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HTA Release (21-35)

Hawai'i Tourism Authority Invites the Public to Receive an Update on its Strategic Plan, Market Insights and Destination Management Efforts, October 1

HONOLULU – The Hawai'i Tourism Authority (HTA) is inviting the public to participate in an update on the state's strategic direction and destination management initiatives for tourism during a live, virtual presentation on Friday, October 1, from 9 to 11 a.m. HST.

Titled "Mālama Ku'u Home: An Update from the Hawai'i Tourism Authority," the presentation will provide the latest information on:

- HTA's Vision
- 2025 Strategic Plan and Four Interacting Pillars
- Organizational Changes
- Implementation of the Destination Management Action Plans
- Brand Management Efforts
- Market Insights

The presentation will be made via Zoom. Registration is free and open to the public. Advance registration is recommended, as capacity is limited. To register, please visit <https://bit.ly/HTAupdate>. Presentations will be posted to HTA's website for those who are unable to attend.

"We encourage everyone with an interest in tourism's future to register in advance and participate. This interactive presentation is to keep Hawai'i's visitor industry stakeholders, community members and business leaders apprised of HTA's planning, direction and accelerated destination management efforts through a regenerative tourism model for the state," said John De Fries, HTA president and CEO.

HTA has comprehensively reorganized its structure and operations, affirming its commitment toward Mālama Ku'u Home (caring for my beloved home). HTA's objective is to help empower the community to have a greater voice in tourism's future, with a focus on regenerating the environment, perpetuating the Hawaiian culture, recognizing Hawai'i's multiethnic cultures, and supporting responsible economic outcomes.

Mālama Ku'u Home Schedule

9 to 10 a.m. HST

- Welcome Remarks and Strategic Direction by John De Fries, HTA President and Chief Executive Officer
- Organizational Updates by Keith Regan, HTA Chief Administrative Officer

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- Progress of Destination Management Action Plans by Caroline Anderson, HTA Director of Planning

10 to 11 a.m. HST

- Market Insights and Traveler Sentiment by Jennifer Chun, Director of Tourism Research for the Department of Business, Economic Development and Tourism
- HTA Pillars/Brand Management Updates by Kalani Ka'anā'anā, HTA Chief Brand Officer
- Closing Remarks by John De Fries, HTA President and Chief Executive Officer

For more information, visit www.hawaii tourism authority.org/what-we-do/events/.

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About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](http://www.hawaii tourism authority.org) is the State of Hawai'i agency responsible for strategically managing its support of the tourism industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure tourism's sustainability and the benefits it brings to residents and communities statewide.

For more information about HTA, please visit www.hawaii tourism authority.org. Follow updates from HTA (@HawaiiHTA) on [Facebook](#), [Instagram](#), [Twitter](#) and its new [YouTube Channel](#).

For more information, contact:

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