

FY 2026 Priorities

1. Strengthen and diversify tourism's overall contribution to Hawai'i's economy through coordinated, market-appropriate branding and marketing activities with our global marketing team to:
 - Stabilize U.S. domestic and Canadian markets;
 - Revitalize high-spending international markets, which includes re-entering the Taiwan market; and
 - Increase demand for sustainable, regenerative, and experiential travel
2. Advance destination stewardship for Hawai'i.
 - Continue to maintain and improve a positive visitor experience through visitors' first touch point upon entering the Hawaiian Islands to higher quality and perceived value of meaningful, engaging, and valuable experiences for residents and visitors alike
 - Grow HTA's sports portfolio to increase exposure of the Hawaiian Islands, drive arrivals, increase tourism revenue, and support Hawai'i's communities and youth through professional sporting events.
 - Build the capacity of small businesses and community organizations to be successful in Hawai'i's tourism economy.
 - Develop a destination management app to manage tourism impacts.
 - Identify priority hotspot areas and projects to mitigate direct and indirect impacts through island-based destination management.
3. Improve interagency (state, county, federal), visitor industry, and community coordination and collaboration, in destination management, workforce development, creative industries, including the film industry, DBEDT's Hawai'i Made program, and agritourism.
 - Produce key planning documents to navigate through transitions. These include the Strategic Plan, Destination Management Action Plans, and the Tourism Functional Plan update
 - Continue to strengthen strategic communication of the economic and community benefits of HTA's work and Hawai'i's tourism
4. Perform essential repairs to the rooftop terrace deck of the Hawai'i Convention Center and reach specified milestones to ensure the completion of these repairs in 2027