



2024 HTA Spring Tourism Update

3.6.2024

**Katharina Dorr
Account Director Europe**

**Fleur Sainsbury
Account Manager UK**

HAWAI'I TOURISM EUROPE TEAM



Katharina Doerr

Account Director UK, Germany & Switzerland



Katja Bockwinkel

Account Manager
Germany & Switzerland



Sabrina Hasenbein

PR Manager
Germany & Switzerland



Fleur Sainsbury

Account Manager
UK



Joanna Cooke

PR Manager
UK



MARKET INSIGHTS



EUROPE VISITOR STATISTICS

- Europeans visit multiple islands per trip
- Average length of stay is 13 days
- Interested in culture, nature, local shops/food

Arrivals

2023 - 93,727
2022 - 114,041
2019 - 137,908

Total Spending

2023 - \$300.6 million
2022 - \$306 million
2019 - \$268 million

Per Person Per Day Spending

2023 - \$239
2022 - \$192
2019 - \$151



GENERAL ECONOMY

Unemployment
DE
6.1%

Unemployment
UK
3.8%

Unemployment
CH
2.5%

Inflation Rate
DE
2.9%

Inflation Rate
UK
4%

Inflation Rate
CH
1.3%

Exchange Rate
DE
1.07 USD

Exchange Rate
UK
1.26 USD

Exchange Rate
CH
1.14 USD



TRAVEL SENTIMENT

- 2/3 of German speaking holidaymakers plan 1 or more vacation trips in 2024
- The long-distance travel trend continues, 30% of Germans plan a longer holiday for at least 14 days in 2024
- 13% of British holidaymakers say they re-think the environment and how often per year they will take a trip
- British Age Groups 55+ state they will spend 15% more on their holidays in 2024, in Switzerland even 22% more

AIR LIFT



- Frequency from Europe to the US is back to pre-COVID level
- Flight Prices to the US went up again due to high demand
- The German airline Condor added flights to the US West Coast with connections to all islands



OUTBOUND TRAVEL

- Travel trade is extremely important in Europe for reasons of safety, comfort, personalized service and financial protection for unforeseen incidents or cancellations. Particularly for more complex destinations and itinerary planning
- The 2019 level (almost 2.1 million) is expected to be reached by 2024, with a new record of over 2.3 million guests possible by 2027 from Germany to the US
- Switzerland indicate a potential of 380,000 arrivals to the US for 2023 which corresponds to growth of 30% compared to 2022
- In the UK, general outbound travel in 2024 is expected to be back to, or surpass, 2019, and many partners are reporting best ever years or best ever months

COMPETITIVE LANDSCAPE



MARKETING STRATEGY



TARGET AUDIENCE

- **High** disposable **income**
- **Mindful & responsible** travelers
- **Independent** travelers
- **Longer**, more **luxurious** holidays
- Interested in **local experiences**
- High **spending** within the **destination**



CORE BRANDING MESSAGE

Mālama Hawai'i

- Showcase Hawai'i's uniqueness & authenticity
- Focus culture & history to holidaymakers
- Inspire travelers to participate in local experiences
- Encourage visitation of multiple islands
- Gain awareness on responsible & respectful travel



CONSUMER & PR STRATEGIES

CONSUMER

- Educate holidaymakers through marketing initiatives
- Implementation of marketing campaigns with focus on responsible tourism
- Re-build & showcase Hawai'i's brand and diversity
- Focus on culture and history over competing destinations

PR

- Educate holidaymakers through PR initiatives
- Outreach to media to re-introduce HT Europe
- Monthly Press Releases
- Re-build & showcase Hawai'i's brand and diversity
- Ongoing contact with journalists
- Crisis Management
- Pro-active Pitching



TRAVEL TRADE STRATEGIES

- Educate travel trade through training sessions
- Implementation of trade campaigns in Germany & the UK to push sign-ups for agent training
- Co-operate with tour operators and airlines to push sales to Hawai'i
- Ongoing contact with tour operators, travel agents & airline partners
- Outreach to trade partners to re-introduce HT Europe

The background features a close-up, symmetrical view of a palm frond. The central vein is brightly lit, creating a vertical light flare that tapers towards the top. The surrounding leaflets are arranged in a fan-like pattern, with colors ranging from vibrant green to a golden-yellow hue, suggesting a warm, sunlit environment. The overall effect is one of natural elegance and growth.

MARKETING IMPLEMENTATION

MAJOR PROGRAMS

Discover Hawai'i March – December 2024

- A digital campaign across the UK, Germany & Switzerland
- Aim to gain brand awareness and drive engagement and conversions
- Distribute creative content across the themes, Food, Culture, Nature, Adventure, to targeted audience segments.
- Include a series of tour operators within the tactical elements of the campaign to drive bookings

Target Audiences

Cultural interested, Water-sports/surfing enthusiasts, Nature enthusiasts, Foodies



MAJOR PROGRAMS

Discover Hawai'i campaign went live in the UK, Germany and Switzerland



The HAWAIIAN ISLANDS

FEAST ON THE ISLAND OF HAWAII'I

Embark on a culinary journey through the Island of Hawai'i, where flavours blend with time-honoured traditions

[LEARN MORE](#)

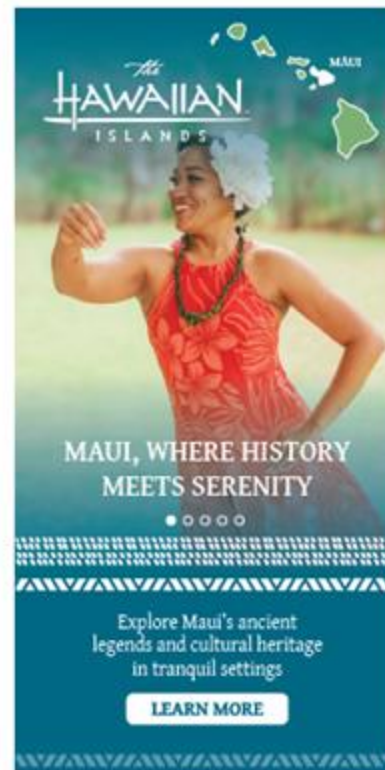


The HAWAIIAN ISLANDS

O'AHU'S HISTORIC SPLENDOUR

Discover O'ahu's rich cultural tapestry and historic landmarks

[LEARN MORE](#)



The HAWAIIAN ISLANDS

MAUI, WHERE HISTORY MEETS SERENITY

Explore Maui's ancient legends and cultural heritage in tranquil settings

[LEARN MORE](#)

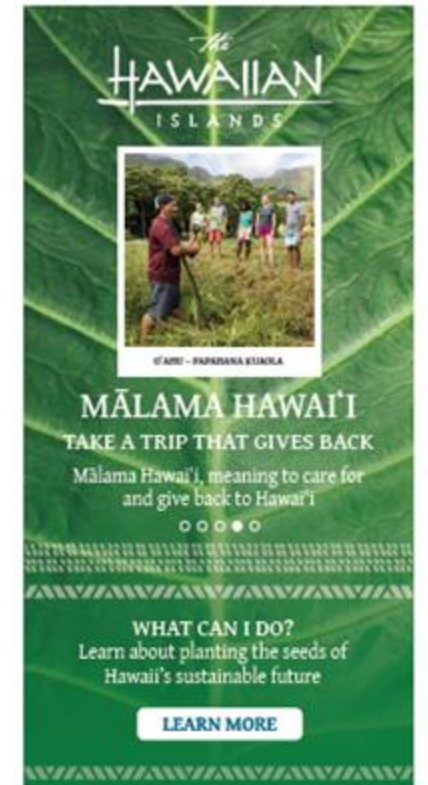


The HAWAIIAN ISLANDS

KAUAI'S FLAVOURFUL RETREAT

Embark on a gastronomic tour of Kaua'i's tropical tastes and local specialties

[LEARN MORE](#)



The HAWAIIAN ISLANDS

MĀLAMA HAWAII'I
TAKE A TRIP THAT GIVES BACK

Mālama Hawai'i, meaning to care for and give back to Hawai'i

WHAT CAN I DO?
Learn about planting the seeds of Hawai'i's sustainable future

[LEARN MORE](#)

MAJOR PROGRAMS

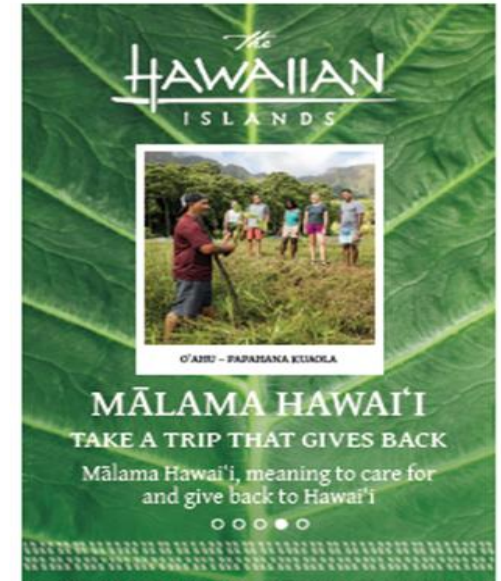
Mālama Hawai'i

September – December 2024

- The core Hawai'i audience in Europe are both affluent and have a propensity to travel responsibly. This audience wants to protect and give back to the environment and local communities as part of their holiday experience
- Influencer-focused content and video campaign that leverages the existing Mālama Hawai'i assets to show and educate travelers the diversity the Hawaiian islands have to offer on local experiences

Target Audiences

Cultural interested travelers, Water-sports/surfing enthusiasts, Nature enthusiasts



MAJOR PROGRAMS

Trade Campaigns in the UK & Germany

March – May 2024



gohawaii.com/de

ALOHA! REISEPROFIS AUFGEPASST!

Bis zum 31.05.2024 das Agent Training Program absolvieren und Hawai'i Spezialist werden.



Hawai'i Webinarserie: Teil 1/3 am 21. März

Aloha! Im 1. Teil der Hawai'i Webinarreihe am 21. März um 11 Uhr stellen wir die Insel O'ahu vor und gehen auf allgemeine Informationen, wie Anreise, Klima, beste Reisezeit und vieles mehr ein. Was die wunderschöne Insel O'ahu mit der weltbekannten Stadt Honolulu und dem Waikiki Beach noch zu bieten hat, erfahrt ihr in unserem ersten Webinar. Die Plätze sind begrenzt, [jetzt anmelden!](#)



Hawai'i Webinarserie: Teil 2/3 am 5. April

Aloha! Im 2. Teil der Hawai'i am 5. April um 11 Uhr Webinarreihe stellen wir die Inseln Kaua'i und Hawai'i Island vor. Hier erfahrt ihr mehr über die traumhafte Natur, Ausflüge bis hin zu Hotel Tipps. Die älteste und die jüngste Insel des Archipels sind sehr unterschiedlich, aber eines haben sie gemeinsam: den Aloha-Spirit. [Meldet Euch jetzt für das Webinar an.](#)



Hawai'i Webinarserie: Teil 3/3 am 19. April

Aloha! Im letzten und 3. Teil der Hawai'i Webinarreihe erfahrt ihr alles über die aktuelle Situation der Insel Maui sowie deren Schwesterinseln Lāna'i und Moloka'i. Was versteht ihr unter respektvollem Reisen? In Hawaii gibt es dafür ein Wort „Mālama“. [Meldet Euch jetzt zum Webinar an.](#)





MAJOR PROGRAMS

Aloha Europe Travel Mission September 2-11, 2024

- Visit the **UK, Germany and Switzerland**
- Meet **Product Managers**, decision makers and **travel agents**
- **Train** approximately **50-70 travel agents** per **evening event** (less in Switzerland)
- **Re-introduce** the **Hawaiian Islands** as well as products again to the **European market**
- **Showcase** our **unique** Hawaiian **culture** and share the **Aloha Spirit**



PARTNERSHIP OPPORTUNITIES

- Product Manager **Fam Trips** - Maui & Kaua'i (June 2024)
- Agent **Fam Trips** - Islands tbc (Q3/Q4 2024)
- **Individual PR** Fam Trips (May 2024)
- Group **PR Fam Trips** (Q3/Q4 2024)
- Destination **trainings** (in-person and webinars) (ongoing)
- Upcoming **Aloha Europe - Travel Mission** (September 2-11, 2024)
- **Support** for **local events** (consumer/trade) **in Europe** (ongoing)
- Share your news for **Press Releases** (ongoing)

Contact Information

Katharina@hawaiiitourismeurope.com



MAHALO!