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)

<table>
<thead>
<tr>
<th>Month</th>
<th># of Definite Bookings</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 2022</td>
<td>18</td>
</tr>
<tr>
<td>May 2022</td>
<td>14</td>
</tr>
<tr>
<td>June 2022</td>
<td>14</td>
</tr>
</tbody>
</table>
# Tentative Local Bookings for Next 3 Months

<table>
<thead>
<tr>
<th>Start Date</th>
<th>End Date</th>
<th>Event Name</th>
<th>Forecast Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>05/14/22</td>
<td>05/14/22</td>
<td>Hawaiian Republican Party Convention and Banquet</td>
<td>350</td>
</tr>
<tr>
<td>06/06/22</td>
<td>06/07/22</td>
<td>HTJ Japan Summit</td>
<td>250</td>
</tr>
<tr>
<td>07/15/22</td>
<td>07/20/22</td>
<td>PSI Seminars</td>
<td>100</td>
</tr>
<tr>
<td>07/29/22</td>
<td>07/30/22</td>
<td>Hawaii Home Buyers &amp; Remodeling Expo 2022</td>
<td>1,000</td>
</tr>
<tr>
<td>07/29/22</td>
<td>07/31/22</td>
<td>Aloha Region Friendship Tournament</td>
<td>2,000</td>
</tr>
<tr>
<td>07/30/22</td>
<td>07/30/22</td>
<td>Na Hoku Hanohano Awards</td>
<td>1,000</td>
</tr>
</tbody>
</table>
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)**
TERI ORTON

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

BY CHRISTINA CROWLEY | ccrowley@staradvertiser.com

We recently checked in with Teri Orton, general manager of the Hawaii Convention Center, which manages, operates, and oversees the convention center operations, hospitality, and the impacts of Conven.

“Fines allow us to be more efficient,” Orton noted. “In the past, the Center did not have a system in place to track fines. Now, we have a system in place that allows us to track fines and make deeper connections.

For the Hawaii Convention Center, fines allow us to be more efficient. We are currently working on a new system to track fines and make deeper connections.

Star Advertiser, HHRS feature article

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

By Abbie Schupack | March 31, 2022

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

Pacific Business News

Q&A Feature

Meetings. Conventions. And Everything in Between

From meetings and trade shows to sports tournaments, book your next event at the Hawaii Convention Center. Contact us at info@hcc.com or visit hawaiiconventioncenter.com

½ Ad Pacific Business News

Upcoming placement dates: May 13 and 27
GLOBAL MCI STAFF

Sr. Vice President
Chief Sales Officer
John Reyes (CA)

CITYWIDE SALES

Sr. Director CW Sales US & Canada
Ernie Garcia (CA)

Sr. Director CW Sales US & Canada
Adrienne Nudo (IL)

Sr. Director CW Sales US
Lynn Whitehead (MD)

SINGLE PROPERTY SALES

Sr. Director of Sales US
Adele Tasaka

Regional Director of Sales – US
Meredith Parkins (VA)

Regional Director of Sales – US & Canada
Kathleen Dever (IL)

ASIA/OCEANIA CW & SP SALES

Executive Director Asia/Oceania
Andrew Koh

MCI Country Director Japan
Hiroyuki Hachiya

MCI Country Director Korea
Emily Kim

ASIA/OCEANIA CW & SP SALES

Sr. Director of Sales US
Adele Tasaka

Regional Director of Sales – US
Meredith Parkins (VA)

MCI Country Director Japan
Hiroyuki Hachiya

MCI Country Director Korea
Emily Kim

SERVICES & SUPPORT

Manager Sales Administration
Josette Murai

Director Client Services
Oleg Nakonechny

Sales Coordinator
Jessica Baysa

Sales Coordinator
Pauline Yang

Sales Coordinator ‘Elele Program
Debbie Zimmerman

Unless otherwise noted, staff located in HVCB Corporate Office
PRIORITIES & ACTIVITIES
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
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 / HAWAI‘I MEDICAL ASSOCIATION
PACE & PRODUCTION
FUTUREPACE HAWAI‘I 8 YEAR PACE
(CITYWIDE & SINGLE PROPERTY)
FUTUREPACE
CONVENTION CENTER 8 YEAR PACE
# Current Production vs Last Year

<table>
<thead>
<tr>
<th>2022 Sales Production</th>
<th>2022 Annual Target</th>
<th>March 22 MTD</th>
<th>March 21 LYMTD</th>
<th>Variance</th>
<th>2022 YTD</th>
<th>2021 LYTD</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Citywide Tentative RN</strong></td>
<td>207,750</td>
<td>1,050</td>
<td>28,200</td>
<td>-97%</td>
<td>19,196</td>
<td>33,975</td>
<td>-58%</td>
</tr>
<tr>
<td><strong>Total Citywide Definite RN</strong></td>
<td>67,450</td>
<td>7,695</td>
<td>0</td>
<td>Up</td>
<td>7,695</td>
<td>0</td>
<td>Up</td>
</tr>
<tr>
<td><strong>Total Single Property Tentative RN</strong></td>
<td>571,900</td>
<td>41,951</td>
<td>49,738</td>
<td>-16%</td>
<td>118,982</td>
<td>107,088</td>
<td>+11%</td>
</tr>
<tr>
<td><strong>Total Single Property Definite RN</strong></td>
<td>153,600</td>
<td>8,413</td>
<td>3,722</td>
<td>+126%</td>
<td>9,740</td>
<td>8,319</td>
<td>+17%</td>
</tr>
</tbody>
</table>
# CURRENT PRODUCTION VS. 2019

<table>
<thead>
<tr>
<th></th>
<th>2022 Sales Production</th>
<th>2022 Annual Target</th>
<th>March 22 MTD</th>
<th>March 21 LYMTD</th>
<th>Variance</th>
<th>2022 YTD</th>
<th>2019 LYTD</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Citywide Tentative RN</td>
<td>207,750</td>
<td>1,050</td>
<td>28,200</td>
<td>-97%</td>
<td></td>
<td>19,196</td>
<td>9,672</td>
<td>+98%</td>
</tr>
<tr>
<td>Total Citywide Definite RN</td>
<td>67,450</td>
<td>7,695</td>
<td>0</td>
<td>Up</td>
<td></td>
<td>7,695</td>
<td>0</td>
<td>Up</td>
</tr>
<tr>
<td>Total Single Property Tentative RN</td>
<td>571,900</td>
<td>41,951</td>
<td>49,738</td>
<td>-16%</td>
<td></td>
<td>118,982</td>
<td>151,213</td>
<td>-22%</td>
</tr>
<tr>
<td>Total Single Property Definite RN</td>
<td>153,600</td>
<td>8,413</td>
<td>3,722</td>
<td>+126%</td>
<td></td>
<td>9,740</td>
<td>11,778</td>
<td>-18%</td>
</tr>
<tr>
<td>CY Year</td>
<td># Tentative Events by Year</td>
<td>Tentative Rooms by Year</td>
<td>Active Close</td>
<td>Definite RN Impact</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------</td>
<td>----------------------------</td>
<td>--------------------------</td>
<td>--------------</td>
<td>--------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td>8</td>
<td>83,066</td>
<td>2</td>
<td>1,950</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2023</td>
<td>6</td>
<td>20,394</td>
<td>2</td>
<td>14,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2024</td>
<td>6</td>
<td>40,565</td>
<td>0</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2025</td>
<td>4</td>
<td>17,154</td>
<td>2</td>
<td>29,850</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2026</td>
<td>5</td>
<td>81,149</td>
<td>4</td>
<td>41,287</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2027</td>
<td>4</td>
<td>78,230</td>
<td>1</td>
<td>42,200</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2028</td>
<td>2</td>
<td>19,960</td>
<td>0</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2029</td>
<td>4</td>
<td>68,139</td>
<td>0</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2030</td>
<td>1</td>
<td>29,250</td>
<td>0</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2033</td>
<td>1</td>
<td>12,470</td>
<td>1</td>
<td>12,470</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>41</td>
<td>418,007</td>
<td>12</td>
<td>141,757</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
MAHALO!