

2024 SPRING TOURISM UPDATE



HAWAII TOURISM
CANADA



HTCAN TEAM



Susan Webb

Country
Director,
President VoX



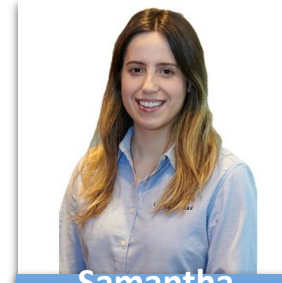
Colin Wood

Account
Director



Erin Oddleifson

Director of
Marketing
& Client
Services



**Samantha
Carreira**

Public Relations
Account Manager



Rita Spizzirri

Marketing
Production
Manager



**Christine De
Guzman**

Accounting
Manager



Lora Hamre

Account
Manager,
Eastern CA



**Gustavo
Inciarte**

Public Relations
Account Manager

**ADIOS
AMIGOS**



ALOHA!



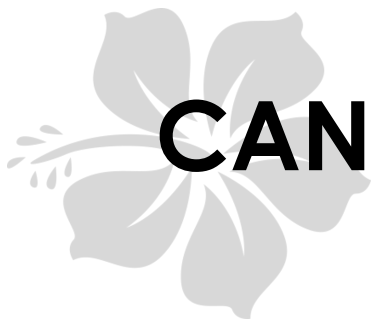


2023 MMA Stats

Canada MMA	2019	2022	YTD Dec. 2023	% Change vs 2022
Visitor Expenditures (\$Millions)	1,081.5	962.1	1,171.8	21.8%
Visitor Days	6,554,493	5,217,132	5,336,987	5.3%
Arrivals	540,103	434,103	454,103	9.6%
P.P. Per Day Spend (\$)	165	189.8	221.30	15.7%
P.P. Per Trip Spend (\$)	2,002.40	2332.4	2,665	11.1%
Length of Stay (Days)	12.14	12.24	11.75	-4.0%

MARKET INSIGHTS

HAWAII TOURISM
CANADA



CANADIAN MARKET INSIGHTS

- Consumer confidence remains low
- Unemployment record low
- Interest rate holding at 5% likely to continue through first quarter '24
- CAD \$0.74 USD
- Now 90% of 2019 outbound travel
- 48% focus on sustainable travel
- 57% **vacation deprived** (Gen Z 74%)
- 72% prioritize travel
- Cultural exploration is on the rise
- Looking for in-destination experiences
- Wellness travel growing





CANADIAN MARKET INSIGHTS CONT'D...

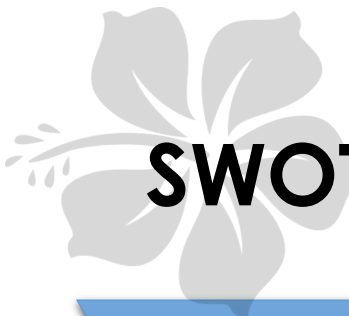
Trip motivators

- Vacation experience 37%
- Spending time with family/friends 31%
- Available activities & attractions 28%
- Favorable weather 25%

- **Travel barrier too Expensive/can't afford it 50%**

- **Active and sustainable travel**





SWOT ANALYSIS

STRENGTHS

Well established destination
High connectivity with Canada
Diverse destination
Year-round destination
Strong live like a local vibe
Uniqueness

WEAKNESS

Perception of being unwanted visitors
Resort fees
No all-inclusive
Mixed messages
Distance from Eastern Canada

OPPORTUNITIES

Canadians looking for sustainable travel
Harsh long winters
Looking for cultural destinations
Indigenous tourism
French-Canadian market opening to new destinations

THREATS

Exchange rate
Increasing on flight costs
Mediatic negative message against visitors
Caribbean and Mexico lower rates

TARGET AUDIENCE

HAWAII TOURISM
CANADA



TARGET AUDIENCE

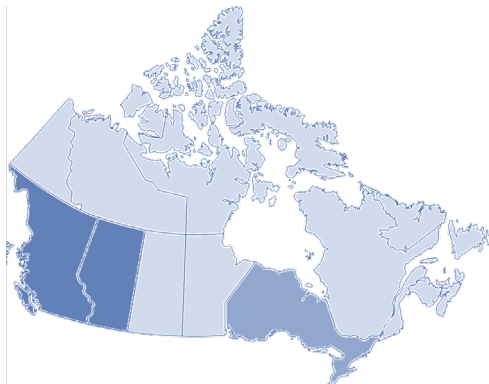
- Experience Seekers
- Affluent Travelers
- Snowbird/Retirees
- Romance

Mindful Travelers

High spending traveler

High value traveler

Lifetime value traveler



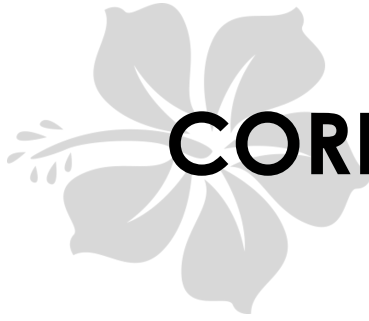
Age range 35-49; Income range \$100k+
Took an international trip in the last 12 months

Age range 50- 64; Income range \$150k+
Took an international trip in the last 12 months

Age range 35-64; Income range \$100k+
Took an international vacation by air in the last 12 months

Age range 64+; Income range \$100k+
Most recent visited destination on Hawai'i

BRAND MESSAGE



CORE BRANDING MESSAGE

- Mālama is the overarching message
- Mālama Maui is the focus
- Educating the visitor on the value of Aloha, Mālama, Kuleana & Ho'okipia
- Themes for the Messaging will be focused on culture, culinary, romance, wellness, outdoor adventure and family highlighting Maui

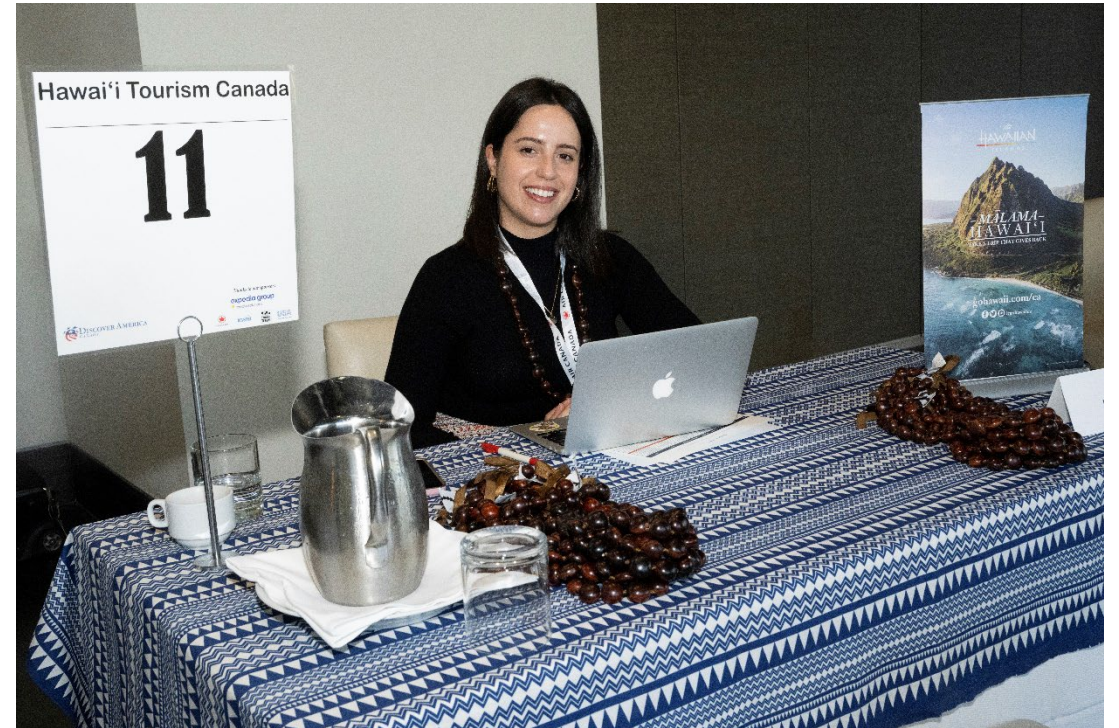


MARKETING STRATEGY



PUBLIC RELATIONS

- Media Fam
- Lei Day Media Blitz May 2024
Vancouver and Toronto
- Year-round Individual Media Visits:
Maui preference
- Newsletters & ongoing pitching
- TMAC Conference: June 12-16
St. John's, Newfoundland
- Discover America Media Day:
October 30, 2024





TRAVEL TRADE

- Group fam – Spring or Fall 2024
 - Two Islands (Maui & TBD)
- Virtuoso On Tour
- Air Canada Vacations' product launches
- TravelBrands Agent Appreciation Events
- Participation at IPW 2024 May 3-8
- Travel Trade Magazine campaign
- Educational campaign



CONSUMER

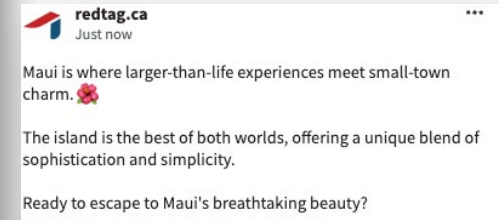
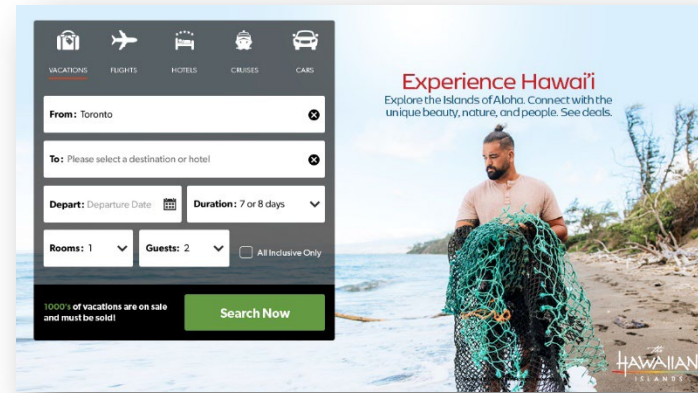
- Social Media
 - Canadian channels
 - Organic and paid media
- Digital Campaigns:
 - Advanced TV
 - Connected TV
 - CTV retargeting
 - Linear TV extension
- OOH
 - Public Transit Activations & Takeovers
 - Digital billboards
- Cirque du Soleil partnership





MAJOR PROGRAMS

- o Co-operative campaigns
 - o Focus on Maui
 - o Spring and Fall season Travel promotion
 - o Air Canada, WestJet, TravelBrands



Earn 5X Loyalty Points
when you book Hawai'i products between November 25 - December 25, 2023

HAWAIIAN ISLANDS

Respectful, compassionate, responsible travel to the accessible areas of Maui, and the other Hawaiian Islands.

<p>REDUCED RATES! SAVE up to 15%*</p> <p>MAUI</p> <p>Admission to Haleakala National Park Admission to Maui Tropical Center Admission to Maui Tropical Botanical Garden Admission to Maui Tropical Zoo</p>	<p>REDUCED RATES! SAVE up to 15%*</p> <p>OAHU</p> <p>Admission to Haleakala National Park Admission to Maui Tropical Center Admission to Maui Tropical Botanical Garden Admission to Maui Tropical Zoo</p>	<p>MĀLAMA HAWAII</p> <p>Maui's aloha, to care for the land, is an engagement between people and place. When we all malama, there's nothing we can't change!</p> <p>General information, offer, and booking for Malama Hawaii. See the Malama Hawaii website for more information.</p>
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THE ISLAND OF HAWAII

Admission to Haleakala National Park

TravelBrands | Access Bookings: 1-866-874-6262 OR CALL: 1-866-874-6262

VIRTUOSO MEMBER

VIRTUOSO ESCAPES

Proclamation made by the Legislature of Belize - a gem in the Greater Caribbean Caribbean

Watch the sunrise from your terrace overlooking Clarke Quay or the Grijalva River, discover Colombia's beautiful landscapes and culture, or embark on an intimate, all-suite yacht and sail through the turquoise waters of the Caribbean. To learn about these destinations and more, contact with your Virtuoso travel advisor.

Ready to go? Explore these offers and trip ideas.

Windstar Cruises
Windsorline
Canadian residents can take advantage of \$1,000 onboard credit for the first 2 guests on select voyages.

Burj Al Arab Jumeirah
Dubai, United Arab Emirates
Reserve a delightful retreat at this



HAWAII TOURISM
CANADA

Earn 5X Loyalty Points
when you book Hawai'i products between November 25 - December 25, 2023

HAWAIIAN ISLANDS

LEARN MORE!



MAJOR PROGRAMS

- o Aloha Canada 2024
 - o Travel trade
 - o Media
 - o Cultural component
 - o Fall 2024
 - o Toronto, Montreal, Vancouver





MAJOR PROGRAMS

- Product Managers Fam: Spring or Fall 2024
 - Maui & TBD
 - Theme: Mālama Maui
- Group Media Fam: Fall 2024
 - TBD
 - Theme: Arts, Festivals & Culture





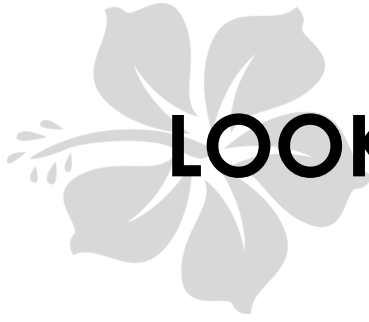
MAJOR PROGRAMS

- Consumer Digital
 - Advanced TV
 - Connected TV
 - CTV retargeting
 - Linear TV extension
 - Broadcast Specialty Shows
 - Video Content
 - Digital Magazines
- Digital Out of Home
 - Public Transit Activations & Takeovers
 - Digital billboards
 - Social engagement
 - Integrated campaigns
 - Call to action





ACCOMPLISHMENTS AND LOOKING FORWARD



LOOKING FORWARD 2024

CONSUMER

- Digital Campaign Feb to April and Fall 2024
- OOH Fall 2024
- SITV Montreal October 2024

PUBLIC RELATIONS

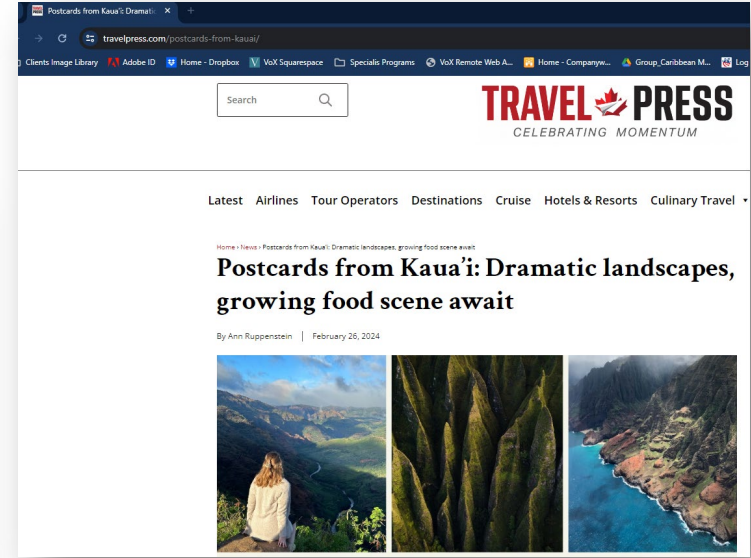
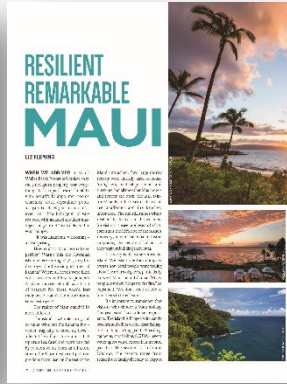
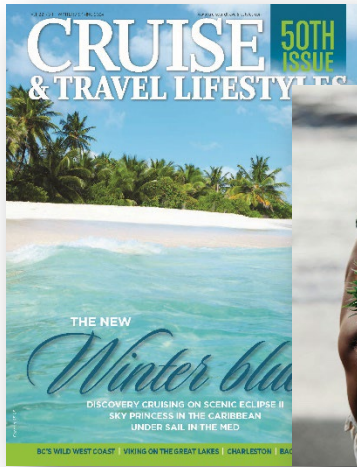
- Media Blitz May 2024
- Media Fam Fall 2024
- TMAC St. John's NFLD June 2024
- Individual Press Trips Spring-Winter 2024

TRADE

- Virtuoso Vancouver Toronto April 2024
- TravelBrands Agent Appreciation Montreal and Toronto April 2024
- ACV TBA
- Educational Campaign Spoiled Agent Fall 2024
- Baxter Travel Campaign March to December 2024
- IPW 2024 Los Angeles June 2024



MAJOR ACCOMPLISHMENTS





SnowbirdAdvisor.ca

Audience & Reach

130,000+ 75,000+

Snowbirds We Reach* Members/Email Subscribers

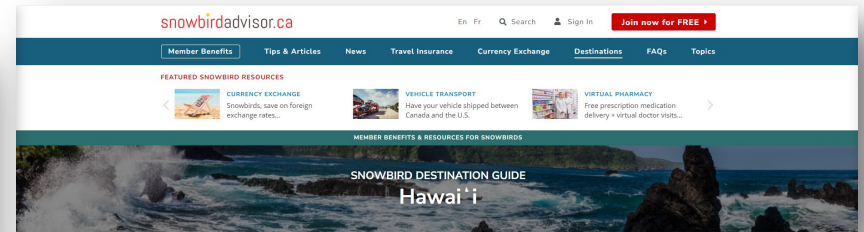
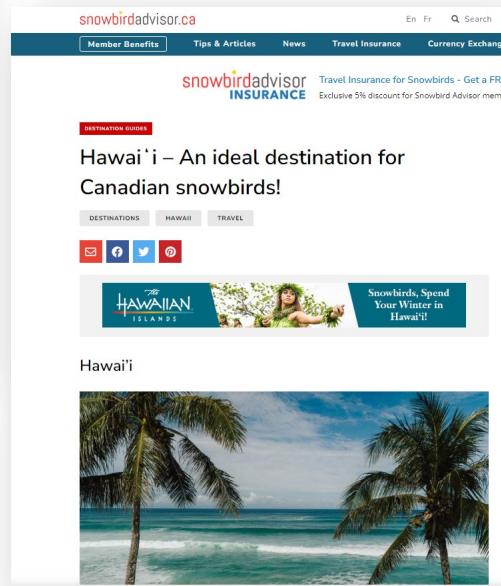
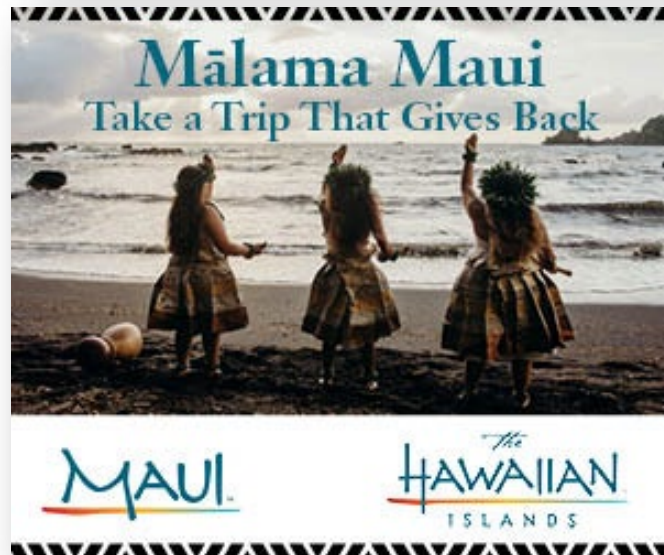
* Based on 75,000 members/subscribers + spouses/partners @ 75%

40% - 50%
Email Open Rate

40,000+
Unique Monthly Website Visitors

4600+
Facebook Followers

50+
Age





MAJOR ACCOMPLISHMENTS Q1 2024

CONSUMER

- Canada Bridal Show Toronto Jan 10-12th, 2024
 - 30,000 plus attendees
- Kick off digital campaign Feb 2024

PUBLIC RELATIONS

- Jennifer Hartley (Fifty-Five Plus Magazine, Ottawa Life, LUXE Magazine) media visit – March 2024
- Leslie Rossi (A Life Well Consumed) media visit – January 2024





MAUI MAJOR ACCOMPLISHMENTS Q1 2024

CONSUMER

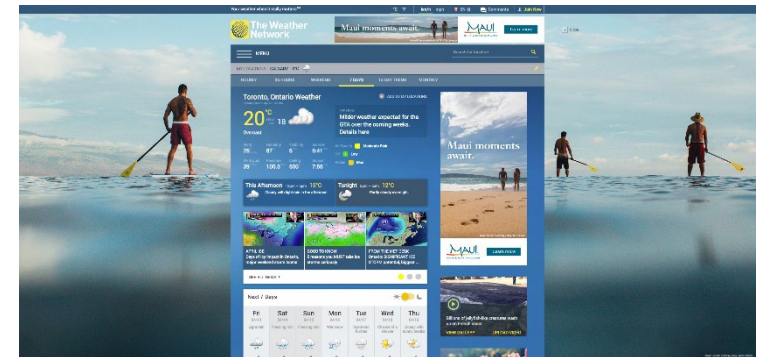
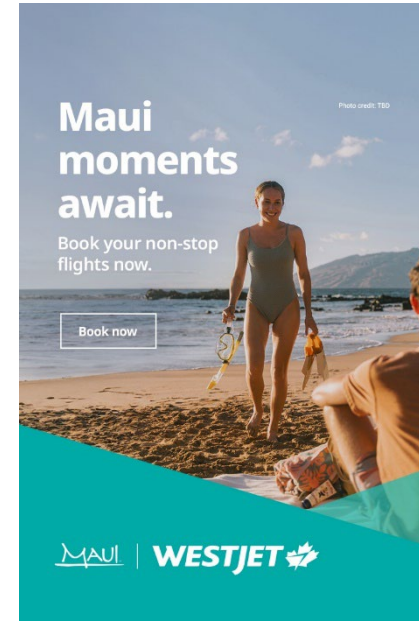
- Weather Network January and February 2024

PUBLIC RELATIONS

- Nancy Macdonald (The Globe and Mail) media visit – February 2024
- Tim Johnson (Freelance, Toronto Star) media visit – February 2024
- Madeleine Clerides (Vita Magazine) media visit – January 2024
- On air segment with Jody Robbins (CTV Calgary) – January 2024

TRADE

- Costco Travel Campaign February to May 2024
- AMA Campaign January to May 2024
- WestJet January to April 2024





MAUI LOOKING FORWARD 2024

CONSUMER

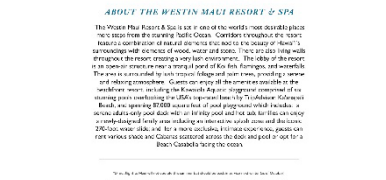
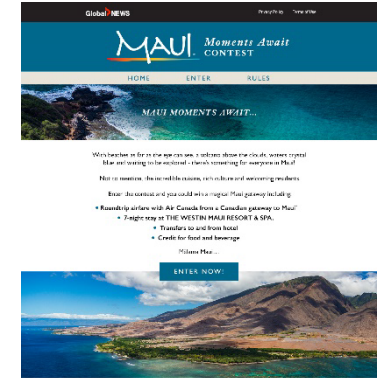
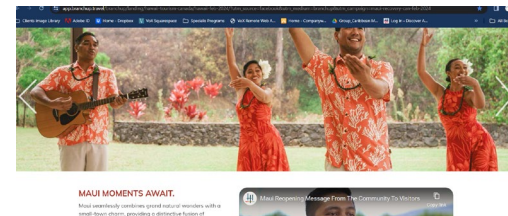
- o Global Network Campaign March 2024
- o Digital Multi-Platform Campaign March to May 2024

PUBLIC RELATIONS

- o On Air Travel Experts
- o Individual Press Trips

TRADE

- o Air Canada Campaign March 2024
- o PAX News Campaign March 2024
- o Branch Up Campaign Feb and April 2024



2024 PARTNERSHIP OPPORTUNITIES

HAWAII TOURISM
CANADA

ACTIVITY	DATE	DESCRIPTION	LOCATION	COST
TRADESHOWS				
ACV Dreamaker Shows	Q3 2024	Air Canada Vacations invited HTCAN to participate with their interested partners that are part of the ACV offer to their shows to meet with travel agents	Toronto	\$400 per city
Aloha Canada Trade Mission	Fall 2024	Host 250 top travel professionals in three key markets – Toronto, Montréal & Vancouver to educate them about the Hawai'i product and regenerative tourism	Toronto, Montréal, Vancouver	\$1,500
TRADE FAMILIARIZATION TRIPS (FAMS)				
Product Managers Fam	Fall 2024	8 Product Managers will be visiting and experiencing two of the Hawaiian Islands to learn more about them and develop or improve the already existing product	Islands TBD	In kind room nights, air tickets, activities, meals
TRAVEL TRADE EDUCATION				
Mālama Educational Campaign	Aug-Dec 2024	Series of 4 to 6 webinars in which travel professionals will learn about the Hawaiian culture, will get an update on the islands, and will learn about the regenerative tourism opportunities in Hawai'i	Canada wide	Room nights and activities for prizes and special rates
Travel Trade Magazine Educational Campaign	Mar-Dec 2024	VoX will have an educational campaign with an article published each month in a travel trade media publication. At the end of the year VoX will raffle a one week stay in Hawai'i including mālama activities	Canada wide	Room nights and activities for prizes and special rates
PUBLIC RELATIONS				
Individual Press Trips	Jan-Dec 2024	High-profile individual journalists targeted and vetted by VoX	All Islands	Comp room nights, meals, and activities
Group Media Fam	Fall 2024	4 high-profile media + 1 VoX escort fam trip to 2 islands	2 Islands (TBD)	Comp room nights, meals, and activities.
Media Blitz	May 2024	Series of events to commemorate Lei Day	Toronto and Vancouver	Room nights and activities for prizes
CONSUMER SHOWS				
Salon International Tourisme Voyages	Fall 2024	VoX will participate in the largest travel show in Canada, focused on the French-Canadian market from which we have found lots of interest on the Hawaiian Islands	Montréal	Room nights and activities for prizes and special rates



**MAHALO!
THANK YOU!
MERCICI!**

HAWAII TOURISM
CANADA