



*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, 23 Kepakemapa 2020, 10:30 a.m.*  
**Wednesday, September 23<sup>rd</sup> 2020 at 10:30 a.m.**

*Hālāwai Kikoho'e*  
**VIRTUAL MEETING**

*Hiki i ka lehulehu ke hālāwai pū ma o ka ZOOM.*  
**Teleconferencing will be live streaming via ZOOM.**

**PUBLIC IS INVITED TO REGISTER IN ADVANCE FOR THIS MEETING:**  
[https://zoom.us/meeting/register/tJMtduqorTwtEtx7C2YnDoMb0fZDXoV31--w](https://zoom.us/join/zoom/register/tJMtduqorTwtEtx7C2YnDoMb0fZDXoV31--w)

**AFTER REGISTERING, YOU WILL RECEIVE A CONFIRMATION EMAIL  
CONTAINING INFORMATION ABOUT JOINING THE MEETING.**

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

1. *Ho'omaka A Pule*  
Call to Order and Pule
2. *'Āpono I Ka Mo'o'ōlelo Hālāwai*  
Approval of Minutes of the August 26<sup>th</sup>, 2020 HTA Marketing Standing Committee Meeting
3. *Hō'ike No Ko HVCB Papahana Hokona A Papahana Ho'omōhala Hou*  
Presentation from HVCB Jay Talwar / Sr. VP & CMO on updates to marketing plans for welcoming back visitors
4. *Hō'ike No Ko HTJ Papahana Ho'omōhala Hou*  
Presentation from HTJ by Eric Takahata / Managing Director on overall recovery updates and welcoming back visitors
5. *Hō'ike No Ko Travelzoo Papahana Hokona*  
Presentation from Travelzoo Josh Gershenson / Head of Business Development and Tanya Freund / Senior Sales Manage on how they target high-end travelers



6. *Hō'ike No Ka Papahana 'Aha Kūkā He'enalu A Hoe Wa'a*  
Update from Kalani Ka'anā'anā on Surfing & Canoe Paddling Advisory Group regarding the discussion of adding one board member on the Advisory committee
7. 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 e nānā mai i ka hālāwai a ho'ouna mai i ka 'ōlelo hō'ike kākau 'ia no kēlā me kēia kumuhana i helu 'ia ma ka papa kumumana'o. Hiki ke ho'ouna mai i nā 'ōlelo hō'ike kākau 'ia ma mua o ka hālāwai iā [ariana.kwan@gohta.net](mailto:ariana.kwan@gohta.net). 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](mailto:ariana.kwan@gohta.net)), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.*

Members of the public are invited to view the public meeting and provide written testimony on any agenda item. Written testimony may be submitted prior to the meeting to the HTA by email to [ariana.kwan@gohta.net](mailto:ariana.kwan@gohta.net); 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](mailto:ariana.kwan@gohta.net)) no later than 3 days prior to the meeting so arrangements can be made.

## **Agenda Item #2:**

Approval of Minutes of the  
August 26th, 2020  
HTA Marketing Standing  
Committee Meeting



Hawai'i Convention Center  
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815  
**kelepona** tel 808 973 2255  
**kelepa'i** fax 808 973 2253  
**kahua pa'a** web hawaiiitourismauthority.org

**David Y. Ige**  
*Governor*

**Chris Tatum**  
*President and Chief Executive Officer*

**MARKETING STANDING COMMITTEE MEETING**  
**HAWAII TOURISM AUTHORITY**  
**Wednesday, August 26, 2020**  
**Virtual Meeting**

**MINUTES OF MARKETING STANDING COMMITTEE MEETING**

<b>COMMITTEE MEMBERS PRESENT:</b>	Kelly Sanders (Chair), Fred Atkins, George Kam, Kyoko Kimura, Sherry Menor-McNamara, and Benjamin Rafter
<b>HTA STAFF PRESENT:</b>	Chris Tatum, Keith Regan, Pattie Herman, Marc Togashi, Marisa Yamane, Kalani Ka'anā'anā, Caroline Anderson, and Jennifer Chun
<b>GUESTS:</b>	Eric Takahata, Jay Talwar, Darragh Walshe, Susan Webb, and Irene Lee
<b>LEGAL COUNSEL:</b>	Gregg Kinkley

**1. Call to Order and Pule:**

Keith Regan, HTA Chief Administrative Officer, called the meeting to order at 1:02 p.m. Mr. Regan provided instructions to the general public with regard to submitting testimony. He confirmed the attendance of the Committee members by roll call. Mr. Regan turned the floor over to Chair Kelly Sanders. Kalani Ka'anā'anā, HTA Director of Hawaiian Cultural Affairs and Natural Resources, opened the meeting with a pule.

**2. Approval of Minutes of the July 29, 2020 HTA Marketing Standing Committee Meeting:**

Chair Sanders requested a motion to approve the minutes of the July 29, 2020 HTA Marketing Standing Committee meeting. George Kam made a motion, which was seconded by Fred Atkins. The motion was unanimously approved.

**3. Presentation of Oceania GMT on the Recovery for 2020 and Brand Marketing Plan for 2021:**

Chair Sanders recognized Darragh Walshe of Hawai'i Tourism Oceania (HTO) to present on the Oceania GMT's recovery and brand marketing plan. Mr. Walshe reported that the borders for Australia and New Zealand remain closed except for repatriation and special

circumstances. He noted that being able to close their borders has significantly helped reduce the impact of COVID-19, but they are battling second waves in certain areas. He noted that conversations have been taking place about reopening international travel with regard to safety measures and travel bubbles. Mr. Walshe said a trans-Australia and New Zealand travel corridor had been the hope, but the second waves have slowed those discussions. He added that a possible Tasman travel bubble and international travel to the Cook Islands is expected before the end of the year. Mr. Walshe said travel to those destinations can serve as a template to expand to other international destinations. However, he noted that long haul international travel likely will not resume until the first or second quarter of 2021. Mr. Walshe said that Australians and New Zealanders are ready to travel. He explained that the results of a traveler sentiment survey were promising and showed that 60% of those surveyed intend to travel within the next 6 or 12 months and 76% selected Hawai'i as their next international destination preference.

Mr. Walshe said repeat travelers will be an important focus. He added that the post-COVID-19 target traveler will have new priorities such as health and safety, connecting with nature, escaping the crowds, and rejuvenation. These target travelers have been identified as authentic experiencers and cultural explorers. Mr. Walshe noted that these target travelers align well with the HTA Hawai'i brand message. He said the recovery plan is aligned with HTA leadership input and the other markets. Mr. Walshe said there will be a three stage recovery plan: (1) Inspiration, (2) Brand Depth, and (3) Conversion. Mr. Walshe explained that the first stage, Inspiration, will focus on Hawai'i's natural landscape, beauty, and culture and reinforce brand perceptions. He added that HTO will introduce the #dreamingofhawaii and incorporate ambassador messaging from the Rooted Campaign. The second stage, Brand Depth, will inspire and motivate the desire of future visitors to choose Hawai'i with a heavy focus on digital marketing and public relations activity. In the third stage, Conversion, HTO will work with the airlines, trade partners, and Hawai'i visitor industry to help convert that demand into bookings. Mr. Walshe said HTO will introduce the #LetHawaiiHappen, which will convey the right message and pull on rich content already available. He noted that the campaign will be digital and have substantial reach and engagement.

Chair Sanders asked if international travel is expected to return in the first or second quarter of 2021, and if Hawai'i will be on the forefront. Mr. Walshe responded that it is difficult to determine at this time, but he does not think that Hawai'i will be a part of the first wave of international destinations. He noted that the first wave will likely be an Australia-New Zealand travel corridor and then other South Pacific destinations like the Cook Islands because of its close affiliation with New Zealand. He said Australia and New Zealand are taking a strict approach to their destination partnerships and looking at destinations almost or currently free of COVID-19. Mr. Walshe noted that it will be a progression, but in talking with the market, industry, and airlines, there is a lot of optimism. However, he added that the second quarter of 2021 is more likely for a resumption of travel to Hawai'i.

Kyoko Kimura noted that Qantas and JetStar have suspended flights until next year, and Hawaiian Airlines has suspended flights until December. Mr. Walshe replied that Qantas will likely not resume long haul international travel until the middle of next year, but is leaving the opportunity open to move that date up. He added that New Zealand sees the next couple of years as trans-Pacific focused, which includes Hawai'i.

Sherry Menor-McNamara asked Mr. Walshe to clarify the target demographic for HTO's marketing campaign. Mr. Walshe responded that the profiled traveler type is identified as authentic experiencers or cultural explorers, and their priorities are connecting with nature, rejuvenation, escaping the crowds, and authenticity. He added that there is good alignment and opportunity with the Hawai'i brand and customer experience.

Pattie Herman, HTA Vice President of Marketing and Product Development, asked that if the 14-day quarantine is lifted, will that change JetStar's, Qantas', and Hawaiian Airlines' decision to not travel between Hawai'i and Australia or New Zealand. Mr. Walshe responded that it depends on the respective governments. He noted that both Australia and New Zealand have been conservative with their approach to opening their borders. He added that the public sentiment is to keep the borders closed at this stage. Mr. Walshe said there has to be a development or change in sentiment for progress to be made. He said the airlines will follow suit and start opening access if that occurs. Ms. Herman asked if the focus of HTO's activities will be more educational. Mr. Walshe responded in the affirmative and said that at the moment, there has not been a large push toward consumer marketing. The focus has been on travel trade training and education. He added that hopefully HTO can activate its marketing campaign by the end of the year.

Chair Sanders invited the public to provide testimony, and there was none.

#### **4. Presentation of S. Korea GMT on the Recovery Plan for 2020 and Brand Marketing Plan for 2021:**

Chair Sanders recognized Irene Lee of Hawai'i Tourism Korea (HTK) to present on the Korea GMT's recovery and brand marketing plan. Ms. Lee reported that it has been 6 months since the first outbreak in Korea and that Korea is one of the leading examples of how to best control COVID-19. She said the Korean economy is strong and performing better than others. Ms. Lee said that consumer sentiment can be described with four phrases: (1) safety and cleanness, (2) HOLO (online shopping), (3) domestic travel and family, and (4) sustainable and responsible travel.

Ms. Lee said that HTK's focus will be to revitalize market demand, refresh images of Hawai'i as a safe, sustainable, and clean destination, inspire Korean travelers to visit Hawai'i, and leverage HTK-owned channels, media contacts, and communication platforms. She noted that HTK will target repeat visitors, and the aim will be to keep the destination brand alive and at the forefront of people's minds. Ms. Lee said that all three major airlines have suspended flights to Hawai'i. However, she noted that Korean Air and Asiana are flying to eight U.S. Mainland and four European destinations, respectively. She added that once

Hawai'i's borders open, there is no question that the airlines will resume flights to Hawai'i. Ms. Lee explained that HTK is planning five major campaigns. She said the first is the It's Time Campaign, in which HTK will make 16 content posts on NAVER's (described as Korea's version of Google) travel section. The second campaign is a social media campaign in which professional influencers visit and experience Hawai'i and produce content featuring Hawai'i. The third campaign is the Safe and Sustainable Hawai'i campaign. Ms. Lee said the target is thoughtful visitors, and HTK will implement large-scale online advertising that feature Hawai'i as a safe destination with sustainable natural resources, cultural authenticity, and unique culinary experiences. She added that this campaign will be in cooperation with consumer brands known for sustainability in the market. The fourth campaign is the HOLO Campaign in which HTK will work with wholesalers, retailers, and agencies specializing in honeymoons to maximize outbound travel demand and accelerate booking of Hawai'i tour products. The fifth campaign is called Aloha Specialist University, which will educate travel agents in ho'okipa and kuleana to better represent the Hawai'i brand authentically in the Korean market. Ms. Lee said HTK hopes to position Hawai'i at the forefront when the market opens.

Mr. Atkins asked for more information on HTK's community enrichment program and what type of influencers will be involved. Ms. Lee responded that HTK will work with HTA and HVCB to select photographers, sports instructors, artists, chefs, and writers who have a high number of followers in the Korean market. For community enrichment, HTK will promote local festivals and events and regional activities by sending messages, news updates, and information in newsletters and in social media activities.

Chair Sanders invited the public to provide testimony, and there was none.

#### **5. Presentation of Canada GMT on the Recovery for 2020 and Brand Marketing Plan for 2021:**

Chair Sanders recognized Susan Webb of Hawai'i Tourism Canada (HTC) to present on the Canada GMT's recovery and marketing plan. Ms. Webb reported that the COVID-19 numbers in Canada remain low, and Canadians are confident about their COVID-19 mitigation efforts. In British Columbia, a major Hawai'i market, there have been no new cases. Ms. Webb noted that the economic forecast has been bleak and the tourist industry in particular has been devastated, but future indicators are looking more positive. She added that the Canadian Dollar is currently weak against the U.S. Dollar, which may be a deterrent for Canadians to travel to Hawai'i. She noted that no major airlines have direct flights to Hawai'i, and no flights are booked or planned. Ms. Webb said there have been positive discussions with Air Canada though the Canadian border remains closed until September 21st. She noted that the current sentiment in Canada is to keep the border closed. Ms. Webb added that Canada has a 14-day quarantine in place for travelers returning to Canada. She said that two Canadian insurance companies will cover COVID-19-related illnesses abroad, which is a big development. Ms. Webb expressed the belief that the Canada market will be one of the first to return, and Canadians are ready to travel.

Ms. Webb anticipates that the Canadian snowbird market will be a large segment when the borders reopen. She said HTC will be focused on training, webinars, getting travel agents to sign up for the Hawai'i Destination Specialist Program, and the MCI market. She said HTC will host the Aloha Canada Seminar, a virtual trade show, for travel agents across Canada on the weekend of December 3rd. She added that HTC will continue its webinar campaigns, newsletters, put out Kuleana and Rooted Campaign content, and remain in constant contact with its partners in Hawai'i and Canada. Ms. Webb noted that the target audiences will be romance, high value, cultural and environmental experience seekers, and snowbirds. She added that HTC has a strategy in place for a second wave during flu season in Canada, but will continue its consumer strategy to address it. Ms. Webb said HTC will continue to offer promotions to travel agents to sign up for its specialist program to sell Hawai'i properly to the right travelers and continue its public relations and social media campaigns. Ms. Webb noted that HTC's public relations strategy will be thematically aligned with the HTA Four Pillars and shared with influencers and traditional media. Ms. Webb shared that in Backster Publication's travel trade publication, Hawai'i was named the best destination for the South Pacific and the number one honeymoon destination. She added that Hawai'i has received these awards two years in a row.

Chair Sanders invited the public to provide testimony, and there was none.

**6. Presentation of HTJ by Eric Takahata/Managing Director of their newly created Safety Protocol Video for the Japanese consumers and travel trade:**

Chair Sanders recognized Eric Takahata of Hawai'i Tourism Japan (HTJ) to provide a market update and present HTJ's new safety protocol video. Mr. Takahata reported that the COVID-19 situation in Japan is mostly controlled with some minor spikes in Tokyo. He said talks about creating a travel corridor with Japan have stalled and been put on hold by the Japanese government due to the spike in Hawai'i's numbers. He noted that testing capacity is increasing rapidly in Japan. The major airports have the capacity to test about 10,000 people per day. Mr. Takahata added that much of it has to do with the Olympics next year. He reported that the Japanese are ready to travel as soon as Hawai'i is ready. Mr. Takahata said four flights took place in August at 90% load capacities with no issues. He noted that the recovery plan has been implemented smoothly, on time, and on budget.

Mr. Takahata described the recovery plan in three phases. He said Phase 1 revolved around communication to Japan about Hawai'i's situation. He said that in Phase 2, HTJ started to warm up for travel. He said HTJ continues to engage with the travel trade industry and consumers. He added that HTJ is ready for Phase 3 when Japanese visitors resume travel. Mr. Takahata said Hawai'i needs to get the situation under control as it enters Honolulu Marathon season. He reported that the Hawai'i at Home platform has been very successful, and HTJ has worked with top chefs and musical artists like Roy Yamaguchi and Alan Wong to engage the Japanese community. The programs include interactive cooking lessons as well as drawing lessons with top artists from POW! WOW! in Kaka'ako. He added that the programs have been so popular that HTJ has needed multiple sessions to accept everyone

who wants to participate. Mr. Takahata said they have begun 3D virtual tours of Hawai'i attractions like 'Iolani Palace, Bishop Museum, and other attractions. He noted that there is a nonprofit support component in which Japanese participants can donate, and 100% of the proceeds go to these organizations. He reported that the Aloha Program, HTJ's destination specialist program, continues to roll on in a robust way, and membership is up 127%. He said HTJ's online seminars have reached over 4,000 agents who can engage with various local stakeholders. Mr. Takahata noted that the safety video is time-sensitive as many destinations have already released similar videos. He added that Hawai'i is one of the biggest markets and needs a safety video in the market. He said most of the filming is complete and should be ready by the middle of September. He said HTJ's messaging will be very much in line and consistent with HTA's imaging, branding, and messaging.

Chair Sanders asked when HTJ would launch the video. Mr. Takahata responded that it will be ready by September 15th or 16th, but would like to share the video with the Committee and Board prior to releasing it. Chair Sanders asked for a market forecast for the end of the year. Mr. Takahata forecasted about 15% to 20% of market recovery, but as the reopening is delayed that number becomes smaller. He said the Honolulu Marathon opened for registration in Japan, and the estimate is that 5,000 to 6,000 marathoners will register though that number is usually 15,000 to 16,000.

Ms. Kimura asked if there is no refund if the marathon is canceled. Mr. Takahata responded that the person can receive credit for the next marathon.

Ms. Herman asked if marathons are open in Japan. Mr. Takahata responded that marathons after April had been canceled. Ms. Herman asked if 5,000 to 6,000 marathoners have already booked. Mr. Takahata responded that those are not confirmed bookings, but rather the expected number.

Chair Sanders invited the public to provide testimony, and there was none.

**7. Presentation of HVCB Jay Talwar/Sr. VP & CMO of the newly updated video, social media messages and media strategy:**

Chair Sanders recognized Jay Talwar of HVCB to present a market and media strategy update. Mr. Talwar reported that travel sentiment remains low. He noted that if people are traveling, it is mainly regional flights, and people are concerned about the economy and COVID-19. He added that expectations for travel in the fall have dropped dramatically. Mr. Talwar noted that less than 10% of people participating in the traveler sentiment surveys would be unhappy to wear a mask after the 14-day quarantine is lifted. He said resident sentiment has shifted dramatically and more people want tourism to resume due to an increase in layoffs and furloughs. Mr. Talwar said the message and target strategy will be focused on attracting visitors who will leave Hawai'i better than when they arrive. The message will not only be that it is time to come back to Hawai'i, but also time to give back to Hawai'i. He added that the messaging needs to be aligned with these new directions. He said HVCB is putting together social media mood boards that present the destination

appropriately, highlighting the spectacular environment, wide open spaces, the ability to recharge and reinvigorate, the cuisine, and the multi-ethnic background and blend of cultures.

Mr. Talwar said HVCB has begun reaching out to and engaging with local ambassadors through the Island Chapters. He noted that another focus is talking to visitors about how to give back through voluntourism programs. He added that Caroline Anderson, HTA Director of Community Enrichment, and Mr. Ka'anā'anā have helped to identify those programs. Mr. Talwar said HVCB is working with Facebook, Instagram, YouTube, and Pinterest, and HVCB's content will be cut down so that it works on social media. He added that it is important for residents to know how the visitor industry is speaking with visitors.

Mr. Talwar said HVCB is working on a digital travel guide, developing content, and sharing it through its social media handles. He noted that the target is still the avid traveler with a focus on the four major markets in Los Angeles, San Francisco, Portland, and Seattle. He said HVCB is focused on three segments of travelers: (1) Ready to Go (repeat visitors), (2) the Mindful Traveler, and (3) Ready to Give. Mr. Talwar explained that this targeting is based on offline and online signals and behaviors. He added that HVCB's media plan revolves around the October 1st reopening date. He noted that HVCB has been in discussions with several hoteliers about promotional activity, such as free nights if guests engage in voluntourism activity. He wants to show residents that the visitor industry is committed to the right visitors, not just numbers and arrivals. He also discussed kama'āina staycation plans in which visitors and residents can come together for a positive impact.

Chair Sanders invited the public to provide testimony, and there was none.

#### **8. Presentation and approval of establishing a Surfing & Canoe Paddling Advisory Group:**

Chair Sanders recognized Mr. Ka'anā'anā to present a proposal on establishing a Surfing and Canoe Paddling Advisory Group. Mr. Ka'anā'anā reported that he has been in touch with people in the community to get a sense of what is important to them as this work moves forward. He said the main thing he has heard is a desire for it not to be O'ahu-centric. He noted that he needs more time to put the details together. Mr. Ka'anā'anā said he and Senator Glenn Wakai have been in discussions about selecting Hawai'i as the official training site for the U.S. Olympic Surfing Team. He added that he has begun working with community partners and will start to get them looped in to this work. Chair Sanders expressed support for the advisory group and suggested that someone from the Board should be on the advisory group as a connection to the Board. Benjamin Rafter agreed that a Board member should be on the advisory group to be engaged and involved. Chair Sanders said he will recommend establishing the advisory group to the full Board with more information to follow from Mr. Ka'anā'anā.

Chair Sanders invited the public to provide testimony, and there was none.

**9. Adjournment:**

The meeting adjourned at 2:42 p.m.

Respectfully submitted,

*Reyn S.P. Ono*

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Reyn S.P. Ono

Recorder

## **Agenda Item #3:**

Presentation from HVCB on updates to marketing plans for welcoming back visitors.



Hawai'i Tourism Authority

# Marketing Standing Committee Meeting

Hawai'i Visitors & Convention Bureau Re-opening Plan Update

September 23, 2020

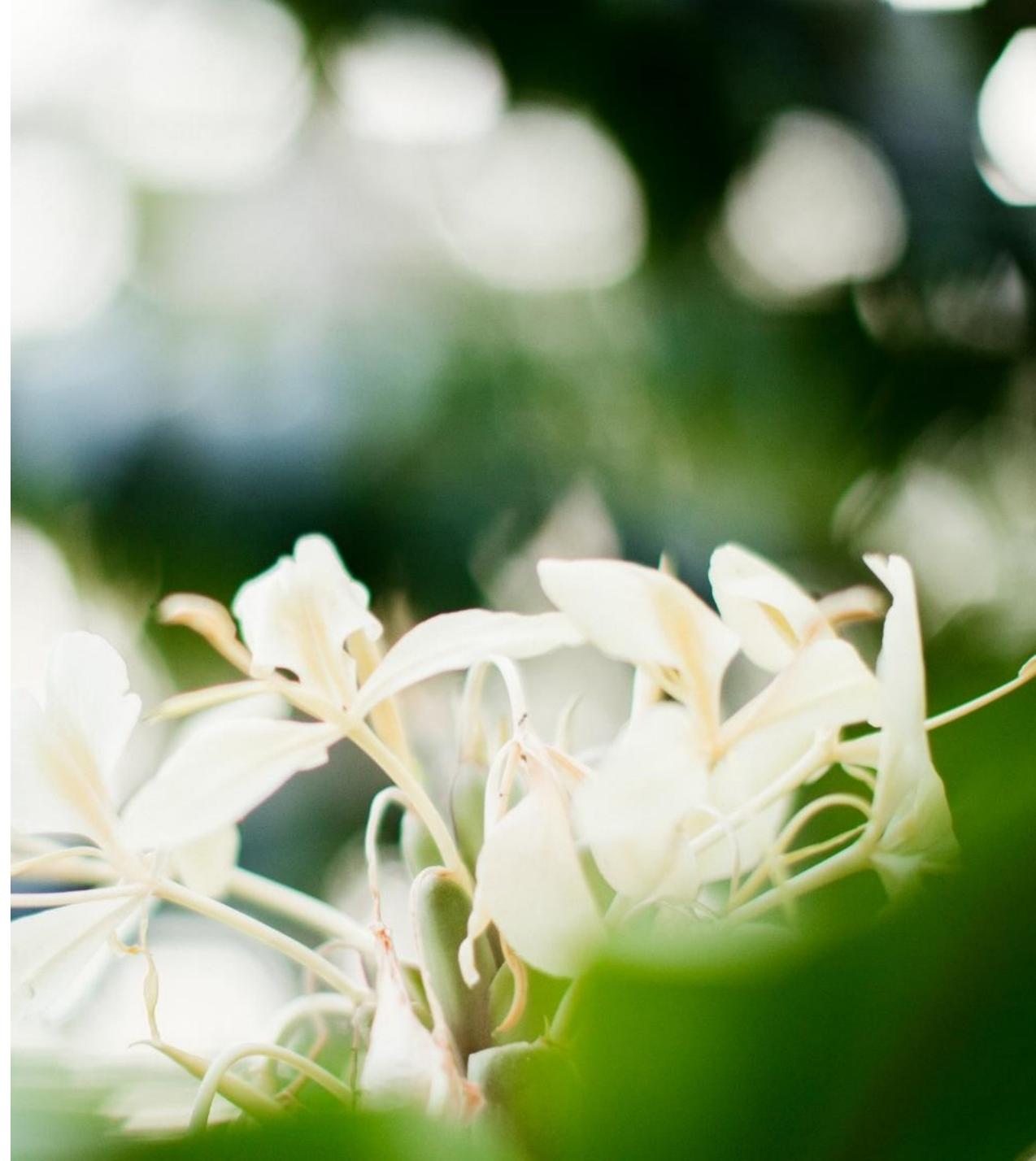
# Agenda

## 1. Market Insights

- Travel Mindset

## 2. Communications Plan

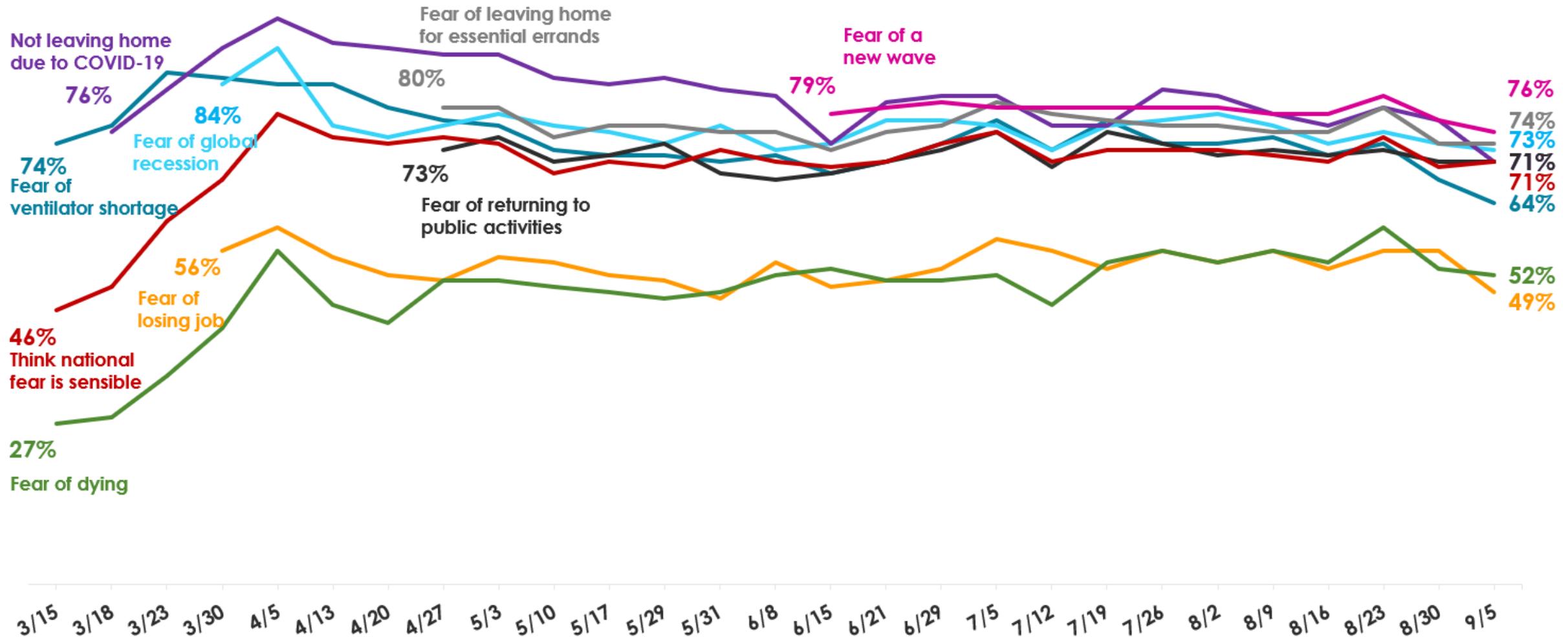
- Objective
- Overview
- Messaging
- Industry Partnership





# Market Insights

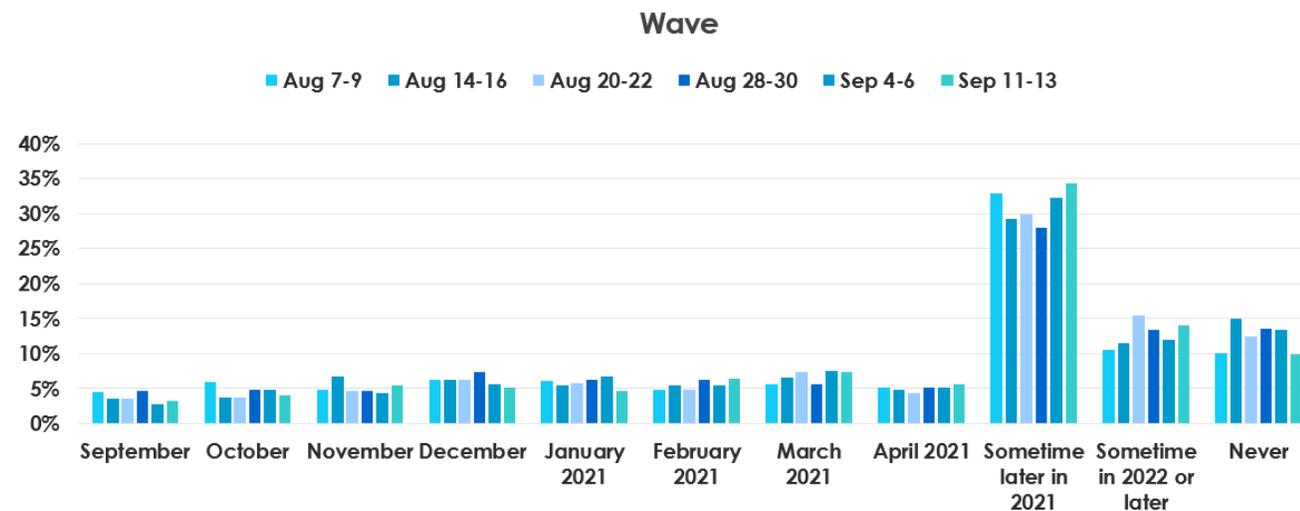
# The Harris Poll: COVID-19 in the U.S. Working in an Environment of Fear



# U.S. Resident Travel Sentiment Remains Low, Tourism Recovery Will Start Slowly

- 53.5 percent now say they'll probably take more regional trips while avoiding long-haul trips due to the coronavirus.
- The average distance away from home for American travelers' commercial airline trip is reported to be 1,007 miles.
- 83.5 percent of travelers expressed some level of concern for the national economy.
- 68.6 percent of Americans say they have some level of concern about contracting the virus.

**Many American travelers are pushing their air trips to 2021.** Over one-third (34.3%) said they expect to take their next commercial airline trip sometime next year and haven't decided on a specific date.



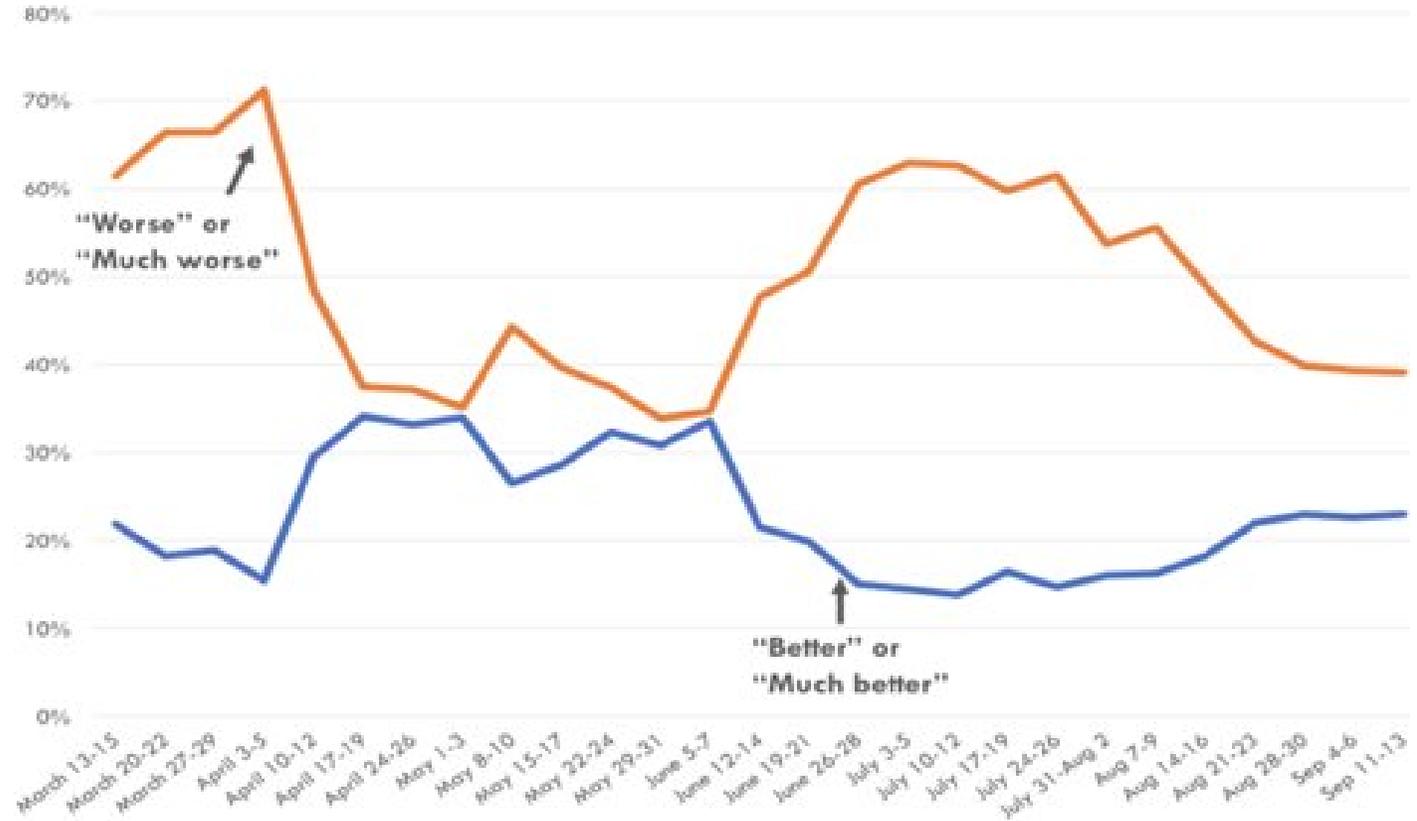
Source: Destination Analysts Coronavirus Travel Sentiment Index Report Waves 22-27

# Expectations for the Coronavirus Outbreak

**Question:** In the NEXT MONTH, how (if at all) do you expect the severity of the coronavirus situation in the United States to change?

In the next month the coronavirus situation will \_\_\_\_\_

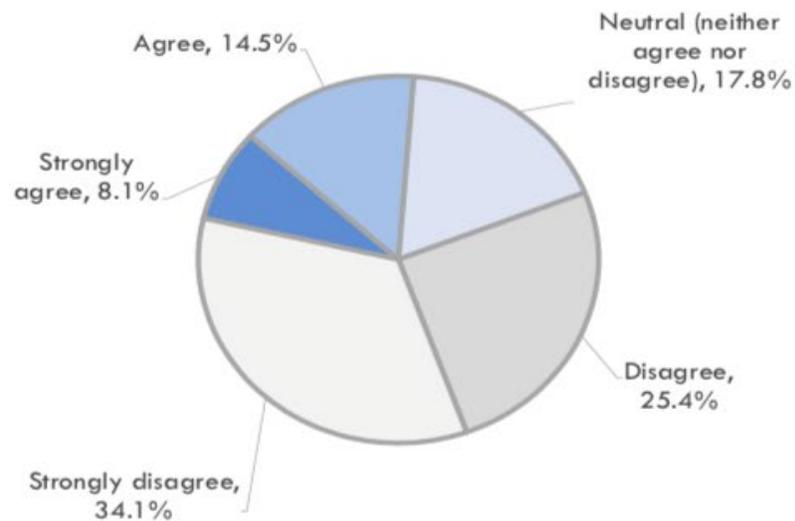
(Base: Waves 1-27. All respondents, 1,201, 1,200, 1,201, 1,216, 1,263, 1,238, 1,208, 1,204, 1,200, 1,212, 1,223, 1,257, 1,214, 1,214, 1,205, 1,231, 1,365, 1,213, 1,200, 1,206, 1,224, 1,201, 1,202, 1,207, 1,250, 1,225 and 1,205 completed surveys.)



# Expectations for Pandemic's Course at the End of 2020

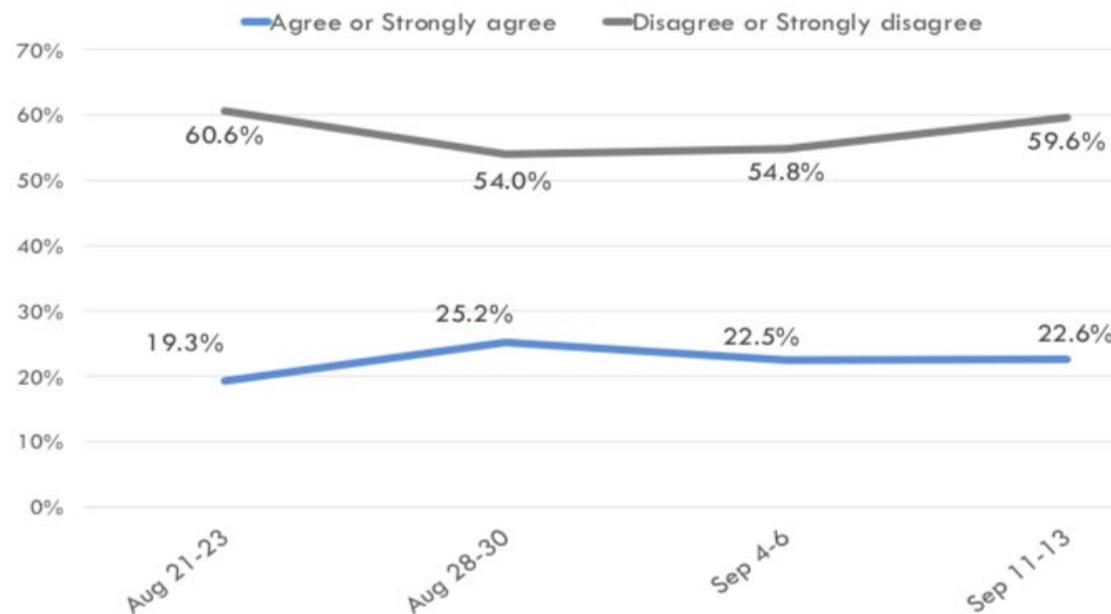
**How much do you agree with the following statement?**

**Statement:** I expect the Coronavirus situation will be resolved BEFORE THE END OF THIS YEAR.

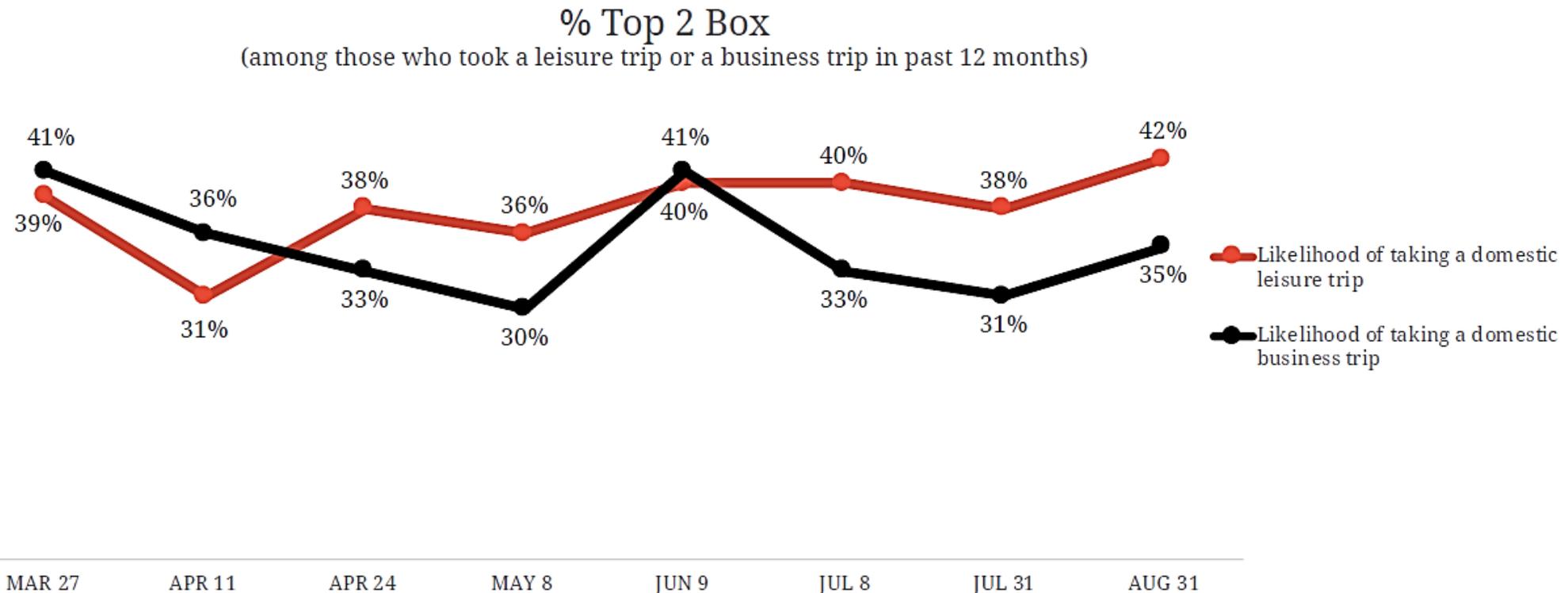


(Base: Waves 24-27. All respondents, 1,207, 1,250, 1,225 and 1,205 completed surveys.)

## Historical data

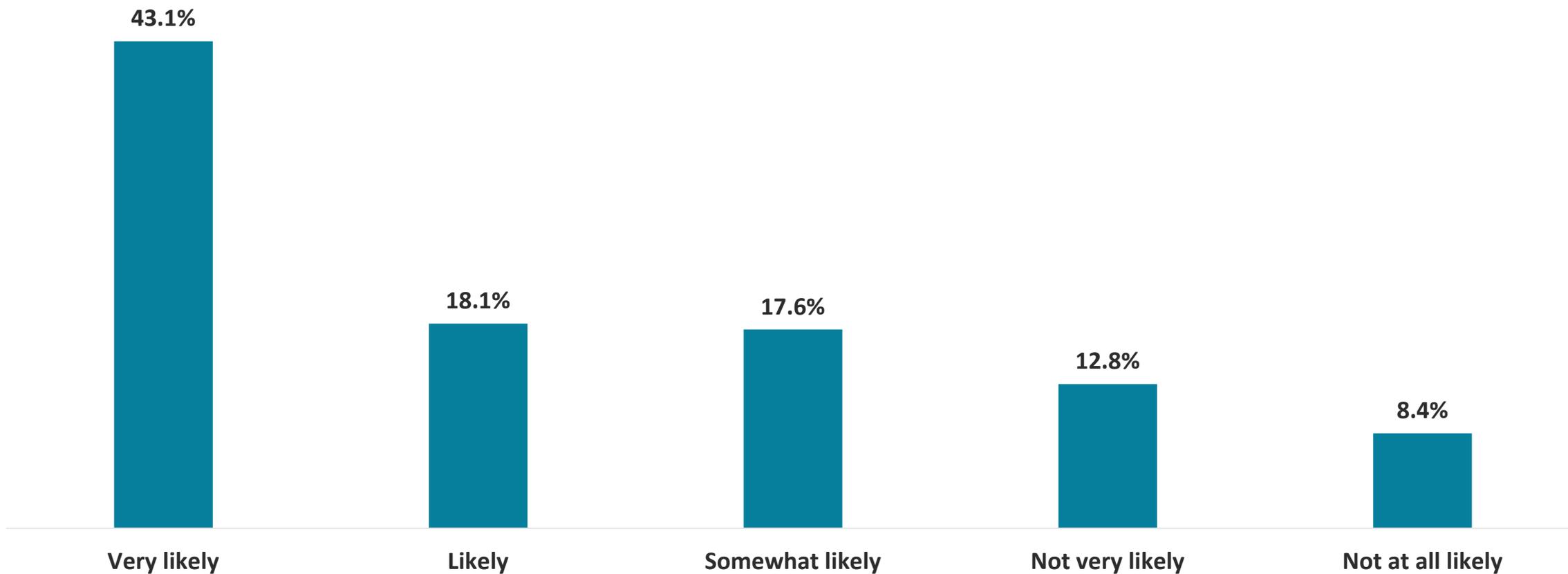


# Likelihood of taking a domestic leisure trip in the next six months

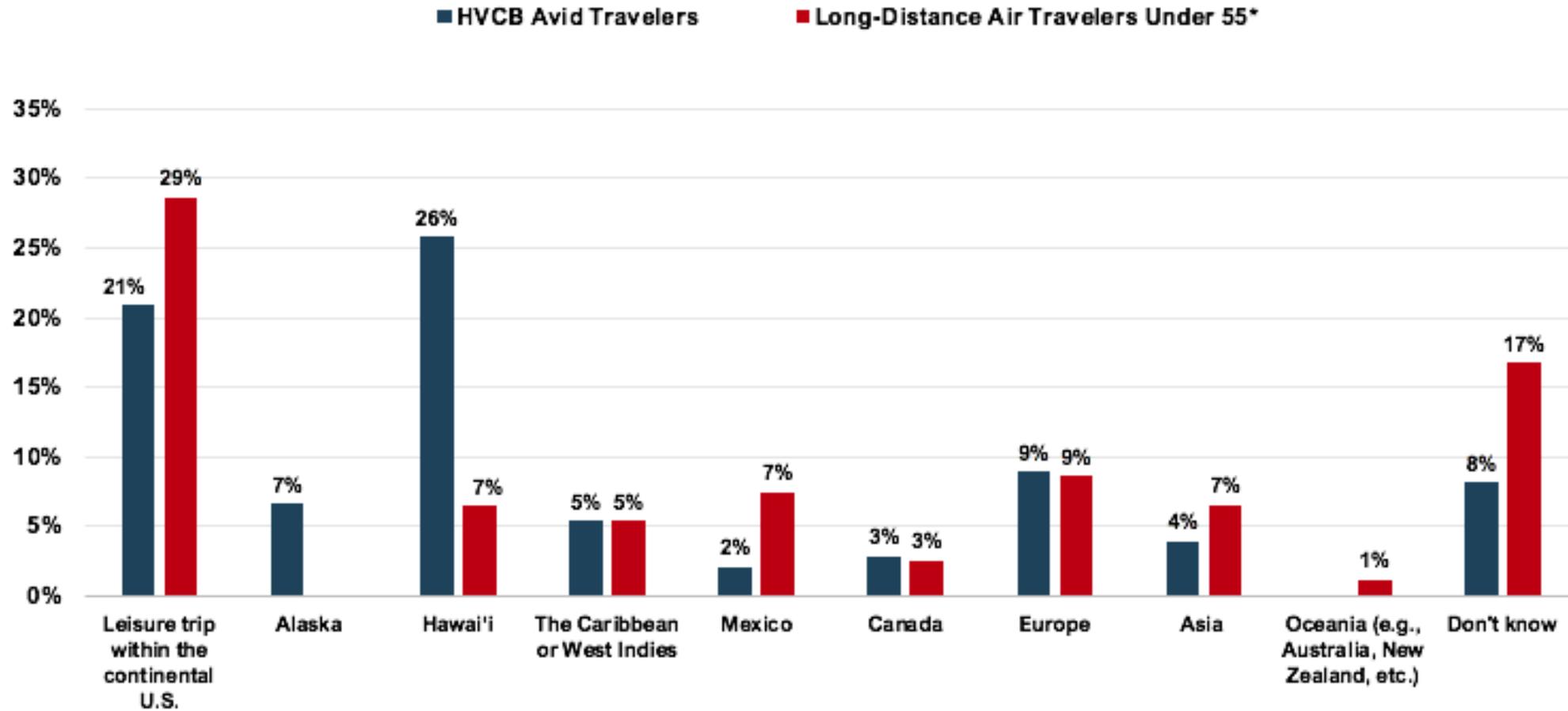


**Question /** Using a scale of 1 (not at all likely) to 5 (extremely likely), based on how you feel today, how likely are you to engage in each of the following activities during the next 6 months? (Leisure: n=1,141; Business: n=725)

# Likelihood of purchasing travel in the next 12 months



# Next Leisure Destination

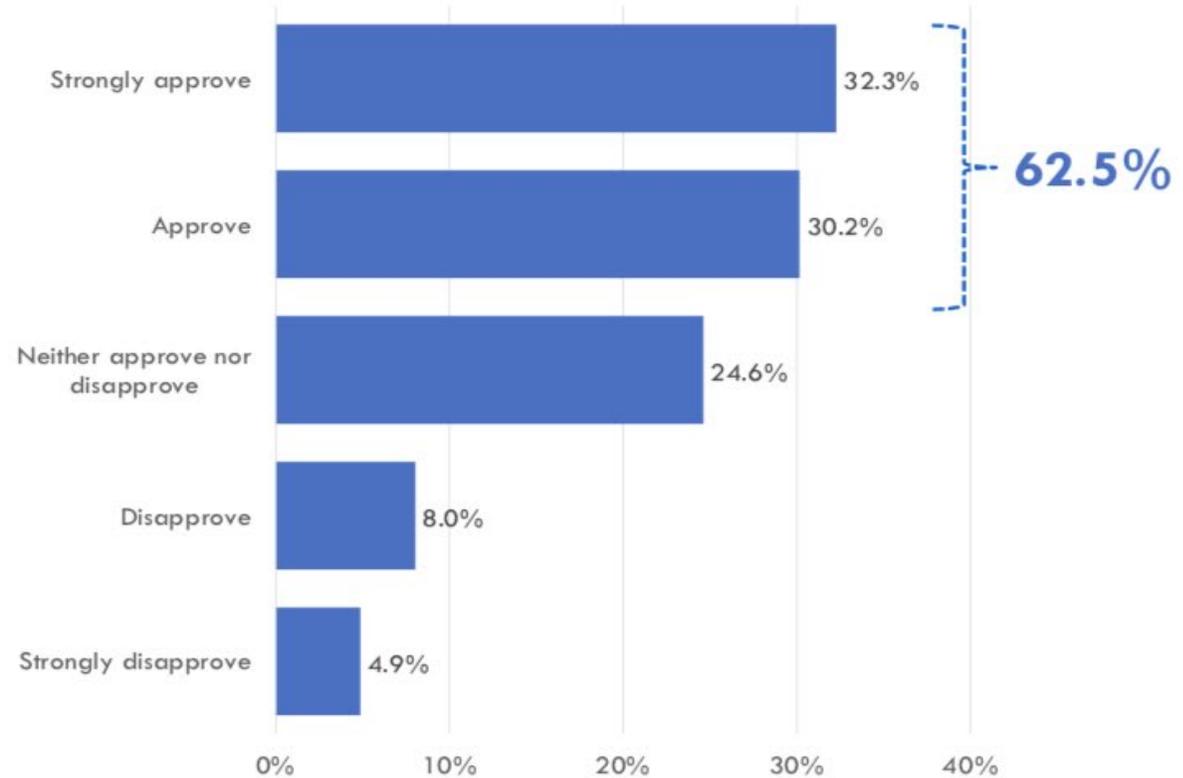


# Perception of COVID-19 Pre-Test/14 Day Quarantine Requirement

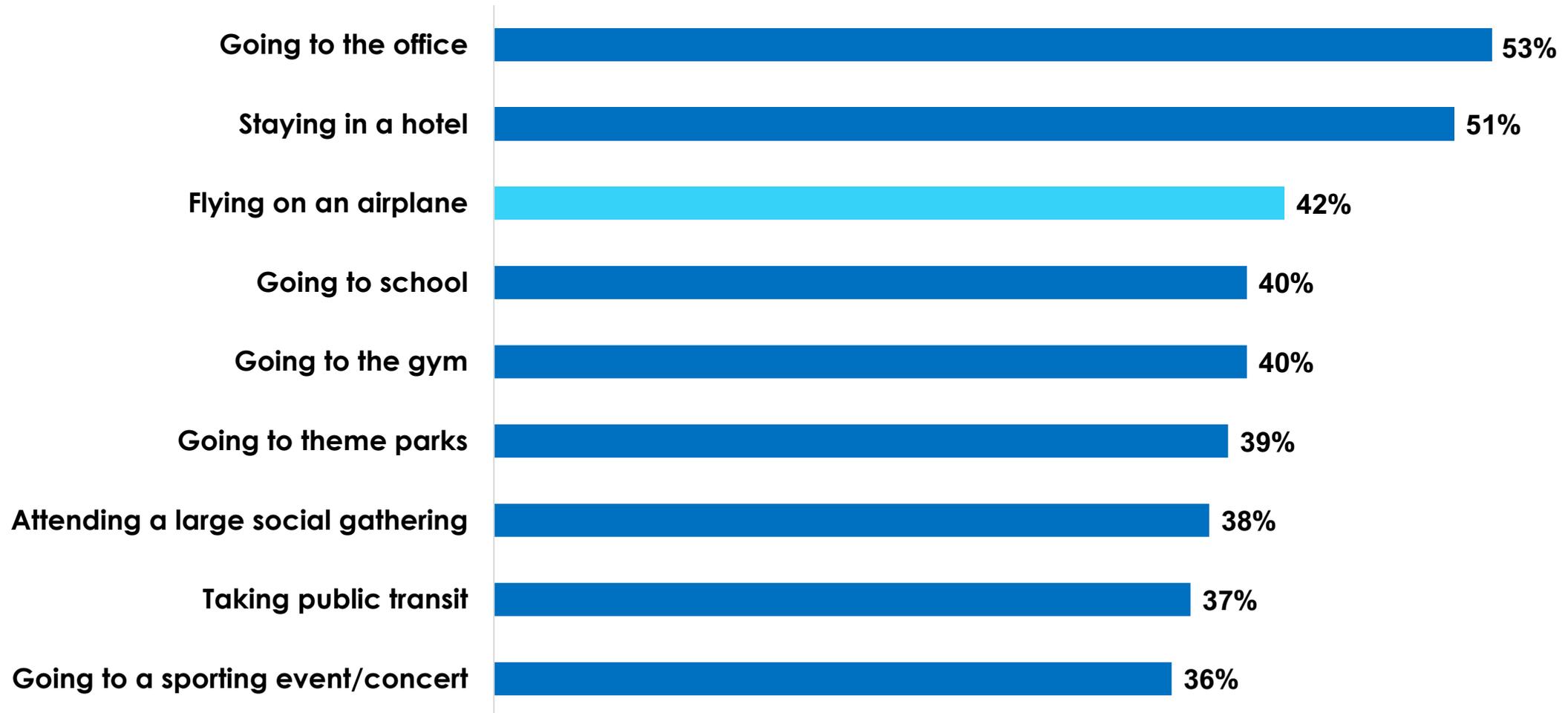
**Question:** Some U.S. States are requiring that travelers from high-risk states take action such as showing a negative COVID-19 test or opting to self-quarantine for 14 days.

**Which best describes how you feel about these policies? (Select one)**

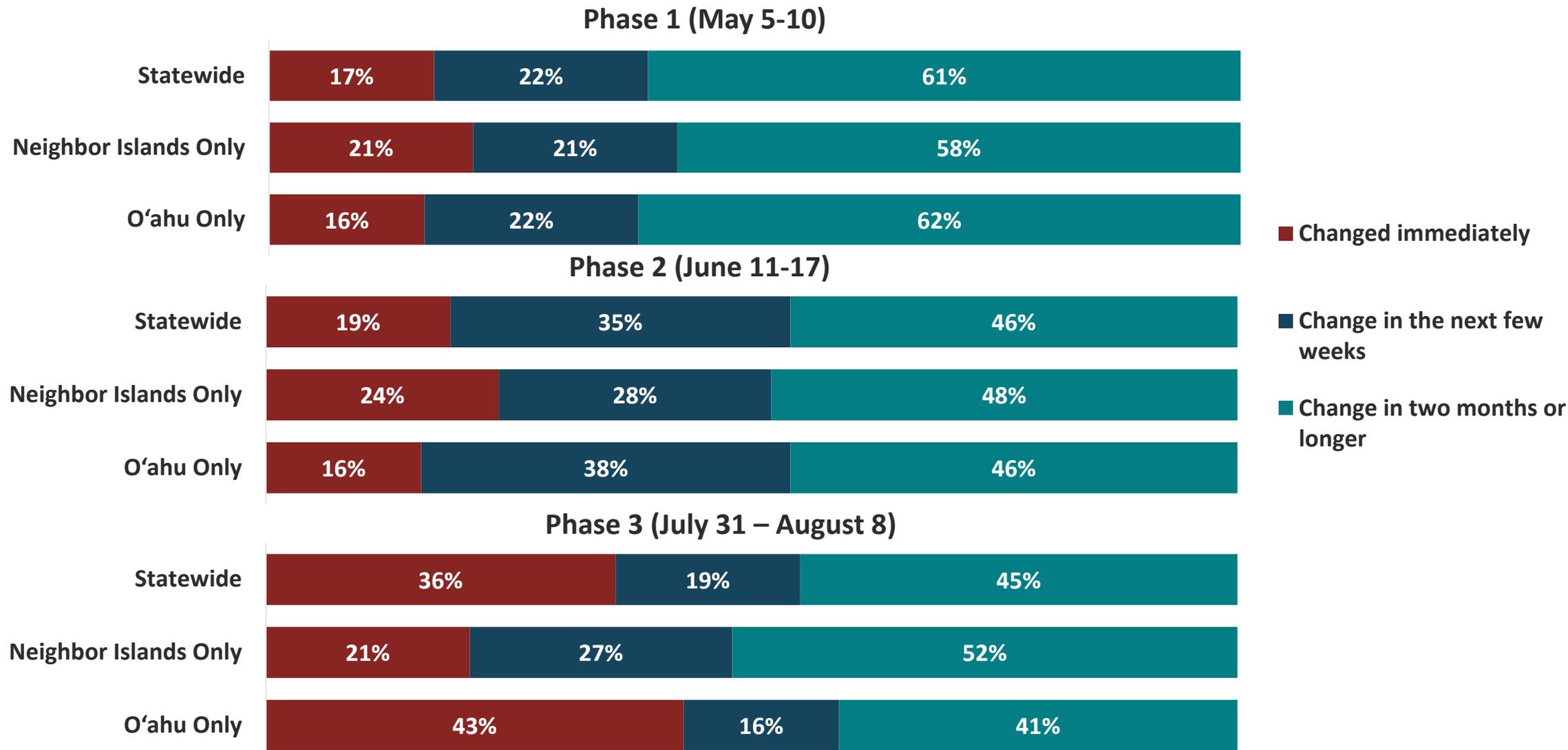
*(Base: Wave 23 data. All respondents, 1,193 completed surveys. Data collected Aug 14-16, 2020)*



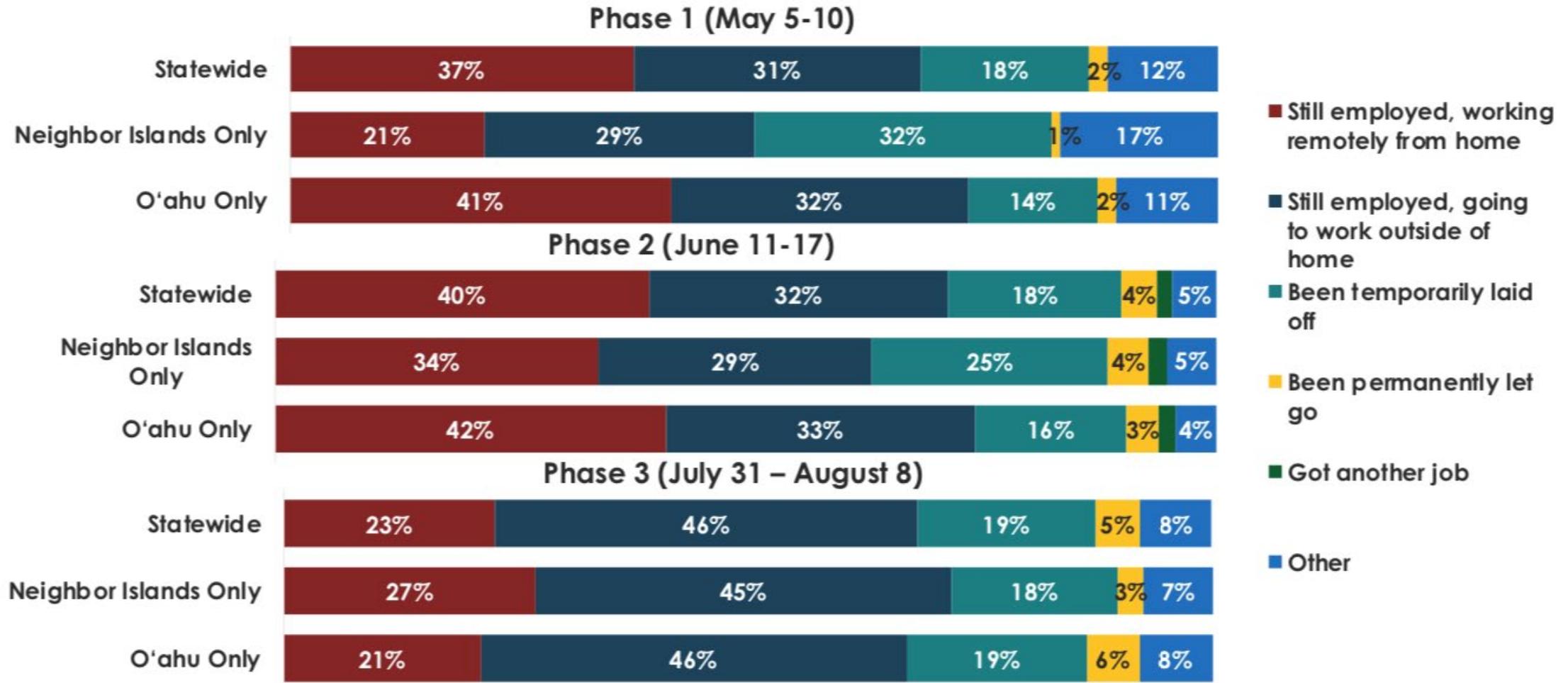
How comfortable would you be doing each of the following if you were able to get a rapid COVID-19 test beforehand?



# Hawaii Residents – How rapidly do you think the policy of discouraging tourists from coming should be changed?



# Hawaii Residents – What is your employment situation now? (Of those working in February 2020)



A lush green forest scene with a waterfall cascading into a dark pool. The foreground is dominated by large, vibrant green leaves, some of which are being held by a hand on the left side. The background is a dense, verdant forest covering a hillside.

**It's Time**

# Communications Objective

**Attract visitors who will leave Hawai'i better than when they arrived.**

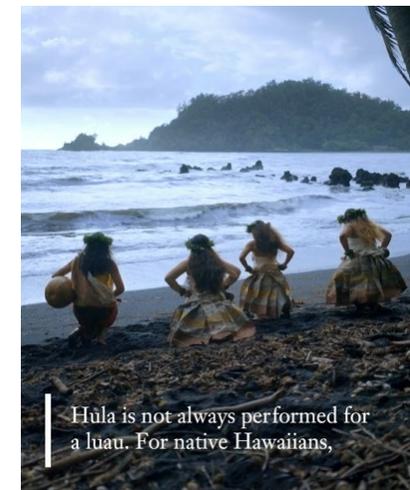
We'll let visitors know that it's not only time to come back to Hawai'i.

It's time to give back to Hawai'i.

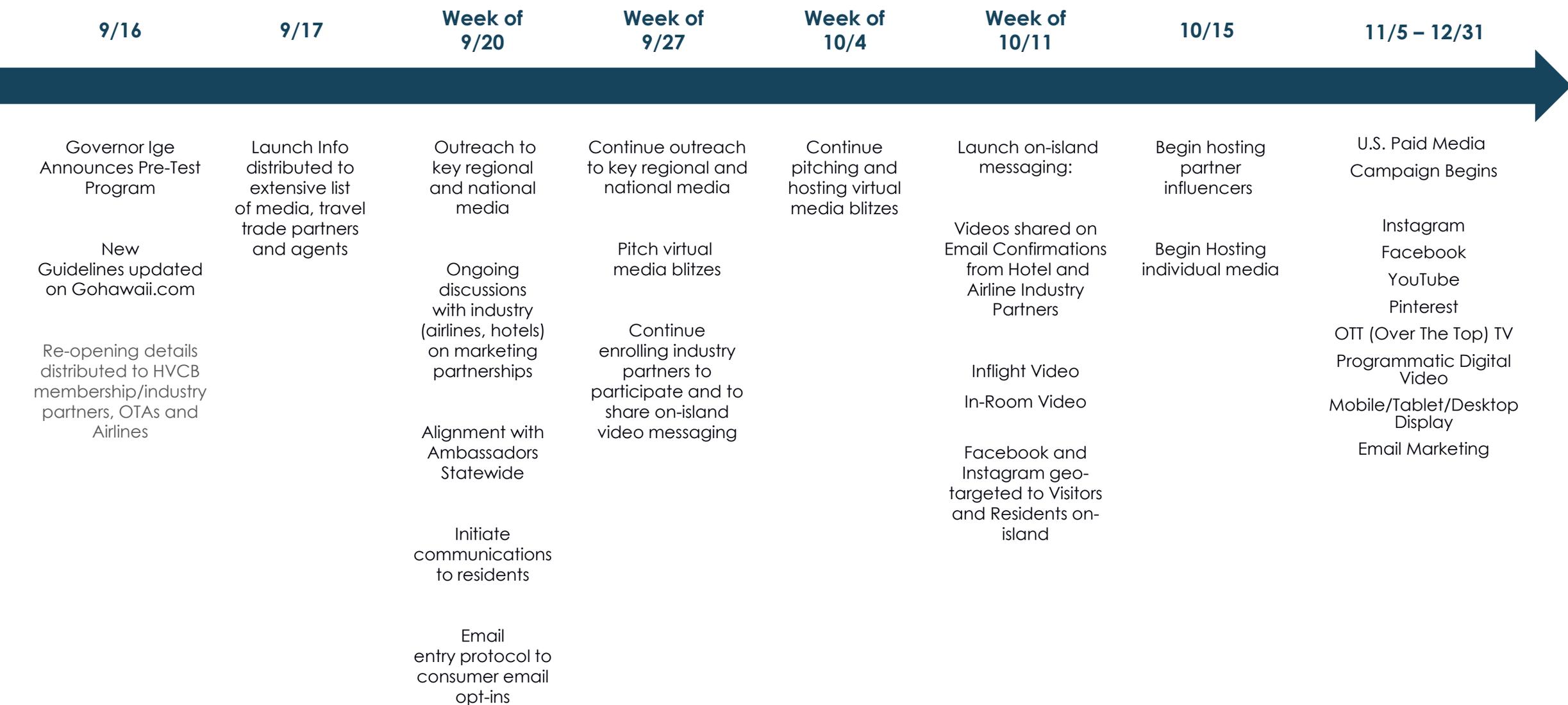


# Communications Strategy

- Maintain Brand Integrity
- Share Destination Health & Safety Protocols
- Dial-Up Mindful Traveler Messaging
- Local Ambassadors sharing their values
- Deliver Messaging:
  - Pre-Arrival
  - Post-Arrival



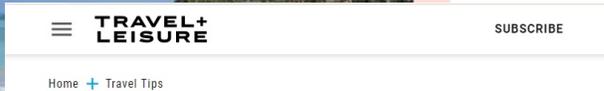
# Re-Opening Communications Plan



# Re-Opening Communications Plan - Initial Results



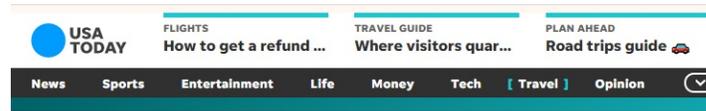
## Hawaii will reopen to tourists Oct. 15 – with some conditions



### Travelers to Hawaii Can Bypass Quarantine With a Negative COVID-19 Test Starting Oct. 15

The policy was originally supposed to be implemented on Aug. 1.

BY CAILEY RIZZO | SEPTEMBER 17, 2020



TRAVEL NEWS

### Hawaii to let travelers who test negative for COVID to bypass quarantine starting Oct. 15

David Oliver USA TODAY

Published 7:05 a.m. ET Sep. 17, 2020 | Updated 10:08 a.m. ET Sep. 17, 2020



Hawaii Gov. David Ige said Wednesday that starting Oct. 15, travelers from out of state may bypass a 14-day quarantine for COVID-19.

Newsweek

NEWS

### To Revive Ailing Tourism Economy, Hawaii Says Out-of-State Travelers Can Now Bypass 2-Week Quarantine

BY MILI GODIO ON 9/17/20 AT 4:00 PM EDT

Hawaii Governor David Ige announced on Wednesday that a pre-travel testing program will be implemented throughout the state starting October 15. It will allow out-of-state travelers to bypass the 14-day quarantine period if they show a negative COVID-19 test result upon arrival.



Sep. 16, 2020 at 7:31 pm | Updated Sep. 17, 2020 at 5:32 am



In this file photo from June 5, 2020, a surfer walks on a sparsely populated Waikiki Beach in Honolulu, Hawaii's governor... (Audrey McAvoy / The Associated Press) More

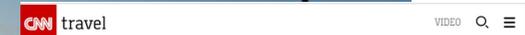
By AUDREY McAVOY

The Associated Press

HONOLULU — Hawaii Gov. David Ige said Wednesday that starting Oct. 15, travelers arriving from out of state may bypass a 14-day quarantine requirement if they test negative for COVID-19.



### Hawaii will allow pre-travel COVID testing instead of quarantining



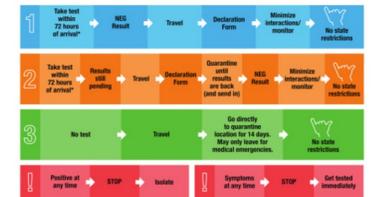
NEWS

### Hawaii tentatively reopening to tourists October 15

By Brooke Fletcher, CNN • Published 17th September 2020 (CNN) — Here we go again. Again.

Since June, Hawaii has been going back and forth on its decision-making around allowing tourists to return without a mandatory 14-day quarantine. Having announced target dates for reopening three previous times.

According to a news release dated September 16, "Gov. David Ige today announced a new leadership team that will oversee the state's public health response to COVID-19 and the pre-travel testing program for COVID-19, which will start October 15."



# Re-opening Campaign Paid Media Launch



Social Media



OTT



Video



Digital Display

Los Angeles Times

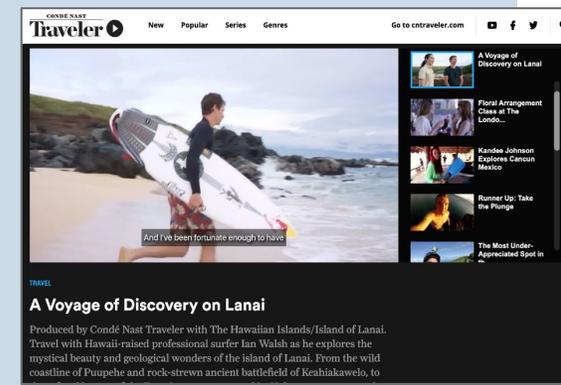


SFGATE

VARIETY

The Seattle Times

Condé Nast  
Traveler



## HAWAI'I IS BACK OPEN

**PAST** For months, we have closed our islands to outside visitors to keep our home and people safe.

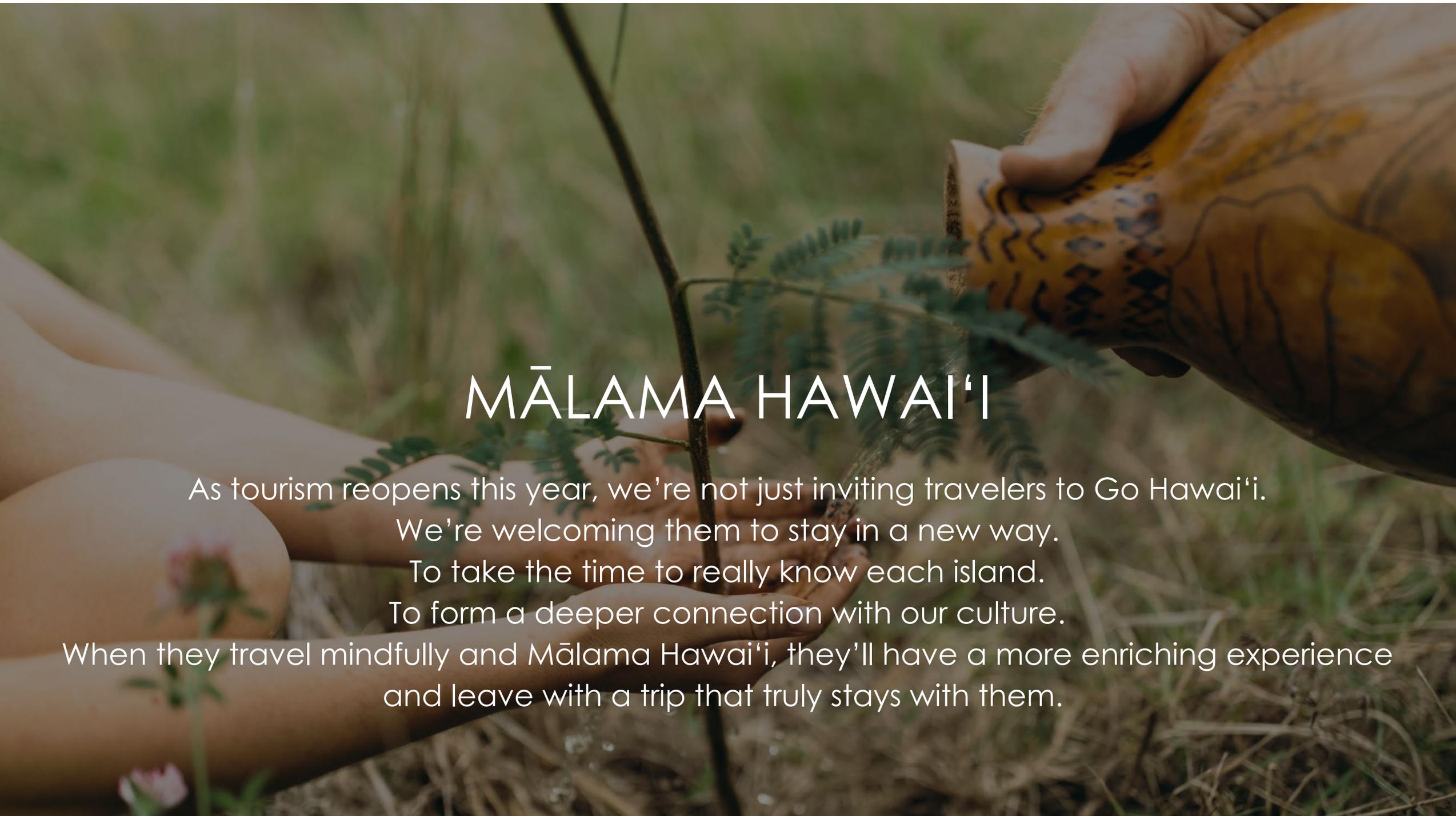
**PRESENT** Now, it's time to reopen our home to visitors to help rebuild our economy, restore jobs and share *aloha* with the world. But we must do so thoughtfully. Our mission is to drive awareness of the reopening and ultimately get tourism numbers back up, but we have to reset our approach to accomplish this. It can no longer just be about reaching and inspiring Avid Travelers to go to Hawai'i.

**FUTURE** We need to guide visitors to experience Hawai'i on a deeper level with an invitation that places greater emphasis on connecting with the community and our culture, following safe health practices, giving back to the destination and helping to preserve it for the future.

It's more than where you go. It's **how you stay.**

*Kuleana*

*It's Time*

A close-up photograph showing a person's hands holding a small, thin-stemmed plant with green leaves. Another person is pouring water from a brown ceramic pitcher with blue and black patterns into the hands. The background is a soft-focus field of tall grasses.

# MĀLAMA HAWAI'I

As tourism reopens this year, we're not just inviting travelers to Go Hawai'i.

We're welcoming them to stay in a new way.

To take the time to really know each island.

To form a deeper connection with our culture.

When they travel mindfully and Mālama Hawai'i, they'll have a more enriching experience and leave with a trip that truly stays with them.

# MĀLAMA HAWAI‘I

Our content and messaging framework will serve as a mindful travel guide inspiring visitors to take care of Hawai‘i and themselves during their stay for a more enriching experience.

Mālama Hawai‘i means inviting visitors to:

## **Stay Open**

From staying open to new experiences to enjoying wide open spaces, we’ll bring soft adventures to life – shining a light on social distancing-friendly environments.

## **Stay Connected**

Embrace moments that help visitors stay present and connected – to each other and to themselves. With an emphasis on romance, rejuvenation, and wellness, we’ll provide a sense of calm that we could all use right now.

## **Stay Mindful**

By getting to know the local culture and community, travelers will walk away with a deeper understanding – and why it’s so important to Mālama Hawai‘i

## **Stay Safe**

Health and safety are top of mind as Hawai‘i reopens. So when we welcome visitors back, we’ll also keep them informed – with all the ways they can exercise caution as they explore the islands.

## **Stay Involved**

We’ll highlight all the ways visitors can give back during their visit. Everything from sustainable activities to voluntourism will be put in the spotlight, showing how they can make a positive impact on the Hawaiian Islands.

## MĀLAMA HAWAI‘I

The Hawai‘i Tourism Authority, in partnership with a statewide alliance of private industry partners including hotels, airlines and volunteer organizations, are coming together with an initiative to encourage mindful and ultimately regenerative tourism by giving visitors an opportunity to stay an extra day at no charge if they participate in a voluntourism activity.

The Mālama Hawai‘i program will help us maintain the beauty of Hawai‘i for future generations and will provide visitors with a more meaningful and enriching travel experience.

MĀLAMA HAWAI'I

## 0:15 Social Video Ad

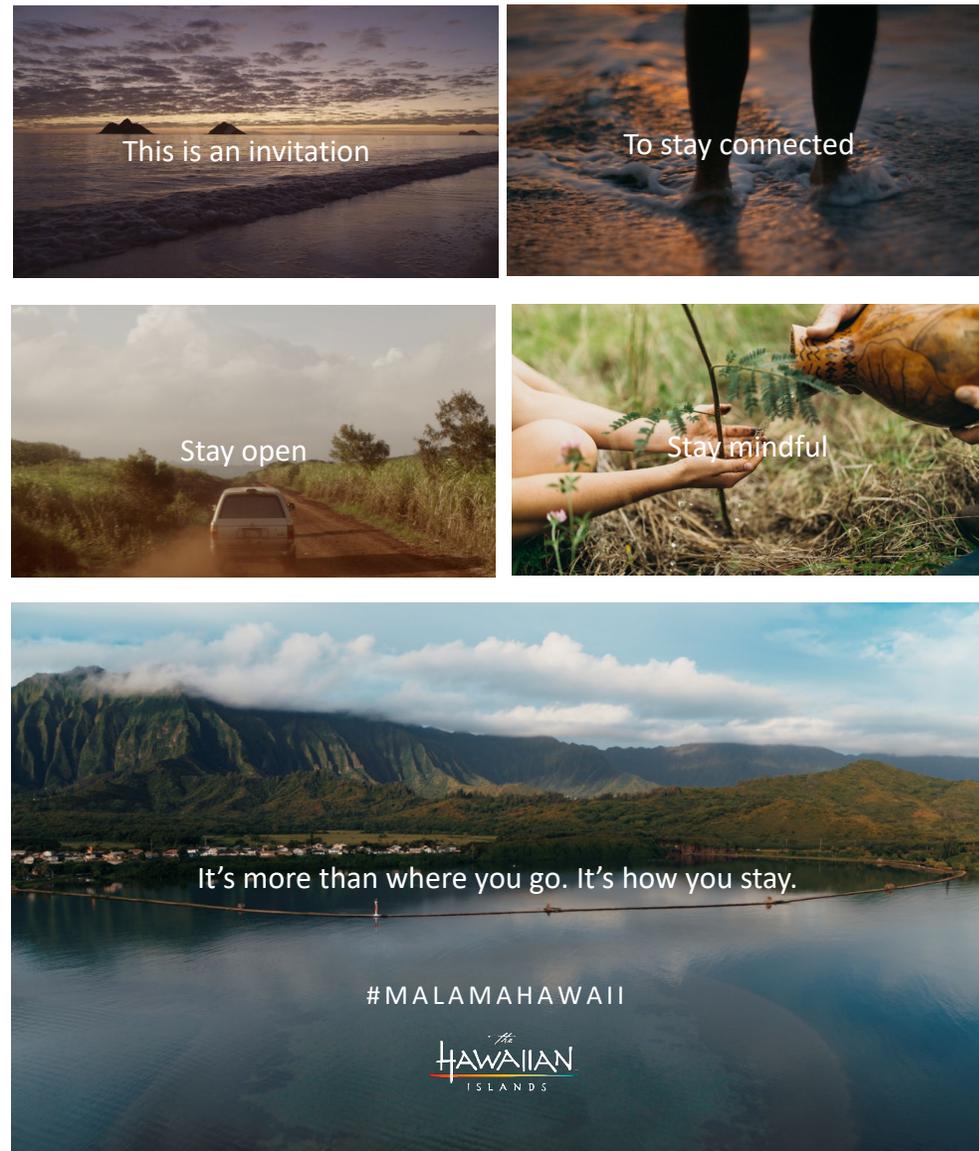
---

### Sample script:

This is an invitation  
Not just to stay here  
This is an invitation  
To stay connected  
Stay open  
Stay mindful  
It's more than where you go  
It's how you stay  
*Mālama Hawai'i*

### Social Post Copy:

As Hawai'i reopens, we welcome you with an open heart, and with an invitation – to Mālama Hawai'i. To put it simply, Mālama means to take care - of our earth, ourselves and each other. And by doing so, you'll experience a deeper connection and a stay that really stays with you.

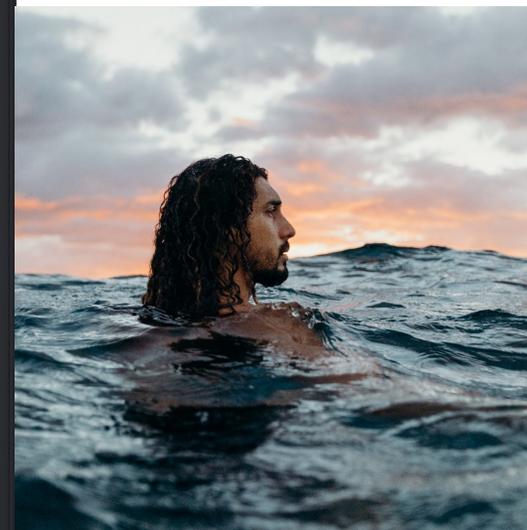
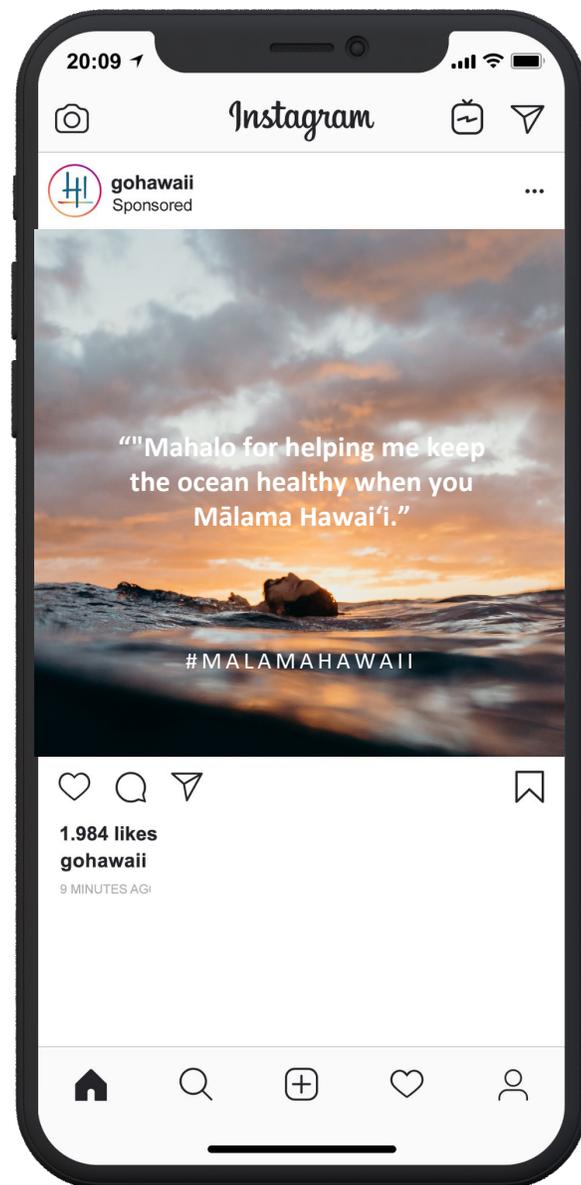


Sample frames from script

MĀLAMA HAWAI'I

## Ambassador Invitations

Building on our reopening efforts, we'll create a series of invitations from ambassadors speaking to their own personal connection with *mālama*, and welcoming visitors to Mālama Hawai'i when they visit.



PROGRAMMING

# MĀLAMA HAWAI‘I OFFER

As hotels around the state reopen their doors, let’s come together as one *‘ohana* and give our guests the opportunity to stay a free night if they engage in a volunteer project to help regenerate the natural beauty and culture of Hawai‘i.



SAFE TRAVELS   ISLANDS   EXPERIENCES     CULTURE   PLANNING   LANGUAGES  

## Giving Back on Vacation

Malama Loko Ea Foundation

Explore more about the Hololea Visitor Tour Program today!

Maui Nui Botanical Gardens

Learn more about Voluntourism opportunities.

Pohaha I Ka Lani

Find out more about Pohaha Ka Lani vacation volunteer programs!

Pacific Whale Foundation

Learn more about the Volunteers on Vacation program!

Sustainable Coastlines Hawaii

Learn More about Sustainable Coastline's Clean-up events!

Hawaii Forest Institute

Contact them at 808-933-9411 to find out about upcoming volunteer events!

KEY CHANNELS

## How We'll Promote The Program

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### Hawai'i Visitors & Convention Bureau

- National & local media outreach
- Social media & email
- Paid media in LA, SF, PDX, SEA
- Spotlight on GoHawaii.com

### Industry Partners

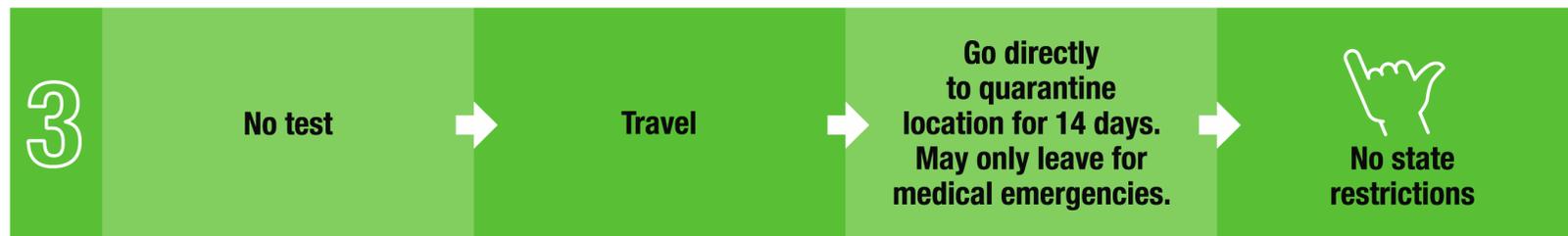
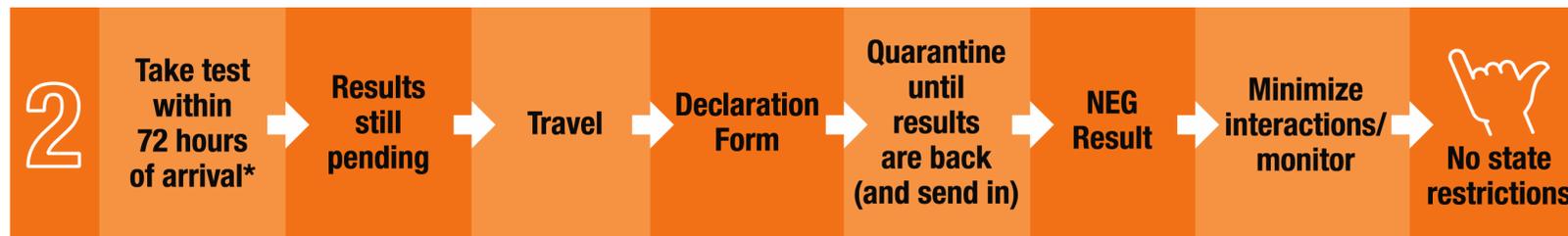
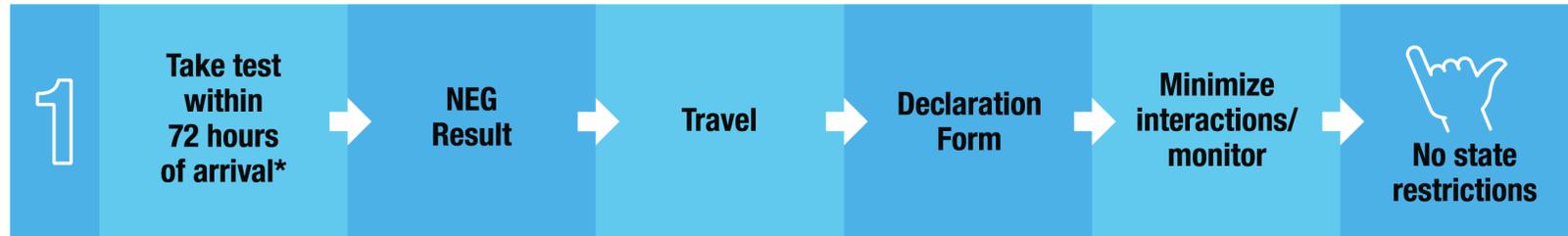
- Social media & email
- Influencer visits
- Direct sales calls
- Package development
- Participation in press release and media outreach



# FLYING INTO HAWAI'I?



Take a pre-travel test or quarantine for 14 days. Here are the steps:



\*Any approved Nucleic Acid Amplification Test performed at a CLIA certified lab

A high-angle photograph of a waterfall cascading down a dark, mossy rock face. The water is white and frothy as it falls. The surrounding area is a dense, lush green forest with various plants and trees. The word "Mahalo" is overlaid in white text on the right side of the image.

**Mahalo**

## **Agenda Item #4:**

Presentation from HTJ on  
overall recovery updates and  
welcoming back visitors

# ~Japan Market Updates~

September 23, 2020

# Japan Market Current Situation



# Japanese Political Situation

- New Prime Minister elected; PM Suga who was Abe's chief cabinet secretary.
- Abe's initiatives and foreign policy are likely to be continued.
- Suga will focus on COVID-19 and economic recovery.

# Japan's COVID-19 Cases (as of 9/18)

## Population

United States	Japan	Hawai'i	Tokyo
330.14 million	125.9 million	1.41 million	14 million

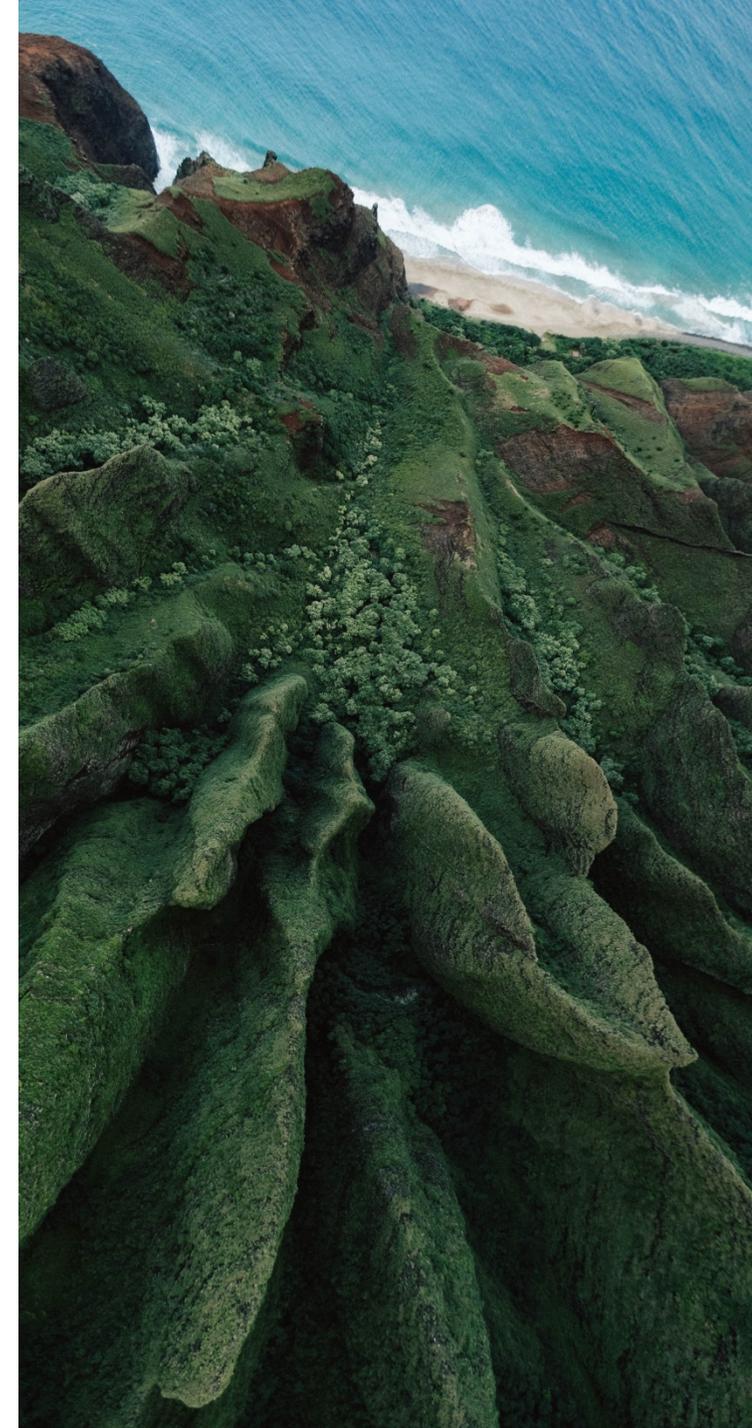
## Cases of COVID-19 in the US, Hawai'i and Japan

	U.S.	Hawai'i	Japan
Total Cases	6,656,799	<b>11,217</b>	<b>78,176</b>
Recovered	NA	<b>4,394</b>	<b>70,366</b>
Deaths	197,116	<b>120</b>	<b>1,499</b>

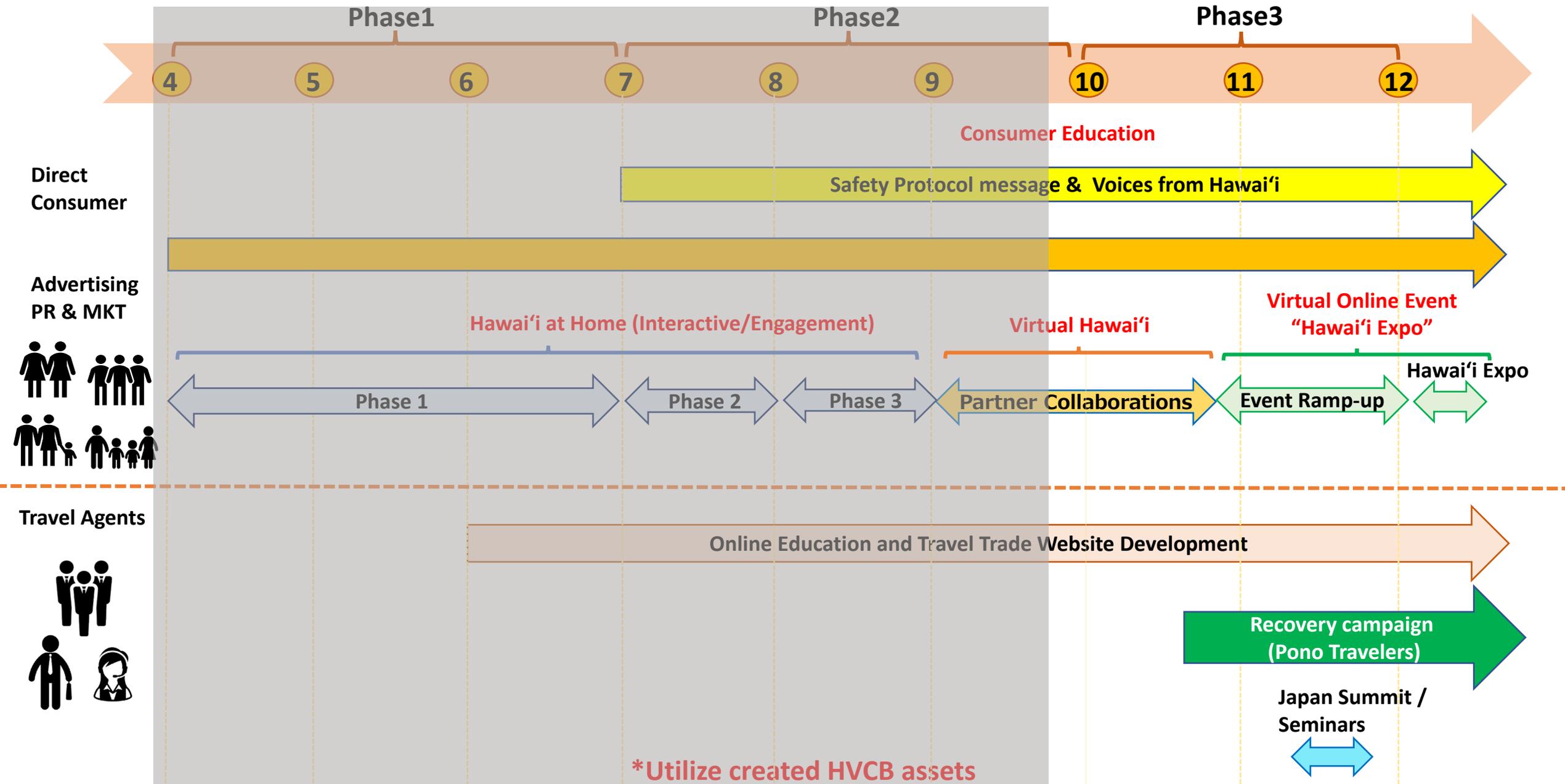
## Comparison of cases in Hawai'i and Japan per capita (100,000)

	Hawai'i	Japan
Confirmed Cases	<b>794</b>	<b>62</b>

Source: <https://web.sapmed.ac.jp/canmol/coronavirus/japan.html?y=1&d=0>



# Overview



The background is a dark green color with several bright, glowing green light streaks that curve across the frame from the top right towards the bottom left, creating a sense of motion and depth.

# HTJ Activities

~April to September~

# HTJ Activities

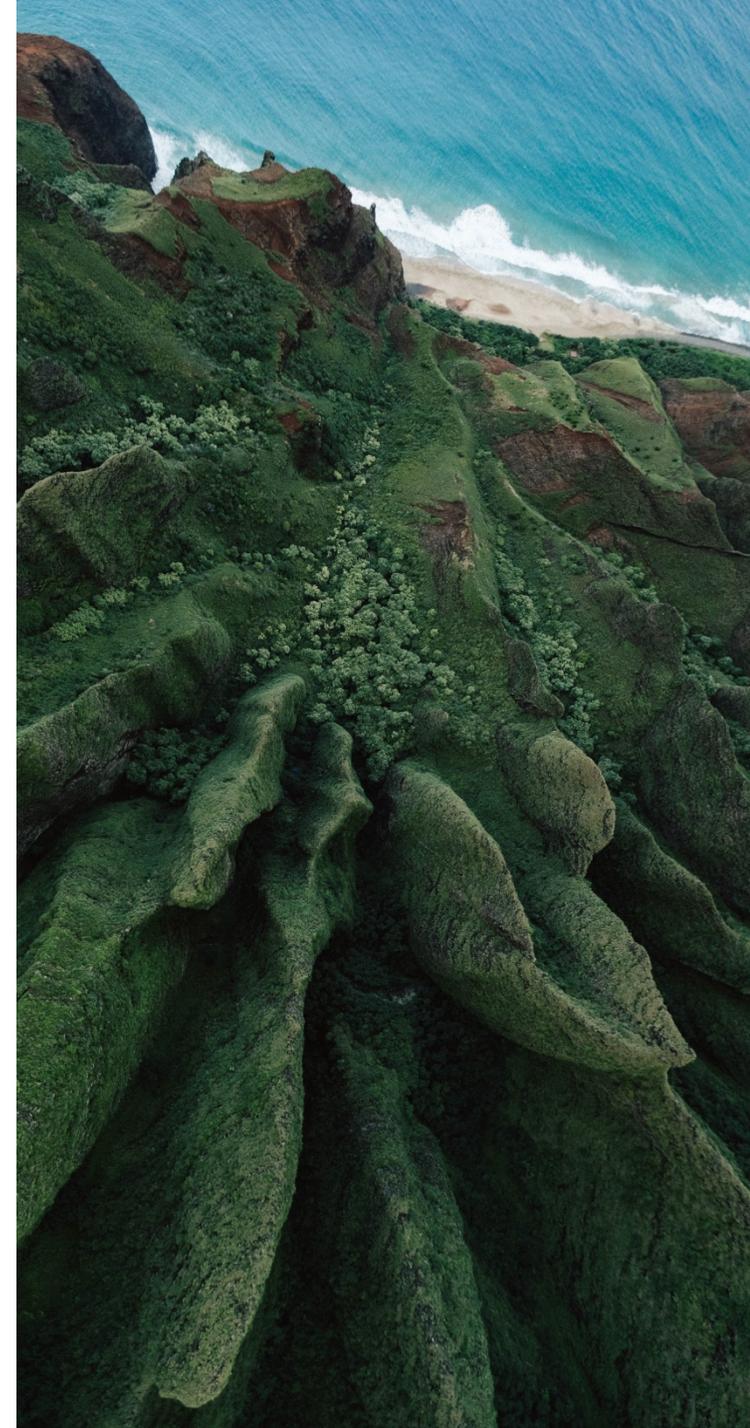
<p><b>COVID-19 Information Updates</b></p>	<ul style="list-style-type: none"> <li>Translated to Japanese and posted on the same day to the AllHawaii.jp site</li> <li>Created a portion to share on safety guidelines</li> <li>Website/Video Development</li> </ul> 
<p><b>Marketing</b></p>	<ul style="list-style-type: none"> <li>Conducted Hawai'i at Home (started 4/17~) <b>141</b> topics, PV: <b>840,370</b> UU: <b>660,052</b></li> <li>SNS campaign: <b>10.9 million</b> impressions</li> <li>Consumer sentiment survey: <b>56,261</b> surveys collected</li> </ul>
<p><b>Media Relation</b></p>	<ul style="list-style-type: none"> <li><b>19</b> Media exposures (2 Prints, 7 Online, 10 TV), <b>222,688,719</b> Impressions, <b>\$15,328,066.47</b> AVE</li> <li>Conducted Media meeting to provide updates</li> </ul>

# HTJ Activities

<b>Education</b>	<ul style="list-style-type: none"><li>• Travel Trade Webinar: <b>3,800+</b> Agents participated, <b>14</b> partners involved</li><li>• Aloha Program Webinar: Over <b>3,600</b> member participated (held every Thursday)</li><li>• Aloha Program <b>6,949</b> new members recruited</li></ul>
<b>Partner Relations</b>	<ul style="list-style-type: none"><li>• <b>25</b> Partner meetings</li><li>• Webinar involvement</li><li>• COVID-19 Information Updates</li></ul>
<b>Preparation for Reopening</b>	<ul style="list-style-type: none"><li>• Community outreach: Iolani Palace, Bishop Museum, PVS, Malama Pono etc.</li><li>• Responsible Tourism initiatives: Microsite development</li><li>• SDGs: MICE, Edu-tourism</li></ul>

# COVID-19 Microsite Development

- ① Promote tourism recovery from Japan after the mandatory 14-day quarantine is lifted
- ② Communicate Hawai'i's infection status and safety with the safety protocol initiatives implemented
- ③ Eliminate anxiety and doubts amongst travelers, by providing pre-travel information for Hawai'i and assistance during travels





ハワイ観光局は、新型コロナウイルス感染症（COVID-19）の感染状況を踏まえ、ハワイ旅行前に準備しておくことから、旅行中の安全対策など様々な情報をお伝えしています。

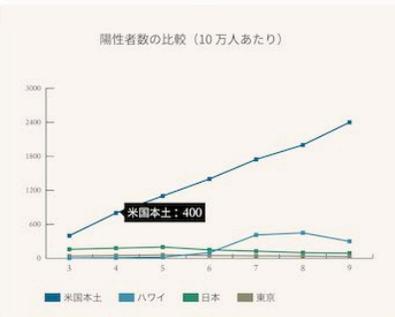
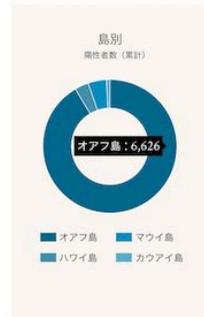
ハワイでは、州内の感染拡大を防ぐと共に、旅行者の健康の確保のため様々な安全・衛生対策を行なっています。

コロナ禍において一緒にルールを守り、互いに思いやる「ALOHAのスピリット」でハワイ旅行をお楽しみください。

### ハワイの最新感染状況データ

2020/9/30 現在

昨日の新規陽性者数	陽性者数（累計）	回復者数（累計）	死亡者数（累計）
2,689	8,991	552	75



データ：ハワイ州保健局



### 最新情報

▶ 一覧

- 2020/8/25 州外の旅行者を対象とする事前検査プログラム
- 2020/8/10 デイビッド・イゲ州知事が、8月1日より州外
- 2020/7/20 新型コロナウイルス（COVID-19）感染者数
- 2020/7/05 ハワイ州内の島間内の渡航について
- 2020/6/30 来島者の14日間隔離について

### ハワイよりメッセージ

▶ 詳しくは



「アロハ」の意味は、挨拶だけではありません。愛。絆。この世界に必要なことばかりです。今はハワイにお迎えすることができませんがきっと、また逢える日が来ます。その時を信じて、分かち合いましょう。「アロハ」の気持ちで。

#### PAGES

- HOME
- 現在の感染状況
- 旅行をする前に
- 旅行中の対応
- 旅行のプロセス
- 安全ガイドライン
- 最新情報
- FAQ

#### LINKS

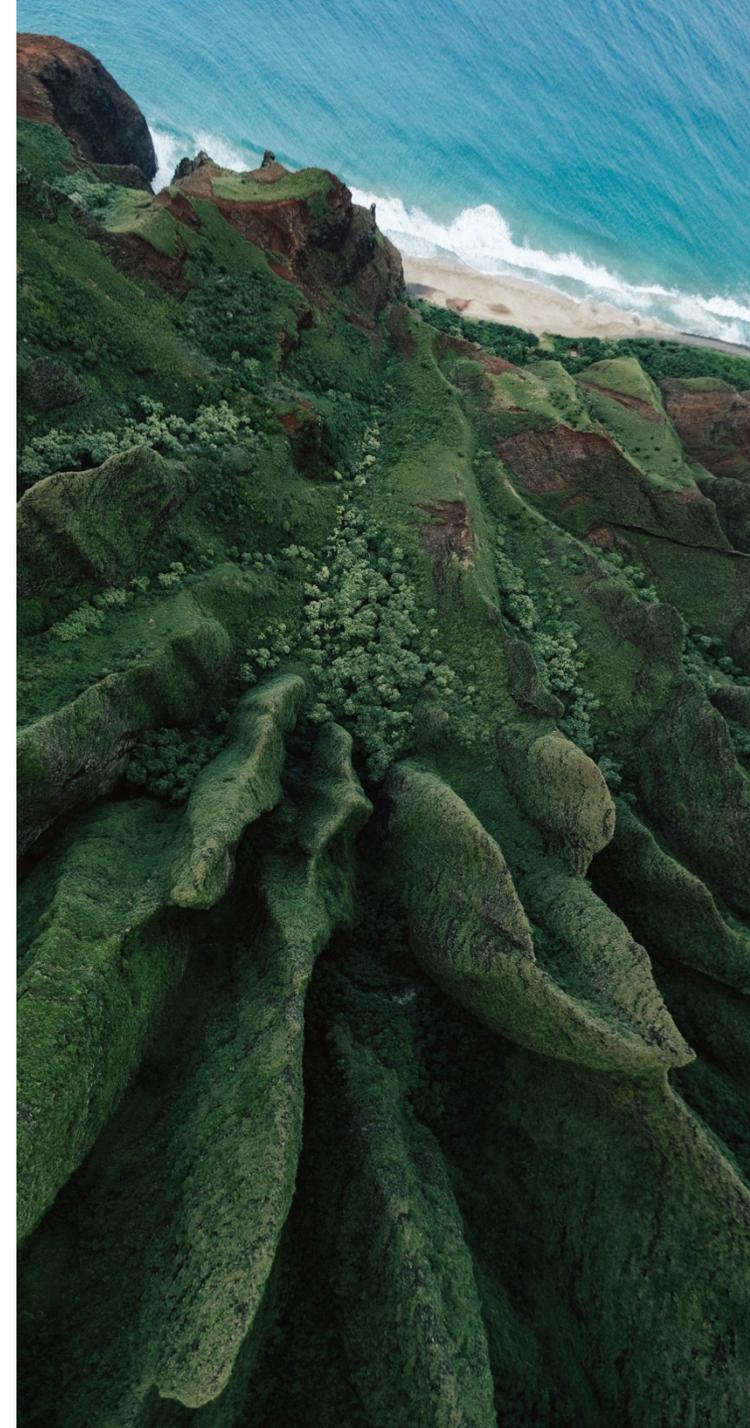
- ハワイ復興サイト(英語)
- ハワイ州保健局(英語)
- CDC 旅行者への情報(英語)
- CDC 新型コロナウイルスとは(英語)
- 外務省 海外安全ホームページ
- 厚生労働省

#### CONTACT

ハワイ観光局  
EMAIL: aloha@htjapan.jp

# COVID-19 Safety Protocol Video

- ① Communicate the message of “ALOHA” and the concept of the “PONO TRAVELER”
- ② Accurately communicate Hawai‘i’s safety protocol initiatives
- ③ Match tone with branding concept



# COVID-19 Safety Protocol Video



# Hawai'i Tourism 4 Pillars

A vertical panel featuring a background image of a rugged, green mountain range with a body of water in the foreground. A circular icon with a bird is positioned in the lower-left quadrant.

**NATURAL  
RESOURCES  
PILLAR**

*Respect for Our Natural  
& Cultural Resources*

A vertical panel featuring a background image of a person wearing a traditional thatched hat walking through a lush tropical garden. A circular icon with a person is positioned in the lower-left quadrant.

**HAWAIIAN  
CULTURE  
PILLAR**

*Support Native Hawaiian  
Culture & Community*

A vertical panel featuring a background image of a large crowd of people walking along a path lined with trees and tents. A circular icon with a palm tree and people is positioned in the lower-left quadrant.

**COMMUNITY  
PILLAR**

*Ensure Tourism & Communities  
Enrich Each Other*

A vertical panel featuring a background image of a winding road along a coastline with a mountain in the background. A circular icon with a palm tree and waves is positioned in the lower-left quadrant.

**BRAND  
MARKETING  
PILLAR**

*Strengthen Tourism's  
Contributions*



# Partner Participation

# Online Japan Summit & Hawai'i Seminar 2020

## Date

Immediately proceeding the resumption of travels between Japan and Hawai'i

**Day 1: Hawai'i Seminar**  
Over **1,000** attendees

**Day 2: Japan Summit**  
**500** attendees from key  
travel agencies

**Participation fee:**  
**FREE**



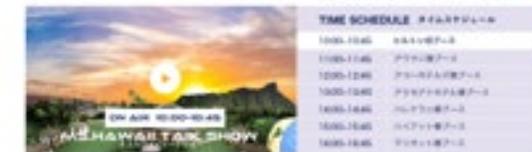


# Virtual Event "Hawai'i Expo"

**Date:** December 2020 or Q1 2021

**Target:** **50,000+** consumers

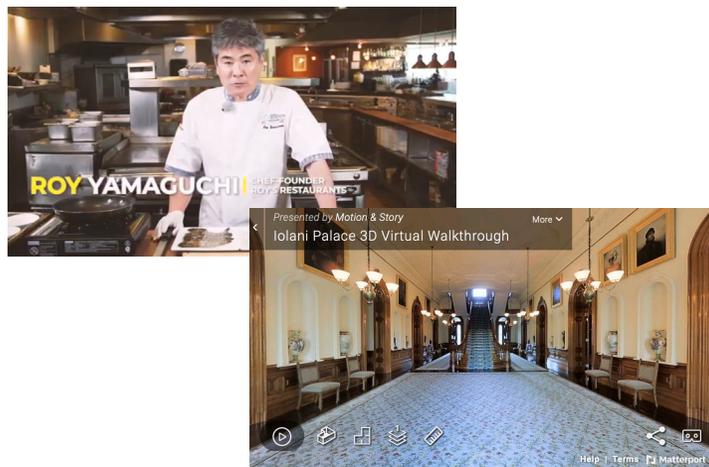
**Fee:** **FREE**



# Education

## Direct consumer Promotions

- Hawai'i at Home (continued)
- Virtual Hawai'i



## Travel Trade

- Webinar
- New Normal Story Information



## Media

- Webinar
- New Normal Story Pitch



A vibrant rainbow arches across the sky, spanning from the left edge of the frame to the right, where it appears to touch the ocean. The background features a dramatic landscape of steep, forested mountains in various shades of green, leading down to a narrow, sandy beach. The ocean is a deep, clear turquoise color. The overall scene is bright and scenic, capturing a natural wonder in a tropical setting.

Mahalo nui loa

HAWAII TOURISM  
JAPAN

## **Agenda Item #5:**

Presentation from Travelzoo on  
how they target high-end  
travelers



**TRAVELZOO<sup>®</sup>**

## HAWAI'I TOURISM RECOVERY

---

Targeting High-End Travelers

September 23, 2020

# Travelzoo Overview

1



## **Trusted Source**

Vetting travel content for over 20 years

## **Diverse Products**

Performance-driven products and native content products

## **High Touch Content**

Unmatched travel industry knowledge  
Irresistible actionable content

## **Large Closed-User Group**

14 million members in the U.S.  
30 million members worldwide

## **Influences Bookings**

52% of Travelzoo members booked a Travelzoo deal when they were not planning to, but the offer was too good to pass up



# Agenda

## Measuring Travel Intent for Hawai'i

---

## Targeting Affluent Travelers during COVID-19

# Who will be the first to return to Hawai'i?

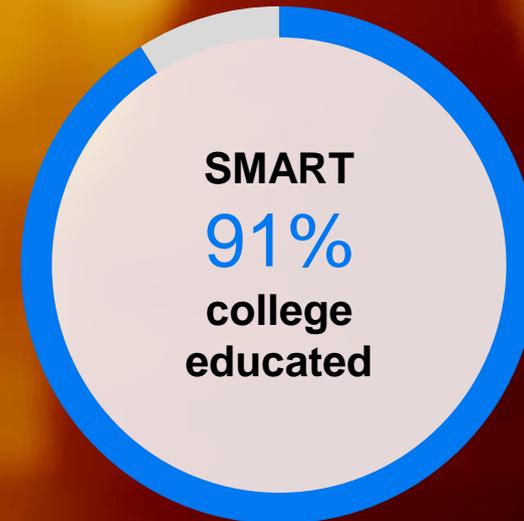
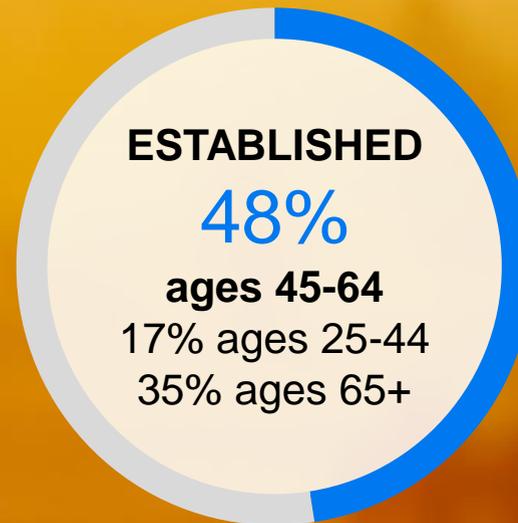
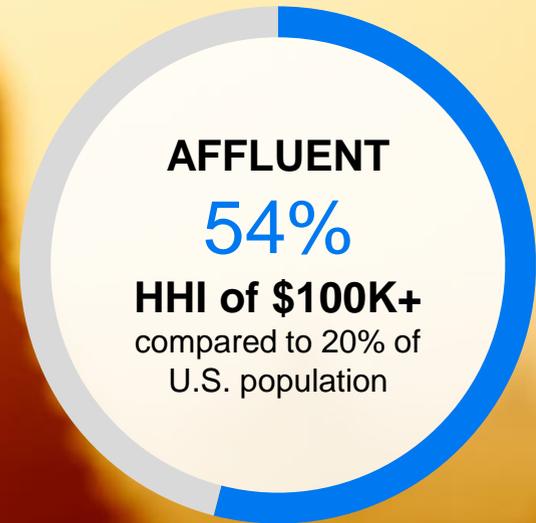
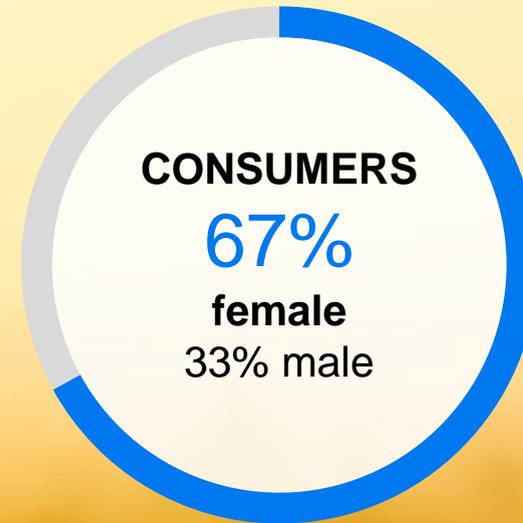
***“Affluent travelers are the most resilient, broadly speaking. They’re the ones that will start to take long-haul trips first.”***

– Clayton Reid, MMGY CEO

.....

With this in mind, we expect luxury and resilient travelers will be the first to return to Hawai'i.

# Resilient Traveler Example: Travelzoo Members



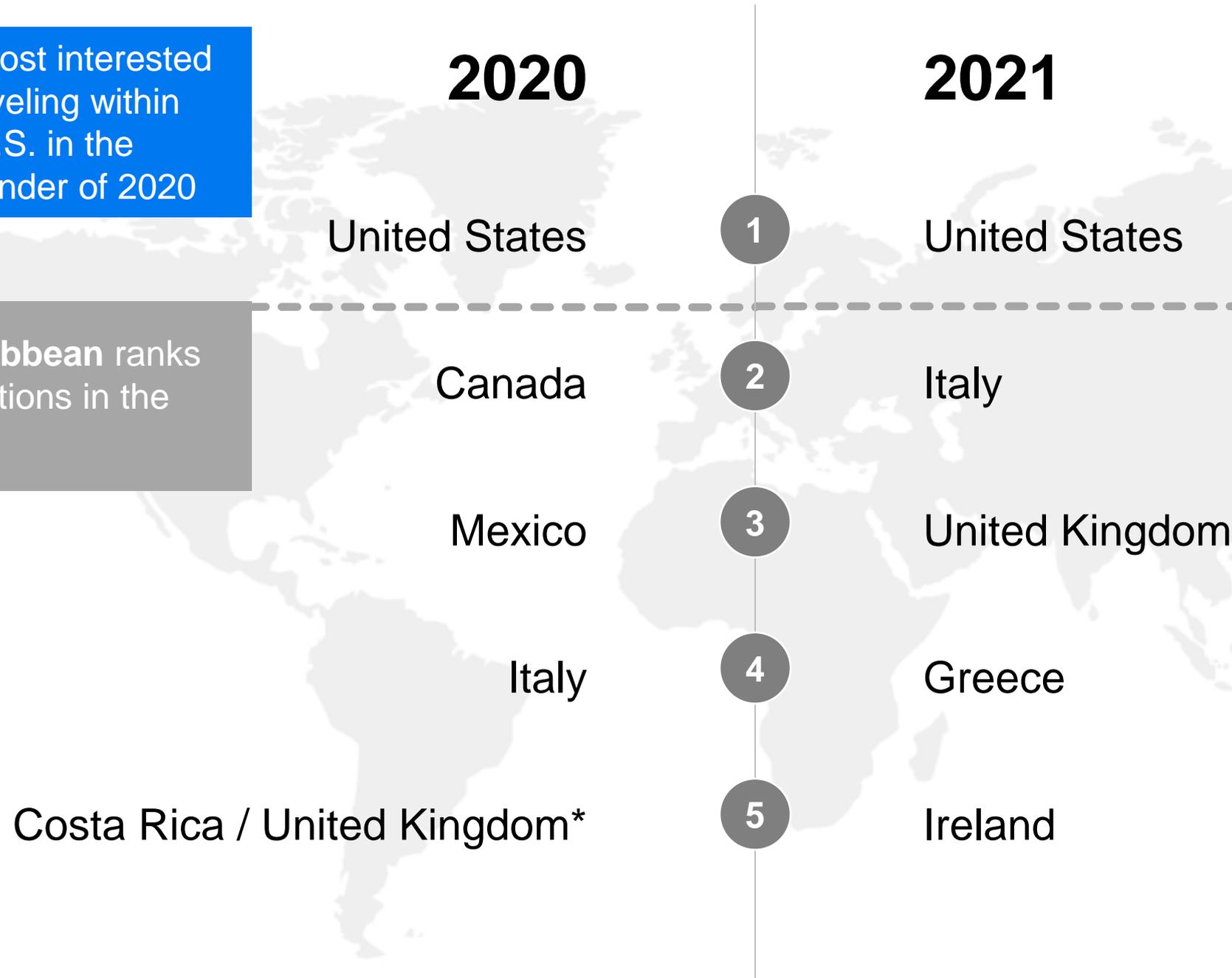
# Members Are Most Interested in Traveling in the U.S. in 2020

**60%** are most interested in traveling within the U.S. in the remainder of 2020

**21%** are most interested in traveling within the U.S. in 2021

As a whole, the **Caribbean** ranks #2 in the top destinations in the remainder of 2020

As a whole, the **Caribbean** ranks #2 in the top destinations in 2021



\*indicates a tie  
Source: Travelzoo US Member Survey, July 9-12, 2020, n= 1,804  
Hawaii Tourism Authority – September 23, 2020

# Within in the U.S., Members\* Are Most Interested in Traveling to States with Beach and Nature Attractions



\*members who are most interested in traveling to the U.S. vs. internationally  
Source: Travelzoo US Member Survey, July 9-12, 2020, n= 1,804  
Hawaii Tourism Authority – September 23, 2020



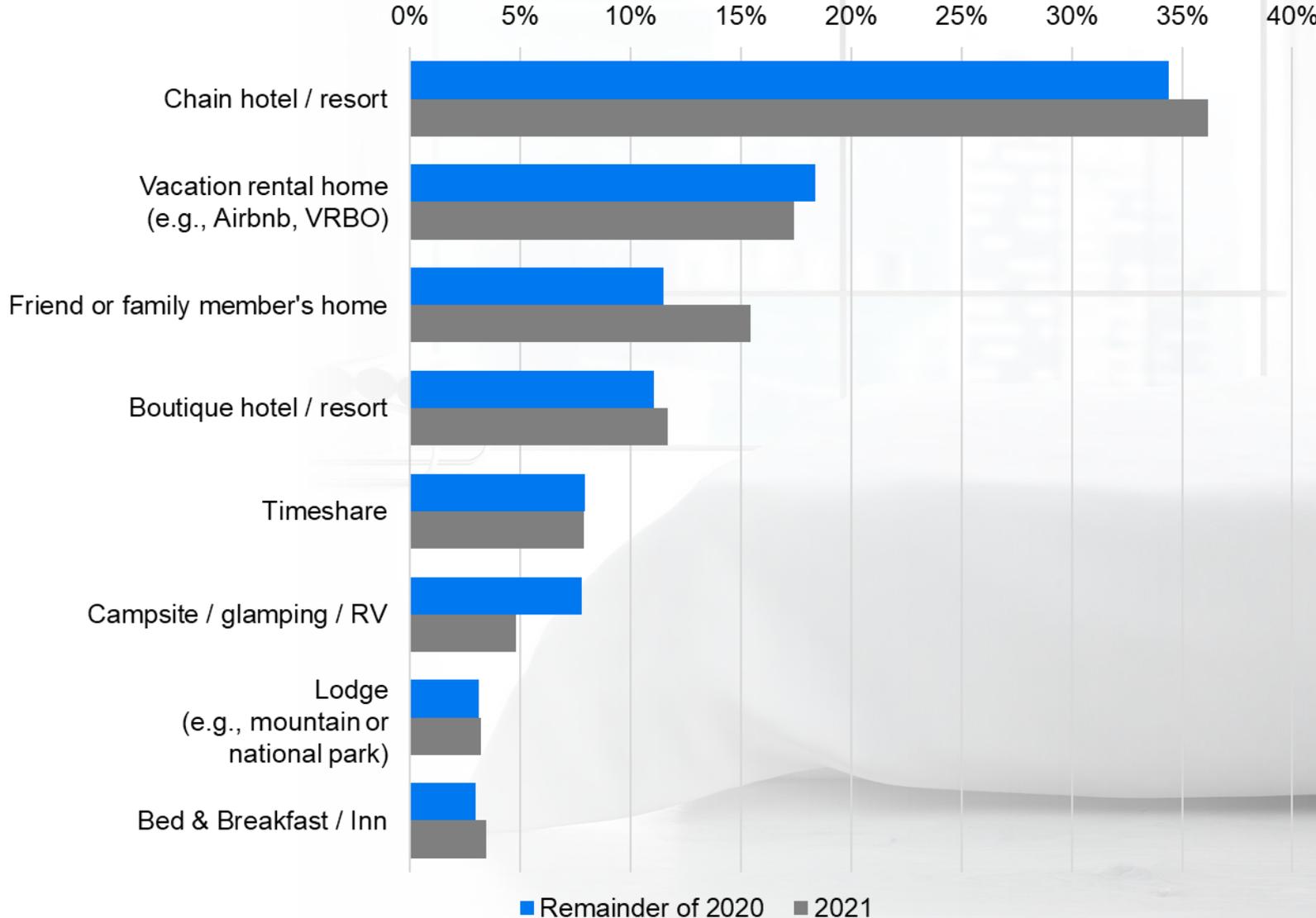
# Agenda

Measuring Travel Intent for Hawai'i

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Targeting Affluent Travelers during COVID-19

# Over the Next Two Years, Members Are Most Likely to Stay at Chain Hotels or Resorts



“ *I feel major hotel chains have consistent health guidelines in place. I worry that other lodging may not.* ”

“ *With major hotel chains I know what to expect and I accumulate points.* ”

# COVID-19 Campaign Review: Luxury Hawai'i Resort 1

## Objectives

Increase hotel revenue by offering upgraded room options and additional night add-on options.  
Boost number of bookings by offering long travel window for members to book for travel through the end of the year.  
Promote newly renovated property.

## Campaign

\$799 for a 3-night stay in an Ocean View room.  
5-night options started at \$1,299 and additional single nights \$299. Offer included waived resort fee.  
Rates were offered Sept. 1, 2020 through Jan. 31, 2021.

## Results

**632** vouchers sold; **\$706,332** revenue  
**\$1,118** average offer price; **85%** of purchases were upsells  
**5** nights average LOS  
**40%** of purchasers were in Experian's Power Elite demographic

# Pre-COVID-19 Campaign Review: Luxury Hawai'i Resort 2

## Objectives

Drive occupancy and rate in slow periods.

Attract affluent leisure travelers.

## Campaign

A Maui luxury resort launched an exclusive Travelzoo campaign for a \$1,199 3-night getaway.

The offer was even available over select Jan.-March dates and included daily valet parking (reg. \$35 per day) and one cabana rental per stay (a \$199 value).

Upsells to \$1,555 3-night ocean view suite and 5-night escapes for \$1,799 and \$2,495 were also available.

Oceanview rooms included daily breakfast for two.

## Results

**116** vouchers sold; **\$223,406** revenue

**\$1,925** average offer price; **90%** of purchases were upsells

## Hawaii: Finding the Right Slice of Paradise for Your Personality



Ann Marie Brown  
Jul 27, 2018

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No matter who you are, your next (or maybe first) Hawaiian sojourn will come with certain givens: You'll continually test the bounds of flip-flop appropriateness; your social accounts will start auto-populating the words #sunset\_madness within, oh, a day; and you'll devise at least one perfectly reasonable-seeming plot to move there.

Beyond these basics, however, things start to differ dramatically. Each island has its own distinct personality—and at least one pairs perfectly with yours. Use this cheat sheet to find your match, then go. Soon, Autumn travel brings not only cheaper flights and fewer crowds, but also a sweet deal at any of **Hawaii's 12 Hilton hotels**: a free fourth, fifth, sixth or seventh night, depending on the property.

### For nature lovers: Island of Hawaii

Five volcanoes have helped form Hawaii's youngest and largest island, and one in particular has helped keep it in the news: Kilauea continues to erupt, and while the display is breathtaking, the lava flow affects less than one percent of the island's 4,028 (and counting!) square miles—nowhere near the resorts. In other words, you're good to go.

### Catch Madame Pele in action

The local goddess of fire and volcanoes, Pele's been notoriously busy at Kilauea, where you can check out her telltale red rivers from an amazing perspective—and a safe distance—on an aerial tour with the Blue Hawaiian Helicopters.



In partnership with:



Find out how to **stay longer in paradise** with Hilton's free night offer.

## Why We've Got Big Love (and Big Plans) for a Big Island Trip



Andrew Young  
Deal Expert  
Jan 15, 2019

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Between new local offerings and long-standing seasonal favorites, the next few months turn out to be an epic time to visit the **Big Island**, whether you want to see a freshly reshaped volcanic park, attend a traditional Hawaiian rodeo (really a thing)—or listen in on chatty whales while you snorkel.

Factor in that getting here is half the fun with **flights starting at \$179 one way on Hawaiian Airlines** (more on that shortly)—and **the longer you stay, the more you save at Marriott Resorts** in Hawaii—and, well, we won't be offended if you put in for your first vacation days of 2019 before you finish this story.

In fact, here are the top 6 reasons we'd like to be packing our own bags right now:

### The reopened Hawaii Volcanoes National Park

You may have heard a little something about Kilauea's eruption earlier this year—125 days' worth of lava fountains, ash and volcanic smog. But judging by the clear blue skies that envelop the island now, you'd never know anything happened. That is, until you take **Hawaii Forest & Trail's Volcano Unveiled** tour—a rare opportunity to check out a freshly and dramatically transformed national park.



In partnership with:



# Interest in Fares to Hawaii Remains High

**Launch date:** April 22, 2020

**Results:**

101,432 clicks (87,384 on the first day alone)

**Subsequent Fare Sales:**

- May 27: 60,321 clicks
- July 15: 90,409 clicks

**These are stronger results than comparable Caribbean fare sales – why?**

- Hawai'i has a pristine reputation
- No passport needed for Hawai'i
- Hawai'i has first-world hospitals

# COVID-19 Testing & Quarantine Protocols Impact Travel Plans Differently

**Travelers are MORE willing to:**

Wear a mask in public at destination



Take a COVID-19 test at destination upon arrival



Provide negative COVID-19 test taken within 72 hours of arrival



**Travelers are LESS willing to:**

7-day quarantine at travel destination

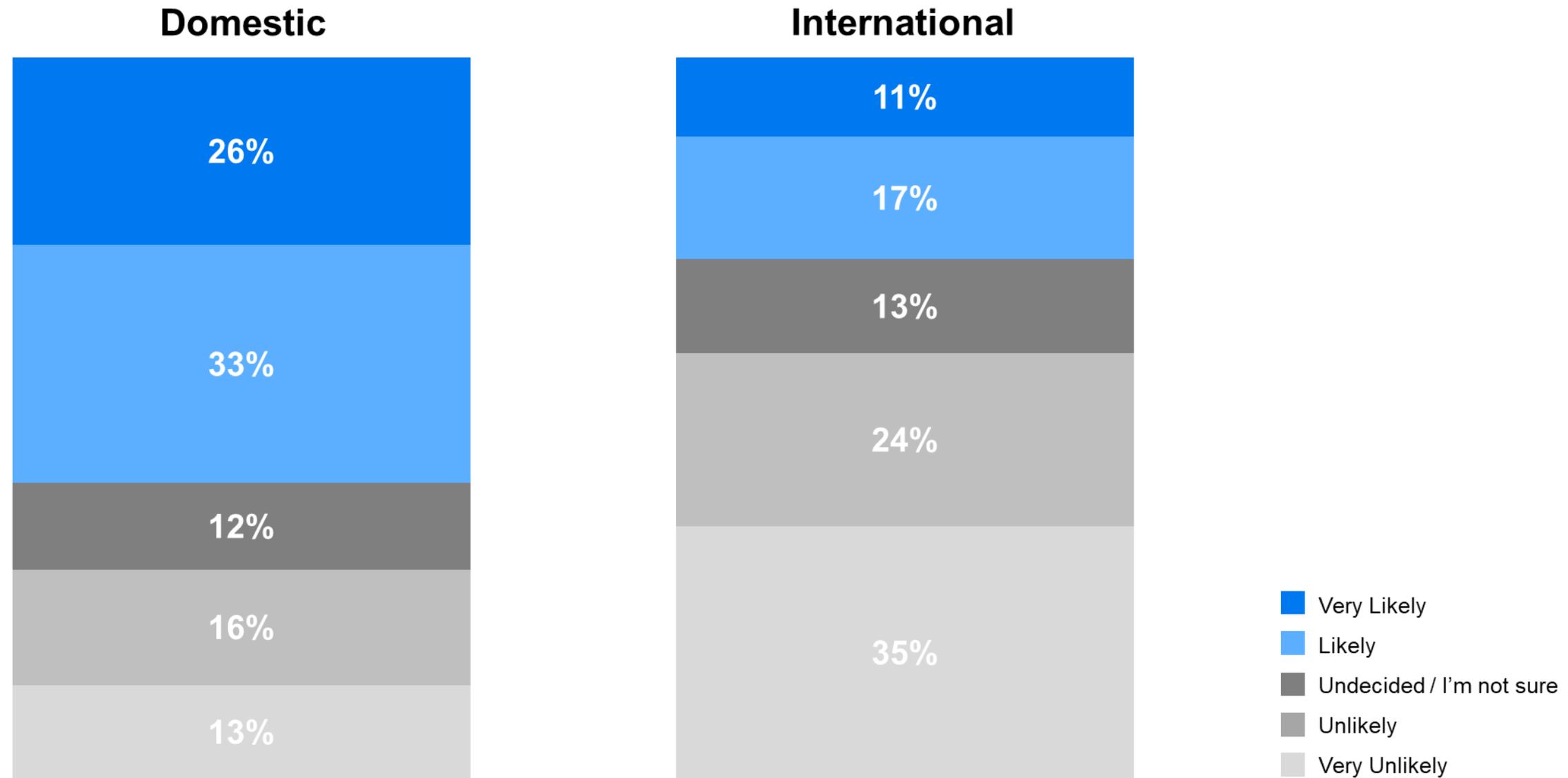


14-day quarantine at travel destination



■ Yes ■ No ■ Undecided

# The Majority of Members Are Likely to Travel Domestically Before a COVID-19 Vaccine Is Made Available to the Public



# Recommendations in Summary: Capturing Luxury Travelers

Keep Hawai'i top of mind

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Implement flexible terms & wide travel windows

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Look beyond just west coast travelers

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Always upsell, always cross-sell





**TRAVELZOO<sup>®</sup>**