

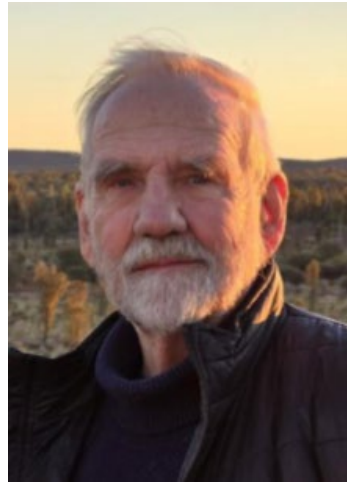
Hawai'i Tourism Conference 2025

HTA Strategic Plan 2026-2030 Workshop

Monday, September 22, 2025



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Strategic Plan 2020-2025

Four Interacting Pillars



Strategic Plan 2020-2025

Changing Conditions



HRS 201B guides HTA towards:

“Creating a vision and developing a long-range strategic plan for tourism in Hawai‘i.”

Our current Strategic Plan process must contemplate far more complex issues than ever anticipated in January 2020 – from community sentiment, to slower projected industry growth, and a significantly shifted visitor mix.

Priorities for this round:

- Multi-pronged planning effort, inc. DMAPs
- Strike a balance across KPIs
- Communication, transparency, and engagement with community and industry

Strategic Plan 2026-2030

Timeline

Event	Date
Virtual industry input sessions	Aug. to early Sep.
Virtual community input sessions	Late Aug.
→ Hawai'i Tourism Conference session	Sep. 22
In-person community input sessions	Sep. 10 to Oct. 17
One-on-one interviews	July through Sep.
Draft one	Mid-October
Draft two	Nov 2025
Final draft	Jan 2026

Strategic Plan 2026-2030

Engagement Sessions

Event	Location	Island	Date	Event	Location	Island	Date
Industry input	Hybrid	Molokaʻi	8/5/25	Community input	Waimea	Kauaʻi	9/11/25
Industry input	Virtual	Hawaiʻi	8/6/25	Community input	Līhuʻe	Kauaʻi	9/12/25
Industry input	Virtual	Maui	8/7/25	Concurrent session	HTC	Oʻahu	9/22/25
Community input	Virtual	Maui	8/11/25	Community input	Wahiawā	Oʻahu	9/24/25
Industry input	Virtual	Lānaʻi	8/14/25	Community input	Honolulu	Oʻahu	9/25/25
Community input	Virtual	Hawaiʻi	8/25/25	Community input	Kona	Hawaiʻi	10/1/25
Community input	Virtual	Kauaʻi	8/26/25	Community input	Hilo	Hawaiʻi	10/2/25
Community input	Virtual	Oʻahu	8/27/25	Community input	Kaunakakai	Molokaʻi	10/7/25
Community input	Virtual	Lānaʻi	8/28/25	Community input	Lānaʻi City	Lānaʻi	10/10/25
Industry input	Virtual	Kauaʻi	9/5/25	Community input	Hāna	Maui	10/14/25
Community input	Virtual	Molokaʻi	9/9/25	Community input	Kahului	Maui	10/15/25
				Community input	Lahaina	Maui	10/16/25

How Input Shapes Our Plans

Identify Threats and Opportunities

- Gauge the impact of macro- and meso-level trends on Hawai'i and HTA

Identify Strategic Gaps

- Document the difference between an expressed current state and a desired future state.
- Assess where goals, resources, or outcomes are falling short and what actions are needed to close those gaps.

Identify Avenues for HTA Partnership

- Pinpoint actionable steps for HTA communication and collaboration with stakeholders

Input session

Share your manaʻo on strategic planning priorities.

Question 1.
Imagine that it is the year 2030.
What does a successful Hawai'i
tourism economy look like to you?

Question 2.

What is one idea that you would like to see incorporated into the new strategic plan?

Question 3.
**How could HTA improve
communication and collaboration
with your organization?**

Input session

Mahalo for sharing your mana'o.

Mahalo and see you soon:

Central O'ahu

Community Input Session

9/24 (Wed)

Leilehua High School Cafeteria

6 – 8 pm



Honolulu

Community Input Session

9/25 (Thu)

Kaimukī High School Cafeteria

6 – 8 pm



Upcoming Hawai'i Island, Moloka'i, Lāna'i, and Maui input sessions:
hawaii tourism authority.org/what-we-do/events