



Hawai'i Convention Center
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David Y. Ige
Governor

Chris Tatum
President and Chief Executive Officer

April 2, 2020

Aloha Chair Fried and HTA Board Members,

Our HTA team, along with the Hawai'i Visitors and Convention Bureau (HVCB) and the Hawai'i Lodging and Tourism Association (HLTA), remain focused on updating our visitor industry leaders and tourism partners on the efforts of the state to mitigate the spread of COVID-19. We continue to remain in close contact with Governor David Ige and Major General Ken Hara, the administrator of the Hawai'i Emergency Management Agency (HI-EMA). I am also a member of the House Select Committee on COVID-19 Economic and Financial Preparedness and have testified before the Hawai'i Senate Special Committee on COVID-19.

Since March 26th, all passengers arriving from outside the state are required to enter a 14-day self-quarantine. The HTA team hired contractors to assist the Hawai'i Department of Transportation (DOT) with collecting data from these visitors upon arrival and informing them of the quarantine restrictions. The Department of Agriculture Declaration Form is scanned by the HTA team and forwarded to HVCB for follow-up calls to their hotels and random follow-up calls throughout the quarantine period. As of April 1st, approximately 1,000 visitors arrived in Hawai'i and more than 1,700 calls and emails have been sent to the quarantined visitors by the team.

On April 1st interisland travelers were also ordered to self-quarantine for 14 days upon arrival at their destination. The DOT is handling the collection of the forms at the airports. HTA staff is scanning the Interisland Declaration Forms once they receive them and is giving that data to the Hawai'i Department of Business, Economic Development and Tourism (DBEDT) to process for HI-EMA. DBEDT is in charge of the final report for interisland numbers.

Our team participates in daily conference calls coordinated by the Hawai'i Department of Health (DOH) and HI-EMA. These calls include leaders from various federal and state departments along with county officials to ensure that our emergency planning is a coordinated effort. Our team also participates in calls three times a week with the Emergency Support Function Core (ESF 6) coordinated by the Hawai'i Department of Human Services. These calls include state and county departments as well as local non-profit organizations to ensure mass care, emergency assistance, housing and human services are coordinated.

During our latest teleconference with the House COVID-19 committee, the Hawai'i Foodbank shared they are overwhelmed by the demand as more employees are furloughed, and unfortunately they have also experienced recent break-ins and were diverting valuable financial resources to overnight security. To support this incredibly important food source for our community, HTA will be providing \$15,000 from our safety and security fund for the additional security.

Our HTA team has partnered with the Council for Native Hawaiian Advancement (CNHA), Hawai'i Community Foundation, Kamehameha Schools and KFVE to create an online Pop-Up Mākeke (market) that

was born in response to the coronavirus pandemic and its impact on Hawai'i's economy, including many small businesses that depend heavily on community events, gatherings, craft fairs, and farmers markets to earn money to feed their families. The goal is to create a centralized online marketplace for customers to have easy access to local products. HTA funding will allow the marketplace to operate for six months. KFVE and 'Ōiwi TV produced the online and live TV broadcast (like QVC) that will air weekly from 7-8 p.m. on KFVE each Wednesday. The marketplace features products from 130 vendors. The first show aired last night and as of last count it has already generated \$25,000 in sales. These funds are being allocated from HTA's Hawaiian Culture opportunity fund.

Although many hotels have suspended operations, we are fortunate that some are still able to accept reservations. They are providing a valuable option for residents needing to separate from their family, including health care workers and first responders who have worked tirelessly to care for our community. HTA, HVCB and HLTA have developed the HOTELS FOR HEROES program that will provide complimentary rooms for health care workers and first responders during the crisis. We will be coordinating these reservations through our HVCB housing bureau. To offset the hotel costs, HTA will be providing \$85 per night compensation for the room. The reimbursement is only for reservations made through this housing bureau. We have allocated \$500K from our sports marketing fund for this program.

HTA's research team continues to provide valuable information to decision makers during these times of uncertainty. We are actively gathering and compiling data daily. We are monitoring changes in air service, updating air seat outlook, and remain in close contact with DBEDT.

We are also working with HI-EMA and the Army Corps of Engineers to support their plans to convert the Hawai'i Convention Center to an Alternate Care Facility (ACF).

HVCB and HLTA have played an important role in helping to get the messages out. The Island Chapters have been working with their respective emergency management agencies and the mayors' offices in areas related to the virus, and they have helped with the Agriculture Form data collection process. They also provide weekly updates on business levels from the industry partners (accommodations, activities and retail). These updates include the current situation in Hawai'i regarding COVID-19 cases, the economic impact, and global travel warnings.

Our team is passionate about working with the state to mitigate the spread of this virus, while supporting our industry and community.

For important updates relating to COVID-19, please visit our website:

<https://www.hawaiiitourismauthority.org/news/alerts/covid-19-novel-coronavirus/>

Mahalo,



Chris Tatum
President and CEO
Hawai'i Tourism Authority