KVB Share Efforts to Manage Tourism on Kaua‘i (August 9)
- News Release: HTA Spring 2022 Resident Sentiment Results (August 26)
- DBEDT News Release: Total Visitor Spending and Arrivals in July 2022 (August 29)

NEWS BUREAU

- Coordinated and assisted with the following interviews and statements, including:
 - Hawai‘i Business Magazine, Chavonnie Ramos: Kalani Ka‘anā‘ana (KK) interview on protecting Hawai‘i’s brand (August 3)
 - AFAR, Jennifer Flowers: KK podcast interview on how to navigate cultural tourism ethically (August 4)

- Hawai'i Public Radio, Catherine Cruz: KVB Executive Director Sue Kanoho interview on upcoming community meetings on destination management (August 12)
- USA TODAY, Kathleen Wong: Ilihia Gionson (IG) interview regarding United Kingdom article on global tourist taxes (August 16)
- Hawai'i Public Radio, Catherine Cruz: MVCB Destination Manager Meagan DeGaia interview on the Spring 2022 Destination Management Action Plan Progress Report (August 18)
- Hawai'i News Now, McKenna Maduli: KK interview on Mālama Ku'u Home as part of the resident campaign (August 22)
- Hawai'i Public Radio, Catherine Cruz: IG interview on Spring 2022 Resident Sentiment Survey results (August 26)
- Cape Talk Radio, Amy-rae Rispel (South Africa): IG interview on "The Morning Review" regarding responsible tourism (August 31)
- USA TODAY, Kathleen Wong: IG response to Spring 2022 Resident Sentiment Survey results (August 31)
- Assisted with the following media relations:
 - USAE, John Treager: Responded to inquiry on status of the U.S. MMA contract protest (August 5)
 - @ivanmln, Ivan Meloni (Italy): Declined partnership with travel influencer and provided information on Mālama Ku'u Home (August 8)
 - Scorci di Mondo – Glimpses of the World, Veronica Crocitti (Italy): Declined partnership with travel blogger and provided information on Mālama Ku'u Home (August 8)
 - Channel 5 Holidaying with Jane McDonald (United Kingdom), Vanessa Williams: Provided film office contacts and directed producer to OVB for accommodations and activity recommendations (August 15)
 - Honolulu Star-Advertiser, Allison Schaefer: Provided update on UIPA request (August 18)
 - Hawai'i Public Radio, Casey Harlow: Deferred request for interview regarding visitor forecasts; DBEDT forecast to be issued August 31 (August 24)
 - @deliacakes, Flor Mancini (Argentina): Declined partnership with Instagram influencer (August 26)
 - National Parks Traveler, Jennifer Bain: Shared request to participate in press trips or individual visits with the Island Chapters (August 29)
 - KHON, Chelsea Yee: Deferred request for comment on Japan relaxing travel restrictions as the focus of her story was on Hawai'i residents' excitement about Japan's announcement (August 30)
 - Honolulu Star-Advertiser, Allison Schaefer: Provided resignation letters of prior staff per her UIPA request (August 30)

COMMUNITY INITIATIVES AND PUBLIC OUTREACH

- HTA E-Bulletin: Drafted copy, edited, created layout and distributed August 2022 HTA e-Bulletin in English and 'Ōlelo Hawai'i

- Pacific Business News Advertorials
 - Drafted copy and sourced images for August 26 advertorial, “A new model of tourism for Hawai‘i”
 - Drafted copy and sourced images for September 9 advertorial, “Hawai‘i progressing on better management of tourism”
- Seal Advisory at Kaimana Beach
 - Drafted and distributed e-blast and social post advising the public to avoid the beach area while the monk seals are in the area (August 8)
- Destination Management Action Plans (DMAPs)
 - Kaua‘i Community Meetings
 - Added Kaua‘i meetings to HTA event page on the website
 - Drafted copy, sourced images and created potential handout on Mālama Ku‘u Home and destination management
 - Drafted and distributed e-blasts and social posts for Spring 2022 Progress Reports
 - Hawai‘i Island (August 15)
 - Maui (August 17)
 - Lāna‘i (August 19)
 - O‘ahu (August 30)
- City and County of Honolulu Infrastructure Projects
 - Drafted and distributed e-blast and social post advising the public to avoid traveling to the Kailua Beach Park and Ka‘ōhāo (Lanikai) areas during bridge construction project (August 23)

CRISIS/ISSUES MANAGEMENT

- Monitored incident in Waikīkī following reports of an individual carrying a handgun who was taken under HPD custody. Drafted holding statement and provided to Honolulu Star-Advertiser (August 8)

HTA’S SOCIAL MEDIA

- Managed social media calendar, drafted, and scheduled posts on HTA’s Facebook, Instagram and Twitter accounts. Also monitored and responded to direct messages and post comments.
- Featured 2022 Community Enrichment program recipients to help drive awareness and attendance leading up to the events:
 - Asia Pacific Dance Festival
 - Hawaiian Slack Key Guitar Festivals
 - Soto Zen Bon Festival
 - 2022 Korean Festival
 - 2022 Duke’s OceanFest
 - Moloka‘i 2 O‘ahu Paddleboard World Championships
 - Emma Farden Sharpe Hula Festival
 - 40th Okinawan Festival

- 2022 Queen Lili'uokalani Outrigger Races
- Featured 2022 Kūkulu Ola program recipients to help drive awareness of their organization and efforts to perpetuate Hawaiian culture:
 - Ola ka Lāhui
 - Year of the Limu
 - Pili Mai 2022
- Featured 2022 Aloha 'Āina program recipients to help drive awareness of their organization and efforts to perpetuate Hawaiian culture:
 - Mahalo 'Āina Discovery Forest Projects
 - Spreading Aloha 'Āina through Community Engagement on Kaho'olawe
 - Mohala i ka Wai: Empowering our community to support a thriving Kīholo

Paid Posts on Facebook

- Post on Kaua'i August DMAP Meetings. Flight dates from August 12 – 17.
 - Total Reach: 10,066
 - Total Engagements: 252

Facebook

- Number of followers: 19,512 (+9.5%)
- Engagement rate: 1.7%
- Number of engagements: 4,685 (-88.5%)
- Posts: 36

Instagram

- Number of followers: 7,474 (+43%)
- Engagement rate: 0.5%
- Number of engagements: 903 (-39.5%)
- Posts: 35

Twitter

- Number of followers: 40,633 (+6.3%)
- Engagement rate: 1.9%
- Number of engagements: 528 (-9.9%)
- Posts: 36

Linktree

- Views: 69
- Clicks: 67
- Clickthrough rate (CTR): 97.1%

INTERNAL COMMUNICATIONS

- Reached out to HVCB for Community Enrichment program awardee photo assets to be utilized on HTA social media platforms.

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.

During the month of August:

Maui County's program handled 15 cases and helped 32 visitors (year-to-date: 79 cases/ 142 visitors). This included visitors primarily from the U.S. West markets and Canada. The industry assisted with \$5,050 of in-kind contributions (year-to-date: \$36,550).

Hawai'i County's program handled 21 cases and provided assistance to 50 visitors (year-to-date: 164 cases/ 402 visitors). This included visitors primarily from the U.S. West, Oceania and Europe markets. The industry assisted with \$2,750 of in-kind contributions (year-to-date: \$28,261). \$0 was received in donations (year-to-date: \$1,069).

Kaua'i County's program handled 10 cases and provided assistance to 33 visitors (year-to-date: 62 cases/ 163 visitors). This included visitors from U.S. West/East market. VASK received \$3,700 of in-kind contributions (year-to-date: \$26,125).

City and County of Honolulu's program handled 48 cases and helped 127 visitors (year-to-date: 398 cases/ 1,041 visitors). This included visitors primarily from the U.S. West market. The industry assisted with \$7,462.50 of in-kind contributions (year-to-date: \$73,070.50) and \$600.00 in donations (year-to-date \$4,405).

Future Workforce

LEI Program

ClimbHI has recently launched a new initiative called "Hospitality for Me." This initiative is timed with the DOE expansion from six to 13 pathways allowing Hospitality, Tourism, and Recreation to break off from the Human Services pathway. HTA along with Hawai'i Women in Lodging & Tourism, Fairmont Orchid, and Maui Hotel & Lodging Association are the founding partners of this new endeavor. Hospitality for Me will utilize the existing ClimbHi Bridge portal to connect the schools

with educators and businesses. This program launched on July 21 at the Baldwin Kekaulike Maui Complex Area (BKM) superintendent meeting with over 85 principals and teachers. President of ClimbHI, Julie Morikawa, shared with schools about the new program and the opportunity to bring the industry directly to students. DOE schools are currently gearing up to choose the following school years pathways, and Hospitality for Me aims to showcase the benefits of the industry, support school needs, and make selecting these new pathways an accessible and achievable choice. In August, the Fairmont Orchid partnered with ClimbHI to host the West Hawai'i Complex Area Superintendent's (CAS) '22-'23 school year kick-off meeting for Principals of each school in the complex. There were over 45 HIDOE leaders in attendance. This is the first time the private sector has ever partnered with a West Hawai'i CAS to host the meeting and provide a direct presentation to the group.

Current Workforce

Workforce Needs Assessment

HTA has commissioned Anthology Research to conduct an assessment of the current and future workforce needs of Hawai'i's visitor industry and related sectors. This initiative, funded with FY20 budget, is a part of HTA's 2020–2025 Strategic Plan, supporting our Community pillar to build a resilient visitor industry workforce and community. The study findings will be presented to the board in September.

V. BRAND MARKETING PILLAR

Major Market Area (MMA)

International MMA Border/Entry Restrictions

- Japan: Beginning on September 7, PCR test prior to returning to Japan will be no longer required on the condition that three doses of the vaccine are administered. In addition, the daily entry limit will be raised to 50,000 pax. As of September 1, 81.6% of the population are fully vaccinated and 82.7% have received at least one shot.
- Korea: The government lifted its pre-travel COVID-19 test requirement for inbound travelers from September 3. Travelers still need to take a PCR test within 24 hours of arrival. Previously, inbound travelers were required to show a negative result within 48 hours of their PCR tests or within 24 hours of their rapid antigen tests to enter the country. As of August 31, Korea recorded 87% vaccination rate and 65.3% booster rate.
- Canada: Upon entry to Canada by air or at a land border crossing, travelers may be randomly selected for a mandatory arrival test with an approved test provider. The test is free. As of September 1, 83% of total population are fully vaccinated with 87% received at least one additional dose.
- Oceania: You do not need proof of COVID-19 vaccination to enter New Zealand. Please check with your airline as they may still require proof of vaccination. You do not need to take any

COVID-19 tests or self-isolate when you arrive. You will get free rapid antigen tests (RATs) at the airport. It is encouraged that you test the day you arrive and on day 5 or 6 and to report your test result by calling [0800 222 478](tel:0800222478) and choosing option 3. You must still complete the New Zealand Traveller Declaration. You do not need to provide proof of a negative COVID-19 test to meet Australian inbound travel requirements. You do not need to provide proof of COVID-19 vaccination to travel to and from Australia. As of Friday September 9, 2022, the mask mandate for international flights to Australia will be removed.

- China: As of September 1, 89.9% of the Chinese population had been fully vaccinated, according to the National Health Commission. The current quarantine requirement of 7 days in designated hotels followed by a 3-day isolation at home for inbound travellers remains in place. However, from August 31, international visitors could report their health status online with a new form that removed requirement for information regarding nucleic acid test, previous infections and vaccination dates.

U.S. Domestic Market Conditions

According to U.S. Travel, domestic leisure travel has again proved resilient in the face of COVID variants and rising inflation. The unabating demand for services, including travel, combined with accumulated savings during the pandemic have led to an upward revision in the forecast for domestic leisure travel spending (from 92 percent of 2019 levels in 2025 to 110 percent). Domestic leisure travel is continuing to drive the U.S. travel recovery. This segment, which typically accounts for more than 60 percent of total travel spending, has already recovered. Pent-up demand will drive the recovery in the short-term, though its effects will level off, and gains in 2023 and beyond are expected to be more modest. HTA Airline Seat Capacity Outlook for September 2022-November 2022 was updated on Aug. 30. The forecast for domestic scheduled nonstop air seats to Hawai'i during this period will decrease -11.2 percent compared to the same period in 2021. This projection is based on flights appearing in Diio Mi. The constant fluidity of seats and flights will continue as Hawai'i emerges from the COVID-19 pandemic. A decrease in flights is expected from U.S. West (-10.9%) as well as from the U.S. East (-12.9%). Schedules are continuously monitored, and the forecast adjusted accordingly.

MMA RFP / Contract Status

- Canada/Oceania/Japan/Korea/China MMA Leisure: All international markets are currently in "Green" phase except China that is still under restricted activities and budgets.

Other Branding Projects

Cruise

HTA staff worked with Access Cruise to monitor the resumption of cruising in the Hawaiian Islands and had ongoing communications with government entities, cruise representatives and industry partners. A cruise executive FAM is being planned for September 26 to October 1 including port site inspections and stakeholder meetings on each major island.

Pono Travel Education Program (DMAP Action Item)

Beginning April 18 airports across Hawai'i began sharing Pono Travel Education messaging on static banners and digital screens to reach our traveling public passing through. Each location was strategically placed to reach the most people – both malihini and kama'āina - reminding us of our collective kuleana to Hawai'i, the land, culture and each other while here. Beginning in June there was an increase in messaging placements, including some QR code inclusions on new digital screens at Daniel K. Inouye International Airport, and frequency to meet the uptick in travel during the Summer period and an inclusion of Ocean Safety video messages. Daniel K. Inouye International Airport will continue to showcase our messaging through mid October while neighbor island airports will continue through next year June.

Campaign Effectiveness Studies for USA and Japan Markets

An RFP for the Campaign Effectiveness Studies for USA and Japan Markets was issued and the contract has been awarded to SMARinsights. HTA had a kick-off meeting with the contractor on August 16. Meeting discussions included clarification on project scope and updates on USA and Japan RFP timelines which are directly related to the study planning and implementation for the USA and Japan MMAs.

Hawai'i Tourism Conference 2022

Dates for the Hawai'i Tourism Conference 2022 have been secured along with pre- and post-meetings/FAMs from December 5 – 11, 2022. An IFB is being drafted to secure planning and coordination services for the meetings logistics and familiarizations.

Sports Programs

Sports Initiatives

- Staff is working under the direction of the HTA Board to execute a branding partnership with IRONMAN 2022.
- Staff will be presenting Sports Strategy 2022-2025 Workplan to Branding Standing Committee at the September Meeting.
- Staff considered a marketing opportunity for ad placement in 2022-2023 Los Angeles Lakers Digital and Print Yearbook.
- Staff had conversations with representatives from both the Sacramento Kings and Los Angeles Clippers regarding potential future partnerships and preseason exhibitions.

Collaborations and Communications

- 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. In addition, the team continues to engage and communicate with industry partners to exchange information on markets and business development.

Brand Team Events/Meetings - August

Event Date	Event	HTA Attendee(s)	Non-HTA Attendee(s)
8/1-2	Hawai'i Island Meetings & JAL Arrival	CEO, CBO	JAL
8/3	Hawai'i Business Magazine Interview	CBO	Chavonnie Ramos
8/3	SMS/HTA Meeting re: Branding Measures	CBO/Director of Planning/BMs	Daniel Nāhoopi'i, Faith Rex
8/3	Mālama Desks Meeting	CBO/HTJ	Linda Rodrigues, Lois Shimada
8/4-10	ESTO 2022	CBO/Director of Planning/Director of Tourism Research/BMs	Industry Agencies and Vendors
8/15	FestPAC Commission Meeting	CBO/BM	Commission Members, DBEDT, NaHHA
8/15	Magazine B Interview	CBO/BM	B Media Company Staffs
8/15	Snorkel Safety Study Virtual Meeting	CEO/CBO/PAO/Director of Planning/Director of Tourism Research	Snorkel Safety Sub-Committee (Carol Wilcox, Ralph Goto, Philip Foti)
8/16-17	Kaua'i DMAP Community Meetings	CBO/PAO/Director of Planning	Kauai community
8/22	Duke's OceanFest Opening Lei Ceremony at Waikīkī	CEO/CBO	HVCB
8/24	HTA Meeting with Friends of Hawai'i Charities	CEO/CBO	Ray Stosik, Corbett Kalama
8/30	Building Collaborative Tourism in Hawai'i	CBO	NaHHA, HVCB

VI. PLANNING DIVISION

1. *Destination Management Action Plans (DMAPs)*

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

- Caroline attended US Travel Association's ESTO conference in Grand Rapids, Michigan from August 6-9, 2022. Every year, USTA organizes an annual conference targeted at state travel offices and DMOs. It is considered the premier learning and knowledge sharing forum for destination marketing and tourism professionals. There are a number of sessions each day of the conference that covers topics such as strategic planning for states; creation of KPIs/metrics relating to community, well-being, and quality of life; and tourism product development. This ties into HTA's overall effort, destination management, and strategic planning, which Caroline spearheads.
- Caroline met with the Destination Managers, Kainoa Daines of HVCB, and Mālia Sanders, Executive Director of the Native Hawaiian Hospitality Association (NaHHA) on August 12 to discuss NaHHA's Nā Lamakū and other Hawaiian Culture projects and programs for further coordination amongst the Destination Managers, NaHHA, and HTA.
- Working with HTA's Public Affairs Officer, staff has been meeting and liaising with AMG to develop a DMAP microsite. This microsite will be designed like a blog to highlight efforts of destination management and activities done to move the DMAP forward. Expected launch date is in October 2022. Content will be poured in by the island chapters with approvals by HTA staff.
- Caroline interviewed with HiNow to share two projects which move O'ahu and Kaua'i's DMAPs forward – Kūhiō Beach Hula Show in Waikīkī and the Alakoko Store on O'ahu. It is scheduled to air on September 13 and 15.

Maui Nui DMAP:

- Maui Nui's monthly DMAP internal meeting between HTA, County, and Island Chapter staff was held on August 5.
- A Moloka'i DMAP Task Force meeting was held on August 11th. John De Fries attended this meeting. The subject-matter committees reported on the efforts made by each of their committees.
- Staff has been working with the chairs of the Moloka'i subject committees on supporting new businesses and transportation to move Moloka'i DMAP actions forward.

O'ahu DMAP:

- O'ahu's monthly DMAP internal status update meeting between HTA, County, and Island Chapter staff was held on August 5.

- On August 23, Caroline convened a zoom meeting with the planning consultants of the North Shore Sustainable Communities Plan, Department of Planning & Permitting, and O’ahu Visitors Bureau to discuss where the City is at with the development of their Sustainable Communities Plan and how we can work together to address issues that were identified in the North Shore Sustainable Communities planning meetings. End result of this meeting is that we will keep each other informed of our activities and see where we can partner.
- Caroline has been in discussion with OVB and NaHHA on enhancement to the Waikīkī Historic Trail markers.
- On August 30, DLNR and Caroline organized a site visit to the Makiki Trail on Tantalus with O’ahu DMAP Steering Committee members, OVB, and the City & County of Honolulu. The purpose was to further develop relationships between the visitor industry and DLNR and showcase DLNR’s efforts. Another site visit is planned for September 13 at Ka’ena Point and Mt. Ka’ala.

Kaua’i DMAP:

- Kaua’i’s monthly DMAP internal status update meeting between HTA, County, and Island Chapter staff was held on August 3.
- Staff participated in the Kaua’i Community meetings (August 16 and 17) set up by Kaua’i Visitors Bureau. The meetings took place in Līhu’e and Hā’ena respectively. There were approximately 75 in attendance at each meeting. Sue Kanoho, Patti Ornellas, Nalani Brun from the County and Caroline presented at the meeting. Kalani Kaanaana and Ilihia Gionson were also on the panel to field questions.
- On August 17, a site visit was conducted at the Alakoko Store which sells Kaua’i Made products. HTA provided seed money. <https://www.alakoko.com/>
- On August 18, Caroline did a site visit with Kaua’i Visitors Bureau and Ilihia Gionson to the North Shore of Kaua’i, specifically to understand the hotspot areas, see the Hā’ena Shuttle in action, and Hā’ena State Park.

Hawai’i DMAP:

- Hawai’i Island’s DMAP internal status update meeting between HTA, County, and Island Chapter staff was held on August 2.

2. EDA Travel, Tourism and Outdoor Recreation Non-Competitive Grant

- Staff met with the new EDA grant officer on August 17. The Grant Administration Plan is still being reviewed by EDA.

3. Program Evaluation

- The Director of Planning and SMS Research continued to work with the Brand Team in reviewing and refining their program measures. Two meetings were held in August – August 3 and August 30 – to further discuss their measures and assist in their refinement.

4. Planning Tools and Assessments

- Staff met with NextFactor to review results of the DestinationNext destination analysis survey on July 11. The final report was presented to the board on July 28 (<https://www.hawaiitourismauthority.org/media/9669/07-dnext-presentation-for-board-07282022-posting-after-board-meeting.pdf>).

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 July 2022 monthly visitor statistics on August 29, 2022, 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 the Monthly Visitor Statistics page on HTA's and DBEDT's websites.

TRB posted updates to Seat Outlook data tables for August through October 2022 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 and comparisons to 2019.

State, market, and island fact sheets were updated with the July 2022 data and were published on the Monthly Visitor Statistics page of the HTA website and the Island Highlights and Market Highlights pages on the DBEDT website.

TRB issued the July 2022 Hawai'i Hotel Performance Report on August 22, 2022. The report and related July 2022 data tables were posted to the Infrastructure Research page 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 July 2022 Hawai'i Vacation Rental Performance Report on August 23, 2022. The report and related July 2022 data tables were posted to the Infrastructure Research page of the HTA website and the Vacation Rental Performance page of the DBEDT website. This report utilizes data compiled by Transparent Intelligence, Inc. for DBEDT.

TRB published the 2021 Annual Visitor Research Report, which includes final 2021 figures, on August 12, 2022.

TRB continued publishing both 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. These reports utilize data from YouGov's Brand Index and are posted on the Other Research page of the HTA website.

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

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.

Jennifer Chun attended US Travel Association's ESTO Conference from August 6 to August 9, 2022 in Grand Rapids, Michigan. She presented a session entitled "Mapping the Research Funnel for Marketers" on August 8, 2022.

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.

Our team continues to engage with the State's Department of Budget and Finance (B&F) to process requests to access ARPA funds in support of our programs. As part of that process, we engage with B&F to discuss these requests in an attempt to expedite the release of funds. This has now become a regular part of our process in supporting the financial needs of the organization.

To date, we have submitted requests to B&F for the release of funds of approximately \$52.7 million, all of which has been approved through August 2022. Relating to the Convention Center's ARPA funding, \$11 million has been approved by B&F for release. Staff has discussed with B&F the reallocation of funds from the original intended purpose of using the majority of the \$11 million toward major repair and maintenance projects at the Convention Center, to now using the funds for the Convention Center's FY 2023 operations – a shift that was necessary with HB1147, 2022 Legislative Session, now vetoed by the Governor.

Regarding HTA’s FY 2023 funding, we are working with the Governor’s administration on the release of funds. With no FY 2023 appropriation due to the veto of HB1147, we anticipate the Governor releasing a new allotment of ARPA funds for HTA’s FY 2023 operations and programs.

IX. ADMINISTRATIVE

Contracts List: Pursuant to Hawai‘i Revised Statutes §201B-7 (9), please note that there were four (4) contracts executed during the month of August 2022.

Contract No.	Contractor	Description	Contract Amount	Total Contract Value	Start Date	End Date
22001 S1†	Anthology Marketing Group	Website Support Services	\$31,587.51	\$105,082.15	8/9/2022	1/25/2025
22022†	County of Kaua‘i	County of Kaua‘i Mobbity Hub Study & Plan	\$100,000.00	\$100,000.00	8/23/2022	12/31/2023
22025†	County of Hawai‘i	Community Tourism Collaborative at Pohoiki Pilot Project and Hawaii Island Resilience Corp Pilot Project	\$175,000.00	\$175,000.00	8/23/2022	12/31/2023
22023 S1*	In-TerSpace Services, Inc dba Clear Channel Airport	Pono Travel Education Program - DKl	\$0.00	\$220,000.00	8/31/2022	10/16/2022

* Sole Source

† Procurement Exemption

APPENDICES

8

Report and Update by the Branding Standing
Committee of their Meeting Held
on September 28, 2022

8a

HTA Sports Programs Request for Proposals as
Supported by the HTA Sports Program Strategy

The image is a cover page for a strategy document. It features a central white diamond shape with a thin white border, set against a light gray background. The background is decorated with four overlapping diamond shapes in the corners: blue in the top-left and bottom-right, and green in the top-right and bottom-left. The text is centered within the white diamond.

HTA Sports Sponsorship Strategy 2023-2025

Overview

HTA has traditionally evaluated sports sponsorships, both large and small, on a case-by-case basis. Each opportunity presented was looked at and considered on its own merits and not through the more focused lens of a larger overarching strategy. This has led to an inconsistent calendar of events with no uniform guidelines for selection, symmetry of branding or unifying set of community and economic goals. Over the next three years, the following workplan will attempt to correct those oversights by clearly identifying pillars of events and the desired outcomes of each. To do so there will be a series of RFPs to seek event sponsorship opportunities that meet HTA's sports partnership criteria. All proposals received will be thoroughly evaluated by HTA and HTA's strategic partners.

International Partnerships

It is HTA's intent to incorporate more international partnerships to both broaden our portfolio, but also reach potential visitors through their preexisting affinity for local leagues and teams. Aligning the Hawaiian Islands with the most popular team in our key source markets allows us to stay front of mind for new and return travelers. We have defined the sports in each MMA that have the highest cross-section of fans with the disposable income, interest in Hawai'i, and direct airline service to maximize our market penetration.

- Oceania – Rugby
- Japan - Baseball
- Korea – Golf
- China – Basketball
- Canada - Hockey (Vancouver, Alberta & Toronto)

HTA Sports Sponsorship Strategic Goals

- Enhance the brand awareness and marketing of the Hawaiian Islands
- Produce Community Benefits
- Generate Economic Benefits

**Adopted FY2022 by HTA Board*

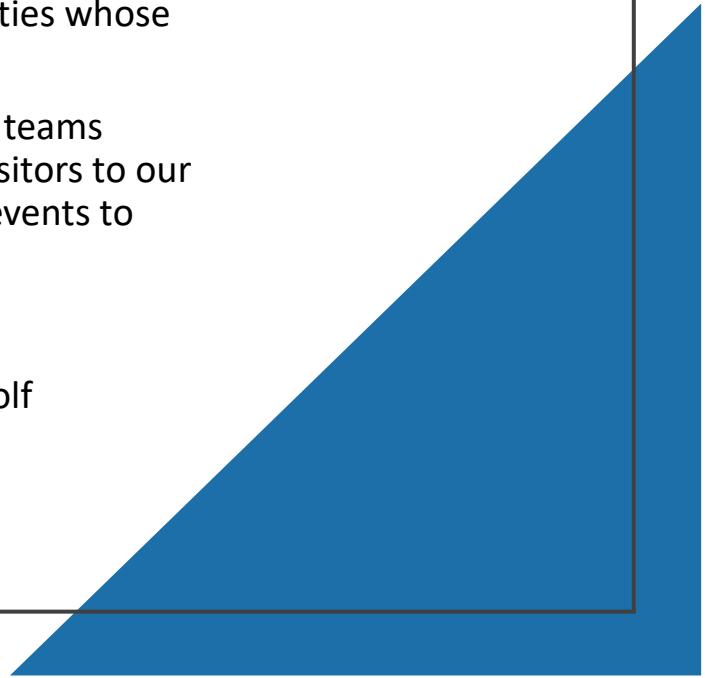
Pillar One – Marquee Partnerships

(1-3 annually)

Sponsorships in pillar one will either directly or indirectly couple the Hawaiian islands with globally relevant, instantly recognizable properties. These partnerships will elevate the brand of Hawai'i worldwide, create economic benefits of >\$5M and produce positive impacts in the communities whose natural resources they utilize.

HTA is committed to developing its support structure for collegiate and professional sporting teams seeking to hold tournaments, exhibitions, and other activities in Hawai'i, which can attract visitors to our islands and support our local economy. As part of this program, HTA requires all its sporting events to include a community engagement component as part of their proposal.

HTA will strategically prioritize partnerships in the Marquee tier with International Brands, Golf Sponsorship and professional or college teams located in our key domestic source markets.

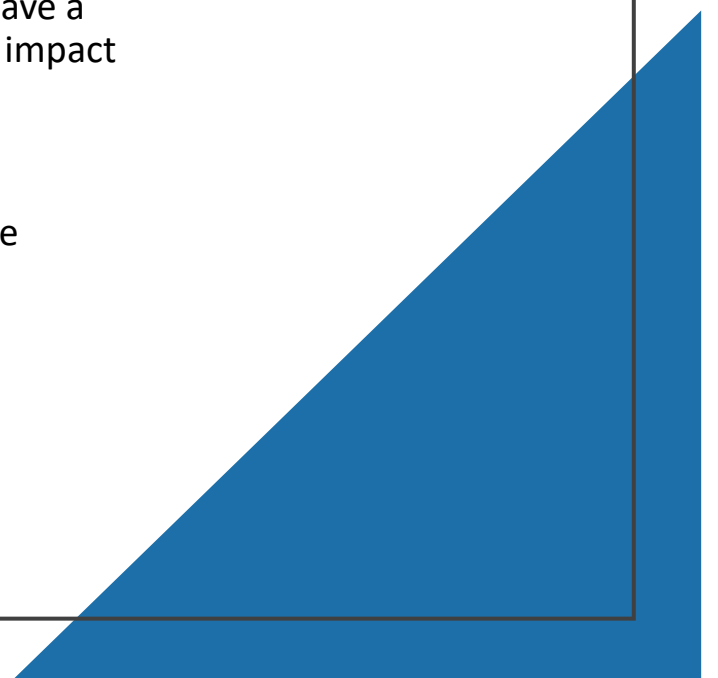


Pillar Two – Signature Partnership

(3-5 annually)

The overarching purpose of a Signature Event is to draw visitors to the Hawaiian Islands from outside of the State to attend or participate in high profile events. Signature Events are designed to have a high level of TV, web, and print exposure in the major market areas and significant economic impact as measured by the number of out-of-state participants.

HTA will strategically prioritize partnerships in the Signature tier with College Football, College Basketball and Professional Triathlons.

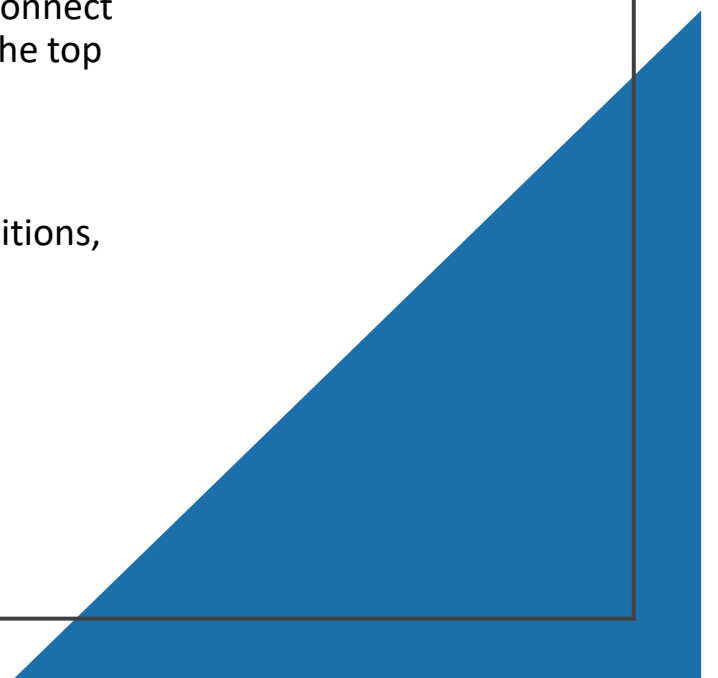


Pillar 3 – Hawai‘i Authentic

(6-8 annually)

Hawai‘i Authentic events started here. Across all islands, these events will couple traditional Hawaiian pursuits with existing brands and sponsors. These events will draw world-class athletes and connect with local residents. They will provide an opportunity for our communities to view up-close the top performers in sports that many grew up participating in, and are still active in, today.

HTA will strategically prioritize partnerships in the Hawai‘i Authentic tier with Surfing competitions, Beach Volleyball tournaments and Canoe Paddling races.



Pillar 4 – Community Partnerships

(12-15 annually)

HTA will continue to partner with sports events, activities, and competitions that serve to perpetuate Hawaiian and local culture that are significant to our community. These programs will attract state-wide, country-wide and international competitors, and raise their awareness and understanding of Hawai'i's unique sports history and culture through an authentic experience. These kinds of programs have proven to encourage and inspire healthy communities through interactions and engagement, as well as economic gain for residents and local businesses. Overall, these programs promote our sustainable tourism model. When appropriate HTA will fund culturally relevant programs through our Kūkulu Ola, Aloha 'Āina and Community Enrichment Program contracts.

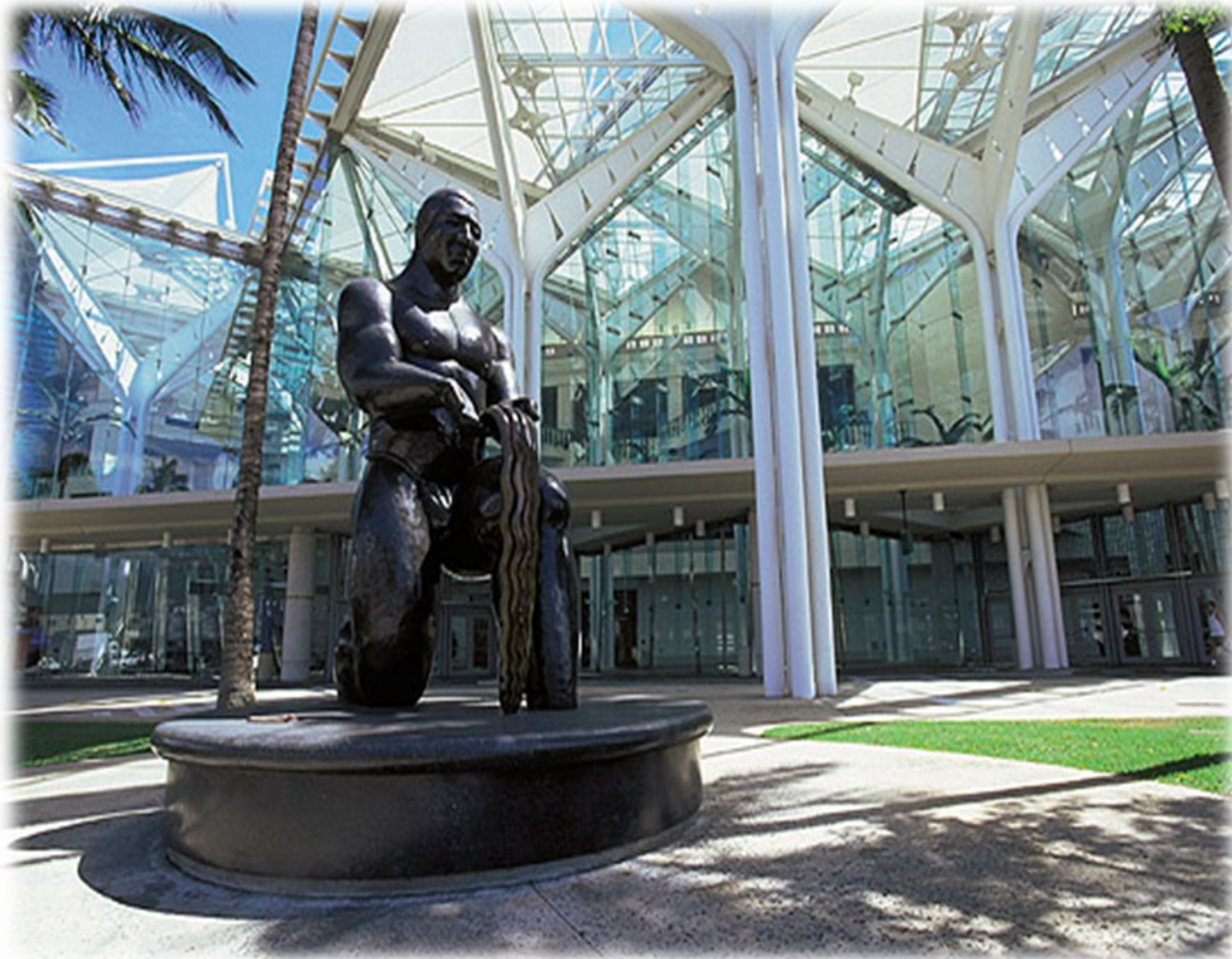
HTA will strategically prioritize partnerships in the Community tier with Rodeo's, Fishing Tournaments, Local Surfing Competitions, Local Paddling Competitions.

MAHALO

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Report by the Branding Standing Committee on the
HTA's Meetings, Conventions, and Incentives Target

Hawai'i Convention Center



Update for
August 2022
(September 2022 meeting)



Recent Events @ Hawai'i Convention Center

- 2022 Magic Island Hawai'i Classic Volleyball (Aug 26-27), 250 attendees
- Okinawan Festival (Sept 3 - 4), 35,000 attendees
- Jurassic Empire (Sept 10-11), 2000 attendees



Client Feedback

College Tournaments Hawaii LLC. would like to thank the Hawaii Convention Center, specifically Teri Orton (GM), Trevor Newman (Senior Sales Manager), Sherry Kaiwi (Director of Event Management), and Kealoha Chang (Events Manager) for making this first of its kind event all possible.

We look forward to a continued partnership for many more events.

Julian Nakanishi
Executive Director
College Tournaments Hawaii LLC



Definite Citywide Bookings for FY 2023

Start Date	End Date	Event Name	Forecast Attendance	Contracted Rooms	EI Value	Tax Generation
7/1/2022	7/3/2022	Pacific Rim Championship 2022 (Jam on It)	1,600	1,000	\$5,048,727	\$590,701
7/10/2022	7/15/2022	Goldschmidt Conference 2022	2,500	5,100	\$13,129,182	\$2,154,234
10/19/2022	10/28/2022	2022 Applied Superconductivity Conference	1,800	4,670	\$11,960,948	\$1,399,435
11/7/2022	11/16/2022	Confidential Association Meeting	3,500	8,371	\$23,728,741	\$2,776,263
4/11/2023	4/23/2023	American Roentgen Ray Society	2,500	3,844	\$18,342,486	\$2,146,071
	5	Total	11,900	22,985	\$72,210,084	\$9,066,704



Upcoming Local/Citywide Events

- Hula Halau 'O Kamuela 20th Anniversary Ho'ike (Sept 24), 1,200 attendees
- Hawai'i World Class Wedding Expo (Sept 24-25), 3,150 attendees
- 2022 Applied Superconductivity Conference (Oct 19-28), 1800 attendees



Definite Local Bookings for next 3 months

October 2022				
	Start Date	End Date	Description	Forecast Attendance
1	10/01/22	10/01/22	HPMG Annual Dinner	800
2	10/03/22	10/05/22	School Safety Conference	800
3	10/03/22	10/05/22	Applied Behavior Analysts Conference	150
4	10/07/22	10/07/22	HBR Candidate & Agent Forum	495
5	10/08/22	10/08/22	Universal ShowQueen Pageant...The Ultimate in Boy Beautiful	1,000
6	10/09/22	10/09/22	Gay Bowl XXII Closing Reception	800
7	10/12/22	10/12/22	Kalani High School PSAT Testing	370
8	10/14/22	10/14/22	2022 SHRM Hawaii Annual Conference	400
9	10/15/22	10/15/22	WorldRemit Hawaii Concert	1,000
10	10/15/22	10/15/22	Trinity Kings 11	800
11	10/16/22	10/28/22	NAVFAC Pacific Meeting	160
12	10/17/22	10/17/22	Stars of Oceania	300
13	10/17/22	10/17/22	PFA Hawaii	1,000
14	10/18/22	10/18/22	Global Breadfruit Summit	300
15	10/18/22	10/18/22	2022 Fall Honolulu National College Fair - NACAC	5,000
16	10/19/22	10/19/22	Lecture Hosted by Japan Hawaii Travel Association	150
17	10/19/22	10/19/22	Schools of the Future (Jamf Pre-Conference Sessions)	30
18	10/20/22	10/22/22	Schools of the Future Conference	1,500
19	10/20/22	10/20/22	Schools of the Future - HCF Dinner	50
20	10/24/22	10/26/22	Pacific Tech 2022	150
21	10/25/22	10/25/22	Matt Tsuruda Organizational Open	280
22	10/26/22	10/26/22	Yamamoto Organizational Open	350
23	10/28/22	10/28/22	Water Resilience in Hawaii, A UH Innovation Conference	200
24	10/28/22	10/28/22	Professional Community Day - Session 2	150



Cont...

Definite Local Bookings for next 3 months

November 2022				
	Start Date	End Date	Description	Forecast Attendance
1	10/31/22	11/03/22	TRY Group 2022	100
2	11/01/22	11/02/22	Honeymoon Friends Filming	365
3	11/04/22	11/04/22	HMSA Annual Meeting	1,000
4	11/04/22	11/04/22	Hawaii Food & Wine Festival - On Cloud Wine	1,000
5	11/05/22	11/05/22	Hawaiian Dredging Construction Company's Annual Dinner and Service Awards Banquet	500
6	11/16/22	11/16/22	Protect Our Water Conference	200
7	11/17/22	11/17/22	Cancer Survivorship Conference	250
8	11/18/22	11/20/22	Coin Show Expo 2022	1,000
9	11/18/22	11/18/22	PBX-22	2,000
10	11/18/22	11/18/22	Hawaiian Electric Annual Leadership Meeting	300
11	11/18/22	11/20/22	Hawaii Pacific Model United Nations	350
12	11/19/22	11/19/22	Shawn Ray Hawaiian Classic 2022	1,000
13	11/19/22	11/19/22	EMT I Written Test	400
14	11/26/22	11/27/22	Aloha Region Thanksgiving Tournament	3,000
15	11/26/22	11/26/22	Dragon Beat Recital/Dragon Beat Taiko Drumming Concert with Tsutomu Nakai	400
16	11/26/22	11/26/22	Super Saturday Showcase	1,000





Cont...

Definite Local Bookings for next 3 months

December 2022				
	Start Date	End Date	Description	Forecast Attendance
1	12/02/22	12/02/22	Honolulu Board of REALTORS General Membership Meeting	1,200
2	12/02/22	12/03/22	Central Pacific Bank Holiday Party	1,000
3	12/03/22	12/03/22	Helping Ohana - Casino Night	350
4	12/04/22	12/04/22	Hawaii Youth Symphony - Symphony Program Winter Concert 2022	400
5	12/08/22	12/12/22	2022 Honolulu Marathon Expo	20,000
6	12/10/22	12/10/22	JROTC Military Ball	950
7	12/10/22	12/11/22	Ho'omau Hawai'i Market	3,500
8	12/16/22	12/16/22	Holiday Pa'ina Lunch	30
9	12/17/22	12/19/22	Hoops in Hawaii 2022	1,000
10	12/17/22	12/18/22	Aloha Region Christmas Festival	3,000
11	12/17/22	12/17/22	120th Anniversary of Immigration - America Opening Concert	450



Tentative Local Bookings for Next 3 Months

Start Date	End Date	Event Name	Forecast Attendance
11/18/22	11/18/22	Kaiser Permanente - Sales Team Building Meeting	90
11/18/22	11/18/22	Kaiser Permanente - Quality Meeting	35
11/18/22	11/18/22	Kaiser Permanente - Nursing Leadership Training	50
12/01/22	12/05/22	Confidential	1,400
12/05/22	12/09/22	HTA Fall Tourism Update	1,000
12/11/22	12/16/22	AECOM - HRD-H 65% Ph1 Design Review Meeting	100
12/19/22	01/03/23	Holiday Show	0



Mahalo Nui Loa

A close-up photograph of a sailboat's rigging. The image shows a complex network of white ropes and lines. In the foreground, a wooden boom is visible, with a pulley block attached. The background is slightly blurred, showing more of the boat's structure and some green foliage. The text "Mahalo Nui Loa" is overlaid in the center in a white, sans-serif font.



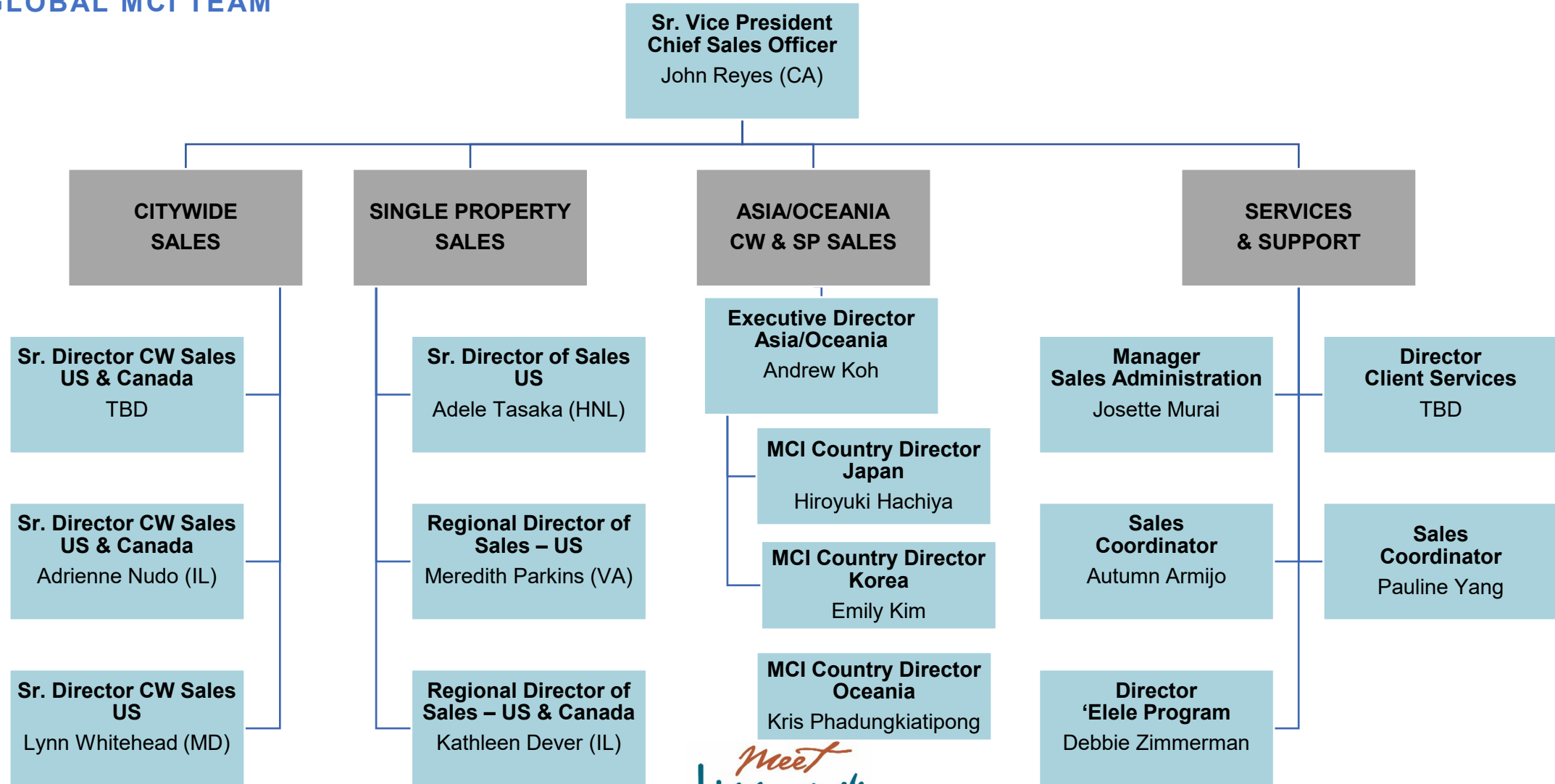
**HTA BRANDING STANDING
COMMITTEE
GLOBAL MCI – CITYWIDE REVIEW
September 2022**

John Reyes

Senior Vice President

Chief MCI Sales Officer

GLOBAL MCI TEAM



CITYWIDE STARTING POINT



The Basics

Who are we targeting? Medical/Scientific/Technology
(Associations and Corporate)

What are the Sales Goals?	<u>Definite RN</u>	<u>Tentative RN</u>
CY 2022	67,450	207,750
CY 2023 (Proposed)	101,700	240,087

Why are there not more citywide events? Historical Lead Time
- Is there a strategy? Target Events Year

Why should we invest in the Convention Center? \$795,153,854



IT STARTS WITH SALES

Pre 2020: Hawai'i Convention Center oversees citywide sales/marketing

January 2020: Meet Hawai'i / HVCB assumes citywide sales/marketing

Citywide

Structure

	Pre-Covid	Covid	Post Covid
Sellers:	5	*	3**
Client Services:	1	*	1
Coordinators	2	*	2

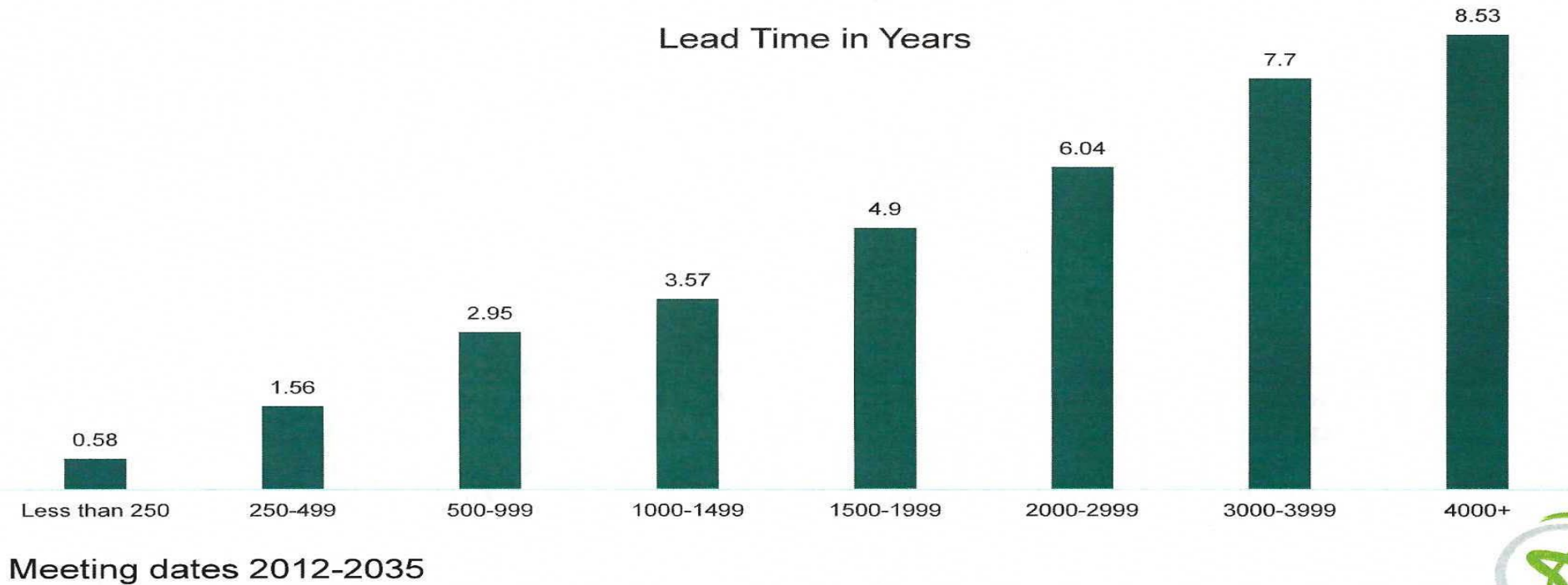
* Eliminated Citywide Sales absorbed by Single Property Sellers

**Two of Three Citywide Sellers have been aboard less 1 year



Historical Lead Time

While the TAP report considers both historical and future lead times to calculator pace targets, a simple illustration of historical lead times on bookings is helpful to appreciate the length of time sales managers need to be working on events prior to arrival. In other words, sales managers need to be working events four years in advance for the lowest Tier I events of 1,000-1,499 peak room events.



2 synergize

EVENT PLACEMENT

Describes the most important business opportunities for Hawai'i Convention Center citywides by establishing three tiers based upon the event's peak room night requirement.

▪ Tier One	> 1,000 on peak	Long Term (Medical, Scientific, Technology) (Midwest 38%/East-Southeast 41%/West 11%/Intl 10%)	4 – 9 yrs
▪ Tier Two	250 – 999 on peak	Short Term Need Strategy (Corporate/Association/Sports)	2 – 3 yrs
▪ Tier Three	Local / Less than 250 peak	(Corporate/Sports)	> 6 month

BOOKING GUIDELINES: Used for prospecting and solicitation of citywide events. Key variables Time of Year, Peak Rooms of Events, Amount of Exhibit Hall, Control HCC Inventory, Free Sale Clause, Multi-Year Bookings

STAKEHOLDER EVENT RATING

1. Time of Year
2. Rate Range
3. Food Beverage Spend



Citywide Lead Time

CY	Tier 1	Tier 2	Tier 3
Year	<u>1,000+</u>	<u>>999</u>	<u>>250</u>
2022	2026	2025	2022
2023	2027	2025	6-month window
2024	2028	2026	2024
2025	2029	2027	2025



Current OTB # Events & Peak By Year

Peak Room Size	TARGET	2023	2024	2025	2026	2027	2028	2029	2030	2031
Tier III Less 250	8	2								
Tier II 250-499	8	2	2							
500-999										
Tier 1 1000 – 1499	11	4	4	6	1				1	
1500 – 1999										
2000 --2999										
3000-3999										
4,000 greater										
Total # of Events	27	8	6	6	1	0	0	0	1	0
Total Room Nights										



Future Target Goals by # Events & Peak By Year

Peak Room Size	TARGET	2023	2024	2025	2026	2027	2028	2029	2030	2031
Tier III Less 250	8	4	6	6	8	8	8	8	8	8
Tier II 250-499	8	4	6	8	8	8	8	8	8	8
500-999										
Tier 1 1000 – 1499	11	4	4	6	8	11	11	11	11	11
1500 – 1999										
2000 --2999										
3000-3999										
4,000 greater										
Total # of Events	27	12	16	20	24	27	27	27	27	27
Total Room Nights										



FUTUREPACE CONVENTION CENTER 8 YEAR PACE



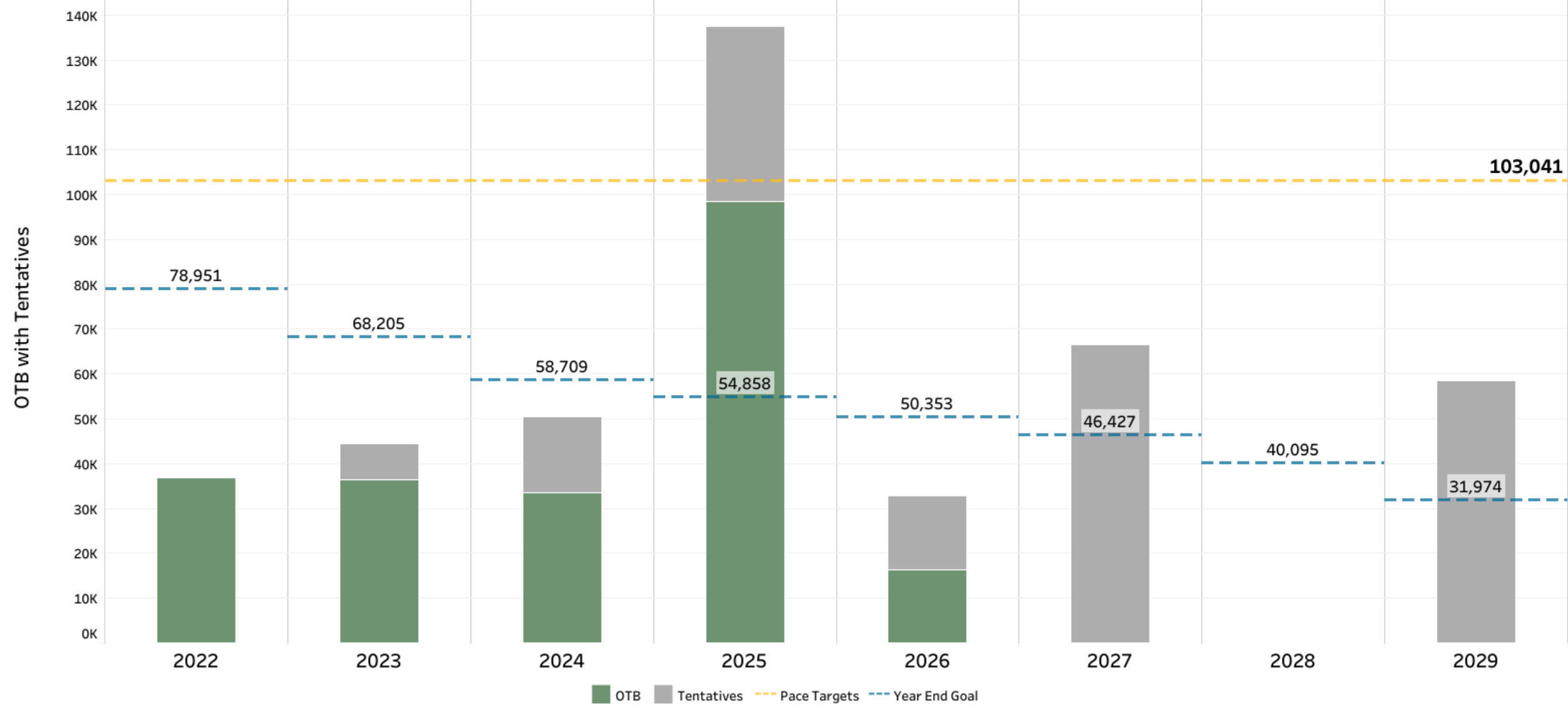
Hawai'i 8 Year Future Pace for Citywide

Number of events and room nights on the books for each year 2022-2029 against a 3-year average year-end goal. Data last refreshed on 8/9/2022 11:05:34 PM

- Citywide
- Single Property



	2022	2023	2024	2025	2026	2027	2028	2029
% to Target	47%	53%	57%	179%	32%	0%	0%	0%



PRIORITY 1: BOOK SHORT-TERM CITYWIDE BOOKINGS 2023 - 2026

Meet Hawai'i priority is to book short-term citywide groups 2023 – 2026 and optimize placement of high value citywide events for 2027 and beyond.

Short-term Citywide Groups (2023 – 2026)

Meet Hawai'i has a list of high value citywide customers already being targeted by our citywide sales team to fill short-term (2023-2026) booking opportunities for the Hawai'i Convention Center.

- Focus on Midwest and East Coast accounts where Meet Hawai'i has two veteran citywide sellers remotely located in Chicago and greater Washington DC area.
- Focus on Corporate Groups booking window one year to three-year window
- Oceania/Japan: Meet Hawai'i has added a Global MCI Team and starting to work on citywide opportunities from Oceania and Japan
- Sports Groups: Meet Hawai'i in partnership with Hawai'i Convention Center are working closely to book short-term sports groups



PRIORITY 2: BOOK LONG-TERM CITYWIDE GROUPS 2027 AND BEYOND

Meet Hawai'i specific target audience for long-term citywide bookings for 2027 and beyond are national associations who plan their annual meetings five plus years out. Meet Hawai'i will also prospect single property event opportunities from these accounts

- US Associations: 11 national association 2027, 2028 and 2031 open dates
- Asia: Large incentive groups 2,500 – 3,500 pax with group pattern of four to five nights/
Leading Third Parties
- Third-Party Planners: Representing citywide groups, Conference Direct, Maritz Global Events,



CURRENT PRODUCTION VS LAST YEAR

2022 Sales Production	2022 Annual Target	Aug 22 MTD	Aug 21 LYMTD	Variance	2022 YTD	2021 LYTD	Variance
Total Citywide Tentative RN	207,750	62,239	31,670	+197%	198,002	94,123	+210%
Total Citywide Definite RN	67,450	5,000	3,911	+128%	34,170	3,911	+++
Total Single Property Tentative RN	571,900	35,146	27,551	+128%	324,135	315,600	+3%
Total Single Property Definite RN	153,600	25,205	1,236	+++	93,205	41,092	+222%



CURRENT PRODUCTION VS. 2019

2022 Sales Production	2022 Annual Target	August 22 MTD	August 19 LYMTD	Variance	2022 YTD	2019 LYTD	Variance
Total Citywide Tentative RN	207,750	62,239	71,240	-13%	198,992	241,402	-18%
Total Citywide Definite RN	67,450	5,000	0	+++	34,170	22,520	+52%
Total Single Property Tentative RN	571,900	35,146	46,117	-24%	324,135	458,972	-29%
Total Single Property Definite RN	153,600	25,205	4,298	+586%	93,205	90,069	+3%



ACTIVE OPPORTUNITY LIST

CY Year	# Tentative Events by Year	Tentative Rooms by Year	Active Close	Definite RN Impact
2023	2	8,105	2	8,105
2024	3	16,911	2	16,911
2025	4	39,145	1	34,126
2026	3	16,545	3	16,545
2027	5	66,406	3	58,758
2028	0	0	0	0
2029	3	58,439	2	15,089
2030	0	0	0	0
2031	0	0	0	12,150
2032	1	12,150	1	0
Total	20	217,701	15	132.454



MAHALO!



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Report by the Branding Standing Committee on the
HTA's Marketing Effectiveness Study



Hawai'i Tourism Authority
Marketing Effectiveness Study
Highlights

July – December 2021

Wave 5 Report

HTA Branding Standing Committee

Prepared by



Omnitrak
UNEARTH AHA! INSIGHTS. MASTER YOUR MARKET.

Methodology

Target Audience/Markets

-
- Random sample of U.S., Canada, Japan, and Korea residents
- **U.S.: 1,202 sample**
 - Typically travel for leisure by air 500 miles or more in past 12 months with household income of \$75,000 or higher
 - U.S. West includes states of Alaska, California, Oregon, Washington, Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming
 - U.S. East includes all continental states not in U.S. West region
- **Canada: 601 sample**
 - Typically travel for leisure by air 500 miles or more in past 12 months with household income of \$75,000 CAD or higher.
- **Japan: 600 sample**
 - Typically travel internationally for leisure in past 24 months with household income of 3,999,000 Yen or higher.
- **Korea: 600 sample**
 - Typically travel internationally for leisure in past 24 months with household income of 30,000,000 won or higher.

Timeframe

- **Wave 5: Data collection January – March 2022 for marketing activities between July – December 2021**

Survey Methodology

- Online surveys taken by Prodege panelists
- Paid media consumption measured through recognition of ads via TV/video, untagged digital, and social media
- Owned media recognition of Hawai'i channels, including website, YouTube, Facebook, or Instagram
- Earned media recall of articles and stories

Key Takeaways

1

In the wake of the pandemic, vacationers seek “R&R”, less interested in new learnings, cultures

Compared to pre-pandemic times, vacations first and foremost continue to be about escape, rest and relaxation, but are also cited less often as opportunities to experience other cultures and learn new things. In selecting a leisure destination, travelers now prioritize safety/security, getting away from it all, and a sense of relaxation, while unique experiences/scenery and history/culture have become less important.

2

Fueled in part by pent-up travel demand, future travel interest in Hawai‘i exceeds pre-pandemic levels.

Interest in visiting Hawai‘i in the next 12 months has surpassed pre-pandemic levels within each of the Major Market Areas measured.

3

Top destination perceptions of Hawai‘i have shifted, though unique scenery and authentic experiences remain strong.

Compared to pre-pandemic measures, top destination perceptions of Hawai‘i have changed. Within its competitive set, Hawai‘i is now most strongly perceived as a destination with unique scenery, residents and visitors who follow health/safety guidelines, great shopping, minimal crowds, authentic experiences and ease of access to/from/within.

4

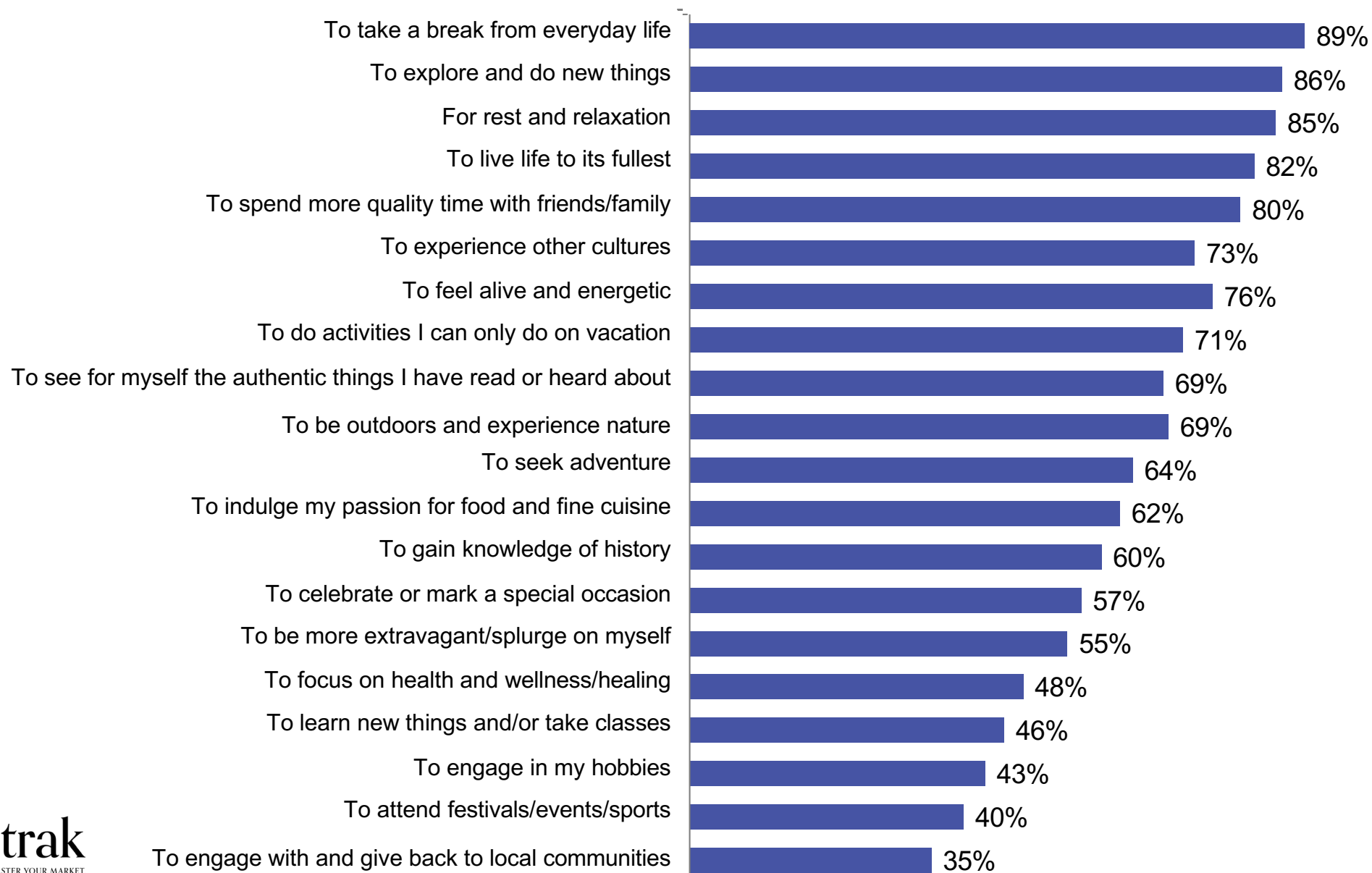
Hawai‘i IMC marketing boosts sustainability, history/culture brand perceptions of the state

Awareness of Hawai‘i’s Integrated Marketing Campaigns (IMC’s) strengthens perceptions of the state as a destination with sustainable practices, history and culture rather than being simply a great getaway, a place of relaxation. Moving forward, IMC efforts should continue to build destination perceptions in these areas to attract a visitor more attuned with the state’s regenerative offerings.

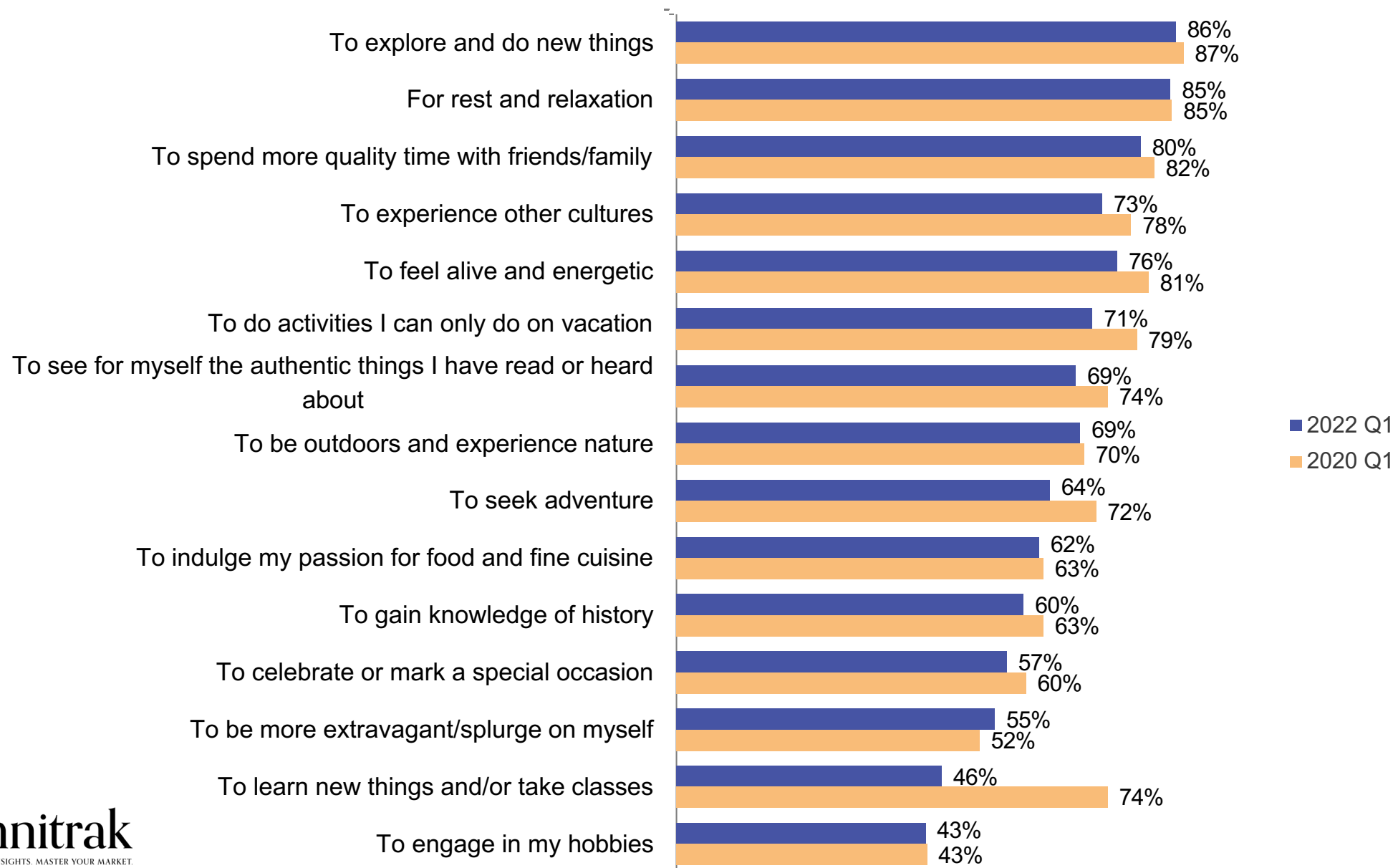
1

Summary of Market – U.S.

Reasons for Taking a Vacation – Top 2 Box Very/Extremely Important (Total US)



Reasons for Taking a Vacation – Top 2 Box Very/Extremely Important (Total US)



Top Destination Selection Attributes – U.S. West & US East

US West	2022 Qtr 1	2020 Qtr 1	DIFF
Safe and secure	89%	88%	+1 pt
Great place to get away from day-to-day life	84%	83%	+1 pt
Welcoming/open to people like me	80%	- -	NA
Clean environment	79%	78%	+1 pt
Sense of relaxation, a place to unwind and re-energize	79%	82%	-3 pts
Authentic experiences	78%	83%	-5 pts
Friendly local people	77%	81%	-4 pts
Offers a different experience than other places	77%	81%	-4 pts
Residents and visitors follow health/safety guidelines	76%	- -	NA
Unique scenery unlike anywhere else	76%	82%	- 6 pts
Variety of unique experiences and activities	75%	82%	-7 pts
Good value for the money	74%	77%	- 3 pts
Opportunities to discover new activities and experiences	74%	75%	- 1 pt
History and culture are intriguing	72%	78%	- 6 pts
Has consistent/dependable experiences	71%	80%	- 9 pts

US East	2022 Qtr 1	2020 Qtr 1	DIFF
Safe and secure	91%	85%	+6 pts
Great place to get away from day-to-day life	88%	83%	+5 pts
Sense of relaxation, a place to unwind and re-energize	84%	79%	+5 pts
Welcoming/open to people like me	81%	- -	NA
Clean environment	81%	79%	+2 pts
Authentic experiences	80%	81%	-1 pt
Good value for the money	79%	75%	+4 pts
Variety of unique experiences and activities	79%	81%	-2 pts
Offers a different experience than other places	77%	80%	-3 pts
Friendly local people	77%	75%	+2 pts
Unique scenery unlike anywhere else	77%	76%	+1 pt
Has consistent/dependable experiences	76%	74%	+2 pts
Easy to navigate and get around	76%	74%	+ 2 pts
Opportunities to discover new activities and experiences	75%	73%	+2 pts
Residents and visitors follow health/safety guidelines	74%	- -	NA

Destinations Considering/Planning to Visit – U.S. West

Considering for Next Overnight Vacation

U.S. West		2020 Q1	2022 Q1
1	Hawai'i	55%	53%
2	Mexico	28%	31%
3	Italy	27%	27%
4	Caribbean	30%	27%
5	Alaska	--	26%
6	United Kingdom	27%	22%
7	France	26%	20%
8	Australia	27%	19%
9	Other Europe	17%	18%
10	Central/South America	16%	16%
11	Switzerland	19%	13%
12	Southeast Asia	15%	13%
13	Germany	19%	12%
	Other	--	13%
	Not Considering	--	5%

Planning to Visit in Next 12 Months

U.S. West		2020 Q1	2022 Q1
1	Hawai'i	31%	42%
2	Mexico	11%	21%
3	Alaska	13%	17%
4	Caribbean	11%	13%
5	United Kingdom (UK)	11%	12%
6	France	9%	11%
7	Italy	8%	11%
8	Other Europe	5%	10%
9	Switzerland	6%	7%
10	Central/South America	6%	7%
11	Australia	7%	7%
12	Germany	5%	6%
13	Southeast Asia	4%	6%
	Other	--	14%
	Not Considering	--	12%

Destinations Considering/Planning to Visit – U.S. East

Considering for Next Overnight Vacation

U.S. East			
		2020 Q1	2022 Q1
1	Florida	45%	49%
2	Hawai'i	40%	37%
3	California		
4	Caribbean	34%	35%
5	Mexico	21%	23%
6	Italy	25%	22%
7	United Kingdom	25%	21%
8	France	18%	18%
9	Germany	14%	13%
10	Switzerland	14%	13%
11	Central/South America	13%	12%
12	Other Europe	13%	12%
13	Puerto Rico		12%
14	Bermuda	13%	11%
15	Iceland		
16	Southeast Asia	7%	
			5%
	Other	--	12%
		--	

Planning to Visit in Next 12 Months

U.S. East			
		2020 Q1	2022 Q1
1	Florida	29%	42%
2	California	15%	24%
3	Hawai'i	15%	23%
4	Caribbean	15%	19%
5	Mexico	8%	14%
6	France	7%	10%
7	United Kingdom (UK)	10%	10%
8	Italy	10%	10%
9	Other Europe	5%	8%
10	Germany	4%	7%
11	Puerto Rico	6%	7%
12	Central/South America	4%	6%
13	Switzerland	5%	6%
14	Bermuda	4%	5%
15	Southeast Asia	4%	3%
16	Iceland	4%	3%
17	Cuba	1%	2%
	Other		13%
	Not Considering	--	9%

Hawai'i's Top Destination Attributes vs Competitor Destinations – U.S. West

Hawai'i's Top 10 Destination Attributes vs Competitor Destinations

	Hawai'i	Europe	Caribbean	Southeast Asia	Mexico	Australia	Alaska	Central America
1 Residents/visitors follow health/safety guidelines	75%	20%	54%	16%	34%	23%	23%	15%
2 Easy to get there	72%	38%	54%	30%	41%	35%	39%	27%
3 Great shopping	70%	48%	46%	14%	22%	17%	16%	11%
4 Friendly local people	67%	45%	35%	22%	25%	37%	39%	16%
5 Quality culinary and dining experiences	67%	26%	33%	15%	25%	26%	25%	11%
6 Romantic	65%	34%	18%	11%	11%	41%	49%	10%
7 Authentic experiences	64%	42%	39%	30%	37%	45%	42%	24%
8 Unique scenery	62%	44%	47%	43%	32%	49%	57%	33%
9 Easy to navigate and get around	61%	29%	24%	11%	9%	38%	50%	9%
10 Minimal crowds/not busy	59%	57%	48%	53%	44%	51%	52%	42%

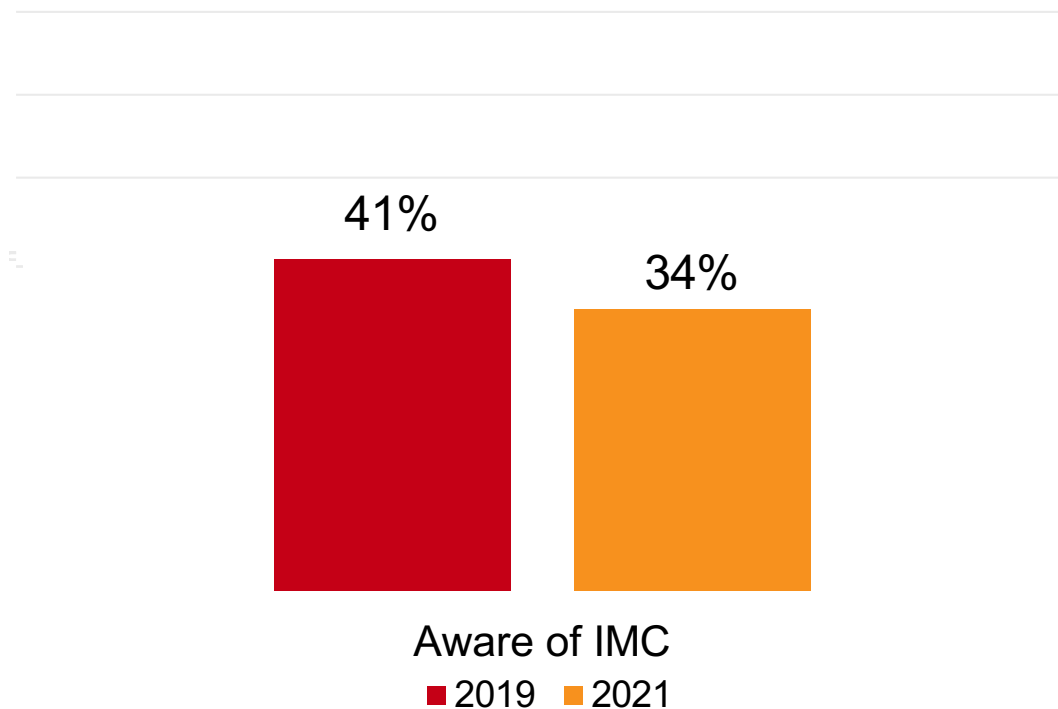
Hawai'i's Top Destination Attributes vs Competitor Destinations – U.S. East

Hawai'i's Top 10 Destination Attributes vs Competitor Destinations

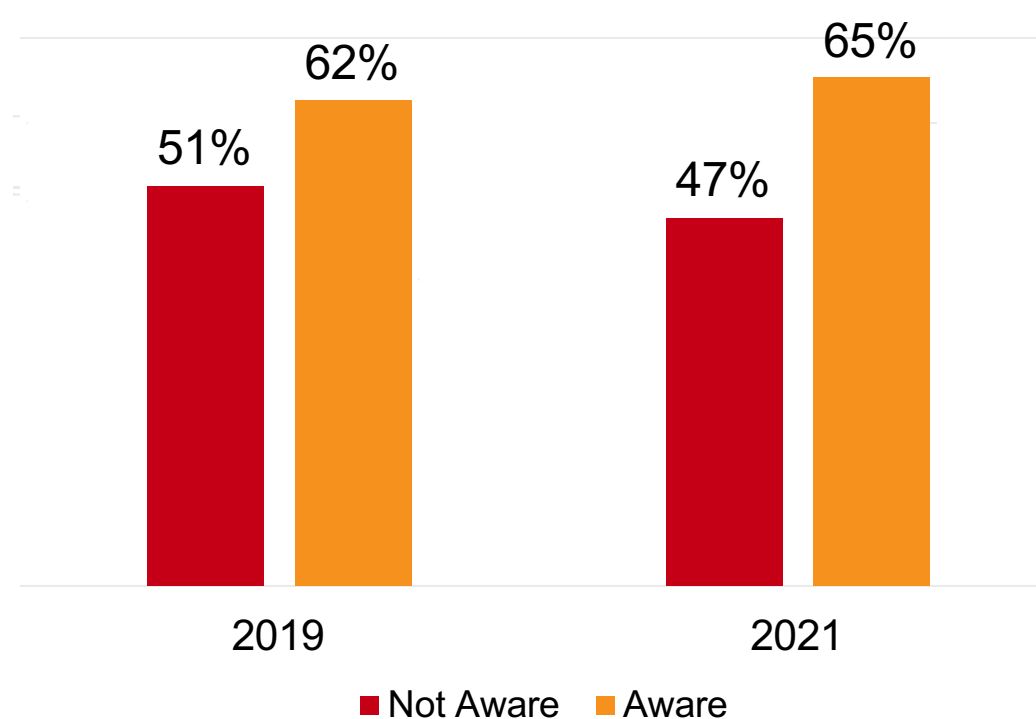
	Hawai'i	Europe	Caribbean	Mexico	Central America	Florida	Puerto Rico	California	South America
1 Unique scenery	66%	45%	45%	36%	34%	22%	29%	28%	36%
2 Residents and visitors follow health/safety guidelines	61%	21%	53%	32%	16%	42%	24%	30%	13%
3 Easy to get there	61%	36%	51%	34%	24%	40%	29%	31%	25%
4 Great shopping	60%	43%	47%	19%	10%	18%	18%	20%	12%
5 Easy to navigate and get around	53%	24%	25%	11%	11%	29%	11%	29%	10%
6 Has consistent/dependable experiences	53%	52%	45%	41%	35%	40%	34%	39%	37%
7 Family-friendly/activities for children	53%	37%	45%	46%	41%	16%	40%	14%	42%
8 Minimal crowds/not busy	52%	52%	45%	40%	38%	34%	34%	37%	39%
9 Authentic experiences	52%	34%	41%	30%	20%	50%	27%	43%	20%
10 Sense of relaxation, place to unwind and re-energize	49%	51%	41%	41%	33%	25%	32%	24%	38%

US West: Integrated Marketing Campaign (IMC) Awareness & Impact

Awareness

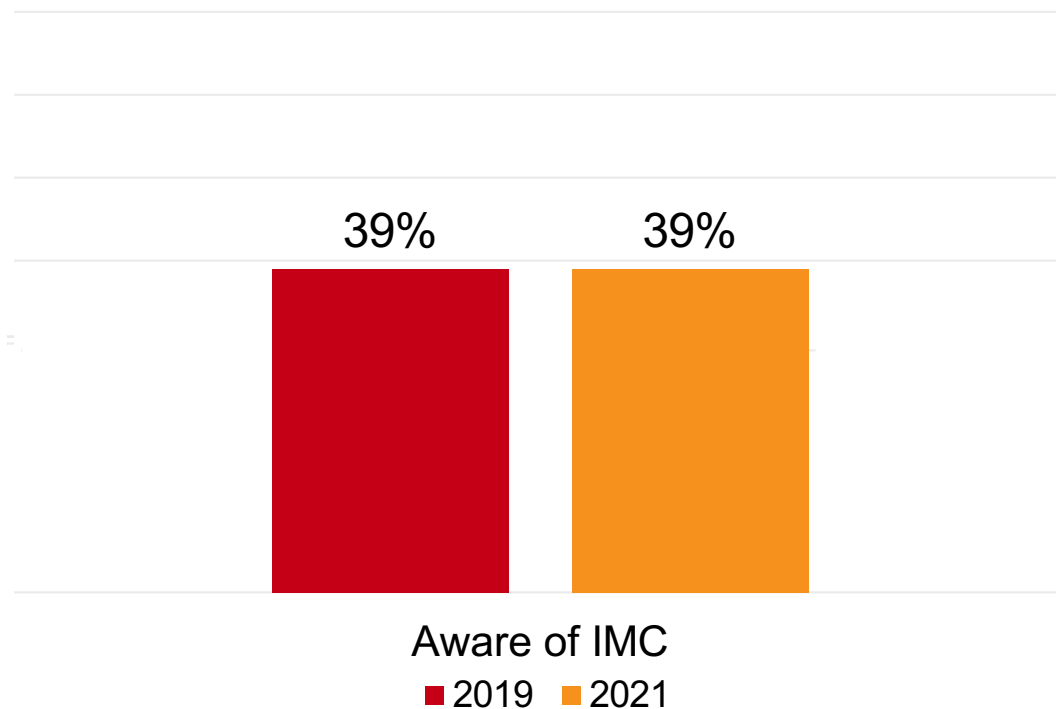


Impact on Travel Intentions (%Considering Hawai'i for Next Vacation)

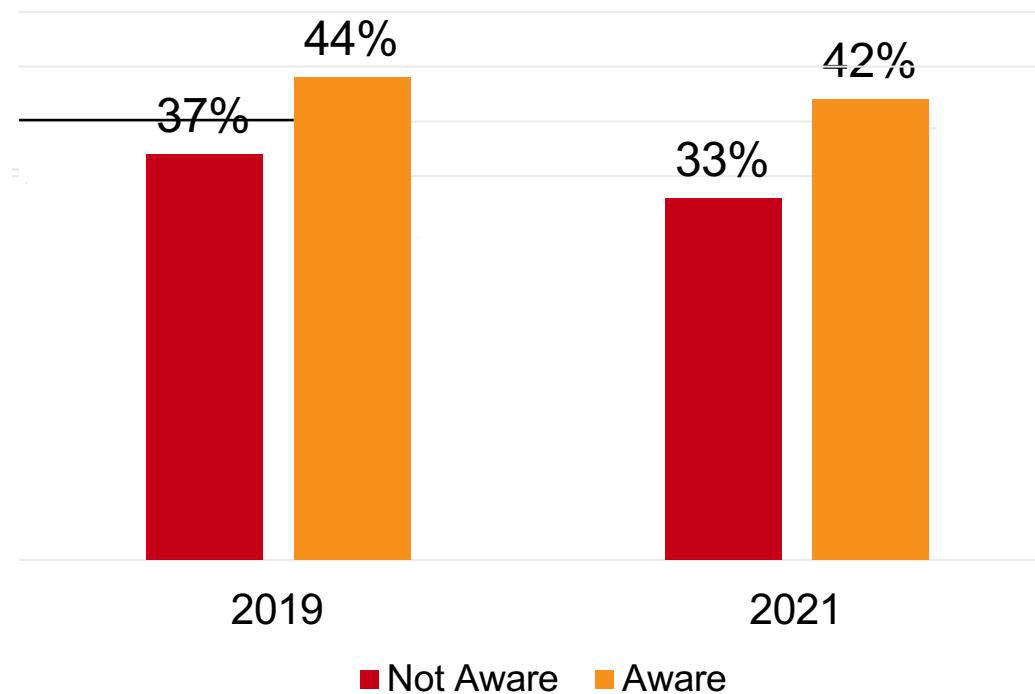


US East: Integrated Marketing Campaign (IMC) Awareness & Impact

Awareness

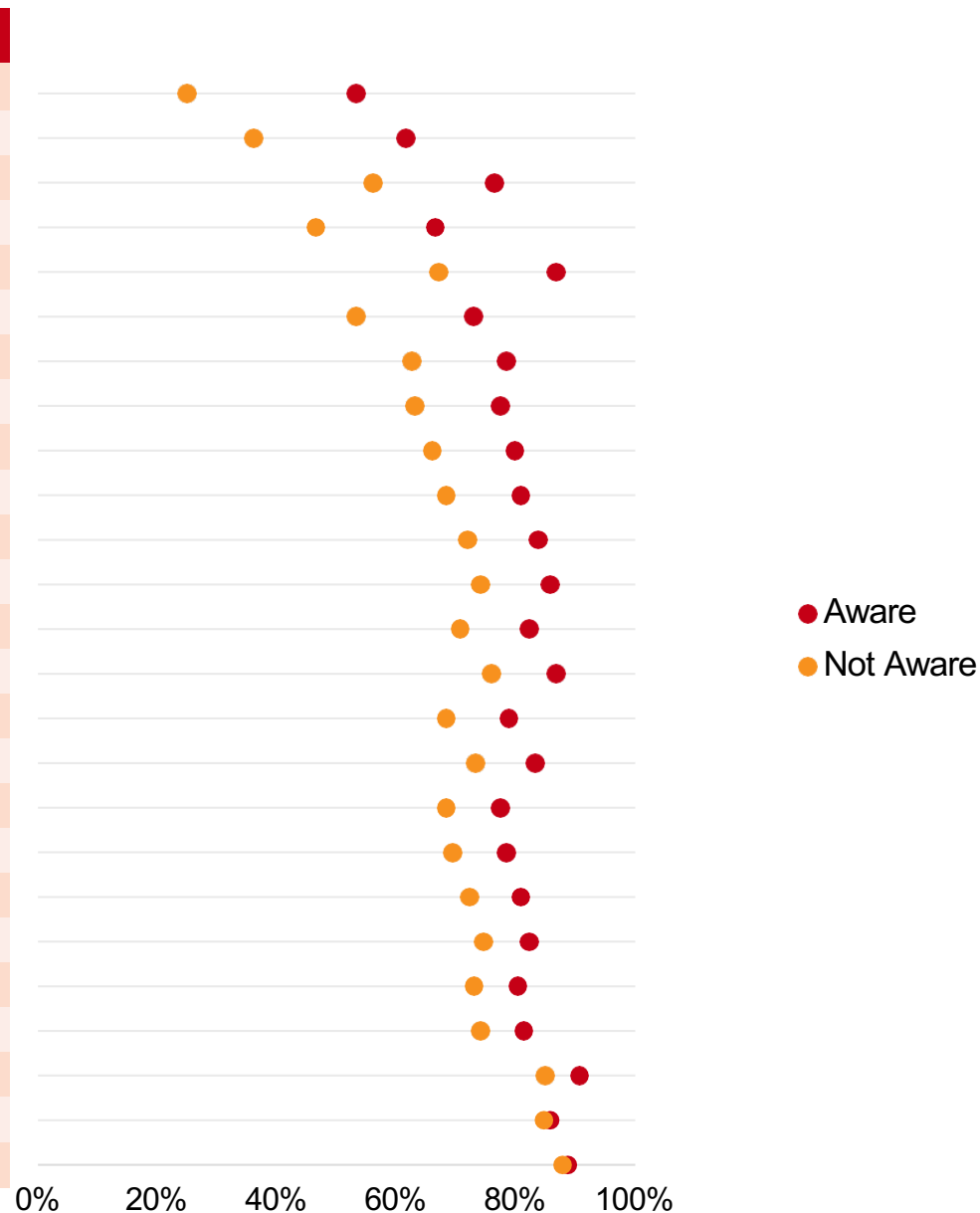


Impact on Travel Intentions (%Considering Hawai'i for Next Vacation)



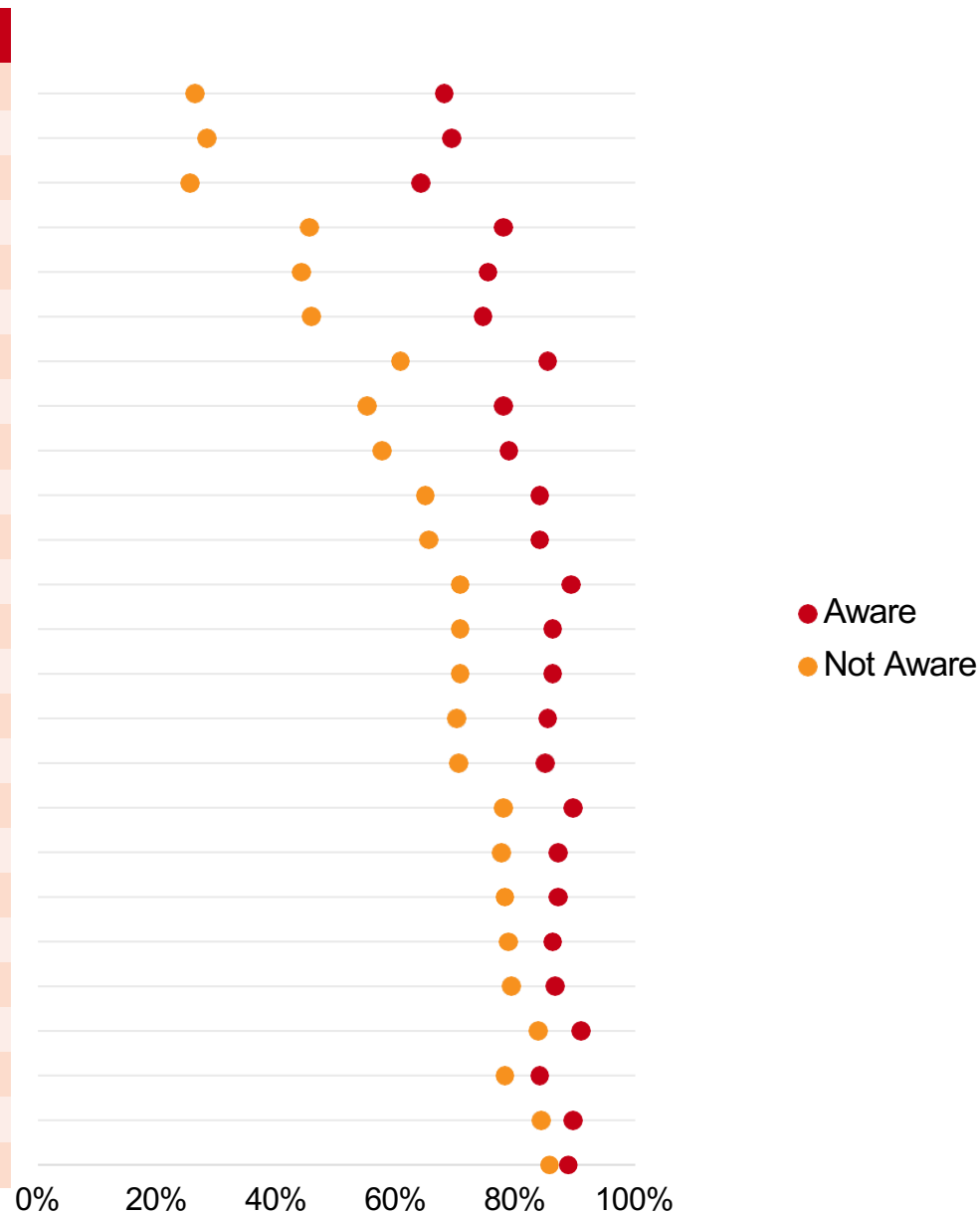
Marketing Impact on Hawai'i's Destination Attributes – U.S. West

Destination Attribute	Difference
Minimal crowds/not busy	+28 pts
Good value for the money	+25 pts
Easy to get there	+20 pts
Great shopping	+20 pts
History and culture are intriguing	+20 pts
Has sustainable practices	+20 pts
Easy to navigate and get around	+16 pts
Residents and visitors follow health/safety guidelines	+14 pts
Historic and cultural offerings	+14 pts
Family-friendly/activities for children	+12 pts
Welcoming/open to people like me	+12 pts
Variety of unique experiences and activities	+12 pts
Offers experiences with native people and their culture	+12 pts
Romantic	+11 pts
Quality culinary and dining experiences	+11 pts
Opportunities to discover new activities and experiences	+10 pts
Offers a different experience than other places	+9 pts
Friendly local people	+9 pts
Authentic experiences	+9 pts
Safe and secure	+8 pts
Clean environment	+7 pts
Has consistent/dependable experiences	+7 pts
Great place to get away from day-to-day life	+6 pts
Unique scenery unlike anywhere else	+1 pts
Sense of relaxation, a place to unwind and re-energize	+1 pts

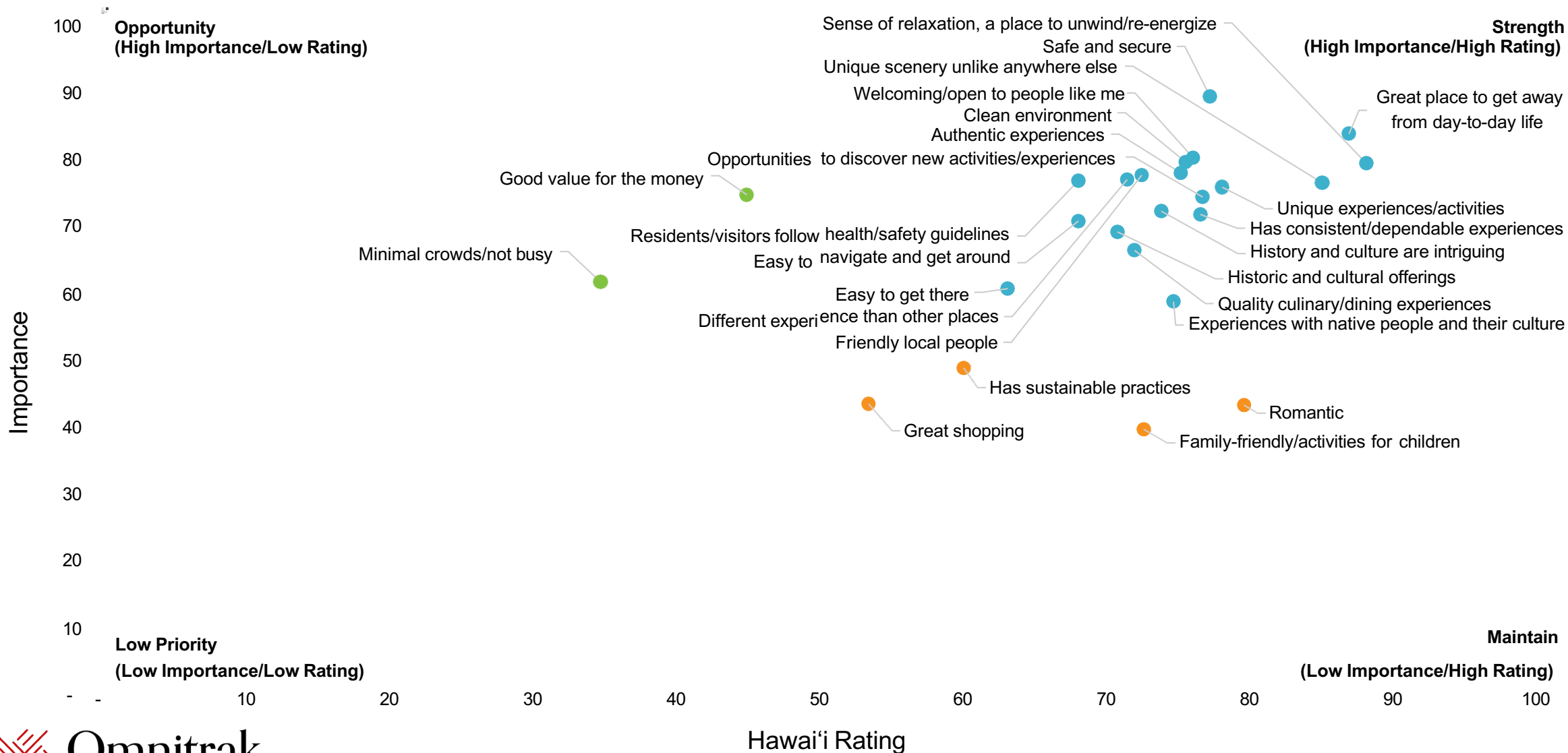


Marketing Impact on Hawai'i's Destination Attributes – U.S. East

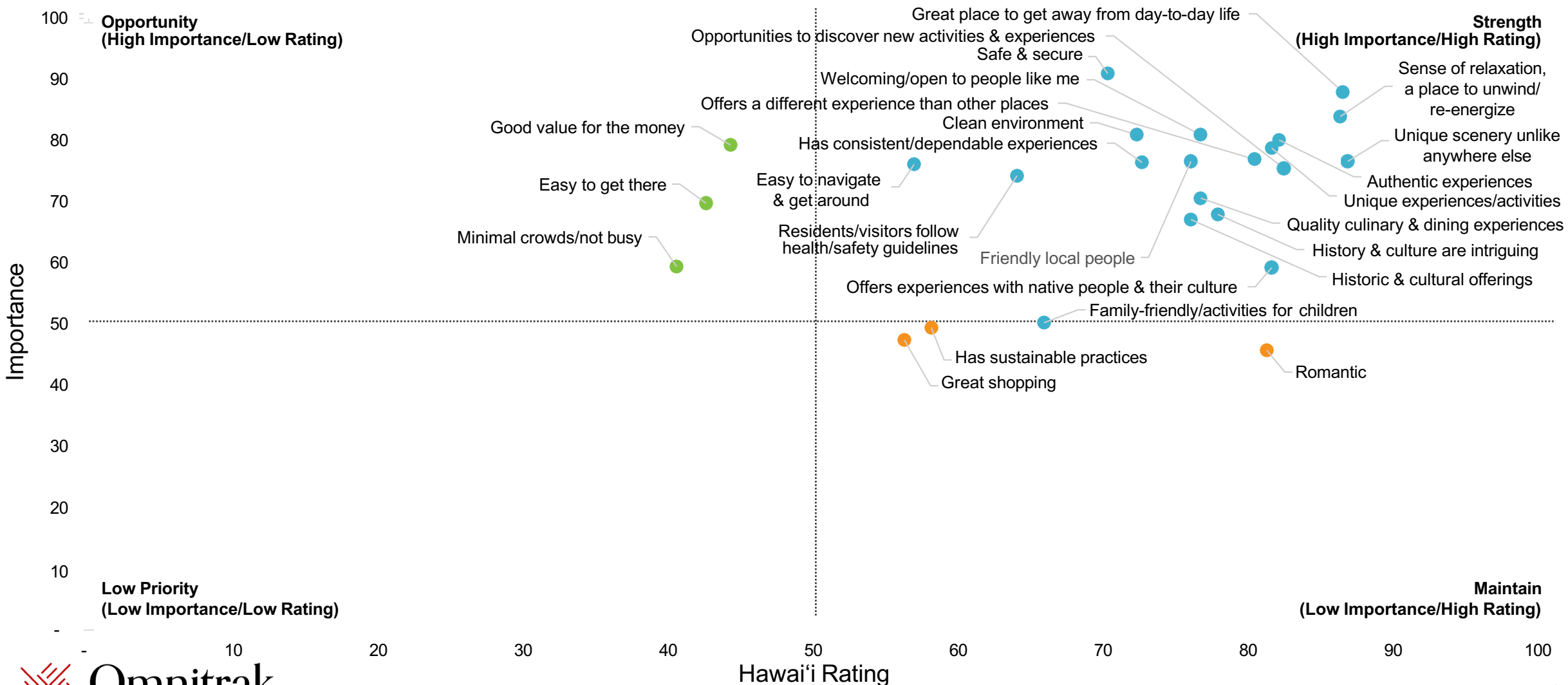
Destination Attribute	Difference
Easy to get there	+42 pts
Good value for the money	+41 pts
Minimal crowds/not busy	+39 pts
Has sustainable practices	+32 pts
Great shopping	+31 pts
Easy to navigate and get around	+29 pts
Safe and secure	+25 pts
Residents and visitors follow health/safety guidelines	+23 pts
Family-friendly/activities for children	+21 pts
Clean environment	+19 pts
Has consistent/dependable experiences	+19 pts
History and culture are intriguing	+19 pts
Quality culinary and dining experiences	+16 pts
Welcoming/open to people like me	+16 pts
Historic and cultural offerings	+15 pts
Friendly local people	+14 pts
Opportunities to discover new activities and experiences	+12 pts
Romantic	+9 pts
Offers experiences with native people and their culture	+9 pts
Variety of unique experiences and activities	+7 pts
Authentic experiences	+7 pts
Great place to get away from day-to-day life	+7 pts
Offers a different experience than other places	+6 pts
Sense of relaxation, a place to unwind and re-energize	+5 pts
Unique scenery unlike anywhere else	+3 pts



Destination Attributes – Importance vs Hawai'i Rating – U.S. West



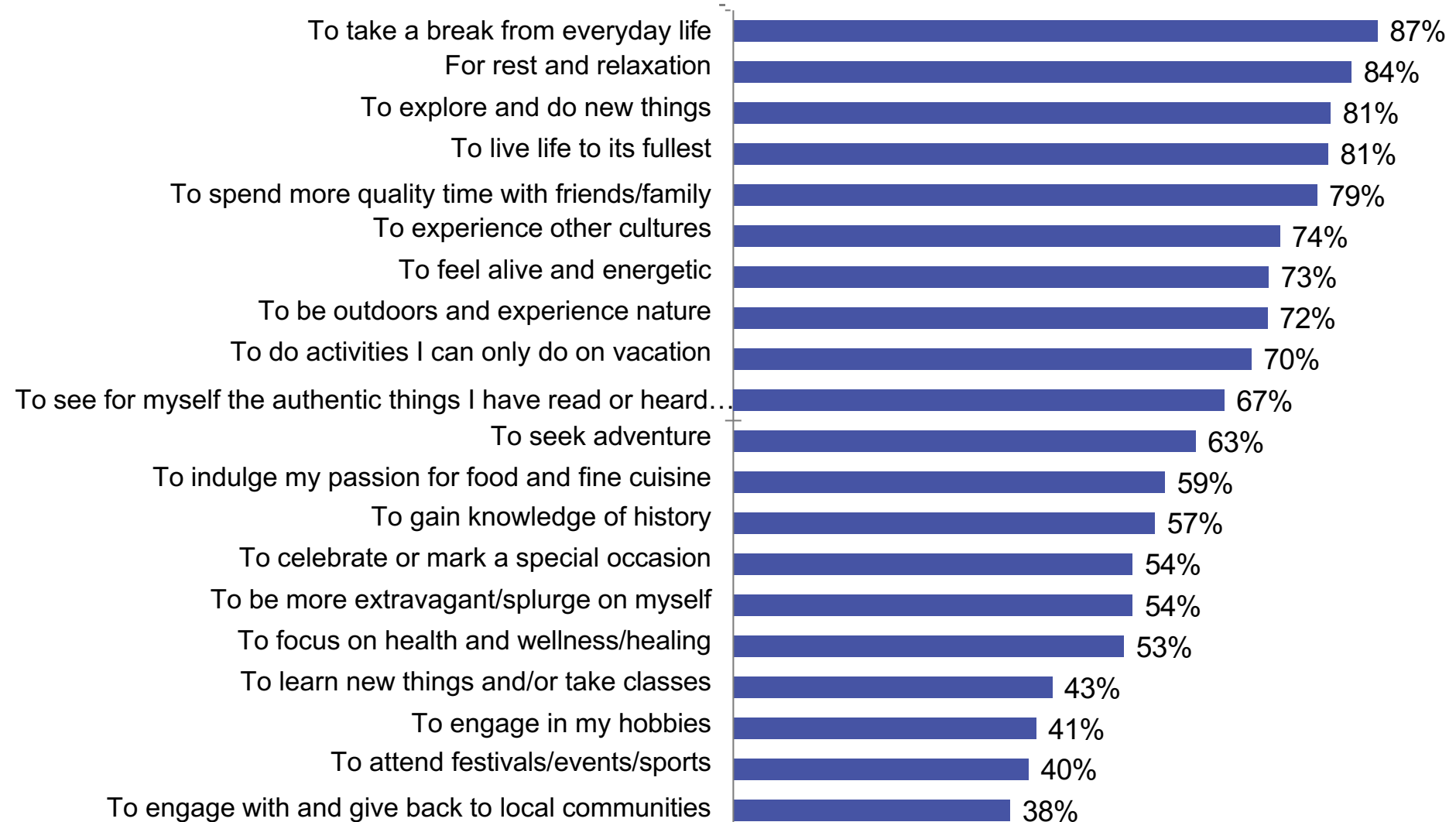
Destination Attributes – Importance vs Hawai'i Rating – U.S. East



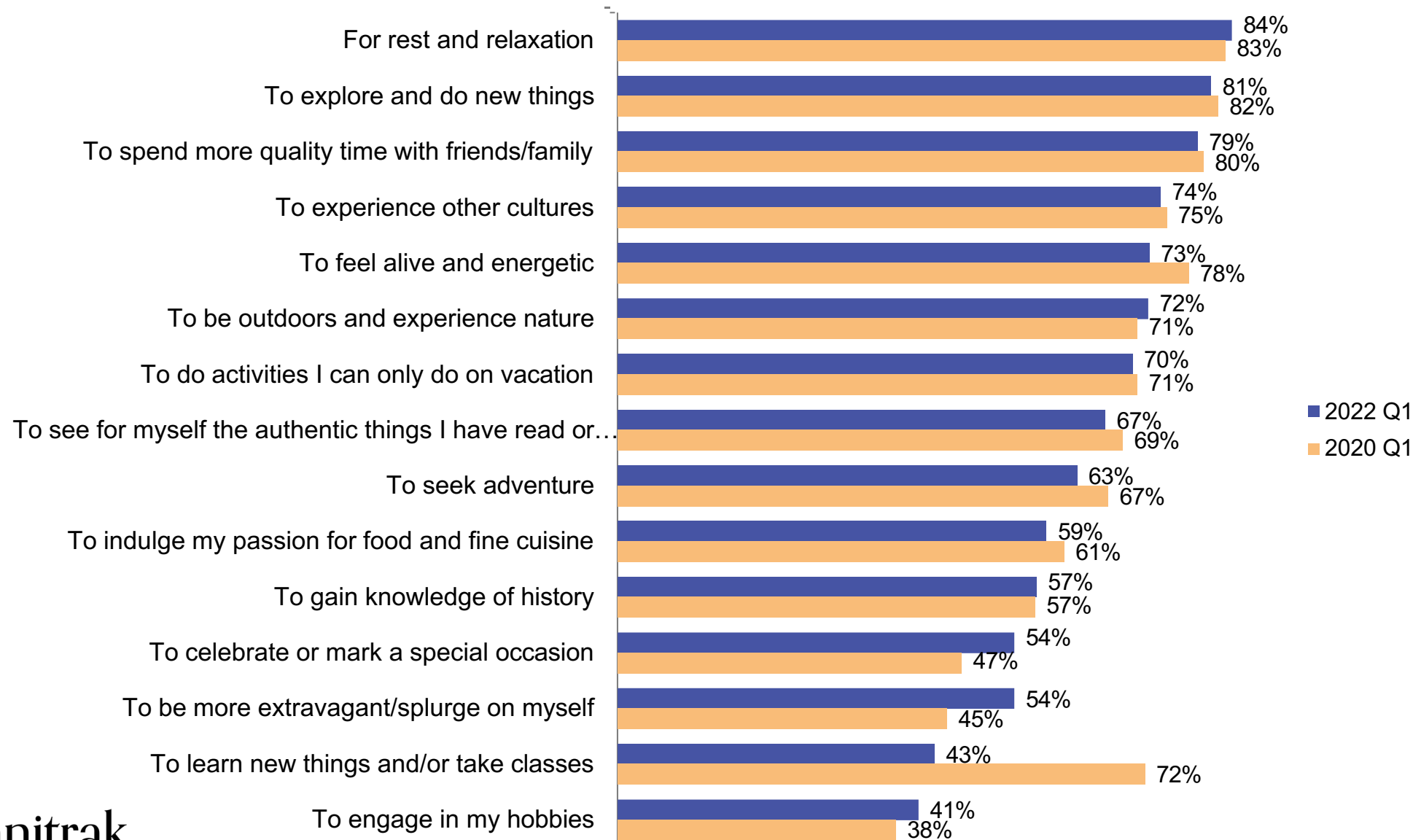
2

Summary of Markets – Canada

Reasons for Taking a Vacation – Top 2 Box Very/Extremely Important



Reasons for Taking a Vacation – Top 2 Box Very/Extremely Important



Top Destination Selection Attributes - Canada

Canada	2022 Qtr 1	2020 Qtr 1	DIFF
Safe and secure	88%	88%	--
Great place to get away from day-to-day life	84%	79%	+ 5 pts
Sense of relaxation, a place to unwind and re-energize	80%	80%	--
Welcoming/open to people like me	80%		NA
Clean environment	79%	75%	+4 pts
Good value for the money	78%	77%	+1 pt
Authentic experiences	76%	77%	-1 pt
Residents and visitors follow health/safety guidelines	76%	--	NA
Friendly local people	74%	78%	-4 pts
Opportunities to discover new activities and experiences	73%	71%	+2 pts
Has consistent/dependable experiences	73%	73%	--
Variety of unique experiences and activities	73%	80%	-7 pts
Offers a different experience than other places	73%	75%	-2 pts
Easy to navigate and get around	73%	70%	+3 pts
Unique scenery unlike anywhere else	70%	76%	-6 pts

Destinations Considering/Planning to Visit – Canada

Considering for Next Overnight Vacation

		Canada	
		2020 Q1	2022 Q1
1	Europe	44%	46%
2	Hawai'i	36%	42%
3	Caribbean	38%	39%
4	California	35%	38%
5	Florida	35%	37%
6	Mexico	32%	36%
7	Las Vegas	30%	31%
8	Arizona	13%	12%
	Other	--	8%
	Not Considering	--	3%

Planning to Visit in Next 12 Months

		Canada	
		2020 Q1	2022 Q1
1	Europe	22%	31%
2	Hawai'i	13%	23%
3	California	15%	22%
4	Florida	15%	20%
5	Mexico	12%	19%
6	Caribbean	17%	18%
7	Las Vegas	12%	16%
8	Arizona	6%	7%
	Other	--	8%
	Not Considering	--	15%

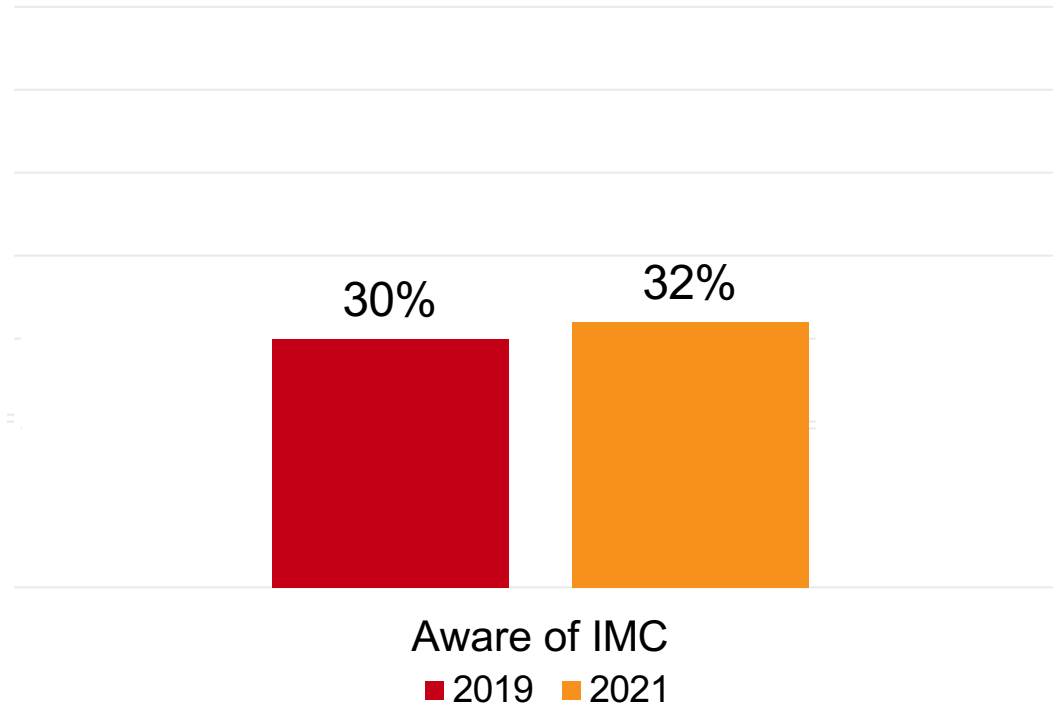
Hawai'i's Top Destination Attributes vs Competitor Destinations

Hawai'i's Top 10 Destination Attributes vs Competitor Destinations

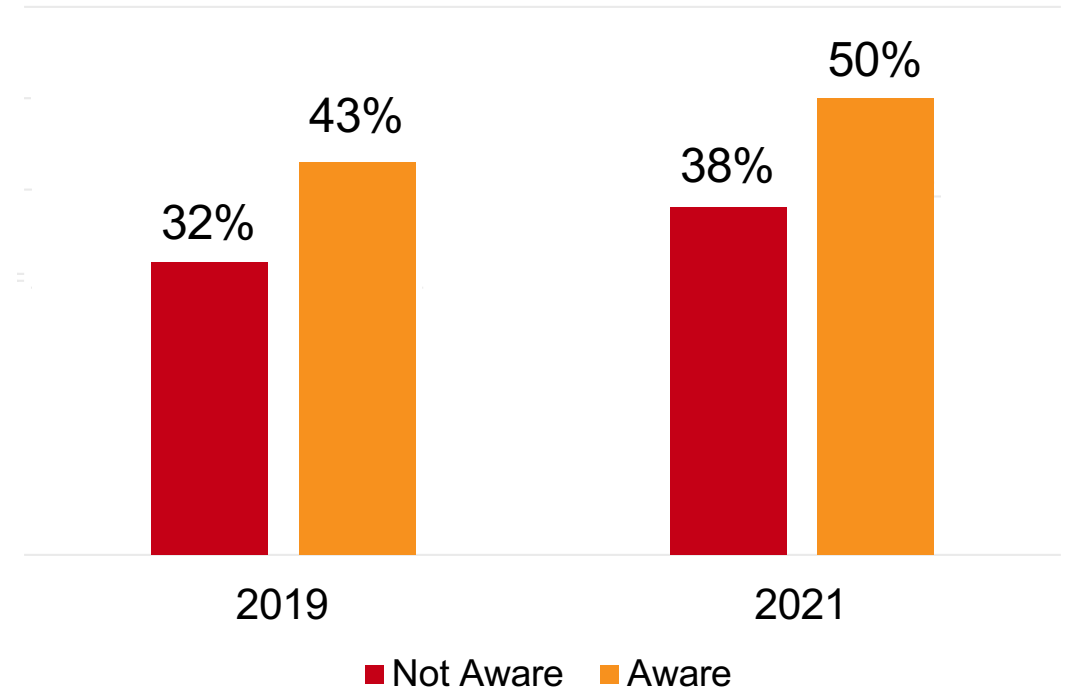
	Hawai'i	California	Florida	Arizona	Mexico	Caribbean	Las Vegas	Europe
1 Unique scenery unlike anywhere else	64%	27%	20%	29%	40%	47%	18%	56%
2 Residents and visitors follow health/safety guidelines	64%	28%	33%	19%	43%	54%	15%	27%
3 Family-friendly/activities for children	57%	12%	14%	11%	52%	47%	9%	42%
4 Easy to get there	56%	32%	35%	24%	43%	50%	32%	43%
5 Great shopping	56%	21%	16%	10%	26%	42%	14%	56%
6 Minimal crowds/not busy	55%	34%	28%	25%	45%	48%	30%	60%
7 Has consistent/dependable experiences	54%	38%	36%	25%	46%	46%	40%	62%
8 Sense of relaxation, a place to unwind and re-energize	53%	25%	25%	21%	44%	43%	24%	62%
9 Authentic experiences	52%	40%	37%	29%	42%	49%	37%	43%
10 Easy to navigate and get around	52%	28%	23%	23%	15%	28%	17%	33%

Canada: Integrated Marketing Campaign (IMC) Awareness & Impact

Awareness

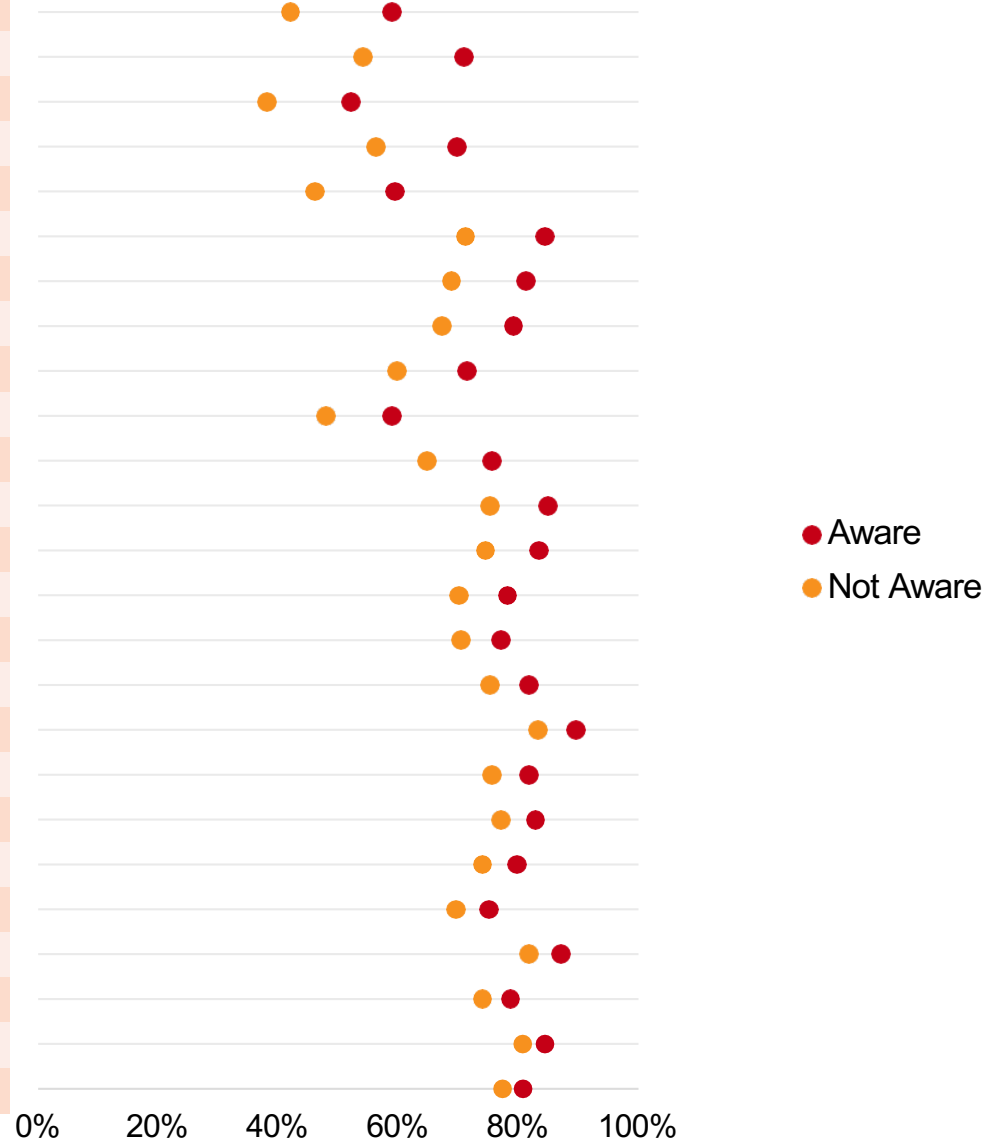


Impact on Travel Intentions (%Considering Hawai'i for Next Vacation)

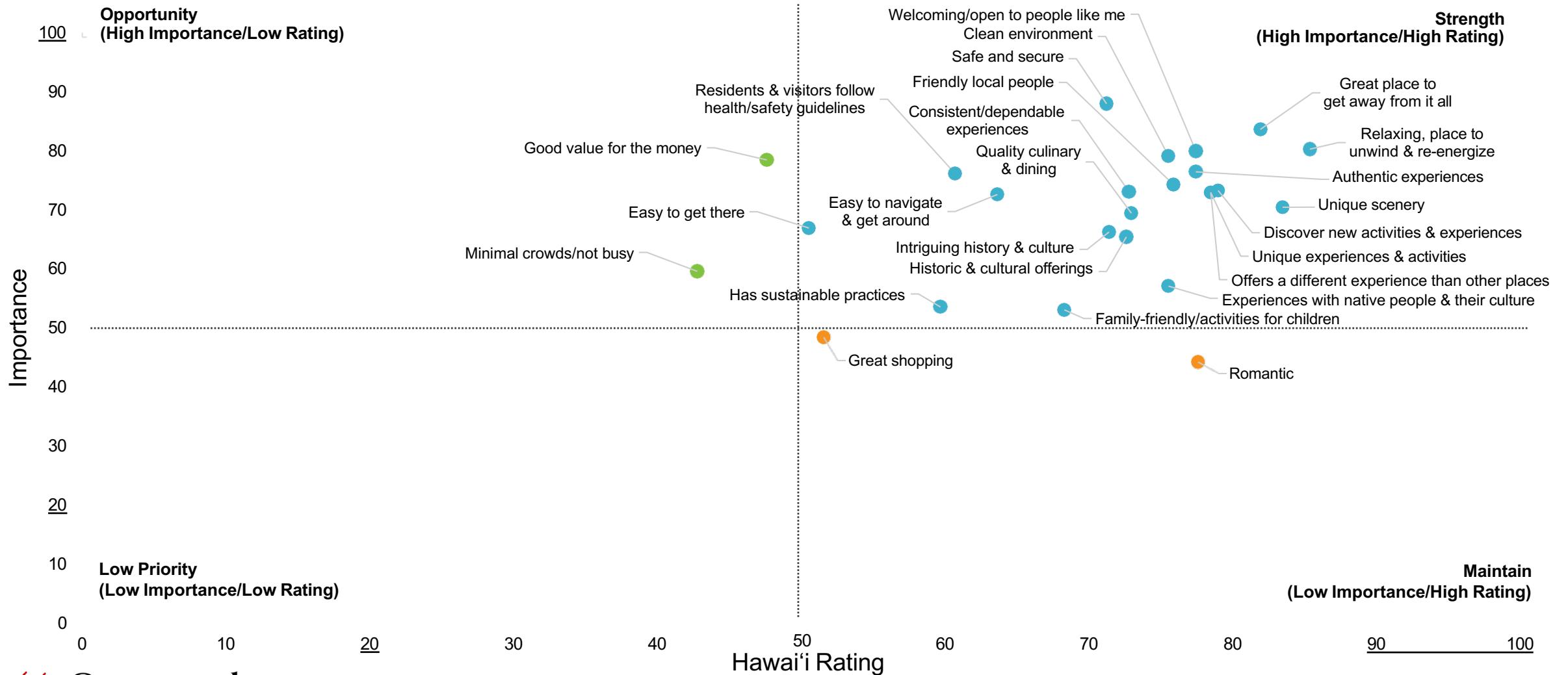


Marketing Impact on Hawai'i's Destination Attributes

Destination Attribute	Difference
Good value for the money	+17 pts
Has sustainable practices	+17 pts
Minimal crowds/not busy	+14 pts
Residents and visitors follow health/safety guidelines	+14 pts
Easy to get there	+13 pts
Clean environment	+13 pts
Quality culinary and dining experiences	+12 pts
Safe and secure	+12 pts
Easy to navigate and get around	+12 pts
Great shopping	+11 pts
Family-friendly/activities for children	+11 pts
Offers a different experience than other places	+10 pts
Welcoming/open to people like me	+9 pts
Has consistent/dependable experiences	+8 pts
Historic and cultural offerings	+7 pts
Authentic experiences	+7 pts
Sense of relaxation, a place to unwind and re-energize	+6 pts
Romantic	+6 pts
Opportunities to discover new activities and experiences	+6 pts
Friendly local people	+6 pts
History and culture are intriguing	+5 pts
Unique scenery unlike anywhere else	+5 pts
Offers experiences with native people and their culture	+5 pts
Great place to get away from day-to-day life	+4 pts
Variety of unique experiences and activities	+3 pts



Destination Attributes – Importance vs Hawai‘i Rating



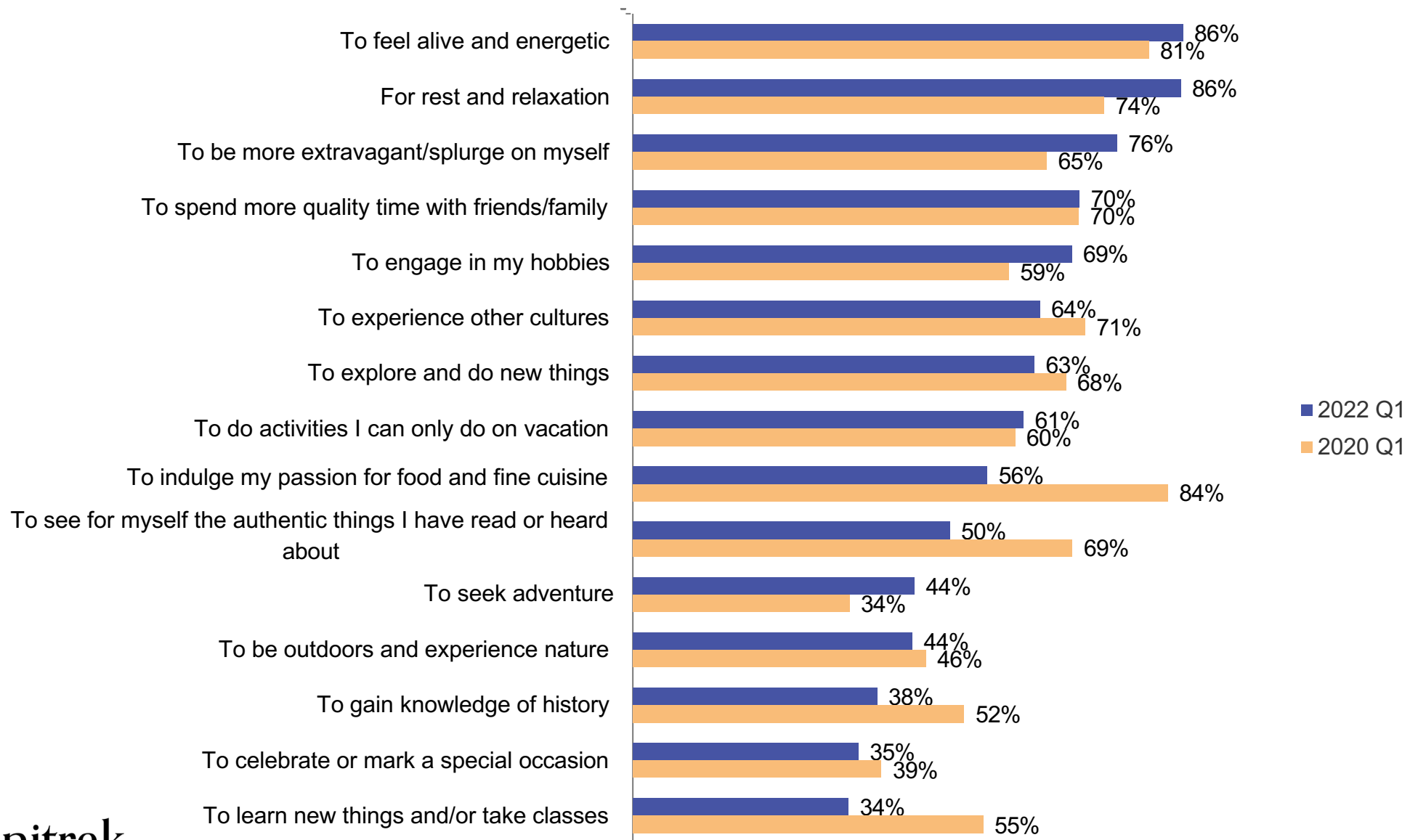
3

Summary of Markets – Japan

Reasons for Taking a Vacation – Top 2 Box Very/Extremely Important



Reasons for Taking a Vacation – Top 2 Box Very/Extremely Important



Top Destination Selection Attributes - Japan

Japan	2022 Qtr 1	2020 Qtr 1	DIFF
Sense of relaxation, a place to unwind and re-energize	84%	79%	+5 pts
Safe and secure	82%	78%	+4 pts
Great place to get away from day-to-day life	81%	81%	--
Unique scenery unlike anywhere else	81%	84%	-3 pts
Good value for the money	79%	62%	+17 pts
Offers a different experience than other places	71%	74%	-3 pts
Clean environment	70%	73%	-3 pts
Residents and visitors follow health/safety guidelines	68%	--	NA
Easy to navigate and get around	65%	72%	-7 pts
Has consistent/dependable experiences	64%	72%	-8 pts
Quality culinary and dining experiences	63%	83%	-20 pts
Authentic experiences	63%	75%	-12 pts
Easy to get there	59%	66%	-7 pts
History and culture are intriguing	59%	71%	-12 pts
Welcoming/open to people like me	58%	--	NA

Destinations Considering/Planning to Visit – Japan

Considering for Next Overnight Vacation

Japan		2020 Q1	2022 Q1
1	Hawai'i	28%	37%
2	Europe	33%	30%
3	Taiwan	28%	30%
4	Okinawa	22%	27%
5	Australia	18%	25%
6	Singapore	16%	21%
7	Thailand	13%	19%
8	Korea	13%	18%
9	Guam/Saipan	14%	14%
10	Hong Kong	7%	11%
11	China	4%	6%
	Other	- -	8%
	Not Considering		12%

Planning to Visit in Next 12 Months

Japan		2020 Q1	2022 Q1
1	Okinawa	41%	22%
2	Hawai'i	12%	18%
3	Europe	15%	13%
4	Taiwan	- -	13%
5	Australia	5%	9%
6	Korea	4%	8%
7	Thailand	- -	7%
8	Guam/Saipan	3%	6%
9	Singapore	- -	6%
10	Hong Kong	- -	3%
11	China	2%	2%
	Other	- -	6%
	Not Considering		41%

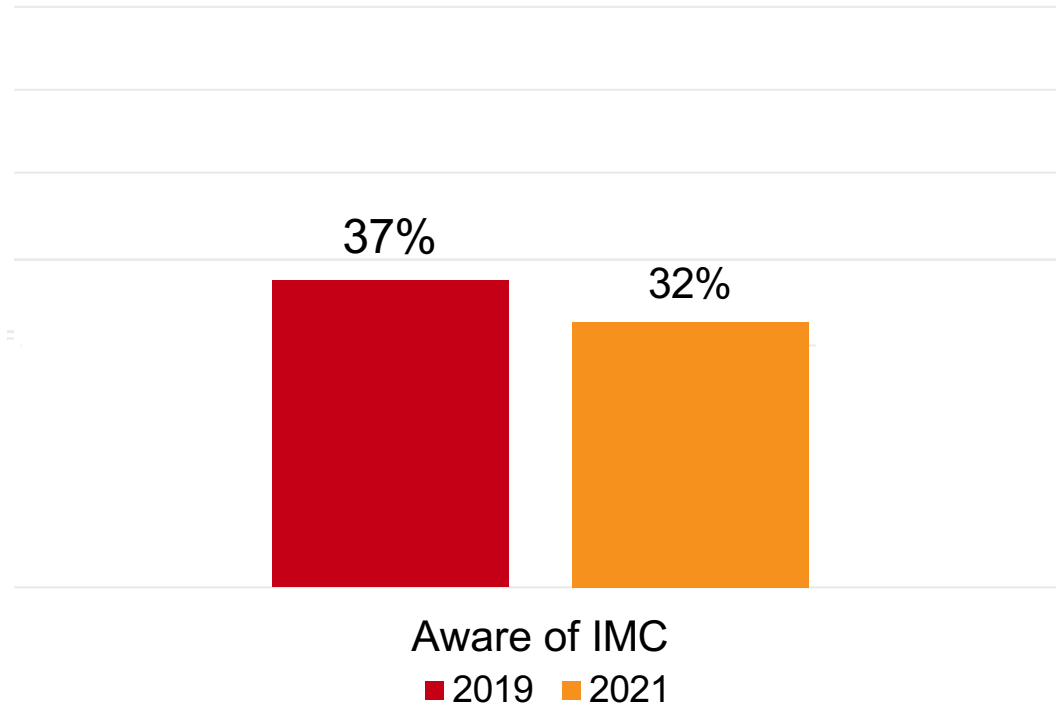
Hawai'i's Top Destination Attributes vs Competitor Destinations

Hawai'i's Top 10 Destination Attributes vs Competitor Destinations

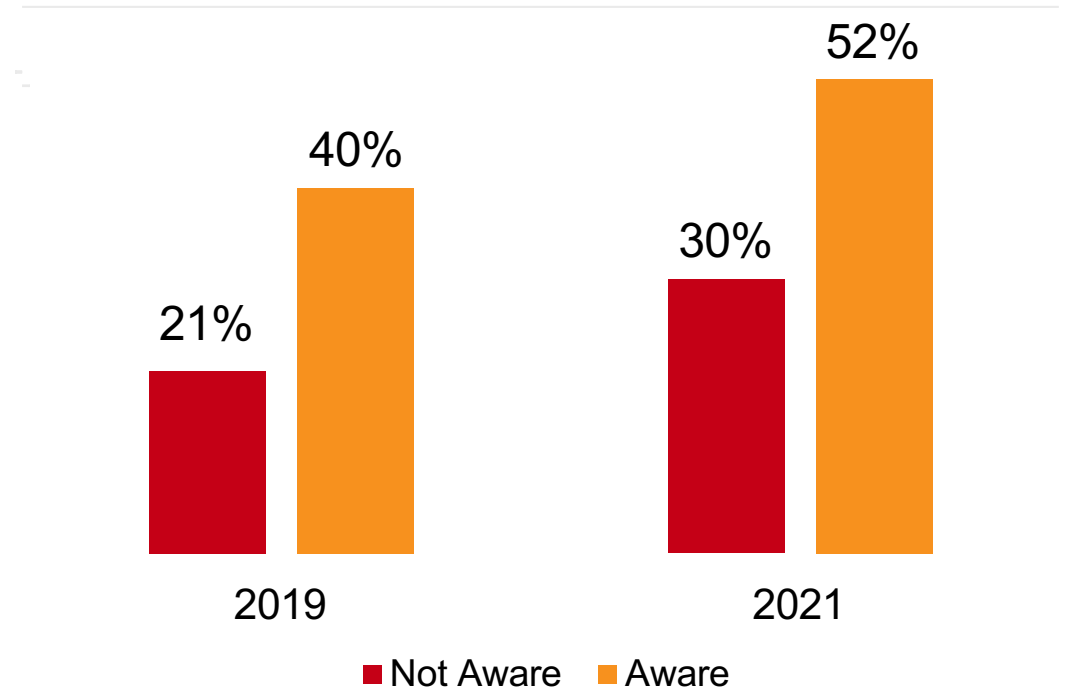
	Hawai'i	Australia	China	Guam	Europe	Korea	Okinawa
1 Easy to get there	67%	51%	14%	40%	57%	16%	37%
2 Residents and visitors follow health/safety guidelines	66%	41%	6%	38%	28%	10%	51%
3 Unique scenery unlike anywhere else	60%	57%	32%	35%	65%	23%	46%
4 Authentic experiences	59%	32%	6%	32%	21%	11%	49%
5 Clean environment	58%	22%	11%	25%	45%	34%	19%
6 Quality culinary and dining experiences	58%	23%	4%	40%	7%	7%	43%
7 Romantic	56%	40%	4%	30%	25%	13%	60%
8 Friendly local people	54%	40%	11%	25%	46%	18%	40%
9 Easy to navigate and get around	54%	44%	3%	25%	38%	11%	55%
10 Has consistent/dependable experiences	53%	46%	11%	28%	27%	13%	31%

Japan: Integrated Marketing Campaign (IMC) Awareness & Impact

Awareness

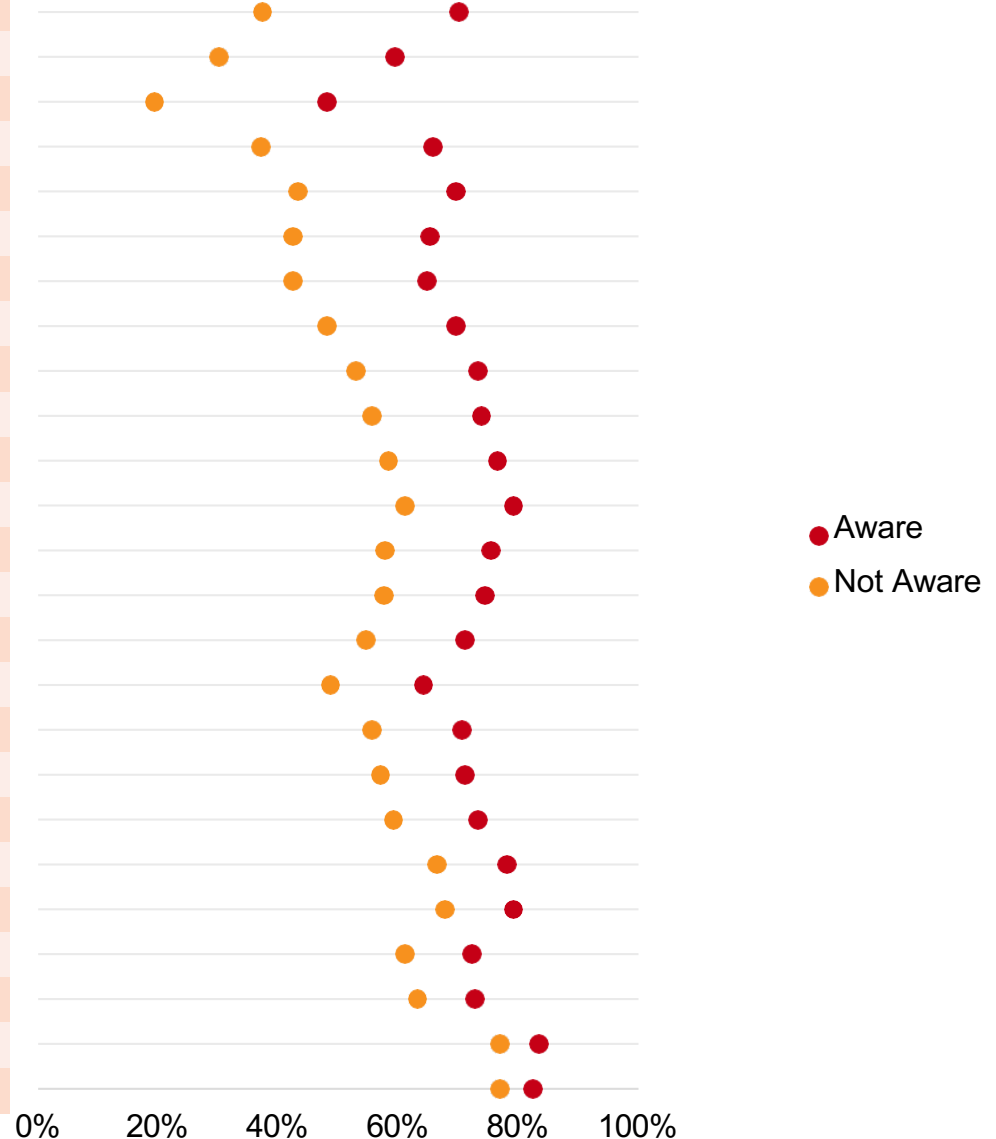


Impact on Travel Intentions
(%Considering Hawai'i for Next Vacation)



Marketing Impact on Hawai'i's Destination Attributes

Destination Attribute	Difference
History and culture are intriguing	+33 pts
Has sustainable practices	+29 pts
Minimal crowds/not busy	+29 pts
Historic and cultural offerings	+29 pts
Offers experiences with native people and their culture	+26 pts
Easy to navigate and get around	+23 pts
Quality culinary and dining experiences	+22 pts
Authentic experiences	+21 pts
Romantic	+20 pts
Clean environment	+18 pts
Offers a different experience than other places	+18 pts
Great shopping	+18 pts
Opportunities to discover new activities and experiences	+18 pts
Friendly local people	+17 pts
Residents and visitors follow health/safety guidelines	+17 pts
Easy to get there	+16 pts
Good value for the money	+15 pts
Variety of unique experiences and activities	+14 pts
Has consistent/dependable experiences	+14 pts
Safe and secure	+12 pts
Unique scenery unlike anywhere else	+11 pts
Family-friendly/activities for children	+11 pts
Welcoming/open to people like me	+10 pts
Great place to get away from day-to-day life	+7 pts
Sense of relaxation, a place to unwind and re-energize	+5 pts



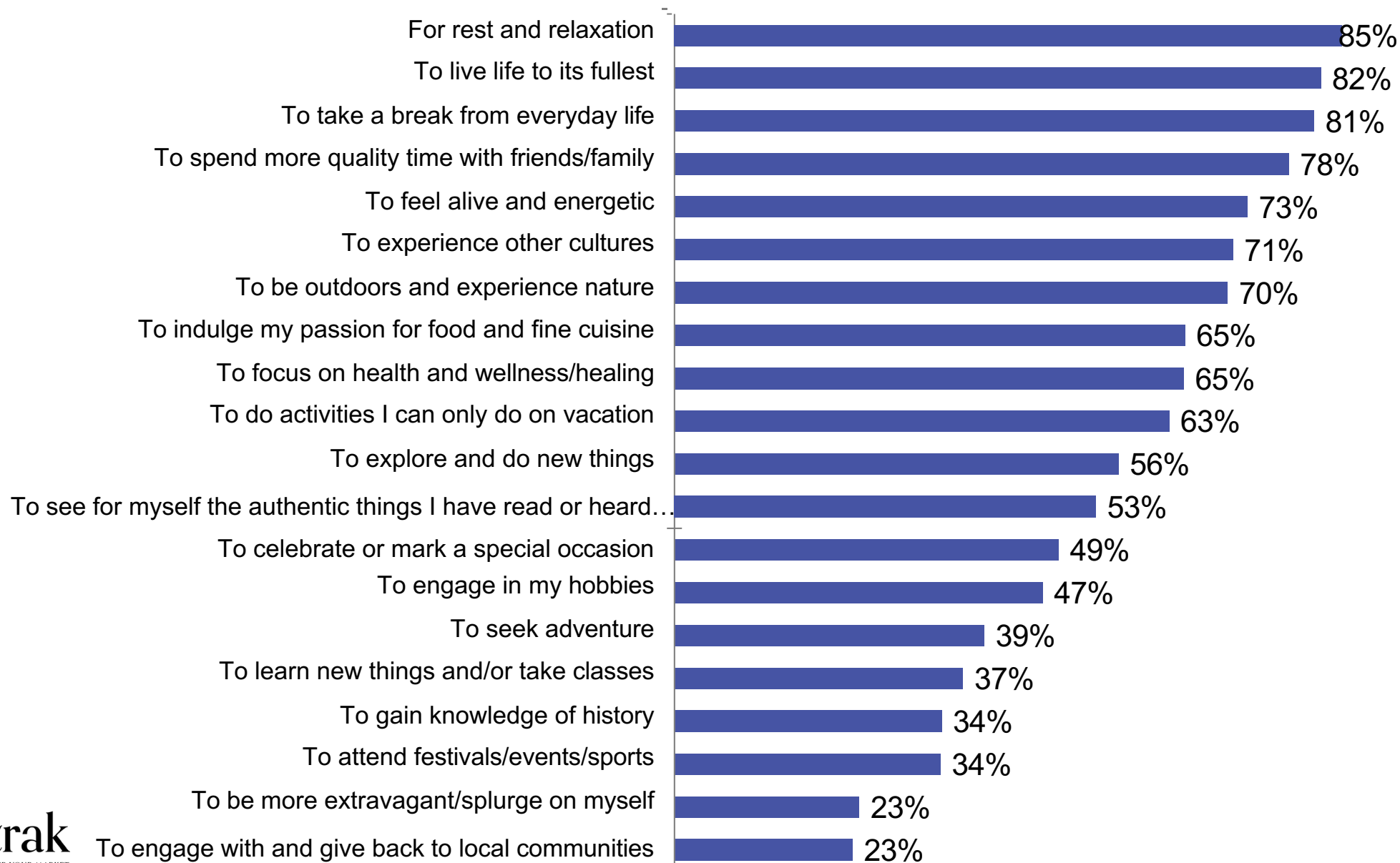
Destination Attributes – Importance vs Hawai‘i Rating



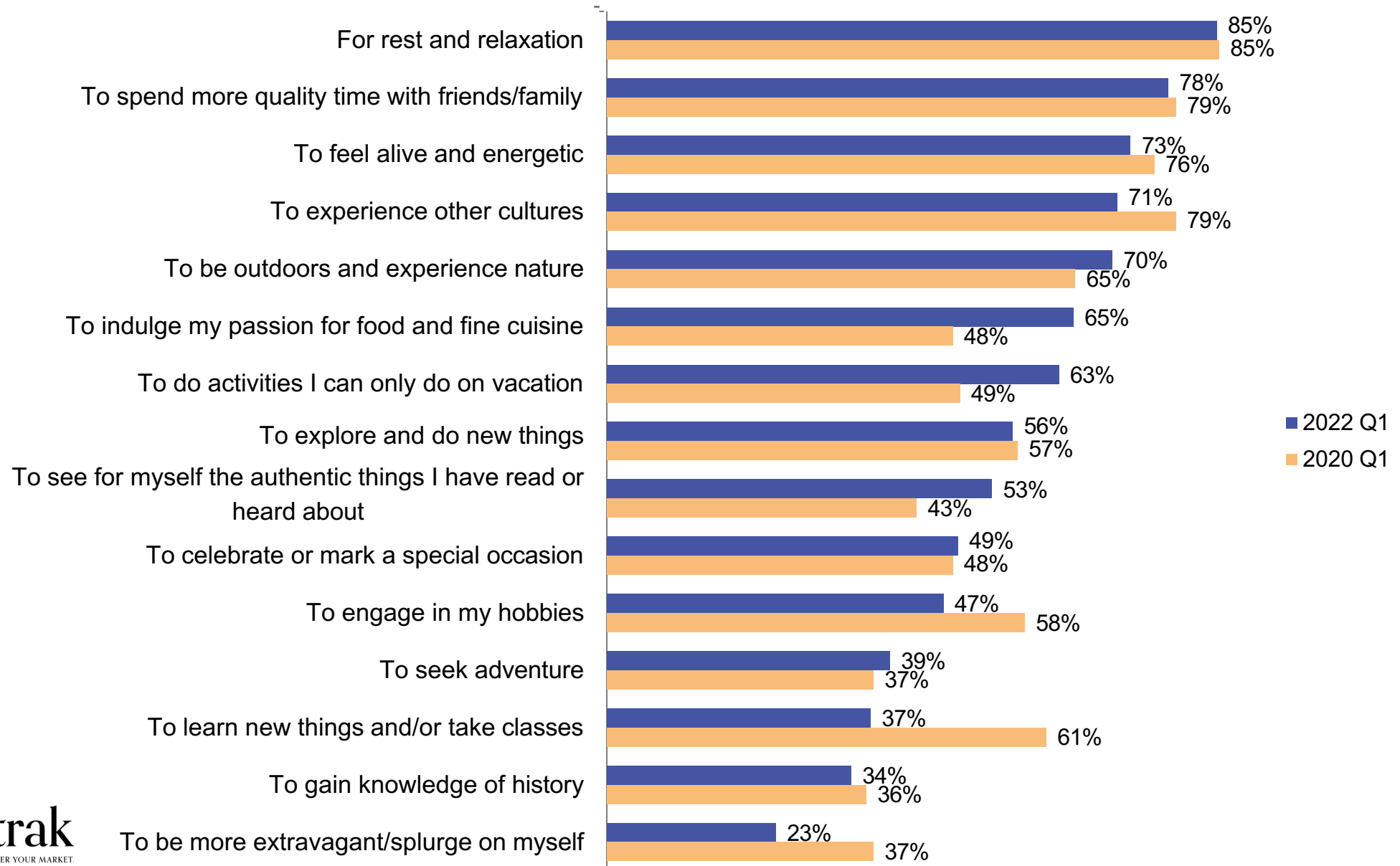
4

Summary of Markets – Korea

Reasons for Taking a Vacation – Top 2 Box Very/Extremely Important



Reasons for Taking a Vacation – Top 2 Box Very/Extremely Important



Destination Selection Attributes - Korea

Korea	2022 Qtr 1	2020 Qtr 1	DIFF
Safe and secure	83%	78%	+5 pts
Sense of relaxation, a place to unwind and re-energize	82%	83%	- 1pt
Great place to get away from day-to-day life	82%	78%	+4 pts
Clean environment	80%	72%	+8 pts
Residents and visitors follow health/safety guidelines	74%	- -	NA
Unique scenery unlike anywhere else	73%	78%	-5 pts
Easy to navigate and get around	72%	70%	+2 pts
Has consistent/dependable experiences	72%	67%	+5 pts
Good value for the money	72%	72%	- -
Quality culinary and dining experiences	70%	62%	+8 pts
Offers a different experience than other places	70%	74%	-4 pts
Opportunities to discover new activities and experiences	67%	60%	+7 pts
Welcoming/open to people like me	64%	- -	NA
Easy to get there	64%	63%	+1 pt
History and culture are intriguing	62%	66%	-4 pts

Destinations Considering/Planning to Visit – Korea

Considering for Next Overnight Vacation

Korea			
1	Southeast Asia	30%	42%
2	Europe	40%	41%
3	Japan	21%	39%
4	Guam/Saipan	34%	39%
5	Hawai'i	39%	34%
6	Australia	30%	34%
7	USA	14%	27%
8	Maldives	27%	22%
	Other	--	2%
	Not Considering	--	4%

Planning to Visit in Next 12 Months

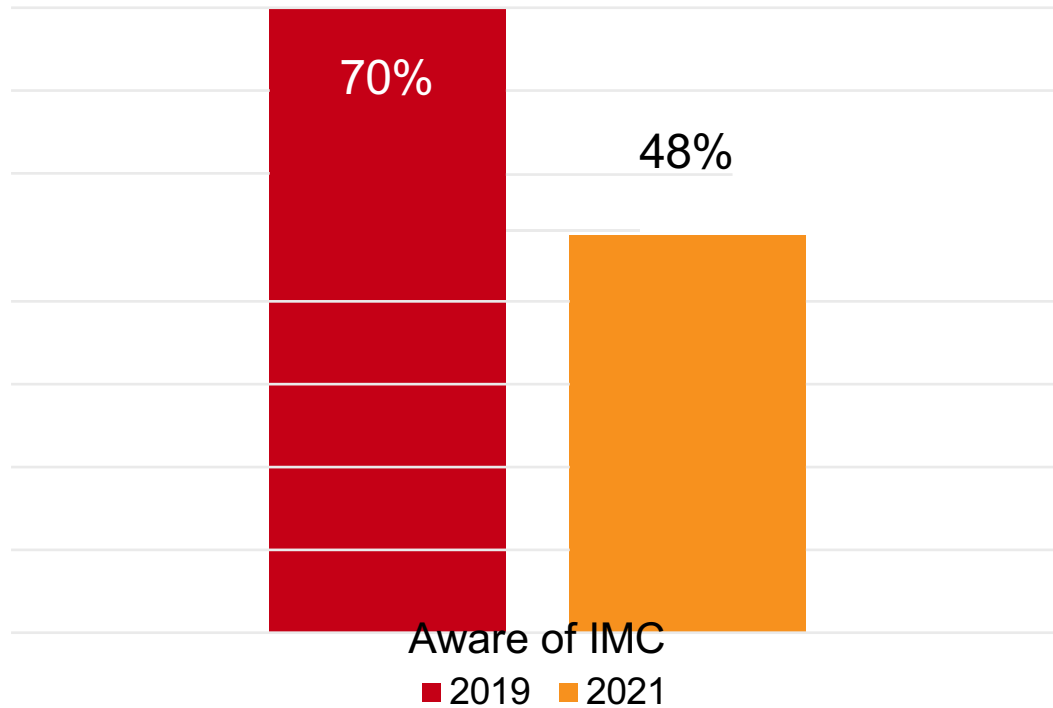
Korea			
		2020 Q1	2022 Q1
1	Southeast Asia	22%	33%
2	Japan	15%	31%
3	Hawai'i	22%	27%
4	Europe	21%	25%
5	Guam/Saipan	--	22%
6	USA	14%	20%
7	Australia	14%	15%
8	Maldives	13%	12%
	Other	--	2%
	Not Considering	--	16%

Hawai'i's Top Destination Attributes vs Competitor Destinations

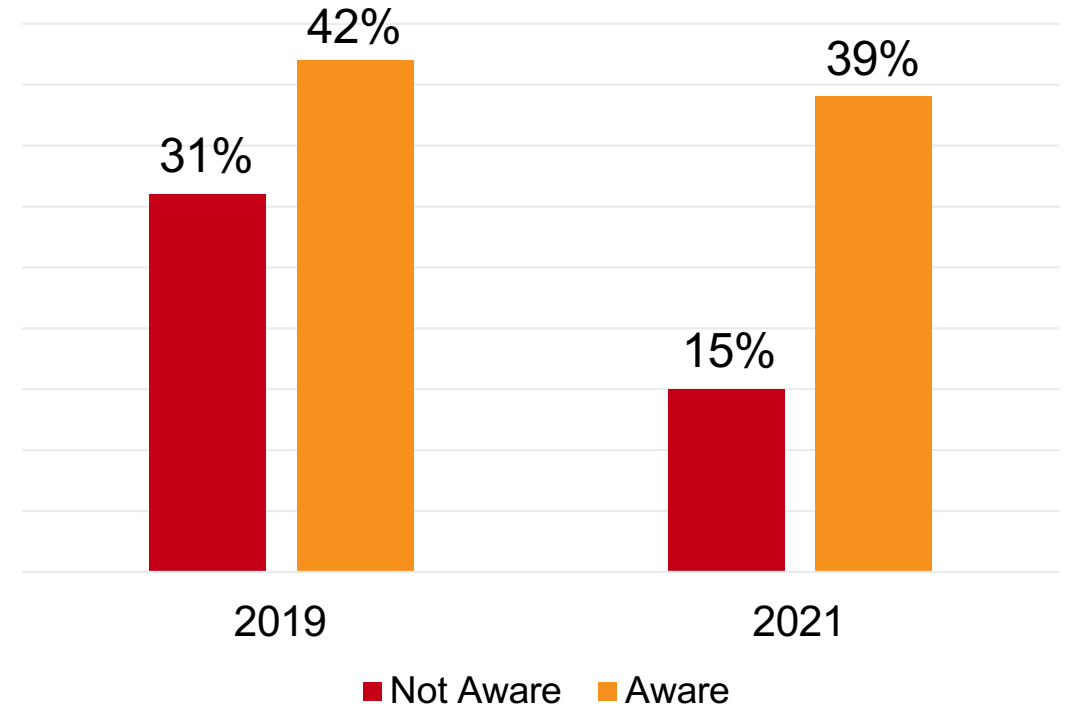
Hawai'i's Top 10 Destination Attributes vs Competitor Destinations							
	Hawai'i	Australia	Japan	Guam	Europe	Southeast Asia	U.S.A
1 Residents and visitors follow health/safety guidelines	49%	27%	20%	48%	9%	31%	9%
2 Easy to get there	48%	34%	20%	47%	25%	31%	18%
3 Great shopping	45%	20%	10%	31%	31%	11%	10%
4 Unique scenery unlike anywhere else	39%	37%	18%	32%	34%	35%	18%
5 Easy to navigate and get around	34%	39%	46%	27%	16%	11%	15%
6 Family-friendly/activities for children	33%	26%	24%	33%	15%	42%	11%
7 Romantic	30%	27%	46%	25%	16%	12%	12%
8 Has consistent/dependable experiences	30%	29%	21%	23%	22%	38%	18%
9 Quality culinary and dining experiences	29%	22%	21%	37%	11%	23%	11%
10 Authentic experiences	29%	21%	29%	29%	15%	41%	14%

Korea: Integrated Marketing Campaign (IMC) Awareness & Impact

Awareness

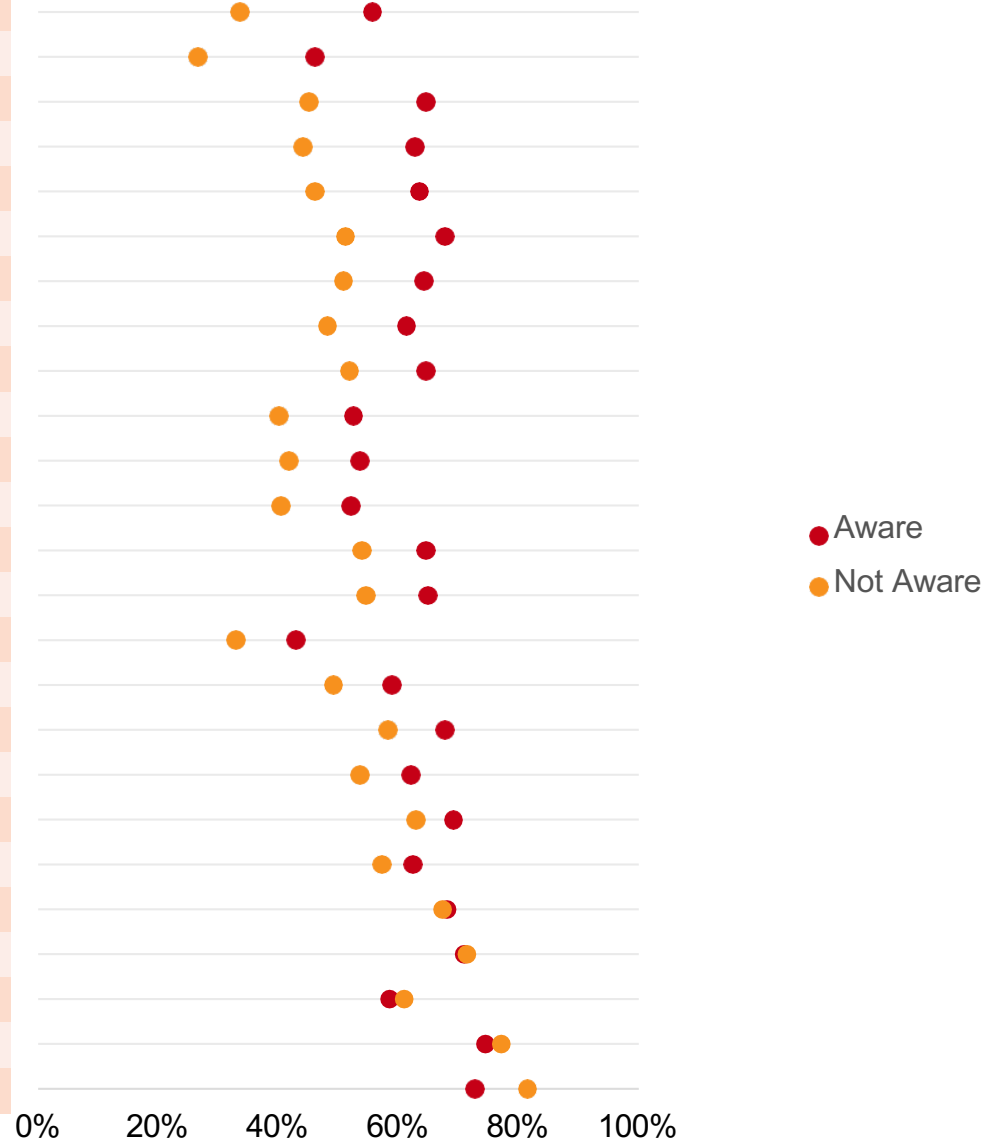


Impact on Travel Intentions
(%Considering Hawai'i for Next Vacation)



Marketing Impact on Hawai'i's Destination Attributes

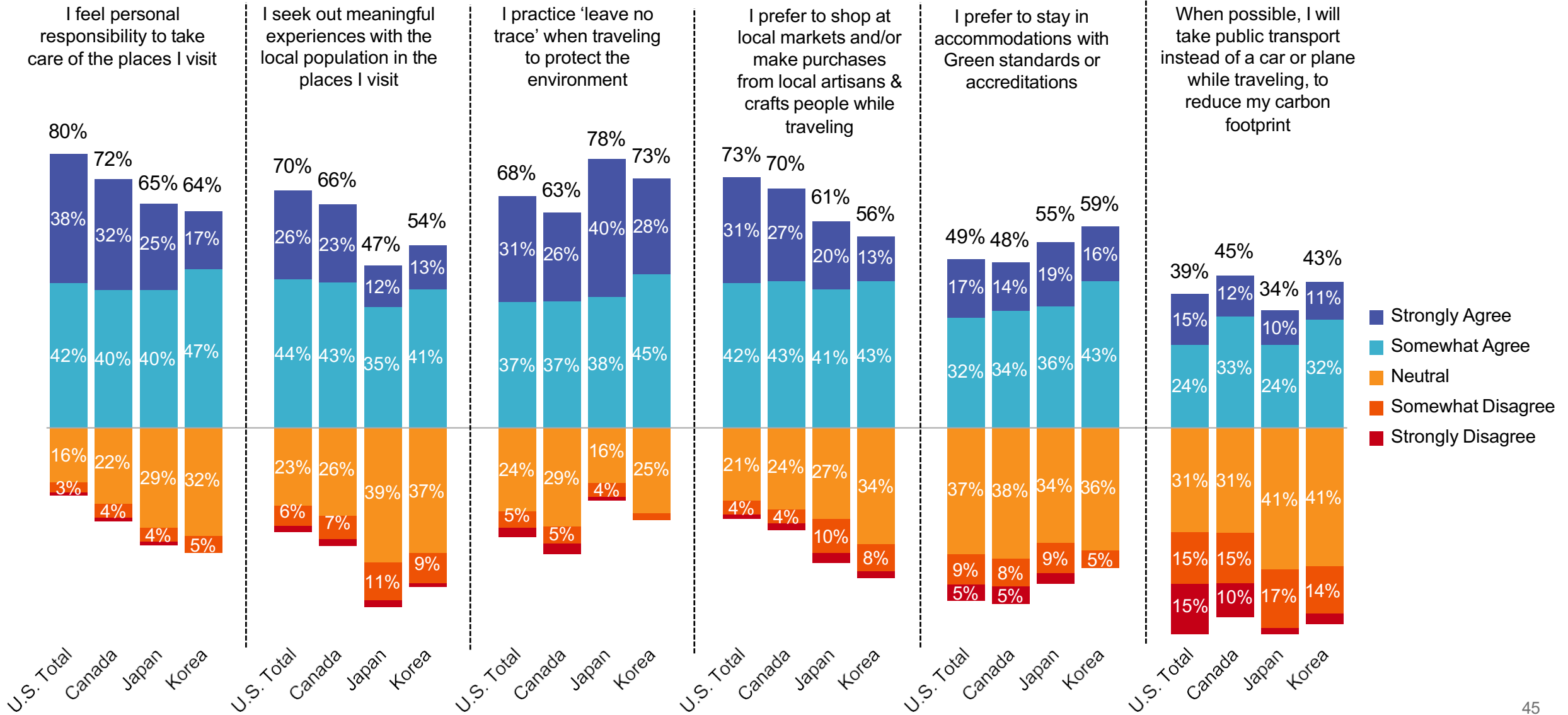
Destination Attribute	Difference
Easy to get there	+22 pts
Good value for the money	+19 pts
Residents and visitors follow health/safety guidelines	+19 pts
Easy to navigate and get around	+19 pts
Welcoming/open to people like me	+17 pts
Family-friendly/activities for children	+17 pts
Authentic experiences	+13 pts
Great shopping	+13 pts
Offers a different experience than other places	+13 pts
History and culture are intriguing	+12 pts
Has sustainable practices	+12 pts
Historic and cultural offerings	+12 pts
Safe and secure	+11 pts
Offers experiences with native people and their culture	+10 pts
Minimal crowds/not busy	+10 pts
Friendly local people	+10 pts
Variety of unique experiences and activities	+9 pts
Has consistent/dependable experiences	+9 pts
Clean environment	+6 pts
Quality culinary and dining experiences	+5 pts
Romantic	+1 pt
Unique scenery unlike anywhere else	0 pts
Opportunities to discover new activities and experiences	-2 pts
Sense of relaxation, a place to unwind and re-energize	-3 pts
Great place to get away from day-to-day life	-9 pts



Destination Attributes – Importance vs Hawai'i Rating



Sustainable Travel





Mahalo

from the Omnitrak Group

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Presentation by the Anthology Marketing Group on
the HTA's Workforce Study Report



Visitor Industry Workforce Needs Assessment

September 2022

Prepared By:

[ANTHOLOGY®]

RESEARCH

www.AnthologyResearch.com

Overview

Assessment of the current and future workforce development needs of Hawai'i's visitor industry and related sectors, in order to determine the types of skills and training/workshops/classes that are needed in Hawai'i's visitor industry.

This initiative is a part of HTA's 2020-2025 Strategic Plan, supporting its Community pillar to build a resilient visitor industry workforce and community.

- 1. Quantitative Mixed-mode Survey** of Visitor Industry Stakeholders – Owner, HR director, general manager
- 2. Qualitative Research** – Focus groups and in-depth interviews with industry stakeholders
- 3. Secondary Research** – State and Federal data on current and future job growth
- 4. Added Value: Survey of Hawai'i residents** to gauge perceptions of the visitor industry as an employer

Methodology

Business Survey	Executive Interviews with Visitor Industry Employers	Secondary Research	Hawaii Resident Survey
<ul style="list-style-type: none"> Exhaustive outreach via telephone and online (email) leveraging all available sample sources. February 11 – July 17, 2022 Total of 452 completed surveys collected, resulting in a margin of error of +/- 4.61% at 95% confidence level. An additional 103 partially completed surveys are included. Only individuals with knowledge of their company’s workforce practices and policies were included. 	<ul style="list-style-type: none"> Interviews with 36 executives of organizations in Hawai’i’s visitor industry. June 27 – August 9, 2022 Representative mix among: <ul style="list-style-type: none"> Accommodations Attractions Events Professional Services/ Miscellaneous Restaurant/ Food & Beverage Retail/ Manufacturing Tour Operators Transportation 	<p>Sources included:</p> <ul style="list-style-type: none"> U.S. Department of Labor U.S. Bureau of Labor Statistics State of Hawai’i DBEDT State of Hawai’i DLIR 	<ul style="list-style-type: none"> Online survey of Hawai’i residents 18+. June 14-27, 2022 Total of 461 completed surveys collected, with margin of error of +/-4.56% at 95% confidence level.

Mahalo

Anthology Research would like to thank HTA for their close involvement in each phase of this research and input into this report, including **Kalani Ka'anā'anā** (HTA Chief Brand Officer), **Jadie Goo** (HTA, Senior Brand Manager) and **Jennifer Chun** (DBEDT Director of Tourism Research).

HTA and Anthology Research would like to acknowledge and thank the following local associations and organizations for distributing invitations to complete the survey to their membership and encouraging participation in this study: **Chamber of Commerce of Hawai'i, Activities & Attractions Association of Hawai'i, Hawai'i Restaurant Association, Retail Merchants of Hawai'i, Hawai'i Food Industry Association, Kohala Coast Resort Association, Native Hawaiian Hospitality Association, Sustainable Tourism Association of Hawai'i, Hawai'i Island Chamber of Commerce, Kaua'i Chamber of Commerce, Moloka'i Chamber of Commerce, Hawai'i Visitors and Convention Bureau, Honolulu Japanese Chamber of Commerce, and Japanese Chamber of Commerce & Industry of Hawai'i.**

Key Findings

Hawai'i's visitor industry is not perceived well as an employer, even among businesses.

Percent Rating the Hawai'i Visitor Industry "Excellent"		
	Employers	Residents
As offering opportunities to meet individuals from diverse cultures and backgrounds	43%	34%
As a desirable industry in which to work	16%	16%
As presenting opportunities for career advancement	12%	12%
As offering competitive wages	11%	11%
As offering generous benefits	8%	11%
As offering significant training programs	8%	11%

Recruitment challenges are expected to persist, so employers are working hard to retain and provide advancement opportunities.

Recruitment

- Percentage of employers that indicate it is “very difficult” to recruit for each role:
 - 39% - Entry level
 - 51% - Supervisor
 - 56% - Middle management
 - 62% - Senior management

Recruitment challenges are expected to persist, so employers are working hard to retain and provide advancement opportunities.

Recruitment

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 - 39% - Entry level
 - 51% - Supervisor
 - 56% - Middle management
 - 62% - Senior management

Retention

- More than half of employers report difficulty in retaining entry level, supervisor and middle management employees.
- Employers are investing in their own training and development to provide career paths within their organization.

There is substantial opportunity that exists in the industry, as evidenced by current and anticipated roles needed.

- **Current Needs: Managers** - Among the most needed positions today and anticipated to remain in high demand over the next five years.
 - **Skills Needed - Managers:** supervising, team building, conflict resolution, communications, time management
- **Future Demand for Employees** - High anticipated demand over the next 3-5 years for all types of roles in the visitor industry. Entry-level employees will be most needed, with 82% of employers indicating demand.
 - **Skills Needed - Entry Level:** basic skills, soft skills, work ethic, interpersonal communications, professionalism in hospitality

Only 4% of recent applicants were totally proficient in all requirements for the posted job.

Areas of Opportunity for Skills Development Among Recent Job Candidates (totally lacking + somewhat lacking)	
30%	Applicants lacked required basic skills (e.g., reading, writing, math)
42%	Applicants lacked required digital skills (e.g., basic computer use, word processing, basic software proficiency)
52%	Applicants lacked required soft / interpersonal skills (e.g., positive attitude, communication, customer service, cultural awareness / sense of place)
60%	Applicants lacked required job-specific occupational skills (e.g., food handling, commercial driving, housekeeping, bookkeeping, sales)
67%	Applicants lacked required organizational and management skills (e.g., time management, supervising employees)
73%	Applicants lacked required Hawai'i tourism-specific knowledge (e.g., Hawaiian culture, revenue management, how the industry works, distribution systems)

Soft skills development is the resounding need in the industry, today and into the future.

- Soft skills training is seen by many as an area that can and should be cultivated separately from on-the-job training—preferably before a job is acquired.
- Most employers are willing—and many, in fact, prefer—to teach the job-specific skills that employees need to be successful in their roles.

Businesses identified the following workforce development topics as priorities.

1. Customer / Guest service
2. Workplace awareness
3. Hawaiian culture
4. Digital / Computer Skills
5. Communication
6. Interpersonal / Social skills
7. Management / Leadership Training

Employers currently offer or would like to offer training on a number of topics.

Employer Training Programs - Top Five			
Currently Offered by Employers	Available to ALL Employees	Available Only to SELECT Employees	Not Available, but Would Like to Offer
<ol style="list-style-type: none"> 1. Directed on-the-job training (91%) 2. Employee orientation / onboarding (83%) 3. Operational / Technical training (81%) 4. Compliance training (76%) 5. Customer service training (75%) 	<ol style="list-style-type: none"> 1. Directed on-the-job training (76%) 2. Employee orientation / onboarding (73%) 3. Occupational safety / health (59%) 4. Harassment / Discrimination Prevention (54%) 5. Sexual harassment prevention (53%) 	<ol style="list-style-type: none"> 1. Leadership training (45%) 2. Operational / Technical training (42%) 3. Market / Industry trends (35%) 4. Mentorship program (T-30%) 5. Soft skills training (T-30%) 	<ol style="list-style-type: none"> 1. Hawaiian culture training (24%) 2. Ethics (T-17%) 3. Anti-bias, Diversity & Inclusion training (T-17%) 4. Market / Industry trends (T-17%) 5. Sustainability and green practices (T-17%)

A minority of businesses have the resources to provide formal training and development.

- **Budget** - Currently, 45% allocate a portion of their budget each year for employee training and development.
 - Over the next two years, 39% anticipate increasing employee training budget.
 - 43% expect no change.
- **Investment in Long-Term Career Development & Retention** - 54% make career development and employee retention investments in their staff.
 - Of those that don't, 60% are too short-staffed to devote resources, 30% lack funding, 17% indicate training is difficult due to pandemic restrictions.

Virtual training can meet some needs, but in-person is necessary.

- **Infrastructure** - 43% of businesses can conduct virtual training for all of their employees while 36% say this is feasible for at least some of their staff members.
 - Access by sector to virtual training infrastructure is lowest among restaurants (49% no access) and retail (35% no access).
- **Appropriateness**
 - For most topics related to soft skills development, the consensus is that in-person training is needed.
 - For compliance training and other similar topics, online courses are considered sufficient.

Internships and apprenticeships represent significant opportunity.

- **Currently offered** – Combined, 41% of the businesses offer an internship and/or apprenticeship program.
 - 38% of the businesses say they offer internships to students interested in the visitor industry.
 - 24% have an apprenticeship program that is currently in place.
- **Awareness of internship as graduation requirement** – Only a third (33%) of employers were aware that post-secondary hospitality programs usually require students to participate in an internship as a requirement of graduation.

There is low awareness but significant interest in existing workforce training and development programs.

Employer Awareness and Interest in Existing Programs		
	Aided Awareness	Interest in Program
Native Hawaiian Hospitality Association (NaHHA) Cultural Training	43%	68%
Hawai'i AgriTourism Initiative	32%	61%
Sustainable Tourism Management with the Sustainable Tourism Association of Hawai'i	32%	57%
Campaign for a Safer Community with Ho'ōla Nā Pua	25%	57%
Customer Service In Hawai'i Training Program		
<ul style="list-style-type: none"> • Certificate of Professional Development • Certificate for Hawai'i's Professional Tour Guides 	25%	54%
Hawai'i DOE Career & Technical Education (CTE)	22%	50%
L.E.I. (Leadership, Exploration, Inspiration) Program	21%	47%
Certified Festival and Event Executive (CFEE) Program	20%	45%

There is little consensus on the role HTA should play in workforce development.

- Sponsor training and certification programs.
- Facilitate or offer internship and apprenticeship programs.
- Serve as resource for receiving relevant industry information.
- Host learning opportunities for leaders.
- Some insist workforce development is the responsibility of the businesses themselves.

Recommendations

1. Position Hawai'i's visitor industry as a desirable choice for a career

2. Increase awareness of and access to existing programs

3. Support the current visitor industry workforce

4. Prepare the next generation for a successful career in Hawai'i's visitor industry



Mahalo!

Questions?

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Presentation and Discussion of Current Market Insights and Conditions in Hawaii and Key Major Hawaii Tourism Markets



Market Insights – July 2022

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

Prior to the global COVID-19 pandemic, Hawai'i achieved record-level visitor expenditures and arrivals in 2019 through February 2020. On March 26, 2020, the state implemented mandatory quarantine and travel restrictions. Subsequently, nearly all trans-Pacific and interisland flights were canceled, cruise ship activities were suspended and tourism to the islands all but shut down. In October 2020, the state initiated the Safe Travels program, which allowed travelers to bypass quarantine if they had a valid negative COVID test. Through March 25, 2022, domestic passengers could bypass the state's mandatory self-quarantine if they were vaccinated or have a negative COVID pre-travel test. The Safe Travels Program ended on March 26, 2022. In July 2022, there were no travel restrictions for passengers arriving to Hawai'i on domestic direct flights from the U.S. Mainland, or for passengers arriving on direct international flights.

For the first seven months of 2022, Hawai'i's tourism economy experienced:

- Total visitor spending: \$11.1 billion, up 5.8 percent from \$10.55 billion in the first seven months of 2019.
- Visitor arrivals: 5,350,486 visitors, down 13.2 percent from 6,166,392 visitors in the first seven months of 2019.
- For FY2022 Through June 2022, the state collected \$738.7 million in TAT, up 23 percent compared to \$600.3 million collected in FY 2019 through June 2019 (Preliminary data from Dept of Taxation).
- Air service: 35,728 trans-Pacific flights and 7,471,133 seats, compared to 36,410 flights and 8,004,342 seats in the first seven months of 2019.

Table 1: Overall Key Performance Indicators – Total (Air + Cruise) – YTD July 2022 vs. YTD July 2021

		YOY Rate	Jul'21 YTD	Jul'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	↑	67.1%	6,679.8	11,163.1	16,620.5
Daily Spend (\$PPPD)	↑	19.8%	187.3	224.4	206.0
Visitor Days	↑	39.5%	35,656,976	49,753,614	80,674,664
Arrivals	↑	47.3%	3,632,515	5,350,486	8,867,698
Daily Census	↑	39.5%	168,193	234,687	221,026
Airlift (scheduled seats) ^	↑	35.7%	5,496,617	7,456,748	13,304,808

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from Diio Mi flight schedules as of June 24, 2022, subject to change.

Table 2: Overall Key Performance Indicators – Total (Air + Cruise) – YTD July 2022 vs. YTD July 2019

		YOY Rate	Jul'19 YTD	Jul'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👉	5.8%	10,553.0	11,163.1	16,620.5
Daily Spend (\$PPPD)	👆	15.1%	195.0	224.4	206.0
Visitor Days	👉	-8.1%	54,121,582	49,753,614	80,674,664
Arrivals	👇	-13.2%	6,166,392	5,350,486	8,867,698
Daily Census	👉	-8.1%	255,290	234,687	221,026
Airlift (scheduled seats) ^	👉	-6.2%	7,949,967	7,456,748	13,304,808

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from Diio Mi flight schedules as of June 24, 2022, subject to change.

Figure 1: Monthly Visitor Expenditures (\$mil) – 2022 vs. 2021

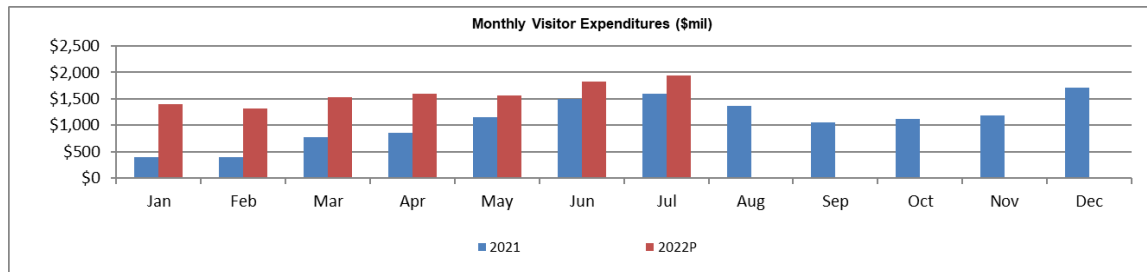
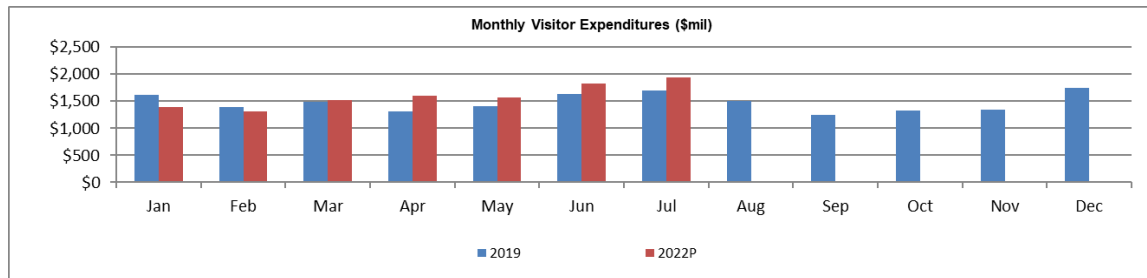


Figure 2: Monthly Visitor Expenditures (\$mil) – 2021 vs. 2019



Major Market Areas (MMAs)

USA

Table 3: Key Performance Indicators - U.S. Total (YTD July 2022 vs. YTD July 2021)

		YOY Rate	Jul'21 YTD	Jul'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	51.0%	6,392.1	9,652.5	13,988.8
Daily Spend (\$PPPD)	👆	22.3%	186.4	228.0	201.3
Visitor Days	👆	23.5%	34,291,986	42,340,875	69,490,874
Arrivals	👆	32.2%	3,527,864	4,665,415	7,666,485
Daily Census	👆	23.5%	161,755	199,721	190,386
Airlift (scheduled seats) ^	👆	25.1%	5,333,634	6,670,670	11,272,244

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from Diio Mi flight schedules as of June 24, 2022, subject to change.

Table 4: Key Performance Indicators - U.S. Total (YTD July 2022 vs. YTD July 2019)

		YOY Rate	Jul'19 YTD	Jul'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	37.4%	7,026.5	9,652.5	13,988.8
Daily Spend (\$PPPD)	👆	21.8%	187.1	228.0	201.3
Visitor Days	👆	12.8%	37,548,277	42,340,875	69,490,874
Arrivals	👆	12.4%	4,150,848	4,665,415	7,666,485
Daily Census	👆	12.8%	177,115	199,721	190,386
Airlift (scheduled seats) ^	👆	16.6%	5,719,985	6,670,670	11,272,244

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from Diio Mi flight schedules as of June 24, 2022, subject to change.

- According to the latest Destination Analysts tracking study, American travelers' minds are focused on financial-related matters. When asked what has deterred them from traveling more than they would have otherwise preferred in the past six months, the top reasons are gas is too expensive (47%), the general cost of travel being too expensive right now (39%), personal financial reasons (31%) and airfare is too expensive (27%). In comparison, COVID concern is the fifth most commonly reported travel deterrent, with 24.5 percent saying the risk of contracting COVID kept them from traveling more. The proportion of travelers who feel that the present is a good time to spend money on travel has dropped to 28 percent, the lowest level recorded so far this year. Overall, American travelers' optimism about the financial future is dimming somewhat, as the proportion of travelers who feel they will be financially better off next year compared to this year has declined 4-points in the last month to 39 percent.
- Consumer confidence fell for a third consecutive month in July 2022, according to the Conference Board. The decrease was driven by a decline in the Present Situation Index—a sign growth has slowed at the start of Quarter 3. The Expectations Index held relatively steady, but remained well below a reading of 80, suggesting recession risks persist. Concerns about inflation—rising gas and food prices, in particular—continued to weigh on consumers.
- Wholesale Partner continues to see an overall slowdown in bookings to Hawai'i.
 - Hawai'i package costs are at an all-time high, making the destination uncompetitive vs. others such as Mexico, Caribbean and Europe.
 - Domestic travel continues to slow as they see more travelers booking international itineraries, leveling the overall demand for domestic travel compared to 2021 and 2022.
 - As of July 31, they report that booking pace for 2023 compared to 2022 is down for the state by -28 percent; O'ahu down -18 percent; Maui down -32 percent; Kaua'i down -36 percent, and the island of Hawai'i down -40 percent.

US WEST

Table 5: Key Performance Indicators - U.S. West (YTD July 2022 vs. YTD July 2021)

	YOY Rate	Jul'21 YTD	Jul'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	41.1%	4,181.9	5,900.0	8,781.5
Daily Spend (\$PPPD)	19.1%	181.8	216.5	194.1
Visitor Days	18.5%	23,001,638	27,248,013	45,239,109
Arrivals	28.9%	2,444,150	3,151,554	5,183,426
Daily Census	18.5%	108,498	128,528	123,943
Airlift (scheduled seats) ^	26.9%	4,673,634	5,928,880	9,975,115

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from Diio Mi flight schedules as of June 24, 2022, subject to change.

Table 6: Key Performance Indicators - U.S. West (YTD July 2022 vs. YTD July 2019)

	YOY Rate	Jul'19 YTD	Jul'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	43.7%	4,106.5	5,900.0	8,781.5
Daily Spend (\$PPPD)	24.6%	173.8	216.5	194.1
Visitor Days	15.3%	23,629,088	27,248,013	45,239,109
Arrivals	15.8%	2,720,989	3,151,554	5,183,426
Daily Census	15.3%	111,458	128,528	123,943
Airlift (scheduled seats) ^	18.6%	4,998,109	5,928,880	9,975,115

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from Diio Mi flight schedules as of June 24, 2022, subject to change

- In July 2022, 528,319 visitors arrived from the U.S. West, an increase of 14.2 percent compared to 462,676 visitors in July 2019. U.S. West visitors spent \$973.8 million in July 2022, up 45.4 percent from \$669.8 million in July 2019. Daily spending by U.S. West visitors in July 2022 (\$211 per person) was much higher compared to July 2019 (\$165 per person, +27.6%).

- Through the first seven months of 2022, there were 3,151,554 visitors from the U.S. West compared to 2,720,989 visitors (+15.8%) in the first seven months of 2019. U.S. West visitors spent \$5.90 billion compared to \$4.11 billion (+43.7%) in the first seven months of 2019.

US EAST

Table 7: Key Performance Indicators - U.S. East (YTD July 2022 vs. YTD July 2021)

		YOY Rate	Jul'21 YTD	Jul'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	↑	69.8%	2,210.2	3,752.5	5,207.4
Daily Spend (\$PPPD)	↑	27.0%	195.8	248.6	214.7
Visitor Days	↑	33.7%	11,290,347	15,092,862	24,251,765
Arrivals	↑	39.7%	1,083,714	1,513,861	2,483,059
Daily Census	↑	33.7%	53,256	71,193	66,443
Airlift (scheduled seats) ^	↑	12.4%	660,000	741,790	1,297,129

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from Diio Mi flight schedules as of June 24, 2022, subject to change.

Table 8: Key Performance Indicators - U.S. East (YTD July 2022 vs. YTD July 2019)

		YOY Rate	Jul'19 YTD	Jul'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	↑	28.5%	2,919.9	3,752.5	5,207.4
Daily Spend (\$PPPD)	↑	18.5%	209.8	248.6	214.7
Visitor Days	↔	8.4%	13,919,189	15,092,862	24,251,765
Arrivals	↔	5.9%	1,429,858	1,513,861	2,483,059
Daily Census	↔	8.4%	65,657	71,193	66,443
Airlift (scheduled seats) ^	↔	2.8%	721,876	741,790	1,297,129

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from Diio Mi flight schedules as of June 24, 2022, subject to change.

- There were 249,157 visitors from the U.S. East in July 2022, a 2.3 percent growth compared to the 243,498 visitors in July 2019. U.S. East visitors spent \$643.4 million in July 2022, up 26 percent from \$510.7 million in July 2019. Daily spending by U.S. East visitors in July 2022 (\$260 per person) increased significantly in comparison to July 2019 (\$216 per person, +20.1%).
- Through the first seven months of 2022, 1,513,861 visitors arrived from the U.S. East, compared to 1,429,858 visitors (+5.9%) in the first seven months of 2019. U.S. East visitors spent \$3.75 billion compared to \$2.92 billion (+28.5%) in the first seven months of 2019.

JAPAN

Table 9: Key Performance Indicators – Japan (YTD July 2022 vs. YTD July 2021)

		YOY Rate	Jul'21 YTD	Jul'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	↑	302.0%	32.2	129.5	805.1
Daily Spend (\$PPPD)	↔	6.5%	217.1	231.2	254.2
Visitor Days	↑	277.5%	148,327	559,900	3,167,750
Arrivals	↑	579.7%	8,541	58,057	521,380
Daily Census	↑	277.5%	700	2,641	8,679
Airlift (scheduled seats) ^	↑	127.9%	64,697	147,433	810,127

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from Diio Mi flight schedules as of June 24, 2022, subject to change.

Table 10: Key Performance Indicators – Japan (YTD July 2022 vs. YTD July 2019)

		YOY Rate	Jul'19 YTD	Jul'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	↓	-89.4%	1,218.9	129.5	805.1
Daily Spend (\$PPPD)	↔	-3.6%	239.8	231.2	254.2
Visitor Days	↓	-89.0%	5,083,982	559,900	3,167,750
Arrivals	↓	-93.3%	868,821	58,057	521,380
Daily Census	↓	-89.0%	23,981	2,641	8,679
Airlift (scheduled seats) ^	↓	-87.1%	1,146,682	147,433	810,127

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from Diio Mi flight schedules as of June 24, 2022, subject to change.

- There were 23,133 visitors from Japan in July 2022 compared to 134,587 visitors (-82.8%) in July 2019. Visitors from Japan spent \$42.8 million in July 2022 compared to \$186.5 million (-77%) in July 2019. Daily spending by Japanese visitors in July 2022 (\$233 per person) was flat compared to July 2019 (\$234 per person, -0.4%).
- Through the first seven months of 2022, there were 58,057 visitors from Japan compared to 868,821 visitors (-93.3%) in the first seven months of 2019. Visitors from Japan spent \$129.5 million compared to \$1.22 billion (-89.4%) in the first seven months of 2019.
- The Japanese government plans to lower its inflation-adjusted economic growth forecast for fiscal 2022 to about 2 percent, which is down from January's forecast for 3.2 percent growth. It is predicted that GDP will recover to the level before pandemic in Fiscal year 2023. Consumption of services such as travel is recovering, personal consumption continues to pick up, and personal consumption based on GDP in the April - June 2022 period is expected to increase by 1.1 percent compared to the previous quarter.
- According to a May 2022 household survey released by the Ministry of Internal Affairs and Communications, households with two or more people spent 287,687 yen, down 0.5 percent from previous year. This is the third straight month of decline and there is a movement to refrain from buying. On the other hand, eating out and travel-related consumption are increasing because there are no movement restrictions during the period.
- As of August 8, 2022, 81 percent of the population are fully vaccinated and 63.4 percent have received the booster shot.
- According to the Japan National Tourism Organization (JNTO), the number of Japanese overseas travelers in June 2022 was 171,500. Compared to June 2019, this was a decrease of 88.7 percent. However, since April 2022, when the number surpassed 100,000, the count has continued to exceed the previous month.
- In July 2022, a total of 126 scheduled flights operated by four airlines: ANA, Hawaiian Airlines, JAL, and ZIPAIR, according to DIIO Mi flight schedules. With summer vacation period getting closer, all airlines started to increase number of flights and seats compared to May.
- Hawaiian Airlines TV commercials for the Japanese market started to air and Japan airlines is also holding events in local areas to promote Hawai'i routes.

CANADA

Table 11: Key Performance Indicators – Canada (YTD July 2022 vs. YTD July 2021)

	YOY Rate	Jul'21 YTD	Jul'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	1553.1%	30.3	500.1	426.6
Daily Spend (\$PPPD)	9.3%	166.9	182.4	173.6
Visitor Days	1412.0%	181,301	2,741,225	2,457,615
Arrivals	2740.1%	7,634	216,818	194,619
Daily Census	1412.0%	855	12,930	6,733
Airlift (scheduled seats) [^]	1299.5%	22,508	315,008	482,947

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from DiiO Mi flight schedules as of June 24, 2022, subject to change.

Table 12: Key Performance Indicators – Canada (YTD July 2022 vs. YTD July 2019)

	YOY Rate	Jul'19 YTD	Jul'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	-27.8%	692.9	500.1	426.6
Daily Spend (\$PPPD)	10.3%	165.4	182.4	173.6
Visitor Days	-34.6%	4,188,907	2,741,225	2,457,615
Arrivals	-36.7%	342,474	216,818	194,619
Daily Census	-34.6%	19,759	12,930	6,733
Airlift (scheduled seats) [^]	-2.8%	324,056	315,008	482,947

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from DiiO Mi flight schedules as of June 24, 2022, subject to change.

- In July 2022, 25,684 visitors arrived from Canada compared to 26,939 visitors (-4.7%) in July 2019. Visitors from Canada spent \$57.1 million in July 2022, compared to \$50.1 million (+14%) in July 2019. Daily spending by Canadian visitors in July 2022 (\$189 per person) increased compared to July 2019 (\$158 per person, +19.6%).
- Through the first seven months of 2022 there were 216,818 visitors from Canada compared to 342,474 visitors (-36.7%) in the first seven months of 2019. Visitors from Canada spent \$500.1 million compared to \$692.9 million (-27.8%) in the first seven months of 2019.
- The Canadian economy held steady in May 2022 as GDP growth remained essentially unchanged, after three consecutive months of growth. Statistics Canada's preliminary estimate for real GDP growth in June 2022 is 0.1 percent. This marks a modest Quarter 2 performance with the economy growing 1.1 percent in the previous quarter, powered largely by activity earlier in the spring.
- With short-term financial concerns on the rise, the Index of Consumer Confidence fell to 72.8 points in July 2022, the lowest level recorded since the start of the pandemic. Although inflation is starting to decelerate, consumers are concerned about their purchasing power as one-third reported a pessimistic view of their current finances. Optimism regarding future finances and job prospects also fell in July, and just 11 percent of respondents believe now is a good time to make a large purchase.
- The average value of the loonie during in July 2022 was US \$0.79.
- As of July 31, 82.9 percent of total population are fully vaccinated with 86.3 percent received at least one additional dose.
- January-May 2022 saw almost 7.2 million Canadians return home from an overnight trip to the U.S. and other destinations. This was nine and a half times the volume recorded in 2021, and 50 percent of pre-pandemic activity.

OCEANIA

Table 13: Key Performance Indicators – Oceania (YTD July 2022 vs. YTD July 2021)

	YOY Rate	Jul'21 YTD	Jul'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	📈 3550.1%	5.6	203.2	298.2
Daily Spend (\$PPPD)	📈 16.2%	239.3	277.9	275.3
Visitor Days	📈 3042.1%	23,268	731,096	1,083,103
Arrivals	📈 5229.1%	1,404	74,839	110,655
Daily Census	📈 3042.1%	110	3,449	2,967
Airlift (scheduled seats) [^]	N/A	0	109,876	252,570

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from Diio Mi flight schedules as of June 24, 2022, subject to change.

Table 14: Key Performance Indicators – Oceania (YTD July 2022 vs. YTD July 2019)

	YOY Rate	Jul'19 YTD	Jul'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	📉 -59.8%	505.5	203.2	298.2
Daily Spend (\$PPPD)	📉 5.0%	264.7	277.9	275.3
Visitor Days	📉 -61.7%	1,909,670	731,096	1,083,103
Arrivals	📉 -63.2%	203,308	74,839	110,655
Daily Census	📉 -61.7%	9,008	3,449	2,967
Airlift (scheduled seats) [^]	📉 -62.2%	290,505	109,876	252,570

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from Diio Mi flight schedules as of June 24, 2022, subject to change.

- The outlook for the labor market in Australia is broadly unchanged, with unemployment expected to continue to decline (currently 4%) and wage growth to pick up.
- The rising cost of airfare means that people are tending to wait until much closer to the travel date hoping to find a more competitive fare, skewing the tradition booking pattern.
- Fiji, Thailand and Bali remain strong competitors for Australia visitors.

- Partners are reporting that the cost of the airfare from Australia to Hawai'i is having a huge impact on conversion, especially for partners that package air with land.
- The Hawai'i airfare challenge isn't the same in the New Zealand market with Hawai'i airfare increases on a much smaller scale than many other destinations.
- The respective exchange rate values ended the month of July 2022, slightly higher against the USD at 70cents (AUD) and 63cents (NZD).

OTHER ASIA

Table 15: Key Performance Indicators – Other Asia (YTD July 2022 vs. YTD July 2021)

		YOY Rate	Jul'21 YTD	Jul'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	440.4%	30.6	165.2	N/A
Daily Spend (\$PPPD)	👉	7.5%	278.9	299.9	N/A
Visitor Days	👆	402.6%	109,614	550,898	N/A
Arrivals	👆	768.0%	6,829	59,275	N/A
Daily Census	👆	402.6%	517	2,599	N/A
Airlift (scheduled seats) ^	👆	637.6%	13,344	98,427	246,101

*DBEDT 2022 annual forecast (Quarter 1, 2022) N/A=Not available. Scheduled seats forecast from Diio Mi flight schedules as of June 24, 2022, subject to change.

Table 16: Key Performance Indicators – Other Asia (YTD July 2022 vs. YTD July 2019)

		YOY Rate	Jul'19 YTD	Jul'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👇	-66.6%	494.7	165.2	N/A
Daily Spend (\$PPPD)	👉	2.5%	292.7	299.9	N/A
Visitor Days	👇	-67.4%	1,690,174	550,898	N/A
Arrivals	👇	-72.3%	213,606	59,275	N/A
Daily Census	👇	-67.4%	7,973	2,599	N/A
Airlift (scheduled seats) ^	👇	-65.3%	283,987	98,427	246,101

*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available. Scheduled seats forecast from Diio Mi flight schedules as of June 24, 2022, subject to change.

KOREA

Table 17: Key Performance Indicators – Korea (YTD July 2022 vs. YTD July 2021)

		YOY Rate	Jul'21 YTD	Jul'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	799.1%	14.5	130.0	192.6
Daily Spend (\$PPPD)	👉	9.3%	264.3	288.8	300.1
Visitor Days	👆	722.9%	54,698	450,126	641,680
Arrivals	👆	1748.3%	2,624	48,495	80,957
Daily Census	👆	722.9%	258	2,123	1,758
Airlift (scheduled seats) ^	👆	637.6%	13,344	98,427	235,391

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from Diio Mi flight schedules as of June 24, 2022, subject to change.

Table 18: Key Performance Indicators – Korea (YTD July 2022 vs. YTD July 2019)

		YOY Rate	Jul'19 YTD	Jul'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👇	-53.1%	277.2	130.0	192.6
Daily Spend (\$PPPD)	👉	4.5%	276.5	288.8	300.1
Visitor Days	👇	-55.1%	1,002,759	450,126	641,680
Arrivals	👇	-62.6%	129,707	48,495	80,957
Daily Census	👇	-55.1%	4,730	2,123	1,758
Airlift (scheduled seats) ^	👇	-47.0%	185,663	98,427	235,391

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from Diio Mi flight schedules as of June 24, 2022, subject to change.

- In July 2022, South Korea's exports rose 9.4 percent year on year to US \$60.70 billion.

- South Korean exchange rate was 1,309.05 (KRW/USD), up from the previous month's 1,281.95 (KRW/USD).
- Korea recorded 87.0 percent vaccination rate and 65.2 percent booster rate as of July 31, 2022.
- Reservations for overseas flights in June 2022, increased by 1,908 percent compared to the previous year and 36 percent from the previous month, according to Interpark. By major routes, Southeast Asia and Oceania showed a remarkable rise, increasing 91 percent and 64 percent month-on-month, respectively.
- Bangkok is the number one destination for overseas travel this summer. It was followed by Guam, Da Nang, Ho Chi Minh City, and Hanoi in order of popularity. In particular, 11 Southeast Asian cities were ranked in the top 15. LCCs and Southeast Asian airlines have driven demand by resuming services to resorts and conducting special promotions.
- The number of passengers using Incheon International Airport in July 2022 was 1,73,706 (estimated), nearly 6 times higher than the 289,990 passengers in July 2021. This increase is due to the release of all major regulations necessary for international flight operations, which were strengthened after the COVID-19 outbreak, such as slot limit at Incheon International Airport and curfew from last June. The public's anticipation for overseas travel is working in earnest during the peak season.
- Korean Air increased its frequency from the previous 5 weekly to daily flights in July 2022.
- Asiana Airlines increased its frequency from the previous 3 weekly to 5 weekly in July 2022.
- Hawaiian Airlines increased to 5 weekly flights during June and July 2022 and will revert to 4 weekly flights in August 2022.

CHINA

Table 19: Key Performance Indicators – China (YTD July 2022 vs. YTD July 2021)

		YOY Rate	Jul'21 YTD	Jul'22 YTD	Annual Forecast*
Visitor Spending (\$mil)		134.4%	7.7	18.2	N/A
Daily Spend (\$PPPD)		7.7%	319.8	344.4	N/A
Visitor Days		117.6%	24,215	52,699	N/A
Arrivals		188.8%	2,208	6,378	N/A
Daily Census		117.6%	114	249	N/A
Airlift (scheduled seats) ^		N/A	N/A	N/A	N/A

*DBEDT 2022 annual forecast (Quarter 1, 2022) N/A=Not available.

Table 20: Key Performance Indicators – China (YTD July 2022 vs. YTD July 2019)

		YOY Rate	Jul'19 YTD	Jul'22 YTD	Annual Forecast*
Visitor Spending (\$mil)		-88.7%	161.1	18.2	N/A
Daily Spend (\$PPPD)		4.7%	328.9	344.4	N/A
Visitor Days		-89.2%	489,845	52,699	N/A
Arrivals		-89.7%	61,703	6,378	N/A
Daily Census		-89.2%	2,311	249	N/A
Airlift (scheduled seats) ^		N/A	N/A	N/A	N/A

*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available

- China's year-to-date June 2022 GDP stood at 56.26 trillion yuan (US\$8.35 trillion), up 2.5 percent versus last year, according to the National Bureau of Statistics (NBS). China's 2022 Quarter 2 GDP stood at 29.24 trillion yuan (US\$4.34 trillion), up 0.4 percent.
- July 2022 month-end (ME) rate for Chinese Yuan (CNY) versus the U.S. dollar (USD) was 6.74, versus June 2022 ME rate of 6.71, versus July 2021 ME rate of 6.46.

- China's annual inflation rate climbed to 2.5 percent in June 2022 from the prior month figure of 2.1 percent according to NBS. This was the highest since July 2020, with food prices rising the most in 21 months as consumption strengthened further following an improvement in COVID-19 situation.
- In June 2022, China's surveyed urban unemployment rate was 5.5 percent, an improvement from 5.9 percent in May 2022. This represents the lowest rate since February 2022, amid continued efforts by the government to revive the momentum of economic recovery by further easing of COVID-curbs.
- As of August 3, 2022, 1.26 billion people have been fully vaccinated, or 89.6 percent of the population. Two doses or more is considered fully vaccinated in China.
- Outbound international passenger flights from China are likely to grow by more than 200 percent month-on-month in August 2022, industry data showed recently, as China continued to relax travel restrictions. Flights to the U.S. in particular are predicted to soar four times. A total of 2,845 outbound international flights are scheduled to operate in August 2022, up from 904 flights in July.

EUROPE

Table 21: Key Performance Indicators – Europe (YTD July 2022 vs. YTD July 2021)

		YOY Rate	Jul'21 YTD	Jul'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	795.8%	11.9	106.6	100.7
Daily Spend (\$PPPD)	👉	0.0%	156.3	156.2	158.4
Visitor Days	👆	795.9%	76,137	682,127	635,609
Arrivals	👆	853.2%	5,107	48,683	47,332
Daily Census	👆	795.9%	359	3,218	1,741
Airlift (scheduled seats) ^		N/A	N/A	N/A	N/A

*DBEDT 2022 annual forecast (Quarter 1, 2022).

Table 22: Key Performance Indicators – Europe (YTD July 2022 vs. YTD July 2019)

		YOY Rate	Jul'19 YTD	Jul'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👇	-28.9%	149.9	106.6	100.7
Daily Spend (\$PPPD)	👉	-3.6%	162.1	156.2	158.4
Visitor Days	👇	-26.2%	924,647	682,127	635,609
Arrivals	👇	-31.5%	71,034	48,683	47,332
Daily Census	👇	-26.2%	4,362	3,218	1,741
Airlift (scheduled seats) ^		N/A	N/A	N/A	N/A

*DBEDT 2022 annual forecast (Quarter 1, 2022).

LATIN AMERICA

Table 23: Key Performance Indicators – Latin America (YTD July 2022 vs. YTD July 2021)

		YOY Rate	Jul'21 YTD	Jul'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	67.6%	11.4	19.1	N/A
Daily Spend (\$PPPD)	👇	-31.4%	227.4	155.9	N/A
Visitor Days	👆	144.5%	50,054	122,363	N/A
Arrivals	👆	179.7%	3,981	11,134	N/A
Daily Census	👆	144.5%	236	577	N/A
Airlift (scheduled seats) ^		N/A	N/A	N/A	N/A

*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available.

Table 24: Key Performance Indicators – Latin America (YTD July 2022 vs. YTD July 2019)

	YOY Rate	Jul'19 YTD	Jul'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	↓ -47.1%	36.1	19.1	N/A
Daily Spend (\$PPPD)	↓ -29.4%	220.7	155.9	N/A
Visitor Days	↓ -25.2%	163,529	122,363	N/A
Arrivals	↓ -28.7%	15,608	11,134	N/A
Daily Census	↓ -25.2%	771	577	N/A
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A

*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available.

ISLAND VISITATION:

- **O’ahu:** There were 491,052 visitors to O’ahu in July 2022 compared to 598,986 visitors (-18%) in July 2019. Visitor spending was \$819.5 million compared to \$749.4 million (+9.4%) in July 2019. The average daily census on O’ahu was 120,248 visitors in July 2022 compared to 135,456 visitors (-11.2%) in July 2019.

Through the first seven months of 2022, there were 2,751,405 visitors to O’ahu compared to 3,624,222 visitors (-24.1%) in the first seven months of 2019. Total visitor spending was \$4.82 billion (+1%) compared to \$4.78 billion in the first seven months of 2019.

- **Maui:** There were 304,878 visitors to Maui in July 2022 compared to 307,834 visitors (-1%) in July 2019. Visitor spending was \$591.2 million compared to \$506 million (+16.8%) in July 2019. The average daily census on Maui was 77,717 visitors in July 2022 up from the 76,577 visitors (+1.5%) in July 2019.

Through the first seven months of 2022, there were 1,710,936 visitors to Maui compared to 1,830,367 visitors (-6.5%) in the first seven months of 2019. Total visitor spending was \$3.38 billion compared to \$3.11 billion (+8.5%) in the first seven months of 2019.

- **Hawai’i Island:** There were 169,668 visitors to Hawai’i Island in July 2022 compared to 173,899 visitors (-2.4%) in July 2019. Visitor spending was \$269.1 million compared to \$221.3 million (+21.6%) in July 2019. The average daily census on Hawai’i Island was 43,203 visitors in July 2022 compared to 39,439 visitors (+9.5%) in July 2019.

Through the first seven months of 2022, there were 982,397 visitors to Hawai’i Island, compared to 1,054,260 visitors (-6.8%) in the first seven months of 2019. Total visitor spending was \$1.55 billion compared to \$1.38 billion (+12.7%) in the first seven months of 2019.

- **Kaua’i:** There were 138,130 visitors to Kaua’i in July 2022 compared to 139,157 visitors (-0.7%) in July 2019. Visitor spending was \$238.9 million compared to \$201.3 million (+18.7%) in July 2019. The average daily census on Kaua’i was 34,864 visitors in July 2022, up from 33,336 visitors (+4.6%) in July 2019.

Through the first seven months of 2022, there were 782,268 visitors to Kaua’i compared to 825,696 visitors (-5.3%) in the first seven months of 2019. Total visitor spending was \$1.29 billion compared to \$1.17 billion (+11.1%) in the first seven months of 2019.

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jul-22** Preliminary

Visitor Industry Performance Measures

Market: **OVERALL**

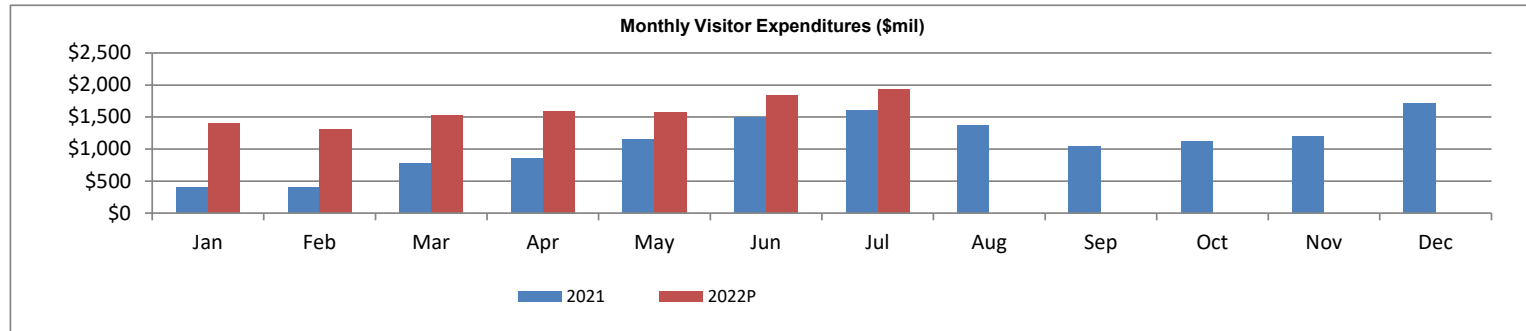
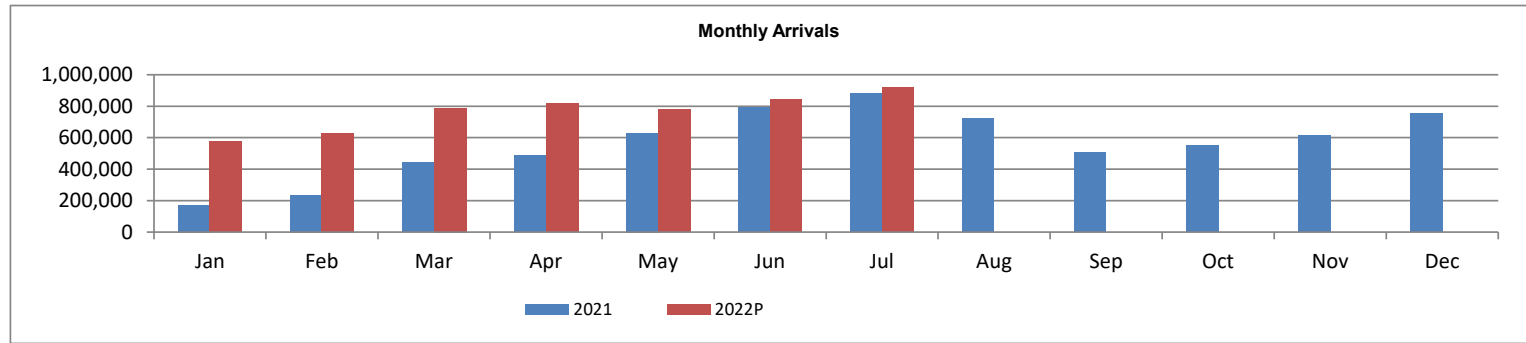
Key Performance Indicators

	YOY Rate	Jul'21 YTD	Jul'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 67.1%	6,679.8	11,163.1	16,620.5	O'ahu	55.1%	2,751,405
Daily Spend (\$PPPD)	↑ 19.8%	187.3	224.4	206.0	Maui	34.8%	1,710,936
Visitor Days	↑ 39.5%	35,656,976	49,753,614	80,674,664	Moloka'i	77.4%	23,974
Arrivals	↑ 47.3%	3,632,515	5,350,486	8,867,698	Lāna'i	61.2%	38,638
Daily Census	↑ 39.5%	168,193	234,687	221,026	Kaua'i	116.1%	782,268
Airlift (scheduled seats) [^]	↑ 35.7%	5,496,617	7,456,748	13,304,808	Hawai'i Island	54.8%	982,397

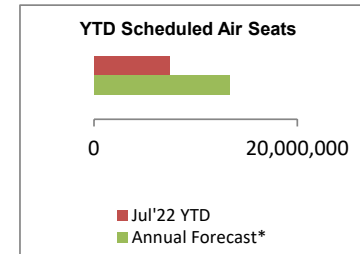
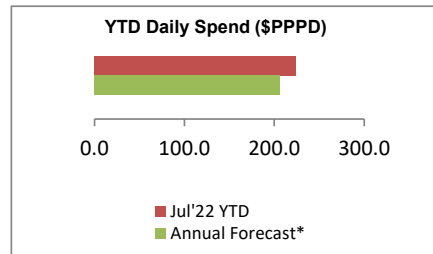
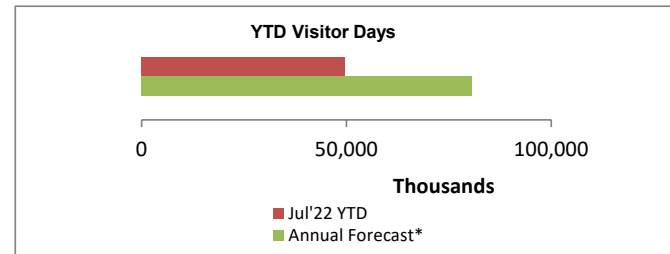
* DBEDT Annual Forecast as of Q1 2022.

[^] HTA/DBEDT READ analysis based on scheduled flights from Diao Mi flight schedules as of June 24, 2022, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jul-22** Preliminary

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

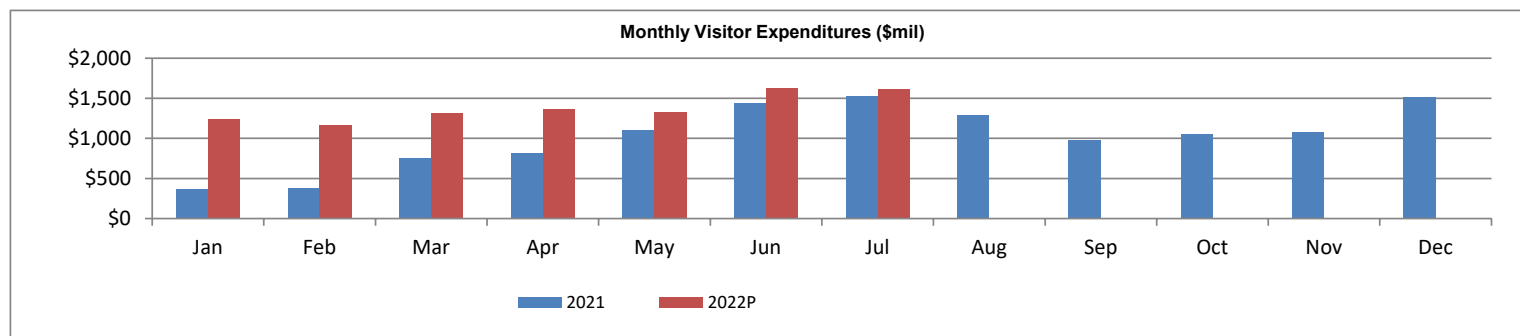
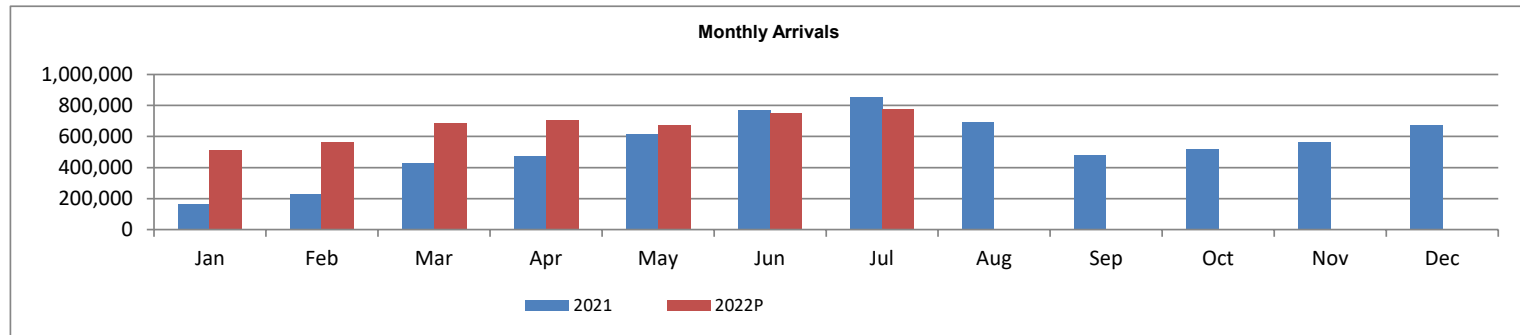
Key Performance Indicators

	YOY Rate	Jul'21 YTD	Jul'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 51.0%	6,392.1	9,652.5	13,988.8	O'ahu	34.2%	2,291,429
Daily Spend (\$PPPD)	↑ 22.3%	186.4	228.0	201.3	Maui	21.9%	1,512,782
Visitor Days	↑ 23.5%	34,291,986	42,340,875	69,490,874	Moloka'i	58.0%	20,588
Arrivals	↑ 32.2%	3,527,864	4,665,415	7,666,485	Lāna'i	42.0%	32,948
Daily Census	↑ 23.5%	161,755	199,721	190,386	Kaua'i	102.2%	714,985
Airlift (scheduled seats)^	↑ 25.1%	5,333,634	6,670,670	11,272,244	Hawai'i Island	41.2%	874,412

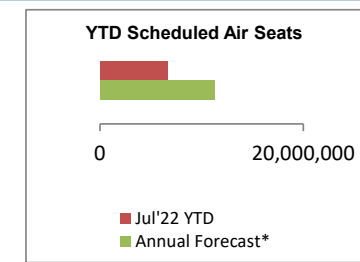
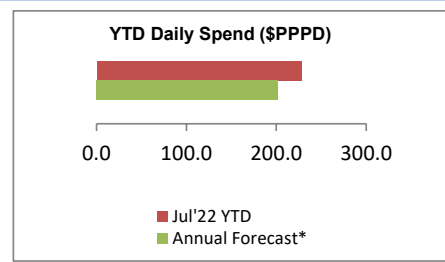
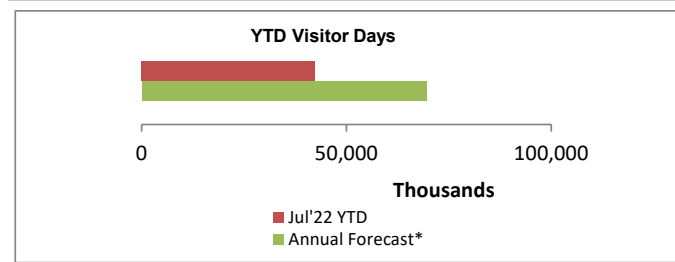
* DBEDT Annual Forecast as of Q1 2022.

^ HTA/DBEDT READ analysis based on scheduled flights from Dilo Mi flight schedules as of June 24, 2022, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jul-22** Preliminary

Visitor Industry Performance Measures

Market: **U.S. WEST**

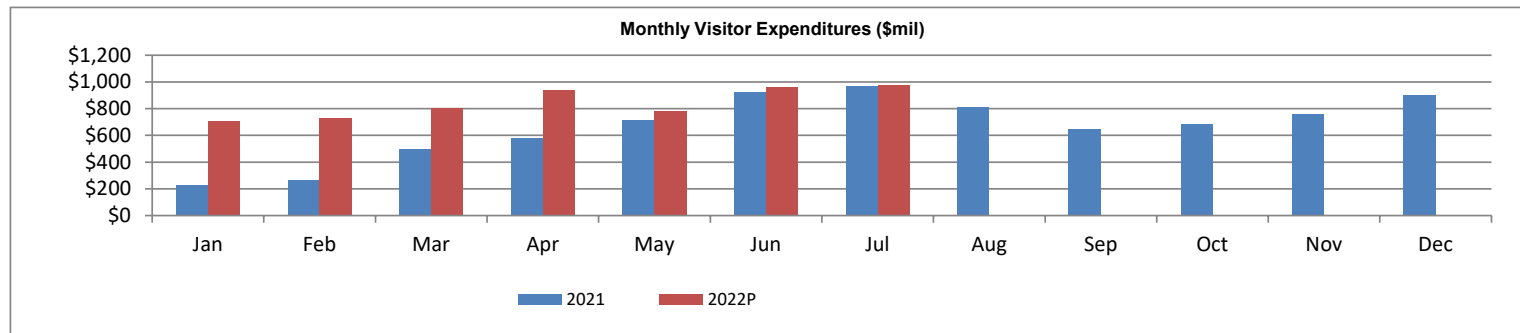
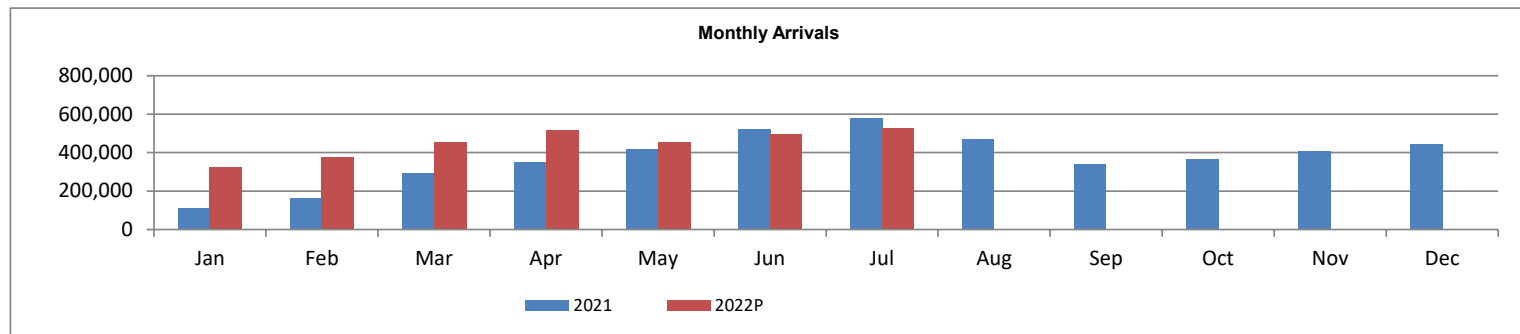
Key Performance Indicators

	YOY Rate	Jul'21 YTD	Jul'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 41.1%	4,181.9	5,900.0	8,781.5	O'ahu	32.7%	1,441,553
Daily Spend (\$PPPD)	↑ 19.1%	181.8	216.5	194.1	Maui	12.7%	982,478
Visitor Days	↑ 18.5%	23,001,638	27,248,013	45,239,109	Moloka'i	55.4%	13,160
Arrivals	↑ 28.9%	2,444,150	3,151,554	5,183,426	Lāna'i	32.7%	18,469
Daily Census	↑ 18.5%	108,498	128,528	123,943	Kaua'i	94.7%	475,239
Airlift (scheduled seats)^	↑ 26.9%	4,673,634	5,928,880	9,975,115	Hawai'i Island	32.7%	559,671

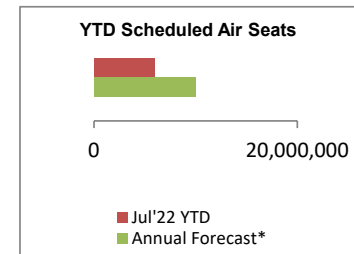
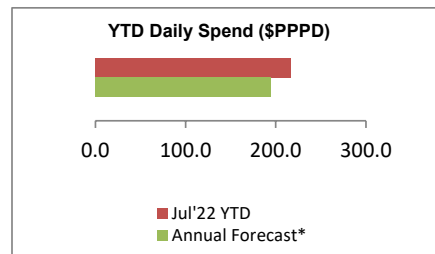
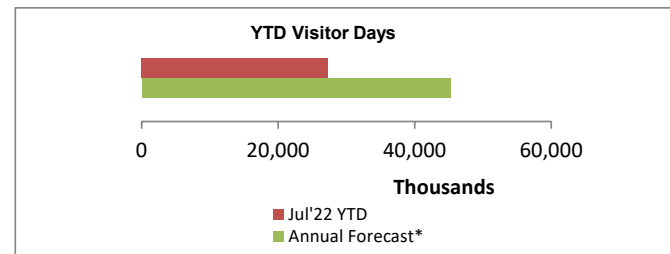
* DBEDT Annual Forecast as of Q1 2022.

^ HTA/DBEDT READ analysis based on scheduled flights from Diao Mi flight schedules as of June 24, 2022, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jul-22** Preliminary

Visitor Industry Performance Measures

Market: **U.S. EAST**

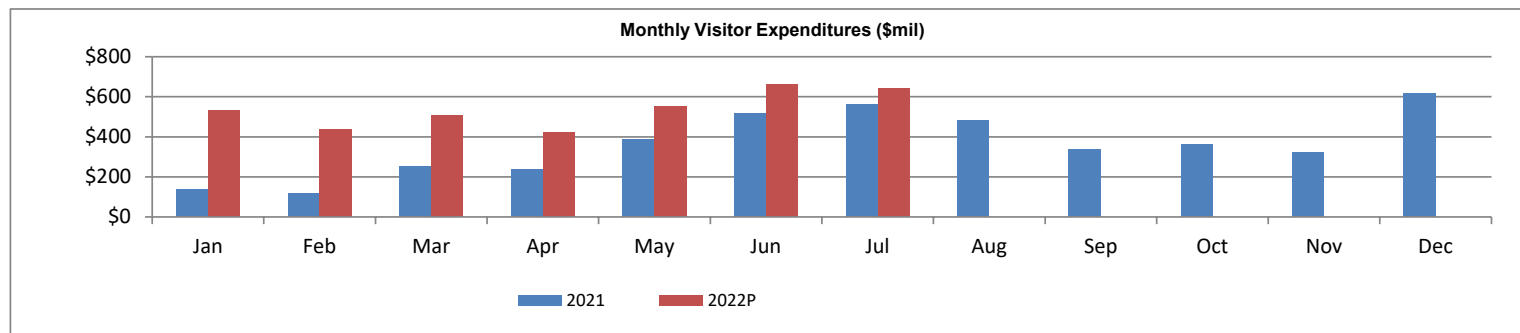
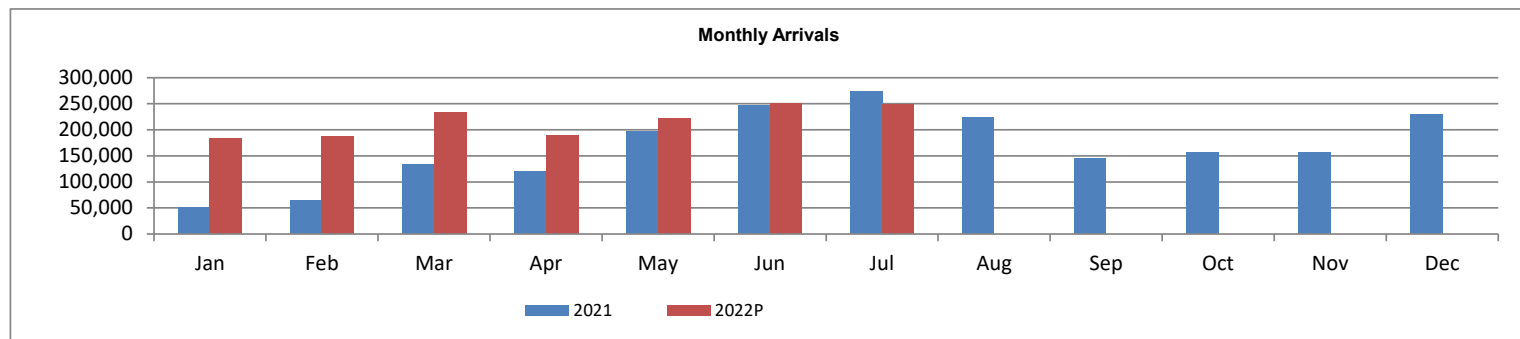
Key Performance Indicators

	YOY Rate	Jul'21 YTD	Jul'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 69.8%	2,210.2	3,752.5	5,207.4	O'ahu	36.6%	849,877
Daily Spend (\$PPPD)	↑ 27.0%	195.8	248.6	214.7	Maui	43.7%	530,303
Visitor Days	↑ 33.7%	11,290,347	15,092,862	24,251,765	Moloka'i	62.6%	7,428
Arrivals	↑ 39.7%	1,083,714	1,513,861	2,483,059	Lāna'i	55.9%	14,479
Daily Census	↑ 33.7%	53,256	71,193	66,443	Kaua'i	118.7%	239,746
Airlift (scheduled seats) [^]	↑ 12.4%	660,000	741,790	1,297,129	Hawai'i Island	59.4%	314,741

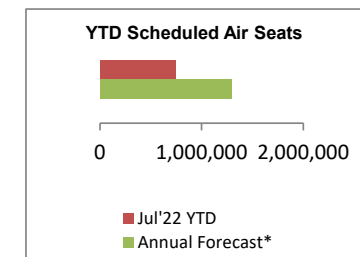
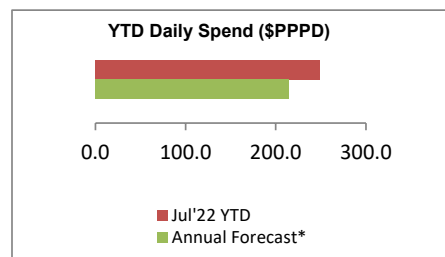
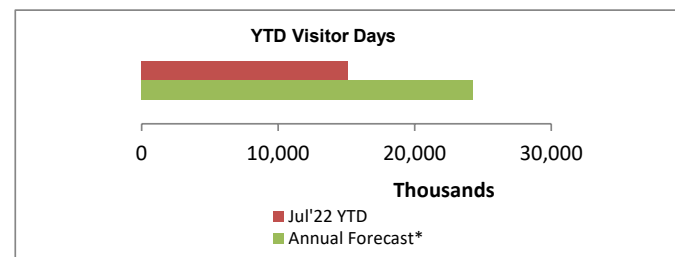
* DBEDT Annual Forecast as of Q1 2022.

[^] HTA/DBEDT READ analysis based on scheduled flights from Dilo Mi flight schedules as of June 24, 2022, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jul-22** Preliminary

Visitor Industry Performance Measures

Market: **JAPAN**

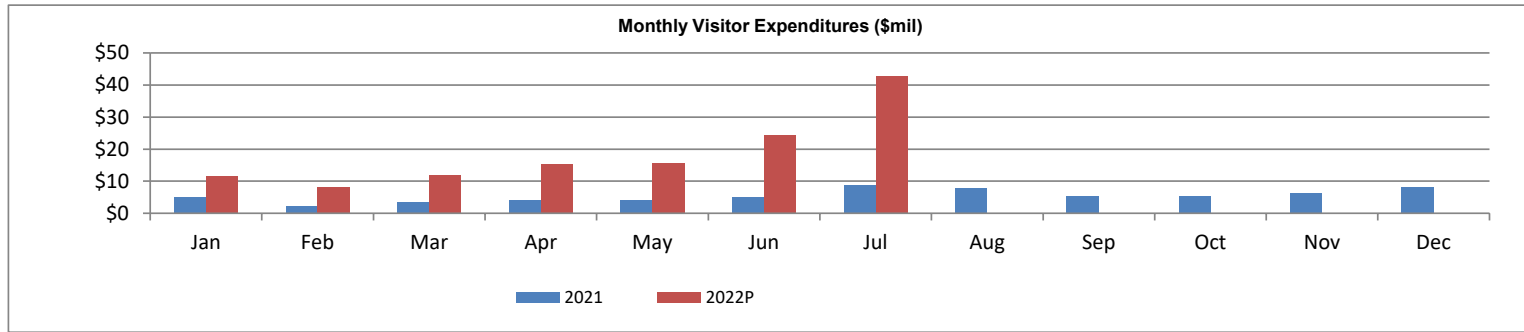
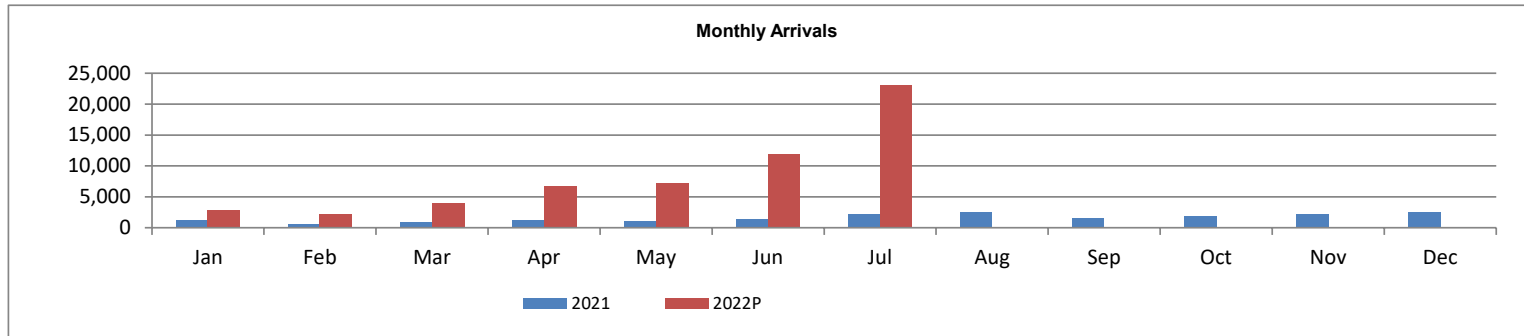
Key Performance Indicators

	YOY Rate	Jul'21 YTD	Jul'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 302.0%	32.2	129.5	805.1	O'ahu	582.6%	55,846
Daily Spend (\$PPPD)	↔ 6.5%	217.1	231.2	254.2	Maui	686.6%	2,016
Visitor Days	↑ 277.5%	148,327	559,900	3,167,750	Moloka'i	1001.7%	72
Arrivals	↑ 579.7%	8,541	58,057	521,380	Lāna'i	2153.8%	218
Daily Census	↑ 277.5%	700	2,641	8,679	Kaua'i	719.6%	1,031
Airlift (scheduled seats)^	↑ 127.9%	64,697	147,433	810,127	Hawai'i Island	1521.8%	4,445

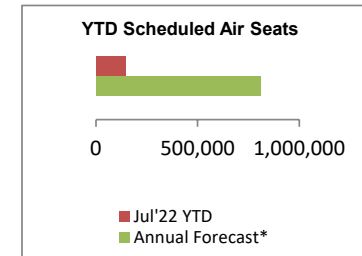
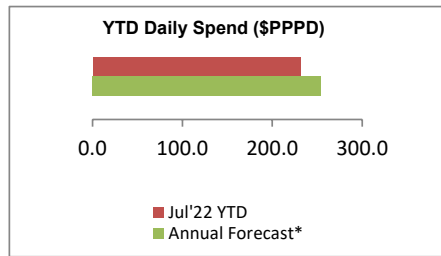
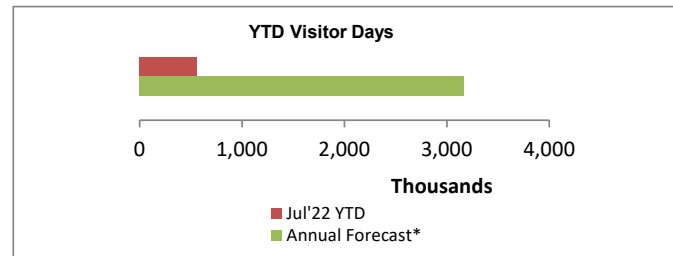
* DBEDT Annual Forecast as of Q1 2022.

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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jul-22** Preliminary

Visitor Industry Performance Measures

Market: **CANADA**

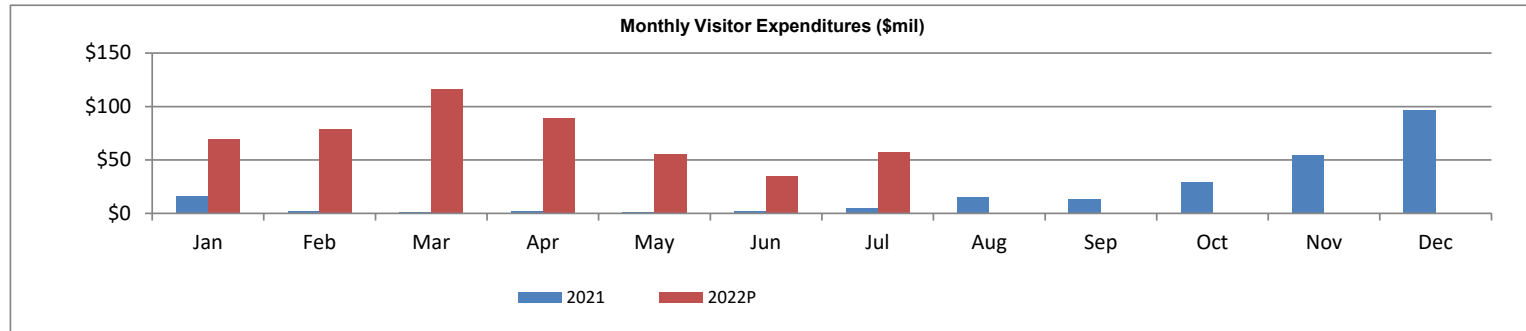
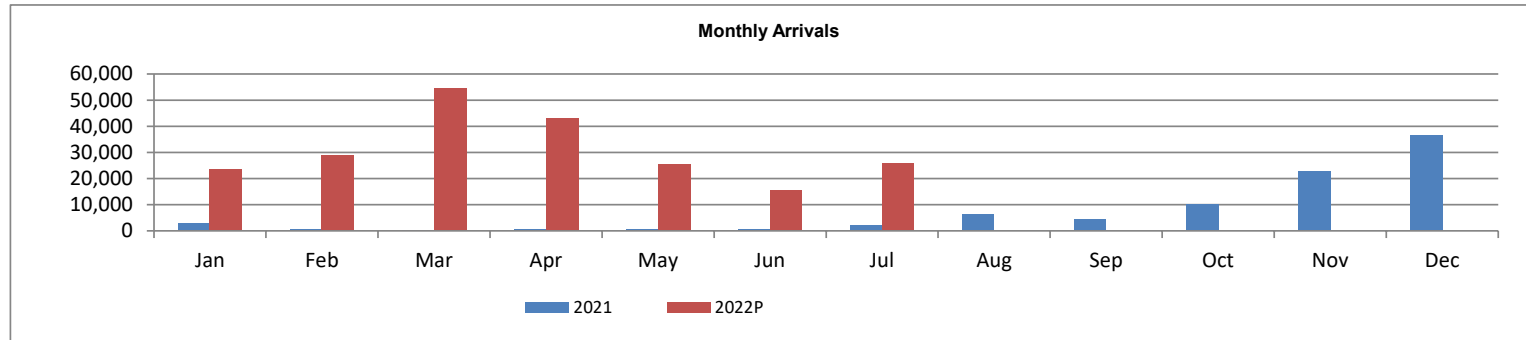
Key Performance Indicators

	YOY Rate	Jul'21 YTD	Jul'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 1553.1%	30.3	500.1	426.6	O'ahu	3506.5%	104,230
Daily Spend (\$PPPD)	↔ 9.3%	166.9	182.4	173.6	Maui	2575.2%	101,665
Visitor Days	↑ 1412.0%	181,301	2,741,225	2,457,615	Moloka'i	3041.7%	1,152
Arrivals	↑ 2740.1%	7,634	216,818	194,619	Lāna'i	3788.6%	2,182
Daily Census	↑ 1412.0%	855	12,930	6,733	Kaua'i	5075.1%	21,588
Airlift (scheduled seats) [^]	↑ 1299.5%	22,508	315,008	482,947	Hawai'i Island	2221.6%	33,581

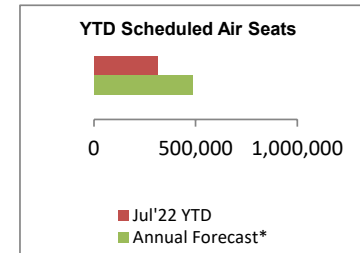
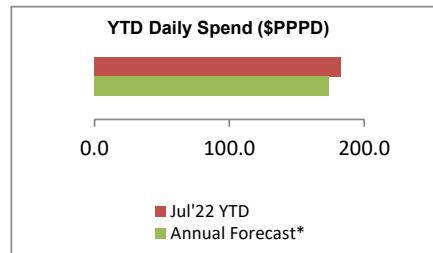
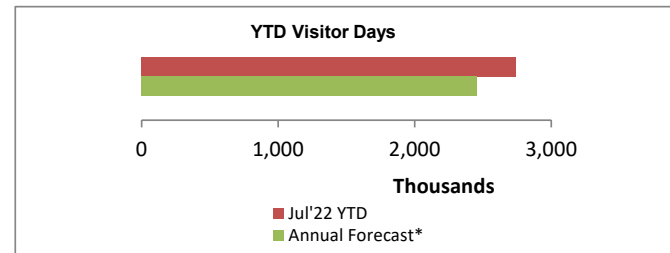
* DBEDT Annual Forecast as of Q1 2022.

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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jul-22** Preliminary

Visitor Industry Performance Measures

Market: **OCEANIA**

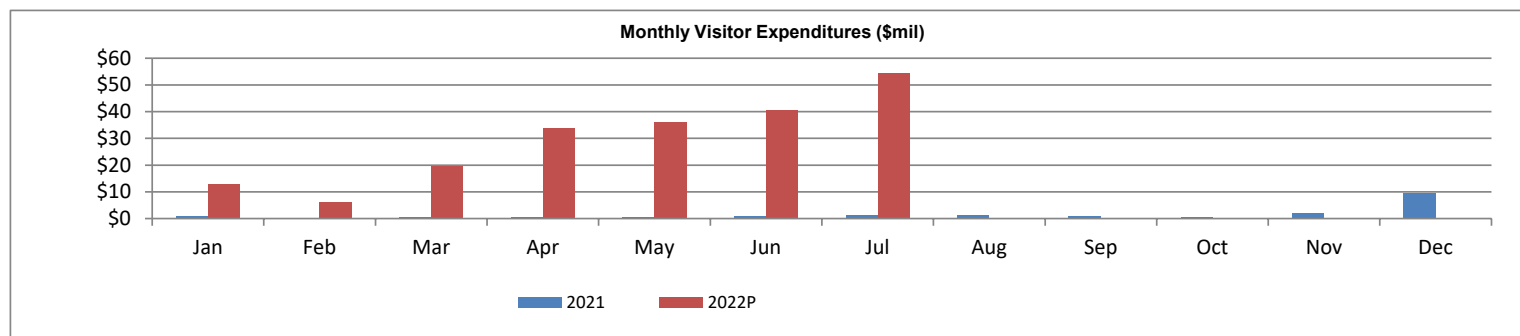
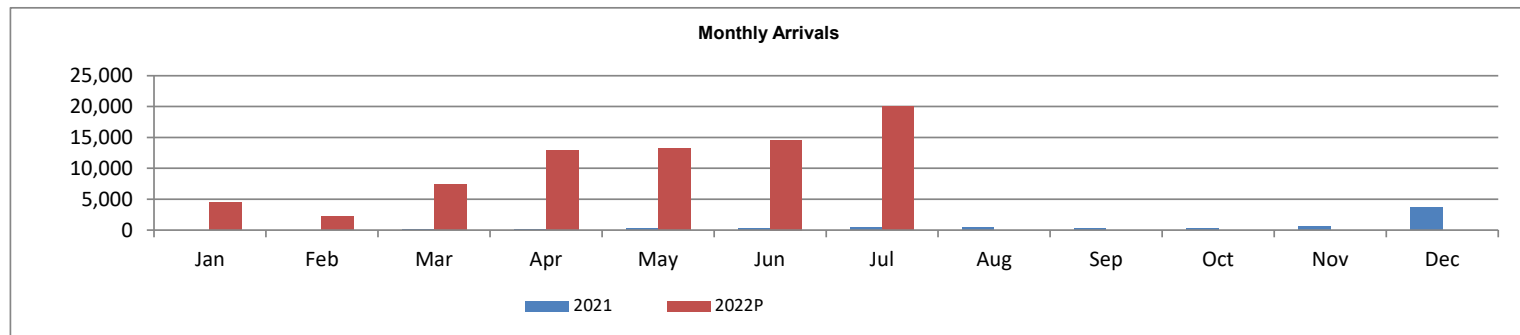
Key Performance Indicators

	YOY Rate	Jul'21 YTD	Jul'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 3550.1%	5.6	203.2	298.2	O'ahu	8782.6%	72,657
Daily Spend (\$PPPD)	↑ 16.2%	239.3	277.9	275.3	Maui	2622.0%	10,818
Visitor Days	↑ 3042.1%	23,268	731,096	1,083,103	Moloka'i	1974.2%	328
Arrivals	↑ 5229.1%	1,404	74,839	110,655	Lāna'i	2908.9%	567
Daily Census	↑ 3042.1%	110	3,449	2,967	Kaua'i	2128.3%	4,250
Airlift (scheduled seats)^	N/A	0	109,876	252,570	Hawai'i Island	2732.5%	7,363

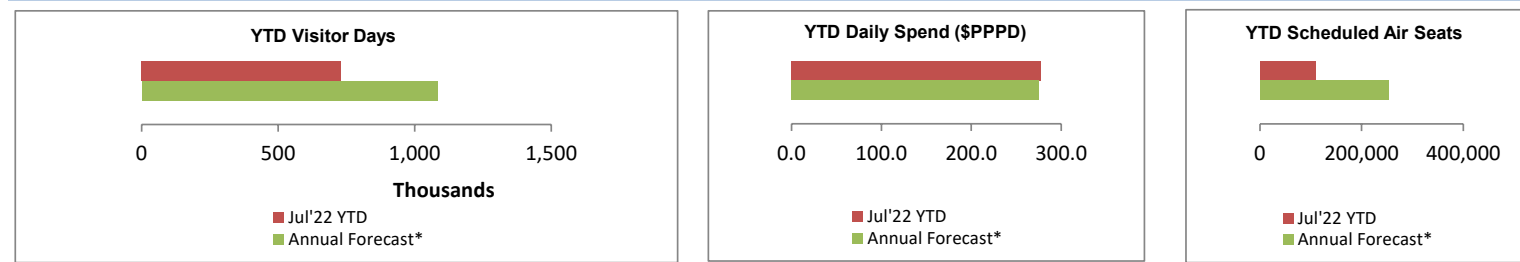
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jul-22** Preliminary

Visitor Industry Performance Measures

Market: **OTHER ASIA**

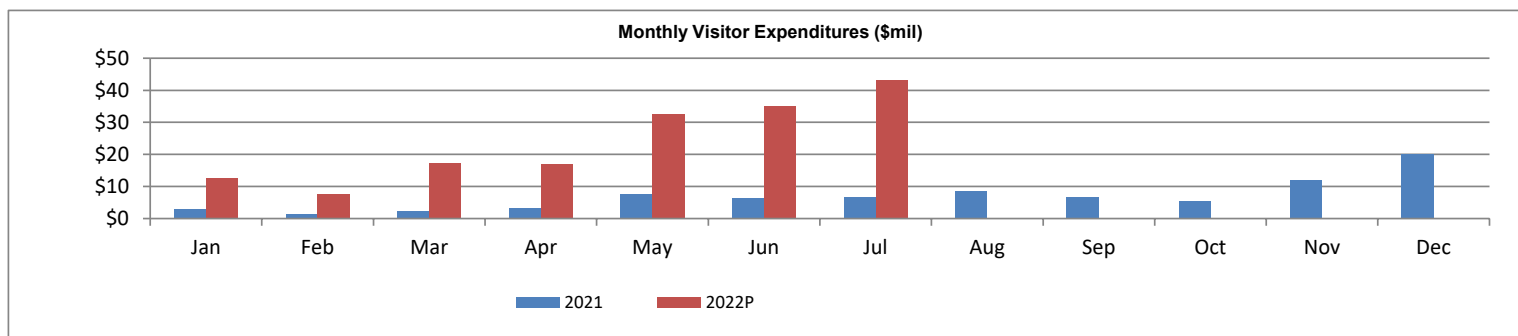
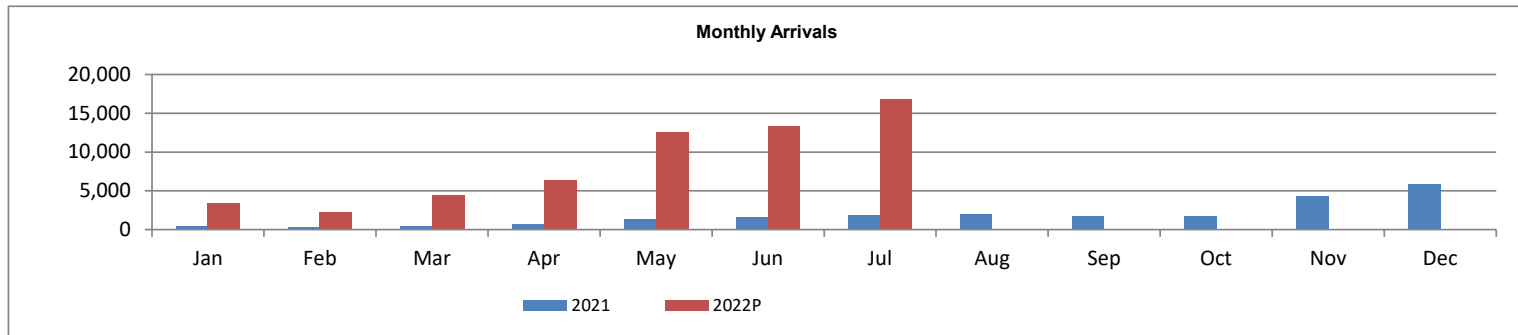
Key Performance Indicators

	YOY Rate	Jul'21 YTD	Jul'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 440.4%	30.6	165.2	N/A	O'ahu	922.8%	55,550
Daily Spend (\$PPPD)	↔ 7.5%	278.9	299.9	N/A	Maui	446.6%	6,589
Visitor Days	↑ 402.6%	109,614	550,898	N/A	Moloka'i	383.3%	157
Arrivals	↑ 768.0%	6,829	59,275	N/A	Lāna'i	234.6%	206
Daily Census	↑ 402.6%	517	2,599	N/A	Kaua'i	332.6%	2,240
Airlift (scheduled seats)^	↑ 637.6%	13,344	98,427	246,101	Hawai'i Island	631.8%	8,750

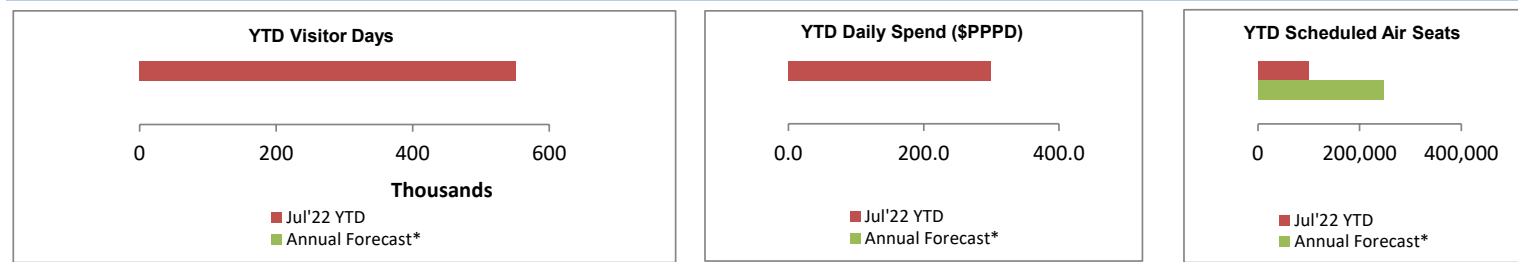
* DBEDT Annual Forecast as of Q1 2022.

^ HTA/DBEDT READ analysis based on scheduled flights from Diao Mi flight schedules as of June 24, 2022, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jul-22** Preliminary

Visitor Industry Performance Measures

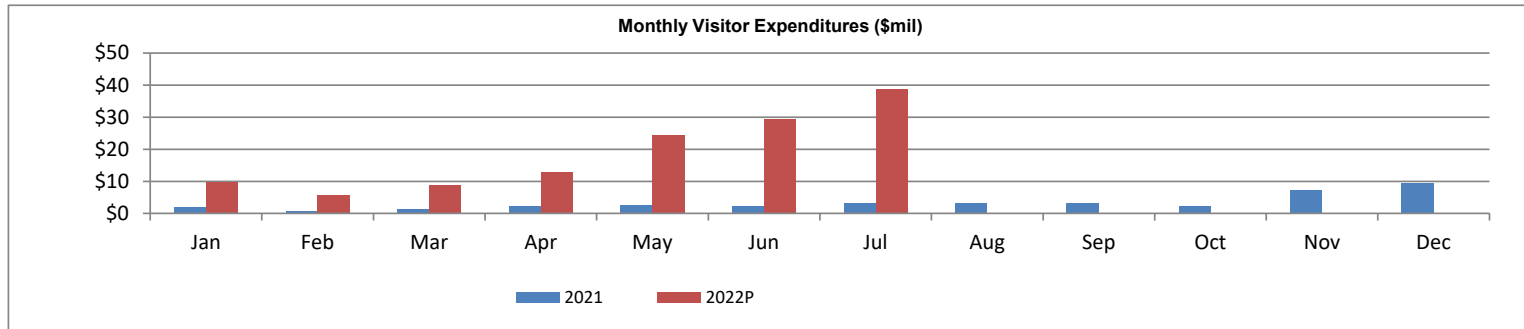
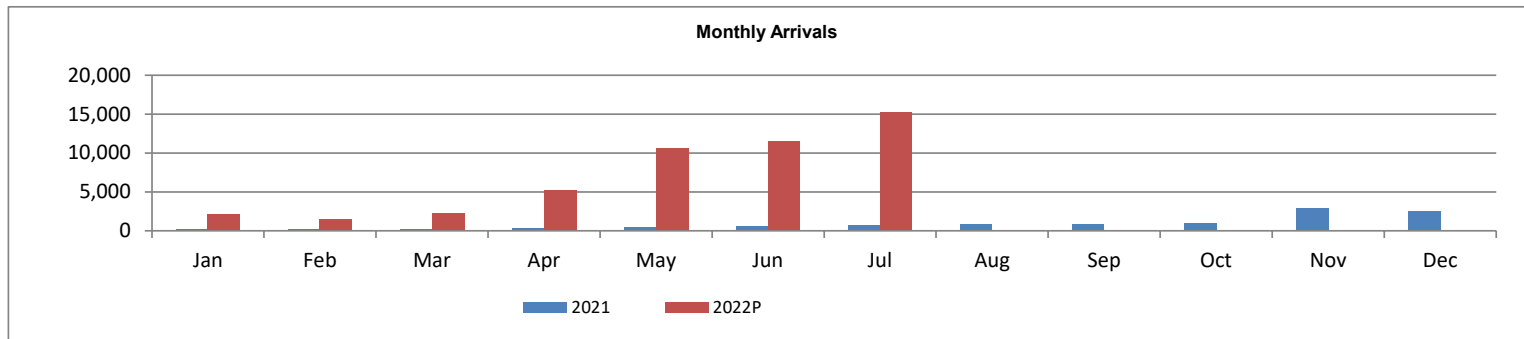
Market: **KOREA**

Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Jul'21 YTD	Jul'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 799.1%	14.5	130.0	192.6	O'ahu	2026.8%	47,261
Daily Spend (\$PPPD)	↔ 9.3%	264.3	288.8	300.1	Maui	1299.3%	4,375
Visitor Days	↑ 722.9%	54,698	450,126	641,680	Moloka'i	3089.9%	100
Arrivals	↑ 1748.3%	2,624	48,495	80,957	Lāna'i	772.4%	73
Daily Census	↑ 722.9%	258	2,123	1,758	Kaua'i	957.3%	1,372
Airlift (scheduled seats) [^]	↑ 637.6%	13,344	98,427	235,391	Hawai'i Island	2001.7%	5,934

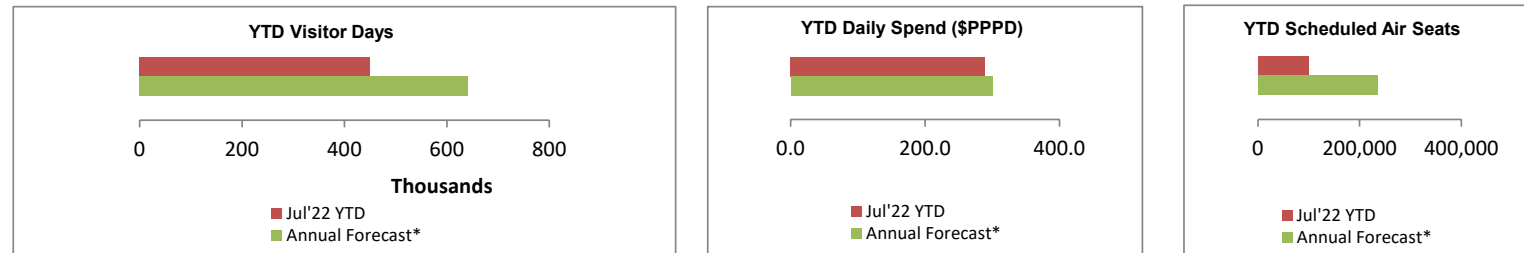
* DBEDT Annual Forecast as of Q1 2022.

[^] HTA/DBEDT READ analysis based on scheduled flights from Diao Mi flight schedules as of June 24, 2022, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jul-22** Preliminary

Visitor Industry Performance Measures

Market: **CHINA**

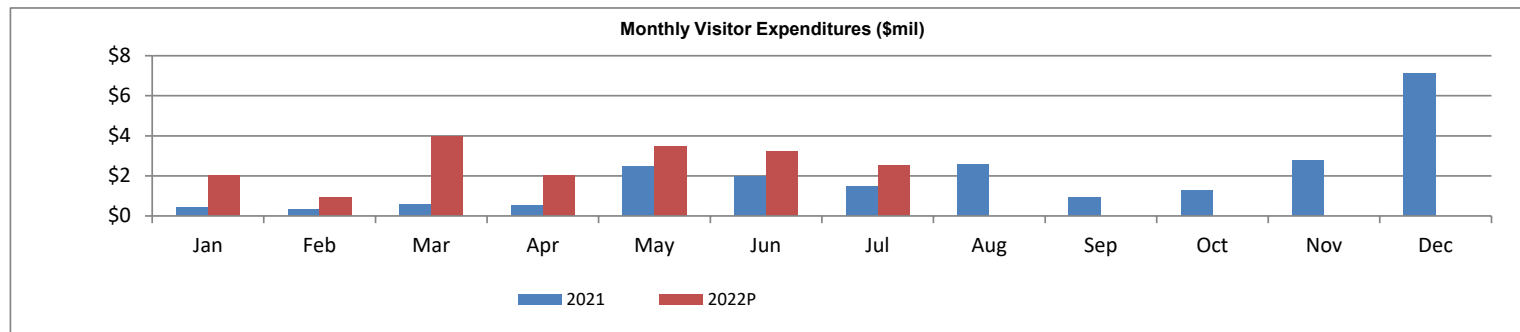
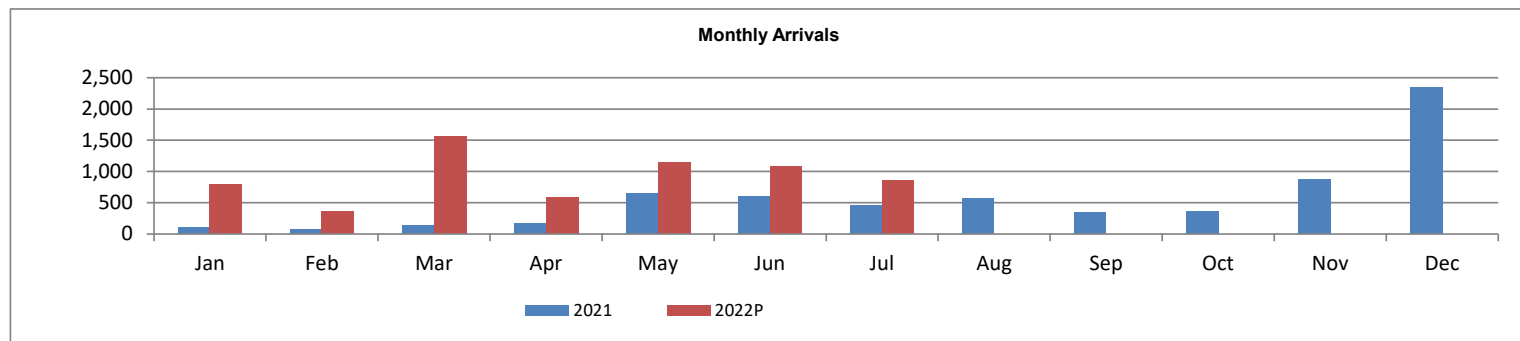
Key Performance Indicators

	YOY Rate	Jul'21 YTD	Jul'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 134.4%	7.7	18.2	N/A	O'ahu	188.3%	5,341
Daily Spend (\$PPPD)	↔ 7.7%	319.8	344.4	N/A	Maui	165.1%	1,138
Visitor Days	↑ 117.6%	24,215	52,699	N/A	Moloka'i	337.6%	42
Arrivals	↑ 188.8%	2,208	6,378	N/A	Lāna'i	178.2%	67
Daily Census	↑ 117.6%	114	249	N/A	Kaua'i	161.7%	330
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	209.0%	1,873

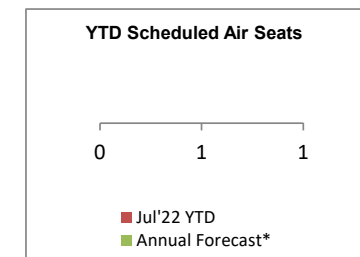
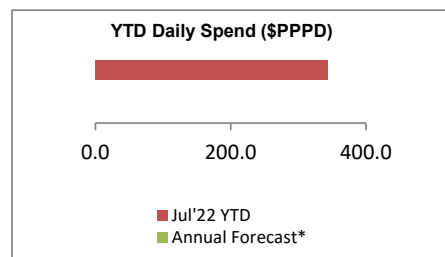
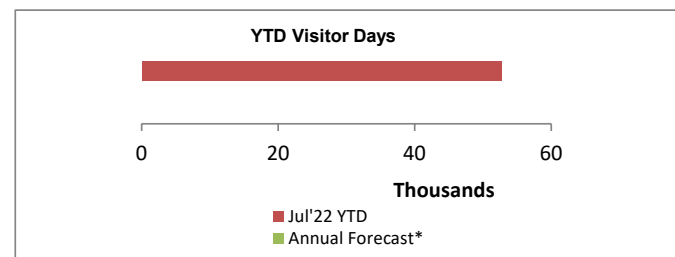
* DBEDT Annual Forecast as of Q1 2022.

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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jul-22** Preliminary

Visitor Industry Performance Measures

Market: **EUROPE**

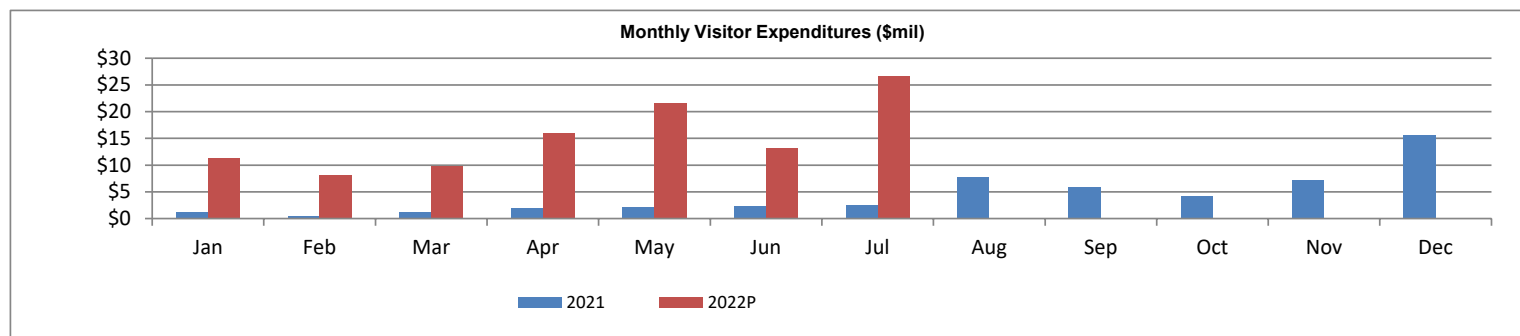
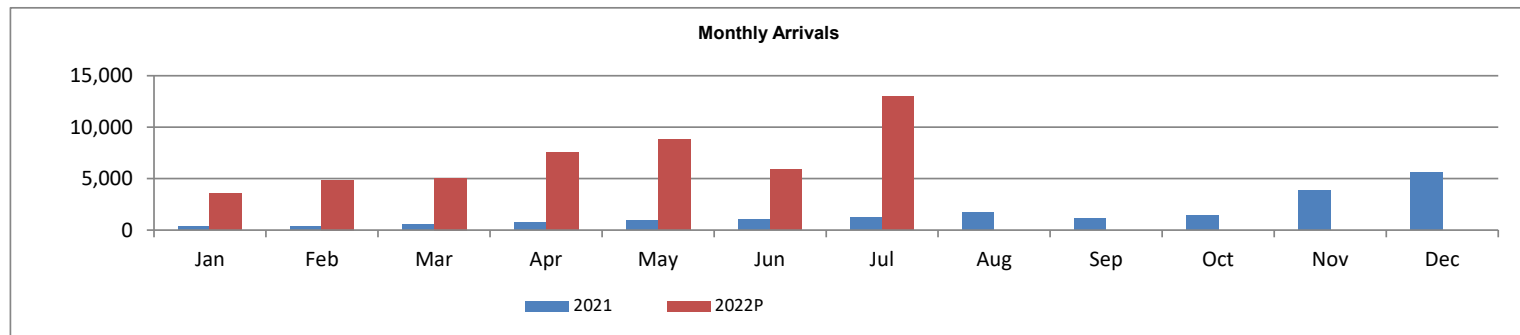
Key Performance Indicators

	YOY Rate	Jul'21 YTD	Jul'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 795.8%	11.9	106.6	100.7	O'ahu	1087.0%	34,210
Daily Spend (\$PPPD)	→ 0.0%	156.3	156.2	158.4	Maui	1174.3%	20,328
Visitor Days	↑ 795.9%	76,137	682,127	635,609	Moloka'i	1885.7%	750
Arrivals	↑ 853.2%	5,107	48,683	47,332	Lāna'i	1132.3%	632
Daily Census	↑ 795.9%	359	3,218	1,741	Kaua'i	1685.8%	11,460
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	1463.7%	16,540

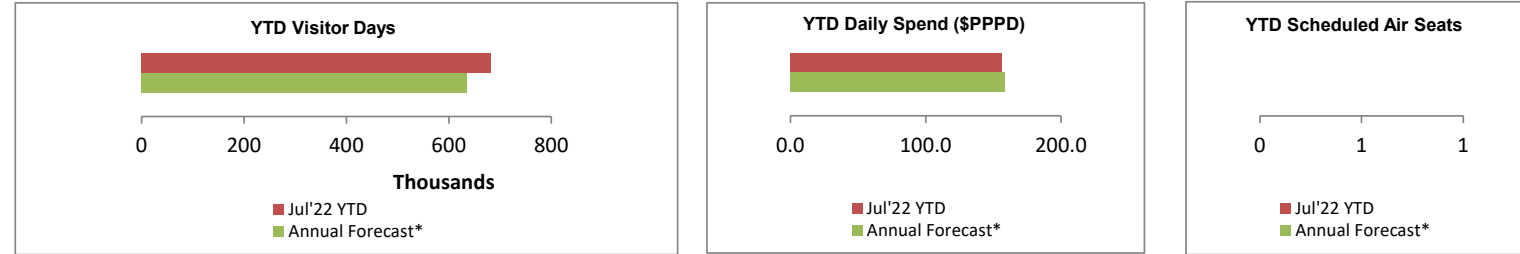
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jul-22** Preliminary

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

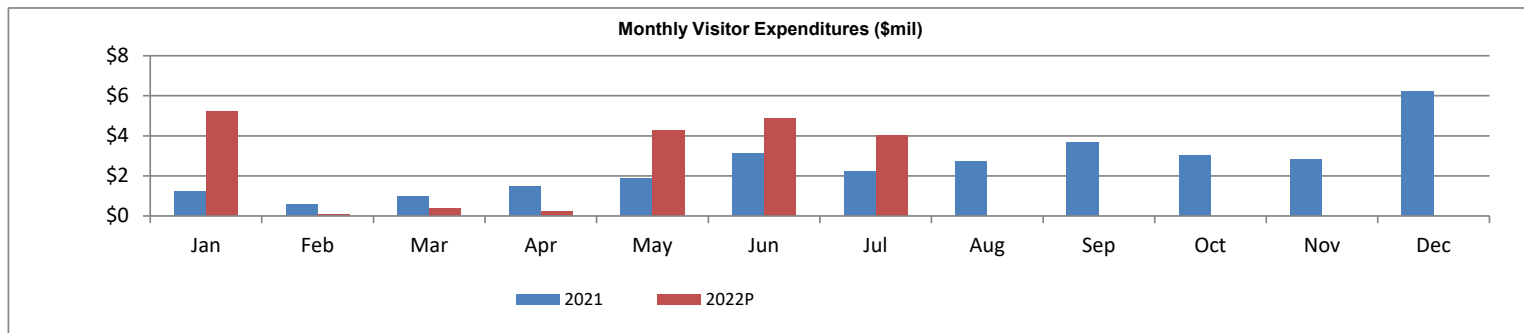
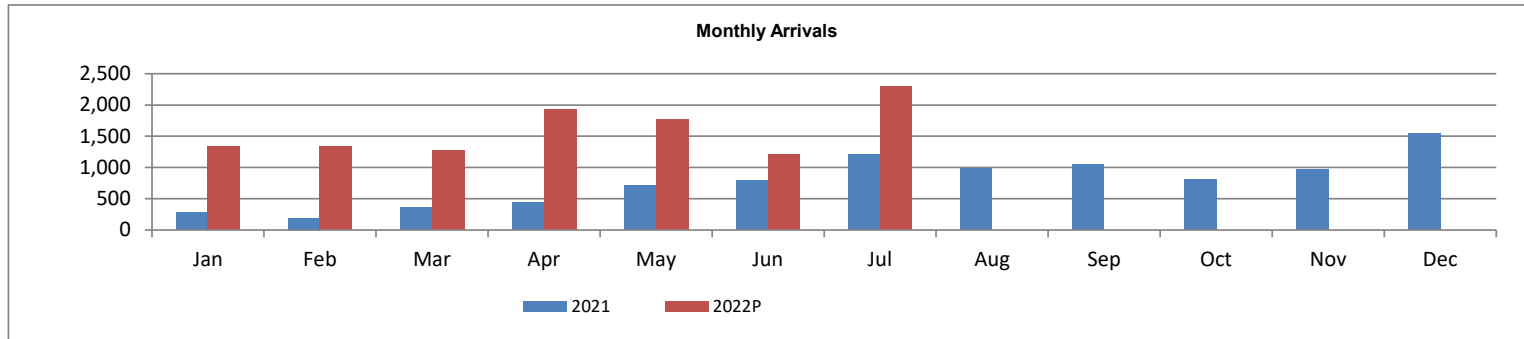
Key Performance Indicators

	YOY Rate	Jul'21 YTD	Jul'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 67.6%	11.4	19.1	N/A	O'ahu	198.2%	7,645
Daily Spend (\$PPPD)	↓ -31.4%	227.4	155.9	N/A	Maui	149.0%	3,773
Visitor Days	↑ 144.5%	50,054	122,363	N/A	Moloka'i	135.5%	68
Arrivals	↑ 179.7%	3,981	11,134	N/A	Lāna'i	118.8%	103
Daily Census	↑ 144.5%	236	577	N/A	Kaua'i	287.1%	1,135
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	202.8%	2,516

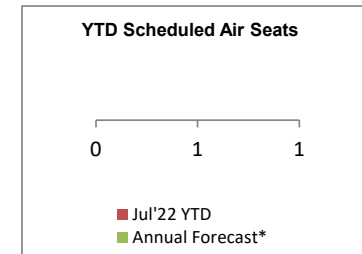
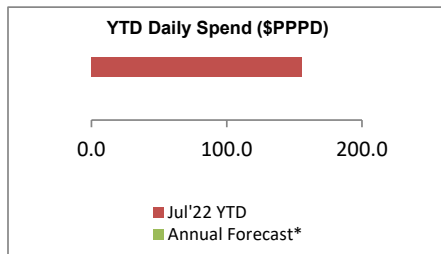
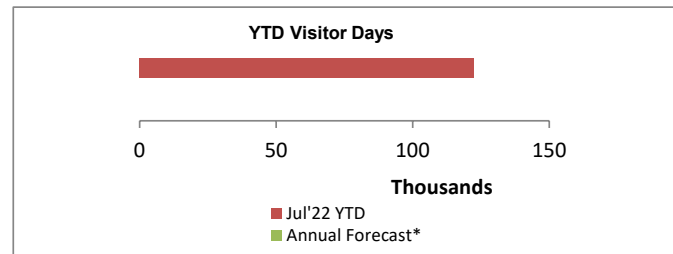
* DBEDT Annual Forecast as of Q1 2022.

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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jul-22** Preliminary

Visitor Industry Performance Measures

Market: **OVERALL**

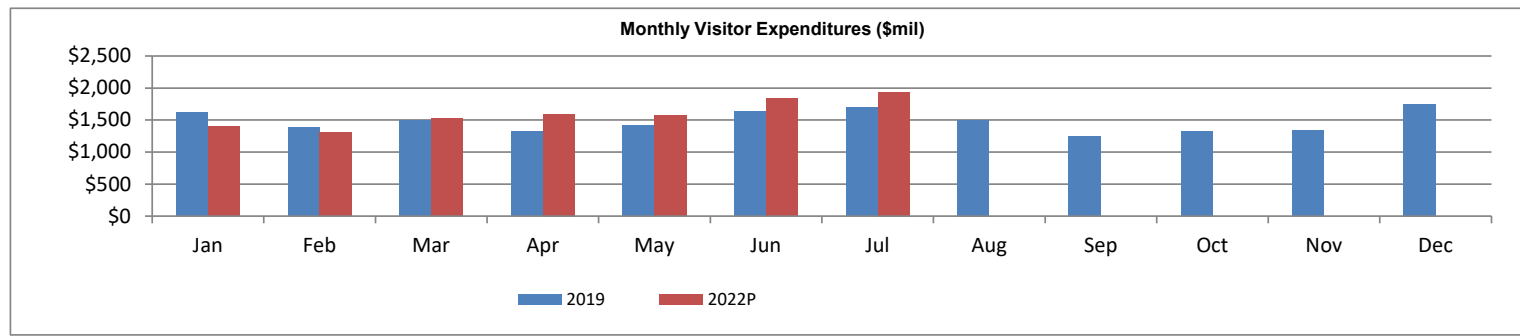
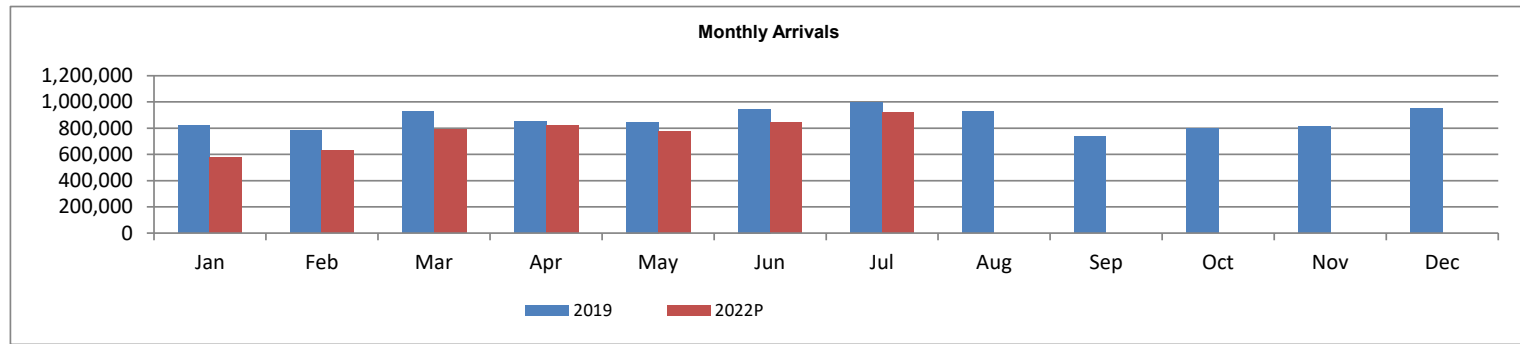
Key Performance Indicators

	YOY Rate	Jul'19 YTD	Jul'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗ 5.8%	10,553.0	11,163.1	16,620.5	O'ahu	-24.1%	2,751,405
Daily Spend (\$PPPD)	↕ 15.1%	195.0	224.4	206.0	Maui	-6.5%	1,710,936
Visitor Days	↘ -8.1%	54,121,582	49,753,614	80,674,664	Moloka'i	-36.7%	23,974
Arrivals	↘ -13.2%	6,166,392	5,350,486	8,867,698	Lāna'i	-25.4%	38,638
Daily Census	↘ -8.1%	255,290	234,687	221,026	Kaua'i	-5.3%	782,268
Airlift (scheduled seats)^	↘ -6.2%	7,949,967	7,456,748	13,304,808	Hawai'i Island	-6.8%	982,397

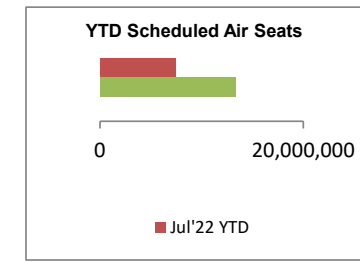
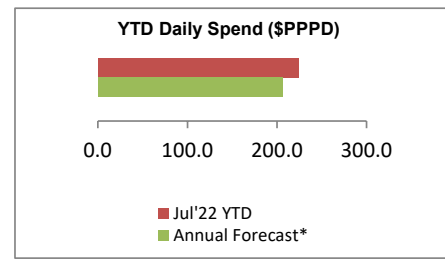
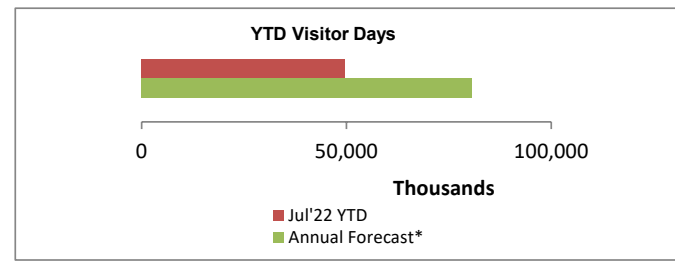
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jul-22** Preliminary

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

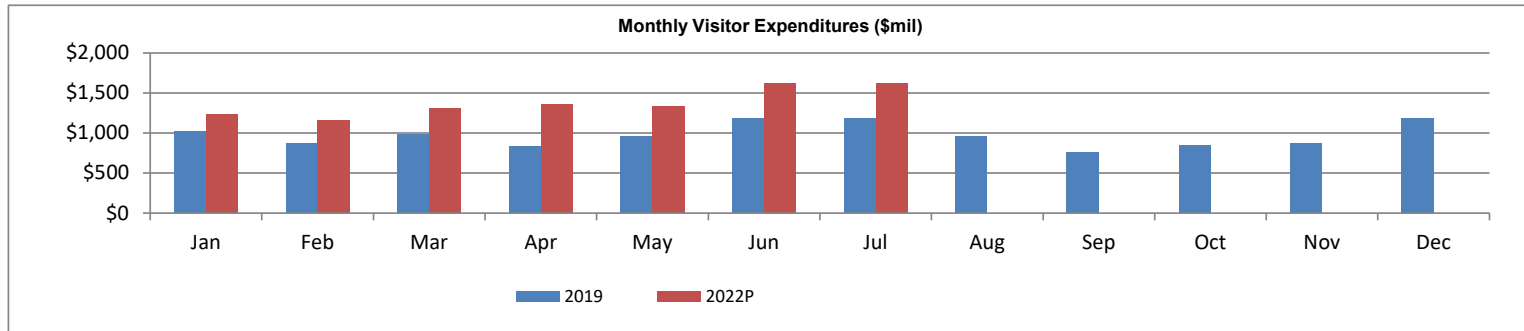
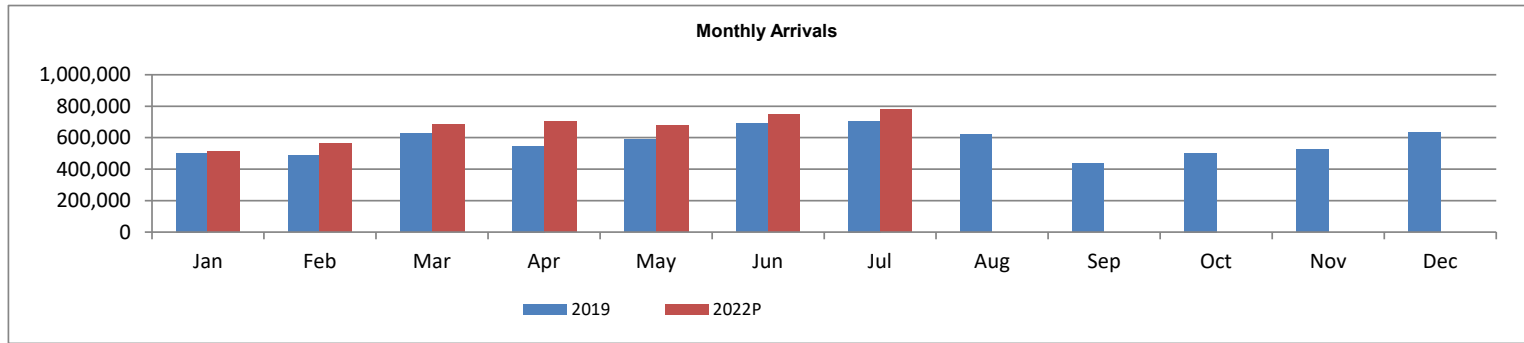
Key Performance Indicators

	YOY Rate	Jul'19 YTD	Jul'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 37.4%	7,026.5	9,652.5	13,988.8	O'ahu	13.9%	2,291,429
Daily Spend (\$PPPD)	↑ 21.8%	187.1	228.0	201.3	Maui	3.4%	1,512,782
Visitor Days	↑ 12.8%	37,548,277	42,340,875	69,490,874	Moloka'i	-22.2%	20,588
Arrivals	↑ 12.4%	4,150,848	4,665,415	7,666,485	Lāna'i	-7.6%	32,948
Daily Census	↑ 12.8%	177,115	199,721	190,386	Kaua'i	3.8%	714,985
Airlift (scheduled seats) [^]	↑ 16.6%	5,719,985	6,670,670	11,272,244	Hawai'i Island	14.9%	874,412

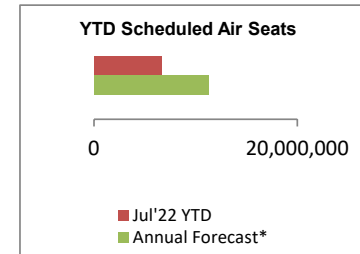
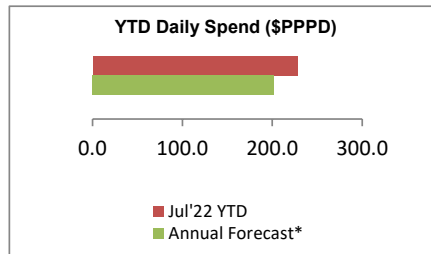
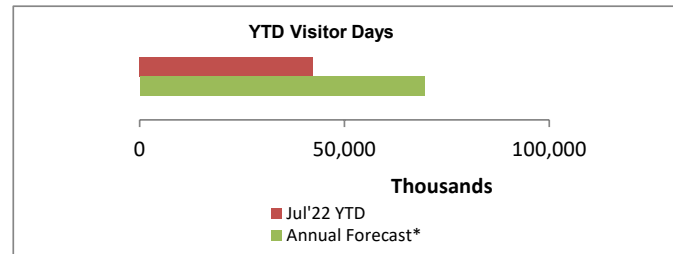
* DBEDT Annual Forecast as of Q1 2022.

[^] HTA/DBEDT READ analysis based on scheduled flights from Diao Mi flight schedules as of June 24, 2022, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jul-22** Preliminary

Visitor Industry Performance Measures

Market: **U.S. WEST**

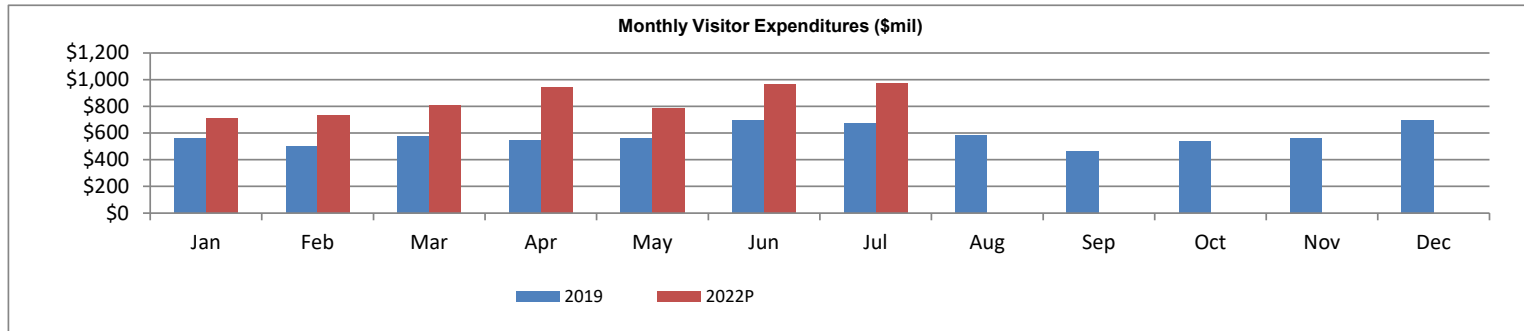
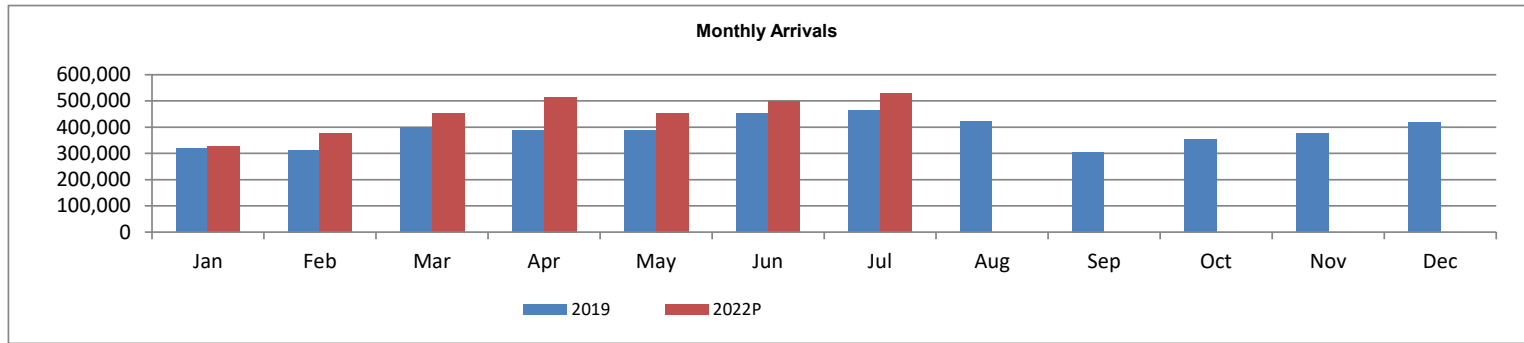
Key Performance Indicators

	YOY Rate	Jul'19 YTD	Jul'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 43.7%	4,106.5	5,900.0	8,781.5	O'ahu	21.7%	1,441,553
Daily Spend (\$PPPD)	↑ 24.6%	173.8	216.5	194.1	Maui	4.4%	982,478
Visitor Days	↑ 15.3%	23,629,088	27,248,013	45,239,109	Moloka'i	-16.0%	13,160
Arrivals	↑ 15.8%	2,720,989	3,151,554	5,183,426	Lāna'i	0.8%	18,469
Daily Census	↑ 15.3%	111,458	128,528	123,943	Kaua'i	9.5%	475,239
Airlift (scheduled seats)^	↑ 18.6%	4,998,109	5,928,880	9,975,115	Hawai'i Island	18.3%	559,671

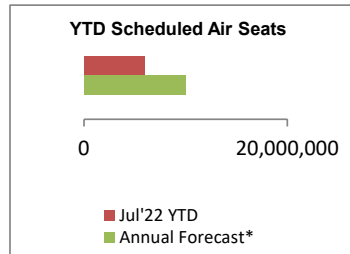
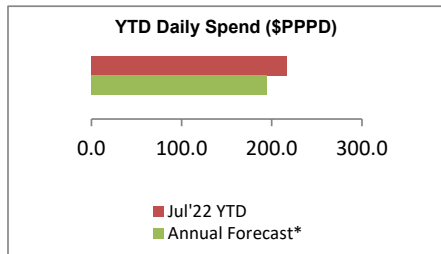
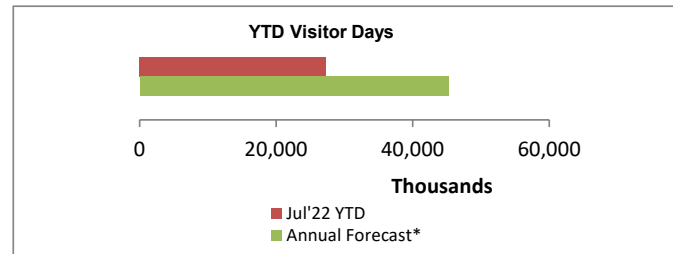
* DBEDT Annual Forecast as of Q1 2022.

^ HTA/DBEDT READ analysis based on scheduled flights from Diao Mi flight schedules as of June 24, 2022, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jul-22** Preliminary

Visitor Industry Performance Measures

Market: **U.S. EAST**

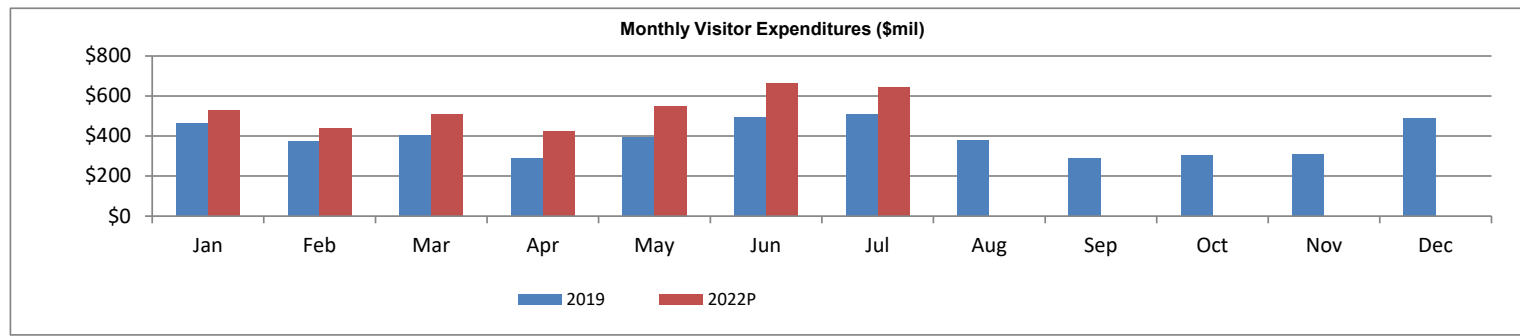
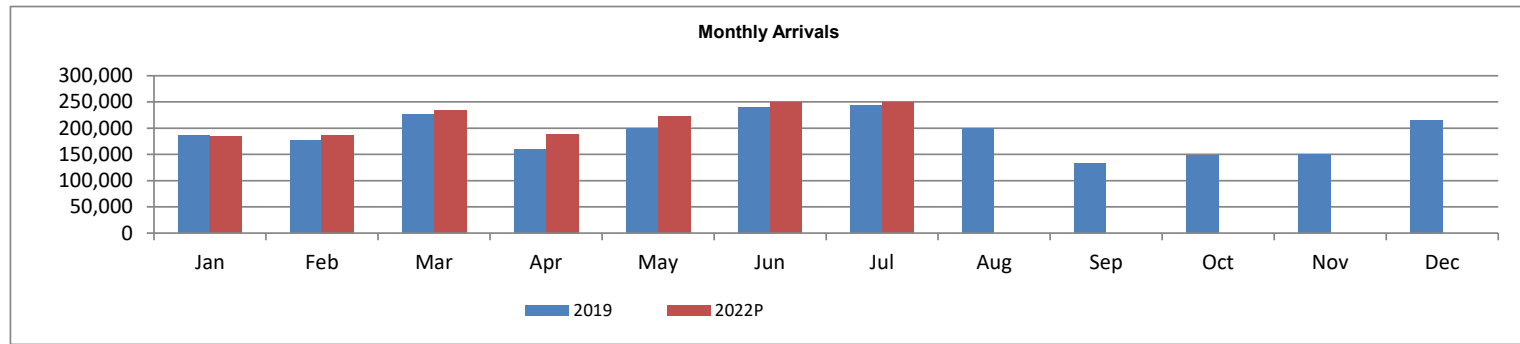
Key Performance Indicators

	YOY Rate	Jul'19 YTD	Jul'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 28.5%	2,919.9	3,752.5	5,207.4	O'ahu	2.8%	849,877
Daily Spend (\$PPPD)	↑ 18.5%	209.8	248.6	214.7	Maui	1.5%	530,303
Visitor Days	↔ 8.4%	13,919,189	15,092,862	24,251,765	Moloka'i	-31.3%	7,428
Arrivals	↔ 5.9%	1,429,858	1,513,861	2,483,059	Lāna'i	-16.4%	14,479
Daily Census	↔ 8.4%	65,657	71,193	66,443	Kaua'i	-5.9%	239,746
Airlift (scheduled seats)^	↔ 2.8%	721,876	741,790	1,297,129	Hawai'i Island	9.3%	314,741

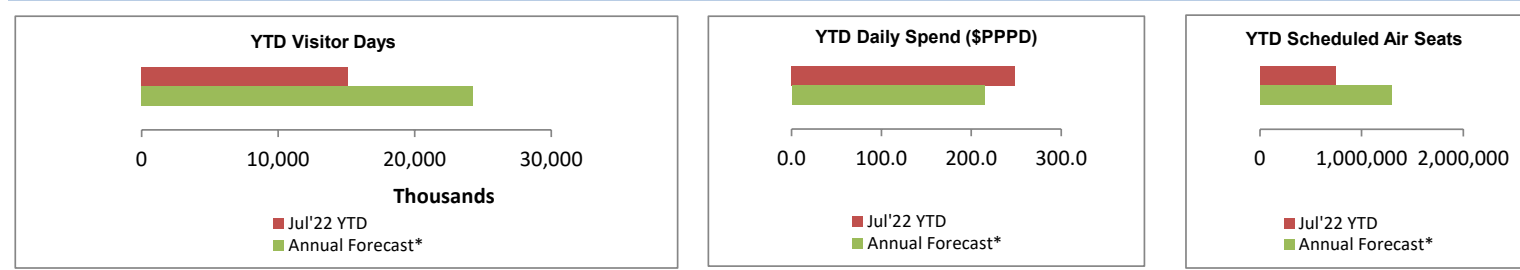
* DBEDT Annual Forecast as of Q1 2022.

^ HTA/DBEDT READ analysis based on scheduled flights from Dilo Mi flight schedules as of June 24, 2022, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jul-22** Preliminary

Visitor Industry Performance Measures

Market: **JAPAN**

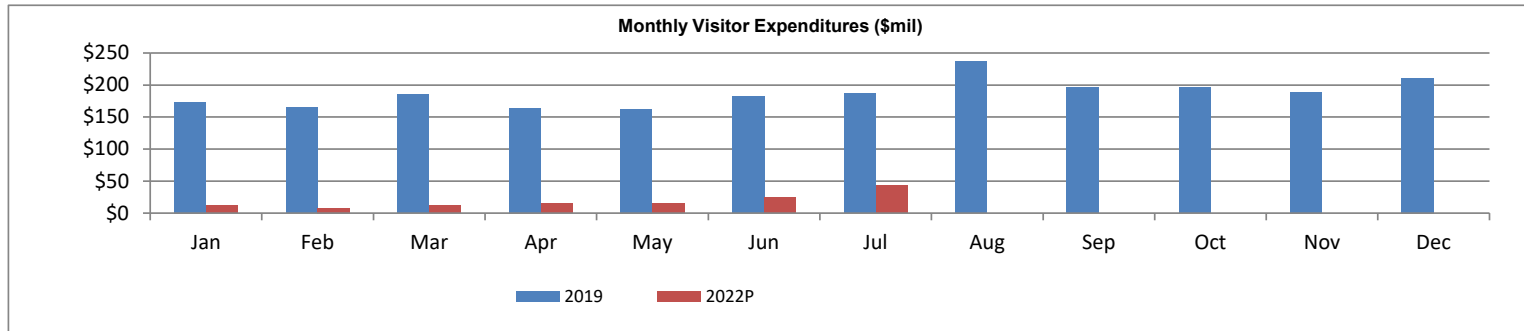
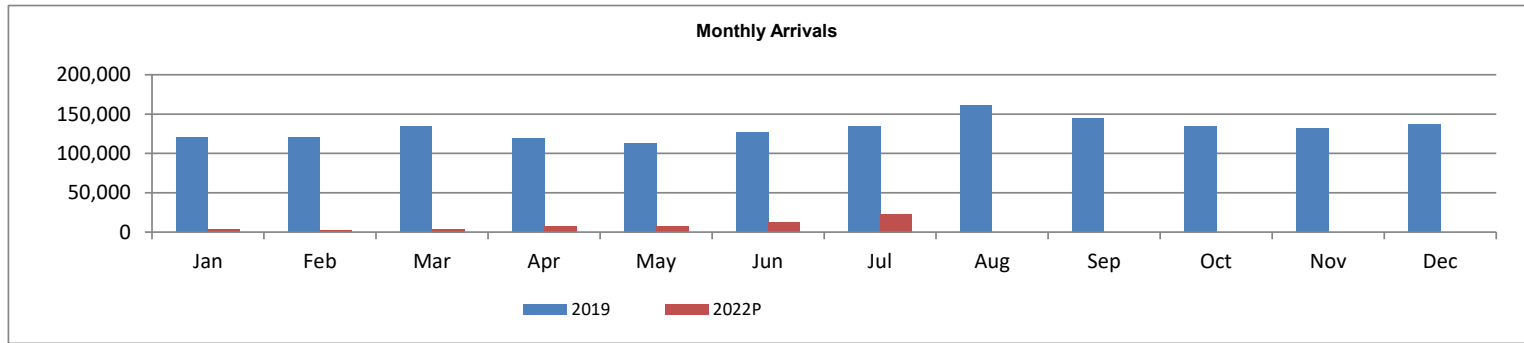
Key Performance Indicators

	YOY Rate	Jul'19 YTD	Jul'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -89.4%	1,218.9	129.5	805.1	O'ahu	-93.2%	55,846
Daily Spend (\$PPPD)	↓ -3.6%	239.8	231.2	254.2	Maui	-92.6%	2,016
Visitor Days	↓ -89.0%	5,083,982	559,900	3,167,750	Moloka'i	-91.9%	72
Arrivals	↓ -93.3%	868,821	58,057	521,380	Lāna'i	-84.2%	218
Daily Census	↓ -89.0%	23,981	2,641	8,679	Kaua'i	-92.3%	1,031
Airlift (scheduled seats) [^]	↓ -87.1%	1,146,682	147,433	810,127	Hawai'i Island	-95.1%	4,445

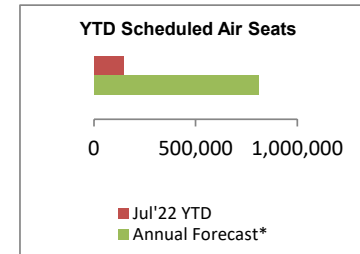
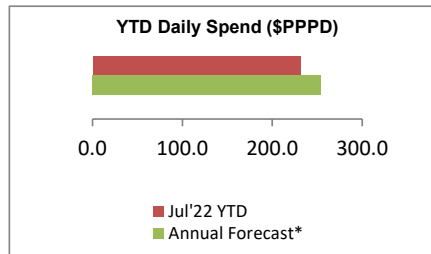
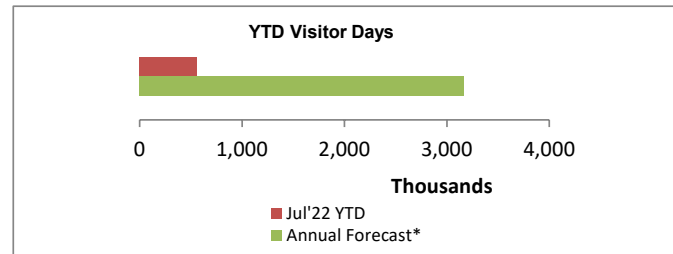
* DBEDT Annual Forecast as of Q1 2022.

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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jul-22** Preliminary

Visitor Industry Performance Measures

Market: **CANADA**

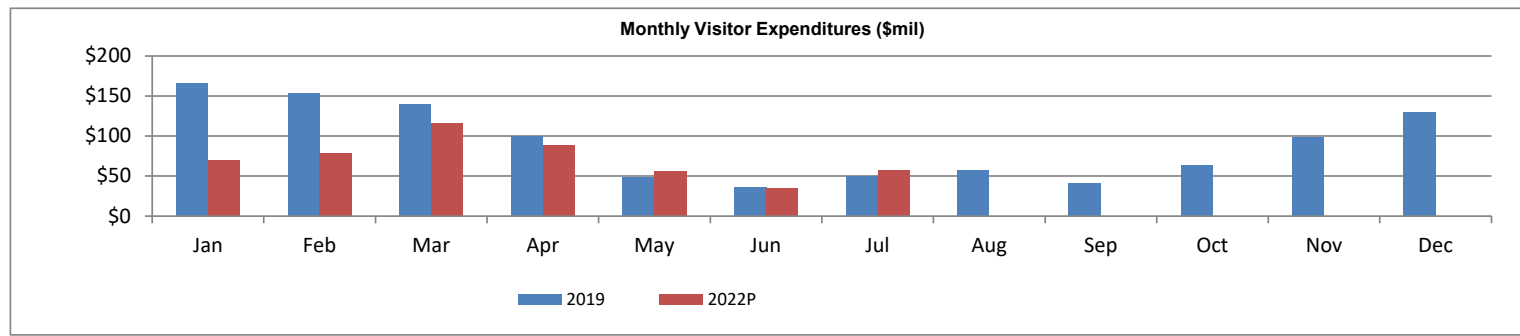
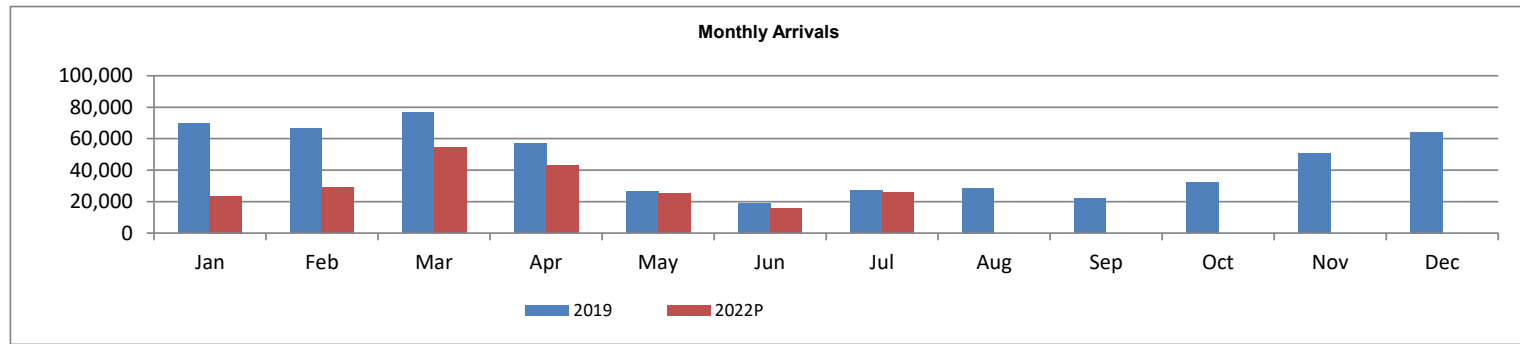
Key Performance Indicators

	YOY Rate	Jul'19 YTD	Jul'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -27.8%	692.9	500.1	426.6	O'ahu	-28.2%	104,230
Daily Spend (\$PPPD)	↑ 10.3%	165.4	182.4	173.6	Maui	-40.6%	101,665
Visitor Days	↓ -34.6%	4,188,907	2,741,225	2,457,615	Moloka'i	-65.1%	1,152
Arrivals	↓ -36.7%	342,474	216,818	194,619	Lāna'i	-41.7%	2,182
Daily Census	↓ -34.6%	19,759	12,930	6,733	Kaua'i	-55.6%	21,588
Airlift (scheduled seats) [^]	↔ -2.8%	324,056	315,008	482,947	Hawai'i Island	-45.1%	33,581

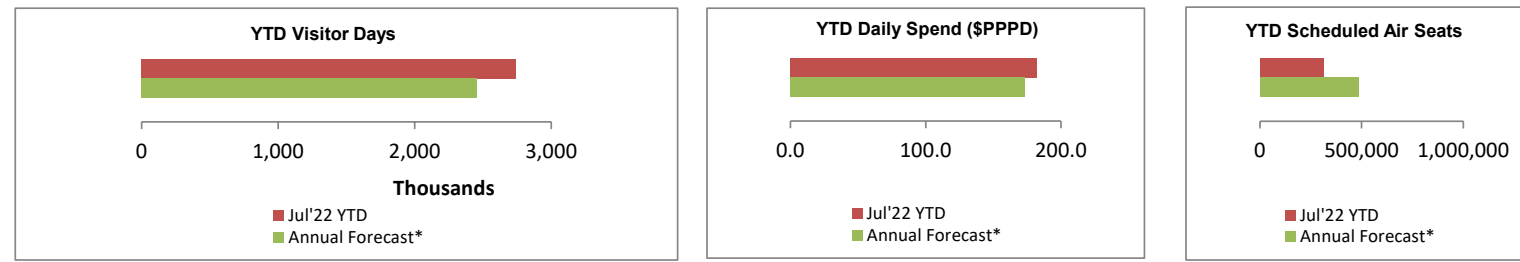
* DBEDT Annual Forecast as of Q1 2022.

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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jul-22** Preliminary

Visitor Industry Performance Measures

Market: **OCEANIA**

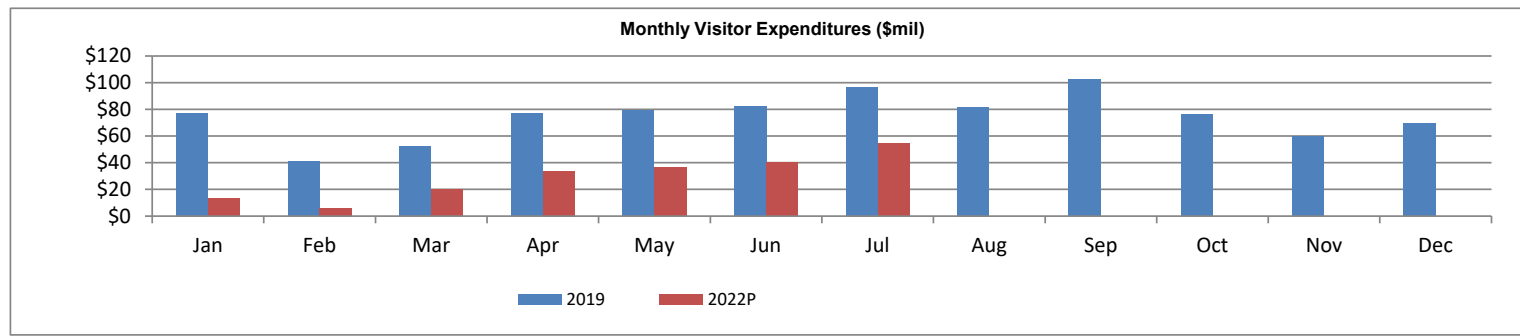
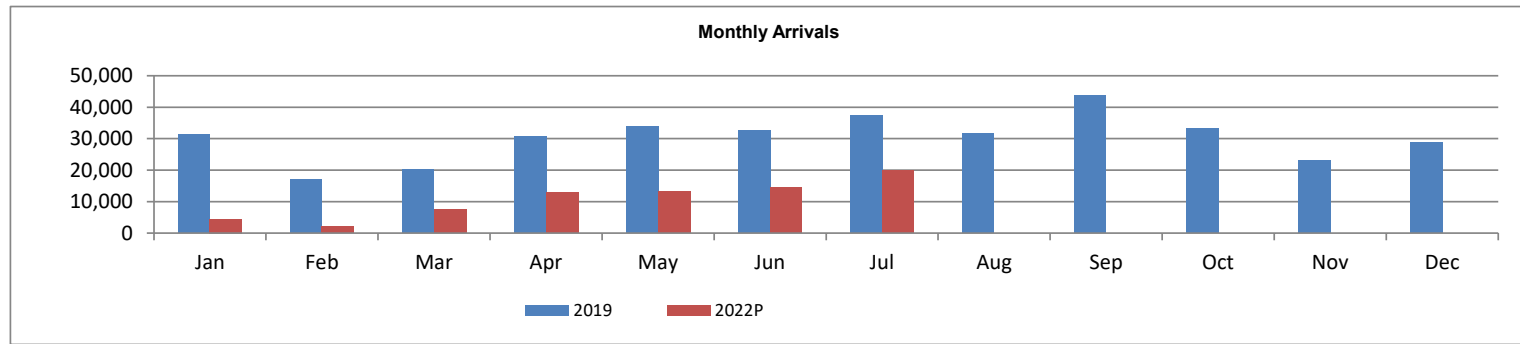
Key Performance Indicators

	YOY Rate	Jul'19 YTD	Jul'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -59.8%	505.5	203.2	298.2	O'ahu	-63.5%	72,657
Daily Spend (\$PPPD)	↔ 5.0%	264.7	277.9	275.3	Maui	-68.4%	10,818
Visitor Days	↓ -61.7%	1,909,670	731,096	1,083,103	Moloka'i	-87.2%	328
Arrivals	↓ -63.2%	203,308	74,839	110,655	Lāna'i	-84.7%	567
Daily Census	↓ -61.7%	9,008	3,449	2,967	Kaua'i	-76.7%	4,250
Airlift (scheduled seats)^	↓ -62.2%	290,505	109,876	252,570	Hawai'i Island	-69.5%	7,363

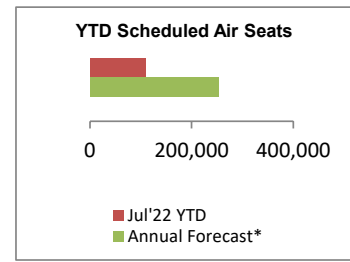
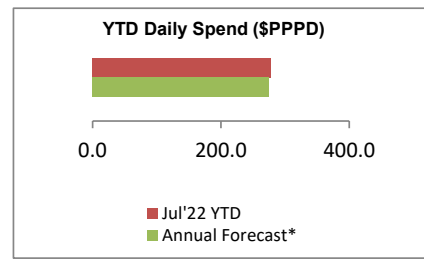
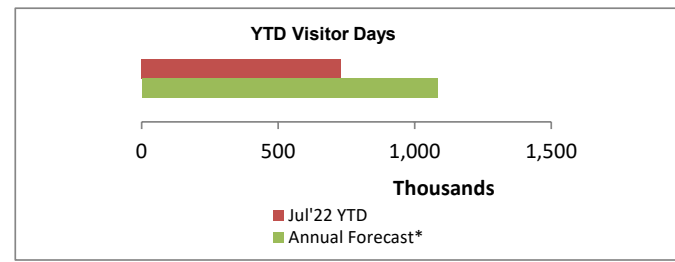
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jul-22** Preliminary

Visitor Industry Performance Measures

Market: **OTHER ASIA**

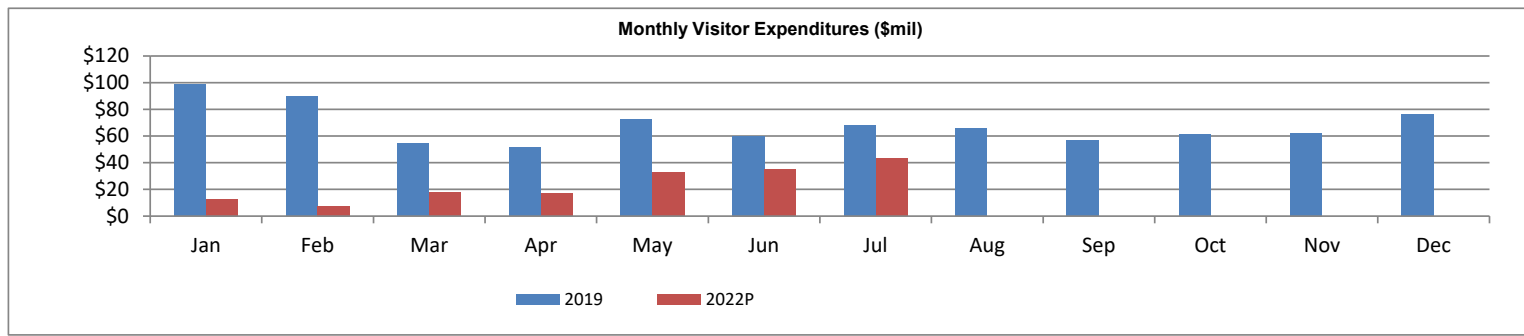
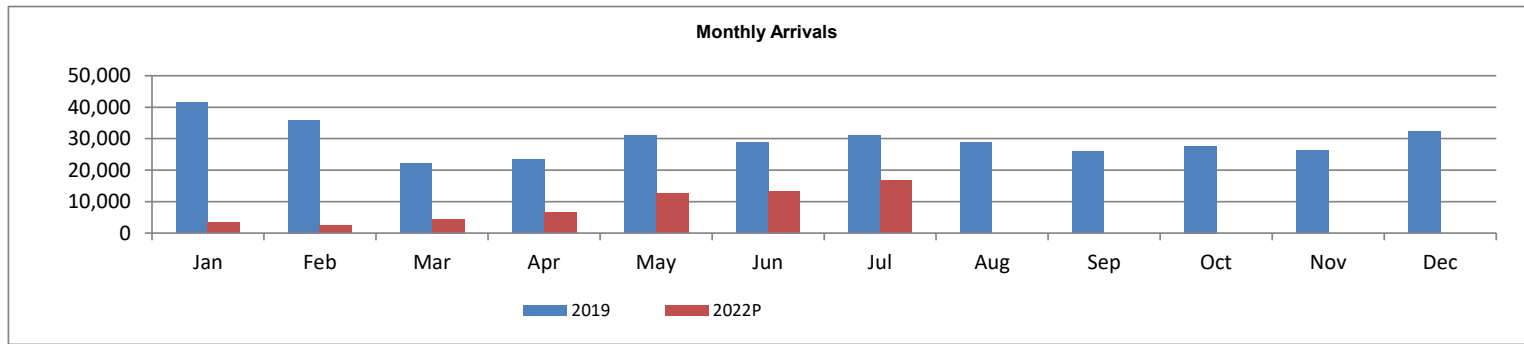
Key Performance Indicators

	YOY Rate	Jul'19 YTD	Jul'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -66.6%	494.7	165.2	N/A	O'ahu	-73.3%	55,550
Daily Spend (\$PPPD)	↔ 2.5%	292.7	299.9	N/A	Maui	-81.2%	6,589
Visitor Days	↓ -67.4%	1,690,174	550,898	N/A	Moloka'i	-83.0%	157
Arrivals	↓ -72.3%	213,606	59,275	N/A	Lāna'i	-82.3%	206
Daily Census	↓ -67.4%	7,973	2,599	N/A	Kaua'i	-72.2%	2,240
Airlift (scheduled seats) [^]	↓ -65.3%	283,987	98,427	246,101	Hawai'i Island	-79.9%	8,750

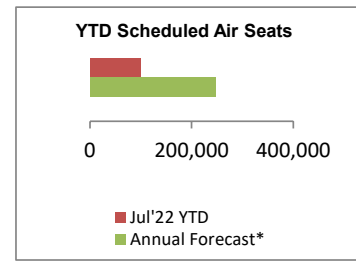
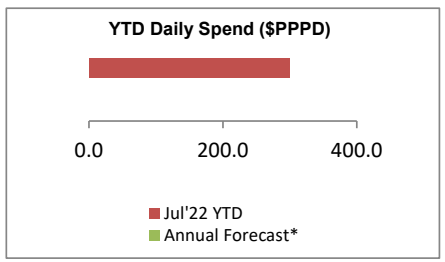
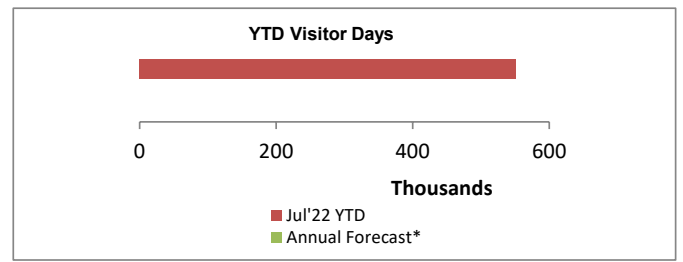
* DBEDT Annual Forecast as of Q1 2022.

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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jul-22** Preliminary

Visitor Industry Performance Measures

Market: **KOREA**

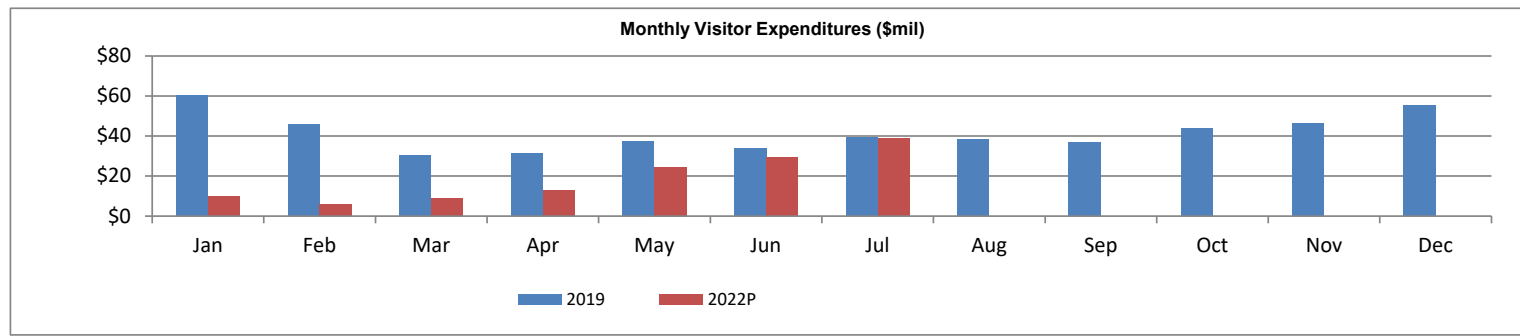
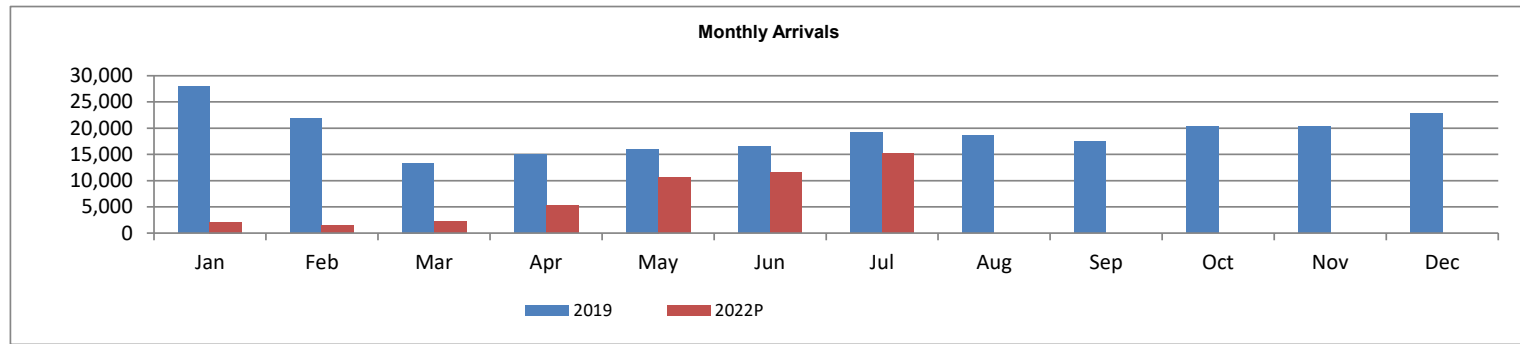
Key Performance Indicators

	YOY Rate	Jul'19 YTD	Jul'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -53.1%	277.2	130.0	192.6	O'ahu	-63.0%	47,261
Daily Spend (\$PPPD)	↔ 4.5%	276.5	288.8	300.1	Maui	-74.9%	4,375
Visitor Days	↓ -55.1%	1,002,759	450,126	641,680	Moloka'i	-74.8%	100
Arrivals	↓ -62.6%	129,707	48,495	80,957	Lāna'i	-79.3%	73
Daily Census	↓ -55.1%	4,730	2,123	1,758	Kaua'i	-68.6%	1,372
Airlift (scheduled seats) [^]	↓ -47.0%	185,663	98,427	235,391	Hawai'i Island	-61.2%	5,934

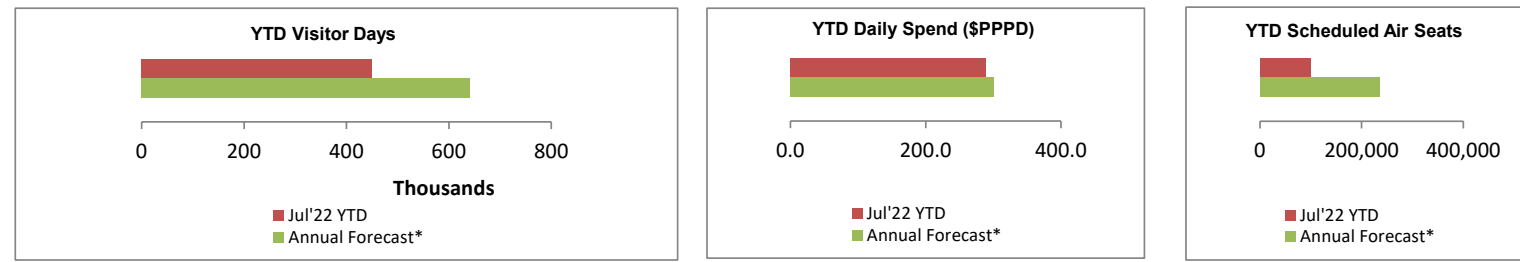
* DBEDT Annual Forecast as of Q1 2022.

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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jul-22** Preliminary

Visitor Industry Performance Measures

Market: **CHINA**

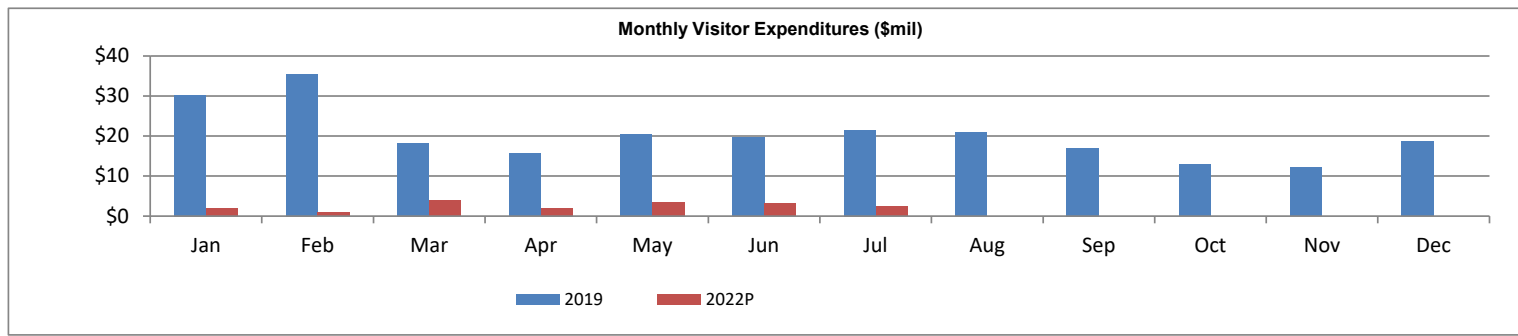
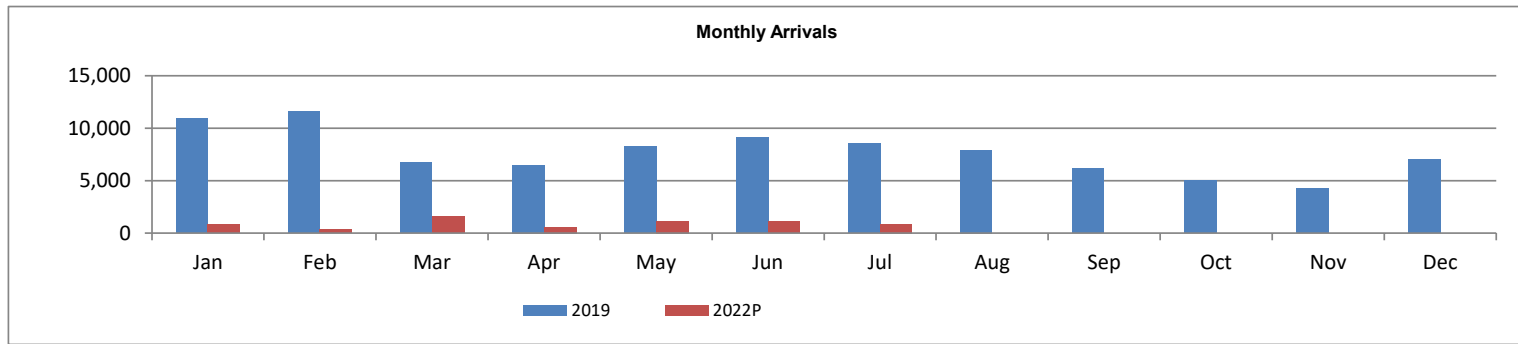
Key Performance Indicators

	YOY Rate	Jul'19 YTD	Jul'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -88.7%	161.1	18.2	N/A	O'ahu	-91.0%	5,341
Daily Spend (\$PPPD)	↔ 4.7%	328.9	344.4	N/A	Maui	-91.5%	1,138
Visitor Days	↓ -89.2%	489,845	52,699	N/A	Moloka'i	-91.4%	42
Arrivals	↓ -89.7%	61,703	6,378	N/A	Lāna'i	-89.7%	67
Daily Census	↓ -89.2%	2,311	249	N/A	Kaua'i	-87.6%	330
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-91.9%	1,873

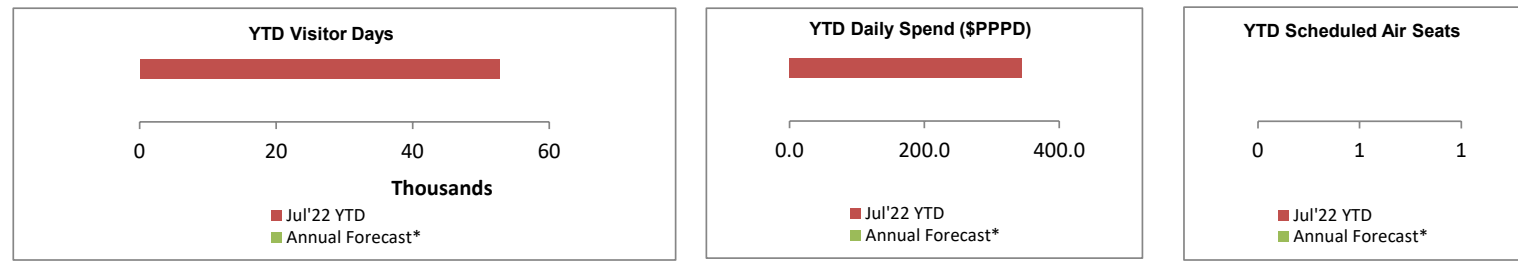
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jul-22** Preliminary

Visitor Industry Performance Measures

Market: **EUROPE**

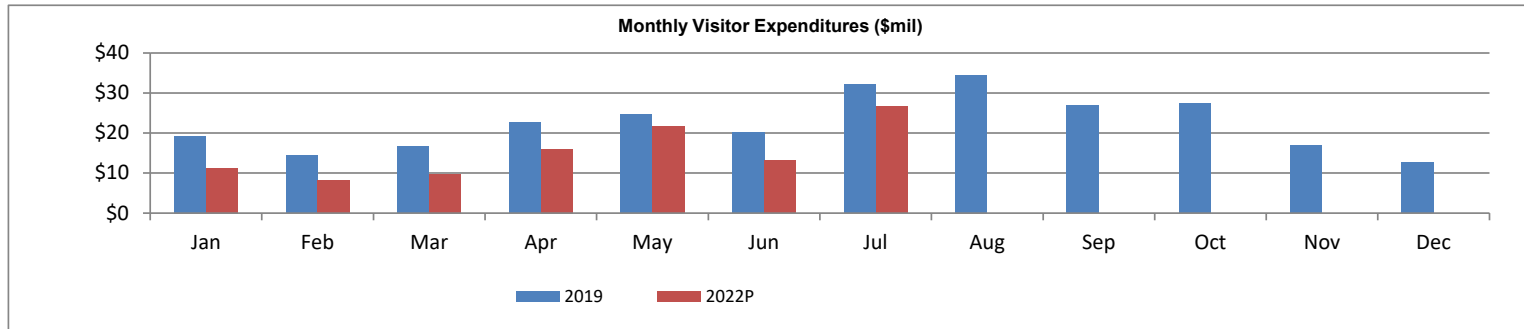
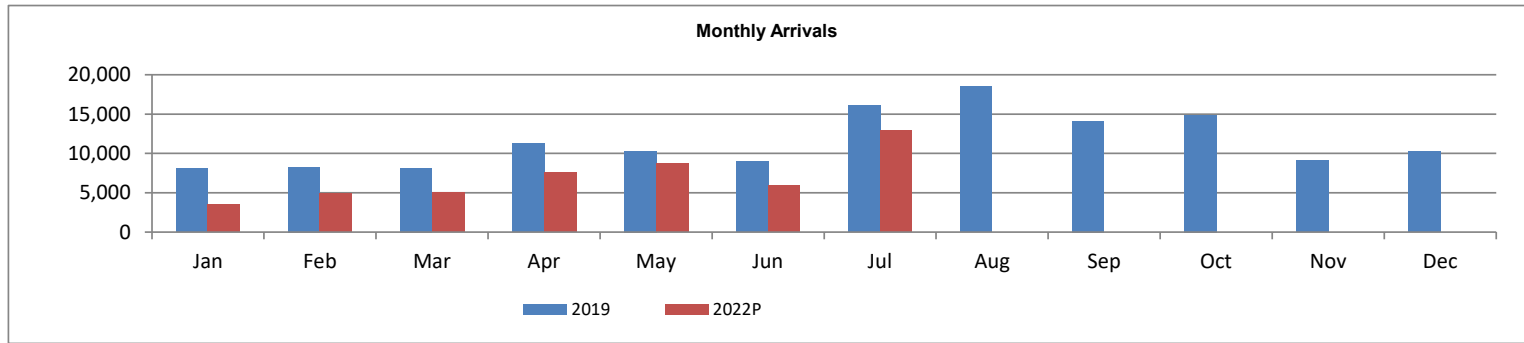
Key Performance Indicators

	YOY Rate	Jul'19 YTD	Jul'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -28.9%	149.9	106.6	100.7	O'ahu	-35.3%	34,210
Daily Spend (\$PPPD)	↔ -3.6%	162.1	156.2	158.4	Maui	-35.0%	20,328
Visitor Days	↓ -26.2%	924,647	682,127	635,609	Moloka'i	-20.3%	750
Arrivals	↓ -31.5%	71,034	48,683	47,332	Lāna'i	-30.6%	632
Daily Census	↓ -26.2%	4,362	3,218	1,741	Kaua'i	-35.5%	11,460
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-23.1%	16,540

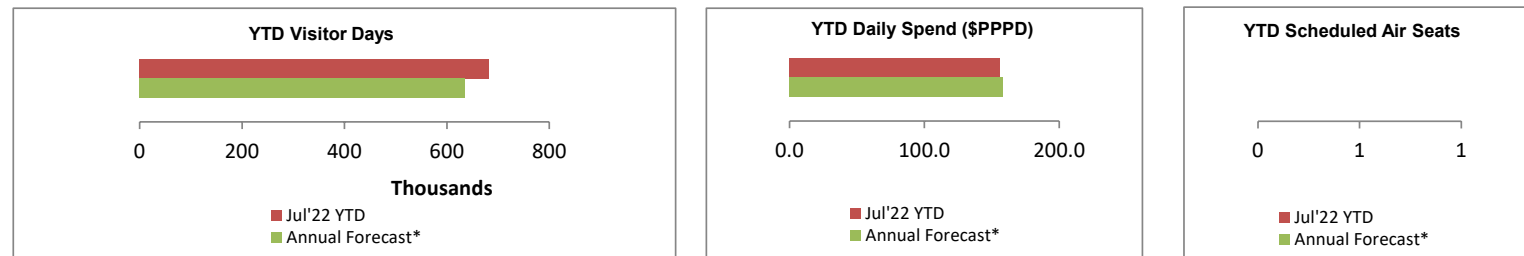
* DBEDT Annual Forecast as of Q1 2022.

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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jul-22** Preliminary

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

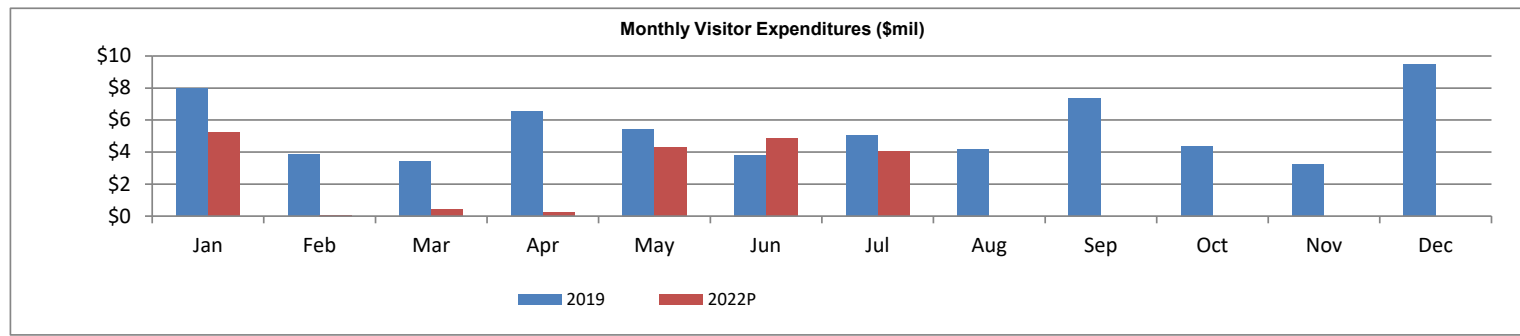
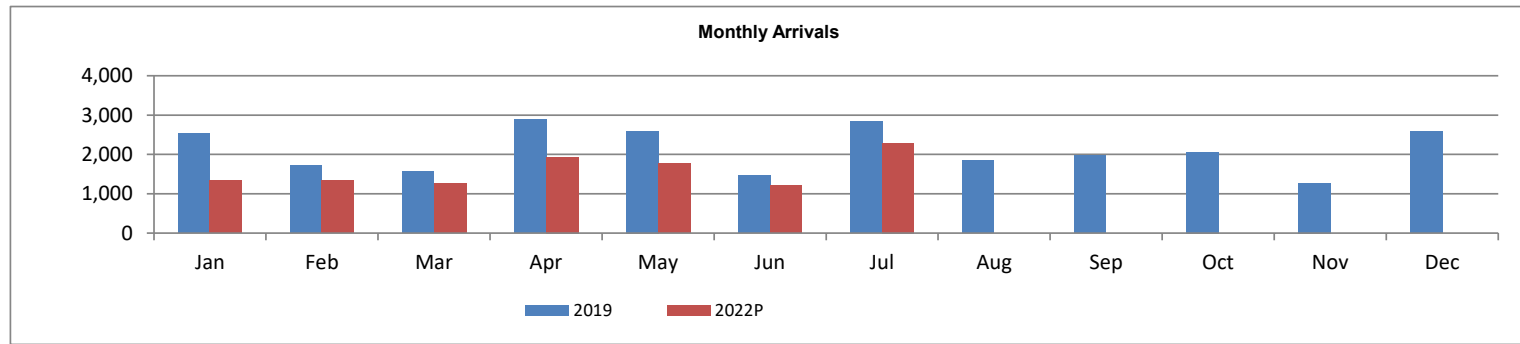
Key Performance Indicators

	YOY Rate	Jul'19 YTD	Jul'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -47.1%	36.1	19.1	N/A	O'ahu	-36.5%	7,645
Daily Spend (\$PPPD)	↓ -29.4%	220.7	155.9	N/A	Maui	-29.7%	3,773
Visitor Days	↓ -25.2%	163,529	122,363	N/A	Moloka'i	-46.2%	68
Arrivals	↓ -28.7%	15,608	11,134	N/A	Lāna'i	-66.9%	103
Daily Census	↓ -25.2%	771	577	N/A	Kaua'i	-44.1%	1,135
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	-17.9%	2,516

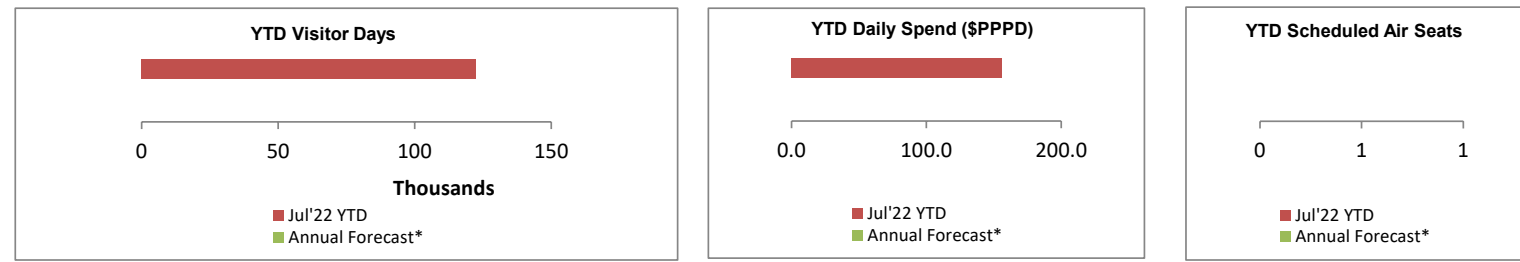
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

11

Presentation, Discussion, and Action on the
HTA's Financial Report August 2022

11.1

Financial Statements – Executive Summary
as of August 31, 2022



AUTHORITY

Financial Statements – Executive Summary
As of August 31, 2022

Foreword:

- Fund Accounts. HTA’s major funds are the following:
 - Tourism Federal Fund (ARPA TFF) – Official Name: HTA CSFRF Subaward
 - Tourism Special Fund (TSF)
 - Convention Center Federal Fund (ARPA CCFF) – Official Name: Convention Center CSFRF Subaward
 - Convention Center Enterprise Special Fund (CCESF)
- Remaining FY 2022 Budget. HTA currently can continue encumbering its FY 2022 ARPA funds until June 2023. **The amount of remaining FY 2022 Tourism Federal Fund (ARPA) appears to be high, however is attributed to various circumstances that affected the timing of encumbering these funds. These funds will be encumbered in FY 2023. Examples of funds we anticipate encumbering include:**
 - US MMA RFP, which is currently ongoing; and
 - \$1.5M Sports RFP that was cancelled in FY 2022 and will likely be reissued in FY 2023.
- Tracking of Cross-Year Encumbrances. The formatting of the financial statements has changed from prior years because we are now working with Federal funds that can be encumbered in more than one fiscal year. The change in format reflects the need to track such cross-year transactions.
- FY23 Funding. Although the HTA Board has approved the \$60M FY 2023 budget, the Governor has vetoed HB1147, 2022 Legislature, that would have appropriated those General funds. The Governor’s veto was the result of questions on the constitutionality of the bill. HTA staff is currently working with the Governor’s administration on releasing FY 2023 ARPA funds as a substitution for the General funds. Accordingly, we do not yet present a FY 2023 budget as part of these financial statements.

Summary of Financial Position – All Funds

		(In Millions)					
		2022 TFF (ARPA)	2023 ARPA	TSF	CCESF	2022 CCFF (ARPA)	EDA
Cash at August 31, 2022		29.60	-	26.40	34.90	10.20	-
Increase (Decrease) due to							
Revenue		-	-	-	11.00	-	-
Program/Op Expenses		(3.40)	-	-	-	-	-
Encumbered Funds		8.80	-	21.00	5.80	10.10	-
Unencumbered Funds		20.80	-	5.40	29.10	0.10	-

Tourism Federal Fund (ARPA TFF):

1. \$29.6M in cash (remaining from amount that has been allotted to HTA so far). Cash decreased by \$3.4M from July 31, 2022, primarily due to disbursements related to program expenditures.
2. 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:

	Gov Approved (CSFRF)	B&F Funds Release		Board Approved	Encumbered
		Requested	Approved *	Amount	
Hawaiian Culture	-	1,565,500	1,565,500	4,015,500	500,000
Natural Resources	-	665,000	665,000	2,165,000	100,000
Community	27,289,500	735,500	735,500	3,804,500	120,000
Branding	28,500,000	33,563,000	33,563,000	33,194,000	20,180,370
Sports	-	4,344,889	4,344,889	4,344,889	2,594,889
Safety & Security	-	900,000	900,000	900,000	146,945
Research	-	60,000	60,000	60,000	-
Planning	-	2,005,200	2,005,200	2,005,200	770,127
Admin	648,700	1,199,111	1,199,111	1,199,111	391,731
Governance and Org-Wide	351,800	529,001	529,001	529,001	210,508
Payroll	3,210,000	7,132,799	7,132,799	7,332,799	6,505,671
	60,000,000	52,700,000	52,700,000	59,550,000	31,520,241

* Based on original submittals to B&F. HTA is not required to seek B&F's approval for subsequent budget reallocations. However, HTA notified B&F of significant changes from original plans.

B&F has approved HTA's extension request to allow the encumbering and expenditure of the \$60M ARPA funds by June 30, 2023.

3. Over several meetings, the HTA Board approved a partial FY 2022 budget of \$59.6M, further detailed below.

	Incremental Approved at Meeting	Cumulative Budget Approved	Description
June 11, 2021 Meeting	1,000,000	1,000,000	Payroll
July 2021 Meeting	32,200,500	33,200,500	Branding, Payroll, Admin and Governance
September 2021 Meeting	1,787,889	34,988,389	Cruise and Sports
November 2021 Meeting	8,086,611	43,075,000	Most other programs
December 2021 Meeting	5,300,000	48,375,000	Programs previously identified as needing further clarification to Board's questions.
January 2022 Meeting	475,000	48,850,000	NAHHA FY23
June 2022 Meeting	4,300,000	53,150,000	Release of funds for FY23 payroll, admin and governance costs, bringing to current.
July 2022 Meeting	6,400,000	59,550,000	Release of funds for KO, AA, and CEP programs

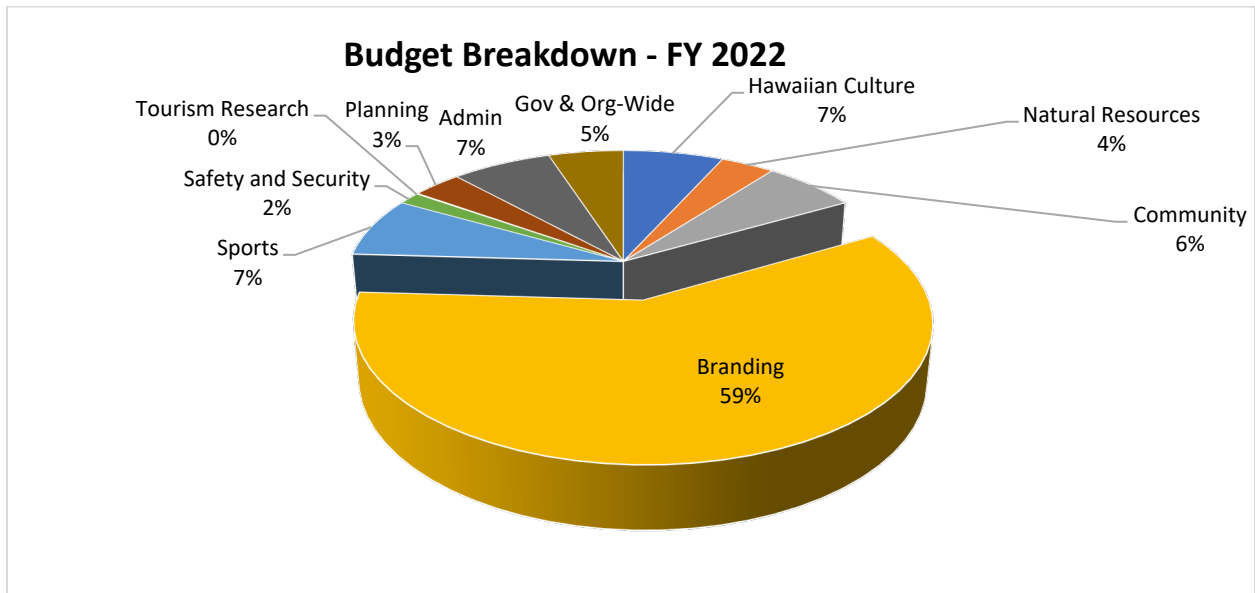
Through August, \$450K of programs presented as part of HTA's initial FY 2022 budget has been deferred or will be reprogrammed for other purposes, resulting in a FY 2022 budget of \$59,550,000 approved to date. As of August 31, 2022, \$31.5M of the \$59.6M FY2022 budget was utilized/encumbered, or 53%.

Below is a summary of the FY 2022 budget based upon Federal reporting categories (titles were paraphrased). In April 2022, B&F approved HTA's request to reclassify Federal eligibility categories from "Negative Economic Impacts" to "Revenue Loss (Revenue Replacement)."

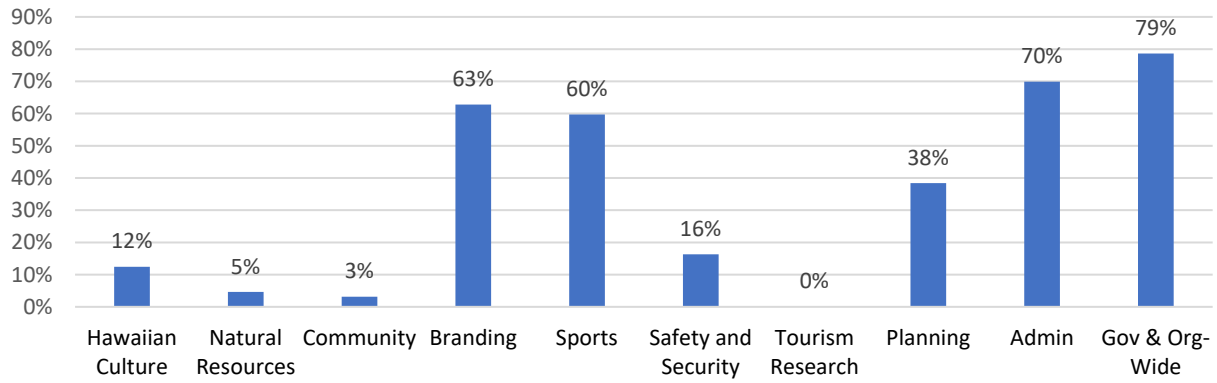
Primary Federal Category	Budget	Encumbered	Remaining
Revenue Replacement	52,217,201	25,014,570	27,202,631
Continuation of Government Services			
Payroll	7,332,799	6,505,671	827,128
	59,550,000	31,520,241	28,029,759

The following are various charts to depict our FY 2022 budget, budget utilization and trends. Note that \$450K of HTA's budget has been deferred for approval as of the date of these financial statements, and accordingly are not reflected here below. Additionally, these charts reflect the funding of FY 2023 community-type programs that were originally planned to be funded by the FY 2023 budget. Such programs were instead

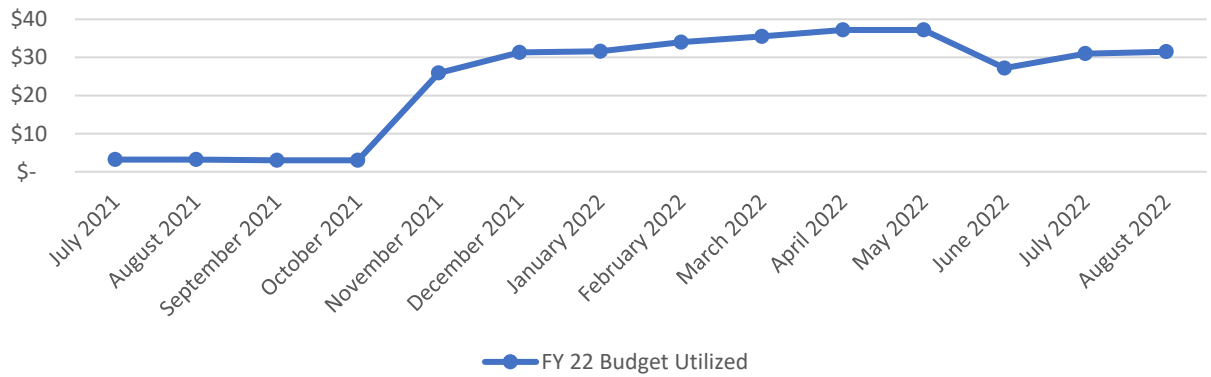
funded by FY 2022's budget to fulfill HTA's commitment toward community, in consideration of cash flow needs of those programs while HTA's FY 2023 funding is being resolved. Further, the majority of Major Market Area contracts within the Branding budget are to be used toward Branding Education programs to promote responsible and regenerative tourism.



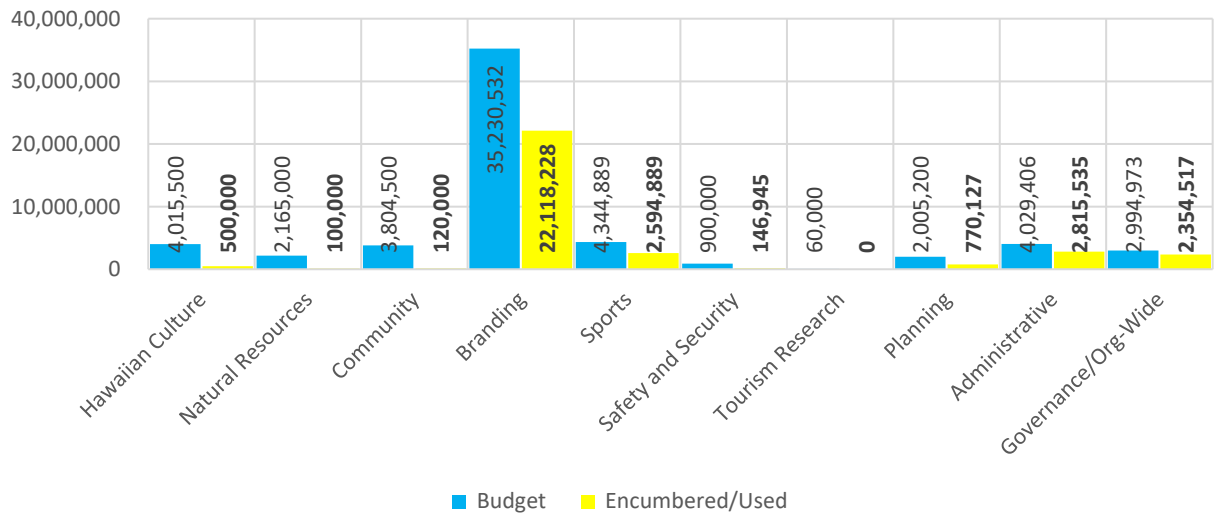
Percentage of Budget Utilized 8/31/22



Budget Utilized (in millions)



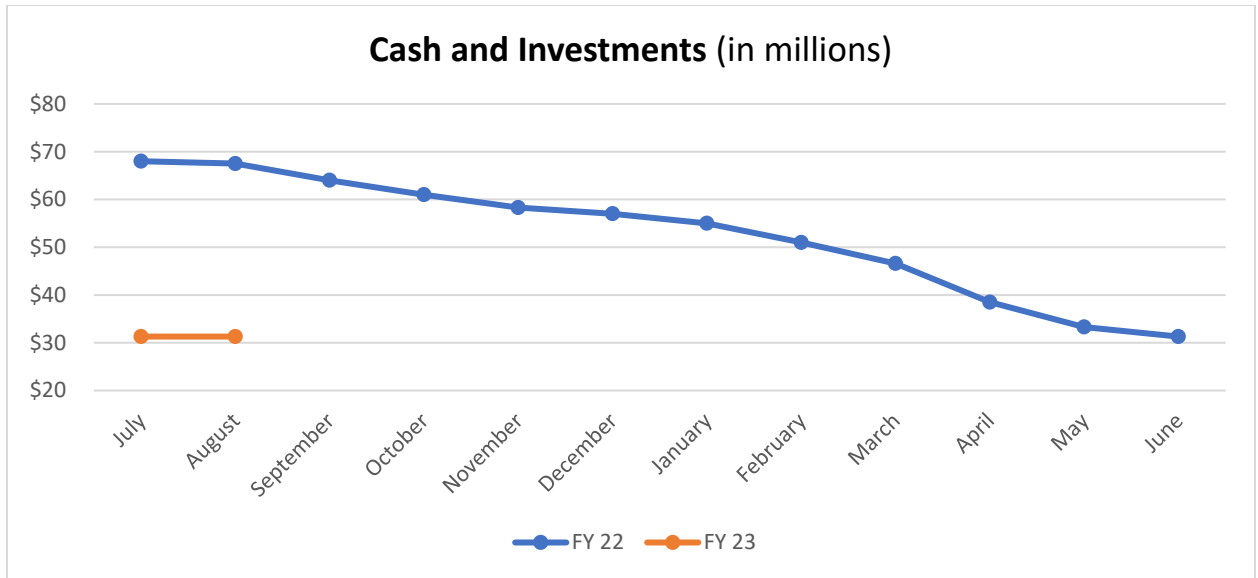
Budget vs Encumbered as of 8/31/22 (Budget Used)



4. A detail of the budget reallocations made for the reporting period and cumulatively for the fiscal year is provided on the accompanying Budget Reallocation Summary. The following significant allocations were made in August 2022:
 - a. \$800K from gohawaii.com to Kahea Airports Greetings program (\$700K) and Cruise Industry Consultant Services (\$100K); and
 - b. Other reallocations that were primarily made for greater clarity in financial reporting
5. \$8.7M in encumbrances outstanding
6. Operating Income (Loss):
 - a. Cumulatively from the beginning of FY 2022 (prior year), \$48.4M has been allotted to HTA through August 31, 2022, which represents ARPA funds HTA is using for staff's payroll, program, admin and governance costs.
 - b. Cumulatively, \$18.8M has been expended through August 2022 from the beginning of FY 2022 (prior year).
 - c. Since HTA can continue to encumber off the FY 2022 budget in FY 2023, a single Statement of Revenues and Expenditures is presented, which displays both current year and cumulative activity. Typically, separate statements would be presented for current year and prior year funds.

Tourism Special Fund (TSF):

7. The Tourism Special Fund sunset on January 1, 2022, pursuant to Act 001, 2021 Legislative Special Session, upon which all unencumbered funds are available for remitting to the State's General Fund. The \$5M Emergency Fund remains with HTA.
8. \$31.4M in cash and investments. The cash balance is earmarked primarily for contract encumbrances made from the FY 2021 budget. The FY 2021 budget was funded by HTA's reserves that were bolstered by cancelled and reduced contracts due to the pausing of TAT distributions to HTA at the onset of the pandemic and a one-time TAT cash distribution in June 2021. In FY 2023, we continue to spend down previously encumbered funds within the TSF.



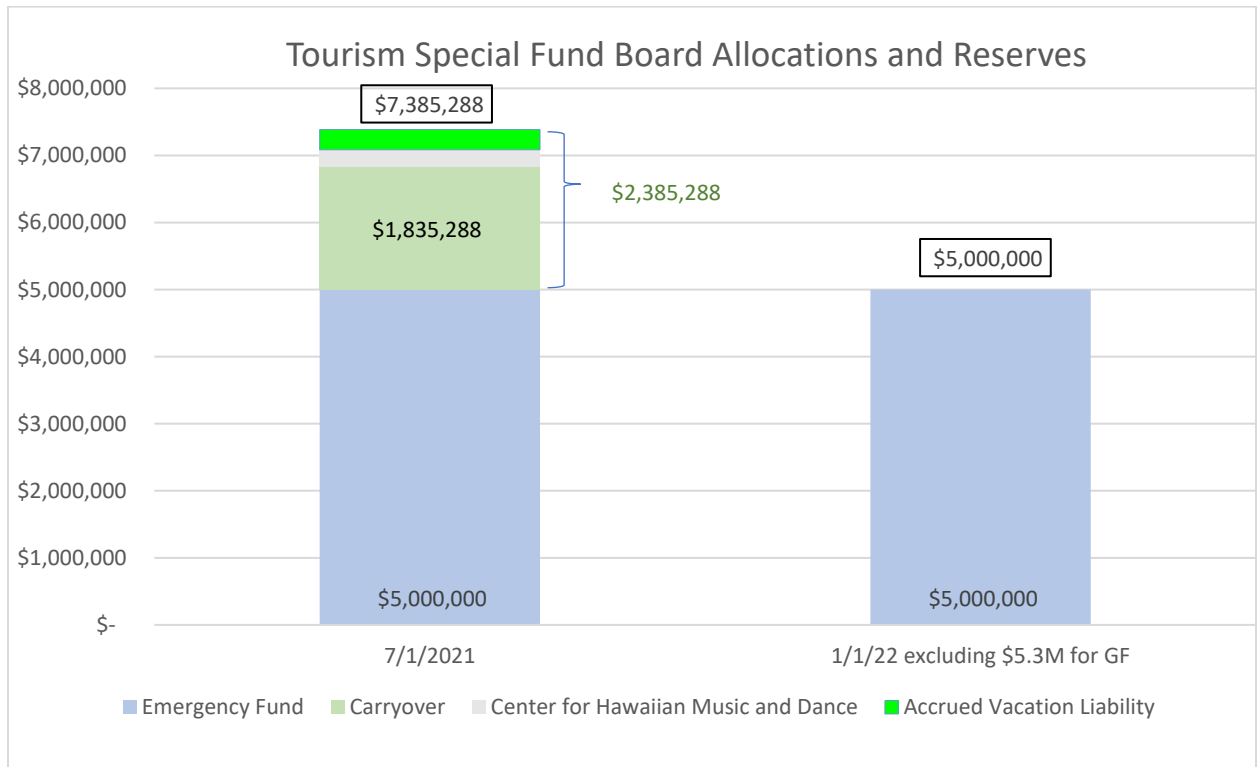
- a. Includes \$5M in Emergency Fund held as investments.
 - i. Approximately \$1.0M held in money market funds and \$4M held in US Treasury notes laddered in approximately 3-month intervals.
 - ii. Further detail provided in the financial statements
- b. Cash remained consistent from July 31, 2022.
- c. We anticipate the cash balance to decrease to \$0 over time once all encumbered funds are expended, except for the \$5M Emergency Fund.

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

\$21.0M	Prior year encumbrances currently being spent down	
\$0.00	Current year encumbrances remaining	
\$21.0M	Total encumbrances outstanding at August 31, 2022	

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

10. In addition to HTA's \$5M Emergency Fund, approximately \$5.3M in unencumbered funds is available to return to the State's General Fund as a result of the sunset of the Tourism Special Fund, Pursuant to Act 001, Special Session 2021 (HB 862). This balance has grown from the \$2.3M on July 1, 2021 (start of FY22) to the current amount due to efficiencies realized from unspent contracts that were previously encumbered.



11. With its sunset, there is no budget for the Tourism Special Fund in FY 2023.

12. Operating Income (Loss):

- a. Pursuant to Act 001, Legislative Special Session 2021, HTA is no longer included in the TAT allocation.
- b. \$50.2K of investment income earned year-to-date.

Convention Center Federal Fund (ARPA CCFF):

13. \$10.2M in cash (remaining from amount that has been allotted to HTA). Cash remained consistent from July 31, 2022.

14. Over several meetings, the HTA Board approved the \$11M budget for FY 2022's Convention Center ARPA funds, further detailed below.

	Incremental Approved at Meeting	Cumulative Budget Approved	
June 2021 Meeting	162,000	162,000	Interim Payroll funding
July 2021 Meeting	328,000	490,000	Payroll for remainder of year
February 2022 Meeting	10,510,000	11,000,000	Remainder of budget, primarily for R&M
June 2022 Meeting	0	11,000,000	Reallocated to fund FY23 operations due to HB1147 (2022) veto, bringing to current

In April 2022, B&F approved HTA's request to extend the period of performance from June 2022 to June 2023, as anticipated from prior discussions.

15. No budget reallocations were made in August 2022.

16. Operating Income:

- a. Cumulatively from the beginning of FY 2022 (prior year), \$11M of ARPA funds has been allotted, which represents ARPA funds HTA used in FY 2022 for staff's payroll and, provided the earlier-noted budget reallocation, that will fund FY 2023 expenditures of the Convention Center.
- b. Since HTA can continue to encumber off the FY 2022 budget in FY 2023, a single Statement of Revenues and Expenditures is presented, which displays both current year and cumulative activity. Typically, separate statements would be presented for current year and prior year funds.

Convention Center Enterprise Special Fund (CCESF):

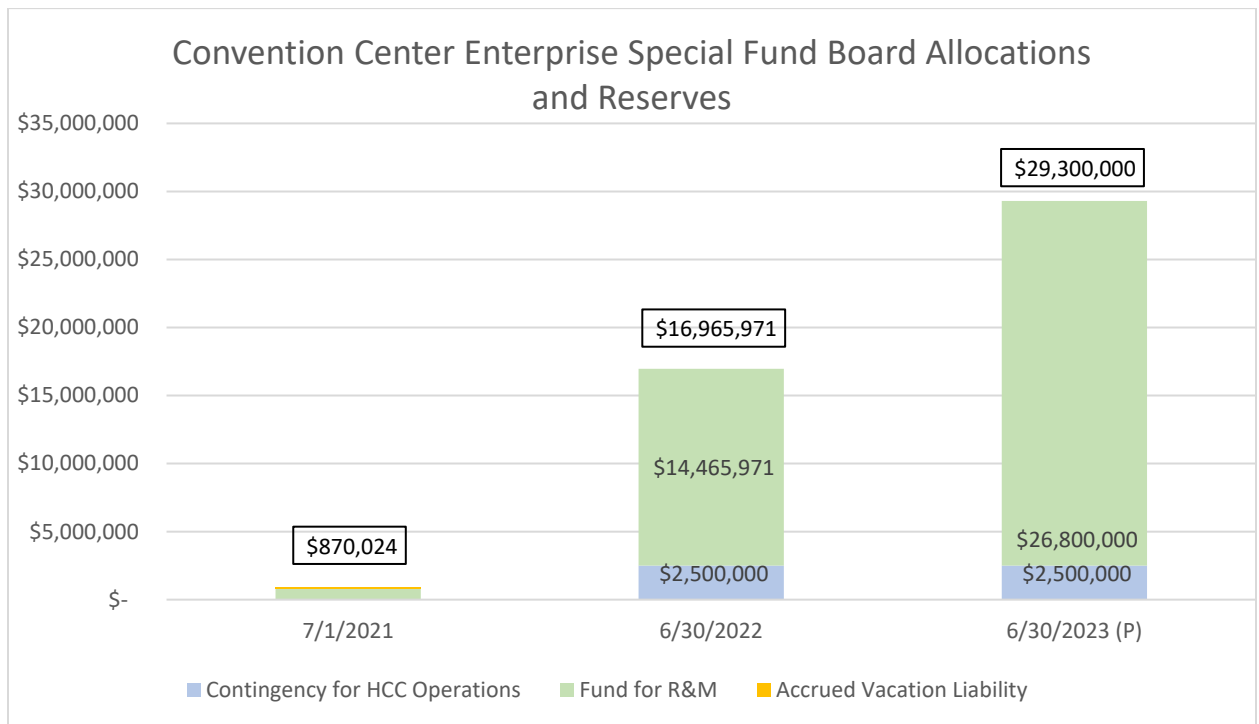
17. \$34.9M in cash. Cash increased by \$11M from July 31, 2022 due to \$11.0M in TAT revenue being deposited into the CCESF.

18. \$37.4M in cash with contractor or with DAGS, for R&M projects (as of August 2022).

- 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, house audio upgrades, ballroom gutter and transom glass repair, chiller replacement, and various equipment purchases and upgrades. Of the \$37.4M, approximately \$2.4M has been contracted (as of August 2022).

- c. The amount of cash remaining with the contractor already accounts for \$2.4M expended on current and future projects (in-progress costs or preliminary work).

19. \$29M reserved as Board allocations as of August 31, 2022, of which \$2.5M is earmarked as a facility operations contingency reserve and \$26.5M is earmarked for the Convention Center’s major R&M program as supported by specific projects under its 6-Year Plan. This \$29M compares to a reserve balance of \$16.9M as of June 30, 2022. The increase is due to the approximate \$1.1M in revenue recorded in July 2022 and \$11M in TAT revenue that was deposited into the CCESF in August 2022, pursuant to HRS 237D, as amended by Act 1 of the 2021 Legislative Special Session, which allowed for the continued deposit of TAT into the CCESF. Without the ability to spend these funds due to the CCESF not having an appropriation ceiling in FY 2023, we forecast the amount reserved as Board allocations to remain around \$29M through June 2023. No significant Convention Center revenues will be collected due to a change in the management contract with AEG/ASM that will require the contractor’s use of revenues to pay for costs (netting cash flow). This contract change is particularly necessary with no CCESF expenditure ceiling for the second consecutive year.



20. \$5.9M of prior year outstanding encumbrances currently being spent down.

21. Budget:

- a. No budget has been established for the CCESF in FY 2023, as no expenditure ceiling was appropriated, as discussed earlier.

22. Operating Income:

- a. HTA collected \$11M in TAT funds in August 2022.
- b. Convention Center Operations
 - i. Note: HTA's FY 2023 operating subsidy to the Convention Center through the first month of the fiscal year was \$583K per HCC financial statements (as of August 2022). We budgeted for a \$5.4M operating subsidy for FY 2023. Funded by FY22's encumbrance as discussed above.

EDA Grant:

- 23. The Board's \$14M budget was approved in June 2022 and we are working with the EDA to approve HTA's Grant Administration Plan.

Hawaii Tourism Authority
Balance Sheet
Tourism Federal (ARPA) Fund
As of 8/31/22

	<u>Current Year</u>
Assets	
Current Assets	
Checking	29,568,219.05
Total Current Assets	<u>29,568,219.05</u>
Total Assets	<u><u>29,568,219.05</u></u>
Fund Balance	
Encumbered Funds	
FY 2022 Funds	8,765,450.55
Total Encumbered Funds	<u>8,765,450.55</u>
Unencumbered Funds	
Total Unencumbered Funds	20,802,768.50
Total Fund Balance	<u><u>29,568,219.05</u></u>

Hawaii Tourism Authority

Balance Sheet

Tourism Special Fund

As of 8/31/22

	<u>Current Year</u>
Assets	
Current Assets	
Checking	26,360,907.76
Total Current Assets	<u>26,360,907.76</u>
Total Assets	<u><u>26,360,907.76</u></u>
Fund Balance	
Encumbered Funds	
FY 2015 Funds	6,830.35
FY 2016 Funds	6,047.12
FY 2017 Funds	15,706.80
FY 2018 Funds	4,137.03
FY 2019 Funds	37,461.33
FY 2020 Funds	808,039.15
FY 2021 Funds	20,121,371.08
Total Encumbered Funds	<u>20,999,592.86</u>
Unencumbered Funds	
Total Unencumbered Funds	5,361,314.90
Total Fund Balance	<u><u>26,360,907.76</u></u>

Hawaii Tourism Authority
Balance Sheet
Convention Center Federal (ARPA) Fund
As of 8/31/22

	<u>Current Year</u>
Assets	
Current Assets	
Checking	10,248,890.96
Total Current Assets	<u>10,248,890.96</u>
 Total Assets	 <u><u>10,248,890.96</u></u>
 Fund Balance	
Encumbered Funds	
FY 2022 Funds	10,070,285.27
Total Encumbered Funds	<u>10,070,285.27</u>
Unencumbered Funds	
Total Unencumbered Funds	178,605.69
 Total Fund Balance	 <u><u>10,248,890.96</u></u>

Hawaii Tourism Authority
Balance Sheet
Convention Center Enterprise Special Fund
As of 8/31/22

	Current Year
Assets	
Current Assets	
Checking	34,921,672.05
Total Current Assets	34,921,672.05
Total Assets	34,921,672.05
Fund Balance	
Encumbered Funds	
FY 2019 Funds	110,894.39
FY 2021 Funds	5,771,724.93
Total Encumbered Funds	5,882,619.32
Unencumbered Funds	
Total Unencumbered Funds	29,039,052.73
Total Fund Balance	34,921,672.05

Hawaii Tourism Authority

Balance Sheet

Emergency Trust Fund

As of 8/31/22

	<u>Current Year</u>
Assets	
Current Assets	
Investments	5,021,566.42
Total Current Assets	<u>5,021,566.42</u>
 Total Assets	 <u><u>5,021,566.42</u></u>
 Fund Balance	
Current year net assets	
	7,541.70
Total Current year net assets	<u>7,541.70</u>
Prior years	
Total Prior years	5,014,024.72
 Total Fund Balance	 <u><u>5,021,566.42</u></u>

HTA Allocations
FY 2022 and FY 2023

HTA Allocations:

Annual Budgets:

-\$60M FY 2023 HTA ARPA Funds (subject to release by Governor)

-No FY23 budget for Convention Center (\$11M TAT, however no expenditure ceiling appropriation)

\$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)

Convention Center Enterprise Special Fund:

	7/1/2021	6/30/2022	Projected 6/30/2023
Carryover for HCC Operations	-	2,500,000	2,500,000
Reserve for Funding Year 21 Transactions	-	-	-
Funds for 6-Year R&M Plan	790,024	14,465,972	26,800,000
Accrued Vacation Liability	80,000	-	-
	<u>870,024</u>	<u>16,965,972</u>	<u>29,300,000</u> *

*With no expenditure ceiling appropriated in FYs 2022 and 2023, HTA is currently unable to spend these funds.

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Fiscal Year 2022 Funds - Tourism Federal Fund
From 7/1/2021 Through 8/31/2022

	<u>Budget</u>	<u>Cumulative Actual</u>	<u>Budget Variance</u>	<u>Current Period Actual</u>	<u>FY 2023 Actual</u>
Revenue					
Alloted Federal Funds	60,000,000.00	48,400,000.00	(11,600,000.00)	0.00	60,000.00
Total Revenue	<u>60,000,000.00</u>	<u>48,400,000.00</u>	<u>(11,600,000.00)</u>	<u>0.00</u>	<u>60,000.00</u>
Expense					
Perpetuating Hawaiian Culture	4,015,500.00	0.00	4,015,500.00	0.00	0.00
Natural Resources	2,165,000.00	0.00	2,165,000.00	0.00	0.00
Community	3,804,500.00	100,000.00	3,704,500.00	0.00	0.00
Branding	35,230,532.00	14,422,140.61	20,808,391.39	3,426,822.82	3,426,822.82
Sports	4,344,889.00	2,344,889.00	2,000,000.00	0.00	0.00
Safety and Security	900,000.00	46,944.92	853,055.08	0.00	0.00
Tourism Research	60,000.00	0.00	60,000.00	0.00	0.00
Planning	2,005,200.00	46,687.80	1,958,512.20	11,654.57	11,654.57
Administrative	4,029,406.00	966,454.32	3,062,951.68	851.68	851.68
Governance and Org-Wide	2,994,973.00	904,664.30	2,090,308.70	0.00	0.00
Total Expense	<u>59,550,000.00</u>	<u>18,831,780.95</u>	<u>40,718,219.05</u>	<u>3,439,329.07</u>	<u>3,439,329.07</u>
Net Income	<u>450,000.00</u>	<u>29,568,219.05</u>	<u>29,118,219.05</u>	<u>(3,439,329.07)</u>	<u>(3,379,329.07)</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Prior Year Funds - Tourism Special Fund
From 8/1/2022 Through 8/31/2022

	<u>Budget</u>	<u>Current Year Actual</u>	<u>Budget Variance</u>	<u>Current Period Actual</u>
Revenue				
Interest and Dividends	0.00	50,207.67	50,207.67	0.00
Total Revenue	<u>0.00</u>	<u>50,207.67</u>	<u>50,207.67</u>	<u>0.00</u>
Expense				
Perpetuating Hawaiian Culture	6,809,550.50	0.00	6,809,550.50	0.00
Natural Resources	1,781,000.00	0.00	1,781,000.00	0.00
Community	1,192,966.00	0.00	1,192,966.00	0.00
Branding	10,397,551.18	0.00	10,397,551.18	0.00
Sports	18,000.00	0.00	18,000.00	0.00
Safety and Security	92,094.23	0.00	92,094.23	0.00
Tourism Research	455,211.72	0.00	455,211.72	0.00
Administrative	253,219.23	0.00	253,219.23	0.00
Total Expense	<u>20,999,592.86</u>	<u>0.00</u>	<u>20,999,592.86</u>	<u>0.00</u>
Net Income	<u>(20,999,592.86)</u>	<u>50,207.67</u>	<u>21,049,800.53</u>	<u>0.00</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Fiscal Year 2022 Funds - Convention Center Federal Fund
From 7/1/2021 Through 8/31/2022

	<u>Budget</u>	<u>Cumulative Actual</u>	<u>Budget Variance</u>	<u>Current Period Actual</u>	<u>FY 2023 Actual</u>
Revenue					
Alloted Federal Funds	11,000,000.00	11,000,000.00	0.00	0.00	0.00
Total Revenue	<u>11,000,000.00</u>	<u>11,000,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Expense					
Branding	72,458.00	6,079.86	66,378.14	0.00	0.00
Administrative	247,042.00	207,964.14	39,077.86	0.00	0.00
Governance and Org-Wide	1,334,845.00	537,065.04	797,779.96	0.00	0.00
HCC Operating Expense	5,406,900.00	0.00	5,406,900.00	0.00	0.00
HCC Repair and Maintenance	2,970,455.00	0.00	2,970,455.00	0.00	0.00
HCC Sales and Marketing / MFi	968,300.00	0.00	968,300.00	0.00	0.00
Total Expense	<u>11,000,000.00</u>	<u>751,109.04</u>	<u>10,248,890.96</u>	<u>0.00</u>	<u>0.00</u>
Net Income	<u>0.00</u>	<u>10,248,890.96</u>	<u>10,248,890.96</u>	<u>0.00</u>	<u>0.00</u>

Hawaii Tourism Authority
 Statement of Revenues and Expenditures
 Fiscal Year 2023 Funds - Convention Center Enterprise Special Fund
 From 8/1/2022 Through 8/31/2022

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

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Prior Year Funds - Convention Center Enterprise Special Fund
From 8/1/2022 Through 8/31/2022

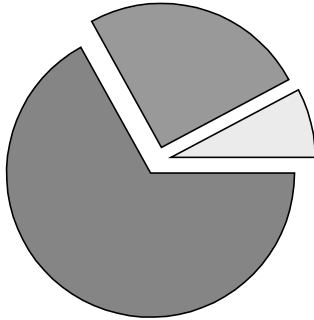
	<u>Budget</u>	<u>Current Year Actual</u>	<u>Budget Variance</u>	<u>Current Period Actual</u>
Revenue				
Interest and Dividends	0.00	32,377.55	32,377.55	0.00
HCC Revenue	0.00	1,040,703.47	1,040,703.47	0.00
Total Revenue	<u>0.00</u>	<u>1,073,081.02</u>	<u>1,073,081.02</u>	<u>0.00</u>
Expense				
Governance and Org-Wide	296.52	0.00	296.52	0.00
HCC Operating Expense	5,512,649.87	0.00	5,512,649.87	0.00
HCC Repair and Maintenance	10,129,600.00	10,129,600.00	0.00	0.00
HCC Sales and Marketing / MFI	369,672.93	0.00	369,672.93	0.00
Total Expense	<u>16,012,219.32</u>	<u>10,129,600.00</u>	<u>5,882,619.32</u>	<u>0.00</u>
Net Income	<u>(16,012,219.32)</u>	<u>(9,056,518.98)</u>	<u>6,955,700.34</u>	<u>0.00</u>

Hawaii Tourism Authority
Statement of Revenues and Expenditures
Fiscal Year 2022 Funds - EDA Tourism Grant Fund
From 8/1/2022 Through 8/31/2022

	<u>Budget</u>	<u>Current Year Actual</u>	<u>Budget Variance</u>	<u>Current Period Actual</u>
Revenue				
Alloted Federal Funds	14,024,372.00	0.00	(14,024,372.00)	0.00
Total Revenue	<u>14,024,372.00</u>	<u>0.00</u>	<u>(14,024,372.00)</u>	<u>0.00</u>
Expense				
Natural Resources	7,950,000.00	0.00	7,950,000.00	0.00
Community	20,000.00	0.00	20,000.00	0.00
Branding	4,540,000.00	0.00	4,540,000.00	0.00
Planning	770,000.00	0.00	770,000.00	0.00
Administrative	331,907.00	0.00	331,907.00	0.00
Governance and Org-Wide	412,465.00	0.00	412,465.00	0.00
Total Expense	<u>14,024,372.00</u>	<u>0.00</u>	<u>14,024,372.00</u>	<u>0.00</u>
Net Income	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>

Summary Of Investments

Investment Allocation



9.2%	CASH	461,606.94-
30.1%	CASH EQUIVALENTS	1,511,161.65
79.1%	FIXED INCOME	3,976,680.00
100.0%	TOTAL	5,026,234.71

Investment Summary

	Market Value	%	Estimated Income	Current Yield
CASH	461,606.94-	9.18-	0	0.00
CASH EQUIVALENTS	1,511,161.65	30.07	22,970	1.52
FIXED INCOME	3,976,680.00	79.12	88,750	2.23
Total Fund	5,026,234.71	100.00	111,720	2.22

Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
	CASH	1,947.75	1,947.75	0.42-
	DUE TO BROKERS	492,617.19-	492,617.19-	106.72
	ACCRUED INCOME	29,062.50	29,062.50	6.30-
	TOTAL CASH	461,606.94-*	461,606.94-*	100.00*
	CASH EQUIVALENTS			
	CASH MANAGEMENT			
1,511,161.65	DREYFUS TREASURY OBLIGATIONS CASH MANAGEMENT FUND	1,511,161.65	1,511,161.65	100.00
	FIXED INCOME			



Statement Period
Account Number

07/01/2022 through 07/31/2022
BANK OF HAWAII
AGENT U/A DATED 10/31/2018 FOR
HAWAII TOURISM AUTHORITY -
TOURISM EMERGENCY TRUST
FUND

Schedule Of Investments

UNITS	DESCRIPTION	BOOK VALUE	MARKET VALUE	% OF CATEGORY
U S TREASURY OBLIGATIONS				
500,000	US TREASURY NOTES .125% 10/31/2022	496,445.31	497,225.00	12.50
500,000	US TREASURY NOTES 2.375% 01/31/2023	499,394.53	498,635.00	12.54
500,000	US TREASURY NOTES 2.75% 04/30/2023	499,531.25	499,065.00	12.55
500,000	US TREASURY NOTES 2.75% 07/31/2023	498,730.47	498,865.00	12.54
500,000	US TREASURY NOTES 2.875% 10/31/2023	498,496.09	499,650.00	12.56
500,000	US TREASURY NOTES 2.5% 01/31/2024	495,058.59	496,600.00	12.49
500,000	US TREASURY NOTES 2.25% 04/30/2024	491,738.28	494,200.00	12.43
500,000	US TREASURY NOTES NOTE 2.125% 07/31/2024	492,617.19	492,440.00	12.38
	TOTAL U S TREASURY OBLIGATIONS	3,972,011.71*	3,976,680.00*	100.00*
	Total Fund	5,021,566.42*	5,026,234.71*	100.00*

Hawaii Convention Center
Facility
Income Statement
From 8/01/2022 Through 8/31/2022
(In Whole Numbers)

	Current Month Actual	Current Month Budget	Variance	Current Month Prior Year	YTD Actual	YTD Budget	Variance	YTD Prior Year
Direct Event Income								
Rental Income (Net)	156,350	212,089	(55,739)	175,635	465,502	676,579	(211,078)	430,568
Service Revenue	51,219	49,151	2,068	135,553	164,908	174,692	(9,784)	286,543
Total Direct Event Income	207,569	261,240	(53,671)	311,188	630,410	851,271	(220,861)	717,111
Direct Service Expenses	111,295	150,005	38,710	169,889	325,752	420,763	95,011	375,715
Net Direct Event Income	96,275	111,235	(14,960)	141,299	304,658	430,508	(125,850)	341,395
Ancillary Income								
Food and Beverage (Net)	320,790	256,323	64,467	(45,302)	700,070	799,637	(99,567)	(12,876)
Event Parking (Net)	37,485	43,500	(6,015)	62,983	146,360	349,100	(202,740)	334,658
Electrical Services	1,943	800	1,143	0	1,943	2,040	(97)	0
Audio Visual	10,548	10,560	(12)	3,698	56,286	17,940	38,346	5,691
Internet Services	0	0	0	0	0	0	0	0
Rigging Services	0	0	0	0	0	61,000	(61,000)	0
First Aid Commissions	0	0	0	0	0	0	0	0
Total Ancillary Income	370,767	311,183	59,584	21,380	904,659	1,229,717	(325,058)	327,473
Total Event Income	467,041	422,418	44,623	162,679	1,209,317	1,660,225	(450,908)	668,869
Other Operating Income								
Non-Event Parking	84	583	(499)	0	84	1,166	(1,082)	1,500
Other Income	11,089	4,875	6,214	8,514	18,924	9,750	9,174	11,091
Total Other Operating Income	11,173	5,458	5,715	8,514	19,008	10,916	8,092	12,591
Total Gross Income	478,214	427,876	50,338	171,193	1,228,325	1,671,141	(442,816)	681,460
Net Salaries & Benefits								
Salaries & Wages	291,478	445,130	153,652	343,369	648,458	910,995	262,537	628,479
Payroll Taxes & Benefits	89,233	139,866	50,633	87,737	183,484	279,732	96,248	166,479
Labor Allocations to Events	(31,423)	(56,183)	(24,760)	(98,320)	(91,511)	(157,489)	(65,978)	(222,635)
Total Net Salaries & Benefits	349,287	528,813	179,526	332,787	740,430	1,033,238	292,808	572,324
Other Indirect Expenses								
Net Contracted Services	61,053	29,625	(31,428)	11,548	109,866	67,065	(42,801)	27,094
Operations	6,178	11,533	5,355	3,896	14,497	23,066	8,569	9,886
Repair & Maintenance	85,925	89,300	3,375	56,835	140,482	178,600	38,118	109,635
Operational Supplies	55,001	49,434	(5,566)	21,061	89,449	111,048	21,599	49,813
Insurance	19,913	17,362	(2,550)	12,015	43,007	39,235	(3,773)	24,123
Utilities	254,374	203,022	(51,352)	209,938	544,617	432,209	(112,408)	401,505
Meetings & Conventions	249	742	493	584	2,556	9,484	6,928	1,604
Promotions & Communications	1,727	4,550	2,823	1,855	7,629	9,100	1,471	4,382
General & Administrative	15,414	20,791	5,377	14,139	45,773	43,683	(2,090)	24,512
Management Fees	19,033	19,033	(0)	18,633	38,067	38,066	(1)	37,267
Other	347	10,983	10,636	967	2,556	21,966	19,410	1,167
Total Other Indirect	519,213	456,375	(62,838)	351,472	1,038,499	973,521	(64,978)	690,987
Net Income (Loss) before CIP Funded Expenses	(390,286)	(557,312)	167,026	(513,066)	(550,605)	(335,618)	(214,986)	(581,851)
CIP Funded Expenses	0	0	0	0	0	0	0	0
Net Income (Loss) from Operations	(390,286)	(557,312)	167,026	(513,066)	(550,605)	(335,618)	(214,986)	(581,851)
Fixed Asset Purchases	5,706	25,000	19,294	20,772	32,759	50,000	17,241	20,772
Net Income (Loss) After Fixed Asset Purchases	(395,993)	(582,312)	186,320	(533,838)	(583,364)	(385,618)	(197,745)	(602,623)

Hawaii Convention Center
Facility
Income Statement
From 8/01/2022 Through 8/31/2022
(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	563,904	440,268	123,636	41,407	1,206,187	1,388,001	(181,814)	170,043
Facility	278,477	329,258	(50,781)	401,960	881,648	1,336,227	(454,579)	1,109,371
Total Revenues	842,381	769,526	72,855	443,367	2,087,835	2,724,228	(636,393)	1,279,414
Expenses								
Food & Beverage	354,317	315,231	(39,086)	177,379	739,084	871,602	132,518	351,601
Facility	878,349	1,011,607	133,258	779,053	1,899,355	2,188,244	288,889	1,509,664
Total Expenses	1,232,667	1,326,838	94,172	956,433	2,638,439	3,059,846	421,407	1,861,265
Net Income (Loss) before CIP Funded Expenses	(390,286)	(557,312)	167,026	(513,066)	(550,605)	(335,618)	(214,986)	(581,851)
CIP Funded Expenses	0	0	0	0	0	0	0	0
Net Income (Loss) from Operations	(390,286)	(557,312)	167,026	(513,066)	(550,605)	(335,618)	(214,986)	(581,851)
Fixed Asset Purchases	5,706	25,000	19,294	20,772	32,759	50,000	17,241	20,772
Net Income (Loss) after Fixed Asset Purchases	(395,992)	(582,312)	186,320	(533,838)	(583,364)	(385,618)	(197,745)	(602,623)

HAWAII CONVENTION CENTER
 JULY 1, 2022 TO JUNE 30, 2023
 Lead Income Statement - Comparison

	ACTUAL 07/22-08/22 FY 2023	FORECAST 09/22-06/23 FY 2023	FORECAST 07/22-06/23 FY 2023	VARIANCE	
TOTAL					
Event Income					
Direct Event Income					
Rental Income	3,076,000	465,501	2,280,971	2,746,472	329,527
Service Income	725,600	164,909	707,716	872,625	(147,025)
Service Expenses	(2,218,600)	(325,751)	(1,584,700)	(1,910,451)	(308,149)
Total Direct Event Income	1,583,000	304,659	1,403,987	1,708,646	(125,647)
Ancillary Income					
Gross F&B Revenue	7,849,500	1,206,187	5,114,367	6,320,554	1,528,946
Direct F&B Expenses	(3,328,600)	(506,117)	(2,197,131)	(2,703,248)	(625,352)
Gross Parking	1,007,000	174,000	615,792	789,792	217,208
Parking Expense	(144,100)	(27,640)	(136,595)	(164,235)	20,135
Electrical Service	88,800	1,943	42,280	44,223	44,577
A/V Service	152,400	56,286	103,630	159,916	(7,516)
Internet Service	-	-	-	-	-
Rigging Service	76,600	-	10,120	10,120	66,480
Total Ancillary Income	5,701,601	904,659	3,552,463	4,457,122	1,244,479
Total Event Income	7,284,600	1,209,318	4,956,450	6,165,768	1,118,832
Other Income					
Parking, Non-Event	7,000	84	6,916	7,000	-
Interest	6,000	9,157	46,000	55,157	(49,157)
Miscellaneous Income	52,500	9,768	42,980	52,748	(248)
Total Other Income	65,500	19,009	95,896	114,905	(49,405)
Adjusted Gross Income	7,350,100	1,228,327	5,052,346	6,280,673	1,069,427
Operating Expenses					
Facility Salaries & Wages	4,478,200	498,842	3,570,845	4,069,687	408,513
Benefits	1,481,100	186,670	1,128,746	1,315,416	165,685
Less: Event Labor Allocations	(745,425)	(91,963)	(556,470)	(648,433)	(96,993)
Net Employee Wages & Benefit	5,213,875	593,549	4,143,121	4,736,670	477,205
Contracted Services	1,780,700	360,023	1,345,114	1,705,137	75,563
General & Administrative Operations	200,800	31,445	188,890	220,335	(19,535)
Repair & Maintenance	124,400	12,027	112,002	124,029	371
Supplies	1,100,400	136,549	968,851	1,105,400	(5,000)
Insurance	460,400	46,699	406,908	453,607	6,793
Utilities	171,000	34,058	142,500	176,558	(5,558)
Other	2,611,900	552,425	2,176,704	2,729,129	(117,229)
Management Fees	122,400	547	121,853	122,400	-
F&B Overhead Expense	456,800	38,066	418,734	456,800	-
Less: Expenses Allocated	1,677,700	232,967	1,340,861	1,573,828	103,872
Total Operating Expenses	(1,473,175)	(261,432)	(1,137,268)	(1,398,700)	(74,476)
Net Income (Loss) From Operations:	12,447,200	1,776,923	10,228,271	12,005,194	442,006
Other Income (Expenses)	(5,097,100)	(548,596)	(5,175,925)	(5,724,521)	(627,421)
Net Income After Other Income (Expenses)	(9,800)	(2,009)	(8,470)	(10,479)	(679)
Fixed Asset Purchases	(5,106,900)	(550,605)	(5,184,395)	(5,735,000)	(628,100)
Net Income (Loss) after Fixed Assets	(300,000)	(32,759)	(267,241)	(300,000)	-
Net Income (Loss) after Fixed Assets	(5,406,900)	(583,364)	(5,451,636)	(6,035,000)	(628,100)
Gross Building Revenues	5,191,900	881,648	3,856,405	4,738,053	453,847
Gross Building Expenses	13,442,000	1,932,115	10,884,416	12,816,531	625,469
Building Net Income (Loss)	(8,250,100)	(1,050,467)	(7,028,011)	(8,078,478)	171,623
Gross F&B Revenues	7,849,500	1,206,187	5,114,367	6,320,554	1,528,946
Gross F&B Expenses	5,006,300	739,084	3,537,992	4,277,076	729,224
F&B Net Income (Loss)	2,843,200	467,103	1,576,375	2,043,478	799,722
Facility Net Cash Flow	(5,406,900)	(583,364)	(5,451,636)	(6,035,000)	(628,100)
Total Gross Revenues	13,041,400	2,087,835	8,970,772	11,058,607	1,982,793
Total Gross Expenses	18,448,300	2,671,199	14,422,408	17,093,607	1,354,693
Total Facility Net Cash Flow	(5,406,900)	(583,364)	(5,451,636)	(6,035,000)	(628,100)

11.2

Budget Reallocation Summary
FY2022 ARPA Funds (TFF)
Through August 31, 2022

Budget Reallocation Summary
 FY 2022 ARPA Funds (TFF)
 Through August 31, 2022

Budget Line Item	Program Code	Cumulative To-Date (Since Inception of Award)			August 2022 Activity
		Original Budget	Reallocation	Budget After Reallocations	
Perpetuating Hawaiian Culture					
<i>From:</i>					
Hawaiian Culture Opportunity Fund	215	200,000	(150,000)	50,000	
				-	
				-	
			(150,000)		-
<i>To:</i>					
Resort Area Hawaiian Culture Initiative	718	-	400,000	400,000	
Kahea Airport Greetings	207	-	700,000	700,000	700,000
				-	
				-	
				-	
				-	
			1,100,000		700,000
Natural Resources					
<i>From:</i>					
None				-	
				-	
				-	
			-		-
<i>To:</i>					
				-	
				-	
				-	
			-		-
Community					
<i>From:</i>					
Community Product Capacity Building	702	500,000	(331,000)	169,000	
				-	
				-	
			(331,000)		-
<i>To:</i>					
				-	
				-	
				-	
				-	

Budget Reallocation Summary
 FY 2022 ARPA Funds (TFF)
 Through August 31, 2022

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	August 2022 Activity
			-	-	
			-	-	
			-	-	
			-	-	
Branding					
From:					
Route Development	005	250,000	(250,000)	-	
gohawaii.com	318	2,500,000	(1,510,000)	990,000	(800,000)
US MMA	321	22,500,000	(1,500,000)	21,000,000	
			(3,260,000)		(800,000)
To:					
Marketing Opportunity	380	250,000	43,000	293,000	
Island Chapters Staffing and Admin	320	-	1,500,000	1,500,000	
Pono Travel Education Program	014	175,000	225,000	400,000	
Hawaii Tourism Updates	102	125,000	106,000	231,000	
Cruise Industry Consulting Services	004	100,000	100,000	200,000	100,000
			1,974,000		100,000
Sports					
From:					
			-	-	
			-	-	
			-	-	
To:					
UH Athletics Branding Partnership	378	-	167,000	167,000	
Sports Programs - Unallocated	379	1,500,000	(1,500,000)	-	(1,500,000)
LPGA	343	-	500,000	500,000	
WTC - Ironman World Championships	340	-	250,000	250,000	250,000
Sports RFP or Other Procurement	385	-	1,250,000	1,250,000	1,250,000
			667,000		-
Safety and Security					
From:					
None			-	-	
			-	-	
			-	-	
To:					
			-	-	
			-	-	
			-	-	
Tourism Research					
From:					

Budget Reallocation Summary
 FY 2022 ARPA Funds (TFF)
 Through August 31, 2022

Budget Line Item	Program Code	Original Budget	Reallocation	Budget After Reallocations	August 2022 Activity
Board Allocations					
<i>From:</i>					
None				-	
			-		-
			-		-

11.3

Budget Statement Summary

FY 2023

As of August 31, 2022

Hawaii Tourism Authority
 Budget Statement - Summary
 FY 2023
 As of August 31, 2022

Category	2022 Tourism Federal Fund - ARPA [TFF]				2023 ARPA Funding				2022 EDA Grant			
	Fiscal Year 2022 and FY 2023				Fiscal Year 2023				Fiscal Year 2022 and FY 2023			
	Budget	Cumulative Budget Used	Balance	Activity for August 2022	Budget	Cumulative Budget Used	Balance	Activity for August 2022	Budget	Cumulative Budget Used	Balance	Activity for August 2022
Revenues												
TAT Revenue Allocation			-	-	60,000,000	-	60,000,000	-	-	-	-	-
Federal Funds	60,000,000	48,400,000	11,600,000	-	-	-	-	-	14,024,372	-	14,024,372	-
Prior Year Carryover	-	-	-	-	-	-	-	-	-	-	-	-
Availability of \$5M Emergency Fund (Subject to Governor Approval)	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	210	(210)	-	-	-	-	-	-	-	-	-
Total Revenues	60,000,000	48,400,210	11,599,790	-	60,000,000	-	60,000,000	-	14,024,372	-	14,024,372	-
Encumbrances												
Perpetuating Hawaiian Culture												
Hawaiian Culture Programs	4,015,500	500,000	3,515,500	-	5,600,000	-	5,600,000	-	-	-	-	-
In-House Contracted Staff - Hawaiian Culture	-	-	-	-	-	-	-	-	-	-	-	-
Subtotal	4,015,500	500,000	3,515,500	-	5,600,000	-	5,600,000	-	-	-	-	-
Natural Resources												
Natural Resources Programs	2,165,000	100,000	2,065,000	-	2,000,000	-	2,000,000	-	7,200,000	-	7,200,000	-
In-House Contracted Staff - Natural Resources	-	-	-	-	-	-	-	-	-	-	-	-
Subtotal	2,165,000	100,000	2,065,000	-	2,000,000	-	2,000,000	-	7,200,000	-	7,200,000	-
Community												
Community Programs	3,804,500	120,000	3,684,500	-	5,114,000	-	5,114,000	-	1,520,000	-	1,520,000	-
In-House Contracted Staff - Community	-	-	-	-	-	-	-	-	-	-	-	-
Subtotal	3,804,500	120,000	3,684,500	-	5,114,000	-	5,114,000	-	1,520,000	-	1,520,000	-
Branding												
Branding Programs	33,194,000	20,180,370	13,013,630	4,216	36,133,000	-	36,133,000	-	4,000,000	-	4,000,000	-
In-House Contracted Staff - Branding	-	-	-	-	-	-	-	-	-	-	-	-
State Employee Salaries - Branding	2,036,532	1,937,857	98,675	-	-	-	-	-	540,000	-	540,000	-
Subtotal	35,230,532	22,118,227	13,112,305	4,216	36,133,000	-	36,133,000	-	4,540,000	-	4,540,000	-
Sports												
Sports Programs	4,344,889	2,594,889	1,750,000	-	3,967,000	-	3,967,000	-	-	-	-	-
Subtotal	4,344,889	2,594,889	1,750,000	-	3,967,000	-	3,967,000	-	-	-	-	-
Safety and Security												
Safety and Security Programs	900,000	146,945	753,055	-	600,000	-	600,000	-	-	-	-	-
Subtotal	900,000	146,945	753,055	-	600,000	-	600,000	-	-	-	-	-
Tourism Research												
Tourism Research Programs	60,000	-	60,000	-	65,000	-	65,000	-	-	-	-	-
In-House Contracted Staff - Tourism Research	-	-	-	-	-	-	-	-	-	-	-	-
Subtotal	60,000	-	60,000	-	65,000	-	65,000	-	-	-	-	-
Planning												
Planning Programs	2,005,200	770,127	1,235,073	278,597	1,521,000	-	1,521,000	-	20,000	-	20,000	-
In-House Contracted Staff - Planning	-	-	-	-	-	-	-	-	-	-	-	-
Subtotal	2,005,200	770,127	1,235,073	278,597	1,521,000	-	1,521,000	-	20,000	-	20,000	-
Administrative												
Operations	1,199,111	391,731	807,380	332	653,700	-	653,700	-	214,907	-	214,907	-
In-House Contracted Staff - Admin	-	-	-	-	-	-	-	-	-	-	-	-
State Employee Salaries - Admin	2,830,295	2,423,804	406,491	-	-	-	-	-	117,000	-	117,000	-
Subtotal	4,029,406	2,815,535	1,213,871	332	653,700	-	653,700	-	331,907	-	331,907	-
Organizationwide Costs												
State Employee Fringe	2,465,972	2,144,010	321,962	-	-	-	-	-	412,465	-	412,465	-
Organization-Wide	220,000	105,000	115,000	-	250,583	-	250,583	-	-	-	-	-
Governance - Board/Others	309,001	105,508	203,493	1,455	172,918	-	172,918	-	-	-	-	-
Subtotal	2,994,973	2,354,518	640,455	1,455	423,501	-	423,501	-	412,465	-	412,465	-
Payroll												
State Employee Fringe	-	-	-	-	1,355,973	-	1,355,973	-	20,000	-	20,000	-
State Employee Salaries - All Employees	-	-	-	-	2,566,826	-	2,566,826	-	-	-	-	-
Subtotal	-	-	-	-	3,922,799	-	3,922,799	-	20,000	-	20,000	-
Total Encumbrances	59,550,000	31,520,241	28,029,759	284,600	60,000,000	-	60,000,000	-	14,024,372	-	14,024,372	-
Revenues vs Encumbrances	450,000	16,879,969										

11.4

Budget Statement
FY 2023
As of August 31, 2022

Program Code	Program Title	Budget FY22	Encumbered - Budget Used (Cumulative)	Remaining Balance	August 2022 Activity	FY 2023 Activity
<i>Tourism Federal Fund</i>						
Perpetuating Hawaiian Culture						
201	Kūkulu Ola: Living Hawaiian Cultural Prog	1,500,000.00	0.00	1,500,000.00	0.00	0.00
202	Hawaiian Culture Initiative	475,000.00	0.00	475,000.00	0.00	0.00
203	Ma'ema'e HTA	50,000.00	0.00	50,000.00	0.00	0.00
204	Market Support	50,000.00	0.00	50,000.00	0.00	0.00
207	Kahea Program - Airport Greetings	700,000.00	0.00	700,000.00	0.00	0.00
214	Legacy Award Program	25,000.00	0.00	25,000.00	0.00	0.00
215	Hawaiian Culture Opportunity Fund	50,000.00	0.00	50,000.00	0.00	0.00
216	Olelo Hawaii	500,000.00	500,000.00	0.00	0.00	0.00
217	FESTPAC	250,000.00	0.00	250,000.00	0.00	0.00
297	Memberships and Dues - Hawaiian Culture	500.00	0.00	500.00	0.00	0.00
298	Travel - Hawaiian Culture	15,000.00	0.00	15,000.00	0.00	0.00
718	Resort Area Hawaiian Cultural Initiative	400,000.00	0.00	400,000.00	0.00	0.00
Subtotal	Perpetuating Hawaiian Culture	4,015,500.00	500,000.00	3,515,500.00	0.00	0.00
Natural Resources						
402	Aloha Aina (formerly NR and Leg Prov NR)	1,500,000.00	0.00	1,500,000.00	0.00	0.00
406	Visitor Impact Program	350,000.00	50,000.00	300,000.00	0.00	0.00
407	Hawaii Eco Tourism Association	50,000.00	50,000.00	0.00	0.00	0.00
416	Wahi Pana Series	250,000.00	0.00	250,000.00	0.00	0.00
498	Travel - Natural Resources	15,000.00	0.00	15,000.00	0.00	0.00
Subtotal	Natural Resources	2,165,000.00	100,000.00	2,065,000.00	0.00	0.00
Community						
700	Community Opportunity	1,700,000.00	0.00	1,700,000.00	0.00	0.00
701	Community Enrichment Program	1,700,000.00	0.00	1,700,000.00	0.00	0.00
702	Community Product Capacity Building (forn	169,000.00	0.00	169,000.00	0.00	0.00
797	Memberships and Dues - Community	500.00	0.00	500.00	0.00	0.00
798	Travel - Community	15,000.00	0.00	15,000.00	0.00	0.00
802	Current Workforce Development (Industry	100,000.00	0.00	100,000.00	0.00	0.00
803	Future Workforce Development (LEI)	120,000.00	120,000.00	0.00	0.00	0.00
Subtotal	Community	3,804,500.00	120,000.00	3,684,500.00	0.00	0.00
Branding						
004	Cruise Infrastructure Improvements and Ar	200,000.00	100,000.00	100,000.00	0.00	0.00
010	HTUS/HTJ Campaign Effectiveness Study	270,000.00	260,000.00	10,000.00	0.00	0.00
012	Rebranding of the Hawaiian Islands	1,000,000.00	0.00	1,000,000.00	0.00	0.00
013	Creative Agency	250,000.00	0.00	250,000.00	0.00	0.00
014	Pono Travel Education Program	400,000.00	400,000.00	0.00	0.00	0.00
102	Hawai'i Tourism Summit	231,000.00	5,251.30	225,748.70	0.00	0.00
317	Convention Center Sales & Marketing - City	2,600,000.00	2,600,000.00	0.00	0.00	0.00
318	gohawaii.com (formerly Online Website Co	990,000.00	232,500.00	757,500.00	0.00	0.00
319	MCI MFF	850,000.00	850,000.00	0.00	0.00	0.00
320	Island Chapters Staffing and Admin	1,500,000.00	0.00	1,500,000.00	0.00	0.00
321	US (formerly North America)	21,000,000.00	12,750,000.00	8,250,000.00	0.00	0.00
331	Meetings, Convention & Incentives	1,900,000.00	1,900,000.00	0.00	0.00	0.00
339	Global Digital Marketing Strategy (former I	713,000.00	300,000.00	413,000.00	0.00	0.00
350	Global Mkt Shared Resces (formerly Intelle	787,000.00	592,500.00	194,500.00	0.00	0.00
380	Marketing Opportunity Fund	293,000.00	32,655.00	260,345.00	0.00	0.00
397	Memberships and Dues - Branding	160,000.00	137,265.00	22,735.00	0.00	0.00
398	Travel - Branding	50,000.00	20,198.73	29,801.27	4,215.69	4,215.69
934	State Employee Salaries - Branding	2,036,532.00	1,937,857.48	98,674.52	0.00	1,116,310.00
Subtotal	Branding	35,230,532.00	22,118,227.51	13,112,304.49	4,215.69	1,120,525.69
Sports						
312	PGA Tour Contracts	2,177,889.00	2,177,889.00	0.00	0.00	0.00
340	WTC - Ironman World Championships	250,000.00	0.00	250,000.00	0.00	0.00
343	LPGA	500,000.00	250,000.00	250,000.00	0.00	0.00
378	UH Athletics Branding Partnership	167,000.00	167,000.00	0.00	0.00	0.00
385	Sports RFP or Other Procurement	1,250,000.00	0.00	1,250,000.00	0.00	0.00
Subtotal	Sports	4,344,889.00	2,594,889.00	1,750,000.00	0.00	0.00
Safety and Security						
601	Visitor Assistance Programs	500,000.00	0.00	500,000.00	0.00	0.00
602	Crisis Management	100,000.00	46,944.92	53,055.08	0.00	0.00
603	Lifeguard Program	200,000.00	0.00	200,000.00	0.00	0.00
604	Preventative Programs	100,000.00	100,000.00	0.00	0.00	0.00
Subtotal	Safety and Security	900,000.00	146,944.92	753,055.08	0.00	0.00
Tourism Research						
506	Infrastructure Research (Accommodations ar	60,000.00	0.00	60,000.00	0.00	0.00
Subtotal	Tourism Research	60,000.00	0.00	60,000.00	0.00	0.00
Planning						
652	Planning Tools and Assessments	410,000.00	111,585.32	298,414.68	0.00	0.00
653	Hotspot Mitigation	500,000.00	200,000.00	300,000.00	200,000.00	200,000.00
654	Program Evaluation	500,000.00	377,584.69	122,415.31	0.00	0.00
655	Community Engagement	175,000.00	0.00	175,000.00	0.00	0.00
656	Community Tourism Collaborative	400,000.00	75,000.00	325,000.00	75,000.00	75,000.00
697	Memberships and Dues - Planning	3,200.00	350.00	2,850.00	350.00	350.00
698	Travel - Planning	17,000.00	5,606.77	11,393.23	3,246.55	3,246.55
Subtotal	Planning	2,005,200.00	770,126.78	1,235,073.22	278,596.55	278,596.55
Administrative						
101	Community-Industry Outreach & Public Rel	200,000.00	200,000.00	0.00	0.00	0.00
103	hawaiiauthority.org (formerly HTA v	100,000.00	24,546.80	75,453.20	0.00	0.00
901	General and Administrative	848,700.00	157,520.05	691,179.95	0.00	0.00
930	State Employee Salaries - Admin	2,830,295.00	2,423,803.66	406,491.34	0.00	1,450,517.00
998	Travel - Admin	50,411.00	9,664.46	40,746.54	332.51	332.51
Subtotal	Administrative	4,029,406.00	2,815,534.97	1,213,871.03	332.51	1,450,849.51
Governance and Org-Wide						
915	Organization-Wide	220,000.00	105,000.00	115,000.00	0.00	0.00
919	Governance - Gen Board/Others	309,001.00	105,507.55	203,493.45	1,455.20	1,455.20
931	State Employees Fringe	2,465,972.00	2,144,009.77	321,962.23	0.00	1,355,972.00
Subtotal	Governance and Org-Wide	2,994,973.00	2,354,517.32	640,455.68	1,455.20	1,357,427.20
Approved	FY 2022 Funds	59,550,000.00	31,520,240.50	28,029,759.50	284,599.95	4,207,398.95
Adjustments - Funds Not Yet Released by Board:						
	Funds Not Yet Approved by the Board	450,000.00	0.00	450,000.00	0.00	0.00

Program Code	Program Title	Budget FY22	Encumbered - Budget Used (Cumulative)	Remaining Balance	August 2022 Activity	FY 2023 Activity
Total	FY 2022 Funds	60,000,000.00	31,520,240.50	28,479,759.50	284,599.95	4,207,398.95
Convention Center Federal Fund						
Branding						
934	State Employee Salaries - Branding	72,458.00	12,613.84	59,844.16	0.00	0.00
Subtotal	Branding	72,458.00	12,613.84	59,844.16	0.00	0.00
Administrative						
930	State Employee Salaries - Admin	247,042.00	226,060.43	20,981.57	0.00	0.00
Subtotal	Administrative	247,042.00	226,060.43	20,981.57	0.00	0.00
Governance and Org-Wide						
915	Organization-Wide	1,164,845.00	1,164,845.00	0.00	0.00	0.00
931	State Employees Fringe	170,000.00	72,220.04	97,779.96	0.00	0.00
Subtotal	Governance and Org-Wide	1,334,845.00	1,237,065.04	97,779.96	0.00	0.00
HCC Operating Expense						
850	HCC Operating Expense	5,406,900.00	5,406,900.00	0.00	0.00	0.00
Subtotal	HCC Operating Expense	5,406,900.00	5,406,900.00	0.00	0.00	0.00
HCC Repair and Maintenance						
860	HCC Repair and Maintenance	2,970,455.00	2,970,455.00	0.00	0.00	0.00
Subtotal	HCC Repair and Maintenance	2,970,455.00	2,970,455.00	0.00	0.00	0.00
HCC Local Sales						
871	HCC Local Sales	968,300.00	968,300.00	0.00	0.00	0.00
Subtotal	HCC Local Sales	968,300.00	968,300.00	0.00	0.00	0.00
Total	FY 2022 Funds	11,000,000.00	10,821,394.31	178,605.69	0.00	0.00
EDA Tourism Grant						
Natural Resources						
408	Outdoor Recreation (DLNR)	7,200,000.00	0.00	0.00	0.00	0.00
Subtotal	Natural Resources	7,200,000.00	0.00	0.00	0.00	0.00
Community						
656	Community Tourism Collaborative	750,000.00	0.00	0.00	0.00	0.00
736	Urban Trails	750,000.00	0.00	0.00	0.00	0.00
798	Travel - Community	20,000.00	0.00	0.00	0.00	0.00
Subtotal	Community	1,520,000.00	0.00	0.00	0.00	0.00
Branding						
300	Branding - Unallocated	4,000,000.00	0.00	0.00	0.00	0.00
934	Salaries - Branding	540,000.00	0.00	0.00	0.00	0.00
Subtotal	Branding	4,540,000.00	0.00	0.00	0.00	0.00
Planning						
698	Travel - Planning	20,000.00	0.00	0.00	0.00	0.00
Subtotal	Planning	20,000.00	0.00	0.00	0.00	0.00
Administrative						
901	Administrative	214,907.00	0.00	0.00	0.00	0.00
930	Salaries - Admin	117,000.00	0.00	0.00	0.00	0.00
Subtotal	Administrative	331,907.00	0.00	0.00	0.00	0.00
Governance and Org-Wide						
931	Fringe Benefits	412,465.00	0.00	0.00	0.00	0.00
Subtotal	Governance and Org-Wide	412,465.00	0.00	0.00	0.00	0.00
Total	FY 2022 Funds	14,024,372.00	0.00	0.00	0.00	0.00

12

Presentation, Discussion and Action to
Amend the HTA's FY 2022 Budget

HTA FY22 BUDGET - Amended (Remaining FY22 ARPA Funds)

Program Code	Program Title	FY22 Remaining As of 6/30/22	Adjusted FY22
Perpetuating Hawaiian Culture			
201	Kūkulu Ola: Living Hawaiian Cultural Program	-	1,500,000
202	Hawaiian Culture Initiative	475,000	475,000
203	Ma'ema'e HTA	50,000	50,000
204	Market Support	50,000	50,000
207	Kāhea Program - Airport Greetings	-	700,000
214	Legacy Award Program	25,000	75,000
215	Hawaiian Culture Opportunity Fund	50,000	-
217	FESTPAC	250,000	250,000
297	Memberships and Dues - Hawaiian Culture	500	500
298	Travel - Hawaiian Culture	15,000	14,345
718	Resort Area Hawaiian Culture Initiative	400,000	150,000
TBD-2	Hawaiian Culture Festivals & Events	-	780,000
Subtotal Perpetuating Hawaiian Culture		1,315,500	4,044,845
Natural Resources [HRS 201B-11(c)(2)]			
402	Aloha 'Āina (formerly NR and Leg Prov NR)	-	1,500,000
406	Visitor Impact Program	300,000	300,000
416	Wahi Pana Series	250,000	-
498	Travel	15,000	15,000
Subtotal Natural Resources		565,000	1,815,000
Community			
700	Signature Events	-	1,700,000
701	Community Enrichment Program	-	1,700,000
702	Community Tourism Capacity Building	169,000	-
797	Memberships and Dues - Community	500	500
798	Travel - Community	15,000	15,000
802	Current Workforce	100,000	-
803	Future Workforce	-	150,000
Subtotal Community		284,500	3,565,500
Branding			
4	Cruise Industry Consultant Services	-	100,000
10	Campaign Effectiveness Study	10,000	-
12	Rebrand	1,000,000	-
13	Creative Agency	250,000	-
102	Hawai'i Tourism Updates	225,748	225,748
318	GoHawaii.com	1,557,500	757,500
320	Island Destination Marketing & Management Services	1,500,000	1,500,000
321	US (formerly North America)	8,250,000	8,250,000
339	Global Digital Marketing Strategy	413,000	413,000
350	Global Mkt Shared Resces	194,500	194,500
380	Marketing Opportunity Fund	260,345	-
397	Memberships and Dues - Branding	22,735	22,735
398	Travel - Branding	34,016	34,016
934	Salaries	98,674	98,674
Subtotal Branding		13,816,518	11,596,173
Sports			
312	PGA Tour Contracts	-	1,800,000
343	LPGA Lotte Championship	250,000	250,000
378	UH Athletics Branding Partnership	-	167,000
TBD	Sports Programs & Events	1,500,000	1,500,000
Subtotal Sports		1,750,000	3,717,000
Safety and Security			
601	Visitor Assistance Programs	500,000	500,000
602	Crisis Management	53,055	53,055

HTA FY22 BUDGET - Amended (Remaining FY22 ARPA Funds)

Program Code	Program Title	FY22 Remaining As of 6/30/22	Adjusted FY22
603	Lifeguard Program	200,000	-
Subtotal	Safety and Security	753,055	553,055
Tourism Research			
506	Infrastructure Research	60,000	60,000
Subtotal	Tourism Research	60,000	60,000
Planning			
652	Planning Tools & Assessments	298,414	298,414
653	Hotspot Mitigation	500,000	500,000
654	Program Evaluation	122,415	122,415
655	Community Engagement	175,000	175,000
656	Community Tourism Collaborative	400,000	400,000
697	Memberships & Dues	3,200	3,200
698	Travel - Planning	14,639	14,639
Subtotal	Planning	1,513,668	1,513,668
Admin			
103	HawaiiTourismAuthority.org	75,453	75,453
901	General and Administrative	491,184	491,184
930	State Employee Salaries - Admin	406,491	406,491
998	Travel - Admin	41,079	41,079
Subtotal	Admin	1,014,207	1,014,207
Governance & Org Wide			
915	Organization - Wide	115,000	115,000
919	Governance - Gen Board/Others	27,748	70,748
Subtotal	Governance & Org Wide	142,748	185,748
Payroll			
931	State Employees Fringe	321,962	321,962
TBD	FY23 Payroll & Other	-	4,300,000
Subtotal	Payroll	321,962	4,621,962
Board Unallocated		11,150,000	-
TOTAL		32,687,158	32,687,158



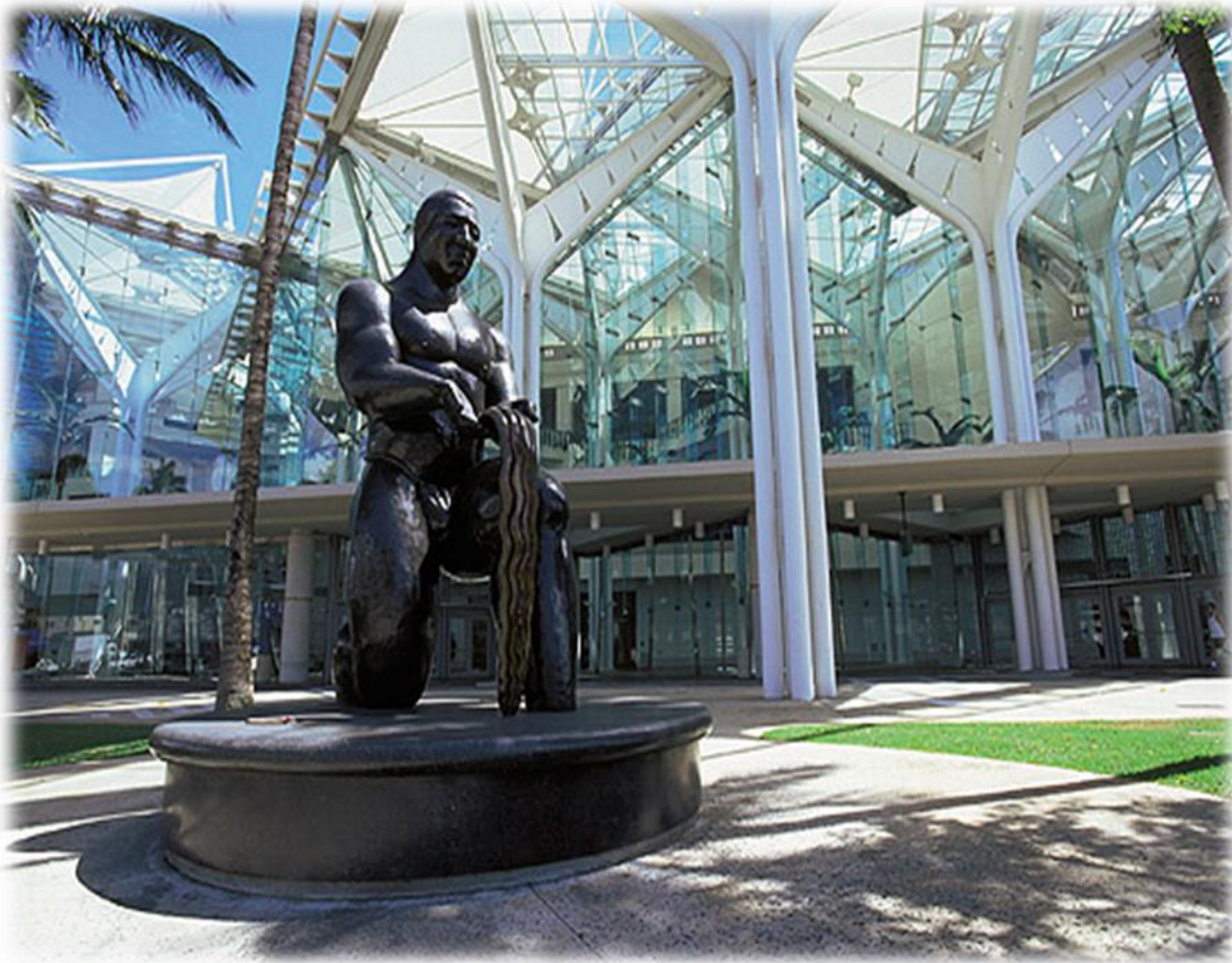
Board previously approved the amendment in July/August meetings.

Board previously approved in July/August meetings, except the release of \$450,000 of Unallocated funds.

13

Presentation, Discussion, and Action on the
Hawai'i Convention Center's August 2022 Financial
Report and Update on the Hawai'i Convention
Center's 6-Year CIP Plan

Hawai'i Convention Center



Update for
August 2022
for
(September 2022 meeting)

Financial Update

	Aug-22 FYTD Actual	FY 2023 Reforecast	FY 2023 Budget	Variance	FY 2022 Actual	CY 2019 Actual
Facility Occupancy	34%	30%	30%	0%	29%	32%
Facility Number of Events	42	201	200	1	213	238
Facility Gross Revenue	\$2,087,800	\$11,058,600	\$13,041,400	-\$1,982,800	\$7,256,700	\$16,866,900
Facility Gross Expenses	-\$2,671,200	-\$17,093,600	-\$18,448,300	\$1,354,700	-\$11,842,500	-\$17,649,200
Facility Net Loss	-\$583,400	-\$6,035,000	-\$5,406,900	-\$628,100	-\$4,585,800	-\$782,300
Local S&M Gross Expenses	-\$85,300	-\$968,300	-\$968,300	\$0	-\$522,600	-\$5,315,000
HCC Net Loss	-\$668,700	-\$7,003,300	-\$6,375,200	-\$628,100	-\$5,108,400	-\$6,097,300

ROI August FYTD 2022

HCC Revenue + State Revenue + Tax Revenue
= \$22.4M

HCC Expense + HVCB MCI Expense = \$3.6M

***ROI = For every dollar spent,
\$6.14 returned to the State***

Definite Citywide Bookings for FY 2023

Start Date	End Date	Event Name	Forecast Attendance	Contracted Rooms	EI Value	Tax Generation
7/1/2022	7/3/2022	Pacific Rim Championship 2022 (Jam on It)	1,600	1,000	\$5,048,727	\$590,701
7/10/2022	7/15/2022	Goldschmidt Conference 2022	2,500	5,100	\$13,129,182	\$1,536,115
10/19/2022	10/28/2022	2022 Applied Superconductivity Conference	1,800	4,670	\$11,960,948	\$1,399,435
11/7/2022	11/16/2022	Confidential Association Meeting	3,500	8,371	\$23,728,741	\$2,776,263
4/11/2023	4/23/2023	American Roentgen Ray Society	2,500	3,844	\$18,342,486	\$2,146,071
	5	Total	11,900	22,985	\$72,210,084	\$8,448,585

Citywide Future Pace Report

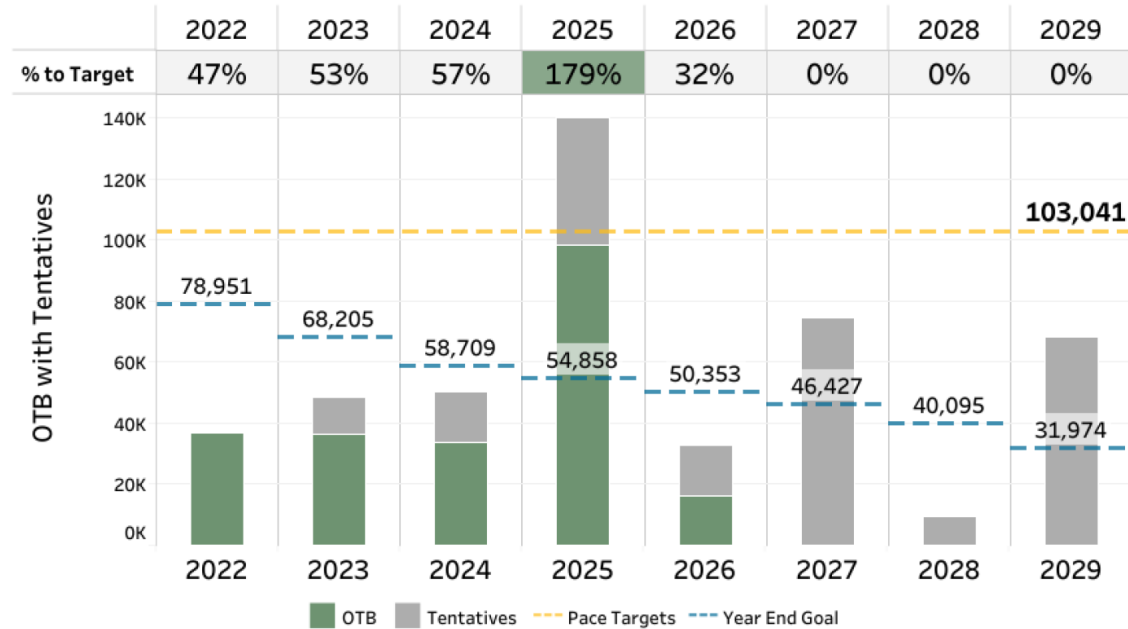
Source: HVCB/Meet Hawai'i Status Report (as of August 31, 2022)

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

Hawai'i 8 Year Future Pace for Citywide

Number of events and room nights on the books for each year 2022-2029 against a 3-year average year-end goal. Data last refreshed on 8/31/2022 11:05:31 PM

● Citywide
○ Single Property



Future Pace for Definite Room Nights

Year	Pace Room Night		Variance to Target	Room Night % Variance	Tentative Room Nights	Pace Room Night Goal
	OTB	Target				
2022	36,718	78,951	(42,233)	-53%	0	103,041
2023	36,381	68,205	(31,824)	-47%	12,195	103,041
2024	33,552	58,709	(25,157)	-43%	16,911	103,041
2025	98,382	54,858	43,524	79%	42,008	103,041
2026	16,310	50,353	(34,043)	-68%	16,545	103,041
2027	0	46,427	(46,427)	-100%	74,701	103,041
2028	0	40,095	(40,095)	-100%	9,348	103,041
2029	0	31,974	(31,974)	-100%	68,139	103,041

Future Pace for Definite Bookings

Year	Pace Booking		Booking Variance	Booking % Variance	Bookings LTB	Tentative Bookings	Pace Booking Goal
	Definite Bookings	Target					
2022	8	16	(8)	-50%	20	0	28
2023	4	9	(5)	-56%	24	3	28
2024	5	7	(2)	-29%	23	3	28
2025	6	5	1	20%	22	5	28
2026	1	4	(3)	-75%	27	2	28
2027	0	3	(3)	-100%	28	6	28
2028	0	2	(2)	-100%	28	1	28
2029	0	2	(2)	-100%	28	4	28

Recent Events @ Hawai'i Convention Center

- 2022 Magic Island Hawai'i Classic Volleyball (Aug 26-27), 250 attendees
- Okinawan Festival (Sept 3 - 4), 35,000 attendees
- Jurassic Empire (Sept 10-11), 4,000 attendees



Client Feedback

College Tournaments Hawaii LLC. would like to thank the Hawaii Convention Center, specifically Teri Orton (GM), Trevor Newman (Senior Sales Manager), Sherry Kaiwi (Director of Event Management), and Kealoha Chang (Events Manager) for making this first of its kind event all possible.

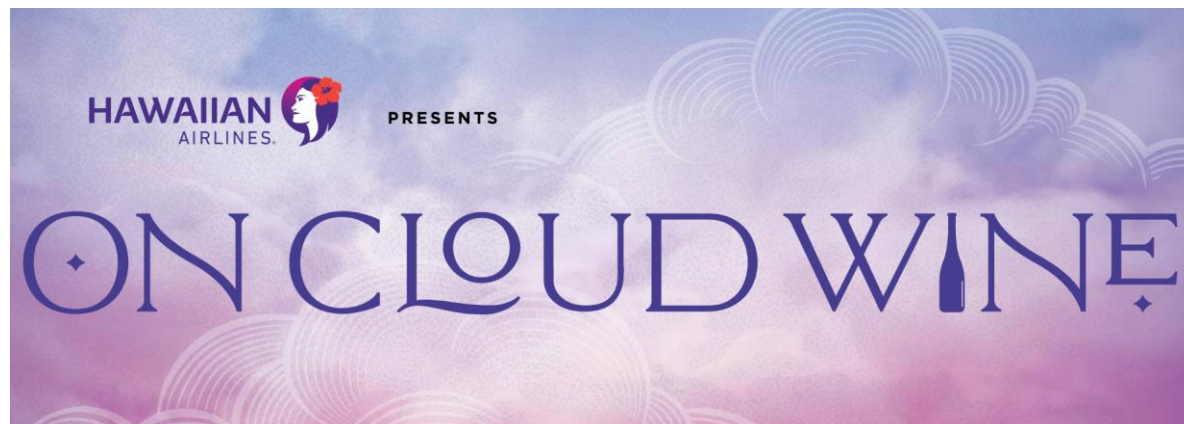
We look forward to a continued partnership for many more events.

Julian Nakanishi
Executive Director
College Tournaments Hawaii LLC



Upcoming Local/Citywide Events

- 2022 Applied Superconductivity Conference (Oct 19-28), 1800 attendees
- Hawai'i Food and Wine Festival, On Cloud Wine (Nov 4), 1,000 attendees



Definite Local Bookings for next 3 months

October 2022				
	Start Date	End Date	Description	Forecast Attendance
1	10/01/22	10/01/22	HPMG Annual Dinner	800
2	10/03/22	10/05/22	School Safety Conference	800
3	10/03/22	10/05/22	TeachTown Pilot Program Training	150
4	10/07/22	10/07/22	HBR Candidate & Agent Forum	495
5	10/08/22	10/08/22	Universal ShowQueen Pageant...The Ultimate in Boy Beautiful	1,000
6	10/09/22	10/09/22	Gay Bowl XXII Closing Reception	800
7	10/12/22	10/12/22	Kalani High School PSAT Testing	300
8	10/14/22	10/14/22	2022 SHRM Hawaii Annual Conference	400
9	10/15/22	10/15/22	WorldRemit Hawaii Concert	1,000
10	10/15/22	10/15/22	Trinity Kings 11	800
11	10/16/22	10/28/22	NAVFAC Pacific Meeting	160
12	10/17/22	10/17/22	Stars of Oceania	300
13	10/17/22	10/17/22	PFA Hawaii	1,000
14	10/18/22	10/18/22	Global Breadfruit Summit	300
15	10/18/22	10/18/22	2022 Fall Honolulu National College Fair - NACAC	5,000
16	10/19/22	10/19/22	Lecture Hosted by Japan Hawaii Travel Association	150
17	10/19/22	10/19/22	Schools of the Future (Jamf Pre-Conference Sessions)	30
18	10/20/22	10/22/22	Schools of the Future Conference	1,500
19	10/20/22	10/20/22	Schools of the Future - HCF Dinner	50
20	10/24/22	10/26/22	Pacific Tech 2022	150
21	10/25/22	10/25/22	Matt Tsuruda Organizational Open	280
22	10/26/22	10/26/22	Yamamoto Organizational Open	350
23	10/28/22	10/28/22	Water Resilience in Hawaii, A UH Innovation Conference	200
24	10/28/22	10/28/22	Professional Community Day - Session 2	150

Cont...

Definite Local Bookings for next 3 months

November 2022				
	Start Date	End Date	Description	Forecast Attendance
1	10/31/22	11/03/22	TRY Group 2022	100
2	11/01/22	11/02/22	Honeymoon Friends Filming	365
3	11/04/22	11/04/22	HMSA Annual Meeting	1,000
4	11/04/22	11/04/22	Hawaii Food & Wine Festival - On Cloud Wine	1,000
5	11/05/22	11/05/22	Hawaiian Dredging Construction Company's Annual Dinner and Service Awards Banquet	500
6	11/16/22	11/16/22	Protect Our Water Conference	200
7	11/17/22	11/17/22	Cancer Survivorship Conference	250
8	11/18/22	11/20/22	Coin Show Expo 2022	1,000
9	11/18/22	11/18/22	PBX-22	1,500
10	11/18/22	11/18/22	Hawaiian Electric Annual Leadership Meeting	300
11	11/18/22	11/20/22	Hawaii Pacific Model United Nations	350
12	11/18/22	11/18/22	Kaiser Permanente - Sales Team Building Meeting	90
13	11/18/22	11/18/22	Kaiser Permanente - Quality Meeting	35
14	11/18/22	11/18/22	Kaiser Permanente - Nursing Leadership Training	50
15	11/19/22	11/19/22	Shawn Ray Hawaiian Classic 2022	1,000
16	11/19/22	11/19/22	EMT I Written Test	350
17	11/26/22	11/27/22	Aloha Region Thanksgiving Tournament	3,000
18	11/26/22	11/26/22	Dragon Beat Recital/Dragon Beat Taiko Drumming Concert with Tsutomu Nakai	400
19	11/26/22	11/26/22	Super Saturday Showcase	1,000

Cont...

Definite Local Bookings for next 3 months

December 2022

	Start Date	End Date	Description	Forecast Attendance
1	12/02/22	12/02/22	Honolulu Board of REALTORS General Membership Meeting	1,200
2	12/02/22	12/03/22	Central Pacific Bank Holiday Party	1,000
3	12/04/22	12/04/22	Hawaii Youth Symphony - Symphony Program Winter Concert 2022	400
4	12/08/22	12/12/22	2022 Honolulu Marathon Expo	20,000
5	12/10/22	12/10/22	JROTC Military Ball	950
6	12/10/22	12/11/22	Ho'omau Hawai'i Market	3,500
7	12/15/22	12/15/22	HPU Commencement	2,000
8	12/16/22	12/16/22	Holiday Pa'ina Lunch	30
9	12/17/22	12/19/22	Hoops in Hawaii 2022	1,000
10	12/17/22	12/17/22	Na Leo Holiday Concert	1,000
11	12/17/22	12/18/22	Aloha Region Christmas Festival	3,000
12	12/17/22	12/17/22	120th Anniversary of Immigration - America Opening Concert	450

HCC Presents: Na Leo Holiday Concert

HAWAII
CONVENTION CENTER
Where Business and Aloha Meet

Celebrate the holidays with
Na Leo Pilimehana
Holiday Concert



Saturday, December 17, 2022

4th Floor Ballroom

Hawai'i Convention Center

Doors Open: 5:00 pm | Dinner: 5:30 pm | Concert: 7:00pm

Tickets available at
HawaiiConvention.com

For inquiries, contact 808-943-3500 or email info@hccasm.com

HCC New Art Exhibits

The Healer Stones of Kapaemahu



HCC New Art Exhibits

Feather Work in Hawaii



Repair and Maintenance Projects Update

Repair & Maintenance Projects

6-Year Plan (page 1)

Project Number	Project Title	Estimated Project Cost	Prior Expenses to Aug 2022	FY23	FY24	FY25	FY26	FY27	FY28	Total
001	Rooftop Terrace Deck Temporary Repair	\$ 15,000,000	\$ -	\$ 15,000,000						\$ 15,000,000
	Rooftop Terrace Deck Temporary Repair (Previous planning)		\$ 626,152							\$ 626,152
003	Building Envelope Repairs (Kalākaua Kitchen, 3rd fl planters, planters, exterior paint)	\$ 18,632,703	\$ 274,352	\$ 8,189,126	\$ 10,169,226					\$ 18,632,704
007	Kitchen Hood Control Panel Replacement	\$ 421,249	\$ 18,142	\$ 403,107						\$ 421,249
008	F&B Refrigerator, 3rd floor (#348) Replacement	\$ 319,004	\$ 14,047	\$ -	\$ -	\$ -	\$ 304,957			\$ 319,004
009	Slate Tile Repair	\$ 2,142,108	\$ 17,497	\$ 2,124,611						\$ 2,142,108
010	Chiller Replacement	\$ 4,639,656	\$ 105,976	\$ 4,007,051	\$ 526,629					\$ 4,639,656
011	Ballroom Gutter, Foyer Transom Glass Repair and Soffit Repair	\$ 10,635,599	\$ 25,873	\$ 2,000,000	\$ 8,609,726					\$ 10,635,599
012	Parapet Roof Repairs	\$ 3,004,559	\$ 10,404	\$ 1,000,000	\$ 1,994,155					\$ 3,004,559
013	Ballroom Roof Repairs	\$ 2,143,187	\$ 6,712	\$ 1,000,000	\$ 1,136,475					\$ 2,143,187
014	Lobby Water Feature	\$ 1,035,800	\$ 1,985	\$ -	\$ 253,946	\$ 779,869				\$ 1,035,800
015	House Sound Audio System Upgrade	\$ 1,344,650	\$ 9,183	\$ 1,335,467						\$ 1,344,650
016	Camera, NVR and Access Control	\$ 2,001,733	\$ 1,564,563	\$ 437,170						\$ 2,001,733
022	Chill Water Pipe Reinsulation	\$ 250,000	\$ -	\$ 250,000						\$ 250,000
023	Air Wall Repairs	\$ 400,000	\$ -	\$ 400,000						\$ 400,000
024	Roll-up Door Replacement	\$ 225,000	\$ 23,656		\$ 201,344					\$ 225,000
025	Ballroom and Meeting Room Wallpaper Replacement	\$ 450,000	\$ -	\$ 450,000						\$ 450,000
026	IT Network Upgrades	\$ 125,000	\$ -	\$ -	\$ -	\$ 55,000	\$ 70,000			\$ 125,000
027	Ice Machines Replacement	\$ 500,000	\$ -	\$ -	\$ -	\$ 500,000				\$ 500,000
028	Theatre 310 and 320 Furnishings Upgrade	\$ 750,000	\$ -	\$ -	\$ -	\$ -	\$ 375,000	\$ 375,000		\$ 750,000
029	Theatre 310 and 320 Seating Upgrade	\$ 500,000	\$ 155	\$ -	\$ -	\$ -	\$ 249,845	\$ 250,000		\$ 500,000
030	FB China and Equipment Upgrade	\$ 3,500,000	\$ -	\$ -	\$ -	\$ -	\$ 3,500,000			\$ 3,500,000
031	Ala Wai Waterfall Repair	\$ 1,013,271	\$ 1,985	\$ -	\$ 1,011,286					\$ 1,013,271
036	Water Intrusion Remediation	\$ 400,000	\$ -	\$ 400,000						\$ 400,000
037	Exterior Security Camera Upgrade	\$ 150,628	\$ 628	\$ 150,000						\$ 150,628

Current Project

CM/PM awarded Sept 2022

CM/PM RFP to issue Sept 2022

Repair & Maintenance Projects

6-Year Plan (page 2)

Project Number	Project Title	Estimated Project Cost	Prior Expenses to Aug 2022	FY23	FY24	FY25	FY26	FY27	FY28	Total
040	Exterior Planter Repair	\$ 2,313,660	\$ -	\$ -	\$ 2,313,660					\$ 2,313,660
041	Children's Courtyard Repair	\$ 250,000	\$ -	\$ -	\$ 250,000					\$ 250,000
042	Kahakai/Atkinson Drywell Rehabilitation	\$ 250,000	\$ -	\$ -			\$ 250,000			\$ 250,000
043	Air Handler Unit 9 and 10 Replacement	\$ 300,000	\$ -	\$ -		\$ 300,000				\$ 300,000
044	Fire Sprinkler Line Refurbishment	\$ 270,000	\$ -	\$ -			\$ 70,000	\$ 100,000	\$ 100,000	\$ 270,000
045	Escalator and Elevator Refurbishment	\$ 1,000,000	\$ -	\$ -			\$ 200,000	\$ 200,000	\$ 200,000	\$ 600,000
046	LED Light Upgrade	\$ 1,700,000	\$ -	\$ -		\$ 500,000	\$ 200,000	\$ 500,000	\$ 500,000	\$ 1,700,000
047	Lighting Control System Replacement	\$ 200,000	\$ -	\$ -	\$ 200,000					\$ 200,000
048	Electrical Harmonics Testing	\$ 100,000	\$ -	\$ -				\$ 100,000		\$ 100,000
049	Main Kitchen Dishwasher Replacement	\$ 300,000	\$ -	\$ 300,000						\$ 300,000
050	Main Kitchen Flooring Replacement	\$ 2,000,000	\$ -	\$ -				\$ 2,000,000		\$ 2,000,000
051	PBX System Replacement	\$ 200,000	\$ -	\$ -				\$ 200,000		\$ 200,000
052	Ride-on Sweeper Replacement	\$ 55,000	\$ -	\$ -	\$ 55,000					\$ 55,000
053	Forklift	\$ 25,000	\$ -	\$ -		\$ 25,000				\$ 25,000
054	Boardroom Upgrade	\$ 1,000,000	\$ -	\$ -			\$ 1,000,000			\$ 1,000,000
055	Elevator #2 Upgrade	\$ 250,000	\$ -	\$ -		\$ 250,000				\$ 250,000
056	Lobby Glass Panels	\$ 170,000	\$ -	\$ 170,000						\$ 170,000
057	ADA Ramp for Stages	\$ 40,000	\$ -	\$ 40,000						\$ 40,000
058	Kitchen Hood Fire Suppression System Replacement	\$ 735,119	\$ 18,770	\$ 716,349						\$ 735,119
	GRAND TOTAL	\$ 80,742,926	\$ 2,720,080	\$ 38,372,881	\$ 26,721,447	\$ 2,409,869	\$ 6,219,802	\$ 3,725,000	\$ 800,000	\$ 80,969,079

Current Project

CM/PM awarded Sept 2022

CM/PM RFP to issue Sept 2022

Repair & Maintenance Projects

Construction and Project Management Services

CM/PM Services

- *For management of 17 projects (highlighted in orange)*
- *RFQ/RFP issued end of May 2022*
- *Contract awarded in early September 2022 to Cumming Management Group*

CM/PM Services

- *For management of the Rooftop Terrace Deck Temporary Repair*
- *RFQ/RFP to be issued September 2022, this week*
- *Contract award in November 2022*

Repair & Maintenance Projects Completed

- *Boiler Replacement; \$585k, completed 2020*
- *Ala Wai Waterfall Repairs; \$185k, completed 2020*
- *Chiller 4 Repairs; \$55k, completed 2020*
- *#320 Roof Repairs; \$1.4M, completed 2020*
- *Banquet Chairs and Facility Equipment Upgrade; \$2.25M, completed 2020*
- *Cooling Tower Replacement; \$3.2M, completed 2021*
- *Theatre LED Lighting Upgrade; \$77k, completed 2021*
- *Roof Overflow Drain Repairs; \$16k, completed 2021*
- *Jockey Chiller Repairs; \$28k, completed 2021*
- *ADA Lift Replacement, \$71.5k, completed 2021*
- *Emergency Generator Repairs, \$32k, completed 2021*
- *Window Repairs – Vandalism, \$177k, completed 2021*
- *Leak Repairs – December 2021 / January 2022, \$396k, completed 2022*
- *Chiller Repairs – \$69.3k, completed 2022*
- *Trellis Renovation - \$4.7M, completed 2022*



Mahalo Nui Loa

Tentative

Local Bookings for Next 3 Months

Start Date	End Date	Event Name	Forecast Attendance
11/08/22	11/08/22	Election Night Watch Party	500
12/05/22	12/09/22	HTA Fall Tourism Update	1,000
12/05/22	12/05/22	Confidential	1,400
12/11/22	12/16/22	AECOM - HRD-H 65% Ph1 Design Review Meeting	100
12/19/22	01/03/23	Holiday Show	TBD