



# 2022 BMMP

## HTA Winter Tourism Update 2.9.2022

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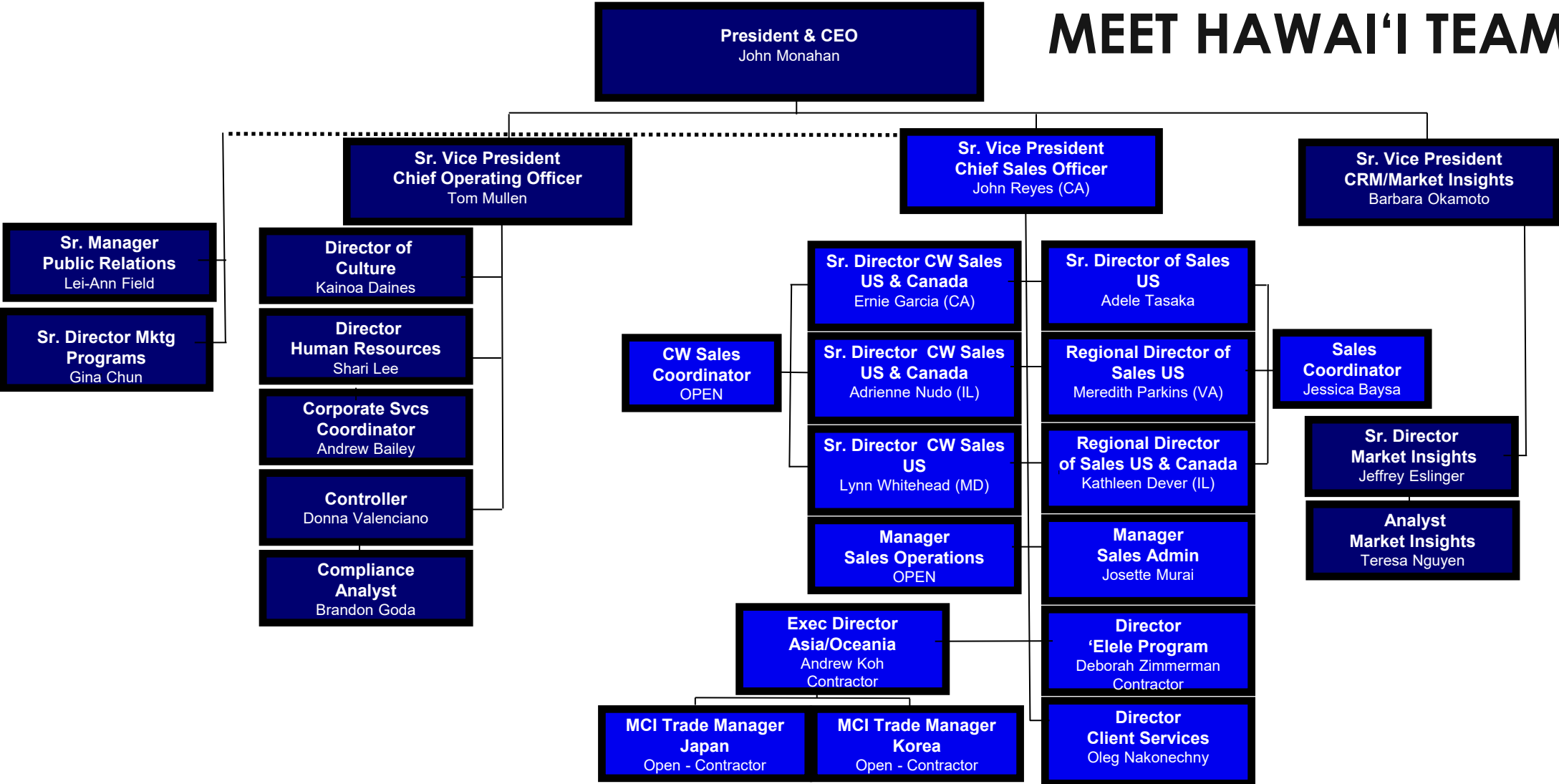
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# MEET HAWAII TEAM



# MARKET SITUATION

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# MARKET SITUATION

## General economy and general travel sentiment

- Global:
  - Overwhelming optimism for in-person meetings in 2022
  - Vaccinations are critical to full recovery
- North America
  - Increase expected in every type of meeting in 2022
- Asia Pacific/Oceania
  - Increase expected in every type of meeting in 2022 and into 2023

## COVID vaccinations

- As of February 3, 2022, there have been over 4 billion people fully vaccinated representing 54% of the global population

## Inbound and outbound travel/border restrictions

- Returning resident restrictions discourage international attendance at meetings in Hawai'i
- International arrivals directly to Hawai'i follow CDC requirements, not Safe Travels Hawai'i (STH)
- Domestic arrivals to Hawai'i must comply with Safe Travels Hawai'i (STH) requirements

# MARKET SITUATION

## Air seat synopsis

Full 2022 schedule pending due to barriers to return to home market, CDC guidelines to enter the U.S., etc. Currently, forecasted seats for non-stop transpacific to Hawai'i for 2022:

- Total seats           14,297,230           +6% over 2019
- U.S.                   11,522,827           +18% over 2019
- International        2,744,403           -27% over 2019

## Competitive landscape

- Adaptation of COVID safety protocols and travel restrictions will allow structured events to operate successfully
- Destinations with few restrictions and protocols have succeed in taking business from Hawai'i and other destinations that are seen as COVID hotspots or too restrictive to conduct a successful meeting

## Early success

- First citywide of 2022: 1,400 attendees met safely with no issues
- Next citywide in March with international attendees
- Single Property meetings have been held successfully at hotels on all islands



# TARGET AUDIENCE

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# TARGET AUDIENCE



- United States
- Japan
- Canada
- Oceania
- Korea
- China
- Taiwan
- Singapore

# TARGET AUDIENCE: U.S. & CANADA

## United States

- Draws most of citywide and single property bookings
- Best opportunity for MCI post-pandemic restart
- Growth in corporate meetings (smaller in size)

## Canada

- Leading the return of business from the Canadian market will be the financial and insurance vertical segments
- Forecasted to recover pre-pandemic levels by 2024
- Expect strong interest of single property Canadian incentives in Hawai'i for 2022





# TARGET AUDIENCE: U.S. & CANADA

Global MCI	Association	Corporate	Verticals
Citywide	Scientific Engineering Medical	Technology	Atmospheric Sciences Indigenous Practices Environmental
Single Property	Healthcare Trade Assn Educational Scientific Third Party	High Tech Pharma Finance Business Services Manufacturing Incentive	Health & Wellness Technology & Engineering Finance & Insurance Multi-Level Marketing



# TARGET AUDIENCE: ASIA & OCEANIA

## **Dream Big Start Small**

- Build foundation to portray Hawai'i at the forefront for MCI events
- 2022 Strategy: Target potential single property clients building towards citywide events in the future.
- Trend: Individual group sizes per wave shrinking, overall pax count remains the same

## **Capitalizing on the last-minute market**

- Targeted verticals: Multi-Level Marketing, Insurance, Automobile, Consumer Products

## **Korea and Oceania (Australia)**

- Leading engine to fill the gap for 2022

## **Japan and China**

- Planting the seed

## **Taiwan and Southeast Asia (Singapore)**

- Potential for single property in 2022



# 2022 STRATEGY

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# STRATEGY



***Position Hawai'i as the preferred meeting destination targeting global events that bring both higher spending customers who also embrace a Mālama mindset from the continental U.S., Canada, Asia and Oceania***

- Refresh Meet Hawai'i website
- Communicate our Unique Hawai'i Selling Proposition
- Launch B2B messaging via LinkedIn
- Dedicated Citywide Convention digital campaign
- Capitalize on Global Experienced MCI Sellers
- Inclusive Community Outreach
- Introduce Mālama Hawai'i CSR Programs/Made in Hawai'i



# KEY CAMPAIGNS/PROGRAMS

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# KEY CAMPAIGNS/PROGRAMS

## Short-term citywide strategy

Prioritize short-term citywide groups for 2023-2026

- Coordinate mutual citywide success with stakeholders
- Form citywide advisory group
- Implement citywide extranet
- Redesign Hawai'i site inspection experience
- Reinforce 'Elele program

## Integrated citywide/single property vertical segments

- Global MCI will target specific global events with Hawai'i culture, natural resources and community.
- Earth, ocean, atmospheric, indigenous, environmental, health/wellness, cultural exchange, technology, engineering, finance and insurance





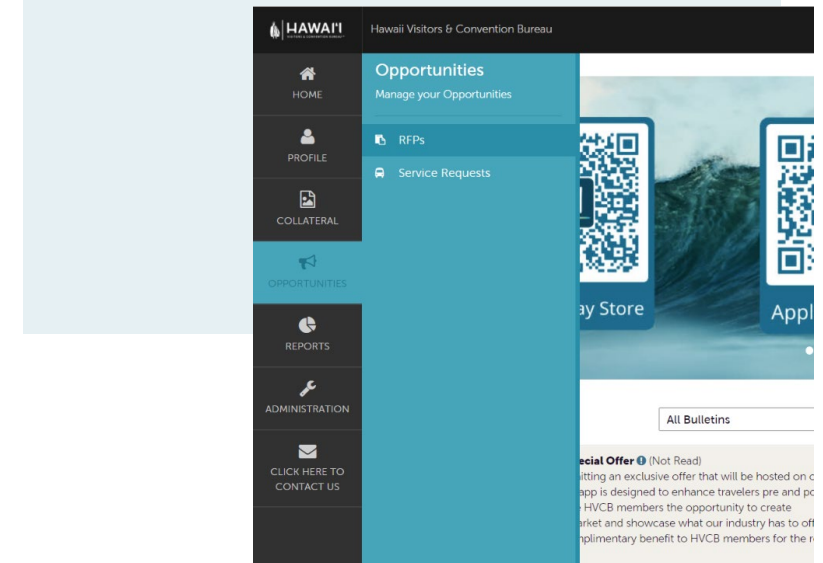
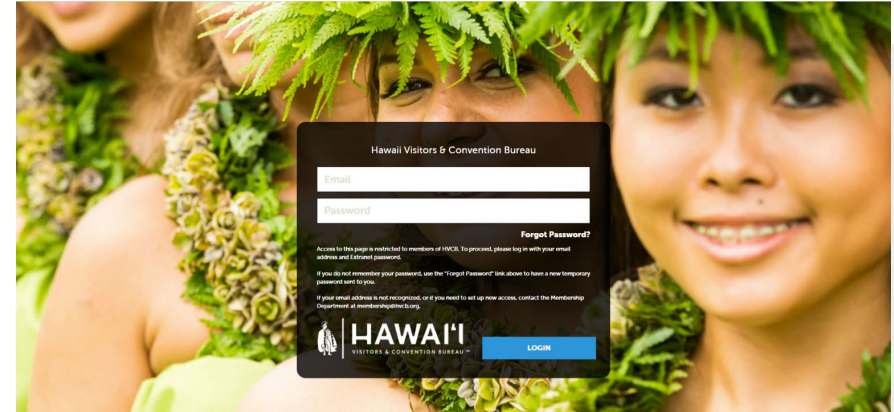
# KEY CAMPAIGNS/PROGRAMS

## MCI digital initiatives

Amplify Hawai'i's digital reach to target high-value MCI customers:

Digital strategies include;

- Paid endemic Northstar Meetings Group campaign
- Geofencing
- Targeted email campaigns (own/earned)
- LinkedIn
- SendSites bid book solution
- Digital meeting planner guide



# KEY CAMPAIGNS/PROGRAMS



## Mālama Hawai'i

- Leverage Mālama Hawai'i Program to identify group service opportunities
- [Meethawaii.com/csr](https://meethawaii.com/csr)
- Promoting Mālama opportunities to citywide movements to enrich attendee experience
- Mālama Hawai'i Balance Scorecard





# KEY CAMPAIGNS/PROGRAMS

## Asian Program: Hula Aloha Global touchpoint - Hawai'i hālau

- Unconventional touchpoint
- Soft sell approach
- Free hula lessons for sellers, buyers
- Tried and tested model in Taiwan



# KEY CAMPAIGNS/PROGRAMS

## **LinkedIn: Stimulate demand for citywide business**

Leverage LinkedIn as the top-rated social platform for business networking and lead generation:

- Reach:
  - 279K globally with meeting planner title
  - 152K U.S. with marketing planner title
  - 613K globally with event planner title
- Meeting planning skills: 10M
- Planners are 1.3X more connected than average member on LinkedIn



# PERFORMANCE MEASURES

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# PERFORMANCE MEASURES

	Annual Target	Semi-Annual Targets	
	2022	Jan-Jun	Jul-Dec
<b>Paid Media Measures</b>			
<i>Print Circulation</i>	N/A	N/A	N/A
<i>Digital Reach *</i>	33.08%	28.57%	67.18%
<i>Print Impressions</i>	N/A	N/A	N/A
<i>Digital Impressions</i>	7,860,000	2,580,000	5,280,000
<b>Earned Media Measures</b>			
<i>Print Circulation</i>	2,260,000	1,130,000	1,130,000
<i>Digital Impressions</i>	3,421,780,000	1,708,390,000	1,713,390,000
<i>Print Publicity Value</i>	\$ 951,000	\$ 475,500	\$ 475,500
<i>Digital Publicity Value</i>	\$ 2,490,200	\$ 1,245,100	\$ 1,245,100
<b>MCI Trade</b>			
<i>No. of MCI Sales Calls</i>	381	190	191
<i>No. of MCI Trade Shows</i>	28	10	18
<i>MCI Trade Show Attendance</i>	69,500	25,000	44,500
<i>No. of MCI Trade Show Appointments</i>	370	0	370
<i>No. of MCI FAMs</i>	8	1	7
<i>No. of MCI FAM Participants</i>	46	10	36
<i>No. of MCI Education Sessions</i>	26	13	13
<i>No. of MCI Education Participants</i>	1,100	550	550

	Annual Target	Semi-Annual Targets	
	2022	Jan-Jun	Jul-Dec
<b>2022 Sales Production for 2022 &amp; Future Years</b>			
<i>Total Citywide MCI Tentative Room Nights</i>	207,750	77,875	129,875
<i>Total Citywide MCI Definite Room Nights</i>	67,450	11,225	56,225
<i>Total Single Property MCI Tentative Room Nights</i>	571,900	297,950	273,950
<i>Total Single Property MCI Definite Room Nights</i>	153,600	57,650	95,950
<b>DMAP Measures</b>			
<i>No. of DMAP Action Items Supported</i>	245	124	121
<i>No. of Initiatives to Promote Hawai'i Made Products</i>	505	270	235
<i>No. of Hawai'i Festivals &amp; Events Promoted</i>	480	245	235
<i>No. of Voluntourism Programs Promoted</i>	480	245	235
<i>No. of MCI Groups Participated in CSR Opportunities</i>	72	37	35
<i>No. of MCI Visitors Participated in CSR Opportunities</i>	5,060	3,330	1,730



# PARTNERSHIP OPPORTUNITIES

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# PARTNERSHIP OPPORTUNITIES

6 Area of Opportunities	Examples
<b>Tradeshows</b>	<ul style="list-style-type: none"> <li>- Meeting Today LIVE 2022</li> <li>- IMEX America 2022</li> </ul>
<b>Site Visits/ Fam Trips</b>	<ul style="list-style-type: none"> <li>- Destination Hawai'i – Northstar Meetings Group</li> <li>- On-going MCI Site Visits</li> </ul>
<b>MCI Education</b>	<ul style="list-style-type: none"> <li>- 2022 Meeting Planner Guide</li> <li>- MCI Updates (Kaua'i, O'ahu, Maui, Island of Hawai'i)</li> </ul>
<b>Public Relations</b>	<ul style="list-style-type: none"> <li>-Mālama Hawai'i CSR Programs</li> </ul>
<b>Client Promotional Events</b>	<ul style="list-style-type: none"> <li>- Throughout the year</li> </ul>
<b>Sales Blitz</b>	<ul style="list-style-type: none"> <li>- Throughout the year</li> </ul>



# PARTNERSHIP OPPORTUNITIES

ACTIVITY	DATE	DESCRIPTION	LOCATION	COST
<b>TRADE SHOWS</b>				
MPI NCC Annual Conference & Expo	TBC	Connect with planners at MPINCC's premier educational, technological, and networking trade show. Meet Hawai'i coordinates the Hawai'i destination booth, including featuring locally made products. Participation is available for partners.	San Francisco, CA	TBC, based on number of participants
Meetings Today LIVE! Hawai'i	Apr 26-30	MCI trade show on the island of Hawai'i. Meetings Today and sponsors will host 25 planners for three days for a trade show that includes one-on-one, pre-scheduled appointments, highlights island of Hawai'i products, and provides an additional day for planners to experience Hawai'i Island.	Island of Hawai'i	Registration fee and other miscellaneous expenses (TBC)
ASAE Annual Meeting	Aug	Connect with decision makers and planners for associations. Meet Hawai'i coordinates the event, including sharing locally made products. Participation opportunities are available.	TBC	TBC, based on number of participants
IMEX America	Oct 25-27	Connect with senior decision-makers from U.S., Canada and the world at the largest meetings industry trade show in the U.S. Meet Hawai'i coordinates the Hawai'i destination booth, infusing the show presence with Hawaiian cultural elements and sharing locally made products. Podium spots are available for partners.	Las Vegas, NV	\$7,500 Partner travel costs on own
Association Forum – Holiday Showcase	Dec	The premier event for the association community in Chicago. Meet Hawai'i coordinates the event, including sharing locally made products. Participation opportunities are available.	Chicago, IL	TBC, based on number of participants
SITE SoCal Holiday Event & Charity Auction	Dec	Connect with Southern California incentive professionals. Meet Hawai'i coordinates the experience package with a table, sharing locally made products. Limited participation is available.	Southern CA	TBC Partner travel costs on own

ACTIVITY	DATE	DESCRIPTION	LOCATION	COST
<b>SITE VISITS / TRADE FAMILIARIZATION TRIPS (FAMS)</b>				
Destination Hawai'i - Successful Meetings FAM	Sep	Pre-FAM for 10 pre-qualified MCI planners who were invited to the Destination Hawai'i/Successful Meetings Conference. Each attendee has a definite program to book for Maui. Partners contribute activities, transportation, meals, and local product amenities.	Maui	In-kind support
Destination Hawai'i FAM	Sep	FAM for 10 qualified MCI planners who are invited to the Destination Hawai'i event held on Maui. FAM on Hawai'i Island will be 3-4 nights. Planners will site inspect participating resort partners. Partners contribute accommodations, meals, activities, and local product amenities.	Island of Hawai'i	In-kind support
MCI Site Visits	Ongoing	MCI Site Visits will be scheduled throughout the year based on client timing/coordination.	Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, island	In-kind support



# PARTNERSHIP OPPORTUNITIES

ACTIVITY	DATE	DESCRIPTION	LOCATION	COST
<b>MCI EDUCATION</b>				
Meet Hawai'i <i>Meeting Planner Guide</i>	Annual	The official statewide digital guide for the meeting planner audience is produced annually with a qualified digital distribution to meeting professionals in the U.S., Canada and Oceania. The MCI sales team further promotes the guide throughout the year to U.S. and Canadian planners. Content includes MCI key messaging and selling points, history and culture, transportation and accommodations, the Hawai'i Convention Center, individual Island sections, Mālama CSR opportunities, sales and services. Various advertising opportunities are available.	N/A	Varies
O'ahu MCI Newsletter: <i>The Gathering Place</i>	Q1 and Q3	Partners with groups-related product updates. Partners submit news/updates to be considered for inclusion.	N/A	\$0
Kaua'i Virtual Conference Call	Monthly	Kaua'i updates on the group market. Presented to the sales departments of resorts, activities, tours, and independent venues. Program reviews all changes in travel, PACE, Market Insider, ongoing Marketing, and Meet Hawai'i updates.	N/A	\$0
Oah'u Virtual Conference Call	Monthly	O'ahu updates on the group market. Presented to the sales departments of resorts, activities, tours, and independent venues. Program reviews all changes in travel, PACE, Market Insider, ongoing Marketing, and Meet Hawai'i updates.	N/A	\$0
Maui Nui Virtual Conference Call	Bi-monthly	Maui Nui updates on the group market. Presented to the sales departments of resorts, activities, tours, and independent venues. Program reviews all changes in travel, PACE, Market Insider, ongoing Marketing, and Meet Hawai'i updates.	N/A	\$0
Island of Hawai'i Virtual Conference Call	Bi-monthly	Island of Hawai'i updates on the group market. Presented to the sales departments of resorts, activities, tours, and independent venues. Program reviews all changes in travel, PACE, Market Insider, ongoing Marketing, and Meet Hawai'i updates.	N/A	\$0
Hawai'i Island Destination MCI Presentation	On request	Presentation to meeting planners on-island conducting a site inspection. Planners gain valuable destination information/knowledge about Hawai'i Island, including volunteer and other give- back opportunities.	Island of Hawai'i	\$0

ACTIVITY	DATE	DESCRIPTION	LOCATION	COST
<b>PUBLIC RELATIONS</b>				
Corporate Social Responsibility - M ālama Hawai'i	Ongoing	Meetings that M ālama - It's not only time to come back to Hawai'i, it's time to give back to Hawai'i. Meet Hawai'i's corporate social responsibility (CSR) program allows groups an opportunity to donate their time and m ālama Hawai'i for all. By making a positive impact through unique and enriching volunteer projects, MCI groups will experience deeper connection to our people, place, and culture. Volunteer projects range from land stewardship restoration and conservation, botanical garden maintenance and the removal of invasive plant species/ propagation of native Hawaiian species, to beach and marine debris clean ups and working in a lo'i (taro patch).	Kaua'i, O'ahu, Maui, Moloka'i, L āna'i, island of Hawai'i	In-kind support
<b>CLIENT PROMOTIONAL EVENTS</b>				
MCI Client Promotional Events	Ongoing	MCI Client Promotional Events will be scheduled throughout the year based on client timing/coordination.	TBC	TBC, based on number of participants
<b>SALES BLITZ</b>				
Illinois Sales Blitz	Apr	Sales blitz and client event with industry partners. Participation opportunities are available.	IL	TBC, based on number of participants

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**MAHALO!**

