Organization Chart of the Marketing Team

Pattie V. Herman  
Vice President, Marketing & Product Development  
973-2271

Ariana Kwan  
Administrative Assistant  
973-2254

Chris Sadayasu  
Market Manager: Oceania, Sports, Cruise, MCI  
973-2274

Jadie Goo  
Market Manager: China, Taiwan, Hong Kong, Southeast Asia  
973-2252

Minami Aoki  
Market Manager: Japan, Korea  
973-2262

Laci Goshi  
Market Manager: USA, Canada, Europe  
973-2268

Ariana Kwan  
Administrative Assistant  
973-2254

Anda Garel  
Administrative Assistant  
973-2279
2020 Contractors

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 Kanoho, Executive Director

Maui Visitors & Convention Bureau
  - Sherry Duong, Executive Director

O‘ahu Visitors Bureau
  - Noelani Schilling-Wheeler, Executive Director
<table>
<thead>
<tr>
<th>Region</th>
<th>Company</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>a. Link</td>
<td>Eric Takahata</td>
</tr>
<tr>
<td>China</td>
<td>ITRAVLOCAL Limited</td>
<td>Dennis Suo</td>
</tr>
<tr>
<td>Taiwan</td>
<td>Brandstory Asia</td>
<td>Reene Ho-Phang</td>
</tr>
<tr>
<td>Southeast Asia</td>
<td>AVIAREPS Malaysia</td>
<td>Kelvin Ong</td>
</tr>
<tr>
<td>Europe</td>
<td>Hills Balfour</td>
<td>Niamh Walsh</td>
</tr>
<tr>
<td>Canada</td>
<td>VoX International</td>
<td>Susan Webb</td>
</tr>
<tr>
<td>Oceania</td>
<td>The Walshe Group</td>
<td>Giselle Radulovic (Australia)</td>
</tr>
<tr>
<td>South Korea</td>
<td>AVIAREPS Marketing Garden</td>
<td>Irene Lee</td>
</tr>
</tbody>
</table>
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, Ñao 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
<table>
<thead>
<tr>
<th>Country</th>
<th>Per Person Per Day Spending (PPPD)</th>
<th>Visitor Expenditures</th>
<th>Total Arrivals</th>
<th>Currency to USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>$188.70</td>
<td>$11.67 Billion</td>
<td>6,879,214</td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td>$239.80</td>
<td>$2.19 Billion</td>
<td>1,545,806</td>
<td>109.03706</td>
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<td>Canada</td>
<td>$165.30</td>
<td>$1.07 Billion</td>
<td>535,267</td>
<td>1.3269667</td>
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<tr>
<td>China</td>
<td>$324.90</td>
<td>$244.3 Million</td>
<td>93,703</td>
<td>6.9090789</td>
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<tr>
<td>Europe</td>
<td>$153.20</td>
<td>$274.1 Million</td>
<td>138,550</td>
<td>0.8933635</td>
</tr>
<tr>
<td>Oceania</td>
<td>$259.00</td>
<td>$883.4 Million</td>
<td>362,360</td>
<td>1.439190343</td>
</tr>
</tbody>
</table>
## Find Partner Opportunities

**Sort By**
- Newest

**Region**
- Canada
- China
- Europe
- Japan
- Korea
- Oceania
- Southeast Asia

<table>
<thead>
<tr>
<th>Country</th>
<th>Event Details</th>
<th>Date</th>
<th>Action</th>
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</thead>
<tbody>
<tr>
<td>United States</td>
<td>Wisconsin Sales Calls</td>
<td>7/1/2020 - 7/31/2020</td>
<td>Add Opportunity</td>
</tr>
<tr>
<td>Canada</td>
<td>West Jet Travel Trade Expos</td>
<td>4/21/2020 - 4/30/2020</td>
<td>Add Opportunity</td>
</tr>
<tr>
<td>Japan</td>
<td>Voluntourism FAM</td>
<td>1/19/2020 - 2/15/2020</td>
<td>Add Opportunity</td>
</tr>
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Displaying 1 - 10 of 182 records