

Hawai'i Tourism Authority 2022 Marketing Effectiveness Study Key Takeaway

Awareness of Hawai'i's Integrated Marketing Effectiveness Campaign (IMC) increases travel considerations for visits to Hawai'i.

For example, travel intentions among U.S. West travelers exposed to the 2021 IMC was 65%, while only 47% of those who were NOT aware of IMC considered Hawai'i for their next vacation. This is an +18 percentage point increase of consideration for Hawai'i for the aware group compared to the unaware group (i.e., the impact of the marketing).

		2022	
		% Considering Hawaii for next Vacation	Change in Travel Intentions due to Exposure to IMC
U.S. West	Travelers Aware of IMC	65%	+18 Percentage Points
	Travelers Not Aware of IMC	47%	
U.S. East	Travelers Aware of IMC	42%	+9 Percentage Points
	Travelers Not Aware of IMC	33%	
Canada	Travelers Aware of IMC	50%	+12 Percentage Points
	Travelers Not Aware of IMC	38%	
Japan	Travelers Aware of IMC	52%	+22 Percentage Points
	Travelers Not Aware of IMC	30%	
Korea	Travelers Aware of IMC	39%	+24 Percentage Points
	Travelers Not Aware of IMC	15%	