



FALL TOURISM UPDATE

John Monahan
President & CEO



**HCC/HVCB
CONVENTION SALES
AND MARKETING
TRANSITION**

—
HTA determined it would be most productive to engage a **single** contractor responsible for global citywide and single property bookings for all islands beginning January 1, 2020

Since that determination, the following has been accomplished:

- HTA issued an RFI for a single MCI Sales and Marketing contractor. There was only one respondent – HVCB
- HTA reviewed HVCB response and determined that HVCB was qualified to fulfill the RFI requirements
- HTA also determined that single property operation will expand to oversee GMT bookings as well as U.S.

HVCB has been developing a strategy to fulfill HTA's objectives. The strategy development includes:

- An assessment of the HCC future, current and past business
- Execution of a citywide sales strategy developed collaboratively with the hotel community
- Understanding of customer perspectives and buyer insights
- Sales staffing survey and recommendations

WHERE ARE WE CURRENTLY IN THE PROCESS?

HVCB contracted with industry experts to assist with both deployment and strategy:

- They have conducted a local industry survey seeking recommendations for sales processes and procedures
- Also constructing a revised Citywide sales structure

WHERE ARE WE CURRENTLY IN THE PROCESS?

—
With contractor assistance have held the first of two workshops with key hotels involved to collaboratively:

- Understand expectations
- Define what success looks like
- Establish clearly defined sales strategy/roadmap
- Align on sales goals for HCC
- Establish ongoing collaborative process
- Final workshop is November 21st

WHERE ARE WE CURRENTLY IN THE PROCESS?

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Staffing interviews with current HCC/AEG citywide sales employees have taken place with job offers outstanding:

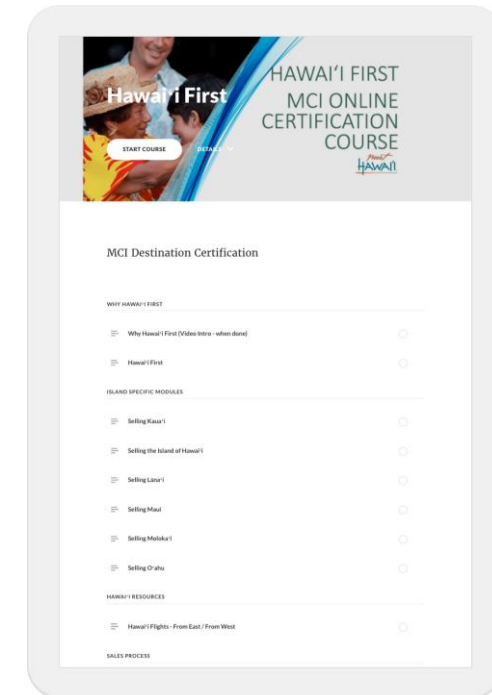
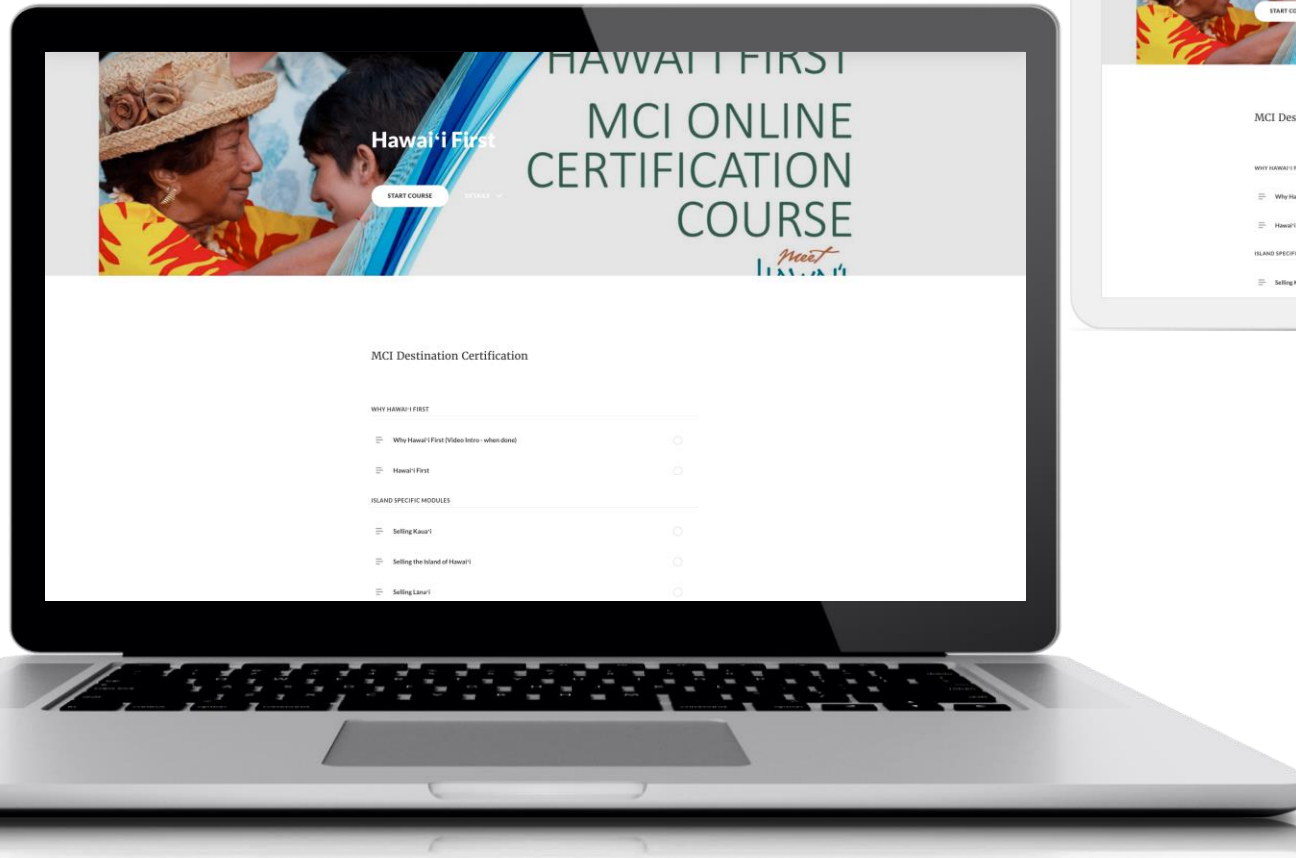
- Search for Sr. VP MCI Sales and Marketing in progress. Currently assessing multiple candidates
- Strategy development is nearly complete; aiming for January 1 start date



STATEWIDE TRAINING AND WEBSITE UPDATE

Mary Neister
HVCB Vice President MCI

MCI STATEWIDE TRAINING UPDATE



THE HAWAII DESTINATION AS THE BRAND

Before a destination brand can develop a sustainable growth strategy – they need to ensure consistency and then differentiation:

- Consistency in delivering their brand's message and consistency in visualizing a customer's final experience, and
- Then a unique differentiation of both of these from other destinations.

Hawaii First

THE HAWAII DESTINATION AS THE BRAND

Certification aligns a team's efforts to differentiate the destination, the culture, and the results for the MCI customer.

Post course completion, certification will be issued by HVCB "Hawaii MCI Specialist"

HAWAII FIRST STATE WIDE MCI TRAINING

- HAWAII FIRST
 - Sets the expectation for all sellers of the islands to first focus “Hawai’i First”
- ISLAND SPECIFIC MODULES
 - Cultural components
 - Island Introduction
 - Location (specifics, geography, climate, branding, etc.)
 - Flights
 - Moku
 - Warrior Markers
 - Accommodations
 - Meeting Venues
 - Things to Do
 - Golf
 - Activities
 - Restaurants
 - Local Events
 - CSR
- SALES MODULES
 - This is a full sales process – tied to Hawaii’s uniqueness, including
 - Question/qualification
 - Value proposition
 - Presenting
 - Overcoming objections
 - Closing

HAWAII FIRST STATE WIDE MCI TRAINING

Hawai'i Destination MCI Specialist - Certification Module Overview

Why the Certification

- Est. Time: 5-6 mins.
- 1 Chapter
- 1. This is the Who, What, Why...
- Sets the expectation for all of the modules.
- No testing components.

Hawai'i First

- Est. Time: 10-20 mins.
- 1 chapter
- 1. This is the logic behind the strategy.
- sets the expectation for all sellers in the islands to first focus "Hawai'i First" unless it is a repeat piece of business.
- The life cycle of potential business (at a Hawai'i destination(s)) is unlike most decision sequences. An MCI client needs a reason to add (a minimum of) 30 miles to the journey. We'll touch on destination/event decision sequencing in two parts: (a-g) attract & convert, (h-i) demonstrate expertise and rebook:
 - destination
 - inquiry stage
 - availability
 - site inspection
 - site selection
 - negotiation
 - award of business
 - financing
 - meeting experience
 - post meeting
 - convince to return
- if we fail to understand and leverage our understanding of the importance of the initial destination decision making "process", we risk losing the business based on making our primary "bet" that of a single property – versus our first "win" being that of Hawai'i.
- Psychology and logic of a destination: first set
- examples in human behavior
- know that (and) occur when we don't
- test question: "what happens to choice when we do not define broad goals..."

Island-specific modules

- Est. Time: 120 mins.
- 10 chapters (10 mins each)
- each island's culture
- 1. chapter as an island overview
- repurpose of general information from the completed deck for all 8 major islands, and a new module focused on the rest of the 122 islands (which will be the first module, so most people do not lead with that type of info, but brief, 3-5 slides max)
- 2. Outer Islands
- 3. Island #1
- 4. Island #2
- 5. Island #3
- 6. Island #4
- 7. Island #5
- 8. Island #6
- 9. Island #7
- 10. Island #8
- we need to define a high level look at each of these, as this section could easily make this certification way too long – hitting the goal of getting people to "want" to take it.
- test question(s) after each island(s) chapter

Ho'ouka'iwa'i (value proposition)

- Est. Time: 20 mins.
- 2 chapters (10 mins each)
- two chapters: the difference between how destinations sell with unique selling positions and how value propositions lift the island stature in an MCI client's eyes and developing a value proposition for your organization/island
- 1. Value Proposition vs. unique selling position.
 - a really good value proposition for the MCI client – stay nothing about the islands – and focuses on the goal of the customer and how it is exceeded best in Hawai'i.
 - while both are important – a value proposition should always come first.
 - examples for multiple vertical segments within the MCI vertical, and how we approach the MCI client's goal.
- 2. While specific properties can use this to further their competitive position, the learning is about how Hawai'i does it more effectively than (x) competitors.
 - how to differentiate your organization by Hawai'i First.
- test questions (2)
 - e.g. which of the following is (not) a value proposition.
 - which of the following is a unique selling position.

Ho'ohuli (explains)

- Est. Time: 20 mins.
- 1 Chapter (10 mins each)
- 1. First Chapter – Differentiating the Qualification Experience for Hawai'i
 - We later before we talk
 - Leading through questions
 - Identifying stakeholder roles and needs to exceed expectations
 - Understanding the needs for a professional MCI planner, and how to bring these out.
 - This is where we will take the CMIP-15 specifics, and weave them into example questions, giving even the "non-CMIP" seller the framework for how the CMIP plans.
- Test Questions (2)

Hō'ike (Preview)

- Est. Time: 80 mins.
- 4 Chapters (20 mins each)
- 1. MCI client: Communications
 - How and why our MCI client communications should look and feel different.
- 2. Presentations
 - Why (about them), not what (about us), makes a Hawai'i meeting unique.
 - How event design plays a part in the execution of a great event in Hawai'i.
 - Why Hawai'i, as the backdrop for the event's design, allows planners to do less, but get more.
 - Understanding/ demonstrating how a Hawai'i event fits into an organization's business continuity plan.
 - How Hawai'i programs differ from other destinations and how this advantage the organization
 - How a meeting in Hawai'i can add/mess/exceed an organization's CSR/Sustainability goal/initiatives.
 - Great opportunity to incorporate historical venues and what makes them special, thus further adding to the charm.
- 3. Site Inspections
 - What is required when site inspections are through HVCS
 - Best practices for site inspection: experience
- 4. Virtual Site Inspections
 - Why distance is making these more important with best practices

Hō'io (Affirm)

- Est. Time: 15 mins.
- 2 Chapters (7-8 mins each)
- 1. How sales has change in the IoT age
 - It used to be that we wanted to get the customer to say yes "X" times during a sales interaction – but that has changed. That was to verify that they believed what we were "pitching" was valid for them. Today, the customer has so much access to information as we do – often times more.
 - 2. It's now more important to ask open-ended responses/validation probes to understand what they know and how it fits.
 - And what happens when the seller uses the customer's responses as the "logic" in why they should choose
- Test Questions (1-3)

Lō'i'ana (Influence and Disconnect)

- Est. Time: 20 mins.
- 2 chapters (7-8 mins each)
- 1. Obstacles, objections, concerns and why it matters
- 2. The best way to handle push-back is to have covered it before you get to it.
 - Addressing/covering the MCI client's risk management concerns.
- 3. The science behind converting an objection
 - specific examples from the islands.
- Test Questions (4)

Hō'ope'a (Commitment)

- Est. Time: 20 mins.
- 2 chapters (7-8 mins each)
- 1. Begin with Hawai'i First: our commitment is first to you the MCI client, then you to us. Has it is about a contracting agreement, but we do this differently in paradise, and it must be seen in how we communicate and handle the negotiations.
 - The importance of continuing to support the MCI client after the contract.
- How do we support them when they are often times thousands of miles away?
- How do we offer greater value than other destinations?
- How do we up-experience(s) destination and our many island partners?
- Test Questions (3)

HAWAII FIRST STATE WIDE MCI TRAINING

Selling Kaua'i



INTRODUCTION TO THE ISLAND OF KAUAI

“Rejuvenating” is a word often used on Kaua'i, known for its iconic spots like the soaring cliffs of the Napali Coast, panoramic views of Waimea Canyon and the peaceful currents of the Wailua River. But even more breathtaking discoveries await along Kaua'i's one-lane highway: hidden waterfalls to secluded beaches, the northern and greenest of the Hawaiian Islands is a place to turn your watch and turn off the GPS. So take a deep breath



Slide down to see island

THE SPECIFICS GEOGRAPHY CL

Maui: The Garden Isle

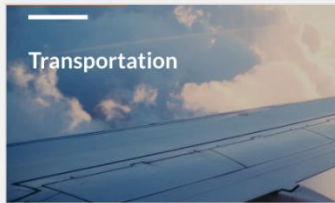
- The 2nd largest Hawaiian island
- 729 Square miles
- 10,023 Ft Highest Elevation
- 11,014 Domestic Direct Flights in 2019
- 25,679 Interisland Flights (1.9M)
- 38 Hotels
- 190 Restaurants
- 56 Outdoor Activities
- 16 Spa's and Wellness

Branding Elements:

Laid Back. Friendly. Social Interconnected. Contrived.



Transportation



Click to view visuals of all seats into Hawaii. For the most current passenger count, please use the external link. Use the back button on your browser to return to this spot.

Airlines Servicing O'ahu



Interisland to Maui

MAUI FLIGHTS:

- Kahului, OGC - Hana, HMM
- Kahului, OGC - Hilo, ITO
- Kahului, OGC - Honolulu, HNL
- Kahului, OGC - Kailua-Kona, KOA
- Kahului, OGC - Kamuela, MEJ
- Kahului, OGC - Lāna'i City, LNY
- Kahului, OGC - Līhu'e, LHM
- Kahului, OGC - Hanaleiua, MKK

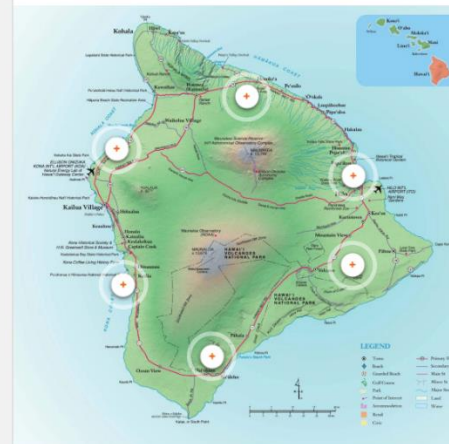
Other Islands:

- Kapa'ulu, JHM - Honolulu, HNL
- Kapa'ulu, JHM - Kapa'ulu, JOP
- Kapa'ulu, JHM - Kailua-Kona, KOA
- Kapa'ulu, JHM - Hanaleiua, MKK

Major Areas of Island



Island of Hawai'i Moku (Districts)
The Island of Hawai'i is divided into moku including Hamakua Coast, Hilo, Puna, Kau, Kona, and Maui.



Warrior Markers - The Island of Hawaii

Accommodations



O'AHU NORTH SHORE LEEWARD COAST WINDWARD COAST

Go Hawaii: O'ahu Accommodations →

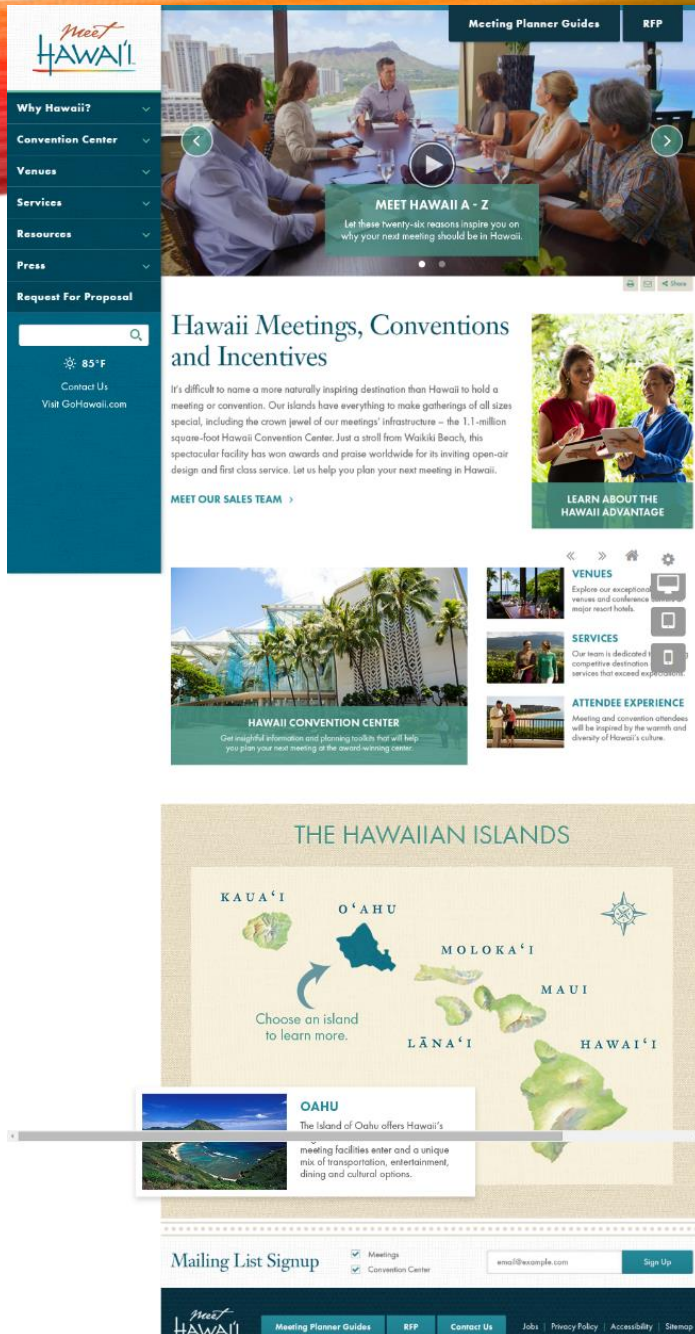
ACCOMMODATIONS

CONTINUE

HAWAII FIRST STATE WIDE MCI TRAINING

- January webinar on how to work with DMO that will announce training platform
- Minimal costs to the individual for participation/tbd

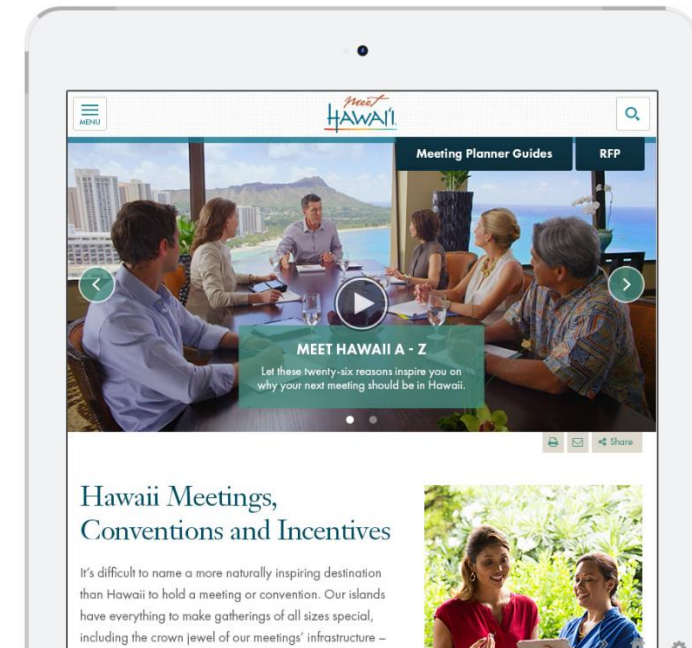
MEETHAWAII.COM UPDATE



The desktop view of the website features a dark teal navigation bar with the 'Meet HAWAII' logo and links for 'Meeting Planner Guides' and 'RFP'. A vertical sidebar on the left contains a menu with categories like 'Why Hawaii?', 'Convention Center', 'Venues', 'Services', 'Resources', 'Press', and 'Request For Proposal'. The main content area includes a large hero image of a meeting with a 'MEET HAWAII A - Z' overlay. Below this is a section titled 'Hawaii Meetings, Conventions and Incentives' with a descriptive paragraph and a 'MEET OUR SALES TEAM' link. A 'VENUES' section highlights the 'HAWAII CONVENTION CENTER' with an image and a call to action. A map of 'THE HAWAIIAN ISLANDS' is shown with a callout for 'OAHU'. At the bottom, there is a 'Mailing List Signup' form and a footer with navigation links.



The mobile view of the website is displayed on a smartphone. It features a hamburger menu icon, the 'Meet HAWAII' logo, and a search icon. The navigation bar includes 'Meeting Planner Guides' and 'RFP'. The hero image and 'MEET HAWAII A - Z' text are prominent. Below the hero image, there are social sharing icons and the main title 'Hawaii Meetings, Conventions and Incentives'.



The tablet view of the website is displayed on a tablet. It features a hamburger menu icon, the 'Meet HAWAII' logo, and a search icon. The navigation bar includes 'Meeting Planner Guides' and 'RFP'. The hero image and 'MEET HAWAII A - Z' text are prominent. Below the hero image, there are social sharing icons and the main title 'Hawaii Meetings, Conventions and Incentives'.

MEETHAWAI.COM UPDATE



MEETHAWAII.COM UPDATE

The screenshot displays the Meet Hawaii website interface. On the left is a vertical navigation menu with the following items: **Meet HAWAII!** (logo), **Why Hawaii?**, **Convention Center**, **Venues**, **Resources** (expanded), **Transportation**, **Meeting Planners Guide**, **Meet Hawaii Sales Team**, **Communication Resource Guide**, **Welcome Program**, **On-Site Services**, **Partner Directory**, **Other Resources**, **Press**, and **Request For Proposal**. At the bottom of the menu is a search bar. The main content area features a header image of a beach with waves. Below the header is the title **Meet Hawaii Resort Area Maps** and a sub-header: "Please click below to view a glimpse of each island and their MCI resorts". A grid of six map thumbnails is shown, each with a title and a small map of the island's resort areas: **Kauai**, **Oahu**, **Maui**, **Island of Hawaii**, **Molokai**, and **Lanai**. Social media sharing icons (Facebook, Email, Share) are visible in the top right corner of the page content.

MEETHAWAI.COM UPDATE



WEST FLIGHTS

INTERISLAND

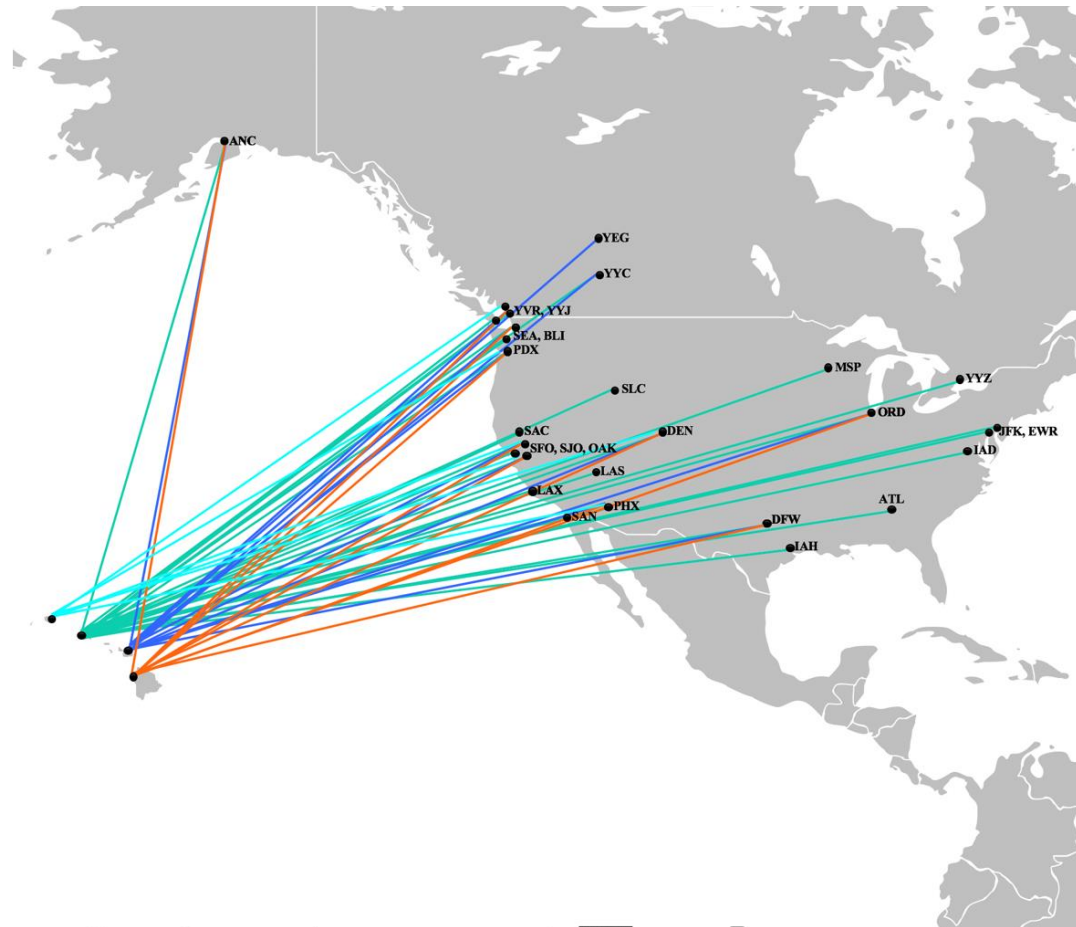
EAST FLIGHTS

MEETHAWAI.COM UPDATE

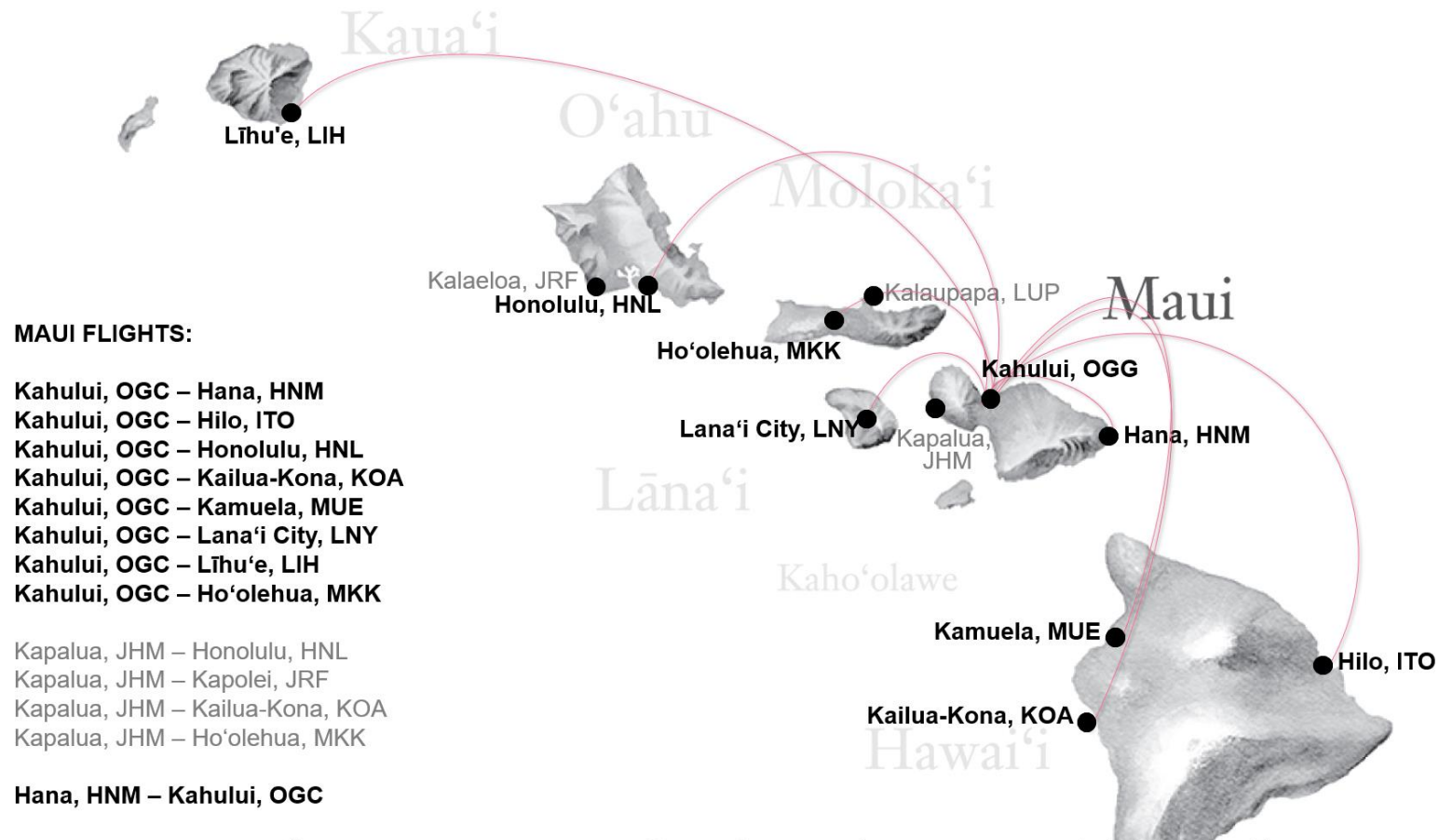
FLIGHTS

NORTH AMERICA

ORIGIN	MONTHLY
Anchorage, AK, US	57
Atlanta, GA, US	30
Bellingham, WA, US	22
Calgary, AB, CA	30
Chicago-O'Hare, IL, US	34
Dallas/Fort Worth, TX, US	79
Denver, CO, US	120
Houston-Intercontinental, TX, US	30
Las Vegas, NV, US	78
Los Angeles, CA, US	964
Long Beach	30
Minneapolis/St. Paul, MN, US	9
New York-JFK, NY, US	30
Newark, NJ, US	30
Oakland, CA, US	185
Phoenix, AZ, US	155
Portland, OR, US	212
Sacramento, CA, US	60
Salt Lake City, UT, US	30
San Diego, CA, US	162
San Francisco, CA, US	538
San Jose, CA, US	156
Seattle, WA, US	433
Vancouver, BC, CA	253
Victoria, BC, CA	4
Washington-Dulles, VA, US	4



MEETHAWAI.COM UPDATE



MEETHAWAI.COM UPDATE

Scheduled Nonstop Overseas Air Service to Hawai'i
 Meet Hawai'i
 November 2019

US WEST AIR ROUTES											
Origin	Destination	Airline						November 2019		Notes	
		AA	AS	DL	HA	UA	SY	WN	Flights / Month		Seats / Month
Anchorage	Honolulu		■						30	4,770	
	Kahului		■						19	3,021	Seasonal, winter
	Kona		■						14	2,226	Seasonal, winter
Denver	Honolulu					■			30	10,920	
	Kahului					■			30	10,920	
	Lihue					■			30	5,070	
	Kona					■			30	5,070	
Las Vegas	Honolulu				■				82	22,796	
Long Beach	Honolulu				■				30	5,670	
Los Angeles	Honolulu	■	■	■	■	■			443	98,544	
	Kahului	■	■	■	■	■			240	45,862	
	Lihue	■	■	■	■	■			127	22,936	
	Kona	■	■	■	■	■			117	21,467	
	Hilo	■	■	■	■	■			23	3,818	
Oakland	Honolulu		■		■			■	109	19,462	
	Kahului		■		■			■	119	20,765	
	Lihue		■		■				48	8,532	
	Kona		■		■				24	4,158	
	Honolulu	■			■				74	16,852	

MEETHAWAI.COM UPDATE

Long term plan

- Bring in alignment with global strategy
- Keep up with technology
- Photography
- Involves GMT's
 - What you need to assist your efforts



MAHALO