



SPRING TOURISM UPDATE

March 6, 2019

Before



After



HTA MARKETING = BRANDING





MAJOR MARKETS



LACI
GOSHI

USA, Canada
and Europe



JADIE
GOO

China/Hong
Kong, Taiwan
and
Southeast Asia



CHRIS
SADAYASU

Oceania
(and Sports
Administration)



TBD

Japan and
Korea

MARKET MANAGER ROLE = CONTRACTOR MANAGEMENT

HTA + INDUSTRY

CONTRACTOR

MARKETING
PLAN

APPROVAL BY
HTA BOARD

EXECUTION BY
CONTRACTOR WITH
HTA OVERSIGHT



STRATEGY

Brand strength



Long runway...

IT'S RFP TIME!

- Efficiency
- Effectiveness
- Expertise



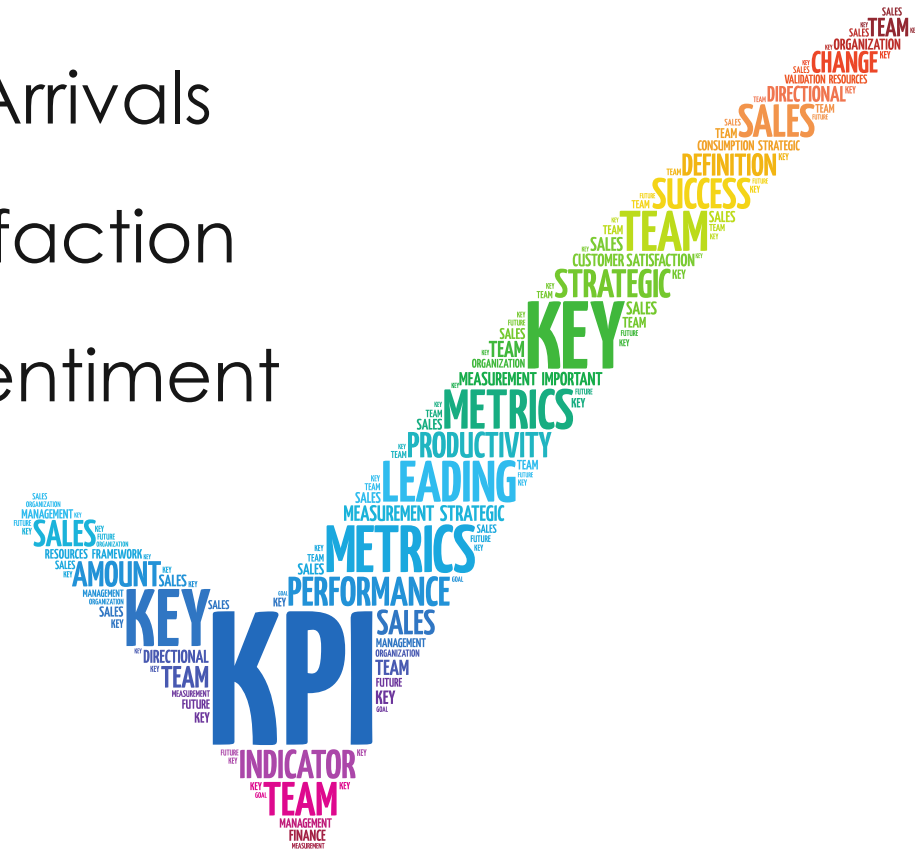
STEERING COMMITTEE

- Industry
- Market
- Marketing



MEASURES OF SUCCESS

- Spend vs. Arrivals
- Visitor Satisfaction
- Resident Sentiment



COMMUNITY ENRICHMENT Events (Sports and Festivals)





STRATEGY

- Vet
- Activate
- Measure

STRATEGY

Vet

- Global Marketing Team
- Island representation
- Category Expertise

STRATEGY



HTA pillars.....

- Community engagement and impact
- Brand alignment
- Target audience value
- Activation

STRATEGY

Activate

- Work plan for all
 - HLTA (community)
 - Global Marketing Team
 - Island Chapters

STRATEGY



Measure

- Multiple private/public sector partners

MCI VALUE FIX

Good Group Year – Good Year!!!



HAWAI'I CONVENTION CENTER



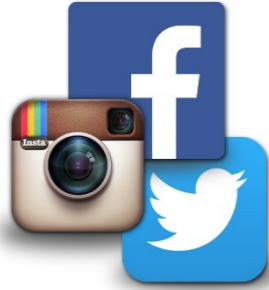


CITYWIDE STRATEGY

- Industry engagement
- Collaboration on sales process

MARKETING PLATFORMS





GLOBAL MARKETING PLATFORMS

1. How do we manage brand messaging globally?
2. How do we manage digital platforms globally?
3. What is the purpose of each platform?
4. Who should lead?
5. How should we measure?



COMMUNICATIONS

It's all about our community!!





MAHALO!!!!