



STATEWIDE TRAINING AND WEBSITE UPDATE

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MCI STATEWIDE TRAINING UPDATE



We are nearing completion on a rather aggressive undertaking to build the first of its kind – HTA FUNDED MCI statewide training for the state of Hawaii. Designed to touch all MCI sellers, whether based in the islands or on the US continent or around the world. Applicable not only for hotel and GMT use, also relevant to DMCs, activities, transportation partners as well. Once completed, this will be the **only statewide MCI training in the US of its kind.**

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

Consistency in delivering the brand's message for the MCI market and to differentiate from other destinations... We will be presenting 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"

All leading up to the course completion and the certification of individuals as "Hawaii MCI Specialist" Important to note that this is a web based LMS training and an individuals self-paced learning.

Our goal for this certification program is simple:

- Provide a missing and valuable resource for member hotels topline revenue strategy .
- Provide consistency to Hawaii's brand selling language.
- Enhance the sales capture rate vs. other destination strategies.

- Weave the certification into onboarding programs.
 - Leverage consistently the many “only’s” that Hawaii has over domestic destination competitors:
 - Powerful and untransferable story
 - Unique, heartfelt, and unmistakable language
 - A distinctly different and relevant culture

Combined, it will send a message to professional planners that Hawaii has serious beauty, and Hawaii MCI is serious about business.

HAWAII FIRST STATE WIDE MCI TRAINING

- HAWAII FIRST
 - Sets the expectation for all sellers of the islands to first focus "Hawaii 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

Before we started this journey, I met with the Director of Sales and Marketing for their input. They indicated that any training also had to include the sales 101 basics.

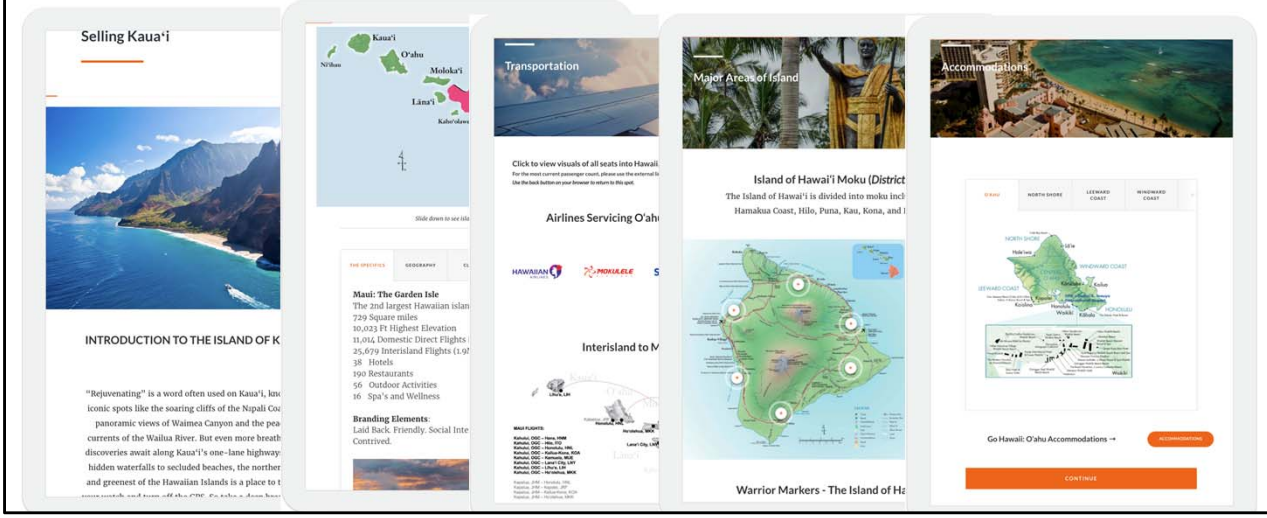
Having all-encompassing training would allow all of their team on the same learning path at the same time;

perhaps a refresher for the more senior team members

and a primer for newer sales associates. On the screen is

a high level overview of the modules

HAWAII FIRST STATE WIDE MCI TRAINING



A glimpse at the individual modules which include:

- Intro to the island
- Island Facts
- Transportation
- Moku (districts)
- And Capitalizing on Kainoa and the island chapters great work to revitalize the Warrior Markers, we present their locations and background for talk story to MCI clients
- Maps of the resort areas and highlights of the MCI hotels and resorts
- And much much more.



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

8

At this time, we are looking towards a January webinar on how to work with DMO that will announce training platform

Minimal costs to the individual for participation/tbd

Next.... I want to move into meethawaii.com

MEETHAWAII.COM UPDATE



Current updates to the MeetHawaii.com website include

MEETHAWAII.COM UPDATE



10

The ability for our team to utilize QR codes at trade shows ... While not considered cutting edge anymore, it certainly gives us the ability to put our message right onto the customer's smart phone and bookmark for those who will not accept a paper copy of the planner guide for example.

MEETHAWAII.COM UPDATE



Resort area maps highlighting our MCI resort partners

MEETHAWAII.COM UPDATE



12

Airlift is coming soon

MEETHAWAII.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



To include seat count

MEETHAWAII.COM UPDATE

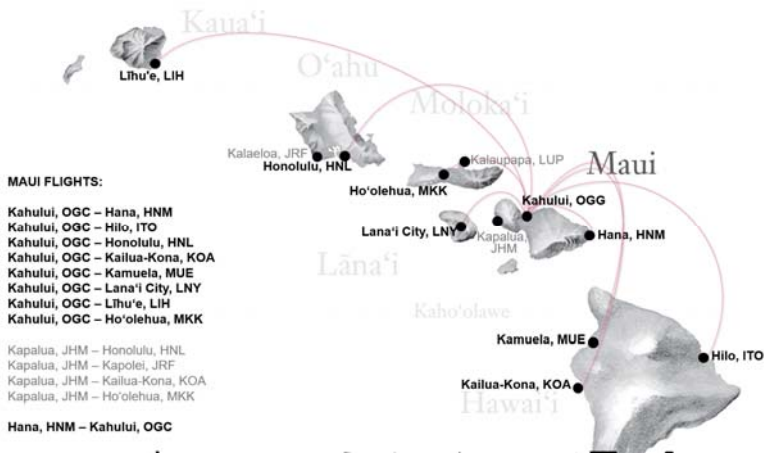
INTERNATIONAL



14

And visuals from around the globe

MEETHAWAII.COM UPDATE



As well as interisland

MEETHAWAII.COM UPDATE

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

		US WEST AIR ROUTES							November 2019		
Origin	Destination	Airline							Flights / Month	Seats / Month	Notes
		AA	AS	DL	HA	UA	SY	WN			
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	
	Honolulu					■			443	98,544	
Los Angeles	Kahului	■	■	■	■	■			240	45,862	
	Lihue	■	■	■	■	■			127	22,936	
	Kona	■	■	■	■	■			117	21,467	
	Hilo	■	■	■	■	■			23	3,818	
	Honolulu	■	■	■	■	■		■	109	19,462	
Oakland	Kahului		■		■			■	119	20,765	
	Lihue		■		■			■	48	8,532	
	Kona		■		■			■	24	4,158	
	Honolulu	■	■		■				74	16,852	

16

And finally we will also be including the non-stop air service grids that Jeffrey's team updates monthly.



MEETHAWAII.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

17

Long term plan

- Bring in alignment with global strategy
- Keep up with technology
- Photography ... **Requesting partners to provide us approval to use (and recognize) your MCI photography!**
- Involves GMT's
- What you need to assist your efforts



MAHALO

18 November, 2019