
MARCH 2017

HAWAI'I TOURISM GLOBAL MCI

MCI Spring Update



HTA Global MCI Statement of Mission



Increase MCI business for State of Hawai‘i through
development & management
of key sales & marketing strategies / initiatives
for Global MCI sales team.

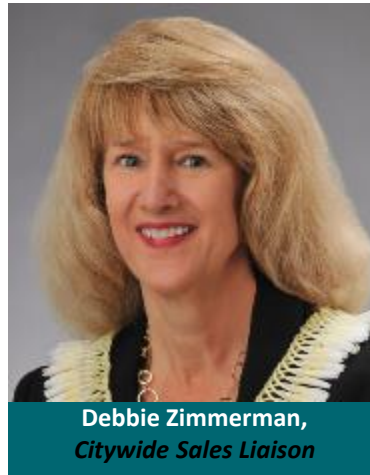


HTA Global MCI Management Team

HTA's MCI Department



Priscilla Texeira,
Managing Director



Debbie Zimmerman,
Citywide Sales Liaison



Briana Williford,
Director of Operations

- Provide Oversight, Direction, Collaboration, Support
- Unify HTA's MCI Contractors Globally
- Insure consistent/cohesive representation and presentation
- Monitor activities/production



HT Global MCI Organizational Chart



Hawai'i Tourism Authority



Leslie Dance-
*Vice President
of Marketing &
Product
Development*



Chris Sadayasu-
Brand Manager

Hawai'i Tourism Global MCI



Priscilla Teixeira,
*Managing
Director*



**Debbie
Zimmerman,**
*Citywide Sales
Liaison*



**Briana
Williford,**
*Director of
Operations*

Canada



**Deb
Edwards**

China/Hong Kong



**Crystal
Han**



**Yvonne
Ma
-Hong
Kong**

Europe



**Lindsey
Thorpe**

Japan



**Luke
Teramoto**

Korea



**Kate
Lee**

Oceania



**Megan
Hornblow
- New
Zealand**



**Holly
Ballard
- Australia**

South East Asia



**Isabelle Ng
- Malaysia
&
Indonesia**



**Charlene
Eng
- Singapore
& Thailand**

Taiwan



**Rebecca
Chen**

USA



**Mary
Neister**

Convention Center



**Vickie
Omura**



**Elele
Program**

Review of Current Projects



- 1. Spring Update Educational Forum**
- 2. Experience Aloha Business Exchange**
- 3. September 2017, Global Tourism Summit**
- 4. Professional Statewide MCI Presentations**
- 5. Professional Development for Destination Representatives**



Meet Hawai'i “*Where Aloha Connects the World*”



“ The world will turn to Hawai’i as they search for world peace because Hawai’i has the key and that key is ALOHA.”

Aunty Pilahi Pākī

Engage the power of an integrated global MCI sales team

- Emphasize what differentiates Hawai’i: relevancy, authenticity, culture
- Respect & preserve integrity of Native Hawaiian host culture & multi-cultural community
- Showcase Hawai’i’s inspirational environment to think, plan, create and connect
- Use the Elele Program to craft more thoughtful bids/leverage community relationships
- Capitalize on Hawai’i’s strategic location – connecting East and West



