



Hawai'i Convention Center
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kelepona tel 808 973 2255
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David Y. Ige
Governor

Chris Tatum
President and Chief Executive Officer

***HĀLĀWAI KŪMAU O KE KŌMIKE HOKONA KŪMAU
KE'ENA KULEANA HO'OKIPA O HAWAI'I***

**REGULAR MARKETING STANDING COMMITTEE MEETING
HAWAI'I TOURISM AUTHORITY**

Po 'akolu, lā 21 o Aukake 2019, 12:30 PM
Wednesday, August 21st 2019, 12:30 PM

*Kikowaena Hālāwai O Hawai'i
Lumi Papa Ho'okō A
1801 Alaākea Kalākaua
Honolulu, Hawai'i 96815*

Hawai'i Convention Center
Executive Board Room A
1801 Kalākaua Avenue
Honolulu, Hawai'i 96815

Papa Kumumana'o Ho'ololi 'Ia
AMENDED AGENDA

1. *Ho'omaka*
Call to Order
2. *'Āpono I Ka Mo'o'ōlelo Hālāwai 26 Iune 2019*
Approval of Minutes from the June 26, 2019 HTA Marketing Standing Committee Meeting
3. *Hō'ike I Ke Kūlana O Nā 'Imi Noi Pāhana*
Update on Current Status of Korea, China, SE Asia and Taiwan RFP Applications, Timeline and Process
4. *Nā'ana I Nā Pāhana Hou*
Review Potential New Proposals:
 - Miss USA
 - U.S. Tennis Davis Cup
5. *Nā'ana 'Imi Noi Pāhana Hālāwai*
Global MCI RFI – Review of Sole Applicant and Next Steps in the Process
6. *Hō'ike No Nā Papahana Pōpeku A Ka LA Rams me ke Kulanui O Hawai'i*
Update on the Status of the LA Rams and University of Hawai'i Football Programs
7. *Nā'ana I Ka Huaka'i Papahana Ho'omōhala Hou No Hawai'i Mokupuni*
Review of Hawai'i Island Recovery Effort Bus Tour Schedule, Partner Participation and Marketing Targets



8. *Ho'oku'u*
Adjournment

*** *'Aha Ho'okō: Ua hiki i ka Papa Alaka'i ke mālama i kekahi hālāwai kūhelu i kū i ka Hawai'i Revised Statutes (HRS) § 92-4. E mālama 'ia kēia hālāwai kūhelu nei ma lalo o ka § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) no ka pono o ko ka Papa Alaka'i kūkā a ho'oholo 'ana i nā nīnūnē a nīnau i pili i ko ka Papa Alaka'i kuleana me ko ka Papa Alaka'i loio. He hālāwai kūhelu kēia i 'ole paulele 'ia ka 'ikepili a i mea ho'i e mālama kūpono ai ko Hawai'i 'ano, he wahi i kipa mau 'ia e nā malihini.*

*** Executive Session: The Board may conduct an executive session closed to the public pursuant to Hawai'i Revised Statutes (HRS) § 92-4. The executive session will be conducted pursuant to § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) for the purpose of consulting with the board's attorney on questions and issues pertaining to the board's powers, duties, privileges, immunities, and liabilities; and to discuss information that must be kept confidential to protect Hawai'i's competitive advantage as a visitor destination.

Kono 'ia ka lehulehu i ka hālāwai no ka ho'olohe a hāpai mana'o waha paha no nā kumuhana i helu 'ia ma ka papa kumumana'o. Inā hoihoi i ka hāpai mana'o kākau, hiki ke ho'ouna 'ia i ke Ke'ena Kuleana Ho'okipa O Hawai'i ma mua o ka hālāwai ma o ka leka uila iā Isabella@gohta.net; ma o ka leka i ka helu wahi o luna; a i 'ole ma o ke kelepa'i i ka helu o luna. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Isabella Dance (973-2254 a i 'ole isabella@gohta.net), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.

Members of the public are invited to attend the public meeting and provide oral testimony on any agenda item. Written testimony may also be provided on any agenda item by submitting the testimony prior to the meeting to the HTA by email to isabella@gohta.net; by mail at the above address; or by facsimile transmission. Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Isabella Dance (973-2254 or isabella@gohta.net) no later than 3 days prior to the meeting so arrangements can be made.

Agenda item # 2:

Approval of minutes
from the June 26th,
2019 HTA Marketing
Standing Committee
Meeting



MARKETING STANDING COMMITTEE MEETING
HAWAII TOURISM AUTHORITY
Wednesday, June 26, 2019
Hawai'i Convention Center
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815

MINUTES OF MARKETING STANDING COMMITTEE MEETING

COMMITTEE MEMBERS PRESENT:	Kelly Sanders (Chair), Fred Atkins, George Kam, Sherry Menor-McNamara, Kyoko Kimura
HTA BOARD MEMBERS PRESENT:	Richard Fried
HTA STAFF PRESENT:	Chris Tatum, Keith Regan, Karen Hughes, Ronald Rodriguez, Laci Goshi, Kalani Ka'anā'anā, Isabella Dance, Chris Sadayasu, Jadie Goo, Minami Aoki, Marisa Yamane, Minh-Chau Chun
GUESTS:	John Monahan, Mitsue Varley, Jay Talwar, Kara Imai, Teri Orton, Lynn Surayan, David Baronfeld, Representative Richard Onishi
LEGAL COUNSEL:	Gregg Kinkley

1. Call to Order

Marketing Committee Chair Kelly Sanders called the meeting to order at 12:34 p.m.

2. Approval of Minutes from the February 27, 2019 HTA Marketing Standing Committee Meeting.

Mr. Sanders requested a motion to approve the minutes from the March 27, 2019 HTA Marketing Standing Committee Meeting. George Kam moved, and Sherry Menor-McNamara seconded the motion, which was approved by all committee members present.

3. Update on Wrap of GoHawaii.com Redesign

Mr. Sanders recognized Karen Hughes to provide an update on the GoHawaii.com redesign. Ms. Hughes began by introducing Kara Imai, HVCB Senior Director of Digital Marketing, to

provide an update on the major accomplishments that have occurred since the last update. Ms. Imai began with an introduction of the new content pages that have been created including which include an LGBT content page, a Rapid 'Ōhi'a Death campaign, and new sports and cruise content. She also discussed personalization optimization, which provides specialized content based on where page viewers are visiting from.

Ms. Imai then discussed year-to-date key performance indicators (KPIs). She noted that visitors to the site have increased over the years but organic search traffic has decreased slightly. She said that, looking forward through to the next year, they will do research on how potential visitors in HTA's target audience's utilize digital channels and role of each in selecting their next vacation destination. Ms. Imai noted that this is a good opportunity to look at what comparable organizations are doing. Together with the research team, they are working in two phases. Phase I is to gather and analyze existing research and insights to determine what additional research is needed to achieve their research objectives. The target completion for Phase I is the end of June. Phase II will be to conduct original research and determine appropriate methods, scope, design and budget for that original research.

Ms. Hughes said that she has been meeting with Ms. Imai weekly to go through every budget line item and make sure that all projects are on track. Mr. Sanders asked whether all the foreign language sites have been launched and Ms. Imai responded that they have, but some of the new content pages have yet to be translated.

4. Update on Hawai'i Island Recovery

Ms. Hughes then provided a high level overview of the status of Hawai'i Island recovery since funding was approved. The major HVCB project was the development of the "blue sky" assets. The photos from that project, including those showcasing the beautiful blue skies of Hawai'i Island, have been distributed to all contractors. The next major project is the influencer fam project in May and June. In July and August, the digital media campaigns, public relations and social media campaigns also continue. Ms. Hughes said that the bus tour event will begin in September and go through the month. In October, November, and December, the Equinox gym campaign will begin with comprehensive digital and public relations.

Ms. Hughes said that the U.S. market did not take as big a hit for Hawai'i Island as the Japan market did. Mr. Fried noted that Southwest Airlines had had plans to fly to Hilo but that there were problems with the Boeing 737, and so those plans were put on hold. He asked whether Ms. Hughes had any further information about that flight. Ms. Hughes responded that she believes that that is on hold until the FAA clears those planes for flight. Mr. Fried said that hotel occupancy in Hilo has been down. HTA CEO Chris Tatum said that they will continue to track two-year growth from 2017 because an increase compared to 2018 (which was affected by Kilauea) is not as insightful.

Mr. Tatum added that he visited Hilo the day before the marketing meeting and that the town was active, and he received good feedback from the community. He said that there should be a more consistent product and offering for those visiting Hilo, and there is a need to describe the

new volcano experience. Mr. Kam asked whether Mr. Tatum had an opportunity to visit Waipi'o. Mr. Tatum responded that he had not on this trip, but that Micah Alameda, who is on the HTA Board, has a strong knowledge of Waipi'o, and that there should be a similar approach to Waipi'o as to the North Shore of Kaua'i where there is a desire to bring in visitors but that it should be controlled.

Mr. Fried said that he had heard that the museum at Kilauea had been irreparably damaged. Representative Onishi responded that he had not heard about plans for repairing the museum but said that many of the artifacts and items had been given to the Volcano Arts Center and a non-profit in Pahoa with the idea that the non-profit could set up a museum and a program to view the fissures. Rep. Onishi also noted that yesterday was "boat day" and there were more visitors in Hilo because of the cruise ship.

Mr. Kam asked about efforts to increase day tours to Hilo. Mitsui Varley discussed the challenges for day trips to Hilo in light of the fact that there are more direct flights to Kona and so where tour packages limit time to each island, they usually stay on the Kona side of Hawai'i Island. Rep. Onishi said that he has seen a Japanese presence in the lobbies of hotels on the Hilo side.

Mr. Sanders said that he just returned from a trip to Japan and he saw the promotion for Hawai'i and Hawai'i Island everywhere, especially in taxi cabs. Ms. Hughes said that the taxi ads have been played three million times in April, and five million times in May.

Shifting to Japan, Ms. Hughes noted that the Japan market has taken the larger hit and so the focus has been to bring people back to Hawai'i Island. She noted that May statistics are showing positive results and that the efforts are having an impact. The taxi ads began in April and will run through September. The Hakken campaign, with added focus on Hawai'i Island, is running in the trains and train stations. HTJ will have a Hawai'i Island summit in September. Mr. Tatum asked where the summit would be held. Ms. Hughes said that the summit will take place on Hawai'i Island and Ms. Varley added that events will take place at hotels throughout the Kona side of Hawai'i Island but that executives will also have an opportunity to see some Hilo properties. Mr. Tatum added that he would like to discuss promoting the Hilo rodeo in Japan. He also asked whether local Hawai'i Island businesses were invited to be a part of the bus tour. Jay Talwar confirmed that they were.

5. Review of HTA 2020 Marketing Strategy

Ms. Hughes said that she had provided the committee members with a narrative of the 2020 Marketing Strategy, and how it ties into the budget. She asked for questions and invited committee members to read through it and ask questions after the meeting.

Mr. Sanders said that he had read through the meeting and said that it was well done with projections and updates on what is happening in each of the markets. Ms. Hughes said that the intent was to make the strategy actionable.

6. Review of Asia (China, Korea, SE Asia, Taiwan) RFP's Scope, Process and Committees

Ms. Hughes began by explaining that the RFP had been provided to committee members. Ms. Hughes noted that a great deal of work was put into refining the RFP and it has been reduced from 100 pages to 42 pages. The RFP shows what the expectations are, what HTA is asking from bidders, and what the requirements are. Ms. Hughes said that the selection committees are in place and include representatives from the hotel industry, the retail industry, and attractions. There were also efforts to ensure that there was participation from every island. Mr. Fried asked whether the deadlines for each RFP was the same and Ms. Hughes responded that the requirements for each RFP is the same.

7. Review of the MCI RFP Scope

Ms. Hughes also discussed the Meetings, Conventions and Incentives (MCI) RFP. After writing the scope and the requirements, the team determined that HTA cannot afford to take several years for whoever is selected to “ramp up” and therefore the requirements are such that there will be a Request for Information (RFI) to determine whether there are entities that meet the minimum requirements, which are tight and comprehensive.

Mr. Fried asked how many bidders were expected, but Ms. Hughes says she does not have an estimate at this time. Ms. Hughes responded that based on the requirements are such that if there is not already an infrastructure in place they will not be able to bid. Mr. Tatum said he expected it to be significantly less than it was before. He said someone in the market who is doing this kind of work already should be able to take on the MCI piece and not have additional cost to do the ancillary things that they were doing. He added that right now in the budget there is \$8.6 million but he expects the bid to be significantly less than that.

Ms. Kimura noted that the requirements are very difficult and asked whether they would consider a “Plan B” of shopping it out to the Major Market Areas (MMA). Ms. Hughes said that each MMA will play a role in driving MCI business.

Mr. Atkins asked about the hoteliers’ perspective on the MCI market. Mr. Sanders said that 2019 is a weak year for group business globally. He said that 2020 is better with large, peaked conventions at the Hawai’i Convention Center, but there is still opportunity to fill in 2020. He said that meeting sizes are trending smaller. Mr. Atkins asked whether the booking window continues to be smaller on the hotel side. Mr. Sanders said that this year has been very short term but beginning 2020, more people are planning farther out. He said that there has been more interest in 2020 from Japan, and Australia continues to have large opportunities from an MCI standpoint.

Ms. Hughes also pointed out the challenges of building an infrastructure (as it relates to the MCI RFI), and why they have such strict requirements for bidders. These challenges include technology, like CRM and lead-sourcing tools, sales people familiar with each island, destination management organization experience, and operational infrastructure. Ms. Hughes

added that there is a need for both MCI specialists based in the market and also based in Hawai'i, so there is someone in the market generating leads who can then hand off that customer to someone in Hawai'i who is aligned with HTA's strategy, and has relationships with the hotels and local businesses. There are different roles all connected to a global MCI strategy. Mr. Tatum said that he would like to have more goals and accountability for its contractors so that, everyone who represents Hawai'i can have that in mind.

Mr. Atkins asked how they have performed in the major market areas. Mr. Sanders says that it has not been tracked before. Ms. Hughes said that only Taiwan and Southeast Asia did not have an MCI goal but now every market will have goals of leads they are expected to generate. Mr. Atkins asked whether there were incentives. Ms. Hughes said that there are not but that is probably an element they would like to see from a potential MCI contractor.

Rep. Onishi said that he had read the Convention Center audit and some of the findings in the audit were that there was an impact in terms of hotel occupancy in Hawai'i and its relationship to being able to attract MCI business to Hawai'i. He asked if that was a trend in other major convention markets and whether hotel occupancy and rates all move the same way in those markets compared to Hawai'i. The audit also said that Hawai'i is generally a leisure market, which has high occupancy, which competes with the potential convention market. He asked if that is something that we will be looking at year to year in Hawai'i and compare to other major convention cities. Ms. Hughes said that success in the group market is always an indicator of a good year overall. Groups expect a lower rate because they are bringing in a large group of people, but it does not always track that way because giving a low rate and a large inventory of rooms many years out is difficult when the current market is strong. She said that San Francisco is having the same issues, adding that it is difficult to give a discount when the market is so strong. She said it is a trend throughout the country.

Mr. Sanders said a challenge for this market is that, over the years, our inventory has shrunk compared to ten years ago. Investment in total hotel projects in terms of upgrading rooms has been in the billions of dollars, which requires an increase in rate. He said that he believes there is an opportunity for a convention center hotel focused on Hawai'i Convention Center. Mr. Tatum said that the challenge for that is the rate that they will have to drive, considering the proximity to the ocean.

Rep. Onishi said that the Convention Center rooftop discussion has opened the door to look at what are the reasonable option for HCC moving forward, and how is it going to play a role in Hawai'i. Mr. Tatum said that he had discussed that with HVS that morning, specifically how to entice corporate customers. He said that the challenge that they will continue to face is rates. HTA will be meeting with hotel general managers to work together on this issue. If Hawai'i loses additional inventory, HTA needs to drive a better quality of customer. Hawai'i is right in the middle of Asia and the U.S. so it should have the facilities to drive East meets West corporate business.

Mr. Sanders said that, in terms of sustainability, MCI has the least impact on our resources

because the customers are here for meetings. Mr. Tatum added that they also spend more per person. Mr. Atkins asked that, as they are doing this study, whether they will also factor in what they should do to make the Convention Center viable. Rep. Onishi said that they are waiting on the study to see what options are available to the State and then it will be a leadership decision as to the State's commitment. He noted that the goal is to get it through HTA as soon as possible so that it can be brought before the legislature.

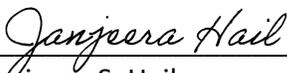
Chair Fried asked about the impact of the local pushback to the reopening of the road on the North Shore of Kaua'i. He said that he believed that the road may have been opened too soon and that if there had been a couple of more weeks, the pushback may have been avoided. He said that the pushback was from a vocal minority that was disappointed in what happened. He said there is one more chance when the bridge must be closed for two days. He said that he hopes that discussions occur.

8. Adjournment

Mr. Sanders 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 3:09 p.m.

Respectfully submitted:



Janjeera S. Hail
Recorder

Agenda item # 4:

Miss USA/Teen & U.S.
Davis Cup



MISS * USA

MISS * TEEN USA

PROPOSAL FOR HAWAII TOURISM
AUTHORITY

MISS UNIVERSE ORGANIZATION



The Miss Universe Organization produces the internationally recognized MISS UNIVERSE®, MISS USA®, and MISS TEEN USA® competitions.

The MISS UNIVERSE® and MISS USA® competitions air as live specials and consistently rank among the most-watched television programming in the world.

The Miss Universe Organization uses its global reach to empower women to be self-confident and strive to be their personal best, believing that every woman should be “Confidently Beautiful.”



A POSITIVE FOCUS ON HAWAII



MISS USA® is an economic development initiative that will provide global media exposure for Hawaii and direct economic impact for the state and local private partners



KEY BENEFITS

01

Worldwide exposure.

02

Hawaii to be promoted as a world-class travel destination on all media platforms.

03

On primetime TV in the U.S. and distributed to over 70 countries worldwide. An incredible opportunity for Hawaii to highlight its history, attractions, culture, and everything that makes it unique and exciting.

04

Estimate of 30M+ social media impressions linked to Hawaii across Miss USA + Miss Teen USA + Miss Universe official accounts on Instagram, Facebook, Snapchat, and YouTube.

05

International media presence from 50+ credentialed members of the press (i.e. CNN, The New York Times, USA Today, The Associated Press, Reuters, The Washington Post, Inside Edition, Access Hollywood, and many more.)

06

If held in Hawaii expect attendance from various international based media outlets.





ECONOMIC IMPACT

01

4,000-5,000 visitors travel to attend the Miss USA and Miss Teen USA shows, staying an average of 5-6 days, spending on hotels, restaurants, local entertainment, rental cars, etc.

02

Production purchases, rentals, and local labor hiring will stimulate the local economy (household income, GDP and tax revenues).

Fun Fact: MUO Staff and Crew are on-site for 2-3 weeks spending \$300K+ in MUO provided per diem

RENO – TAHOE IMPACT 2019

2019 MISS USA® Competition May 2nd 2019

- Sold out arena: ~ 5,000 (Total USA & TEEN)
- 211M+ Impressions (MUO Owned Channels, Paid Media, Fans, and Influencers)
- 70M+ Impressions (MUO Owned Channels)
- 50+ Credentialed media in attendances
- Ranked #3 in the 8P-10P time period with all key demos, including A18-49 and A25-54, as well as with Total Viewers.
- Up +40% with A18-49, +29% with A25-54, +60% with W18-49, +57% with W25-54, +55% with A50+, and +43% with Total Viewers compared to primetimes TV average a year ago.





Hawaii will benefit from an influx in tourism, media exposure and on-location events. Celebrity hosts, judges, musical talent, and VIPs also contribute to the promotion of the state through their massive global audiences.

SEAMLESS LINKAGE WITH HOST SITE



FERGIE



PITBULL



NICK JONAS



JULIANNE HOUGH



FLO RIDA



STEVEN TYLER

On-site activations

2+ WEEKS OF EVENTS

- On-location experiential marketing with corporate partners
- Community outreach events (charity and business promotion)
- Focus on HTA directed messaging and key initiatives

WORLDWIDE PRESS & SOCIAL MEDIA

- Massive presence of international and domestic credentialed media outlets
- Local, state, national, and international coverage for more than a month



Social + Digital Key Metrics

2.4M+

Miss USA
Official Account Followers

719

Pieces of Content
Deployed

28M+

TOTAL FOLLOWERS

5.9M+

Video Views

70M+

Social Impressions
Owned Miss USA Channels

211M+

Total Social Impressions**

**Includes MUO Owned
channels, paid media, fans,
and influencers

1M+

Website Page
Views

2.1M+

Engagement
MUO Owned Channels



Total followers include all MUO owned accounts as well as MUO influencers - official state accounts and titleholder's personal accounts. All numbers are accumulated from Facebook, Twitter, Instagram, and YouTube.

Social & Digital Media Audience

MISS USA + MISS TEEN USA

Geographic

The majority of our audience from social and web come from Southeast Asia, North America, and Latin America.



1. USA
2. Philippines
3. Mexico
4. Colombia
5. Thailand

Age

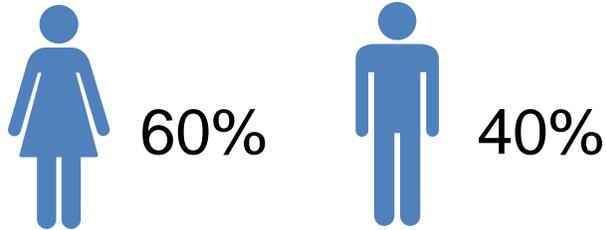
Millennials are our biggest target audience across all platforms.



1. 18-24 (46%)
2. 25-34 (30%)
3. 35-44 (12%)
4. 45-54 (7%)
5. 55+ (>5%)

Gender

The percentage is an average from each social platform and website.



Estimated Digital Value

100M+
Impressions

\$2M
Digital Exposure



THOUGHT STARTERS

SHOWCASING HAWAII IN 2020

MISS USA + MISS TEEN USA

Creative

Full 360 Coverage

- Instagram Story tours of iconic locations
- A-list talent takeovers on the Miss USA and Miss Teen USA combined pages including Hawaiian themed content
- LIVE streaming during key events
- CTAs of copy and posts linking to HTA

Telecast

During the telecast, MUO will integrate Hawaiian culture into contestant intros, a-list musical performances, costumes, stage visuals, set design, etc!

Features may include contestants wearing leis, incorporating cultural dance into choreography, or screens featuring Hawaiian designs.

Example of show opener + Contestant intro featuring traditional Thai culture

<https://youtu.be/0AI36XxxHsk>

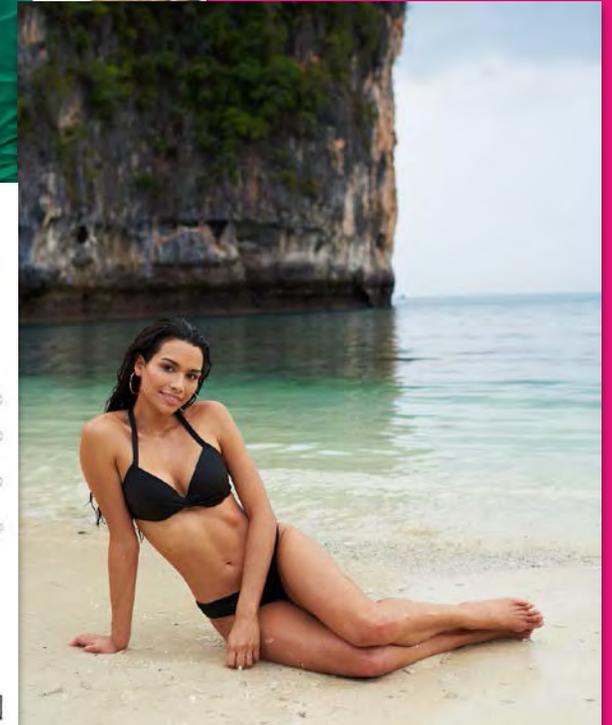


Creative

Events & Excursions

Utilizing the 102 Miss USA and Miss Teen USA contestants and MUO official platforms, MUO will feature traditional Hawaiian excursions and activities leading up to and during the competitions.

- Surf Lessons
- Hula Dance Lessons
- Cooking Contest
- Learning the Hawaiian language
- Fire Dancing
- Outrigger Canoe Paddling Competition
- Integration with Hawaiian organizations, (i.e. conserving Hawaii's natural Resources)



Creative

Influencers

USA and TEEN state accounts, former titleholders, and current titleholders within the Miss Universe network have a combined following of over **28M+**.

Utilizing influencers will enhance overall coverage and engagement through their personal brand pages leading into and during the production.

- Former Miss Universe Brook Antoinette Mahealani Lee teaches reigning Miss Universe and other former titleholders traditional Hawaiian hula dance.
- Official Snapchat Discovery Story – contestants will submit footage throughout their trip in Hawaii to Snapchat to be seen by millions of fans.





THANK YOU

PAULA SHUGART

President

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SHAWN McCLAIN

VP, Marketing & Business Development

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FAN PROFILE



YouGov Profiles is a syndicated cross-tabulation platform which produces insights and measurement across multiple category and brand levels. Profiles can be used to analyze fans of athletes and celebrities by demography, behaviors, passion points, purchase intent, brand synergy, etc. YouGov operates an online panel of over 6 million panelists across 38 countries covering the UK, USA, Europe, the Nordics, the Middle East and Asia Pacific. These represent all ages, socio-economic groups and other demographic types which allows us to create nationally representative online samples and access hard to reach groups, both consumer and professional.

MISS UNIVERSE FANS ARE AFFLUENT

- Avoiding lower income pitfalls, Household income tiers for MISS UNIVERSE fans are fairly balance, with the highest percentage stemming from the **\$100K OR MORE** bracket, which has an projected market size of over **6.4 MILLION** people.

MISS UNIVERSE FANS – FAMILY ANNUAL INCOME

AMOUNT	% MISS UNIVERSE FANS	MARKET SIZE
Less than \$10,000	8%	4,025,001
\$10,000 - \$19,999	11%	5,382,020
\$20,000 - \$29,999	12%	6,011,892
\$30,000 - \$39,999	12%	6,111,119
\$40,000 - \$49,999	8%	4,112,842
\$50,000 - \$59,999	7%	3,727,854
\$60,000 - \$69,999	5%	2,725,896
\$70,000 - \$79,999	6%	3,122,655
\$80,000 - \$99,999	7%	3,283,499
\$100,000 OR MORE	13%	6,458,929
PREFER NOT TO SAY	10%	5,250,373

READ AS: 13% of MISS UNIVERSE fans have a family household income of \$100K or more, which projects to a market size of over 6.4M.

Source: YouGov 01/13/2019. Based on U.S. Adults 18+. Miss Universe fans are defined as those who have rated Miss Universe positively or those who watched Miss Universe live or otherwise in the last one year.

FANS OF THE PAGEANT HAVE HIGH DISPOSABLE INCOMES

- MISS UNIVERSE fans have **both** high Individual *and* Household monthly discretionary incomes.
- 12% (6.5M) of Individuals have a discretionary monthly income of \$1K or MORE.

MISS UNIVERSE FANS – ‘INDIVIDUAL’ DISCRETIONARY INCOME

AMOUNT	% MISS UNIVERSE FANS	MARKET SIZE
NOTHING	10%	5,049,759
LESS THAN \$125.00	20%	9,795,968
\$125.00 - \$249.99	15%	7,533,256
\$250.00 - \$499.99	13%	6,570,058
\$500.00 - \$749.99	12%	5,866,813
\$750.00 - \$999.99	5%	2,465,630
\$1,000.00 OR MORE	12%	6,208,624
DON'T KNOW	5%	2,598,399
PREFER NOT TO SAY	8%	4,123,574

READ AS: 12% of MISS UNIVERSE fans have a ‘discretionary’ income of \$1K or more, which projects to a market size of over 6.2M.

Source: YouGov 01/13/2019. Based on U.S. Adults 18+. Miss Universe fans are defined as those who have rated Miss Universe positively or those who watched Miss Universe live or otherwise in the last one year.

- 35% (17.4M) of families have discretionary incomes of \$1K+, with 9% having **\$5K or MORE**.

MISS UNIVERSE FANS – ‘HOUSEHOLD’ DISCRETIONARY INCOME

AMOUNT	% MISS UNIVERSE FANS	MARKET SIZE
NOTHING	11%	5,368,956
LESS THAN \$1,000	41%	20,544,504
\$1,001 - \$2,500	17%	8,565,300
\$2,501 - \$5,000	9%	4,432,515
\$5,001 OR MORE	9%	4,459,513
DON'T KNOW	7%	3,264,273
PREFER NOT TO SAY	6%	3,577,022

READ AS: 17% of MISS UNIVERSE fans have a household ‘discretionary’ income of \$1K-\$2.5K, which projects to a market size of over 8.5M.

Source: YouGov 01/13/2019. Based on U.S. Adults 18+. Miss Universe fans are defined as those who have rated Miss Universe positively or those who watched Miss Universe live or otherwise in the last one year.

IN ADDITION TO AFFLUENCY, MISS UNIVERSE FANS ARE EDUCATED.

- **Over 50%** (25M) of MISS UNIVERSE fans have some college experience, with **15%** having completed a four year college.

MISS UNIVERSE FANS – EDUCATION LEVEL

EDUCATION LEVEL	% MISS UNIVERSE FANS	MARKET SIZE
NO HIGH SCHOOL	7%	3,721,300
HIGH SCHOOL GRADUATE	42%	21,038,132
SOME COLLEGE	18%	9,147,482
2-YEAR COLLEGE	9%	4,349,704
4-YEAR COLLEGE	15%	7,494,535
POST-GRADUATE	9%	4,460,929

READ AS: 15% of MISS UNIVERSE fans have completed a 4-year college, which projects to a market size of over 7.4M.

Source: YouGov 01/13/2019. Based on U.S. Adults 18+. Miss Universe fans are defined as those who have rated Miss Universe positively or those who watched Miss Universe live or otherwise in the last one year.

TRAVEL PROFILE

MISS UNIVERSE FANS LOVE TO TRAVEL

- Fans of the MISS UNIVERSE pageant are no strangers to ‘vacation oriented’ activities and planning.
- 42% have stayed in a HOTEL or MOTEL the past 12-months while 29% have traveled by air.
- 8% (4.8M) traveled using a package deal that included FLIGHT, HOTEL, RENTAL CAR, etc.

MISS UNIVERSE FANS – TRAVEL ATTITUDES & OPINIONS – “WHAT HAVE YOU DONE IN THE PAST 12 MONTHS?”

ATTITUDE / OPINION	% MISS UNIVERSE FANS	MARKET SIZE
TRAVELED BY (YOUR OWN) CAR	42%	21,215,982
STAYED IN A HOTEL OR MOTEL	42%	20,996,194
TRAVELED BY AIR	29%	14,471,139
VISITED A TRAVEL DESTINATION (e.g., RESORTS, AMUSEMENT PARKS etc.)	28%	14,039,158
RENTED A CAR	21%	10,669,999
TRAVELED BY BUS	17%	8,596,703
TRAVELED BY TRAIN	14%	7,140,637
USED ONLINE RIDESHARE SERVICE (e.g., UBER)	11%	5,741,936
STAYED IN SHORT TERM / VACATION RENTAL (e.g., AIR BNB, etc.)	10%	4,910,366
TAKEN A CRUISE	10%	4,836,077
TRAVELED USING A PACKAGE DEAL WHERE MULTIPLE ITEMS WERE BOOKED TOGETHER (e.g., FLIGHT, HOTEL, RENTAL CAR, etc.)	8%	4,264,741
NONE OF THE ABOVE	21%	10,471,445

READ AS: 42% of MISS UNIVERSE fans have stayed in a hotel or motel the past 12-months, which projects to a market size of over 20.9M.

Source: YouGov 01/13/2019. Based on U.S. Adults 18+. Miss Universe fans are defined as those who have rated Miss Universe positively or those who watched Miss Universe live or otherwise in the last one year.

- 52% (26.1M) of fans are solely responsible for household vacation booking, while 28% even plan to take a cruise in the next 12 months.

MISS UNIVERSE FANS – TRAVEL ATTITUDES & OPINIONS

ATTITUDE / OPINION	% MISS UNIVERSE FANS	MARKET SIZE
“I AM SOLEY RESPONSIBLE FOR BOOKING VACATIONS IN MY HOUSHEOLD”	52%	26,131,251
“I AM JOINTLY RESPONSIBLE FOR BOOKING VACATIONS IN MY HOUSHEOLD”	33%	16,754,391
DO YOU PLAN TO TAKE A CRUISE(S) IN THE NEXT 12 MONTHS? - YES	28%	14,281,361

READ AS: 52% of MISS UNIVERSE fans have stayed in a hotel or motel the past 12-months, which projects to a market size of over 26.1M.

TRAVEL SPENDING

MISS UNIVERSE VIEWERS ARE TRAVELERS WHO *OUTSPEND* THE AVERAGE BROADCAST PRIMETIME VIEWER



Nielsen Buyer Insights utilizes **actual** credit card and debit card purchases to zero-in on purchases made by consumers the prior 52-weeks leading into TV viewership. In this case study we took a look at the 2017 MISS UNIVERSE pageant (data for the 2018 telecast is not yet available).

- We found that the 2017 MISS UNIVERSE viewer **outspent** the Broadcast Primetime (ABC, CBS, NBC, FOX, CW) viewer at a vast array of the **country's most prominent travel companies and services** (or spends comparably).

This extends to AIRLINES...

AIRLINE	2017 MISS UNIVERSE TOTAL AVG SPEND	Q4'17 BROADCAST PRIMETIME VIEWERS TOTAL AVG SPEND
DELTA	\$810.53	\$778.13
AMERICAN AIRLINES	\$705.01	\$621.91
JET BLUE	\$619.49	\$540.76
UNITED	\$582.55	\$472.18
AIRLINE CATEGORY TOTAL	\$954.24	\$923.05

READ AS: The 52-weeks leading into viewership of the 2017 MISS UNIVERSE telecast, viewers spent an average \$810.53 on DELTA AIRLINES compared to Broadcast Primetime viewer who only spent an average \$778.13.

...the nation's biggest HOTEL chains...

HOTEL	2017 MISS UNIVERSE TOTAL AVG SPEND	Q4'17 BROADCAST PRIMETIME VIEWERS TOTAL AVG SPEND
SHERATON	\$733.50	\$289.40
STARWOOD (PARENT)	\$579.68	\$330.22
HILTON	\$440.53	\$391.02
MARRIOTT (PARENT)	\$413.77	\$297.13
BEST WESTERN	\$250.08	\$182.03
COURTYARD MARRIOTT	\$229.56	\$201.28
COMFORT INN/SUITES	\$176.34	\$175.93
CHOICE HOTELS (PARENT)	\$166.91	\$163.20
HOTEL CATEGORY TOTAL	\$564.00	\$430.08

READ AS: The 52-weeks leading into viewership of the 2017 MISS UNIVERSE telecast, viewers spent an average \$733.50 on SHERATON HOTELS compared to Broadcast Primetime viewer who only spent an average \$289.40.

TRAVEL SERVICES...

TRAVEL SERVICE	2017 MISS UNIVERSE TOTAL AVG SPEND	Q4'17 BROADCAST PRIMETIME VIEWERS TOTAL AVG SPEND
HOTELS.COM	\$1,061.09	\$334.95
AIR BNB	\$708.57	\$692.54
TRAVEL SERVICES CATEGORY AVG	\$539.59	\$480.05

READ AS: The 52-weeks leading into viewership of the 2017 MISS UNIVERSE telecast, viewers spent an average \$1,061.09 on HOTELS.COM compared to Broadcast Primetime viewer who only spent an average \$334.95.

...AND CRUISES.

CRUISE LINER	2017 MISS UNIVERSE TOTAL AVG SPEND	Q4'17 BROADCAST PRIMETIME VIEWERS TOTAL AVG SPEND
CARNIVAL	\$1,429.34	\$1,194.09

READ AS: The 52-weeks leading into viewership of the 2017 MISS UNIVERSE telecast, viewers spent an average \$1,429.34 on CARNIVAL CRUISES compared to Broadcast Primetime viewer who only spent an average \$1,194.09

Source: Nielsen Buyer Insights, Q4 2017 (9/25/17-12/31/17).

THE SYNERGY *IS THERE* - HAWAII

2.1 MILLION MISS UNIVERSE FANS JUST RECENTLY MADE HAWAII THEIR VACATION DESTINATION

- Among all surveyed MISS UNIVERSE fans, 4% (2.1M) stated they went to HAWAII on their most recent leisure trip.
- This ranks HAWAII **#4** among *all* surveyed destinations.

MISS UNIVERSE FANS – “WHICH DESTINATION BEST DESCRIBES WHERE YOU WENT ON YOUR MOST RECENT LEISURE TRIP?”

DESTINATION	% MISS UNIVERSE FANS	MARKET SIZE
LEISURE TRIP WITHIN THE CONTINENTAL U.S.	29%	14,342,370
MEXICO	6%	3,105,960
EUROPE	6%	2,963,002
HAWAII	4%	2,105,656
CANADA	4%	2,092,936
THE CARRIBEAN OR WEST INDIES	4%	1,837,824
LATIN AMERICA (CENTRAL, SOUTH AMERICA)	3%	1,505,377
ASIA (INCLUDES CHINA, JAPAN, INDIA)	2%	873,521
ALASKA	2%	817,287
AFRICA	1%	389,914
OCEANIA (e.g., AUSTRALIA, NEW ZEALAND, etc.)	1%	258,976
MIDDLE EAST	0%	228,420
RUSSIA	0%	70,569
OTHER DESTINATION	4%	2,161,426
NONE OF THESE	34%	17,123,560
DON'T KNOW	1%	335,284

READ AS: 4% of MISS UNIVERSE fans went to HAWAII in their most recent leisure trip, which projects to a market size of over 2.1M.

2.6 MILLION MISS UNIVERSE FANS PLAN TO MAKE HAWAII THEIR NEXT VACATION DESTINATION

- Among all surveyed MISS UNIVERSE fans, 5% (2.6M) stated they plan to make HAWAII their next leisure trip.
- This ranks HAWAII **#2** among *all* surveyed destinations.

MISS UNIVERSE FANS – “WHICH DESTINATION BEST DESCRIBES YOUR NEXT LEISURE TRIP DESTINATION?”

DESTINATION	% MISS UNIVERSE FANS	MARKET SIZE
LEISURE TRIP WITHIN THE CONTINENTAL U.S.	22%	10,932,796
HAWAII	5%	2,578,626
EUROPE	5%	2,551,338
MEXICO	5%	2,375,187
THE CARRIBEAN OR WEST INDIES	5%	2,265,267
CANADA	4%	1,962,197
OTHER DESTINATION	4%	1,964,817
LATIN AMERICA (CENTRAL, SOUTH AMERICA)	3%	1,576,437
ALASKA	2%	1,160,512
AFRICA	2%	1,056,124
ASIA (INCLUDES CHINA, JAPAN, INDIA)	2%	1,016,179
MIDDLE EAST	1%	642,123
OCEANIA (e.g., AUSTRALIA, NEW ZEALAND, etc.)	0%	173,666
RUSSIA	0%	119,399
NONE OF THESE	33%	16,427,677
DON'T KNOW	7%	3,409,735
OTHER DESTINATION	4%	1,964,817

READ AS: 5% of MISS UNIVERSE plan to make HAWAII their next leisure trip destination, which projects to a market size of over 2.5M.

EVEN MORE OPPORTUNITY...**4.9 MILLION MISS UNIVERSE FANS WOULD LIKE TO VISIT HAWAII MORE THAN ANYWHERE ELSE IN THE WORLD!**

- Among all surveyed MISS UNIVERSE fans, 10% (4.9M) stated that not only have they not been to HAWAII, but they would like to visit the islands more than any other place in the world.
- This ranks HAWAII **#2** among all 53 International destinations, second only to ALASKA.

MISS UNIVERSE FANS – “WHERE IN THE U.S. OR AROUND THE WORLD THAT YOU HAVE NOT BEEN TO WOULD YOU LIKE TO VISIT MOST?”

DESTINATION	% MISS UNIVERSE FANS	MARKET SIZE
ALASKA	13%	6,352,404
HAWAII	10%	4,905,244
RANK (OUT OF 53)	#2	#2
AUSTRALIA	10%	4,875,115
CANADA	10%	4,805,895
JAPAN	9%	4,528,572
BRAZIL	9%	4,399,670
FRANCE	8%	3,825,742
ITALY	5%	2,355,860
CALIFORNIA	4%	2,072,568
ROME	4%	1,956,322

READ AS: 10% of MISS UNIVERSE fans would choose HAWAII as the place they would MOST like to visit, which projects to a market size of over 4.9M.

**2020 MISS USA AND MISS TEEN USA HAWAII
GUEST ROOM BLOCKS**

Day	Date	USA ROOM BLOCK					TEEN USA ROOM BLOCK			
		Single (K)	Double (QQ)	1 Bedroom Suite	Total Room Nights		Single (K)	Double (QQ)	1 Bedroom Suite	Total Room Nights
Sat	5/2/20	12			12					
Sun	5/3/20	30			30					
Mon	5/4/20	56	1	3	60					
Tue	5/5/20	94	2	5	101					
Wed	5/6/20	96	28	7	131	4			4	
Thu	5/7/20	103	30	10	143	5	3		8	
Fri	5/8/20	128	30	10	168	6	29		35	
Sat	5/9/20	151	29	11	191	6	29		35	
Sun	5/10/20	170	29	10	209	8	29	8	45	
Mon	5/11/20	214	29	19	262	8	29	8	45	
Tue	5/12/20	245	29	22	296	8	29	8	45	
Wed	5/13/20	253	29	22	304	8	29	8	45	
Thu	5/14/20	267	29	22	318					
Fri	5/15/20	287	30	30	347					
Sat	5/16/20	314	32	34	380					
Sun	5/17/20	314	32	34	380					
Mon	5/18/20	36	1	3	40					
		2770	360	242	3372	53	177	32	262	



U.S. DAVIS CUP PARTNERSHIP OPPORTUNITY

UNITED STATES

DAVIS CUP TEAM

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UNITED STATES

DAVIS CUP TEAM™

ANNUAL MEN'S TEAM TENNIS COMPETITION FEATURING 16 NATIONS

INAUGURAL TIE PLAYED IN 1990

MOST PRESTIGIOUS INTERNATIONAL TEAM TENNIS COMPETITION IN THE WORLD

USA HEADED TO 2019 FINALS IN MADRID

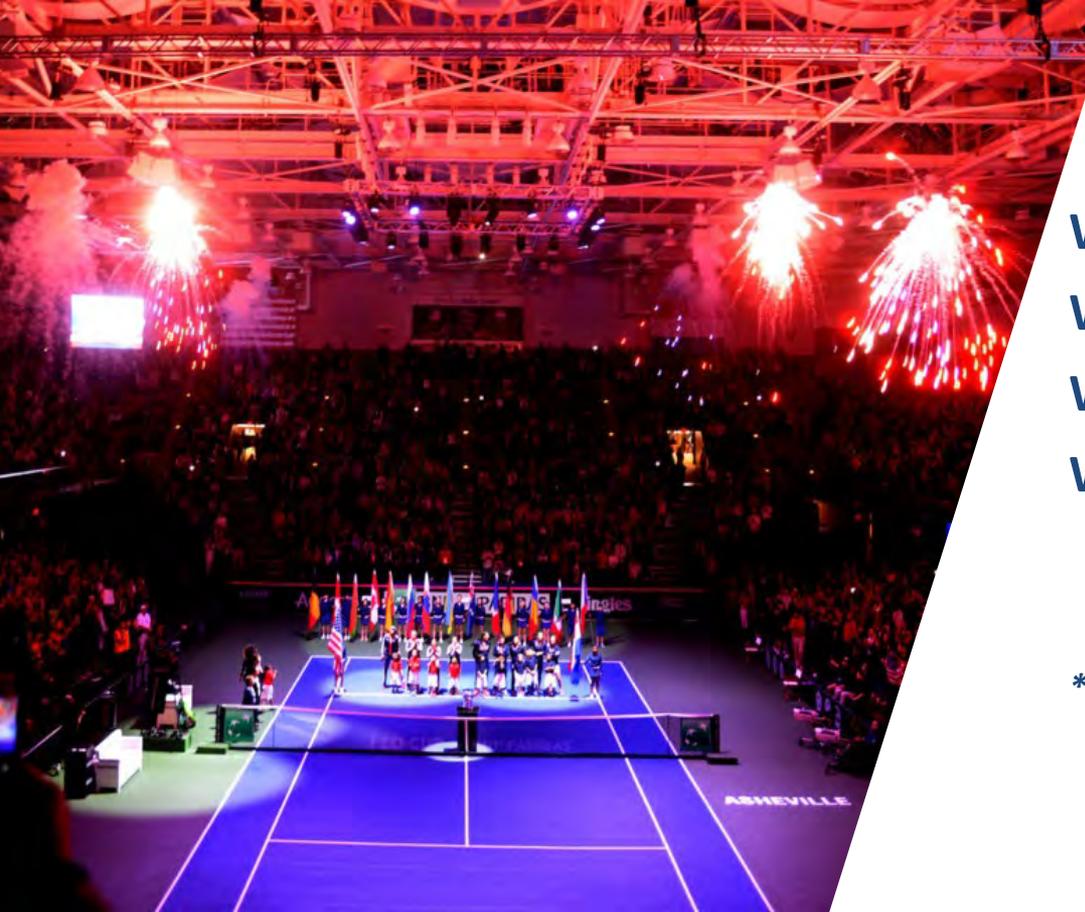
OVERVIEW



- Under the guidance of the United States Tennis Association, the United States competes each year in the Davis Cup competitions which are the premier team competitions in professional tennis.
- The United States is one of approximately 125 nations competing in Davis Cup.
- Recent changes have led to a new format for the men. Regardless, the US faces the prospect of hosting ties in March of each year beginning in 2020. Each tie is contested either home or away depending on which country hosted the previous tie.
- Davis Cup play consists of five matches each round played over three days respectively; the first country to win three matches wins the tie and secures a place in the finals.
- Earning a position on your nation's Davis Cup team is a tremendous honor and many of the game's all-time greats have been featured in the competition throughout its history. Hawaii hosted a previous Davis Cup tie in 1992.
- The U.S. Davis Cup Teams have won the most titles in the competition's history (32). Past US Davis Cup Team members include Arthur Ashe, John McEnroe, Andre Agassi, Pete Sampras and Andy Roddick to name a few.
- In support of the USTA's mission to promote and develop the growth of tennis, Davis Cup has taken place in 34 states. Now more than just a tie, the week consists of numerous tennis centric activities and events leading up to the actual weekend of tennis.
- USA Team Events under the leadership and direction of Jeff Ryan, Senior Director, is charged with prospecting and identifying cities and venues to host these unique competitions when the United States plays at home.

OVERVIEW





WHO: USA VS TBD

WHAT: DAVIS CUP TIES

WHERE: PROPOSED - HONOLULU, HI

WHEN: Davis Cup Week

(March 6 – 8, 2020)

(March 5 – 7, 2021)

(March 4 – 6, 2022)

**Subject to annual review by ITF*

HOME TIE INFORMATION

UNITED STATES

DAVIS CUP TEAM™



AFFLUENT



EDUCATED



LOYAL



GENDER
NEUTRAL



DIVERSE



ACTIVE



PASSIONATE ADVOCATES



COMMUNITY FOCUSED

ATTENDEE PROFILE

UNITED STATES

DAVIS CUP TEAM™

The USTA is proposing to align with a US City, State and venue for the purposes of hosting home ties. Currently a bid process is used to prospect and nominate host venues however the USTA is considering potentially committing to a venue, City and State for multiple years thus creating some efficiencies which can't be realized via the current bid process. Hawaii Tourism has been a wonderful host sponsor of two recent Fed Cup ties on Hawaii and Maui and the idea would be to leverage the interest apparent for tennis over all the Islands of Hawaii and host a tie in the biggest City, Honolulu and where more population could plan, benefit and enjoy hosting these prestigious international tennis events. To be clear, what is new and or different in this case is the concept of partnership with Hawaii Tourism and someone potentially willing to commit to the concept for 3 – 5 years. Both parties would have contingencies should unforeseen issues arise. Some of the inherent benefits for both parties might be:

- Hawaii Tourism secures an international tennis event that has significant proven potential to drive tourism to an affluent and loyal consumer
- The USTA is relieved of the challenges of the bid process and is “ready to host”
- Hawaii is relieved of the bid process and can participate in direct discussions with the USTA knowing the outcome will be to host the ties and not subject to potentially losing out to other venues also bidding
- While not 100% certain, Hawaii and their local sponsors and hotels can count on hosting the event and not have to partake in bid process
- Greater potential to attract fans and sponsors. Fans will have more time to plan trip to Hawaii while business community can budget and plan to leverage opportunity
- Alignment between the sport of tennis and Hawaii Tourism

Should the US Host ties in any of the years 2020 - 2022, the following sponsorship guarantees would be payable to the USTA. These monies shall be used exclusively to offset operational expenses of the US Davis ties in any given year in the proposed weeks on the calendar and in Hawaii. Should the US host more ties within these years, beyond what is contemplated here, neither party shall have any obligations, financial or otherwise unless an additional agreement is reached. At all times, the USTA will act as the promoter/organizer and shall be liable for all expenses estimated to be 4x the per tie amounts listed below.

2020	\$200,000 per tie hosted, if any. HTA potential liability = \$200,000
2021	\$206,000 per tie hosted, if any. HTA potential liability = \$206,000
2022	\$212,000 per tie hosted, if any HTA potential liability = \$212,000

In exchange for the above HTA shall be granted significant sponsorship benefits for each tie, similar to those granted for past ties. Anticipated benefits would include but are not limited to tickets, banners, program ads, broadcast enhancements and commercials, court branding, event association and US Team association while also being named in all aspects of event promotion.

In addition for each of the ties in any year, HTA shall help to prospect and secure a suitable hotel for the tie at a favorable rate including 150 complimentary room nights to be used to offset hotel costs of the USTA for the ties.

UNITED STATES



DAVIS CUP TEAM™

**PARTNERSHIP
OPPORTUNITY
HIGHLIGHTS**

UNITED STATES
DAVIS CUP TEAM™



COURT LEVEL BRAND INTEGRATION

Home ties are traditionally promoted with a variety of owned and acquired media assets. Prior to any public sale, the USTA membership is targeted via robust email and social campaigns, offering pre sale benefits. More often than not over 50% of the tickets are sold in this stage alone. The 2016 Fed Cup in Kona saw 65% of tickets sold via the USTA member pre-sale phase.

The USTA will design and implement a robust media campaign to push out remaining tickets and build general awareness of the event(s) taking place during the lead up week and the weekend of the tie. With an average budget of \$50,000 + added value, per tie typical acquired assets include:

Print
Electronic
Out of Home
Broadcast TV
Social (owned and paid)
Digital

TRADITIONAL/SOCIAL MEDIA



BROADCAST MEDIA*

* Subject to renewals for 2020 and beyond with Tennis Channel or another host broadcaster



CLIENT ENTERTAINMENT

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COMMUNITY ENGAGEMENT

UNITED STATES

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COMMUNITY ENGAGEMENT



COMMUNITY ENGAGEMENT

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PARTNERSHIP PROPOSAL



In exchange for the financial support proposed on INVESTMENT OUTLINE, HTA would receive the following tie specific sponsorship benefits, each time a tie is played in Hawaii. All benefits are subject to modification at the discretion of the USTA and ITF.

Promotion in USTA Advertising and Collateral as host including:

- Inclusion on USTA social media content (platforms TBD) at a minimum of four (4) times in pre-promotion of the Event
- Category Exclusivity
- Right to Davis Cup by Rakuten Logo***
- Logo inclusion on all advertising and collateral materials placed by the USTA
- Logo inclusion on the official poster produced by the USTA
- Name recognition in USTA press releases for promotion of the Event
- One (1) full-page advertisement in official program

*** In association with specific tie only



In Stadium/On-Site promotion during Ties

- Two (2) on-court sidewall signage logo positions, in-camera view
- “Honolulu” painted on stadium court (no logos)
- One (1) promotional display booth space, no larger than 10’x10’
- Three (3), thirty-second commercial units per day on in-stadium video boards [maximum of nine (9) during Event]
- Logo included in rotation of in-stadium video board messaging/scoreboard

*Tie sponsors will receive logo inclusion on such signage (logo in light grey on black background). No sponsor may receive more than 4 logo positions.



Television/Media

- Four (4), 30-second commercial units per day on the television broadcast (total of twelve (12) during event)
- Inclusion on USTA social media content (platforms TBD) a minimum of three (3) times during event time promotion of the event



Tickets and Hospitality

- (6) President's Box Tickets including USTA Hospitality (per day)
- (16) Price Level 1 Tickets (per day)
- (24) Price Level 2 Tickets (per day)
- (20) Price Level 3 Tickets (per day)
- (8) Official Dinner Invitations
- (8) Draw Ceremony Invitations
- (6) Preferred Parking Spaces (per day)



WORLD GROUP SINGLES FINAL - SETS 2	
Aliajona	0
Wawrinka	40

Thank You

UNITED STATES

DAVIS CUP TEAM™

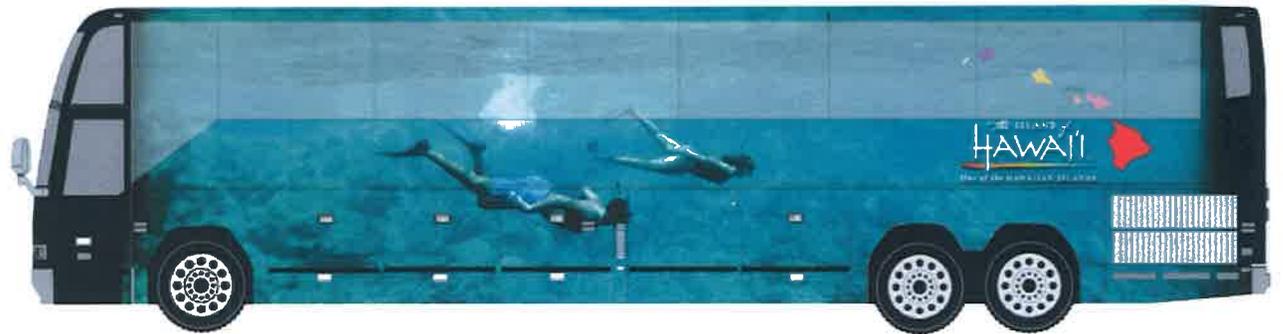
Agenda item # 7:

Island of Hawaii
Recovery Effort Bus
Tour



ISLAND OF HAWAII ON THE ROAD

WEST COAST BUS BLITZ SEPTEMBER 13 - 26, 2019



NUMBER OF PARTICIPATING PARTNERS

Castle Resorts & Hotels

*Courtyard by Marriott
King Kamehameha's Kona Beach Hotel*

DeSilva Meeting Consultants

Fairmont Orchid

Grand Nanioloa Resort - A DoubleTree by Hilton

Hawai'i Tropical Botanical Garden

Hawaii Forest & Trail

Hawaii Vacation Condos by Outrigger

Hilton Waikoloa Village

Kailani Tours Hawaii

MC&A

Marriott Resorts Hawaii Island

Mauna Kea Beach Hotel

Mauna Kea Resort

Mauna Lani, Auberge Resorts Collection

Ocean Tower by Hilton Grand Vacations

Panache

Royal Kona Resort

Sea Quest Hawaii

*Sheraton Kona Resort & Spa
at Keauhou Beach*

Waikoloa Beach Marriott Resort & Spa

The Umauma Experience

**33 people
representing
22 companies**

TARGET NUMBER OF CUSTOMERS

550

**travel trade
+ MCI**

CUSTOMER VISITS



MESSAGING THROUGH OUR CULTURAL AMBASSADORS

IHVB will have 9 cultural ambassadors that will engage with our customers and share Hawai'i Island's uniqueness and culture and traditions

KUMU HULA MICAH KAMOHOALI'I - HULA, STORYTELLER, KAPA

STALLONE CHARTRAND, HĀLAU MEMBER

ANNA AKAKA - FEATHERWORK

DANNY AKAKA - MUSIC + STORYTELLING + OLI

ROLINDA BEAN - KUKUI

KA'IULANI BLANKENFELD - HULA IMPLEMENTS + HULA

GRAYDEN HA'I-KELLY - MUSIC

PUALILIA HERNANDEZ - HULA

EARL REGIDOR - KAPA + STORYTELLING

MESSAGING + NETWORKING

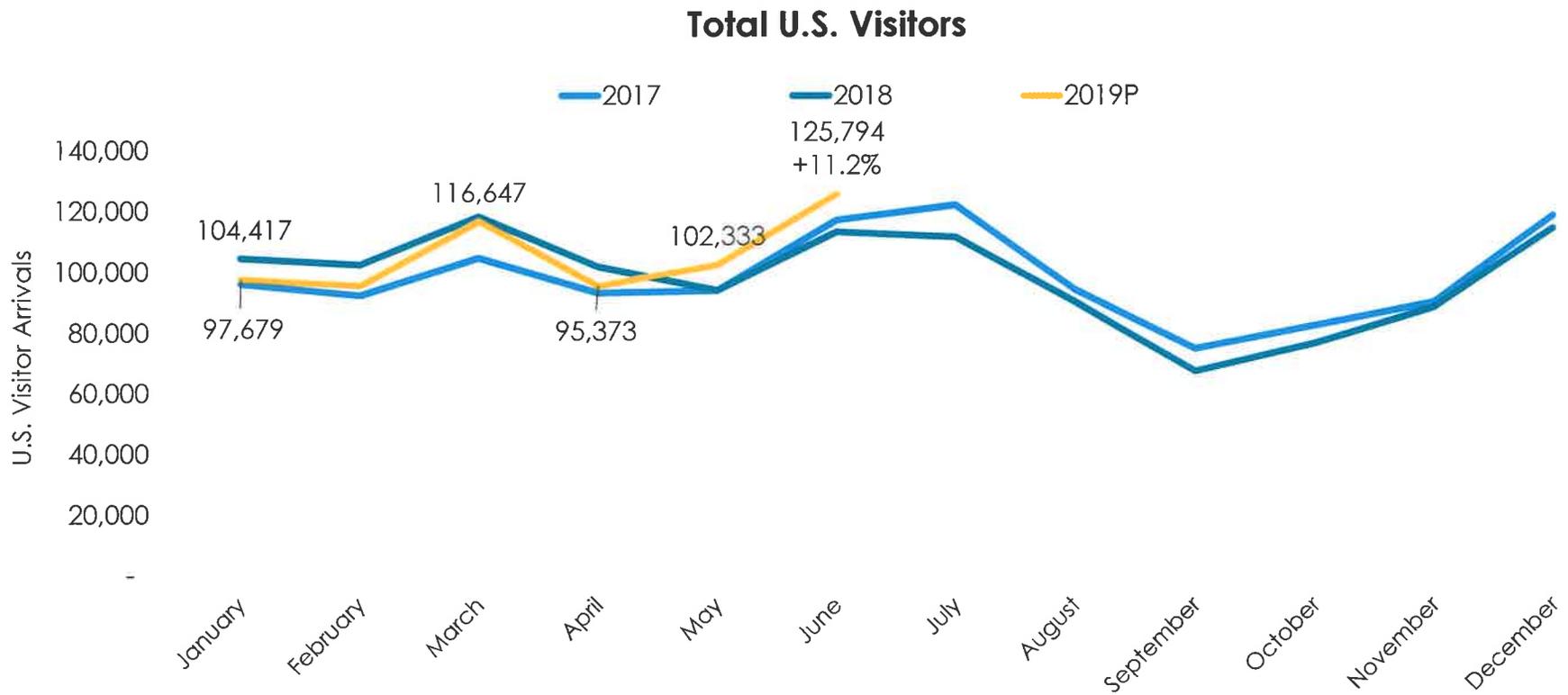
- ➔ **Our island partners will share the many reasons to visit the island of Hawai'i**
IHVB will provide destination updates
- ➔ **The commitment to the importance of culture in hospitality**
as demonstrated by our cultural ambassadors
An 'ukulele and He Mele Aloha songbook will be given away at each event
(partners will also be providing prizes)
- ➔ **Pono Pledge - safe and responsible travel**
A Pono Pledge gift bag will be given away at each event
- ➔ **Community Enrichment Programs, Aloha 'Āina, Kūkulu Ola**
(as applicable) for Hawai'i Island





Island of Hawai'i Recovery

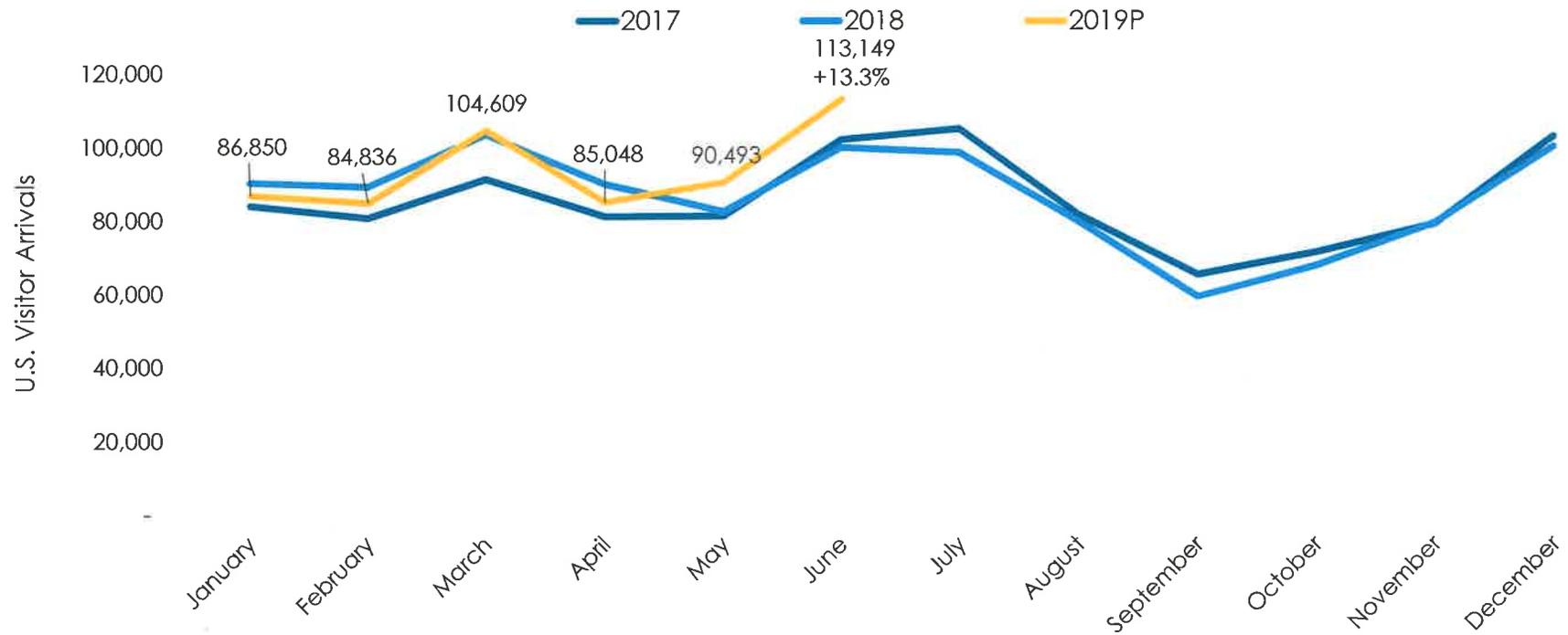
Total Visitation to Island of Hawai'i



Source: HVCB analysis of HTA data, 2017-P2019

Visitation to Island of Hawai'i — Kona

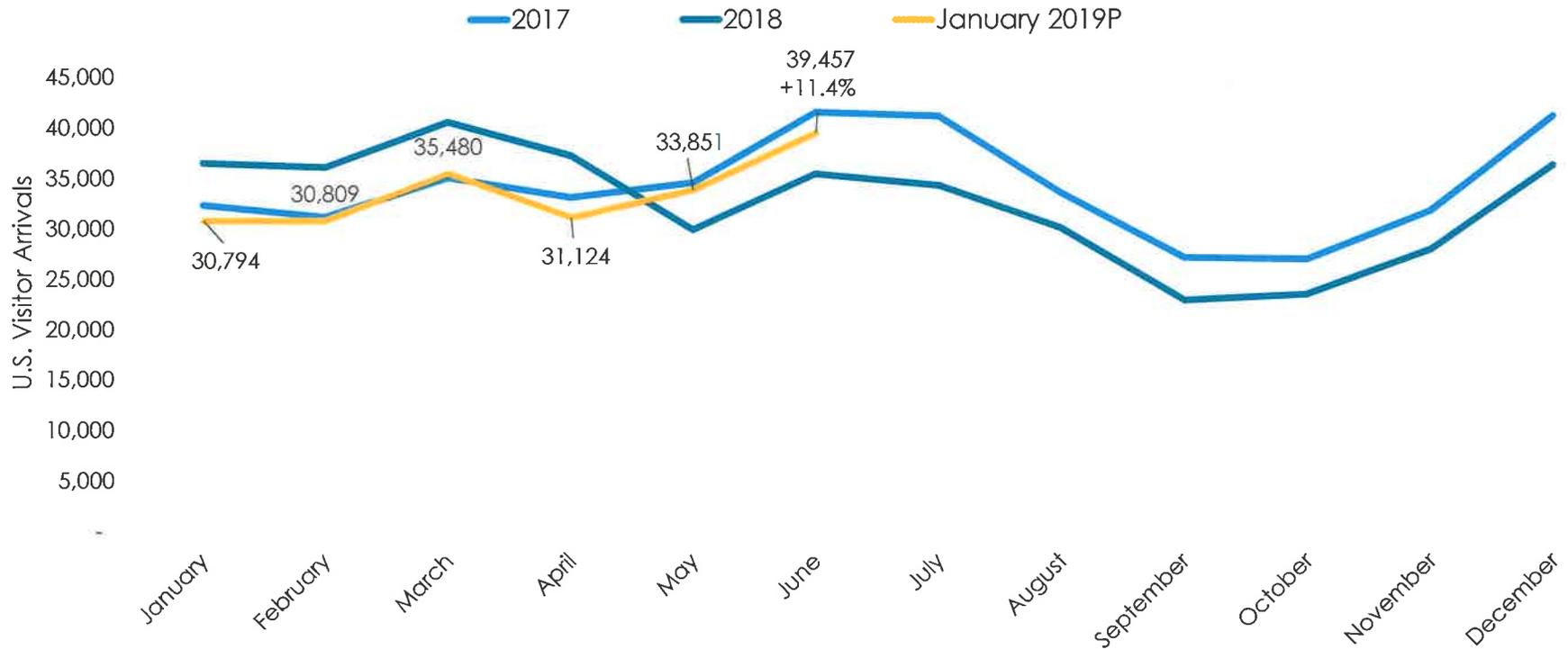
U.S. Visitor Arrivals to Kona



Source: HVCB analysis of HTA data, 2017-P2019

Visitation to Island of Hawai'i — Hilo

U.S. Visitor Arrivals to Hilo



Source: HVCB analysis of HTA data, 2017-P2019