



Hawai'i Convention Center
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David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

October 30, 2020

Senator Donovan Dela Cruz
Hawaii State Capitol, Room 208
415 S. Beretania Street
Honolulu, Hawaii 96813

RE: Messaging to Visitors

Aloha Senator Dela Cruz:

In response to your letter of inquiry dated October 28, 2020, please access the summary of our efforts to communicate with our visitors (pre-arrival and post-arrival) via the link below:

Kuleana Health & Safety Campaign

https://hvcb.sharepoint.com/:p:/s/Marketing/EbmuQ-8NuyNHvDWsTUN9oowBjmhOdFiwA_DJIEwOLZ8O4A?e=rD8wkZ

Following your review of this compilation, I would welcome the opportunity to address you and your committee, as a means of providing more insights and to receive guidance on our shared mission of keeping our residents and visitors safe, while ensuring that our tourism industry can sustain its relaunch trajectory.

Let me also confirm the validity to your reference of the “numerous anecdotal reports throughout the state of visitors to comply with the various county mask mandates. . .”. In recent weeks I have spent time with frontline hotel and restaurant employees who must deal with non-compliant visitors. For this reason, my statements at Governor Ige’s October 27th press conference shifted in content and tone – “the State of Hawaii is not asking you to wear a mask, it is ordering you to wear a mask – this is the law of the land!”.

Going forward at HTA, our organizing principle is found in the Hawaiian cultural value of “*Malama*” or more specifically, “*Malama Ku’u Home*” – caring for our beloved home. To this end, we will continue to work with our industry partners and within our community networks to advance the safety and health of our residents and visitors, alike.

Stay safe and in good health.

Malama Pono,

John De Fries
President and Chief Executive Officer



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Cc: Senator Michelle N. Kidani Senator Jarrett Keohokalole
Senator Sharon Moriwaki Senator Donna Mercado Kim
Senator Kurt Fevella Senate President Ronald Kouchi