



***HĀLĀWAI KŪMAU O KE KŌMIKE HOKONA KŪMAU  
KE'ENA KULEANA HO'OKIPA O HAWAI'I***

**REGULAR MARKETING STANDING COMMITTEE MEETING  
HAWAII TOURISM AUTHORITY**

*Po 'akolu, 29 Ianuali 2020, 11:30 AM*  
Wednesday, January 29<sup>th</sup> 2020, 11:30 AM

*Kikowaena Hālāwai O Hawai'i  
Lumi Papa Ho'okō A  
1801 Alaākea Kalākaua  
Honolulu, Hawai'i 96815*

Hawaii'i Convention Center  
Executive Board Room A  
1801 Kalākaua Avenue  
Honolulu, Hawai'i 96815

***Papa Kumumana'o***  
**AGENDA**

1. *Ho'omaka*  
Call to Order
2. *'Āpono I Ka Mo'ōlelo Hālāwai 13 Nowemapa 2019*  
Approval of Minutes from the November 13, 2019 HTA Marketing Standing Committee Meeting
3. *Hō'ike No Ke Kūlana Kālepa Hālāwai*  
Update on MCI Sales Position
4. *Hō'ike No Ko HTJ Hawai'i Expo 2020 – Ka Ho'ohui I Ka Hō'ike'ike He'enalu*  
Presentation on HTJ Hawai'i Expo 2020- Addition of the Surf Booth
5. *Hō'ike No Ka Hālāwai Pakanā 'Oihana*  
Update on New Action of our Industry Partner Meeting
6. *Hō'ike No Ka 'Aha Kūkā Kina 3/5/2020*  
Presentation on the China Summit on March 5, 2020
7. *Hō'ike No Ka Ho'olaule'a No'eau A Mo'omeheu Pākīpika 13*  
Update on the 13th Festival of Pacific Arts & Culture
8. *Hō'ike No Ka Ho'omana'o 75 O Ka Pau 'Ana O Ke Kaua Honua II*  
Update on the 75th End of WWII Commemoration
9. *Hō'ike No Ka Davis Cup*  
Update on the Davis Cup



10. *Hō'ike No Ka Hula Bowl*  
Update on the Hula Bowl

11. *Ho'oku'u*  
Adjournment

\*\*\* *Aha Ho'okō: Ua hiki i ka Papa Alaka'i ke mālama i kekahi hālāwai kūhelu i kū i ka Hawai'i Revised Statutes (HRS) § 92-4. E mālama 'ia kēia hālāwai kūhelu nei ma lalo o ka § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) no ka pono o ko ka Papa Alaka'i kūkā a ho'oholo 'ana i nā nīnūnē a nīnau i pili i ko ka Papa Alaka'i kuleana me ko ka Papa Alaka'i loio. He hālāwai kūhelu kēia i 'ole paulele 'ia ka 'ikepili a i mea ho'i e mālama kūpono ai ko Hawai'i 'ano, he wahi i kipa mau 'ia e nā malihini.*

\*\*\* Executive Session: The Board may conduct an executive session closed to the public pursuant to Hawai'i Revised Statutes (HRS) § 92-4. The executive session will be conducted pursuant to § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) for the purpose of consulting with the board's attorney on questions and issues pertaining to the board's powers, duties, privileges, immunities, and liabilities; and to discuss information that must be kept confidential to protect Hawai'i's competitive advantage as a visitor destination.

*Kono 'ia ka lehulehu i ka hālāwai no ka ho'olohe a hāpai mana'o waha paha no nā kumuhana i helu 'ia ma ka papa kumumana'o. Inā hoihoi i ka hāpai mana'o kākau, hiki ke ho'ouna 'ia i ke Ke'ena Kuleana Ho'okipa O Hawai'i ma mua o ka hālāwai ma o ka leka uila iā ariana.kwan@gohta.net; ma o ka leka i ka helu wahi o luna; a i 'ole ma o ke kelepa'i i ka helu o luna. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Ariana Kwan (973-2254 a i 'ole ariana.kwan@gohta.net), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.*

Members of the public are invited to attend the public meeting and provide oral testimony on any agenda item. Written testimony may also be provided on any agenda item by submitting the testimony prior to the meeting to the HTA by email to ariana.kwan@gohta.net; by mail at the above address; or by facsimile transmission. Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Ariana Kwan (973-2254 or ariana.kwan@gohta.net) no later than 3 days prior to the meeting so arrangements can be made.

## Agenda item # 2:

Approval of minutes  
from the November 13,  
2019 HTA Marketing  
Standing Committee  
Meeting



**MARKETING STANDING COMMITTEE MEETING  
HAWAII TOURISM AUTHORITY  
Wednesday, November 13, 2019  
Hawaii Convention Center  
1801 Kalākaua Avenue, Honolulu, Hawaii 96815**

**MINUTES OF MARKETING STANDING COMMITTEE MEETING**

**COMMITTEE MEMBERS PRESENT:**

Kelly Sanders (Chair), Fred Atkins, George Kam, Sherry Menor-McNamara, Kyoko Kimura

**HTA BOARD MEMBERS PRESENT:**

Richard Fried

**HTA STAFF PRESENT:**

Chris Tatum, Keith Regan, Ronald Rodriguez, Caroline Anderson, Laci Goshi, Jennifer Chun, Isabella Dance, Marisa Yamane, Jadie Goo, Chris Sadayasu, Minami Aoki, Anda Garel

**GUESTS:**

John Monahan, Jay Talwar, Mary Neister, Eric Takahata, Mitsue Varley, Liz You, Sammie Hong, Caitlin Cho, Kelvin Ong, Dan Darby, Yu Qi Chong, Dennis Suo, Alexander Wong, Yue Zhang, Molly Jou, Reene Ho-Phang, Susan Webb, Lorenzo Campos, Giselle Radulovic, Charis Ricafuente, Darragh Walshe, Holly Jordan, Niamh Wash, Sue Kanoho, Noelani Schilling-Wheeler, Randy Parker, Ross Birch, Teri Orton, Erin Khan, Representative Richard Onishi

**LEGAL COUNSEL:**

Gregg Kinkley

**1. Call to Order**

Marketing Committee Member George Kam called the meeting to order at 11:08 a.m.

**2. Approval of Minutes from the August 21, 2019 HTA Marketing Standing Committee Meeting.**

The Committee took no action on the Minutes from the August 21, 2019 Marketing Standing

Committee Meeting.

### **3. Presentation of the Global Marketing Team's 2020 Brand Management Plans, Including Market Conditions, Travel Trends, Target Audience, Consumer Strategy, Trade Strategy, MCI, and Responsible Tourism**

The Committee heard presentations from its global marketing teams. Each presentation included information on respective market conditions, travel trends, target audience, consumer strategy, trade strategy, MCI, and responsible tourism. Details of the teams' brand management plans were contained in the Committee Packet. First, Laci Goshi introduced John Monahan, CEO of Hawai'i Visitor and Conventions Bureau. Mr. Monahan recognized HVCB CEO Tom Mullen and the executive directors of the island chapters. HVCB's Jay Talwar gave the presentation on the U.S. market.

#### **a. Canada**

Laci Goshi then introduced Susan Webb, President of VoX International, to give a presentation on Hawai'i Tourism Canada. Ms. Webb introduced the new brand manager for Canada, Lorenzo Campos, and gave a presentation on Hawai'i Tourism Canada's 2020 brand management plan. Ms. Webb explained that the target audience in Canada are "zoomers," baby boomers with zip. Ms. Webb also discussed millennials and differentiating messaging for different segments of millennials.

#### **b. Oceania**

Chris Sadayasu, brand manager for Oceania, introduced Giselle Radulovic, Darragh Walshe and Charis Ricafuente of Hawai'i Tourism Oceania to give their presentation on Hawai'i Tourism Oceania's 2020 brand management plan. Mr. Walshe discussed market conditions and explained that the exchange rate between U.S. and Australian currency has hit a ten-year low, which effects affordability. He also noted that there has been a small drop in airlift. Ms. Radulovic discussed Hawai'i Tourism Oceania's target audience, which are couples, multigenerational families, and high-value travelers. Ms. Radulovic further explained that they are planning to have two major broadcasting events per year, and they recently hosted a campaign in partnership with Expedia which highlighted the character of each individual island. Next year, they plan to partner with non-tourist industry brands like Billabong and Fitness First to target experiential travelers. Ms. Ricafuente discussed Hawai'i Tourism Oceania's trade strategy and explained that travel trade continues to have a significant impact on the decision-making process, so they are providing trade support and ongoing training.

#### **c. Europe**

Ms. Goshi introduced Niamh Walsh and Holly Jordan to discuss the Europe market. Their main focus is on the UK and Germany. Ms. Walsh said that Europe is experiencing a period of uncertainty due to Brexit. However, unemployment and interest rates are low, and GDP is

increasing, so this has a positive effect on plans to travel. Based on their research, most UK travelers do not believe that Brexit will impact their travel. The outlook for outbound Europe is strong. Europe is the largest tourism source market, and it continues to grow. Of the top five spending traveler countries, three of the top five are European.

Ms. Walsh discussed the surge in interest in sustainable travel and traveling with a greater sense of purpose. Travelers want a sense of connection rather than just being observers. They are seeking transformative travel experience and give back to the communities they are traveling in. Europe is a desirable target audience because they have on average 5 weeks of annual vacation and can spend more time traveling. The specific targets are high value travelers and millennials, who plan to travel more and spend more on their trips. Ms. Walsh introduced Ms. Jordan to discuss the consumer strategy. Their approach is focused on inspiring travelers to travel and educating them on the uniqueness of each island. They are also focused on wellness travel. Their mission for 2020 is to lift the Hawaiian Islands out of the sea of sameness, so the core message is highlighting the individuality of each island through the theme of the aloha spirit. They will also be doing an integrated partnership with Just Breathe, a mindfulness media community. The purpose of partnering is to building authenticity. She noted that many Europeans, including high value travelers, still use traditional travel agents. The team's goal is to elevate awareness of the Hawai'i brand, increase expenditure and length of stay, and increase tourism contributions to the economy.

Ms. Kimura noted that there had been an increase in flights to Hawai'i from the U.S. mainland and Canada, and asked whether there was a proportional increase to neighbor islands. Ms. Webb responded that there were increased flights statewide. Ms. Kimura asked about Oceania's strategy to send more visitors to neighbor islands and how they would overcome the challenge of not having direct flights to neighbor islands. Mr. Walshe responded that sending visitors to neighbor islands is a challenge but that the increased number of flights from Southwest Airlines creates an opportunity. He added that about 25% of the market visit a neighbor island as part of their itinerary, especially as the average visit is 9 days. Mr. Talwar noted that 80% of the paid budget goes towards neighbor islands and only 20% goes towards O'ahu.

Mr. Atkins noted that Mr. Talwar said that Mexico is trending downward, and whether that was effecting Hawai'i. Mr. Talwar responded that Mexico is not a direct competitor of Hawai'i, and that travel time and costs can sometimes be higher for travel to Mexico than Hawai'i. Mr. Atkins also asked about the impact of investing in marketing in New York. Mr. Talwar responded that they have surveyed the impact of their communication plan and it has shown greater awareness in New York than in any other market, but that it will take time for this to develop into arrivals. He added that there is an opportunity in New York to grow the market and amplify the message across the country.

Ms. Kimura asked about HVCB's account for Hawai'i Convention Center (HCC) marketing. Mr. Talwar said that they are on the cusp of making that change. Mr. Monahan elaborated that they were developing the plan and updated the Board at the last meeting. They are in the

process of developing a city-wide sale strategy. The single-property element is a role that will expand on January 1, 2020.

Mr. Atkins noted that Mr. Talwar said that Mexico is trending downward and asked whether that had an effect on Hawai'i. Mr. Talwar said that Mexico is not direct competition with Hawai'i and that travel time and cost can actually be more to Mexico under some circumstances. It is important to continue highlighting uniqueness. Mr. Atkins asked about the impact of investing in New York. Mr. Talwar responded that they have surveyed how well the communication plan is working at changing perception. So far, the data has shown greater awareness in the NY market more than any other market in the country. That will take time to develop into arrivals. This is the end of the third year of the program but they are working with an agency for a 2020 plan. There is an opportunity to grow the market in there and amplify the message across the country. Ms. Kimura asked HVCB asked whether there are different accounts for MCI in the US. Mr. Monahan said they are developing the plan for citywide strategy. Their role for single-property management will expand next year.

At 12:35 p.m., Chair Sanders called a break in the meeting for lunch. Chair Sanders resumed the meeting at 12:57 p.m.

#### **d. Southeast Asia**

Jadie Goo introduced Kelvin Ong and Dan Darby to discuss Hawai'i Tourism Southeast Asia, which targets Malaysia, Singapore, and Thailand. He noted that this region is marked by an increase in middle income, their digital savvy, and increased usage of online travel agents. Mr. Ong stated that generally, even though only Singapore has the visa-waiver program, most visa applications are approved and Malaysia has a 98% approval rate. He also discussed the increase growth of outbound travel from these countries. Airlift accessibility is one of the most crucial factors as it is one of the only regions without direct flights.

Mr. Ong discussed travel trends. He explained that this region is extremely digitally savvy, but newspapers and the radio remain important sources of information. Newspapers are considered more reliable, and this region is known for its traffic congestion so radio is still commonly used. Southeast Asia has the second largest Halal travel population in the world, so they often look for Muslim-friendly destinations. They also have a young population that are looking for "Instagrammable" destinations.

Mr. Ong introduced Mr. Darby to discuss the consumer strategy for 2020. Mr. Darby said that the core branding message for 2020 is "Discovering Aloha". Due to the heavy emphasis on digital marketing, they will also be investing in analyzing the data. Some of the major campaigns include "Hawai'i Community Luau," "Aloha Facebook ChatBot," "SEA GoPro x Influencer Program," and "#DiscoverAloha Digital Campaign". They will work with the local MCI team and focus on incentives for long-haul destination seekers.

#### **e. Taiwan**

Jadie introduced Molly Jou, the account director for Hawai'i Tourism Taiwan. Ms. Jou began with a discussion on the market conditions. Taiwan has a population of 23 million, the same as Australia. Taiwan does not require a visa to visit the U.S. She noted that there has been intense competition from Europe. There is also an election scheduled for January 2020, which may lead to a period of political uncertainty.

Ms. Jou explained that affluent millennials have been behind the increase in outbound travel. Their interests are diverse and they are attracted to unique activities. Family travel is also a popular activity among Taiwanese. Filial piety is a strong virtue in Taiwanese culture so families often travel together. There is also opportunity for Hawai'i as an LGBTQ wedding and honeymoon destination, as Taiwan is the first country in Asia to legalize same-sex marriage. She explained that the core brand message going into 2020 is "Sanctuary of Aloha".

#### **f. China**

Ms. Goo introduced Dennis Suo, of Hawai'i Tourism China. Mr. Suo discussed consumer trends, particularly that destinations should rethink their view of Chinese outbound travelers as there are many misconceptions about Chinese visitors. Mr. Suo also discussed B2C2B Strategy, and integrating content marketing with the platforms that Chinese people use, like WeChat.

#### **g. Korea**

Minami Aoki introduced Liz You to discuss Hawai'i Tourism Korea. Ms. You noted that market conditions have been affected by a chill in inter-Korea relations, and a trade war between South Korea and Japan. She said that Korean travelers want to connect with a destination on an emotional level. The first campaign she discussed is "Find Hawai'i, Get Inspired," travel based on the experience of other cultures, and the core message is that the travel experience will transform one's life.

#### **h. Japan**

Ms. Aoki introduced Eric Takahata to discuss Hawai'i Tourism Japan (HT Japan). Mr. Takahata recognized Mitsui Varley, who is the country manager working out of the Japan office. Mr. Takahata stated that some of the issues that are affecting the Japan market include the US-China trade war and escalating tensions between Japan and South Korea. Japan outbound travel instability is being affected by an increase in the consumption tax, declining population, desire to save, the appeal of closer destinations, and natural disasters. The past two years have been very difficult for Japan due to a series of natural disasters, especially typhoons and earthquakes. Currently, Hawai'i is capturing about 8% of Japan's 11.2 million individuals that travel outbound. 16 new international slots have opened at Haneda Airport, and Mr. Takahata said that it is anticipated that three to five of those slots will be for Hawai'i. Narita and Haneda comprise 70% of the market.

Mr. Takahata echoed the sentiment of the other presenters in his discussion on the importance of digital media. He also discussed the rise of environmental stewardship messaging and noted

that competing destinations are rebounding, including Europe, Thailand, Vietnam, and Guam.

HT Japan's target audience include high value travelers, romantic couples, experience seekers and millennials, and multi-generational families. Most of the visitors come from the Kanto and Kansai regions. Mr. Takahata noted that Japan and Hawai'i have a rich cultural alignment, and they are working on integrating that into the messaging. With the advent of the 2020 Olympics, HT Japan will also work on capitalizing on surfing to promote Hawai'i. Mr. Takahata also discussed the Aloha Program, HTJ's hallmark education platform promoting Hawai'i and its history, culture, and community. He further explained that their MCI strategy is to position Hawai'i as the closest US destination with consistent airlift and abundant accommodation options.

Ms. Kimura asked the representatives from Asia regional representatives how they were going to go after first-time visitors. On behalf of HT Japan, Ms. Varley said that there is going to be a new airbus flight and airlines are focusing on regional city promotions for feeder cities. The Kanto area around Tokyo is anticipated to increase because wholesalers, hoteliers, and airlines are focusing on dynamic packaging and direct flights. Wholesalers are focusing on Kyushu, Kugokushi area. She noted that HIS is preparing their 40<sup>th</sup> anniversary. ANA is also putting resources into this market, as well as credit card companies because Hawai'i is the top destination where Japanese visitors use their credit cards. They are collaborating with different corporations that are putting efforts and resources in their Hawai'i campaigns. Mr. Takahata added that the millennial market and secondary city markets have the biggest potential, especially in light of charter flights that will be offering direct access.

On behalf of HT China, Mr. Suo noted that most Chinese are first-timers, but the most important step is to drive demand. He said that Hawai'i can stand out by emphasizing culture and natural beauty.

On behalf of HT Taiwan, Ms. Jou responded that they will be leveraging affordable fares, and that there are a large number of air carriers that fly to Japan either directly or through connections through Korea and Japan. She added that they will be focusing on encouraging visitors to disperse and visit other islands. They are also using a multi-dimensional approach, including social and traditional media.

For HT Southeast Asia, Mr. Ong stated that Southeast Asia has been an untapped market for the past several years and 90% of visitors are first-time visitors. They are investing multi-channel marketing and focusing on trade and MCI, because more companies are choosing long haul destinations for their events.

Ms. You, from HT Korea, said that 70% of visitors are first-time visitors. They will work on targeting secondary cities by working with tour operators who are on the front line. She added that in their market they will be utilizing Korean celebrities to influence first-time travelers, including appearances on nationwide television.

Chair Sanders questioned whether the increased slots at Haneda airport would have a

significant effect. Ms. Varley said that Kansai will stay about the same but there will likely be a greater effect from Nagoya, where flight load has been around 90%. Because of the increased flights to Haneda, there will be more of a focus on the Kanto area. Delta will move to Haneda but JAL and ANA will stay at Narita. Mr. Takahata added that there had been a focus on Kansai several of years ago but that was too much lift at the time, so there was to an adjustment when Scoot and Delta pulled out because. He noted that now the market is focused on the Kanto/Tokyo area and he believes that will be successful.

Chair Sanders asked whether there were strategy considerations around the Olympics. Mr. Takahata responded that initially they feared that during those weeks there might be a drop-off in visitors, however all the airlines and wholesalers said that while there may be a drop-off during those two weeks, visitors are likely to rearrange there travel to other times. There may be a slight decrease during that two-week period but they will rebound during other periods.

Ms. Menor-McNamara left the meeting at 2:50 p.m. and the Committee no longer had quorum. Counsel Kinkley noted that the Committee could continue questioning the presenters, but the Board could not make any decisions.

Chair Sanders asked Ms. You about clarification on the timing of the Taiwan national elections.

Ms. Kimura asked about the outlook regarding airport pre-clearance for Taiwan and Japan. Ms. You and Mr. Takahata said that there has always been a positive outlook but ultimately it will be up to Washington D.C. to decide. Ireland and Abu Dhabi already have preclearance. Mr. Takahata said that we are close but there is still a question as to how close.

#### **4. Adjournment**

The meeting ended at 2:54pm.

Respectfully submitted:



---

Janjeera S. Hail

Recorder

Agenda item # 3:

MCI Sales Position  
Announcement



January 23, 2020

**Announcement to all GMTs**

As you know, HTA has contracted with the Hawai'i Visitors and Convention Bureau (HVCB) as the single organization to oversee Hawai'i-based global meetings, conventions and incentives (MCI/MICE) sales and marketing management services for the Hawaiian Islands. This oversight commenced January 1, 2020 and includes coordination with HTA's GMTs, Hawai'i's MCI stakeholders and HCC. In that capacity, HVCB has taken over responsibility for citywide bookings at the Hawai'i Convention Center (HCC) and will be coordinating with you on the MCI/MICE sales activities of all the GMTs.

HTA's Chris Sadayasu, Market Manager, will oversee the MCI/MICE segments. Working closely with Mary Neister to insure success with proper processes in place.

HVCB's Vice President, Statewide Hotel Sales, Mary Neister, CMP, is responsible for this expanded role. In addition to the U.S. single property sales team, Mary will oversee the MCI activities of the GMT's. She will also oversee Shakalink Pte Limited and its executive director, Andrew Koh, who will be responsible for assisting MCI/MICE activities of HT China, HT Taiwan, HT Southeast Asia and HT Korea.

You will be collaborating to generate leads and assist with the conversion of those leads into booked room nights on all Hawaiian Islands. Together, we will be a more formidable and unified presence in our global markets, more effectively showcasing Hawai'i's MCI/MICE assets and advantages and uncovering lucrative new opportunities in the Asia/Pacific region.

The collective Meet Hawai'i team will work with hotel sales teams to leverage joint sales efforts to grow business in Asia/Pacific as well as North America. HVCB will further support hotel sales teams by making available in the next few months the new statewide MCI sales training program that will improve the quality of the destination sales effort and enhance the Meet Hawai'i brand.

HVCB has also named a new Senior Vice President and Chief MCI Sales Officer, responsible for the entire MCI enterprise. John G. Reyes joins HVCB on January 27 bringing deep experience as senior sales executive and CEO at convention and visitors bureaus in California (Sacramento, San Francisco, Monterey, San Diego) and Florida (Jacksonville).

We're excited about the success you all will be able to achieve together for Hawai'i's meetings industry.

Aloha,

A handwritten signature in black ink, appearing to read "Pattie V. Herman", with a long horizontal flourish extending to the right.

Pattie V. Herman  
VP Marketing & Product Development  
Hawaii Tourism Authority

Agenda item # 8:

Update on the 75<sup>th</sup> End  
of WWII  
Commemoration



## 75<sup>th</sup> WWII Commemoration

“Salute their Service...Honor their Hope”

Community Engagement

with

Cultural Connections,

shared locally and globally through an integrated  
marketing communications plan

January 6, 2020

## 75<sup>th</sup> WWII COMMEMORATION BACKGROUND & VISION

In 2016, with support from HTA and corporations throughout Hawaii and beyond, an effective commemoration of the 75<sup>th</sup> anniversary of the attack on Pearl Harbor was coordinated. The planning and communication strategy was effective in drawing both local and national visibility to the strategic military role of Hawaii then and now. The events, programs and tributes combined to heighten awareness and reinforce that sense of pilgrimage that drives so much of the tourism to Pearl Harbor.

But beyond that, the commemoration began a 4-year commitment to highlighting and promoting a broader understanding of the events, the responses triggered by those events, and how Hawaii and our communities combined to help change history. The symbiotic relationship between Hawaii and our national military corralled the strength of our communities to defend freedom. The rest, as they say, is history. Hawaii's strategic role in the defense of our entire country and especially for the Indo-Pacific region has increased over the years and remains a critical element of our national military strategy.

**The 2016 commemoration was envisioned as a “rolling four-year” recognition of the key events, communities, and impacts of WWII as it related to the Pacific Theater. Within the final year ahead of us, passage of National legislation authorizing the 75<sup>th</sup> WWII Commemoration under the DOD provides an umbrella for events around the country, including culminating ceremonies here in Hawaii, not only because it was here that WWII began for the United States, but it is also here that the war ended, on the deck of the Battleship Missouri now moored permanently in Pearl Harbor. Nowhere in the world can this emotional experience be delivered – to stand on the hallowed ground of Pearl Harbor, facing the ship that stands for the devastation and loss of war and the ship that stands for the end of conflict and the commitment to global peace.**

Our 75<sup>th</sup> WWII Commemoration planning committee, authorized by Governor Ige and spearheaded by the honorary co-chairmanship of both Governor Ige and ADM Davidson, Commander, Indo-Pacific command, has partnered with the national planning organization to develop and execute a series of programs, ceremonies, tributes and events that begin in Washington DC, May 6-10, to mark the end of war in Europe, and conclude in Hawaii, August 29 – September 2, marking the end of war in the Pacific. We once again have the opportunity to bring together as many WWII veterans as possible to not only highlight the national impact of the historic signing of the instrument of surrender, but to engage our community in remembering and honoring Hawaii's role, the lasting impact, and the challenges faced during the 4-year global conflict. Pearl Harbor will serve as the culminating location for the national and global commemoration of the end of WWII, bringing thousands to Oahu, from around the State and from around the world, to experience this effort, but it will also serve as the focal point for educational and cultural programming that will significantly engage communities across the State.

## COMMUNITY NEED/RATIONALE

The passage of national legislation under the authority of the DOD demonstrates the importance and significance of the 75<sup>th</sup> commemoration of the end of WWII. With bookend events highlighted at the national level, events in Washington D.C. on May 6 -10 to remember the end of war in Europe, and the culminating

75<sup>th</sup> WWII Commemoration: “Salute their Service...Honor their Hope”

events in Hawaii, August 29 – September 2, to commemorate the end of war in the Pacific, we have an opportunity to showcase our community's role during the 1940's and since that time.

The relationship between our military and our communities is unique to Hawaii and has evolved over time. During the 1940's, the local residents of Hawaii reached out and supported all men and women who served. The commemoration will strengthen recall and tribute and bring to the forefront the impact of Hawai'i as a strategic gateway to the Pacific during World War II. The commemoration provides the opportunity for the sharing of authentic, historic experiences including stories that span all segments of war: from training, troop support, preparations for war, to internment. The major battles of the Pacific including those that changed the course of the war – The Battle of Midway, Guadalcanal, Iwo Jima – launched from Hawaii. This history cemented the strategic role of Hawai'i and provides the foundation upon which many modern-day strategies are based.

Hawaii's participation did not just impact the war in the Pacific. As these stories unfold, the role and impact of fighting forces from Hawaii, courageous warriors who at the time faced harsh American racial prejudice, will add substance to the entire commemoration. The commemoration will help bridge the gap between historic tourism that only targets out of state visitors to a historic impact that targets local communities. The advent of the 75<sup>th</sup> WWII Commemoration opens the door to building local embracement of the very sites that currently serve primarily out of state visitors.

The idea of a Pilgrimage to Pearl Harbor, to Puunene, to Barbers Point, to Honouliuli National Historic Site and other such locations will resonate with our local communities who, during this commemoration effort, assist in building the story and the experience.

## THE PLAN

Expanding upon the earlier events scheduled to take place in Washington DC, the 75<sup>th</sup> WWII Commemoration Committee will develop programming delivering the following:

- Education Programming for Youth
- WWII Veteran Tributes, Ceremonies, Honor flights
- Public education programming – movies, presentations, live-streaming of ceremonies to high-schools
- Community engagement activities highlighting the role and impact of various Hawaii communities: WWII Veterans - Chinese Americans, Filipino Americans, Japanese Americans, Hawaiians, as well as Hawaii based companies, organizations, and civilians.
- 75<sup>th</sup> WWII Commemoration Mural on Battleship Missouri Memorial pier, in partnership with Estria Foundation
- Exhibits – highlighting the involvement of such communities as the Maui groups supporting the Puunene Naval Air Station pilot training area – collection of artifacts, oral histories, and other key elements
- 75<sup>th</sup> WWII Commemoration Events, banquets and other key social programs bringing together as many WWII Veterans as possible from around the State and around the world
- Historical programming to commemorate the actual signing of the instrument of surrender
- Military base engagements

75<sup>th</sup> WWII Commemoration: "Salute their Service...Honor their Hope"

## PROJECT'S OBJECTIVES

### 75<sup>th</sup> WWII Commemoration: "Salute their Service...Honor their Hope"

**Goal:** Remember the events, the battles, the courage and service of our WWII veterans, and the global impact triggered by the end of war declarations to peace and global friendship that mark the ceremony that took place on the deck of the Battleship Missouri, now moored in Pearl Harbor, a perpetual symbol of peace for the world.

**Objective 1:** Engage our Hawaii community in remembering and honoring those who served and continue to serve our country, highlighting the strategic role of Hawaii then and now, in the defense of our nation

**Objective 2:** Coordinate the culminating events and programs that help our nation and the world commemorate the 75<sup>th</sup> anniversary of the end of WWII

**Objective 3:** Develop educational programs, experiences, exhibits and events that preserve the legacy of "Our Greatest Generation" ensuring that young and old alike honor our past and inspire our future

## COMMUNITY ENRICHMENT AND ENGAGEMENT –Program Objectives

- Highlight the role of Hawaii communities during WWII, collecting stories, artifacts, and oral histories that can live on in museums, libraries and other sources of learning;
- Embrace Hawaii's diversity, honoring the role of groups whose impact and contributions to the war effort during the 1940's and after has been overlooked by history;
- Support community-based initiatives that promote local use of/participation in Hawaii's historic treasures;
- Ensure diverse activities/experiences throughout 2020 and beyond;
- Provide unique and authentic Hawai'i experiences that benefit local communities and strengthen the quality of the destination expectations;
- Create high level local engagement with visiting populations who also seek to remember, honor, and participate in the celebration of the end of a global conflict;
- Strengthen awareness for and the significance of the Battleship Missouri Memorial as a learning destination for local, national and international visitors.

## MARKETING COMMUNICATIONS PLAN

As America's only War II battlefield, Oahu is uniquely suited for historical tourism. To share this experience, our Museums, historic sites, and our communities will be involved in detailing the events and programs created. That sense of standing on the hallowed grounds of a battlefield (Pearl Harbor Aviation Museum) and on the deck of the ship (Battleship Missouri Memorial) on which the global conflict ended can be communicated as part of a campaign to strengthen both local and visitor engagement.

75<sup>th</sup> WWII Commemoration: "Salute their Service...Honor their Hope"

To accomplish the goals set, an integrated approach will be developed to reach the following target audiences:

- \* Hawai'i ...
  - Residents, military, visitors in the Islands, and media (print/broadcast/digital/social)
- \* Mainland United States ...
  - Historic tourism, higher-spending, quality visitors and related travel trade/media (print/broadcast/digital/social)
- \* International ...
  - Historic tourism, higher-spending, quality visitors and related travel trade/media (print/broadcast/digital/social)
- \* Military ...
  - Military media and military affinity travel companies (U.S. and International)

Key components of the Marketing Communications Plan include:

- **Content Research & Creation – Shared Locally, Nationally, and Internationally**
  - Content research/creation will cover a wide range of human-interest stories from across the State of Hawaii: Hawaii's WWII veterans (Chinese-American, Japanese-American, Filipino-American, Hawaiian), community organizations and companies, and Hawaii residents who played an active role in support of our WWII efforts from December 7, 1941 through September 2, 1945.
  - **Local, national, and international media coverage:** major news outlets, broadcast, print, public radio, digital and social media, as well as stories in the financial press (e.g. *The Wall Street Journal*), military media, travel trade, and foreign outlets.
  - Programming to include **interviews with WWII Veterans and civilians, including but not limited to those with Hawaii ties and those that served on the Battleship Missouri or on ships or in aircraft in or above Tokyo Bay on September 2, 1945.**
  - Leverage relationships with National Honorary Co-Chairs, Senators Bob and Elizabeth Dole, as well as Linda Hope representing our National Presenting Sponsor, Bob and Dolores Hope Foundation.
  - Promote coverage through:
    - **Press Releases & Public Service Announcements** covering all aspects of the commemoration
    - **Publicity coordination with partners and sponsors**
    - **Logistical coordination with the military media**
    - **Development and populating media resources, videos, images and online registration forms on the official website, [www.75thwwiicommemoration.org](http://www.75thwwiicommemoration.org)**
- **Local advertising support:**
  - Create, produce, and air :30 television and radio spots which run in a combined paid and public service schedule.
  - **Local digital resources** (such as [www.Hawaii.com](http://www.Hawaii.com) ) will generate local and out-of-market reach, pre-roll and online advertising / editorial run, especially summer of 2020.

75<sup>th</sup> WWII Commemoration: "Salute their Service...Honor their Hope"

- **Visitor print advertising and email** employed to reach visitors who might return and those who are on island for the events of the 75<sup>th</sup> WWII Commemoration.
  - Local print used **to support specific initiatives, drive attendance, and to thank supporters.**
- **Local Publicity and Public Service coverage:**
    - **Local stories.** Coordinate local contacts with media, the public, and WWII Veterans.
    - **75<sup>th</sup> WWII activities listed on online community calendars.**
    - **Interviews, news angles and human-interest** stories relevant to resident communities.
    - Local television and radio stations embracing the campaign by **running public service announcements (PSAs) from early March through September 2<sup>nd</sup>.**
    - Hawai'i News Now (HNN), KITV, KHON, and Spectrum, encouraged to sell **sponsorships to other local businesses** using the produced PSAs, augmenting frequency and reach. Local programming, featuring the Battleship Missouri Memorial and the other Pearl Harbor Historic Parks, will be generated on morning news programs and special segments including interviews with Maj. Gen. Daryll Wong USAF (Ret), CAPT Steve Colon, USN (Ret), and WWII Veterans.
    - WWII Veterans stories will also be extensively carried on **Hawai'i Public Radio** (some of which will be picked up nationally) and in many **local community and neighborhood publications.**
- **Military and Military Affinity outreach:**
    - Work with the Chamber of Commerce of Hawai'i's Military Affairs Council, along with local and national veterans groups, the National World War II Museum in New Orleans, and the National World War II Memorial in Washington, D.C., to develop global outreach for our military target audience. Hawai'i's congressional delegation will provide important contacts and introductions in these efforts.
- **Digital and Social Media:** Digital media team will create and distribute ongoing content and incorporate digital and social media to support:
    - **Official [www.75thwwiicommemoration.org](http://www.75thwwiicommemoration.org) website**
    - Email
    - Paid social media
    - Advertised/promoted posts on Facebook, Twitter, and Instagram
- **Travel Industry Collaboration:** Work closely with Island Visitors Bureaus, Hawai'i Visitors and Convention Bureau, and Hawai'i Tourism Authority's International Contractors, to further develop and communicate the Historic Tourism opportunity. Support included:
    - Development of marketing materials for exhibitors at trade shows during the first eight months of 2020.
    - Support for **OVB/Neighbor Island Visitors Bureaus** and their extensive co-operative marketing and promotion programs (with Pleasant Holidays, Expedia, Apple Vacations, Costco Travel,

Priceline, and others) to include information, stories and imagery of WWII Veterans and upcoming Events for the 75<sup>th</sup> WWII Commemoration.

- Coordination with additional travel entities including the **Hawai'i Lodging and Tourism Association, Brand USA, travel trade media, and others** to support them in their marketing efforts to incorporate information about the 75<sup>th</sup> WWII Commemoration.
- **Innovative exposure.** Live streaming of September 2<sup>nd</sup> Commemoration Ceremony (120 minutes):
  - Around Oahu and in at least one location on Kauai, Big Island, Maui, Molokai, and Lanai
  - **On three jumbo screens in 3 different quadrants of Times Square in New York City**
  - In Washington D.C., San Diego, and other WWII Memorial and Military sites in the U.S.
  - In each of the countries involved in the signing that signified the End of WWII.

## WORK PLAN/TIMELINE

- a) Official Start date – December 18, 2019
- b) Completion dates – September 2 through December 31, 2020
- c) Description of activity and completion of major milestones in the project.

WWIICC has assembled a team dedicated to create, execute, and manage all marketing communications. The plan, whose foundation is Community Engagement with Cultural Connections, shared locally and globally through integrated marketing communications, requires a \$500K base budget, spread over HTA's 2019/2020 and 2020/2021 fiscal years, \$200K and \$300K respectively, in alignment with three of HTA's four pillars:

- Community • Hawaiian Culture • Natural Resources • Marketing

## PROJECT IMPACT

Though we do anticipate that the 75<sup>th</sup> WWII Commemoration will generate national and international engagement, a key performance indicator will be the engagement of our local community throughout these Islands. Historic Tourism as a focus will generate heightened awareness and use of Hawaii's historic sites by local families and communities. This affinity will grow from educational and other engagement programs that will bring forward the strategic military role of Hawaii, then and now.

Data will be collected by tracking participation in events (ticket sales and/or transportation passenger counts); collecting surveys (paper and digital); tracking social media through media monitoring like Google Alerts and/or paid services Cision and Meltwater; digital marketing through pay-per-clicks; print and broadcast advertising primarily through paid monitoring services.

## ORGANIZATION CAPACITY

The members of the 75<sup>th</sup> WWII Commemoration come together with a strong track record of success in achieving such broad reaching impact; this committee replicates the organizing committee assembled in 2016 to implement the 75<sup>th</sup> commemoration of the attack on Pearl Harbor. At that time, the commemoration did not benefit from national legislation or national honorary co-chairs or the existence of mass public awareness and focus.

75<sup>th</sup> WWII Commemoration: "Salute their Service...Honor their Hope"

Leadership from 2016, inclusive of Adm. Thomas Fargo, the chairman of the 75<sup>th</sup> Commemoration of the Attack on Pearl Harbor, and Steve Colon, Vice-Chair, as well as Tony Vericella, its Executive Director, along with the organizing roles of Hawaii's leading Pearl Harbor historic sites, have both the experience and the know-how to manage such a multi-faceted effort and are once again active in the 75<sup>th</sup> WWII Commemoration.

Fund raising, unlike 2016, will also benefit from the passage of national legislation. As part of the national planning team, funds raised at the national level will be shared on a 60/40 ratio. This partnership will also support marketing and communication initiatives, ensuring that the events in Hawaii are provided the same level of national exposure and importance.

Our 75<sup>th</sup> WWII Commemoration Committee Honorary Co-Chairs are Gov. Ige and Adm. Davidson; Committee Co-Chairs are CAPT Steve Colon, USN (Ret) and Maj.Gen. Darryll Wong, USAF (Ret).

Sub-Committee Chairs are Clint Churchill, RDML Alma Grocki, USN (Ret) and Mark Polivka.

Gov. Ige and Mayor Caldwell each have a representative on the committee. Senator Wakai and Representative Onishi are with us from the State Legislature.

Tony Vericella is once again our Executive Director.

Agenda item # 9:

Update on the Davis  
Cup



## PRESS RELEASE

### **Davis Cup Men's Tennis Comes to Honolulu for U.S. vs. Uzbekistan March 6-7**

#### **32-Time-Champion U.S. Davis Cup Team to Play at Blaisdell Center for a Spot in the 2020 Davis Cup by Rakuten Finals in Madrid**

**WHITE PLAINS, N.Y., January 14, 2020** – The USTA today announced that Davis Cup tennis, the world's largest annual international team competition in men's sport, will return to Hawaii for the first time in 28 years, as the United States Davis Cup Team will take on Uzbekistan in a 2020 Davis Cup Qualifying competition at the Blaisdell Center March 6-7 in Honolulu.

Davis Cup's return to Hawaii in 2020 comes as part of multi-year agreement made by Hawaii Tourism Authority to be the lead local sponsor of any Davis Cup Qualifying ties hosted by the United States between 2020-22. Therefore, should the U.S. host a Davis Cup Qualifier in February or March of 2021 or 2022, that event will also be played in Hawaii.

Davis Cup is the World Cup of Tennis, and the U.S. is its most successful nation, with 32 titles. The competition dates back to 1900, and Hall of Famers such as Arthur Ashe, John McEnroe, Pete Sampras, Andre Agassi, Jim Courier and Andy Roddick have represented U.S. in Davis Cup over the years. Last year marked the beginning of a new era in Davis Cup competition, with a new-look, one-week Finals in Madrid, which featured the youngest U.S. team in 10 years, with rising talents Taylor Fritz, Reilly Opelka and Frances Tiafoe suiting up for the Red, White and Blue under first-year captain and former world No. 7 Mardy Fish.

The Qualifying competition vs. Uzbekistan is a best-of-five match series played over two days, with each country bringing a team of four or five players. The 'tie,' as it's called, begins Friday, March 6, with two singles matches between each country's No. 1- and No. 2-nominated players. The doubles match and two reverse singles matches, between each country's No. 1s and each country's No. 2s, will follow on Saturday, March 7.

"It's truly a privilege to bring Davis Cup back to Hawaii, and we're grateful for Hawaii Tourism Authority's multi-year commitment," said USTA Chairman of the Board and President Patrick Galbraith. "A storied competition like Davis Cup and a backdrop as stunning as Honolulu will make for a remarkable competition, and we're looking forward to a weeklong celebration of the tennis in the Aloha State."

Matches will be played indoors at the Blaisdell Center on a temporary hard court, with an amended schedule possible for Saturday should one nation clinch victory in the third or fourth match. The winner of this matchup advances to the 2020 Davis Cup by Rakuten Finals in November in Madrid to compete for the world championship. This will be the second year of this new format for the Finals – similar to the World Cup, in which 18 nations converge on one venue to compete for the title.

Tickets will go on sale to the general public on Friday, January 17, and can be purchased at [Ticketmaster.com](https://www.ticketmaster.com). Two-day ticket packages for both Friday and Saturday – the best initial ticket value – will be sold at prices ranging from \$90 to \$500, or \$45 to \$250 per day. Single-day tickets for Friday or Saturday will be sold with prices ranging from \$55 to \$260 per day. Visit [usta.com/daviscup](https://www.usta.com/daviscup) for more information.

USTA members will have the opportunity to purchase tickets in advance through an exclusive presale today through Thursday, or while supplies last.

United States international team events have had demonstrative effects on the local communities they've visited in recent years. The U.S. hosted the women's Fed Cup in Asheville, N.C., in 2018, an event that generated nearly \$5 million in economic impact for the region and prompted Asheville to host Fed Cup again in 2019. San Antonio hosted a Fed Cup tie in April 2019, with an estimated economic impact of \$3.5 million.

The U.S. has only played Davis Cup in Hawaii once, a victory over Argentina in the 1992 First Round at Mauna Lani Racquet Club on Kohala Coast. The U.S. Fed Cup Team has played in Hawaii twice in recent years, in 2016 at Kailua Kona and in 2017 in Maui.

"We are delighted to host Davis Cup in Hawaii after hosting the Fed Cup in 2016 and 2017," said USTA Hawaii Pacific Executive Director Ron Romano. "It is a great way for us to support the U.S. Davis Cup Team and promote tennis in our local community."

The USTA and local organizers also engage hundreds of kids from the area with tennis programming in what ultimately amounts to a weeklong celebration of the sport.

The players representing both teams will be named no later than 10 days before the start of the competition.

The U.S. vs. Uzbekistan is one of 12 Qualifying competitions being played throughout the world March 6-7. The 12 winners will go on to play in the November Finals in Madrid, while the 12 losers will go on to play in World Group 1 competitions in September. The next year's Qualifying field is then made up of the 12 World Group 1 winners in September and the 12 teams who do not make the semifinals in Madrid or get chosen as the two wild card nations for the next year's Finals.

The U.S. holds an overall 219-74 record in Davis Cup competition and last won the title in 2007. For more information, including access to player and historical Davis Cup records, please go to [www.usta.com/daviscup](http://www.usta.com/daviscup) or [www.daviscup.com](http://www.daviscup.com).

Those interested in volunteering for the event can inquire by sending an email to [HawaiiDC2020@gmail.com](mailto:HawaiiDC2020@gmail.com).

Keep up with Team USA using hashtag #TeamUSATennis on [Facebook](#) (@USTA), on [Twitter](#) (@USTA), and on [Instagram](#) (@USTA). Wilson is the official ball of the U.S. Davis Cup team. Deloitte is the official team sponsor of the U.S. Davis Cup Team.

###

**The USTA** is the national governing body for the sport of tennis in the U.S. and the leader in promoting and developing the growth of tennis at every level -- from local communities to the highest level of the professional game. A not-for-profit organization with more than 655,000 members, it invests 100% of its proceeds in growing the game. It owns and operates the US Open, one of the highest-attended annual sporting events in the world, and launched the US Open Series, linking eight summer WTA and ATP World Tour tournaments to the US Open. In addition, it owns approximately 90 Pro Circuit events throughout the U.S. and selects the teams for the Davis Cup, Fed Cup, Olympic and Paralympic Games. The USTA's philanthropic entity, the USTA Foundation, provides grants and scholarships in addition to supporting tennis and education programs nationwide to benefit under-resourced youth through the National Junior Tennis & Learning (NJTL) network. For more information about the USTA, go to [USTA.com](http://USTA.com) or follow the official accounts on Facebook, Instagram, Twitter and Snapchat.

**For more information, contact:** Pat Mitsch, USTA Corporate Communications, (914) 697-2291, Mitsch@usta.com