October 29, 2026

MEMO TO: David Raatz, Director of Council Services

F R O M: Ellen B. McKinley, Legislative Analyst EBM

SUBJECT: **WEBINAR: "STATE OF THE ECONOMY: LOOKING BACK, MOVING FORWARD"** (PAF 25-010(38))

This report summarizes the Hawai'i Economic Association webinar entitled "State of the Economy: Looking Back, Moving Forward," on October 23, 2026. The speakers were:

- Sherry Menor, President and CEO, Chamber of Commerce Hawaii;
- Jennifer Chun, Director of Tourism Research, Department of Business, Economic Development & Tourism, State of Hawai'i; and
- Steve Rodger, Chief Investment Officer, First Hawaiian Bank.

Copies of their presentations are attached.

The speakers agreed that the Hawai'i economy has been plagued by uncertainty from issues including higher bond yields, inflation, lack of housing and affordability, the costs of doing business, and storm preparation and fallout.

Mr. Rodger noted:

- Increased interest rates and inflation from the Covid pandemic had begun to come down but are rising again since the onset of the Iran war in February 2026.
- Because of increased oil prices from the war, the 10-year Treasury yield curve went up dramatically.
- The number of bonds issued is rising, pushing up rates.
- The U.S. Treasury debt is almost at the $41 trillion debt ceiling, which is pushing up interest rates.

Ms. Chun reported on the biggest industry in Hawai‘i: tourism. Data through August 2026 shows:

- 2026 arrivals were slightly up from 2025, but visitors opted for shorter stays.
- Tourism was strong in the beginning of the year, but later mirrored 2023 post-wildfires.
- Nearly 80 percent of visitor arrivals are from the United States.
- U.S. visitors are more likely to return to Hawai‘i than Europeans.
    - The high cost of travel is hitting all markets.
    - Every flight to Hawai‘i is a long-haul flight.
    - International seats are decreasing.
    - Japan will raise fuel surchages on U.S. routes on November 26, 2026.
- Spending per person, per day is up. Most tourism spending is on lodging, food, and beverage.

DBEDT’s prediction, before Hurricane Lowell, was for very slow to no growth in tourism spending.

Ms. Menor reported that Hawai‘i is ranked sixth for quality of life but 50th for infrastructure and the cost of doing business. She said families are stretched, and growth is slowing. Forty-one percent of residents and 53 percent of residents under age 35 are below the Asset Limited, Income Constrained, Employed threshold.

Chamber of Commerce Hawaii has created an ambitious 2030 blueprint with 17 recommendations in five key areas. The blueprint becomes a legislative package every year.

The blueprint’s key areas containing recommendations are:

- Improve ecomonic competitiveness.
- Grow and skill the workforce.
- Diversify the economy.
- Build greater local wealth.
- Implement and deliver results.

Thank you for the opportunity to attend this webinar. If you have questions or would like more information, please contact me at ext. 7661.

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Attachments

cc: Deputy Director of Council Services

HAWAII ECONOMIC ASSOCIATION

STATE OF THE ECONOMY: LOOKING BACK, MOVING FORWARD

OCTOBER 22, 2026

Stephen Rodgers, CFA
Chief Investment Officer
First Hawaiian Bank

The opinions in this presentation are intended for general information only and are not intended to provide specific advice or recommendations for any individual or institution. See further disclosures in back.

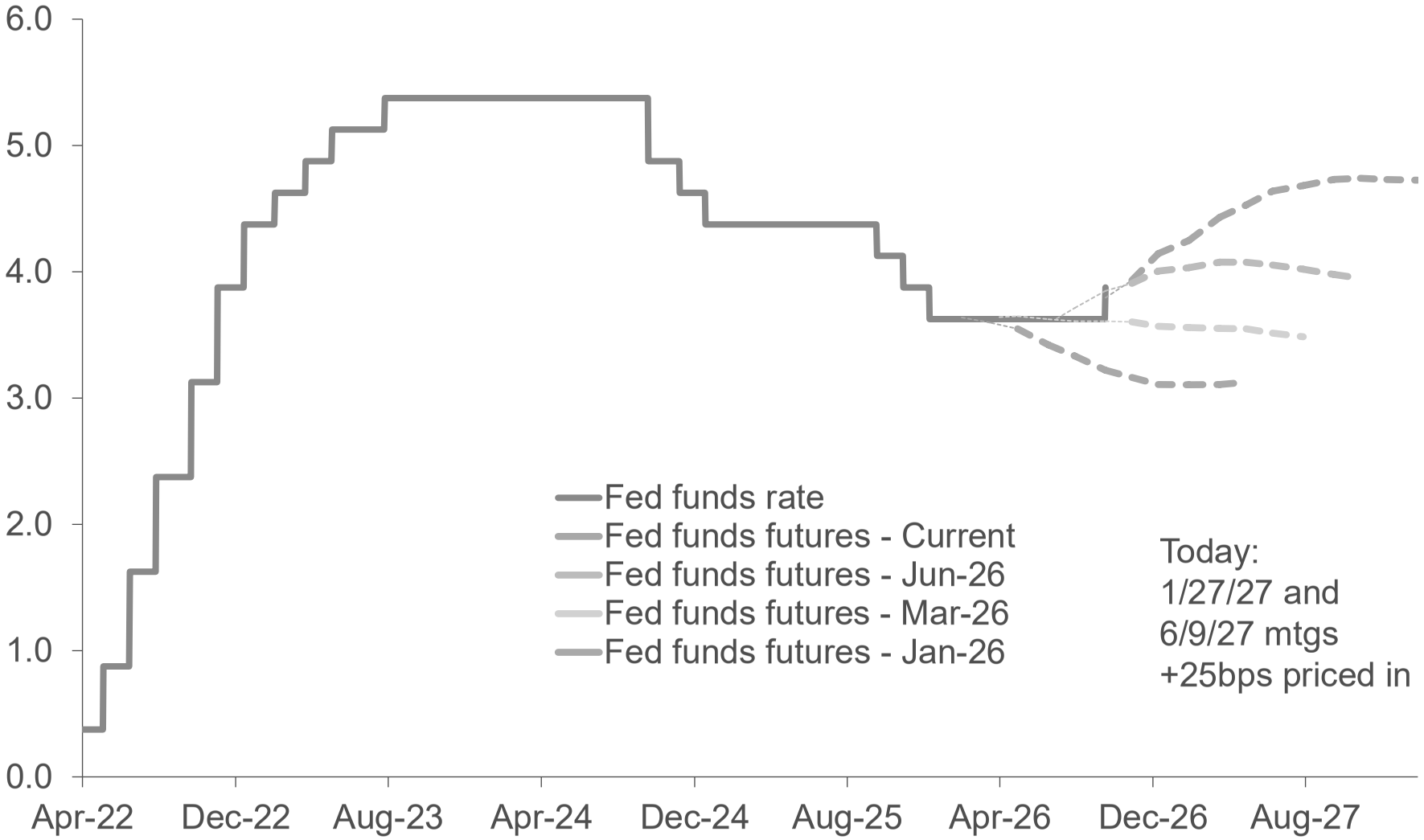
First Hawaiian Bank.
WEALTH MANAGEMENT GROUP

FHB Wealth Management Group

- Providing Investment Management Services since 1966
- $24 billion of Assets Under Administration.
- Diverse client base: Individuals, Trusts, Companies and Non-Profit Organizations (Foundations, Endowments, Taft-Hartley funds, Associations, Public Funds)



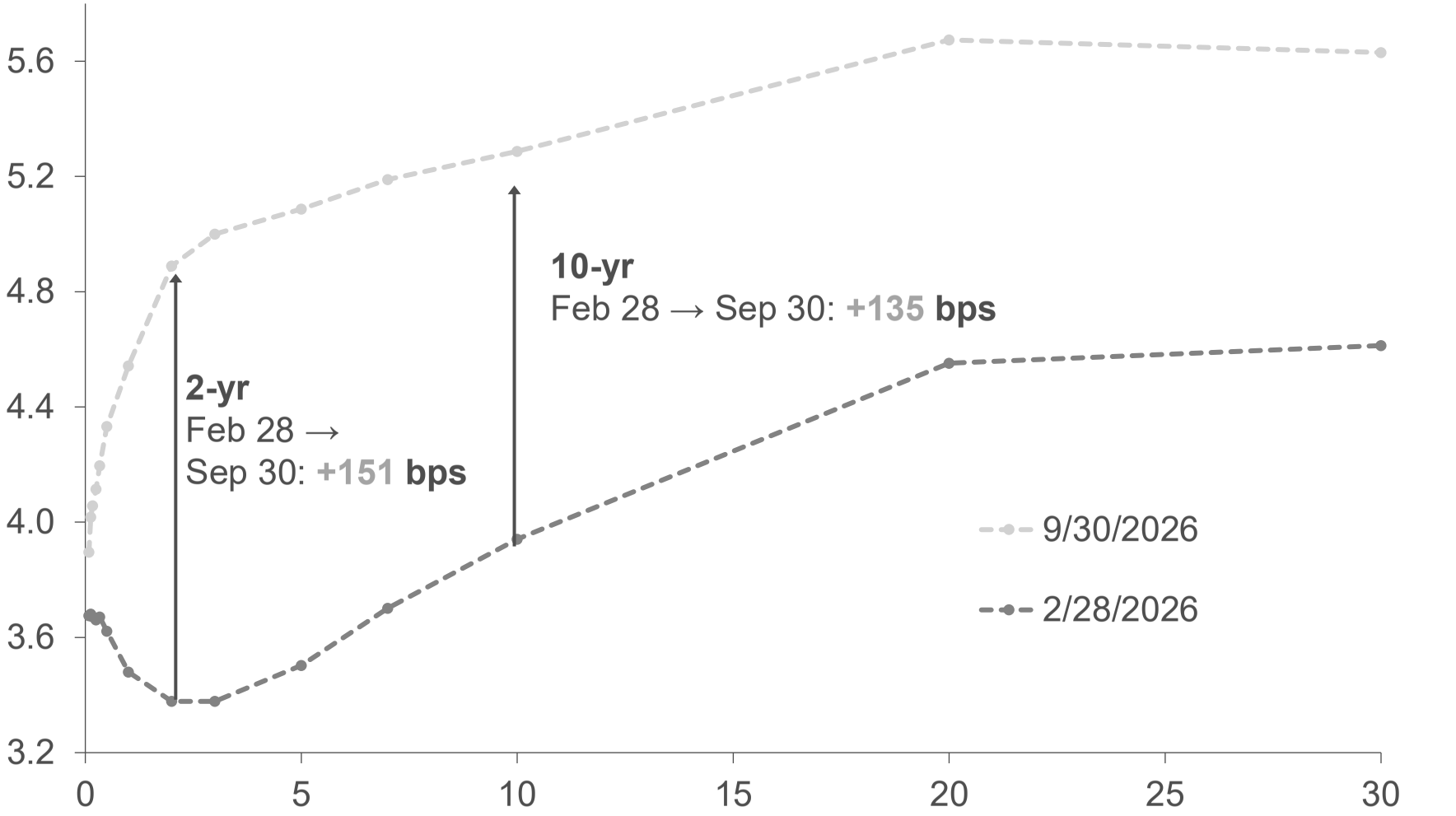
Fed Funds Target Rate (%)



Source: Bloomberg

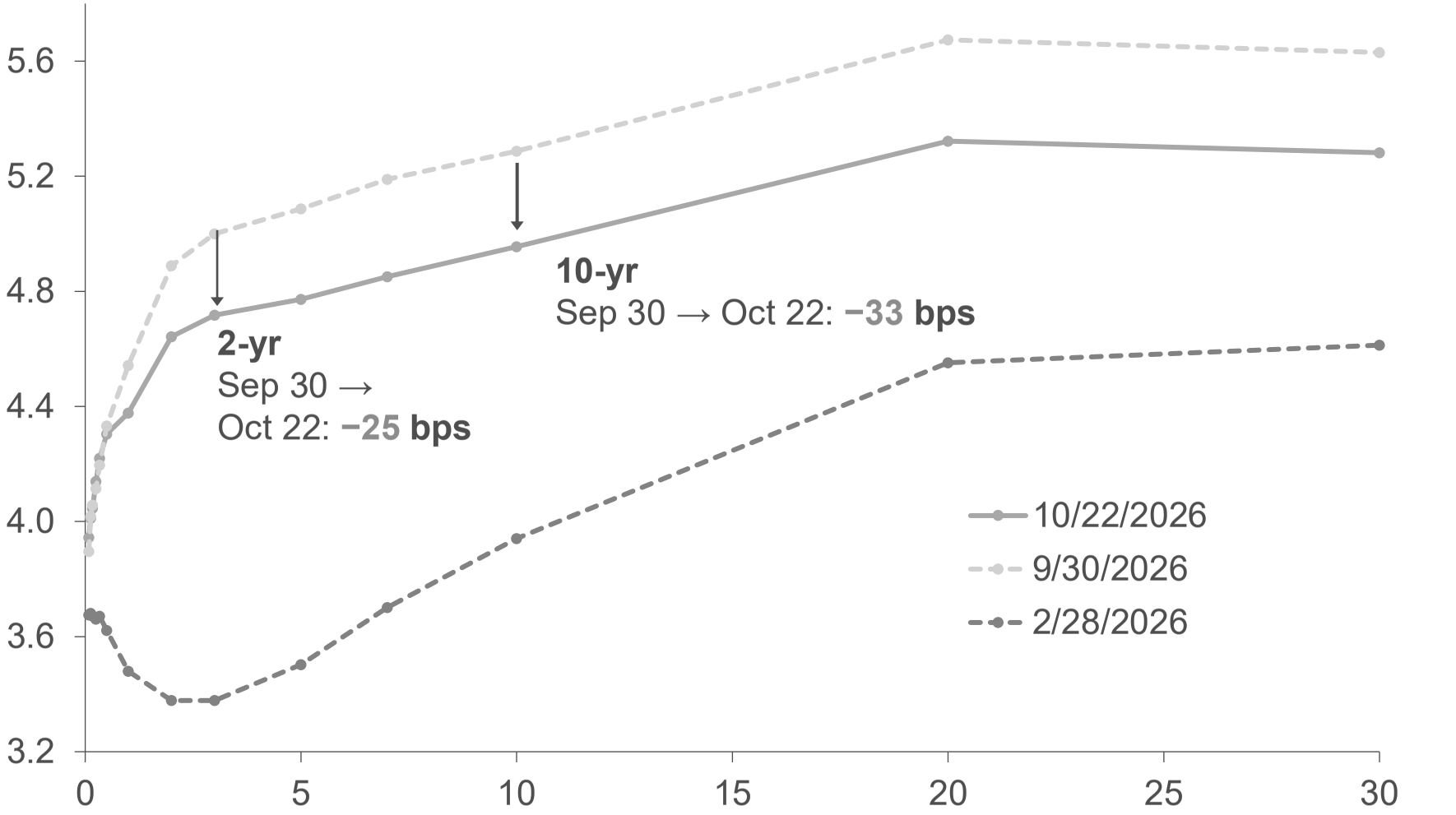
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Treasury Yield Curve (%)



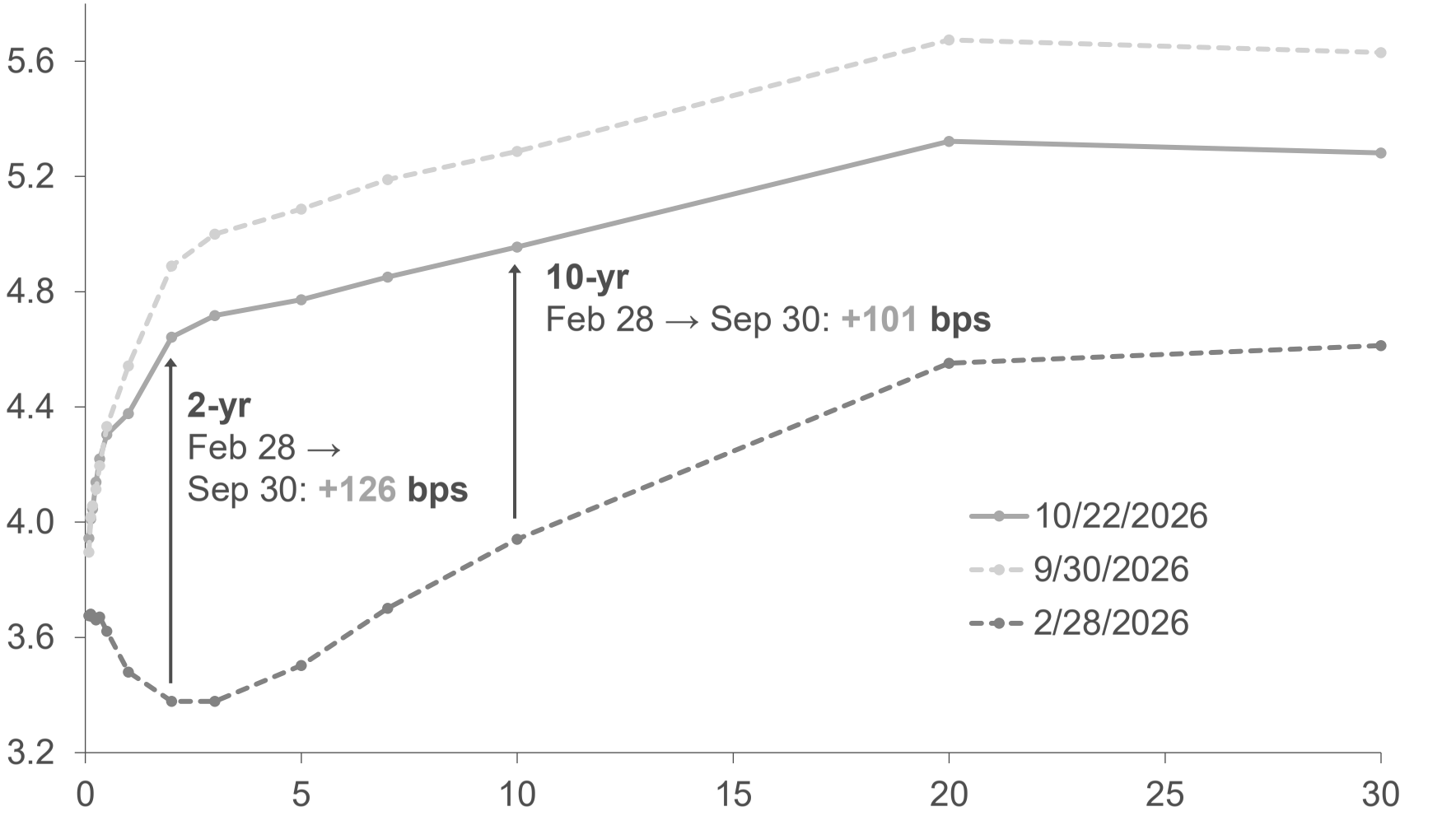
Source: Bloomberg

Treasury Yield Curve (%)



Source: Bloomberg

Treasury Yield Curve (%)



Source: Bloomberg

US 10-Year Treasury Yield 10/1/25 – 10/22/26

Oct 2026



Source: Bloomberg

First Hawaiian Bank.
WEALTH MANAGEMENT GROUP

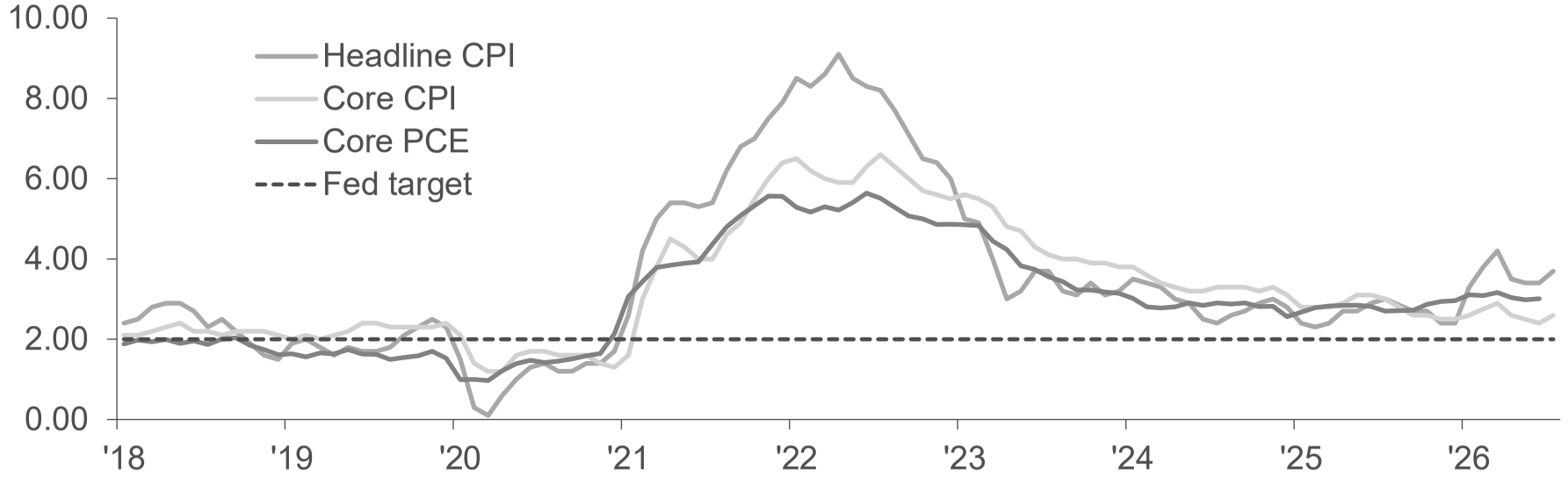


Source: UHERO, Dr. Sumner La Croix

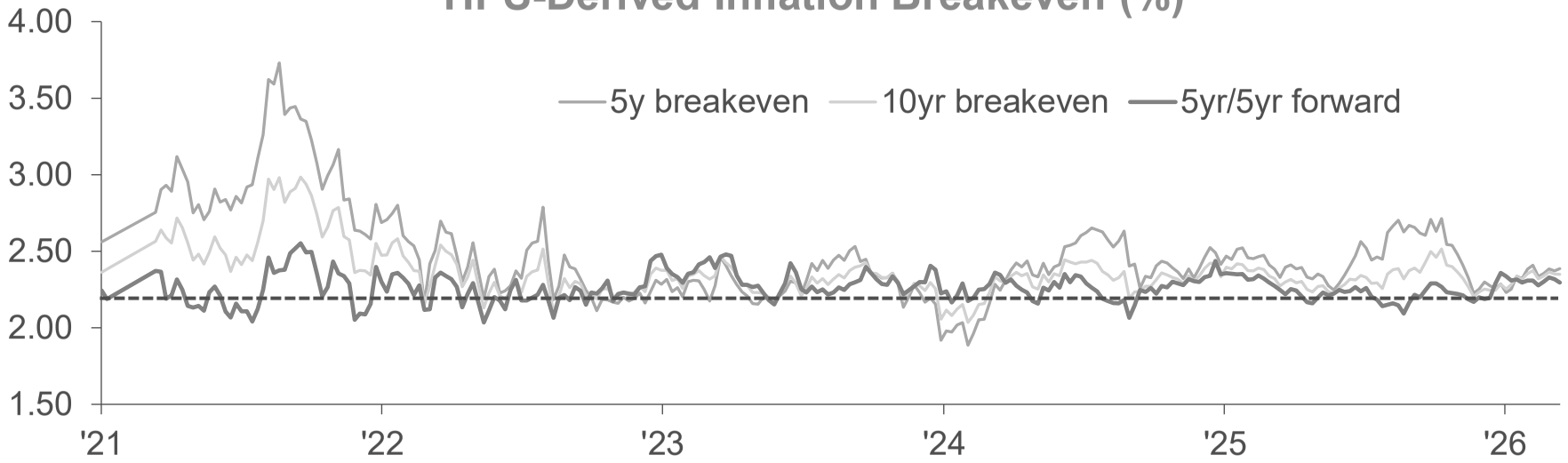
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US Inflation Trends

Inflation (y/y, %)
As of 10/22/2026



TIPS-Derived Inflation Breakeven (%)

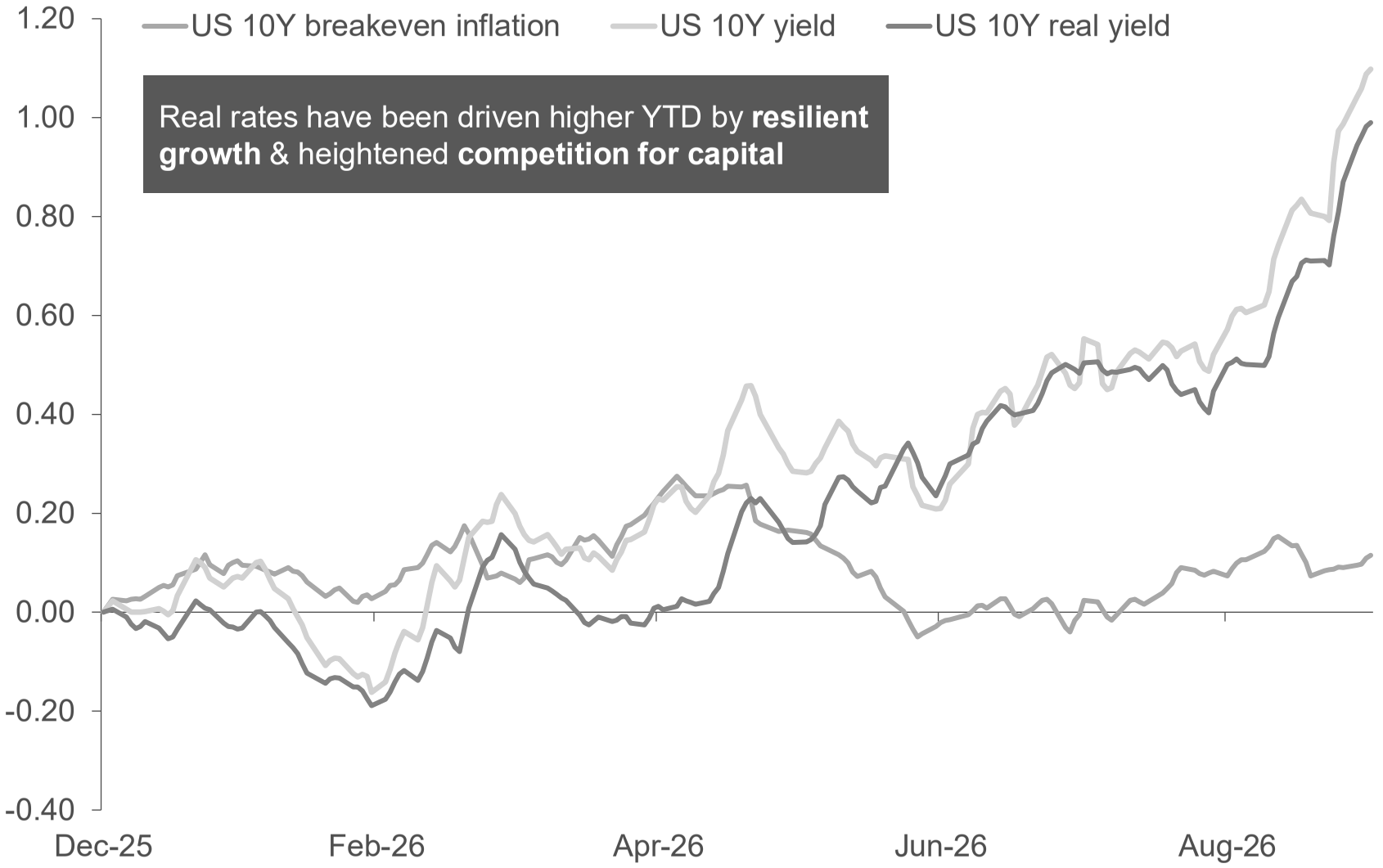


Source: Bureau of Economic Analysis, J.P. Morgan, Bloomberg

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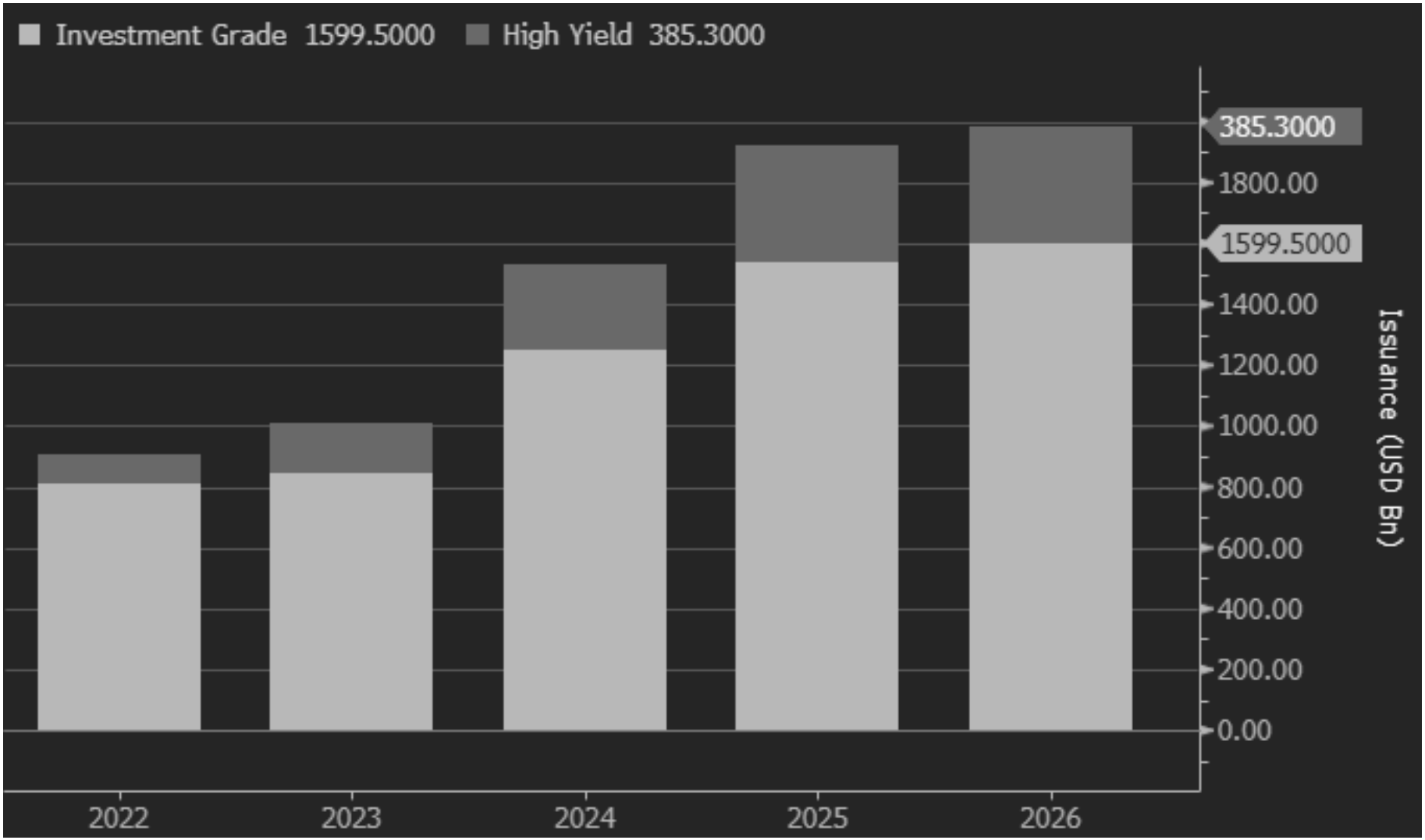
What to Watch

Higher Rates Driven by Real Yields



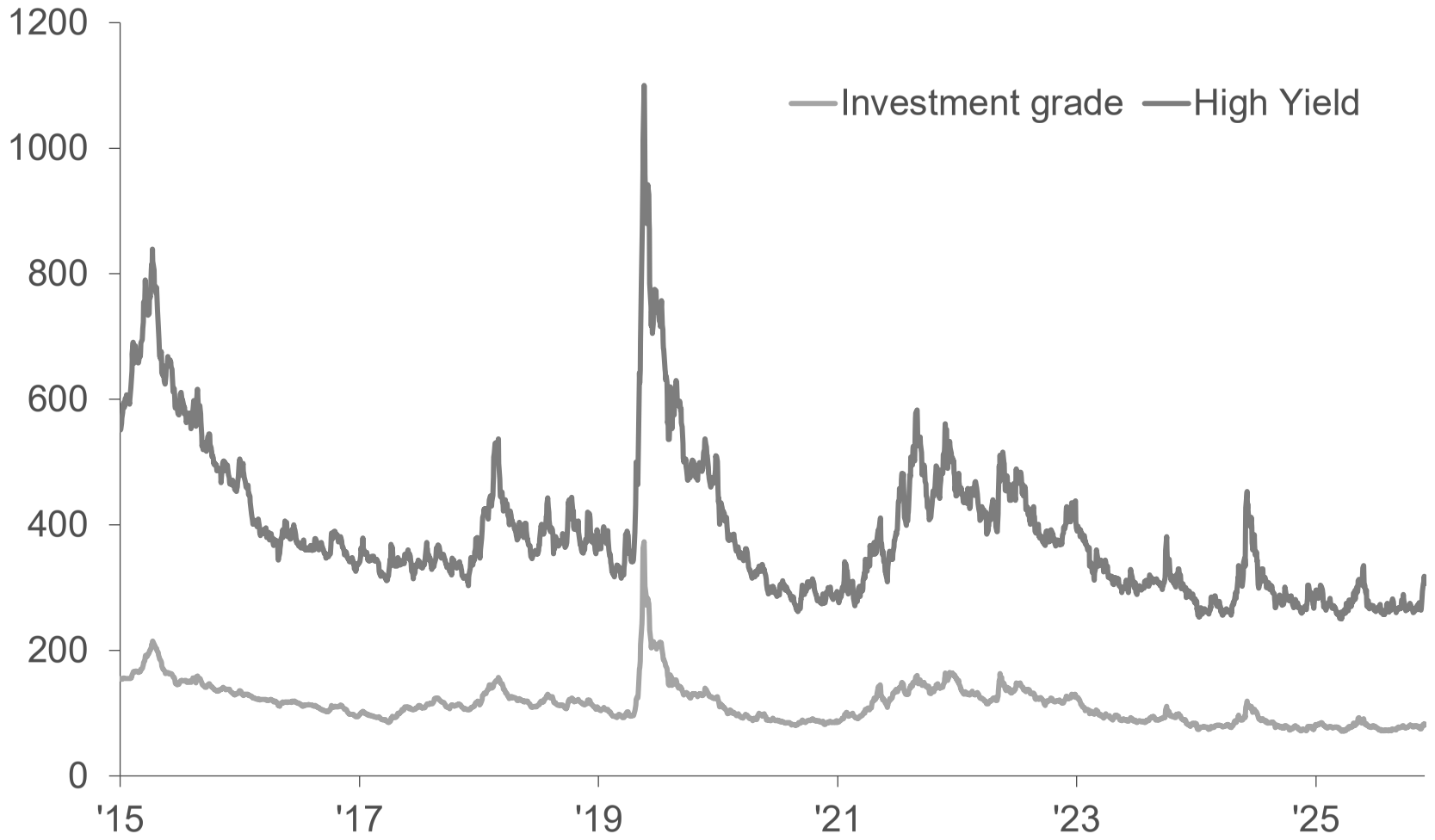
Source: BlackRock

US Corp Bond Issuance 2022-2026 YTD (Investment Grade and High Yield) as of 10/16/2026



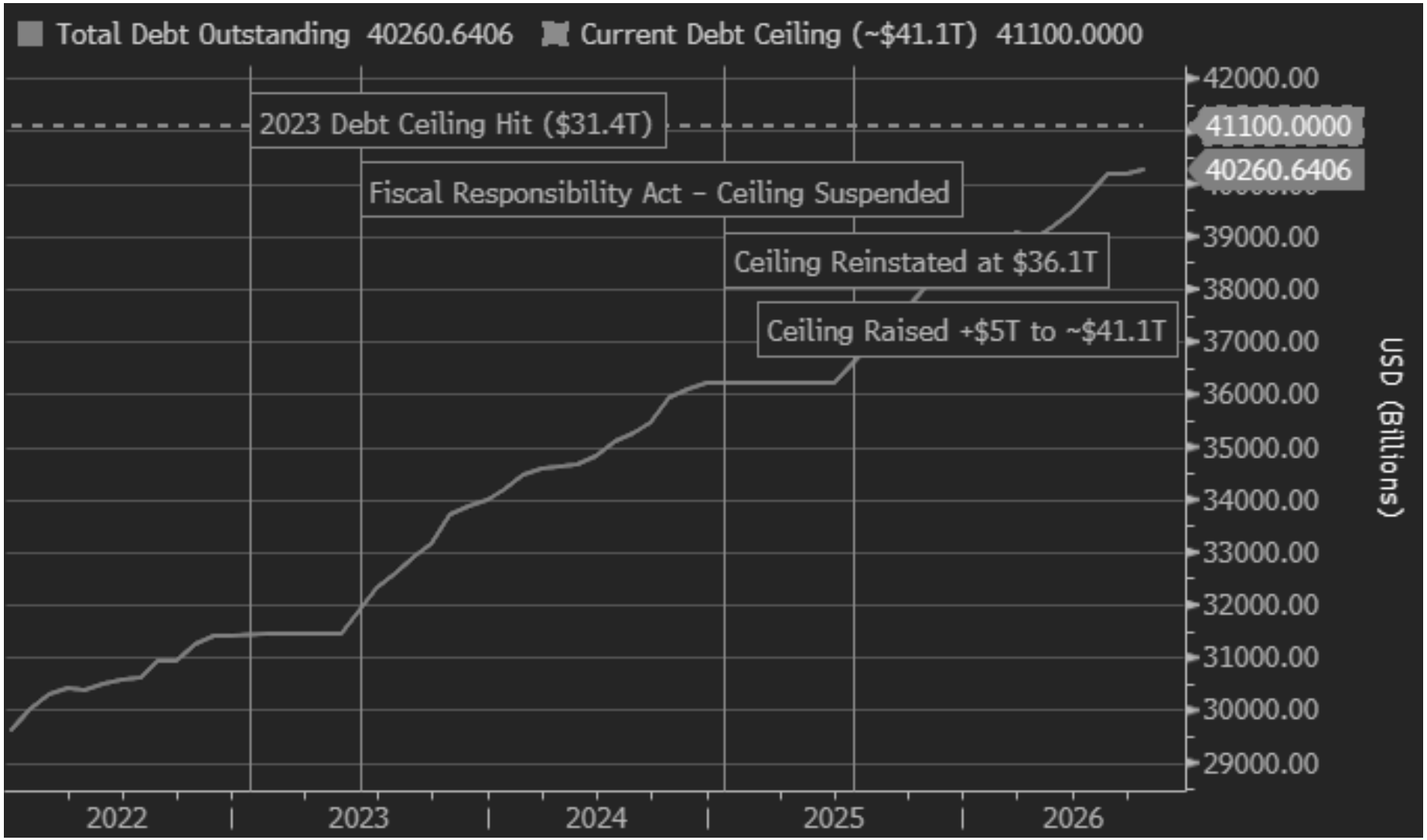
Source: Bloomberg AI (AskB)

US Corp Bond Spread over Treasuries (basis points)



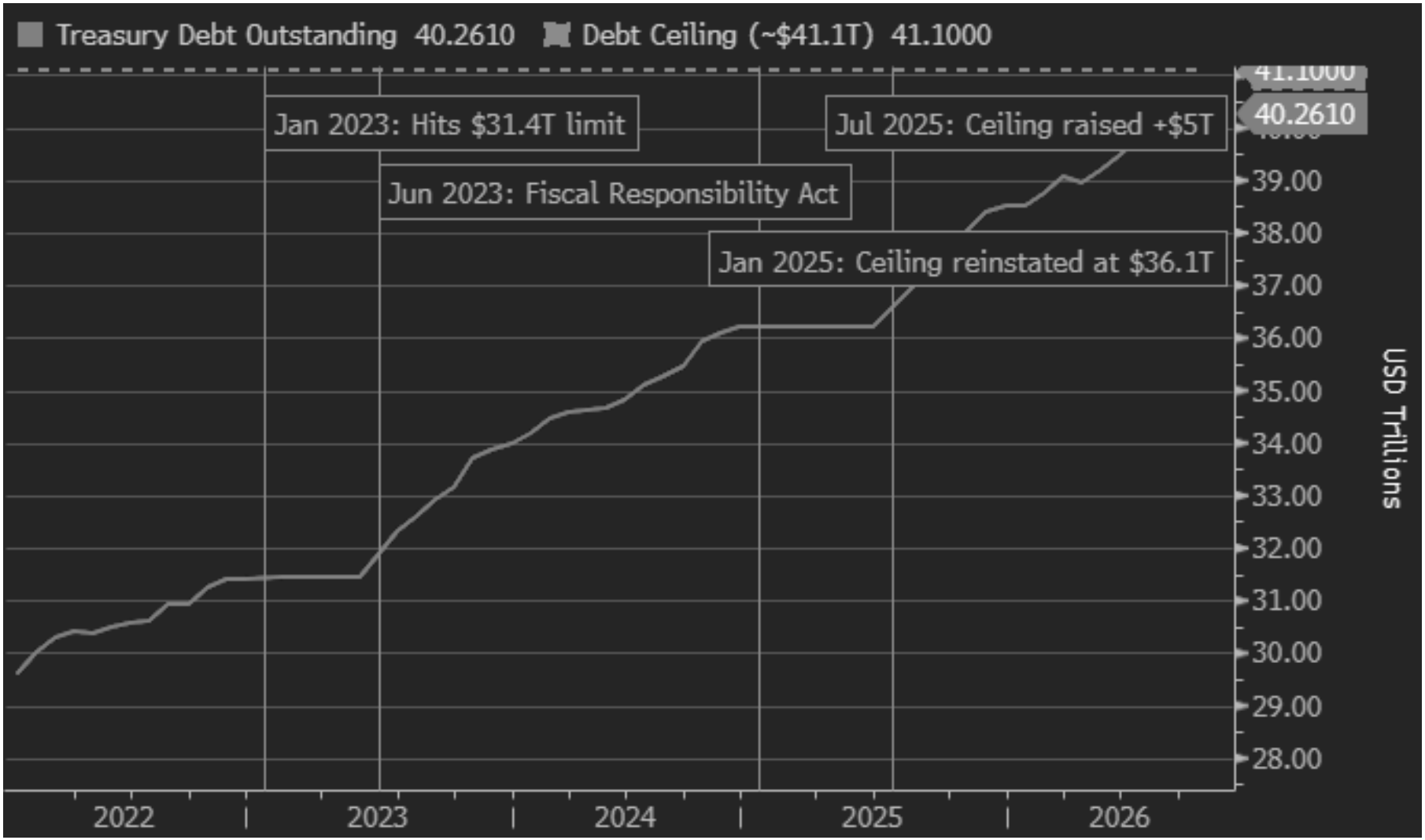
Source: Bloomberg

Total Outstanding US Treasury Debt (Jan 2022 – Oct 2026)



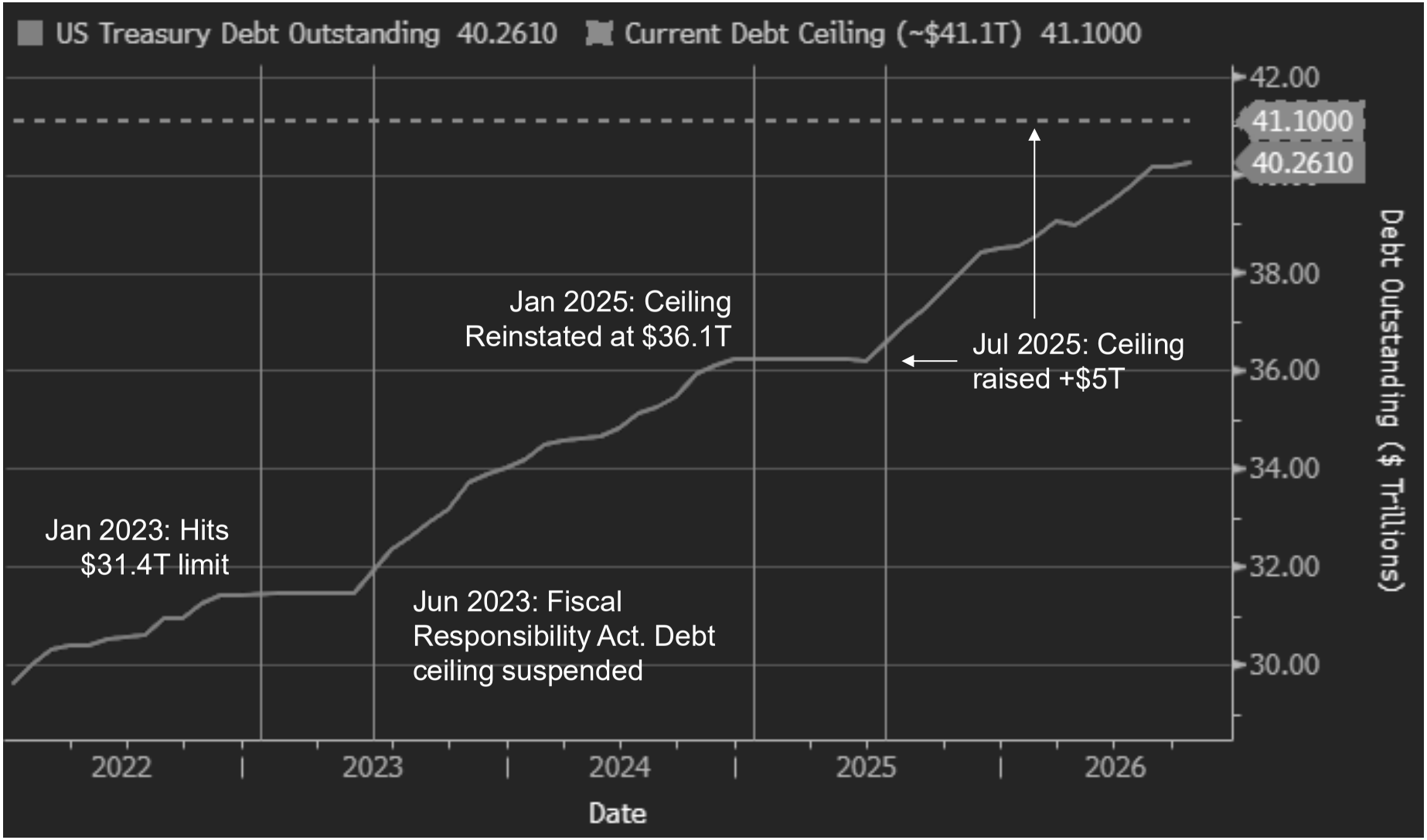
Source: Bloomberg AI (AskB)

Total Outstanding US Treasury Debt (Jan 2022 – Oct 2026)



Source: Bloomberg AI (AskB)

Total Outstanding US Treasury Debt (Jan 2022 – Oct 2026)

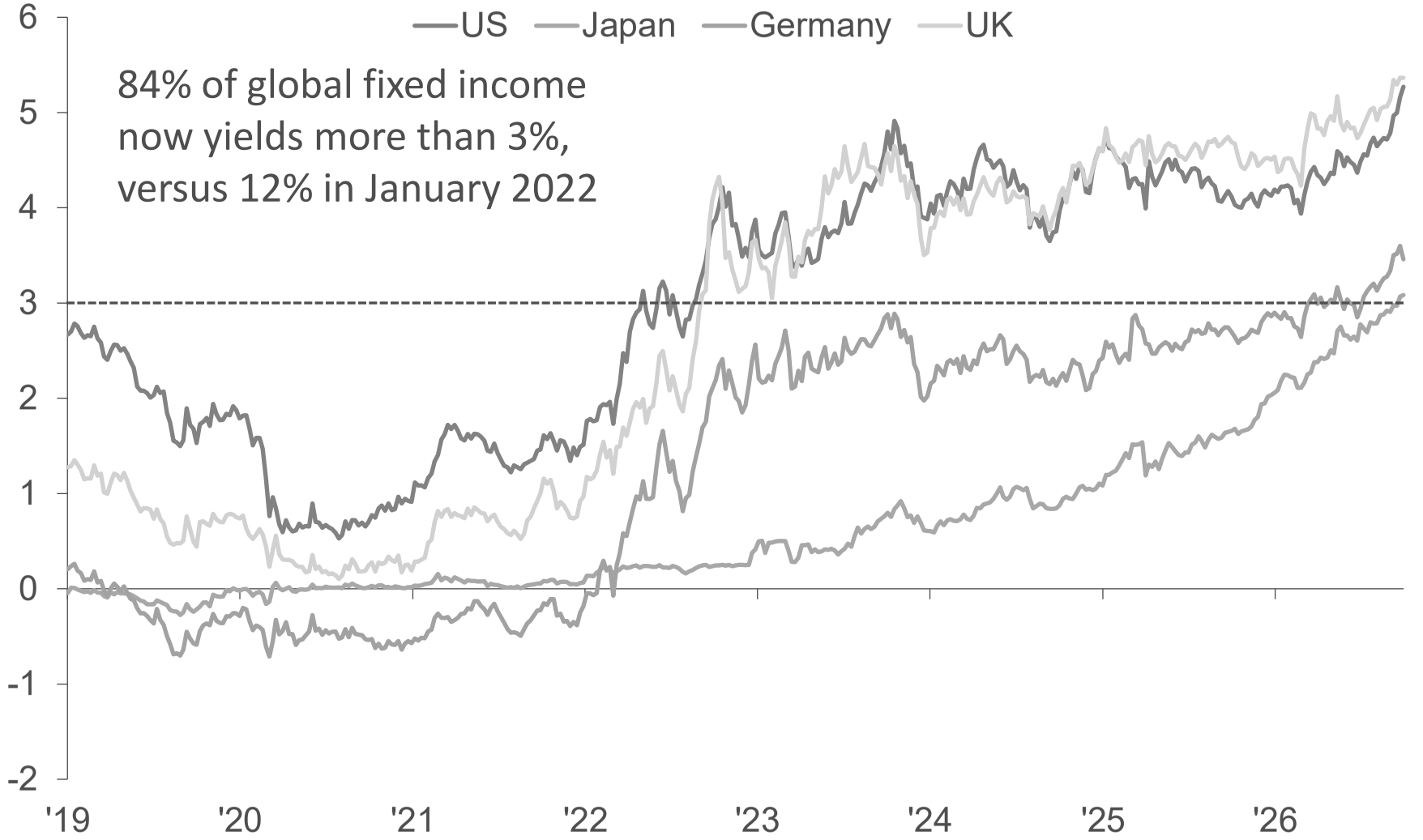


Source: Bloomberg AI (AskB)

First Hawaiian Bank.

What to Watch

Higher Rates Driven by Real Yields



Source: Bloomberg, Apollo Global Management

First Hawaiian Bank.

Higher Oil Prices, Inflation, and Yields:

What are some impacts to Hawaii Tourism?

Disclosures

Past performance is not a guide to future performance and the value of investments, and the income derived from those investments can go down as well as up. Future returns are not guaranteed, and a loss of principal may occur. References to market or composite indices, benchmarks or other measures of relative market performance over a specified period of time are provided for your information only. An index is a broad measure of the market performance of a specific group of securities in a particular market or sector. You cannot invest directly in an index. An index does not have an adviser and does not pay any commissions or expenses. Quantitative data, as well as index and manager universe data if shown, has been supplied by outside sources and is believed to be reliable, although First Hawaiian Bank does not guarantee its accuracy. Opinions expressed are current opinions as of the date appearing in this material only and may change over time depending on economic and market conditions. First Hawaiian Bank is under no obligation to update this particular material in event changes in investment opinion occur. First Hawaiian Bank does not give tax advice, and all investors are strongly advised to consult with their tax advisers regarding any potential investment. Any products mentioned in this reports are: not insured by the FDIC; not a deposit or other obligation of, or guaranteed by, First Hawaiian Bank; subject to investment risks, including possible loss of principal amount invested.

HAWAII ECONOMIC ASSOCIATION

Hawai‘i Tourism Update and Outlook

October 22, 2026

Jennifer Chun
Director of Tourism Research

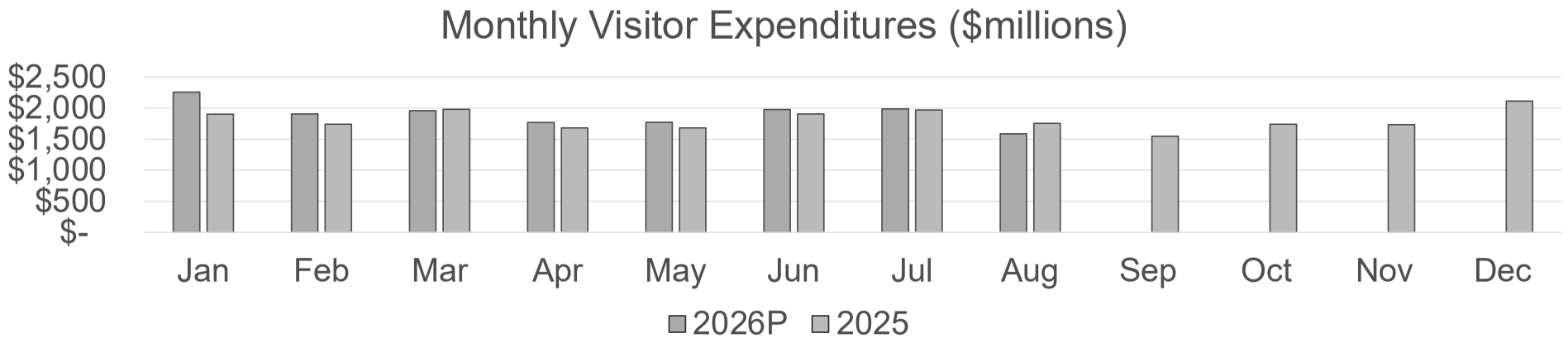
DBEDT
STATE OF HAWAI'I • DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

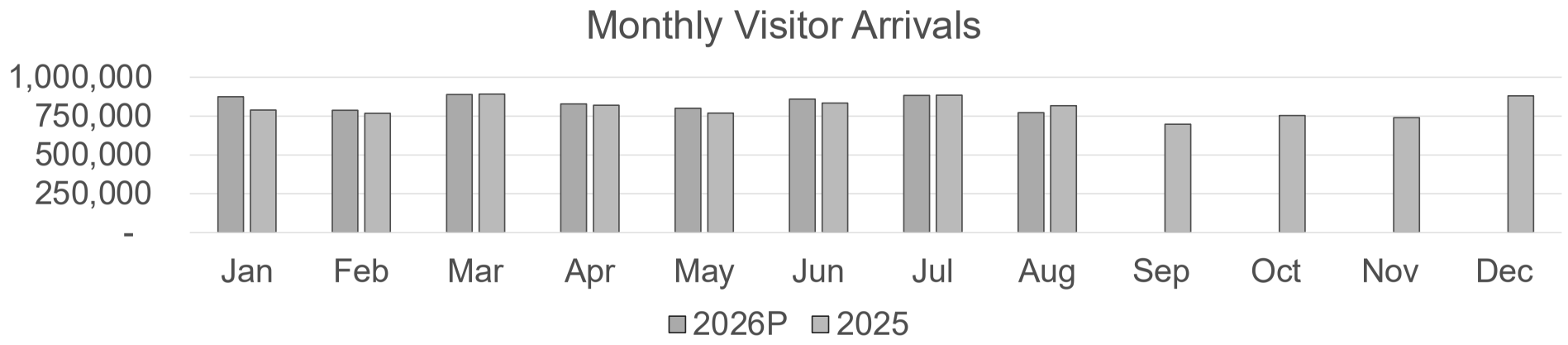
Hawai‘i Tourism Industry Overview – YTD Aug 2026P

- **Visitor Spending (Air and Cruise): $15.21 billion**, an increase from $14.62 billion (+4.1%) in the first eight months of 2025.
- **State Tax Revenue (direct, indirect, and induced): $2.13 billion,** compared to $2.04 billion (+4.1%) in the first eight months of 2025.
  - TAT Collections: FY26 $864.7 million, FY27 $172.1 million
- **Visitor Arrivals: 6,693,107 visitors** compared to 6,572,305 visitors (+1.8%) in the first eight months of 2025.
- **Average Daily Census: 222,114 visitors**, compared to 236,126 visitors (-5.9%) in the first eight months of 2025.
- **Total Air Service: 42,201 transpacific flights with 9,251,632 seats**, compared to 39,791 flights (+6.1%) with 8,850,223 seats (+4.5%) in the first eight months of 2025.

Note: 2026 figures are preliminary

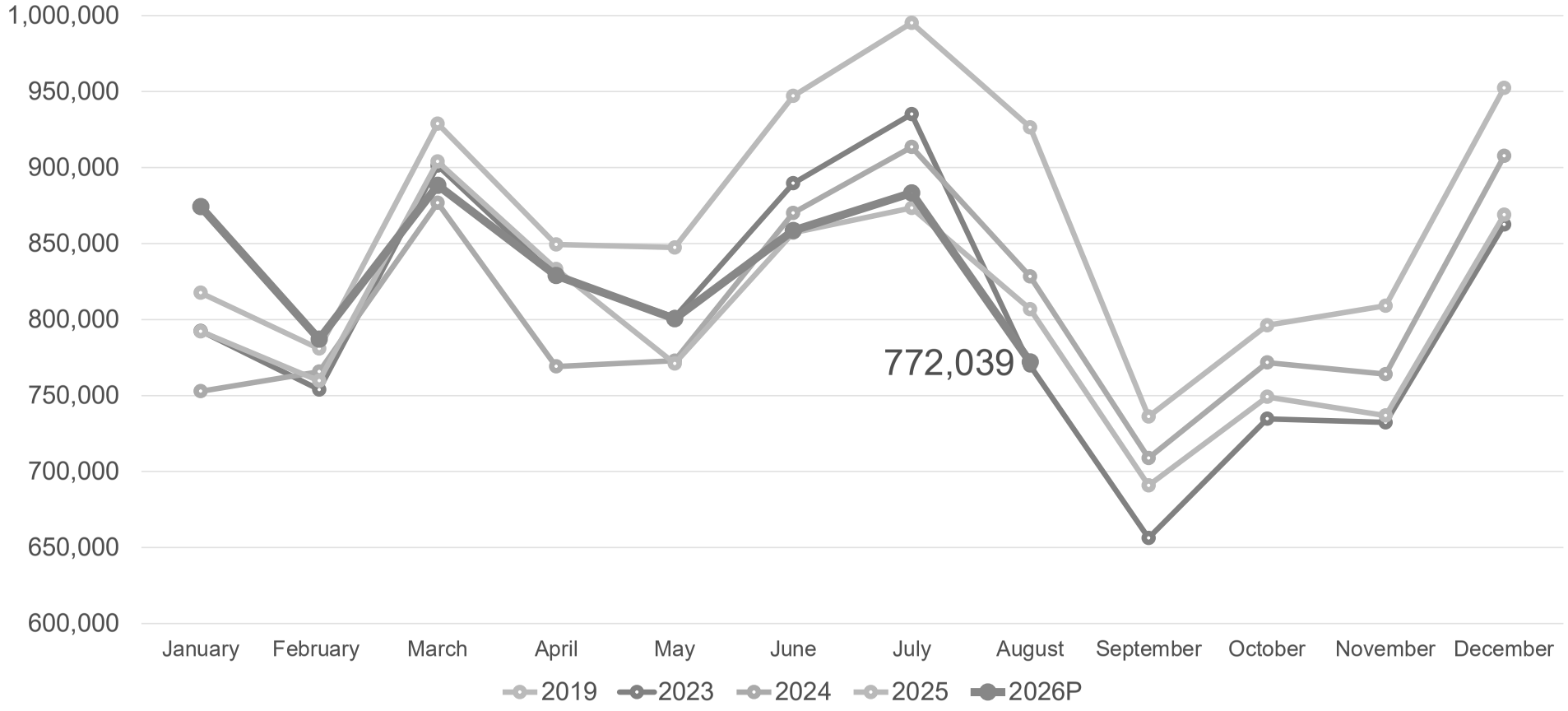
YTD Aug 2026 Highlights – Expenditures and Arrivals





Note: 2026 figures are preliminary.

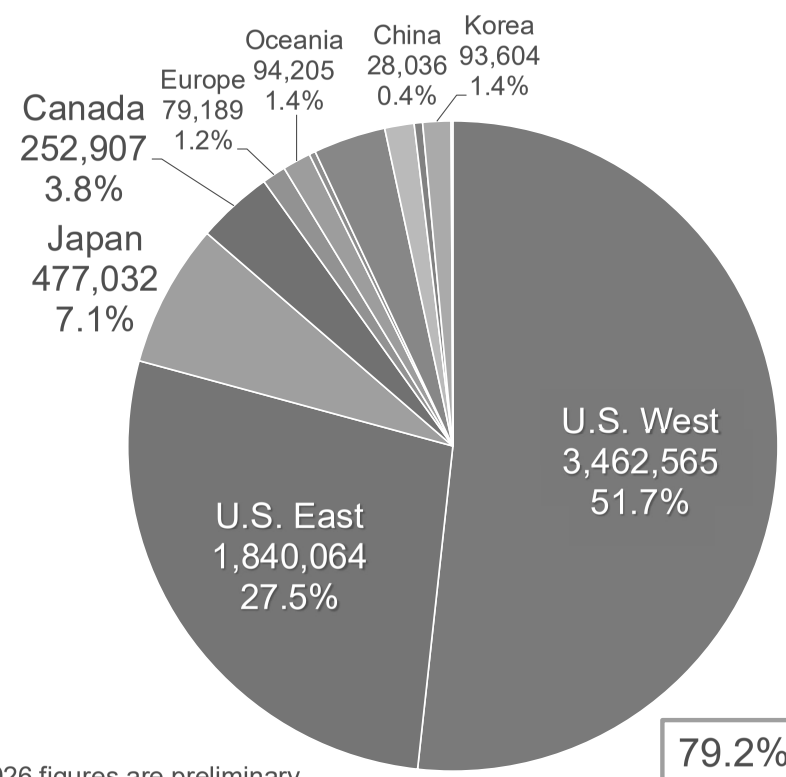
Visitor Arrivals to Hawai‘i



Note: 2026 figures are preliminary.

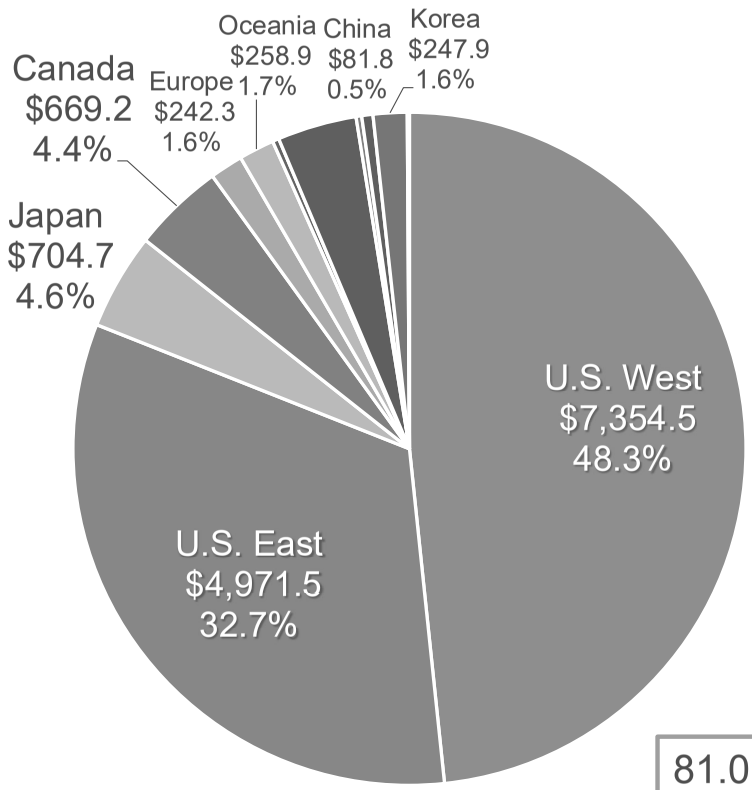
Visitor Arrival and Spending Mix – YTD Aug 2026P

Arrivals



79.2% U.S.

Expenditure



81.0% U.S.

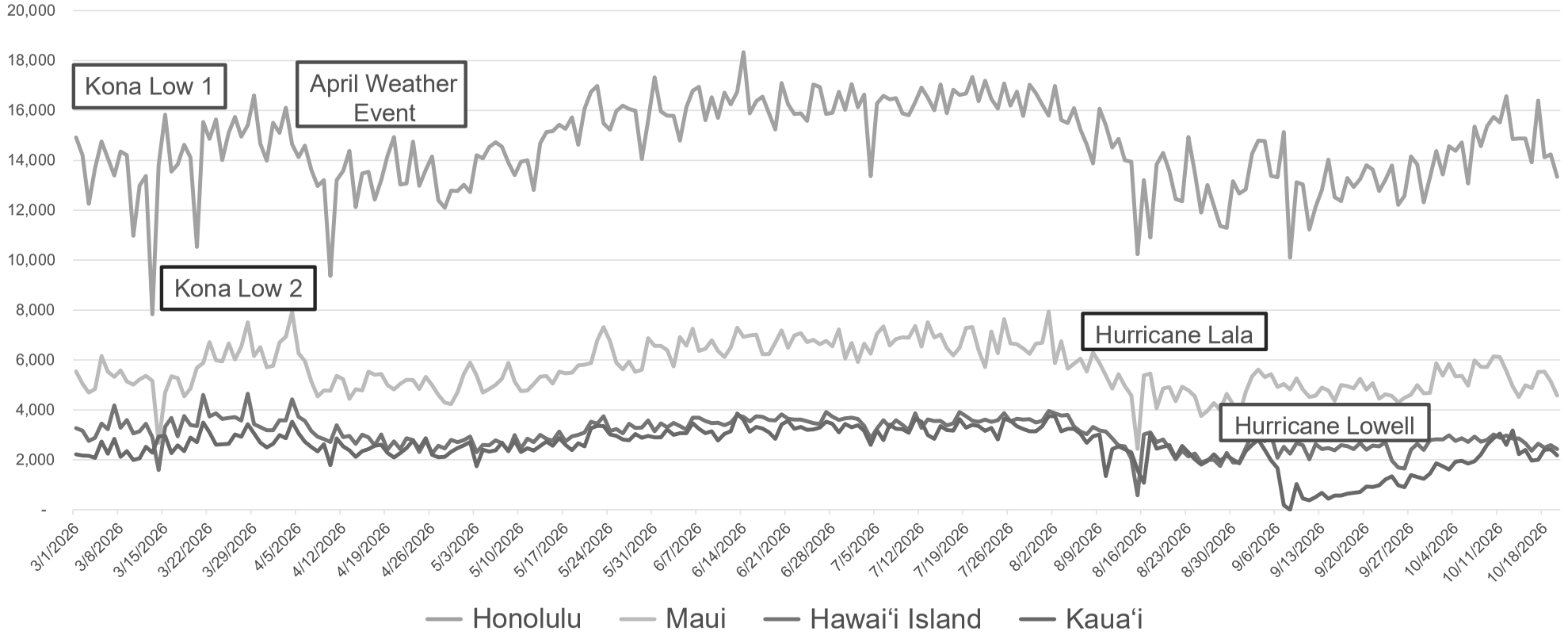
Note: 2026 figures are preliminary.

Spending by Category – YTD August 2026P vs. 2025



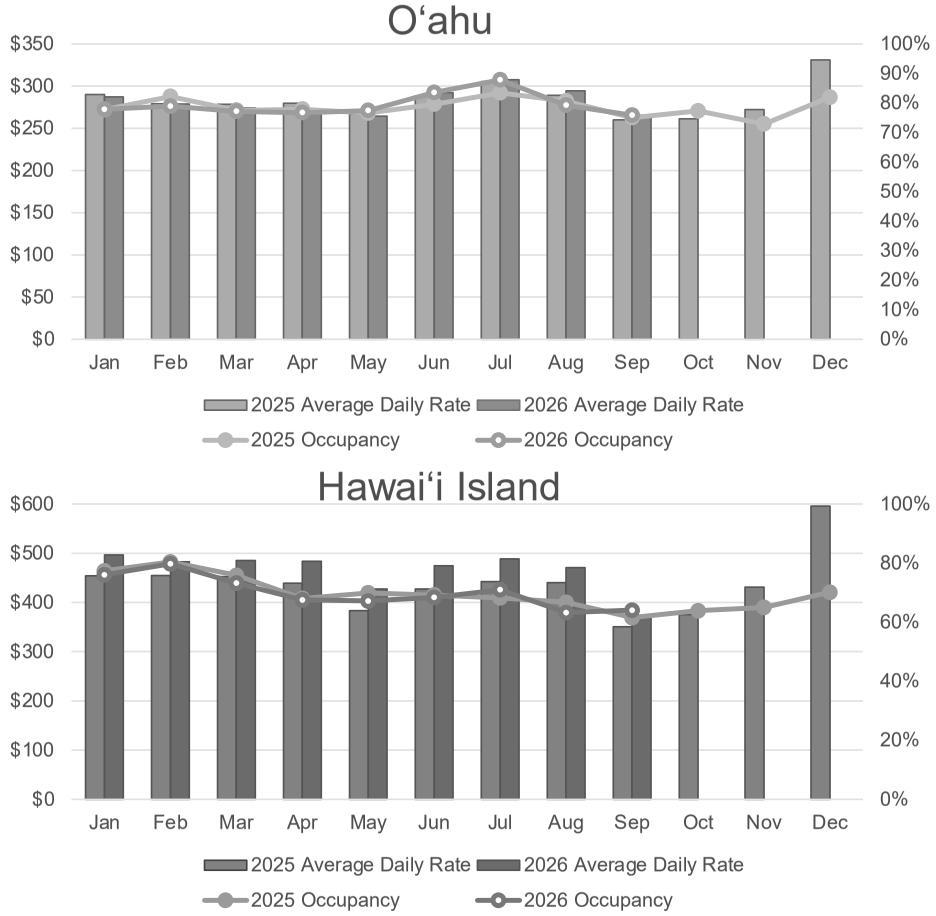
Note: 2026 figures are preliminary.

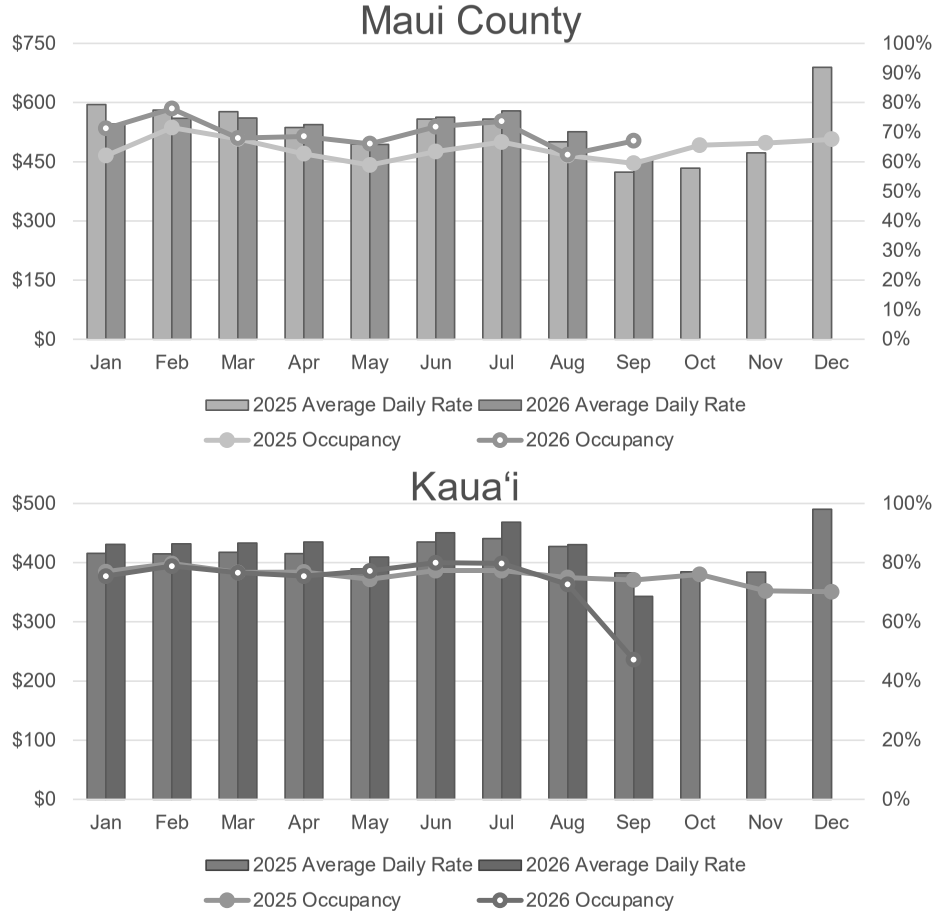
Daily Domestic Passenger Counts



Source: State of Hawai‘i Department of Business, Economic Development & Tourism

September 2026 Hotel Performance





Source: STR, Inc. © Copyright 2026 State of Hawai‘i Department of Business, Economic Development & Tourism

VSAT – Likelihood of Return Visit



	U.S. West	U.S. East	Japan	Canada	Oceania	China	Korea	Europe
Very likely (7-8)	81.7%	60.2%	59.3%	60.9%	56.3%	44.0%	76.4%	33.3%
Somewhat likely (5-6)	11.9%	22.5%	25.7%	26.6%	26.0%	41.1%	17.7%	39.6%
Somewhat unlikely (3-4)	3.3%	8.0%	10.2%	8.4%	6.2%	0.0%	4.0%	0.0%
Very unlikely (1-2)	2.3%	6.9%	0.2%	4.1%	11.5%	0.0%	0.6%	13.8%
Don't know	0.9%	2.5%	4.6%	0.0%	0.0%	15.0%	1.3%	13.2%
BASE	1,134	1,036	337	55	36	20	240	15
MEAN	7.33	6.50	6.74	6.65	6.09	6.56	7.17	5.59

Source: Q2 2026 Visitor Satisfaction & Activity Survey, Q. How likely are you to return to the state of Hawai'i in the next five years?

VSAT – Reasons for not returning

Market	High Cost of Travel`	Health and Personal Limitations/Age	Preference for Other Destinations
U.S. West	50.6%		17.5%
U.S. East	43.9%	14.6%	19.1%
Japan	22.9%	12.9%	11.3%
Canada	77.3%		10.9%
Oceania	41.1%		
Korea	40.8%	11.8%	
China	31.3%	68.7%	
Europe	51.1%	23.3%	

Source: Q2 2026 Visitor Satisfaction & Activity Survey

Fuel Costs Are Reshaping Airline Economics

And Hawai‘i Feels It More Than Most Destinations

Jet fuel prices are rising much faster than airline ticket prices, and airlines can only recover part of that extra cost.

Every trip to Hawai‘i is a long flight, so this pressure hits Hawai‘i harder than most destinations.

5x

Fuel prices are rising five times faster than airline ticket prices.

+44%

Fuel costs jumped versus a year ago, pushing airline profits down sharply.

~60%

Share of this year's extra fuel cost airlines expect to recover through fares.

-0.6%

International flights shrank the same quarter fuel prices peaked.

Every route

Hawai‘i flights are long-haul, and its biggest visitor markets burn the most fuel.

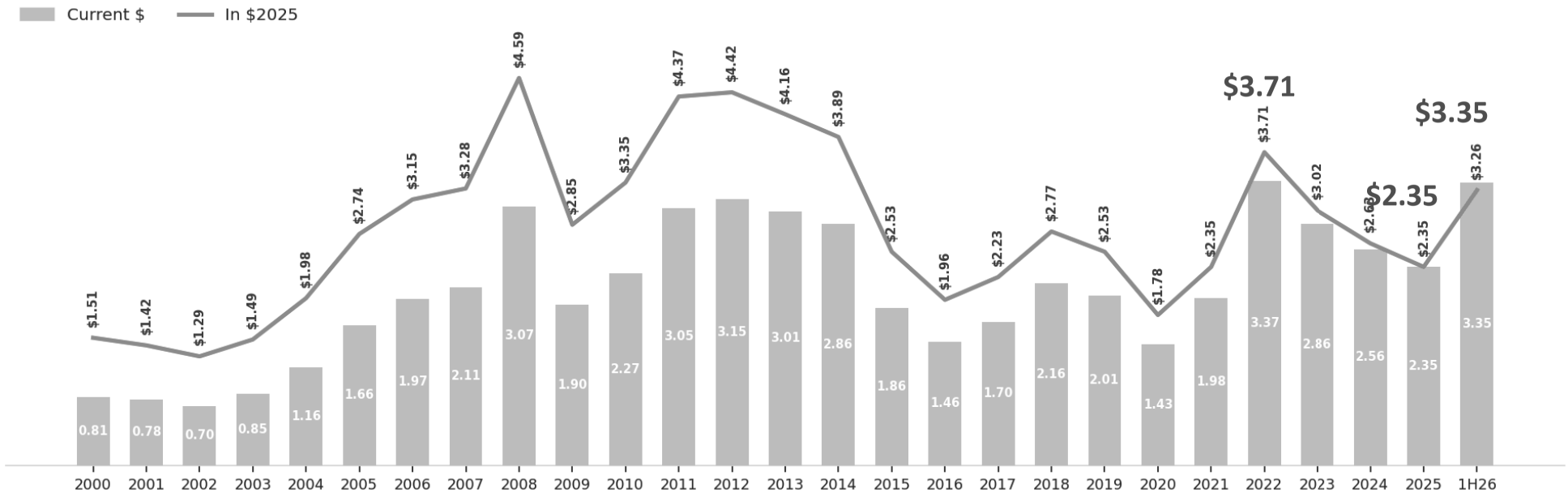
merica, "The State of U.S. Commercial Aviation," updated 18 Sep 2026 (U.S. BLS, Argus Media, SEC filings of Alaska/Hawaiian, Allegiant, American, Delta, Frontier, JetBlue, Southwest, Spirit, Sun Country, United; arch; Cirium).

STATEWIDE MARKET SITUATION

Jet Fuel Prices Hit a Nominal High in 2022

The Inflation-Adjusted Peak Occurred in 2008

AVERAGE SYSTEMWIDE PAID PRICE PER GALLON OF JET FUEL, U.S. PASSENGER AND CARGO AIRLINES



merica, "The State of U.S. Commercial Aviation," U.S. Bureau of Transportation Statistics (all U.S. carriers, systemwide scheduled and nonscheduled services). Current $ reflects the nominal price paid each year; h year's price in inflation-adjusted 2025 dollars.

Japan and Korea Fuel Surcharges

Current Window, as of September 22, 2026

CONFIRMED SURCHARGE FIGURES, HAWAI‘I ROUTES

Carrier	Current window	Hawai‘i one-way surcharge	Trend	Confidence
ANA, Japan origin	Sep 1 to Oct 31, 2026	¥35,800, down from ¥40,400	**Down**	**Certain**
JAL, Japan origin	Sep 1 to Oct 31, 2026	¥30,900, down from ¥40,400, Zone O	**Down**	**Certain**
ANA, sold outside Japan	Sep 1 to Oct 31, 2026	US$223, down from about US$310	**Down**	**Certain**
Korean Air, ICN to HNL	October 2026, Level 23	₩226,800, from ₩216,000 in Sep and ₩160,000 in Aug	**Up**	**Certain**
Asiana, ICN to HNL	October 2026	Systemwide ₩53,400 to ₩301,200; Honolulu band not published	**Up**	**Assuming**

WHY JAPAN IS DOWN. Sep-Oct pricing reflects the June-July

UPDATE: ANA and JAL will raise fuel surcharges from November 2026 again, charging ¥62,000 yen on U.S. Routes [PATA]

WHY KOREA IS UP. Korean Air reprices monthly and its tier climbed from Level 14 in August to 23 in October as the Middle East conflict pushed oil prices higher, catching a rise Japan's bi-monthly averaging has not passed through yet.

sidy has now lapsed for international flights, while Singapore jet kerosene averaged $148 per barrel in August and about $170 month to date in September. Both point upward for the November to December Japan window, which is an estimate, not a filing. Korean Air and Asiana surcharge filings collapse into one on December 17, 2026, when the merger completes

official fuel surcharge pages; JAL filing, Aug 18, 2026; Korean Air and Asiana surcharge tier filings. Analysis current as of Sep 20, 2026. Mainland U.S. figures shown for context are not reproduced here; see full

What This Means for Hawai‘i

Connecting the National Fuel Picture to Local Access and Demand

COST

Could deepen a problem already underway

Visitors are already shortening Hawai‘i trips to manage costs. Higher ticket prices to cover fuel would add to that same pressure.

ROUTES

New routes are harder to justify right now

A Taipei nonstop, better Perth or Christchurch access, and improved Busan connections all need airlines to add capacity they are currently hesitant to add.

SURCHARGES

Japan surcharges fell, Korea's are rising

ANA/JA[illegible]ut Hawai‘i surcharges for Sep–Oct 2026, but the cut is subs[illegible]ve raised theirs two mo[illegible]d figures and remain[illegible]g gaps.

UPDATED

DEMAND

Supply is the constraint, not demand

Household wealth, corporate profits, and air travel satisfaction are all up. The limit is airline willingness to add long flights.

Source: Airlines for America, "The State of U.S. Commercial Aviation," updated 18 Sep 2026, synthesized with prior HVCB air service and visitor length-of-stay analyses. Japan/Korea fuel surcharge figures are not sourced in this [illegible] separate data pull.

Airlift and Access, by Island – Full Year 2026 vs 2025

Air Service U.S. and International Detail

US TOTAL / US WEST / US EAST / INTERNATIONAL SEAT GROWTH · FULL YEAR 2026 vs FULL YEAR 2025 · BY AIRPORT

Island (Airport)	US Total	US West	US East	International	Note
Statewide, All Airports	+6.5%	+6.9%	+3.8%	–7.6%	*Capacity growth outpacing demand*
Honolulu (HNL) — O‘ahu	+3.1%	+3.8%	–0.7%	–7.7%	*Only island with meaningful int'l lift*
Kahului (OGG) — Maui	+11.2%	+10.4%	+20.0%	–3.1%	*Largest Neighbor Island by volume*
Kona (KOA) — Hawai‘i Island	+7.8%	+6.6%	+127.3%	–10.0%	**US East off a very small base*
Lihu‘e (LIH) — Kaua‘i	+13.5%	+13.5%	No service	–23.2%	*Fastest-growing Neighbor Island by percentage*
Hilo (ITO) — Hawai‘i Island	New	New	No service	No service	*Southwest Las Vegas nonstop, Aug 2026*

KEY INSIGHT Across the full year, Kaua‘i leads all islands in domestic growth at +13.5%, ahead of Kahului's +11.2%, reversing which island reads as “fastest-growing” if only Kahului's larger base is looked at. Hilo gains its first service to the continent since 2023, 12,775 seats filed on Southwest, entirely in the last five months of the year.

Domesttic and International all on a scheduled-seats basis. Kona US East reflects new/limited service from a very small base; read as directional. International includes Japan, Other Asia, Oceania, Canada, and Other Countries combined.
dule Dynamic Table Report (HVCB), nonstop scheduled seats, run 20 Sep 2026. 2025 is full-year actual. 2026 is actual January–July and filed schedule August–December; the schedule portion is subject to change
mestic, US West, US East

Nonstop Flights by Country

Country to Hawai‘i, Statewide · September 2026 – June 2027

ORIGIN COUNTRIES BY TOTAL SCHEDULED SEATS, ALL HAWAI‘I AIRPORTS COMBINED

Country	Total Seats	YoY Chg	Islands Served
United States	9,315,502	+0.8%*	HNL, OGG, KOA, LIH, ITO
Japan	965,410	−8.9%	HNL only
Canada	303,795	−11.4%	HNL, OGG, KOA
South Korea	204,066	−23.7%	HNL only
Australia	129,855	−15.2%	HNL only
Philippines	65,508	−2.3%	HNL only
New Zealand	34,039	−36.2%	HNL only
Other International†	82,524	+10.8%	HNL only

KEY INSIGHT **Every named international market is down year over year, New Zealand the most at −36.2%. Only the United States and the aggregated smaller Pacific markets grew.**

*Source: Schedule Dynamic Table Report (Diio Mi), nonstop scheduled seats, run 25 Aug 2026 by HVCB, aggregated by origin country. YoY compares to the same Sep 2025–Jun 2026 window, actual. Hawaiian Airlines (HA) mainline HNL service and Asiana's (OZ) ICN–HNL service show zero seats and are excluded, consistent with the Alaska–Hawaiian merger transition noted elsewhere. Highlighted rows serve Honolulu only, no Neighbor Island nonstop. *United States total holds May and June [illegible] April 2027's filed level, since Southwest's schedule doesn't yet reach that far. †Other International combines Marshall Islands, French Polynesia, Cook Islands, Kiribati, Fiji, and Samoa, each under 30,000 seats individually.*

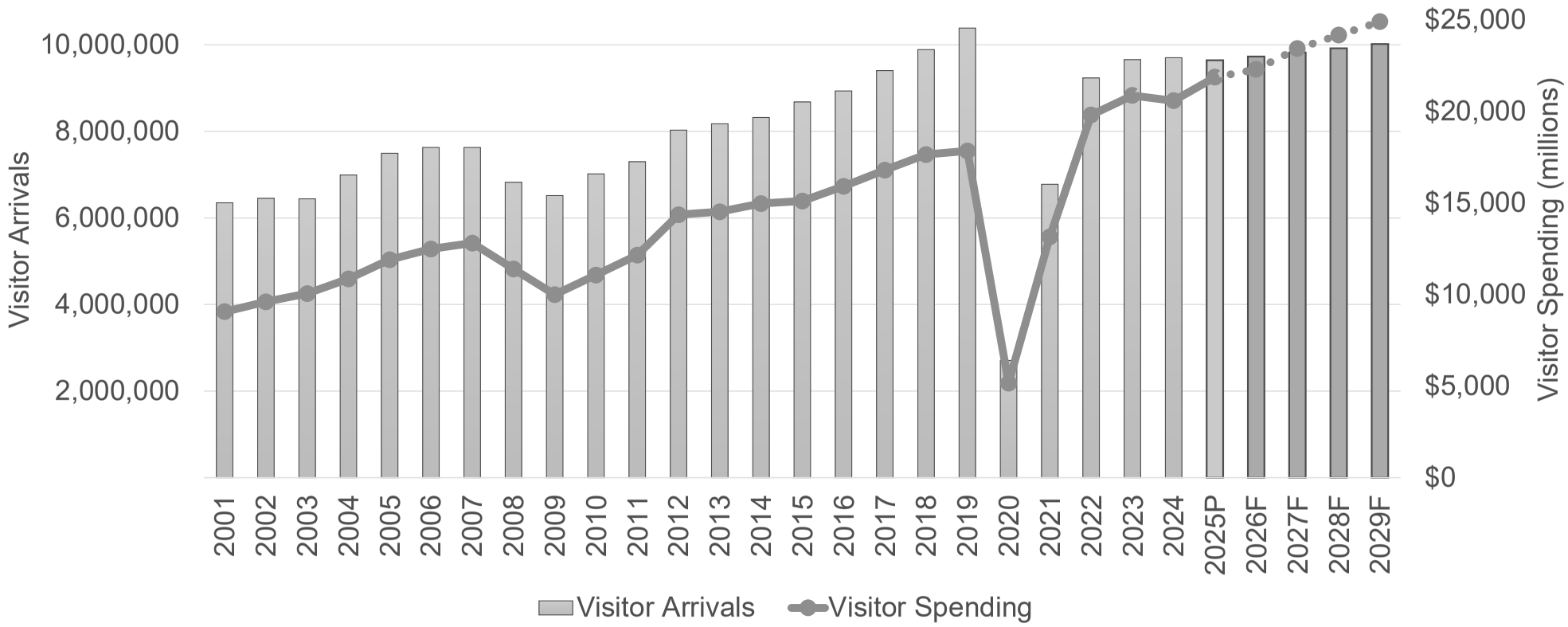


"Americans continue to prioritize travel, but higher costs and growing pressure on household budgets are weighing on demand. Travel spending is holding up despite volume softening, while overseas inbound challenges continue to affect the broader travel economy."

By: Joshua Friedlander | *Vice President, Research*

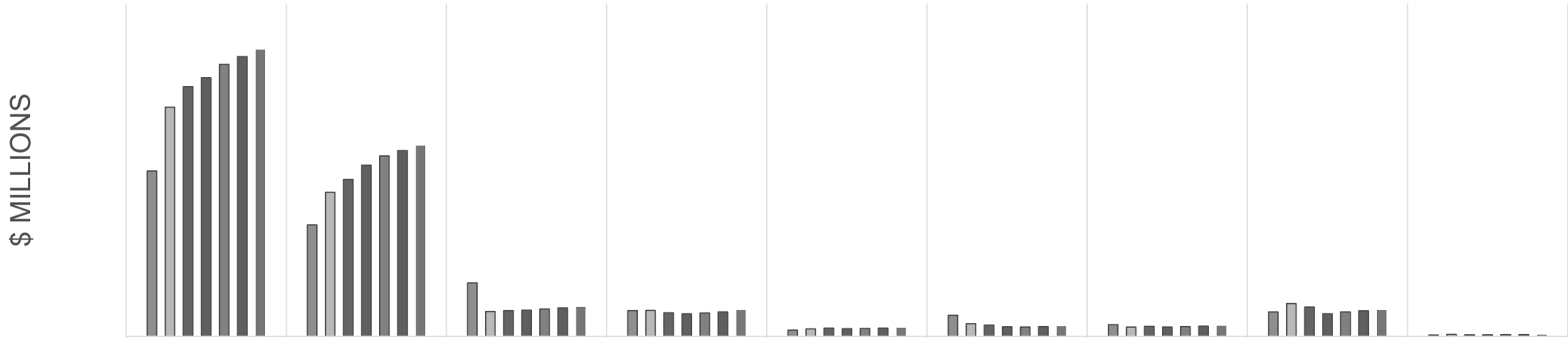
DBEDT

DBEDT Tourism Forecast



Source: DBEDT, Q3 2026 Forecast

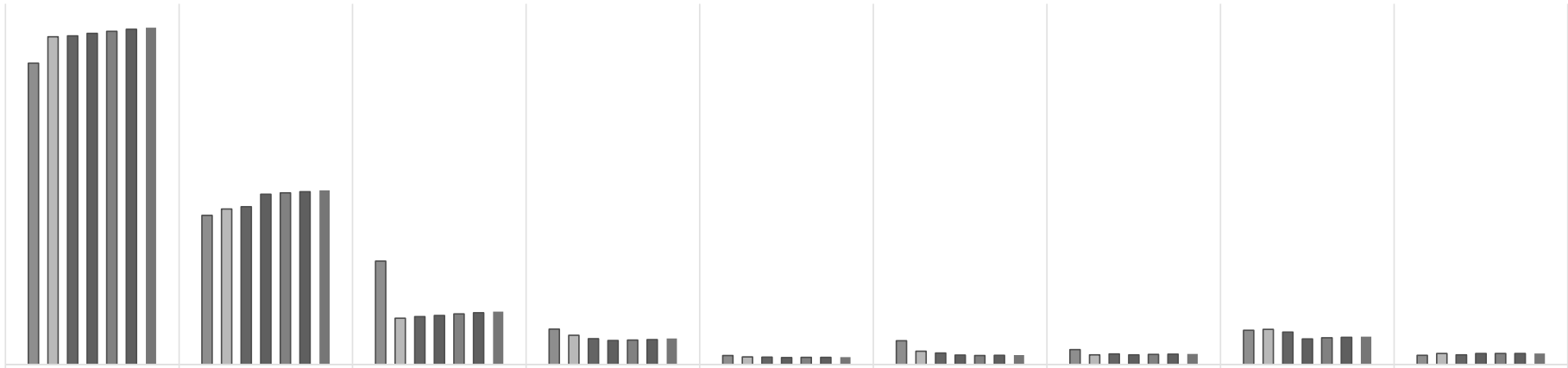
DBEDT Tourism Forecast – Visitor Spending



	US West	US East	Japan	Canada	Europe	Oceania	Korea	Others	Cruise
2019	$6,952.0	$4,684.2	$2,248.3	$1,081.5	$268.1	$895.1	$497.9	$1,030.6	$58.4
2024	$9,641.5	$6,063.7	$1,050.6	$1,092.1	$317.0	$535.9	$399.7	$1,388.1	$89.3
2025P	$10,505.9	$6,606.4	$1,081.2	$996.7	$355.8	$474.9	$426.3	$1,233.6	$72.4
2026F	$10,878.0	$7,203.4	$1,102.9	$952.4	$322.0	$403.8	$395.1	$956.1	$73.8
2027F	$11,441.9	$7,588.1	$1,152.9	$983.9	$338.6	$393.9	$411.9	$1,034.5	$79.2
2028F	$11,763.4	$7,812.9	$1,202.0	$1,029.2	$355.8	$412.8	$430.2	$1,074.2	$80.4
2029F	$12,058.6	$8,025.0	$1,247.6	$1,110.7	$372.0	$432.5	$449.2	$1,115.6	$82.0

Source: DBEDT, Q3 2026 Forecast

DBEDT Tourism Forecast – Visitor Arrivals



	US West	US East	Japan	Canada	Europe	Oceania	Korea	Others	Cruise
2019	4,595,319	2,276,520	1,576,205	540,103	137,908	363,551	229,056	524,503	143,508
2024	4,997,064	2,373,437	708,233	445,984	117,962	203,473	150,455	536,767	168,123
2025P	5,010,108	2,405,658	731,922	394,345	114,845	176,052	163,510	496,775	149,778
2026F	5,050,189	2,598,111	749,171	365,691	106,806	145,274	150,429	392,452	170,747
2027F	5,080,490	2,617,596	771,646	373,005	109,156	138,010	154,547	408,150	170,747
2028F	5,110,973	2,637,228	790,937	380,465	111,184	141,875	159,183	416,313	170,747
2029F	5,136,528	2,655,689	806,756	399,488	113,963	145,847	163,958	424,640	170,747

Source: DBEDT, Q3 2026 Forecast

Mahalo!

Jennifer Chun
Director of Tourism Research
State of Hawai‘i, Department of Business, Economic Development & Tourism
Hawaii Convention Center
1801 Kalakaua Avenue, Honolulu, Hawaii 96815
email Jennifer.E.Chun@hawaii.gov
tel 808 973 9446

DBEDT
STATE OF HAWAI'I • DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM



2030 BLUEPRINT

ECONOMIC ACTION PLAN FOR HAWAII

Bold Action. Stronger Hawai‘i.

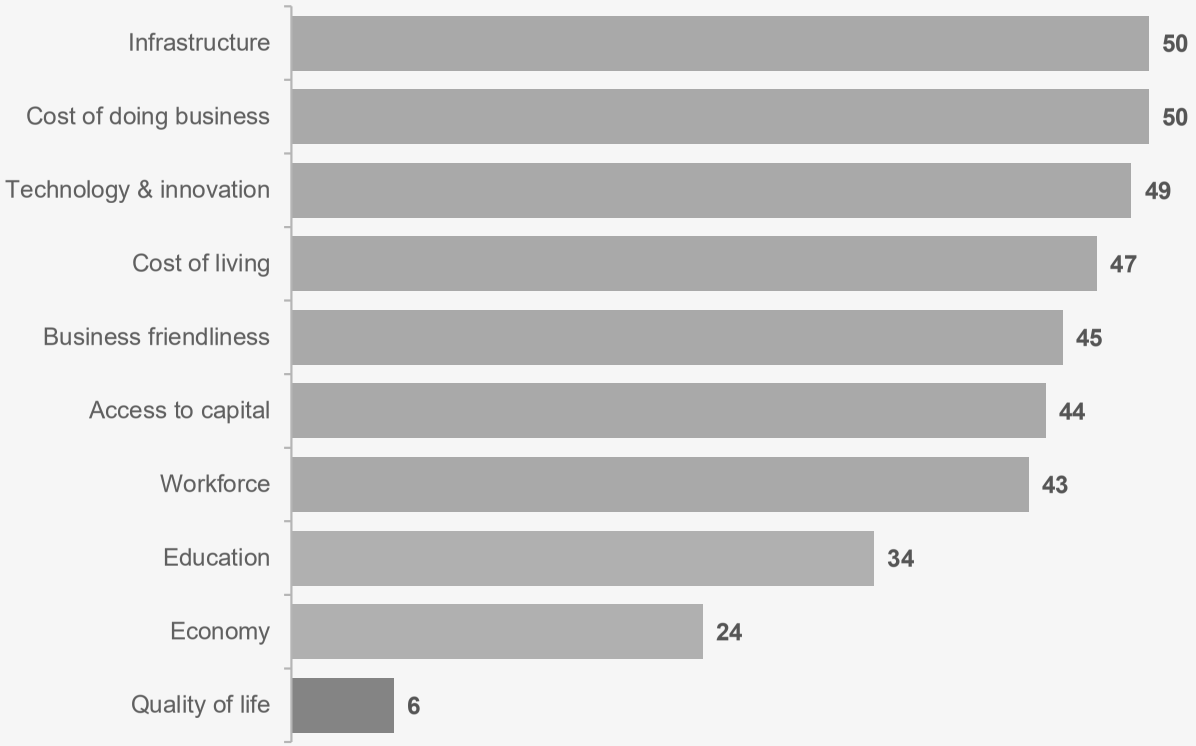
A Roadmap to Transform our Economy and Strengthen Competitiveness

We're inviting partners to invest in delivering this plan through 2030.

Chamber of Commerce Hawaii | October 2026

CNBC AMERICA'S TOP STATES FOR BUSINESS 2026

Hawai‘i ranks 50th of 50



OUR 2030 GOAL

Out of the bottom 10

Rank 40th or better by 2030

Where we must act

Seven of ten CNBC categories rank 43rd or worse, led by infrastructure and cost of doing business (both 50th).

What we protect

6th in quality of life. People want to build a future here.

Source: CNBC America's Top States for Business 2026; rank out of 50 states (lower is better).

WHY IT MATTERS

Families are stretched, and growth is slowing

THE HUMAN COST • ALOHA UNITED WAY 2024 ALICE STUDY

41%
of Hawai‘i households are below the ALICE threshold (29% ALICE + 12% in poverty)

53%
of residents under 35 are below the ALICE threshold

37%
of households have considered leaving Hawai‘i because of costs

GETTING WORSE

46%
of residents considered moving out of state in the past year, up from 40% in 2024
UH Mānoa 2026 Quality of Life and Well-Being Survey, Oct 12, 2026



THE DIAGNOSIS • UHERO FORECASTS

“Tepid job and income growth will become the new normal.”
UHERO, Feb. 27, 2026

~0.5%
real GDP growth in 2026, down from 3%+ in 2025

4.8%
average inflation in 2026

−0.2%
payroll jobs in 2026

Nearly 10,000 fewer residents by 2029
“An aging, shrinking population will keep job gains modest.”

Then just +0.2% in 2027
“And we really don’t see much job growth thereafter.”

UHERO State Forecast, Sept. 25, 2026

Sources: Aloha United Way, 2024 ALICE Facts and Figures Report (released January 2025), auw.org; ALICE = Asset Limited, Income Constrained, Employed.
UHERO Forecast for the State of Hawai‘i, 2026 Q1 (Feb 27, 2026) and 2026 Q3 (Sept 25, 2026), uhero.hawaii.edu.
University of Hawai‘i at Mānoa, 2026 Hawai‘i Quality of Life and Well-Being Survey (released October 12, 2026), hawaii.edu/news.

THE 2030 BLUEPRINT

A business-led plan to make Hawai‘i competitive

2024

launched

17

recommendations

5

key areas

Five key areas

Built on the State’s 2023 CEDS goals. Shared by business, government and community partners.

1. **Improve economic competitiveness**
   Taxes, regulatory reform, housing
2. **Grow and skill the workforce**
   Keep young residents, expand STEM
3. **Diversify the economy**
   Tech, tourism, defense, agriculture, maritime
4. **Build greater local wealth**
   Entrepreneurs and small business
5. **Implement and deliver results**
   Leadership Council and public scorecard

Industries to grow

Travel and tourism, defense and military, agriculture and food processing, and maritime.

Emerging sectors

Technology, including environmental tech, life sciences, IT and cybersecurity.

Source: Chamber of Commerce Hawaii, 2030 Blueprint for Hawai‘i report (2024).

PROGRESS SINCE 2024

Phase one built the foundation. Momentum is showing.

What phase one delivered

Legislative win
Act 183 micro-lending for small businesses

Small business accelerators
New support for local entrepreneurs

Tech Careers program
Pathways into higher-wage tech jobs

Kamaʻāina Come Home
Bringing local talent back to the islands

Young Professionals Cost of Living Summit
Engaging the generation most likely to leave

Military Affairs Council
Kuʻi Hao advanced manufacturing and P3I cybersecurity internships

Signs of momentum

PRELIMINARY

Last	→ 26th	Startup early survival (2022 → 2025)
41st	→ 28th	New business formation growth (2024 → 2025)
31st	→ 15th	Property tax competitiveness

Next phase, 2027–2030: shift from building capacity to delivering measurable economic results.

Preliminary rankings from the 2030 Blueprint Competitiveness Update (draft, July 2026), Economic Leadership; Kauffman Foundation, U.S. Census Bureau, Tax Foundation. Rankings are national, among 50 states. These describe Hawaiʻi as a whole and are not claimed as Blueprint results.

FROM PLAN TO POLICY

Each year, the Blueprint becomes a legislative package

1 Research

Data, regulatory review and member input

2 Draft

Bill language prepared with legislative staff

3 Advocate

Champion the package through the session

4 Track

Report results publicly on the Scorekeeper

2026 RESULT Act 183 (HB 2583, signed July 6, 2026) creates a micro-lending credit enhancement program within DBEDT. The Chamber advocated for it alongside partners.



State reserves

absorb first losses on qualified microloans

Lenders

face less risk on smaller loans

Small businesses

gain access to smaller loans

Source: Hawai‘i State Legislature, HB 2583 (2026). Implementation and borrower impact will be measured as the program launches.

THE PROPOSED 2027 PACKAGE

Five focus areas, aimed at our weakest rankings

Each focus area advances the Blueprint's recommendations and targets a weak CNBC category.

Business climate

#50 cost of doing business

Blueprint recs 1–2: tax burden, regulatory reform

Taking shape

Infrastructure & housing

#50 infrastructure
#47 cost of living

Blueprint rec 3: expand housing supply

Taking shape

Talent

#43 workforce

Blueprint recs 4–5: keep young residents, STEM

Builds on Tech Careers and Kamaʻāina Come Home

Taking shape

Innovation

#49 technology & innovation

Blueprint recs 6, 11: tech sector, UH research grants

Taking shape

Financing

#44 access to capital

Blueprint recs 12–13: entrepreneurial ecosystem

Builds on Act 183. Under review: an angel investor tax credit

Taking shape

Results tracked publicly on the Scorekeeper

Working proposals, subject to Chamber approval; not enacted law or an adopted agenda. Final package to be released January 4–8, 2027.

THE SCOREKEEPER

Metrics and 2030 goals, set together with stakeholders

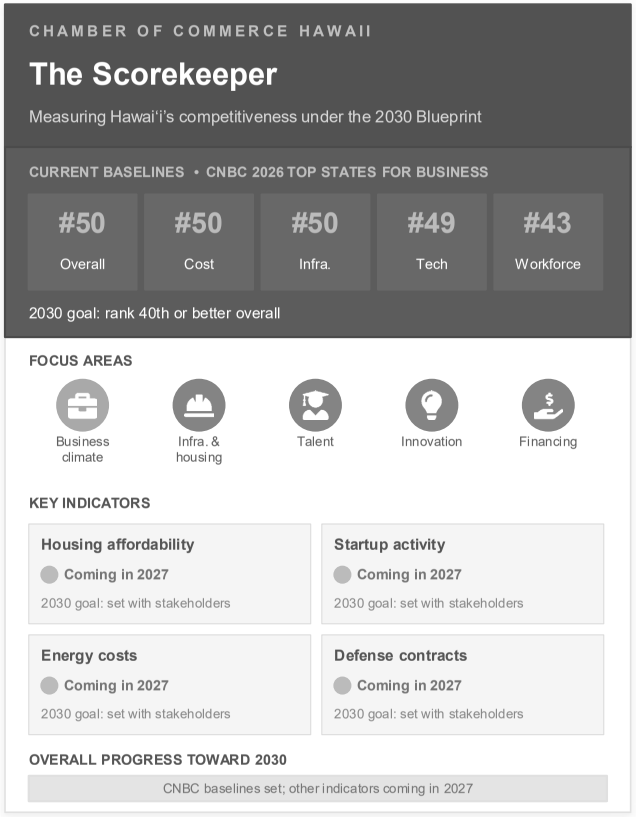
Called for in the original Blueprint (recommendation 15) and named a top priority in the 2026 update, the Scorekeeper measures, explains and recommends actions to improve Hawai‘i’s competitiveness.

1	**Convene stakeholders**	Businesses, agencies, counties, researchers and community partners
2	**Select the indicators**	About 15, such as housing affordability, startup activity, energy costs and SBIR awards
3	**Set verified baselines**	Using existing sources, including UHERO and state data
4	**Agree on 2030 goals**	A clear target for every indicator
5	**Report and review**	Quarterly updates and an annual assessment

A $20,000 investment funds the Scorekeeper. Funded by HMSA and Stanford Carr Development

Status for each indicator: Improving · Watch · Action needed · Coming in 2027

Methods are published. Investors do not influence ratings.



Illustrative concept. CNBC 2026 ranks are current baselines; other indicators and 2030 goals will be set with stakeholders.

DELIVERY & ACCOUNTABILITY

A phased launch. Results you can see.

NOV
Finalize the 2027 package

NOV–DEC
Brief investors and lawmakers

JAN 4–8
Release 2027 legislative package

JAN 20
Scorekeeper preview: first baselines

MID-2027
2030 goals finalized with stakeholders

2030
Out of CNBC's bottom 10

What investors will see

Defined baselines and methods

Quarterly progress briefings

Annual competitiveness assessment

January preview subject to verified data readiness and to builder selection after the Dec 1 proposal deadline; modules phase in as stakeholders confirm indicators and goals.

THE INVESTOR INVITATION

Join Hawai‘i’s business leaders as a 2030 Blueprint sponsor

VISIONARY

Hawai‘i Pacific Health — Kapi‘olani · Pali Momi · Straub Benioff · Wilcox

LEADER

Hawai‘i Gas — The Clean Energy Company

BUILDER

American Savings Bank

SCOREKEEPER INVESTORS • $20K

hmsa — An independent Licensee of the Blue Cross and Blue Shield Association

SCD Stanford Carr Development

Join them.

CONNECTOR

Matson

Mike Ching

SUPPORTERS

Bishop & Company • Boyd Gaming • Diamond Bakery • Ernst & Young • First Insurance Charitable Foundation • Gentry Homes, Ltd. • Ham Produce & Seafood • Hawaii Agriculture & Culinary Alliance • Hawaiian Electric • Hawaiian Telcom • Holo Holo Charters • Island Movers • KAI Hawaii Inc. • Karey Kapoi LLC • Kona-Kohala Chamber of Commerce • ProService • The Queen’s Health Systems • R. M. Towill Corporation • SACK Defense • Sugar Creek Capital • Torkildson Katz A Law Corporation • Zippy’s Restaurants

BLUEPRINT SPONSORSHIP LEVELS *Five-year commitment totals

Visionary	Transformer	Leader	Builder	Connector
$100,000*	$75,000*	$50,000*	$25,000*	$15,000*

Your investment funds work to improve Hawai‘i’s competitiveness and track progress publicly on the Scorekeeper.

CNBC 2026 current baselines

#50 Overall	#50 Cost	#50 Infra.	#49 Tech	#43 Workforce

WHAT THE NEXT PHASE FUNDS

2027 Legislative Agenda
Research, regulatory review and drafting of the 2027 package

Delivery
Advocacy campaigns to move the 2027 package into law

Accountability
Public reporting, quarterly briefings and an annual assessment

Measurement
The Scorekeeper: verified baselines and published methods

Bold Action. Stronger Hawai‘i.

Proposed levels and benefits.



Chamber *of* Commerce HAWAII

www.cochawaii.org @cochawaii Chamber of Commerce Hawaii