



HAWAII TOURISM

JAPAN

Japan Market Update

Eric Takahata

Managing Director

JAPAN VISITOR ARRIVALS

	2024 YTD (Feb)	2019 YTD (Feb)	% vs. 2019
Expenditure (\$ Millions)	160.80	338.90	-52.50%
Visitor Arrivals	108,627	241,041	-54.94%
Visitor Days	667,887	1,406,769	-52.52%
Length of Stay	6.15	5.84	5.31%
Per person per day (\$)	241.80	240.93	0.36%



OUTBOUND TRAVEL & BOOKING PACE

Number of Japanese departing in Feb. 2024 was 63.8% recovery vs. 2019

Airlines & FIT

- Post golden week booking improve
- Advance bookings are well underway for affluent and repeat business class travelers

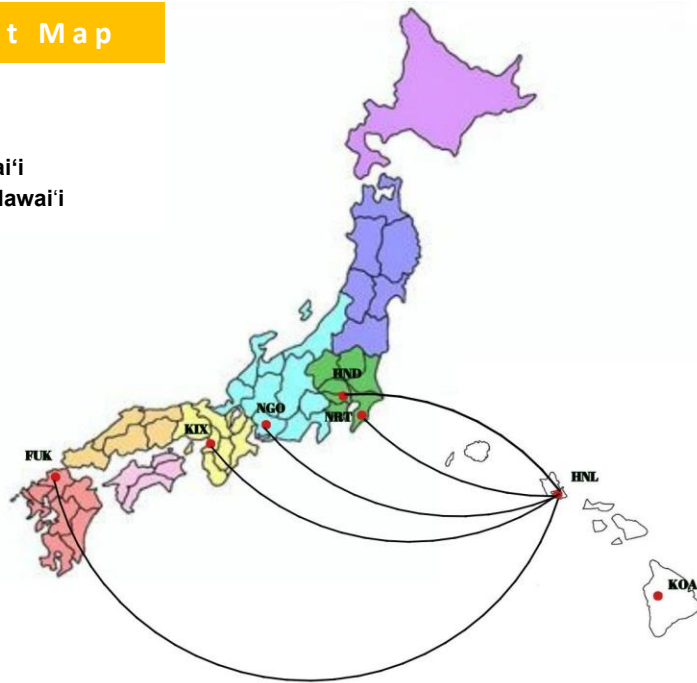
Wholesale

- Bookings for summer vacation, Silver Week, and year-end and New Year's holidays are starting

Travel Awareness Survey (6,441 respondents as of 4/11)

- Booking lead time 91+days
- Plans to travel between Oct. – Dec.
- Length of stay average 5 nights – 8 nights

- Direct flights to Hawai'i
- Suspended direct flights to Hawai'i
- ▲ Suspended chartered flights to Hawai'i



AIR SEAT SYNOPSIS

Top 5 % Share by Area (2019)

Kanto/Narita/Haneda

Kinki/Kansai

Chubu/Nagoya

Kyushu/Fukuoka

Tohoku

	Flights			Seats		
	2024	2019	%Change	2024	2019	%Change
24-Apr	376	634	-40.7%	111,476	158,756	-29.8%
24-May	399	641	-37.8%	116,825	161,248	-27.5%
24-Jun	385	610	-36.9%	112,742	155,388	-27.4%
Total	1,160	1,885	-38.5%	341,043	475,392	-28.3%

PACKAGE COST COMPARISON

March 2024

Night	Hawai'i	Guam	Australia	Seoul	Taiwan	Bangkok	Paris
4NT	¥348,000	¥236,850	¥284,325	¥94,700	¥115,550	¥142,850	¥420,400
3NT	¥334,300	¥213,300	¥239,975	¥82,100	¥104,700	¥131,800	NA

April 2024

Night	Hawai'i	Guam	Australia	Seoul	Taiwan	Bangkok	Paris
4NT	¥398,600	¥277,300	¥341,900	¥151,400	¥124,000	¥209,750	¥399,400
3NT	¥406,400	¥234,800	¥322,150	¥163,200	¥158,400	¥191,300	NA



An aerial photograph of a rugged, mountainous landscape. The terrain is covered in lush green vegetation, with some rocky outcrops visible. In the background, a vibrant turquoise ocean meets a sandy beach. The overall scene is bright and scenic.

MARKETING IMPLEMENTATION



旅、はじめるなら
 やっぱり
 HAWAII!

HAWAIIAN
 ISLANDS

おもいっきり、ご褒美はじめよう。
 めいっばい、観光行はじめよう。
 無制限で、青春はじめよう。
 全力で、恋はじめよう。
 すべて忘れて、自分磨きはじめよう。

食べて、遊んで、学んで、癒えて。
 取り戻すには十分すぎる、
 色とりどりの体験がここにある。
 誰にとっても、優雅で、開放的で、安心で、
 非日常的な体験がここにある。

もう一度あの、眩いほどに輝ける
 旅、はじめるなら、やっぱりハワイ。



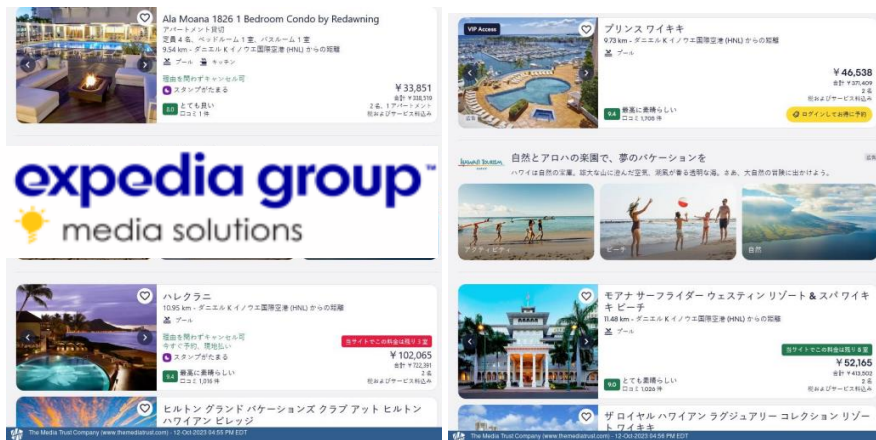


YAPPARI HAWAI'I (IT'S GOTTA BE HAWAI'I)

- Distribute through TV, outdoor, taxi signage, newspaper, consumer magazine advertising
- Plan effective social digital advertising and campaign

Advertising result: 217,874,953 impressions as of 3/31

- Expedia “Yappari Hawai’i” Special Campaign
- 2nd Phase new video creation (Family & Couple)



HTJ NEW CREATIVE / DIGITAL MARKETING



**6 Island Experience Video
O'ahu & Island of Hawai'i & Kaua'i**



**Play Golf, Play Hawai'i
O'ahu & Island of Hawai'i**

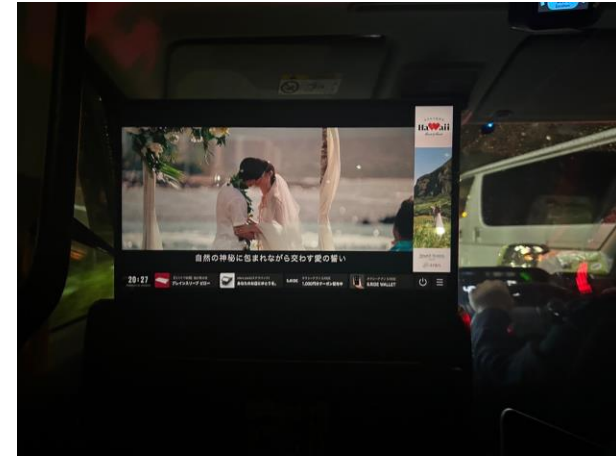
Romance Promotion

- Continue with industry-wide campaign to increase booking pace by promoting wedding products
- Organize wedding events and reach target segment with digital marketing initiatives

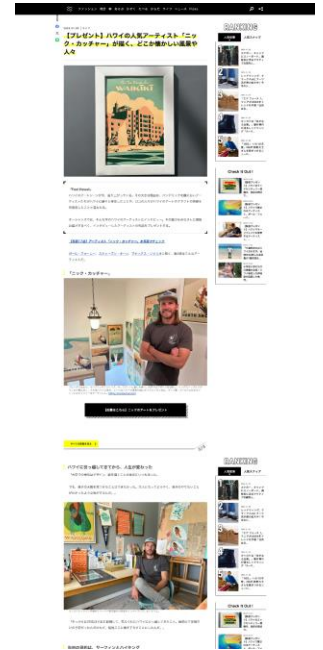
Advertising result: 25,151,614 impressions as of 3/31



ROMANCE PROMOTION



PUBLIC RELATIONS



316 stories generated from earned print, digital, and broadcast as of 3/31

PRIVATE SECTOR COLLABORATION

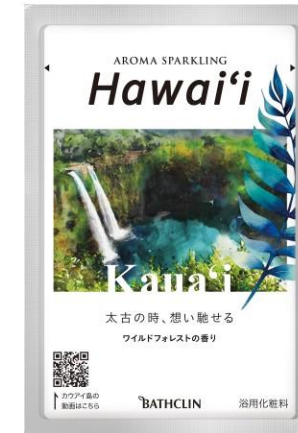
Partner with well-known nationwide companies to draw on the power of their consumer data and drive the messaging to broad audiences across Japan.



Calbee Frugra
Tropical Coconut Flavor
March – August 200,000 bags



Bathclin
Aroma Sparkling Hawai'i Bath Salt
March - 300,000 boxes



Airline Co-op

Japan Airlines

- Print, OOH, Digital advertisement
- TV media tie-up
- 70th year anniversary campaign
- Island of Hawai'i promotion
- ZIPAIR
 - Enhance experiences for target markets
 - Digital advertisement
- ANA
 - Mega Press FAM
 - Media tie-up
 - Social Media Campaign

INDUSTRY PARTNER COLLABORATION



ANA Japan
11月12日

音楽や文化交流イベント「ANA 'Aha Mele」をハワイホノルルにて開催

11/18 (土) に Blue Note で開催される辻井伸行さんのランチコンサートチケットは完売いたしました！

11/19 (日) には Waikiki Shell にて辻井伸行さんのピアノコンサートが行われます🎹🎵
こちらはチケット販売中👉
ハワイの地元アーティストとの共演も予定しています🎵
音楽を通じてハワイと繋がる🎵🎵
<https://ana.ms/3QXjB4N>



TRAVEL TRADE EDUCATION

HTJ x Hawaii Kai Seminars, Workshops and Webinars

3/26 Workshop in Nagoya: 80 pax

3/28 Online Seminar: Romance Theme 100 pax

5/15 Workshop in Tokyo: 200 pax

5/23 Online Seminar: MCI 100 pax

6/18-6/20 Workshop in Osaka 120 pax, Okayama 50 pax, Hiroshima 50 pax

Early July Online Seminar: Edu-Tourism 100pax

Mid October Workshop in Fukuoka 50 pax, other Kyushu (Miyazaki, Oita) 30 pax

Early November Online Seminar 150 pax



JAPAN SUMMIT

4/25 (Thu) Hawai'i Convention Center

10:00-12:00 Hawai'i Seminar & Keynote speech

- Hawai'i Tourism Japan (Updates and initiatives)
- Expedia (Traveler trends in Japan)
- Mynavi Wedding (Wedding market trends in Japan)
- YOMIKO (Social Media trends in Japan)

12:30-13:30 Luncheon

14:00-17:30 BtoB Trade Show

18:00-19:30 Dinner Reception

Japan: 115 participants (26 companies, 3 media)

Hawai'i: 120 participants (64 companies)





6/1 (Sat.)
6/2 (Sun.)
EBIS303
PORTAL POINT
-Ebisu-

35 Companies

- 9 Airlines & Travel Agency
- 7 Hotels
- 10 Attractions
- 8 Made in Hawai'i companies
- 1 Beverage



TOURISM EXPO JAPAN & JAPAN MISSION



■ Media Event
9/25 (Wed) 10:00~14:00

■ Mahalo Reception
9/25 (Wed) 19:00~21:00
Imperial Hotel

■ Tourism EXPO JAPAN
9/26 (Wed) ~29(Sun)
Tokyo Big Sight
✂ Business Day, 9/26-27
✂ General Day, 9/28-29



2024 MEDIA & TRAVEL AGENT FAM

Travel Agents

4/26
Japan Summit FAM
(80 pax)

Jul
Wedding FAM

Jul
Education FAM

Sep
Travel Agent FAM

Dec
Education FAM

Media

4/20-4/23
Small Group FAM (Earth Day)

4/22-4/25
Small Group FAM (JIJI.com)

6/25-6/28
Groupe FAM (HTJ X ANA)

Jul~Dec
Small Group FAM (Golf)

Jul~Dec
Individual Media FAM (GINA)

Jul~Dec
Individual Media FAM (Kaua'i)

Jul~Dec
Individual Press Tour
(O'ahu & Hawai'i Updates)





MADE IN HAWAI'I PRODUCTS PROMOTION

- Partner with DBEDT to increase and seek for the future possible opportunities such as antenna shop for made in Hawai'i products to be available in Japan
- Develop, communicate and organize opportunities to promote Made in Hawai'i products in events
- Produce articles/stories on Made in Hawai'i products in Japanese
- Approach target media to increase media coverage
- Diffuse stories of Made in Hawai'i products/businesses by working with industry partners

MAJOR HAWAI'I EVENTS IN JAPAN

Date	Event
4/20 – 4/21	Love Hawai'i Yokohama
5/24 – 5/26	JST Nagoya Hawai'i Festival
6/1-6/2	Hawai'i EXPO Aloha Tokyo May Day event
6/4 – 6/9	Nagoya Takashimaya Hawai'i Fair
6/8 – 6/9	Aloha Yokohama
7/3 – 7/8, 7/10 – 7/15	Hankyu Hawai'i Fair
7/24 – 7/29	Namba Takashimaya Hawai'i Fair
7/31 – 8/5	Kyoto Takashimaya Hawai'i Fair
9/21 – 9/23	Fukuoka RKB Aloha Monarch Hawai'i Festival
TBD	Haneda Event



MAHALO!

HAWAII TOURISM
JAPAN

