



MARKETING STANDING COMMITTEE MEETING
HAWAII TOURISM AUTHORITY
Wednesday, November 29, 2017
Hawaii Convention Center
1801 Kalākaua Avenue, Honolulu, Hawaii 96815

MINUTES OF MARKETING STANDING COMMITTEE MEETING

- COMMITTEE MEMBERS PRESENT:** Sean P. Dee (Chair), Fred Atkins, Denise Hayashi Yamaguchi, George Kam, Craig Nakamura
- COMMITTEE MEMBERS NOT PRESENT:** Kelly Sanders
- BOARD MEMBER PRESENT:** Rick Fried
- HTA STAFF PRESENT:** Victoria Roy, Minh-Chau Chun, Laci Goshi, Chris Sadayasu, Kalani Ka'ana'ana, Carole Hagihara, Lauren Fetherston, Marc Togashi, Leslie Dance, Jennifer Chun
- GUESTS:** Peter Honig, Representative Richard Onishi, Corey Giroux, Eric Takahata, Lynn Surayan, Teri Orton
- LEGAL COUNSEL:** Gregg Kinkley

1. Call to Order

Presiding Officer Sean Dee called the meeting to order at 12:03 p.m. Mr. Dee welcomed Board Chair Rick Fried, Hawaii Tourism Authority ("HTA") staff, and guests, including Rep. Richard Onishi. Mr. Dee requested a motion to begin the Marketing Standing Committee meeting. A motion was made and seconded. The main topic of this meeting would be Ascendant's sports strategy recommendations. A broader presentation would be made at tomorrow's Board meeting. There will be two items for Executive Session today.

2. Approval of Minutes from the August 30, 2017 Marketing Standing Committee Meeting

Mr. Dee asked for feedback on the minutes of the Marketing Standing Committee Meeting held on August 30, 2017. Seeing no feedback, Mr. Atkins made a motion to approve the minutes.

Mr. Nakamura seconded the motion, which was unanimously approved.

3. Gohawaii.com Update

Ms. Dance and Ms. Surayan next presented updates on the gohawaii.com website. On August 17, the English website was launched with over 400 pages. The USA site was replaced with links to other English sites in the United Kingdom and Australia. The Japanese site was launched on September 28, 2017 as a slimmer version of the gohawaii site because the Japanese market already has a robust site, allhawaii.jp, which is linked to gohawaii.jp. The team is currently engaging in post-launch activities such as data collection, evaluation, implementation, ongoing testing and bug fixes, functionality enhancements, analytics reconfiguration, maintenance/change requests, processing design and documentation, a personalization strategy, and tool implementation. To enhance operations and maintenance, search engine optimization (“SEO”) and content management processes are being implemented.

Mr. Dee asked about Ms. Surayan’s role in SEO. Ms. Surayan responded that she is contracted on HTA’s behalf as a project manager and helps manage relationships with international teams and contractors, and other members. Another contractor does the SEO design and links with the international teams.

Mr. Atkins asked if the team can create a video on the profile page of the businesses that are listed on the site. Ms. Surayan explained that the database for businesses is under the Hawaii Visitors and Convention Bureau (“HVCB”) and HTA would first need to integrate with that database. The item can be added to the wish list. Ms. Surayan moved onto suggesting restructured listings filters to allow for more nuanced visitor searches. She also discussed other post-launch activities, such as Eco-tourism labeling, Island maps of travel time, maintenance of park closures and updates to golf courses, etc.

Ms. Surayan then mentioned the Acquia Lift program that tracks and shows how users interact with a website so they can be targeted with specific content. For example, someone with a direct flight to Honolulu from a specific city can be targeted with a map showing travel logistics, or someone who visits a specific page like the Maui page can receive trip content. Ms. Yamaguchi asked whether most of the content is HVCB-driven, and if so, how a vendor gets on the site. Ms. Surayan stated that the vendor would have to be a HVCB member, but the businesses put their own information on the pages that HTA helps to design. Ms. Surayan added that users personalize their experience when they are on the site. They will not be targeted outside of the site.

Ms. Surayan then covered Phase 2 of the site’s launch, which will include development in Korean, Chinese, German, Spanish, and French languages. The French site is new, so it will take time for content to be developed and translated. Gohawaii.com has landing pages in the USA, Canada, UK, Australia and New Zealand markets by December 31, 2017. The landing pages market pages containing specific information to the various markets’ audiences, social media, and advertising campaigns. Enhancements and new content that did not fit into the Phase 1

launch, as well as ongoing maintenance and management for the sites, will also occur during Phase 2.

Mr. Atkins asked about the time that people are spending on the new, compared to the old site. Ms. Dance said it was 2 minutes and 37 seconds, which is the same as the old site. Ms. Surayan added that the new site can provide more content to people and be more personalized. She then showed website viewing statistics by device, which Mr. Atkins had requested previously. Hawaii users are about 60% on mobile devices, compared to New York, which is about 80%. This is important to know when marketing to New York. Ms. Orton asked who manages the content on the sites. Ms. Surayan responded that HTA is conducting sitemap design and plans to manage content on an ongoing basis, but the scope needs to be determined, because new content is constantly being added.

4. Content Distribution Strategy

Ms. Dance moved onto the digital marketing strategy, the entirety of which will be presented in December. Mr. Dee asked if HTA's overall management of content can be added to the presentation. Ms. Dance responded that content sourcing comes from four sources: festival and event organizers, visitors to Hawaii, global marketing teams, and internal creation. After it is approved, the content goes into the Spredfast and Barberstock programs (media knowledge management databases) for distribution through advertising, social media and gohawaii.com UGC (user generated content). Mr. Atkins asked how videos are produced. Mr. Ka'ana'ana explained that vendors and contractors are required to submit an article, pictures and video (if they do video) to HTA at the conclusion of their contract.

Mr. Dee discussed the funds behind content creation, since a budget line item of about \$900K exists in the Digital Marketing Budget. Out of four sources of content creation, the biggest investment costs are Barberstock and Spredfast. The other 3 external sources do not cost too much together. Mr. Dee asked why HTA spends any money internally if the external sources cost less and have built-in funding. Ms. Yamaguchi noted that down the road, content will be king, so content is necessary. What third parties provide may not match with HTA's brand, so HTA should invest in creating content that matches its brand. The digital marketing money is well spent. HTA should write the marketing story first. Mr. Atkins stated HTA already has much content that it can tailor that for its needs – editing can be cheaper than sending someone to capture content. Ms. Dance added that how the content is curated, developed and distributed will be included at next month's meeting. Mr. Dee added that next time the group can discuss how content development relates to the Digital Marketing Budget, the costs for various activities, and how money is allocated. The topic can be whether internal best practices for developing content are consistent across the different platforms and markets.

5. Sports Strategy

Ms. Dance then presented the sports strategy and introduced Peter Honig from Ascendant. Mr. Honig started with a brief overview of the goal of sports marketing, which is to elevate Hawaii

as a premier sports destination. The objective is to increase travel demand by using sport as a catalyst and ensuring that tax dollars are spent responsibly. Attracting and funding events that deliver maximum benefits to local residents and the State is the goal. To do this, Ascendent will formalize the internal governance and evaluation process, implement a portfolio model approach, amplify select legacy events, and utilize actionable research to optimize investments.

Mr. Honig explained that the portfolio model was a way to organize objectives across the types of events desired. Three key categories of events exist. First is the Marquee category, which targets top-tier sporting events with significant fan followings and guaranteed television distribution across key marketing regions; investment requested is \$500,000-1,000,000. The second category is Signature events, which targets leadership events that have either significant broadcast exposure in key regions or significant economic impact for Hawaii; investment would be \$100,000-500,000. The third category is Hawaii Authentic, which are events that benefit the local community and effectively feature Hawaii's unique characteristics; investment would be \$50,000-150,000.

Mr. Honig also discussed the screening tool designed to audit current events in the portfolio model. The tool identifies opportunities and measures results. Ms. Dee noted that this is new and different from how programs are typically evaluated. The screening tool is proprietary to the State. Rep. Onishi asked if the process would be documented and formalized. Mr. Dee preferred to keep the proprietary tool in Executive Session, but the Legislature can come and see the tool if they keep it in confidence. Mr. Onishi felt this was a terrific concept and process that would be well-accepted, so finding ways to communicate what HTA is doing is important. Allowing people to understand how decisions are made, while protecting proprietary information at the same time, is key. Mr. Honig said the tool shows that HTA is using sports to stimulate the industry and that the events are providing the desired benefit to the State.

6. New Sporting Events

Mr. Honig next discussed the Amplification strategy for supporting legacy events. The candidates for additional investments are the Clippers, Honolulu Marathon, Sony Open in Hawaii, Sentry Tournament of Champions, and Hapalua. Ascendant is looking at additions to the events, including additional athlete and hospitality aspects, and more ways to utilize content provided by the events, such as clips of athletes talking about visiting Hawaii and enjoying various aspects of life in Hawaii. A sweepstakes could bundle tickets, travel and accommodations to the event and be promoted heavily through events and HTA channels. Athlete appearances could partner a participating athlete with in-market community initiatives, youth programs, or VIP events for ticket holders. Influencer programs could partner directly with influencers and content creators to further promote travel and sports in Hawaii.

Mr. Nakamura noted that Sentry just became a sponsor of Tournament of Champions. The company's President wants it to be the best PGA tournament.

Mr. Dee noted that, with the screening tool and new strategy, the industry can be more

invested in a handful of events a year. Ms. Dance noted that the Honolulu marathon can be considered a candidate for Amplification. Ms. Yamaguchi said that HTA must consider how much it is willing to give events that grow to other islands.

Mr. Dee noted that HTA can lead the charge for all organizations to collaborate in amplifying events and attracting new ones. Mr. Honig noted that Ascendant sees the benefit of collaboration, and their job is to vet proposals and conduct the due diligence on events. Rep. Onishi added that having a set of goals to vet events will show UH that they should up their game in sports marketing. The Legislature gave UH and the counties several million dollars with no matrix for accountability. Ms. Dance said that HTA and the universities have an ongoing dialogue. Mr. Dee agreed that any talk about sports marketing should include UH and collaboration.

Mr. Dee stated that the Committee needed to enter into Executive session for the remainder of this topic, in order to protect Hawaii's competitive edge as an international destination. He added that Executive Session is allowed by Hawaii Revised Statutes sections 201B-4(a)(1)&(2). Mr. Dee requested a motion to enter Executive Session. Mr. Nakamura made a motion and Mr. Atkins seconded the motion, which was unanimously approved by all Board members present.

The meeting was recessed for an Executive Session at 1:50 pm.

The Executive Session ended at 2:33 pm.

7. Events to Evaluate

Mr. Fried mentioned medical tourism as a great opportunity to promote visiting the State. He received interest in submitting a proposal from Global Advisory Services for "healing in paradise" to cultivate health and wellness tourism. The proposal should be forthcoming and may be in time for a December evaluation. Mr. Dee said that was a good idea but anything along these lines should also include the Convention Center. Closing the meeting, Mr. Dee thanked HTA's staff for an excellent Global Summit, and added that he was glad to see sponsorships for next year are already being promoted.

8. Adjournment

Ms. Yamaguchi made a motion to adjourn the meeting and Mr. Nakamura seconded the motion, which was unanimously approved by all the Committee members present.

The meeting was adjourned at 2:36 p.m.

Respectfully submitted:



Nathan C. Yang
Recorder