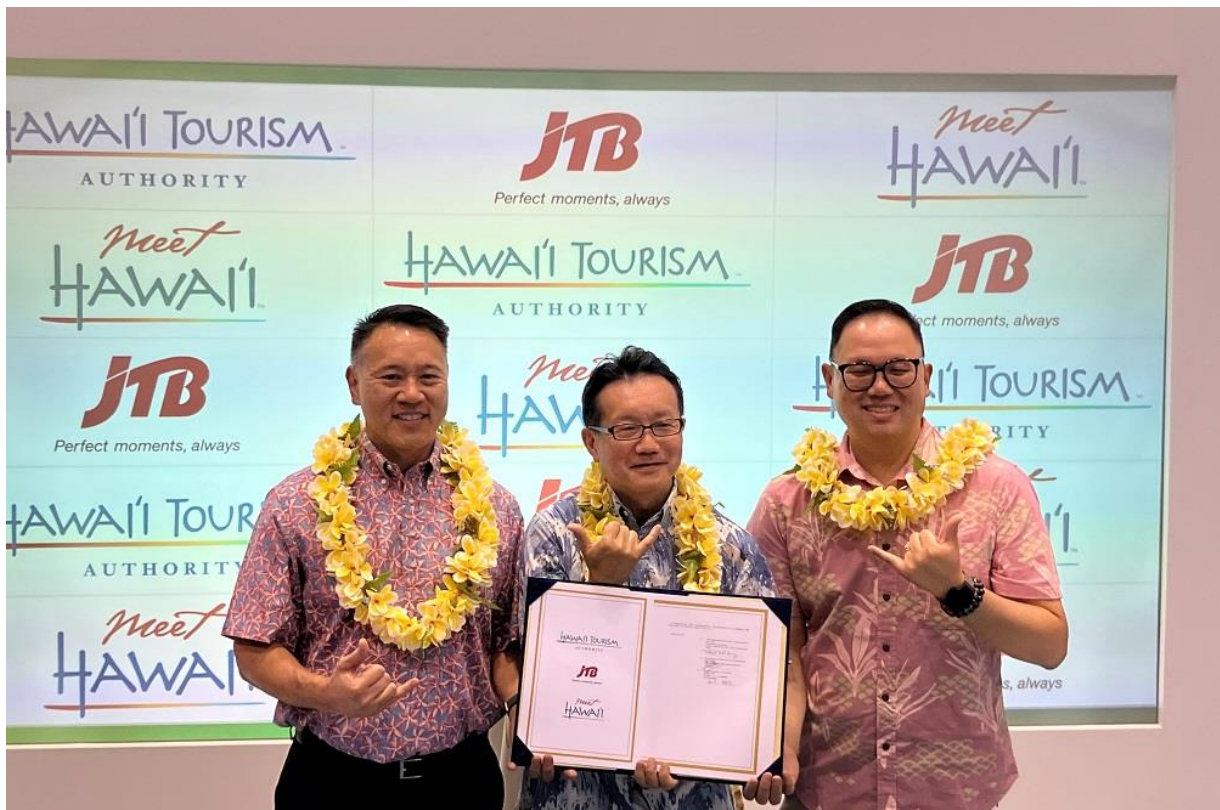


On Friday, September 27, 2024, in Tokyo.

## The Hawai‘i Tourism Authority, Meet Hawai‘i & JTB Sign Memorandum of Understanding to Attract Meetings and Events in Hawaii

JTB, in collaboration with the Hawai‘i Tourism Authority (hereafter referred to as “HTA”) and the Hawai‘i Visitors and Convention Bureau (hereafter referred to as “Meet Hawai‘i”), signs a partnership agreement on September 27, 2024, aiming to attract more business events to Hawai‘i.



Hawaii, with its beautiful nature, history, and culture, is not only an attractive destination for the Japanese but is also globally recognized as a leading location for business events. However, due to the recent depreciation of the yen and the high cost of living in Hawaii, the demand for business events such as Meetings, Incentive Travel, and Conventions by Japanese companies has been slow to recover. Recognizing the importance of this market for both Japan and Hawaii, we have decided to form a partnership to actively promote its recovery.

In line with the partnership agreement, we are committed to contributing to Hawaii's continued development in collaboration with local residents. We aim to uphold the spirit of "Responsible Tourism", ensuring the preservation of Hawaii's beauty for future generations, while also considering how travelers and businesses can contribute to Hawaii's future.

#### <Details of MoU Agreement>

Date of conclusion: Friday, September 27, 2024

Conclusion period: From Wednesday, January 1, 2025, to Friday, December 31, 2027

Target business events: Meetings, Conventions, and Incentive travel

### **Main Initiatives**

#### **1. Establishment of JTB Ambassador Program**

We will implement a program to develop our expertise in organizing business events in Hawaii through training with Meet Hawai'i. Our goal is to enhance our ability to create proposals and attract business events that catering to a diverse range of customer needs and exceed their expectations.

#### **2. Collaboration for Developing JTB ONLY Plan**

We will develop unique content that combines customer needs, the latest local information, and a sustainability perspective, as well as high value-added content that is unique to "the place" and "the time".

#### **3. Collaboration to Create New Exchanges**

##### **(Bringing People, Places and Possibilities Together)**

We will collaborate to develop exchange programs that promote cultural understanding between Japan and Hawaii. This will provide opportunities to experience different cultures and foster new exchanges. We aim to deepen our understanding of each other's history and culture, contributing to genuine exchanges that connect people at a heart-to-heart level.

#### **4. Enhanced Support Programs for Organizing Business Events**

We will enhance our support programs to make business events in Hawaii more valuable for our clients.

### **■ About the Hawai'i Tourism Authority**

The Hawai'i Tourism Authority (HTA) is the state agency responsible for representing the Hawaiian Islands around the world and for holistically managing tourism in a sustainable manner that aligns with community desires, economic goals, cultural values, the preservation of natural resources, and visitor industry needs. HTA works with the community and industry to Mālama Hawai'i – care for our beloved home. For more information about HTA, visit [hawaiiitourismauthority.org](http://hawaiiitourismauthority.org) or follow @HawaiiHTA on Facebook, Instagram, Threads, and Twitter.

## ■ About Meet Hawai‘i

Meet Hawai‘i is a collaboration between the Hawai‘i Visitors and Convention Bureau (HVCB) and the Hawai‘i Convention Center (HCC) to reinforce the brand of The Hawaiian Islands as a world-class destination for global business meetings, conventions, and incentive programs. For more information about Meet Hawai‘i and hosting meetings, conventions, and incentives, please visit [MeetHawaii.com](https://www.MeetHawaii.com).

## ■ About JTB

JTB has defined its business domain as “Exchange and Creation Business<sup>\*1</sup>; Bringing People, Places and Possibilities Together”. JTB helps solve issues faced by local communities and tourism businesses by utilizing its nationwide network to expand the number of people interacting with one another through the creation of various human, logistical, and commercial flows. We aim to connect people to people, people to places, and people to things, creating new value, and fostering innovations in the region through the power of digital and human resources.

\*1 “Exchange and Creation Business” is a registered trademark of JTB Corporation.

<https://www.jtbcorp.jp/en/>

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