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**BRANDING STANDING
COMMITTEE MEETING
HAWAII TOURISM AUTHORITY
Friday, September 27, 2023, at 1:00 p.m.**

Hybrid In-Person & Virtual Meeting

Hawai'i Convention Center
Parking Level | Executive Boardroom A
1801 Kalākaua Avenue
Honolulu, Hawai'i 96815

MINUTES OF THE BRANDING STANDING COMMITTEE MEETING

MEMBERS PRESENT:

Blaine Miyasato (Chair), Sig Zane (Vice-Chair) (Zoom), David Arakawa (Zoom), Dylan Ching, Mufi Hannemann (Zoom), Sherry Menor-McNamara (Zoom)

NON-VOTING MEMBERS:

James McCully

HTA STAFF PRESENT:

Daniel Nāho'opi'i, Kalani Ka'anā'anā, Jadie Goo, Iwalani Kaho'ohanohano, Maka Casson-Fisher, Ross Willkom, Carole Hagihara

GUESTS:

John Reyes, Andrew Koh, Jay Talwar, Jeffrey Eslinger, Alex Wong, Dennis Suo, Eric Takahata, Mitsue Varley, Irene Lee, Gaeun Moon, Susan Webb, Lorenzo Campos, Kara Imai, Jennifer Gaskin, Darragh Walshe, Jacqui Walshe, Kris Phadungkiatipong, Shannon McKee

LEGAL COUNSEL:

John Cole

1. Call to Order and Opening Protocol

Chair Miyasato called the meeting to order at 1:00 p.m.

2. Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic

Mr. Casson-Fisher did the roll call, and all members were confirmed in attendance and were by themselves.

Mr. Casson-Fisher introduced the members of the global marketing teams joining the meeting on Zoom.

Chair Miyasato thanked the global marketing teams and appreciated their flexibility because some had planned to make their presentations two weeks ago. He acknowledged their presence and promised to limit the meeting to two hours.

Chair Miyasato expressed his hope that detailed work would be conducted at the committee level in the future, with the Chair and Vice Chair of each committee vetting the ideas to be discussed so that when these were presented to the full Board, there would be unanimous approval.

3. Presentation, Discussion and/or Action on the Branding Standing Committee Charter & Goals

This discussion had taken place at the previous meeting. Chair Miyasato said that his experience at Hawaiian Airlines had made him realize the importance of identifying the story to be told before moving into branding and marketing. After further discussion, he and the Vice Chair agreed on the importance of this issue but concluded that the Branding Standing Committee was not an appropriate venue. The next full Board meeting would consider moving this discussion to a different committee.

This item would be deferred to the Board meeting and further discussion at the selected committee.

4. Presentation, Discussion and/or Action on Hawai'i Tourism Japan Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the Japan Market

Mr. Ka'anā'anā stated that there would be an incremental fund request at the end of the presentation, but this would be separate from Maui incremental funding because less than 2% of Japanese visitors visited Maui. However, it was urgent to recover the overall Japanese market towards Hawai'i, so the incremental fund request would relate to general recovery for Japan, not to Maui.

Mr. Takahata, the Managing Director of Hawai'i Tourism Japan, gave the presentation. He introduced the remainder of the ten-person team, four of whom were Hawai'i-based and the remainder in Japan.

Mr. Takahata gave an overview of Japan's market situation and general economy. He stated that domestically, Japan was in a growth pattern with rising exports. Tourists were visiting Japan, but the yen's weakness slowed domestic spending. However, in general, a slow recovery was taking place.

Unfortunately, natural disasters were common in Japan, and because of their own experiences, the Japanese had been very supportive towards Maui. The tourism office had been inundated with calls, and the Japanese government had donated two million dollars to Maui. In addition, almost a million dollars had been received from the travel trade towards Maui Strong.

Japanese inbound tourism was already at 2019 levels, but outbound tourism had been slower to catch up. Only in May 2023 did the Japanese government completely remove COVID restrictions. It should be noted that Hawai'i remained the top destination for Japanese travelers.

Currently, four airlines provide direct services from Japan to Hawai'i. Air seats stood at 60% of 2019 levels. Airlines were challenged by a workforce shortage, but it was expected that the 2024 seat supply would be closer to the 2019 level.

The competitive landscape was becoming more intense, and many other destinations were running aggressive marketing campaigns involving significant investments in the Japanese market.

The target audiences for Hawai'i were affluent travelers, romantic couples, experience seekers, ethical younger generation, and multi-generation families.

The core branding message had been pivoted towards driving bookings. Along with Mālama, the message would be a more inspirational, call-to-action type of messaging called "Beautiful Hawai'i," aimed at changing the travelers' attitude toward their lives through travel to Hawai'i. The committee viewed one of the new promotional videos aimed at the Japanese market.

Collective messaging was to be done in collaboration with major stakeholders, such as online travel agencies, airlines, consumer organizations, and credit card companies. The new message resonated well with the travel trade and consumer focus groups.

The marketing strategy was to be a targeted segmentation approach focusing on the mindful and high-value traveler and collaboration with the Japanese government and major airlines to restore suspended flights. The Japanese understood the impact of natural disasters and the time required for recovery. The Japanese government had promised Hawai'i would be the primary beneficiary of stimulating outbound travel.

In public relations, the team was conscious of providing timely and accurate updates. Mr. Ka'anā'anā had called immediately after the fire disaster, and the team had contacted the Japanese government at the start of the working day. They had worked hand in hand with the Japanese Consul General to identify and assist two Japanese visitors and to contact every Japanese citizen resident in Maui. The team translated every message about the emergency and shared accurate information with the Japanese news media.

Mr. Takahata gave details of the significant programs aimed at the recovery of the Japanese market. The team had worked with airlines, cooperative programs, and industry partnership programs. The "Beautiful Hawai'i" campaign was to run on the usual media, including advertisements in taxis, public transport, cinemas, and airline inflight videos.

The team was to participate in travel trade initiatives, such as Japan Summit and Japan Mission, as well as direct consumer events, such as Hawai'i EXPO and JATA Travel EXPO.

Although Mālama Maui would continue, no extra funding had been requested for it.

2024 BMP Budget for Hawai'i Tourism Japan

Budget Category	Amount
Consumer Direct	\$2,532,000
Public Relations	\$988,000
Travel Trade	\$1,550,000
Administration	\$1,430,000
Total	\$6,500,000

Because of external pressure from competing destinations, the Japanese Ministry of Tourism and the Japanese Association of Travel Agents (JATA) recommended increased investment to establish Hawai'i's presence in the Japanese market. Destinations such as Hong Kong, Taiwan, Thailand, and Guam were conducting aggressive promotions such as

cash-back and free or reduced travel tickets. Advice from the Governor was that such tactics would not give suitable visitors. The intention was to amplify the message from “Beautiful Hawai‘i” to “It’s gotta be Hawai‘i,” the team was working with JATA on a more focused call to action.

The Japan team requested an additional \$2.5 million to bring the budget back to pre-pandemic levels. Mr. Ka‘anā‘anā pointed out that this was also the recommendation of the HTA staff. It was important to make clear to their partners that they were committed and willing to invest to keep the existing business and generate new business. During the pandemic, they understood the call to care for one another, the place they call home, and the visitors. At that time, Mālama was the call that the Japanese market understood and internalized very early. The staff believed it was time to pivot this message to “It’s gotta be Hawai‘i.”

Mr. Arakawa thanked Mr. Takahata for the presentation and noted that competitive destinations appeared to be “throwing money” at visitors. He asked whether these destinations had emotional messaging like “Beautiful Hawai‘i” and “It’s gotta be Hawai‘i.” Mr. Takahata replied that the other destinations' marketing seemed less emotional and more direct, “Come to us now, and we’ll help you get here.” Hawai‘i's branding was that they were unlike the other destinations and did not give coupons. Hawai‘i made an emotional connection with the Japanese public and worked through back channels with suppliers like airlines and travel companies, creating a higher-class branding message.

Mr. Arakawa asked when the return on investment (ROI) would get back to the pre-pandemic level now that funding was requested at the pre-pandemic level. Mr. Takahata replied that the plan for next year was for a million arrivals from Japan. In 2019, there were 1.6 million visitors from Japan, but that had been a record year for visitors. At present, they have been at about 75% recovery. The indicators were that Hawai‘i had an excellent competitive positioning against other destinations. The Japanese market had been important to Hawai‘i for a long time, and Hawai‘i had a long-term commitment to it. Japanese visitors were the type of valued pono traveler who was welcome. The ROI was multi-layered, and ensuring that this was not simply a nicety was important.

Mr. Hannemann noted that Hawai‘i made the Japanese feel at home even though Guam claimed to be closer and cheaper. Visitors often complained about long lines at the airport, and it was important to solve this problem. Japanese travelers prided themselves on being model respectful and mindful travelers to Hawai‘i.

Mr. Hannemann congratulated Mr. Takahata on his presentation but commented that timing was important in every aspect of life. The Hawai'i Governor was to visit Japan in November, and Mr. Hannemann wondered whether his arrival in Japan at an appropriate time would reveal that the budget for the Japanese market was being increased. Chair Miyasato informed the meeting that the Governor was to meet with the Japanese Prime Minister and the Ministers of Foreign Affairs, Health, and Land/Infrastructure. It would be good for the Governor to tell the ministers and JATA that the budget had been restored to pre-pandemic levels. He noted that Japanese stakeholders felt the best way to assist Hawai'i's recovery was to send as many Japanese visitors as possible.

Mr. Hannemann noted that the presentation mentioned golf and romance as targets for Hawai'i visitors, and there was now a major DFS Shopping Center, which represented an investment in Hawai'i of hundreds of millions of dollars. This would be a valuable tool for the Chinese, Japanese, and Korean markets. He also suggested that attracting Japanese celebrities, such as Shohei Ohtani or retired Japanese major-league baseball players, to Hawai'i would be good. Mr. Takahata responded that they were working through back channels to discuss with Shohei Ohtani. On the other hand, Waiākea Water, from Hawai'i Island, had recently signed a contract with Shohei Ohtani to be its spokesperson, and Waiākea Water was to be distributed by 7-Eleven and Lawson networks in Japan before the end of the year.

Chair Miyasato commended Mr. Takahata on his presentation and referred to the close relationship between Hawai'i and Japan. Mr. Ka'anā'anā also mentioned the preference for cooperatives because of the favorable ratio, rather than concentrating only on advertising. The recommended budget would restore the Japan BMP to the pre-pandemic level, but like all the motions for this meeting, it was a recommendation to the full Board meeting on the following day.

Chair Miyasato proposed a motion to recommend the Hawai'i Tourism Japan BMP to the full Board as presented and including the incremental funding. The motion was seconded by Mr. Ching and carried unanimously.

This motion was later modified at the end of agenda item #5.

5. Presentation, Discussion and/or Action on Hawai'i Tourism USA Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the USA Market

The Senior Vice-President and Chief Marketing Officer of Hawai'i Tourism USA, Mr. Jay Talwar, gave the presentation. He introduced the remainder of the 37-person team,

including the travel trade group, the membership team, the market insights team, the customer relationships management team, and the teams across the Hawaiian Islands.

Mr. Kalani Ka'anā'anā stated that incremental funding had already been approved up to October 2023, and this presentation included a request for further incremental funding for calendar year 2024.

Mr. Talwar stated that the economic situation of the market was strong, and domestic travel had recovered, up by 1.4% for the present calendar year and expected to reach 3.1% in 2024. Travel was vital to U.S. consumers and increased from year to year. The U.S. travel industry was driven by U.S. travel rather than international travel. This year, the Hawai'i economy was at 97% in relation to 2019, and during the first seven months of the year, the labor force had reached almost 99% of the 2019 level. The impact of the Maui wildfires reduced the economic indicator from 1.8% to 1.1% for this calendar year and from 2% to 1.5% for 2024. Air seats coming into the state showed a reduction of 9% for 2024 compared with 2023. Revenue from lodging had also dropped, except for Kaua'i, with 2024 showing a 17% drop compared with 2023. The exchange rate also favored international travel.

The U.S. target audience was the mindful traveler comprising the service-minded visitor, the culturally curious visitor, the eco-conscious visitor, and the unobtrusive explorer.

The core branding messages continued to be Mālama Hawai'i and Mālama Maui, and this message was shown to be effective.

Mr. Talwar described the strategies for delivering these messages: direct to consumers, the travel trade, and public relations. The Mālama Hawai'i message was to change visitors' perceptions, to educate them, and to change their behavior.

Regarding Mālama Maui, Lahaina had been the location of more than a hundred restaurants and many marine recreational activities. Businesses were recovering through an effort to share unique options across the island.

The strategies to send the message included paid media, negotiating with media, working with editorial platforms, and social media.

The U.S. Tourism team supported initiatives to share the benefits of tourism across a broader swathe of communities, including fashion businesses, retail outlets, music, agriculture, and cuisine. They were working to identify brand partners with like-minded clientele. The public relations team was setting up an international media blitz in New York and would work with FestPAC to get press members to come to Hawai'i.

The team was working on education for the travel trade, with “Tourism Cares” creating a meaningful FAM to encourage people to come to Hawai’i and discover what it means to be a mindful traveler.

Mālama Maui contained the same elements, and the committee viewed a social media clip about mindful visiting Maui. The strategy was for the people of Maui to share their stories.

2024 BMP Budget for Hawai’i Tourism USA

Budget Category	Amount
Consumer Direct	\$8,689,840
Public Relations	\$1,123,600
Travel Trade	\$1,279,560
Research	\$100,000
Administration	\$3,157,000
Total	\$14,350,000

Incremental Funding for Maui Recovery

The intention was to use the same strategy as had been used to recover tourism after the financial crisis of 2009. Knowing that the budget was tight, the staff proposed focusing on one market at a time by working with industry partners for one month each. The cost would be \$1.75 million per month for five or six key gateway markets, amounting to a total funding of \$10 million. Given that the budget was about half the 2009 level, the staff would stretch it as best they could. Shoring up in specific areas might be necessary.

The other details of the Maui recovery increment were as follows:

- Mālama Maui Campaign: \$1,504,000
- Public relations and earned media: \$125,000.
- Travel trade: \$875,000

In summary, Mr. Ka'anā'anā stated that the base budget had been \$14,350,000, so including the incremental \$10 million brought the 2024 budget to \$24,350,000. He reminded the committee that the objective of MCI was to retain existing bookings and to generate new bookings.

Mr. Hannemann asked about incorporating a radio campaign in the incremental budget increase. He was informed that the team had studied the source of information, education, entertainment, news, and travel inspiration for the mindful Hawai'i target traveler, and radio and newspapers seemed to have negligible impact. This was the reason the current target was more attuned to digital media. While congratulating the U.S. team on their effective presentation, Mr. Hannemann suggested that key cities could be targeted for radio campaigns, and the team promised to look into this.

Mr. Arakawa gave feedback from the Finance Committee meeting earlier that day, which had been informed that the legislature was not likely to increase the HTA budget because General Excise Tax (GET) revenues were likely to fall, while the wildfires had caused the state to incur additional expenses. He suggested that the phrase "subject to funding" should be added to the motion to recommend the 2024 BMP budget. The HTA might be confronted with tough decisions in the face of recommendations from the legislature, DBEDT, BNF, and the Governor to reduce their budget. It would be necessary to have data to monitor the requested increment. The original budget had been \$14 million, and an additional ten million dollars would almost double it. Measurables and intangibles were needed to support the increased budget.

Mr. Monahan replied that his team had compiled 141 pages of data on campaigns ranging from media to public relations and had shown that increased campaign spending resulted in increased visitation. Since 2019, spending per person per day has increased from \$189 to \$240, even though part of this increase was due to inflation. He added that this daily spending was equal to that of Japan.

This budget covered the end of FY2024 and the first half of FY2025 because marketing plans were calendar-year-based. The Chair proposed that in the interests of consistency, the slide showing the budget request should be changed to include the incremental \$10 million.

Mr. Arakawa was still concerned that the Governor had awarded \$60 million to the HTA, so to fund the \$24.35 million request, funds would have to be deducted from another section of the budget. Mr. Ka'anā'anā responded that there were complications related to cash flow and the time payments were made. However, Mr. Arakawa still wished to know where the additional \$10 million and \$2.5 million would be taken from the overall \$60 million budget. Mr. Ka'anā'anā responded that he and his team were working on areas where expenditure could be reduced. It was important to realize that investment in tourism was vital to increasing the revenue to the state from GET and Transient Accommodations Tax (TAT). Tourism was the lifeblood of the Hawaiian economy, and investment in the tourism industry was worthwhile since it increased jobs and improved the economy.

Mr. Nāho'opi'i pointed out that when setting the budget, the first consideration was to approve the purpose and work with the Board to adjust the funding. The timing issue was related to the fact that some expenditures might be rolled over into FY2025, depending on when programs were started. If the Governor still had funds available, an additional request could be made, especially related to the U.S. and Japan markets. Money remained in the emergency fund, which could be used for recovery.

Mr. Hannemann was uncomfortable with Mr. Arakawa's approach and pointed out that the role of the HTA staff and Board was to advocate for tourism. The legislature had its role. The state had no economic alternative to tourism, even though it had tried to diversify. It was necessary to send a message that they were serious about tourism. If they sought federal funds from the Travel Tourism Advisory Board, they would ask what Hawai'i itself was doing. Mr. Hannemann believed they should be looking for ways to increase their resources, and bolstering tourism was the only way to do this.

Mr. Arakawa pointed out that they needed more data to make the best case to convince the legislature to give them more funds. He was concerned firstly about where cuts would be made in the \$60 million that Gov. Green had awarded from his \$200 million fund and secondly about which data they could present to the legislature to demonstrate that tourism was the driver of revenue for Hawai'i. The HTA needed to show that an increment of \$10 million in the budget would generate X million in GET and TAT.

Mr. Nāho'opi'i pointed out that all the brand management plans were structured in such a way that they were adaptable. While some items were permanent purchases, others could be adjusted in response to checks along the way relative to the success of each campaign. Mr. Ka'anā'anā pointed out that research into campaign effectiveness was planned for the U.S. and Japanese markets.

Mr. Nāho'opi'i asked whether cooperatives were built into the U.S. marketing plan and whether consideration was given to partners based on their reaction to the wildfire emergency. He was told that many partners had been amazing in that some hoteliers had provided lodging without being sure FEMA would reimburse them, and airlines had brought in supplies. Cooperatives stimulated the market because they could control demand creation in key markets, but prices were set by private industry and were beyond their control. All cooperatives required matching funds, usually in a 3:1 ratio.

Chair Miyasato proposed a motion to recommend Hawai'i Tourism USA 2024 Brand Marketing Plans for the USA Market to the full Board, subject to availability of funds. The motion was seconded by Mr. Ching and carried unanimously.

The motion for agenda item 4 was restated as follows:

Chair Miyasato proposed a motion to recommend the Hawai'i Tourism Japan 2024 Brand Marketing Plan to the full Board subject to the availability of funds. The motion was seconded by Mr. Arakawa and carried unanimously.

6. Presentation, Discussion and/or Action on Meet Hawai'i Activities Under the HTA's 2024 Brand Marketing Plans for Meet Hawai'i

The presentation was made by Mr. John Reyes, Senior Vice President and Chief Sales Officer for Meetings, Conventions, and Initiatives. Mr. Reyes began by introducing the members of his 21-person team.

He gave a general overview of the Meetings, Conventions, and Incentives (MCI) global market. However, he cited potential customers' growing concern over the extent and timing of the repair of the HCC roof and related leak damage and disruption of events due to these ongoing repairs. There were also customer concerns regarding Maui. Otherwise, the global MCI team saw growth potential from Asia, especially Japan, and was conscious that Hawai'i and the HCC remained popular venues for future Citywide events.

Mr. Reyes listed the Meet Hawai'i Global MCI markets and detailed the core branding message. He explained the MCI message regarding Maui and the importance of remaining respectful to the residents. He gave an account of general strategies being conducted and noted that for Maui, the twin strategies were to retain existing bookings while developing new business.

Major programs were listed, including short-term business development for single properties for 2024/2025, Citywide business development for 2024 and 2025, and a detailed schedule for repairing the HCC roof. Mr. Reyes also listed recently hosted events and events scheduled for the coming months.

Regarding Maui's recovery, Mr. Reyes repeated that the objectives were to retain existing bookings while generating new bookings. The team was to conduct public relations events and direct MCI outreach.

Mr. Reyes informed the committee that, as he had told the Finance Committee, 2026 was vital for Citywide events. In order to obtain \$64 million, the team had appealed to the Senate and the House about the necessity for roof repairs. They were targeting single-property developers. IMEX will take place from October 16 - 19 and will be attended by more than thirty Hawai'i tourism representatives. The MCI team had more than 800 accounts and was going through all of them to close deals. It was of extreme importance that the roof repairs should continue on schedule.

Global MCI strategies included missions, workshops, strategic partnerships, incentive opportunities, and participation in the Japan Summit. Partnership opportunities include trade shows, site visits, client promotional events, and sales blitzes.

2024 Budget for Meet Hawai'i

Budget Category	Amount	Percentage
Paid Media	\$161,000	4%
Public Relations	\$191,600	4%
Travel Trade	\$442,420	10%
Research	\$0	
Administration	\$3,704,980	82%
Total	\$4,500,000	100%

Costs for administration comprised \$2.7 million for staffing and \$795,000 for programs.

Mālama Maui was part of the \$2.6 million allocation with incremental funding of \$600,000. \$200,000 was designated for customer retention. An example was a customer planning a meeting in West Maui whose additional transport costs were to be covered so the event would remain in Maui. Mr. Reyes emphasized that such incentives were fully documented and accountable. Regarding the \$400,000 for generating new business, MCI worked with

four strong partners, including the Society of Incentive Travel Executives (SITE). SITE was to host a reception at IMEX for incentive planners.

Alongside being data-driven, the team relied on third-party planners and obtained business through strategic partnerships with HelmsBriscoe and HPN Global. These companies had networks of 1,100 sellers, and MCI would be sponsoring newsletters, banners, and webinars to keep Maui and Hawai'i in front of these sellers. They had also been conducting direct outreach to sales and marketing directors in the Maui area.

Incremental funding for Maui Recovery, October 2023–December 2023

Category	Amount
Retention and business development	\$200,000
Strategic partners	\$400,000
Total	\$600,000

In relation to the \$200,000 for business retention, an issue was that Lahaina was no longer available as a destination, so customers might need assistance to cover additional transport costs to other areas of Maui.

Mr. Ching asked for clarification on the reason for the continued vacancy of the seller position and whether this was due to the non-availability of funds or failure to identify a suitable candidate. In a previous Board meeting, \$800,000 had been discussed, which would have funded a seller to focus on corporate business. The response was that the budget had been stagnant at \$4.5 million since the pandemic, although it had previously amounted to \$6 million with five sellers. There were now just three sellers, and funds were not made available to fill the remaining positions. Mr. Ka'anā'anā added that the MCI contract had been almost \$7 million pre-pandemic, so the present budget of \$4.5 was little more than half that level. The present \$4.5 million budget did not include funds for a fifth seller.

Chair Miyasato stated that three major factors – boondoggle, cost, and planning – were perceived as obstacles to locating meetings and conventions in Hawai'i. Mr. Reyes responded that market research and feedback from scientific and medical meetings had given the opposite impression and that buying and staying locally softened the boondoggle aspect.

Mr. Ching proposed that the packet for the Board meeting to be held the following day should include the amount required for a fifth seller for corporate business.

Chair Miyasato proposed a motion to recommend the Meet Hawai'i 2024 Brand Marketing Plan to the full Board as presented with an amendment to include funds for an additional seller for corporate, subject to availability of funds. The motion was seconded by Mr. Ching and carried unanimously.

The remaining Brand Marketing Plans had already been discussed at the previous meeting.

7. Presentation, Discussion and/or Action on Hawai'i Tourism Canada Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the Canada Market

The Canada Brand Management Plan for 2024 had been discussed at the previous Branding Standing Committee meeting.

Chair Miyasato proposed a motion to recommend the Hawai'i Tourism Canada 2024 Brand Marketing Plan to the full Board as presented, subject to availability of funds. The motion was seconded by Mr. Arakawa and carried unanimously.

8. Presentation, Discussion and/or Action on Hawai'i Tourism Oceania Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the Oceania Market

The Oceania Brand Management Plan for 2024 had been discussed at the previous Branding Standing Committee meeting.

Chair Miyasato proposed a motion to recommend the Hawai'i Tourism Oceania 2024 Brand Marketing Plan to the full Board as presented, subject to availability of funds. The motion was seconded by the Vice Chair and carried unanimously. Ms. Menor-McNamara and Mr. Hannemann had been excused.

9. Presentation, Discussion and/or Action on Hawai'i Tourism China Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the China Market

The China Brand Management Plan for 2024 had been discussed at the previous Branding Standing Committee meeting.

Chair Miyasato proposed a motion to recommend the Hawai'i Tourism China 2024 Brand Marketing Plan to the full Board as presented, subject to the availability of funds. The motion was seconded by Mr. Arakawa and carried unanimously. Ms. Menor-McNamara and Mr. Hannemann had been excused.

10. Presentation, Discussion and/or Action on Hawai'i Tourism Korea Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the Korea Market

The Korea Brand Management Plan for 2024 had been discussed at the previous Branding Standing Committee meeting.

Chair Miyasato proposed a motion to recommend the Hawai'i Tourism Korea 2024 Brand Marketing Plan to the full Board as presented, subject to the availability of funds. The motion was seconded by the Vice Chair and carried unanimously. Ms. Menor-McNamara and Mr. Hannemann had been excused.

11. Adjournment

Chair Miyasato adjourned the meeting at 2:54 p.m.

Respectfully submitted,



Sheillane Reyes

Recorder