

PRESIDENT & CEO MONTHLY REPORT

FEBRUARY 2026

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

EXECUTIVE SUMMARY

- **Legislative Engagement** – Met with state legislators to provide updates on HTA programs and the Hawai'i Convention Center rooftop repair project. HTA provided testimony on several bills that have an impact on the HTA and Hawai'i's tourism industry.
- **Hawai'i Convention Center Rooftop Terrace Deck Repair Project** – Remains on schedule. Pre-construction work is complete, and demolition has begun. The team finished Furniture, Fixtures, and Equipment (FF&E) removal, site setup, and protective measures, and is now progressing with initial demolition.
- **Emergency Preparedness** – Coordinated with HI-EMA on storm response (Feb 6–9), met with Canadian Consulate on visitor emergency protocols, and continued planning for Makani Pahili exercises.
- **Media & Public Affairs** – Coverage on “Hawai'i Stays With You” campaign, Seahawks clinics, PGA events, stewardship programs, and legislative policy themes.
- **Community Programs** – Supported 31 cultural and enrichment projects statewide from Jan–Feb, including festivals, hula shows, and conservation workdays.
- **Visitor Experience Initiatives** – Continued Kāhea Airport Greetings program and expanded HNL HI Lights video content showcasing local events at Honolulu airport gates.
- **Destination App** – Integrated DBEDT tourism survey with GoHawaii app; 41,700 surveys completed since launch, with 11,207 marketing opt-ins.
- **Workforce Development** – Promoted Ho‘oilina Scholarship program for Hawai'i public high school graduates pursuing travel industry careers (deadline March 1).
- **Sports Partnerships** – Partnered with Seattle Seahawks for girls' flag football camps on Hawai'i Island, engaging 200+ participants and community volunteers.
- **Global Marketing** – Executed campaigns across major markets: U.S. (11.5M impressions), Canada (Winter Olympics ads), Japan (32M reach), Korea (airline promotions), and Europe (British Museum cultural exhibit).
- **Draft Destination Management Action Plans** – Published draft DMAPs for public review and comment on HTA's website. Webinars held Feb 12–25.
- **Draft HTA Strategic Plan** – Finalized the draft HTA's 5-Year Strategic Plan with guidance from the Strategic Plan Permitted Interaction Group.

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

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

I. OFFICE OF THE CEO

Staffing

Of HTA's 30 approved positions, two are temporarily assigned and five are vacant.

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

HTA's Chief Administrative Officer (CAO) along with the HTA's Executive Assistant to the President & CEO are actively involved updating job descriptions and submitting documentation to DBEDT to fill vacant positions. Interviews for the Contract and Administrative Manager position will be conducted late-February/early March.

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

Legislative Update

HTA provided both written and oral testimony on bills relating to the HTA or Hawai'i's visitor industry. See tab 12 in the board book for the update on the 2026 bills. The

Interim President & CEO, CAO, and VP of Finance continue to meet with legislators regarding HTA's program and to respond to legislative requests.

Emergency Management and Crisis Coordination

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

Operational Focus Area

HTA continues to work with the Department of Business, Economic Development & Tourism's (DBEDT Director's Office and Administrative Services Office to identify solutions and improve efficiencies with HTA's procurements and travel processes.

Stakeholder Outreach and Engagement

The CAO met with Japan Airlines to discuss their re-entry into Kona and market conditions. Community webinars for the draft Destination Management Action Plans (DMAPs) began on February 12 (Hawai'i Island) and continue to February 25 (Moloka'i).

Public Affairs

Media

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

Media Releases in January

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

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

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

Jan. 29: Seattle Seahawks to Host Two Free Flag Football Clinics on Hawai'i Island

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

Hawai'i Convention Center Roof Top Project

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

Current Progress:

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

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

II. PROGRAM UPDATES

Destination Stewardship

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

Destination Management

DESTINATION MANAGEMENT ACTION PLANS (DMAPS)

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

SMART DESTINATION APP/GOHAWAII UPDATE

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

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

Visitor Experiences

KĀHEA AIRPORT GREETINGS PROGRAM

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

Entertainment is currently provided by the following schedule:

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

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

HTA COMMUNITY PROGRAMS

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

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

Program Name	Date	Location	Event/Project Name
Signature Events	1/16/2026 to 1/19/2026	Oahu	8th Annual TransPacific Volleyball Championships
Community Enrichment Program	1/1/2026 to 2/28/2026	Oahu	Wahi Pana: Stories Places
	1/16/2026 to 1/31/2026	Maui	Celebrating the Visual Arts of Hawaii "Juried Exhibition"
	2/6/2026	Maui	Wailuku First Friday
	2/2/2026, 2/9/2026, 2/16/2026, & 2/23/2026	Kauai	E Kanikapila Kakaou 2026
	2/7/2026	Oahu	World Wetlands Day 2026 at Keawawa Wetland
	2/7/2026	Waimea, Hawaii	Kahilu Festival Series: "Waimea Cherry Blossom Heritage Festival"
	2/13/2026, 2/14/2026, & 2/15/2026	Oahu	Zippys Hawaii Esports Invitational
	2/14/2026, 2/15/2026, 2/16/2026	Oahu	2026 Hawaii Club Volleyball Championship Series "Shaka Classic"
	2/14/2026	Kona	Wiliwili Love Festival
	2/14/2026 & 2/15/2026	Hilo	Pana'ewa Stampede Rodeo
	2/15/2026 to 2/22/2026	Kauai	Waimea Town Celebration: Heritage of Aloha 2026
Kahu Aina	2/28/2026	Oahu	The Art of Hawaiian Pā'ū
	1/10/2026 & 1/14/2026	Hilo	Malama Aina Community Workday
	1/15/2026 & 2/19/2026	Maui	Honolulu Hands-on Conservation

	2/14/2026	Oahu	Komo I Ka Aina
Kukulu Ola	1/1/2026 to 2/28/2026	Kauai	An Interpretive Plan for Limahu'i Tours (Garden Tours)
	1/3/2026 to 1/31/2026	Oahu	Explorers of Lawai'a & Kaulana Mahina
	1/17/2026	Kauai	Hihikalahau: Wailua Work Day
	2/7/2025	Oahu	Niho 'Oki (Shark's-tooth Knife) Workshop with 'Umi Kai
	2/7/2026	Molokai	Me Ke Aloha Project
	1/11/2026 & 2/8/2025	Oahu	2025-2026 Kama'aina Sunday at Iolani Palace
	1/10/2026 & 2/8/2026	Hilo	Hula Arts at Kilauea
	2/15/2026	Hilo	E 'Ōlelo Hawai'i Kākou
	1/21/2026 & 2/18/2026	Hilo	Holomua Imu Mea Ai/ Imu building workshop
Ho'okipa Malihini Initiative	1/13, 1/20, 1/27, 2/3, 2/10, 2/17, 2/24/2026	Hilo	Hilo Harbor Pier Greetings Program
	1/13, 1/20, 1/27, 2/3, 2/10, 2/17, 2/24/2026	Hilo	Hilo Gateway Information & Hawaiian Culture Program
	1/7, 1/14, 1/21, 1/28, 2/4, 2/5, 2/11, 2/18, 2/20, 2/25, 2/26/2026	Kona	Aloha Greeting & Cultural Program (Kailua-Kona Pier)
	1/3, 1/10, 1/17, 1/24, 1/31, 2/7, 2/14, 2/21, 2/28/2026	Oahu	2025 Kuhio Beach Hula Show & Torch Lighting
	1/7, 1/14, 1/21, 1/28/2026	Oahu	The Return of Kapaemahu Hula Mound Performances
	2/6/2026 & 2/20/2026	Oahu	Waikiki By Moonlight

Workforce Development

HO'OILINA HAWAII SCHOLARSHIP PROGRAM 2026 COHORT

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

Sports Partnerships

This program is designed to strengthen Hawai'i's position as a premier destination for sports tourism and events while fostering community well-being and economic benefits.

Through strategic partnerships, branding initiatives, and sustainable funding models, the program aims to deliver long-term value for Hawai'i residents and visitors alike.

SEATTLE SEAHAWKS GIRLS FLAG FOOTBALL CAMPS

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

Brand Marketing

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

USA Major Market Area

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

\$6 Million USA Maui Emergency Marketing Campaign

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

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

Canada Major Market Area

Canadians who are watching the Winter Olympics on TV have also been seeing the new Hawai'i Stays With You :15 and :30-second ads. In-between favorite sports such as hockey, snowboarding, and curling, the fresh new ad creative has been sharing our messaging. The profile of the viewers aligns strongly with potential travelers and is running on CBC (Canadian Broadcasting Corporation) in Ontario, specifically online video, and connected television inventory (with over 15 hours of daily live sports coverage!). The schedule will continue for the full duration of the Winter Olympics, ending on February 22. Olympic content on CBC GEM (app) saw a 249% increase in streams from Tokyo2020 to Paris2024, emphasizing growing digital viewership. There was a total of 219.3M Page Views / 73M Video Views / 29M Hours Streamed during the Paris Games. The anticipated impressions for Hawai'i ads are 350,480 targeted impressions.

Japan Major Market Area

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

Korea Major Market Area

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

Europe Major Market Area

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

China Major Market Area

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

Taiwan Major Market Area

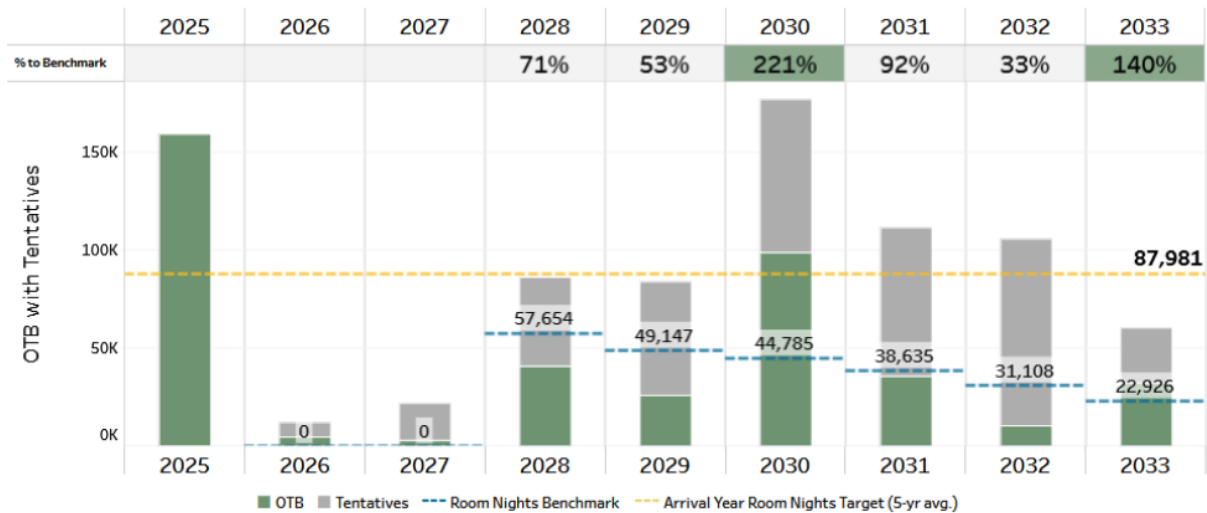
To rebuild Hawai’i’s presence in Taiwan’s travel market, HTT concentrated in January on strengthening partnerships and advancing product development. The team held strategic meetings with airlines, travel agencies, and government partners to drive

collaborative initiatives. Key efforts included launching the JAP PAK consortium with Japan Airlines and eight travel agencies, featuring a Hawai'i cruise paired with pre- and post-stays on O'ahu; exploring OTA co-op promotions and influencer campaigns with ANA; and working with premium agencies—Pacific Travel, Seascape Escape Travel, and Essence Travel—to design high-quality Hawai'i travel experiences. HTT also partnered with EZ Travel on a March–May influencer and digital campaign targeting FIT travelers, collaborated with the Council of Indigenous Peoples to expand the Aloha Festival in Taipei later this year, and coordinated with AIT and Starlux Airlines to explore potential interline and codeshare agreements with Alaska Airlines.

Meet Hawai'i - Sales Production

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

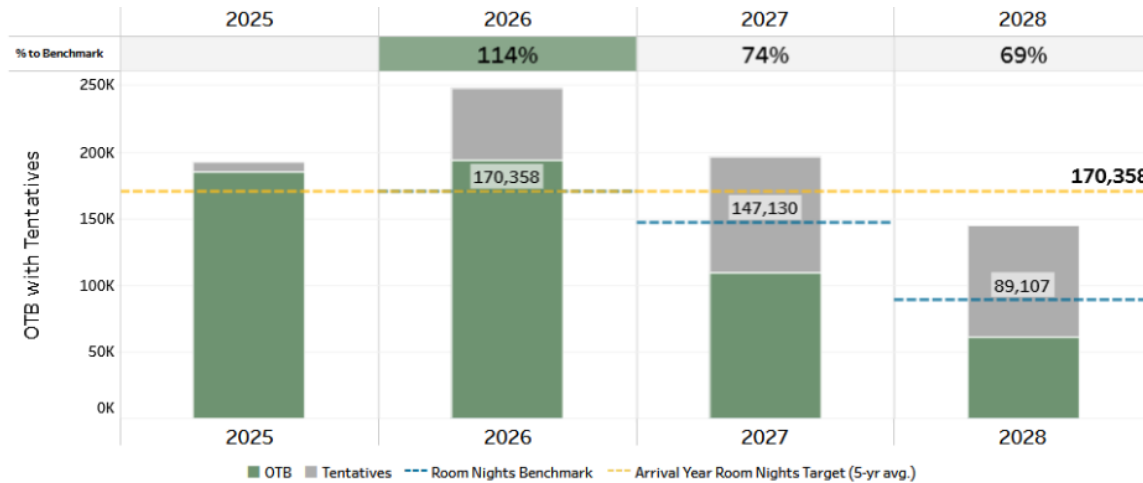
FuturePace Report: Convention Center 8-year Pace (citywide only)



Single-Property: The Single Property team began 2026 with strong momentum, driven by increased definite bookings and a healthy forward-looking pipeline. January delivered 11 new bookings totaling 11,516 room nights (+2,287 YOY), led by Consumer Products and High-Tech, with nearly 69% contracted for 2026–2027. Maui and O'ahu delivered similar volume, with Maui generating higher visitor spend (\$8.5M) and the top

conversion rate (39.4%). Business was primarily West Coast–driven, with early recovery signals from Japan. The pipeline remains healthy with 96 new leads (60,640 room nights), slightly ahead of last year. Focus continues on 2026–2027 opportunities and priority segments amid shifting U.S. MCI demand.

FuturePace Report: Single Property 3-year Pace



Global Marketing Team Events

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

February 23-27	New Jersey / New York	Meet NY and Sales Calls	Meet Hawai'i
February 24	Sacramento, CA	MPI Sacramento Sierra Nevada Chapter Crab Feed	Meet Hawai'i
February 24	Honolulu, HI	Aloha MPI	Meet Hawai'i

Hawai'i Convention Center Events through Meet Hawaii

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

Planning

Destination Management Action Plans

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

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

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

Event	Date
Hawai'i Island webinar	Thursday February 12, 12-1pm
O'ahu webinar	Wednesday February 18, 10-11am
Maui webinar	Wednesday February 18, 12-1pm
Kaua'i webinar	Thursday February 19, 12-1pm
Lāna'i webinar	Wednesday February 19, 5:30-6:30pm
Moloka'i webinar	Wednesday February 25, 12-1pm

After the public review period closes on March 2nd, HTA planning and destination management teams will digest the feedback and finalize the DMAPs' content in

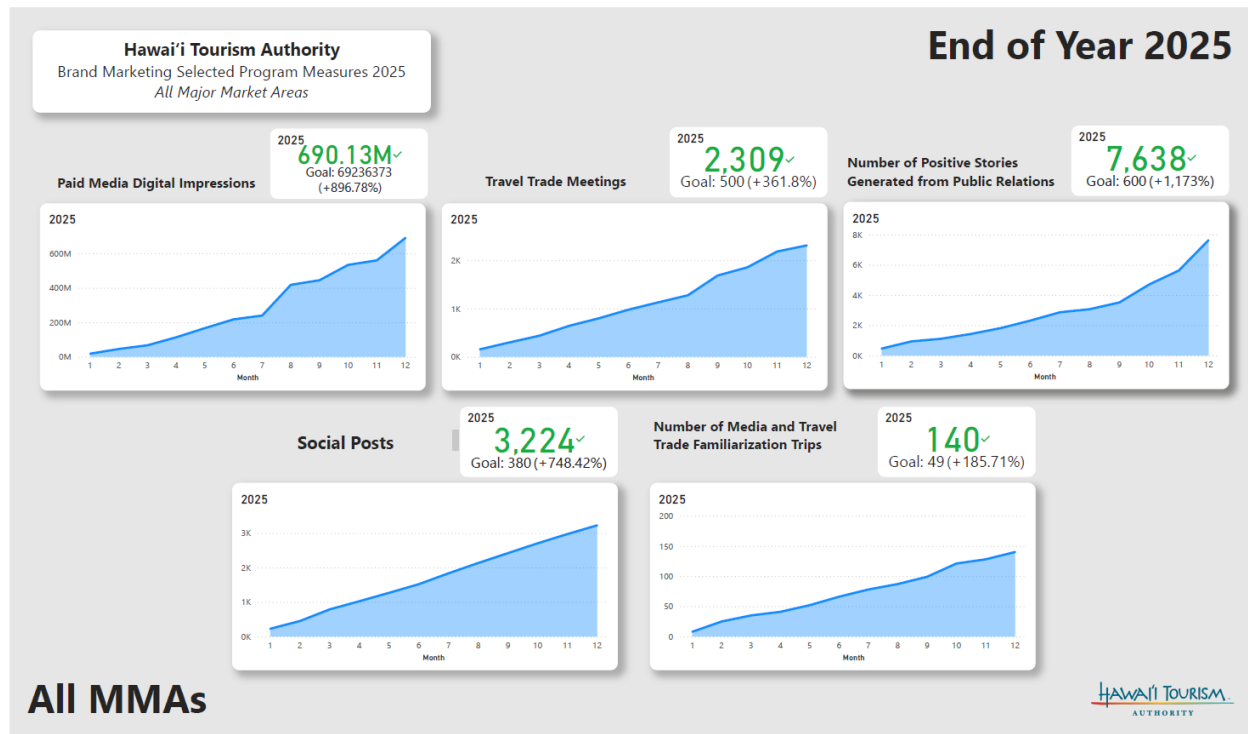
consultation with each island's Advisory Group and relevant state and county agencies before presenting to the HTA Advisory Board.

HTA's 5-Year Strategic Plan

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

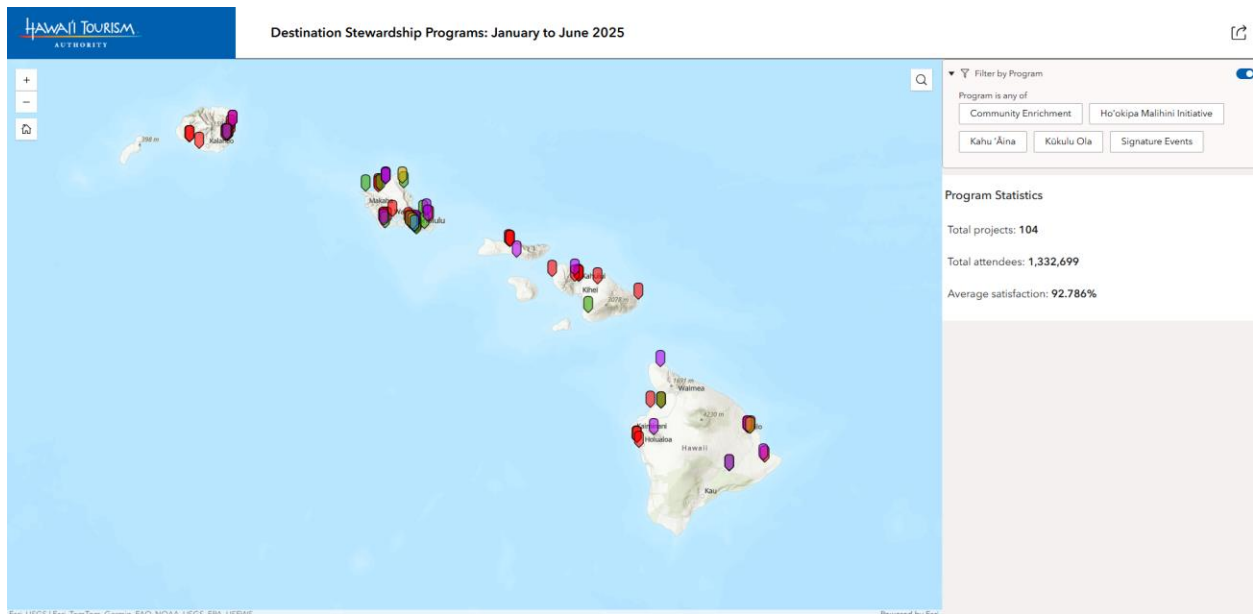
Program Evaluation

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



Mapping Community Impact

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



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

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

III. FINANCIALS

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

IV. PROCUREMENT

[Executed Contracts](#) - No contracts or agreements were executed during the timeframe covered by this report.

[Current Procurements](#) - There are no active open solicitations at this time.

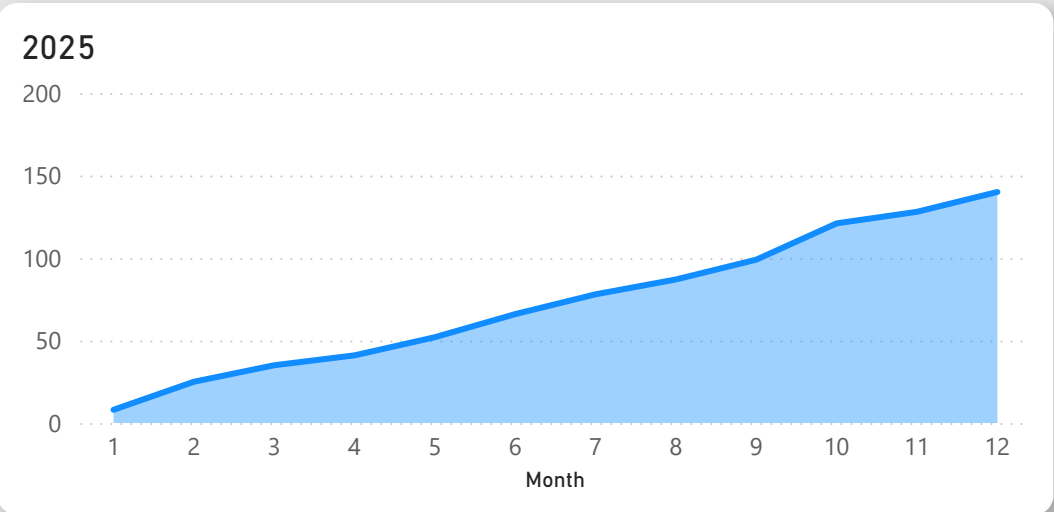
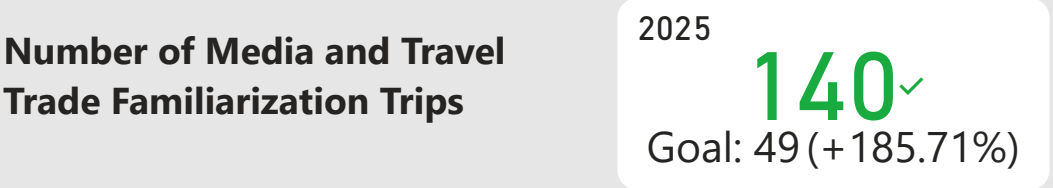
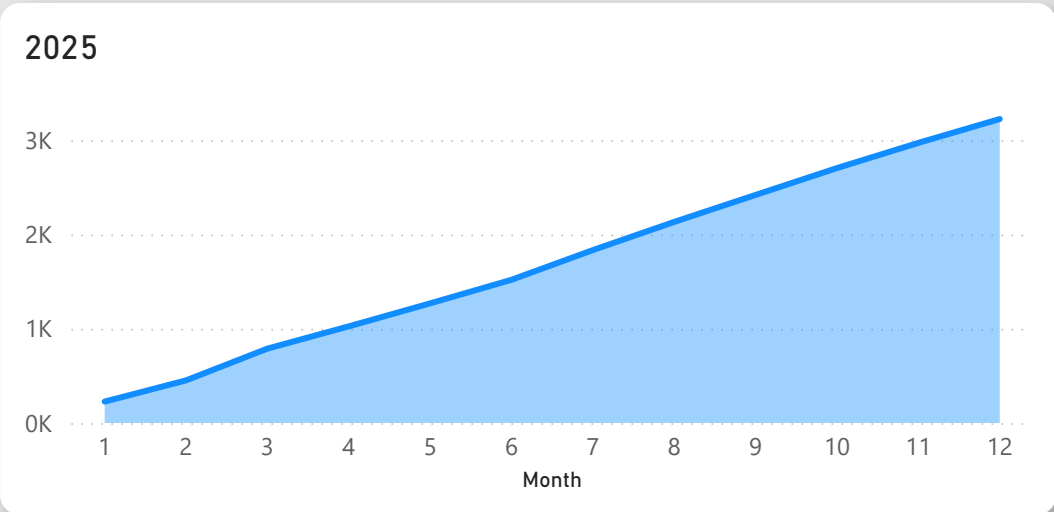
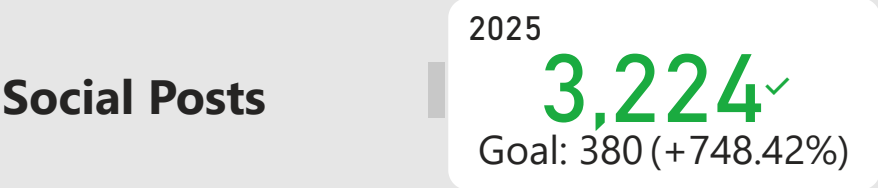
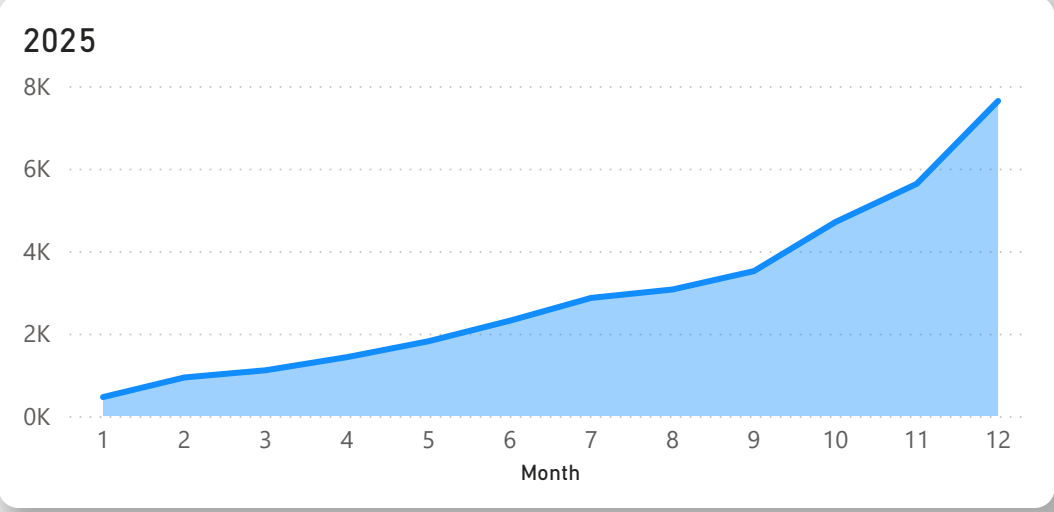
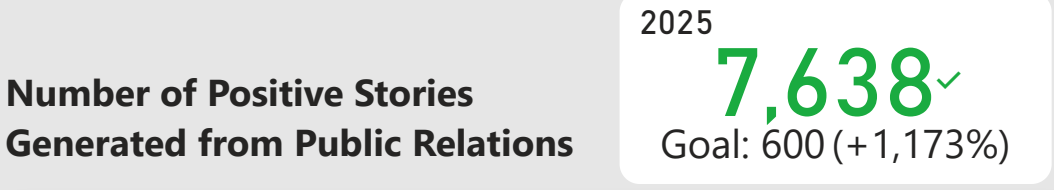
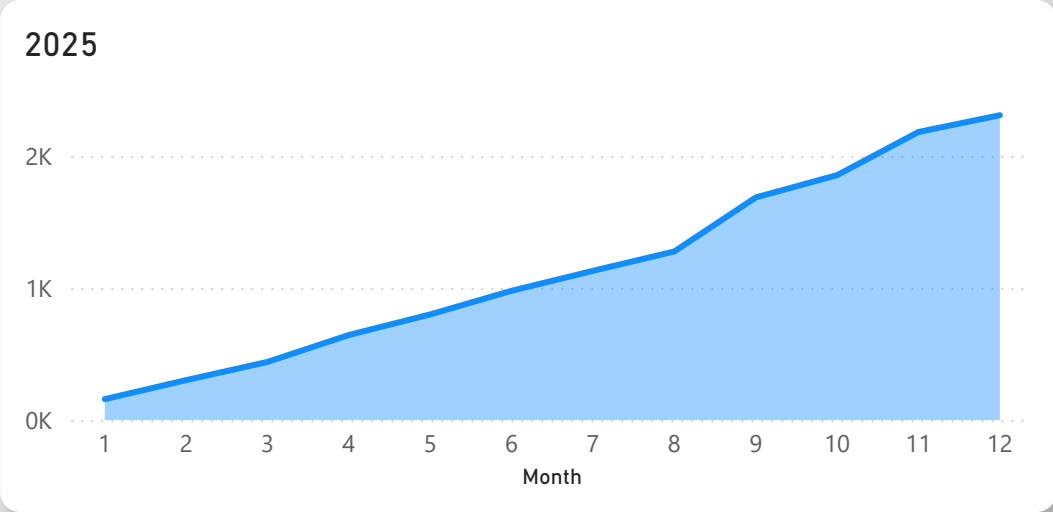
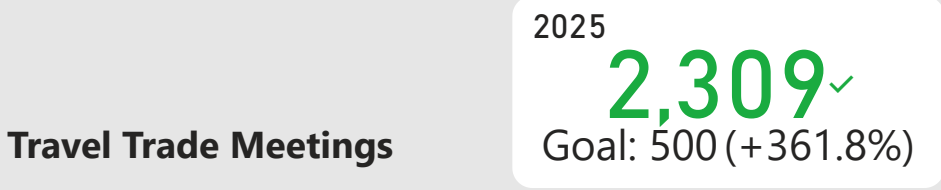
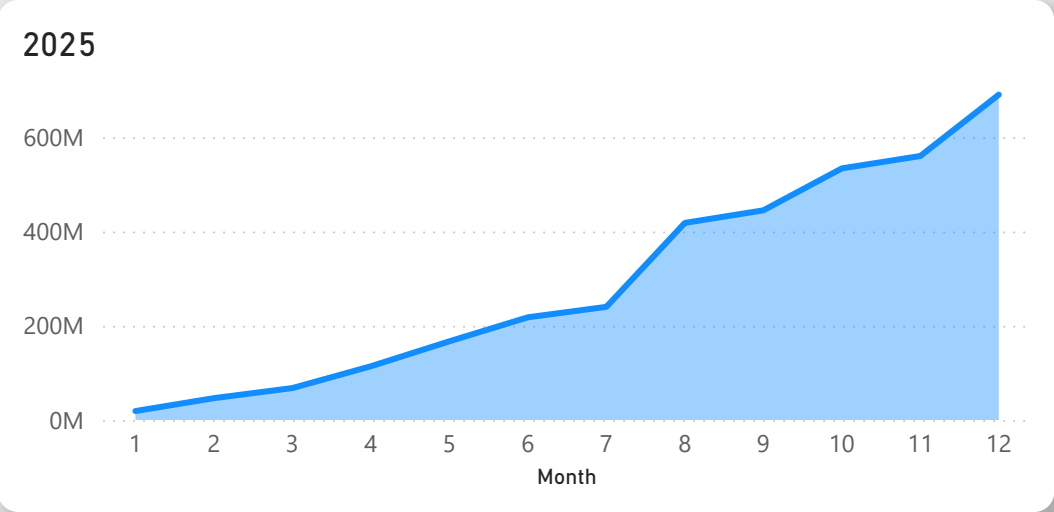
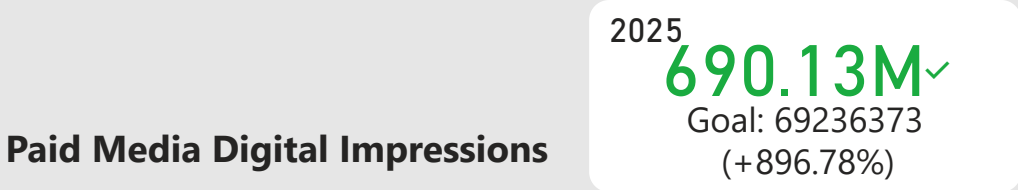
Appendix
Brand Marketing Selected Measures for Major Market Areas
End of Year 2025

End of Year 2025

Hawai'i Tourism Authority

Brand Marketing Selected Program Measures 2025

All Major Market Areas

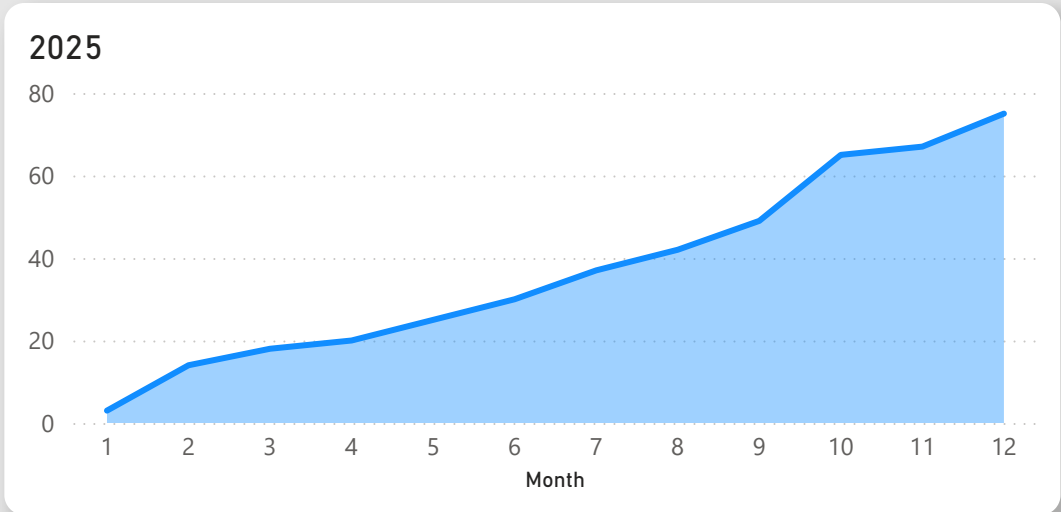
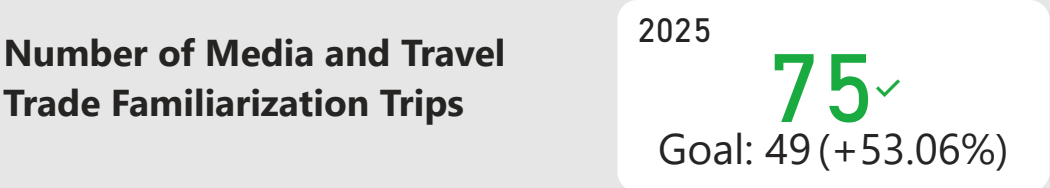
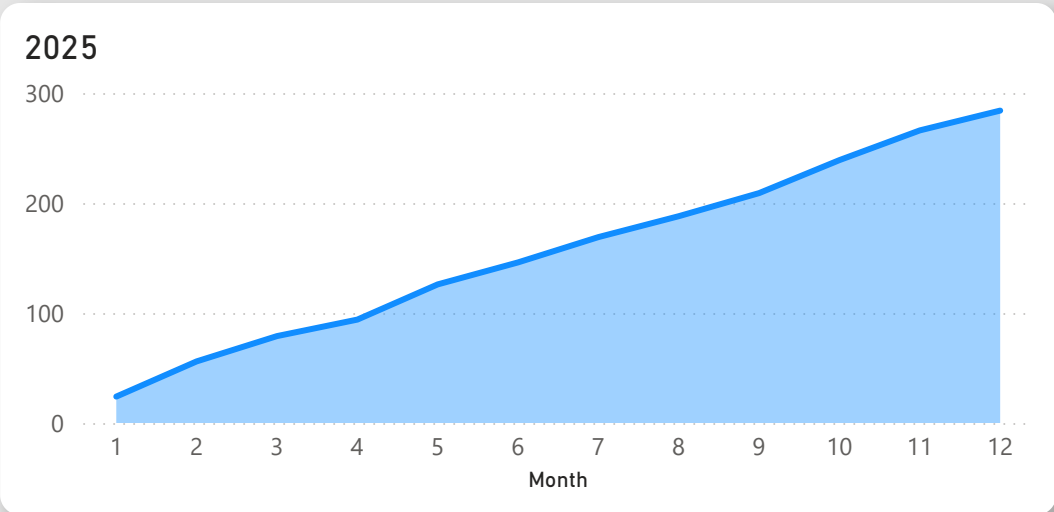
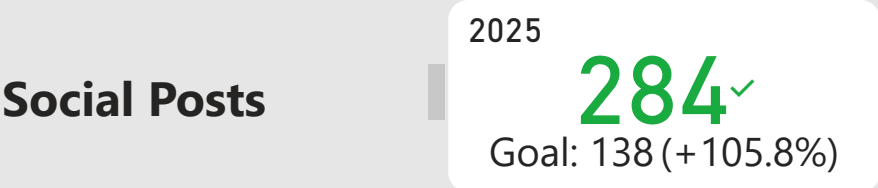
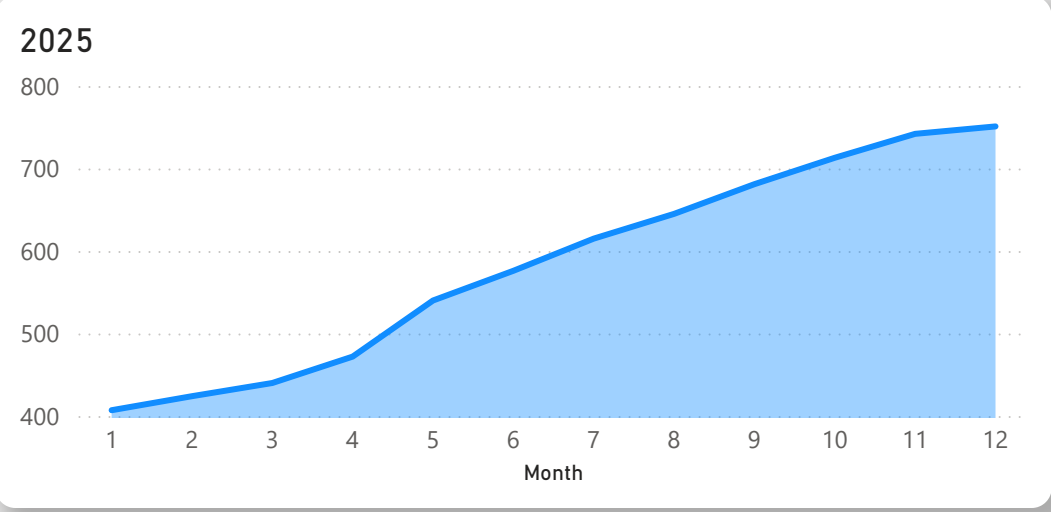
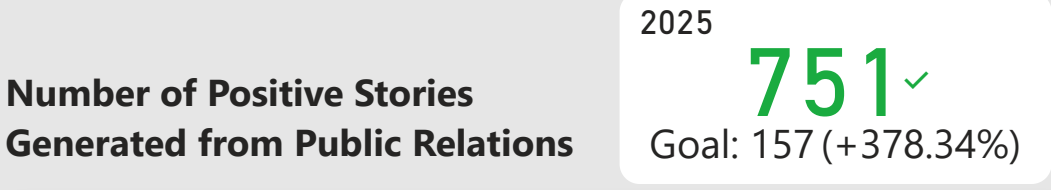
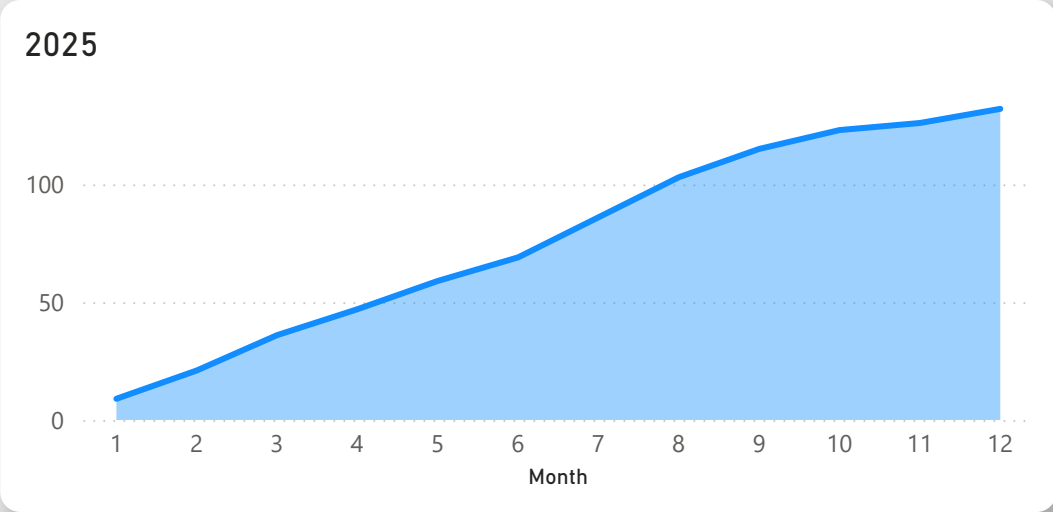
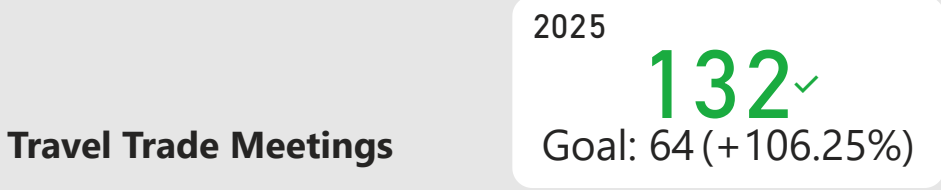
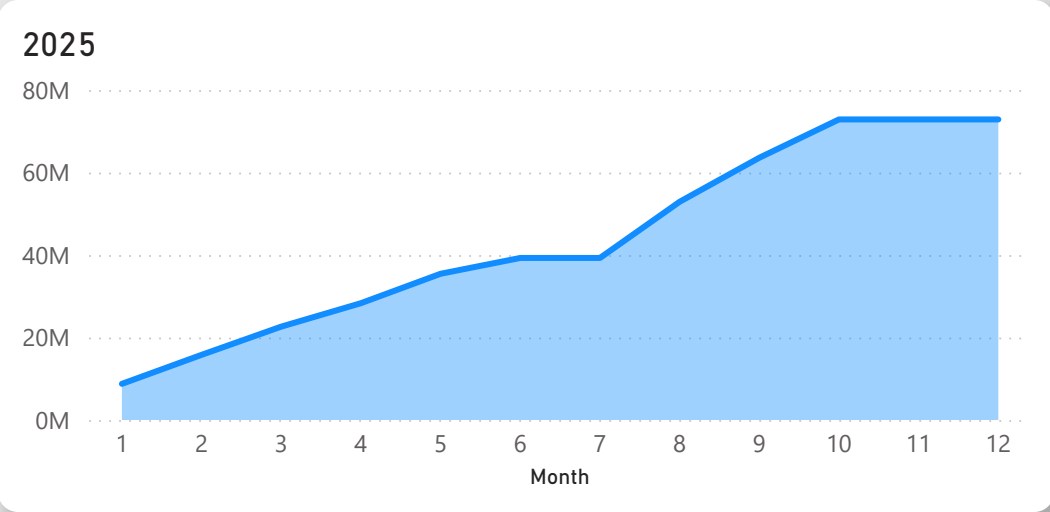
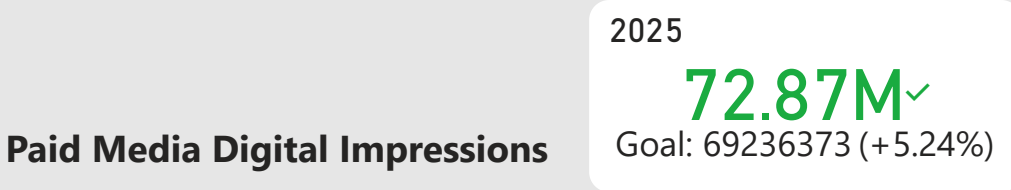


All MMAs

End of Year 2025

Hawai'i Tourism Authority

Brand Marketing Selected Program Measures 2025
USA MMA



USA

End of Year 2025

Hawai'i Tourism Authority

Brand Marketing Selected Program Measures 2025

Japan MMA

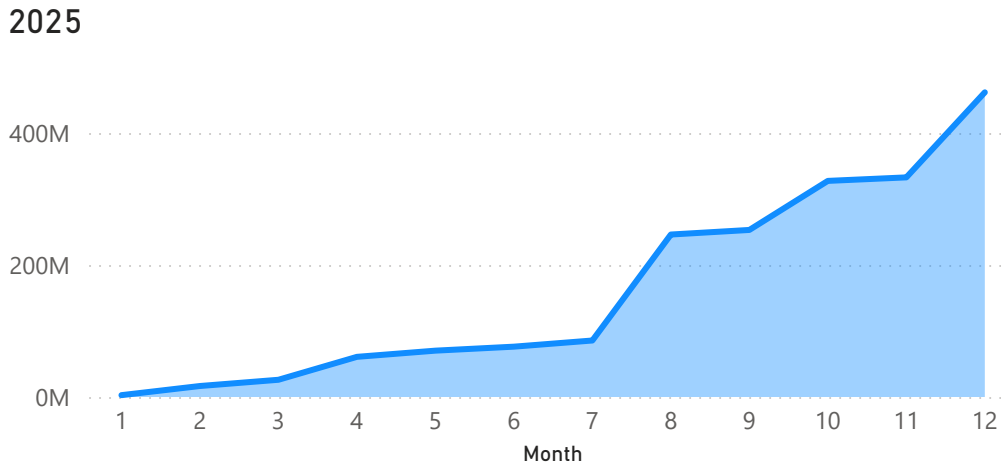
Paid Media Digital Impressions

2025

461.63M✓

Goal: 18947364

(+2,336.37%)

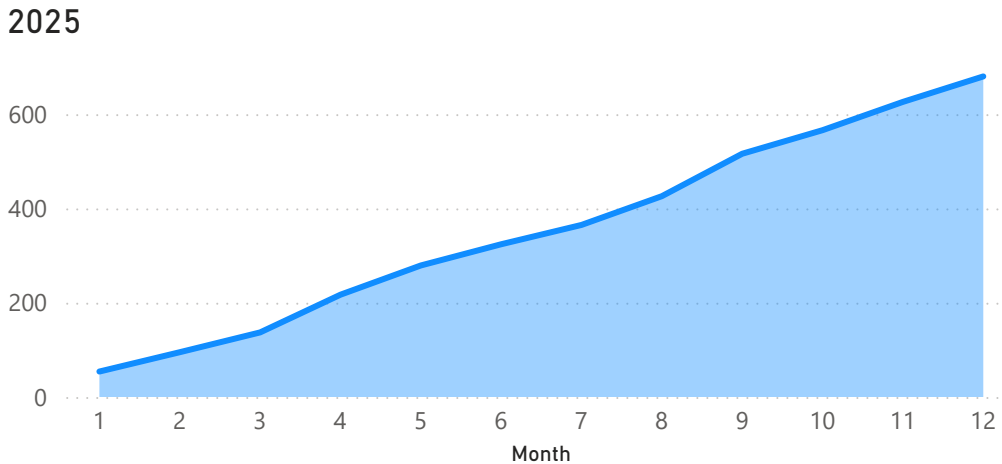


Travel Trade Meetings

2025

680✓

Goal: 500 (+36%)

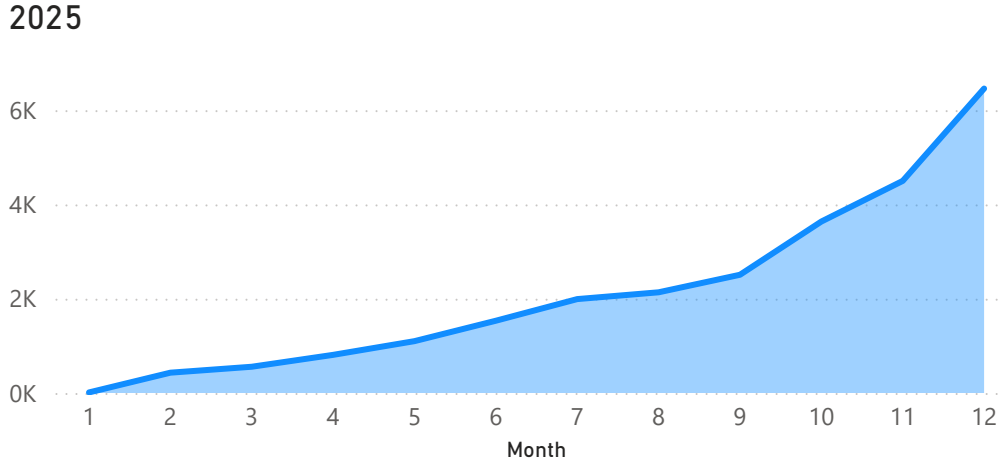


Number of Positive Stories Generated from Public Relations

2025

6,458✓

Goal: 600 (+976.33%)

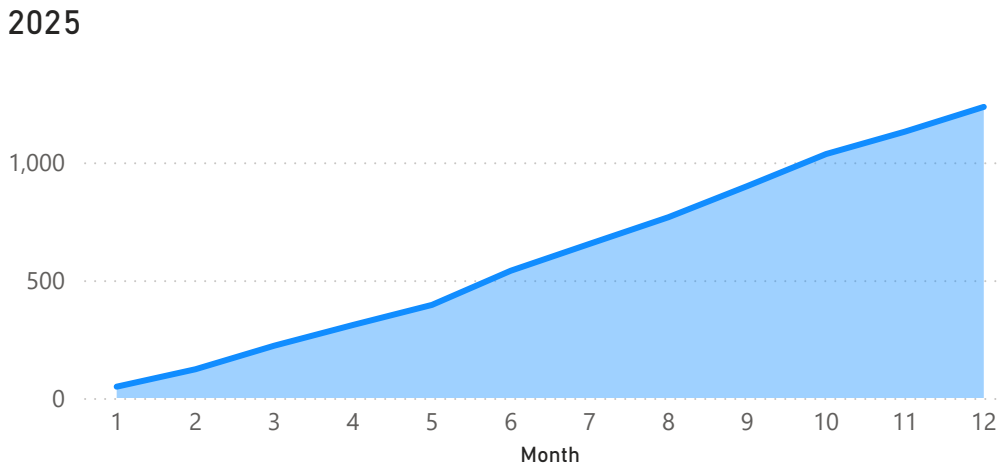


Social Posts

2025

1,235✓

Goal: 380 (+225%)

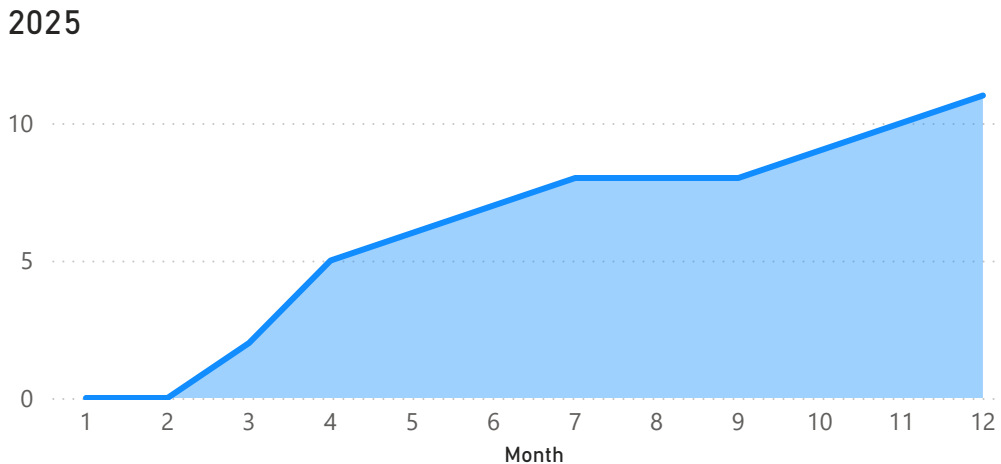


Number of Media and Travel Trade Familiarization Trips

2025

11✓

Goal: 6 (+83.33%)



Japan

End of Year 2025

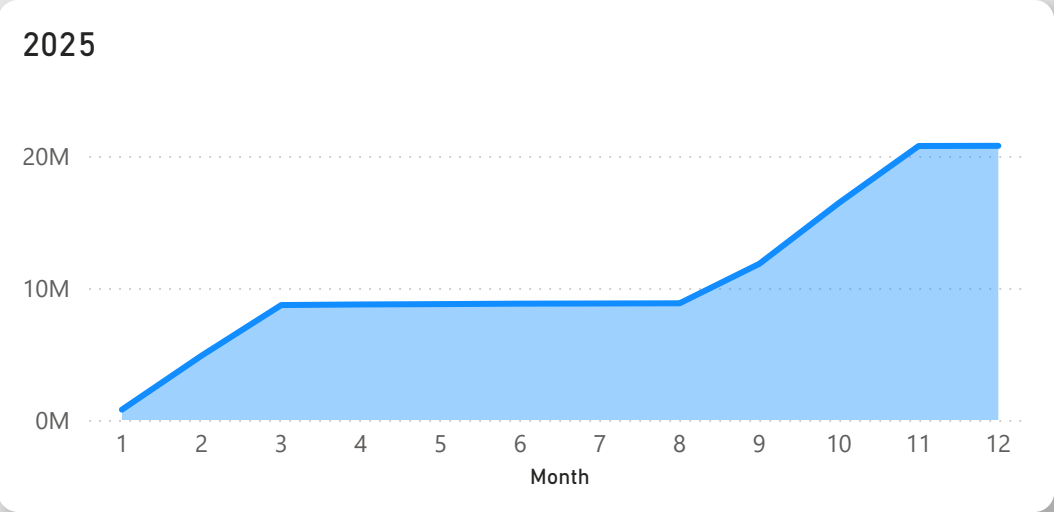
Hawai'i Tourism Authority

Brand Marketing Selected Program Measures 2025

Canada MMA

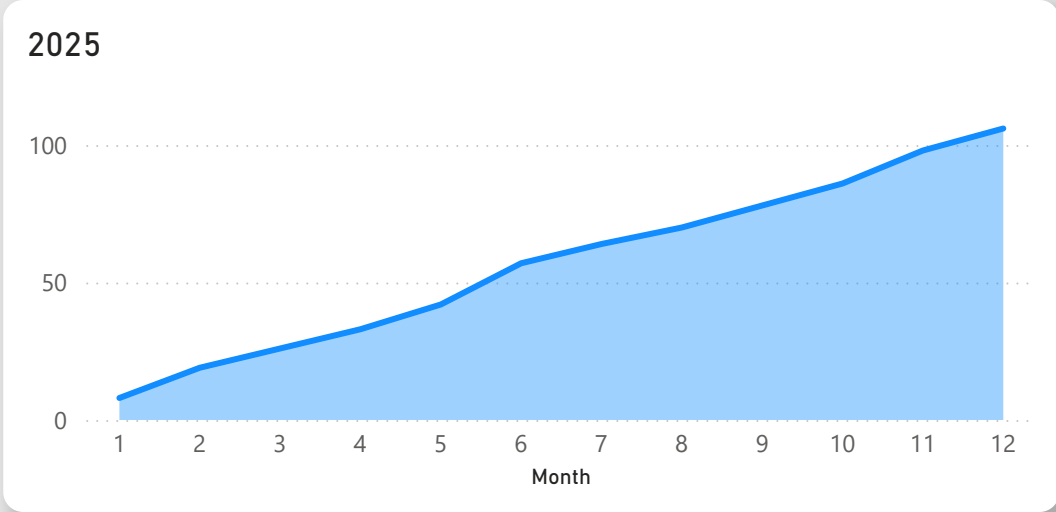
Paid Media Digital Impressions

2025
20.77M✓
Goal: 12484800
(+66.37%)



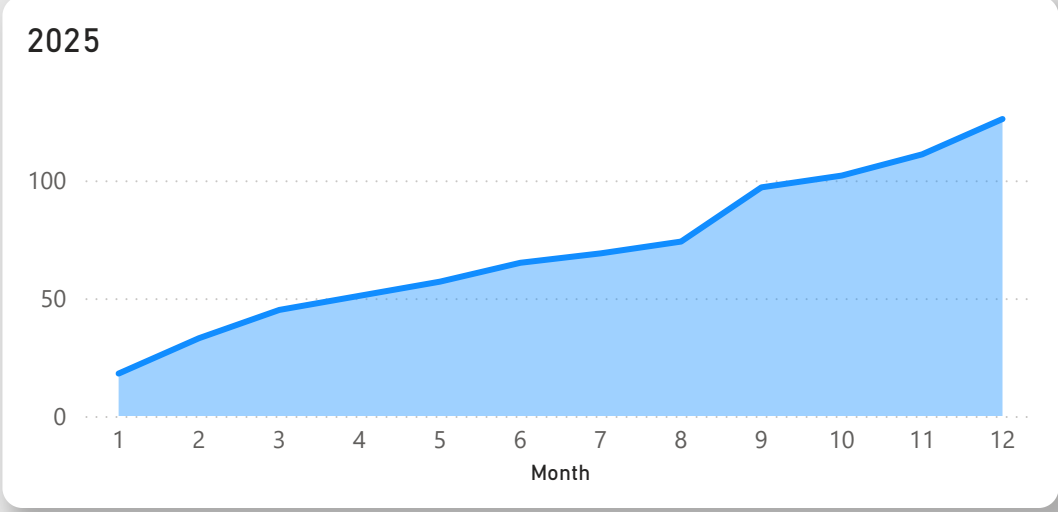
Travel Trade Meetings

2025
106✓
Goal: 100 (+6%)



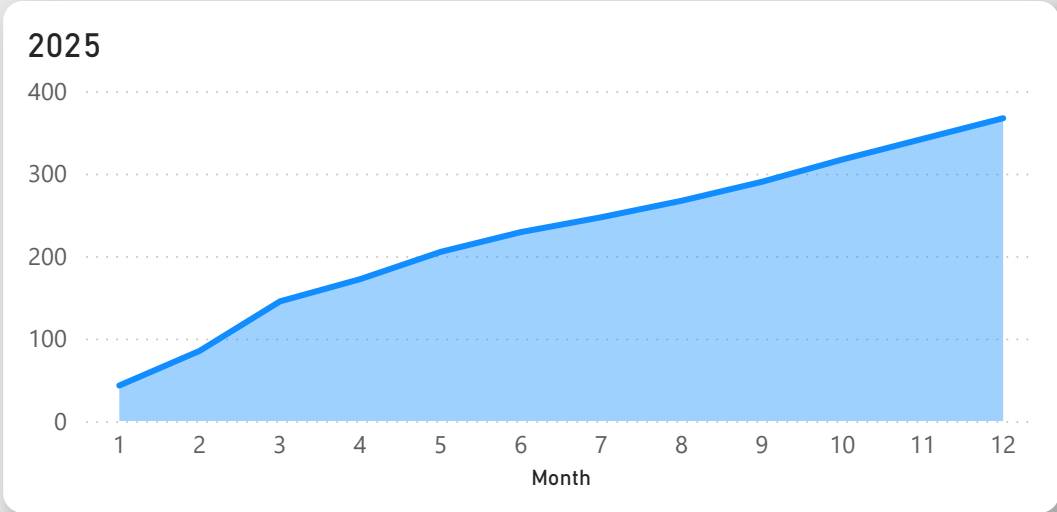
Number of Positive Stories Generated from Public Relations

2025
126✓
Goal: 40 (+215%)



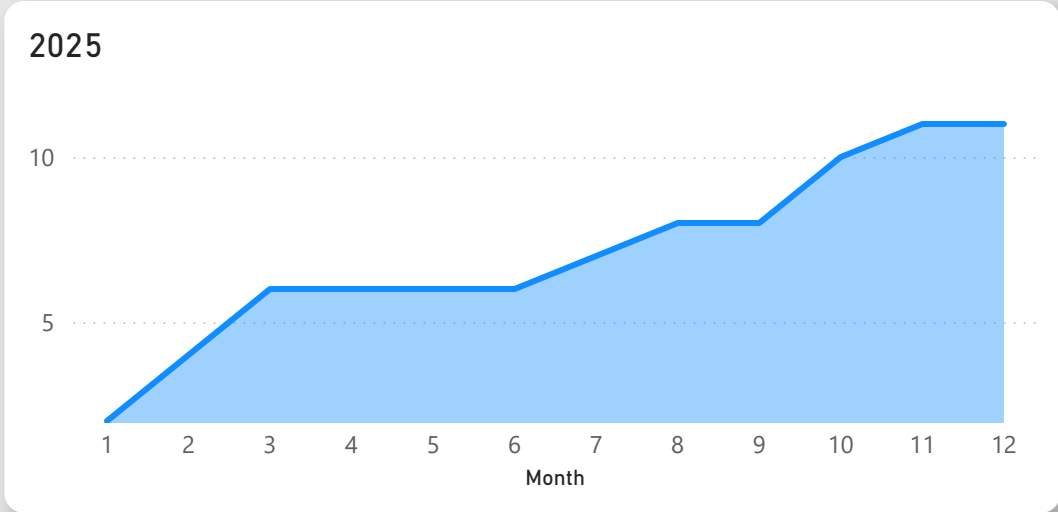
Social Posts

2025
367✓
Goal: 208 (+76.44%)



Number of Media and Travel Trade Familiarization Trips

2025
11✓
Goal: 4 (+175%)



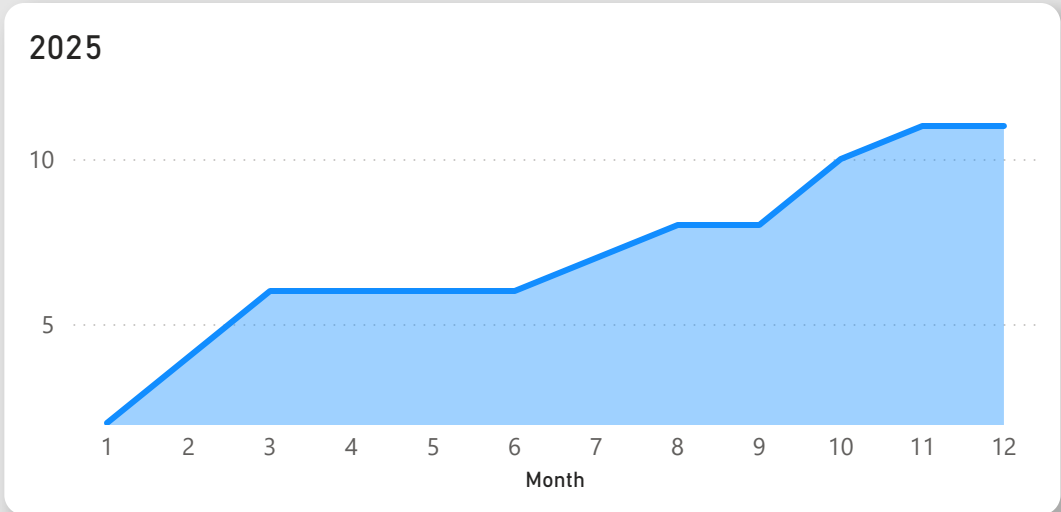
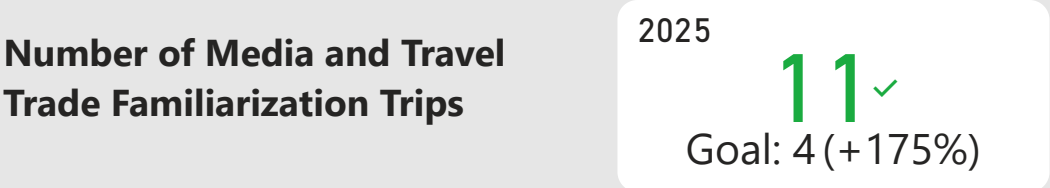
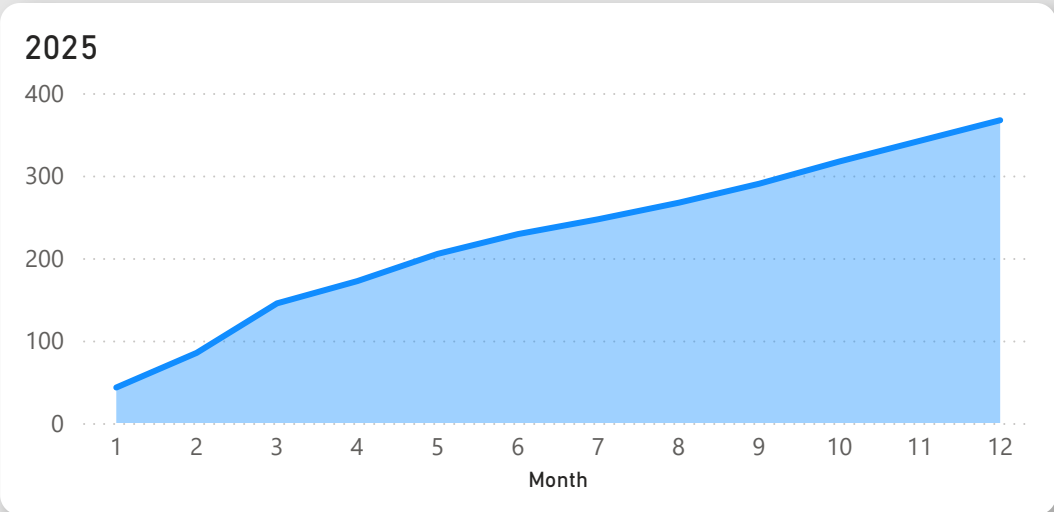
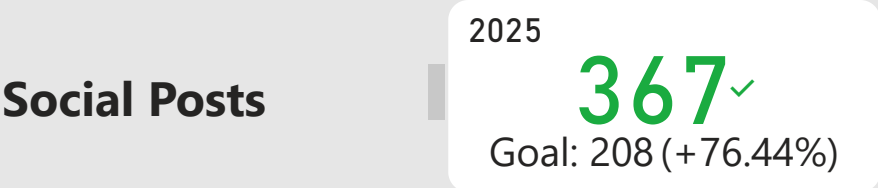
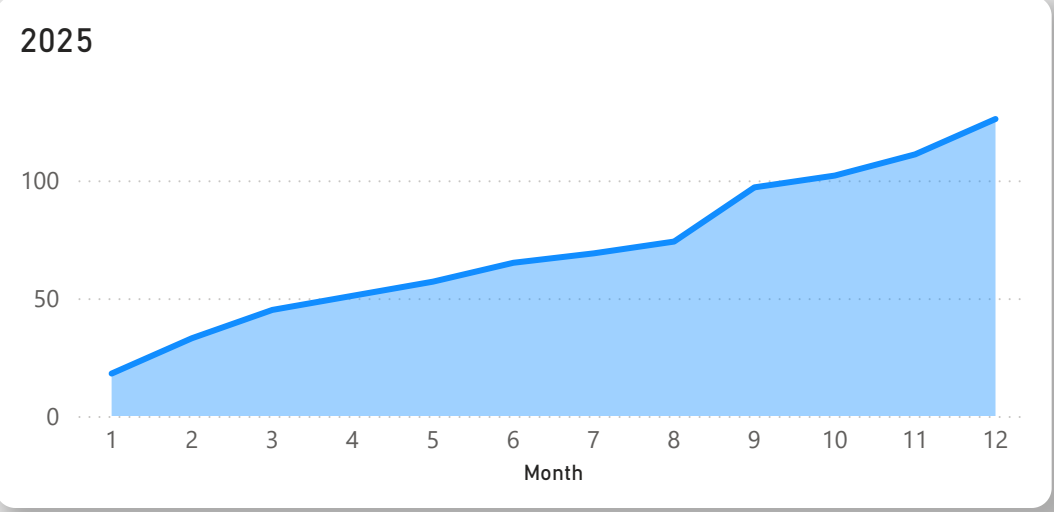
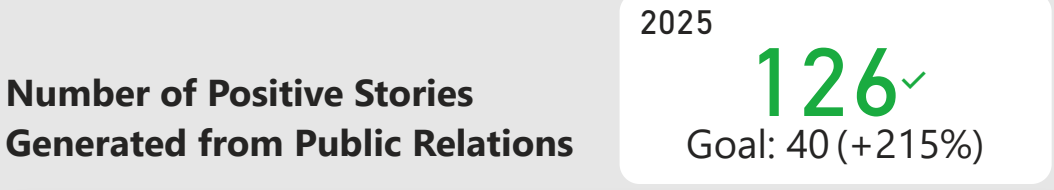
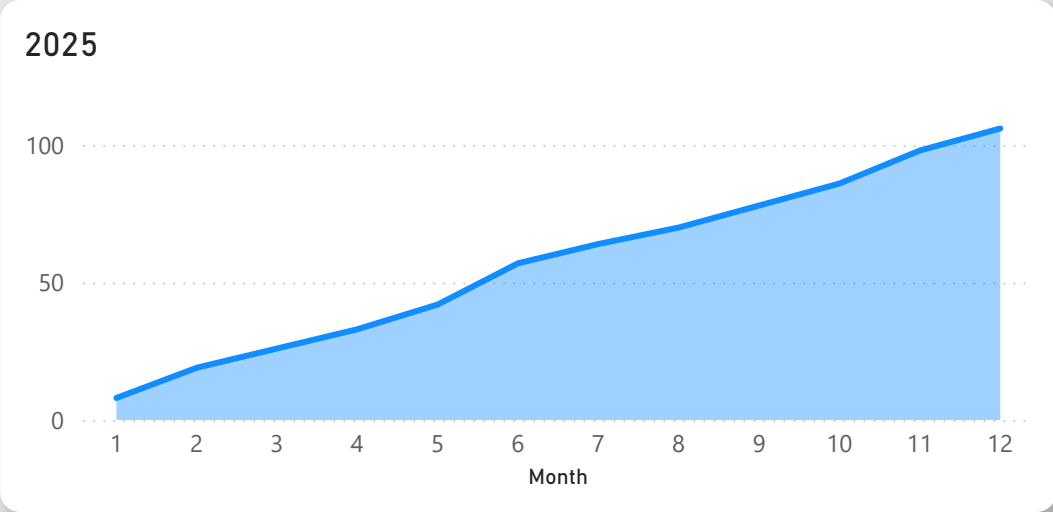
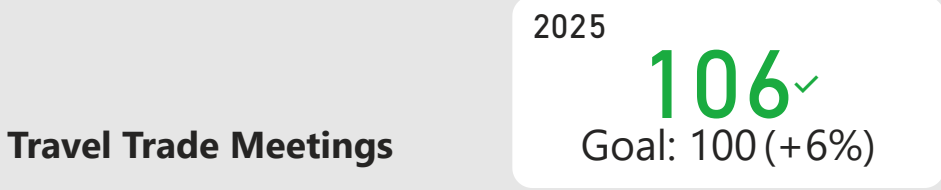
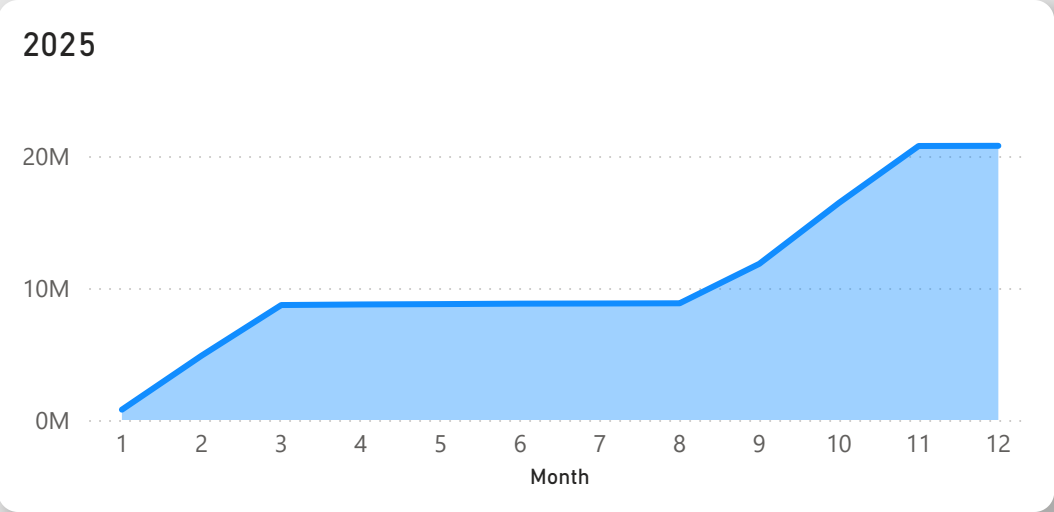
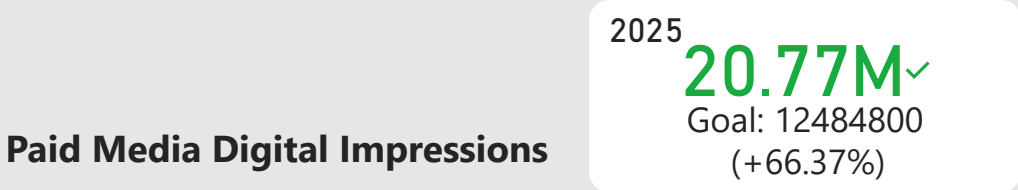
Canada

End of Year 2025

Hawai'i Tourism Authority

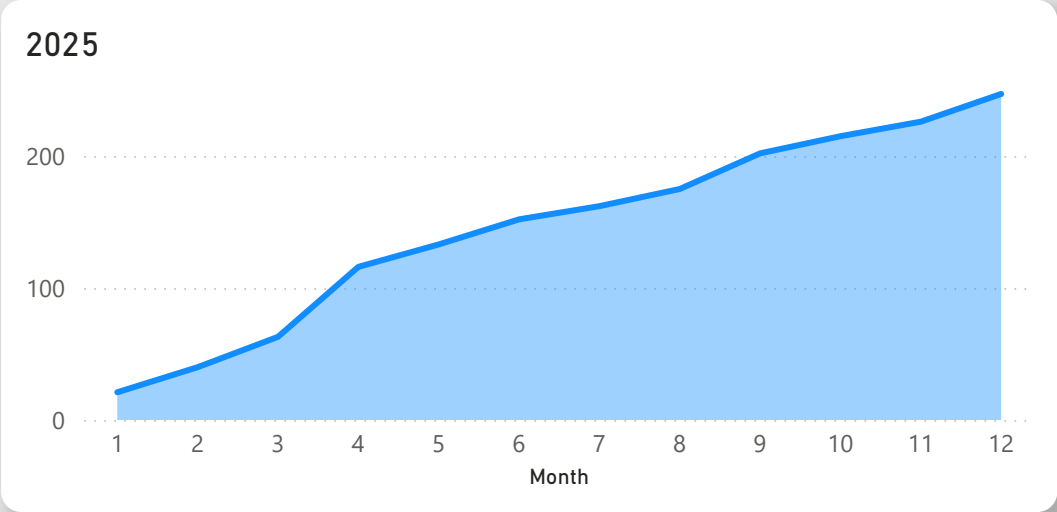
Brand Marketing Selected Program Measures 2025

Oceania MMA



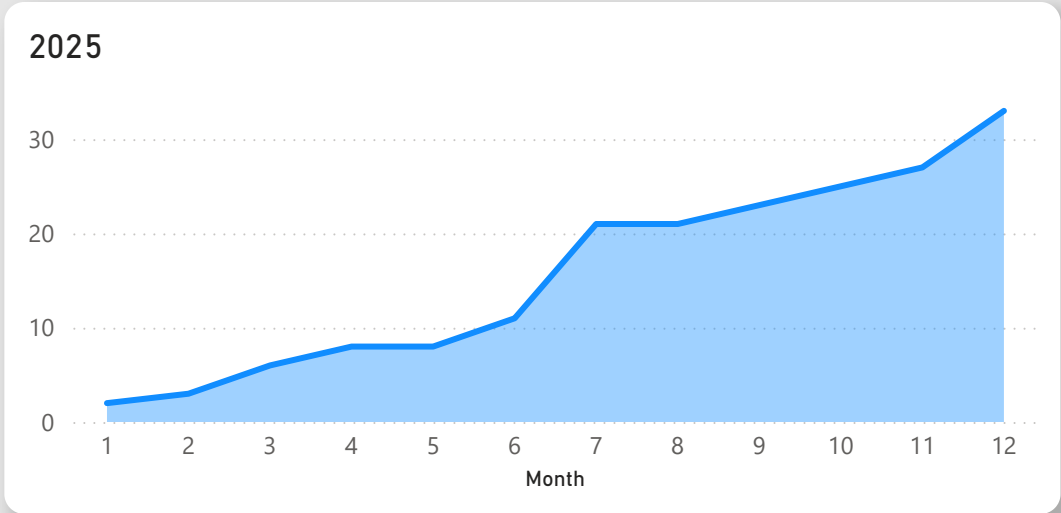
Travel Trade Meetings

2025
247✓
Goal: 150 (+64.67%)



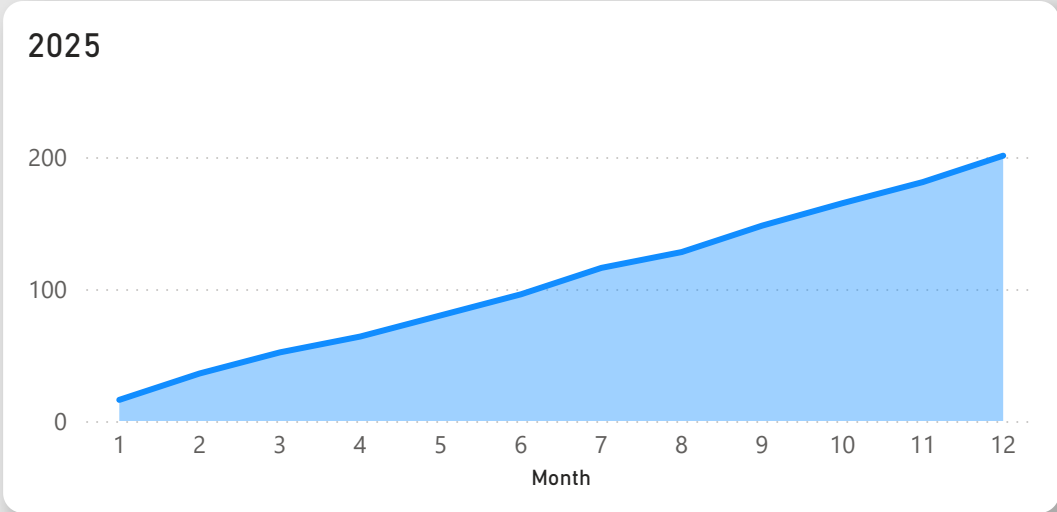
Number of Positive Stories Generated from Public Relations

2025
33✓
Goal: 20 (+65%)



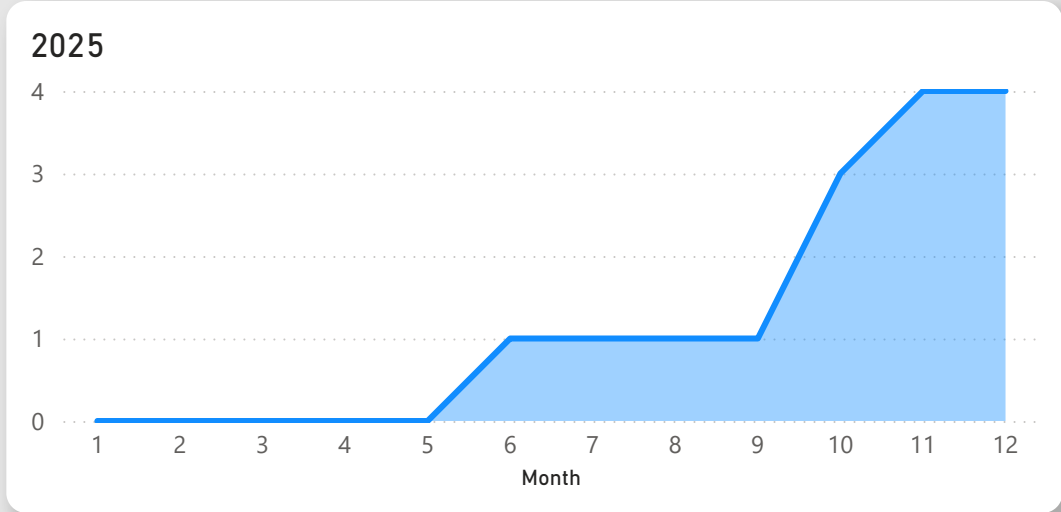
Social Posts

2025
201✓
Goal: 200 (+0.5%)



Number of Media and Travel Trade Familiarization Trips

2025
4✓
Goal: 3 (+33.33%)



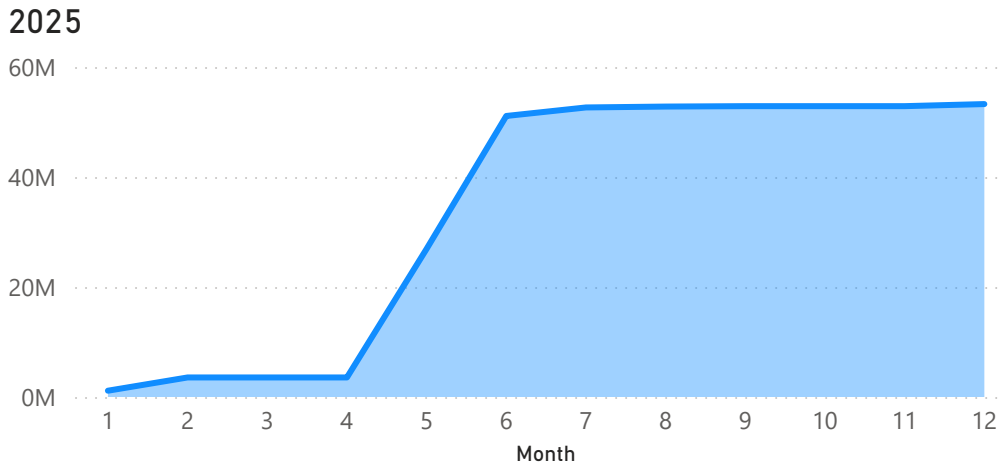
End of Year 2025

Hawai'i Tourism Authority

Brand Marketing Selected Program Measures 2025
Korea MMA

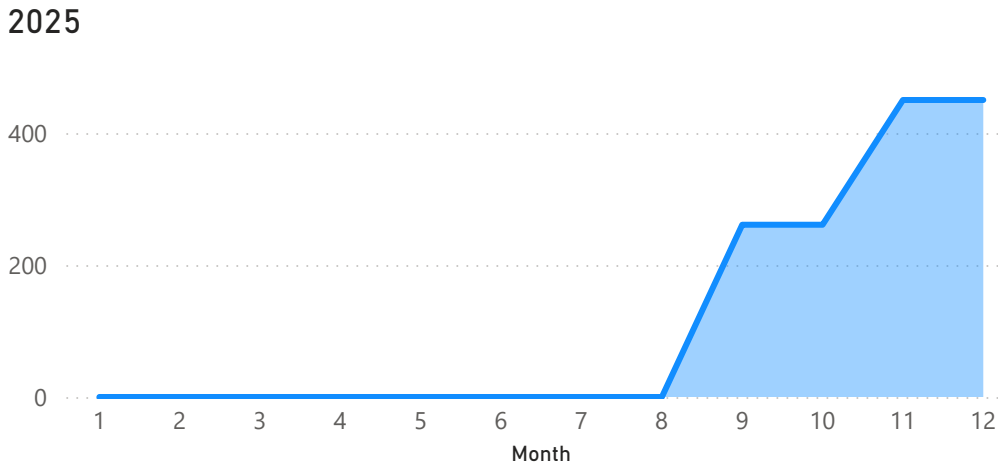
Paid Media Digital Impressions

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



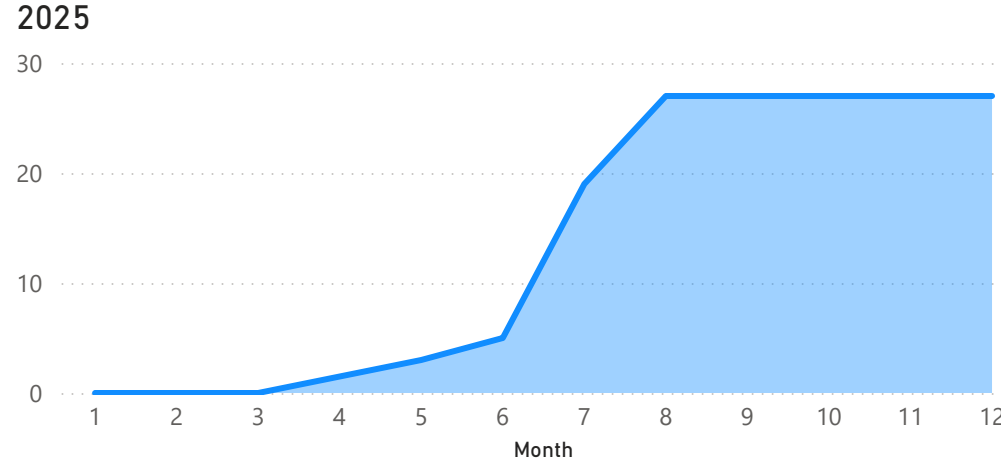
Travel Trade Meetings

2025
450✓
Goal: 80 (+462.5%)



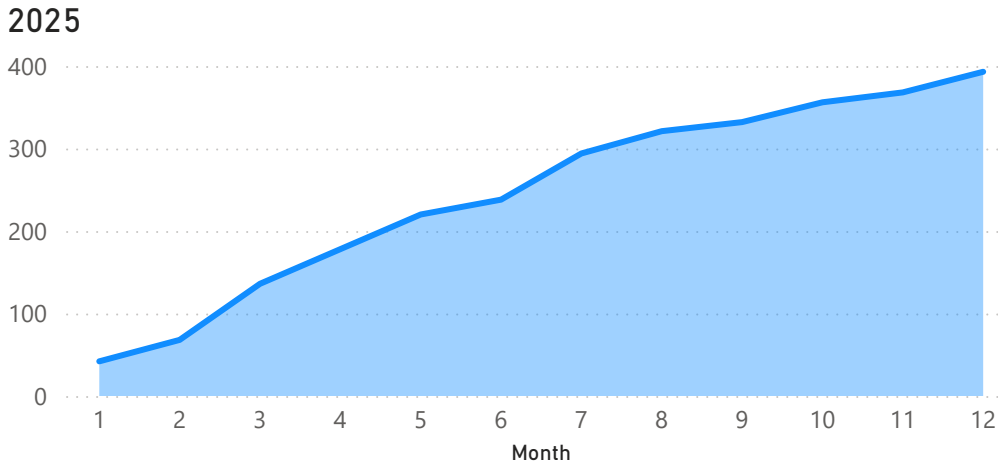
Number of Positive Stories
Generated from Public Relations

2025
27✓
Goal: 15 (+80%)



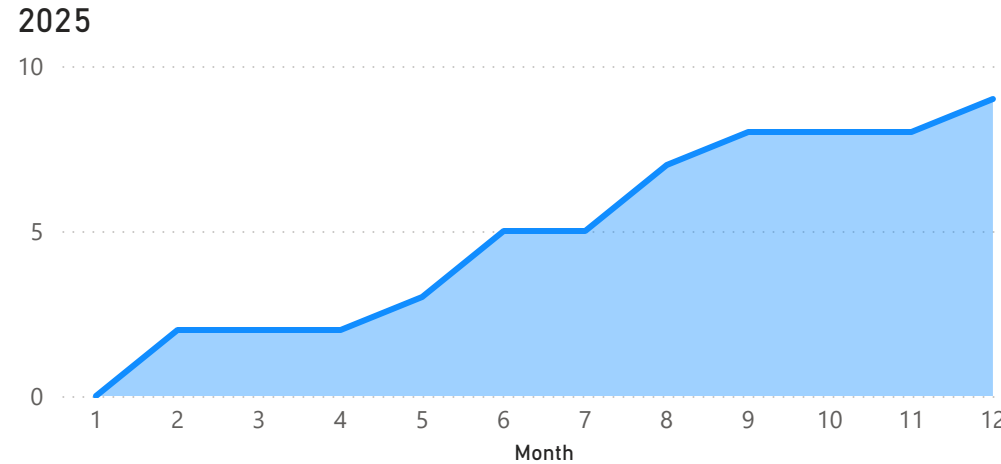
Social Posts

2025
393✓
Goal: 160 (+145.63%)



Number of Media and Travel
Trade Familiarization Trips

2025
9✓
Goal: 4 (+125%)



Korea

