

Shin Ishiyama, Business Development Senior Manager



Shin currently serves as Senior Manager in H.I.S. Hawaii's newly formed Business Development Department, tirelessly working with our valued business partners to strengthen and increase our business relations, as well as exploring brand new areas for market expansion.

Shin is a native of Niigata, Japan and has lived and worked in Hawaii for 10 years. With a degree in Mass Communication and Media Arts, he began working at H.I.S. Japan in 1999 and transferred to the Honolulu branch in 2006.

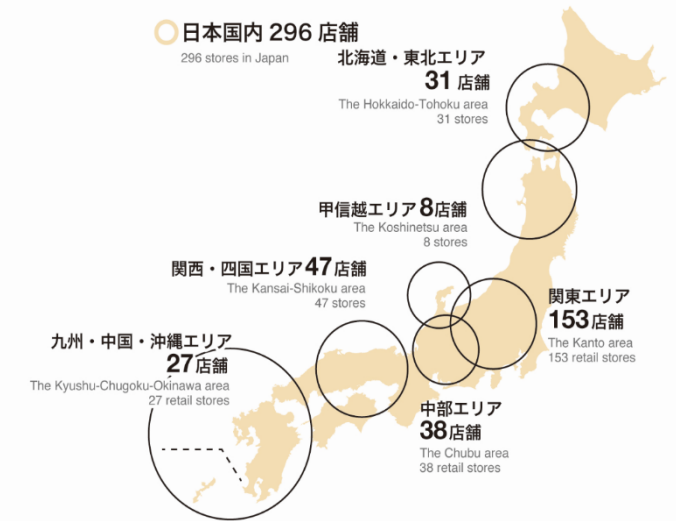
Through his work in international marketing, Shin has developed a deep understanding of the Hawaii tourism industry. With a nuanced knowledge of both the local and Japanese markets, he is uniquely poised to invigorate existing partnerships, as well as forge new, profitable business relationships in currently untapped segments of the visitor industry. From H.I.S. Hawaii's LeaLea Points rewards program, to the Hawaii Free Wi-Fi and LeaLea Wi-Fi services, the "LeaLea Shopping Live" TV shopping program, and more, Shin provides unparalleled service and attention to detail to in order to foster growth for both H.I.S. and all its business partners – one valued customer at a time.

HIS Global Network - 232 Branches, 141 Cities, 65 Countries

○ 世界拠点都市一覧 Global network



○ 日本国内 296 店舗 296 stores in Japan

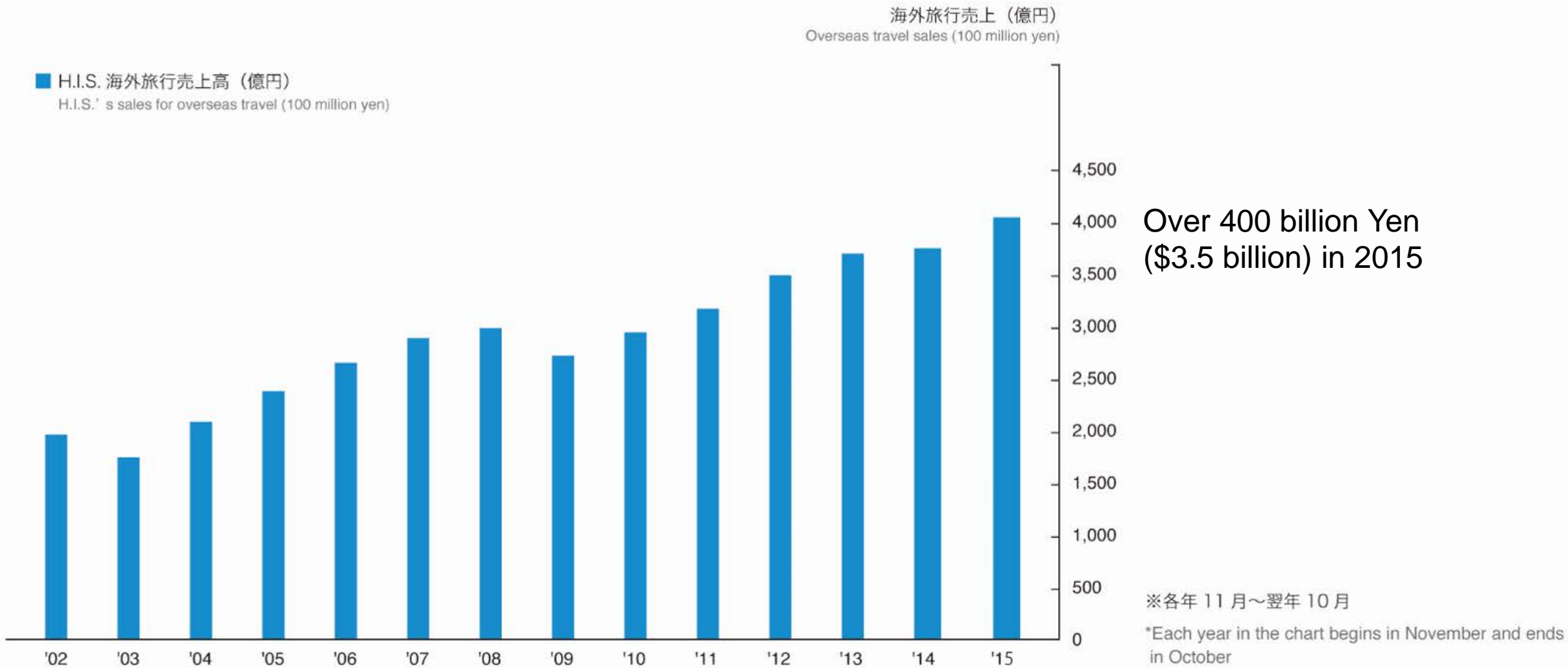


300 stores in Japan

More than 14,000 staff members worldwide



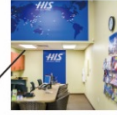
Sales for Overseas Travel from Japan (2002-2015)



H.I.S. Hawaii Network - Oahu, Big Island and Maui



LeaLea Airport Lounge
LeaLea エアポートラウンジ
300 Rodgers Boulevard Honolulu, HI 96819



Downtown
ダウントウン支店
1046 Bishop Street, Suite A, Honolulu, HI 96813
【Tel】 808-526-2266
【Hours of Operation】 8:00-17:00 (Mon - Fri, closed Sat - Sun and Major Holidays)

O'ahu
Waikiki



Waikiki Shopping Plaza 4F
ワイキキ店
2250 Kalakaua Avenue, Suite 406,
Honolulu, HI 96815-2575
【Tel】 808-922-4447
【Hours of Operation】 9:00-18:00 (Mon - Fri, closed Sat - Sun and Major Holidays)



Don Quijote
ドン・キホーテ カヘカ店
801 Kaheka Street, Honolulu, HI 96814
【Tel】 808-983-3373
【Hours of Operation】 10:00-19:00 (Daily)
(Closed on Thanksgiving, Christmas and New Year's Day)



Waikiki Shopping Plaza 4F
**HAWAII H.I.S. CORPORATION,
Head office**
2250 Kalakaua Avenue Suite #406 Honolulu,
HI 96815-2575



LeaLea Lounge at Waikiki Beach Marriott
LeaLea マリオットラウンジ
2552 Kalakaua Avenue,
Paoakalani Tower 1F, Honolulu, HI 96815
【Tel】 808-921-5352
【Hours of Operation】 8:00-17:00 (Daily)



Waikiki



LeaLea Lounge at Hilton Hawaiian Village
LeaLea ヒルトンラウンジ
2005 Kalia Road, Diamond Head Tower
#DL-2 Honolulu, HI 96815
【Tel】 808-941-4402
【Hours of Operation】 8:00-17:00 (Daily)



LeaLea Lounge at Royal Hawaiian Shopping Center
LeaLea ラウンジ
2233 Kalakaua Avenue, Building B Level 3,
Suite B-308, Honolulu, HI 96815
【Tel】 808-923-3412
【Hours of Operation】 8:00-21:00 (Daily)



Kona
コナ支店
75-5660 Palani Road, Kailua-Kona, HI 96740
(コートヤード・キングカメハメハホテル 1 階内)
【Tel】 808-326-1414
【Hours of Operation】 8:00-17:00 (Daily)

Moloka'i

Lanai



Maui
マウイ支店
173 Alama Street, Suite 6, Kahului, HI 96732-2448
【Tel】 808-873-0099
【Hours of Operation】 8:00-17:00 (Daily)

Maui

Kaho'olawe

Island of Hawaii



Hapuna Beach Prince Hotel
**ハプナビーチプリンス
レアレアツアーデスク**
1F Hapuna Beach Prince Hotel,
62-100 Kauna'oa Drive, Kohala Coast, HI 96743
【Tel】 808-880-3421
【Hours of Operation】 9:00-17:00 (Daily)

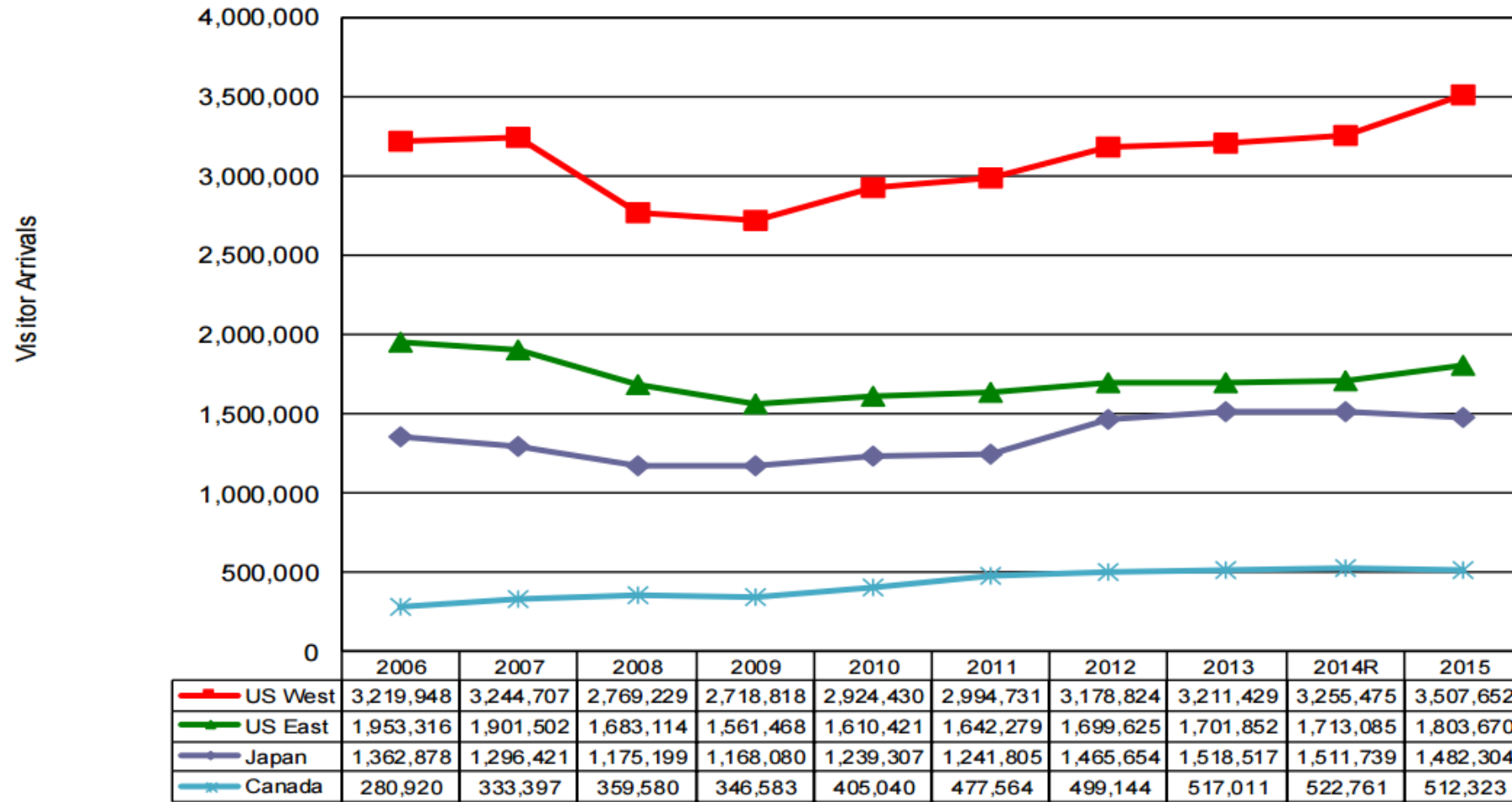


Hilton Waikoloa Village
ヒルトンツアーデスク
69-425 Waikoloa Beach Drive,
Waikoloa, HI 96738
【Tel】 808-886-2801
【Hours of Operation】 9:00-18:00 (Daily)



Sheraton Kona
シェラトンツアーデスク
78-128 Ehukai st. Kailua Kona, HI 96740-2525
【Tel】 808-987-1009
【Hours of Operation】 9:00-18:00 (Daily)

**Figure 4: Visitor Arrivals from Four Largest Markets (by Air)
2006-2015**



HIS
Market Share 14%

HIS
21%





LeaLea Trolley



LeaLea Lounge @ Royal Hawaiian Center



LeaLea Lounge @ Waikiki Beach Marriott



Eco Cab LeaLea Edition



LeaLea Lounge @ Hilton Hawaiian Village



LeaLea Airport Lounge @ Honolulu Airport



HIS Hawaii Shinjuku 3chome Branch



HIS Osaka Station Hawaii Branch



Hawaii VR Experience

Japan Visitors to Hawaii : Profile

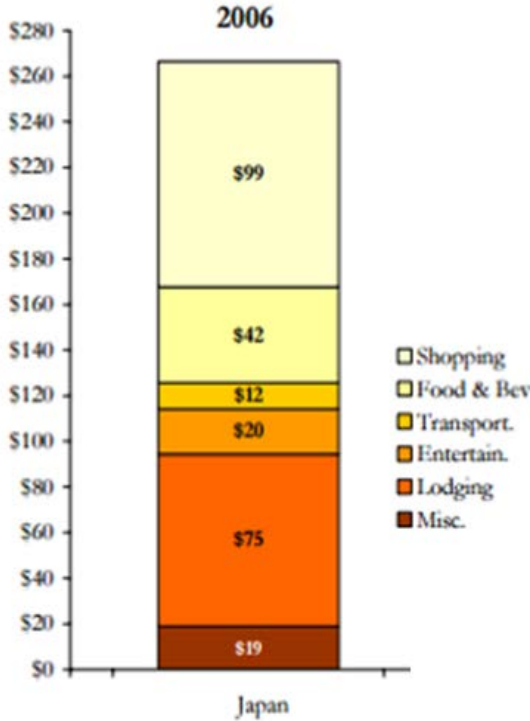
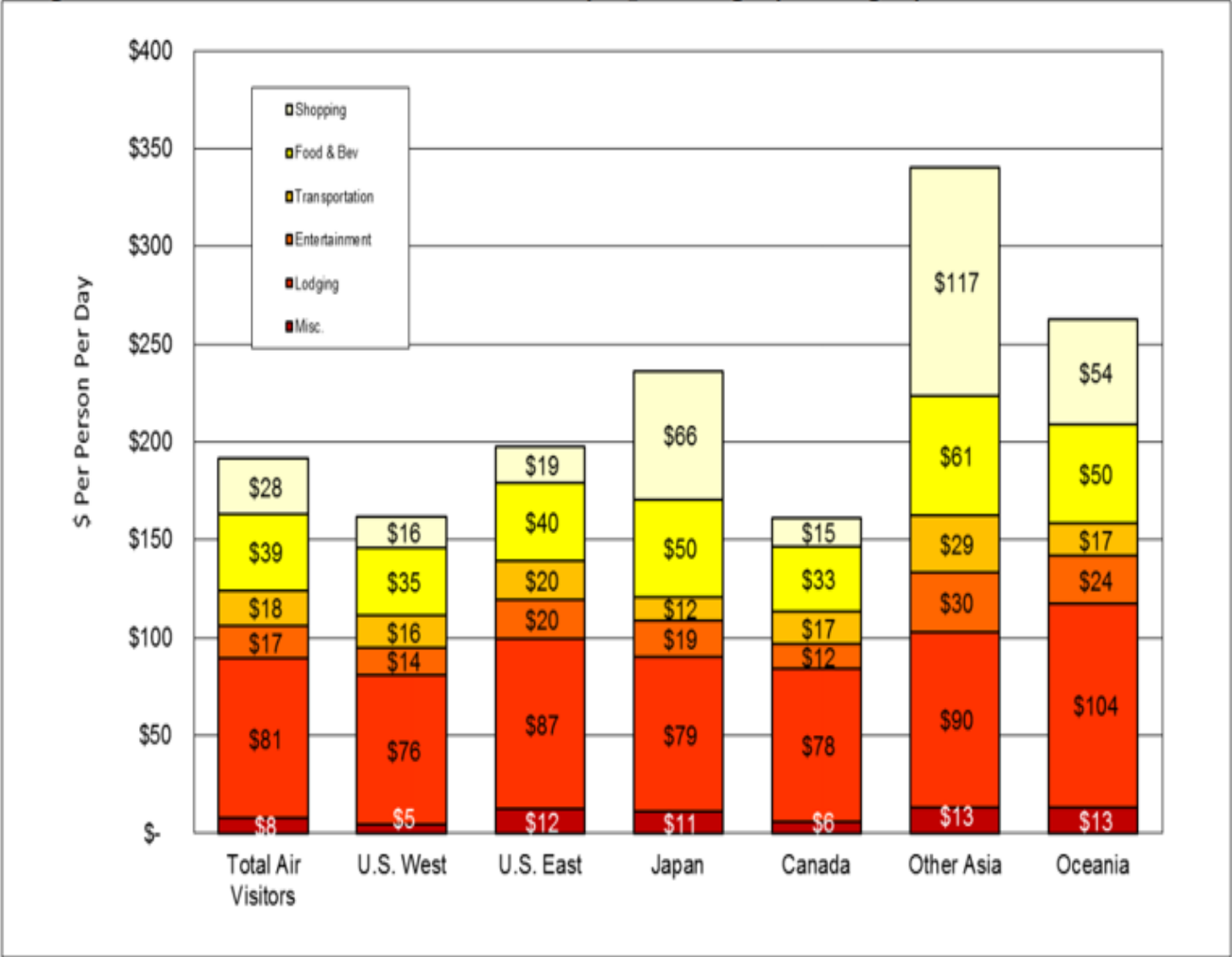
Travel Reason	2016	2015	2006	2016vs2015	2016vs2006
Honeymoon/Get Married	238,633	241,529	250,126	-1.1%	-4.5%
Pleasure/Vacation	980,683	967,553	996,533	+1.3%	-1.5%
MICE	132,005	111,568	82,272	+18.3%	+60.4%

Travel Status	2016	2015	2006	2016vs2015	2016vs2006
First Time traveler	38.3%	39.3%	44.6%	-1%	-6.3%
Repeat traveler	61.7%	60.7%	55.3%	+1%	+6.4%

Travel Type	2016	2015	2006	2016vs2015	2016vs2006
Package Trip	975,077	1,014,330	1,138,603	-3.8%	-14.3%
True Independent	442,362	410,272	154,119	+7.8%	+287%

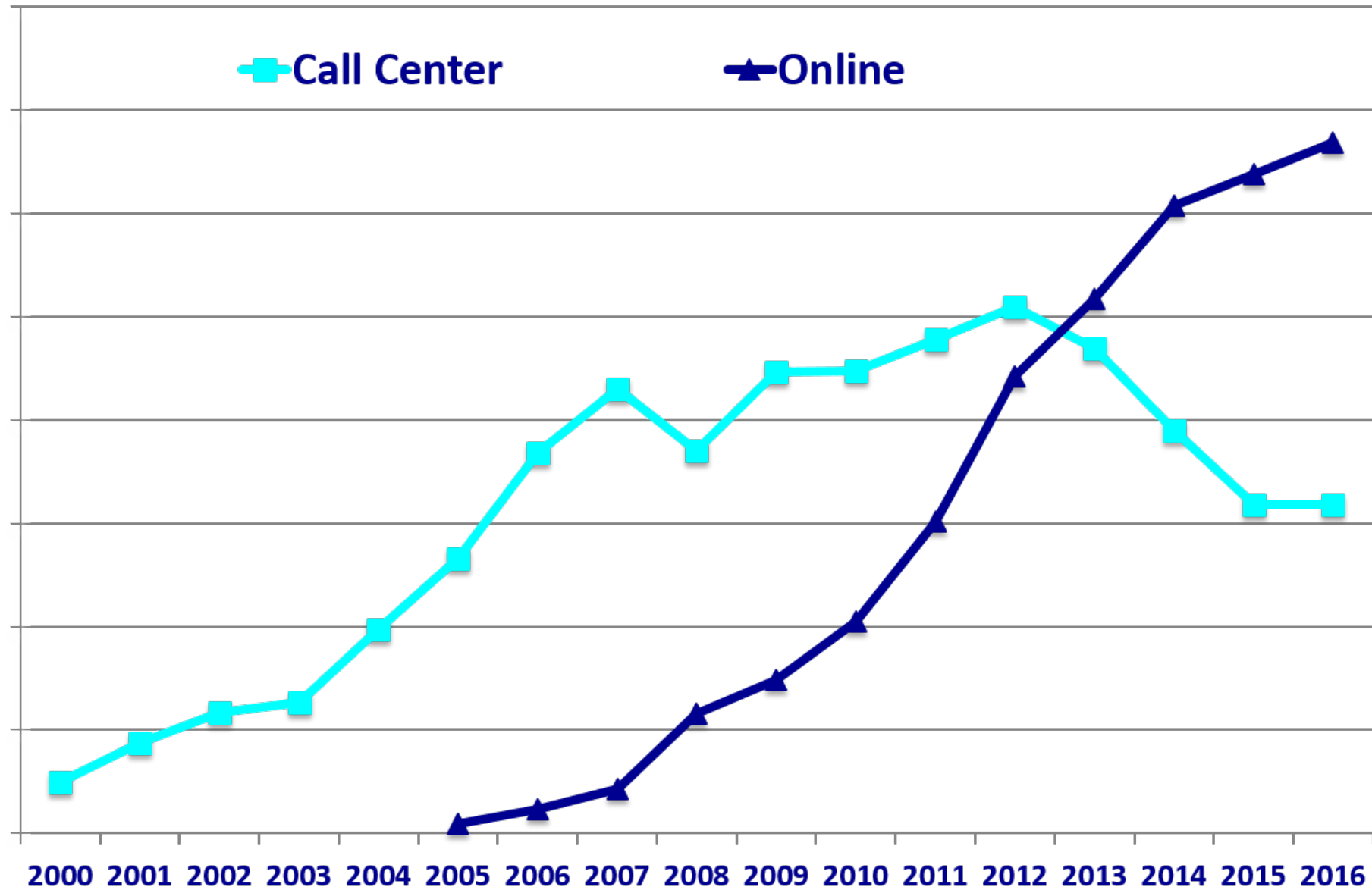
Source : Hawaii Tourism Authority

Figure 2: 2015 Air Visitor Personal Daily Spending by Category and Selected MMA



Source: Hawaii Tourism Authority

Transition of Sales by Channels of



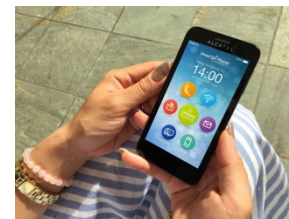
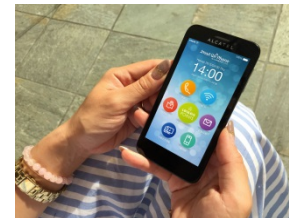
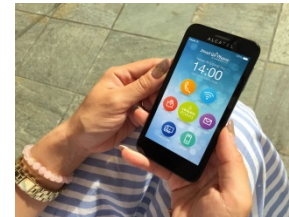
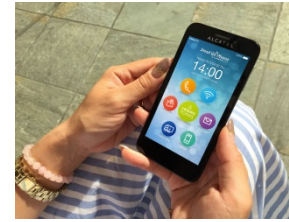
Why American Airlines Is Getting Rid of Seat-back Screens?



Stay like you are living

Smart Wi-Phone

by LeaLeaPOINTS



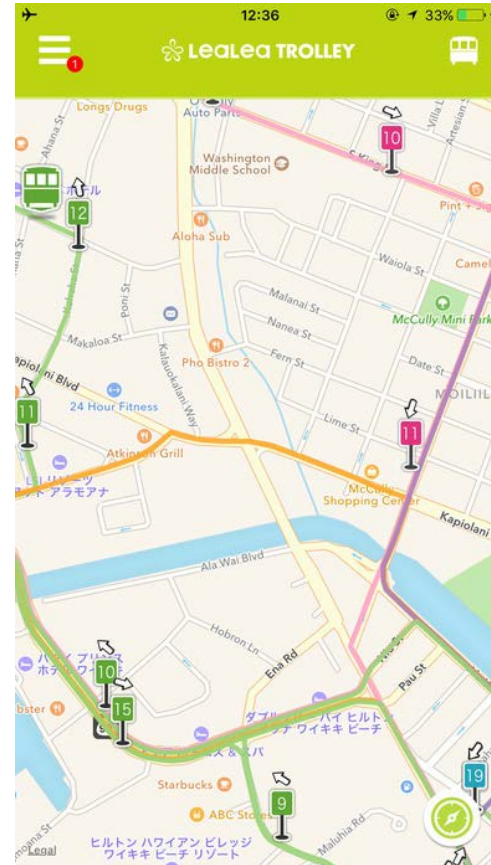


- Push Notification
- Activity Reservations
- Web Browser
- English Translator
- Tip Calculator
- Weather Forecast
- Flight Tracker
- Pre-Installed Phone#s

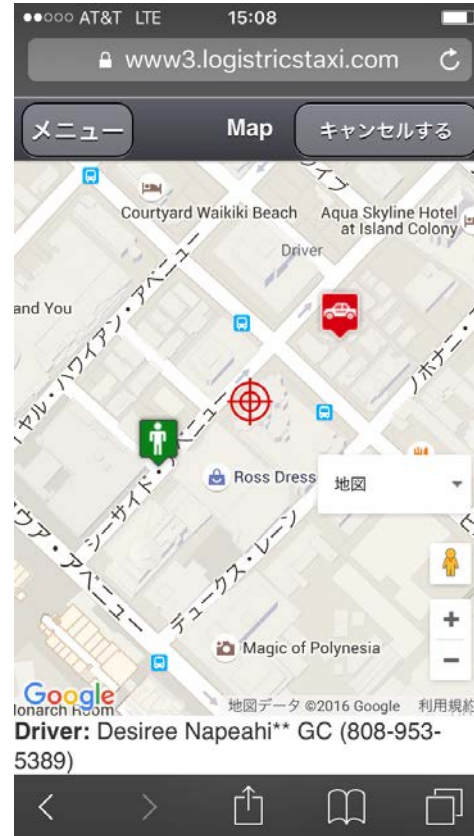


Smart Wi-Phone

by Lealea POINTS



Smart Wi-Phone
by LealeaPOINTS





Free Street Wi-Fi Network on Kalakaua and Kuhio Ave.



Video ad View hits are over 6,000 per day



An advertisement for the LeaLea POINTS app. The background is a wooden surface. In the center, a hand holds a tablet displaying the app's interface, which includes a large green circular progress indicator showing "1000.00 POINT". To the right, another hand holds a smartphone showing the same app interface. The text "Accumulate and Redeem in Hawaii." is prominently displayed in white. At the top, the LeaLea POINTS logo and navigation links "What? How? Where?" are visible. In the top right corner, there are buttons for "JAPANESE" and "ENGLISH". At the bottom, there are buttons for "Download on the App Store" and "ANDROID App Google play", followed by the text "Install the app from the App Store or Google Play !!".

Launched in 2015, downloaded over 75,000 times



How?

LeaLeaPOINTS are easy to use. All you have to do is to open the app and show it to the cashier. NO FUSS!!



Save

5% of your purchase will earn points.
Open the app and show the QR code to the cashier.



Use

1 Point = \$1
Tap the use points button, and show the QR code to the cashier.



Where?

LeaLeaPOINTS is available at over 80 shops (as of July 2016). Check it out!

Dining

Shopping

Spas & Beauty

Optional Tours



**Aha Aina a Royal
Hawaiian Luau**

Credit Cards Wi-Fi

"Aha Aina" means "a gathering for a meal". They will entertain you with the "Luau Show" and it's the only show performed at the ocean front in Waikiki. You can experience magnificent Hawaiian history and culture through meals, songs, Hula, and more at the beautiful location with Diamond Head and Waikiki beach views.



Aloha Table Waikiki

Credit Cards Wi-Fi

A pleasant breezy and cozy atmosphere on the Lanai. You can enjoy local Hawaiian foods and a variety of dishes that use local ingredients.



Azure

Credit Cards Wi-Fi

It's the signature restaurant of the Royal Hawaiian with a magnificent entrance filled with mother-of-pearl work leading to the ocean front. Very sophisticated interior.

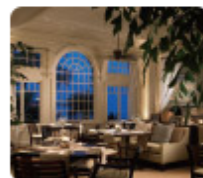


Beach Bar

Credit Cards Wi-Fi

Located just steps away from the beautiful sands of Waikiki Beach, the oceanfront Beach Bar is an ideal setting for enjoying the Waikiki scenery while sipping on your favorite tropical beverage, or nibbling on delicious grilled pupus (appetizers).

Oceanfront location, recently selected by Travel + Leisure as one of America's Best Outdoor bars.



**Beach House at the
Moana**

Credit Cards Wi-Fi

Elegant contemporary island steak restaurant. They provide refined dishes with selected ingredients as you enjoy the relaxing atmosphere and a breathtaking sunset view.



Bills

Credit Cards Wi-Fi

Bills is an all-day restaurant from Sydney produced by Bill Granger. They created the dishes combined with friendly Australian spirit and relaxing Hawaiian style. You can also enjoy fresh local food.



Receive a free LeaLea Wi-Fi Pass for 7days access pass



Service charges for LealeaPoints will be Pay Per Action

INITIAL COST
DO NOT NEED



HANDLING CHARGES ARE
PAY PER ACTION



INCREASE IN
SALES FROM POINTS





Robot Business: “Henn-na Hotel” A Commitment to Evolution



<https://www.youtube.com/watch?v=HruQPuGAQuU>