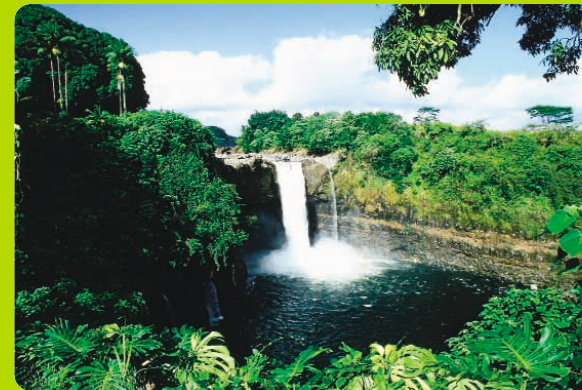


# Hawai'i Tourism Authority

2007 Annual Report

to the Hawai'i State Legislature

October 31, 2007





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# Letter from the Hawai'i Tourism Authority

Aloha,

On behalf of the Hawai'i Tourism Authority (HTA), the state agency for tourism, we are pleased to present you with the HTA's Annual Report for calendar year 2007. This report covers the agency's activities, challenges and accomplishments from January through October 2007. Listed below are some of the year's highlights included in the report:

- In an effort to enhance its Hawaiian Culture Community Program, the HTA partnered with the Council for Native Hawaiian Advancement (CNHA) to develop the *Kūkula Ola – Living Hawaiian Culture Program*. This program provides funding support to organizations for projects that strengthen, support and perpetuate the Hawaiian culture and community. The CNHA has a broad reach within the Hawaiian community, along with resources and tools to provide the kind of support needed to help these organizations thrive and succeed. The partnership with CNHA will help the state move forward on the overall goal of honoring and perpetuating the Hawaiian culture and community;
- More than 750 people attended the fourth annual Hawai'i Tourism Conference, the highest attendance in the event's history. Attendees heard from industry experts on current trends, as well as market developments and issues occurring in the global and local visitor industry. To reach a broader audience within the industry and the community, the Keep it Hawai'i Recognition Awards Program was held for the first time as part of the Hawai'i Tourism Conference;
- The HTA produced and published two guides in 2007. The *Style and Resource Guide* was developed for individuals and organizations that may regularly feature Hawai'i and may not be familiar with the Hawaiian language, culture and protocol. The intent is for the guide to serve as a reference tool to clarify facts about the islands that

have sometimes been miscommunicated. The second publication is the *Hawai'i Sports Facility Guide*, a comprehensive guide of sports facilities and venues across the state. The guide is used by HTA's Sporting Events Program to help strengthen Hawai'i's image as a world-class venue for national and international sporting events; and

- This year's legislative session saw the passage of key legislation including the establishment of a \$5 million Emergency Tourism Trust Fund to be used by the HTA Board of Directors to implement measures in case of a natural or economic emergency. The Hawai'i State Legislature also provided funding to the HTA and the State Department of Transportation to conduct a Hawai'i Cruise Industry Study that will assess the cumulative impacts and benefits the cruise industry has on each island and the state.

In closing, the visitor industry provides well over \$1 billion dollars in tax revenue for the State of Hawai'i. The benefits are far reaching and help support public programs such as health, education, and safety, as well as HTA programs in Hawaiian culture, natural resources, and community-based projects throughout the state. We would like to thank all of those who have supported, assisted and worked with us throughout the year. At the HTA, we look forward to our continued partnership with the industry, government and the community as we strive to make Hawai'i a special place to live, work and visit.

Mahalo,



Douglas K. Chang  
Chair



Rex D. Johnson  
President & Chief Executive Officer

# Overview of the Hawai'i Tourism Authority

## Background

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 transient accommodations tax (TAT) collections that is assessed on hotels, vacation rentals and other accommodations, that is used by the HTA to market, develop and support Hawai'i's visitor industry.

Among its responsibilities as the state's tourism agency, the HTA is charged with the following:

- Setting tourism policy and direction from a statewide perspective;
- Developing and implementing the state's tourism marketing plan and efforts;
- Administering programs and activities to sustain a healthy visitor industry for the state;
- Developing and monitoring implementation of the State Tourism Strategic Plan; and
- Coordinating tourism-related research, planning, promotional, and outreach activities with the public and private sectors.

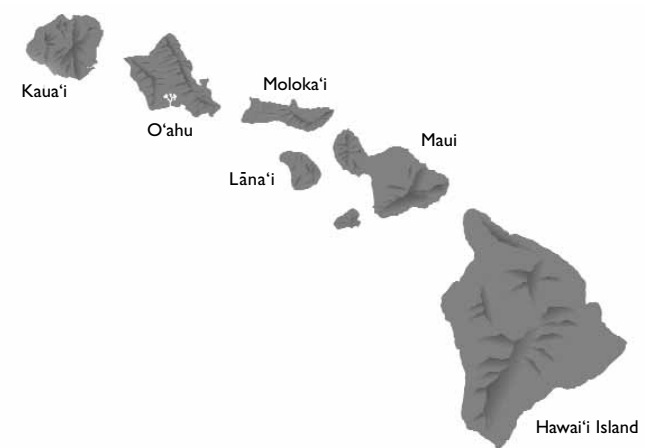
## Mission

*To strategically manage Hawai'i tourism in a sustainable manner consistent with our economic goals, cultural values, preservation of natural resources, community desires, and visitor industry needs.*

## Organization

The HTA is headed by a policy-making board of directors, which consists of 12 public, voting members, and four ex officio nonvoting members. The public voting members consist of members representing each of Hawai'i's four counties who maintain expertise in the area of visitor industry management, marketing, promotion, transportation, retail, entertainment, or visitor attractions. One of the board members also maintains expertise in the area of Hawaiian cultural practices. The nonvoting board members include a representative of the Department of Business, Economic Development & Tourism; the Department of Transportation; the Board of Land and Natural Resources; and the State Foundation on Culture and the Arts. The HTA Board reports to the legislature through its president and chief executive officer.

The primary purpose of the Board is to set broad policies and directions for the HTA's activities consistent with the *Hawai'i Tourism Strategic Plan: 2005-2015* (State TSP). This 10-year plan identifies nine initiatives for the industry that make up the framework under which the HTA develops and implements its tactical programs and activities throughout the year.



## Board Committees

### Administrative Standing Committee

Makes policy recommendations related to the evaluation of the executive director and the administration of the HTA.

*Committee members: Douglas Chang (chair), Kelvin Bloom (vice chair) and Leon Yoshida.*

### Budget & Audit Standing Committee

Develops policies to ensure the financial integrity of the HTA through the proper allocation and expenditure of funds in a manner consistent with the Board's policies and objectives, and ensures that funds are properly expended under a budget previously approved by the Board.

*Committee members: Vernon Char (chair), Stephen Yamashiro (vice chair), Kelvin Bloom, Kyoko Kimura, Mike Kobayashi, and Marsha Wienert.*

### Marketing Standing Committee

Makes policy recommendations on initiatives that relate to promoting the visitor industry.

*Committee members: Kyoko Kimura (chair), John Toner (vice chair), Patricia Ewing, Michael Kobayashi, Marsha Wienert, Ronald Yamakawa, and Leon Yoshida.*

### Strategic Planning Standing Committee

Makes policy recommendations relating to Research and Planning.

*Committee members: Gail Haraguchi (chair), Patricia Ewing (vice chair), Vernon Char, Barry Fukunaga, Kawaikapuokalani Hewett, Laura Thielen, and Cha Thompson.*

## Board of Directors

(as of October 31, 2007)

<u>Members</u>	<u>Representation</u>	<u>Members</u>	<u>Representation</u>
Douglas Kahikina Chang, <i>Chair</i> General Manager Hotel Hana Maui	At-large	Laura Thielen Chair State of Hawai'i, Board of Land and Natural Resources	Ex-officio
Kelvin Bloom, <i>Vice Chair</i> President ResortQuest Hawaii, LLC	At-Large	Charlene "Cha" Thompson Owner, Executive Vice President Tihati Productions	City & County of Honolulu
Vernon Char Attorney at Law Char Sakamoto Ishii Lum & Chin	At-Large	John J. Toner Executive Vice President Ko Olina Resort	At-Large
Patricia Ewing Owner Kong Lung Company	County of Kaua'i	Marsha Wienert Tourism Liaison State of Hawai'i, Governor's Office	Ex-officio
Barry Fukunaga Director State of Hawai'i, Department of Transportation	Ex-officio	Leon Yoshida President Sawayaka Hawaii, Inc.	At-Large
Gail Y. Haraguchi Deputy Director City & County of Honolulu, Dept. of Enterprise Services	At-Large	Ronald Yamakawa Executive Director State of Hawai'i, State Foundation on Culture & the Arts	Ex-officio
Kawaikapuokalani K. Hewett	Hawaiian Culture	Stephen Yamashiro Consultant	County of Hawai'i
Kyoko Kimura President & General Manager Diamond Resort Hawaii	County of Maui		
Michael Kobayashi President Kobayashi Travel Services, Ltd.	At-Large		

## Operations

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, HRS. This includes carrying out board policies, administering HTA programs and overseeing the agency's day-to-day operations. To accomplish these tasks, an in-house staff supports the president and chief executive officer. In addition, the HTA staff works with various professionals in their respective fields to accomplish the necessary work in various areas as outlined below:

### Tourism Marketing in the Leisure and Business Segments

- Hawai'i Visitors and Convention Bureau (HVCB) for the North America Major Market Area and Corporate Meetings and Incentives (CMI) Market
- Hawai'i Tourism Japan for the Japan Major Market Area
- Hawai'i Tourism Asia for the Other Asia Major Market Area
- Hawai'i Tourism Europe for the Europe Major Market Area
- Hawai'i Tourism Oceania for Australia and New Zealand

### Management and Marketing of the Hawai'i Convention Center

- SMG Hawai'i

### Research Efforts and Accountability Studies

- TNS
- Research and Economic Analysis Division, State Department of Business, Economic Development & Tourism
- SMS Research & Marketing Services, Ltd.
- John Knox & Associates
- OmniTrak Group, Inc.
- Market Trends

### Product Development, Natural Resources, Hawaiian Culture, Workforce Development

- County of Hawai'i, Department of Research and Development
- County of Kaua'i, Office of Economic Development
- County of Maui, Office of Economic Development
- City & County of Honolulu, Office of Economic Development
- Native Hawaiian Hospitality Association
- Council for Native Hawaiian Advancement
- University of Hawai'i, School of Travel and Industry Management
- Other community groups statewide

### Legislative and Government Affairs

- Okudara & Associates

### Communications Services

- Stryker Weiner & Yokota Public Relations, Inc.
- Digital Mediums

### Financial Services

- Bank of Hawaii

## Staff

<b>Rex D. Johnson</b>	President & Chief Executive Officer
<b>Momi Akimseu</b>	Strategic Planner
<b>Caroline Anderson</b>	Marketing Manager
<b>Muriel A. Anderson</b>	Vice President of Tourism Product Development
<b>Lynn D. Bautista</b>	Contracts Specialist
<b>Maile Carvalho</b>	Accounting Assistant
<b>Sharon M.L. Freitas</b>	Director of Communications
<b>Jadie Goo</b>	Administrative Assistant
<b>Irene Iha</b>	Administrative Assistant
<b>Lois Kajiwaru</b>	Administrative Assistant
<b>Robbie Ann A. Kane</b>	Tourism Product Development Manager
<b>Lorraine Koike</b>	Tourism Product Development Specialist
<b>Stella V. Montero</b>	Budget/Fiscal Officer
<b>Andrea Oka</b>	Administrative Assistant
<b>Melissa Ortega</b>	Clerical Assistant
<b>Winfred Pong</b>	Projects Manager
<b>Roann Rakta</b>	Executive Secretary
<b>Michele Shiwaki</b>	Administrative Assistant
<b>Michael Story</b>	Sports Manager
<b>Vengie S. Talaro</b>	Administrative Assistant
<b>David Uchiyama</b>	Vice President of Tourism Marketing
<b>Lloyd I. Unebasami</b>	Chief Administrative Officer
<b>Keli'ihoalani N. K. Wilson</b>	Hawaiian Cultural Coordinator

## Hawai'i Tourism Strategic Plan (State TSP) and HTA's Efforts in Each of the Nine Initiatives

In 2004, the HTA, with assistance and input from the industry and the community, developed the *Hawai'i Tourism Strategic Plan: 2005-2015* (State 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 industry 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 roadmap for achieving that vision, including the following components:

- Guiding principles and Native Hawaiian values;
- Performance indicators to help measure the collective success in achieving the vision for Hawai'i's visitor industry;

- Nine strategic initiatives that were identified as the priorities needed to achieve the vision; and
- Lead and support partners in the public and private sectors that need to work together on each initiative to achieve the overall vision.

A successful and sustainable visitor industry will not be the result of the work of any one organization. This is a plan for all of Hawai'i and all stakeholders to take responsibility for their role in the plan, to work together to address issues as they arise and to achieve overall success. Therefore, consistent with the philosophy of the State TSP, the HTA develops its own agency programs and plans within each of the nine initiatives that are listed below:

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

Presented over the following pages, is a brief narrative of the HTA's programs and activities for each of the nine initiatives for the period January 1, 2007 through October 31, 2007. Please note that the budgeted allocations for each of the initiatives are also provided, although these amounts may differ from the final expenditures for the year.



# 1. Access

**Goal:** To maintain and improve transportation access, infrastructure and services to facilitate travel to, from and within Hawai'i.

2007 Budget: \$2,600,000

For this initiative, the HTA plays a supporting role. Its primary programs include the following:

## Statewide Airport and Harbor Greetings Program

The HTA provides support for a statewide greetings program that facilitates positive arrival and departure experiences and ensures a Hawaiian sense of place at harbors and airports throughout Hawai'i. The program includes entertainment, informational collateral, hospitality services, physical amenities, and other support at harbors and airports across the state. This year, services were expanded at all major harbors due to increased cruise ship activity. Services at all major airports statewide were also expanded, including the launch of a new greetings program at the Kona and Hilo airports. Efforts in this area will include a hospitality training initiative as part of the overall greetings program, starting with the Honolulu International Airport.

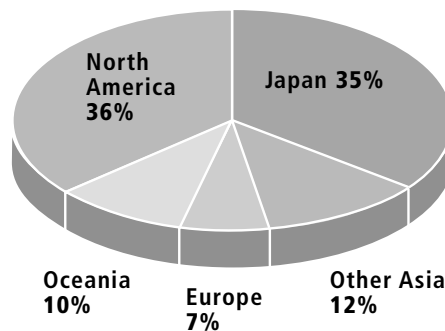
## Airlift Development Program

To ensure adequate lift to Hawai'i, the HTA invested \$1 million in 25 cooperative programs in conjunction with airlines and travel wholesalers to support travel during the spring shoulder period; attract higher spending, active visitors; seek untapped marketing opportunities; expand exposure for the destination; and help sustain routes that are at risk of cancellation. To be considered for the cooperative programs, proposals were submitted through the HTA's marketing contractors and are required to provide at least a 1:1 match with partner funds.

## Airlines and Cruise Industry Meetings

In an effort to promote and facilitate close relations with airlines serving Hawai'i, HTA's executives meet on an annual basis with their airline counterparts to discuss concerns,

2007 Airline/Wholesale Co-Op



Delta Vacations co-op promotion

operating issues and outlooks. This year, meetings were held with airlines from the U.S. East, U.S. West, Japan, Other Asia, Oceania, and locally. HTA also met with representatives from the cruise industry to talk about mutual concerns, analyze trends and discuss future plans.



United Vacations co-op promotion

## 2. Communications and Outreach

Goal: To facilitate interaction among all stakeholders, improve the lines of communication and enhance greater understanding of roles, values and concerns.

2007 Budget: \$750,000

HTA's communication efforts are intended to provide information to key constituencies about agency plans and programs, as well as educate the public about tourism issues, including the role the industry plays in Hawai'i. For this initiative, the HTA's primary programs for the year included the following:

### Public Relations Efforts

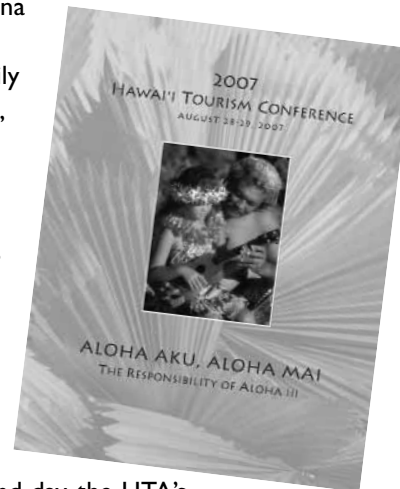
A multifaceted public relations program was conducted throughout the year to improve communication with, and facilitate interaction among industry stakeholders, government officials, the community, and the HTA. The program included distribution of news releases and a monthly electronic newsletter about HTA activities and tourism events; the delivery of 70 plus speeches and presentations to groups both in-state and abroad; and meetings with government, industry, business, and community leaders throughout the state.

New this year, were editorial board meetings on all islands to educate and inform the media on the HTA's programs and issues relating to the visitor industry. Additional media relations activities focused on pitching story ideas to television, print and radio to highlight the various programs and events supported by the HTA, its partners and the industry.

### Hawai'i Tourism Conference

On August 28-29, 2007, the fourth annual Hawai'i Tourism Conference – *Aloha Aku, Aloha Mai – The Responsibility of Aloha*, was held at the Hawai'i Convention Center. More than 750 people attended, the highest attendance in the event's history. The purpose of the conference is to bring together Hawai'i's visitor industry to learn about current trends, market developments and issues occurring in the global and local visitor industry. On the first day, attendees listened to presentations on a variety of topics including China and Korea markets, family travel, sports, meetings and conventions, destination management, the Hawaii Superferry, customer service, and online branding.

On the second day, the HTA's marketing partners presented their 2008 tourism marketing plans and a panel discussion on the state of the visitor industry was held.



Kimokeo Kapahulehua from the Fairmont Kea Lani

### Visitor Industry Communications

As part of the HTA's ongoing effort to educate the public about tourism, a television, print and radio advertising campaign was aired. The campaign highlighted industry-supported programs that demonstrated how the industry and community work together to make Hawai'i better for all. The campaign featured a trail restoration project on Kaua'i; the restoration and preservation of Moku'ula on Maui; the Academy of Hospitality and Tourism (AOHT) program on O'ahu; and the annual Visitor Industry Charity Walk. In addition, two new spots were developed this year, which featured an employee of the Fairmont Kea Lani on Maui and an employee at the Princeville Resort on Kaua'i, who do volunteer work in their respective communities.

This year, the HTA produced fact cards with information and statistics on Hawai'i's visitor industry in 2006. The cards which were distributed to industry partners were developed to encourage consistent, factual messaging about Hawai'i's visitor industry.



## Charity Walk

The Visitor Industry Charity Walk has become one of the largest single day fund-raising events in the State of Hawai'i. First started in 1974 by the Hawai'i Hotel & Lodging Association, this annual event is supported by Hawai'i's visitor industry and raises money for local charities on all islands. In 2007, events were held on O'ahu, Hawai'i Island, Maui, Moloka'i, Lāna'i, and Kaua'i. More than 10,600 walkers participated and raised \$1,121,508. Statewide more than 190 local non-profit charities benefited from the walk including:

Aloha Club of Hilo  
Aloha Festivals  
American Cancer Society  
Big Brothers Big Sisters  
Boys & Girls Club  
Child & Family Services  
The Children's Alliance of Hawai'i  
Crimestoppers  
E Mālama I Nā Keiki O Lāna'i  
Family Support Services of West Hawai'i  
Food Bank  
Girl Scout Council  
Goodwill Industries  
Habitat for Humanity  
Hawai'i Children's Theatre  
Hawai'i Island Adult Care  
Hospice  
Ka Lima O Maui  
Kaua'i Economic Opportunity, Inc.  
Kaua'i High School Academy of Hospitality and Tourism  
Kona Historical Society  
Meals on Wheels  
Moloka'i Family Support Center  
Moloka'i Little League  
Native Hawaiian Hospitality Association  
Po'ipū Beach Foundation  
Public Schools of Hawai'i Foundation  
Visitor Aloha Society of Hawai'i  
Waikīkī Community Center  
Wilcox Health Foundation  
YMCA  
YWCA

In 2008, the Visitor Industry Charity Walk celebrates its 30th anniversary. For more information or to register, please visit [www.charitywalkhawaii.org](http://www.charitywalkhawaii.org).

## Other Communication Efforts

There was ongoing Web site development and enhancements for the following:

- HTA's Web site ([www.hawaiiitourismauthority.org](http://www.hawaiiitourismauthority.org)) provides information about the agency's programs, plans and activities. This year, a survey to assess the site's current offerings was completed and will be used to determine projects for future improvements; and
- Travel Smart Hawai'i's Web site ([www.travelsmarthawaii.com](http://www.travelsmarthawaii.com)) provides information on trip preparation, planning and safety information for travel to and from Hawai'i. This site was especially useful in providing the latest information on events that occurred this year, including weather-related impacts, natural disasters, up-to-date airport security measures, and Hawai'i's new smoking law.

## Legislative Services

In preparation for the 2007 legislative session, the HTA met with representatives from the community, industry and government in each county to discuss issues and establish priorities. During the session, the HTA maintained communication with legislative leadership, committee chairs and administration personnel; advocated for measures to strengthen and support the agency, industry and the state; and countered opposing measures. Overall, it was a successful session for the HTA. Major outcomes are provided below:

- **Act 201, SLH 2007 - Tourism Emergency Trust Fund.** Establishes a \$5 million Tourism Emergency Trust Fund to be used by the HTA Board of Directors to implement emergency measures in response to any emergency declared by the Governor.
- **Act 152, SLH 2007 - Convention Center Operator GET Exemption.** Exempts from the general excise tax (GET), amounts received by SMG for reimbursement of costs or advances made under the operating contract with the HTA.
- **Act 230, SLH 2007 - Museum of Hawaiian Music and Dance.** Establishes a committee to determine the appropriate type of institution that should be established, possible locations and financing mechanisms. Funds were appropriated to the HTA to assist the committee.
- **Act 173, SLH 2007 - Liability of State and County Governments.** Makes permanent liability protections for the state and county governments relating to posting of warning signs at public beach parks; extends the liability protection for county lifeguards to 2010; and extends the liability protections for state and county governments relating to posting of warning signs on improved public lands.
- **Cruise Ship Study.** As part of the budget bill, \$600,000 was appropriated to the State Department of Transportation and \$600,000 from the HTA's budget to do a Hawai'i Cruise Industry Study.

### 3. Hawaiian Culture

Goal: To honor and perpetuate the Hawaiian culture and community.

2007 Budget: \$1,980,000

The HTA's efforts in this area are listed below:

#### Hawaiian Culture Community Program

Last year, the HTA, with guidance from its Hawaiian Cultural Program Advisory Council (HCPAC), provided \$522,150 in funding to 19 organizations for various projects in 2007 that were designed to address the goal and objectives identified in the State TSP. Projects supported include Friends of Hawai'i Volcanoes National Park's, *'Ike Hana No'eau*, Cox Radio Hawai'i's *Sixty Seconds Around the Islands*, The Friends of 'Iolani Palace's *Japanese Language Audio Tour*, and Maui Community Arts and Cultural Center's *Kahekili* (a complete list of projects is available on the HTA's Web site).

This year, the HTA enhanced this program through a partnership with the Council for Native Hawaiian Advancement (CNHA). The result is the **Kūkulu Ola – Living Hawaiian Culture Program** – which will offer funding support through a public request for proposals to organizations for projects that strengthen, support and perpetuate the Hawaiian culture and community. In the new partnership, the HTA will serve as a funding source, CNHA will administer the program, including improved outreach to the Hawaiian community, and HCPAC will guide the review and selection process.

#### Keep it Hawai'i Program

The annual Keep it Hawai'i Recognition Awards Program provides a venue for recognizing individuals, organizations and businesses across the state and "out of state" who authentically portray the Hawaiian culture and who have demonstrated commitment to honor and perpetuate the Hawaiian culture and community, thus providing visitors and residents with opportunities to experience Hawai'i's host culture. The recipients of this program also serve as role models to encourage others to engage in similar efforts throughout the state. To reach a broader audience within the industry and the community, this year's awards ceremony was held as part of the Hawai'i Tourism Conference.



Keli'i Wilson of HTA presents Guy Nakashima of the National Tropical Botanical Garden the Koa Award on behalf of the Limahuli Garden and Preserve (Kaua'i).

During the ceremony, five Legacy Awards – *He Kuleana Ke Aloha*, recognizing individuals and organizations who have built a "legacy of aloha," and strive to honor and perpetuate the Hawaiian culture – were presented to the following individuals: **Malia Craver**, spiritual advisor and traditional healer; **Eddie Kamae**, 'ukulele virtuoso, filmmaker, singer, and composer; **John Keola Lake**, kumu hula and retired educator; **Margaret Machado**, kūpuna and lomilomi specialist; and the **Mai'oho Family**, protectors and keepers of Mauna'ala, Nu'uau site of the Royal Mausoleum for Hawai'i's Ali'i (high chiefs). In addition, 19 individuals, organizations and businesses were recognized with the new *Lehua Maka Noe Mōhala o Uka*,



Malia Craver



The daughters of Margaret Machado accept a Legacy Award on her behalf.

previously known as the Certificate of Merit (a complete list of Keep it Hawai'i recipients is available on the HTA's Web site).

## Native Hawaiian Signature Events Program

The HTA provides funding and organizational and structural support to the event organizers of three signature events that help to preserve the Hawaiian culture through various programs and activities:

- **Prince Kūhiō Celebration** held annually in March, to educate residents and visitors on Prince Kūhiō's many achievements and contributions;
- **King Kamehameha Celebration** held annually in June, to honor Hawai'i's first monarch; and
- **Aloha Festivals** held in the fall across the state in celebration of the Hawaiian culture.



**Aloha Festivals**

## Native Hawaiian Hospitality Association (NaHHA)

The HTA has continued its commitment of supporting organizational capacity building of NaHHA to enable them to take the lead in the Hawaiian culture initiative of the State TSP by planning and implementing various strategies to honor and perpetuate the Hawaiian culture. NaHHA has completed an action plan to address the Hawaiian Culture initiative of the State TSP and continues to develop partnerships within the Hawaiian community and the visitor industry.

### Cultural Training

One of the goals of the Hawaiian Culture Initiative in the State TSP is to provide education and training about the Native Hawaiian culture and related issues. As such, the HTA has initiated cultural training for its staff, the HTA Board, HTA's marketing partners, and the media.



**Prince Kūhiō Celebration**



**King Kamehameha Celebration**

## 2007 Keep it Hawai'i Recognition Awards

### Koa Award and Kāhili Award Recipients

#### *Koa Award – Kū Kilakila Ka Ulu Koa I Ka Nahele*

**National Tropical Botanical Garden  
Limahuli Garden and Preserve**  
Island of Kaua'i

#### *Kāhili Award – He Kāhili Kū Kī'eki'e*

**Edith Kanaka'ole Foundation**  
Island of Hawai'i, Organization

**'Imiloa Astronomy Center of Hawai'i**  
Island of Hawai'i, Business

**Ho'aka Delos Reyes**  
Island of Maui, Individual

**Maui Nei Native Expeditions**  
Island of Maui, Business

**Richard "Babe" Bell**  
Island of O'ahu, Individual

**Roy Sakuma**  
Island of O'ahu, Individual

### Kamehameha Schools - Annual Song Contest

Island of O'ahu, Organization

**Hula Preservation Society -  
Kūpuna Documentation**

Island of O'ahu, Organization

**Brothers Cazimero -  
30 Years of May Day Celebration**

Island of O'ahu, Business

**Hawaiian Airlines - Hana Hou! Magazine**

Island of O'ahu, Business

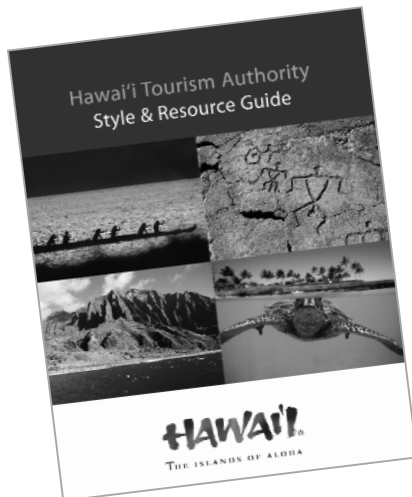
**'Ilima Hotel - Mōhalapua 'O 'Ilima**

Island of O'ahu, Business

For a complete listing of all 2007 Keep it Hawai'i recipients, please visit [www.hawaiitourismauthority.org](http://www.hawaiitourismauthority.org).

## Style & Resource Guide

The HTA has developed a *Style and Resource Guide* that includes useful Hawaiian cultural information for individuals and organizations such as journalists and promoters who feature Hawai'i and may not be familiar with the Hawaiian language, culture and protocol. This living document was developed as a handy reference to clarify facts about the islands that have sometimes been miscommunicated. It also provides guidance for the accurate depiction of sites and culture, and insights into promoting Hawai'i sensitively and safely. The HTA's intent is for this document to provide information for marketing Hawai'i as a culturally sensitive visitor destination in the 21st century and beyond.



Here's a sampling of words and guidelines included in the guide:

Hawai'i Island	Proper reference is Hawai'i or Hawai'i Island. "Big Island" is a nickname.
Heiau and sacred sites	Culturally significant places of worship or temple platforms to be treated with respect.
Lē'ahi	Diamond Head.
Ma kai	Not <i>makai</i> – used to indicate a direction or location towards the sea.
Ma uka	Not <i>mauka</i> – used to indicate a direction or a location upland, inland or towards the mountains.
Mahimahi	Not <i>mahi mahi</i> – is a dolphin fish (not the mammal).
Mokoli'i	Proper reference for Chinaman's Hat.
Nēnē	An endemic goose that is the Hawai'i state bird. Using "nēnē goose" is redundant because <i>nēnē</i> means goose.
Petroglyphs	<i>Ki'i pōhaku</i> are rock carvings made by Native Hawaiians. Disturbing them or taking "rubblings" of these fragile carvings can cause damage and should be discouraged.
Kahakō	The <i>kahakō</i> is a macron indicating a long vowel in the Hawaiian language, as in ā, ē, ī, ō, ū.
ʻOkina	The ʻokina is shown as a single open quote, not an apostrophe. In the U.S. version of MS Word, the ʻokina is formed by holding the "alt" key and entering the numbers 0145 on the numeric keypad.
Plurals in Hawaiian language	English plural forms are not used for Hawaiian words. For example, the plural for <i>lei</i> is <i>lei</i> , not "leis."
Wai'ale'ale	Located on the island of Kaua'i. Do not reference as "wettest place on earth" or similar copy. While Wai'ale'ale has had this distinction, it is not always the wettest place on earth and describing it in this manner may miscommunicate the general nature of weather on Kaua'i.

The *Style & Resource Guide* is not meant to be a guidebook or dictionary. There are excellent books on Hawai'i that are commercially available including the *Hawaiian Dictionary* by Mary Kawena Pūku'i and Samuel E. Ebert; the *Māmaka Kaiāo* by Kōmike Hua'ōlelo and *Place Names of Hawai'i* by Pūku'i, Elbert and Mo'okini. To download a copy of the Style and Resource Guide, please visit [www.hawaiiitourismauthority.org](http://www.hawaiiitourismauthority.org).

# 4. Marketing

Goal: To develop marketing programs that contribute to sustainable growth.

2007 Budget: \$50,125,000

The HTA's primary responsibility is to oversee the efforts to market Hawai'i to the world in both the leisure and business markets. Within this initiative, the HTA's primary marketing efforts are categorized as follows:

MARKETING CATEGORIES	
	Budget (in \$ millions)
Leisure Marketing	\$33.69
Hawai'i Arts Program	\$0.15
Corporate Meetings & Incentives	\$2.56
Hawai'i Convention Center	\$4.0
Marketing Flexibility Fund	\$2.0
Sports	\$7.7
<b>TOTAL</b>	<b>\$50.125</b>



Marketing partners help rebuild a section of the the He'eia fish pond.

## Leisure Marketing

The HTA works with five marketing partners: Hawai'i Visitors & Convention Bureau (HVCB); Hawai'i Tourism Japan (HTJ); Hawai'i Tourism Asia (HTAsia); Hawai'i Tourism Europe (HTE); and Hawai'i Tourism Oceania (HTO) to promote the major market areas (MMAs) of U.S. East, U.S. West, Japan, Canada, and other countries designated as developing international markets.

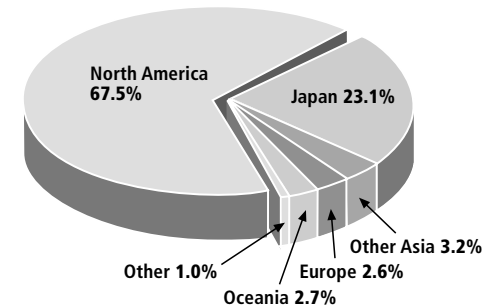
Consistent with the direction of the State TSP for a sustainable visitor industry, the HTA's overall leisure marketing goal is to attract active, higher-spending visitors to Hawai'i by targeting key consumer groups and optimizing marketing programs to attract more visitors in the spring and fall "shoulder" periods.

## Marketing Partners

Of the total leisure marketing budget, nearly 90 percent of the funds were allocated to Hawai'i's three largest source markets (or major market areas – MMAs): North America (U.S. West, U.S. East and Canada) and Japan.

2007 LEISURE BUDGET	
MMAs	\$\$
North America	22,863.0
Japan	7,810.0
Other Asia	1,070.0
Europe	883.0
Oceania	900.0
Other	160.0
<b>TOTAL</b>	<b>33,686.0</b>

MMA Allocations for CY 2007

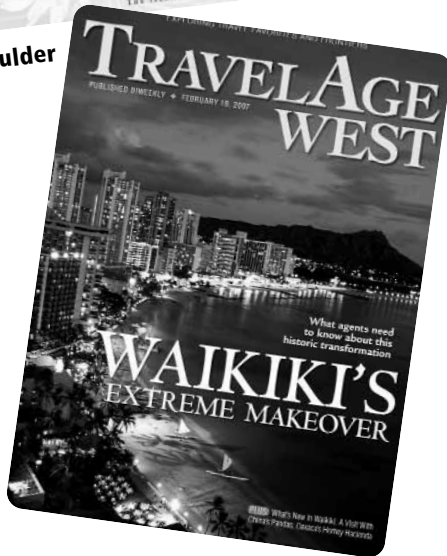


Marketing partners explore Kaua'i

# Marketing



Spring Shoulder Season Campaign

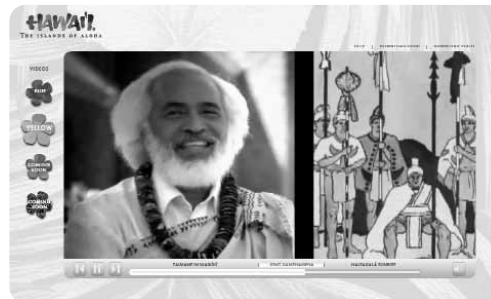


## North America

North America is Hawai'i's largest source market for visitors. It includes Canada, the U.S. West (which is defined as the 11 Pacific States west of the Rockies) and the U.S. East (which is all other states).

HVCB's 2007 marketing plan is designed to:

- Develop critical mass with marketing programs that focus on a select portfolio of market segments;
- Target marketing programs towards high-experiential travelers;
- Leverage programs that fill-in spring and fall shoulder seasons;
- Maintain a consistent brand position throughout North America;
- Develop creative marketing solutions to address barrier-to-sales issues such as time, distance and price in the U.S. East and Eastern Canada; and
- Target the avid traveler (including outdoor recreation, arts and culture and golf) and the romance traveler (including weddings and honeymooners).



HVCB Colors Microsite



Chef Alan Wong on *Top Chef*

Highlights include the following:

- Showcase of Hawai'i in Bravo Network's hit culinary reality show, *Top Chef*, that aired in January;
- Seasonal promotions efforts including a spring campaign, that featured the 30-second "fire" and "water" television commercials and the "Explore the Colors of Hawai'i" fall shoulder season campaign;
- The third "Aloha Swing" campaign on *The Golf Channel*;
- Redevelopment and launch of HVCB's Web site [www.gohawaii.com](http://www.gohawaii.com);
- Campaign to publicize the many changes in Waikiki including the Waikiki – Share the Experience™ promotion in New York and Los Angeles; and
- Destination weddings initiative with [www.theknot.com](http://www.theknot.com).



# Marketing

## Japan

Japan is Hawai'i's top generator of international visitors to the islands. With visitor arrivals down in 2007 (YTD August), efforts were made throughout the year to boost travel to the islands including conducting research to understand travelers' needs and perceptions of Hawai'i, working with travel trade and consumer media, and strengthening advertising campaigns.

Hawai'i Tourism Japan's (HTJ) 2007 marketing plan is designed to:

- Enhance the image of Hawai'i as a destination of quality and sophistication;
- Communicate the many events and festivals visitors can participate in as well as the undiscovered, attractive features of the islands;
- Showcase Hawai'i as an evolving high-end destination; and

- Target key segments including baby boomers and active seniors, multi-generational families, romance market (including wedding and honeymooners) and incentive tours.

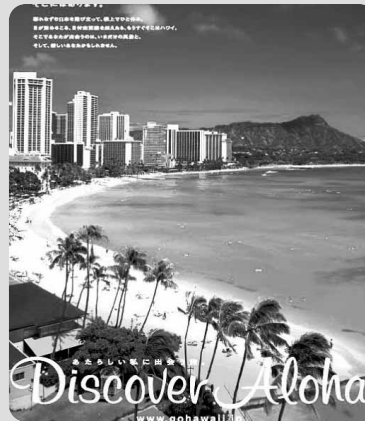
Highlights include the following:

- New television commercial campaign featuring actress Mayumi Sada and HTJ's "Discover Aloha" theme song composed and performed by Amy Hanaiali'i;
- Hōkūle'a's historical voyage to Japan, which included stops in Okinawa, Kumamoto and five other ports of call and reaffirmed the relationship between Hawai'i and Japan, the importance of family, world peace and respect for nature. Presentations about the voyage, history of the Hōkūle'a, and canoe tours were shared with schools and the people of Japan;

- "Aloha Biz" campaign, which encouraged business people to dress cool to contribute to energy conservation in the workplace. The campaign included aloha shirt giveaways;
- "Market Update Flyer," a quarterly publication which provides information about Hawai'i and is distributed at various events and tradeshows;
- Educational campaign to help change the misconceptions about Hawai'i's smoking regulations enacted in 2006; and
- Execution of more than 60 travel trade educational programs, seminars and workshops.



HTJ's "Discover Aloha" television campaign



Aloha Biz campaign



Hōkūle'a in Yokohama



**Taiwan Surf's Up Promotion**



**HTK Honeymoon Event**

## Other Asia

There were many exciting breakthroughs in reducing the barriers to travel from the Korea and China markets to the United States. In the summer, President Bush signed a bill that raised the visa rejection rate to qualify for the Visa Waiver Program from 3 percent to 10 percent. The visitor industry widely anticipates Korea obtaining visa waiver status in mid-2008 with implementation possibly by end of that year.

In China, momentum for Approved Destination Status (ADS) is growing between the U.S. and China. The “Fast Tour” program and the “Trusted Traveler Program” are the first two steps on the road to ADS with some expecting a breakthrough by the 2008 Olympics.

In anticipation of these new markets for Hawai'i, Hawai'i Tourism Asia's (HTAsia) 2007 marketing plan positions Hawai'i as a compelling choice for a growing segment of the upscale traveling population from three main geographic areas: China, Taiwan and South Korea.

HTAsia's 2007 marketing plan is designed to:

- Raise visibility and top-of-mind awareness of Hawai'i as a destination to major media throughout Asia;
- Educate and motivate the travel trade to more aggressively package and sell Hawai'i;
- Work with the airlines to increase lift to Hawai'i, particularly for Korea and China; and

- Support television initiatives and guidebook publications that showcase Hawai'i, particularly in Korea and Taiwan.

Highlights include the following:

- Hawai'i Tourism Korea (HTK) supported key travel agents participating in the KINTEX wedding fair, as well as a variety of exclusive wedding fairs organized by individual travel agents;
- HTK initiated and launched a joint promotion with American Express titled “To Hawai'i This Summer” targeting Korea's busiest travel season – summer;
- The third annual Hawai'i Travel Mission took place on April 18-19 in Korea;
- Hawai'i Tourism China (HTC) organized a booth at the World Travel Fair, held March 22-25, in the “Visit USA” pavilion;
- HTC jointly participated in the Incentive Travel & Conventions, Meetings 2007 in Shanghai with HVCB;
- Hawai'i Tourism Taiwan (HTT) representatives participated in the ribbon cutting ceremony during the opening of the Kaohsiung International Travel Fair, the second largest travel fair in Taiwan; and
- HTT and China Airlines' passenger sales department used the new movie Surf's Up to promote Hawai'i as the surfing paradise of the world.

# Marketing

## Oceania

With favorable exchange rates, a strong economy and increased airlift, arrivals from Oceania (Australia and New Zealand) remain positive.

Hawai'i Tourism Oceania's (HTO) 2007 marketing plan is designed to:

- Support current airlift and explore new opportunities for increased lift;
- Increase travel agents' and consumers' destination knowledge through targeted promotional activity, specialist training and media efforts;
- Position Hawai'i as a leisure and business destination by showcasing the islands' activities and host culture and highlighting Hawai'i's unique aspects; and
- Specifically target "experiential travelers" who enjoy and participate in all that Hawai'i has to offer through multi-channelled marketing campaigns and targeted media efforts.



**"Aloha Down Under" Road Show**

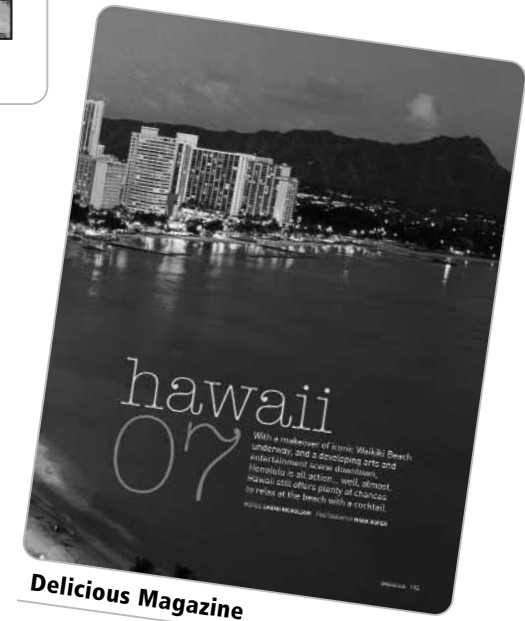
## United Travel Getaway Show



The *United Travel Getaway* hosts enjoy surfing in Hawai'i.

Highlights include the following:

- Broadcast of Hawai'i on The Golf Club TV program to an audience of 69 million viewers;
- Visit to Hawai'i from *United Travel Getaway*, a television program from New Zealand, that has an audience of 250,000 nationwide and is the only travel magazine style format show in New Zealand;
- Promotion of Hawai'i Regional Cuisine in Sydney, which included a week of food events to raise Hawai'i's brand awareness as a first class cuisine destination; and
- "Aloha Down Under" road shows held in Christchurch, Sydney, Melbourne, and Brisbane to showcase Hawai'i's visitor industry in Australia.



## Marketing Partners

To learn more about the HTA's marketing partners, the latest developments in each market area, or to find out how you can participate in their programs, please visit the HTA's Web site or contact the following representatives:

### **Hawai'i Visitors & Convention Bureau (HVCB) North America**

Jay Talwar, Senior Vice President, Marketing  
Tel: (808) 924-0220 • Email: jtalwar@hvcb.org

### **Corporate Meetings & Incentives**

Mike Murray, Vice President, Sales & Marketing  
Tel: (808) 924-0253 • Email: mmurray@hvcb.org

### **Hawai'i Tourism Japan (HTJ)**

#### **Japan Office**

Takashi Ichikura, Executive Director  
Tel: 81 (03) 35732511 • Email: info@htjapan.jp

### **Hawai'i Tourism Asia (HTAsia)**

Alison Roberts-Brown, Director  
Tel: 86 (21) 6359-1523  
Email: arobertsbrown@aviareps.com

### **Hawai'i Tourism Europe (HTE)**

#### **Continental Europe**

Karin Froehlich, Marketing Director  
Tel: 49 (89) 23662197  
Email: KFroehlich@aviarepsmagnum.com

#### **U.K. and Ireland**

Shelagh Morgan, Sales and Marketing Account Manager  
Tel: 44 0207 367-0920  
Email: shelaghmorgan@hillsbalfoursynergy.com

### **Hawai'i Tourism Oceania (HTO)**

#### **Australia:**

Helen Williams, Country Manager  
Tel: 61 (2) 9286 8951  
Email: hwilliams@hawaiiitourism.com.au

#### **New Zealand:**

Darragh Walshe, Country Manager  
Tel: 64 (9) 9772234  
Email: dwalshe@hawaiiitourism.co.nz

### **SMG Hawaii**

Joe Davis, General Manager  
Tel: (808) 943-3512  
Email: jdavis@hccsmg.com

## Europe

A focus on visitor arrivals to Hawai'i from the European marketplace continues. Challenges to overcome include distance from European countries to Hawai'i, access to Hawai'i via limited flights, competitive pricing from "closer to home" destinations, the negative image of the U.S., and immigration concerns.

Hawai'i Tourism Europe's (HTE) 2007 marketing plan is designed to:

- Promote Hawai'i as a dream destination to the European market;
- Increase marketing and public relations exposure for Hawai'i; and
- Increase brand awareness of Hawai'i in the marketplace.

Highlights include the following:

- Partnership with Exquisa, a market leader for dairy products in Germany, which resulted in a promotional campaign with 10 million plus point-of-sale materials, such as packaging and raffle cards, a Web site promotion that reported a total of 445,108 online participants, and a grand prize trip to Hawai'i;
- Lifestyle promotion with online agent, Beat the Brochure, which commissioned 50 of London's best style bars to distribute 50,000 Hawai'i themed postcards in wine bars throughout London;
- The first "Aloha Up and Over" pan-European sales and media mission throughout the U.K. and Germany was conducted. The purpose of the mission



### **"Aloha Up and Over" mission**

(July 8-13) was to meet tour operators, journalists and travel agents, discuss product news and present Hawai'i as a destination. Travel agent events were held in London, Manchester and Munich, where 190 travel agents were trained; and

- Launch of Aloha Academy Continental Europe, an online travel agent program conducted in German, Italian and French. As of August 2007, 743 agents graduated as Hawai'i Specialists and 2,704 had registered for the program.



### **UK Promotion**

# Marketing

## Hawai'i Leisure Visitor Statistics by Major Market Area

To appeal to different geographic markets, the HTA, on behalf of the state, has defined major market areas (MMAs) based on visitor characteristics, state of market development, and competitive environment. The following are profiles of Hawai'i leisure visitors by MMA:

### NORTH AMERICA\* (U.S. WEST, U.S. EAST AND CANADA)

#### U.S. West:

Primary Purpose of Stay:	Pleasure (1,984,172) vs. MCI (134,229)
Average Length of Stay:	9.34 days
First Time Visitors:	21.4 %
Repeat Visitors:	78.6 %
Average Number of Trips:	6.33

#### U.S. East:

Primary Purpose of Stay:	Pleasure (1,153,492) vs. MCI (155,295)
Average Length of Stay:	10.26 days
First Time Visitors:	46.5 %
Repeat Visitors:	53.5 %
Average Number of Trips:	3.53

#### Canada:

Primary Purpose of Stay:	Pleasure (178,156) vs. MCI (11,821)
Average Length of Stay:	12.54 days
First Time Visitors:	41.4 %
Repeat Visitors:	58.6 %
Average Number of Trips:	3.7

### JAPAN\*

Primary Purpose of Stay:	Pleasure (893,739) vs. MCI (44,601)
Average Length of Stay:	5.72 days
First Time Visitors:	42.4 %
Repeat Visitors:	57.6 %
Average Number of Trips:	3.58

### OTHER ASIA\*\*

Primary Purpose of Stay:	Pleasure (73,993) vs. MCI (14,342)
Average Length of Stay:	7.75 days
First Time Visitors:	72.8
Repeat Visitors:	27.2
Average Number of Trips:	2.01

### OCEANIA\*\*

Primary Purpose of Stay:	Pleasure (123,256) vs. MCI (3,859)
Average Length of Stay:	8.75 days
First Time Visitors:	55.4 %
Repeat Visitors:	44.6 %
Average Number of Trips:	2.45

### EUROPE\*\*

Primary Purpose of Stay:	Pleasure (89,277) vs. MCI (6,285)
Average Length of Stay:	12.45 days
First Time Visitors:	68.9 %
Repeat Visitors:	31.1 %
Average Number of Trips:	2.38

\* 2007 data through September

\*\*2006 data, since 2007 preliminary data is not yet available for these markets.

Source: State of Hawai'i, Department of Business, Economic Development & Tourism

# Marketing

## Business Marketing

The strategy for business marketing is to promote Hawai'i as a preferred destination for business tourism (to attend a meeting, convention or incentive conference) by increasing promotional presence and brand identity of the destination on a global basis. In 2007, the HTA worked with the Hawai'i Convention Center's (HCC) Sales and Marketing department and the HVCB's Corporate Meetings and Incentives (CMI) Department to:

- Brand Hawai'i as a business destination – Hawai'i is an excellent place for corporate meetings and incentives;
- Expand sales efforts through collaborative partnerships; and
- Increase "top of mind" awareness for Hawai'i as a business destination.

HCC Management, SMG Hawai'i and the HVCB continued to joint-market and target the meetings industry using the successful tagline – *Where Business and Aloha Meet*. An innovative ad campaign was featured in various national meetings publications and a new Web site, [www.BusinessAloha.com](http://www.BusinessAloha.com), was launched. The Web site is an enhanced resource for those



[www.BusinessAloha.com](http://www.BusinessAloha.com)

hosting conventions and meetings in the islands. Planners have access to a new tool, a meeting planning timeline with topics including reasons for selecting Hawai'i, ways to combat Hawai'i's boondoggle perception, and increase productivity. HCC and HVCB continued to build Hawai'i's new brand positioning using the themes of "rejuvenation" and "inspiration" and joint advertising and marketing efforts. The call-to-action used by both teams in print and online advertising drove customers to the Business Aloha Web site.

## Hawai'i Convention Center Sales and Marketing

Below are highlights of SMG Hawai'i's marketing activities and accomplishments:

- Creation of an International Attendance Building Program, which creates opportunities and tools to build convention attendance;
- Partnership with Professional Convention & Meetings Association (PCMA), which provides HCC the opportunity to showcase Hawai'i as a premier meeting destination; and
- Development of new advertising campaigns featuring the taglines of "Perfect Climate. Sudden Brainstorm." and "Alternate Energy Solution."



Alternate Energy Solution Ad Campaign

For more on the Hawai'i Convention Center, see page 32.

# Marketing

## Corporate Meetings and Incentives (CMI)

The HVCB's CMI division focused on direct selling, lead generation and client services for corporate meetings and incentives for hotels and resorts on all islands. The leads generated are selling opportunities for the hotel/resort properties to convert into business, which in turn create business for Hawai'i's companies, including restaurants, transportation companies, retailers, activities, and attractions.

CMI marketing highlights included the following efforts:

- Increased direct sales opportunities at various venues including ASEAN MICE in Bangkok, Thailand; Arizona/New Mexico Sales Blitz; Meetings Market Academy & Exhibition in Tampa, Florida; and the CIBTM Tradeshow & Sales Calls in Beijing, China;



Meeting at the Hawai'i Convention Center



Hawai'i Team at CIBTM

- Enhanced efforts in international markets;
- Launch of monthly e-postcard promotions to potential CMI clients in Korea, Taiwan and China;
- Development of additional sales tools in English and four Asian languages including a destination business video, the new BusinessAloha.com Web site, PowerPoint presentation, press kit, and e-postcards to help build event attendance;
- Recipient of the 2007 Gold Service Award for the 18th consecutive year by readers of *Meetings & Convention* magazine; and
- Awardee of the 2006 Planners' Choice Award for the third time by readers of *Meeting News*.

## Other Marketing Efforts

### 2007 International Pow Wow

The HTA, HVCB's Island Chapters, and HTA's international marketing partners representing Europe and Korea, along with 24 Hawai'i vendors, participated in the Travel Industry Association of America's 2007 International Pow Wow. The 39th Annual International Pow Wow, held in May in Anaheim, California, brought international wholesalers and tour operators in direct contact with domestic suppliers (i.e. destination management organizations, hotels, receptive operators, retailers, airlines, and attractions). The HTA marketing team met with more than 150 international wholesalers, tour companies and media. In addition, an all-island media release highlighting the latest travel updates were distributed to more than 200 international media.

### 2007 Hawai'i Arts Program

To promote Hawai'i's art and culture, the HTA continued to work with the Hawai'i Arts Alliance to implement public relations efforts for the Hawai'i Arts Program. The initiative, which started in 2004 as a marketing campaign targeting North America and Japan markets, was originally called the Hawai'i Arts Season. Since then, opportunities for showcasing the islands' arts and culture happenings have grown thus driving a change to the program and new name "**Hawai'i Arts, Always in Season.**" Hawai'i Arts was promoted through a media blitz, on HVCB's website, and through hotel concierges. Hawai'i's arts and culture scene was also featured in a variety of publications such as *Condé Nast Traveler*, *Seattle Magazine* and *Hawai'i Magazine*.

# Marketing

## Accountability

The HTA continued to monitor its oversight of the marketing partners with a 360-degree evaluation of their performance and programs, which incorporated a self-assessment and comments by the industry and community. The results of this evaluation, in addition to the findings of the TNS surveys (discussed in the Research and Planning Initiative), lead to continuous efficiencies and enhancements of marketing programs and activities.

## Sports Marketing

Sporting events offer several benefits for Hawai'i including the following:

- **Economic Impact:** People coming to Hawai'i to participate, attend or operate events translates to visitor spending. This helps to create and sustain jobs and generate state and local tax revenues.
- **Media Coverage:** The positive media and publicity generated from national and international TV/ media coverage promotes Hawai'i as a desirable sports venue and an attractive visitor destination.
- **Residents' Quality of Life:** Sporting events provide residents with opportunities to attend or participate in additional leisure activities, which add to their quality of life.

Recognizing these benefits, the HTA has developed a Sports Marketing Program that is designed to increase Hawai'i's sports presence to a globally competitive level and to facilitate sports business development in Hawai'i.

Through the program, HTA will also:

- Stimulate visitor travel during non-peak travel periods (fall and spring);
- Support local sports organizations and sports intrinsic to the islands; and
- Support initiatives that showcase the islands, host culture and distinctive cultural assets.

In 2007, the HTA's Sports Marketing Program included the following efforts:

- Partnership with the **National Football League** for the **2007 NFL Pro Bowl**, which brought in approximately 27,625 visitors, of which 75 percent specifically came to Hawai'i to attend the game, accounting for \$28.03 million in visitor spending and \$2.72 million in state taxes. The Nielsen national rating for the Pro Bowl was 4.6 with a total household viewing audience of 5.2 million.



**NFL Pro Bowl**



**Mercedes-Benz Championship, Kapalua, Maui**

- Partnership with the **PGA Tour**, for seven Hawai'i-based tournaments, providing over 20-hours of television coverage, broadcast nationally during the winter months. The HTA is working with the PGA Tour to establish a new tournament, replacing the PGA Grand Slam that was relocated to another destination outside of Hawai'i.
- Partnership with **Hawkeye Sports & Entertainment (HSE)**, an experienced sports marketing organization, to provide services that complement and expand the HTA's efforts by broadening the support for sporting events in Hawai'i, developing synergy among them, and expanding their impact.



## Portfolio of Sports Events

In addition to the NFL Pro Bowl, PGA Tour and HSE contracts, the HTA invested in other sports events for 2007, as listed below:

- **Haili Men's Volleyball Tournament**  
March 26-31, 2007 (Hawai'i Island)
- **Kaua'i World Challenge**  
May 10-13, 2007 (Kaua'i)
- **Honolulu Triathlon**  
May 20, 2007 (O'ahu)
- **Maui Jim Hawai'i Marlin Tournament Series**  
June-October 2007  
(Hawai'i Island and O'ahu)
- **Duke's OceanFest**  
August 19-27, 2007 (O'ahu)
- **Nā Wāhine O Ke Kai**  
September 23, 2007 (Moloka'i to O'ahu)
- **Moloka'i Hoe**  
October 7, 2007 (Moloka'i to O'ahu)



**Vans Triple Crown of Surfing,  
Pipeline-Hale'iwa (O'ahu)**



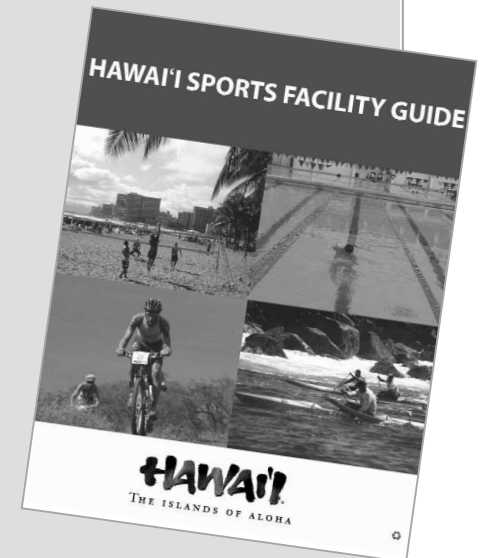
**Ford Ironman World Championships  
(Hawai'i Island)**

- **Ford Ironman World Championships**  
October 13, 2007 (Hawai'i Island)
- **Xterra World Championships**  
October 28, 2007 (Maui)
- **EA Sports Maui Invitational**  
November 19-21, 2007 (Maui)
- **Vans Triple Crown of Surfing**  
November 12-December 20, 2007  
(O'ahu and Maui)
- **Sheraton Hawai'i Bowl**  
December 23, 2007 (O'ahu)

The HTA issued a request for proposals (RFP) in August 2007 for the sports events that will be planned for 2008. Proposals were submitted in four categories (endurance, team, intrinsic, and other), and will be selected by year-end by the HTA review committee based on specific categorical characteristics.

## Hawai'i Sports Facility Guide

This year, the HTA developed and published the *Hawai'i Sports Facility Guide*, an information source and marketing tool. The guide provides detailed information on sporting facilities throughout the state. To download a copy of the guide, visit HTA's Web site.



## 5. Natural Resources

**Goal:** To respect, enhance and perpetuate Hawai'i's natural resources to ensure a high level of satisfaction for residents and visitors.

**2007 Budget:** \$2,000,000

The HTA, which is identified as a support agency in this area, works closely with public and private sectors throughout the state to achieve the goal of this initiative. This year, the HTA together with its Natural Resources Advisory Group (NRAG), focused on setting policies and priorities (e.g., identifying and selecting projects to support for the year), through the agency's Natural Resources Program (a list of the NRAG members is available on the HTA Web site).

Specifically, through this program:

- The HTA provided \$2 million to support the Hawai'i State Department of Land and Natural Resources (DLNR) to address priority sites and projects identified by the 2003 Natural Resources Assessment, and 20 community-based projects throughout the state (A complete list of projects can be found on the HTA Web site.)
- The HTA will conduct its second survey of Hawai'i's state-owned parks (to be completed by year-end). The survey, conducted by OmniTrak Group, will include an in-depth inventory and assessment of more than 60 highly visited parks statewide.

The information gathered will help DLNR prioritize its efforts, identify problem areas and possible solutions, and clarify and substantiate the need for support of Hawai'i's park facilities.

- The NRAG and HTA staff conducted site inspections to assess areas that may need assistance in the future, and to monitor and evaluate the progress of programs that receive HTA support. In 2007, a site inspection was conducted in West Hawai'i that included stops at Kealakekua Bay, Pu'u Wa'awa'a, Kahalu'u Bay Beach Park, Kua Bay, and Mahai'ula Bay.

### 2007 Natural Resources Community-Based Program Awards

The following is a partial list of community-based programs that received funding from HTA in 2007. A complete list of projects can be found on the HTA Web site.

Organization	Project/Program Title	Project/Program Description	Island(s)
Community Conservation Network, The	<i>Community Conservation: Caring for Marine Natural Resources in the Hawaiian Islands through Community Involvement</i>	Supports a program to promote community involvement in caring for marine resources.	O'ahu, Kaua'i
DLNR, Division of Forestry and Wildlife	<i>Miconia Control in the Ko'olau Range</i>	Supports a project to locate and remove the highly invasive tree, <i>Miconia calvescens</i> , from 1,730 top-priority acres in the Ko'olau Range.	O'ahu
National Audubon Society, Inc. dba Waimea Valley Audubon Center	<i>Hawaiian Habitat Enhancement Project</i>	Supports the natural habitat upgrades at the Waimea Valley Audubon Center.	O'ahu
Tri-Isle Resource Conservation & Development Council, Inc.	<i>'Ōhai Trail, Viewing Platform and Parking Lot</i>	Supports the construction of the 'Ōhai trail, viewing platform and parking lot.	Maui
Volcano Art Center	<i>Volcano Native Rainforest Preservation &amp; Education</i>	Supports the expansion of Niaulani's amenities to include Preservation & Education "Environmental Education Workshops," "Forest Work Days," and "Niaulani Nature Trail Tours."	Hawai'i

## 6. Research and Planning

**Goal:** To perform collaborative research and planning for use in the development of programs, policies and plans that will positively contribute to the state's economy, benefit the community and sustain Hawai'i's resources.

2007 Budget: \$870,000

Within this initiative, the HTA's primary efforts for the year are listed below:

### TNS

Using services provided by TNS, the HTA continues its accountability measurement system to track the impact and effectiveness of its marketing programs in three MMAs – U.S. West, U.S. East and Japan. This year, TNS conducted a new assessment of Hawai'i via-a-vis its competition, shifting from awareness of destination characteristics to preference of Hawai'i and its competitors in the MMAs.

The results are compared against the previous quarter to gauge consumers' attitudes about Hawai'i as a destination (quarterly reports are available on the HTA's Web site). Additional questions were added to the survey to examine the reasons why the Japanese may not be considering or intending to visit Hawai'i. The final 2007 report is due in February 2008.



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### County Tourism Strategic Plan Oversight and Implementation

In 2007, the HTA provided funding support to each county to assist with planning oversight and implementation of its individual plans. These plans reflect unique county tourism needs and opportunities, and ultimately help support the vision in the State TSP. Copies of each plan are listed on the following Web sites:

Hawai'i County -  
<http://www.hawaiicounty.com/rd/HawaiiIslandTSP.pdf>

Kaua'i County -  
<http://www.kauai.gov/oed>

Maui County -  
<http://www.mauicounty.gov/mayor/economic/mctsp.pdf>

City & County of Honolulu -  
<http://www.co.honolulu.hi.us/menu/ecodev/>

For more visitor statistics, visit  
The Department of Business, Economic  
Development and Tourism's Web site  
[www.hawaii.gov/dbedt](http://www.hawaii.gov/dbedt).

### Hawai'i Cruise Industry Study

In June 2007, the HTA in collaboration with the State Department of Transportation (DOT), issued a request for proposals for a study to be conducted on Hawai'i's cruise industry. With the growth of the international and domestic cruise ship market, the Hawai'i Cruise Industry Study will assess the cumulative impacts and benefits the cruise industry has on each island as well as on the state of Hawai'i. The study, funded by HTA and DOT, will provide policy makers with comprehensive, reliable and objective information that will assist them in their decision making processes.

### Resident Sentiment Survey

One of the performance benchmarks in the State TSP is an assessment of resident attitudes. Fielding for the 2007 Resident Sentiment Survey is scheduled to begin in October 2007.

# Research and Planning

## **Emergency Preparedness Planning**

The HTA's primary role in emergency preparedness is in pre-planning and recovery efforts. Pre-planning includes understanding roles and responsibilities; communicating with stakeholders; surveying plans from other organizations; incorporating lessons learned from incidents; sharing the HTA's processes and guidelines; maintaining current contact information of all stakeholders; having adequate resources, guidelines and plans in place; testing procedures; and tracking potential and emerging crises. In a recovery phase, the HTA's crisis plan outlines the agency's primary responsibility, which includes implementing advertising, promotional efforts, and marketing programs to minimize the impact of a crisis event on the visitor industry.

Throughout the year, the HTA meets with state and county civil defense officials, federal emergency workers, hotel security officials, county emergency responders, the visitor industry, and other related private and public sector organizations to plan, prepare for and

debrief from crisis situations. The HTA also participates in training exercises and updates its crisis references and procedures regularly.

Activities in 2007 include:

- Participation in the joint Makani Pāhili (hurricane) exercise, organized by State Civil Defense and with state, county, public/private sector, and visitor industry organizations;
- Assembly of crisis response teams to communicate pertinent information to various stakeholder groups and discuss the handling of "what if" scenarios in anticipation of Hurricane Flossie affecting our islands in August;
- Acquisition of additional equipment for HTA's command center at the Hawai'i Convention Center, including a back-up phone system and satellite phones; and
- Contract with Convention TV to develop video and messaging for broadcast in Waikīkī hotel rooms.

## 7. Safety and Security

Goal: To achieve a safe Hawai'i visitor experience.  
2007 Budget: \$1,000,000

### Visitor Assistance Program

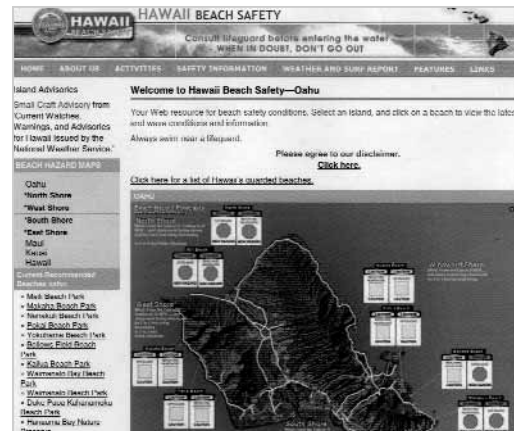
While striving to ensure visitor and resident safety is of utmost importance, it is impossible to prevent all accidents and crimes from occurring. Therefore, it is critical to address the needs of those who experience hardships while on vacation in Hawai'i. The Visitor Assistance Program (VAP) assists individuals who have met with unfortunate circumstances or adversity while vacationing in Hawai'i. Examples of services provided to such visitors include financial aid, transportation services, airline ticket changes, funeral arrangements, and hotel accommodations.

In 2007, the VAP in each county - Visitor Aloha Society of Hawai'i (VASH) on O'ahu; VASH West Hawai'i and East Hawai'i on Hawai'i Island; Maui Visitors Bureau; and the Visitor Aloha Society of Kaua'i (VASK) – received funding support from the HTA and Hawai'i's visitor industry, which also provided in-kind contributions.

### Prevention, Deterrence and Support Efforts

In this area, the HTA undertook the following efforts:

- Initiated a Crisis and Trauma Peer Support Program for VAP agents that provides trained volunteers to assist in the field with trauma and crisis situations; and a



### Hawai'i Lifeguard Associations' safety Web site

- peer support network for VAP agents and volunteers;
- Continued its support for a security camera pilot program at the Pali Lookout and 'Ehukai Beach Park on O'ahu. Partners included Sensormatic Hawai'i, Honolulu Police Department, City & County of Honolulu's Department of Parks and Recreation, DLNR's State Parks Division, and Akal Security; and
- Provided financial assistance to the Hawai'i Lifeguard Association for the development and implementation of [www.hawaiiibeachsafety.org](http://www.hawaiiibeachsafety.org), a Web site with accurate and up-to-date information enabling visitors and residents to make informed decisions about which beaches and activities are appropriate for their interests and abilities.

### Safety and Security Assessment and Recommendations

In April 2007, the HTA contracted with Tourism & More (T&M) to conduct an assessment relating to visitor safety and security in Hawai'i, and to make recommendations regarding priority areas for the HTA. While the HTA is not identified as the lead agency for the safety and security initiative in the State TSP, the HTA will use the recommendations as a basis for the development of agency programs.

### Visitor Assistance Program

Through June 2007, the visitor assistance program (VAP) volunteers assisted nearly 3,000 people in 816 cases on O'ahu, Kaua'i, Maui, and Hawai'i Island that involved visitors to Hawai'i who were victims of crime or who experienced unexpected hardships. VAP is funded by the HTA with additional support provided by the visitor industry. For more information or to find out how you can volunteer, please contact a VAP on your island:

**Visitor Aloha Society of Hawai'i (O'ahu)**  
Ph: (808) 926-8274

**Visitor Aloha Society of Kaua'i**  
Ph: (808) 482-0111 or (808) 634-8302

**Maui Visitors Bureau (Maui County)**  
Ph: (808) 244-3530

**Visitor Aloha Society of West Hawai'i (Hawai'i Island)**  
Ph: (808) 756-0392 or (808) 756-0785

**Visitor Aloha Society of East Hawai'i (Hawai'i Island)**  
Ph: (808) 756-1472 or (808) 935-3130

## 8. Tourism Product Development

Goal: To provide a diverse and quality tourism product unique to Hawai'i that enhances the Hawai'i visitor experience and enriches residents' quality of life.

2007 Budget: \$4,950,000

The tourism product consists of all elements – physical, experiential and emotional that contribute to a destination's experience. The HTA's primary efforts in this initiative are centered on the experiential aspects of the tourism product. Specifically, the HTA's efforts for the year are listed below:

### Product Enrichment Program (PEP)

The County PEP (CPEP) involves partnerships between the HTA and each of the four counties to support tourism activities in the niche areas of agritourism, cultural tourism, ecotourism, health and wellness tourism, edutourism, and technotourism. In 2007, each county was allocated \$500,000. More than 100 projects received support from the CPEP. An additional five projects totaling \$200,000 were supported under the Statewide PEP (SPEP) that covers multi-county activities (a complete listing of all projects is available on the HTA Web site).

### Major Festivals Program

The strategy of the Major Festivals Program is to support events that portray the diversity and culture of Hawai'i and draw significant attendance to the State. Festivals that receive support under this program also market and promote their activities locally and outside of the state.



East Maui Taro Festival



Pineapple Festival (O'ahu)



'Imiloa Astronomy Center  
(Hawai'i Island)



Honolulu Festival (O'ahu)

## M a j o r

For 2007, the HTA supported eight major festivals:

- **Diamond Head Crater Festival –** Earth, Wind and Fire erupted from inside the Diamond Head Crater on May 19. The 2007 Diamond Head Crater Celebration marked the second public performance inside the historic landmark in almost three decades.
- **Hawai'i International Film Festival -** Established in 1981, the Hawai'i International Film Festival (HIFF) is dedicated to the advancement of understanding and cultural exchange among individuals from Asia, the Pacific and North America, through the medium of film. The statewide event has over 12 screening sites and attracts nearly 65,000 visitors and residents.



Diamond Head Crater Festival (O'ahu)



Kōloa Plantation Days (Kaua'i)



Hawai'i International Film Festival (O'ahu)



Maui Film Festival at Wailea

# Festivals Program

- **Honolulu Festival** - The Honolulu Festival is one of Hawai'i's premier cultural events, promoting understanding, economic cooperation and ethnic harmony between the people of Hawai'i and the Asia-Pacific region. The festival provides a unique opportunity for residents and visitors to experience the cultural practices and traditional art forms of Japan and other Pacific Rim countries.
- **Kōloa Plantation Days Festival - 2007** marked the 23rd year for Kōloa Plantation Days, a celebration of Hawai'i's sugar industry and heritage. Hawaiian games, historic videos, guided walks, cooking demonstrations, and historic displays throughout Kōloa are a few of the entertaining and enlightening opportunities to get families involved in Kōloa's heritage.

- **Kona Coffee Cultural Festival** - The Kona Coffee Cultural Festival celebrated its 37th year promoting Kona coffee and the multi-cultural heritage of its Kona coffee pioneers. The festival's 50 events included contests, tastings, ethnic foods, parades, a scholarship pageant, farm tours, art exhibits, and an outdoor concert.



- **Maui Film Festival at Wailea** - The Maui Film Festival is a unique, annual event where visitors can watch films under the clear skies at the SandDance Theater on Wailea Beach. The Maui Film Festival also incorporates other events, such as dancing, food, wine and chocolate tasting.

- **Maui Writers' Conference** – The Maui Writers' Conference is a motivational and instructional event featuring an impressive list of best selling writers and screenwriters.

- **Pan Pacific/Matsuri in Hawai'i Festival** – The 27th Annual Pan-Pacific/Matsuri in Hawai'i festival included a street party in Waikīkī, an exciting parade down Kalākaua, a hula competition, and a half marathon. The three-day festival celebrates the relationships shared between Hawai'i, Japan and other Pacific Rim countries.



## Technical Assistance and Capacity Building

In May 2007, the HTA sponsored its third Hawai'i Festivals and Events Seminar. The seminar, conducted on the islands of O'ahu, Maui, Kaua'i, and Hawai'i, attracted 300 plus attendees who participated in various professional development opportunities. The seminar also assisted organizations by explaining ways to forge partnerships and alliances between the travel industry, government and the media to fully optimize their festivals or events.

Key speakers included the Tourism Authority of Thailand's Deputy Governor Suraphon Svetasreni; Canada's National Capital Commission's Vice President Guy LaFlamme; Penny Reeh, owner of Indigo Resource Group, a national expert on festivals and event planning; Steve Schmader, president and CEO of the International Festivals and Events Association; plus local panelists on media, operations, branding, and development.

## Post-Arrival Promotional Campaign

In January 2007, the Post-Arrival Promotional Campaign was launched to support island festivals and events that receive funding from the HTA. The campaign sought to inform and educate post-arrival visitors, as well as residents, of the many quality festivals and events in Hawai'i.

A logo and two chops (variations of a stamp or seal) were designed, building on Hawai'i's leisure marketing message of "diversity and aloha," and the festivals' four core brand values, "'ohana, discovery, celebration, and energy." The Festivals of Hawai'i campaign included print,



television, radio, and internet media, as well as a personal promotional effort targeted at hotel concierges throughout the state.

This cohesive approach positions Hawai'i's festivals as a unique and recognizable brand, helping to attract more visitors to the festivals; enhancing Hawai'i's travel product by creating a consistent and sustainable image for the festival and event dimension; contributing to post-arrival visitor satisfaction; and helping to enhance the image of Hawai'i as a destination. The campaign also benefits the organizations and communities who support these events by adding another element to their marketing efforts to help increase attendance and build upon their reputations as desired activities, supporting long-term sustainability for Hawai'i's festivals and the economic well-being of tourism in Hawai'i.

In September, the HTA was honored with eight awards from the International Festivals & Events Association (IFEA) for the *Festivals of Hawai'i Post-Arrival Promotional Campaign*. The IFEA's mission is to inspire and enable those in the industry to realize their dreams, build community and sustain success through celebration.

## Other Product Development

For 2007, funding support was provided to other product development initiatives not covered under the PEP or Major Festivals Program, as listed below:

- Friends of 'Iolani Palace promotional program;
- University of Hawai'i, Kapi'olani Community College, Culinary Institute of the Pacific at Diamond Head design and planning efforts;
- Waikiki Revitalization Program, including torch lighting and hula performances; and
- Product revitalization support for the counties of Hawai'i, Kaua'i and Maui.



Friends of 'Iolani Palace



## 9. Workforce Development

Goal: To ensure a sufficient and highly qualified workforce that is provided with meaningful careers and advancement opportunities.

2007 Budget: \$500,000

The HTA's efforts in this initiative are listed below:

### Academy of Hospitality and Tourism

The basic tenet of the Academy of Hospitality and Tourism (AOHT) is to provide high school students with the requisite skills and knowledge for a successful career in one of the world's largest service industries through curriculum that provides an in-depth look at all aspects of tourism and hospitality. Currently this program serves six high schools on O'ahu, Kaua'i, and Maui and receives significant support from Hawai'i's visitor industry. HTA's partnership supported the following:

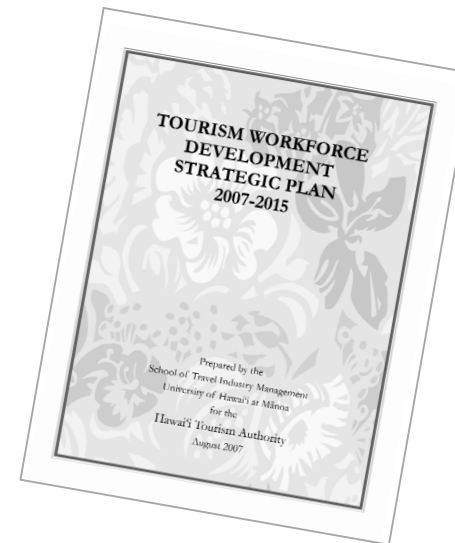
- Overall AOHT program;
- Annual AOHT workshop;
- Attendance of AOHT students and advisors at the Hawai'i Tourism Conference;
- Annual AOHT student conference and career fair day; and
- Statewide coordinator for the AOHT program.



AOHT internship program on Kaua'i

### Other Efforts included:

- 'Aha Pūnana Leo (APL) Program – The HTA, in partnership with APL, is developing a workforce development program modeled after the AOHT program for Hawaiian immersion high school students. This program will address the goals and objectives of both the State TSP Workforce Development and Hawaiian Culture initiatives; and
- The "Workforce Development Strategic Plan 2007-2015," developed in partnership with the University of Hawai'i at Mānoa, School of Travel Industry Management, was completed. From this plan, a suggested HTA-specific action plan for the initiative will be developed.



# Hawai'i Convention Center

The Hawai'i Convention Center (HCC), marketed and managed by SMG Hawai'i, continues to draw new dollars into the economy and increase tax revenues for the state through the bookings of large offshore conventions. In addition to the economic benefit, HCC continues to provide benefits for the local community, serving as a venue for consumer shows, concerts, and civic and educational programs throughout the year.

### HCC Major Highlights for 2007:

- Focused efforts on globalizing programs and utilizing technology as value-added services for meeting planners and associations;
- Established an international sales and marketing team with presence in Japan, China and Korea;
- Expanded market reach for the attendance-building program into Japan, Korea, China, and Australia;
- Concentrated on Web-based marketing resources, most notably the new microsites that were developed to enhance the international attendance-building program;
- Recipient of Facilities Magazine's "Prime Site" award for the ninth consecutive year (1999-2007);
- Received Editor's Choice award from Facilitiesonline.com, the premier source for professional planners of conventions, meetings, entertainment, and special events;



IEEE delegates at HCC

- Awarded Scenic Hawai'i's Betty Crocker Landscape Award in the Professional Gardens Award of Excellence category for the Rooftop Terrace Garden; and
- Recognized by the City & County of Honolulu with a Certificate of Merit in honor and appreciation for its participation in the Tour de Trash recycling program.

### Community Relations:

HCC employees reach out to the community through participation in the Annual Visitor Industry Charity Walk, Tour de Trash, River of Life Mission's Thanksgiving Outreach, the American Cancer Society's "Relay for Life," and donations to Harbor House.

## Hawai'i Convention Center Top 5 Events of 2007

### IEEE Microwave Theory & Technology Society International Microwave Symposium 2007

Delegates:	10,000
Room nights:	80,400
Tax revenue:	\$4.6 million

### Chartered Property and Casualty Underwriters Society

Annual Meeting & Seminars	
Delegates:	7,500
Room nights:	60,300
Tax revenue:	\$3.43 million

### Toyota Motor Sales, U.S.A., Inc.

Delegates:	7,500
Room nights:	52,260
Tax revenue:	\$2.98 million

### National Medical Association

2007 Annual Convention & Scientific Assembly	
Delegates:	5,500
Room nights:	44,220
Tax revenue:	\$2.5 million

### American Society for Bone & Mineral Research

Delegates:	5,100
Room nights:	41,004
Tax revenue:	\$2.34 million

# Hawai'i's Visitor Industry

The overall health of the visitor industry is measured by four high-level performance indicators that are noted in the State TSP:

- Visitor expenditures;
- Visitor satisfaction;
- Resident sentiments; and
- Tax receipts.

It is important to point out that in the past, the measurement of a healthy and successful visitor industry was based on the number of visitor arrivals to Hawai'i. However, with the development of the State TSP and its stated vision, the measurement of a successful and sustainable visitor industry has shifted away from counting visitor arrivals. The new measures of success are based on economic growth and benefits, satisfied visitors and most importantly, satisfied residents. All of these elements are essential to the long-term health and sustainability of tourism in Hawai'i.

## Visitor Industry Performance

The industry's projected performance for 2007, as compared to last year's (2006) performance in terms of visitor expenditures, visitor days and visitor arrivals, are listed by Major Market Areas, business supplement and cruise ship passengers in Table I.

**Table I: 2006 and 2007 Performance by MMA**

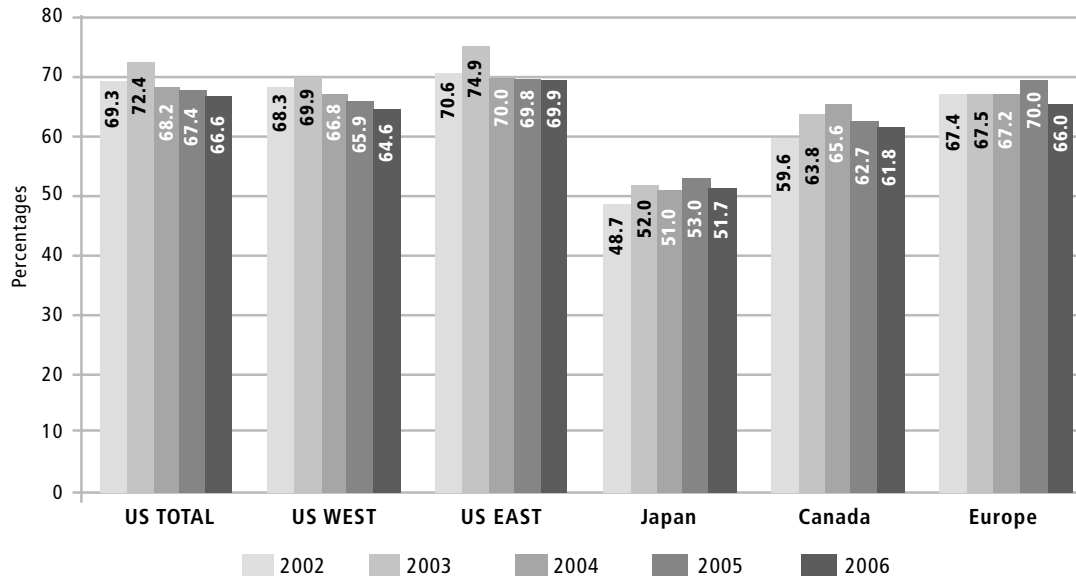
	Visitor Expenditures		Visitor Days		Visitor Arrivals	
	2007* Projections (\$billion)	2006 Actuals (\$billion)	2007* Projections (million)	2006 Actuals (million)	2007* Projections (million)	2006 Actuals (million)
US West	4.9433	4.7100	30.380	30.087	3.253	3.192
US East	3.6593	3.5979	19.424	19.859	1.909	1.933
Japan	2.0397	2.0369	7.361	7.644	1.325	1.363
Canada	0.5184	0.4935	3.487	3.451	0.279	0.273
Others	1.2891	1.2991	7.097	7.437	0.675	0.700
Business supplement	0.1873	0.1855	na	na	na	na
Visitors by cruise ships	0.0599	0.0582	0.739	0.739	0.100	0.100
Total	12.6970	12.3810	68.488	69.216	7.540	7.561

\* 2007 projections are based on DBEDT statistics using actual information from January – September 2007 and projections for the months of October, November and December 2007.

Source: State of Hawai'i, Department of Business, Economic Development & Tourism

## Visitor Satisfaction

**Table 2:**  
**Overall Visitor Satisfaction Percentages by select MMAs:**  
**U.S. Total, U.S. East, U.S. West, Japan, Canada, and Europe for 2002 - 2006**



Source: State of Hawai'i, Department of Business, Economic Development and Tourism

## Resident Sentiment Survey

Another measurement of the State TSP is resident sentiments. An important question on the survey is listed below:

Do you agree or disagree: "Overall, tourism has brought more benefits than problems to this island."

- Survey conducted in 2006 74 percent agree
- Survey conducted in 2005 71 percent agree
- Survey conducted in 2002 77 percent agree

Source: Market Trends Pacific, Inc., and John M. Knox & Associates

## Top 10 Visited Attractions in 2006

1. Hawai'i Volcanoes National Park, Hawai'i	1,612,246
2. U.S.S. Arizona Memorial, O'ahu	1,542,757
3. Haleakalā National Park, Maui	1,426,068
4. Polynesian Cultural Center, O'ahu	736,829
5. Diamond Head State Monument, O'ahu	566,202
6. 'Īao Valley State Monument, Maui	549,420
7. Honolulu Zoo, O'ahu	525,953
8. Pu'uuhonua O Hōnaunau NHP, Hawai'i	485,145
9. Aquarium Maui/ Maui Ocean Center	462,843
10. Kīlauea Point National Wildlife Refuge	432,000

Source: State of Hawai'i, Department of Business, Economic Development and Tourism

# Hawai'i's Visitor Industry

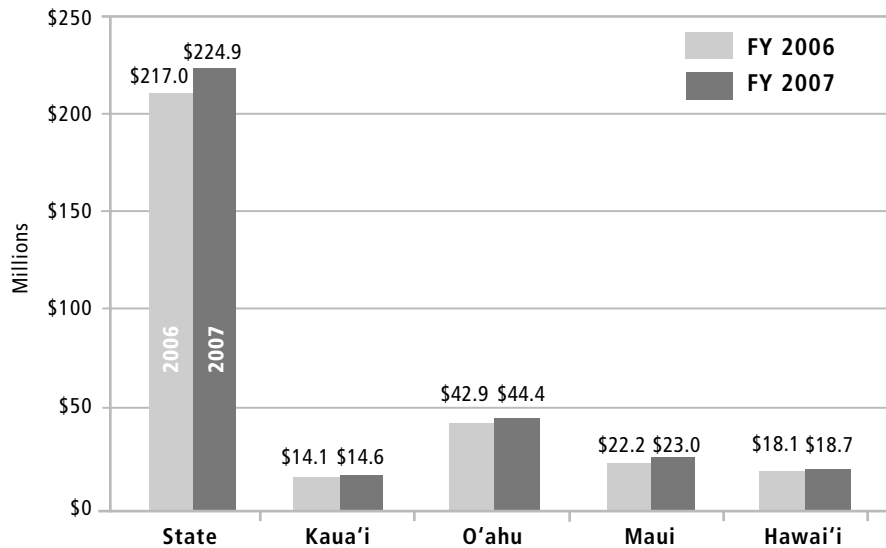
## Transient Accommodations Tax (TAT) Collections

Another measurement of the industry's performance is the amount of TAT collections 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 also, to 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 contributing to an improved quality of life for all.

As of July 1, 2007, the TAT revenues collected for the state are distributed as follows:

- 17.3 percent is deposited into the convention center enterprise special fund;
- 34.2 percent is deposited into the tourism special fund (HTA's fund);
- 3.7 percent is deposited into the general fund; and
- 44.8 percent is distributed to the counties (14.5 percent to Kaua'i, 18.6 percent to Hawai'i, 22.8 percent to Maui, and 44.1 percent to Honolulu).

**Table 3:  
Comparison of TAT collections for the state  
and to each county for FY 06 and FY 07**



Source: State of Hawai'i Department of Taxation

## Economic Contributions of Hawai'i's Visitor Industry in 2006

- Hawai'i's visitor industry produced \$13.1 billion or 22.4 percent of gross state product;
- Hawai'i's visitor industry accounted for approximately 219,900 jobs or 25.7 percent of total employment for the state; and
- Hawai'i's visitor industry contributed \$1.37 billion tax dollars to the state and county government or 24.8 percent of total state and county tax revenue.

Source: State of Hawai'i, Department of Business, Economic Development & Tourism

# HTA Fiscal Year (FY) 2007 Actuals

## Hawai'i Tourism Authority Fiscal Year 2007 Actuals (\$000)

### REVENUES

Tourism Special Fund	\$73,328
Investment Pool Interest/Miscellaneous Receipts	1,095

### TOTAL REVENUES

**\$74,423**

### APPROPRIATIONS

FY 2006	\$70,700
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### TOTAL APPROPRIATIONS

**\$70,700**

### HTA EXPENDITURES

Administrative Costs	2,642
Sports & Festival Events (Includes Pro Bowl/PGA)	8,609
Community & Special Events	6,206
Product Development	5,484

### MAJOR MARKETING

Leisure Marketing	37,509
Meetings, Conventions & Incentives Costs	8,512

### TOTAL HTA EXPENDITURES

**\$68,962**





# HAWAII

TOURISM AUTHORITY

Hawai'i Convention Center  
1801 Kalākaua Avenue  
Honolulu, Hawai'i 96815  
(808) 973-2255  
[www.hawaiiauthority.org](http://www.hawaiiauthority.org)