



2024 Brand Marketing Plan

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Hawai'i Tourism Oceania acknowledges the traditional custodians of the lands on which we're speaking to you from today, the Gadigal people of the Eora Nation, and we pay our respects to their Elders - past, present and emerging.



HAWAI'I TOURISM OCEANIA TEAM



MARKET SITUATION



GENERAL ECONOMY 2024 PREDICTIONS



OUTBOUND TRAVEL SENTIMENT

Australia

The current outlook for the travel industry is brighter than at any point in the past three years, however full recovery may take until 2025 to return. As of July 2023, there were 1,494,520 departures from Australia which is an increase of 526,030 from the same point the previous year.

Top 5 Destinations AU

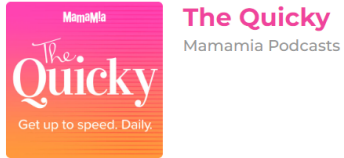
2022	2023
New Zealand	New Zealand
USA	Indonesia
India	USA
UK	UK
Fiji	India

New Zealand

Outbound travel has been growing exponentially since travel restrictions were lifted in New Zealand, with total international departures back to 75-80% of 2019 pre-pandemic levels. The full potential has been limited by the reduction in airlift, largely due to the limited availability of aircraft and staff.

Top 5 Destinations NZ

2019	2022
Australia	Australia
Fiji	Indonesia
Cook Islands	USA
USA	UK
UK	India



Stay Or Go? The Tourists Still Heading To Hawaii

Play • 18 min left

Last week we watched on as fires wiped out parts of the Hawaiian island of Maui.

For many Aussies, it brought back memories of our own wild fires in the Summer of 2019 and 2020. And just like the situation we found ourselves in back then, there are mixed messages about whether tourists should be visiting and spending their money in a community that desperately needs it, or if they should be staying away to let those communities heal.

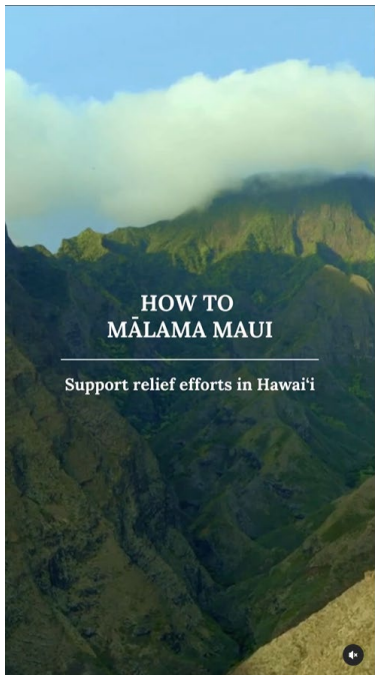
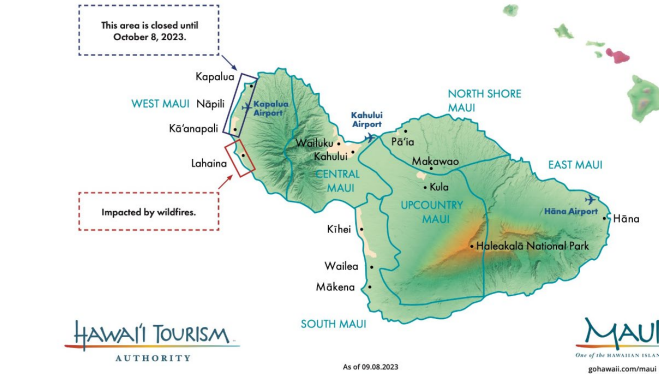
In this episode of The Quicky, we find out of travel to Hawaii should be suspended or if tourist dollars can go some way to helping a community rebuild after tragedy.

Maui travel update: How you can help those affected in the Hawai'i wildfires

Intrepid Foundation and Hawai'i Community Foundation have established dedicated fundraising appeals to help provide immediate support on the ground to those affected by the devastating Maui wildfires.



Destination, Travel Industry Hub, Travel News



gohawaiiou • Follow

gohawaiiou Aloha kākou. Our hearts go out to our 'ohana on Maui and Hawai'i Island following the devastating wildfires across our islands. Find ways to support relief efforts below.

How you can mālama:

- Postpone your travel to West Maui to allow those who need resources access to them
- Donate to local relief efforts (link in bio)

Every contribution, large or small, will make a difference as we work to support local communities through services including shelter, food, financial assistance and other needs as they arise.

#MauiStrong #MālamaMaui

1w

Liked by unmapped_travel and others

AUGUST 15

Add a comment...

Traveltalk

SUBSCRIBE TO WIN!

HOME NEWS DESTINATIONS CRUISE AIRLINES HOTELS EVENTS AGENTS / INCENTIVES QUIZ COMPETITIONS PODCAST

REVEALS KEY MESSAGING FOR MAUI TOURISM RECOVERY | QANTAS LOSES HIGH COURT APPEAL INTO OUTSOURCED WORKERS CASE | VIKING IS HIT

'Connection, Culture and Culinary' to drive Maui's tourism recovery

Hawaii Tourism Oceania reveals how the recovering island, and the state overall, plans to hit its tourism targets.





Q2 2023 STATS

Total Visitors
Q2 2023
113,648

Total Visitors
Q2 2022
54,854

% Difference
107%

Total Spend
Q2 2023
298.5M

Total Spend
Q2 2022
148.8M

% Difference
101%

Length of Stay
Q2 2023
8.9

Length of Stay
Q2 2022
9.8

% Difference
-8



Q2 2023 STATS

Number of
flights Q2 '23
544

Number of
flights Q2 '22
278

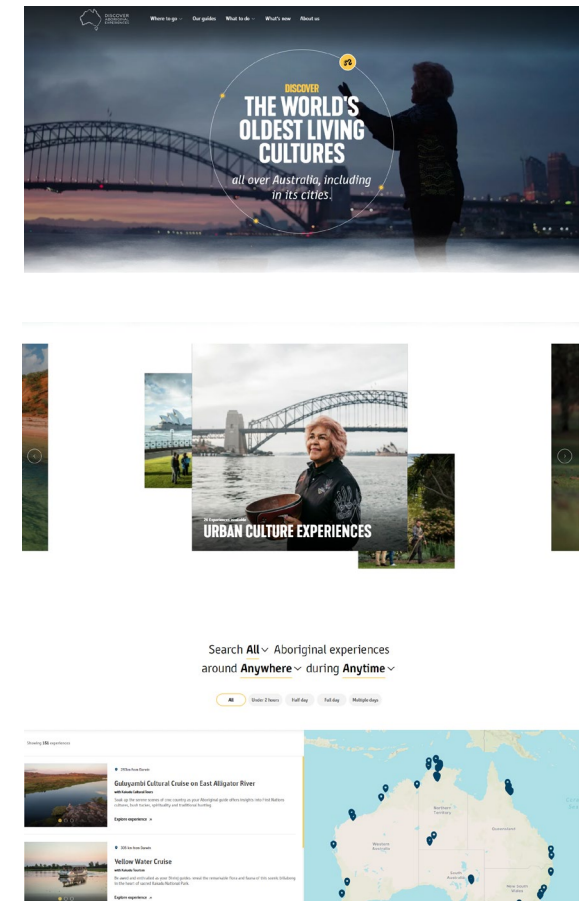
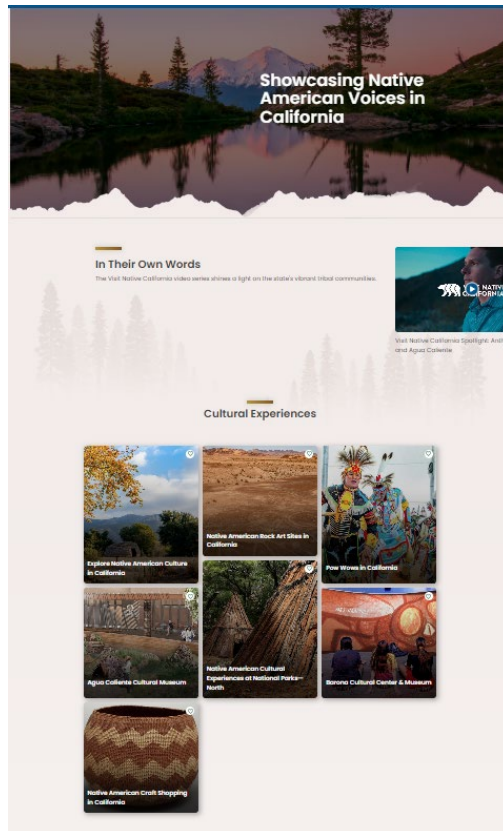
% Difference
96%

Number of
Seats Q2 '23
162,170

Number of
seats Q2 '22
83,288

% Difference
95%

COMPETITIVE LANDSCAPE



COMPETITIVE LANDSCAPE



TARGET AUDIENCE

TARGET AUDIENCE

Repeat



Mindful



STRATEGIES

CORE BRANDING MESSAGE



Connection

By delving deeper into the relationships that the people of Hawai'i have with the land, the ocean and their culture, we'll be giving visitors a deeper understanding of why the Hawaiian Islands are so special and how visitors also play a role in their protection and regeneration.



Culture

The spirit of *aloha*, cherished traditions, history, and culture are what make Hawai'i unique. Our activities aim to build a deeper connection between the visitor and the Hawaiian Islands by sharing these deep-rooted cultural traditions.



Culinary

Post-Covid, food and drink is emerging as one of the strongest trends in travel. Travelers are seeking culinary adventures to sample authentic ingredients, cuisines and drinks, and to dive deep into the kaleidoscope of flavors, textures and stories of the people, process and place that go into them.

STRATEGIES



Consumer

Content

Co-ops

Trade

MAJOR PROGRAMS

MAJOR PROGRAMS

Act Local

Our main campaign this year will be working with content company We Are Explorers on a video series, 'Act Local', hosted by an Australian/New Zealand personality. The series will follow the personality as they travel around The Hawaiian Islands meeting local people who are involved in responsible tourism, the preservation of the environment and the promotion of Hawaiian culture. The series will take viewers on a journey to meet people making a difference in their communities, and who travelers can meet and support during their trip.



MAJOR PROGRAMS

Hawai'i's Biggest Fan

Working in partnership with International Traveller magazine. This campaign is aimed at our repeat visitor, but with the objective of encouraging them to visit a neighbor island, take part in a voluntourism activity, delve deeper into local culture or shop local.

To win, they will send in written entries, photos or videos about what they love most about the islands or cherished memories that they have of a recent trip. As part of the entry, they will need to answer a survey (which will serve as further research for us into this audience segment). Entries will be shared on social media to gain further reach. We will collect data from every entrant to add to our consumer database.

We will then retarget entrants with information about what they could do on their next trip. We will also work with a CTA partner to send them bookable offers.



MAJOR PROGRAMS

Month of Lei

We would like to use Lei Day and the Month of Lei as an opportunity to bring each distinct island personality to life. We will do this through a series of trade training events with the Island Chapters in secondary cities throughout Australia and New Zealand. This will give us the opportunity to educate travel agents we don't see face-to-face as often and strengthen our island DMAP messaging.

We will also launch an incentive famil campaign through trade media, giving five agents who book multi-island itineraries the chance to win a famil to Hawai'i.



MAJOR PROGRAMS

Sea Cleaners

When conceived by HTO four years ago, the intent of the Sea Cleaners initiative was not linked to, or influenced by, traditional tourism goals such as increasing tourism numbers. To do so would have gone against the initiative's ethos and purpose. The initiative was about doing something that was right (or pono) for a special part of our planet that Hawai'i shares with other Pacific neighbors. It was about creating a powerful force of change, built on connections, culture, environment and young leaders who care.

Following the successful 2023 Sea Cleaners initiative, next year we plan to include all Pacific Rim markets (NZ, Australia, Japan, China, Korea, USA and Canada) HTO looks forward to partnering HTA on an even more expanded initiative. One that welcomes all the Pacific Rim GMT's to be part of the special connection we all have via the currents, tides and the footsteps of the original voyagers.



2024 BMP BUDGET

Budget	
Consumer Direct	\$306,128
PR	\$166,500
Travel Trade	\$307,220
Research	\$0
Admin	\$220,000
Total	\$999,924

MĀLAMA MAUI

MĀLAMA MAUI

We Are Explorers Maui Recovery Campaign

A campaign which raises awareness around the Maui fires, speaking to the significance of what was lost in Lahaina and encouraging considerate travel to the island.

As Maui heads into recovery mode, it's essential to not only bring to light the significance of what has been lost, but why travel to the region is more important than ever - and how it can be done in the most considerate and respectful way. This campaign is all about taking an awareness-focused approach to showcasing the region in the wake of the fires.

Core to this campaign will be local voice and perspective: showcasing Indigenous practices for fire management, a real look at the significance of the fires, and what respectful travel means for local people. Through a combination of authentic content shot in the field and an engaging media campaign, the highly relevant We Are Explorers audience will get a front-row look at the real Maui. Leaving them with a strong understanding of the impact on Maui and reminder of why it is important to continue to visit.

Budget: \$45,000



MĀLAMA MAUI

Luxury Escapes Co-op

Maui focused co-op campaign with Luxury Escapes. Luxury Escapes is the best partner for a Maui co-op campaign because they have a high spending consumer base, a large social following and already have many of the Maui properties contracted.

They propose sending Holly and Jimmy, their Luxury Escape ambassadors, over to Maui to create content, and then launching a campaign in February to include:

- Destination landing page
- Banners
- Editorial DPS in their magazine
- IG story x 2
- Reels x 3
- Podcast inclusion
- Online article
- Maui Travel Guide
- Video edit

Budget: \$65,000



MĀLAMA MAUI

Helloworld Global Stars Conference

The Hawaiian Islands haven't hosted an Australian or New Zealand retail chain/travel trade conference from Oceania since 2018. Helloworld is interested in Maui as a destination for their 2024 conference. The opportunity comes with a variety of marketing inclusions in the lead up to the event. There would be 70 top-selling agents visiting the island. In addition to the conference, there would be the opportunity for them to take part in a voluntourism activity. All of the budget used to support the event will be reinvested into the island in the form of hotel, transport and activity bookings.

We will need to move quickly on this opportunity as they want to announce next year's destination at their conference this year, which takes place in November. Although the conference doesn't take place until October 2024, all of the marketing and bookings will be made before June 2024.

Budget: \$77,000



MĀLAMA MAUI

Whakaata Māori / Māori Television

In 2023 HTO partnered Māori TV around an indigenous focussed travel series called Tapuwae – Footprints. The series features 10 indigenous linked Hawaiian tourism experiences, including some located in Maui.

The series launches on free-to-air TV in October and HTO and Māori TV can extend the broadcast partnership to feature messaging (that is thoughtful and respectful) around tourism's positive opportunity to help the Maui recovery.

Budget: \$5,000



MĀLAMA MAUI

Increased Visiting Media Program

- Invest in Maui specific visiting media program, sending four individual journalists to the island
- Work with influencers/content creators - send a family over who can also create great content, perhaps Kiindred & Kiin Creators who have done some great work with Club Med recently [Club Med x Kiindred Competition | Kiindred](#) / [A family holiday like no other: Introducing Club Med's new Mini Club+ | Kiindred](#)
- Send Stevie Jacobs over to Maui and do live crosses from different locations, speaking to local businesses. He reached out recently to announce he will be presenting travel reports for Today Extra on Channel 9. He had a meeting with the executive producer, and he was very keen on broadcasting from Maui as it suits the viewer demographic.

Budget: \$60,000



**INCREMENTAL FUNDING
REQUEST FOR**

MAUI RECOVERY

		Budget
We Are Explorers	\$45,000	
Luxury Escapes	\$65,000	
Helloworld Global Stars	\$77,000	
Māori Television	\$5,000	
Visiting Media	\$60,000	
Total	\$252,000	

MAHALO!