



FALL TOURISM UPDATE

Susan Webb
President, VoX International



MARKET CONDITIONS

HAWAII TOURISM™
CANADA

MARKET CONDITIONS

Lowest
unemployment
rate

Steady wage
rising

Economic
growth
1.7%

Canada US
Mexico
Agreement

Canadians
spending in
travel but
carefully



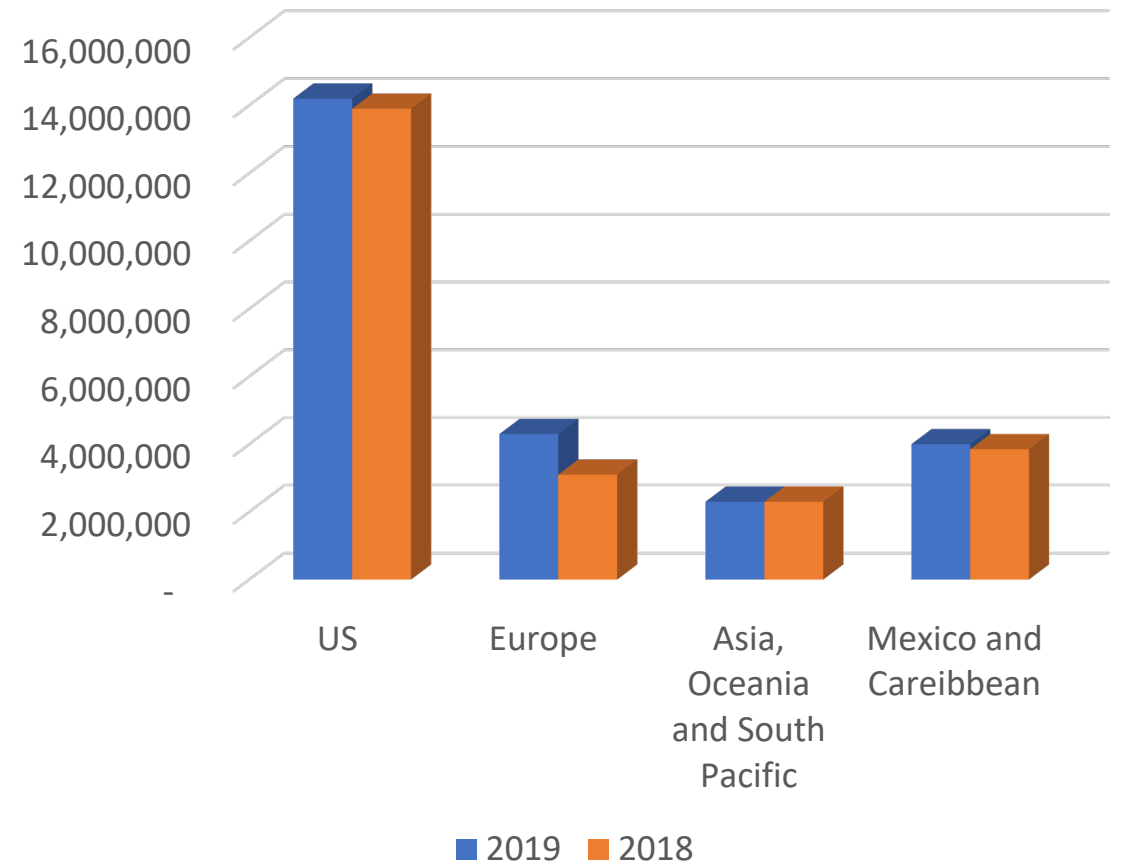
Minority Gov't
PM Trudeau

Exchange rate
\$0.76

MARKET CONDITIONS

	2018	2019p
Arizona	328,359	314,373
California	1,578,057	1,594,673
Florida	1,438,063	1,523,726
Nevada	604,684	619,051
Texas	642,402	677,462
Hawai'i	261,829	275,600

- 21.17 million trips
- 14.2 million overnights to the US
- +2.0% vs 2018





Number of Direct Seats by City

Jan-Sept, 2018	Air Canada	WestJet	Total
Calgary	14,382	25,152	39,534
Edmonton	--	8,646	8,646
Toronto	4,512	--	4,512
Vancouver	118,722	171,624	290,346
Total	137,616	205,422	343,346
Jan-Sept, 2019	Air Canada	WestJet	Total
Calgary	12,121	32,284	44,405
Edmonton	--	8,646	8,646
Toronto	5,161	--	5,161
Vancouver	123,455	175,218	298,673
Total	140,347	216,148	356,885
% change	Air Canada	WestJet	Total
Calgary	-15.7%	28.4%	12.3%
Edmonton	--	0.0%	0.0%
Toronto	14.4%	--	14.4%
Vancouver	4.0%	2.1%	2.9%
Total	2.0%	5.2%	3.9%

Source: OAG, US BTS



TRAVEL TRENDS

HAWAII TOURISM™

CANADA

DISTRIBUTION CHANNELS



59%

Websites
via computer



40%

Personal
recommendations
from family and
friends



28%

Websites/
Applications
via mobile phone



28%

Websites/
applications
via tablet



19%

Personal advice
from travel
professionals/
agents

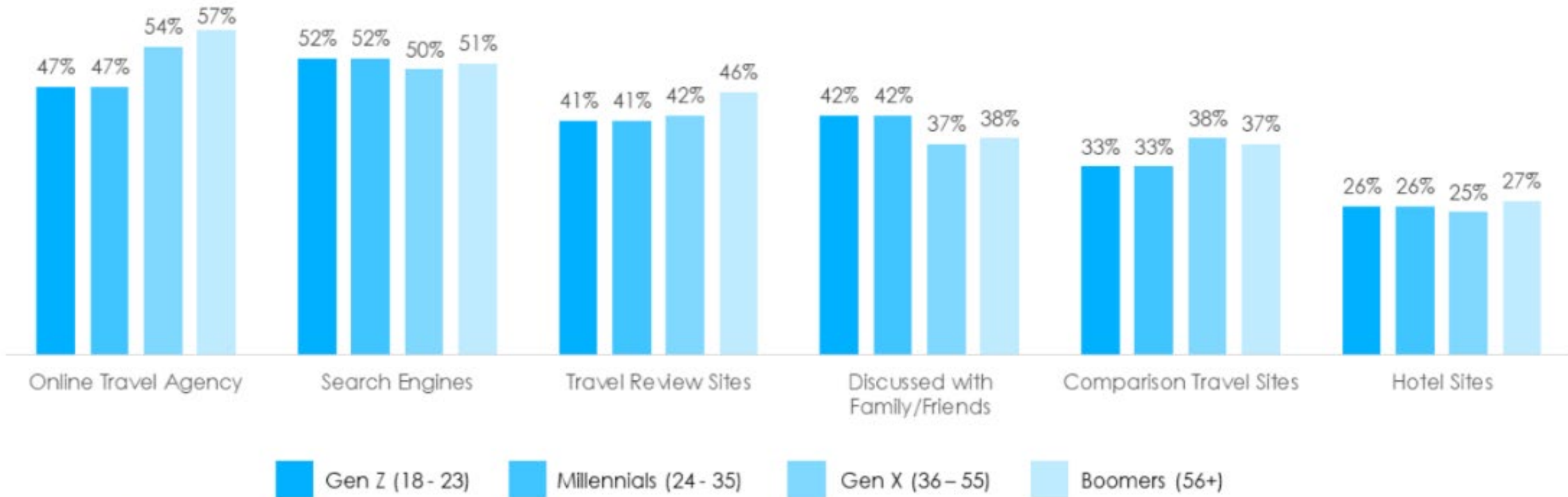
TOP MOTIVATORS

Motivation	% Selected
Beaches/Seaside Attractions	54%
Cultural Historical Attractions	48%
Local Lifestyle	44%
Dining/Gastronomy	38%
Urban Attractions/Nightlife	34%



**Giving back and
sustainability is
important to
Canadian travelers**

OTAs AND SEARCH ENGINES ARE LEADING PLANNING RESOURCES





TARGET AUDIENCE

HAWAII TOURISM™

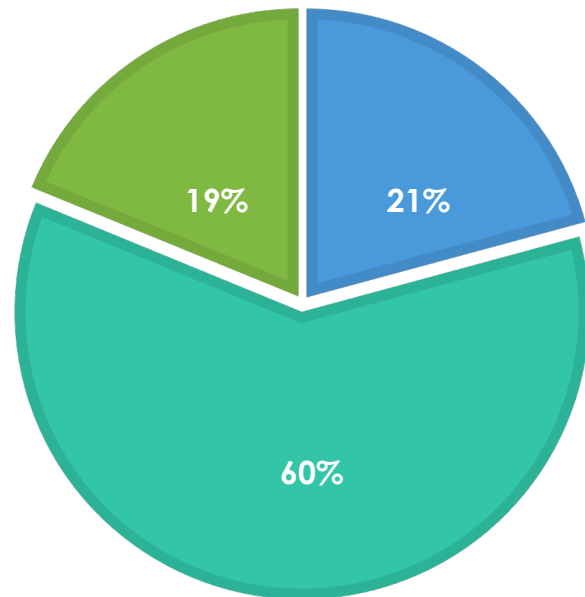
CANADA

TARGET AUDIENCE

CANADA'S MOST POWERFUL AUDIENCE 16.1 MILLION OVER 45

Canada's Zoomer (45-plus) population controls about 70% of the nation's wealth & accounts for 60% of all consumer spending

■ 18-34 ■ 35-64 ■ 65+



segmenting millennials

BROAD AUDIENCE

millennials



SUBSEGMENTS

student



new professional



mature adult





Experience seekers



Affluent traveler

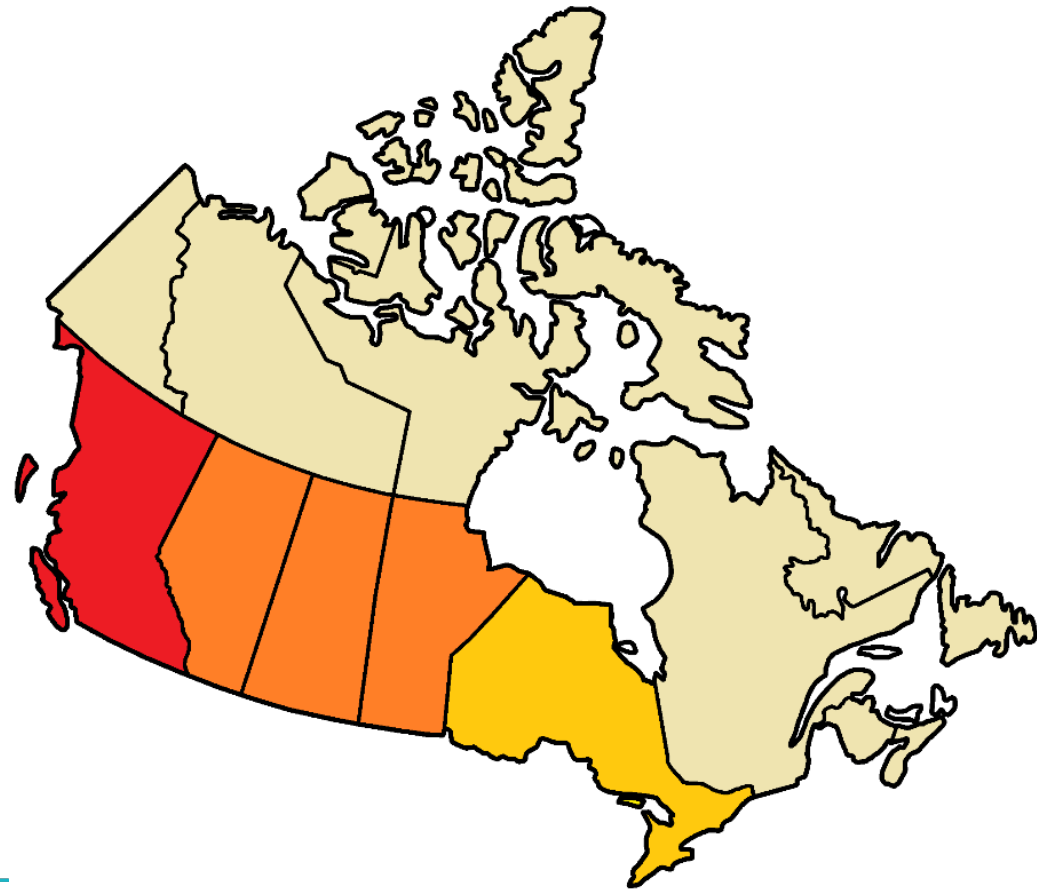


Snowbirds/Retirees



Romance

Priority Markets:
British Columbia (Vancouver)
Alberta (Calgary and Edmonton)
Ontario (Toronto)
Balance of Canada (Montreal)





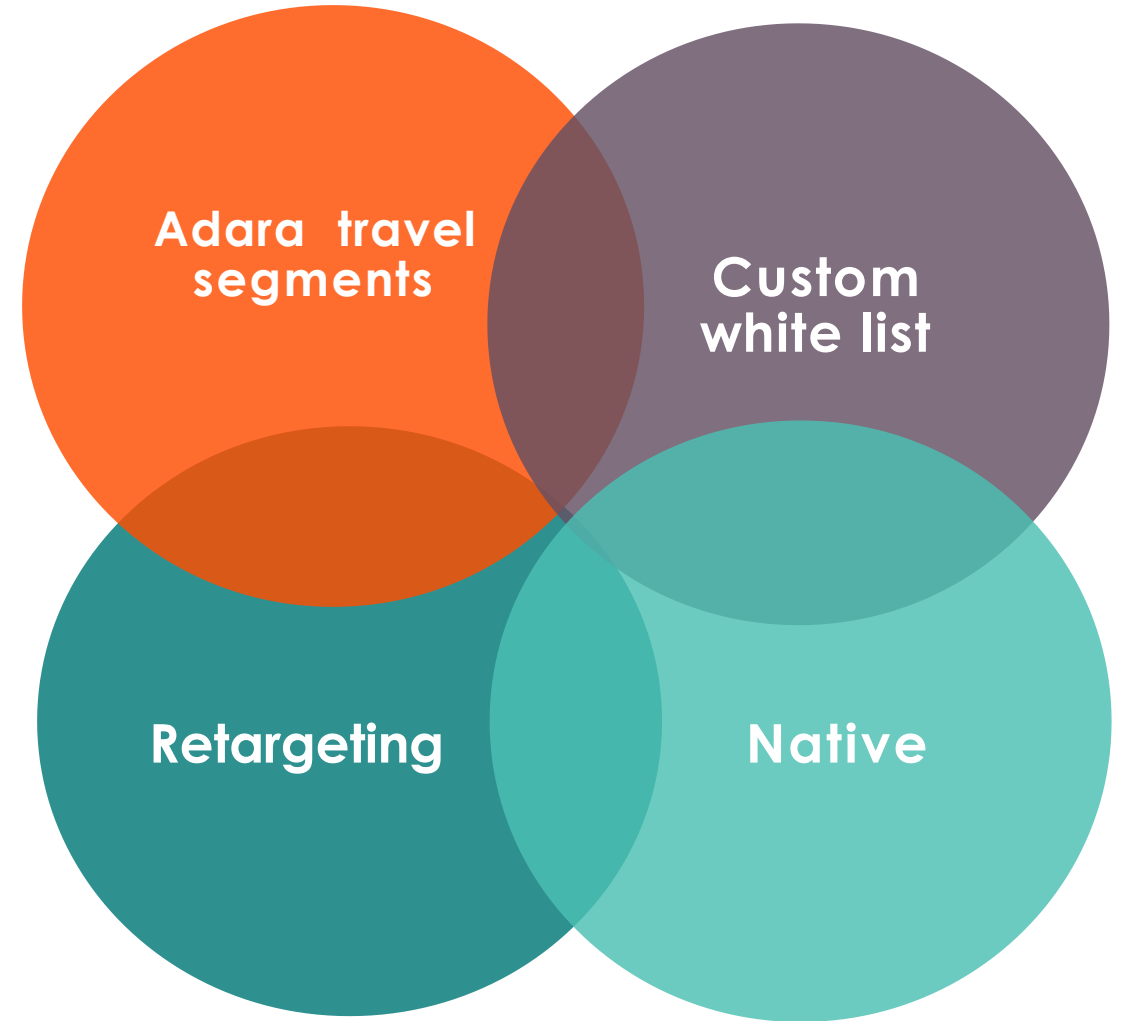
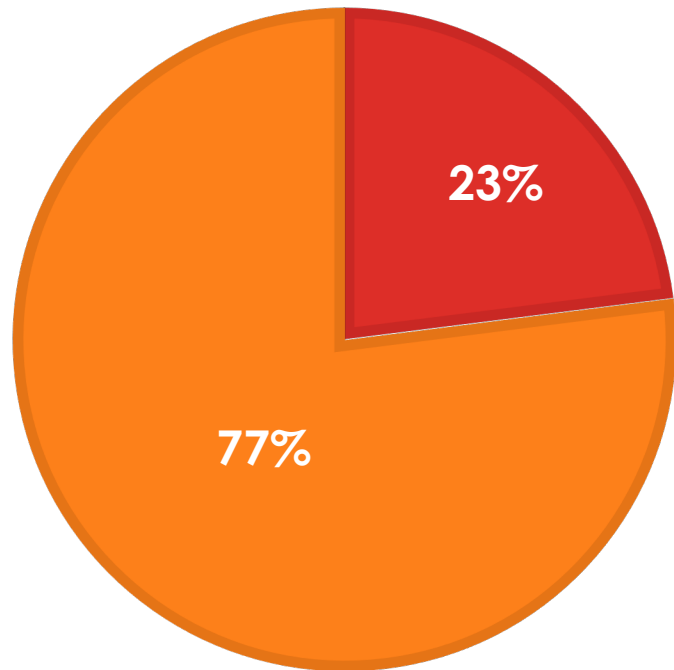
CONSUMER STRATEGY

HAWAII TOURISM™

CANADA

CONSUMER STRATEGY

- Social Media (Organic and Paid)
- Digital Media (Display and Video)



CONSUMER STRATEGY

General approach

- Extend season
- Increase stay
- Increase spend
- Multiple island

KŪKINI The HAWAIIAN ISLANDS
Kaua'i - O'ahu - Moloka'i
Lana'i - Maui - Hawaii'i

Information and ideas to inspire your next vacation to Hawaii.

Photo Credit: Hawaii Tourism Authority / Heather Goodman

Hawaii is Open for Business

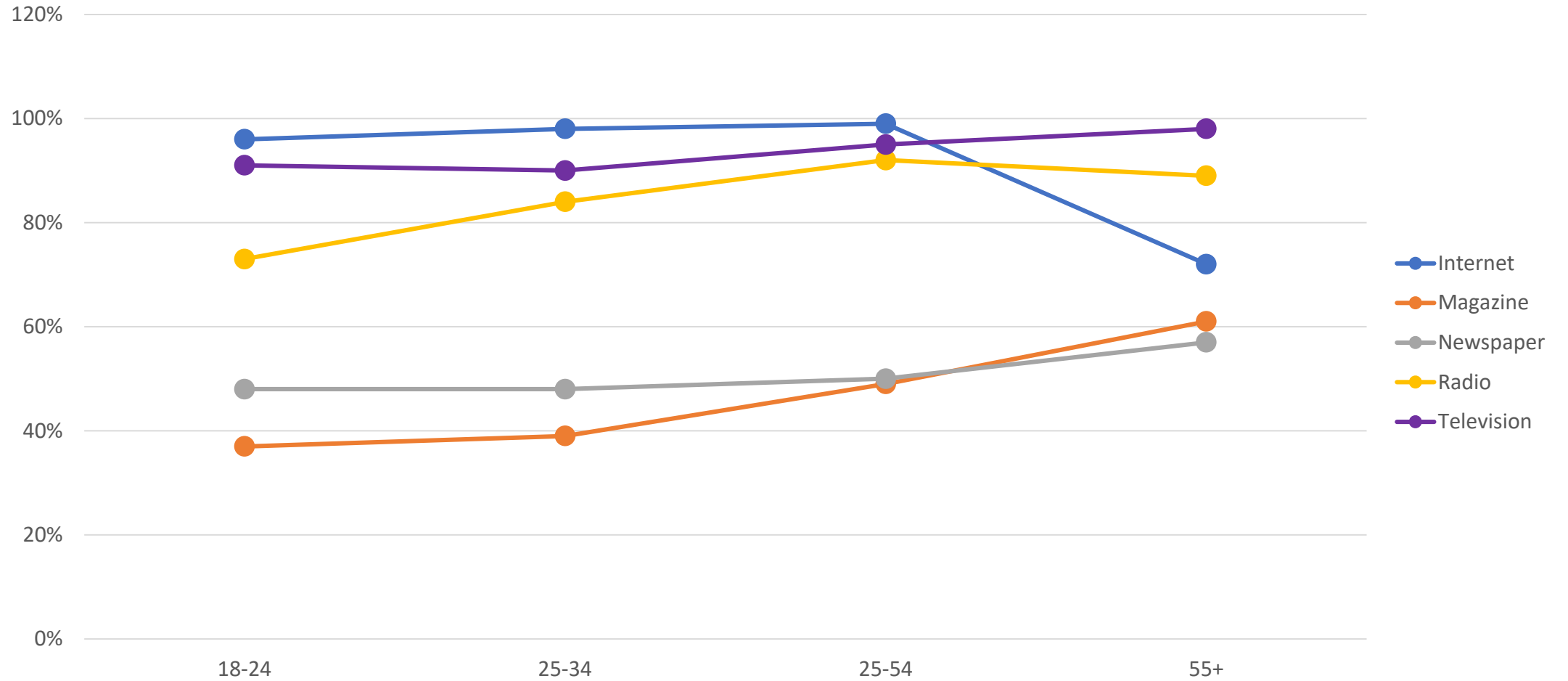
Rest assured, the State of Hawaii'i is fully open for business and travellers should not be dissuaded at all from making or planning trips to one of the most acclaimed island escapes in the world.

Branding message

- Unique experiences
- Culture: Aloha Spirit, friendly & welcoming
- Natural Resources: sustainable
- Safe
- Bucket list travel
- Diverse accommodations

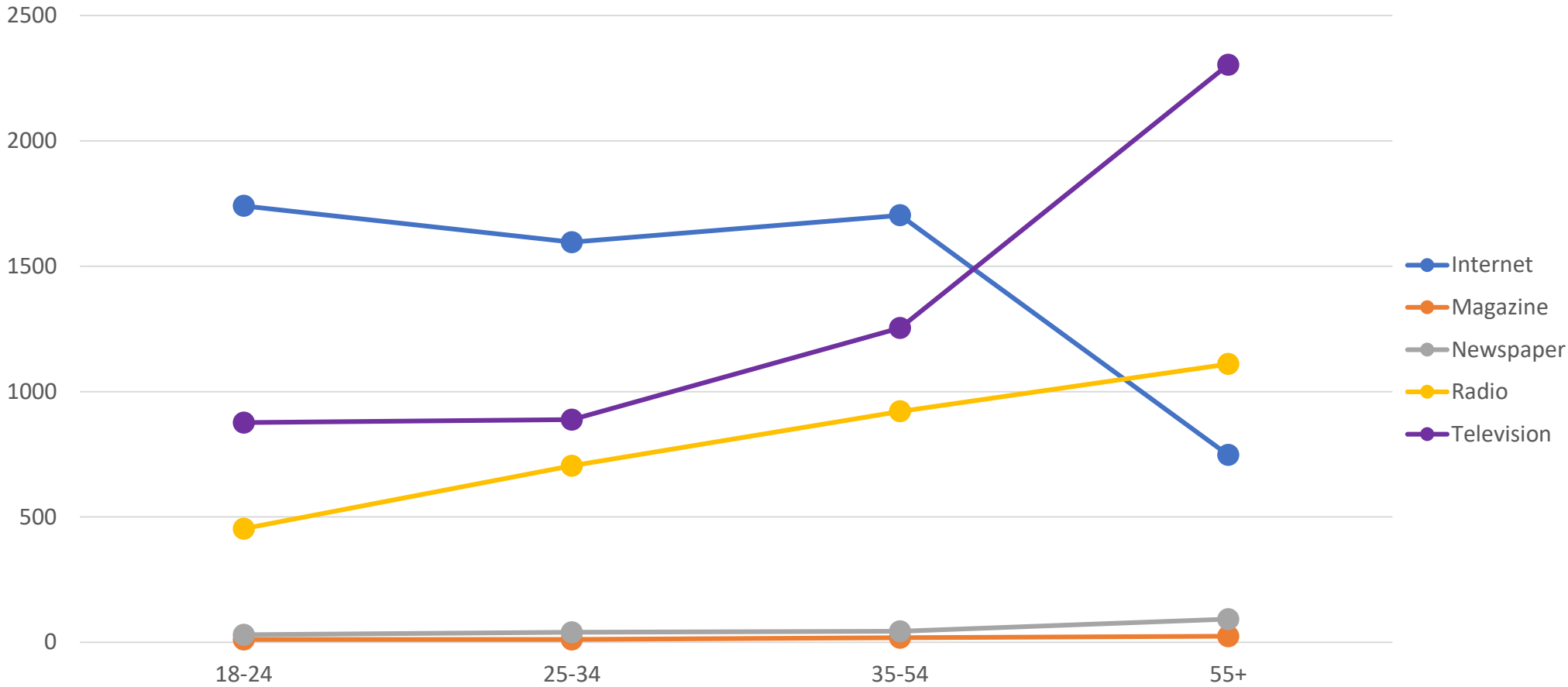
MEDIA PREFERENCES

Weekly reach by demo



MEDIA PREFERENCES

Minutes per week per capita



CONSUMER STRATEGY



luxury/affluent
70,000 – 80,000



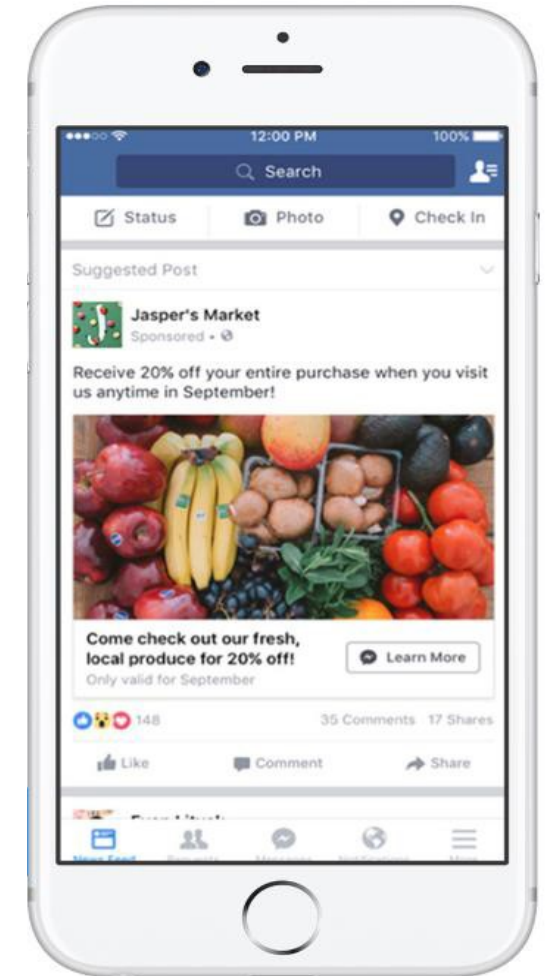
romance
35,000 – 40,000



experience seekers
1,500,000 – 2,000,000



snowbirds
10,000 – 15,000



CONSUMER STRATEGY



Public Relations focus:

- Luxury/affluent
- Romance
- Culture/culinary
- Adventure/outdoors/nature
- Family



TRADE STRATEGY

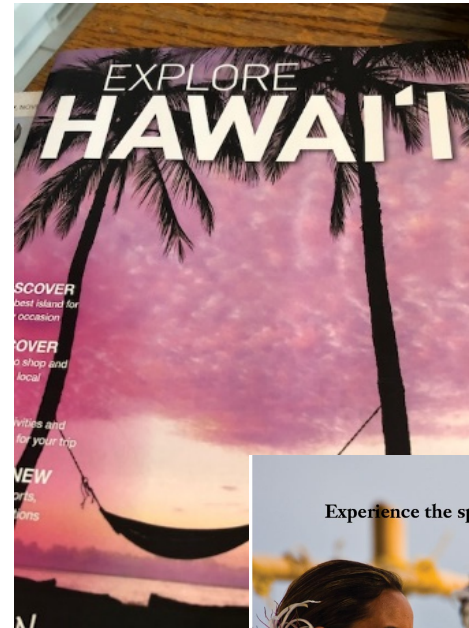
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CANADA

TRADE STRATEGY

Communication:

- Trade publications campaign
- Eblast
- Newsletters



Experience the spirit of Aloha.

#LetHawaiiHappen
gohawaii.com/ca

NEWS

"Don't shy away from selling Hawaii": Agents get the latest updates at ALOHA Canada 2019

TORONTO — Hawaii has never been, and will never be, an all-inclusive destination. But there are still ways to plan a relatively inexpensive Hawaii vacation for clients, say the state's tourism reps. The team was out in full force earlier this month at the event space in Ballincaber for the ALOHA Canada 2019 industry event, hosted by Hawaii Tourism Canada, represented by IGL International.

Agents took part in informational sessions presented by the island's hotel and airline partners, followed by dinner with most presentations about the islands themselves.

"Not only can Hawaii be budget-friendly, it's also a safe destination," says Karolina Choveln, Director of Sales, Cuba Visitors Bureau.

"We will never be an all-inclusive destination," says Choveln. "But we really do have something to suit every one's budget. We have a wide range of products, and the culinary experiences are amazing."

What message for Canadian agents? "Don't shy away from selling Hawaii. It's accessible."

An Air Canada and WestJet have flights to Hawaii; past there are connector options via U.S. carriers like Jet Airways.

Many clients no doubt heard about the volcano eruption on the island of Hawaii. Last month marked the one-year anniversary since Kilauea's eruption ended. Debra Inoué, Director of Sales for the island of Hawaii Visitors Bureau, says that visitors to Kilauea have been very curious. They want education. The ranger talks and walks have been very popular.

Last year also brought flooding to Kauai, especially to the North Shore, impacted areas, including the park along the North Shore, reopened in June 2019. Before the flooding, Hawaii State Park was "overrun," says Malia Brown, Director of Marketing for the Kauai Visitors Bureau. The popular park includes Aiea Beach and Kalanianaʻahele Park. "We were getting 2,000 people a day to the site, and the high levels of visitation were beginning to have a negative impact on the park, beach and trail," she says.

The site was closed during the worst of the flooding and during that time the island developed a reservation system for visitors. Thirty days out, visitors can reserve their spot to visit the park, at a cost of US\$5 plus tax. For individual entry the cost is \$1. All the spots sell out, says Brown, and visitors are asked to plan early and reserve their preferred date. Reservations can be made at gohawaii.com.

The good news is, the recreation system is mitigating the effects of over-tourism on the site. It's just one of many steps Hawaii is taking to further responsible travel. Other initiatives include the power to ban the sale of sunscreen by

2021 containing styrene and octyl-methyl-xanthate in an effort to protect coral reefs.

Choveln reminds agents that the 75th anniversary of the signing of the peace treaty ended the U.S. Military's ending Japan's involvement in WWII is coming up in 2020. Agents can reach out to Hawaii Tourism Canada and Hawaii's tourism reps to start putting together packages for clients, including history and military buffs. A wide range of resources is available at agent.gohawaii.ca.

itravel2000 partners with Uplift to offer pay-over-time payment plan

TORONTO — Travelers booking with itravel2000 can now take their time paying for their vacation packages thanks to a new payment plan technology.

The company, a division of Label Vacations Inc. (LVI), has announced a new Uplift plan that allows clients to book and pay for vacation packages over a 12-month period.

The plan will eventually be applied to other products in the future.

"Our partnership with Uplift allows our customers to budget and plan their getaways while being able to purchase the best experiences possible," said Catherine Jackson, vice president of retail, LVI.

"Canadian travelers can take the holiday they deserve without the stress of being able to afford to pay for it all at once. Now, dream vacations no longer have to wait."

Based in California, Uplift offers pay-over-time financing solutions. The application is a convenience fee and determines a loan decision within seconds, all within the current checkout process on itravel2000. Customers can pay off their balance early with no penalties.

"We are so pleased to be partnering with itravel2000, one of Canada's most recognized and respected retail brands," said Denise Reffens, Managing Director of Uplift Canada. "Our companies are perfectly aligned in both travel2000 and Uplift are progressive, creative organizations that understand travel technology. Above all, we are both truly passionate about travel and together we will help more Canadians realize their travel goals and dreams."

Great courses available to take online

VIA Rail Specialist Program
Created by VIA Rail experts, this course will familiarize you with VIA's products and services and will leave you confident in your ability to sell VIA to your clients.

Imagine Your Korea Specialist
Take the Imagine Your Korea Specialist course today and learn about one of the world's most dynamic destinations - beautiful, high-tech, friendly and cultured.

Hawaii Destination Specialist
This three-tiered, self-guided course delivers in-depth knowledge and insights into the Hawaiian Islands providing you with effective sales tips and valuable benefits while becoming a booking pro.

TRADE STRATEGY



HAWAIIAN BEACH BLOWOUT!
GET AN EXTRA \$150 OFF
PER COUPLE

TAKE US THERE

AIR CANADA VACATIONS

"Hawai'i Tourism Authority (HTA)"

WESTJET Canada English Sign In

Book Manage and plan Vacations Rewards About us Check in Low fares Search

Deals and offers Vacation finder Business travel WestJet BCB credit cards

Instant savings - Hawaii

[Home](#) | [Low fares and more](#) | [Vacation offers](#) | [Instant savings - Hawaii](#)



Say aloha! when saving \$200 per room with a minimum 5-night stay at hotels, resorts and condos in Kauai and Maui.

Aloha! The islands of Hawaii await you. From Maui's world-famous beaches to the lush green of Kauai and from inviting Oahu to the awe-inspiring island of Hawaii, there's no shortage of paradise to enjoy. Right about now is a great time to start thinking about taking your next vacation in Hawaii.

Looking for savings in Oahu and The Island of Hawaii? Click [here](#) for the list of hotels.

Book by:
Offer is limited to the first 113 rooms booked as a qualified package.

Travel:
Now - April 30, 2020

How to get this offer:
Package price will automatically reflect the discount when searching for qualified vacations.

TRADE STRATEGY



AIR CANADA VACATIONS



Prize Details:

- Two (2) monthly Economy Class air seats aboard Air Canada, to Honolulu, Hawai'i. (From a major Canadian gateway located closest to the prize winner's place of residence that is served by Air Canada - Toronto, Calgary or Vancouver)
- One (1) for five (5) nights at the Queen Kaiulani Hotel, Waikiki (del or del ser. in a Diamond Head View room, European plan, no meals)
- Four for two (2) for a Sabanafini Dive with Atlantis Adventure



Upcoming and Recorded Webinars

Spilled Agent <kelly@spilledagent.com>
To: Rita Spizzini

If there are problems with how this message is displayed, click here to view it in a web browser.

Hawai'i Island - The Possibilities for Adventure are Endless

The ISLAND of
HAWAII

Webinar Date: Thursday, July 18, 2019 3:00 PM EDT

REGISTER NOW!

A new adventure awaits every day. Hike the dramatic landscapes of an active volcano, zip line over lush rainforest, or snorkel amongst our graceful manta rays. Let your clients experience these unforgettable moments while immersing themselves into the island lifestyle.

HAWAII TOURISM
CANADA

The Hawai'i Destination Specialist Program

A tiered, self-guided educational program that delivers in-depth knowledge and insights into the Hawaiian Islands as well as effective sales tips to transform you into a booking pro.

Visit travelweek.ca/contests/experience-the-spirit-of-aloha/ to enter

Education:

- Aloha Canada 2020
- Webinars
- Trade shows
- FAM trips
- Hawai'i Destination Specialist Program



MCI

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MCI

Target: Top 20 corporations PCOs/Travel firms

SITE shows

MCI Fam

Strategies:

- Leads
- Conversion
- Partnerships
- High-need periods
- Education/training
- PR & Communications



MCI

Ignite Campaign

ignite | Inspiration room

Destination Collection > Hotel Collection > Airline Collection > Convention Centre Collection > Audio Visual Collection > Back to ignitemag.ca

Meet HAWAII

All | Advertisement | Articles | Contact | Digital Magazines | Galleries | Social Media | Videos

Meet HAWAII

E KOMO MAI
A Hawaiian Welcome

Spectacular scenery made for memories | Diverse islands and spirit of aloha capture the allure of Hawaii's | Plan to meet in paradise

Your Hawaiian Journey Starts Here

Deborah Edwards is the account manager for meetings, conventions and incentive travel for Hawai'i Tourism Canada. Deborah is your Canadian connection between MCI planners and Hawai'i partners.

With an extensive career spanning over 20 years in the travel industry, Deborah has developed an extensive knowledge of the MICE market in Canada. She is your first point of contact in your journey to the Islands of Hawai'i and welcomes you to reach out to her with all of your Hawai'i questions and RFPs.

She can advise on island incentives that are available for clients that qualify, and is a source of information on island partners, DMCs and suppliers for any need.



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kelepona tel 289.253.9660

Total unique subscribers:
28,165 planners
3,234 suppliers

HAWAII TOURISM
CANADA

RESPONSIBLE TOURISM

HAWAII TOURISM™

CANADA

RESPONSIBLE TOURISM

Consumer:

- Digital
- HTCAN Social networks
- E-blasts
- Editorial

MCI:

- Branding
- Culture
- Community
- Resources
- Education

Trade:

- Educational
- Partners
- Newsletters
- Aloha Canada

Travelweek NEWS

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Hawaii Responsible Tourism: Travel Tips

The HAWAIIAN ISLANDS



Hawaii – Incredible stories of the people

Not to boast, but Hawaii is a special place. There's the climate, the beautiful beaches, and a collection of outdoor activities that is second to none. If you've been, you've likely already experienced the welcoming Aloha spirit.

But there's more. Beyond what you may know, there are the people. Incredible people and their stories that will give you a whole new appreciation of what's so special about Hawaii. We invite you to take a few minutes to meet just a few who are dedicated to cultivating and protecting what makes Hawaii so unique.

[Mark Noguchi](#), an executive chef whose spiritual connection to the island's culture shapes how he creates incredible food experiences.

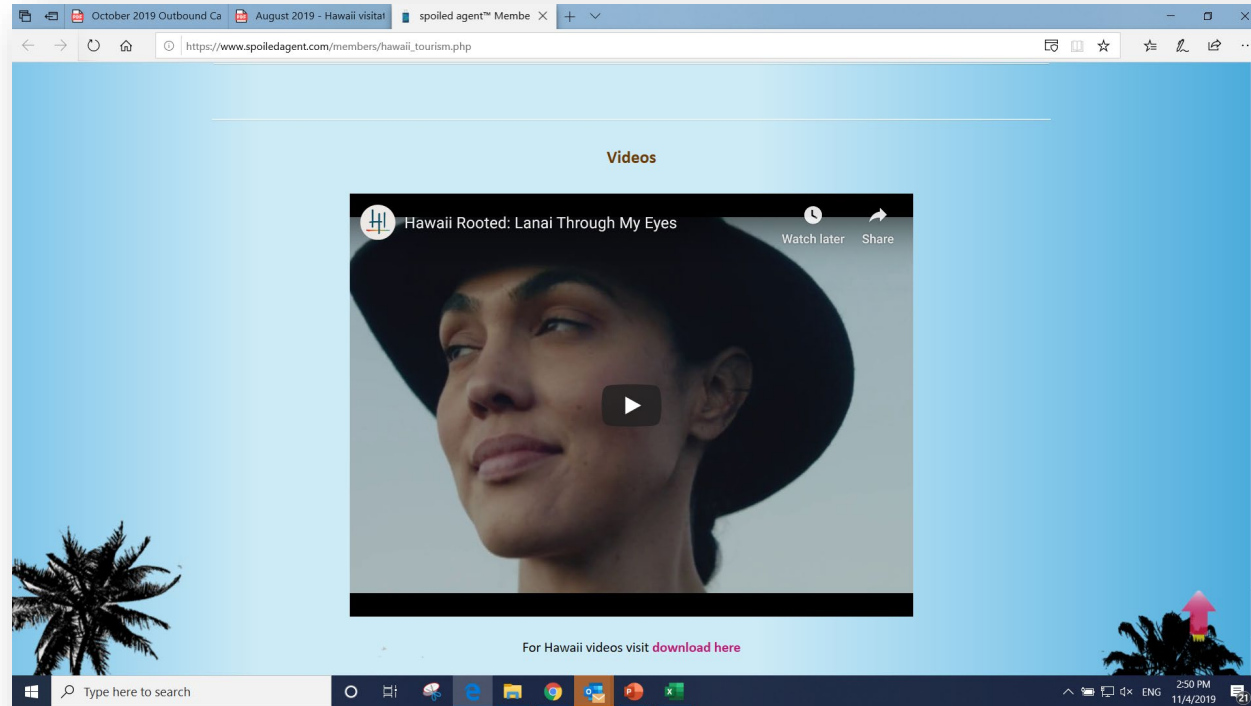
[Dustin Tester](#), a women's surfing pioneer who rides Hawaii's biggest waves and empowers other women to overcome fears through the surf school she founded.

[Kaumaka'iwa Kanaka'ole](#), a Kuma Hula (master Hula teacher) who connects herself and her students to the islands through the primal power of Hula.

[Keone Nunes](#), a Native Hawaiian tattooist who bridges physical and spiritual worlds while practicing his art by using only the traditional tools on the brave and worthy.

These are just four of the incredible and inspiring people featured in a collection called "Rooted". Please enjoy. www.gohawaii.com/hawaii-rooted

RESPONSIBLE TOURISM



Kuleana Campaign
partnerships