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ADVISORY BOARD MEETING OF THE HAWAIʻI TOURISM AUTHORITY

VIRTUAL MEETING

THURSDAY, FEBRUARY 26, 2026, AT 9:30 A.M.

The meeting will be live-streamed via Zoom

https://us06web.zoom.us/j/87821370129

You may be asked to enter your name. The Board requests that you enter your full name, but you may use a pseudonym or other identifier if you wish to remain anonymous. You may also be asked for an email address. You may fill in this field with any entry in an email format, e.g., *****@***mail.com.

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Members of the public may provide written or oral testimony on agenda items. Oral testimony (in-person or via Zoom) will be limited to five minutes for each testifier per agenda item. Signup for oral testimony in-person will be at the registration table in the meeting room. Signup for oral testimony via Zoom will be accepted through the Q&A feature on Zoom.

Written testimony received ahead of the preparation of the board packet will be included in the board packet. Written testimony received after the issuance of the board packet (three full business days before the meeting) will be distributed to the board and available for public inspection at the meeting. Email written testimony to Carole Hagihara-Loo at Carole.M.Hagihara@hawaii.gov or hand-deliver or mail to the Hawaiʻi Tourism Authority office, 1801 Kalākaua Avenue, 1st Floor, Honolulu, HI 96815.

AGENDA

1. **Call to Order** *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 the Location is Nonpublic**

3. **Approval of Minutes of the January 29, 2026, Advisory Board Meeting**

4. **Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(e)**

5. **CEO Report**

6. **Update on the Hawaiʻi Convention Center Rooftop Construction** *10:00 a.m.*

7. **Presentation and Discussion of Current Market Insights and Conditions** *10:20 a.m.*

8. **Report by the Strategic Plan Permitted Interaction Group** *10:35 a.m.*

9. **Report by the Administrative Standing Committee on their Meeting Held on February 25, 2026** *11:15 a.m.*

    a. **Discussion and/or Approval of the Job Description of the HTA President and CEO**

    b. **Discussion and/or Approval of the Bylaws of the Hawaii Tourism Authority**

10. **Report by the Film Production Tourism Committee on their Meeting Held on February 19, 2026** *11:30 a.m.*

11. **Discussion and/or Action on Revisions to the Standing Committee Charters** *11:40 a.m.*

12. **Review and Discussion on Current Legislative Bills** *11:55 a.m.*

13. **Presentation and Discussion on the HTA and Hawaiʻi Convention Center Fiscal Year 2027 Budget Request*** ** *12:10 p.m.*

14. **Adjournment** *1:00 p.m.*

*** Executive Session: The Board may conduct an executive session closed to the public pursuant to Hawaiʻi 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 Hawaiʻi's competitive advantage as a visitor destination.

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

If you require an auxiliary aid/service or other accommodation due to a disability, please contact Carole Hagihara-Loo at (808) 973-2289 or carole.m.hagihara@hawaii.gov as soon as possible, preferably at least 3 days prior to the meeting. **Requests made as early as possible have a greater likelihood of being fulfilled.** Upon request, this notice is available in **alternative/accessible** formats.

In accordance with HRS section 92-3.7, the Hawaiʻi Tourism Authority will 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). The ICT audiovisual connection will be located on the 1st Floor in the Lobby area fronting the Hawaiʻi Tourism Authority at the Hawaiʻi Convention Center at 1801 Kalākaua Avenue, Honolulu, Hawaiʻi, 96815.

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Approval of Minutes of the January 29, 2026, Advisory Board Meeting

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ADVISORY BOARD MEETING
HAWAIʻI TOURISM AUTHORITY
Thursday, January 29, 2026, 9:30 a.m.

Hybrid Meeting

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

MINUTES OF THE ADVISORY BOARD MEETING

MEMBERS PRESENT:	James McCully (Co-Vice Chair), Kimberly Agas (Co-Vice Chair), Leah Belmonte (Zoom), Mericia Palma Elmore, Terry Fischer, Joel Guy, Troy Lazaro, Danny Ojiri, Lisa Paulson (Zoom), Linda Wong
MEMBER NOT PRESENT:	Lānaʻi Tabura, Chris West
HTA STAFF PRESENT:	Caroline Anderson, David Uchiyama, Talon Kishi, Jill Radke, Milton Lafitaga, Christina Tuchman, Carole Hagihara, Lindsay Sanborn
GUESTS:	Jennifer Chun, Aaron Salā, Tom Mullen, Teri Orton, Eric Takahata, Carmela Resuma
LEGAL COUNSEL:	John Cole

1. Call to Order

Co-Vice Chair McCully 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. Uchiyama conducted the roll call, and members were present except for members Tabura and West, who were excused.

3. Opening Protocol

Member Lazaro shared the oli Kunihi Ka Mauna I Ka Laʻi E to open this meeting.

4. Approval of Meeting Minutes of the December 18, 2025 Advisory Board Meeting

Member Elmore moved the motion to adopt the minutes, and Co-Vice Chair Agas seconded it. The motion passed unanimously.

5. Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(e)

There was no input on Permitted Interaction Groups.

6. CEO Report

Reporting on the activities of the previous month, Ms. Anderson recognized the hard work of the HTA staff to launch the L.A. Rams campaign, especially the Brand Manager for Sports Tourism Mr. Milton Lafitaga, Public Affairs Officer Ms. Jill Radke, and the Brand Manager for Destination Stewardship Ms. Lindsay Sanborn, as well as the teams at Hawaiʻi Visitors and Convention Bureau (HVCB) and Hawaiʻi News Now (HNN). She also noted that Dir. Tokioka of the Department of Business, Economic Development, and Tourism (DBEDT) had been very important in ensuring the success of this initiative. Ms. Anderson presented the video, made in partnership with HNN, showcasing the L.A. Rams initiative, and thanked Members Tabura and Fischer for their help with this activation.

Member Fischer stated that, despite the cold weather, it had been a wonderful day with great camaraderie. He had been amazed by the number of people present in the hospitality area and expressed gratitude to the Outrigger Group for their enthusiasm for sports tourism. Member Fischer added that his mainland companies' involvement in professional sports was due to their responsibility for all professional sports transport in the Los Angeles, Las Vegas, and San Francisco areas.

Ms. Anderson reiterated her thanks to everyone for their input and stated that the L.A. Rams activation was a good opportunity for the HVCB, thanking the HVCB President/CEO, Dr. Aron Salā, and the HVCB COO, Mr. Tom Mullens, for their partnership. She added that the new campaign, *Hawaiʻi Stays With You*, had been launched during the L.A. Rams activation, remarking on the benefits of its introduction in Los Angeles, Hawaii's top market.

Ms. Anderson reminded Board members that the Brand Team's recent focus had been to execute the new contracts for the Global Marketing Teams (GMTs), including bringing on board the newest member, the Taiwan team, and providing orientation and resources to ensure a strong reentry into the Taiwan market. The Brand Team had also worked on developing and updating the Hawaiian Islands brand guidelines, which were distributed to all GMTs as an essential tool to ensure that the HTA's marketing and communications remained cohesive and on-brand across all platforms. The GMTs had been asked to pivot their efforts toward driving demand and supporting short-term conversion. Ms. Anderson expressed appreciation to Ms. Goo and all the members of the branding team for their diligent work with the GMTs.

Ms. Anderson informed Board members that over the past month, HTA staff had worked closely with State legislators, with Mr. Uchiyama's efforts particularly appreciated. During December 2025, briefings with the House and Senate Tourism Committees were held in preparation for the 2026 legislative session.

The Hawaiʻi Convention Center (HCC) rooftop repair project had been a major focus of HTA staff over the previous month, and they had also worked closely with the Administrative Office of DBEDT to address procurement issues, especially those related to the major market areas of Kilohana and travel.

Ms. Anderson noted that the HTA staff had provided the 2025 annual report to members of the legislature, adding that all Advisory Board members had also received a copy. The report highlighted Fiscal Year 2025 (FY25) activities and the performance metrics used to track progress.

Ms. Anderson stated that the HTA was recruiting for an administrative position to fill a vacancy on the finance and procurement team. Mr. Uchiyama added that during the ensuing week, the positions of Contract and Administrative Manager and Vice President of Finance were to be advertised, while the position of Chief Branding Officer was undergoing final approval with the State. The Chief Stewardship Officer position was still being reviewed.

Ms. Anderson informed Board members that Swinerton Builders had signed the contract for the construction portion of the HCC rooftop project in December 2025, and a “town hall meeting” had been held on December 29, 2025, to inform owners of neighboring properties about the upcoming work. Ms. Anderson had been grateful for the assistance of HCC General Manager Ms. Teri Orton and her team. She added that a Blessing of the rooftop had taken place on December 30, 2025 to ensure the safety of staff and construction workers, and there had also been a Blessing of the offices of the HTA, DBEDT Tourism Research, and the HCC.

Ms. Anderson informed Board members that a page showing the progress of the rooftop construction and other repair and maintenance projects had been created on the HTA website, to enable the public to monitor the projects with complete transparency.

Ms. Anderson expressed her gratitude to Dr. Salā, Mr. Mullens of HVCB, and Dir. Tokioka of DBEDT for their collaboration with the HTA on destination management action plans (DMAPs) and on enhancing the Go Hawaiʻi app. She added that the visitor survey had been placed online and connected through the app, with the expectation that this would provide the best possible data for the DBEDT Director of Tourism Research, Ms. Chun, and her team, thus ensuring sound decision-making in the visitor industry.

Ms. Anderson informed Board members that the planning team and the destination manager had been reviewing the destination management action plans (DMAPs) and organizing venues for public presentations scheduled for February 2026. Draft plans were expected to be posted on the website on February 9, 2026, and would be shared with Board members once available.

Ms. Anderson noted that Ms. Resuma and the Kilohana staff had worked diligently on the Qurator program, adding that in spite of the hopes for its success held by many in the industry and the community, the program was currently on hold due to funding constraints. As of July 2025, eighty-three businesses had received certification. The Qurator website continued to be maintained, and efforts were in progress to identify ways to sustain the program.

Ms. Anderson expressed her appreciation for the efforts of the Meet Hawaiʻi team, particularly Ms. Whitehead and her staff. The single-property team was congratulated for reaching 107% of their booking goal. Meanwhile, the team was focusing on rebuilding citywide business during HCC's reduced schedule in 2026 and 2027.

Ms. Anderson added that more detailed information was available in the full CEO report.

Co-Vice Chair McCully asked the HCC General Manager, Ms. Orton, to provide information to address questions likely to be raised by legislators during the ongoing legislative session, particularly regarding recently reported cost overruns. The Co-Vice Chair noted that the initial budget was approximately $50 million, but the CEO report reflected $87 million, and a senator had recently commented that, with contingencies, the cost might reach $110 million. Co-Vice Chair McCully stated that he was aware that Ms. Anderson had recently responded to questions from members of the Senate.

Ms. Anderson stated that during the original invitation for bid (IFB) for the first procurement, the proposed budget for rooftop construction was approximately $52 million. This estimate was based on 75% of the construction documents having been assembled. Although two bids had been received and reviewed by the evaluation team, the IFB had to be cancelled due to technicalities: it originally referred to a one-year project, but further study showed that the work would require two years. As a result, the procurement was reissued as a request for proposal (RFP), allowing selection of a best and final offer (BAFO) from the proposals.

Ms. Anderson explained that the RFP was issued two weeks after the IFB was cancelled, with the project scope and budget remaining unchanged and the timeframe extended to two years. The RFP was issued on April 1, 2025, and bids were received in September. The evaluation team, consisting of Ms. Anderson, Ms. Orton, HCC Director of Operations Ms. Tait, representatives from the Public Works Division of the Department of Accounting and General Services (DAGS), and other consultants providing guidance, had reviewed the proposals. The BAFO had been examined to reduce costs, but the amount remained above the estimated $52 million budget.

Despite this, the evaluation team determined that it was essential to proceed with the work because the rooftop was the most critical part of the building requiring renovation, due to ongoing leaks that had damaged the walls and building contents, and because the repair had been deferred for years. The team had requested that an architecture firm bring the construction documents to 100% completion, increasing the estimated budget to $92 million.

The lowest bid was $87 million and was considered acceptable by both the evaluation committee and Dir. Tokioka of DBEDT.

Co-Vice Chair McCully thanked Ms. Anderson for the detailed information and asked her to explain where the necessary funding would be obtained and how the cost could have increased by almost 80%, from $52 million to nearly $90 million.

Ms. Orton explained that the original $51 million budget was part of the $64 million allocated to the HTA for the rooftop project and was based on a 75% construction estimate, not the full 100% budget. She added that DAGS typically proceeded with anything above 50%, so 75% was deemed acceptable because costs did not usually fluctuate significantly between 75% and 100%. The increase from $52 million to $87 million had occurred when the bidders responded to the RFP for a two-year project. Ms. Orton explained that at this stage of the solicitation process, business for 2026 had already begun to be displaced. It was at this time, during oversight of the project by the former Vice President of Finance, Mr. Isaac Choy, that the need to change the IFB to an RFP became clear to allow a BAFO to be negotiated. This transition had been completed within two weeks.

Ms. Orton explained that Mr. Choy had determined that the only way the solicitation could continue was for the RFP to use the same context and budget as applied in the IFB. Ms. Orton added that, while the State agency had been required to have 100% of the funding in place, she had assumed everyone would understand that changing the project from a one-year to a two-year timeline would necessarily alter the initial budget. The purpose of the change was to allow the project to move forward, since business for 2026 had already been displaced and, as the solicitation for a two-year project began, HCC started to displace 2027 business.

Ms. Orton informed Board members that two companies had submitted the following tenders for the RFP:

Company	Estimate
Nan, Inc.	$120 million
Swinerton Builders	$87 million

Although the architect had been asked to return to the construction estimator and bring the documents from 75% to 100% completion, this could not be completed before issuing the second solicitation, because the cost estimator had needed to contact all subcontractors to obtain updated estimates based on the architect's drawings. This process would have required four months to adjust the estimate from 75% to 100%, resulting in a delay that would have prevented commencement of construction on January 1, 2026 and probably causing the displacement of 2028 business.

Ms. Orton explained that the plan had been to use existing funds to cover the difference between the one-year and two-year budgets to keep the process moving. Funds allocated to other projects had been redirected to allow the rooftop repair project to begin in January 2026, but not all legislators were aware of the reallocation. Ms. Orton believed there would not have been sufficient time to reestimate the budget at 100% and then return to the legislature to request additional funding. She stated that the project's start would likely have been postponed by 9 months and that the 2028 business would have been displaced, affecting all hotel partners. She added that 18 citywide events had been displaced over the course of 2 years.

Co-Vice Chair McCully asked whether the reallocation of funds from other projects had been acceptable to the legislature, and Ms. Orton responded that HCC had possessed the necessary funds. She added that DBEDT Dir. Tokioka had sought approval for the diversion of funds from other projects to the rooftop repair project from the Governor and other relevant parties before the project began.

Ms. Anderson added that approval had been sought from the Department of Budget and Finance (B&F) and that the Attorney General had confirmed that this course of action was acceptable.

Co-Vice Chair McCully asked whether the HCC would open in 2028, and Ms. Orton confirmed that it would. He then asked whether the reopening would be a fully completed ceremonial reopening or a tiered opening. Ms. Orton replied that events had already been booked for January 2028, so the reopening would be 100%.

Co-Vice Chair McCully commented that the contingency costs appeared to bring the selected contractor's price close to that of the second contractor at $120 million, and Ms. Orton responded that these figures represented only construction costs.

Co-Vice Chair McCully asked why there had been such a large difference between the bids, and Ms. Orton presented an explanatory slide while noting that some contractors had added extra padding for the terrace and for unknown costs. Ms. Orton explained that the project included a contingency, and contingencies were typically designated by DAGS at 3% to 8%. Mr. Choy had used 8.9% for the first solicitation, but DAGS recommended a more conservative approach given the many unknowns in the project, and the contingency was increased to 15%, later reduced to 13%. Ms. Orton explained that the contingency was intended to cover unforeseen expenses, noting that the project cost $108 million excluding the contingency, with construction costs alone totaling $87 million. The difference to be covered, inclusive of contingency, was $45.2 million, as shown on the slide, and this amount had been reallocated from other projects to cover the shortfall.

In response to a question from Co-Vice Chair McCully as to whether using these funds for the rooftop repair would result in the loss of any critical projects, Ms. Orton stated that funds for some projects had already been encumbered and the projects had begun, while funds for other projects were still in the process of being encumbered. A slide was presented showing projects already encumbered and those planned for encumbrance. Ms. Orton explained that some projects had already been modified due to the construction timeline and that, for funding purposes, consultant and design work had been separated from construction. The intention had been to prepare all components so that the projects could begin immediately replacement funds had been obtained.

Ms. Orton presented a slide showing projects scheduled to be encumbered in 2027, with the funds reallocated to the rooftop repair project highlighted in yellow. Design work had already begun on several other projects, but construction was to be postponed. In terms of priority, the largest project was the rooftop between the ballroom and the rooftop terrace deck, which included the transom glass that was completely leaking and required full replacement at a cost of $22 million. In response to an interjection from Co-Vice Chair McCully, Ms. Orton explained that the project had originally been scheduled to start and finish between 2026 and 2027, but had been postponed because funding was not available. This project was the most important, and other projects might have to be postponed to complete it.

Ms. Orton explained that if the legislature did not award the requested $55 million, there was a backup plan to seek funding for at least the replacement of the transom glass and the gutter between the ballroom and the rooftop terrace deck. She noted that this funding was currently in the HTA Special Enterprise Fund, and even if the HTA did not wish to request additional funds during the legislative session, they could request approval to use the funds they already had, totaling $21 million.

Another HCC account contained approximately $5.8 million transferred from the HTA, with the original intention of offsetting operating costs for the proposed Center for Hawaiian Music and Dance. The original intention had been to build a Hawaiian Music and Dance museum on the rooftop, but as design and construction estimates progressed, it became clear that the cost would be too high. A bill had already been passed allocating $1 million annually to HTA to offset the center's operating costs. Because the center had never been built, the funds had accumulated to nearly $6 million. Some of the funds had been used for art cases in the upstairs gallery, leaving approximately $5.8 million remaining. Preliminary approval had already been granted to use this money for capital investment projects. Ms. Orton explained that this meant available funds would consist of $5.8 million plus $21 million from the Special Enterprise Fund, allowing HCC to complete the ballroom gutter leakage repair.

Noting that the project had already begun, Co-Vice Chair McCully commented that "no battle plan survives the first shots." The Co-Vice Chair requested an update at each Board meeting.

Member Fischer asked whether, when the contractor changed the project from a one-year to a two-year timeline, they had committed to a final completion date and whether penalties for delay had been negotiated. Ms. Orton replied that the contract prescribed penalties of $15,000 per day of delay.

Expressing the hope that no unforeseen events would delay completion into 2028, Member Fischer noted that the project's cost needed to account for the loss of revenue, as the center would now miss an additional year of revenue from events.

Ms. Orton responded that the contractor had been fully aware of what was at stake throughout numerous meetings. The projected completion date was the end of November 2027, which would give HCC one month to restore the rooms to event-ready condition and complete other projects, such as LED lighting and sound systems.

Ms. Anderson added that HCC and HTA staff had been meeting regularly with the contractor and the project management team to ensure that the project remained on schedule.

Co-Vice Chair McCully reminded members that as an advisory Board, they did not possess auditing authority, but they did have oversight responsibilities over the activities of the HTA and were expected by the public to exercise them.

Ms. Orton commented that a live feed of construction would be displayed on the HTA website, enabling the public and legislators to monitor the project's progress.

In the absence of additional questions from Board members or the public, Co-Vice Chair McCully proceeded to the next agenda item.

7. Presentation on the Status of the Hawaiʻi Tourism Authority (HTA) and Hawaiʻi Convention Center Fiscal Year 2026 Budgets

Co-Vice Chair McCully asked the Interim Vice President of Finance Mr. Talon Kishi to present the financial report.

Mr. Kishi thanked Board members for this opportunity and stated that his next financial update would include the HTA budget and the financial progress of the rooftop project. Mr. Kishi stated that he intended to provide updates on the rooftop project quarterly, and Co-Vice Chair McCully replied that quarterly updates would be satisfactory unless an extraordinary event occurred.

Mr. Kishi presented the FY26 financial results up to December 31, 2025.

Ms. Sanborn noted that Member Paulson had joined the meeting via the online platform.

Mr. Kishi reminded Board members that their information packet contained additional details about finance. Meanwhile, out of the FY26 Tourism operating budget of $63 million, a total of $32.687 million had already been used, and Mr. Kishi reminded members that this amount included not only funds already paid to vendors but also outstanding encumbrance balances as of December 31, 2025.

Mr. Kishi outlined the expenses so far for FY26 as follows:

Program	Year to Date (YTD)	FY26 Budget
BED113 Administration and Governance	706,779	3,696,660
BED114 Branding and Marketing	21,749,642	39,249,201

BED115 Sports and Signature Events	4,506,928	7,318,075
BED116 Destination Stewardship and Community	5,188,472	7,923,883
BED117 Regenerative Tourism Development	50,268	3,762,181
BED118 Workforce Development	485,440	1,050,000
Total	32,687,499	63,000,000

Mr. Kishi noted that the following month's finance report would show that the majority of the unused $17.499 million in the Branding and Marketing account (BED114) would have been used, with the majority of the usage allocated to the new branding and marketing contracts for the period January 1 to June 30, 2026.

Mr. Kishi commented that he had reallocated $650,000 from the Sports and Signature Events account (BED115) from the Sports Opportunity Fund to Soccer in light of a potential partnership with a women's national soccer league team.

Mr. Kishi informed members that the funds from the Regenerative Tourism Development Account (BED117) had been used primarily for salaries and wages, but this account also funded the Community Tourism Collaborative (CTC) and the Foundational Technical Assistance (FTA) programs, both of which were to be operated in partnership with the Council for Native Hawaiian Advancement (CNHA). He added that a supplemental contract, being developed to use up all the funds, was passing through procurement at the State Procurement Office (SPO) and DBEDT.

In reply to a question from Co-Vice Chair Agas about whether all the committees were on track to use their budgets before the end of the fiscal year, Mr. Kishi responded that there were still unallocated funds and a $6.3 million budget restriction. He had been discussing with the HTA leadership how to use the unallocated funds. With respect to BED114, the marketing contracts already included plans for the use of the restricted funds, so that if the restricted $3.9 million were released by the Governor, incremental budgets for all the major market areas should be ready to go as soon as the funds were released.

Ms. Anderson added that the HTA staff had presented suggestions to Dir. Tokioka on how to use the unallocated funds and awaited his approval.

Co-Vice Chair McCully thanked Mr. Kishi for his presentation and asked whether Board members or members of the public had questions for him.

In response to a question from Member Paulson about the lower-than-expected expenditures on regenerative tourism, Mr. Kishi stated that the CTC and FTA programs were the two largest projects. The contract for CNHA had been drafted, and supplemental contracts to use up all the funds were moving through procurement with SPO and DBEDT. The expectation was that the contracts would be executed and that the funds would be fully disbursed. The unallocated funds and the budget restrictions were still to be defined, but they were expected to be used up by the end of the fiscal year once Dir. Tokioka's final approval of the HTA proposals was obtained.

8. Presentation and Discussion of Current Market Insights, Conditions, and Strategic Brand Marketing Initiatives to Address Evolving Market Dynamics in Hawaiʻi and Key Major Hawaiʻi Tourism Markets

Ms. Jennifer Chun, Director of Tourism Research at DBEDT, informed Board members that the visitor statistics for December 2025 had been published by DBEDT at 9 a.m. that morning, and this had prevented her from sending the information to members in advance, noting that DBEDT always attempted to publish the visitor statistics on the morning of the Board meeting. She added that the Board members' information packet contained a copy of the full presentation, although she would present an abbreviated version. Ms. Chun remarked that she also had market insights, with additional text and background details for each market tracked by DBEDT, and the dashboard product, which was more detailed and included charts for each market.

Explaining her usual reporting structure, Ms. Chun stated that she typically provided three reports: the summary statistics, the market insights, and the dashboard. She referred members to the table of contents in the information packet, noting that in the interest of time, data would not be presented on the purpose of the trip and accommodation choice, as well as summaries of the air seat outlook.

For this month, Ms. Chun also did not present the estimated transient accommodation tax (TAT) expected to be collected by the counties, noting that her data was based on Department of Taxation records and tax liabilities. She estimated that counties should collect 3% of TAT.

In response to a question from Co-Vice Chair Agas about Ms. Chun's use of the phrase "should collect," Ms. Chun explained that the Department of Taxation had been collecting

TAT for some time, but the department was not responsible for collecting the counties' share of taxes. The counties had become responsible for collecting the 3% of TAT allocated to them when the legislature changed the structure of TAT collection. She understood that some counties were more effective than others in collecting their TAT, but she did not have the actual amounts, and DBEDT had not been able to access those figures. For that reason, she used the phrase "should collect."

Co-Vice Chair Agas asked whether it was true that some counties were not collecting TAT, and Ms. Chun replied that articles had appeared in the Star-Advertiser stating that this was the case and citing large figures.

Ms. Chun displayed graphs comparing expenditure and arrivals for 2024 and 2025, noting that December 2025 produced a favorable result despite total visitor arrivals being slightly lower than in December 2024, due to higher expenditure. Ms. Chun noted that the Honolulu Marathon had produced particularly strong results for the Japan market, with visits by athletes and their friends and family, resulting in Japanese arrivals increasing by 8.3% compared with 2024 and expenditures for the Japanese market increasing by 8.4%.

Ms. Chun commented that the year-end results showed a similar pattern, with expenditures per person per day (PPPD) increasing while total arrivals remained flat.

Total arrivals by air for the year, excluding aircrew, Ms. Chun reported, had been essentially flat, with a slight reduction of 0.4%. However, there had been increases throughout the year, and the final results were positive for expenditures and visitor arrivals in the two U.S. markets and Japan. Canada, on the other hand, had experienced a decline, which Ms. Chun attributed to reduced sentiment throughout the year due to the political environment.

Reviewing island-level data, Ms. Chun highlighted Maui's December performance, with increases in both expenditures and arrivals. She expressed hope that this reflected the impact of the ongoing marketing campaign, noting that 2024 had been a difficult year for Maui but that both the number of arrivals and PPPD expenditure had shown significant growth throughout 2025.

Comparing the different islands for the entire year, Ms. Chun noted that Oʻahu had shown higher expenditures, but arrivals had remained flat. Kauaʻi had shown increases both in expenditure and in the number of arrivals, while expenditure for Hawaiʻi Island had remained flat with a slight increase in visitor arrivals.

Regarding lodging, Ms. Chun explained that DBEDT produced monthly reports for hotels and vacation rentals, with the condition that lodging units appearing in either the hotel or timeshare reports would not be included in the vacation rental report. She reported that December had been a good month for hotels, with occupancy up 4.7 percentage points, average daily rate (ADR) up 3.4%, and revenue per available room (RevPAR) up 10.2%. Vacation rentals had not performed as well; occupancy had been flat for December, and ADR had been lower than previously. For year-end 2025, hotels showed modest growth in occupancy and ADR, with RevPAR slightly up. Ms. Chun noted that vacation rentals continued to have lower occupancies but higher ADR than in 2024.

Ms. Chun presented a graph showing a total TAT collection of $60.5 million for the 10.25% State tax in December 2025, with a preliminary total for FY26 collections of $376.5 million, slightly lower than in 2024. Given that December collections reflected visitors from November, Ms. Chun pointed out that December visitors' TAT would not be collected until January 2026. She presented a chart summarizing monthly State TAT collections from January 2021 onwards, on which the level for December 2025 was neither the highest nor the lowest.

Ms. Chun presented a graph showing airport throughput in December 2025, based on passengers passing through TSA checkpoints, adding that these figures included both passengers flying into the State and inter-island travelers. Every airport except Kona had experienced higher throughput during December.

Comparing aircraft load factors in 2024 and 2025, Ms. Chun noted that domestic flights had operated at 93% in December 2025, a level similar to that in December 2024. Load factors for international flights had been slightly lower than in December 2024.

Ms. Chun presented a slide showing data from Customs and Border Protection (CBP) that demonstrated the significant drop in visitation during the COVID pandemic, noting not only that Hawaiʻi did not appear in the current State rankings but also that Honolulu did not appear in the port rankings. Before the pandemic, Honolulu had been one of the highest-ranked ports.

Ms. Chun informed Board members that the DBEDT forecast for the fourth quarter of FY26 predicted slow, modest growth in visitor spending, driven mainly by price increases, and that a more detailed account of each market and a forecast for each were included in the members' information pack.

Ms. Chun displayed information from a weekly syndicated report available on the HTA website showing visitor insights from individuals who had identified themselves as "responsible." In the survey, these persons were asked about their "intent to travel" and their "consideration to travel" to various islands in the State. Ms. Chun presented a graph showing a 2-week moving average that extended from early 2025 to January 23, 2026, with two lines representing "consideration" and "intent," respectively, for U.S. market results. Ms. Chun reminded Board members that the line for "consideration" was always expected to be higher than the line for "intent." She emphasized the stability of the U.S. data, with "intent to travel" remaining at around 10–12% and "consideration to travel" to Hawaiʻi remaining at around 60%. Notes on geopolitical events had been appended to the graph, and Ms. Chun asked members to note that these events appeared to have little effect on the U.S. market.

Presenting a similar graph for the Japanese market, Ms. Chun observed that it was much more volatile and more strongly influenced by announcements from the U.S. administration. However, there had been a general upward trend with increased consideration of visiting toward the end of 2025.

Ms. Chun noted that the corresponding graph for the Canada market demonstrated less volatility, although political announcements still had an impact. She referred members to similar information on Korea and Australia in the Board information packet.

Co-Vice Chair McCully thanked Ms. Chun for her presentation and invited Board members to ask questions.

In response to a question from Member Guy about the period when Honolulu ranked higher among arrival ports, Ms. Chun stated that this was in 2019, before the COVID pandemic, adding that the port's ranking had not recovered since then and clarifying that this ranking concerned only international arrivals. Ms. Chun noted that Hawaiʻi had lagged behind the rest of the U.S. in regaining international markets. She commented that India had become a major visitor market for the U.S. overall, but Hawaiʻi received very few Indian visitors. With respect to the markets of interest to Hawaiʻi, such as Canada, Ms. Chun believed that the situation was not too unfavorable in that Hawaiʻi's loss in Canadian arrivals had been smaller than the overall loss in Canadian air travel to the U.S. She added that there had been a significant decline in the Canadian "drive" market, but she had not included drive-market data because it was not relevant to Hawaiʻi.

Member Fischer asked whether Ms. Chun had identified any correlation between the U.S. dollar and the Canadian dollar, explaining that he operated a business in Calgary, Alberta, which was affected by declines in the Canadian dollar's value, making travel costly for Canadians. Stating that he believed that the blame often attributed to administration policies was more relevant to drive traffic, Member Fischer commented that Canadians still wished to travel but were discouraged by the low value of the Canadian dollar and asked whether Ms. Chun's team had correlated these trends.

Ms. Chun replied that she had not conducted formal statistical regression analyses, but she stated that exchange rates affected visitation across all international markets and that DBEDT monitored exchange rates for each market. She added that changes in exchange rates often caused softening in the market. She understood that Canadians traveled extensively within Canada but did not visit the U.S. as frequently as previously.

Member Fischer stated that his Canadian Rockies operation had experienced a good summer, largely due to American visitors who benefited from the exchange rate, which effectively provided a 40% discount on their vacation. He noted that the Bank of Canada exchange rate graph, placed beside the Canadian arrivals graph, showed some similarities, adding that these changes were significant and that he would be curious to see what would happen next, suspecting a recovery.

Ms. Chun responded that the DBEDT forecast considered both the exchange rate and consumer confidence data issued by the Conference Board of Canada.

In response to a question from Member Ojiri about the measurement of "intent to travel," Ms. Chun explained that DBEDT used the results of a daily syndicated survey in which respondents were asked whether they intended to travel to a particular destination. She referred members to her report in the information pack, noting that the follow-up question asked respondents which destination among those they were considering they would actually travel to. She reminded Board members that the respondents in this survey were individuals who had selected Hawaiʻi as a destination and who characterized themselves as "responsible travelers." They had signed up for research panels, which sometimes offered incentives for participation. Ms. Chun clarified that the same individuals did not respond every day, adding that the results might differ slightly if the survey reflected the general population of Japan, for example, but DBEDT was focusing on individuals who believed themselves to be responsible travelers because this is HTA's target market. She noted that graphs for the entire market were also available on the research section of the HTA website.

Member Ojiri commented that it would be interesting to examine the entire market rather than only the responsible traveler segment, and that it would be useful to plot the exchange rate as an additional line on the graph, since it would affect some markets more than others.

Member Elmore thanked Ms. Chun for the statistics. She observed that there appeared to be more stability and less volatility in the U.S. market, adding that Canada and Japan sometimes showed an inverse relationship. Referring to a point around October 2025 on the intent/consideration graph for Japan, Member Elmore asked why the “intent” line occasionally touched the “consideration” line.

Ms. Chun replied that she believed the lines touching had been coincidental, explaining that the lines were plotted on the same graph to make comparison easier. She added that she hoped the individuals who had indicated in October that they were planning to visit Hawaiʻi had been intending to travel in December for the Marathon, clarifying that respondents were not asked when they planned to travel, only whether they intended to visit at some point in the future.

Mr. Uchiyama asked whether there was any follow-up to determine whether those who had intended to travel had actually done so. Ms. Chun stated that the follow-up question in the survey asked whether respondents planned to visit Hawaiʻi within the next 12 months, but the survey did not ask whether they had actually traveled. She noted that traveler profiles were available on the HTA website and that there was extensive data available for the U.S. market in particular, citing substantial data available for the specific personas selected by Hawaiʻi Tourism (HT) USA. Ms. Chun noted that there was also significant data for the total Japan market, but the personas selected by HT Japan were more narrowly defined so that the reports could not be published as frequently. She added that, in contrast to the weekly report under discussion, the monthly U.S. report asked whether respondents had visited Hawaiʻi in the previous 12 months, which island they had visited, and provided more detail on attributes that contributed to the value of a vacation. Ms. Chun stated that she would be happy to present the market profiles in the next report.

Co-Vice Chair McCully brought two points to the Board's attention. Firstly, he believed that members had understood why he had asked Ms. Chun to present these reports, and he hoped this could continue in future meetings. Secondly, he believed that this was objective data that the Advisory Board needed to receive. He also added that, given the density of the material, he believed that members would understand why a break had been taken before Ms. Chun’s report.

Noting that no public questions had been submitted online, Co-Vice Chair McCully thanked

Ms. Chun and asked Mr. Uchiyama to present a report on airline load factors.

Mr. Uchiyama reminded Board members that Hawaiʻi airfare and vacation costs were strongly influenced by changes in the exchange rate and oil prices. He explained that normal seasonality was approaching in Hawaiʻi, with flight reductions and softening seat inventory expected during April, May, and June. He reported downsizing from Canada and from Las Vegas, Seattle, and San Jose to Honolulu, but noted some increase in business from Alaska Airlines out of Burbank, which had previously been served by Aloha Airlines. He added that Southwest Airlines was to enter Burbank in August and Ontario in June and expressed the hope that these additions would continue beyond the summer season. Mr. Uchiyama also noted that Southwest was to institute a flight between Hilo and Las Vegas, adding that this direct flight from Hilo to the U.S. mainland was a necessity.

Reviewing booking pace for the first 18 days of the month, Mr. Uchiyama reminded Board members that this was historically the peak season for Hawaiʻi. Statewide booking pace was up 7%, Oʻahu was up 4%, Maui was up 24%, and Hawaiʻi Island was up 2%, while Kauaʻi was down 4%. Consistent with the high season, group business booking pace was up 2%.

Ms. Goo stated that, according to the Chinese zodiac, 2026 was the Year of the Horse, associated with growth, opportunity, and transformation. She noted that, as Ms. Anderson had mentioned, the entire global marketing team had been very busy during the holiday season, with the GMTs focusing on driving travel demand and short-term conversion. Ms. Goo explained that marketing strategies and tactics in each market were specifically tailored to the audience, the market segment, and local conditions.

Ms. Goo stated that many marketing initiatives had been highlighted in the monthly CEO report, with the results of each initiative included. She noted that a consistent strategy across all markets had been collaboration with strategic partners, including airlines, hotels, online travel agents (OTAs), wholesalers, and shopping malls, which enabled the GMTs to extend reach and engagement with potential travelers and maximize market impact. Describing the new campaign, "*Hawaiʻi Stays With You*," Ms. Goo noted that, in addition to the successful kickoff during the L.A. Rams Activation, the campaign materials had been shared with the GMTs. All international markets were translating and adding subtitles to the videos that would be issued during the first quarter of the year, and the results of this campaign would be shared in future reports.

Mr. Fischer asked about the Alaska-Hawaiian consolidation and the resulting reduction in Hawaiian Airlines flights, which he perceived as entailing a significant price increase.

Mr. Uchiyama responded that after the consolidation of Hawaiian and Alaska Airlines schedules, there had been an immediate backfill from other airlines such as Southwest, United, and Delta. He noted that while it was easy to place seat inventory into the reservation system, it was a different matter to fulfill those seats with actual aircraft serving the Hawaiian Islands. From a seasonality standpoint, he explained that conditions typically softened from April and May onward, and this was being closely monitored. Mr. Uchiyama added that the Alaska-Hawaiian combination had begun to draw back from certain air routes, but it was possible that the addition of the Hilo service was a sign that Southwest might make a stronger play for Hawaiʻi as a destination.

Referring to other airlines, including United, Delta, and American Airlines, Mr. Uchiyama stated that Hawaiʻi needed the East Coast connection and had lost some of it with Hawaiian Airlines. American Airlines usually added service on a seasonal basis in addition to United's Chicago-Hawaiʻi flight. He emphasized that Hawaiʻi needed to work to encourage airlines to maintain these flights year-round, adding that route maintenance had to be monitored, particularly to identify areas where load factors were beginning to decline. Mr. Uchiyama emphasized the importance of Hawaii's marketplace response in helping carriers strengthen their load factors, noting that similar considerations apply to the international market.

Referring to Ms. Chun's report on load factors, Member Ojiri stated that airlift needed to be stabilized because Hawaiʻi was a group of islands for which air service was essential. He noted that the load factors appeared healthy but added that if Hawaiʻi intended to grow markets from certain geographical regions, it needed to be aware of these figures. Member Ojiri stated that a load factor of over 85% would make it difficult to secure additional business, as everything depended on yield. Airlines began raising prices, and airfare was the highest cost component of visiting Hawaiʻi. He stated that the visitor industry needed to look ahead and consider both how to maintain relationships with airlines and also how to oversee airline development for the State. He added that domestic and international markets were distinct environments and that these factors should be monitored by the Advisory Board.

Mr. Fischer agreed with Member Ojiri, noting that airline consolidation and flight reductions had led to fewer flights and higher demand, causing price increases that could result in a drop in visitors even if marketing plans were exemplary. He stated that this was a concern because Hawaiʻi was highly dependent on airlift, adding that he had not welcomed the Hawaiian–Alaska consolidation.

Mr. Uchiyama affirmed the logic of both members and explained that when there was a carrier based in the islands, all other carriers sought to maintain their market share, so they kept their seat inventory in the Hawaiʻi market. Now that Hawaiian-Alaska was more fluid, and Alaska was transferring all its 787s to expanded international service, many other carriers were considering raising fares to boost yield.

Co-Vice Chair McCully thanked Mr. Uchiyama and asked for questions from the public. He stated that one more agenda item would be taken, after which lunch would be distributed in place.

9. Reports from the Standing Committees:

a. Administrative

i) Discussion and/or Action to Approve Policy #100-03 Code of Conduct Policy

Co-Vice Chair McCully referred to the report from the Administrative Standing Committee (ASC) and asked whether Board members had been able to review it.

Member Guy proposed a motion to adopt the Code of Conduct #100-03, and Member Lazaro seconded the motion.

Co-Vice Chair McCully asked for testimony or questions from the online public and reminded Board members that, even as members of an advisory board, the code of conduct was significant, requiring that every comment or statement be in the best interests of the HTA, since Board members were perceived as representing the HTA. This was particularly true when it came to any government or legislative interaction. Co-Vice Chair McCully reminded members of the importance of care in identifying actions that were perceived as officially representing the HTA.

Co-Vice Chair McCully asked Mr. Uchiyama to conduct a roll-call vote, and the motion was carried unanimously.

ii) Discussion and/or Action to Adopt Board Resolution 2026-01 for the Delegation of Authority to Present Policy Positions

Co Vice Chair McCully explained that the HTA Board had previously addressed the delegation of authority to present policy positions during the Fall, but certain adjustments had been necessary given its current status as an advisory Board. He asked whether members had reviewed the report and whether there was any discussion. Seeing no contributions, and speaking as Chair of the ASC, Co-Vice Chair McCully drew attention to two specific sections of the resolution:

- The fourth paragraph of the document requires that any position be taken under the guidance of the Director of DBEDT;
- The paragraph beginning “BE IT FURTHER RESOLVED,” whose language referred to specific individuals. This interpretation was affirmed by Deputy Attorney General Cole who stated that these individuals could represent the HTA’s policy positions.

Co-Vice Chair McCully reminded members that many of them had acquaintances in the legislature, and it was important to remain mindful of the present resolution during conversations with such acquaintances or when they were called to testify. AG Cole advised that if such conversations occurred and questions were asked, members should identify themselves as members of the Advisory Board. If they were asked about an issue not covered in the resolution, they should make clear that they were speaking on their own behalf and not on behalf of the HTA or its Advisory Board.

Co-Vice Chair McCully noted that nine items upon which the HTA had a policy position were covered in the resolution, adding that these items might be of particular interest during the current legislative session. He emphasized that a standard condition was the HTA’s request to regain its dedicated funding, as denoted by the phrase “annual deposit” in bulleted item #3. Although there had been little legislative interest in this issue, he emphasized that Board members needed to continue raising it, as it would provide a core foundation for a more secure future for the HTA. Co-Vice Chair McCully noted that bills in the present session would seek to change the nature of the HTA and its advisory Board, and might replace them. He reminded members that if they were called to discuss such matters, they should remember that the issue was not covered in the resolution. They were free to express personal opinions, but any official position must defer to the Director of DBEDT’s guidance.

Co-Vice Chair McCully asked for further discussion from members, then called for a motion to adopt the resolution.

Co-Vice Chair Agas moved to adopt the resolution, and Member Guy seconded the motion. Co-Vice Chair McCully asked for any public comment or testimony, and hearing none, called for a roll-call vote.

Mr. Uchiyama conducted the roll-call vote, and the motion carried unanimously.

iii) Discussion and/or Action Regarding the Advisory Board's Roles and Responsibilities

Co-Vice Chair McCully noted that the ASC report outlined the Advisory Board's key responsibilities, beginning with the hiring of the CEO and continuing with performance evaluation and other duties. He asked whether members had had a chance to review the document and whether there had been any discussion. Seeing none, he asked for a motion to adopt the report.

Co-Vice Chair Agas moved to adopt the report, and Member Wong seconded the motion. Co-Vice Chair McCully asked for public testimony or questions online, and, hearing no further discussion, he asked Mr. Uchiyama to conduct the roll-call vote. The motion was carried unanimously.

iv) Status on the HTA President and CEO Search

Co-Vice Chair McCully reminded Board members that the permitted interaction group (PIG) was the appropriate venue for discussions concerning the CEO selection, although he contended that both the Advisory Board and the ASC were also responsible for discussing the basis on which the PIG operated. He believed that the job description for the CEO should be discussed by the entire Board rather than solely by the PIG, which represented only a portion of the Board. He emphasized that candidates could be evaluated only based on the job description agreed upon by the Advisory Board.

Co-Vice Chair McCully stated that this topic would be placed on the agenda for the next Board meeting. Reports would be requested from AG Cole, the Department of Human Resources, DBEDT, and administrative staff at the HTA. The Co-Vice Chair intended to review previous job descriptions and to hear from members of HTA who had been present during the tenure of previous CEOs, since each former CEO had brought particular strengths and weaknesses to the position. He believed it was important to understand the pitfalls and advantages that previous CEOs had encountered before describing the responsibilities that might be either easily achievable or unattainable.

For example, Co-Vice Chair McCully noted that the statutory language identified the CEO's first responsibility as representing the HTA to the legislature and the executive branch, including the Governor. The Co-Vice Chair believed that the importance of obtaining dedicated funding and procurement exemptions effectively placed the CEO in the role of quasi-lobbyist. He noted that, based on the advice of the DBEDT Director, the HTA currently had the same budget as before, but the CEO might need to request additional funding from the Director of DBEDT or the Governor. The CEO might need to persuade the chairs of subject-matter committees, as well as the chairs of the Ways and Means, Finance, and Tourism committees in the legislature. Co-Vice Chair McCully believed that this should be a priority criterion in the CEO job description and reminded Board members that during his discussion with a representative of Bishop & Co., he had learned that this aspect of the CEO's function had not been prioritized in the search conducted by the company.

Co Vice Chair McCully reminded members of the timeline for selecting the CEO, stating that the January responsibility was to review the job description to determine whether changes were required in light of HTA's new structure and compensation structure. He explained that the PIG would decide whether the updated job description should be sent to those on the Bishop & Co. list and reminded members that the PIG could not report to the Board until it had a final report, which would be a recommendation regarding candidates to be considered for the CEO position.

Co-Vice Chair McCully stated that a major issue would be the extent of the differences between the new job description and the former one, adding that the February goal of the PIG was to review the candidates who remained interested in the position, based on the new HTA statute and the new project description. The March goal was to begin face-to-face interviews, either in person or virtually. He noted that, at that point, the applicants' identities would become publicly available and added that by then the legislative session would be in full swing. Given that bills were before the legislature that might change the status of the HTA, the Board could pause the CEO search, out of respect for the applicants, to avoid wasting their time or jeopardizing their futures.

Co-Vice Chair McCully stated that the PIG was proceeding despite being somewhat constrained by the bills being tracked in the legislature. He asked for discussion, questions, or observations, and none were offered.

10. Discussion and/or Action on Revisions to the Standing Committee Charters

Co-Vice Chair McCully asked whether any standing committees had reports for the Advisory Board, and, in response to a question from Member Elmore, the Co-Vice Chair noted that he intended that this would be a permanent agenda item to enable the chairs of the standing committees to present issues for discussion. There were no questions from the online public on this agenda item.

11. Review and Discussion on Current Legislative Bills

Co-Vice Chair McCully introduced agenda item 11 and stated that a roll-call vote was not required. The item was to be presented by the HTA Public Affairs Officer (PAO), Ms. Jill Radke, and the Co-Vice Chair welcomed Ms. Radke to her first presentation before the Board. He noted that the information pack contained a three-page summary of approximately 20 bills, reminding members that only about 10% of bills typically became law.

Ms. Radke informed members that she and Mr. Uchiyama had coordinated their presentations, stating that since the beginning of the 2026 legislative session, HTA staff had already participated in hearings with the Ways & Means (WAM) and Finance Committees. She noted that many questions had been raised about the status of the CEO recruitment, sports marketing, cruise lines, and the additional $3 million requested for FY27. Ms. Radke added that the questions about the HCC had already been discussed in the present meeting.

Ms. Radke explained that the review had been a team effort involving Mr. Uchiyama, Mr. Kishi, Ms. Goo, Ms. Hagihara, Ms. Anderson, and the entire HTA staff, who collaborated to provide information to legislators, with program managers supplying details about their programs. Ms. Radke commented that her role was to draft testimony relating to legislation, but that the work required collaboration and coordination with other agencies involved.

Ms. Radke remarked that the HTA had begun preparing for the 2026 legislative session in October 2025. She noted that the previous day, she, Mr. Uchiyama, Ms. Goo, and Ms. Anderson had met to review 43 bills that had been identified as relevant because HTA had been named in them, because they related to tourism, or because they had appeared in a keyword search. After an initial review, the list was narrowed to the 27 bills included in the information packet, for which HTA was most likely to be asked to submit testimony or provide comment. Ms. Radke apologized that they had not yet spent much time on these bills but stated that she would provide a brief overview, expressing the hope that members would consult the details online using the provided reference numbers.

Bill reference	**Notes**
HB2268 **SB3087**	Bills giving the HTA the ability to work in the film production marketing area

Bill reference	Notes
HB2403 **SB32367**	Bills reducing the number of members of the HTA Advisory Board to seven and changing the method of appointment.
HB1944 **SB2906** **HB2447**	Structure and governance proposals, including a carry-over bill that would convert the HTA to a non-profit, along with another bill carried over from 2024 that would create a Tourism Liaison Officer in the Governor's office
HB 1947 **SB2807**	A second carry-over from 2024 aimed at splitting up the HTA into divisions of DBEDT and DLNR, respectively, moving destination management, including DMAPs, into DLNR
SB2235	A new bill requiring visitors to view an environmental video to connect to the free Wi-Fi at Hawaiʻi airports
HB1590	A carry-over from 2025 relating to vacation rentals, ascribing rental enforcement to the HTA, and assigning the HTA to control illegal rentals as part of their best practices efforts
SB2131	A carry-over bill dealing with Japan tourism and its funding
SB982	A carry-over from 2025 that would establish a state hotel
HB1950	A new bill establishing the State-led Marketing and Branding Special Fund, to which a portion of the TAT would be allocated
SB2074	A carry-over bill relating to the lease of naming rights for state facilities, including the stadium facility and the HCC, aimed at generating revenue
SB2577	A bill relating to sports tourism and requiring DBEDT to conduct a study of potential economic benefits and costs of sports tourism in the State, requiring reporting, and creating a special fund surcharge
SB634	A carry-over from 2024, creating a fee on cruise passengers to be used for infrastructure for the cruise line
SB2698	A carry-over from 2025 requiring the Department of Transportation to assess a per-passenger head fee for cruise ships, different from present legislation, and entailing changes to the TAT cruise legislation.
SB241 **SB2483**	TAT-specific bills
HB1800 **SB2500**	Bills related to the State budget

Bill reference	Notes
SB2200	Similar to bills that had been proposed in 2025 to establish a Hawaiʻi Urban Planning Museum
SB3228	A new bill relating to sustainable tourism infrastructure that would establish an infrastructure matching grant program within DBEDT
SB2483	A bill relating to the environment and membership of the Hawaiʻi Climate Change Mitigation and Adaptation Commission.
SB2072	A bill similar to bills introduced in 2025 to sponsor a Michelin Guide for restaurants statewide

Ms. Anderson reminded Board members that some of the bills described in the preceding summary as "carry-over bills" might not be exactly the same bill, although they might have similar wording and provisions as bills that had been proposed in previous legislative sessions. Ms. Radke agreed and noted that she had been using "carry-over" in a general sense, not in a legal sense. She had also described bills as companion bills when their content appeared similar, but they might not necessarily be legally defined as such. Ms. Radke noted that the list in the information packet contained a duplicate: SB2577 was listed twice, meaning the actual number of bills was 26. An additional bill was to be introduced on the day of the present meeting and would be included in the summary later.

Co-Vice Chair McCully commented that the first page was most relevant to the Board's concerns about the CEO search. While many of the measures on subsequent pages related to management of tourism in the State, those on the first page related to management of the HTA and the Advisory Board. The Co-Vice Chair advised members that bills sponsored by chairs of subject committees or the speaker were most likely to be heard. He added that the legislature was likely to run out of time and only one or two bills relating to the HTA were likely to proceed to conference, where they would be fully discussed. Co-Vice Chair McCully encouraged members to contact Ms. Anderson or Ms. Radke for further explanations of events in the legislature.

Co-Vice Chair McCully asked for questions for Ms. Radke, and hearing none, he thanked her for her presentation.

12. Adjournment

Co-Vice Chair McCully asked whether there was any further discussion before adjourning the meeting, and hearing none, he adjourned the meeting at 11:54 a.m.

Respectfully submitted,

Sheillane Reyes

____

Sheillane Reyes
Recorder

5
CEO Report

PRESIDENT & CEO MONTHLY REPORT
FEBRUARY 2026

This February report highlights the Hawaiʻi Tourism Authority's (HTA) activities and actions taken by the staff from January 16 through February 15, 2026 in support of the organization's overall mission, its 5-year strategic plan, and its annual strategic tourism management plan.

EXECUTIVE SUMMARY

- **Legislative Engagement** – Met with state legislators to provide updates on HTA programs and the Hawaiʻi Convention Center rooftop repair project. HTA provided testimony on several bills that have an impact on the HTA and Hawaiʻi's tourism industry.
- **Emergency Preparedness** – Coordinated with HI-EMA on storm response (Feb 6–9), met with Canadian Consulate on visitor emergency protocols, and continued planning for Makani Pahili exercises.
- **Media & Public Affairs** – Coverage on "Hawaiʻi Stays With You" campaign, Seahawks clinics, PGA events, stewardship programs, and legislative policy themes.
- **Community Programs** – Supported 31 cultural and enrichment projects statewide from Jan–Feb, including festivals, hula shows, and conservation workdays.
- **Visitor Experience Initiatives** – Continued Kāhea Airport Greetings program and expanded HNL HI Lights video content showcasing local events at Honolulu airport gates.
- **Destination App** – Integrated DBEDT tourism survey with GoHawaii app; 41,700 surveys completed since launch, with 11,207 marketing opt-ins.
- **Workforce Development** – Promoted Hoʻoilina Scholarship program for Hawaiʻi public high school graduates pursuing travel industry careers (deadline March 1).
- **Sports Partnerships** – Partnered with Seattle Seahawks for girls' flag football camps on Hawaiʻi Island, engaging 200+ participants and community volunteers.
- **Global Marketing** – Executed campaigns across major markets: U.S. (11.5M impressions), Canada (Winter Olympics ads), Japan (32M reach), Korea (airline promotions), and Europe (British Museum cultural exhibit).
- **Destination Management Action Plans** – Published draft DMAPs for public review (webinars held Feb 12–25);
- **HTA Strategic** – Advanced HTA's 5-Year Strategic Plan with input from the Permitted Interaction Group; updated draft based.

At the time this report was prepared, the latest visitor statistics available were for December 2025. Our KPIs are total visitor spending and per-person-per-day spending, and each has shown an increase compared to 2024:

- Total Visitor Spending: $21.68 billion, compared to $20.49 billion in year-to-date December 2024 (+5.8%).
- Total Per Person Per Day Spending: $261.1, compared to $244.7 in year-to-date December 2024 (+6.7%).
- State Tax Revenue (direct, indirect, and induced): $3.04 billion, compared to $2.88 billion in 2024 (+5.7%).

I. OFFICE OF THE CEO

Staffing

Of HTA's 30 approved positions, six are either interim, acting, or vacant.

Position	Status
CEO & President	Caroline Anderson is Interim. HTA Board CEO Search Permitted Interaction Group and Chief Administrative Officer are working on filling the position.
Chief Brand Officer (CBO)	Jadie Good is Acting CBO. Paperwork is awaiting Governor’s approval to hire.
Chief Stewardship Officer	Vacant. Paperwork is awaiting DBEDT approval.
Budget & Finance Officer	Vacant. Position is being redescribed
Administrative Assistant	Vacant. In active recruitment
Contracts and Administrative Manager	Vacant. In active recruitment
Brand Manager	Vacant. Position is being redescribed

HTA's Chief Administrative Officer (CAO) and the Executive Assistant to the President & CEO are in the process of updating job descriptions and submitting necessary personnel forms to DBEDT to fill vacant positions. Interviews for the Contracts and Administrative Manager position will take place in late February or early March.

The Talon Kishi is now permanently the Vice President of Finance.

Legislative Update

Ongoing participation with legislative hearings and discussions with legislators Interim President & CEO has been

Emergency Management and Crisis Coordination

HTA continues to actively support Hawai‘i Emergency Management Agency’s preparedness exercises, serving as a communications link to assist Hawai‘i’s visitor industry and visitors during times of crisis. HTA engaged in several emergency preparedness and response activities. The CAO met with representatives from the Canadian Consulate to discuss emergency response protocols for Canadian visitors, and participated in daily HI-EMA updates related to the inbound storm from February 6–9, 2026. This includes ongoing coordination for Makani Pahili, with pre-impact exercises scheduled for late April and post-impact exercises in early May. Additionally, HTA participated in HI-EMA's monthly Emergency Management Officer training to strengthen collaboration and readiness efforts.

Key Operational and Strategic Focus Areas

Stakeholder Outreach and Engagement

Meeting with Japan Airlines to discuss re-entree into Kona as well as market conditions.

Public Affairs

Media

HTA's kicked off the new year with a strong, nationwide media presence. Coverage centered around the "Hawaiʻi Stays With You" campaign, Seahawks clinics, PGA events, stewardship programs, and legislative policy themes.

<u>Media Releases in January</u>

Jan. 4: HTA Launches new Campaign at LA Rams home game

Jan. 16: Hoʻoilina Scholarships Available for Public High School Graduates Pursuing a Travel Industry Management Degree

Jan. 21: Kahu ʻĀina Projects Bridge Culture and Conservation Across the Hawaiian Islands

Jan. 29: Seattle Seahawks to Host Two Free Flag Football Clinics on Hawaiʻi Island

Key Performance Indicator	January Results
Media Mentions (total)	335
Placed media (media mentions based on media releases, pitches, or public affairs contacts)	154
Media Releases	4
Estimated Audience/Exposures	780,939,003
Estimated Publicity Value (USD)	$4,202,390

Hawaiʻi Convention Center Roof Top Project

The Hawaiʻi Convention Center rooftop terrace deck repair project is **on schedule**.The project aims to restore approximately **96,000 sq. ft.** of the rooftop structure damaged by water intrusion, replacing the waterproofing system and creating a flexible outdoor event space to enhance revenue opportunities.

Current Progress:

- Pre-construction activities completed, including FF&E removal, site office setup, and protective measures for existing spaces.
- Initial demolition and surveys underway: removal of sports tile finish, topping slab demolition (27K sq. ft.), and structural inspections on girders.
- Permitting remains in progress; key issue involves fire sprinkler requirements for canopy structures, with a new ANSI flame test ordered to resolve code compliance.
- Risks include permitting delays, canopy procurement lead times, and inclement weather; mitigation strategies include value engineering and event schedule coordination.

The project remains a top priority to maintain HCC as a world-class facility and prevent further water damage to meeting spaces.

II. PROGRAM UPDATES

Destination Stewardship

In January, the Destination Stewardship team continued to advance programs across the Destination Stewardship focus areas: Destination Management, Visitor Experiences, Workforce Development, and Sports Partnerships.

Destination Management

DESTINATION MANAGEMENT ACTION PLANS (DMAPS)

See Planning Section for details for the development of the 2026 Destination Management Action Plans (DMAPs). The Destination Managers are working together with HTA's Planning Team on this effort.

SMART DESTINATION APP/GOHAWAII UPDATE

The primary milestone in January was the launch of the online tourism survey led by the Department of Business, Economic Development and Tourism (DBEDT), integrated with the Department of Agriculture and Biosecurity (DAB) Plants and Animals Declaration Form within the GoHawaii app. When arriving in Hawaiʻi from the U.S., airlines now direct passengers to complete their required agricultural forms and the optional visitor survey in the app. Upon submitting the required declaration form, users are seamlessly directed to DBEDT’s voluntary tourism survey, enabling both processes to function sequentially while maintaining separate data environments. Implementation required coordination among DBEDT, HTA, Department of Agriculture and Biosecurity (DAB), Pacific Point, and HVCB’s technology partners to ensure secure data governance, validated user flow, multilingual accessibility, and branding compliance. Email opt-ins are captured to support future visitor communications, and analytics dashboards have been deployed for ongoing monitoring.

Since the launch of the Digital Tourism Survey on the evening of December 24, 2025 through yesterday, February 18, 2026, there have been 41,700 completed Digital Tourism Surveys, averaging 732 daily surveys. 11,207 passengers opted in for marketing messages. Efforts are being made to improve the capture of partial visitor survey data. However, overall, the project has now transitioned into stabilization, establishing a foundation for enhanced digital visitor engagement and improved statewide data collection.

Visitor Experiences

KĀHEA AIRPORT GREETINGS PROGRAM

HTA partners with DOT-Airports to provide free, year-round Hawaiian entertainment and greetings, fostering a distinctive Hawai‘i sense of place for visitors entering and exiting our airports.

Entertainment is currently provided by the following schedule:

Airport	Days	Time	Location
HNL	MWF	9:30am-1:30pm	Terminal 2 Main Lobby
ITO	Mondays	9:30am-1:30pm	Hold room
OGG	Fridays	10:00am-2:00pm	Baggage Claim stage
LIH	Fridays	10:00am-2:00pm	Main Lobby Stage
KOA	Fridays	11:00am-3:00pm	Terminal 1/2

HTA‘s partnership with DOT-Airports and KHON2, brings the "HNL HI Lights" program to video monitors located in Terminal 1-Mauka at the HNL airport, showcasing local community and sports events. This initiative engages travelers with vibrant, authentic Hawaii content directly at the gate, highlighting the islands' culture and community.

HTA COMMUNITY PROGRAMS

HTA‘s community programs empower local organizations to share the heart of Hawai‘i with the world. By investing in projects created “by the community, for the community,” HTA helps preserve the unique character of our islands while offering visitors a truly authentic glimpse into our way of life.

The five HTA community programs include: Signature Events, Community Enrichment Program, Kāhu ʻĀina, Kūkulu Ola, and Hoʻokipa Malihini Initiative. Below is a list of the thirty-one (31) projects that occurred between January 1, 2026 to February 28, 2026:

Program Name	Date	Location	Event/Project Name
Signature Events	1/16/2026 to 1/19/2026	Oahu	8thAnnual TransPacific Volleyball Championships
Community Enrichment Program	1/1/2026 to 2/28/2026	Oahu	Wahi Pana: Stories Places
	1/16/2026 to 1/31/2026	Maui	Celebrating the Visual Arts of Hawaii “Juried Exhibition”
	2/6/2026	Maui	Wailuku First Friday
	2/2/2026, 2/9/2026, 2/16/2026, & 2/23/2026	Kauai	E Kanikapila Kakaou 2026
	2/7/2026	Oahu	World Wetlands Day 2026 at Keawawa Wetland
	2/7/2026	Waimea, Hawaii	Kahilu Festival Series: “Waimea Cherry Blossom Heritage Festival”
	2/13/2026, 2/14/2026, & 2/15/2026	Oahu	Zippys Hawaii Esports Invitational
	2/14/2026, 2/15/2026, 2/16/2026	Oahu	2026 Hawaii Club Volleyball Championship Series “Shaka Classic”
	2/14/2026	Kona	Wiliwili Love Festival
	2/14/2026 & 2/15/2026	Hilo	Panaʻewa Stampede Rodeo
	2/15/2026 to 2/22/2026	Kauai	Waimea Town Celebration: Heritage of Aloha 2026
	2/28/2026	Oahu	The Art of Hawaiian Pāʻū
Kahu Aina	1/10/2026 & 1/14/2026	Hilo	Malama Aina Community Workday
	1/15/2026 & 2/19/2026	Maui	Honolula Hands-on Conservation
	2/14/2026	Oahu	Komo I Ka Aina
Kukulu Ola	1/1/2026 to 2/28/2026	Kauai	An Interpretive Plan for Limahuʻli Tours (Garden Tours)
	1/3/2026 to 1/31/2026	Oahu	Explorers of Lawaiʻa & Kaulana Mahina
	1/17/2026	Kauai	Hihiakalahau: Wailua Work Day
	2/7/2025	Oahu	Niho ʻOki (Sharkʻs-tooth Knife) Workshop with ʻUmi Kai
	2/7/2026	Molokai	Me Ke Aloha Project
	1/11/2026 & 2/8/2025	Oahu	2025-2026 Kamaʻaina Sunday at Iolani Palace
	1/10/2026 & 2/8/2026	Hilo	Hula Arts at Kilauea
	2/15/2026	Hilo	E ʻŌlelo Hawaiʻi Kākou
	1/21/2026 & 2/18/2026	Hilo	Holomua Imu Mea Ai/ Imu building workshop
	1/13,1/20,1/27, 2/3, 2/10, 2/17, 2/24/2026	Hilo	Hilo Harbor Pier Greetings Program

Hoʻokipa Malihini Initiative	1/13,1/20,1/27, 2/3, 2/10, 2/17, 2/24/2026	Hilo	Hilo Gateway Information & Hawaiian Culture Program
	1/7,1/14,1/21,1/28, 2/4, 2/5, 2/11, 2/18, 2/20, 2/25, 2/26/2026	Kona	Aloha Greeting & Cultural Program (Kailua-Kona Pier)
	1/3,1/10,1/17,1/24,1/31, 2/7, 2/14, 2/21, 2/28/2026	Oahu	2025 Kuhio Beach Hula Show & Torch Lighting
	1/7,1/14,1/21,1/28/2026	Oahu	The Return of Kapaemahu Hula Mound Performances
	2/6/2026 & 2/20/2026	Oahu	Waikiki By Moonlight

Workforce Development

HO'OILINA HAWAII SCHOLARSHIP PROGRAM 2026 COHORT

The Hoʻoilina (legacy) Hawaii Scholarship invests in the next generation of travel industry professionals by providing financial support to five (5) deserving Hawaiʻi public high school graduates interested pursuing a management career in the visitor industry. Each recipient receives up to $12,000 annually for four years to obtain a Bachelor of Science in Travel Industry Management (TIM) at UH Mānoa. The ***application deadline is March 1, 2026***. Hawai'i public high school seniors graduating in 2026 can apply at shidler.hawaii.edu/tim/hooilina-scholarship

Sports Partnerships

This program is designed to strengthen Hawaiʻi's position as a premier destination for sports tourism and events while fostering community well-being and economic benefits. Through strategic partnerships, branding initiatives, and sustainable funding models, the program aims to deliver long-term value for Hawaiʻi residents and visitors alike.

SEATTLE SEAHAWKS GIRLS FLAG FOOTBALL CAMPS

On Saturday, January 31st and Sunday, February 1st, the Seattle Seahawks hosted their second annual girls flag football camps on Hawaii Island. The events were held at Waiakea High School on the Hilo side of the island, and on the Kona side at Kealakehe High School. Over two hundred high school girls from ages fourteen to seventeen turned out to participate in the events with parents and community members supporting and volunteering to help coach and run drill stations. On Sunday, in Kealakehe, a Seattle Seahawks legend, and former Seahawks Offensive Lineman, Max Unger and local Kona resident turned out to encourage and cheer on the participants and take pictures with the girls and fans alike. HTA hopes to continue the partnership with Seattle Seahawks and set up more of these community engagement events for local residents and more importantly, to be on the ground level of creating and a recruiting opportunity for girls in the upcoming 2028 Summer Olympics in Los Angeles and the newly sanctioned Olympic Sport - Flag Football.

Brand Marketing

In January, the brand team focused on closing out 2025 contracts by reviewing final deliverables and conducting performance evaluations. In early February, HTA made adjustments to market coverage as part of ongoing efforts to strengthen alignment, improve coordination, and enhance overall effectiveness across markets. As part of this realignment, Canada will transition back under U.S. market oversight, and future RFP will be issued under a North America designation, consistent with the previous structure.

The team has been working with the Global Marketing Team to ensure a smooth transition throughout this process.

USA Major Market Area

In January, the “Hawai‘i Stays With You” campaign launched through a coordinated, multi-channel effort targeting the Hawai‘i traveler. The rollout included paid digital, paid social, consumer email, and a high-visibility launch event at the Los Angeles Rams game at SoFi Stadium. From January 5–31, paid digital and advanced TV/OTT advertising generated strong reach, delivering 11.5 million impressions through Amazon, Samsung, LG, and Roku, plus 2.8 million impressions via programmatic digital and search. Paid social media across Meta, TikTok, and YouTube generated 57.6 million impressions in January, including 54.6 million from the campaign alone, along with 25.8K engagements. Short-form “Hero” creative delivered the most cost-efficient awareness, while 30-second “Adventure” storytelling drove higher engagement.

$6 Million USA Maui Emergency Marketing Campaign

The Maui Emergency Marketing Campaign supported the recovery through the wholesaler co-op program, which wrapped up in December 15 with partners including Expedia, Costco Travel, ALG Vacations, Delta Vacations, Pleasant Holidays, and Classic Vacations. Partners reported some production adjustments in January, with year-over-year aggregate room night performance as follows: June – 59,960 (100%), July – 67,604 (117%), August – 69,373 (140%), September – 62,626 (125%), October – 60,401 (118%), November – 59,886 (126%), and December – 63,454 (130%).

Concurrently, the Campaign research study is underway to assess campaign effectiveness, visitor sentiment, offering insights for future recovery strategies. The study has three phases: Pre-Wave (completed August 2025), Recall & Creative Impact (measuring familiarity, perception, and likelihood to visit Hawai‘i, with results expected February 2026), and ROI Analysis (scheduled for late March 2026).

Canada Major Market Area

Canadians who are watching the Winter Olympics on TV have also been seeing the new Hawai‘i Stays With You :15 and :30-second ads. In-between favorite sports such as hockey, snowboarding, and curling, the fresh new ad creative has been sharing our messaging. The profile of the viewers aligns strongly with potential travelers and is running on CBC (Canadian Broadcasting Corporation) in Ontario, specifically online video, and connected television inventory (with over 15 hours of daily live sports coverage!). The schedule will continue for the full duration of the Winter Olympics, ending on February 22. Olympic content on CBC GEM (app) saw a 249% increase in streams from Toyko2020 to Paris2024, emphasizing growing digital viewership. There was a total of 219.3M Page Views / 73M Video Views / 29M Hours Streamed during the Paris Games. The anticipated impressions for Hawai‘i ads are 350,480 targeted impressions.

Japan Major Market Area

HTJ continued promoting its Yappari Hawai‘i campaign, positioning Hawai‘i as travelers’ next overseas destination. The campaign video flight at Shibuya Scramble Crossing, one of Tokyo’s busiest pedestrian intersections, concluded on January 27 and reached over 32 million people in January. In addition, HTJ ran targeted advertising on YouTube and social media from January 16–31 to promote Hawai‘i weddings and golf to high-spending audiences, generating nearly 1 million impressions.

Korea Major Market Area

HTK launched a partnership with Korean Air on February 12 to promote the ICN–HNL route across 13 Korean OTA partners. The campaign will feature a dedicated promotional page and homepage placements to drive incremental ticket sales and will run through March, targeting 400 incremental tickets year over year. Additionally, HTK supported the Korean Broadcasting System’s travel program Walking into the World with on-location filming on Hawai‘i Island and O‘ahu. The segment aired on February 7 and showcased nature-based experiences, including stargazing and trekking through Hawai‘i Volcanoes National Park. The broadcast reached a national audience of approximately 600,000 viewers.

Europe Major Market Area

The British Museum’s *Hawai’i: A Kingdom Crossing Oceans* opened on January 15 and runs through May 25, 2026. To leverage this high-profile cultural partnership, HTE hosted 21 product managers and key media for an exclusive, after-hours behind-the-scenes tour on January 22. Led by an exhibition curator, the tour offered in-depth insight into the artifacts and the historic connections between Hawai‘i and Great Britain. The exhibition has been widely praised for its sensitivity and for authentically honoring the Hawaiian culture, with Hawaiian chants and mele resonating powerfully within the iconic setting of the British Museum. The exhibition is projected to reach approximately 80,000 visitors and generate 50 million campaign impressions during the exhibition peiod. Notably, the exhibition marks the first time the museum is featuring ‘Ōlelo Hawai‘i.

China Major Market Area

HTC began the year strongly by building new partnerships and strengthening existing ones. In January, key activities included deepening collaboration with wholesalers Utour and DISTA, securing the 2026 Tuniu Select Destination Award, and meeting with Air China, Sichuan Airlines, and Tongcheng Travel to explore air connectivity, charter opportunities, and OTA partnerships. HTC also established cooperation with Caissa Tourism and delivered destination presentations and customized sales training to more than 150 travel professionals in Hunan, reinforcing Hawaiʻi's visibility and competitive positioning in China's outbound market. Additionally, HTC engaged over 1,200 participants through a hula workshop and is planning multiple Hawaiʻi-focused training sessions throughout 2026 to further enhance agent expertise and expand destination-specific product offerings.

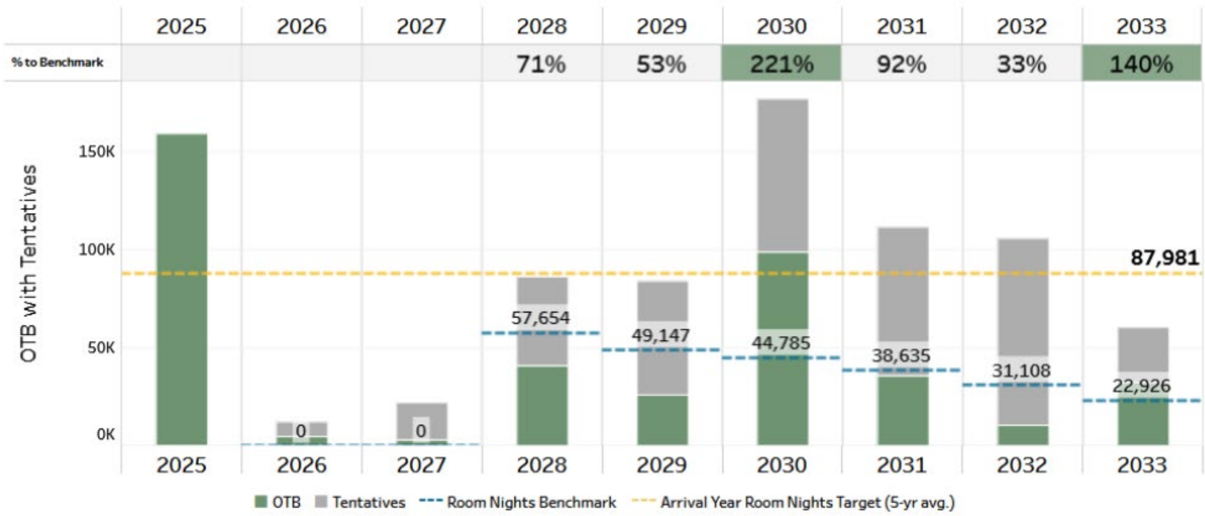
Taiwan Major Market Area

To rebuild Hawaiʻi's presence in Taiwan's travel market, HTT concentrated in January on strengthening partnerships and advancing product development. The team held strategic meetings with airlines, travel agencies, and government partners to drive collaborative initiatives. Key efforts included launching the JAP PAK consortium with Japan Airlines and eight travel agencies, featuring a Hawaiʻi cruise paired with pre- and post-stays on Oʻahu; exploring OTA co-op promotions and influencer campaigns with ANA; and working with premium agencies—Pacific Travel, Seascape Escape Travel, and Essence Travel—to design high-quality Hawaiʻi travel experiences. HTT also partnered with EZ Travel on a March–May influencer and digital campaign targeting FIT travelers, collaborated with the Council of Indigenous Peoples to expand the Aloha Festival in Taipei later this year, and coordinated with AIT and Starlux Airlines to explore potential interline and codeshare agreements with Alaska Airlines.

Meet Hawaiʻi - Sales Production

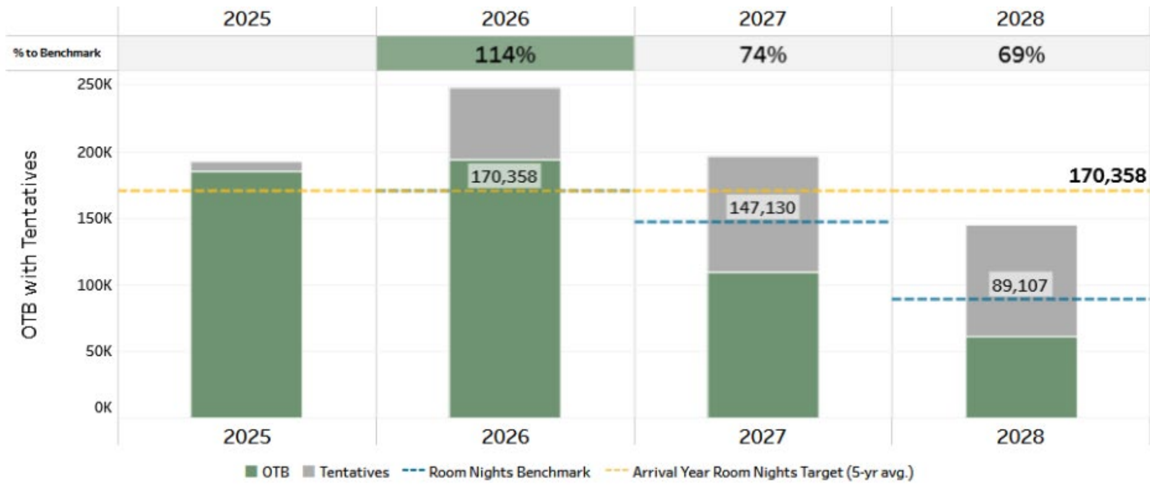
Citywide: In January, citywide sales efforts centered on cultivating long-term demand for 2028 and later, in response to extended booking timelines and continued planner caution. While inbound RFP activity softened, client engagement remained strong through events and targeted outreach. Overall, the focus remained on building a strong pipeline and strategically positioning for future-year commitments. The pipeline includes six tentative 2028 opportunities (34,000 TRNs) and three active 2026–2027 pursuits (10,650 TRNs). A renewed 2028–2029 campaign aims to secure commitments by June 30, with most booking production projected for Q2.

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



Single-Property: The Single Property team began 2026 with strong momentum, driven by increased definite bookings and a healthy forward-looking pipeline. January delivered 11 new bookings totaling 11,516 room nights (+2,287 YOY), led by Consumer Products and High-Tech, with nearly 69% contracted for 2026–2027. Maui and O‘ahu delivered similar volume, with Maui generating higher visitor spend ($8.5M) and the top conversion rate (39.4%). Business was primarily West Coast–driven, with early recovery signals from Japan. The pipeline remains healthy with 96 new leads (60,640 room nights), slightly ahead of last year. Focus continues on 2026–2027 opportunities and priority segments amid shifting U.S. MCI demand.

FuturePace Report: Single Property 3-year Pace



Global Marketing Team Events

Date	Location	Event/Project Name	HTA Program
February 5	Zurich, Switzerland	Visit USA Island Hopping Trade Training	Europe MMA
February 26	Virtual	Mālama Hawaiʻi training session	Japan MMA
February 27	Virtual	Media Webinar	Japan MMA
February	Korea	AI Chatbot Launch & Influencer Content	Korea MMA
February	Korea	YouTube Content Release – Neighbor Island	Korea MMA
February – March	Korea	Incentive Promotion with Korean Air	Korea MMA
February – May	Korea	Hawai’i Golf Promotion with Asiana Airlines	Korea MMA
Q1 (January – March)	Australia & New Zealand	Ocean Film Fest	Oceania MMA
February 14	Auckland, New Zealand	Flight Center Consumer Expo	Oceania MMA
February	Taiwan	JAL PAK Trade & Media Meeting with STARLUX	Taiwan MMA
February 5	Sydney	DMS Connect	Meet Hawaiʻi
February 6	Honolulu, HI	PATA Economic Outlook	Meet Hawaiʻi
February 9-11	Melbourne	AIME 2026	Meet Hawaiʻi
February 23-27	New Jersey / New York	Meet NY and Sales Calls	Meet Hawaiʻi
February 24	Sacramento, CA	MPI Sacramento Sierra Nevada Chapter Crab Feed	Meet Hawaiʻi
February 24	Honolulu, HI	Aloha MPI	Meet Hawaiʻi

Hawaiʻi Convention Center Events through Meet Hawaii

Date	Event Name	# of Attendees

February 14 - 16	AAU Shaka Classic 2026	7500
February 19 - 22	17th Annual Hawaii Volleyball Combine	450
February 21	TSF's Honolulu Patient Day for Rare Neuroinflammatory Disorders	100
February 28	International Fashion Week Hawaii	300

Planning

Destination Management Action Plans

The Destination Management Action Plans (DMAPs) are a key way HTA carries out its strategy to manage tourism in a way that supports residents, protects cultural and natural resources, and strengthens the long-term health of each island. The next version of the DMAPs will focus on priority hotspots and outline actions to mitigate or prevent further impact.

This month, the draft DMAPs were published for public review, available on the HTA website. Feedback from the community during this period is a vital part of the planning process and will guide our final edits. The public review period runs until March 2, 2026.

HTA is also hosting a series of island-specific webinars to present the priority hotspots and proposed actions for each DMAP. These webinars are recorded and posted on the HTA website for those unable to attend live.

Event	Date
Hawaiʻi Island webinar	Thursday February 12, 12-1pm
Oʻahu webinar	Wednesday February 18, 10-11am
Maui webinar	Wednesday February 18, 12-1pm
Kauaʻi webinar	Thursday February 19, 12-1pm
Lānaʻi webinar	Wednesday February 19, 5:30-6:30pm
Molokaʻi webinar	Wednesday February 25, 12-1pm

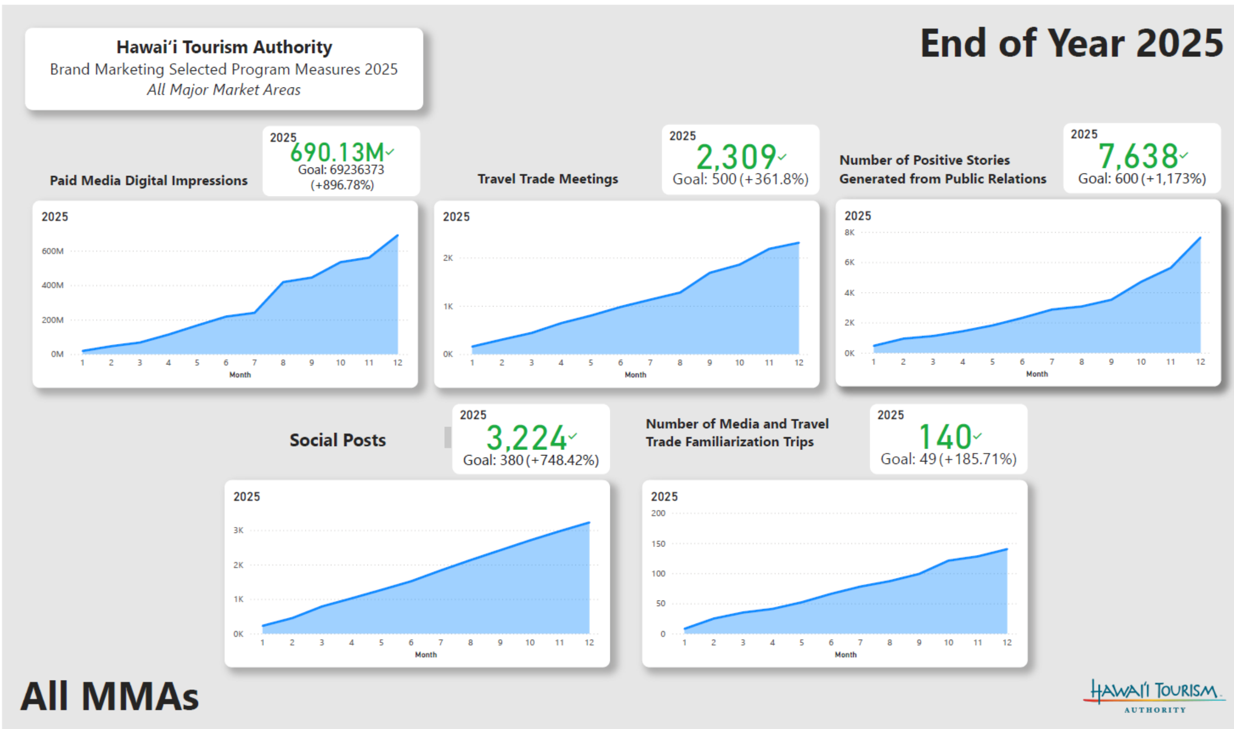
After the public review period closes on March 2nd, HTA planning and destination management teams will digest the feedback and finalize the DMAPs' content in consultation with each island's Advisory Group and relevant state and county agencies before presenting to the HTA Advisory Board.

HTA's 5-Year Strategic Plan

The HTA Strategic Plan Permitted Interaction Group (PIG) was convened for guidance and feedback on the draft 5-Year Strategic Plan during the month of February. Staff has been updating the draft based on input from the PIG. The PIG will report to the full Advisory Board during its February meeting.

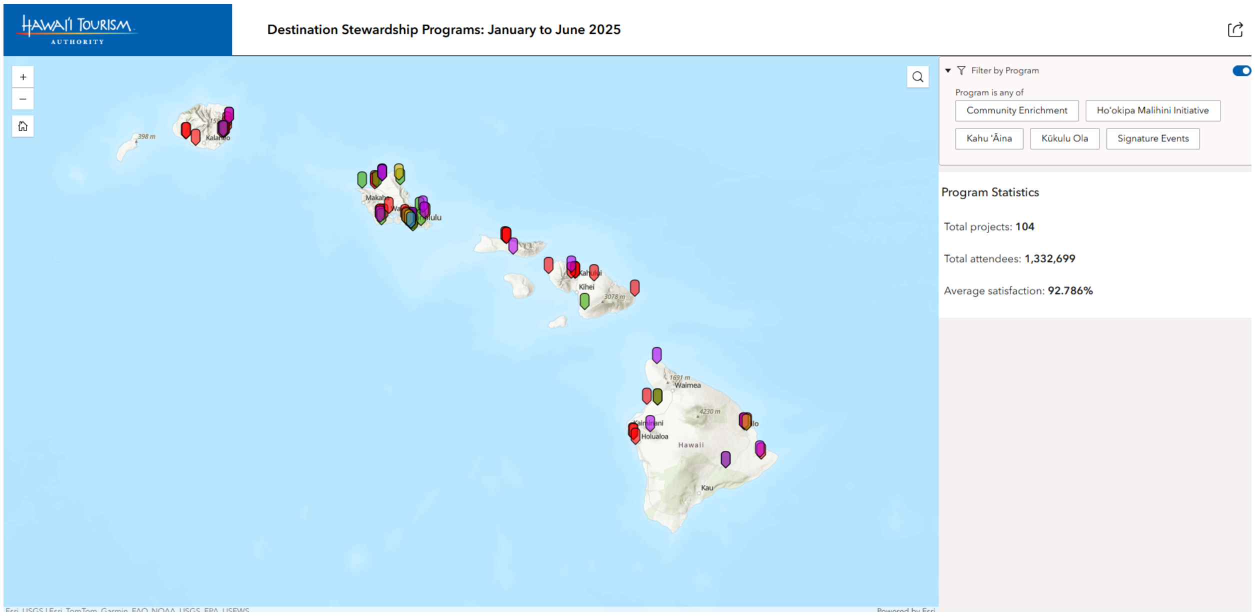
Program Evaluation

Working with HTA's Global Marketing Teams' 2025 programs and activities across several selected measures, dashboards have been created on their key measures of performance. All indicators exceeded their targets last year and will be carried over into 2026 to compare year-over-year results. Indicators for individual MMAs are listed in the Appendix.



Mapping Community Impact

The Planning team also mapped our Destination Stewardship's community programs to show their impact across the state. Our community programs reached over 1.3 million residents and visitors from January to June 2025, based on the latest data available. These events generated \$1.07 billion in direct visitor expenditures and \$1.94 billion in generated sales, based on preliminary analysis.



These dashboards and maps will be available on HTA's website at the end of February to share our progress on key programs. The data for these visualizations will be updated regularly: quarterly for Brand Marketing KPIs and semi-annually for Community Programs.

After analysis we expect to update our visualizations based on the following calendar:

Month	Brand Marketing Data	Destination Stewardship Data
Feb	Brand Marketing Plan (BMP) previous year Q4 and whole year KPIs	
Mar		Previous year's Jul – Dec Community Programs
Apr	BMP Q1 of current year	
Jul	BMP Q2 of current year	
Oct	BMP Q3 of current year	Current year's Jan – Jun Community Programs

III. FINANCIALS

HTA's financial results will be presented at the April meeting.

IV. PROCUREMENT

Executed Contracts

There were no contracts/agreements executed during January 16 – February 15, 2026.

Current Procurements

HTA regularly issues open solicitations – Requests for Proposals, Requests for Qualifications and Invitations for Bids – to secure professional services from qualified contractors in support of HTA's mission on behalf of the State of Hawai'i. There are no active open solicitations at this time.

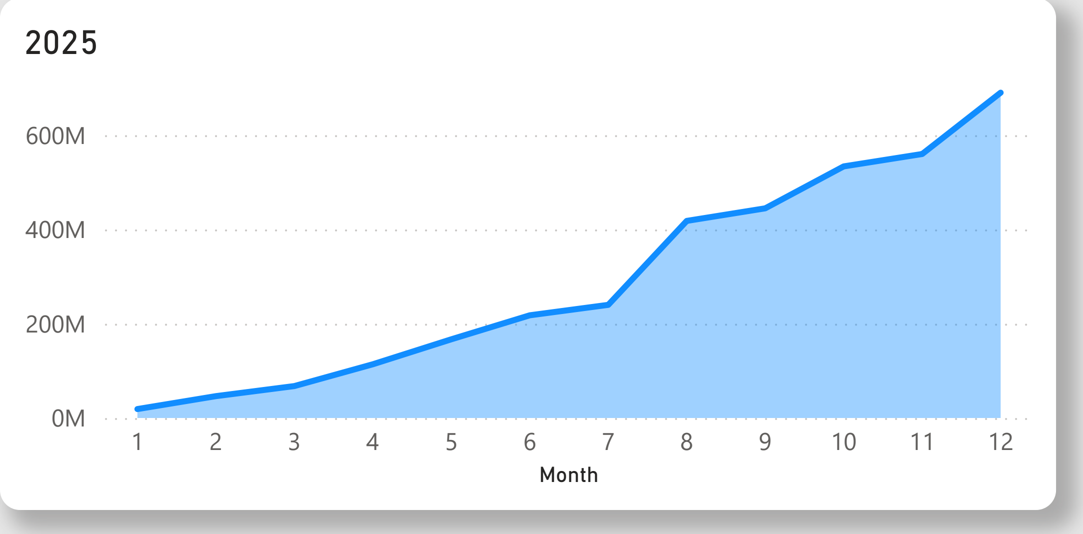
Appendix
Brand Marketing Selected Measures for Major Market Areas
End of Year 2025

End of Year 2025

Hawai'i Tourism Authority
Brand Marketing Selected Program Measures 2025
All Major Market Areas

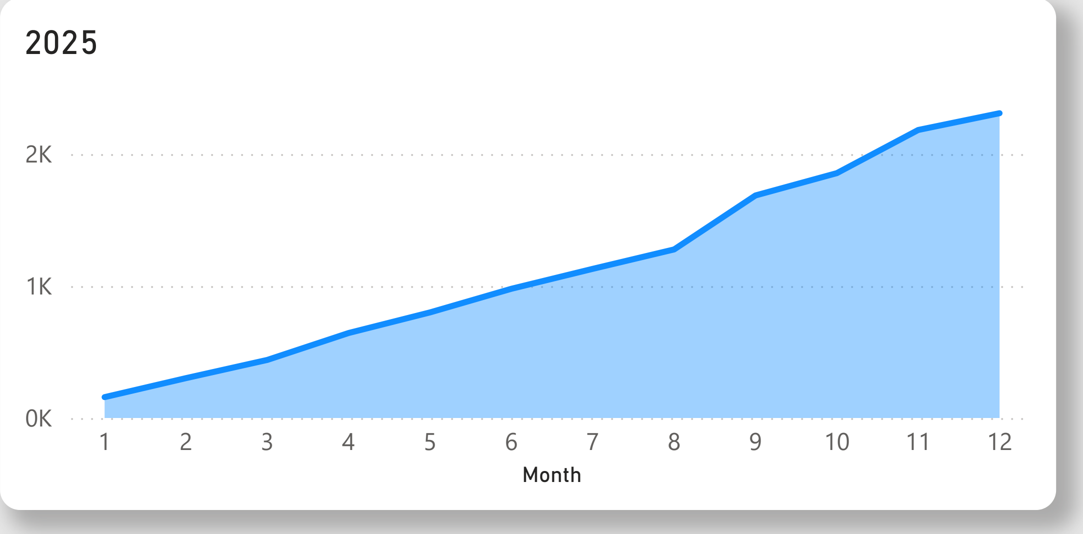
Paid Media Digital Impressions

2025
690.13M
Goal: 69236373 (+896.78%)



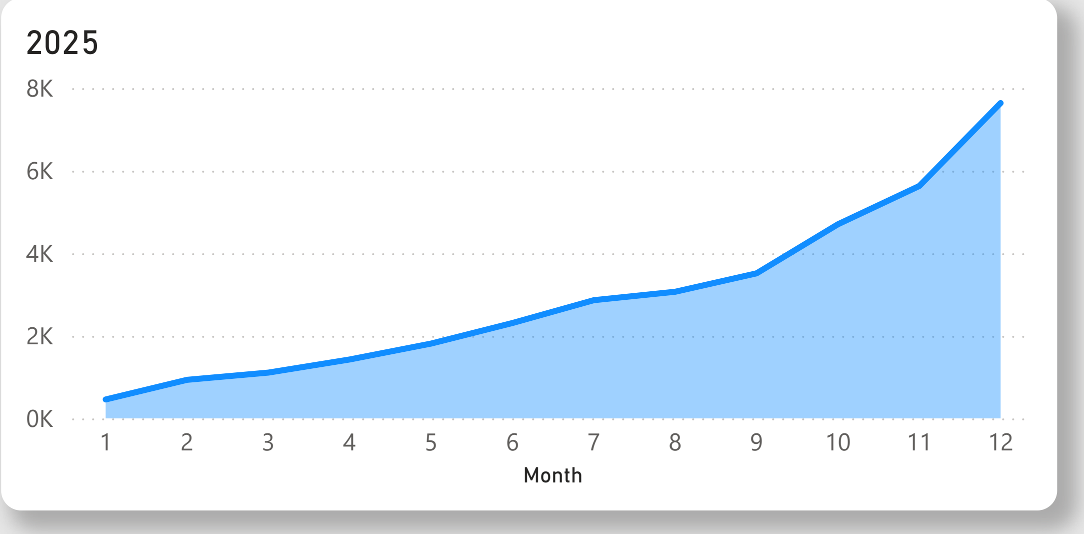
Travel Trade Meetings

2025
2,309
Goal: 500 (+361.8%)



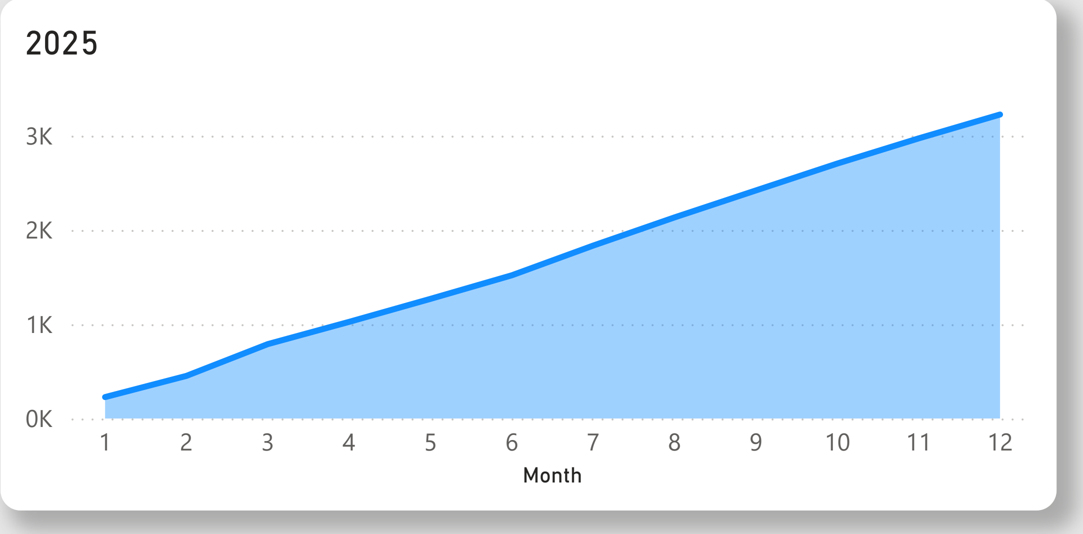
Number of Positive Stories Generated from Public Relations

2025
7,638
Goal: 600 (+1,173%)



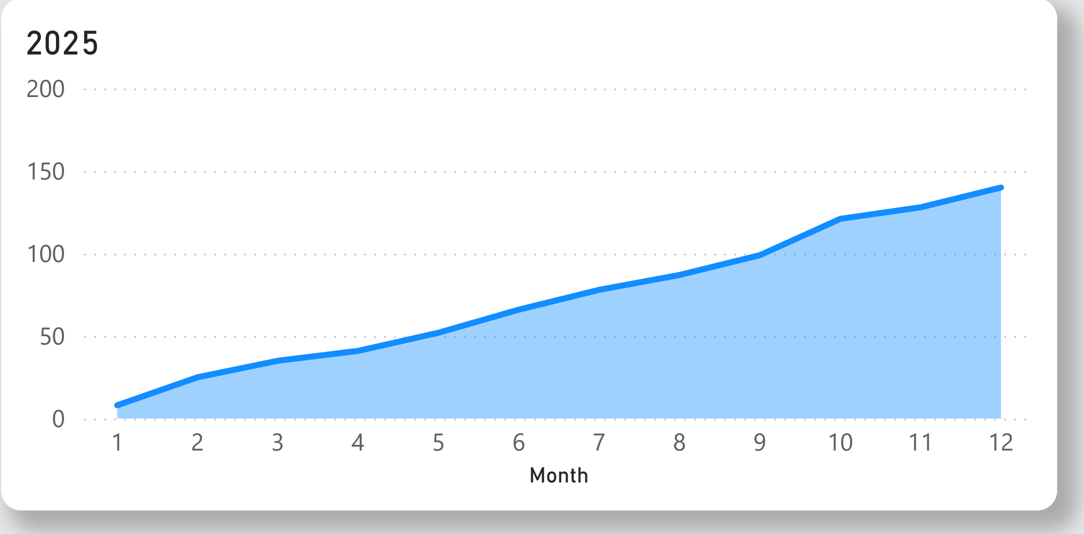
Social Posts

2025
3,224
Goal: 380 (+748.42%)



Number of Media and Travel Trade Familiarization Trips

2025
140
Goal: 49 (+185.71%)



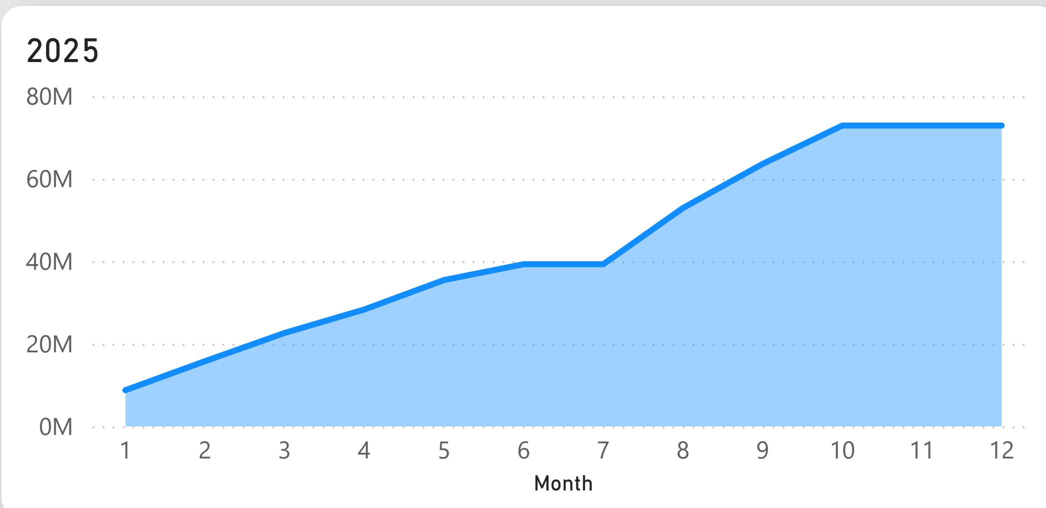
All MMAs

Hawai‘i Tourism Authority
Brand Marketing Selected Program Measures 2025
USA MMA

End of Year 2025

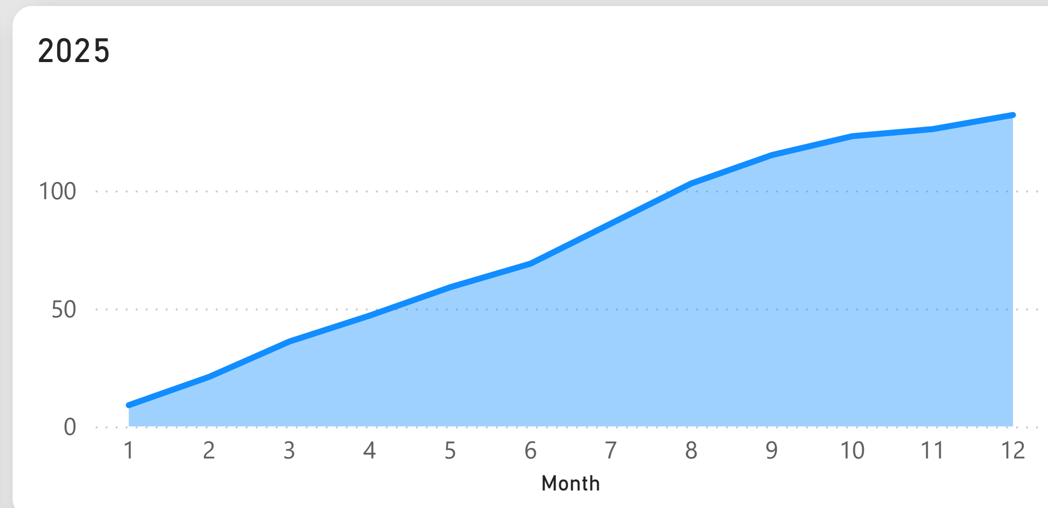
Paid Media Digital Impressions

2025
72.87M
Goal: 69236373 (+5.24%)



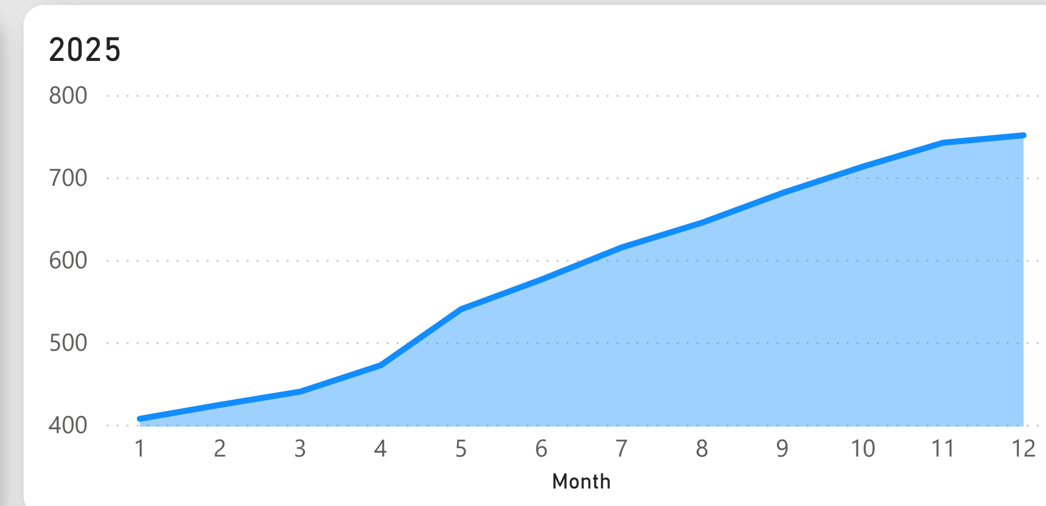
Travel Trade Meetings

2025
132
Goal: 64 (+106.25%)



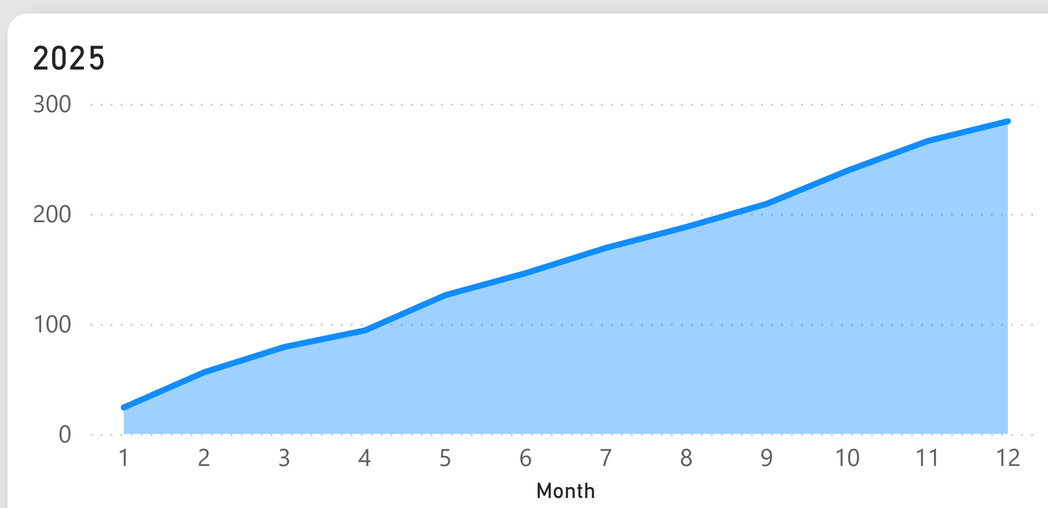
Number of Positive Stories Generated from Public Relations

2025
751
Goal: 157 (+378.34%)



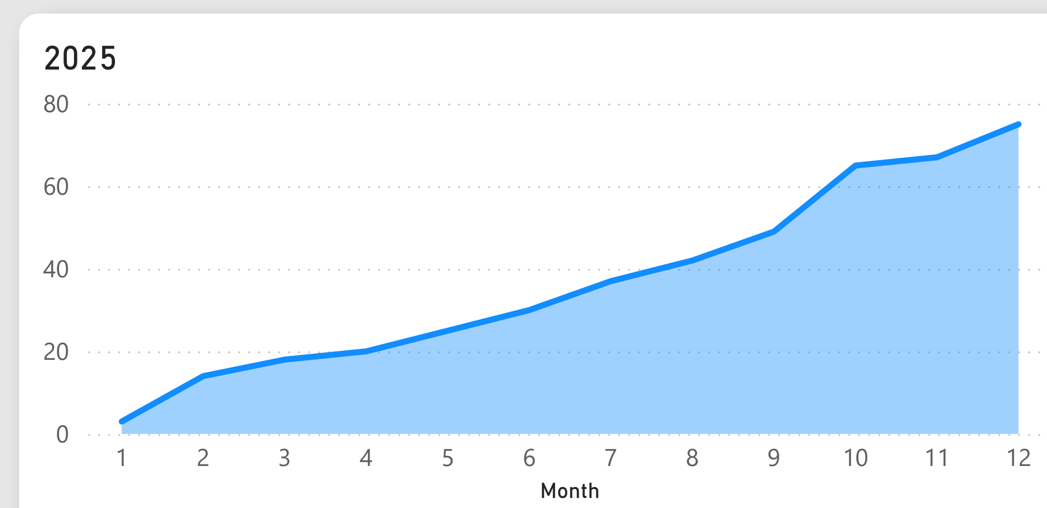
Social Posts

2025
284
Goal: 138 (+105.8%)



Number of Media and Travel Trade Familiarization Trips

2025
75
Goal: 49 (+53.06%)



USA

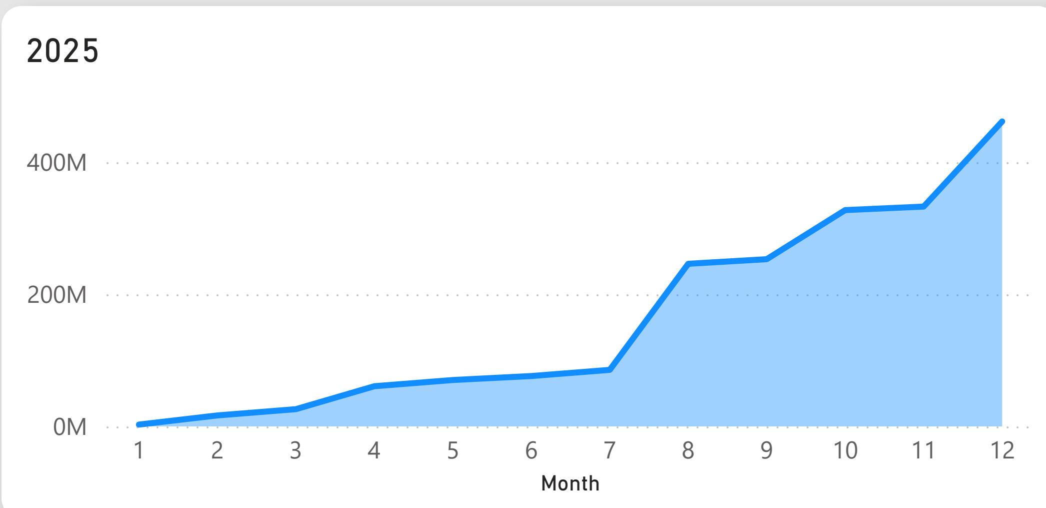
Hawai‘i Tourism Authority

Hawai'i Tourism Authority
Brand Marketing Selected Program Measures 2025
Japan MMA

End of Year 2025

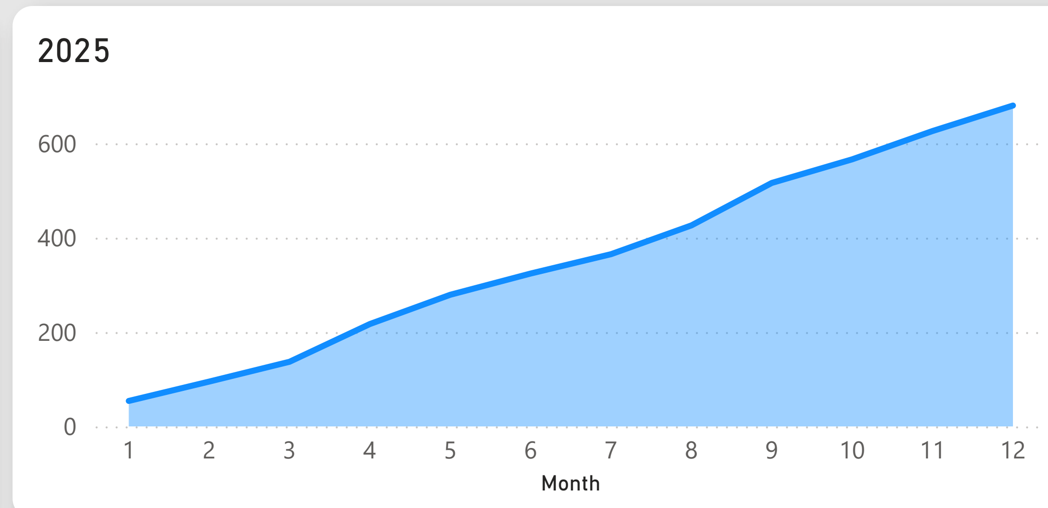
Paid Media Digital Impressions

2025
461.63M
Goal: 18947364 (+2,336.37%)



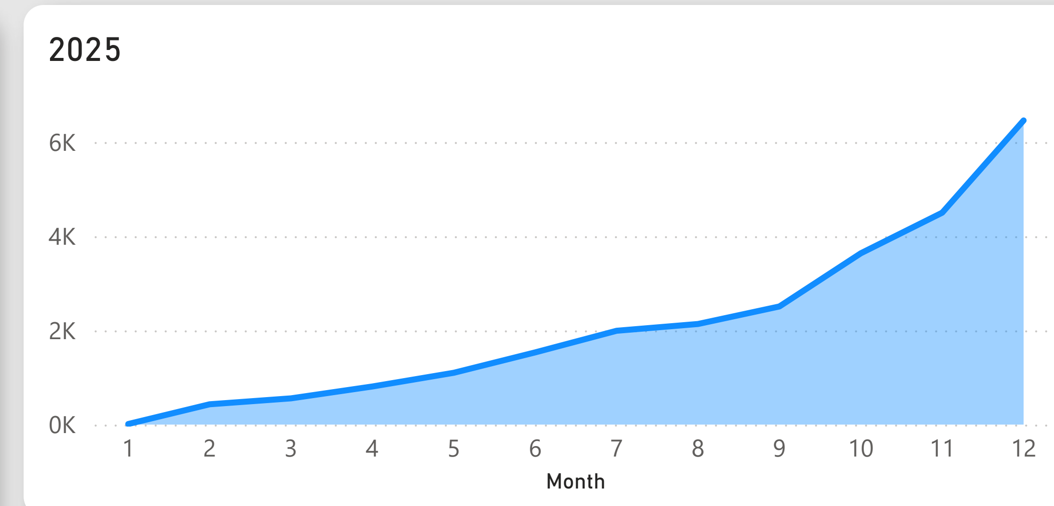
Travel Trade Meetings

2025
680
Goal: 500 (+36%)



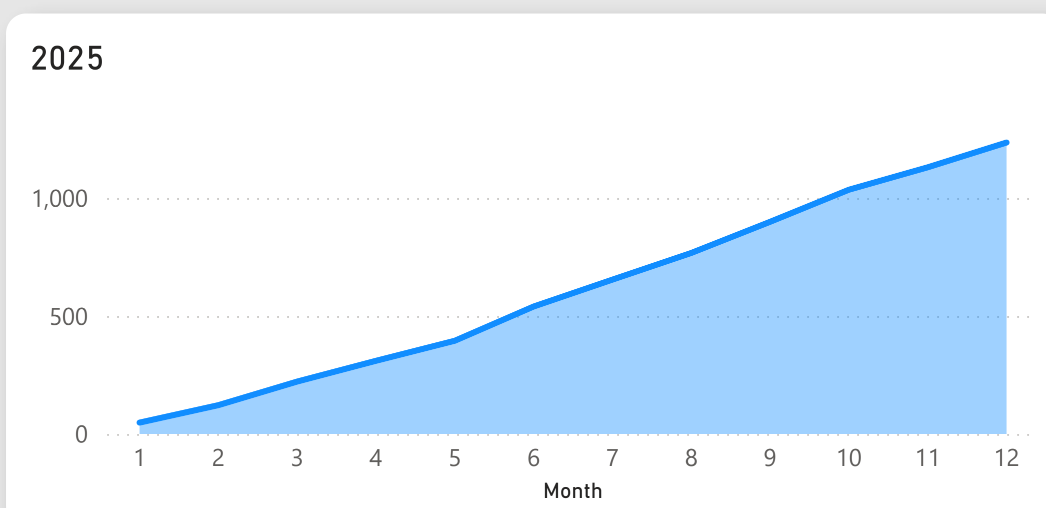
Number of Positive Stories Generated from Public Relations

2025
6,458
Goal: 600 (+976.33%)



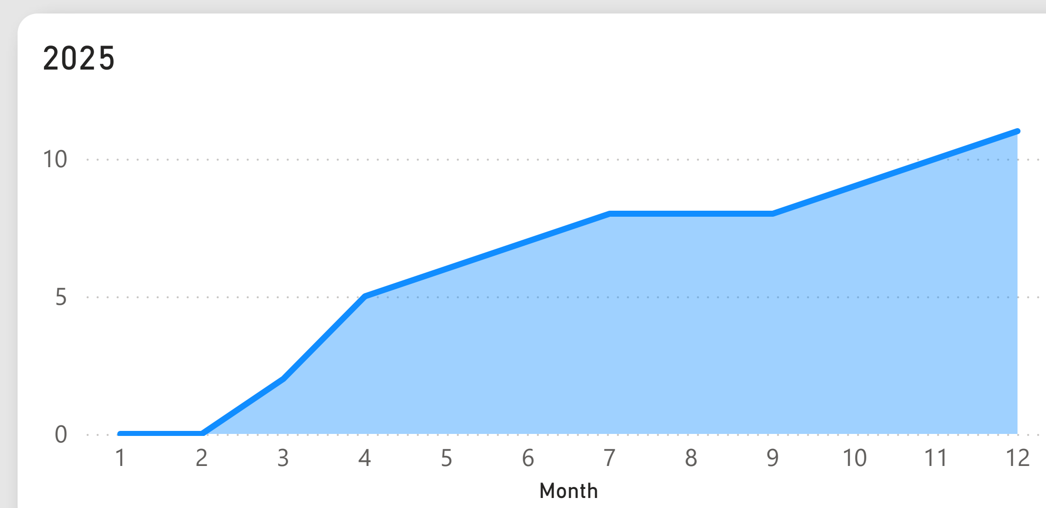
Social Posts

2025
1,235
Goal: 380 (+225%)



Number of Media and Travel Trade Familiarization Trips

2025
11
Goal: 6 (+83.33%)



Japan

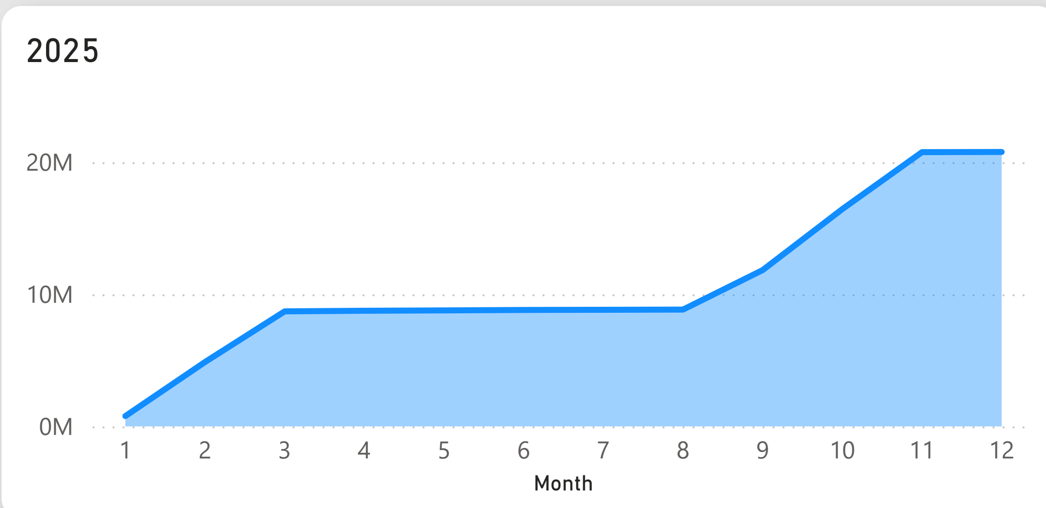
Hawai'i Tourism Authority

End of Year 2025

Hawai'i Tourism Authority
Brand Marketing Selected Program Measures 2025
Canada MMA

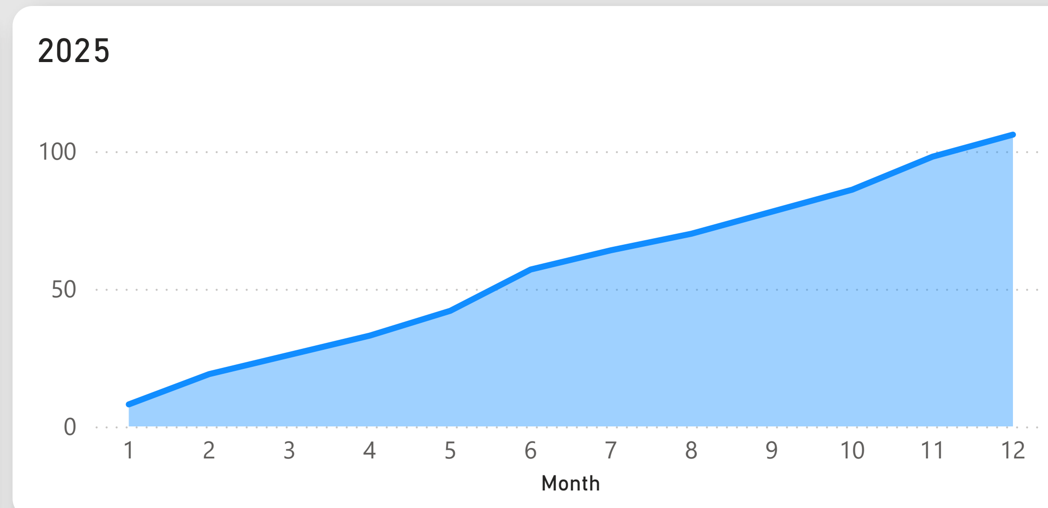
Paid Media Digital Impressions

2025
20.77M ✓
Goal: 12484800 (+66.37%)



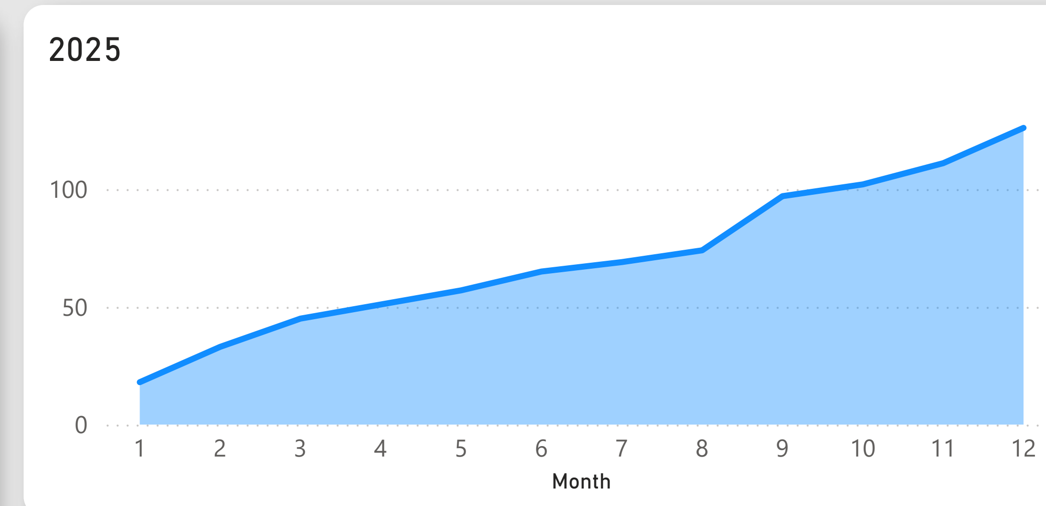
Travel Trade Meetings

2025
106 ✓
Goal: 100 (+6%)



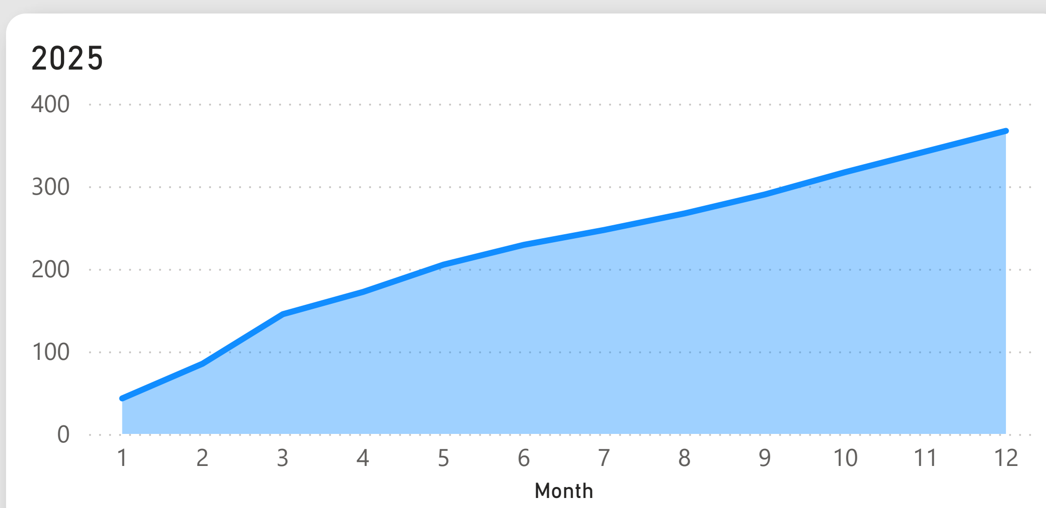
Number of Positive Stories Generated from Public Relations

2025
126 ✓
Goal: 40 (+215%)



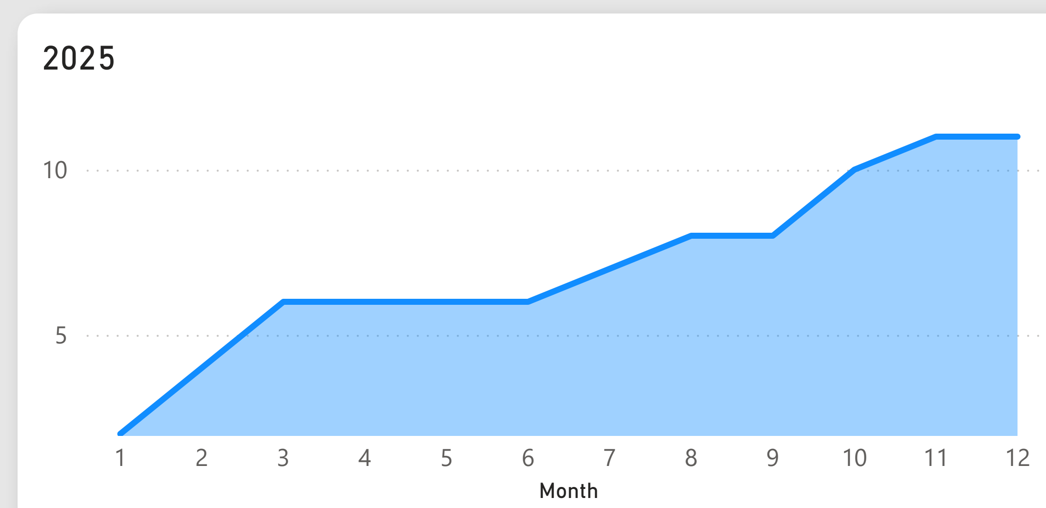
Social Posts

2025
367 ✓
Goal: 208 (+76.44%)



Number of Media and Travel Trade Familiarization Trips

2025
11 ✓
Goal: 4 (+175%)



Canada

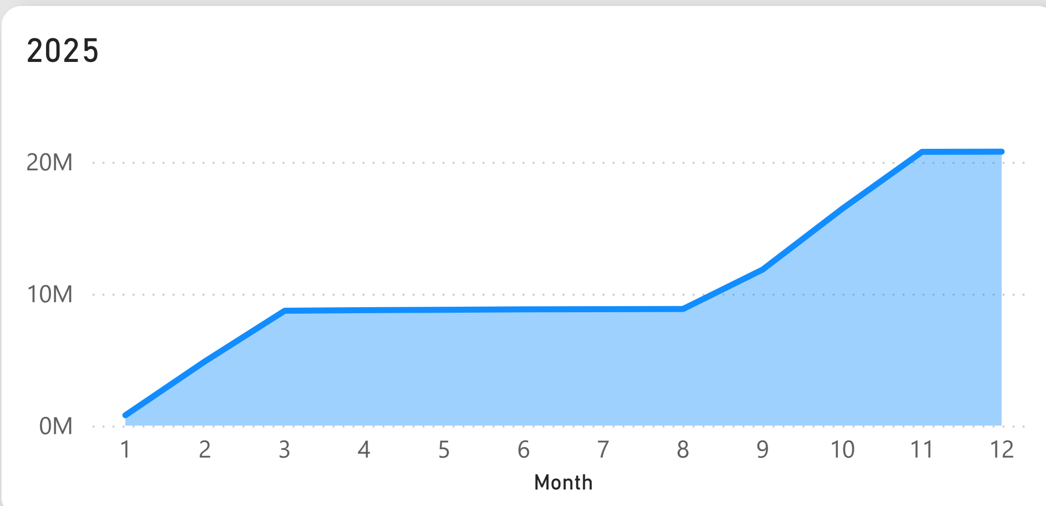
Hawai'i Tourism Authority

Hawai‘i Tourism Authority
Brand Marketing Selected Program Measures 2025
Oceania MMA

End of Year 2025

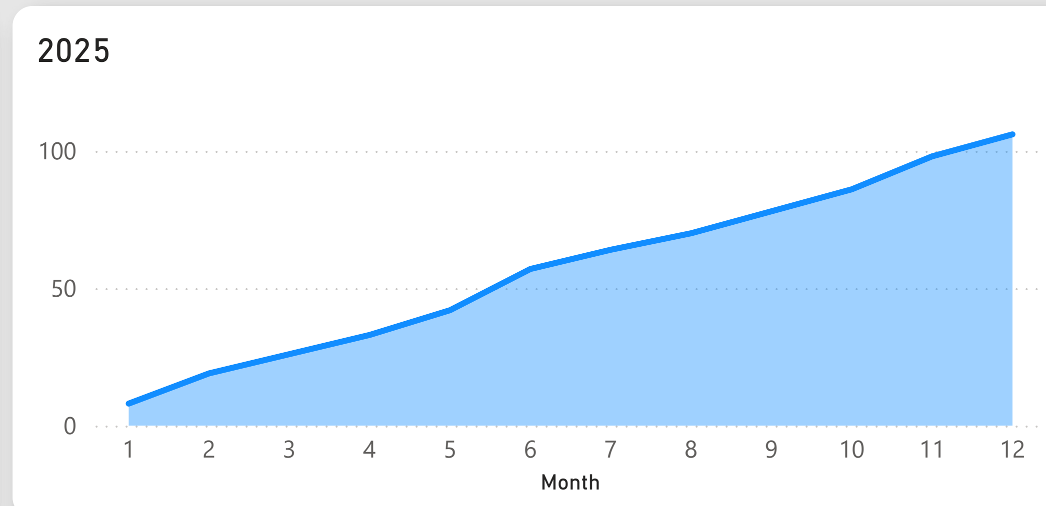
Paid Media Digital Impressions

2025
20.77M
Goal: 12484800 (+66.37%)



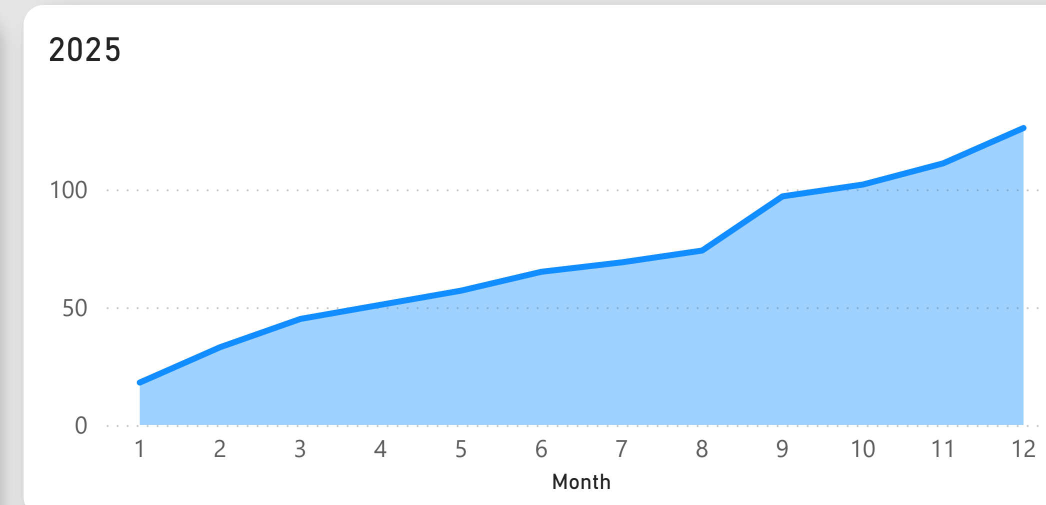
Travel Trade Meetings

2025
106
Goal: 100 (+6%)



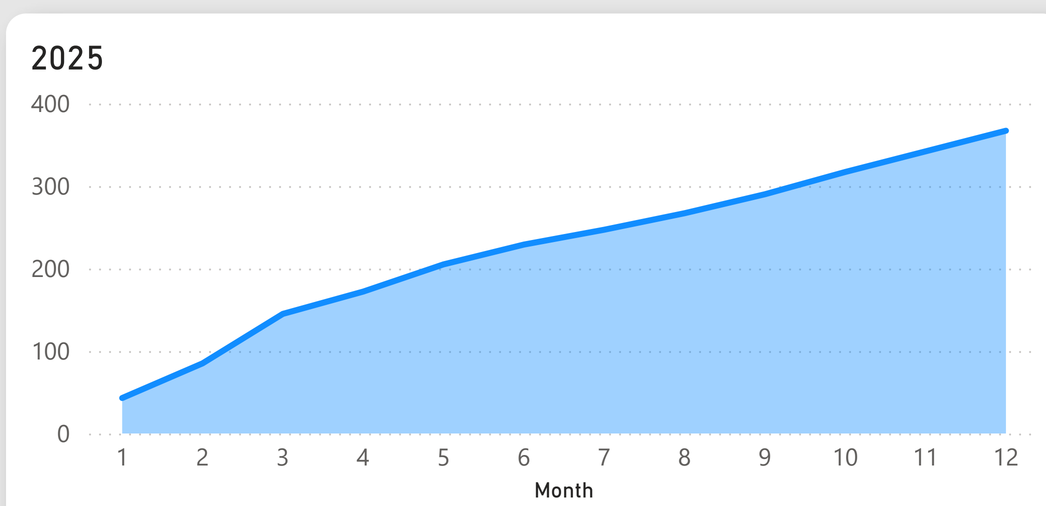
Number of Positive Stories Generated from Public Relations

2025
126
Goal: 40 (+215%)



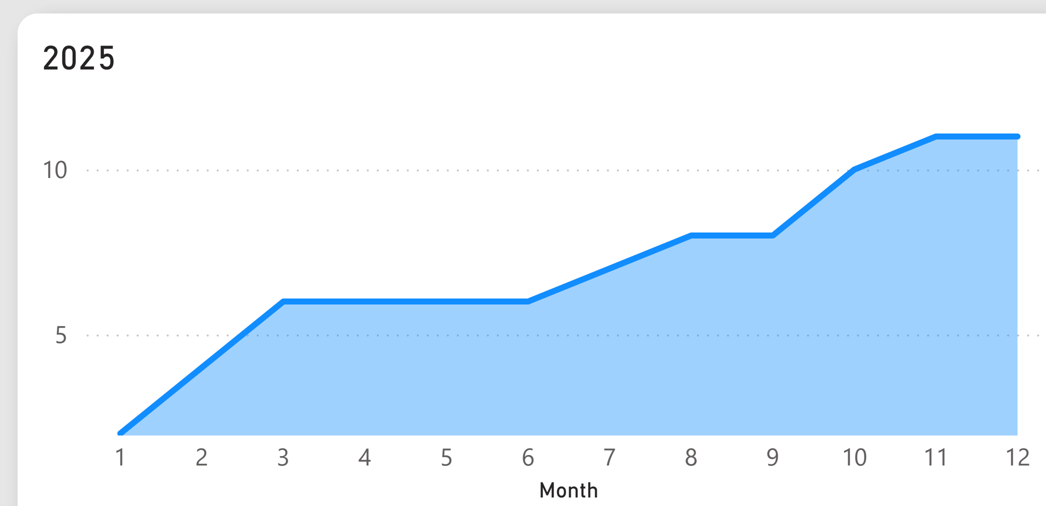
Social Posts

2025
367
Goal: 208 (+76.44%)



Number of Media and Travel Trade Familiarization Trips

2025
11
Goal: 4 (+175%)



Oceania

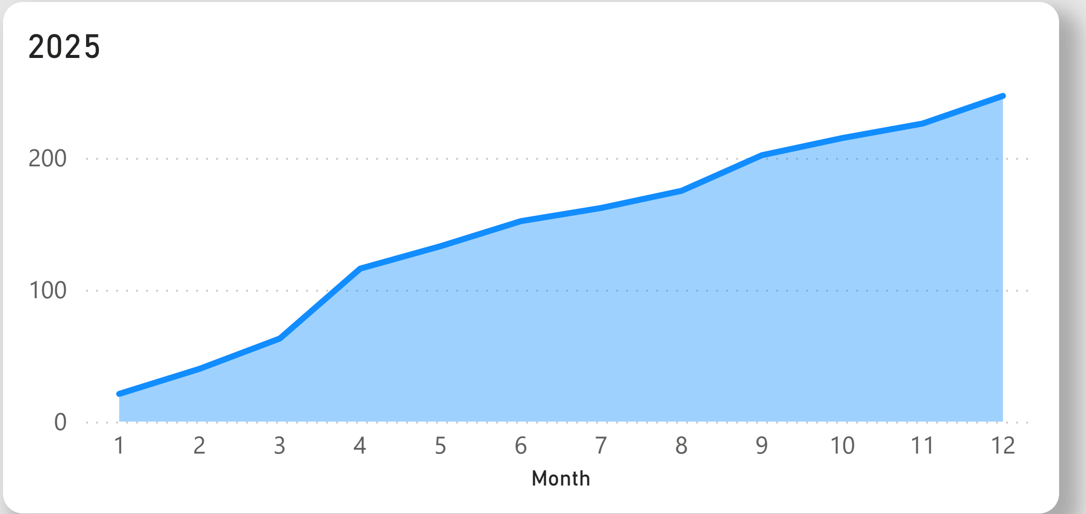
Hawai‘i Tourism Authority

Hawai'i Tourism Authority
Brand Marketing Selected Program Measures 2025
China MMA

End of Year 2025

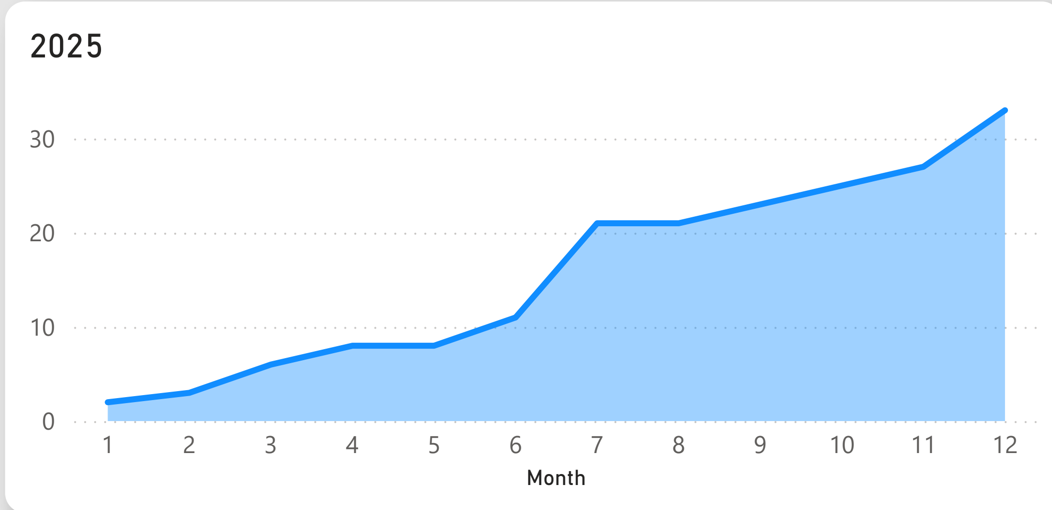
Travel Trade Meetings

2025
247 ✓
Goal: 150 (+64.67%)



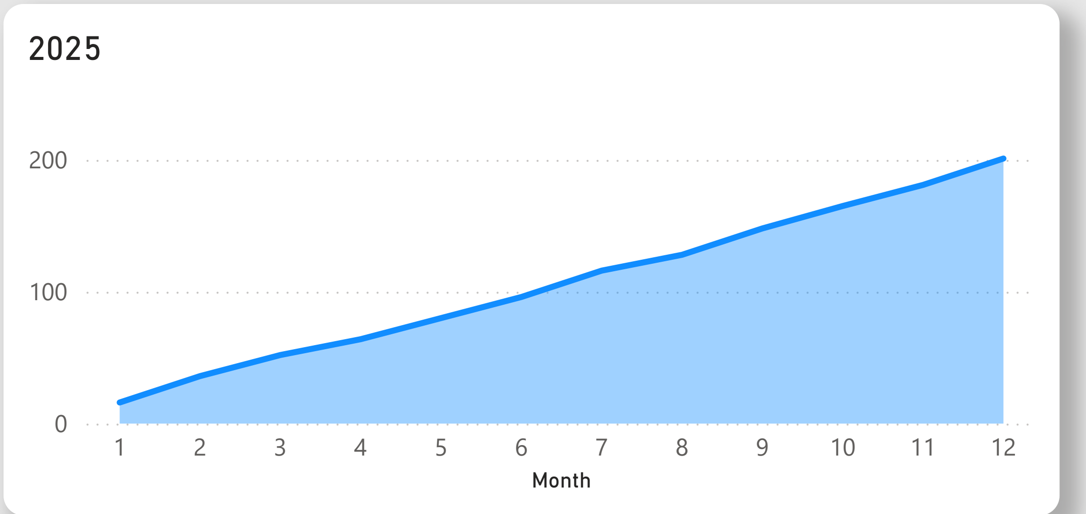
Number of Positive Stories Generated from Public Relations

2025
33 ✓
Goal: 20 (+65%)



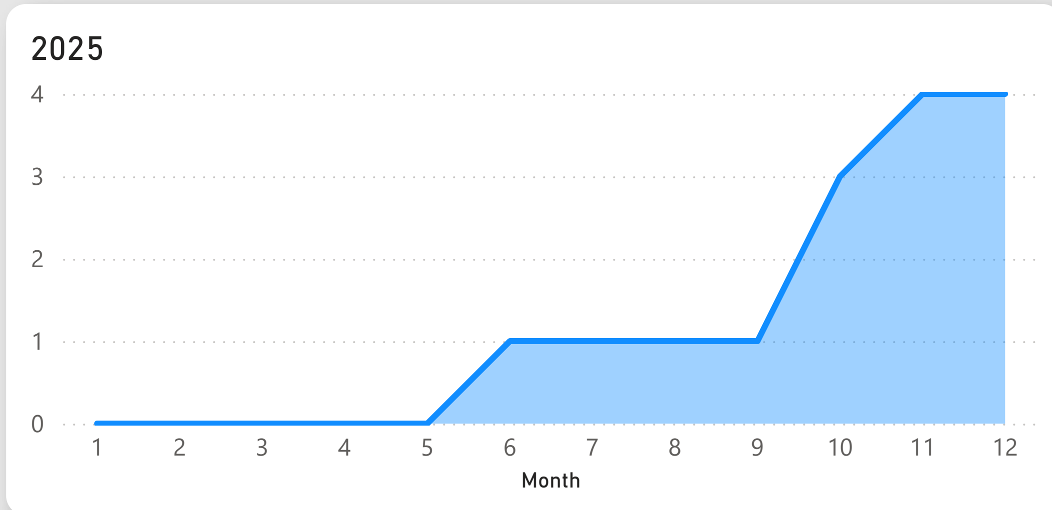
Social Posts

2025
201 ✓
Goal: 200 (+0.5%)



Number of Media and Travel Trade Familiarization Trips

2025
4 ✓
Goal: 3 (+33.33%)



China

No paid media buys in 2025.

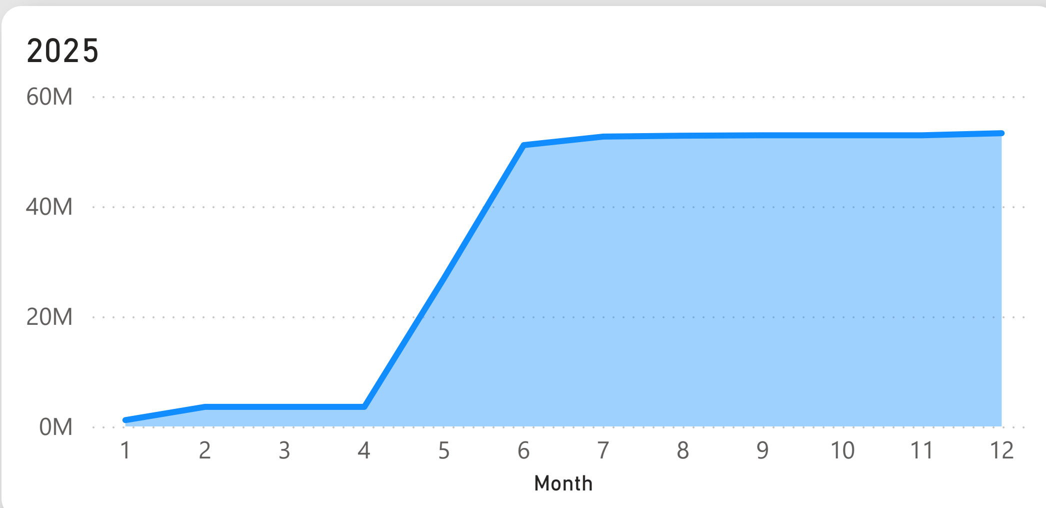
HAWAI'I TOURISM AUTHORITY

Hawai'i Tourism Authority
Brand Marketing Selected Program Measures 2025
Korea MMA

End of Year 2025

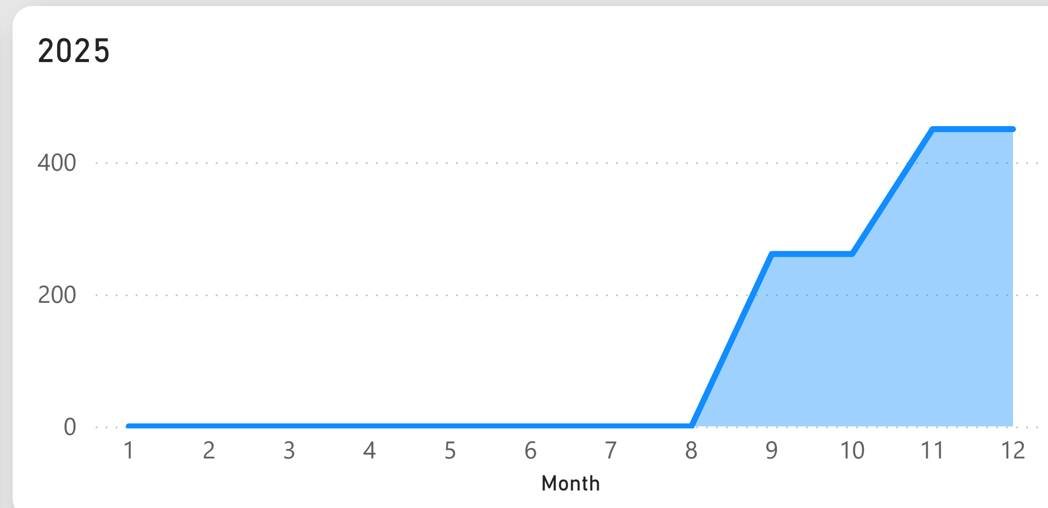
Paid Media Digital Impressions

2025
53.26M ✓
Goal: 2500000 (+2,030.35%)



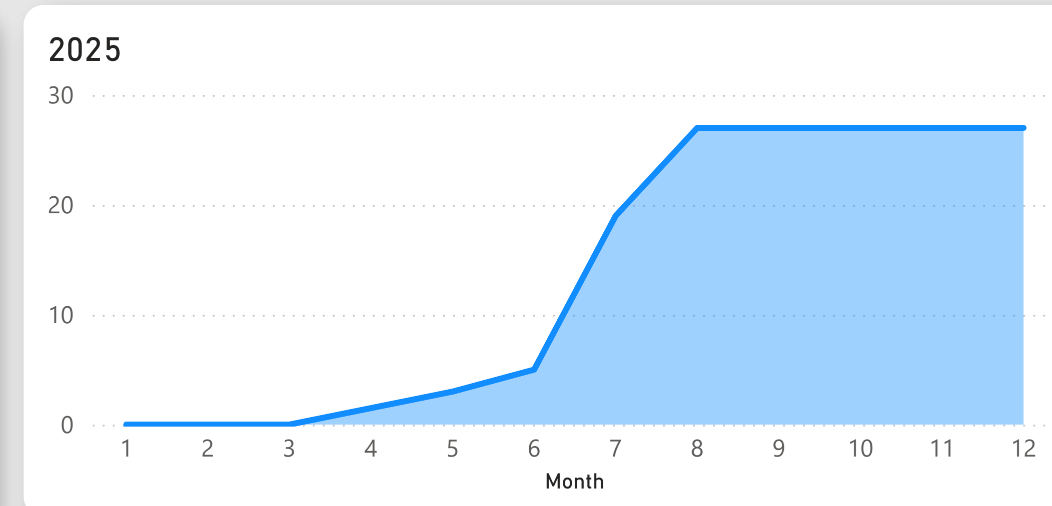
Travel Trade Meetings

2025
450 ✓
Goal: 80 (+462.5%)



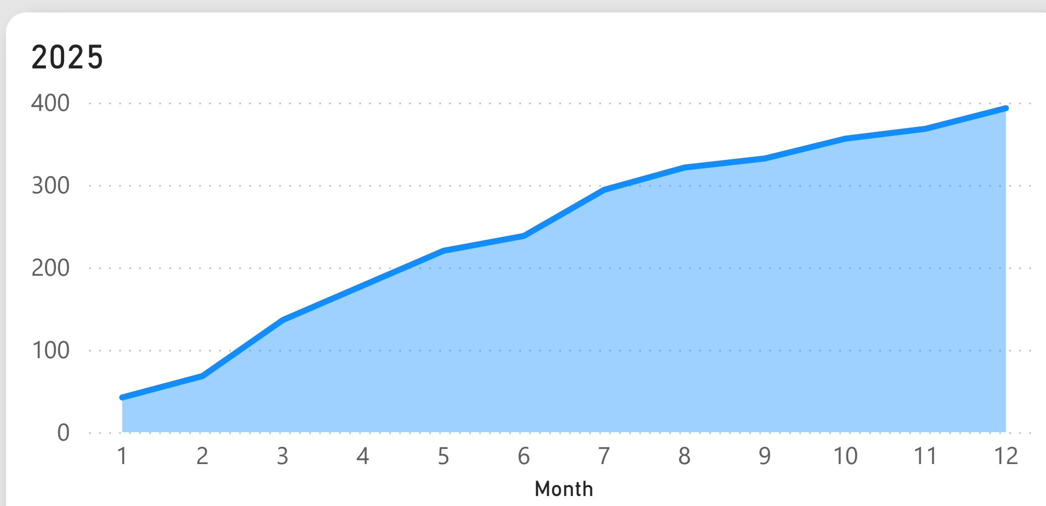
Number of Positive Stories Generated from Public Relations

2025
27 ✓
Goal: 15 (+80%)



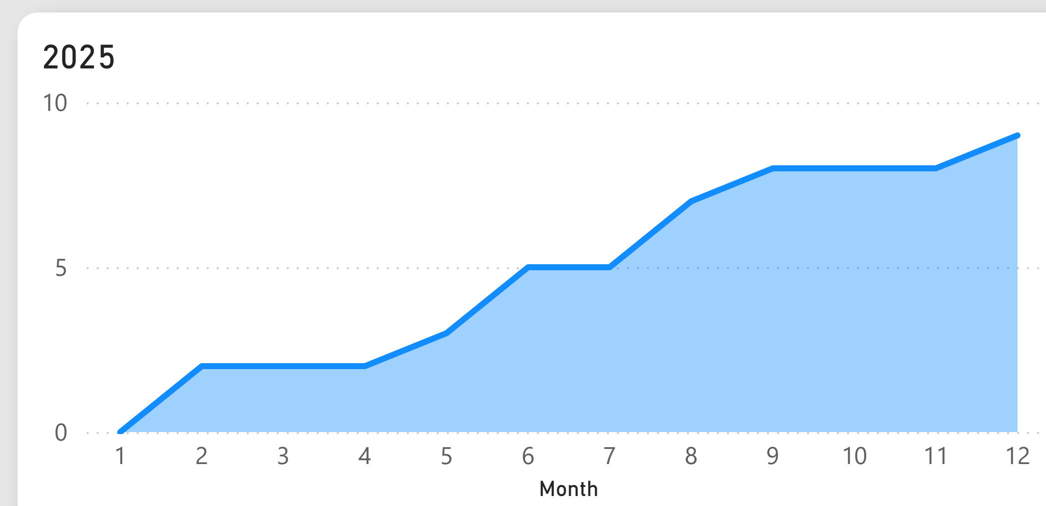
Social Posts

2025
393 ✓
Goal: 160 (+145.63%)



Number of Media and Travel Trade Familiarization Trips

2025
9 ✓
Goal: 4 (+125%)



Korea

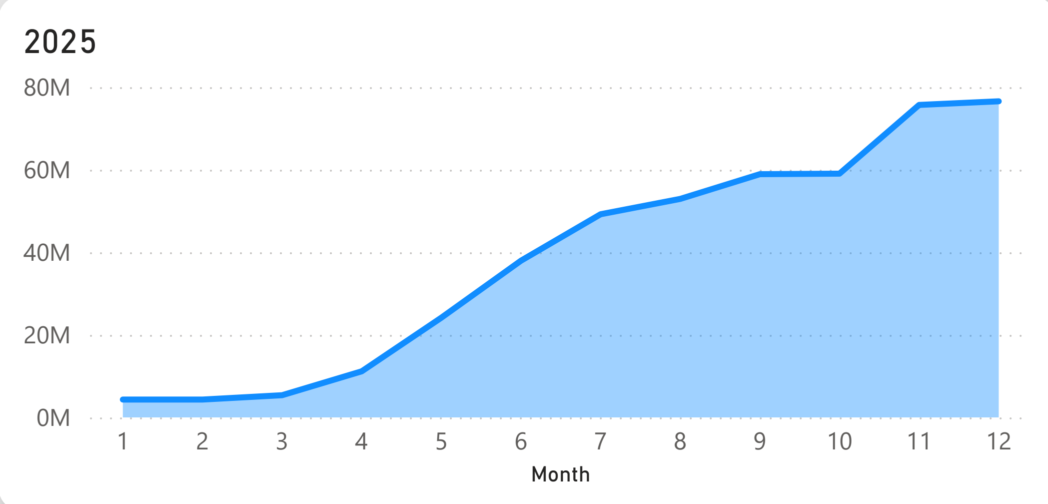
Hawai'i Tourism Authority

Hawai'i Tourism Authority
Brand Marketing Selected Program Measures 2025
Europe MMA

End of Year 2025

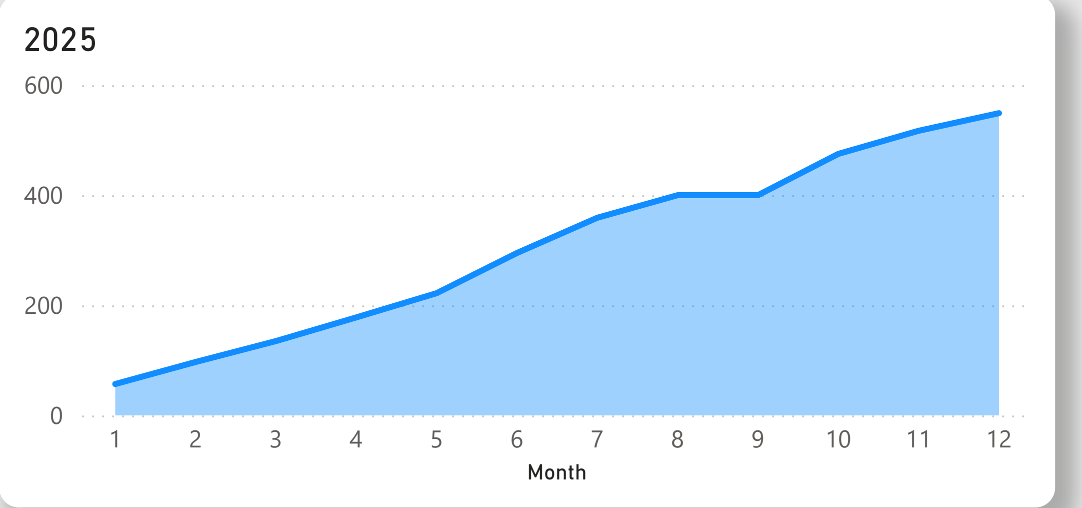
Paid Media Digital Impressions

2025
76.56M
Goal: 44000000 (+73.99%)



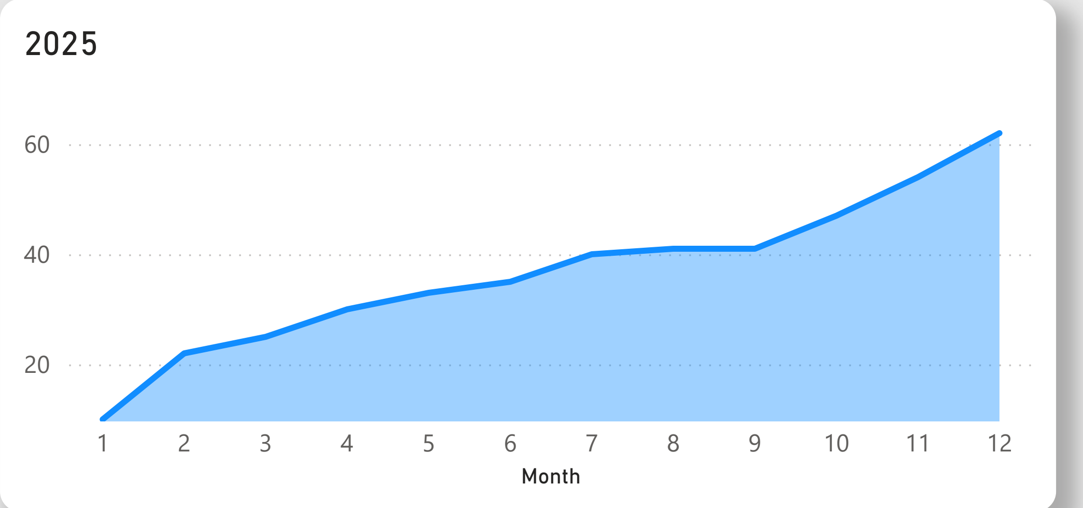
Travel Trade Meetings

2025
549
Goal: 150 (+266%)



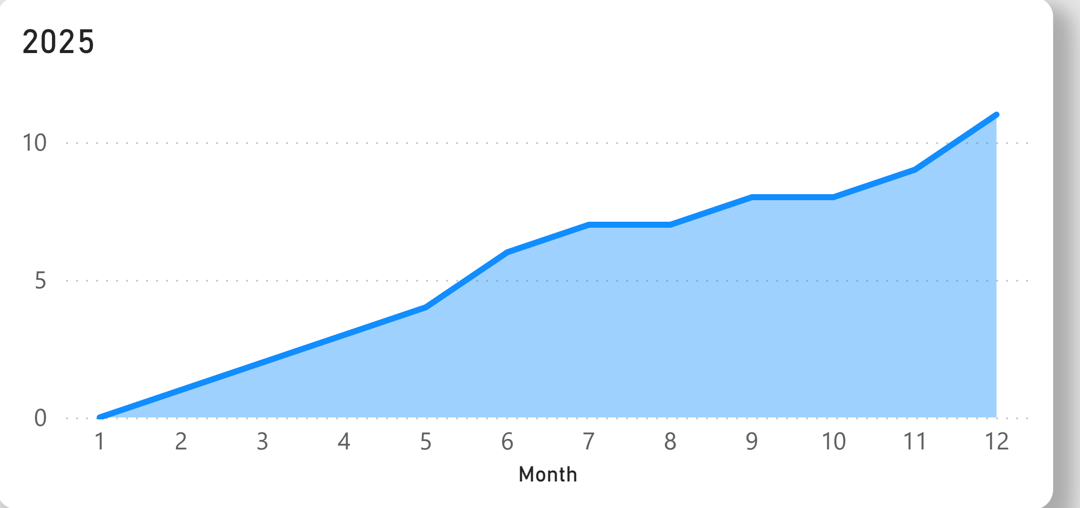
Number of Positive Stories Generated from Public Relations

2025
62
Goal: 42 (+47.62%)



Number of Media and Travel Trade Familiarization Trips

2025
11
Goal: 6 (+83.33%)



Europe

No owned social media channels in 2025.

HAWAI'I TOURISM AUTHORITY

9

Report from the Administrative Standing Committee

a. Discussion and/or Approval of the Job Description of the HTA President & CEO

b. Discussion and/or Action of the Bylaws of the Hawai‘i Tourism Authority

STATE OF HAWAIʻI
POSITION DESCRIPTION

I. IDENTIFYING INFORMATION

Class Title:	HTA President and Chief Executive Officer
Position Number:	124306
Department:	Business, Economic Development, and Tourism
Division:	Hawaiʻi Tourism Authority
Branch:	N/A
Section:	N/A
Unit:	N/A
Geographic Location:	Oʻahu

II. INTRODUCTION

The position of President and Chief Executive Officer (CEO) is offered by the Hawaiʻi Tourism Authority (HTA), which is administratively attached to the State Department of Business, Economic Development, and Tourism (DBEDT). The HTA was established by Act 156, Session Laws of Hawaiʻi, 1998 (Chapter 201B, HRS), and delegated the general statutory responsibility for managing, marketing, stewardship, and supporting the tourism industry for the State of Hawaiʻi, and to also manage the marketing, operations, usage, and maintenance of the Hawaiʻi Convention Center.

As the lead organization and advocate for the tourism industry in the State of Hawaiʻi', the HTA formulates and implements:

- Short and long-range tourism policies and plans;
- Interfaces and communicates with the Governor, DBEDT Director, Advisory Board of Directors, Legislators, as well as other applicable state and county agencies;
- Advises the private sector and coordinates tourism-related activities among all agencies;
- Conducts research related to market development;
- Creates and maintains a Destination Management Plan that incorporates community outreach and feedback;
- Establishes public informational programs; and
- Monitors and addresses complaints.

The HTA is responsible for the development, management, and coordination of plans that are approved by HTA's Advisory Board of Directors, the Governor, and the DBEDT Director, aimed at ensuring a sustainable tourism economy and achieving the state's vision for tourism to:

- Honor Hawaiʻi's people and heritage;
- Value and perpetuate Hawaiʻi's natural resources;
- Engender mutual respect among all stakeholders;

- Support a vital and sustainable economy; and provide a unique, memorable, and enriching visitor experience.

The President and CEO is responsible for executing the policies and directives of HTA's Advisory Board of Directors, the Governor, and the DBEDT Director. This role involves managing HTA's operations by planning, organizing, directing, coordinating, and reporting on its activities.

III. MAJOR DUTIES AND RESPONSIBILITIES

A. Administrative Management 55%

Relationships and Transparency

1. **State Government**: Represent the HTA in open and transparent communication with the Governor, the Director of the Business, Economic Development and Tourism (DBEDT), and the Legislature. Attend hearings and provide annual tourism briefings to keep the Legislature informed about the industry and its market conditions. Develop relationships with the appropriate Federal, State, and County agencies.[1]

2. **Advisory Board of Directors**: Schedule, develop the agenda for, and attend meetings of the HTA's Advisory Board of Directors. Provide the Board with information, comments, and recommendations on various subjects concerning HTA. [1]

3. **Community and Industry Relations:** Understand the culture and maintain relationships with our island communities. Foster close working partnerships with both public and private organizations that support the attraction, development, and sustainability of tourism in Hawaiʻi. [1]

4. **Public Relations**: Inform the public about HTA and address both private and public groups to share information and gather comments and suggestions. [1]

5. **Procurement**: Oversee and direct, as necessary, the preparation of requests for proposals, solicitations for bids, and other activities related to acquiring professional services. Evaluate the responses received and make recommendations to the HTA's Advisory Board of Directors regarding the acceptance or rejection of these proposals and bids. Direct the drafting of requests for services, memoranda of understanding, and contract documents. Develop Key Performance Indicators to measure and monitor the effectiveness of contractors and programs. This will guide the Advisory Board and staff in addressing the key parameters when considering contractors and projects. [1]

Industry Knowledge and Procedures **40%**

6. **Contract Negotiations:** Represent HTA in contracts and negotiations with entities, such as destination marketing businesses. [1]

7. **Accessibility**: Understands airlines' route development and maintenance, as well as cruise ship port scheduling and itineraries.[1]

8. **Direct Studies**: Guide staff and consultants in developing or analyzing proposals, including assessing economic feasibility, financing requirements, and the associated costs, benefits, and risks of specific projects or proposals. [1]

9. **Program and Resource Management**: Oversee the development of critical path analysis, establish work schedules, and allocate resources to implement programs and projects approved by HTA's Advisory Board of Directors. [1]

10. **Program Evaluation**: Participate in identifying problems, issues, objectives, and criteria for evaluating the effectiveness of contracts and programs as approved by HTA. Provide policy recommendations for appropriate actions to revise programs. [1]

11. **Administration:** Oversee HTA's business operations, including:

    a. Direct the drafting and updating of HTA's bylaws, administrative rules, and development rules; [1]

    b. Develop internal policies and procedures that govern staff work; [1]

    c. Develop and implement approved budgets for HTA's operations and projects; [1]

    d. Ensure the development of expenditure plans, accounting protocols, internal controls, and cash flow management; [1]

    e. Oversee the development of office systems to manage and maintain HTA's correspondence and records; [1]

    f. Lead the preparation of periodic and special reports, including HTA's annual report for the Governor and Legislature; [1]

    g. Direct the preparation of public notices and advertisements; [1]

    h. Maintain custody of HTA's personal property and oversee the preparation of periodic inventories; [1]

i. Coordinate fiscal business management matters with DBEDT's Fiscal Office and with relevant state agencies; [1]

j. Initiate and oversee any additional activities necessary for the proper operation of HTA. [1]

12. **Personnel Management**: Oversee the personnel of HTA, which includes:

    a. Making recommendations to the HTA's Advisory Board of Directors regarding the hiring of staff and consultants; [1]
    b. Providing orientation and training to staff; [1]
    c. Maintaining discipline; [1]
    d. Evaluating the performance of subordinates; [1]
    e. Resolving grievances; [1]
    f. Approving leave requests; [1]
    g. Coordinating appointments and other personnel actions. [1]

13. **Travel**: Travel is required for attending meetings, conferences, and other forums as designated by the HTA. [1]

B. <u>Other Responsibilities</u> 5%

1. Carry out additional tasks assigned by the HTA's Advisory Board of Directors [1]

Essential Functions

<u>Reasons:</u>

[1] The performance of this function is the reason that the job exists.
[2] The number of other employees available to perform this function is limited.
[3] The function is highly specialized, and an employee is hired for specialized expertise or the ability to perform it.

Evidence Used in Determining Essential Functions Considered:

The following evidence was considered in determining the essential functions of the position:

The time required to perform the function, the potential consequences of not requiring an employee to perform a particular task, the work experience of those currently in similar roles, and the nature of the work operations within the organization's structure.

Supervises:

Position No.	**Title:**
124317	HTA Chief Brand Officer
124309	HTA Chief Administrative Officer

124308	HTA Chief Stewardship Officer
124313	HTA Vice President of Finance
124310	HTA Executive Assistant & Board Liaison
124311	HTA Public Affairs Officer

IV. CONTROLS OVER THE POSITION

A. Supervisor:

The Governor and the Director of the Department of Business and Economic Development

B. Nature of Supervisory Control Exercised Over the Work.

1. Instructions Provided.

The incumbent of this position works under the general direction of the Governor and the Director of the Department of Business and Economic Development. They are expected to carry out work assignments with general supervision and will not require specific instructions for each task. The individual is expected to exercise independent judgment while carrying out their responsibilities.

2. Consults and Receives Guidance

The HTA's Advisory Board will provide input and guidance in areas such as:

- Selection of the HTA's President & CEO
- Subject Standing Committees:
  - Administrative
  - Branding
  - Sports
  - Ho'okahua Hawaii
  - Film Production Tourism

3. Assistance Provided.

Supervision is minimal and consultative. The individual in this position operates under broad and extensive guidelines, exercising discretion and judgment in fulfilling their duties and responsibilities of the HTA. The employee independently manages all aspects of the work but will inform the Hawai'i Tourism Authority's Advisory Board of Directors if unforeseen events or circumstances necessitate significant changes to goals, objectives, or priorities.

3. **Review of Work.**

In accordance with clear directives from the Governor and/or the Director of DBEDT, as well as consultations with the HTA's Advisory Board of Directors, the employee has the authority to make commitments, provided that the commitments align with existing policies and directives, and they are subject to the constitutional and statutory mandates outlined in all applicable State, Federal, and County laws, rules, and directives.

C. <u>Nature of Available Guidelines Controlling the Work.</u>

1. **Policy and Procedural Guides Available.**

The guidelines encompass a wide range of legal standards and requirements, along with statewide government executive and administrative policies, procedures, and objectives. This includes the HTA's enabling statutes found in the Hawai'i Revised Statutes, Chapter 201B, and its implementing rules, policies, and procedures. Additionally, these guidelines adhere to other applicable State, Federal, and County laws, rules, and directives.

2. **Use of Guidelines.**

Procedural guidelines may address specific technical aspects of the work. Employees must understand and apply such guidelines.

V. MINIMUM QUALIFICATIONS

A. Knowledge:

Knowledge of the hospitality and travel industry, including unique distribution channels for Hawai'i, such as travel retailers, wholesale tour operators, and airlines; experience in the Asia/Pacific market, particularly in Japan, along with a solid understanding of Hawaiʻi's economic structure.

B. Skills and Abilities:

Strong written and oral communication skills; ability to communicate effectively with the general public, legislators, government employees and agencies, community members and organizations, as well as stakeholders and partners in the tourism industry, and partners in the tourism industry related to destination marketing. Capable of establishing and maintaining positive working relationships with the staff, the Advisory Board of Directors, and the general public.

C. Education:

Undergraduate degree from an accredited four-year college or university, or equivalent executive-level experience.

D. Experience:

Over 15 years of experience as an administrator, focusing on fiscal and personnel management and developing organizational culture development in a leadership role.

E. Required Licenses, Certificates, etc.:

Valid Hawai‘i Driver’s License

VI. DESIRABLE QUALIFICATIONS

Refer to Minimum Qualifications

VII. TOOLS, EQUIPMENT, AND MACHINES

Office tools and equipment include personal computers, peripheral devices, software, calculators, telephones, scanners, copiers, fax machines, and other related office machines and tools.

BYLAWS
OF THE
HAWAIʻI TOURISM AUTHORITY

[Historical Note: The Bylaws were adopted on November 4, 1998, and amended on November 28, 2001, February 10, 2005, January 27, 2011, June 30, 2011, August 22, 2012, August 8, 2014, July 9, 2015, February 28, 2019, and November 18, 2021.]

ARTICLE I – DEFINITIONS

Section 1. As used in these Bylaws:

"Authority" means the Hawaiʻi Tourism Authority established by chapter 201B, Hawaii Revised Statutes.

"Board" means the advisory Board of Directors authorized to be the governing body or the head of the Authority under chapter 201B, Hawaiʻi Revised Statutes.

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

ARTICLE II – NAME

Section 1. Name. The official name of the Authority shall be "Hawaiʻi Tourism Authority".

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

ARTICLE III – OFFICERS

Section 1. Election and Term of Officers. The officers shall be the Chairperson and one or more Vice-Chairperson(s). The officers shall be elected by the Advisory Board of Directors from among its members and shall serve until their successors are duly elected. Officers may be elected by a majority of the Advisory Board at any regular or special meeting. All officers shall be subject to removal at any time without cause by the Advisory Board of Directors. The Advisory Board of Directors may, at its discretion, elect acting or temporary officers and may elect officers to fill vacancies occurring for any reason whatsoever, and may limit or enlarge the duties and powers of any officer elected by it. If at any time the office of Chairperson becomes vacant for any reason and the Advisory Board is unable to elect a Chairperson by majority vote of the Advisory Board for more than 30 days, the President and CEO shall appoint a Board Member to that office until the Advisory Board elects a replacement. During such vacancy, any Vice Chairperson may assume the powers and duties of the Chairperson for the purposes of scheduling and running any regular or special meeting.

Section 2. Chairperson. The Chairperson shall preside over all meetings of the Advisory Board of Directors. The Chairperson shall have general charge and supervision of the Board of Directors and shall perform such duties as are incidental to the office or are required or delegated by the Advisory Board of Directors.

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

ARTICLE IV – MEETINGS

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

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

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

Section 4. Action of the Board. Any action of the Advisory Board shall require the affirmative vote of seven Board Members (and not of Board Members present at any meeting). Roll call votes are optional, unless requested by any two Directors, the Chairperson, or any Board Member running such meeting. The minutes shall reflect any abstention and negative vote by any Board Member for any voting matter, regardless of whether a roll call vote is taken.

ARTICLE V – COMMITTEES

Section 1. Establishment. The Board, with the approval of the President and CEO, may establish any committee to assist the Advisory Board of Directors on any matter related to its powers, duties, and responsibilities. A committee may be established and be terminated at the discretion of the Advisory Board, with the approval of the President and CEO. The Board shall appoint a committee chairperson and at least one vice-chairperson to head any committee and appoint any voting members to the committee. All Board members are members of all committees, but only those members appointed as voting members of a committee may vote at committee meetings. Board members who are not appointed as voting members of a committee may attend committee meetings as ex-officio non-voting committee members. All committees may convene, as necessary, to receive information, updates, and recommendations from the Authority’s staff and others. The Advisory Board shall not delegate authority to any Committee that may bind or otherwise obligate the Authority. Any actions taken by a Committee shall be considered recommendations to the Advisory Board.

Section 2. Branding Standing Committee. There is established a Branding Standing Committee that shall be responsible for the strategic review, evaluation, and recommendations on the Authority’s branding and marketing initiatives, programs, and/or activities that support the Authority’s vision, mission, and strategic objectives, with a particular focus on destination branding, meetings, conventions, and incentive (MCI) business.

Section 3. Administrative Standing Committee. There is established an Administrative Standing Committee that shall be responsible for coordinating the search for and recruitment of a nominee to serve as the President and Chief Executive Officer of the Authority. The committee shall also provide recommendations to the Board for the terms to be included in the President and Chief Executive Officer’s employment contract, and recommendations relating to the evaluation of their performance. The committee shall also periodically review the bylaws and, when necessary, make recommendations to the Board for their amendment. The committee shall also be responsible for providing guidance on matters relating to legislative and governmental affairs.

Section 4. Hoʻokahua Hawaiʻi Standing Committee. There is established a Hoʻokahua Hawaiʻi Standing Committee to provide strategic guidance on destination stewardship, the perpetuation of Hawaiian culture, the development and enhancement of visitor experiences, workforce development, and the creation and implementation of the HTA Strategic Plan, Destination Management Action Plans (DMAPs), and the state Tourism Functional Plan. The committee will consider community priorities and visitor industry needs, and assess the social and economic impacts of tourism

Section 5. Sports Tourism Committee. There is established a Sports Tourism Standing Committee for the purpose of advancing Hawaiʻi’s position as a premier destination for sports-related travel and events. The committee provides strategic guidance on initiatives that leverage sports tourism to drive economic impact, enhance the destination’s brand, support local, national, and international partnerships, and foster community benefits.

Section 6. Film Tourism Committee. There is established a Film Tourism Standing Committee that shall be responsible for guiding initiatives that promote Hawaiʻi as a film tourism destination through film, television, and integrated marketing, fostering economic development, and ensuring authentic representation of the state.

Section 7. Quorum; Voting. A majority of the voting members appointed to a committee shall constitute a quorum to conduct a meeting. An affirmative vote of a majority of the voting members appointed to the committee shall be necessary to adopt any action of the committee.

ARTICLE VI - PRESIDENT & CHIEF EXECUTIVE OFFICER AND STAFF

Section 1. President & Chief Executive Officer. The Advisory Board of Directors shall submit the name of a nominee to the Governor to serve as the President & Chief Executive Officer, who shall be appointed with the advice and consent of the Senate for a term set by the Advisory Board pursuant to a written contract. The President & Chief Executive Officer shall serve as the chief executive officer of the Authority and shall be directly responsible for the day-to-day operations of the Authority, including control of and responsibility for the execution of the Advisory Board's policies, the administration of the Authority's affairs, and the supervision of its staff. At each meeting of the Advisory Board, the President & Chief Executive Officer shall furnish the Advisory Board with such information as shall be necessary to effect the purpose of the Advisory Board and for the proper administration of its affairs.

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

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

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

ARTICLE VII – MISCELLANEOUS

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

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

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

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

(1) Receive and give receipts for moneys appropriated or due and payable to the Authority from any source whatsoever, and deposit all such moneys in the name of the Authority in such banks, trust companies, depositories, or financial institutions as may be selected by the Authority;
(2) Execute and issue all checks, drafts, or other orders for the payment of money, notes, or other evidences of indebtedness issued in the name of the Authority;
(3) Promptly deposit all funds of the Authority not otherwise employed or expended by the Authority to the credit of the Authority in such banks, trust companies, depositories, or financial institutions as may be selected by the Authority;
(4) Enter into any contract or execute any instrument on behalf of the Authority to manage and to provide for the safe and secure investment of deposited funds of the Authority through the purchase of investments and the sale or redemption of invested funds, including the execution of any instrument related to any investment sweep service provided by a financial institution; and,
(5) Any authority specifically delegated by the Advisory Board or authorized by law.

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

The undersigned do hereby certify that these Bylaws, as amended, of the Hawaiʻi Tourism Authority were duly approved and adopted by the Advisory Board of Directors on _____________.

Hawai‘i Tourism Authority
State of Hawai‘i

____
Vice Chairperson Advisory
Board of Directors
Hawai‘i Tourism Authority

____
Vice Chairperson Advisory
Board of Directors
Hawai‘i Tourism Authority

____
Interim President & Chief Executive Officer
Hawai‘i Tourism Authority

APPROVED AS TO FORM:

____
Deputy Attorney General

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Review and Discussion on Current Legislative Bills

LEGISLATIVE SUMMARY

This summary provides an overview of the bills that HTA has testified on or is currently tracking. Unless otherwise noted, all bills remain active as of February 20, 2026

HRS §201B-3(a)(6) provides that the authority may, through its president and chief executive officer, represent the authority in communications with the governor and the legislature. All plans to testify, positions, and the text of HTA's testimony are submitted in advance and approved by HTA's Interim President and CEO, CAO, DBEDT Deputy Director, and/or DBEDT Director prior to submission to the legislature. Once approved, HTA testimony is sent to the HTA Advisory Board along with hearing notices and links to hearing agendas and bill status.

Support

HTA's testimony **supports** bills introduced by the administration that restore its funding source as a percentage of the Transient Accommodations Tax (TAT) and that restore its procurement exemption. It also supports bills closely aligned with HTA's mission, strategic plan, and legislative responsibilities.

- **HB 2268 HD1 / SB 3087**—Adds marketing and promotion of film production as an express HTA responsibility, supporting coordination between tourism marketing and film-related visitor demand.*
- ***HB 2602 HD2 / SB 3228***—Creates a DBEDT sustainable tourism infrastructure matching grant program for one-time capital projects tied to measurable sustainability and climate resilience outcomes; requires reporting; appropriates funds.*
- **HB 1590 HD2**—Establishes/expands short-term vacation rental compliance tools and requires HTA destination management efforts to include encouraging use of lawful accommodations.*

Sports

- **SB 2577 SD1**—Directs DBEDT to study the benefits/costs of sports tourism in Hawaiʻi and report findings; appropriates funds.*
- **SB 2627 SD1**—Restores HTA's procurement exemption for sports contracts.*

Oppose

HTA testimony **opposes** bills that seek to dissolve HTA in whole or in part, because these are inconsistent with HRS §201B.

- **HD1947 HD1**—Repeals HTA; transfers responsibilities to a new office of tourism within DBEDT. *
- **HB 1944 / HB 19**—Creates a nonprofit "Corporation for the Stewardship of Hawaiʻi Tourism," establishes councils, transitions functions, and repeals HTA after transfer; includes related structural/funding changes. (DEFERRED)*
- **SB 2807**—Requires DLNR to develop and coordinate a destination management action plan for each county and creates an office and fund tied to that work. (DEFERRED 2/17)*

* Written HTA testimony submitted (as of 2.19.26)

Commenting and Monitoring

HTA comments on bills that directly affect its operations, HRS §201B, the visitor industry, and destination management.

HTA

- **HB 1623**—Updates the Hawaiʻi Climate Change Mitigation and Adaptation Commission structure/duties and adds new reporting/implementation expectations; includes HTA participation via CEO (or designee) per HTA request.*
- **HB 1800 / SB 2500**—Executive budget bill establishing operating and capital appropriations for FY 2026–2027.
- **HB 1950**—Creates a state-led marketing/branding special fund using a share of TAT and requires DBEDT to submit an annual marketing/branding/tourism management plan for legislative approval before spending. *
- **HB 2403 / SB 3267**—Reduces HTA Advisory Board from 12 to 7 members and requires appointments from lists provided by specified tourism industry organizations.
- **SB 2131**—Adjusts conditions/cadence for updating the Tourism Functional Plan, including tying updates to available funding.
- **SB 2483**—Updates the Climate Change Mitigation and Adaptation Commission structure/duties and keeps HTA leadership (or designee) participation with added expectations.
- **SB 2906**—Creates a Governor's Tourism Liaison Officer and office for coordination/consultation (including with HTA) with quarterly reporting.*
- **SB 3332 SD1**—Establishes a two-year state-funded travel moratorium for certain state agencies, with certain exceptions; requires reports; sunsets 6/30/2028.
- **HB 1529**—Reduces the quorum requirement for boards and commissions to a majority of current voting members; reduces the affirmative votes needed to validate action to a majority of members voting at a meeting with quorum.

Hawaiʻi Convention Center

- **HB 1609 / SB 2074**—Authorizes leasing naming rights for the Stadium and Convention Center and directs related advertising/marketing revenue into the facilities' special funds; includes concessions/procurement changes.*

Cruise

- **SB 634**—Establishes a cruise passenger fee and special fund with reporting/confidentiality provisions; includes findings referencing HTA data.
- **HB 2195 HD1 / SB 2698**—Establishes a per-passenger cruise head fee and a Cruise Ship Special Fund for port/harbor capital improvements; includes a retroactive repeal/transition related to cruise passenger accommodations tax.*
- **HB 1945**—Authorizes gaming on cruise ships under specified conditions beginning 8/1/2027 (while traveling within state waters or during specified times while docked). (Deferred)*

Tourism

- **HB 1948 HD1**—Prohibits lodging establishments from providing personal care products in small plastic containers in sleeping-room accommodations or public/guest bathrooms; establishes civil penalties.
- **HB 2211**—Appropriates funds to HTDC to assist small businesses (including tourism-related) with technology enablement, including AI/adoption of advanced digital tools; requires a report to the Legislature.
- **HB 2473 HD1**—Establishes the Hawaiian Sense of Place Recognition Act; requires OPSD to develop educational/outreach programs and requires agencies to incorporate Hawaiian sense of place principles into land planning, management, and state construction projects.
- **HB 2585 HD1 / SB 3298**—Establishes uniform statewide standards for agricultural tourism in counties with agritourism ordinances, including county registration and requirements that agritourism remain secondary to ongoing agriculture.*
- **HB 446 / SB 982**—Requires HTA and UH Mānoa's School of Travel Industry Management to study the feasibility of designing/acquiring and operating a state hotel; appropriates funds.
- **SB 2200**—Requires SFCA to establish a Hawaiʻi Urban Planning Museum; appropriates funds.
- **SB 2235**—Requires a visitor education video before free public airport Wi-Fi access and requires DOT to collaborate with HTA on content.

TAT

- **HB 1598 HD1**—Establishes the Hawaiʻi Climate Institute at UH; allocates a share of revenue from certain TAT increases and from applying TAT to certain cruise-fare proceeds; transfers IPRC to the institute; appropriates funds.
- **HB 1949**—Establishes the Green Fee Transparency and Accountability Program and the Green Fee Resiliency Impact Dashboard under the Hawaiʻi Climate Change Mitigation and Adaptation Commission; appropriates funds.
- **HB 2400 HD1**—Appropriates funds for DHHL projects using general fund revenues generated by TAT increases and intended to be expended equally across projects related to natural resources, climate resilience, and destination management.
- **HB 2618**—Requires the Governor to request, via a bill separate from the budget, general funds approximating additional revenues generated by any TAT increase and by applying TAT to certain cruise-fare proceeds for climate change and tourism destination management projects.
- **SB 2484**—Establishes the Hawaiʻi Climate Institute at UH; allocates six percent of revenue from certain TAT increases and from applying TAT to certain cruise-fare proceeds; transfers IPRC; appropriates funds.
- **SB 2785**—Appropriates funds for DHHL projects using general fund revenues generated by increases in TAT collections for projects tied to natural resources, climate resilience, and destination management.