



**HTA Board Update**  
**GLOBAL MCI SALES**  
**October 2022**

# ***New Citywide Bookings***

<b>NEW CITYWIDE BOOKINGS</b>	<b>EVENT DATE</b>	<b>ATTENDEES</b>	<b>TOTAL ROOM NIGHTS</b>	<b>EEI</b>
Applied Materials	Nov. 22-Dec. 3, 2023	1,000	6,210	\$11.8 M
International Conference Machine Learning	July 22-Aug. 1, 2023	9,000	13,040	\$57.2 M
<b>TOTAL</b>		<b>10,000</b>	<b>19,250</b>	<b>\$69.0 M</b>
*License Agreements signed October 2022				

# *Tentative Citywide Events*

TENTATIVE GROUP BOOKINGS	YEAR	ATTENDEES	TOTAL ROOM NIGHTS	EEI
1	2024	6,000	12,536	\$36.1 M
1	2026	4,500	4,967	\$27.0 M
1	2027	18,000	42,200	\$144.3M
<b>Total 3</b>		<b>28,500</b>	<b>59,703</b>	<b>\$207 M</b>

# ***IMEX AMERICA 2022***

*October 9 – 13, 2022 Las Vegas*

- Largest MCI trade show in the U.S.
- Show attendance: 12,000 (vs. 13,500 in 2019)
- Meet Hawai'i booth: 26 Hawai'i MCI suppliers
- Customer appointments: 601 (vs. 776 in 2019)
- 3 Citywide customer appointments for business in 2024, 2026 & 2027
- Single property appointments with customers researching 2023 and 2024 programs for Hawai'i
- Strong Oceania attendance; Meet Hawai'i Asia/Oceania Team had appointments with international customers



WOMEN OWNED

Austin

DALLAS

3500  
D

FORT WORTH



Meet HAWAII



RECONNECT WITH YOUR TEAM

LIVE

Hawai'i  
Maui  
Lāna'i  
Molokai  
O'ahu  
Kauai

Meet HAWAII  
Kauai • O'ahu • Molokai • Lāna'i • Maui • Hawai'i