

# HAWAII TOURISM

AUTHORITY



*E Kū i ka Moku: Together We Will Succeed*



2012 ANNUAL REPORT  
to the Hawai'i State Legislature



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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 would like to present the HTA's Annual Report for calendar year 2012, *E Kū i ka Moku: Together We Will Succeed*. This report covers activities, accomplishments and challenges from January through October 2012 and reflects our activities as it relates to the HTA Strategic Plan.

Last year, we were pleased to see tourism contributing \$11.9 billion to our state's economy, or 18 percent of gross state product, and \$1.1 billion in tax revenue. Hawai'i's tourism economy continued to grow in 2012 and led us to revise our targets upward in July to reach an anticipated \$13.9 billion in direct visitor expenditures and 7.89 million visitors. We continue to work towards meeting and exceeding these targets, as set in the HTA Strategic Plan.

Behind the growth are approximately 154,000 hard-working men and women of our visitor industry, which account for 18 percent of total employment for the state. They provide insight, strategy and world-class service 365 days a year. It is our people, place and culture that make Hawai'i so unique and special, and the aloha spirit that draws millions of guests back to the Hawaiian Islands every year.

As we look to the future, we will continue to work diligently to remain competitive in the global marketplace. Thanks to the 2012 Hawai'i State Legislature, we will have the opportunity to expand our efforts, with the approval of an additional \$2 million for international marketing. The funds are aiding the HTA in enhancing access and promotions in China, Korea, Japan, Oceania (Australia, New Zealand), Southeast Asia and Europe.

We were pleased to achieve numerous initiatives that highlight and help to perpetuate the Hawaiian language and culture. This year the HTA implemented the Ma'ema'e Tool Kit, created to ensure that the Hawaiian culture is highlighted and represented appropriately when marketing the Hawaiian Islands. In addition, the HTA, in partnership with Bank of Hawai'i and Office



**Mike McCartney and Ronald Williams**

of Hawaiian Affairs, developed a Hawaiian language option for ATMs, which was the first of its kind in the state. Our agency also committed to using both official languages of Hawai'i (ʻŌlelo Hawai'i and English) on our stationary and business cards. We continue to commit ourselves to our host culture which permeates throughout all of our programs.

It is also important for us to engage our youth and provide education and career opportunities so they can stay in Hawai'i, and be a part of the next generation of Hawai'i's hospitality industry. In order to help achieve this, we worked with the Department of Education on programs that provide a pathway for students who are considering careers in the industry.

As we reflect on the past year and what we have achieved, from the year-over-year monthly growth in visitor expenditures and arrivals to the increases of air seats and new routes to the Hawaiian Islands, we are grateful for the support of the state, counties, community and visitor industry in helping us achieve these goals. We will work to continue to strike a balance between the industry and our community in order to sustain our tourism economy well into the future.

Me Ka Mahalo Nui,

Ronald Williams  
HTA Board Chair

Mike McCartney  
HTA President &  
Chief Executive Officer

# Overview of the Hawai'i Tourism Authority

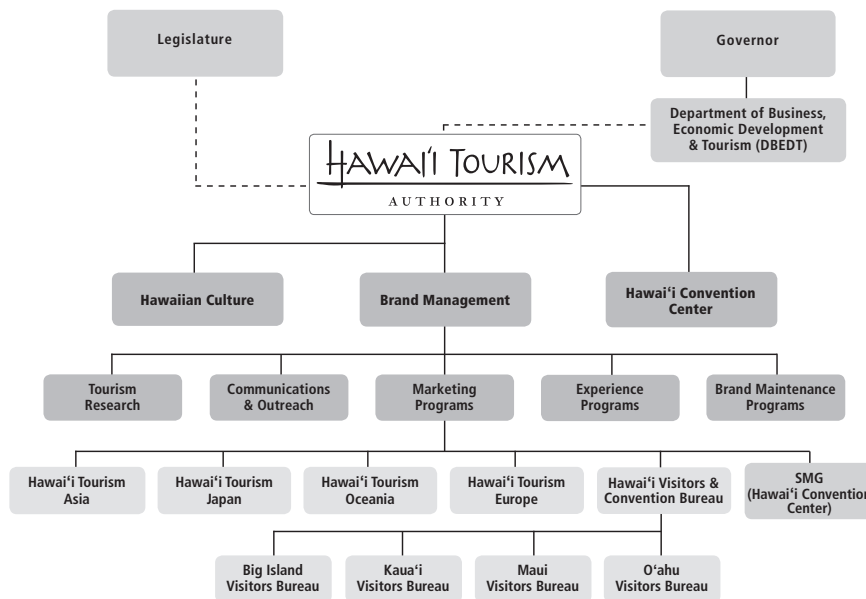
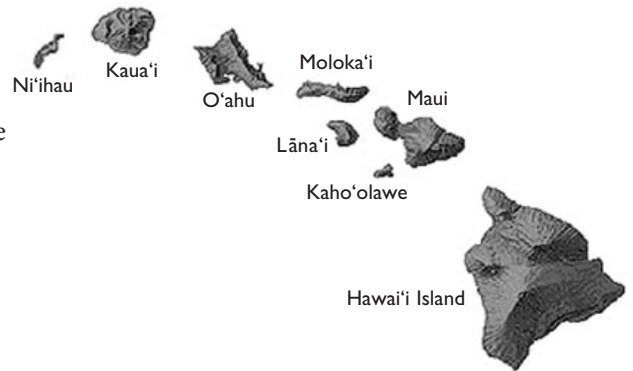
## Background

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 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); and
- Coordinating tourism-related research, planning, promotional and outreach activities with the public and private sectors.

## 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.





Board of Directors (L -R): **Michael K. Kobayashi; Aaron J. Salā; L. Richard Fried, Jr.; Patrick K. Fitzgerald; Patricia A. Ewing, Vice Chair; Ronald K. Williams, Chair; Kelvin M. Bloom; Victor T. Kimura; Craig G. Nakamura and Jack Corteway** (Not pictured): **Lorrie Stone and David Rae**

## Board of Directors (As of October 2012)

<i>Members</i>	<i>Representation</i>
<b>Ronald K. Williams, Chair</b> President & CEO Atlantis Adventures, LLC	At-large
<b>Patricia A. Ewing, Vice Chair</b> President Ewing, Ltd.	Kaua'i County
<b>Kelvin M. Bloom</b> President Aston Hotels and Resorts, LLC	At-large
<b>Jack Corteway</b> President & CEO Royal Aloha Vacation Club	At-large
<b>Patrick K. Fitzgerald</b> CEO Hualālai Investors, LLC Kona Village Investors, LLC	Hawai'i County
<b>L. Richard Fried, Jr.</b> Partner Cronin, Fried, Sekiya, Kekina & Fairbanks, Attorneys At Law	City & County of Honolulu
<b>Victor T. Kimura</b> Director of Operations Support Kyo-ya Management Company, Ltd.	At-large
<b>Michael K. Kobayashi</b> President, Polynesian Hospitality Kobayashi Travel Service, Ltd.	At-large
<b>Craig G. Nakamura</b> Partner Carlsmith Ball LLP	Maui County
<b>David Rae</b> Senior Vice President Development 'Āina Nui Corp & Kapolei Property Development	At-large
<b>Aaron J. Salā</b> Owner/CEO AJS Productions, LLC	At-large
<b>Lorrie Stone</b> Attorney At Law Lorrie Lee Stone, Attorney At Law, LLLC	At-large

## Staff

<b>Mike McCartney</b>	President and Chief Executive Officer
<b>David Uchiyama</b>	Vice President, Brand Management
<b>Doug Murdock</b>	Vice President, Administrative and Fiscal Affairs
Caroline Anderson	Tourism Brand Manager
Lynn Bautista	Contracts and Administrative Manager
Maile Carvalho	Accounting Assistant
Minh-Chau Chun	Tourism Research Manager
Jadie Goo	Tourism Brand Manager
Irene Iha	Fiscal 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
Daniel Nāho'opī'i	Director of Tourism Research
Janna Nakagawa	Administrative Assistant
Melissa Ortega	Secretary
Roann Rakta	Executive Assistant and Human Resources Officer
Angela Rodriguez	Communications and Tourism Brand Manager
Michele Shiowaki	Administrative Assistant
Michael Story	Tourism Brand and Sports Manager
Vengie Talaro	Administrative Assistant
Marc Togashi	Fiscal Manager
Kelī'iholani Wilson	Director of Hawaiian Cultural Affairs

# Hawai'i Tourism Strategic Plan: 2005-2015 and Hawai'i Tourism Authority Strategic Plan: 2012-2014

## 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;
- Nine (9) strategic initiatives that were identified as the priorities needed to achieve the vision; and
- Lead and support partners in the public and private sectors who need to work together on each initiative to achieve the overall vision.

## Hawai'i Tourism Authority Strategic Plan: 2012-2014

The goal of the HTA Strategic Plan is to optimize benefits for Hawai'i and integrate the interests of visitors, the community and the visitor industry. To achieve these goals, the HTA will:

- 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 emphasis on international markets; and
- Actualize and demonstrate HTA's transformation into a more knowledge-based and efficient state tourism agency which maximizes the return on investment of state tax collections.

## Destination Brand Management

As the state's tourism agency, one of the HTA's key strategic roles is brand management, where the HTA works to promote the Hawaiian Islands through the support of programs and events that emphasize the Hawai'i brand. 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.

Through these efforts, the HTA manages, creates and supports the development of unique tourism experiences such as community and cultural festivals, sporting events, natural resources and other

community programs. The HTA also directly affects the visitor experience through its support of career development, safety and security, and visitor assistance initiatives, all the while integrating community and resident considerations and respect for the Hawaiian host culture.

## Access

Connectivity through air access remains a critical life line to the state's tourism industry as well as Hawai'i's economy overall. The HTA has worked diligently over the past year to develop new routes to further diversify the market, while also adding frequency in some areas, which has helped to keep a competitive balance. Seat inventory has increased nine percent since 2011 to 10.1 million seats, which is just short of Hawai'i's peak year in 2006 when seat capacity was 10.3 million. It is important to

note that in 2006 a healthy portion of seat inventory was used for the three NCL ships that were servicing the Hawaiian Islands. The rebuilding of seat inventory for the state has been strategically formulated with focus on greater direct distribution to the neighbor islands. The HTA works with Ailevon, LLC air service consulting to lay out these plans and interface with the many carriers both at airline conferences and individual one-on-one meetings to cultivate opportunities.



◀ **Ford Fuchigami (third from left) at the blessing of the Governor's Lounge at the Honolulu International Airport**

businesses within surrounding areas of the airport.

Re-instilling pride in airport employees and creating a Hawaiian sense of place through workforce training, greetings programs, and airport displays, Ford has helped to enhance customer service, cleanliness and aesthetics of airports throughout the state. His efforts have not only led to elevating the airport experience, but have also helped to increase airlift, and inevitably arrivals to the Hawaiian Islands.

“Without the hard work and support of our airport employees, partners, stakeholders and lawmakers, we would not have been able to make the progress we have so far,” said Ford. “We still have a long way ahead but continue to work toward creating efficient and attractive travel experiences at our airports throughout the Hawaiian Islands.”

## Enhancing Hawai'i's Life Line

Since being appointed as the State Department of Transportation (DOT) Deputy Director of the Airports Division in 2011, **Ford Fuchigami** has applied his experience in hospitality and service to the state's 15 airports. In line with the Governor's New Day Plan and in partnership with the HTA, Ford has helped to bridge the gap between the DOT's state airports and tourism industry

stakeholders, creating cohesive collaborations and effective partnerships.

The DOT Airports Division has become a one-stop shop for negotiating and planning air service to Hawai'i. Ford and his team oversee everything from determining rates and charges, availability of gates and time slots, engineering, baggage handling, ticket counters, cleaning, economic impact and carrying capacity of hotels and

## Hawaiian Culture

Hawai'i's host 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 enhance the visitor experience and works to honor and perpetuate the Hawaiian culture.

In 2012, the HTA awarded funding to seven (7) community-based projects through its Kūkulu Ola: Living Hawaiian Culture Program; supported five (5) Hawaiian Signature Events; provided funding to the Native Hawaiian Hospitality Association (NaHAA), the lead agency in the Hawaiian culture initiative; and launched the Ma'ema'e Tool Kit, which helps to ensure that Hawai'i is being marketed in a sensitive manner.

A full listing of the projects supported by the HTA can be found on page 32.



**King Kamehameha  
Celebration, Maui**

## Perpetuating the Hawaiian Culture through Mainstream Media



Hawai'i's rich culture and heritage is unique to the Hawaiian Islands and offers a competitive advantage over similar tropical destinations. Understanding the value and significance of this asset, the HTA has continued to commit its efforts to celebrating and perpetuating the Hawaiian culture through its Kūkulu Ola: Living Hawaiian Culture Program.

Through this initiative, the HTA partnered with **Amy Kalili**, executive director of Makauila, Inc., a non-profit organization dedicated to perpetuating the Hawaiian culture through the creation and distribution of Hawaiian language, education and cultural multimedia ventures.

In 2012, Amy commenced production for a new mini documentary series called "Nā Loea" for 'Ōiwi TV, Hawai'i's first and only Native Hawaiian television station. "Nā Loea" will feature an array of loea, or experts, and their life experiences, cultural practices and Hawaiian perspectives as a way of preserving and promoting the Hawaiian culture through mainstream media. The series on 'Ōiwi TV is available in March 2013 on digital channel 326 and at [www.oiwitv.com](http://www.oiwitv.com).

◀ **Amy Kalili featured in the HTA-sponsored in-flight Hawaiian language video**



# Natural Resources

The HTA's Natural Resource Program was established to respect, enhance and perpetuate 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 Community-Based Natural Resources Program.

In 2012, 13 community-based projects throughout the state were supported through an RFP process. An additional \$1 million 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 the DLNR in its efforts to restore the shoreline of Waikiki Beach in the spring of 2012.

A full listing of the projects supported by the HTA can be found on page 32.

## Waikiki Beach Restoration Project supported by the HTA



Sheraton Waikiki shoreline (before)



Sheraton Waikiki shoreline (after)



## Taking A Proactive Approach to Climate Change

### Dolan Eversole presenting a climate change study to industry partners

As an island state, Hawai'i's natural resources are a precious commodity that set the Hawaiian Islands apart from other destinations. In order to monitor, sustain and nurture these natural resources, the HTA supports various projects and studies. In 2012, the HTA worked with **Dolan Eversole** at the University of Hawai'i Sea Grant College Program and its Center of Excellence for Sustainable Coastal Tourism to conduct a study on the impacts of climate change on the tourism industry.

The "Climate Change Impacts to Hawai'i's Tourism Industry and Coastal Communities: Benchmark Analysis and Outreach Study" focused on reviewing the scientific and economic impacts of climate change to Hawai'i's tourism industry, in alignment with the recently passed Act 286. Following the conclusion of the report, workshops were held throughout the state to share the study, generate discussion and identify top priorities for response and mitigation strategies.

**"Developing strategies for sustainable growth of the visitor industry are not only highly desirable but essential for the long-term sustainability of the industry."**

**Dolan Eversole**  
*University of Hawai'i  
 Sea Grant College Program*

"Hawai'i's tourism economy continues to be the economic cornerstone of the state," said Dolan. "Therefore adapting the current tourism infrastructure to the present and projected climate change, and developing strategies for sustainable growth of the visitor industry are essential."

## Safety and Security

The HTA is a support entity that helps advance the safety and security of visitors and is committed to assisting other lead 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.

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**"I went from feeling totally lost, to feeling looked after."**

Margaret, visitor from Australia assisted by VASH

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The Visitor Aloha Society of Hawai'i (VASH) has been helping visitors who encounter hardship in the Hawaiian Islands since 1997. President and executive director **Jessica Lani Rich** has been with the non-profit organization for 12 years.

More than 100 volunteers, many of whom speak different languages, help to support VASH in aiding visitors who have been a victim of a crime, been in an accident, experienced a death in the family while vacationing, or other challenges. Through the support of the HTA and other businesses and organizations that offer funding, rooms and ground transportation, VASH is able to assist approximately 2,000 visitors a year.

"When something unfortunate happens to a visitor, it creates a negative experience for their holiday and they leave Hawai'i with that feeling," said Jessica. "So we often step in and provide assistance and aid when they least expect it, and most of them are so pleased to get this help. They come to appreciate the aloha spirit and leave with better feelings about Hawai'i."

For more information on VASH, visit [www.visitoralohasocietyofhawaii.org](http://www.visitoralohasocietyofhawaii.org)

# Brand Experiences

The HTA creates, develops and supports programs and projects that deliver unique experiences, which align with our people, place and culture under its Brand Experience area. The HTA oversees the Signature Events, Product Development and Product Enrichment Programs. Signature Events align with the HTA's brand and aim to draw visitors to experience the diversity and rich culture unique to the Hawaiian Islands, have high media exposure and economic impact. The Product Development Program fosters and cultivates programs and/or projects that provide a variety of offerings for the visitor, and the HTA provides tools for businesses and community organizations to further grow and

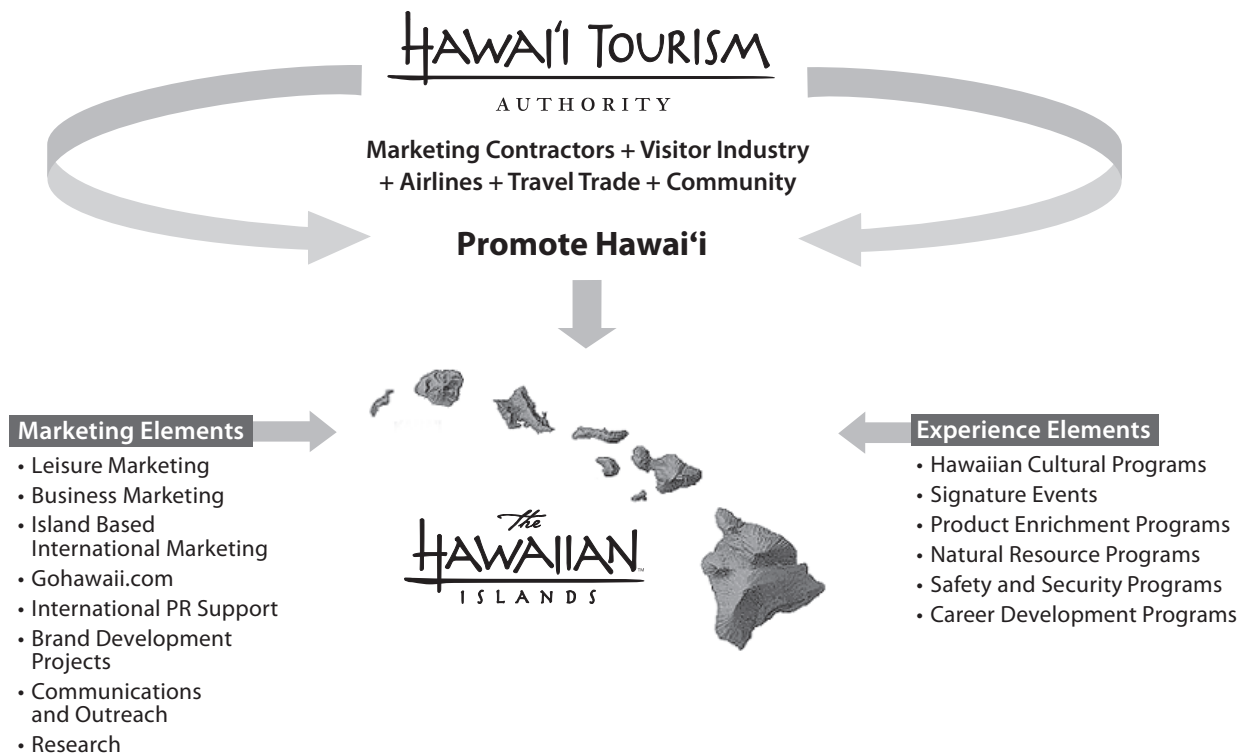
develop its tourism product. Lastly, the Product Enrichment Program is a community-initiated program that the HTA, in partnership with the counties, selects through an RFP process. Efforts under this initiative are the County Product Enrichment Program (CPEP), Kūkulu Ola: Living Hawaiian Culture Program, and the Community-Based Natural Resources Program. In 2012, the HTA provided support that benefited 24 Major Festivals and Events, 104 CPEP projects, seven (7) Kūkulu Ola projects and 13 Community-Based Natural Resources projects statewide.

A full listing of the projects supported by the HTA can be found on page 32.



**Cultural dance performance at the Honolulu Festival**

## Hawai'i Tourism Authority: Managing the Hawai'i Brand



## Festivals and Events

In an effort to draw visitors during the traditionally slower spring and fall shoulder periods, the HTA worked with the industry and stakeholders to drive interest and demand for travel to the Hawaiian Islands by creating events and promotions, such as the **Hawai'i Food and Wine Festival**, **Aloha Festivals** and **Mele Mei**. The success of these, and other marketing efforts, have helped the HTA in increasing visitor expenditures and arrivals throughout 2012.



Starr Kalahiki performs at Mele Mei

## Experiencing Hawai'i through the Culinary Arts

In 2011 Hawai'i-chefs **Alan Wong** and **Roy Yamaguchi** came together to help create the annual Hawai'i Food and Wine Festival. In its second year, the HTA-supported event attracted more than 3,500 visitors and residents to experience Hawai'i through its cuisine.

"Through the event, we created an internationally recognized culinary destination event with cooperation among all industry partners," said Roy. "Everyone supports one another, which helped make the Hawai'i Food and Wine Festival a success."

Alan and Roy wanted the event to focus on using local products, so the

produce, meats and seafood that were prepared by 62 world renowned chefs came from Hawai'i's farmers, ranchers and fishermen.

"What is really important when chefs from all over the world come to Hawai'i and cook with local products is it spotlights Hawai'i – our farmers, product, culture and cuisine," said Alan.

Proceeds from the Festival benefited five local non-profit organizations including the Hawai'i Agricultural Foundation, University of Hawai'i Culinary Institute of the Pacific, Leeward Community College Culinary Arts Program, Paepae o He'eia and Papahana Kualoa.



Sen. Donna Mercado Kim greets guests at Enter the MODERN Dragon: Morimoto & Friends festival event

For more information on the event, please visit [www.hawaiiifoodandwinefestival.com](http://www.hawaiiifoodandwinefestival.com).



**Celebrity chefs Roy Yamaguchi, Ming Tsai, Masaharu Morimoto, Alan Wong and Hiroyuki Sakai at this year's festival.**



Supporting events enhance Hawai'i's economy, image and quality of life. To optimize these benefits, the HTA developed a sports marketing program designed to increase Hawai'i's presence to a globally competitive level, diversify the visitor experience, highlight the state's unique attributes, and build a sustainable sports tourism market.

The HTA continued to work with the PGA TOUR and ESPN in bringing numerous prestigious events to the islands, and other sporting events such as the **Vintage Rugby World Cup**, **Hawaiian Islands Invitational Soccer Tournament** and **LPGA Lotte Championship**.

A full listing of the sporting events supported by the HTA can be found on page 32.



## Sports Programs

### LPGA Returns to the Hawaiian Islands

This year, Hawai'i welcomed back the LPGA for the first annual Lotte Championship. Through the hard work and efforts of **Justin George** of 141 Hawai'i, the state hosted an LPGA event following a three-year absence.

Justin has been a key player in coordinating and executing prestigious sporting events, like the Sony Open, in the Hawaiian Islands for nearly 14 years. When the LPGA pulled the tournament from the state in 2009, Justin worked with the organization, local resorts and businesses to introduce the new HTA-supported LPGA Lotte Championship.

"What was amazing about this inaugural tournament, was 97 of the top 100 female golfers from the LPGA came to play," said Justin. "It really was a testament to the draw of Hawai'i. There were three Hawai'i golfers that were in the tournament field too. With a wait of three years since the last LPGA tournament in Hawai'i, many locals were eager to see them play."

Through the many years of working on these events, Justin is still amazed at the support and dedication of the thousands who have and continue to volunteer.



**Justin George (far right) with members of First Hawaiian Bank's Official Pro-Am team at the 2011 Sony Open in Hawai'i Draw Party.**

"The volunteer support has been tremendous. We had more than 1,700 volunteers for the Sony Open and 600-700 for the Lotte Championship who committed their time, and worked hard to make these events possible," he added.

For more information on the Lotte Championship, visit [www.lottechampionship.com](http://www.lottechampionship.com).

"What was amazing about this inaugural tournament, was 97 of the top 100 female golfers from the LPGA came to play. It really was a testament to the draw of Hawai'i."

**Justin George**  
141 Hawai'i

# Career Development

To support hospitality efforts, the HTA works with lead agencies to make service learning opportunities available for Hawai'i's current and future workforce, including certification programs to enable providers to deliver quality service. The HTA also invests in cultural training programs to better prepare Hawai'i's visitor industry to be able to meet the needs of Hawai'i's increasing number of visitors from emerging and non-English speaking markets. Some of the initiatives include the Chinese, Korean and Japanese Language Culture Training program, hospitality and tourism programs at DOE high schools, Leadership Exploration and Inspiration (LEI) program for Hawai'i's youth, and training sessions for Hawai'i's teachers to better educate them on the visitor industry.



**ClimbHI Career Day at the Hawai'i Convention Center**

## Providing Hawai'i's Youth Opportunities in the Hospitality Industry

Since 2003, **Todd Nakayama** has been teaching Waipahu High School students about the importance of Hawai'i's visitor industry and ways to prepare themselves for a career in tourism through the Academy of Hospitality and Tourism (AOHT).

Through AOHT, Todd provides students with opportunities to shadow or intern with industry professionals

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**“Through the HTA’s... support I would not have been able to continue to grow this program.”**

**Todd Nakayama**  
Waipahu High School teacher

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giving them first-hand experiences in Hawai'i's hospitality industry. He estimates that approximately 90 percent of his AOHT students continue on to have careers in tourism, some of them with the businesses they interned with through AOHT.

“Even for me personally, I did an internship to provide my students with better insight into the industry,” said Todd. “I ended up staying on and continue to work at the Marriott Ko Olina Beach Club on a part-time basis. I really enjoy the work and being a part of the industry.”

Todd has been fortunate that numerous businesses have helped to support Waipahu's AOHT program year after year.

“Through the HTA's and other businesses' support I would not have been able to continue to grow this program,” he added.

**Todd Nakayama with his AOHT students at the Business Learning Center Graduation**

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# Marketing

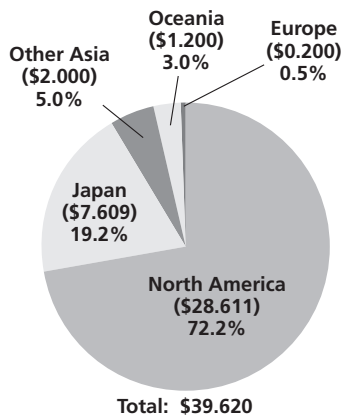
Marketing the Hawaiian Islands continued to be a priority for the HTA in 2012. Visitor spending and arrivals reached record highs throughout the year due in large part to the successful marketing efforts put forth by the HTA's global marketing partners. Targets were adjusted upward in July to reflect the strength in the major market areas (MMAs) and continued growth for Hawai'i's tourism economy.

Growth from the international MMAs has been significant in recent years.

## Leisure Marketing

The HTA contracts with five (5) marketing organizations to promote Hawai'i in each MMA: Hawai'i Visitors and Convention Bureau (HVCB), Hawai'i Tourism Japan (HTJ), Hawai'i Tourism Oceania (HTO), Hawai'i Tourism Asia (HTAsia), and Hawai'i Tourism Europe (HTE). These MMAs include U.S. East, U.S. West, Japan, Canada and other developing international markets. 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.

**Budget Allocations by MMA in 2012 (\$mil.)**



The establishment of Brand USA in 2010, a global marketing effort to promote the United States as a premier travel destination, will help to increase awareness of the Hawaiian Islands as a destination. Hawai'i is fortunate to be represented on the board of directors by local chef Roy Yamaguchi.

The efforts of Brand USA to promote the U.S. and Hawai'i internationally, are supported by an additional \$2 million in funding for the HTA allocated by the Hawai'i State Legis-



**David Uchiyama presents marketing updates at the 2012 Tourism Conference**

lature in 2012. The funds are aiding the HTA in enhancing access and promotions in China, Korea, Japan, Oceania, Southeast Asia and Europe.

## VISITOR STATISTICS

Total**	2011 Total	% Change*	2012 Target	% Change*
Arrivals	7,299,047	4.0%	7,890,278	8.1%
Expend. (\$mil.)***	\$12,070.3	10.8%	\$13,924.5	15.4%
<b>U.S. West</b>	<b>2011 Total</b>	<b>% Change*</b>	<b>2012 Target</b>	<b>% Change*</b>
Arrivals	2,994,731	2.4%	3,116,204	4.1%
Expend. (\$mil.)	\$4,142.8	5.9%	\$4,498.0	8.6%
<b>U.S. East</b>	<b>2011 Total</b>	<b>% Change*</b>	<b>2012 Target</b>	<b>% Change*</b>
Arrivals	1,642,279	2.0%	1,723,978	5.0%
Expend. (\$mil.)	\$3,108.2	8.1%	\$3,300.1	6.2%
<b>Canada</b>	<b>2011 Total</b>	<b>% Change*</b>	<b>2012 Target</b>	<b>% Change*</b>
Arrivals	477,564	17.9%	501,291	5.0%
Expend. (\$mil.)	\$906.0	21.5%	\$1,1016.4	12.2%
<b>Japan</b>	<b>2011 Total</b>	<b>% Change*</b>	<b>2012 Target</b>	<b>% Change*</b>
Arrivals	1,241,805	0.2%	1,360,645	9.6%
Expend. (\$mil.)	\$2,164.0	13.9%	\$2,488.5	15.0%
<b>Other Asia</b>	<b>2011 Total</b>	<b>% Change*</b>	<b>2012 Target</b>	<b>% Change*</b>
Arrivals	211,028	25.9%	282,019	33.6%
Expend. (\$mil.)	\$373.8	34.7%	\$605.1	61.9%
<b>Oceania</b>	<b>2011 Total</b>	<b>% Change*</b>	<b>2012 Target</b>	<b>% Change*</b>
Arrivals	209,976	30.4%	264,866	26.1%
Expend. (\$mil.)	\$499.3	52.1%	\$600.7	20.3%
<b>Europe</b>	<b>2011 Total</b>	<b>% Change*</b>	<b>2012 Target</b>	<b>% Change*</b>
Arrivals	119,825	6.3%	129,720	8.3%
Expend. (\$mil.)	\$244.0	6.8%	\$274.2	12.3%

\*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 2011 Total is \$12,254.6 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. While the U.S. economy continued to recover in 2012, demand for travel to the Hawaiian Islands from the region remained strong. The HTA continued to work with the Hawai'i Visitors & Convention Bureau (HVCB), its marketing contractor for North America, to reach aggressive targets set by the HTA.

## VISITOR STATISTICS

U.S. West	2011 Total	2012 Target	% Change*	2012 YTD**	% Change*
Arrivals	2,994,731	3,116,204	4.1%	2,631,000	5.8%
Expend. (\$mil.)	\$4,142.8	\$4,498.0	8.6%	3,783.2	11.1%
PPPD Spending	\$144.0	\$150.4	4.4%	\$150.9	5.0%
Air Seats***	5,832,742	6,106,920	4.7%	5,100,337	4.4%

U.S. East	2011 Total	2012 Target	% Change*	2012 YTD**	% Change*
Arrivals	1,642,279	1,723,978	5.0%	1,433,190	3.2%
Expend. (\$mil.)	\$3,108.2	\$3,300.1	6.2%	2,865.4	9.7%
PPPD Spending	\$180.9	\$181.7	0.4%	\$191.0	5.7%
Air Seats***	726,269	772,786	6.4%	614,577	0.0%

Canada	2011 Total	2012 Target	% Change*	2012 YTD**	% Change*
Arrivals	477,564	501,291	5.0%	387,733	4.2%
Expend. (\$mil.)	\$906.0	\$1,016.4	12.2%	\$776.0	9.3%
PPPD Spending	\$150.0	\$156.5	4.3%	\$153.7	0.6%
Air Seats***	319,051	354,946	11.3%	287,843	14.9%

\*Year-over-year growth \*\*YTD through Oct. 2012 \*\*\*Source: OAG

## Flower Show Showcases Hawai'i to the East Coast

More than 250,000 people from around the world experienced Hawai'i on the East Coast this March through the Hawai'i-themed Philadelphia International Flower Show, the world's largest flower show. A 153-member Hawai'i delegation, supported by the HTA and coordinated by the HVCB, spent more than a week at the event showcasing and sharing the many things that make the Hawaiian Islands special including beautiful flora and fauna, hula, Hawaiian music and aloha spirit. Representatives from all of the Hawai'i counties, island chapter visitors' bureaus and more than 20 local businesses were in attendance presenting the attributes of each of the Hawaiian Islands.

Leading Hawai'i's efforts in Philadelphia was **Kainoa Daines**, director of sales of the O'ahu Visitors Bureau. Kainoa was instrumental in working with event organizers to ensure that the flower show accurately and authentically portrayed Hawai'i and provided guests with a true Hawai'i experience.



**Kainoa Daines (far right) at the Philadelphia International Flower Show with Hawai'i delegation**

"Being almost 5,000 miles away from home, it was important that we created an authentic experience that aroused all of the senses, accurately portrayed Hawai'i, shared the aloha spirit and was culturally pono," said Kainoa. "I spoke to a couple who last visited the Hawaiian Islands more than 30 years ago, and the show brought back great memories and gave them a renewed interest in planning a return trip next year."

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# Japan

Japan's market growth continued into 2012 with monthly arrivals and spending exceeding the previous year. Arrivals paced ahead of target expectations with growth of air seat inventory fueling this market's growth. This growth, along with the strengthening of relationships with industry partners both in Japan and throughout the state and with the addition of a new marketing contractor representing the Hawaiian Islands as Hawai'i Tourism Japan

## VISITOR STATISTICS

Japan	2011 Total	2012 Target	% Change*	2012 YTD**	% Change*
Arrivals	1,241,805	1,360,645	9.6%	1,190,258	15.9%
Expend. (\$mil.)	\$2,164.0	\$2,488.5	15.0%	\$2,146.4	21.4%
PPPD Spending	\$289.1	\$298.9	3.4%	\$298.0	4.6%
Air Seats***	1,617,095	1,777,662	9.9%	1,536,639	14.2%

\*Year-over-year growth \*\*YTD through Oct. 2012 \*\*\*Source: OAG

(HTJ), helped to strengthen Hawai'i's positioning in the market. The increase in industry collaboration inspired by the HTJ led the Japan Association of Travel Agency's

(JATA) to enter into an MOU with Hawai'i, harnessing joint efforts to reach two million arrivals to Hawai'i from Japan in 2016.

## New Contractor Helps to Grow Japan Market

The HTA welcomed a new Japan marketing contractor in 2012. Leading the HTJ team is managing director **Eric Takahata**, a veteran of the tourism industry. With more than 20 years of experience, Eric has helped to connect, strengthen and re-integrate all industry sectors in Japan and Hawai'i.

Through successful programs such as the 2012 JATA Travel Showcase and the Japan-Hawai'i Tourism Council (JHTC) meeting, HTJ has been able to effectively implement the HTA goals of increasing Japanese visitor arrivals, spending, experiences and airlift. The HTJ's effective guidance and assistance led the HTA and JATA to sign an MOU launching the "Hawai'i Two Million Visitors Initiative," which will establish promotions to bring an annual two-million Japanese visitors in 2016.

"Our team has worked really hard this year to continue to grow the market with access expansion and promotions in secondary cities, targeting first-timers, and strengthening our partnerships," said Eric. "These efforts are helping to set the stage for our 'Hawai'i Two Million Visitors Initiative' which will benefit the state's tourism economy."

"(HTJ's) efforts are helping to set the stage for our 'Hawai'i Two Million Visitors Initiative' which will benefit the state's tourism economy."

**Eric Takahata**  
HTJ



**Eric Takahata meeting with HTJ staff Ryuta "Luke" Teramoto**

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# Other Asia

The Other Asia market, including South Korea, China and Taiwan, continued to grow significantly in 2012 with visitor arrivals and spending increasing by double digits quarter-to-quarter. The HTA continued to work with its marketing partner Hawai'i Tourism Asia (HTAsia) in marketing the Hawaiian Islands to this vast and growing region. Significant increases in air seats from major hub cities and growing demand for travel to the Hawaiian Islands were contributing factors to the growth.

## VISITOR STATISTICS

<b>Korea</b>	<b>2011 Total</b>	<b>2012 Target</b>	<b>% Change*</b>	<b>2012 YTD** %</b>	<b>Change*</b>
Arrivals	112,567	146,111	29.8%	123,421	39.6%
Expend. (\$mil.)	\$194.0	\$272.4	40.4%	\$220.0	42.0%
PPPD Spending	\$238.3	\$252.0	5.8%	\$246.6	5.7%
Air Seats***	275,890	406,612	47.4%	307,849	39.1%

<b>China</b>	<b>2011 Total</b>	<b>2012 Target</b>	<b>% Change*</b>	<b>2012 YTD** %</b>	<b>Change*</b>
Arrivals	81,738	114,170	39.7%	86,641	28.2%
Expend. (\$mil.)	\$178.2	\$304.1	70.6%	\$230.3	57.9%
PPPD Spending	\$371.7	\$396.3	6.6%	\$395.0	8.7%
Air Seats***	10,960	29,848	173.7%	24,220	322.0%

\*Year-over-year growth \*\*YTD through Oct. 2012 \*\*\*Source: OAG

## Visitors from Korea and China Continue to Grow

**Jamie Kim** is the Meetings Incentives Conventions and Exhibitions (MICE) marketing manager for Hawai'i Tourism Korea (HTK). He has been working with HTK for four years. Jamie's role in developing and implementing the Hawai'i MICE Support Program has helped HTK in increasing the number of Meetings Conventions and Incentives (MCI) visitors from Korea to the Hawaiian Islands by an estimated 90 percent by the end of 2012.

"Besides the growth in the MICE market, I am proud to say the overall number of Korean visitors to Hawai'i has more than tripled since our team started representing Hawai'i in Korea in 2004," said Jamie. "It's rewarding to see the tremendous return on our investment into the market."



**Jamie Kim at the Busan Agents MICE Seminar**



**David Sun at the National Geographic Travel Awards ceremony**

**David Sun** has been working in tourism for nearly 20 years, eight of which were with the company representing Hawai'i Tourism China (HTC). David is the travel trade marketing director for HTC and is the lead in both the Shanghai and Beijing offices. He and his team at HTC, were able to help secure the first direct service connecting Shanghai and Honolulu with China Eastern Airlines operating twice weekly. The flight has helped to increase Chinese visitor arrivals, who are also the biggest spenders, by 28.2 percent for the first 10 months of 2012 compared to 2011.

"This has been an exciting time for us," said David. "Chinese visitor arrivals have been soaring over the last 12 months after the first regularly scheduled direct flight was launched from China to Hawai'i by China Eastern Airlines. HTC and Hawai'i's visitor industry have all benefited from this explosive growth."

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# Oceania

Hawai'i continued to experience consistent and strong growth in visitor arrivals from both Australia and New Zealand in 2012. Favorable currency exchange rates, additional direct air service and the marketing efforts of the HTA's marketing partner, Hawai'i Tourism Oceania (HTO), were significant in maintaining double-digit growth from last year in this region.

## VISITOR STATISTICS

Oceania	2011 Total	2012 Target	% Change*	2012 YTD**	% Change*
Arrivals	209,976	264,866	26.1%	227,140	31.8%
Expend. (\$mil.)	\$499.3	\$600.7	20.3%	\$498.0	21.8%
PPPD Spending	\$238.6	\$231.5	-0.3%	\$234.4	-2.1%
Air Seats***	216,041	262,707	21.6%	229,137	30.5%

\*Year-over-year growth \*\*YTD through Oct. 2012 \*\*\*Source: OAG

## New Routes and Events Help to Grow Oceania Market

Helen Williams, manager for HTO's office in Australia, has been working in the travel and tourism industry for more than 25 years. She has led the Australia team for nine years in successfully marketing the Hawaiian Islands and increasing visitor arrivals from the region year-over-year. In 2012, HTO had the opportunity to capitalize on interest of the Hawaiian Islands as a destination through new direct flights from both Brisbane and Melbourne that began in the fall. These flights open opportunities to further Australia's visitor market share in Hawai'i.

**"We want to build sustainable tourism to Hawai'i from Australia, and these new routes will help us to achieve that."**

**Helen Williams**  
HTO - Australia

"My kuleana is to be the best I can be everyday and lead my team to do the same," said Helen. "We want to build sustainable tourism to Hawai'i from Australia, and these new routes will help us to achieve that."

In New Zealand, HTO is led by Darragh Walshe who has been working in the industry for 25 years. This year, Darragh helped to bring the Vintage Rugby Tournament to the Hawaiian Islands, which drew nearly 1,000 rugby enthusiasts. In 2013, the HTA will also look to welcome participants and fans from across the globe for professional and amateur rugby events.

"Rugby is a hugely popular sport worldwide, so these events will draw visitors from around the world to experience the Hawaiian Islands," said Darragh. "The aloha spirit has created a permanent impression in our company ethos and culture, and we want to share that with New Zealanders."

### OCEANIA Contact Information

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◀ (L to R) Darragh Walshe and Helen Williams at the 2012 Hawai'i Tourism Conference

# Europe

In 2012, while the European economy remained unstable, European visitor arrivals to Hawai'i continued to grow over the previous year. 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 training, sales calls, fulfillment of requests from consumers, travel trade and media, and a sales and media mission (Aloha Up N Over).

## VISITOR STATISTICS

Europe	2011 Total	2012 Target	% Change*	2012 YTD**	% Change*
Arrivals	119,825	129,720	8.3%	115,845	12.0%
Expend. (\$mil.)	\$244.0	\$274.2	12.3%	\$243.4	17.3%
PPPD Spending	\$160.0	\$165.8	3.7%	\$164.1	2.6%

\*Year-over-year growth \*\*YTD through Oct. 2012

Additional funds were also invested in the market with German and U.K. tour operators for marketing co-operatives.

## European Market Continues to Grow Steadily

**C**hristine Klein, of AVIAREPS Tourism, leads the Hawai'i Tourism Europe team in marketing the Hawaiian Islands to the region, focusing on Germany and the U.K. Through her leadership, there has been consistent growth in arrivals and expenditures year-over-year, and their average length of stay is one of the longest of all of the major market areas.

“For the past eight years, we have worked to increase exposure of the Hawaiian Islands through tour operators and wholesalers,” said Christine. “And we are proud that the representation we offer the HTA in Europe has brought growth in arrivals and expenditures contributing to Hawai'i's economy.”

This year, Christine led her team in numerous marketing efforts that focused on promoting the Hawaiian Islands through billboard campaigns, online promotions and advertising, reaching millions of consumers and thousands of travel agencies throughout Germany and the U.K.



Christine Klein (left) joins HTA and other industry partners at International Pow Wow

**“We are proud that the representation we offer the HTA in Europe has brought growth in arrivals and expenditures...”**

**Christine Klein**  
HTE

### EUROPE Contact Information

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## Communications & Outreach

The HTA conducts communications and community outreach activities to keep stakeholders and key constituencies 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 to keep the public aware and informed of ongoing 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.



Daughters of Hawai'i, one of the 2012 HTA Tourism Legacy Awards recipients



Mike McCartney being interviewed at the Hawai'i Convention Center



David Uchiyama being interviewed by Howard Dicus

## The Gathering Place for Industry Professionals

Over the past eight years, the **Hawai'i Tourism Conference** has become the premier annual tourism industry meeting in the state. Every year, the conference attracts approximately 600 industry professionals, media and community leaders from Hawai'i and around the world. The event features local and national visitor industry, business and cultural expert panels and presentations on tourism issues and trends, networking opportunities, and the HTA Tourism Legacy

Awards. The 2012 HTA Tourism Legacy Award winners were the Daughters of Hawai'i and the Friends of 'Iolani Palace.

In 2012, the conference theme, *E Kū i ka Moku: Together We Will Succeed*, focused on building upon the momentum of Hawai'i's tourism market recovery. Topics included updates and trends on airlines, hotels, the cruise industry, festivals and events best practices, social media and Hawaiian culture. One of the

conference highlights included the 2013 tourism marketing plan presentations by the HTA and its global marketing partners, which shared the latest market trends, outlooks, new initiatives and opportunities for the next year.

For more information on the Hawai'i Tourism Conference, visit: <http://www.hawaii-tourism-authority.org/about-hta/hta-events/hawaii-tourism-conference/>.

## Hawai'i Convention Center

In 2012, the world-class HCC generated more than \$290 million in direct delegate spending statewide and more than \$28 million in statewide tax revenue. The HCC will realize 356,515 hotel room nights as a result of off-shore groups meetings at the HCC. As of October 2012, the sales team booked nearly, 358,934\* definite room nights for all future years.

\*Forecast as of 10/10/12. The LOS (length of stay) is based on the: U.S. delegate staying at 8.04 nights (O'ahu) and 9.21 nights (statewide); Asia Pacific delegate staying at 3 nights. Room nights for other types of bookings (such as local events with room nights) with offshore attendees are based on information provided by the client and noted with an asterisk (\*) when applicable.

### Top Events of 2012

#### American Farm Bureau

January 5-11, 2012  
4,500 attendees  
53,064 room nights  
\$31,163,797 visitor spending

#### Association of Legal Administrators

April 20-26, 2012  
2,800 attendees  
22,512 room nights  
\$13,221,005 visitor spending

#### American Association of Orthodontists

May 1-9, 2012  
18,000 attendees  
144,720 room nights  
\$84,992,174 visitor spending

#### American Pain Society

May 14-20, 2012  
1,500 attendees  
12,060 room nights  
\$7,082,681 visitor spending

#### Electrochemical Society

October 7-12, 2012  
3,000 attendees  
24,120 room nights  
\$14,165,362 visitor spending

# Business

SMG Hawai'i and the HVCB's Meetings, Conventions and Incentives (MCI) departments are tasked with generating new business opportunities for Hawai'i's meetings industry statewide and promoting the Hawaiian Islands as a world-class destination for hosting meetings, conventions and incentive programs.

The HTA took a new approach in the efforts to promote the MCI market for the state in 2012. By having the HTA, the HVCB's MCI department and the Hawai'i Convention Center (HCC), through SMG Hawai'i, work closely together under a common and shared set of goals, they are collectively able to produce more robust group sales and marketing efforts.



American Academy of Neurology Annual Meeting at the Hawai'i Convention Center

# Marketing



2012 Hawai'i Tourism Conference at the Hawai'i Convention Center

Under a new marketing brand known as “Meet Hawai’i” the HTA has led the integration and improvement in many sales and marketing areas. These include targeted research, a single database, centralized approach to marketing and a new MCI website. The HTA has also implemented a comprehensive sales performance plan in conjunction with the HVCB and the HCC. Each international marketing contractor is also responsible for marketing the MCI sector to their respective regions.

These efforts will integrate and maximize resources and talents to a single sales and marketing team which is focused on creating the highest impact in group bookings and activity for the state.



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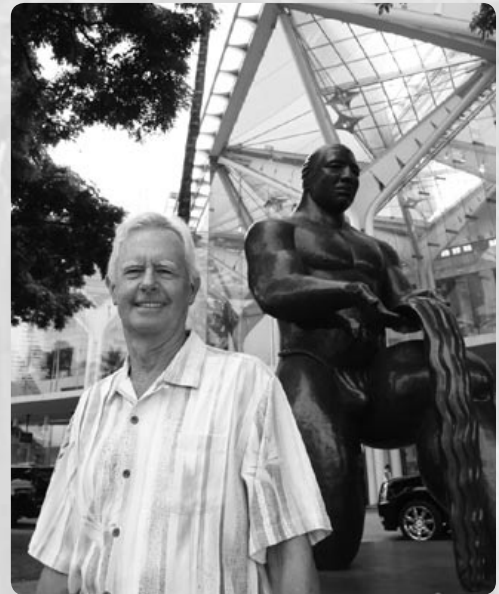
### SMG Hawai'i

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## Bringing Together Business and Aloha for 12 Years

The HCC will say aloha and mahalo to Joe Davis who will retire at the beginning of 2013. Joe, the general manager of the HCC, has been in the facilities management and meetings and conventions market for nearly 25 years, 12 of which were serving the HCC.

“Working with the HCC for these past 12 years has been such an honor and pleasure,” said Joe. “It has been rewarding to see the HCC be recognized as an award-winning, first-class facility, and see how Hawai’i’s image has also changed beyond a leisure destination into a place to conduct business too.”



Joe Davis

During his tenure, the HCC hosted major groups such as the American Dental Association, American Association of Orthodontists and Asian Development Bank. He also played a key role in ensuring the success of the Asia-Pacific Economic Cooperation (APEC) Leaders' Week in Hawai'i.

# Tourism Research & Publications

## Tourism Research

The 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 the most important industry in our state. Some highlights for 2012 were: a project with Data.Hawaii.gov to increase the availability of tourism data through an open data platform; the increased use of dashboards and other data visualization tools to report key performance indicators to the HTA Board; the quarterly distribution of Major Market Area Profiles; and the assessment of the state Tourism Strategic Plan (TSP) and the preparation for updating the state TSP through 2020.



Daniel Nāho'opi'i presenting at an HTA Board Meeting

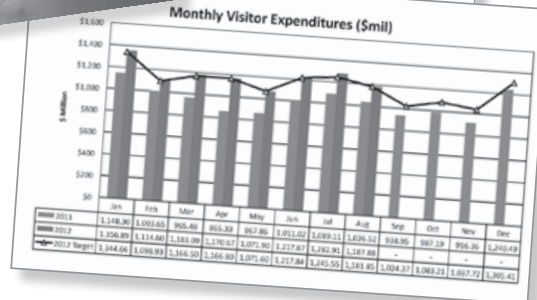
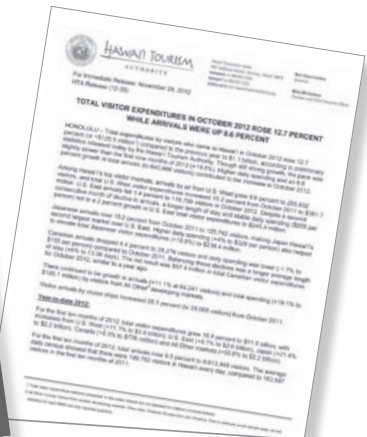
## Ongoing Programs

- Visitor Characteristics and Expenditure 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 Monitoring
- Evaluation and Performance Measures

## HTA Research Publications

Available online at [www.hawaiiitourismauthority.org/research](http://www.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)	Quarterly
MMA Profiles and Fact Sheets	Quarterly
Visitor Satisfaction and Activities Report	Quarterly (brief monitoring report) & Annual (full report), third quarter of calendar year
Marketing Effectiveness Report	Bi-Annually
Annual Visitor Research Report	Annually, July





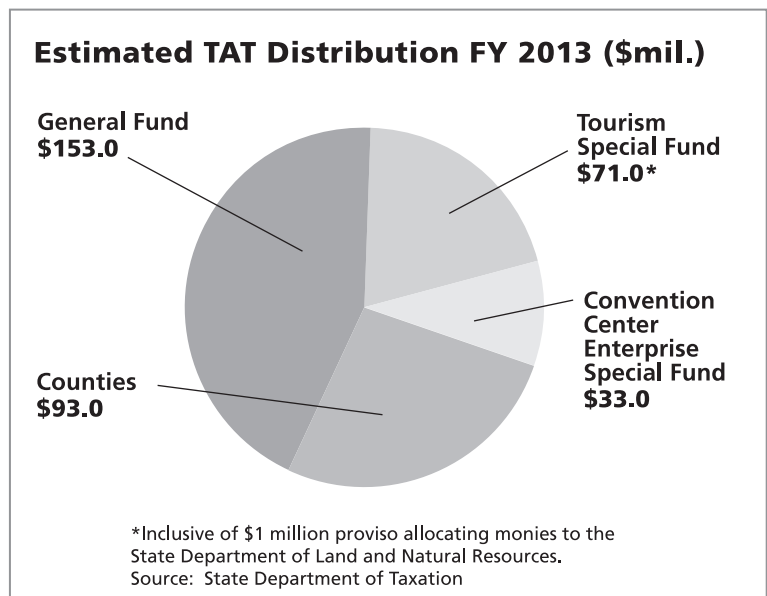
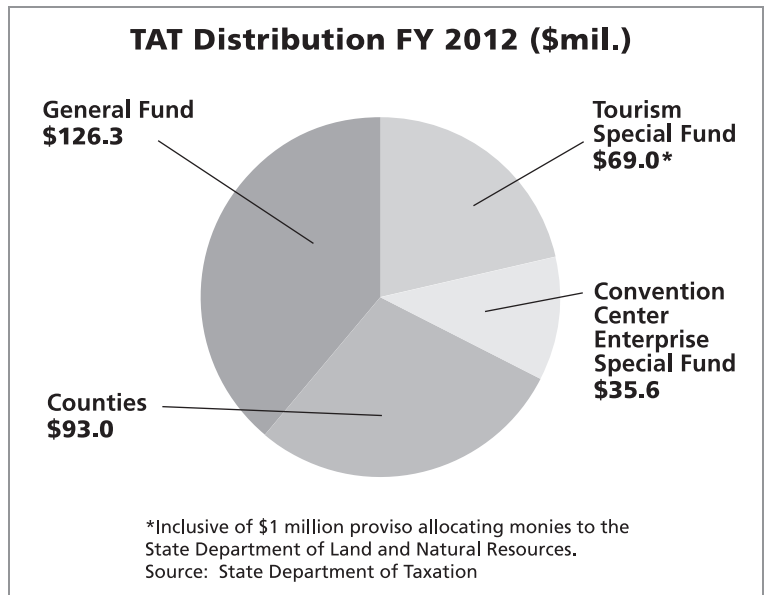
# TAT Distribution

## 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 2012, the state collected a total of \$323.9 million in TAT, which was a 13.8 percent increase from FY 2011 when the total collection was \$284.5 million.

In 2009, the Legislature passed Act 61, SLH 2009, which increased the TAT by 1% for the period of July 1, 2009 to June 30, 2010; and 2% for the period of July 1, 2010 to June 30, 2015. The revenues collected by the additional tax increase are to be deposited into the general fund, except for 12.5% that was deposited into the **Tourism Special Fund for FY 2010-2011**.

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. Despite the cap implemented on TAT revenue to be deposited into the HTA's fund, the HTA remains optimistic and committed to maintaining the vitality of Hawai'i's tourism economy.



# Energizing Visitors and Residents on O‘ahu

Home of the state capitol, the nation’s only royal palace, iconic Diamond Head and world-famous Waikiki Beach, O‘ahu is “The Heart of Hawai‘i.” O‘ahu offers residents and visitors opportunities to indulge in vibrant nightlife, culinary delights, contemporary entertainment and world-class shows and events, or slow down and escape to quiet pockets of natural beauty throughout the island. As part of its branding initiative, the HTA worked with the HVCB to differentiate and brand O‘ahu’s “Town and Country” experiences as *energizing* for travelers that engage and relax by being active.

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 39 CPEP programs, five (5) Natural Resources programs and four (4) Kūkulu Ola: Living Hawaiian Culture Program Awards.

## Celebrating Hawai‘i’s Fishing Heritage

As one of the best fishing grounds in the world, Hawai‘i stems from a rich fishing and seafood history and culture. For the past four years, the HTA has supported the non-profit Pacific Islands Fisheries Group (PIFG) and its increasingly popular annual Hawai‘i Fishing and Seafood Festival at Pier 38, the epicenter of Honolulu’s Fishing Village.

Through the guidance and support of PIFG treasurer and project coordinator **Kendall Wong**, new festivities were added in 2012 to create the Hawai‘i Fishing and Seafood Week from Sept. 28-Oct. 7. The week-long event featured: Keiki Art Contest 2012; Fishing for Hawai‘i’s Hungry benefit tournament for the Institute of Human Services; Sea-To-Me Tasting Event fundraiser benefiting the University of Hawai‘i Community College Culinary programs; and the 7th Annual Hawai‘i Fishing and Seafood Festival which



**Kendall Wong at the Honolulu Fish Auction**

included more than 100 fishing industry vendors, fresh fish displays, local seafood, fishing demonstrations, workshops and live entertainment.

This year’s events attracted 23,000 residents throughout the state and visitors from around the world seeking new and authentic experiences

that perpetuate a different facet of Hawai‘i’s unique culture.

“This Festival is a model event that other coastal areas across the country should follow,” said Bill Hogarth, assistant administrator for NOAA Fisheries.

### VISITOR STATISTICS

O'ahu	2011 Total	2012 Target	% Change*	2012 YTD**	% Change*
Arrivals	4,401,624	4,755,643	8.0%	4,051,692	11.2%
Expend. (\$mil.)	\$6,315.4	NA	NA	\$6,089.2	18.7%
PPPD Spending	\$194.4	NA	NA	\$203.6	5.8%

### AIR SEATS\*\*\*

Honolulu	2011 Total	% Change*	2012 YTD**	% Change*
Domestic	3,968,283	-4.3%	3,399,555	2.0%
International	2,592,284	10.2%	2,501,386	17.4%
Total	6,560,567	0.9%	5,900,941	8.0%

\*Year-over-year growth \*\*YTD through Oct. 2012 \*\*\*Source: OAG

### TRANSIENT ACCOMMODATION TAX (TAT) TO CITY & COUNTY OF HONOLULU

O'ahu	FY2011	FY2012
TAT (\$mil.)	\$45.4	\$41.0

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##### City & County of Honolulu

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

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President and Executive Director  
Tel: (808) 926-8274



Performance at the Hawai'i Book and Music Festival

# Captivating Locals and Visitors with the Magic of Maui, Moloka‘i and Lāna‘i

From unspoiled coastlines, untamed wilderness and spiritual tranquility to championship golf courses, luxury resorts and seaside towns, the islands of Maui, Moloka‘i and Lāna‘i offer a medley of the best that Hawai‘i has to offer. With its close proximity and leisurely pace, the HTA and HVCB branded these islands as *captivating*, offering visitors variety, choice and spontaneous options to be as active or as relaxed as they choose.

In order to share these islands’ special offerings every year, the HTA partnered with the County of Maui to sponsor and support community-based programs like Kā‘anapali Fresh, Wailuku First Friday and the Maui Marathon. In 2012, the HTA provided funding to three (3) Community-Based Natural Resources Programs and 24 CPEP Programs.

## Showcasing the Islands of Maui through Hula

On Sept. 8, the Maui Arts & Cultural Center (MACC) held its 7th annual Kū Mai Ka Hula international hula competition in Kahului, an HTA-CPEP-sponsored event.



**Hōkūlani Holt**

Cultural Programs Director **Hōkūlani Holt** has helped to differentiate and elevate the caliber of the Kū Mai Ka Hula to become the only adult competition on Maui, exclusive to award-winning hālau hula. This year’s event invited 181 dancers from nine hālau hula from Hawai‘i, California and Japan that attracted 731 attendees to the event, a 52 percent increase from the 2011 competition.

Showcasing the music and talent of local artists from the islands of Maui, Kū Mai Ka Hula shares the songs, landscapes and stories of Maui Nui (Maui County) and creates a deeper understanding and appreciation for what makes the islands so special.

“A competition like this benefits everyone – the hula and music communities, visitors, residents, local businesses and the tourism industry,” said Hoku. “It gives us an opportunity to celebrate all of the unique aspects that make Maui Nui islands so special.”



**Halau I Ka Wekiu performing at the 2012 Kū Mai Ka Hula**

### VISITOR STATISTICS

<b>Maui County</b>	<b>2011 Total</b>	<b>2012 Target</b>	<b>% Change*</b>	<b>2012 YTD**</b>	<b>% Change*</b>
Arrivals	2,298,741	2,650,277	15.3%	2,014,364	5.6%
Expend. (\$mil.)	\$3,211.0	NA	NA	\$3,076.7	18.6%
PPPD Spending	\$174.7	NA	NA	\$169.3	12.4%

<b>Maui Island</b>	<b>2011 Total</b>	<b>2012 Target</b>	<b>% Change*</b>	<b>2012 YTD**</b>	<b>% Change*</b>
Arrivals	2,168,487	2,488,015	14.7%	1,907,642	5.6%
Expend. (\$mil.)	\$3,100.4	NA	NA	\$2,985.7	19.2%
PPPD Spending	\$175.3	NA	NA	\$195.8	12.8%

<b>Moloka'i</b>	<b>2011 Total</b>	<b>2012 Target</b>	<b>% Change*</b>	<b>2012 YTD**</b>	<b>% Change*</b>
Arrivals	55,250	69,541	25.9%	44,476	-2.0%
Expend. (\$mil.)	\$28.7	NA	NA	\$24.7	6.6%
PPPD Spending	\$111.6	NA	NA	\$117.0	4.4%

<b>Lāna'i</b>	<b>2011 Total</b>	<b>2012 Target</b>	<b>% Change*</b>	<b>2012 YTD**</b>	<b>% Change*</b>
Arrivals	75,004	92,721	23.6%	62,246	-1.4%
Expend. (\$mil.)	\$82.3	NA	NA	\$66.3	0.2%
PPPD Spending	\$311.9	NA	NA	\$309.1	1.9%

### AIR SEATS\*\*\*

<b>Kahului</b>	<b>2011 Total</b>	<b>% Change*</b>	<b>2012 YTD**</b>	<b>% Change*</b>
Domestic	1,537,738	-1.2%	1,343,851	4.2%
International	150,856	22.7%	134,118	13.1%
Total	1,688,594	0.5%	1,477,969	5.0%

\*Year-over-year growth \*\*YTD through Oct. 2012 \*\*\*Source: OAG

### TRANSIENT ACCOMMODATION TAX (TAT) TO MAUI COUNTY

<b>Maui</b>	<b>FY2011</b>	<b>FY2012</b>
TAT (\$mil.)	\$23.5	\$21.2

#### MAUI Contact Information

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**Maui County**  
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**Visitor Aloha Society of Hawai'i - Maui County**  
 Janet Kuwahara, Director  
 Tel: (808) 244-3530

# Rejuvenating the Spirit and Economy on Kaua‘i

As the oldest island in the Hawaiian island chain, Kaua‘i rejuvenates locals and visitors with lush scenery and breathtaking, iconic attractions like Nāpali Coast and Waimea Canyon. Its idyllic and peaceful setting led the HTA and HVCB to brand the island as a *rejuvenating* destination, where relaxation and reconnection with nature are the top priorities.

In 2012, 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 one (1) Kūkulu Ola: Living Hawaiian Culture Program Award, two (2) Natural Resources programs and 19 CPEP Programs.

## Striking a Chord with Residents and Visitors on Kaua‘i

For the past five years, the Red Clay Jazz Festival, has set a precedent for jazz events throughout the state. At the heart of this HTA-sponsored event is jazz festival coordinator **Judy Arigo** who is also a board member of the all-volunteer Kaua‘i Concert Association. Coordinating everything from volunteer support, artist selection, sponsorships, ticket sales and promotions, Judy has been instrumental in growing awareness and popularity for the Red Clay Jazz Festival.

Starting as a one-day event in 2007, the Red Clay Jazz Festival is now a four-day, island-wide festival. In 2012, the event gathered 1,200 locals and visitors, and exposed them to local and nationally known jazz musicians and Kaua‘i chefs and produce.

“There are so many genres of jazz that anyone can come to appreciate and make their own,” says Judy. “This is one of the reasons for the success of our event. I know a couple who comes back to Kaua‘i



**Judy Arigo at the Red Clay Jazz Festival Meet the Artist event**

for the Red Clay Festival to celebrate their anniversary every year and the event just keeps growing. It has become an endearing part of what makes our island so special and unique.”

### VISITOR STATISTICS

<b>Kaua'i</b>	<b>2011 Total</b>	<b>2012 Target</b>	<b>% Change*</b>	<b>2012 YTD**</b>	<b>% Change*</b>
Arrivals	1,011,500	1,189,920	17.6%	905,168	6.8%
Expend. (\$mil.)	\$1,193.6	NA	NA	\$1,188.7	22.6%
PPPD Spending	\$154.7	NA	NA	\$175.3	14.6%

### AIR SEATS\*\*\*

<b>Lihu'e</b>	<b>2011 Total</b>	<b>% Change*</b>	<b>2012 YTD**</b>	<b>% Change*</b>
Domestic	511,660	15.0%	469,339	9.7%
International	7,504	2.7%	12,782	146.8%
Total	519,164	14.8%	482,121	11.4%

\*Year-over-year growth \*\*YTD through Oct. 2012 \*\*\*Source: OAG

### TRANSIENT ACCOMMODATION TAX (TAT) TO KAUA'I COUNTY

<b>Kaua'i</b>	<b>FY2011</b>	<b>FY2012</b>
TAT (\$mil.)	\$14.9	\$13.5



**Emalani Festival**

#### KAUA'I Contact Information

##### HTA Kaua'i Liaisons

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##### Kaua'i Visitors Bureau

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##### Visitor Aloha Society of Kaua'i

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# Inspiring the World with the Island of Hawai‘i’s Natural Wonders

The Island of Hawai‘i erupts with excitement every day with one of the most diverse landscapes in the world. From lush rain forests to volcanic deserts, snow-capped mountaintops to beautiful white, black and green sand beaches, Hawai‘i Island offers inspiration and awe through its natural wonders, unique culture and experiences only offered on Hawai‘i’s Big Island. These opportunities for exploration and wonder are reasons why the HTA and HVCB branded Hawai‘i Island as an *inspiring* destination that lures active and adventurous travelers to the island.



**Pana‘ewa Stampede Rodeo**

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 2012, the HTA helped to fund 22 CPEP, one (1) Community-Based Natural Resources Program and one (1) Kūkulu Ola: Living Hawaiian Culture Program.



**Preserving Hawai‘i’s Unique Paniolo Culture**

A self-proclaimed cowgirl, **Nancy Cabral**, the rodeo secretary for the Hawai‘i Horse Owners, Inc. has contributed more than 20 years of rodeo and paniolo experience and expertise to enhancing the HTA-supported Pana‘ewa Stampede Rodeo in Hilo, Hawai‘i.

Unique to Hawai‘i Island, the paniolo culture continues to thrive on the island through festivals like the two-day Pana‘ewa Stampede Rodeo held every February. Dedicated to preserving this rich and unique heritage, Cabral and her team have helped to grow the event to one that attracts 5,000 attendees, 400 of which were visitors from out-of-state in 2012.



**Nancy Cabral**

“County events like these supported by the HTA help to drive visitor spending to all islands and showcase what is uniquely different than the other islands,” said Cabral. “The Pana‘ewa Stampede Rodeo provides another reason to take one more plane ride, stay at one more hotel, rent another car, eat out, spend more money and enjoy a different part of Hawai‘i that you cannot get flying only to O‘ahu.”



### VISITOR STATISTICS

Hawai'i Island	2011 Total	2012 Target	% Change*	2012 YTD**	% Change*
Arrivals	1,318,310	1,583,985	20.2%	1,184,965	8.0%
Expend. (\$mil.)	\$1,498.2	NA	NA	\$1,396.2	16.1%
PPPD Spending	\$151.8	NA	NA	\$163.0	7.7%

### AIR SEATS\*\*\*

Kona	2011 Total	% Change*	2012 YTD**	% Change*
Domestic	574,934	-3.2%	506,429	5.1%
International	11,980	-84.0%	15,947	77.6%
Total	586,914	-12.2%	522,376	6.4%
Hilo	2011 Total	% Change*	2012 YTD**	% Change*
Domestic	37,052	0.0%	50,940	95.5%
International	0	NA	0	NA
Total	37,052	0.0%	50,940	95.5%

\*Year-over-year growth \*\*YTD through Oct. 2012 \*\*\*Source: OAG

### TRANSIENT ACCOMMODATION TAX (TAT) TO COUNTY OF HAWAI'I

Hawai'i Island	FY2011	FY2012
TAT (\$mil.)	\$19.1	\$17.3



Kona Coffee Cultural Festival

### HAWAI'I ISLAND Contact Information

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#### Hawai'i County

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#### Visitor Aloha Society of Hawai'i Island

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The following is a complete listing of HTA program awards, events, news releases and media statements from January 1 - October 31, 2012.

## Hawaiian Culture

### 2012 Kūkulu Ola Awards

2012 Princess Ka'iulani Keiki Fest:

A celebration of the culture, cuisine and music of Ni'ihau  
Ambassadors of Aloha:

The Legacy of the Hawaiian Room  
Ho'olulu 'Āina-Lohe 'Āina  
Ho'oulu ka 'Ulu-Breadfruit Festivals and Interactive Education 2012  
Integrating Hawaiian Cultural Practices within Mākeke Kapolei:

Ma Ka Hana Ka 'Ike, Learn by Doing  
Kani Ka Oli  
Nā Loea

### Native Hawaiian Festivals Program

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

### Hawaiian Cultural Program Advisory Council

Nā'ālehu Anthony,  
*Palikū Documentary Films*  
Peter Apo,  
*Office of Hawaiian Affairs*  
Kainoa Daines,  
*O'ahu Visitors Bureau*  
Leona Mapuana Kalima,  
*Office of Hawaiian Affairs*  
Robbie Kaholokula,  
*Hawaiian Cultural Consultant*  
Cheryl L. Ka'uhane-Lupenui,  
*Board of Education*  
Debbie Nakanelua-Richards,  
*Hawaiian Airlines*  
Ramsay Remigius Mahealani Taum,  
*Life Enhancement Institute of Hawai'i*  
Michael White,  
*Kā'anapali Beach Hotel*

## Natural Resources

### O'ahu

Honolulu Zoo Discovery Forest  
Kahualau  
Kilakila o Kanaloa  
Loko I'a Fishpond Restoration Project  
Mālama nā Honu Educational and Conservation Project #4  
Mānoa Falls Trail Improvement Project

### Maui

Huliau Environmental Filmmaking Club and Hui Laulima  
Kama'ole Beach Park III Dune Walkovers  
Pahana Ho'ola-Seeds of Hope 2012

### Kaua'i

Kōkē'e Resource Conservation Program-Trails to Native Diversity-Year 2  
Leadership and Empowerment Project

### Hawai'i Island

Volcano Rain Forest Restoration and Education Program

### Hawai'i Island and Maui

Expanding Coral Reef Conservation Impacts in Hawai'i through the Coral Reef Sustainable Destination Approach

### Natural Resources Advisory Group

Nelson L. Ayers,  
*Division of Forestry and Wildlife, DLNR*  
Curt Cottrell,  
*Division of State Parks, DLNR*  
Robert Harris,  
*The Sierra Club, Hawai'i Chapter*  
Mark Fox,  
*The Nature Conservancy of Hawai'i*  
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

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

### HTA Signature Sporting Events

Diamond Head Classic  
Hawaiian Islands Invitational Soccer Tournament  
Hyundai Tournament of Championship  
Ironman World Championship  
LPGA Lotte Championship  
Mitsubishi at Hualālai  
Pacific Links Hawai'i Championship  
Pro Bowl  
Sheraton Hawai'i Bowl  
Sony Open  
Vans Triple Crown of Surfing  
Xterra Trail Run World Championship



Pan-Pacific Festival, O'ahu

## Brand Experiences: County Product Enrichment Programs

### City & County of Honolulu

10th Annual Waikiki Spam Jam  
 15th Annual Hale'iwa Arts Festival  
 2012 Hawai'i International Dragon Boat Festival  
 2012 Hawai'i State Farm Fair  
 2012 Hawai'i Fishing and Seafood Festival  
 2012 Mānoa Jazz & Heritage Festival  
 20th Annual Filipino Fiesta  
 30th Annual Hawaiian Slack Key Guitar Festival  
 30th Okinawan Festival  
 31st Annual Hawaiian Scottish Festival and Highland Games  
 3rd Annual North Shore Taro Festival  
 42nd Annual 'Ukulele Festival  
 5th Annual Gabby Pahinui Waimānalo Kanikapila  
 60th Cherry Blossom Festival  
 63rd Narcissus Festival  
 Biggest Little Airshow  
 Celebrate Kaimuki Kanikapila 2012 Street Fair  
 Duke's OceanFest 2012  
 Echoes of Rainbows  
 First Friday Honolulu  
 Hawai'i Book and Music Festival  
 Hawai'i Wine and Food at Ko Olina  
 Honolulu Rainbow Film Festival  
 Huaka'i o Kamananui Tours  
 Independence Day at Maunalua Bay  
 Korean Festival  
 Lei Day Celebration  
 Moloka'i 2 O'ahu Paddleboard Race  
 New Year's 'Ohana Festival and Buddhist Temple Tour  
 Night in Chinatown (NIC) Honolulu on Facebook  
 Regal and Royal Hawaiian Quilts  
 Rice Fest  
 Sharing the Plantation Experience  
 Sunset in the Park  
 Taste of Waialua  
 The Annual Waimānalo Country Fair  
 The Arts District's Major Festival Program  
 Windward Ho'olaule'a 2012

### County of Hawai'i

10th Annual Kona Chocolate Festival  
 2012 Haari Boat Festival  
 20th Annual Pana'ewa Stampede Rodeo  
 22nd Big Island Hawaiian Music Festival  
 2nd Annual Puna Chefs' and Farmers' Culinary Festival  
 2nd Annual Puna Music Festival  
 2nd half 31st and 1st half 32nd Presenting Season  
 3rd Annual Volcano Rain Forest Runs "Become Inspired By the Authentic" 93 Park Events for 2012  
 Big Island Film Festival  
 Earth & Ocean Festival at Keauhou  
 Greenwell Garden Guided Hawaiian Plant Walks  
 Hawai'i Volcanoes Institute: Inspirational Experiences in the Great Outdoors  
 Hula Arts at Kilauea in Hawai'i Volcanoes National Park  
 Inspiring Safety through Education ... Locally and Globally  
 Ka'ū Coffee Festival  
 Marketing of NELHA Presentations and Tours  
 Mealani A Taste of the Hawaiian Range & Agricultural Festival  
 Moku O Keawe International Hula Festival  
 Palace Theater's 11th Season of Events  
 Queen Lili'uokalani Long Distance Races  
 Royal Footsteps Along the Kona Coast Scenic Byway Interpretive Experience

### County of Maui

13th Maui Chinese New Year  
 21st Hawaiian Slack Key Guitar Festival  
 42nd Maui Marathon  
 A Taste for History  
 Hawaiian Music Series  
 Henry K. Allen Hawaiian Steel Guitar Festival  
 Kā'anapali Fresh  
 Kū Mai Ka Hula  
 Lahaina Plantation Days  
 Man, Woman and Nature: Restoring the Balance

Maui Classical Music Festival  
 Maui Invitational Music Festival (MIMF)  
 Maui Matsuri  
 Maui Open Studios  
 Maui Plein Air Painting Invitational  
 Maui Pops Orchestra  
 North South East West Festival  
 Pursuit of Knowledge (Hana 'Imi Na'auao) Ho'olaule'a  
 Recalling Hawai'i 2012 Maui  
 Soaring Voices: Contemporary Japanese Women Ceramic Artists  
 Theatre on the Isle  
 Wailea Wine & Food Festival  
 Wailuku First Friday  
 World Whale Day

### County of Kaua'i

13th Annual Kōloa Plantation Days Rodeo  
 2012 Kaua'i Mokihana Festival & Cultural Events  
 2012 Kaua'i Orchid and Art Festival  
 20th Annual Hawaiian Slack Key Guitar Festival "Kaua'i Style"  
 37th Annual Waimea Town Celebration  
 5th Annual Red Clay Jazz Festival  
 "E Kanikapila Kākou 2012"  
 E Pili Kākou I Ho'okahi Lāhui  
 Festival of Lights  
 Heiva I Kaua'i Ia Orana Tahiti 2012  
 Kaua'i Polynesian Festival  
 May Day by the Bay  
 Prince Kūhiō Celebration of the Arts  
 The 10th Annual Kaua'i World Challenge  
 The 23rd Annual Banana Poka RoundUp  
 The Coconut Festival Presented by the Kapa'a Business Association  
 The Eō E Emalani  
 The KMF Songwriter Conference  
 Waimea Music in the Park

## Communications & Outreach

### HTA News Releases

- 12-1 Airseats to Hawai'i Expected to Rise 3.8 Percent in First Quarter 2012
- 12-2 HTA Announces Intent to Release RFP for Pre-Visit External Destination Marketing Services for North America and Canada Leisure Market
- 12-3 HTA Announces Selection of Community and Cultural Programs and Events
- 12-4 HTA Survey Shows Impact of 2012 Pro Bowl
- 12-5 Total Visitor Spending for January 2012 Rose to \$1.345 Billion, the Highest One-Month Total on Record
- 12-6 The Hawaiian Islands Take Center Stage at the World's Largest Flower Show in Philadelphia
- 12-7 Pro Bowl Generates \$25.3 Million for Hawai'i's Economy
- 12-8 Japan Airlines Operating Three Charters to Kona in March
- 12-9 Total Visitor Spending in February 2012 Rose 8.5 Percent While Arrivals Increased 5.6 Percent
- 12-10 HTA to Issue RFP for Leisure Tourism Destination Marketing Management and Island Support Services
- 12-11 HTA Awards Funding to Seven (7) Projects in 2012 Under its Kūkulu Ola: Living Hawaiian Culture Program
- 12-12 HTA Awards Funding to 13 Community-Based Projects Under its Natural Resources Program for 2012
- 12-13 Total Visitor Spending in March 2012 Rose 18.9 Percent While Arrivals Increased 12.9 Percent
- 12-14 HTA to Issue RFI for Facilities Management and World-Wide Marketing
- 12-15 HTA to Issue RFP for Leisure Tourism Destination Representation Services
- 12-16 Total Visitor Spending in April 2012 Climbed 26.8 Percent While Arrivals Grew 11.3 Percent to A New Record for April
- 12-17 Total Visitor Expenditures in 2012 Increased 17.5 Percent While Arrivals Grew 12.5 Percent to A New May Record
- 12-18 Total Visitor Spending Increased 20.4 Percent to A New June Record While Arrivals Grew 11.5 Percent
- 12-19 HTA Selects Marketing Partner for North America Market
- 12-20 HTA Selects Marketing Partner for Western Europe Market
- 12-21 HTA Selects Marketing Partners for North America & Western Europe Markets
- 12-22 HTA to Hold 2012 Hawai'i Tourism Conference
- 12-23 HTA Announces New Vice President of Administrative and Fiscal Affairs
- 12-24 HTA Presents Its 2012 Tourism Legacy Award to Two Organizations that Perpetuate the Hawaiian Culture and Honor Hawai'i's Ali'i
- 12-25 Total Visitor Spending in July 2012 Grew 17.8 Percent While Arrivals Rose 7.8 Percent
- 12-26 Total Visitor Spending in August 2012 Grew 14.6 Percent; Arrivals Rose 11 Percent
- 12-27 HTA Board of Directors Appoints Board Chair and New Vice Chair
- 12-28 HTA Releases RFPs for Product Enrichment Program
- 12-29 NFL & HTA Designates Pro Bowl Committee
- 12-30 US Travel Association Honors HTA Marketing Partner for Destiny Award
- 12-31 HTA Presents Results of 2012 Hawai'i Resident Sentiment Survey
- 12-32 HTA and JATA Sign Memorandum of Understanding
- 12-33 Total Visitor Expenditures in September 2012 Rose 15.6 Percent

### HTA Media Statements

- Jan. 4, 2012 Regarding Increases in Airline Seat Capacity for First Quarter of 2012
- Jan. 19, 2012 Regarding President Obama's Travel and Tourism Announcement
- Jan. 30, 2012 Hawai'i's Visitor Industry Showed Strong Growth in 2011
- Jan. 31, 2012 Regarding United Airlines' Announcement for Honolulu to Washington D.C.
- Feb. 16, 2012 Regarding Air Australia's Flight Suspension
- Feb. 24, 2012 Record High January for Hawai'i's Tourism Economy
- Mar. 1, 2012 Regarding Waikiki Beach Restoration
- Mar. 29, 2012 Hawai'i's Tourism Economy Continues in Upward Trend
- Apr. 10, 2012 Regarding Allegiant Air's Announcement on New Service to Hawai'i
- Apr. 16, 2012 Regarding Hawaiian Airlines' New Fukuoka Service
- Apr. 26, 2012 Tourism Continues its Growth in First Quarter of 2012 Across the State
- May 3, 2012 Regarding the Passage of SB 490, SD3, HD1, CD1
- May 21, 2012 Regarding Business Tourism in the Hawaiian Islands
- May 30, 2012 Regarding the Return of the NFL Pro Bowl to Hawai'i
- May 31, 2012 Record-Breaking April 2012 for Hawai'i's Tourism Economy
- Jun. 12, 2012 Regarding Alaska Airlines' New Seasonal Service
- Jun. 28, 2012 Record High Total Arrivals and Expenditures in May 2012
- Jul. 26, 2012 Hawai'i's Tourism Economy on Pace for Record Year
- Aug. 1, 2012 Regarding JetStar's Announcement on Returning Direct Service between Melbourne and Honolulu
- Aug. 7, 2012 Regarding Allegiant Announcement on New Direct Service to Honolulu from Boise and Spokane
- Aug. 13, 2012 Regarding Implementation of Auditor's 2009 Recommendations
- Aug. 21, 2012 Regarding Allegiant Announcement on New Direct Service from Mesa, Ariz.
- Aug. 21, 2012 Regarding Bill 11
- Aug. 29, 2012 Hawai'i Tourism Economy on Pace for Record Year
- Sept. 21, 2012 Regarding Southwest Airlines' Flight Attendant Contract Changes
- Sept. 27, 2012 Summer Ends Strong for Hawai'i Tourism Economy
- Oct. 2, 2012 Regarding U.S. Waiver Program for Taiwan
- Oct. 3, 2012 Regarding Hilton Honors Beach Volleyball Challenge
- Oct. 30, 2012 Visitor Expenditures Increase \$1.7 Billion for Year-to-Date 2012
- Oct. 31, 2012 Regarding New Launch of Hawaiian Airlines' Sapporo Flight

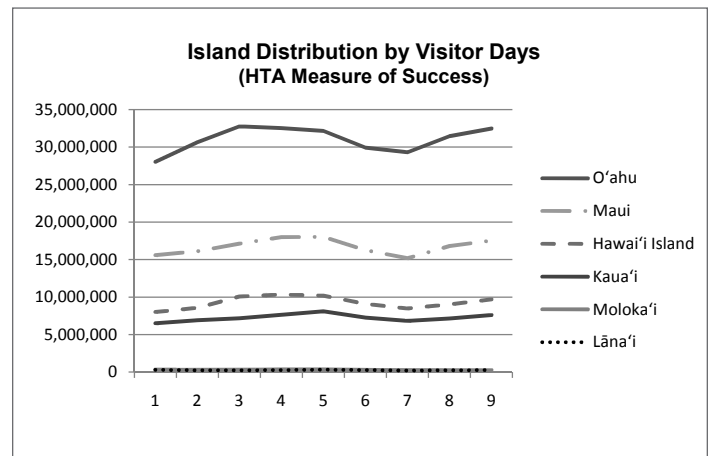
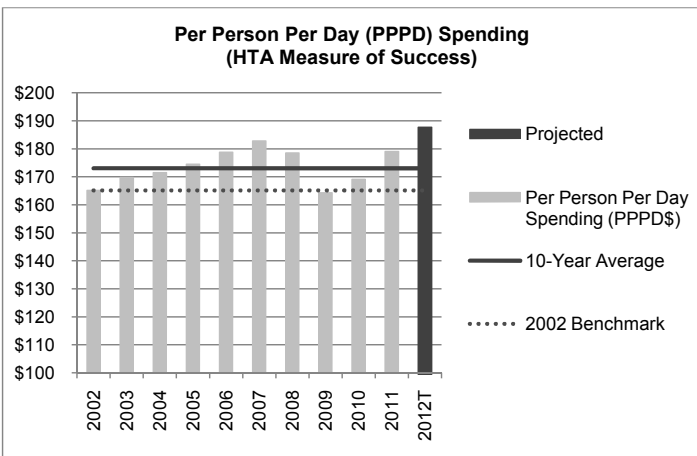
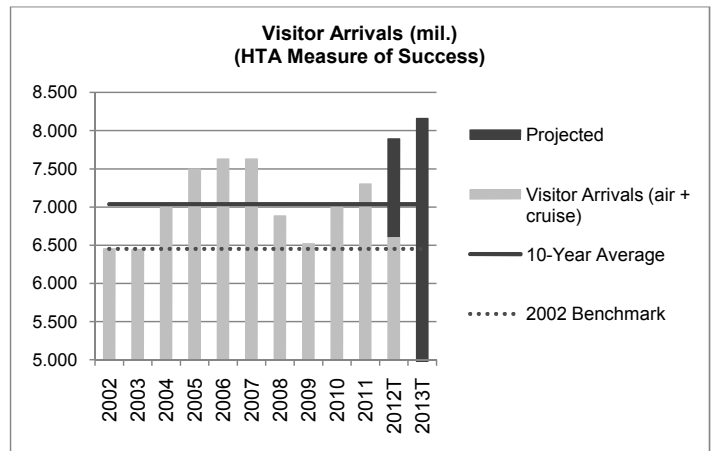
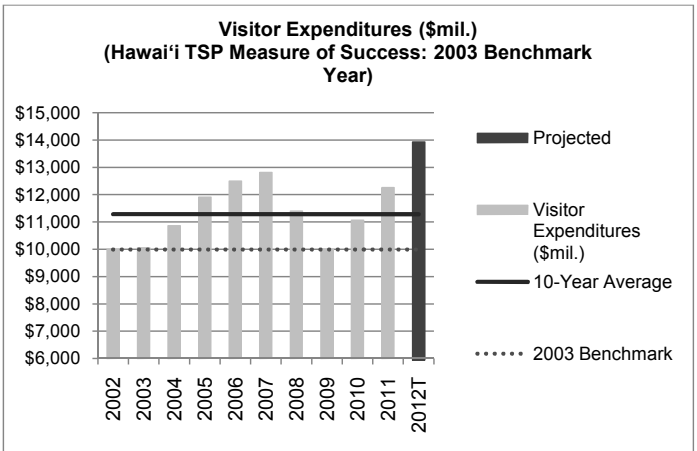
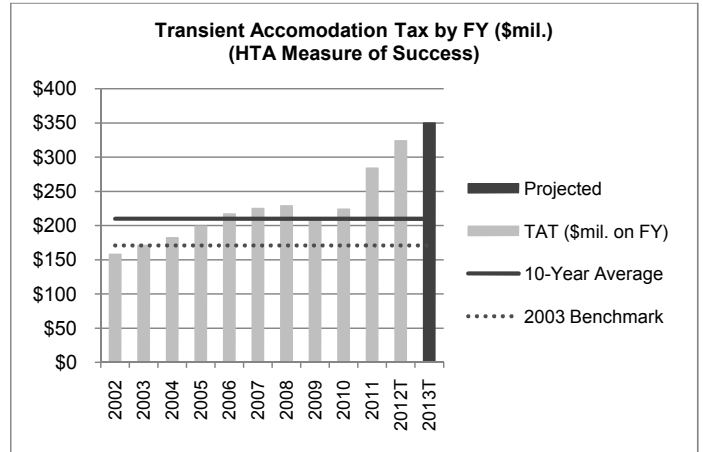
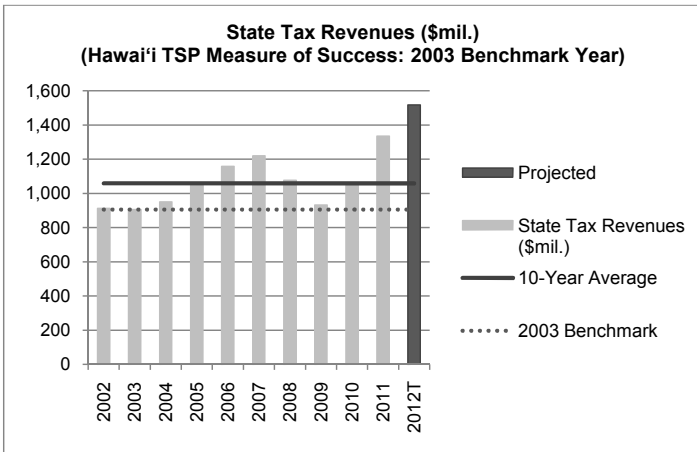
**Hawai'i Tourism Authority**  
Fiscal Year 2012 Actuals  
(\$000)

<b>REVENUES</b>	
TAT Deposits to Tourism Special Fund	\$69,000
Investment Pool Interest/Miscellaneous Receipts	580
<b>TOTAL REVENUES</b>	<b>\$69,580</b>
<b>APPROPRIATIONS</b>	
FY 2012	\$87,093
<b>TOTAL APPROPRIATIONS</b>	<b>\$87,093</b>
<b>HTA EXPENDITURES</b>	
Community & Special Events	10,311
Sports & Festival Events (Includes Pro Bowl/PGA)	8,938
Product Development	4,625
Administrative Costs	2,943
<b>DESTINATION BRAND MANAGEMENT</b>	
Leisure Markets	41,941
Meetings, Conventions & Incentives Costs	6,617
<b>TOTAL HTA EXPENDITURES</b>	<b>\$75,375</b>

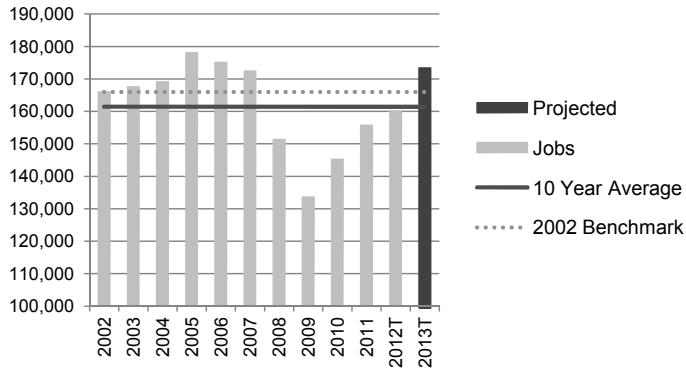
**Hawai'i Convention Center**  
Fiscal Year 2012 Actuals  
(\$000)

<b>REVENUES</b>	
TAT Deposits to Convention Center Enterprise Special Fund	\$35,637
Convention Center Operations	9,225
Subsidy from Tourism Special Fund for Convention Center	
Sales and Marketing	3,570
Investment Pool Interest/Miscellaneous Receipts	97
<b>TOTAL REVENUES</b>	<b>\$48,529</b>
<b>APPROPRIATIONS</b>	
FY 2012	\$54,005
<b>TOTAL APPROPRIATIONS</b>	<b>\$54,005</b>
<b>EXPENDITURES</b>	
Convention Center Operations	\$13,620
Convention Center Sales and Marketing	3,570
Repair and Maintenance	1,200
HTA Administrative Allocations (Includes Convention Center Insurance)	726
Other	194
Total Expenditures Prior to Payments on Obligation to State Department of Budget & Finance	\$19,310
Payments on Obligation to State Department of Budget & Finance	\$26,429
<b>TOTAL EXPENDITURES</b>	<b>\$45,739</b>

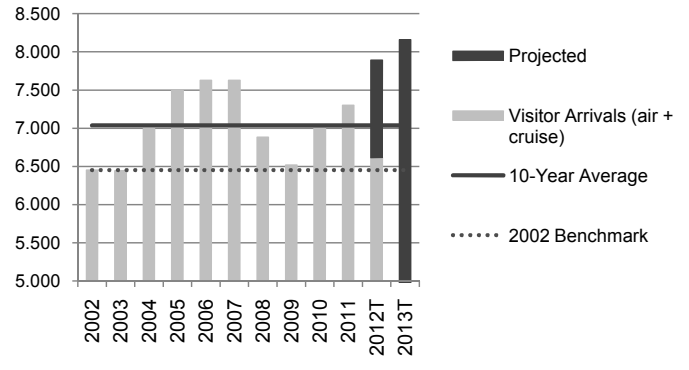
# HTA Measures of Success



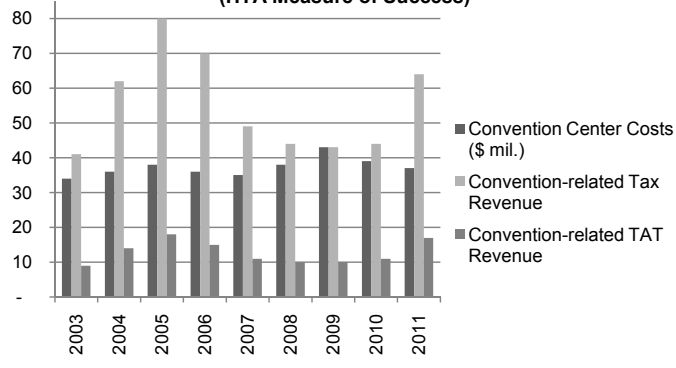
**Jobs Supported by Tourism  
(HTA Measure of Success)**



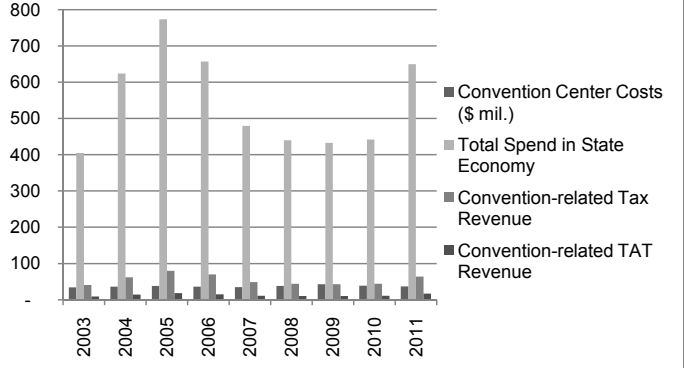
**Visitor Arrivals (mil.)  
(HTA Measure of Success)**



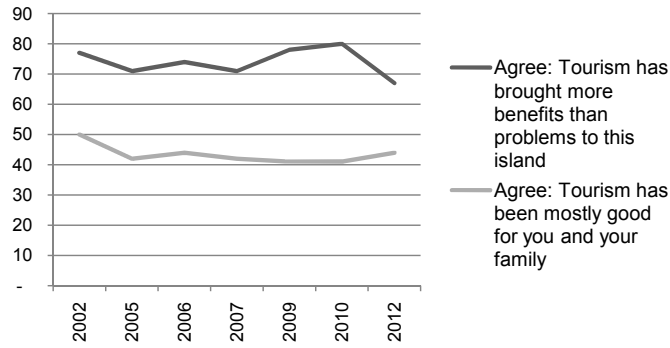
**Convention Center Costs and Tax Revenue (\$mil.)  
(HTA Measure of Success)**



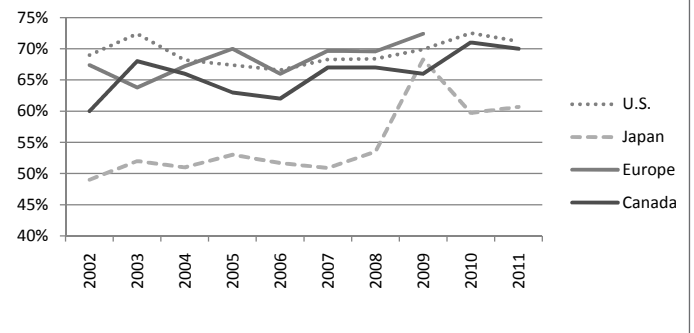
**Convention Center Economic Impact (\$mil.)  
(HTA Measure of Success)**



**Resident Sentiment  
% Agree or Somewhat Agree  
(Hawai'i TSP Measure of Success: 2002 Benchmark Year)**



**Visitor Satisfaction Survey Results  
% Excellent Ratings for Most Recent Trip to Hawai'i  
(Hawai'i TSP Measure of Success: 2003 Benchmark Year)**



*“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

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