

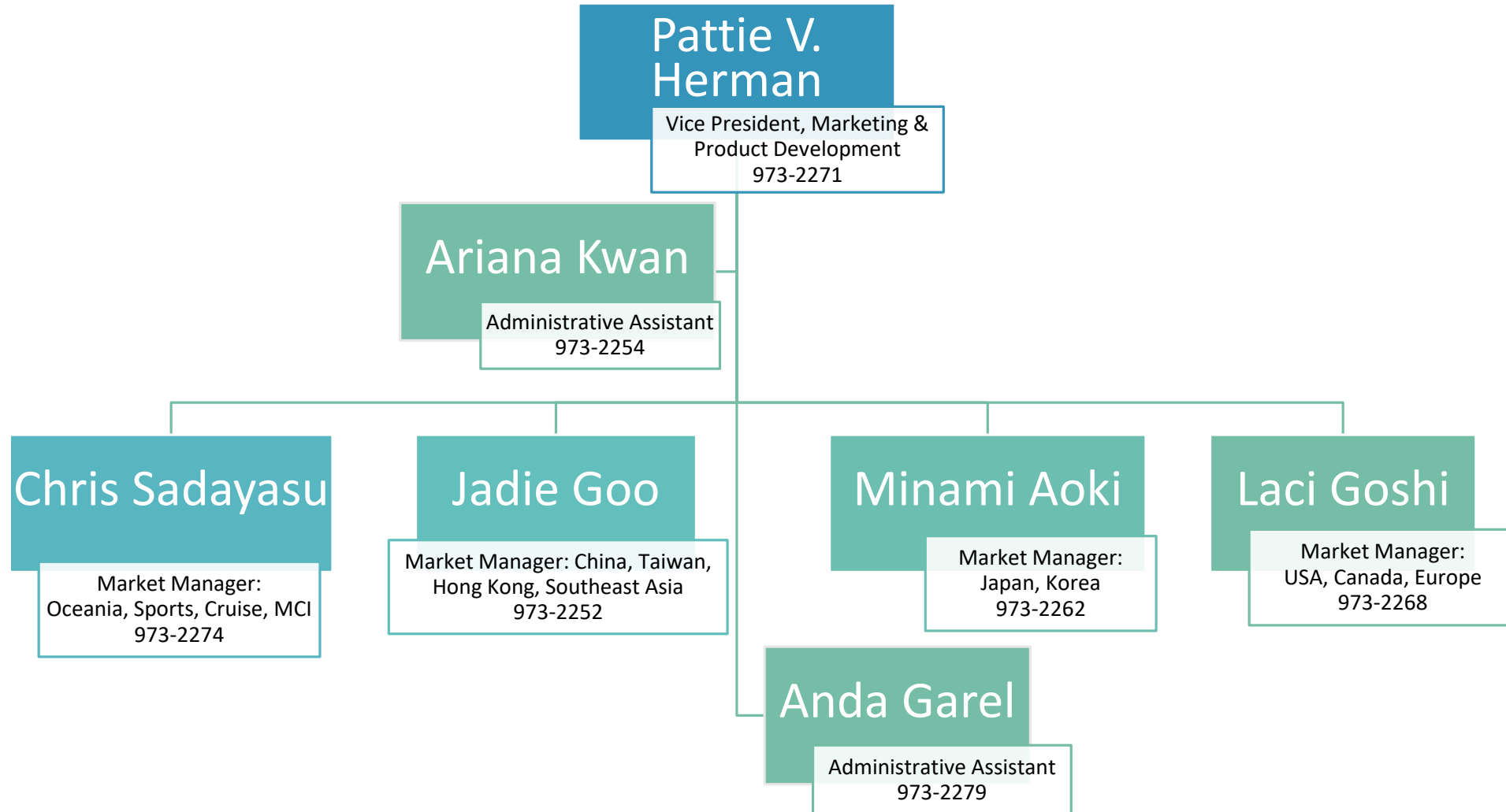
HAWAII TOURISM

AUTHORITY



Brand Marketing

Organization Chart of the Marketing Team



2020 Contractors

USA

Hawai'i Visitors and Convention Bureau

- John Monahan, President & CEO

Island of Hawai'i
Visitors Bureau

Ross Birch, Executive Director

Kaua'i
Visitors Bureau

Sue Kanohe, Executive Director

Maui Visitors &
Convention Bureau

Sherry Duong, Executive Director

O'ahu
Visitors Bureau

Noelani Schilling-Wheeler, Executive Director

2020 Contractors

Japan

a. Link

- Eric Takahata

Europe

Hills Balfour

- Niamh Walsh

China

ITRAVLOCAL Limited

- Dennis Suo

Canada

VoX International

- Susan Webb

Taiwan

Brandstory Asia

- Reene Ho-Phang

Oceania

The Walshe Group

- Giselle Radulovic (Australia)
- Darragh Walshe (New Zealand)

Southeast Asia

AVIAREPS Malaysia

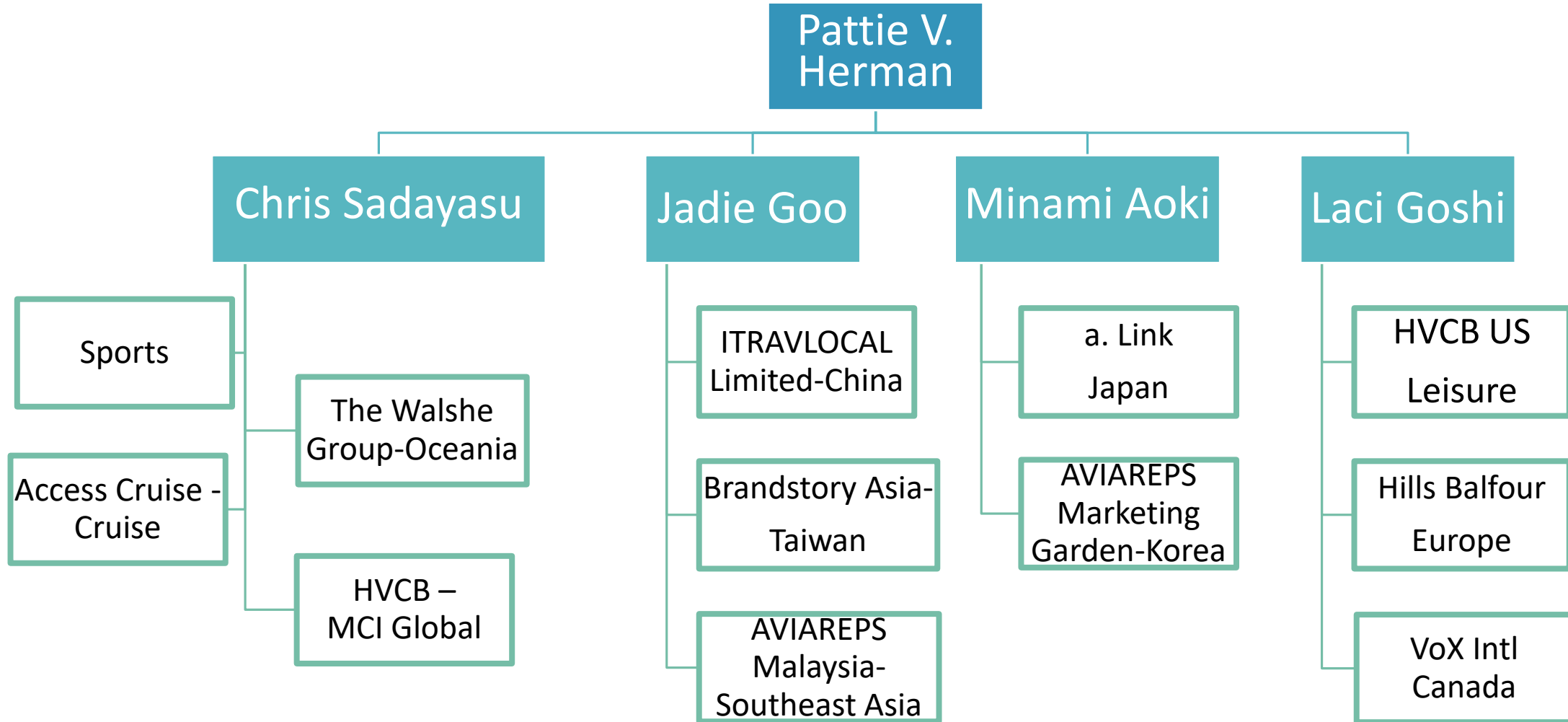
- Kelvin Ong

South Korea

AVIAREPS Marketing Garden

- Irene Lee

Organization Chart with Contractors



Hawai'i Tourism Authority

OUR MISSION

- To strategically manage Hawai'i tourism in a sustainable manner consistent with economic goals, cultural values, preservation of natural resources, community desires and visitor industry needs.

OUR VISION

- By 2025, tourism in Hawai'i will: Ho'oulu (Grow) the uniqueness and integrity of the Native Hawaiian culture and community
- Provide a unique, memorable, and enriching visitor experience
- Generate clear community benefits and responsibly manage tourism-related impacts and issues
- Support a vital and sustainable economy

Brand Positioning

- World class beaches
- Best weather on the planet
- Breathtaking natural beauty
- Unique Hawaiian culture
- Responsible tourism destination
 - Tourism brings more benefits than problems

HTA: Key Marketing Objectives

- Drive destination brand awareness
- Reinforce the attributes of each of the Hawaiian Islands
- Competitive analysis to target present and next generation travel
- Drive high-value visitation. Focus marketing on market segments that have higher trip expenditures
- Collaborate with industry partners to optimize results and leverage resources
- Maintain the cultural integrity
 - i. Hawaiian Language
 - ii. Customs, music, dance, cultural, historic sites and imagery
- Increase awareness and understanding of the diversity of Hawaii's people, place and culture to consumer and travel trade

HTA: Key Marketing Objectives

- Maintain high value air service to Hawai'i
- Stimulate high value market share against competing destinations
- Focus marketing and enhance tour product development to build a desire to visit during shoulder seasons
- Maintain a balance between travel trade and consumer promotions backed up research regarding consumer destination travel shopping and buying trends
- Promote Hawai'i as an MCI destination with special focus on the State-owned Hawai'i Convention Center and city-wide convention growth
- Ensure that initiatives are metric driven

Responsible Tourism

An active awareness about the effects that travel can have on places, both positive and negative

The Four Pillars

Community

Hawaiian Culture

Natural Resources

Brand Marketing

Aloha Festival, Century RIDE, Dukes Oceanfest, Great Aloha Run, Hapalua Half Marathon, Honolulu Marathon, Hawai'i Food & Wine Festival, Hawai'i International Film Festival, Kaua'i Marathon, Maui Marathon, King Kamehameha Celebration, Merrie Monarch Festival, Mission Houses and the list goes on...

Climate: Vegetation, Ground Water Supply, Surrounding Ocean

Locations: All Beaches, 'Āo Needle, Hawai'i Volcano National Park, Haleakalā, Waimea Canyon, 'Akaka Falls and the list goes on...

Elimination of Single Use Plastic is not a Choice

- By law end single use plastic by 2020
- 2021 we will proudly announce that Hawai'i no longer has single use plastic
- Will work with organizations following this change and market them as success stories

Key Performance Indicators (KPI)

- Residents satisfaction
- Visitor satisfaction
- Average daily spend
- Total visitors spend

2019	Per Person Per Day Spending (PPPD)	Visitor Expenditures	Total Arrivals	Currency to USD
USA	\$188.70	\$11.67 Billion	6,879,214	
Japan	\$239.80	\$2.19 Billion	1,545,806	109.03706
Canada	\$165.30	\$1.07 Billion	535,267	1.3269667
China	\$324.90	\$244.3 Million	93,703	6.9090789
Europe	\$153.20	\$274.1 Million	138,550	0.8933635
Oceania	\$259.00	\$883.4 Million	362,360	1.439190343

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Canada West Jet Travel Trade Expos »	4/21/2020 - 4/30/2020	Add Opportunity
Japan Voluntourism FAM »	1/19/2020 - 2/15/2020	Add Opportunity