

HAWAII TOURISM

AUTHORITY



2013 Annual Report
to the Hawai'i Legislature

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In 1998, the Hawai'i Tourism Authority (HTA) was established through a legislative act as the lead state agency for Hawai'i's visitor industry. This same act also established the Tourism Special Fund – a set percentage of the transient accommodations tax (TAT) collections that is assessed on hotels, vacation rentals and other accommodations to be used by the HTA to market, develop and support Hawai'i's tourism economy. Among its responsibilities, the HTA is charged with:

- Setting tourism policy and direction from a statewide perspective;
- Developing and implementing the state's tourism marketing plan and efforts;
- Managing programs and activities to sustain a healthy visitor industry for the state;
- Developing and monitoring implementation of the Hawai'i Tourism Strategic Plan: 2005-2015 (State TSP);
- Coordinating tourism-related research, planning, promotional and outreach activities with the public and private sectors;
- Perpetuating Hawai'i's host culture;
- Distributing visitors across all of the Hawaiian Islands to balance capacity; and
- Creating greater collaboration with other State agencies.

Operations

The HTA is administratively attached to the State Department of Business, Economic Development & Tourism (DBEDT). The HTA's president and chief executive officer reports directly to the HTA board of directors and is responsible for assisting the board in its responsibility to execute the mandates of Chapter 201B of the Hawai'i Revised Statutes.

Aloha!

On behalf of the Hawai'i Tourism Authority (HTA), the state agency for tourism, we would like to present the HTA's Annual Report for calendar year 2013. This report covers activities, accomplishments and challenges from January through October 2013.

The Hawaiian Islands experienced positive growth in visitor expenditures and arrivals in 2013, contributing an average of \$42 million in visitor spending and \$4.6 million in tax revenue into Hawai'i's economy each day. We anticipate exceeding 2012 visitor spending and arrivals for the year, which is a testament to the support of our industry partners, their employees and the community, and our collective efforts to rebuild our state's economy. As we look to 2014, the HTA will continue to monitor world conditions affecting our current markets, as well as targeting emerging markets to diversify our visitor mix.

Airlift played a vital role in our continued success this past year. As the most isolated population in the world, air access not only feeds our tourism industry, but also business and commerce for the state. Through our industry's efforts, the HTA has been able to support an extensive network of routes with more than 20 airline partners, connecting Hawai'i to more than 50 cities worldwide. In addition to global airlift, the HTA is continuing its efforts to increase distribution to the neighbor islands. Year-to-date 2013, Maui County, Kaua'i and Hawai'i Island all experienced increases in visitor arrivals and expenditures compared to the same period in 2012, and we will work on maintaining this momentum through innovative



Ronald Williams and Mike McCartney

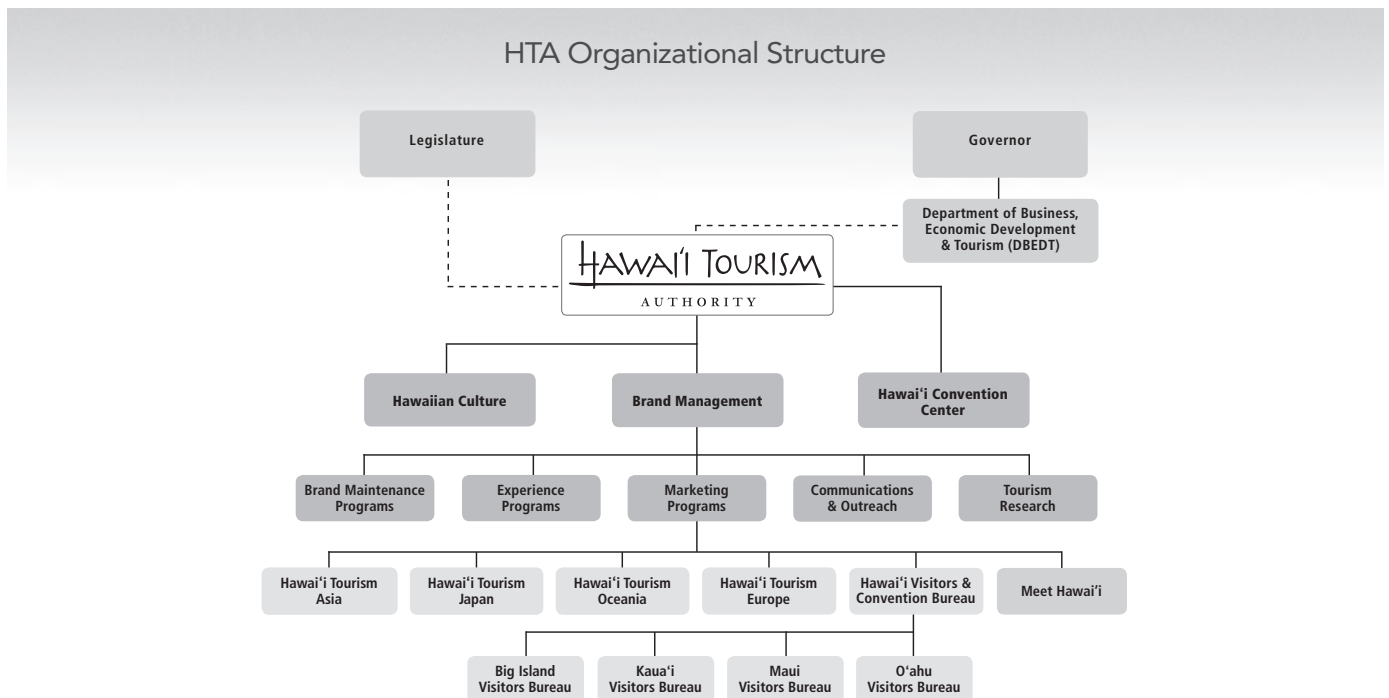
and collaborative strategies with airline and island partners.

With more than 175,000 jobs supported by tourism, from our housekeepers and flight attendants to taxi drivers and general managers, our accomplishments in 2013 would not have been possible without the support of our kama'āina. The more than 200,000 visitors who choose to vacation here every day rely on our willingness to share the aloha spirit and preserve what makes our destination unique, which is our people, place and culture. In the words of Auntie Pilahi Pākī, "The world will turn to Hawai'i as they search for world peace because Hawai'i has the key...and that key is aloha."

Mahalo!

Ronald Williams
HTA Board Chair

Mike McCartney
HTA President &
Chief Executive Officer





Board of Directors (L-R): David Rae, Patrick Fitzgerald, Aaron Salā, Lorrie Stone, Ronald Williams, Patricia Ewing, Jack Corteway, L. Richard Fried, Craig Nakamura, Victor Kimura and Michael Kobayashi (not pictured: Kelvin Bloom)

Board of Directors

MEMBERS

Ronald K. Williams, *Chair*
President & CEO
Atlantis Adventures, LLC

Patricia A. Ewing, *Vice Chair*
President
Ewing, Ltd.

Kelvin M. Bloom
President
Aston Hotels and Resorts, LLC

Jack Corteway
President (Retired)
Royal Aloha Vacation Club

Patrick K. Fitzgerald
CEO
Hualālai Investors, LLC
Kona Village Investors, LLC

L. Richard Fried, Jr.
Partner
Cronin, Fried, Sekiya, Kekina &
Fairbanks, Attorneys At Law

Victor T. Kimura
Director of Operations Support
Kyo-ya Management Company, Ltd.

Michael K. Kobayashi
President, Polynesian Hospitality
Kobayashi Travel Service, Ltd.

Craig G. Nakamura
Partner
Carlsmith Ball LLP

David Rae
Senior Vice President, Development
Āina Nui Corporation &
Kapolei Properties LLC

Aaron J. Salā
Owner/CEO
AJS Productions, LLC

Lorrie Stone
Attorney At Law
Lorrie Lee Stone, Attorney At Law, LLLC

REPRESENTATION

At-large

Kaua'i County

At-large

At-large

Hawai'i County

City & County
of Honolulu

At-large

At-large

Maui County

At-large

At-large

At-large

Staff

Mike McCartney
President and
Chief Executive Officer

David Uchiyama
Vice President
Brand Management

Doug Murdock
Vice President
Administrative and Fiscal
Affairs

Brian Lynx
Vice President
Meetings, Conventions &
Incentives

Daniel Nāho'opi'i
Director of Tourism Research

Keli'ihoolani Wilson
Director of Hawaiian
Cultural Affairs

Caroline Anderson
Tourism Brand Manager

Lynn Bautista
Contracts and Administrative
Manager

Marisa Blancarte
Contracts Specialist

Maile Carvalho
Accounting Assistant

Minh-Chau Chun
Tourism Research Manager

Jadie Goo
Tourism Brand Manager

Laci Goshi
Tourism Brand Manager

Irene Iha
Fiscal Administrative
Assistant

Joy Kimura
Administrative Assistant

Grace Lee
Tourism Brand Manager

Dawn Lino
Administrative Assistant

Lawrence Liu
Tourism Research Statistician

Chika Miyauchi
Administrative Assistant

Stella Montero
Budget/Fiscal Officer

Melissa Ortega
Secretary

Roann Rakta
Executive Assistant

Angela Rodriguez
Tourism Brand and
Communications Manager

Michele Shiohaki
Administrative Assistant

Michael Story
Tourism Brand and
Sports Manager

Vengie Talaro
Administrative Assistant

Marc Togashi
Fiscal Manager

Miki Wakai
Tourism Brand Manager

HTA Work Cycle

The HTA's continuously evolving work cycle begins with the gathering of research and market intelligence. This information is used to help formulate the direction of the HTA within each of the major market areas, while balancing the needs of the Hawaiian Islands to optimize the industries contributions to our communities, both culturally and economically, across the state.

1. Research

Research is the foundational source that helps the HTA formulate its plans for the sustainability of Hawai'i's tourism industry. The HTA utilizes market intelligence, historical and current visitor data and changes in seasonal trends, demographics and economic conditions.

2. Tourism Strategic Plan (TSP)

The State TSP offers a long-term vision for tourism, which helps the HTA to develop vision and goals for its two-year Strategic Plan.

3. HTA Strategic Plan

The HTA's Strategic Plan serves as a road map to address short-term goals to achieve Key Performance Indicators (KPI), based on research data, stakeholder meetings, partner collaboration and market intelligence.

4. Targets

KPIs (i.e., arrivals, per person per day spending, etc.) are used to measure the success of initiatives by the HTA and its marketing contractors.

5. Brand Sustainability Plan and Budget

The Brand Sustainability Plan formulates initiatives that will help to achieve the HTA's KPIs. Budget plans are then formulated to support the Brand Sustainability Plan.

6. Execution

The HTA's global marketing contractors will then develop their annual tourism marketing plans to supplement the HTA's Brand Sustainability Plan, based on their respective market's current trends and conditions.

7. Evaluation #1

From monitoring research data, drawing from market intelligence and reviewing its global marketing contractor initiatives during the Spring Marketing Update, the HTA will reassess its KPIs in an effort to optimize performance outcomes.

8. Adjustments

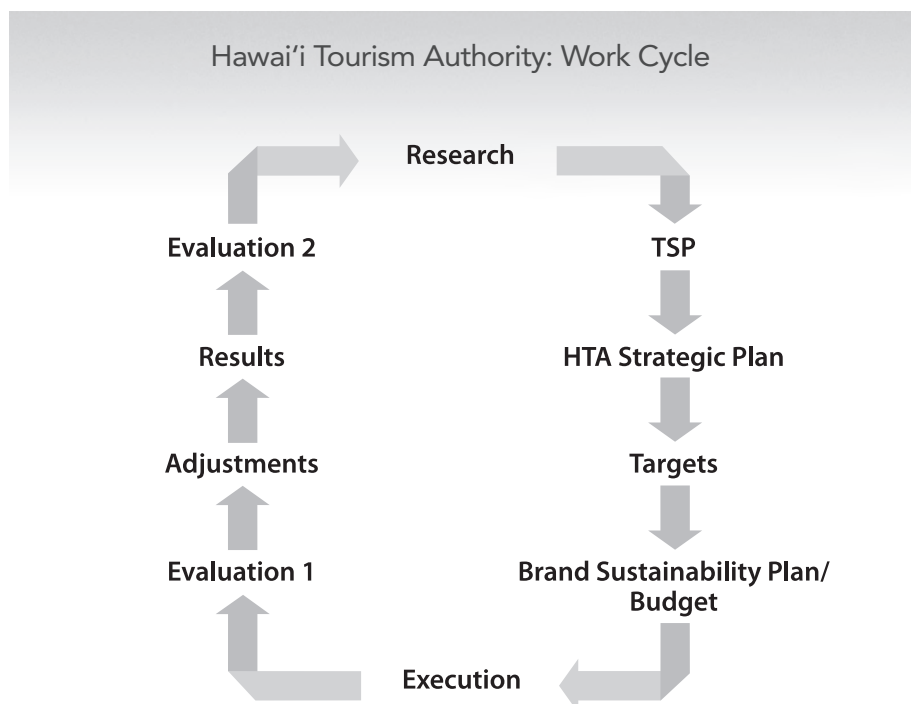
The first evaluation provides an opportunity for the HTA and its marketing contractors to regroup and review current market trends and economic conditions and make necessary adjustments to its marketing plans in order to obtain its objectives.

9. Results

During the third quarter we continue to monitor year-to-date results, analyze economic conditions and trends and compare them against our KPIs in order to plan for the next year.

10. Evaluation #2

Toward the end of the year, we will evaluate the effectiveness of our initiatives throughout the year and weigh market research and intelligence to consider which initiatives to refine, retool and implement in the next year.



Hawai'i Tourism Strategic Plan: 2005-2015

In 2004, the HTA, with assistance and input from the industry and the community, developed the State Tourism Strategic Plan (TSP). This 10-year plan is focused on creating a sustainable future for Hawai'i's visitor industry and identifies a shared vision for Hawai'i tourism by all stakeholders.

By 2015, tourism in Hawai'i will:

- Honor Hawai'i's people and heritage;
- Value and perpetuate Hawai'i's natural and cultural resources;
- Engender mutual respect among all stakeholders;
- Support a vital and sustainable economy; and

- Provide a unique, memorable and enriching visitor experience.

The plan also provides a road map that includes the following components for achieving that vision:

- Guiding principles and Native Hawaiian values;
- Performance indicators to help measure the collective success;
- Lead and support partners in the public and private sectors who need to work together on each initiative to achieve the overall vision; and
- Nine (9) strategic initiatives that were identified as the priorities needed to

achieve the vision which are:

- Access
- Communications and Outreach
- Hawaiian Culture
- Marketing
- Natural Resources
- Research and Planning
- Safety and Security
- Tourism Product Development
- Workforce (Career) Development

** In 2013, the HTA began the planning process for the 2015-2020 TSP which is anticipated to be finalized during 2014.*

Hawai'i Tourism Authority Strategic Plan: 2013-2014

The goal of the HTA Strategic Plan is to optimize benefits for Hawai'i and integrate the interests of visitors, the community and visitor industry. Below are the HTA's objectives and strategies for 2013-2014:

Objectives:

- To achieve or exceed visitor spending targets;
- To achieve or exceed per person per day (PPPD) spending targets;
- To achieve or exceed air seat targets with managed distribution to all islands;
- To improve and optimize Hawai'i's cruise ship industry to contribute to sustainable growth in Hawai'i's tourism economy;
- To improve the quality of the Hawai'i experience;

- To contribute to a better quality of life for Hawai'i residents; and
- To operate efficiently as the state's tourism agency and maximize the return on investment (ROI) of state tax collections.

Strategies:

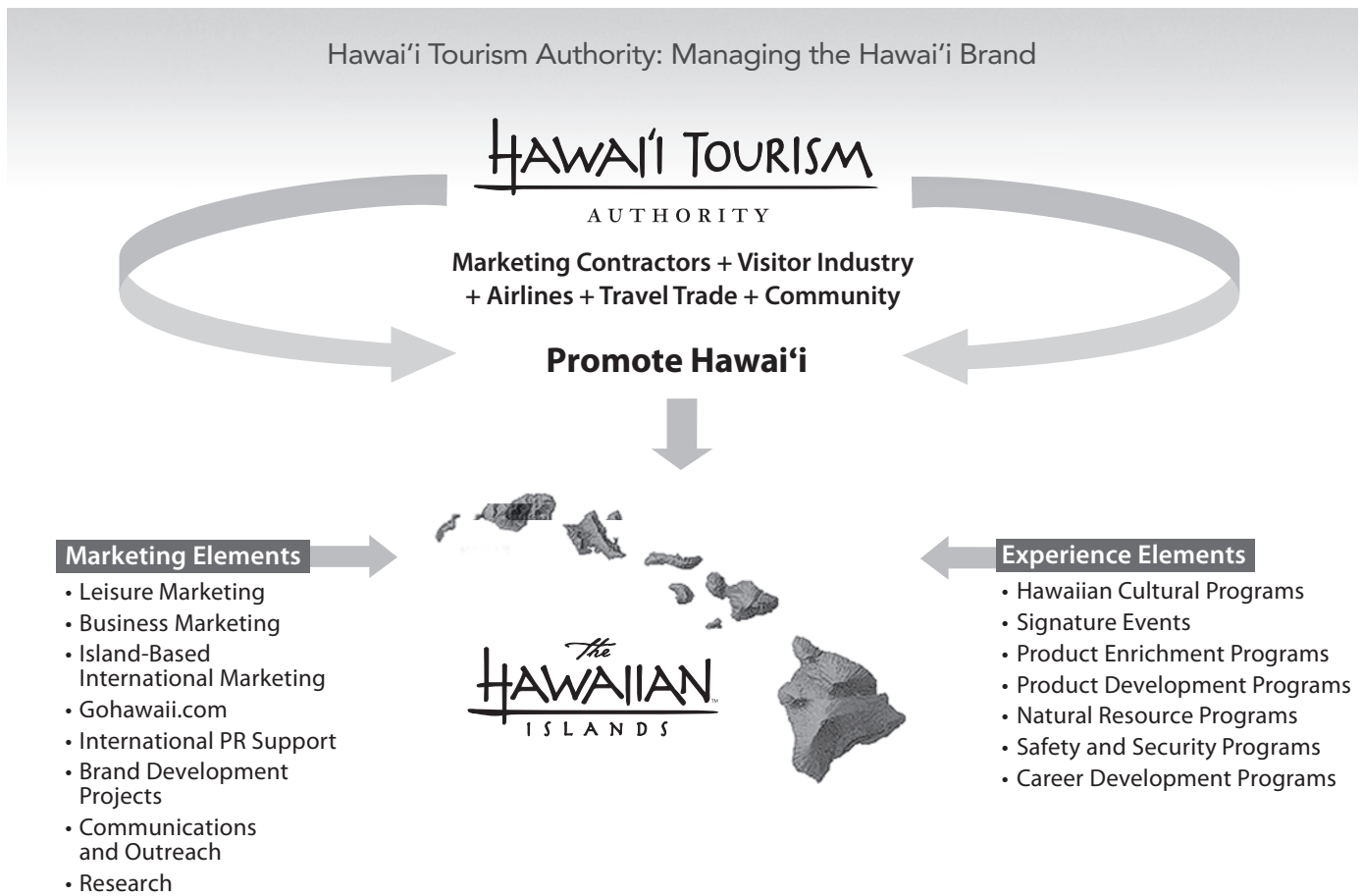
- Implement marketing programs across diverse major market areas to stimulate short-term visitor arrivals and expenditures;
- Utilize an integrated brand management approach to efficiently drive demand and deliver a unique and satisfying Hawai'i experience for both visitors and residents;
- Ensure the availability of air seats and continue to build sustainable cruise ship access to Hawai'i;

- Elevate Meetings, Conventions and Incentives (MCI) efforts, with increased emphasis on international markets; and
- Actualize and demonstrate the HTA's transformation into a more knowledge-based and efficient state tourism agency, which maximizes the return on investment of state tax collections.

As the state’s tourism agency, one of the HTA’s key strategic roles is brand management – the promotion of the Hawaiian Islands through the support of programs and events that deliver on the brand promise. The HTA coordinates with its global marketing partners, visitor industry partners, travel trade and community stakeholders to ensure that marketing and communications tactics are in line with Hawai’i’s unique and distinctive products, including natural resources, Hawaiian culture and multi-cultures.

The HTA’s programs are categorized under five core areas:

- **Maintaining Brand:** Programs that address and impact the long-term sustainability of the destination as it relates to the fundamental elements that define Hawai’i’s people, place and culture;
 - **Brand Experience:** Programs that deliver a unique experience (i.e. festivals and events) that align with Hawai’i’s people, place and culture. The HTA creates, develops and/or supports these programs;
 - **Brand Marketing:** Destination marketing and support to attract visitors to the Hawaiian Islands;
 - **Communications:** Programs that facilitate interaction among stakeholders, support brand maintenance, brand experience and brand management efforts, and increase awareness for the HTA as a leader of Hawai’i’s visitor industry; and
 - **Tourism Research:** Programs that provide information to educate and facilitate data-driven decision making for all stakeholders, and support brand maintenance, brand experience and brand management efforts.
- * Hawaiian culture is woven throughout all of the HTA’s programs and initiatives.*



Hawaiian Culture

Hawai'i's native culture and community are key to the sustainability of its visitor industry. The HTA recognizes that it is Hawai'i's people, place and culture that make the Hawaiian Islands a wonderful place to live and visit.

In 2013, the HTA awarded funding to 13 community-based projects through its Kūkulu Ola: Living Hawaiian Culture Program (LHCP); supported five (5) Hawaiian Signature Events, two of which are statewide, and provided funding to the Native Hawaiian Hospitality Association (NaHAA), the lead agency in Hawaiian culture initiatives of the state's Tourism Strategic Plan (TSP). The HTA also created a Hawaiian language option for Automatic Teller Machines (ATM) together with Bank of Hawaii and

continued to educate industry partners with the Ma'ema'e Tool Kit, which helps to ensure that Hawai'i is being marketed in a sensitive and accurate manner.

A full listing of the projects supported by the HTA can be found on page 36.



Prince Lot Hula Festival

Perpetuating Hawaiian Culture through Science and Education

The 'Imiloa Astronomy Center of Hawai'i, a part of the University of Hawai'i at Hilo, attracts people from around the world to learn, not only about the wonders of astronomy, but also Hawai'i's unique culture and



Ka'iu Kimura at the 'Imiloa Astronomy Center

traditions. It is the only center where exhibits are explained in both the Hawaiian and English languages.

Ka'iu Kimura, 'Imiloa's executive director, has been providing leadership, direction and support for the past 13 years to guide 'Imiloa in implementing its mission of integrating science and culture.

"'Imiloa, which means 'exploring new knowledge' in Hawaiian, offers both visitors and residents culturally authentic experiences that reinforce Hawai'i's place in the genealogy of the universe and celebrate its legacy of discovery and innovation," said Ka'iu.

Ka'iu also works to partner with local, national and international communities to share 'Imiloa's vision and the unique attributes of the Hawaiian Islands through culture and science. In 2013, the HTA supported

Ka'iu and her team at 'Imiloa through the Hula Enrichment Program which provided both residents and visitors with enriching experiences and insights into the history, art, customs and traditions of the Hawaiian Islands as they relate to hula.

In 2007, 'Imiloa was also honored by the HTA with the Kāhili Award, now known as the Legacy Awards, in the business category for its efforts in preserving and perpetuating the Hawaiian culture. It has become a popular attraction on Hawai'i Island, with more than 100,000 visitors per year.

For more information on 'Imiloa, visit imiloahawaii.org.

Natural Resources

The HTA's Natural Resource Program was established to respect, enhance and sustain Hawai'i's unique natural resources and environment. From 2003, the HTA has provided \$1 million each year to support efforts that manage, improve and protect Hawai'i's natural environment and areas that are frequented by visitors, through the Natural Resources Community-Based Program (NRCBP).

In 2013, 27 community-based projects throughout the state were supported through an RFP process. An additional \$1 million (proviso) was provided to the Department of Land and Natural Resources (DLNR) to support programs such as the Nā Ala Hele Trails and Access Program and its State Parks Division. The HTA also supported a study in partnership with the University of Hawai'i on climate change.

A full listing of the projects supported by the HTA can be found on page 36.

** Beginning July 1, 2013, \$3 million was allocated to DLNR with the expenditure of funds to be approved by both the HTA and DLNR Board of Directors. This replaces the \$1 million proviso.*

Protecting One of Hawai'i's Biggest Assets

Hawai'i's tourism economy relies heavily on a thriving ocean ecosystem, from water activities and events to commerce and food. Hawai'i's ocean surroundings not only make it a special place to live, but also draw millions of visitors each year to experience the vast Pacific Ocean.

Understanding the significance of a healthy marine environment, the HTA appointed **'Aulani Wilhelm**, superintendent of the **National Ocean and Atmospheric Association's (NOAA)** Office of National Marine Sanctuaries, to its Natural Resources Advisory Group.

As a scientific federal agency with a wealth of information from weather



'Aulani Wilhelm

monitoring and fisheries management to marine hazard mitigation and ocean projection, NOAA is at the forefront of developing community resiliency models in Hawai'i and throughout the Pacific. 'Aulani's affiliation, expertise and experience provides the HTA with insight on how to deal with natural disasters and other ocean-related incidents, plan for issues including global warming, and responsibly promote ocean activities.

"Marine conservation affects everyone, especially in Hawai'i," said 'Aulani. "This is why it is so important to partner with organizations like the HTA to promote awareness and develop initiatives to preserve our fragile ocean ecosystem."

For more information on NOAA, visit NOAA.gov.



Paepae O He'eia Fishpond in Windward O'ahu



Volunteers at Paepae O He'eia

Career Development

The HTA works with lead agencies to create service learning opportunities for Hawai'i's current and future workforce to enhance service quality and deliver Hawai'i's brand promise. The HTA also invests in developing career pathways to attract and inspire Hawai'i's youth to pursue a future career in the visitor industry. The HTA is working with the Department of Education (DOE) Career and Technical Education (CTE); ClimbHI, a local non-profit that provides professional education opportunities; and post-secondary hospitality and tourism institutions to better align programs and help cultivate the next generation of visitor industry professionals to perpetuate Hawai'i's culture and Hawaiian hospitality.



Students gather at the LEI conference at the Hawai'i Convention Center in April 2013

Providing a Pathway for Hawai'i's Youth

The HTA and the Hawai'i DOE CTE partnered together to provide high school students with opportunities to gain skills in Hawai'i's tourism industry, one of the largest generator of jobs for the state. Program Administrator **Sherilyn Lau** has helped lead the efforts with the DOE in implementing this program in high schools around the state.

Students can select from hospitality or travel industry management courses that focus on integrating academics and technical skills. Sherilyn and her team worked with the HTA and the visitor industry on the curriculum for the program.

One of the hurdles Sherilyn faced was that many of the educators teaching the CTE courses did not have a working

knowledge of the visitor industry. She collaborated with the HTA to create training and professional development programs for these teachers to better understand the visitor industry through conferences, workshops, site visits, internships and job shadowing programs. This allows the teachers to gain first-hand experience in the visitor industry and in-turn provide their students with a more well-rounded curriculum.

"The goal of this program is to build a pipeline from high school into post-secondary education and then into the hospitality and tourism industry beyond entry-level positions," said Sherilyn.

Tourism continues to be one of the largest providers of jobs for the state, and the DOE and HTA are committed



Sherilyn Lau (second from left) and her DOE CTE team

to ensuring there are a range of opportunities for Hawai'i's youth from entry-level to executive positions.

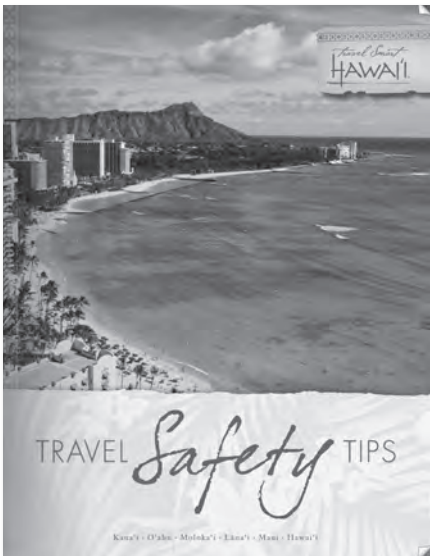
For more information on the program, visit cte.K12.hi.us.

Safety and Security

The HTA supports agencies and organizations responsible for ensuring that Hawai'i continues to be a safe and secure visitor destination. In the event of a crisis or emergency situation, the HTA collaborates with state and county civil defense agencies, the visitor industry and federal agencies to keep visitors aware and informed.

The HTA also supports the Visitor Assistance Programs (VAP), which provide assistance and support for visitors to the Hawaiian Islands whom have been affected by a crime or other adversities during their stay.

To help build awareness of safety issues and prevent unsafe incidents, the HTA and the Visitor Aloha Society of Hawai'i (VASH) developed a safety e-Brochure, *Travel Safety Tips*, available online at travelsmarthawaii.com, in English, Chinese, Japanese and Korean. The e-Brochure provides visitors with safety tips from state and county agencies to ensure safe and enjoyable travel experiences throughout the Hawaiian Islands.



Travel Safety Tips, an e-brochure available online at travelsmarthawaii.com



Jeanine Acia with two visitors she assisted

Assisting Hawai'i's Visitors with Aloha

For the past five years, **Jeanine Acia** has been aiding visitors through the **Visitor Aloha Society of Hawai'i (VASH) Hawai'i Island** as the program director for East Hawai'i. Supported by the HTA, VASH Hawai'i Island helps visitors cope with and recover from a variety of unfortunate situations such as crime victimization, the loss of identification, medical emergencies, injury or passing.

"VASH Hawai'i Island works on another level to help visitors feel safe and secure when something goes wrong and the expectation of a 'paradise vacation' are dashed," said Jeanine. "Our staff and volunteers provide help around the clock to ensure that visitors feel our aloha spirit and compassion during times of trouble."

In 2013, VASH Hawai'i Island collaborated with the county police department, healthcare institutions and other agencies to increase awareness of their services and role in the community. They also expanded their volunteer program, which involved regular

recruiting and training sessions to engage volunteers.

VASH Hawai'i Island works with Channel 9 Big Island Television to broadcast a public service video on crime prevention. They also distribute information on safety and crime prevention through hotels, online, civic and security organizations and the police department.

Through these efforts, VASH Hawai'i Island has assisted nearly 1,000 visitors during the first eight months of 2013 and has contributed to Hawai'i's reputation as a destination full of the aloha spirit, through aiding those when they are most in need.

For more information on VASH Hawai'i Island, visit vashbigisland.org. See page 28-35 for contact information for visitor assistance programs on each island.

Product Enrichment

The Product Enrichment Program (PEP) consists of three (3) components: County Product Enrichment Program (CPEP), Kūkulu Ola: Living Hawaiian Culture Program (LHCP), and Natural Resources Community-Based Program (NRCBP). The overall goal of PEP is to support community initiated programs that enhance the visitor's experience, as well as create opportunities for economic development, natural resource management, and perpetuation of the Hawaiian culture. In 2013, the HTA supported 96 projects through CPEP and 39 projects through LHCP and NRCBP.



13th Maui Matsuri

Serving Up Unique Farm-to-Fork Adventures

With the help of the HTA's CPEP grant, **Marta Lane** launched her company, **Tasting Kauai** in June 2012. As a food and farm writer for more than three years, Marta's partnerships with local farmers, chefs and artisans have helped to translate into a successful venture that offers and promotes unique culinary experiences only on Kaua'i.

Within the first year, Tasting Kauai welcomed 52 guests and has since increased its booking capacity to accommodate five times the number of guests in 2013. They have also added a second tour to meet growing demand. Marta designs and promotes the monthly tours which offer opportunities to explore exotic fruit orchards, enjoy cooking demonstrations and multi-course gourmet meals made with locally grown ingredients, or visit an ahupua'a and immerse themselves in Native Hawaiian farming, culture and food. Weekly farmers market classes are also available, in which guests can meet farmers and



Marta Lane

learn how to select and cook produce fresh from the market.

"Our farm-to-fork tours are designed to connect people with the farmers and chefs on island and share the aloha spirit of Kaua'i," said Marta. "Many of our guests come from all over the world and if it weren't for tourism, I wouldn't have a viable business."

For more information about Tasting Kauai, its tours and new restaurant guidebook, visit tastingkauai.com.



Guests at one of Tasting Kauai's culinary tours

Product Development

The HTA fosters and cultivates projects and organizations to provide a variety of offerings for visitors through the Product Development program. Through this initiative, they strive to develop new offerings and support existing ones to become more successful and self-sustaining. The goals of this program are to:

- Support tourism products that provide a unique travel experience which will enhance the Hawaiian Islands brand;
- Create new experiences; and
- Develop marketing and product development toolkits targeted toward the visitor industry and communities interested in marketing, promoting and developing tourism products.

In 2013, the HTA supported two product development programs, the Heritage Series of Hawai'i and Mele Mei.



Local artist Anuheia performing at the Nā Hōkū Hanohano Awards during Mele Mei

Preserving Hawai'i's Unique Royal Legacy

Hawai'i is home to the only royal palace in the United States. 'Iolani Palace attracts visitors from around the world who are interested in exploring the state's unique culture and heritage. **Kippen de Alba Chu**, executive director for The Friends of 'Iolani Palace, has been a part of the organization for the past seven years. In addition to his day-to-day duties, Kippen oversees special projects and partnerships to promote the palace and raise funds to continue the constant upkeep and renovation needed for the 134-year-old structure.



Kippen de Alba Chu

"It is truly an honor to continue the legacy of sharing the Palace's story

with people from around the world. More than 82 percent of visitors to the Palace are from out of state," said Kippen. "I believe that the Palace offers a distinctly Hawaiian cultural experience that provides a nice balance to our state's military, Polynesian and other natural attractions."

In 2012, the Palace collaborated with Bishop Museum and the Honolulu Museum of Art to create a Heritage Series event called "Two Museums and a Royal Palace." This HTA-supported event provided visitors with an evening of cultural exploration and fun. For one low admission rate, attendees could visit all three institutions with transportation provided between each location. Special programming, screenings, entertainment and food

were just some of the highlights from this special event. Kippen coordinated on behalf of the Palace to execute this successful event. More than 8,000 visitors and residents attended the event with the most ticket revenue generated from the Palace.

For more information on the 'Iolani Palace, visit iolanipalace.com.



'Iolani Palace in Honolulu

HAWAII TOURISM AUTHORITY (HTA)/JOE SOLEM

Signature Events

The HTA supported 28 various Signature Events in 2013 that were in line with the HTA's brand initiatives and provided a high level of exposure to the Hawaiian Islands. The Signature Events program is broken down into the following areas:

- Select Sporting Events
- Major Festivals
- Native Hawaiian Festivals

These events provide an experience that is unique and enriching, while valuing and perpetuating Hawai'i's natural resources and honoring its people, place and culture. Additionally, through the support of sporting events, the HTA aims to diversify Hawai'i's tourism profile. By providing a variety of quality tourism experiences unique to the Hawaiian Islands, the HTA's Signature Events program also supports events that celebrate its diverse multi-cultures and community.



Hawai'i Food and Wine Festival's 2013 Under the Modern Moon event at The Modern Honolulu



Aloha Festivals ceremony on O'ahu

HAWAII TOURISM AUTHORITY (HTA)/TOR JOHNSON

Delivering Hula in High Definition

The **Merrie Monarch Festival**

is the most highly anticipated annual hula event in Hawai'i and worldwide. While this exclusive event only allows a limited number of participants and spectators to attend each year, the event has become more accessible through live television and online broadcasts, social media and other media, thanks to **Roland Yamamoto** and his team at The Kukui Media Group, LLC.



Roland Yamamoto

The Merrie Monarch Festival is the most watched locally produced show in Hawai'i. Through the HTA's support, the competition was broadcast in HD TV helping to increase exposure for hula, the Hawaiian culture and the Festival's 50th anniversary.

In addition to producing the online and television broadcast, managing the event website and social networking sites, Roland and his team produced a DVD of the festival, available in English and Japanese, both with Hawaiian language alternate audio tracks. He also produced a documentary on the festival

for PBS syndication which was aired on 85 percent of PBS stations in major cities nationwide.

"Today, hula has millions of fans worldwide, which attracts many visitors to Hawai'i," said Roland. "Authentically sharing the Hawaiian culture not only strengthens tourism, but benefits other businesses and Hawai'i's economy overall."

For more information on the Merrie Monarch Festival, visit merriemonarch.com.



Merrie Monarch festivities in full swing with traditional hula performances

NFL Pro Bowl Returns to Hawai'i in 2013

For more than three decades, the **National Football League (NFL)** has made Hawai'i home to its annual NFL Pro Bowl game. It is the most watched professional all-star game in the U.S., with an estimated audience of 12 million viewers and one of the most highly anticipated sporting events in Hawai'i. In 2013, the NFL Pro Bowl attracted nearly 50,000 attendees and generated an estimated \$26 million in direct visitor



Frank Supovitz

spending during the Pro Bowl week of events.

Overseeing this event every year was NFL senior vice president of events, **Frank Supovitz**, who works in concert with the HTA to ensure a successful Pro Bowl partnership for the local community, fans, NFL players and coaches. In addition to organizing the game and various festivities throughout Pro Bowl Week, Frank and his team coordinate efforts to support youth education programs, charitable contributions and community events throughout the state. These initiatives have resulted in more than \$100,000 in contributions annually

to the local community.

"Hawai'i provides the perfect backdrop to celebrate and reward the accomplishments of our league's greatest individual players and coaches," said Frank. "Every year they look forward to returning to the Hawaiian Islands to play in paradise."

The Pro Bowl will return to the Aloha Stadium in January 2014 featuring a new format for the NFL All-Star Game. The HTA looks forward to building attendance and even greater exposure for Hawai'i through these new initiatives.

For more information on the Pro Bowl, visit nfl.com/probowl.



HAWAII TOURISM AUTHORITY (HTA)/KIRK LEE AEDER

Fans cheer for their favorite NFL players at Aloha Stadium during the NFL Pro Bowl game

Access

The HTA continues to focus on access and the development of routes and frequencies between key market cities and the Hawaiian Islands. Working collaboratively with the state airports and the visitor industry is necessary to build a business model that will create sustainable demand and interest in the Hawaiian Islands as a destination. Year-to-date through October, there was a 6.3 percent increase in total airlift to Hawai'i with an additional 538,424 seats. This was supported by a 3.6 percent increase in domestic seats and 12.2 percent increase in international seats. The growth in 2013 was cultivated by opening up new routes and increased flight frequency out of Japan, Australia, New Zealand, China, Taiwan and North America. A new generation of aircraft and an increase in aircraft acquisitions by carriers in our key markets, means greater potential for the Hawaiian Islands in 2014 and beyond.

The HTA continues to work with interisland carriers on enhancing their business models in order to support the distribution of visitors between all islands.

Air Seats Outlook

MMA	2012 Total	2013 Projected	% Change
Domestic	7,008,177	7,205,637	2.8%
International	3,198,554	3,562,836	11.4%
Total	10,206,731	10,768,473	5.5%

Expanding Hawaiian Airlines' Global Presence

Glenn Taniguchi, Hawaiian Airlines' senior vice president of marketing and sales, is a pioneer in Hawai'i's aviation industry. While serving as vice president of schedule planning from 1995 to 2006, he helped to chart Hawaiian Airlines' revitalization. Today, Glenn is responsible for overseeing the company's marketing strategies and initiatives including flight scheduling and field sales for passenger operations.



Glenn Taniguchi

With more than 45 years of working for Hawaiian Airlines, Glenn's expertise and insight has helped to grow the company from an interisland carrier to a major domestic and international airline. Born and raised in Hawai'i, his understanding and connection with the Hawaiian Islands has guided the company to remain authentic and reflect Hawai'i's unique local culture throughout its expansion.

Since branching out to Asia in 2010 with the introduction of its Tokyo Haneda route, Glenn has helped Hawaiian Airlines continue to broaden its network throughout the Asia Pacific with 12 international routes, including two that launched in 2013 from Taipei and Auckland.

Glenn's vision of enhancing the state's connectivity as a means of aiding economic growth has proved effective, as tourism and commerce continue to prosper through Hawaiian Airlines' growing network.

Through his knowledge and leadership, Glenn has earned respect and admiration not only from his colleagues and employees but also from industry executives around the world. His collaboration and support has been essential to HTA's success in enhancing and diversifying access to all of the Hawaiian Islands.

For more information on Hawaiian Airlines, visit hawaiianairlines.com.



Marketing

Marketing the Hawaiian Islands was a top priority for the HTA in 2013 in order to maintain the momentum from 2012. Visitor spending and arrivals continued to outpace 2012 and the state will likely see another record-breaking year in both spending and arrivals.

Growth from the international major market areas (MMA) has been significant in recent years, supported by increases in non-stop service to the Hawaiian Islands from Japan, Other Asia and Oceania markets. An additional \$2 million in funding for the HTA allocated by the Hawai'i State Legislature in 2012 provided the HTA with the opportunity to expand international marketing efforts. The funds are helping the HTA in enhancing access and promotions in China, Korea, Japan, Oceania, Southeast Asia and Europe.

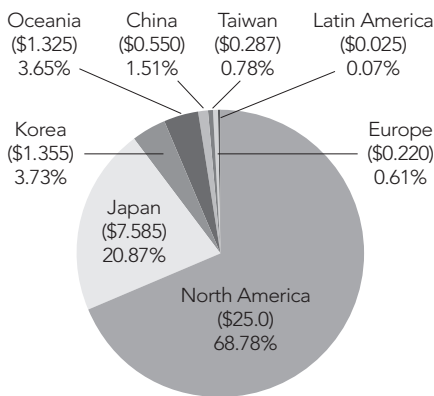
In 2013, the HTA contracted five (5) marketing organizations to promote Hawai'i in each MMA: Hawai'i Visitors and Convention Bureau (HVCB), North America; Hawai'i Tourism Japan (HTJ), Japan; Hawai'i Tourism Oceania (HTO), Australia and New Zealand; Hawai'i Tourism Asia (HTAsia), China, Korea

and Other Asia; and Hawai'i Tourism Europe (HTE), Germany and United Kingdom. The HTA contractors are responsible for developing strategic marketing plans and cooperative programs, including advertising, public relations, promotions, travel trade marketing, education and training, and stakeholder communications and relations.



David Uchiyama presenting marketing updates

Budget Allocation by MMA in 2013 (\$mil.)



Total: \$36.347

Visitor Statistics

Total **	2012 Total	% Change*	2013 Target	% Change*
Arrivals	8,028,743	10.0%	8,479,836	5.6%
Expend. (\$ mil.)***	\$14,250.2	18.3%	\$15,317.2	7.5%
U.S. West	2012 Total	% Change*	2013 Target	% Change*
Arrivals	3,178,824	6.1%	3,300,314	3.8%
Expend. (\$ mil.)	\$4,640.1	12.0%	\$4,930.3	6.3%
U.S. East	2012 Total	% Change*	2013 Target	% Change*
Arrivals	1,699,625	3.5%	1,754,382	3.2%
Expend. (\$ mil.)	\$3,434.2	10.5%	\$3,749.3	9.2%
Canada	2012 Total	% Change*	2013 Target	% Change*
Arrivals	499,144	4.5%	508,727	1.9%
Expend. (\$ mil.)	\$1,022.8	12.9%	\$1,042.1	1.9%
Japan	2012 Total	% Change*	2013 Target	% Change*
Arrivals	1,465,654	18.0%	1,600,958	9.2%
Expend. (\$ mil.)	\$2,734.9	26.4%	\$2,837.7	3.8%
Other Asia	2012 Total	% Change*	2013 Target	% Change*
Arrivals	289,977	37.4%	373,845	28.9%
Expend. (\$ mil.)	\$598.9	60.2%	\$821.1	37.1%
Oceania	2012 Total	% Change*	2013 Target	% Change*
Arrivals	273,039	30.0%	354,535	29.8%
Expend. (\$ mil.)	\$639.8	34.0%	\$836.8	30.8%
Europe	2012 Total	% Change*	2013 Target	% Change*
Arrivals	129,252	7.9%	137,869	6.7%
Expend. (\$ mil.)	\$292.1	19.7%	\$290.8	-0.4%
Latin America	2012 Total	% Change*	2013 Target	% Change*
Arrivals	25,519	15.4%	27,900	9.3%
Expend. (\$ mil.)	\$61.9	14.7%	\$84.1	36.0%

* Year-over-year growth

** Total arrivals and expenditures include air and cruise statistics. All others refer to air arrivals only.

*** Does not include supplemental business expenditures. With supplemental business expenditures 2012 total is \$14,364.8 mil.

North America

North America continues to be Hawai'i's largest source market for visitors. This market includes the U.S. West (defined as the 11 Pacific states west of the Rockies), U.S. East (all other states) and Canada. As the U.S. economy continued to improve in 2013, demand for travel to the Hawaiian Islands from the region remained strong, with domestic air seats accounting for 66 percent of total seats to the state.

In 2013, HTA's contractor for North America, the Hawai'i Visitors and Convention Bureau (HVCB) partnered with Google to use its Google Maps Street View Trekker to help showcase Hawai'i's hiking trails and destination attributes. They also won the Pacific Business News' national "Social Madness" competition, in which they received and donated \$10,000 to the Visitor Aloha Society of Hawai'i (VASH).

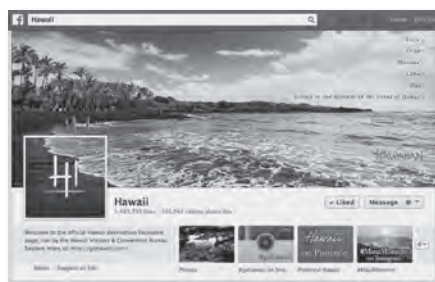
NORTH AMERICA Contact Information

HTA North America Liaison

Laci Goshi
Tel: (808) 973-2268
laci@gohta.net

Hawai'i Visitors and Convention Bureau

Jay Talwar
Senior Vice President
and Chief Marketing Officer
Tel: (808) 924-0220
jtalwar@hvcb.org
gohawaii.com



HVCB's Hawai'i Facebook page – [facebook.com/Hawaii](https://www.facebook.com/Hawaii)

Visitor Statistics

U.S. West	2012 Total	2013 Target	% Change*	2013 YTD**	% Change*
Arrivals	3,178,824	3,300,314	3.8%	2,701,580	3.3%
Expend (\$ mil.)	\$4,640.1	\$4,930.3	6.3%	\$3,982.4	5.8%
PPPD Spending	\$152.4	\$157.0	3.1%	\$155.4	3.0%
Air Seats***	6,157,816	6,283,265	2.0%	5,320,493	3.0%

U.S. East	2012 Total	2013 Target	% Change*	2013 YTD**	% Change*
Arrivals	1,699,625	1,754,382	3.2%	1,450,408	1.1%
Expend (\$ mil.)	\$3,434.2	\$3,749.3	9.2%	\$3,041.1	5.9%
PPPD Spending	\$192.4	\$203.8	5.9%	\$201.3	5.1%
Air Seats***	757,090	838,890	10.8%	693,645	10.5%

Canada	2012 Total	2013 Target	% Change*	2013 YTD**	% Change*
Arrivals	499,144	508,727	1.9%	397,380	3.1%
Expend (\$ mil.)	\$1,022.8	\$1,042.1	1.9%	\$806.3	1.7%
PPPD Spending	\$157.40	\$162.0	2.9%	\$162.4	2.5%
Air Seats***	364,366	356,977	-2.0%	286,838	0.1%

*Year-over-year growth **YTD through Oct. 2013 ***Source: OAG

Boosting Hawai'i's Digital Presence in North America

Kara Imai is a veteran in the travel industry and has worked at HVCB for nine years. As the senior director of online marketing, she oversees digital advertising, email marketing, social media for North America and websites for all nine HTA target markets.

Kara helped the HVCB launch its award-winning "Living in the Moment in the Hawaiian Islands" campaign. The campaign motivated consumers to choose Hawai'i as a vacation destination by highlighting the unique offerings and landscape of each of the Hawaiian Islands to provide any traveler with the perfect Hawai'i experience.

"It continues to be our mission at HVCB to tell those unique stories of Hawai'i through our marketing efforts," said Kara. "It's a great honor to be able to work with our partners to promote the Hawaiian Islands and see the positive outcomes and benefits from our collaborative campaign."



Kara Imai (front, center) and members of the HVCB online marketing team

The HVCB has been working closely with the HTA and island chapter partners to create a cohesive message through online channels like *GoHawaii.com* and social networking sites. Through these efforts, Hawai'i's people, place and culture are showcased to avid travelers seeking the specific types of experiences the Hawaiian Islands have to offer.

For more information on HVCB, visit hvcb.org.

Japan

Japan is Hawai'i's largest international market and in 2013, the HTA set aggressive targets aiming to continue positive momentum and reach two million annual visitor arrivals by 2016. These increases were based on planned aircraft upgrades, new carriers entering the market and route expansion. Hawai'i Tourism Japan (HTJ) continues to display increased collaboration with both travel partners in Japan and Hawai'i, enabling the Hawaiian Islands to remain well positioned as a preferred vacation destination for the Japanese traveler.

JAPAN Contact Information

HTA Japan Liaisons

David Uchiyama
Tel: (808) 973-2255
david@gohta.net

Miki Wakai
Tel: (808) 973-2259
miki@gohta.net

Hawai'i Tourism Japan

Eric Takahata
Managing Director
Tel: (808) 942-4200
info@htjapan.jp
gohawaii.com/jp

Visitor Statistics

Japan	2012 Total	2013 Target	% Change*	2013 YTD**	% Change*
Arrivals	1,465,654	1,600,958	9.2%	1,262,628	3.9%
Expend (\$ mil.)	\$2,734.9	\$2,837.7	3.8%	\$2,089.2	-7.8%
PPPD Spending	\$310.1	\$294.7	-5.0%	\$277.5	-9.9%
Air Seats***	1,845,672	2,113,607	14.5%	1,679,334	7.7%

*Year-over-year growth **YTD through Oct. 2013 ***Source: OAG

HTA and JATA Set Goal to Reach Two Million Japanese Visitors by 2016

Since 2008, the HTA and HTJ have worked closely with **Hiroshi Sawabe**, the **Japan Association of Travel Agent's (JATA)** executive director of sales and planning for its JATA Travel Showcase Promotion Office.



Hiroshi Sawabe

Hiroshi supported the HTA and its partners in revitalizing travel to Hawai'i from regional areas in Japan. As a result, the HTA has significantly expanded direct service between Hawai'i and Japan, with new routes from Tokyo Haneda and increased airlift from Tokyo Narita, Nagoya and Osaka, and renewed

service from Fukuoka and Sapporo, all within the past three years.

"Through our partnership with the HTA, we recently signed a memorandum of understanding to increase the number of Japanese visitors to Hawai'i to two million annually, by the end of 2016," said Hiroshi. "This joint effort will help accomplish both our organizations' goals of enhancing Japanese travel to Hawai'i."

Hiroshi will continue to play a significant role in driving Japanese visitor arrivals to Hawai'i through the JATA Travel Showcase, one of Asia's largest tourism events. This four-day tradeshow attracts nearly 120,000 visitors and includes more than 1,000 booths promoting various destinations worldwide. Every year, the HTA participates through HTJ, which successfully showcases Hawai'i as one of the most popular destinations at the event.

For more information on JATA, visit jata-net.or.jp/english/.

* JATA is an organization sanctioned by the Minister of Land, Infrastructure, Transport and Tourism to improve the quality of travel to and from Japan.

Hawai'i booth at the 2013 JATA Travel Showcase



China

The China market experienced double-digit growth in arrivals and spending in 2013, and Chinese visitors continued to be the highest daily spenders with an average daily spending of \$392 per person.

Hawai'i Tourism China (HTC) continued to work with the industry in 2013 to enhance destination awareness and education. This led to the development of more Hawai'i-only packages, many of which included neighbor island travel. The improvement of the visa application process also helped to stimulate arrivals to the Hawaiian Islands, which were supported by an increase in flight frequency by China Eastern Airlines' non-stop services between Shanghai and Honolulu.

CHINA Contact Information

HTA China Liaison

Jadie Goo
Tel: (808) 973-2252
jadie@gohta.net

Hawai'i Tourism China Beijing Office

Cynthia Zhou
Director
Tel: 86 (10) 8532-5213
czhou@aviareps.com

Shanghai Office

Tina Yao
Public Relations Director
Tel: 86 (21) 6359-1523
tyao@aviareps.com
gohawaii.com/cn

Hawai'i Tourism China

Brenda He*
General Manager
Tel: 86 (10) 6437-9348
hemiao@tlmchina.com

*new contractor effective Jan. 1, 2014

Visitor Statistics

China	2012 Total	2013 Target	% Change*	2013 YTD**	% Change*
Arrivals	116,866	149,914	28.3%	115,823	13.4%
Expend. (\$mil.)	\$277.4	\$358.3	29.2%	\$280.2	15.1%
PPPD Spending	\$396.0	\$385.8	-2.7%	\$391.4	-3.0%
Air Seats ***	29,061	43,968	47.9%	35,040	48.6%

*Year-over-year growth **YTD through Oct. 2013 ***Source: OAG

Direct Flight Boosts Chinese Arrivals to Hawai'i

In 2011, the first non-stop route connecting China and the Hawaiian Islands opened up a world of opportunity to grow this quickly growing market for Hawai'i's tourism economy.



Terry Qi

Terry Qi, the general manager for China Eastern Airlines' Hawai'i branch, and his team have been working very closely with HTC and the Chinese travel trade. In January 2011, they launched non-stop service from Shanghai to Honolulu with three charter flights, which led them to establish twice weekly, regularly-scheduled service later that year.

With more than 20 years of experience with China Eastern Airlines, Terry has helped to further expand service from Shanghai to five flights per week by the end of 2013.

"Chinese visitors are a very lucrative market," said Terry. "They tend to splurge on shopping, dining, lodging, sightseeing, and other activities. The more Chinese tourists we can get to Hawai'i, the more they can benefit the state's economy."

China Eastern Airlines is currently the only airline that offers non-stop service from mainland China to the Hawaiian Islands, bringing in more than 44,000 seats this year.

For more information on China Eastern Airlines, visit flychinaeastern.com.



China Eastern Airlines plane landing at Honolulu International Airport



China Eastern Airlines route launch event at Honolulu International Airport

Korea

The Korean market continued to grow significantly in 2013 with visitor arrivals and spending having increased by double-digits quarter-to-quarter. The HTA continued to work with its marketing partner Hawai'i Tourism Korea (HTK) in promoting the Hawaiian Islands to this vast and growing market.

The Hawai'i Asia Travel Mission was held again in 2013, promoting the Hawaiian Islands to travel trade professionals in both Korea and China. HTK expanded the workshop events to include the city of Busan, the second largest city in Korea, due to the growing interest in Hawai'i as a visitor destination.

KOREA Contact Information

HTA Korea Liaison

Grace Lee
Tel: (808) 973-2893
grace@gohta.net

Hawai'i Tourism Korea

Emily Kim
Marketing Director
Tel: 82 (2) 777-0033
ekim@aviareps.com
gohawaii.com/kr

Visitor Statistics

Korea	2012 Total	2013 Target	% Change*	2013 YTD**	% Change*
Arrivals	153,338	191,671	25.0%	142,415	17.8%
Expend. (\$mil.)	\$282.4	\$345.9	22.5%	\$261.6	19.2%
PPPD Spending	\$261.8	\$252.7	-3.5%	\$257.4	0.6%
Air Seats ***	379,089	438,000	15.5%	320,279	9.9%

*Year-over-year growth **YTD through Oct. 2013 ***Source: OAG

Popular Korean Program Showcases Hawaiian Islands

Irene Lee has been a part of the Hawai'i Tourism Korea team for 10 years.

In 2013, Irene and the team at HTK brought Munhwa Broadcasting Corporation's (MBC) "Infinite Challenge," one of the most popular TV shows in Korea, to O'ahu to film and promote Hawai'i as a premier leisure destination. Seven top Korean celebrities participated in various leisure activities, highlighting the diversity of the island that would appeal to the Korean audience.



Irene Lee

"It was a big hit that achieved the highest ratings in viewership for both episodes that aired during that time slot," said Irene. "The reach was tremendous – we estimate 23 million people watched these episodes featuring the gorgeous Hawaiian settings."

The Hawai'i episodes were aired primetime in March and April with more than 20 reruns scheduled through the end of 2013. The popularity of the program also led Asiana Airlines and Hilton Hawaiian Village to develop a special "Hawai'i Infinite Challenge" package.

For more information on MBC's "Infinite Challenge," visit imbc.com.



Celebrities from MBC's "Infinite Challenge"

Taiwan

The HTA continued to work with its marketing partner, Hawai'i Tourism Asia, to stimulate and cultivate travel demand from these emerging markets. In 2013, Hawai'i continued to see double-digit growth in both visitor arrivals and spending from Taiwan.

With Taiwan's entrance to the U.S. Visa Waiver Program in November 2012, there were significant increases in non-stop service from Taiwan to the Hawaiian Islands. Both Hawaiian and China Airlines began offering non-stop service from Taipei in summer 2013, with a total of five flights weekly. This new route also provides visitors from Southeast Asia greater access to the Hawaiian Islands.

TAIWAN

Contact Information

HTA Taiwan Liaison

Jadie Goo
Tel: (808) 973-2252
jadie@gohta.net

Hawai'i Tourism Taiwan

Jemy See
Director
Tel: 886 (2) 2537-6372
jsee@aviareps.com
gohawaii.com/tw

Patrick Lin*
Vice President
Tel: 886 (2) 8793-2310
patricklin@jwimarketing.com

*new contractor effective Jan. 1, 2014

Visitor Statistics

Taiwan	2012 Total	2013 Target	% Change*	2013 YTD**	% Change*
Arrivals	8,769	17,500	99.6%	20,823	198.1%
Expend. (\$mil.)	\$18.6	\$38.0	104.2%	–	–
PPPD Spending	\$220.0	\$219.1	-0.4%	–	–
Air Seats ***	NA	NA	NA	27,914	NA

*Year-over-year growth **YTD through Oct. 2013 ***Source: OAG

Expanding Access between Hawai'i and Taiwan

Taiwan is becoming a lucrative market for Hawai'i's visitor industry as interest in the state grows as a destination for romantic getaways, golf and educational experiences, and Hawai'i's strong ties to the region. With this increase in demand, **China Airlines** jumped at the opportunity to increase air seats between Honolulu and Taiwan.

Bruce Chen, general manager of China Airlines' Honolulu branch played an integral role in coordinating the inaugural flights between Taiwan and Honolulu. Bruce and his team oversaw the entire process from initial negotiations to final preparations at the airports. With 10 years of experience in the industry working for China Airlines,



China Airlines plane on the runway

Bruce has collaborated with the HTA to market Hawai'i to Taiwanese and Southeast Asian visitors.

"Our airlines wanted to create a convenient flight option for travelers visiting the islands as well as for residents of Hawai'i to visit Taiwan," said Bruce. "We look forward to continuing our partnership with HTA and building on the momentum of the U.S. Visa Waiver program."

Bruce's daily responsibilities include overseeing the operations, reservations and ticketing for China Airlines' Honolulu branch.

For more information on China Airlines, visit china-airlines.com.



Bruce Chen, general manager of China Airlines Honolulu branch.

Oceania

Hawai'i continued to experience consistent and strong growth in visitor arrivals from both Australia and New Zealand in 2013. New and additional flights servicing Brisbane and Auckland helped make Oceania one of Hawai'i's fastest growing international markets. Coupled with favorable currency exchange rates and promotions by the HTA's marketing contractor, Hawai'i Tourism Oceania (HTO), this market maintained double-digit growth year-over-year.

OCEANIA Contact Information

HTA Oceania Liaison
Michael Story
Tel: (808) 973-2274
story@gohata.net

**Hawai'i Tourism Oceania
Australia Office**
Helen Williams
Country Manager
Tel: 61 (2) 9286-8937
hwilliams@hawaiiitourism.com.au
gohawaii.com/au

New Zealand Office
Darragh Walshe
Country Manager
Tel: 64 (9) 977-2234
dwalshe@hawaiiitourism.co.nz
gohawaii.com/nz



The HTO team at the 2013 Asia-Pacific Incentives and Meetings Expo

Visitor Statistics

Oceania	2012 Total	2013 Target	% Change*	2013 YTD**	% Change*
Arrivals	273,039	354,535	29.8%	293,733	29.9%
Expend. (\$mil.)	\$639.8	\$836.8	30.8%	\$697.9	35.0%
PPPD Spending	\$245.5	\$243.5	-0.8%	\$252.2	3.2%
Air Seats ***	280,656	397,021	41.5%	349,034	49.2%

*Year-over-year growth **YTD through Oct. 2013 ***Source: OAG

New Flights Continue to Boost Oceania Arrivals

As travel demand continues to increase from Oceania, New Zealand has become an important gateway country for Hawai'i. In 2013, Hawaiian Airlines launched service from Auckland to Honolulu, flying three days a week. **Auckland International Airport Limited** services a large number of travelers heading to the Hawaiian Islands with 100 percent growth from 2012 to 2013.



Glenn Wedlock

Glenn Wedlock, the airport's general manager aeronautical commercial, has worked with the organization for five years and is in charge of developing air

capacity and market demand to sustain the airport's profitability. Over the past year, Glenn has worked closely with the HTA and travel industry partners to create a joint program to promote the Hawaiian Islands through *Tripguide.co.nz*, a television and digital program.

"This is an exciting time to be involved with the HTA in facilitating opportunities for improving access to Hawai'i from the Oceania region," said Glenn. "I look forward to building on our current airlift and growing our traffic to ultimately reach our target of 50,000 passengers on this route."

For more information on Auckland International Airport, visit aucklandairport.co.nz.

Creative Packages Provide New Travel Opportunities

Kim Skilton, group marketing director for **Ignite Travel Group**, has been working in the tourism industry for more than 20 years. During her time at Ignite Travel Group, she has worked closely with HTO to promote Hawai'i to Australian travelers through their 'My Hawai'i' campaign. The success of Kim and her team's outreach has resulted in a doubling of bookings year-over-year between January and September.



Kim Skilton

Group provides travelers with creative financing promotions for vacations to Hawai'i, which include interest free and refundable deposit options to provide travelers an opportunity to book within a shorter timeframe.

"The strong Aussie dollar combined with the great value we provide in our 'My Hawai'i' packages have contributed to the increase in visitors from Oceania," said Kim. "We will continue to find innovative solutions and packages for our industry partners and consumers, so we can maintain this momentum in arrivals to Hawai'i from the Oceania region."

For more information, visit myhawaii.com.au.

Europe

European visitor arrivals to Hawai'i continued to grow year-over-year despite the economic downturn; however, visitor spending was lower than in 2012. Hawai'i Tourism Europe (HTE) continued marketing efforts in the region, specifically in Germany and the United Kingdom (U.K.) with emphasis placed on travel trade education, sales calls, fulfillment of consumer, travel trade and media requests, and a sales and media mission (Aloha Up 'n Over). Travel trade workshops were also conducted in the Swiss and French markets. Additional funds were invested in the market with German, U.K., and Swiss tour operators for marketing co-operatives.

In 2013, HTE brought "Germany's Next Top Model by Heidi Klum" back to the Hawaiian Islands where one of the elimination rounds was held. The show was aired in May 2013 and featured Kualoa Ranch, Waimea Valley and Kawela Beach on O'ahu.

EUROPE Contact Information

HTA Europe Liaison

Caroline Anderson
Tel: (808) 973-2273
caroline@gohta.net

Hawai'i Tourism Europe Germany Office

Inga Dockendorf
Account Marketing and PR Manager
Tel: 49 (89) 55 25 33 404
idockendorf@aviareps.com
gohawaii.com/de

U.K. Office

Namisha Prajapati
Marketing Manager
Tel: 44 (0) 207 6446 127
nprajapati@aviacircle.com
gohawaii.com/uk

Visitor Statistics

Europe	2012 Total	2013 Target	% Change*	2013 YTD**	% Change*
Arrivals	129,252	137,869	6.7%	122,003	10.5%
Expend. (\$mil.)	\$292.1	\$290.8	-0.4%	\$268.0	8.4%
PPPD Spending	\$175.0	\$166.89	-4.6%	\$166.4	-5.1%

*Year-over-year growth **YTD through Oct. 2013

Sharing the Aloha Spirit in the United Kingdom

Namisha Prajapati is the newest addition to the **Hawai'i Tourism Europe (HTE)** team, bringing 10 years of experience to her role as the U.K. and Ireland



Namisha Prajapati

account marketing manager. Her efforts with the HTE have helped grow arrivals from Europe by 10.5 percent through October 2013.

"Since travel distance is an obstacle for our market, we really focus on differentiating Hawai'i by showcasing the unique people, place and culture, and aloha spirit," said Namisha. "In addition to traditional destination

marketing, we implement other creative ways to bring the Hawaiian Islands to our islands."

This year, Namisha and the HTE team partnered with Tim Rice's new theatre show, "From Here to Eternity." Through this partnership, HTE was able to do a radio consumer promotion with a free trip to Hawai'i, allowing a lucky U.K. resident to experience the Hawaiian Islands first-hand. This allowed the HTE to reach a larger and more diverse audience in promoting the Hawaiian Islands.

For more information visit gohawaii.com/uk.



Latin America

Arrivals from the Latin America market area (Argentina, Brazil and Mexico) continued to increase by double-digits over the same period last year. In 2013, the HTA invested in building resources for this developing market, and created travel trade and consumer websites in Spanish. A request for proposal for a general sales agent (GSA) for this market area was issued in November and will be awarded by the end of 2013.

The HTA previously contracted an in-market GSA to facilitate consumer, trade and media inquiries as well as conduct destination training for trade professionals in market. The GSA contract expired in June 2012.

LATIN AMERICA Contact Information

HTA Latin America Liaison

Caroline Anderson
Tel: (808) 973-2273
caroline@gohta.net

Visitor Statistics

Latin America	2012 Total	2013 Target	% Change*	2013 YTD**	% Change*
Arrivals	25,519	27,900	9.3%	25,346	21.4%
Expend. (\$mil.)	\$61.9	\$84.1	36.0%	—	—
PPPD Spending	\$200.2	\$200.6	0.2%	—	—

*Year-over-year growth **YTD through Oct. 2013

HTA to Launch Go Hawai'i Website in Spanish

With international growth outpacing domestic growth for Hawai'i's visitor industry, the HTA has been looking at ways to further diversify Hawai'i's destination market share and support long-term sustainability of Hawai'i's tourism economy.

The Latin America market has been increasing year-over-year, which led the HTA to invest more in cultivating this emerging market.

The first initiative for the HTA was to launch a new consumer Go Hawai'i

website in Spanish, as well as one for travel trade to support the growing visitor interest in Hawai'i among travelers from Latin America.

The three largest markets from Latin America are Argentina, Brazil and Mexico, where the HTA will focus on enhancing its marketing efforts. This includes seeking travel trade representation in Latin America to increase awareness of travel to the Hawaiian Islands throughout the region.



HTA consumer Go Hawai'i website in Spanish



HTA travel trade website

Meet Hawai'i

The HTA took a new approach in its efforts to promote the meetings, conventions and incentives (MCI) market by introducing its "Meet Hawai'i" brand and team on Jan. 1, 2013. This new area of focus for the HTA was established to create efficiencies and increase the effectiveness of the various contractors. The "Meet Hawai'i" team includes the HVCB's MCI department, the Hawai'i Convention Center (HCC) and the HTA's international marketing contractors, who work closely together under a common and shared set of goals to collectively produce more robust group sales and marketing results.

These efforts will help strengthen, streamline and maximize both resources and talent into a single sales and marketing team, which is focused on creating the highest impact in group bookings and activity for the state.

MEET HAWAII'I

HTA MCI Liaison

Brian Lynx
Vice President, MCI
Tel: (808) 973-2278
brian@gohta.net

HVCB

Karen Hughes
Vice President, Meet Hawai'i and
Travel Trade Partnerships
Tel: (808) 924-0253
khughes@hvcb.org

SMG Hawai'i

Randy Tanaka
Interim General Manager
Tel: (808) 943-3559
rtanaka@hccsmg.com
meethawaii.com

AEG*

Brad Gessner
Vice President of Conventions
Tel: (213) 763-7700
bgessner@aegworldwide.com

*new contractor effective Jan. 1, 2014

"Meet Hawai'i" Gains Two Industry Veterans

Brian Lynx, vice president of MCI for the HTA, and **Karen Hughes**, vice president of Meet Hawai'i for HVCB, collectively have nearly 60 years of experience in the visitor industry. Both started in newly established positions in early 2013 aimed at streamlining the marketing efforts for Hawai'i's MCI business through its "Meet Hawai'i" team.

"Currently the MCI business in Hawai'i represents a relatively small percentage of visitors," said Brian. "However, it has tremendous potential to make up a larger share of visitor arrivals and spending and we are working towards doubling that."

Since the establishment of "Meet Hawai'i" and addition of Brian and Karen's efforts, arrivals from the MCI segment increased 9.7 percent year to date in 2013 over 2012 for both



Karen Hughes and Brian Lynx at the Hawai'i Convention Center

domestic and international visitors. And so far in 2013, bookings, repeat visitors and usage of the Hawai'i Convention Center have all been on the rise.

"The industry has also become more involved in the 'Meet Hawai'i' initiatives. We want to ensure that our stakeholders and customers feel we add value to their efforts in bringing business to Hawai'i," added Karen.

Brian, Karen and the "Meet Hawai'i" team will continue to work toward strengthening Hawai'i's MCI presence through coordinated efforts with the industry. For more information about the HTA's MCI efforts, visit meethawaii.com.



Sales Production – October 2013

Room Nights	MONTH			YEAR-TO-DATE			Year-End Forecast (Room Nights)	Annual Goal	Variance
	Goal	Actual	Variance to Goal	2013	Prior Year	Prior Year Variance			
Combined Total									
Definite	42,400	23,809	-44%	241,464	190,848	27%	278,500	248,500	12%
Tentative	–	27,542	–	298,694	602,306	-50%	325,000	–	–
City-Wide Group Booking									
Definite	25,333	12,258	-52%	112,696	77,143	46%	128,500	128,500	0%
Tentative	–	0	–	100,364	287,150	-65%	125,000	–	–
Single Property									
Definite	17,067	11,551	-32%	128,768	113,705	13%	150,000	120,000	25%
Tentative	–	27,542	–	198,330	315,156	-37%	200,000	–	–

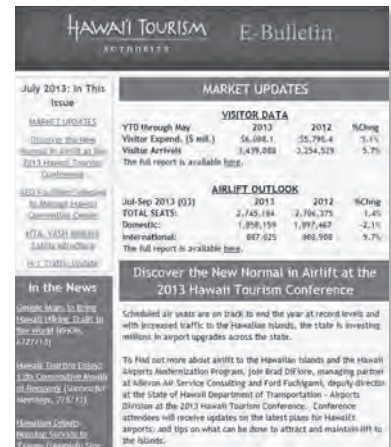
Communications and Outreach

The HTA conducts communications and community outreach activities to keep stakeholders and key constituencies aware and informed of agency initiatives, plans and programs, as well as educate the public on issues related to the visitor industry. The HTA regularly distributes news releases, statements and electronic newsletters, and is active on social media to ensure ongoing communications regarding issues and opportunities relating to Hawai'i's visitor industry. The HTA board of directors and staff

also present and speak at meetings and events with government, industry, business and community leaders statewide to provide an understanding of the HTA's role in shaping tourism for the state.

Highlights for 2013 include:

- Re-launch of the Travel Smart Hawai'i website;
- Development of a global social media strategy; and
- Redesign of the HTA E-Bulletin monthly electronic newsletter.



HTA's monthly E-Bulletin newsletter

Defining the Next Chapter for Hawai'i's Visitor Industry

The 2013 Hawai'i Tourism Conference attracted more than 700 attendees to the day and a half event at the Hawai'i Convention Center. Increased communications efforts promoting the conference and the success of Hawai'i's visitor industry helped to draw a record number of attendees who were able to hear from the HTA's global marketing partners and other industry experts from around the world. Attendees were also drawn to this year's keynote speaker, actor, author and *National Geographic Traveler* editor-at-large, Andrew McCarthy.

Themed "Defining the Next Chapter," sessions focused on updates

on travel trade and marketing trends and establishing partnership and planning opportunities for 2014.

The conference also included the HTA's annual Tourism Legacy Awards, which honors organizations or individuals who help to perpetuate the Hawaiian culture. The Merrie Monarch Festival, Polynesian Cultural Center and Hilo Hattie are all celebrating 50-year anniversaries and were the 2013 recipients of the Tourism Legacy Awards.

For more information on HTA's communications efforts, visit hawaiiourismauthority.org/news.



Mike McCartney addressing the 2013 Hawai'i Tourism Conference attendees

Below: Keynote Speaker Andrew McCarthy at the 2013 Hawai'i Tourism Conference



(L to R) Ronald Williams, Sen. David Ige, Sen. Donna Mercado Kim, David Rae, L. Richard Fried Jr., and Jack Corteway



Tourism Research

The HTA's Tourism Research Division (TRD) develops and provides statistical and analytical information and conducts special research on Hawai'i's visitor industry that helps to aid state marketing and product development efforts, industry planning, tourism policymaking, and provides economic information on one of the largest industries in the state.

Some highlights for 2013 were:

- Increased use of dashboards and other data visualization tools to report key performance indicators to the HTA Board;
- Monthly publishing of Major Market Area Highlights reports;
- Enhanced research for the meetings and conventions market;
- A report card monitoring the progress of state Tourism Strategic Plan (TSP); and
- Support for updating the state TSP through 2020.

Ongoing Programs:

- Visitor Characteristics and Expenditures Study
- Post-Visit Visitor Satisfaction and Activities Study
- Visitor Plant Inventory
- Visitor Forecasts, Industry Outlook and Market Targets
- Marketing Effectiveness and Brand Attributes Research
- Online Media Sentiment Analysis
- Air Seats Capacity Monitoring
- Evaluation and Performance Measures

To access HTA's research and reports, visit hawaiiitourismauthority.org/research/.



Daniel Nāho'opi'i, director of tourism research, and HTA consultants John Knox and Linda Colburn at the Hawai'i Tourism Conference

HTA Research Publications

Available online at hawaiiitourismauthority.org/research

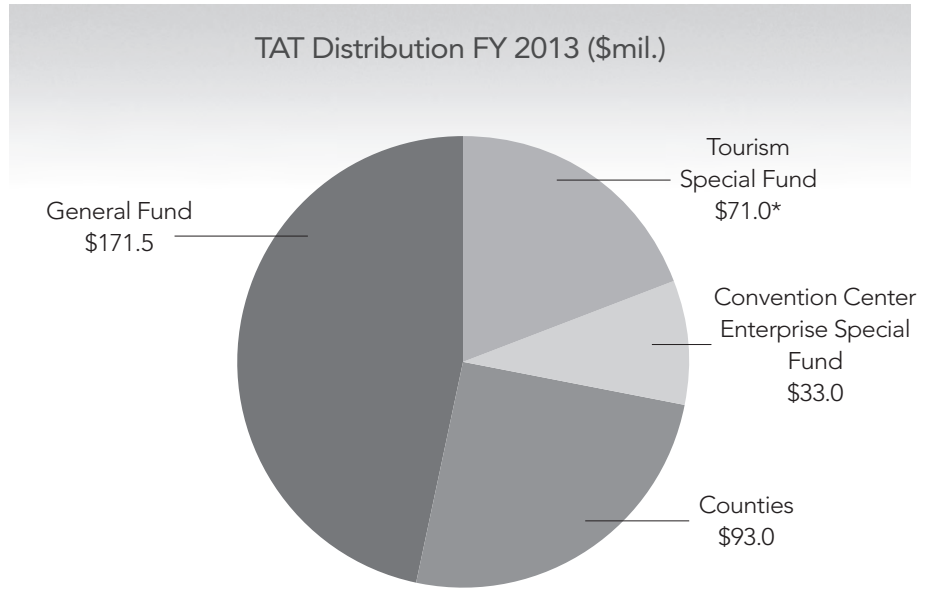
Publication	Frequency/Distribution
Daily Passenger Counts	Daily
Major Market Area (MMA) Highlights News Release	Monthly, third week of the month
Island Highlights and Arrivals by U.S. Regions (by states and Metropolitan Statistical Area (MSA))	Monthly, third week of the month
Air Seat Capacity Outlook Report (three-month outlook of non-stop flights to Hawai'i)	Monthly, end of the month
Online Media Sentiment Report	Monthly
Arrivals by MMA (Countries)	Monthly
MMA Profiles and Fact Sheets	Quarterly
Visitor Satisfaction and Activities Report of calendar year	Quarterly (brief monitoring report) & Annual (full report), third quarter
Marketing Effectiveness Report	Bi-Annually
Annual Visitor Research Report	Annually, July
Visitor Plant Inventory	Annually



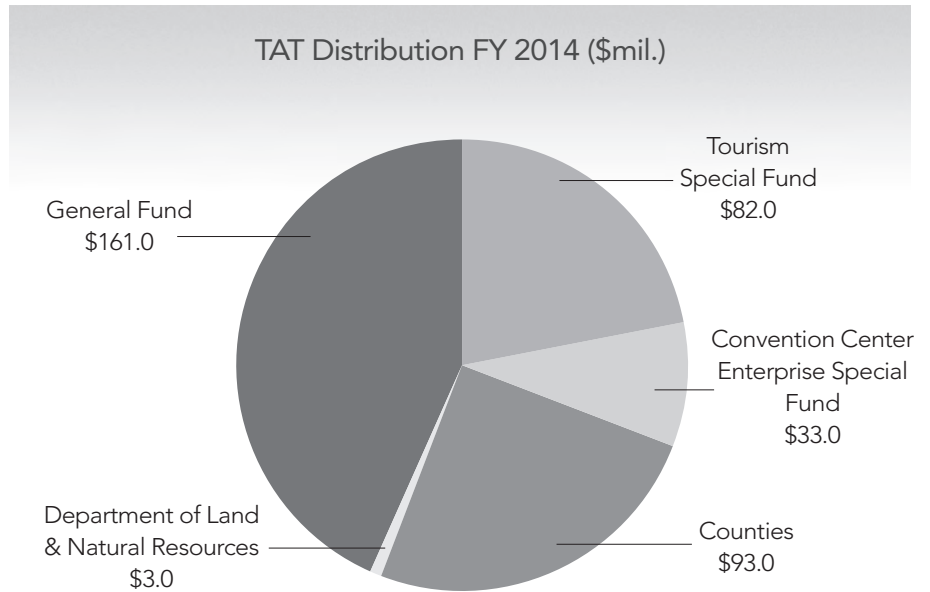
Transient Accommodations Tax (TAT) Collections

Another measurement of the HTA's performance is the amount of TAT collections that the state receives each month. The more TAT collected, the more benefits that are accrued to the state as a whole, to the individual counties, and ultimately, to the benefit of Hawai'i's residents. Importantly, this revenue finds its way into the local community on each island to support schools, police, infrastructure and parks, and contributes to an improved quality of life for Hawai'i residents. In FY 2013, the state collected a total of \$368.5 million in TAT, which was a 13.8 percent increase from FY 2012 when the total collection was \$323.9 million.

Act 103, SLH 2011 was passed in the 2011 Hawai'i state legislative session that capped the TAT revenue to be deposited in the HTA's fund at \$69 million. Act 171, SLH 2012 was passed in the 2012 Hawai'i state legislative session that increased the cap on TAT revenue to be deposited into HTA's fund to \$71 million. Act 161, SLH 2013 was passed in the 2013 Hawai'i legislative session, setting the annual allocation of TAT to the **Tourism Special Fund** and **Convention Center Enterprise Special Fund** at \$82 million and \$33 million, respectively, beginning July 1, 2013. Additionally, \$3 million is allocated to the state Department of Land and Natural Resources (DLNR) with the expenditure of funds to be approved by both the HTA and DLNR Board of Directors. With these additional resources, HTA remains optimistic and committed to maintaining the vitality of Hawai'i's tourism economy.



* Inclusive of \$1 million proviso allocating monies to the State Department of Land and Natural Resources. Source: State Department of Taxation



O'ahu

O'ahu is home of the state capitol, the nation's only royal palace, iconic Diamond Head and the world-famous Waikīkī Beach. The island continued to see increases in arrivals throughout 2013, though visitor spending was slightly lower than in 2012. The growth in arrivals was largely supported by new and increased service to Honolulu International Airport from both domestic and international cities, including new flights from Taipei and Auckland and increases from Tokyo-Narita, Boise, Spokane and Los Angeles.

In order to showcase the incredible diversity of the people, place and culture on the island of O'ahu, the HTA worked with the City and County of Honolulu, industry partners and the community to support 28 County Product Enrichment Programs, eight (8) Natural Resources Community-Based Programs, nine (9) Kūkulu Ola: Living Hawaiian Culture Programs and 15 Signature Events.

Visitor Statistics

O'ahu	2012 Total	2013 Target	% Change*	2013 YTD**	% Change*
Arrivals	4,904,045	5,095,500	3.9%	4,281,747	5.4%
Expend. (\$mil.)	\$7,672.5	NA	NA	\$6,086.2	-3.6%
PPPD Spending	\$213.9	NA	NA	\$204.0	-4.4%

Air Seats***

Honolulu	2012 Total	% Change*	2013 YTD**	% Change*
Domestic	4,114,532	3.7%	3,647,112	4.5%
International	3,026,861	16.8%	2,834,332	12.8%
Total	7,141,393	8.9%	6,481,444	8.0%

*Year-over-year growth **YTD through Oct. 2013 ***Source: OAG

Transient Accommodation Tax (TAT) to City & County of Honolulu

O'ahu	FY2012	FY2013
TAT (\$mil.)	\$41.0	\$41.0

HTA Programs and Funding

HTA Programs	2012		2013	
	No. of Programs	Amount	No. of Programs	Amount
County Product Enrichment	40	\$ 325,000	28	\$ 310,000
Kūkulu Ola: Hawaiian Culture Community*	5	\$ 303,323	9	\$ 268,000
Major Festivals	4	\$ 361,000	4	\$ 591,000
Native Hawaiian Festivals	4	\$ 320,000	4	\$ 320,000
Natural Resources Community-Based*	8	\$ 543,448	8	\$ 291,612
Safety & Security	1	\$ 230,000	1	\$ 218,000
Sporting Events	6	\$ 5,135,000	7	\$ 5,212,500
Career Development**	1	\$ 20,000	0	\$ -
O'ahu Visitors Bureau***		\$ 3,269,812		\$ 3,245,269
Total HTA Program Funding		\$10,507,583		\$10,456,381

* In 2013, the HTA funded 4 statewide Natural Resources Community-based programs at \$133,058 and 1 statewide Hawaiian Culture Community program at \$28,000.

** In 2013, the HTA funded 2 statewide career development programs at \$72,500 (\$45,000 DOE CTE and \$27,500 LED).

*** HTA provides funding for the Hawai'i Visitors and Convention Bureau (HVCB), which includes the island chapter bureaus. Total amounts are inclusive of leisure, MCI and international contractor funding for promoting the State and individual islands to the global marketplace.



Diamond Head in Waikīkī

Celebrating Hawai'i's Unique Asian Heritage

Upon its inception nearly 40 years ago, the Chinatown Merchants and the Honolulu Chinese Jaycees organized the **Chinese New Year Festival** in Chinatown to ring in the Chinese New Year. To reflect the growing diversity in the community, the event has become an annual celebration of the Asian Lunar New Year and continues to draw people into Honolulu's Chinatown for a



Kelfred Chang and the Chinatown merchants

weekend of fun and excitement.

Kelfred Chang and his team, who organize the event, are the “next generation” of the Chinatown merchants that have helped grow and expand the small one-day event into a weekend of festivities in the heart of Chinatown. The HTA-supported event draws more than 60,000 visitors and residents every year who enjoy food, performances, Chinese lion and dragon dancing, and more.

“The success of this event stems from our dedicated core team who have a strong passion and commitment to providing the community with an entertaining and accessible celebration for everyone,” said Kelfred.

The parade runs from the state capital along Hotel Street to A'ala Park and was ranked by CNN as one of the top Chinese New Year celebrations in the world.

For more information on the event, visit chinatownhi.com.



The Narcissus Court at the Chinese New Year Festival

O'AHU Contact Information

HTA O'ahu Liaisons

Angela Rodriguez
Tel: (808) 973-2272
angela@gohta.net

Grace Lee
Tel: (808) 973-2893
grace@gohta.net

O'ahu Visitors Bureau

Les Enderton
Executive Director
Tel: (808) 524-0722
oahu@hvcb.org
gohawaii.com/oahu

City & County of Honolulu

Office of Economic Development
(808) 768-5761
honolulu.gov/ecoder/

Visitor Aloha Society of Hawai'i (O'ahu)

Jessica Lani Rich
President and Executive Director
Tel: (808) 926-8274
jrich.vash@gmail.com
visitoralohasocietyofhawaii.org

Maui, Moloka'i and Lāna'i

The islands of Maui County, consisting of the islands of Maui, Moloka'i and Lāna'i, offer a medley of the best that Hawai'i has to offer from unspoiled coastlines to luxury resorts. They continued to entice visitors to each of the islands, resulting in increases in both spending and arrivals throughout 2013. Though no new direct routes commenced in 2013 to any of the islands, their diverse natural resources, festivals and events, continued to draw visitors to each of the islands.

In order to share these islands' special offerings every year, the HTA partnered with the County of Maui to sponsor and support 22 County Product Enrichment Programs, four (4) Natural Resources Community-Based Programs and eight (8) Signature Events.

Visitor Statistics

Maui County	2012 Total	2013 Target	% Change*	2013 YTD**	% Change*
Arrivals	2,353,329	NA	NA	2,010,496	3.0%
Expend. (\$mil.)	\$3,569.1	NA	NA	\$3,164.8	8.6%
PPPD Spending	\$186.1	NA	NA	\$194.7	5.2%

Maui Island	2012 Total	2013 Target	% Change*	2013 YTD**	% Change*
Arrivals	2,309,194	2,474,289	7.2%	1,973,976	3%
Expend. (\$mil.)	\$3,461.2	NA	NA	\$3,071.0	8.7%
PPPD Spending	\$185.5	NA	NA	\$194.0	5.2%

Moloka'i	2012 Total	2013 Target	% Change*	2013 YTD**	% Change*
Arrivals	53,323	57,829	8.5%	45,682	3.3%
Expend. (\$mil.)	\$28.3	NA	NA	\$24.0	3.6%
PPPD Spending	\$109.5	NA	NA	\$115.6	5.1%

Lāna'i	2012 Total	2013 Target	% Change*	2013 YTD**	% Change*
Arrivals	72,649	79,752	9.8%	62,894	3.3%
Expend. (\$mil.)	\$79.6	NA	NA	\$69.8	6.9%
PPPD Spending	\$303.1	NA	NA	\$325.5	5.3%

Air Seats***

Kahului	2012 Total	% Change*	2013 YTD**	% Change*
Domestic	1,621,404	5.4%	1,396,001	4.6%
International	169,623	12.4%	134,437	1%
Total	1,791,027	6.1%	1,530,438	4.3%

*Year-over-year growth **YTD through Oct. 2013 ***Source: OAG

Transient Accommodation Tax (TAT) to Maui County

Maui	FY2012	FY2013
TAT (\$mil.)	\$21.2	\$21.2

HTA Programs and Funding

HTA Programs	2012		2013	
	No. of Programs	Amount	No. of Programs	Amount
County Product Enrichment	24	\$ 332,000	22	\$ 305,000
Kūkulu Ola: Hawaiian Culture Community*	0	\$ -	0	\$ -
Major Festivals	1	\$ 105,000	3	\$ 165,000
Native Hawaiian Festivals	2	\$ 60,000	2	\$ 60,000
Natural Resources Community-Based*	2	\$ 59,225	4	\$ 90,700
Safety & Security	1	\$ 25,000	1	\$ 46,000
Sporting Events	3	\$ 579,000	3	\$ 565,000
Career Development**	2	\$ 55,000	0	\$ -
Maui Visitors and Convention Bureau***		\$ 2,906,436		\$ 2,882,071
Moloka'i Visitors Association***		\$ 248,782		\$ 244,741
Destination Lana'i***		\$ 144,000		\$ 143,000
Total HTA Program Funding		\$ 4,514,443		\$ 4,501,512

* In 2013, the HTA funded 4 statewide Natural Resources Community-based programs at \$133,058 and 1 statewide Hawaiian Culture Community program at \$28,000.

** In 2013, the HTA funded 2 statewide career development programs at \$72,500 (\$45,000 DOE CTE and \$27,500 LEI).

*** HTA provides funding for the Hawai'i Visitors and Convention Bureau (HVCB), which includes the island chapter bureaus. Total amounts are inclusive of leisure, MCI and international contractor funding for promoting the State and individual islands to the global marketplace.

MAUI COUNTY Contact Information

HTA Maui Liaisons

Caroline Anderson
Tel: (808) 973-2273
caroline@gohta.net

Laci Goshi
Tel: (808) 973-2268
laci@gohta.net

Maui Visitors Bureau

Terryl Vencl
Executive Director
Tel: (808) 244-3530
maui@hvcb.org
gohawaii.com/maui

Maui County

Cheryl Sterling
Program Specialist
Tel: (808) 270-7997
cheryl.sterling@co.maui.hi.us

Visitor Aloha Society of Hawai'i –

Maui County

Janet Kuwahara
Director
Tel: (808) 244-3530
janet@mauivb.com

Cultivating Maui's Local Art Scene

The HTA-supported **Maui Open Studios** annual event has helped to elevate Maui's art community and diversify the island's experiential offerings for residents and visitors. Held every year throughout February, this free event includes an opening celebration and preview exhibition, followed by three weekends of self-guided tours of artist studios and exhibition spaces across the island, offering many opportunities to connect one-on-one with local artists.

The event was created in 2011 by **Carolyn Quan**, a 27-year veteran in the art community, who has worked as an art director, designer, fine artist and publisher in Toronto, New York, San Francisco, O'ahu and Maui. Through her additional experience in the television, music, entertainment and publishing



Carolyn Quan

industries, Carolyn has created a highly anticipated annual event that attracts more than 7,100 visitors and residents to experience Maui's local art scene every year. The more than 100 artists and artisans that participate, gain major exposure as well as receive 100 percent of the proceeds from their sales.

"Tourism helps us all," said Carolyn. "Interest from both artist participants and attendees continue to grow, so we're hoping to continue to further expand this event."

For more information on Maui Open Studios, visit mauiopenstudios.com.

Kaua'i

Kaua'i, the oldest island in the Hawaiian Island chain, is an idyllic peaceful setting with lush scenery and breathtaking views. The island continued to draw visitors throughout 2013, and are on target to exceed one million visitors by the end of the year. The continued growth in arrivals and double-digit increases in expenditures was supported by the return of non-stop service from San Diego to Lihu'e.

In 2013, the HTA worked with Kaua'i County, industry partners and the community to support and promote sustainable events and projects that preserve and promote the island's idyllic natural resources and culture, including 28 County Product Enrichment Programs, five (5) Natural Resources Community-Based Programs, two (2) Kūkulu Ola: Living Hawaiian Culture Program and four (4) Signature Events.

Visitor Statistics

Kaua'i	2012 Total	2013 Target	% Change*	2013 YTD**	% Change*
Arrivals	1,084,681	1,154,177	6.4%	941,307	4.1%
Expend. (\$mil.)	\$1,290.3	NA	NA	\$1,212.1	14.7%
PPPD Spending	\$158.0	NA	NA	\$170.4	9.2%

Air Seats***

Līhu'e	2012 Total	% Change*	2013 YTD**	% Change*
Domestic	572,596	11.9%	488,323	3.6%
International	16,434	119.0%	12,946	1.3%
Total	589,030	13.5%	501,269	3.5%

*Year-over-year growth **YTD through Oct. 2013 ***Source: OAG

Transient Accommodation Tax (TAT) to Kaua'i County

Kaua'i	FY2012	FY2013
TAT (\$mil.)	\$13.5	\$13.5

HTA Programs and Funding

HTA Programs	2012		2013	
	No. of Programs	Amount	No. of Programs	Amount
County Product Enrichment	21	\$ 325,000	28	\$ 325,000
Kūkulu Ola: Hawaiian Culture Community*	1	\$ 40,000	2	\$ 79,000
Major Festivals	1	\$ 63,500	1	\$ 63,500
Native Hawaiian Festivals	2	\$ 22,200	2	\$ 24,000
Natural Resources Community-Based*	2	\$ 64,225	5	\$ 169,372
Safety & Security	1	\$ 56,000	1	\$ 53,000
Sporting Events	0	\$ -	1	\$ 25,000
Career Development**	1	\$ 10,000	0	\$ -
Kaua'i Visitors Bureau***		\$ 2,315,209		\$ 2,285,893
Total HTA Program Funding		\$ 2,896,134		\$ 3,024,765

* In 2013, the HTA funded 4 statewide Natural Resources Community-based programs at \$133,058 and 1 statewide Hawaiian Culture Community program at \$28,000.

** In 2013, the HTA funded 2 statewide career development programs at \$72,500 (\$45,000 DOE CTE and \$27,500 LEI).

*** HTA provides funding for the Hawai'i Visitors and Convention Bureau (HVCB), which includes the island chapter bureaus. Total amounts are inclusive of leisure, MCI and international contractor funding for promoting the State and individual islands to the global marketplace.

Kilauea Lighthouse Celebrates 100 Years

Jane Hoffman has been the executive director of Kilauea Point Natural History Association (KPNHA) for 15 years. She manages the day-to-day operations of one of Kaua'i's most popular visitor destinations and was instrumental in the **Kilauea Lighthouse Centennial Celebration**.

The HTA supported Jane and the KPNHA to celebrate the centennial anniversary of the Lighthouse in May 2013. The event was held over the course of five days and drew 6,400 visitors and residents for a parade, good food and fun. The Lighthouse was also dedicated to the late Hawai'i Senator Daniel K. Inouye during the event.

"Senator Inouye was a huge champion of ours and we were so pleased to dedicate the Lighthouse in his honor on our 100-year celebration," said Jane. "This special event also provided both visitors and residents the opportunity to immerse themselves



Jane Hoffman (right) with Patrick Ching (center), Centennial Art Show Chair, and visitor Ellen Carlson (left)

in Hawai'i's unique food, music and culture."

The annual celebration of Kilauea Lighthouse is traditionally a one-day event held on the first Saturday in May. For more information, visit kilauealighthouse.org/.



Kilauea Lighthouse on Kaua'i

KAUA'I Contact Information

HTA Kaua'i Liaisons

Daniel Nāho'opi'i
Tel: (808) 973-2264
daniel@gohta.net

Jadie Goo
Tel: (808) 973-2252
jadie@gohta.net

Kaua'i Visitors Bureau

Sue Kanoho
Executive Director
Tel: (808) 245-3971
kauai@hvcb.org
gohawaii.com/kauai

Kaua'i County

Office of Economic Development
Nalani Brun
Tourism Specialist
Tel: (808) 241-4952
nbrun@kauai.gov

Visitor Aloha Society of Kaua'i

Daphne Therese
Executive Director
Tel: (808) 482-0111
daphne.therese@yahoo.com

Hawai'i Island

Hawai'i Island offers inspiration and awe through its natural wonders and unique cultural experiences from the volcanic deserts and snow capped mountain tops to the green and black sand beaches. Hawai'i's Big Island showed the strongest growth in visitor spending among all of the Hawaiian Islands in 2013, with visitor arrivals also continuing to increase. While there were fewer air seats servicing Hawai'i Island's two major airports, the HTA continues to work towards opening Kona as a second international point of entry.

The HTA annually partners with the County of Hawai'i, industry partners and community organizations to support programs, events and projects that help to perpetuate and sustain the landscape and heritage that make Hawai'i Island so special. In 2013, the HTA helped to fund 18 County Product Enrichment Programs, five (5) Community-Based Natural Resources Programs, one (1) Kūkulu Ola: Living Hawaiian Culture Programs and seven (7) Signature Events.

Visitor Statistics

Hawai'i Island	2012 Total	2013 Target	% Change*	2013 YTD**	% Change*
Arrivals	1,433,282	1,548,638	8%	1,222,831	3.2%
Expend. (\$mil.)	\$1,660.8	NA	NA	\$1,587.7	16.7%
PPPD Spending	\$158.9	NA	NA	\$179.9	12.8%

Air Seats***

Kona	2012 Total	% Change*	2013 YTD**	% Change*
Domestic	612,347	6.5%	489,121	-2.7%
International	21,439	79.0%	19,029	19.3%
Total	633,786	8.0%	508,150	-2.1%

Hilo	2012 Total	% Change*	2013 YTD**	% Change*
Domestic	59,163	59.7%	40,777	-18.6%
International	0	-	0	-
Total	59,163	59.7%	40,777	-18.6%

*Year-over-year growth **YTD through Oct. 2013 ***Source: OAG

Transient Accommodation Tax (TAT) to County of Hawai'i

Hawai'i Island	FY2012	FY2013
TAT (\$mil.)	\$17.3	\$17.3

HTA Programs and Funding

HTA Programs	2012		2013	
	No. of Programs	Amount	No. of Programs	Amount
County Product Enrichment*	22	\$ 357,083	18	\$ 329,200
Kūkulu Ola: Hawaiian Culture Community**	1	\$ 45,000	1	\$ 25,000
Major Festivals	1	\$ 63,500	1	\$ 63,500
Native Hawaiian Festivals	3	\$ 107,500	3	\$ 109,000
Natural Resources Community-Based**	2	\$ 60,527	5	\$ 185,258
Safety & Security	1	\$ 123,500	1	\$ 117,500
Sporting Events	2	\$ 400,000	3	\$ 390,000
Career Development***	1	\$ 10,000	0	\$ -
Big Island Visitors Bureau****		\$ 2,265,968		\$ 2,236,356
Total HTA Program Funding		\$ 3,433,078		\$ 3,455,814

* The County Product Enrichment Program (CPEP) FY 12 budget is \$335,583. In addition, \$21,500 was rolled over from 2011 & 2010 CPEP budgets.

** In 2013, the HTA funded 4 statewide Natural Resources Community-based programs at \$133,058 and 1 statewide Hawaiian Culture Community program at \$28,000.

*** In 2013, the HTA funded 2 statewide career development programs at \$72,500 (\$45,000 DOE CTE and \$27,500 LEI).

**** HTA provides funding for the Hawai'i Visitors and Convention Bureau (HVCB), which includes the island chapter bureaus. Total amounts are inclusive of leisure, MCI and international contractor funding for promoting the State and individual islands to the global marketplace.

Celebrating One of Hawai'i's Most Popular Exports

The 5th Annual Ka'ū Coffee

Festival welcomed kama'āina and visitors from around the world to celebrate one of Hawai'i's most popular exports: coffee. Attendees enjoyed farm and mill tours, recipe contests, elegant food tastings and a Miss Ka'ū Coffee pageant.

Chris Manfredi has been organizing this festival since its inaugural event five years ago. He is in charge of everything from planning and budgeting to promotion, marketing and fundraising. Chris has helped to grow the festival from a weekend event to a week-long celebration, providing more opportunities for local businesses to participate and more visitors, including a Japanese tour group, to experience this



Chris Manfredi

unique festival.

“Our Ka'ū Coffee Festival has grown over the past few years to incorporate one-of-a-kind events including a mountain hike, stargazing, farmers' table locavore events and other sustainability excursions to educate our attendees,” said Chris. “We aspire to create an environment in which everyone can experience the people, place and coffee first-hand.”

The HTA is proud to support Chris and the entire team at the Ka'ū Coffee Festival through the County Product Enrichment Program (CPEP). Visitor experiences such as these, give Hawai'i the opportunity to share the story behind the various products, and the people who work hard to share Hawai'i's unique culture with the rest of the world.

For more information on the event, visit kaucoffeefestival.com.



Festival events include demonstrations from local vendors



Attendees can enjoy samples of the different varieties of Ka'ū coffee

HAWAI'I ISLAND Contact Information

HTA Hawai'i Island Liaisons

Keli'ihoalani Wilson
Tel: (808) 973-2281
keli@gohta.net

Michael Story
Tel: (808) 973-2274
story@gohta.net

Big Island Visitors Bureau

Ross Birch
Executive Director
Tel: (808) 961-5797
bigisland@hvcb.org
gohawaii.com/big-island

Hawai'i County Office of Economic Development

Stephanie Donoho
Tourism Specialist
Tel: (808) 961-8505
sdonoho@hawaiiico.hi.us

Visitor Aloha Society of Hawai'i Island

Hilde Shetler
Executive Director
Tel: (808) 756-0785 – Kona
Tel: (808) 756-1472 – Hilo
admin@vashbigisland.org
vashbigisland.org

2013 Kūkulu Ola: Living Hawaiian Culture Program

Aloha ‘Āina: Waikalua Loko
 Ho‘oulu ka ‘Ulu – Breadfruit Festival Takes Root
 Hula Enrichment Programming at ‘Imiloa Integrating Hawaiian Cultural Practices within Mākeke Kapolei
 Interpreting Hawaiian Life in the Canoe Garden
 Ka ‘Ai Puni: A Multi-sensory Hawaiian Cultural Experience
 Kalaupapa Traveling Exhibit
 Mamo: Maoli Arts Month 2013
 Moku‘ula Public Archaeology Project
 O‘ahu Ahupua‘a Boundary Marker Project, Phase 2
 Preserving the Past, Sharing the Future
 The Alana Program
 Traditions of the Pacific, 2013

Native Hawaiian Festivals Program

Aloha Festivals (Statewide)
 King Kamehameha Celebration (Statewide)
 Merrie Monarch Hula Festival
 Prince Kūhiō Celebration
 Prince Lot Hula Festival

Other Hawaiian Culture Projects

Night at the Museums
 ‘Iolani Palace, Bishop Museum and Honolulu Museum of Arts
 Polynesian Voyaging Society

Natural Resources Community-Based Program

O‘AHU

Aloha Kahana
 Early detection and rapid response to invasive pests on O‘ahu
 Honolulu Zoo Children’s Discovery Forest Phase II
 Ho‘oulu ‘Āina: Koa ‘Āina
 Kupa ‘Āina o Makiki Project
 Mālama nā Honu Education and Conservation Project #5
 The Kailua Bay Learning Center
 Waimea Valley Native Forest Restoration Project

MAUI

East Maui Watershed Partnership
 Ho‘okuleana: Ho‘okipa Honu
 Kama‘ole I & II Dune Walkovers
 Pāhana Ho‘ola – Seeds of Hope 2013

KAUA‘I

Eco-Tourism: Protecting the Jewels – Kōke‘e & Alaka‘i Access
 Ecotourism Innovations at Makauwahi Cave Reserve
 Kaua‘i Marine Debris Removal and Awareness Project
 Kōkua Kōke‘e 2013: Partnering to Protect our Parks
 Kōloa Heritage Trail 2013

HAWAII ISLAND

Interpretive Signs at Pali o Kulani Scenic Point
 Kīholo Bay Interpretive Center Enhancements
 Mitigating the Impacts of Stinging Ants at Hilo Beach parks
 ‘Ōuli Park Management Planning and Development
 Volcano Rainforest Restoration & Education

MOLOKA‘I

No Kākou Ke Kuleana (Moloka‘i Fishponds)

STATEWIDE

Conservation Connections
 Ho‘ola: Revitalizing our Native Gardens
 Moving the HEA Certification Program Forward
 OceanAware Hawai‘i

Hawaiian Cultural Program Advisory Council

Nā‘ālehu Anthony
Palikū Documentary Films
 Peter Apo
Office of Hawaiian Affairs
 Kainoa Daines
O‘ahu Visitors Bureau
 Robbie Kaholokula
Hawaiian Cultural Consultant
 Leona Mapuana Kalima
Office of Hawaiian Affairs
 Cheryl L. Ka‘uhane-Lupenui
Board of Education
 Debbie Nakanelua-Richards
Hawaiian Airlines

Natural Resources Advisory Group

Curt Cottrell
Division of State Parks, DLNR
 Mark Fox
The Nature Conservancy of Hawai‘i
 Robert Harris
The Sierra Club, Hawai‘i Chapter
 Annette Ka‘ohelauli‘i
Hawai‘i Ecotourism Association
 Vincent Shigekuni
PBR Hawai‘i
 T. ‘Aulani Wilhelm
Papahānaumokuākea Marine National Monument

Brand Experiences

HTA SIGNATURE EVENTS

Hawai‘i Food and Wine Festival, *O‘ahu*
 Hawai‘i International Film Festival, *O‘ahu*
 Honolulu Festival, *O‘ahu*
 Kōloa Plantation Days, *Kaua‘i*
 Kona Coffee Cultural Festival, *Hawai‘i Island*
 Maui Film Festival at Wailea, *Maui*
 Pan Pacific Festival, *O‘ahu*

HTA SIGNATURE SPORTING EVENTS

Diamond Head Classic
 EA Sports Maui Invitational
 Hyundai Tournament of Champions
 Ironman World Championship
 Kaua‘i Marathon
 LPGA Lotte Championship
 Mitsubishi Electric Championship at Hualālai
 NFL Pro Bowl
 ‘Ohana Cup
 Pacific Links Hawai‘i Championship
 Queen Lili‘uokalani Canoe Race
 Sheraton Hawai‘i Bowl
 Sony Open in Hawai‘i
 Vans Triple Crown of Surfing
 XTERRA World Championship
 XTERRA Trail Run World Championship

HTA PROGRAM LISTINGS

County Product Enrichment Program

CITY & COUNTY OF HONOLULU

11th Annual Hapa Haole Hula and Music Festival
11th Annual Waikiki Spam Jam
2013 Hawai'i Dragon Boat Festival Competition
2013 Hawai'i Night in Chinatown Festival and Parade
21st Annual Filipino Fiesta and Parade
31st Annual Hawaiian Slack Key Guitar Festival
31st Okinawan Festival
32nd Annual Hawaiian Scottish Festival & Highland Games
4th Annual Rice Fest
43rd Annual 'Ukulele Festival
6th Annual Gabby Pahinui Waimānalo Kanikapila
64th Narcissus Festival
Arts District Merchants Association's Major Festival Program
Chinese New Year Festival
Discover Kaka'ako
Duke's Ocean Fest
First Friday Honolulu
Georgia O'Keeffe and Ansel Adams: The Hawai'i Pictures
Hawai'i Book and Music Festival
Hawai'i Fishing and Seafood Festival
Hawai'i State Farm Fair
Honolulu Rainbow Film Festival
Korean Festival Hawai'i
Lei Day Celebration
Multicultural Matsuri
Sharing the Plantation Experience
We are Samoa
Windward Ho'olaule'a

COUNTY OF HAWAII

11th Annual 'Ukulele and Slack Key Guitar Festival and Institute
24th Big Island Hawaiian Music Festival
54th Annual Hawaiian International Billfish Tournament
Aquaculture Farm Tasting Tours at NELHA

Big Island Film Festival
Greenwell Garden Hawaiian Plant Walks
Hawai'i Island International Volleyball Classic
Hawai'i Yoga Festival
Hilo Grown Ag-Tour
Ho'opūlama
Hula Arts at Kilauea in Hawai'i Volcanoes National Park
Jingle Bell Beach Run
Ka'ū Coffee Festival
Mealani A Taste of the Hawaiian Range & Agricultural Festival
Pana'ewa Stampede Rodeo
Palace Theater's 12th Season of Events
Puna Music Festival
Project Art Festival

COUNTY OF MAUI

13th Maui Matsuri
14th Maui Chinese New Year Festival
22nd Hawaiian Slack Key Guitar Festival
3rd Maui Open Studios 2013
43rd Maui Marathon
5th Maui Hawaiian Steel Guitar Festival
Art Exhibitions at Kaluanui 2013
Hawaiian Music Series
Kā'anapali Fresh
Kū Mai Ka Hula 2013
Lahaina Plantation Days
Maui Classical Music Festival 2013
Maui Plein Air Painting Invitational
Maui Pops Orchestra 2013
Maui 'Ukulele Festival 2013
North South East West Festival 2013
Pailolo Challenge – Maui to Moloka'i Canoe Race
Theater on the Isle
Three Chinese Festivals
Visual Arts Exhibition Program 2013
Wailuku First Friday
World Whale Day 2013

COUNTY OF KAUAI

13th Annual Pilgrimage of Passion
14th Annual Kōloa Plantation Days Rodeo
2013 Hawaiian Cultural Events & Kaua'i Mokihana Festival

2013 Kaua'i Orchid & Art Festival
2013 Kaua'i Powwow-Rejuvenate Your Spirit: Embracing our Culture and Tradition
2013 Waimea Town Celebration
21st Annual Hawaiian Slack Key Guitar Festival "Kaua'i Style"
25th Annual Eō E Emalani I Alaka'i Festival
6th Annual Red Clay Jazz Festival
8th Annual Inspiration Kaua'i Wellness Expo
Concert in the Sky
E Kanikapila Kākou 2013
Festival of Lights
Heiva I Kaua'i 2013
Kaua'i Community Market
Kaua'i Culinary Tours
Kaua'i Polynesian Festival 2013
Kaua'i Rice Festival
Kilauea Lighthouse Centennial Celebration
May Day by the Bay
Monthly Public Events at Makauwahi Cave Reserve
Nā Lima Hana Festival
Prince Kūhiō Celebration of the Arts
The 24th Annual Banana Poka RoundUp
The Coconut Festival presented by the Kapaa Business Association
The Kaua'i Music Festival Songwriter Conference
The Keepers of the Culture
WWI Exhibit Project hosted at Mahamoku Museum

Communications and Outreach

The following is a complete listing of HTA news releases and media statements from Jan. 1 – Oct. 31, 2013.

HTA NEWS RELEASES

- 13-1 HTA Announces First NFL Regional Combine Prior to 2013 Pro Bowl
- 13-2 The NFL and HTA to Honor the Inaugural “Hawai‘i NFL Greats”
- 13-3 Annual 2012 Total Visitor Spending Reached at Record \$14.3 Billion While Total Arrivals was the Highest Ever
- 13-4 Visitor Industry Veteran Selected as HTA’s New Vice President of Meetings, Conventions & Incentives
- 13-5 HTA Announces Selection of Community and Cultural Programs and Events
- 13-6 HTA Projects 6.8% Growth in Air Seats to Hawai‘i in 2013 Three of Hawai‘i’s Major Airports Honored Nationally
- 13-7 HTA Announces Selection of Partner to Manage its Product Enrichment Program
- 13-8 Total Visitor Expenditures for January 2013 Increased to \$1.43 Billion Total Visitor Arrivals Rose 5.9 Percent from January 2012
- 13-9 HTA to Issue RFI for Convention Center Management and Marketing
- 13-10 Total Visitor Expenditures for February 2013 Increased 9.9 Percent While Arrivals Grew 7.8 Percent
- 13-11 HTA Releases Request for Proposal for Management of the Hawai‘i Convention Center
- 13-12 HTA Awards Funding to 40 Community-Based Programs under its Natural Resources and Kūkulu Ola: Living Hawaiian Culture Programs for 2013
- 13-13 HTA to Issue Two RFIs for Destination Marketing Management Services for China and Taiwan
- 13-14 Total Visitor Expenditures in March 2013 Rose 7.8 Percent and Arrivals Increased 7.6 Percent
- 13-15 HTA Releases RFP’s for Tourism Destination Marketing Management Services in China and Taiwan
- 13-16 HTA’s 2013 Hawai‘i Tourism Conference to be Held on Aug. 22-23
- 13-17 Total Visitor Expenditures in April 2013 Increased 1.8 Percent Year-to-Date Expenditures Grew 6.3 Percent
- 13-18 Total Visitor Expenditures Level Off in May 2013 Total Arrivals Continue to Increase
- 13-19 HTA Selects AEG Facilities to Manage Hawai‘i Convention Center
- 13-20 Safety Brochure Now Available on HTA Travel Smart Hawai‘i Website
- 13-21 New Speakers Confirmed for HTA’s 2013 Tourism Conference
- 13-22 Laci Goshi Joins HTA as New Tourism Brand Manager
- 13-23 Total Visitor Spending Rose 7 Percent While Arrivals Increased 5.5 Percent in June 2013
- 13-24 HTA Releases RFPs for Product Enrichment Programs
- 13-25 HTA Selects Travel Link Marketing and JWI Marketing to Represent Hawai‘i in China and Taiwan
- 13-26 HTA Honors 2013 Legacy Awards at Hawai‘i Tourism Conference

- 13-27 Total Visitor Expenditures in July 2013 (\$1.3 Billion) was Similar to a Year Ago While Arrivals Rose 4.6 Percent
- 13-28 Total Visitor Expenditures in August 2013 (\$1.2 Billion) was Comparable to August 2012 While Arrivals Grew 2.5 Percent
- 13-29 HTA Releases Request for Proposal for Management of the Hawai‘i Business Ambassadors
- 13-30 International Airline Symposium Returns to Hawai‘i for Second Time
- 13-31 HTA Releases Requests for Qualifications to Provide Public Relations, Communications, and Outreach Services
- 13-32 Total Visitor Expenditures in September 2013 was Down 4.8 Percent While Arrivals Lowered by 1 Percent

HTA MEDIA STATEMENTS

- Jan. 24, 2013 Annual 2012 Total Visitor Spending Reached a Record \$14.3 Billion While Total Arrivals was the Highest Ever
- Jan. 24, 2013 December Visitor Statistics Statements by County
- Feb. 8, 2013 Regarding Proposed Increase on the Transient Accommodation Tax
- Feb. 28, 2013 Total Visitor Expenditures for January 2013 Increased to \$1.43 Billion
- Feb. 28, 2013 January Visitor Statistics Statements by County
- Mar. 11, 2013 Regarding the Second Anniversary of the March 11, 2011 Japan Natural Disasters
- Mar. 20, 2013 Regarding the Return of the NFL Pro Bowl Hawai‘i
- Mar. 28, 2013 Growth in Visitor Spending Maintains Positive Momentum
- Mar. 28, 2013 February Visitor Statistics Statements by County
- Apr. 25, 2013 Tourism Contributes \$279 Million More during First Quarter 2013
- Apr. 25, 2013 March Visitor Statistics Statements by County
- Apr. 30, 2013 Regarding Transient Accommodations Tax
- May 30, 2013 Moderate Growth in Spending and Arrivals for 2013
- May 30, 2013 April Visitor Statistics Statements by County
- Jun. 28, 2013 Year-to-Date Visitor Spending and Arrivals Pacing Ahead of 2013
- Jun. 28, 2013 May Visitor Statistics Statements by County
- July 1, 2013 Regarding the Hawai‘i Convention Center RFP
- July 25, 2013 Momentum for Tourism Continues in First Half of 2013
- July 28, 2013 Hawai‘i Under Tropical Storm Warning
- July 29, 2013 Kaua‘i Now Included in Tropical Warning
- July 30, 2013 Tropical Storm Flossie Update
- Aug. 29, 2013 Year-to-Date Visitor Expenditures and Arrivals Ahead of 2012
- Aug. 29, 2013 July Visitor Statistics Statements by County
- Sept. 26, 2013 2013 Tourism Growth Continues to Surpass 2012 but at Subdued Pace
- Sept. 26, 2013 August Visitor Statistics Statements by County
- Oct. 1, 2013 Regarding Federal Government Shutdown
- Oct. 31, 2013 Year-to-Date Arrivals and Expenditures Continue to Outpace 2013
- Oct. 31, 2013 September Visitor Statistics Statements by County

Hawai'i Tourism Authority

Fiscal Year 2013 Actuals (\$000)

REVENUES

TAT Deposits – Tourism Special Fund	\$ 71,000
Investment Pool Interest/Miscellaneous Receipts	251

TOTAL REVENUES	<u>\$ 71,251</u>
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APPROPRIATIONS

FY 2013	\$ 87,070
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TOTAL APPROPRIATIONS	<u>\$ 87,070</u>
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HTA EXPENDITURES

Communications, Community/Government Relations and Outreach	\$ 575
Destination Brand Management	49,935
Brand Experience Development	12,255
Tourism Research	1,453
Hawaiian Culture Programs	450*
Natural Resources – Parks & Trails	1,000
Safety & Security	439
Career Development	70
Strategic Oversight & Governance	147
HTA Administrative Services	2,828

TOTAL HTA EXPENDITURES	<u>\$ 69,152</u>
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* Additionally, Hawaiian culture is woven throughout all areas of HTA activity.

Hawai'i Convention Center

Fiscal Year 2013 Actuals (\$000)

REVENUES

TAT Deposits – Convention Center Enterprise Special Fund	\$ 33,000
Convention Center Operations	9,264
Subsidy from Tourism Special Fund for Convention Center Sales and Marketing	1,406
Investment Pool Interest/Miscellaneous Receipts	602

TOTAL REVENUES	<u>\$ 44,272</u>
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APPROPRIATIONS

FY 2013	\$ 54,003
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TOTAL APPROPRIATIONS	<u>\$ 54,003</u>
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EXPENDITURES

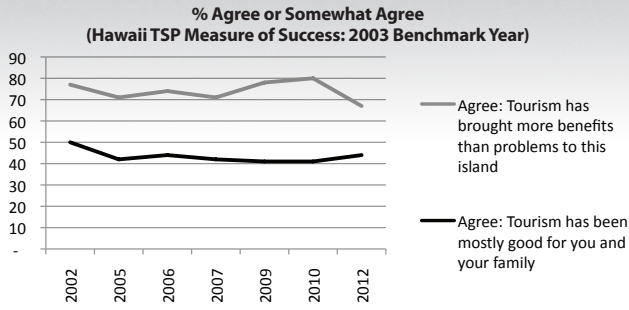
Convention Center Operations	\$ 12,522
Convention Center Sales and Marketing	3,024
HTA Administrative Allocations (Includes Convention Center Insurance)	767

Total Expenditures Prior to Payments on Obligation to State Department of Budget & Finance	\$ 16,313
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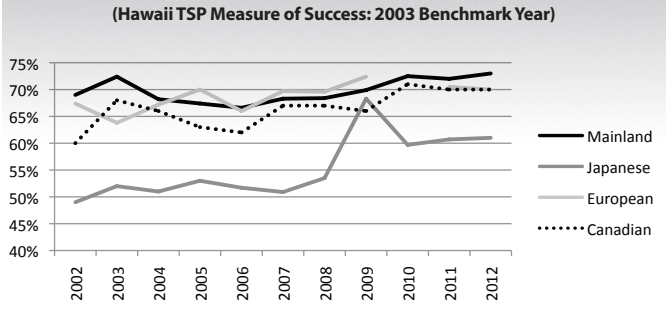
Payments on Obligation to State Department of Budget & Finance	\$ 26,428
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TOTAL EXPENDITURES	<u>\$ 42,741</u>
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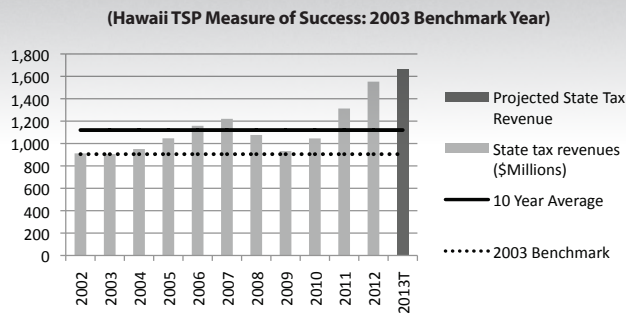
Resident Sentiment



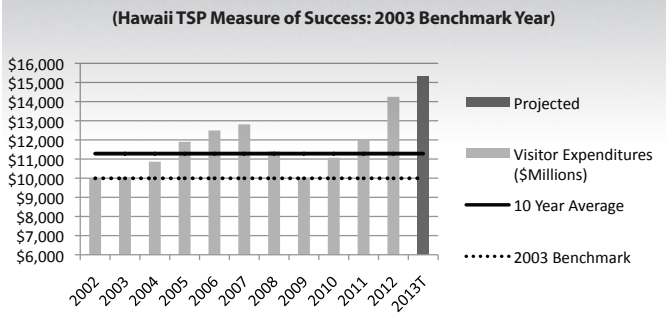
Visitor Satisfaction Survey Results



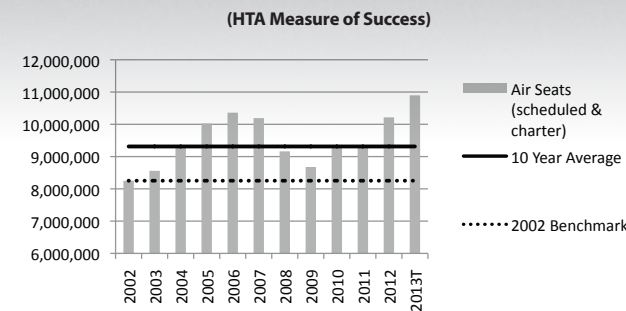
State Tax Revenues (\$Million)



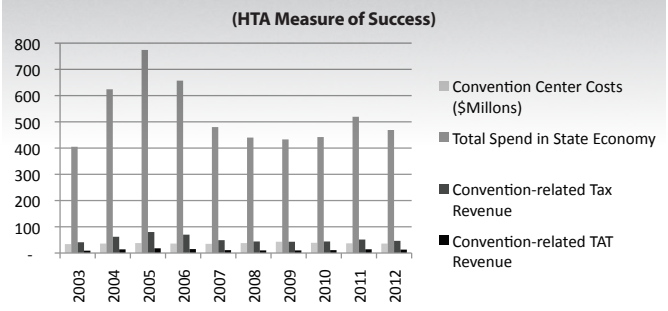
Visitor Expenditures (\$Million)



Air Seats (scheduled & charter)

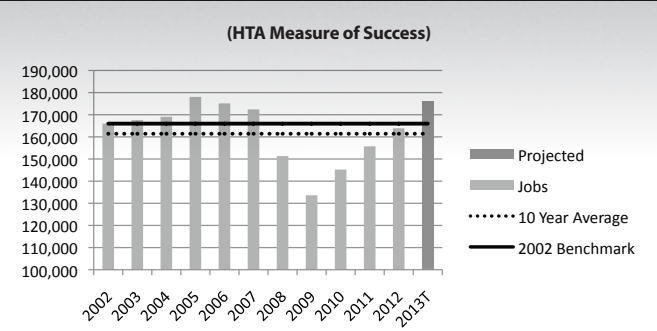


Convention Center Economic Impact (\$Million)

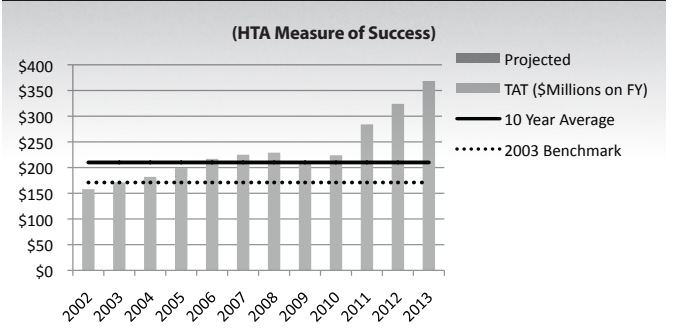


HTA MEASURES OF SUCCESS

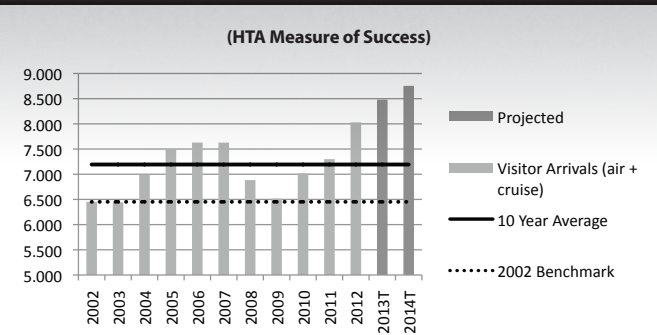
Jobs Generated from Tourist Sector



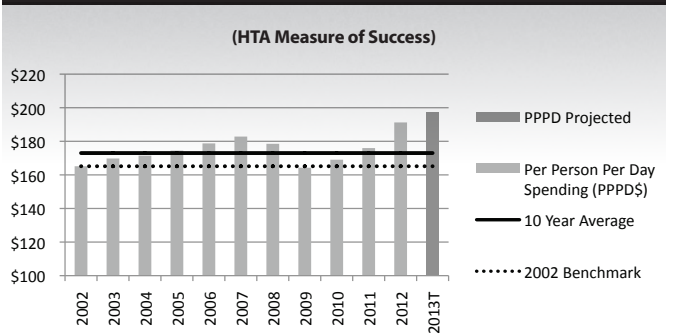
Transient Accommodation Tax by FY (\$Millions)



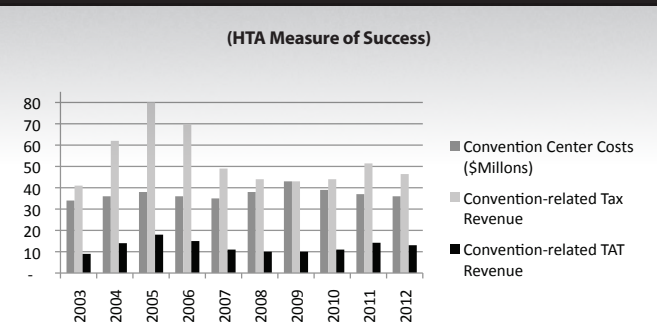
Visitor Arrivals (\$Millions)



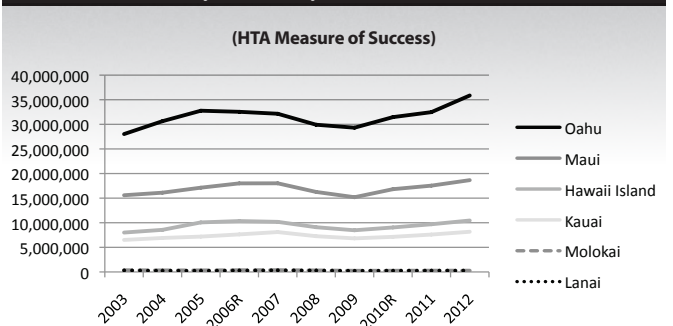
Per Person Per Day (PPPD) Spending



Convention Center Costs and Tax Revenue (\$Millions)



Island Distribution by Visitor Days




“The world will turn to Hawai‘i as they search for world peace because Hawai‘i has the key... and that key is aloha!”

– Auntie Pilahi Pākī



HAWAII TOURISM AUTHORITY

Hawai‘i Convention Center
1801 Kalākaua Avenue
Honolulu, Hawai‘i 96815
kelepona tel (808) 973-2255
kahua pa‘a web hawaiiauthority.org

 Follow us on Twitter at @HawaiiHTA

 Like us on Facebook
www.facebook.com/HawaiiHTA

Hawai‘i Revised Statutes

[§5-7.5] **“Aloha Spirit”**. (a) “Aloha Spirit” is the coordination of mind and heart within each person. It brings each person to the self. Each person must think and emote good feelings to others. In the contemplation and presence of the life force, “Aloha”, the following unuhi laula loa may be used:

“Akahai”, meaning kindness to be expressed with tenderness;

“Lōkahi”, meaning unity, to be expressed with harmony;

“‘Olu‘olu”, meaning agreeable, to be expressed with pleasantness;

“Ha‘aha‘a”, meaning humility, to be expressed with modesty;

“Ahonui”, meaning patience, to be expressed with perseverance.

These are traits of character that express the charm, warmth and sincerity of Hawai‘i’s people. It was the working philosophy of

native Hawaiians and was presented as a gift to the people of Hawai‘i. “Aloha” is more than a word of greeting of farewell or a salutation. “Aloha” means mutual regard and affection and extends warmth in caring with no obligation in return. “Aloha” is the essence of relationships in which each person is important to every other person for collective existence. “Aloha” means to hear what is not said, to see what cannot be seen and to know the unknowable.

(b) In exercising their power on behalf of the people and in fulfillment of their responsibilities, obligations and service to the people, the legislature, governor, lieutenant governor, executive officers of each department, the chief justice, associate justices, and judges of the appellate, circuit, and district courts may contemplate and reside with the life force and give consideration of the “Aloha Spirit”. [L 1986, c 202, §1]

