



**KA HĀLĀWAI KŪMAU A KE KŌMIKE ALOWELO
KE'ENA KULEANA HO'OKIPA O HAWAII'**

**BRANDING STANDING COMMITTEE MEETING
HAWAII' TOURISM AUTHORITY**

**HĀLĀWAI HŌ'EA KINO A KELEKA'A'IKE
HYBRID IN-PERSON & VIRTUAL MEETING**

Po'akolu, 27 Kepakemapa 2023, 1:00 p.m.
Wednesday, September 27, 2023 at 1:00 p.m.

Kikowaena Hālāwai O Hawai'i
Papahale Ho'okū Ka'a | Lumi Nui A
1801 Alaākea Kalākaua
Honolulu, Hawai'i 96815

Hawai'i Convention Center
Parking Level | Executive Boardroom A
1801 Kalākaua Avenue
Honolulu, Hawai'i 96815

E ho'olele 'iwa'ia ka hālāwai ma o ka Zoom.

Meeting will be live streaming via Zoom.

<https://us06web.zoom.us/j/86190272372>

E noi 'ia paha 'oe e kāinoa me kou inoa a leka uila paha. E 'olu'olu, e ho'okomo i kou inoa piha akā hiki nō iā 'oe ke ho'ohana i ka inoa kapakapa e like me kou makemake.

You may be asked to enter your name or email. The Board requests that you enter your full name, but you may use a pseudonym or other identifier if you wish to remain anonymous.

Kelepona / Call In: (253) 205 0468
Helu Hālāwai / Webinar ID: 861 9027 2372

Hiki i ka lehulehu ke hō'ike mana'o ma o ka palapala a i 'ole ma o ka waha. E kau palena 'ia ka hō'ike mana'o waha (ma ke kino a i 'ole ma o ka Zoom) he 'elima minuke ka lō'ihī no kēlā me kēia kumuhana. E kāinoa no ka hō'ike mana'o waha ma ke pākaukau ho'okipa ma ka lumi hālāwai. E kāinoa no ka hō'ike mana'o waha ma o ka Zoom ma o ke pihi "Q&A."

Members of the public may provide written or oral testimony on agenda items. Oral testimony (in-person or via Zoom) will be limited to five minutes for each testifier per agenda item. Signup for oral testimony in-person will be at the registration table in the meeting room. Signup for oral testimony via Zoom will be accepted through the Q&A feature on Zoom.

E ho'ohui 'ia nā palapala hō'ike mana'o i hiki ma ka pū'olo hālāwai. E leka uila 'ia nā palapala iā Carole Hagihara-Loo ma carole@gohta.net, a i 'ole, e lawe kino 'ia i ke ke'ena. No nā palapala hō'ike mana'o i hō'ea mai ma hope o ka pa'a o ka pū'olo hālāwai (he 48 hola ma mua o ka hālāwai), e kāka'ahi 'ia nā kope i ke kōmike a e mākaukau no ka 'ike 'ia e ke anaina ma ka hālāwai.

Written testimony received ahead of the preparation of the committee packet will be included in the packet. Email written testimony to Carole Hagihara-Loo at Carole@gohta.net or hand-deliver to the Hawai'i Tourism Authority office, 1801 Kalākaua Avenue, 1st Floor. Written testimony received after the issuance of the board packet (48 hours ahead of the meeting) will be distributed to the committee and available for public inspection at the meeting.

AGENDA

1. *Ho'omaka a Wehena*
Call to Order and Opening Protocol

2. *Kikolā*
Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic

3. *Hō'ike'ike, Kūkā a Ho'oholo no ke Kuleana o ke Kōmike Alowelo a me Nā Pahuhopu*
Presentation, Discussion and/or Action on the Branding Standing Committee Charter & Goals

4. *Hō'ike'ike, Kūkā a Ho'oholo no nā Hana a ka Hawai'i Tourism Japan no ka Makahiki 2024*
Presentation, Discussion and/or Action on Hawai'i Tourism Japan Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the Japan Market

5. *Hō'ike'ike, Kūkā a Ho'oholo no nā Hana a ka Hawai'i Tourism USA no ka Makahiki 2024*
Presentation, Discussion and/or Action on Hawai'i Tourism USA Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the USA Market

6. *Hō'ike'ike, Kūkā a Ho'oholo no nā Hana a Meet Hawai'i no ka Makahiki 2024*
Presentation, Discussion and/or Action on Meet Hawai'i Activities Under the HTA's 2024 Brand Marketing Plans for Meet Hawai'i

7. *Hō'ike'ike, Kūkā a Ho'oholo no nā Hana a ka Hawai'i Tourism Canada no ka Makahiki 2024*
Presentation, Discussion and/or Action on Hawai'i Tourism Canada Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the Canada Market

8. *Hō'ike'ike, Kūkā a Ho'oholo no nā Hana a ka Hawai'i Tourism Oceania no ka Makahiki 2024*
Presentation, Discussion and/or Action on Hawai'i Tourism Oceania Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the Oceania Market

9. *Hō'ike'ike, Kūkā a Ho'oholo no nā Hana a ka Hawai'i Tourism China no ka Makahiki 2024*

Presentation, Discussion and/or Action on Hawai'i Tourism China Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the China Market

10. *Hō'ike'ike, Kūkā a Ho'oholo no nā Hana a ka Hawai'i Tourism Korea no ka Makahiki 2024*

Presentation, Discussion and/or Action on Hawai'i Tourism Korea Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the Korea Market

11. *Ho'oku'u*

Adjournment

*** *'Aha Ho'okō: Ua hiki i ka Papa Alaka'i ke mālama i kekahi hālāwai kūhelu i kū i ka Hawai'i Revised Statutes (HRS) § 92-4. E mālama 'ia kēia hālāwai kūhelu nei ma lalo o ka § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) no ka pono o ko ka Papa Alaka'i kūkā a ho'oholo 'ana i nā nīnūnē a nīnau i pili i ko ka Papa Alaka'i kuleana me ko ka Papa Alaka'i loio. He hālāwai kūhelu kēia i 'ole paulele 'ia ka 'ikepili a i mea ho'i e mālama kūpono ai i ko Hawai'i 'ano, he wahi i kipa mau 'ia e nā malihini.*

*** **Executive Session:** The Board may conduct an executive session closed to the public pursuant to Hawai'i Revised Statutes (HRS) § 92-4. The executive session will be conducted pursuant to HRS § 92-5 (a) (2), § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) for the purpose of consulting with the board's attorney on questions and issues pertaining to the board's powers, duties, privileges, immunities, and liabilities; to consider hiring and evaluation of officers or employees, where consideration of matters affecting privacy will be involved; and to discuss information that must be kept confidential to protect Hawai'i's competitive advantage as a visitor destination.

Inā he lawelawe a mea like paha e pono ai ke kīnānā, e ho'oka'a'ike aku me Carole Hagihara-Loo ma (808)-973-2289 a ma ka leka uila e like me ka wikiwiki i hiki, 'a'ole ho'i a ma 'ō aku o ka 'ekolu lā ma mua o ka hālāwai. Inā 'ike 'ia he noi i ka lā ma mua o ka hālāwai, e ho'ā'o mākou e 'imi i ka lawelawe a mea like paha, 'a'ole na'e ho'i e hiki ke ho'ohiki 'ia ke kō o ua noi lā. Ua noa pū kēia ho'olaha ma nā kino 'oko'a e like me ka mea pono.

If you need an auxiliary aid/service or other accommodation due to a disability, contact Carole Hagihara-Loo at (808) 973-2289 or carole@gohta.net as soon as possible, preferably no later than 3 days prior to the meeting. **Requests made as early as possible have a greater likelihood of being fulfilled.** Upon request, this notice is available in alternative/accessible formats.

E like nō me ka 'ōlelo o ke Kānāwai Hawai'i i ho'oholo 'ia māhele 92-32.7, 'a'ole e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawai'i i kekahi wahi ka'awale no ka lehulehu a lālā papa alaka'i e nānā a e komo ai i ka hālāwai ma ka ho'ohana i ka 'enehana komo hālāwai, no ka mea, hiki nō i ka po'e o ka lehulehu a lālā papa alaka'i ke nānā a komo pū ma ka hālāwai hō'ea kino.

In accordance with HRS section 92-3.7, the Hawai'i Tourism Authority will not establish a remote viewing area for members of the public and board members to view and participate in meetings held using interactive conference technology (ICT) because there will be an in-person option for members of the public and board member to view and participate in the meeting.

3

Presentation, Discussion and/or Action on the
Branding Standing Committee Charter & Goals

Branding Standing Committee Charter & Goals

Branding Standing Committee (Quorum: 4 members)

Adopted November 18, 2021; July 28, 2022; August 31, 2023

This standing committee is responsible for the review, evaluation, and recommendation of the Authority's branding and marketing initiatives, programs, and/or activities which support the Authority's vision, mission, goals and objectives including meetings, conventions, and incentive business.

DRAFT

Branding Committee Description:

This standing committee is responsible for the review, evaluation, and recommendation of the Authority's branding, marketing, **and messaging** initiatives, programs, and/or activities which support the Authority's vision, mission, goals, and objectives including meetings, conventions, and incentive business.

Roles and Responsibilities:

HTA Staff, under the direction and oversight of the HTA Board, shall develop through a collaborative process with community, industry, all levels of government, subject matter experts, and contractors the following:

Hawaiian Islands Brand
Individual Island Brands
Brand Guidelines
Annual Brand Marketing Plan & Budget
Key Performance Indicators & Performance Measures

4

Presentation, Discussion and/or Action on
**Hawai'i Tourism Japan Activities Under the Brand
Management & Marketing Services Contract and
HTA's 2024 Brand Marketing Plans for the Japan
Market**



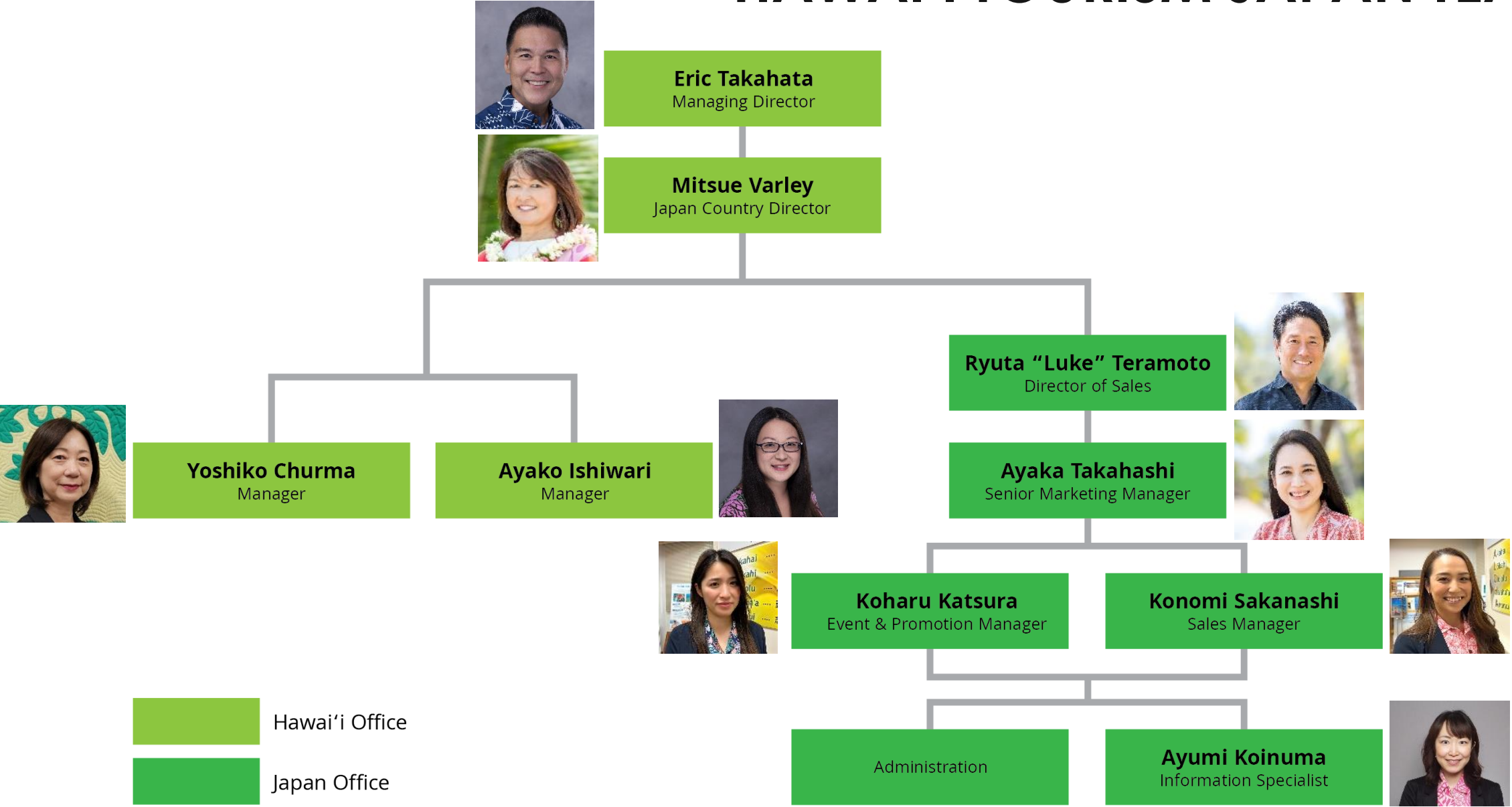
HAWAII TOURISM™

JAPAN

2024
Brand Marketing Plan

Eric Takahata
Managing Director

HAWAI'I TOURISM JAPAN TEAM



MARKET SITUATION





GENERAL ECONOMY

- Japan's economic output grew by an annualized 6% in Q2 (third consecutive quarter expansion and strongest growth since last quarter of 2020)
- Rise in exports with a flood of tourists into Japan
- Weak yen and high inflation slows domestic spending
- Continued recovery expected



OUTBOUND TRAVEL

- Hypersensitive to natural disasters and major crises, HTJ promptly communicates the latest updates on Maui across the Japan market
- Amidst the wildfire crisis, Japanese businesses and residents were inspired to help, resulting in the creation of a platform that accepts gifts in yen, further reflecting Japan's commitment to Hawai'i's future
- Japanese government continues to focus on promotions to drive outbound and overseas travels (e.g. JATA's Passport Campaign)
- Hawai'i remains top desired destination of choice



AIR SEAT SYNOPSIS

- Hawai'i routes currently operated by ANA, JAL, HA, and ZIPAIR
- Airline seat supply recovered to over 60% of 2019 level
- Man power struggles continue for Japan as well as globally
- 2024 expected to recover closer to pre-COVID level

COMPETITIVE LANDSCAPE



Short Haul Destinations

- Hong Kong
- South Korea
- Taiwan
- Thailand
- Singapore
- Guam



Long Haul Destinations

- Europe
- Canada
- Australia

Aggressive campaigns by competing destinations ramp up to capture highly sought after Japanese market share



TARGET AUDIENCE

TARGET AUDIENCE



**Affluent
Traveler**



**Romantic
Couples**



**Experience
Seekers**



**Ethical
Younger
Generation**



**Multi
Generation
Family**

Mindful travelers with annual household incomes of \$75,000+ and total assets worth over \$1 million will be targeted in regions with direct flight access to Hawai'i

An aerial photograph of a coastal highway built on a steep, green cliffside. The road curves along the edge of the cliff, overlooking the ocean. The water is a vibrant blue with white foam from the waves crashing against the rocks. The sky is clear and bright. The text 'CORE BRANDING MESSAGE' is overlaid in large, white, bold, sans-serif capital letters across the center of the image. A thin white horizontal line is positioned below the text.

CORE BRANDING MESSAGE



CORE BRAND MESSAGE BEAUTIFUL HAWAI'I

- Pivot messaging to focus on driving bookings
- Inspire a deep appreciation of Hawai'i's natural beauty, historical significance, cultural depth and local community under the Mālama Hawai'i initiative
- **“Beautiful Hawai'i, travel can make the world beautiful”** campaign is designed to change one's outlook on life through travel
- HTJ aims to inspire the importance of travel in discovering the true meaning of beauty by connecting visitors with each of the Hawaiian islands at a deeper and more emotional level



旅は、世界を美しくできる。

Beautiful Hawaii





A close-up photograph of a person's hands painting a wooden stick. The left hand holds the stick steady, while the right hand uses a brush to apply dark blue paint. The background is a blurred patterned surface. The word "STRATEGIES" is overlaid in white, bold, uppercase letters, centered horizontally and partially obscured by a white horizontal line.

STRATEGIES



CONSUMER & TRADE

- Pursue a targeted segmentation approach focusing on mindful and high-value travelers in specific geographic regions to raise the quality of visitors to our state
- Implement strategy focused on stimulating demand during off-season periods with top wholesalers
- Collaborate with government organizations and major airlines to accelerate demand and restore suspended flights to Hawai'i



PUBLIC RELATIONS

- Share timely and accurate updates on Maui and other travel-related information with industry partners and on all platforms highlighting the reopening of West Maui on October 8
- Ramp up interest to travel to the Hawaiian islands with a focus on island branding through owned and earned media channels
- Showcase Hawai'i's brand appeal over competing destinations



MAJOR PROGRAMS

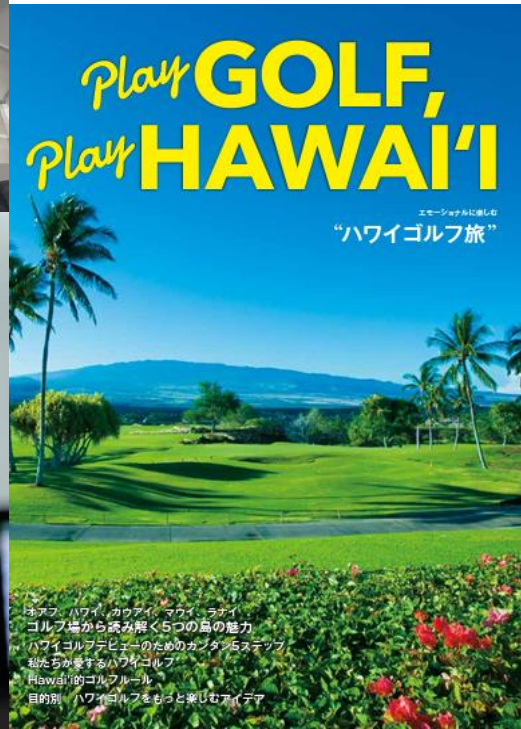


JAPAN MARKET RECOVERY INITIATIVES

- Accelerate Air Access Program
 - Co-op program with airlines to maximize B to C approach
 - ANA A380, JAL KOA, HA Fukuoka & Sapporo
- Industry Partner Program
 - Joint B to C recovery campaign
 - Expedia, HGV including AMEX, JCB, etc.

BEAUTIFUL HAWAI'I/HIGH-VALUE MARKET

- Beautiful Hawai'i campaign to run on train ads, taxi ads, inflight video and cinema ads
- Romance and golf promotions to target high-value visitor segment



TRAVEL TRADE INITIATIVES

Japan Summit and Japan Mission

- Reinforce relationships between suppliers and travel agents, create opportunities to experience the islands to increase booking pace, enhance product development



DIRECT CONSUMER EVENTS

Hawai'i EXPO and JATA Tourism EXPO

- Accelerate summer to fall booking, increase engagement with consumer, enhance island branding, expand awareness of made in Hawai'i products





MĀLAMA MAUI



MĀLAMA MAUI

- Distribute HTA produced content
- Enhance Maui contents on owned media and conduct SNS campaigns to boost organic growth and reach
- Collaborate with media to increase feature on Maui stories
- Designate a special “Mālama Maui” section at events and distribute Maui messaging to event promoters in Japan to garner support at direct consumer events

A photograph of a field of young green plants, likely rice seedlings, growing in a shallow, muddy waterway. The plants are small and vibrant green, with some larger leaves in the foreground. The water is dark and reflective. In the background, there are dark, rounded rocks. The text "2024 BMP BUDGET" is overlaid in the center in a bold, white, sans-serif font, with a white horizontal line underneath it.

2024 BMP BUDGET

2024 BMP BUDGET

	Budget
Consumer Direct	\$2,532,000
Public Relations	\$988,000
Travel Trade	\$1,550,000
Administrative	\$1,430,000
Total	\$6,500,000

MAHALO!

HAWAII TOURISM
JAPAN



5

Presentation, Discussion and/or Action on
**Hawai'i Tourism USA Activities Under the Brand
Management & Marketing Services Contract and
HTA's 2024 Brand Marketing Plans
for the USA Market**

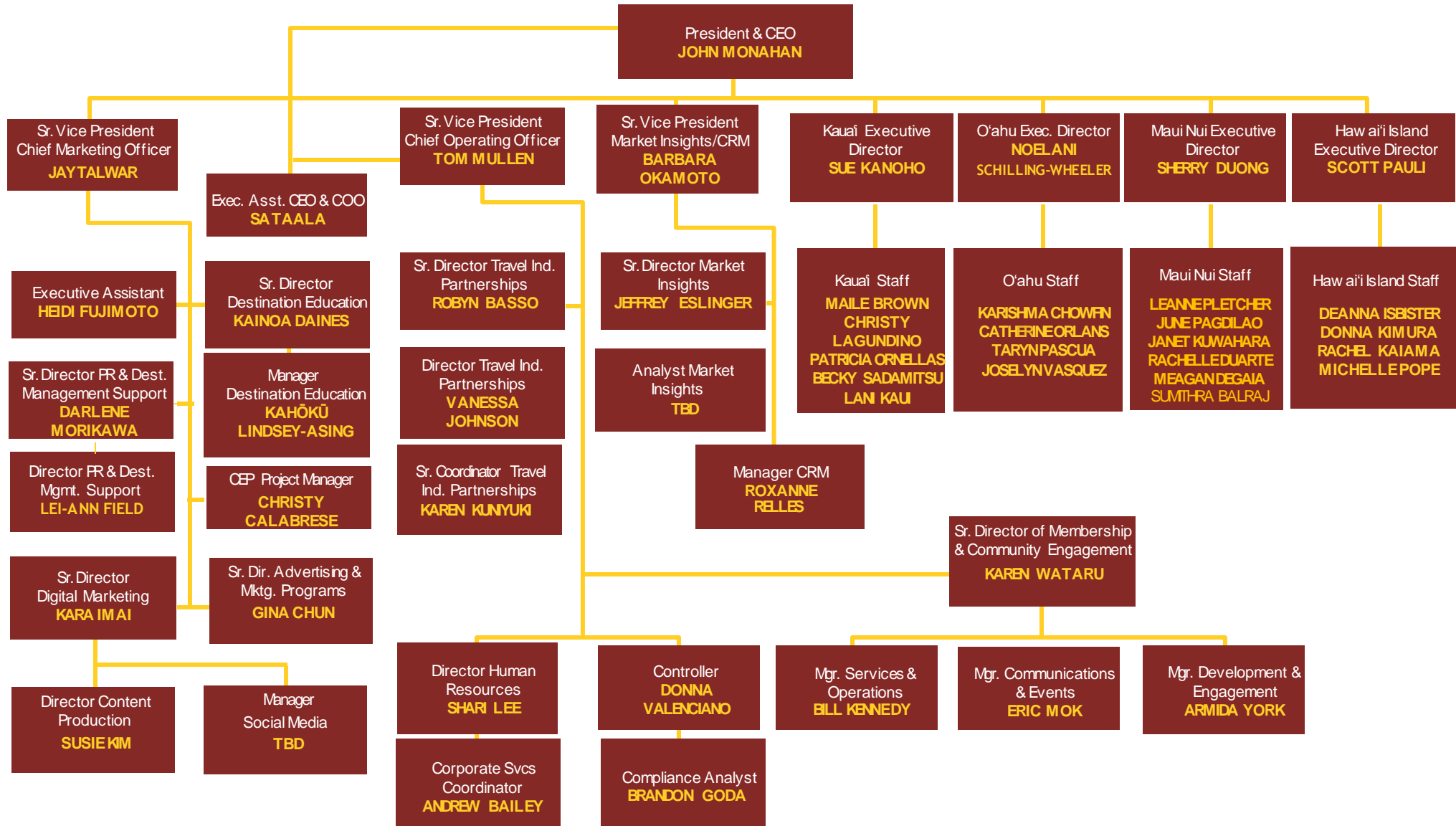


2024 Brand Marketing Plan

Jay Talwar

Chief Marketing Officer, Senior Vice President

HAWAI'I TOURISM USA TEAM



MARKET SITUATION

MARKET SITUATION

OUTBOUND TRAVEL / TRAVEL SENTIMENT

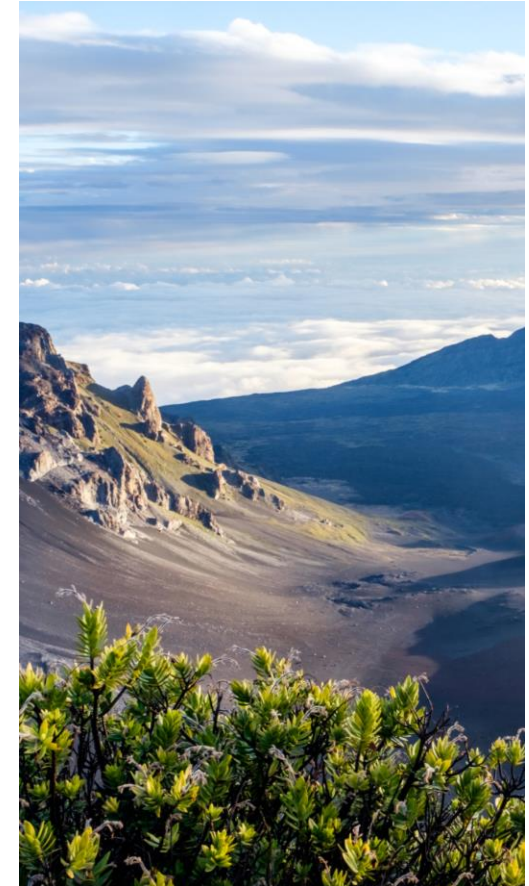
U.S. Economic Downturn Will Be Mild

- Consumers remain inclined to spend but will be more intentional with their purchases—particularly for more expensive, interest rate-sensitive items.
- Travel related spending will remain largely resilient and continue on a positive trajectory, despite elevated inflation for goods and services.
- As a result, domestic travel has fully recovered and is settling into a sustainable pace (+1.4 percent in 2023, +3.1 percent in 2024).
- US travelers state that taking time off to travel is more important than ever; significantly higher than in Q1 (35 percent).
- Domestic leisure travel has been the main driver of the U.S. travel recovery and has recovered to pre-pandemic levels significantly more than Q1 (+29 percent)

MARKET SITUATION

HAWAI'I FORECAST AND PERFORMANCE

- Compared to the same period in 2019:
 - Hawai'i's economy (GDP) recovered to 97 percent in the first quarter of 2023,
 - During the first seven months of 2023, the labor force recovered to 98.8 percent.
- Economic Impact of the Maui Wildfire: The Maui wildfire took the lives of over 100 people, numerous cultural sites, destroyed more than 2,000 homes and more than 800 business establishments, employing about 7,000 employees. The daily total business revenue of those establishments is estimated to be \$2.7 million a day.
- Largely due to the Lahaina wildfire tragedy, DBEDT revised its economic growth projections for 2023 and 2024 downward, from 1.8 percent to 1.1 percent for 2023 and from 2.0 percent to 1.5 percent for 2024.



MARKET SITUATION

U.S. TRANS-PACIFIC AIR SEAT SYNOPSIS 2024 PROJECTIONS

	# of SEATS 2019 Jan-June	# of SEATS 2023 Jan-June	# of SEATS 2024P Jan-June	% Change 24/19	% Change 24/23
O'ahu	2,413,284	2,889,030	2,713,781	11.1%	-6.5%
Maui	1,275,965	1,507,009	1,296,094	1.6%	-14.0%
Kona	581,808	654,810	598,337	2.8%	-8.6%
Kaua'i	481,642	515,569	460,395	-4.4%	-10.7%
Hilo	21,654	1,162		-100.0%	-100.0%
Total	4,774,353	5,567,580	5,068,607	6.2%	-9.0%

MARKET SITUATION

BOOKING PACE



2023 Year-to-Date On the Books vs. YTD 2022

- O'ahu Room Nights -12.1%, **Revenue -2.8%**, ADR +10.6%
- Maui Room Nights -27.4 %, **Revenue -20.2%**, ADR +9.9%
- Kaua'i Room Nights +1.2%, **Revenue +9.4%**, ADR +8.1%
- Island of Hawai'i Room Nights -5.5%, **Revenue -3.8%**, ADRs +1.8%

Hawai'i booking pace down 10% for 2024

- Maui dropped by **-29%**
- O'ahu has maintained pacing
- Kaua'i has seen pickup of **+23%**
- Island of Hawai'i has had a **slight drop** in pace.

2024 Outlook vs 2023

- **Destination Room nights -14.5%, Revenue -17.3%, ADRs -3.3%**
- O'ahu Room Nights -1.9%, Revenue flat, ADR +2%
- Maui Room Nights -44.5%, Revenue -41.6%, ADR +5.1%
- Kaua'i Room Nights +21%, Revenue +19.9%, ADR -1%
- The Island of Hawai'i Room Nights +29%, Revenue +23.8%, ADR -4%

MARKET SITUATION

COMPETITIVE LANDSCAPE



Tourism destinations around the globe are back marketing to U.S. travelers:

- In rank order, the 2023 US traveler is going to these international destinations: Italy, UK, Mexico, France, Canada, Ireland, Japan.
- European countries are among the most popular destinations of the summer, which brings in "Overtourism" concerns and resulting rules and regulations to curb the negative aspects of tourism. These rules often go hand-in-hand with sustainability initiatives, as these destinations see the current trajectory as being unsustainable.

TARGET AUDIENCE

TARGET AUDIENCE

THE MINDFUL HAWAI'I TARGET TRAVELER



The Service-Minded

Values making a difference in the world and is likely to seek a Hawai'i experience punctuated by voluntourism.



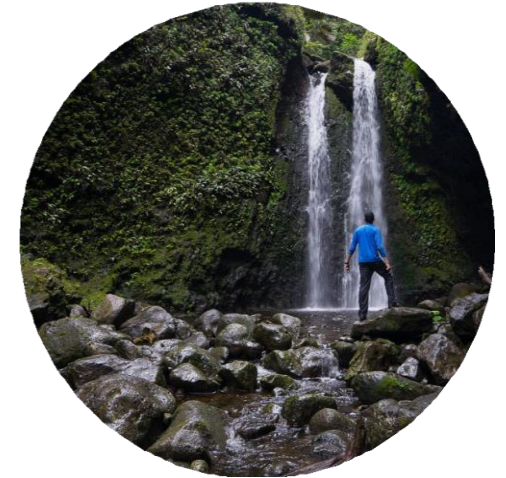
The Culturally Curious

Has a deep interest in learning about other cultures and is likely to seek a visit to Hawai'i that immerses them in local community and cuisine.



The Eco-Conscious

Prioritizes care for the planet and is likely to seek a visit to Hawai'i that favors eco-friendly, sustainable experiences.

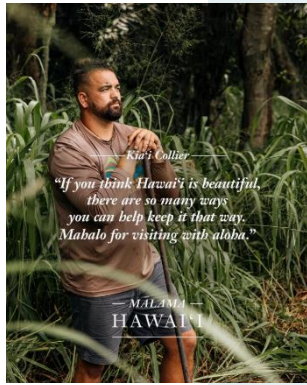


The Unobtrusive Explorer

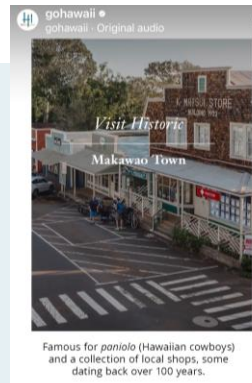
Enjoys adventurous new experiences and is likely to seek a visit to Hawai'i centering on once-in-a-lifetime opportunities, or the great outdoors.

CORE BRANDING MESSAGE

CORE BRANDING MESSAGE



Mālama Hawai'i

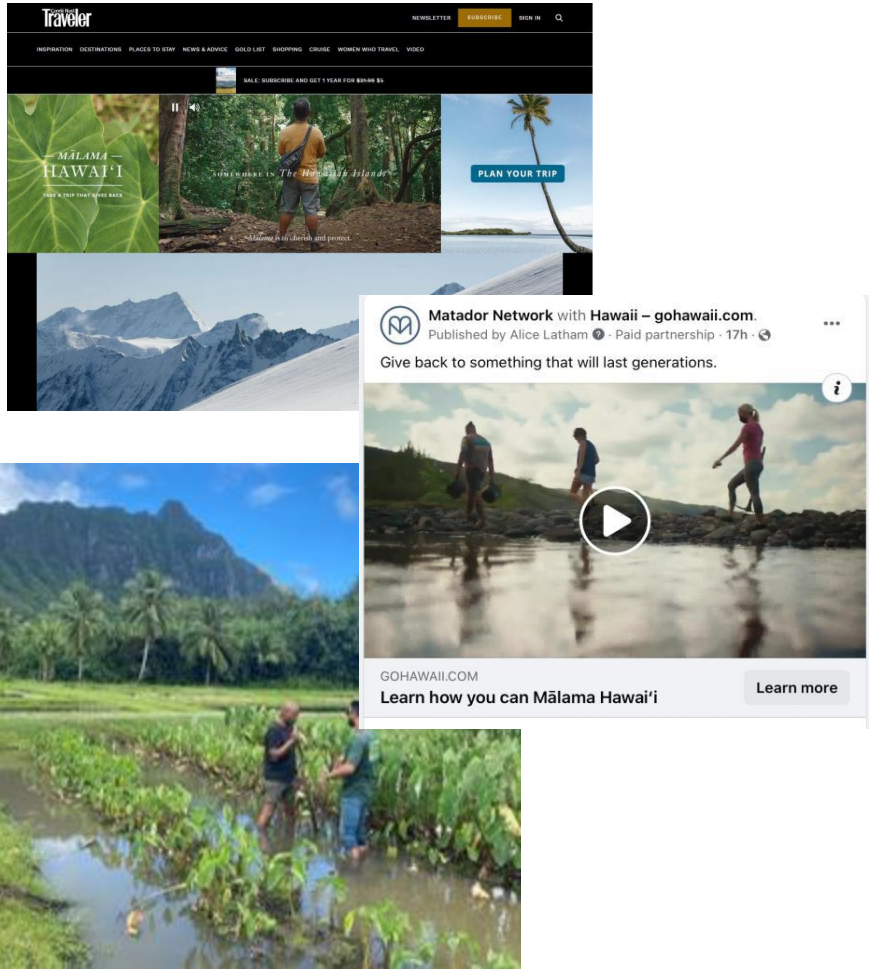


Mālama Maui

STRATEGIES

STRATEGIES

2024



Consumer

Deliver Mālama Hawai'i and Mālama Maui messaging to Mindful Hawai'i Target Travelers (MHTT).

Public Relations

Inspire media to create editorial content that attracts the MHTT and reshapes 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.

Mālama Hawai'i

Change the perception of visiting Hawai'i from "come, play on our islands" to an invitation that:

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

Mālama Maui

Re-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 for even repeat visitors to realize there is so much more to do on Maui than they were aware of, including recovery volunteer opportunities.
- Doing so will create an opportunity for Maui-based businesses to survive as the messaging will create a desire for visitors to support local.



MAJOR PROGRAMS

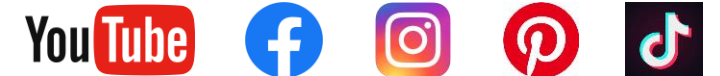
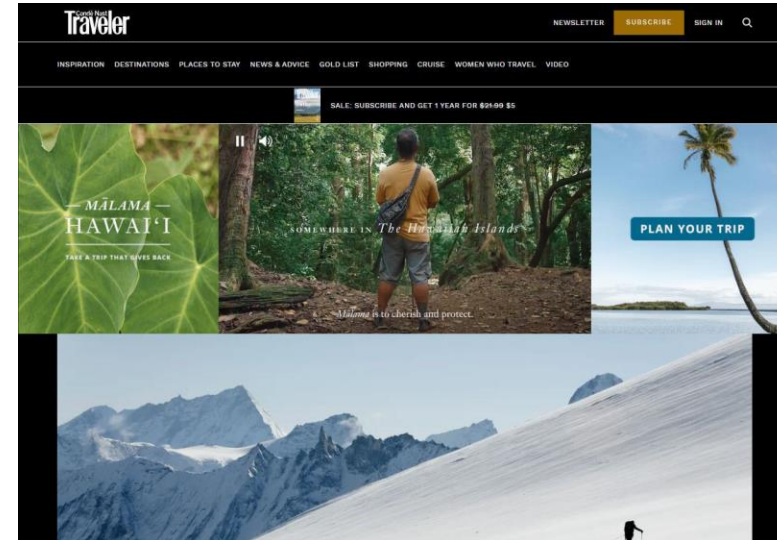
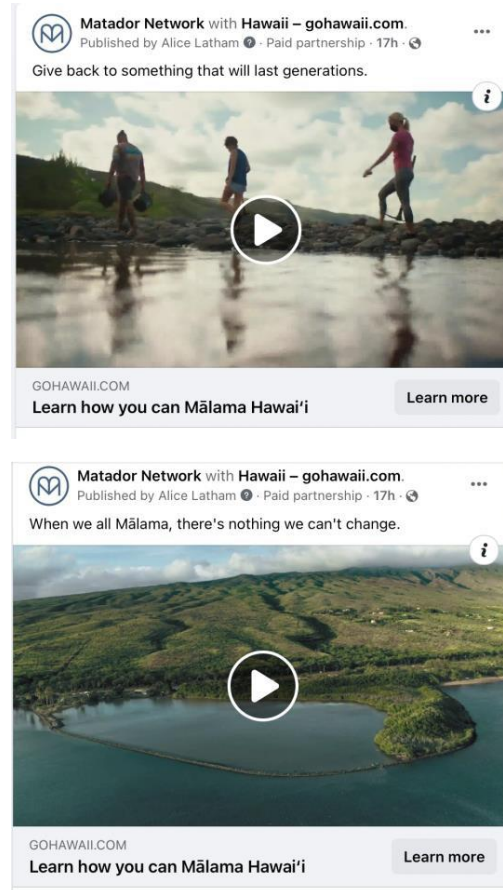
MAJOR PROGRAMS

2024

Paid Media

(Considered List)

- Digital and Paid Media
- Native Programs
- Social Media



MAJOR PROGRAMS

2024

Support Local Initiative

- Fashion
- Retail
- Music
- Ag/Cuisine

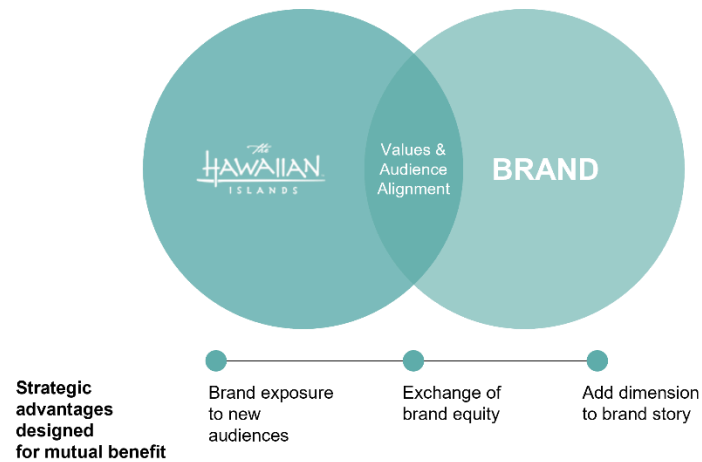


MAJOR PROGRAMS

2024

Brand Partnership

- Currently exploring opportunities
- Integrating Maui based businesses

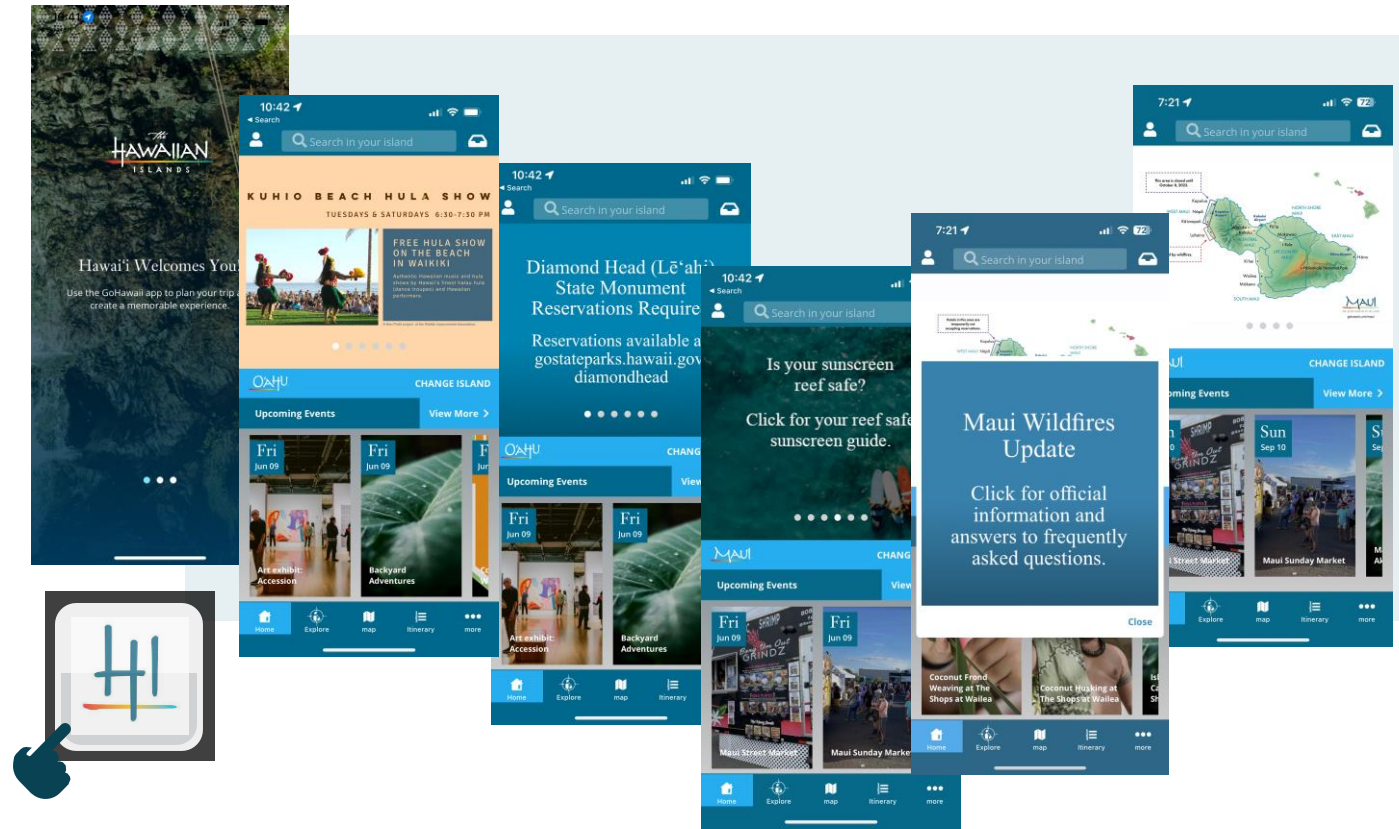


MAJOR PROGRAMS

2024

Consumer Direct

- Newsletters
- Special Offers
- GoHawaii app



Keep it Local. Buy Made-in-Hawaii.

Searching for genuine gifts and foods from Hawaii to take back home? Look for 'Made in Hawaii' or 'Grown-in-Hawaii' labels on the stuff you buy. And check out these local markets and farmers markets to find them.

READ MORE



Land Safety

Explore safely, explore smart.

Weddings & Honeymoons

Plan your big day or get away afterward.

Heritage Sites

Learn more about what has shaped Hawaii.

Ocean Safety

Observe these safety tips this summer.

MAJOR PROGRAMS

2024

Public Relations

- International Media Marketplace (IMM) – New York
- U.S. Media Blitz – New York
- FestPAC Press Trips
- Deeper storytelling including a heavy-up on Maui



AFAR

Is Now the Right Time to Travel to Maui? We Asked Locals.

After catastrophic wildfires leveled the western Maui town of Lahainā, the island's residents now say they are in the midst of a second crisis—the economic toll of a steep loss in tourism.



When visitors do come, locals ask that they be mindful of the trauma and devastation the island has been through since early August. [© 2024 AFAR.com](#)



Male members of Halau Hī'ākinamakahelua practiced their hula kahiko (ancient hula) performance. They used dense, wooden sticks to amplify their chant. In the past, hula provided an opportunity for Hawaiian men to train for combat.

Preserving Hula, the Heartbeat of Hawaii

For 60 years, the Merrie Monarch Festival has contributed to the reclamation of Hawaiian culture, language and identity.

MAJOR PROGRAMS

2024

Travel Trade – Education

- Partnerships
 - Tourism Cares Meaningful FAM – Maui in May
- Wholesale, Consortia, Industry Events
 - Delta Vacations University, Virtuoso Travel Week, ASTA Global Convention
- Consortia Programs
 - New partner: The 1000
 - Support current partners: Virtuoso, Signature Travel Network and Travel Leaders
- Content Development
 - HDS Training Curriculum Update
- In-person & Virtual Education
 - In-market Educational Blitzes - Jan & Mar
- Trade Paid Media
- Leisure Group Business



Help your clients discover the meaning of mālama. agents.gohawaii.com

[LEARN MORE >](#)

The HAWAIIAN ISLANDS

Help your clients discover the meaning of mālama. agents.gohawaii.com

[LEARN MORE >](#)

The HAWAIIAN ISLANDS

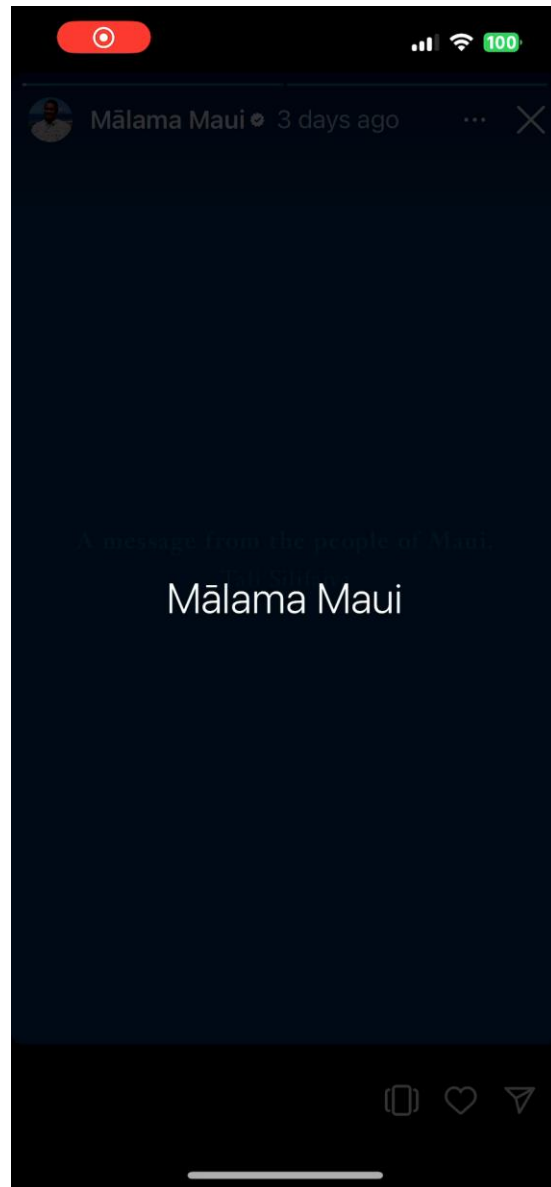
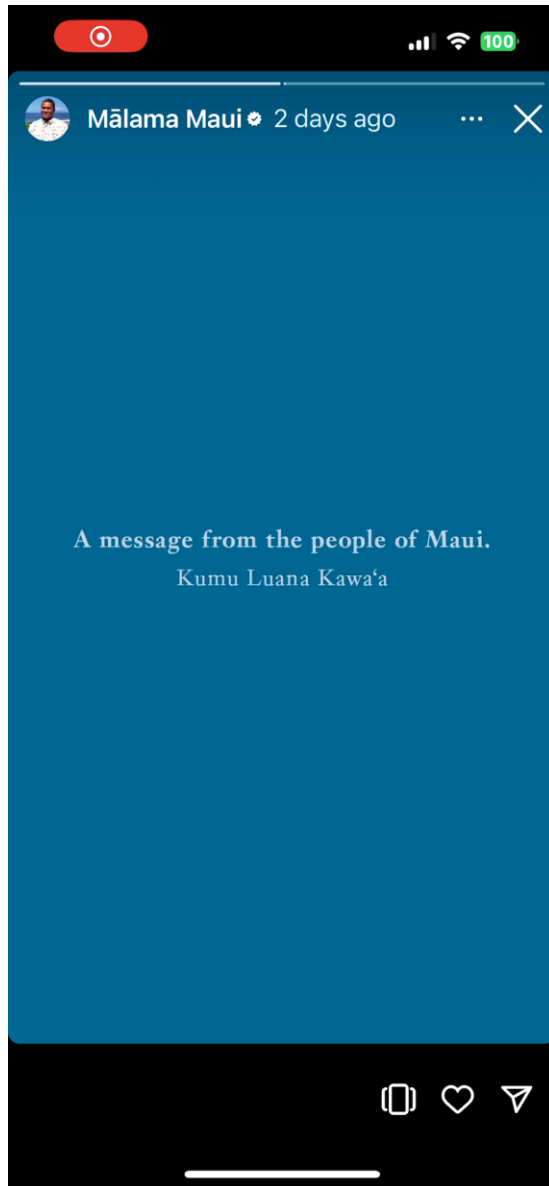
what is mālama?

Like so many words in the Hawaiian language, *mālama* has a number of different definitions. It can mean to take care of, to attend and cherish, to preserve and protect, and even to care. *Mālama* is a word that has been used to define our *kūloana* (responsibility) to the 'āina (land), its natural resources and each other for generations. *Mālama* is a *kūloana* that we also share with our guests who visit our home in Hawai'i.

“It's not only about change but about healing. I think that's a big part of our work. We're healing the land, we're healing the people, we're healing ourselves.”

Noelani Lee,
Aquaculture Restoration

MĀLAMA MAUI



MĀLAMA MAUI

- **Social Media Engagement**
Creating Maui-focused social media content through both organic and paid strategies
- **Public Relations**
Pitching Maui stories through ongoing outreach and in-person meetings
- **Brand partnership**
Messaging includes support for Maui
- **Native Media Partnership**
Developing Maui-based content
- **Travel Trade**
Focusing on targeted advisor and consumer communications as well as in-person, virtual and in-destination education to rebuild travel demand to Maui

2024 BMP BUDGET

2024 BMP BUDGET

Budget Category	Amount
Consumer Direct	\$8,689,840
Public Relations	\$1,123,600
Travel Trade	\$1,279,560
Research	\$100,000
Admin	\$3,157,000
Total:	\$14,350,000

**INCREMENTAL FUNDING REQUEST
FOR**

MAUI RECOVERY

MAUI RECOVERY

Market Saturations

Overview

- State and County funds are managed in a manner that most efficiently impacts demand creation in key gateway markets. These public funds are used in a manner that singularly delivers the state and county approved brand proposition and makes it unavoidable in a one-month flight in key gateway markets. All private industry partners – airlines, lodging, restaurants, retail, fashion, activities – independently, in a coordinated program, come in under the branding message and focus on creating sales, thereby increasing demand to Maui and Hawai'i overall.
- Funds required are approximately \$1.75M per month per market. Placing programs in 5-6 key gateway markets requires funding at the \$10M level.



Opportunities

- State and County funds control the brand messaging in a manner consistent with our community's desires. There is no compromise as is necessary with a private industry cooperative partner.
- Target audiences are defined by and completely under the control of the state and county funds, allowing for a singular focus on creating demand with mindful travelers.
- Hawaii, with an emphasis on Maui, based business and cultural partners will participate in-market.
- Airlines will react to the return of demand with a return of the air seats that have recently left.

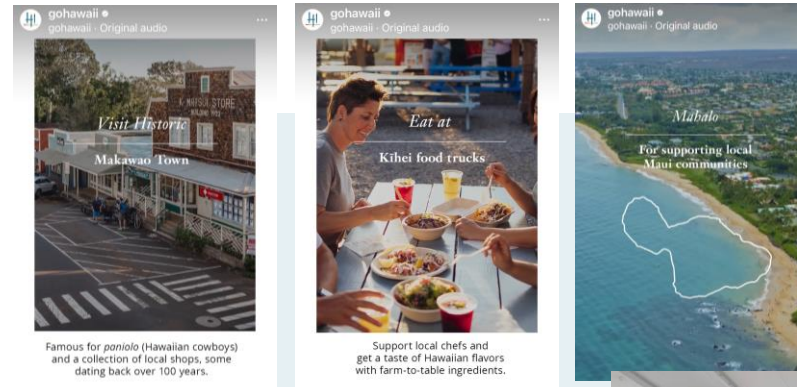
MAUI RECOVERY

Mālama Maui Campaign

- New Creative - \$300K
- Paid Media - \$4M
- Social Media - \$200K
- Influencer Campaign - \$1M
- Expected Outcomes: Encourage visits from travelers who may have postponed or canceled their trips. Attract new visitors.

PR/Earned

- Proactive pitching
- Individual media visits - \$50K
- Media blitz – Northern California - \$75K
- Expected Outcomes: Compelling editorial stories in key media expanding the MHTT's understanding of what Maui has to offer.



In this 2022 photo, visitors spend the day at Ho'okipa Beach on the north shore of Maui, Hawaii. While western Maui is closed, the rest of the island is open to tourists. PHOTOGRAPH BY ERIC MARTIN, FIGAROPHOTO/REDUX

TRAVEL

How can tourists help Maui recover? Here's what locals say.

In the face of devastating economic losses, residents are asking visitors to return—but respectfully.



MAUI RECOVERY

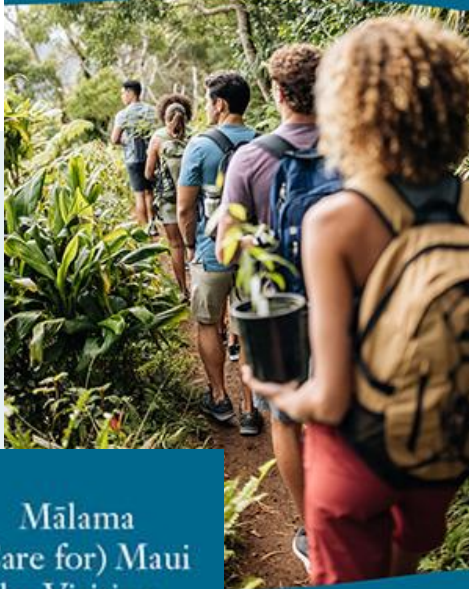
Travel Trade

- In-market education - \$200K
 - Additional Educational Blitz Events
 - Increase in-person and virtual partner events & sponsorships
- In-Destination Education - \$100K
 - Encourage/Host partner events in Maui
 - Execute additional Maui Master Specialist Programs and support more Maui partner FAMS
- Cooperative program to rebuild business - \$500K
- Increase trade marketing investment - \$75K

Expected Outcomes

- Position Maui as a top vacation destination for consideration to qualified travel advisors and the MHTT

Mālama (Care for) Maui
by Visiting Mindfully



Mālama
(Care for) Maui
by Visiting
Mindfully

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MAUI RECOVERY

MCI Maui Objectives

- Retain existing business in West or South Maui post October 8.
 - If not possible, re-book at later date in West Maui or move or to other Maui or State of Hawai'i locations.
- Generate new demand and bookings for Maui.

Retain Existing Bookings

- Meet Hawai'i single property sellers have identified single property booked meetings in Q4 2023 and Q1 2024 booked by Meet Hawai'i affected by Maui Wildfires and are facilitating retention these meetings. In addition, they will work with hotel partners on hotel direct bookings to assist in facilitating retention of these meetings.
- If retention is not possible for existing place and time will work to book the meetings in Maui or in the State at a later date and time.
- Additional funding will be used to provide monetary support to keep meetings in Maui or in the rest of the State if event need to be relocated from Maui to other Islands.

Generate New Bookings

- Meet Hawai'i has identified four MCI strategic partners to create special Maui customized direct sales opportunities targeting their network of event planners reinforced by digital marketing messages.
- Additional funding will be used to provide monetary support to generate new meetings in Maui or in the rest of the State.

MAHALO!

6

Presentation, Discussion and/or Action on
**Meet Hawai'i Activities Under the HTA's 2024
Brand Marketing Plans for Meet Hawai'i**

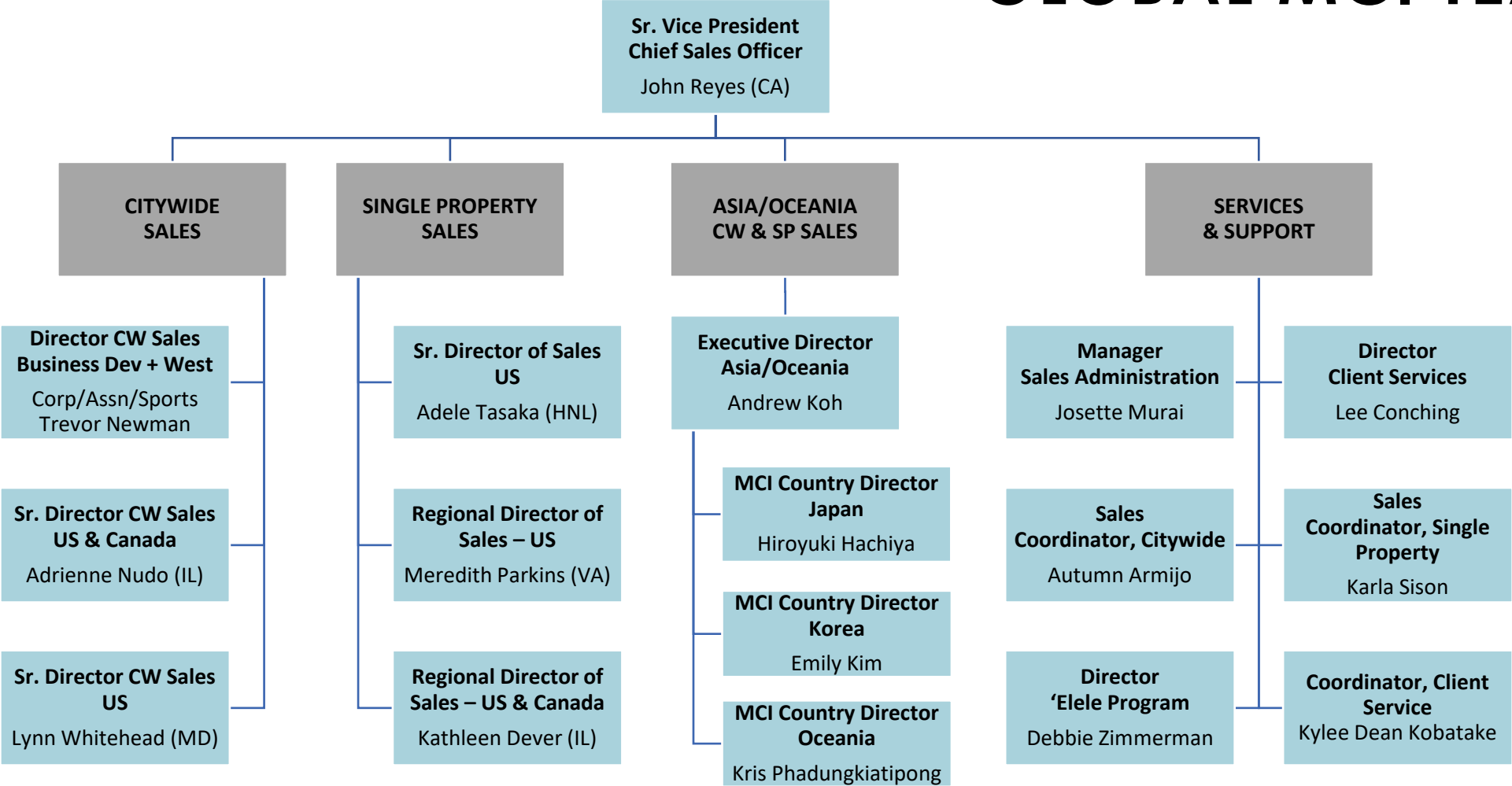


2024 Global MCI Brand Marketing Plan

John Reyes

Senior Vice President, Chief MCI Sales Officer

HAWAI‘I TOURISM GLOBAL MCI TEAM



Unless otherwise noted, staff located in HVCB Corporate Office

MARKET SITUATION

MARKET SITUATION

General Overview

- U.S. Meetings, Convention & Incentive (MCI) market expected to grow in 2024 and beyond.
- Global Industry Analyst Inc., projects MCI market to reach \$240 billion by 2027.
- MCI market is expected to be boosted by the gradual growth of the economy.
- Hawai'i is well positioned to capitalize on the growing demand for events and the slow but continued growth of the economy.

MARKET SITUATION

Single Property and Incentive Customer Sentiment

- Single Property customers optimistic about CY 2024.
- Meet Hawai'i sellers see strong interest from MCI Customers and Hawai'i hotels report an increase in flexible date availability.
- Customer concerns about Hawai'i include higher costs (air/hotel) declining guest service levels and difficulty securing destination services for their events.
- Europe, Asia, Oceania and Caribbean are open and compete against Hawai'i solely on price and value for money proposition.
- Corporate inquiries are steady from high tech, healthcare and business services organizations.
- Meet Hawai'i expects the outlook for incentive travel to Hawai'i to grow moderately or hold steady through 2024.

MARKET SITUATION

Citywide Customer Sentiment

- Growing concern over the extent and timing of repair of Hawai'i Convention Center (HCC) Roof and related leak damage.
- Potential disruption of their events that may result from any of the possible HCC Roof repair scenarios.
- Global MCI team seeing growth potential from Asia, specifically Japan.
- Hawai'i and Hawai'i Convention Center remain popular potential site for future convention center events.

MARKET SITUATION

Customer Concerns about Maui

- Does Maui want visitors to stay away?
 - No.
- Why is it important to keep Maui meeting programs intact and on course in Maui?
 - *To sustain Maui jobs & support Maui's economic recovery.*
- What is the “Go Forward” plan for Maui?
 - *Retain existing Maui bookings and generate new bookings.*
- When is Kā'anapali going to reopen?
 - *October 8, 2023.*
- What is the status of Wailea?
 - *Open and available for MCI events.*
- How can MCI Customers continue to help?
 - *Donate + hold booked events + book new events.*

TARGET AUDIENCE

TARGET AUDIENCE

Meet Hawai'i Global MCI markets

- United States
- Japan
- Canada
- Oceania
- Korea
- Additional markets and regions with great propensity to consider Hawai'i

CORE BRANDING MESSAGE

CORE BRANDING MESSAGE

Transform Your Convention

START PLANNING →

meet
HAWAII

Experience Hawaii's For Your Convention

The banner includes a screenshot of the Meet Hawaii website with the following content:

- Mālama Māni**
A Mahealani, a traditional Hawaiian outrigger canoe, is shown on the water. The text describes the Mahealani as a symbol of Hawaiian culture and a unique experience for visitors.
- Hawaii's Convention Center Package**
A table listing various services and their benefits:

8 MAUI ISLANDS	1 ISLAND GETAWAY
8 MAUI ISLANDS Includes 8 days of island hopping Pick up and drop off at Maui	1 ISLAND GETAWAY Select Convention Center 400-800-8000 www.hawaii.com
8 WEEKS	2024
8 WEEKS 12 months of island hopping Pick up and drop off at Maui Convention Center	2024 Key dates and dates between the convention dates Convention Center
10 DAYS	REVENUE INCREASE
10 DAYS 10 days of island hopping Pick up and drop off at Maui	REVENUE INCREASE A guaranteed revenue increase to 100%
10	77% (+) 20% (+)
10 10 days of island hopping Pick up and drop off at Maui	77% (+) 20% (+) A guaranteed revenue increase to 100%

Submit Your RFP

Getting to Hawaii's

From the flight to the hotel, we'll make sure you have a smooth and enjoyable trip. We'll take care of everything so you can focus on your convention.

Experience Hawaii's For Your Convention

Reassure MCI customers that Hawai'i is indeed open for business and is the ideal choice for MCI events:

- Emphasize that when Hawai'i hosts MCI events, groups see an increase in attendance.
- Benefit of engaging with Hawai'i on deeper level via the Mālama Hawai'i CSR opportunities is that MCI attendees embrace mindful and respectful travel.
- Convey that the Native Hawaiian culture is inspirational and provides a unique offering that is both extraordinary and memorable.

MAUI MESSAGE

Important to remain respectful to the residents of Maui during this devastating time by continuing to donate dollars to Maui Strong Foundation through Hawai'i Community Foundation, and also:

- Continue to host their Q4 2023 and CY2024 events in open areas of Maui.
- Meet Hawai'i continue to work to keep their events in Maui, or, if needed, assist in relocation it to another island.
- Utilize Meet Hawai'i direct support to hold their meeting in West Maui after October 8 re-opening date.

STRATEGIES

STRATEGIES

Global MCI

- Identify short-term single property business development for 2024 and 2025.
- Increase number of citywide events 2026 through 2029.
- Implement Hawai'i Convention Center Roof Customer Communication Program.

STRATEGIES

Mālama (Care for) Maui
by Visiting Mindfully



Maui

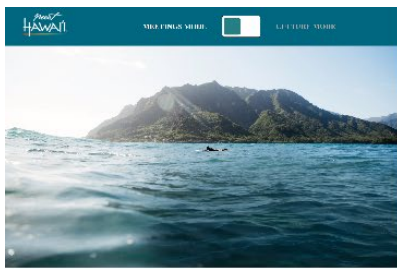
- Retain existing bookings for Maui
- New business development for Maui

MAJOR PROGRAMS

Single Property

Business Development: Short-Term 2024 and 2025

- Target appropriate vertical segment opportunities aligned with Hawai'i's culture, natural resources and community.
 - Finance, Insurance, Automotive, Earth, Ocean, Atmospheric, Indigenous, Environment, Health/Wellness, Technology.
- Allows single property sellers to:
 - Position Hawai'i as a good fit for specific industries and interests.
 - Focus their marketing and selling to specific audiences.
 - Allows our sellers to build relationships with key decision makers in these industries.
- IMEX America 2023 will reinforce Maui and Hawai'i "Open for Business" Messaging



Mālama Maui

In West Maui, recent wildfires have resulted in the destruction of local sites, homes, cultural and historical sites and businesses in Lahaina. To conserve resources and out of respect for our residents, access is restricted to West Maui at this time, including Takemaka, Napili, Keenani and Kapalua.

However, we encourage group business to all other parts of Maui (including Kahului, Wailuku, Kula, Wailea, Makai, Maui, Paia, Makena and Haunui) and to its other Hawaiian Islands, which are welcoming visitors to help rebuild, rebuild and our economy alive.

VIEW MORE

Hawai'i's Convention Center Package



6 MAJOR ISLANDS

Kauai, Oahu, Molokai, Lanai, Maui, the Island of Hawaii

1.1M SQ FT

Hawai'i Convention Center with 200,000+ sq. ft. exhibition hall

8 MILES

132 km between Denver, CO, Inonge International Airport, HNL and the Hawai'i Convention Center

300+

daily inter-island flights between the Hawaiian Islands

31,500+

rooms on Oahu - more than half of the statewide room inventory

HISTORIC INCREASE

in attendance when Hawai'i is chosen

10

of the world's 14 climate zones are in Hawai'i

77° F / 25° C

average year-round temperatures

Submit Your RFP

VIEW AN RFP

Getting to Hawai'i

A once-in-a-lifetime convention, conference or summit is easy to come by and go to in Hawai'i. This is where both East and West can meet in the middle of the world.

Service by every major U.S. network carrier and 15 international carriers

40+ gateway cities for year-round, nonstop service to Hawai'i

~11 million air seats annually from North America

~2 million air seats annually from Asia, Oceania and South Pacific destinations

Experience Hawai'i For Your Convention

SEE MORE

MAJOR PROGRAMS

Citywide

Citywide Business Development 2026 through 2029

Citywide Sales Team will prioritize short-term citywide bookings for 2026 – 2029.

- Actively research citywide universe of accounts for short-term corporate and association groups that have open dates 2026 through 2029.

HCC Center Roof Repair Schedule

Meet Hawai'i citywide sellers will use the Repair Schedule as a tool to keep prospects, tentative and definite customers fully informed on how the roof repair might impact their event.

- Use various communications vehicles to update citywide customers.
- Coordinate messaging with HTA and HCC.

MAJOR PROGRAMS

Global MCI

Key Global MCI Sales Programs

- Continue strategic partnerships with key third party organizers in key source markets.
- Attend AIME 2024 Incentive Event.
- Conduct offline and online training seminars.
- Attend Japan Summit.
- Organize Japan and Korea Sales Mission.
- Conduct Korea MCI Workshop.

2024 BUDGET

2024 BUDGET

	Budget	%
Paid Media	\$161,000	4%
Public Relations	\$191,600	4%
Travel Trade	\$442,420	10%
Research	\$0	
Administrative	\$3,704,980	82%
Total	\$4,500,000	100%

PARTNERSHIP OPPORTUNITIES

PARTNERSHIPMESSAGE

Tradeshows

- IMEX America 2024 (October 8 – 10, 2024)
- ASAE 2024 (August 10 – 14, 2024)

Las Vegas
Cleveland

Site Visits/ Familiarization Trips

- Single Property and Citywide

On Demand

Education

- MCI Updates - Kaua'i, O'ahu, Maui and Island of Hawai'i

Quarterly

Public Relations

- Mālama Hawai'i CSR Programs

On-demand

Client Promotional Events / Sales Blitzes

- Single Property and Citywide

On-going

*Check with your Meet Hawai'i Sales Contact

MĀLAMA MAUI

MAUI RECOVERY

MCI Maui Objectives

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- Additional funding will be used to provide monetary support to keep meetings in Maui or in the rest of the State if event need to be relocated from Maui to other Islands.

Generate New Bookings

- Meet Hawai'i has will identified four MCI strategic partners (incentive, corporate, key third parties) to create special Maui customized direct sales opportunities targeting their network of event planners reinforced by digital marketing messages.
- Additional funding will be used to provide monetary support to generate new meetings in Maui or in the rest of the State.

MAUI RECOVERY

Public Relations

- IMEX (Oct. 17-19)
- News Releases

Direct MCI Outreach

- Ongoing HTA Maui Wild-Fire Updates
- Organized Wailea DOSM Zoom Meeting(s)
- West Maui DOSM Zoom Meeting(s)
- Updates to our 14 key Strategic MCI Partners
- Individual MCI Customer Meetings

Skift
MEETINGS

[Destination](#)

Maui Loses \$11 Million a Day as Visitors Stay Away

Rayna Katz
Topic: 07/24 - 08/07



Smartmeetings
The Intelligent Way to Plan

Breaking

Hawai'i is Open for Business

by Erinig Parsley | August 23, 2023



📌 **Advice from Meet Hawai'i on supporting the islands in wake of Lahaina fires**

📍 Meeting professionals watching images of devastation from the city of Lahaina on the island of Maui may be asking if it is safe or even prudent to bring groups to the Hawaiian Islands now. Smart Meetings reached out to John Reyes, senior vice president and chief sales officer of Meet Hawai'i, to ask how meeting planners can best support their counterparts in Hawaii right now.

MAUI RECOVERY

Budget Recap

October – December 2023

MCI	
Retention & Business Development	\$200,000
Strategic Partners	\$400,000
Total:	\$600,000

MAHALO!

7

Presentation, Discussion and/or Action on
**Hawai'i Tourism Canada Activities Under the
Brand Management & Marketing Services
Contract and HTA's 2024 Brand Marketing Plans
for the Canada Market**



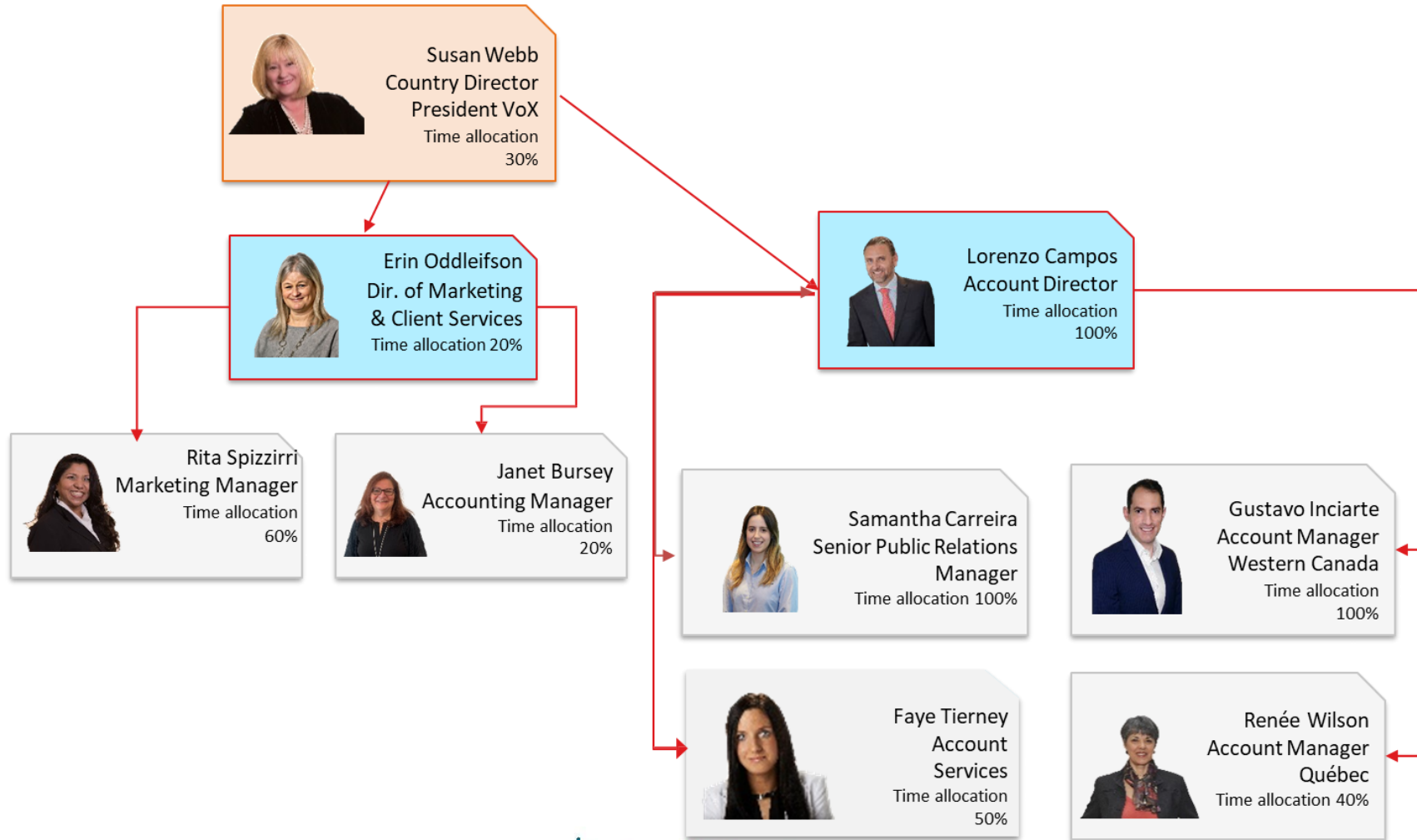
2024 Brand Marketing Plan



Susan Webb
President



HAWAI'I TOURISM CANADA TEAM



MARKET SITUATION

CANADIAN MARKET SNAPSHOT

- Consumer confidence lowest in 3 yrs
- Unemployment record low
- Interest rate holding
- 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 travel important
- Wellness travel growing



OUTBOUND TRAVEL SENTIMENT

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**



AIR OVERVIEW - SEATS

Route	Frequency	Season
YVR-HNL	1 x day	Year round
	2 x day	Sep – April
YYZ-HNL	1 x day	Dec – March
YVR-KOA	1 x day	Oct – April
YVR-OGG	1 x day	Year round
	2 x day	Oct – April
YYZ-OGG	1 x day	Dec - March



Direct Air Arrivals Hawai'i (Jan – June 2023)
2023p 215,790 (-3.0% seats 2023 vs. 2019)

Route	Frequency	Season
YVR-HNL	2 x day	Oct – April
YYC-HNL	Up to 5 x week	Oct – April
YEG-HNL	Up to 2 x week	Nov – April
YVR-KOA	Up to 6 x week	Oct – April
YYC-KOA	Up to 2 x week	Oct – April
YVR-LIH	Up to 2 x week	Oct – April
YVR-OGG	2 x day	Oct – April
YYC-OGG	Up to 4 x week	Oct – April
YEG-OGG	Up to 2 x week	Nov – April



Carriers are reviewing their frequencies every week and adjusting depending on demand

COMPETITIVE LANDSCAPE

- Top international destinations 2023 (Jan – June 2023)
 - France 495,946 (-0.5%)
 - UK 448,343 (+18.2%)
 - Spain 306,153
 - Italy 274,093 (-47.1%)
 - Portugal 248,243 (+53%)

- Mexico 1,349,010 (-6.8%)
- Dominican republic 642,116 (+12.7%)
- Cuba 583,024 (-19.7%)
- Jamaica 208,800 (-7.0%)



TARGET AUDIENCE

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 Hawai'i

CORE BRANDING MESSAGE

STRATEGY

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



PUBLIC RELATION

- Media Fam
- Lei Day Media Blitz
- Year-round Individual Media Visits: Maui preference
- TMAC Conference: June 12-16 in St. John's, Newfoundland
- Discover America Media Day: Fall 2024
- Aloha Canada Media Interviews & Reception



TRAVEL TRADE

- Group fam – Spring 2024
 - Two Islands (Maui & TBD)
- Virtuoso On Tour in
- Air Canada Vacations' product launches
- TravelBrands Agent Appreciation Events
- WestJet Vacations Expos up to 10 Hawai'i partners
- Aloha Canada 2024: Toronto, Montréal, Vancouver
- Participation at IPW 2024
- Travel Trade Magazine campaign
- Educational campaign
- Cooperative campaigns



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



MAJOR PROGRAMS

MAJOR PROGRAMS

- Cooperative campaigns
 - Focus on Maui
 - Spring and Fall seasons
 - Air Canada, WestJet, TravelBrands
- Aloha Canada 2024
 - Travel trade
 - Media
 - Cultural component



MAJOR PROGRAMS

- Product Managers Fam: Spring 2024
 - Maui & TBD
 - Theme: Mālama Maui
- Group Media Fam: Spring 2024
 - Maui & TBD
 - Theme: Arts, Festivals & Culture
- Lei Day Media Blitz: May 2024
 - Toronto & Vancouver



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



2024 BMP BUDGET



BUDGET: JAN – DEC 2024

Budget Category	Amount
Consumer Direct	\$384,000
Public Relations	\$128,000
Travel Trade	\$268,000
Admin	\$220,000
Total	\$1,000,000

**INCREMENTAL FUNDING REQUEST
FOR**

MAUI RECOVERY

OCTOBER 2023 – JUNE 2024

CONSUMER INITIATIVES

- TV Specialty Channels (30-40M impressions)
 - National Geographic
 - W Network
 - The Morning Show
- Digital (21.63M impressions)
 - ConnectedTV
 - Social
 - Display
 - The Weather Network
 - Google Ads
 - Snowbird Advisor
 - Goway Travel



PR Initiatives

- Individual Media Visits
 - Liz Fleming & Michael Pihach attending HTA Tourism Conference followed by visit to Maui
 - Jim Byers to visit Maui in late October
 - Tiffany Thornton, NUVO Magazine to visit Maui in early November
- Broadcast TV segments – Claire Newell, Jennifer Weatherhead, Jami Savage
- Regular news releases and proactive pitching focusing on how to Mālama Maui
- Expected outcome:
 - Will lead to increased Maui media placements in Q4 and Q1 2024
 - Over 1 million impressions generated from online articles and radio and TV broadcasts



Partnerships

- WestJet
- Air Canada
- Costco Travel
- TravelBrands
- AMA/CAA Travel
- Expedia Canada
- Goway Travel
- Pax News
- Jim Byers
- Travelweek
- Liz Fleming Travel Show
- SnowBird Advisors
- Baxter Media
- Hawai'i partners
- NCL



MAUI EFFORTS TO DATE

- Jim Byers interview with Kalani for OpenJaw
- Baxter interview with Bob Mowatt
- Social media messaging highlighting ways Canadians can support Maui
- CBC Radio interview with Jim Byers
- Toronto Star article in the travel section encouraging Canadians to return to Maui



ALOHA CANADA

Hawaii Tourism Tells Open Jaw: It's Time To Return To Open Areas Of Maui

25.08.23 Jim Byers

If you're a Maui lover and you're wondering if it's the right time to go, the Hawaii Tourism Authority has an emphatic answer for you.

"Yes."

Open Jaw on 23AUG caught up with Kalani Ka'ana'ana, the authority's chief brand officer, for an update on Maui tourism as he was boarding a plane.



Kalani Ka'ana'ana is Chief Brand Officer for the Hawaii Tourism Authority

There have been suggestions in some quarters that it's too early to return to the island, which saw the town of Lahaina burned to cinders earlier this month. At least 115 people are confirmed dead, and the missing persons count could be as high as 1,100.



gohawaica • Follow
Original audio

gohawaica Support the local communities of Maui by exploring the east side of the island. Whether you are Upcountry or on the coast, the towns of Kahului, Wailuku, Kihei, Wailea, Mākena, Pā'ia, Makawao and Hāna each have a unique history and are open to visitors.

Mālama (care for) Maui by supporting local businesses and volunteering.

#MauiStrong #MālamaMaui
4d

TRADE INITIATIVES

- Sales (2M+ impressions)
 - WestJet and WestJet Vacations
 - Costco Travel
 - TravelBrands
 - AMA Travel
- Editorial (1M+ impressions)
 - AMA Travel
 - PAX News
 - TravelWeek
- Education (1,000 trained travel professionals)
 - Branch Up
 - Spoiled Agent
 - Travel Brands



spoiledagent

Your one stop incentive shop.



EARNED MEDIA- PR

- Press Releases
 - Provide media with timely updates
 - Amplify HTA and Governor's messaging
- Media Monitoring
 - Ensuring all Maui coverage is captured
 - Sharing relevant coverage with HTA
 - Updating HTA on Canadian media sentiment
- Ongoing Proactive Pitches
 - CEP events
 - Importance of supporting local businesses
 - Culinary offerings
 - Arts & culture





INCREMENTAL BUDGET

Budget Category	Amount
Consumer Direct	\$908,500
Public Relations	\$35,000
Travel Trade	\$312,500
Sub total	\$1,256,000
Admin Costs	\$244,000
Total	\$1,500,000



**MAHALO!
THANK YOU
MERCI**

8

Presentation, Discussion and/or Action on
**Hawai'i Tourism Oceania Activities Under the
Brand Management & Marketing Services
Contract and HTA's 2024 Brand Marketing Plans
for the Oceania Market**



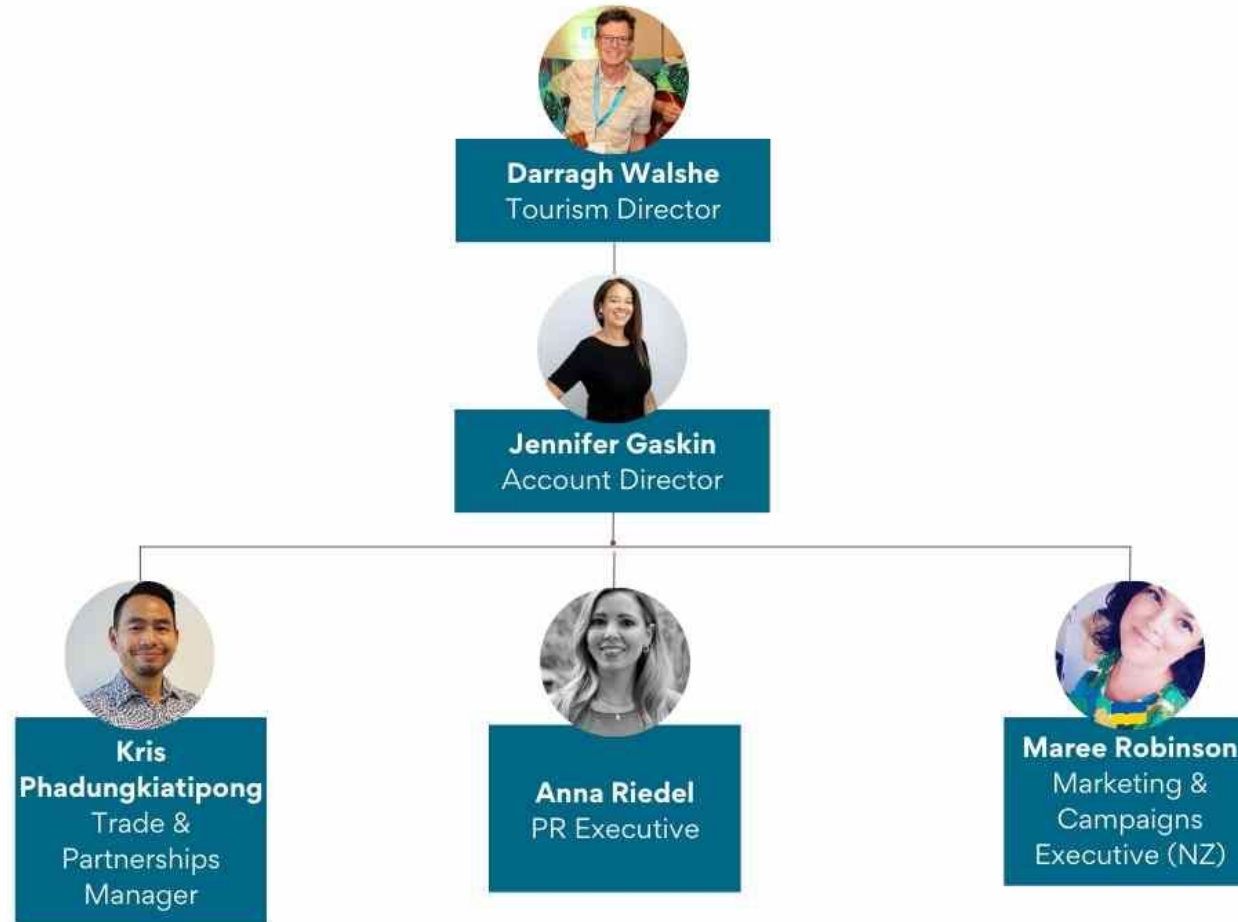
2024 Brand Marketing Plan

Jennifer Gaskin
Account Director, HTO

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

Inflation



Inflation



Unemployment
AU
4.6%

Unemployment
NZ
4.2%

\$ rate AU
\$0.64

\$ rate NZ
\$0.59

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



The Quicky
Mamamia Podcasts

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

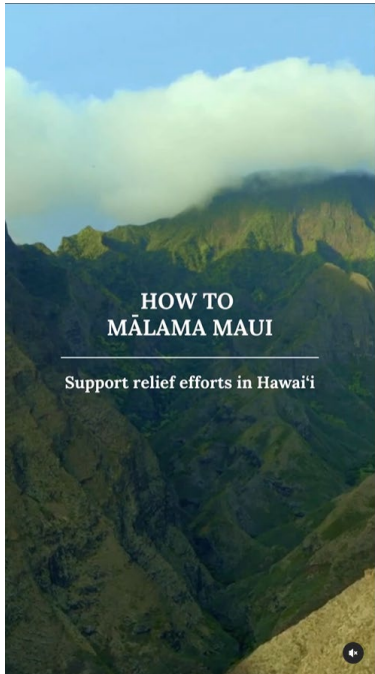
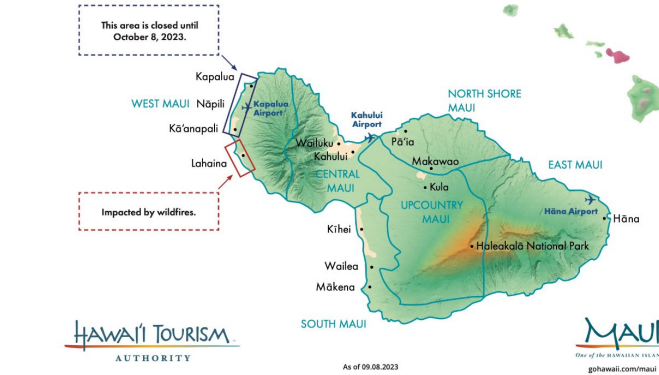
Intrepid Foundation and Hawai'i Community Foundation have established dedicated fundraising appeals to help provide immediate support on the ground to those affected by the devastating Maui wildfires.



18 Aug 2023



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

'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

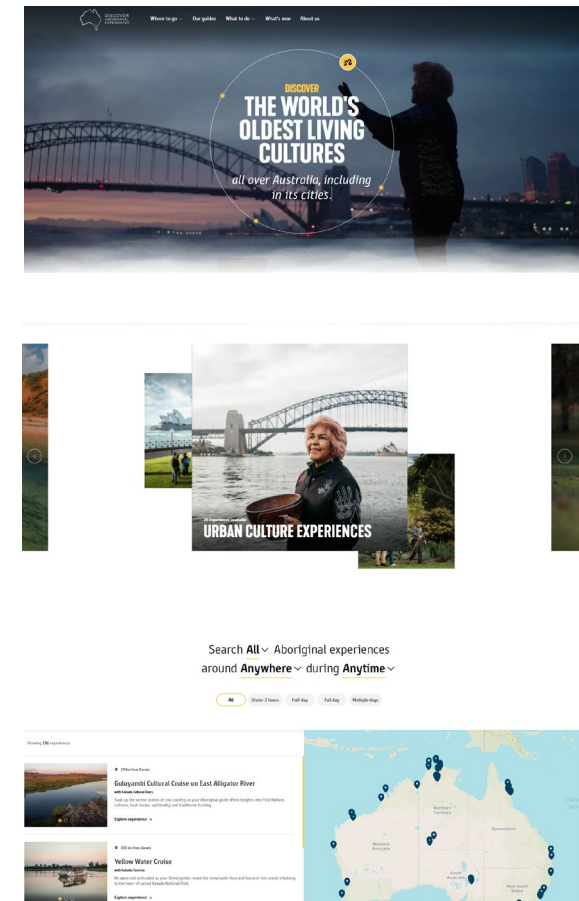
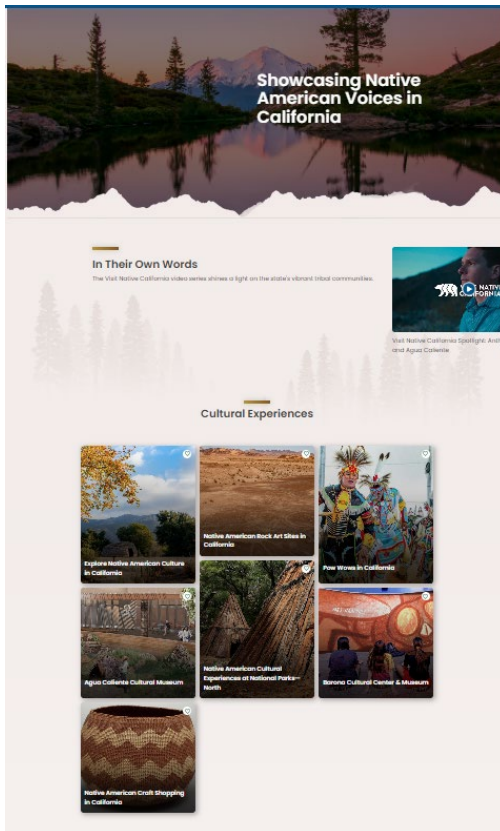
% Difference
96%

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!

9

Presentation, Discussion and/or Action on
**Hawai'i Tourism China Activities Under the Brand
Management & Marketing Services Contract and
HTA's 2024 Brand Marketing Plans for the
China Market**



2024 BRAND MARKETING PLAN

SEPTEMBER 2023

DENNIS SUO
MANAGING DIRECTOR

HAWAII TOURISM CHINA TEAM



Dennis Suo
Managing
Director



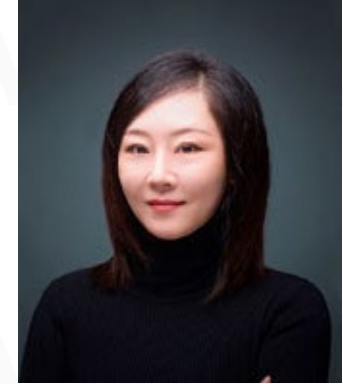
Alexander Wong
COO & CFO



William Zhang
Dir. of Trade &
Partnership
(Beijing)



Jasmin Li
Sr. Manager of
Trade and
Training
(Shanghai)



Sarah Wang
Dir. of PR & Social
Marketing
(Beijing)

MARKET SITUATION

GENERAL ECONOMY

▶ CNY vs. USD

7.27 vs. 6.91 LY, -5.29% (Sep 2023)

▶ GDP

+3.3% in 2022, +5.1% in 2023 (FC)

▶ Urban Unemployment Rate

5.6% (YTD 2023) vs. 5.5% (2022)

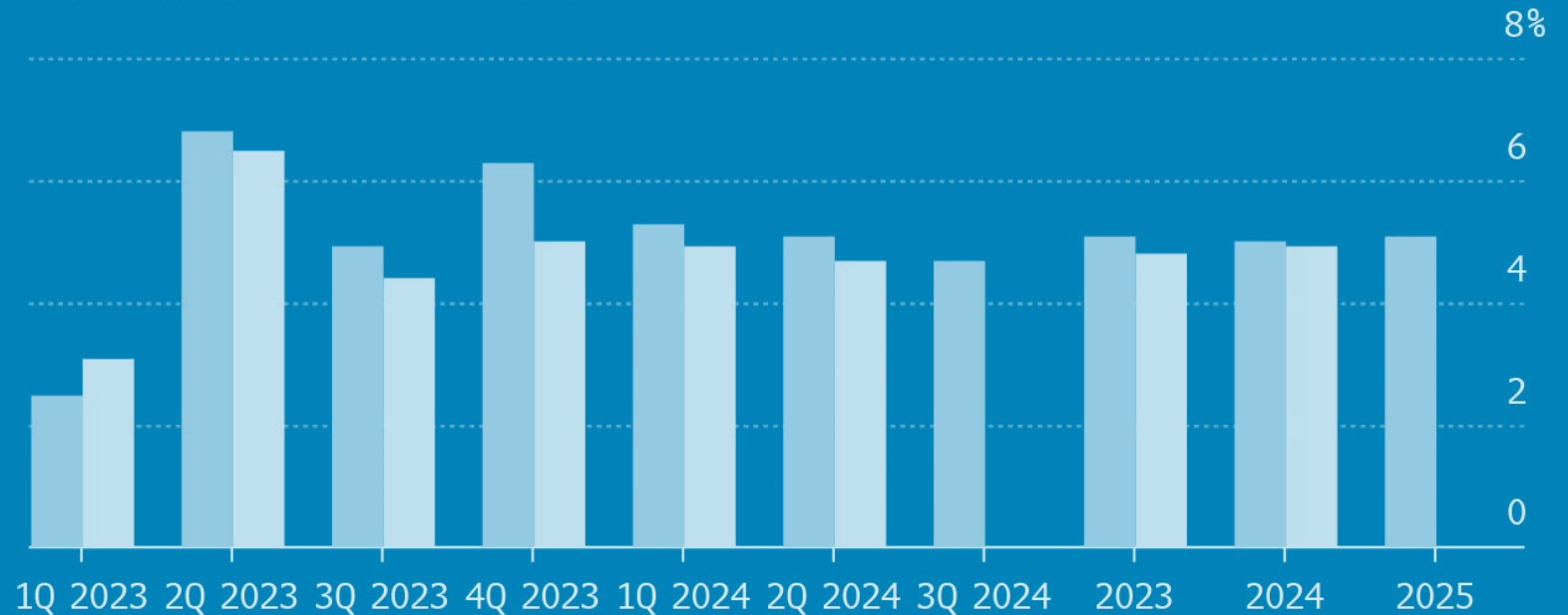
▶ Annual Inflation Rate

1.2% (FC 2023) vs. 2.1% (2022)

China's Growth Outlook Upgraded

Economists raise GDP growth forecasts as country reopens

■ New survey ■ Previous survey



Source: Bloomberg survey

Note: Previous forecasts for 3Q 2024 and 2025 are not available.

Bloomberg

OUTBOUND TRAVEL SENTIMENT

Chinese travel trade survey findings (Dragon Trail Research):

The millennial market dominates travel trade sales in 2023

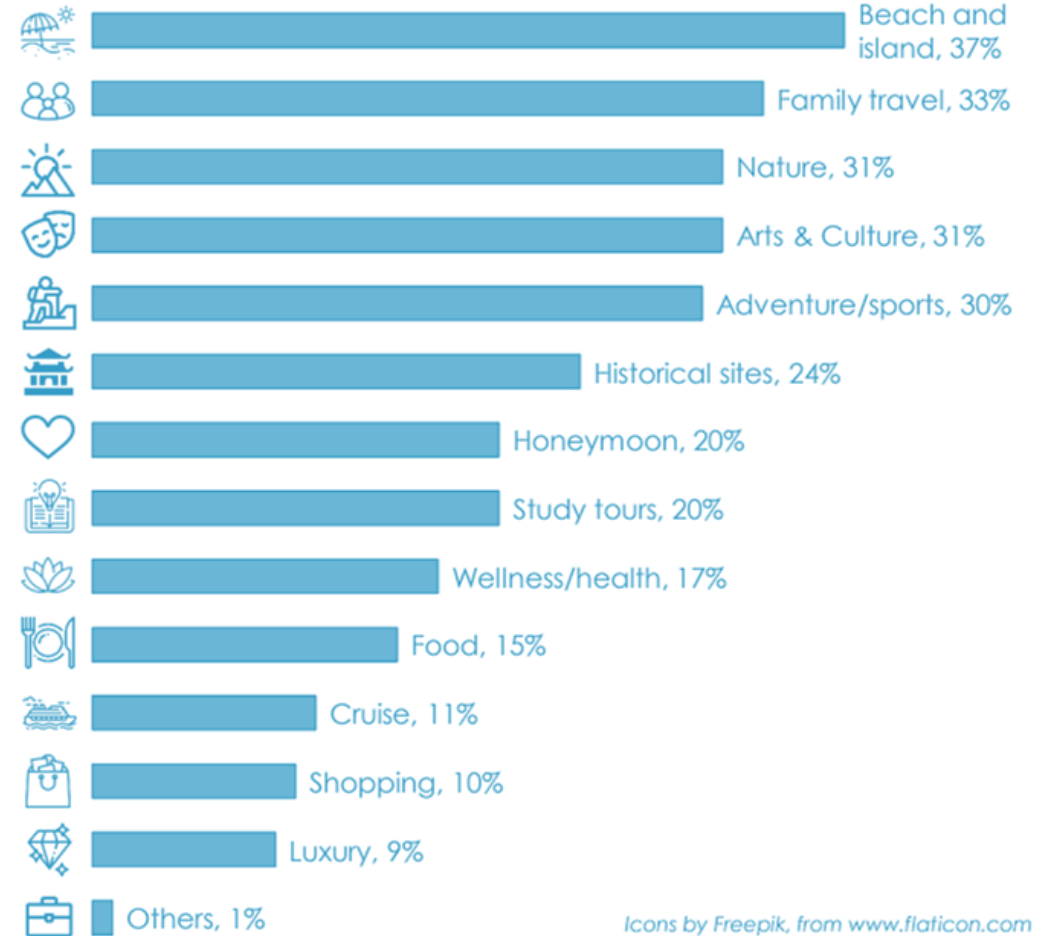
Focus on independent and small group travel

Beach vacation & nature, arts and culture, family travel, and special experiences are selling best

Quality and experiences are valued over low prices

Visas and travel costs are the leading obstacles to recovery

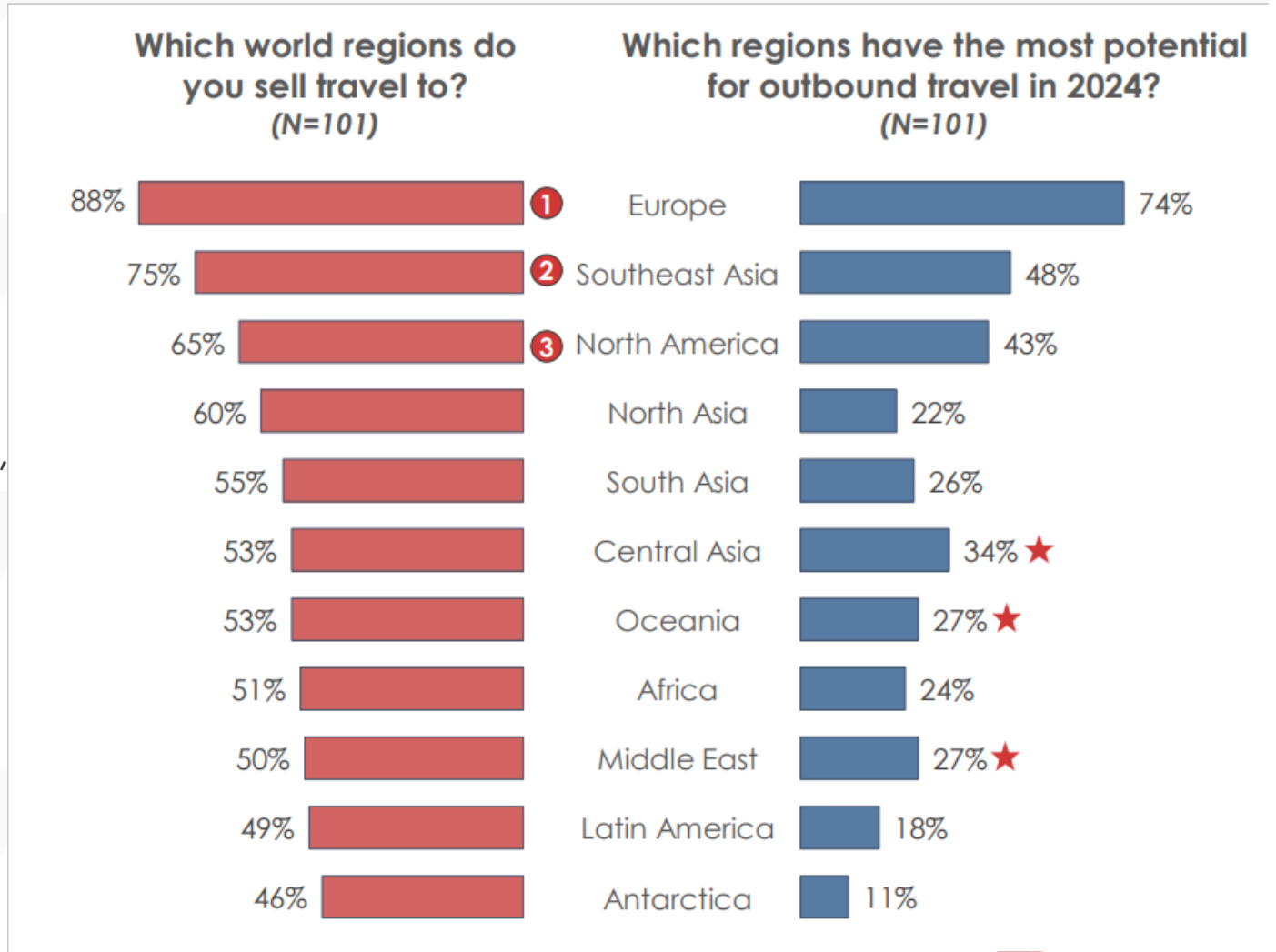
Which travel themes are most popular in 2023? (N=101)



Icons by Freepik, from www.flaticon.com

OUTBOUND TRAVEL SENTIMENT

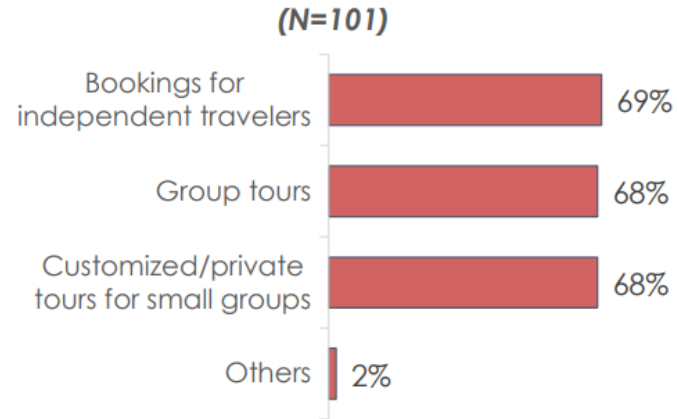
- ▶ Chinese travel trade survey findings (Dragon Trail Research)
- ▶ World regions: For travel trade sales, Europe offers high potential for the coming year, North America is ranked #3



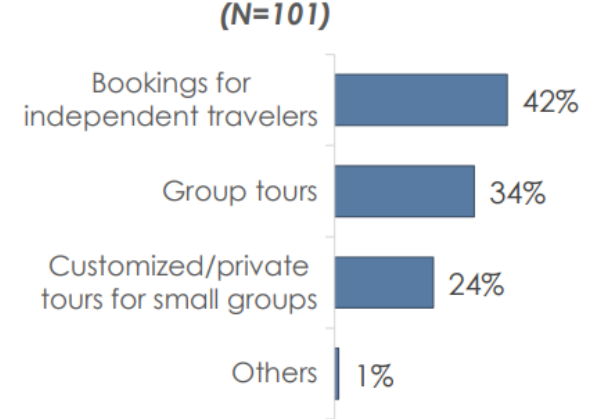
OUTBOUND TRAVEL SENTIMENT

- ▶ Chinese travel trade survey findings (Dragon Trail Research)
- ▶ Independent travel and small group tours are the most popular types of travel now

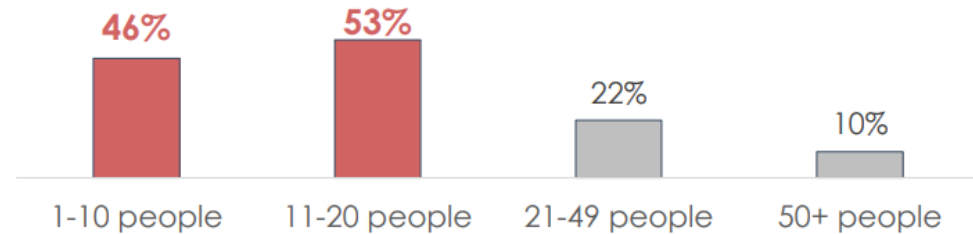
Which kind of travel products do you sell?
(N=101)



In your experience, which kind of travel products are the most popular in 2023?
(N=101)



What size group tours are most popular now?
(N=101)



AIR SEAT SYNOPSIS



✓ **48** flights weekly China ↔ U.S.*

✓ **5** Chinese & **3** US carriers (reciprocity)

China - U.S. Flights

Direct Flights:

United Airlines	UA858	Shanghai (PVG) - San Francisco (SFO)	MON / THU / SAT / SUN
Delta Air Lines	DL288	Shanghai (PVG) - Seattle (SEA)	THU / SAT
Delta Air Lines	DL284	Shanghai (PVG) - Detroit (DTW)	WED / SUN
American Airlines	AA128	Shanghai (PVG) – Dallas (DFW)	TUE / FRI
Air China	CA987	Beijing (PEK) - Los Angeles (LAX)	SUN
Air China	CA769	Shenzhen (SZX)- Los Angeles (LAX)	TUE
China Eastern Airlines	MU587	Shanghai (PVG) - New York (JFK)	TUE
China Southern Airlines	CZ327	Guangzhou (CAN) - Los Angeles (LAX)	THU / SAT
Xiamen Airlines	MF829	Xiamen (XMN) - Los Angeles (LAX)	WED / SUN

(These schedules are subject to change)

* From september 30, 48 flights weekly



AIR SEATS SYNOPSIS

Ideal connecting flight from (Japan) Narita, Haneda, (Korea) Incheon, same day transit

Weekly flights to China: JAL 52, ANA 46, KE 99, OZ 89

> 20 cities to connect, (Beijing, Shanghai, Shenzhen, Qingdao, Tianjin, Guangzhou, Hangzhou, Xi'an, Dalian, etc.)

Average economy ticket price round trip \$1,500, business class \$4,000



ASIANA AIRLINES



HAWAIIAN
AIRLINES.

COMPETITIVE LANDSCAPE



Group tour to Europe officially resumes from March 2023



Charter flights to Maldives 2023 LNY



China to Dubai increased to 46 non-stop flights weekly from March 2023



Thailand to welcome 5m Chinese visitors in 2023



Air Tahiti Nui - 2 flights weekly Tahiti to Tokyo in Oct. 2023, China roadshow



New Zealand will receive 150-200K Chinese tourists in 2023



Australia received 110K Chinese tourists Jan - Apr, flights restored to 54% of 2019

大溪地航空亚洲航线10月底复航 成都线下推介会受青睐

旅行社资讯网 2023-07-17 22:41

作为享誉世界的高端海岛度假胜地，大溪地群岛（法属波利尼西亚）将于2023年10月底正式恢复亚洲航线。搭乘大溪地航空Air Tahiti Nui全新波音787-9梦想客机，中国游客将可以从日本东京转机，更便捷地飞往大溪地群岛。



©Air Tahiti Nui



澳大利亚旅游局 >

G'DAY
(2023)
澳大利亚旅游局 / 微电影 / 动画片 / 2023-06-29 (中国大陆) 首映 / 片长 9 分钟 >

想看 看过

演职员



迈克尔·格雷西
Michael Gracey
导演



袋鼠 Ruby
原声配音: 罗斯·伯恩
Rose Byrne



独角兽 Louie
原声配音: 威尔·阿奈特
Will Arnett
奈特

特别出演: 澳大利亚各州及领地

舞美: 澳大利亚自然风光

声效: 澳大利亚丛林之声

灯光: 澳大利亚内陆暖阳

世界相连再出发
马尔代夫过大年
Maldives

1月18日 6天4晚

Ailafushi
艾拉富士岛 海景房
¥18800

Oblu
奥静岛 两沙两水
¥23500

Finolhu Villas
clubmed 翡诺岛 日出沙滩屋
¥29900

1月22日 1月27日 7天5晚

Ailafushi
艾拉富士岛 海景房
¥20500

Oblu
奥静岛 三沙两水
¥26500

Finolhu Villas
clubmed 翡诺岛 日出沙滩屋
¥33800

TARGET AUDIENCE

TARGET AUDIENCE

MILLENNIUM INDIVIDUALIST (MI)

FAMILY

AFFLUENT & HIGH NET WORTH INDIVIDUAL (HNWI)

夏威夷超酷超美跳伞攻略
旅行必体验的项目 夏威夷跳伞攻略来啦
👉👉👉👉👉👉
如果小伙伴们去夏威夷玩，那一定要去跳一次伞，不仅是因为夏威夷海岛的风景真的太美，也是因为夏威夷跳伞是全球！最！低！价！敲黑板，真的比其他任何一个地方都要便宜，真的不要太划算！👉👉
被马克吐温称为“大洋中最美的岛屿”的夏威夷，是旅游的天堂。夏威夷跳伞被称为世界最美的跳伞之一，特别是夏威夷欧胡岛的Drop Zone更是被誉为World most beautiful DZ (世界上最美的空头地)。
夏威夷跳伞目前只能在欧胡岛，(也就是夏威夷的首府，火奴鲁鲁)欧胡岛的跳伞公司目前有两家，分别为SKYDIVE HAWAII和PACIFIC SKYDIVING，其中只有Pacific skydiving有21000英尺的高空跳伞，这是不带氧气可以允许的最高跳伞高度。

酒店私人沙滩
THE ROYAL HAWAIIAN GUESTS ONLY
少女心泛滥的夏威夷粉色酒店推荐 皇家夏威夷酒店 “The pink palace of the Pacific”
这家酒店真的到处都是粉红色，很多ins博主都打卡过。普通房型都是园景，粉色背景墙，房间设施有些老旧，毕竟是有90多年历史的酒店了。强烈推荐塔楼套房，阳台景色真的太美了。携程价格3500左右，酒店每天还有30美金左右的resort fee。

夏威夷 say "Yes, I do" in Hawaii
很多情侣选择来夏威夷蜜月，抽出一两天的时间拍摄婚纱照。
图中的YES IDO车牌是夏威夷注册有效的汽车牌照！
我的婚纱照好看吗
08-18
孩子们睡了，来聊一拖二夏威夷亲子游吧！
去年感恩节在夏威夷过的，老大就念着想回来夏威夷，索性就决定圣诞节来夏威夷过了，我一个人带两个，老大女儿6岁，老二儿子22个月，可想有多难搞了吗.....
因为是带孩子出来旅游，所以主题主要以孩子为准，我们8天在夏威夷，我定了4天在迪士尼主题酒店、后四天在

购物 爱马仕菜篮子18奶昔白金扣！降价的克拉克宝
夏威夷逛什么
Honolulu有两个大型购物地，Waikiki和Aloha Moana
我住在Waikiki的Royal Hawaiian真的是宇宙中心！楼下就是Royal Hawaiian center，各种名牌店！

夏威夷欧胡岛保姆级攻略 第一次去夏威夷怎么玩
欧胡岛是夏威夷所有岛屿中最繁华最有青春气息的一个，首府火奴鲁鲁也是从中国来夏威夷的必到之地，第一次来夏威夷的盆友一定要收好这篇啦。
玩
威基基海滩

1.Desirability for Island Destination

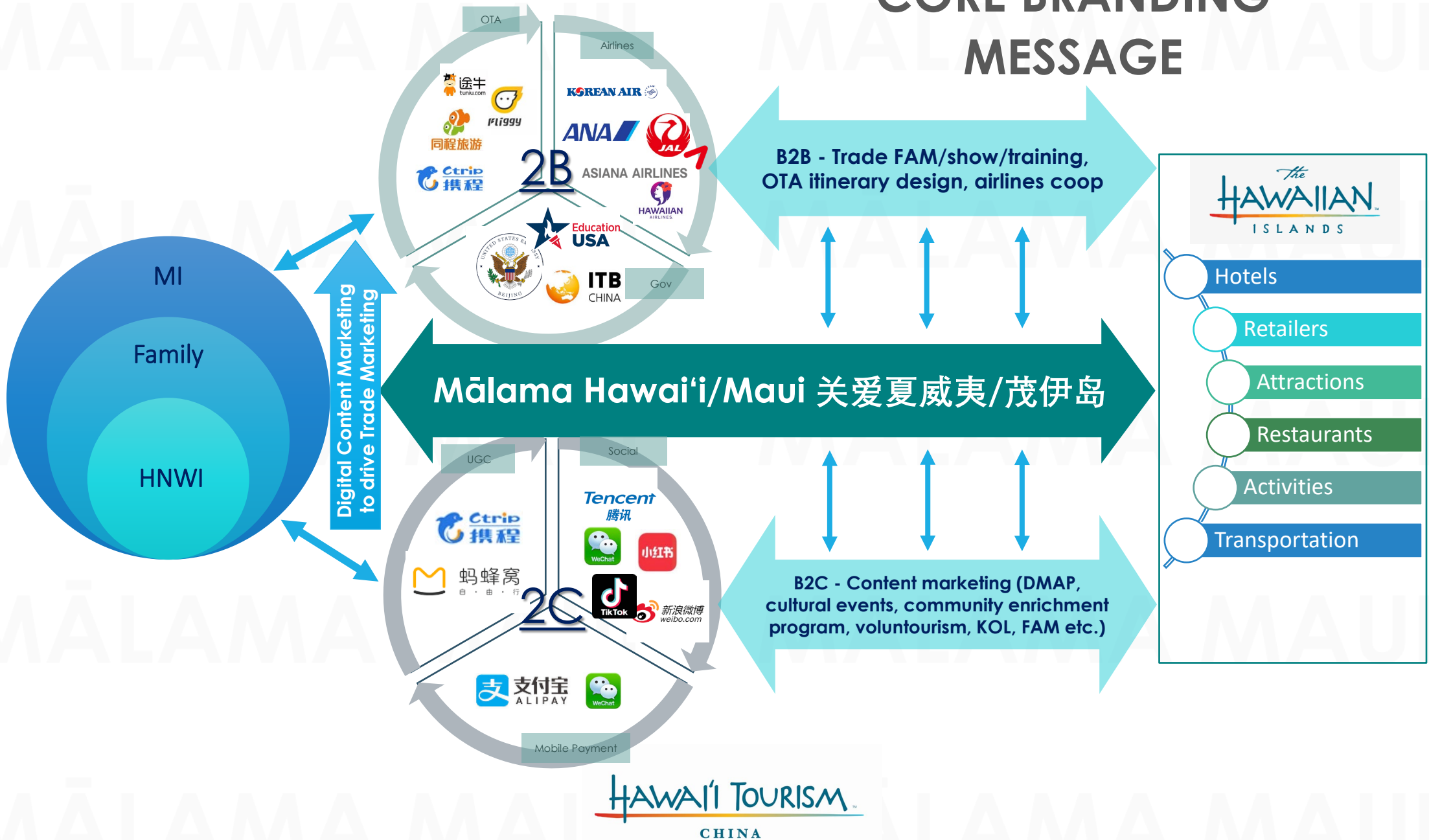
2.Accessibility Beijing/Shanghai

3.Disposable Income

4.US Visa Issuance

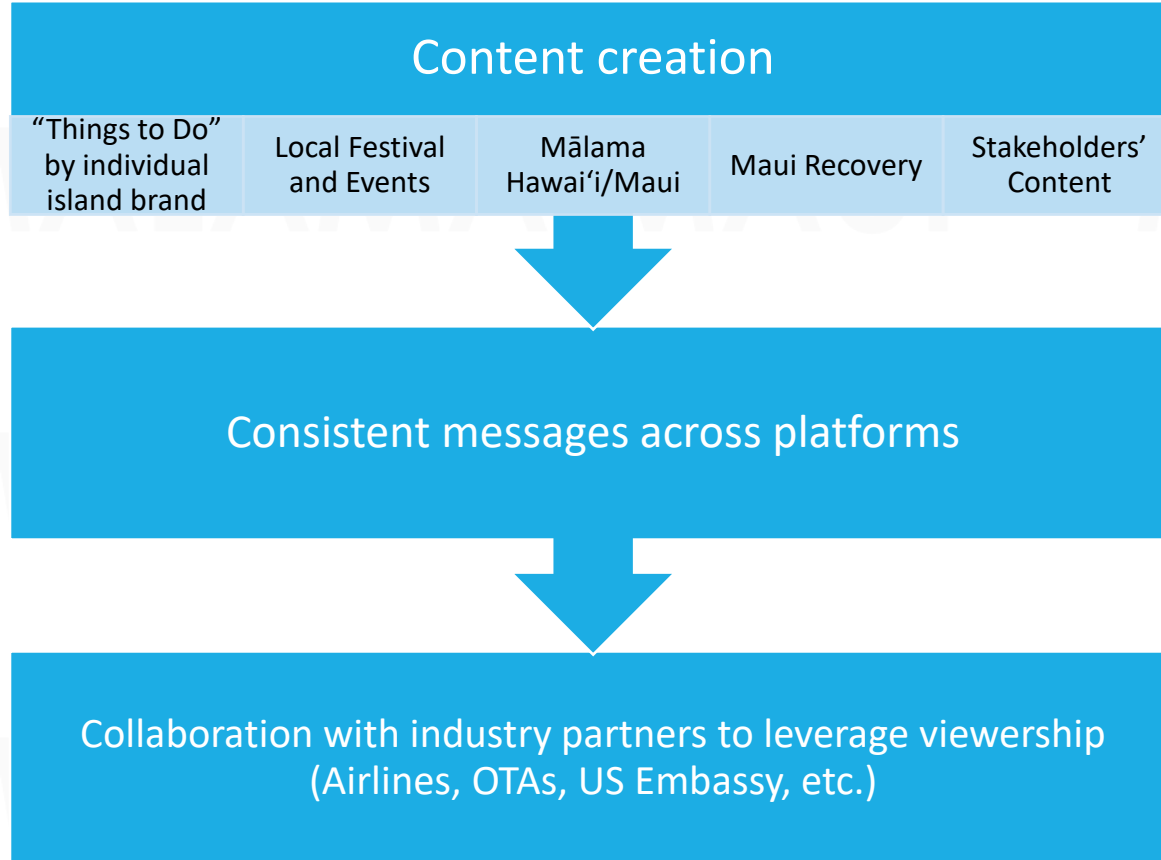
CORE BRANDING MESSAGE

CORE BRANDING MESSAGE



STRATEGIES

CONSUMER SOCIAL MEDIA MARKETING



Tencent
腾讯



Ctrip
携程



途牛
tuniu.com

HAWAII TOURISM
CHINA

TRADE

TRAVEL TRADE EDUCATION

- Live/webinar travel trade education session to major OTAs and wholesaler's staffs
- Utilize B2B WeChat Mini Program to connect and promote offerings
- Offer FAM trip to experience Hawaiian Islands
- Participate in relevant travel trade shows (ITB Shanghai)
- Collaborate with airline and OTAs for bundled travel package and joint social marketing
- Partner with key OTAs, US Embassy, Education USA on joint marketing campaigns and road shows



MAJOR PROGRAMS

MĀLAMĀ MAUI SOCIAL MEDIA MARKETING

× 夏威夷州旅游观光局 > ... × 夏威夷州旅游观光局 > ... × 夏威夷州旅游观光局 > ... × 夏威夷州旅游观光局 > ... × 夏威夷州旅游观光局 > ...



Weekly social media posting on WeChat, Weibo, Red, Douyin etc.
 Impression: **3.8mil**
 engagement: **310K**
 Posts: **832**

“中国驾照可以在夏威夷租车自驾么？”

如果你计划在夏威夷自驾旅行，记得提前预约租车公司，并准备中国驾照和驾照翻译文件，以便租车公司核对您的信息。

“从欧胡岛飞往其他岛要多久？”

大部分游客来到夏威夷的第一站会落地欧胡岛，如果想继续游览其他几个岛屿您可以乘坐夏威夷航空和莫库莱航空提供的岛间短途航班。在岛屿间旅行时，建议您至少在航班起飞前90分钟到达机场。

从欧胡岛丹尼尔·k·伊努耶(檀香山)国际机场(HNL)飞往:

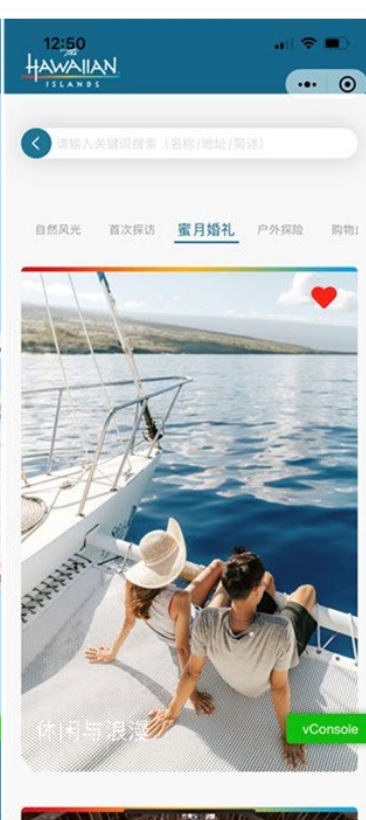
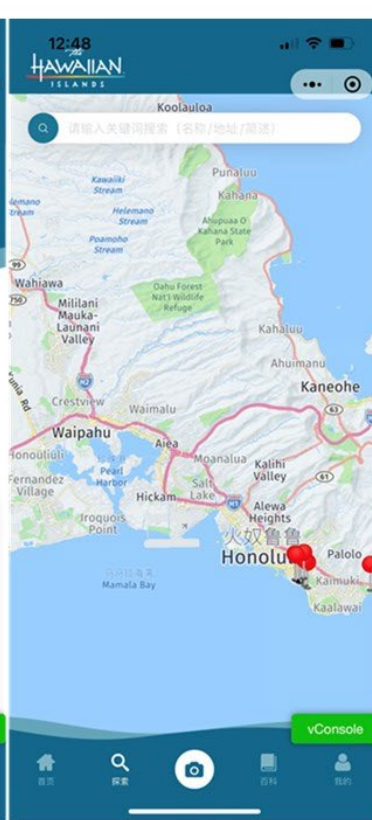
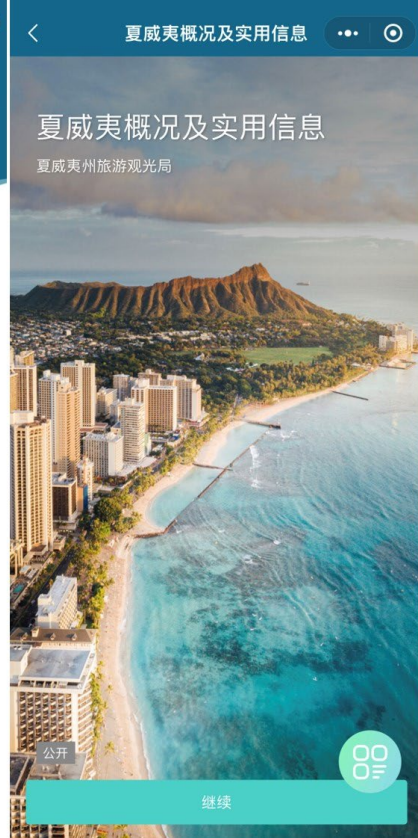
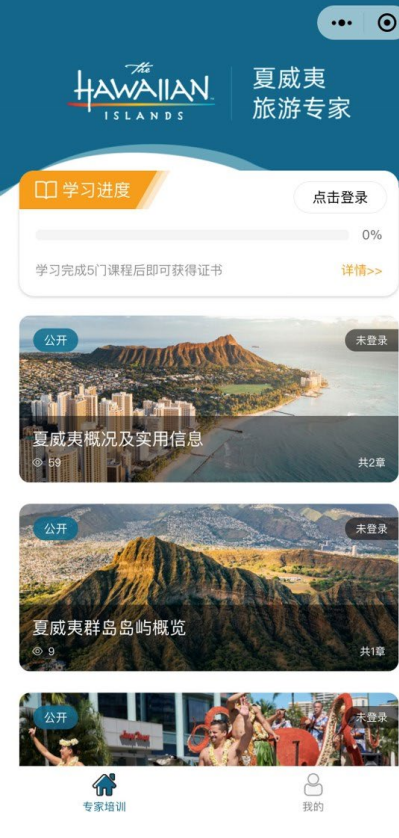
- ✈ 夏威夷机场(LIH): 30分钟
- ✈ 茂宜岛卡卢伊机场: 30分钟
- ✈ 西茂宜岛卡帕鲁瓦机场(JHM): 30分钟
- ✈ 莫洛凯岛机场(MKK): 20分钟
- ✈ 拉奈岛机场(LNY): 25分钟
- ✈ 夏威夷大岛希洛国际机场(ITO): 50分钟
- ✈ 夏威夷大岛的埃里森皇家科纳国际机场(KOA): 45分钟

阿罗哈节

从1946年至今，阿罗哈节现已成为美国最大的夏威夷文化庆祝活动。这是一个在全州范围内举行的为期一个月的盛大庆典，每年有数千名志愿者合作举办活动，超过10万人参加。

这个9月，阿罗哈节如期而至，夏威夷的习俗、传统将再次汇集于此，向世界各地的旅行者传递热情友善的阿罗哈精神，感受真正的夏威夷魅力。本届阿罗哈节的主题为“Dii‘āina”——我们可以理解为“1





SOCIAL MEDIA MARKETING

HAWAII TOURISM

CHINA

- B2C and B2B WeChat Mini Program
- Content maintenance and feed
- Industry monthly newsletter for "What's happening in Hawai'i"

SOCIAL MEDIA PLATFORMS



WeChat B2C
mini program



WeChat B2B
mini program



WeChat official
account



夏威夷旅游局



扫一扫二维码图案，关注我吧

Weibo official
account



搜抖音官方号
86640526532

Douyin official
account



Red official
account

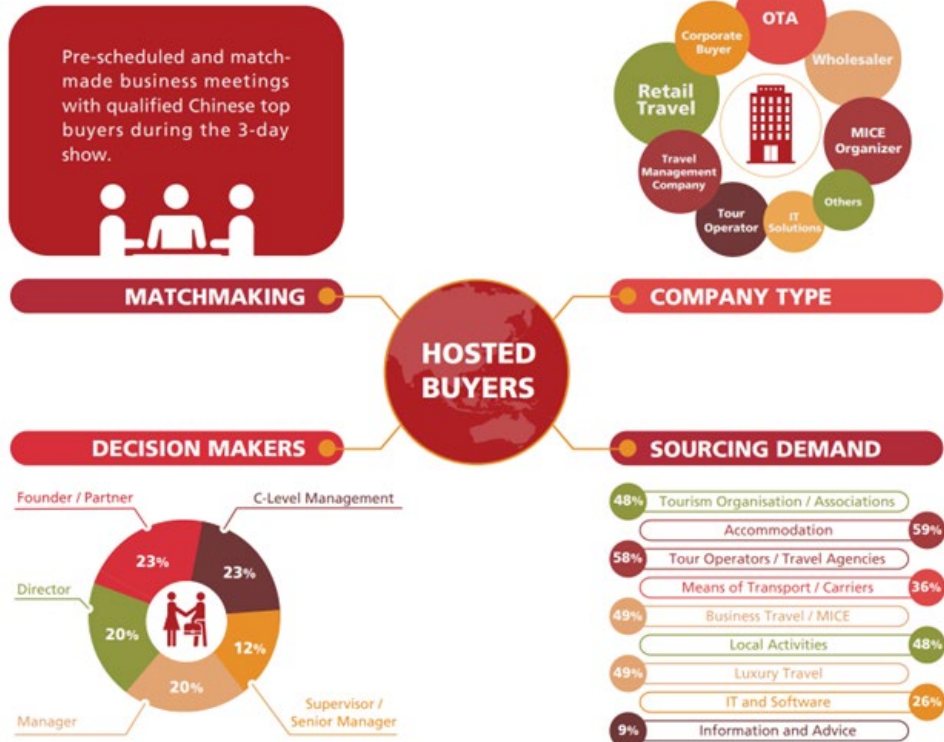


TRAVEL TRADE EDUCATION

- Education/Seminar to 10 major OTA/Wholesalers about Hawai'i and each individual island's unique brand
- Incorporate Mālama Hawai'i/Maui Recovery, regenerative tourism movement
- Partner with US Embassy Beijing, US Consulates, Education USA and Brand USA, Travel and Tourism Roadshows
- Joint social marketing programs to engage with US visa holders/travelers with US Embassy, Consulates and Educations USA



TRADE MISSION



- Trade mission in Beijing + Shanghai, partner with ITB China
- Tentative date: **May/ Jun 2024**
- ITB China (May 27-29) in Shanghai
- Industry partners, OTAs, Airlines, Wholesalers, Travel Media, and Travel KOLs etc.



MĀLAMA MAUI MĀLAMA MAUI

MĀLAMA MAUI MĀLAMA MAUI

MĀLAMA MAUI

MĀLAMA MAUI MĀLAMA MAUI

MĀLAMA MAUI

CONSUMER



- SOCIAL MEDIA +Key Opinion Leaders
- CONTENT CREATION
- MĀLAMA MAUI

TRAVEL TRADE



- TRAVEL TRADE PARTNERS
- US EMBASSY BEIJING AND US CONSULATES
- EDUCATION SEMINARS

INDUSTRY COLLABORATION



- COLLABORATION with INDUSTRY STAKEHOLDERS (OTAs, airlines, hotels, etc.)
- BUNDLED PACKAGE WITH INCENTIVES AND PROMOTIONS

PUBLIC RELATIONS



- CRISIS COMMUNICATIONS
- MEDIA RELATIONS
- MONITOR AND FEEDBACK

2024 BMP BUDGET

2024 BMP BUDGET

	Budget
Consumer Direct	\$142,600
Public Relations	\$49,500
Travel Trade	\$115,000
Administrative	\$69,500
Total	\$376,600

**INCREMENTAL FUNDING REQUEST
FOR**

MAUI RECOVERY

OCTOBER 2023 – JUNE 2024



MAUI KEY OPINION LEADER FAM



BUDGET \$40K



TRAVEL KOLS



APRIL 2024



PARTNER WITH
AIRLINES,
HOTELS, AND
ATTRACTIONS



O'AHU +
MAUI ITINERARIE
S

- Content Creation and share stories of recovery, highlight the resilience of the community.
- Promote Mālama Maui Campaign, encourage visitors to respect the environment and local culture.
- Highlight Maui's natural beauty and the determination to rebuild.
- Collaborate with stakeholders to pool resources and expertise, offer discounts, promotions, or incentives for to visit Maui.
- To generate positive coverage re Maui recovery on targeted social media (WeChat, Red, Weibo, Douyin etc.)
- INCREMENTAL BUDGET REQUEST - \$40K

BUNDLED PACKAGE CO-OP

Collaborate with airlines and OTA partners to develop bundled travel package to include Maui

Synergize social media marketing with Airlines + OTA + KOLs

Travel incentives, discounts, promotions

Partnership co-op funding will be a 1:3 match cash or in-kind

INCREMENTAL BUDGET REQUEST – \$30K

中青旅 Aqora 遨游 同心旅行 HAWAIIAN TOURISM

Aloha! 情迷彩虹之州
夏威夷7晚9日梦幻之旅

Mālama Hawai'i
关爱夏威夷



27999元/人起 预付定金 +800 @ 1500

出发日期: 2月6日起每周一、四出发

内容包含

- 梦幻双岛: 主岛威基基海滩、大环岛游
- 水下世界: 潜水艇体验游
- 历史遗迹: 珍珠港+密苏里战舰参观
- 自然奇观: 造访著名活火山, 见证难得一见的双火山地貌
- 美景佐餐: 外岛酒店内晚餐, 欣赏绝美夕阳

特别赠送

- 大岛咖啡庄园游

*官方推荐玩法: 扫描右侧二维码获取

*多人报名优惠: 2人起订-34699元/人, 4人起订-27999元/人

*航司早鸟福利: 北京-东京-夏威夷联运 +3999元/人起 ANA "Flying Henu"

— 中青旅遨游同心旅行自营出品 —

中青旅 Aqora 遨游 同心旅行 HAWAIIAN TOURISM

Aloha! 情迷彩虹之州
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- 水下世界: 潜水艇体验游
- 历史遗迹: 珍珠港+密苏里战舰参观
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— 中青旅遨游同心旅行自营出品 —

协办 Supported by
 HAWAII TOURISM 中國東方航空
 CHINA EASTERN
 SEEC Media Group & Opera Maui Present
 联办传媒 & Opera Maui 出品

Asian music
Hawaii Spring Festival Gala Concert
夏威夷春节音乐会
 Hawaii Theatre Center 夏威夷剧院中心
 7:00pm Tue 4 February 2020年2月4日



Warren MOK 莫华伦
 Tenor 男高音
 Jaya SUN 孙佳欣
 Pianist 钢琴家
 Long YU 余隆
 Conductor 指挥
 Bingbing WANG 王冰冰
 Soprano 女高音
 Siqing LU 吕思清
 Violinist 小提琴家
 Jim PRICE
 Tenor 男高音
 Lin ZHU 朱琳
 Cellist 大提琴家

夏威夷剧院售票处 Hawaii Theatre Box Office
 订票电话 Charge by phone: 808-528-0506
 线上购票 Buy online at hawaii theatre.com
 There is a Hawaii Theatre Restoration Fee charged on all tickets
 所有门票均需收取夏威夷剧院修复费

合作伙伴
 CHINESE CHAMBER OF COMPOSERS OF HAWAII
 MAUI
 HAWAII SYMPHONY ORCHESTRA
 BROADWAY

LŌKAHI SPRING WORLD MUSIC FESTIVAL



Fund raising event in February 2024, venue: HCC



The festival is a 3 days performance over the course of two weeks during the Lunar New Year.



Local artists (HSO, Jake Shimabukuro and others) and overseas artists (China) will be performing



Portion of proceeds to Maui Recovery



INCREMENTAL BUDGET REQUEST: US\$30K



INCREMENTAL BUDGET

Budget Request: \$100,000

	Budget
Consumer Direct	\$30,00
Public Relations	\$30,000
Travel Trade	\$40,000
Total	\$100,000

Mahalo
谢谢

HAWAII TOURISM
CHINA



MAHALO FOR YOUR
SUPPORT OF MAUI

感谢您对茂宜岛的支持

10

Presentation, Discussion and/or Action on
**Hawai'i Tourism Korea Activities Under the Brand
Management & Marketing Services Contract and
HTA's 2024 Brand Marketing Plans for the
Korea Market**



2024 Brand Marketing Plan

Irene Lee
Country Director

Irene Lee
Country Director



Jin Jang
Account Director



HAWAI'I TOURISM KOREA TEAM

Lucy Moon
PR/Digital Manager



Lucy Jung
Trade Marketing Manager



Jinny Choi
Assistance Manager



Sunny Lee
Consumer Information Officer



MARKET SITUATION

GENERAL ECONOMY

- 2023 Korea's GDP growth forecasted at 1.4% due to slow recovery of Chinese economy, decline in semiconductor exports
- In August, the Korean exchange rate was 1,322.93(KRW/USD), depreciating from the previous month's 1,285.42 (KRW/USD)
- As global oil prices continue to surge, fuel surcharges for international flights in Korea have increased by 3 tiers in September compared to August.
- In July, the unemployment rate in Korea recorded 2.7%, the lowest since 1999 and nearly half of OECD average (4.8%)



OUTBOUND TRAVEL SENTIMENT



Golden Week 'Chuseok' Holidays

***Months of September and October have long holidays*

Up to **12 days** of long vacation with Oct 2 designated as **temporary holiday**

93.3%

↑ Desire to travel after designation of temporary holiday

71.5%

Have actual plans to travel during the Chuseok holidays

11.7%

Plans to travel overseas

Source: traveltimes.co.kr

Korea Outbound Travel For Hawai'i/Maui

News headlines highlighting the severity of wildfires e.g. number of deaths



Concerns about Hawai'i due to the Maui wildfires



Some cancellations for Q3

BUT

30-40% decline in forward booking pace to Hawai'i for Q4 2023 YOY

AIR SEAT SYNOPSIS

Current flight operations as of September 2023

- Korean Air: daily flights to HNL
- Asiana Airlines: 5 weekly flights to HNL
- Hawaiian Airlines: 5 weekly flights to HNL (with 2 extra during Chuseok Holidays)

	2023 (OCT-NOV)	
Year	TOTAL AIR SEATS FROM KOREA	TOTAL FLIGHTS FROM KOREA
2019	52,692	167
2023	45,451	148
% Change	-13.7%	-11.4%

Upcoming new flight service: Air PREMIA



- Korean Hybrid-Service carrier
- Air Premia to operate seasonal flights from Incheon to Honolulu from December 31, 2023, to March 4, 2024
- Air Premia's int'l routes: Frankfurt, Barcelona, New York, Bangkok (BKK), Tokyo/Narita (NRT), Los Angeles, and Ho Chi Minh City

FLIGHT	AIRCRAFT	SEATS	SCHEDULE
HL8517	Boing 787-9	338 Seats	4 times a week

COMPETITIVE LANDSCAPE

Preferred long-haul travel destinations for 2023 Chuseok Holidays

Rank	Country
1	Spain
2	Italy
3	Türkiye
4	United Kingdom



Spain



Italy



Türkiye



United Kingdom

* Source: Asia Economy News

TARGET AUDIENCE

TARGET AUDIENCE

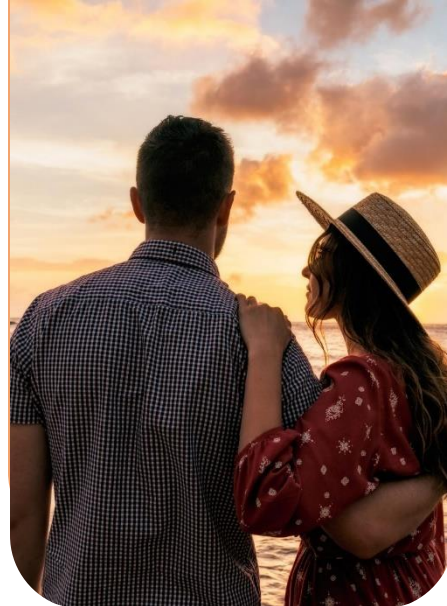
- **Target market size:** 7 million people
- **Key Geographic Area:** Seoul, Busan
- **Target households with income:** \$70,000 and double income over \$100,000

Mindful Travelers

Avid Travelers 20s~50s



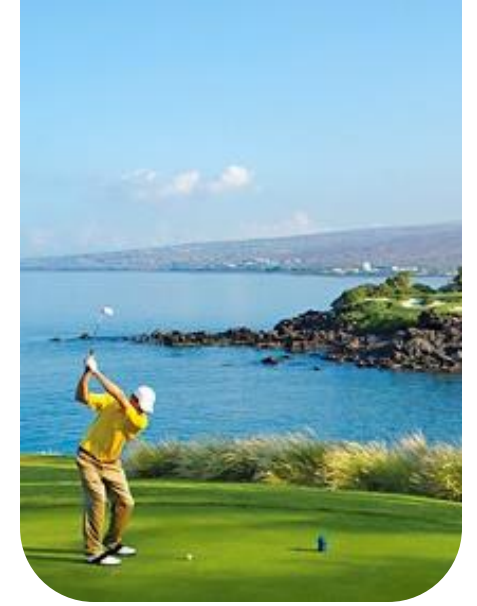
Romance 20s~40s



Wellness Seekers 20s~40s



Outdoor Goers 20s~60s



CORE BRANDING MESSAGE



말라마 하와이,
진짜 하와이를 만나다

Mālama Hawai'i

— MĀLAMA —
HAWAII
HAWAII TOURISM
KOREA

CORE BRANDING MESSAGE

— MĀLAMA —
HAWAII
하와이 배려여행

Mālama Hawai'i

- Aiming to provide Korean visitors with a more meaningful and enriching travel experience, inspiring them to engage in purposeful activities during their trip and in their future stays in Hawai'i.
- Highlighting Maui's full opening, with the exception of Lahaina, while encouraging respectful and mindful travel that supports the well-being of the people of Maui. "**Mālama Maui**" is one of the branding messages included within the overarching "Mālama Hawai'i" message.

STRATEGIES

PR/CONSUMERS

Consumer

- Utilize consumer events to enhance Hawai'i brand awareness and promote responsible travel, with a focus on "Mālama Hawai'i"
- Share fresh travel content that highlights the "Mālama Maui," including hiking, surfing, local festivals, cuisine, and eco-friendly efforts, to provide a unique and tailored experience of Maui
- Implement a diverse-channel advertising plan to showcase the branding of the Hawaiian Islands

Public Relations

- Emphasize the Mālama Maui messages through press releases and media pitches
- Utilize press releases, media interviews, and strategic partnerships to enhance visibility and promote exceptional travel experiences offered in Maui
- Collaborate with media partners specializing in cultural experiences, sustainability, and lifestyle topics to showcase Hawaiian culture, history, and Mālama Hawai'i initiatives

Travel Trade

- Educate and provide training to trade partners about Hawai'i, each island's unique identity, Hawaiian culture, and the Mālama Hawai'i initiative
- Collaborate closely with airlines on various promotions aimed at increasing airlift to Hawai'i
- Encourage travel agencies to include Maui travel itineraries that align with the Mālama Maui initiatives
- Highlight and promote Maui travel products that enable leading travel agencies and mindful travelers to experience authenticity and value
- Partner with agencies capable of developing Special Interest Tourism (SIT) products for niche markets such as golf, surfing, honeymoons, edutourism, and ecotourism
- Focus marketing efforts on recovering Korean visitor arrivals to Hawai'i

MAJOR PROGRAMS

MAJOR PROGRAMS

Mālama Hawai'i Branding Campaign

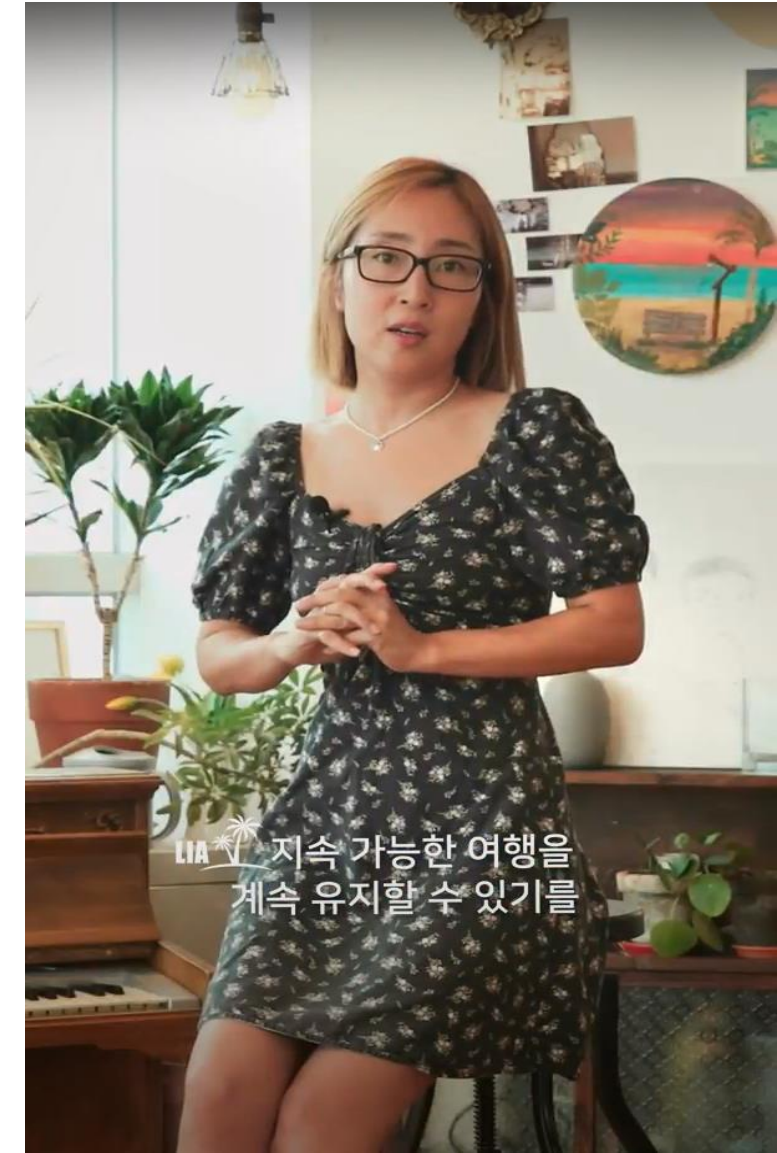
- **Target:** mainstreamers, wellness seekers, high-value travelers
- **Objectives:**
 - ✓ To promote the concept of responsible tourism and mindful practices in Hawai'i
- **Timeline:** Q1-Q3, 2024
- **Program:**
 - ✓ **Co-op Ad Campaign:** In collaboration with a credit card part, HTK to launch Mālama Hawai'i advertising campaign across various platforms, including out-of-home (OOH) and digital channels.
 - ✓ **Co-op with Fair Trade Travel Agent:** HTK partners with a fair trade travel agent known for ethical practices and a commitment to social responsibility to support the development of Maui products that benefit local communities and prioritize environmental protection.
 - ✓ **Development of Mālama Maui 3D Showroom:** HTK creates Maui-related content within the Mālama Hawai'i 3D showroom platform, providing valuable Maui travel information to travelers.
- **Projected outcomes:**
 - ✓ Increased no. of Hawai'i visitors who understand the Mālama Hawai'i message
 - ✓ Achieve an online consumer reach, social media engagement value of \$100,000 and minimum 1K increase in HTK Instagram followers



MAJOR PROGRAMS

My True Aloha Campaign

- **Target:** mainstreamers, romance, SIT travelers
- **Objectives:** increase familiarity with Hawai'i by introducing mindful travelers to the authentic culture and beauty of Hawai'i as opposed to commercialized tourist destinations and offering a Hawai'i lifestyle through a variety of travel experiences
- **Timeline:** Q2-Q4, 2024
- **Program:**
 - ✓ **Maui Promotion with HA & OTA:** HTK partners with Hawaiian Airlines to host Maui promotional events, with the aim of boosting traffic to Maui. HTK also collaborates with an OTA to maximize demand for flights, hotels, and activities through promotions, all while highlighting Maui as an ideal choice for FIT and STI travelers.
 - ✓ **#MyTrueAloha Social Campaign:** HTK teams up with influencers to create engaging Maui travel content and share their stories as part of this campaign.
- **Projected outcomes:**
 - ✓ Develop and promote travel products, in collaboration with airline and OTA, to maximize the attraction to Hawai'i of travelers with diverse needs
 - ✓ Achieve a minimum PR/EPR Value of \$250,000 from online/offline consumer reach and engagement on social media channels



MAJOR PROGRAMS

Made in Hawai'i Campaign

- **Target:** FIT/SIT Travelers
- **Objectives:** introduce potential travelers to Made in Hawai'i products and enhance the brand recognition of the Hawaiian Islands as more than just a travel destination, but also a captivating hub of authentic produces and goods
- **Timeline:** Q2-Q3, 2024
- **Program:**
 - ✓ Create video content and collaborate with influencers to promote Hawai'i food recipes, showcasing the culinary delights of the destination
 - ✓ Collaborate with major retail corporations to promote Hawai'i products
 - ✓ Team up with trade partners and introduce Made in Hawai'i products for travelers to purchase during their visits to Hawai'i
 - ✓ Introduce local food or farms in Hawai'i to travel agents through FAM tours
- **Projected outcomes:**
 - ✓ Heightened awareness of Hawai'i products among potential Korean travelers
 - ✓ Achieve views on multiple digital channels with equivalent PR value of minimum \$500,000 from media
 - ✓ Attain a social media & PR value of minimum \$200,000 including offline consumer reach, social media engagement value and a minimum increase of 3K in HTK Instagram followers



MAJOR PROGRAMS

Hawai'i Outdoor Campaign

- **Target:** mainstreamers, FIT/SIT Travelers
- **Objectives:** position Hawaii as a year-round premium outdoor destination, appealing to golf, hiking, surfing, and diving enthusiasts, and deliver safety messaging.
- **Timeline:** Q2-Q3, 2024
- **Program:**
 - ✓ **Maui Outdoor Promotion:** Highlight Maui's outdoor attractions through advertorials that travelers can experience and enjoy while in Maui
 - ✓ **Outdoor Activity Influencer FAM:** HTK to partner with influencers who have a passion for the great outdoors to conduct a FAM trip and share the experience on HTK-owned social channels
 - ✓ **Golf Promotion:** Carry out a series of golf promotions with agents for the Lotte LPGA tournament and invite agents/influencers to visit the tournament
- **Projected outcomes:**
 - ✓ Achieve a minimum PR/EPR Value of \$70,000 from reach and engagement on social media channels
 - ✓ Familiarize Korean consumers with Hawai'i outdoor programs through social content marketing and increase social buzz
 - ✓ Increase golf travelers by launching new Hawai'i golf products and expanding promotions



MĀLAMA MAUI

MĀLAMA MAUI

- **Mālama Hawai'i Branding Campaign:** collaborate with a Fair Trade travel agent to develop Maui products, support local communities, and enhance Maui-related content through the Mālama Hawai'i 3D showroom platform.
- **My True Aloha Campaign:** partnership with Hawaiian Airlines for promotional events, working with OTAs to offer Maui travel packages, and engaging influencers in the #MyTrueAloha Social Campaign to promote Maui's diverse experiences.
- **Hawai'i Travel Mission in Korea:** organize trade education and networking sessions to highlight the reopening of West Maui communities and convey key messages like "Come with Compassion" and "#MauiStrong"
- **Hawai'i Outdoor Campaign:** showcase Maui's outdoor attractions like surfing, golf, and hiking through advertorials to offer enjoyable experiences.
- **Media/Influencer FAM:** collaborate with media and influencers to promote Maui's cultural and historical attractions through themed itineraries and content profiles.
- **Other Marketing Plans:** create a dedicated Maui travel section in the Aloha E-newsletter to introduce new attractions and regularly posting Maui-related content on social media.

2024 BMP BUDGET

2024 BMP BUDGET

Category	Budget
Consumer Direct	\$165,000
PR	\$187,000
Travel Trade	\$350,000
Admin	\$198,000
Total	\$900,000

**INCREMENTAL FUNDING REQUEST
FOR**

MAUI RECOVERY

OCTOBER 2023 – JUNE 2024

MAUI RECOVERY PROGRAM

Mālama Maui Social Ad Campaign

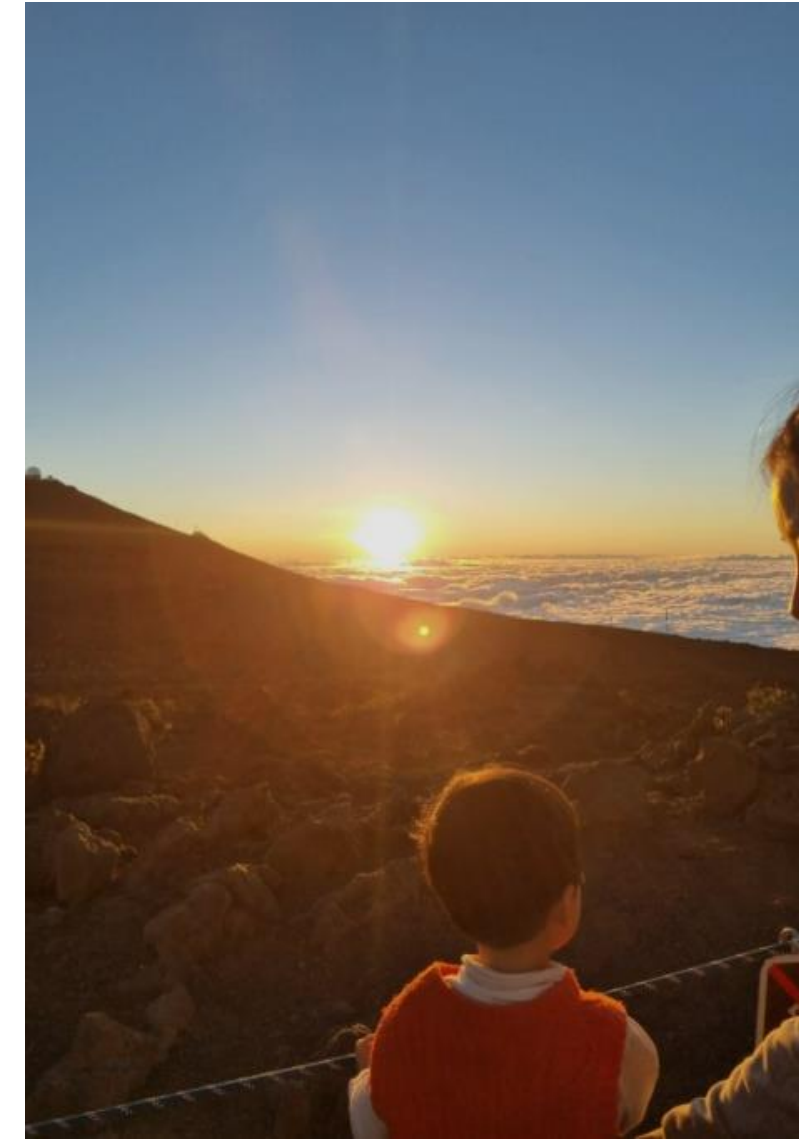
- **Target:** mainstreamers, romance, FIT/SIT travelers
- **Objectives:**
 - ✓ Rectify the negative perception of Hawai'i travel caused by the Maui wildfire, and emphasize that Hawai'i, including Maui, is open for travel
 - ✓ Encourage Korean consumers to plan a trip to Maui and support the local community
- **Timeline:** October – December, 2023
- **Program:**
 - ✓ **Social Ad Campaign:** Execute a social advertising campaign featuring 12 episodes of Mālama Maui videos which are translated in Korean language.
 - ✓ **Consumer Event:** Keep Maui a top-of-mind destination to travel through owned and paid channels, effectively boosting Maui's brand recognition. The event involves participants who have watched 12 episodes of "Mālama Maui" to leave comments with the hashtag #malamamaui. HTK to randomly select 100 winners and provide them with made-in-Hawai'i products as prizes. The event will also be advertised through social channels to encourage more audience participation
- **Budget:** \$10,000 (Consumers)
- **Projected outcomes:**
 - ✓ Achieve a minimum digital publicity value of \$15,000 through paid ads
 - ✓ Attain a minimum of 120,000 digital impressions



MAUI RECOVERY PROGRAM

Let's Go to Maui Trade Campaign

- **Target:** mainstreamers, high-value travelers, FIT/SIT travelers
- **Objectives:**
 - ✓ Provide tangible support to the travel industry, including airlines and travel agents, to facilitate the resumption and enhancement of sales for Hawaiian islands including Maui
- **Timeline:** December 2023 to March, 2024
- **Program:**
 - ✓ **Airline Co-op:** HTK will collaborate with a TV home-shopping channel or a live e-commerce platform to promote Maui itineraries in partnership with an airline.
 - ✓ **Trade Partners Co-op:** HTK will support travel agents in developing attractive Hawai'i travel packages with a focus on Maui itineraries and promotion. Travel agents will also inform clients that those who purchase Hawai'i travel packages will have 1% of their purchase allocated as a monetary donation to support ongoing relief efforts in Maui. HTK and travel agents will contribute to the Hawai'i Community Foundation Maui Strong Fund using proceeds from sales.
- **Budget:** \$50,000 (Trade)
- **Projected outcomes:**
 - ✓ Achieve a boost in Maui product sales to facilitate at least 1,000 Korean arrivals
 - ✓ Generate more than 500,000 event page impressions on travel partners' main websites
 - ✓ Attain over 100,000 social media impressions through travel partners' social channels



MAUI RECOVERY PROGRAM

Celebrity Golf Filming Project

- **Target:** high-value travelers/golf enthusiasts
- **Objectives:** present Maui as a premier golf destination by leveraging the influence of a celebrity to inspire the audience to extend their stay and increase their spending.
- **Timeline:** January or February 2024
- **Program:**
 - ✓ HTK will introduce recommended Maui golf courses to create captivating filming content.
 - ✓ HTK will establish a collaboration with an influential celebrity YouTuber to engage the appropriate audience and showcase Maui as a golfing paradise.
 - ✓ The content will encompass highlighting golf courses, showcasing the beautiful scenery, unique culture, and culinary delights of Maui through the celebrity's social channels
- **Budget:** \$60,000 (PR)
- **Projected outcomes:**
 - ✓ Achieve significant video views on multiple digital channels with an equivalent PR value of at least \$500,000 from digital, media, and social media platforms



[하와이] 한국 AZ들과 미국 MZ의 싸움, 하와의 대격돌

김구라의 뼈꾸기 골프 TV

동영상 4개 조회수 2,946회 최종 업데이트: 2023. 4. 24.



INCREMENTAL BUDGET

Budget Request: \$120,000

Programs	PR	Consumer	Trade	HTA Fund
Mālama Maui Social Ad Campaign		\$10,000		\$10,000
Let's Go to Maui Trade Campaign			\$50,000	\$50,000
Celebrity Golf Filming Project	\$60,000			\$60,000
Total	\$60,000	\$10,000	\$50,000	\$120,000

MAHALO

KAMSA-HAP-NIDA