

Pineapple Awards

Winner - Event: Pearl Harbor 75th Anniversary

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Pearl Harbor 75th Anniversary

Description: A series of events marking the 75th anniversary of the Dec. 7, 1941, Japanese attack on Pearl Harbor to honor the sacrifice and dedication of the "Greatest Generation."

Date: Dec. 7, 2016, but events were held between Dec. 1 and Dec. 11

Organizers: [Island Partners Hawaii](#)

Number of attendees: 300 survivors/veterans and their families

Budget, revenue generated: Estimated dollar value of marketing program \$368.5 million. Total economic impact \$21.7 million.



TINA YUEN PBN

Pearl Harbor survivor Delton "Wally" Walling at the 75th National Pearl Harbor Remembrance Day Commemoration

Island Partners Hawaii

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Q&A

Was the 75th commemoration of the attack on Pearl Harbor the biggest-ever event for [Island Partners Hawaii](#)? Absolutely, because it was something that required a whole year of preparation, as well as a great number of people within our company and at our vendor partners in and outside of Hawaii. Anything that we knew we were going to spend money on, we had to raise the money. Everything that was raised was through grants and contributions from people and/or things that people volunteered or donated, which included the [Garth Brooks](#) and [Trisha Yearwood](#) concerts, of which there were four. Everything that we had to do was more complicated because you are doing it all on a nonprofit basis in the sense that whatever

you are budgeting or spending in real dollars, you have to find those dollars or find those contributors. A big part of it was sponsorships.

What stood out about the event? It was just a tremendous labor of love on a lot of people's part. Everybody had that commonality, they all knew they were doing it for the right reasons for these folks who gave everything for the country and world as we see it today. Most of the attendees ranged in age between 93 and 105, so we figured by the time we got to the 80th commemoration there wouldn't be very many folks left, so let's do our best to make this a really fantastic celebration.

How difficult was it to find the survivors and veterans and get them to Hawaii? The nonprofit committee included people from the public sector, private sector and from different branches of the military, but especially folks in and around Pearl Harbor. They have been keeping records each year of people that attended in prior years. They had that as a starting point. One of the things we did, we were able to launch a dedicated website and also, as part of our responsibility, did the subcontracting for a marketing and public relations firm. That helped to generate a lot of exposure out there, which then encouraged family members, survivors and veterans to reach back out to us, so we could make connections with them. Simultaneously, we were working with airlines, hotels, rental car companies and transportation companies to try to make arrangements for these folks to come to Hawaii. We had major sponsors in that process as the whole idea was to bring the veteran or survivor plus one for free to Hawaii. Everything, in terms of transportation, lodging and event attendance was free to them, which were about 300 people.

How do you translate your success as a tourism business into support for the local community? You start with who it was intended for and that was survivors, veterans and their families, and then you look for the participation and exposure, which went way beyond anybody's original expectations of what we would be able to generate, almost 600 credentialed media — locally, nationally and internationally. About 50 events between Dec. 1 and Dec. 11. Increase in revenues for all four historic sites — USS Arizona Memorial, Battleship Missouri Memorial, USS Bowfin Submarine Museum and Park and Pacific Aviation Museum Pearl Harbor. The estimated dollar value of the marketing program was \$368.5 million. Domestic arrivals for the state of Hawaii over the first 11 days of December increased by 6.3 percent, compared to 2015. The total economic impact was estimated at around \$22 million.

Did the event turn out the way you thought it would? It far exceeded everyone's expectations in terms of the honorary people on the committee, all the working people on the committee and the people behind them that were working on it from lots of organizations. Everybody would absolutely deem it to be tremendously successful for the main purpose that was intended, and that was to really show respect and honor for the greatest generation.

What did you learn from producing this event? We were all doing it for the right reasons. This was more valuable than you could put dollars and cents to for all of our people that work for our company, as well as our vendor partners and for all the people that we employed from different volunteer organizations — just everybody. It was extremely meaningful and memorable and will stay with everybody their entire lives.

– HJ Mai