



**Hawai'i Tourism Authority
Brand Standing Committee Meeting
MCI Update**

February 19, 2025

Meet Hawai'i

*Meet Hawai'i is a collaboration between Hawai'i Visitors & Convention Bureau (HVCB) and the Hawai'i Convention Center (HCC) to **attract and contract Meetings, Conventions, and Incentive (MCI) business to the state of Hawai'i***

HVCB – MCI Global Sales & Marketing for State of Hawai'i

- **Contracts offshore conventions at HCC**
 - Outside of 13 months of arrival
 - 2+ hotels; significant hotel room nights
- **Contracts hotel meetings** on all islands
- **Services and connects** groups to all partners in the destination

HCC – Local sales & Operations

- Contracts **local groups** within 13 months of arrival
- Includes festivals, marathons, sports groups
- **Services and connects** groups to resources inside the building i.e. F&B, Audio Visual, Telecom, etc.



Global Meet Hawai'i Teams

Driving visitor spending to the state



Single Property Team

- **Focus:** Contract self-contained group business with 10 or more rooms on a peak night at any MCI Hawai'i hotel, on all islands.
- **KPI's:** Tentative and Contracted total room nights

Citywide Sales Team

- **Focus:** Contract groups 1K+ attendees, involving 2 or more hotels and the Hawai'i Convention Center (HCC). 13 months out; offshore
- **KPI's:** Tentative and contracted total room nights, # of events.

Global Sales Team

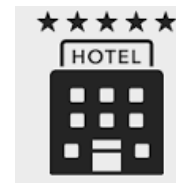
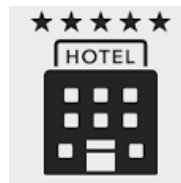
- Handles both Citywide and Single Property business and are deployed in Japan, Oceania, and Korea. Coverage is across Asia Pacific.

Client Services Team

- **Focus:**
 - Assist contracted clients in developing their program in Hawai'i.
 - Connects clients with vendors and to the community via cultural education and resources.
 - Pre-promotion: Attendance building & PR.
- **KPI's:** Create an experience that turns new business into repeat customers.

MCI = ECONOMIC IMPACT TO HAWAII

Meet Hawai'i Generates Nearly Half of Total Meeting Attendee Expenditures in the State with an Annual Event Economic Impact (EEI) of \$572.5M



2023 Hawai'i Statistics	Meetings	Conventions	Incentive Meetings	Total
Visitors	20%	53%	27%	401,208
Total Length of Stay	7.6	8.1	7.4	7.6 avg
Per Person Per Day	\$325.8	\$286.4	\$302.8	\$305 avg
Total Spending	21%	58%	21%	\$1,041B

Total Expenditures includes additional expenditures spent in Hawai'i on conventions and corporate meetings by out-of-state visitors (i.e., costs on space, equipment rentals, transportation, etc.)

Production Highlights

	Total Room Nights	% to YTD Goal
CITYWIDE		
Tentatives	514,508	114%
Definites	149,584	90%
# of Events	22	Goal: 28
SINGLE PROPERTY		
Tentatives	593,902	95%
Definites	177,624	85%

Highlights

- The Citywide sales team was 114% of their tentative goal. Our new sellers hit the ground running. Together our teams were **103% percent of goal** in this area.
- Definite bookings as a whole were down by only 10 percent despite not having a fully staffed team until June. An important achievement, the team **outpaced 2019 in contracted room nights by 10 percent**.
- Booking Pace: By year-end, single property sales are aligned for **2025 and 2026 on pace** with target pacing, while the **citywide team brought 2028 on track**.

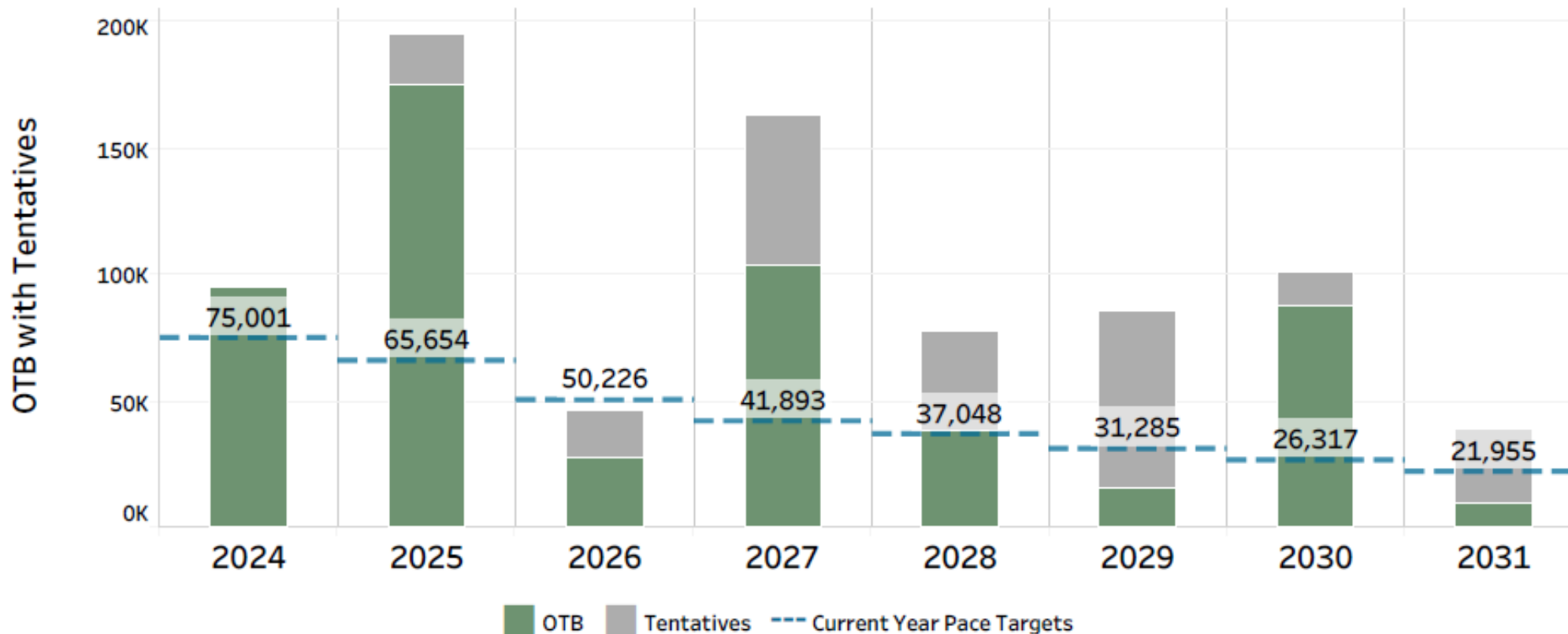
Top of mind:

- Incentive Campaign to drive hotel rooms to 2026
- HCC Benchmark Strategy

Hawai'i 8 Year Future Pace for Citywide

Number of room nights on the books against a 5-year average target. (2017, 2018, 2019, 2022, 2023) Data last refreshed on 1/2/2025

	2024	2025	2026	2027	2028	2029	2030	2031
% to Pace Target	126%	266%	53%	246%	102%	49%	335%	44%

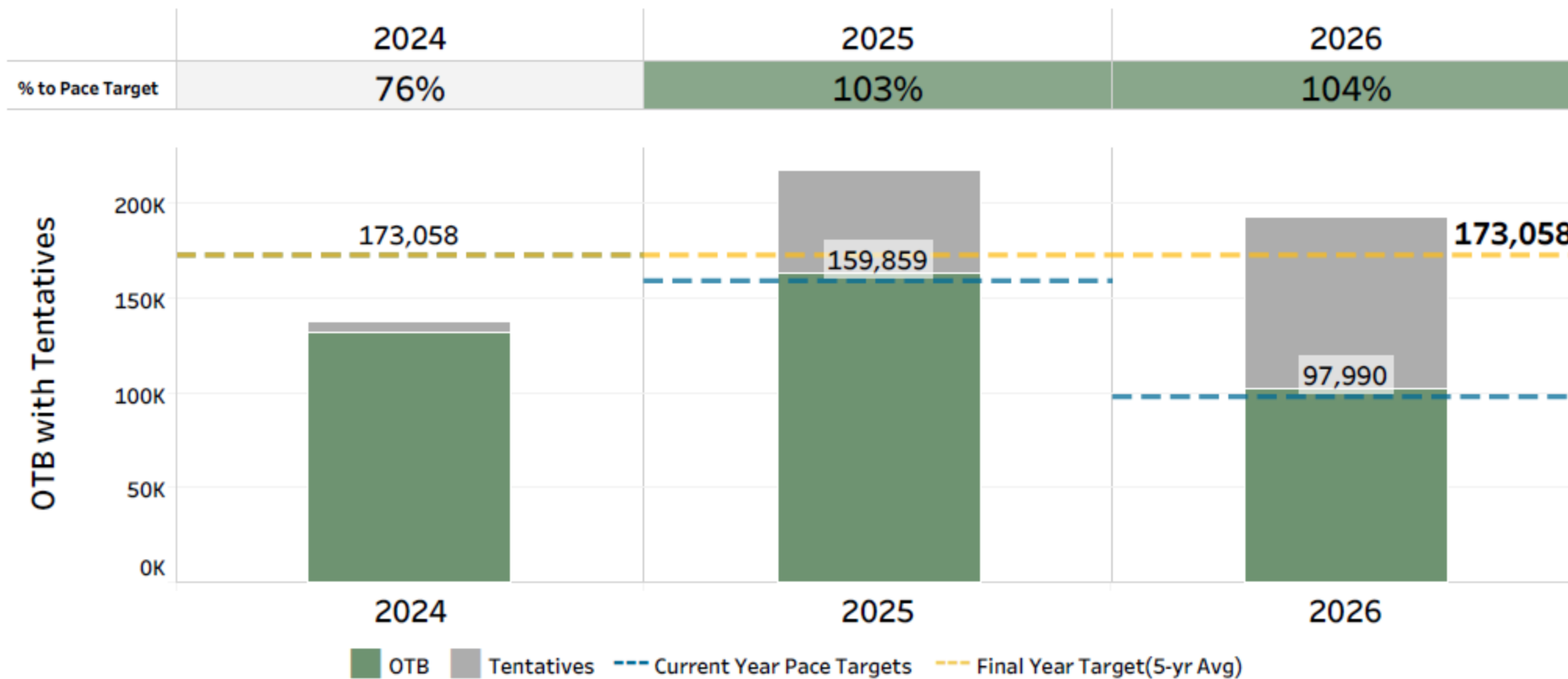


HCC Definite Bookings Calendar (offshore) 2024

Meeting Begin Date	Meeting Name	Show Attendees	Definite Room Nights	Economic Impact
1/15/2024	TransPacific Volleyball Championships 2024	2,000	1,200	\$12.7M
2/18/2024	Hawaiian AAU Grand Prix 2024	4,000	800	\$4.2M
3/9/2024	National Defense Industrial Association (NDIA) - 2024 Pacific Operational Science and Technology Conference	1,700	653	\$5.1M
4/20/2024	AAG Annual Meeting 2024	4,500	6,097	\$47.1M
5/4/2024	Globe Life - AIL Convention 2024	2,500	4,559	\$14.2M
5/10/2024	Capricorn Biennial Convention 2024	700	3,948	\$3.1M
5/17/2024	CHI 2024 Conference	3,500	5,256	\$19.9M
5/23/2024	Global Games - Dance and Cheer 2024	2,500	2,035	\$17.3M
5/26/2024		1,892	2,805	\$7.2M
6/1/2024	2024 NCORE Annual Meeting	6,000	14,738	\$36.2M
6/26/2024	ASPB 2024 Annual Meeting	1,600	3,059	\$8.9M
7/12/2024	2024 International Indoor Air	800	2,760	\$3.8M
8/8/2024	Daito Kentaku 2024	6,000	12,000	\$29.7M
8/19/2024	Pokemon World Championships 2024	10,000	4,909	\$57.4M
9/19/2024	154th American Fisheries Society 2024 Annual Meeting	2,200	5,972	\$11.3M
10/16/2024	PRIME 2024	4,250	13,545	\$31.5M
10/21/2024	SIOP Congress 2024	1,700	6,345	\$8.2M
10/25/2024	2024 AFCEA - TechNet Indo-Pacific	3,200	3,031	\$18.9M
12/17/2024	JALPAK-PRTEC Conference 2024	600	977	\$2.7M
		60,850	108,614	\$355.8 M

Hawai'i 8 Year Future Pace for Single Property

Number of room nights on the books against a 5-year average target. (2017, 2018, 2019, 2022, 2023) Data last refreshed on 1/2/2025



SINGLE PROPERTY PRODUCTION BY ISLAND

2024 Final

	Tentative Rooms	Economic Impact	Definite Rooms	Economic Impact
Island of Hawai'i	237,927	\$414.6M	46,259	\$120.4M
Kaua'i	161,296	\$275M	20,651	\$35.3M
Lāna'i	24,294	\$35.5M	0	\$0.0M
Maui	290,323	\$502.7M	48,448	\$82.7M
O'ahu	467,580	\$864.8M	62,266	\$122.7M
Totals	1,181,420	\$2,092.7M	177,624	\$361M

Meet Hawai'i Final Production – 2024

	Attendees	Definite Room Nights	Economic Impact
Citywide	84,650	149,584	\$454.4M
Single Property	75,538	177,624	\$361M
TOTALS	160,188	327,208	\$815.4M

Client Services – Connection to on-island businesses

- Expert Destination Knowledge
- Destination Site Inspections
- Pre-promotes – attending meeting year prior to promote destination.
- Mālama & CSR Program Connections

ECS The Electrochemical Society
Advancing solid state & electrochemical science & technology

ABOUT ECS | MEMBERSHIP | PUBLICATIONS | PROGRAMS | MEETINGS

HOME / MEETINGS / THE GENKI ALA WAI PROJECT

The Genki Ala Wai Project

Join us on Thursday, October 10, from 1330-1430h, to participate in the Genki Ala Wai Project, a groundbreaking bioremediation effort aimed at restoring the Ala Wai Canal. Interested participants should meet at the Center Concourse, 3rd floor, Hawaii Convention Center at 1330h.

About the event

What are Genki balls?

Genki balls are tennis ball-sized mud balls. They contain a mixture of clay soil, rice bran, molasses, water, and EM-1 solution. For the project, Genki balls are tossed into the Ala Wai canal to digest sludge.

Star Advertiser
Monday, April 22, 2024 72° Today's Paper

Maui fires | Plant giveaway | UH baseball | Missing kupuna | HART Leadership | Hawaii sports | Back in the Day | Koku

TOP NEWS

- Man, 34, dies in motorcycle crash on Ala Moana Boulevard
Last updated 1 p.m. 13
- Israeli strikes on Rafah kill 22 as U.S. advances aid package
Last updated 3:58 p.m.
- 15 suffer minor injuries at Universal Studios in California
Last updated 3:37 p.m.
- Tesla cuts U.S. prices for 3 of its electric vehicle models
Last updated 10:41 a.m. 32

Regenerative tourism draws groups to Hawaii

Members of the American Association of Geographers, who were in Honolulu for their 2024 annual meeting, volunteered Sunday during an ocean and beach park cleanup at Magic Island where tons of trash were removed from the polluted peninsula and ocean.

SUBSCRIBER FAVORITES

- Police reopen portion of Ohua Avenue in Waikiki after investigation
- 15 suffer minor injuries at Universal Studios in California
- Tesla cuts U.S. prices for 3 of its electric vehicle models
- Man, 34, dies in motorcycle crash on Ala Moana Boulevard
- Woman, 18, dies after being shot at Delaware State University

In 2024 Client Services conducted 55+ sites and 7 pre-promotes

'Elele = Ambassador

Community Leaders with ties to national/International organizations who lobby with Meet Hawai'i for mutually beneficial conventions

- Identify Prospects
- Assist in inviting associations to convene in Hawai'i
- Craft Letters of Support – Contributes to our bid and shares how our state aligns with the mission of the organization and how we can create a more thoughtful and impactful conference.
- Leverage Personal Relationships
- Contribute to the program through speakers and development of local host committee.
- In 2024, the 'Elele program facilitated the contracting of 10 meetings, representing 30,700 attendees and \$178M in EI.



BSC – Meet Hawai'i Reporting Cadence



Meet Hawai'i Brand Standing Committee Updates:

- Quarterly Meetings:
 - May 1
 - July 21
 - November (TBD)
 - January (TBD)
- On Our Radar
 - Sports Market
 - Review KPI's and HCC Offshore Benchmarks for CY 2025

A close-up photograph of a green leaf, showing a network of veins. The central vein is prominent and runs horizontally across the middle. Smaller veins branch off from it, creating a grid-like pattern. The leaf's surface has a subtle texture, and the lighting highlights the veins, giving them a slightly brighter green appearance than the surrounding leaf tissue.

Mahala