

# **GLOBAL MCI SALES UPDATE**

## **HTA Budget, Finance & Convention Center Standing Committee Meeting**

**October 25, 2023**

**John Reyes,**

**Senior Vice President, Chief MCI Sales Officer**



# MĀLAMA MAUI UPDATE

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# MAUI RECOVERY

## Budget Recap

October – December 2023

MCI	
Retention & Business Development	\$200,000
Strategic Partners	\$400,000
<b>Total:</b>	<b>\$600,000</b>

# MAUI RECOVERY

## Retention

- To date retained three MCI Groups for Maui

## MCI Outreach

- Four Strategic Partnerships (SITE, Northstar Meetings, Helms Briscoe and HPN)
  - Working on two additional Strategic Partnerships
  - IMEX America 2023
    - 15,000 attendance
    - SITE Reception Meet Hawai'i Booth
    - On Site Media Interviews
- #EventProfessionals  
Smart Meetings  
NorthStar Meetings



Skift  
MEETINGS

Destination

Maui Loses \$11 Million a Day as Visitors Stay Away

Rayna Katz  
7/29, 4:17-4:41 EDT



Breaking  
**Hawai'i is Open for Business**  
By Erin G. Parsley | August 23, 2023

1 Advice from Meet Hawai'i on supporting the islands in wake of Lahaina fires

2 Meeting professionals watching images of devastation from the city of Lahaina on the island of Maui may be asking if it is safe or even prudent to bring groups to the Hawaiian Islands now. Smart Meetings reached out to John Reynolds, senior vice president and chief sales officer of Meet Hawai'i, to ask how meeting planners can best support their counterparts in Hawai'i right now.

# SALES PRODUCTION UPDATE



# DEFINITIONS

## Sales Production

- New volume of events and room nights for any future year

## Consumption

- On the Books (OTB)
- OTB booked events and room nights in the year they occur



# CITYWIDE SALES PRODUCTION

## September 2023 Year-to-Date (YTD)

Citywide Room Nights	Sept 2023	Sept 2022	Variance	2023 YTD	2022 YTD	Variance
Citywide Definite RN	0	0		91,977	40,572	+127%
Citywide Tentative RN	26,763	0		335,000	195,507	+71%

As reported in Meet Hawai'i Global draft MCI Status Report - September 2023



# **FUTURE PACE (Consumption)**

Citywide Events Booked at HCC

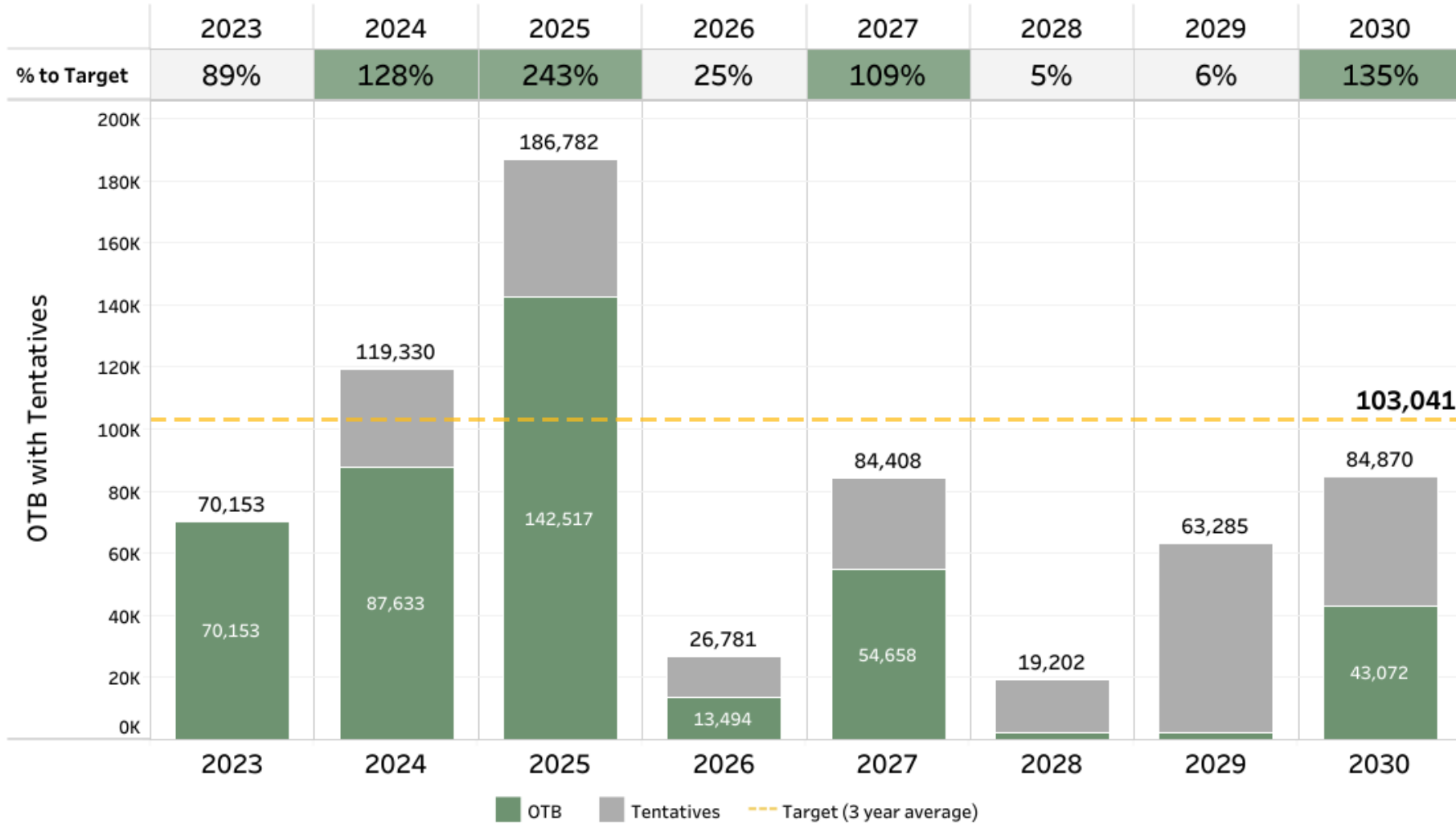




# Hawai'i 8 Year Future Pace for Citywide

Number of events and room nights on the books against a 3-year average target. Data last refreshed on 10/21/2023 11:21 PM

- Citywide
- Single Property



# HCC BOOKING TREND (CONSUMPTION)

Calendar Year	09/20/23	10/10/23
2020	3	3
2021	0	0
2022	8	8
2023	15	15
2024	13	13
2025	10	10
2026	2	2
2027	4	4
2028	1	1
2029	1	1
2030	2	2
Total	59	59

Updated 10/10/23



# Events Strategy

## Sales Production

- Meet Hawai'i and HCC collaborating on Joint Event Goal for greater alignment
- Focused on hiring Corporate Citywide Seller (Book short-term corporate opportunities)
- CY 2024 introduced Citywide Team and Individual Event Goal
- Targeting Citywide Tentative Events for 2026 – 2030



# Citywide Room Nights + Event Focus

CY	EVENTS OTB	EVENTS TARGET	EVENTS VARIANCE	% VARIANCE	Events LTB	EVENTS TENTATIVE	EVENT GOAL	FuturePace Definite RN
2024	13	9	4	+44%	13	9	28	127%
2025	10	7	3	+43%	18	8	28	242%
2026	2	5	(3)	-60%	26	3	28	25%
2027	4	4	0	0%	24	2	28	105%
2028	1	3	(2)	-67%	27	2	28	5%
2029	1	2	(1)	-50%	27	3	28	6%
2030	2	2	0	0%	26	3	28	135%



# Calendar Year End 2023 Event Focus

Calendar Year	Convention Center Events On the Books	Forecasted to Close by End CY 2023	Total
2023	15	0	15
2024	13	5	18
2025	10	6	16
2026	2	3	5
2027	4	1	5
2028	1	2	3



**MAHALO!**

