



***HĀLĀWAI KŪMAU O KE KŌMIKE HOKONA KŪMAU
KE'ENA KULEANA HO'OKIPA O HAWAI'I***

**REGULAR MARKETING STANDING COMMITTEE MEETING
HAWAI'I TOURISM AUTHORITY**

Po 'akolu, lā 27 o Malaki 2019, 1:00 PM
Wednesday, March 27, 2019, 1:00 PM

*Kikowaena Hālāwai O Hawai'i
Lumi Papa Ho'okō B
1801 Alaākea Kalākaua
Honolulu, Hawai'i 96815*

Hawai'i Convention Center
Executive Board Room B
1801 Kalākaua Avenue
Honolulu, Hawai'i 96815

Papa Kumumana'o
AGENDA

1. *Ho'omaka*
Call to Order
2. *'Āpono I Ka Mo'ō'ōlelo Hālāwai 27 Pepeluali 2019*
Approval of Minutes from the February 27, 2019 HTA Marketing Standing Committee Meeting
3. *Hopena Ho'omōhala Hou No Hawai'i Mokupuni – Waihona Kālā Hokona Pō'ino HTJ 2018*
Hawai'i Island Recovery Results – HTJ FY 2018 Emergency Marketing Fund
4. *Hopena Ho'omōhala Hou No Hawai'i Mokupuni – Waihona Kālā Hokona Pō'ino HTUSA 2019*
Hawai'i Island Recovery Results – HTUSA FY 2019 Emergency Marketing Fund
5. *Papahana Ho'omōhala Hou No Hawai'i Mokupuni – Ka Ho'omau I Ke Kālā Pō'ino HTJ*
Hawai'i Island Recovery Efforts – Proposal for Continued Emergency Funding HTJ
6. *Papahana Ho'omōhala Hou No Hawai'i Mokupuni – Ka Ho'omau I Ke Kālā Pō'ino HTUSA*
Hawai'i Island Recovery Efforts – Proposal for Continued Emergency Funding HTUSA
7. *Hō'ike A Ke Kikowaena Hālāwai O Hawai'i No Ka Waihona Kālā Hokona Holuholu No Ka 'Aha Meia O 'Amelika 2019*
Hawai'i Convention Center – 2019 US Conference of Mayors Marketing Flexibility Fund Update
8. *Mana'o No Ka Hō'ike'ike 'Oihana Ho'okipa Kupulau*
HTA Spring Tourism Update feedback
9. *Ho'oku'u*
Adjournment



Hawaii Convention Center
1801 Kalākāua Avenue, Honolulu, Hawaii 96815
kelepona tel 808 973 2255
kelepa'i fax 808 973 2253
kahua pa'a web hawaii-tourismauthority.org

David Y. Ige
Governor

Chris Tatum
President and Chief Executive Officer

*** *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 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 § 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, immunities, and liabilities; and to discuss information that must be kept confidential to protect Hawai'i's competitive advantage as a visitor destination.

Kono 'ia ka lehulehu i ka hālāwai no ka ho'olohe a hāpai mana'o waha paha no nā kumuhana i helu 'ia ma ka papa kumumana'o. Inā hoihoi i ka hāpai mana'o kākau, hiki ke ho'ouna 'ia i ke Ke'ena Kuleana Ho'okipa O Hawai'i ma mua o ka hālāwai ma o ka leka uila iā Isabella@gohta.net; ma o ka leka i ka helu wahi o luna; a i 'ole ma o ke kelepa'i i ka helu o luna. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Isabella Dance (973-2254 a i 'ole isabella@gohta.net), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.

Members of the public are invited to attend the public meeting and provide oral testimony on any agenda item. Written testimony may also be provided on any agenda item by submitting the testimony prior to the meeting to the HTA by email to isabella@gohta.net; by mail at the above address; or by facsimile transmission. Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Isabella Dance (973-2254 or isabella@gohta.net) no later than 3 days prior to the meeting so arrangements can be made.

Agenda item # 2:

Approval of minutes
from the February 27th,
2019 HTA Marketing
Standing Committee
Meeting



**MARKETING STANDING COMMITTEE MEETING
HAWAII TOURISM AUTHORITY
Wednesday, February 27, 2019
Hawaii Convention Center
1801 Kalākaua Avenue, Honolulu, Hawaii 96815**

MINUTES OF MARKETING STANDING COMMITTEE MEETING

COMMITTEE MEMBERS PRESENT:	Sean P. Dee (Chair), Fred Atkins, George Kam, Kyoko Kimura
COMMITTEE MEMBERS NOT PRESENT:	Kelly Sanders, Sherry Menor-McNamara
BOARD MEMBER PRESENT:	Rick Fried
HTA STAFF PRESENT:	Chris Tatum, Karen Hughes, Keith Regan, Minh Chau-Chun, Ronald Rodriguez, Joseph Patoskie, Caroline Anderson, Lawrence Liu, Chris Sadayasu, Laci Goshi, Marc Togashi, Jadie Goo, Kalani Ka'anā'anā
GUESTS:	Rep. Richard Onishi, John Monahan, Eric Takahata, David Baronfeld
LEGAL COUNSEL:	Gregg Kinkley

1. Call to Order

Presiding Officer Sean Dee called the meeting to order at 12:05 p.m. Kalani Ka'anā'anā offered pule. Mr. Ka'anā'anā noted that February is 'Ōlelo Hawaii Month.

Mr. Dee stated that Terryl Vencl, the Maui County Mayor's Tourism Liaison, was listening on the line, and that there were no plans to go into Executive Session.

2. Approval of Minutes from the November 28, 2018 HTA Marketing Standing Committee Meeting.

Mr. Dee requested a motion to approve the minutes from the November 28, 2018 HTA Marketing Standing Committee Meeting. George Kam so moved and Fred Atkins seconded the

motion, which was approved by all Committee members present.

3. Discussion Regarding Previous Initiatives Approved Outside of the Brand Management Plan and in Need of Committee Update from Contractors

The Committee discussed Hawaii Island relief statistics. John Monahan stated that funding through the end of February will be expended, and marketing has seen strong results in the West Coast. A comprehensive report of the results will be ready in March, and a Japan report will be ready on March 15th.

Kyoko Kimura noted that Japan Airlines' Kona flight is not doing well, and a recent flight only had 70 passengers despite a maximum capacity of 300 passengers. Chris Tatum said that the load factor is concerning, but that HTA is aware and will develop creative solutions to prevent losing flights.

Mr. Atkins stated that marketing funding had also been approved on Kauai. There was a downturn in January of about 9.7% which, he said, should put Kauai on the radar from a marketing standpoint. Mr. Atkins added that Kauai may need support for the reopening of roads and parks (which were closed due to flooding). Mr. Tatum stated that once Haena Park is reopened it is important to manage the situation and talk to the community about what can be done regarding enforcement of restrictions on visitors and parking. Mr. Fried asked whether the park would be open to all of the public or just buses. Mr. Atkins responded that it was a radical plan but that it is also an opportunity to become a model for the state.

Mr. Fried said that it is taking longer than expected for the Arizona Memorial to be repaired. Mr. Tatum said that he had had a discussion with a representative from Senator Brian Schatz's office. The repair is complicated because it is not only about funding, but rather the process and ensuring that things are done right.

4. 2019 Contractor Updates

Mr. Dee recognized Karen Hughes to provide an update on HTA's marketing contractors. She began her presentation by stating that the meeting, conventions, and incentives team (MCI) has been eliminated and its duties and responsibilities will be redistributed to existing contractors.

Ms. Hughes then discussed regional marketing. The Canada contract has moved from \$2.2 million to \$800,000 because HTA's spend over time tripled but revenue has remained about the same. The Europe contract went from \$850,000 to \$400,000. Europe and Canada were the only two markets where HTA spent significantly more over the last five years but could not demonstrate that the revenue withstood that. There has been an update on the Europe and Canada marketing plans that will be presented at the next contractors meeting. Ms. Hughes added that she hopes that HTA will be able to maintain its brand presence with the adjusted funding.

Mr. Atkins asked whether the current exchange rate has any effect. Ms. Hughes responded that in Canada the exchange rate declined 7.6% last year which has definitely had an impact. She added that Air Canada is upgrading their Rouge flight service to the Dreamliner which will appeal to a higher level customer.

In regards to Southeast Asia, Ms. Hughes said there is potential for demand to increase so \$200,000 was put back into that market through the same company that HTA was working with before, AVIAREPS. AVIAREPS was able to quickly turn around a marketing plan over the Chinese New Year, and AVIAREPS will be at the Spring Update meeting. Ms. Hughes and Mr. Tatum clarified that Taiwan is separate and the Southeast Asia plan covers mainly Thailand, Malaysia, and Singapore. Mr. Tatum said that they had gone out to the hotels to find out where they felt the opportunities were, and the feedback was that they saw opportunity from Southeast Asia from the group side. For example, Cathay Life is coming in April. Mr. Tatum added that even in China, with ongoing visa challenges, it is important to be a part of the market now so that when changes occur we are already a part of it. Therefore, HTA is looking at all of these markets.

Mr. Dee asked for clarification that HTA has restored the funding for Southeast Asia and restored the incumbent marketing firm. Ms. Hughes confirmed. Mr. Dee said that he estimated, based on Ms. Hughes' presentation that there was a net \$1.8 million in savings and asked whether that funding would be allocated immediately or carried over. Mr. Tatum responded that HTA is working with HVCB and HTJ to do another program for Hawai'i Island, which will likely be presented at the next meeting.

Ms. Hughes said that there is a call scheduled for the next week with Brand USA, which has had good experience in the Chinese market and Asia overall. They will be sharing information on their RFP process, how they measure the political climate, and visa situations. Mr. Dee noted that the ITB Asia event is coming up in Singapore, and although it may not be appropriate for Hawaii to present because of the return on investment, Brand USA does have a large presence. He said that Hawaii currently does not have a presence within Brand USA, but it used to and he asked Ms. Hughes to ask Brand USA what the current status.

5. Spring Tourism Update Process and Input

Mr. Dee recognized Ms. Hughes to provide information on the Spring Tourism Update. Ms. Hughes said that there are 530 registered participants so far, despite the fact that this is the first year that HTA is charging a fee to attend. There will be an internal meeting on Monday for contractors, where Mr. Tatum will discuss HTA's new vision, strategic updates, and a brand review. Mr. Monahan will HVCB will present on branding to ensure consistency, sharing the process of branding, what assets are available, and how to coordinate so that marketing efforts are needlessly duplicated. The public meeting will begin with a presentation on Community Enrichment and Hawaiian Culture by Mr. Ka'anā'anā and Caroline Anderson, to signal that that is the core message and everything that HTA does revolves around that. Mr. Tatum will present

a strategy update, Ms. Hughes will present a marketing update, each of the contractors will do an update, there will be an update with government leaders led by Mr. Tatum, and there will be a workshop led by Mr. Ka'anā'anā and his team.

Mr. Dee asked Mr. Tatum to explain the shift in branding from Hawaii Tourism Authority to Hawaii Tourism. Mr. Tatum said that the change reflects a philosophy and thought process because tourism generates revenue and the State allocates the money, so HTA wants to make sure that people know it is not just about the revenue generated by taxes, but also investing back in the community. HTA is working with its public relations company to make sure that the community knows that what the industry does invests back in the community.

Mr. Atkins asked how we can let the public know that HTA is working on more than just the tourism industry (ie also investing back in the community)? Mr. Tatum responded that HTA is looking for candidates for the Director of Communications, and HTA is working with the public relations company to provide direction on their goal. He stated that, ideally, HTA will be more engaged in everything including activities like paddling and hula.

Mr. Atkins said that this year HTA had allotted \$500,000 to Kauai and the local community had contributed matching funds. The Chamber of Commerce wanted to have an event in which HTA presented the check to show HTA's buy-in. Mr. Atkins asked whether this might be a conflict with HTA's direction. Mr. Tatum said that if that is what they want and they believe it will help accomplish our goals in the community then that's great. HTA should not be saying how great it is but it is something tourism-generated, so we want to make sure that we are showing that.

6. Sports Strategy Update

Mr. Dee recognized Ms. Hughes to provide the sports strategy update. Ms. Hughes stated that there is \$1.5 million in the strategic sports fund, the total fund is \$8.135 million, and about \$33,000 is left after all of the outstanding contracts. Mr. Atkins asked if that included the money that was saved when the sports consultant contract ended. Ms. Hughes responded affirmatively but later corrected her response and said that there is \$258,000 left that was supposed to have been spent on the sports consultant. Mr. Fried asked whether HTA would be hiring another sports consultant and Mr. Tatum responded that it would not. Mr. Tatum said that there are great programs coming up including the LA Rams in August and the LA Clippers in October. HTA will be evaluating all of the programs to make sure that they are executed well and are worthwhile.

Mr. Tatum stated AVP will be returning in September. HTA recently held a meeting with AVP in which HTA asked AVP to be more engaged in the community, including clinics on the neighbor islands. He noted that the response from AVP was positive. In response to Mr. Fried's question, Mr. Tatum said that with input from the industry, board members, and the community, HTA will be able to vet the sports programs appropriately. Mr. Fried noted that the sports consultants had said they would bring events that HTA would not otherwise have had

access to, but he was not sure if they had actually delivered on that. However, they provided good metrics on how to evaluate these events.

Mr. Tatum said that there was a productive call with the LA Rams that week. The Rams are excited about coming to Hawaii and HTA is working with them to conduct clinics. Mr. Atkins asked for more information about what the Rams plan to do with the community around the island. Mr. Tatum responded that HTA is going to work with the Rams to start doing activities starting in June. John Monahan is working on media exposure and Mufi Hannemann from HLTA is working on engaging with the schools.

Ms. Hughes directed the Committee to the meeting packet which included a work plan that each sport event has that includes actions and deliverables. Mr. Dee said that these work plans have been missing in the past but they are put into contracts and allow for an effective debrief so that plans can be optimized. Mr. Dee asked whether the intent was to have these work plans for AVP and all future marquee events and Ms. Hughes responded in the affirmative.

Mr. Atkins asked whether any of the 2019-2020 marketing dollars will be needed to execute sports events in 2018-2019, and whether the Rams and Clippers are paid for in the 2018-2019 budget. Mr. Tatum said that the budget was reviewed and there was about \$4 million out the \$79 million left. With those leftover funds, HTA then looked at what could be done in regards to Hawai'i Island, a scholarship fund, and other projects. Mr. Togashi added that one multi-year is the PGA contract. Mr. Dee said that AVP is approved and the PacRim contract still to be evaluated for the future. Mr. Atkins asked whether the Rams was a one-time deal. Mr. Tatum said that the discussion with the Rams is to see how it goes and whether there's positive feedback from the community and from the exposure. Mr. Dee thanked the HTA staff for their work on the Rams deal, because the project plan in the Rams contract is detailed and unambiguous, and provides the best opportunity for a return to the state. On the AVP deal, there was a strong push for community involvement. The event was the season-ending tournament, with eight countries representatives, and HTA insisted on a purse that was equal for men and women.

Mr. Dee noted that the last strategy deck is still on Ascendent letterhead and AVP and a couple of other things are not included because they had not been finalized yet, but that he would send it to Ms. Hughes for her reference.

7. Island of Hawaii Recovery Program

Karen introduced a promotional video produced by HTJ that markets Hawaii Island to Japan. She noted that some of the shots showing lava may be removed. Ms. Hughes said that she and Eric Takahata have talked to some of the key hotels and their sales people for the Japanese market, and they expressed that they wanted something that tugged at the heartstrings but also with the message that the "Discover Hawaii" campaign articulates. Ms. Hughes said that she believed that the promotional video struck that balance. She added that the engagement on the video is approximately three minutes.

Ms. Hughes said that there is a brand ambassador named Nicole Ishida, a Japanese model, tv host, and journalist, whose favorite island is Hawai'i Island. There are plans for her to come to Hawaii Island to do a tie-in with a Japanese breakfast show, and to expand the "Discover Hawaii" campaign with outdoor expansion to Osaka, Nagoya, Sapporo, and Fukuoka. Although Delta Airlines is pulling out of Fukuoka, Hawaiian Airlines may be pulling in.

A Committee member asked who produced the promotional video. Ms. Hughes responded that HTJ produced it. Mr. Takahata said that the company that did the video is based in Japan and that it is the first video they have done for HTJ. They came and filmed once, but HTJ and the focus group were not satisfied so they returned and re-shot it. He noted that while retention on videos on Youtube is normally just a few seconds, the retention on this video is nearly three minutes.

Ms. Hughes said that HVCB going to Hawaii Island to do photoshoot to take advantage of the blue skies. The message is "the Story of Creation." There is new land, new beaches, and a crater that was once about 78 cubic yards is now 1.2 billion cubic yards. The messaging will also be that there has never been a better time to visit Hawaii Island and we have checked with our contractors and partners to ensure that there are good deals and that there are value offers to go along with the messaging.

Ms. Hughes recognized Mr. Tatum to present a project that he has been working on to promote Hawaii Island. Mr. Tatum said that HTA will be doing a bus tour to promote Hawaii Island, beginning on the West Coast and working its way up California. The tour plans to engage the television shows and wholesalers to get them excited about Hawaii Island. He added that an update will be provided at the next Board meeting. Mr. Monahan said that the volcano has changed and so this is a rebranding effort to show that this is the new brand of Hawaii. There is a new volcano, new black sand beaches, and a new crater. The bus tour is a kickstart of this rebranding effort. Mr. Atkins said that the air quality and visibility on Hawaii Island is vastly improved.

Kyoko Kimura asked whether this would be funded through emergency funding. Mr. Tatum said that this would be funded through new requests for money that HTA has not spent yet this year, but not from emergency funding. Mr. Dee said that he has heard from constituents, owners, and partners that they are struggling so anything that can be done will be appreciated.

Mr. Dee asked Rep. Onishi for the status of the short and long-term prospects for the recovery of Volcanoes National Park. Mr. Onishi said there have been challenges because the park administrator is currently on assignment to the mainland, so it has been challenging trying to communicate between the park service and the county. Right now, large tour buses are not being allowed in so the tour buses are off loaded outside of the park and visitors board smaller buses to enter the bus. He said that we need to figure out what the park service needs to address safety concerns, especially with the roadways. It would be a large step to be able to get the larger buses to the ranger station because that is where the visitor information and displays are. The county has been working with private land owners in Pahoehoe to see if they can

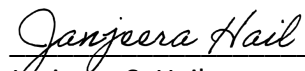
open a museum with artifacts from the Jagger facility, which was damaged but the artifacts contained therein were stored in various places. Part of the money being provided by the legislature is being put towards kick starting this effort.

8. Adjournment.

Mr. Dee thanked the Committee members for attending. He noted that there were no action items to report to the Board and that he would provide a summary to the Board about the meeting overall. Mr. Dee asked for a motion to adjourn the meeting. Mr. Kam so moved, and Mr. Atkins seconded the motion, which approved by all Committee members present.

The meeting was adjourned at 1:12 p.m.

Respectfully submitted:



Janjeera S. Hail
Recorder

Agenda item # 3:

Hawaii Recovery
Results – HTJ FY 2018
Emergency Marketing
Fund




Island of Hawai'i Recovery Phase 1, 2 & 3

March 27, 2019

HAWAII TOURISM

JAPAN

ハワイ州観光局



HTJ Recovery Initiatives

Phase 1 ~May 2018

Distribution of accurate information to the right people (consumers, travel industry partners and media)

Monitor the situation and media exposure on the volcanic activity

\$0

Phase 2 June 2018~

Approach Direct Consumers via sns, mail magazine, events, and media exposure.

Educate media through briefing sessions and press tours

\$250,000

Phase 3 July 2018~ March 2019

Coop with travel agencies & airlines (JL & HA) to promote travels by creating package tours; educate travel agencies through fam tours and seminars

HTJ, JL and HA to open a Island of Hawai'i café in **collaboration with Tommy Bahama Ginza**

\$450,000

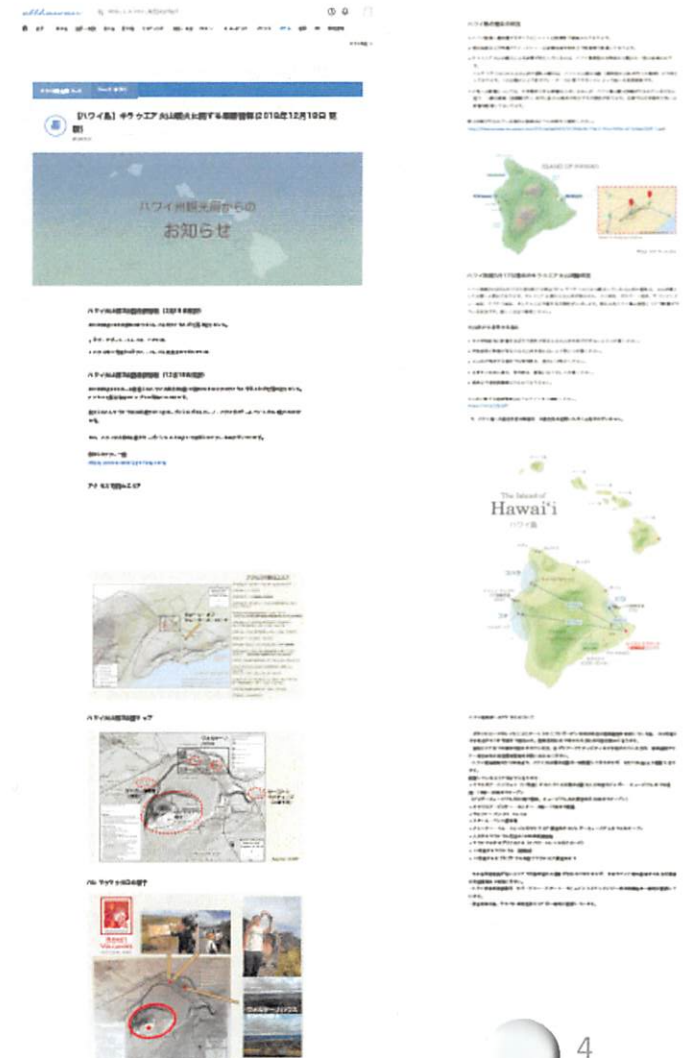
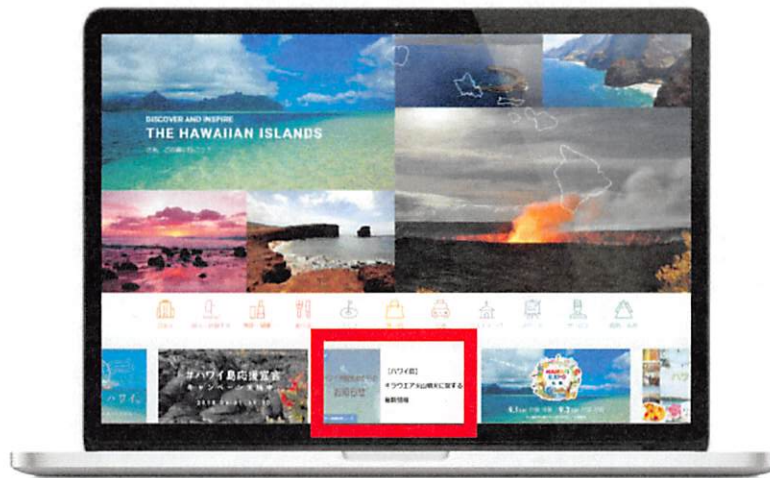
Phase 1



Phase 1: HTJ Volcanoes Latest News Alert

- Timely distribution of credible information and updates to Partners, Media and Consumers
- Close monitoring of market

<https://www.allhawaii.jp/htjnews/3009/>



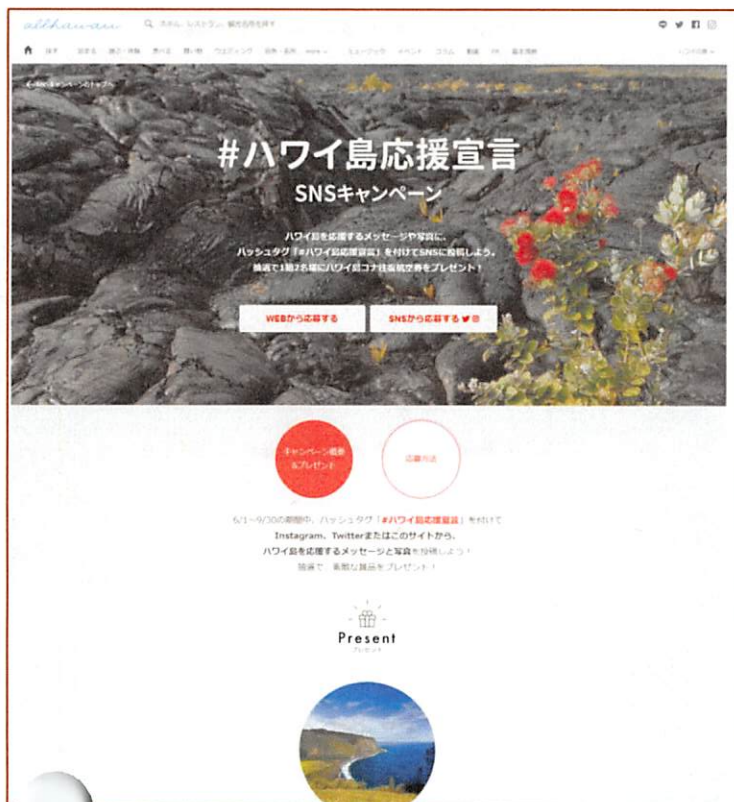
Phase 2
\$250,000

Phase 2: Consumer Campaigns (1)

Campaigns to promote and raise awareness of Hawai'i being safe:
Survey Campaigns, SNS Campaigns, # Campaigns, Consumer Events

- Over **11,200 consumers** participants for campaigns
- **7,091 consumers** to visit by summer 2019
- **177,000 attendees** at event (Aloha Tokyo)

Consumer Campaign



Consumer Event

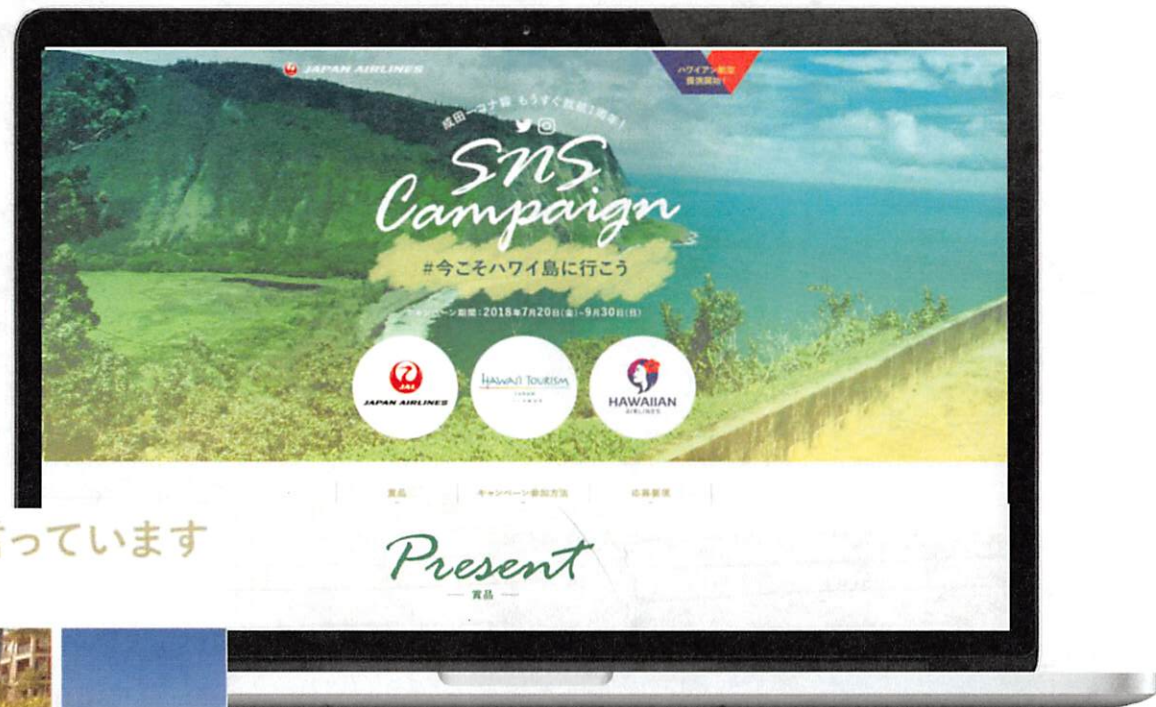


Phase 2: SNS Campaign (2)

Campaign Period: 7/20 – 9/30

Involve consumers by posting photos with **#今こそハワイ島に行こう**.

- **6,296 photos** were posted.
- **123,046 PV** (allhawaii, JAL, Yomiuri Online, and HA website)
- **111,752 UU** (allhawaii, JAL, Yomiuri Online, and HA website)



#今こそハワイ島に行こう #と、みんなが言っています



Phase 2: Press Tour 6/28-7/3

- Influential & effective media sources
- Total Instagram Impressions **500,000+++**
- Resulting exposure on online articles, SNS and Movie:
 - Online exposures : Total **14** articles
 - Impressions **153,955,375**
 - AVE **\$74,641.5**



Phase 2: Media Briefing & Travel Agent Briefing 7/19/18

Travel Agent & Media Briefing

- HTJ invited **37 journalists** and **34 travel agents** to a briefing session to diffuse accurate information
- HTJ created a detailed factbook which include facts on the volcano



Resulting Media Exposure

- 26** media exposures
- 2,162,143,252** impressions
- \$936,796.59** AVE



Phase 2: Community Engagement

- Digital distribution of video messages from local community on the island of Hawai‘i
- Residents, visitors, National Park rangers, cultural instructors, etc.
- Page Views: **120,000** Unique Users: **104,000**

<https://www.allhawaii.jp/htjnews/3121/>



ハワイ島から日本のみなさんへメッセージをいただきました！

2018.07.09



Phase 2: Community Engagement (Sample)

- Video message from Mr. Lanakila Managuil of the Hawaiian Culture Center of Hāmākua



Phase 2: Yomiuri Newspaper Advertisement

- Full page ad on national newspaper
- **30,563,799** impressions

Yomiuri Newspaper Online:
PV = 1,100,021



読売新聞

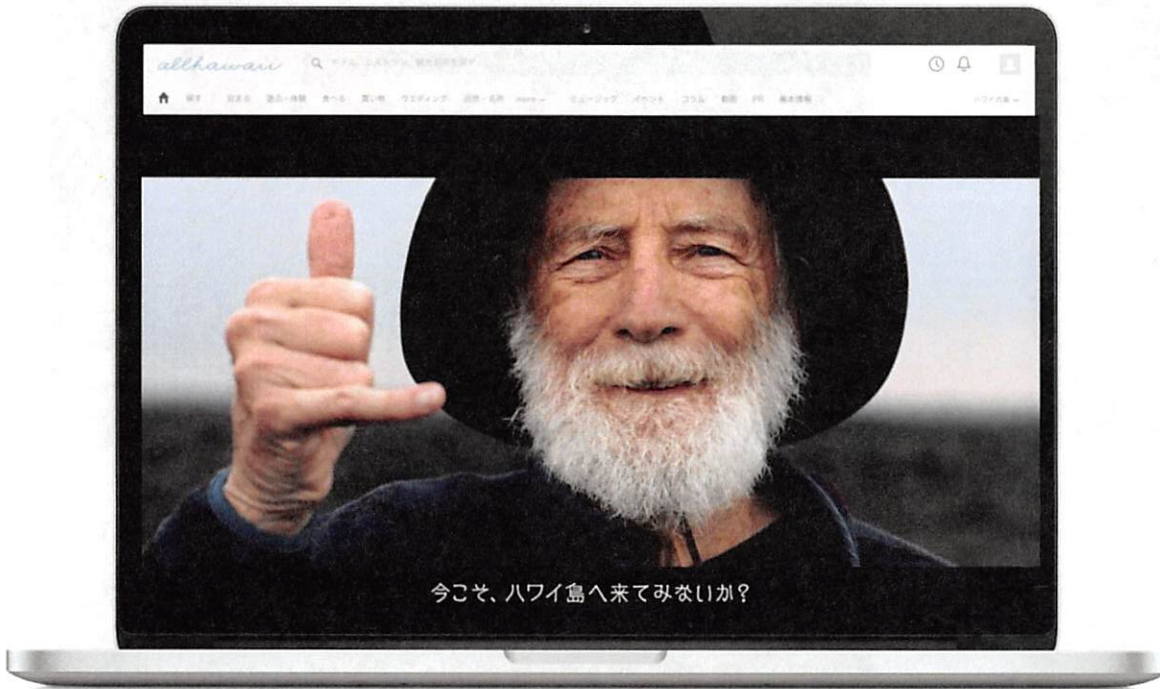
140年以上の歴史 世界最大の部数

読売新聞



Phase 2: Promotional Video Campaign

“Now is the time to go to the island of Hawai‘i” story video Launched 8/2/2018



Total Views: **796,149**

Facebook Post & Advertisement

Duration: Jun. 2018 – Aug. 2018
(Not Consecutive)

Facebook

- Reach: **308,895**
- Impression: **426,395**

YouTube

- Reach: **647,960**
- Impression: **324,593**



Phase 2: Pure TV Exposure

Total Ad Value: **\$23,307,558.83**

Total Impression: **25,227,496**



World Business Satellite, TV Tokyo (7/19/2018)
AVE: \$172,367 Imp: 2,844,380



Bankisha, Nihon TV (8/19/2018)
AVE: \$306,702.65 Imp: 5,538,736



Miraiseiki, TV Tokyo (8/22/2018)
AVE: \$448,043.18 Imp: 2,844,380



Ariyoshi Summer Holiday, Fuji TV (9/1/2018)
AVE: \$22,380,446 Imp: 14,000,000

Phase 2: Media Tie-ups & Assists

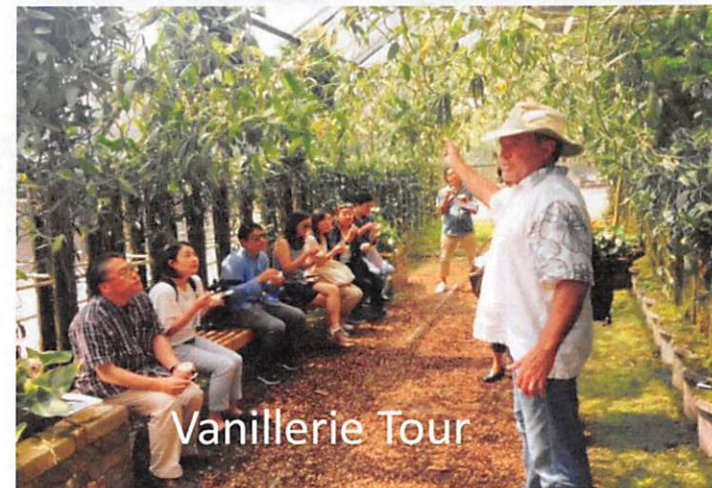
Total Impression: **10,792,271,518**

Ad Value: **\$6,012,333**



Phase 2: Travel Agent Planning Dept. FAM Tour

- **15 representatives** from **5 major wholesalers** (ANA Sales, H.I.S., JALPAK, JTB & KNT-CT) from 6/28 – 7/1
- Update current Kīlauea Volcano situation through collaborative initiatives with IHVB
- Conducted One-on-One meetings with island of Hawai'i Stakeholders (**7 companies**)



Phase 2: Media & Consumer Event (JAL x HA x IHVB x HTJ)

- Events such as hula shows and ukulele performances were held from 7/20 – 9/30
- **30 journalists** attended preview event on 7/19/2018
- Media Exposure
152 online exposures, **1** TV exposure (5 min 20 sec)
7,999,898,508 impressions
\$737,807 AVE
- Over **10,000 consumers** reached



Phase 2: JAL x HA x HTJ Campaign Site Launch

Launched on July 19, 2018

<https://www.allhawaii.jp/gohawaii>



SNS Campaign information

Events on island of Hawaii

Travel Agent tour information

Latest volcano information

Tommy Bahama Ginza Fair Details

Database (Sightseeing spots, shops, restaurant) on island of Hawaii

Phase 3
\$450,000

Phase 3: New Promotional Video Advertisement



Total Views: **2,551,129**



Facebook and YouTube Advertisement

Duration: Nov. 2018 – Mar. 2019



Facebook

- Reach: **13,148**
- Impression: **27,153**

YouTube

- Reach: **3,532,270**
- Impression: **1,335,958**

Phase 3: 360° VR

- Created VR videos of the island of Hawai'i, featuring **12** activities other than Volcanoes National Park

<https://www.360ch.tv/>

- Monthly Viewers: **300,000 – 400,000**
- Online platform for virtual reality related contents



Hiking



Horseback Riding



Snorkeling



Helicopter Tour



Hilo Town



Kailua Kona Town



Kona Coffee Living History Farm



Lauhala Weaving

Phase 3: Media Tie-ups & Assists

Total Ad Value: **\$12,264,986** Total Impression: **26,406,375**

Media: Hawaii Style

Date: 9/25/2018; Pages: 6P
AVE: \$138,267 Imp: 280,000



Media: alohastreet

Date: 11/20/2018; 4 Pages
AVE: \$111,032.78 Imp: 301,000



Media: Otona no Hawaii

Date: 12/29/2018; 30 Pages
AVE: \$1,691,900.77 Imp: 385,000



Media: Aloha Express

Date: 4/20/2019; Pages: 25P
AVE: \$54,997 Imp: 350,000



Media: Nijjiro Jean (TV)

Date: 1/12/2019
Duration: 20 min
AVE: \$7,879.52
Imp: 7,500,000



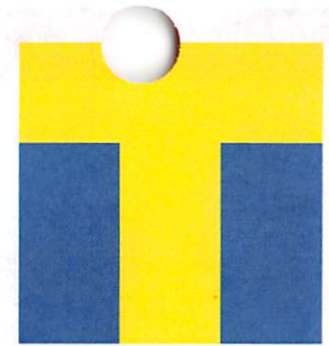
Phase 3: CCC T-Point Card Member

(Largest nationwide point reward system; 67.8 million members)

- Refined the extensive T-Point consumer database to a target sample
 - Sample characteristics: Avid travelers, nature lovers; high potential to visit
 - Refined to 120,000 T-Point card members

Campaign Overview

- Sample target received an appealing Q&A email highlighting the traits of the island
- Inquisitive questions creating desires to seek further information
- Respondents were directed to the island of Hawai'i landing page on allhawaii
- **83,348** consumers visited allhawaii through the campaign (**77,426 new**)



T-POINT

答えてお得なQ&A

※ (*) のマークがついた設問は、必須回答です。

■ Q2 *

下記はハワイ州観光局からの質問です。

ハワイ島は、6つのハワイ諸島の中でも、最も新しく、四国の約半分と言われる広大な島です。
ハワイ島は、オアフ島（ワイキキなどがある島）と異なり、雄大な大自然を感じることができます。



答えてお得なQ&A

※ (*) のマークがついた設問は、必須回答です。

■ Q3 *

下記はハワイ州観光局からの質問です。

ハワイ島を楽しむ上で欠かせないのは、火山・海・星空など豊かな自然とともにハワイの歴史・文化に触れることができるアクティビティです。



Phase 3: Travel Trade Media

- Feature island of Hawai'i on various travel trade Media

Wing Travel
Reach: 176,000



Travel Journal
Reach: 7,000



Edu-Tourism Institute
Reach: 82,000



Phase 3: Wholesalers

Exclusive Package Tours

Travel Agents	HIS, JALPAK, JTB and Hankyu
Number of Packages	Total 11 package brochures
Number of Bookings	12,762 pax
Brochures Distributed	1,838,000 copies
Exposure	5,168,000



allhawaii

https://www.allhawaii.jp/gohawaii



満足が見える旅へ



満足が見える旅へ



Phase 3: Wholesalers – Education

Webinars & FAMs

Webinar

- 60 travel industry representatives participated
- Shared updated information relating to the volcano
- Provided new developments on the island

FAM

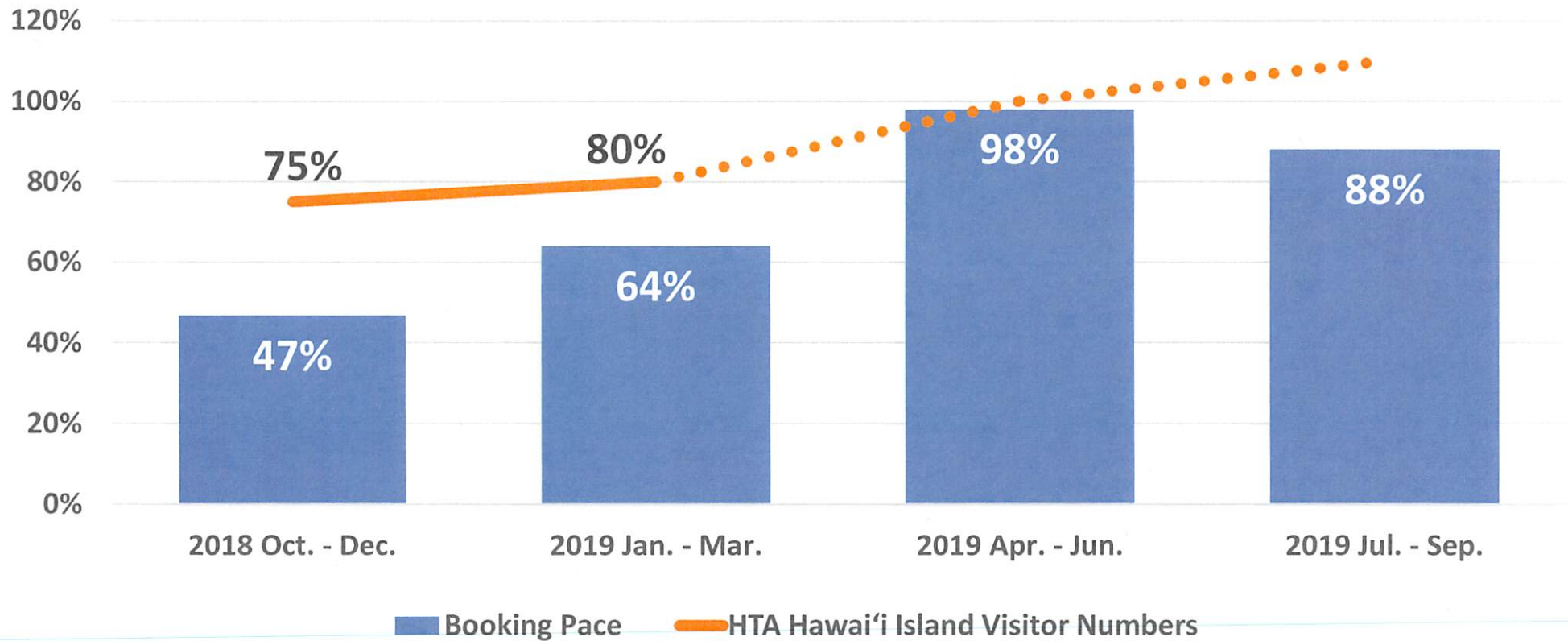
- Invited 21 representatives from 12 companies
- Meetings with local suppliers
- Participation in activities



Phase 3: Conclusion

- Gradual growth in visitors since the allocation of funds
- Aim for visitors to surpass 2018 levels by September (+110%)

Major Wholesaler YoY Booking Pace



*2019 Jan. – Mar. “HTA Hawai'i Island Visitor Numbers” includes only data for January

2018 Hawai'i Island Recovery Campaign Report

Overview:

Recovery funds were released to:

- Promote/message the safety of Hawai'i Island post eruption
- Stimulate downturn in bookings due to eruption event

Overall plan consisted of 3 phases

- Phase 1/Distribution of accurate information to consumer and industry (May 2018)
 - Monitoring
- Phase 2/Consumer direct messaging (June 2018 ~)
 - Media education
- Phase 3/Travel industry co-op/collaboration (July 2018 – March 2019)

Amount: \$700,000

Duration: June 2018 – March 2019

Phase 1

HTJ Volcanoes Latest News Alert

- Timely distribution of credible information to partners, media and consumers
- Close monitoring of market

Phase 2: \$250,000

Consumer Campaigns:

Campaigns to promote and raise awareness of Hawai'i Island and Hawai'i being safe
Survey campaigns, SNS campaigns, hashtag campaigns, consumer events

- Over 11,200 consumer participants throughout campaigns
- 7,091 consumers declared visiting within one year
- 177,000 attendees at events
- 6,296 photos posted on SNS with campaign hashtag

Press Tour (6/28 – 7/3):

Invited influential and effective media sources

Total Instagram impressions over 500,000

Resulting exposure:

- 14 total articles
- 153,955,375 impressions
- AVE of \$74,641.50

Media & Travel Agent Briefing (7/19):

Organized briefing session for 37 journalists and 34 travel agents to diffuse accurate information

Created a factbook about the island as supplemental material

Resulting exposure:

- 26 media exposures
- 2,162,143,252 impressions
- AVE of \$936,796.59



Community Engagement:

Digital distribution of video messages from the local community including residents, visitors, park rangers and cultural instructors

allhawaii.jp page statistics:

- 120,000 page views
- 104,000 unique users

Yomiuri Newspaper Advertisement:

Commissioned full-page ad on national newspaper

- 30,563,799 impressions

Article was also published on the Yomiuri Newspaper’s online medium

- 1,100,021 page views

Promotional Video Campaigns:

The “Now is the time to go to the island of Hawai’i” story video was launched on YouTube (8/2/2018)

- 796,149 total views

Online advertisements on certain weeks between June and August

Facebook Ad:

- 308,895 reached
- 426,395 impressions

YouTube Ad:

- 647,960 reached
- 324,593 impressions



Pure TV Exposure:

Total Ad Value of \$23,307,558.83; Total impressions were 25,227,496

Name	Date	Network	AVE	Impressions
World Business Satellite	7/19	TV Tokyo	\$172,367	2,844,380
Bankisha	8/19	Nihon TV	\$306,702.65	5,538,736
Miraiseiki	8/22	TV Tokyo	\$448,043.18	2,844,380
Ariyoshi Summer Holiday	9/1	Fuji TV	\$22,380,446	14,000,000

Media Tie-ups & Assists:

Supported various travel related media such as AGORA, Skyward and Crea

- 10,792,271,518 total impressions
- \$6,012,333 ad value

Travel Agent Planning Dept. FAM Tour (6/28 – 7/1):

15 representatives from 5 major wholesalers (ANA Sales, H.I.S., JALPAK, JTB and KNT) participated

Shared updates on the situation relating to Kilauea through collaborative initiatives with IHVB

Conducted one-to-one meetings with local stakeholders



Media & Consumer Event (JAL x HA x IHVB x HTJ) (7/20 – 9/30):

Events such as hula shows and ukulele performances were held at a Hawai'i themed venue

30 journalists attended a preview event on 7/19

Over 10,000 consumers reached

Resulting media exposure:

- 152 online exposures
- 1 TV exposure (5 min. 20 sec. run-time)
- 7,999,898,508 impressions
- AVE of \$737,807



JAL x HA x HTJ Campaign Site launch:

A special collaborative site was launched on 7/19

Contents include:

- SNS Campaign information
- Travel Agent product information
- Local events
- Volcano related updates
- Consumer event details
- Database (sightseeing spots, shops, restaurants)

Phase 3: \$450,000

New Promotional Video Advertisements:

- 2,551,129 total views

Online advertisements on certain weeks between Nov. 2018 – Mar. 2019

Facebook Ad:

- 13,148 reached
- 27,153 impressions

YouTube Ad:

- 3,532,270 reached
- 1,335,958 impressions

360 Degree VR:

Created VR videos of the island of Hawai'i, featuring 12 activities other than Volcanoes National Park
Diffused contents on an online platform for VR contents

- 300,000 – 400,000 monthly viewers

Media Tie-ups & Assists:

Total Ad Value of \$12,264,986; Total impressions were 26,406,375

Name	Date	Length	AVE	Impressions
Hawaii Style	9/25/2018	6 Pages	\$138,267	280,000
alohastreet	11/20/2018	4 Pages	\$111,032.78	301,000
Otona no Hawaii	12/29/2018	30 Pages	\$1,691,900.77	385,000
Nijihiro Jean	1/12/2019	20 Minutes	\$7,879.52	7,500,000
Aloha Express	4/20/2019	25 Pages	\$54,997	350,000

CCC T-Point Card Member:

CCC's T-Point is the largest nationwide point reward system; 67.8 million members

Refined the extensive T-Point consumer database to a target sample

- Sample Characteristics: Avid travelers, nature lovers; consumers with high potential to visit
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Travel Trade Media:

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- Wing Travel: reach of 176,000
- Travel Journal: reach of 7,000
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Wholesalers:

Exclusive package tours (H.I.S., JALPAK, JTB and Hankyu)

- Number of packages: 11 brochures
- Number of bookings: 12,762 pax
- Brochures distributed: 1,838,000 copies
- Exposure: 5,168,000

Wholesalers – Education (Webinars & FAMs):

Webinars

- 60 travel industry representatives participated
- Shared updated information relating to the volcano
- Provided new developments on the island

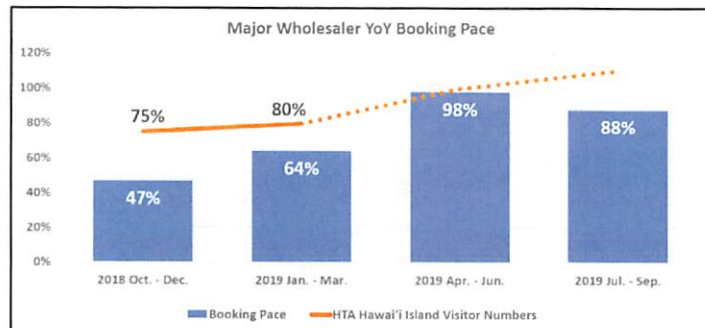
FAM

- Invited 21 representatives from 12 companies
- Meetings with local suppliers
- Participation in activities



Conclusion:

- Gradual growth in visitors since the allocation of funds
- Aim for visitors to surpass 2018 levels by September (+110%)



Agenda item # 4:

Hawaii Island Recovery
Results – HTUSA FY
2019 Emergency
Marketing Fund



ISLAND OF HAWAII RECOVERY: RESULTS

March 27, 2019

Island of Hawai'i

Program Overview & Timeline

FY'2019

JULY 2018

AUGUST 2018

SEPTEMBER 2018

OCTOBER 2018

NOVEMBER 2018

DECEMBER 2018

(Consumer Media, Travel Industry Crisis Communications, and #ExploreIslandofHawaii Social Media Program Continue)

Island-wide Photo Shoot. (Consumer Media, Travel Industry Crisis Communications, and #ExploreIslandofHawaii Social Media Program Continue)

Updated content from photo shoot utilized for #ExploreIslandofHawaii Social Media Program. (PR program continues)

Created Rooted Video assets w/HVNP Ranger. Hosted NCL media and customer event on-island. (PR & social media programs continue)

Industry-Partnership based Conversion Campaign launches. (Paid social and digital campaigns and PR continue)

HVNP Rooted Video media buy. (Industry-Partnership based Conversion Campaign, and PR & social media continue)

FY'2019 Phase II Budget: \$1,200,000

Island of Hawai'i

Program Overview & Timeline

FY'2019 (cont.)

JANUARY 2019

FEBRUARY 2019

MARCH 2019

(Industry-Partnership based Conversion Campaign, and PR & social media continue, Significant Statewide Baseline media running nationally)

(Industry-Partnership based Conversion Campaign, and PR & social media continue, Significant Statewide Baseline media running nationally)

HVNP Rooted Video month-long media buy. West Coast statewide sales blitz. (PR & social media continue)

Continuation of FY'2019 Phase II Budget: \$1,200,000



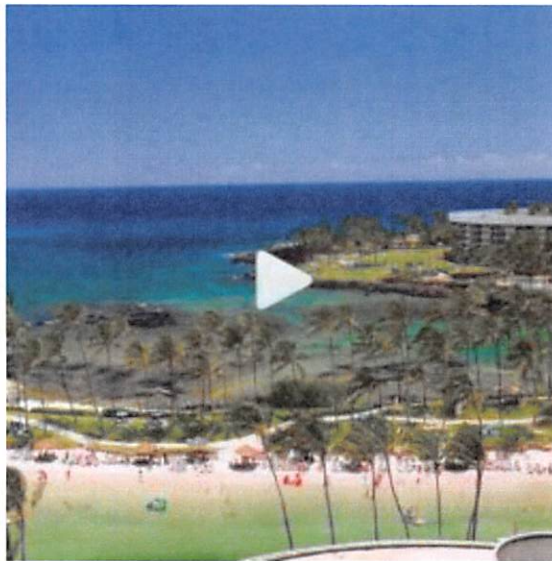
PERFORMANCE RECAP

I. DIGITAL MEDIA



PERFORMANCE

#EXPLOREISLANDOFHAWAII



hitonawakaloavillage • Following
Waikoloa Village

hitonawakaloavillage Trade winds and blue skies today! 🌴🌊 #ExploreIslandOfHawaii #WaikoloaVillage

Load more comments

foreverms.young13 @young216 I'm ready to go home to @hitonawakaloavillage

jennifer.crossan @hitonawakaloavillage thanks I was wondering the same thing. Did you say they are still offering helicopter tours to see the volcanoes?

hitonawakaloavillage @jennifer.crossan yes blue Hawaiian helicopters is across the highway from the resort

jbisendingo81 @nabibandean

👍🗨️
82,465 views

Add a comment



wakoloabeachrh • Follow
Waikoloa Beach

wakoloabeachrh It's your first day in Waikoloa. Lay out by the pool or paddle out to sea?

View all 3 comments

urb5127 @unigerry ALMOST TIME

ibsebsfamily See you next week! Can't wait!

wakoloabeachrh @dadedfamily No can wait! Paradise will be all yours in no time.

👍🗨️
190 likes

Add a comment

Reach: 4,876,231
Impressions: 18,095,314
Video Views: 179,607



fshualalai • Follow
Four Seasons Resort Hualalai

fshualalai Dive right in to our evening sunsets. Nightly shows provided by Beach Tree pool #FShualalai #FourSeasons @tatyamaday

Load more comments

champagnebythesea Oh the perfect spot for a sunset! 🌅

vero_foo beautiful 🌴🌴🌴

iamsheyz @charlesedwardlow shall this be on our list?

charlesedwardlow @iamsheyz sure! Eastern Europe first?

iamsheyz @charlesedwardlow yes yes, definitely! Eastern Europe first!

ariadna-photographs Love it

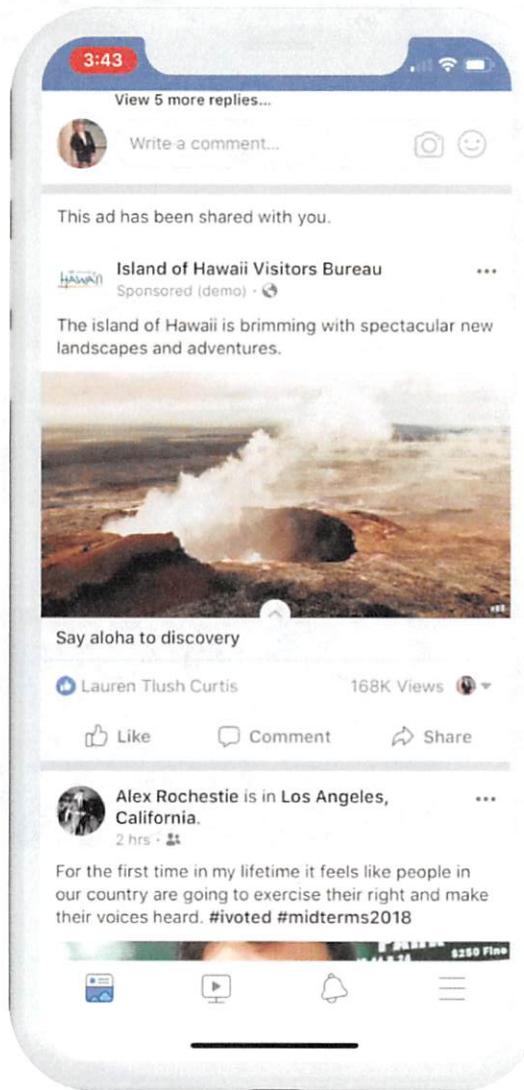
antranfashion Stunning sunset

nhababihaidar @ai_nasha

👍🗨️
2,459 likes

Add a comment

PERFORMANCE




Instant Experience


- **Reach:** 2,150,342
- **Impressions:** 6,061,145
- **Instant Experience View Time:** 00:19
(9.5x the average video view time for all 2018 video content)

PERFORMANCE



 **Island of Hawaii Visitors Bureau** ...
Sponsored · 🌐

Land. Air. Sea. There are so many ways to #ExploreIslandOfHawaii and there's never been a better time to go.



👍 Like 💬 Comment ➦ Share

Editorial Mini-Story

Reach: 1,119,965

Impressions: 6,693,185

PERFORMANCE

Video Moments/Clips



Pu'u'ō'ō



'Akaka Falls



Hawai'i Forest
and Trail Waterfall



Umauma
Zipline

Reach: 1,698,747

Impressions: 10,601,536

PERFORMANCE

Photo Carousels



Island of Hawaii Visitors Bureau ...
Sponsored · 🌐

The island of Hawaii expanded its coastline from Kilauea's lava flow. Come see the new views. #ExploreIslandofHawaii



From Kilauea Volcano [Learn More](#) **to the ne coastline**

Lava
Carousel

Island of Hawaii Visitors Bureau ...
Sponsored · 🌐

A romantic getaway that's so much more than just sandy beaches. #ExploreIslandofHawaii



Ready? [Learn More](#) **Set.**

Love
Carousel

Reach:
1,119,965
Impressions:
6,693,185

PERFORMANCE

Lonely Planet Articles



Lonely Planet
Article 1



Lonely Planet
Article 2



Lonely Planet
Article 3

Reach: 1,106,428
Impressions: 1,635,100



PERFORMANCE RECAP

II. PUBLIC RELATIONS



NEWS BUREAU MEDIA OUTREACH AND PROACTIVE COMMUNICATIONS

DAILY BEAST



LAVA TRIPS



The Surprising Tourism Bump From Hawaii's Spewing Volcano



'If people are concerned, they shouldn't be,' one tourist said. 'They should come on. Other than a little haze in the air, they wouldn't know anything was happening.'



KIM STEUTERMANN ROGERS 05.30.18 4:42 AM ET

- Number of Interviews = 50
- Media Relations = 81

Mashable

Science

Don't let lava stop you from visiting Hawaii

UPDATE

Hawaii Eruptions Have Disrupted Tourism, but Fears May Be Exaggerated

The Hawai'i Volcanoes National Park remains closed, but the eruptions of Kilauea may actually be providing new options for travelers.

Los Angeles Times

NATION

Hawaii assures travelers it's open for business as erupting volcano makes tourists skittish



By HEIDI CHANG MAY 28, 2018 | 3:00 AM | HONOLULU



CNN Travel's 19 best places to visit in 2019

CNN Travel editors • Updated 3rd March 2019

Hawaii Island, United States



Kilauea Volcano's Halemaumau crater is back to being a tourist attraction.

C. Pancheta/U.S. Geological Survey/AP

After a few shaky months, Hawaii Island is back, warmly welcoming visitors to its slice of paradise.

Mic

Out of Office



Native Hawaiians see a silver lining to destruction caused by recent volcanic eruptions

By Jackie Bryant | Aug. 16, 2018



Skift.

News Research Conferences Newsletters Advertising



Destinations

Hawaii Tourism Officials Seek to Calm Travelers After Volcano Eruption

Dan Peltier, Skift - May 07, 2018 5:35 pm



AFAR

TRAVEL GUIDES INSPIRATION TIPS - NEWS HOTELS JOURNEYS SUBSCRIBE

Home > Travel Guides > Under review > Hawaii

Why This Year Is the Best Time to Visit Hawaii

By Lindsey Matthews 2/11/2019

CALLED ON TRUSTED TRAVEL EXPERTS

Forbes

MAY 31, 2018 @ 01:33 PM 15,302

2 Free Issues of Forbes

Don't Cancel Your Trip To The Big Island: Hawaii Is Not Only Safe To Visit, It Needs Our Love



Kim Westerman, CONTRIBUTOR

Luxury and family travel, food destinations, wine and coffee trends. [FULL BIO](#) ▾

Opinions expressed by Forbes Contributors are their own.



Don't let volcanoes, other irrational travel fears, ruin your summer vacation

Christopher Elliott, Special to USA TODAY Published 6:00 p.m. ET June 3, 2018

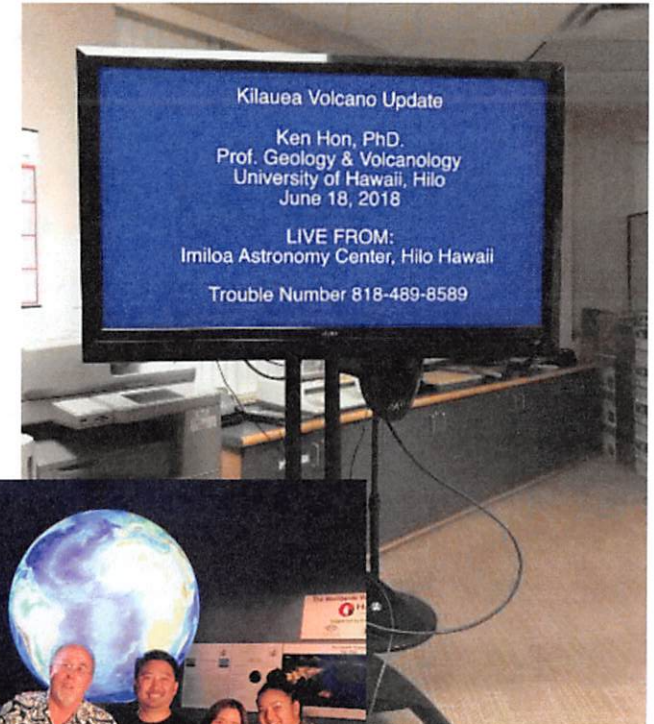
SATELLITE MEDIA TOUR

SMT Results

- Total number of TV and radio stations = 31
- Total broadcast audience to date = 12.3 million

Additional Activity

- Created VNR package and shared with GMTs



Kilauea Volcano Update



NORWEGIAN CRUISE LINE EVENT

- Co-hosted private event in Hilo for media and travel trade partners
 - 12 media in attendance

The image is a screenshot of a news article on the USA Today website. At the top, the navigation bar includes the USA Today logo, menu items for NEWS, SPORTS, LIFE, MONEY, TECH, TRAVEL, and OPINION, a weather icon showing 39 degrees, and links for CROSSWORDS, MORE, and a search icon. A blue 'Subscribe' button is visible on the right. Below the navigation bar is a red banner with the text 'BREAKING NEWS California governor will freeze the death penalty, says it's 'fundamentally immoral' and biased' and a 'Read Story' link. The main article title is 'Deal watch: Norwegian Cruise Line touts free air for Hawaii trips'. The author is listed as 'Gene Sloan, USA TODAY' and the publication date is 'Published 8:25 a.m. ET Oct. 4, 2018 | Updated 12:58 p.m. ET Oct. 7, 2018'. Social media sharing icons for Facebook and Twitter are visible on the left side of the article.

USA TODAY NEWS SPORTS LIFE MONEY TECH TRAVEL OPINION 39° CROSSWORDS MORE [Subscribe](#) [Sign In](#)

BREAKING NEWS California governor will freeze the death penalty, says it's 'fundamentally immoral' and biased [Read Story](#)

Deal watch: Norwegian Cruise Line touts free air for Hawaii trips

Gene Sloan, USA TODAY Published 8:25 a.m. ET Oct. 4, 2018 | Updated 12:58 p.m. ET Oct. 7, 2018

MEDIA BLITZ – LA, SAN FRANCISCO, NYC

- Los Angeles
 - Met with 18 media
- San Francisco / New York
 - Met with 32 media/influencers



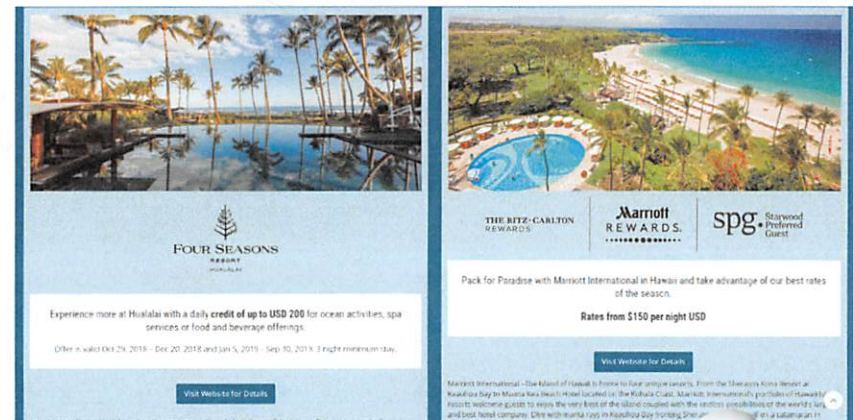
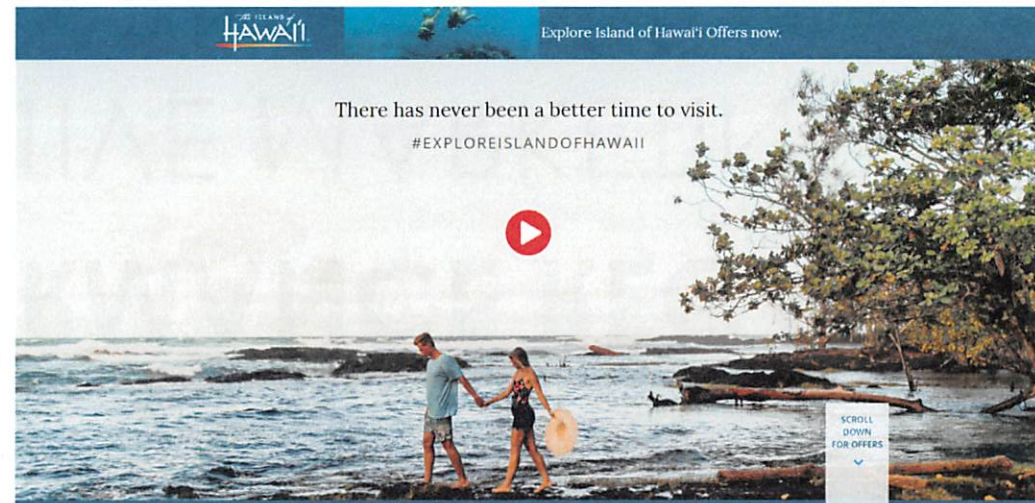


PERFORMANCE RECAP
III. COOPERATIVE MARKETING



ISLAND OF HAWAII COOPERATIVE MARKETING

- A targeted and tactical conversion campaign to drive bookings to island of Hawai'i in Q4 2018 – Q1 2019
- Leverages off and flights in coordination with the consumer marketing brand media
- Tactical/conversion media drives to *HawaiiSpecialOffers.com* landing page featuring partner offers
- Direct book with island of Hawai'i partners




ISLAND OF HAWAII COOPERATIVE MARKETING

- Fall Program

Results to Date

- SEM Impressions 956,334
+39% over delivery
- Sojern Impressions 7,619,110
+34% over delivery
- Site Re-targeting 4,198,319
+332% over delivery
- Clicks 59,451
- Number of Partners 8



**There has never been
a better time to visit.**

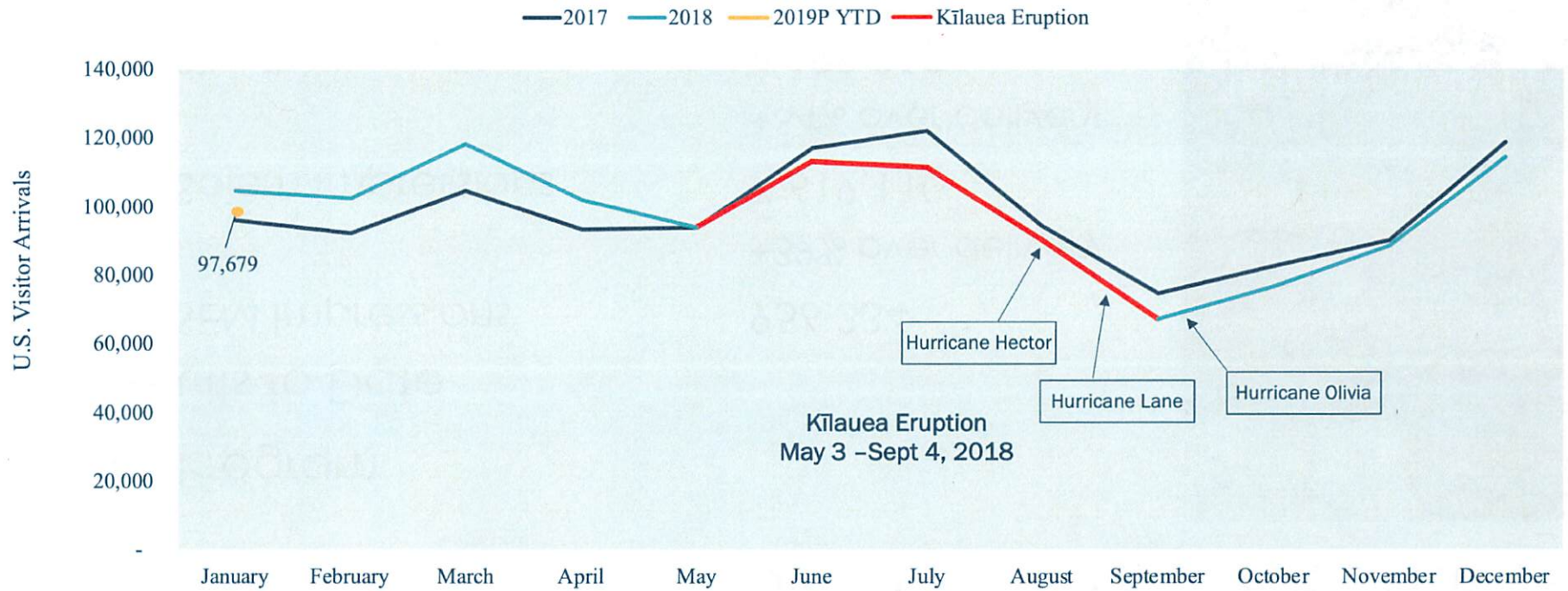
EXPLORE OFFERS

The ISLAND of
HAWAII™

One of the HAWAIIAN ISLANDS

Total Visitation to Island of Hawai'i

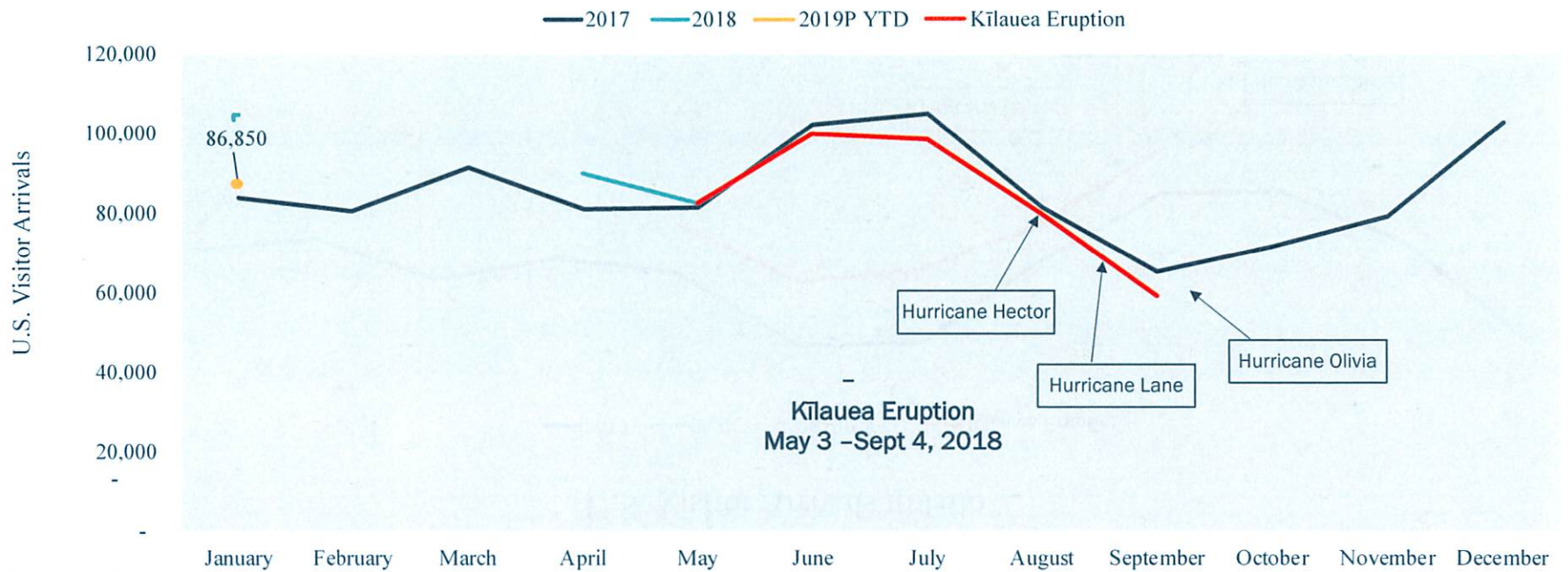
Total U.S. Visitors



Source: HTUSA analysis of HTA data, 2017-P2019

Visitation to Island of Hawai'i – Kona

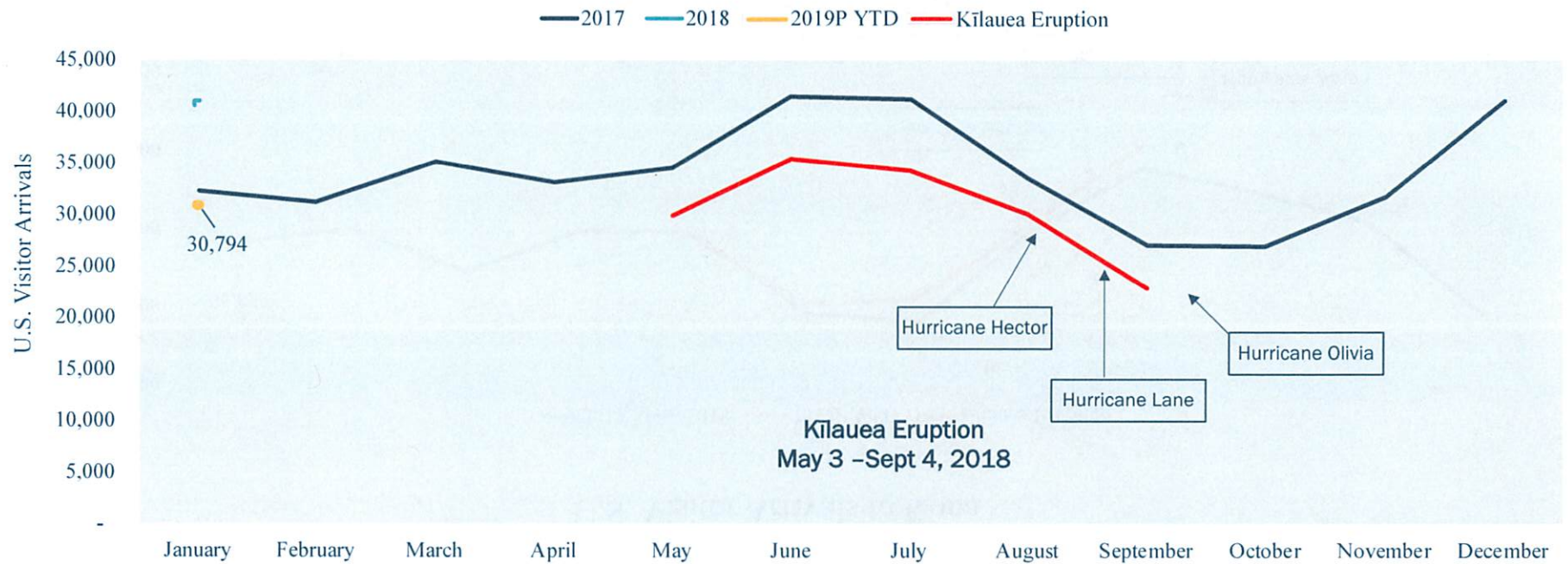
U.S. Visitor Arrivals to Kona



Source: HTUSA analysis of HTA data, 2017-P2019

Visitation to Island of Hawai'i — Hilo

U.S. Visitor Arrivals to Hilo



Source: HTUSA analysis of HTA data, 2017-P2019



MAHALO

Agenda item # 5:

Hawaii Island Recovery
Efforts – Proposal for
Continued Emergency
Funding HTJ



**2019 Additional Branding Campaign
3/14/2019**

Overview

Additional funds will be utilized to expand the reach of the re-branding campaign

- Additional Hakken Hawai'i (Discover Hawai'i) branding campaign
- Adding additional Hawai'i Island assets to the digital campaign
- TV tie-ups
- Regional newspaper

Hakken Hawai'i (Adventure in Hawai'i) Promotion Video



Hakken Hawai'i (Adventure in Hawai'i) Campaign Concept

about 発見 E KII
KĀUA ハワイ

The promotional concept focuses on sharing various facts through **numbers**, relating to Hawai'i's vast nature, history, culture, activities and gourmet selections with **impactful** and/or **surprising** statistics to facilitate the **discovery** of unknown **appeals** that can be found in Hawai'i.

Hakken Hawai'i (Adventure in Hawai'i)

Poster



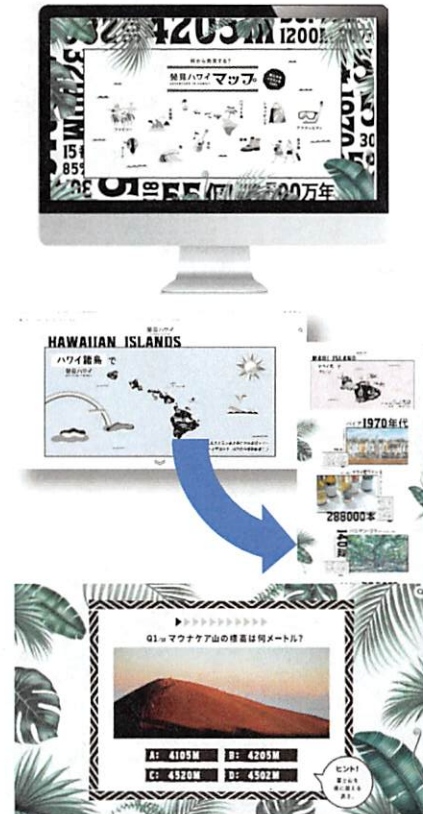
Booklet



Pamphlet



Web (allHawaii)



Hakken Hawai'i (Adventure in Hawai'i) OOH Digital Signage (\$600K)

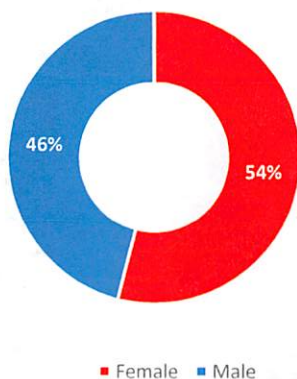


Hakken Hawai'i (Adventure in Hawai'i)

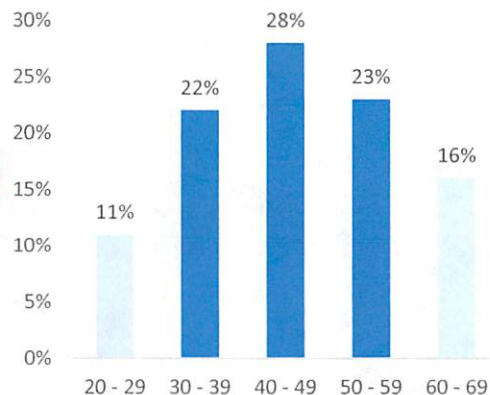
OOH Taxi Signage



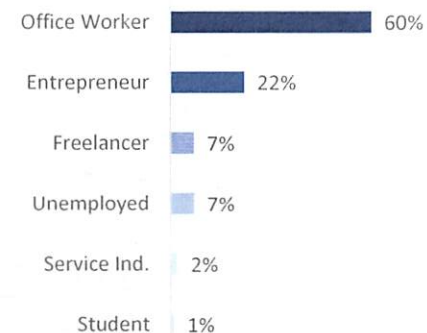
Gender



Age



Occupation



サイネージ導入タクシー会社一覧



東京都内
サイネージ設置台数^{※1}
July
32,000 taxi

月間リーチ人数
700万人

都内タクシー利用者
カバー率^{※2}
40%

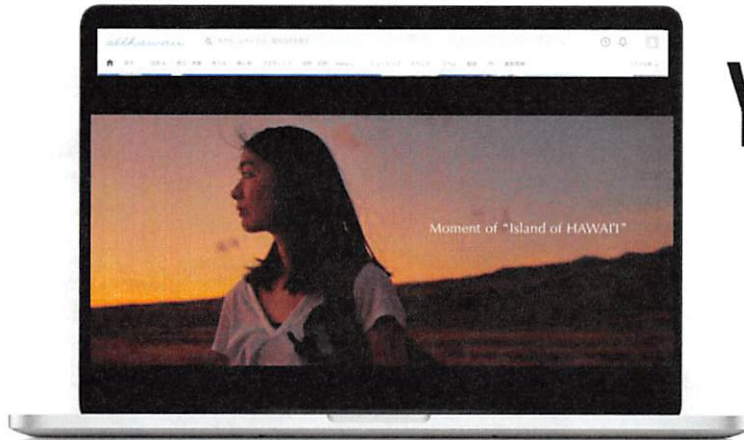
タクシー利用者
乗車平均時間
18分

ビジネス層利用率
(会社員・公務員・自営業・経営者)
80%以上

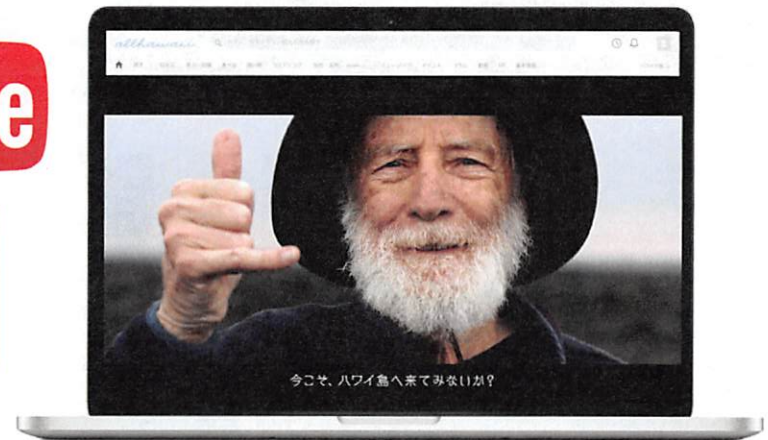
タクシー利用頻度
月間平均11回以上
30%

Digital Ad, and SNS Ad (\$300K)

“Moment of Island of Hawai’i”
Story Video



“Now is the time to visit the
Island of Hawai’i” Story Video



Digital Marketing

Tver (TVer.jp)

Official portal site for public TV Stations

Users can view favorite shows at anytime from anywhere on any device

Sole platform to view TV contents digitally



0テレ tv asahi TBS TV TOKYO フジテレビ

TVer 良・マイノリティ 音楽劇 日本知らず 音楽 映画 海外ドラマ 映画 海外ドラマ 映画 海外ドラマ
ホーム ランキング まもなく配信終了 ドラマバラエティ 報道・ドキュメンタリー アニメ スポーツ その他

ランキング

 <p>1 義母と娘のブルース 第6話 TBS 8月14日(水)放送分</p>	 <p>2 高嶺の花 第6話 TBS 8月15日(木)放送分</p>	 <p>3 絶対零度〜未然犯罪潜入捜査〜 #6「製菓職人の怒しき責務」 TBS 8月17日(土)放送分</p>	 <p>4 健康で文化的な最低限度の… #5「親子の絆を解け! 半田vs京橋」 関西テレビ 8月17日(土)放送分</p>	 <p>5 グッド・ドクター #5「天才少年の歌声が再演に! 妻・スゴシロ! 結婚出来なかった」 TBS 8月17日(土)放送分</p>
 <p>6 この世界の片隅に 第5話 TBS 8月17日(土)放送分</p>	 <p>7 刑事7人 (2018) 第6話 テレビ朝日 8月17日(土)放送分</p>	 <p>8 マツコの知らない世界 「手持ち花火&益種りの世界」 TBS 8月14日(水)放送分</p>	 <p>9 サバイバル・ウェディング 第5話 日本テレビ 8月17日(土)放送分</p>	 <p>10 ラストチャンス〜再生活〜 第5話 フジテレビ 8月17日(土)放送分</p>

Digital Marketing

360 Channel (360ch.tv/)

Online platform for viewing 360 degree VR contents

Multi-device compatible (e.g. VR Head-mount Display, Smartphones, PCs)

300,000 – 400,000 monthly views

The screenshot displays the 360 Channel website interface. At the top, there is a navigation bar with categories such as HOME, 購入済 (Purchased), レンタル・購入 (Rental-Purchase), パラエディ (VR PEDIA), グラビア (GRAVIA), レディース (LADIES), VTuber (Virtual YouTuber), 音楽 (MUSIC), アニマル (ANIMAL), 旅 (TRAVEL), スポーツ (SPORTS), 映画 (CINEMA), トラベル (TRAVEL), ドキュメンタリー (DOCUMENTARY), and ウォッチリスト (WATCH LIST). The main content area features a large banner for '高橋優 田 CARAVAN MUSIC FES 2018' and a section for '君は僕のネコ' (You are my cat) with a 'VR' tag. Below this, there is a '急上昇動画' (Rising Videos) section with several video thumbnails, each with a '無料' (Free) tag and a duration. The thumbnails show various scenes from the 'You are my cat' series, including a man lying down, a group of people, and a man sitting at a table. The video titles and descriptions are as follows:

- 君は僕のネコ (出演：北川尚弥) 06:14
- 《見逃し配信》『THE RAMPAGE』オアシズ“大忘年会2018” 特典映像も収録！見逃し配信公開！(01:41)
- 君は僕のネコ〜4人の飼い主セット〜 (出演：小南光司、宮崎崇、櫻井圭登、木...) 15:31
- 君は僕のネコ (出演：木津つばさ) NEW! 03:25
- 君は僕のネコ (出演：北川尚弥、櫻井圭登、上田瑛大、古畑圭介) 06:59
- 君は僕のネコ〜3人の飼い主セット〜 (出演：柏木佑介、鈴木勝吾、和合...) 18:17

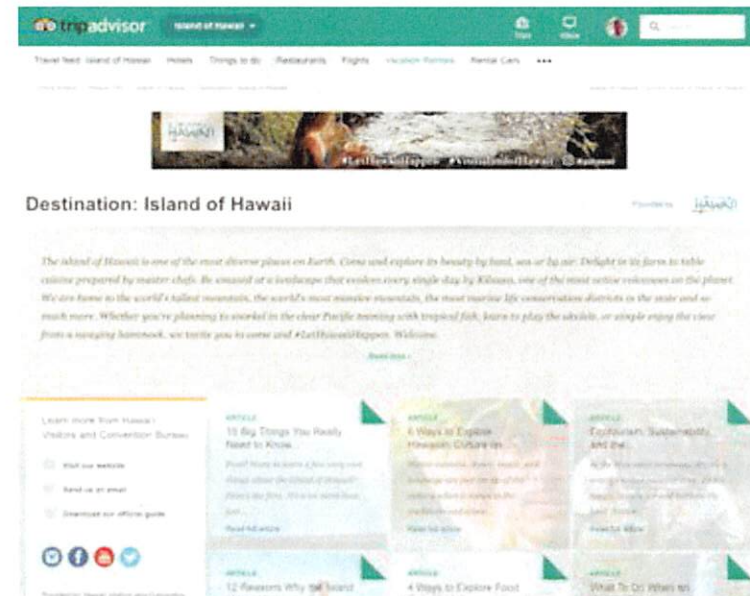
Digital Marketing (Pending)

Tripadvisor ([tripadvisor.com/](https://www.tripadvisor.com/))

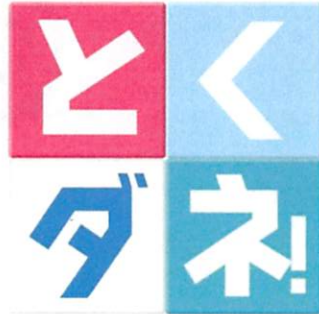
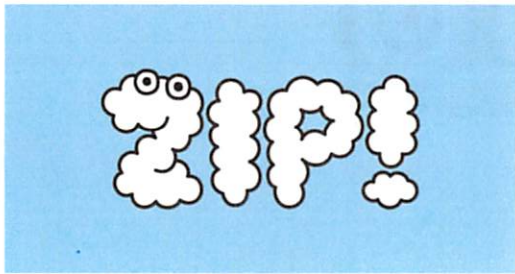
Campaign of display media and content, enhanced with Tripadvisor ratings and reviews

456 million unique monthly users

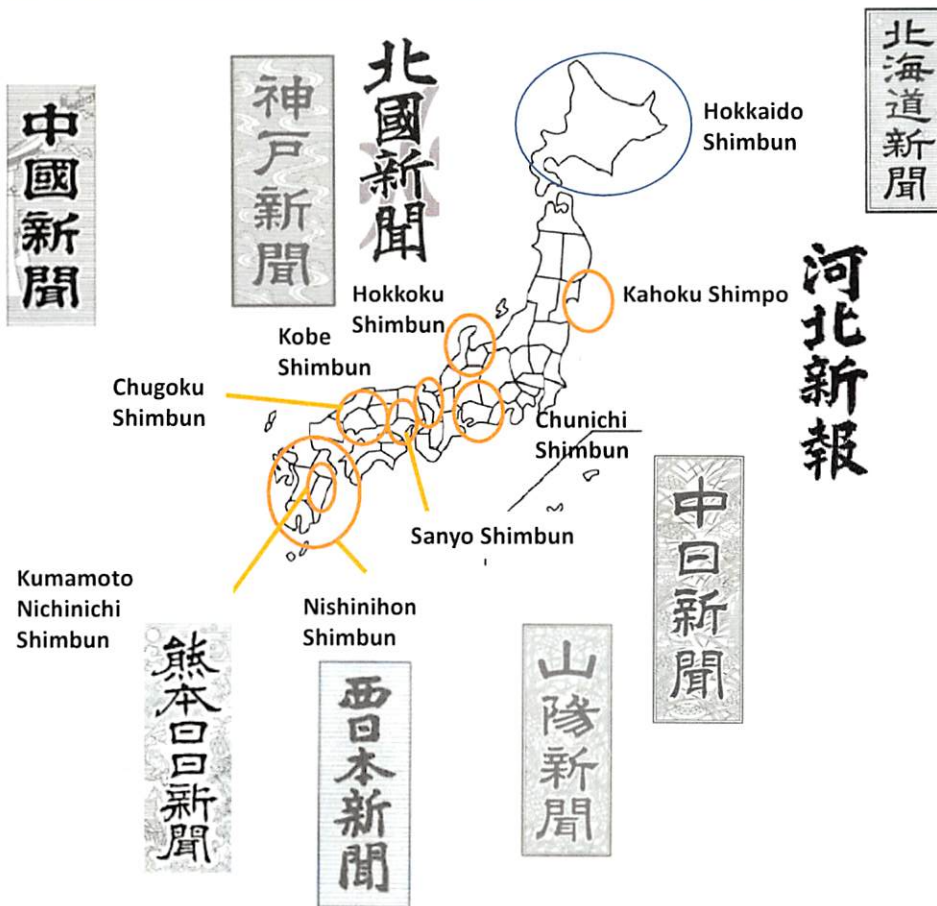
Weaving promotional messaging into the Tripadvisor platform



TV Tie-ups (\$80K)



Regional Newspaper Advertisement (\$20K)



読売新聞
140年以上の歴史 世界最大の部数
読売新聞

今こそハワイ島に、行こう。 HAWAII TOURISM

Geography [8つの島からなるハワイ諸島]
Mythology 【ハワイ島の神話】

見上げれば、宇宙

HAWAII 見上げれば、宇宙

ハワイ島で最も美しいハワイ島の自然と歴史は、世界中でも他に類を見ません。島の自然の美しさ、心に残る冒険や体験、そして、文化と歴史が息づく島の静けさ。誰もが憧れるハワイ島の魅力を、読売新聞が詳しく紹介します。

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2019 Additional Branding Campaign

Overview: Additional funds will be utilized to expand reach of brand campaign initiatives, while continuing promotions of Hawai'i Island Recovery initiatives.

HTJ 2019 Branding Campaign

“発見ハワイ”- Hakken Hawai'i (Discover Hawai'i)

Utilize statistical numbers to showcase the amplitude of Hawai'i, while simultaneously establishing brand characteristics for each island. (see attached information sheet)

Message: There are numerous facts that remain unknown about Hawai'i. When observing the various facts and numbers, you are sure to make new findings about the Hawai'ian Islands. There are a multitude of deep experiences and surprises still awaiting you.



Hawai'i Island Promotion

Emphasis on promoting the island of Hawai'i must be maintained to ensure the continuation of direct flight service to Kona.

Island Catch Copy	自然の力を、私の力へ。 Empowerment through the power of nature
Highlighted Features	Dynamic nature, life style, exclusive experience; diversity of each area such as Kohala, Kona, Hilo, only one in the world
Target Market	Experience & activity seekers, nature lovers, educational tours

(see attached supplement for each island catch copy and target)

Additional Branding Campaign Initiatives:

Advertising: \$600K

- Outdoor Advertising
Expansion of outdoor advertising: eg. Digital Vision Boards at stations, Train Ads, Bus Wrapping in target cities (Tokyo, Osaka, Nagoya, Sapporo, Fukuoka) to increase awareness



Digital Marketing: \$300K

- YouTube AD – \$50K
Moment of Hawai'i Island movie to share story of Hawai'i Island
Targetting women and men in their 30s and 40s

- TVer & 360 Channel– \$150K
Hakken Hawai'i CM and Romantic Hawai'i CM on the online platforms
Tver:
Monthly Active Users: 13,110,000
(e.g., US version of "TV Everywhere")
360 Channel:
Monthly Views: 300,000 – 400,000
Online platform for viewing 360 degree VR contents
- Tripadvisor Promotion – \$100K
Hawai'i Island focus to increase awareness and urgency to travel now

PR: \$100K

- TV tie-up: \$80K
 - Exposure on Morning News such as Mezamashi TV, Zip, Sukkiri (e.g., US equivalent of Good Morning America)
 - Media tie-up for popular TV shows to showcase island of Hawai'i
 - *More cost effective vs. commercial
- Newspaper Press Tour: \$20K
 - Invite AP and regional newspaper: eg. Hokkaidoshin, Kahokushinpou, Hokkoku news paper, Nishi Nihon newspaper, etc (see attached information)
 - *More cost effective vs. full page ads

TOTAL: \$1 million

Agenda item # 6:

Hawaii Island Recovery
Efforts – Proposal for
Continued Emergency
Funding HTUSA

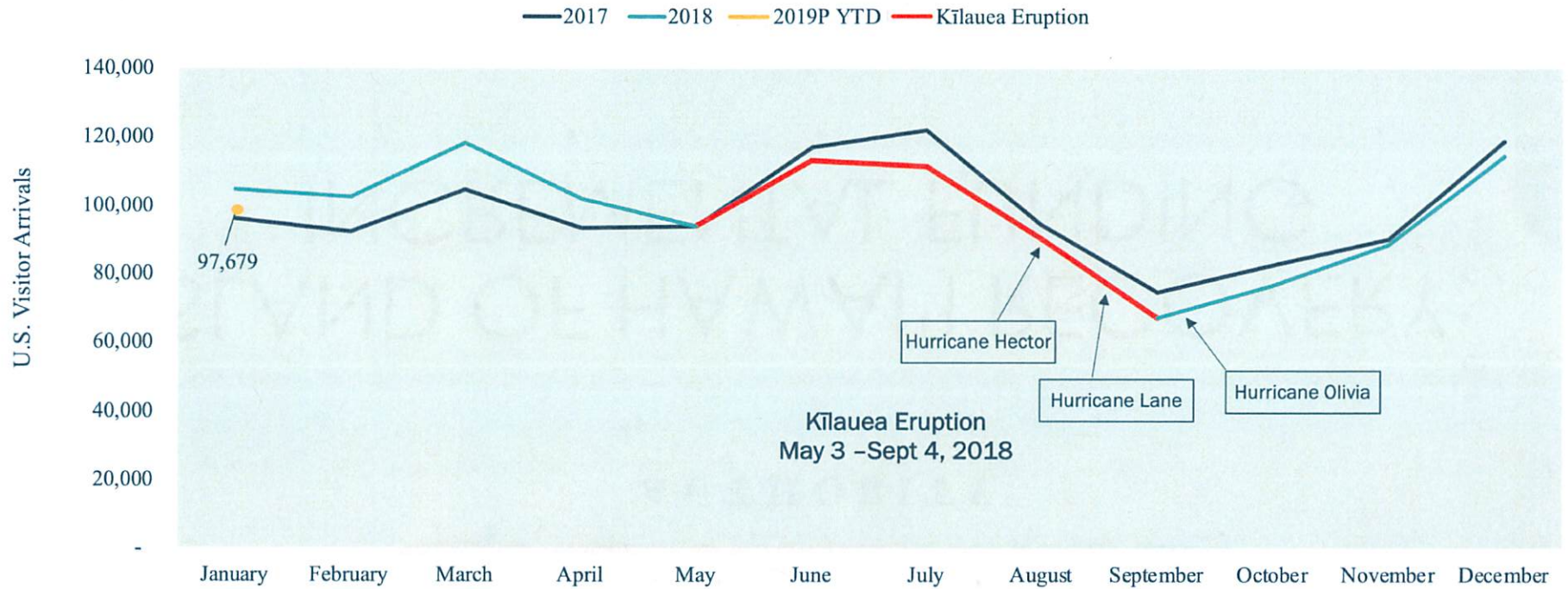


ISLAND OF HAWAII RECOVERY: INCREMENTAL FUNDING

March 27, 2019

Total Visitation to Island of Hawai'i

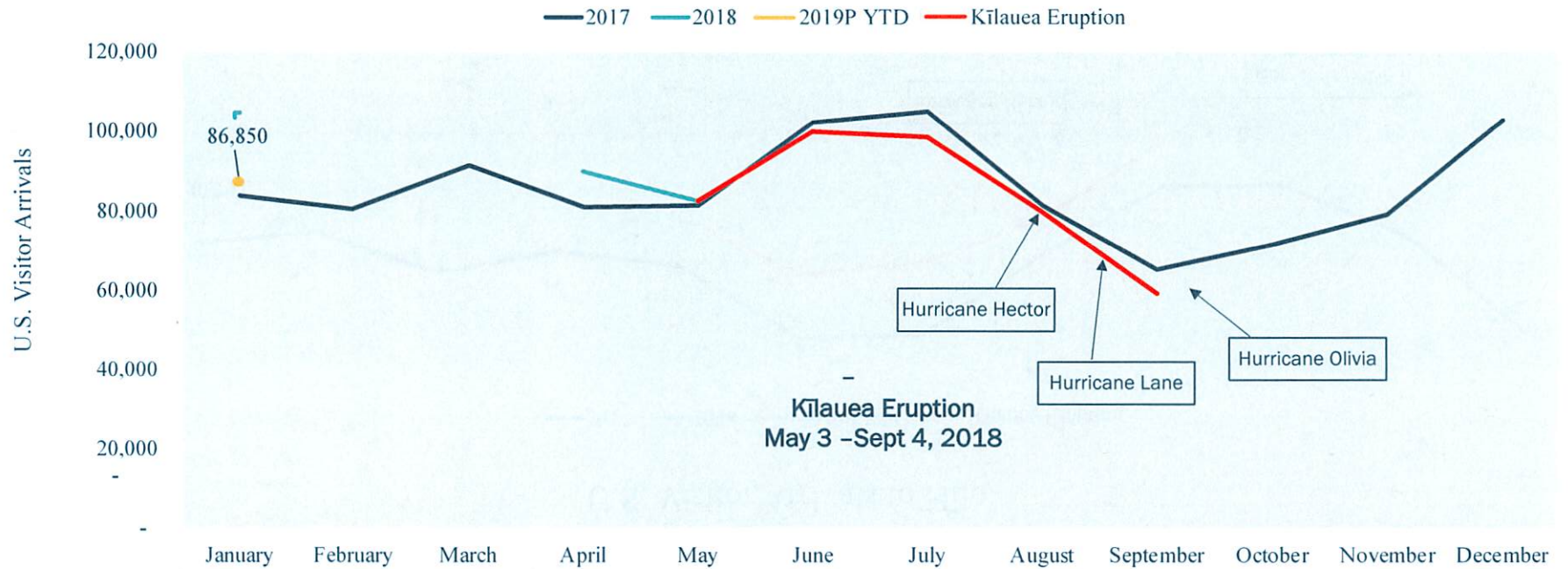
Total U.S. Visitors



Source: HTUSA analysis of HTA data, 2017-P2019

Visitation to Island of Hawai'i – Kona

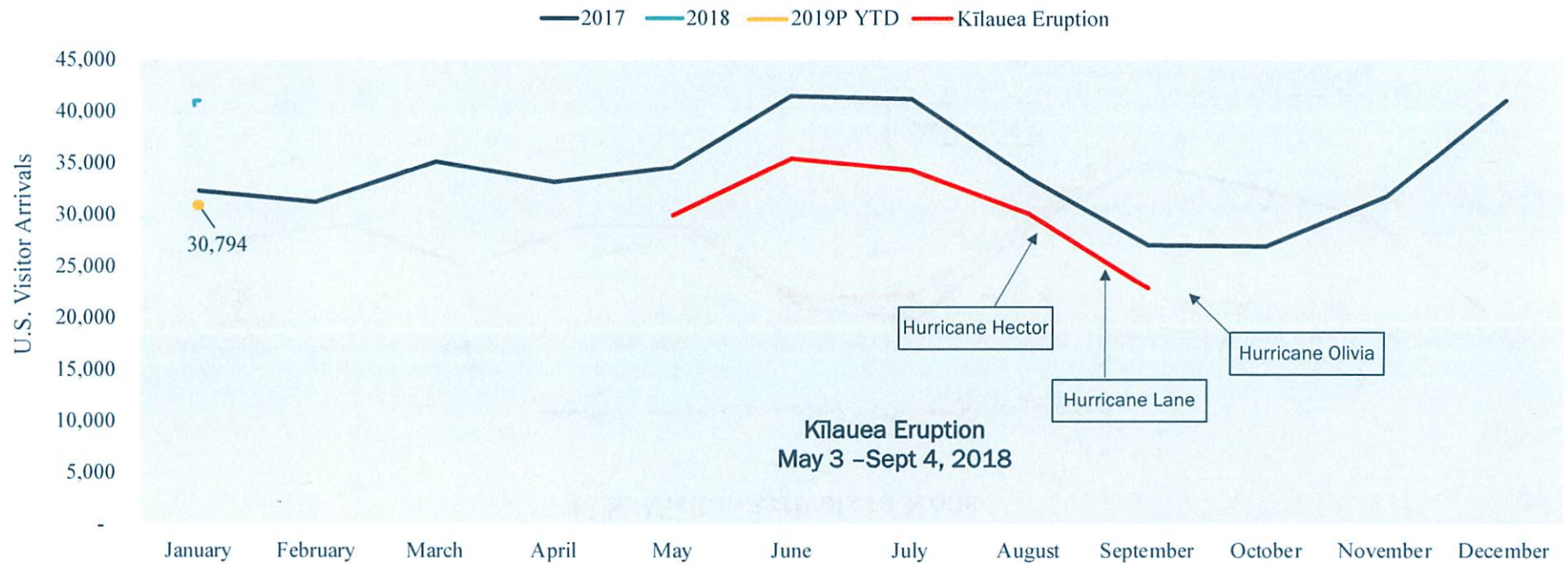
U.S. Visitor Arrivals to Kona



Source: HTUSA analysis of HTA data, 2017-P2019

Visitation to Island of Hawai'i — Hilo

U.S. Visitor Arrivals to Hilo



Source: HTUSA analysis of HTA data, 2017-P2019

OUR MISSION

Expand the island of Hawai'i brand.

- Communicate the unique cultural, cuisine, and adventure experiences that can only be had on the Island of Hawai'i.
- Expand the definition of what visitors typically associate with the island: volcanoes

Island of Hawai'i

Program Overview & Timeline

FY'2019

APRIL 2019

MAY 2019

JUNE 2019

"Blue-sky" asset development shoot.
(PR & social media programs continue)

Host top-tier digital influencer on-island.
(PR & social media programs continue)

Initiate paid social media program for new influencer campaign.
(PR continues)

FY'2019 Phase III Budget: \$1,500,000

Island of Hawai'i

Program Overview & Timeline

FY'2020

JULY 2019



Paid digital native campaign starts.
(Social Media & PR programs continue)

AUGUST 2019



Paid digital native campaign continues.
(Social Media & PR programs continue)

SEPTEMBER 2019



USW Bus Tour hits the road.
USW Cooperative Conversion Campaign begins.
Digital native campaign begins.
Equinox program begins.
(Social Media & PR continue)

OCTOBER 2019



(Equinox, digital native media, cooperative conversion, and PR programs continue)

NOVEMBER 2019



(Equinox, digital native media, cooperative conversion, and PR programs continue)

DECEMBER 2019



(Equinox, digital native media, cooperative conversion, and PR programs continue)

Continuation of FY'2020 Phase III Budget: \$1,500,000

The image features a white background with abstract, colorful, flowing lines in shades of orange, red, yellow, green, and blue. These lines are positioned at the top and bottom of the page. At the bottom, there are three circular punch holes. The word "CONSUMER" is centered in the middle of the page.

CONSUMER



OUR OBJECTIVE

Activate digital, social & influencer programming to educate & drive awareness about island of Hawai'i, inspiring visitors to visit *now*

Change perception from, "I want to visit..."

*the
volcano
island."*

TO

*the island of
endless
adventures."*

WHO WE'LL TARGET

Avid Explorers more likely to book travel in the near-term:

- In-market for travel
- Interested in outdoor/adventure, cuisine and culture
- Have an affinity for Hawai'i and other competitive travel destinations

Additional relevant audiences that might lie outside of the Avid Explorer age range:

- Existing IOH social fans and repeat visitors
- Lookalikes based on:
 - people actively engaging with IOH content on social
 - IOH website visitors
- People actively researching other competitive travel destinations



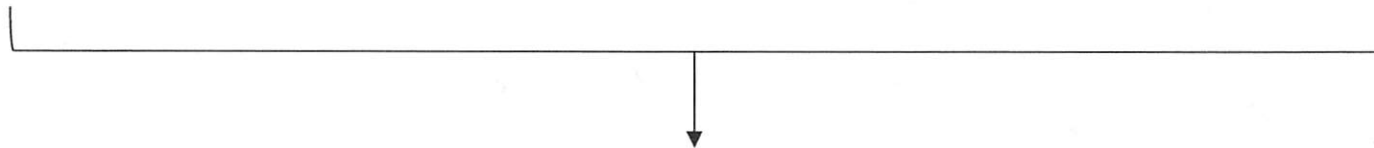
STRATEGY

HOW WE'LL REACH THEM

Owned content to educate & inspire people to visit through the official voice of Go Hawai'i

Digital content to educate & inspire people to visit through the partner's editorial voice & style

Influencers with the appropriate built-in audiences to bring third-party credibility



Creative platform with consistent theme to drive cohesive storytelling about the island of Hawai'i



Creative Platform

The entire island of Hawai'i is filled with unique opportunities and experience that visitors can't see or do anywhere else. These activities include visiting cultural and historical sites, participating in soft adventure and enjoying local cuisine. No island of Hawai'i experience is the same. Let's immerse potential visitors in what their time on the island of Hawai'i could look like.



ISLAND OF HAWAII

CONSUMER - EXAMPLE

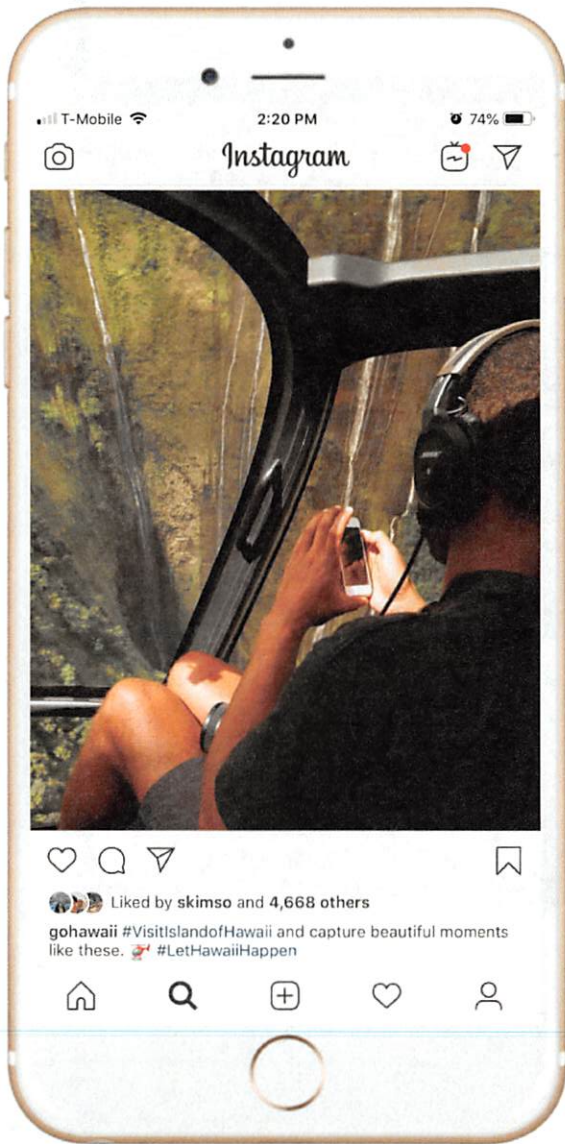
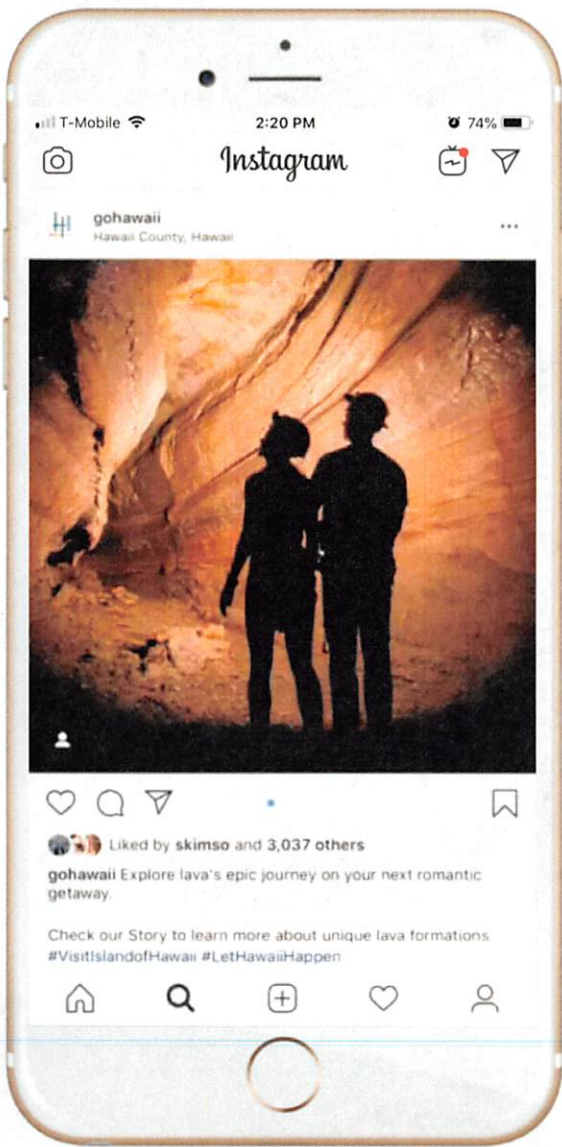
- Buzzfeed program March / April

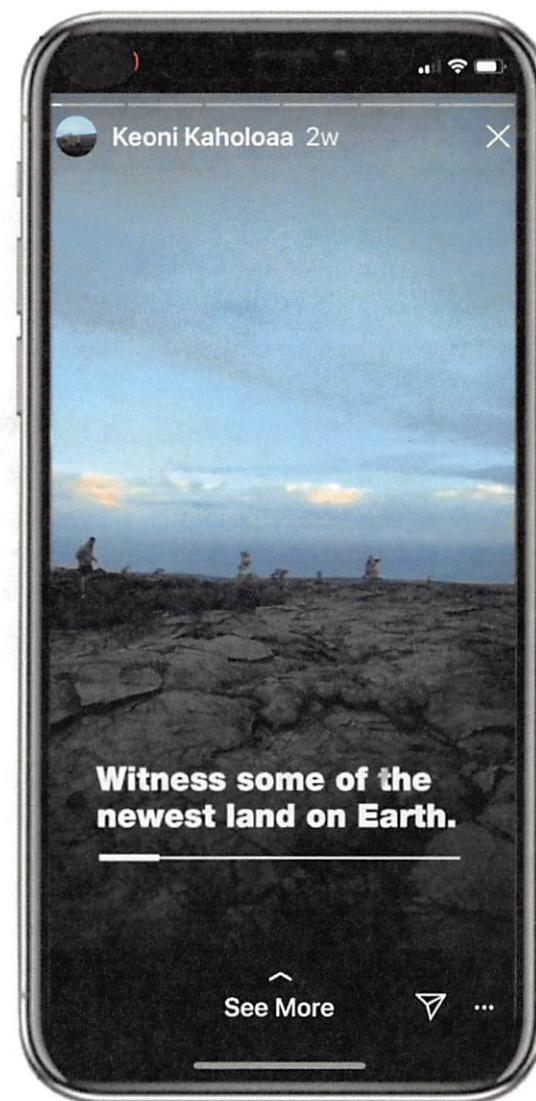
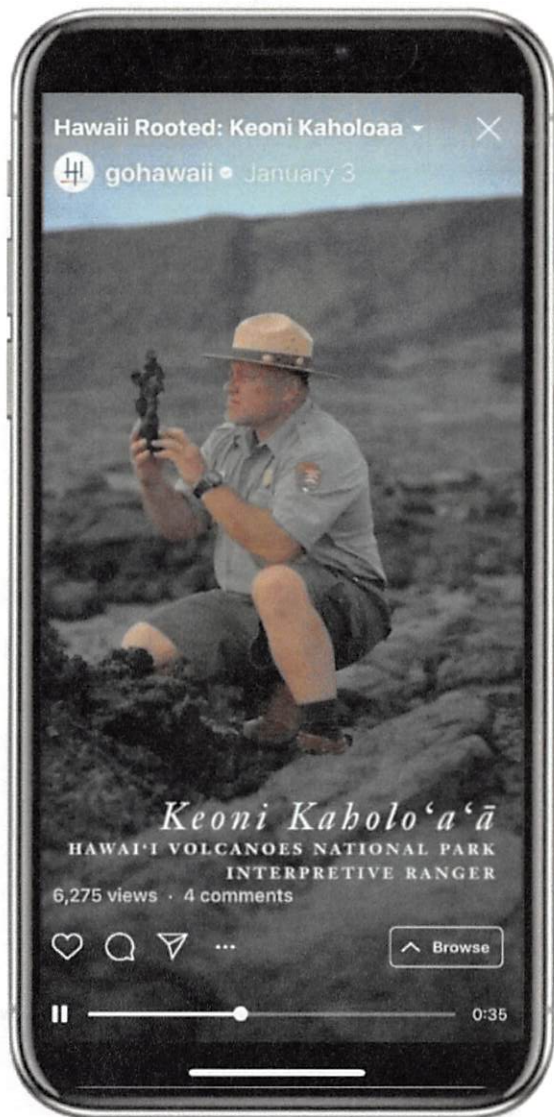
<https://app.frame.io/presentations/48e142dd-045c-47f7-b0a5-8f692b429e7f>

DIGITAL NATIVE EXAMPLES



DIGITAL SOCIAL EXAMPLES

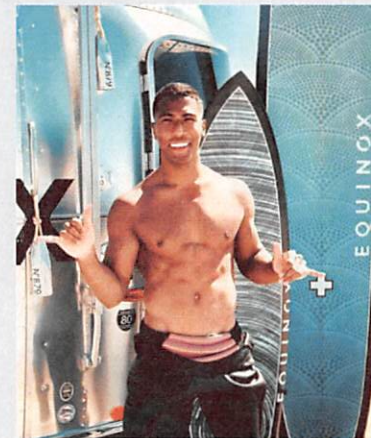




ISLAND OF HAWAII

CONSUMER OPPORTUNITY - EQUINOX

- 41% of our members have income above \$200K and 28% have income above \$300K
- 34% of our members describe themselves as adventurers and travel enthusiasts
- 86% of our members plan to take a vacation in the next six months
- 75% of our members value and invest in luxury products and travel
- Furthermore readers most often take Adventure/Exploration Centric trips





EQUINOX

- Program Phase I Overview:
 - Content Creation
 - Custom creative developed on a multi-part Adventure Awaits featuring 2 Equinox members experiencing adventure on the island of Hawaii
 - Equinox membership communications and contest
 - HVCB to co-curate adventures across the island of Hawaii
 - Communications tools
 - Furthermore: editorial stories, emails, digital signage in 98 clubs, social posts
- Phase II Summary: Based on Equinox hotel opening on the island of Hawaii



SALES





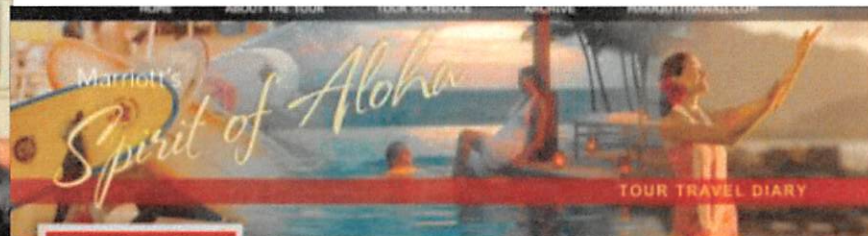
ISLAND OF HAWAII

SALES

- Visitors from the U.S. West continue to enjoy the IOH, we need to educate the sales channel of this opportunity
- Share the “beyond the volcano” island brand positioning
- Hawaii Tourism coordinated US West key market sales blitz
 - Multi-faceted Bus Tour in Fall
- In addition to sales team members, include “subject area experts”
 - Representative of Hawaii Rooted, Hawaii Forest and Trail, Snorkeling/Scuba-diving, Zip-lines, ATV's, Culturalists, Chefs, Farmers, Helicopter, Ranchers, Fishermen, Stargazing, etc

ISLAND OF HAWAII

SALES



WE'RE BRINGING HAWAII TO YOU

Join us and hop aboard the first-ever Marriott's Spirit of Aloha Tour as we embark on a 25-day campaign blitz, visiting eight West Coast cities. It's all about bringing the islands of Hawaii to you, sharing our aloha and promoting Hawaii to travelers who are looking for a diverse range of experiences, relaxing culture, adventure and great value with the luxury of a Marriott Hawaii resort.

February 5, 2009 Up Early with Q13 Morning Show

Our Spirit of Aloha Tour greeted Seattle television viewers with an appearance on Q13 FOX News' morning show. Carole Velasco shared the anchor desk with hosts David Ross and Maria Amador-Dunlop and talked about life after American Idol, her new CD and how she's the ambassador of aloha on Marriott's Spirit of Aloha Tour.

RECENT POSTS

February 5, 2009
Up Early with Q13 Morning Show
Our Spirit of Aloha Tour greeted Seattle television viewers with an



The image features a white background with abstract, flowing, multi-colored lines in shades of red, orange, yellow, green, and blue. These lines curve across the top and bottom of the page. At the bottom, there are three white circular elements resembling punch holes, positioned along a red and white wavy shape.

CONVERSION



ISLAND OF HAWAII

2019 COOPERATIVE MARKETING

- U.S. West Program:
 - Align with West Coast Saturation initiative - Fall 2019
 - Communicate re-branding messaging for island of Hawai'i
 - Support top Hawai'i markets with spot-market digital media flight (markets TBC)
 - Provide cooperative marketing opportunity for Island of Hawai'i partners

SeattleMet

Portland
MONTHLY

MARIN
MAGAZINE

sacramento
sacmag.com

Los Angeles
MAGAZINE
THE BEST OF LA

OrangeCoast
THE MAGAZINE OF ORANGE COUNTY

San Diego
MAGAZINE

The image features a white background with abstract, flowing, multi-colored bands. At the top, a band transitions from yellow to orange to red. At the bottom, a band transitions from red to white to teal to blue. Three white circles are positioned along the bottom edge, partially overlapping the bottom-most band. The word "MAHALO" is printed in a simple, grey, sans-serif font on the right side of the page.

MAHALO