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David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

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

**BRANDING STANDING COMMITTEE
HAWAI'I TOURISM AUTHORITY**

Pō'akolu, 27 'Apelila, 2022, 2:30 p.m.
Wednesday, April 27, 2022 at 2:30 p.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:

https://us06web.zoom.us/webinar/register/WN_W5a2QNkuTjmBwEDb-Ljw9w

*Ma hope o ke kāinoa 'ana, e ho'ouna 'ia ka leka uila
hō'ouia 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 I Ho'ololi 'Ia
AMENDED AGENDA

1. *Ho'omaka a Pule*
Call to Order and Pule
2. *'Āpono i ka Mo'ō'ōlelo Hālāwai no ka Hālāwai Kōmike Alowelo Kūmau no Malaki 30, 2022*
Approval of Minutes of the March 30, 2022 Branding Standing Committee Meeting
3. *Ka Nūhou RFP maiā Luna Ho'okō Alowelo Kalani Ka'anā'anā no ka Mākeke USA*
Update by Chief Brand Officer Kalani Ka'anā'anā on HTA RFP NO. 22-01-HTA Hawaii Destination Brand Marketing & Management Services for the United States Major Market Area



4. *Hō'ike, Kūkākūkā, a me ka Hana e Pili Pū ana i ka 'Āpono 'Ana i nā Lula Alowelo a Hokona no ke Ke'ena Kuleana Ho'okipa o Iapana e Ho'omaka ma Mei 1, 2022.*
Presentation, Discussion and/or Action on Approving Hawaii'i Tourism Japan to Fully Implement it's 2022 Brand Marketing & Management Plan Effective May 1, 2022
5. *Ka Nūhou mai ka Manakia Alowelo 'o Ross Willkom no ka Hanana LPGA LOTTE 2022*
Update and Initial Feedback by Brand Manager Ross Willkom on the 2022 LPGA LOTTE Championship Event
6. *Ka Nūhou RFP no nā Hana Alowelo a Hokona Hā'uki na ka Manakia Alowelo 'o Ross Willkom*
Sports Brand Marketing & Management Update by Brand Manager Ross Willkom for RFP
7. *Ka Hō'ike a me ke Kūkākūkā Alaka'i 'ia e ka Hope Pelekikena Ki'eki'e o HVCB, Luna Ho'okō Kū'ai MCI John Reyes a me ka Manakia Nui o ka Hale 'Aha 'o Teri Orton no nā Hana Global MCI*
Presentation and Discussion by HVCB Senior Vice President, Chief MCI Sales Officer John Reyes and Hawaii'i Convention Center General Manager Teri Orton on Global MCI Initiatives
8. *Ka Nūhou mai ka Luna Ki'eki'e HTUSA o Nā Pāhana Ho'olaha a me ka Hokona 'o Gina Chun e pili pū ana i ka Papahana 'o Pono Travel Education na Ka HTUSA.*
Update by HTUSA Senior Director of Digital Marketing Kara Imai **Senior Director of Advertising and Marketing Programs Gina Chun on Pono Travel Education Program by HTUSA.**
9. *Ka Nūhou mai ka Luna Ho'okō Alowelo 'o Kalani Ka'anā'anā e Pili Pū ana i ko HTA mau Hoa 'Oihana Ho'okipa me nā Hālāwai Hui no Kēlā me Kēia Mākeke Nui*
Update by Chief Brand Officer Kalani Ka'anā'anā on HTA's reinstated Industry Partners Group Meetings for each Major Market Area
10. *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 Hawaii Revised Statutes (HRS) § 92-4. The executive session will be conducted pursuant to HRS § 92-5 (a) (2), § 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; to consider hiring and evaluation of officers or employees, where consideration of matters affecting privacy will be involved; and to discuss information that must be kept confidential to protect Hawaii'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 carole@gohta.net a i 'ole ho'ouna i ka leka i Ke'ena Kuleana Ho'okipa O Hawai'i, 1801 Kalakaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Carole Hagihara-Loo (808-973-2289 a i 'ole carole@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 carole@gohta.net or by postal mail to the Hawaii Tourism Authority, 1801 Kalakaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo. Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Carole Hagihara-Loo (808-973-2289 or carole@gohta.net) no later than 3 days prior to the meeting so arrangements can be made.

E like nō me ka 'ōlelo a ke Kānāwai 220, e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawai'i i kekahi wahi e hiki ai ka po'e o ka lehulehu ke noho a komo pū ma nā hālāwai ma o ka ho'ohana 'ana i ka 'enehana pāpaho (ICT). Aia ana kēia 'enehana pāpaho ma ka papahale mua o ka lumi ho'okipa i mua o ke Ke'ena Kuleana Ho'okipa o Hawai'i ma ka Hale 'Aha. 'O 1801 Kalakaua Avenue, Honolulu, Hawaii, 96815 ka helu wahi.

In accordance with Act 220, the Hawaii Tourism Authority will establish a remote viewing area for members of the public and board members to view and participate in meetings held using interactive conference technology (ICT). The ICT audiovisual connection will be located on the 1st Floor in the Lobby area fronting the Hawaii Tourism Authority at the Hawaii Convention Center at 1801 Kalakaua Avenue, Honolulu, Hawaii, 96815.

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Approval of Minutes of the March 30, 2022
Branding Standing Committee Meeting



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**BRANDING STANDING
COMMITTEE MEETING
HAWAII TOURISM AUTHORITY
Wednesday, March 30, 2022, at 2:30 p.m.**

Virtual Meeting

MINUTES OF THE BRANDING STANDING COMMITTEE MEETING

MEMBERS PRESENT:

Fred Atkins (Chair), Dylan Ching (Vice Chair),
Ben Rafter, Sherry Menor-McNamara, Kyoko
Kimura, Sig Zane

MEMBER NOT PRESENT:

HTA STAFF PRESENT:

John De Fries, Keith Regan, Kalani
Ka'anā'anā, Marc Togashi, Maka Casson-
Fisher, Ross Willkom

GUESTS:

Jay Talwar, Alex Wong, Dennis Suo,
Representative Richard Onishi, Irene Lee, John
Reyes

LEGAL COUNSEL:

Gregg Kinkley

1. Call to Order and Pule

Chair Atkins called the meeting to order at 2:33 pm. Mr. Casson-Fisher did the opening Pule.

Mr. Casson-Fisher did a roll call. All the members confirmed attendance and that they were alone, except for Mr. Zane whose mother was in the house. Chair Atkins asked if there were legislators on the call, but Mr. Casson-Fisher said none.

2. Approval of Minutes of the February 22, 2022, Branding Standing Committee Meeting

Chair Atkins asked for a motion. Mr. Rafter made a motion and Mr. Ching seconded. Mr. Casson-Fisher did a roll call and the motion passed unanimously.

Chair Atkins asked to change the rotation of the agenda items as Mr. Ching would not be able to be online for the full meeting. He started with agenda item number 5.

3. Presentation, Discussion and/or Action on Hawai'i Tourism China and Hawai'i Tourism Korea's Brand Marketing & Management Guidelines for Q2 2022.

Mr. Casson-Fisher said there were speakers from Hawai'i Tourism China, CEO, Dennis Suo and COO Alex Wong.

Mr. Suo did his presentation by starting off the Q2 major activities and gave an update on the market situation. The vaccinated population rate is at 88% in China, based on the latest travel report, 43% of frequent travelers are willing to travel abroad. He said currently there are 240 million existing passport holders in China, and 6 million existing U.S. Visa holders. He said there were 320,000 Chinese students in U.S. schools during COVID 2020 and 2021. This was the largest source of international students in the country.

He shared data based on 2021 facts. There were 6,300 Chinese visitors that came to the Hawai'i islands, and the total expenditure was \$18.2 million, with the average length of stay being 10 days. The per person per day spent was \$289, which was the highest of all international visitors. He showed pictures of visitors posting on social media (The Little Red Book). He spoke about the Civil Aviation and Administration of China (CAAC), and said they just released a 5-year development plan. The plan in 2022 is for COVID control and prevention, but looking from a central government perspective, they are looking to expand domestic flights and restore international air travel from 2023 to 2025.

Additionally, they want to have another 30 civil airports by 2025. He spoke about the share of luxury goods market and showed the latest forecast. Last year's forecast, 2021, showed the Chinese share of luxury goods was 23% and by 2025 would reach 45%, based on the reports from Bain & Company. He spoke about flights. China does not have direct flights to Hawai'i, but Asiana Airlines is launching flights from April 3, 2022. WeChat promotions from Asiana are running in China, and is offering a W300K discount for the first 200 customers purchasing a transit ticket from Incheon to Honolulu. That promotion started in January 2022. Japan Airlines is also having a WeChat promotion from Hong Kong to U.S., including free luggage & inflight Wi-

Fi. The latest news from Hong Kong was that they lifted the ban on flights from 9 countries, including the U.S. They cut the quarantine period down to 7 days starting from April 1, 2022.

Mr. Wong said this slide was a late addition, so he apologized for it not being in the meeting packet.

Mr. Suo spoke about 2021, where Honolulu & Fuzhou signed the Sister Cities Relationship Agreement. They are actively promoting Hawai'i made products to China, with coffee being the main product exported to China. He said the Fujian Business Association had some business owners building a premium coffee brand in the China market, which is a great opportunity to leverage business development between China and Hawai'i and market Hawai'i as a destination.

Mr. Suo mentioned that through the Sister City Relationship, Fuzhou city was willing to subsidize if Hawaiian Airlines was willing to open the route from Honolulu to Fuzhou, once China opens up for international travel. They continue to look for more opportunities for Sister City Relationships for the future.

He spoke about competition. He mentioned that pre-COVID, in terms of long-haul destination, there were 18 million trips to Europe and 2.9 million trips to the U.S. from China, particularly California, which received 1.5 million trips. He said California started the marketing programs from 2022 and actively promotes California as a destination in China.

There were 1.4 million trips to Australia, 1 million to Dubai, 1.2 million trips to Bali, and 300,000 trips to Maldives. He said that covers the key competitors in the China market, and they are all coming back to China market to start promoting their destination.

For Q2 major activities they are planning to continue the WeChat Mini Program. He showed screenshots of what it looked like and said they followed the user interface of the GoHawaii.com look and feel. He said the Mini Program is in WeChat so there was no need to download new apps for any Chinese user. He said they would resume the B2B MP version development in Q2. He said the B2C version would be live in the second week of April. They will continue to curate and translate all the content from GoHawaii.com, and the input on the back end.

Mr. Suo said they incorporate all the content like Mālama Hawai'i, cultural festivals, events, and voluntourism activities. He said Q2 is consistent with Q1 as they continue the social media posting on WeChat, Weibo, Little Red Book, Douyin, and Dianping at a weekly basis. He said those are the major content they had been covering. He said the total viewership exceeded 1 million in Q1, including all the social media platforms.

He showed different screenshots from different platforms. He spoke about the partnership with the U.S. Embassy and apologized as it was not in the meeting packet. He said this is an excellent opportunity with the Commercial Service of the U.S. Embassy in Beijing for travel and tourism events. Because a new Ambassador, Nicolas Burns, arrived in China, there would be a grand reception hosted on Earth Day, which is April 22, for the newly appointed Ambassador. He said they were invited as one of the destinations to showcase the eco-tourism content.

Mr. Suo said there would be 500 VIPs, and all other countries would have Ambassadors, Consulates and some very high-ranking officials from the Chinese Ministry of Foreign Affairs, and some global U.S. company leaders. This is an excellent opportunity to showcase Mālama Hawai'i content. He said the U.S. Embassy would be doing a roadshow in Beijing and Chengdu to showcase U.S. destinations. They would be joining with Utah, California, and some of the national parks, with the same content to showcase the eco-tourism and the unique diversity of travel.

He spoke of the third opportunity working for the U.S. Embassy which is in May 2022. They celebrate the Asian American and Pacific Islanders month, so there is an opportunity to work with the Embassy to provide some social media content and to be part of the campaign. He said the U.S. Embassy Chinese media platform WeChat has approximately 1 million followers and Weibo has 3 million followers. He said it is an excellent opportunity to work with them and leverage all the channels.

He mentioned the fourth initiative, Travel Trade Education, which is to work with China's travel industry partners, like OTAs, airlines, U.S. Embassy and Brand USA Reps for online training initiatives, and offline network and training. He said there are 20 trade executives for the offline network training launch event in Beijing on April 1. He said another one is planned for Shanghai, and it would be in May, but it is still to be decided.

Mr. Suo spoke about DMAP, the last initiative for Q2. They plan to work with Border X Lab platform, which focuses on Cross Border E-Commerce opportunities. They had a meeting with DBEDT and several local vendors to connect with Border X platform to showcase locally made products on Border X platform, where the Chinese shoppers can order online. The Border X platform takes care of logistics and shipments, which is an opportunity to promote local Hawai'i-made products. He said they would work with DBEDT and Border X lab to support the on-board education webinar in April/May 2022.

They are looking in the future to open a "Hawai'i Themed Marketplace" on the platform under one umbrella and consolidate all the local vendors who are interested in selling to the Chinese consumer.

Mr. Wong said when they talked to DBEDT, they shared how they ran export seminars to China and Japan in the past for vendors. When they did one for China, they wanted to find one or two successful test cases, so DBEDT suggested that although it would be made available to everybody, they needed to find someone committed to selling the product in China. He said they spoke to a few local vendors, and there were a few willing and had the resources to do it. They had secured some samples for those to share during the Travel Trade Education Seminars in China. He said it would be made available to everyone, but if anyone is interested in marketing to China, they are encouraged to reach out to him and his team.

Mr. Wong said the U.S. Embassy came up recently and it demonstrated the power of social media because the Commercial Service of U.S Embassy Beijing was looking for eco-tourism type of posts. He found what HTC was doing, e.g., protection of marine biology and environment, and it then the relationship grew organically. Ultimately U.S. Embassy invited HTC to join its travel roadshows.

Mr. Wong shared the slide about the HTC Q2 budget, which was similar to Q1. The cost for June, which had a bump, was the second phase for the WeChat mini program, in terms of coding, development and maintenance. In terms of public relations, which was primarily market research. Travel trade education is what Mr. Suo was speaking about in Beijing and Shanghai and partnering with U.S Embassy events. The research is a quarterly expenditure. The monthly Administration runs offices across Beijing, Shanghai, and O'ahu. Mr. Wong asked if there were any questions.

Mr. Ka'anā'anā refreshed the members' memories by mentioning that HTA had discussed potential Q2 spending for Hawai'i Tourism China (HTC) and went back with revisions. The last slide showed the ask of the Branding Standing Committee's recommendation of approval for \$250,000 for the second quarter of 2022 for China market.

Chair Atkins asked what the total spend for China was in the first three months, and Mr. Ka'anā'anā did not have the information. Mr. Wong confirmed it was \$250,000.

Chair Atkins said on the news there had been mention of another COVID outbreak in Shanghai and asked if it was under control. Mr. Suo said Shenzhen, a city close to Hong Kong, was shut down for about 7 days, then opened again. He said Shanghai's plan was lockdown for 4 days, until April 1. The Omicron's symptoms came fast and is going fast. He said the COVID control is city by city, and province by province. Mr. Wong said looking at the official announcement for the five-year plan from the Civil Aviation and Administration of China, 2022 is focused on the zero COVID policy. He said they are trying to get a handle on it, and in 2023 to 2025, they plan

to expand and restore international air travel, which is all part of the Strategic Plan to control COVID.

Chair Atkins said it is understood as it is a worldwide situation. He asked if there were questions from the panelists.

Chair Atkins asked for a recommendation for Quarter 2 for \$250,000 for HTC. Mr. Rafter asked to clarify if it was the minimum red zone, and Mr. Ka'anā'anā confirmed that it is. This ask would leave a remaining balance on the contract of \$1.3 million for the remainder of the year. Mr. Rafter asked if the contract was encumbered and Mr. Ka'anā'anā confirmed that it was.

Chair Atkins asked if there were more questions with regard to the requested spend. Chair Atkins asked for a motion. Ms. Menor-McNamara made a motion, and Mr. Rafter seconded. Mr. Casson-Fisher did a roll call and the motion passed unanimously.

Chair Atkins asked if anyone from the public with questions, but there were none. Mr. Casson-Fisher recognized that Rep. Onishi was with them on the call, and he entered the room during HTC's presentation.

Mr. Ka'anā'anā spoke about the second portion of agenda item number 3, Hawai'i Tourism Korea. He asked the Board for approval to move the Korean market into the green. His recommendation was based on several factors. He shared the items on the screen, namely the abbreviated measures of success, the ongoing activities, and the quarter's spending. In Korea what prompted him to make the ask for Q2 was that Korea, effective March 21, lifted the 7-day quarantine. The exemption of the quarantine applies to fully vaccinated travelers entering Korea, both foreign visitors as well as returning Korean nationals. Travelers need documentation that they received their second shot 14 - 180 days prior or that they had received a booster shot. Starting in April 2022 overseas travelers could also use public transportation upon arrival at Incheon airport, and they are currently required to take private vehicles, quarantined taxis, or isolated sections on trains. He said they were starting to see those decisions being made making travel more realistic for everyone.

He said authorities were also easing PCR testing requirements for the current three rounds of testing before and after entry. Travelers could take a rapid antigen test for their third round on the sixth or seventh day after their arrival. Asiana Airlines would also be resuming three weekly flights, starting on April 3, and Asiana CEO FAM to Hawai'i will happen April 6 – 9. They also have an Influencer FAM on April 6-9. Korean Air is currently operating five weekly flights and are also considering daily flights in May. He said Korea had recorded 86.5% vaccination rate and 62.6% booster rate, as of March 14, 2022.

He asked the members to make a recommendation to approve Korea moving into green, which would greenlight their BMMP.

Chair Atkins asked if there were any questions from panelists.

Chair Atkins asked if there was an update on Hawaiian Airlines, and if they planned on moving back into the Korean market. Mr. Ka'anā'anā said he did not have that information with him, but he could find it. Chair Atkins asked if there are any quarantine regulations that would make it more challenging when Koreans return back to Korea. Mr. Ka'anā'anā reiterated that Korea lifted their 7-day quarantine mandate on March 21, and reiterated what he said earlier. Chair Atkins asked what fully vaccinated entailed, and Mr. Ka'anā'anā said it meant that people must have had their booster. Mr. Ka'anā'anā said the total contract value for Korea for calendar 2022 is \$1.4 million. He showed the slide where HTA agreed to \$184,500 to Q1, and now he was asking the Board to move Korea to green for the remainder of the year.

Chair Atkins asked if there were any questions. Ms. Kimura asked if Korean Airlines and Hawaiian Airlines were resuming their daily flights. Mr. Ka'anā'anā reiterated Korean Airlines have five weekly flights, and Asiana Airlines are doing 3 weekly flights starting April 3, Hawaiian Airlines is flying presently, with 3 flights a week. Chair Atkins wondered if the Airlines would be picking up the pace since they were opening in April 2022. Mr. Ka'anā'anā said they would be picking up in April 2022.

Chair Atkins asked for a motion to recommend to the Board that Korea goes green, allowing them to implement the BMMP. Ms. Kimura mentioned that Korea still had 600,000 COVID cases per day, and asked if that affected travel. Mr. Ka'anā'anā said that he did not think so, but he would return to the Korea team to get updated information. Mr. Ka'anā'anā said that Irene Lee, the director of Hawai'i Tourism Korea (HTK), was on the call and could provide an update.

Ms. Lee confirmed a hike in cases, with 300,000 per day, but the health authorities said it was a matter of time when it would subside towards the end of March 2022 and into April 2022. She said despite the latest hike, travel restrictions and social distancing measures had been relaxed. Business curfew hours had been extended to 11 p.m., and the number of social gatherings had relaxed, with up to 8 people, from the previous 6 people, starting two weeks ago, even when they were in the peak of the daily cases of 300,000.

She shared that since the quarantine had lifted 10 days ago, they saw soaring travel bookings for Hawai'i, and they had conducted some television home shopping sales programs. She gave an example that they had over 1,000 calls of bookings for Hawai'i during the one hour show. This meant over \$7.5 million in revenue. She said they are having TV home shopping sales requests lined up to work together and distribute their destination messaging. She was

confident that the latest hike in cases would not affect Korea's travel bookings for Hawai'i. She mentioned that due to the aircraft maintenance change, Korean Air had to reduce their weekly flights to 3, to Honolulu in March 2022, but would increase to 5 weekly flights in May 2022. Currently, Hawaiian Airlines is flying 4 weekly flights from Korea to Honolulu. Asiana Airlines is returning from April 3 with 3 weekly flights, hoping to increase to 5 weekly flights in July.

He asked about the last Branding Standing meeting, where there was mention that golf was on an uptake during COVID in Korea. He wanted to know what percentage it went up by. Ms. Lee said there was a 19% increase during the past two years, so Korea now has 6 million golfers, which means that during the pandemic, they had 1 million more golfers over the past two years. The age of the golfers had gone down to age 20's. She said previously it was mainly for senior audiences, but now it is a younger audience enjoying playing golf outdoors. She said that given Lotte's LPGA big influence in Korea economy, Lotte is one of the top five biggest companies in Korea, after Samsung, LG, and Hyundai. She said it is a big event and would be broadcast, and the Korean LPGA players will get a lot of media attention.

Chair Atkins asked if there were other questions. Mr. Rafter made a motion and Ms. Kimura seconded. Mr. Casson-Fisher did a roll call and the motion passed unanimously.

4. Sports Brand Marketing & Management Update for RFP

Mr. Casson-Fisher gave the floor to Mr. Willkom. He said the last time he spoke about targeting mid-March 15 for the release of the sport RFP. Unfortunately, they were not able to hit that date. He said they are rounding up the final details and should have it with their procurement department by the end of the week. This will still put them in a good position to go through submitting and awarding these by the end of May, and having it contracted before the June 30, 2022, deadline. He asked if there were questions.

Mr. Ka'anā'anā added that the BFCC Committee did make a recommendation to the full Board for the following day to reallocate \$167,000 into the sports unallocated budget line item. Once it is voted on the next day, with the full Board, it means a total of \$1.5 million would be available for this procurement, and they should be ready to move forward.

Chair Atkins asked for questions from the panelists, but there were none. He asked if it needed to be voted on but Mr. Ka'anā'anā said it is just an update.

5. Presentation, Discussion and/or Action on LPGA Lotte Event in April

Mr. Ka'anā'anā asked for a motion to recommend to the full Board the approval of a proposal to support the Lotte 2022 Championship in partnership with Lotte and LPGA. He said they had a number of discussions with the partners and sought advice from the State Procurement Office, and the State Ethics office, to ensure that HTA is compliant with all the policies. The reason they chose LPGA is, preparing for the sports RFP, they looked at all major events that would occur prior to the RFP being awarded and the contracts being issued. He said LPGA was the only lady's professional golf association, and it seemed a good fit asking for sole source exemption. He said the timing in April would happen before the procurement could be done so that it would be advantageous to the State.

He shared material via email that dated back to March 21. He said since then, there had been feedback, and they had asked for a counteroffer to Lotte and the LPGA to fund the event at a level of \$250,000. He asked Mr. Willkom to elaborate on the event details on the slide.

Mr. Willkom said the championship would be held at Hoakalei Golf Course. He said this would add value to HTA and align them as an official partner of LPGA. They would also be able to offer free attendance for Hawai'i residents and their families, courtesy of HTA and the Hawaiian Islands. HTA's on-site branding would include tee signs, signage on the electronic scoreboards. There will be television coverage in 30-second units and in-segment features. There will be a custom golf clinic for up to 40 women; in addition, LPGA and USGA offered a new "Girls Golf" chapter, which is a program to support girls junior golf, from age 8-14, in the islands, similar to the First Tee of Hawai'i .

Mr. Ka'anā'anā asked Mr. Talwar to elaborate on the conduction of their analysis on the assets HTA gets as well as global marketing value. Mr. Talwar said they looked at the three pillars: the economic impact, the marketing value, and the community benefits. He said in this instance they worked with both numbers projected for 2022. They used actual numbers from 2021.

In terms of attendance, they worked with the tournament director, and they felt 3,000 was achievable, accurate, and beatable for 2022. He said they put that into the economic impact formula common for these events and the benefit was a little over \$10 million.

Looking at the marketing value, there were two components. One was the programming coverage of the tournament. A PR value is applied to the timing of the broadcast on air from the State. He said they used a conservative number on this, which was 25 and a half hours. The Golf Channel is in discussions to move it to 35 hours, but they do not know the value yet. So his team used the actual number from 2021, which is just short of \$5.6 million. He said the marketing value is the value that HVCB's paid media agency OMD looks at for them. He said it is based on clearly defined media opportunities that had marketing value. He said a lot of the

components in the plan were not specific, so some of the digital and social were noted as components included in the plan. Without specifics they had not put a value to them, which is just short of \$123,000, which brings the marketing column at \$5.7 million. Looking at community involvement and charitable donations, from the tournament director, it is to provide \$50,000 in charitable donations to local charities in the States. He concluded the analysis.

Mr. Ka'anā'anā asked if there were questions on the LPGA proposal. Chair Atkins asked if there were questions from anyone.

Mr. Rafter asked why Lotte came to HTA for a sponsorship 3 to 4 weeks from the tournament date. Mr. Ka'anā'anā did not know why they asked for a continued relationship, but he shared his thoughts on the importance of supporting women's professional golf. He reiterated that HTA sponsors PGA events in destinations, and they have three current events with no ladies' events. He also said that there is an opportunity to leverage the event and the relationship with Lotte on a much bigger scale. He said this LPGA Lotte event aligned well with HTA's three strategies: extending the brand image, generating community, and economic benefits. Mr. Ka'anā'anā also mentioned the timing to secure Hoakalei Golf Course as the venue was late.

Mr. De Fries reiterated Mr. Ka'anā'anā's point about the venue being secured late. He mentioned initial conversations that he was involved in with Mr. Monahan a year back, when HTA could not underwrite any sponsorship. He said the interest is to build a sustainable partnership with Lotte going forward. He had asked for a formal meeting with the Lotte Chairman, Mike McCartney from DBEDT, and Corbett Kalama from the Friends of Hawai'i Charities. He said they saw potential for Lotte to scale close to, if not replicate what had been created at Sony, where the community generates in excess of \$1 million annually. He believes building the partnership with Lotte is worth the \$250,000.

Mr. Rafter said he is glad that Lotte was mentioned. He had no objection to sponsoring the event and liked what Lotte are doing with golf clinics and girls golf, as that needs to be recognized. He said the ads or exposure value is what he had an issue with. He said the money is already with HTA and the event is going ahead anyway. He said the promotion of girls/women's golf is more important than just the exposure.

Ching asked for the difference between the \$500,000 ask, versus the \$250,000.

Mr. Ka'anā'anā mentioned that he hadn't had a chance to circulate it to all the committee members yet, but HTA had been able to negotiate with LPGA and Lotte a similar proposal that compares the assets. He showed a slide that outlined the original \$500,000 level and \$250,000

level of sponsorship offers. He said HTA countered with its \$250,000 sponsorship level, taking out certain things highlighted in red on the slide: 1). Inclusion in exclusive LPGA partner network; invitations to partner networking events, inclusion in partner eNewsletter/directory/LPGA credentials & strategic introductions, and 2). Celebrate women of Hawai'i luncheon event, 3). Week-long aerial coverage (12 mentions), 4) Featured groups presented by HTA, 5). HTA news/stories – content distribution on LPGA sustainability hub, 6). Two homepage takeovers on LPGA.com, 7). Two ads in LPGA fan eNewsletter and two ads in LPGA amateurs eNewsletter. HTA opted to keep the Golf Clinic. He elaborated on the rest of the information on the slide.

Chair Atkins asked for clarification of the free attendance, and Mr. Ka'anā'anā reiterated that free attendance was for Hawai'i residents with IDs, which was included in the current HTA proposal.

Chair Atkins asked Mr. Talwar or Mr. Willkom to give some background on Lotte and the magnitude of what they do in Korea and around the world, so that HTA could get an idea of what Lotte is about.

Mr. Talwar spoke about LPGA as he is not an expert on Lotte, but knows Lotte is a significant partner, and they are looking for significant partnerships. He said they are a strategic corporation with a long-term vision and Hawai'i is part of that vision. Lotte is looking for growth opportunities in the economic environment and they see opportunities in Hawai'i. He said Lotte are looking at participating and supporting Hawai'i for the long term, not for tourist reasons, but because they see economic benefits for their corporation. If HTA could align with them to allow them to use Lotte as a platform for the longer term, it will be good for the State.

Mr. De Fries added that as he was just getting into Lotte research, he said they are a substantial conglomerate based in Japan and Korea, in retail, and hospitality, which is HTA's major markets. As pointed out by Mr. Talwar, he said that Lotte is exploring a range of opportunities that might be available to Lotte in Hawai'i. He said if the conversation with the Hawai'i Tourism Authority moved toward a private/public partnership, Lotte has the capacity to engage and compete for such a role in Hawai'i. He said HTA could report more when they had the opportunity to meet with the Lotte Chairman.

Mr. Ka'anā'anā added that if the members look at the meeting packet, under tab 5B, in the Executive Summary that Mr. Willkom prepared, there is a business summary of the Lotte corporation in the first two paragraphs that shows 90 business units, 60,000 employees, diverse industry, etc. He said they are the second-largest duty-free in the world as well.

Mr. Wong asked if consideration was given to Hawai'i State Junior Golf Association because there are existing junior nonprofit golf associations on the islands.

Mr. Ka'anā'anā said they will do the outreach again. He noted that for the Lotte event, they would be able to leverage the assets that are created in the Korea, Japan, China, Oceania and Canada market, so there is a lot of opportunity where the assets had a shelf life beyond the event, meaning they continue to have value beyond the life of the actual event.

Chair Atkins said when he was doing the Lotte research and thinking about the decision to support it, he spoke to the tourism Chairs. When he mentioned the potential for a partnership, both Chairs felt it was a strong part and a lot of good things could come out of that.

Chair Atkins asked if there were any other questions. He asked Mr. Ka'anā'anā to bring up the slide with the three main goals for Branding and Marketing. When looking at what the community offers, he reiterated that it is a big part of what HTA is getting. He wanted to touch on the vignettes on the cultural side. From the Branding Marketing side, he said Mr. Rafter had a few concerns on the value in that area. He reiterated that it is being televised. Mr. Ka'anā'anā reiterated all the networks (U.S. Canada, Australia, New Zealand, Korea and Japan) broadcast via golf channels. He mentioned it was in the meeting packet.

Chair Atkins said all this coincides with their goals with the major events. He said they will make a recommendation to approve the event to the Board the following day. Chair Atkins asked if they could hear from HTA and HVCB how they could start to push the event, as he would like to see the partnership begin and maybe get it out to social media, newspaper, television, etc.

Mr. Ka'anā'anā said it is a tight turnaround, but will try their best.

Ms. Kimura said she supported the event, but she did not hear the answer to Mr. Rafter's question on why Lotte asked HTA at the last minute to have the event, and where was the event held last year. Mr. Ka'anā'anā confirmed Ko Olina was in 2012 and Kapolei was 2021.

Mr. Willkom shed light on why Lotte came to HTA so late for the event. He said that the last year HTA provided any sponsorship was in 2019, where it was in Ko Olina. The event was canceled in 2020, and in 2021 it was held in Kapolei, with no fans attending. He said Lotte was not able to secure the course with Kapolei again this year, and Hoakalei was only finalized late February/early March 2022 where they would be able to hold the event. He said this sponsorship would help ensure this event returns to Hawai'i, and promote Hawai'i as a home for women's golf and a marquee event worldwide. He said they recently got the ask from Lotte to have the tournament because Lotte could only confirm that they could hold the tournament in Hawai'i recently.

Chair Atkins asked if there were other questions. Mr. Casson-Fisher said there were no questions, testimonies or comments.

Chair Atkins asked if there was a motion for a recommendation to the Board meeting for the following day.

Ms. Kimura made a motion to recommend to the Board that HTA supports the Lotte LPGA tournament in Hoakalei for \$250,000. Mr. Ching seconded. Mr. Casson-Fisher did a roll call and the motion passed unanimously.

6. Presentation and Discussion on Global MCI Initiatives

Mr. Casson-Fisher introduced Mr. Reyes, HVCB Senior Vice President, Chief MCI Sales Officer.

Mr. Reyes said Ms. Orton will join him for this presentation, as they are one team promoting the Convention Center as one of the key initiatives and will have other updates. He turned it over to Ms. Orton.

Ms. Orton shared some of their short-term sales and marketing initiatives at the Convention Center. As of March 25, the Convention Center began operating under no restrictions for the first time in the last two years. She said they had their first local trade show inhouse with the Hawai'i Hotel Restaurant Association hosting its first trade show in one of the downstairs exhibit halls. There would be 2,000 people in the next two days.

She highlighted some local sales initiatives and bookings. She said she was reporting on the current fiscal year. To date, they hosted many local events and three city-wide events since January 2022. They had International Dairy Queen in the first part of January 2022, with 5,000 delegates. They had Trans-Pacific Volleyball in February 2022, with 300 people. The Association for Asian Studies just wrapped up their conference last week, and had just over 1,800 delegates on site. The Association for Asian Studies chose to have a virtual conference, so they had a hybrid meeting, around 3,000 delegates in total, but about 1,800 that actually registered on site.

She said the Convention Center is busy and it is great to see a lot of people around the building. She said all the staff are back at work. She said short term business is coming back strong.

She showed a slide with the definite bookings for local events to the end of the fiscal year in June 2022. She said they hired a new sales manager, Holly Elder. Trevor Newman held down the fort single handedly, so they hired a second salesperson for local sales to increase business.

Before the pandemic, Ms. Elder was part of the operations team and came back in sales a month ago.

On average, they have 200 plus local events per year. She said they are almost equal to pre-pandemic levels for local events at the Convention Center. She showed the next slide with the tentative bookings for the next 3 months. They had not licensed them yet, but they anticipate signing the contracts soon.

She spoke about upcoming public events, namely the Hapalua Half Marathon Packet Pickup in April 2022, a local Aloha Region Regional Volleyball, with about 5,000 attendees at the Convention Center over three days. They will host one of the largest events in April 2022, Kawaii Kon, with 12,000 attendees over three and a half days. There is also Hawai'i Prayer Breakfast, which is a Church event that has been with them for a long time. They hosted prayer services in several meeting rooms during the pandemic so they could continue to still have their Church service.

She noted that a new piece of business for them is the film industry. The film commission had given them several new leads, which turned into business. In November 2021 they had unexpected business from Netflix through February 2022, which generated about \$483,000 in revenue for the Convention Center. She highlighted what it had generated for the State; Netflix had a full build-out in the exhibit hall and built a house with tiki torches, sidewalks, concrete walkways, and a swimming pool. It was a full set for a Netflix show with Adam Sandler and Jennifer Aniston, and they had several locations off-site that they filmed at.

She highlighted some of the information she was able to get from Netflix. They generated roughly \$49.8 million in revenue to the State. Local vendor spend was about \$7.8 million, and Netflix still had open purchase orders for about \$2.8 million. Netflix's labor spend was \$28.6 million, and they employed about 680 crew members for the segment on Netflix.

She mentioned they also had the local version of NCIS that had a few days of shooting in the Convention Center. She said they had some stunt scenes on the 4th floor down the escalators and lobby. She said it was exciting to watch the film crews in action.

She said they would be advertising in the Pacific Business News to let everyone know they're open for business.

Chair Atkins asked if she was encountering any problems with getting help with the small events. Ms. Orton said they are struggling to fill many vacant positions on their payroll, but as they pick up business, they are extending out to the staffing agencies, but they are struggling to find help to fill the schedules as well.

She said the last city-wide event they had, the Dairy Queen, all hands were on deck helping out, to make sure they delivered good service.

Mr. Reyes gave an update on what is happening on the sales arena on a monthly basis. He showed a slide with the Meet Hawai'i Team names. He said it is important for HTA to know that they had a city-wide sales team, three sellers located in California, Illinois and Maryland, and they are prospecting, targeting and selling to those associations and corporations that had city-wide opportunities.

He said they had an excellent single property team, and single property and city-wide work closely together. A lot of city-wide events come from Board meetings that come to Hawai'i, and were able to showcase.

He spoke about Global MCI, and being fortunate to get the new contract. They now have an Asian Oceania group where they have an in-country director in Japan and one in Korea. He reminded the HTA Board that although he gets to present, an entire team is behind him.

He spoke about strategies and activities. At the Board level with HTA, there has been a lot of discussion on an investment in looking at maintenance on the roof, and it comes down to sales and what the return on investment is, and how they are filling the building. He said their priority one is specific to city-wide in the Convention Center, as it is a State-owned asset. He said due to the pandemic, it takes 5 - 9 years to book a city-wide convention and said they have to have short-term strategy.

He said Ms. Orton's local sales team does groups 13 months in, and his team does 13 months out, but they work closely together. From a short-term city-wide group perspective, they are looking at high value city-wide, targeted customers that could come in 2023 and 2026. He said there is a great opportunity in the Midwest and East Coast. He said they had two veteran sellers and a target list of who they are going after. Corporate citywides book within 1 to 3 years. He mentioned they had a city-wide group they are hoping to close for January 2023 and another for February 2023, the corporate city-wide market offers an opportunity for a very short term.

He spoke about the Global Team and said they are starting to see interest, and they are working on a lead out of Japan, and seeing strong interest from Oceania as well, in the city-wide area. He said they had invested in sports groups, so on the short term, his team is looking for sports groups that fit within a significant holiday period when hotels need the business. He spoke about himself and his team's priority 2, and looking at the Convention Center for wins is a long-term strategy. He said they had identified 11 national associations from 2027 – 2031, with open dates that he thinks are a strong opportunity.

They see large incentive groups from Asia. He said they are also working closely with third-party strategic partners, Conference Direct. He and his team just entered a strategic partnership with Maritz Global Events, who does a lot of association and corporate groups for the long term.

He spoke about sales activities. In February 2022 they had a great Corporate City-wide Site, and they are trying to close this business again for January 2023. He spoke about the Meeting Industry Council Colorado. Him and his team were at the New York Society of Association Executives on March 1- 2, 2022.

He spoke about the Association for Asian Studies, and his team worked hard to keep that meeting in Hawai'i, as they were ready to go virtual because of the restrictions. Thanks to the HTA team and Ms. Orton's team at the Convention Center, Meet Hawai'i, and the Governor helped to make sure the meeting went ahead.

Mr. Reyes and his team are excited about the Corporate Event Marketing Association (CEMA) Board Meeting, and it is the first time they have ever been in Hawai'i. He said it took them a year to convince them to come, which is April 3 – 6, 2022.

He spoke about pace and production. They switched over two years ago to a Futurepace report and they are able to generate this through their CRM software system. He spoke about the chart and said there are about 103,000 definite room nights that on average they produce as the year end goal. He explained the chart in detail.

Mr. Reyes shared a slide showing current production versus last year 2021, and looking at the definite room nights, it is not great. He said there is a strong level of growth with the city-wide tentative room nights and single property room nights from 2021 - 2022, which means the market is coming back, and they must focus on that. He spoke about the active tentative hit list showing the statistics from 2022 - 2033, with 39 tentative opportunities from corporations and associations wanting to book Hawai'i and the Convention Center. Their goal is to book 13 of the 39 tentative events, and he is hopeful they could do it. He said their overall goal for city-wide is 67,000 rooms. Him and his team will continue to keep HTA updated on a monthly basis.

Ms. Kimura asked how Mr. Reyes is collaborating with the leisure markets in the Global Team. He said they had meetings all week and had met with HTJ and Korea, and Oceania, so they are working as one team. He said if there is any opportunity that comes up, it must be handed over to him and his team to deal with, as they work closely with all the teams, and are willing to exchange and cross collaborate.

Mr. Casson-Fisher said there were no question, comments or testimony.

Chair Atkins thanked Mr. Reyes for his hard work. Chair Atkins said there was no action needed on this agenda item.

7. Presentation, Discussion and/or Action on Approval to Solicit a Consultant Related to the Hawai'i Smart Destination Initiative

Mr. De Fries wanted to inform the Standing committee that HTA had learned that an effort is underway now that safe travels is being terminated, and that there is an effort to pull a group together headed by General Hara of the Hawai'i Emergency Management Agency (HiEMA), and Enterprise Technology Services headed by Doug Murdock. The purpose of convening this group is to look at what the next generation of safe travels should be and present it in a much more comprehensive way.

DBEDT, the Department of Health, the Department of Transportation and airports were invited to the meeting. He asked that the Standing committee defer on this topic until HTA understood how the process would be organized and bring to fruition goals that they might share in common. He mentioned that in the initial conversation, he was impressed by HiEMA's lead. It has to integrate TSA into this, Homeland Security and reaching agencies that are well outside HTA's bandwidth but will become increasingly important for the right system to be developed. He said he would hold off on HTA selecting any consultant, or recommending any consultant, because the breadth and depth of the next generation system is much broader than him and the HTA members comprehended.

Chair Atkins agrees with Mr. De Fries. He said this budget item is ARPA, so they are not stuck to spending the money in the current year, and it is better to have a plan before committing to a consultant or finances to it. Chair Atkins asked if there were any questions.

Mr. Ka'anā'anā made an announcement and said that as they wind up Women's History Month, he noticed that Ms. Kimura was bedecked in lei, and he wanted to call out that his staff Iwalani Kūali'i Kaho'ohanohano was able to do an opening protocol at the Hawai'i Women In Lodging and Tourism (WIL) , Women of the Year Awards presentation. Ms. Kimura is the Chair of WIL. He said the keynote speaker, Julie Morikawa from ClimbHI, is also a HTA key partner. Ms. Kimura thanked Iwalani for the beautiful chant shared there and mentioned that it is the 50th anniversary of the Title IX authored by Patsy Mink this year, and also the 50th anniversary of Japan's Working Women Welfare Act.

Chair Atkins said he was very impressed with HTA staff and got a lot of help from Mr. Kam, Mr. Ka'anā'anā, and Mr. Willkom who tried to figure out the best way forward with Lotte and he

thought they came to a good conclusion. He wanted to acknowledge HTA staff has put a lot of work to make things happen.

8. Adjournment

Chair Atkins asked for a motion to adjourn. Mr. Casson-Fisher said the motion passed unanimously.

Chair Atkins adjourned the meeting at 4:17 p.m.

Respectfully submitted,



Sheillane Reyes
Recorder

3

Update by Chief Brand Officer Kalani Ka'anā'anā on
HTA RFP NO. 22-01-HTA Hawai'i Destination Brand
Marketing & Management Services for the United
States Major Market Area.

RFP 22-01 Hawai'i Destination Brand Marketing and Management Services for the United States Major Market Area





HTA is committed to a solicitation process that is comprehensive, fair and impartial.

Visit HTA's RFP webpage at

<https://www.hawaiitourismauthority.org/rfps/>

Or the Hawai'i Notices And Data System (HANDS) at

<https://hands.ehawaii.gov/hands/opportunities/opportunity-details/20618>

Points of Contact

Keith Regan – Procurement Officer/Chief Administrative Officer

Tracey Fermahin – Administrative Assistant, Contracts & Procurement

Phone: (808) 973-2246

Email: contracting@gohta.net

Offerors should only communicate with, and rely on information from, the Procurement Office of the HTA. The HTA is not responsible for misinformation provided by anyone outside the Procurement Office. Please use email when communicating with the Procurement Office.

Important Dates

RFP 22-01-Hawai'i Destination Brand Marketing & Management Services for the US MMA	
ACTIVITIES	SCHEDULED DATE
Release of Request for Proposals	April 15, 2022
Pre-Proposal Conference	April 20, 2022, 8:00-9:30 a.m. HST
Deadline to Submit Intent to Apply	April 22, 2022, 4:30 p.m. HST
Deadline to Submit Written Questions	April 27, 2022, 4:30 p.m. HST
State's Response to Written Questions	May 3, 2022
Proposal Due Date/Time	May 17, 2022, 4:30 p.m. HST
Finalists Selected and Notified	Week of May 23, 2022
Finalist Oral Presentations	Week of May 30, 2022
Notice of Award Selection or Non-selection	Week of June 6, 2022
Start of Contract	June 30, 2022
End of Contract	December 31, 2024
End of 2-Year Option if Exercised	December 31, 2026

DEADLINE FOR RECEIPT OF PROPOSALS

May 17, 2022
4:30 p.m. HST

Electronic submissions only. No physical submissions or physical deliveries accepted.

Direct any questions relating to this solicitation to Contracts & Procurement, (808) 973-2246, or email to contracting@gohta.net.

Email strongly preferred.

Mahalo!



4

Presentation, Discussion and/or Action on Approving
Hawai'i Tourism Japan to Fully Implement its 2022
Brand Marketing & Management Plan
Effective May 1, 2022



HAWAII TOURISM

JAPAN

2022 Japan Major Activities

HTA Branding Standing Committee
4.27.2022

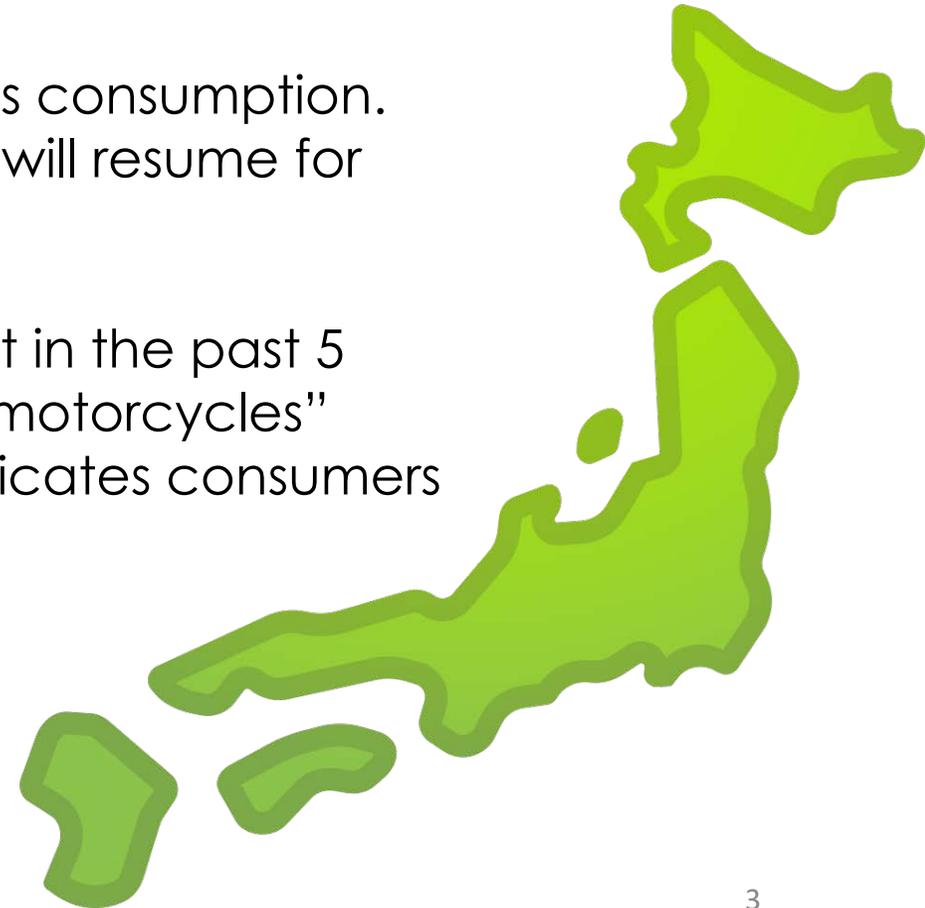
Eric Takahata
Managing Director



MARKET SITUATION

Current Japan economic conditions

- **Vaccination:** 49.2% have completed booster shots and 79.9% are fully vaccinated as of April 20 in Japan.
- **Economic trend** continued positive movement in goods consumption. GDP growth for 2022 is projected at 2.1%. Go-To-Travel will resume for domestic travel post Golden Week holiday in May.
- **April Consumer Confidence index** has been the highest in the past 5 years. Especially, in 16 categories, “travel” and “car & motorcycles” have increased compared to previous months. This indicates consumers are consciously planning for long haul travel.

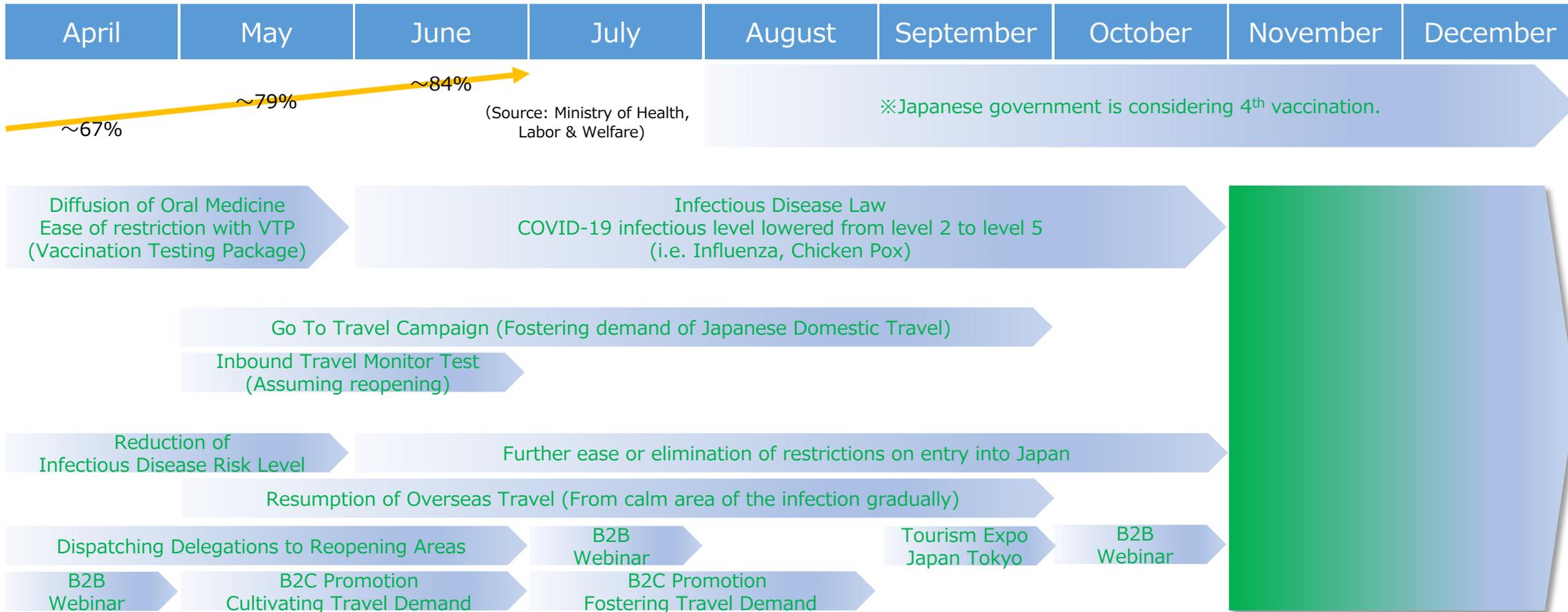


Current travel industry conditions

- **Ease border restrictions:** On April 1, the Ministry of Foreign Affairs of Japan (MOFA) eased travel advisory from **Level 3** to **Level 2**. This is a major step for Japanese travel agencies to start selling package tours
- **Increased daily entry:** From April 10, Japan has increased its daily new entry capacity to **10,000**
- **Four major airlines'** (ANA, Hawaiian, JAL, and ZIPAIR) **operations**

	April	May	June	July
Flights	81	79	91	137
Seats	19,099	18,814	TBC	TBC

Roadmap for Overseas Travel Resumption



~ Two Remaining Obstacles ~
 1. Daily arrivals is restricted to max 10,000.
 2. Infectious Disease Risk Level is still 3. →from 4/1, lowered to Level 2

Note: The various schedules shown in this roadmap are based on JATA's own projections and are not officially announced plans.



Japan Association of Travel Agents





HTJ MAJOR INITIATIVES MAY TO DECEMBER 2022

4 Pillars of Hawai'i Tourism Management

Natural Resources

- Advertising Campagins
- Gakken (Scholastic) manga for young generations

Hawaiian Culture

- Advertising Campagins
- Mālama Hawai'i SNS campaign
- Gakken (Scholastic) manga for young generations
- Continuous 'Ōlelo Hawai'i educaion

Comminity

- Product developments
- Webinar

Brand Marketing

- Advertising Campagins/Digital Marketing
- Mālama Hawai'i SNS campaign

— *MĀLAMA* —
HAWAI'I

地球にやさしい旅を

CONSUMER & PR INITIATIVES

MĀLAMA HAWAI‘I ADVERTISING CAMPAIGNS



OOH



Newspaper panorama ad



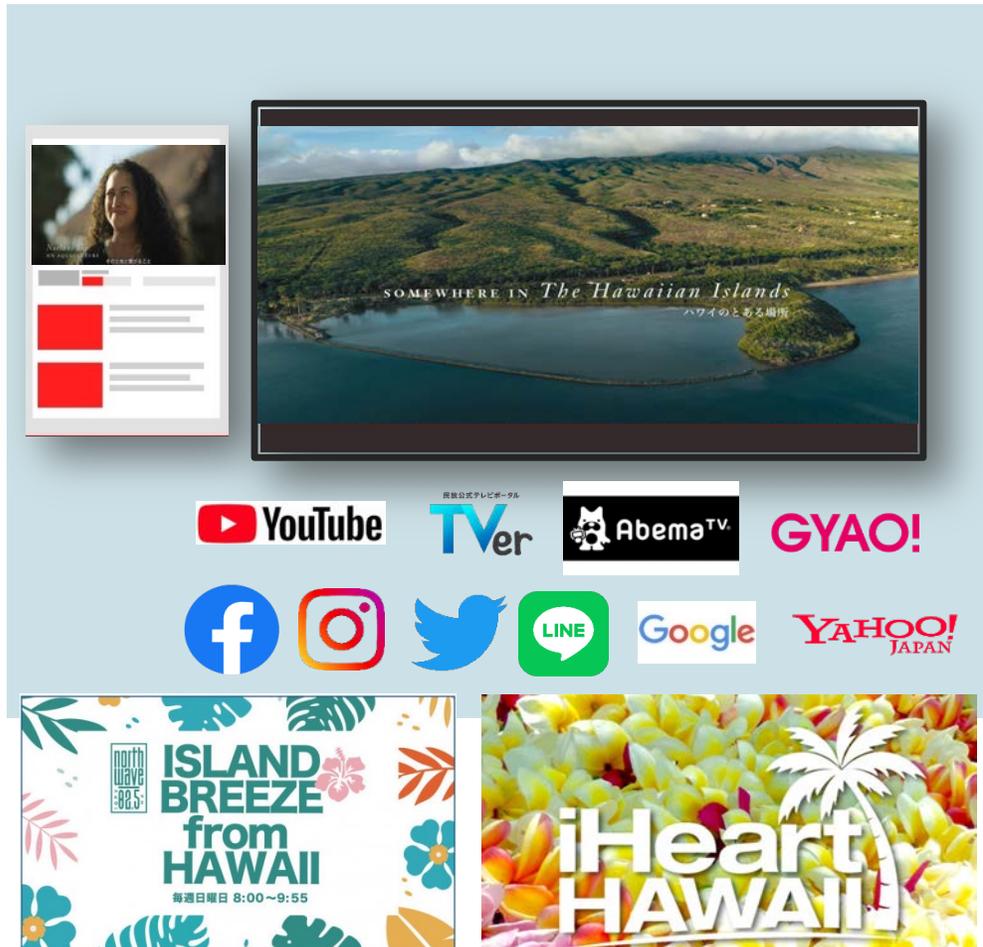
Airline Inflight



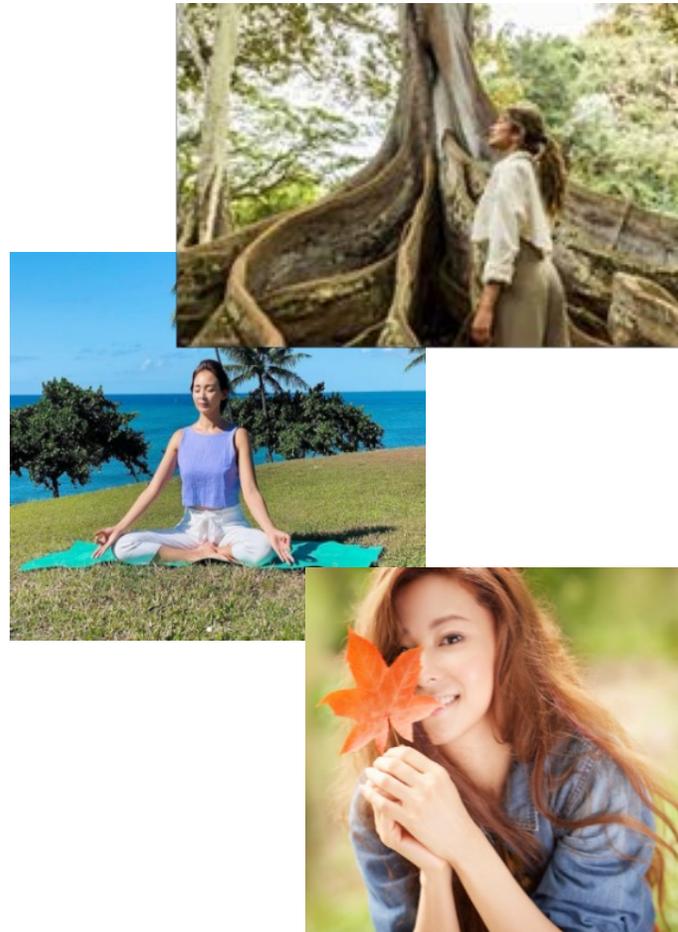
Newspaper partner alliance ad

MĀLAMA HAWAI‘I DIGITAL MARKETING

Promote Mālama Hawai‘i and Pono Traveler initiatives through advertising campaigns and ambassador projects to share the Mālama Hawai‘i message



Digital & Radio Ad



Mālama Hawai‘i Ambassador & Messenger Project

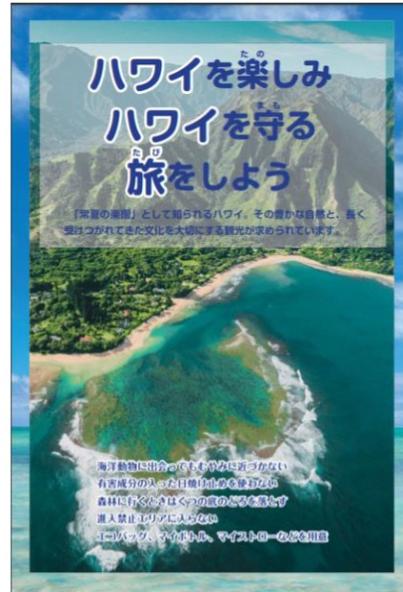


MĀLAMA HAWAI‘I MARKETING INITIATIVES

Through various angles, promote the concept and value of Mālama Hawai‘i to increase awareness of a Mālama mindset to the Japan Market



Mālama Hawai‘i SNS campaign



Gakken (Scholastic) manga for young generations



Continuous ‘ōlelo Hawai‘i education

Golf Promotion

With Japanese golf player like Matsuyama winning major tournaments, more Japanese start playing golf and interested in watching the tournaments. The story of golf in Hawai'i experience will be featured and promoted with Golf Magazine and digital media.



Rakuten
GORA



【驚愕】この方法でアイアンが超
しっかり当たる！？フェースを〇〇
すると球が捻れず真っ直ぐ飛び ...
3,473 いいね 40 コメント 0 シェア 517,182 2,361 21 再生



ドライバーの「チーピン・引っかけ」
が即直る方法がここにあります。
【レッスン】【ミッドアマへ ...
0 いいね 168,572 1,188 16 再生



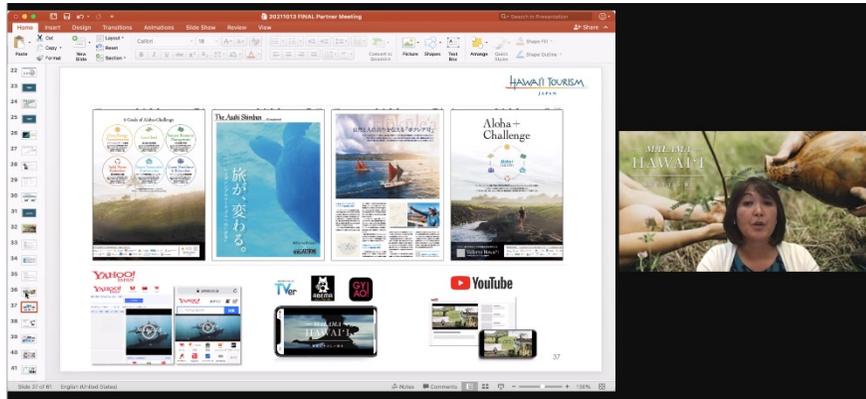
【驚異】これをやるとマジでアイ
アンがしっかり当たる！？岸澤信
雄・阿部桃子のSPレッスンスタ ...
0 いいね 160,239 75 10 再生



ドライバーが曲がらなくなる「最
高の技」がコレ！？スライスの原因
と直す方法をプロが分かりやす ...
0 いいね 168,887 再生

MEDIA RELATIONS

- Focus on target media that features Mālama Hawai‘i
- Conduct online webinars to target editors and freelancers
- Conduct individual press tours according to media characteristics
- Periodic news release, mail magazine distribution



PR INITIATIVES

“Mālama Hawai‘i Media 100” Project

Reaching out to 100 selected writers and editors to cultivate a deeper understanding of the Mālama Hawai‘i’s concept, Hawai‘i’s initiatives, etc.

- **“Doubling Media Sites Access” Project:**

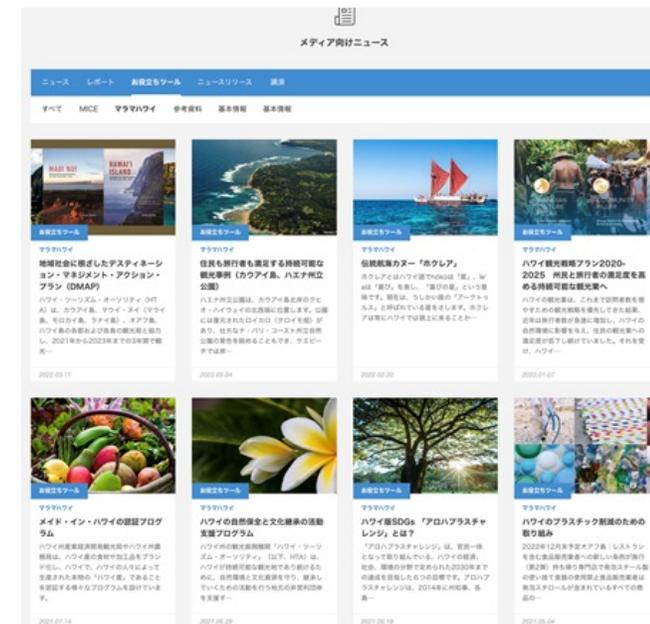
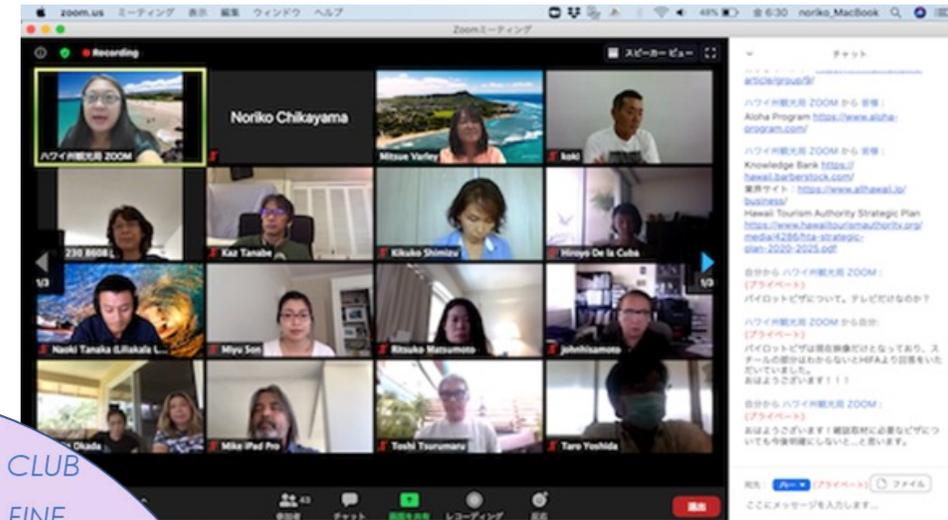
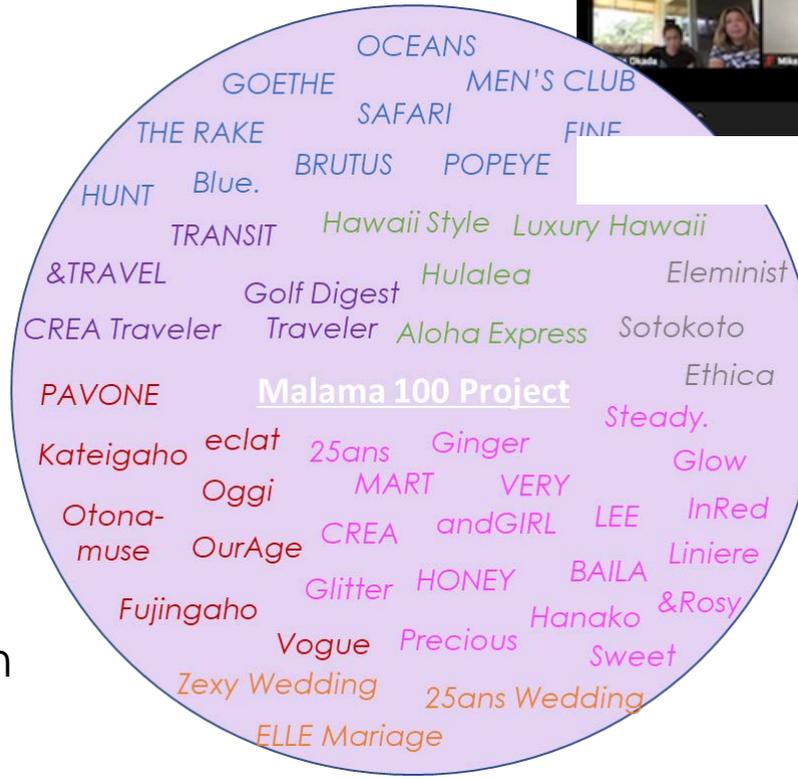
Enhancing the content on HTJ’s media site where media can always find information and stories related to Mālama Hawai‘i.

- **Conduct Media Workshop Event in Autumn:**

Conducting a media workshop event to promote communication between Hawai‘i’s partners and the media.

- **Local Media Coordinator Relation:**

Communicate with local media coordinators who provide information to the Japanese media on the concept of Mālama Hawai‘i.



EVENT MARKETING MADE IN HAWAI'I PROMOTION

HTJ collaborates with major Hawai'i consumer events to promote and increase awareness of Made in Hawai'i products in the Japanese market by working with DBEDT



EVENT MARKETING HŌKŪLE‘A PROJECT – MOVIE BLITZ

Support Polynesian Voyaging Society’s initiative through the screening of the documentary film, “Moananuiākea” in 3 sister cities and collaborative Hawai‘i events from July to Dec.

- “Moananuiākea” film screening
- Crew Talk show
- Donation booth setup
- Educational Seminar
- Sister City Relations



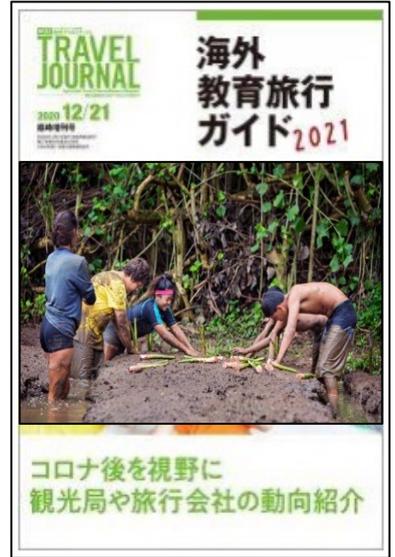


TRAVEL TRADE INITIATIVES

TRAVEL TRADE MEDIA TIE-UPS

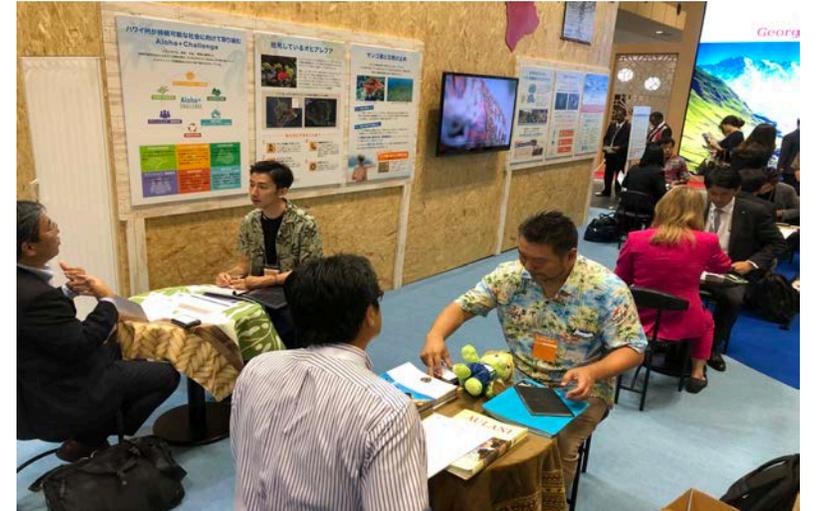
To educate on the concepts of Mālama Hawai'i and Hawai'i regenerative tourism throughout the travel industry in Japan, HTJ will collaborate with major four travel trade media.

	Total	Travel Journal	Travel Voice	Travel Watch	Wing Travel
Reach	10,860,000	270,000	1,500,000	9,000,000	90,000



JATA TOURISM EXPO

- Date: September 22 – 25
 - Travel Trade B2B: 9/22 & 23
 - Consumer Event: 9/24 & 25
- Location: Tokyo Big Site
- Number of attendees: 150,000



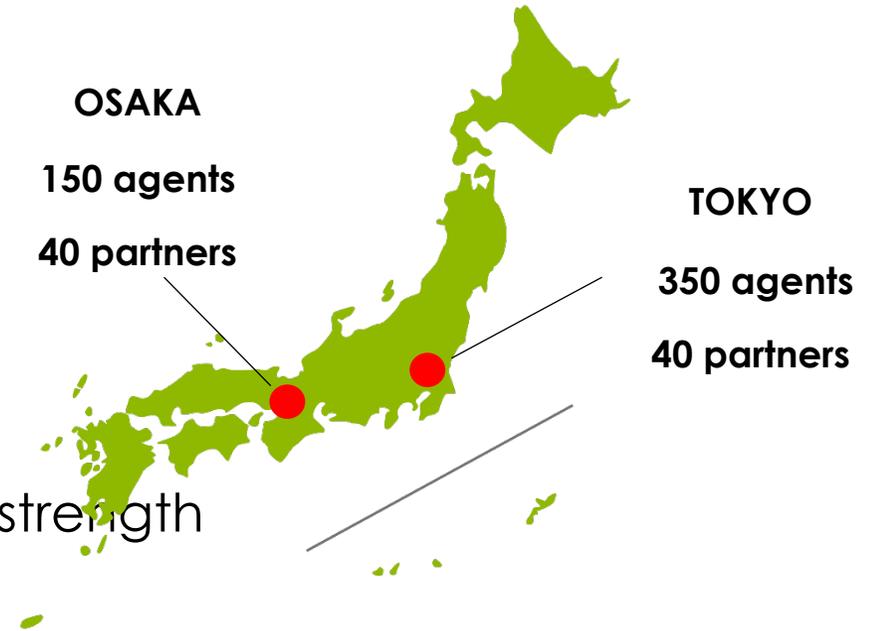
PARTNER COLLABORATION

- Promotions & campaigns
- Staff training
- Product developments
- Webinar



B2B WORKSHOP / MAHALO RECEPTION

- Date: End of November (TBD)
- Location: Tokyo and Osaka
- Purpose:
 - To share 4 pillars and educate about a Mālama Hawai'i mindset throughout the travel industry
 - To give an opportunity for Hawai'i marketing partners to strength relationships with travel trade representative
 - To show appreciation to key representatives for their continued support



GOVERNMENT RELATIONS

HTJ facilitates governmental relations and will be coordinating a Governor lead delegation to Japan in May covering Japan governmental meetings, tourism stakeholder meetings, and economic development meetings.

- Japan Association of Travel Agents (JATA) visit in April
- The Japan-Hawai'i Legislator's Friendship Association visit in April
- Governor Delegation visit in May



BUDGET

HTJ Annual Budget: \$9,000,000

January – April Actual: \$1,364,518

May – December Remaining: \$7,635,482

May – December Budget Allocation	\$7,635,482
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Admin	\$1,506,450
--------------	-------------

Consumer Direct	\$2,887,000
------------------------	-------------

Public Relations	\$1,598,032
-------------------------	-------------

Travel Trade	\$1,644,000
---------------------	-------------



MAHALO NUI LOA

HAWAII TOURISM
JAPAN

7

Presentation and Discussion by HVCB Senior Vice President, Chief MCI Sales Officer John Reyes and Hawai'i Convention Center General Manager Teri Orton on Global MCI Initiatives

Hawai'i Convention Center Local Sales & Marketing Update Short Term Events & Meetings (12-13 months out)



Recent Events @ Hawai'i Convention Center

- Association for Asian Studies (Citywide), March 24-27, (3,200 attendees)
- Hawai'i Hotel & Restaurant Show, March 30-31 (2,000 attendees)
- UH College of Engineering Annual Banquet, April 14 (800 attendees)



Definite Local Bookings (FY22)

Month	# of Definite Bookings
April 2022	18
May 2022	14
June 2022	14

Tentative Local Bookings for Next 3 Months

Start Date	End Date	Event Name	Forecast Attendance
05/14/22	05/14/22	Hawaiian Republican Party Convention and Banquet	350
06/06/22	06/07/22	HTJ Japan Summit	250
07/15/22	07/20/22	PSI Seminars	100
07/29/22	07/30/22	Hawaii Home Buyers & Remodeling Expo 2022	1,000
07/29/22	07/31/22	Aloha Region Friendship Tournament	2,000
07/30/22	07/30/22	Na Hoku Hanohano Awards	1,000

Upcoming Public Events

- Hawai'i Prayer Breakfast (April 29), 1,000 attendees
- **MRS Spring Meeting 2022 (May 6-13), 4000 attendees (CW)**
- Damien Memorial School Commencement (May 20), 1500 attendees
- James Campbell High School Graduation (May 21), 2100 attendees
- Hawaii Technology Academy Commencement, (May 25), 1600 attendees
- **Jump Dance Convention 2022 (May 27-29), 1500 attendees (CW)**



Advertising/PR

36 | PACIFIC BUSINESS NEWS

SPECIAL REPORT HOSPITALITY

FIVE QUESTIONS WITH ...

TERI ORTON

PBN recently checked in with the Hawaii Convention Center's general manager to chat about current operations and future trends.

BY CHRISTINA O'CONNOR | coconnor@bizjournals.com

While the Hawaii Convention Center has remained open throughout the pandemic, capacity limits and restrictions on gatherings meant that much of its traditional business was put on hold over the past two years.

Now, with the last Covid-related restrictions lifted last month, more typical activity is returning to the Center. Earlier this week, for instance, it hosted the Hawaii Hotel & Restaurant Show, and popular events including Kawai Kon and the Joy of Sake are slated to return later this spring. The upcoming "Monet: The Immersive Experience" exhibit is expected to attract tens of thousands during its six-week run. Dozens of other events – conferences, banquets, graduations and more – are scheduled for the remainder of the year.

PBN recently checked in with Teri Orton, general manager of the Hawaii Convention Center, which is managed by ASM Global, to discuss current operations, industry trends, and the impacts of Covid-19.

What kind of demand are you seeing right now for bookings? How is the number of events trending now versus pre-Covid? We are still recovering. With the latest round of restrictions ending in March, event organizers can plan with additional confidence. Our citywide meetings require a longer lead time than many local events, so we are now seeing many of those local gatherings that were postponed over the past two years. We are slowly seeing an increase in bookings in the next few months but not the same rate as pre-pandemic years.

How many staff members do you have currently? What is Center's strategy in attracting and retaining employees? We have roughly 120 team members at the Center and are actively recruiting across our departments. With fewer events during the pandemic, we responded by working with each employee to adjust work schedules and allowing key staff to work from home. It wasn't feasible to operate with a full staff, but we have worked to invite employees back as restrictions have eased and demand for events has returned.

We are working on educating prospective employees about the many benefits of joining our team. We recently created a video introducing the wide variety of careers at the Center, which is available on our website, and are reaching out to former employees who were let go. The Center has always operated with a strong sense of ohana, and our employees value that. We have recently filled several key positions, including welcoming Hector Morales as our new executive chef.

Many people have discovered the ease and convenience of virtual meetings and events during the pandemic. How do you think this will affect Hawaii Convention Center moving forward? We understand that there will continue to be guests who do not feel comfortable or cannot travel for gatherings. During the pandemic we launched virtual meetings packages that allow event organizers to seamlessly integrate virtual elements into their gatherings. This full array of turnkey video-production services includes professionally coordinated pre-recording management, webinar and live-stream production, and hybrid meeting design and execution across a variety of popular digital platforms.

How, if at all, do you feel the pandemic has changed meetings and conventions? What do you think this will affect of Covid on meetings and conventions? There will be a continued need for virtual elements in our meetings and conventions. The Hawaii Convention Center has an exhibit hall, ballroom, 47 meeting rooms and many

timed integration of virtual elements into meetings, as well as an emphasis on health and safety measures. We will keep our hand-sanitization stations and individual grab-and-go food and beverage options, and work with each event organizer to implement protocols that fit their needs.

When we gather in person, we get more done and make deeper connections, so we see a strong desire for meetings and events, especially in places like Hawaii. You cannot beat our aloha spirit, cultural diversity, business community and geographic convenience between east and west.

Overall, what is your current outlook for the future? What we have learned throughout the Covid-19 pandemic is that we need to be flexible and prepared for anything. We are cautiously optimistic about the return of citywide meetings, as well as an especially strong near-future outlook for local gatherings.

APRIL 1-7, 2022 | 37

PACIFIC INNO

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Meetings. Conventions. And Everything in Between

From meetings and tradeshows to sports tournaments, book your next event at the Hawaii Convention Center.

Contact us at info@hccasm.com or visit hawaii.conventioncenter.com

HAWAII CONVENTION CENTER

Where Business and Aloha Meet

GBAC

Star Advertiser

Tuesday, March 29, 2022 | Today's Paper | 72°

Advertisement

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HAWAII NEWS

Hawai'i Hotel & Restaurant Show is among the first local events to return to Hawai'i Convention Center

By Allison Schaefer | March 27, 2022

Star Advertiser, HRS feature article

½ Ad Pacific Business News
Upcoming placement dates: May 13 and 27

Pacific Business News
Q&A Feature

HAWAII CONVENTION CENTER
Where Business and Aloha Meet



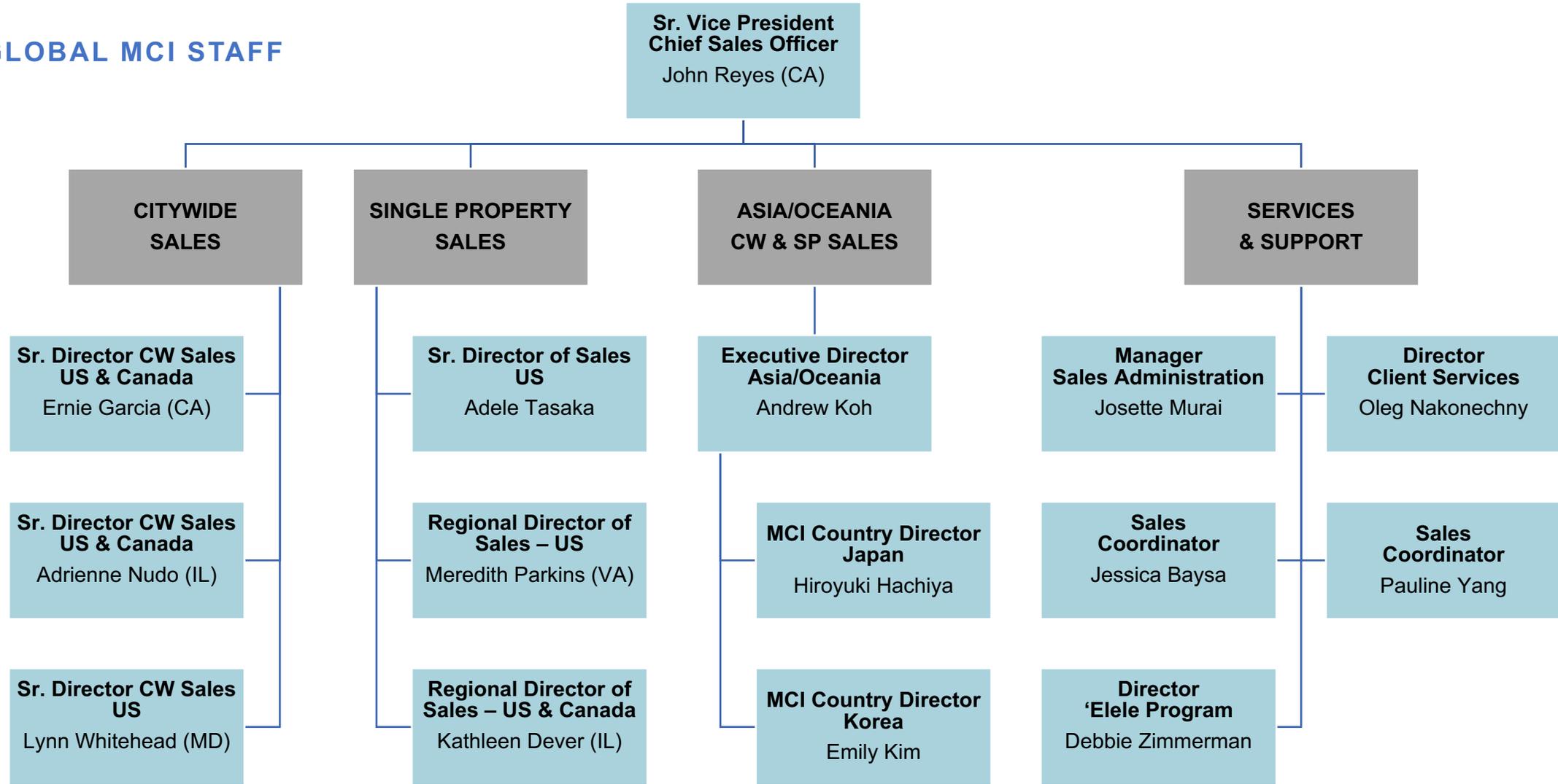
**HTA BRANDING STANDING
COMMITTEE
GLOBAL MCI INITIATIVES
Wednesday April 27, 2022**

John Reyes

Senior Vice President

Chief MCI Sales Officer

GLOBAL MCI STAFF



PRIORITES & ACTIVITIES



PRIORITY 1: BOOK SHORT-TERM CITYWIDE BOOKINGS 2023 - 2026

Meet Hawai'i priority is to book short-term citywide groups 2023 – 2026 and optimize placement of high value citywide events for 2027 and beyond.

Short-term Citywide Groups (2023 – 2026)

Meet Hawai'i has a list of high value citywide customers already being targeted by our citywide sales team to fill short-term (2023-2026) booking opportunities for the Hawai'i Convention Center.

- Focus on Midwest and East Coast accounts where Meet Hawai'i has two veteran citywide sellers remotely located in Chicago and greater Washington DC area.
- Focus on Corporate Groups booking window one year to three-year window
- Oceania/Japan: Meet Hawai'i has added a Global MCI Team and starting to work on citywide opportunities from Oceania and Japan
- Sports Groups: Meet Hawai'i in partnership with Hawai'i Convention Center are working closely to book short-term sports groups



PRIORITY 2: BOOK LONG-TERM CITYWIDE GROUPS 2027 AND BEYOND

Meet Hawai'i specific target audience for long-term citywide bookings for 2027 and beyond are national associations who plan their annual meetings five plus years out. Meet Hawai'i will also prospect single property event opportunities from these accounts

- US Associations: 11 national association 2027, 2028 and 3031 open dates
- Asia: Large incentive groups 2,500 – 3,500 pax with group pattern of four to five nights/
Leading Third Parties
- Third-Party Planners: Representing citywide groups, Conference Direct, Maritz Global Events,



SALES ACTIVITIES



SALES ACTIVITIES

- **CORPORATE EVENT MANAGEMENT ASSOCIATION APRIL 3 – APRIL 6, 2022**
- **CVENT CONNECT APRIL 11 – APRIL 14, 2022**
- **MEETINGS TODAY LIVE APRIL 26 – APRIL 29, 2022**
- **MATERIALS RESEARCH SOCIETY (MRS)**
- **AMERICAN MEDICAL ASSOCIATION / HAWAII MEDICAL ASSOCIATION**

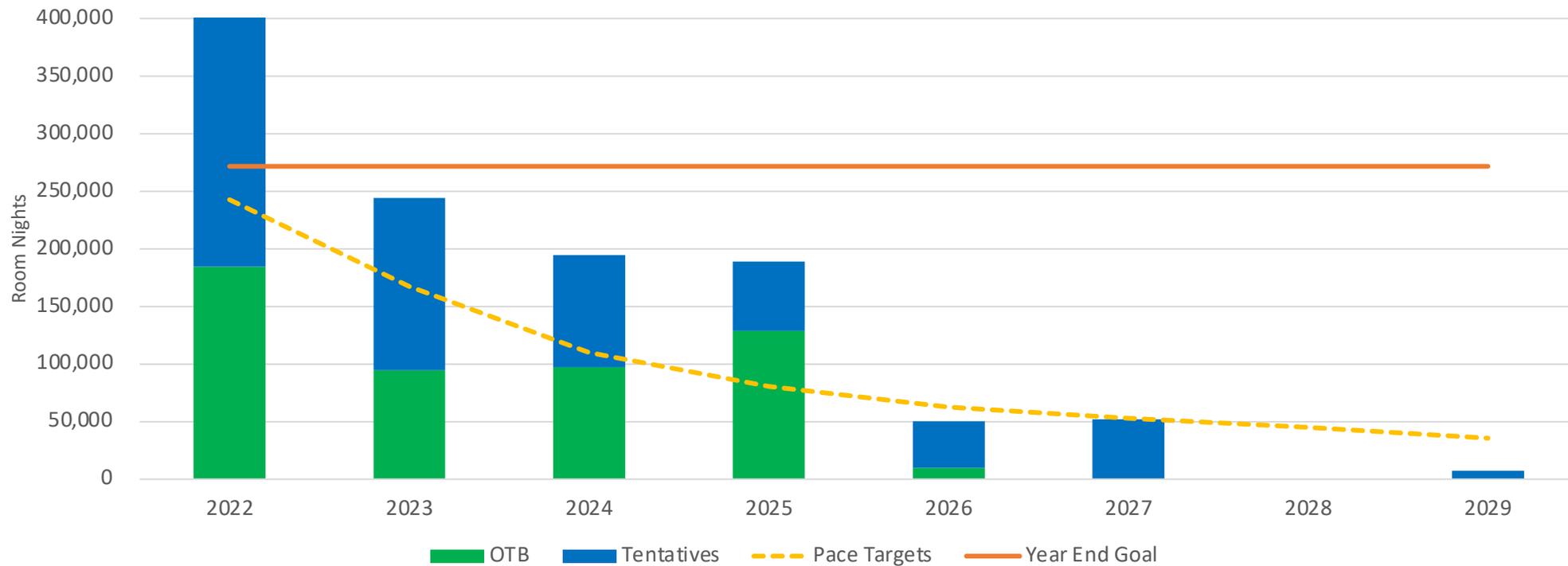


PACE & PRODUCTION

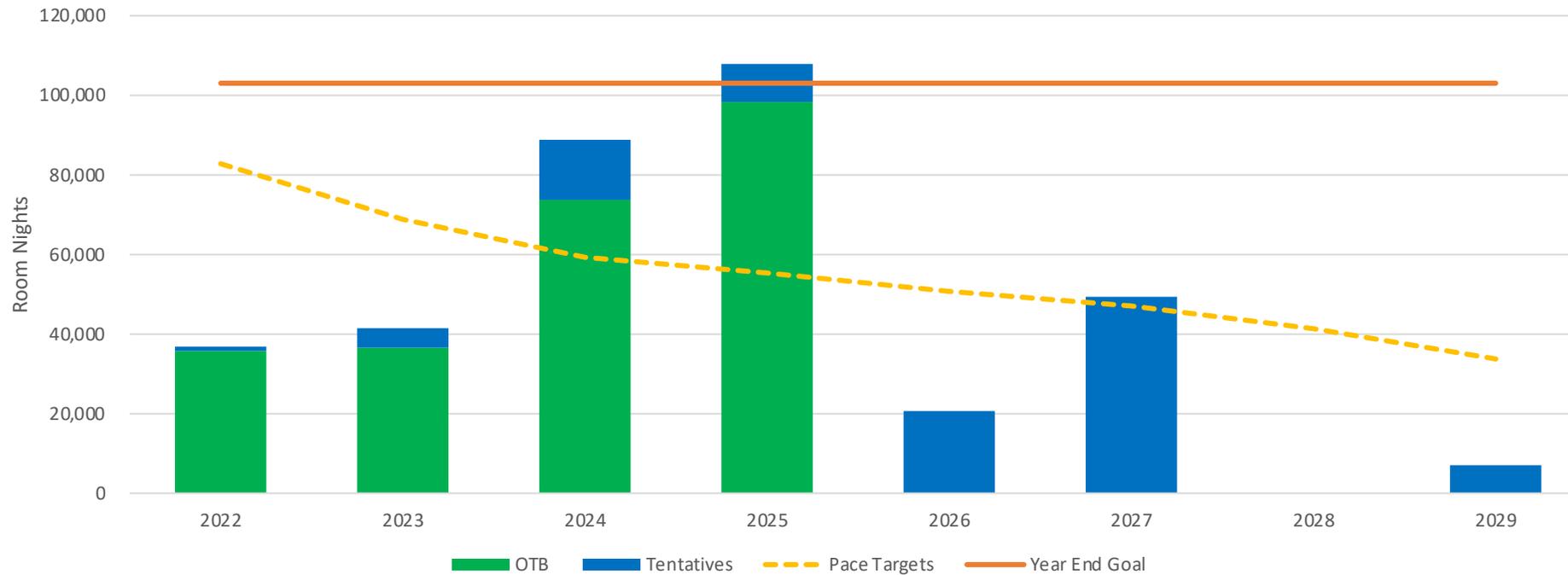


FUTUREPACE HAWAI'I 8 YEAR PACE

(CITYWIDE & SINGLE PROPERTY)



FUTUREPACE CONVENTION CENTER 8 YEAR PACE



CURRENT PRODUCTION VS LAST YEAR

2022 Sales Production	2022 Annual Target	March 22 MTD	March 21 LYMTD	Variance	2022 YTD	2021 LYTD	Variance
Total Citywide Tentative RN	207,750	1,050	28,200	-97%	19,196	33,975	-58%
Total Citywide Definite RN	67,450	7,695	0	Up	7,695	0	Up
Total Single Property Tentative RN	571,900	41,951	49,738	-16%	118,982	107,088	+11%
Total Single Property Definite RN	153,600	8,413	3,722	Up	9,740	8,319	+17%



CURRENT PRODUCTION VS. 2019

2022 Sales Production	2022 Annual Target	March 22 MTD	March 21 LYMTD	Variance	2022 YTD	2021 LYTD	Variance
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Total Single Property Definite RN	153,600	8,413	3,722	Up	9,740	8,319	+17%



ACTIVE TENTATIVE HIT LIST (04/13/22)

CY Year	# Tentative Events by Year	Tentative Rooms by Year	Active Close	Definite RN Impact
2022	8	83,066	2	1,950
2023	6	20,394	2	14,000
2024	6	40,565	0	0
2025	4	17,154	2	29,850
2026	5	81,149	4	41,287
2027	4	78,230	1	42,200
2028	2	19,960	0	0
2029	4	68,139	0	
2030	1	29,250	0	0
2033	1	12,470	1	12,470
Total	41	418,007	12	141,757



MAHALO!



8

Update by HTUSA

Senior Director of Digital Marketing Kara Imai on
Pono Travel Education Program by HTUSA



Pono Travel Education Program

April 27, 2022

Agenda

- Airport Signage
- Waze Update



TIMING

Airport	Start Date	End Date	Placements
Daniel K. Inouye (Clear Channel Airports)	4/18/2022	6/26/2022	Baggage Claim IDH Concourse – Tension Fabric Displays Digital Video
Neighbor Islands (Hawai'i Airport Advertising) <ul style="list-style-type: none"> • Līhu'e Airport • Kahului Airport • Ellison Onizuka Kona International Airport at Keāhole • Hilo International Airport 	4/18/2022	6/26/2022	Baggage Claim Concourse Arrivals – Digital Video Tension Fabric Banners

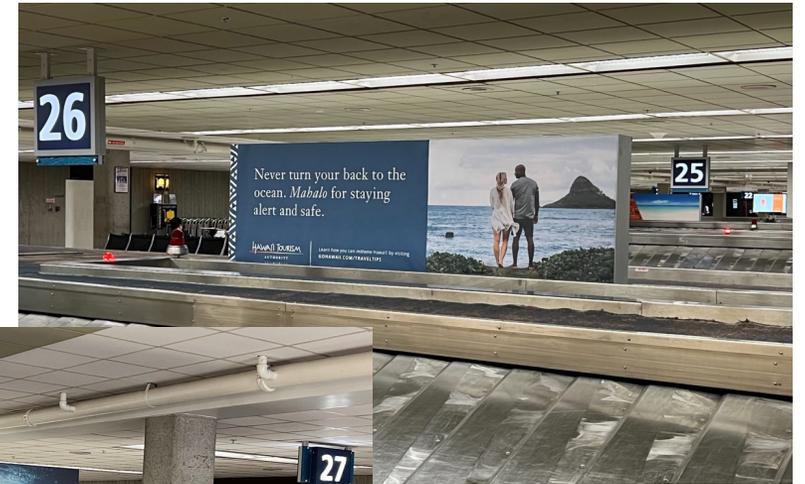
Daniel K. Inouye International Airport (HNL)

—

APRIL-JUNE 2022

Daniel K. Inouye International Airport (HNL)
 Location: Domestic Arrivals (3 locations)
 Unit Type Tension Fabric Display (Double sided)

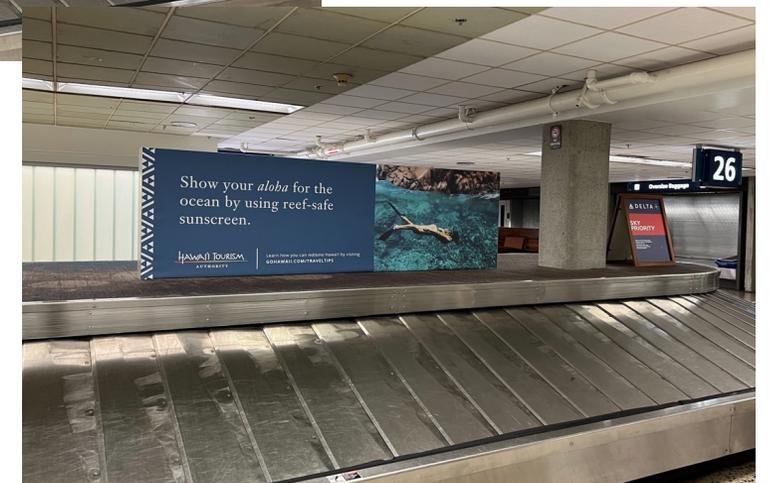
Domestic Arrivals (terminal 2 BC, Carousel 26)



Domestic Arrivals (terminal 2 BC, Carousel 27)



Domestic Arrivals (terminal 2 BC)



Baggage Claim

Daniel K. Inouye International Airport (HNL) Domestic Arrivals - Baggage Claim Digital

Baggage Claim



Mālama Means



Daniel K. Inouye International Airport (HNL)

Location: Domestic Arrivals & Departures

Unit Type: Tension Fabric Display



Before you check in,
check out a local business.

HAWAII TOURISM
AUTHORITY

Learn how you can *mōlama* Hawai'i by visiting
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Before you check in,
check out a local business.

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Daniel K. Inouye International Airport (HNL)

Location - Domestic Arrivals (2 locations)

Unit Type Lit Tension Fabric

Domestic Arrivals (terminal 1 BC)



Advertisement for keeping Hawaii free of litter. The graphic features a teal background with a white geometric pattern on the left edge. The text reads: "Show your *aloha* by helping keep Hawai'i free of litter." Below this is the Hawaii Tourism Authority logo and the text: "Learn how you can *mālama* Hawai'i by visiting GOHAWAII.COM/TRAVELTIPS". To the right of the text is a photograph of a hand holding a small amount of colorful plastic litter.

Installation week of 4/25

Domestic Arrivals (terminal 1 BC)



Advertisement for using reusable water bottles. The graphic features a teal background with a white geometric pattern on the left edge. The text reads: "*Mahalo* for using reusable water bottles." Below this is the Hawaii Tourism Authority logo and the text: "Learn how you can *mālama* Hawai'i by visiting GOHAWAII.COM/TRAVELTIPS". To the right of the text is a photograph of a person with a backpack and a water bottle, standing in a lush, green outdoor setting.

Līhu'e Airport (LIH)

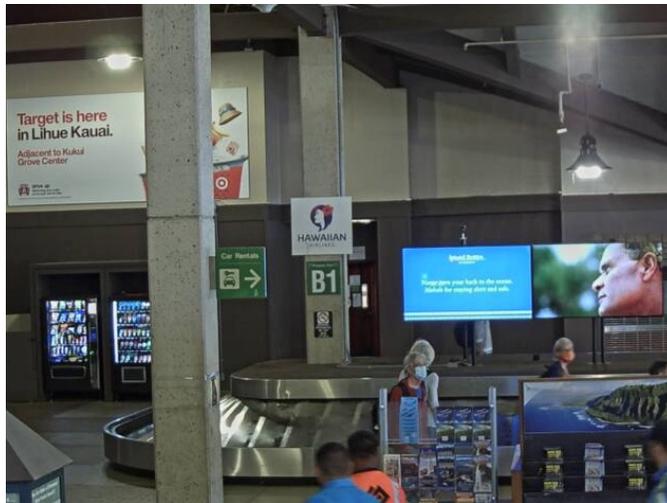
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APRIL-JUNE 2022

Līhu'e Airport (LIH)

Location – Arrivals

Unit Type - UHD Digital Video - 2 video walls



Baggage Claim Digital - Bag Claim B - Carousel B1



Baggage Claim Digital - Bag Claim A - Carousel A1

Kahului Airport (OGG)

—

APRIL-JUNE 2022

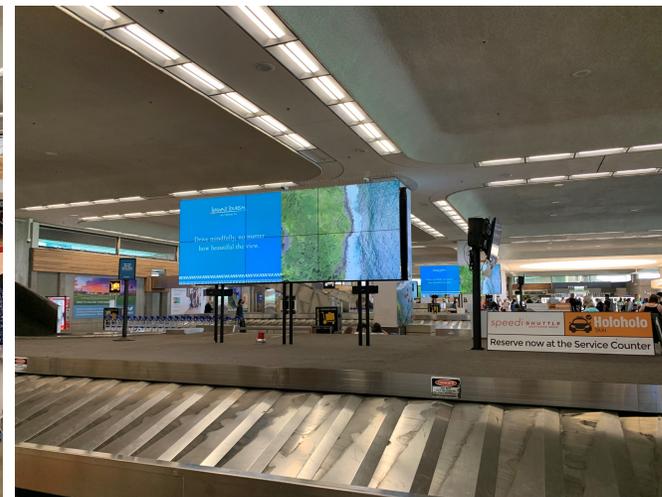
Kahului Airport (OGG)

Location – Arrivals

Unit Type - UHD Digital Video



Baggage Claim Digital Video Walls



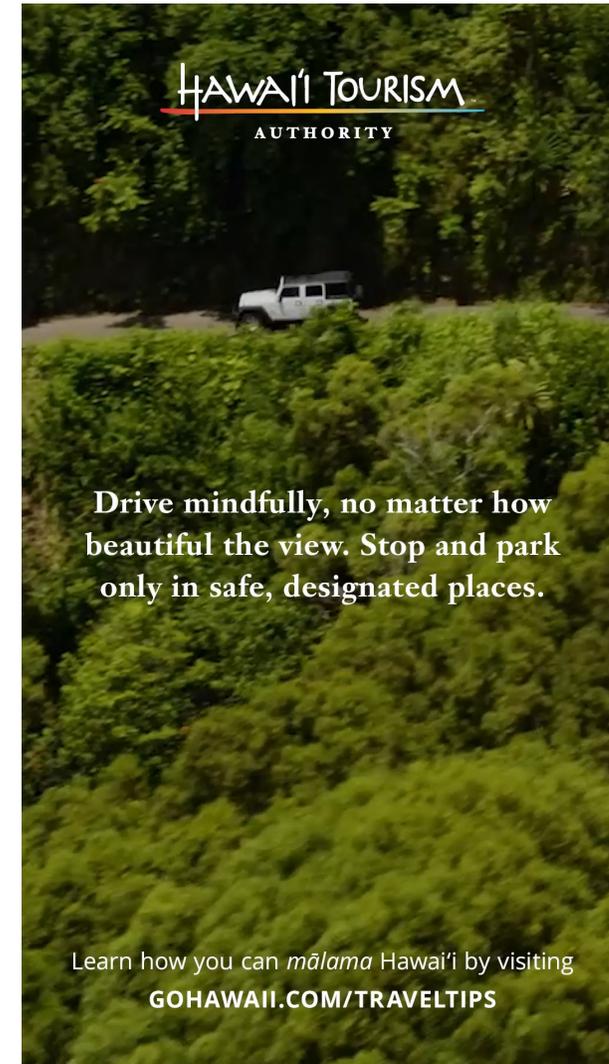
Kahului Airport (OGG)

Location – Arrivals

Unit Type - UHD Digital



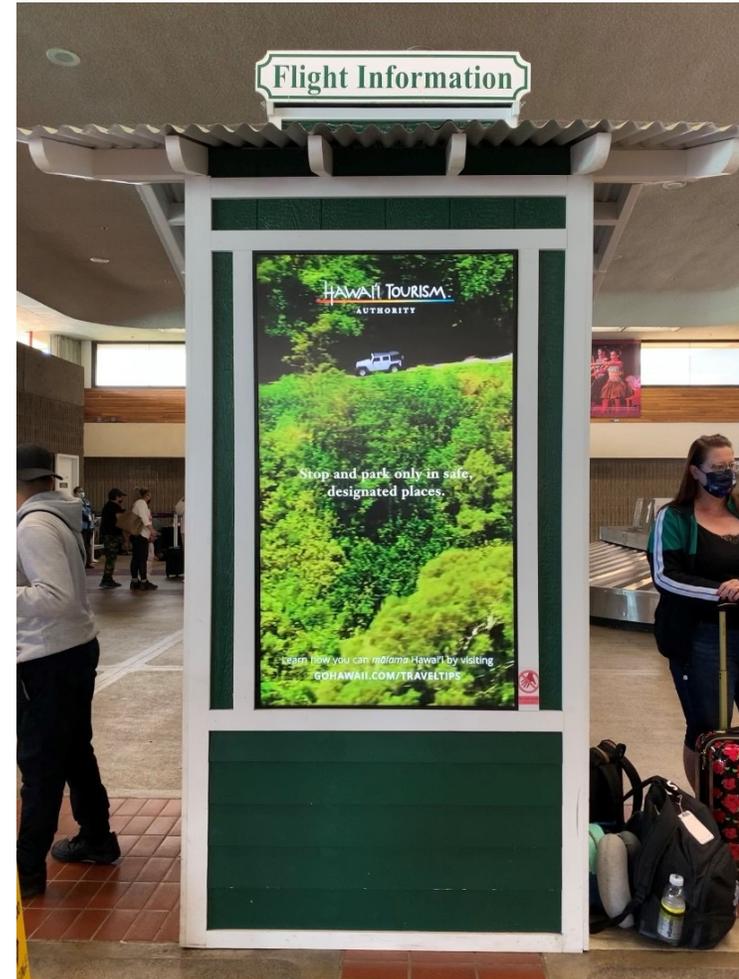
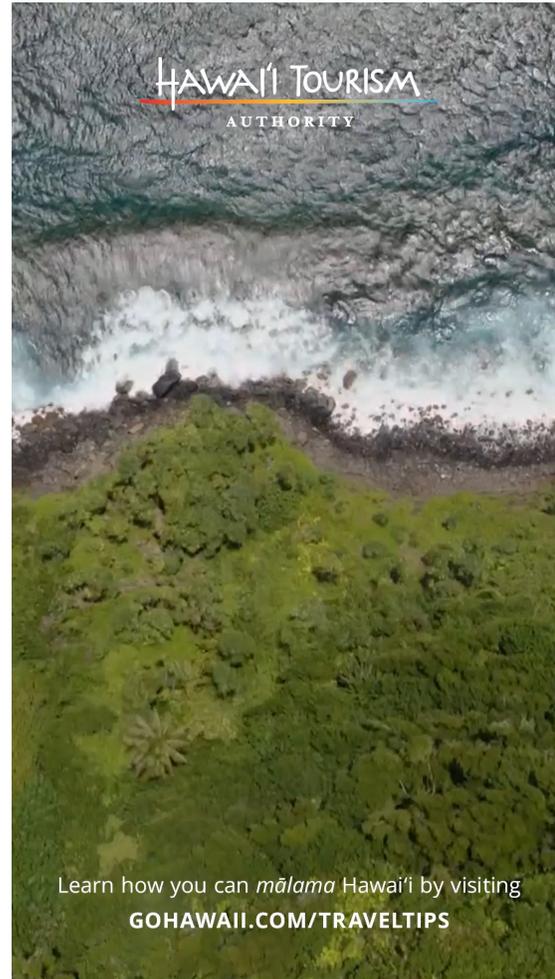
NE Baggage Claim - Entrance Corridor Synchronized Digital Kiosk



Kahului Airport (OGG)

Location – Arrivals

Unit Type - UHD Digital Video



Baggage Claim - Flight Information Display

Kahului Airport (OGG)
Location – Arrivals (1 location)
Unit Type - Static Tension Fabric

Aloha shared is a reflection
of *aloha* given.

HAWAII TOURISM
AUTHORITY

Learn how you can *mālama* Hawai'i by visiting
GOHAWAII.COM/TRAVELTIPS



Installation on 5/5

Ellison Onizuka Kona International Airport at Keāhole (KOA)

APRIL-JUNE 2022

Ellison Onizuka Kona International Airport at Keāhole (KOA)

Location – Arrivals

Unit Type - UHD Digital Video – 2 video walls

Mālama Means



FOOTAGE: Use 0:15 “*Mālama Means*”



KOA Baggage Claim Digital - Bag Claim A - Carousel A1

Hilo International Airport (ITO)

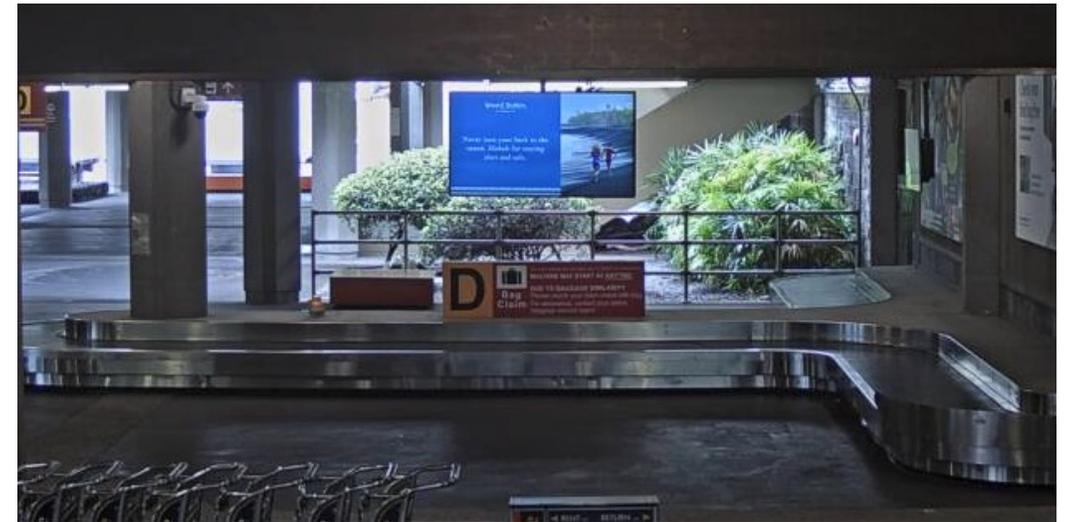
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APRIL-JUNE 2022

Hilo International Airport (ITO)

Location - Arrivals (carousel D BC)

Unit Type - UHD Digital Video - 2 video walls



Baggage Claim Digital - Bag Claim D

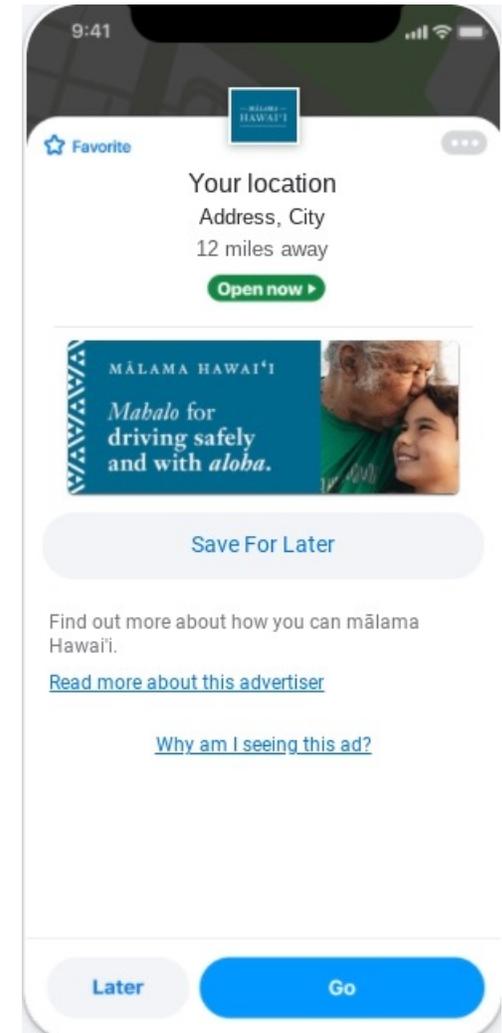
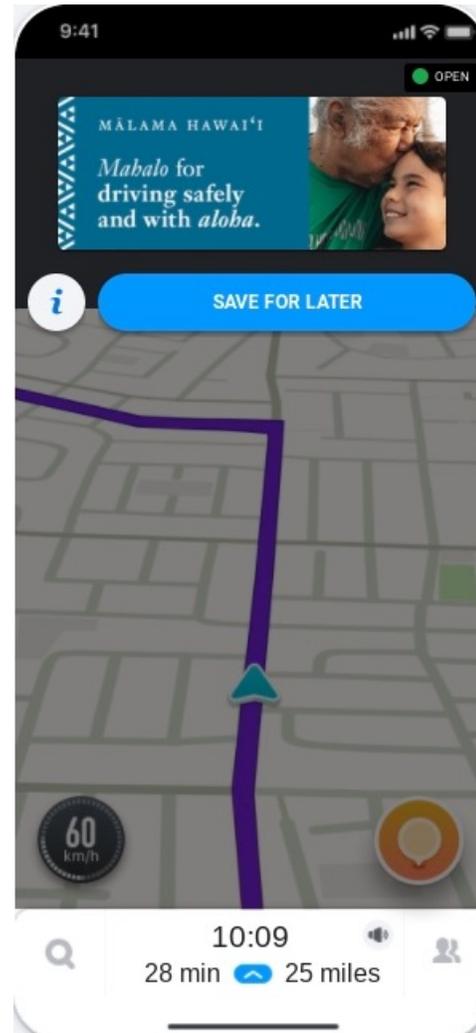
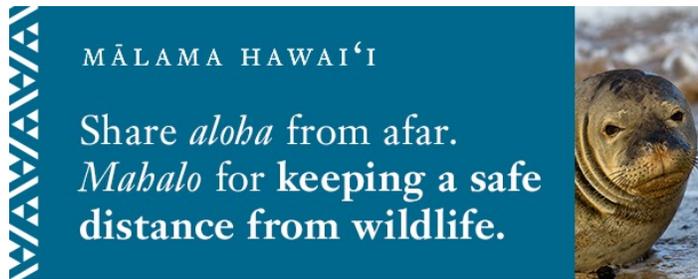
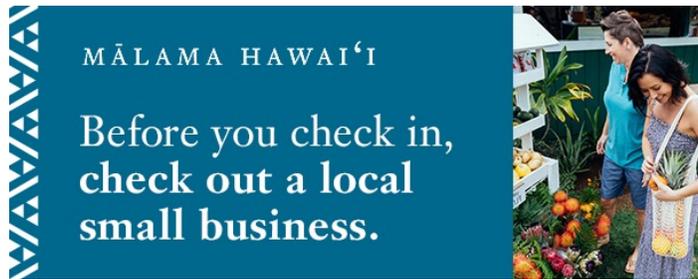
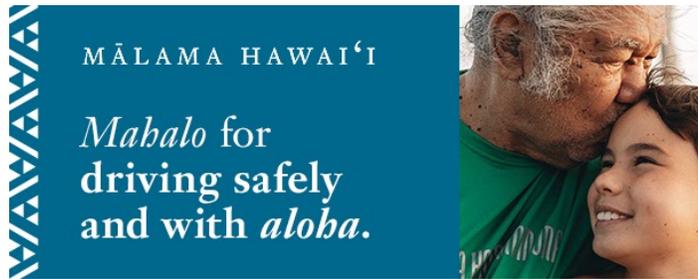
On-Island Waze Banners

—

FEBRUARY-JUNE 2022

Statewide Waze Banners

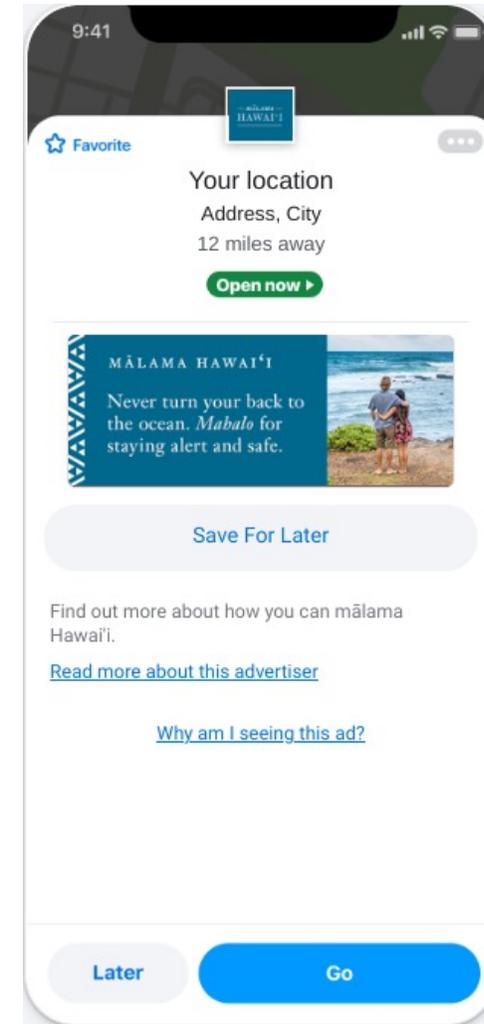
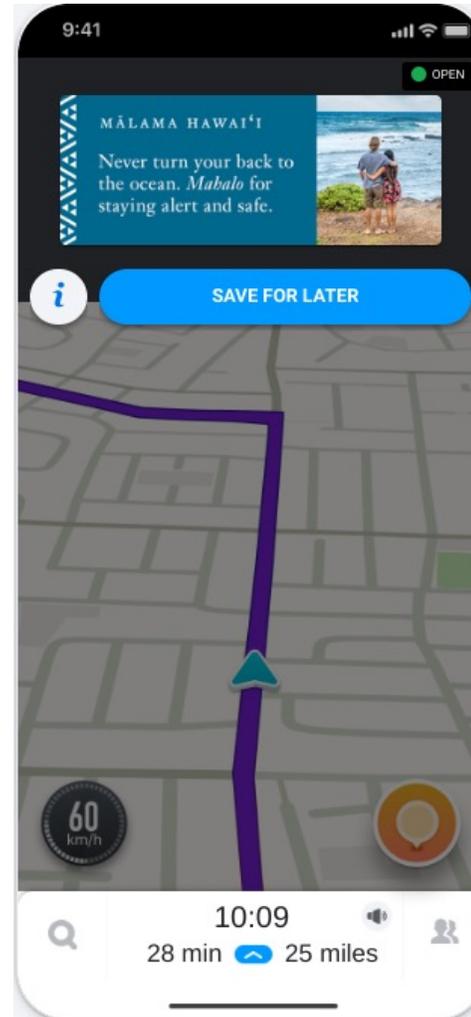
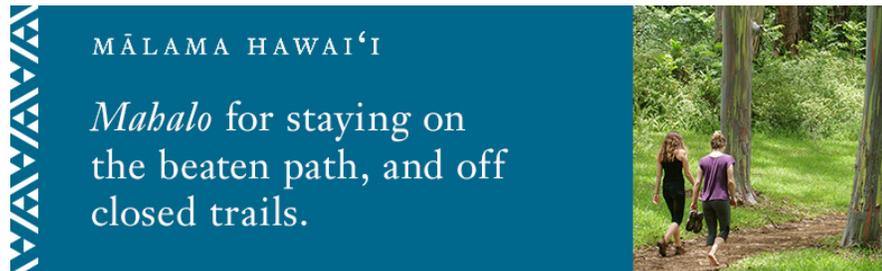
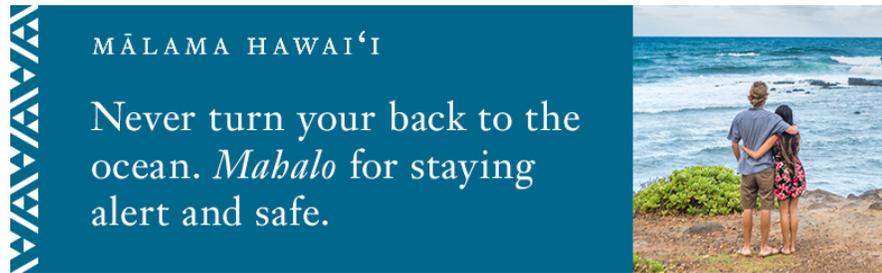
Launched week of 2/16



screenshots

Kaua'i Banners

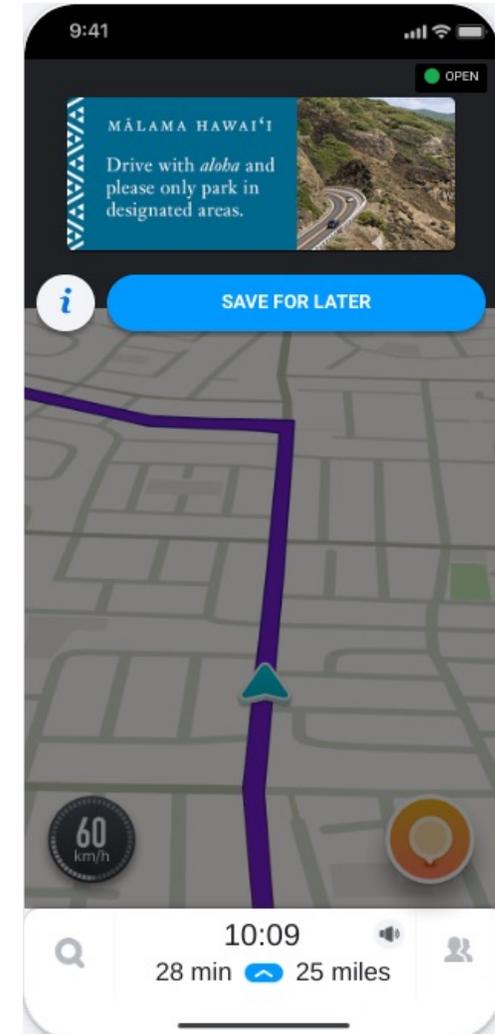
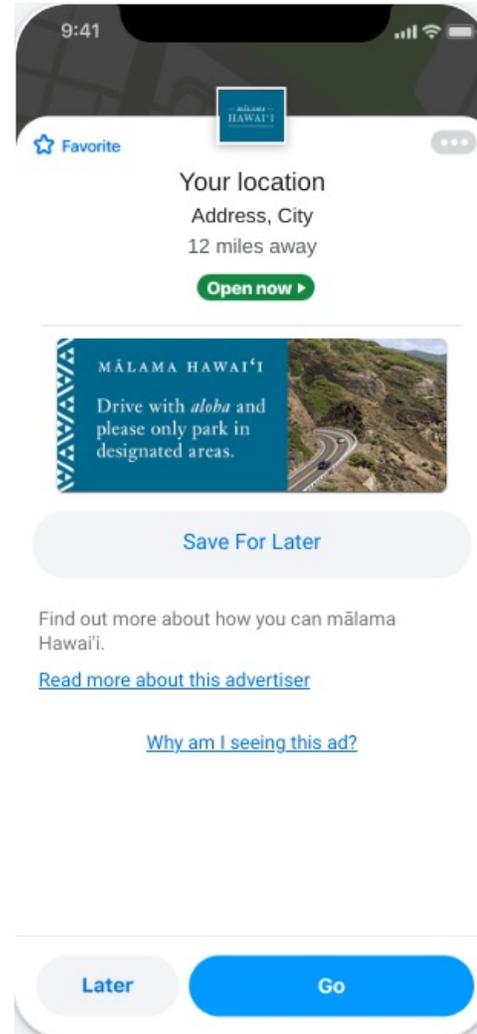
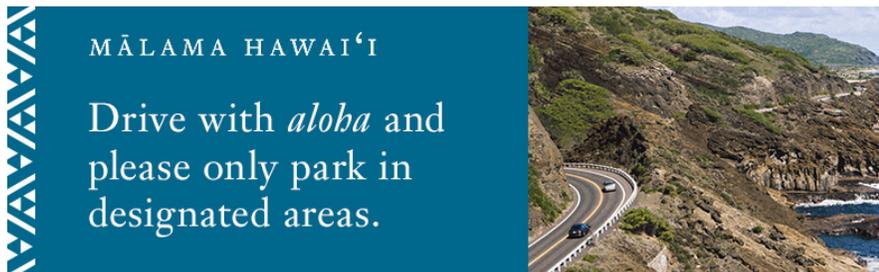
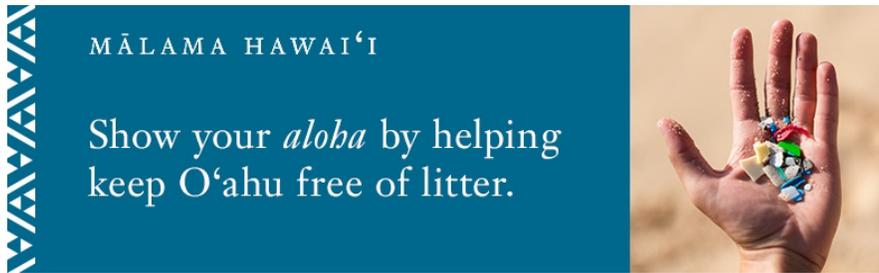
Launched week of week of 4/11



screenshots

O'ahu Banners

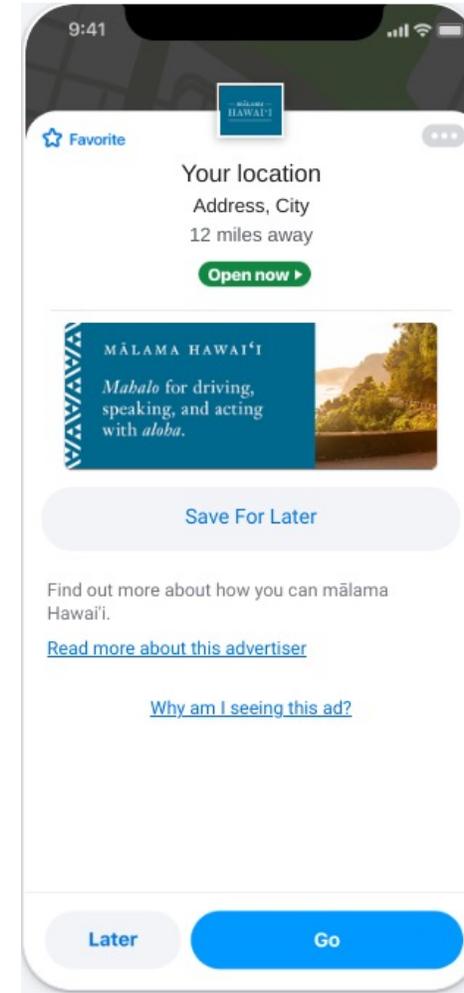
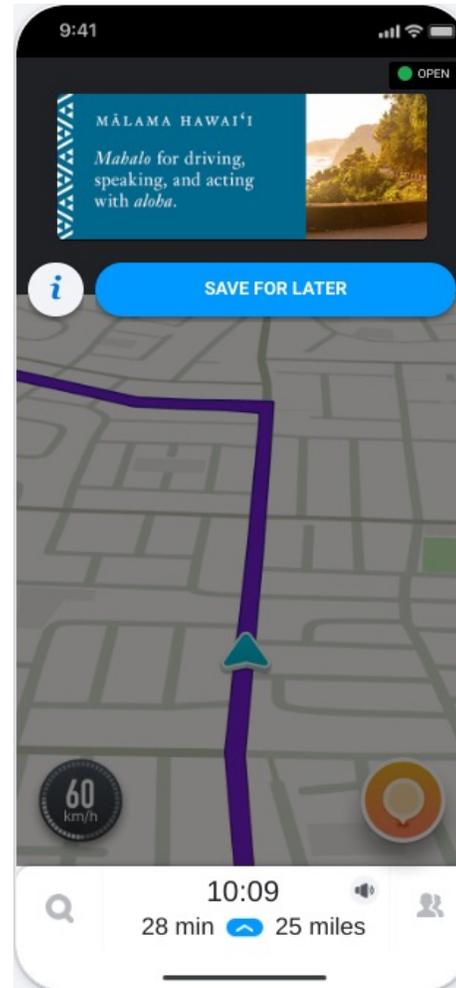
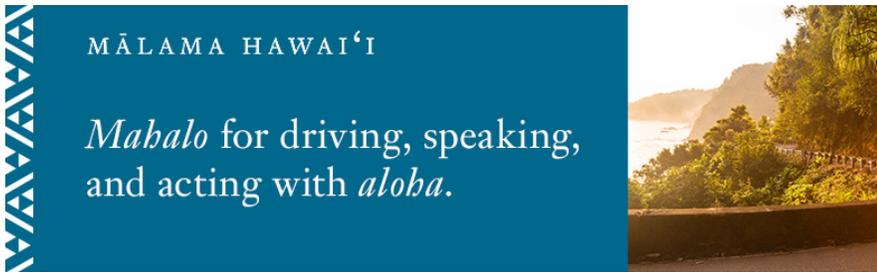
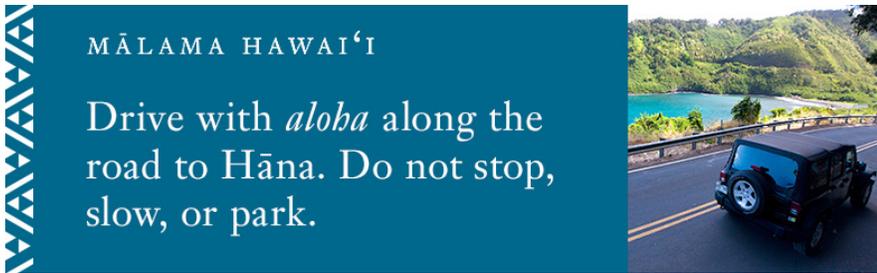
Launched week of week of 4/11



screenshots

Maui Banners

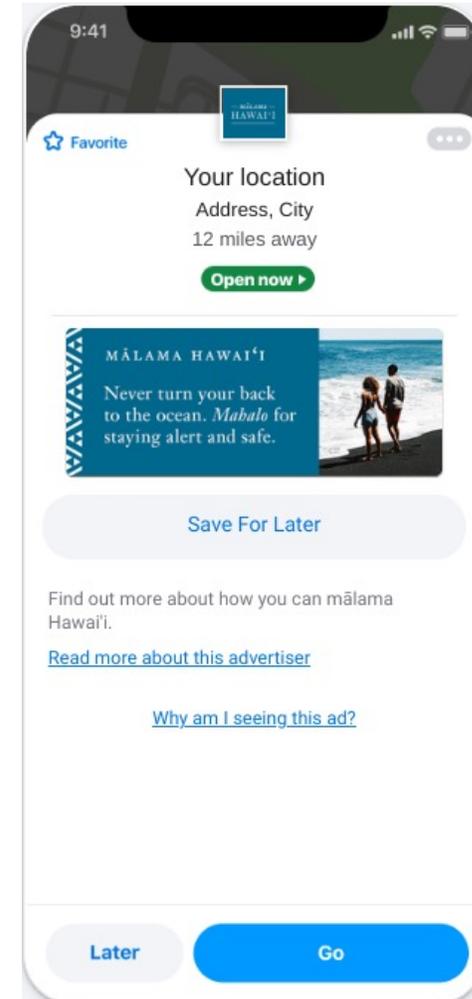
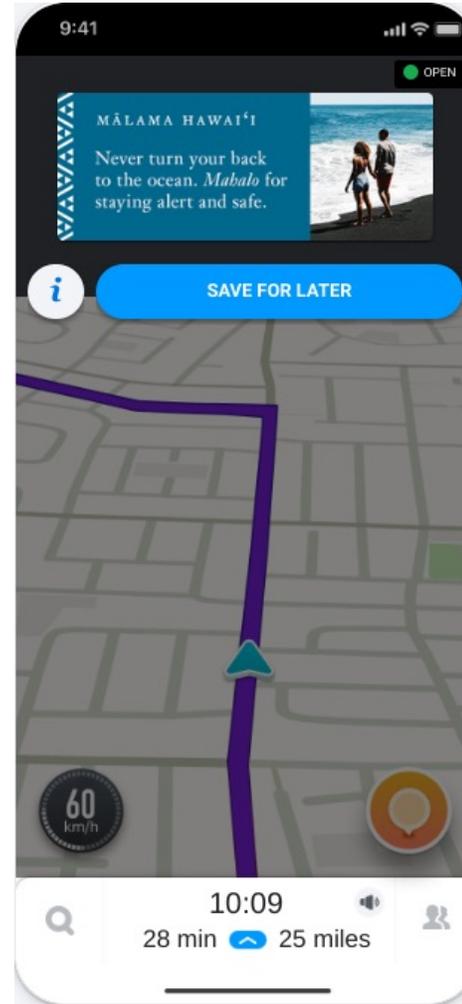
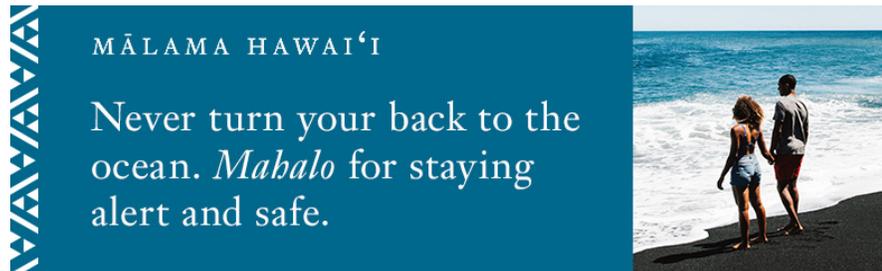
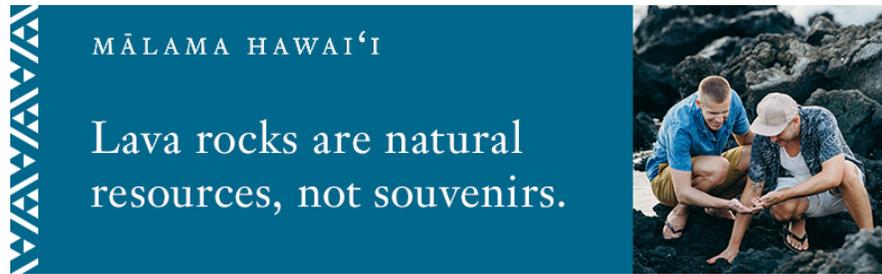
Launched week of week of 4/11



screenshots

Island of Hawai'i Banners

Launched week of week of 4/11



screenshots

An aerial photograph of a vast, green mountain range. The mountains are covered in dense, vibrant green vegetation, likely a tropical forest. The terrain is rugged and mountainous, with many ridges and valleys. The sky is a pale, hazy blue, suggesting a misty or overcast day. The word "Mahalo" is overlaid in the center of the image in a white, sans-serif font.

Mahalo

9

Update by Chief Brand Officer Kalani Ka'anā'anā on
HTA's reinstated Industry Partners Group Meetings for
each Major Market Area



Major Market Area Industry Partners Group Meetings





Purpose

Provide an added opportunity for industry partners, GMTs, and HTA to stay connected and have an ongoing open dialogue to address market challenges and opportunities as we bring back tourism in a safe, responsible and regenerative manner.

Meeting Dates

- Canada: 4/11
- Oceania: 4/14
- China: 4/14
- Korea: 4/20

Meeting Agenda

- Welcome/Introduction
- HTA Update
- GMT Update
 - Market Situation
 - Q1 Review
 - Q2 Plan
 - Partnership Opportunities
- Q&A
- Closing

Meeting Frequency

- GMT Leisure: Quarterly
- Global MCI:
 - O'ahu: Monthly
 - Kaua'i/Maui/Hawai'i Island: Every Other Month

Canada Industry Partners

Organization	First Name	Last Name	Title
Marriott International	Dale	Carstensen	Market Director, Leisure Sales Hawai'i and French Polynesia Area
Kā'anapali Beach Hotel	John	White	Director of Sales & Marketing
Highgate Group	Shauna	Nakamura	Area Director, Leisure & Transient Sales
Hawaiian Hotels & Resorts	Jerry	Sager	VP of Sales
Prince Waikīkī	Joy	Tomita Anderson	Director of Sales & Marketing
Outrigger Hotels and Resorts	Bob	Froio	Director of Sales
Kualoa Ranch	Frank	Among	Director of Sales
Wailea Resort Association	Kathleen	Costello	Director of Marketing
Polynesian Cultural Center	Kim	Kaimana	Sales Manager
Disney Aulani	Jennifer	Rivard	Sales Manager
Castle Hospitality Group	Lori	Flores	Assistant VP of Sales
Shoreline and Waikīkī Coconut Resorts	Laurie	Ihara	Director of Sales
'Iolani Palace	Cindy	Ascencio	Director of Guest Services

Oceania Industry Partners

Organization	First Name	Last Name	Title
Kā'anapali Beach Hotel	John	White	Director of Sales & Marketing
Marriott International	Dale	Carstensen	Market Director, Leisure Sales Hawai'i and French Polynesia Area
Travel 2 Change	Mondy	Jamshidi Kent	Executive Director
Hilton Hawai'i	Valerie	Okamoto	Regional Director of Sales
Outrigger Hotels & Resorts	Mary	Loy	Area Director of Corporate & Leisure Sales
Executive Chauffeur Hawai'i	Dustin	Kalei	Owner
Anelakai Adventures	Iko	Balanga	Owner
Kuaoloa Ranch	Frank	Among	Director of Sales
Prince Waikīkī	Joy	Tomita	Director of Sales & Marketing
International Market Place	Breana	Grosz	General Manager
Mauna Kea Beach Hotel	Brad	Doell	Director of Sales & Marketing
Grand Hyatt Kaua'i	Diann	Hartman	Director of Marketing Communications
Bishop Museum	Amber	Jacroux Bixel	Director of Sales & Events
Sheraton Resort & Spa Maui	Jonnie	Torres	Director of Sales & Marketing
Kailani Tours	Justin	Habel	Director of Sales

China Industry Partners

Organization	First Name	Last Name	Title
Polynesian Cultural Center	Albert	Nihipali	Director of Sales & Marketing
Kualao Ranch	Kayo	Whitty	Director of Asia Sales & Marketing
Marriott Hawai'i	Lulu	Zheng	Director of Group Sales - Asia
Hilton Hawai'i	Duke	Ah Moo	VP and Commercial Director
Hawai'i Global Holiday	Eric	Shi	President
DFS Group	Martin	Matthews	Managing Director of North America
Prince Waikiki	Linda	Leung	Director of Sales & Marketing - Asia
Kaunui Inc.	Eva	Liu	Owner
Stars of Paradise	Danny	Ohana	Sales Manager
Outrigger Hotels and Resorts	Danny	Ojiri	VP of Sales & Marketing
Hawaiian Airlines	Robert	Westgate	Managing Director, Planning & Scheduling
PacRim Marketing Group	Dave	Erdman	Founder, CEO & President
Disney Aulani	Mary	Pa'ahana	Senior Sales Manager
Roberts Hawai'i	Joann	Erban	VP of Sales & Marketing
Battleship Missouri Memorial	ShuFen	Chang	Director, Groups
'Iolani Palace	Cindy	Ascencio	Director of Guest Services

Korea Industry Partners

Organization	First Name	Last Name	Title
The Surfjack Hotel & Swimming Club	Asami	Arita	Vice President of Sales & Marketing
Halepuna Waikiki by Halekulani	Chihoon	Bang	Director of Sales & Marketing
Hyatt Regency Waikīkī Resort & Spa	Sebang	Oh	Director of Sales, Asia
The Ritz-Carlton Residences	Jon	Ushijima	Director of Asia Sales
Highgate/Alohilani	Scott	Kawasaki	Area Director of Asia Sales & Strategy
Kualoa Ranch	Kayo	Whitty	Director of Sales & Marketing
Fairmont Orchid, Fairmont Kea Lani	Gwen	Kekua-Hays	Regional Director of Asia Sales Hawai'i Region
Prince Waikīkī	Linda	Leung	Director of Sales and Marketing - Asia
Marriott Hawai'i	Debbie	Dobarro	Director of Sales - Asia
Hilton Hawaiian Village	Toru	Adachi	Regional Assistant Director of Sales
Korean Air	Dongsub	Yun	General Manager, HNL Branch
Tournet	David	Jung	President
OK Tour & Travel	SooHong	Park	President
Atlantis Adventures	Margie	Lehman	Director of Sales and Marketing
Bishop Museum	Milton	Lafitaga	Director of Corporate Relations & Partnerships
MKO Corporation	Minnie	Ko	President

Japan Sub-Committee (Hotel Groups)

Organization	First Name	Last Name	Title
Ala Moana Hotel by Mantra	Charles M.	Naura	International Sales Manager
Aqua-Aston Hospitality	Keishiro	Yamashita	Senior Director of Sales & Marketing Asia
Disney Aulani	Mary	Pa'ahana	Senior Sales Manager
Disney Aulani	Kimi	Takeuchi	Wedding Sales & Services Manager – International
Halekulani	Kazuki	Takaoka	Sales Manager - Asia
Halepuna Waikīkī by Halekulani	Chi-Hoon	Bang	Director of Sales & Marketing
Highgate	Hiroyuki	Atsumi	Senior Director of Sales - Asia
Highgate	Scott	Kawasaki	Area Director of Asia Sales & Strategy
Hilton Resorts Hawai'i	Mitsuhiro	Matsuda	Regional Director of Sales & Marketing - Asia
Hilton Resorts Hawai'i	Toru	Adachi	Assistant Director of Sales - Japan Hawaii Region
Hilton Waikīkī Beach Hotel	Lauren	Rim	Senior Leisure and Group Sales Manager
Hyatt Centric Waikīkī Beach	Mie	Fujii	Sales Manager
Hyatt Regency Waikīkī Beach Resort & Spa	Sebang	Oh	Associate Director of Sales
Marriott Resorts in Hawai'i	Masa	Furuta	Assistant Director, Asia
Marriott Resorts in Hawai'i	Hiroyuki	Tanabe	Market Director - Asia
Outrigger Hospitality Group	Danny	Ojiri	VP of Market Development
Outrigger Hospitality Group	Hitomi	Saunders	Marketing & Public Relations Manager-Japan Market
Prince Resorts Hawai'i	Yoshihiro	Nemoto	Senior Sales Manager, Asia Pacific
Prince Resorts Hawai'i	Ayumi	White	Director of Sales & Marketing - Asia Pacific
Sightline Hospitality	Kazu	Watanuki	Area Director of Far East Sales
The Fairmont Orchid	Gwen	Kekua-Hays	Regional Director of Asia Sales, Hawai'i Region
The Kahala Hotel & Resort	Naomi	Amakawa	Asia PR/Marketing Manager
The Laylow, Autograph Collection	Yuka	Kondo	Sales Manager
The Ritz-Carlton Residences, Waikīkī Beach	Jon	Ushijima	Director of Asia Sales
The Surfjack Hotel & Swim Club	Asami Sam	Arita	VP of Sales & Marketing
Trump International Hotel Waikīkī	Shun	Matsumoto	Asst. Manager Sales & Conference Services
Waikīkī Beach Marriott	Mia Hitomi	Makino	Senior Sales Manager

Japan PR Group

Organization	First Name	Last Name	Title
Halekulani Corporation	Aki	Okumura	Marketing & Public Relations Manager - Asia
Hilton Resorts Hawai'i	Maiko	Hanawa	Regional Manager of Marketing & Public Relations Asia
Marriott Resorts in Hawai'i	Akiko	Slayton	Manager of PR
Outrigger Hospitality Group	Hitomi	Saunders	Marketing & Public Relations Manager-Japan Market
Prince Resorts Hawai'i	Ayumi	White	Director of Sales & Marketing - Asia Pacific
The Kahala Hotel & Resort	Wakako	Sasaki	Asia PR/Marketing Manager
at m@rketng	Akiko	Shima	PR Marketing Manager
at m@rketng	Toby	Tamaye	President
Island Creative	Steven	Caires	President
Media etc.	Chihiro	Kitagawa	President
Media etc.	Sascha	Koki	Account Manager
Nashimoto & Associates	Anthony	Gambino	VP Communications/Media Director
Nashimoto & Associates	Harue	Shirai	VP Communications/Asia
PacRim Marketing Group	Dave	Eardman	President & CEO
PacRim Marketing Group	Jean	Dickinson	Senior Director of Integrated Marketing
S. Morris and Associates, LLC	Sean	Morris	President
Stray Moon	Yumi	Ozaki	Marketing / Public Relation
The Imagine Group	Dane	Nakama	President
Hilton Grand Vacation	Megumi	Haubner	Senior Manager - Communications
Roberts Hawai'i	Toshie	Nakabayashi	VP of Sales- Japan Division

Japan Attraction Group

Organization	First Name	Last Name	Title
And You Creations / Dolphins and You	Yui	Solmon	PR & Digital Marketing Manager
And You Creations / Dolphins and You	Toshio	Takemura	Sales Manager
Atlantis Adventures	Magie	Lehman	Director of Sales
Battleship Missouri Memorial	Hitomi	Foronda	Japanese Marketing & Sales Manager
Battleship Missouri Memorial	Robyn	Omuro-Osaki	Director of Marketing & Sales
Kualoa Ranch	Kayo	Whitty	Director of Sales & Marketing
Meimon Iruka Daigaku & Shiritu Iruka Chugaku	Yuriko	Iruka	Owner
Paradise Cove	Faye	Suzuki	Sales Manager Custom/Group Sales
Pearl Harbor Aviation Museum	Janet	Kuwata	Sales Manager
Polynesian Cultural Center	Masaru	Kunihiro	Asia Marketing Manager
Polynesian Cultural Center	Toshiyuki	Irinaka	Director of Japan FIT Sales
Sea Life Park	Kazuya	Ujihara	Director of Sales
Star of Honolulu Cruises & Events	Yoshimi	Cambra	Manager - Japan Section
Tachibana Enterprises LLC	Mika	Uematsu	Manager Administration / Revenue Management
Wet n Wild Hawai'i	Jan	Katagiri	Director of Sales - Tour & Travel
Zipline North Shore - Climb Works	Jesse	McVey	General Manager
Zipline North Shore - Climb Works	Miki	Wakai	MW Consulting - President
E Noa Corporation	Michie	Spoerri	VP - Eastbound Sales
E Noa Corporation	Maki	Kuroda	President
Polynesian Hospitality	Mitsuro	Yamamoto	Sales Manager Far East
Roberts Hawai'i	Toshie	Nakabayashi	VP of Sales- Japan Division Roberts

Japan Attraction Group

Organization	First Name	Last Name	Title
And You Creations / Dolphins and You	Yui	Solmon	PR & Digital Marketing Manager
And You Creations / Dolphins and You	Toshio	Takemura	Sales Manager
Atlantis Adventures	Magie	Lehman	Director of Sales
Battleship Missouri Memorial	Hitomi	Foronda	Japanese Marketing & Sales Manager
Battleship Missouri Memorial	Robyn	Omuro-Osaki	Director of Marketing & Sales
Kualoa Ranch	Kayo	Whitty	Director of Sales & Marketing
Meimon Iruka Daigaku & Shiritu Iruka Chugaku	Yuriko	Iruka	Owner
Paradise Cove	Faye	Suzuki	Sales Manager Custom/Group Sales
Pearl Harbor Aviation Museum	Janet	Kuwata	Sales Manager
Polynesian Cultural Center	Masaru	Kunihiro	Asia Marketing Manager
Polynesian Cultural Center	Toshiyuki	Irinaka	Director of Japan FIT Sales
Sea Life Park	Kazuya	Ujihara	Director of Sales
Star of Honolulu Cruises & Events	Yoshimi	Cambra	Manager - Japan Section
Tachibana Enterprises LLC	Mika	Uematsu	Manager Administration / Revenue Management
Wet n Wild Hawai'i	Jan	Katagiri	Director of Sales - Tour & Travel
Zipline North Shore - Climb Works	Jesse	McVey	General Manager
Zipline North Shore - Climb Works	Miki	Wakai	MW Consulting - President
E Noa Corporation	Michie	Spoerri	VP - Eastbound Sales
E Noa Corporation	Maki	Kuroda	President
Polynesian Hospitality	Mitsuro	Yamamoto	Sales Manager Far East
Roberts Hawai'i	Toshie	Nakabayashi	VP of Sales- Japan Division Roberts

Japan Marketing Advisory Committee

Company	First Name	Last Name	Title
Hilton Worldwide	Duke	Ah Moo	Vice President & Commercial Director, Hawai'i
Hawai'i Forest and Trail, Ltd.	Susan	Bredo	Marketing Manager
Churchill Group LLC	Elizabeth	Churchill	Owner
Big Island Candies	Lance	Duyao	Director of Retail Operations
Aqua-Aston Hospitality	James	Karabelas	Vice President of Marketing
OluKai	Kerry	Konrady	Vice President of Marketing
Alaska Airlines	Elliott	Pesut	Director of Marketing
Pleasant Holidays	Jack	Richards	President & CEO
Outrigger Hospitality Group	Brent	Shiratori	Vice President, Global Brand Group
Four Seasons Resort Maui at Wailea	Mark	Simon	Senior Director of Marketing
Hawaiian Airlines, Inc.	Rob	Sorensen	Vice President, Marketing and E-Commerce
Marriott Hotels & Resorts in Hawai'i and French Polynesia	Alison	Tomisato Alves	Director of Account Management, Brand, Marketing & Digital – Hawai'i & French Polynesia
Sasato LLC	Dan	Wacksman	Principal

Global MCI – O‘ahu Partners

Organization	First Name	Last Name	Title	Organization	First Name	Last Name	Title
Ala Moana Hotel by Mantra	Michael	Dolan	Director of Sales & Marketing	Marriott Hotels Hawai‘i	Dale	Carstensen	Market Director
Aqua-Aston Hospitality	Rhonda	Khabir	Vice President, Sales	Marriott Hotels Hawai‘i	Julia	Rafati	Market Director of Group Sales Hawaii
Aulani	Joe	Medwetz	Sr. Sales & Service Director	Marriott Hotels Hawai‘i	Emilio	Gomez	Director of Sales & Marketing, Waikiki Complex
Bishop Museum	Milton	Lafitaga	Sales Manager	Marriott Hotels Hawai‘i	Patrick	Hardy	Director of Group Sales, Waikiki Complex
CIH Events	Mina	Singson-Brightman	President	MC&A	Johan	Marzuki	EVP & General Manager
Current Affairs	Philip	Richardson	Owner	MC&A	Jamie	Gold	Vice President, Sales
Embassy Suites Kapolei	Nicole	Kilantang	Director of Sales & Marketing	Outrigger Hospitality Group	Chris	Riccardi	SVP - Global Sales
Holiday Inn Express Waikiki	Natalie	Caceres	Director of Sales & Marketing	Park Shore Waikiki	Michael	Troy	General Manager
Four Seasons Resort O‘ahu	Cassie	Conching	Director of Sales	Peerless Host Hawai‘i	Mike	Murray	President
Hawai‘i Convention Center	Teri	Orton	General Manager	Polynesian Adventure Tours	Jamie	Barut	Vice President, Operations
Alohilani Resort Waikiki	Courtney	Conching	Director of Sales	Polynesian Adventure Tours	Kelly	Camps	Vice President, Sales & Marketing
DoubleTree by Hilton Alana	Cheryl	Nasser	Director of Sales, Marketing & Revenue	Polynesian Cultural Center	Eric	Workman	EVP of Marketing, Sales & Strategic Development
Hilton Hawai‘i	Lora	Gallagher	Regional Director of Marketing	Prince Resorts Hawai‘i	Rob	Riter	Director of Group Sales
Hilton Hawai‘i	Duke	AhMoo	VP & Commercial Director, Hawai & French Polynesia	Prince Waikiki	Joy	Tomita Anderson	Director of Sales & Marketing
Hilton Hawai‘i	Russ	Kembel	Director of Industry Relations-Sale/Marketing	Retail Merchants Hawai‘i	Tina	Yamaki	President
Hilton Hawai‘i	Charlene	Nakamura	Area Director of Sales	Sightline Hospitality	Marc	Nasser	Area Director of Sales & Marketing
Hilton Waikiki Beach	Henry	Perez	General Manager	The Laylow	Jamie	Choi	Director of Sales & Marketing
Hyatt Hawai‘i	Tim	Nelson	Director of Commercial Strategy	The Line Up at Wai Kai	Jon	Conching	Sales & Marketing
Hyatt Place Waikiki Beach	Rhoderika	Miranda	Associate Director of Sales	The Ritz-Carlton Residences	Sandy	Narvaez	Director of Sales & Marketing
Ko Olina Resort	Sweetie	Nelson	Director of Destination Marketing	TSV Enterprises	Tony	Vericella	Principal
Kualoa Ranch	Frank	Among	Director of Sales & Marketing	Turtle Bay	Jean	Schulte	Director of Group & Incentive Sales
				Turtle Bay	Jane	Baldwin	Director of Sales
				Waikiki Beach Marriott	Alvin	Wong	Director of Sales & Marketing
				Southwest Airlines	Kelly	Knox	Outreach Lead

Global MCI – Maui Partners

Organization	First Name	Last Name	Title
fairmont Hawai'i	Jasper	Yum	Area Group Sales Manager
The Ritz-Carlton Kapalua	Stephanie	Lapsley	Director of Sales & Marketing
Courtyard by Marriott, AC by Marriott and Residence Inn	Julie	Puu	Senior Sales Executive
Ka'anapali Beach Hotel	John	White	Director of Sales & Marketing
Wailea Beach Resort	Sam	Spurrier	Director of Group Sales
Maui Coast Hotel	Joanna	Awai	Director of Sales & Marketing
Montage Hotels	Roger	Bright	Director of Sales & Marketing
Fairmont Kea Lani	Shannah	Milstead	Director of Sales & Marketing
Four Seasons Resort Maui	Alex	Arnold	Director of Sales
Four Seasons Resort Lanai	Kurt	Diekhoff	Director of Sales
Hyatt Regency Resort Maui	David	Maclea	Director of Sales & Marketing
The Westin Maui Resort & Spa	Lana	Uytterhagen	Director of Sales & Marketing
Wailea Beach Resort	Laurie	Garzon	Director of Sales & Marketing
Andaz Maui	Amy	Taylor	Area Director of Commercial Strategy
Four Seasons Resort Maui	Mark	Simon	Director of Marketing
Grand Wailea	Kenji	Ota	Director of Sales
Sheraton Maui	Jonnie	Torres	Director of Sales
Hyatt Regency Resort Maui	Puamana	Farden	Senior Sales Manager
Ka'anapali Beach Hotel	Tiffany	Rosenthal	Sales Manager
Wailea Golf	Jennifer	McNally	Director of Sales & Marketing
Royal Lahaina Resort	Cindy	Rosete	Sales Manager

Global MCI – Hawai‘i Island Partners

Organization	First Name	Last Name	Title
Courtyard King Kamehameha's Kona Beach Hotel	Chris	Colvin	Director of Sales/Marketing
DeSilva Meeting Consultants	Lauren	Manuel	Vice President
Fairmont Orchid, Hawai‘i	Charles	Head	General Manager
Fairmont Orchid, Hawai‘i	Catherine	Cambra	Director of Public Relations & Communications
Hilton Hotels Hawai‘i	Duke	Ah Moo	VP & Commercial Director, Hawai & French Polynesia
Hilton Hotels Hawai‘i	Russ	Kembel	Director of Industry Relations-Sale/Marketing
Hilton Waikoloa Village	Simon	Amos	Hotel Manager
Kathy Clarke Hawai‘i	Kathy	Clarke	Owner
Mauna Kea Resorts	Craig	Anderson	Vice President of Operations
Mauna Lani, Auberge Resorts Collection	Sanjiv	Hulugalle	General Manager
Mauna Lani, Auberge Resorts Collection	Robin	Killett	Director of Sales
Mauna Lani, Auberge Resorts Collection	Brandon	Hendricks	Director of Sales & Marketing
Prince Resorts Hawai‘i	Rob	Riter	Director of Group Sales
Trade-Wind Hawai‘i	Nayana	Helm	Vice President, Sales & Operations
Waikoloa Beach Marriott	John	Dominguez	Director of Sales & Marketing
Waikoloa Beach Marriott	Steve	Yannarell	General Manager
Weil & Associates	Harmony	Cordeiro	Vice President, Sales
Westin Hapuna/Mauna Kea Resort	Brad	Doell	Director of Sales/Marketing

Global MCI – Kaua‘i Partners

Organization	First Name	Last Name	Title
Amstar Hawaii, DBA Worldstar DBA	Jerry	Cunanan	Regional Director of Sales & Marketing
Amstar Hawaii, DBA Worldstar DBA	Toni	DeMatta	Destination Manager
Aqua Aston Hospitality	Mark	DeMello	Vice President, Operations
Aqua Aston Hospitality	Shirley	Kawashima	Director of Sales - Groups
Aqua Aston Hospitality	Rhonda	Khabir	Vice President, Sales
Aqua Aston Hospitality	Marivic	Senkow	Sr. Sales & Marketing Manager
Aqua Aston Hospitality	Keishiro	Yamashita	Assistant Vice President
Castle Resorts	Lori	Flores	Assistant Vice President of Sales
Castle Resorts	Alan	Mattson	President & Chief Operating Officer
Castle Resorts	Erland	Odd	Vice President Digital Strategy and Technology
Castle Resorts	Roy	Thompson	Island Manager, Castle Resorts & Hotels
Chrysalis Events	Chris	Wyatt	Communications Manager
Chrysalis Events	Jonnell	Wyatt	Partner
Chrysalis Events	Christy	Yomes	Partner
Coast Hotels	Cheryl	Foster Hayes	National Director of Sales
Common Ground	Jon	Champlin	Show Manager
Common Ground	Jen	Luck	COO
County of Kaua‘i	Nalani	Brun	Director
DOT	Craig	Davis	Kauai Airports District Manager
EHI	Timothy	Takehita	Group Rental Manager - Island of Kauai
Grand Hyatt Kaua‘i	Katy	Britzmann	Director Of Sales & Marketing

Organization	First Name	Last Name	Title
Grand Hyatt Kaua‘i	Marisa	Hurley	
Grand Hyatt Kaua‘i	Dan	King	General Manager
Grand Hyatt Kaua‘i	Vanessa	Yatsuoka	Director of Group Sales
Hanalei Bay Resort Princeville	George	Costa	General Manager
Hawai‘i Hotels	Tom	Bell	President
Hawai‘i Hotels	Cindi	Rosete	National Sales Manager
HDOT - Harbors Division	Bob	Crowell	Harbormaster
Hilton Garden Inn Kaua‘i Wailua Bay	Sarah	Cera	Director of Sales
Hilton Hotels	Remon	Pagels	General Manager
Hanalei Colony Resort	Laura	Richards	General Manager
Holo Holo Charters	Chandra	Bertsch	General Manager
Insider Experience	Kim	Abrahamson	Director of Sales and Operations, Hawaiian Islands
Island Partners	Leona	Balthazar	Vice President of Sales
Island Partners	Lillian	Helton	Sales & Operations Support Manager
Island Style Innovations	Kawika	Ayau	Operations
Island Style Innovations	Colleen	Reyes	Partner
Island Style Innovations	Kanani	Tolentino	Manager
Island Style Innovations	Tatiana	von Oelhoffen	Partner
Kaua‘i Beach Resort	Debra	Crivello	Director Of Sales & Marketing
Kaua‘i Beach Resort	Robert	Minicola	General Manager
Kaua‘i Chamber	Mark	Perrillo	President
Kilohana Kaua‘i	Fred	Atkins	General Manager
Kaua‘i Shores Resort	Jennie	Waiwaiole-Vega	General Manager

Global MCI – Kaua‘i Partners

Organization	First Name	Last Name	Title
Kipu Ranch Adventures	Dionne	Teves	Director of Operations
Koa Kea Hotel & Resort	Sharolyn	Kawakami	Resort Manager
Koloa Landing Resort	Andy	Evers	General Manager
Koloa Landing Resort	Stacy	Manzo	Director of Sales & Marketing
Marriott Hotels Hawai‘i	Thomas	Jordan	General Manager
Marriott Hotels Hawai‘i	Stuart	Kotake	Associate Director of Catering & Event Management
Marriott Hotels Hawai‘i	Mia	Makino	Senior Sales Manager
Marriott Hotels Hawai‘i	Andrew	Olmstead	Director of Marketing
Marriott Hotels Hawai‘i	Sherri	Sanchez-Holcomb	Resort Manager
Marriott Hotels Hawai‘i	Beres	Wall	General Manager
Marriott Hotels Hawai‘i	Lauren	Geller	Area Director of Operations
Marriott's Kaua‘i Lagoons	Monica	Jackson	Manager, Group Sales
MC&A	Heather	Bailey	Director of Operations
MC&A	Melanie	Bohn-Bailey	Account Executive
MC&A	Jamie	Gold	Vice President of Sales
MC&A	Johan	Marzuki	EVP & General Manager
MC&A	Marie	Watanabe	Account Executive
Ocean Front Realty	Donna	Apisa	President & Principal Broker
Outrigger Hospitality Group	Robin	Estrada	Director of Sales & Marketing
Outrigger Hospitality Group	Bob	Froio	Director of Sales, North America
Outrigger Hospitality Group	Chris	Riccardi	SVP - Global Sales

Organization	First Name	Last Name	Title
Outrigger Hospitality Group	Vicki	Valenciano	General Manager
Pacifica Hotels	Leslie	Ross	Corporate Marketing Manager
Plantation Hale	Kaipo	Kealalio	Assistant GM
Plantation Hale	Serkan	Hizliok	General Manager
PRA	Rainell	Sato	General Manager
Princeville Resort	Thomas	Meding	Managing Director
SH Hotels	Marissa	Rubalcava	Director of Sales & Marketing
Sheraton Hotels Hawai‘i	Jaye	Gayagas-Youn	Director of Tour & Travel
Sheraton Hotels Hawai‘i	Barbara	Gusman	Sales Manager
Sheraton Hotels Hawai‘i	Chris	Machorek	General Manager
Sonesta	Jim	Pedone	Director, Sales & Marketing
Sonesta	Paul	Toner	General Manager
Springboard	Jade	Hammond	Director of Sales & Marketing
Suite Paradise	Leslie	Sherman-Aoun	Managing Partner
The Cliffs at Princeville	Jim	Braman	General Manager
The Shops at Kukui‘ula	Stacie	Chiba-Miguel	General Manager
Timbers Kaua‘i Ocean Club & Residences	Eric	Cucchi	General Manager
TMG Hawai‘i Ltd.	Michael	Flagg	President
TMG Hawai‘i Ltd.	Nayana	Heim	Vice President, Sales & Operations
Troon	Aaron	Rego	Director of Sales, Marketing & Communication
Weil & Associates	Debbie	Weil-Manuma	President
Weil & Associates	Kanara	Woodford	Director of Sales

Hawai'i Tourism Authority

Sarah Wang-HTChina

Jasmin Li-HTChina

Hawai'i Tourism Authority

Albert Nihipali - PCC

william zhang-HTChina

June Pagdilao - MCVB

Karishma Chowfin - OVB

Robert Westgate - Hawaii...

Lulu Zheng - Mar...

Lulu Zheng - Marriott

Ross Birch - IHVB

Ross Birch - IHVB

Catherine Orlans (OVB)

Irina De La Torre - HTA

Noelani Schilling-Wheeler...

Maile Brown-KVB

Debbie Hogan - IHVB

Kalani Ka'anā'anā

Hawai'i Tourism Authority

Grace Hong - Stars of Paradise

Grace Hong - Stars of Paradise



Jennifer Gaskin - HTO



Hawai'i Tourism Authority



Hawai'i Tourism Authority



Maka Casson-Fisher (HTA)



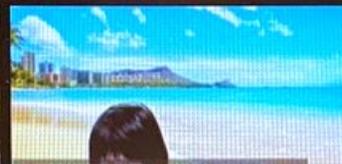
Kris P Hawaii Tourism Oc...



Catherine Orlans (OVB)



Noelani Schilling-Wheele...



Cynthia Rankin - Hilton



Holly Crane and Iko Bala...



Frank Among - Kuaoloa R...



Irina De La Torre - HTA



Ross Birch - IHVB



Maile Brown-KVB



June Pagdilao - MVCB



Kalani Ka'ana'ana



Justin Habel-Kailani Tours



Darragh Walshe - HTO



Dustin Kalei - Executive C...



Sherry Duong- MVCB



Karishma Chowfin - OVB

Kiyoshi Terada...

Kiyoshi Terada & Jonnie ...





Liam Yoon - HTK



Jennifer Kwag - HTK



Irene Lee - HTK



Caitlin Cho - HTK



Kalani Ka'anā'anā - HTA



June Pagdilao - MVCB

