



**Hawai'i Tourism Authority  
Brand Standing Committee Meeting  
MCI Update**

July 23, 2024

# Meet Hawai'i

Meet Hawai'i is a collaboration of the Hawai'i Visitors and Convention Bureau (HVCB) and Hawai'i Convention Center (HCC) to reinforce the brand of the Hawaiian Islands as a world-class destination for business meetings, conventions, and incentive programs.

The marketing efforts of the Meet Hawai'i Team are overseen by the Hawai'i Tourism Authority (HTA). Our mission aligns with HTA's four pillars:

- Natural Resources
- Hawaiian Culture
- Community
- Brand Marketing



# Meet Hawai'i Sales Teams



## Citywide Sales Team

- Contracts groups outside of 13 months of arrival.
- 1K+ attendees | 2+ hotels | HCC

## Client Services Team

- Manages logistics for contracted clients for the destination. For citywide clients, they handle all services outside of HCC.
- Connects clients with various vendors & community support needed for a successful conference.
- Pre-promotion: Attendance building and PR.

## Single Property Team

- Contracts self-contained hotel meetings; 10+ rooms on peak; all islands.



## Local Sales Team

- Contracts local meetings; within 13 months of arrivals.

## Event Management Team

- Manages all HCC logistics and services for contracted clients inside the building.



# Questions from June BSCM

- **FESTPAC**
  - Question: FESTPAC – Utilize the momentum of FESTPAC to connect with Asia/Oceania Groups.
  - Action: Collaboration is taking place with our Oceania team to target groups from Australia/NZ where we can obtain the most impact.
- **Okinawa Festival:**
  - Question: How can we work with our team to bring more people into this festival?
  - Action: Our Asia team is reaching out to JTB to help promote all of the festivals we have in the building.



# Meet Hawai'i: MCI's Importance to Hawai'i

## Economic Impact: 2022 (awaiting 2023 data)

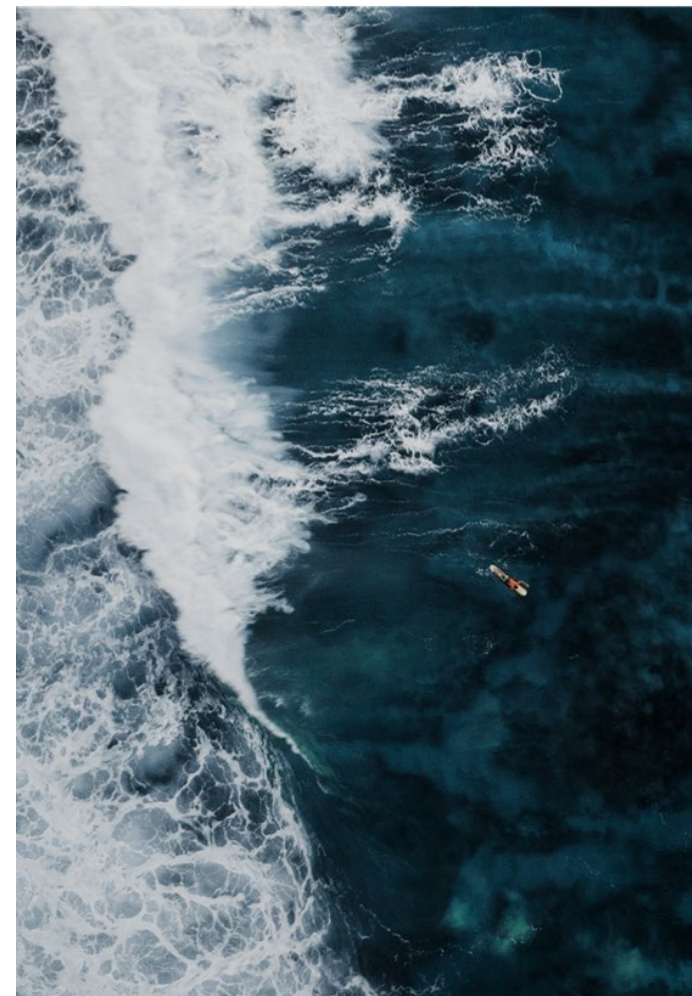
- Offshore events generate **\$808B** in total meeting attendee expenditures for the state of Hawai'i.
- Meet Hawai'i's citywide/single property teams generated **\$452.2M** (56%) of the total meeting attendee expenditures.

## MCI offshore business is a significant driver of Hawai'i's economy.

- Higher spending, distributes spending to all islands, creates compression which drives higher ADR, Pre/Post stays

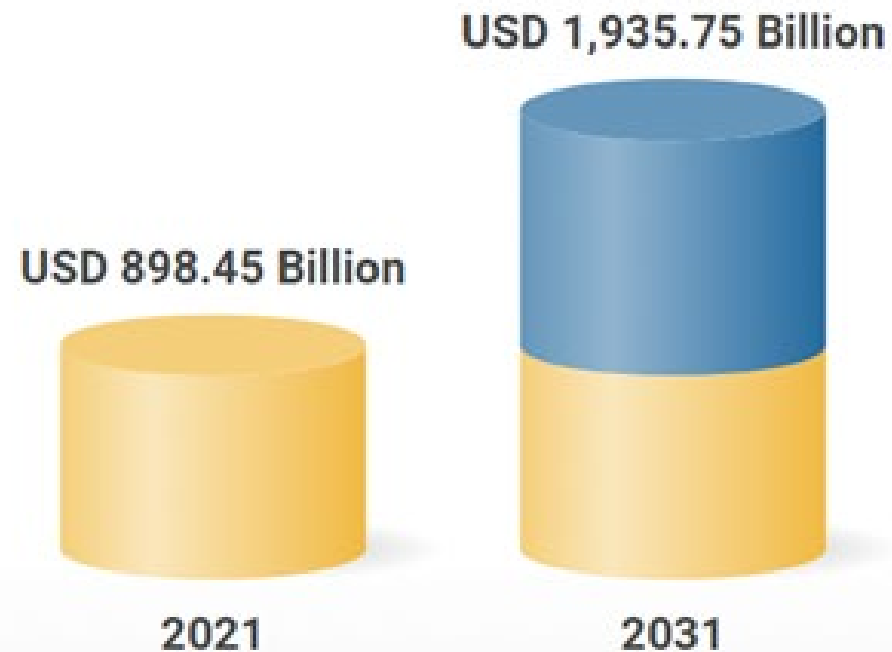
## MCI Business sales and marketing process is unique

- Sales: Longer sales cycle, complexity and customization, decision making process.
- Marketing: Content and messaging, targeted digital media, industry relations and strategic partnerships, commitment to sustainability and DEI.



## Global Meetings, Incentives, Conferences, and Exhibitions (MICE) Market

Market forecast to grow at a CAGR of 8.0%



<https://www.researchandmarkets.com/reports/5982233>

# INDUSTRY MARKET TRENDS



- The incentive segment is expected to be the fastest growing segment in the market segmented by service type, at a CAGR of 9.3% during 2023 - 2028.
- Sales lead volume - up +18.8% in Q1 2024 over Q1 2019; Tentative room nights and attendance are also up over 2019.
- Planner optimism continues to grow. Over 60% of planners are reporting they will plan more meetings in 2024 than they did in 2023
- Rising costs remain planners' top concern
- International attendees, especially Japanese, are more likely to participate in CSR/Community Give Back Programs

# MEET HAWAI'I UPDATE



- Developing digital messaging strategy targeting incentive groups for all islands
- Q2 production is soft due to signings pushed into Q3
- Short term booking cycle will continue into 2025 for both citywide and single property events
- Allocating incentive dollars to secure key citywide and single property event
- Focused attention on Definite 2024/2025 citywide groups to ensure maximum rotation potential for future years



# STRATEGIC FOCUS



- **Enhance incentive program** for both single property and citywide to direct need time frames, push short-term opportunities now, remain competitive.
- **Refine sales strategy** with key corporate, incentive houses and third parties to ensure Hawai'i is top of mind.
- **Strengthen partnership with stakeholders** to support and secure key industry events in Hawai'i.
- **Increase communication** from Meet Hawai'i team with key on-island community stakeholders.
- Update and implement **revised operational guidelines** for client services team.
- **Reinforce the benefits** of Meet Hawai'i groups to local community, especially with our 'Elele program.

# CITYWIDE SALES PRODUCTION

June 2024 vs. June 2023

June 2024 Sales Production	June 2024	June 2023	Variance	2024 YTD	2023 YTD	Variance
Citywide Definite RN	6,989	41,300	-83%	62,830	63,713	-1%
Citywide Tentative RN	8,300	62,240	-87%	146,705	201,202	-27%

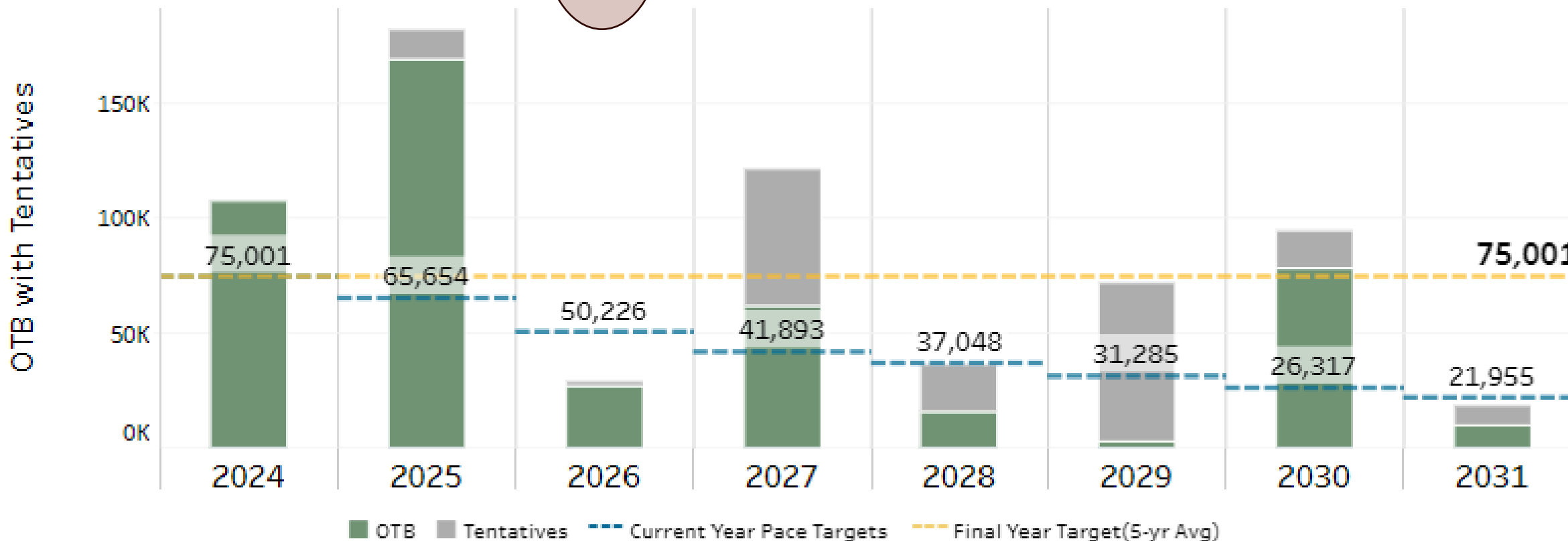
Data prepared for June 2024 MER

# Hawai'i Future Pace for Citywide – Definite Room Nights

Total room nights on the books against a 5-year average target. (2017, 2018, 2019, 2022, 2023)

Data last refreshed on 7/1/2024.

	2024	2025	2026	2027	2028	2029	2030	2031
% to Pace Target	143%	258%	54%	148%	42%	10%	297%	44%



# HCC Definite Bookings Calendar (offshore) 2024

Meeting Begin Date	Meeting End Date	Meeting Name	OTB Room Nights	Attendees	Economic Impact
1/13/2024	1/15/2024	TransPacific Volleyball Championships 2024	1,200	2,000	\$12,732,495.25
2/15/2024	2/18/2024	Hawaiian AAU Grand Prix 2024	800	2,000	\$4,166,998.45
2/29/2024	3/9/2024	NDIA - 2024 Pacific Operational Science and Tech Conf	1,138	1,600	\$5,123,671.14
4/13/2024	4/20/2024	AAG Annual Meeting 2024	6,097	4,500	\$47,085,428.87
4/30/2024	5/4/2024	Globe Life - AIL Convention 2024	4,559	2,500	\$14,162,758.07
5/5/2024	5/10/2024	Capricorn Biennial Convention 2024	3,948	700	\$3,115,680.70
5/9/2024	5/17/2024	CHI 2024 Conference	9,421	3,500	\$19,882,077.38
5/13/2024	5/23/2024	Global Games - Dance and Cheer 2024	2,035	2,500	\$17,309,337.23
5/19/2024	5/26/2024	2024 Delta Sigma Theta Sorority, Inc. - Farwest Regional	2,805	1,400	\$7,176,497.32
<del>5/23/2024</del>	<del>6/1/2024</del>	<del>2024 NCORE Annual Meeting</del>	<del>19,787</del>	<del>6,000</del>	<del>\$36,193,457.02</del>
6/20/2024	6/26/2024	ASPB 2024 Annual Meeting	6,047	1,600	\$8,863,139.55
7/7/2024	7/12/2024	2024 International Indoor Air	2,760	800	\$3,828,353.48
<del>8/2/2024</del>	<del>8/8/2024</del>	<del>Daito Kentaku 2024</del>	<del>12,000</del>	<del>6,000</del>	<del>\$29,673,149.54</del>
<del>8/11/2024</del>	<del>8/19/2024</del>	<del>Pokemon World Championships 2024</del>	<del>4,909</del>	<del>10,000</del>	<del>\$57,370,460.64</del>
9/12/2024	9/19/2024	154th American Fisheries Society 2024 Annual Meeting	5,972	1,500	\$7,689,104.28
<del>10/2/2024</del>	<del>10/16/2024</del>	<del>PRIME 2024</del>	<del>13,545</del>	<del>4,250</del>	<del>\$31,548,271.23</del>
10/15/2024	10/21/2024	SIOP Congress 2024	6,345	1,700	\$8,209,471.48
10/19/2024	10/25/2024	2024 AFCEA - TechNet Indo-Pacific	3,031	3,200	\$18,913,205.09
12/12/2024	12/17/2024	JALPAK-PRTEC Conference 2024	977	600	\$2,670,583.46

**107,376    56,350    \$335.7 M**

# HCC Definite Bookings Calendar (offshore) 2025

Meeting Begin Date	Meeting End Date	Meeting Name	OTB Room Nights	Attendees	Economic Impact
1/16/2025	1/21/2025	TransPacific Volleyball Championships 2025	1,300	2,000	\$9,425,353.63
2/6/2025	2/20/2025	Tandem Meetings   Transplantation & Cellular Therapy Meetings of ASTCT and CIBMTR	9,700	4,500	\$43,650,928.19
2/27/2025	3/8/2025	NDIA - 2025 Pacific Operational Science and Tech Conf	1,434	1,500	\$5,059,926.68
3/27/2025	4/5/2025	EO GLC 2025	2,765	1,500	\$10,715,138.86
4/22/2025	4/30/2025	Pediatric Academic Societies (PAS) Annual Meeting 2025	9,568	7,000	\$38,776,235.54
5/3/2025	5/7/2025	AAI 2025- IMMUNOLOGY 2025	7,695	4,600	\$23,579,909.78
5/8/2025	5/17/2025	ISMRM 2025 Scientific Meeting and Exhibition	19,550	6,500	\$41,075,194.39
5/22/2025	5/25/2025	Global Games - Dance and Cheer 2025	5,000	2,500	\$8,654,668.62
6/23/2025	6/29/2025	World Glaucoma Congress 2025	3,283	3,000	\$14,766,720.34
7/8/2025	7/19/2025	SCUP Annual Meeting 2025	5,325	1,400	\$9,085,840.05
7/18/2025	7/20/2025	2025 USJF/50th State Judo Association Nationals	304	1,000	\$3,059,106.00
8/1/2025	8/6/2025	Plant Health 2025	2,505	1,500	\$8,309,193.33
10/2/2025	10/9/2025	2025 Intl Congress (Intl Parkinson & Movement Dis Soc)	6,781	3,500	\$18,098,247.26
10/19/2025	10/25/2025	ICCV 2025 - The Intl Conference on Computer Vision	12,830	6,000	\$28,555,478.62
10/26/2025	10/31/2025	2025 AFCEA - TechNet Indo-Pacific	3,031	3,200	\$18,913,205.09
11/1/2025	11/19/2025	IFEBP 2025 Convention	40,400	7,000	\$67,713,724.75
11/17/2025	11/23/2025	Society for Neuro-Oncology 2025	5,900	2,500	\$12,014,540.15
12/13/2025	12/22/2025	2025 Intl Chemical Congress of Pacific Basin Soc	31,750	14,000	\$92,150,788.71

**169,121    73,200    \$453.6 M**

# SINGLE PROPERTY SALES PRODUCTION

June 2024 vs. June 2023

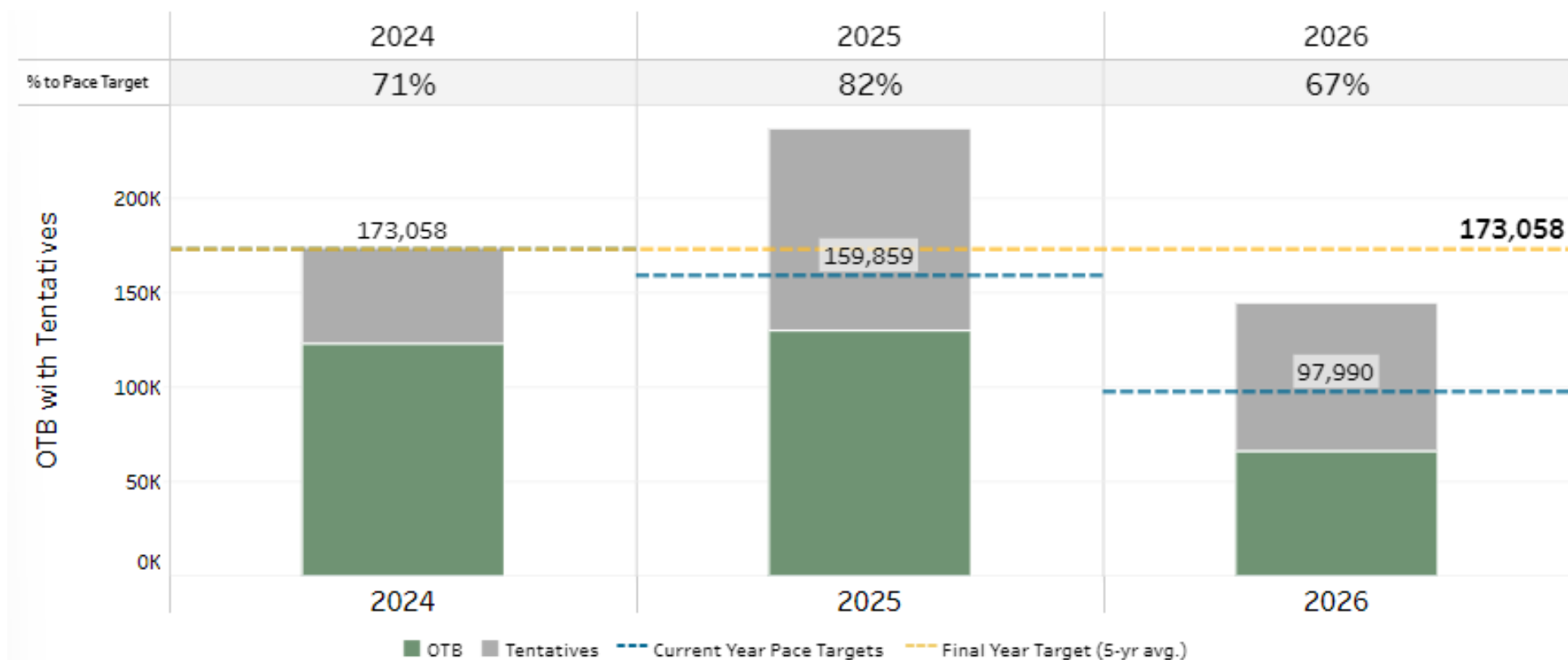
June 2024 Sales Production	June 2024	June 2023	Variance	2024 YTD	2023 YTD	Variance
Single Property Definite RN	23,185	10,126	+129%	45,266	38,957	+16%
Single Property Tentative RN	35,125	58,751	-40%	290,900	314,567	-8%

Data prepared for June 2024 MER

# Hawai'i Future Pace for Single Property – Definite Room Nights

Total room nights on the books against a 5-year average target. (2017, 2018, 2019, 2022, 2023)

Data last refreshed on 7/1/2024.



# SINGLE PROPERTY PRODUCTION BY ISLAND

June 2024 YTD

	Tentative Rooms	Economic Impact	Definite Rooms	Economic Impact
Island of Hawai'i	114,193	\$192.0M	14,666	\$26.5M
Kaua'i	88,914	\$139.0M	10,725	\$22.9M
Lāna'i	10,576	\$15.4M	0	\$0.0M
Maui	146,661	\$249.1M	4,889	\$6.4M
O'ahu	248,496	\$480.3M	14,986	\$26.4M
<b>Totals</b>	<b>608,840</b>	<b>\$1,075.8M</b>	<b>45,266</b>	<b>\$82.2M</b>



# Recent Meet Hawai'i Team Activities

## North America

- Central Park Client Event NYC
- SmithBucklin Exchange
- FICP Education Summit
- PCMA EduCon
- CEMA Corporate Labs
- IAEE Leadership Institute

## Asia/Oceania

- Korea: MCI Corporate Workshop  
(Marriott Waikīkī complex and Hawaiian Airlines)
- ITB Asia Shanghai
- Delta Airlines/Japan Fam
- HIS Corporate Fam



# Economic Impact – Contracted Groups Booked through June 2024

	Attendees	Definite Room Nights	Economic Impact
<b>Citywide</b>	30,600	62,416	\$173.8M
<b>Single Property</b>	16,690	45,266	\$82.3M
<b>TOTALS</b>	<b>47,290</b>	<b>107,682</b>	<b>\$256.1M</b>

A close-up photograph of a green leaf, showing the intricate network of veins. The veins are a vibrant green color, contrasting with the darker green of the leaf's surface. The veins are arranged in a pinnate pattern, with a central midrib and several secondary veins branching off. The texture of the leaf is visible, with fine veins and a slightly waxy surface.

*Mahala*