



Hawai'i Convention Center
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For Immediate Release: February 26, 2018
 HTA Release (18-14)

Hawai'i Tourism Authority Presents Spring Marketing Update, March 7
Register online by March 2

HONOLULU – The Hawai'i Tourism Authority and its Global Marketing Team will present a briefing of its tourism marketing programs for 2018 at the Spring Marketing Update on Wednesday, March 7, at the Hawai'i Convention Center. The event features a lineup of informative presentations, networking lunch and Hawaiian culture sessions.

Leslie Dance, HTA vice president of marketing and product development, commented, "We encourage everyone to come see the innovative programs that our Global Marketing Team is implementing in 10 key markets worldwide to elevate the State's brand and support tourism for the Hawaiian Islands. This is a good opportunity to network with our team and partner on programs to support business development."

Interested attendees can participate in the Spring Marketing Update by registering online at www.hawaiiitourismauthority.org/about-hta/hta-events/. The deadline to RSVP is March 2. Seating is limited. Validated parking is free.

Following the Spring Marketing Update, HTA is presenting a networking lunch and two Hawaiian culture workshops for the nominal fee of \$10. The deadline to RSVP for the lunch and workshops is February 28. The workshops will address the usage of the Hawaiian language and chiefly Hawaiian leadership skills in the workplace and at home (see description below).

Spring Marketing Update Schedule

Lili'uokalani Theater, Room 310

8:00-8:30 a.m.	Registration
8:30-8:50 a.m.	Welcome
8:50-9:10 a.m.	Hawai'i Tourism United States
9:10-9:25 a.m.	Hawai'i Tourism Canada
9:25-9:40 a.m.	Hawai'i Tourism Oceania
9:40-9:55 a.m.	Hawai'i Tourism Europe
9:55-10:10 a.m.	Hawai'i Tourism Global MCI and Hawai'i Convention Center
10:10-10:20 a.m.	Q&A
10:20-10:30 a.m.	Break
10:30-10:40 a.m.	Hawai'i Tourism Southeast Asia
10:40-10:50 a.m.	Hawai'i Tourism Taiwan
10:50-11:10 a.m.	Hawai'i Tourism China and Hawai'i Tourism Hong Kong
11:10-11:25 a.m.	Hawai'i Tourism Korea
11:25-11:40 a.m.	Hawai'i Tourism Japan

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11:40-11:50 a.m. Q&A
11:50 a.m.-12:00 p.m. Closing
12:15-3:00 p.m. Networking Lunch (Room 306 A/B)
Kipa Aloha Hawaiian Culture Workshop (Lili'uokalani Theater, Room 310)
**The cost to attend the lunch and workshop is \$10. RSVP by February 28.*
'Ōlelo Hawai'i: Just the Basics
Trainer: Hi'ilani Shibata

Description: The Hawaiian Language or 'Ōlelo Hawai'i is one of two official languages of Hawai'i. Learn basic pronunciation through "Hakalama" exercises and a few vocabulary words for everyday use in the workplace and at home.

'Ōpū Ali'i: Chiefly Hawaiian Leadership and Hawaiian Values
Trainer: Kainoa Horcajo, Native Hawaiian Hospitality Association

Description: The Chiefly Leadership curriculum emphasizes development of personal potential through the appreciation and practice of traditional Hawaiian leadership principles that are still relevant today. Learn the basic concepts and components of chiefly leadership in old Hawai'i, lessons that can be applied to leadership in contemporary work culture in Hawai'i's hospitality industry.

About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](#) 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.hawaii tourism authority.org. Follow updates about HTA on [Facebook](#), [Twitter](#) (@HawaiiHTA) and its [YouTube Channel](#).

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