



HAWAII TOURISM

JAPAN

2022 Japan Major Activities

HTA Branding Standing Committee
4.27.2022

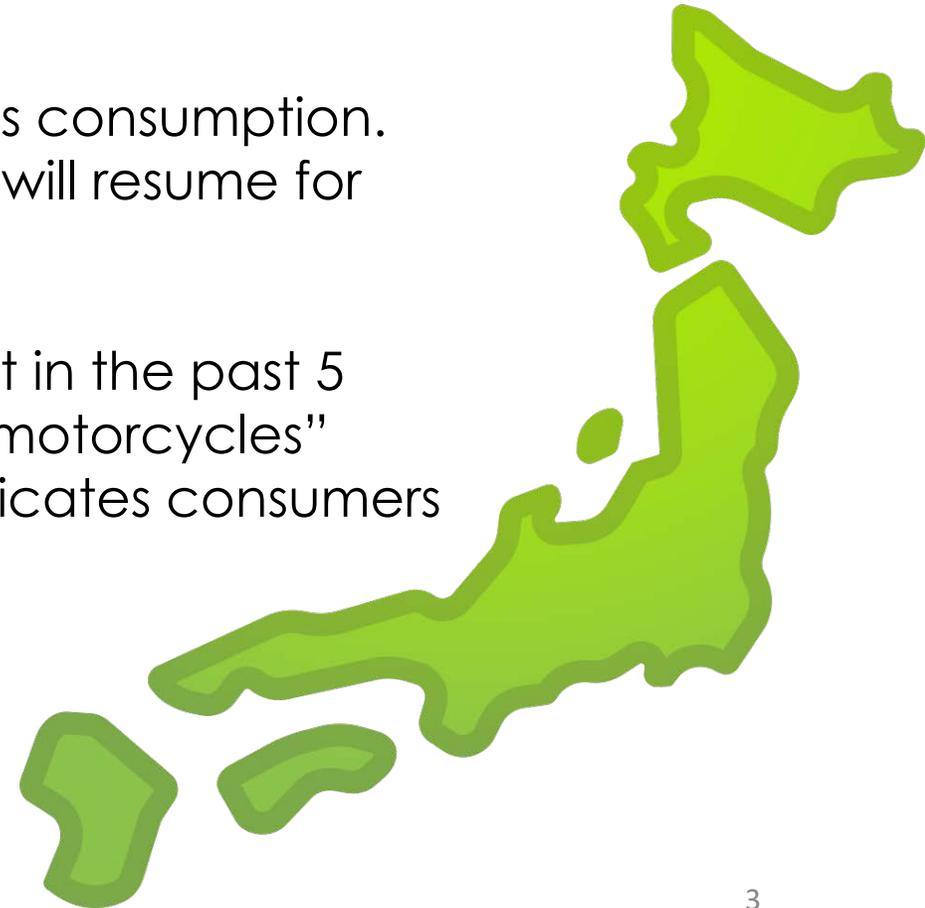
Eric Takahata
Managing Director



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.
- **Exchange rate:** Yen rate = **129.43 yen/USD**

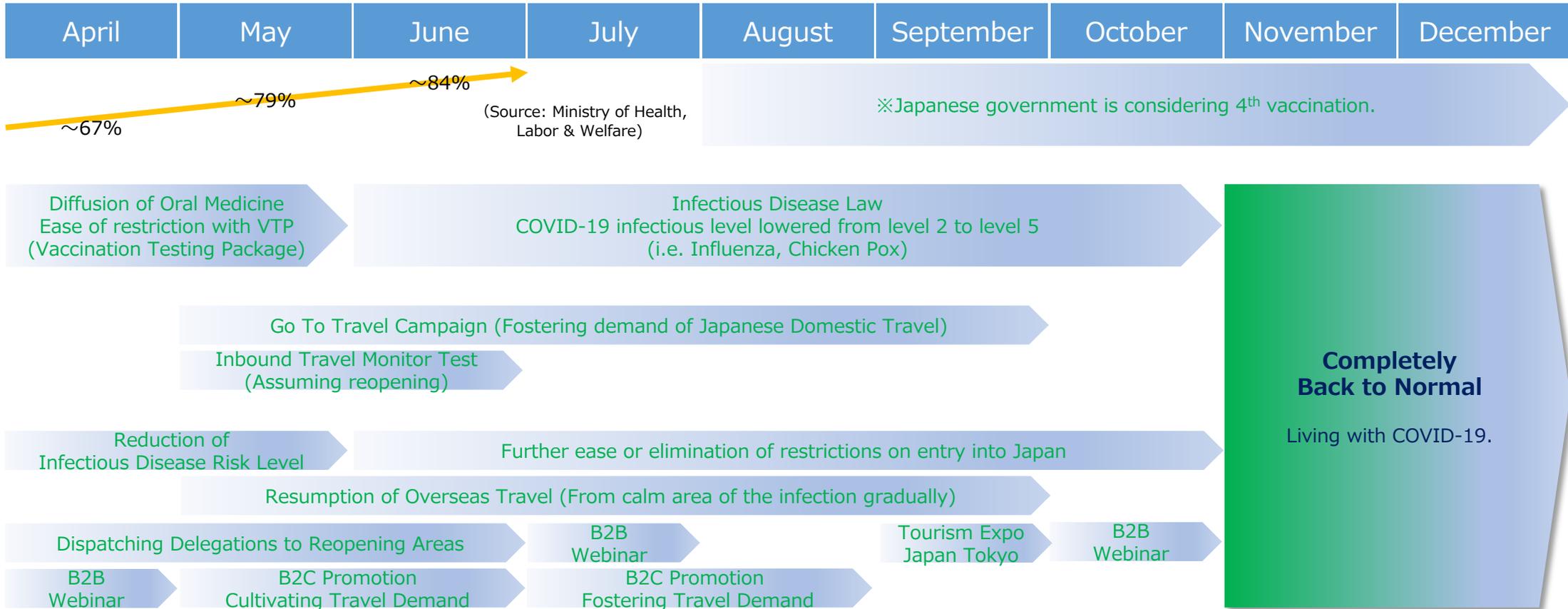


Current travel industry conditions

- **Easing of 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**
- **Oil Surcharge:** Increase from **25,400 yen/RT** (=\$210) to **47,200 yen/RT** (=\$390) for June & July travel
- **Four major airlines'** (ANA, Hawaiian, JAL, and ZIPAIR) **operations**

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

Roadmap for Overseas Travel Resumption



Completely Back to Normal
Living with COVID-19.

~ 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.





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

Community

- Product development
- Webinars

Brand Marketing

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

— MĀLAMA —
HAWAI'I

地球にやさしい旅を

"思いやる、いたわる"

(Omoiyaru, Itawaru)

CONSUMER & PR INITIATIVES

MĀLAMA HAWAI‘I ADVERTISING CAMPAIGNS



OOH



Newspaper panorama ad



Airline Inflight



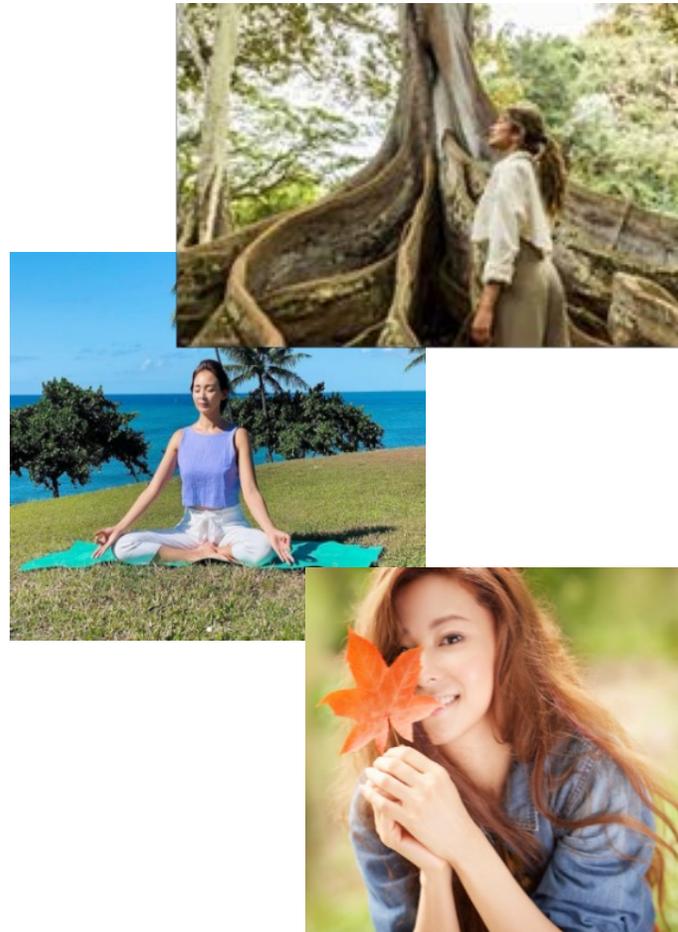
Newspaper partner alliance ad

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

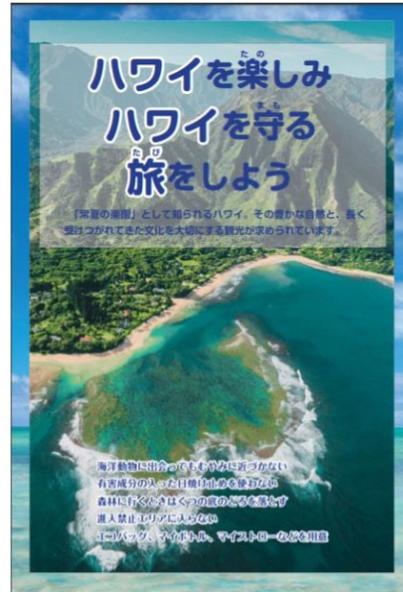


MĀLAMA HAWAI‘I MARKETING INITIATIVES

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 younger generations



Continuous ‘Ōlelo Hawai‘i education

HAWAI'I COMMUNITY EVENT SUPPORT

- PR & Promotion
- Travel Industry Collaboration
 - Tour packages
 - PR & Promotion
- Collaborate on sales/promotion of Hawai'i made products/services
- Drive positive interaction with local community and Japanese visitors



Golf Promotion

With Japanese golf players like Matsuyama winning major tournaments in the U.S., interest in golf and watching tournaments have increased. Stories of golf in Hawai'i will be featured more and promoted in golf magazines 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 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】【ミッドアマヘ ...
0 いいね 168,572 188 16 コメント 0 シェア 160,239 75 再生



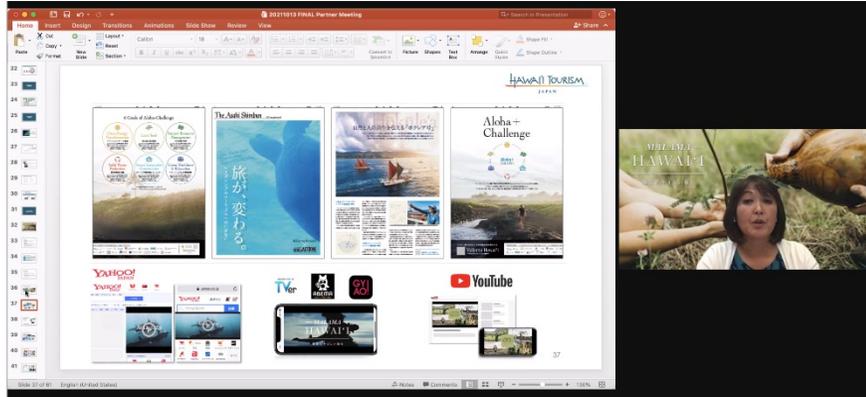
【驚愕】これをやるとマジでアイ
アンがしっかり当たる!? 岸澤信
雄・阿部桃子のSPレッスンスタ ...
0 いいね 160,239 75 10 コメント 0 シェア 168,887 再生



ドライバーが曲がなくなる「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 releases, 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 Workshops in Autumn:**

Conduct media workshops to promote communications between Hawai‘i’s partners and the media.

- **Local Media Coordinator Relations:**

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

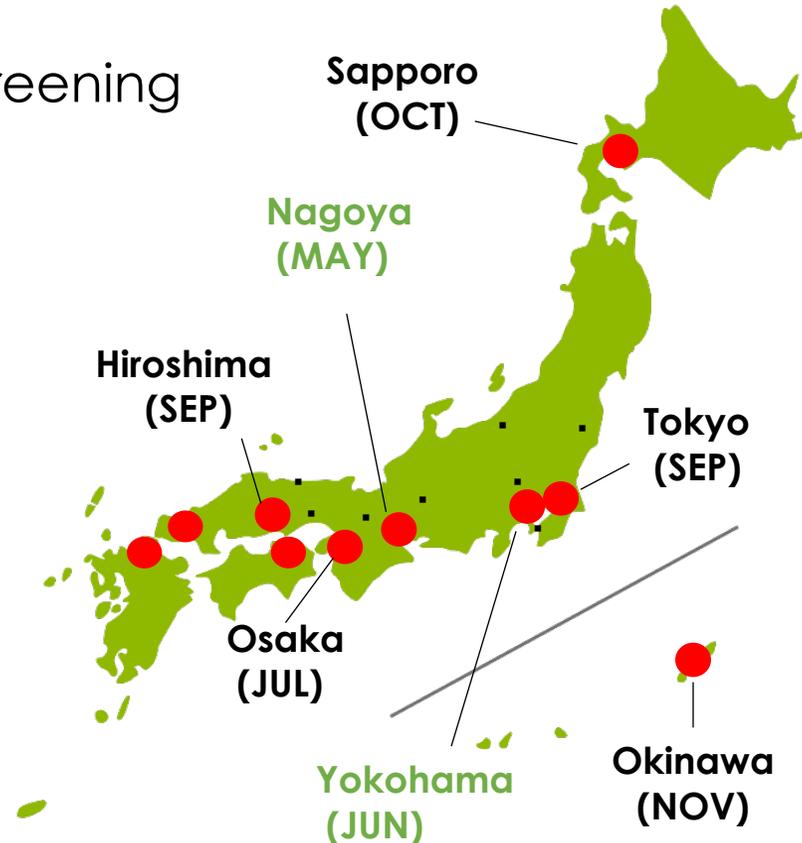
HTJ collaborates with major Hawai'i consumer events to promote and increase awareness of Made in Hawai'i products in the Japanese market by working with DBEDT



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 to collaborate with four major travel trade medias.

	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



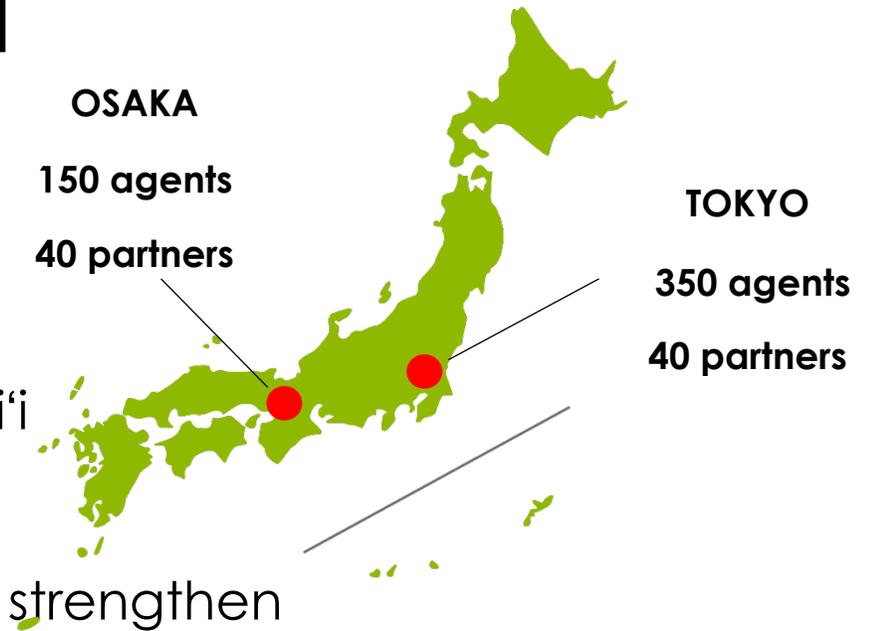
PARTNER COLLABORATION

- Promotions & campaigns
- Staff training
- Product development
- Webinars



B2B WORKSHOP / MAHALO RECEPTION

- Date: End of November (TBD)
- Location: Tokyo and Osaka
- Purpose:



- To share 4 pillars and educate about the Mālama Hawai'i mindset throughout the travel industry
- To give an opportunity for Hawai'i marketing partners to strengthen relationships with travel trade representatives
- 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
Admin	\$1,328,000
Consumer Direct	\$3,065,450
Public Relations	\$1,598,032
Travel Trade	\$1,644,000



MAHALO NUI LOA

HAWAII TOURISM
JAPAN