



Meet Hawai'i
2025 Brand Marketing Plan

Meet Hawai'i

Meet Hawai'i is a collaboration of the Hawai'i Visitors and Convention Bureau (HVCB) and Hawai'i Convention Center (HCC) to reinforce the brand of the Hawaiian Islands as a world-class destination for business meetings, conventions, and incentive programs.

Meet Hawai'i is overseen by the Hawai'i Tourism Authority (HTA). Our mission aligns with HTA's four pillars:

- Natural Resources
- Hawaiian Culture
- Community
- Brand Marketing



**City-wide Events and
Single Property
Meetings**



**Center Operations,
Local Sales &
Community Events**

MEET HAWAI'I TEAMS



SINGLE PROPERTY SALES TEAM



Laurie Wong Ihara
SENIOR DIRECTOR OF
SALES



Kathy Dever
REGIONAL DOS
US MIDWEST, CANADA



Meredith Parkins
REGIONAL DOS
US EAST, EUROPE



Marykay Lui
REGIONAL DOS
US WEST & CENTRAL



Debbie Zimmerman
'ELELE DIRECTOR

CITYWIDE SALES TEAM



Adrienne Nudo
SENIOR DIRECTOR
US MIDWEST



Tom Casademont
SENIOR DIRECTOR
SE, CENTRAL, EUROPE



Trevor Newman
DIRECTOR
US WEST



Susanna Flores
NATIONAL DIRECTOR
CORPORATE, NE

SUPPORT SERVICES



Josette Murai
SENIOR MANAGER
SALES ADMINISTRATION



Stancen Abbey
SENIOR SALES OPERATIONS
ANALYST



Jona Caamal
SALES COORD
CITYWIDE SALES



Karla Sison
SALES COORD
SINGLE PROPERTY



Christina Jeremiah
SALES COORD
DATA

CLIENT SERVICES



Lee Conching
DIRECTOR CLIENT
SERVICES



Bri Leite-Ah Yo
COORDINATOR CLIENT
SERVICES



Lynn Whitehead
VP MCI GLOBAL SALES &
MARKETING



Laurie Wong Ihara
SENIOR DIRECTOR OF SALES
SINGLE PROPERTY

MEET HAWAI'I TEAMS - ASIA, OCEANIA



Hiroyuki Hachiya
COUNTRY DIRECTOR
JAPAN



Kris Phadungkiatipong
COUNTRY DIRECTORS
OCEANIA



Emily Kim
COUNTRY DIRECTOR
KOREA



Martin Lee
ACCOUNT DIRECTOR
KOREA



Josephine Lee
MANAGER
ASIA/OCEANIA



Andrew Koh
EXECUTIVE DIRECTOR
ASIA/OCEANIA

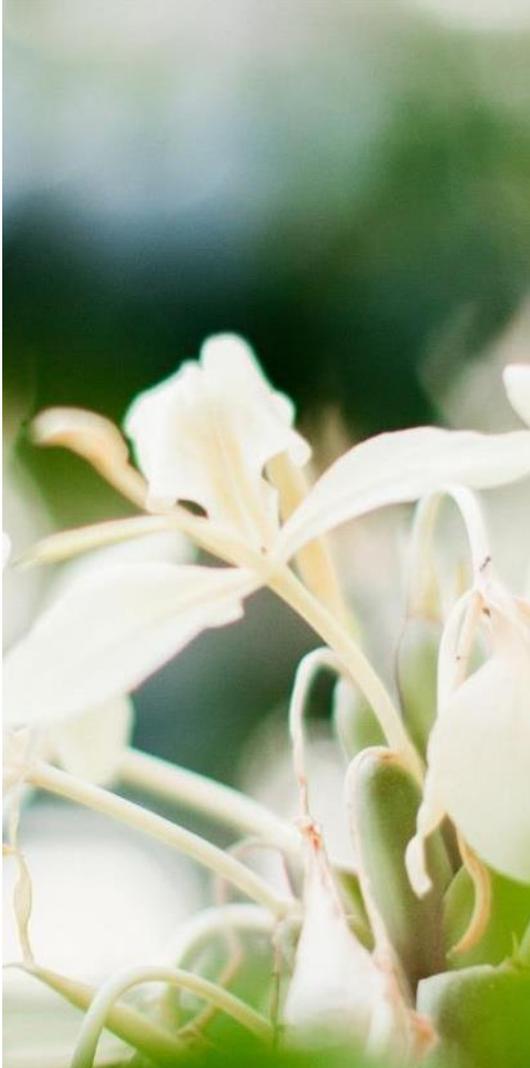
Market Situation And Industry Insights



General Overview

- The global MCI industry is anticipated to grow from approximately \$870 billion in 2024 to around \$1.47 trillion by 2030 with a CAGR of 9.1% during the forecast period.
- Incentive meetings are the fastest growing segment in the market segmented by event type at a CAGR of 9.8% during 2023-2028.
- According to recent DBEDT MCI Reports (Aug 2024) visitor spending increased 233M from 2023 to 2024, a 28.8% increase YOY.
- Slowdown in leisure is placing heavier emphasis on attracting MCI business; competition is offering increased incentives in order to close the deal.
- 2025 – 2026: Group demand relative to 2019 shows slow growth over the next two years. *2Synergize FuturePace; Tourism Economics*

Market Situation And Industry Insights



Single Property

- Booking cycle continues to be under 2 years.
- Incentive and Corporate meetings continue to be focus for all islands.
- Hotel chains will see strongest demand for new business.
- Association and corporate meetings are sourcing smaller room blocks to avoid attrition penalties.
- Maui updates are included in all conversations.

Market Situation And Industry Insights



Citywide

- Refreshed building and repaired roof to be complete by 2027.
- Short term booking cycle continues to be strong. We are on pace for 2027; 2026 building will be closed.
- Full time seller dedicated to Corporate market segment.
- Regenerative Tourism, HCC Carbon offset program and Hawai'i's commitment to equity and inclusivity are important to attracting MCI business.

Market Situation And Industry Insights



Asia/Oceania

- Appreciation of the Yen! 15% increase from mid-Jul to mid-Sep.
- JTB and HIS consider Hawai'i as the most important group destination for 2025.
- Korea market remains challenging due to weak group landscape and the reduction in air seats.
- Qantas Launching Melbourne – Honolulu Flight starting May 2025, 3 times weekly.
- Visa still a main issue for Chinese Groups.
- Competition is investing heavily in source markets to attract MCI Group business. Cash incentives more common.

Target Audience

REGIONS

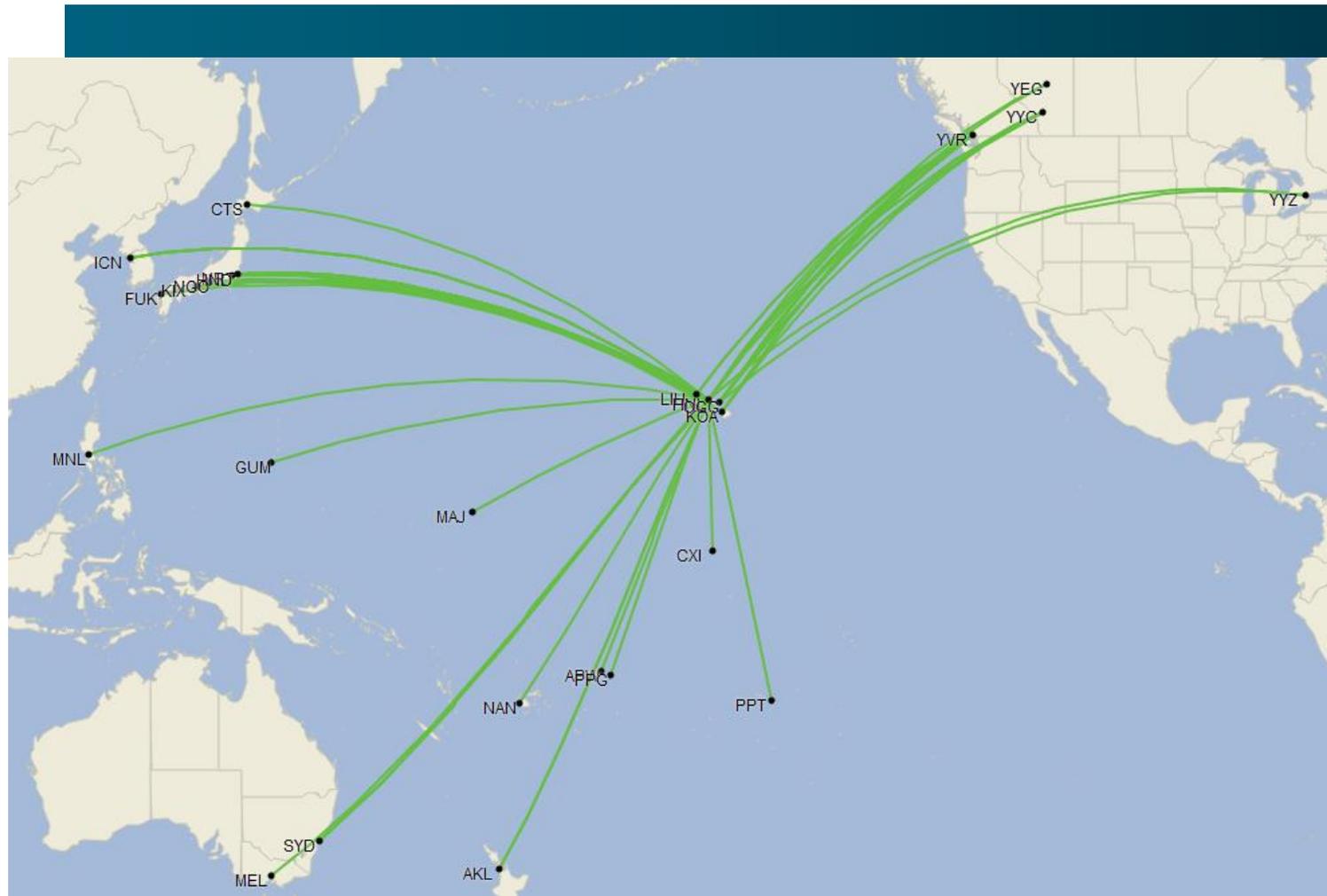
United States

Japan

Canada

Oceania

Korea



Meet Hawai'i Brand Highlights

- Global Accessibility
- Increased Attendance
- 'Elele Program – Connection to community
- Commitment to sustainability and regenerative tourism
- Diversity
- Culture
- Maui is part of every conversation



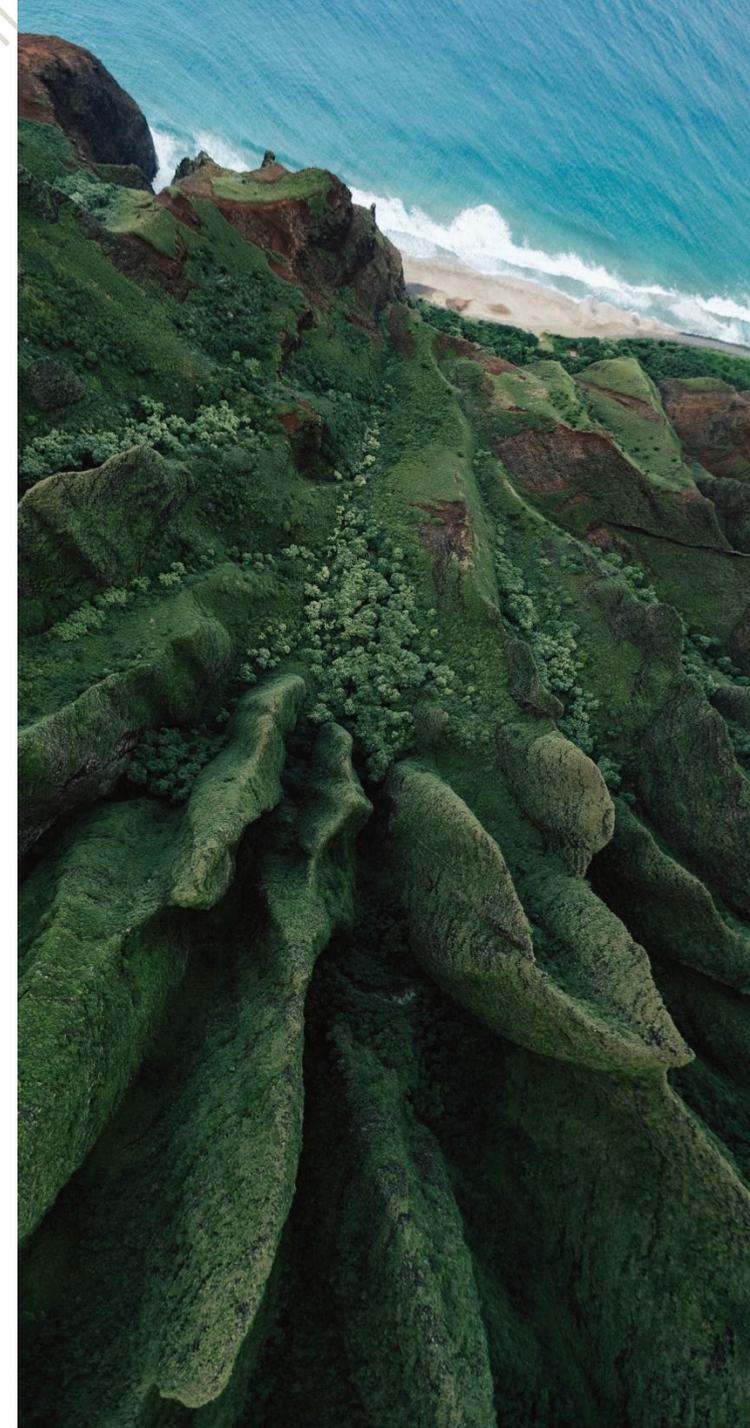
Citywide Strategies

- **2027 Refresh** - talking story to re-engage potential and repeat customers with our refreshed building in 2027
- **Collaboration**
 - Need Months/Years
 - Target preferred market mix for each year
 - Continue to evaluate every opportunity to ensure the EI is maximizing revenue for the state while providing the right group for Hawai'i
- Clearly define our sports strategy
- **Elevate** our presence in the **Corporate** market segment



Single Property Strategies

- **Island Ambassadors** - Need dates, updates, strategy for each island
- Customize incentives to drive business into need periods
- Remain agile and change strategy when market dictates
- Strategic Partnerships with key intermediaries
- Leveraging data to ensure our strategies are grounded in reliable insights



Major Programs



Citywide/Single Property

- IMEX America
- Professional Convention Management Association
- American Society of Association Executives (Los Angeles)
- Citywide and Single property Annual FAMs
- On-going direct sales calls and destination presentations in market
- Sales Missions in key markets targeting both citywide and single property customers – Bay Area, Chicago, Washington, DC and Northeast

Major Programs



Asia/Oceania

- Meet Hawai'i Japan Corporate Seminar and Aloha Reception
- Meet Hawai'i Japan Aloha Ambassador Program
- Strategic MOU with two major wholesalers in Japan
- Korea Sales Mission
- Oceania Sales Mission
- Associations Forum Australia
- Business Expo New Zealand

Meet Hawai'i Website Redesign

- New and refreshed content
- Intuitive navigation
- CSR Opportunities
- Interactive maps for each island



The Picture-perfect Destination for Your Meeting, Convention, or Incentive

WELCOME TO THE HAWAIIAN ISLANDS



The Six Hawaiian Islands

QUICK FACTS:

A premier meeting space destination with amazing tropical landscapes and incomparable hospitality, Hawai'i is the perfect spot. Allow Meet Hawai'i to guide you and have access to the best resources available. [Learn More](#)

<p>Nonstop Service From Hawai'i</p> <h1>40+</h1> <p>global gateway cities</p>	<p>Number of Resort Areas</p> <h1>18</h1>	<p>Unique, Offsite & Outdoor Venues Around The Islands</p> <h1>50+</h1>
<p>Average Year Round Temperatures</p> <h1>77°F</h1> <p>25° Celsius</p>	<p>Number of Hotels Around The Islands</p> <h1>147</h1> <p>51,711 Overnight Rooms</p>	<p>Top Attractions Around The Islands</p> <h1>22+</h1> <p>*Whale watching (Dec-May)</p>

Our Interactive Map

HAWAIIAN ISLANDS

■ Resort Areas
■ Points Of Interest

● Kauai
● O'ahu
● Molokai
● Lanai
● Maui
● Island of Hawai'i

Ellison Onizuka Kona International Airport at Keahole (KOA)
 Kailua-Kona Kona International Airport (KOA)
 Puuhonua o Hanalei National Historical Park
 Hawaii Volcanoes National Park
 Hilo International Airport (ITO)

EXPLORE: Kauai O'ahu Molokai Lanai Maui Island of Hawai'i

Island of Hawai'i

OFFSITE VENUES

THINGS TO DO

Welcome to Hawai'i Island

Take a road trip into the great wide open on the youngest and largest of the Hawaiian Islands. Nearly twice as big as all of the other Hawaiian Islands combined, the island of Hawai'i's vast, isolated expanses are awe-inspiring. Your attendees can see some of the most pivotal sites in Hawaiian history and visit a volcano, while traveling through all but four of the world's different climate sub-zones. From the crystal blue waters of the Kona and Kohala Coasts to the black sands of Punaluu to the lush botanical gardens and waterfalls of the Hamakua Heritage Corridor, there is a world of diversity to experience on this rich, storied island that invites exploration, adventure and restoration.

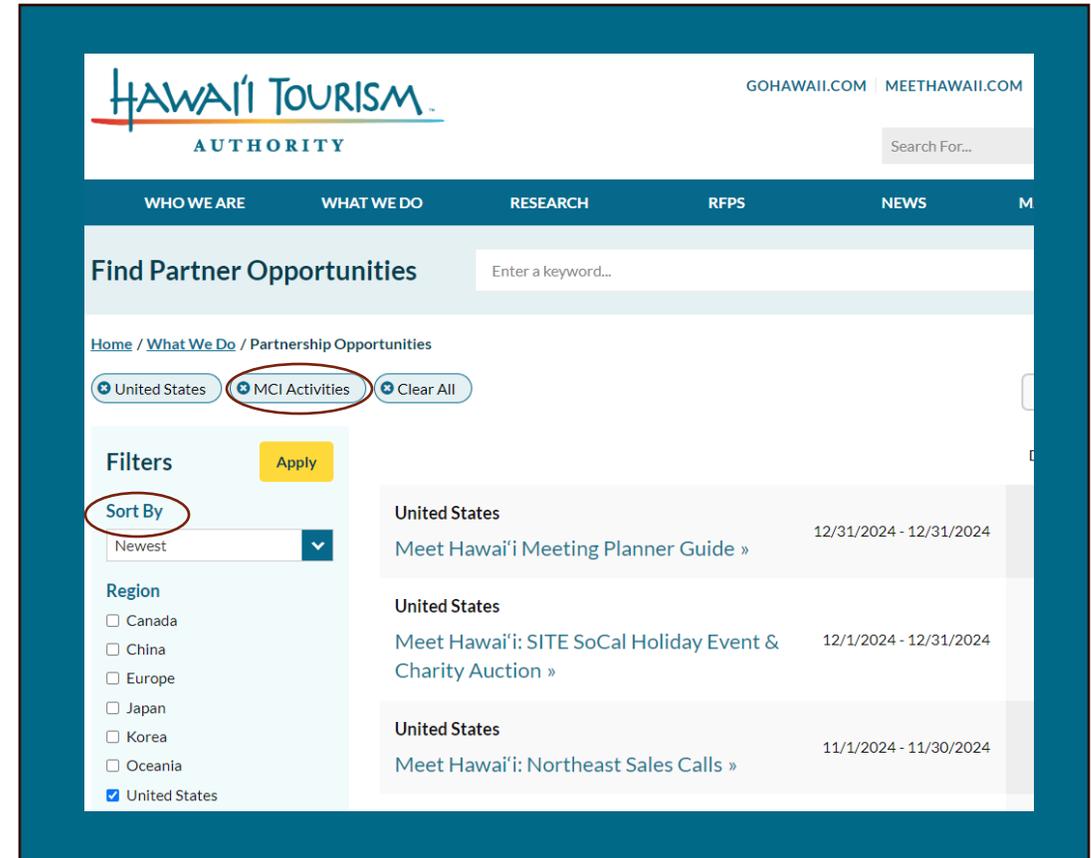
Total Rooms: 6,500

DISTANCE TO / FROM	
O'ahu	50 min
Kauai	60 min
Maui	40 min
Lanai*	1.75hrs
Molokai**	2.25hrs

FLIGHTS TO / FROM:	
Los Angeles (LAX)	5.5hrs
San Francisco (SFO)	5hrs
Seattle (SEA)	6hrs
Chicago* (MDW)	11hrs

Partnership Opportunities & Meet Hawai'i Communication

- Meet Hawai'i Partnerships on HTA Website
- Citywide Pace Reports (monthly)
- TravelClick Future Occupancy and PACE (weekly)
- TravelClick Group Report (monthly)
- MCI Newsletter
- Regular MCI Updates customized for each island





Messaging

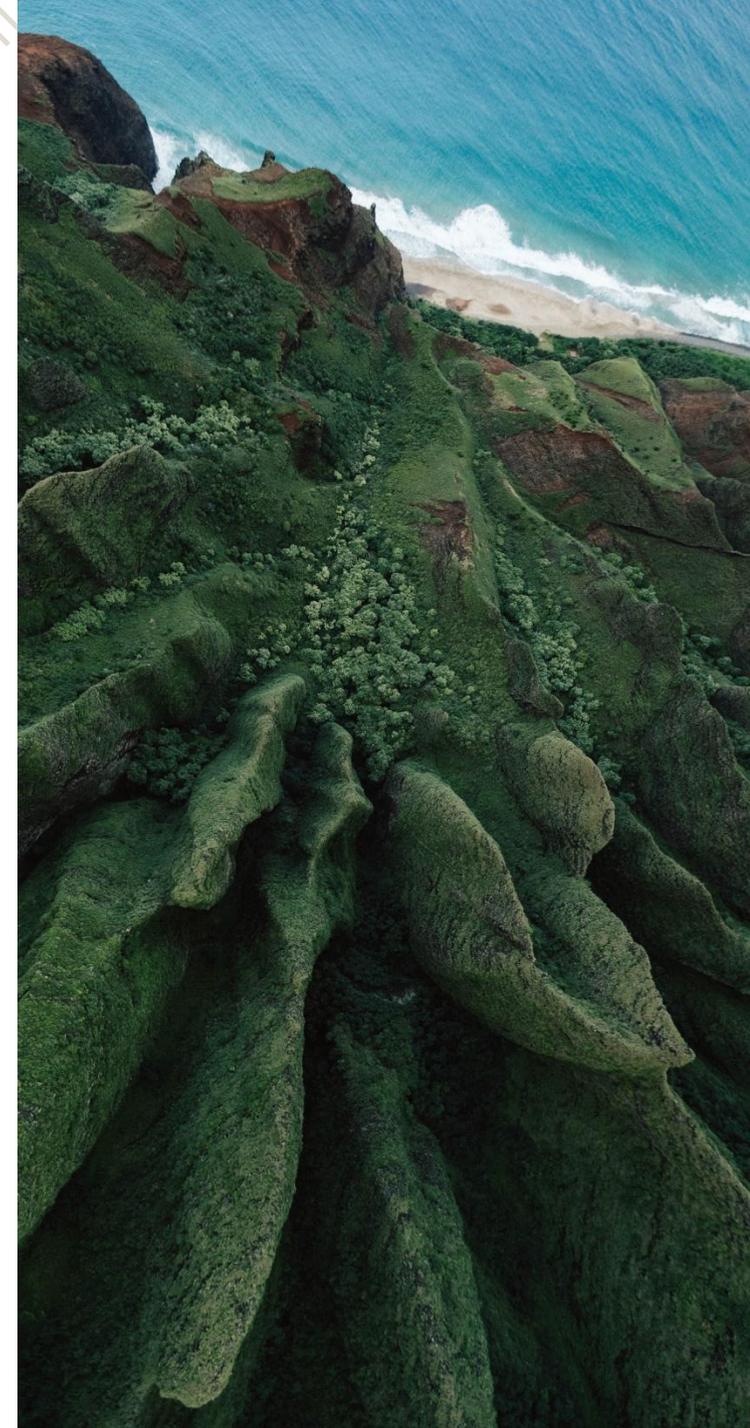
- Linked-in – premier platform for business networking and outreach to meeting planners



The screenshot shows the LinkedIn profile for Meet Hawaii. The profile picture is a banner image of a red flower. The name 'Meet Hawaii' is displayed in a large font, with the tagline 'We are your "google" information source for all things Hawaii!' below it. The location is 'Honolulu, Hawaii' and the follower count is '1K followers'. There are buttons for 'Message' and 'Following'. The 'Posts' tab is selected, showing a post from 'Meet Hawaii' with 1,219 followers. The post text reads: 'Los Angeles planners and friends! Join us and Māna Up Hawai'i this weekend for Aloha Market LA, a three-day immersive Hawai'i shopping experience taking place from September 20-22, 2024. Experience all that the Hawaiian Islands have ...more'. Below the text is a promotional image for 'Aloha Market' with the text 'Coming to Los Angeles' and 'aloha market'.

Future Goals

- Re-introduce Strategic Partnerships Globally
- Add team member to strengthen client services
- Refreshed presence and booth at IMEX



A close-up photograph of a green leaf, showing the intricate network of veins. The veins are a vibrant green color, contrasting with the darker green of the leaf's surface. The veins are arranged in a regular, repeating pattern, creating a grid-like structure. The lighting is soft, highlighting the texture and depth of the leaf's structure.

Mahala