



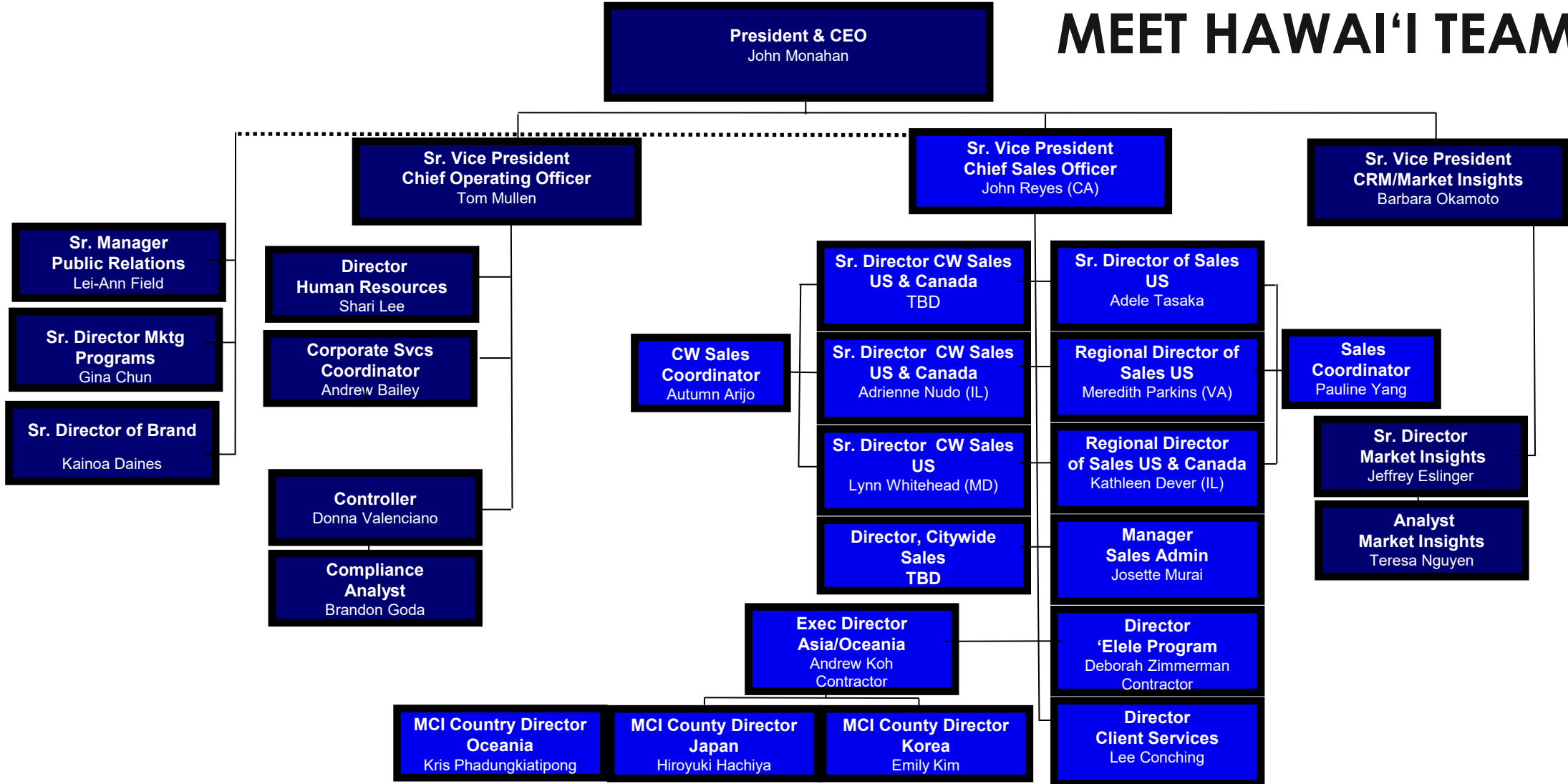
# **2023 BMP & DMSP**

## **HTA Tourism Conference**

**12.9.2022**

John Reyes, Senior Vice President, Chief MCI Sales Officer  
Andrew Koh, Executive Director, Global MCI Asia/Oceania

# MEET HAWAII TEAM



## Asia/Oceania Team



**Andrew Koh**

*Executive Director, Asia/Oceania*



**Kris Phadungkiatipong**

*County Director, Oceania*



**Hiroyuki Hachiya**

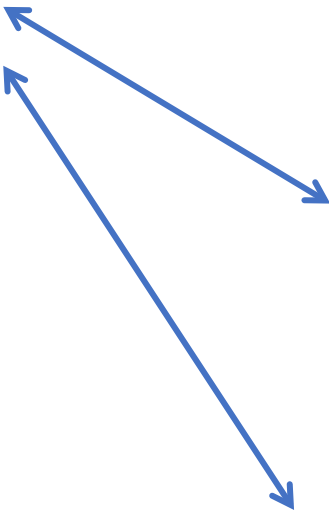
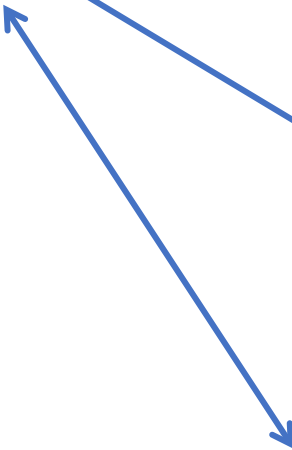
*Country Director, Japan*



**Emily Kim**

*Country Director, Korea*

# Meet Hawai'i



# 2023 BMP

---



# MARKET SITUATION

---



# GROWTH

- **Surpass Pre-Pandemic Levels in 2023 and keep growing**

*...“Not even rising costs, staffing shrinkage and a possible recession can squelch planner’s optimism about future of meetings.”(1)*

*...“Next year should be about growth, not about recovery,” notes Kristi White, chief product officer at Knowland, a provider of meetings-market intelligence.”(1)*

- **CY 2023: First half slow strong interest Q3 and Q4 2023 and 2024**

(1) Shaprio.M 2022 Nov 8 Meeting Industry Forecast 2023 <https://northstarmetingsgroup.com>

# ROADBLOCKS

- Continual Inflation
- Supplier Staffing Challenges
- Threat of Recession
- Stress Level High for both MCI Customer and Suppliers
- Managing Rising Costs (Air Fare, Space, Rooms, F&B and A/V Production)



# RECOVERY

## Top 25 MCI Markets

2022

Dallas, Phoenix, and Nashville

2023

Anaheim, Atlanta, Denver, Detroit, New Orleans, O'ahu, Orlando, San Diego, San Francisco, Seattle and Tampa

# SWOT ANALYSIS MCI – ASIA/OCEANIA

## Strength:

- Rich in culture, history and diversity.
- Geographic Location
- Airlift (JAPAN)
- Strong Branding
- High customer satisfaction

## Opportunities:

- Mālama Hawai‘i
- Leveraging on Japan as a HUB for feeder markets, Taiwan/Southeast Asia
- Corporate Incentives Korea/Oceania

## Weakness:

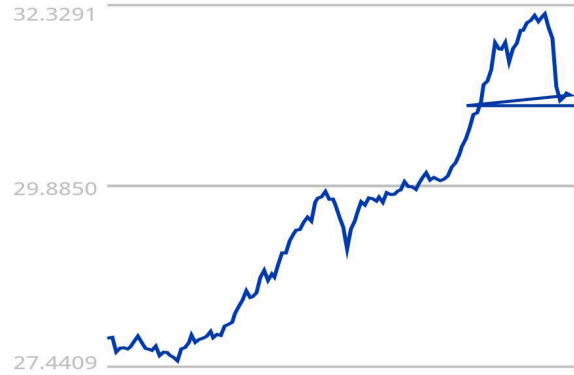
- Strong US Dollar
- High Fuel Surcharge (Japan)
- Lack of Airlift (Taiwan/China/Southeast Asia)
- Long flying hours
- Lack of financial support to corporate incentives

## Threats:

- Appreciation of the US Dollar
- Weakening of the global economy
- International destinations splurging cash
- Japan airlift not returning to 2019 levels.
- Inflation
- China’s zero COVID policy

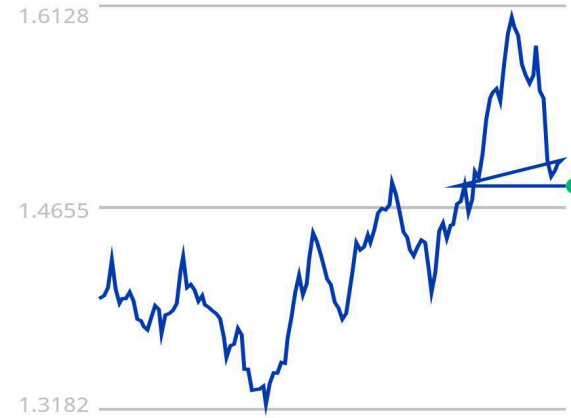
1 USD = 30.970721 TWD

+3.1884 (11.476%) Past year



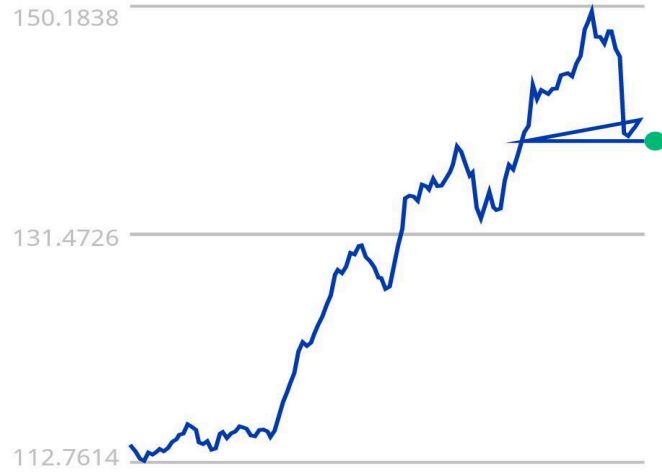
1 USD = 1.481271 AUD

+0.0875 (6.277%) Past year



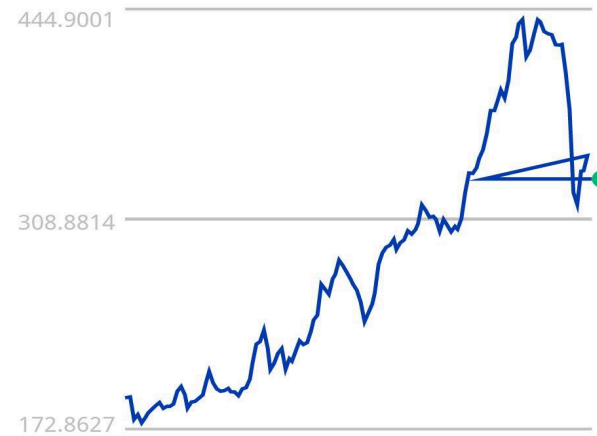
1 USD = 139.120738 JPY

+24.0689 (20.92%) Past year



1 USD = 1,334.856122 KRW

+144.6105 (12.15%) Past year



# TARGET AUDIENCE

---



# FOCUS

- Medical
- Scientific
- Engineering
- Technology
- Incentive



- **United States**
- Japan
- **Canada**
- **Oceania**
- **Korea**
- China
- Taiwan
- Southeast Asia

# 2023 STRATEGY

---



## **ACTION**

- New Lead Development (Universe of Accounts)
- Conversion from Tentative to Definite (Short-term)
- Strategic Partnership (PCMA, Maritz, Key Third Parties)
- Educate & Train (Sustainability, Bleisure, DEI, Mālama Hawai'i)

## ACTION

- Refresh Meet Hawaii.com Website
- Enhance Airline Relationships (MCI Related Discount Programs)
- Amplify Hawaiian Islands world class MCI destination, Mindful Travelers who giveback
- Accelerate Global Sales Operations (Asia/Oceania)



# KEY STRATEGIES: ASIA & OCEANIA

## **Mālama Hawai'i**

- Build foundation to portray Hawai'i at the forefront for MCI events
- Mālama Hawai'i activities and concept is what sets us apart from competing destinations.
- Trend: Individual group sizes per wave shrinking, overall pax count remains the same

## **Capitalizing on the last-minute market**

- Targeted verticals: Multi-Level Marketing, Insurance, Automobile, Consumer Products

## **Korea and Oceania (Australia)**

- Leading engine to fill the gap.

## **Japan**

- Create Japan focused Mālama Hawai'i activities. Preparing for 2023 and beyond.

## **Taiwan, and Southeast Asia (Singapore)**

- Potential for single property in 2023

# KEY CAMPAIGNS/PROGRAMS

---



# SHORT-TERM PRIORITY

## Citywide

- *2023 – 2027 Short-term goal 77 events*
- *Dedicated citywide seller business development*
- *Focus on tentatives scoring 50% +*

## Single Property

- *Prioritize CY 2023 and 2024 tentatives*
- *Focus on tentative scoring 50%+*

# MINDFUL GROUPS

- Mālama Hawai'i – Corporate Social Responsibility
- Actionable Sustainability – Aggregate Programs
- Hawai'i Made – Easy Access, Purchase & Ship
- DEI – *“Hawai'i is the country's third most diverse state in U.S.”* Everyone is welcome. Hawai'i embraces DEI

# EXTENDED STAY

## Bleisure Travel

- MCI customers can boost event attendance
- Hawai'i uniquely positioned to capitalize
- Attendees enjoy time before or after their MCI Event
- Work with Industry increase incremental stays:
  - Curate itineraries catered to attendee needs
  - Work with you our partners
  - Promote & message



# KEY CAMPAIGNS/PROGRAMS OCEANIA

## DMS Connect

A AIME

13 - 15 FEBRUARY 2023 • MELBOURNE, AUSTRALIA

- AIME 2023
- DMS Connect 2023
- Tri-City Event
- Global FAM



HAWAII TOURISM  
AUTHORITY

# KEY CAMPAIGNS/PROGRAMS KOREA



- Reception & Travel Mart (Seoul/Busan)
- Meet Hawai'i Korea top producer reception.
- Global FAM

# KEY CAMPAIGNS/PROGRAMS JAPAN

HTA・HTJ・各島観光局代表が一堂に



左からハワイ島観光局バーチ局長、マウイ観光局プレッチャー氏、カウアイ観光局カノホ局長、HTA  
カアナアナ氏、オアフ観光局シェリング・ウィーラー局長、Meet Hawaiiコー氏、HTJヴァーレイ氏

- Japan Summit
- Launch of Japan MCI  
Mālama Hawai'i Activities
- Bimonthly Travel Trade  
Education Seminar
- Global FAM



# 2023 DMSP

---



# 2023 STRATEGY

---



# RESPONSIBLE, RESPECT, RETURN

- Citywide and single property sellers will present Mālama Hawai'i opportunities to both current and prospective MCI Groups.
- Three key areas:
  1. Respect our culture
  2. Engagement with our community
  3. Awareness of the impact on natural resources



# KEY CAMPAIGNS/PROGRAMS

---



# DMSP PROGRAMS

- MCI Attendee Education Program on appropriate behavior and values to perpetuate Hawaiian culture and *‘ōlelo Hawai‘i* to MCI attendees
- Climate Action Program work with MCI groups to provide low impact footprint destination management solutions related to climate impact
- Made in Hawai‘i Connect MCI attendees with Made in Hawai‘i products “easy” access, purchase and shipping
- Curated Experiences that enrich residents and MCI attendees



# KEY PERFORMANCE INDICATORS

---



# INDICATORS

	Annual Target	Semi-Annual Targets	
	2023	Jan-Jun	Jul-Dec
<b>Paid Media Measures</b>			
Digital Reach *	25.00%	21.00%	50.00%
Print Impressions	N/A	N/A	N/A
Digital Impressions	5,895,000	1,935,000	3,960,000
Earned Media Measures			
Print Circulation	3,000,000	1,500,000	1,500,000
Digital Impressions	821,280,000	410,640,000	410,640,000
Print Publicity Value	\$ 950,000	\$ 475,000	\$ 475,000
Digital Publicity Value	\$ 4,251,000	\$ 2,125,500	\$ 2,125,500
<b>MCI Trade</b>			
No. of MCI Sales Calls	331	165	166
No. of MCI Trade Shows	14	7	7
MCI Trade Show Attendance	75,000	25,000	50,000
No. of MCI Trade Show Appointments	330	0	330
No. of MCI FAMs	0	0	0
No. of MCI FAM Participants	0	0	0
No. of MCI Education Sessions	3	3	0
No. of MCI Education Participants	60	35	25

2022 Sales Production for 2022 & Future Years	Annual	Jan - Jun	Jul-Dec
Total Citywide MCI Tentative Room Nights	240,087	89,547	150,540
Total Citywide MCI Definite Room Nights	101,700	15,850	85,850
Total Single Property MCI Tentative Room Nights	631,615	327,646	303,969
Total Single Property MCI Definite Room Nights	176,075	66,131	109,944
DMAP Measures			
No. of DMAP Action Items Supported	225	114	111
No. of Initiatives to Promote Hawai'i Made Products	483	257	226
No. of Hawai'i Festivals & Events Promoted	462	236	236
No. of Voluntourism Programs Promoted	462	236	236
No. of MCI Groups Participated in CSR Opportunities	65	33	32
No of MCI Visitors Participated in CSR Opportunities	5,155	3,418	1,748



# PARTNERSHIP OPPORTUNITIES

---





# PARTNERSHIP OPPORTUNITIES

6 Area of Opportunities	Examples
<b>Tradeshows</b>	<ul style="list-style-type: none"> <li>- Meeting Today LIVE 2023</li> <li>- IMEX America 2023</li> </ul>
<b>Site Visits/ Fam Trips</b>	<ul style="list-style-type: none"> <li>- Destination Hawai'i – Northstar Meetings Group</li> <li>- On-going MCI Site Visits</li> </ul>
<b>MCI Education</b>	<ul style="list-style-type: none"> <li>- 2023 Meeting Planner Guide</li> <li>- MCI Updates (Kaua'i, O'ahu, Maui, Island of Hawai'i)</li> </ul>
<b>Public Relations</b>	<ul style="list-style-type: none"> <li>-Mālama Hawai'i CSR Programs</li> </ul>
<b>Client Promotional Events</b>	<ul style="list-style-type: none"> <li>- Throughout the year</li> </ul>
<b>Sales Blitz</b>	<ul style="list-style-type: none"> <li>- Throughout the year</li> </ul>
<b>Virtual Conferences</b>	<p>Throughout the Year Kaua'i, O'ahu, Maui and Island of Hawai'i</p>

**MAHALO!**

