



STAFF REPORT TO THE BOARD

Agenda Item 04

January 22, 2026

REQUEST: To create a Strategic Plan Permitted Interactive Group

FACTS:

1. The Hawai'i Tourism Authority (HTA) solicited Request for Proposals last Spring and awarded contracts to Better Destinations LLC and Pacific Policy Research Center (PPRC) in June 2025 to support HTA's strategic planning and facilitation processes and contribute to the development of an HTA Tourism Strategic Plan 2026-2030.
2. Through the strategic planning process, information and input were gathered through community and industry meetings, interviews with board members and key industry, community, and government leaders, and a focus group discussion with HTA staff.
3. A survey was also conducted by PPRC.
4. Better Destinations LLC has been working with staff to develop strategies and identify actionable tactics that are not only aligned with the organization's mission and vision but also the evolving landscape over the next five years.
5. Staff seeks to discuss and review proposed strategies and tactics with the Strategic Plan Permitted Interactive Group and gain further feedback.
6. Members of the Strategic Plan Interactive Group can engage in information gathering and develop recommendations for staff to consider.
7. Staff seeks to have the HTA Advisory Board support and endorse the Strategic Plan.
8. The Strategic Plan will be approved by the Director of the Department of Business, Economic Development, and Tourism.

DISCUSSION:

The purpose of the Strategic Plan Permitted Interactive Group is to discuss and review proposed strategies and tactics and provide recommendations for the HTA's 2026-2030 Strategic Plan.

RECOMMENDATION: Recommend that the board approve the creation of a Strategic Plan Permitted Interactive Group.