



MARKETING STANDING COMMITTEE MEETING
HAWAII TOURISM AUTHORITY
Wednesday, November 28, 2018
Hawaii Convention Center
1801 Kalākaua Avenue, Honolulu, Hawaii 96815

MINUTES OF MARKETING STANDING COMMITTEE MEETING

- COMMITTEE MEMBERS PRESENT:** Sean P. Dee (Chair), Fred Atkins, George Kam, Kyoko Kimura, Sherry Menor-McNamara
- COMMITTEE MEMBERS NOT PRESENT:** Kelly Sanders
- BOARD MEMBER PRESENT:** Rick Fried
- HTA STAFF PRESENT:** Marc Togashi, Jadie Goo, Jennifer Chun, Charlene Chan, Kalani Ka'anā'anā, Caroline Anderson, Chika Miyauchi, Laci Goshi, Chris Sadayasu, Ronald Rodriguez
- GUESTS:** Patrick Dugan, Jay Talwar, John Monahan, Nathan Kam, Teri Orton, Lauren Smith, Lee Bell, Representative Richard Onishi, Leisa Cashman Trujillo (by phone)
- LEGAL COUNSEL:** Gregg Kinkley

1. Call to Order

Presiding Officer Sean Dee called the meeting to order at 2:00 p.m. Kalani Ka'anā'anā offered pule.

2. Approval of Minutes from the October 23, 2018 HTA Marketing Standing Committee Meeting.

Mr. Dee requested a motion to approve the minutes from the October 23, 2018 HTA Marketing Standing Committee Meeting. Fred Atkins so moved, and George Kam seconded the motion, which approved by all Committee members present.

Mr. Dee stated that, at all meetings, HTA welcomes public testimony on any agenda items, and that written testimony may be provided to the Committee or the Board. Mr. Dee welcomed Lauren Smith to address the Marketing Committee.

Ms. Smith stated that she has worked in the scuba diving industry for fifteen years, with experience working with the Mexican Tourism Authority and the Tanzanian Tourism Authority. She stated that she believes HTA can do more to market the State as a scuba destination. She stated that, in an economic impact study on scuba tourism in Hawai'i, over 356,000 scuba divers came to Hawai'i in 2017, with over 290,000 of those divers pre-booking their vacations. Ms. Smith provided the Committee members with a hard copy of the study. Ms. Smith reiterated that the purpose of her testimony was to inform the Committee of the thriving scuba industry and to push the scuba industry to become a leading contributor to visitors to Hawai'i. She stated that she was requesting funding from HTA to provide resources to prospective visitors and industry professionals through international trade shows. She stated that, with funding, the Committee could expect to raise scuba visitors by fifteen percent within five years, and that HTA could see returns quickly. Mr. Dee thanked Ms. Smith and informed her that the next step for offering HTA a funding proposal would be to discuss specifics with HTA Staff.

3. Presentation to Provide Updates on the GoHawaii.com Redesign Project.

Mr. Dee acknowledged Chika Miyauchi, Jadie Goo, and Leisa Cashman Trujillo, present by phone, to provide a presentation on the GoHawaii.com redesign project. Ms. Miyauchi went over the accomplishments since the last marketing committee update on this project as well as current efforts in progress and future scope of the project. Ms. Miyauchi stated that the HTA website won the HSMAl Adrian Award in the digital marketing webpage category, and that it had successfully competed for the award against over 500 entries.

Ms. Miyauchi stated that the website had received an increased level of site engagement among users, contributable to personalized pages, such as Planning landing page, where customizable content, such as app downloads or dining information to cater to users' particular interests, are displayed. Ms. Miyauchi stated that, since the campaign launched in May, results have been encouraging, including an increase in page per session from 1.9 to 4.9 pages, and an over four-minute increase in average visits. She also added that the bounce rate had reduced down to twenty-seven percent, and that users tend to stay on a web page longer with increased personalization. Ms. Miyauchi added that alert banners have been added on the site are linked to take the user directly to an information page, and that this functionality was added after the volcanic activity on the island of Hawai'i. She stated that red banners are used for alerts, and orange banners are used for less alarming situations. She stated that standardized messages have also been created and translated, so that if an event happens HTA can post alerts in several different languages, upon HTA's direction. Ms. Miyauchi also stated that the website had been improved by adding a functionality to take the users directly to the business listings and listing itself has more visibility on the site.

Ms. Miyauchi stated that the work in progress for the site included updating search engine

optimization, adding Hawaiian language pages and LGBT content pages. She stated that Mr. Ka'anā'anā is working closely on the Hawaiian language page with the web team and that the LGBT page was planned to launch in January 2019. Ms. Miyauchi stated that other work in progress included in island-landing page maps, business listing functionality updates, support for the HVCB's kuleana campaign, and support for the rapid 'ōhi'a death campaign. Ms. Miyauchi said that, in the future, the site will include a sports page and cruise content page. She said in addition the site will continue to provide updated event calendars and cultural content. She added that all global marketing teams will be required to post all major campaigns with digital tagging to see where references to the site are coming from.

Mr. Atkins asked how other language sites are introduced. Ms. Miyauchi, in response to Mr. Atkins' question, stated that new pages are launched on the English site first and then translated into other languages. She stated that in some cases, translations can be done in house, but in other cases translators are hired to ensure that the work is completed timely. Mr. Atkins asked how language sites and other content are prioritized. Ms. Miyauchi, in response to Mr. Atkins' question, stated that priority is based on the size of the market, and that although there is no exact timeframe, the goal is to have every site translated as soon as possible. Ms. Goo also added that internal audits inform the process and what tasks are prioritized. She said that in some instances priorities change based on the current market or external circumstances. Mr. Dee asked what the overall investment for the GoHawaii.com redesign is for 2019. Ms. Goo stated that the investment is approximately \$1.2 million on an annual basis. Mr. Dee asked whether operational costs would eventually decrease, and that his understanding upon approving redesign work was that costs would decrease after the initial work was completed. Ms. Goo stated that the redesign project is currently finishing Phase 2, and that Phase 3 would be completed by June 2019. After all three phases are complete, the costs of the website would eventually decrease. Ms. Goo then shared with the committee the post-launch year-one performance review, KPI setting for 2019, and KPI targets for 2019. Mr. Dee acknowledged that engagement and traffic are meeting or exceeding expectations, and asked if there were any other metrics that are considered in evaluating the success of the site. He also stated that wholesalers and other vendors have provided very positive feedback on the information contained in the website. Mr. Dee asked how the website was performing in terms of loading time and speed. Ms. Miyauchi stated that they did not have a report for web speed, but that the site is currently up to par. Ms. Goo added that the website is tested monthly, and, without directly testing the speed of the site, the low bounce rate indicates that the website is performing well, because users would otherwise leave the site if load times were at issue. Kyoko Kimura asked whether there were metrics on the impact the site has on actual bookings. Ms. Miyauchi responded that the site was intended to be inspirational, but that one way to track booking would be to track users' activity and whether they leave GoHawaii.com to booking sites. Ms. Chun added that, although HTA had looked into software that would assist in tracking bookings after visiting GoHawaii.com, the software they had examined did not track Outrigger or Hawaiian Airlines, and had considerable cost attached. Mr. Dee asked if there were any additional benefits of GoHawaii.com membership that would support Hawai'i Visitors Convention Bureau. Mr. Talwar, in response to Mr. Dee, stated that it is generally difficult to determine how successful a website is because most users book directly with the airlines or

hotel, opposed to using links on HTA's website, and determining how many actual tourists are touched by HTA's GoHawaii.com page will take a few years to collect data. Mr. Ka'anā'anā stated that he has received positive feedback on the website from the Hawaiian community.

4. Status Update on L.A. Rams Contract.

Mr. Dee acknowledged Chris Sadayasu to provide an update on the L.A. Rams Contract. Mr. Sadayasu reported that after the Board approved funding for the L.A. Rams partnership, HTA staff worked closely with the L.A. Rams and Stadium Authority to execute the contract. Mr. Sadayasu stated that the contract was executed on November 9, 2018, and Hawai'i night followed on November 11, 2018, at the L.A. Ram's home game in Los Angeles against the Seattle Seahawks. He stated that negotiations regarding licensing for the stadium took time to process, and that there were some issues regarding parking and ticketing. He added that HTA put much more information in regards to the pregame procedures, commuting to the stadium, and other preseason assets. He stated that HTA would receive four home games out of the contract, starting with the November 11, 2018 home game, instead of the initial eight discussed by the parties. Mr. Sadayasu stated that he worked closely with Mr. Ka'anā'anā, and Mr. Talwar to get a Hawai'i night program together, and that Ms. Chan worked with the team at Anthology Marketing to provide a press release in time for the November 11, 2018 game. He added that the program included the casts of Magnum P.I. and Hawai'i Five-O on the L.A. Rams' jumbotron.

Mr. Dee acknowledged that Mr Sadayasu and Mr. Togashi worked many late nights to get the L.A. Rams contract done, and that the Stadium would receive much better revenue than they typically had for the NFL Pro Bowl. He stated that, even with the short time for execution, the signage, radio script, and program were well executed and within the planned budget. Sherry Menor-McNamara asked whether the NFL had announced an opponent for the L.A. Rams' preseason game. Mr. Sadayasu, in response to Ms. Menor-McNamara's question, stated that the NFL would not announce an opponent until April 2019, when the official schedule is released, but that HTA may receive some advance notice. Mr. Dee asked whether community engagement was part of the L.A. Rams contract. Mr. Ka'anā'anā, in response to Mr. Dee, stated that community involvement was on the table, and that communications will have to continue to ensure how it will proceed.

5. Status Update on L.A. Clippers Contract.

Mr. Dee acknowledged Ms. Anderson to provide an update on the L.A. Clippers Contract. Ms. Anderson informed the Committee that the L.A. Clippers has stated that they will no longer be able to provide the Houston Rockets as an opponent for both pre-season games. The L.A. Clippers have provided that one pre-season game will be against the Houston Rockets, and one pre-season game will be against the Shanghai Sharks. Ms. Anderson stated that, in return for the loss of the Houston Rockets, HTA has received an additional twenty thirty-second commercial TV spots that will be played in the 2019-20 NBA season. Ms. Goo stated that the Shanghai Sharks provide a new opportunity to promote Hawai'i in China. Ms. Goo stated that, historically, the Shanghai Sharks are consistently in the top three teams in the nation, and in the

last three seasons, the team has ranked in the top fifteen. She added that their official fan club has 11,000 members ranging from age 20-35. She also added that, on the social media site Weibo, the Shanghai Sharks have 220,000 followers. Ms. Goo stated that, although Chinese fans typically do not follow their professional teams overseas, they may be able to target the pre-season game to coincide with a Chinese holiday, which may encourage Chinese visitors to travel to Hawai'i and watch the game. Mr. Atkins asked how HTA can market to China. Ms. Goo, in response to Mr. Atkins' question, stated that HTC can launch social media promotions utilizing both Shanghai Sharks' and HTC's official social media channels, and work with airlines to provide special packages to prospective Chinese tourists. Mr. Fried asked whether the L.A. Clippers and Shanghai Sharks game would be televised in China. Ms. Goo replied that the game would likely not be aired in China. Chair Fried stated that the L.A. Clippers were currently the top team in the Western Conference. He reiterated that the Shanghai Sharks provided a great marketing opportunity to build Hawaii's brand in China.

6. Discussion of Sports Marketing Strategy and Sports Consulting Contract.

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

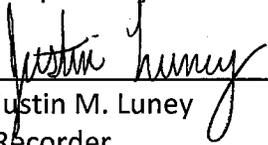
**The meeting recessed for an Executive Session at 3:15 p.m.
Executive Session ended at 3:28 p.m.**

7. Adjournment.

Mr. Dee asked for a motion to adjourn the meeting. Mr. Kam so moved, and Mr. Atkins seconded the motion, which approved by all Committee members present.

The meeting was adjourned at 3:28 p.m.

Respectfully submitted:



Justin M. Luney
Recorder