



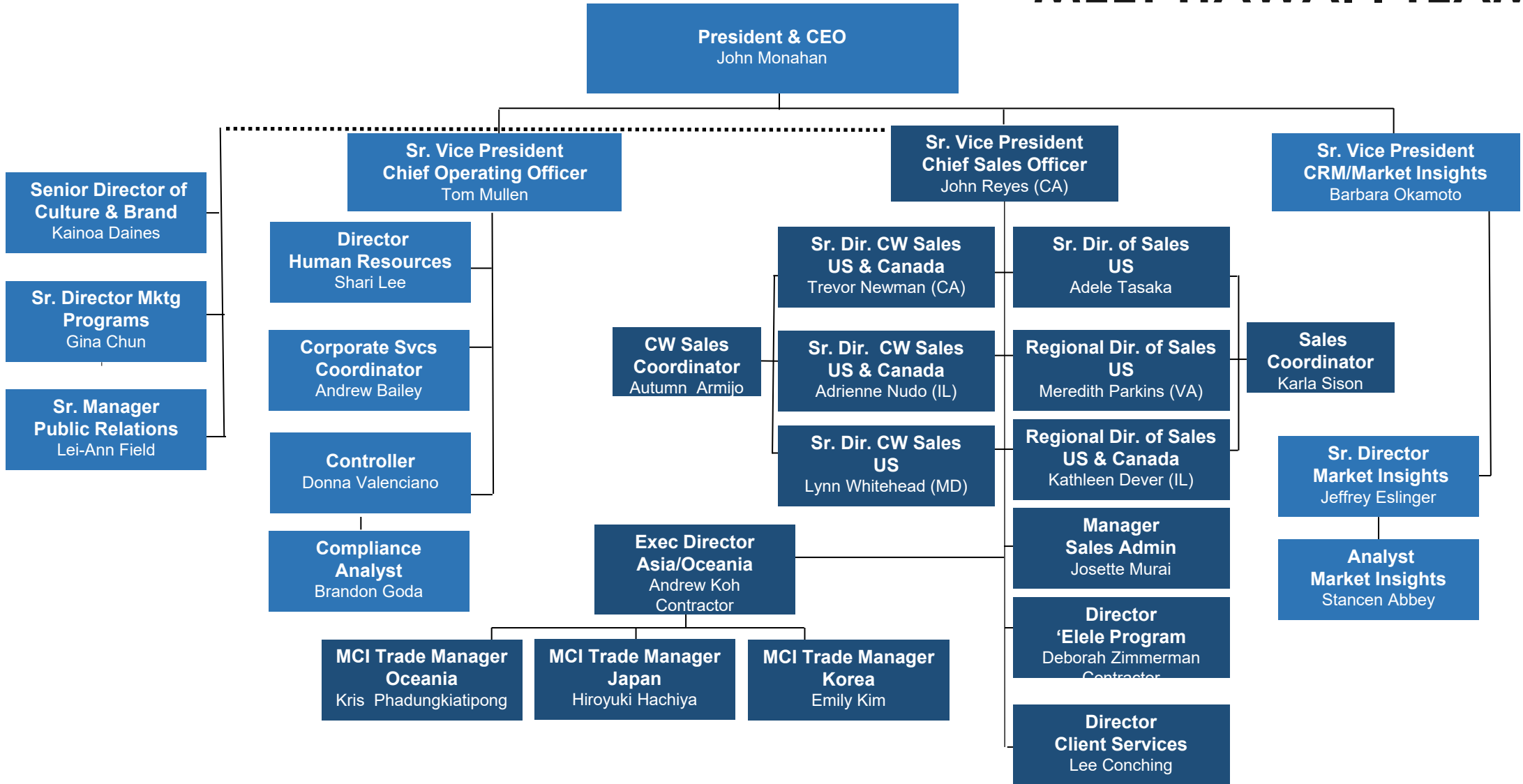
2023 HTA Spring Tourism Update

4.12.2023

John Reyes

Senior Vice President, Chief MCI Sales Officer

MEET HAWAI'I TEAM



MARKET SITUATION

MARKET SITUATION



Recession, Inflation, High Travel Costs (Airfare/Hotel)

- Continued concern on economic challenges
- MCI Planners looking to offset inflationary costs

Residual Travel Perceptions

- Is Hawai'i Open for Group Business?
- Does Hawai'i Want Group Business?

Re-Opening of International Destinations

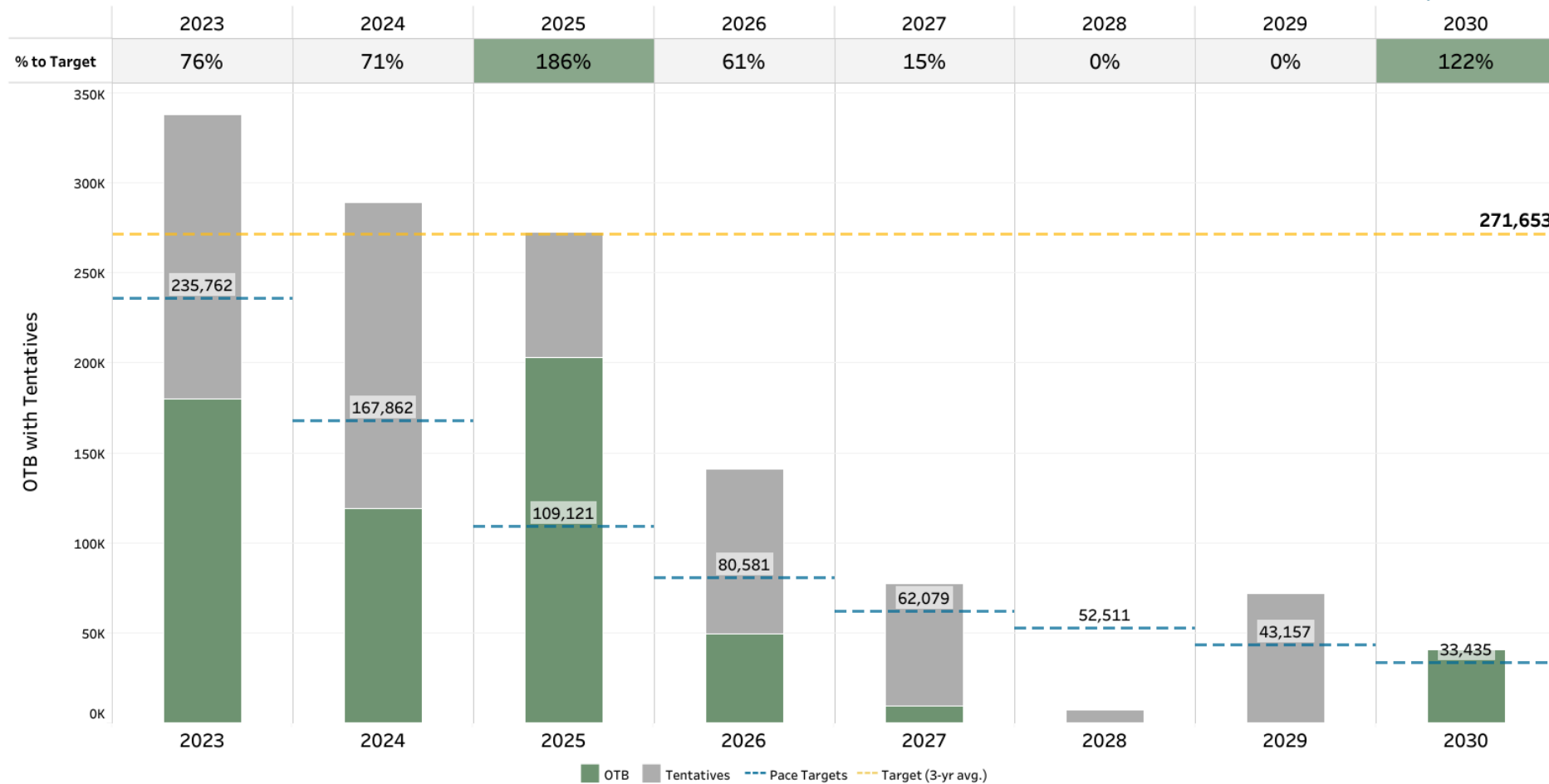
- Europe is Open
- New West Coast Product: Gaylord Grand Pacifica 2025

Global

- Strong U.S. Dollar
- Increased Competition from International Destinations (Australia, Dubai, Abu Dhabi, Singapore)
- Airlift

MARKET SITUATION

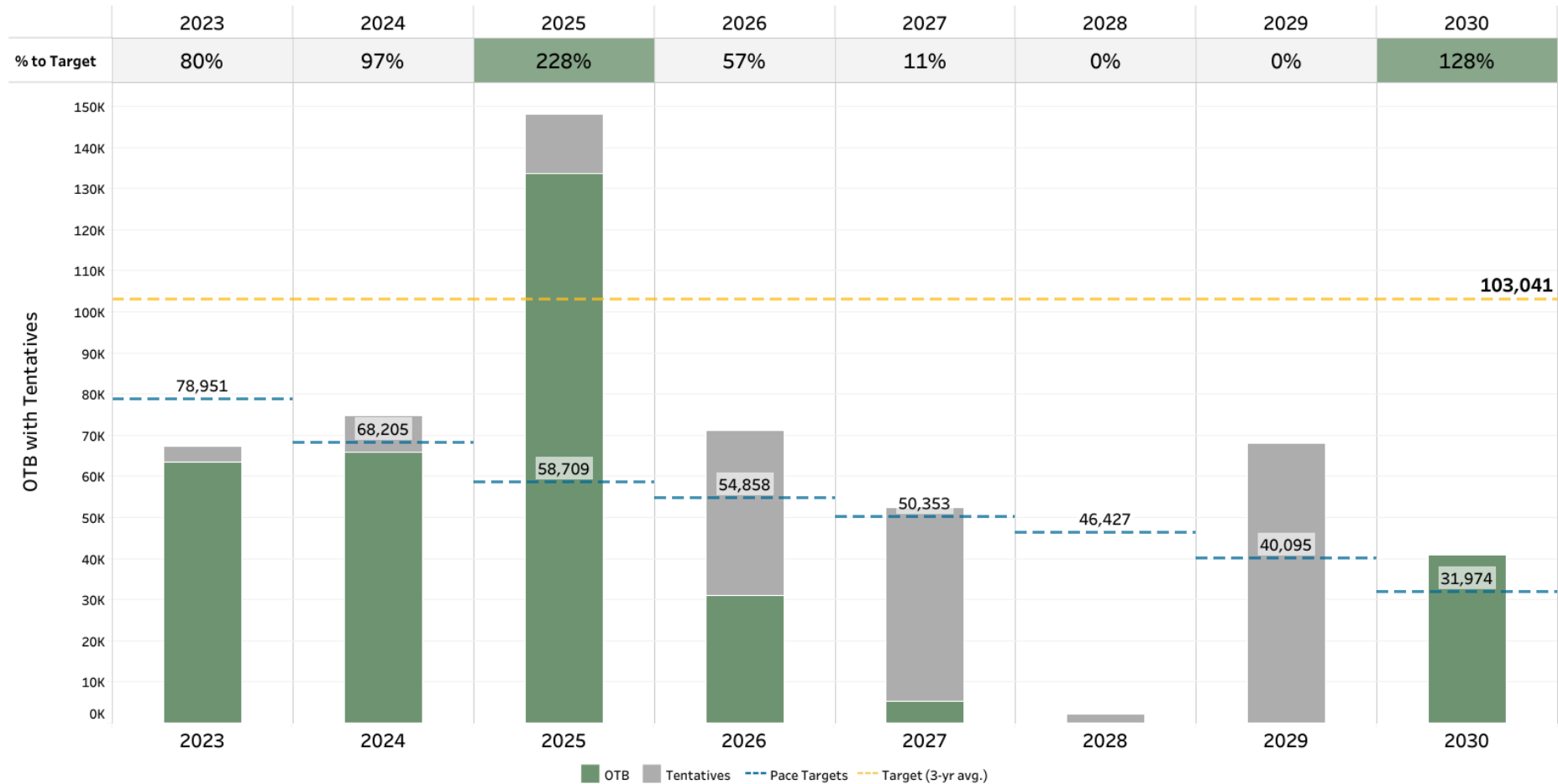
8 YEAR FUTURE PACE FOR CITYWIDE & SINGLE PROPERTY



Number of events and room nights on the books against a 3-year average target. Updated 3/29/23

MARKET SITUATION

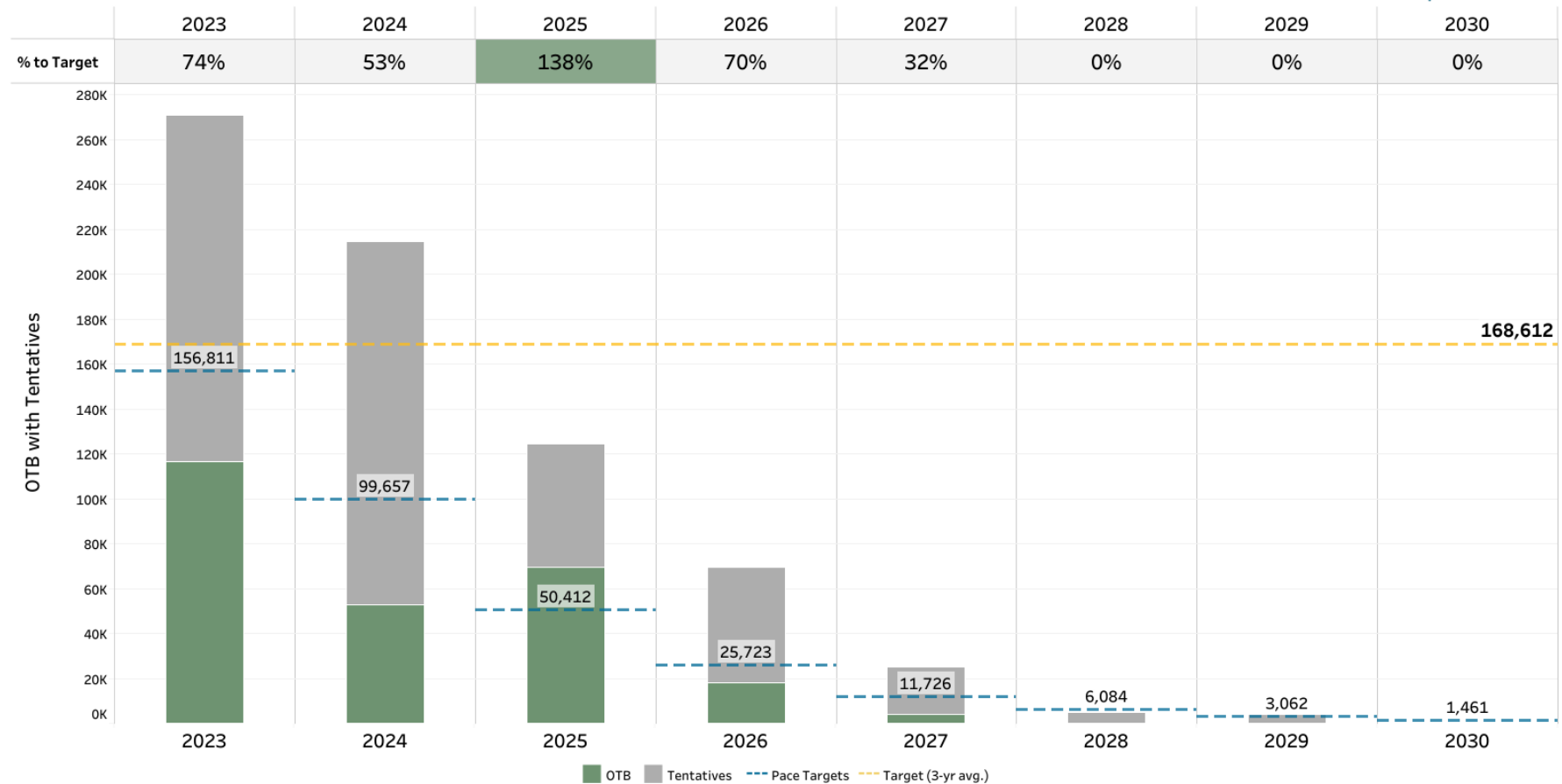
8 YEAR FUTURE PACE FOR CITYWIDE



Number of events and room nights on the books against a 3-year average target. Updated 3/29/23

MARKET SITUATION

8 YEAR FUTURE PACE FOR SINGLE PROPERTY



Number of events and room nights on the books against a 3-year average target. Updated 3/29/23

MARKET SITUATION



Distribution Channel

- Global MCI primary sales channel is Personal Selling
 - Direct Contact
 - Key Intermediaries via Tradeshows/Conferences
 - Meet Hawai'i Customer Relationship Management (CRM)
 - In Market Sales Activities
 - Dedicated Hawai'i Customer Events

Lead Time

Citywide:	1 to 4 years 2024 - 2027
	4 to 7 years 2028 and beyond
Single Property:	6 - 12 months 2023/2024
	12 – 20 months 2025 and beyond
Global MCI Sales:	6 – 12 months

TARGET AUDIENCE

TARGET AUDIENCE



Citywide

- Short-Term 2023 – 2027 (Corporate, Sports, Associations)
- Long-Term 2028 and Beyond (Associations)

Corporate and Incentive Targets Short-Term (2023 – 2025)

- U.S.
- Canada
- U.S. Corporations
- Asia/Oceania Corporate & Incentive

Third Party Planners/Incentive Planners

AMEX, BI, Conference Direct, Helms Briscoe, HPN, Maritz Global, JTB, HIS, Flight Center, Hana Tours

Key Intermediaries

ASAE, CEMA, FICPA, IAEE, ICCA, MPI, PCMA, SITE

CORE BRANDING MESSAGE

... as the world confronts challenges like the spread of infectious diseases, ethnic terrorism and climate change, the need for international cooperation and understanding has never been greater.

With its strategic mid-pacific location, ethnic diversity, wise indigenous host culture, worldwide global appeal and aloha spirit, Hawai'i has unparalleled opportunity to host international and domestic meetings and conventions that are welcoming, inspiring and constructive.

Q1 REVIEW

CURRENT PRODUCTION PROGRESS

2023 Sales Production

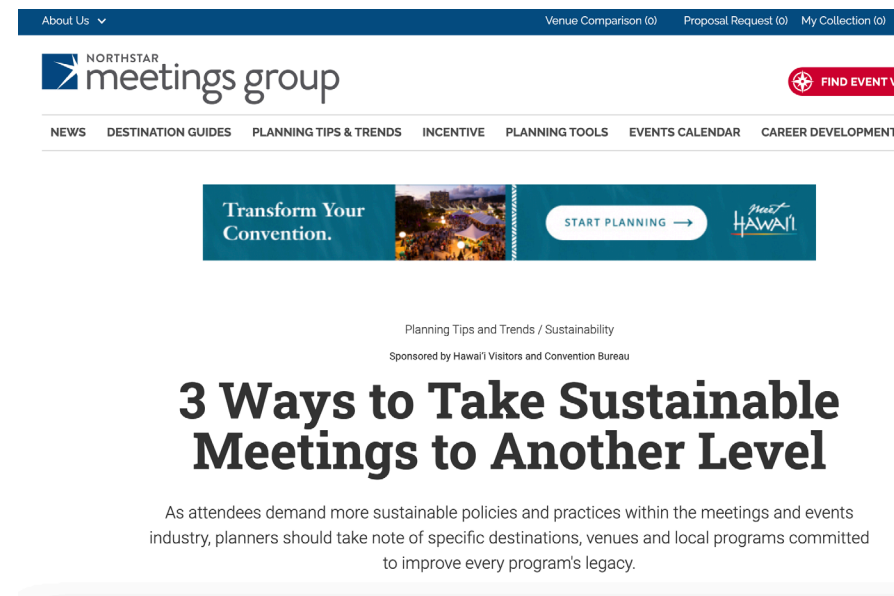
	Citywide 2023 YTD	Citywide 2022 PYTD	Single Property 2023 YTD	Single Property 2022 PYTD
Definite Room Nights	9,009	0	5,597	1,327
Tentative Room Nights	109,082	17,886	94,448	73,546

BMP UPDATE



Hawai'i – A Sustainable Meeting Destination

- Promote and expand sustainable programs for events throughout Hawai'i
- Promote Mālama Hawai'i volunteer opportunities for meeting attendees to “take care” and “give back” – deeper level of engagement regarding our culture, community and natural resources



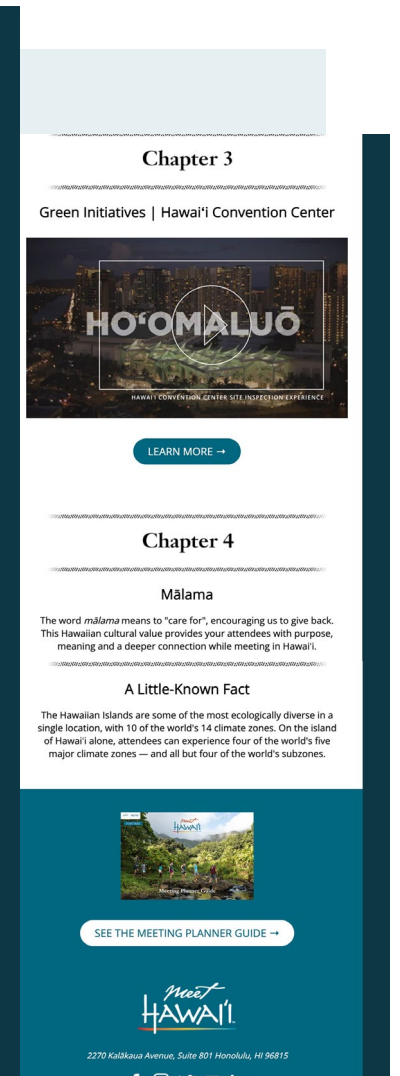
The screenshot shows the Northstar Meetings Group website. At the top, there is a navigation bar with links for 'About Us', 'Venue Comparison (0)', 'Proposal Request (0)', and 'My Collection (0)'. Below this is the Northstar Meetings Group logo and a 'FIND EVENT' button. A secondary navigation bar includes links for 'NEWS', 'DESTINATION GUIDES', 'PLANNING TIPS & TRENDS', 'INCENTIVE', 'PLANNING TOOLS', 'EVENTS CALENDAR', and 'CAREER DEVELOPMENT'. A prominent banner features the text 'Transform Your Convention.' on the left, a central image of a convention venue at night, and a 'START PLANNING →' button on the right. Below the banner, the article title '3 Ways to Take Sustainable Meetings to Another Level' is displayed, along with the text 'Planning Tips and Trends / Sustainability' and 'Sponsored by Hawai'i Visitors and Convention Bureau'. The article's introductory text reads: 'As attendees demand more sustainable policies and practices within the meetings and events industry, planners should take note of specific destinations, venues and local programs committed to improve every program's legacy.'

BMP UPDATE

Diversity, Equity and Inclusion

- “Hawai‘i is the country’s third most diverse state, it ranks third for cultural diversity and fourth for Economic Diversity. Hawai‘i is the most racially and ethnically diverse state in the U.S
- Understand that this is a new and growing initiative in the industry
- Need to use in our promotion and messaging that Hawai‘i embraces DEI – Everyone is Welcome and “No Legislation that Excludes”

www.worldpopulation.com/state-rankings/most-diverse-states



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We recognize the use of linguistic markings of the modern Hawaiian language including the 'okina (ʻ) or glottal stop and the kahakoa (ō) or macron (e.g., in place names of Hawai'i such as Lānaʻi). We acknowledge that individual businesses listed in this email may not use the 'okina or kahakoa, but we recognize the importance of using these markings to preserve the indigenous

Pre & Post (Bleisure) Travel

Hawai'i is uniquely positioned to capitalize on the Bleisure Travel Trend as an additional advantage to booking both citywide and single property MCI Events to Hawai'i

- Work with hotels to formalize pre/post offers
- Work with interested parties to create special offers and promotions targeted to meeting attendees
- Create Pre/Post Offers on Meet Hawai'i website

PARTNERSHIP OPPORTUNITIES

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August 5-8, 2023
ASAE Annual Meeting
Lynn Whitehead
lwhitehead@hvcb.org



September-TBD
Southeast Sales Calls
Meredith Parkins
mparkins@hvcb.org



October 17 – 19, 2023
IMEX America
jmurai@hvcb.org



November-TBD
Arizona Sales Blitz

December 13-15, 2023
SITE SoCal Holiday Event & Charity Auction
Adele Tasaka
atasaka@hvcb.org

PARTNERSHIP OPPORTUNITIES



GLOBAL

- September 2023
Korea MCI Sales Mission - Seoul/Busan
- Korea MCI Hawai'i FAM
November 2023
- Oceania MCI Hawai'i Fam
October 2023

Andrew Koh
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MAHALO!