

~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 |

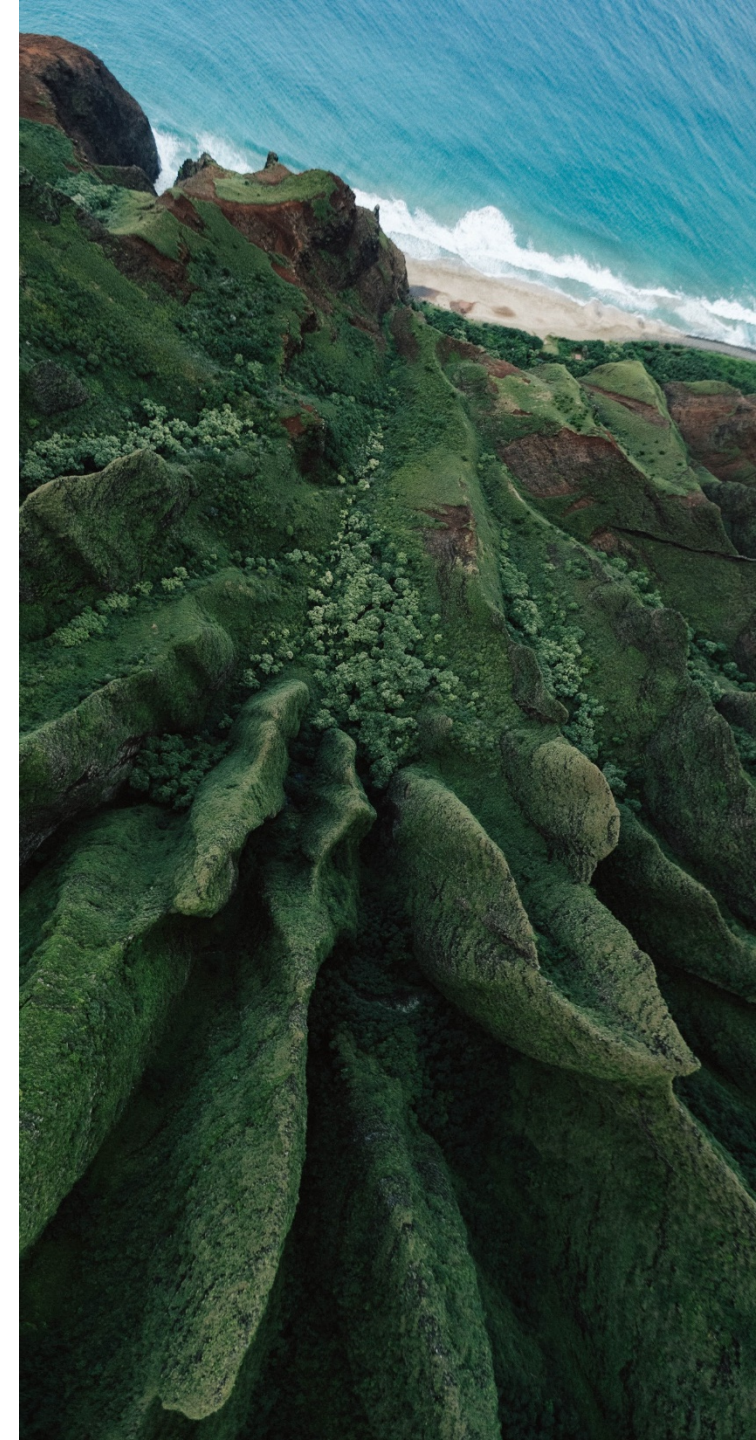
Cases of COVID-19 in the US, Hawai'i and Japan

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

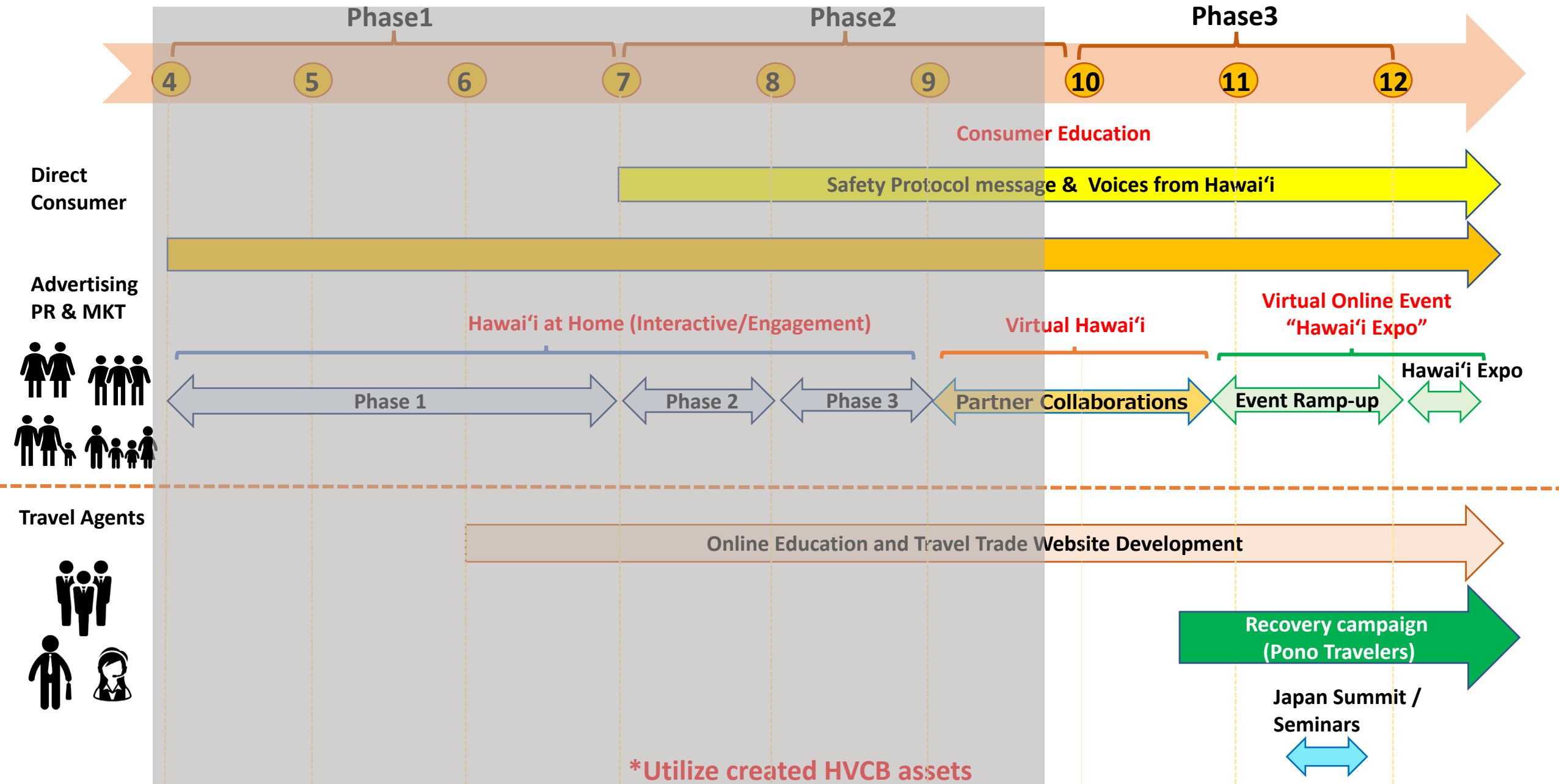
Comparison of cases in Hawai'i and Japan per capita (100,000)

| | Hawai'i | Japan |
|-----------------|------------|-----------|
| Confirmed Cases | 794 | 62 |

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. The text is centered in the middle of the image.

HTJ Activities

~April to September~

HTJ Activities

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

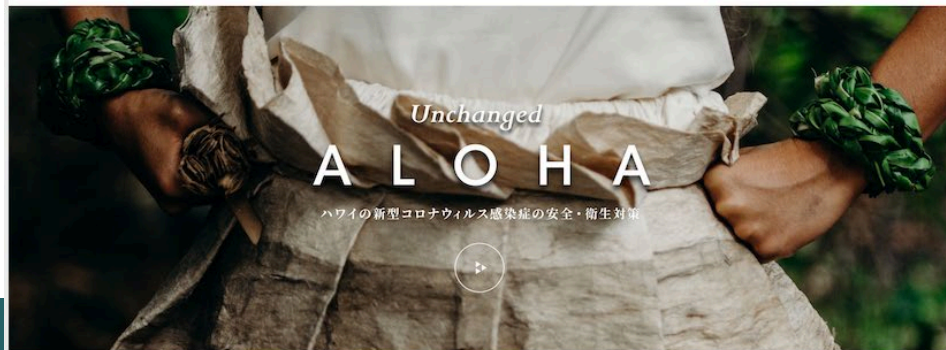
HTJ Activities

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

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。

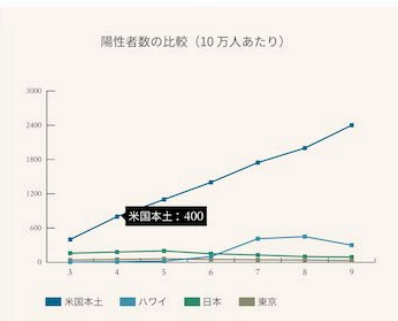
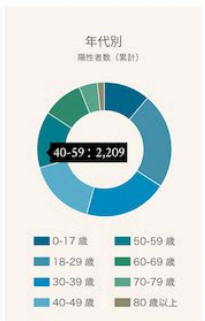
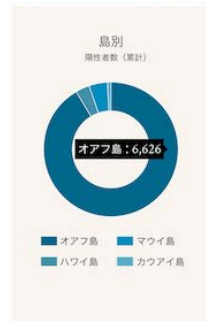
ハワイでは、州内の感染拡大を防ぐと共に、旅行者の健康の確保のため様々な安全・衛生対策を行なっています。

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、挨拶だけではなく、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」の気持ちを。

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

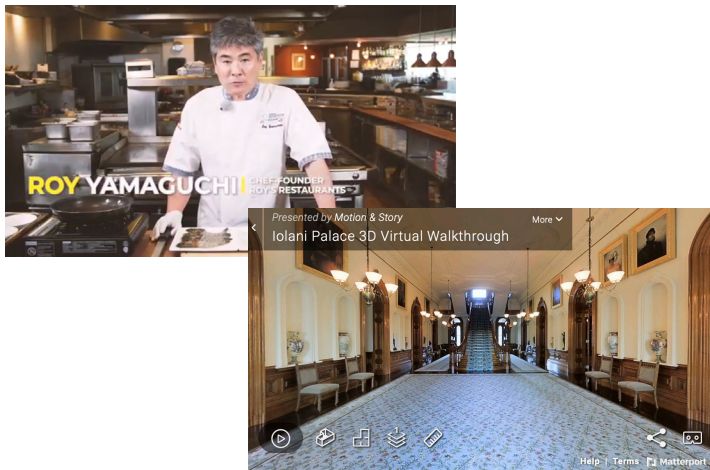
Fee: **FREE**



Education

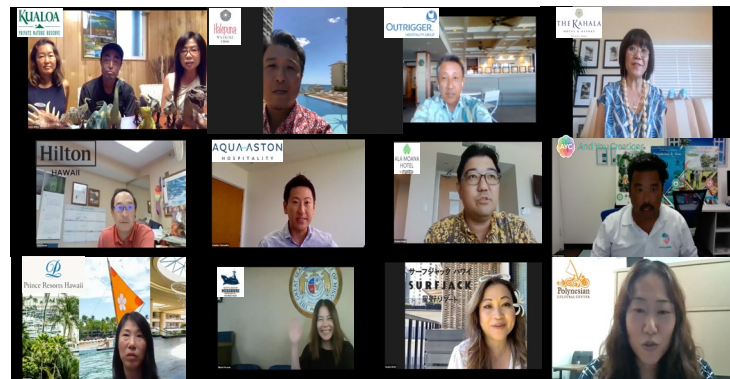
Direct consumer Promotions

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



Travel Trade

- Webinar
- New Normal Story Information



Media

- Webinar
- New Normal Story Pitch





Mahalo nui loa

HAWAII TOURISM
JAPAN