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Hawai'i Marketing Outlook, Activities Being Emphasized at Global Tourism Summit

HONOLULU – How the Hawaiian Islands are being promoted to travelers worldwide, particularly in its largest markets, is receiving added emphasis at this year's Global Tourism Summit, taking place September 19-21 at the Hawai'i Convention Center.

Presented by the Hawai'i Tourism Authority (HTA), the three-day Summit features a diversity of sessions covering topics and trends important to the future of Hawai'i's tourism industry, including Hawaiian culture, eco-tourism, innovation and technology. Sustainable tourism is the Summit theme.

George D. Szigeti, HTA president and CEO, commented, "We are bringing more of a forward-looking, global perspective to the presentation of how the Hawai'i brand is being marketed and the factors that offer both challenges and opportunities to industry partners. Attendees will hear first-hand how their business development and new partnerships can be expanded and strengthened."

Hawai'i Global Marketing Outlook and 2018 Activities *(Schedule Below)*

Global marketing of Hawai'i, most notably the outlook and highlights of activities in 2018, will be addressed in general sessions for the State's four largest markets, United States, Japan, Canada, and Oceania. Topics being covered for each market include:

- Travel consumers being targeted
- Industry trends and the impact on the market
- Economic and political environment
- New technologies and how they are being utilized
- Potential business from the meetings and conventions market

The outlook for Hawai'i's developing markets, Korea, China, Hong Kong, Taiwan, Southeast Asia and Europe, will be examined in a panel discussion. The economic overview, geo-political situation, effects on tourism, industry trends, and how travel to Hawai'i is impacted will be addressed for each market.

Tuesday, September 19, Kalākaua Ballroom

United States	10:35-11:15 a.m.
Canada	11:15-11:40 a.m.
Oceania	11:40 a.m.-12:05 p.m.

Wednesday, September 20, Kalākaua Ballroom

Japan	9:35-10:15 a.m.
Developing Markets	10:15-11:45 a.m.

Strong International Participation

Approximately 200 representatives of tour operators and wholesalers from 12 nations are taking part in the Global Tourism Summit and meeting with Hawai'i-based suppliers and providers on partnership opportunities. Nearly half of the international participants are from Japan. More than 25 tour operator representatives are coming from China, with more than 10 each from South Korea and Malaysia.

Most of the international representatives are taking part in the B2B Networking Sessions and Japan Summit, both of which are offered as a way for Hawai'i companies to showcase products, and collaborate on new business opportunities.

Szigeti noted, "Developing new business is a continuous process to sustain success in today's global travel arena. One of the Summit's key objectives is to help Hawai'i companies foster opportunities that strengthen their business outlook. We encourage any enterprise that benefits from tourism's success to capitalize on the partnerships to be realized at the Global Tourism Summit."

Registering for the Global Tourism Summit, September 19-21

Interested attendees can participate in the Global Tourism Summit by registering online at www.GlobalTourismSummitHawaii.com. Registration also includes lunch on the days registered for and participation in the Aloha Reception, featuring entrées from 20 restaurants, on September 20.

Several options are available for registration:

- Individuals: Full Summit, September 19-21: \$395
- Groups of Eight or More: Full Summit, September 19-21: \$365 per person
(*Groups can mix and match different attendees during the summit*)
- Student and Faculty Members: Full Summit, September 19-21: \$150
- Individuals, Partial Summit, September 19-20: \$275
- Individuals, Partial Summit, September 20-21: \$265

Previously known as the Hawai'i Tourism Conference, HTA changed the name of the annual event this year to the Global Tourism Summit to more accurately reflect Hawai'i's emergence as a leader in international travel and tourism.

About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](http://www.hawaiiauthority.org) is responsible for strategically managing the State of Hawai'i's marketing initiatives to support tourism. HTA's goal is to optimize tourism's benefits for Hawai'i, while being attentive to the interests of travelers, the community and visitor industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure the sustainability of tourism's success.

For more information about HTA, please visit www.hawaiiauthority.org. Follow updates about HTA on Facebook, Twitter (@HawaiiHTA) and its YouTube Channel.

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