



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

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

Pō'akolu, 24 Malaki 2021, 10:30 a.m.
Wednesday, March 24, 2021 at 10:30 a.m.

Hālāwai Kikoho'e
VIRTUAL MEETING

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

E kāinoa mua no kēia hālāwai:

Register in advance for this webinar:

https://zoom.us/webinar/register/WN_eVmCRvQgSZiLiQgfVAjPFQ

*Ma hope o ke kāinoa 'ana, e ho'ouna 'ia ka leka uila
hō'ōia iā'oe me ka 'ikepili ho'oku'i hālāwai.*
**After registering, you will receive a confirmation email
containing information about joining the webinar.**

Papa Kumumana'o
AGENDA

1. *Ho'omaka A Pule*
Call to Order and Pule
2. *Āpono I Ka Mo'ō'ōlelo Hālāwai 24 Pepeluali 2021*
Approval of Minutes of the February 24, 2021 Marketing Standing Committee Meeting
3. *Hō'ike A Kūkākūkā No Ka Ho'opa'a Huaka 'i A Nā 'Ākena*
Presentation and discussion of the travel agents booking pace and general market research trends



4. *Hō'ike No Ka Papahana Ho'okele Mo'olelo 2021 A Ke Kime Hokona Honua*
Presentation of the 2021 Brand Management Plan by each Global Marketing Team:
 - Hawaii Tourism Oceania (HTO)
 - Hawaii Tourism Korea (HTK)

5. *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. 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 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; 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 of the
February 24, 2021

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 hawaii-tourism-authority.org

David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

**MARKETING STANDING COMMITTEE MEETING
HAWAII TOURISM AUTHORITY
Wednesday, February 24, 2021
Virtual Meeting**

MINUTES OF REGULAR BOARD MEETING

MEMBERS PRESENT:	Kelly Sanders (Chair), George Kam, Benjamin Rafter, Fred Atkins, Kyoko Kimura, Richard Fried
MEMBER NOT PRESENT:	Sherry Menor-McNamara
HTA STAFF PRESENT:	Keith Regan, Jennifer Chun
GUESTS:	Jay Talwar, John Reyes, Eric Takahata, Susan Webb, Mitsue Varley
LEGAL COUNSEL:	Gregg Kinkley

1. Call to Order and Pule:

Chair Kelly Sanders called the meeting to order at 10:31 a.m. Keith Regan, HTA Chief Administrative Officer, provided instructions to the general public with regard to submitting testimony. Mr. Regan confirmed the attendance of the Committee members by roll call. Kalani Ka'anā'anā, HTA Director of Hawai'ian Cultural Affairs & Natural Resources, opened the meeting with a pule. He said that February is Hawai'ian Language month and shared the Hawai'ian word for the day, 'hokona' meaning "to market" and a video pointing out that without the Hawai'ian language, some things are not the same.

2. Approval of Minutes of the January 27, 2020 HTA Marketing Standing Committee Meeting:

Chair Sanders requested a motion to approve the minutes of the January 27, 2021 HTA Marketing Standing Committee meeting. George Kam made a motion, which was seconded by Kyoko Kimura. The motion was unanimously approved.

3. Presentation of the Brand Management Plan by each Global Marketing Team:

– Hawai'i Visitors and Convention Bureau (HVCB) by Jay Talwar

Chair Sanders recognized Jay Talwar of Hawai'i Visitors and Convention Bureau (HVCB) to provide an update. Mr. Talwar reported that there's good news with the deployment of vaccinations, industry and labor markets rebounding, and economic output returning to pre-pandemic levels some time in Q3. He noted that COVID-19 deaths in the U.S. surpassed half million. He added that the CDC requires negative COVID-19 test results for international travelers coming into the U.S. but not for domestic ones. He noted that U.S. travel is expected to increase to 16% in 2021 which will be driven mostly by leisure and business. He said that U.S. air seats are locked down one month at most and that airlines tend to hold on to their original forecast until the previous month. Mr. Talwar said that people consumed information digitally which is being looked at to deliver HVCB's messaging. He noted that 54% of travelers feel unsafe to travel by air but more travelers are expecting a better situation in the next month.

Mr. Talwar identified their target market as the 'mindful traveler' aged 25 to 54, eco-conscious, with household income of \$100,000 plus and repeat Hawai'i visitors. He noted that their consumer strategy is committed to Mālama Hawai'i and consistent with the HTA's strategic pillars incorporating Hawai'i Rooted and Kuleana campaigns in their messaging. He said that they're looking into paid media and social media to reach out to their target market. He added that the Earned Media PR team works with their Paid Media team to identify the appropriate media for their messaging.

Mr. Talwar reported that they're providing webinars for more travel advisors for educated destinations. He said that they work with the travel selling channel to ensure they support HTA's branding. He added that the coop plans are put together in a way that they buy into it and allow HVCB to maintain the brand messaging. He said that they have switched to virtual events and will continue until the end of the calendar year.

Mr. John Reyes reported that they have deployed their single-property team to cover all geographies of the U.S. and added one seller to cover city-wide corporate meetings and commitments for MCI. He noted that they will focus on short-term corporate citywide groups for 2022 to 2026 . He added that they have bumped through 800 city-wide accounts for optimal placement and identified 52 with open years between these times that they will be soliciting. He said that they will target small group meetings for single-property.

Mr. Talwar reported that responsible tourism is woven throughout HVCB plans. He said that the private industry partners are stepping up for the Mālama Hawai'i Program. He noted that the paid media is penciled in for May 15 but will decide on April. He said that social organic posts are ongoing while paid media and advertising are aligned with the paid media. He added that search, e-newsletters and gohawaii.com are baseline elements for HVCB. He said that the second half of the year is heavily loaded with travel trades .

Mr. Reyes said that they went through the budget and evaluated where the highest return is received for the tradeshow. He noted that they will have meetings today in March in the Island of Hawai'i bringing in 25 MCI customers. He added that they are continuously talking to customers through digital means for the sales calls.

Mr. Talwar reported that their BMP budget had diminished and had gotten much of funding for media work as much as possible. He noted that the MCI budget flows heavier towards the second half of the year. He said that the performance measures for advertising, trade shows and travel agent sales calls and social media are heavily skewed on the second half of the year while public relations are more consistent across the year.

Mr. Reyes reported that the MCI performance measures basically are geared to continue the formula that helps produce opportunities. He explained that what most sales departments are doing is putting in place qualitative goals or behaviors to get sales people in front of customers and as the market returns, they can go back to the traditional room night formula. He said that the key to this is flight availability, vaccination and confidence levels.

Mr. Talwar reported that they have adopted the HTA KPI with regards to PPPDS, total expenditure, which they are aiming to meet or exceed DBEDT forecasts for 2021 and visitor satisfaction with the goal of maintaining or improving the 2019 score.

Chair Sanders asked if they have information with the U.S. requiring a COVID test for any international person coming in and anecdotal information on short term pick up on the market. Mr. Talwar responded that the ability to travel to Mexico and the Caribbean was put off immediately but that those destinations and hoteliers have provided testing options for people to select their destination and get tested to come back.

Chair Sanders asked about the sentiments of meeting planners. Mr. Reyes responded that there's a strong confidence level by meeting customers, single property and citywide for 2022 and they are seeing study interest and commitment to Q3 and Q4. He added that the city-wide groups don't feel that there's access for attendees to travel. He pointed out that the key for everybody is the vaccine for a stronger level of confidence. He added that much of the conversations with customers are about activity peaking up for people interested in Hawai'i but it is in 2022 and beyond.

Chair Sanders suggested to do focus groups for resident sentiment in relation to Mālama Hawai'i. Mr. Talwar responded that it's best to bring the community in the communications with the DMAP first before the focus groups. He added that they're looking into sending messages that inspire them to support Hawai'i as their next destination in a manner that's supported by the residents

Ms. Kimura asked how the leisure budget is heavier works with the admin cost lighter towards the end. Mr. Talwar responded that they had some self-audit fees that were put in the admin line for the first half that are not in the second half of the year.

Mr. Atkins asked if they have information about Florida's occupancy which doesn't have any travel restriction. Mr. Talwar responded that he didn't have the data but that Florida is doing very well and that the biggest constraints for hoteliers in Florida is finding enough labor.

Mr. Atkins asked how many people are coming to take advantage of the 5th night free to stay and work, and if they can include the fun part of activities in Hawai'i. Mr. Talwar responded that they have to look into people's motivation and reason for travel which with the post vaccine world, is the need to relax and to connect with people. He noted that they would want to add another element to how these previous travelers perceive and experience Hawai'i. He noted that they have not spent any budget to promote the 5th night free and are looking at mid-May to spend to measure it.

Mr. Atkins asked how many people don't want to take the vaccine. Mr. Talwar responded that a national study shows that there's around 23% to 27% not taking it.

Mr. Regan read the question from a wholesaler asking what needs to be done to be a part of the destination conversations. Mr. Talwar responded that they circle back after the call. Chair Sanders said that they should have their wholesalers in an advisory capacity towards the committee activities and how to support them in their efforts.

- Hawai'i Tourism Japan (HTJ) by Eric Takahata

Chair Sanders recognized Eric Takahata of Hawai'i Tourism Japan (HTJ) to provide an update. Mr. Takahata reported that the first International Safe Travel program was set up with Hawai'i in 2020 with just 27 testing partners and has increased to 84 programs. He added that they're looking at Japan's economy stabilizing in 2021.

Mr. Takahata reported that there's a good increase in GDP in Q4 of 2019 in Japan with a similar unemployment average, a decrease in consumer confidence and household savings. He said that Japan is in its second state of emergency declaration for 10 out of 47 prefectures. He added that the government signaled further loosening to 10 prefectures in a short time. He noted that Japan still requires PCR tests and a 14-day quarantine for returning residents. He added that the U.S. is still not allowed to travel to Japan. Mr. Talwar reported that Japan has procured about 314 million vaccines with the goal of vaccinating over half of the population by June. He said that the government is still investing a stimulus fund for the country. He noted that media outlets are moving on bigger initiatives to cover the Olympic Games which could be held this year.

Mr. Takahata reported that the forecast for Japanese visitor arrivals to Hawai'i are trending a bit more negatively. He noted that JATA anticipated over 4 million people will travel outbound with Hawaii being one of the big winners in the recovery this year. He added that JATA and ANTA are working with the Ministry of Foreign Affairs and Health Ministries with the Managed Travels concept with an attempt to lift the 14-day quarantine for returning residents. He noted that they've identified Hawai'i to pilot this concept.

Mr. Takahata reported that their target audience will be people willing to travel outbound at least once a year, invest on self-improvement and well-being, globally conscious contributors with an income over \$100,000. He noted that they are broken down to four segments namely, the Pono traveler (contributing to something bigger than themselves), affluent family, new norm workers and couples. He added that the primary target regions are the Kanto and Kansai area.

Mr. Takahata reported that their consumer strategy and trade strategy are focused more on engagement and education on the first half and full-blown recovery through collaborating with consumer companies and stakeholders and industry partners for the second half of the year. He added that they're spending most of Q1 and Q2 getting ready for Q3 and Q4 for their BMP timeline.

Ms. Mitsue reported that discussions are underway in creating the guideline for inbound travel to start for the Olympic Games, which will be followed by outbound later. She added that HTJ is in constant communication with JATA and Japan partners to assist and communicate with the industry partners in gaining the most effective exposures and messaging in the market. She added that competitive destinations like Australia, Hong Kong, Dubai and Thailand started putting resources in Japan so HTJ needs to compete with these countries.

Ms. Mitsue said that HTJ's initiative is under HTA's four pillars focusing on MCI initiatives with the Sustainable Development Goals gaining popularity in Japan. She added they have the Aloha Program and the Mālama Hawai'i campaign branding. She noted that they will communicate with Japanese communities and NGOs in Hawai'i to enhance the business relationship and will coordinate with corporates in Japan who have the database and the audience for their campaign.

Ms. Mitsue reported that they have www.gohawaii.jp as a global website and www.allhawaii.jp as a microsite for their promotions. She added that there's another microsite under All Hawai'i which is Mālama Hawai'i, Re-imagine Hawai'i website which specifically features the types of environmental and cultural activities in the islands of each NGO partners. She said that they have the Hawai'i Expo virtual event where they created a

virtual world wherein an avatar can go into different Hawai'ian huts and that they can have their entertainment on the stage and own workshops in other stages. She said that HTJ's been doing a Japan Summit and monthly education forum bringing travel agents on the island to face to face meetings for the industry partner online.

Mr. Takahata reported that a lot of effort is focused on rebuilding the MCI market to Japan from Hawai'i where they're looking at three core segments: incentives, edu-tourism and entertainment. He added that for 2021, it will be more on short term, small group bookings, and will continue to educate wholesalers and suppliers digitally. He noted that travel trade education resources are available on www.allhawaii.com Mr. Takahata said that Mālama Hawai'i is HTJ's main initiative for responsible tourism and they have started with the Mālama mask and are capitalizing on the focus on SDGs and MCI's in Japan.

Ms. Mitsue reported that the minimum BMP Budget for Q1 and Q2 are for platform and database expenses and they will focus on advertising, PR, and trade marketing initiatives in Q3 and Q4. She said that the majority of advertising will be on Q3 for the KPI measures. She added that they are currently focusing on online education and will kick in on the second half of the year for travel trade. She noted that PR and social media will keep going throughout the year but bump up in Q2. She said that they're trying to keep the numbers with MCI and edu-tourism and entertainment being the key.

Ms. Mitsue reported that HTA performance indicators focus on PPDS and they are trying to exceed \$1.6 billion for total expenditure. She added that they are looking into improving visitor satisfaction and resident sentiment, especially with the Japanese community in Honolulu and to keep communicating with different organizations.

Ms. Kimura asked if the 14-day quarantine will be lifted from April or May. Mr. Takahata responded that with the Olympics opening in March, there are conversations going on that it could shrink from 14 days to 3 days.

Ms. Kimura asked about the inclusion of people over 65 years old for their target market with them getting the vaccination first. Mr. Takahata said that they internally refer to them as the active senior market and are still very much on HTJ's radar

Mr. Atkins asked if the quarantine protocol will change with the Japanese population getting vaccinated. Mr. Takahata said that there's no official statement from the Japanese government yet.

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

– Hawai'i Tourism Canada (HTCAN) by Susan Webb

Chair Sanders recognized Susan Webb of Hawai'i Tourism Canada (HTCAN) to provide an update. Ms. Webb reported that the Canadian government put in a stimulus package of \$400 billion to protect jobs, provided wage subsidy programs paying up to 75% of wages. She said that much of the travel industry was devastated. She noted that the Canadian economy is doing quite well right now and the Canadian dollar's value is improving. She reported that vaccinations were a bit delayed but now on track with the goal of all Canadians being vaccinated in September 2021. She said that overall Outbound travel is down 94% from 2019 to 2020 but only 75% for U.S. destinations with Hawai'i down to only 64% and had 127,000 Canadians come to Hawai'i.

Ms. Webb reported that air seats are very much going down with all flights suspended into the Caribbean, Mexico and Central America, which has caused significant decrease in all travel. She noted that Air Canada plans to come back at the end of April with their flights to Hawai'i. She added that WestJet is still flying to Hawai'i but based on day-to-day demands.

Ms. Webb reported that their key medium for all of their advertising and marketing campaign is digital. She noted that Canadians are spending over 5 hours a day on digital and secondly on streaming TV. She added that Canadians are being motivated by travel with friends and family being the number one factor, so they will continue to work with all the people who have visited Hawai'i and will have them as ambassadors promoting to other Canadians. She said that they will also look into websites since those are the next place people look into for information and news.

Ms. Webb reported that the Canadian government has discouraged international travel implementing a negative COVID test 72 hours prior to arrival and another PTCR test upon arrival with a mandatory hotel stay (\$100 per person) for up to 3 days until test results are released. She said that people with vaccination still have to undergo the testing program upon arrival but discussions are underway. She noted that the airlines are pushing the government to try and use rapid testing before getting on and off a plane as a more effective way to manage travel. She said that the number one motivation Canadians are looking for in a travel destination is safety and protocol.

Ms. Webb reported that their target audience are affluent travelers, romance, experience seekers, and snowbirds/retirees who are mindful travelers residing mainly in British Columbia, Alberta, and Ontario who are age 35 to 64 years old. She added that their consumer strategy and actions are very much into spreading the whole Mālama Hawai'i messaging in the brand pillars of HTA. She noted that their media strategy plan is more on the ability to pivot and make sure that they can change plans without any penalty. She added that they use Environics insights and Yugov research to be able to target the market more strategically. She added that they will be using mostly video, video display, and social media

to target their audience and are working with social media and keywords for message retargeting.

Ms. Webb reported that they will continue using newsletters and media outreach, virtual media events, promotional opportunities, working with influencers and crisis management for their PR strategy. She noted that they want to do media campaigns over radio stations and TV programs to tell stories about Hawai'iian culture and to provide opportunity to win a vacation to Hawai'i, focusing on responsible tourism as one of the messaging and also partner with loyalty program providers in Canada.

Ms. Webb reported that they are working closely with travel agents partners to ensure proper education on how to sell Hawai'i effectively and incentivizing them to partner with HTJ on promotions and programs. She added that they are working with tour operators and airlines into getting them to incorporate responsible tourism and Mālama integrations in all of their activities.

Ms. Webb reported that the main way to get their leads is through sales calls to the MCI planners for most of the business is done through them rather than directly. She added that they will be in constant communication with them and will work with Hawai'i stakeholders to ensure that they're up to date with everything happening in Hawai'i. She said that they will also look into going after the new market of small leisure groups which are becoming popular. She said that they have one confirmed MCI group in April and two tentative groups in October and another one with a guaranteed 164 room nights for Maui.

Ms. Webb reported that they will have the responsible tourism messaging as well as Mālama in all of their activities. She noted that all Canadians are expected to be vaccinated by September which means that Q3 and Q4 is when Canadians are back to Hawai'i for travel. She added that they are looking for travel restrictions to ease starting May. She noted that all of the campaigns will start the inspiration early May and that bookings will start in July and August ramping up for September through December. She reported that for the BMP budget, the only things going on for Q1 are ongoing guides that have to be paid and social media and everything else will be put to Q3 and Q4.

Ms. Webb reported that most of the leisure measures and travel trade in advertising are digital. She added that publicity and PR will increase once they get their journalists back to traveling, but are expecting to exceed it this year. She noted that they will be involved with all of their travel trade partners as well as with their programs doing trade shows and sales calls, educational programs and collaboration with industry partners and island chapters. She said that they will post on Facebook and Instagram which are key social media in Canada. She noted that most will be virtual with no in-person currently planned for MCI, but educational

programs will be significant MCI room nights.

Ms. Webb reported that they're looking to meet and exceed PPDS and total expenditure and maintain or improve visitor satisfaction which is at 97.5% in 2019. She noted that they're putting out more of Mālama messaging, responsible tourism and Kuleana which will help the traveler be more mindful and respectful when they get to Hawai'i to improve on resident sentiment.

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

Chair Sanders requested a motion for the meeting to close. The motion was made and seconded and unanimously approved.

4. Adjournment:

The meeting adjourned at 1:01 pm.

Respectfully submitted,



Sheillane Reyes
Recorder

Agenda Item #3:

Presentation and discussion of the travel agents booking pace and general market research trends

TRAVEL AGENCY BOOKING TRENDS

MARCH 15, 2021

HAWAII TOURISM

AUTHORITY

Global Agency Pro

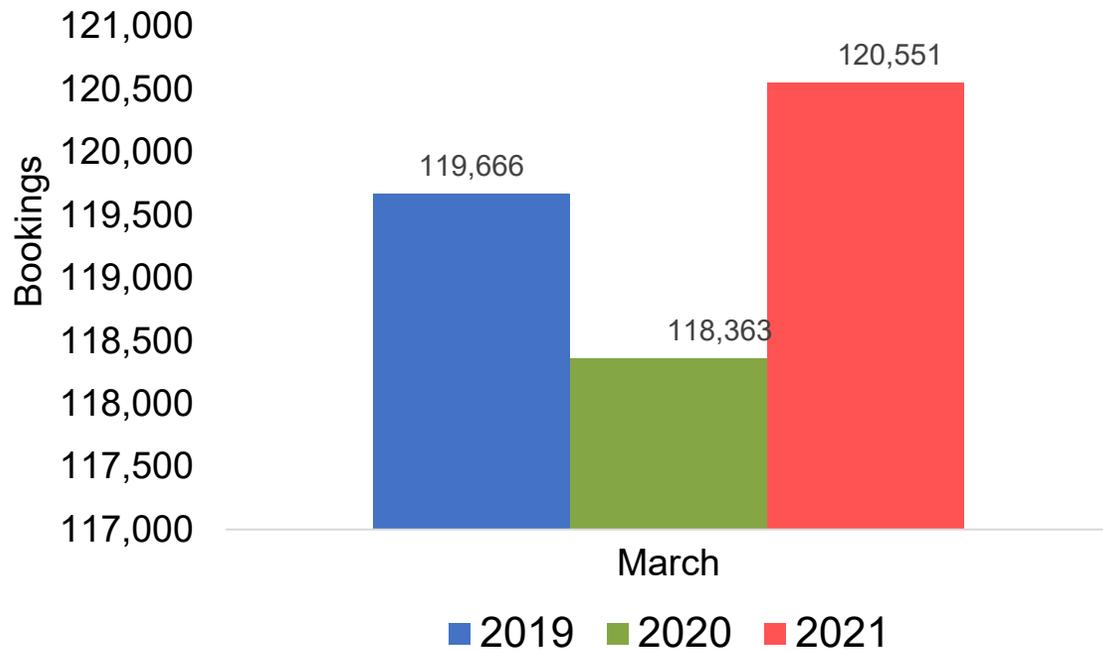
- HTA subscribes to Global Agency Pro, an online travel distribution system consisting of Travel Agency data
- Global Agency Pro provides access to over 90% of the world's Travel Agency airline transactions
- The database consists of five years of historical ticketing data and one year of advance purchase data
- The information is updated daily with a recency of two days prior to current date

Global Agency Pro Index

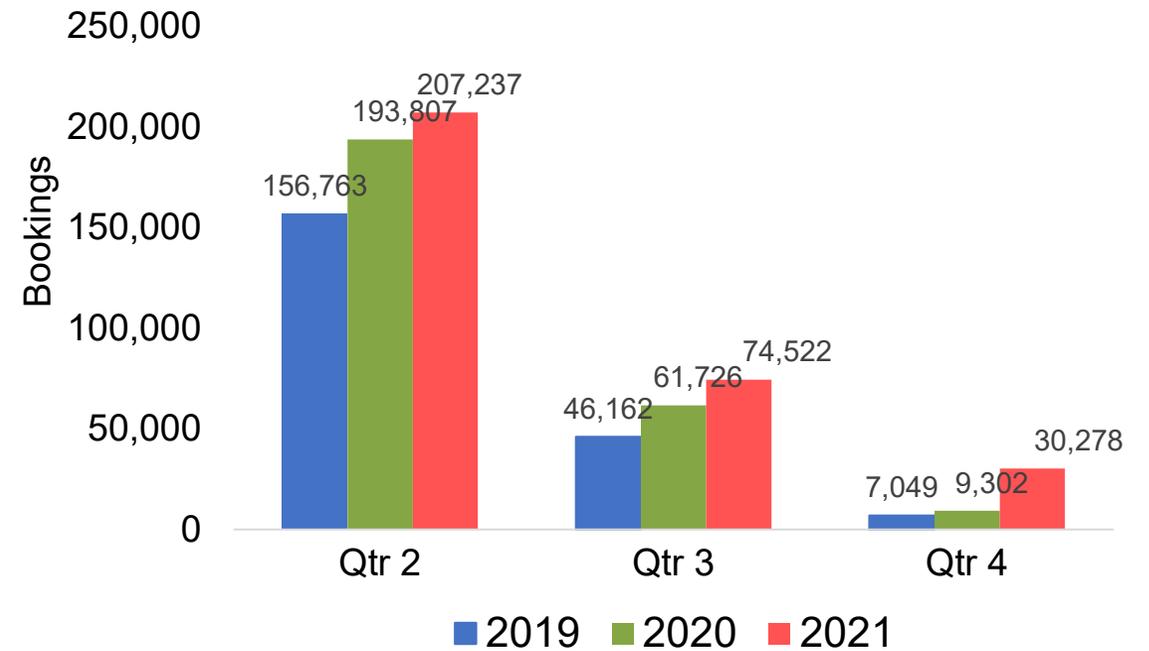
- **Bookings**
 - Net sum of the number of visitors (i.e., excluding Hawai'i residents and inter-island travelers) from Sales transactions counted, including Exchanges and Refunds.
 - Booking Date
 - The date on which the ticket was purchased by the passenger. Also known as the Sales Date
- **Travel Date**
 - The date on which travel is expected to take place.
- **Point of Origin Country**
 - The country which contains the airport at which the ticket started
- **Travel Agency**
 - Travel Agency associated with the ticket is doing business (DBA)

US

Travel Agency Booking Pace for Future Arrivals, by Month



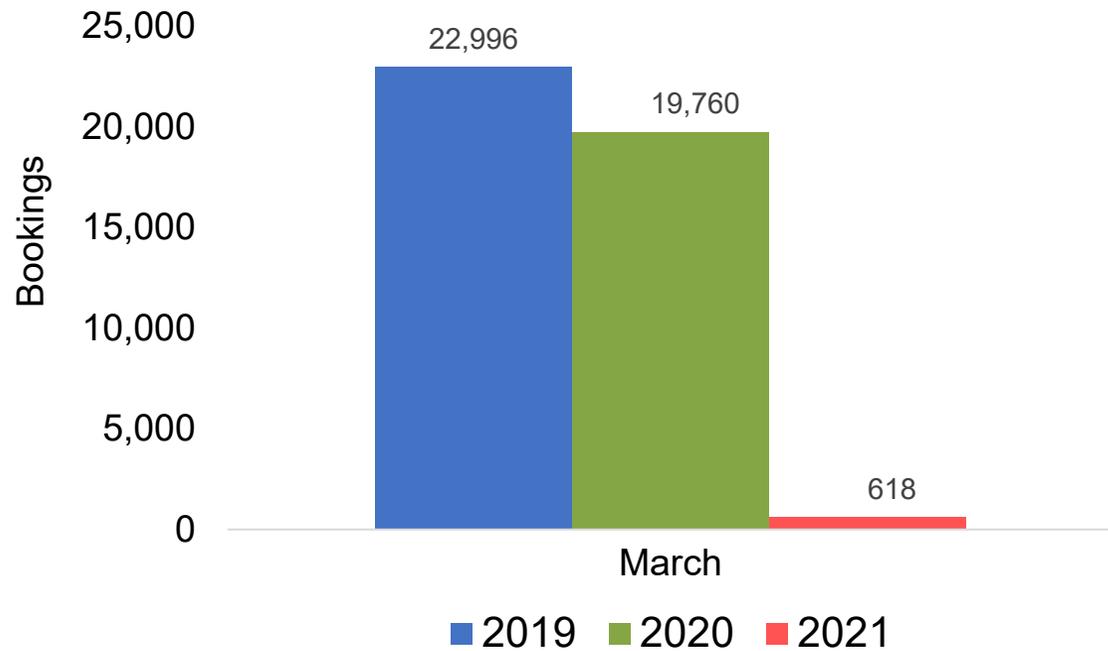
Travel Agency Booking Pace for Future Arrivals, by Quarter



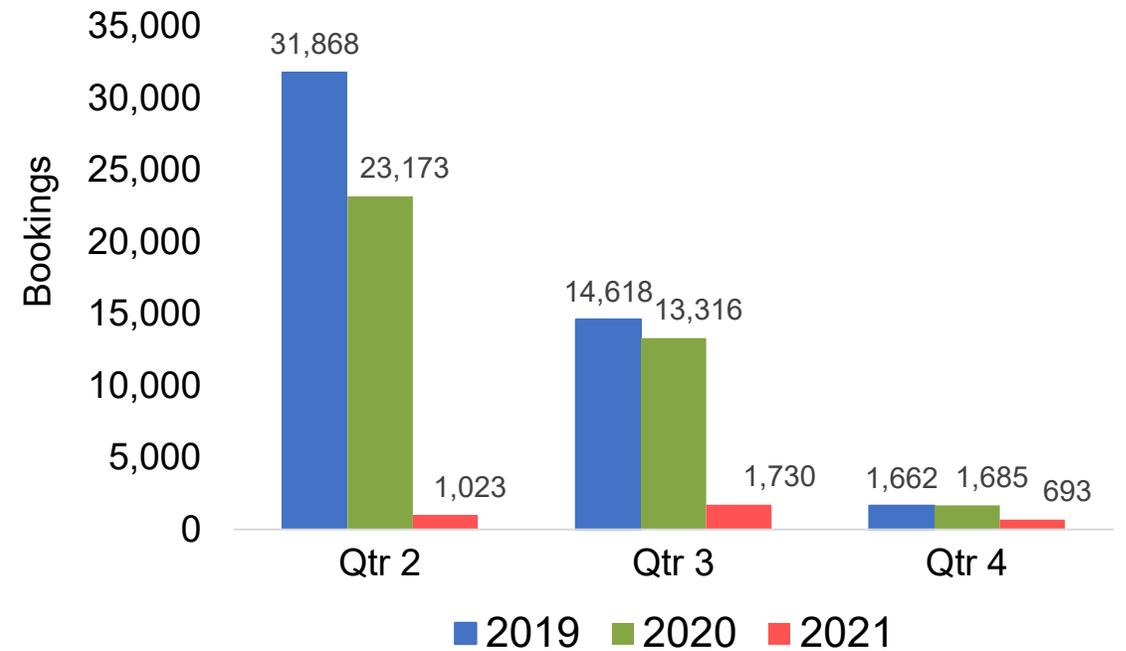
Source: Global Agency Pro as of 03/13/21

JAPAN

Travel Agency Booking Pace for Future Arrivals, by Month



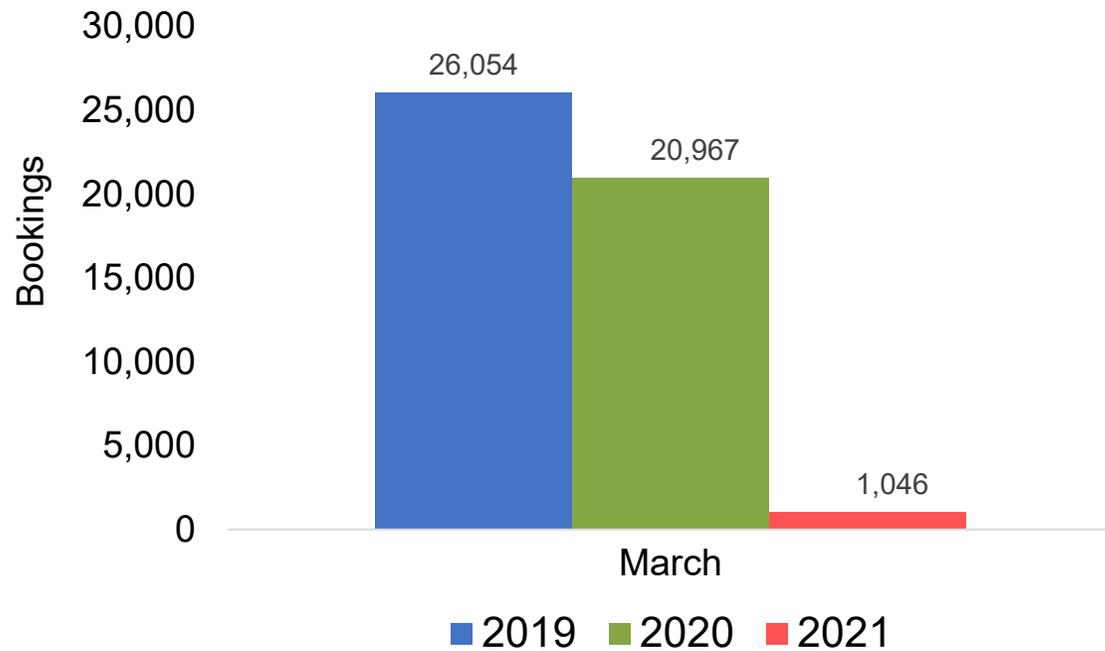
Travel Agency Booking Pace for Future Arrivals, by Quarter



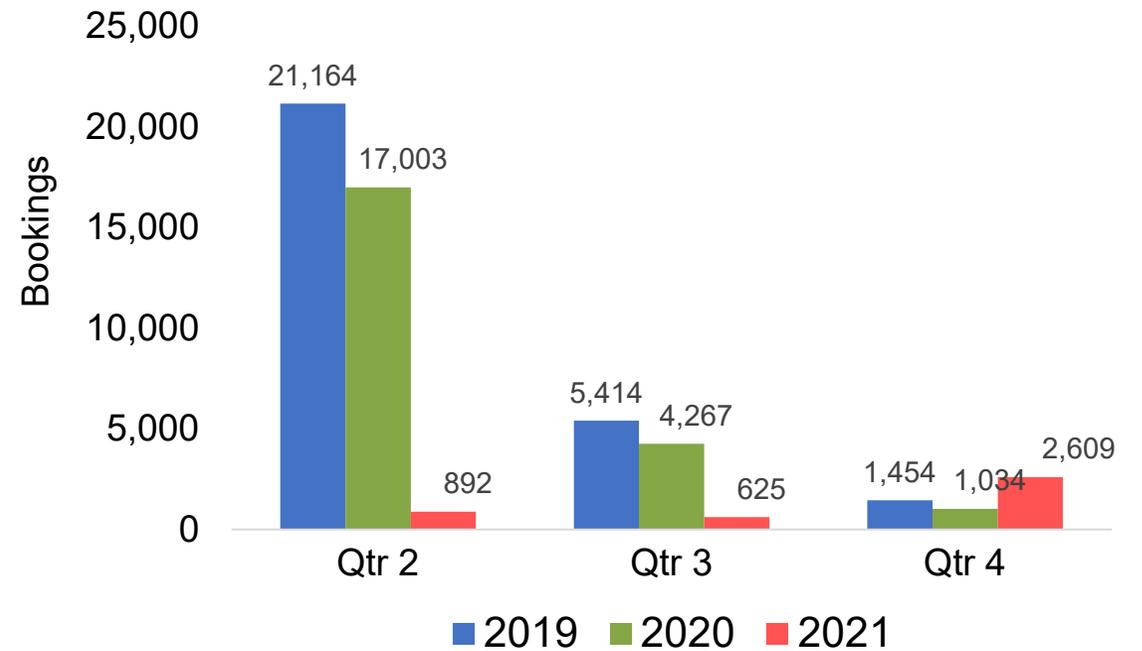
Source: Global Agency Pro as of 03/13/21

CANADA

Travel Agency Booking Pace for Future Arrivals, by Month



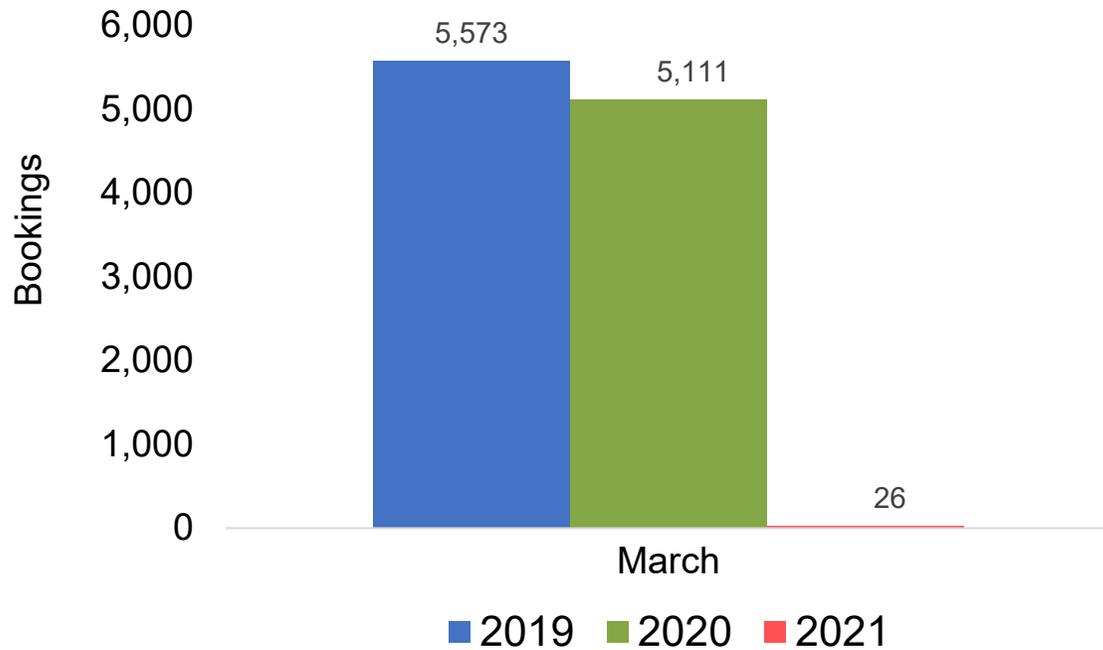
Travel Agency Booking Pace for Future Arrivals, by Quarter



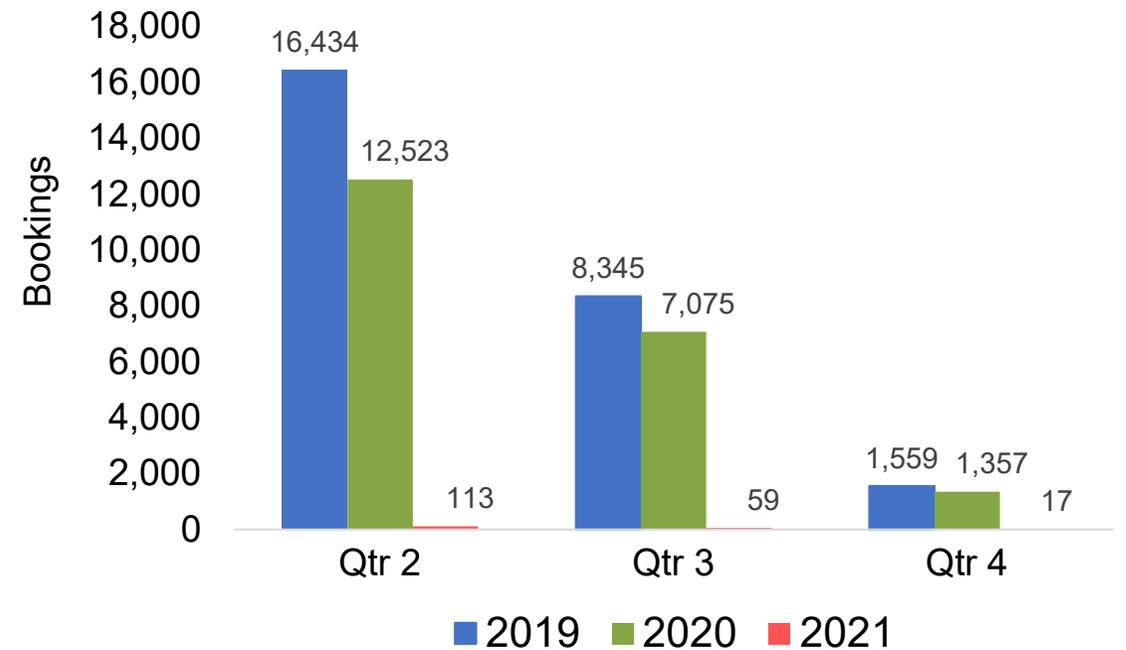
Source: Global Agency Pro as of 03/13/21

AUSTRALIA

Travel Agency Booking Pace for Future Arrivals, by Month



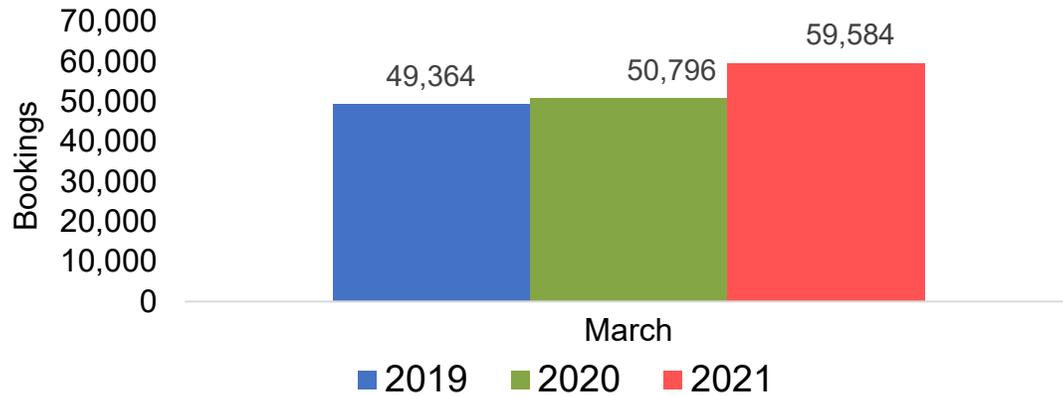
Travel Agency Booking Pace for Future Arrivals, by Quarter



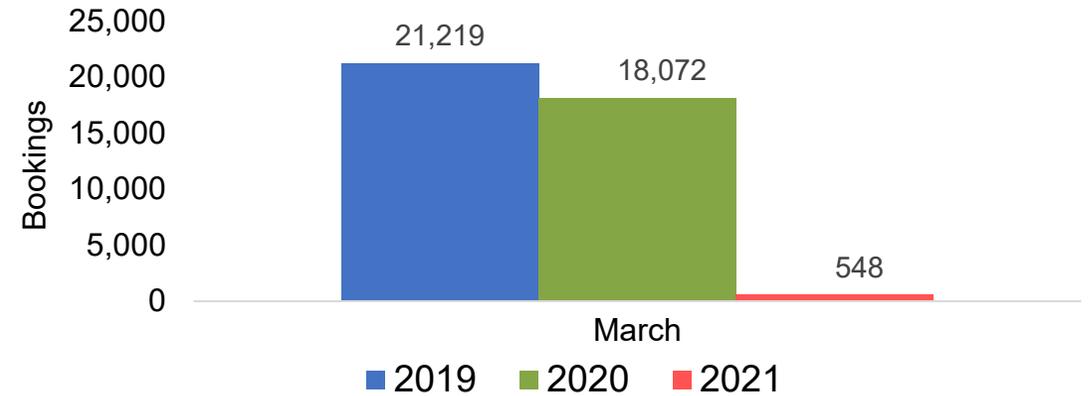
Source: Global Agency Pro as of 03/13/21

O'ahu by Month 2021

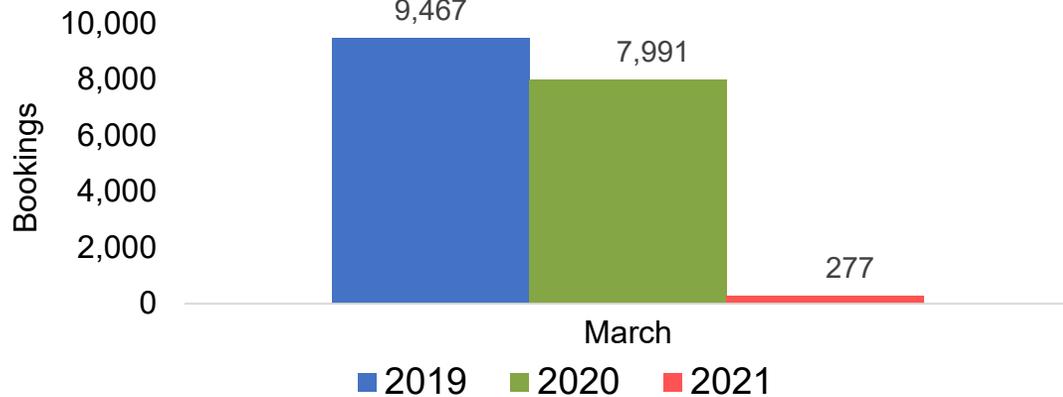
Travel Agency Booking Pace for Future Arrivals
U.S.



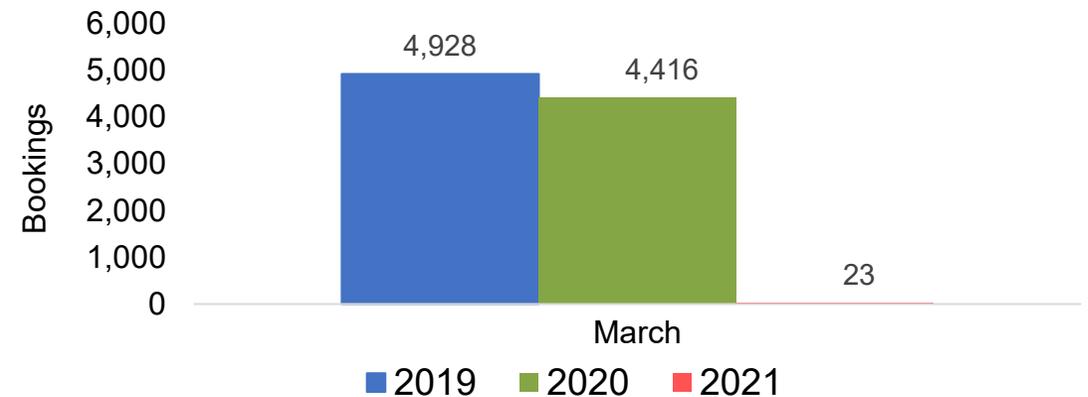
Travel Agency Booking Pace for Future Arrivals
Japan



Travel Agency Booking Pace for Future Arrivals
Canada

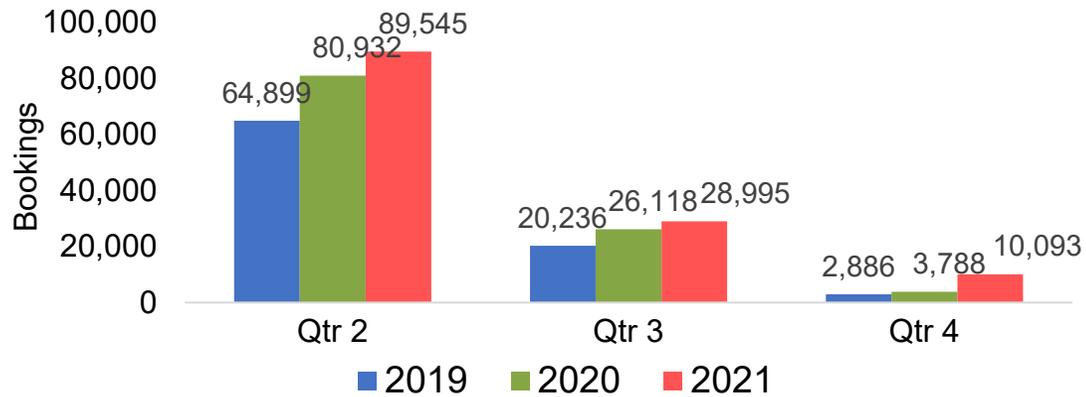


Travel Agency Booking Pace for Future Arrivals
Australia

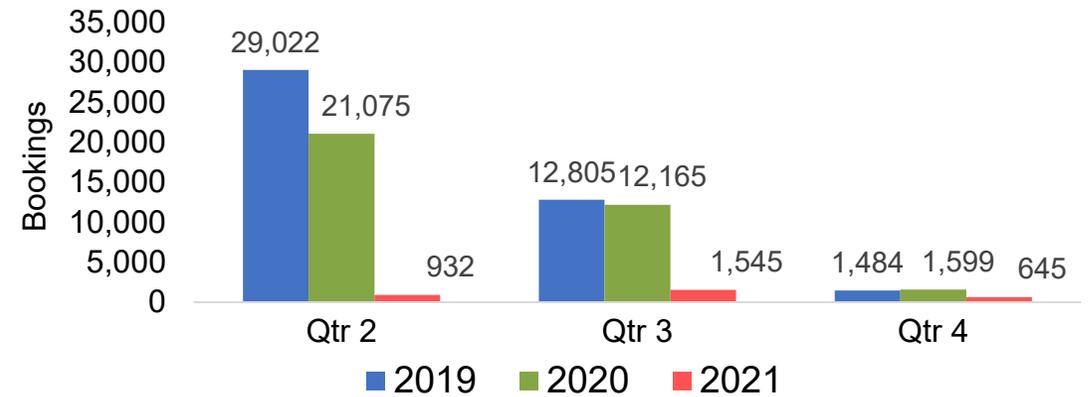


O'ahu by Quarter 2021

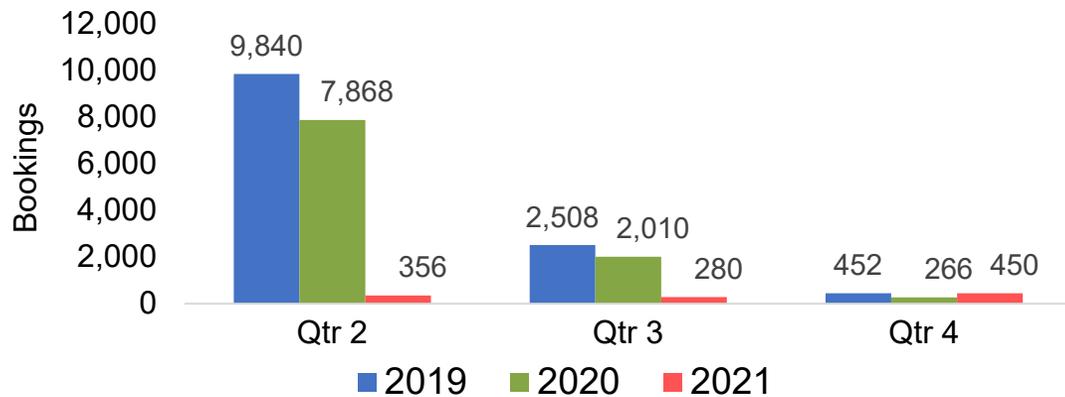
Travel Agency Booking Pace for Future Arrivals
U.S.



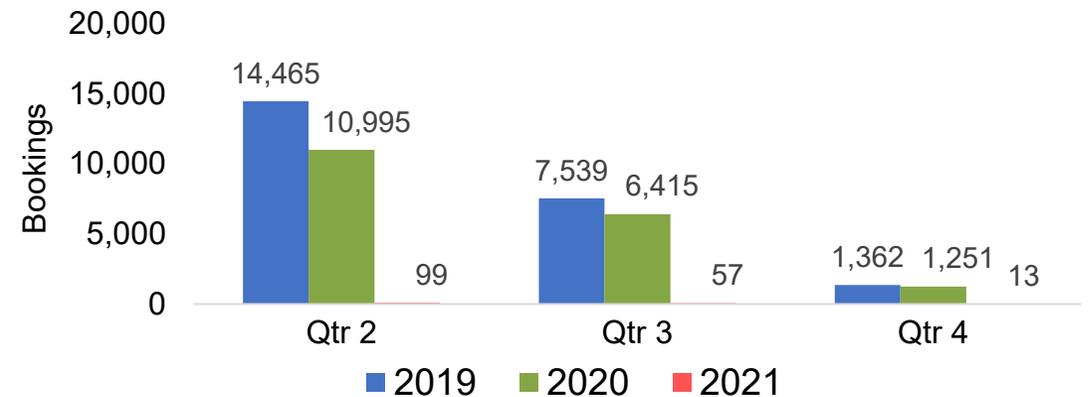
Travel Agency Booking Pace for Future Arrivals
Japan



Travel Agency Booking Pace for Future Arrivals
Canada



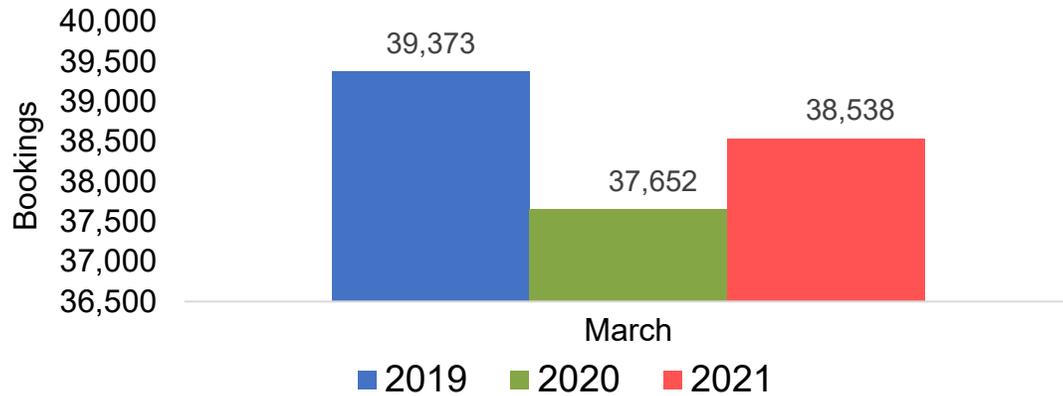
Travel Agency Booking Pace for Future Arrivals
Australia



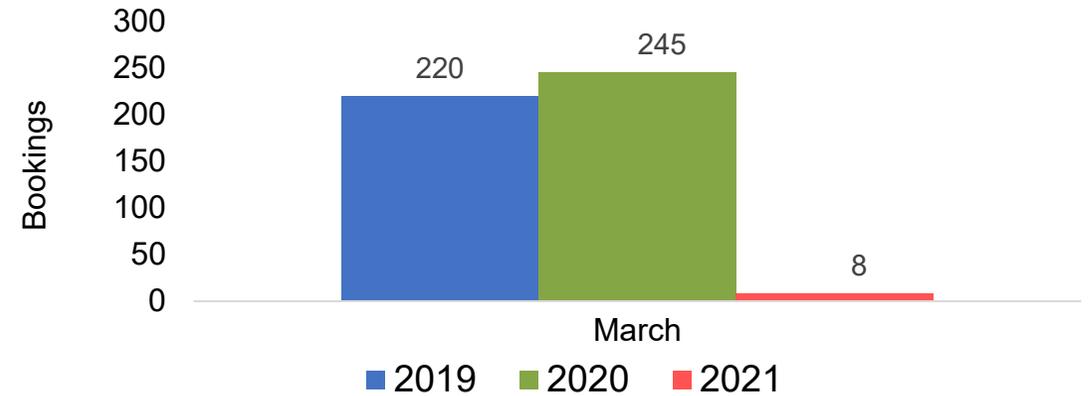
Source: Global Agency Pro as of 03/13/21

Maui by Month 2021

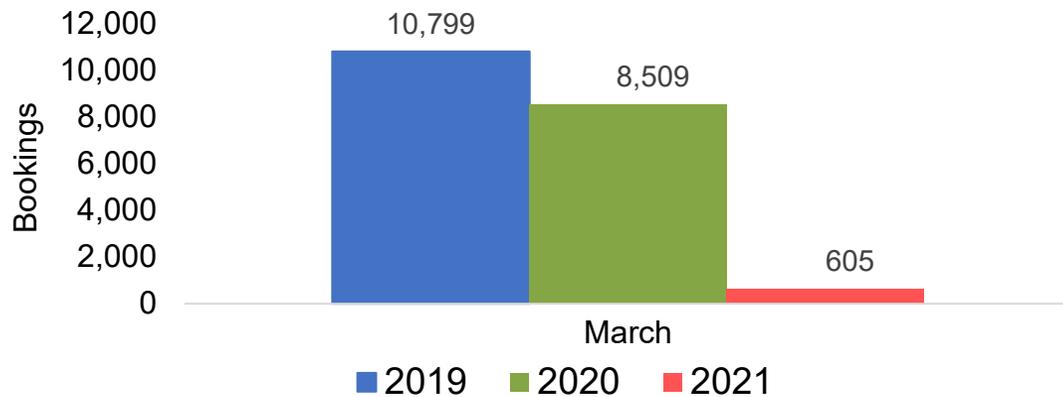
Travel Agency Booking Pace for Future Arrivals
U.S.



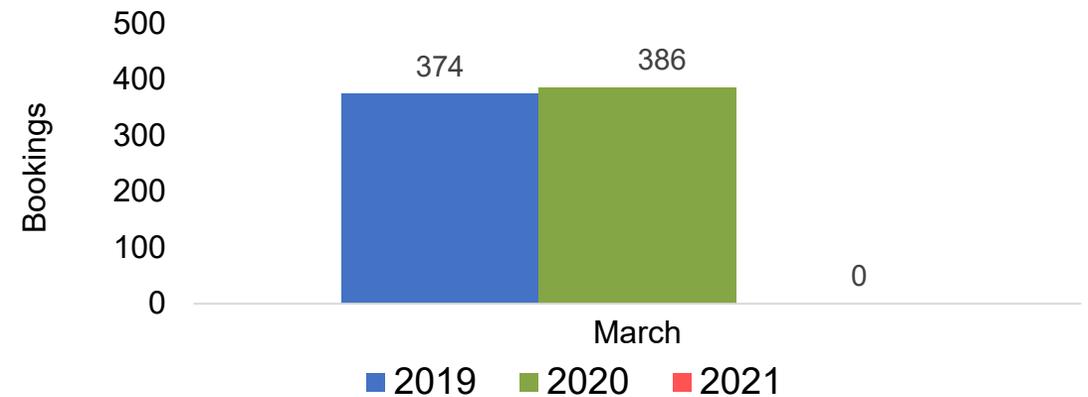
Travel Agency Booking Pace for Future Arrivals
Japan



Travel Agency Booking Pace for Future Arrivals
Canada



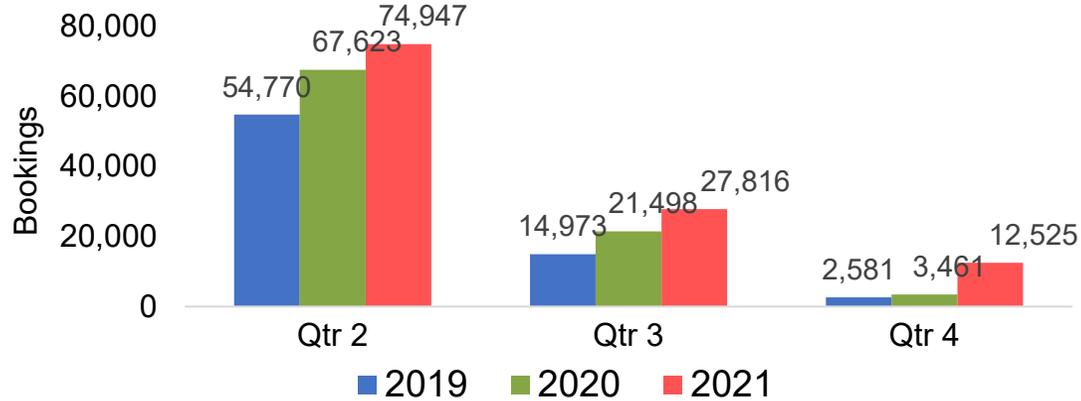
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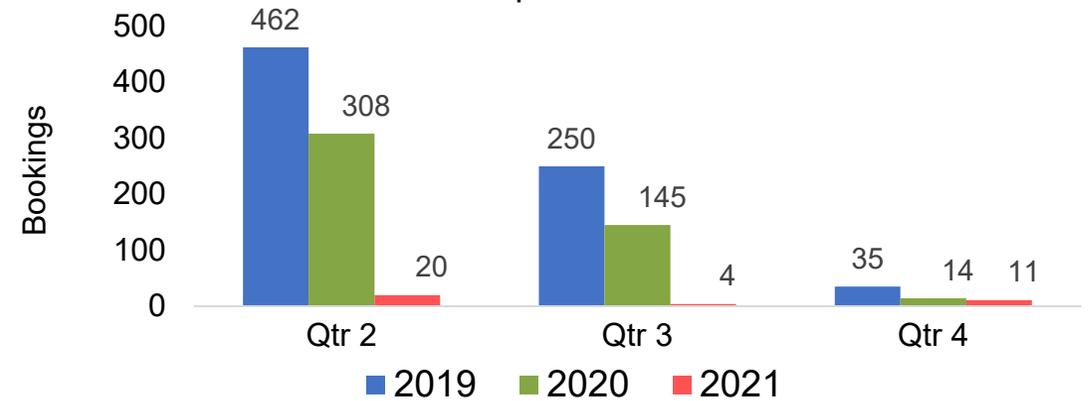
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Maui by Quarter 2021

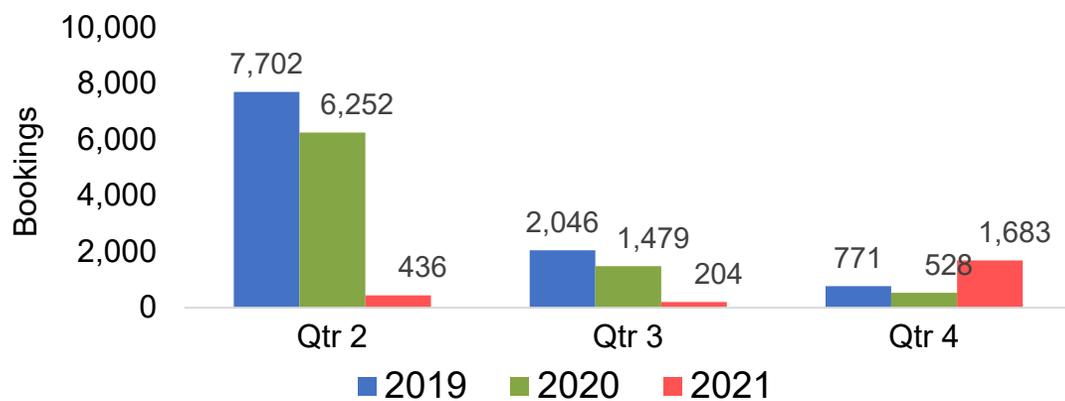
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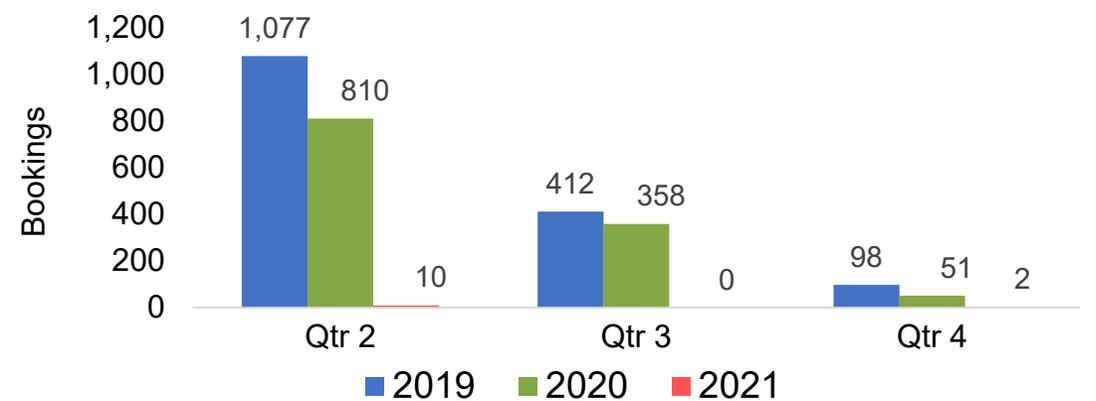
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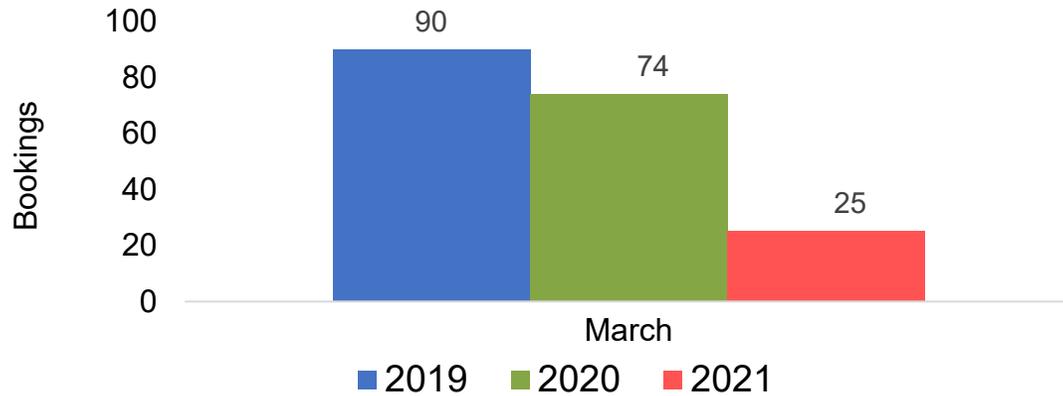
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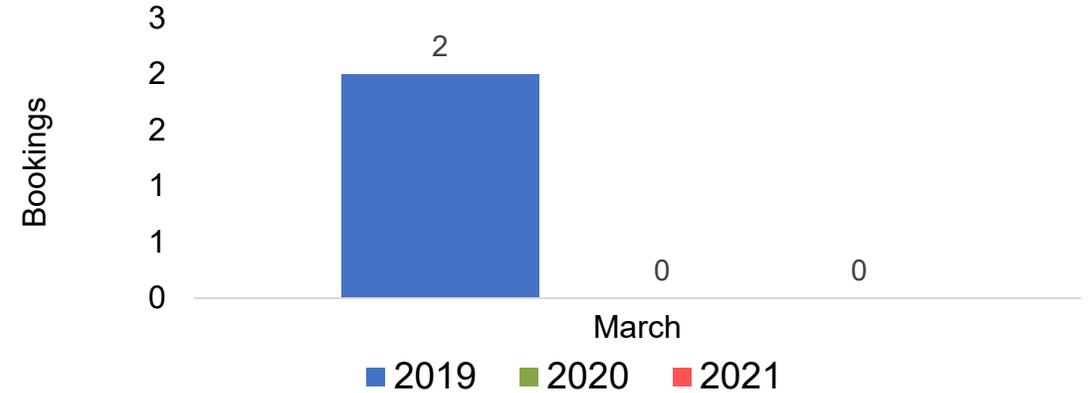
Source: Global Agency Pro as of 03/13/21

Moloka'i by Month 2021

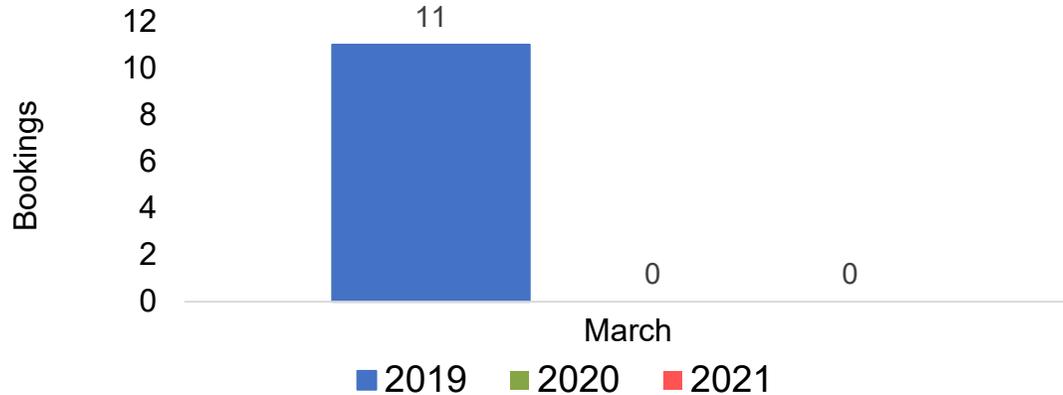
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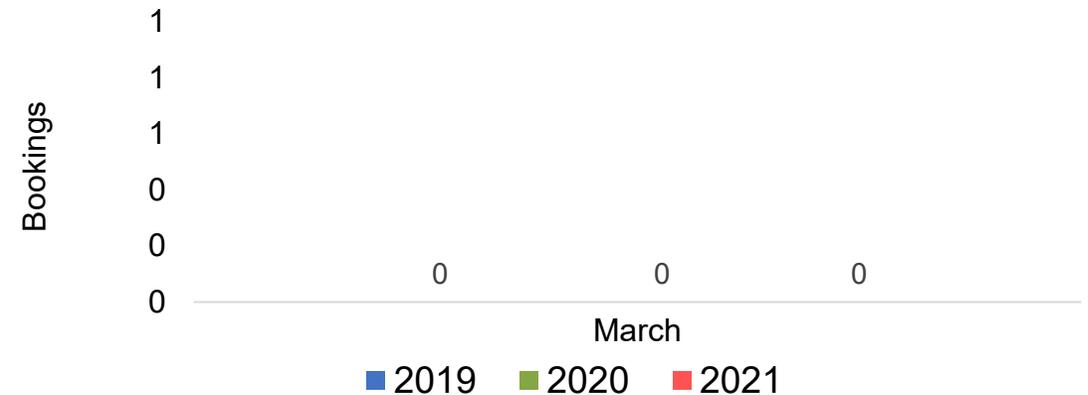
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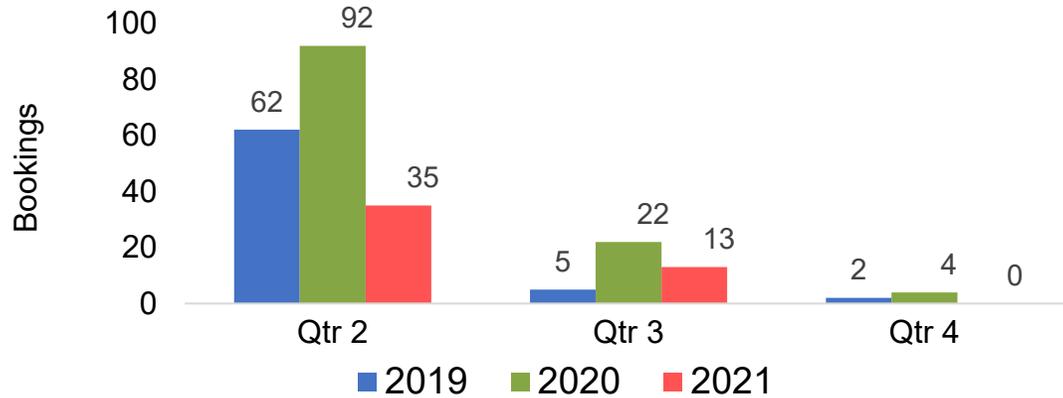
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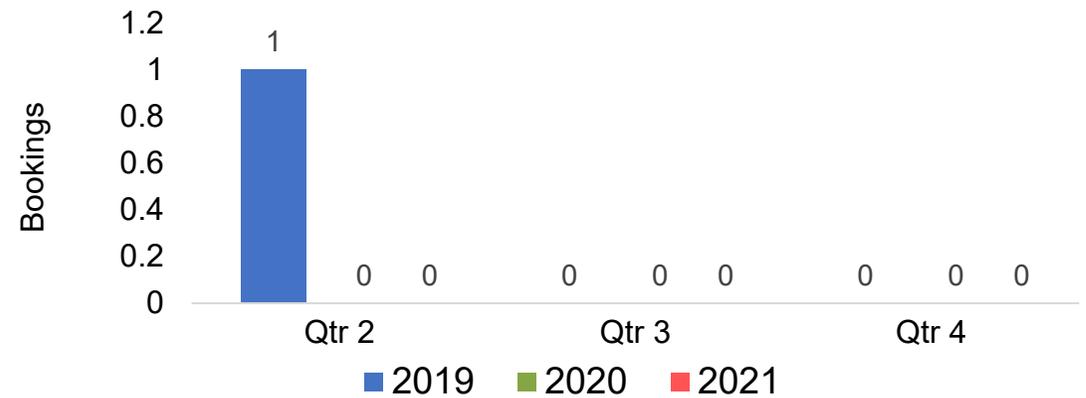
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Moloka'i by Quarter 2021

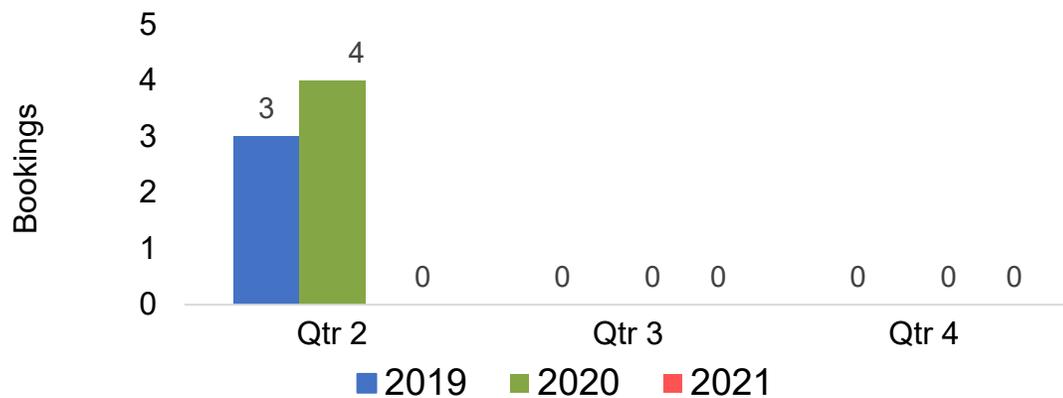
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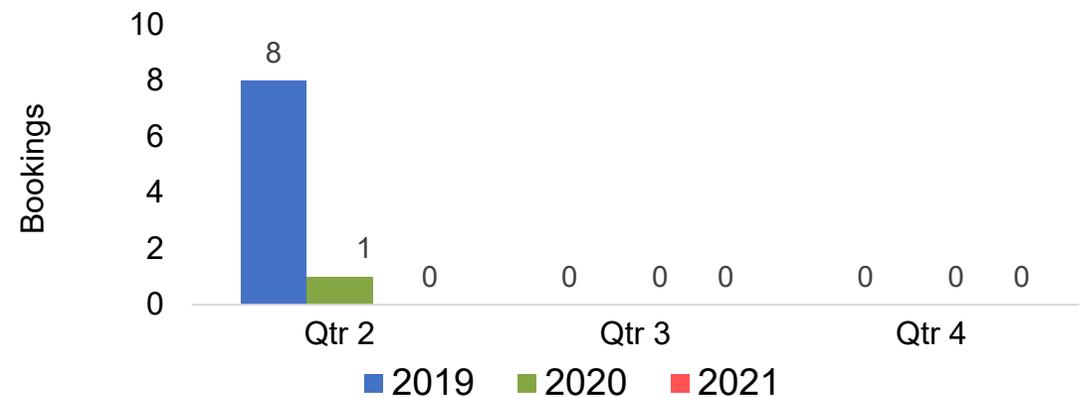
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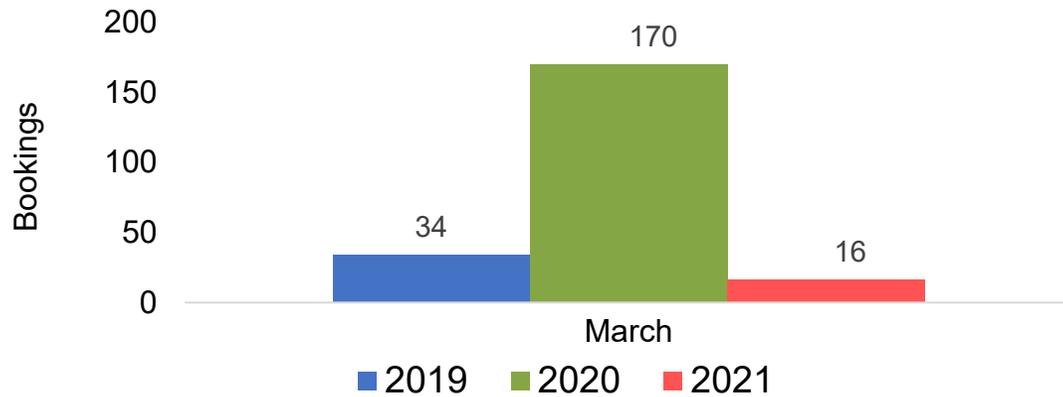
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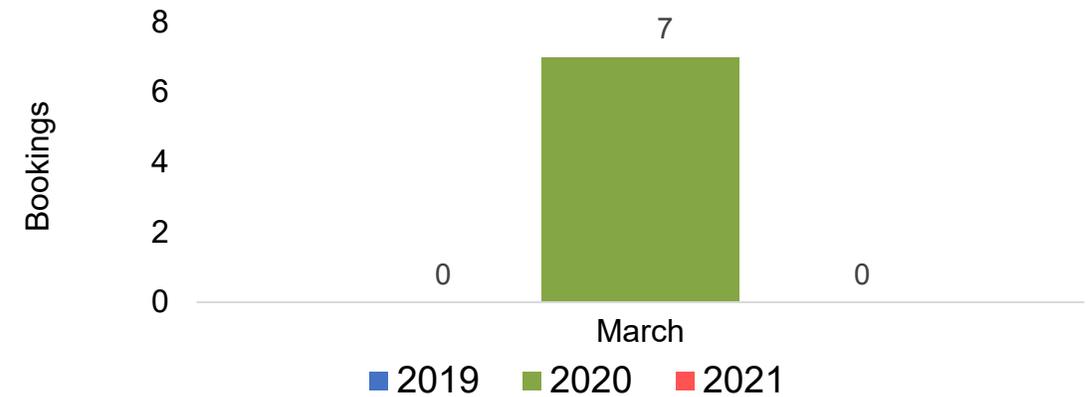
Source: Global Agency Pro as of 03/13/21

Lānaʻi by Month 2021

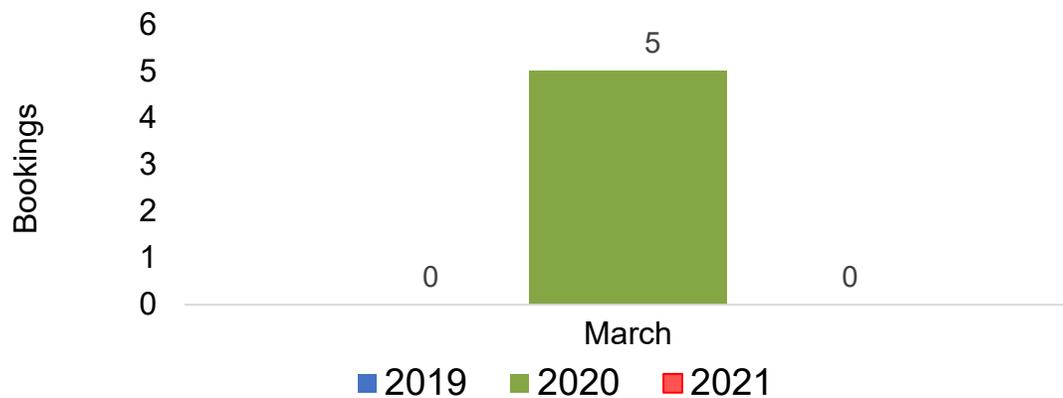
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U.S.



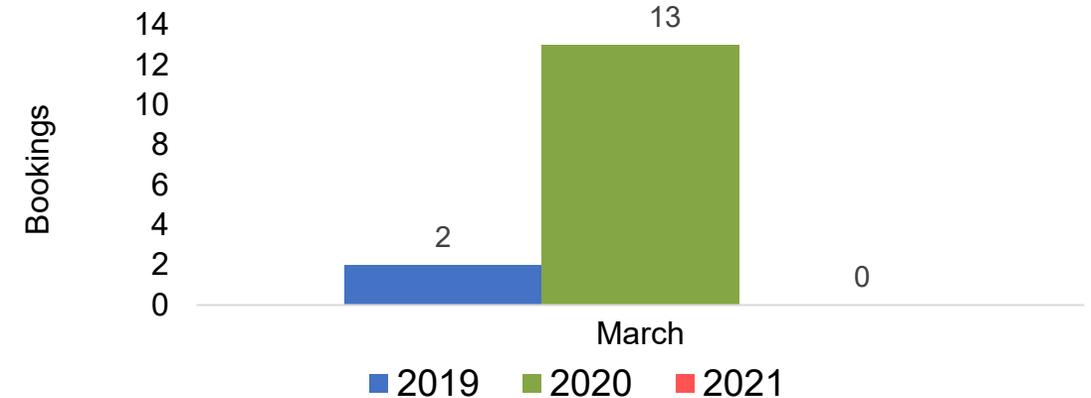
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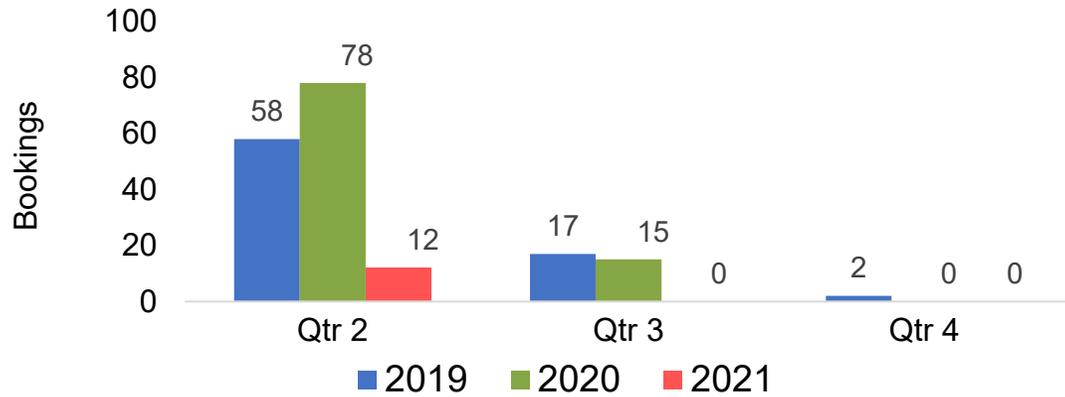


Travel Agency Booking Pace for Future Arrivals
Australia

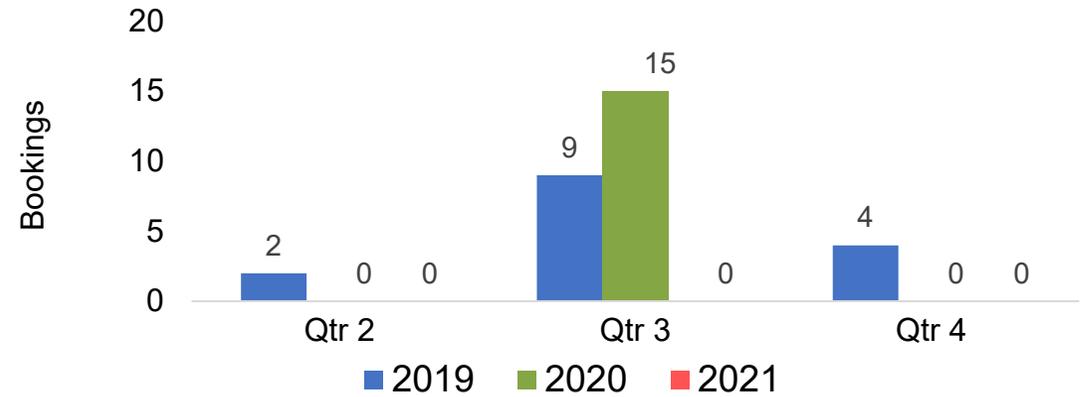


Lānaʻi by Quarter 2021

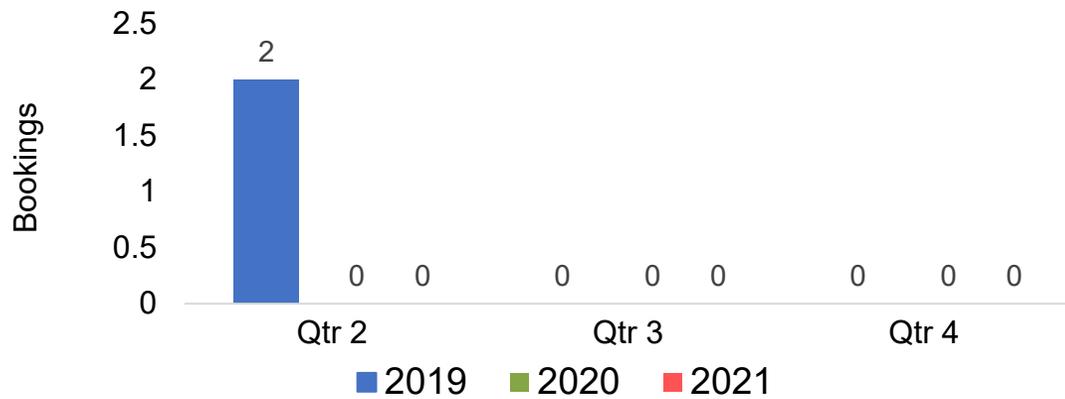
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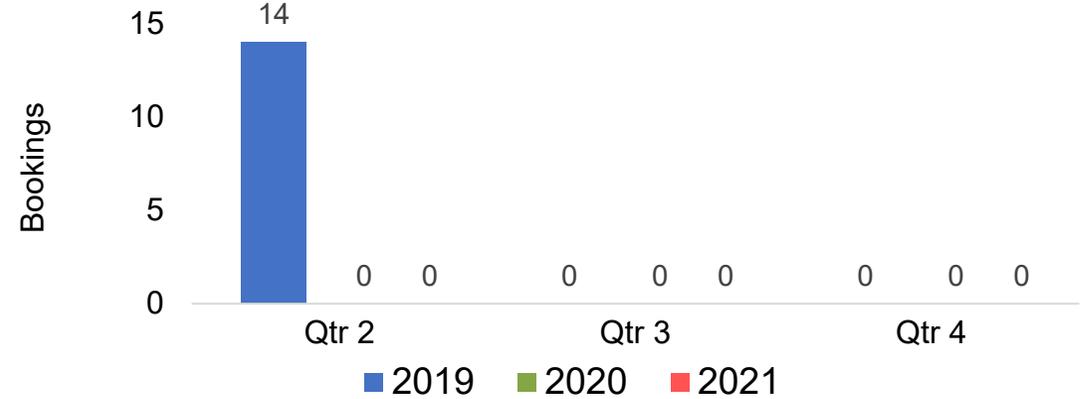
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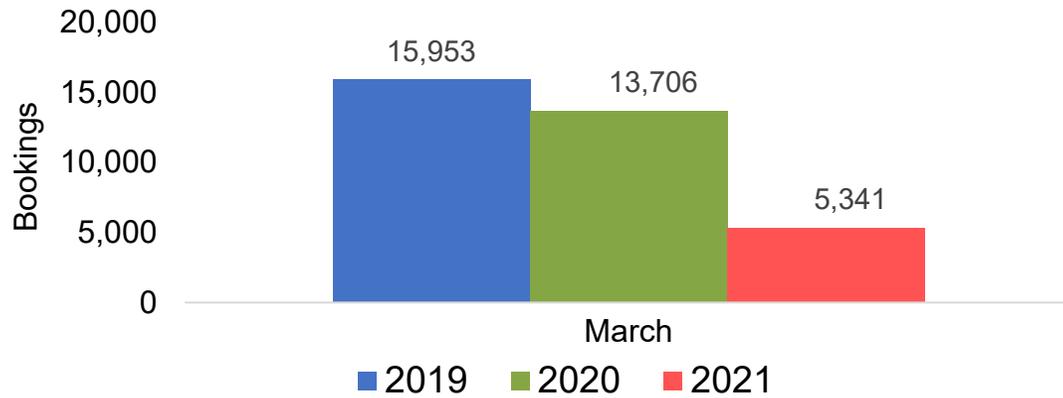
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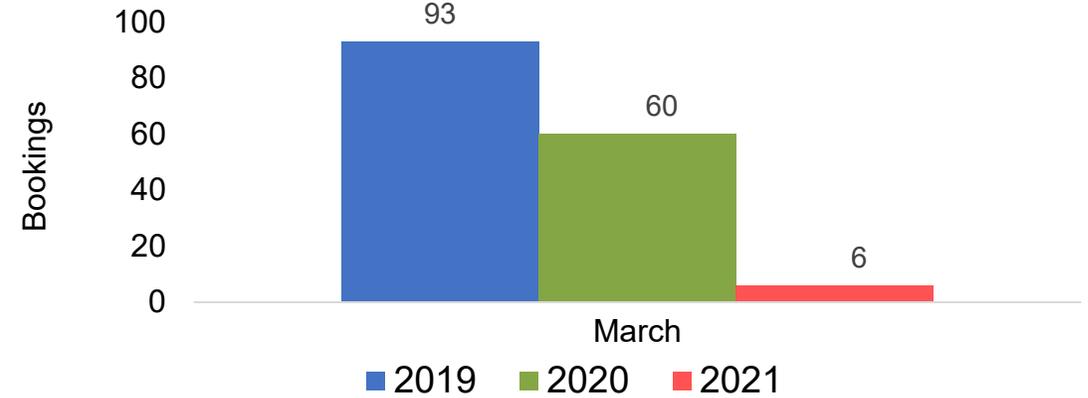
Source: Global Agency Pro as of 03/13/21

Kaua'i by Month 2021

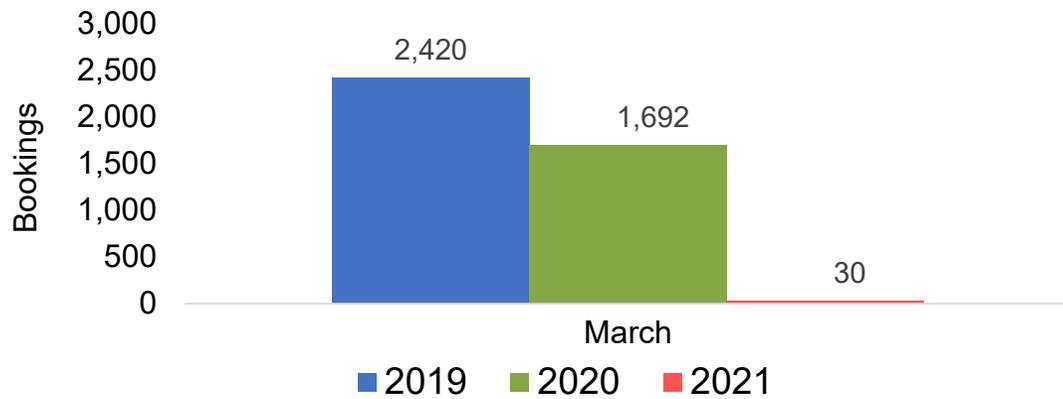
Travel Agency Booking Pace for Future Arrivals
U.S.



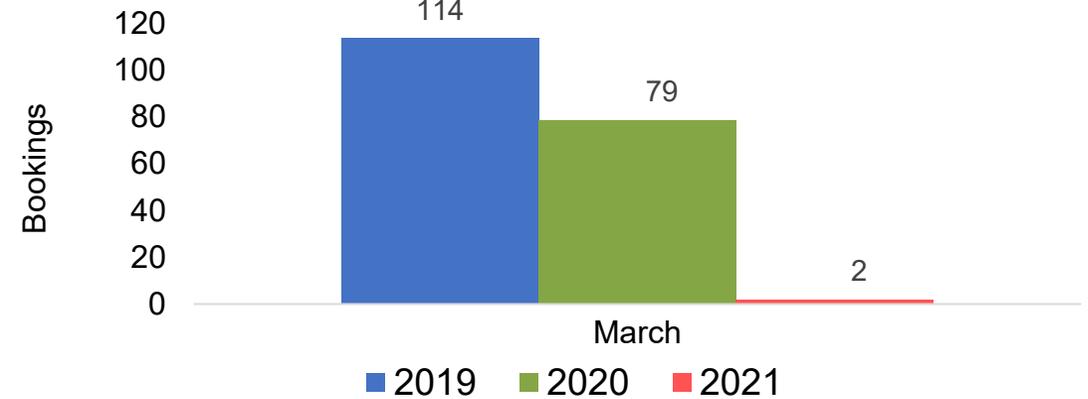
Travel Agency Booking Pace for Future Arrivals
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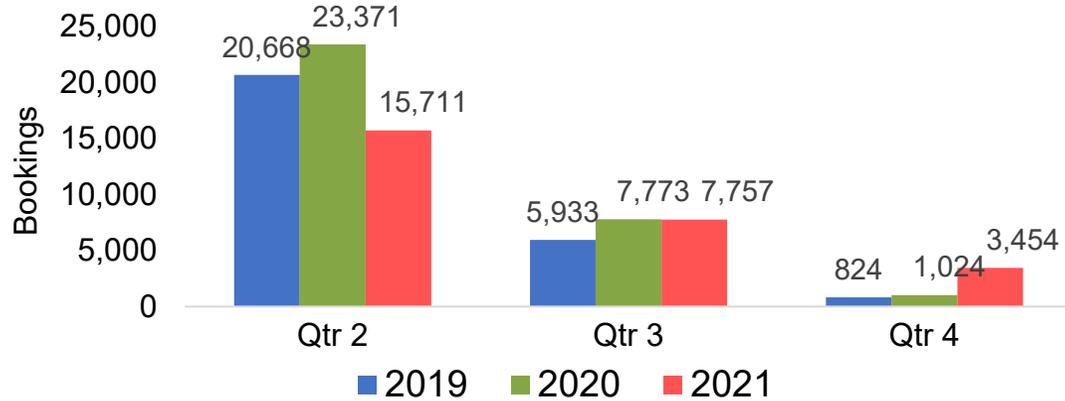
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Australia



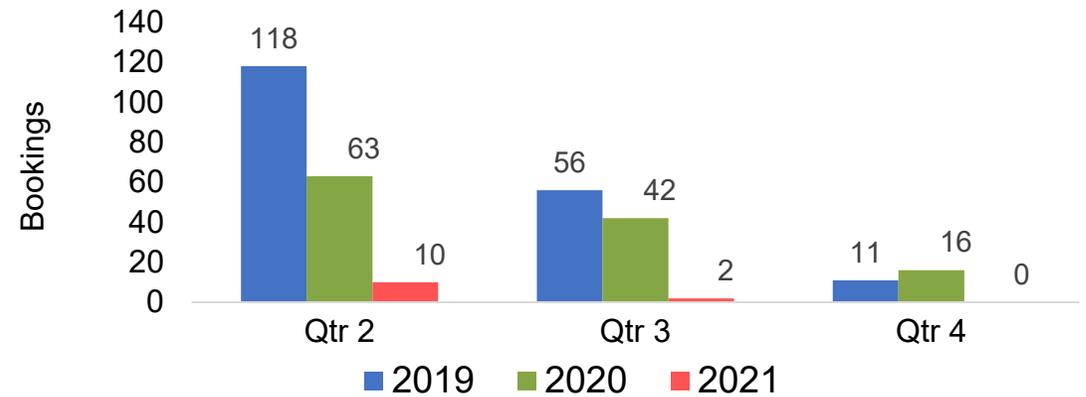
Source: Global Agency Pro as of 03/13/21

Kaua'i by Quarter 2021

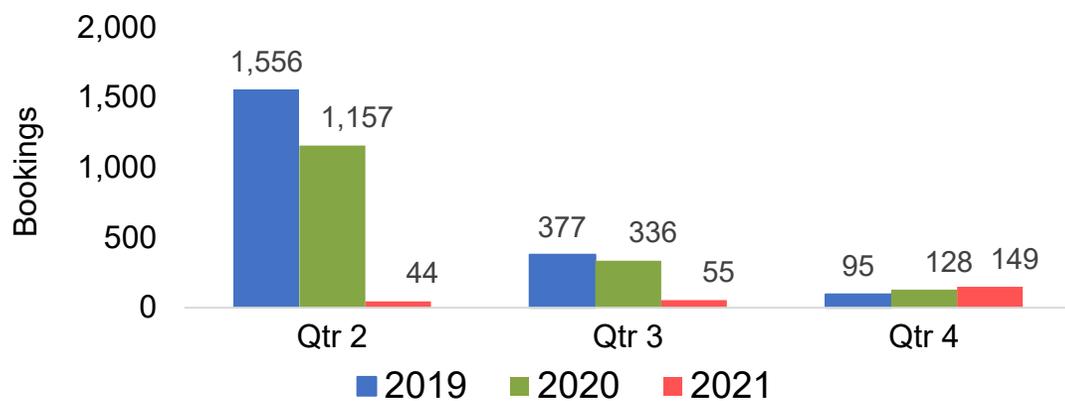
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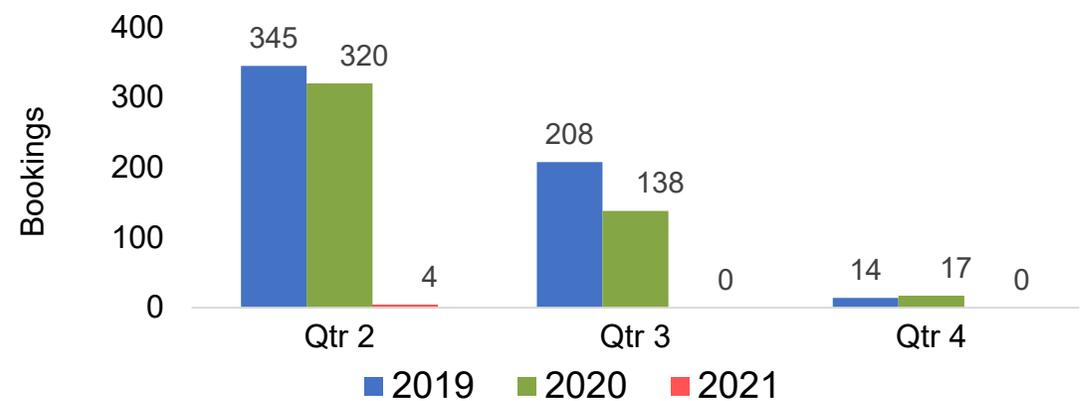
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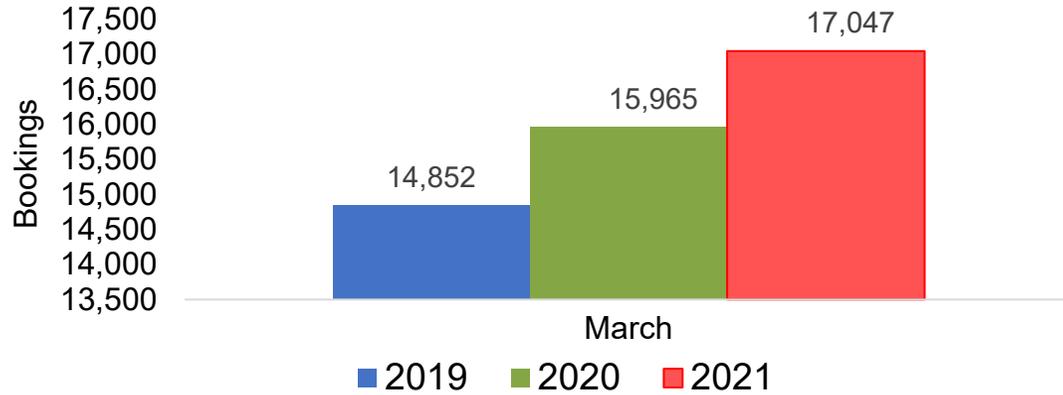
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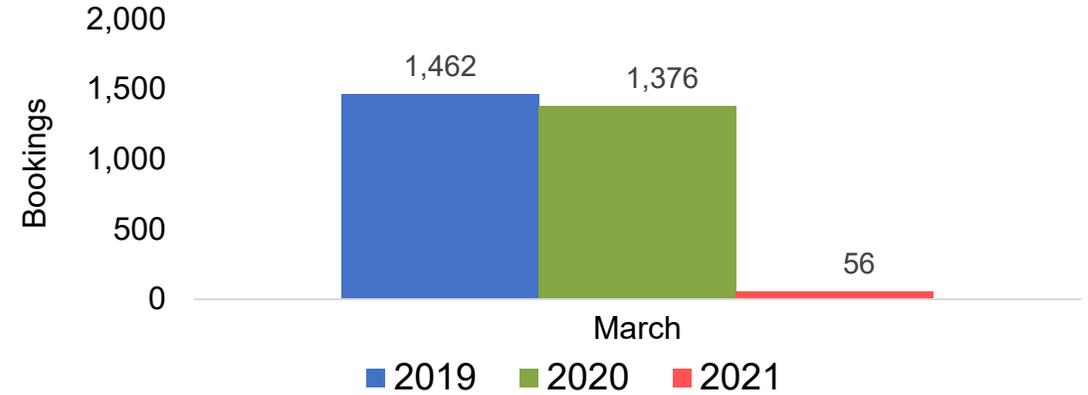
Source: Global Agency Pro as of 03/13/21

Hawai'i Island by Month 2021

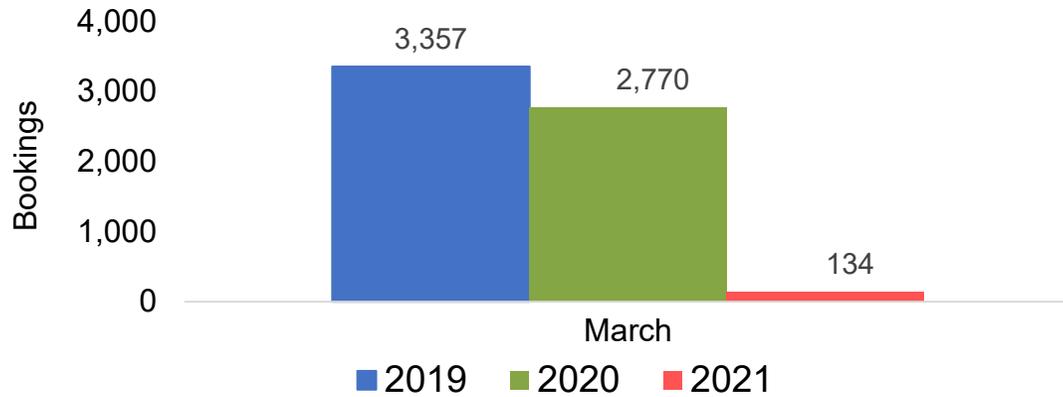
Travel Agency Booking Pace for Future Arrivals
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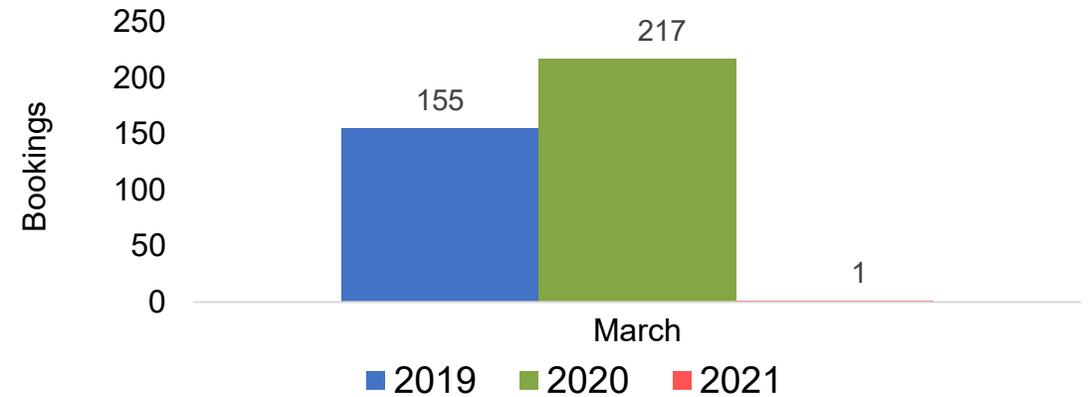
Travel Agency Booking Pace for Future Arrivals
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Travel Agency Booking Pace for Future Arrivals
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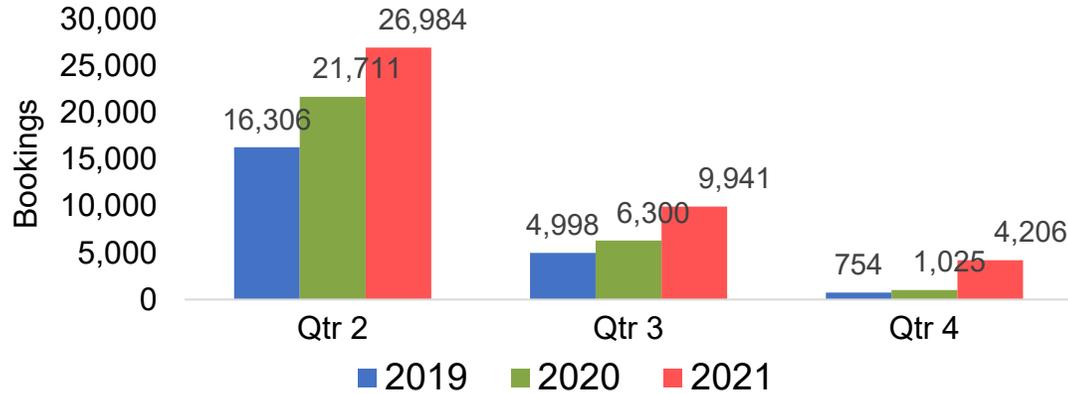


Travel Agency Booking Pace for Future Arrivals
Australia

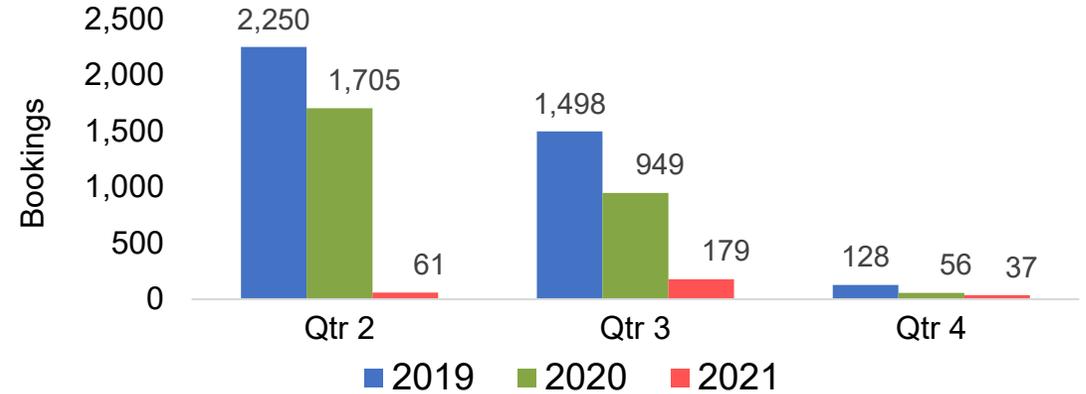


Hawai'i Island by Quarter 2021

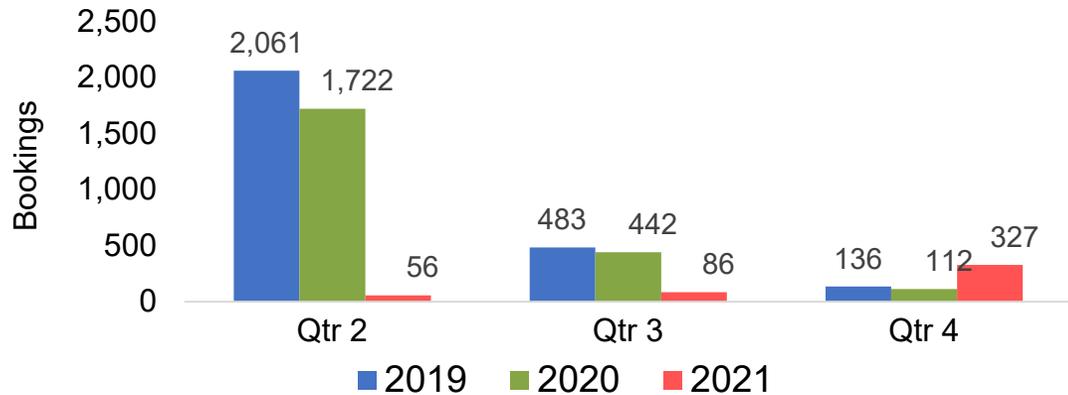
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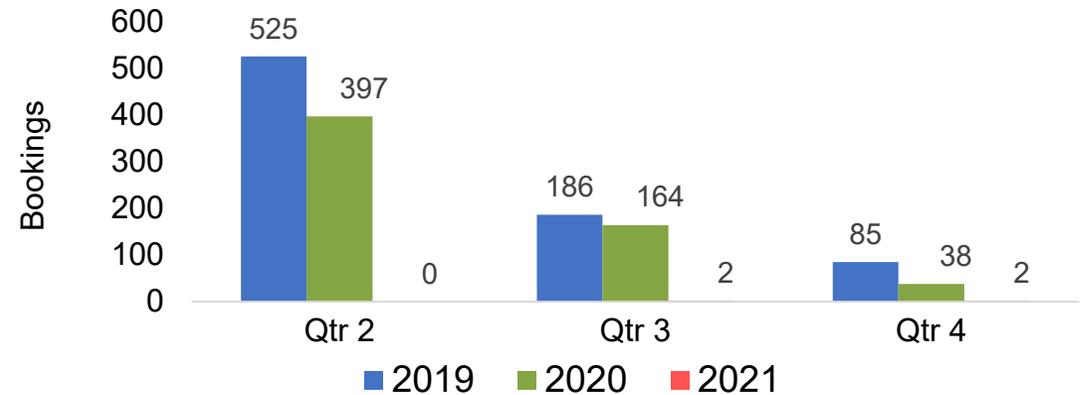
Travel Agency Booking Pace for Future Arrivals
Japan



Travel Agency Booking Pace for Future Arrivals
Canada



Travel Agency Booking Pace for Future Arrivals
Australia



Source: Global Agency Pro as of 03/13/21

Agenda Item #4:

Presentation of the Brand Management Plan by
each Global Marketing Team:

Hawaii Tourism Oceania (HTO)
by Darragh Walshe and Charis Hildebrando



2021 BMP PRESENTATION

Darragh Walshe
Senior Account Director

Charis Hildebrando
Senior Marketing Manager

MARKET CONDITIONS

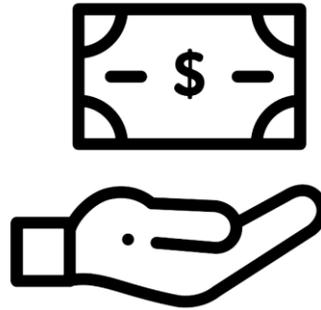


MARKET CONDITIONS

Economy



Strong domestic economies



Consumer confidence recovered/increasing



Strong exchange rate:

- \$1 AUD = \$0.77 USD
- \$1 NZD = \$0.72USD

KEY TRENDS

Key trends

- Very low community number of COVID cases – most days zero
- Vaccine rolled out over Q1/Q2 /Q3 and will be widely available
- Strong demand in domestic tourism
- Government wage subsidies – Jopkeeper (ends 31 Mar) and travel industry support

MARKET CONDITIONS - AIRLIFT

Airlift

- International travel restrictions implemented by AU & NZ governments March 2020
- Our four airline partners have continued to express commitment to the market with schedules showing from Q4. (subject to restrictions)

	2021
Qantas	Oct
Jetstar	Nov
Hawaiian	Oct
Air NZ	Nov

TRAVEL TRENDS



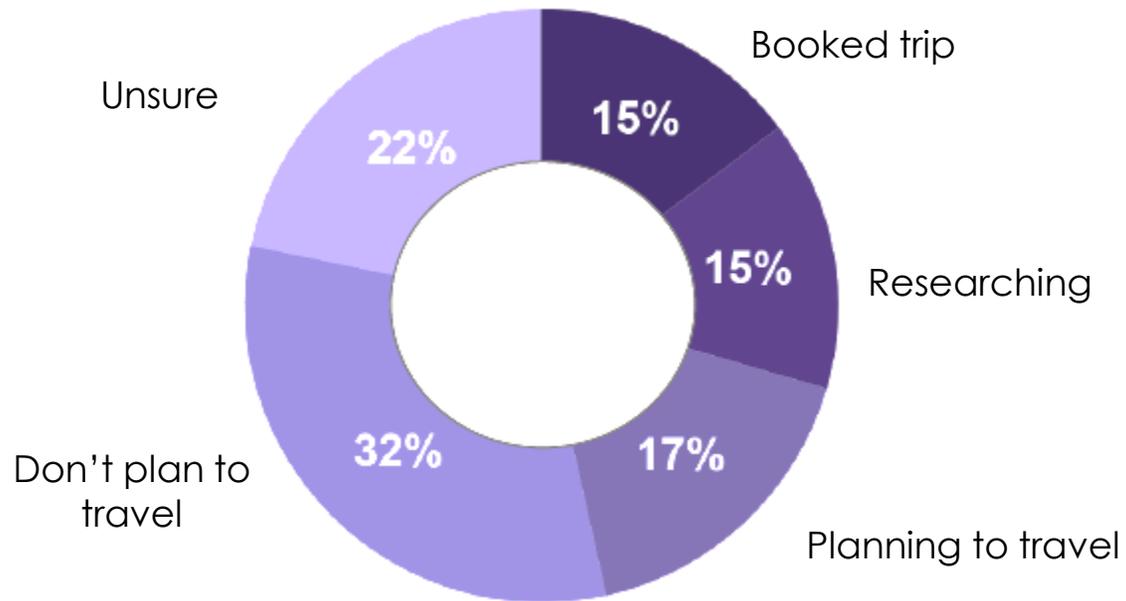
USA CONSUMER RESEARCH

General Channel Distribution:

- The affluent consumer is currently saving rather than spending on travel
- Consumers continue to 'dream' about international travel (“it is important to continue talking to the market, but content needs to focus heavily on inspiration.”)
- Hawai‘i figures strongly on their list as an early point of return -perceived to have lower threats, a more controlled environment & natural features

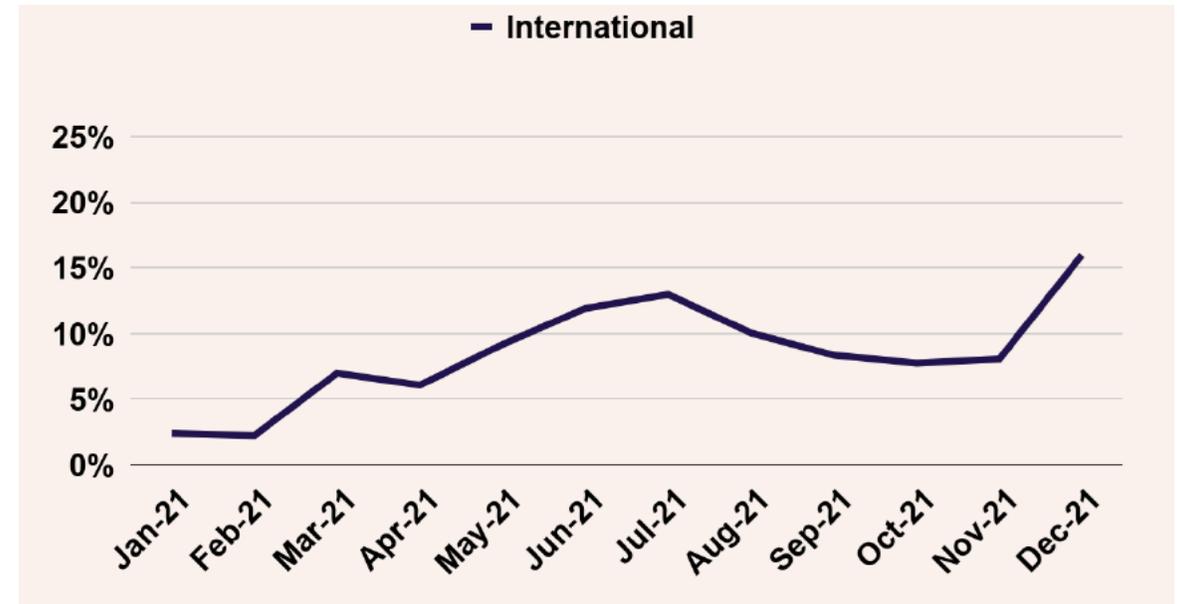


TRIPADVISOR TRAVEL PLANNING



47%

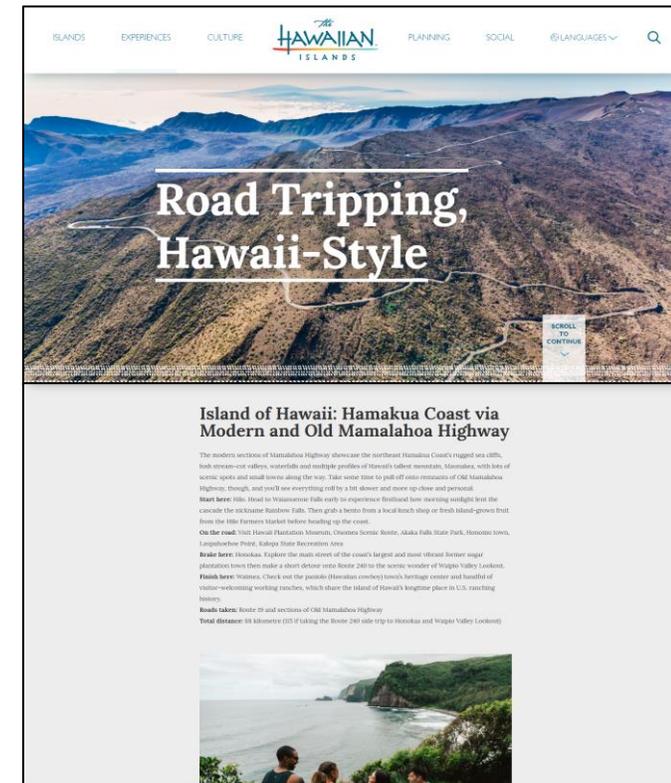
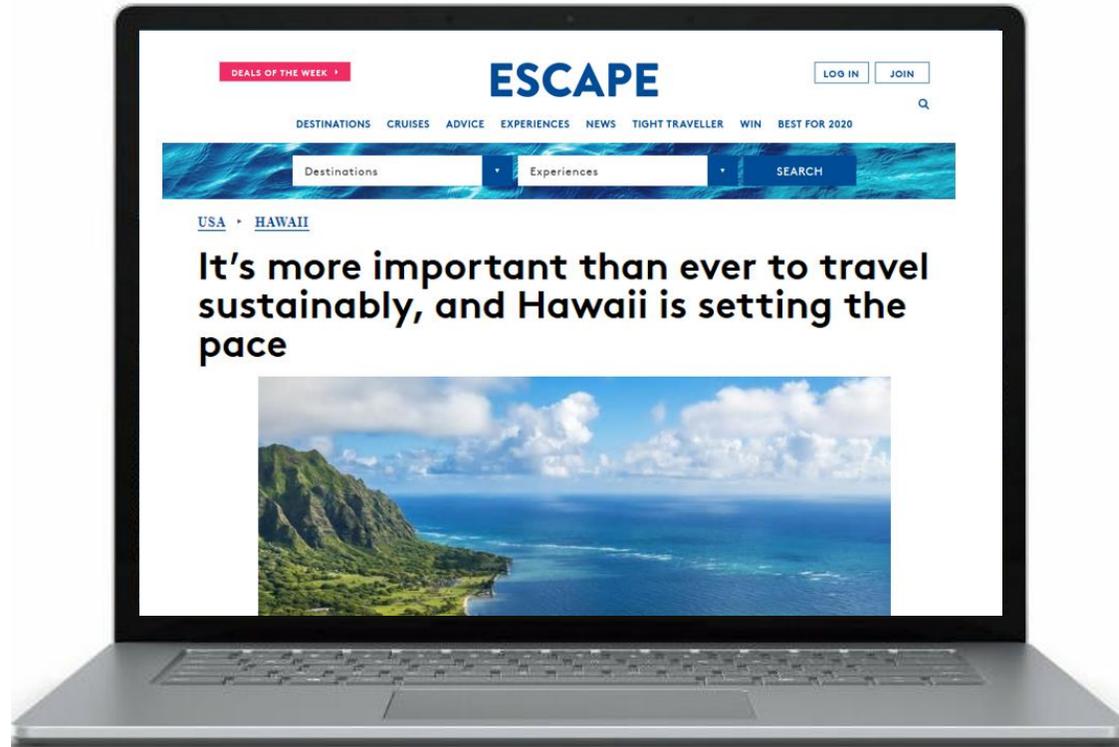
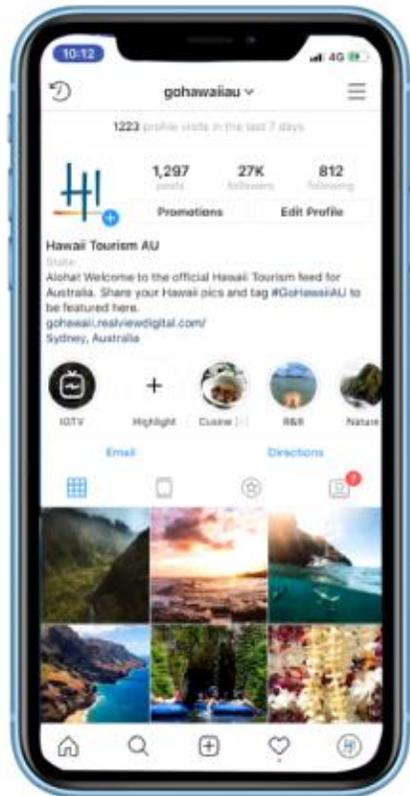
of consumers are actively planning international travel in 2021



Most are planning to travel internationally

From June onwards

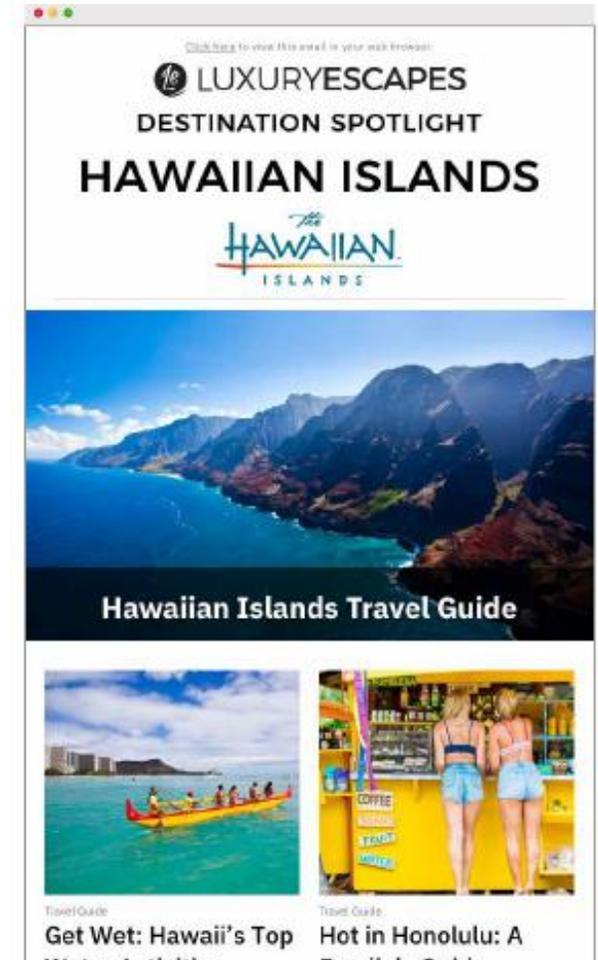
Digital media focus



TRAVEL TRENDS – GENERAL CHANNEL DISTRIBUTION

General Channel Distribution:

- Brokers/Remote agents more viable
- Increase in home-based agents as industry streamline and adapts
- OTAs – eg: luxury escapes



TARGET AUDIENCE



TARGET AUDIENCE – POST COVID TRAVELLER



TARGET AUDIENCE – SEGMENTS



CULTURAL EXPLORERS*

- Learning and discovery
- Local immersion
- Families and couples
- Planning: destination website, Airline/hotel sites
- 35- 54 years of age



AUTHENTIC EXPERIENCERS*

- Tangible engagement
- History and culture
- Voluntourism
- Planning: OTAs, Airline/hotel sites
- Mature traveller 55+ year of age

CONSUMER STRATEGY



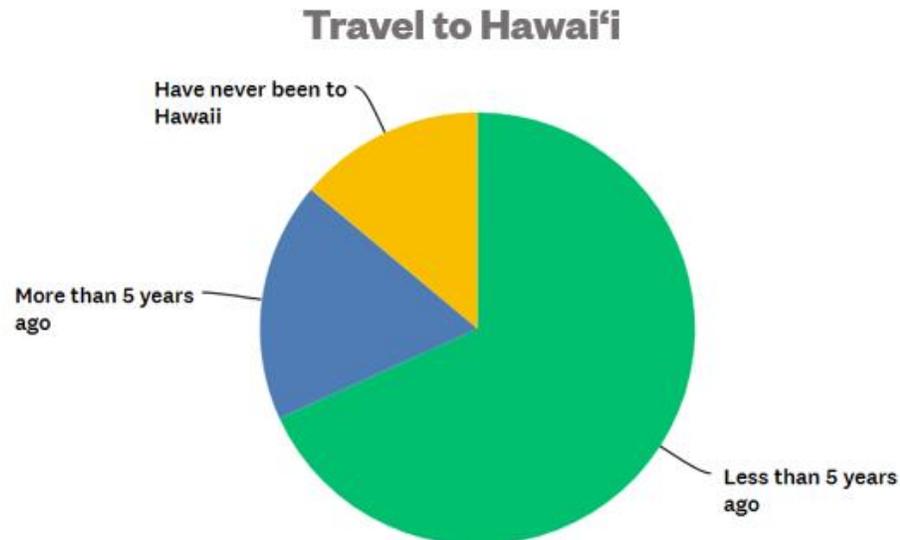
CONSUMER STRATEGY- RESEARCH

Research

- Targeted poll tracking past visitor satisfaction to email database (120k subscribers)
- Surveys and polls tracking traveller sentiment in Q2
- Social media polls and social listening

 chev471857 The Big Island..❤️The Westin Hapuna beach resort 🥰🥰 from Australia 🇺🇸 to Hawaii our souls are calling each other but can't quite connect just yet 🥺 hopefully soon.. fingers crossed ...we'll be there soon 🙏

1d 1 like Reply



(Source: HTO consumer survey June 2020 – 3,769 respondents)

 Margie Hutton
Maui, I loved all of Hawaii but Maui was that extra bit special . One day I hope to get a chance to visit again from Australia ...

Care · Reply · Message · 2 d   3

 Sarah Wakim
All of them! 🥰 I've only been to Hawaii once, specifically to Oahu and once was all it took for me to completely fall in love with the place! It was a childhood dream of mine to go to Hawaii, so at least I got to see it once. 👍

 David Walters
Aloha, Hawaii yes dreaming of you, would love to go back for a visit, love from Australia ❤️🌺🇺🇸

Love · Reply · Message · 21 h   2

 Irene Steed
Aloha beautiful Hawaii - can't wait for the day we will be able to return 🌺

CONSUMER STRATEGY - MESSAGING

CORE BRAND MESSAGE



Natural Beauty



Hawaiian Culture



Responsible Tourism

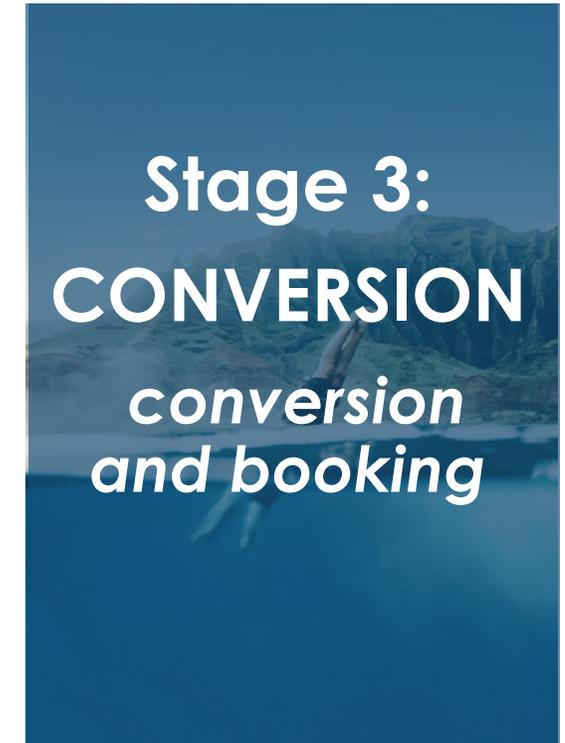


Local Community

MALAMA HAWAI'I

CONSUMER STRATEGY

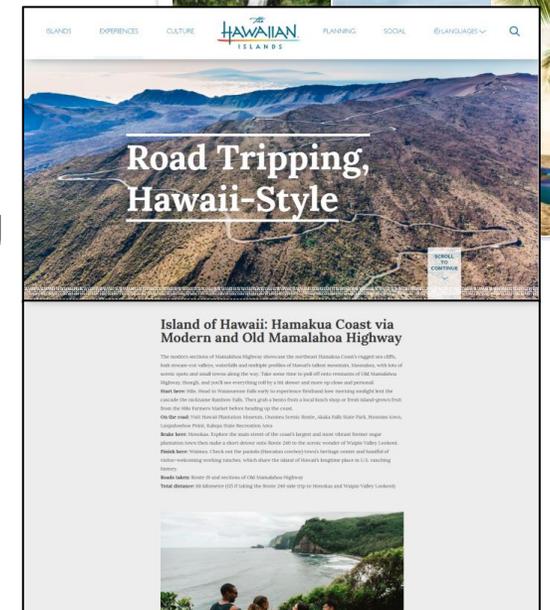
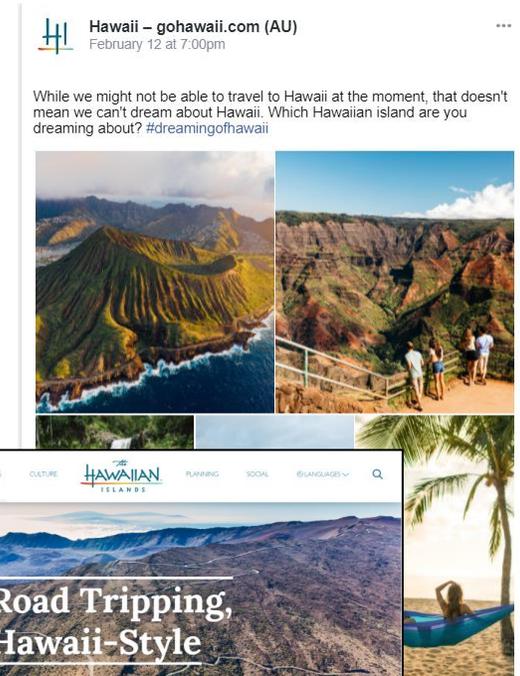
3 Stage Recovery Plan



CONSUMER STRATEGY – STAGE 1

Stage 1: Inspiration

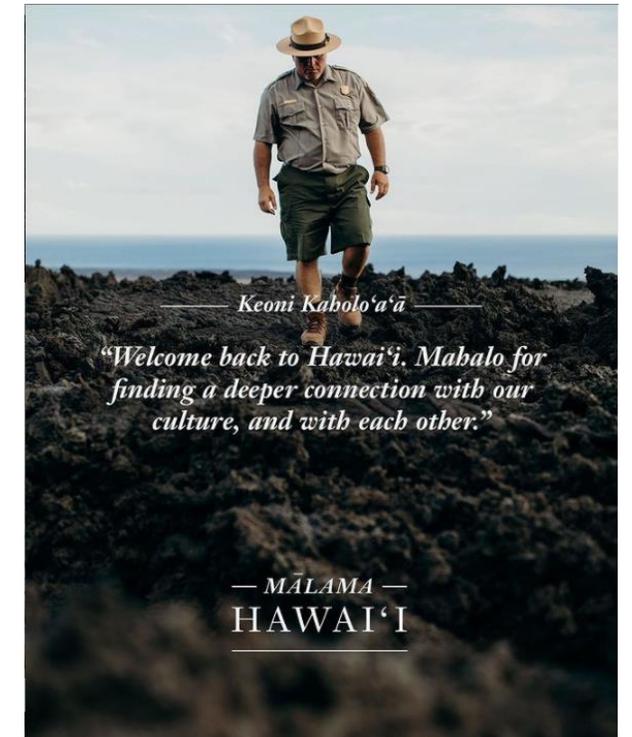
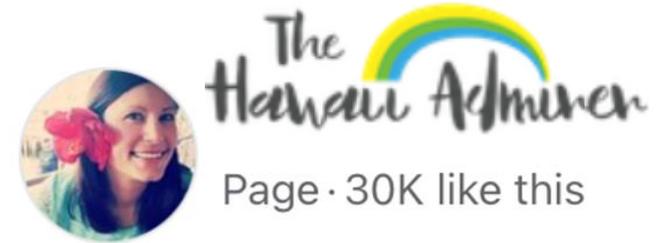
- The dreaming phase
- Reinforcing brand perceptions of Hawai‘i –aligning with HTA’s brand pillar and emphasising the message of malama
- Inspirational imagery – natural beauty, wide open spaces and culture
- Utilising owned channels – organic social media and blog
- #DreamingOfHawaii introduced when appropriate to share a message of welcome to visitors from Australia and New Zealand
- Incorporating ‘Hawai‘i Rooted content’



CONSUMER STRATEGY – STAGE 2

Stage 2: Brand Depth

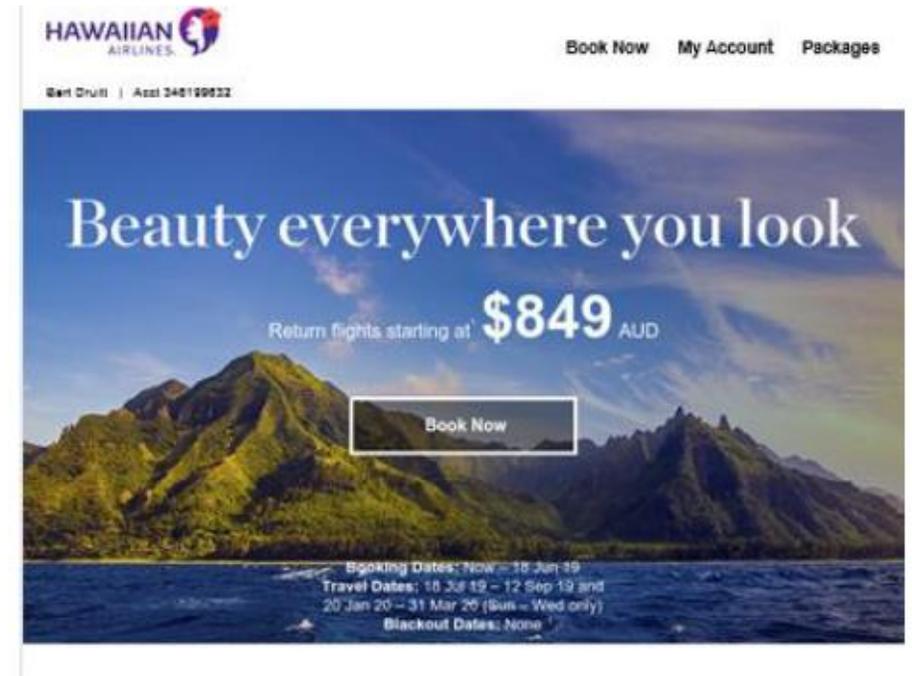
- Active Planning stage
- Timing around planned re-opening of air access and growing consumer confidence to travel
- Setting the foundation for inspiring and motivating the desired future visitor to choose Hawai'i
- Activity aligned to brand pillars and creating travel intention through rich content and imagery with a focus on digital marketing and PR activity
- Social media – unique partnership with @hawaiiadmirer
- Amplify Kuleana and Mālama Hawai'i videos



CONSUMER STRATEGY – STAGE 3

Stage 3: Conversion

- Conversion – booking and travel
- Air access resumes - HTO will work with airline partners to support this transition.
- Call to action sensitive to the environment aligned with trade integration.
- Restart paid media
- #LetHawaiiHappen is introduced in social media
- Launch of signature campaigns



INFINITE EXPERIENCES CAMPAIGN

Influencer famil



Audience polls



Live streaming



CULTURAL TOURISM INITIATIVE

- Broadcast partnership
- Tap into themes of culture, sustainability and nature experiences
- Resonate with the Oceania market
- Q1 initiative in 2022



TRADE STRATEGY



TRADE STRATEGY - LANDSCAPE

Trade landscape:

- The trade landscape has reduced significantly but the key retail distribution chains have retained
- Travel agents have an opportunity to play a part in the destination choice via knowledge around the additional complexities of travel
- Can assist in matching the right traveller to Hawai'i – aligned to our key pillars



TRADE STRATEGY - ENGAGEMENT

Trade engagement:

- Focus on responsible tourism and themes aligned with HTA's pillars
- Focus on educational strategy
 - Events both virtual and face-to-face education
 - Digital content – Trade database and native articles across trade
- Survey travel agents on visitor satisfaction of their clients



TRADE STRATEGY - INITIATIVES

Trade initiatives:

- Leverage our Tradewinds platform
- Virtual destination showcase
- Month of Lei
- Product managers famil
- Aloha Fridays content second half of the year



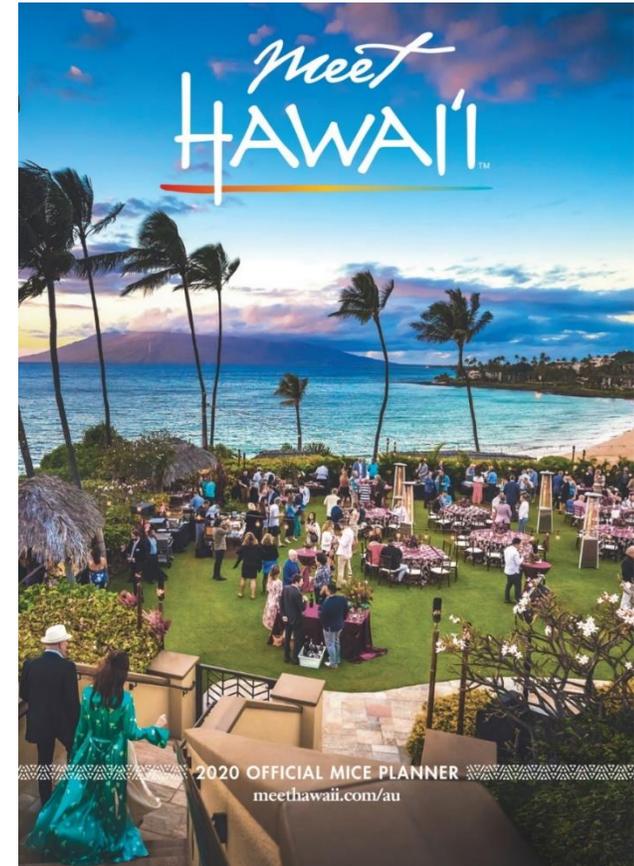
MCI

HAWAII TOURISM[™]
OCEANIA

MCI – STRATEGY

Deployment:

- Dedicated MCI resources building on existing in market relationships
- Advertising and promotion via online channels, hosted events, FAMs and branded collateral
- Hawai'i partner collaboration and product expertise



MCI - STRATEGY

Key Vertical Segments:

- 3rd party meeting planner
- Building/Construction
- Automotive
- Entertainment/Media
- Healthcare/medical
- Sports
- Franchise/Direct Selling
- Cultural
- Natural Resources

Lead Development Strategy:

- Grow network of PCO relationships
- Meet Hawai'i Down Under Virtual Sales Mission
- Conference and tradeshow
- HTO events



RESPONSIBLE TOURISM



RESPONSIBLE TOURISM – COMMUNITY FOCUS

“73% of Aussie and Kiwis want their travel to benefit local communities” – G Adventures Survey 2021



Marketing



Hawaiian Culture



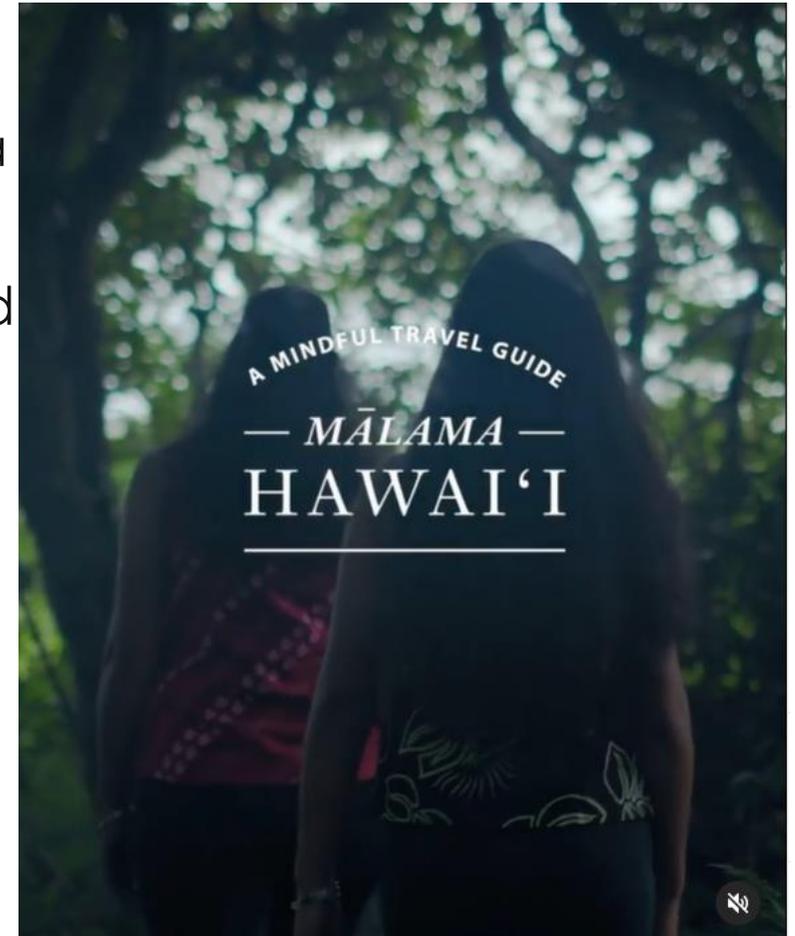
Natural Resources



Community

RESPONSIBLE TOURISM – MĀLAMA

- Distribution of Rooted, Kuleana and Mālama Hawai'i videos
 - Digital content – eDMs, social media and blog
 - Trade education
- HTO Sea Cleaners initiative:
 - Retail partnership opportunity



RESPONSIBLE TOURISM – MĀLAMA

- Promoting the Mālama Hawai'i initiative:
 - Work with trade to partners on opportunities to promote this and include in Hawai'i packages.
 - Journalist press trips which showcase the voluntourism experience and hotels in the Mālama initiative
 - Promote across digital channels – organic and paid



BMP TIMELINE



BMP TIMELINE - CONSUMER

Consumer

Timings	Initiative
Q1	Begin social media (ongoing)
Q2	Digital research poll
Q2	Begin public relations (ongoing)
Q3	E-Newsletters
Q3	Publish blog content
Q3	Sea cleaners
Q4	#InfiniteExperience campaign
Q4	Mālama Hawai'i
Q4	Cultural Tourism initiative

Infinite
Experiences
Campaign



Cultural Tourism Initiative

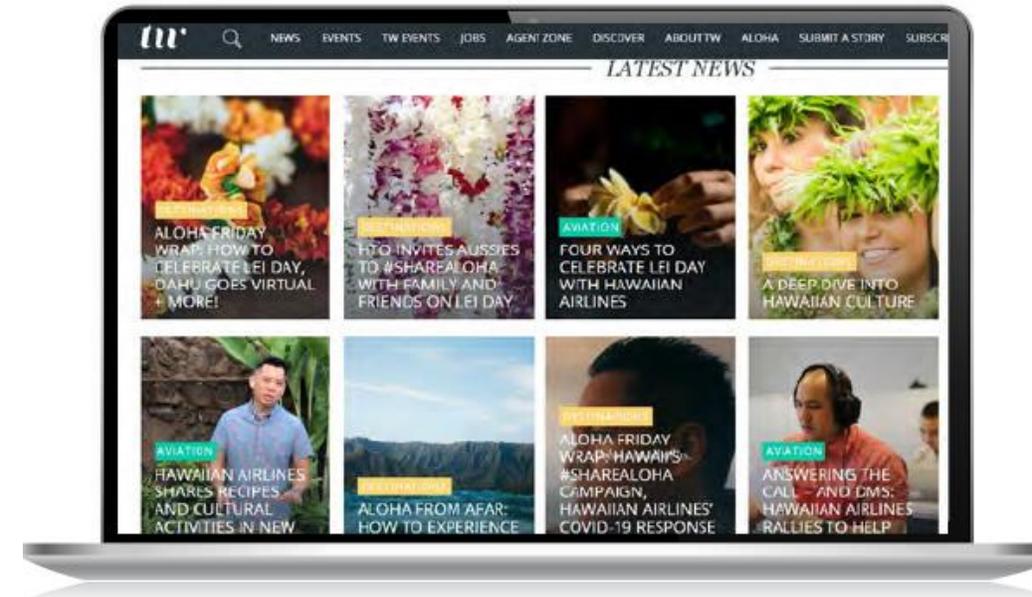


BMP TIMELINE – TRADE & MCI

Trade and MCI

Timings	Initiative
Q2	Launch tradewinds (ongoing)
Q2	Trade Education
Q3	Trade and MCI E-Newsletters
Q3	Aloha Fridays
Q4	Virtual destination showcase
Q4	Roadshow Planning
Q4	Month of Lei
Q4	Product Managers

Aloha Fridays trade content



BMP BUDGET



BMP BUDGET - BREAKDOWN

	Q1	Q2	Q3	Q4	Annual
Advertising			21,750	109,750	131,500
PR & Promotions	2,700	3,540	3,640	20,199	30,079
Trade Marketing	2,550	2,550	4,050	65,975	75,125
Research			5,000	15,000	20,000
Hawaiian Culture Integration				800	800
Admin Costs	25,331	37,449	37,449	45,017	142,496
Total	30,581	43,539	71,889	253,991	400,000

BMP PERFORMANCE MEASURES

PERFORMANCE MEASURES

	Measure	Q1 & Q2	Q3 & Q4	Annual
Advertising	Digital impressions	0	4,000,000	4,000,000
Public Relations	Total publicity value	200,000	1,850,000	2,050,000
	Total reach	400,000	3,700,000	4,100,000
Trade	Agents trained	75	250	325
	Industry met with (incl virtual)	24	28	52
Social media	Impressions	990,000	3,240,000	4,230,000
	Interactions	34,400	99,500	133,900
MCI	Citywide Tentative (room nights)	0	500	500
	Single Property Tentative	150	1,500	1,600
	Single Property Definite	0	1,000	1,000

HTA KEY PERFORMANCE INDICATORS

HTA KEY PERFORMANCE INDICATORS.

	Target
PPPD\$	Meet/exceed DBEDT Forecast for 2021: \$253 (based on 2019 LOS of 9.41 days)
Total Expenditure	Meet/exceed DBEDT Forecast for 2021: \$200 million
Visitor Satisfaction - Met/Exceeded Trip Expectation	Improve Score from 2019: 7.19
Resident Sentiment - Tourism has brought more benefits than problems - strongly/somewhat agree	Improve Score from 2019: 58%

* Subject to DBEDT updates

PERFORMANCE LINKED TO HTA PILLARS



Marketing



Hawaiian Culture



Natural Resources



Community



MAHALO NUI LOA

HAWAII TOURISM
OCEANIA

Agenda Item #4:

Presentation of the Brand Management Plan by
each Global Marketing Team:

Hawaii Tourism Canada (HTK)
by Irene Lee



2021 BMP PRESENTATION

Irene Lee

Korea Country Manager of Hawai'i Tourism Korea

MARKET CONDITIONS

MARKET CONDITIONS-1

Overall market condition

- Forecasted Korean economy growth in 2021: 3.2% (source: Bank of Korea)
- Currency exchange: KRW1,127 per USD as of Mar 3 (decreased by KRW56 vs. 2020 ave.)
- Outbound stats in 2020: 4,276,006 pax (-85.1% YOY) (source: Korea Tourism Organization)
- Flight operation forecast as of March 4 (number of flights per week)

Airlines	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Seats / Aircraft
Korean Air (KE001/KE053)	n/a	n/a	n/a	*3 flights / week	276 seats (A330) 368 seats (B747)
Hawaiian Airlines (HA460)	1 flight / week	2 flights / week from April	*3 flights / week	*3 flights / week	277 seats (A330)

*To Be Confirmed

MARKET CONDITIONS-2

Korea COVID-19 status (as of Mar 3, 2021)

- Total number of confirmed cases: 91,240
- Total number of recovery: 82,162 (90%)
- Total number of death: 1,619 (1.8%)
- ✓ maintain the social distancing measure to Level 2 until March 14
- ✓ **Special travel advisory** to avoid non-essential overseas trips **till March 17**
- ✓ Korea requires PCR test negative proof for all incoming foreign visitors and Korean nationals from February 24
- ✓ The gov't has confirmed US\$ 1.37billion annual budget for both inbound/outbound tourism in 2021, up 11.2% from 2020 in order to support the tourism industry which has been hard hit by COVID-19

MARKET CONDITIONS-3

Korea vaccination update (as of Mar 3, 2021)

- Vaccinations have begun for Korea's front-line workers at nursing homes and hospitals from February 26, and 23,086 people completed the first round of vaccination in 1 week.
- About one half of Korean population is expected to be vaccinated by Q2.
- All vaccines to be provided free of charge
- List of Vaccines that Korea purchased:
 - ✓ AstraZeneca
 - ✓ Pfizer
 - ✓ Moderna
 - ✓ Johnson & Johnson's Janssen
 - ✓ COVAX
- Plans to intensively implement the vaccination during Q3 2021 to form a collective immunity

MARKET CONDITIONS-4

Korea pre-travel testing program

- Launched in Feb 5
- 4 Major hospitals in Korea made the agreement of trusted testing partner programs with the State of Hawai'i
 - ✓ Yonsei University Severance Hospital (owned by Yonsei University)
 - ✓ Kangbuk Samsung Hospital (owned by Samsung Group)
 - ✓ Inha University Hospital (owned by Inha University & Korean Air)
 - ✓ Seoul Asan Medical Center (owned by Hyundai Group)
- More trusted testing partners will be announced in the coming weeks:
 - ✓ COVID-19 Test Center at ICN (operated by Inha University)
 - ✓ Korea University Hospitals (owned by Korea University)

TRAVEL TRENDS



TRAVEL TRENDS-1

- **Major travel agencies started to sell overseas travel products** departing from January 2021 targeting destinations where travelers do not require quarantine and also early-bird products departing after May including Hawai'i.
- Interpark Tour **resumed its sales for five-star hotels and resorts in Vietnam through home shopping** aired on January 22. Through a 70-min live broadcast, Interpark achieved US\$ 1.36 million in sales. Combined with flights and ground handling, the total estimated revenue generated by this is more than **US\$ 9.08 million with 15,000 bookings**.

TRAVEL TRENDS-2

- **Domestic travel sentiment is recovering** for the Lunar New Year holiday. During the holiday period, February 11 to 14, the booking rate for flights to Jeju Island is about 80%, and the booking rate for luxury hotels in Jeju Island reaches up to 70% of the rooms in operation although it was only about 20% early December in 2020.
- The travel industry is responding to market changes by easing the penalty. Korean Air and Asiana Airlines **exempt penalties for cancellation** of international flights due to COVID-19, and large hotels have also eased the period of full refund to "one day before checking-in." Travel agencies are also creating a new policy by releasing '**Penalty Exemption**' travel products.

TRAVEL TRENDS-3

- From a consumer research, **70.2% of Koreans would plan to travel abroad** after inoculation. The most desired leisure activity when COVID-19 ends is by far “Travel (69.6%)” followed by “cultural activity (13.3%)” and “social gathering (13.1%)” (*source: Seoul Tourism Foundation*)
- **Instagram marked as the most used social networking** service application by Koreans in 2020, surpassing Facebook. Its usage time topped 4.7 billion minutes followed by Facebook (3.9 billion) and Naver Café (2.4 billion). (*source: WiseApp, number of respondents 4,568 pax*)
- The cumulated number of **YouTube subscription in Korea** last year **increased by 67%**, compared to the previous year. In 2020, the number of clicks increased by 88% over the previous year. It is analyzed that YouTube traffic has grown together as COVID-19 has forced people to spend more time at home (*source: 2020 YouTube data report from Sand Box Network*)

TARGET AUDIENCE



TARGET AUDIENCE

- Hawai'i Tourism Korea will target **mindful visitors** under the COVID-19 recovery stage along with four key strategic pillars
- Key geographic Area: Seoul and Busan

Mindful visitors

Millennial-Minded

Independent, followers of special interest, adventurers keen to try various activities and new experiences, high-spending, romance

Mainstreamers

Conformist, conventional, favoring well-known brands, family travel, safety, High disposable income, romance

First-time visitors

Travelers who haven't visited Hawai'i yet, high-spending, romance

CONSUMER STRATEGY



2021 KEY RECOVERY STRATEGIES

Revitalize market demand to have a powerful impact at the appropriate time with refined the strategies

Refresh the images of Hawai'i with its safe, sustainable and clean destination image in collaboration with HVCB to utilize assets/resources

Inspire the Korean travelers to the Hawaiian Islands and drive business to communities with media partners

Leverage the HTK owned channels as the consumer communication platform to deliver the mālama Hawai'i message

CONSUMER & SOCIAL MEDIA TACTICS

- Generate **more specific travel stories on topics** such as surfing, hiking, English education and cultural festivals, rather than general destination introductions, to meet each target audience's more sophisticated preferences
- **Promote Hawaiian culture and Mālama initiatives** as a unique experience to help understand the unique spirit of Aloha
- **Maintain its social media channels active** and conduct #StoriesofAloha consumer promotions with specific themes
- Ensure that **all major co-op promotions** with airlines, travel agents and brand partners include **a social media component**



CONSUMER MEDIA CO-OP

It's time - experience Hawai'i

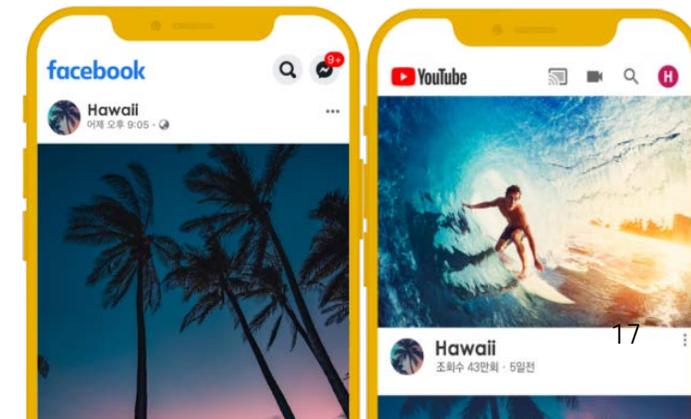
- Collaborate with **NAVER**, largest portal site in Korea to publish series of Hawai'i content to position the Hawaiian Islands as an essential travel destination during recovery from COVID-19
- HTK will publish 1 post a week during 3 months (total 12 posts) to generate online exposure on its main website targeting Korean latent travelers
- Each post to embrace HTA's 4 strategic pillars
 - ✓ **Branding campaign** (safety and **Mālama Hawai'i** highlight)
 - ✓ **Natural resources** (sustainability highlight)
 - ✓ **Hawaiian culture** (authenticity highlight)
 - ✓ **Community enrichment** (involvement highlight)



SOCIAL MEDIA CAMPAIGN

#Stories of aloha

- Re-launch consumer interactive social media campaign called **#StoriesOfAloha**
- Encouraging consumers to share and post its best travel moments, **safe & clean environment and experiences** in Hawai'i through social media channels
- Collaboration with professional Influencers:
 - ✓ Photographers
 - ✓ Artists

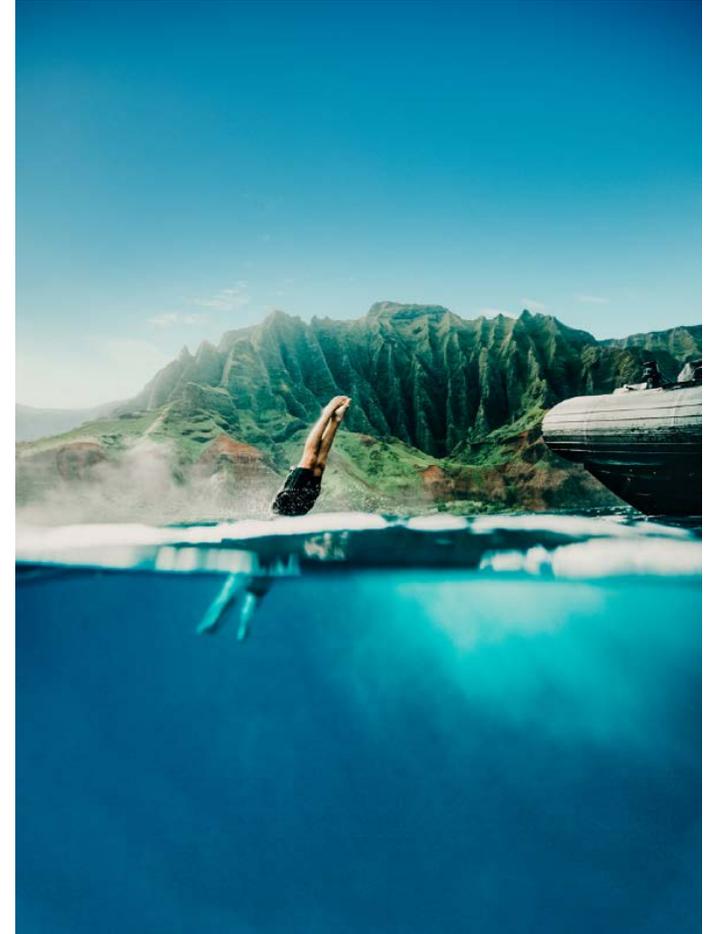


TRADE STRATEGY



TRADE MARKETING STRATEGY-1

- Create campaigns that **accelerate the pace of Hawai'i bookings** and stimulate calls-to-action in partnership with online booking platforms run by retail groups and trade partners
- **Drive high-value visitation:** increase Per Person, Per Day Spending (PPPD) and Visitor Spending for the Hawaiian Islands. Focus marketing on segments that have higher trip expenditures
- **Drive destination brand awareness.** Build the brand of the Hawaiian Islands as well as the specific islands of O'ahu, Maui, Hawai'i Island, Kaua'i, Lāna'i, and Moloka'i



TRADE MARKETING STRATEGY-2

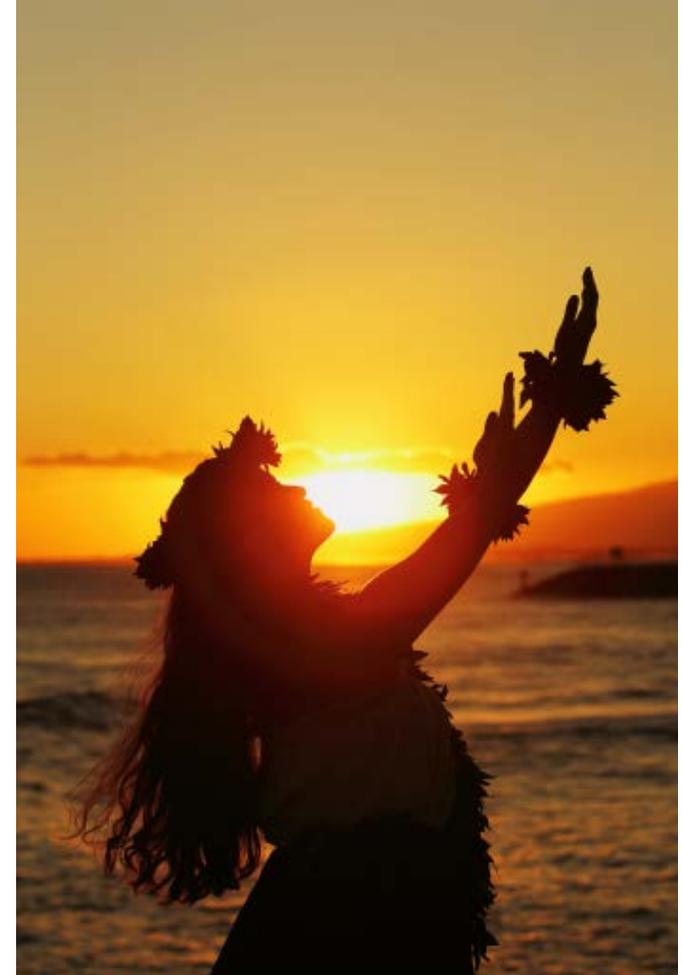
- Execute **integrated marketing and Mālama Hawai'i branding campaigns** with travel trade partners from wholesalers and OTAs as well as airlines to **develop new products**
- Organize **educational seminars** in collaboration with travel agents to provide in-depth training about the Hawaiian Islands
- Expand marketing initiatives with airline partners – Korean Air, Asiana Airlines, and Hawaiian Airlines – **to increase airlift on the ICN-HNL route** for the recovery period



TRADE TRAINING PROGRAM

Aloha Specialist University (ASU)

- Kick off its in-market **agent training program** called Aloha Specialist University (ASU)
- Invite Korean travel agents who can better represent Hawaiian Islands in the Korean market in focus of;
 - ✓ Kuleana (responsibility)
 - ✓ **Mālama** (care for)
- Conduct **a series of webinars in quarterly basis to train travel agents** about enriched cultural heritages, offering hands-on experience and deep-rooted history of the Hawaiian Islands as well as latest destination update on COVID-19 and **safety and cleanness of destination**





MCI

HAWAII TOURISM™
KOREA

-MCI

MCI marketing strategy & tactics

- Promote Hawai'i as a Meetings, Conventions, and Incentives (MCI) destination with special focus on the state-owned Hawai'i Convention Center and citywide convention growth
- All MCI efforts will be geared towards securing and converting **high-value MCI leads** from various market segments in 2022 and 2023

MCI Program - Meet Hawai'i 'ohana meeting

- Organize **Meet Hawai'i virtual meetings** with trade partners and key airlines, MCI planners, MCI-specialized travel agencies, and corporate clientele to share up-to-date market conditions and **Mālama Hawai'i initiative**
- Key target group:
 - ✓ finance/banking, insurance, multi-level marketing, health-care, religion, manufacturing, education, entertainment
 - ✓ **Newly-emerging Korean incentive groups** are in the technological sector



RESPONSIBLE TOURISM



RESPONSIBLE TOURISM

Cultural marketing strategies

- Maintain the **cultural integrity of the Hawaiian** language, customs and practices, music, dance, cultural and historic sites, and imagery in all marketing initiatives
- **Increase awareness, familiarization, and understanding** of the diversity of Hawai'i's people, places, and culture among both consumers and the travel trade

RESPONSIBLE TOURISM

Responsible tourism programs

- Continue to distribute **Rooted, Kuleana (travel tips), Mālama Hawai'i videos** to industry partners so they can put those assets in their media channels
- Focus on promoting attractions and festivals held in Hawai'i by including introductions and detailed information about them in **the Aloha e-Newsletter**
- Secure **media coverage** by pitching stories to diverse online and offline magazines
- Hold **collaborative education and training sessions** for media about **Mālama**, history, culture and heritage, new trends, and current issues



BMP TIMELINE



BMP TIMELINE

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
fundamental activities												
Social media messaging												
Media assistance & communication												
Trade sale calls & Industry communication												
Advertising												
#Stories of Aloha Social Campaign												
Digital Recovery Consumer Campaign: Experience Hawai'i, It's Time Again!												
Public Relations and Promotions												
Group Media FAM												
Individual press/influencer visit												
PR Promotions												
Trade Marketing												
Aloha Specialist University												
Trade Partner FAM												
Airline Co-ops												
OTA/Retail Brand Co-op : Sustainable Hawai'i Branding												
MCI Meet Hawaii Oahna Meeting												



BMP BUDGET

-BMP BUDGET

	Q1	Q2	Q3	Q4	Annual
Advertising	4,875	1,875	31,875	25,875	64,500
PR & Promotions	750	750	750	50,750	53,000
Trade Marketing	-	-	-	74,500	74,500
Research	-	-	-	-	-
Hawaiian Culture Integration	-	-	-	-	-
Admin Costs	27,000	27,000	27,000	27,000	108,000
Total	\$32,625	\$29,625	\$59,625	\$178,125	\$300,000



BMP PERFORMANCE MEASURES

BMP PERFORMANCE MEASURES-1

B. PR

	Annual Target	Semi-Annual Targets	
	2021	Jan-Jun	Jul-Dec
No. of Media/PR Calls	24	12	12
No. of Press Releases Issued	6	3	3
Publicity Value	2,040,000	510,000	1,530,000
Print	40,000	10,000	30,000
Online	2,000,000		
Broadcast			
Number of Impressions	51,000,000	15,200,000	35,800,000
Print	1,000,000	200,000	800,000
Online	50,000,000	15,000,000	35,000,000
Broadcast	-		
Media FAMs/Press Trips			
No. of Group Media FAMs	1		1
No of Articles Generated	3		3
No. of Individual Press Trips	2		2
No of Articles Generated	20		20

BMP PERFORMANCE MEASURES-2

C. Travel Trade & Industry Collaboration

	Annual Target	Semi-Annual Targets	
	2021	Jan-Jun	Jul-Dec
Trade Shows			
No. of Trade Shows			
No. of Appointments			
Travel Trade FAMs	1		1
No. of Travel Trade FAMs	1		1
No. of Participants	4		4
Trade Education			
No. of Trade Education Sessions	5	2	3
No. of Participants	75	30	45

BMP PERFORMANCE MEASURES-3

D. Social Media

	Annual Target	Semi-Annual Targets	
	2021	Jan-Jun	Jul-Dec
FACEBOOK			
Total Impressions Gained	150,000	20,000	130,000
Total Interactions Gained	8,000	2,000	6,000
Total Fan Count	20,820	20,620	20,820
Increase in Fans	220	20	200
Total Posts	96	24	72
INSTAGRAM			
Total Impressions Gained	37,800	18,900	18,900
Total Interactions Gained	5,955	2,977	2,978
Total Fan Count	18,447	17,647	18,447
Increase in Fans	900	100	800
Total Posts	96	24	72

E. MCI **BMP PERFORMANCE MEASURES-4**

	Annual Target	Semi-Annual Targets	
	2021	Jan-Jun	Jul-Dec
MCI Trade			
Trade Shows	-	-	-
No. of Trade Shows	-	-	-
No. of Appointments	-	-	-
MCI FAMs	-	-	-
No. of MCI FAMs	-	-	-
No. of Participants	-	-	-
MCI Education		-	
No. of MCI Education Sessions	2	1	1
No. of Participants	12	6	6
No. of MCI Sales Calls	6	3	3
MCI Room Nights			
Total Citywide MCI Tentative Room Nights	-	-	-
Total Citywide MCI Definite Room Nights	-	-	-
Total Citywide MCI New to Hawai'i - Definite Room Nights	-	-	-
Total Single Property MCI Tentative Room Nights	400	-	400
Total Single Property MCI Definite Room Nights	-	-	-
Total Single Property MCI New to Hawai'i - Definite Room Nights	-	-	-



HTA KEY PERFORMANCE INDICATORS

-HTA KEY PERFORMANCE INDICATORS

	Target
PPPD\$	Meet/Exceed DBEDT Forecast for 2021: \$271
Total Expenditure	Meet/Exceed DBEDT Forecast for 2021: \$290M
Visitor Satisfaction - Met/Exceeded Trip Expectation	Maintain/Improve Score from 2019: 95.2%
Resident Sentiment - Tourism has brought more benefits than problems - strongly/somewhat agree	Improve Score from 2019: 58%

The logo for Hawaii Tourism Korea features the words "HAWAII TOURISM" in a blue, stylized font with a thin horizontal line underneath. Below this, the word "KOREA" is written in a smaller, blue, sans-serif font. The background of the slide is white with colorful, flowing abstract shapes in shades of red, orange, yellow, green, and blue.

HAWAII TOURISM
KOREA

MAHALO!