



Hawai'i Tourism Authority Regular Board Meeting

Thursday, March 28, 2024

March

A wooden cutting board with water droplets on a dark pebbly surface. The cutting board is light-colored wood with a visible grain, and the surface it rests on is dark and textured with small pebbles. The background is a dark, textured surface, possibly a beach or a similar natural setting.

2024 Marketing Plan



CORE SEGMENT

**The Mindful
Hawai'i Target
Traveler**

SUB-SEGMENTS



The Eco-Conscious



**The Culturally
Curious**



The Service-Minded



**The Unobtrusive
Explorer**



Messaging Update

Strategies

Statewide

Evolve our invitation to visit that also:

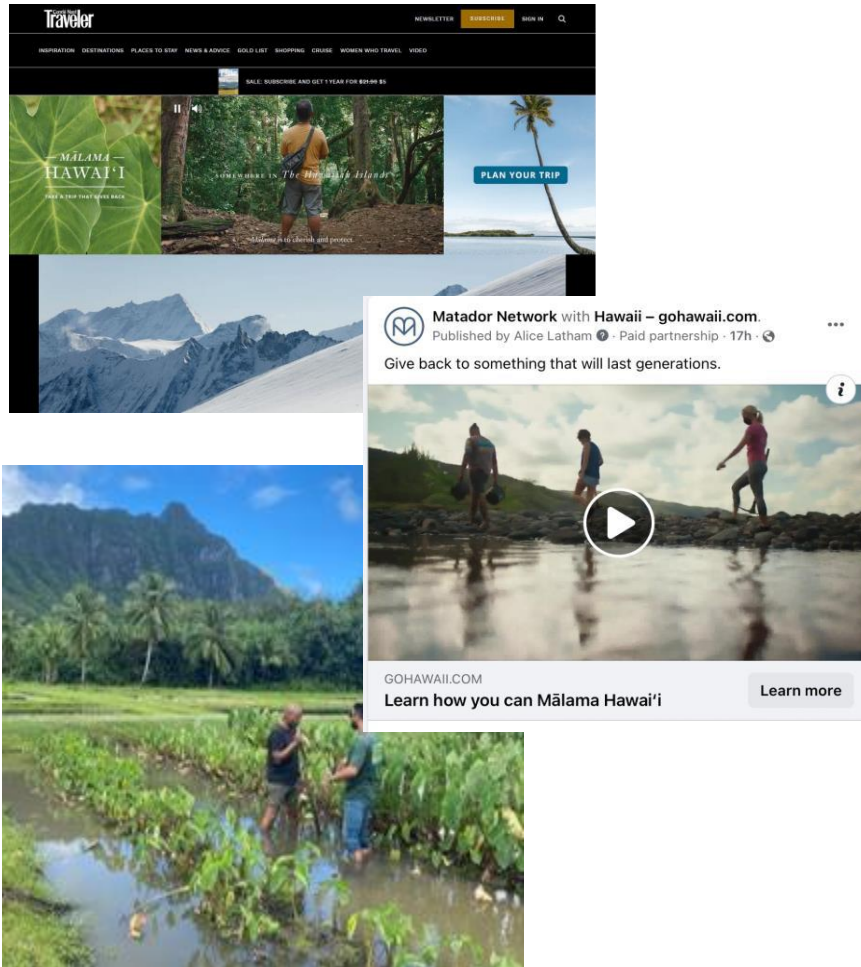
- Educates visitors about the beauty of our culture before they visit,
- Shapes their behavior once they visit.

Maui

Continue efforts to create demand for Maui by adding dimension to the existing brand

- Share the unique and attractive visitor activities and events across the island to have potential or even repeat visitors to realize there is so much more to do on Maui than they were aware of.
- Doing so will create an opportunity for Maui-based residents and businesses to as we create a desire for visitors to support local.

Strategies



Consumer

Create the next phase of both statewide and Maui messaging to Mindful Hawai'i Target Travelers (MHTT).

Public Relations

Inspire media to create editorial content that attracts the MHTT and shapes their perceptions of Hawai'i.

Travel Trade

Educate travel sellers who have MHTTs as clients, so they present Hawai'i in-line with the Hawai'i Tourism Authority's (HTA) branding mission and pillars.



New Messaging



Messaging Evolution

JAN

FEB

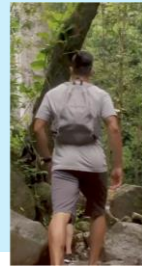
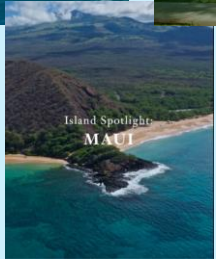
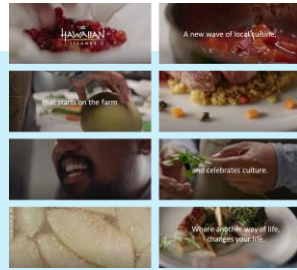
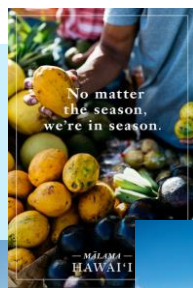
MAR

APR

MAY

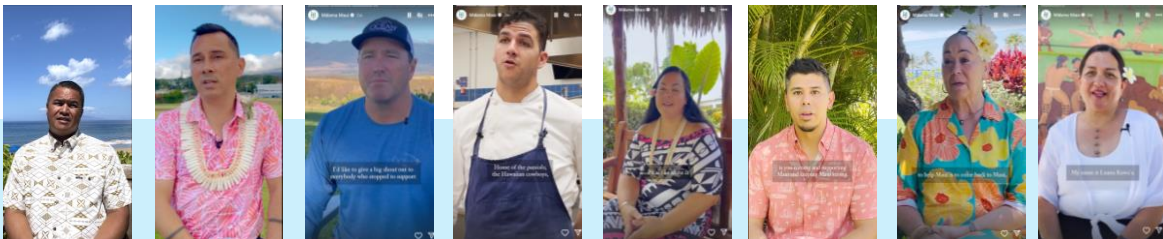
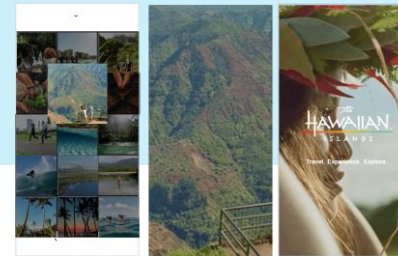
JUN

Statewide and Maui Recovery



Mālama Hawai'i

Ola Maui



Organic & Paid Content

New Campaign:
The People, The Place, Welcomes You

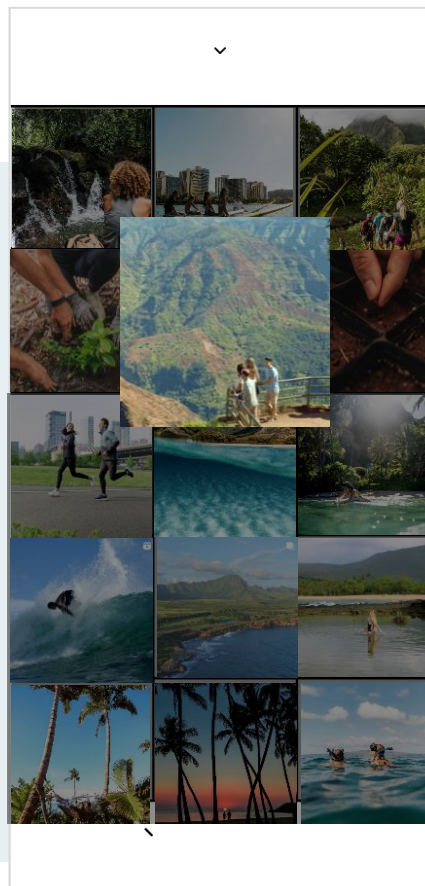


Social Media

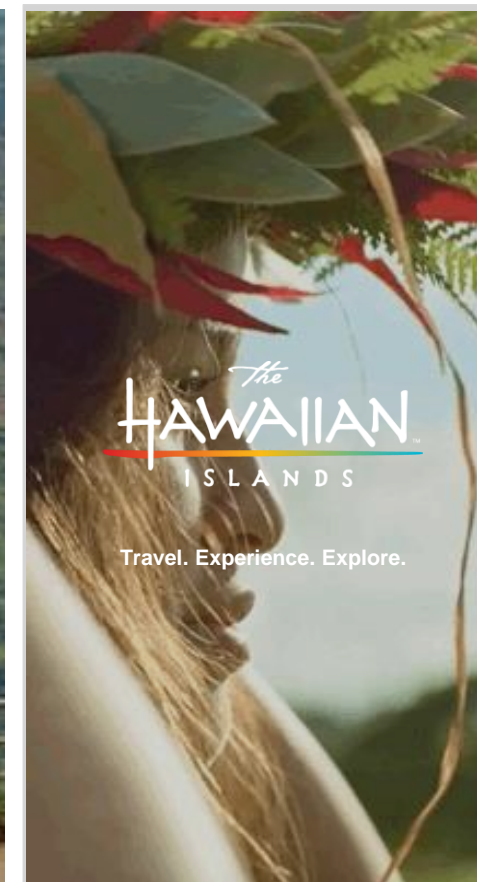
NO FILTER NECESSARY

Inspiring potential travelers by the memories they'll collect in Hawai'i.

We want to show off the real Hawai'i. In this series, we will show glorious landscapes, ambassadors, and cultural experiences that mimic the UI of a digital camera roll*. The post copy will use colloquial language and nod to "no filter necessary" when visiting Hawai'i.



Photos

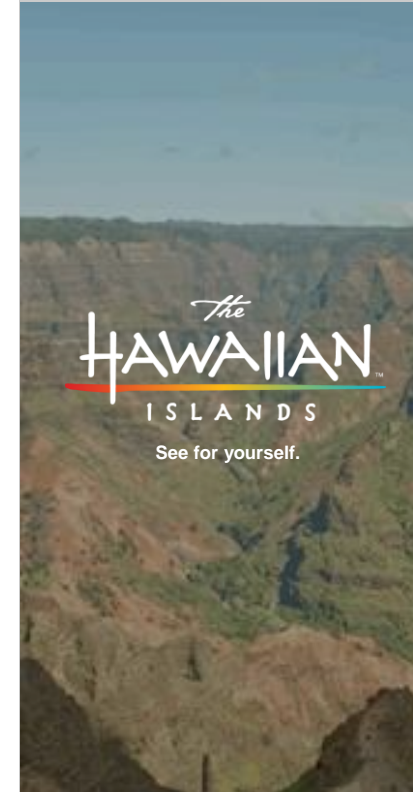
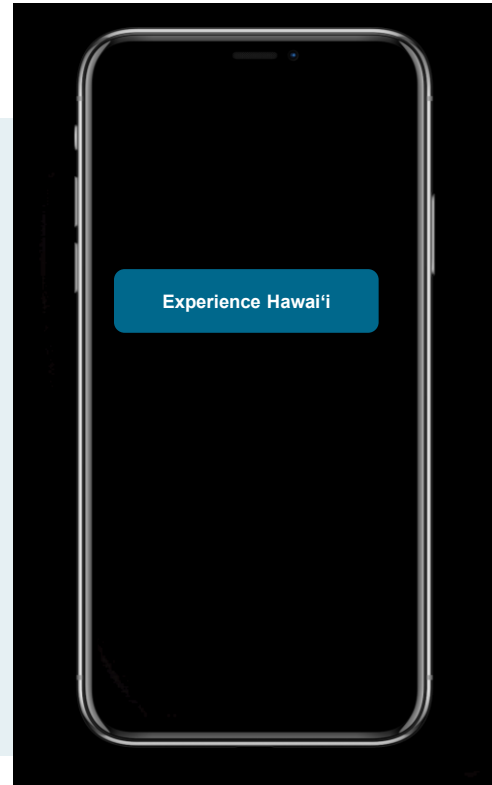


Social Media

POV: YOU'RE ON YOUR WAY TO HAWAI'I

We want potential visitors to know the choice is clear when it comes to where to go to next.

From hikes, volunteering, and beach days, we leverage new and existing footage that puts our audience in a first-person seat and shows the spectrum of experiences across the Hawaiian Islands. Post & asset copy will inspire a POV series from, booking to landing on-island, that inspires potential travelers into considering Hawai'i in their travel plans.



Social Media

FRESH PERSPECTIVES

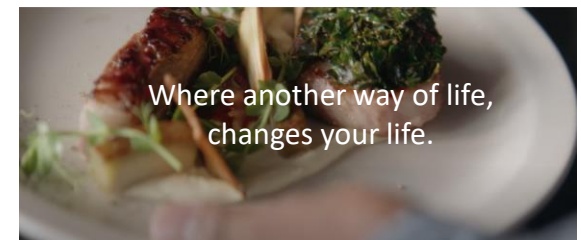
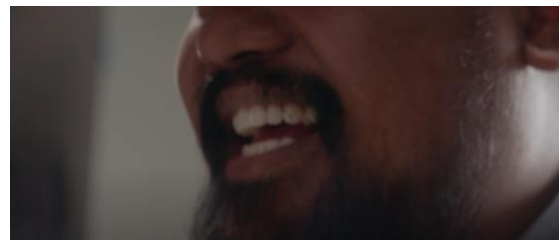
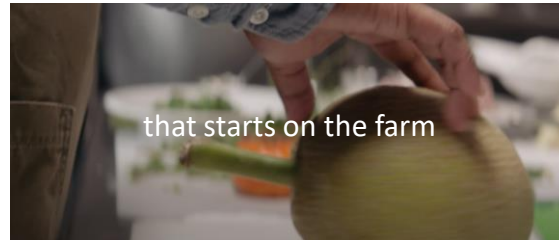
We travel to experience novelty. New environments stimulate our brains, giving us a fresh perspective on life.



Social Media

HAWAI'I CUISINE

Let's give travelers a taste of the new wave of local cuisine and how it celebrates local food and culture.



2024 Maui Recovery Plan

A close-up photograph of a hand holding a white flower stem over a wooden surface. The surface is covered with many other white flowers, some of which are being prepared. The lighting is warm and natural, highlighting the texture of the wood and the delicate petals of the flowers.

Maui Update

The latest news about Maui still relates to the devastating fires; if you search “Maui” on Google the topic is front and center.

We need to continue communicating our current status to everyone:

Maui is open for mindful travel.

Maui Messaging Strategy

JAN

FEB

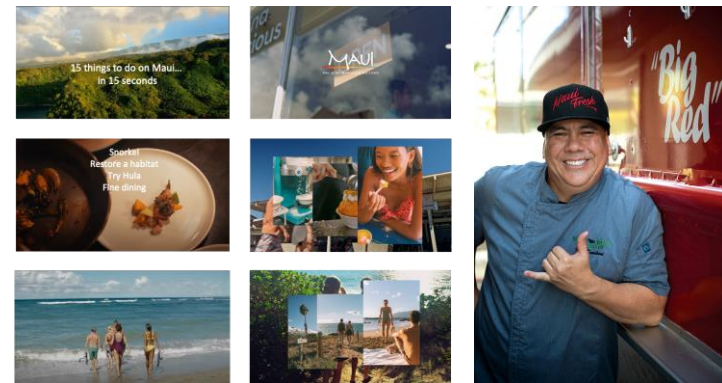
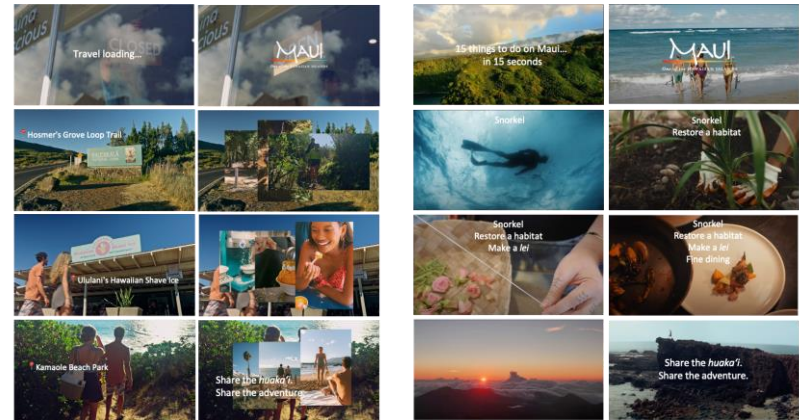
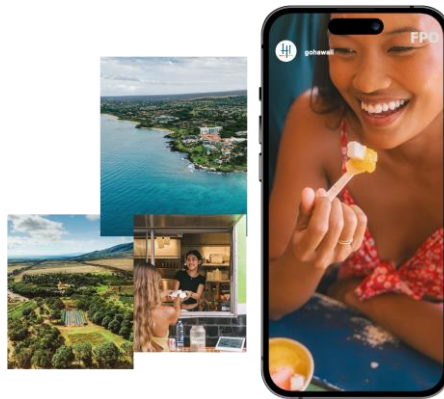
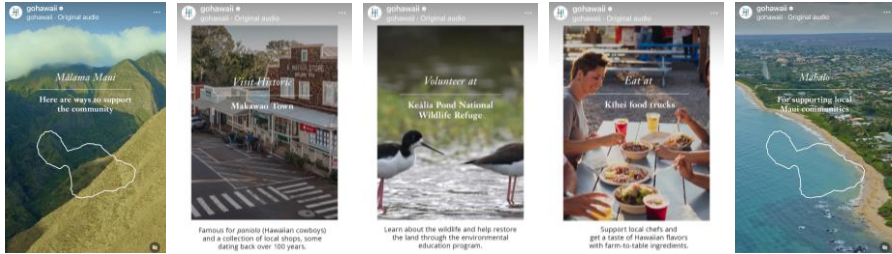
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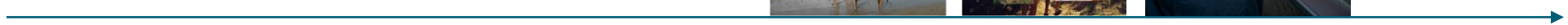
JUN

Maui Wildfire Recovery



New Campaign
The people, the place
welcomes you

Organic & Paid Content



Social Media

STATUS UPDATE

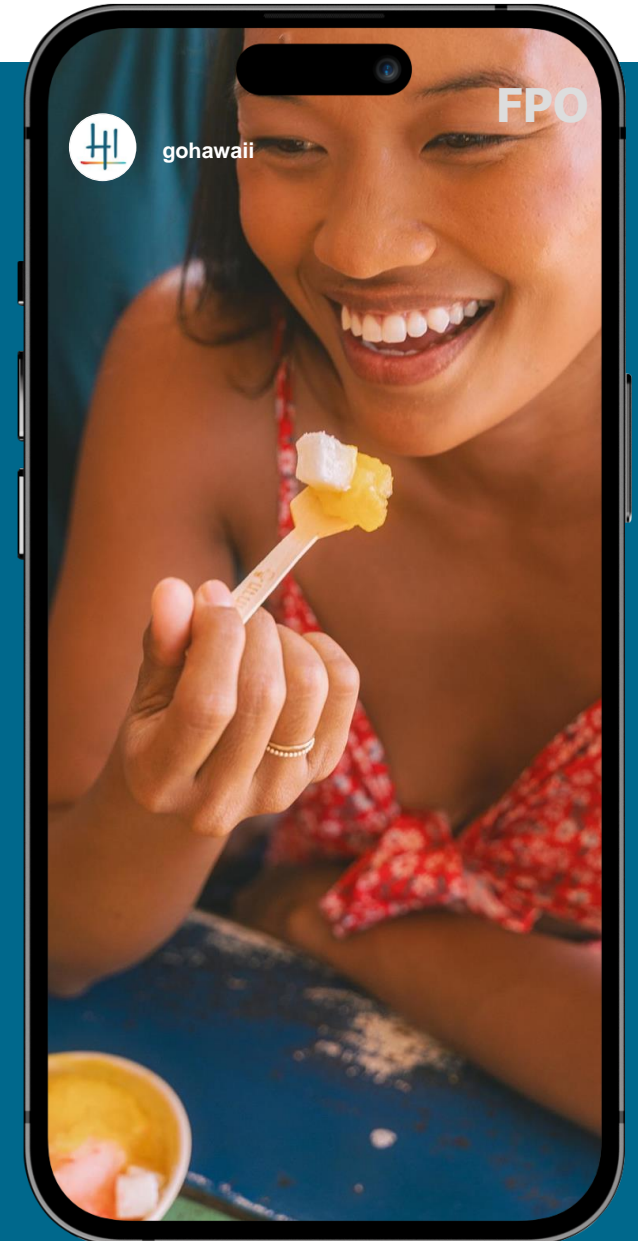
Let's clearly (and socially) communicate to potential travelers that Maui is open with plenty of adventures to share.

Maui is a social and friendly island, so this campaign will shift the current perspective of a 'closed' Maui and verify that the island offers tons of places to go and activities to do.

Feed-worthy photos and experiences will showcase the heart and soul of local businesses. Imagine sipping lattes at Maui Coffee Attic and grabbing sustainable sunscreen at Rooted in Wailuku. This series inspires travelers to have a more authentic trip with local charm, and book confidently this year.

At every step, we'll urge travelers to become digital storytellers, sharing their Maui adventures online by tagging local gems and sharing the #MālamaMaui hashtag.

Share the huaka'i (adventure).

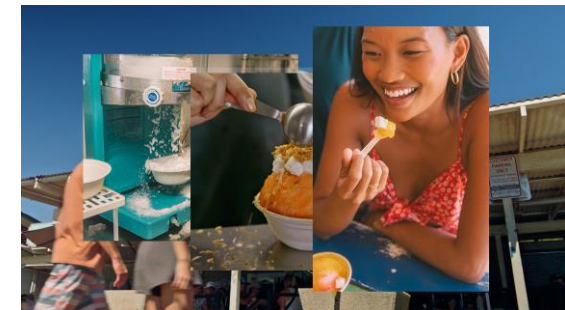
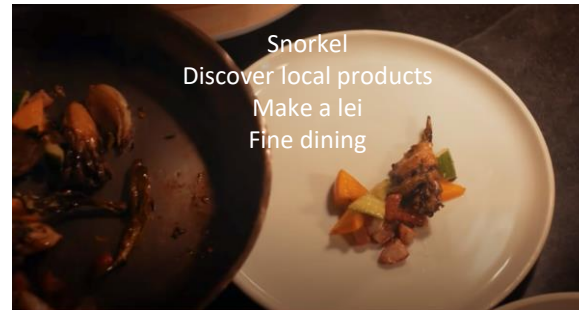


Social Media

MAUI SNACKABLE VIDEOS

For Snackables, we'll use upbeat music and vibrant footage and photography to show that Maui offers all the ingredients for a perfect trip.

We'll dive into the realm of social-first editing with collages and edits timed with music, used by today's trendiest content creators. These techniques will give our Snackables a sense of being social-first, aspirational, and authentic to Maui – and only Maui.



Social Media

LOCAL GEMS

This 10-15 second video shows that Maui is open to mindful travelers, highlighting a few local gems on the island for people to explore and enjoy.




CTA:

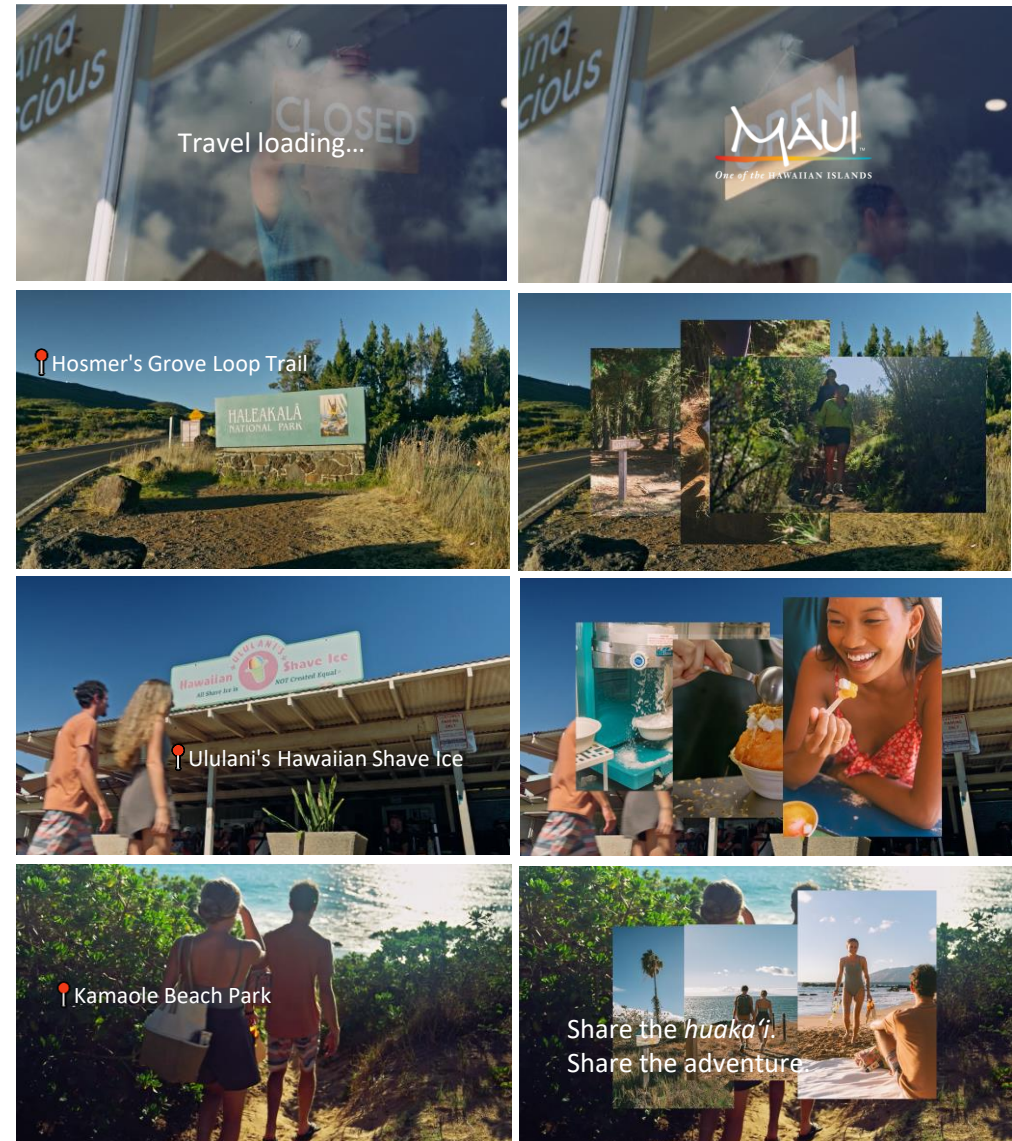
Share the *huaka'i*.
Share the adventure.

Example Cuts:

Maui photos of hiking, shave ice, and the beach at these unique locations. Video will play and stills will overlay on top in collage-style.

Example Super:

- *Travel loading...*
-  *Hosmer's Grove Loop Trail*
-  *Ululani's Hawaiian Shave Ice*
-  *Kamaole Beach Park*



Social Media

FUN ITINERARY

This 10-15 second video of fast cuts gives the viewer a taste of what they can experience on Maui. A list pops up line by line and speeds up to show how much vibrancy and fun is alive on this unique island.

CTA:

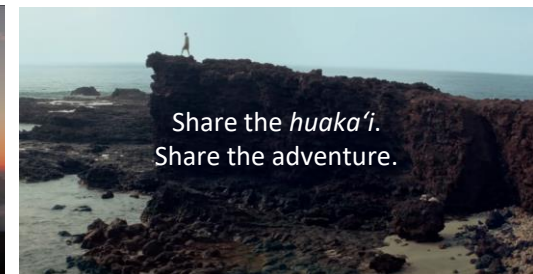
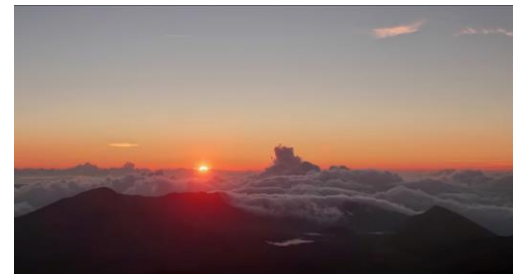
Share the *huaka'i*.
Share the adventure.

Example Super:

- *15 things to do in Maui... in 15 seconds*
- Snorkel, Restore a habitat, Make a *lei*, Fine dining, Watch a sunset, Hike, Shop local, Tour a volcano, Golf, Whale watch, Surf, Spa, Helicopter tour, Visit a festival, Explore a lavender farm...

Example Sound

- *Upbeat and fun music. We want the quick cuts to match with the beat of the music, almost too fast to see everything so you have to watch it again.*



Social Media

LANI & KAI (SKY & SEA)

‘Astro tourism’ and ‘eco diving’ took the top two spots on Conde Nast’s [Biggest Travel Trends to Expect in 2024](#).

Maui offers both in astronomical proportions, with world-class snorkeling and diving at Molokini Crater, and Instagrammable sunrises at Haleakalā.

There are endless wonders home to Maui that let travelers take in the sea and sky. For this campaign, we’ll narrow our lens and be one of the first brands on-trend, focusing on these two areas. We’ll use buzzwords like “Astro tourism” (nature-based travel focused on viewing the cosmos), but also expand our offerings to be inclusive of beach days, sunrise hikes, and cruising along the Kīhei coastline.

These two places, *Lani & Kai*, also give us an opportunity to speak to conservation, and put importance on preserving reefs and parks as you visit.

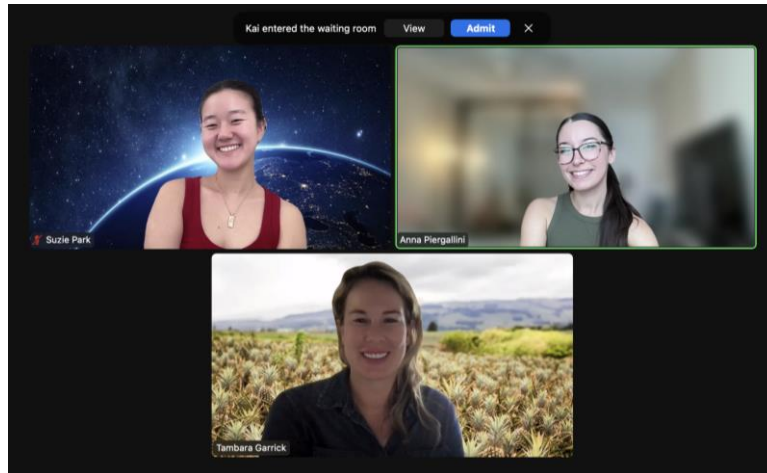
Voyage where the sky & sea meet.



Public Relations

Highlights

- Virtual Media Blitz
- Mana Up x Shopify Pop-Up in SoHo, New York
- Northern California Media Blitz
- Maui Recovery Media Visits
 - AFAR
 - CBS News
 - Conde Nast Traveler



Public Relations/Earned Media

Healdsburg Food & Wine Experience

May 2024

- Maui Pavilion
 - Maui chefs, makers, musicians, cultural ambassadors
 - Educate and inspire:
 - Top-tier national media
 - High value Mindful Hawai'i Target Travelers
- In collaboration with Maui partners and small businesses
- Mālama in action
 - Farm to Pantry volunteer opportunity
 - Raise funds for Maui



A close-up photograph of a green leaf, showing the intricate network of veins. The veins are a vibrant green color, contrasting with the darker green of the leaf's surface. The veins are arranged in a regular, repeating pattern, creating a grid-like structure. The lighting is soft, highlighting the texture and depth of the leaf's structure.

Mahala

Lift in Likelihood to Visit

The ultimate measure of impact or effectiveness will be an incremental travel metric (influenced trips and spending). Our best proxy in the meantime for the impact of the campaign is ad-aware lift in likelihood to visit. For Q4, that lift is 24 points (somewhat and very likely and already planning a trip).

- While not directly projectable into impacts, this large lift in likelihood foreshadows an excellent performance in advertising effectiveness and influenced trips in the final travel wave.

