

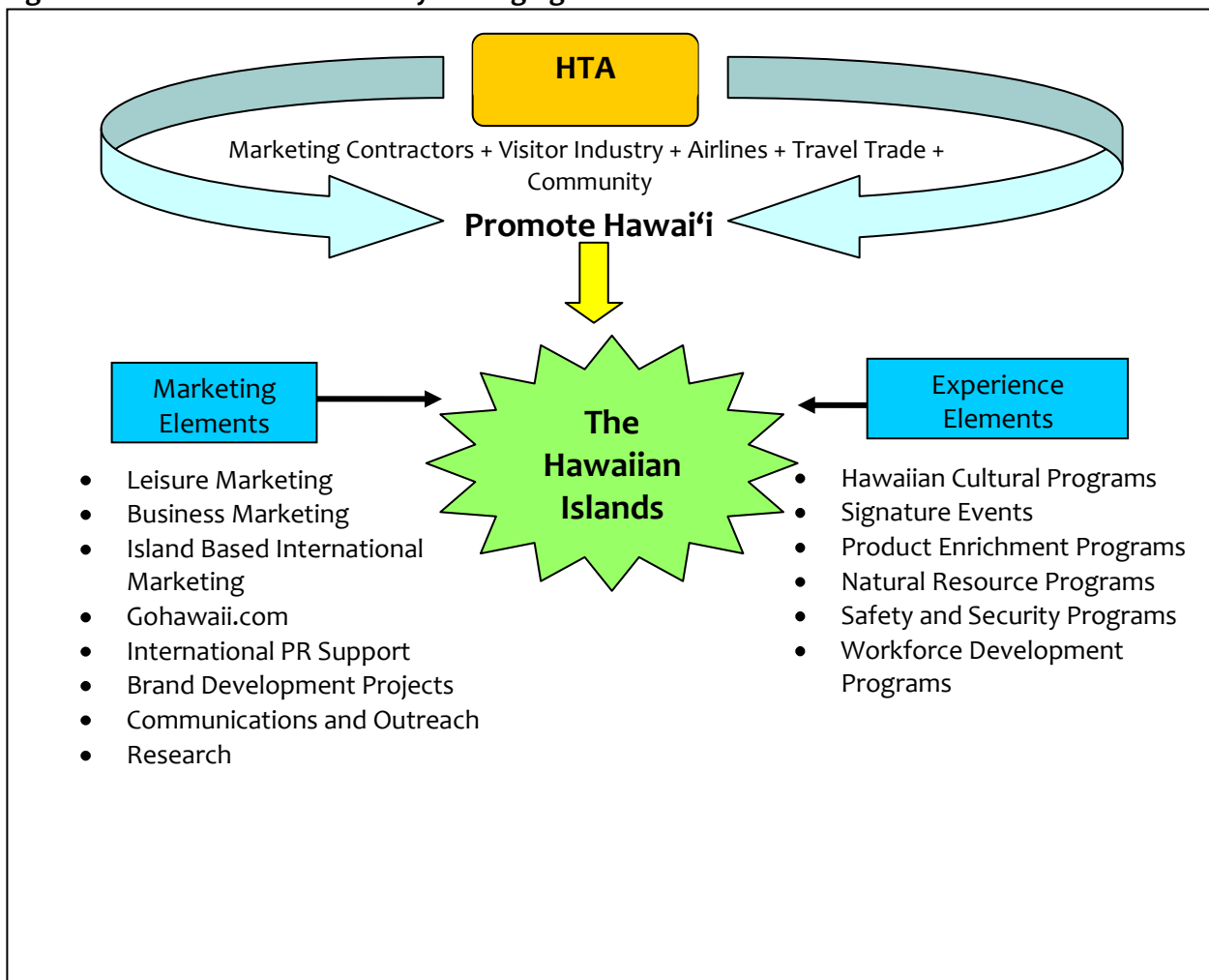


As the state’s tourism agency, one of the Hawaii Tourism Authority’s (HTA) key strategic roles is brand management – or more specifically, managing the promotion of Hawai’i’s brand, and supporting programs to help deliver on the brand promise. This work requires the HTA as the overall custodian of the Hawai’i brand to ensure the alignment of advertising and marketing programs with a true Hawai’i experience.

Successful brand management is achieved by the HTA coordinating with global marketing partners, visitor industry partners, including domestic and international airline carriers, travel trade members, and community stakeholders to ensure marketing and communications efforts are on target and appropriate, and aligned with Hawai’i’s distinctive products, activities, natural resources, Hawaiian culture and multi-cultures – in sum, the Hawai’i experience.

The following graphic helps to illustrate how the HTA executes its brand management role:

Figure 1: Hawai’i Tourism Authority: Managing the Hawai’i Brand



HTA and its marketing partners are responsible for helping to generate Hawai'i brand awareness, destination demand for both leisure and business segments. Sufficient demand helps to provide a rationale for airlines to provide air seats to Hawai'i, and they (airline carriers), as well as the rest of the visitor industry, such as hotels, travel agents, and others, are in control of converting interested travelers to actual visitors to Hawai'i. Their prices, availability, accommodations and services enable actual visitation to our state.

Relating to the Hawai'i experience – and delivering on the Hawai'i brand promise, HTA has the ability to manage, create, and support the development of unique tourism experiences such as community and cultural festivals; sporting events; and natural resources and community programs. HTA also directly affects the visitor experience through its support of workforce development and visitor assistance initiatives, and all the while integrating community and resident considerations, and respect for the Hawaiian host culture.

Successful brand management is when demand for Hawai'i leads to actual visitation and an incomparable visitor experience. When this is accomplished, Hawai'i benefits with increased visitor spending, repeat visitation, and endorsements for travel to Hawai'i.

Figure 2: Hawaii Brand Management at Work

