

HAWAI'I FOOD & WINE FESTIVAL

7TH ANNUAL RECAP REPORT



HAWAI'I
FOOD & WINE
FESTIVAL®

PRESENTED BY



First Hawaiian Bank. &



mastercard.

SEVENTH ANNUAL HAWAI'I FOOD & WINE FESTIVAL
OCTOBER 20 - NOVEMBER 5, 2017

#HFWF17



First
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Bank.®



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Manning
Bank

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ALOHA

LETTER FROM THE FOUNDERS



Aloha,

On behalf of Hawai'i Food & Wine Festival (HFWF) and our entire team, thank you for being a part of our 'ohana. As we conclude the Seventh Annual Hawai'i Food & Wine Festival, we are grateful for your continued support of our Festival and its mission to put a spotlight on Hawai'i as a culinary destination and to support our local agricultural industry by creating a more sustainable Hawai'i for future generations.

This Festival is special because it touches so many people and so many industries working together to make Hawai'i a better place. Our airlines, hotels, food distributors, restaurants, farmers, ranchers, and fishermen, students, chefs, winemakers, and mixologists, all work together to make HFWF possible. Over the last six years, HFWF has been able to give back nearly \$1.7 million to the community. It's not just about the funds and money that is raised over these three weeks that makes this Festival special, but it's about the aloha we have for one another and the number of companies who are willing to work together to make Hawai'i a better place.

Food connects all of us and can bond us to the land, the culture and the people we meet. We couldn't do it without the support of you, the community, and all of our sponsors. Thank you for being a valuable part of the success of #HFWF17!

With Sincere Gratitude,

Denise Yamaguchi
Chief Executive Officer

Alan Wong
Co-Chair

Roy Yamaguchi
Co-Chair

#HFWF17

BY THE NUMBERS



10,843 / 1,915

10,843 TOTAL ATTENDEES ATTENDED HFWF17,
WITH 1,915 ATTENDEES VISITING FROM THE U.S.
MAINLAND AND INTERNATIONAL COUNTRIES.



\$2.87 MILLION

\$2.87 MILLION TOTAL DIRECT VISITOR
EXPENDITURES OVER THE NINE DAYS OF HFWF17.



\$12,271,290

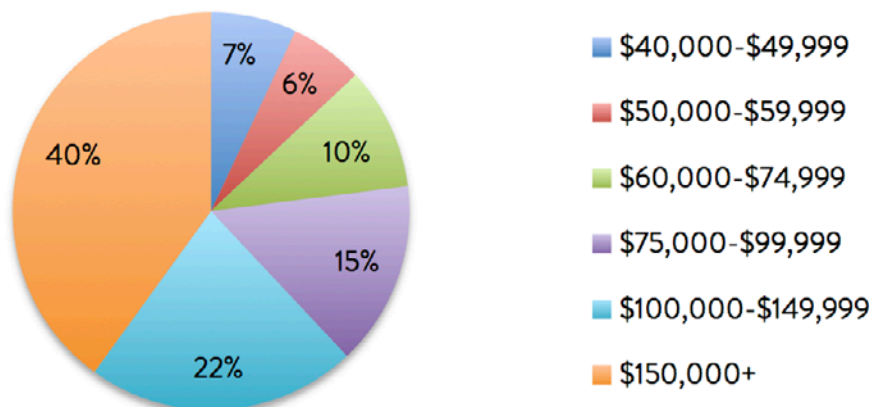
PUBLIC RELATIONS AND MARKETING STRATEGY
FOR LOCAL, NATIONAL, AND INTERNATIONAL
MEDIA OUTREACH RESULTED IN OVER \$12
MILLION IN PUBLICITY VALUE.



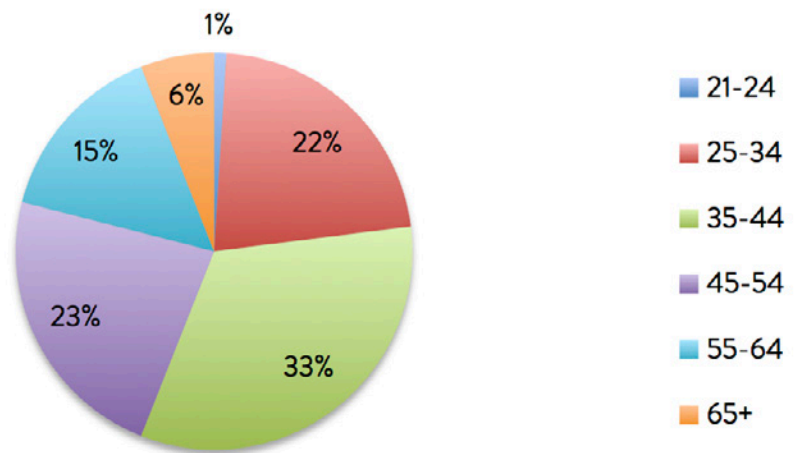
116 / 43 / 22

HFWF17 HAD A RECORD BREAKING NUMBER OF
PARTICIPANTS. 116 WORLD RENOWNED CHEFS, 43
WINE MAKERS AND MASTER SOMMELIERS, AND
22 OF THE BEST MIXOLOGISTS.

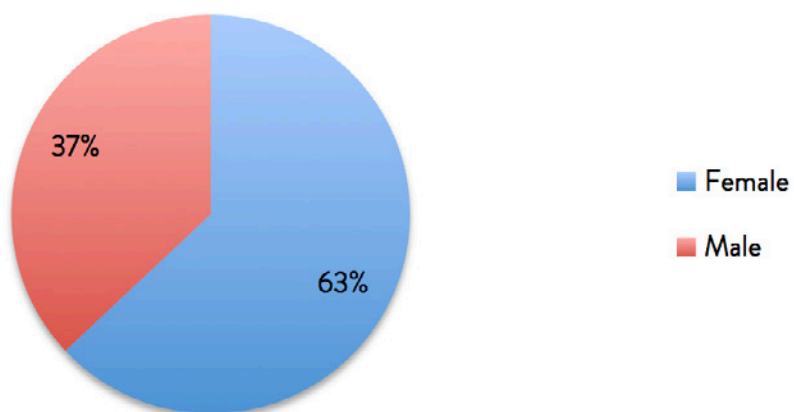
HFWF17 INCOME DEMOGRAPHIC



HFWF17 AGE DEMOGRAPHIC



HFWF17 GENDER DEMOGRAPHIC





PHILIPPS VINEYARDS
SONOMA COAST 2014
ANTHILL FARM
PETERS VINEYARD
SONOMA COAST 2014

ANTHILL FARM
WINERY
ANTHILL FARM
COMPTON VINEYARD
PINOIT NOIR
MENDOCINO COUNTY
CALIFORNIA 2014
ANTHILL FARM
PINOIT NOIR
PETERS VINEYARD
SONOMA COAST
CALIFORNIA 2014

FESTIVAL EVENTS



ATTENDANCE BY EVENT

Over nine days, HFWF17 hosted more than 10,000 guests at 19 events, held at 19 different venues throughout Island of Hawai'i, Maui, and O'ahu.

FRIDAY, JUNE 2, 2017

Launch

Attendance

Cuisines of the Sea	The Kahala Hotel & Resort	576
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FRIDAY, OCTOBER 20, 2017

Golf Tournament

Hawai'i Food & Wine Festival Roy's 20 th Anniversary Golf Classic	Kā'anapali Golf Course	170
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Signature Event

Global Street Food	Sheraton Maui Resort & Spa	506
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Dinner Gala

Hawaiian Airlines Presents Lucky 7	Hyatt Regency Maui Resort and Spa	328
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SATURDAY, OCTOBER 28, 2017

Dinner Gala

Return of Cuisines of the Sun	Marriott Waikoloa Beach Resort & Spa with Waikoloa Beach Resort	335
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WEDNESDAY, NOVEMBER 1, 2017

Cultural Experience

Our Kaka'ako Presents Raw & Wild in the Tank	SALT at Our Kaka'ako	347
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Private Welcome Reception

#HFWF17 Welcome Reception	International Market Place	225
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THURSDAY, NOVEMBER 2, 2017

Signature Event

Attendance

Spice Market	THE MODERN HONOLULU	965
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FRIDAY, NOVEMBER 3, 2017

Signature Event

Hawaiian Airlines Presents Uncorked	Hawai'i Convention Center	1,300
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After Hours

7-Eleven Presents Steamy Bowls	Hyatt Regency Waikiki Beach Resort and Spa	600
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SATURDAY, NOVEMBER 4, 2017

Cocktail Competition

Bacardi Presents The 21 st Century Hawaiian Cocktail Competition	The Kahala Hotel & Resort	57
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Wine Seminars

SOMM: A Study into the Terroirs of the Southern Rhône	Halekulani	51
Domaine Vieux Télégraphe Vertical Tasting	Halekulani	50
Château Cos d'Estournel Tasting	Halekulani	39

Signature Event

Taste of the Seasons	Ko Olina Resort with Aulani, A Disney Resort & Spa and Four Seasons Resort O'ahu at Ko Olina	1,133
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SUNDAY, NOVEMBER 5, 2017

Family Friendly Kids Event

HMAA Presents Keiki in the Kitchen Family Sunday	Bishop Museum	3,633
Roberts Hawaii Presents Keiki Cooking Class-1	Bishop Museum	25
Roberts Hawaii Presents Keiki Cooking Class-2	Bishop Museum	26
Roberts Hawaii Presents Keiki Cooking Class-3	Bishop Museum	25

Brunch Event:

Food Fight & Bloody Marys	Outrigger Reef Waikiki Beach Resort	185
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Dinner Gala

Saks Fifth Avenue Presents Halekulani Culinary Masters Gala	Halekulani	267
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CUISINES OF THE SEA

AT THE KAHALA HOTEL & RESORT



Hawai'i Food & Wine Festival kicked off the launch of the Seventh Annual Festival with Cuisines of the Sea at The Kahala Hotel & Resort. Ten of Hawai'i's hottest chefs used local products from the sea to create an unforgettable beach cookout under the stars. Cuisines of the Sea was the grand finale for the Second Annual Connoisseur's Culinary Journey presented by The Kahala Hotel & Resorts and Kamehameha Schools featuring exclusive farm tours and culinary experiences.



ROY'S 20TH ANNIVERSARY GOLF CLASSIC AT KĀ'ANAPALI GOLF COURSE

The 20th Anniversary Roy's Golf Classic, a benefit for Imua Family Services, teed off with celebrity chefs and golf pros at Kā'anapali Golf Course. The scramble format featured gourmet foods, beer, wine, and cocktails throughout the course, and the 19th hole awards dinner prepared by Roy's Kaanapali.



GLOBAL STREET FOOD AT SHERATON MAUI RESORT & SPA



Set in the lush paradise of Kā'anapali, Global Street Food highlighted street food inspired dishes starring Maui's fresh produce and ingredients. Passports were not required to indulge in global delights created by 13 celebrated chefs, the world's most coveted wines, and specialty cocktails and thirst-quenching beer at Sheraton Maui Resort & Spa's Ānueue Lawn.



HAWAIIAN AIRLINES PRESENTS LUCKY 7 AT HYATT REGENCY MAUI RESORT AND SPA



Guests hit the culinary jackpot as Hawai'i Food & Wine Festival celebrated lucky number 7 at HFWF17. Six first class chefs prepared a seven-course dinner with wine pairings for a night full of culinary highs including a spectacular sunset over the Pacific Ocean.



RETURN OF CUISINES OF THE SUN AT WAIKOLOA BEACH MARRIOTT RESORT & SPA

There is no better place to relive the original Cuisines of the Sun. The chefs featured at the Return of Cuisines of the Sun were part of the original Cuisines, which ran from 1991 to 2011 at The Mauna Lani Bay Resort. They are truly what legends are made of. The diversity of the Island of Hawai'i was showcased in a spectacular six-course dinner with fine wine pairings.





HAWAII
FOOD & WINE
FESTIVAL

OUR KAKA'AKO PRESENTS RAW & WILD IN THE TANK AT 440 KEAWE ST. AT OUR KAKA'AKO



Three local farmer entrepreneurs were put in the “Shark Tank” as they pitched an agricultural business plan dedicated to increasing food production for the local market to create a more sustainable Hawai‘i. The contest was open to tenants on Kamehameha Schools lands that are farmers and other agricultural producers including ranching, fishery and nursery proprietors, and educational collaborators who are interested in growing food for Hawai‘i. In addition, the participating chefs were asked to create dishes using products grown and raised by these farmers such as goat from Aina Pono Livestock and pohole fern from Haloanakapalilikapalala Farms.



SPICE MARKET

AT THE MODERN HONOLULU



Spice Market connected East and West as chefs and mixologists cooked up dishes and shook up drinks inspired by flavors found along the Silk Road. Transforming the Sunset and Sunrise pool decks at THE MODERN HONOLULU into a cocktail lounge with four grand tasting bars, guests enjoyed an array of cocktails from nine master mixologists.



HAWAIIAN AIRLINES PRESENTS UNCORKED AT HAWAI'I CONVENTION CENTER



Attendees un-wined on the rooftop of the Hawai'i Convention Center as they strolled through the Wine Cellars while sniffing, swirling, and sipping on some of the most awe-inspiring wines. More than 20 world-class wineries showcased their flagship wines, alongside sensational dishes created by 20 of the world's top culinary masters.



7-ELEVEN PRESENTS STEAMY BOWLS AT HYATT REGENCY WAIKIKI BEACH RESORT AND SPA

Culture and heritage took front stage as seven chefs of diverse backgrounds created steamy dishes reflecting who they are and where they come from. Attendees enjoyed a fun-filled evening eating, drinking, and dancing the night away.



BACARDI PRESENTS THE 21ST CENTURY HAWAIIAN COCKTAIL AT THE KAHALA HOTEL & RESORT

Hawai'i Food & Wine Festival shook up the cocktail scene as ten of HFWF's world-renown mixologists battled to create the next 21st Century Hawaiian Cocktail. The winning cocktail will be featured at The Kahala Hotel & Resort.



WINE SEMINARS AT HALEKULANI



Southern Glazer's Wine & Spirits of Hawaii and Hawai'i Food & Wine Festival hosted three very special seminars for wine enthusiasts.

SOMM: A Study into the Terroirs of the Southern Rhône

An educational tasting of wines from the Southern Rhône Valley for all aspiring Sommeliers and fine wine aficionados.

Domaine Vieux Télégraphe Vertical Tasting

An once-in-a-lifetime ten-year vertical tasting of the extraordinary terroir of "La Crau" with Vigneron Daniel Brunier.

Château Cos d'Estournel Tasting

A rare opportunity to taste an eight-year vertical of Cos d'Estournel with Etienne de Nantes.



TASTE OF THE SEASONS

AT KO OLINA RESORT WITH AULANI, A DISNEY RESORT & SPA AND FOUR SEASONS RESORT O'AHU



Guests strolled along the dreamy white sands of Ko Olina's Kohola Lagoon 1 for a tantalizing taste of Hawai'i's seasonal favorites grown, raised, or caught in the Islands. Master chefs wowed attendees with their culinary creations inspired by the four seasons. Saving the best for last, a fireworks finale over the beach put the event over the top!



FOOD FIGHT & BLOODY MARYS AT OUTRIGGER REEF WAIKIKI BEACH RESORT



In an all-new battle of the sexes format, Food Fight and Bloody Marys put three legendary female chefs against three legendary male chefs. Guests got to vote on their favorite brunch dishes and Hawaiian band, and the men reigned supreme over the ladies. Both Pu'uloa and Kaiao won a month-long contract to play at Outrigger Reef's Kani Ka Pila Grille!



HMAA PRESENTS KEIKI IN THE KITCHEN FAMILY SUNDAY AT BISHOP MUSEUM



HMAA Presents Keiki in the Kitchen Family Sunday was a treat for all ages. Keiki had an opportunity to meet and take photos with celebrity chefs, partake in keiki cooking classes, interact with finalists of the Hawaii Gas Localicious Recipe Contest, participate in fitness challenges against chefs, shop at our Hawai'i Made Marketplace, decorate cupcakes with Ace of Cakes star, Duff Goldman, and enjoy live entertainment.



SAKS FIFTH AVENUE PRESENTS HALEKULANI CULINARY MASTERS GALA AT HALEKULANI



The Seventh Annual Hawai'i Food & Wine Festival concluded on a high note with the annual Halekulani Culinary Masters Gala dinner presented by Saks Fifth Avenue. The dinner was the epitome of the high life with an epicurean experience combining exquisite cuisine, high fashion, and fine wine pairings.



MAHALO!





MAHALO TO OUR SPONSORS

With the support of our valued sponsors, Hawai'i Food & Wine Festival has been able to create an internationally recognized world-class event, to showcase Hawai'i's locally grown foods and the culinary talents of the world's most renowned chefs.



BENEFICIARIES

Hawai'i Food & Wine Festival is organized for charitable and educational purposes to put a spotlight on Hawai'i as the center for purposeful cultural endeavors. We produce world-class culinary experiences which support the farmers, students, chefs, and the people who call Hawai'i home.

Organized as a 501(c)3 non-profit organization, HFWF has given back approximately \$1.7 million in six years to various local culinary and agricultural charity beneficiaries, including but not limited to:



MEDIA



DATA PULLED FROM
NEWS EXPOSURE AND MELTWATER:
JANUARY 1 - NOVEMBER 30, 2017

Total Reach
510,938,186

Total Publicity Value
\$12,271,290

The Seventh Annual Hawai'i Food & Wine Festival was another successful sold out event with strong local, national, and international media outreach.

Included are some of the publications and outlets that covered Hawai'i Food & Wine Festival. For a full list and clippings, please contact Tannya Joaquin at tannya@hawaiiifoodandwinefestival.com

PUBLICATIONS & OUTLETS

TELEVISION

National:

- Good Morning America
- NBC GOLF Morning Drive
- NBC San Francisco Broadcast
- PBS Broadcast - Simply Ming

Local:

- Hawaii News Now (KGMB and KHNL)
- KHON 2
- KITV 4
- Living 808
- Take Two

RADIO

International:

- CISL Vancouver
- CRN Vancouver
- InterFM “iHeart Hawaii”
- FM Aichi “Crisp Air”

Local:

- iHeartMedia (KSSK-FM/KHVH-AM)

PRINT

National:

- AFAR
- Dallas News
- Diablo Magazine
- GQ
- Hana Hou
- Los Angeles Times
- Marin Magazine
- Mercury News
- San Francisco Chronicle
- SF Gate
- Travel Age West
- Travel Weekly

Local:

- Big Island Traveler
- Garden Island
- Hawaii Herald Tribune
- Honolulu Magazine
- The Maui News
- MidWeek
- Modern Luxury
- Pacific Business News
- Star-Advertiser
- Waikoloa Naupaka News
- West Hawaii Today
- where Maui

International:

- ‘Eheu | In Flight Magazine for Japan Airlines
- Allure Korea
- Aloha Express
- Club Traveler
- Hana Hou Japan
- Fiji Times | In Flight Magazine for Fiji Airways
- Kau Kau
- Lea Lea

ONLINE

National:

- BuzzFeed's Tasty
- BuzzFeed.com
- Essence.com
- Food & Wine
- Forbes.com
- Huffington Post
- Los Angeles Times
- Reader's Digest
- Smithsonian.com
- Sunset.com
- Thrillist
- Travel + Leisure
- USA Today

Local:

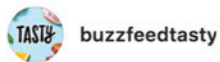
- Big Island Now
- Biting Commentary
- Frolic Hawaii
- GoHawaii.com

- Hawaii.com
- Hawaii Magazine
- HILuxury
- Honolulu Magazine
- Honolulu Pulse
- Maui Now
- Maui Watch
- Modern Luxury
- Pacific Business News
- Star-Advertiser

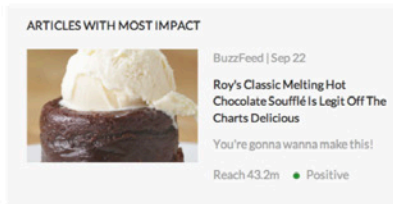
International:

- AllHawaii.jp
- Aloha-Street.com
- Ameblo
- Bar & Dining Korea
- Yahoo! Japan
- Hawaii Navi
- Hawaiiist
- Lighthouse Hawaii
- MTV.com Australia





Date: September 22, 2017
Source: BuzzFeed's Tasty Facebook & Instagram accounts
Topic: Roy's Classic Melting Hot Chocolate Soufflé & HFWF Giveaway
Reach: 100 million



Roy's Classic Melting Hot Chocolate Soufflé

Tasty
about 3 months ago · 🌐

Roy's Classic Melting Hot Chocolate Soufflé
FULL RECIPE: <http://bzfd.it/2xihjEg...>
See More

👍❤️🔥 20K 14.3K Shares 2.5M Views



Date: June 7, 2017
Source: Good Morning America Broadcast
Topic: National Hawaiian Foods Week
Link: <http://abcnews.go.com/GMA/recipe/macadamia-nut-crusted-mahi-mahi-roy-yamaguchi-47797506>
Reach: 3,437,328



9/29/2017

5 Women Rocking The Food Scene In Hawaii

Forbes / Lifestyle / #LikeABoss
SEP 28, 2017 @ 11:48 AM 2,319

5 Women Rocking The Food Scene In Hawaii

WOMEN@FORBES



Laura Begley Bloom, CONTRIBUTOR

Transformative Travel: I look at how travel can change lives. [FULL BIO](#)

Opinions expressed by Forbes Contributors are their own.

9/29/2017

5 Women Rocking The Food Scene In Hawaii

From a powerhouse food festival founder to a chef who is reinventing shave ice to a steward of the environment, we talked to five women who are making waves in Hawaii. Here, these game changers tell what it's like to be a woman in the male-dominated food world, how other young women can get ahead in this exciting industry and the dishes you must eat if you are traveling to Hawaii.



Photo courtesy of Denise Yamaguchi for Hawaii Food & Wine Festival/Heiky

Denise Yamaguchi, chief executive officer of the Hawaii Food & Wine Festival

Who: Denise Yamaguchi, chief executive officer, Hawaii Food & Wine Festival

Ironically, Denise Yamaguchi's career did not start in food — it started in policy. Prior to founding [Hawaii Food & Wine Festival \(HFWF\)](#), she worked in governmental affairs, fundraising and community relations in Washington D.C. and Hawaii. After starting her own fundraising and governmental affairs firm, she picked up the Hawaii Farm Bureau as a client. At about the same time, she met her husband, chef Roy Yamaguchi, who was a strong proponent of local agriculture. With his encouragement, Yamaguchi developed the concept for a food festival in Hawaii as a way to support farmers, as well as the visitor industry. HFWF has expanded from a three-day Waikiki festival with 30 chefs in 2011 to a two-week culinary celebration featuring 100-plus chefs at 20 events across three islands. In addition to celebrating Hawaii as a culinary destination, the festival has raised close to \$1.7 million for community organizations that support sustainability, culinary programs and agriculture. Here's what Yamaguchi had to say:

Smithsonian.com

Date: September 18 2017
Source: Smithsonian.com
Link: <https://www.smithsonianmag.com/travel/12-best-food-festivals-happening-fall-180964800/>
Reach: 3,000,000

12 of the Best Food Festivals Happening This Fall

Where to eat, drink and play across the U.S. this autumn



Hawaii Food & Wine Festival (Courtesy of the Hawaii Food & Wine Festival)

The people behind [Hawaii Food and Wine Festival](#) take cuisine seriously. With events on the Big Island, Maui, and Oahu spread over the course of three weekends, there is ample opportunity to sample the best food Hawaii has to offer. Don't confuse this for a county fair. Most events at the upscale festival cost upward of \$100, and involve sit-down dinners and wine tastings. For more affordable family fun, tickets to Keiki in the Kitchen cost \$5 and offer opportunities for children to learn about cooking and where their food comes from. *October 20 to November 5.*

TRAVEL WEEKLY

Date: September 4, 2017
Source: Travel Weekly
Link: <http://www.travelweekly.com/Hawaii-Travel/Fall-is-for-foodies-in-Hawaii>
Reach: N/A

Fall is for foodies in Hawaii

By Janna Lapan / June 19, 2017



Events like the Hawaii Food and Wine Festival, started in 2010, have helped Hawaiian cuisine gain momentum. Photo Credit: Hawaii Tourism Authority

For a long time Hawaiian cuisine was left in the shadows, losing the spotlight to more prominent styles of cooking or whatever was the hot restaurant or tourist trend.

But today, Hawaii boasts its own burgeoning food scene focused on local ingredients and flavors with helping hands from the various influences that have come to the Aloha State in the last century.

The calendar is full of various food and drink related events year round, but the fall is particularly fruitful, with a nice variety of festivals and fairs that offer entertainment and the opportunity to try new and innovative dishes.

The festivals, many of which bring in star chefs from the mainland and other countries, serve as a chance to create new "amalgams" for Hawaiian cuisine. They are introduced to Hawaiian ingredients and styles of cooking and then take those lessons back to their own cities and restaurants.

While some festivals are dedicated to celebrating the Hawaiian food scene, such as the Hawaii Food and Wine Festival, Kona Coffee Festival and Aloha Festival, others offer fall events, like the Okinawa Festival, feature different cuisines.

Date: January 30, 2017
 Source: NBC GOLF Morning Drive
 Topic: Roy's Golf Classic
 Link: <https://nbcuadsales.app.box.com/s/sn6r1918njabuhm1rlcavav6xdpk38mw>
 Reach: 129,451



トレンド派もネイチャー派も読み応え満点。ハワイひとり旅の極意も指南!

HAWAII Aloha Express*

だからハワイは面白い!
最新トレンド VS 魅惑のネイチャー!

最新トレンド in Hawaii

- ハワイの号を総括! 人気ローカルイベント
- ハワイのカルチャーを楽しく! 伝統的なハワイアンダンス
- ハワイの最新トレンド! タウン・リゾート・ホテル

西に響く、魅惑のマイナーなハワイ

EAST OAHU オアフ島の魅力がここに

30周年
 スペシャルプレゼント! 第4期
 Aloha Express 30th Anniversary

Aloha Topics

ハワイ最新ニュース! 気になる話題をピックアップ!

Mikomori

ハワイのファッションブランド

ハワイのファッションブランド

Mirage Art & Coffee

ハワイの芸術とコーヒー

ハワイの芸術とコーヒー

Suzukoo

ハワイの食文化

ハワイの食文化

ハワイ・オアフ・ワイナイン・フェスティバル 2017
 10月20日〜21日(土・日)開催

ハワイ・オアフ・ワイナイン・フェスティバル 2017
 10月20日〜21日(土・日)開催

#HFWF17

WEBSITE & SOCIAL MEDIA

WEBSITE

WWW.HFWF.ME

222,019

TOTAL NUMBER OF SESSIONS
SPENT ACTIVELY ON WEBSITE

802,157

TOTAL NUMBER OF PAGES VIEWED

1:31

AVERAGE LENGTH OF SESSION

FACEBOOK

HAWAI'I FOOD & WINE FESTIVAL

9,169

TOTAL FACEBOOK FANS
AS OF NOVEMBER 30, 2017

1,220

NEW FACEBOOK FANS IN 2017

1,783,762

NUMBER OF UNIQUE PEOPLE
WHO SAW ANY HFWF CONTENT

INSTAGRAM

@HIFOODWINEFEST

13,620

TOTAL INSTAGRAM FOLLOWERS
AS OF NOVEMBER 30, 2017

3,287

NEW INSTAGRAM FOLLOWERS IN
2017

2,376,121

NUMBER OF UNIQUE PEOPLE WHO
SAW ANY HFWF CONTENT

TWITTER

@HIFOODWINEFEST

4,600

TOTAL TWITTER FOLLOWERS
AS OF NOVEMBER 30, 2017

392

NEW TWITTER FOLLOWERS IN 2017

1,783,762

NUMBER OF UNIQUE PEOPLE
WHO SAW ANY HFWF CONTENT

WEBSITE

www.HFWF.me (www.hawaiifoodandwinefestival.com)

Data Pulled from March 22, 2017 - November 12, 2017.

SESSIONS: 222,019

A session is the period time a user is actively engaged with the website. All usage data (screen views, events, ecommerce, etc) is associated with a session

USERS: 156,425

Users that have had at least one session within the selected date range.
Includes both new and returning visitors

PAGEVIEWS: 802,157

The total number of pages viewed. Repeated views of a single page are counted

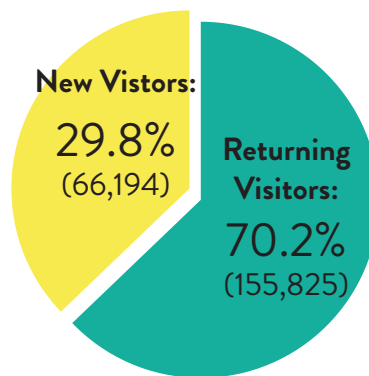
AVG SESSION DURATION: 00:01:31

Average length of session

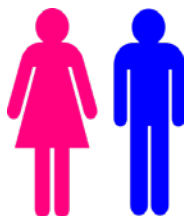
% NEW SESSIONS: 70.16%

An estimate of the percentage of first time visits

AGE & GENDER DEMOGRAPHICS:

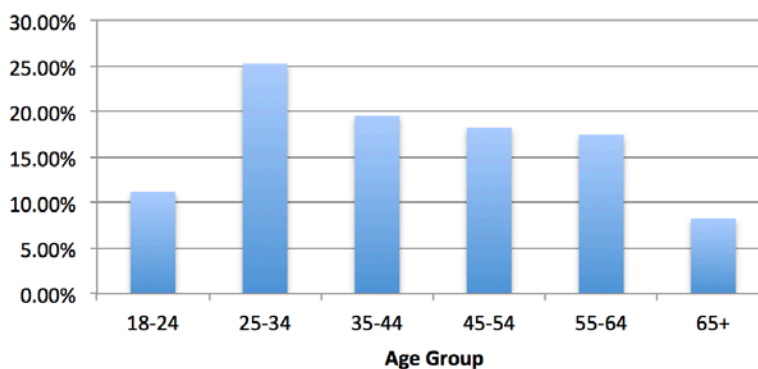


Female:
67.3%



Male:
32.7%

Website Age Demographic



WEBSITE AUDIENCE:

Top 3 Ranking Countries

UNITED STATES

Sessions - 186,983
New Users - 124,526
New Sessions - 66.60%

JAPAN

Sessions - 7,316
New Users - 6,042
New Sessions - 82.59%

CANADA

Sessions - 6,864
New Users - 6,250
New Sessions - 91.05%

FACEBOOK

www.facebook.com/HawaiiFoodandWineFestival



TIME PERIOD: January 1, 2017 - November 30, 2017

TOTAL LIKES: 9,169



INCREASE IN LIKES IN 2017: 1,220

ENGAGEMENT: 35,752

The total number of reactions, likes, comments and retweets.

MESSAGES SENT: 1,323

The number of pieces of content posted by HFWF.

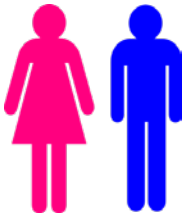
REACH: 475,348

The number of unique people who saw any content about a particular post.

AGE & GENDER DEOGRAPHICS:

Female:

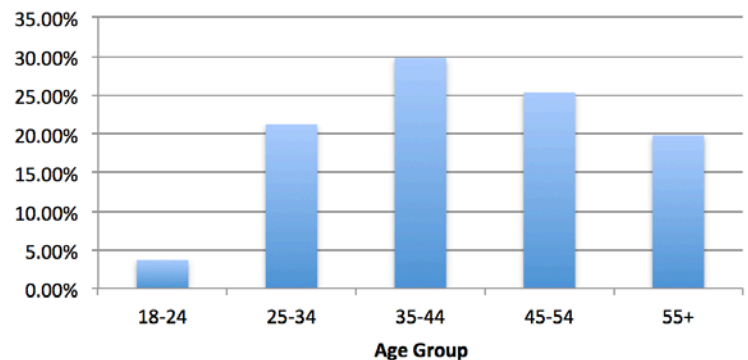
60%



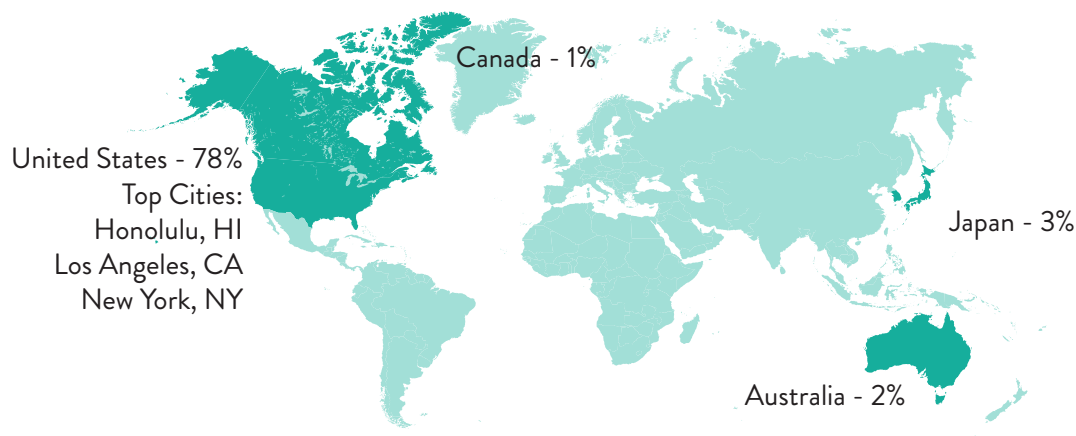
Male:

40%

Facebook Age Demographic



GEOGRAPHIC DEOGRAPHICS:



INSTAGRAM

www.instagram.com/HIFoodWineFest



TIME PERIOD: January 1, 2017 - November 30, 2017

TOTAL FOLLOWERS: 13,620

↑ INCREASE IN FOLLOWERS IN 2017: 3,287

TOTAL PIECES OF MEDIA: #HFWF17 was used 2,564



169,116

Total Engagement



2,376,121

Total Reach



13,620

Total Followers

TOP INSTAGRAM POSTS:



@hifoodwinefest
245 Engagements



@hifoodwinefest
2,677 Views



@hifoodwinefest
217 Engagements

TWITTER

www.twitter.com/HIFoodWineFest



TIME PERIOD: January 1, 2017 - November 30, 2017

TOTAL FOLLOWERS: 4,600

↑ INCREASE IN FOLLOWERS IN 2017: 392



1,783,762
REACH

Number of unique people who saw any
content about Twitter posts



35,752
ENGAGEMENT

Total number of times a user interacted
with a Tweet



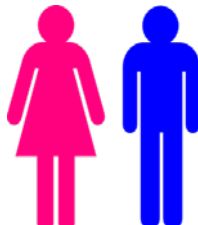
5,614
LINK CLICKS

Number of times user clicked on
URLs in your Tweet

AGE & GENDER DEMOGRAPHICS:

Female:

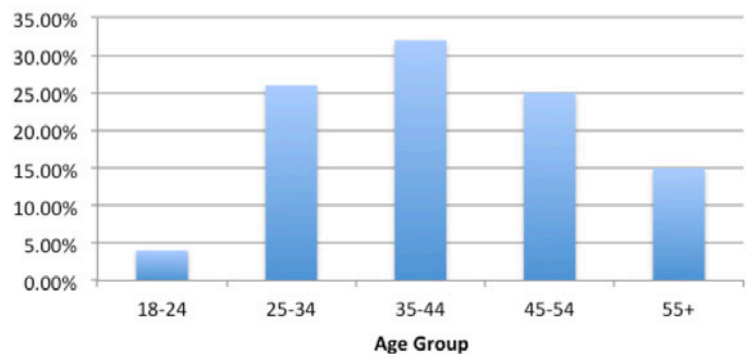
50%



Male:

50%

Twitter Age Demographic





SEE YOU IN 2018!





PRESENTED BY



First Hawaiian Bank. &



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2017 FESTIVAL TEAM

Denise Yamaguchi - Chief Executive Officer
Aya Leslie - Development Manager
Rya Sekimoto - Culinary Coordinator/Executive Assistant
Michelle Fujii - Special Events Manager
Tannya Joaquin - Director of Public Relations
Teri Matsukawa - Financial Advisor
Jason Peel - Executive Chef
S. Morris and Associates, LLC - Asia Public Relations
Pono Media - Social Media

BOARD OF DIRECTORS

Roy Yamaguchi - Chair
Alan Wong - Vice Chair
Sharon Brown - Secretary
Meredith Ching - Treasurer
Phillip Baltz - Director
Vikram Garg - Director
Shep Gordon - Director
Warren Shon - Director
Mark Teruya - Director

SAVE THE DATE
HFWF18
OCTOBER 6 - 28, 2018

ISLAND OF HAWAII: OCTOBER 6, 2018

MAUI: OCTOBER 19 - 21, 2018

O'AHU: OCTOBER 24 - 28, 2018