



MARKETING STANDING COMMITTEE

Kalani L. Ka'anā'anā

Chief Brand Officer

November 15, 2021

OVERVIEW

Our Team

The Hawaiian Islands Rebranding Project

Destination Management Technology

Consulting Services

Local Business Support Program

Smart Destination Hawai'i

OUR TEAM



Kalani L. Ka'anā'anā
Chief Brand Officer



Jadie Goo
Senior Brand Manager



'Iwalani Kūali'i-Kaho'ohanohano
Senior Brand Manager



Vacant - Pending Offer
Senior Brand Manager



Laci Goshi
Brand Manager



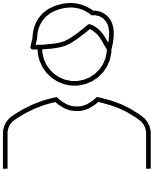
Maka Casson-Fisher
Brand Manager



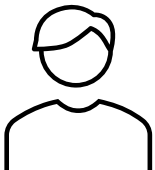
Dede Howa
Brand Manager



Vacant - Pending Offer
Brand Manager



Vacant
Brand Manager



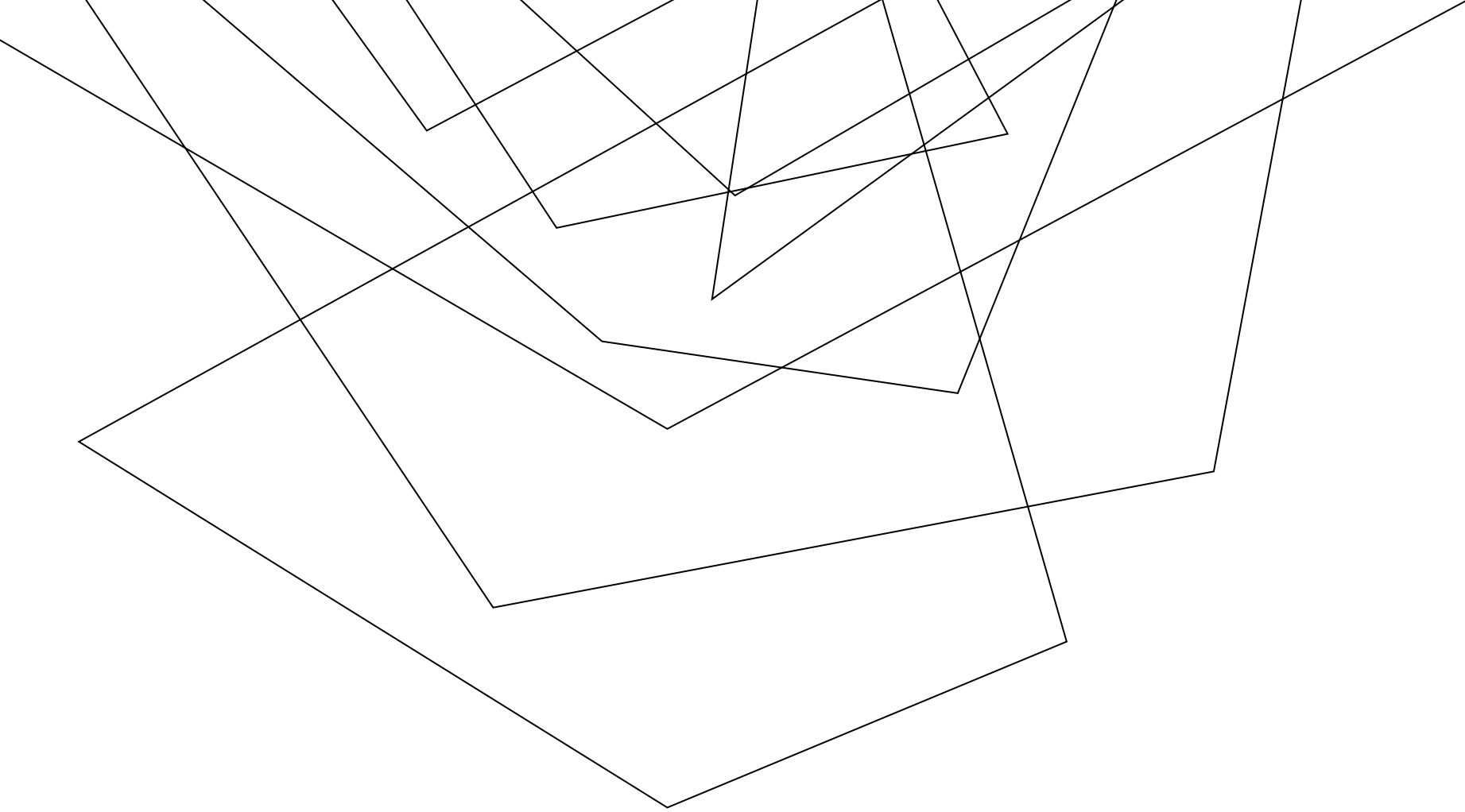
Vacant - Pending Offer
Brand Manger



Vacant
Administrative Assistant



Todd Toguchi
Administrative Assistant



THE HAWAIIAN ISLANDS REBRANDING PROJECT

Proposed Budget \$1,000,000



SUMMARY

Maintain and increase brand strength with new positioning for Hawai'i that is aligned with current market conditions and resident sentiment.

- ❖ The COVID-19 pandemic and the “New Norm”
- ❖ Transition to regenerative tourism
- ❖ Community desires
- ❖ Ho'okipa Model (AAEF)

HAWAII TOURISMTM
AUTHORITY

the
HAWAIIANTM
ISLANDS

KAUAITM

OAHUTM

MAUITM

the ISLAND of
HAWAIITM



REBRANDING PROJECT

Funding to support a full rebranding of the Hawaiian Islands.
Inclusive of:

- ❖ Discovery & research
- ❖ Competitive analysis
- ❖ Brand positioning & key messages
- ❖ Logo & visual identity system update
- ❖ Brand standard guidelines
- ❖ Communications & brand audit
- ❖ Rollout plan



DESTINATION MANAGEMENT TECHNOLOGY CONSULTING SERVICES

Proposed Budget \$700,000



SUMMARY

Funding to support strategic consulting services for implementing various technology solutions for Hawai'i as it pertains to destination management.

DESTINATION MANAGEMENT TECHNOLOGY CONSULTING SERVICES

Mitigation of Hotspots & Improved Visitor experience

- ❖ Support our efforts in addressing and mitigating unfolding visitor pressures, promoting responsible domestic travel, and supporting the resumption of high-value, low-impact international travel at the earliest opportunity.

Necessary Expertise

- ❖ Provide support on policy and process needs, technology assessments, and planning to establish a globally competitive tourism experience for US travelers and key international markets like Japan, Canada, Oceania, etc.

Establishing a Proof of Concept & Implementation Plan

- ❖ The proof-of-concept plan will assess the end-to-end travel experience to include the airport environment and other destination touchpoints.
- ❖ Implementation of a technology-enabled seamless experience, strengthening destination management tools, and providing data-informed analytics to improve accountability and decision making.



LOCAL BUSINESS SUPPORT PROGRAM

Proposed Budget \$500,000



SUMMARY

Funding to support a marketing campaign for visitors which encourages visitors to “buy local” and support Hawai‘i owned tourism related businesses in order to raise awareness and spending amongst them at Hawai‘i based businesses.

LOCAL BUSINESS SUPPORT PROGRAM

Raise Awareness
Amongst Visitors of
Hawai'i Owned
Business

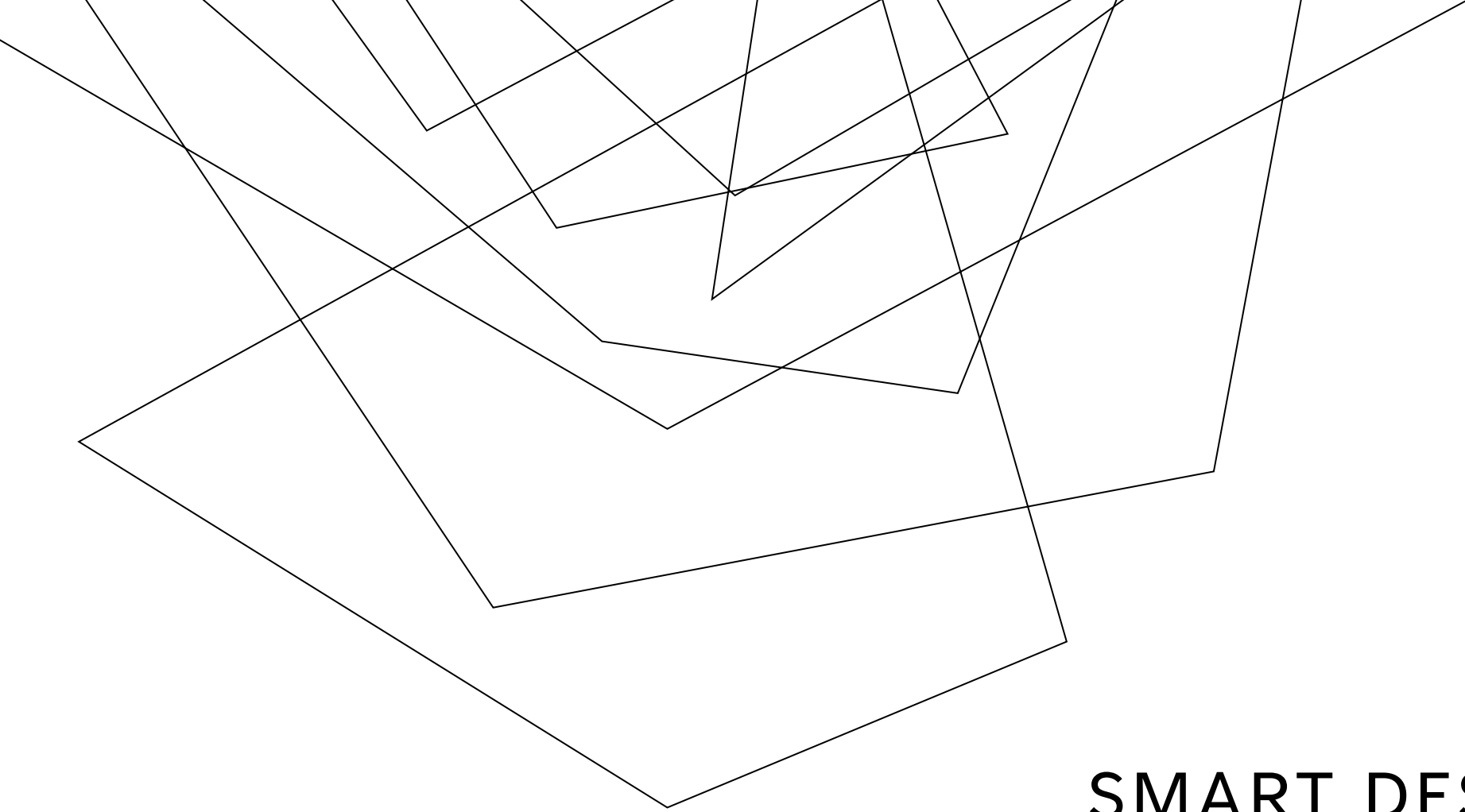
Encourage Visitors
to "Buy Local"

Increase Visitor
Spend and Support
Positive Economic
Outcomes

Execution of an omnichannel marketing campaign, which encourages visitors to "buy local" and support Hawai'i-owned tourism-related businesses to raise awareness and spending amongst them at Hawai'i-based businesses.

Potential Expansion of this program could include:

- ❖ An expo of Hawai'i-based businesses and visitor industry buyers and decision-makers
- ❖ Explore actual retail locations with industry partners to offer an entire Hawai'i made store or for partners to include or expand a Hawai'i made section within their retail spaces



SMART DESTINATION HAWAI‘I

Proposed Budget \$10,000,000



SUMMARY

Planning, design and implementation of a suite of digital infrastructure to advance Hawai'i as a premier visitor destination and as a lifestyle brand. Elements include the development of a regenerative tourism engine with modules to support Hawai'i and Hawai'i-made products, reservations, booking engine, and unique Hawai'i content for the Hawaiian Islands.

SMART DESTINATION HAWAI‘I

A REGENERATIVE ENGINE

Trusted Visitor Education

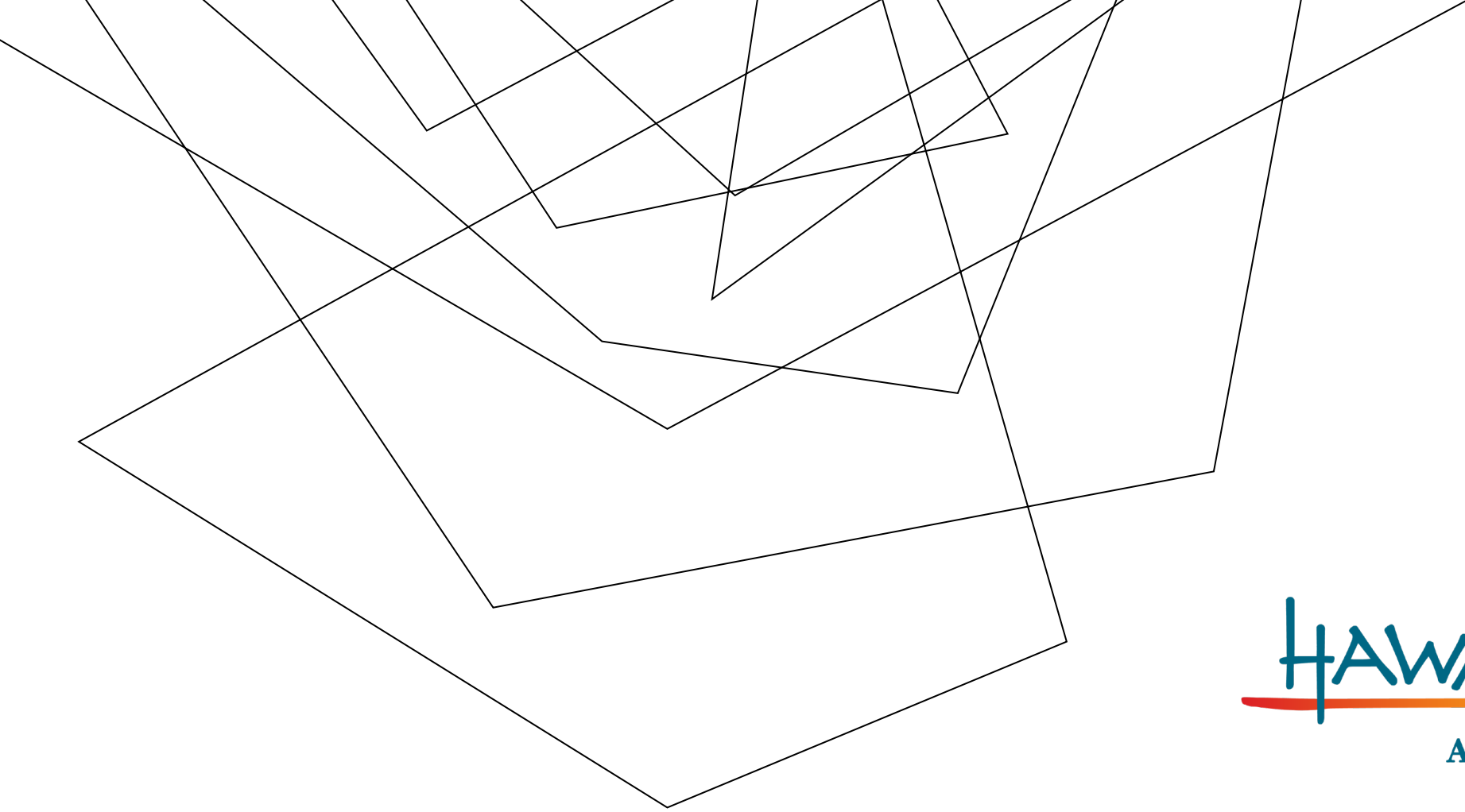
- ❖ Travel requirements
- ❖ Trip planning & inspiration
- ❖ Island-specific content
- ❖ Experience content
- ❖ Cultural & community content

Marketplace

- ❖ An online marketplace for locally-made products
- ❖ Hawai‘i-based micro & small businesses are able to access a global audience
- ❖ Builds upon Hawai‘i's strength as a destination to export not only experiences, but also products

Booking Platform

- ❖ Encourage convenience for potential visitors to Hawai‘i
- ❖ Improve the relationship with visitors through first-party data and communications
- ❖ Partner with industry to support them while reducing economic leakage so visitor dollars can stay here longer and encourage circular economic outcomes



MAHALO