



# VISITOR COORDINATION ANNEX

Support Annex

Hawai`i Emergency Management Agency

August 2019 |



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# RECORD OF CHANGES

Change Number	Date of Change	Section Changed	Summary of Change
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# 1. INTRODUCTION

## 1.1 PURPOSE

1. On any given day, the state of Hawai`i's population of 1.4 million residents is supplemented by an additional 218,000 tourists visiting the islands.<sup>1</sup>
2. The **Visitor Coordination Annex (VCA)** is an acknowledgment that the care of visitors during emergencies and disasters deserves special planning consideration, given the substantial size of the visitor population and the importance of the industry to the state's economic health.
3. The purpose of the **Visitor Coordination Annex (VCA)** is to establish the structure, roles and responsibilities and procedures that government and the visitor industry will use to coordinate emergency support to the visitor population and relay information and needs.
4. The Annex is a joint plan, developed by the state's emergency management agency, Hawai`i Emergency Management Agency (HI-EMA), with county emergency management agencies and visitor industry stakeholders.

## 1.2 SCOPE

1. This Annex is an all-hazards plan for addressing visitor industry coordination during emergencies and disasters that require the support of the state. Though incidents managed entirely at the county level are not directed by this plan, the roles and coordination structures described in this Annex are scalable to any event.
2. This plan applies to all agencies with responsibilities listed in this Annex.

### 1.2.1 DEFINITIONS

1. **VISITOR:** Per the United Nations World Tourism Organization (UNTO), a visitor is "someone making a visit to a main destination outside his/her usual environment for less than a year for any main purpose [including] holidays, leisure and recreation, business, health, education or other purposes." For the purposes of this plan, the term visitor does not include part-time residents of the state or members of the armed forces stationed in Hawai`i and their dependents.
2. **VISITOR INDUSTRY:** The people, activities, and organizations involved in providing services for visitors. This plan focuses on the following sectors of the visitor industry:
  - a. Lodging (including hotels, hostels, campsites and short-term vacation rentals)

<sup>1</sup> Fact Sheet: Benefits of Hawai`i's Tourism Economy, Hawai`i Tourism Authority, 2016 data



- b. Transportation (including airlines, rental vehicles, tour buses and taxis)
- c. Travel agencies and tour companies
- d. Destination marketing organizations and visitor support agencies

## 1.2.2 RELATIONSHIP TO OTHER PLANS

1. This plan is an Annex to the State of ***Hawai'i Emergency Operations Plan (HI-EOP)***, which is the state's all-hazards plan that establishes the framework used to coordinate the state response to, and initial recovery from, emergencies and disasters. This Annex addresses unique planning and response requirements for incidents involving the visitor industry but is not intended to duplicate or alter the response concepts outlined in the ***HI-EOP***.

## 2. SITUATION AND ASSUMPTIONS

### 2.1 SITUATION OVERVIEW

1. The visitor industry is the state's economic driver and largest employing sector.
  - a. Nearly 18% of all residents are employed by leisure or hospitality businesses.
  - b. On average, visitors spend over \$40 million each day in the state and generate well over \$1 billion in tax revenue annually.<sup>2</sup>
2. Visitors make up a substantial part of the state's daily population. On average, visitors increase the overall statewide population by 15% each day, though in some counties this number is over 30%.<sup>3</sup>

	State	Hawai'i County	Maui County	Oahu	Kauai County
Resident Population	1,428,557	198,449	165,474	992,605	72,029
Daily Visitor Census	213,934	31,408	58,211	99,782	24,533
% Increase to Population	15%	16%	35%	10%	34%

#### 2.1.1 VULNERABILITY ANALYSIS

1. The **HI-EOP** provides an overview of general geographic, demographic and infrastructure vulnerabilities likely to affect how the state is impacted by disasters. This section identifies vulnerabilities specific to the visitor industry.

##### 2.1.1.1 ECONOMIC VULNERABILITIES

1. The immediate and long-term effects of disasters on visitor dependent economies like Hawai'i's can be extreme, sparking steep declines in tourism, revenue and employment.
2. For example, Hurricane Iniki struck the island of Kauai on 11 September 1992. The relatively small but powerful hurricane damaged over 14,000 homes and wrought the most damage in Hawai'i history, estimated at USD 3 billion (in 2014 USD).<sup>4</sup> Iniki's impact was immediately followed by a 70% decline in visitor arrival rate, which triggered a significant rise in unemployment from 6.7% the previous quarter to 19.1%.<sup>5</sup>

<sup>2</sup> Fact Sheet: Benefits of Hawai'i's Tourism Economy, Hawai'i Tourism Authority, 2016 data

<sup>3</sup> 2016 State of Hawai'i Data Book, Department of Business, Economic Development & Tourism

<sup>4</sup> The Weather Channel, (Aug 7, 2014), "Hawaiian Direct Hit: Hurricane Iniki Remembered" <https://weather.com/news/news/remembers-hurricane-iniki-20120911> Retrieved 2017, July 25.

<sup>5</sup> University of Hawai'i Economic Research Organization (UHERO) database, Retrieved 2017, July 25.

### 2.1.1.2 POPULATION VULNERABILITIES

1. Visitors are less likely to be familiar with local hazards, plans and protective actions to take. This lack of knowledge makes visitors more susceptible to harm during emergencies and disasters, particularly during events that occur with little notice, such as locally generated tsunamis and flash floods. Language barriers may exacerbate this vulnerability if instructions are not well communicated to non-English speakers.
2. Immediate shortages of basic supplies are anticipated after a major disaster. While the resident population is encouraged to maintain supplies for fourteen (14) days, visitors are unlikely to have sufficient supplies to sustain themselves.

### 2.1.1.3 CRITICAL TRANSPORTATION VULNERABILITIES

1. Unlike many other tourist destinations, Hawai'i's visitors can only be evacuated by air or sea transportation. Damage to these critical transportation hubs during a major disaster, particularly airports, will prevent a rapid evacuation of visitors and further strain the state's scarce resources.
2. The state's sea ports and airports are extremely vulnerable to damage from Hawai'i's greatest natural threats – hurricanes and tsunamis. All seaports, and all but one major airport, Lihue Airport on Kauai, have runways in inundation areas.

### 2.1.1.4 SHELTER VULNERABILITIES

1. Visitor lodging, both hotels and short-term vacation rentals, are primarily located close to the shoreline and will be susceptible to storm surge and tsunami inundation, which may lead to evacuations or displacement of visitors due to damage.
2. That state lacks sufficient emergency shelter space to house the resident population. These shortages will be dramatically exacerbated by visitors seeking shelter.

## 2.2 ASSUMPTIONS

### 2.2.1.1 VISITOR INDUSTRY PREPAREDNESS AND COORDINATION

1. Though all businesses will be advised to be prepared to be self-sufficient with food, water and other essential supplies for 14 days, most businesses will not be prepared with 14 days of supplies.
2. Regular communications will initially be unavailable after a major disaster.
3. HTA will convene and manage a Department Operations Center at the Convention Center with representatives from the Hawai'i Visitor and Convention Bureau (HVCB) and the Hawai'i Lodging and Tourism Association (HLTA).

4. County Visitor Bureaus will facilitate the sharing of public and emergency operations information between county emergency management and the local visitor industry.
5. At the state level, HTA will facilitate the sharing of public and emergency operations information between the State Emergency Operations Center (SEOC) and visitor industry stakeholders, in cooperation with HVCB and County Visitor Bureaus to ensure consistent statewide messaging.

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#### 2.2.1.2 LODGING AND SHELTER

1. The state lacks sufficient capacity at public shelters to meet the anticipated demand for sheltering residents pre- and post-impact. Visitors in public shelters will further constrain shelter resources.
2. Most visitors staying in larger hotels will shelter in place. Guests at bed & breakfasts, hostels, small hotels, transient vacation unit and vacation rentals are likely to evacuate to emergency shelters.
3. Extended power and water disruptions are likely at lodging facilities impacted by a major disaster.
4. Lodging facilities will work with state/county organizations to be able to continue sheltering visitors even if there is no power and/or water at their lodging facility.
5. Businesses are encouraged to develop plans for sheltering of employees and families on-site if safe to do so.

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#### 2.2.1.3 AIR AND SEA PORTS

1. Airlines will participate in the airport district EOCs, and the Hawai'i Department of Transportation, Airports Division (HDOT-A), will facilitate information sharing about the status of airports and airline operations with the state Emergency Operations Center (SEOC).
2. Visitors will go to airports before, during and after a disaster, even if they are instructed not to.
3. Following a tsunami or hurricane, there will be a minimum 3 to 5 days with no airport availability. Initially, only emergency operations via military air transport will resume.
4. If the sea port sustains major damage, it may take at least three weeks to restore partial operations. Full operations may not be restored for a month or more.

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#### 2.2.1.4 GROUND TRANSPORTATION

1. Hotels do not have sufficient transportation assets to transfer visitors to evacuation shelters.
2. Car rental facilities do not have sufficient storage space for a large volume of returned vehicles.

## 3. CONCEPT OF OPERATIONS

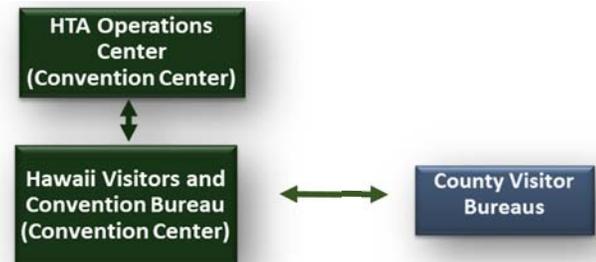
### 3.1 GENERAL

1. This section describes the concepts and organizational structures that will be used during emergency operations to provide information and support to visitors.
2. The visitor industry may be asked to support one or more of the following response activities:
  - a. **MASS CARE AND EMERGENCY ASSISTANCE:** Activities may include sheltering, feeding, distribution of relief supplies and support with evacuations.
  - b. **LOGISTICS:** Support with ground transportation for visitors.
  - c. **EXTERNAL RELATIONS:** Support with disseminating public information targeted to visitors.
3. The degree to which the visitor industry will be involved in emergency operations, and the specific support needed, will depend on the nature of the incident.
  - a. **INCIDENT LEVEL:** Emergencies and disasters are handled at the lowest possible level. In most cases, emergencies can be handled entirely by first responders on scene without the involvement of other agencies. Industry-wide coordination is not required during these events, though specific segments may be involved such as hotel security or county **VISITOR ALOHA SOCIETIES**, which provide support services for visitors affected by crimes, medical emergencies or other individual or family crises.
  - b. **COUNTY LEVEL:** If the incident is beyond what first responders can manage, county emergency management agencies may fully or partially activate a county Emergency Operations Center (EOC). Representatives from county agencies and non-governmental partners needed to support the response convene at the county EOC and coordinate resources and information.
  - c. **STATE LEVEL:** When county resources are exhausted, or a needed capability does not exist at the county level, the county requests assistance from the state. The state's emergency management agency, HI-EMA, activates the State Emergency Operations Center (SEOC), where state agencies and non-governmental partners needed to coordinate the response convene. The state's role is to support the county, not to direct county operations.
  - d. **FEDERAL LEVEL:** If the state's resources are exceeded, the state may request federal assistance. If granted, federal aid is coordinated through the state. Refer to the **HI-EOP** for a description of the process through which federal aid may be granted and the types of assistance that may be made available.
4. State and county emergency management agencies each have primary agencies identified that will provide overall coordination of visitor industry response efforts.

a. **HAWAI`I TOURISM AUTHORITY (HTA):** HTA is the state’s tourism agency, whose mission is to ensure a sustainable tourism economy. HTA’s emergency management role is to provide statewide industry coordination on disaster preparedness, response and recovery efforts, in conjunction with the Hawai`i Emergency Management Agency (HI-EMA) and the State Emergency Operations Center (SEOC).

b. **HAWAI`I VISITORS AND CONVENTION BUREAU (HVCB):** The Hawai`i Visitors and Convention Bureau (HVCB) is a nonprofit organization whose mission is to promote Hawai`i tourism throughout North America. During a disaster, HVCB’s role is to support the Hawai`i Tourism Authority carry out its emergency responsibilities to support the visitor industry. HVCB has Island Chapters, also known as **COUNTY VISITOR BUREAUS**, that serve as the primary contact for their county emergency management agency. HVCB serves as the link between state and county visitor industry efforts by channeling information between County Visitor Bureaus and HTA.

Figure 1: State and County Visitor Bureau Coordination



c. **COUNTY VISITOR BUREAUS:** The day-to-day role of the County Visitor Bureaus is to promote tourism to their county. The County Visitor Bureaus also serve as the primary entity tasked with coordinating county-level disaster preparedness, response and recovery efforts for the tourism and hospitality sectors in conjunction with the county emergency management agency, and in coordination with HTA and HVCB at the state level.

5. To the extent possible, the strategy for joint visitor industry emergency operations is to use existing networks within the industry associations to disseminate information and streamline coordination between the industry and emergency management.

a. For example, rather than attempt outreach to individual hotels, information and requests from visitor industry representatives in EOCs will be channeled through hotel associations, who in turn will communicate with their members.

## 3.2 NOTIFICATION AND ACTIVATION

### 3.2.1 COUNTY NOTIFICATION AND ACTIVATION

1. County emergency management agencies notify their County Visitor Bureau of any occurring or emergency issues that may impact tourism in the county.
2. If the county EOC is activating, the Visitor Bureau representative may be asked to report to the county EOC.
3. When the county EOC activates, and/or an incident has the potential to generate significant media attention, the Visitor Bureau in the affected county is responsible for notifying the following:

- a. **COUNTY VISITOR INDUSTRY STAKEHOLDERS:** The Executive Director of each County Visitor Bureau maintains an extensive list of local industry contacts that receive an email notification. This list includes, but is not limited to, associations, travel agencies, hotel and condo property managers, airport managers, tour companies and rental car agencies.
  - b. **HAWAI`I VISITORS AND CONVENTION BUREAU (HVCB):** Notification is made to the HVCB President, Vice President of Customer Relationship Marketing and the Senior Director of Public Relations/Communications.
4. When notified by the County Visitor Bureau of a county EOC activation or high visibility incident, HVCB notifies the Hawai`i Tourism Authority’s President & CEO, Chief Operations Officer and Director of Communications.

Figure 2: Visitor Industry Activation Process



### 3.2.2 STATE NOTIFICATION AND ACTIVATION

1. HI-EMA notifies HTA of any occurring or emerging issues that may impact tourism anywhere in the state. HI-EMA also ensures all county emergency management agencies are aware of the incident.
2. If the SEOC is activated, HTA may be asked to provide representatives to the SEOC to coordinate visitor industry support.
3. The Hawai`i Transportation Association may also be activated by the SEOC to help coordinate transportation of visitors.

## 3.3 KEY ACTIONS

1. This section describes the anticipated sequence of actions taken by, or in support of, the visitor industry during an emergency or disaster.

### 3.3.1 RESPONSE PHASE

#### 3.3.1.1 PRE-IMPACT

1. Some emergencies and disasters are preceded by a buildup or warning period that allows time for readiness actions. State and county EOCs may activate and request representation from the visitor industry.

2. Priorities for the visitor industry during the pre-impact period include:
  - a. Monitoring the threatened event through official sources.
  - b. Reviewing emergency plans.
  - c. Providing information to visitors and employees about the threat, including preparedness actions and emergency instructions to ensure their safety and well-being.
  - d. Ensuring emergency supplies are on hand and testing back-up systems for power and communications.
  - e. Taking measures to protect property from damage such as repositioning or securing assets.
  - f. Coordinating with vendors and employees to determine availability during and after the event.

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#### 3.3.1.2 IMMEDIATE RESPONSE/LIFE SAFETY

1. The immediate response phase begins when an incident occurs. The priority for response agencies and the visitor industry is on protecting lives and property and stabilizing the situation. In a large event, state and county EOCs will be activated and include representatives from the visitor industry.
2. During this phase, visitor industry stakeholders are expected to take the following actions:
  - a. Activating emergency plans and procedures.
  - b. Monitoring official sources for information on what has happened and for emergency instructions.
  - c. Taking actions to protect visitors and employees until the immediate threat is over, which may include sheltering in place or evacuating.
  - d. Disseminating safety information and instructions to visitors and employees, as well as any official updates on what is occurring.
  - e. Accounting for the location and welfare of customers and employees.
  - f. Conducting initial assessments to determine impacts on company property. If needed, performing emergency repairs to address significant safety issues or prevent further damage.
  - g. Initiating situation reporting on current conditions to company executives and, if applicable, to county and/or state emergency management agencies.

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#### 3.3.1.3 LIFE SUSTAINING RESPONSE

1. Once the incident begins to stabilize, the focus turns to getting a full assessment of the impacts and ensuring emergency conditions do not worsen. Activities coordinated by emergency management and the visitor industry during this period may include:
  - a. Meeting the basic needs of the visitor and resident populations by provisioning food, water and other essential supplies.
  - b. Reopening airports and clearing debris from roadways to resort areas.

- c. Providing information on issues impacting the visitor population, such as the status of airports.
- d. Initiating company continuity of operations plans to ensure critical business functions are restored.
- e. Re-establishing communication networks so visitors can contact loved ones and rebook flights home.
- f. Supporting the evacuation of visitors.
- g. Completing full damage assessments to determine impacts to company property and equipment.
- h. Contracting with response agencies to support responders from the mainland who have come to assist with services such as lodging, air or ground transportation.
- i. Providing information needed for the state's *Visitor Industry Situation Report*, if applicable. Refer to **Section 5** Information Collection, Analysis and Dissemination

#### 3.3.1.4 SUSTAINED RESPONSE/TRANSITION TO RECOVERY

1. During the sustained response phase, life sustaining activities continue alongside initial efforts to restore essential services for the population.
2. In this phase, the need to provide emergency information and support to visitors will wind down as visitors are able to return home.
3. The following are likely priorities for the visitor industry during this period:
  - a. Initiating repairs to property.
  - b. Assessing the economic impact to the company.
  - c. Applying for disaster aid programs for businesses.
  - d. Helping employees access disaster recovery resources available from the company or government.
  - e. Communicating with visitors who have reservations to rebook or cancel, if necessary.
4. Following smaller incidents, the response phase will be brief and regular operations will quickly resume.
5. After a major disaster, the sustained response will last much longer and slowly transition to a recovery phase that can last years.

#### 3.3.2 LONG TERM RECOVERY PHASE

1. Recovery is the effort to fully restore the community, the economy, homes, services and systems. For the state, a major priority for recovery will be restoring the visitor industry and tourism to Hawai'i.
2. The scope of this plan is limited to the response and initial recovery phases activities and does not address long-term recovery after a major disaster.

## 3.4 DIRECTION, CONTROL AND COORDINATION

1. The **HI-EOP** defines the overall organizational structures and processes used to manage emergency situations. This section provides detail on the organizational structure and processes the state uses to manage the visitor industry response.
2. Each agency supporting the visitor industry retains direction and control of its response operations. This section only addresses industry coordination, not the internal processes or activities of these agencies.

### 3.4.1 COUNTY LEVEL ORGANIZATION AND COORDINATION OF INDUSTRY ACTIVITIES

#### 1. COUNTY VISITOR BUREAU

- a. When the county EOC activates, the County Visitor Bureau reports and serves as a liaison between the industry and emergency management.
- b. Each County Visitor Bureau, in coordination with HVCB, maintains a distribution list of local visitor industry stakeholders and uses it to provide information and updates to all industry segments during emergencies or disasters.

#### 2. AIRPORTS/ AIRLINES

- a. Each airport opens its own EOC to coordinate emergency activities with airport stakeholders.
- b. Air carriers operating at the airport send a representative to provide information on the airline's operations and gather information about impacts to the airport.
- c. A Hawai'i Department of Transportation (HDOT) representative is usually present in the county EOC and receives updates from the Airport EOC.
- d. The County Visitor Bureau works with the HDOT representative in the EOC to share information and coordinate any local support to visitors with airports and airlines.

#### 3. RENTAL CAR COMPANIES

- a. Rental car agencies located at the airport are encouraged to coordinate through the Airport EOC to provide updates or needs related to the status of their operations.
- b. The HDOT representative in the county EOC receives updates from the Airport EOC and works with County Visitor Bureau to share information and coordinate any local visitor support required.
- c. Rental car agencies may also receive visitor industry updates directly from the County Visitor Bureau.

#### 4. CRUISE LINES

- a. Information and requests from cruise lines are initially channeled through HDOT Harbors Division.

- b. Cruise lines use Port Agencies/Agencies (PA) to handle their cruise ships while they are in Hawaiian waters. PAs monitor cruise ship movements and interact with HDOT Harbors Division and the U.S. Coast Guard during emergencies or weather alerts. The PAs are the best initial point of contact for information about a cruise ship’s plans.
- c. The HDOT representative in the county EOC receives updates from HDOT Harbors and works with the County Visitor Bureau as needed to share information and coordinate support of passengers. If needed, HDOT Harbors can provide the name of the PA for each cruise line and their contact information. If a HDOT representative is not present in the county EOC, the HDOT representative in the state EOC can assist.
- d. Information about cruise ships due to arrive, depart or currently docked in one of the state’s ports is also available on [Hawaii.portcall.com](http://Hawaii.portcall.com).

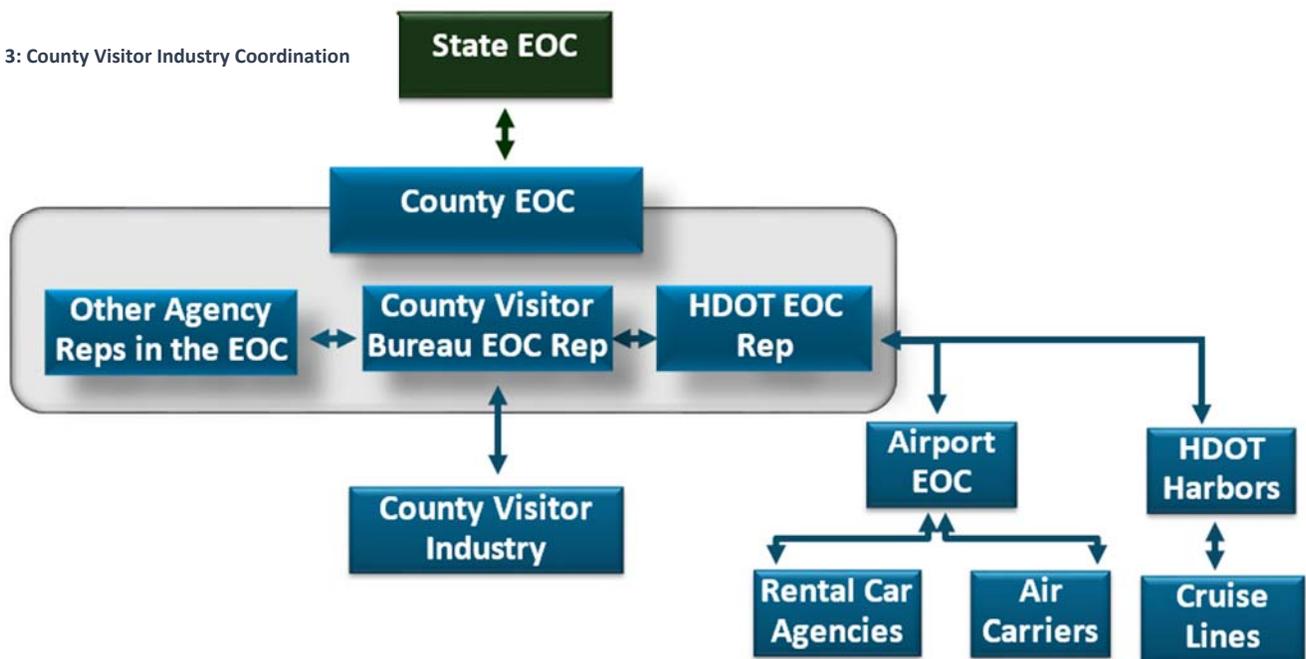
**5. OTHER VISITOR INDUSTRY PARTNERS**

- a. Other county visitor industry partners coordinate through the Visitor Bureau representative in the county EOC to provide updates and request information or support. Whenever possible, these requests should be channeled through county industry associations to reduce the number of entities the County Visitor Bureau is trying to coordinate with.

**6. OTHER AGENCIES IN THE COUNTY EOC**

- a. The Visitor Bureau representative works with other county agencies present in the EOC to collect information needed by visitor industry stakeholders and to fulfill requests for support. For example, if a hotel needs to evacuate, the County Visitor Bureau representative might coordinate with the Red Cross and County Parks and Recreation liaisons in the EOC to determine the nearest public shelter.

Figure 3: County Visitor Industry Coordination



3.4.2 STATE LEVEL ORGANIZATION AND COORDINATION OF INDUSTRY ACTIVITIES

3.4.2.1 STATE EMERGENCY OPERATIONS CENTER ORGANIZATION

1. The State Emergency Operations Center (SEOC) uses **STATE EMERGENCY RESPONSE FUNCTIONS (SESFS)** to organize its emergency operations.

- a. SESFs are groupings of state, non-profit and private sector agencies into sixteen (16) activity areas most commonly needed during an emergency response.
- b. Agencies assigned to a SESF work together to provide support that falls within that SESF’s scope.

2. When a county needs information or assistance, the county EOC submits a request to the SEOC. The SEOC assigns the county’s request to the appropriate SESF based on the type of information or support needed. The agencies assigned to the SESF work together to fulfill the request.

3. In addition to sharing information with county EOCs, HDOT Airports and Harbors Divisions share operational information and significant issues related to airlines, rental car agencies and cruise lines to the SEOC via SESF #1 – *Transportation*.

- a. HDOT is the lead agency for SESF #1. SESF #1 is responsible for restoring and maintaining the state’s transportation network during an emergency.
- b. HDOT’s SESF #1 representative coordinates with Airport EOCs to support the restoration of airport operations and to share information, including the status of airline operations and rental car agencies.
- c. HDOT’s SESF #1 representative also coordinates with the Harbors Division to support the restoration of port operations and to share and receive information on significant impacts to cruise line operations or their passengers.

Figure 4: Requests for Assistance

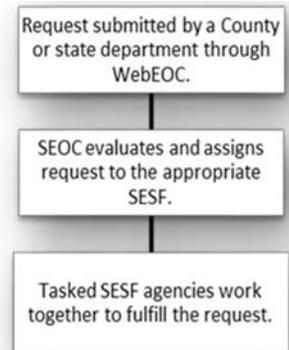
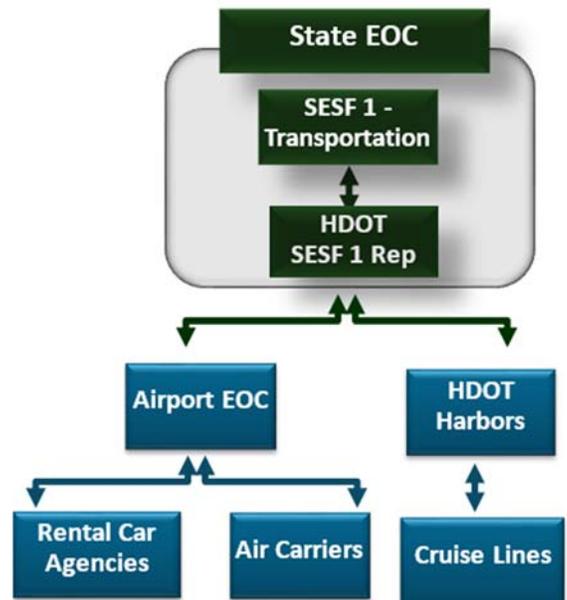


Figure 5: HDOT information sharing with the SEOC.



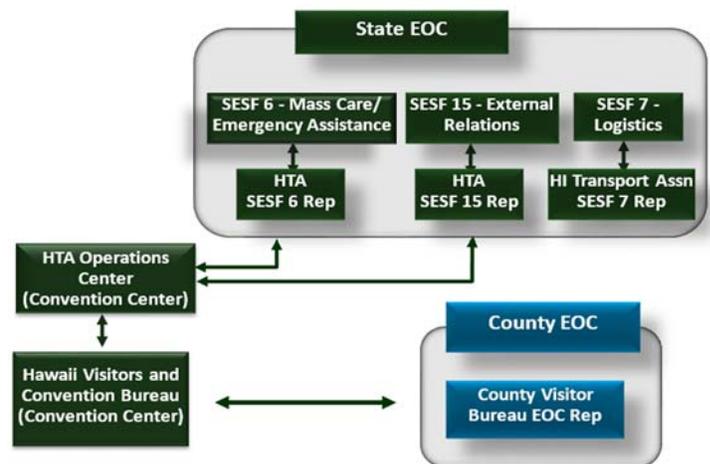
- The state looks to the visitor industry to provide support to three SESFs. One lead visitor industry agency is assigned to each. These agencies coordinate with the SEOC, other organizations assigned to the SESF and industry stakeholders to provide support for visitors the counties have requested.

State Emergency Support Function (SESF)	Lead State Visitor Industry Agency	Visitor Support Activities
<b>SESF #6 – MASS CARE &amp; EMERGENCY ASSISTANCE</b>	Hawai'i Tourism Authority	Sheltering, feeding, distribution of relief supplies and coordination of evacuations.
<b>SESF #7 – LOGISTICS</b>	Hawai'i Transportation Association	Ground transportation to move visitors. May also support other response activities including transport of responders and supplies.
<b>SESF #15 – EXTERNAL RELATIONS</b>	Hawai'i Tourism Authority	Dissemination of public information targeted to visitors.

### 3.4.2.2 HAWAI'I TOURISM AUTHORITY COMMAND CENTER

- When the SEOC is activated, HTA stands up an internal operations center at the Convention Center. The HTA operations center performs the following functions:
  - Convenes state-level visitor industry partners in a central location to facilitate coordination.
  - Collects and disseminates information and situation reports to help the visitor industry maintain situational awareness.
  - Provides information and support to HTA's SESF representatives needed to carry out their SEOC duties, including working with state-level industry partners to fulfill county requests for visitor assistance.

Figure 6: HTA, HVCB, County Visitor Bureau Coordination



- The Hawai'i Visitors and Convention Bureau (HVCB) assigns staff to the HTA operations center. The role of HVCB in the operations center is to be the link between the County Visitor Bureaus and HTA. Information flows from the Visitor Bureaus through HVCB to HTA.

### 3.4.3 COORDINATION WITH FOREIGN GOVERNMENTS

- A few countries have consular offices in Hawai'i, including Australia, Japan, New Zealand, Philippines and South Korea that are staffed by career diplomatic staff. Most foreign governments in Hawai'i are represented by Honorary Consuls.

- a. **CAREER CONSULS:** Foreign governments may have one or more consulates in addition to its embassy in the capital city. Consulates provide many of the same services and official functions of an embassy, working to assist and protect their nationals and facilitate trade and government relations.
  - b. **HONORARY CONSULS:** Honorary consuls are designated by a foreign government, but are not official foreign service personnel. They generally serve on a voluntary/non-salaried basis and perform their consul duties part-time. Honorary consulates are usually authorized to undertake limited duties in support of citizens of the government they represent.
2. During a disaster, both career and honorary consuls, in cooperation with their embassies, attempt to identify as many as their citizen as possible in the affected area and determine their welfare, provide support and share information with their loved ones in their home country.
  3. The U.S. Department of State (DOS) is the lead U.S. foreign affairs agency. The agency's Office of Foreign Missions (OFM) serves as the link to the foreign mission community in the U.S., which includes diplomatic and consular personnel. The OFM office located in San Francisco serves Hawai'i's consular corps.
  4. During an emergency or disaster, OFM is the link between state and county emergency management agencies and the consulates.
    - a. OFM will work through the SEOC and county EOCs to collect information that may assist consulates identify the location and condition of their foreign nationals.
    - b. OFM will also relay information and requests for consulates to the SEOC, including requests for assistance to help foreign government efforts to evacuate their citizens.
  5. While there is not direct operational coordination between consulates and HTA, they should ensure they are included on any external distribution lists each uses to share official information during incidents. Consulates can use updates HTA shares with visitor industry stakeholders to maintain situational awareness of potential impacts to their citizens. HTA can help further disseminate and amplify official consular information to foreign travelers through its own public messaging and industry network.

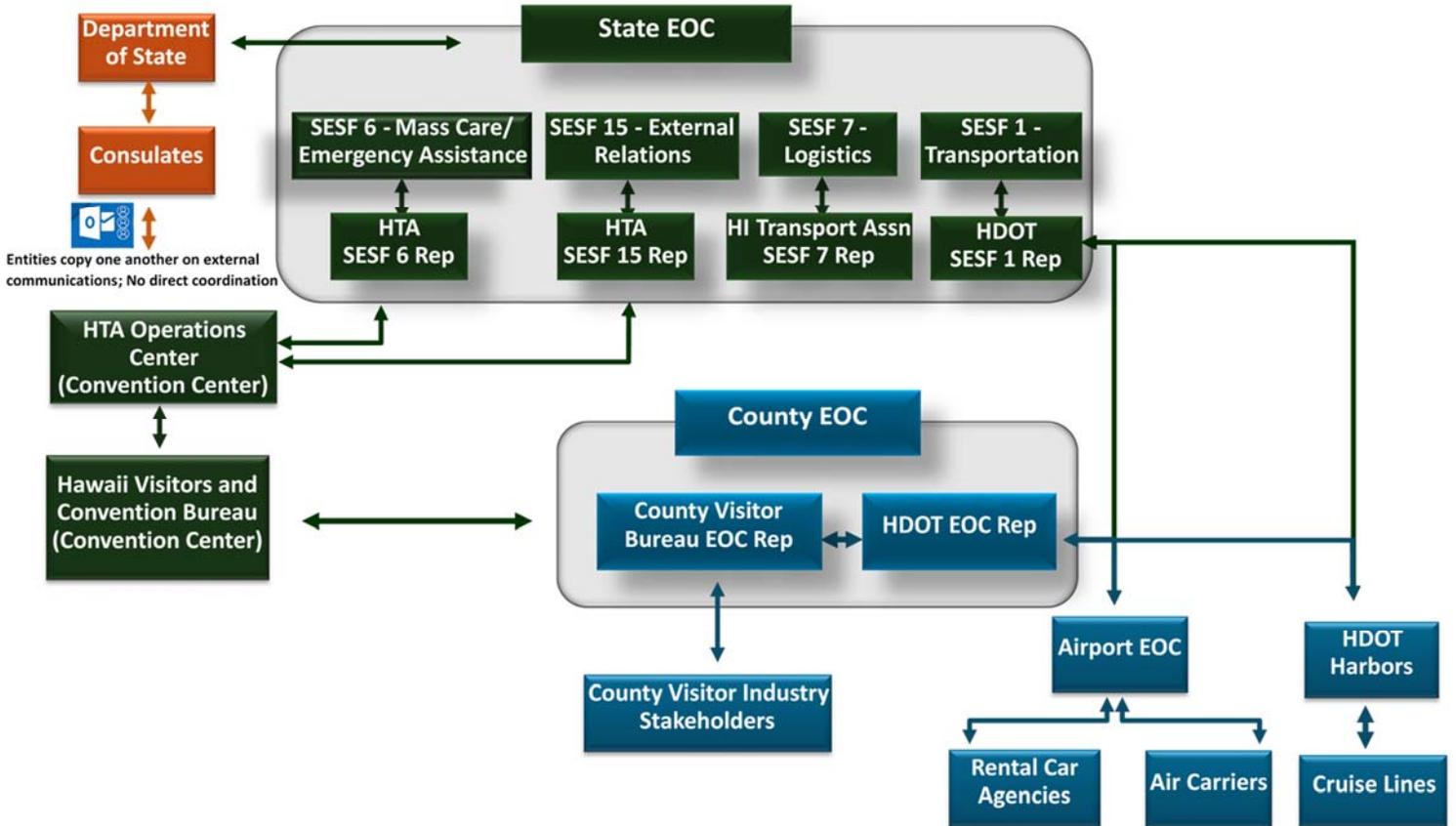


Figure 7: State/County Visitor Industry Coordination Structure

## 4. ROLES AND RESPONSIBILITIES

This section describes the roles and responsibilities of government agencies and visitor industry stakeholders.

### 4.1 COUNTY GOVERNMENTS

1. HRS 127A requires each county to have an emergency management agency to provide overall coordination of emergency management activities within their jurisdictions. Each agency operates under the county mayor, who has overall responsibility and authority for emergency management within the county. The following are the county emergency management agencies:
  - a. Hawai'i County Civil Defense Agency [HCDA]
  - b. Maui Emergency Management Agency [MEMA]
  - c. City & County of Honolulu Department of Emergency Management [DEM]
  - d. Kauai Emergency Management Agency [KEMA]
2. The following are specific responsibilities of county emergency management agencies related to visitors.

BEFORE AN EVENT	<ol style="list-style-type: none"> <li>1. Support planning efforts to maintain and further develop the <b>Visitor Coordination Annex</b>.</li> <li>2. Support the development of, and participate in, visitor industry training and exercises in support of the plan.</li> <li>3. Include County Visitor Bureaus in local emergency planning efforts, training and exercises.</li> <li>4. Promote disaster preparedness, training and best practices to the visitor industry.</li> <li>5. In coordination with HI-EMA, encourage hotels to shelter guests and employees in place if safe to do so. Educate hotels on state laws that exempt private property owners who provide emergency shelter from civil liability for any injury or damage. Support hotels/lodging establishments develop sheltering plans.</li> <li>6. Ensure hotels/lodging establishments are incorporated into Mass Care plans both before and during a response to include addressing the care of visitors who are sheltering-in-place. As required, coordinate with State Emergency Support Function #6 – Mass Care.</li> <li>7. Initiate and maintain Memorandums of Understanding or Agreement (MOUs/MOAs) or other arrangements with Ground Transportation providers for use of transportation assets in a disaster.</li> <li>8. Initiate and maintain MOUs/MOAs with visitor industry organizations and associations.</li> </ol>
DURING AN EVENT	<ol style="list-style-type: none"> <li>1. Provide county wide coordination during emergencies in support of county disaster response and recovery operations.</li> <li>2. Notify the County Visitor Bureau to provide a representative to the county EOC during emergency operations, as required.</li> </ol>

3. Gather information from the County Visitor Bureau on the status and needs of the local visitor industry.
4. Submit county visitor industry Requests for Assistance (RFAs) to the Hawai'i Emergency Management Agency (HI-EMA) as needed primarily through WebEOC.
5. Respond to Requests for Information from the State Emergency Operations Center (SEOC) related to the county visitor industry.
6. As required, support the evacuation and reunification of visitors with their families in coordination with State Emergency Support Function #6 – Mass Care.
7. Ensure public information to visitors is coordinated by the County Visitor Bureau and PIO with HTA through ESF#15 to ensure consistency and accuracy of information.
8. Facilitate connecting visitors with needed emergency social services.

## 4.2 STATE GOVERNMENT

### 4.2.1 HAWAI'I EMERGENCY MANAGEMENT AGENCY (HI-EMA)

1. HI-EMA is state emergency management agency, providing overall coordination of state mitigation, preparedness, response and recovery activities. The following are specific responsibilities related to visitors:

BEFORE AN EVENT	<ol style="list-style-type: none"> <li>1. Coordinate planning efforts to maintain and further develop the <b>Visitor Coordination Annex</b>.</li> <li>2. Coordinate visitor industry related training and exercises in support of the plan.</li> <li>3. Maintain the Business Resource Center (BRC) program to encourage further collaboration between emergency management and the private sector.</li> <li>4. Promote disaster preparedness, training and best practices to the visitor industry.</li> <li>5. Work with county emergency management agencies to encourage hotels to shelter guests and employees in place if safe to do so. Educate hotels on state laws that exempt private property owners who provide emergency shelter from civil liability for any injury or damage. Support hotels/lodging establishments in develop sheltering plans.</li> <li>6. Ensure hotels/lodging establishments are incorporated into Mass Care plans both before and during a response to include addressing the care of visitors who are sheltering-in-place.</li> <li>7. Initiate and maintain Memorandums of Understanding or Agreement (MOUs/MOAs) or other arrangements with Ground Transportation providers for use of transportation assets in a disaster.</li> <li>8. Initiate and maintain MOUs/MOAs with visitor industry organizations and associations.</li> </ol>
DURING AN EVENT	<ol style="list-style-type: none"> <li>1. Provide statewide coordination during emergencies in support of county response and recovery operations.</li> <li>2. As needed, activate the HTA representatives for SESF #6 – Mass Care and Emergency Assistance, and SESF #15 – External Relations.</li> </ol>

3. Assign, track and ensure fulfillment of Requests for Assistance (RFAs) and Requests for Information (RFIs) from state and county agencies related to the visitor industry.
4. Ensure situational awareness is maintained through the State Emergency Operations Center (SEOC). Collect and disseminate operational information needed by visitor industry stakeholders through HTA.
5. Support Mass Care and Emergency Services for visitors through State Emergency Support function #6.
6. Ensure public information to visitors is provided through SESF #15 and, if necessary, establish a Joint Information Center (JIC) to ensure consistency and accuracy of messaging.
7. Coordinate support and issues impacting international visitors and consular inquiries through the Department of State.

#### 4.2.2 HAWAI`I TOURISM AUTHORITY (HTA)

BEFORE AN EVENT	<ol style="list-style-type: none"> <li>1. Provide statewide industry coordination on disaster preparedness efforts, in conjunction with the Hawai`i Emergency Management Agency (HI-EMA).</li> <li>2. Participate in planning efforts to maintain and further develop the <b>Visitor Coordination Annex</b>. Attend trainings and exercises for the visitor industry in support of the plan.</li> <li>3. In coordination with the HI-EMA Business Resource Center (BRC), promote disaster preparedness, training and best practices to the visitor industry.</li> <li>4. In cooperation with other visitor industry stakeholders, develop contingencies for primary communications being initially unavailable after a major disaster.</li> <li>5. Assign representatives to SESF #6 – Mass Care and Emergency Assistance, and SESF #15 – External Relations. Participate in related planning, training and exercise activities.</li> </ol>
DURING AN EVENT	<ol style="list-style-type: none"> <li>1. Provide statewide industry coordination on response and recovery efforts, in conjunction with the Hawai`i Emergency Management Agency (HI-EMA) and the State Emergency Operations Center.</li> </ol> <p><b>SESF #6 – MASS CARE AND EMERGENCY ASSISTANCE DUTIES</b></p> <ol style="list-style-type: none"> <li>2. Provide a representative to SESF #6 to support the response to requests for assistance and information related to care and evacuation of visitors with other SESF #6 agencies. If requested, deploy the SESF #6 representative to the SEOC.</li> </ol> <p><b>SESF #15 – EXTERNAL RELATIONS DUTIES</b></p> <ol style="list-style-type: none"> <li>3. Provide a representative to SESF #15 – External Relations to serve as the primary spokesperson for tourism related issues, in conjunction with the Governor, SEOC leadership and other SESF #15 agencies. If requested, deploy the representative to the SEOC or Joint Information Center (JIC).</li> <li>4. Update the Go Hawai`i website.</li> </ol> <p><b>HTA DEPARTMENT OPERATIONS CENTER DUTIES</b></p> <ol style="list-style-type: none"> <li>5. Establish a HTA Department Operations Center at the Hawai`i Convention Center.</li> </ol>

6. When directed by the SEOC, activate the agency’s representatives to SESF #6 and SESF #15.
7. Input visitor industry related updates, requests for assistance or information received into WebEOC.
8. Prepare a daily *Visitor Industry Situation Report* and distribute to visitor industry stakeholders per the reporting schedule established by the SEOC. Refer to Attachment 1 for the report template.
9. Provide information to HTA’s SESF #15 representative to ensure timely and accurate messaging to visitors.
10. Assist HTA’s SESF #6 representative respond to requests from the SEOC related to the care or evacuation of visitors. Coordinate with other visitor industry stakeholders to fulfill these requests.

### 4.2.3 DEPARTMENT OF TRANSPORTATION

1. The Hawai`i Department of Transportation (HDOT) has statutory responsibility for the management of the state’s harbors, airports, and highways, and the safety and security of the state’s transportation systems. The following summarizes specific responsibilities related to visitors and the visitor industry.

BEFORE AN EVENT	<ol style="list-style-type: none"> <li>1. Participate in planning efforts to maintain and further develop the <b>Visitor Coordination Annex</b>. Attend trainings and exercises for the visitor industry in support of the plan.</li> <li>2. In coordination with the HI-EMA Business Resource Center (BRC), promote disaster preparedness, training and best practices to the visitor industry.</li> <li>3. In cooperation with other visitor industry stakeholders, develop contingencies for primary communications being initially unavailable after a major disaster.</li> </ol>
DURING AN EVENT	<ol style="list-style-type: none"> <li>1. Serve as the primary agency for SESF #1 – Transportation and oversee the recovery and restoration of the state’s transportation network following a disaster in coordination with federal, county and private sector stakeholders. Respond to county and state agency requests for support and information tasked to SESF #1.</li> <li>2. When requested, deploy representatives to the state and county EOCs.</li> <li>3. Activate Department Operations Centers (DOCs) at the Airport District and Division levels to collect and report information on the status of airport and airline operations to the SESF #1 representative in the SEOC.</li> <li>4. Provide a consolidated <i>Airport Situation Report</i> for all airports to state and county EOCs on a reporting schedule established by the SEOC.</li> <li>5. Collect and report information regarding the status of roadways and debris clearance timelines, including those in and out of resort areas, to the SESF #1 representative in the SEOC.</li> <li>6. Collect and report information regarding the status of ports and restoration timelines, to include information on cruise ship operations, to the SESF #1 representative in the SEOC.</li> <li>7. Disseminate official information from state and county EOCs needed by air carriers and cruise ship operators to restore their operations or communicate with customers.</li> <li>8. Relay requests for information or assistance to the SEOC related to the restoration of commercial air carrier or cruise ship operations.</li> </ol>

9. Work with the HTA SESF #15 representative to provide public information related to airports or cruise lines.
10. Coordinate mass care support requirements for visitors stranded in state transportation terminals with County Visitor Bureau representatives in county EOCs and with SESF #6 – Mass Care and Emergency Assistance in the SEOC.
11. If requested, coordinate with SESF #6 to support the evacuation of visitors via air or sea ports.

### 4.3 FEDERAL GOVERNMENT

#### 4.3.1 FEDERAL EMERGENCY MANAGEMENT AGENCY (FEMA)

1. FEMA is the lead agency for coordinating the federal response when a disaster receives a presidential declaration under the Stafford Act. The following summarizes specific responsibilities of FEMA related to visitors and the visitor industry during a presidentially declared disaster.

BEFORE AN EVENT	<ol style="list-style-type: none"> <li>1. Participate in planning efforts to maintain and further develop the <b>Visitor Coordination Annex</b>. Attend trainings and exercises for the visitor industry in support of the plan.</li> <li>2. Promote disaster preparedness and best practices to the visitor industry by providing preparedness, Continuity of Operations, and training resources.</li> </ol>
DURING AN EVENT	<ol style="list-style-type: none"> <li>1. Amplify messaging to visitors through Federal ESF #15 as part of the Joint Information Center (JIC) to ensure consistency and accuracy of messaging.</li> <li>2. Support mass care services and visitor evacuation in response to state requests for assistance.</li> </ol>

#### 4.3.2 U.S. DEPARTMENT OF STATE, OFFICE OF FOREIGN MISSIONS

1. The following summarizes specific responsibilities of the U.S. Department of State’s Office of Foreign Missions (OFM) related to visitors and the visitor industry.

BEFORE AN EVENT	<ol style="list-style-type: none"> <li>1. Participate in planning efforts to maintain and further develop the <b>Visitor Coordination Annex</b>. Attend trainings and exercises for the visitor industry in support of the plan.</li> <li>2. Maintain a relationship with HI-EMA to ensure the state and county emergency management agencies have appropriate contacts and emergency notification protocols for OFM.</li> <li>3. Educate consulates on OFM’S role and how to work with the office to obtain information in an emergency.</li> <li>4. Coordinate with consulates to develop contingencies for primary communications being initially unavailable after a major disaster.</li> <li>5. Promote disaster preparedness and planning to consulates, with an emphasis on the unique vulnerabilities in Hawai`i that should be considered.</li> </ol>
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DURING AN EVENT

1. Establish contact with the SEOC and identify points of contact to work with at the state and county level on consular issues. If necessary and requested, deploy a representative to the SEOC.
2. Issue messaging to consulates to remind them of OFM’s role and provide instructions on how inquiries related to the current disaster should be submitted to the office.
3. Receive and process inquiries from consulates regarding their foreign nationals, as well as other requests for information or support. Coordinate with the SEOC as appropriate.

## 4.4 FOREIGN GOVERNMENTS

### 4.4.1 CONSULATES

BEFORE AN EVENT

1. Participate in planning efforts to maintain and further develop the **Visitor Coordination Annex**. Attend trainings and exercises for the visitor industry in support of the plan.
2. Develop contingencies for primary communications being initially unavailable after a major disaster.
3. Promote disaster preparedness and best practices for foreign nationals.
4. Conduct outreach to Hawai`i’s visitor industry and emergency planning community to increase awareness of the roles of consulates and to expedite access to consular assistance.

DURING AN EVENT

1. Disseminate up-to-date travel advice to foreign nationals visiting or planning to visit Hawai`i.
2. Communicate official messages to foreign nationals visiting Hawai`i about threatening or occurring emergencies and disasters, including the incident type, protective actions, impacts, response efforts and available assistance.
3. Provide information, advice and consular assistance to foreign nationals affected by the disaster.
4. Direct inquiries regarding the location or status of foreign nationals, as well as other requests for information or support, to the U.S. Department of State, Office of Foreign Missions.
5. Facilitate the issuance of emergency travel documents to nationals whose passports were damaged or lost as a result of the disaster.
6. Liaise with next-of-kin, relevant local authorities, and medical professionals for any foreign nationals injured in the event and receiving hospital treatment.
7. Notify next-of-kin for any foreign nationals killed in the event and liaise with relevant authorities to arrange for the return of remains.
8. Assist in the arrangements for the return of remains for those killed in the disaster.
9. Check on the status/welfare of any foreign nationals detained or imprisoned during the disaster.
10. Provide consular assistance to foreign nationals who are victims of crime during a disaster.
11. Coordinate translation and interpreter services.

## 4.5 NON-GOVERNMENTAL AND VOLUNTARY ORGANIZATIONS

### 4.5.1 HAWAI`I VISITORS AND CONVENTION BUREAU (HVCB)

1. The Hawai`i Visitors and Convention Bureau (HVCB) is a nonprofit organization whose mission is to promote leisure and meetings, conventions and incentive travel to the Hawaiian Islands, particularly from the U.S.
2. During a disaster, HVCB's role is to support the Hawai`i Tourism Authority carry out its emergency responsibilities to support the visitor industry.

BEFORE AN EVENT	<ol style="list-style-type: none"> <li>1. Participate in planning efforts to maintain and further develop the <b>Visitor Coordination Annex</b>. Attend trainings and exercises for the visitor industry in support of the plan.</li> <li>2. In coordination with HTA and County Visitor Bureaus, promote disaster preparedness, training and best practices to the visitor industry.</li> <li>3. In cooperation with other visitor industry stakeholders, develop contingencies for primary communications being initially unavailable after a major disaster.</li> <li>4. Support HTA in planning activities related to the visitor industry for SESF #6 – Mass Care and Emergency Assistance and SESF #15 – External Relations.</li> </ol>
DURING AN EVENT	<ol style="list-style-type: none"> <li>1. Assign staff to HTA's Department Operations Center located in the Convention Center.</li> <li>2. Provide support to assist HTA in their role as the primary spokesperson on tourism related issues for SESF #15 – External Relations.</li> <li>3. Coordinate with County Visitor Bureau representatives in county EOCs to ensure unified public messaging to visitors that is consistent, timely and accurate.</li> <li>4. Support HTA's representative to SESF #6 – Mass Care and Emergency Assistance with responding to requests for assistance and information from the SEOC related to care and evacuation of visitors. Coordinate with other visitor industry stakeholders as needed to help fulfill these requests.</li> <li>5. Collect and analyze information from County Visitor Bureaus needed for the daily Visitor Industry Situation Report. Work with HTA to compile and disseminate the report to visitor industry stakeholders.</li> <li>6. Coordinate with County Visitor Bureaus and HTA representatives for SESFs #6 and #15 to share other official information and updates to visitor industry stakeholders that will support their operations, decision-making and visitor safety.</li> </ol>



### 4.5.2 COUNTY VISITOR BUREAUS

BEFORE AN EVENT	<ol style="list-style-type: none"> <li>1. Serve as the primary entity tasked with coordinating county-level disaster preparedness, response and recovery efforts for the tourism and hospitality sectors in conjunction with the county emergency management and in coordination with HTA and HVCB.</li> <li>2. Participate in planning efforts to maintain and further develop the Visitor Coordination Annex. Attend trainings and exercises for the visitor industry in support of the plan.</li> <li>3. In coordination with the county’s emergency management agency, promote disaster preparedness and best practices to the county’s visitor industry.</li> <li>4. In cooperation with other visitor industry stakeholders, develop contingencies for primary communications being initially unavailable after a major disaster.</li> </ol>
DURING AN EVENT	<ol style="list-style-type: none"> <li>1. When activated, provide a representative to the county EOC, usually the Executive Director, to serve as a liaison on county tourism related issues in coordination with the county PIO, county mayor, and local emergency management agency as appropriate.</li> <li>2. Relay official information and instructions from state and county governments to visitor industry stakeholders to support their operations, decision-making and visitor safety.</li> <li>3. Share visitor industry status information and requests for information and assistance with the county EOC.</li> <li>4. Compile county-level information needed for the state <i>Visitor Situation Report</i> and provide to HVCB and HTA. <b>Refer to Attachment 1 for a report template.</b></li> <li>5. Disseminate the consolidated <i>Visitor Situation Report</i> to the county EOC and all county visitor industry stakeholders.</li> <li>6. Work with HVCB and HTA to ensure coordination between county and state visitor industry information and activities. Provide updates and collaborate on industry and public messaging to ensure consistency, accuracy and timeliness of the information.</li> </ol>

### 4.5.3 HOTEL LODGING AND SECURITY ASSOCIATION

BEFORE AN EVENT	<ol style="list-style-type: none"> <li>1. Participate in planning efforts to maintain and further develop the <b>Visitor Coordination Annex</b>. Attend trainings and exercises for the visitor industry in support of the plan.</li> <li>2. In cooperation with other visitor industry stakeholders, develop contingencies for primary communications being initially unavailable after a major disaster.</li> <li>3. Promote disaster preparedness, training and best practices to member organizations.</li> <li>4. Encourage member organizations to shelter guests and employees in place if safe to do so. Educate members on state law that exempt private property owners who provide emergency shelter from civil liability for any injury or damage.</li> <li>5. Encourage mutual aid agreements between larger and smaller hotels to support the care and safe sheltering of guest during emergencies as space permits.</li> </ol>
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DURING  
AN  
EVENT

1. Distribute statements and announcements to members received from HTA, County Visitor Bureaus or other official sources related to the nature of the emergency or disaster, alerts and warnings, instructions and updates on impacts or response efforts.
2. Compile information from members, including safety and security conditions, damage, number of guests and unmet needs. Forward information required for daily Situation Reports to the County Visitor Bureau representative in the county EOC.
3. Share requests for information or assistance received from members to the County Visitor Bureau representative in the county EOC.
4. Monitor daily *Visitor Industry Situation Reports* disseminated by HTA and County Visitor Bureaus for current information on airline and airport operations, guidance from car rental agencies to customers and other critical incident information. Disseminate reports to members.
5. Urge members to discourage guests from going to the airport until operations are restored.
6. When commercial flights resume or evacuations by charter or military aircraft are directed, coordinate with County Visitor Bureau representatives in the county EOCs and other visitor industry stakeholders, including the Hawai'i Transportation Association and rental car companies, to help facilitate the safe and orderly movement of visitors.

#### 4.5.4 HAWAI`I LODGING AND TOURISM AUTHORITY (HLTA)

BEFORE  
AN  
EVENT

1. Participate in planning efforts to maintain and further develop the **Visitor Coordination Annex**. Attend trainings and exercises for the visitor industry in support of the plan.
2. In cooperation with other visitor industry stakeholders, develop contingencies for primary communications being initially unavailable after a major disaster.
3. Promote disaster preparedness, training and best practices to HLTA membership.
4. Encourage member organizations to shelter guests and employees in place if safe to do so. Educate members on state law that exempt private property owners who provide emergency shelter from civil liability for any injury or damage.
5. Encourage mutual aid agreements between larger and smaller hotels to support the care and safe sheltering of guests during emergencies as space permits.

DURING  
AN  
EVENT

1. Distribute statements and announcements to HLTA members received from HTA, County Visitor Bureaus or other official sources related to the nature of emergency or disaster, alerts and warnings, instructions and updates on impacts or response efforts.
2. If requested, assist HTA and County Visitor Bureaus respond to requests for information or support they have received from state or county EOC.
3. Direct requests for emergency assistance received from members to the County Visitor Bureau EOC representative in the county where the member operates. Direct requests for emergency assistance received from corporate offices that affect multiple counties to HTA and HVCB.



4. Work with hotel partners to compile c information needed for the ‘Lodging’ section of the *Visitor Situation Report* and provide to the County Visitor Bureau. **Refer to Attachment 1 for a report template.**
5. Disseminate the *Visitor Industry Situation Report* to HLTA members.

#### 4.5.5 HAWAI`I TRANSPORTATION ASSOCIATION

1. The Hawai`i Transportation Association is a private, non-profit trade organization representing the commercial ground transportation industry, including tour vehicles, delivery trucks and utility trucks.

BEFORE AN EVENT	<ol style="list-style-type: none"> <li>1. Participate in planning efforts to maintain and further develop the <b><i>Visitor Coordination Annex</i></b>. Attend trainings and exercises for the visitor industry in support of the plan.</li> <li>2. In cooperation with other visitor industry stakeholders, develop contingencies for primary communications being initially unavailable after a major disaster.</li> <li>3. Promote disaster preparedness, training and best practices to Hawai`i Transportation Association membership.</li> <li>4. Appoint a representative to participate in planning, training and exercise efforts related to SESF #7 – Logistics and Resource Support.</li> <li>5. Facilitate Memorandums of Understanding or Agreement (MOUs/MOAs) or other arrangements with county governments for use of transportation assets.</li> </ol>
DURING AN EVENT	<ol style="list-style-type: none"> <li>1. Distribute statements and announcements to Hawai`i Transportation Association members received from Hawai`i Tourism Authority, County Visitor Bureaus or other official sources related to the nature of the emergency or disaster, alerts and warnings, instructions and updates on impacts or response efforts.</li> <li>2. If requested, provide a representative to the SEOC to support SESF #7 – Logistics and Resource Support to help coordinate ground transportation resources requested by the state or counties.</li> <li>3. Monitor daily <i>Visitor Industry Situation Reports</i> disseminated by HTA and County Visitor Bureaus for current information. Disseminate reports to Hawai`i Transportation Association members.</li> </ol>

#### 4.5.6 VISITOR ALOHA SOCIETY OF HAWAI`I CHAPTERS

1. Each county has a Visitor Aloha Society of Hawai`i (VASH) chapter. VASH chapters work to assist visitors affected by adversity during their stays, which may include issues such as crime victimization, medical situations or death of a loved one.
2. The staffing and resources VASH chapters may have to offer during a larger disaster or emergency varies by island and the responsibilities listed below will vary by county. For example, the VASH on Hawai`i has a full-time president and CEO, while other VASH chapters may be run by the County Visitor Bureau representative who will be focused on staffing the county EOC and overall visitor industry coordination during an event.

BEFORE AN EVENT	<ol style="list-style-type: none"> <li>1. Participate in planning efforts to maintain and further develop the <b>Visitor Coordination Annex</b>. Attend trainings and exercises for the visitor industry in support of the plan.</li> <li>2. In cooperation with other visitor industry stakeholders, develop contingencies for primary communications being initially unavailable after a major disaster.</li> <li>3. Promote disaster preparedness to visitors.</li> </ol>
DURING AN EVENT	<ol style="list-style-type: none"> <li>1. Distribute statements and announcements to Hawai'i Transportation Association members received from Hawai'i Tourism Authority, County Visitor Bureaus or other official sources related to the nature of the emergency or disaster, alerts and warnings, instructions and updates on impacts or response efforts.</li> <li>2. Coordinate with the County Visitor Bureau in the EOC to provide any available support VASH can offer to visitors.</li> </ol>

## 4.6 PRIVATE SECTOR

### 4.6.1 ALL PRIVATE SECTOR ENTITIES

1. All private sector entities that are part of the visitor industry are responsible for the tasks below.
2. Unique responsibilities of various segments of the private sector are detailed in the next sections.

BEFORE AN EVENT	<ol style="list-style-type: none"> <li>1. Send representatives to trainings and exercises for the visitor industry in support of this Annex.</li> <li>2. Identify hazards that could impact operations, anticipated impacts, where to get official information during each event and local plans and safety instructions on how to react during each type of emergency.</li> <li>3. Develop an emergency plan to address policies, procedures, roles and responsibilities for keeping employees, customers and property safe during an emergency. Include procedures for accounting for employees and customers during an emergency. Create templates and identify methods for communicating readiness information/instructions to employees and customers. <b>Refer to Attachment 2 for sample templates that can be used or customized.</b></li> <li>4. Develop a company continuity of operations plan that identifies essential business functions that must continue in an emergency and plans for restoring or sustaining those functions.</li> <li>5. Provide regular training and exercise opportunities for employees on the company's emergency plans.</li> <li>6. Promote disaster preparedness best practices to employees and customers.</li> <li>7. Develop contingencies for primary communications, power and fuel being initially unavailable or limited after a major disaster.</li> <li>8. Consider investments in emergency supply stocks for employees and/or customers such as flashlights, non-perishable food items and water.</li> </ol>
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DURING AN EVENT

1. Implement the company’s emergency plan.
2. Account for employees and customers on-site or in the company’s care, including their location and condition.
3. Distribute statements and announcements to employees and customers received from Hawai`i Tourism Authority, County Visitor Bureaus or other official sources related to the nature of the emergency or disaster, alerts and warnings, safety and impact information and instructions.
4. Discourage customers from going to the airport until airline operations resume.
5. When commercial flights resume or evacuations by charter or military aircraft are directed, coordinate with County Visitor Bureau representatives in county EOCs and other stakeholders listed in this plan to help facilitate the safe and orderly movement and processing of visitors and address issues such as the prioritization of passengers for evacuation due to medical or other urgent issues.
6. Monitor *Visitor Industry Situation Reports* disseminated by HTA and Visitor Bureaus for current information.

#### 4.6.2 AIR CARRIERS

BEFORE AN EVENT

1. Work with the Hawai`i Department of Transportation – Airports Division, County Visitor Bureaus, Hawai`i Tourism Authority and county and state emergency management agencies to develop plans for visitors arriving at airports when commercial flights are not operating.
2. Maintain Memorandums of Agreement and/or contingency contracts with state and federal agencies and foreign governments that can be activated to move visitors or supplies.

DURING AN EVENT

1. Provide a liaison to the Airport District EOC. Direct requests for disaster information or support to the Airport District EOC, which will coordinate with state and county EOCs as necessary.
2. Update customers on the status of airline operations and change fee waivers. Include HTA and County Visitor Bureaus on all press releases related to airline operations.
3. Provide information on the *Airport Situation Report* in **Attachment 1** to each Airport District EOC where the company operates.
4. Monitor the daily consolidated statewide *Airport/Airline Situation Report* for current operational information.

#### 4.6.3 CRUISE LINES

1. This group has the following responsibilities in addition to those listed in 4.6
2. **All Private Sector** Entities.

BEFORE AN EVENT

1. Work with Hawai`i Department of Transportation (HDOT) – Harbors Division, Port Agents/Agencies (PA), County Visitor Bureaus, Hawai`i Tourism Authority and county and state emergency management agencies to develop plans for passengers during both notice events where there is lead time to plan before impact, and no-notice events that occur without warning.

	<ol style="list-style-type: none"> <li>2. As appropriate, maintain Memorandums of Agreement and/or contingency contracts with state and federal agencies that can be activated to use cruise ships to support mass sheltering and feeding operations during an event.</li> </ol>
DURING AN EVENT	<ol style="list-style-type: none"> <li>1. Coordinate with PAs, HDOT Harbors and the U.S. Coast Guard to get updated event and port status information.</li> <li>2. Provide information on the <i>Cruise Line Situation Report</i> in <b>Attachment 1</b> to HDOT – Harbors.</li> <li>3. For incidents where there is a warning period prior to impact, keep passengers on board the ship unless they live on the island where the ship docked, have a hotel reservation or a scheduled flight home and the airport is open.</li> <li>4. For no-notice events where passengers have disembarked, coordinate with PAs, HDOT Harbors and the County Visitor Bureau representative at the county EOC to relay instructions and information to passengers.</li> </ol>

#### 4.6.4 HOTELS AND OTHER LODGING COMPANIES

1. This group consists of hotels, condo hotels, timeshares, motels, resorts, hostels and bed and breakfasts.
2. This group has the following responsibilities in addition to those listed in 4.6
3. **All Private Sector** Entities.

BEFORE AN EVENT	<ol style="list-style-type: none"> <li>1. Develop a sheltering plan that identifies whether guests and employees can shelter in place during different types of emergencies (e.g. hurricanes; tsunamis) and which areas of the facility are safe to use.</li> <li>2. Conduct pre-planning with the local emergency management agency and County Visitor Bureau if it is anticipated the facility will evacuate in an emergency.</li> </ol>
DURING AN EVENT	<ol style="list-style-type: none"> <li>1. Continue to provide accommodations to patrons (shelter-in-place) if safe to do so.</li> <li>2. Coordinate and/or provide transport for patrons to nearest operating public emergency shelter if sheltering-in-place is not safe.</li> <li>3. Submit requests for assistance through the entity identified in the county’s visitor plan, either to the county hotel security association or the County Visitor Bureau representative in the EOC. Immediate needs for life saving emergency services should be directed to 911.</li> <li>4. Provide information on the <i>Hotel Situation Report</i> in <b>Attachment 1</b> to the entity identified in the county’s visitor plan, either to the county hotel security association or the County Visitor Bureau representative in the EOC.</li> </ol>

#### 4.6.5 GROUND TRANSPORTATION COMPANIES

BEFORE AN EVENT	<ol style="list-style-type: none"> <li>1. Maintain Memorandums of Understanding or Agreement (MOUs/MOAs) and contingency contracts with county governments and other visitor industry stakeholders for use of transportation assets in the event an evacuation is required.</li> </ol>
DURING AN EVENT	<ol style="list-style-type: none"> <li>1. Coordinate with the Hawai'i Transportation Association representative in the state emergency operations center (SEOC) to respond to state requests for transportation services in support of the emergency and share information and needs.</li> <li>2. Do not transport customers to the airport until operations are restored.</li> </ol>

#### 4.6.6 TRAVEL AGENCIES AND TOUR COMPANIES

1. This segment includes companies that provide group marketing and sales within markets outside of Hawai'i, including those who provide guided tours for groups of travelers during their stay.

BEFORE AN EVENT	<ol style="list-style-type: none"> <li>1. Encourage foreign nationals to register with their embassy or consulate.</li> <li>2. Maintain company emergency plans that address procedures for coordinating with customers during disasters or emergencies.</li> </ol>
DURING AN EVENT	<ol style="list-style-type: none"> <li>1. Be prepared to respond to inquiries from family members outside of the disaster area and consulates attempting to locate their nationals.</li> <li>2. Assist customers with rebooking travel.</li> <li>3. As needed, channel information and requests related to visitors to the County Visitor Bureau representative in the county EOC where the visitors are located.</li> </ol>

#### 4.6.7 PRIVATE VACATION RENTALS

1. Private homeowners who make their properties available for rent by visitors are encouraged to equip the property with basic emergency supplies and information about local hazards and emergency protocols.
2. Companies that provide online platforms for private homeowners to rent their properties are encouraged to coordinate with HTA and County Visitor Bureaus before a disaster to ensure they are included on visitor industry distribution lists. During an event, these companies are encouraged to push out official information to their customers, including both renters and property owners or managers.

# 5. INFORMATION COLLECTION, ANALYSIS AND DISSEMINATION

## 5.1 VISITOR INDUSTRY SITUATION REPORTS

1. When requested by the SEOC, HTA will issue a daily *Visitor Industry Situation Report*, which will consolidate information from various county EOCs, visitor industry stakeholders and the Hawai'i Department of Transportation (HDOT) into one statewide update.
2. This section describes processes and responsibilities for collecting, approving and disseminating situation report information. While HTA is responsible for the consolidation and distribution of the report, the completeness of the information provided depends on all stakeholders reporting information as described in this section. Information not provided will be listed as 'not reported.'
3. Reporting schedules will be established at the time of the event based on when information is due to the SEOC.
4. Reporting will be done electronically as specified in this plan. If there are widespread communications disruptions, it may not be possible for stakeholders to submit information electronically or for HTA to disseminate the report via normal channels. In such a case, stakeholders are asked to report information using backup voice communications if available.
5. The Visitor Industry Situation Report is not intended to be the mechanism through which the visitor industry requests emergency assistance or information from government officials. **Refer to Section 3.4 Direction, Control and Coordination for information on how industry requests should be routed.**

### 5.1.1 INFORMATION COLLECTION

#### 5.1.1.1 INDUSTRY REPORTING

1. The following visitor industry segments are tasked with reporting information on their operations to the entity identified below using the applicable Situation Report template in **Attachment 1**.

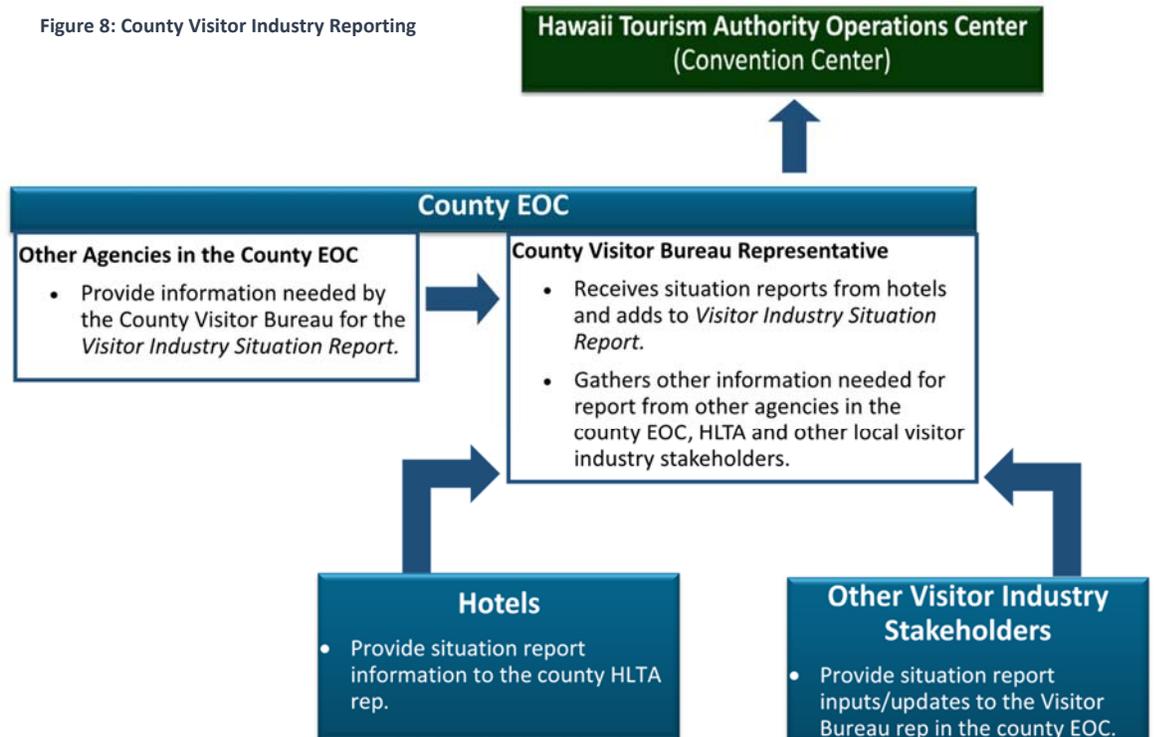
Segment	Report Name	Report Submitted To
<b>Hotels</b>	Hotel/Lodging Situation Report	Submit paper copy or phone report to the Visitor Bureau representative in the county EOC.
<b>Rental Cars</b>	Rental Car Agency Situation Report	Submit paper copy or phone report to the Airport EOC of each airport the agency operates.

<b>Airlines</b>	Airport Situation Report – Section 5	Submit paper copy or phone report to the Airport EOC of each airport the carrier operates.
<b>Cruise Lines</b>	Cruise Line Situation Report	Submit paper copy or phone report to HDOT Harbors Division.

5.1.1.2 COUNTY VISITOR BUREAU REPORTING

1. Each County Visitor Bureau will collect information for the following sections of the *Visitor Industry Situation Report* from their county EOC and local visitor industry stakeholders:
  - a. Section 2 – Messaging/Instructions to Visitors
  - b. Section 7 – Emergency Access for Essential Employees
  - c. Section 10 – Closures
2. The HLTA representative in the county will gather information required for Section 8 – Lodging and provide it to the County Visitor Bureau.
3. County Visitor Bureaus submit their report information to HVCB at the HTA Operations Center.

Figure 8: County Visitor Industry Reporting



5.1.1.3 HAWAII DEPARTMENT OF TRANSPORTATION REPORTING

1. HDOT AIRPORTS DIVISION

a. Each Airport EOC is responsible for providing information for the *Airport Situation Report*.

b. Airport EOCs collect information from airlines and car rental agencies to include in their situation reports.

c. Individual airport reports are consolidated by HDOT Airports Division and a consolidated report is provided to the SEOC.

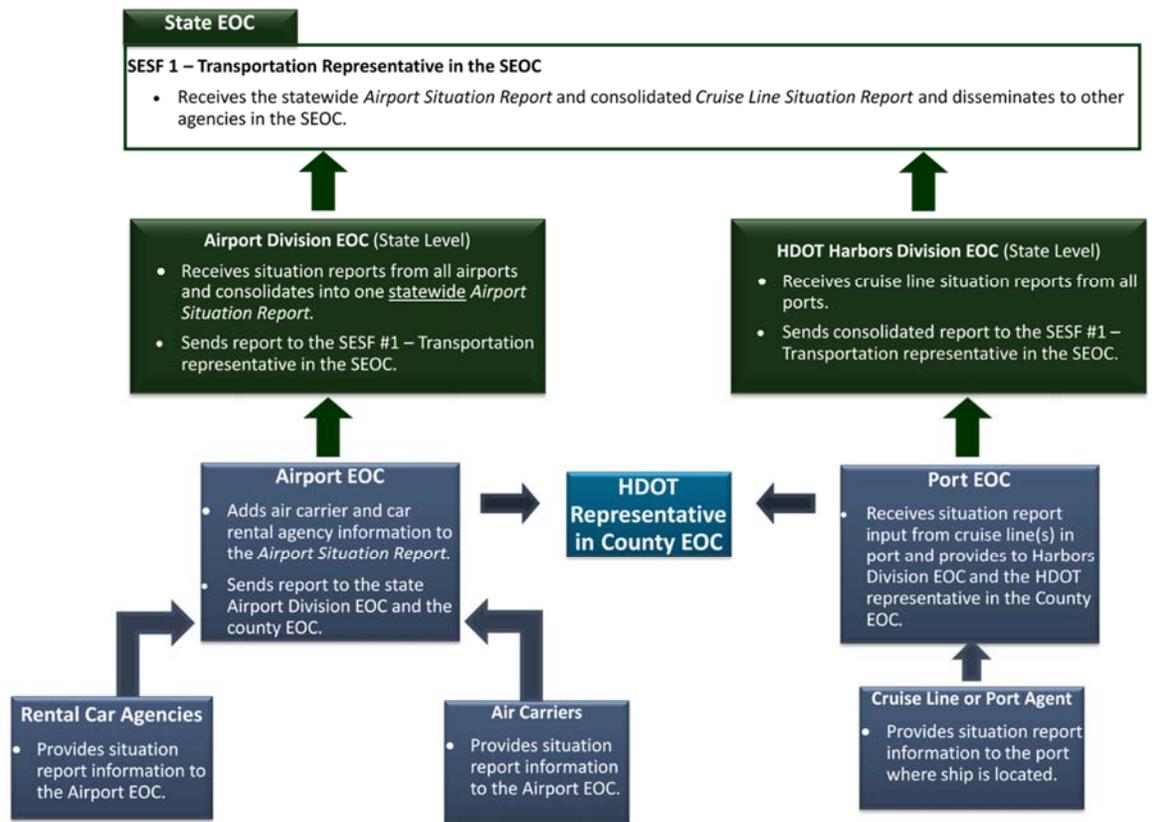


Figure 9: HDOT Reporting (Cruise Lines, Airports and Airlines)

2. HDOT HARBORS DIVISION

- a. Cruise lines or their Port Agents are responsible for providing a Cruise Line Situation Report to HDOT Harbors Division.
- b. Individual reports are consolidated by HDOT Harbors and a consolidated report is provided to the SEOC.

5.1.1.4 HAWAII TOURISM AUTHORITY SITUATION REPORTING

- 1. HTA, with the support of HVCB and HLTA, collects information to produce a consolidated *Visitor Industry Situation Report*.
- 2. The completed situation report is vetted with the SEOC Planning and Information Section prior to distribution.

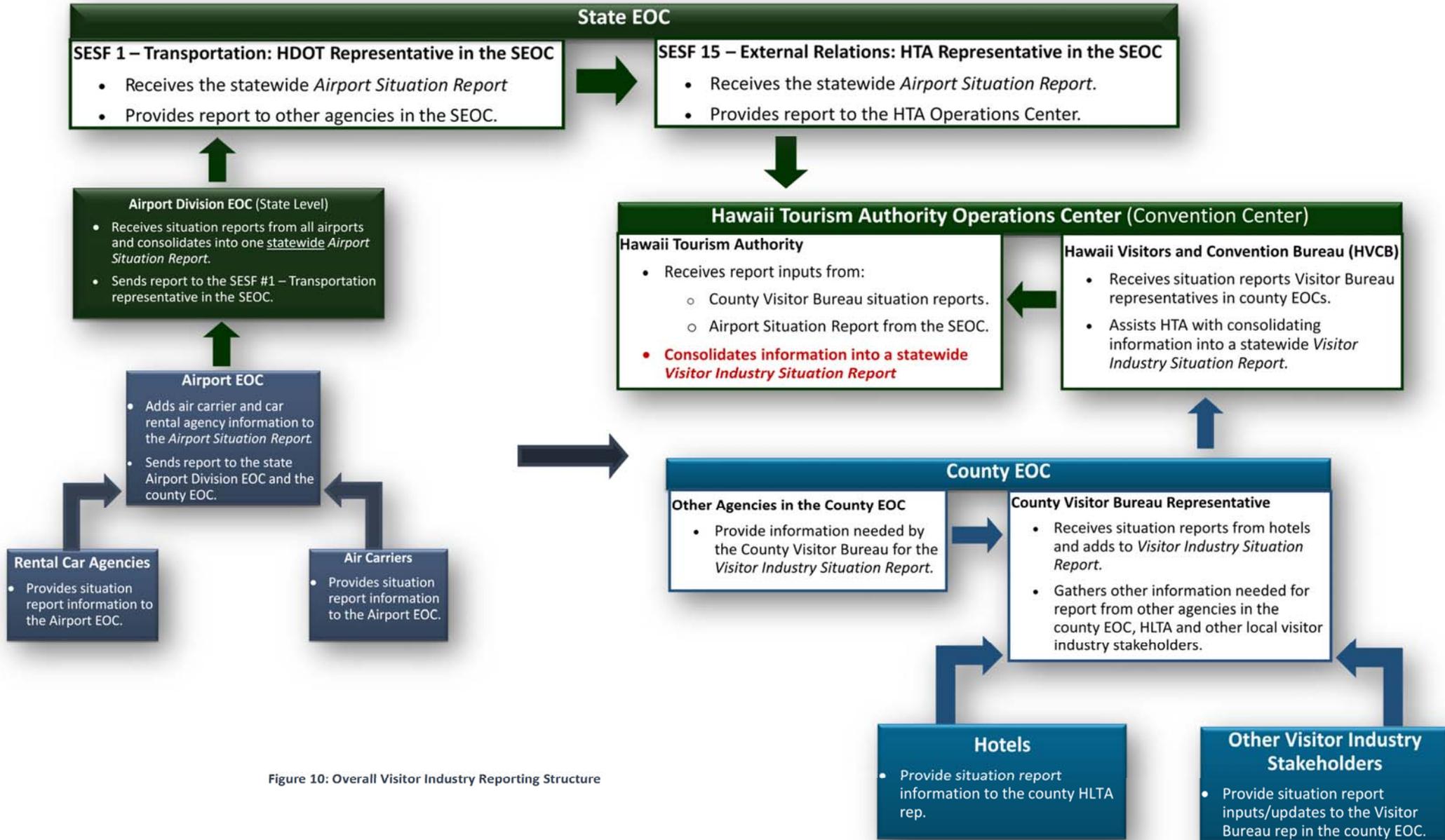


Figure 10: Overall Visitor Industry Reporting Structure

### 5.1.2 INFORMATION DISSEMINATION

1. The *Visitor Industry Situation Report* is approved for distribution by the SEOC Planning and Information Section.
2. Once approved, HTA provides the consolidated *Visitor Industry Situation Report* to the County Visitor Bureaus. Both HTA and the County Visitor Bureaus will disseminate the report via email (or alternate communications if needed) to their visitor industry contacts.
3. Other visitor industry updates may be disseminated by County Visitor Bureaus and HTA via their contact lists or the county's emergency web sites.
  - a. Consulates, the Department of State and airlines will be included in HTA's distribution list.

## 5.2 WEBEOC

1. The State of Hawai'i uses WebEOC as its primary tool for internal communications and situational awareness during disasters. WebEOC is an online information management and communication tool that allows authorized users to view and update current incident information and request assistance.
  - a. All *Visitor Industry Situation Reports* are posted on WebEOC by HTA.
  - b. All requests for assistance or information in support of visitors or the visitor industry must be submitted via WebEOC by the county or a state agency.
2. HTA, HVCB and County Visitor Bureaus should be trained in WebEOC and have access to the system.
3. Most private sector partners from the visitor industry will not have access to WebEOC. However, select visitor industry partners may be granted access at the discretion of the HI-EMA Operations Chief.

## 6. COMMUNICATIONS

1. State systems for public alert and warning and emergency communication are described in the **HI-EOP**. This section discusses communications systems that will be used to communicate among visitor industry stakeholders and with the visitor population.

### 6.1 VISITOR INDUSTRY COMMUNICATIONS SYSTEMS

1. The various visitor industry segments will rely primarily on regular communications to coordinate their joint activities during an emergency – e.g. traditional telephone, cellular, text and internet.
2. Back-up communications capabilities varies by organization and there is not an industry wide standard.
  - a. Each agency is encouraged to develop their own back-up communications plans. Agencies that need to closely collaborate during an emergency are strongly encouraged to establish shared back-up communication protocols.
  - b. Examples of back-up communications capabilities for visitor industry organizations may include satellite, land mobile radio or amateur radio. Low tech solutions such as ‘runner’ or messenger systems may also be coordinated in some areas among visitor industry partners.

### 6.2 STATE AND COUNTY COMMUNICATIONS SYSTEMS

1. State and county EOCs are equipped with satellite and land mobile radio back-up communications systems. Visitor industry partners with these capabilities will be able to reach the EOCs via these methods.

### 6.3 VISITOR COMMUNICATIONS SYSTEMS

#### 6.3.1 ALERT AND WARNING SYSTEMS

1. The same public alert and warning systems used to alert the resident population to an emergency, such as the **EMERGENCY ALERT SYSTEM (EAS)** and the **STATEWIDE OUTDOOR WARNING SIREN SYSTEM**, will be the primary method of rapidly notifying visitors of a threat.
2. Each county also has their own **MASS NOTIFICATION SYSTEMS** that the public can subscribe to receive emergency text notifications from county officials. All visitor industry segments will promote these systems in preparedness messages to visitors.

## 6.3.2 EMERGENCY MESSAGING AND INFORMATION SYSTEMS

### 6.3.2.1 STATE AND COUNTY AGENCIES

1. State and county agencies, including emergency management agencies, HDOT, HTA and Visitor Bureaus will ensure key messages for visitors are relayed via their web sites, social media press releases and at press conferences.
2. Visitor information will also be available via HTA's [www.gohawaii.com](http://www.gohawaii.com) web site.

### 6.3.2.2 VISITOR INDUSTRY

1. In general, the strategy for visitor communication is to ensure that targeted messaging is available in locations regularly accessed by visitors, such as hotels, airline websites and local media stations.
2. Industry stakeholders that directly interact with visitors are asked to distribute emergency updates not only about their own operations, but also provide safety and readiness information, key messages and links to resources for visitors. Industry stakeholders may use the following methods to deliver information to visitors based on their agency's capabilities:
  - a. Company web and social media sites
  - b. Text notification systems
  - c. Personal or automated phone calls
  - d. Email
  - e. Information display boards or monitors
  - f. Printed letters, brochures or memos
  - g. Announcements over public address systems
  - h. Face to face by company personnel

### 6.3.2.3 CONSULATES

1. Consulates may have web sites where visitors can register when they are traveling to provide emergency contact and location information. Consulates will promote registration to their nationals and will work through the Department of State and other partners to promote them to visitors.
2. Consulates have plans for communicating with their nationals, which may include web, email and social media, press releases and phone or text messages, if available.



### 6.3.3 VISITOR COMMUNICATION WITH FRIENDS AND FAMILY

1. To help visitors connect with concerned loved ones at home worried about their safety and welfare, the state, counties and visitor industry will promote the **RED CROSS SAFE AND WELL WEBSITE** at [www.redcross.org/safeandwell](http://www.redcross.org/safeandwell). The website allows users to list their status and allows friends and family members to search for messages from their loved ones.

## 7. PLAN DEVELOPMENT AND MAINTENANCE

1. The **Visitor Coordination Annex** is maintained by HI-EMA in coordination with visitor industry stakeholders from the private sector and industry associations and government partners from the county, state and federal levels.
2. HI-EMA will review this Annex no less than every two years using the procedures outlined in the **HI-EOP**.
3. This Annex will be available electronically to all industry stakeholders and to the public on the HI-EMA website.
4. All stakeholders included in this plan will be notified of updates to this Annex.

## 8. AUTHORITIES AND REFERENCES

### 8.1 STATE LAWS, REGULATIONS AND DIRECTIVES

1. Hawai`i Revised Statutes Chapter 127A – Emergency Management
2. Administrative Directive No. 15-01, Emergency Management Preparedness Policies for Departments

### 8.2 FEDERAL LAWS, REGULATIONS AND DIRECTIVES

1. Public Law 93-288 and 100-707, The Robert T. Stafford Disaster Relief and Emergency Assistance Act of 1974, as amended by the Disaster Mitigation Act of 2000, (Public Law 106-390), and Sandy Improvement Act of 2013, Public Law (113-2)

### 8.3 REFERENCES

1. State of Hawai`i Emergency Operations Plan
2. Hawai`i Tourism Authority Crisis Plan
3. O`ahu Visitors Bureau Crisis Management Plan & Emergency Operating Procedures
4. Maui Visitors Bureau Crisis Preparedness Guide
5. Island of Hawai`i Emergency Information and Management Procedures
6. Kaua`i Visitors Bureau Emergency Response Plan



## 9. LIST OF ATTACHMENTS

**Attachment 1** • Consolidated Visitor Industry Situation Report

**Attachment 2** • Airport Situation Report

**Attachment 3** • Rental Car Agency Situation Report

**Attachment 4** • Hotel Situation Report

**Attachment 5** • Cruise Line Situation Report