



SPRING TOURISM UPDATE

Jay Talwar
Chief Marketing Officer



OVERVIEW MARKET CONDITIONS

- U.S. Government shutdown lasted 5 weeks
- Consumer confidence down -6.4% to 120.2
- GDP to grow 2.2% in second half 2019, compared to 3% in 2018
- U.S. unemployment rate is at 4%
- U.S. dollar continues to appreciate
- U.S. - China tariffs, sanctions and regulatory issues continue to evolve with regard to trade and tourism

AIRLIFT

- U.S. seats to Hawai'i up 2.9% in 2019 to 9.5 million from 9.2 million in 2018
- U.S. West up 2.5% and U.S. East up 6.1%
- U.S. mainland direct service growth to neighbor islands continues into 2019
- North American carriers are expected to deliver the strongest financial performance in 2019 with a \$16.6 billion net profit (up from \$14.7 billion in 2018)
- Ancillary fees - North American carriers have this past year raised first and second bag fees to offset any increases in fuel

10 MILLION VISITORS PROJECTED





ADDRESSING RESPONSIBLE TOURISM

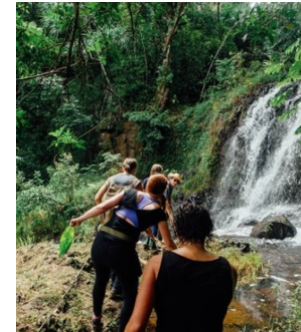
RESIDENTS' VALUES



A woman with dark hair tied back, wearing a red sleeveless top with a white pattern, is seen from the side in a lush, green forest. She is carrying a large, heavy bundle of green ferns on her back. Her hands are near her face, and she appears to be looking down at something she is holding. The background is filled with dense foliage and tree trunks, creating a sense of being deep in a forest.

NATIVE
HAWAIIAN
VALUES AND
LESSONS

VISITORS' VALUES



AVID EXPLORERS PERCEPTIONS OF HAWAI'I



A photograph of two young women standing outdoors under a large, leafy tree. They are both looking upwards with expressions of awe and wonder. The woman on the left is wearing a black halter-neck top with white floral patterns and a thin gold necklace. The woman on the right is wearing a red sleeveless shirt with a white geometric pattern and large hoop earrings. The background is filled with the green leaves and dark branches of the tree, creating a bokeh effect.

A STORY BEST SHARED
BY THE PEOPLE OF
HAWAII

A woman with long dark hair, wearing a black tank top, blue jeans, and black boots, stands in a grassy field. She is holding a large plant with two large green leaves and a thick, brown, fibrous root system. The background features a misty, mountainous landscape with a body of water in the foreground. The sky is overcast and grey.

ALIGNED WITH EACH
ISLAND BRAND

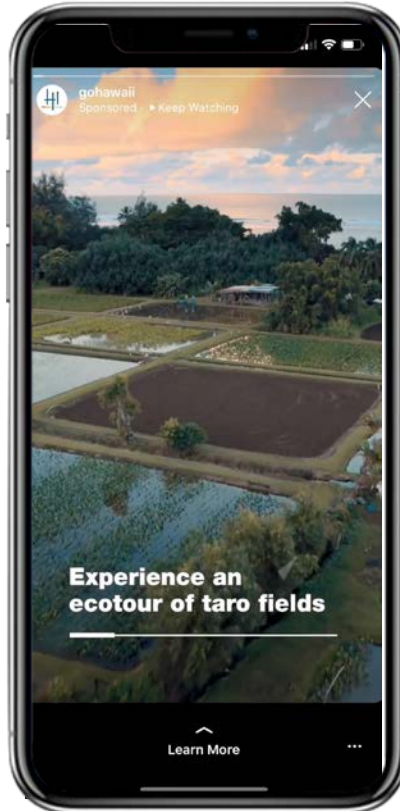


2019
HAWAI'I ROOTED
CAMPAIGN

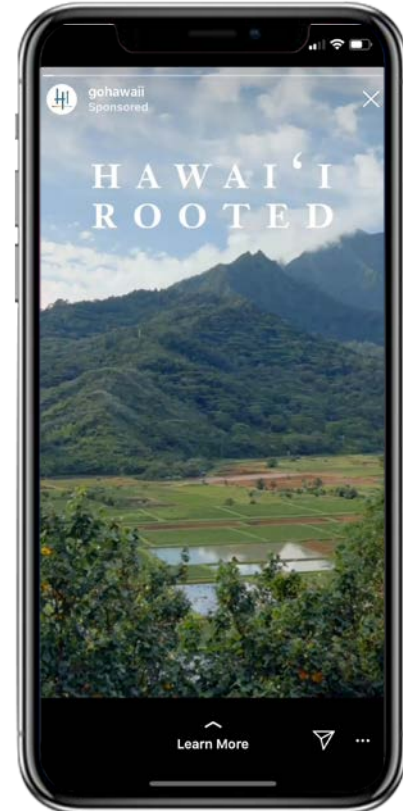




Facebook Video



Instagram Story



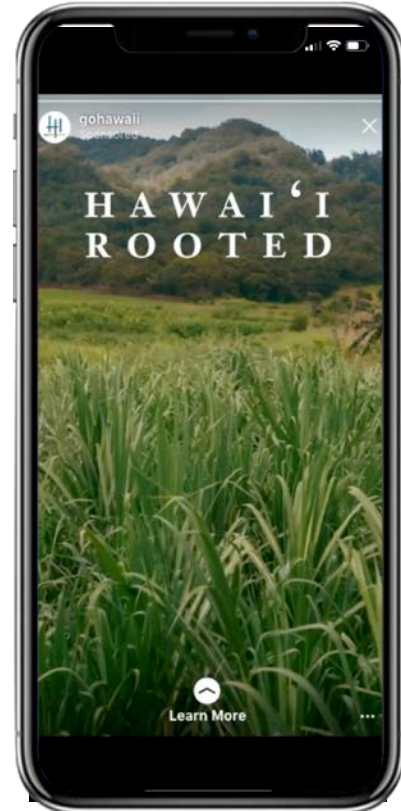
Instagram Video



Facebook Video



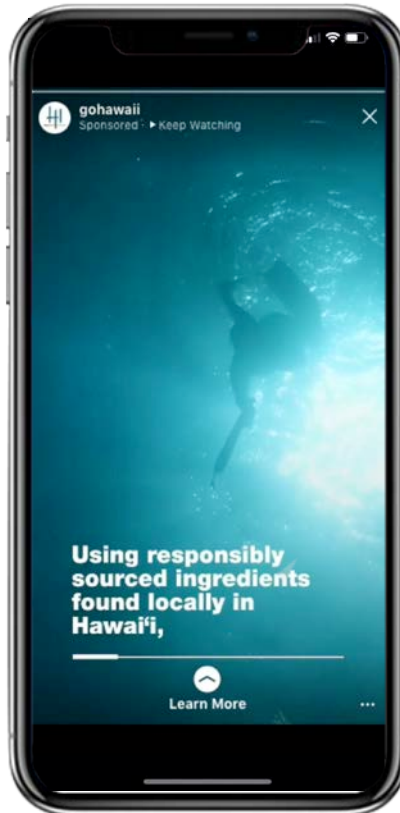
Instagram Story



Instagram Video



Facebook Video

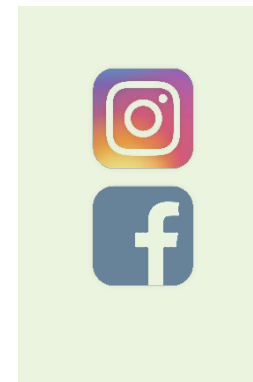
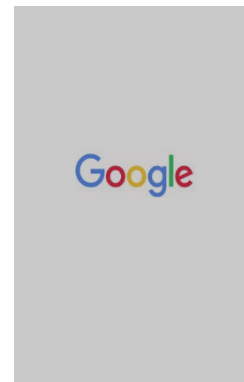
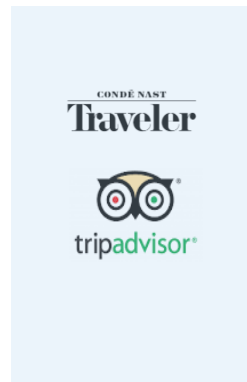
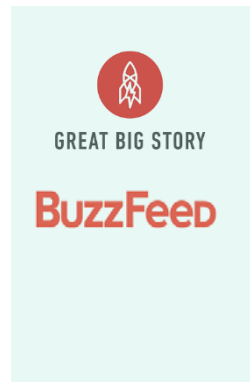


Instagram Story



Instagram Video

2019 MEDIA PLAN



POST ARRIVAL MESSAGING





MAUI POST ARRIVAL VIDEO – CULTURAL SUSTAINABILITY

<https://www.youtube.com/watch?v=g-E-YsNZJuY>



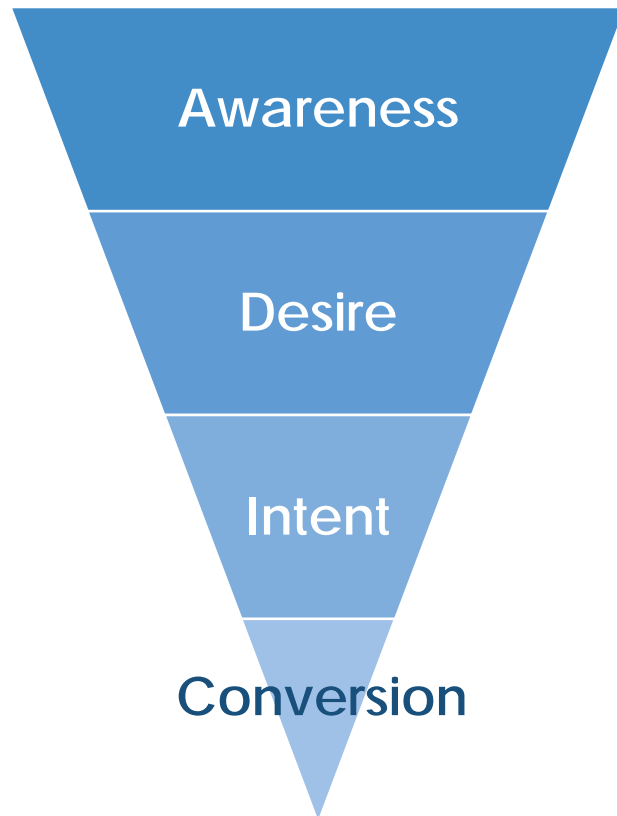
MAUI POST ARRIVAL VIDEO – OCEAN HEALTH

https://www.youtube.com/watch?v=5_AKQS1WfxM



ISLAND OF HAWAI'I RECOVERY

ISLAND OF HAWAI'I RECOVERY

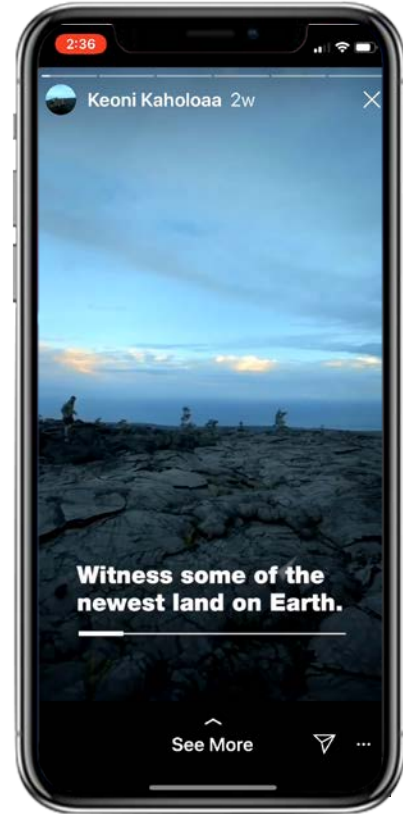
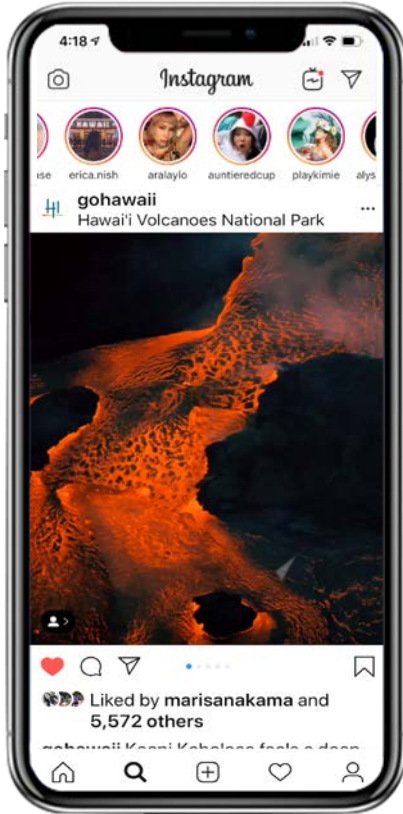


Consumer Marketing – Refreshed Hawai'i Island Brand Attributes

- Still and video shoot
- Social media campaign w/industry partners
- Satellite media tour
- Hosting Press & Influencers on-island
- Paid digital media
- Paid social media
- Paid media: Q'4 2018, Q'2-4 2019

Cooperative Marketing - Conversion

- Bus tour: coordinated industry sales, marketing & PR west coast blitz
- Paid digital media: *Sojern, SEM, Retargeting*
- Flight: November 2018 - February 2019
 - - Coordinated with consumer media
- Call-to-action: ***HawaiiSpecialOffers.com***





SPRING TOURISM UPDATE

Mary Neister
Vice President MCI

MCI OVERVIEW – 3 YEAR PACE

OTB **January 2019** for
2019, 2020 and 2021

	Count of Lead	Sum of Contract Rooms
Island of Hawai'i	70	64,473
Kaua'i	40	41,853
Maui	150	153,287
O'ahu	94	74,421
Grand Total	354	334,034

OTB **January 2018** for
2018, 2019 and 2020

	Count of Lead	Sum of Contract Rooms
Island of Hawai'i	75	80,296
Kaua'i	40	39,032
Maui	116	124,707
O'ahu	70	49,995
Grand Total	301	294,030



MCI OVERVIEW

- MCI opportunities and challenges
 - Island of Hawai'i
 - Response time ... and it's not just us saying it
 - Working as partners not as competitors
 - Leisure demand
- Upcoming:
 - MCI seller-specific webinars in March and May
 - Aggressive statewide MCI training later this year - CMP approved components and certification through HVCB



MAHALO