



MARKETING STANDING COMMITTEE MEETING
HAWAII TOURISM AUTHORITY
Wednesday, February 14, 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, Sherry Menor-McNamara, George Kam, Kelly Sanders
COMMITTEE MEMBERS NOT PRESENT:	Denise Hayashi Yamaguchi, Craig Nakamura
HTA STAFF PRESENT:	Minh-Chau Chun, Laci Goshi, Chika Miyauchi, Jadie Goo, Lisa Lindauer, Leslie Dance, Randy Baldemor, Lauren Fetherston, Charlene Chan, Marc Togashi
GUESTS:	Teri Orton, Lynn Surayan, Peter Honig
LEGAL COUNSEL:	Gregg Kinkley

1. Call to Order

Presiding Officer Sean Dee called the meeting to order at 1:43 p.m.

2. Approval of Minutes from the January 19, 2018 Marketing Standing Committee Meeting

Mr. Dee asked for approval of the minutes of the Marketing Standing Committee meeting held on January 19, 2018. Mr. Kam made a motion to approve the minutes. Mr. Sanders seconded the motion, which was approved by all Committee members present.

3. Global Tourism Summit 2018

Mr. Dee acknowledged Leslie Dance, who presented a brief overview of HTA's work preparing for the 2018 Global Tourism Summit over the past couple of months. Ms. Dance noted that, while 2018 prices had increased slightly, discounts were being included for early bird rates and

group pricing had been changed to a minimum of 8 with no maximum limit. Exhibit booths had gone up from \$900 to \$1500, but now include two registrations, which had been requested by the exhibitors at the 2017 Summit.

Ms. Dance then covered registration and sponsorship information and reviewed a chart included in the Committee packet detailing Sponsorship Levels for registration options starting at \$2,500 for one summit registration and discounted exhibit booth and ranging up to \$75,000 for the Exclusive Level for those presenting, which includes Aloha Reception and Registration Desk. Ms. Dance also presented a Timeline Overview of the 2018 Summit with a registration launch date of April 9, 2018 (compared to last year's Summit registration launch of June 18, 2017) and an early bird registration deadline of July 31, 2018 (same as in 2017).

Next, Ms. Dance discussed programming updates for the 2018 Summit. The Executive Summit and VIP reception are scheduled for September 30 with the opening remarks scheduled to begin for October 1. The Japan Summit will be held on Tuesday. On Wednesday, October 3, the schedule includes an airline update, a safety and security panel, and the tourism legacy luncheon.

Mr. Sanders and Mr. Dee both expressed their appreciation of HTA's progress in starting the planning stage for the Summit so early. Mr. Dee inquired as to HTA's ideas for the tourism legacy luncheon and pointed out the importance of the event, noting that whomever HTA books to speak will set the tone for the entire summit. Ms. Dance noted that HTA is discussing making Hawaiian culture and legacy a feature of the luncheon and offered to present more information on the subject at next month's Committee meeting.

In response to Mr. Dee's questioning regarding the Summit's theme, Ms. Dance explained that HTA has decided to have the Summit itself stand as its theme and noted that HTA will be focusing on beefing up the panels and discussions.

4. Digital Marketing Update

Ms. Dance introduced Lynn Surayan, who gave the Committee an overview of the gohawaii.com update. Ms. Surayan went over Phase 2 of the gohawaii.com redesign project, explaining that additional content was being developed for the website through outreach and collection of existing assets, as well as new content development.

Ms. Surayan went on to explain how her team was using their time, demonstrating the breakdown between development and deployment. She noted that the English site consists of over 400 pages; landing pages were launched at the end of December 2017. She noted that each market has a space for landing pages and campaign pages within the English site. At this time, the Japanese site acts as a portal interconnecting with the existing Hawai'i Tourism Japan site.

Next, Ms. Surayan explained that the Simpleview business database, which is owned and

hosted by HVCB, is integrated into the gohawaii.com site. She noted that Simpleview is an older data structure that her team is working to integrate into the new gohawaii.com site. Ms. Surayan discussed the issue of reduced referral numbers and what her team did to address those issues, including the new requirement that images be included in all listings and changes to the search grid. She further noted that Phase 2 content development would focus on ensuring that content does not get duplicated.

Ms. Surayan stated that her current focus is on the launch and translations for all of the international sites. She has retained a translation contractor who will be translating the different language sites, each consisting of 300-400 pages. As for operations, Ms. Surayan noted that her team is focused on resolving technical errors and bugs at this point. In the future, the team's focus will shift to analytics in operations along with continued project phase development. She added that as other markets mature and become more important, there is potential to expand the English site to differentiate between visitors coming from different markets.

Ms. Surayan then discussed the goals of gohawaii.com update, which include education on the Hawaiian Islands, their uniqueness, and Hawaiian culture, as well as HTA's intent to engage and inspire site visitors to visit or revisit the Hawaiian Islands. She noted the new site has been on par with traffic metrics, with organic traffic accounting for 70% and referral traffic accounting for 30% of visitors, and the team is now focusing on engagement metrics.

In response to an inquiry by Mr. Atkins, Ms. Dance confirmed that the gohawaii.com social media campaign will begin this month. Ms. Surayan added that her team is also working to ensure that the campaigns were being tagged correctly so that HTA can accurately evaluate referrals.

5. Recap of L.A. Clippers 2017

Ms. Dance thanked Peter Honig for attending the meeting via telephone. Mr. Honig presented an overview of the assets received both in Hawai'i and in Los Angeles from the 2017 L.A. Clippers events, which included Hawai'i night in Los Angeles, and a training camp and fan fest in Hawai'i. He added that Ascendant would be evaluating the impacts of these events to determine what should be kept and what should be changed in 2018.

Mr. Dee thanked Mr. Honig for the recap, noting the importance of the Committee reviewing large events.

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

The meeting was recessed for an Executive Session at 2:44 p.m.
The Executive Session ended at 4:25 p.m.

6. Status of Medical Tourism

Mr. Atkins inquired as to the status of medical tourism. Ms. Dance stated that discussions had ended; however, they would be meeting with one of the organizers who approached HTA regarding their conference.

7. Adjournment

Mr. Dee concluded the meeting, adding that HTA would distribute talking points regarding the L.A. Clippers event to Board members for future discussions.

Mr. Dee asked for a motion to adjourn the meeting. Mr. Kam made a motion. Mr. Sanders seconded the motion, which was unanimously approved by all the Committee members present.

The meeting was adjourned at 4:27 p.m.

Respectfully submitted:

A handwritten signature in black ink, appearing to read 'Jacob L. Garner', is written over a horizontal line.

Jacob L. Garner
Recorder