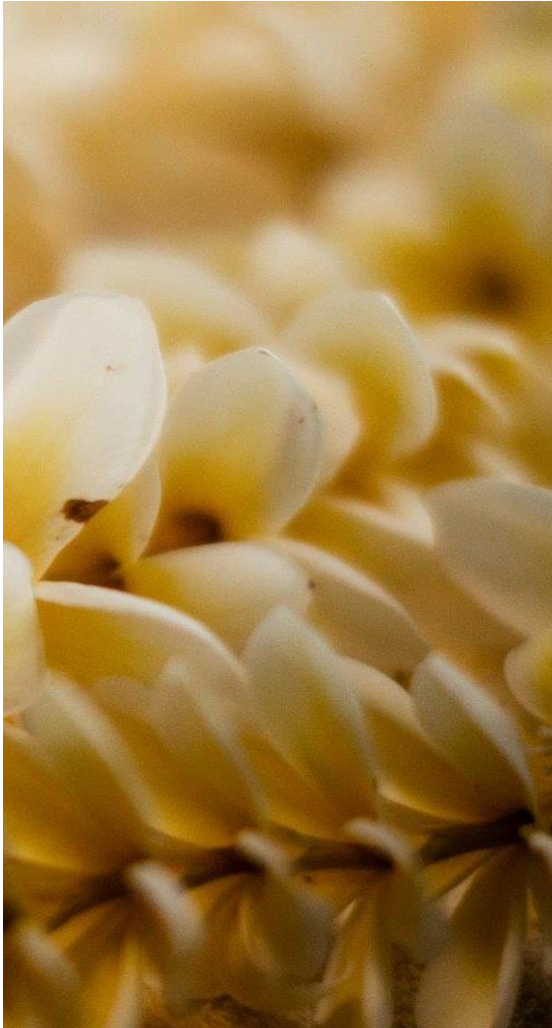




**Hawai'i Tourism Authority  
Brand Standing Committee Meeting  
MCI Update**

August 19, 2024

# Brand Standing Committee



## Meet Hawai'i Presentation Schedule

- **Quarterly:** Jan, Mar, Jul, Nov  
In-depth updates including production.
- **Monthly:** Highlight key activity for the month

# Meet Hawai'i

*Meet Hawai'i is a collaboration between Hawai'i Visitors & Convention Bureau (HVCB) and the Hawai'i Convention Center (HCC) to attract and contract Meetings, Conventions, and Incentive (MCI) business to the state of Hawai'i*

## HVCB

- **Contracts offshore conventions at HCC**
  - outside of 13 months of arrival
  - 2+ hotels; significant hotel room nights
- **Contracts hotel meetings** on all islands
- **Services** and connects groups to all partners in the destination

## HCC

- Contracts **local groups** within 13 months of arrival
- Includes festivals, marathons, sports groups
- **Services groups** with all aspects **HCC**. F&B, AV, Telecom, etc.



# Meet Hawai'i Generates Nearly Half of Total Meeting Attendee Expenditures in the State with an Annual Event Economic Impact (EEI) of \$572.5M



Visitors



Total LOS



PPPD



Total Spending





	TOTAL	401,208	AVG: 7.6 Days	AVG: \$305	\$1,041,470,979
Convention/Conference	53%		8.1	\$286.4	58%
Corporate Meeting	20%		7.6	\$325.8	21%
Incentive	27%		7.4	\$302.8	21%

**Total Expenditures** includes additional expenditures spent in Hawai'i on conventions and corporate meetings by out-of-state visitors (i.e., costs on space, equipment rentals, transportation, etc.).



# Reviewing the Data - 2023

**(EEI) of \$572.5M**

	 Visitors	 Total LOS	 PPPD	 Total Spending
<b>TOTAL</b>	<b>401,208</b>	<b>AVG: 7.7 Days</b>	<b>AVG: \$305</b>	<b>\$1,041,470,979</b>
Convention/Conference	53%	8.1	\$286.4	58%
Corporate Meeting	20%	7.6	\$325.8	21%
Incentive	27%	7.4	\$302.8	21%

## Insights

- Visitor spending increased by \$233M
- Convention/Conference & Incentive visitors increased; Corporate/Association visitors decreased by 5%
- PPPD spend increased in all categories; Corporate increased by 11%

## Indicated Actions in 2024

- **Citywide** - Deployed Citywide Corporate seller to cover vertical market
- **Single Property** - Positioned single property seller to California to focus on our key west market; primary focus is on corporate and incentive meetings
- **Marketing** - Incentive digital campaign launching in Q3 through Q4

# On the table – Follow through - July BSCM

- Sports - Joining Sports Events & Tourism Commission
- Destinations International Event Impact Calculator
- Hawai'i Captive Insurance Council – Kaua'i
  - (Captive Insurance Company Association - Midwest)
- Investigate new ways to present KPI's for Meet Hawai'i



**DESTINATIONS**  
INTERNATIONAL



**Event  
Impact  
Calculator  
(EIC)**

The Event Impact Calculator is utilized by over 300 destination organizations worldwide and is the global standard for measuring net new money coming to a community because of meetings and events.

# Highlights from July 2024

- HPN Partner Presentation Featuring Maui –
  - 35 Attendees
- IEEE Convene – The Island of Hawai'i – Hilton Waikoloa
  - 250 Meeting Planners representing over 30 countries.
  - Generated 10 new leads; Globecom 2028 3K
  - CSR – Lahaina Restoration Foundation and Kāpili Maui
- Indoor Air 2024
  - Record number @ 800 attendees; double previous years
- Contracted:
  - Kawaii Kon 2025
    - 5700 Attendees, 1600 TRN's, 19.8M EI
  - International Foundation of Employee Benefit Plans 2027
    - 1700 Attendees, 10,549 TRN's, 12.9M EI



# Economic Impact – Contracted Groups Booked through July 2024

	Attendees	Definite Room Nights	Economic Impact
<b>Citywide</b>	38,300	74,565	\$206.5M
<b>Single Property</b>	32,076	61,552	\$154.2M
<b>TOTALS</b>	<b>70,376</b>	<b>136,117</b>	<b>\$360.7M</b>



# MEET HAWAI'I- ASIA/OCEANIA



**Andrew Koh**  
Executive Director  
Asia/Oceania



**Kris Phadungkiatipong**  
County Director  
Oceania



**Hiroyuki Hachiya**  
County Director  
Japan



**Emily Kim**  
County Director  
Korea



**Josephine Lee**  
Manager  
Asia/Oceania



**Martin Lee**  
Account Director  
Korea

# Meet Hawai'i Asia/Oceania Update



- Daito Kentaku
- DSA Connect Australia
- JTB Expo
- JTB Strategic MOU signing at JATA

# Daito Kentaku

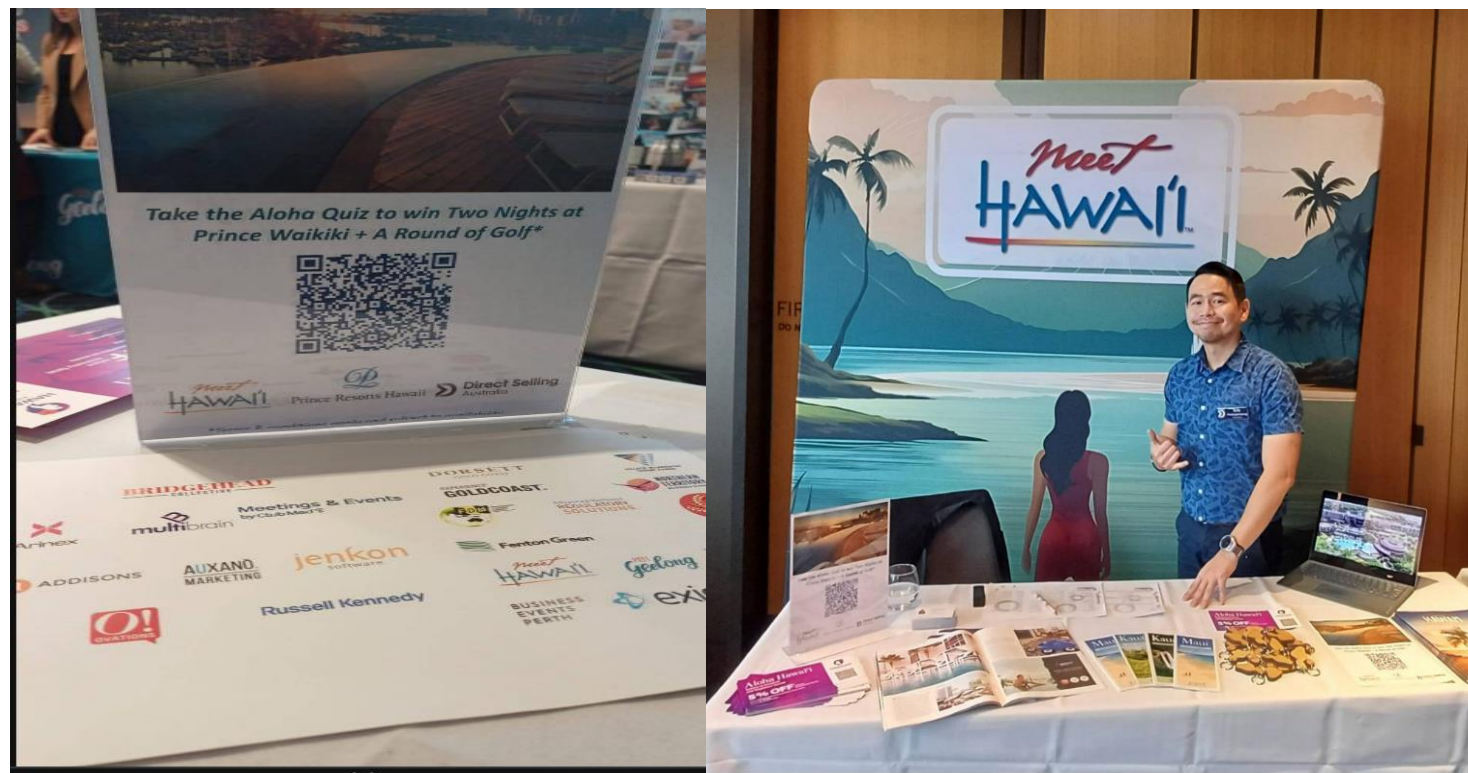
- Largest International MCI group since the pandemic
- Total 6000 attendees
- Total of 12,000 room nights
- \$35.5 Million in Economic Impact
- \$4.15 Million in Tax Revenue Generated
- 3 waves of Gala Dinner at the Convention Center.
- More than 600 participants participated in Mālama Plogging Event.





# DSA Connect Australia

- Meet Hawai'i participated in DSA (Direct Selling Association) Connect Australia
- Generated more than 20 leads from Direct Selling Corporate Clients in Australia



# **Strategic Partnership MOU with JTB**

# Background

- JTB is the largest wholesaler in the Japan Market Place.
- JTB Group Controls 60% of the Corporate Incentive Market in Japan
- They handle most Marquee Mega Groups out of Japan 1000 pax and above.
- The Marquee groups that JTB handles has the most potential to utilize our facilities at the convention center.



# Strategic Partnership Meet Hawai'i X JTB

- Two year long strategic partnership
- The purpose of the strategic partnership is to strengthen Hawai'i as the go to destination for Japanese MICE (Corporate Incentive Groups).
- Target returning Marquee Mega groups to choose Hawai'i as their Corporate Incentive destination for 2025, 2026 and 2027.
- Develop an internal Aloha Ambassador Program for JTB staff that will serve as Meet Hawai'i's ambassador within the JTB organization to train JTB sales team on what Hawai'i can offer as a MCI destination, incorporating our unique proposition and our culture.

# Existing MOU within the Japan Market

- Meet Hawai'i currently have an MOU with HIS, which is the second largest wholesaler in Japan starting from January 2024.

<https://www.his-j.com/corp/theme/beach/hawaii/>

ハワイ 全力宣言

コロナを経て今もなお変わらず人気方面のハワイ。HISのグループ・団体旅行においても送客・問い合わせ共に海外No.1と安定的な人気を誇っています。  
(2023年度当社実績予測)  
 旅行者の皆様の皆様と地域社会における満足度向上を回り、未来に繋がる持続可能なハワイ旅行を引き続き推進する為に、ハワイの魅力をより多くの皆様にお届けする「団体ハワイ全力宣言」をスタートします。

ハワイへの団体旅行に関するご相談・お問い合わせ

News  
 JATA SDGs アワード  
 「奨励賞」 受賞!

A close-up photograph of a green leaf, showing a network of veins. The central vein is prominent and runs horizontally across the middle. Other veins branch off at various angles, creating a grid-like pattern. The leaf's surface has a subtle texture, and the lighting highlights the veins, giving them a slightly brighter green appearance compared to the darker green of the leaf's surface.

*Mahala*