



# 2024 HTA Spring Tourism Update

3.6.2024

Jennifer Gaskin  
Account Director, HTO

# MEET THE TEAM



Darragh Walshe  
Tourism Director



Jennifer Gaskin  
Account Director



Anna Riedel  
PR & Trade Manager



Maree Robinson  
Marketing & Campaigns  
Executive (NZ)

*E lauhoe mai na wa'a*  
Everybody paddles the canoe together

# GENERAL ECONOMY

Inflation AU  
4.1%

Inflation NZ  
4.7%

Unemployment  
AU  
4.1%

Unemployment  
NZ  
4%

\$ rate AU  
\$0.66

\$ rate NZ  
\$0.62



# 2023 STATS

Total Visitors  
240,000

Australia  
187,000

New Zealand  
52,000

Total Spend  
\$639.5M

PPPD Spend  
\$293.5

ALOS  
9.6

Average age  
45.1

Average number in party  
2.8

Average number of trips  
2.7

# ISLAND VISITATION

O'ahu - 98%

Maui - 11%

Island of Hawai'i - 11%

Kaua'i - 7%



# OUTBOUND TRAVEL SENTIMENT

1,207,019

Total visitation from  
Australia and NZ to the  
USA 2023

75%

of pre-pandemic visitation  
reached in 2023 to the USA

14%

of visitation to the USA  
from AU & NZ was to  
Hawaii, after California  
28%

10

Number of airlines now  
flying between AU, NZ and  
the USA

91 Days

Current advance booking  
period

56%

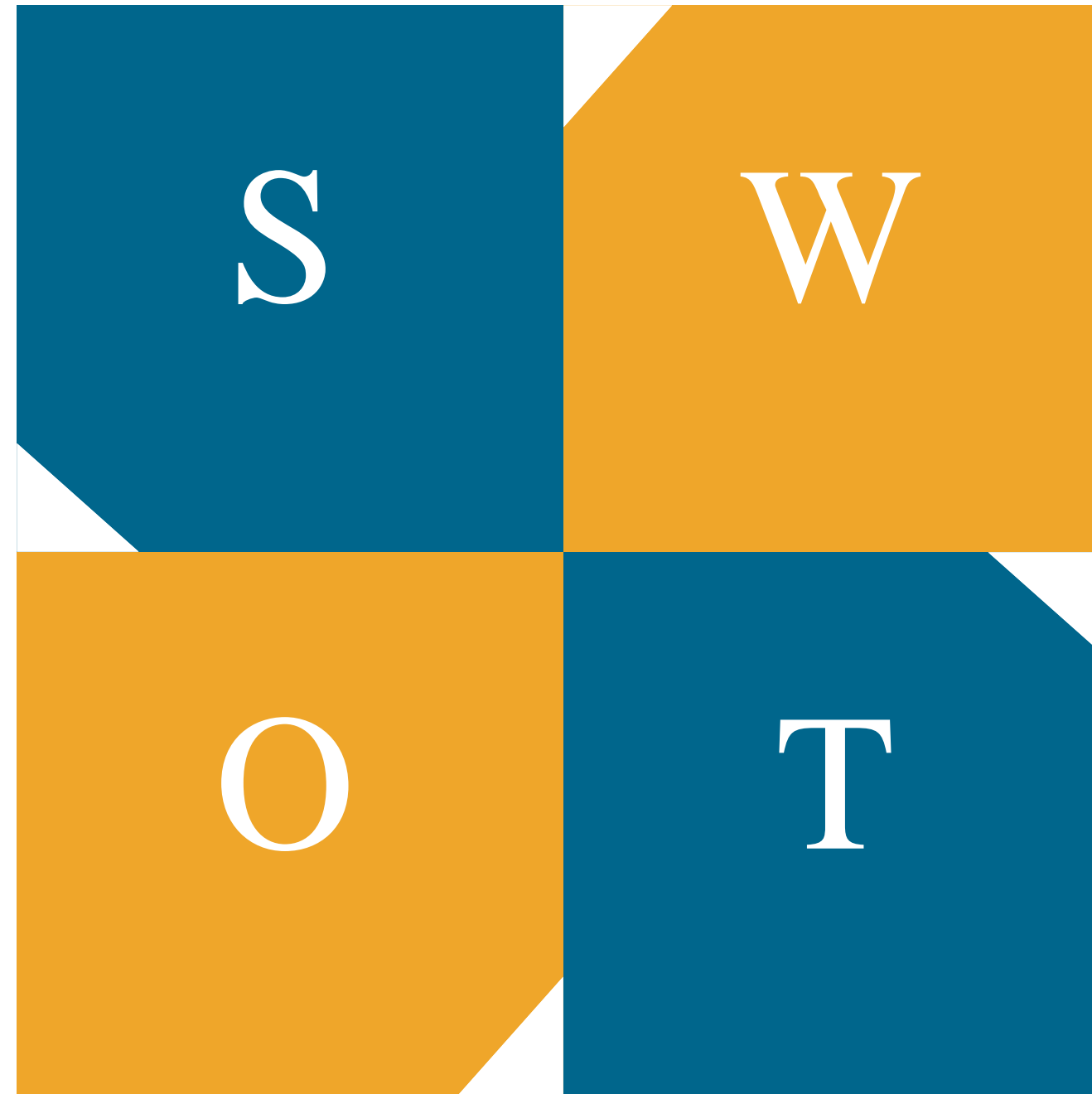
of travelers do not have a  
specific destination in  
mind when they start  
thinking about a holiday

## STRENGTHS

Repeat visitors  
Strong brand Presence  
Range of product  
Direct flight

## OPPORTUNITIES

Dual destination visitation  
Responsible traveler segment  
Multi-island group itineraries



## WEAKNESSES

High price  
Lack of Brisbane flight  
Reduced capacity from NZ

## THREATS

Competitor destination budgets  
Price of competitor set  
Increased direct capacity to US mainland  
Popularity of Europe

# TARGET AUDIENCE

Young Families



Couples



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OCEANIA



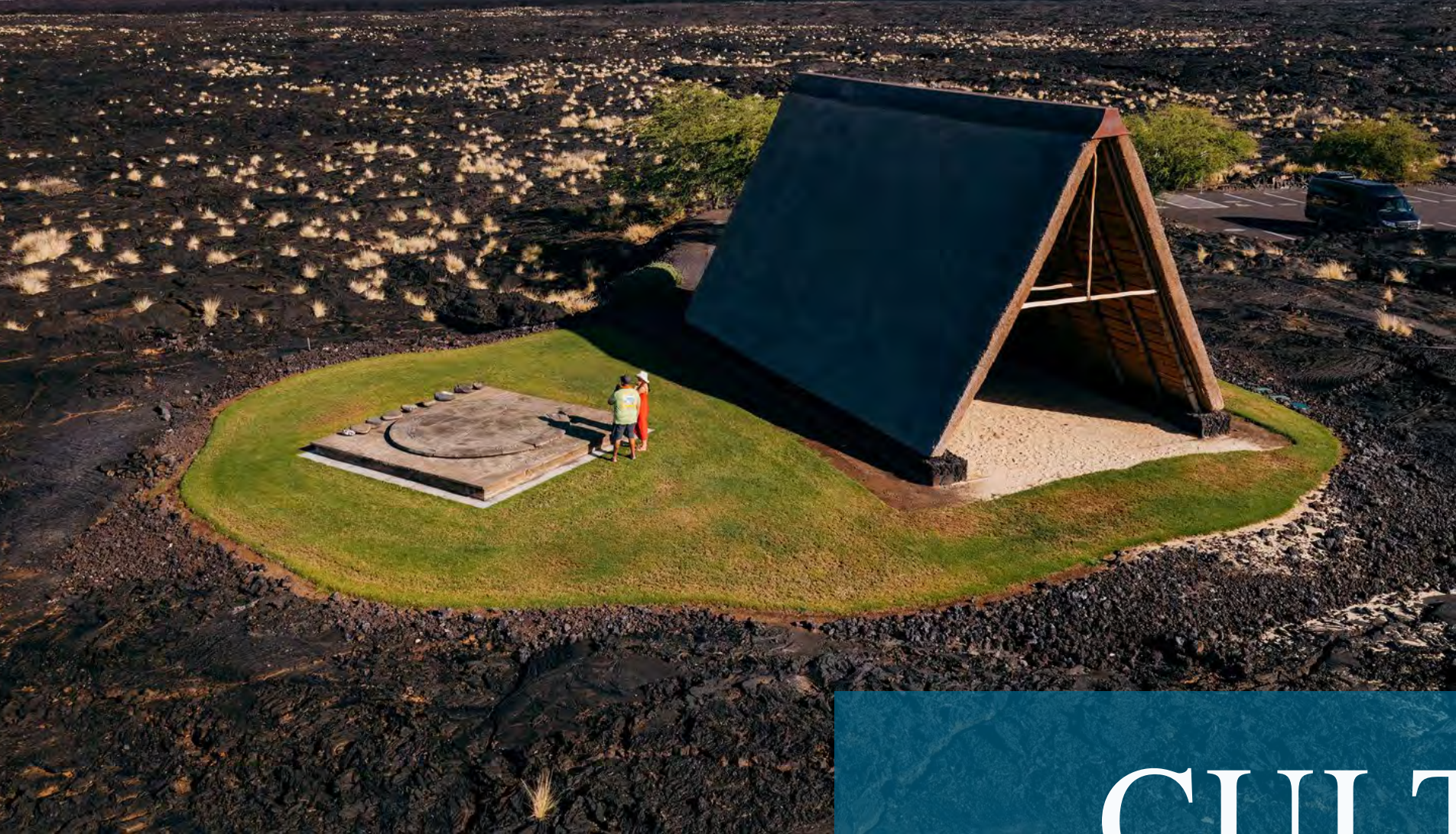
# BRAND MESSAGE

HAWAII TOURISM™  
OCEANIA



# CONNECTION





# CULTURE





# CULINARY



Add A Filling .....\$2  
 .....\$3  
 .....\$6  
 .....\$9  
 .....\$15

**Drinks**  
 Mango-Lilikoi Lemonade .....\$4  
 Iced Kona Coffee.....\$6  
 Water.....\$3

**Visit our other locations:**  
 San Diego (Seasonal) - Utah - Seattle  
 South Carolina - Northern California  
 Maui - Oahu (Polynesian Cultural Center & Downtown)

Cheesecake  
 Caramel Cream  
 Lilikoi (Passion Fruit)  
 Peanut Butter & Chocolate Haupia  
 Raspberry  
 Mango  
 Java  
 Chocolate  
 Pistachio  
 Caramel  
 Pineapple Cream  
 Peanut Butter  
 Chocolate Chips  
 Cookie Butter  
 Strawberry  
 Lilikoi Cream Cheesecake

A Sweet Part of Hawaii Home; Partnership opportunities available: (808) 747-5531



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UCLA

World Famous Hot **MALASADAS**

Hawaii's Ultimate DONUT

As Seen On  
Food Network  
Travel Channel  
& HGTV






MĀLAMA HAWAI'I &  
TRAVEL PONO



DESTINATION  
MANAGEMENT



FESTIVALS &  
EVENTS



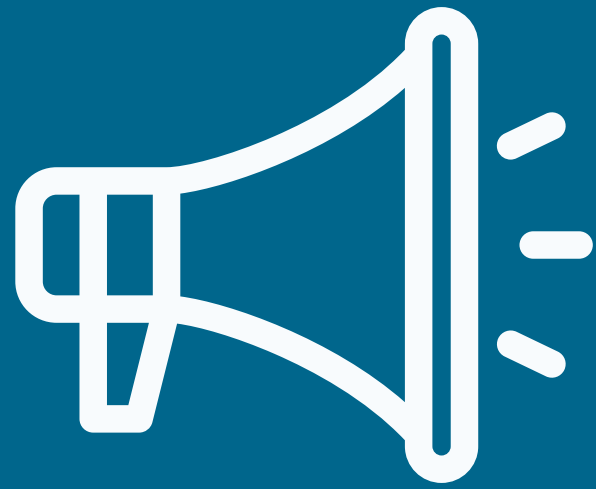
MADE IN  
HAWAI'I

HAWAI'I TOURISM™  
OCEANIA

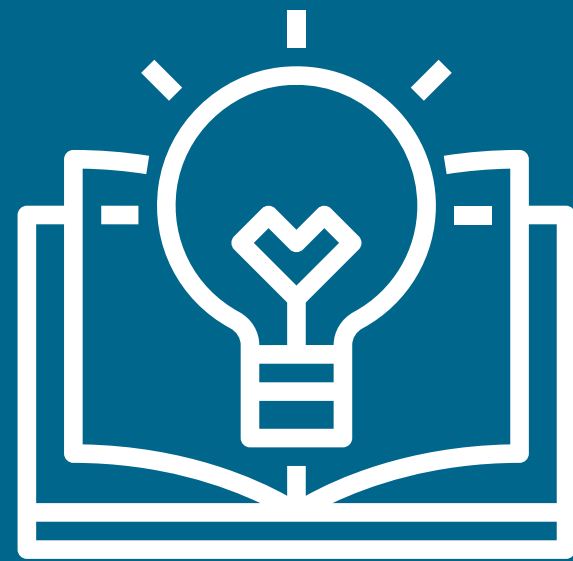


# MARKETING STRATEGY

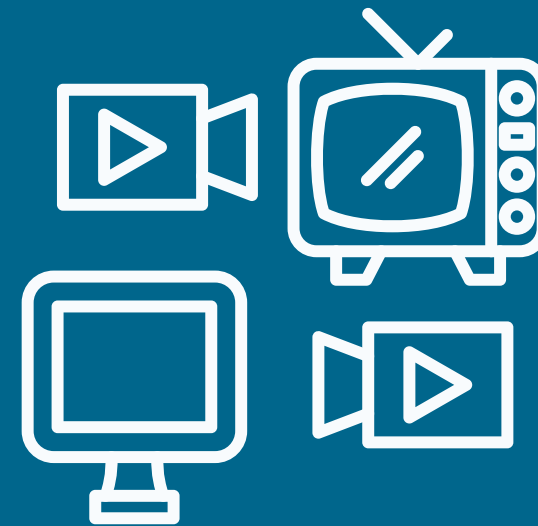
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CONSUMER BRAND  
AWARENESS - NEW  
AND ESTABLISHED  
AUDIENCES



TRADE AWARENESS  
AND EDUCATION,  
NEW PRODUCT  
DEVELOPMENT



MEDIA EDUCATION  
AND VISITATION  
PROGRAM, SOCIAL  
MEDIA PROMOTION



STRATEGIC BRAND  
PARTNERSHIPS AND  
SPONSORSHIPS

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MAJOR  
CAMPAIGNS/  
PROGRAMS Q1

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DUKE'S DAY 2024

HAWAII TOURISM™  
OCEANIA

ISLANDS EXPERIENCES CULTURE **The HAWAIIAN ISLANDS** PLANNING LANGUAGES

# Mālama Adventures

Journey with Aloha

SCROLL TO CONTINUE

## Mālama Explained

Mālama is a Hawaiian term that signifies the act of caring for and nurturing, reflecting a deep connection between people and their environment. By practicing mālama – giving back to the land, ocean, wildlife, community, and more – you become an important part of a cycle that enhances both the Hawaiian Islands and your own experience as a visitor. It's this relationship that makes the Hawaiian Islands truly special, where the bond between nature and culture thrives.

JOURNEY WITH  
ALOHA CONTENT  
PROJECT

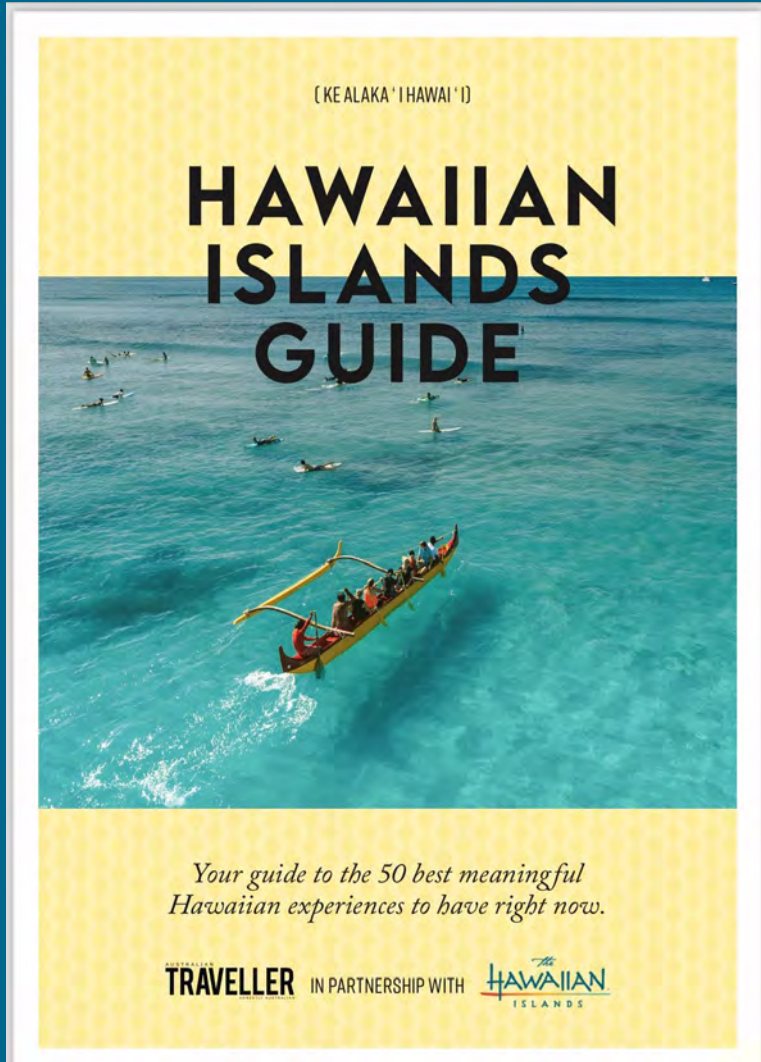
# OCEAN FILM FESTIVAL WORLD TOUR

THE WORLD'S MOST BREATHTAKING OCEAN FILMS FROM ABOVE AND BELOW THE SURFACE.

ACT CAMBRIDGE 15, 16 March - NZQA National Film & Sound Archive	NT DUBLIN 20, 21 April - Debut Film Cinema	VIC GEelong 15 March - Village Cinema
NEW AVALON BEACH 10 March - United Cinema	QLD BIRRBING 23 Feb, 2 March - Brisbane Powerhouse	NSW MELBOURNE 1, 2 March - Astor Theatre
WYCA BEACH 18 March - Beers Beach Picture Theatre	CAIRO 17 March - OSM	NSW MELBOURNE 3 March - RMY Capital Theatre
COFFS HARBOUR 1 March - The Jerr	QLD GOLD COAST 20, 21 March - House of the Arts (HOA)	NSW ROSELAND 14 March - Peninsula Cinema
FOSTER 17 March - Great Lakes Cinema	NSW WOLGA 15, 16 March - The J	NSW WARRIMOO 15 March - Capital Cinema
LINCOLN 14 March - Cultural Centre	NSW POTTERVILLE 11 March - Cine Theatre	WA ALBANY 1 March - Albany Entertainment Centre
NEWCASTLE 8 March - Event Cinema Balina	NSW TOWNSVILLE 18 March - Cine Theatre	NSW BROOME 11 March - Sea View
STONEY CREEK 15 March - Event Cinema George St	SA ADELAIDE 4 March - Capitol Theatre	NSW DARWIN 5 March - BSEC
STONEY CREEK 15 March - The Ritz Cinema	NSW TAS HOBART 11 March - The Fox of Centre Friends School	NSW GEORGETOWN 18 March - Queensland Theatre
STONEY MOUNT 24 Feb, 1, 2 March - Regency Odeon	NSW LAURICESTON 18 March - The Bannocks	NSW HARRISBURG 18 March - HARRISBURG
WOLLINGONG 1 March - The Movies, NOW		NSW PERTH 22, 23, 24, 25 May - Shaw Theatre Centre of WA

VIEW THE TRAILER & BOOK TICKETS [oceanfilmfestival.com.au](http://oceanfilmfestival.com.au)

OCEAN FILM  
FESTIVAL  
SPONSORSHIP



INTERNATIONAL  
TRAVELLER - 50 BEST  
EXPERIENCES

INTERNATIONAL  
MEDIA  
MARKETPLACE

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HUNTER TRAVEL  
GROUP EXPO



VISIT USA



TRAVEL ASSOCIATES  
SHOWCASE

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OCEANIA

**FULL-SERVICE FLIGHTS INCLUDED**

**Aloha!**  
BONUS SALE

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**HOLIDAY NOW PAY LATER**  
WITH 18 MONTHS INTEREST-FREE

**ALOHA HAWAII WITH RACH & JACKY**  
Follow our experts and discover the best things to do, the best places to stay, the best foods to try, and so much more.

FLIGHTS INCLUDED	FLIGHTS INCLUDED	FLIGHTS INCLUDED
<b>4000 BONUS VALUE</b> <b>SHERATON PRINCESS KAIULANI</b>	<b>3000 BONUS VALUE</b> <b>HYATT REGENCY WAIKIKI BEACH RESORT &amp; SPA</b>	<b>3000 BONUS VALUE</b> <b>KA LAY WAIKIKI BEACH, LXR HOTEL BY HILTON</b>
<b>YOUR 10 NIGHT HOLIDAY PACKAGE</b> 10 Nights in a Princess Royal Suite, King Room Return full-service flights including checked baggage, airport depart and arrival transfers Kids stay free	<b>YOUR 7 NIGHT HOLIDAY PACKAGE</b> 7 Nights in a Parkside City View Room Return full-service flights including checked baggage, airport depart and arrival transfers Kids stay free	<b>YOUR 5 NIGHT HOLIDAY PACKAGE</b> 5 Nights in an upgraded Deluxe City View Room Return full-service flights including checked baggage, airport depart and arrival transfers Kids stay free
<b>Additional 2 nights included!</b> My Hawaii VIP Airport Lounge Access - check-in, relax and dine before you fly Resort Fee included! - valued at USD120 per stay All-day All-night Happy Hour drinks and small plates at \$10.95 per drink and \$10.95 per plate Aloha Mauna Wheroa Center Premium Passport	<b>Additional 2 nights included!</b> My Hawaii VIP Lounge Access to premium Hyatt Regency Club lounge on arrival day Resort Fee included! - valued at USD120 per stay All-day All-night Happy Hour drinks and small plates at \$10.95 per drink and \$10.95 per plate Aloha Mauna Wheroa Center Premium Passport	<b>USD100 Resort credit!</b> Daily resort fee included - valued at USD20 per stay (excluding daily maintenance, pool, beach toys and beach towels, surf, fitness centre and more) No extra person fee (exclusive to My Hawaii) Sunset Happy Hour all day drinks and plates at Waialae Ocean Course Aloha Mauna Wheroa Center Premium Passport
FROM \$2599 PER PERSON (18+ DEC)	FROM \$2599 PER PERSON (18+ DEC)	FROM \$2899 PER PERSON (18+ DEC)

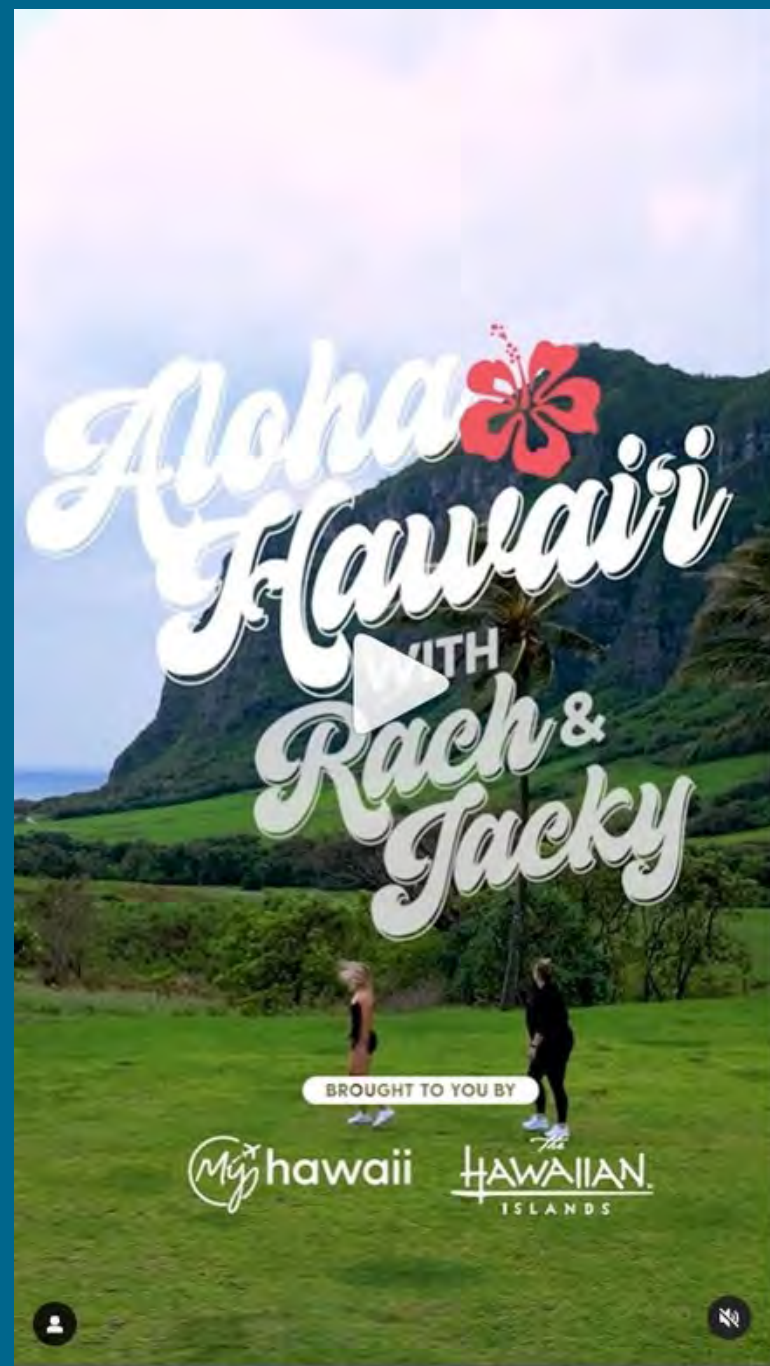
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97% Google reviews

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HAWAII HOLIDAY CENTRE GIFT CARD



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myholidaycentre Something BIG is coming! 🌺

Get ready to join My Hawaii Experts, Rach and Jacky, as they say Aloha to Hawai'i and discover the best things to do, the best places to stay, the best foods to try, and so much more.

🔔 Set your alarm, as the first episode drops TOMORROW.

Make sure to turn post notifications on, by visiting our profile and hitting the bell icon, so you never miss an episode! 📢🌟

#dreamingofhawaii #islandsofaloha #hawaii #myhawaii #hawaiiavacation #hawaiiholiday

Edited · 1w

MYHAWAII CO-OP  
AND CONTENT  
PROJECT

HAWAII TOURISM  
OCEANIA

# LOOKING FORWARD

## We Are Explorers

Consumer video and  
content series

## Month of Lei

Roadshow and incentive  
with Island Chapters

## NZ Fam

With First Travel Group

## Pre-IPW Fam

Product Managers from AU  
& NZ

## Aloha Down Under

September  
Australia & New Zealand  
Plus media and consumer  
events

## Media Fam

Agri-tourism/culinary  
theme

## Agent Training

Webinars and in person



# PARTNERSHIP OPPORTUNITIES

2

group trade famils - May & October

1

group media famil - date TBC

10

trade and consumers e-newsletters

10

months of social media content and updates

## Aloha Down Under

September  
Australia & New Zealand  
Plus media and consumer events

## Webinars

we can host individual webinars or by island or theme

## Visiting media

please reach out if you're interested in hosting media



MAHALO!

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