

COVID-19 RESPONSE

Hawai'i Tourism Recovery

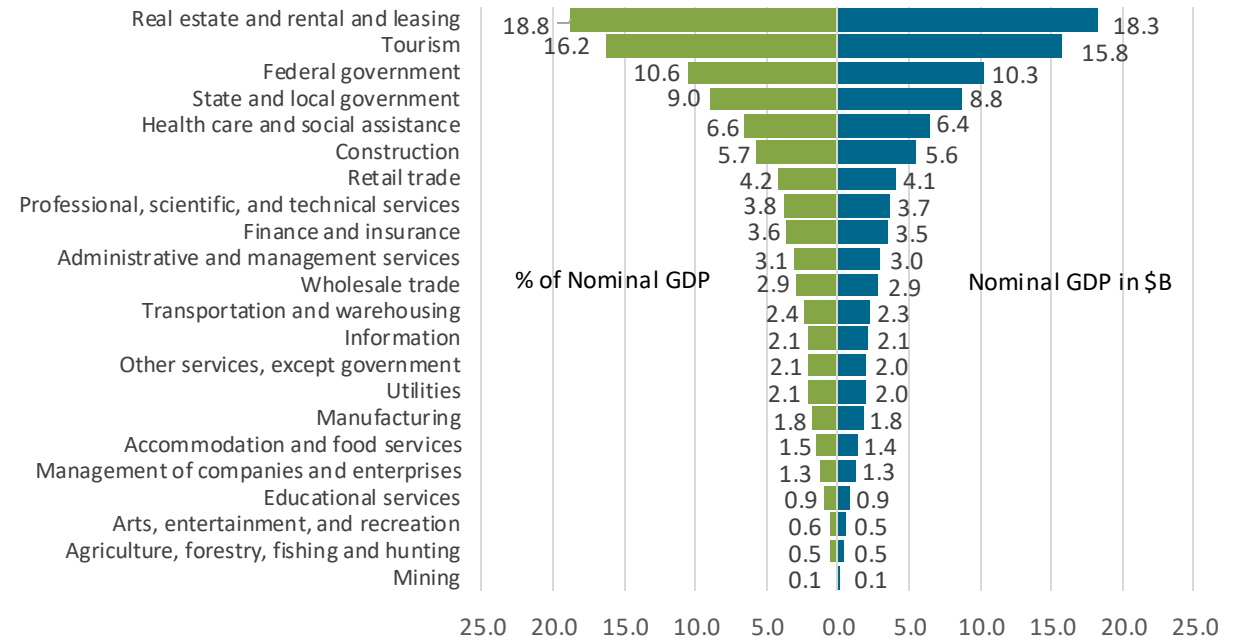
June 2020

The
HAWAIIAN
ISLANDS

Economy Devastated by Tourism Losses

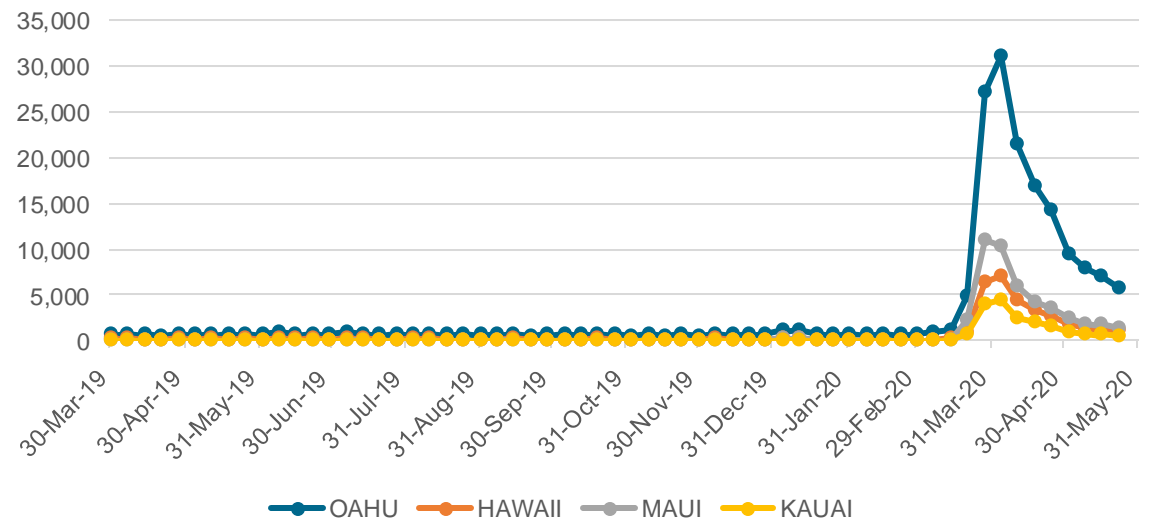
- Tourism represents 16.2% of the state's GDP and impacts all other sectors of the economy.
- 22.3% unemployment
- 139,900 people out of work, 70,000 directly attributed to tourism
- Health benefits are at risk with many employers.
- Once these benefits expire, additional strain will be put on state infrastructure.

Hawaii GDP by Industry: 2019 (in current dollars)



Source: U.S. Bureau of Economic Analysis and DBEDT

2020 Initial Weekly Unemployment Claims by Island



Hawai'i Resident Survey

18% overall know
someone who tested
positive

71% consider COVID-19
a threat to themselves or
others living in their
household

81% worry about
contracting COVID-19
and 57% worry about
passing it on to others

45% of those polled
indicate their income has
declined since the start of
COVID-19

1 in 4 are delinquent
paying at least some bills

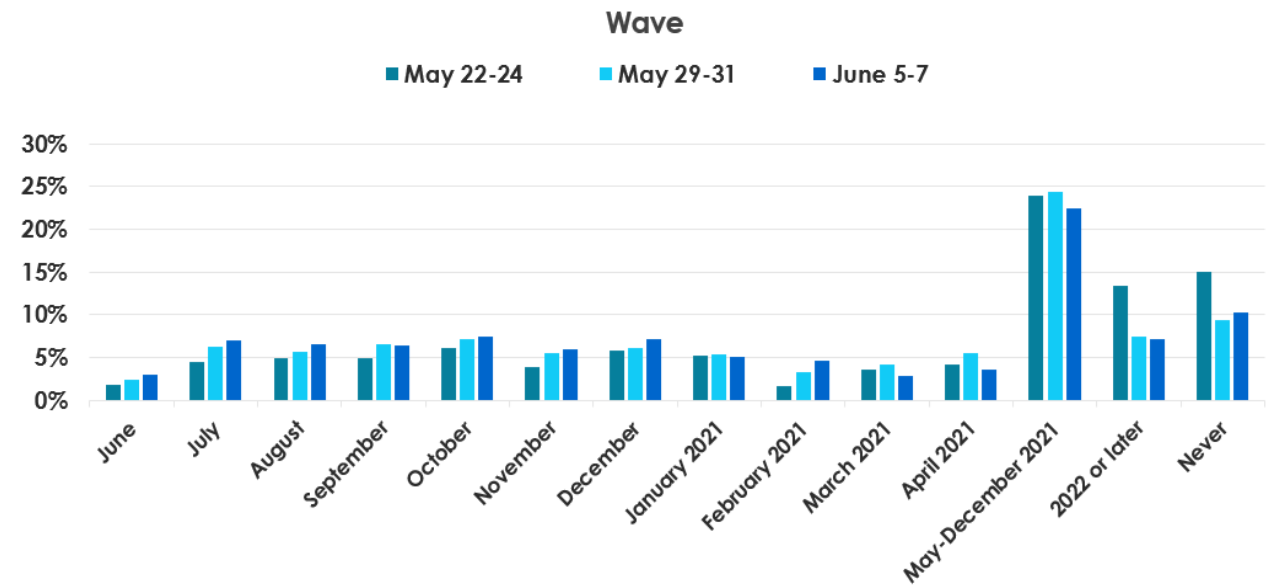
13% have sought food
from local food drive or
food bank

U.S Resident Travel Sentiment Remains Low, Tourism Recovery Will Start Slowly

- Over a third (38.7%) of American travelers said they don't expect to take their next commercial airline trip until sometime in 2021 at the earliest.
- 52.8 percent now say they'll probably take more regional trips while avoiding long-haul trips due to the coronavirus.
- The average distance away from home for American travelers' commercial airline trip is reported to be 1,135 miles.
- 82 percent of travelers expressed some level of concern for the national economy.
- 67.3 percent of Americans say they have some level of concern about contracting the virus.

Many American travelers are pushing their air trips to 2021.

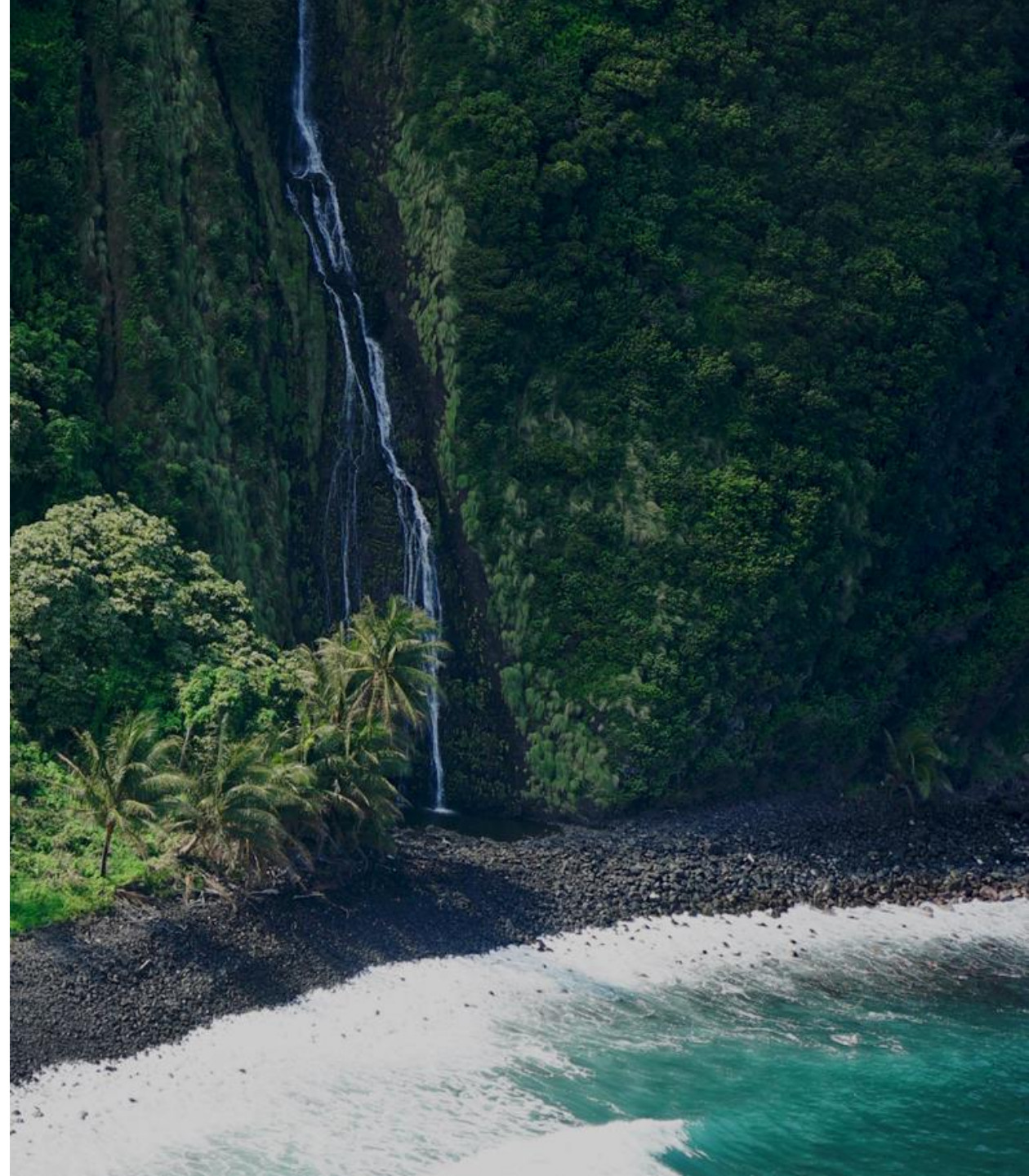
Over a third (38.7%) said they expect to take their next commercial airline trip sometime next year and have not decided on a date.



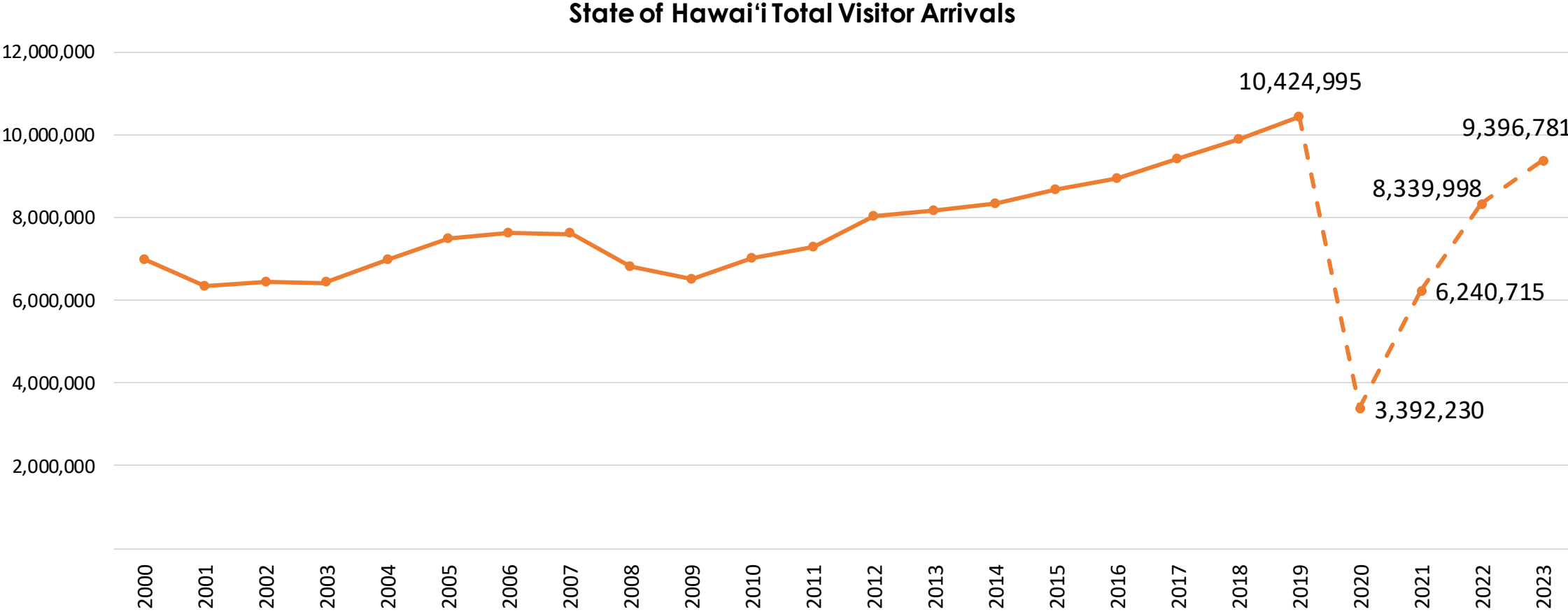
Source: Destination Analysts Coronavirus Travel Sentiment Index Report Wave 13

Tourism Recovery Slow To Start, Airlines Will Be Key

- North America seats to Hawaii expected to be 40-60% down vs. September 2019
- International seats expected to be down 50-70% vs. September 2019
- This reduction is driven by a combination of factors:
 - Consumer concerns about flying and a potential second wave of coronavirus
 - Economic weakness and unemployment
 - Ongoing international restrictions on outbound travel
 - Physical distancing protocols could significantly limit capacity
 - 3-6 month booking curve to build up demand once the quarantine is lifted



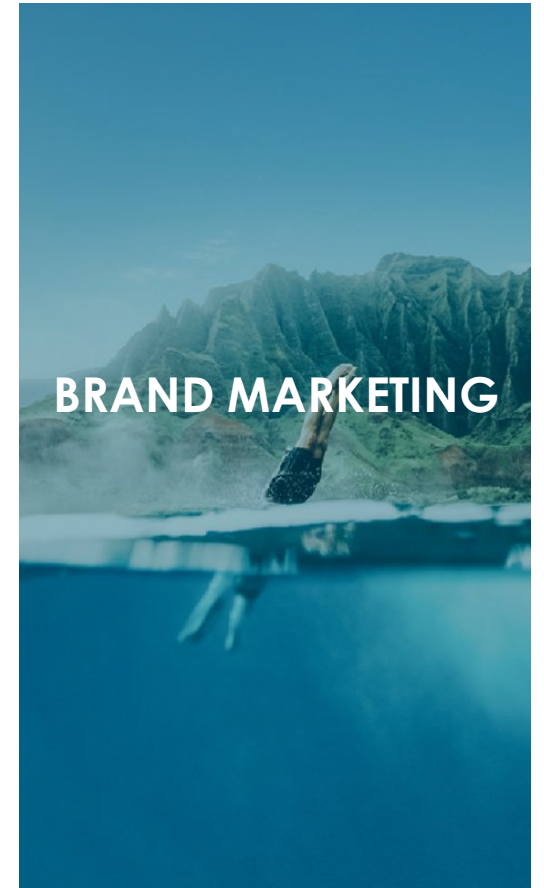
Visitor Arrivals Forecast- DBEDT



An underwater photograph showing a diverse group of fish, including several bright yellow tangs and many smaller black fish, swimming over a rocky and coral seabed. The water is clear and blue. The text "Rebuilding Tourism Responsibly" is overlaid in white in the center of the image.

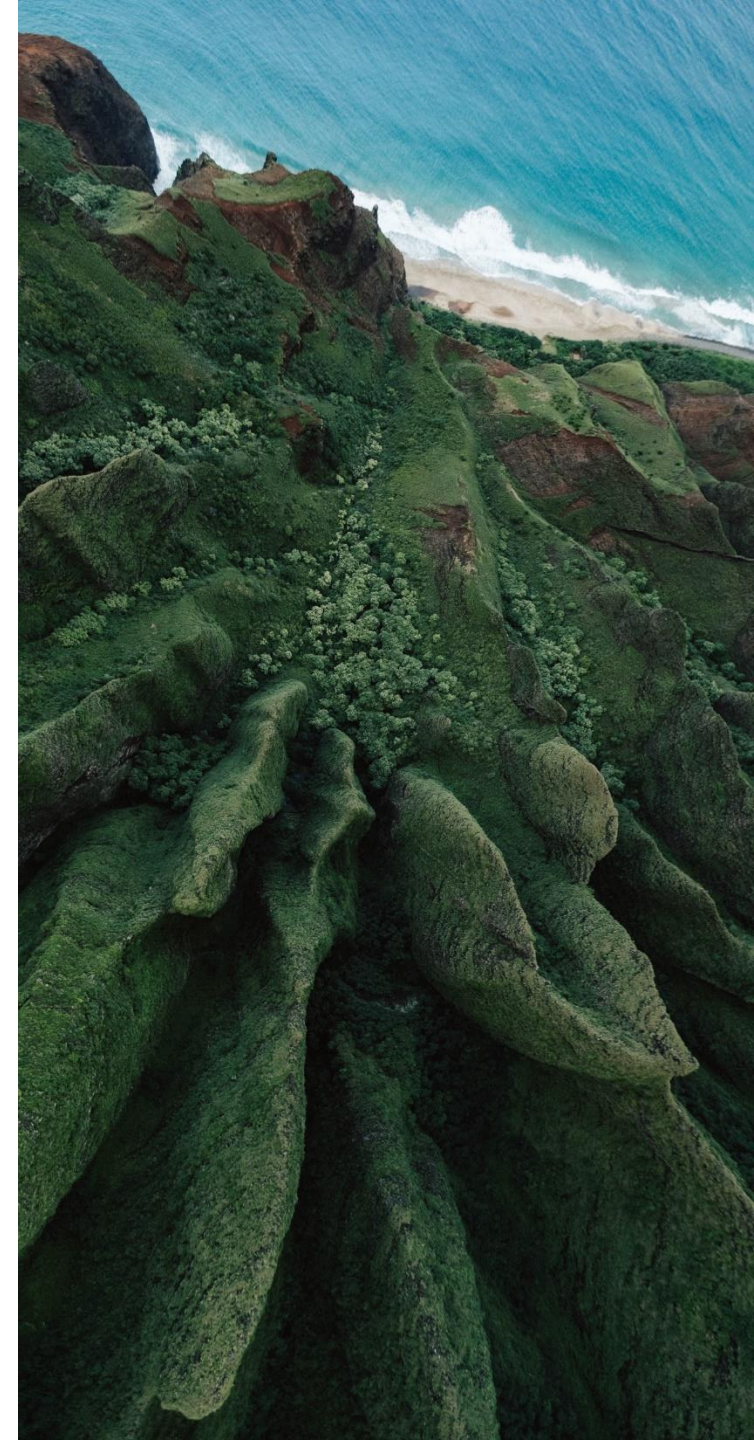
Rebuilding Tourism Responsibly

Hawai'i Tourism Authority Strategic Pillars



Rebuilding Tourism Collaboratively

- Funding from HTA to facilitate destination management plans with each County:
 - Collaboration between community, visitor industry, and state and county entities.
 - Create opportunities for resident engagement in tourism development
 - Establish better systems for destination management
 - Improve current and develop new tourism products and offerings
- Identify the appropriate balance between the economic benefits of tourism and impact on local services, natural and cultural resources, and residents' quality of life.
- It's important that we reopen tourism to get people working again, while we rebuild a diverse and sustainable tourism industry.





Health & Safety Is Our Kuleana

The Visitor's Journey Health Protocols

 **Airlines**

- [Air Canada](#)
- [Air New Zealand](#)
- [Alaska Airlines](#)
- [American Airlines](#)
- [ANA](#)
- [Asiana Airlines](#)
- [China Airlines](#)
- [Delta Airlines](#)
- [Hawaiian Airlines](#)
- [Japan Airlines](#)
- [Jetstar](#)
- [Korean Airlines](#)
- [Philippine Airlines](#)
- [Qantas](#)
- [Southwest Airlines](#)
- [United Airlines](#)
- [WestJet](#)

 **Airports**

[Hawai'i Department of Transportation](#)

 **Transportation**

- [UBER](#)
- [Lyft](#)
- [Roberts Hawai'i](#)
- [Alamo/Enterprise/National](#)
- [Avis](#)
- [Budget](#)
- [Hertz](#)
- [Dollar](#)
- [Thrifty](#)

Meetings & Conventions 

[Hawai'i Convention Center](#)

Lodging 

[Hawai'i Lodging & Tourism Association](#)

 **Restaurants**

[Hawai'i Restaurant Association](#)

 **Retail**

[Retail Merchants of Hawai'i](#)

 **Activities & Attractions**

[A3H](#)

Next Steps

1

Continue to support the state virus mitigation efforts

2

Develop safety protocol communication and training

3

Support airport screening process and traveler communication

A scenic view of a waterfall cascading down a rocky cliff into a pool of water, surrounded by lush greenery. The waterfall is the central focus, with water splashing and creating mist at the bottom. The surrounding area is filled with dense tropical vegetation, including ferns and various leafy plants. The overall atmosphere is serene and natural.

Mahalo