



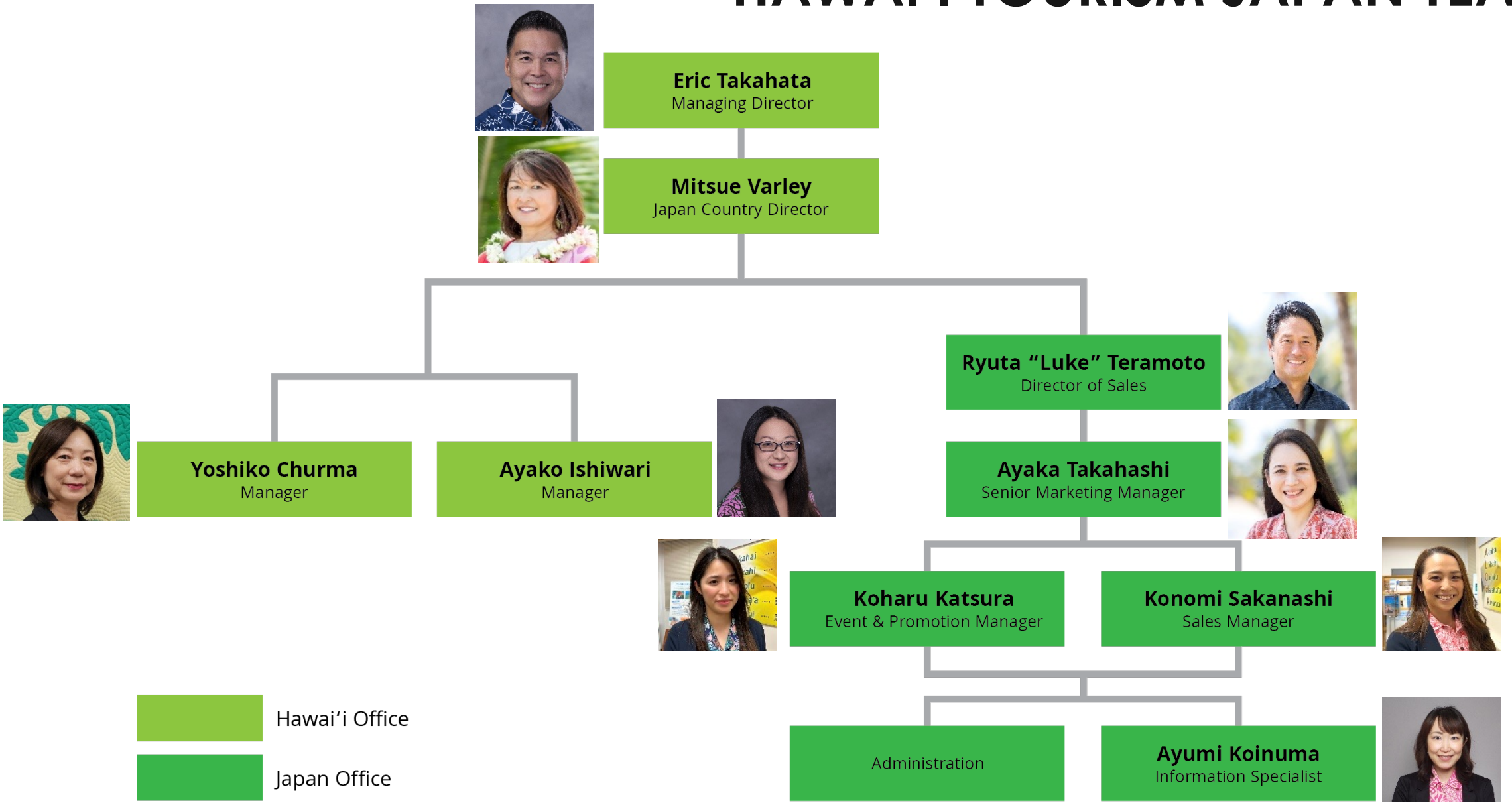
HAWAII TOURISM™

JAPAN

2024
Brand Marketing Plan

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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

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**Affluent
Traveler**



**Romantic
Couples**



**Experience
Seekers**



**Ethical
Younger
Generation**



**Multi
Generation
Family**

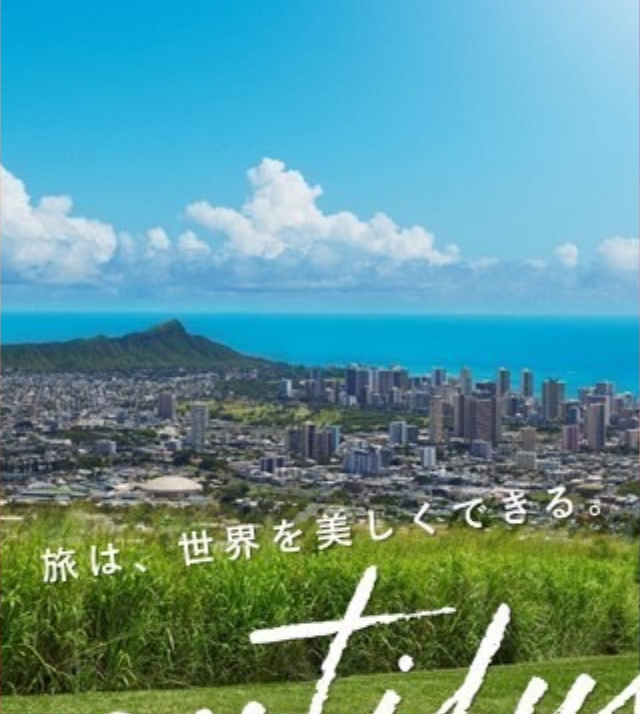
Mindful travelers with annual household incomes of \$75,000+ and total assets worth over \$1 million will be targeted in regions with direct flight access to Hawai'i

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

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

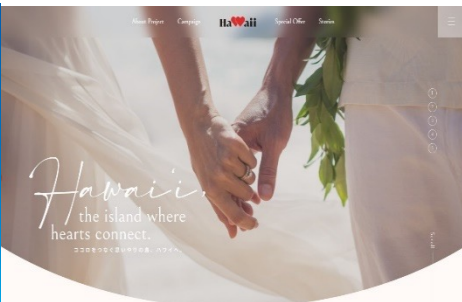
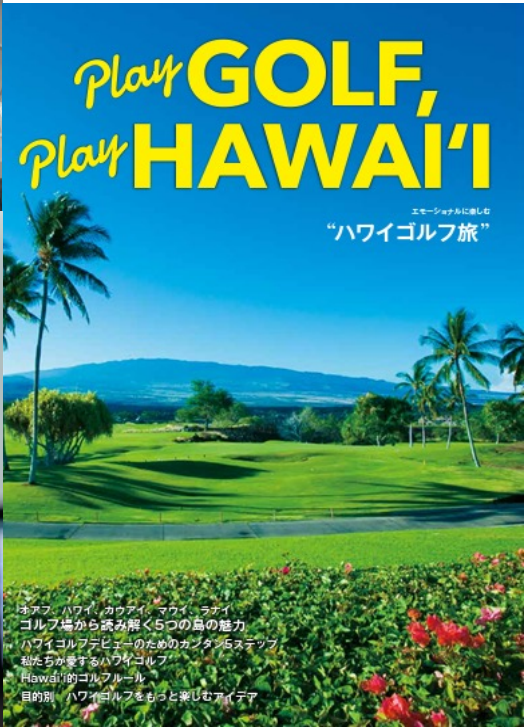


JAPAN MARKET RECOVERY INITIATIVES

- 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

PARTNERSHIP OPPORTUNITIES

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Opportunities	Date	Point of Contact
Japan Summit	April	sales@htjapan.jp
Hawaii EXPO	June	hawaiiexpo@htjapan.jp
Tourism EXPO Japan	September	sales@htjapan.jp
Japan Mission	November	sales@htjapan.jp
FAM Tour	Throughout the year	sales@htjapan.jp
Press Tour	Throughout the year	prhtj@htjapan.jp