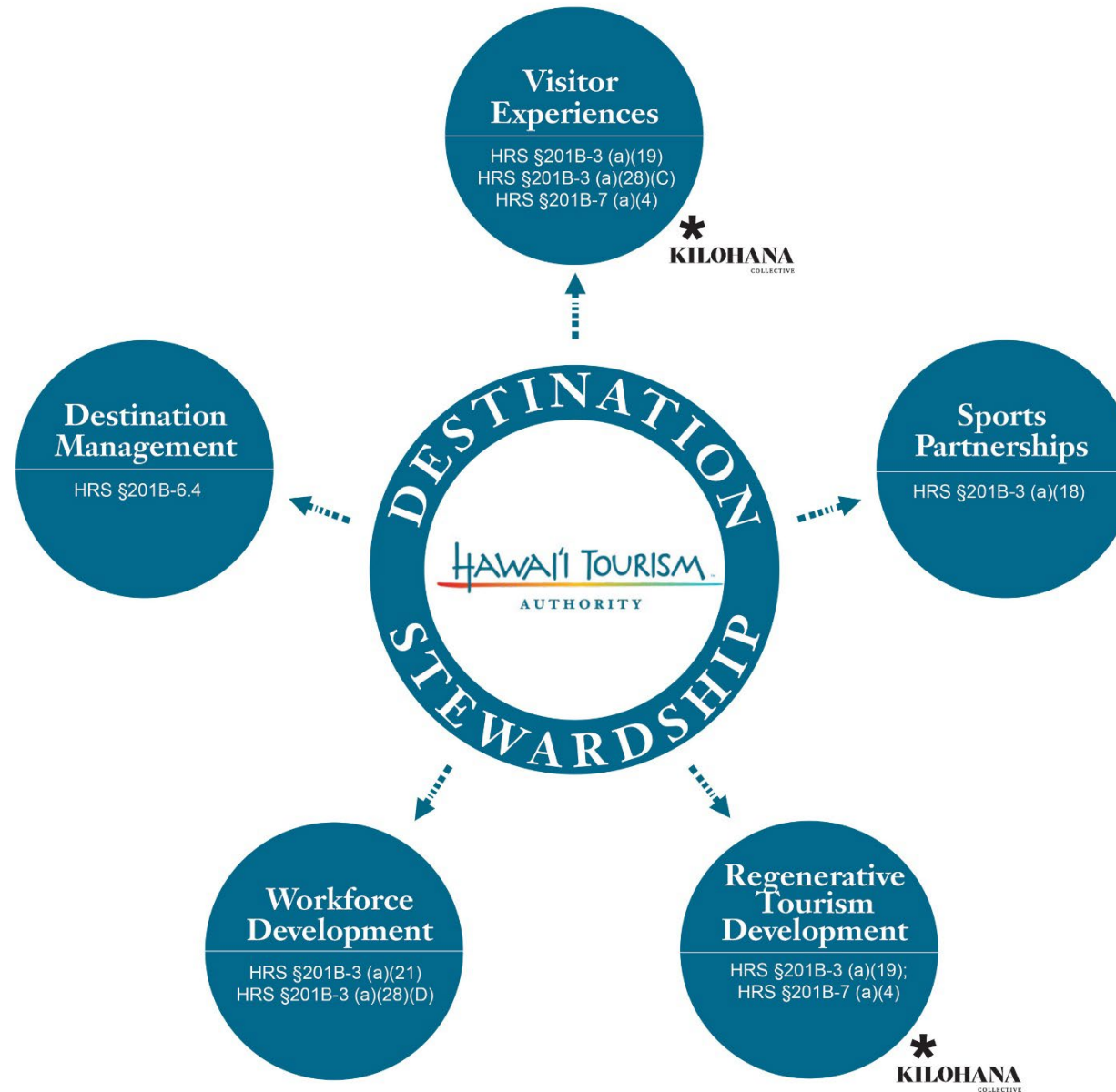




Destination Stewardship

Destination stewardship in Hawai'i emphasizes a regenerative tourism approach, ensuring the islands' stunning natural beauty, rich cultural heritage, and vibrant communities thrive for generations to come. By balancing the needs of residents, visitors, and businesses, we create a flourishing economic future.

Destination Stewardship Focus Areas



Visitor Experiences: HTA's Community Funding Programs

(Administered by Kilohana Collective)



Signature Events



Community Enrichment Program

(Events, festivals, & projects)



Ho'okipa Malihini Initiative

(Hawaiian culture ambassadors in resort areas & harbors)



Kūkūlu Ola

(Hawaiian culture experiences)



Kahua 'Āina

(Natural resource management)

'Umeke



POWERED BY



AUTHORITY

**July 2025 to June 2026 awards
(137 total)**

Signature Events: 21

Community Enrichment Program: 72

O'ahu : 23

Kaua'i: 14

Maui : 19

Hawai'i Island : 13

Statewide : 3

Ho'okipa Malihini Initiative: 7

Kahu 'Āina : 11

Kūkulu Ola : 26

Projects are listed on the [GoHawaii.com](https://www.go.hawaii.com)
Events Calendar.

July 1, 2026 to December 31, 2026

Application for HTA Community
Funding programs will open in April

'Umeke



POWERED BY

HAWAII TOURISM
AUTHORITY

Sports Partnerships

Sports Program Overview:

Goal:

- Elevate Hawai'i as a premier sports destination – rich in culture and natural resources.

Objectives:

- Promote Hawai'i as a destination to revitalize, and rejuvenate naturally, holistically.
- Expand awareness of Hawai'i in key sports markets; internationally.
- Promote the Hawai'i's Convention Center sports opportunities.

Strategy:

- Partner with sports teams and organizations focused on long-term interactions and partner development.
 - Community outreach programs.
 - Partnership investments.
 - Economic Impact to the state.





LA RAMS

HAWAII TOURISM
AUTHORITY

2025 END OF SEASON RECAP



RAMS

FULL SEASON SUMMARY

RAMS



From Maucamp to a Game Entitlement, the Hawaii Tourism Authority stayed at the forefront of Rams fans' minds all season long. By aligning with buzzworthy moments and core pillars, fans were continually reminded that long after the final whistle, **Hawai'i stays with you.**

109^{TOP 10}M

CROSS-CHANNELS
IMPRESSIONS

23M

SOCIAL
IMPRESSIONS

1Hr21MIN

IN-STADIUM EXPOSURE

6.6M

IN-STADIUM
IMPRESSIONS

Game Entitlement

GAME ENTITLEMENT

For the final regular-season game of the year, the Rams vs. Cardinals matchup was presented by the Hawaii Tourism Authority. From pregame interviews to a unique in-stadium activation, HTA's branding was showcased throughout SoFi Stadium in a memorable and impactful way.

HTAs inclusion into the press conference backdrop led to 6.8M total impressions across social and digital.

71

SOCIAL POSTS

10_M

SOCIAL AND DIGITAL
IMPRESSIONS

35_{MIN}

IN-STADIUM RUN TIME

7.8_M

SIGNAGE IMPRESSIONS
Includes In-Stadium, Earned Broadcast and Press
Backdrop Impressions





Regenerative Tourism Development

Foundational Technical
Assistance

Community Tourism
Collaborative-
Regenerative Experiences

Community Tourism
Collaborative-
Community Stewardship

Technical Assistance & Capacity Building Program

(Administered & Managed by Kilohana Collective)

HRS §201B-3 (a)(19) Coordinate the development of new products with the counties and other persons in the public sector and private sector, including the development of sports, culture, health and wellness, education, technology, agriculture, and nature tourism;

HRS §201B-7 (a)(4): Promotion, development, and coordination of festivals, community events, cultural activities, environmental stewardship activities, sports-related activities, and events that strengthen the relationships between the place and people for Hawaii's residents and visitors alike.

Technical Assistance & Capacity Building

Foundational Technical Assistance (FTA)

- Deliver public expert-led sessions on marketing, business development, regenerative practices, and technical skills.
- Ensure strong statewide participation and achieve 85%+ satisfaction.
- Track reach, engagement, and outcomes for consistent reporting on impact.



Technical Assistance & Capacity Building

Community Tourism Collaborative (CS + RE)



- Run cohort workshops and shared trainings to strengthen peer learning, pilina, and professional capacity.
- Host in-person convenings to deepen connections.
- Connect each organization with new visitor industry partners.
- Provide alumni engagement opportunities for continued networking.
- Collect final evaluations demonstrating increased confidence and capacity.

Workforce Development



Ho'oilina Hawai'i
Scholarship
Program



Future Workforce
Development



Destination Management



Visitor Assistance Program

(Visitor Aloha Society of Hawaii- O'ahu)
(Visitor Aloha Society of Hawaii Island)
(Visitor Aloha Society of Kaua'i)
(Anchor & Ally Assistance- Maui Nui)



Visitor Education & Post Arrival Marketing

(Kilohana Collective)



GoHawaii App

(Hawaii Visitors & Convention Bureau)



Islands' Destination Management Action Plans

(HTA Planning Team)
(HTA Destination Managers)
(Ward Research Inc.)

Enhancing Destination Management through GoHawaii App

- Integration of Akamai Arrival and Visitor Survey
- Connection with state's major airports for travel information/wayfinding
- Contingent on interagency participation and data-sharing agreements, centralized permit and reservation system for county, state and national parks
- Geofenced push notifications and safety alerts to inform users and manage congestion at popular visitor sites
- An advertising module to generate additional revenues to offset future APP costs



Visitor Education & Post Arrival Marketing

(Administered by Kilohana Collective)

- Airport outreach via baggage claim advertisements
- Amplify voices and spotlights community-led festivals, cultural experiences, and voluntourism opportunities
- Refresh Travel808 segments that elevate authentic, place based, stories.
- Deploy diversified media with an estimated 60M+ impressions
- Track performance via monthly and quarterly dashboards



Visitor Education & Post Arrival Marketing

Airport Ads



Southwest Maui Invitational

Top Events & Festivals

Happening this Month

*Cultural celebrations, culinary events, concerts,
festivals, street parties, more.*

The HAWAIIAN ISLANDS
[Learn more](#)



Kama'aina Sunday Project
at Iolani Palace

Top Events & Festivals

Happening this Month

*Cultural celebrations, culinary events, concerts,
festivals, street parties, more.*

The HAWAIIAN ISLANDS
[Learn more](#)



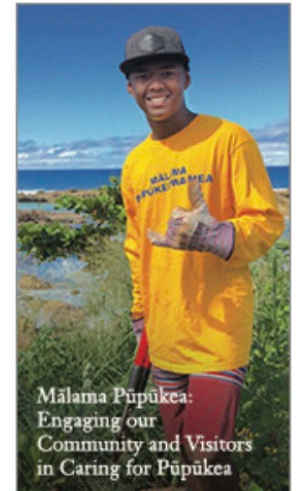
The Return of
Kapaemahu Hula
Mound Performances

Top Events & Festivals

Happening this Month

*Cultural celebrations,
culinary events,
concerts, festivals,
street parties, more.*

The HAWAIIAN ISLANDS
[Learn more](#)



Mālama Pūpūkea:
Engaging our
Community and Visitors
in Caring for Pūpūkea

Top Events & Festivals

Happening this Month

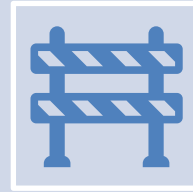
*Cultural celebrations,
culinary events,
concerts, festivals,
street parties, more.*

The HAWAIIAN ISLANDS
[Learn more](#)

Destination Management Action Plans (DMAPs)



Operationalize Strategic Plan priorities for each island



Identify sites under strain (tourism “hotspots”) on each island



Identify inter-agency roles and responsibilities, budget estimates for interventions



Deploy 1- to 3-year measurable interventions at hotspots

DMAP Next Steps:

- Finalize DMAP content and layout for publication in April 2026.
- HTA Destination Managers continue outreach with communities and agencies on each island, begin implementation schedule and outcomes reporting.
- HTA Planner drafts dashboards and data products to publicly share implementation progress and outcomes over plan lifespan.

Destination Managers



Blane Andrade
O'ahu



Patricia Ornellas
Kaua'i



Meagan DeGaia
Maui & Lāna'i



Kui Adolpho
Moloka'i



Matthew Sueda
Hawai'i Island

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