



Hawai'i Convention Center
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
kelepa'i fax 808 973 2253
kahua pa'a web hawaiiitourismauthority.org

David Y. Ige
Governor

Chris Tatum
President and Chief Executive Officer

MARKETING STANDING COMMITTEE MEETING
HAWAII TOURISM AUTHORITY
Wednesday, August 26, 2020
Virtual Meeting

MINUTES OF MARKETING STANDING COMMITTEE MEETING

COMMITTEE MEMBERS PRESENT:	Kelly Sanders (Chair), Fred Atkins, George Kam, Kyoko Kimura, Sherry Menor-McNamara, and Benjamin Rafter
HTA STAFF PRESENT:	Chris Tatum, Keith Regan, Pattie Herman, Marc Togashi, Marisa Yamane, Kalani Ka'anā'anā, Caroline Anderson, and Jennifer Chun
GUESTS:	Eric Takahata, Jay Talwar, Darragh Walshe, Susan Webb, and Irene Lee
LEGAL COUNSEL:	Gregg Kinkley

1. Call to Order and Pule:

Keith Regan, HTA Chief Administrative Officer, called the meeting to order at 1:02 p.m. Mr. Regan provided instructions to the general public with regard to submitting testimony. He confirmed the attendance of the Committee members by roll call. Mr. Regan turned the floor over to Chair Kelly Sanders. Kalani Ka'anā'anā, HTA Director of Hawaiian Cultural Affairs and Natural Resources, opened the meeting with a pule.

2. Approval of Minutes of the July 29, 2020 HTA Marketing Standing Committee Meeting:

Chair Sanders requested a motion to approve the minutes of the July 29, 2020 HTA Marketing Standing Committee meeting. George Kam made a motion, which was seconded by Fred Atkins. The motion was unanimously approved.

3. Presentation of Oceania GMT on the Recovery for 2020 and Brand Marketing Plan for 2021:

Chair Sanders recognized Darragh Walshe of Hawai'i Tourism Oceania (HTO) to present on the Oceania GMT's recovery and brand marketing plan. Mr. Walshe reported that the borders for Australia and New Zealand remain closed except for repatriation and special

circumstances. He noted that being able to close their borders has significantly helped reduce the impact of COVID-19, but they are battling second waves in certain areas. He noted that conversations have been taking place about reopening international travel with regard to safety measures and travel bubbles. Mr. Walshe said a trans-Australia and New Zealand travel corridor had been the hope, but the second waves have slowed those discussions. He added that a possible Tasman travel bubble and international travel to the Cook Islands is expected before the end of the year. Mr. Walshe said travel to those destinations can serve as a template to expand to other international destinations. However, he noted that long haul international travel likely will not resume until the first or second quarter of 2021. Mr. Walshe said that Australians and New Zealanders are ready to travel. He explained that the results of a traveler sentiment survey were promising and showed that 60% of those surveyed intend to travel within the next 6 or 12 months and 76% selected Hawai'i as their next international destination preference.

Mr. Walshe said repeat travelers will be an important focus. He added that the post-COVID-19 target traveler will have new priorities such as health and safety, connecting with nature, escaping the crowds, and rejuvenation. These target travelers have been identified as authentic experiencers and cultural explorers. Mr. Walshe noted that these target travelers align well with the HTA Hawai'i brand message. He said the recovery plan is aligned with HTA leadership input and the other markets. Mr. Walshe said there will be a three stage recovery plan: (1) Inspiration, (2) Brand Depth, and (3) Conversion. Mr. Walshe explained that the first stage, Inspiration, will focus on Hawai'i's natural landscape, beauty, and culture and reinforce brand perceptions. He added that HTO will introduce the #dreamingofhawaii and incorporate ambassador messaging from the Rooted Campaign. The second stage, Brand Depth, will inspire and motivate the desire of future visitors to choose Hawai'i with a heavy focus on digital marketing and public relations activity. In the third stage, Conversion, HTO will work with the airlines, trade partners, and Hawai'i visitor industry to help convert that demand into bookings. Mr. Walshe said HTO will introduce the #LetHawaiiHappen, which will convey the right message and pull on rich content already available. He noted that the campaign will be digital and have substantial reach and engagement.

Chair Sanders asked if international travel is expected to return in the first or second quarter of 2021, and if Hawai'i will be on the forefront. Mr. Walshe responded that it is difficult to determine at this time, but he does not think that Hawai'i will be a part of the first wave of international destinations. He noted that the first wave will likely be an Australia-New Zealand travel corridor and then other South Pacific destinations like the Cook Islands because of its close affiliation with New Zealand. He said Australia and New Zealand are taking a strict approach to their destination partnerships and looking at destinations almost or currently free of COVID-19. Mr. Walshe noted that it will be a progression, but in talking with the market, industry, and airlines, there is a lot of optimism. However, he added that the second quarter of 2021 is more likely for a resumption of travel to Hawai'i.

Kyoko Kimura noted that Qantas and JetStar have suspended flights until next year, and Hawaiian Airlines has suspended flights until December. Mr. Walshe replied that Qantas will likely not resume long haul international travel until the middle of next year, but is leaving the opportunity open to move that date up. He added that New Zealand sees the next couple of years as trans-Pacific focused, which includes Hawai'i.

Sherry Menor-McNamara asked Mr. Walshe to clarify the target demographic for HTO's marketing campaign. Mr. Walshe responded that the profiled traveler type is identified as authentic experiencers or cultural explorers, and their priorities are connecting with nature, rejuvenation, escaping the crowds, and authenticity. He added that there is good alignment and opportunity with the Hawai'i brand and customer experience.

Pattie Herman, HTA Vice President of Marketing and Product Development, asked that if the 14-day quarantine is lifted, will that change JetStar's, Qantas', and Hawaiian Airlines' decision to not travel between Hawai'i and Australia or New Zealand. Mr. Walshe responded that it depends on the respective governments. He noted that both Australia and New Zealand have been conservative with their approach to opening their borders. He added that the public sentiment is to keep the borders closed at this stage. Mr. Walshe said there has to be a development or change in sentiment for progress to be made. He said the airlines will follow suit and start opening access if that occurs. Ms. Herman asked if the focus of HTO's activities will be more educational. Mr. Walshe responded in the affirmative and said that at the moment, there has not been a large push toward consumer marketing. The focus has been on travel trade training and education. He added that hopefully HTO can activate its marketing campaign by the end of the year.

Chair Sanders invited the public to provide testimony, and there was none.

4. Presentation of S. Korea GMT on the Recovery Plan for 2020 and Brand Marketing Plan for 2021:

Chair Sanders recognized Irene Lee of Hawai'i Tourism Korea (HTK) to present on the Korea GMT's recovery and brand marketing plan. Ms. Lee reported that it has been 6 months since the first outbreak in Korea and that Korea is one of the leading examples of how to best control COVID-19. She said the Korean economy is strong and performing better than others. Ms. Lee said that consumer sentiment can be described with four phrases: (1) safety and cleanness, (2) HOLO (online shopping), (3) domestic travel and family, and (4) sustainable and responsible travel.

Ms. Lee said that HTK's focus will be to revitalize market demand, refresh images of Hawai'i as a safe, sustainable, and clean destination, inspire Korean travelers to visit Hawai'i, and leverage HTK-owned channels, media contacts, and communication platforms. She noted that HTK will target repeat visitors, and the aim will be to keep the destination brand alive and at the forefront of people's minds. Ms. Lee said that all three major airlines have suspended flights to Hawai'i. However, she noted that Korean Air and Asiana are flying to eight U.S. Mainland and four European destinations, respectively. She added that once

Hawai'i's borders open, there is no question that the airlines will resume flights to Hawai'i. Ms. Lee explained that HTK is planning five major campaigns. She said the first is the It's Time Campaign, in which HTK will make 16 content posts on NAVER's (described as Korea's version of Google) travel section. The second campaign is a social media campaign in which professional influencers visit and experience Hawai'i and produce content featuring Hawai'i. The third campaign is the Safe and Sustainable Hawai'i campaign. Ms. Lee said the target is thoughtful visitors, and HTK will implement large-scale online advertising that feature Hawai'i as a safe destination with sustainable natural resources, cultural authenticity, and unique culinary experiences. She added that this campaign will be in cooperation with consumer brands known for sustainability in the market. The fourth campaign is the HOLO Campaign in which HTK will work with wholesalers, retailers, and agencies specializing in honeymoons to maximize outbound travel demand and accelerate booking of Hawai'i tour products. The fifth campaign is called Aloha Specialist University, which will educate travel agents in ho'okipa and kuleana to better represent the Hawai'i brand authentically in the Korean market. Ms. Lee said HTK hopes to position Hawai'i at the forefront when the market opens.

Mr. Atkins asked for more information on HTK's community enrichment program and what type of influencers will be involved. Ms. Lee responded that HTK will work with HTA and HVCB to select photographers, sports instructors, artists, chefs, and writers who have a high number of followers in the Korean market. For community enrichment, HTK will promote local festivals and events and regional activities by sending messages, news updates, and information in newsletters and in social media activities.

Chair Sanders invited the public to provide testimony, and there was none.

5. Presentation of Canada GMT on the Recovery for 2020 and Brand Marketing Plan for 2021:

Chair Sanders recognized Susan Webb of Hawai'i Tourism Canada (HTC) to present on the Canada GMT's recovery and marketing plan. Ms. Webb reported that the COVID-19 numbers in Canada remain low, and Canadians are confident about their COVID-19 mitigation efforts. In British Columbia, a major Hawai'i market, there have been no new cases. Ms. Webb noted that the economic forecast has been bleak and the tourist industry in particular has been devastated, but future indicators are looking more positive. She added that the Canadian Dollar is currently weak against the U.S. Dollar, which may be a deterrent for Canadians to travel to Hawai'i. She noted that no major airlines have direct flights to Hawai'i, and no flights are booked or planned. Ms. Webb said there have been positive discussions with Air Canada though the Canadian border remains closed until September 21st. She noted that the current sentiment in Canada is to keep the border closed. Ms. Webb added that Canada has a 14-day quarantine in place for travelers returning to Canada. She said that two Canadian insurance companies will cover COVID-19-related illnesses abroad, which is a big development. Ms. Webb expressed the belief that the Canada market will be one of the first to return, and Canadians are ready to travel.

Ms. Webb anticipates that the Canadian snowbird market will be a large segment when the borders reopen. She said HTC will be focused on training, webinars, getting travel agents to sign up for the Hawai'i Destination Specialist Program, and the MCI market. She said HTC will host the Aloha Canada Seminar, a virtual trade show, for travel agents across Canada on the weekend of December 3rd. She added that HTC will continue its webinar campaigns, newsletters, put out Kuleana and Rooted Campaign content, and remain in constant contact with its partners in Hawai'i and Canada. Ms. Webb noted that the target audiences will be romance, high value, cultural and environmental experience seekers, and snowbirds. She added that HTC has a strategy in place for a second wave during flu season in Canada, but will continue its consumer strategy to address it. Ms. Webb said HTC will continue to offer promotions to travel agents to sign up for its specialist program to sell Hawai'i properly to the right travelers and continue its public relations and social media campaigns. Ms. Webb noted that HTC's public relations strategy will be thematically aligned with the HTA Four Pillars and shared with influencers and traditional media. Ms. Webb shared that in Backster Publication's travel trade publication, Hawai'i was named the best destination for the South Pacific and the number one honeymoon destination. She added that Hawai'i has received these awards two years in a row.

Chair Sanders invited the public to provide testimony, and there was none.

6. Presentation of HTJ by Eric Takahata/Managing Director of their newly created Safety Protocol Video for the Japanese consumers and travel trade:

Chair Sanders recognized Eric Takahata of Hawai'i Tourism Japan (HTJ) to provide a market update and present HTJ's new safety protocol video. Mr. Takahata reported that the COVID-19 situation in Japan is mostly controlled with some minor spikes in Tokyo. He said talks about creating a travel corridor with Japan have stalled and been put on hold by the Japanese government due to the spike in Hawai'i's numbers. He noted that testing capacity is increasing rapidly in Japan. The major airports have the capacity to test about 10,000 people per day. Mr. Takahata added that much of it has to do with the Olympics next year. He reported that the Japanese are ready to travel as soon as Hawai'i is ready. Mr. Takahata said four flights took place in August at 90% load capacities with no issues. He noted that the recovery plan has been implemented smoothly, on time, and on budget.

Mr. Takahata described the recovery plan in three phases. He said Phase 1 revolved around communication to Japan about Hawai'i's situation. He said that in Phase 2, HTJ started to warm up for travel. He said HTJ continues to engage with the travel trade industry and consumers. He added that HTJ is ready for Phase 3 when Japanese visitors resume travel. Mr. Takahata said Hawai'i needs to get the situation under control as it enters Honolulu Marathon season. He reported that the Hawai'i at Home platform has been very successful, and HTJ has worked with top chefs and musical artists like Roy Yamaguchi and Alan Wong to engage the Japanese community. The programs include interactive cooking lessons as well as drawing lessons with top artists from POW! WOW! in Kaka'ako. He added that the programs have been so popular that HTJ has needed multiple sessions to accept everyone

who wants to participate. Mr. Takahata said they have begun 3D virtual tours of Hawai'i attractions like 'Iolani Palace, Bishop Museum, and other attractions. He noted that there is a nonprofit support component in which Japanese participants can donate, and 100% of the proceeds go to these organizations. He reported that the Aloha Program, HTJ's destination specialist program, continues to roll on in a robust way, and membership is up 127%. He said HTJ's online seminars have reached over 4,000 agents who can engage with various local stakeholders. Mr. Takahata noted that the safety video is time-sensitive as many destinations have already released similar videos. He added that Hawai'i is one of the biggest markets and needs a safety video in the market. He said most of the filming is complete and should be ready by the middle of September. He said HTJ's messaging will be very much in line and consistent with HTA's imaging, branding, and messaging.

Chair Sanders asked when HTJ would launch the video. Mr. Takahata responded that it will be ready by September 15th or 16th, but would like to share the video with the Committee and Board prior to releasing it. Chair Sanders asked for a market forecast for the end of the year. Mr. Takahata forecasted about 15% to 20% of market recovery, but as the reopening is delayed that number becomes smaller. He said the Honolulu Marathon opened for registration in Japan, and the estimate is that 5,000 to 6,000 marathoners will register though that number is usually 15,000 to 16,000.

Ms. Kimura asked if there is no refund if the marathon is canceled. Mr. Takahata responded that the person can receive credit for the next marathon.

Ms. Herman asked if marathons are open in Japan. Mr. Takahata responded that marathons after April had been canceled. Ms. Herman asked if 5,000 to 6,000 marathoners have already booked. Mr. Takahata responded that those are not confirmed bookings, but rather the expected number.

Chair Sanders invited the public to provide testimony, and there was none.

7. Presentation of HVCB Jay Talwar/Sr. VP & CMO of the newly updated video, social media messages and media strategy:

Chair Sanders recognized Jay Talwar of HVCB to present a market and media strategy update. Mr. Talwar reported that travel sentiment remains low. He noted that if people are traveling, it is mainly regional flights, and people are concerned about the economy and COVID-19. He added that expectations for travel in the fall have dropped dramatically. Mr. Talwar noted that less than 10% of people participating in the traveler sentiment surveys would be unhappy to wear a mask after the 14-day quarantine is lifted. He said resident sentiment has shifted dramatically and more people want tourism to resume due to an increase in layoffs and furloughs. Mr. Talwar said the message and target strategy will be focused on attracting visitors who will leave Hawai'i better than when they arrive. The message will not only be that it is time to come back to Hawai'i, but also time to give back to Hawai'i. He added that the messaging needs to be aligned with these new directions. He said HVCB is putting together social media mood boards that present the destination

appropriately, highlighting the spectacular environment, wide open spaces, the ability to recharge and reinvigorate, the cuisine, and the multi-ethnic background and blend of cultures.

Mr. Talwar said HVCB has begun reaching out to and engaging with local ambassadors through the Island Chapters. He noted that another focus is talking to visitors about how to give back through voluntourism programs. He added that Caroline Anderson, HTA Director of Community Enrichment, and Mr. Ka'anā'anā have helped to identify those programs. Mr. Talwar said HVCB is working with Facebook, Instagram, YouTube, and Pinterest, and HVCB's content will be cut down so that it works on social media. He added that it is important for residents to know how the visitor industry is speaking with visitors.

Mr. Talwar said HVCB is working on a digital travel guide, developing content, and sharing it through its social media handles. He noted that the target is still the avid traveler with a focus on the four major markets in Los Angeles, San Francisco, Portland, and Seattle. He said HVCB is focused on three segments of travelers: (1) Ready to Go (repeat visitors), (2) the Mindful Traveler, and (3) Ready to Give. Mr. Talwar explained that this targeting is based on offline and online signals and behaviors. He added that HVCB's media plan revolves around the October 1st reopening date. He noted that HVCB has been in discussions with several hoteliers about promotional activity, such as free nights if guests engage in voluntourism activity. He wants to show residents that the visitor industry is committed to the right visitors, not just numbers and arrivals. He also discussed kama'āina staycation plans in which visitors and residents can come together for a positive impact.

Chair Sanders invited the public to provide testimony, and there was none.

8. Presentation and approval of establishing a Surfing & Canoe Paddling Advisory Group:

Chair Sanders recognized Mr. Ka'anā'anā to present a proposal on establishing a Surfing and Canoe Paddling Advisory Group. Mr. Ka'anā'anā reported that he has been in touch with people in the community to get a sense of what is important to them as this work moves forward. He said the main thing he has heard is a desire for it not to be O'ahu-centric. He noted that he needs more time to put the details together. Mr. Ka'anā'anā said he and Senator Glenn Wakai have been in discussions about selecting Hawai'i as the official training site for the U.S. Olympic Surfing Team. He added that he has begun working with community partners and will start to get them looped in to this work. Chair Sanders expressed support for the advisory group and suggested that someone from the Board should be on the advisory group as a connection to the Board. Benjamin Rafter agreed that a Board member should be on the advisory group to be engaged and involved. Chair Sanders said he will recommend establishing the advisory group to the full Board with more information to follow from Mr. Ka'anā'anā.

Chair Sanders invited the public to provide testimony, and there was none.

9. Adjournment:

The meeting adjourned at 2:42 p.m.

Respectfully submitted,

Reyn S.P. Ono

Reyn S.P. Ono

Recorder