



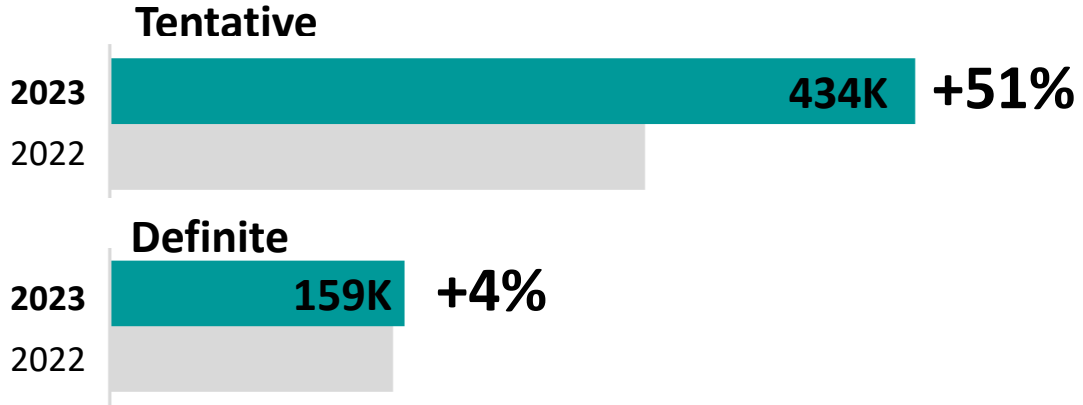
2024 Global MCI Brand Marketing Plan

Lynn Whitehead

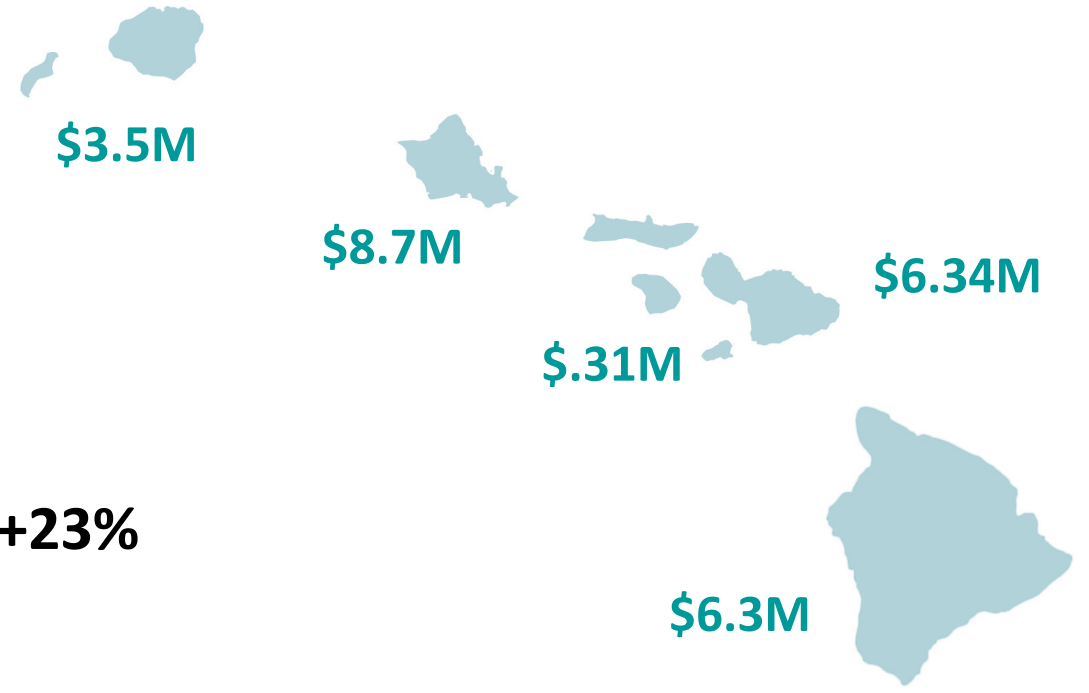
Vice President, Global MCI Sales & Marketing

MCI 2023 PRODUCTION

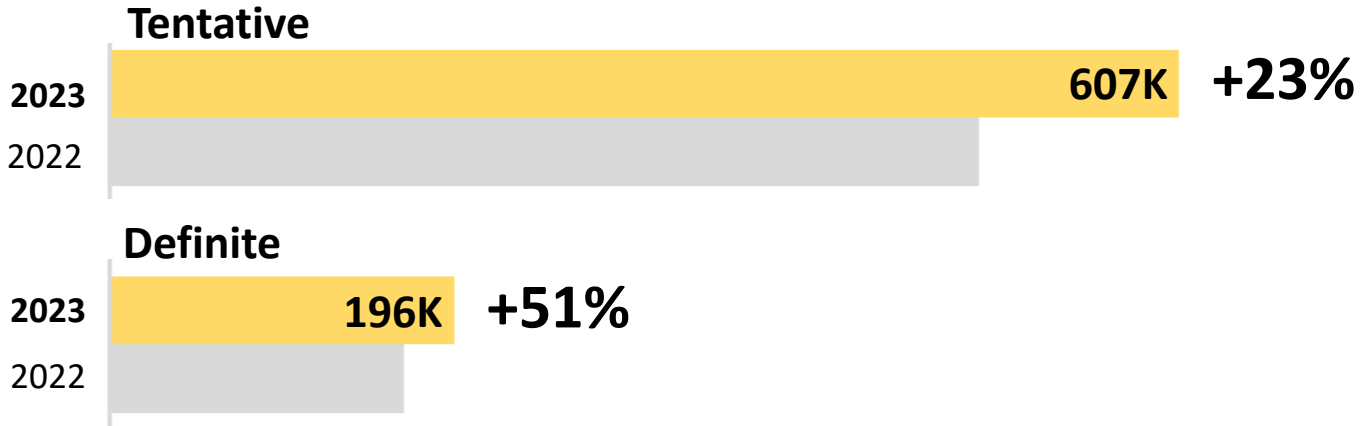
Citywide



SP Economic Impact



Single Property



MARKET INSIGHTS

MARKET INSIGHTS

General Overview

- U.S. Meetings, Convention & Incentive (MCI) market expected to grow in 2024 and beyond.
- Short-term booking cycle continues for both large and small meetings.
- Global Industry Analyst Inc., projects MCI market to reach \$240 billion by 2027.
- MCI market is expected to be boosted by the gradual growth of the economy.
- Hawai'i is well positioned to capitalize on the growing demand for events and the slow but continued growth of the economy.

MARKET INSIGHTS

Citywide Customer Sentiment

- Global MCI team seeing growth potential from Asia, specifically Japan.
- Hawai'i and Hawai'i Convention Center remain popular potential site for future convention center events.
- Growing concern over the extent and timing of repair of Hawai'i Convention Center (HCC) Roof and related leak damage.
- Potential disruption of their events that may result from any of the possible HCC Roof repair scenarios.



MARKET INSIGHTS

Single Property and Incentive Customer Sentiment

- Single Property customers optimistic about CY 2024.
- Meet Hawai'i sellers see strong interest from MCI Customers and Hawai'i hotels report an increase in flexible date availability.
- Customer concerns about Hawai'i include higher costs (air/hotel) declining guest service levels and difficulty securing destination services for their events.
- Europe, Asia, Oceania and Caribbean are open and compete against Hawai'i solely on price and value for money proposition.
- Corporate inquiries are steady from high tech, healthcare and business service organizations.
- Meet Hawai'i expects the outlook for incentive travel to Hawai'i to grow moderately or hold steady through 2024.



TARGET AUDIENCE

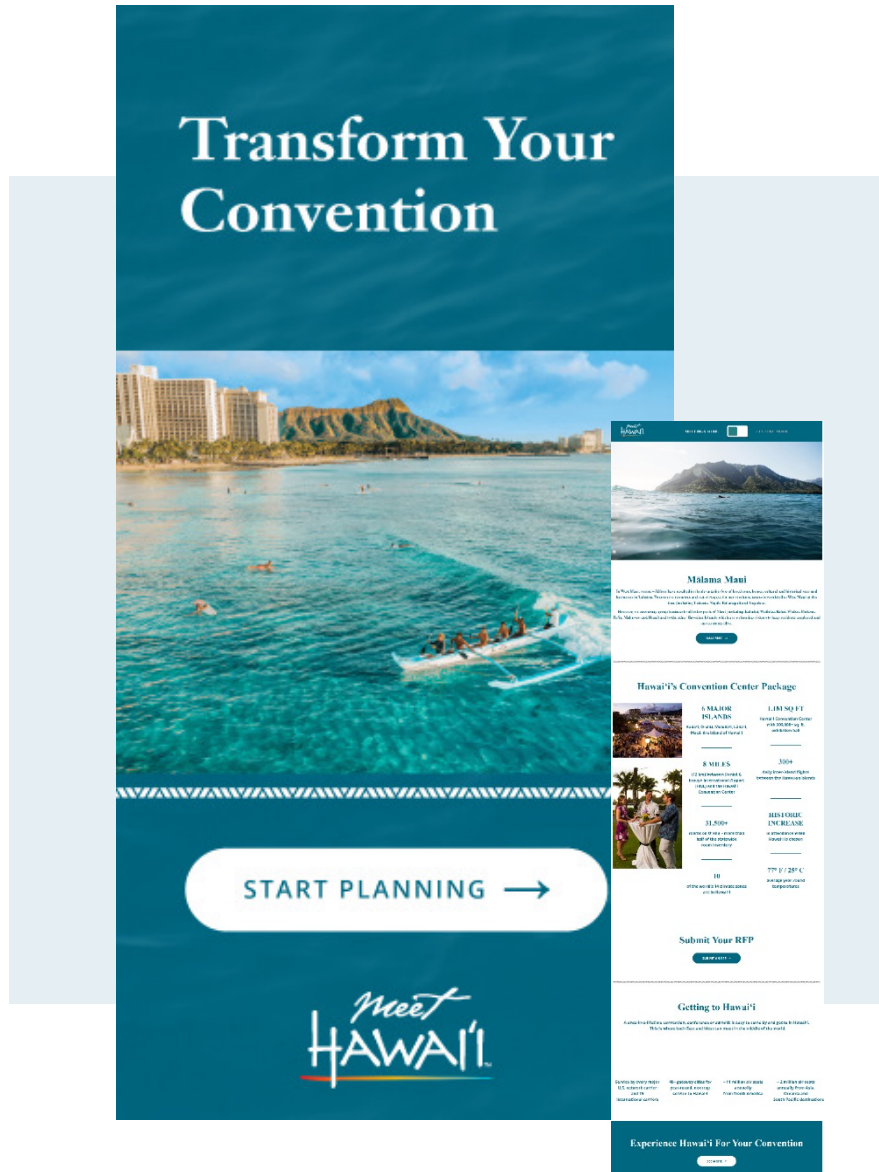
TARGET AUDIENCE

- The MCI buyer naturally aligns with our strategy to attract customers with a commitment to sustainability, culture and the values of Mālama Hawai'i.
- Continue to focus on top producing market segments.
 - Technology, Science & Engineering
 - Health, Medical & Pharmaceutical
 - Finance & Insurance
 - Education & Recreation, Sports, Athletics
- Increase initiatives throughout Asia, Europe and other emerging markets
- Focus on incentive and corporate meetings



BRAND STRATEGY

BRAND STRATEGY



Reassure MCI customers that all islands are open for business and Hawai'i is the ideal choice for MCI events:

- Emphasize that when Hawai'i hosts MCI events, groups see an increase in attendance.
- Benefit of engaging with Hawai'i on deeper level via the Mālama Hawai'i CSR opportunities is that MCI attendees embrace mindful and respectful travel.
- Convey that the Native Hawaiian culture is foundational and provides a unique offering that is both inspiring and memorable.

MARKETING IMPLEMENTATION



WELCOME TO THE HAWAIIAN ISLANDS

Versatile Venues

Memorable Meeting Moments

Choosing Hawai'i



WHERE BUSINESS AND ALOHA MEET

Planning Center

Contact Information



MARKETING IMPLEMENTATION

Global MCI

- Identify short-term single property business development for 2024 and 2025.
- Increase number of citywide events 2026 through 2029.
- Enhance communication pertaining to Hawai'i Convention Center roof repair as we await confirmed construction timeline.

MAJOR CAMPAIGNS

Single Property

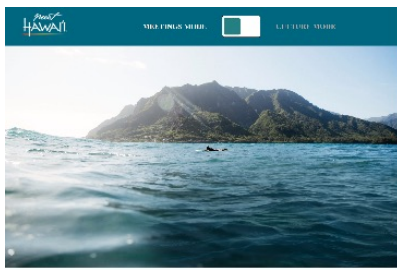
Business Development: Short-Term 2024 and 2025

Target appropriate vertical segment opportunities aligned with Hawai'i's culture, natural resources and community.

- Finance, Insurance, Automotive, Earth, Ocean, Atmospheric, Indigenous, Environment, Health/Wellness, Technology.

Allows single property sellers to:

- Position Hawai'i as a good fit for specific industries and interests.
- Focus their marketing and selling to specific audiences.
- Allows our sellers to build relationships with key decision makers in these industries.



Mālama Maui

In West Maui, recent wildfires have resulted in the destruction of local sites, homes, cultural and historical sites and businesses in Lahaina. To conserve resources and out of respect for our residents, access is restricted to West Maui at the moment, including Takahai, Napili, Keenani and Pigeon Point.

However, we continue to offer business to all other parts of Maui (including Kahului, Wailuku, Kāhala, Wailea, Maui, Hana, Paia, Makawao and Haunui) and to the other Hawaiian Islands, which are welcoming visitors to help rebuild, rebuild and our economy alive.

VIEW RFP

Hawai'i's Convention Center Package



6 MAJOR ISLANDS

Kauai, Oahu, Molokai, Lanai, Maui, the Island of Hawaii

1.1M SQ FT

Hawai'i Convention Center with 200,000+ sq. ft. exhibition hall

8 MILES

132 km between Denver IC, George International Airport, HNL and the Hawai'i Convention Center

300+

daily inter-island flights between the Hawaiian Islands

31,500+

rooms on Oahu - more than half of the statewide room inventory

HISTORIC INCREASE

in attendance when Hawai'i is chosen

10

of the world's 14 climate zones are in Hawai'i

77° F / 25° C

average year-round temperatures

Submit Your RFP

Submit an RFP

Getting to Hawai'i

A once-in-a-lifetime convention, conference or summit is easy to come by and get to in Hawai'i. This is where both East and West can meet in the middle of the world.

Service by every major U.S. network carrier and 15 international carriers

40+ gateway cities for year-round, nonstop service to Hawai'i

~11 million air seats annually from North America

> 2 million air seats annually from Asia, Oceania and South Pacific destinations

Experience Hawai'i For Your Convention

SEE MORE

MAJOR PROGRAMS

Citywide

Citywide Business Development 2026 through 2029

Citywide Sales Team will prioritize short-term citywide bookings for 2026 – 2029.

- Actively research citywide universe of accounts for short-term corporate and association groups that have open dates 2026 through 2029.

HCC Center Roof Repair Schedule

Meet Hawai'i citywide sellers will use the Repair Schedule as a tool to keep prospects, tentative and definite customers fully informed on how the roof repair might impact their event.

- Use various communications vehicles to update citywide customers.
- Coordinate messaging with HTA and HCC.

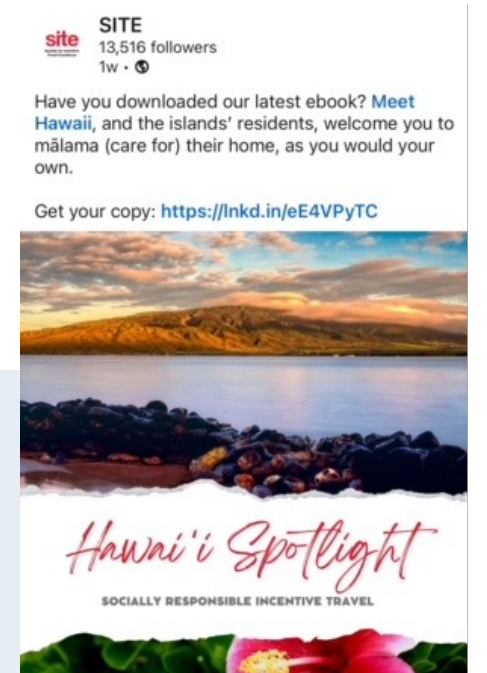
Global MCI – Jan | Feb

Activity:

- Professional Convention Management Association's Convening Leaders
- Independent Planner Education Conference (IPEC) South Carolina
- HCC Presentation for incentive organizers – joint promotion with H.I.S.
- Hawai'i Kai Workshop – Fukuoka
- Meet New York

Strategic Partnership Activations | Site Global

- **E-Book – Hawai'i Spotlight** – Socially Responsible Incentive Travel. Distributed via social media channels. Distribution continues through March.
- **Webinar** - 170 attendees representing 33 countries



LOOKING FORWARD

Global MCI 2024 Highlights

- Carry out initiatives with 2024 strategic partners to drive incentive and corporate business.
- On-going collaboration with Professional Convention Management Association (PCMA)
- Attend Asia Pacific Incentives and Meetings Event (AIME), Site Classic, Financial & Insurance Conference Professionals (FICP)
- Business Events Industry Week Washington, DC
- IEEE Convene | Island of Hawai'i
- Japan Summit



PARTNERSHIP OPPORTUNITIES

PARTNERSHIPS

2024 Tradeshows

- AIME 2024 (Oceania)
- IMEX America 2024, Las Vegas
- ASAE 2024 Cleveland
- SITE SoCal Holiday Event & Charity Auction Southern CA

2024 Familiarization Trips

- US Single Property & Citywide
- Pre/Post IMEX (Oceania)
- Strategic individual fams with HIS, JTB, JALPAK and Delta Airlines
- Korea Fam

2024 Education

- MCI Updates - Kaua'i, O'ahu, Maui and Island of Hawai'i on-going
- Global MCI (Asia/Oceania)



PARTNERSHIP

2024 Public Relations

- Mālama Hawai'i CSR Programs On-demand

2024 Client Promotional Events / Sales Blitzes

- Single Property and Citywide On-going
*Check with your Meet Hawai'i Sales Contact

Meet Hawai'i Contact:

Josette Murai
Senior Manager, Sales Administration
jmurai@hvcb.org

MAHALO!