



Hawai'i Tourism Authority Board of Directors Meeting Global Support Services Update

July 25, 2024

**HTA
Global
Support
Services
Team**



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MARKET INSIGHTS

MARKET INSIGHTS

Core Areas of Focus

- **Tracking Visitor Trends**
 - Regularly monitor visitation patterns across different markets (U.S., international, etc.)
 - Track activity preferences, intent to visit, accommodation usage, and other crucial visitor behavior
- **Market Profiling and Segmentation**
 - Segment visitor markets based on demographics, interests, and travel purpose (leisure, MCI, business, etc.) allowing the tailoring of marketing efforts for the right audience at the right time.
- **Data Driven Decision Making**
 - Analyze data from various sources including HTA and DBEDT resources (Phocuswright, MMGY, Vision Insights), resident sentiment surveys, and industry reports (Symphony Dashboards, ARC/Forward Keys, etc.)
- **Delivering Actionable Insights**
 - Create monthly market conditions presentation deck that contain pertinent insights and key takeaways for internal and external stakeholders
- **Responsive Data Support**
 - GSS team will promptly respond to ad hoc data requests from various stakeholders: HTA, GMTs, Island Visitor Bureaus, counties, legislative, travel industry partners (airlines, hotels, wholesalers, attractions, etc.)
- **Sharing Knowledge: Presentations**
 - GSS team will present insights at conferences and meetings across all islands as well as participating at national and international conferences.

MARKET INSIGHTS

To bridge the gap between data and actionable insights, we're launching Tourism Insights. This series will deliver bite-sized, research-based snapshots focusing on HTA's key markets, segments, and air service.

- **Market Awareness and Intent:** Track consumer awareness of Hawai'i, travel intentions,
- and key market indicators.
- **Brand Perception and Performance:** Analyze perceptions of Hawai'i compared to competitors, measuring brand health.
- **Visitor Experience and Competitive Edge:** Evaluate visitor experiences, assess our competitive position on key offerings, and identify growth opportunities.
- **Motivational Drivers and Barriers:** Uncover the factors influencing travel decisions to Hawai'i, pinpointing what motivates and deters potential visitors.

Example mockups of Tourism Insight reports and snapshots:



AIRLINE ROUTE DEVELOPMENT

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The Air Route Development team plays a vital role in optimizing airlift to Hawai'i. Here's how we achieve this:

Comprehensive Reporting:

- Maintain and distribute key reports on a regular basis:
 - **Air Service Grid (Monthly):** Tracks current flight patterns across airlines and routes (updated monthly).
 - **Airfare Grid (Quarterly):** Provides insights into airfare trends (updated quarterly).
 - **Seven-Day Moving Average of Air Passengers (Weekly):** Offers real-time passenger volume data (updated weekly).
 - **Daily Seats into Hawaii by Origin Country (Weekly):** Tracks seat availability from specific countries (updated weekly).

Airline Collaboration:

- Continue to foster strong relationships with airlines through regular meetings with their network planning, revenue, marketing, and international development teams.

Industry Engagement:

- Actively participate in industry events like World Routes and Routes Americas to stay updated on industry trends and connect with potential airline partners.

By providing these critical reports and fostering industry relationships, our Air Route Development team ensures informed decision-making for attracting new air routes and optimizing existing ones.

AIRLINE ROUTE DEVELOPMENT

Areas of strategic focus

Maui Recovery – Maui’s importance to the North American visitor market cannot be overstated. It simply must recover to support the economic needs of its residents and visitor industry.

Long-Haul Markets – The Hawai‘i long-haul market had seen robust expansion before the pandemic. New routes and airlines were added across the Pacific region and North America. Since long-distance visitors tend to stay longer and spend more, renewed long-haul emphasis should be a cornerstone of Hawai‘i’s future air service development strategy. Since the pandemic, the international air service market has changed. Visitors from the Asian markets have been slow to return due to exchange rates, fuel surcharges, and increased competition. Recruiting more long-haul service will help to diversify the visitor mix and provide more lucrative opportunities for the people of Hawai‘i.

Hawaiian Airlines/Alaska Airlines Merger – For most of commercial aviation’s history, Hawai‘i has had the distinction of having its own “flag carrier.” Having a local airline that shared similar goals has been a significant advantage for the state. . Alaska Airlines’ proposed purchase of Hawaiian is undoubtedly not the worst-case scenario for the state, but it will have a wide-ranging impact. Understanding those impacts is critical to developing a strategy and action plan that accentuates the benefits and mitigates the challenges of the merger.

KNOWLEDGE BANK

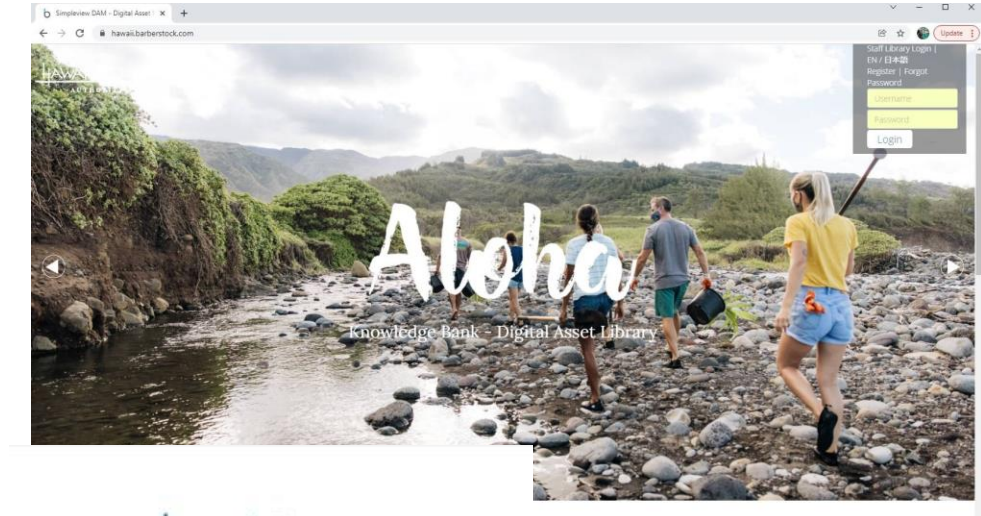
KNOWLEDGE BANK

Asset hub for still photos, b-roll clips, logos and the brand guideline.

Two Platforms

- Internal - HTA, GMTs, ICs, advertising/social/PR agencies <https://hawaii.team.barberstock.com/>
- External - partners, travel trade, MCI and media <https://hawaii.barberstock.com/>

Asset shoot scheduled for Q3 2024



THE HAWAIIAN ISLAND BRAND GUIDELINES

SOCIAL MEDIA SUPPORT SERVICES

SOCIAL MEDIA

- *The Hawaiian Islands Social Media Brand Guidelines*
- HTA social tools support and training
 - Podio – HTA social communication hub
 - Sprout Social – social asset management
 - TINT – UGC management
- Social content asset sharing
- GMT monthly content calendar review



WEBSITES & GOHAWAII APP

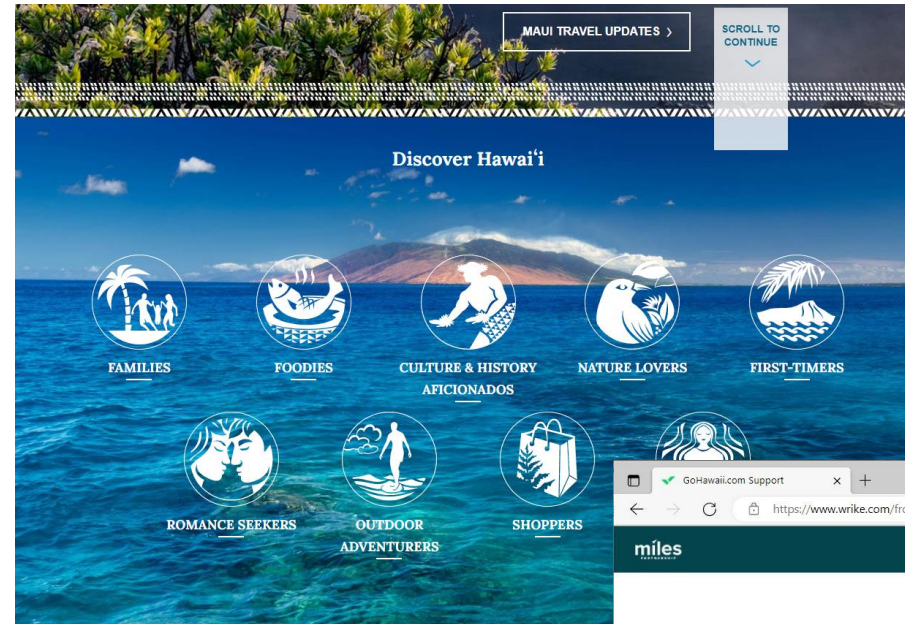
GOHAWAII.COM

Gohawaii.com

- Miles Partnership manages and hosts gohawaii.com. CMS training is available.
- GMTs have access to make minor updates on their MMA version of gohawaii.com
- Wrike system to request major updates

Gohawaii App

- Supports the DMAPs of all islands by providing information on reservation systems, cultural events, reef-safe sunscreen and exhibits, performances, markets, festivals, and cultural experiences.



GoHawaii.com Support

This form is used for the requests submitted by the Hawaii client and directed through Response and the Hawaii management team.

Subject - What is your request concerning? Please provide a short description. *

URL - If your request is regarding a specific section on the GoHawaii website, please provide the appropriate URL here.

Type of Request - Please select the type of request you are submitting. *

Description - Please provide a detailed description for your request. *

MAHALO!