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HIS Hawaii launches new company for real estate, other services

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Travel agency HIS Hawaii has launched a separate integrated services company, Hawaii Square, to expand on its Japan-Hawaii relations services.

Hawaii Square, which is located at Waikiki Shopping Plaza, will offer three types of service: real estate, concierge services, and expansion support for businesses, including to Japan.

Pacific Business News asked HIS Hawaii about the timing of its new venture given the ongoing absence of Japanese visitors during the coronavirus pandemic.

Koji Minami, representative for Hawaii Square, responded.

What made this the right moment to launch the new company?



COURTESY HIS HAWAII CORP.

Square Hawaii will be located at Waikiki Shopping Plaza.

HIS Hawaii, a travel agency, had been preparing to establish a new revenue stream outside of the travel and tourism industry as a business challenge long before the pandemic began. The service was launched at this time, as the personnel and other resources were ready. We were not particularly conscious of this timing.

As far as real estate goes, does Hawaii HIS Corp. get the sense that people from Japan are again ready to enter the Hawaii market again at this stage of the pandemic?

First of all, I would like to say that the pandemic has not damaged the "Hawaii" brand in any way. In fact, I believe that the longing and desire for Hawaii are growing not only among the Japanese but also among Americans and others.

As for your question about people from Japan, both Japan and the U.S. have restrictions on entry and exit that are temporarily limiting the amount of traffic, but I believe that once the restrictions are lifted, people's longing for Hawaii and desire to invest in real estate will increase.

However, I am well aware that the real estate market is very competitive and it is not easy for us, newcomers, to enter the market. Therefore, we are implementing two major plans:

- 1) Bring in brokers and agents who were born and raised in Hawaii and have more than 20 years of experience in the real estate business here in Hawaii to serve our local clients and others so that we do not rely solely on the Japanese market.
- 2) By maximizing the use of the HIS network in Japan and around the world, we will create services and products that do not exist in the existing real estate industry and differentiate ourselves.

How many people will Hawaii Square employ for its three primary services?

Three in the real estate business, licensed ones. Five in other business.

Brian McInnis
Reporter
Pacific Business News



