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DEPT. COMM. NO. 325

December 31, 2025

The Honorable Ronald D. Kouchi,
President and Members
of the Senate
Thirty-Third State Legislature
State Capitol, Room 409
Honolulu, Hawai'i 96813

The Honorable Nadine K. Nakamura,
Speaker and Members of the
House of Representatives
Thirty-Third State Legislature
State Capitol, Room 431
Honolulu, Hawai'i 96813

Dear President Kouchi, Speaker Nakamura, and Members of the Legislature:

For your information and consideration, I am transmitting a copy of the Hawai'i Tourism Authority's (HTA) 2025 Annual Report, as required by Section 201B-16, Hawai'i Revised Statutes.

In accordance with Section 93-16, Hawai'i Revised Statutes, I am also informing you that the report may be viewed electronically at:
http://dbedt.hawaii.gov/overview/annual-reports-reports-to-the-legislature/.

Sincerely,

Caroline Anderson
Interim HTA President & CEO

c: Legislative Reference Bureau

# 2025 Annual Report
## for the Hawai'i State Legislature

## Regular Session of 2026

Prepared pursuant to
HRS §201B-16 by
Hawai'i Tourism Authority
Department of Business,
Economic Development & Tourism
State of Hawai'i

December 2025

*To meet the requirements of Hawai'i Revised Statutes Section 201B-16, the Hawai'i Tourism Authority (HTA) is pleased to submit this complete, detailed report of its activities, expenditures, and results in relation to our strategic plan goals to the Governor and Legislature. This annual report includes descriptions and an evaluation of our programs that have been funded along with recommendations to effectively continue our mission.*

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HAWAI'I TOURISM AUTHORITY

## Board of Directors

Todd Apo, Chair, *At-Large*
Mahina Paishon, *Vice Chair, At-Large*
Kimberly Agas, *At-Large*
David Arakawa, *At-Large*
Mufi Hannemann, *At-Large*
Stephanie Iona, *At-Large, County of Kaua'i*
James McCully, At-Large, County of *Hawai'i*
Lisa Paulson, *At-Large*
Roy Pfund, At-Large, *City & County of Honolulu*
James Kunane Tokioka, *Ex Officio*
Christopher West, *At-Large*
Mike White, At-Large, *County of Maui*

## Staff

Caroline Anderson, *Interim President & CEO, Director of Planning*
Isaac Choy, *Acting Chief Administrative Officer*
Talon Kishi, *Acting VP of Finance, Budget & Fiscal Officer*
Jadie Goo, *Acting Chief Brand Officer, Senior Brand Manager, Branding & Marketing*
Jill Radke, *Public Affairs Officer*
Blane Andrade, *Destination Manager, O'ahu*
Caroline "Kui" Adolpho, *Destination Manager, Moloka'i*
Jennifer Bastiaanse, *Brand Manager, Branding & Marketing*
Mei-Lin Bruhn, *Administrative Assistant, Destination Stewardship*
Maile Caravalho, *Account Specialist*
Amalia Clower, *Administrative & Contracts Manager*
Kristen Colburn, *Procurement Specialist*
Meagan DeGaia, *Destination Manager, Maui and Lāna'i*
Tracey Fermahin, *Procurement Manager*
Carole Hagihara-Loo, *Executive Assistant & Board Liaison*
Deann Howa, *Brand Manager, Destination Stewardship*
Milton Lafitaga, *Brand Manager, Sports Tourism*
Kendrick Leong, *Planner*
Trishia Mendoza, *Administrative Assistant, Branding & Marketing*
Patricia Ornellas, *Destination Manager, Kaua'i*
Lindsay Sanborn, *Brand Manager, Destination Stewardship*
Michele Shiowaki, *Administrative Assistant, Planning*
Matthew Sueda, *Destination Manager, Hawai'i Island*
Christina Tuchman, *Senior Brand Manager, Branding & Marketing*

** As of the end of Fiscal Year 2025*

# A Message from Our Interim President & CEO



## Aloha kākou,

We are pleased to present our Annual Report for fiscal year 2025, which includes our activities, accomplishments, and challenges. This is our first annual report reflecting our work for the fiscal year rather than the calendar year—a change that better aligns with our planning and budgeting cycles.

This year, we worked through internal challenges while staying true to our mission: fostering tourism that respects Hawai'i's cultural values, delivers exceptional visitor experiences, protects our environment, and benefits our communities. We maintained our focus on stabilizing travel demand, enhancing destination stewardship, and ensuring tourism's benefits reach our residents and local businesses.

As we conclude our 2020-2025 Strategic Plan, data on our key performance indicators indicate positive progress since the plan's inception.

Resident sentiment continues to improve: nearly 70% now view tourism as positive, an increase over last year and higher than comparable destinations. Visitor satisfaction remains strong, with Hawai'i maintaining its position as a top-tier global destination. A majority of visitors express willingness to return, reinforcing our brand strength. Preliminary FY2025 results show $21.2 billion in spending—a 2.5% increase over the prior year. These gains reflect our strategy to attract high-value travelers who contribute economically and support our communities.

Furthermore, we made adjustments to enhance our marketing initiatives, which promote respectful travel both before and after visitors arrive in the Hawaiian Islands, including increased resources dedicated to visitor education. In 2020, the Hawai'i Tourism Authority aimed to expand its role in destination management and, as a result, we implemented three-year Destination Management Action Plans (DMAPs) and planning for the next iteration of these DMAPs is now underway. We mahalo the legislature for codifying destination management in our Hawai'i Revised Statutes and providing funding for destination managers and a planner.

We will continue to work closely with the legislature, state and county agencies, the visitor industry, and community partners to implement initiatives that advance Hawai'i's tourism industry sustainably and responsibly, ensuring it remains a source of pride and prosperity.

On behalf of our entire team, we are proud to serve the people of Hawai'i and remain committed to building a future where tourism benefits all.

Na'u me ka ha'aha'a,

Caroline Anderson
Interim President & Chief Executive Officer

## About HTA

The Hawai'i Tourism Authority (HTA) serves as the official tourism agency for the State of Hawai'i, tasked with responsibly managing the Hawaiian Islands' iconic brand. HTA's role spans marketing the Islands, preserving Hawaiian culture, protecting the natural environment, and strengthening local communities. Through its stewardship of tourism, HTA aims to improve both the visitor experience and the quality of life for Hawai'i's residents.

Central to this mission is the development of sustainable and regenerative tourism practices, guided by HTA's 2020-2025 Strategic Plan.

## Our Vision

By 2025, tourism in Hawai'i will: Ho'oulu (Grow) the uniqueness and integrity of the Native Hawaiian culture and community; provide a unique, memorable, and enriching visitor experience; generate clear community benefits and responsibly manage tourism-related impacts and issues; and support a vital and sustainable economy.

## Our Mission

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

## Our Kuleana

- Address broad tourism issues by shifting resources into destination management.
- Lead the visitor industry in supporting a strong Hawai'i economy.
- Protect and market the Hawai'i "brand" while managing the destination.
- Place residents' interests and benefits first.

## Our Next Steps

- Drafting our next 5-year Strategic Plan 2026-2030.
- Developing the next iteration of the Destination Management Action Plans for each island with a focus on prioritizing and addressing hotspots and identifying measures of success.
- Continuing to stabilize the markets by maintaining and increasing airseat capacity and driving demand effectively.
- Enhancing our visitor experience programs and build a skilled and competitive visitor industry workforce.



# Our Key Performance Indicators

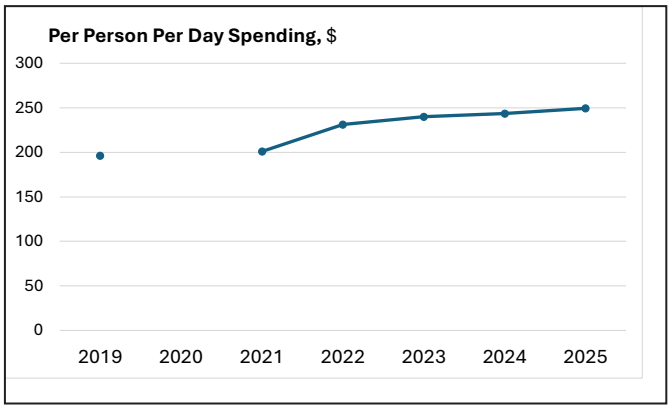
HTA monitors four Key Performance Indicators (KPIs): Resident Satisfaction, Visitor Satisfaction, Per Person Per Day Spending, and Total Visitor Expenditures. Per our 2020-2025 Strategic Plan, we aimed to maintain or improve these KPIs relative to their 2019 benchmarks. Through our projects across Branding and Marketing, Destination Stewardship, and Planning, we measured outcomes that contributed to indirect, but incremental, movement across all four KPIs.

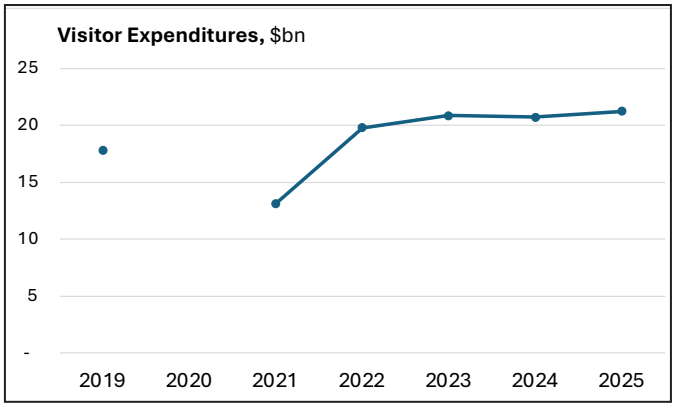
Our key performance indicators address three simple questions:

- How do residents feel about tourism and the way tourism is being managed?
- How do visitors feel about their visit to Hawai'i?
- Is tourism delivering economic benefits to the people of Hawai'i?

## Economic Indicators – Total Visitor Expenditures and Per Person Per Day Spending

Preliminary year-to-date total visitor expenditures in June 2025 – the end of fiscal year 2025 – were $21.2 billion, a 2.5% increase over the same period in 2024. Average daily visitor spending in fiscal year 2025 ($249 per person, or a 2.4% increase over 2024). Our programs seek to attract high-value travelers who contribute to higher spending without straining local resources and infrastructure.



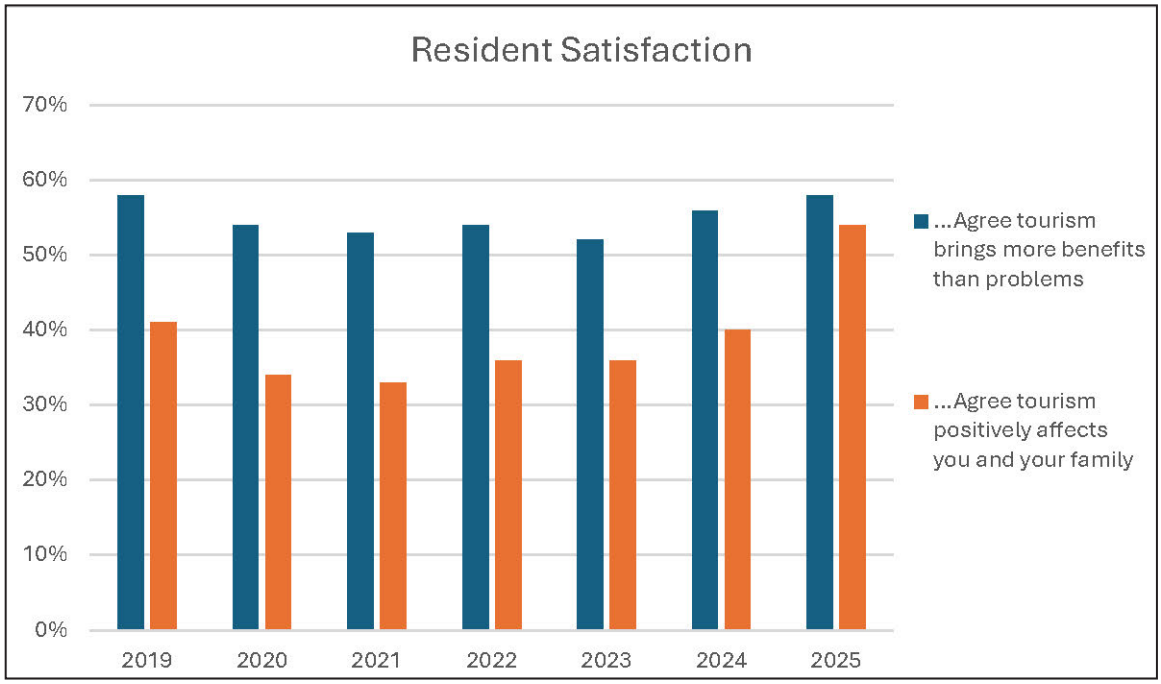

***Note:*** *Due to COVID-19 restrictions, visitor spending fielding was limited in 2020. As a result, the annual 2020 visitor spending statistics are not available.*

***Source:*** *Department of Business., Economic Development & Tourism*

## Quality of Life Indicator – Resident Sentiment

According to the Spring 2025 Resident Sentiment Survey, a majority (58%) of Hawai'i residents continue to feel that "tourism has brought more benefits than problems to the islands," not far shy of the US as a whole (65%). Additionally, 54% (an increase over 2024) feel a stronger positive impact on their own households. About 70% of Hawai'i residents have a positive view of tourism's contributions to the state, a statistically significant increase over Spring 2024. This exceeds the results in comparable studies in other markets such as California (62%).

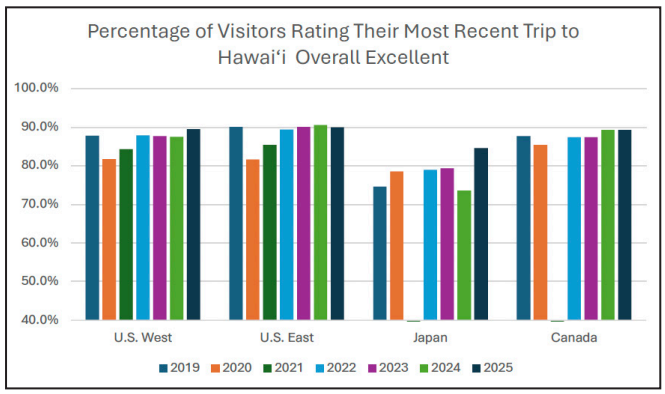
Our projects seek to influence major drivers of resident sentiment, such as demonstrating that the visitor industry creates job opportunities for residents (which accounts for 18% of the resident satisfaction measure), that tourism creates shopping, restaurants and entertainment opportunities for residents (9%), and that HTA supports festivals, activities, and sports events for residents and visitors (6%). In fiscal year 2026, HTA is planning to increase community voice in tourism development decisions (17%).




Source: HTA Resident Sentiment Survey conducted by OmniTrak Group.

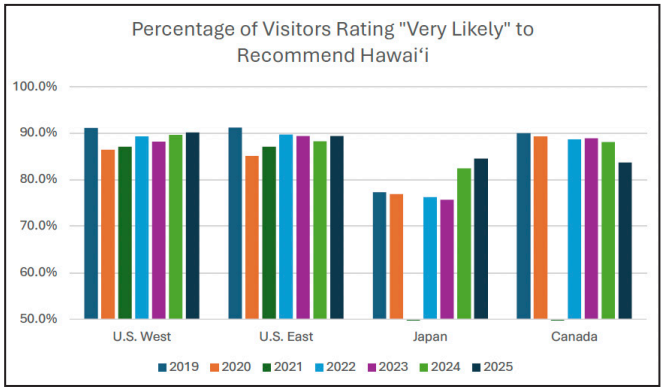
## Experience Indicator – Visitor Satisfaction

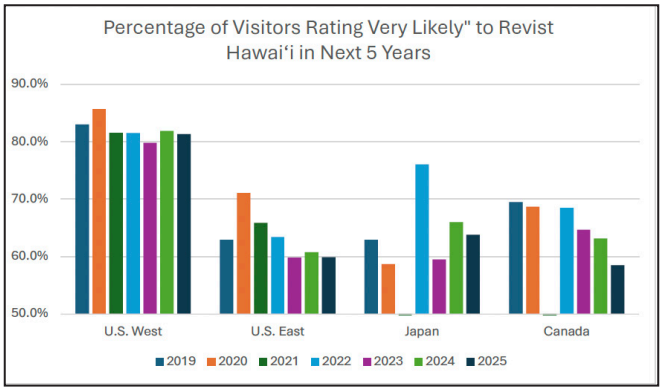
High visitor satisfaction solidifies our brand reputation as a top-tier destination that can compete globally. Across visitor markets, we have maintained high visitor satisfaction as compared to benchmarks in 2019. A majority of visitors indicate they are willing to return.









# Major Market Destination Brand Management

HTA seeks to strengthen tourism's overall contribution to Hawai'i by taking the lead in protecting and enhancing Hawai'i's globally competitive brand in a way that is coordinated, authentic, and market- appropriate; is focused on Hawai'i's unique host and local cultures and natural environment; and supports Hawai'i's economy through catalytic programs and projects. Our focus is on attracting mindful visitors with an emphasis on lifetime value and positive impact.

Destination brand management and marketing for leisure travel targets seven major market areas (MMAs) with pre-arrival communications designed to educate visitors about safe, respectful, and mindful travel within the Hawaiian Islands. These efforts align with the HTA's on-island programs to deliver a seamless message throughout the visitor journey.

Another key emphasis of the initiative is to drive visitor spending into Hawai'i-based businesses to support a healthy economy. This entails supporting local businesses, purchasing Hawai'i-grown agricultural products, and promoting Hawai'i-made products in-market in partnership with the Department of Business, Economic Development & Tourism and the private sector.

# U.S. MMA Highlights

**Hawai'i Tourism USA's (HTUSA) campaign, "The People. The Place. The Hawaiian Islands,"** continued to elevate the voices of Hawai'i through an integrated mix of paid, earned, and social media designed to inspire mindful travel. The campaign reached 49 percent of targeted households; ad-aware visitors spent 26 percent more per person per day than the average traveler; and it generated more than $2.1 billion in influenced visitor spending, resulting in a return on investment of $406 for every $1 invested from July to December 2024. (source: SMARInsights Campaign Effectiveness – Wave 3, March 2025)



**Public relations supported several high-impact television productions** to promote travel to Maui. In November 2024, Entertainment Tonight's "Hawai'i Week" showcased Wailea, drawing over 20 million viewers. Also in November, NBC's "First Look" filmed a 30-minute episode highlighting West Maui, which aired in February and March 2025, reaching 3.9 million viewers.

**The Travel Trade team delivered an exceptional year of destination education** with 12,656 travel advisors participating in training that resulted in 7,933 completed certification courses. Educational blitz events were elevated with immersive cultural programming, including hula, mele, and storytelling, engaging nearly 350 travel advisors.



In collaboration with Tourism Cares, the Meaningful Travel Map of Hawai'i expanded to include 30 community-based organizations (Impact Partners). The program earned national acclaim, including TravelAge West's "U.S. Tourism Board Providing the Best Travel Advisor Support," ASTA's "North American Destination Partner of the Year," and Travel Leaders Network's "Destination Partner of the Year."



## Canada MMA Highlights

**The Aloha Canada Sales Mission** took place October 21-24, 2024. Every year, Hawai'i Tourism Canada's (HTCAN) hosts this highly anticipated event, which aims to educate, update, and inspire Travel Advisors in the cities we actively promote in: Vancouver, Toronto, and Calgary. These events received extensive coverage on Canada's travel trade platforms. Participants included all the island visitors bureaus and 17 Hawai'i trade partners who engaged with and educated media and Travel Advisors with updates on new travel experiences available across all the islands. Additionally, Hawai'i cultural practitioners shared aloha through education and entertainment.


Hawai'i brings the Aloha spirit to Toronto

**HTCAN targets snowbirds as an ideal audience for long-term visits to Hawai'i,** with Maui being a favorite destination. To connect with this group, HTCAN partnered with Snowbird Advisor to create customized articles and a Destination Guide on snowbirdadvisor.ca. This guide offers travel advice, island overviews, accommodation links, and suggestions for experiences and caring for Hawai'i. In FY25, these resources achieved strong engagement, with a Click-Through Rate (CTR) of 9.56% and an average watch duration of 5 minutes and 7 seconds, contributing to increased year-over-year engagement.

**In September 2024, HTCAN hosted a group of four journalists on a media fam to O'ahu and Maui.** Centered around the theme of culture, and exploring Hawai'i's past and future, the itinerary offered an enriching blend of history, natural beauty, and modern experiences that showcased the islands' enduring spirit. The fam produced more than 10 articles in top tier Canadian publications, including Journal de Montreal, Post Media and Le Devoir.




Travel USA / Travel

**Hawaii awaits: Why a visit to magical Maui is healing in more ways than one**

*The island, with its sandy beaches, dormant volcanoes and rich culture, is welcoming travellers back with a heartfelt aloha*

Linda Barnard

Join the conversation


Hotels line the golden-sand stretch of Ka'anapali Beach, Maui. PHOTO COURTESY OF HAWAII

## Japan MMA Highlights

**To support the recovery of the Japan market, Hawai'i Tourism Japan (HTJ) continued its integrated "Yappari Hawai'i" campaign,** highlighted by a family-themed promotional video distributed across major digital and print vehicles and other ways to reach prospective Japan visitors when they are not at home, including JAL and ANA flights. The results were astounding with over 78 million impressions.




Collaborations with JCB, JAL, and JTB introduced branded products offering in-flight Wi-Fi, lounge access, and optional tours, while the campaign logo and website were featured across 32 travel agency brochures, online travel agency (OTA) sites, and in wedding materials. Partnerships with leading travel and wedding companies resulted in 91 travel packages, generating 339,762 bookings. Additional initiatives with Rakuten Travel and Expedia × VISA contributed over 32,000 room nights, while a Veltra collaboration attracted 57,280 participants through a dedicated landing page and promotional activities.

**HTJ, in partnership with Okinakalani Inc., successfully organized the HAWAI'I EXPO 2025 × Ke Au Hou Festival** at the Yoyogi National Second Gymnasium from May 10–11, 2025. A total of 32 partners from Hawai'i, including airlines, hotels, activity providers, travel agencies, and Hawai'i-made product vendors took part in the event. Over two days, the Expo welcomed a record-breaking 22,512 visitors, marking an outstanding achievement. The live-streamed stage performances on the event's official website attracted 34,065 viewers, while the archived video has since exceeded 40,000 views. A comprehensive multimedia advertising campaign - spanning television, print, digital platforms, radio, and major train lines - generated 13,589,309 impressions, further enhancing brand awareness and engagement with Hawai'i among Japanese audiences.



**To support local businesses and promote Hawai'i-made products,** HTJ organized a familiarization (FAM) tour from October 31 to November 3, 2024, bringing Japanese buyers and branding professionals to the Made in Maui County Festival and arranging vendor meetings with the Maui Chamber of Commerce. HTJ and DBEDT also co-hosted a seminar for Hawai'i businesses interested in exporting to Japan, drawing about 100 participants.

In early 2025, HTJ sponsored the second "Aloha Market Tokyo" at Haneda Airport, featuring 500+ products from 50 Hawai'i brands, achieving a 22.7% sales increase and 70,000 website views. Additionally, HTJ supported the "Fresh! Fun! Hawai'i" event at Takashimaya Yokohama, a major department store at the major bus station, in May 2025, attracting 100,000 visitors and highlighting Hawai'i and Hawai'i-made products.

## Korea MMA Highlights

**To tap into the rising demand for travel-focused credit cards among Korean consumers**, Hawai'i Tourism Korea (HTK) partnered with leading card issuers to drive higher travel spending. From September – October 2024, HTK collaborated with Shinhan Card, which has a 20.8% market share, and from April – June 2025, with Visa Korea and KB Kookmin Card, which have over 12 million members. Through these strategic partnerships, HTK successfully launched co-op promotions that incentivized premium spending on Hawai'i travel. As a result, participating cardholders spent US$245,000 in Hawai'i, mainly on food and beverage, attractions (including golf), and hotel stays. The promotion generated 12 million impressions via credit card channels and secured 30 media stories, reflecting strong market engagement, measurable conversion impact and potential for more growth in Korea.




**HTK partnered with Asiana Airlines** from April to May 2025 to promote the airline's upcoming daily Honolulu service starting June 2025. Targeting affluent families and couples in their 30s and 40s, the campaign highlighted Hawai'i's attractions via Asiana's website and a Naver Pay banner ad. It drove strong results: 1,899 passengers booked flights to Honolulu—a 50.4% year-over-year increase. The promotion also included a Korean-language coupon




book with International Market Place, redeemed by approximately 900 users, encouraging spending on local products. Paid media on Naver Pay delivered 4.1 million impressions, quadrupling the goal of 1 million. Its success prompted Asiana Airlines' Taiwan branch to request adaptation of the campaign for the popular Taipei-Seoul-Honolulu route to replicate the success experienced with Korea visitors in Taiwan.

**HTK promoted Hawai'i to affluent, experience-focused Korean travelers through three YouTube collaborations** with celebrities and athletes. Ji-seok Kim, actor and former boy band rapper, was featured in outdoor-themed episodes from July to August 2024, generating 3.2 million impressions and significant media exposure, while the "Girls' Getaway in Hawai'i" series in December 2024 reached 3.5 million impressions among women in their 40s–50s. The sports program Flame Fighters in May 2025 highlighted golf and tours, delivering 23.3 million impressions across YouTube and Instagram. Altogether, the campaign surpassed 30 million impressions, reinforcing Hawai'i as a premium, culturally rich, and active lifestyle destination.



# China MMA Highlights

**Hawai'i Tourism China (HTC) continued to strengthen Hawai'i's digital presence across key social media platforms,** including WeChat, Weibo, RED, and Douyin. To date, the HTC team has published over 170 posts, generating more than 5 million impressions and fostering meaningful engagement with audiences across Greater China. Content highlights focus on The People, The Place, and The Hawaiian Islands, showcasing Hawai'i's unique cultural experiences, rich history and traditions, vibrant festivals and events, and innovative regenerative tourism initiatives. In addition, HTC shared compelling stakeholder-driven stories that inspire responsible, immersive, and authentic activities in Hawai'i, encouraging visitors to connect deeply with the islands and their communities.

**HTC successfully carried out the 2025 China Travel Mission** from April 23–27, 2025, which included participation in programs in Shanghai and in the Macau International Travel Expo (MITE). The mission reconnected Hawai'i visitor industry organizations with top outbound travel partners across mainland China and leveraged meetings, incentives, conferences and exhibitions (MICE) to extend engagement into Hong Kong, Macao, Taiwan, and Southeast Asia.




In collaboration with the State of Hawai'i Beijing Office and the Hawai'i Coffee Association, HTC highlighted Hawai'i-grown coffee from multiple farms during a VIP networking event in Shanghai and at the MITE expo booth, boosting visibility for Hawai'i-made products. The mission engaged over 250 travel agencies and facilitated 220 one-on-one business appointments with key stakeholders.

**As part of an ongoing partnership with the U.S. Embassy Beijing Commercial Section, HTC supported The Best of U.S. 2025 Travel & Tourism Roadshow** in Chengdu and Fuzhou in April and July 2025. These events reinforced connections between U.S. destinations, such as Hawai'i, and key outbound travel operators across South and Southwest China, while helping U.S. partners expand their network of Chinese travel trade contacts.




Highlights included a VIP dinner with senior decision-makers from 13 leading Chinese travel companies; 195 curated one-on-one meetings and destination and product presentations; reaching over 330 attendees, either in person or online; and a roundtable session featuring insights from prominent Chinese travel enterprises.



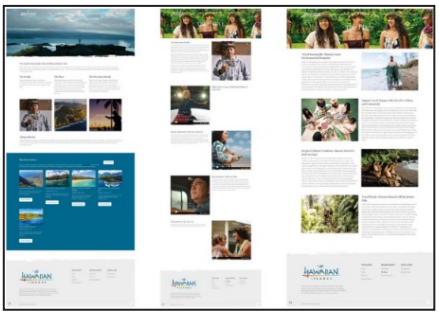
## Europe MMA Highlights

**Hawai'i's first European Mission in five years** engaged 386 high-value travel trade and media professionals across Frankfurt, Zurich, Manchester, and London, targeting decision-makers who shape premium, culturally authentic travel experiences. Featuring two in-video banners (IVBs), six Hawaiian suppliers, and two airline partners, the mission combined product training, one-on-one meetings, cultural performances, networking events, and press engagement, generating extensive trade media coverage, boosting consumer visibility, re-establishing Hawai'i's presence, and driving renewed collaborations and increased product development.



**The Mālama Hawai'i Digital Consumer Campaign** (October 2024–January 2025) targeted affluent and socially and environmentally conscious travelers in the UK and Germany, seeking regenerative travel and voluntourism experiences. Using video storytelling, programmatic display, Connected TV, and social media, the campaign promoted cultural immersion, conservation, and voluntourism. At the same time, partnerships with Audley Travel (UK) and Hawaii.de (Germany) integrated bookable experiences. The campaign generated over 9 million impressions, a 3.5 million reach, 8.6% interaction rate, 60% video completion, 23,717 website arrivals, and strong partner engagement.

**"The People. The Place. The Hawaiian Islands." campaign** (March–July 2025) targeted high-value, mindful travelers age 35–65 in the UK, Germany, and Switzerland who are seeking wellness, balance, and authentic cultural experiences. The premium digital campaign leveraged video and audio storytelling across Connected TV, programmatic display, and social media, while strategic partnerships with Headspace and Happier positioned Hawai'i within wellness-focused content environments. The campaign also included a conversion phase that partnered with seven tour operators to drive bookings. As a result, the campaign achieved 34.7 million impressions, 13.9 million reach, a 7.82% interaction rate, and 94,719 website arrivals, with tour operators reporting sustained conversions.



## Oceania MMA Highlights

**The Month of Lei roadshow event took place from May 5-9, celebrating the spirit of aloha across Australia and New Zealand.** Hawai'i Tourism Oceania (HTO) team and visiting representatives from the Hawaiian Islands connected with 100 travel trade professionals through a series of engaging, intimate events in Auckland, Christchurch, Manly, Parramatta, and Canberra. Designed to deepen destination knowledge and cultural understanding, the roadshow featured in-depth training sessions, cultural insights, and updates from Hawai'i industry partners. Aligned with Hawai'i's annual Lei Day celebrations on May 1, the Month of Lei campaign celebrates the values of love, unity, and kindness symbolized by the lei. Through these events, HTO successfully brought the Hawaiian Islands to life for trade partners, strengthening relationships, enhancing destination knowledge, and sharing the essence of aloha across Oceania.




**In April 2025, a cooperative campaign between HTO and Qantas Hotels & Holidays delivered strong commercial impact**, leveraging the expansive base of Qantas Frequent Flyer (QFF) audience to drive high-value visitation to Hawai'i. Running April 24-30, 2025, with an extended sale period through May 12, the campaign aligned strategically with the launch of Qantas' new Melbourne–Honolulu service, an HTO media familiarization (FAM) tour, and an on-ground activation at Melbourne and Honolulu Airport, amplifying awareness across consumer, media and trade channels. This program achieved a 16% increase in bookings and $1.18M+ in revenue, surpassing all major KPIs, generated 6M+ consumer touchpoints across Qantas' owned channels, created strong demand for premium Fly & Stay packages and Waikīkī hotels and the extended sale window delivered +28% room night growth.

**To celebrate the launch of Qantas' new direct Melbourne–Honolulu service on May 1, 2025,** HTO partnered with Meet Hawai'i, Qantas and Melbourne Airport for a vibrant airport activation featuring hula and live Hawaiian music. The new route will operate three return flights per week, adding more than 80,000 annual seats and enhances travel convenience for Victorians. Ahead of a media FAM tour to O'ahu, HTO hosted three travel writers at Melbourne Airport, securing coverage in Escape, Traveller, and 9Travel. This collaborative FAM tour, delivered collaboratively by O'ahu Visitor Bureau, HTO, and Qantas, highlighted O'ahu's cultural richness, resulting in 11 news articles and a total reach of 21.1 million.



# Global Meetings, Conventions, and Incentives (MCI)

**This year was pivotal for Hawai'i's MCI program.** The Hawai'i Convention Center's extended closure through 2027 challenged client confidence and event planning. Despite this, citywide tentative room nights still reached 158 percent of the goal and retained over 110,000 room nights, representing nearly $370 million in future economic impact.

The MCI team conducted familiarization (FAM) tours that converted over $38 million in confirmed group business and added an additional $58 million in active pipeline opportunities.

**Global MCI initiatives generated over $90 million in combined economic impact** and elevated Hawai'i's presence across key global markets through a first-of-its-kind partnership with H.I.S. Japan and destination education programs in Tokyo, Seoul, and Australia–New Zealand.

## Key Figures:

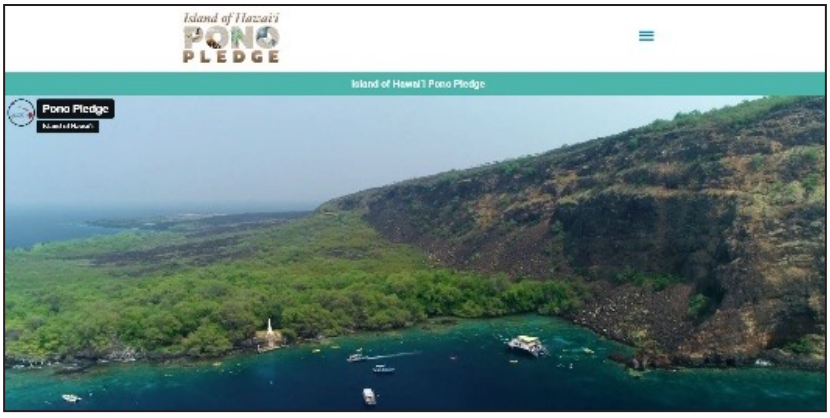
| | |
|---|---|
| Tradeshows: | 55 |
| Tradeshow Appointments: | 987 |
| Tradeshow Attendance: | 65,040 |
| MCI Sales Calls: | 2,517 |
| MCI Education Sessions: | 312 |
| MCI Education Participants: | 14,275 |

| Category | Room Nights | % to Goal | Economic Impact |
|---|---|---|---|
| Citywide – Tentative | 703,048 | 158% | $2.456B |
| Single Property – Tentative | 642,239 | 92% | $1.146B |
| Citywide – Definite | 95,966 | 63% | $308.1M |
| Single Property – Definite | 213,562 | 96% | $407.1M |

# Cruise

**The Cruise industry has the potential to bring visitors to the Hawaiian Islands during off-peak seasons** and is a good source of first-time visitors. For the local community, there is a positive economic impact of ship supplies locally sourced, as well as transport, activity excursions, and other expenditures such as restaurants, retail, and hotels throughout the islands for guests before, during (port days), and/or after their cruises. HTA's consultant, Access Cruise, collectively works with local cruise stakeholders to provide education to the community on the benefits of the cruise industry, including their dedication to sustainable initiatives and cultural awareness. Below are some of the initiatives undertaken this year:

**Efforts were made to ensure that cruise visitors received important safety messages** about Rainbow Falls and Boiling Pots on Hawai'i Island through collaboration with cruise line destination teams and onboard leaders. This communication included pre-arrival messages, briefings, and excursion materials. As a result, there were two cruise lines offering to play the Pono Pledge video for their guests, and continued dialogue between local authorities and cruise partners to maintain consistent, culturally-grounded messaging.




**A partnership with Maui Ocean Center (MOC) established a new community shuttle service** linking Kahului Cruise Terminal with Mā'alaea Harbor to support local businesses. This allowed cruise guests and crew to shop, dine, and explore nearby communities while supporting



Maui's recovering economy from the wildfires. In addition, a series of short, high-quality videos highlighting MOC's marine conservation efforts were created. These videos were made accessible to guests and crew across multiple voyages.

# Destination Stewardship

The 2024 State Legislature Session codified Destination Management (Act 225, SLH 2024), and also appropriates funding for five new island-based destination managers, strengthening the HTA's Destination Management program. In FY 2025, HTA hired five destination managers on the islands of Kaua'i, O'ahu, Maui, Moloka'i, and Hawai'i Island. This program focuses on balancing the economic, environmental, and cultural impacts of tourism through strategic planning and community engagement.

# Natural Resources Initiative

HTA supports programs that protect, maintain, and enhance Hawai'i's natural resources and cultural sites. These programs secure Hawai'i's competitiveness as a destination renowned for beautiful vistas, stunning shorelines, and abundant greenery cherished by residents and visitors alike.



HTA's **Kahu 'Āina** program supports community-based organizations dedicated to the stewardship, conservation, and revitalization of Hawai'i's natural resources. These initiatives reflect the strength of Hawai'i's communities and their dedication to caring for the land, waters, and ecosystems that sustain both residents and visitors. HTA reinvested $500,000 in the following 16 community groups and projects from January to June 2025

Despite operational funding limitations, the HTA continued its role in advancing **Sustainable Tourism** by maintaining collaboration with other organizations. We align with the **Hawai'i Green Growth UN Local 2030 Hub** and its **Aloha+ Challenge** to track how the visitor industry contributes to shared sustainable goals. This commitment is evidenced through key programs like the Qurator certification, which recognizes businesses that contribute to the preservation of Hawai'i's resources through practices such as reducing waste and carbon output, educating guests on local wildlife, practicing water conservation, and integrating renewable energy and passive lighting and cooling.

This year, the HTA provided strategic support and expertise to the **Hawai'i Climate Change Mitigation and Adaptation Commission**, ensuring the tourism sector's voice was integrated into policy development and offering crucial feedback for the developing Climate Action Pathway (CAP) to define and embed climate resilience into long-term tourism planning.

# Hawaiian Culture Initiative

We enhance the authenticity of Hawai'i in the tourism industry by reinforcing the values embedded in our state's host culture.

The **Ma'ema'e Cultural Resource Database** is a directory of Native Hawaiian cultural practitioners, organizations, visitor industry partners (50 total statewide), and lodging industry entities with onsite cultural practice programs and practitioners (47 total statewide). Although no funding was allocated for this program this past fiscal year, there were 2,141 visits to the Ma'ema'e Toolkit landing page on the HTA website from January to May 2025, indicating a strong interest in the program.



The **Kūkulu Ola** program focuses on supporting community initiatives that contribute to the responsible management, improvement, and protection of Hawai'i's natural resources in areas frequented by residents and visitors. HTA provided $500,000 to 21 nonprofit organizations, events and cultural practitioners from January to June 2025.

# Visitor Experiences Initiative

The primary objective of HTA's Visitor Experience Initiative is to maintain Hawai'i's competitive advantage and status as a premier destination. We are enhancing the visitor experience by fostering genuine, respectful, and authentic activities and programs that connect visitors with the rich heritage of Hawai'i, inclusive of Native Hawaiian culture and the many peoples and traditions that make their home here. We support local cultural practitioners, artists, and craftsmen to ensure the preservation and perpetuation of Hawaiian culture and its accurate portrayal in world-class experiences.

The **Visitor Education and Post Arrival Marketing (VEPAM**) program shares with visitors information about how they can travel responsibly, respectfully, and safely during their stay in the Hawaiian Islands. Current platforms include prime locations in airports and static and digital platforms. This year, we integrated the promotion of 'Umeke-funded events across airport displays and digital advertising platforms, highlighted Qurator-certified businesses and organizations through post-arrival marketing channels, and launched a "Travel 808" campaign that combined carefully curated activities and authentic locations that embody the spirit of mindful travel here in the islands.

The **Visitor Assistance Program** provides support and resources to visitors who are affected by crime, medical issues, and other crises during their stay in Hawai'i. The program provides coordinated assistance such as transportation, meals, lodging arrangements, and replacement of essential documents, along with hospital visits and interpersonal support. These services helped ensure visitor safety and well-being while reducing strain on local partners and emergency response systems.  In addition to HTA's funding support, $384,287 cash and in-kind were received from industry and business partners, and 2,067 visitors were assisted. Below is the breakdown:

- Kaua'i 226 visitors aided | $22,068 assistance provided
- Hawai'i Island 563 visitors aided | $145,897 assistance provided
- Maui 186 visitors aided | $52,135 assistance provided
- O'ahu 1,092 visitors aided | $164,187.65 assistance provided




HTA's **Community Enrichment Program** supports unique, authentic and highly valued visitor-related experiences. It represents activities that are developed by the community, for the community, and are things the community is willing to and wants to share with visitors. Through the Community Enrichment program, HTA provided nearly $1 million to 55 community-based events, festivals and experiences from January to June 2025.

The **Signature Events Program** invests in events that protect and enhance Hawai'i's globally competitive brand in a way that is coordinated, authentic, and market-appropriate while also enriching our communities. These events drive major, intentional visitation to the islands, generating media exposure and creating experiences for residents and visitors to enjoy.






In FY25, we provided $705,000 to eight festivals and events from January to June 2025. This included the 42nd Annual Pan Pacific Festival, 29th Annual Honolulu Festival, the Hawai'i Triennial 2025, the 7th Annual TransPacific Volleyball Championships, and the 2025 O'ahu King Kamehameha Celebration Lei Draping and Parade, among other events.

The **Ho'okipa Malihini Initiative** supports Hawaiian programs and cultural practitioners, craftsmen, musicians, linguists and other artists in resort areas statewide to help preserve and perpetuate Native Hawaiian culture in a way that is respectful and accurate, inviting, and educational to our visitors. From January to June 2025, HTA supported five community groups, which included musicians and practitioners at $195,000.

HTA's **Kāhea Greetings Program** at airports and harbors offers free, year-round Hawaiian entertainment and visitor education across the state, fostering a distinctive Hawai'i sense of place for visitors entering and exiting the state. Both programs were implemented through remaining FY24 funds since no funding was allocated for this valuable program in FY25.



We continued to make progress on the **Waikīkī Historic Trail** by collaborating with the Cultural Advisory Committee, DTL, Trigger XR, and HVCB to refresh and expand the trail's educational and cultural content. Together, the team determined the updated number and placement of trail markers and developed an augmented reality (AR) component to make the signs interactive and engaging for visitors. HTA also partnered closely with the Mayor's Office of Culture and the Arts to ensure cultural integrity and coordination throughout the project's planning and implementation phases. In the coming year, we are optimistic that the approval of new content and the refurbishment of eight existing markers will proceed.

In alignment with the 2021-2023 Maui DMAP to educate the public on proper sunscreen use, HTA continued to fund and support 23 **mineral-only sunscreen dispensers at high-traffic beaches on Maui and Lānaʻi.** Both visitors and residents were encouraged to choose sunscreen that aligns with state and county regulations, helping to protect the environment and promote responsible tourism. Implemented in partnership with Maui County, Maui Nui Marine Resource Council, Pūlama Lānaʻi, and Whaler's Village, the initiative is maintained by a team of 20 dedicated volunteers who clean and refill the dispensers weekly.

**The Qurator: Quality Assurance Program**, launched by the HTA in June 2024, began to realize its full potential this past fiscal year. This initiative, administered through Kilohana Collective by the Hawaiian Council, is designed to recognize local businesses that actively support and preserve the quality of the visitor experience, while also supporting the quality of life for residents. It is the most comprehensive certification of its kind, guiding visitors toward products and experiences that prioritize the preservation of Hawaiʻi's culture, environment, and community. At the end of the fiscal year, the program successfully certified 83 businesses across all sectors of the visitor industry, including air transport/air tours, food service, accommodations, and attractions.

A research and feasibility report on the development of a Hawaiʻi Smart Tourism App was completed by Sassato Consulting in December 2024. The purpose of this study was to identify the components, functionality, and feasibility of a destination management app, which will serve as the foundation for creating a **Smart Destination Mobile Application**. HTA will complete the procurement process for this app in fiscal year 2026.

# Technical Assistance and Capacity Building



In partnership with the Kilohana Collective by the Hawaiian Council, we implemented a **Foundational Technical Assistance Program** to help start-ups, small businesses, and nonprofits become market-ready for visitors and fully operational in the tourism industry. Linking our communities to visitor-industry opportunities is vital to increasing this sector's contributions to our economy. Seven workshops were held with 311 participants.

In addition, through our **Community Regenerative Tourism Collaborative**, we have developed and enhanced existing products and visitor experiences, focusing on agritourism, cultural tourism, and various other niche experiences in several areas. These experiences connect visitors and residents, solidifying partnerships that drive interest in regenerative tourism. Four workshops were conducted with15 organizations participating, 15 plans developed and $400,500 provided in funding to support the plans.

Our **Community Stewardship Tourism Collaborative** provided technical assistance and training to nine community organizations that were interested and committed to improving or mitigating impacts at a specific site, in particular sites that are impacted by visitors and residents. Four workshops were conducted, and $400,000 was provided to the nine community organizations.

# Tourism Workforce Development

HTA continues to make progress in addressing workforce development within the visitor industry. In line with HRS 201B-3(a)(22), HTA is focused on meeting the industry's evolving needs by collaborating with educational institutions to provide training opportunities for the workforce. This initiative aims to enhance overall skills and improve the quality of service.

HTA supported ClimbHi's **Leadership, Exploration and Inspiration (LEI) Program**, which connects visitor industry professionals with Hawai'i's youth and provides these learners with the necessary means to build viable careers in the visitor industry with paths for advancement and personal growth. Several events, including its hallmark work exposure series, engaged over 1,100 high school students in hands-on demonstrations, experiences, and tutorials across various parts of the industry. The HTA's **Work Wise Program**, connected high school students and recent high school graduates with seasonal and parttime employment opportunities.




We also provide scholarship opportunities through the **Ho'oilina Scholarship Program**. This year, seven Hawai'i public high school seniors were awarded four-year scholarships to attend the School of Travel Industry Management in the Shidler College of Business at the University of Hawai'i at Mānoa. These students will focus on preparing for careers in hospitality, tourism, and the culinary arts.




In partnership with the **Department of Education's Career and Technical Education Program**, we hosted a workshop for four teachers at our Spring Tourism Update on March 5, 2025. This workshop introduced teachers to the fundamentals of regenerative tourism, with further discussion continuing at our Hawai'i Tourism Conference on September 22 and 23, 2025.



The **2024 Hawai'i Tourism Conference** was held September 30 to October 2, 2024 at the Hawai'i Convention Center. A total of **650 participants** attended the conference, which focused on solidifying Hawai'i's transition toward a regenerative tourism model that prioritizes sustainability and community benefits.

HTA had planned to implement a **Native Hawaiian Cultural Education and Training Program** for Hawai'i's visitor industry. An RFP was issued to solicit an organization to develop the program, including training materials. An award was made, however, the applicant then rescinded its proposals. HTA will conduct another procurement in FY 2026.

HTA contracted with Kilohana by the Hawaiian Council to develop a **comprehensive curriculum for an upcoming Tour Guide Certification Program**. The curriculum and online platform consists of twelve core components designed to cultivate knowledgeable, culturally grounded, and safety-conscious guides. Topics range from Hawaiian culture, language, and history to natural ecosystems, storytelling, customer service, and professional development. This initiative supports the creation of tour experiences that are both enriching for visitors and respectful of Hawai'i's people, places, and values. Funding is being sought in FY 2026 to implement this program.

# Sports

HTA is committed to supporting amateur, collegiate, and professional sports programs and events seeking to hold tournaments, exhibitions, and other activities in Hawai'i. These events highlight our strengths worldwide and build our reputation as a premier destination for top-tier athletics. Visitors traveling for these sporting events contribute significantly to our island economy and create ripple effects that benefit local athletes – whether through donated equipment and facilities, higher standards for competition, or the inspiration that comes from meeting role models. As part of this initiative, HTA requires all prospective sporting event organizers to include a community engagement and benefits component in their proposals. The highlights below demonstrate HTA's commitment to making Hawai'i a premier sports destination while benefiting local communities.

**World Surfing League (WSL) Partnership**. With HTA's continued support, the WSL can host qualifying series, such as the Hawaiian Island Sunset Pro and the Hawaiian Islands HIC Hale'iwa Pro, benefiting North Shore businesses. Additionally, the passage of House Bill 133 HD1 in 2025 makes surfing a high school sport,and will further develop Hawai'i's local talent to compete in the WSL.

**LPGA Collaboration.** This partnership has attracted both domestic and international visitors and fans of professional women golfers in the LPGA tour. The Lotte Championship, hosted by Daehong Corporation and Hoakalei Golf Course in West O'ahu, celebrated its 13th year in Hawai'i.



**Los Angeles Rams Partnership.** This collaboration aims to increase media exposure, attract California visitors, and revitalize Maui post-wildfires through various community initiatives. These initiatives include hosting a flag football minicamp for Maui and Moloka'i residents at War Memorial Stadium, along with renovations of locker rooms at Lahainaluna High School. Additionally, the LA Rams Football Team has contributed to the community by partnering with Maui Habitat for Humanity to help build several homes.

**PGA Tour Partnership.** Through the Aloha Swing program, we increased exposure to Hawai'i as a golf destination and generated interest in golf for visitors to Hawai'i. We supported three professional golf events on the islands of O'ahu, Maui and Hawai'i.

**Partnerships with Big West Conference and the University of Hawai'i.** These collaborations have promoted UH events and UH athletes as ambassadors for Hawai'i. Notably,the men's volleyball team won the Big West Conference's Championship in Spring 2025.

HTA's has revised its sports strategy to include a **competitive "scorecard" for evaluating sports proposals**, enhancing tourism and supporting local talent. More high-quality sports proposals under this competitive scoring system will elevate sports tourism in the state, ensuring quality experiences for residents and visitors alike while building meaningful support for local athletes and showcasing our talent on the world stage.

# Hawai'i Convention Center



Fiscal year 2025 was another exceptional year financially for the Hawai'i Convention Center (HCC). highlighting HCC team's dedication to innovation and diverse mix of events. With a savings-to-budget ratio of $3.2 million, the Center demonstrated disciplined management and a focus on enhancing guest experiences.

In January 2026, HCC will begin a significant rooftop terrace renovation to modernize its facilities, improve event quality, and open new revenue opportunities. These upgrades underscore HCC's evolution from simply accommodating events to becoming a proactive organizer and host for a broader range of programming that benefits both visitors and the local community.

The Center is expanding its offerings beyond major sports like volleyball and basketball to include craft fairs, graduation ceremonies, and cultural festivals, showcasing its commitment to serving both visitors and the local community. Throughout the renovation, HCC will continue hosting events on weekends and weekday evenings, allowing guests to witness the exciting upgrades that reflect its dedication to excellence.

**18**
Citywide Events

**$388.2 MILLION**
Visitor Spending from Citywide Events

**$45.4 MILLION**
Tax Revenue Generated from Citywide Events

**$13.35 RETURN TO STATE**
For Every Dollar Invested

# Financial Highlights

Fiscal year 2025 marked the first year HTA was appropriated general funds by the legislature. HTA deployed $62,382,140 of the $63,000,000 appropriated by Act 248, SLH 2024. HTA is responsible for six (6) budget programs – 113, 114, 115, 116, 117, and 118.

HTA's annual financial audit resulted in an unqualified opinion. HTA's single audit, related to the Department of Commerce's Economic Development Administration's non-competitive State Tourism Grant under the American Rescue Plan Act, resulted in a qualified opinion with two findings. Both findings were acknowledged by HTA management and addressed.

**Hawai'i Tourism Authority**

| | Expenditures* | Fiscal Year 2025 Budget | Variance |
|---|---|---|---|
| **BED113 Administration and Governance** | | | |
| Salaries | 1,428,503 | 1,438,985 | 10,482 |
| General and Administrative | 582,747 | 582,747 | |
| Market Research | 369,666 | 369,666 | |
| Communications & PR Services | 259,354 | 261,564 | 2,210 |
| Tourism Strategic Plan Update | 254,786 | 254,786 | |
| Campaign Effectiveness Study | 162,000 | 162,000 | |
| Professional Services | 145,000 | 145,000 | |
| Program Evaluation | 134,419 | 144,419 | 10,000 |
| Governance - Board Expenditures | 108,801 | 108,801 | |
| Hawaiitourismauthority.org | 80,901 | 80,901 | |
| Cruise Consultation | 80,100 | 80,100 | |
| Travel | 63,177 | 67,691 | 4,514 |
| **Subtotal BED113** | **3,669,454** | **3,696,660** | **27,206** |
| | | | |
| **BED114 Brand and Marketing** | | | |
| USA | 19,026,919 | 19,026,919 | |
| Global Conventions, Meetings & Inc. | 6,028,985 | 6,028,985 | |
| Japan | 5,850,000 | 5,850,000 | |
| Island-Destination Int. Marketing | 2,880,000 | 2,880,000 | |
| Global Support Services | 1,207,628 | 1,209,090 | 1,462 |
| Oceania | 1,120,226 | 1,120,226 | |
| Canada | 900,000 | 900,000 | |
| Europe | 900,000 | 900,000 | |
| Korea | 809,276 | 810,000 | 724 |
| Salaries | 258,261 | 523,981 | 265,720 |
| **Subtotal BED114** | **38,981,295** | **39,249,201** | **267,906** |

| | Expenditures* | Fiscal Year 2025 Budget | Variance |
|---|---|---|---|
| **BED115 Sports and Signature Events** | | | |
| PGA | 1,996,350 | 1,996,350 | |
| Football | 1,487,744 | 1,487,744 | |
| Signature Events | 1,467,691 | 1,467,691 | |
| Basketball | 750,000 | 750,000 | |
| Sports Community Outreach (Maui Recovery) | 731,807 | 731,807 | |
| Surfing | 300,000 | 300,000 | |
| LPGA | 250,000 | 250,000 | |
| UH Athletics Branding Partnership | 167,000 | 167,000 | |
| Sports Consultant | 98,243 | 98,243 | |
| Salaries | 25,644 | 69,240 | 43,596 |
| **Subtotal BED115** | **7,274,479** | **7,318,075** | **43,596** |
| **BED116 Destination Stewardship and Community** | | | |
| Smart Tourism Initiative | 3,150,000 | 3,150,000 | |
| Visitor Education Post Arrival Marketing | 1,239,772 | 1,239,772 | |
| Maui Recovery | 792,388 | 792,388 | |
| Kahu Aina | 772,159 | 772,159 | |
| Visitor Assistance Programs | 535,950 | 574,183 | 38,233 |
| Salaries | 396,042 | 396,042 | |
| Ho'okipa Malihini Initiative | 367,043 | 367,043 | |
| Destination Management - Kauai | 93,299 | 138,224 | 44,925 |
| Destination Management - Oahu | 83,099 | 128,024 | 44,925 |
| Destination Management - Maui County | 83,099 | 128,024 | 44,925 |
| Destination Management - Hawaii Island | 83,099 | 128,024 | 44,925 |
| Kahea Greetings - Airports | 110,000 | 110,000 | |
| **Subtotal BED116** | **7,705,950** | **7,923,883** | **217,933** |
| **BED117 Regenerative Tourism Development** | | | |
| Community Tourism Collaborative | 1,295,923 | 1,295,923 | |
| Community Enrichment Program | 916,786 | 916,786 | |
| Kūkulu Ola | 624,057 | 624,057 | |
| Foundational Technical Assistance | 415,458 | 415,458 | |
| Qurator - Quality Assurance | 225,000 | 225,000 | |
| Salaries | 154,896 | 206,357 | 51,461 |
| Tour Guide Certification | 78,600 | 78,600 | |
| **Subtotal BED117** | **3,710,720** | **3,762,181** | **51,461** |

| | Expenditures* | Fiscal Year 2025 Budget | Variance |
|---|---|---|---|
| **BED118 Workforce Development** | | | |
| Scholarship Program | 409,850 | 419,608 | 9,758 |
| Tourism Conference | 272,059 | 272,059 | |
| Hawaiian Culture Initiative | 208,333 | 208,333 | |
| Future Workforce Development | 150,000 | 150,000 | |
| **Subtotal BED118** | **1,040,242** | **1,050,000** | **9,758** |
| **Total Tourism General Funds** | **62,382,140** | **63,000,000** | **617,860** |

## Hawai'i Convention Center

| | | | |
|---|---|---|---|
| **BED113XC Convention Center Enterprise Special Fund** | | | |
| HCC Repairs and Maintenance | 28,119,382 | 28,119,382 | |
| HCC Operations | 4,277,318 | 4,277,318 | |
| HCC Local Sales | 1,603,300 | 1,603,300 | |
| **Total BED113XC** | **34,000,000** | **34,000,000** | |
| **Roof Top Terrace Deck Repair** | | | |
| Construction | - | 51,592,745 | 51,592,745 |
| Design and Engineering | 4,664,051 | 4,814,051 | 150,000 |
| Contingency | - | 4,596,262 | 4,596,262 |
| Project Management | 1,775,915 | 1,793,569 | 17,654 |
| Equipment | - | 500,000 | 500,000 |
| Permitting | 14,600 | 150,740 | 136,140 |
| **Total Roof Top Terrace Deck** | **6,454,566** | **63,447,367** | **56,992,801** |

| | | |
|---|---|---|
| **Operating Revenues** | | |
| | Facility | 12,276,896.00 |
| | Food and Beverage | 15,176,653.00 |
| | **Total Revenues** | **27,453,549.00** |
| **Operating Expenditures** | | |
| | Facility | 18,040,749.00 |
| | Food and Beverage | 9,656,466.00 |
| | **Total Expenditures** | **27,697,215.00** |
| Net Operating Loss | | -243,666.00 |
| Fixed Asset Purchases | | -332,648.00 |
| **Net Operating Loss After Fixed Asset Purchases** | | **-576,314.00** |

# Contracts Over $1 Million For the Life of the Contract

| Vendor Name | Contract/Project Name | Contract Number | Current Contract Value | Contract End Date |
|---|---|---|---|---|
| The Walshe Group Pty Ltd dba Hawai'i Tourism Oceania | Hawai'i Tourism Destination Brand Marketing Services for the Oceania Major Market Area | CON 21019 | $5,266,885.40 | 12/31/2025 |
| Visitor Aloha Society of Hawai'i | Visitor Assistance Program O'ahu | CON 21040 | $1,553,500.00 | 6/27/2026 |
| Hawai'i Visitors and Convention Bureau | Global MCI Marketing Services for the Hawaiian Islands | CON 22003 | $21,748,830.00 | 12/31/2025 |
| Hawai'i Visitors and Convention Bureau | Hawai'i Tourism Destination Brand Marketing & Management Services for the United States Major Market Area | CON 23003 | $38,554,500.00 | 12/31/2025 |
| A.LINK LLC | Hawai'i Tourism Destination Brand Marketing & Management Services for the Japan Major Market Area | CON 23004 | $20,970,000.00 | 12/31/2025 |
| Council for Native Hawaiian Advancement | Support Services for Destination Stewardship | CON 23008 | $24,763,655.00 | 12/1/2026 |
| Department of Land and Natural Resources | Sub-Grantee Agreement from the American Rescue Plan Act State Travel, Tourism, and Outdoor Recreation Grants (State Tourism Grants) | CON 23013 | $7,200,000.00 | 12/31/2026 |
| VoX International | Hawai'i Tourism Destination Brand Marketing Services for the Canada Major Market Area | CON 23016 | $2,277,180.00 | 12/31/2025 |
| Rider Levett Bucknall Ltd. | Project Management/Construction Management Services for the Hawai'i Convention Center Rooftop Terrace Deck Full Repair | CON 24001 | $1,775,915.00 | 12/31/2026 |
| Emotive Travel Marketing Limited | Hawai'i Tourism Destination Brand Marketing Services for the Europe Major Market Area | CON 24004 | $1,886,180.00 | 12/31/2025 |
| Hawai'i Visitors and Convention Bureau | Island Destination Brand Management & Marketing Services | CON 24009 | $7,547,750.00 | 6/30/2026 |
| Allana Buick & Bers, Inc. | Professional Architectural & Engineering Services for the Hawai'i Convention Center Rooftop Repair | CON 24012 | $4,664,051.10 | 12/31/2026 |
| Hawai'i Visitors and Convention Bureau | Hawai'i Tourism Global Support Services for Brand Management & Marketing | CON 24018 | $2,375,533.00 | 12/31/2025 |
| AEG Management HCC, LLC dba Hawai'i Convention Center | Management of Hawai'i Convention Center | CON 25009 | $69,511,733.00 | 12/31/2034 |

# Procurements Over $100,000 for Fiscal Year 2025

| Vendor Name | Contract/Project Name | Contract Number | Awarded Contract Value | Contract Start Date |
|---|---|---|---|---|
| LA Clippers LLC | LA Clippers x HTA 2024 | CON 25003 | $750,000.00 | 6/30/2025 |
| Ladies Professional Golf Association | LPGA Lotte Championship Partnership 2024 | CON 25004 | $250,000.00 | 6/30/2025 |
| PGA Tour Enterprises, LLC | PGA Aloha Swing 2025 | CON 25005 | $1,996,350.00 | 6/30/2025 |
| ASP North America LLC dba World Surf League Hawai'i | World Surf League 2024-2025 | CON 25006 | $300,000.00 | 6/30/2025 |
| Hawai'i Tourism Destination Brand Marketing Services for the Korea Major Market Area | AVIAREPS Marketing Garden Holdings Ltd. | CON 25008 | $824,000.00 | 12/31/2025 |
| AEG Management HCC, LLC dba Hawai'i Convention Center | Management of the Hawai'i Convention Center | CON 25009 | $18,601,145.00 | 12/31/2034 |
| University of Hawai'i | Ho'oilina Scholarship Program | CON 25012 | $255,240.00 | 7/31/2029 |
| ClimbHI | HTA Visitor Industry Career Motivational and Exposure Programs for Hawai'i High School Students | CON 25013 | $150,000.00 | 9/30/2025 |
| Hawai'i Visitors and Convention Bureau | U.S. Marketing Maui Recover Plan 3 | CON 25014 | $100,000.00 | 11/30/2024 |
| The Los Angeles Rams, LLC | LA Rams 2025-2026 | CON 25019 | $1,860,000.00 | 3/31/2026 |
| Hawai'i Visitors and Convention Bureau | Maui Emergency Marketing Campaign | CON 25023 | $6,000,000.00 | 5/31/2026 |
| Pacific Policy Research Center | Facilitation of Community and Visitor Industry Convenings to Inform Tourism Plans | CON 25026 | $142,474.00 | 11/30/2025 |
| Better Destinations, LLC | Development of HTA Tourism Strategic Plan 2026-2030 | CON 25030 | $105,000.00 | 3/31/2026 |
| Ward Research, Inc. | Development of Destination Management Action Plans 2026-2028 | CON 25031 | $322,563.00 | 3/31/2026 |




HAWAI'I TOURISM AUTHORITY

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