



**ADVISORY BOARD MEETING
OF THE
HAWAII TOURISM AUTHORITY**

HYBRID MEETING

THURSDAY, OCTOBER 30, 2025, AT 9:30 A.M.

Hawaii Convention Center
Third Floor, Room 323AB
1801 Kalakaua Avenue
Honolulu, Hawaii 96815

Meeting will be live-streamed via Zoom

[HTTPS://US06WEB.ZOOM.US/J/82528893882](https://us06web.zoom.us/j/82528893882)

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.

Call In: +1 669 444 9171 US
Webinar ID: 825 2889 3882

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 Hawaii'i 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 Location is Nonpublic**
3. **Opening Protocol**
4. **Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(e)**
5. **Approval of Minutes of the August 28, 2025, and September 11, 2025 Advisory Board Meetings**
6. **CEO Report**
7. **Action on Requested Changes to Standing Committee Memberships** 9:50 a.m.
8. **Report of the Branding Standing Committee of their Meeting held on October 8, 2025** 10:00 a.m.

[YouTube Meeting Recording](#) | [Committee Packet](#)
9. **Report of the Film Production Standing Committee of their Meeting held on October 16, 2025** 10:20 a.m.
10. **Report of the Administrative Standing Committee of their Meeting held on October 20, 2025** 10:40 a.m.

[YouTube Meeting Recording](#) | [Committee Packet](#)
11. **Discussion and/or Action on Advisory Board Roles & Responsibilities** 11:00 a.m.
12. **Adjournment** 11:30 a.m.

*** Executive Session: The Board may conduct an executive session closed to the public pursuant to Hawai'i Revised Statutes (HRS) § 92-4. The executive session will be conducted pursuant to HRS § 92-5 (a) (2), § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) for the purpose of consulting with the board's attorney on questions and issues pertaining to the board's powers, duties, privileges, immunities, and liabilities; to consider hiring and

evaluation of officers or employees, where consideration of matters affecting privacy will be involved; and to discuss information that must be kept confidential to protect Hawai'i's competitive advantage as a visitor destination.

Pursuant to Section 531.5, of the Budgetary Control Accounting Manual, State of Hawai'i, 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 Hawai'i Tourism Authority will not establish a remote viewing area for members of the public and board members to view and participate in meetings held using interactive conference technology (ICT) because there will be an in-person option for members of the public and board member to view and participate in the meeting.

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Approval of Minutes of the August 28, 2025, and September 11, 2025 Advisory Board Meetings



Ke'ena Kuleana Ho'opipa O Hawai'i
1801 Kalākaua Avenue
Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
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hawaii tourism authority.org

**ADVISORY BOARD MEETING
HAWAII TOURISM AUTHORITY
Thursday, August 28, 2025, 9:30 a.m.**

Hybrid In-Person & Virtual Meeting

Hawai'i Convention Center
Parking Level | Executive Boardroom A
1801 Kalākaua Avenue
Honolulu, Hawai'i 96815

MINUTES OF THE REGULAR BOARD MEETING

MEMBERS PRESENT:

Kimberly Agas, Leah Belmonte, Mericia
Palma Elmore, Terry Fischer, Joel Guy, Troy
Lazaro, James McCully, Danny Ojiri, Lāna'i
Tabura, Christian West, Linda Wong

MEMBER NOT PRESENT:

Lisa Paulson

HTA STAFF PRESENT:

Caroline Anderson, Jadie Goo, Talon Kishi,
Jill Radke, Carole Hagihara, Lindsay Sanborn

GUESTS:

James Tokioka, Laci Goshi, Jennifer Chun,
Aaron Salā, John Knox, Cathy Ritter,
Carmela Resuma, Teri Orton, Jessica Lani
Rich, Allison Schaefer

LEGAL COUNSEL:

John Cole

1. Call to Order

Ms. Anderson called the meeting to order at 9:34 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

Ms. Sanborn conducted the roll call, and members were in attendance except for Members Paulson who was excused.

3. Opening Protocol

Member Lazaro gave the opening cultural protocol. He shared huli'au, which means to turn or to transform something from what we see into something new. He gave his wishes to this Advisory Board to take what was done in the past and turn it into new light and new life. He performed the ku'mulipo chant.

4. 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.

5. Approval of Meeting Minutes of the June 26, 2025 Regular Board Meeting

Member McCully moved the motion to accept the minutes, and Member Agas seconded it. The motion was carried unanimously.

6. CEO Report

Ms. Anderson informed Advisory Board members that the CEO Reports for both July and August 2025 were available in their information packets.

Ms. Anderson introduced the HTA staff who were present, beginning with the office of the President/CEO, by recognizing Ms. Jill Byus Radke, the Public Affairs Officer, and Ms. Carole Hagihara, the Executive Assistant and Board Liaison.

Ms. Anderson asked Mr. Talon Kishi, the Acting VP of Finance, to introduce the HTA staff responsible for Finance and Procurement. Mr. Kishi presented Accounting Specialist Ms. Maile Carvalho, Procurement Manager Ms. Tracey Fermahin, and Procurement Specialist Ms. Kristen Colburn.

Ms. Anderson introduced the Acting Chief Brand Officer, Ms. Jadie Goo, and asked her to present the staff of the Branding Department. Ms. Goo presented Senior Brand Manager Ms. Christina Tuchman, Administrative Assistant for Branding and Marketing Ms. Trishia Mendoza, and the Brand Manager for Branding and Marketing, Ms. Jennifer Bastiaanse.

Ms. Anderson introduced the planning team, consisting of Planner Mr. Kendrick Leong and

Administrative Assistant for Planning Ms. Michele Shiowaki.

In addition, Ms. Anderson presented the Administrative Assistant for Destination Stewardship, Ms. Mei-Lin Bruhn, Brand Manager for Stewardship, Ms. Dede Howa, Brand Manager Ms. Lindsay Sanborn, Brand Manager for Sports Mr. Milton Lafitaga, and Destination Manager for O'ahu Mr. Blane Andrade.

Ms. Anderson recognized the online presence of other destination managers: Ms. Patty Ornellas for Kaua'i, Ms. Meagan DeGaia for Maui and Lāna'i, Ms. Kui Adolpho for Moloka'i, and Mr. Matt Sueda for Hawai'i Island.

Ms. Anderson introduced Ms. Jennifer Chun, Director of Tourism Research at the Department of Business, Economic Development, and Tourism (DBEDT), mentioning that Ms. Chun's team provided visitor data necessary for the development of the HTA strategy. Ms. Chun thanked Ms. Anderson for the opportunity to attend the Advisory Board meeting and introduced the team members accompanying her.

At the request of Ms. Anderson, the Director of DBEDT, James Tokioka, addressed the Board members, stating that he was already acquainted with a number of them and expressing his appreciation for their willingness to step up and become part of the new Board. The Director believed that working for the progress of the Hawai'i tourism industry would be an exciting experience involving collaboration with sister agencies such as the Hawai'i Visitors and Convention Bureau (HVCB), the Council for Native Hawaiian Advancement (CNHA), and Kilohana. Understanding that this first meeting was like the first day of school, on behalf of Gov. Green and himself, Dir. Tokioka welcomed members to the HTA Advisory Board, and stated his conviction that their skills and dedication to the State and people of Hawai'i would be of great value to the Board.

The Director added that members of the previous Board would notice several differences due to the change in status of the Board, implemented by SB1571, passed by the legislature and signed into law as Act 132 by Gov. Green, from a policy-making body to an advisory body. However, that did not imply that members' input was less appreciated or less significant to decisions made by the HTA. The Director stated that DBEDT and the Governor's office were fully committed to this Board and to all its members.

Dir. Tokioka informed the new members that over 50 people had applied to be part of the Board. Those who were not selected had been informed by email and had been thanked for putting their names forward as part of this process. They had been encouraged to remain engaged with the Hawai'i visitor industry. The Director congratulated the selected members and noted that the skills and values they brought to the Board were greatly appreciated.

The Director commented that it was important for Advisory Board members to know and talk about how to be better stewards of what they do. He added that gaining the trust of the legislature and the Governor would be the key to the success of this Board. Each Board member brought their own skill set to collaboration, aiming to achieve excellence.

The Director thanked the Advisory Board members and stated not only that he looked forward to

working with each one, but that he valued each one's input and looked forward to moving ahead in the best possible way. He expressed his prayer that God would bless everyone.

Ms. Anderson thanked Dir. Tokioka, and asked each one of the Advisory Board members to introduce themselves.

- **Member James McCully** stated that he was a farmer from the Big Island representing the small agritourism niche. He had been involved in his community since the early 1980s and was currently the Chair of Banyan Drive Hawai'i Redevelopment Agency on the Big Island. Member McCully informed Board members that, having had several years of experience on the HTA Board, he was grateful to have been reappointed by the Governor and looked forward to working with the other Advisory Board members.
- **Member Christian West** stated that he was President of the International Longshore and Warehouse Union (ILWU) and had been born and raised in Hawai'i. He added that the ILWU was the largest private union in the State of Hawai'i, and its role was to fight for improvements in working class benefits, wages, and working conditions, as well as to try to stop the outward migration of local families. He believed that these changes would make Hawai'i a better place for everyone. Member West looked forward to serving on the Advisory Board and collaborating with the other members. He thanked the Governor for his confidence in allowing him to continue to serve.
- **Member Troy Lazaro** stated that he had a halau with about 160 students, was a kumu from Kaua'i, and was proud to be kanaka. He was excited to be part of the Advisory Board, conscious of his stewardship of all things Hawaiian for the people of Kaua'i, as well as his responsibility to preserve, to perpetuate, and to be an arm to those who could not facilitate stewardship and ceremonies. As a steward of hula, the Hawaiian language, and all things cultural, he was honored to be part of the Advisory Board.
- **Member Danny Ojiri** stated that he was a Senate designee who had resided in Hawai'i for 45 years. He was honored to be part of the Advisory Board, and highlighted the importance of supporting the tourism industry as a driver of the Hawaiian economy, but noted that this had to be done in a balanced way. Member Ojiri looked forward to being part of making that happen both for the industry and for the Board.
- **Member Lāna'i Tabura** stated that he originated from Lāna'i and was in the entertainment business, with both a cooking show and a travel show. He commented that he had been traveling the world over the past ten years and had worked with various tourism authorities. He was excited and grateful to be part of the HTA Advisory Board.
- **Member Linda Wong** stated that she was the President of World of Aloha and had been involved in City and State government for some years. Over the past 25 years, she had been involved in the Japanese wedding business, and her family owned and aimed to preserve the

Kahalu'u Fish Pond, which was listed on the State Register of Historic Sites. Ms. Wong had a feeling for Hawaiian culture and preservation and looked forward to learning much through working with the other Advisory Board members.

- **Member Joel Guy** explained that he was the Executive Director of Hanalei Initiative, and thanked Speaker Nakamura for expressing her trust in him by allowing him to be part of the service of the State. Member Guy looked forward to working with the Advisory Board members and the HTA staff, since he was inspired by these individuals. He had been grateful to be part of an organization that worked on visitor and resource management. He characterized this work as remarkable and stated that he hoped to bring some of these transformative practices to the thought processes on the Advisory Board.
- **Member Terry Fischer** stated that he was President of Polynesian Adventure Tours, and owned Lu'au Kalamaku at Kilohana Plantation (Kaua'i). He pointed out that his organization also operated two other tourist transportation companies on the mainland serving 12 separate locations from San Diego, Los Angeles, Orange County, San Jose, Las Vegas, Phoenix, and Calgary, Alberta Canada. Member Fischer noted that the transportation business provided diverse perspectives for all these different markets, as it served as a conduit connecting visitors with hotels, attractions, and destinations. He was happy to be part of the Advisory Board and looked forward to collaborating with the other members.
- **Member Mericia Palma Elmore** stated that she was Executive Director of the Screen Actors Guild and American Federation of Television and Radio Artists (SAG-AFTRA) Hawai'i. She added that she had been in the industry for over 40 years and was honored by and thanked Dir. Tokioka and Gov. Green for their confidence in her. Member Elmore taught media and film ethics in the University of Hawai'i system and looked forward to contributing her insights from the education and film sectors, as well as learning from the other Advisory Board members. Member Elmore also obtained her law degree from the University of Hawai'i William S. Richardson School of Law.
- **Member Leah Belmonte** stated that she had been born and raised in Hawai'i and was currently the Director of Human Resources (HR) for Mahi Pono. Member Belmonte had served in the office of the previous Governor, had been the Governor's representative for Maui County, and had twenty years' experience in the hospitality industry, where she began her professional career. Ms. Belmonte added that it was an honor and a passion for her to serve the hospitality industry in the State on the HTA Advisory Board, and she thanked the Governor for providing her with that opportunity.
- **Member Kimberly Agas** began by stating that she was the General Manager at Aulani Disney Resort and had worked with some Advisory Board members previously. She looked forward to working with the new Board members. She appreciated the team selected by the Governor and Dir. Tokioka, and believed the team could make a difference.

Ms. Anderson introduced AG Cole, who stated that he had been part of the Attorney General's (AG's) office for almost four years so far, with the HTA as his client for three of those. He had previously had a variety of experiences, working with clients that included UH, the Public Utilities Commission, legislators, and the Governor. AG Cole looked forward to working with all the Advisory Board members.

Ms. Anderson presented the CEO's reports, focusing on the most recent report, dated August 2025. She presented slides showing four priority areas on which the HTA staff were concentrating, and noted that these actions were outlined in the Strategic Tourism Management Plan, which was tied to the HTA budget.

1. **Strengthening and diversifying tourism's overall contribution to the Hawai'i economy.**

Coordinated market-appropriate branding and marketing activities for the global marketing teams were led by Ms. Goo and her team, with the primary aims of stabilizing the U.S. and Canadian domestic markets, as well as revitalizing the high-spending international market, including reentering the Taiwan market and increasing demand for sustainable, regenerative, and experiential travel. The team was also working on the Meetings, Conventions, and Incentives (MCI) business over the next two years.

2. **Advancing destination stewardship for Hawai'i.**

This was the responsibility of the stewardship team, particularly in relation to destination management, focusing on hotspot areas, with the aim of maintaining and improving a positive visitor experience. A further aim, which was a concern for the Governor, the legislature, and the Director of DBEDT, was to develop the sports portfolio. The destination stewardship team aimed to build the capacity of small businesses and community organizations, develop the destination management app, and identify hotspot priorities.

3. **Improving interagency visitor industry and community collaboration and coordination in destination management, workforce development, and the creative industry.**

This would include the film industry, DBEDT's Hawai'i-made program, and agritourism. The planning team working on these objectives aimed to compile documents that would navigate this period. Ms. Anderson reminded Board members that the strategic plan was to be completed by the end of 2025, and she expected that the Advisory Board would provide guidance on compiling this plan. Ms. Anderson added that Ms. Cathy Ritter and Mr. John Knox were present in the meeting and were to help compile the strategic plan for the HTA. Ms. Anderson thanked them for their work and noted that they had already interviewed some Advisory Board members while planning to conduct further interviews. She added that strengthened communication brought benefits to both the work of the visitor industry and the community.

4. **Execution of essential repairs on the rooftop terrace deck of the Hawai'i Convention Center.**

Ms. Anderson explained that this was a very important project, especially for the MCI market, and construction was on track to begin on January 2, 2026, and to be completed at the end of 2027.

In response to a reminder from Member McCully that new members might be unfamiliar with some acronyms, Ms. Anderson explained that MCI referred to the “Meetings, Conventions and Incentives” market.

Ms. Anderson recognized the presence of representatives of several of the HTA’s major contractors:

- **Dr. Aaron Salā**, the President/CEO of the Hawai’i Visitor and Convention Bureau (HVCB). Ms. Anderson expressed her appreciation for Dr. Salā and his team, which provided the HTA with the Hawai’i Tourism USA, MCI, and Island Destination Support Services contracts.
- **Ms. Carmela Resuma**, representing Kilohana, the agency providing support services for the destination stewardship programs. Ms. Anderson thanked Ms. Resuma and her team for their work.
- **Jessica Lani Rich**, representing the Visitor Aloha Society of Hawai’i (VASH). Ms. Anderson thanked Ms. Rich and her team for their assistance for visitors who encountered problems during their stay.
- **Ms. Teri Orton**, the General Manager of the Hawai’i Convention Center.

Ms. Anderson noted that the HTA staff had been working hard on a variety of projects, and at the moment, they were preparing for the next round of Destination Management Action Plans, the Tourism Strategic Plan, and updates for the Tourism Functional Plan. Several community meetings had been held, along with advisory group meetings for the destination management action plans, aimed at receiving information from the visitor industry and the community about their perceptions of tourism’s future, with the hope that this input could be used to inform the plans in the process of development.

Regarding destination stewardship, Ms. Anderson highlighted the ‘Umeke programs, which were community-based projects aimed both at bridging visitor-resident interaction and also at creating community economic development while enabling visitors to experience interactions with both residents and Hawaiian culture.

With respect to sports, Ms. Anderson noted that Mr. Lafitaga had been holding discussions with sports entities that might potentially come to Hawai’i.

The brand marketing team was working with the market and educating visitors upon arrival about the available activities. The team also ensured protection of the Hawai’i brand while developing solid plans for the revival of some domestic and international markets.

Ms. Anderson thanked Mr. Kishi and the fiscal team, including their two procurement specialists, whose work was invaluable in administering the many contracts awarded by the HTA.

7. Discussion of Standing Committees and Nomination of Committees and Members

Ms. Anderson referred Advisory Board members to their information packets and noted that the function of standing committees was to enable the Board to operate more efficiently and to provide

guidance on relevant subject matter. She noted that Gov. Green and Dir. Tokioka had recommended the establishment of two new advisory standing committees: these were Sports Tourism and Film Production Tourism. The HTA staff believed that three existing standing committees should continue to exist: Administrative, Branding, and Ho'okahua Hawai'i.

Noting that some members of the Advisory Board had met one another for the first time during the course of this meeting, Dir. Tokioka noted that it would be difficult for them to make proposals about standing committee membership. HTA staff had suggested that members should inform Ms. Anderson and Ms. Hagihara which committees they would like to serve upon. A vote could be taken to approve the suggested committees. Members could send an email with their top three priorities for membership of standing committees, and in the subsequent Board meeting the committees could be constituted. AG Cole confirmed that this did not violate the Sunshine Law.

Ms. Anderson suggested that an email poll be conducted.

Dir. Tokioka outlined the functions of each of the suggested standing committees:

- The new Sports Tourism Standing Committee would advance Hawai'i's position as a premier destination for sports-related travel and events, and would also provide strategic guidance on initiatives to leverage sports tourism towards economic impact, enhancement of the destination's brand, support of local, national, and international partnerships, and strengthening of community wellbeing.
- The new Film Production Tourism Standing Committee will guide initiatives to promote Hawai'i through film and television, with integrated marketing to encourage both economic development and the positive, authentic representation of the State of Hawai'i.
- The Administrative Standing Committee would oversee the recruitment, hiring, and contract terms of the President/CEO, and would also be responsible for making recommendations related to the evaluation of the President/CEO.
- The Branding Standing Committee would oversee the strategic review, evaluation, and recommendation regarding the HTA's branding and marketing initiatives, programs, and activities supporting the authority's vision, mission, and strategic objectives, with particular focus on destination branding and the meetings, conventions, and incentives market.
- The Ho'okahua Hawai'i Standing Committee would provide strategic guidance on destination stewardship, perpetuation of Hawaiian culture, development and enhancement of visitor experiences, and workforce development. The committee would be responsible for creating and implementing the HTA strategic plan, as well as the destination management action plans, and updating the tourism functional plan. This committee would also consider community priorities and visitor industry needs while assessing the social and economic impact of tourism.

Dir. Tokioka suggested that during the subsequent Advisory Board meeting, members might discuss the number of members constituting each committee. He added that formerly each committee had six

members, sometimes resulting in attendance being reduced to three. However, the Director had been encouraged by the enthusiasm of the present Board and suggested that in the email poll, members could submit their suggestions about the number of members on each committee.

Referring to the Permitted Interaction Groups (PIG) which had been used previously by the Board in addition to the standing committees, Member McCully noted that in the past, such PIGs had been set up for processes such as the search for a new CEO or legislative issues. He explained that a PIG would contain fewer than a quorum of members but more than two, noting that PIGs were covered by the Sunshine Law, with which he believed members who had previously worked in public groups would be familiar. Member McCully reminded Advisory Board members that some PIGs were also likely to be constituted, and these could be very time-consuming.

Dir. Tokioka referred to the search for the new President/CEO, noting that Members McCully and Agas had been part of the PIG created by the previous Board that had conducted the search for the CEO. The Director added that Ms. Anderson and he had been in discussion over the past two weeks with the search company, Bishop & Co., which had obtained more than 400 applications for the post. Advisory Board members would be provided with details of the top ten applicants and would also receive a confidential Excel file containing the names of all 400 applicants. He reminded Advisory Board members that the primary responsibility of this body was to select and submit to the Governor the new President/CEO, after which the Governor would submit the proposed President/CEO to the legislature for approval.

Member Agas suggested to members that selecting three committees on which to serve was probably a good choice. She added that in the past, some committees had failed to achieve a quorum, so meetings could not take place. If each member were to suggest three committees, they would be likely to serve on three, given the importance of obtaining a quorum for meetings.

Dir. Tokioka added that members might even suggest serving on four committees.

Ms. Sanborn stated that a question had been received from a member of the online audience, as follows:

“What is the timeline of the selection of the President/CEO?”

Dir. Tokioka responded that there was no time period. Given that the Advisory Board was new, that some names had been submitted as long as eight months ago, and that members of the community were aware of this search, further applications would not be prohibited. He pointed out that there might be individuals who had been unwilling to submit their resumes previously but now wished to do so. All these considerations implied that Dir. Tokioka could not answer the question with certainty and would be unwilling to suggest a date that eventually would not be achieved. He added that the salary and some other issues had changed since the search first began, and this had to be taken into consideration. However, he believed that the Board would want to move forward with hiring.

8. Nominations, Selection, and Appointment of the Board Chair and Board Vice Chair of the Hawaii Tourism Authority (HTA) Advisory Board of Directors

Ms. Anderson called for nominations for the Vice Chair of the HTA Advisory Board, and Member Agas proposed Member McCully.

Member McCully responded that he believed that it would be wise initially to have co-vice chairs, and he nominated Member Agas. He explained that it was necessary for a Board member to be based in O'ahu during legislative sessions, or when there were activities involving the HTA on this island. During his time on the Board, he had realized that it would have been helpful for him to have a base on O'ahu. He would be happy to serve as a vice chair, but believed it would be better to have someone on the island serving in this post. He asked AG Cole to confirm that there was no restriction on such a process.

Dir. Tokioka thanked Members McCully and Agas for their contributions and repeated his assertion that some Board members had met one another for the first time during this meeting, so it would be difficult for them to select and nominate a chair and vice chair. The Director added that he believed that it was important for members who had previously served on the Board to take on these roles. Given that Members McCully and Agas had always been dedicated to the work of the HTA and had been very involved in committees, the Director believed their nominations were an excellent start. He asserted that as the Board went along, members could consider who would serve as chair of the Board, but it would be better not to elect a chair right at the start. He believed that the nominations were appropriate and thanked the members for their contributions.

Member McCully repeated Dir. Tokioka's assertion that the Board was new, members were just getting to know one another, and were familiarizing themselves with the new Advisory Board of the HTA. It was essential for the Board to quickly proceed to its primary function, the selection of a new President/CEO, and those familiar with this process could be appointed to the PIG. With respect to guiding the Board, it had previously been found to be very difficult, and at best awkward, for a new member to step in as the Chair at their first meeting. Member McCully's advice was that members should become acquainted over the course of a few meetings before electing a new chair. Quoting the proverb, Member McCully commented that while new brooms were said to sweep clean, old brooms could also function well, and he and Member Agas were the "old brooms" on the committee.

In reply to a question from Member West, Ms. Anderson proposed a motion to nominate Members Agas and McCully as Co-Vice Chairs, and Member West seconded the motion.

Ms. Sanborn conducted the roll call vote, and the motion was carried unanimously.

Ms. Anderson congratulated the two new Vice Chairs and stated that the vote for a new chair would take place at the subsequent meeting.

Dir. Tokioka responded that there was no need for haste, and the Advisory Board would decide whether to elect a Chair at the subsequent or the following meeting.

9. Discussion of the HTA Advisory Board By-Laws

Ms. Anderson referred to the information handout, noting that establishing bylaws was essential to ensure effective and transparent governance. She reminded members that on May 29, 2025, Gov. Green had signed SB1571 into law as Act 132. One of the results of this Act was to designate the HTA Board as an Advisory Board, and this meant that the Board's bylaws had to be updated. Based on Act 132, she and Deputy AG Cole had proposed some changes to the bylaws, and these had been provided to Board members so that they could be discussed in more detail at the subsequent Board meeting. Ms. Anderson asked for input from AG Cole.

AG Cole stated that these suggestions had been adapted from the previous bylaws with some suggested amendments from former Board members and were open to modifications or questions either today or at subsequent Board meetings.

Member McCully responded that, given the importance of the bylaws and the freshness of the statute that necessitated their revision, he believed it was important to assign the review and amending of the bylaws to one of the standing committees, most appropriately the Administrative Standing Committee covered by Section III.

AG Cole agreed that this made sense and suggested that the amended bylaws be discussed at the subsequent meeting and reviewed by a standing committee.

Member McCully asserted his belief that it would not be appropriate to make changes during the present meeting.

Member Guy asked whether it would not be preferable to set up the advisory committee sooner rather than later, since the work of searching for a President/CEO had to start at once.

Ms. Anderson responded that this could be done as soon as the results of the poll were available. A Board meeting could be called earlier than October. She asked members to feel free to reach out to her with any questions or suggestions, adding that when the various committees were formed, there could be further discussion of the bylaws in the standing committee.

In reply to a question from Member McCully, Ms. Anderson confirmed that an email containing a list of the various standing committees would be sent out to members. She added that HTA staff had enquired whether any other committees were to be established.

A request was made for the bylaws to be made available in Word format to enable members to comment or make edits on sections.

10. Adjournment

Ms. Anderson thanked the new Advisory Board members for volunteering their precious time to help the State of Hawai'i, the people of Hawai'i and their visitors, adding that the HTA staff appreciated their presence and looked forward to collaborating with them.

The meeting adjourned at 10:36 a.m.

Respectfully submitted,

A handwritten signature in cursive script that reads "Sheillane Reyes".

Sheillane Reyes
Recorder



Ke'ena Kuleana Ho'opipa O Hawai'i
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Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
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**ADVISORY BOARD MEETING
OF THE
HAWAII TOURISM AUTHORITY
Thursday, September 11, 2025 at 10:30 a.m.**

Virtual Meeting

MINUTES OF THE ADVISORY BOARD MEETING

MEMBERS PRESENT:

Kimberly Agas (Vice Chair), James McCully (Vice Chair), Leah Belmonte, Mericia Palma Elmore, Terry Fischer, Joel Guy, Danny Ojiri, Lisa Paulson, Lāna'i Tabura, Linda Wong

MEMBER NOT PRESENT:

Troy Lazaro, Christian West

HTA STAFF PRESENT:

Caroline Anderson, Jadie Goo, David Uchiyama, Talon Kishi, Jill Radke, Patricia Ornellas

LEGAL COUNSEL:

John Cole

1. Call to Order

Vice Chair McCully called the meeting to order at 10:42 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 did the roll call, and members were in attendance except for members Lazaro and West, who were excused.

3. Opening Protocol

Ms. Ornellas, Kaua'i Destination Manager, gave the opening cultural protocol. Ms. Ornellas said they are starting the DMAP process. Along with fellow island destination managers, they worked on the in-person DMAP community meetings. They kicked off Kauai's meeting in

Waimea last night with other destination managers, Blane Andrade (O'ahu Destination Manager), Meagan DeGaia (Maui and Lana'i Destination Manager), Matthew Sueda (Hawai'i Island Destination Manager), Kui Adolpho (Moloka'i Destination Manager). The purpose of the meeting was to gather as much information and input from the community members on various topics, such as for Kaua'i specifically, traffic infrastructure and access, enforcement and safety, visitor education, and resident engagement and communication. For Kaua'i, those topics all directly and indirectly address impacts to their hotspots, resident sentiment, and visitor experience. They are looking forward to the outcome of the previous night's meeting. For Kaua'i, they will continue having more in-person, in-community meetings to gather more information for DMAPs. She felt it was a successful meeting with members from our Kaua'i Advisory Group and everyone else who attended. She gave a shoutout to those who joined her on the ground presence. She said no task is too big when done together. Collaboration is really imperative for success.

4. 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.

5. Discussion, Selection and Appointments of Board Members to Standing Committees

- a. Sports Tourism**
- b. Film Production Tourism**
- c. Administrative**
- d. Branding**
- e. Ho'okahua Hawai'i**

They took a poll of the members. Ms. Anderson gave the staff report. In the report, the staff would like to establish board committees in the areas of sports tourism, film production tourism, administrative, branding and Ho'okahua. She thanked everyone for taking the time to share with her the committees that they would like to participate in. The staff looked at the first, second, and third choices. They worked with Dir. Tokioka, and Mr. Uchiyama. She gave the results of the committee.

The Administrative Standing Committee:

They will oversee the contract terms of the President and Chief Executive Officer. They are also responsible for making recommendations related to their evaluation.

Chair - Member McCully

Vice Chair - Member Guy

Members - Member Belmonte, Member Elmore, and Member Paulson.

Staff leads - Ms. Anderson and Mr. Uchiyama.

Branding Standing Committee:

They will provide strategic review, evaluation, and recommendations on the Board's branding and marketing initiatives, programs, and activities that support the HTA's vision, mission, and strategic objectives, with a particular focus on destination branding, meetings, conventions, and incentive business.

Chair - Member Agas

Vice Chair - Member Ojiri as Vice Chair.

Members - Member Lazaro, Member Tabura, and Member Fischer.

Staff leads - Ms. Goo.

Film Production Tourism Standing Committee:

They will guide initiatives that promote Hawai'i through film and television and integrated marketing to drive economic development and foster a positive, authentic representation of the state.

Chair - Member Elmore

Vice Chair - Member Wong

Members - Member Ojiri, Member Paulson, and Member Belmonte

Staff lead - Ms. Goo.

Ho'okahua Hawaii Standing Committee:

They provide strategic guidance on destination stewardship, perpetuation of Hawaiian Culture, development and enhancement of visitor experiences, workforce development, and the creation and implementation of the HTA's Strategic Plan, destination management action plans, and the state tourism functional plan.

Chair - Member Paulson

Vice Chair – Member Fischer

Members - Member Belmonte, Member Guy, and Member Lazaro.

Staff lead - Ms. Anderson.

Sports Tourism Standing Committee:

This committee will advance Hawaii's position as a premier destination for sports-related travel and events, providing strategic guidance on initiatives that leverage sports tourism to drive economic impact, enhance the destination's brand, support local, national, and international partnerships, and strengthen the community's well-being.

Chair – Member West

Vice Chair - Member Tabura

Members - Member Agas, Member Fischer, and Member Wong.

Staff lead - Mr. Lafitaga.

Vice Chair McCully pointed out that everyone would be notified of all committee meetings, so they will be able to attend and participate, but without voting, unless they are appointed member. He questioned the printed quorum - four members each for Branding and Administrative, and three members as quorum for the other committees. He said that usually it is a majority of the appointed members that can establish quorum. He asked AG Cole if there is a reason that they have different numbers.

AG Cole said it is three if there are only five members, but he wanted to check with Ms. Anderson and Dir. Tokioka, if there was some other reason that they put four for those first two committees. Ms. Anderson said it might be a typo on her end. A quorum for a committee of five would be three members.

Member Belmonte thanked them for having faith in her to be placed on the Film Production Tourism Committee. She asked if it was possible to ask if there were other members interested in the committee. Ideally, she would like to be on the Administrative and Ho'okahua committees.

Vice Chair McCully said it was all voluntary and reminded her that if she were on the Administrative and Audit Committee, she would be a member of the CEO Search Committee as well.

Member Belmonte said that because of other constraints outside the HTA, she asked to be removed from the Film Production Committee and to only serve on the Ho'okahua, Administrative, and the CEO Search Team committees.

Member Tabura said he is all for the Sports Committee. As for the Branding Standing committee, he has time constraints and has asked to be removed from that committee.

Vice Chair McCully said they could approach Ms. Anderson about any committees they wish to be removed from.

Ms. Anderson said they could clear it up now to finalize the committees.

Vice Chair McCully said they would take the slate and vote on it as presented. If anyone wishes to step down from any committee, they can sort it out at the next meeting. Everyone agreed.

He asked for a motion for appointments to the following committees as recommended by the interim president and CEO. Vice Chair Agas made a motion for all the committees. Mr. Fischer seconded.

The motion passed.

6. Creation of a CEO Search Permitted Interactive Group (PIG)

Ms. Anderson gave the staff report. She said the staff report is in the Board packet. The purpose of the CEO search PIG is to work with the HTA's executive search firm and review qualified candidates' resumes for the position of the HTA president and CEO. It is also to conduct interviews with qualified candidates, as well as to develop the contract terms for the president and CEO, and report back to the full Board. The staff would like to recommend the Board approve the creation of the CEO search PIG.

Vice Chair McCully asked for a motion for the creation of the CEO search PIG as presented by staff. Vice Chair Agas made a motion. Member Paulson seconded. Vice Chair Agas asked Vice Chair McCully who would be serving on the PIG. Vice Chair McCully said it would be the members of the Administrative Standing Committee as recommended by staff. It is the only assignment or power of the advisory Board, so it is their biggest responsibility. It will take a lot of time and will require more time than any of the other committees. He said if anyone was uncomfortable with making that commitment, they must let them know. All members of the Board are limited. The PIG cannot have contributions from other members. It is only the members of the PIG who are at the meeting, discussing the CEO search. The definition of a PIG is that it has to be less than a quorum in attendance, not simply for voting purposes, but for purposes of discussion and interaction.

Dir. Tokioka said that, for the edification of all members, the interactive committee will review the applicants. Ms. Anderson and he received them a week prior from Bishop and Company. The committee will review it, but for the rest of the members, it will go to the full Board for discussion after some of the choices have been made. He asked what the role would be of those members who are not on the PIG. AG Cole said the Board will decide what the PIG needs to do. Ms. Anderson had laid it out in her document, specifying the top two candidates that the PIG would narrow down to. However, the Board could decide something different, or they could leave the number blank and have the PIG itself decide how many candidates to recommend. The whole purpose of the PIG is to allow it to operate outside of the Sunshine Law and not need to post notices for every meeting. They can meet and discuss matters on a more structured and expedited basis, complete their work, and then report to the full Board on their outcome.

Vice Chair McCully said there would be two motions. One is to establish the PIG. He asked about the salary and asked if it is statutory or policy that it will not be more than the Lieutenant Governor's salary.

Dir. Tokioka said it is statutory, and it was changed last year.

Vice Chair McCully asked about the new revised HRS. AG Cole said he did not think the statutes had been revised from the past session. They would have to go to the Bill itself that passed.

Vice Chair McCully said that on the second page of the staff report, some of those things that Ms. Anderson proposed are modifiable by the PIG itself. AG Cole said for the motion, they should remove the number two in both, conduct interviews with qualified candidates to narrow down the candidates, and then interview the candidates, thereby not restricting them to do two or more.

Vice Chair McCully asked for a vote for the establishment of the PIG.

The motion passed unanimously.

7. Discussion and Assignment of Board Members to the CEO Search Permitted Interaction Group (PIG)

Ms. Anderson provided her staff report. Ms. Anderson thanked them for establishing the CEO search PIG. The purpose of the agenda item was to assign the Board members to it. They would like to use the committee members of the Administrative Standing committee as the members of the CEO search PIG. The members would be McCully, Guy, Belmonte, Elmore, and Paulsen.

Vice Chair McCully asked for a motion for the assignment of the Board members to the CEO search PIG as recommended by the interim president and CEO. Vice Chair Agas made a motion for the assignment of the Board members just identified by the CEO for the search committee for the group. Member Fischer seconded.

Member Guy said he is looking forward to it and is excited to serve as Vice Chair under Vice Chair McCully's leadership. He thanked the staff for putting them all together.

The motion passed unanimously.

8. Adjournment

Vice Chair McCully said his goal was to have the meeting done in under half an hour. He reflected on the fact that it was September 11, 24 years after the pivotal moment in their national life, and how fortunate they are to live and serve in Hawai'i.

He concluded the HTA Advisory Board meeting. He thanked everyone who joined.

The meeting adjourned at 11:04 a.m.

Respectfully submitted,

A handwritten signature in cursive script that reads "Sheillane Reyes".

Sheillane Reyes
Recorder

6

CEO Report



REPORT OF THE PRESIDENT & CEO

OCTOBER 2025

HAWAII TOURISMTM
AUTHORITY

This October report highlights the Hawai'i Tourism Authority's (HTA) activities and actions taken by the staff from September through October 20, 2025 in support of the organization's overall mission and its strategic plan.

At the time this report was put together, the latest visitor statistics available are August 2025. Our KPIs are total visitor spending and per-person-per-day spending, and each have shown an increase compared to the first six months:

- Total Visitor Spending: \$14.62 billion, compared to \$14.00 billion in the first eight months of 2025 (+4.5%).
- Total Per Person Per Day Spending: \$253.3, compared to \$243.8 in year-to-date August 2024 (+3.9%).
- State Tax Revenue (direct, indirect, and induced): \$1.70 billion, compared to \$1.63 billion in the eight six months of 2025 (+3.8%).

I. OFFICE OF THE CEO

Staffing

Of HTA's 30 approved positions, five are either interim, acting, or vacant. These include the CEO & President (interim), Chief Brand Officer (acting), Chief Stewardship Officer (vacant), and Brand Manager (vacant – redescrbed). The Account Clerk III position has been converted to an exempt Administrative Assistant position through Act 132-225 and is currently being redescrbed to support the finance and procurement department.

The new Chief Administrative Officer, David Uchiyama, joined the team on September 2nd. While he continues to finalize Procurement and Ethics training modules, he is now fully focused on strengthening key stakeholder relationships and organizational alignment across all strategic areas.

Stakeholder Outreach and Engagement

David has completed or scheduled initial meetings with a broad range of key industry and legislative leaders:

Industry Leaders: Meetings have been held with representatives from the Hotel Association, Marriott, Outrigger, Castle Group, and Hilton.

Legislative Outreach:

Completed Meetings: Sen. DeCoite, Sen. Wakai, Sen. Fukunaga, Sen. Awa, Rep. Tam, Rep. Ilagan, and Rep. Matsumoto.

Scheduled Meetings: Sen. Kim, Rep. Templo, Rep. Holt, Rep. Hussey, and Rep. Todd.

Key Operational and Strategic Focus Areas

The CAO is actively involved in the following strategic areas:

- Establishing a direct interface with Kilohana (a division of CHNA that administered Support Services for Destination Stewardship contract) to ensure program alignment.
- Engaging with the Department of Transportation Airports division on critical infrastructure and operational issues.
- Supporting the internal team on forecasting for air seat inventory and establishing GMT forecasting/target goals.

DBEDT Business Mission to Japan

Board Member Danny Ojiri represented HTA in the DBEDT Business Mission to Japan (Osaka/Kansai portion, October 4–9). This participation was a key component of the State of Hawai'i's economic diplomacy efforts, focusing on fostering innovation partnerships, strengthening financial ties, and promoting Hawai'i as a strategic partner in the Asia-Pacific region.

Mission Highlights (Osaka/Kansai): The mission highlights included a meeting with Takenaka Corporation to explore collaboration in design and sustainability and witnessing a key financial partnership agreement signing between Central Pacific Bank and Kyoto Shinkin Bank. Furthermore, Mr. Ojiri participated in the Japan-Hawaii Business Roundtable focused on investment and economic ties. The delegation also engaged in dialogues on Technology & Innovation with Kansai Electric Power Co., Inc., received a briefing on Osaka's Integrated Resort (IR) development for tourism insights, met with executives from the Hankyu Hanshin Department Store for retail collaboration, and previewed the Osaka Expo 2025 site to identify opportunities for future global showcases.

Office Spaces Update for Neighboring Islands

Progress continues in securing office spaces for our Destination Managers across the neighboring islands.

- **Moloka'i:** The staff member has successfully moved into the assigned office space at State Civic Center 2, since August 4, 2025.
- **Kaua'i:** Due to delays in the existing tenant's out-boarding process at the Līhu'e State Office Building, HTA will move forward with a subletting option at HVCB. The

Memorandum of Agreement (MOA) / lease document has been approved by both internal teams and DAG Cole. We are currently reviewing the lease internally and coordinating with DAGS and procurement to confirm the final process.

- **Maui:** Following consultation with the Department of Accounting and General Services (DAGS), the previously identified commercial office space is no longer being pursued as it was determined to be over the designated space computation size. The team is now restarting the search process to identify spaces that fully comply with DAGS requirements.
- **Island of Hawai'i:** The search for commercial office space has not yet commenced. No suitable spaces that meet our requirements are currently available, as most of the available offices are too large. The destination manager will continue to work from home for the time being.

Hawai'i Convention Center Roof Top Project

HTA, DAGS, and HCC staff meet weekly with HTA's project and construction management firm (Rider Levett Bucknail Ltd) and architect/engineering consultant (Allana Buick & Bers) for the HCC rooftop terrace deck repair project.

- Swinerton Builders has been selected as the contractor for the HCC rooftop terrace deck repair project. The total bid price for this construction repair project is \$87,516,721.00.
- The contract is currently being drafted.
- On-Site construction start date is scheduled for January 2, 2026

II. PROGRAM UPDATES

Destination Stewardship

While the direction for the search to replace the Chief Stewardship Officer continues, a crucial leadership position, each Destination Manager (5) and Brand Manager (3) continues to move forward and manage its destination and programs they oversee. The destination stewardship team continues to meet weekly and update the CEO and department heads on deadlines, contract renewals, and invoice payments in order to maintain accurate timelines and schedules.

Destination Management

Destination Management Action Plans (DMAPs)

Destination Managers held their in-person Community Input meetings to gather community feedback throughout the months of September and October across

the 6 islands. This feedback is vital for long-term visitor management, identifying infrastructure/regulatory upgrades, and guiding interagency collaboration on tourism impacts. The meetings also strengthened partnerships and reinforced the HTA's role. Next steps include developing draft action items based on resident priorities and input, assessing feasibility with government partners, and holding additional community sessions. In-person meetings will continue across all islands.

Smart Destination App

This initiative aims to support both visitors and residents with statewide airport wayfinding, streamline the Department of Agriculture's biosecurity form, and integrate a reservation system for state and national parks. HTA is working with DBEDT Director on procuring this project.

Maui Visitor Assistance Program (VAP)

After a long-standing contractor retired in March 2025, HTA is seeking a new contractor to provide services to our visitors who have encountered adversity while vacationing on the islands of Maui, Moloka'i and Lāna'i. The Request for Proposal (RFP) for this program was officially released on September 19, 2025. This will be the third time the HTA has issued a solicitation to fill this need for the Maui Nui.

Waikīkī Historic Trail

The subcontractor, DTL, is finalizing all content and is on track to provide the final deliverables by October.

Visitor Experiences

'Umeke FY26

The FY26 'Umeke HTA community programs (Community Enrichment Program, Kūkulu Ola, Kāhu 'Āina, Ho'okipa Malihini Initiative, & Signature Events) have awarded 134 community organizations a total of nearly \$5.1M to 134 community organizations to reinvest in our communities during the time period of July 16, 2025 to June 30, 2026. The media release announcing the awardees for the [Ho'okipa Malihini Initiative](#) was issued on 8/4/2025; [Signature Events](#) on 8/7/2025; and [Kūkulu Ola](#) on 9/11/25. Announcement of the awardees for the Community Enrichment Program and Kāhu 'Āina program will be issued in the upcoming weeks.

Workforce Development

Hawai'i Tourism Conference

The 2025 Hawai'i Tourism Conference took place on September 22–23, 2025, at the Hawai'i Convention Center on O'ahu. Under the theme Pūpūkahi I Holomua – Unite to Move Forward, the event successfully gathered hundreds of industry professionals, community leaders, and government officials. With approximately registered 560 attendees, the HTA hosted over 20 presentations, fostering engaging discussions on critical topics such as regenerative tourism, sports tourism, cultural stewardship, innovation, and collaboration. Furthermore, in partnership with the Department of Education's Career and Technical Education Program, the HTA was able to provide more than 180 articles of professional clothing to support Hawai'i's next generation as they embarked on their first professional work day.

This year's tourism conference featured keynote speaker, Karl Burrows, General Manager – Pou Arahi Maori Tourism New Zealand, who shared what the island nation is doing and how they're coping with tourism and their issues with sustainability and keeping in harmony with its residents. The conference also featured sports and film industry panelist who share ideas and discussions on how the state can grow and develop opportunities specifically related in these two markets.

Take a Teacher to Work Day

On October 17, 2025, DBEDT took part in the Radford Complex's "Take an Educator to Work Day," a daylong workforce training event organized by ClimbHI to integrate career awareness with on-site exploration. This initiative assists K-12 educators in understanding the evolving demands of local workplaces and facilitates connections across various industries. Presenting alongside the Creative Industries Division, the Hawai'i State Energy Office, and the Natural Energy Laboratory of Hawai'i Authority (NELHA), Lindsay Sanborn presented for HTA. The presentation aimed to raise awareness about tourism's significant economic impact on Hawai'i, detail the specific workforce needs of the industry, showcase the wide variety of available careers, and inform teachers about relevant programs and resources for both students and educators.

Sports

The LPGA LOTTE Women's golf tournament was held the last week of September, from September 29th through October 4th, with events and festivities kicking off on Monday and ending with the final round on Saturday. The tournament was well attended with local players participating in this year's event including Alexis Takai, the only local amateur from Punahou High School who received an exemption to participate in the tournament. There were other notable top women golfers from Hawai'i who also participated Allisen Corpuz, who tied for 33rd place, and Mariel Galdiano who finished and tied for 55th place. HTA will continue to work with the LOTTE Tournament organizers and the LPGA to continue to support this women's golfing event in Hawai'i. HTA is collaborating with the local tournament director to help maximize the promotion of the tournament to international golf fans that follow women's golf and are issuing five thousand tickets to partners in Japan, S.Korea, Australia and New Zealand through our Global Marketing Teams (GMT) partners.

Brand Marketing

In September, the Brand team led multiple sessions at the annual tourism conference - from developing session ideas and securing speakers to moderating discussions. The Brand managers also collaborated with the global marketing team to finalize presentations for the 2026 brand marketing plans.

During the conference week, the Brand team also organized several key meetings: a major contractors meeting with the global marketing team, Kilohana, island visitor bureaus, and HTA leadership to discuss stewardship initiatives, crisis communication, global support services, island updates, market forecasts, and Brand USA partnership opportunities; a meeting with Senator Wakai and UH Athletics leaders to explore joint efforts promoting both UH sports and Hawai'i tourism; and a meeting with Expedia to review market performance and discuss new collaboration opportunities.

In early October, the Brand team convened the first Branding Committee meeting and the Film Production Tourism meeting under the guidance of the new advisory board.

\$ 6 Million USA Maui Emergency Marketing Campaign

The Maui Emergency Marketing Campaign continues to drive recovery efforts through the wholesaler co-op program, running through December 15, with partners including Expedia, Costco Travel, ALG Vacations, Delta Vacations, Pleasant Holidays, and Classic Vacations. YOY room night performance remains strong, with June at 63,793 (106%), July at 66,547 (115%), August at 67,680 (137%), and September at 59,452 (118%). The Direct Booking Program, *Hawai'i Special Offers*, launched a second paid

digital media flight through November 16, achieving 22 million targeted impressions to date.

Gray Media's five-part editorial series featuring Maui native Chelsea Davis aired September 22–26 across regional outlets such as CBS LA, FOX Portland, and CBS Phoenix, generating over 12 million impressions valued at over \$700,000. A September 11–15 press trip hosted journalists from *Forbes*, *Fodor's*, *Tripadvisor*, and *AFAR* for upcoming feature stories. At International Media Marketplace LUX (October 1–2), the team conducted 92 media appointments with outlets including *Robb Report*, *Travel + Leisure*, and *Condé Nast Traveler*.

Social media efforts continue to expand, including Maui Recovery Ambassador content with Anna Kahalekulu and Cody Pueo Pata (Kumu Hula) to promote mindful travel and address anti-tourism sentiment. To date, the campaign has generated 29.3 million impressions and 4.7 million video views across Meta, YouTube, and TikTok, driving significant awareness with the Special Offers landing page. TikTok's Top Feed campaign (September 29–October 12) is expected to reach 1.9 million Hawai'i Target Travelers and deliver 5.2 million impressions.

Campaign Timeline

Initiatives	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Expedia								
Costco Travel								
Pleasant Holidays								
ALG Vacations								
Delta Vacations								
Classic Vacations								
Direct Booking Programs – Hawai'i Special Offers (Maui focus)	Paid Digital Media & LA Rams Maucamp				Paid Digital Media			
Social Media – Maui Creative					Maui Creative			
Paid Social Media					Instagram, Facebook, YouTube, TikTok			
Public Relations	Satellite Media Tour				Satellite Media Tour & Maui Media Visits	IMM LUX		
Travel Trade Education Events	Travel Advisor Education & Training				Travel Advisor Education & Training			
MCI Incentives					Targeted Offers			
Post Conversion Brand Study		Pre-Wave QR Development & Data Collection			Impact Assessment Wave QR Development & Data Collection			ROI Assessment Wave Questionnaire Development

Canada MMA – "Travellers' Top Picks" from Air Canada Vacations

HTCAN accepted two "Travellers' Top Picks" awards from Air Canada Vacations for Hawai'i. The first was on behalf of the Kaua'i Visitors Bureau as Kaua'i was awarded Favorite Adventure Destination. It was stated that Kaua'i *"distinguishes itself with lush landscapes and thrilling outdoor activities, making it an adventure lover's paradise."* The second award was for Honolulu being acknowledged as the Favorite Family Vacation Destination as voted by Canadian travelers, stating that Honolulu *"shines for its beautiful beaches, calm waters and family-friendly attractions sure to please all ages."*

These accolades validate the ongoing appeal of Hawai'i as a highly desirable destination for Canadians, even amid tariffs and significantly reduced travel to the U.S. continent. The awards were heavily promoted across Canada to potential travelers via Air Canada Vacations, as well as to Travel Advisors, reinforcing Hawai'i's appeal. Coverage ran in over 20 publications, including being syndicated across Metroland Media, and was supplemented by HTCAN through social media and press releases.

Oceania MMA – Sea Cleaners & Women Entrepreneurship Famil

At the end of September, the Sea Cleaners initiative took place. This is a signature HTO's regenerative tourism initiative, founded on connection and Kuleana. In Maui, seven youth ambassadors, plus three chaperones, traveled from around the Pacific Rim thanks to a partnership contribution from HVCB. Maui provided an excellent location for workshops, school visits, and beach cleans. The plastic collected is then analyzed by the Pacific Whale Foundation to determine origins. Oceania as our Pacific neighbors, being linked to Hawai'i through the heritage of voyaging and the currents and tides that bring us together. The Kuleana to care for the ocean that connects us, especially around the issue of plastic pollution.

Japan MMA – Tourism EXPO Japan 2025

HTJ, in collaboration with the Hawai'i Promotions Committee Japan (HPCJ), participated in Tourism EXPO Japan 2025 in Nagoya from September 25–28, promoting Hawai'i through a mix of public entertainment, seminars, and business meetings. During public days (September 27–28), the booth featured hula performances by Kumu Hula Michael Canopin and Hālau Kealakapawa, seminars with 11 HPCJ member companies, prize draws for hotel vouchers and goods, and merchandise sales. HTJ also ran a LINE campaign, contributing to a total attendance of 126,900. On business days (September 25–26), nine HPCJ member companies held 112 business meetings with travel agencies, and HTJ moderated a JCAT talk session at the JTB booth, highlighting Hawai'i's tourism initiatives, the Honolulu Festival, and the Hawai'i Idea Contest, fostering both public engagement and industry collaboration.

Korea MMA – Partnership With Hana Card

HTK partnered with Hana Card for the "Your One & Only Hawai'i" promotion, engaging consumers through Hana Pay, Hana Money mobile apps, app push notifications, and a 30-second video displayed on the Hana Card building in Myeongdong, one of Seoul's busiest districts, reaching nearly 100,000 pedestrians daily. Running from May to August, the campaign generated strong results, including air ticket sales totaling approximately US\$53,300 and Hawai'i card spending of US\$1.9 million during the campaign period (May 26–July 31), an 18% increase compared to the prior two months. Across all channels, the promotion achieved 14,650,663 impressions and reached 81,987 individuals, demonstrating significant consumer engagement and impact.

Europe MMA – Luxury Product Manager & Media FAM

In September, HTE hosted a FAM trip to Maui and Kaua'i for luxury product managers and travel media from the UK, Germany, and Switzerland, highlighting premium resorts and authentic island experiences. Participants explored luxury properties, enjoyed helicopter tours, snorkeling, farm-to-table dining, cultural workshops, and eco-tours, supported by the Maui and Kaua'i Visitors Bureaus. Post-trip feedback showed 100%

satisfaction, with attendees recommending 4–7 days on Maui and 4–8 days on Kauaʻi, emphasizing cultural, culinary, and unique experiences over beach-focused activities.

Cruise – HDOT Energy Security and Waste Reduction Plan

The final plan by the HDOT was released on October 15, 2025 and is currently available for viewing, through an online search by the name of the plan. This plan directly impacts the cruise industry's emissions reduction requirements, and thus potentially impacts cruise tourism. HTA submitted feedback on the plan during the public comment period that ended on August 31st, with the goal to provide from a tourism perspective – ways to help our state meet its emissions requirements, while collectively supporting the needs of cruise lines that stop in Hawaiʻi, and the local businesses that would be impacted if a reduction in cruise calls and passengers occurred. Now that the final report has been issued by HDOT, it has been revised with a modification of the emission requirement thresholds (an increase in reduction % required), but the plan is no longer requiring a reduction of calls, nor a passenger cap into Hawaiʻi's ports as long as the emissions requirements are met. HTA will continue to work with all stakeholders – the cruise industry and local organizations to help achieve the plan, while trying to reduce any potential negative impact to local businesses and employees as best as we can.

Meet Hawaiʻi - Sales Production

Meet Hawaiʻi participated in IMEX America 2025, held October 6–9, with a booth featuring 32 partners and six Meet Hawaiʻi team members representing all islands. The event kicked off with Lūʻau Hawaiʻi, a new cultural gathering that brought together Hawaiian musicians, hālau, artisans, and practitioners from the Las Vegas community to welcome clients and partners with authentic aloha. Meet Hawaiʻi continues to evaluate leads and ROI, but early estimates indicate more than 1,100 appointments and over 500 qualified leads. A key highlight was the signing of a three-year MOU between HVCB and the Singapore Tourism Board.

As of September 2025, Meet Hawaiʻi had secured 161,473 definite room nights. Citywide bookings reached 19% of the annual goal, while Single Property bookings achieved 61%. Key challenges to conversion continued to include the Hawaiʻi Convention Center (HCC) construction timeline and broader geopolitical factors. Hawaiʻi's performance reflects wider industry trends, with fewer meetings being booked overall but a higher economic impact from those that are confirmed. Current interest remains focused on the 2028–2031 period. Meet Hawaiʻi continues to pursue short-term opportunities, advance long-term bookings, and prioritize Single Property events during the 2026–2027 HCC closure. Strong Single Property performance has been driven primarily by the high-tech, engineering, and medical sectors. To boost bookings for 2028 and 2029, Meet Hawaiʻi is running a targeted promotion through the end of 2025. While 2028 pacing is on target, 2029–2031 are trending slower, reinforcing the

importance of this promotion and proactive prospecting in the corporate, healthcare, and association markets.

Planning

The Planning section remains on schedule for its strategic planning, with our vendor, Better Destinations, providing a Situation Analysis on September 19. This document provides an assessment of the 2020-2025 HTA Strategic Plan and identifies gaps between HTA's current state and future aspirations expressed across nearly fifty stakeholder interviews, virtual community input sessions, and virtual industry data collection sessions. Finally, an analysis of external factors, including macro-level global forces and state-level visitor industry trends, has provided draft implications for the 2026-2030 Strategic Plan. The Planning section, together with HTA Leadership, are providing feedback to inform forthcoming drafts of the Situation Analysis. A first draft of the 2026-2030 Strategic Plan is expected near the latter half of October 2025; this draft is expected to contain the Situation Analysis, organizational objectives, strategies and tactics, and prospective metrics to measure success.

We continue to hold input sessions on several islands for the Destination Management Action Plans (DMAPs). This period saw two meetings on O'ahu (Wahiawa 9/24 and Honolulu 9/25), two meetings on Hawai'i Island (Kona 10/01 and Hilo 10/02), and one meeting on Moloka'i (10/08). As of writing, input sessions on Maui have been held on October 14 in Hāna, October 15 in Kahului, and October 16 in Lahaina. Led by each island's respective Destination Manager and supported by the Interim President & CEO/Director of Planning and Planner, these have been important input sessions to solicit pain points, propose potential solutions, and actively listen to how the community wants to be engaged in decision-making in tourism policy and destination management. Community members have been overwhelmingly receptive to small group breakout sessions, which have allowed for participants to choose two topics to dive deep on in a smaller group. Discussion topics have included visitor education, hotspots (encompassing site safety, access, and integrity), resident engagement, and infrastructure (which includes roads, trails, and facilities). Each breakout group has been structured with a facilitator (ensuring discussion is productive and equitable) and recorder (who records live notes and reflects these thoughts back to the discussion group). Our vendor, Pacific Policy Research Center, has staffed each session, with HTA staff, including the Director of Planning, Planner, and Destination Managers, filling in for facilitator or recorder roles across breakout groups. Destination Managers that have staffed input sessions have been able to learn what other islands' communities value and have been able to contribute their own perspectives from their island's input sessions to facilitate conversations. A first draft of each DMAP, focused on reported needs, implementable solutions, and measurement strategies for proposed

interventions, is expected near the end of November for community and Advisory Group feedback before heading to a second draft.

Finally, measurements and metrics from across HTA programs will be incorporated into dashboards ahead of November. These dashboards will be a companion to several HTA outputs, including the Strategic Management Action Plan and internal reporting. While disparate data sources and reporting units have posed a challenge for integrated dashboarding, forthcoming dashboards will lay the foundation for a more comprehensive data strategy heading into next year.

III. FINANCE BRANCH

Finance

The final fiscal year 2025 financial results are attached to the CEO report. The Tourism Emergency Special Fund was replenished. After all central assessment fees have been paid to Budget and Finance, the fund will have an approximate balance of \$4,756,000.

The final fiscal year 2025 financial statement is included at the end of this report for reference.

Procurement

Executed Contracts

Pursuant to Hawai'i Revised Statutes §201B-7 (9), below are contracts executed during the month of September 2025.

Contract No.	Contractor	Description	Contract Amount	Total Contract Value	Start Date	End Date
23008 S5	Council for Native Hawaiian Advancement	Support Services for Destination Stewardship	\$0.00	\$18,697,635.00	9/23/2025	5/1/2026
23008 S6	Council for Native Hawaiian Advancement	Support Services for Destination Stewardship	\$6,066,020.00	\$24,763,655.00	10/2/2025	12/1/2026
24009 S5	Hawaii Visitors and Convention Bureau	Island Destination Brand Management & Marketing Services	\$2,950,000.00	\$7,547,750.00	10/3/2025	6/30/2026
25007 S2	Bishop & Company, Inc.	Coordination and Management of Executive Search for HTA President & CEO	\$20,000.00	\$51,937.16	10/3/2025	6/30/2026

†26008	Ladies Professional Golf Association	LPGA Lotte Championship Partnership 2025	\$250,000.00	\$250,000.00	10/6/2025	6/30/2026
Contract Type: • Sole Source † Procurement Exemption Θ Emergency			\$9,286,020.00			

Current Procurements

HTA regularly issues open solicitations – Requests for Proposals (RFP), Requests for Qualifications (RFQ) and Invitations for Bids (IFB) – to secure professional services from qualified contractors in support of HTA’s mission on behalf of the State of Hawai‘i. A list of active solicitations is below.

RFP No.	Description	Release Date	Deadline
25-11	Hawaii Convention Center Rooftop Terrace Deck Repairs	4/01/2025	9/24/2025
26-06	Public Relations, Communications, and Outreach Services	9/19/2025	10/22/2025
26-07	Maui County Visitor Assistance Program (VAP)	9/19/2025	10/21/2025

For more information, visit: www.hawaii tourism authority.org/rfps.

IV. HTA EVENTS/HTA-SUPPORTED EVENTS

Date	Location	Event/Project Name	HTA Program
10/9	Online	HPCJ Webinar	Japan MMA
10/25 - 26	Tokyo	Shinjuku Takashimaya Hawai‘i Event	Japan MMA
9/29 - 10/4	O‘ahu, Kaua‘i	VIP Trade FAM with Air Premia	Korea MMA
October - November	Korea	Club Kiki Promotion with Very Good Tour	Korea MMA
10/15 - 11/15	UK	Travel Week Trade Campaign	Europe MMA
10/20 - 11/30	UK	Your Personal Aloha - Consumer Campaign	Europe MMA
10/1	Virtual	Avoya South Pacific Destination Day	US MMA
10/1-10/2	Las Vegas, NV	IMM LUX 2025	US MMA
10/2	Australia	Travel Agent Day	Oceania MMA
10/3	San Jose, CA	Hospitality Summit	Meet Hawai‘i
10/4-10/5	Fort Lauderdale, FL	Cruise Planners Convention	US MMA
10/4-10/10	Las Vegas, NV	IMEX Tradeshow	Meet Hawai‘i
10/6-10/10	Bahamas	International Luxury Travel Marketplace (ILTM) North America	US MMA
10/7	Maui	Pleasant Hawaiian Holidays Agent FAM	US MMA

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10/7-10/8	Sydney, Australia	Luxperience	Oceania MMA
10/8	Virtual	Co-op Partner Webinar	US MMA
10/14-10/18	Cancun, MX	Apple Leisure Group ASCEND	US MMA
10/16-10/23	Maui & Kaua'i	Romance Group Media FAM	Canada MMA
10/20-10/23	Queenstown, Dunedin and Wellington	Visit USA Regional Events	Oceania MMA
10/20-10/24	New York, New Jersey, Texas	HTUSA Educational Blitz Events	US MMA
10/23	Dallas, TX	Southwest Airlines CAll Center Training and Trade Show	US MMA
10/23-10/27	Hawai'i Island	Single Property Destination Preview	Meet Hawai'i
10/24	Coppell, TX	AAA Texas Hawai'i Day	US MMA
10/25-10/31	Maui & O'ahu	AMA Trade FAM	Canada MMA
10/30	Virginia	CVB Reps Tailgate Tradeshow	Meet Hawai'i
10/30	Davis, CA	UC Davis Vendor Showcase	Meet Hawai'i
10/30	San Francisco, CA	IAEE Northern California Networking	Meet Hawai'i
Date	Location	Event/Project Name	HTA Program
9/17	Kona	Aloha Greeting and Cultural Program	Ho'okipa Malihini Initiative
9/18	Maui	Hoike: A Hana Arts Workshop & Events Program-2025 Final Dub Lounge	Community Enrichment Program
9/18	Maui	Honolua Hands-on Conservation	Kahu Aina
9/20	Oahu	Aloha Festivals 2025- 71 st Annual Waikiki Ho'olaulea	Signature Events
9/20	Maui	Na Hoku Ho'u Concert	Community Enrichment Program
9/20	Oahu	2025 Kuhio Beach Hula Show & Torch Lighting	Ho'okipa Malihini Initiative
9/21-9/27	Kauai	2025-26 Kauai Mokihana Festival	Community Enrichment Program
9/23	Hilo	Hilo Gateway Information and Hawaiian Culture Program	Ho'okipa Malihini Initiative
9/23	Hilo	Hilo Harbor Pier Greetings Program	Ho'okipa Malihini Initiative
9/24	Oahu	The Return of Kapaemahu Hula Mound Performances	Ho'okipa Malihini Initiative
9/24	Kona	Aloha Greeting and Cultural Program	Ho'okipa Malihini Initiative
9/26	Molokai	Moloka'i Canoe Festival's Presents Kulaia 2025	Community Enrichment Program
9/27	Oahu	2025 Kuhio Beach Hula Show & Torch Lighting	Ho'okipa Malihini Initiative
9/27	Oahu	Aloha Festivals 2025- 77 th Annual Floral Parade	Signature Events
9/27-9/28	Maui	Maui Ukulele Festival 2025	Community Enrichment Program

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9/28	Oahu	Ride Aloha Series " Ride Aloha Festival"	Community Enrichment Program
9/28	Molokai & Oahu	2025 Nā Wahine O Ke Kai	Signature Events
9/30	Hilo	Hilo Gateway Information and Hawaiian Culture Program	Ho'okipa Malihini Initiative
9/30	Hilo	Hilo Harbor Pier Greetings Program	Ho'okipa Malihini Initiative
10/1	Oahu	Malama Pupukea: Engaging Our community and Visitors in Caring for Pupukea	Kahu Aina
10/1	Oahu	FY25-26 Kukulu Aina & Community at Maunawila Heiau Complex	Kahu Aina
10/1	Kauai	An Interpretive Plan for Limahuli Tours	Kukulu Ola
10/1	Oahu	Wahi Pana: Storied Places	Community Enrichment Program
10/1	Oahu	The Return of Kapaemahu Hula Mound Performances	Ho'okipa Malihini Initiative
10/1	Kona	Aloha Greeting and Cultural Program	Ho'okipa Malihini Initiative
10/3-10/25	Oahu	Hawaii's Woodshow, Na Laau o Hawaii 2025	Community Enrichment Program
10/4/2025	OAHU	Kapu: Honoring Sacred Connections Between People and Place	KUKULU OLA
10/4/2025	KONA	Street Eats, A Kailua Village Food Truck Festival	COMMUNITY ENRICHMENT
10/4/2025	OAHU	2025 Kuhio Beach Hula Show & Torch lighting	HOOKIPA MALIHINI INITIATIVE
10/6/2025	OAHU	Hulu Kuilima: Hands That Touch the Feathers with Pu'uhonua Society	KUKULU OLA
10/7/2025	OAHU	2025 Kuhio Beach Hula Show & Torch lighting	HOOKIPA MALIHINI INITIATIVE
10/7/2025	HILO	Hilo Harbor Pier Greetings Program	HOOKIPA MALIHINI INITIATIVE
10/7/2025	HILO	Hilo Gateway Information and Hawaiian Culture Program	HOOKIPA MALIHINI INITIATIVE
10/8/2025	OAHU	The Return of Kapaemahu Hula Mound Performances	HOOKIPA MALIHINI INITIATIVE

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10/8/2025	HILO	Holomua Imu Mea Ai/ Imu building Workshop	KUKULU OLA
10/8/2025	KONA	Aloha Greeting and Cultural Program	HOOKIPA MALIHINI INITIATIVE
10/10/- 10/12	OAHU	Ni'ihau Shell Workshop with Kai Hyde with Pu'uhonua Society	KUKULU OLA
10/11/2025	MAUI	Maui Ola: Cultural Practitioner Initiator "Practitioner Demonstrations in Wailea"	HOOKIPA MALIHINI INITIATIVE
10/11/2025	MAUI	FY25-26 Restoring Kapoho Loko La & Loi Kalo at Waihee Coastal Dun	KUKULU OLA
10/11/2025	KONA	2025 IRONMAN WORLD CHAMPIONSHIP	SIGNATURE
10/11/2025	OAHU	Komo I Ka Aina 25-26	KAHU AINA
10/11/2025	HILO	Kipa Waikoloa	KAHU AINA
10/11/2025	OAHU	2025 Kuhio Beach Hula Show & Torch lighting	HOOKIPA MALIHINI INITIATIVE
10/12/2025	OAHU	2025 Molokai Hoe	SIGNATURE
10/12/2025	OAHU	2025-2026 Kama'āina Sunday Project at Iolani Palace	KUKULU OLA
10/12/2025	KONA	Hula Arts at Kilauea 2025 "Kumu Hula Micah Kamohoali'i with Halau Ha'a Kea O Kinohi"	KUKULU OLA
10/13/2025	OAHU	Hulu Kuilima: Hands That Touch the Feathers with Pu'uhonua Society	KUKULU OLA

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10/14/2025	HILO	Hilo Harbor Pier Greetings Program	HOOKIPA MALIHINI INITIATIVE
10/14/2025	HILO	Hilo Gateway Information and Hawaiian Culture Program	HOOKIPA MALIHINI INITIATIVE
10/15/2025	HILO	Holomua Imu Mea Ai/ Imu building Workshop	KUKULU OLA
10/15/2025	OAHU	The Return of Kapaemahu Hula Mound Performances	HOOKIPA MALIHINI INITIATIVE
10/15/2025	KONA	Aloha Greeting and Cultural Program	HOOKIPA MALIHINI INITIATIVE
10/15-10/26	OAHU	45th Annual Hawaii International Film Festival "Opening Reception"	SIGNATURE
10/16/2025	MAUI	Honolua Hands-On Conservation	KAHU AINA
10/17/2025	OAHU	Ni'ihau Shell Workshop with Kai Hyde with Pu'uhonua Society	KUKULU OLA
10/17/2025	WAIMEA	Hawaii Food & Wine Festival " First Annual Cuisines of the Sun Golf Classic Hosted by Alan Wong	SIGNATURE
10/18/2025	WAIMEA	Hawaii Food & Wine Festival " Cucina: From Mauka to Makai"	SIGNATURE
10/18/2025	MAUI	FY25-26 Restoring Kapoho Loko La & Loi Kalo at Waihee Coastal Dun	KUKULU OLA
10/18/2025	OAHU	2025 Kuhio Beach Hula Show & Torch lighting	HOOKIPA MALIHINI INITIATIVE
10/19/2025	OAHU	Ni'ihau Shell Workshop with Kai Hyde with Pu'uhonua Society	KUKULU OLA

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10/19/2025	KAUAI	Kauai Chocolate and Coffee Festival	COMMUNITY ENRICHMENT
10/20/2025	OAHU	Hulu Kuilima: Hands That Touch the Feathers with Pu'uuhonua Society	KUKULU OLA
10/21/2025	OAHU	2025 Kuhio Beach Hula Show & Torch lighting	HOOKIPA MALIHINI INITIATIVE
10/21/2025	HILO	Hilo Harbor Pier Greetings Program	HOOKIPA MALIHINI INITIATIVE
10/21/2025	HILO	Hilo Gateway Information and Hawaiian Culture Program	HOOKIPA MALIHINI INITIATIVE
10/22/2025	OAHU	The Return of Kapaemahu Hula Mound Performances	HOOKIPA MALIHINI INITIATIVE
10/22/2025	KONA	Aloha Greeting and Cultural Program	HOOKIPA MALIHINI INITIATIVE
10/24/2025	MAUI	Hawaii Food & Wine Festival " First Hawaiian Bank Presents 27th Annual Roy Yamaguchi Golf Classic"	SIGNATURE
10/24/2025	OAHU	Ni'ihau Shell Workshop with Kai Hyde with Pu'uuhonua Society	KUKULU OLA
10/25/2025	MAUI	Hawaii Food & Wine Festival " World of Wagyu, Wine and Whiskey"	SIGNATURE
10/25/2025	KAUAI	Downtown Lihu'e Annual Events " Rice Street Block Party"	COMMUNITY ENRICHMENT
10/25/2025	HILO	Kipa Waikoloa	KAHU AINA
10/25/2025	OAHU	2025 Kuhio Beach Hula Show & Torch lighting	HOOKIPA MALIHINI INITIATIVE
10/25/2025	MAUI	Maui Ola: Cultural Practitioner Initiator "Practitioner Demonstrations in Wailea"	HOOKIPA MALIHINI INITIATIVE
10/26/2025	MAUI	Hawaii Food & Wine Festival " Southern Seafood Sunday Hosted by Aaron Sanchez"	SIGNATURE
10/26/2025	MAUI	Maui Ola: Cultural Practitioner Initiator "Practitioner Demonstrations in Wailea"	HOOKIPA MALIHINI INITIATIVE

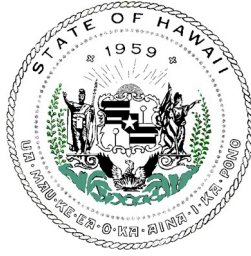
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10/26/2025	OAHU	Waiho'olu'u Mea Kanu: Plant Potion Pigment Workshop with Avalon Paradea with Pu'uhonua Society	KUKULU OLA
10/26/2025	OAHU	Ni'ihau Shell Workshop with Kai Hyde with Pu'uhonua Society	KUKULU OLA
10/27/2025	OAHU	Hulu Kuilima: Hands That Touch the Feathers with Pu'uhonua Society	KUKULU OLA
10/28/2025	HILO	Hilo Harbor Pier Greetings Program	HOOKIPA MALIHINI INITIATIVE
10/28/2025	HILO	Hilo Gateway Information and Hawaiian Culture Program	HOOKIPA MALIHINI INITIATIVE
10/30/2025	OAHU	Hawaii Food & Wine Festival " Slanted and Phan-tastic: A Celebration of Charles Phan"	SIGNATURE
10/31/2025	OAHU	Hawaii Food & Wine Festival "FEAST Summit"	SIGNATURE
10/31/2025	OAHU	Ni'ihau Shell Workshop with Kai Hyde with Pu'uhonua Society	KUKULU OLA



The State of Hawai`i
Department of Business, Economic Development, and Tourism
Hawai`i Tourism Authority
June 30, 2025

These financial statements have been prepared by HTA management (unless otherwise noted) for information purposes only. See notes to the financial statements.

Prepared by: Talon Kishi, CPA

HTA Budget and Fiscal Officer

HAWAII TOURISMAUTHORITY

Hawaii Tourism Authority
June 30, 2025
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Hawaii Tourism Authority
All Funds
Balance Sheet
As of June 30, 2025

	Tourism Funds	Convention Center Funds	Roof Repair Project	Tourism Emergency Special Fund	EDA State Tourism Grant	Total
Assets						
General Funds:						
Fiscal Year (FY) 2025 Gen. Funds	11,153,301	-	-	-	-	11,153,301
FY 2024 Gen. Funds	137,350	1,058,623	-	-	-	1,195,973
Subtotal - General Funds	11,290,651	1,058,623	-	-	-	12,349,274
Other Funds:						
Special Funds	528,609	32,733,550	-	-	-	33,262,159
Federal Grants	-	-	-	-	7,167,877	7,167,877
General Obligation Bonds (GOB)	-	-	61,267,220	-	-	61,267,220
Cash and Cash Equivalents	-	-	-	3,869	-	3,869
Subtotal - Other Funds	528,609	32,733,550	61,267,220	3,869	7,167,877	101,701,125
Total Assets	11,819,260	33,792,173	61,267,220	3,869	7,167,877	114,050,399
Liabilities and Fund Balances						
Liabilities:						
Liabilities (Special Funds)						
Transfer due to B&F		11,000,000		-	-	11,000,000
Total Liabilities	-	11,000,000		-	-	11,000,000
Fund Balances:						
General Funds:						
FY 2025 Encumbered - Gen. Funds	10,251,922	-	-	-	-	10,251,922
FY 2025 Unencumbered - Gen. Funds	901,380					901,380
FY 2024 Encumbered - Gen. Funds	137,350	1,058,623	-	-	-	1,195,973
FY 2024 Unencumbered - Gen. Funds	-	-	-	-	-	-
Subtotal - General Fund Balances	11,290,651	1,058,623	-	-	-	12,349,274
Special Funds:						
Encumbered - Special Funds	187,299	2,243,166	-	-	4,111,505	6,541,970
Unencumbered - Special Funds	341,310	19,490,384	-	3,869	3,056,372	22,891,935
Subtotal - Special Fund Balances	528,609	21,733,550	-	3,869	7,167,877	29,433,905
GOB:						
Encumbered - GOB	-	-	3,327,829	-	-	3,327,829
Unencumbered - GOB	-	-	57,939,391	-	-	57,939,391
Subtotal - GOB Fund Balance	-	-	61,267,220	-	-	61,267,220
Total Fund Balances	11,819,260	22,792,173	61,267,220	3,869	7,167,877	103,050,399
Total Liabilities and Fund Balances	11,819,260	33,792,173	61,267,220	3,869	7,167,877	114,050,399

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
Tourism General Fund - Fiscal Year 2025
Statement of Revenues, Expenditures, Changes in Fund Balances, and Budget vs. Actual
June 30, 2025

	Current Period	Year to Date (YTD)	Encumbrance Balance	Actual (YTD + Enc.)	FY 2025 Budget	Budget vs. Actual
Expenditures						
Administration and Governance	196,450	2,392,566	1,276,887	3,669,453	3,696,660	27,207
Branding and Marketing	4,999,461	36,880,508	2,100,787	38,981,295	39,249,201	267,906
Sports and Signature Events	820,926	5,194,215	2,080,262	7,274,477	7,318,075	43,599
Dest. Stewardship and Comm.	653,808	3,517,282	4,188,668	7,705,950	7,923,883	217,933
Regenerative Tourism Dev.	(178,506)	3,427,204	-	3,427,204	3,762,181	334,977
Workforce Development	46,005	434,924	605,318	1,040,242	1,050,000	9,758
Total Expenditures	6,538,144	51,846,699	10,251,922	62,098,620	63,000,000	901,380
Changes in Fund Balance	(6,538,144)	(51,846,699)				
Fund Balances						
June 1, 2025 / July 1, 2024	17,691,445	63,000,000				
June 30, 2025	11,153,301	11,153,301				

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
Tourism General Fund - Fiscal Year 2024
Statement of Revenues, Expenditures, Changes in Fund Balances, and Encumbrances
June 30, 2025

	Current Period	Year to Date (YTD)	Encumbrance Balance
Expenditures			
Administration and Governance	-	289,840	23,493
Branding and Marketing	-	2,306,829	85,285
Sports and Signature Events	-	-	10,289
Dest. Stewardship and Community	-	5,210,982	-
Regenerative Tourism Development	-	233,738	6,283
Workforce Development	-	12,000	12,000
Total Expenditures	-	8,053,388	137,350
Lapsed Funds	-	(1,147,714)	
Changes in Fund Balance	-	(9,201,102)	
Fund Balances			
June 1, 2025 / July 1, 2024	137,350	9,338,452	
June 30, 2025	137,350	137,350	

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
Tourism Special Fund - Prior Year Funds
Statement of Revenues, Expenditures, Changes in Fund Balances, and Encumbrances
June 30, 2025

	Current Period	Year to Date (YTD)	Encumbrance Balance
Revenues			
Interest, Net	25,311	402,768	
Total Revenues	<u>25,311</u>	<u>402,768</u>	
Expenditures			
Administration and Governance	-	62,302	12,503
Branding and Marketing	23,086	369,441	174,796
Total Expenditures	<u>23,086</u>	<u>431,743</u>	<u>187,299</u>
Transfer to B&F*	(7,850,536)	(7,850,536)	
Changes in Fund Balance	<u>(7,848,311)</u>	<u>(7,879,511)</u>	
Fund Balances			
June 1, 2025 / July 1, 2024	8,376,920	8,408,120	
June 30, 2025	<u>528,609</u>	<u>528,609</u>	

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
Convention Center General Fund - Fiscal Year 2024
Statement of Revenues, Expenditures, Changes in Fund Balances, and Encumbrances
June 30, 2025

	Current Period	Year to Date (YTD)	Encumbrance Balance
Expenditures			
HCC Operations	-	1,019,639	1,058,623
Total Expenditures	-	1,019,639	1,058,623
 Changes in Fund Balance	-	(1,019,639)	
 Fund Balances			
June 1, 2025 / July 1, 2024	1,058,623	2,078,262	
June 30, 2025	1,058,623	1,058,623	

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
Convention Center Enterprise Special Fund
Statement of Revenues, Expenditures, Changes in Fund Balances, and Encumbrances
June 30, 2025

	Current Period	Year to Date (YTD)	Encumbrance Balance
Revenues			
HCC Operations	247,548	4,204,194	
Interest	146,502	1,531,501	
TAT	-	11,000,000	
Total Revenues	394,050	16,735,695	
Expenditures			
HCC Marketing	-	1,603,300	-
HCC Operations	-	2,034,152	2,243,166
HCC Repairs and Maintenance	-	28,119,382	-
Total Expenditures	-	31,756,834	2,243,166
Changes in Fund Balance	394,050	(15,021,139)	
Fund Balances			
June 1, 2025 / July 1, 2024	32,339,500	47,754,689	
June 30, 2025	32,733,550	32,733,550	

* Refer to notes of the financial statements for more information.

Hawaii Tourism Authority
Hawaii Convention Center Roof Repair Project
Statement of Revenues, Expenditures, Changes in Fund Balances, and Encumbrances
June 30, 2025

	Current Period	Year to Date (YTD)	Encumbrance Balance
Revenues			
Appropriation Transfer	-	64,000,000	
Total Revenues	-	64,000,000	
Expenditures			
Permitting	-		
Professional Services	712,718	3,042,198	3,327,829
Total Expenditures	712,718	3,042,198	3,327,829
Inter-Departmental Transfer	-	(578,870)	
Lapsed Funds	-	(13,684,100)	
Changes in Fund Balance	(712,718)	46,694,832	
Fund Balances			
June 1, 2025 / July 1, 2024	61,979,938	14,572,388	
June 30, 2025	61,267,220	61,267,220	

* The above information is for the current fiscal period only. Refer to footnote 5 in the notes of the financial statements for total project spending to date.

Hawaii Tourism Authority
Tourism Emergency Special Fund
Statement of Revenues, Expenditures, Changes in Fund Balances, and Encumbrances
June 30, 2025

	Current Period	Year to Date (YTD)	Encumbrance Balance
Revenues			
Interest, Net	1,375	7,720	
Total Revenues	1,375	7,720	
Expenditures			
Administration and Governance	33	104,692	-
Branding and Marketing	-	100,000	-
Dest. Stewardship and Community	-	328,400	-
Total Expenditures	33	533,092	-
Transfers	(242,918)	(242,918)	
Changes in Fund Balance	(241,576)	(768,290)	
Fund Balances			
June 1, 2025 / July 1, 2024	245,445	772,159	
June 30, 2025	3,869	3,869	

* The above information is for the current fiscal period only. Refer to footnote 4 in the notes of the financial statements for total spending to date.

Hawaii Tourism Authority
EDA State Tourism Grant
Statement of Revenues, Expenditures, Changes in Fund Balances, and Encumbrances
June 30, 2025

	Current Period	Year to Date (YTD)	Encumbrance Balance
Expenditures			
Branding and Marketing	-	2,500,000	-
Dest. Stewardship and Community	-	1,888,840	4,111,505
Total Expenditures	-	4,388,840	4,111,505
 Changes in Fund Balance	 -	 (4,388,840)	
 Fund Balances			
June 1, 2025 / July 1, 2024	7,167,877	11,556,717	
June 30, 2025	7,167,877	7,167,877	

* The above information is for the current fiscal period only. Refer to footnote 6 in the notes of the financial statements for total grant spending to date.

Hawaii Tourism Authority
June 30, 2025
Selected Management Disclosures

1. Summary of Significant Accounting Policies

The Hawaii Tourism Authority (HTA or Authority) was established on January 1, 1999, by Act 156, Session Laws of Hawai‘i (SLH) 1998. It was placed within the State of Hawaii, Department of Business, Economic Development, and Tourism (DBEDT), for administrative purposes only. The Authority is subject to administrative control and supervision of DBEDT under HRS 26-35. The Authority is responsible for developing a strategic tourism marketing plan and developing measures of effectiveness to assess the overall benefits and effectiveness of the marketing plan and progress toward achieving the Authority’s strategic plan goals. In addition, effective July 1, 2000, control and management of the Hawaii Convention Center (HCC) were transferred to the Authority from the Convention Center Authority (CCA) by Executive Order No. 3817. Effective July 1, 2002, the Center, by statute, became the responsibility of the Authority. The Center opened to the public in June 1998 and is used for various events, including conventions and trade shows, public shows, and spectator events. The Center offers approximately 350,000 square feet of rentable space, including 51 meeting rooms.

Act 132 SLH 2025 (SB 1571 SD 2, HD 3, CD 1), amended HRS 201B-2. The Authority is headed by an advisory board of directors comprising 12 voting members. The governor shall appoint ten members, the senate president one member, and speaker of the house of representatives one member. The board will submit a nominee to the governor, who shall, subject to the advice and consent of the senate, appoint the nominee to serve as the president and chief executive officer. The president and chief executive officer shall report directly to the governor.

Funds

The Authority’s funds are as follows:

Tourism Funds:

- **Tourism Special Fund (TSF)** –The TSF accounted for functions related to developing and promoting the tourism industry. Effective January 1, 2022, pursuant to Act 1 Special Legislative Session 2021, the TSF was sunset and discontinued the ability to expend any new funds. Funds encumbered as of June 30, 2021, can be spent until June 30, 2026.

At the May 21, 2025, Budget, Finance, and Convention Center (BFCC) Standing Committee Meeting, the BFCC committee requested that all unencumbered funds in the TSF be transferred to the Department of Budget and Finance (B&F). The Authority transferred \$7,850,536 at the end of fiscal year 2025. HTA will transfer all remaining funds at the end of fiscal year 2026.

- **Fiscal Year 2024 General Funds** – The 2023 State legislature did not provide HTA with an operating budget for fiscal year 2024. As such, the Governor approved the transfer of \$60,000,000 in general funds from Section 5 of Act 164, SLH 2023, to HTA on July 1, 2023. Funds lapsed on June 30, 2024.
- **Fiscal Year 2025 General Funds** – Pursuant to Section 3 of Act 230, SLH 2024, the 2024 Legislature appropriated \$63,000,000 of state general funds for HTA’s fiscal year 2025 operating budget. The law divided the \$63,000,000 between six programs based on each program’s objectives. The six program IDs are:
 - BED113 Administration and Governance
 - BED114 Branding and Marketing
 - BED115 Sports and Signature Events
 - BED116 Destination Stewardship and Community

Hawaii Tourism Authority
June 30, 2025
Selected Management Disclosures

- BED117 Regenerative Tourism Development
- BED118 Workforce Development

Per Executive Memorandum 24-04, *FY 25 Budget Execution Policies and Instructions*, HTA's operating budget is subject to a 10% restriction imposed by B&F. The HTA staff and board have discussed the matter and have informed all major vendors to adjust plans and budgets accordingly.

On January 24, 2025, the Governor released \$6,300,000 of restricted funds to support additional branding and marketing efforts due to the anticipated downturn in tourism and the continued slump in Maui hotel occupancy. The Authority developed a marketing plan to utilize the \$6,300,000.

Convention Center Funds:

- **Convention Center Enterprise Special Fund (CCESF)** – Under Section 201B-8, the Convention Center Enterprise Special Fund accounts for functions related to the operation and management of the Hawaii Convention Center (HCC). The 2024 Legislature provided the CCESF with a \$34,000,000 expenditure ceiling in Section 3 of Act 230, SLH 2024. The expenditure ceiling lapsed on June 30, 2025.

The 2023 State Legislature did not provide the CCESF with an expenditure ceiling for fiscal year 2024. As such, the Governor approved the transfer of \$11,000,000 in general funds from Section 5 of Act 164, SLH 2023, for the HCC on July 1, 2023, on the condition that HTA will subsequently transfer \$11,000,000 from the CCESF to B&F. HTA expects to complete the transfer in fiscal year 2026.

- **Fiscal Year 2024 General Funds (operations)** – The 2023 State legislature did not provide the HCC with an operating budget for fiscal year 2024. As such, the Governor approved the transfer of \$11,000,000 in general funds from Section 5 of Act 164, SLH 2023, for the HCC on July 1, 2023. Funds lapsed on June 30, 2024. Funds encumbered as of June 30, 2024, can be spent until June 30, 2029.
- **General Funds (CIP)** - Pursuant to Act 164, SLH 2023, \$64,000,000 of general funds were provided for long-term repairs of the HCC rooftop terrace deck. Per Executive Memorandum 23-08, dated October 30, 2023, B&F transferred HTA's \$64,000,000 operating appropriation to B&F for the Maui wildfires.
- **General Obligation Bonds** – Under Act 248, SLH 2022, \$15,000,000 of general obligation bond funds were provided for the temporary repairs of the HCC rooftop terrace deck. The Governor authorized the release of funds on February 22, 2023. Unused funds lapsed on June 30, 2024. Subsequently, \$13,684,100 lapsed. See more information at footnote 5.

The 2024 Legislature appropriated \$64,000,000 of General Obligation Bonds for the HCC Roof Repair Project in Section 3 of Act 230, SLH 2024. Funds will lapse on June 30, 2026. See more information at footnote 5.

Per Section 103-8.5, 1% of CIP appropriation classified as the construction cost element for the construction or renovation of State buildings must be transferred to the State Foundation of

Hawaii Tourism Authority
June 30, 2025
Selected Management Disclosures

Culture and Arts Works of Art Special Fund. To date, HTA transferred \$578,870 to the fund in fiscal year 2025.

Tourism Emergency Special Fund (TESF):

- The Tourism Emergency Special Fund accounts for functions related to maintaining a tourism emergency fund. Per Section 201B-10, revenues prescribed by Section 237D-6.5(b) and all investment earnings are credited to the fund's assets. Funds are currently held at the Bank of Hawaii. Funds must be exclusively used to develop and implement emergency measures to respond to a tourism emergency pursuant to section 201B-9.

The governor declared a tourism emergency in the sixth emergency proclamation relating to the Maui wildfires, dated August 19, 2023. See more information at footnote 4.

Per section 36-30, special funds are subject to an assessment for departmental administrative expenses. As of June 30, 2025, management estimates the assessment will cost approximately \$132,738. The transfer to B&F was completed in June 2025.

HTA requested to replenish the TEF by \$5,000,000. In October 2025, HTA received \$4,888,595. Per section 36-27, special funds are required to be assessed 5% of all receipts for central services expenses. The assessment will cost \$244,430. In June 2025, HTA transferred \$134,249. The remaining outstanding balance will be transferred in fiscal year 2026.

Federal Funds:

- **American Rescue Plan Act (ARPA)** – Official Name: Coronavirus State Fiscal Recovery Fund (CSFRF) Subaward. The former Governor authorized \$106,000,000 of ARPA funds to support HTA's and HCC's fiscal years 2022 and 2023 operations. HTA and HCC received \$95,000,000 and \$11,000,000, respectively. In total, for the two years ending June 30, 2023, \$59,155,512 and \$10,011,197 were spent on HTA and HCC operations, respectively. The Authority returned \$36,833,291 to the Department of Budget and Finance (B&F) on July 31, 2023.
- **Economic Development Administration (EDA) State Tourism Grant** – Official Name: ARPA-EDA Tourism Grant (Non-Competitive ARPA State Tourism Grant for the State of Hawaii) – The Authority was awarded \$14,024,372 on December 8, 2021. Grant rules required the approval of the Grant Administration Plan (GAP) before the commencement of work. EDA approved the Authority's GAP on March 21, 2023. The Authority will subaward with the Department of Land and Natural Resources (DLNR) for \$7,200,000 to enhance and develop Hawaii's outdoor recreational assets. All work must be completed by May 31, 2027, and money spent by September 30, 2027. See more information at footnote 6.

Basis of Accounting

The Governmental Funds' financial statements are reported using the modified-accrual basis of accounting.

Transient Accommodations Tax (TAT)

Under Section 237D-6.5, \$11,000,000 shall be allocated to the Convention Center Enterprise Special Fund annually.

Governance & Org-Wide Expenditures

Hawaii Tourism Authority
June 30, 2025
Selected Management Disclosures

Governance and organization-wide expenditures include board member inter-island travel, meeting minutes, insurance premiums, audit expenses for the Authority and the HCC, and other board meeting expenses.

Investments

The Authority's investments are reported at fair value.

The TSF and CCESF participate in the State's investment pool program directed by B&F.

Encumbrances

Encumbrances are obligations in the form of purchase orders, contracts, or other commitments that only become liabilities once the performance of the conditions stated in the commitment is completed.

Per HRS 40-90 (b), "All encumbrances for contracts shall become void after five years from the end of the fiscal year of the original encumbrance, provided that the comptroller may grant an exemption from this subsection if the comptroller finds that there is sufficient justification to extend a contract encumbrance."

Use of Estimates

Preparing these financial statements required management to make estimates and assumptions that affect the amounts reported in the basic financial statements and accompanying notes. Actual results may differ from those estimates.

2. Accrued Vacation Liability

On June 30, 2024, management estimated the accrued vacation liability of approximately \$328,000, with a current liability of approximately \$105,000.

3. Retirement Benefits

Employees' Retirement System of the State of Hawaii (ERS)

At June 30, 2024, management reported a net pension liability of approximately \$6,372,000 for its proportionate share of the State's net pension liability. An actuarial valuation determined the net pension liability as of June 30, 2023.

For the year ended June 30, 2024, the Authority recognized pension expenses of approximately \$428,000. On June 30, 2024, management estimated the deferred outflows and deferred inflows of resources related to pensions of approximately \$221,000 and (\$293,000), respectively.

Hawaii Employer-Union Health Benefits Trust Fund (EUTF)

On June 30, 2024, management estimated the net other post-employment benefits (OPEB) liability of approximately \$4,924,000. An actuarial valuation measured the net OPEB liability as of July 1, 2023.

For the year ended June 30, 2024, the Authority recognized OPEB expenses of approximately \$203,000. On June 30, 2024, management estimated the deferred outflows and deferred inflows of resources related to OPEB of approximately \$77,000 and (\$451,000), respectively.

Hawaii Tourism Authority
June 30, 2025
Selected Management Disclosures

4. Maui Response and Recovery - Tourism Emergency Special Fund

Per section HRS 201B-9, the Authority prepared a \$5,000,000 Maui response and recovery plan on December 21, 2023, and amended it on October 3, 2024. Per section HRS 201B-10, the Tourism Emergency Special Fund was used to implement the response and recovery efforts. As of June 30, 2025, the plan has been completed.

The table below summarizes emergency fund activity from August 2023 to June 30, 2025:

Maui Response and Recovery Total Spending to Date – August 2023 to June 30, 2025			
Program	Paid to Date	Encumbrance Balance	Budget
Immediate Wildfire Response	250,693	-	247,293
Long-term Housing	25,000	-	25,000
Marketing Promotions for Sports Event	3,400	-	3,400
Maui Resident Comms. Campaign	343,514	-	349,307
Pop-Up Makeke	25,000	-	25,000
USA Recovery Marketing Program #1	2,600,000	-	2,600,000
USA Recovery Marketing Program #2	1,350,000	-	1,350,000
USA Recovery Marketing Program #3	100,000	-	100,000
VEPAM	300,000	-	300,000
Total	4,997,607	-	5,000,000

5. Roof Repair Project

The table below summarizes roof project activity from July 2023 to June 30, 2025:

Roof Repair Project Total Spending to Date – July 2023 to June 30, 2025			
Program	Paid to Date	Encumbrance Balance	Budget
Construction Services	-	-	51,347,745
Equipment	-	-	500,000
Permitting	14,600	-	981,140
Professional Services	3,326,310	3,327,829	6,654,139
Contingency	-	-	5,125,106
Total	3,340,910	3,327,829	64,608,130

6. EDA State Tourism Grant

The table below summarizes EDA grant activity from July 2023 to June 30, 2025:

EDA State Tourism Grant Total Spending to Date – July 2023 to June 30, 2025			
Program	Paid to Date	Encumbrance Balance	Budget
Statewide Trail Capacity Study	236,495	863,505	1,100,000
DOCARE Equipment and Ed. Materials	92,000	308,000	400,000
Day-Use Mooring Buoy Program	280,000	120,000	400,000
O‘ahu Snorkel Trail	400,000	600,000	750,000
Ala Kahakai Interpretive Plan	239,000	61,000	300,000

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June 30, 2025
Selected Management Disclosures

Nāpu‘u Recreation Plan	300,000	100,000	400,000
Nā Manu ‘Elele: Land Steward Program	1,309,000	2,291,000	3,850,000
USA MMA Leisure	3,250,000	-	3,250,000
USA MMA Co-op	750,000	-	750,000
Urban Trails	-	-	750,000
Tourism Collabs	-	-	750,000
Overhead	-	-	1,324,372
Total	6,856,495	4,343,505	14,024,372

Supplementary Information

Hawaii Tourism Authority
Supplementary Information
Budget vs. Actual - Fiscal Year 2025 Funds
July 1, 2024 to June 30, 2025

#	Budget Line Item (BLI) Title	BLI	Year to Date Expenditures (YTD)	Encumbrance Balance (Enc)	Actual (YTD + Enc)	Fiscal Year 2025 Budget	Budget vs. Actual
Tourism							
	BED113 Administration and Governance (AG)						
1	Campaign Effectiveness Study	010	162,000	-	162,000	162,000	-
2	Communications & PR Svcs	101	53,005	206,349	259,354	261,564	2,210
3	Cruise Consultation	004	73,700	6,400	80,100	80,100	-
4	General and Administrative	901	399,612	183,135	582,747	582,747	-
5	Governance - Gen Board Others	919	75,065	33,736	108,801	108,801	-
6	Hawaiiitourismauthority.org	103	6,250	74,650	80,900	80,901	1
7	Professional Services	915	145,000	-	145,000	145,000	-
8	Program Evaluation	654	419	134,000	134,419	144,419	10,000
9	Salaries	930	1,414,338	14,165	1,428,503	1,438,985	10,482
10	Tourism Strategic Plan Update	915	-	254,786	254,786	254,786	-
11	Travel - Admin	998	24,207	-	24,207	27,090	2,883
12	Travel - Branding	398	23,782	-	23,782	24,614	832
13	Travel - Destination Stewardship	898	15,188	-	15,188	15,987	799
14	Market Research	514	-	369,666	369,666	369,666	-
15	Budget Restriction	BR	-	-	-	-	-
	Subtotal BED113 AG		2,392,566	1,276,887	3,669,453	3,696,660	27,207
	BED114 Brand and Marketing (BM)						
16	Canada	322	895,123	4,877	900,000	900,000	-
17	HCC Sales & Marketing	317	6,028,985	-	6,028,985	6,028,985	-
18	Europe	326	900,000	-	900,000	900,000	-
19	Global Support Services	350	1,175,128	32,500	1,207,628	1,209,090	1,462
20	Island-Destination Int. Marketing	306	2,592,000	288,000	2,880,000	2,880,000	-
21	Japan	323	5,846,807	3,193	5,850,000	5,850,000	-
22	Korea	324	809,276	-	809,276	810,000	724
23	Oceania	325	1,120,226	-	1,120,226	1,120,226	-
24	Salaries	934	253,464	4,797	258,261	523,981	265,720
25	USA	321	17,259,499	1,767,420	19,026,919	19,026,919	-
26	Budget Restriction	BR	-	-	-	-	-
	Subtotal BED114 BM	BED1	36,880,508	2,100,787	38,981,295	39,249,201	267,906
	BED115 Sports and Signature Events (SE)						
27	Basketball	376	600,000	150,000	750,000	750,000	-
28	Football	384	750,000	737,744	1,487,744	1,487,744	-
29	LPGA	343	250,000	-	250,000	250,000	-
30	PGA Tour Contracts	312	1,597,080	399,270	1,996,350	1,996,350	-
31	Signature Events	700	1,180,491	287,198	1,467,689	1,467,689	1
32	Sports RFP or Other Procurement	385	-	-	-	2	2
33	Salaries	937	25,644	-	25,644	69,240	43,596
34	Sports Consultant	375	50,000	48,243	98,243	98,243	-
35	Surfing	374	210,000	90,000	300,000	300,000	-
36	UH Athletics Branding Partnership	378	-	167,000	167,000	167,000	-
37	Sports Community Outreach	382	531,000	200,807	731,807	731,807	-

Hawaii Tourism Authority
Supplementary Information
Budget vs. Actual - Fiscal Year 2025 Funds
July 1, 2024 to June 30, 2025

#	Budget Line Item (BLI) Title	BLI	Year to Date Expenditures (YTD)	Encumbrance Balance (Enc)	Actual (YTD + Enc)	Fiscal Year 2025 Budget	Budget vs. Actual
38	Budget Restriction	BR	-	-	-	-	-
	Subtotal BED115 SE	BED1	5,194,215	2,080,262	7,274,477	7,318,075	43,599
	BED116 Destination Stewardship and Community (DS)						
39	Visitor Ed.Post Arrival Marketing	014	995,088	244,684	1,239,772	1,239,772	-
40	Budget Restriction	116	-	-	-	-	-
41	Kahea Greetings - Airports	207	-	110,000	110,000	110,000	-
42	USA	321	-	-	-	-	-
43	Kahu Aina	402	722,159	50,000	772,159	772,159	-
44	Visitor Assistance Programs	601	464,450	71,500	535,950	574,183	38,233
45	Ho'okipa Malihini Initiative	718	347,543	19,500	367,043	367,043	-
46	Dest. Management - Oahu	731	-	83,099	83,099	128,024	44,925
47	Dest. Management - Maui County	732	-	83,099	83,099	128,024	44,925
48	Dest. Management - Hawaii Island	733	-	83,099	83,099	128,024	44,925
49	Dest. Management - Kauai	734	-	93,299	93,299	138,224	44,925
50	Maui Recovery	737	592,000	200,388	792,388	792,388	-
51	Smart Tourism Initiative	738	-	3,150,000	3,150,000	3,150,000	-
52	Destination Mgmt. Application	740	-	-	-	-	-
53	Salaries	938	396,042	-	396,042	396,042	-
	Subtotal BED116 DS		3,517,282	4,188,668	7,705,950	7,923,883	217,933
	BED117 Regenerative Tourism Development (RT)						
54	Community Enrichment Program	701	633,270	-	633,270	916,786	283,516
55	Comm. Tourism Collaborative	656	1,295,923	-	1,295,923	1,295,923	-
56	Foundational Technical Assistance	656	415,458	-	415,458	415,458	-
57	Qurator- Quality Assurance	657	225,000	-	225,000	225,000	-
58	Tour Guide Certification	409	78,600	-	78,600	78,600	-
59	Kukulu Ola	201	624,057	-	624,057	624,057	-
60	Salaries	936	154,896	-	154,896	206,357	51,461
61	Budget Restriction	BR	-	-	-	-	-
	Subtotal BED117 RT		3,427,204	-	3,427,204	3,762,181	334,977
	BED118 Workforce Development (WF)						
62	Future Workforce Development	803	135,000	15,000	150,000	150,000	-
63	Hawaiian Culture Initiative	202	-	208,333	208,333	208,333	-
64	Hawai'i Tourism Summit	102	224,309	47,750	272,059	272,059	-
65	Scholarship Program	805	75,615	334,235	409,850	419,608	9,758
66	Budget Restriction	BR	-	-	-	-	-
	Subtotal BED118 WF		434,924	605,318	1,040,242	1,050,000	9,758
Total Fiscal Year 25 Tourism Budget			51,846,699	10,251,922	62,098,620	63,000,000	901,380

Hawaii Tourism Authority
Supplementary Information
Budget vs. Actual - Fiscal Year 2025 Funds
July 1, 2024 to June 30, 2025

#	Budget Line Item (BLI) Title	BLI	Year to Date Expenditures (YTD)	Encumbrance Balance (Enc)	Actual (YTD + Enc)	Fiscal Year 2025 Budget	Budget vs. Actual
Hawai'i Convention Center (HCC)							
BED113XC Convention Center Enterprise Special Fund (SF)							
67	HCC Operations	850	2,034,152	2,243,166	4,277,318	4,277,318	-
68	HCC Repairs and Maintenance	860	1,603,300	-	1,603,300	1,603,300	-
69	HCC Sales	870	28,119,382	-	28,119,382	28,119,382	-
Subtotal BED113XC SF			31,756,834	2,243,166	34,000,000	34,000,000	-
BED113XC Construction Funds (CF)							
70	HCC Repairs and Maintenance	860	3,091,989	2,968,620	6,060,609	64,000,000	57,939,391
Subtotal BED113XC CF			3,091,989	2,968,620	6,060,609	64,000,000	57,939,391
Total Fiscal Year 25 HCC Budget			34,848,823	5,211,786	40,060,609	98,000,000	57,939,391

7

Action on Requested Changes to Standing Committee Memberships



STAFF REPORT TO THE BOARD
Agenda Item 07

October 30, 2025

REQUEST: To Discuss, Select, and Appoint the Board Members to Standing Committees

FACTS:

1. The following standing committees were adopted at the September 11, 2025, Advisory Board Meeting:
 - a. Administrative
 - b. Branding
 - c. Film Production Tourism
Ho'okahua Hawai'i
 - d. Sports Tourism
2. Board Members previously provided their selections for which committees they would like to serve on. A slate of Board Members assigned to Committees was presented, and the Board motioned to approve.
3. There were requested changes by Board Members to step down from assigned committees, which will be on the next meeting agenda.
 - a. Film Production Tourism – Board Member Leah Belmonte
 - b. Branding – Board Member Lāna'i Tabura
4. An email was sent to the Board on October 13, 2025, regarding any other requested changes to committee memberships.

DISCUSSION:

1. Are there any other Board Members requesting changes to their assigned committees?

BUDGET IMPLICATIONS: None.

RECOMMENDATION:

1. Motion to approve the following Board Member requests to step down from the following committees:
 - a. Film Production Tourism - Board Member Leah Belmonte
 - b. Branding – Board Member Lāna'i Tabura

8

**Report of the Branding Standing Committee of
their Meeting held on October 8, 2025**



STAFF REPORT TO THE BOARD

Agenda Item 08

October 30, 2025

REQUEST: Agenda Item 08 - Report on the Brand Standing Committee Meeting held on October 8, 2025.

FACTS:

The Brand Standing Committee meeting was held on October 8, 2025. At the meeting, the 2026 Brand Marketing Plans (BMPs) were presented by all Global Marketing Teams (GMTs). Each plan outlined market-specific strategies to position Hawai'i as a premium, welcoming destination for high-value, mindful travelers. Presentations included major campaigns, partnership opportunities, and updates on market trends. BMPs were presented covering the following major market areas:

- Canada - Leisure
- Japan - Leisure
- Oceania - Leisure
- Korea - Leisure
- China - Leisure
- Taiwan - Leisure
- Europe - Leisure
- USA - Leisure
- Global MCI (Meetings, Conventions, Incentives)

Additionally, Lynn Whitehead, Vice President, Meet Hawai'i, provided a brief update from the IMEX Conference, which she was attending at the time of the meeting for Global MCI. Her remarks focused on real-time observations from the event; no formal discussion of results or outcomes was held.

DISCUSSION: N / A

BUDGET IMPLICATIONS: N/A

RECOMMENDATION: N/A

9

**Report of the Film Production Standing
Committee of their Meeting
held on October 16, 2025**



STAFF REPORT TO THE BOARD

October 30, 2025

REQUEST: Agenda Item 09 - To report on the Film Production Standing Committee held on October 16, 2025.

FACTS:

The Film Production Standing Committee was held on October 16, 2025. Two main items were discussed during the meeting:

- Committee's Purpose and Mission: At the meeting, the committee Chair Elmore reiterated that the mission of this committee is to guide initiatives that promote Hawai'i through film, television and integrated marketing, supporting economic development and authentic representation of the state.
- Draft Proposal for a Hawai'i Film and Television History Museum and Pilot Grant Program: In an executive session, the committee Chair Elmore presented the draft proposal. The committee members discussed and unanimously approved the draft proposal. The next steps are:
 - o The proposal will be turned over to HTA administration for further review and consideration.
 - o HTA will work with DBEDT, the state film office, SFCA, HVCB, and other relevant agencies to assess feasibility and identify the steps to meet State procurement requirements.
 - o The HTA administration will present the results of their review to the committee during future meetings.

DISCUSSION: For board's further review, discussion, and/or action.

BUDGET IMPLICATIONS: Possibility to utilize HTA's unallocated funds in Brand Marketing to fund the draft proposal which includes the initial \$200,000 for the Pilot Grant Program.

October 30, 2025

RECOMMENDATION: Staff will further assess the proposed draft proposal with DBEDT Director.

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**Report of the Administrative Standing Committee
of their Meeting held on October 20, 2025**



STAFF REPORT TO THE BOARD
Agenda Item 10

October 30, 2025

REQUEST: Report of the Administrative Standing Committee of their Meeting held on October 20, 2025.

FACTS:

1. On September 11, 2025, the Advisory Board approved the formation of the Administrative Standing Committee. Its purpose is to oversee the contract terms of the President and Chief Executive Officer and to make recommendations regarding their evaluation.

DISCUSSION:

1. **Committee's Charter:** The committee discussed the roles and responsibilities outlined in its charter. Members were asked to make necessary edits, as this charter now pertains to an Advisory Board.
2. **HTA Bylaws:** Members were asked to review the draft Bylaws and suggest any edits appropriate for the Advisory Board.
3. **CEO Search:** A recommendation was made to send a follow-up letter to the top 23 candidates. This letter would explain the delay in communication and inquire if they are still interested in the position.

BUDGET IMPLICATIONS: None.