

HTA Board Update

GLOBAL MCI SALES

February 23, 2023

John Reyes,
Senior Vice President, Chief MCI Sales Officer



DEFINITIONS

Sales Production

- New volume of events and room nights for any future year

Consumption

- On the Books (OTB)
- OTB booked events and room nights in the year they occur

SALES PRODUCTION UPDATE



CITYWIDE SALES PRODUCTION

January 2023 v. 2022

January 2023 Sales Production	Jan. 2023	Jan. 2022	Variance	2023 YTD	2022 YTD	Variance
Citywide Definite RN	2,600	0	N/A	2,600	0	N/A
Citywide Tentative RN	63,150	3,811	+1,557%	63,150	3,811	+1,557%

As reported in Meet Hawai'i Global MCI Status Report - January 2023



FUTURE PACE (Consumption)

Citywide Events Booked at HCC



HCC BOOKING TREND (Consumption)

- In 2020, Meet Hawai'i took over citywide bookings from HCC with only 24 citywides on the books for 2020-2030
- COVID shut down HCC to citywides for nearly two years
- Beginning the year Safe Travels ended (2022), the Meet Hawai'i team has booked 21 citywides, nearly matching the number of bookings inherited
- Three of those bookings were secured since Jan. 1, for events in 2023 and 2024.

Calendar Year	1/25/23 # Citywide Definite Events	2/17/23 # Citywide Definite Events	Contractor Source **
2020	3*	3*	ASM 3 MH 0
2021	0*	0*	ASM N/A MH N/A
2022	8	8	ASM 5 MH 3
2023	11	12	ASM 5 MH 7
2024	8	10	ASM 4 MH 6
2025	8	8	ASM 5 MH 3
2026	2	2	ASM 1 MH 1
2027	1	1	ASM 0 MH 1
2028	0	0	ASM 0 MH 0
2029	0	0	ASM 0 MH 0
2030	1	1	ASM 1 MH 0
Total	42	45	ASM 24 (53%) MH 21 (47%)

Updated 02/17/23

*Impact of COVID shutdown.

**Contractor Source: ASM (HCC) or MH (Meet Hawai'i)



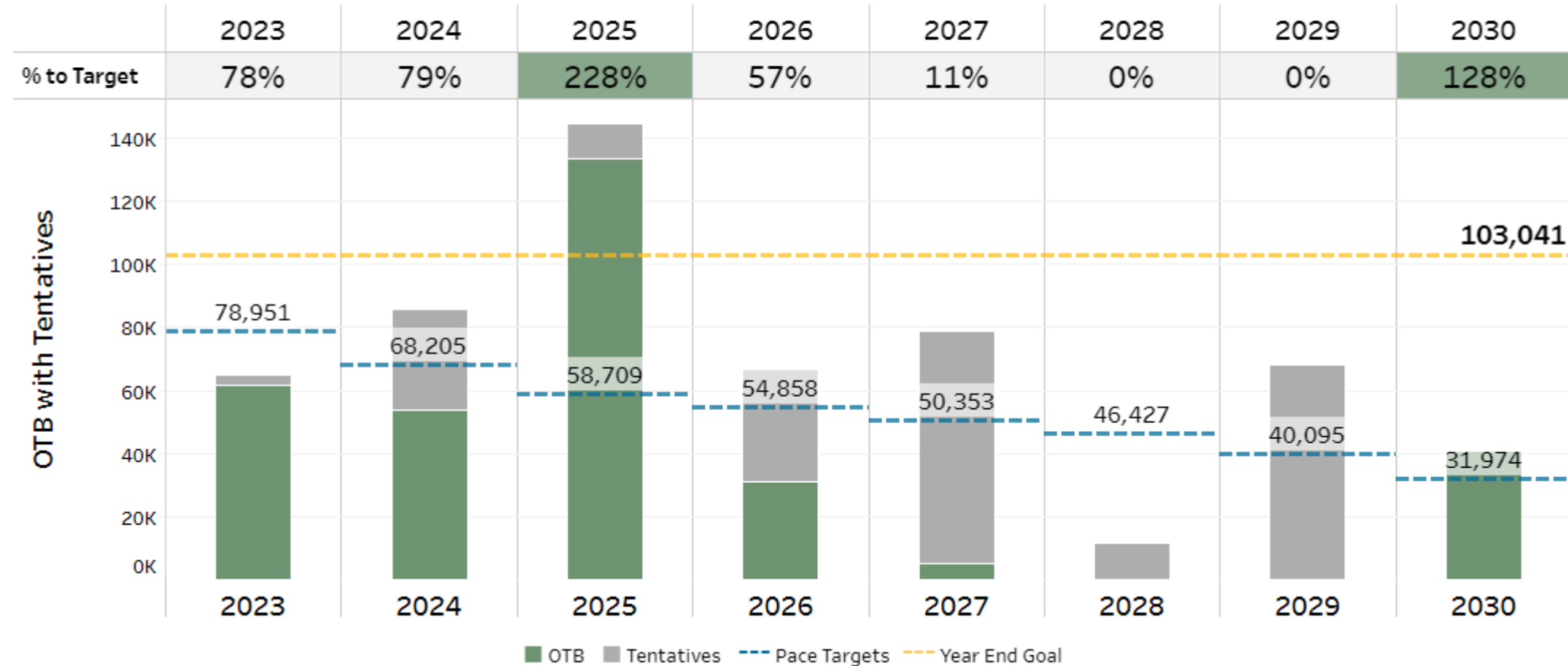
FUTURE PACE (Consumption)

As of 2/17/23

Hawai'i 8 Year Future Pace for Citywide

Number of events and room nights on the books against a 3-year average year-end goal. Data last refreshed on 2/15/2023 11:07 PM

- (All)
- Citywide
- Single Property



POST-COVID SHORT-TERM RECOVERY STRATEGY 2023 – 2027

(Sales Production)



Short-Term Sales Focus

Strategy for recovery from 2-year shutdown of HCC:

- Immediate need to fill pre-COVID shortfall for 2021 forward
- Larger Citywide events take up to 8 years to book
- So, adjusted booking window to fill the Center in the short-run, with a focus on smaller events with shorter booking windows

Goal: Book 77 events into the Center for the 2023-2027 time period

- To date, 11 have been booked since March 2022



MAHALO!

