

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

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 Kawaii 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.



"When we gather in person, we get more done and make deeper connections."

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 under-



COURTESY CAMERON BROOKS | HAWAII CONVENTION CENTER

stand 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 virtual platforms. **How, if at all, do you feel the pandemic has changed meetings and conventions? What will be the long-term impacts of Covid on meetings and conventions?** There will be a con-

tinued 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.

The screenshot shows a news article from Star Advertiser dated Tuesday, March 29, 2022. The article is titled "Hawai'i Hotel & Restaurant Show is among the first local events to return to Hawai'i Convention Center" and is written by Allison Schaefer. It features a photo of people at a Sysco booth. The article discusses the return of local events to the convention center after a two-year hiatus due to the pandemic.

Star Advertiser, HRS feature article

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

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

HAWAII CONVENTION CENTER
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Pacific Business News Q&A Feature





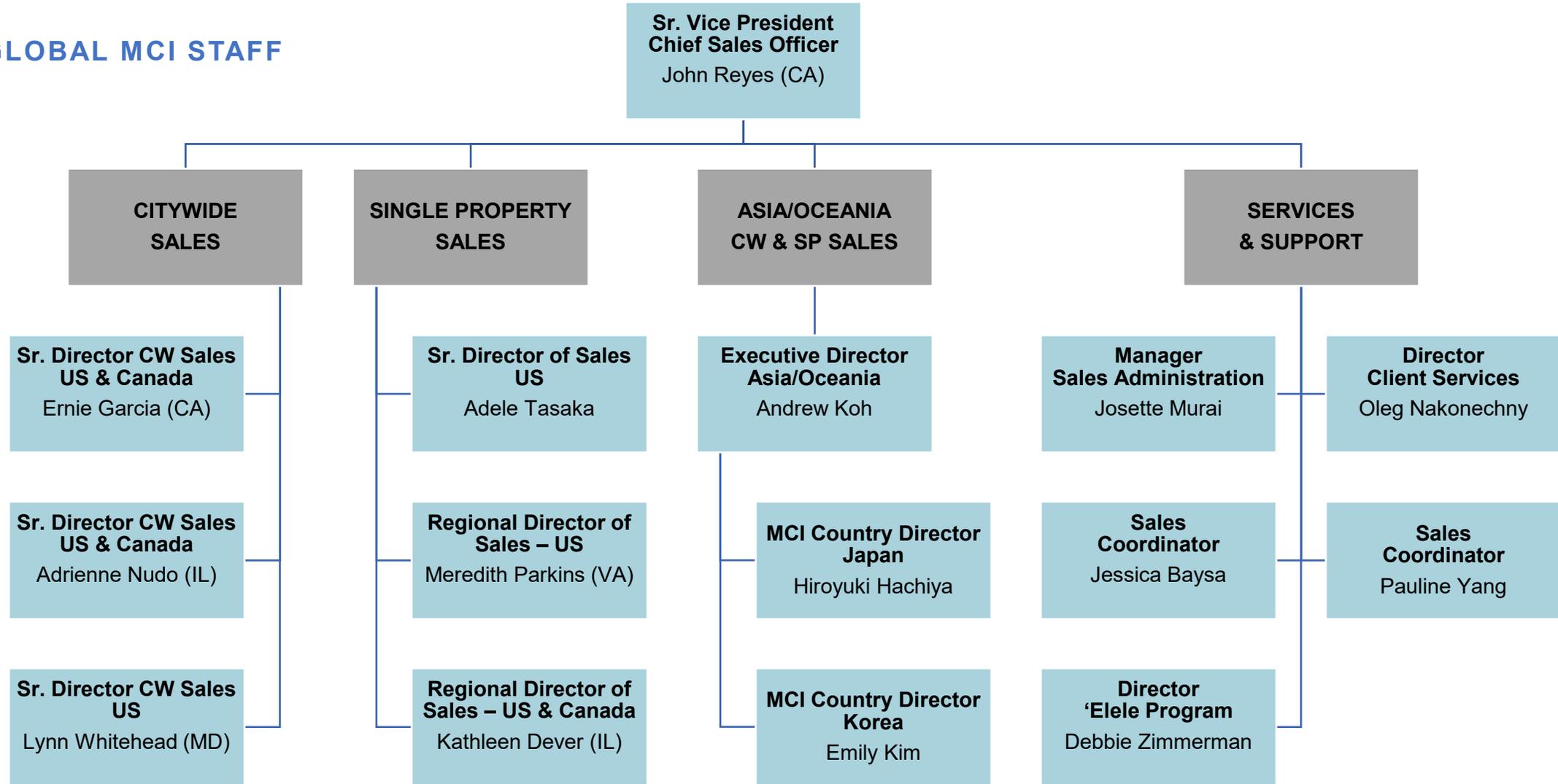
**HTA BRANDING STANDING
COMMITTEE
GLOBAL MCI INITIATIVES
Wednesday April 27, 2022**

John Reyes

Senior Vice President

Chief MCI Sales Officer

GLOBAL MCI STAFF



PRIORITIES & 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 2031 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**

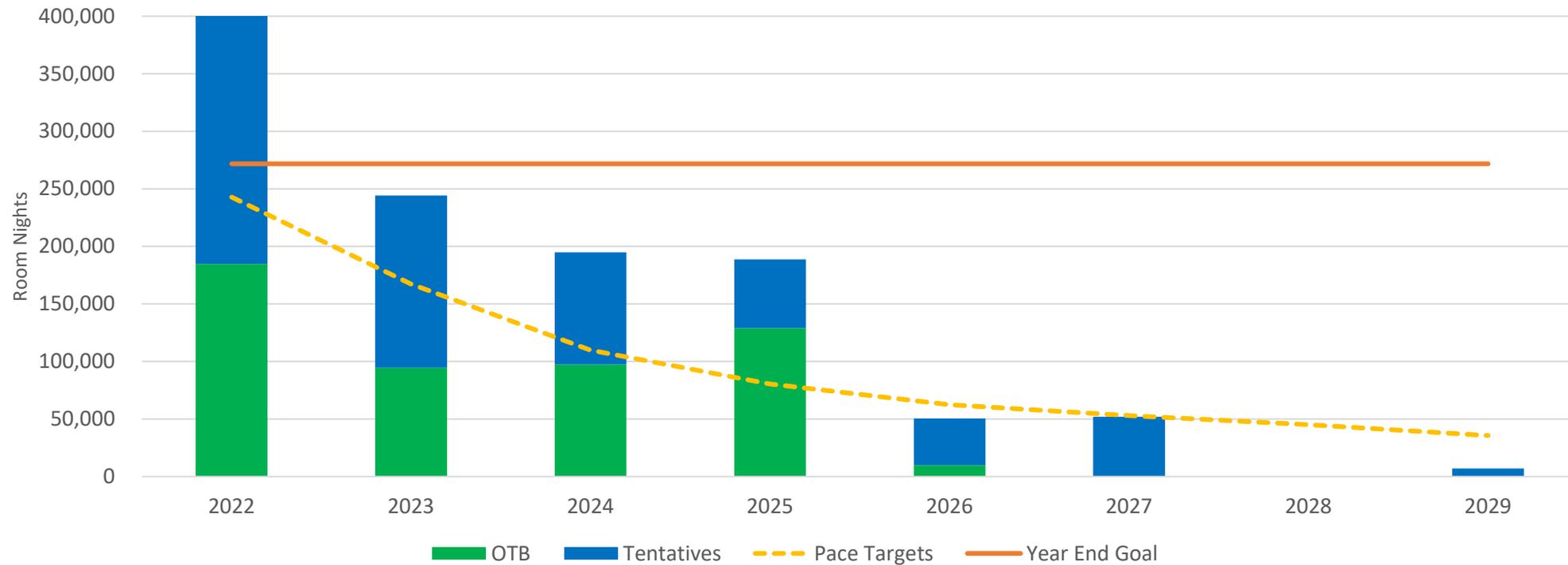


PACE & PRODUCTION

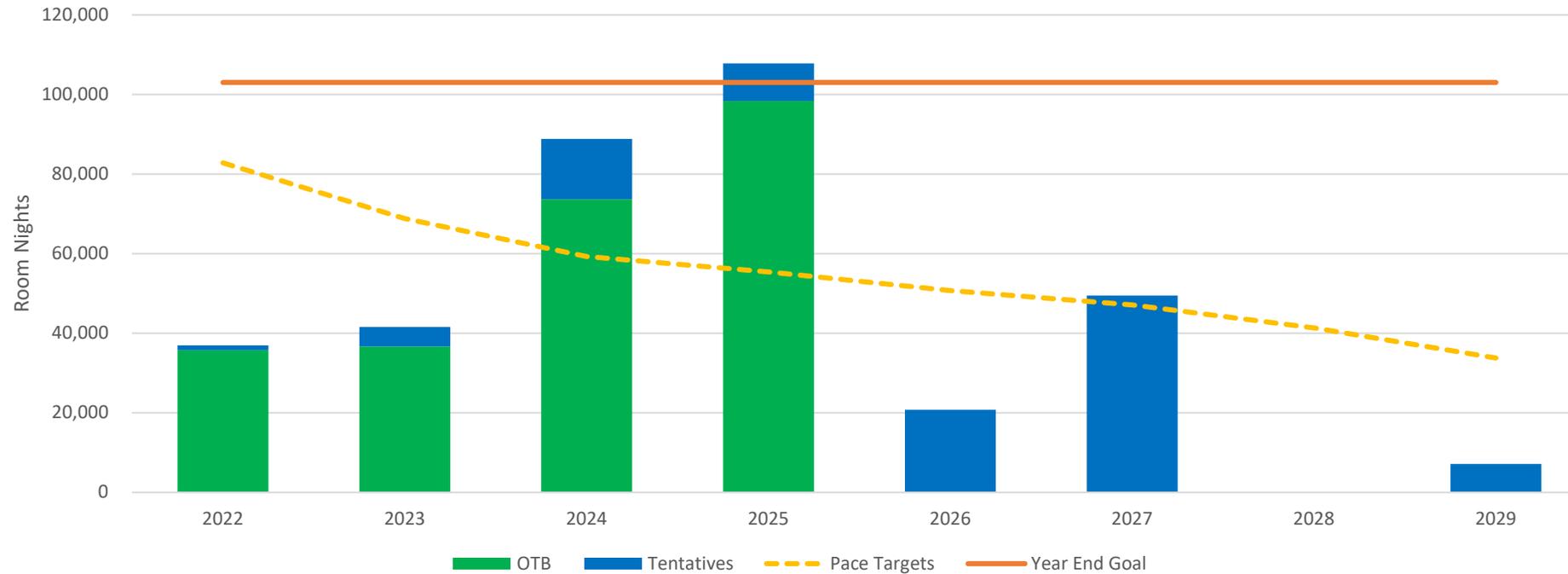


FUTUREPACE HAWAII 8 YEAR PACE

(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	+126%	9,740	8,319	+17%



CURRENT PRODUCTION VS. 2019

2022 Sales Production	2022 Annual Target	March 22 MTD	March 21 LYMTD	Variance	2022 YTD	2019 LYTD	Variance
Total Citywide Tentative RN	207,750	1,050	28,200	-97%	19,196	9,672	+98%
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	151,213	-22%
Total Single Property Definite RN	153,600	8,413	3,722	+126%	9,740	11,778	-18%



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!

