



Job Title: Market Insights Analyst
Department: Market Insights
Location: Hawai'i Visitors & Convention Bureau – Central Office
2270 Kalākaua Avenue, Honolulu, Hawai'i 96815
Position is required to be in the office full-time
Reports To: Senior Director, Market Insights

Position Summary

Responsible for working with and reporting directly to the Senior Director, Market Insights and CRM, to assist in the creation of reports and presentations. Reports/presentations will be based on ongoing analysis of travel and tourism industry trends, consumer and media consumption trends, industry intelligence from cultivated sources, sizing/forecasting markets, and primary and secondary research data.

Essential Duties and Responsibilities

- Research topics and trends using a range of available data sources, including:
 - Travel industry research (e.g., MMGY Portrait of American Travelers, Destination Analysts, PlayFly/BrandIndex/Global Travel Profiles, Omnitrak Travel Trak Americas, Longwoods International, Harris, STR, etc.)
 - Prepare weekly TravelClick decks on either Friday or Monday.
 - Hawai'i-specific visitor industry data (e.g., DBEDT, HTA, UHERO, etc.)
 - Internal performance metrics (e.g., digital, and social media analytics, consumer and travel agent databases, sales performance data, etc.)
- Assist with the design, writing, production, and distribution of Market Insights' reports and products, such as:
 - Market Insights Update (industry e-newsletter) (Temporarily on hold)
 - Support and maintain the Master Data deck
 - 7-day Moving Average of Passenger Arrivals (2x/week)
 - Air Service / Airfare Grid (1 or 2 times each month)
 - Wholesale Production Report (on hold indefinitely since start of COVID-19 pandemic)
 - TravelClick Future Occupancy and PACE report (once a week)
 - PPPDS and Arrivals data book (as data is updated, at least monthly)
 - Master data book (separate from the Master Data PowerPoint deck)
- Assist HTA research team with the design and production of PlayFly reports and products, such as:
 - PlayFly BrandIndex U.S., Canada, Japan Destination Index
 - PlayFly BrandIndex Responsible Traveler Destination Index
- Support ad hoc research projects. Special projects may occur in the areas of:
 - Senior management requests
 - Membership surveys (annual member survey, ad hoc event/webinar satisfaction surveys)
 - Consumer qualitative and quantitative research
 - Meetings industry research
 - Travel Trade research
 - Marketing effectiveness/ROI research
 - Messaging and content testing research

- Prepare responses of HVCB members, public, government, and media requests for research. Senior Director will approve prior to response.
- Assist HVCB and its Island Chapters, members, and HTA staff with research needs, and presentation and media support.
- Monitor industry and general news sources for developments and trends in tourism and travel, consumer attitudes and behaviors, and economic conditions.
- Perform other duties as assigned or deemed necessary.

Education and/or Experience

- Minimum of bachelor's degree in business, marketing, economics, or related field, from an accredited 4-year college or university
- Minimum of two years of work experience in market research or related field, including primary and secondary research. Demonstrated interest in travel, tourism, and hospitality industry.

Other Requirements

LANGUAGE SKILLS

- Above average written and oral English language skills
- Ability to translate data and analysis into compelling written communications
- Ability to deal professionally and courteously with staff, HVCB members, the news media, travel journalists and the public
- Ability to interpret, communicate and apply research conclusions and recommendations clearly and concisely in written form.
- Ability to manage multiple projects/tasks, complete work accurately and by set deadlines.

MATHEMATICAL/TECHNICAL KNOWLEDGE

- Knowledge of basic statistical concepts, ability to analyze data and create graphics.
- Must be at ease working with databases, running queries and reports.

REASONING ABILITY

- Ability to read, understand, and interpret research materials.
- Ability to manage multiple projects and tasks and complete work accurately and on time.

COMPUTER SKILLS

- Must be proficient in Microsoft Word, Outlook, PowerPoint, and Excel. Preferred experience in creative programs (Photoshop, Illustrator, InDesign) as well as data analytics software (Power BI)

PHYSICAL DEMANDS

- Ability to move/lift 15-20 pounds at a time
- Prolonged periods sitting at a desk and working on a computer.

Work Environment

Normal office conditions.

EEO Statement

The Hawai'i Visitors & Convention Bureau provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability, genetic information, marital status, or status as a covered veteran in accordance with applicable federal, state, and local laws. This statement applies to all terms and conditions of employment, including hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.