



MARKETING STANDING COMMITTEE MEETING
HAWAII TOURISM AUTHORITY
Friday, January 19, 2018
Hawaii Convention Center
1801 Kalākaua Avenue, Honolulu, Hawaii 96815

MINUTES OF MARKETING STANDING COMMITTEE MEETING

COMMITTEE MEMBERS PRESENT:

Sean P. Dee (Chair), Fred Atkins, Denise Hayashi Yamaguchi, George Kam, Craig Nakamura, Kelly Sanders, Sherry Menor-McNamara

BOARD MEMBER PRESENT:

Rick Fried

HTA STAFF PRESENT:

George Szigeti, Marc Togashi, Chris Sadayasu, Minh-Chau Chun, Clifford Yacopin, Laci Goshi, Chika Miyauchi, Kalani Ka'ana'ana, Lauren Fetherston, Victoria Roy, Jadie Goo, Charlene Chan, Leslie Dance

GUESTS:

Representative Richard Onishi, Patrick Dugan, Eric Takahata

LEGAL COUNSEL:

Absent

1. Call to Order

Presiding Officer Sean Dee called the meeting to order at 1:36 p.m. and welcomed the newest member of the Marketing Standing Committee, Sherry Menor-McNamara.

2. Approval of Minutes from the November 29, 2017 Marketing Standing Committee Meeting

Mr. Dee asked for approval of the minutes of the Marketing Standing Committee meeting held on November 29, 2017. Mr. Atkins made a motion to approve the minutes. Mr. Kam seconded the motion. Ms. Menor-McNamara abstained from moving because she was not a member of the Marketing Standing Committee at the previous meeting; the remaining Committee members approved.

3. Digital Marketing Strategy

Mr. Dee acknowledged Leslie Dance, who presented HTA's digital marketing strategy for 2018. Ms. Dance indicated that, because the new strategy is quite extensive, her presentation would cover only an overview of the strategy to help everyone have an understanding of what goes on in each major market.

Mr. Dee asked how the new strategy addresses the launch of the new gohawaii.com website. Ms. Dance responded that HRS Chapter 201B, HTA's authorizing statute, gives HTA its key duties for the Strategic Plan, which flows down to HTA's Brand Management Plan ("BMP") which is in turn driven by both the Global Marketing Teams' BMPs and the Digital Marketing Strategy.

Ms. Dance explained that HTA's guiding principles—inspired by Hawai'i's natural environment, world renowned hospitality and Aloha Spirit—influence its Digital Marketing Strategy. HTA seeks to honor and perpetuate the State's Native Hawaiian and multi-cultural traditions and to support Hawai'i's island communities. HTA continues to invest in Hawai'i's people and culture to ensure that the Hawaiian Islands remain a uniquely special place to live, work and visit.

Ms. Dance went on to present the HTA's Strategic Focus in 2018. She explained that HTA recognizes the power shift from brand marketing to more personalized forms of sharing through social media and the movement to improve the State's infrastructure and capacity in an authentic manner. Ms. Dance added that HTA's efforts to capitalize on these trends include deployment of mobile platforms that improve the visitor experience both pre- and post-arrival and engaging HTA's local stakeholders. Ms. Dance added that the new Digital Marketing Strategy will catalyze and empower stakeholders by providing a platform for organizations to share their own stories.

Ms. Dance then presented HTA's strategy for telling the community's stories to the target markets. Content for marketing is derived from festivals, community programs, sporting events, user guided content ("UGC") and local marketing campaigns. The development and distribution of the content will be handled by HTA's Global Marketing Teams, Social Media Team, and Cultural Team. Strategic management for curating content is handled by HTA's Brand Management Team and Cultural Team.

Next, Ms. Dance gave an overview of HTA's strategy for digital content sourcing, housing, and distribution. Digital content from festivals, event organizers, visitors to Hawai'i, and content created by the Global Marketing Teams, as well as digital content created internally, must all go through an approval process that gives HTA the ability to curate media that fits with the Digital Market Strategy. Once the digital content is approved for release it is distributed through traditional advertising, social media outlets, and the gohawaii.com UGC feed.

Ms. Dance then introduced Jadie Goo, who explained that each market listed in the Digital

Marketing Strategy has its own digital platform. Starting in February 2018, HTA will release social media advertisements to reach target markets. These advertisements are comprised of video advertisements, social media posts, and page like advertisements. Ms. Goo also indicated that HTA will be promoting the new gohawaii.com website on social media and through the Global Marketing Teams. Ms. Dance added that HTA has also introduced new television advertisements to promote the new gohawaii.com website. Ms. Goo concluded this portion of the presentation by stating that they are preparing to release new international-targeted versions of the new gohawaii.com website.

Ms. Goo then explained there are three key knowledge point indicators HTA tracks to measure the user experience on the new gohawaii.com website: 1) pages reviewed per session are equal to five to seven pages, 2) the average session lasts more than five to seven pages, and 3) the bounce rate is negative five to seven pages.

Ms. Dance next presented HTA's annual marketing strategy budget for 2018. The overall budget is \$900,000.00, comprised of the following specific areas: HQ social media plan is \$249,594.00; Global Tourism Summit video recap is \$6,000.00; cultural landing page videos for gohawaii.com are \$70,000.00; social media advertising videos are \$10,000.00; water sports sizzle videos are \$20,000.00; digital video content is \$200,000.00; knowledge bank refresh is \$250,000.00; the 2018 Umeke license is \$75,000.00; and future unforeseen opportunities are budgeted for \$19,406.00. Ms. Dance noted that the water sports sizzle videos are comprised of clips from the Na Pali Challenge, various stand up paddle board races and other events. Ms. Dance also explained that the digital video content has yet to be planned and the \$200,000.00 budgeted under this line item is an estimate. HTA is also working with the Hawaii Visitors and Convention Bureau (HVCB) on the knowledge bank budget.

Mr. Fried asked if HTA will be conducting more gohawaii.com advertisements in the near future, noting that he has seen several advertisements and asking whether there were a limited number of advertisement segments. Ms. Dance responded that HTA purchased three ninety-second video advertisements during the Clippers pre-season game. Mr. Fried indicated the advertisements got a little repetitive during that game and asked HTA to work on new content. Ms. Dance noted that HTA USA is currently working to develop new ads.

Mr. Dee asked why only \$250,000.00 of the \$900,000.00 budget would be used for media while the rest of the budget is set aside for video content and production. Mr. Dee also asked what portion of HTA's budget is allocated towards reusing existing content rather than producing new content. Ms. Dance responded that HTA is working closely with HTA USA, given their larger production budget. She added that both digital video content and the knowledge bank refresh budgets are still fluid.

Mr. Atkins asked to be provided with a specific breakdown of what types of content need to be refreshed. He added that a budget of \$20,000.00 for water sports is great to see but spending so much on refreshing content is not an economical use of the digital marketing budget. Mr. Atkins suggested that HTA sift through the knowledge bank to find out what content needs to

be refreshed and what HTA already has. Ms. Dance responded by explaining that HVCB is in charge of the knowledge bank and provided HTA with this budget number, which HVCB calculated from input from the island chapters. Mr. Atkins responded by noting that he has spoken to his island chapter and they indicated that there is a substantial amount of unused footage. Mr. Atkins also suggested that HTA needs to analyze how much it will cost to fill in the gaps to produce this footage, stating his position that it should not cost \$200,000.00. Mr. Atkins suggested that HTA review the gohawaii.com website and identify what needs to be addressed. Ms. Dance indicated she had already requested all of the island chapters provide HTA with all of their unused content.

Mr. Atkins stated he cannot approve a budget with just placeholders. Ms. Dance informed Mr. Atkins that he already approved the budget. Mr. Sanders noted that he is also concerned about how HTA is actively managing its social media strategy. Mr. Sanders asked what HTA is doing with the \$400,000.00 and what alternative uses HTA can identify for the money.

Mr. Dee asked how the HTA coordinates with all of its various contractors. Ms. Goo explained that for global social media, HTA contracted with Wahine Media who has identified new marketing strategies for all ten global markets' social media profiles. Ms. Goo introduced Eric Takahata from HT Japan, who explained that HT Japan is focusing on mobile devices and is concentrating on getting onto as many platforms as possible. Mr. Takahata explained that most of Japan is now connected via smartphones, which enables HTA to take advantage of its in-market partners to gain access into these growing sectors of the market.

Mr. Dee asked if each of the contractors come to HTA to review their individual goals for their specific market. Ms. Dance confirmed that, per HTA's procedure, HTA conducts monthly reviews of digital media traffic and data with each contractor. Ms. Dance offered an example from December, which indicated that the Snapchat advertisement campaign was receiving a lot of traffic but also had a high bounce rate. This data indicates that HTA was unable to engage those people to continue on with the content. Accordingly, HTA identified Snapchat campaigns as ineffective for its target audiences and content.

Mr. Dee then asked how the "Let Hawai'i Happen" campaign integrates with the new gohawaii.com efforts. Ms. Dance responded by stating that the campaign is on every individual market's website landing page and is also targeted on social media. Mr. Dee asked how all of this really powerful content ladders up into the overall gohawaii.com content. Ms. Dance explained that HTA has negotiated rights for all of its markets to enable those markets to use the powerful content.

Mr. Atkins asked whether HTA uses YouTube for marketing in addition to the gohawaii.com website and other social media. Ms. Dance confirmed that HTA does use YouTube. Ms. Menor-McNamara asked whether HTA is using a hashtag for its digital marketing strategy social media posts. Ms. Dance confirmed that a hashtag is being used and it is live on the gohawaii.com website; all posts are curated before being shared on the website.

Mr. Dee announced that HTA will likely have around \$400,000.00 to \$450,000.00 of the marketing budget to discuss in future Marketing Committee meetings. Mr. Dee concluded by thanking Mr. Ka'ana'ana for steering the "Let Hawai'i Happen" campaign.

4. Status of Negotiations with Sporting Events

Mr. Dee stated that the Committee needed to enter into Executive Session for this topic in order to protect Hawai'i's competitive edge as an international destination. He added that Executive Session is permitted by sections 92-4, 92-5, and 201B-4(a)(1) & (2) of the Hawai'i Revised Statutes. Mr. Dee requested a motion to enter Executive Session. Mr. Atkins made a motion; Mr. Kam seconded the motion, which was unanimously approved by all Board members present.

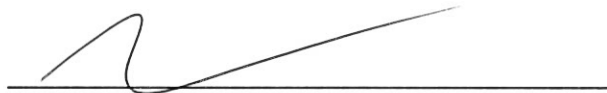
**The meeting was recessed for an Executive Session at 2:08 pm.
The Executive Session ended at 2:51 pm.**

5. Adjournment

Mr. Dee concluded the meeting by welcoming Ms. Menor-McNamara to the Committee and thanks Ms. Dance and her team for all of their hard work.

Mr. Dee asked for a motion to adjourn the meeting. Mr. Sanders made such a motion; Mr. Kam seconded the motion, which was unanimously approved by all the Committee members present. The meeting was adjourned at 2:52 p.m.

Respectfully submitted:



Jacob L. Garner
Recorder