



Hawai'i Tourism Conference

23 September 2025

Disruption



Steering Through Change



Collaboration

Investing in Hawai'i's Future



Hawai'i Tourism Conference
2025



Hawai'i Convention Center Updates

ASM GLOBAL IS NOW LEGENDS GLOBAL

With a powerful global network of over 450 venues worldwide, we pride ourselves on always putting our partners front and center and operating in complete alignment with your goals.

We're looking forward to this new era and are proud to continue serving you as Legends Global.

Mahalo for your partnership – the best is yet to come.

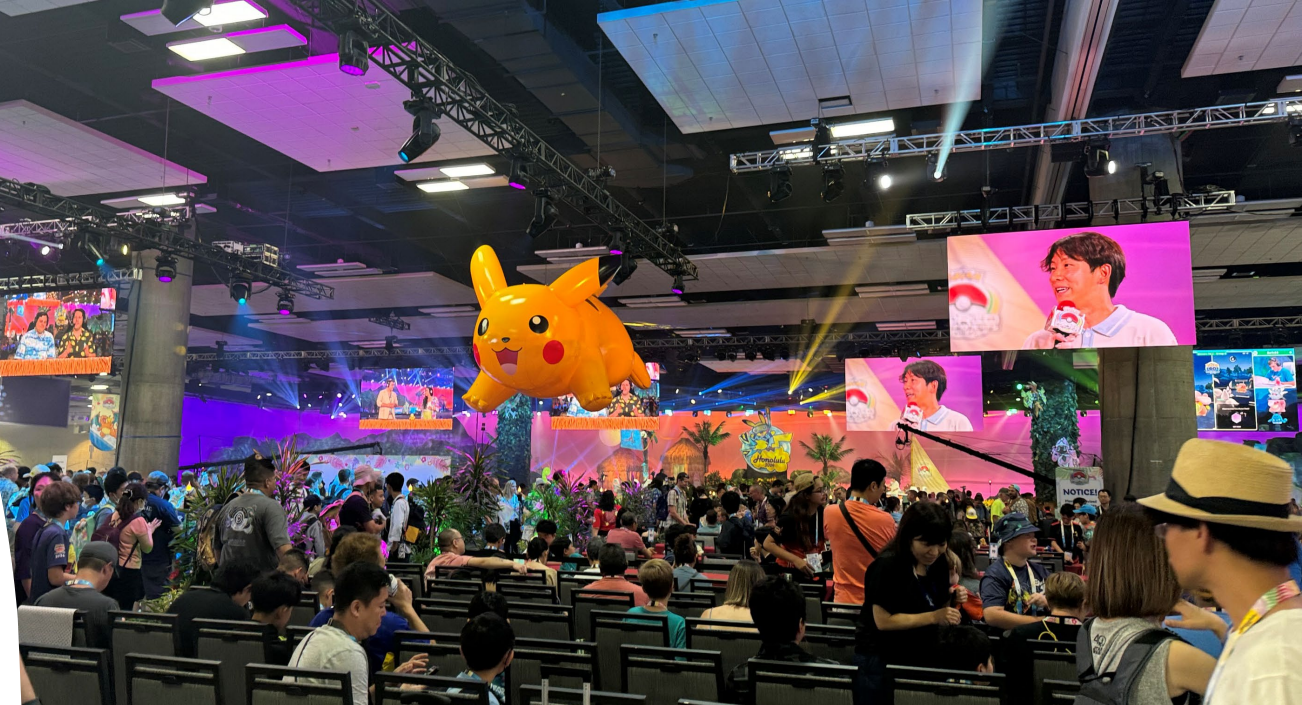


Financial Performance

Fiscal Year 2028

(July 2024 - June 2025)

- Hosted over 250 events (18 citywide events and 235 local events)
- Welcomed over 580,000 attendees
- Facility gross revenue of \$27.4M, compared to a budget of \$24.1M
 - Local events contributed to over \$14.5M of gross revenue
- State visitor spend and tax generation of \$388M and \$45.4M, respectively, from citywide events.
- A \$13.35 return on investment to the State of Hawai'i for every dollar spent on the HCC.



What's Happening at the Hawai'i Convention Center in 2026 & 2027....?



Modified Events Schedule 2026 & 2027

OPEN for business M-F EVENINGS ONLY

**OPEN for business WEEKENDS & THREE-DAY
HOLIDAY weekends (MON/FRI)**

***CONSTRUCTION WILL NOT BE STOPPED FOR EVENTS**

Modified Events Schedule 2026 & 2027

- LEAK RELATED REPAIR Projects that will take place during this time
 - \$64M - Rooftop Terrace Deck Repair (4th floor)
 - \$26.5M - Ballroom Roof, Gutter, Foyer & Lobby Transom Glass (4th floor)
 - \$2M – Parapet Roof Repairs (3rd & 4th Floor)
 - \$14M – 3rd Floor Planter Repair & Exterior Planters (Grand Staircase)
 - \$1.8M - Slate Tile Repair on terrace decks and throughout the building
 - \$5.8M - Parking Garage Floor Sealing (waterproofing)

Total of \$114.1M in leak related projects will be completed during this timeframe

Modified Events Schedule 2026 & 2027

- **UPGRADE Projects** that will take place during this time
 - \$5.1M - House Sound (all meeting rooms)
 - \$7M - LED Light Upgrade (all meeting rooms)
 - \$8.6M - Escalator Modernization (all escalators)
 - \$2.6M - Exterior Building Painting (3.7M interior completed in 2025)
 - \$5.7M - Solar Photovoltaic System (PV)
 - \$6.2M - Digital Signage Upgrade
 - \$6.7M - Three F&B concession outlets (lobby, 3rd floor)
 - \$5.1M - Restroom Renovations (all floors)
 - \$1.8M - Fire Sprinkler Line Refurbishment/Fire Alarm System Replacement

Total of \$48.8M Upgrade/Repair projects will be completed during this timeframe

LEGEND

- Elevator
- Escalator (2nd FL Parking)
- Escalator (3rd & 4th FL)
- ATM
- Pay phone
- TDD / Pay phone
- Vending area
- LCD board
- Automatic entry door
- Restroom (Men)
- Restroom (Women)
- Restroom (Universal)
- Accessible Passenger Loading Zone
- Water fountain
- Smoking area
- Entrance

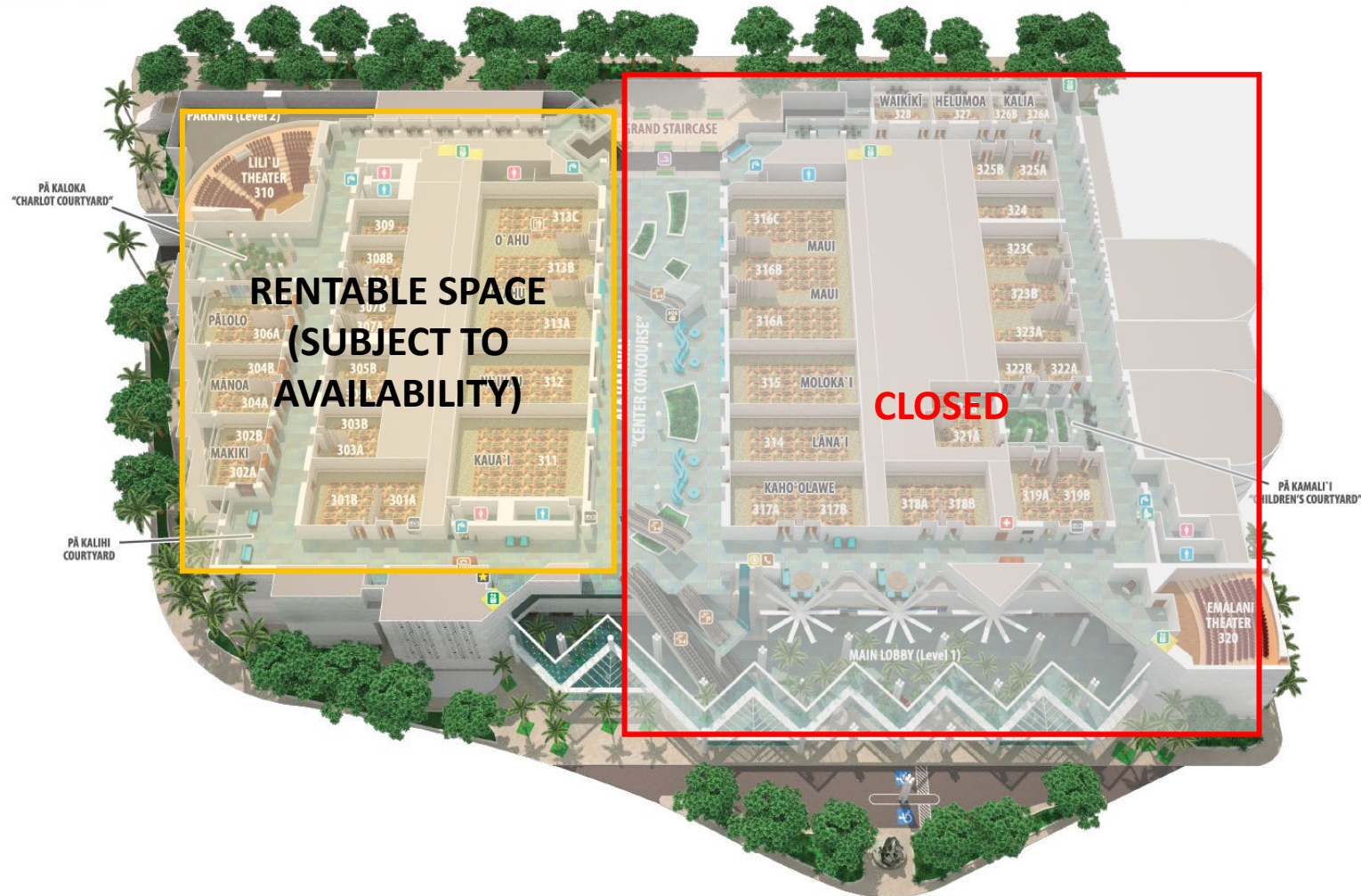


L1

Exhibit Halls and Lobby

LEGEND

- Elevator
- Escalator (2nd FL Parking)
- Escalator (3rd & 4th FL)
- ATM
- Pay phone
- TDD / Pay phone
- Vending area
- LCD board
- Automatic entry door
- First aid
- Business center
- Restroom (Men)
- Restroom (Women)
- Restroom (Universal)
- Accessible Passenger Loading Zone
- Water fountain
- Bottle filler
- Smoking area
- Entrance
- 808 Coffees Café



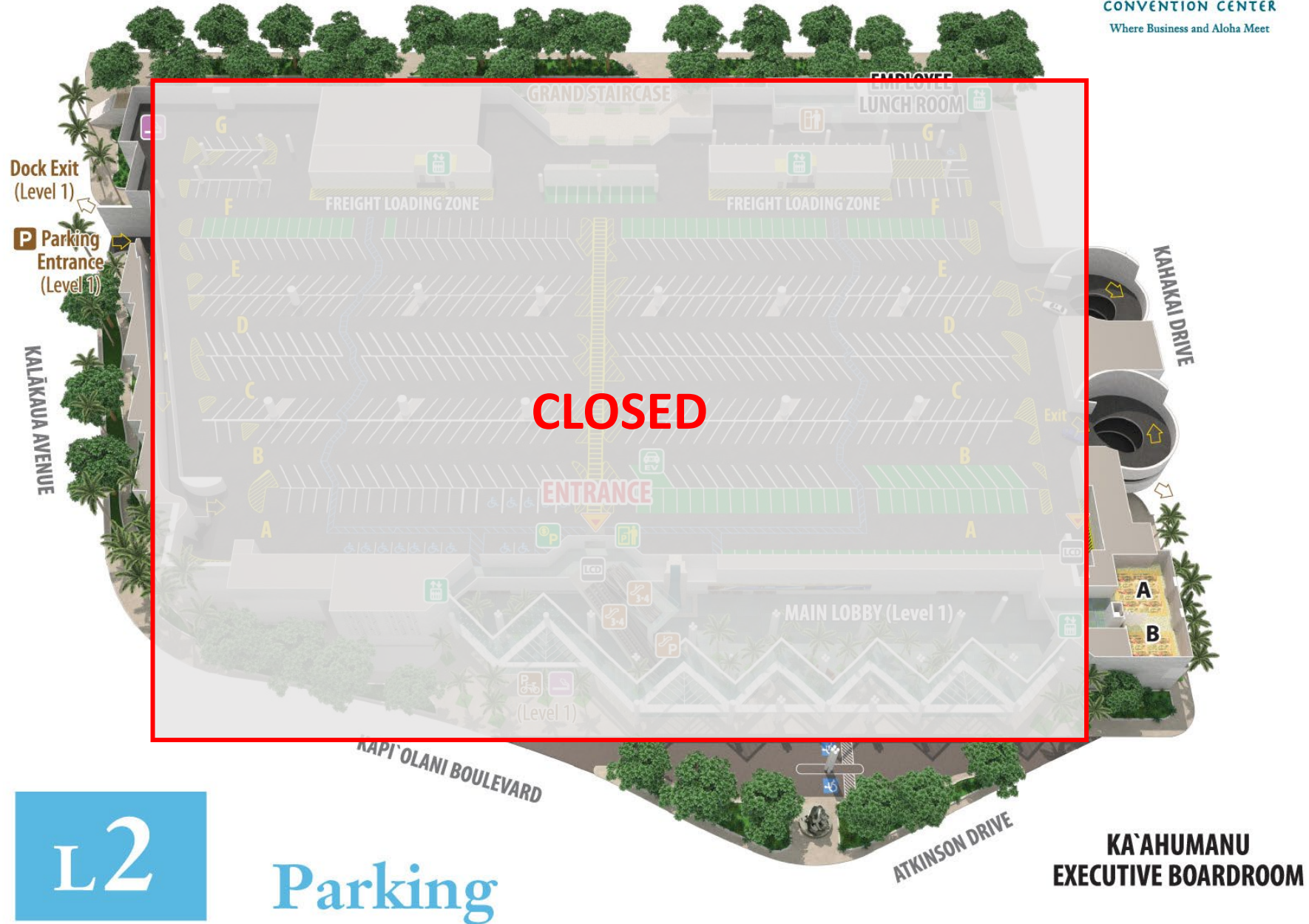
L3

Meeting Rooms

Level 3 contains 138,869 sq. ft. of total meeting space including 47 meeting rooms and 2 theaters with tiered seating.

LEGEND

- P Parking
- B Bicycle parking
- Accessible passenger parking space
- P Parking cashier
- Parking pay station
- Electric vehicle charging station
- Escalator (2nd FL parking)
- Escalator (3rd & 4th FL)
- Elevator
- Smoking area
- Entrance



L2

Parking

LEGEND

- Elevator
- Escalator (2nd FL Parking)
- Escalator (3rd & 4th FL)
- ATM
- Pay phone
- TDD / Pay phone
- Vending area
- LCD board
- Automatic entry door
- First aid
- Business center
- Restroom (Men)
- Restroom (Women)
- Restroom (Universal)
- Accessible Passenger Loading Zone
- Water fountain
- Bottle filler
- Smoking area
- Entrance



L4

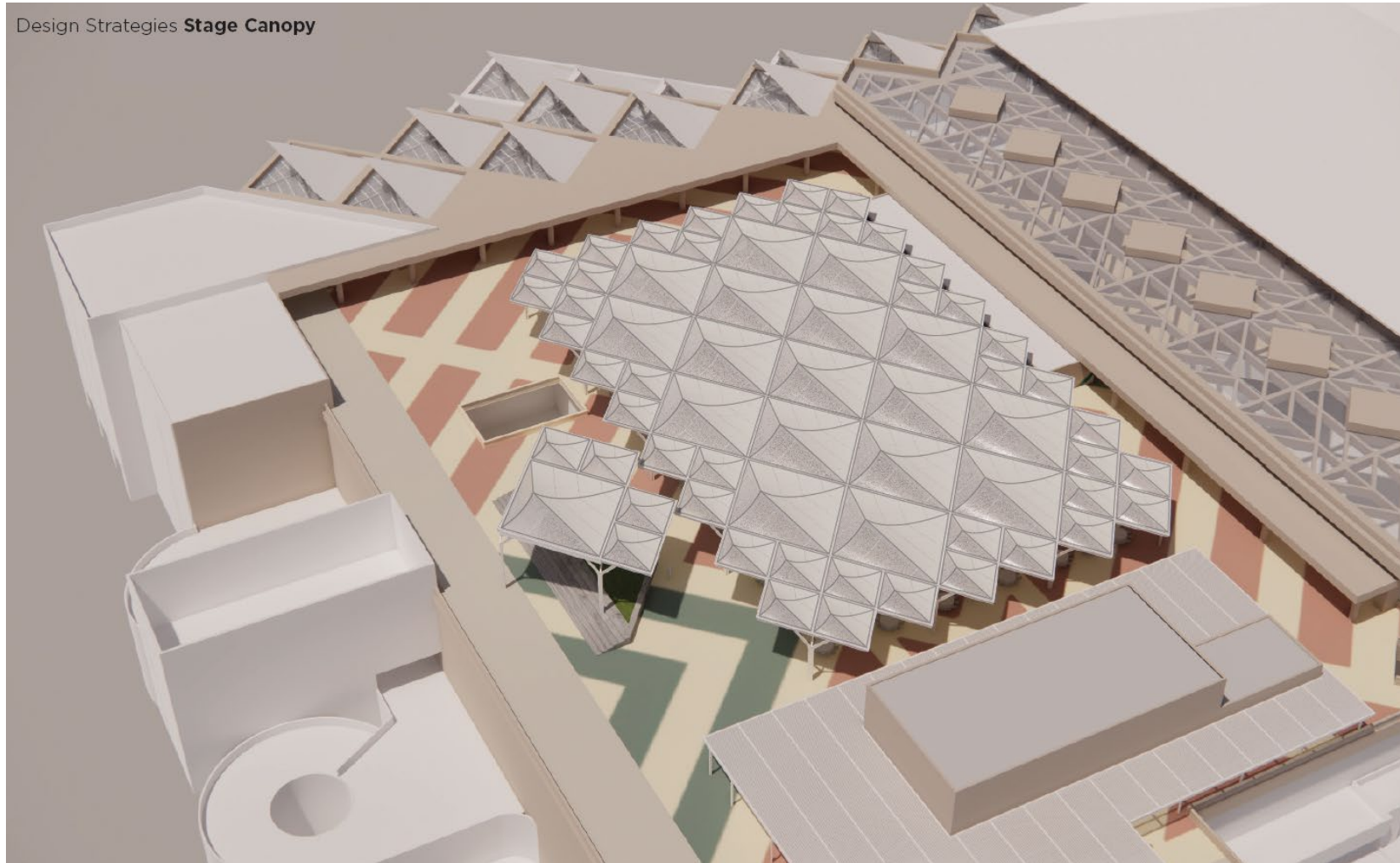
Ballroom and Rooftop Garden

Level 4 features a 35,000 sq. ft. (3,252 sq. m) grand ballroom and a 2.5 acre (10,117 sq. m) landscaped rooftop garden for receptions.

Rooftop Terrace Repair



Rooftop Repair/Upgrades



Rooftop Repair/Upgrades

Design Strategies **Roof Canopy (East)**



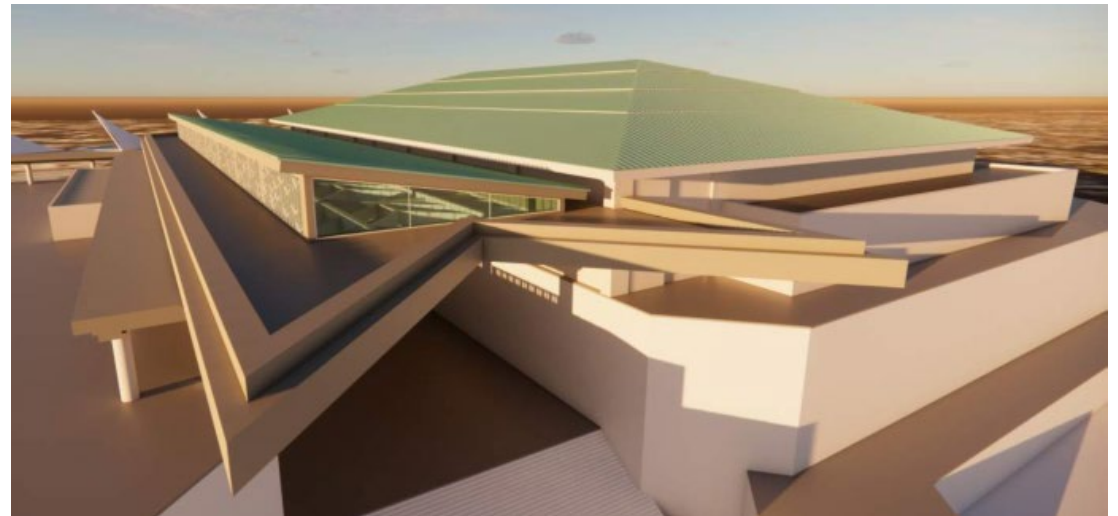
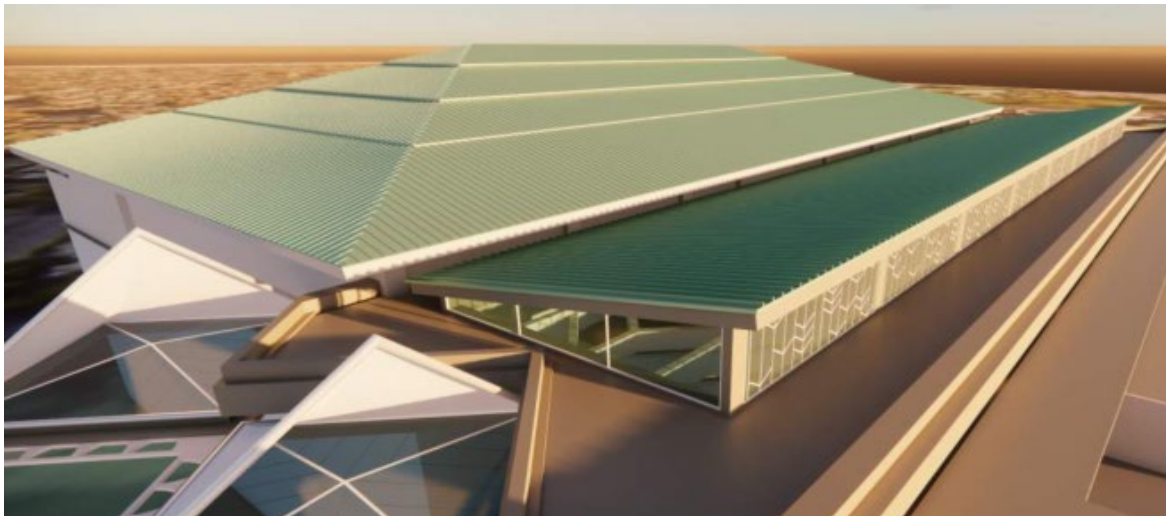
Rooftop Repair/Upgrades



BALLROOM ROOF REPAIR



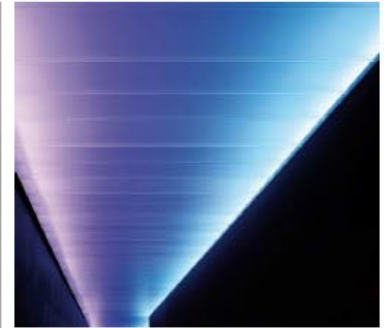
BALLROOM GUTTER AND FOYER GLASS REPAIR



BALLROOM GUTTER, FOYER AND LOBBY TRANSOM GLASS REPAIR



BALLROOM GUTTER, FOYER AND LOBBY TRANSOM GLASS REPAIR



- A** RGBW Linear Light Fixture at Top of Structure Uplighting The Ceiling Panels
- B** Adjustable Recessed Downlights
- C** Linear Architectural Grazer



Building Upgrades and Enhancements

ESCALATOR MODERNIZATION

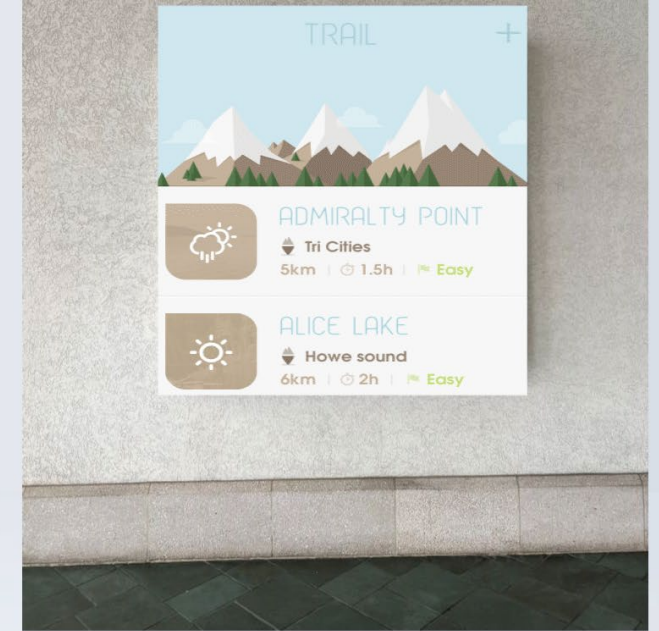


Future Food & Beverage Enhancements

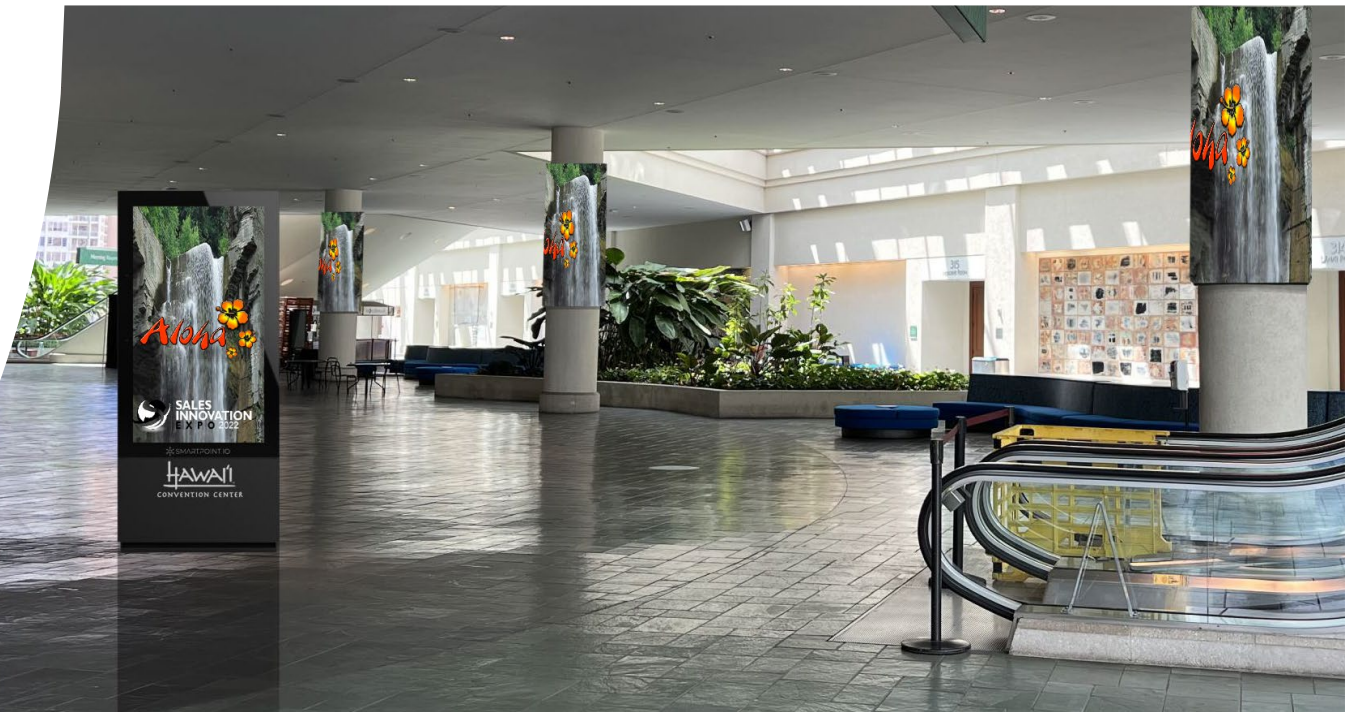
- Concession Upgrades (3F)
- Frictionless Grab & Go
- Lobby café upgrade



Digital Signage Upgrades



Sample renderings only



Retractable Seating - 1200 seats



Solar Photovoltaic (PV) Project



Projects:

In-progress or Completed Projects

Exterior Building Painting



LED Lighting Upgrades



LED lighting which have been installed in 3F Mauka corridors and meeting spaces and Exhibit Halls.

Controls are managed through apps and iPads installed in each of the rooms.

New Signature Sign in Exhibit Hall 1 Windows



Twas the Light Before Christmas on Ice

- 8,000 sq. ft.
Ice Skating Rink
- Immersive Show
- Food and Beverage
- Giant Light Displays
- Children's Area
- Gift Shop
- Vendor Marketplace





Mahala



2026 PLAN HIGHLIGHTS

2025: Momentum Meets Headwinds

- Record-setting years: 22 conventions, \$500M + impact
- Single Property ahead of YTD goals for tentatives and definites
- Citywide: tentatives up 45%, conversion challenged
- Competitive climate; incentives, free rent, lower f&b from peers
- Confidence expected to return with January repair start



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2026 PLAN HIGHLIGHTS

Short-Term Response 2026, 2027

- Consistent Messaging across all platforms
- Short-Term Solutions, Long Term Impact
 - Creating mini-wides across multiple hotels
 - Securing alternative venues
 - Leveraging Convention Center during non-construction hours
- Creating compression across all islands.



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2026 PLAN HIGHLIGHTS

Looking Ahead 2028-2032

- Critical recovery window once the Center re-opens
- Secure anchor events in medical, STEM, global association/incentive sectors
- Rebuilding Long Term Booking Pace + global rotation cycles
- **Goal:** restore planner confidence and Hawai'i's global competitiveness



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2026 PLAN HIGHLIGHTS

Strategies influencing our work

- Restore Confidence in the Hawai'i Convention Center
- Maximize Citywide Conversion and Future- Year Recovery
- Expand Single Property and Incentive Business
- Sustain Global Market Readiness
- Strengthen Brand, Client Experience, and Service Culture
- Define and Deliver Legacy Impact
- Media Strategy



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2026 PLAN HIGHLIGHTS

KPI's, Legacy, Regenerative

- Redefining KPI's: room nights + client satisfaction + legacy impact
- Legacy Impact Framework: workforce, education, culture, community
- Meetings, Conventions, Incentives – a natural driver of regenerative tourism



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MAHALO