



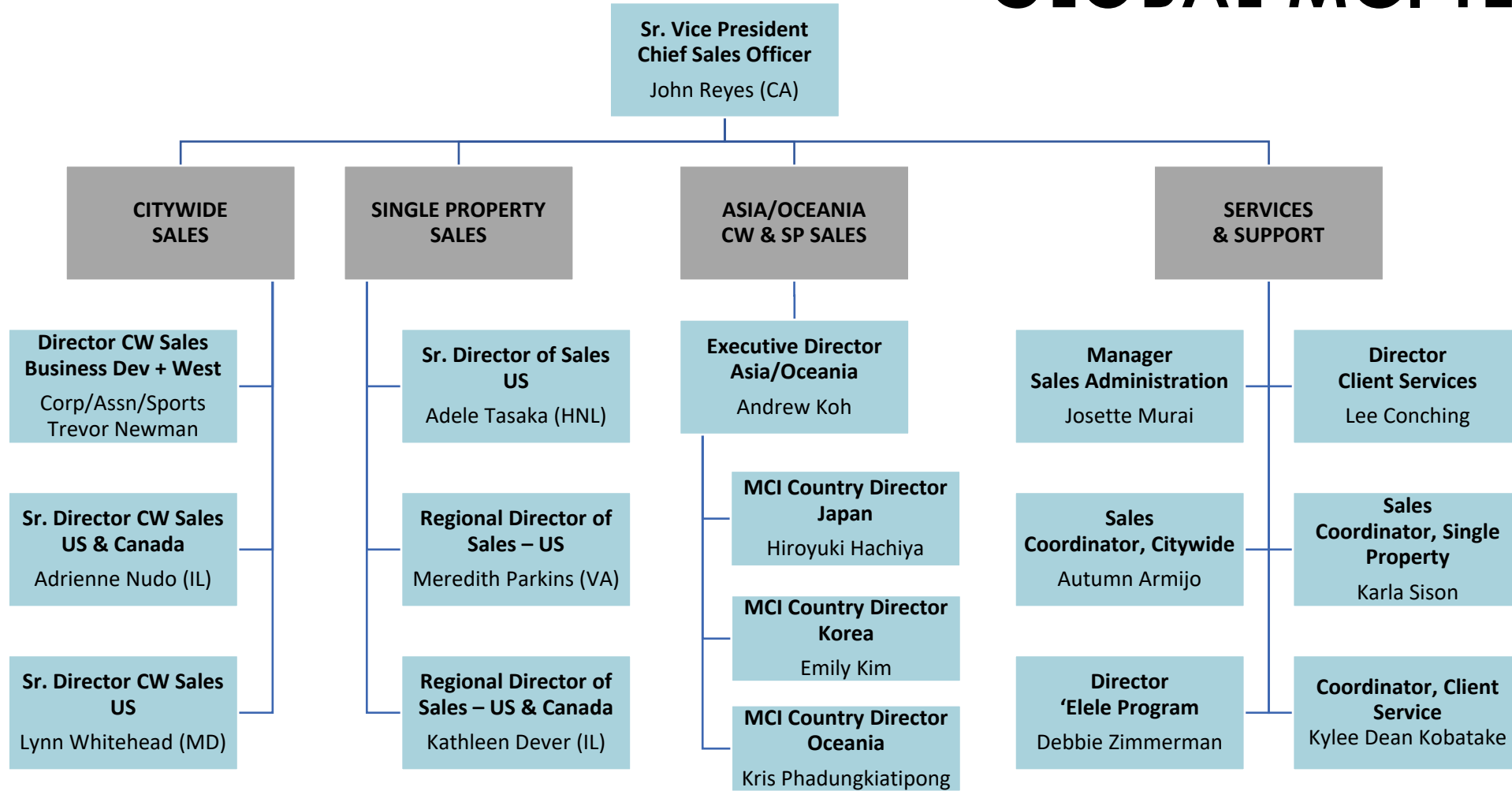
Handout – Agenda #9D Updated

2024 Global MCI Brand Marketing Plan

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HAWAI‘I TOURISM GLOBAL MCI TEAM



MARKET SITUATION

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General Overview

- U.S. Meetings, Convention & Incentive (MCI) market expected to grow in 2024 and beyond.
- 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 SITUATION

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 services organizations.
- Meet Hawai'i expects the outlook for incentive travel to Hawai'i to grow moderately or hold steady through 2024.

MARKET SITUATION

Citywide Customer Sentiment

- 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.
- 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.

MARKET SITUATION

Customer Concerns about Maui

- Does Maui want visitors to stay away?
 - No.
- Why is it important to keep Maui meeting programs intact and on course in Maui?
 - *To sustain Maui jobs & support Maui's economic recovery.*
- What is the "Go Forward" plan for Maui?
 - *Retain existing Maui bookings and generate new bookings.*
- When is Kā'anapali going to reopen?
 - *October 8, 2023.*
- What is the status of Wailea?
 - *Open and available for MCI events.*
- How can MCI Customers continue to help?
 - *Donate + hold booked events + book new events.*

TARGET AUDIENCE

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Meet Hawai'i Global MCI markets

- United States
- Japan
- Canada
- Oceania
- Korea
- China
- Taiwan
- Additional markets and regions with great propensity to consider Hawai'i

CORE BRANDING MESSAGE

CORE BRANDING MESSAGE

Transform Your Convention

START PLANNING →

Meet HAWAII!

Mālama Maui

Hawaii's Convention Center Package

5 ISLANDS Choose from 5 islands to host your event.	LIMITED SEATING Special Convention Center rates available for groups of 50+.
8 MEALS 8 meals per person per day (breakfast, lunch, dinner, and 2 snacks).	2024 Only 2024 packages available between the Convention Center and the Convention Center.
11 DAYS 11 days of accommodations (including 2 nights in a luxury hotel).	HERITAGE, INC. REUSE 100% of the Convention Center's energy is recycled.
10 10 days of accommodations (including 2 nights in a luxury hotel).	77% OF 2024 77% of 2024 packages are sold out.

Submit Your RFP

Getting to Hawaii's

Experience Hawaii's For Your Convention

Reassure MCI customers that Hawai'i is indeed open for business and 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 inspirational and provides a unique offering that is both extraordinary and memorable.

MAUI MESSAGE

Important to remain respectful to the residents of Maui during this devastating time by continuing to donate dollars to Maui Strong Foundation through Hawai'i Community Foundation, and also:

- Continue to host their Q4 2023 and CY2024 events in open areas of Maui.
- Meet Hawai'i continue to work to keep their events in Maui, or, if needed, assist in relocation it to another island.
- Utilize Meet Hawai'i direct support to hold their meeting in West Maui after October 8 re-opening date.

STRATEGIES

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Global MCI

- Identify short-term single property business development for 2024 and 2025.
- Increase number of citywide events 2026 through 2029.
- Implement Hawai'i Convention Center Roof Customer Communication Program.

STRATEGIES

Corporate Focus

Closing the 2026 – 2030 Event Gap – Driving More Event Production

- Currently the Meet Hawai'i citywide sales team consist three (3) citywide sellers
- To reduce citywide and single property corporate event gap, Meet Hawai'i needs to drive more short-term event production over the next five years by expanding our current Meet Hawai'i sales team.
- Prior to January 2020 when the Hawai'i Convention Center managed the sales and marketing for citywide events there was five (5) dedicated citywide sellers.

STRATEGIES

Corporate Focus

- Identify short-term corporate single property business development for 2024 and 2025.
- Increase short-term corporate citywide events 2026 through 2030.
- Add one plus Meet Hawai'i Seller focused on corporate bookings focused on citywide events and working with single property sales team for greater corporate event bookings overall.

STRATEGIES

Mālama (Care for) Maui
by Visiting Mindfully



Maui

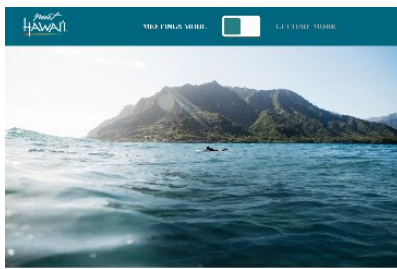
- Retain existing bookings for Maui
- New business development for Maui

MAJOR PROGRAMS

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.
- IMEX America 2023 will reinforce Maui and Hawai'i "Open for Business" Messaging



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 this time, including Takemaka, Napili, Keenani and Kapalua.

However, we encourage group business to all other parts of Maui (including Kahala, Wailea, Kihei, Wailea, Makani, Paia, Makena and Haunui) and to its other Hawaiian Islands, which are welcoming visitors to help rebuild, rebuild and our economy alive.

SEE MORE

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, CO, Inonge 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

SEE MORE

Getting to Hawai'i

A once-in-a-lifetime convention, conference or summit is easy to come by and go 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.

MAJOR PROGRAMS

Global MCI

Key Global MCI Sales Programs

- Continue strategic partnerships with key third party organizers in key source markets.
- Attend AIME 2024 Incentive Event.
- Conduct offline and online training seminars.
- Attend Japan Summit.
- Organize Japan and Korea Sales Mission.
- Conduct Korea MCI Workshop.

2024 BUDGET

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	Budget
Paid Media	\$161,000
Public Relations	\$191,600
Travel Trade	\$442,420
Research	\$0
Staffing	\$2,712,000
*One Plus Citywide Sales Position	\$325,000
Administrative	\$992,980
Total	\$4,825,000

PARTNERSHIP OPPORTUNITIES

PARTNERSHIP

Tradeshows

- IMEX America 2024 (October 8 – 10, 2024)
- ASAE 2024 (August 10 – 14, 2024)

Las Vegas
Cleveland

Site Visits/ Familiarization Trips

- Single Property and Citywide

On Demand

Education

- MCI Updates - Kaua'i, O'ahu, Maui and Island of Hawai'i

Quarterly

Public Relations

- Mālama Hawai'i CSR Programs

On-demand

Client Promotional Events / Sales Blitzes

- Single Property and Citywide

On-going

*Check with your Meet Hawai'i Sales Contact

MĀLAMA MAUI

MAUI RECOVERY

MCI Maui Objectives

- Retain existing business in West or South Maui post October 8.
- If not possible re-book at later date in West Maui or move to other Maui or State of Hawai'i locations.
- Generate new demand and bookings for Maui.

Retain Existing Bookings

- Meet Hawai'i single property sellers have identified single property booked meetings in Q4 2023 and Q1 2024 booked by Meet Hawai'i affected by Maui Wildfires and are facilitating retention these meetings. In addition, they will work with hotel partners on hotel direct bookings to assist in facilitating retention of these meetings.
- If retention is not possible for existing place and time will work to book the meetings in Maui or in the State at a later date and time.
- Additional funding will be used to provide monetary support to keep meetings in Maui or in the rest of the State if event need to be relocated from Maui to other Islands.

Generate New Bookings

- Meet Hawai'i has will identified four MCI strategic partners (incentive, corporate, key third parties) to create special Maui customized direct sales opportunities targeting their network of event planners reinforced by digital marketing messages.
- Additional funding will be used to provide monetary support to generate new meetings in Maui or in the rest of the State.

MAUI RECOVERY

Public Relations

- IMEX (Oct. 17-19)
- News Releases

Direct MCI Outreach

- Ongoing HTA Maui Wild-Fire Updates
- Organized Wailea DOSM Zoom Meeting(s)
- West Maui DOSM Zoom Meeting(s)
- Updates to our 14 key Strategic MCI Partners
- Individual MCI Customer Meetings

Skift
MEETINGS

[Destination](#)

Maui Loses \$11 Million a Day as Visitors Stay Away

Rayna Katz
Topic: 07/24 - 08/07



Smartmeetings
The Intelligent Way to Plan

Breaking

Hawai'i is Open for Business

By Erin G. Parsley | August 23, 2023



1 **Advice from Meet Hawai'i on supporting the islands in wake of Lahaina fires**

2 Meeting professionals watching images of devastation from the city of Lahaina on the island of Maui may be asking if it is safe or even prudent to bring groups to the Hawaiian Islands now. Smart Meetings reached out to John Reyes, senior vice president and chief sales officer of Meet Hawai'i, to ask how meeting planners can best support their counterparts in Hawaii right now.

MAUI RECOVERY

Budget Recap

October – December 2023

MCI	
Retention & Business Development	\$200,000
Strategic Partners	\$400,000
Total:	\$600,000

MAHALO!