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David Y. Ige
Governor

George D. Szigeti
President and Chief Executive Officer

MARKETING STANDING COMMITTEE MEETING

HAWAII TOURISM AUTHORITY

Wednesday, July 26, 2017

Hawai'i Convention Center

1801 Kalākaua Avenue, Honolulu, Hawai'i 96815

MINUTES OF MARKETING STANDING COMMITTEE MEETING

COMMITTEE MEMBERS PRESENT:

Sean P. Dee (Chair), Denise Hayashi Yamaguchi, Kelly Sanders, Craig Nakamura, George Kam

BOARD MEMBER PRESENT:

Rick Fried

COMMITTEE MEMBERS NOT PRESENT:

Fred Atkins

HTA STAFF PRESENT:

George Szigeti, Marc Togashi, Charlene Chan, Carole Hagihara, Kalani Ka'ana'ana, Raphael Betelli, Laci Goshi, Ronald Rodrigues, Lauren Fetherston, Minh-Chau Chun, Caroline Anderson, Jadie Goo, Chika Miyauchi, Chris Sadayasu, Blakeney Wisner, Jennifer Chun

GUESTS:

Peter Honig, Teri Orton

LEGAL COUNSEL:

Gregg Kinkley

1. Call to Order

Presiding Officer Sean Dee called the meeting to order at 1:37 p.m.

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

Mr. Dee made a motion to approve the minutes of the Marketing Standing Committee Meeting held on June 29, 2017. Mr. Kam seconded the motion, which was unanimously approved by all

committee members present.

Mr. Dee noted an agenda change to move Item 7, Digital Marketing Strategy, to Item 4 because no Executive Session would be needed for that agenda item.

3. Global Tourism Summit Update

Mr. Dee acknowledged Leslie Dance who provided updates on the Global Tourism Summit. Ms. Dance presented a PowerPoint of the latest developments. She noted the previously announced keynote speakers were Nainoa Thompson and Neil Everett, and the recently announced keynote speakers are Billy Beane for Tuesday (AM-opening) and Olof Yrr Atladottir for Thursday morning. Other updates included ongoing negotiations with potential keynote speakers for Wednesday's luncheon and the Aloha reception would feature top chefs from Hawaii and Blaine Asing, Nā Hōkū Hanohano Award-winning artist.

Ms. Dance reported that registrations for the Summit hit 300 this morning and numbers would continue to grow as advertising increases. The majority of registrants are buying passes for the full Summit, and the B2B Networking sessions are popular, as well. Mr. Dee added that it is good to emphasize the flexibility of the 3-day pass, which can be used within organizations.

Ms. Dance discussed further attendance building activities. Last week's steering committee meeting was very successful. She indicated that promoting the Summit by word of mouth is one of the best ways. The Communications team is doing weekly news releases and social media posts sponsored by the Star-Advertiser and Hawaii.com. Media Pitches are scheduled for late July, as the Summit dates get closer. Charlene Chan and crew are working hard to get the news out. Ms. Dance is striking a balance between over-saturating the market and still needing to get the word out. Everyone can help by promoting via word of mouth.

Ms. Dance discussed the TV ad campaign, which is a nice marketing addition this year. She also mentioned that over 15 articles have been published online so far. The Neil Everett and Billy Beane keynotes are generating interest.

Ms. Dance reported that the Summit website has had 12,500 views since its launch date. Ten languages are being utilized, and visitors are spending 3 minutes and 18 seconds on average on the website.

Ms. Dance presented an update on sponsorship. The Summit is progressing towards its goal. Ms. Dance reported that cash sponsorships are at \$92,000 out of a goal of \$300,000 and in-kind sponsorships are at \$72,400 so far and coming from, among others, Hawaiian Airlines, Alaska Airlines, Island Air, Aqua Aston, Oahu Publishing, North Star Media Group, ETurbo News, and Koloa Rum, which will make a special drink at the networking reception on the first night. This year, the networking night will be on the third floor to keep everyone together, since last year's was quite disjointed as just an Expo component.

Mr. Dee asked if vendors would have exhibits in the networking lounge. Ms. Dance responded that they would have opportunities to exhibit because the program will, at special times throughout the day, encourage people to network. This year will be a more intimate setting than last year.

4. Digital Marketing Strategy

Ms. Dance noted that digital content is continuously changing and driven by Mobile. Digital marketing strategies focusing on page views, unique visitors, and homepage entries are less relevant today. Recognizing the power shift from brands to more personalized forms of sharing and improving the infrastructure and capacity for communities to participate in an authentic manner is important. A part of an effective strategy must also be empowering stakeholder support by empowering organizations to share their stories. An executive from a third-party vendor will present to the HTA team on digital marketing platforms.

Digital marketing strategies should focus on new technologies, authentic content creation, live video, multi-media, and mobile first. Ms. Dance announced that Go Hawaii.com would have a soft launch on 8/8. The plan is to have the site available in multiple languages by September, and it will be continuously updated. The site will be an advanced storytelling platform with the ability to provide immersive multimedia content. Ms. Dance also mentioned that analytics would be measured and reported on a monthly basis regarding output, performance, and productivity measures. The goal is to create global platforms benefitting more than one market, if practical.

Ms. Dance described the current global digital platforms. The Go Hawaii App had a very successful launch. The App focuses on visitor safety, education, and provides destination information. The HVCB (the Hawaii Visitors and Convention Bureau) will keep the site up to date. Social media is another crucial global digital platform; all active social media profiles are being targeted. HTA is training global contractors on effectively engaging with their respective communities and providing continuous support. The digital platforms will be geared to directing consumers to the purchasing stage.

Mr. Dee asked how the Go Hawaii App and Go Hawaii website are related. Ms. Goo explained that the App is focused on safety specifically, while the website is broader. Ms. Dance added that the App is connected to the website.

Mr. Dee then asked about paid searching plans. Ms. Dance indicated they are finalizing the details for the paid searching plans because the budget had just been approved. Mr. Dee asked if it was included in the budget for FY 2017. Mr. Togashi noted the website content was funded from the FY 18 budget. Mr. Dee then asked when the content plan would be viewable. Ms. Dance responded that next month's marketing meeting should provide more information.

Ms. Yamaguchi asked if HTA is working with a consultant on re-targeting advertisements. Ms. Dance responded that the team is working with a consultant to finalize that. Mr. Dee added

Ms. Yamaguchi might be suggesting that HTA work with several consultants that can do re-targeting. Ms. Yamaguchi then asked where the mobile App fit in with the website. Ms. Dance answered that the App will be on the Go Hawaii website. Mr. Dee noted that the digital strategy plan for Go Hawaii would be shown at the next meeting, where the statistics about partnerships, listings, and events calendars will also be shared.

5. Sports Marketing Strategy

Mr. Dee stated that the Committee would like to go into Executive Session for Items 5-7 on the agenda, in order to protect Hawaii's competitive edge as an international destination. He requested a motion to enter Executive Session. Mr. Nakamura made a motion, and Mr. Kam seconded the motion, which was unanimously approved.

Mr. Kinkley noted that Hawaii Revised Statutes section 201B-4(a)(1)&(2) also provides authority for the Executive Session. Ms. Dance added that these next agenda items are proprietary because Ascendent's intellectual property must be protected.

Before entering the executive Session, Mr. Dee acknowledged the attendance of HTA's CEO George Szigeti and Board of Directors Chair Rick Fried.

The meeting was recessed for an Executive Session at 2:00 pm.

The Executive Session ended at 3:29 pm.

Mr. Dee thanked Ascendent for the presentation and noted that the Committee will provide more thoughts as they have them. He also invited Mr. Honig to present at the Board meeting tomorrow on the progress regarding strategy and share updates the events that are in the budget.

6. Adjournment

Mr. Nakamura made a motion to adjourn the meeting. Mr. Kam seconded the motion, which was unanimously approved by all committee members present.

The meeting was adjourned at 3:31 pm.

Respectfully submitted:



Nathan C. Yang
Recorder