

## 2022 MCI Plan Outline

Offeror must present a 2022 global MCI sales & marketing and management plan for both citywide MCI events held at the Hawai'i Convention Center and single property MCI events held throughout the Hawaiian Islands under the Meet Hawai'i brand.

Offeror will formulate and execute a comprehensive plan for Calendar Year 2022. This plan shall provide the framework, approach, strategies, and tactics to promote the Hawaiian Islands as a preferred destination for MCI and increase MCI business with special focus on groups that have potential to use the state-owned Hawai'i Convention Center.

The 2022 MCI Plan shall include the following components:

### **NARRATIVE**

- A. Overview. Provide an overview of current market conditions, competition and trends in the MCI industry that are occurring globally and a summation of how you view the global MCI market's potential specific to Hawai'i.
- B. Assumptions. Identify factors and/or variables that will impact the success or failure of driving MCI leads globally. Identify variables that may affect the success of execution and outcome.
- C. Target Markets. Primary focus on MCI sales and marketing in the United States, Japan, Canada, Oceania, Korea, and China. Identify additional markets/regions that have a greater propensity to consider Hawai'i.
- D. Target Audience. Identify appropriate associations, corporate end-users, third party/meeting planner organizations, and A-list intermediaries for Hawai'i. Identify the top 5-8 targets in each key markets. Identify specific targets for citywide business at the Hawai'i Convention Center.
- E. Target Segments. Target appropriate vertical MCI segments with emphasis on high-profile global events that are aligned with Hawai'i's culture, natural resources and community:
  - earth, ocean and atmospheric sciences
  - indigenous knowledge and traditional practices
  - environmental and biodiversity conservation
  - health and wellness
  - conflict resolution, civility, compassion and peace
  - multicultural diversity and cross-cultural exchange
  - technology & engineering
  - finance and insurance
- F. Strategies. Identify and describe your strategies in the following areas:

1. **New Leads Development.** Describe strategies that will capitalize on Hawai'i's strategic mid-Pacific location which provides a unique opportunity to hold "East Meets West" citywide business. Describe the methods you will use to develop new leads. Also, describe how you will identify and bring in business leads for the higher need periods (years 2022, 2023, 2026 and beyond) for the Hawai'i Convention Center and traditional shoulder periods of April, May, October, and November.
2. **Conversion from Tentative to Definite.** Describe how you will accelerate closing of tentative leads and identify roles and responsibilities in addition to stakeholder partnership strategies that will help achieve conversion.
3. **Partnership Development.** Describe partnership development strategies with both Hawai'i based and global industry partners, such as hotels, DMCs, meeting planners and incentive houses to reach target vertical market segments and to integrate activities through traditional and non-traditional means.
4. **Education & Training.** Develop a regenerative tourism communications program to educate meeting planners and MCI groups both pre- and post-arrival with specific information about safe and respectful/mindful travel and encourage CSR opportunities.
5. **Paid Media.** Describe your strategy to stimulate demand through paid media, including how you will use relevant media channels and social media to influence MCI customers. Provide examples of messaging that is aligned with established Meet Hawai'i brand positioning.
6. **Meethawaii.com.** Meethawaii.com serves as the central website for the Hawai'i MCI market. The HTA maintains sole ownership of the database of consumer or customer information acquired through the website. Contractor is responsible for the development, maintenance, hosting, licensing, budget management, analytics, reporting, search engine optimization, ADA browser compliance, data protection/privacy, crisis management including crisis communications and special alerts of the website. Please describe your strategies to further develop and optimize the website and how you will use this medium to inform and educate the meeting planners and corporate decision makers.
7. **Public Relations.** Identify target MCI media that align with targeted MCI segments as well as potential business story angles. Identify support needed to achieve publicity and unconventional means to gain exposure.
8. **Airlift.** Describe how you will develop airline relationships to establish site inspection seats, corporate group rates and confirmation of seat blocks.
9. **Global Sales Operations.** Describe your plan for global sales operations to include geographic locations for staff deployment, goal setting, sales incentives, credit protocol, center space management and stakeholder coordination. Describe how

you will work with HTA's global marketing teams to secure MCI business. (Note: the GMTs in the U.S., Canada, Japan, Oceania, Korea, and China, do not have responsibility of developing and securing MCI leads. However, GMTs will be able to facilitate in communications between the global MCI contractor and the MCI clients in market as needed and directed by HTA, and to provide assistance in attendance building for existing citywide conventions.)

10. Global MCI CRM. HTA currently uses Simpleview CRM. Offeror may continue to utilize Simpleview or recommend a different CRM software that is compatible with Simpleview. The CRM software will be used to streamline the sales and service process for MCI including client relations, prospecting, lead generation and distribution, workflow management, bid preparation, event servicing, economic impact reporting and more.
- G. Major Programs. Describe key sales & marketing programs to include target audience, objectives, timeline, program components, budget, and projected outcomes.
  - H. Performance Measures Methodology. Describe the measurement methodology used to develop the targets.

## APPENDIX 1: Definitions

**MCI Group:** Meeting, convention and incentive groups that primarily bring off-shore (out-of-state) attendees, requiring those attendees to stay in visitor accommodations. An MCI group is an association or corporate meeting or convention that requires meeting space. An incentive group may or may not require meeting space. *MCI does NOT include bookings that draw mainly local attendance and/or are public/consumer-facing/ticketed events such as expos, sporting events, concerts, etc.*

**MCI Definite Room Night:** Room nights resulting from an MCI lead sourced and sent to the convention center and /or hotels for which a signed contract or license agreement with the convention center and/or a signed contract with a hotel has been executed.

**MCI Tentative Room Night:** Room nights associated with groups that have indicated interest in holding an MCI piece of business in Hawai'i and a lead has been sourced and sent to the convention center and/or the hotels. Citywide leads are considered tentative when space is blocked at the convention center.

**MCI New to Hawai'i – New Business:** A group that has never met, or has not had a single property meeting in Hawai'i over the past five years or a citywide meeting within the past 10 years.

**Citywide Group:** A group that books Hawai'i Convention Center for meeting space, and which needs two or more hotels and has a minimum of 1,000 out-of-town attendees.

**Single Property Group (Non-Citywide):** A group needing a minimum of 10 hotel rooms.

## HTA DMAP ACTION ITEMS

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### SECTION 1 – DESTINATION MANAGEMENT

Contractor will be asked to help assist HTA in implementing the goals and actions in the respective DMAPs listed below through various forms of communication, facilitation, collaboration, and promotion, including but not limited to:

- facilitating communications between industry, government and community
- facilitating community outreach and engagement for specified purposes
- promoting local goods and local businesses
- promoting sustainable and regenerative tourism choices
- promoting community-based programs and agritourism
- providing cultural education which may include the co-creation of educational materials
- providing education on natural resources and appropriate behaviors
- encouraging and supporting more collaborative, curated experiences
- discouraging undesirable activities and behaviors.

### SECTION 2 – DMAP ACTIONS

Below is a list of actions excerpted from each of the four DMAPs.

#### KAUA‘I

- Action A: Focus policy efforts on appropriate behavior that will instill value in both visitors and residents for our natural and cultural resources (mālama ‘āina).
- Action B: Collaborate with State of Hawai‘i Department of Land & Natural Resources (DLNR) to develop and implement policies to increase monitoring and enforcement efforts.
- Action C: Invest in Hawaiian cultural programs and identify funding sources that enhance the visitor experience and connect both tourism and communities.
- Action D: Focus policies that address overtourism by managing people while on Kaua‘i.
- Action E: Encourage low-impact green rides to improve the visitor experience, reduce island traffic, increase small business opportunities, and meet climate action goals.
- Action F: Increase communication, engagement and outreach efforts with the community, visitor industry, and other sectors.
- Action G: Develop educational materials for visitors and new residents to have respect for our local cultural values.

- Action H: Promote “Shop Local” to visitors and residents.
- Action I: Support Diversification of Other Sectors

## MAUI NUI

### MAUI

- Action A: Implement a responsible tourism marketing communications program to educate visitors pre- and post-arrival about safe and respectful travel.
- Action B: Initiate, fund and continue programs to protect the health of ocean, fresh water and land-based ecosystems and biosecurity.
- Action C: Continue to reach out to the community to understand resident sentiment, increase communications to residents, and foster collaboration.
- Action D: Continue to offer cultural education and training programs to enhance and perpetuate aloha, mālama and kuleana, and the authentic Hawai‘i experience.
- Action E: Develop regenerative tourism initiatives.
- Action F: Develop and promote initiatives to improve the experience of transportation and ground travel.
- Action G: Ensure more direct benefits to residents from tourism.
- Action H: Have HTA and the county advocate for consistent enforcement of laws and progress report(s) on enforcement.

### MOLOKA‘I

- Action A: Develop communication and education programs to encourage responsible visitor behaviors
- Action B: Support the growth of Moloka‘i businesses by encouraging new product development focused on regenerative tourism, while continuing support of traditional leisure tourism, to increase jobs for residents.
- Action C: Promote Moloka‘i to attract kama‘āina and specific visitor segments who appreciate and understand the Moloka‘i lifestyle.
- Action D: Enhance resident-visitor relations by strengthening existing cultural/community-based organizations and activities.
- Action E: Provide accommodation that meet the needs of the target segments.
- Action F: Engage partners to determine a path forward that will enhance interisland transportation options for both residents and visitors.

### LĀNA‘I

- Action A: Engage Partners to determine a path forward that will enhance interisland transportation option for both residents and visitors.
- Action A: Develop partnerships and programs with resorts and other tourism businesses to improve and enhance community relationships.
- Action A: Enhance and encourage the use of the Lāna‘i Culture & Heritage Center’s (LCHC) Guide App as a primary part of the travel protocol for traveling to the island.
- Action A: Encourage sustainable tourism practices on Lāna‘i.
- Action A: Promote Lāna‘i City to increase spending that goes to residents and small businesses.

- Action A: Encourage and enable visitors to plan a meaningful daytrip or stay on Lānaʻi that is respectful to the land, the people and the lifestyle on Lānaʻi.
- Action A: Develop and implement a process whereby visitors to Lānaʻi acknowledge to protect, respect, and learn about Lānaʻi cultural and natural resources, and community during their visit through the Mālama Maui County Pledge.
- Action A: Discourage activity companies from dropping off visitors who use Lānaʻi beaches and facilities without contributing to maintenance of the beaches and facilities.
- Action A: Educate visitors on activities and events available on Lānaʻi focused on cultural and natural resources. These activities could include fishpond restoration, koa tree planting, etc.

## HAWAIʻI ISLAND

- Action A: Protect and preserve culturally significant places and hotspots.
- Action B: Develop resources and educational programs to perpetuate authentic Hawaiian culture and ʻŌlelo Hawaiʻi.
- Action C: Support and promote ʻāina-based education and practices to protect and preserve our natural resources so that residents and visitors will aloha ʻāina.
- Action D: Connect with community networks and partner with community-based organizations to collaboratively identify sites, identify limits of acceptable change, and implement stewardship plans to protect and preserve our natural resources.
- Action E: Create opportunities for ongoing dialogue, communications, and engagement between the visitor industry, government and communities to improve community-industry relations and better serve the community.
- Action F: Implement a comprehensive communications and education plan that facilitates positive community-visitor relations and pono practices, including the Pono Pledge.
- Action G: Promote agritourism, and partner with Hawaiʻi Island’s agriculture industry to support local food security.
- Action H: Invest in community-based programs that enhance quality of life for communities.
- Action I: Advocate/create more funding sources to improve infrastructure.
- Action J: Improve enforcement of vacation rental regulations.

## OʻAHU

- Action A: Decrease the total number of visitors to Oʻahu to a manageable level by controlling the number of visitor accommodations and exploring changes to land use, zoning and airport policies.
- Action B: Implement a pre- and post-arrival tourism communications program to encourage respectful and supportive behavior.
- Action C: Identify sites and implement stewardship plans for key hotspots on Oʻahu.

- Action D: Increase enforcement and active management of sites and trails.
- Action E: Develop a reservation system to monitor and manage users at natural resource and cultural sites.
- Action F: Establish a “Regenerative Tourism Fee” that directly supports programs to regenerate Hawai‘i’s resources, protect natural resources, and address unfunded conservation liabilities.
- Action G: Develop and implement marketing programs to attract positive-impact travelers who prioritize the environment, culture and investing in our local community.
- Action H: Continue to develop and implement “Buy Local” programs to promote purchase of local products and services to keep funds in our communities and minimize carbon footprint.
- Action I: Manage the visitors’ use of cars as transportation on O‘ahu.
- Action J: Work with community partners to develop, market, encourage, and support more collaborative, curated experiences that enrich residents and visitors alike.