



2024 Brand Marketing Plan

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HAWAI'I TOURISM EUROPE TEAM



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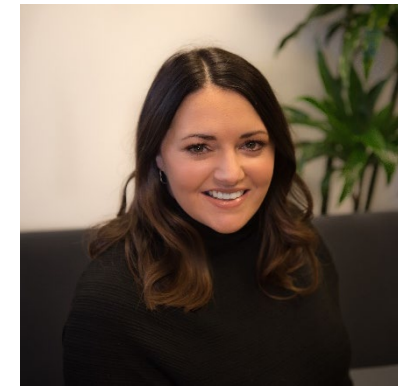
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MARKET SITUATION





GENERAL ECONOMY

Unemployment
DE
5.7%

Unemployment
CH
2.1%

Unemployment
UK
4.3%

Inflation rate DE
6.1%

Inflation rate CH
1.6%

Inflation rate UK
6.7%



OUTBOUND TRAVEL SENTIMENT

- With only 5% less compared to 2019, the number of holiday trips from Germans in 2022 was **almost back at pre-pandemic levels**. The total expenditure rose to a new record high of €80 billion
- In **2022, the UK had reclaimed its 2019 place as the 3rd largest source market for US tourism**, behind only Canada and Mexico
- Hawai'i is the **number 4** US state Europeans want to visit
- **Over 70%** of Europeans are **interested** in a destinations **culture** (number 1 interest)

AIR LIFT



- **Airlift** to the US is almost **back** at **pre COVID** level
- **United Airlines** offers very **good connection** from the **US West Coast** to **islands**
- **Lufthansa** is constantly **adding** flights to the **US mainland** (A380)
- **British Airways** and **Virgin Atlantic** offer great service to the US in combination with **Delta Airlines**

COMPETITIVE LANDSCAPE



TARGET AUDIENCE





TARGET AUDIENCE

- **High Value Traveler** (30 – 59 yrs):
 - **High** disposable **income**
 - **Mindful & responsible** travelers
 - **experienced** travelers
 - **without dependent children**
 - desire to **travel long-haul** and immerse themselves in **natural** and **culturally different landscapes**
 - stay longer, **visiting** at least **2-3 islands**

A low-angle, close-up photograph of several people walking barefoot on a grassy field. They are wearing matching bright green, pleated skirts with a dark green grid pattern and small floral motifs. The scene is captured in warm, golden-hour light, creating a sense of movement and community. The text 'CORE BRANDING MESSAGE' is overlaid in the center in a bold, black, sans-serif font.

CORE BRANDING MESSAGE

CORE BRANDING MESSAGE



- **Mālama** will be our most important message
- **Educate holidaymakers** on the unique culture, cuisine and Aloha spirit
- **Train travel trade & educate consumers** on the variety the Hawaiian islands offer

STRATEGIES

An underwater photograph of a swimmer in clear, turquoise water. The swimmer is positioned horizontally, with their head and arms visible above the water surface, creating a white wake. The water is filled with light reflections and bubbles. A solid white horizontal line is drawn across the middle of the image, passing through the swimmer's torso.



TRADE, CONSUMER & PR STRATEGIES

Re-introduce & enhance
Hawai'i's brand
in Europe

Build Hawai'i
brand awareness
& demand

Increase
demand & upweight
conversion

Convert
demand & increase
market share

MĀLAMA STRATEGY



- Mālama programs need to be included in four operator programs
- Mālama programs will be promoted through PR activities



MAJOR PROGRAMS

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Discover Hawai'i

- **Overview**

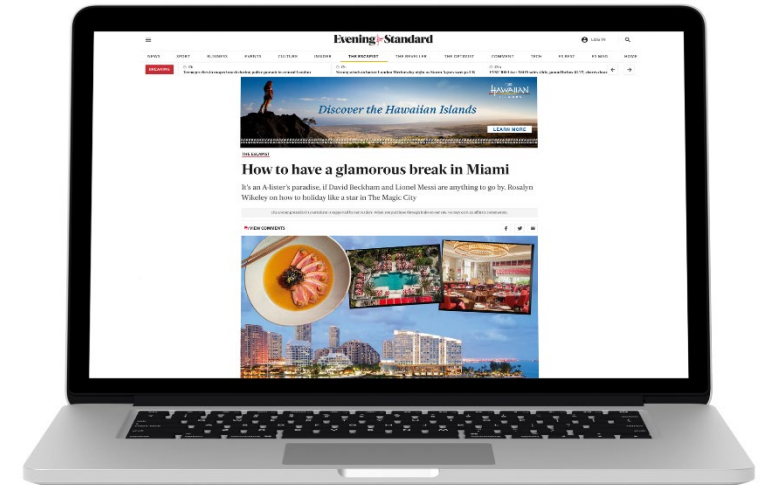
We will implement a tactical campaign aimed at ensuring that Hawai'i is consistently front of mind for European Mindful Traveler audiences

- **Campaign Concept**

Driving engaged, qualified traffic to Go Hawai'i.com, as well as participating travel trade partners sites, driving bookings and capturing valuable 1st party data

- **Target Audiences**

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



MAJOR PROGRAMS

Mālama Hawai'i

- **Insight**

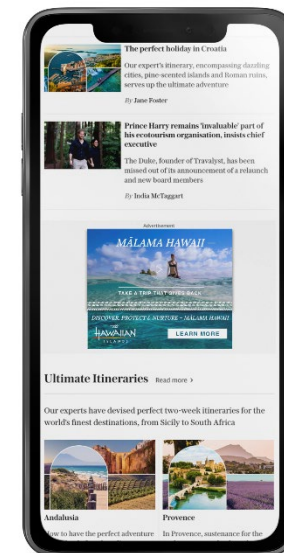
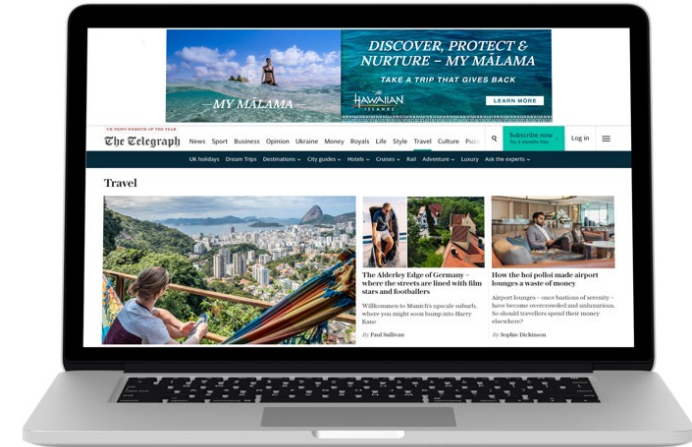
The core Hawai'i audience in Europe are both affluent and have a propensity to travel responsibly

- **Campaign Concept**

Influencer-focussed content and video campaign that leverages the existing Mālama Hawai'i programs to show and educate mindful travelers the diversity the Hawaiian islands have to offer on local experiences

- **Target Audiences**

Mindful Travellers, Cultural interested travelers, Water-sports/surfing enthusiasts, Nature enthusiasts, Foodies



MAJOR PROGRAMS

Aloha Europe Roadshow

- Visit the **UK, Germany and Switzerland** in Q3 2024
- 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**



MĀLAMA MAUI





MĀLAMA MAUI

- **Educate consumers** on what Maui has to offer
- **Train agents and tour operators** on the variety of the island
- **Product audit** with tour operators and include **new product island-wide**
- **Attract** responsible and respectful travelers
- Provide **confidence** and **reassurance**
- **Crisis Management** through PR initiatives

PARTNERSHIP OPPORTUNITIES





PARTNERSHIP OPPORTUNITIES

- Product Manager and Agents **Fam Trips**
- Group and individual **PR Fam Trips**
- Destination **trainings** (in-person and webinars)
- Upcoming **Roadshow – Aloha Europe**
- **Support** for **local events** (consumer/trade) **in Europe**
- Share your news for **Press Releases**

Contact Information

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A close-up photograph of a bouquet of plumeria flowers. The flowers are in various stages of bloom, showing bright yellow and pale white petals. Some flowers are in sharp focus, while others are blurred in the background. The bouquet is set against a light-colored, textured fabric background. The word "MAHALO!" is overlaid in the center in a bold, black, sans-serif font.

MAHALO!