

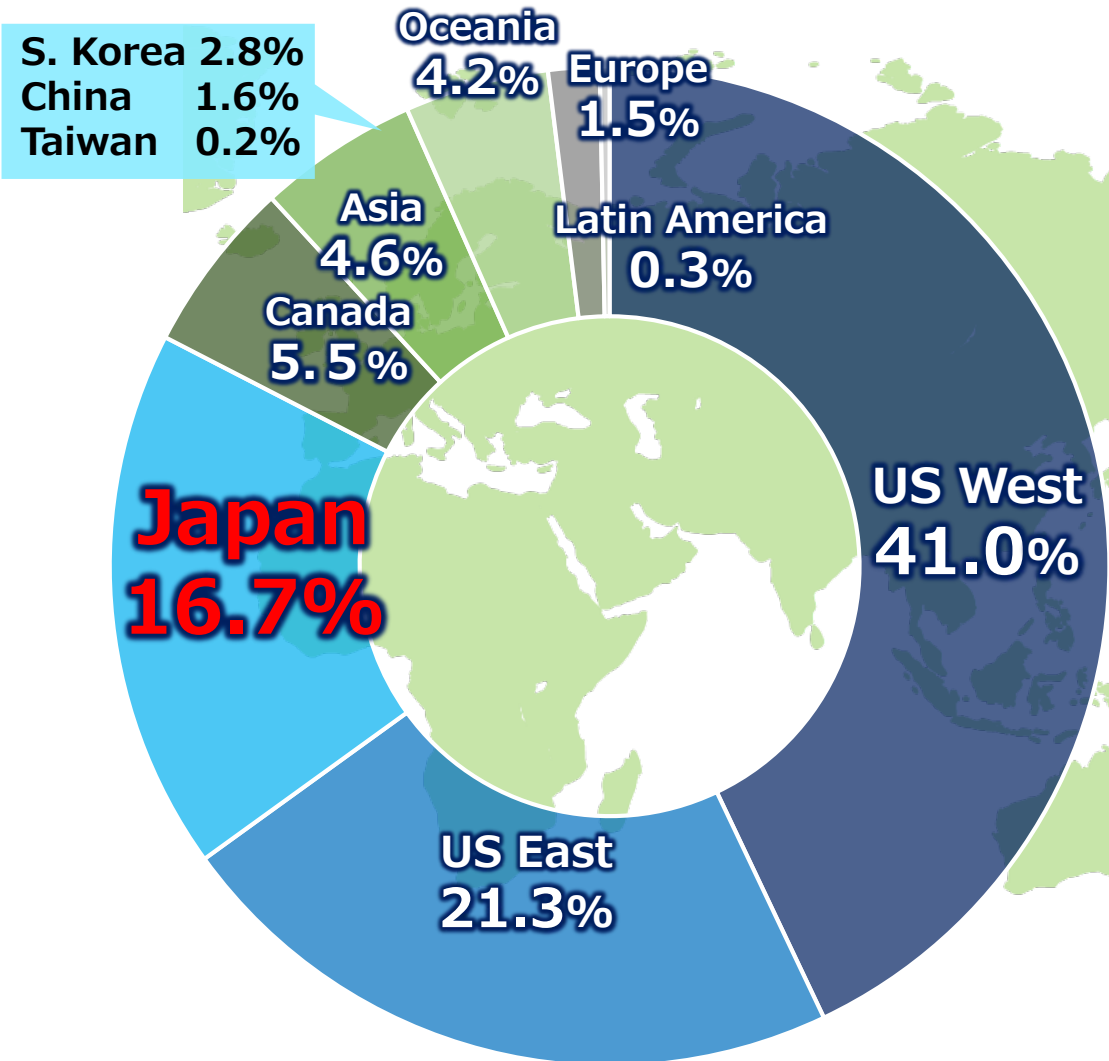
JAPAN

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Competing Destinations Market Share (Dec. 2017 YTD)



Overall
Travelers to
Hawaii **9.38 Mill**

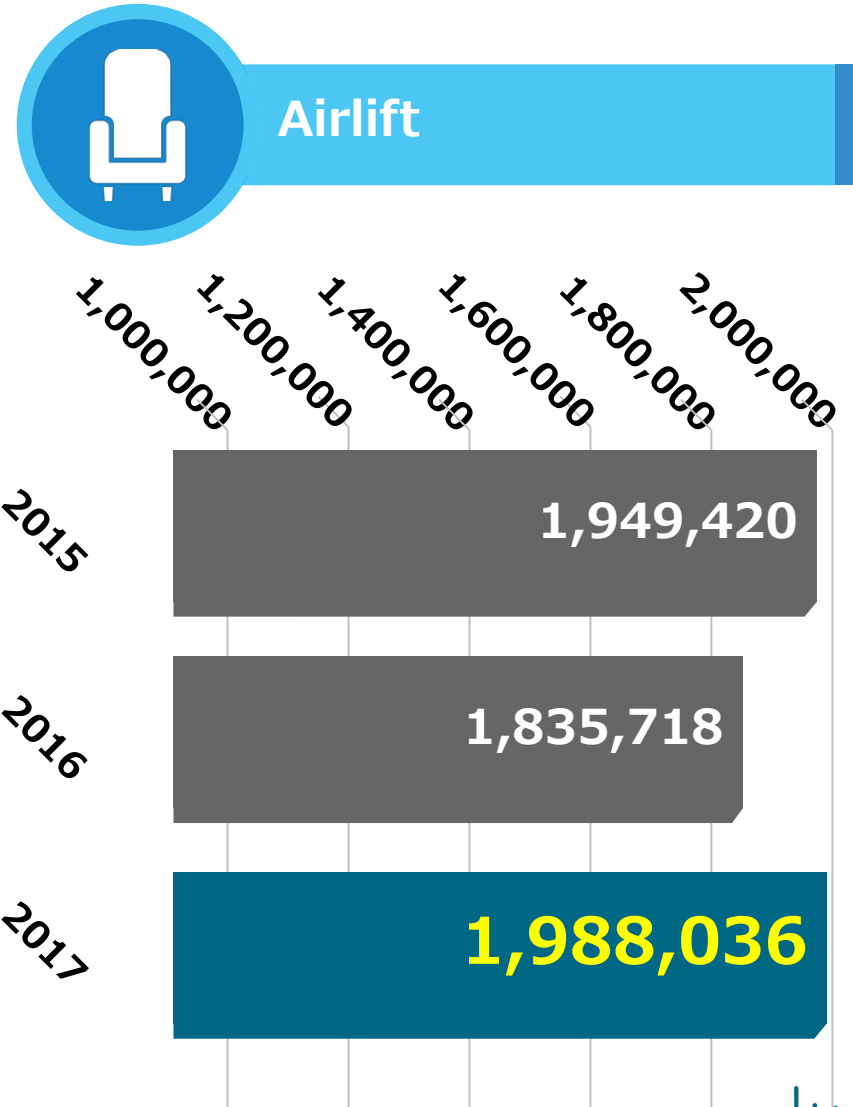
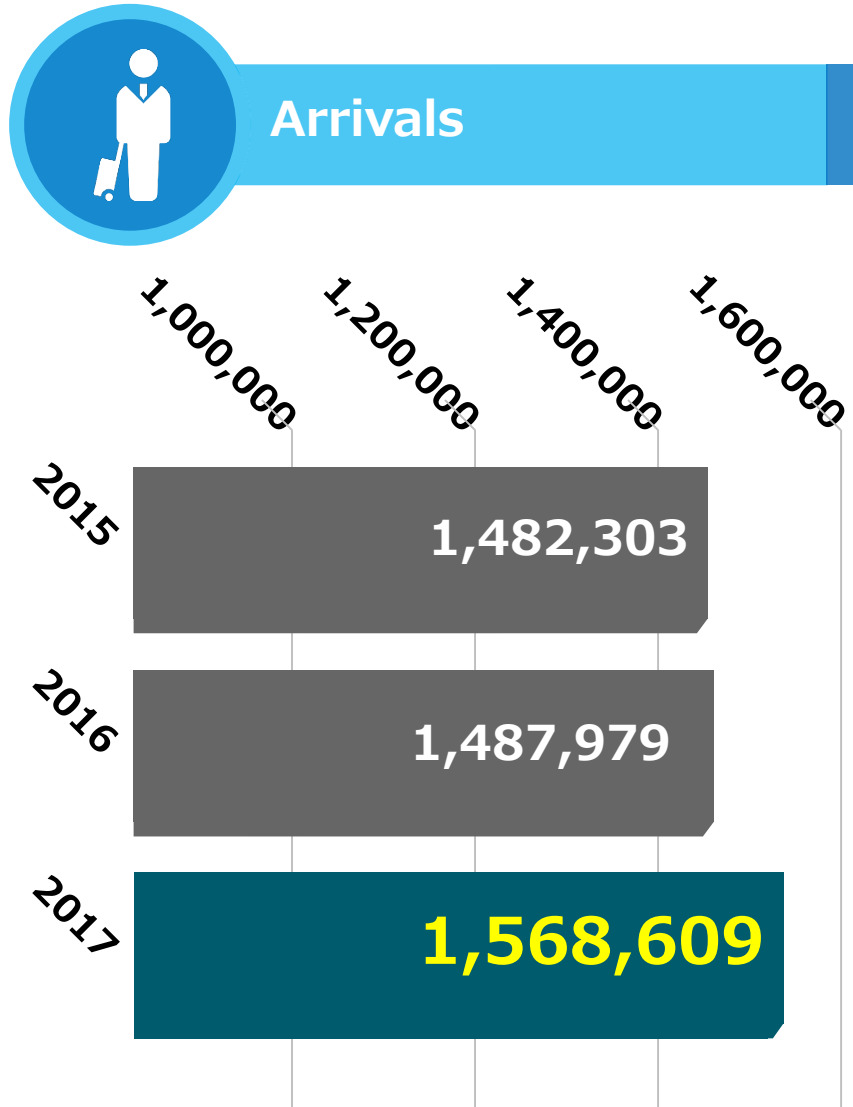
Record
Numbers for
7 Consecutive
Years

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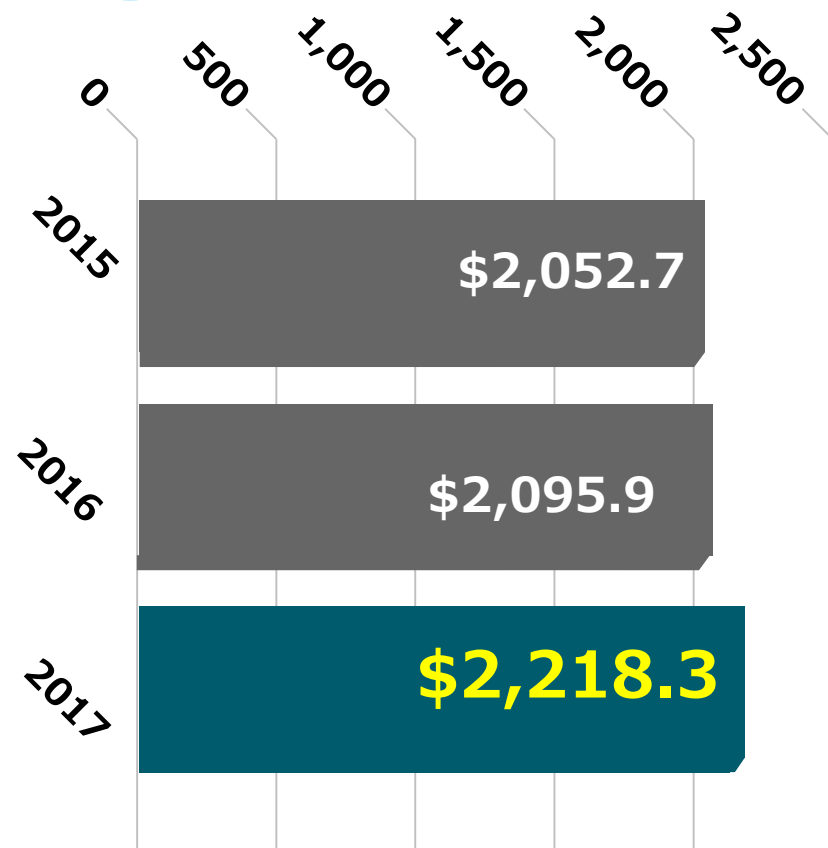
2017 Japan Market Overview



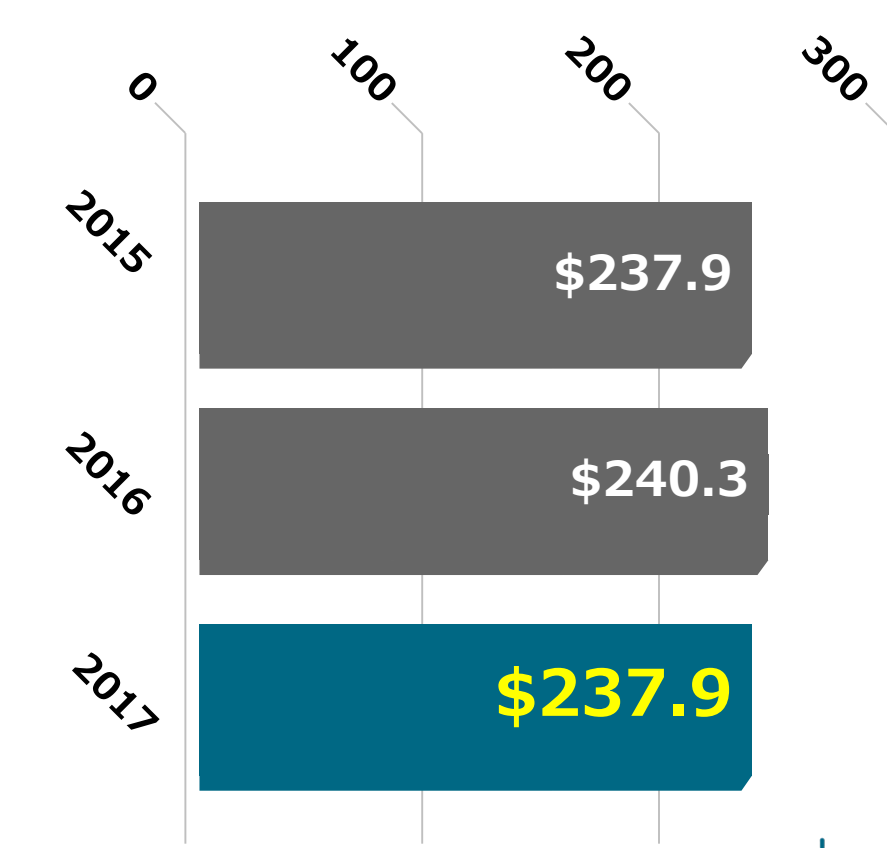
Source: Hawaii Tourism Authority

2017 Japan Market Overview

Visitor Spending



Daily Spending



Source: Hawaii Tourism Authority

HAWAI'I TOURISM JAPAN 2017 SEMI-ANNUAL RECAP



Target Market



Avid Travelers



**Culture &
History**



Golf



Outdoor



**Health &
Wellness**



Romance



Family

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2019 Marketing Initiatives



**Neighbor Island Promotion
Regional Cities & First-Timer Campaigns**



Millennial Market Promotion



Affluent Market Promotion



Romance Market Promotion



Aloha Program



Collaboration with Major Private Companies



MCI

Air Access

- Kona Direct Flight (10 flights/week)
- Charter Flights
- Entry of LCCS
- Airbus A380 (2019 Summer)



Target Regions

Major Cities

- Kanto (Kanagawa • Tokyo)
- Kansai (Osaka)

Regional Cities with Direct Flights

- Sapporo
- Nagoya
- Fukuoka

Other Regional Cities

- Tohoku Area
- Hokuriku Area
- Chugoku • Shikoku Area



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**USA
TODAY**
02.02.18

Biometrics as a boarding pass? It may happen sooner than you think

Jefferson Graham
USA TODAY

Goodbye passport, so long boarding pass. And get ready for this — your means of entry at airports could soon just be your face.

Dan Tanciar, a top official with the U.S. Customs and Border Protection Agency, told USA TODAY that biometrics for international travelers, which allow passengers to board a flight or clear passport control via a photo, is right around the corner.

"Our goal is to have this in place over the next four years," said Tanciar, who is the deputy executive director, Policy, Program Analysis, and Evaluation, Office of Field Operations of the Customs and Border Protection agency.

The plan is to begin with international flights. "On inbound international travel, you'll be able to leave the passport in your pocket," he added.

Tanciar says biometrics at the airport works by matching the picture the



A Facial Recognition System concept.
GETTY IMAGES/ISTOCKPHOTO

government already has, your passport photo, with a new image generated at the airport. Using biometric technology for domestic flights will take longer to implement, he says, because the TSA doesn't have the same kind of national database of photos as the U.S. government does with passports. Each state would have to come together to merge their driver's license IDs.

Three airlines are currently testing limited biometric entry: JetBlue, British Airways and Delta at airports in Boston,

Atlanta and Los Angeles, but passports are still involved. Delta, in its test, has ditched the boarding pass only for flights from Atlanta to Paris, while Jet-Blue offers the service from Boston to Aruba. At Los Angeles International Airport, British Airways is offering biometric entry for some international flights, instead of a boarding pass.

The San Jose airport hopes to go 100% biometric for international travels this year. "Our intention is to be the first airport" in the U.S. to feature the service for all international flights, says Rebecca Baer, deputy director of Innovation and business development at SJC.

For domestic flights, she sees a way around waiting for the TSA to join Customs in adding the services by using an opt-in system, similar to how fliers sign up (and pay) with the TSA for preauthorized clearances at airports.

"I could voluntarily give the airline or government my pictures and verify my ID the same way we do with a passport, like we do with a precheck," she says.

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