



**KA HĀLĀWAI KŪMAU A KE KŌMIKE ALOWELO
KE'ENA KULEANA HO'OKIPA O HAWAII**

**BRANDING STANDING COMMITTEE MEETING
HAWAII TOURISM AUTHORITY**

Po'akolu, 15 Pepeluali, 2023, 1:00 p.m.
Wednesday, February 15, 2023 at 1:00 p.m.

Hālāwai Keleka'a'ike
VIRTUAL MEETING

Hiki i ka lehulehu ke hālāwai pū ma o ka ZOOM.
Webinar will be live streaming via ZOOM.

E kāinoa mua no kēia hālāwai:

https://us06web.zoom.us/webinar/register/WN_wdchXZYFTCG7V0Rao3fltg

*Ma hope o ke kāinoa 'ana, e ho'ouna 'ia ka leka uila
hō'oiā iā'oe nona ka 'ikepili komo hālāwai.*

**After registering, you will receive a confirmation email
containing information about joining the webinar.**

Papa Kumumana'o
AGENDA

1. *Ho'omaka*
Call to Order
2. *E Mālama 'ia ana ke Kikolā e Kāhea ai nā Lālā Papa Alaka'i Komo a e Hō'oiā ai nā Kānaka 'Ē A'e e Komo Pū ana me ka Lālā Papa Alaka'i inā aia ma Kahi Ka'awale*
Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic
3. *Wehena*
Opening Cultural Protocol



4. *‘Āpono i ka Mo’olelo o ka Hālāwai 16 Nowemapa, 2022 a ke Kōmike Alowelo Kūmau*
Approval of Minutes of the November 16, 2022 Branding Standing Committee Meeting
5. *Hō’ike’ike, Kūkā, a Hana e Hāpai ‘ia ai ka ‘Āpono ‘ia o ka Hawai’i Tourism Japan Brand Marketing Plan*
Presentation, Discussion, and/or Action on the 2023 Hawai’i Tourism Japan Brand Marketing Plan
6. *Hō’ike’ike, Kūkā, a Hana e Hāpai ‘ia ai ka ‘Āpono ‘ia o ka Hawai’i Tourism Oceania Brand Marketing Plan*
Presentation, Discussion, and/or Action on the 2023 Hawai’i Tourism Oceania Brand Marketing Plan
7. *Mo’olelo no ka Ho’okūkū noi no ka Hawai’i Tourism Destination Brand Management & Marketing Services for the United States Market*
Update on the Hawai’i Tourism Destination Brand Management & Marketing Services for the United States Market RFP
8. *‘Hō’ike’ike, Kūkā, a Hana e Hāpai ‘ia ai ka ‘Āpono ‘ia o ke Kālā Keu no Kanakā a me Kina****

Presentation, Discussion, and/or Action on the Incremental Funding for Canada and China***
9. *Ho’oku’u*
Adjournment

***** ‘Aha Ho’okō:** *Ua hiki i ka Papa Alaka’i ke mālama i kekahi hālāwai kūhelu i kū i ka Hawai’i Revised Statutes (HRS) § 92-4. E mālama ‘ia kēia hālāwai kūhelu nei ma lalo o ka § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) no ka pono o ko ka Papa Alaka’i kūkā a ho’oholo ‘ana i nā nīnūnē a nīnau i pili i ko ka Papa Alaka’i kuleana me ko ka Papa Alaka’i loio. He hālāwai kūhelu kēia i ‘ole paulele ‘ia ka ‘ikepili a i mea ho’i e mālama kūpono ai i ko Hawai’i ‘ano, he wahi i kipa mau ‘ia e nā malihini.*

***** Executive Session:** The Board may conduct an executive session closed to the public pursuant to Hawai’i Revised Statutes (HRS) § 92-4. The executive session will be conducted pursuant to HRS § 92-5 (a) (2), § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) for the purpose of consulting with the board’s attorney on questions and issues pertaining to the board’s powers, duties, privileges,



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Josh Green, M.D.
Governor

John De Fries
President and Chief Executive Officer

immunities, and liabilities; to consider hiring and evaluation of officers or employees, where consideration of matters affecting privacy will be involved; and to discuss information that must be kept confidential to protect Hawai'i's competitive advantage as a visitor destination.

Kono 'ia ka lehulehu e nānā mai i ka hālāwai a ho'ouna mai i ka 'ōlelo hō'ike kākau 'ia no kēia kēia kumuhana i helu 'ia ma ka papa kumumana'ō. Hiki ke ho'ouna mai i nā 'ōlelo hō'ike kākau 'ia ma mua o ka hālāwai iā carole@gohta.net a i 'ole ho'ouna i ka leka i ke Ke'ena Kuleana Ho'okipa O Hawai'i, 1801 Kalakaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo. Inā he lawelawe a mea like paha e pono ai ke kīnānā, e ho'oka'a'ike aku me Carole Hagihara-Loo ma (808)-973-2289 a ma ka leka uila: carole@gohta.net e like me ka wikiwiki i hiki, 'a'ole ho'i a ma 'ō aku o ka 'ekolu lā ma mua o ka hālāwai. Inā 'ike 'ia he noi i ka lā ma mua o ka hālāwai, e ho'ā'o mākou e 'imi i ka lawelawe a mea like paha, 'a'ole na'e ho'i e hiki ke ho'ohiki 'ia ke kō o ua noi lā.

Ua noa pū kēia ho'olaha ma nā kino 'oko'a e la'a ke kope pa'i nui, Braille, a kope uila pū ma ke noi.

Members of the public are invited to view the public meeting and provide written testimony on any agenda item. **Written testimony may be submitted prior to the meeting to the HTA by email to carole@gohta.net or by postal mail to the Hawai'i Tourism Authority, 1801 Kalākaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo.** If you need an auxiliary aid/service or other accommodation due to a disability, contact Carole Hagihara-Loo at (808)973-2289 or by email: carole@gohta.net as soon as possible, preferably no later than 3 days prior to the meeting. If a response is received the day before the meeting, we will try to obtain the auxiliary aid/service or accommodation, but we cannot guarantee that the request will be fulfilled.

Upon request, this notice is available in alternative formats such as large print, Braille, or electronic copy.

E like nō me ka 'ōlelo a ke Kānāwai 220, e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawai'i i kekahi wahi e hiki ai ka po'e o ka lehulehu ke noho a komo pū ma nā hālāwai ma o ka ho'ohana 'ana i ka 'enehana pāpaho (ICT). Aia ana kēia 'enehana pāpaho ma ka papahale mua o ka lumi ho'okipa i mua o ke Ke'ena Kuleana Ho'okipa o Hawai'i ma ke Kikowaena Hālāwai O Hawai'i. 'O 1801 Kalakaua Avenue, Honolulu, Hawaii, 96815 ka helu wahi.

In accordance with Act 220, the Hawai'i Tourism Authority will establish a remote viewing area for members of the public and board members to view and participate in meetings held using interactive conference technology (ICT). The ICT audiovisual connection will be located on the 1st Floor in the Lobby area fronting the Hawai'i Tourism Authority at the Hawai'i Convention Center at 1801 Kalākaua Avenue, Honolulu, Hawai'i, 96815.

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Approval of Minutes of the
November 16, 2022 Branding Standing
Committee Meeting



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David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

**BRANDING STANDING
COMMITTEE MEETING
HAWAII TOURISM AUTHORITY
Wednesday, November 16, 2022, at 1:00 p.m.**

Virtual Meeting

MINUTES OF THE BRANDING STANDING COMMITTEE MEETING

MEMBERS PRESENT:	Dylan Ching (Chair), Mike White (Vice-Chair), David Arakawa, James McCully, Sig Zane
MEMBER NOT PRESENT:	Ben Rafter
HTA STAFF PRESENT:	Kalani Ka'anā'anā, Marc Togashi, Maka Casson-Fisher, Carole Hagihara, Iwalani Kahooohanohano, Ilihia Gionson, Ross Willkom
GUESTS:	Representative Richard Onishi, Jeffrey Eslinger, John Reyes, Jay Talwar
LEGAL COUNSEL:	Gregg Kinkley, John Cole

1. Call to Order and Pule

Mr. Casson-Fisher did the roll call. All confirmed in attendance and that they were alone.

Chair Ching recognized Rep. Onishi joined the meeting, and called the meeting to order at 1:04 p.m.

Mr. Casson-Fisher did the opening protocol.

2. Approval of Minutes of the September 28, 2022, Branding Standing Committee Meeting

There were no questions or discussions from members or attendees about the September 28, 2022, meeting minutes. Mr. McCully made a motion to approve the minutes and Vice-Chair White seconded. Mr. Casson-Fisher did the roll call, and the motion passed unanimously.

3. Update on the RFPs for Japan, Canada and China Major Market Areas

Mr. Togashi said the HTA awarded a contract to Alink LLC under the HTA RFP 2301 for Japan representation services, a three-year contract with an option to extend it for an additional two years. Under the RFP they can contract for up to \$26.5 million for the first three-year period, with each year's value at \$6.5 million, and an option at the HTA's sole discretion to expend up to \$3.5 million more in years two and three. They operated within the intended timeline of the RFP.

Mr. Togashi thanked the evaluation committee for their time. He showed the update with upcoming procurements. They are targeting the release of the Canada RFP, with China to follow. Both procurement documents are drafted and are going through their review process currently. He said they are still under contract for the other two international markets: Oceania and Korea.

There were no comments or questions.

4. Presentation and Discussion by Jeffrey Eslinger on Hawai'i Airlift Update

Chair Ching turned the floor over to Mr. Eslinger. Mr. Eslinger took a different view. He said Ms. Chun and her team are more focused on the HTA's immediate future within the next three to four months when looking at air seats. Ms. Chun will update more thoroughly at the Board meeting on Thursday. He said it is important to take a step back and understand that air service is the lifeblood for bringing visitors to Hawai'i, but also for the residents. Going into COVID, the air service industry was doing well in Hawai'i. Air service from the U.S. MMA and across the globe was doing well. They saw consistent upgrades of routes, seats, etc. With the pandemic, there had been a market recalibration and an increased emphasis on the U.S. non-stop flights to Hawai'i. There was a significant increase in seats from the U.S. market during their re-opening phases. This is also due to additional aircraft that the airlines could not utilize on other routes to keep pilots and crew trained. So now they were getting some of the largest fleets from the U.S. carriers.

Going into 2023, things are coming back to a recalibrated amount moving forward. Labor shortages impacted the airline industry, particularly the previous summer. The FAA also has a retirement age for pilots. Coupled with a lot of buyouts and layoffs, the airlines were not ready to ramp up the operations as quickly as they had to, based on demand. There have been adjustments to the flight frequency into Hawai'i because of that, but it has normalized now.

Fuel cost has also increased on the U.S. side. The carriers have not passed that along to the consumers with fuel surcharges. On the international side of Japan, they see fuel surcharges. There are potentially additional charges from Canada that remain to be seen.

The growth of the air industry in the short term has been driven by leisure, so the airlines that depended on independent business traveler for meetings has evolved. There is a lot of alignment between business and leisure travel simultaneously and with the advent of technology.

Mr. Eslinger showed a chart with the price of oil. From March 2022 to September 2022, fuel went up 71%, impacting routes being decided upon or pulled down from frequency.

Mr. Eslinger gave an overview of October 2022. He attended World Routes, an appointment-based global conference with various airlines, tourism boards, and airline authorities' meetings. He had great meetings with the carriers. There is continued demand for all the islands where they fly. The challenge in the market is the Friday to Monday load factor, as it is pretty robust. Most of them are seeing softness mid-week, so they are looking to stimulate that service. From the international side, they continue to see the FIT premium traveler. All the carriers offering a premium cabin are seeing strong demand for those offered. Oceania, in particular, has a decrease in seats overall. Fiji Airways mentioned that they are seeing demand from New Zealand and Australia, from them to Hawai'i, as opposed to using Air New Zealand, Qantas, or Hawaiian Airlines, as seats are not always available.

Mr. Eslinger met with British Airways. They are focused on bringing the European customer, using their partnership with Alaska Airlines on their new service to Seattle. They can bring customers from London via Seattle and get them on the last bank to Hawai'i in the late afternoon or early evening without having to overnight. This is a great opportunity for their customers. With the other carriers, it is business as usual. Delta is adding additional service, starting in November 2022, non-stop Atlanta to Maui, Detroit to Honolulu, and JFK to Honolulu, which will be returned to daily flights. The New York metro market will have three non-stop carriers, with Hawaiian Airlines and Delta at JFK, and United Airlines at Newark. He

spoke to the airport authorities about messaging or other market opportunities to see if they could assist.

Mr. Eslinger spoke about the carriers and the overview of what they expect to see for the calendar year 2022. He gave an overview of the international markets into Hawai'i, and non-stop U.S. markets into Hawai'i. The Los Angeles market is the largest gateway, with most airlines flying non-stop service to Hawai'i. San Francisco and the other west coast gateways are also important.

Ms. Eslinger showed the non-stop flights into Honolulu. Looking at the calendar years 2019, 2021, and 2022, ending in 2019, there were 9.7 million non-stop seats into Hawai'i. Coming out of the pandemic, that number jumped up to 10.6 million non-stop seats. For the entire calendar year, it increased even more to 11.2 million non-stop seats, an increase of 15%, compared to 2019. Compared to 2021, it was up 5.8% because Kaua'i was limited in lift for half of 2021. On the international side, looking at the markets with non-stop service and seats compared to the end of 2019 and where they expect to be in 2022, Australia will be down 44% comparing 2022 to 2019, as the market was not open the entire year, and there was no Brisbane service to Hawai'i when there was in 2019.

Qantas also operated a 747 then but is now operating an airbus A-330, so many variables are at play that brought the numbers down. It is not necessarily demand-based but also infrastructure, fleet-based, and pilot based. There was an increase for Canada and an increase for Fiji. With Japan in 2019, there were 2 million seats, and as the schedule has evolved in the current calendar year, the re-opening in August, there were 653,000 seats scheduled for the year. For September, there were 557,000, and for November down to 476,000 seats. He expects it will be closer to where they end for the year, but it shows the market's constant evolution and calibration of seats. Air New Zealand was also down in seats. Air New Zealand uses a smaller aircraft than before the pandemic, but Hawaiian Airlines operates the same size aircraft as they previously used. The Philippines continues to have seats and is also down, as well as South Korea. The rest of the United States has increased by 13%. Samoa was down 60%. Looking forward into the first six months of next year, from January to June 2019, compared to January to June 2023, Australia is down 34.5%, including Brisbane and other challenges. For Canada, there is an 8.9% decrease in overall seats from 2019, which also relates to fleet adjustments. For Japan, it is projected to be down 20%. Delta Airlines and United Airlines will be adding non-stop service back from Hawai'i to Japan starting March 2023.

For New Zealand, there is also a decrease in non-stop seats. South Korea will see the most normal sales from 2019 compared to 2023, with them only being down 1.6%. That market has come back in positive ways. Taiwan is a unique situation; the seats continue to be scheduled for that market, but they have not received any flights from that market. United States seats will see a 15.5% increase from 2019 to 2023 for the first six months. He highlighted the ability of seasonality by month. U.S. seats for November are down 3.9% compared to 2021. Looking at 2022 from 2019, they are ahead for all the islands and December.

Compared to planning for business, there are nuances in the market regarding seat opportunities. The opportunity will be less than it may have been coming out of the pandemic but higher than before the pandemic. There will be positive outcomes for January except for Hilo, as United Airlines has suspended Hilo service from Los Angeles. U.S. seats will continue to grow compared to 2019 through May 2023. The adjustment starts when the existing growth will be at a lower rate than it had been for those previous periods. So, from June 2023, there will be growth but not as dramatic.

There were no questions or comments.

Mr. Ka'anā'anā thanked Mr. Eslinger for the update. He said there would be challenges in the market in Japan, and they need to be mindful of and consistent in their efforts.

Chair Ching recognized Sen. Wakai was in attendance.

5. Presentation, Discussion, and/or Action to Recommend Approval of the HTA Sports Program Strategy and Requests For Proposals

Mr. Ka'anā'anā said what he recognized going into his role was what was deficient in the HTAs sport strategy was that it was very U.S.-centric for a while. He wants the HTA to expand its thinking around global partnerships with large sports properties aligned with their markets. Mr. Willkom and Ms. Chun went through the research and understanding of the markets and identified, on the list, the sports that are best aligned with the key MMAs. They will look at the opportunities that come to them because of their alignment with the source market, with their intention of brand alignment, community benefits, and economic benefits.

He said there is an opportunity to rethink some of the golf events, the partnerships they had around basketball, and the opportunity to get more global reach in those partnerships.

He spoke about the integration with the international GMTs and their brand marketing plans throughout the year. There are several things the HTA handles centrally, like sports, that often are not leveraged in their existing BMPs, as the timing is difficult. He recommended that global partnerships include funds specifically for international paid media and other opportunities and for the HTA to leverage them in the source market, like Oceania, Japan, Korea, China, and Canada.

He gave a recap on the HTA's sports Partnership Strategic Goals, such as enhancing the Hawaiian islands' brand awareness and marketing, generating community benefits, and producing economic benefits. He articulated that different tiers mix the three strategic goals differently. Certain properties will be at the highest level with a great brand and reach but may not have the same opportunity for on-the-ground community benefits, so they will consider the tiers moving forward in the discussion.

He spoke about Pillar One and how they think about the sports properties to have a global reach. He mentioned the globally relevant, recognizable professional-level sports properties, which have good alignment and synergy with the brand at the Hawaiian islands, and how to leverage that. Looking at the KPIs, direct community benefit is one they want to include, but recognizes there may be opportunities where some camps, clinics, or charitable donations might not make sense. However, it is still a good opportunity for the HTA. He said there is good alignment with the target traveler and the mindful Hawaiian traveler in their audience, so thinking about that brand and if it has a good alignment. He spoke about increasing brand affinity across the source markets as important. He said the community benefits are present if the per person per day spend is there. From the Marquee Partnerships like the L.A. Rams or the L.A. Clippers, they did not see a lot of direct visitation or large visitation, but the activations in L.A. were a good reach for them but did not have the same that other tiers might have in terms of the mix of the strategic goals.

Chair Ching asked about the reasoning for the difficulty of camps or clinics. Mr. Ka'anā'anā said they do not want to close out opportunities in the tier that does not have an on-the-ground portion. He said there might be opportunities that can come to them through an RFP process where they are not doing something in the islands, but maybe they do not want to pass up the opportunity to partner with them completely. Mr. Ka'anā'anā said the alternative is if the Board wants to move in a direction where the marquee requires an on-the-ground event, they can discuss it. Chair Ching said keeping it open is fine and highly recommended that. Experience-wise he was thinking of people who would not be able to execute something like that. Mr. Ka'anā'anā said he did not want to close the door to

marketing opportunities and reach, even though it did not have an event. If it included an event coming to Hawai'i, they would include the community benefits. Mr. Ka'anā'anā showed a few sports properties that have the potential for Hawai'i.

He spoke about Pillar Two, Signature Partnerships, and the next tier. They believe these events can draw visitors to the Hawaiian islands. They would include and target KPIs of at least 25% attendance from out-of-state visitors who came for the events. The events would also have good reach in terms of the marketing opportunity, and they would take place in Hawai'i. He said these would have to have the on-the-ground component to be in Hawai'i. This pillar provides opportunities. He mentioned the Maui invitational and the Diamondhead and said those events have something on the ground that draws visitors to the island. It is of a larger capacity than a smaller community program that they would fund separately under the community tier, but they have the propensity to build actual attendance for the events specifically.

He spoke about Pillar Three, Hawai'i Authentic, targeting specifically Hawai'i Authentic sports of surfing, canoe paddling, and beach volleyball. All levels go through this procurement. This tier is to invest in and ensure they honor the sports that have their roots in Hawai'i, and are either Hawaiian or born in Hawai'i. He feels those are pillars of their brand and identity and are authentic to the HTA. He said it deserves to be in a separate procurement. He said they need to allow the regatta paddling, which touches most of the Hawaiian residents and is multi-generational.

They need to support the small things in terms of surfing as well, and it is an opportunity for them to grow. Mr. McCully asked if they can get a calendar to see this all visually with all the different tiers across the year. Mr. Ka'anā'anā said he would provide that. Mr. Ka'anā'anā said they are trying to get back to their traditional schedules. He said they would probably issue the procurement near July because by the time the Board digests what the legislature appropriated and then passes it to the BFCC, they will be able to fill out the procurements for summer. This is a sixty-to-ninety-day process for a full procurement from the planning phase to the issuing of the procurement, then the awarding and contract negotiation phase. By fall, they will hopefully have the awarded programs and get them under contract, which can be implemented in the following calendar year. They want to be six months out in the procurement phase to get contracts on board in fall/winter so that anything that happens in the next calendar year will be funded.

Chair Ching asked if surfing is a larger umbrella and if all the other disciplines, e.g., kayaking, and skateboarding, come from that. Mr. Ka'anā'anā said that he would have to go to other

separate pillars as surfing is more traditional for Hawai'i. The HTAs intention is to be more traditional. Mr. Kam said they could discuss that more offline. Mr. Ka'anā'anā said it could also be part of the procurement planning process if the Board is comfortable with that. He showed a few examples of Hawai'i Authentic.

Mr. Ka'anā'anā spoke about past partnerships and opportunities that they have in the future. He believes the organizations they partner with are willing and want to give back to the communities that they are coming to. He said there is good awareness and alignment there. They need to get ahead to plan out the logistics so they can spread the community benefits further than they have traditionally been able to do.

He said the final tier is the Community Tier, which was omitted in the slides, but they will update the meeting packet for the full Board the following day. He said they would separate those from the CEP procurement. He said they would pull the sports niche out of CEP and separate it into a community sports RFP.

Vice-Chair White asked if the community-level details would be available for the Board meeting the following day. Mr. Ka'anā'anā said it would be available immediately after the Branding Standing meeting. There were no further questions or comments.

Chair Ching asked for a motion to recommend the agenda item to the full Board for the next day's meeting. Chair Ching said he was comfortable with that and asked for a motion. Mr. McCully made a motion, and Vice-Chair White seconded. Mr. Casson-Fisher did the roll call, and the motion passed unanimously.

6. Presentation, Discussion, and/or Action to Recommend Approval of the 2023 PGA "Aloha Swing" Activation Plan

Mr. Ka'anā'anā said the funding in the budget had been Board-approved already. He said he is briefing the Branding Standing Committee and seeking their approval on the activation plan. He showed key information related to the 2023 events. There were three tournaments they funded and supported in the past, i.e., Sentry, Sony, and Mitsubishi. He said the total request was \$1.8 million Board approved. He said they are FY2022 ARPA funds. The projected economic ROI is \$118 million for 2023 based on the DBEDT calculator. They estimated the media value, with the partners at the HVCB, HTUSA, and their partners to be estimated at \$30 million in the U.S. They are looking at ways to find an opportunity to leverage the opportunity of Aloha Swing in the global markets. He said the community benefits are in the deliverable sheets. He said that the contract term is one year because it

is a sole source procurement. Their discussion with PGA is an idea of four years, but they are unable to move forward with a multiyear contract. The PGA is aware of that and is willing to work with the HTA on that, with the intention that it is a continuation of a longstanding partnership.

Mr. Ka'anā'anā spoke about key changes that are coming up in the Aloha Swing and are related to macro-level things the PGA is going through. They have reinvented themselves recently and made a significant shift in the Sentry, making it the season's first major tournament. They have broadened the field of players from the FedEx Cup who are eligible for it and increased the perks, which will allow a greater field of top-ranked players to participate in the Sentry, so there are good opportunities for the HTA to get a better reach.

Vice-Chair White mentioned \$118 million for economic benefit in the previous slide and asked if that amount included media value or is based on state expenditures. Mr. Ka'anā'anā said expenditures are separate from attendance and spending as an event. Mr. Ka'anā'anā reiterated that the investment they are proposing is \$1.8 million. He showed a snapshot of the spending from the previous year, \$2,177,889, with the breakdown. He mentioned the Visitor Development Fund, the paid media to leverage the tournaments, which was \$504,245 the previous year.

Vice-Chair White asked what the Visitor Development Fund is. Mr. Ka'anā'anā said it is the paid media budget. They have done vignettes and paid media to promote the Hawaiian islands around the three tournaments. He asked Mr. Talwar to elaborate more.

Mr. Talwar said it was a way to take advantage of the tournaments as they are playing on broadcast and digital channels across the country. It allows the HTA to communicate the messaging aligned with the HTA brand direction. It helps on the editorial side on what is being said about Hawai'i while on air to get good ratings. It also allows them to multiply that at a high rate as it allows them to work with professionals. They can share the Brand direction that the HTA has set. Mr. Talwar said it had been aligned well in the last few years.

Vice-Chair White asked if it was also used as a development fund for other tournaments around the mainland. Mr. Talwar said that they use it to develop messaging that plays beyond the three events in Hawai'i, but where the audience views tournaments throughout the year and gets the messaging out in those broadcasts.

Mr. Monahan said they also received news that they will have NBC for the weekend of the Sentry, rather than the Golf Channel, which will drive the media value tremendously and

bring the A-team with the top announcers on air. Mr. Ka'anā'anā said Mr. Talwar, Mr. Monahan, and Mr. De Fries have been the core team in negotiating with the PGA. Mr. Monahan said they also gave him the international media number, 240 million.

Mr. Ka'anā'anā said the 2023 budget request is \$1.8 million, which the Board has already approved. He said they are close in negotiations with the PGA, and it is the upper limit the Board has given them to negotiate. He wanted to discuss the opportunity to leverage this globally and asked if the Board would support increasing the Visitor Development Fund to cover the international markets with paid media for the golf side. He said it is important moving forward to consider paid media in the international GMTs to support the event as it is a significant investment on behalf of the state.

Mr. Ka'anā'anā spoke about brand alignment and extension. He said the PGA tour and golf align with the Hawaiian island's brand. It is a good partnership for the HTA and has been for a long time. He mentioned the new global approach. He said there is an opportunity for the HTA to provide paid media for international source markets. There is a good synergy between the players from those markets. They want increased visitation for the events. Their goal as staff is to increase non-resident attendance by 2%. There are some limitations regarding the maximum capacity for the events and tickets available. They want to increase reach to golf-specific travelers in key source markets, with high spending and golf travelers spending time on the course and not impacting communities. They also want to leverage relationships with PGA to engage their strategic global partners.

Mr. Ka'anā'anā spoke about the Mālama Messaging Broadcast Reach. They want to leverage that opportunity as well. He said that apart from the scenic views behind the players, there are other opportunities in terms of providing scripts if the players are open to it. They could get into the production side of the broadcast and provide good information about the places where the players are playing. As a destination, they have to provide good messaging for the broadcast.

Mr. Ka'anā'anā spoke about community engagement & benefits. He said it is an important opportunity for the HTA. There is charitable funding for the Sentry Tournament of Champions, and community support is articulated there.

Mr. McCully asked about the turmoil going on with the tour and asked if there was any dialogue going on with LIV. Mr. Ka'anā'anā said they have not reached out to LIV or received any outreach from LIV. Mr. McCully said changes are occurring, and they are unsure how it will play out. LIV is splashing out a lot of money, and they do not know for

how long. Looking at incentivizing the PGA to remain in Hawai'i versus what is occurring to the PGA as they are leveraged elsewhere, he said things could change soon. Mr. Ka'anā'anā said honoring their relationship with the PGA and the longstanding history is something at the forefront of his mind.

Mr. De Fries said Mr. McCully brought up an important point, and the HTA needs to keep its eye on it. They cannot know whether LIV is reaching out directly to a resort, but the HTA will remain sensitized to that. Mr. Monahan said LIV had affected the Hawai'i brand by making Sentry one of the top 13 events on the PGA Tour. They have elevated Sentry, and it is important. The HTA has sent letters to the PGA Tour to see how they can enhance it. They will have more than the top winners this year and the top 30 in the FedEx cup standings, so there could be 50 top players this year. The purse has been raised from \$10 million to \$15 million. All the top players will be required to play in the event. The broadcast will be on NBC for the full weekend. The state of Hawai'i and the island of Maui are benefiting from this event.

Mr. Monahan said that recently members of the tour have been trying to build the bridge to LIV, so he said there is a lot more to play out. He said it is a good asset for the state of Hawai'i and they have their ear to the ground. Mr. Talwar said the platform for reach they have with the PGA tour versus what they get from live, is much larger and is a solid footing for the HTA. They will keep paying attention.

Mr. McCully said if they are going to increase funding, there should be a relationship that is relevant to what is occurring in the tours globally. Mr. Monahan said they see an opportunity in the battle between LIV and the PGA Tour and need to figure out how to take advantage of that.

Mr. Ka'anā'anā spoke about the community benefits and mentioned the Mitsubishi Electric Championship at Hualālai. He said they would continue to emphasize the community benefits in terms of the Hawaiian Junior Golf Association and others. He spoke about the Sony Open in Hawai'i. He said everyone knows Sony's efforts in partnership with Friend of Hawai'i Charities, its significant impact, and the non-profits it can support. One of the things he has been cognizant of is engagement with volunteerism. As local folks can engage and volunteer, it is a community benefit, and they enjoy participating in the actions.

Mr. Ka'anā'anā spoke about the economic benefits. In 2022 there was about \$101 million of revenue back to the local community. What they projected in the executive summary slide

based on the DBEDT calculator is an ROI of \$118 million for 2023. He said they are asking for a recommendation for full Board approval of the Aloha Swing Activation Plan.

Chair Ching asked for a motion. Vice-Chair White made a motion, and Mr. McCully seconded. Mr. Casson-Fisher did the roll call, and the motion passed unanimously.

7. Presentation, Discussion, and/or Action to Recommend Approval of the 2022-2023 World Surf League Activation Plan

Mr. Ka'anā'anā said they had an opportunity and discussion through the World Surf League (WSL) that they felt was an important opportunity for the HTA, so they are recommending the WSL. He highlighted the executive summary of the event dates and locations, including the Haleiwa Challenger event and some other smaller events that benefit the local community and surfers. For this set, they are looking for support in the amount of \$100,000 for the current year. Then they would do a sole source procurement, a contract term through FY2023, ending in June 2023.

He showed the budget spend for the Haleiwa Challenger event, which is the main event the HTA is putting money towards. In negotiating with them, they have allowed the HTA and partnered with them to provide some of the events marked as free for value add.

He asked Mr. Kam to elaborate on the Qualifying Series (QS) events. Mr. Kam said the QS is where the locals can participate and become professional surfers on tour. The Challenger event is an accumulation of all the qualifying champions. In support of that, they try to have three QS on the islands. He said that with the brand alignment and extension, they feel that WSL and surfing are important brand pillars for Hawai'i and unique to their identity. These events must support the locals.

Mr. Ka'anā'anā spoke about the Haleiwa Challenger activation details. The HTA gets presenting partner full category exclusivity (onsite/in media). He said they have already started working with them and are encouraged by their willingness to include the HTA. The intention is to leverage this event globally moving forward. He spoke about the activation details for the WSL Awards: Listed as an "Official Partner"; logo integration during the program; an opportunity for the HTA to include things in the gift bag to events and attendees; three invitations for Hawai'i Tourism Authority guests to attend.

Mr. Ka'anā'anā spoke about the Billabong Pro Pipeline & Hurley Pro Sunset Activation Details. He said they are all value add.

He spoke about the Bowls Pro Regional Activation Details. Mr. Kam said the essence of what they are looking for with WSL is a partnership for the whole season in Hawai'i, a comprehensive package including all the WSL events in Hawai'i. He said they could have a conversation offline with WSL Big Wave Season that starts with Quicksilver. He said they want to be partners with them. They must ensure that all their commercials have all the necessary messaging.

There were no questions from anyone.

Mr. Ka'anā'anā said they are looking for a recommendation from the Branding Standing Committee to the full Board for the agenda item approval.

Chair Ching asked for a motion. Mr. McCully made a motion, and Vice-Chair White seconded. Mr. Casson-Fisher did the roll call, and the motion passed unanimously.

8. Adjournment

Chair Ching asked for a motion to adjourn. Vice-Chair White made a motion, and Mr. McCully seconded. The motion passed unanimously.

Mr. Casson-Fisher concluded the meeting at 2:30 p.m.

Respectfully submitted,



Sheillane Reyes

Recorder

5

Presentation, Discussion, and/or Action on the
2023 Hawai'i Tourism Japan Brand Marketing Plan



HAWAII TOURISM

JAPAN

2023 Brand Marketing Plan

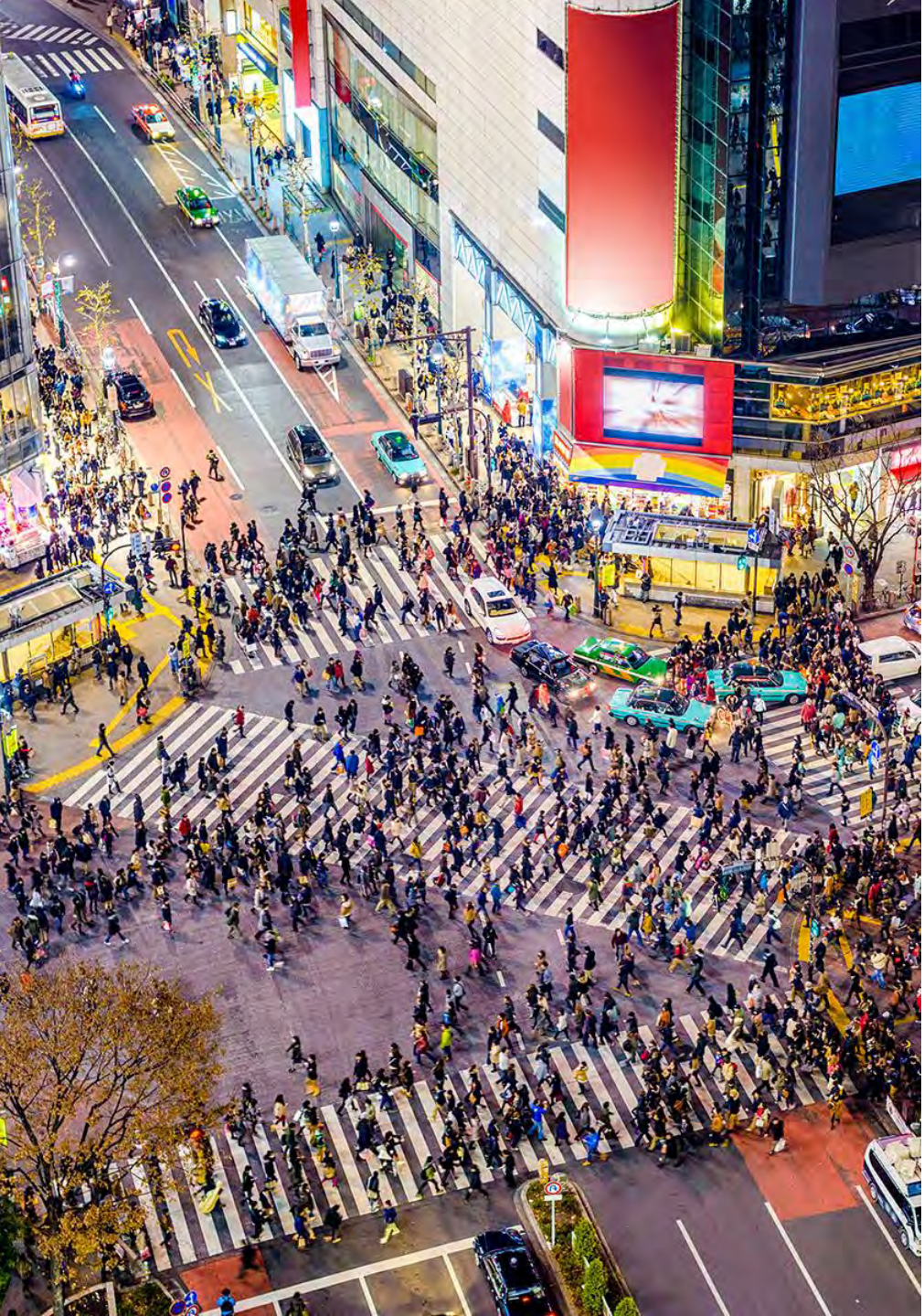
Mitsue Varley
Japan, Country Director



AGENDA

- Market Situation
- Target Audience
- 2023 BMP Strategy
- Key Campaigns/Programs

MARKET SITUATION



GENERAL ECONOMY

- Recovery in 2022 Q4
- Japan's GDP estimated to rebound 2.3% in Q4
- Strong consumer spending and exports
- Gradual strengthening yen
- Government stimulus package to drive modest recovery



OUTBOUND TRAVEL

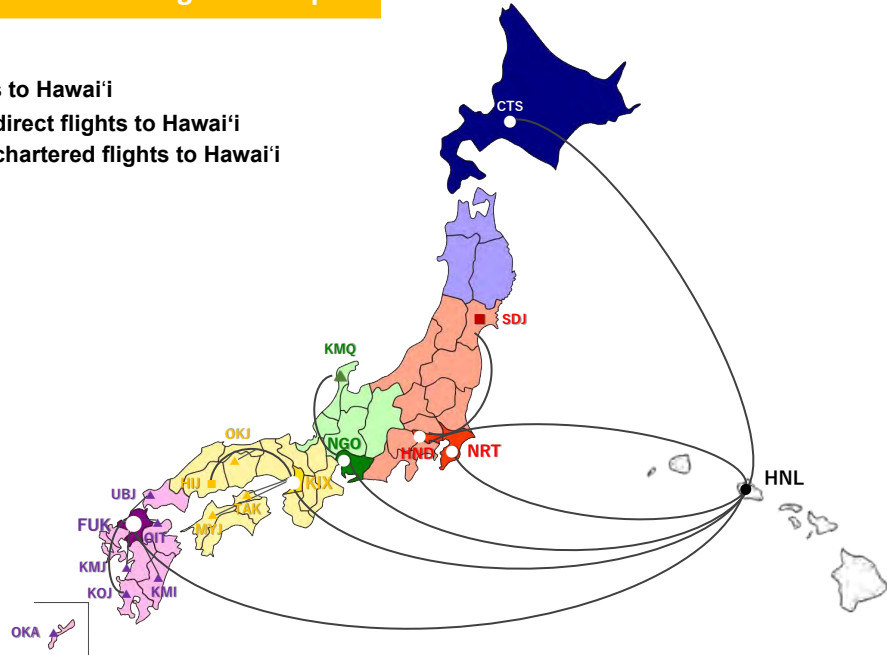
- Japan's borders reopened to foreign visitors in October 2022
- Return of inbound foreigner to stimulate Japan's economy
- Outbound recovery to follow
- Domestic travel promotion by Japanese government



GENERAL TRAVEL SENTIMENT

- Downgrade COVID-19 to Class V under the Infectious Diseases Control Law
- Vaccination program accelerated by Japan government
- Hawai'i remains top destination of choice

- Direct flights to Hawai'i
- Suspended direct flights to Hawai'i
- ▲ Suspended chartered flights to Hawai'i



AIR SEAT SYNOPSIS

Top 5 % Share by Area (2019)

Kanto/Narita/Haneda	50.9%
Kinki/Kansai	16.1%
Chubu/Nagoya	16.0%
Kyushu/Fukuoka	5.3%
Tohoku	4.2%

	Flights			Seats		
	2023	2019	%Change	2023	2019	%Change
Feb-23	240	632	-62.03%	65,110	158,160	-58.83%
Mar-23	327	694	-52.88%	84,383	173,638	-51.40%
Apr-23	450	634	-29.02%	116,464	158,756	-26.64%

COMPETITIVE LANDSCAPE



Short Haul Destinations

- South Korea
- Taiwan
- Hong Kong/Macau
- Thailand
- Singapore
- Guam



Long Haul Destinations

- Europe
- Canada
- Australia

TARGET AUDIENCE

TARGET AUDIENCE



Affluent
Traveler



Romantic
Couples



Experience
Seekers



Ethical
Younger
Generation



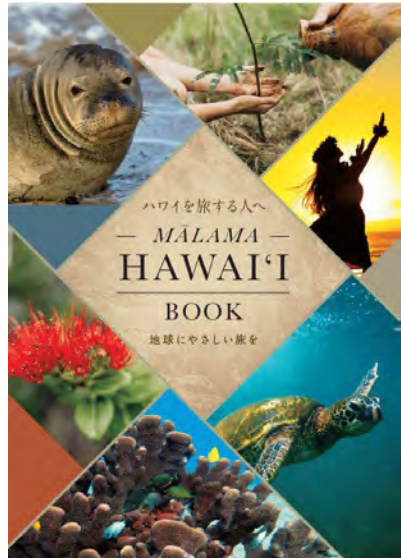
Multi
Generation
Family

Target regions with direct flights to Hawai'i, annual household income of \$75,000+ and over \$1 million in assets

2023 BMMP STRATEGY

HAWAI'I CORE BRAND MESSAGING

Position Mālama Hawai'i as the catalyst for change in our state's regenerative tourism approach

PICK UP!
1

取り組み紹介

Mālama Hawai'i INITIATIVES

01 ゼロウェイストストア
ハワイに廃棄物が存在しない、よりサステイナブルなコミュニティを目指して「ゼロウェイストア」は、廃棄物の少ない未来を築くため、商業施設周辺の飲食、飲料、プログラムを提供している団体です。プログラムの一つ Full Cycle Takeout は、バックホウのゴミの少ないテイクアウトの導入を目的に作られた、持ち帰り用容器の共同回収プログラム。対象レストランで、無料回収可能な容器に入っているものを回収し、7日以内に適切なリサイクル施設に搬送し、リサイクルを促進し、エコな循環が生まれています。

02 オラカイ株式会社
ハワイの海で育てられたシーグラスは、環境にやさしい博士の想からウェンハート・サン博士が2006年に創立したマリン・アグリチャーラー向けの「シーグラス」は、海水による水産物で、魚卵のオナール種に育てることで、オナール種がハワイの永続的な水を確保しているため、産産物を入れる必要がないサステイナブルな水産物です。

03 マライナノク
地上最古の海洋生物の一種、クマノエを絶滅の危機から保護する取り組み「ハワイのクマノエを保護する非営利団体「マライナノク」は、ホム・ガーランドと称される海洋生物学者が、クマノエの繁殖地を保護し、クマノエを及ぼす人々に正しい知識や行動を伝え、保護してもらう活動を行っています。

自然を、大地を、人間を
想いやる心、愛する心。
Mālama - マラマ
ハワイが、そして世界が
この言葉に、この優しさに包まれたなら
この地球はもっと美しくなるはず。
この星のための合言葉。

— MĀLAMA —
HAWAI'I

HAWAI'I TOURISM
JAPAN

世界は、変わった。
ハワイは世界が変った。
ハワイの海が透明な色になっていく。
私たちが、その透明な色を上げていく。
今までのハワイであった日々の暮らしを、
生きる喜びを知るようになった。
このまま暮らし続けることの楽しさを、
愛する人々へ伝えるようになった。
とまどふことなく、旅の楽しさを分かち合う。
旅をするという行動や考え方が変わると、
その場所の風土や伝統、生活やスタイルが変わる。
出会うすべての旅仲間や文化に共感しながら、
旅を味わい、旅を楽しむ。
自分と旅する人、それぞれの気持ちに寄り添うことで、
それぞれの思いが分かち合うことで、
旅をまた楽しめる。
さあ、地球にやさしい旅を、始めよう。

— MĀLAMA —
HAWAI'I

地球にやさしい旅を

あたらしい旅、はじまる。

わたしたちは、すべての旅を、応援します。

Partner Locations
JALPAK ANA HUI JTB ANA KREJ C@WOWA



STRATEGY

- Accelerate immediate recovery efforts by regaining direct flight access and implementing targeted promotions to build travel momentum
- Showcase Hawai'i's brand appeal over competing destinations
- Promote regenerative tourism growth on all islands
- Cultivate mindful travelers as sustainability ambassadors for Hawai'i
- Drive multi-island visitations



STRATEGY

- Expand pre- and post-arrival education at events, satellite offices and through travel partners and lounges
- Collaborate with Island Chapters on DMAP implementation efforts by developing experiences, products and educational resources
- Promote positive visitor impacts to improve resident sentiment
- Connect local residents with visitors from Japan through a shared values approach to strengthen the relationship between the two regions

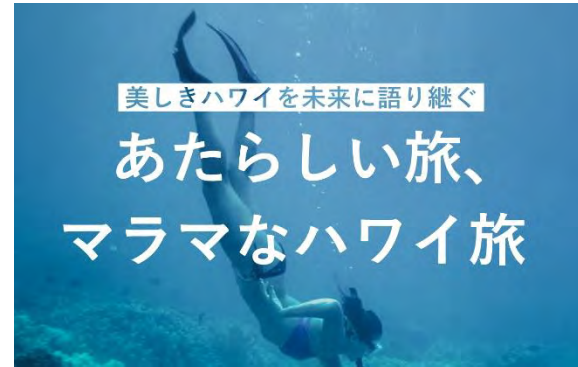
KEY CAMPAIGNS/PROGRAMS

MĀLAMA HAWAI'I CAMPAIGN

Elevate Hawai'i's brand positioning by inspiring the mālama concept to keep the Hawaiian Islands top of mind while improving sentiment for travel abroad. HTJ will place digital, SNS, taxi ads, and out-of-home advertisement.



DIGITAL MARKETING



Mālama Hawai'i Ambassador
Instagram posting/live

HTJ x Tabippo
Mālama Hawai'i Week

MEDIA RELATIONS ~MĀLAMA HAWAI‘I 100~



Love of the Land,
love of the Sea

ハワイは、島々の宝庫を数多く
持つ、自然の美しさや歴史の
深さから、世界中から観光客が
訪れる人気の観光地です。
ハワイは、自然の美しさや歴史の
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深さから、世界中から観光客が
訪れる人気の観光地です。



ROMANCE MARKET PROMOTION



HAWAII TOURISM
HAWAII
HAWAII

ROMANCE MARKET PROMOTION

海を見ながら好き。
海を見る彼は、もっと好き。

allhawaii

オールハワイ ウエディング



HAWAII TOURISM
HAWAII
HAWAII

夫婦生活はいいことばかりじゃないけど、
やっぱり、あなたと結婚してよかった。

ROMANCE MARKET PROMOTION

allhawaii

オールハワイ ウエディング



GOLF PROMOTION



HAWAI'I EXPO

Collaborate with stakeholders to create an authentic Hawai'i experience in the Japan market.

2023 GOAL

14K

Consumers

55

Travel Trade Partners



MAJOR HAWAI‘I EVENTS IN JAPAN

Date	Event	Location	Estimated Attendees
5/18 – 5/21	RKB Aloha Monarch Hawai‘i Matsuri	Hakata Daimaru Passage	30,000
5/19-5/21	Aloha Tokyo	Ebisu Garden Place	184,000
5/26-5/28	JST Nagoya Hawai‘i Festival	Oasis 21	85,000
6/2-6/4	Aloha Yokohama	Yokohama Akarenga Souko	45,000
July	Hankyu Hawai‘i Fair	Hankyu Umeda Store	30,000
10/26-10/29	Tourism EXPO Japan 2023	INTEX Osaka	124,074



PRIVATE SECTOR COLLABORATION

Partner with well-known nationwide companies to draw on the power of their consumer data and drive the Mālama Hawai'i messaging to broad audiences across Japan.



ロッテから
ハワイ州観光局公認商品登場!



JAPAN SUMMIT

Invite key travel agencies and provide opportunity for local industry stakeholders to meet in person to develop travel products. HTJ will conduct educational seminars and cultural workshops.



JAPAN MISSION

Provide networking and relationship building opportunities for Island Chapters and local suppliers with key industry partners and stakeholders in the Japan market. HTJ will organize B to B seminars, workshops and roadshows.





**ALOHA
PROGRAM**

ALOHA PROGRAM

Focus on providing hands-on experiences through various workshops and FAM tours. Train the trainer curriculum will be created to support Japanese docent program and develop products that offer authentic and deeper experiences.



EDUCATIONAL PROGRAM

Drive educational programs to position Hawai'i as a learning destination, while raising interest in SDGs initiatives in Japan. HTJ will develop seminars and workshops in Japan and connect schools and organizations to develop future exchange programs.



LEVERAGING SISTER CITY RELATIONSHIPS

HTJ will support efforts of State of Hawai'i and county offices as they continue to reinforce their established relationships with sister cities across Japan.



— *MĀLAMA* —
HAWAI‘I

地球にやさしい旅を



MAHALO NUI LOA!

HAWAII TOURISM
JAPAN

6

Presentation, Discussion, and/or Action on the 2023
Hawai'i Tourism Oceania Brand Marketing Plan

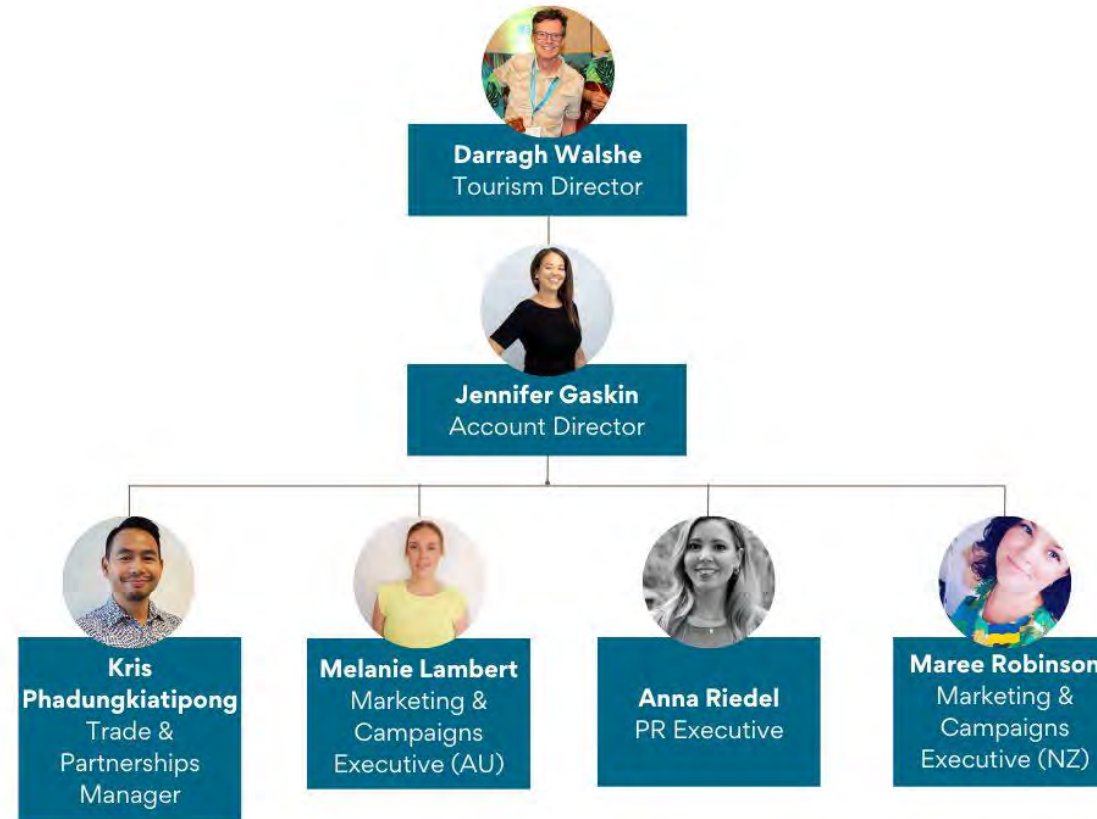


2023 Brand Management Plan (BMP) & Destination Management Support Plan (DMSP)

15 Peipeluali 2023
15 February 2023

Darragh Walshe
Tourism Director, HTO

HAWAII TOURISM OCEANIA TEAM



2023 BMP

BRAND MANAGEMENT PLAN



MARKET SITUATION

MARKET SITUATION

General economy

- While Australia will likely avoid a recession next year, the OECD believes the Reserve Bank will hike up interest rates another 1.25 per cent
- Rising inflation, rising interest rates, hikes in fuel costs and falling wages are having an impact on many Australians and New Zealanders. However, unemployment remains low at 3.4%.
- The Australian and New Zealand dollar has remained low against the USD for much of 2022 and is currently trading at 0.66 cents. The 'Big 4' major Australian banks have predicted a slight increase for 2023, with an expected range between 65 and 70 US cents.

MARKET SITUATION

Outbound travel/boarder restrictions

While borders reopened in November 2021, restrictions around vaccinations and quarantine remained in place until July 2022. In addition, airline capacity is much lower than 2019, with around 45% less capacity from Australia in 2022 versus 2019.

The top five destinations visited saw a change to previous years:

Australia

2019	2022
New Zealand	New Zealand
Indonesia	USA
USA	India
UK	UK
China	Fiji

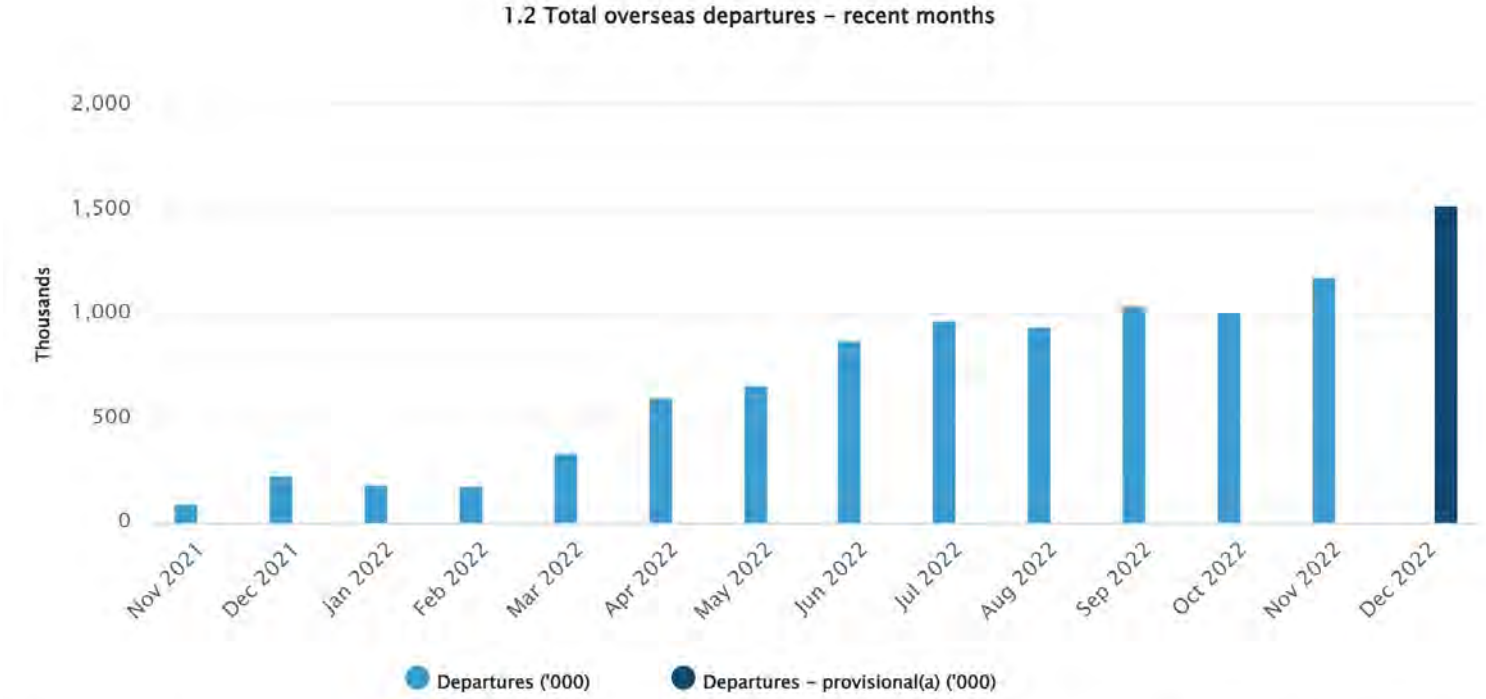
New Zealand

2019	2022
Australia	Australia
USA	Fiji
Fiji	Cook Islands
China	UK
UK	USA

MARKET SITUATION

General travel sentiment

Australia



a. Provisional data for the most recent month has not had the full quality assurance methods applied as is done for the earlier months. Provisional data will be revised in the next issue of this publication.

Source: Australian Bureau of Statistics, Overseas Arrivals and Departures, Australia November 2022



MARKET SITUATION

Consumer travel survey

Do you intend to visit Hawai'i in the future?

307 out of 635 answered



Who do you plan to travel with?

607 out of 635 answered



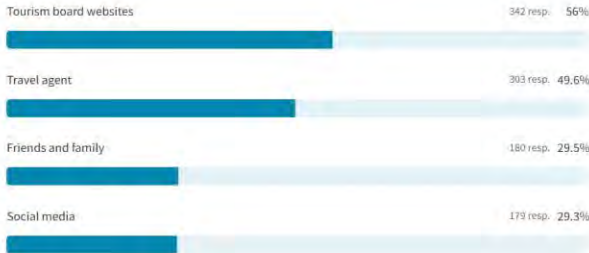
Which is your preferred month to travel?

610 out of 635 answered



Which of the following methods do you use to plan your future holidays?

611 out of 635 answered



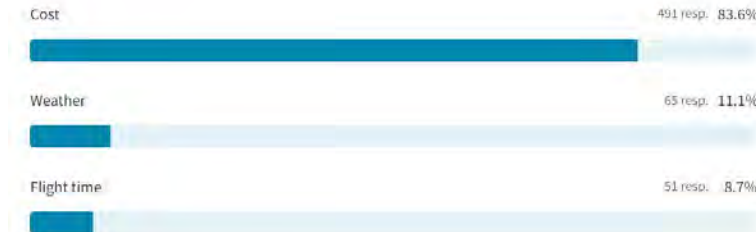
Which island(s) do you most want to visit?

614 out of 635 answered



Which, if any, would be reasons for not visiting Hawai'i?

587 out of 635 answered



MARKET SITUATION

Air seat synopsis



MARKET SITUATION

Competitive landscape



- High awareness
- Easy and safe
- Short flight
- Large-scale post-Covid consumer campaigns
- New brand campaign and website with focus on culture



- High Awareness
- Cheaper travel
- Low-cost airlines
- Short flight
- Ease of travel



- High awareness
- Just launched multi-million dollar outdoor and digital ad campaign



- High awareness
- Most popular USA destination
- Road trips and multi-destination itineraries
- Theme parks



TARGET AUDIENCE

TARGET AUDIENCE

Fun & Fit families

Looking for a safe and cost-effective holiday destination during the main school holidays. The destination needs to have activities that tick the box for every member of the family. Relaxation and food and drink experiences for the adults, active soft adventure for the kids and cultural activities that provide learning and cultural immersion opportunities for everyone.

Key Needs

- Hotels with room configurations or inter-connecting rooms suitable for children
- Hotels with facilities and activities for children
- Authentic, high-quality culinary experiences
- Easily accessible outdoor, soft-adventure activities
- Opportunities to connect with local culture and interact with local people

Examples of Key Experiences

- Manta ray snorkel
- Lē'ahi hike
- Volcanoes National Park



TARGET AUDIENCE

Curious couples

While our couples' segment has traditionally skewed older, research shows that younger couples are more likely to be mindful and responsible travelers. Couples who are double income, no kids (DINKS) have successful careers and no family responsibilities and spend the most on themselves of any demographic.

Key Needs

- Experiences are the key driver for this demographic, authentic cultural experiences, outdoor activities and unique food and drink offerings
- This demographic is likely to choose hotels that are modern and well located, preferring boutique hotels where possible.
- Sustainability and traveling responsibly is important to these couples and they want to find opportunities to give back during their vacation

Examples of Key Experiences

- Exploring Kaka'ako
- Kilohana Plantation rum safari
- Gunstock ranch ATV and tree planting
- Community festivals and events



2023 STRATEGY



STRATEGY

Core branding message for 2023



Connection

By delving deeper into the relationships Hawaiians have with the land, the ocean and their culture, we'll be giving visitors a deeper understanding of why the Hawaiian Islands are so special and how visitors also play a role in their protection and regeneration.



Culture

The spirit of aloha, cherished traditions, history, and culture are what make Hawai'i unique. Our activities aim to build a deeper connection between the visitor and the Hawaiian Islands by sharing these deep-rooted cultural traditions.



Culinary

Post-Covid, food and drink is emerging as one of the strongest trends in travel. Travelers are seeking culinary adventures to sample authentic ingredients, cuisines and drinks, and to dive deep into the kaleidoscope of flavors, textures and stories of the people, process and place that go into them.

KEY CAMPAIGNS/PROGRAMS



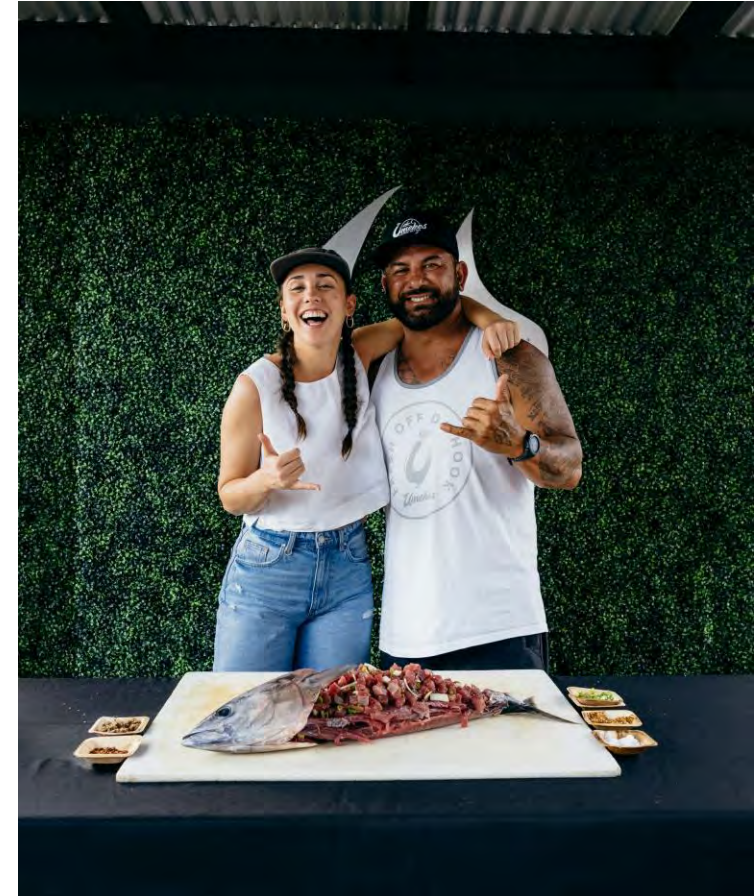
KEY CAMPAIGNS/PROGRAMS

Connections campaign

Hawaii stands out against other destinations because the heritage, culture and spirit of aloha epitomize what it means to live harmoniously with the land. To communicate this philosophy, we will work on a series of short videos that specifically highlight the people of Hawai'i, their connection to the land, ocean and mountains and how the visitor can experience and be a part of this special bond.

We will use talent from Australia and New Zealand who will play the part of 'the visitor'. They will be shown taking part in tourism experiences that have cultural significance, giving us the opportunity to delve deeper into Hawaiian culture and the opportunity to communicate many of the DMAP action points.

The videos will be housed on a micro site which will also have written articles, suggested itineraries and destination information. All Hawaiian Islands will be a part of this project and there will be a special focus on responsible tourism.



KEY CAMPAIGNS/PROGRAMS

Aloha Down Under

Multi-city roadshow incorporating product and destination training. While aiming at product/ conversion, it will overlay key brand messaging and incorporate cultural practitioners and entertainment.

Objectives

Increase brand awareness with travel trade

- Ensure travel agents have the most up to date information to advise tier clients
- Assist Hawai'i trade partners in building relationships with Australian and New Zealand travel agents and key trade partners



KEY CAMPAIGNS/PROGRAMS

Month of Lei

We'll use Lei Day and the Month of Lei as an opportunity to bring each distinct island personality to life. We will do this through a series of trade training events with the Island Chapters in Sydney, Brisbane, Melbourne and Auckland. We will also launch an incentive famil campaign through trade media, giving five agents who book multi-island itineraries the chance to win a famil to Hawai'i.

Month of Lei will also incorporate consumer elements, including social media content and an Expedia co-op campaign.

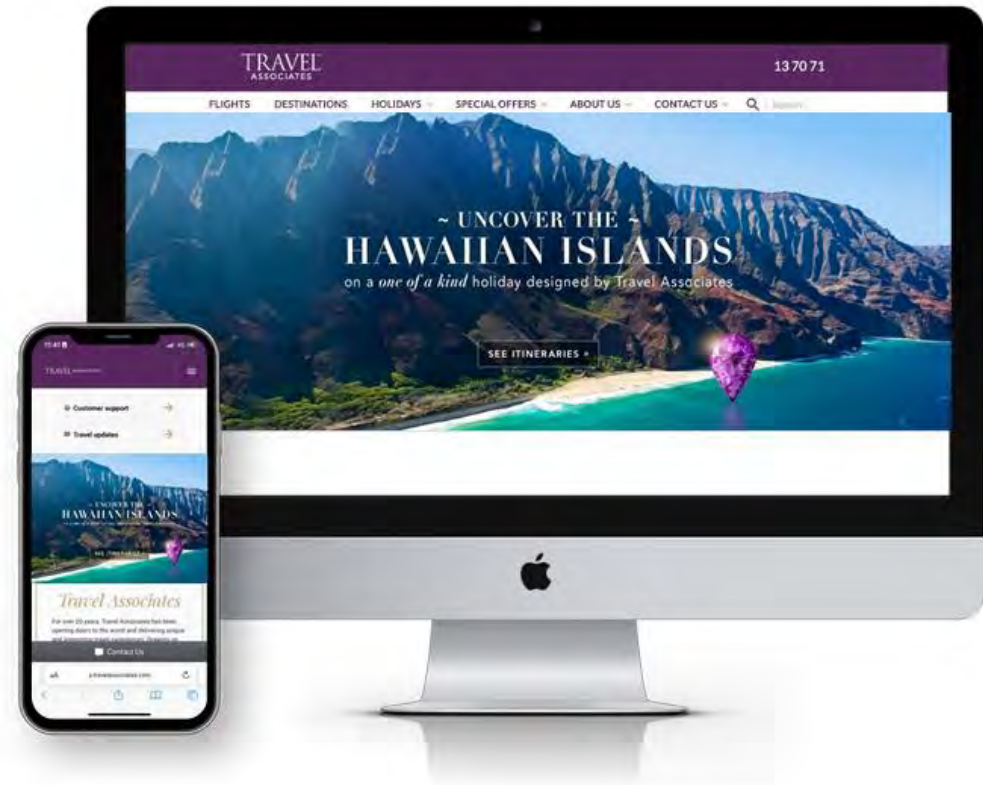


KEY CAMPAIGNS/PROGRAMS

Travel Associates

We will work with Travel Associates again this year on a series of activity including attending their product showcase event, a co-op campaign, famil and attendance at their new consumer event in Sydney.

Working with Travel Associates allows us to tap into the luxury market and we will work with them on a downloadable guide as part of the co-op campaign.



KEY CAMPAIGNS/PROGRAMS

Māori Television travel series launch

The 10 part series is entitled “Tapuwae-Footprints” and in summary:

- looks at the unique approach of indigenous tourism
- tells the stories of Māori and Hawaiian tourism operators and their kaupapa (ideology) that sets Aotearoa and Hawai’i apart from the rest of the world.
- 10 Hawaiian indigenous tourism operators/experiences are being showcased



HAWAII TOURISM[™]

OCEANIA

KEY CAMPAIGNS/PROGRAMS

Agri-tourism trade project

This year, in line with the DMAP action points and our key themes of connection, culture and culinary we will work of the development of agritourism. The objective of this will be to introduce the Hawaiian Islands as an agritourism destination and to identify and work with specialist tour operators to develop agritourism product for sale in market.

Made in Hawai'i project

This project focusses on promoting Hawai'i made products in Australia and New Zealand. Working alongside the US Consulate and the Hawaiian Department for Agriculture and trade, the objective is to have a selection of Hawai'i made products on sale in Oceania.



Q1 ACTIVITIES

- Newcastle Travel Expo
- Flight Centre co-op
- We Are Explorers campaign
- MyHawaii co-op
- Travel Associates showcase
- Ohana updates AU&NZ
- Visit USA roadshow
- Brand USA B2B
- Ocean Film Festival sponsorship
- TODAY show
- IMM
- Consumer campaign “connections”
- ADU venues and collateral
- Māori TV project

PARTNERSHIP OPPORTUNITIES

hawaiitourismauthority.org/what-we-do/partnership-opportunities/



PARTNERSHIP OPPORTUNITIES

Media Market Place	2-21 Feb 2023	HTO's annual roadshow visiting Australia and New Zealand incorporating agent workshops, a joint B2B trade and media event and networking opportunities.	TBC	Partners receive updates throughout the year from journalists and media. HTO contact: Anna Riedel aredel@hawaiiitourism.com.au
Aloha Down Under	4-11 Sep 2023	HTO's annual roadshow visiting Australia and New Zealand incorporating agent workshops, a joint B2B trade and media event and networking opportunities. Limited spaces are available. For more information visit www.alohadownunder.com.au . EOI will be sent out to partners in February 2023.	Auckland, Christchurch, Melbourne, Brisbane and Sydney	Participation Fee - approx. AU\$5500 + GST & travel costs. For more information contact: kphadung@hawaiiitourism.com.au aredel@hawaiiitourism.com.au divaloha@hawaiiitourism.com.au
Sea Cleaners	TBC Sep 2023	In commemorating International Coastal Cleanup Day, HTO will partner with Sea Cleaners, a non-profit organization, Hawaiian Airlines, Visitors Bureaus and Sustainable Coastlines Hawai'i to raise the awareness about the impact of plastics in the ocean and to engage with local community in various voluntourism on the Hawaiian Islands.	TBC	In-kind support for accommodation and ground activities. HTO contact: divaloha@hawaiiitourism.com.au

Agri Tourism Famil	TBC April 2023	This will be an opportunity to showcase Agri-tourism in Hawai'i with the objective of developing products for new trade partners.	Multi-Islands	In-kind support as accommodation, transportations, activities, and meals HTO contact: jgaskin@hawaiiitourism.com.au
Trade Travel Agents Famil	TBC 2023	Trade agents famil will be created in conjunction with HTO Month of Lei campaign to promote Hawaiian Islands & Mālama Hawai'i Program among AU & NZ agents. Our main objective is to highlight Mālama Hawai'i Program, historical and educational activities for the agents that are well versed on Hawaii products and activities. HTO will also take this opportunity to showcase newly renovated properties and new experiences across the Hawaiian Islands.	Multi-Islands	In-kind support for accommodation, and ground activities. HTO contact: kphadung@hawaiiitourism.com.au
Media Famil	Q3 2023	HTO will work with Australian/NZ travel media to support a range of travel journalists throughout the year and partners will have the opportunity to get involved.	Multi-Islands	In-kind support as accommodations, transportations, activities, and meals HTO contact: aredel@hawaiiitourism.com.au
Industry discounts for travel agents	Year round	HTO receives numerous inquiries regarding industry discounts for travel agents' personal holidays to Hawai'i. This is a great self-famil opportunity for you to showcase your product and service to Australian and New Zealand travel agents or wholesale reservations staff. Please note, HTO will make mention that proof of ID (letter of employment on company stationery) and/or IATA number is required for all reservation requests. It will be clearly outlined that these rates are subject to availability and blackout dates, however we ask that you also outline your own terms and conditions.	All islands	If you have a year-round industry discount for Hawaii selling agents available for 2023, or if you have a dedicated person that can handle industry requests, please let us know the details by Jan 31, 2023, by filling in the attached Travel Trade Discounts form: HTO will compile these and promote these year-round industry discounts via our database and during our agent training. HTO contact: kphadung@hawaiiitourism.com.au

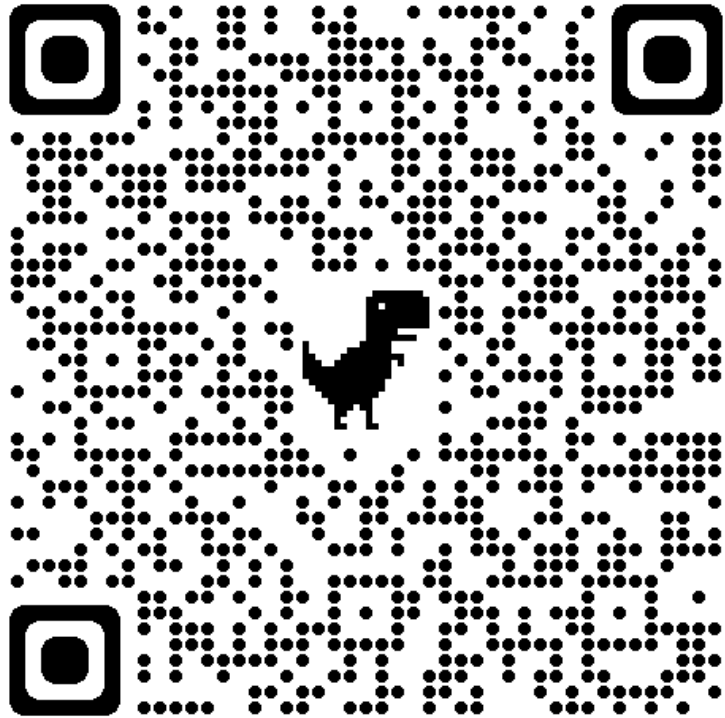
PARTNERSHIP OPPORTUNITIES

Month of Lei Destination Training	From May & Year & Round TBC	Part of the Month of May – Month of Lei showcase which encompasses consumer and trade. HTO and IC's will partner in in-depth destination training to travel agents. As well as additional PR opportunities.	Sydney, Melbourne, & Auckland	IC specific, although industry may want to contribute prizes HTO contact: dwalshe@hawaiiitourism.co.nz
Travel & Consumer professionals e-newsletter	Quarterly	Communicate to HTO's Australian and New Zealand travel trade database (3,280+). Monthly – Deadline by 12 of each month.	Online	Free opportunity. If you would like to be featured, please send a paragraph of a copy (max 50 words), image and web link to Mel. HTO contact: mlambert@hawaiiitourism.com.au
Travel Agent Training Program/Webinars	Year-round	HTO undertakes regular training sessions with travel agents across Australia and New Zealand.	Australia & New Zealand	Please send through industry updates – eg new/changed product; general island updates. HTO contact: kphadung@hawaiiitourism.com.au
Aloha Fridays Trade feature: Travel Weekly, KarryOn & Travel Today	Year round	HTO in conjunction with Hawaiian Airlines sponsor a Hawaii section in popular travel trade website/publications Travel Weekly (AU) & Travel Today (NZ). The features bring destination and trade news to over 15,000 travel industry subscribers. Partners will have the opportunity to submit updates and news.	Australia & New Zealand	Free Opportunity. If you would like to be featured, please send Info and images to jgaskin@hawaiiitourism.com.au or dwalshe@hawaiiitourism.co.nz Link to Aloha Friday Pages: http://www.travelweekly.com.au/tag/aloha-down-under/ http://www.travfiles.co.nz/region/hawaii/
Hawaii Tourism LinkedIn	Year round	HTO will develop a LinkedIn profile to provide updates and destination information to the travel industry. We're looking to you for news, events and updates we can communicate to our trade partners.	Australia & New Zealand	Free Opportunity. If you would like to be featured. HTO contact: jgaskin@hawaiiitourism.com.au

Visiting media program	Year round	Throughout the year, HTO hosts a <u>number of</u> media, including group and individual press trips, influencers and major TV filming opportunities. HTO also provides limited support to media and influencers not deemed "Tier One".	All islands	In-kind support. HTO is also looking for year-round media rates and inclusions to offer non-supported media. For further information contact
Media releases	Year round	HTO sends out multiple press releases and media updates and undertakes media calls throughout the year. Partners have <u>the opportunity</u> to provide their own press releases and product updates for inclusion	n/a	No cost. Please send your press releases and updates to <u>HTO</u> contact: Ariedel@hawaiiitourism.com.au dwalshe@hawaiiitourism.co.nz
HTO Blog and social networks	Year round	HTO reach out to past, present and potential Australian and New Zealand visitors to <u>Hawai'i</u> through our Facebook, Twitter and Instagram handles. Australia www.facebook.com/gohawaii www.twitter.com/gohawaii www.instagram.com/gohawaii New Zealand www.facebook.com/goHawaiiNZ www.instagram.com/goHawaiiNZ	n/a	Notify HTO of your own official accounts, follow us and engage online by using our social media handles. HTO contact: mlambert@hawaiiitourism.com.au

OCEANIA FACT SHEET

hawaiitourismauthority.org/research/monthly-visitor-statistics/



MAHALO!



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Update on the Hawai'i Tourism Destination Brand
Management & Marketing Services for the
United States Market RFP

RFP 23-03 Hawai'i Tourism Destination Brand Management & Marketing Services for the United States Market





HTA is committed to a solicitation process that is comprehensive, fair and impartial.

Visit HTA's RFP webpage at

Hawai'i State eProcurement System (HiePRO) at
<https://hiepro.ehawaii.gov/welcome.html>

or

<https://www.hawaiitourismauthority.org/rfps>

Points of Contact

Marc Togashi – Procurement Officer

Tracey Fermahin – Procurement Specialist

Notice of Intent to Apply - Email: procurement@gohta.net

Questions or Concerns – Communicate via HlePRO

Offerors should only communicate with, and rely on information from, the Procurement Office of the HTA. The HTA is not responsible for misinformation provided by anyone outside the Procurement Office.

Important Dates

RFP 23-03 - Hawai'i Tourism Destination Brand Management & Marketing Services for the US Market	
ACTIVITIES	SCHEDULED DATE
Release of Request for Proposals	February 13, 2023
Pre-Proposal Conference	February 21, 2023, 8:00 a.m. - 9:30 a.m. HST
Deadline to Submit Written Questions (must be submitted in HlePro)	February 24, 2023, 4:30 p.m. HST
State's Response to Written Questions (will be posted in HlePRO)	February 27, 2023
Deadline to Submit Intent to Apply	March 1, 2023, 4:30 p.m. HST
Proposal Due Date/Time, Evaluation Period Begins	March 30, 2023, 2:00 p.m. HST
Priority Listed Offeror Selection & Notification	Week of April 10, 2023
Oral Presentations with Priority Listed Offerors	April 17, 2023
Best and Final Offer Deadline (if necessary)	Week of April 24, 2023
Notice of Award	May 3, 2023
Start of Contract Performance	June 1, 2023
End of Initial Contract Period	December 21, 2025

DEADLINE FOR RECEIPT OF PROPOSALS

**March 30, 2023
2:00 p.m. HST**

Mahalo!

