

THE **'TOURIST'** FOCUSED TOURISM SCENARIO

Your Vacation Adventure

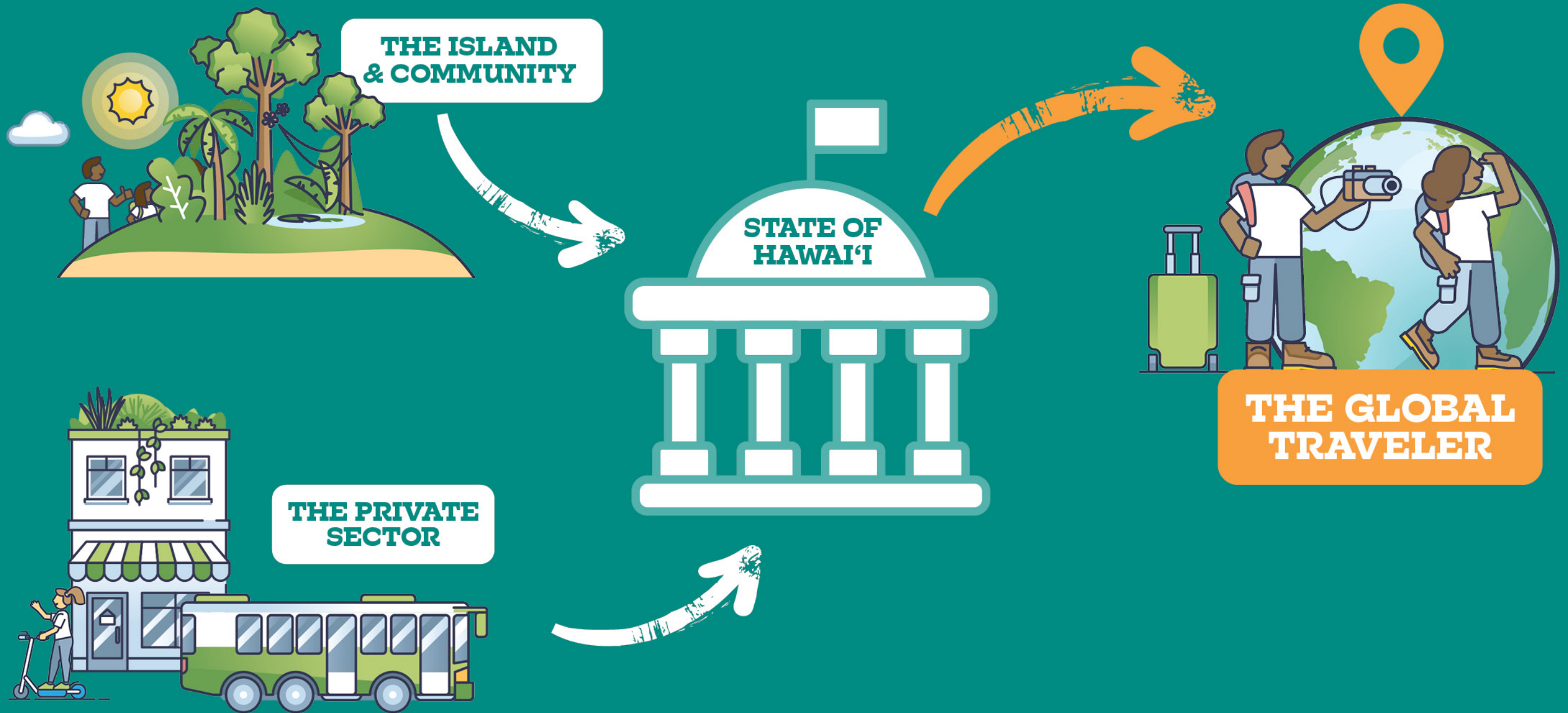
In the heart of the Pacific Ocean lies Hawai'i, a paradise of unmatched beauty and endless adventure. Dedicated to sharing its magic with the world, a tourism team works tirelessly to attract visitors and businesses.

Their mission: Market and promote Hawai'i, inviting travelers to experience its wonders. Success is measured by strong branding and effective marketing, driving high visitor numbers and spending.

With a demand-driven approach, stakeholders collaborate to tailor offerings to traveler preferences. The public and private sectors align efforts, ensuring impactful promotion.

Guided by a dedicated board with a good representation from the private sector, we steer the Hawai'i tourism in the right direction.

THE 'TOURIST' FOCUSED TOURISM SCENARIO



THE **'DESTINATION'** FOCUSED TOURISM SCENARIO

A journey in responsible tourism

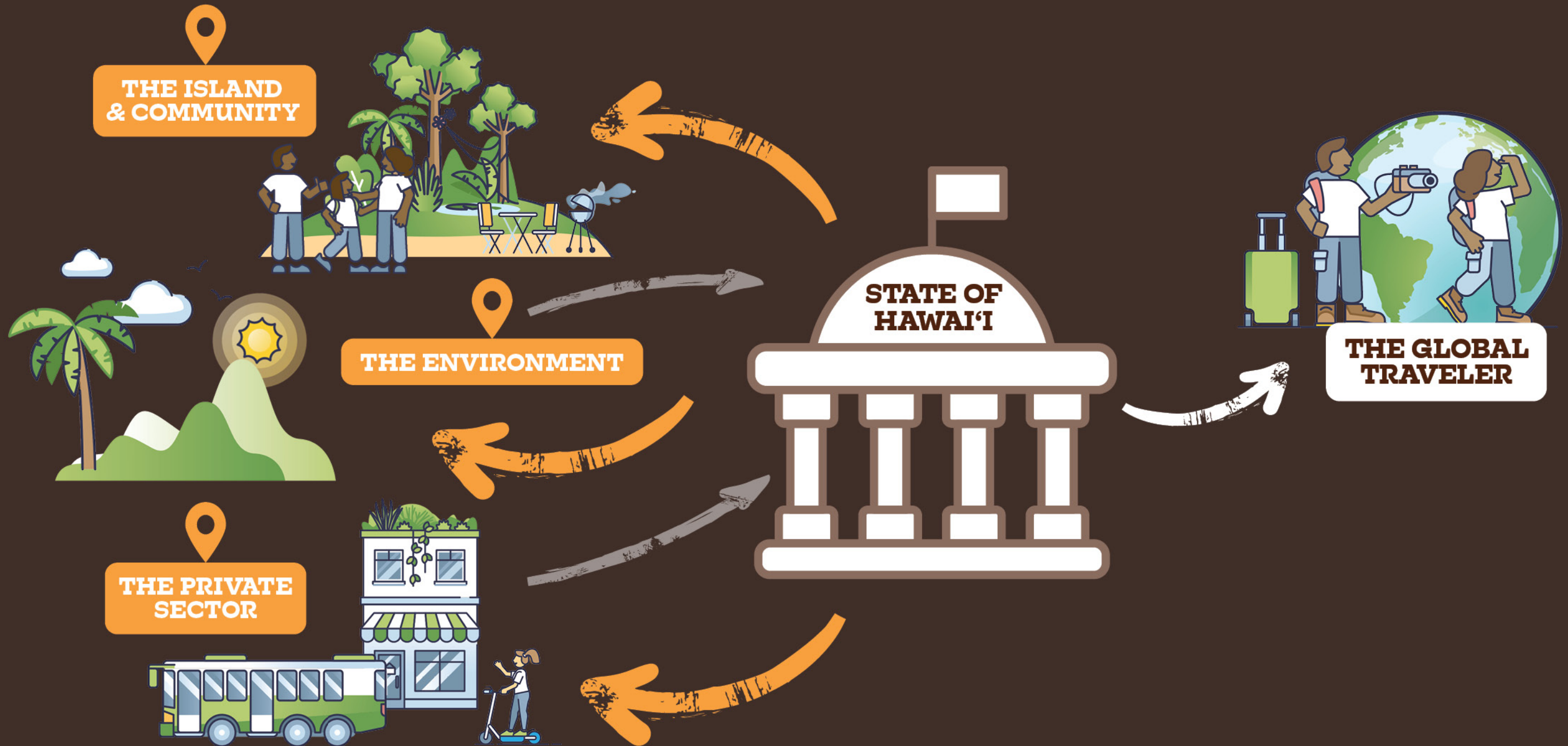
In the heart of the Pacific, Hawai'i shines as a sought-after destination, blending natural wonders with cultural richness. A dedicated team shoulders the responsibility of managing and nurturing tourism.

Their task: ensure Hawai'i remains attractive while mitigating negative impacts.

Success hinges on a long-term vision, harmonizing stakeholders' needs across sectors. Transparency and inclusivity shape governance, with a multi-stakeholder board guiding decisions.

This collective effort embodies the spirit of aloha – a commitment to caring for the land, the culture, and the people of Hawai'i. It's a journey of collaboration, innovation, and shared responsibility, as we strive to ensure that Hawai'i remains not just a place to visit, but a home for generations to come.

THE 'DESTINATION' FOCUSED TOURISM SCENARIO



THE ‘**COMMUNITY**’ FOCUSED TOURISM SCENARIO

Aloha

In the heart of the Pacific Ocean lies a treasure trove of islands, each pulsating with the vibrant spirit of its people. Here the focus isn't just on the stunning landscapes or pristine beaches – it's on the heartbeat of the communities that calls these islands home.

A dedicated team is committed to developing tourism in a way that uplifts and empowers these local communities. Their mission is clear: to design a bottom-up tourism strategy in collaboration with the people of these islands, build their narrative and support their needs.

Success is measured by the approval of the local communities and businesses. Their happiness and satisfaction are the true barometers of progress. At the heart of this approach lies a deep commitment to community-driven tourism. Rather than imposing external agendas, the focus is on offering what the community itself is proud to share with visitors – whether it's traditional cultural practices, artisanal crafts, or hidden gems off the beaten path. The voices of the people who call Hawai'i home are given the utmost respect and consideration.

Underpinning this model is a governance structure built on the principles of Public Private People Participation (PPPP). Here, reciprocal relationships flourish between the island communities and the state, with each party bringing their expertise and mandates to the table. Together, this collaborative effort embodies the true essence of aloha – a spirit of harmony, respect, and mutual support.

THE 'COMMUNITY' FOCUSED TOURISM SCENARIO

