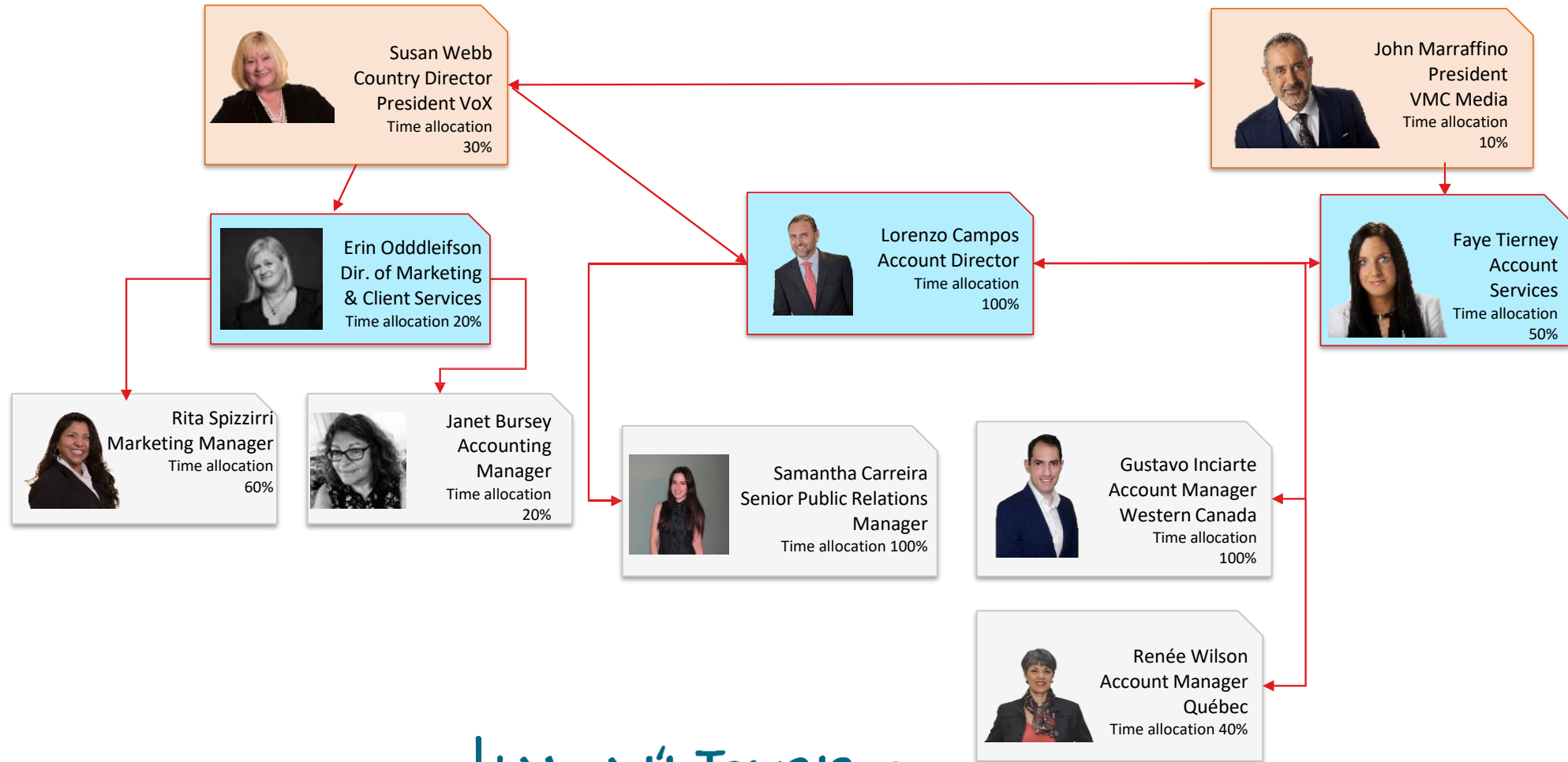




# **2023 Jan – Jun Brand Marketing Plan (BMP) & Destination Management Support Plan (DMSP)**

Lorenzo Campos  
Account Director

# HAWAII TOURISM CANADA TEAM



# 2023 BMP

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# MARKET SITUATION

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# GENERAL ECONOMY

Economic Indicators	2019	2020	2021	2022f	2023f	2024f
GDP, market prices (2012 \$) (% change)	1.9%	-5.2%	4.5%	3.5%	3.3%	2.0%
Real Disposable Income (2012 \$) (% change)	3.0%	8.3%	0.3%	-1.9%	0.7%	2.8%
Household Spending (2012 \$) (% change)	1.4%	-6.2%	5.0%	4.7%	3.0%	2.5%
CAD/USD	\$0.75	\$0.74	\$0.80	\$0.80	\$0.79	\$0.78

Source: Conference Board of Canada

# TRAVEL RESTRICTIONS

- October 1, 2022, Canada ended all travel restrictions
- Some provinces are advising to wear masks in public spaces





- Travel is more important for people than pre-pandemic
- Usage of loyalty programs significant
- Bucket list trips, solo travellers
- 90% of travelers looking for sustainable options: adventure, sport, eco-tourism, health and wellness
- Experiential & culture
- Extended Stays



## TRAVEL SENTIMENT



# AIR SEAT SYNOPSIS

Annual capacity similar to 2019

	2019	2022p	Change
Scheduled non-stop seats	484,613	490,467	1.2%

	2019 Jan-June	2023p Jan-June	Change
Scheduled non-stop seats	306,686	279,345	-8.9%

Airline	Non-stop seats scheduled 2022p (HNL,OGG,KOA,LIH)
Air Canada	226,389
WestJet	260,826





**Brent Hill** • Following

Chief Executive Officer at Tourism Fiji

2w • 🌐

Swap hula for bula! Since late November, Canadians now have non-stop access to Fiji from Vancouver, through [Fiji Airways](#)! So now we have 3 non-stop ports - LAX, SFO and YVR, all flying direct - leaving at night, and arriving for b ...see more



In Fiji, you can swap hula for bula

[torontosun.com](#) • 1 min read

# COMPETITIVE LANDSCAPE

- Heavy investment from sun destinations in the Canadian market
- Training, media and trade events participation
- Jamaica in state of emergency due to violence
- Canadian government advising to travel to Mexico carefully due to violence in some areas

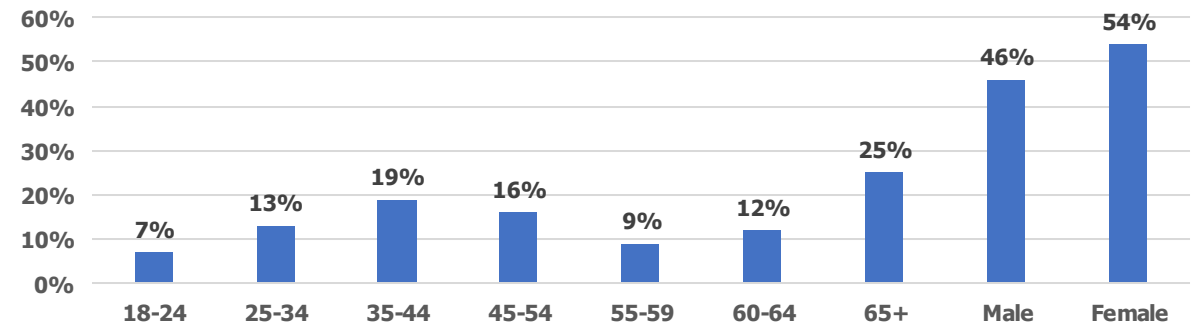
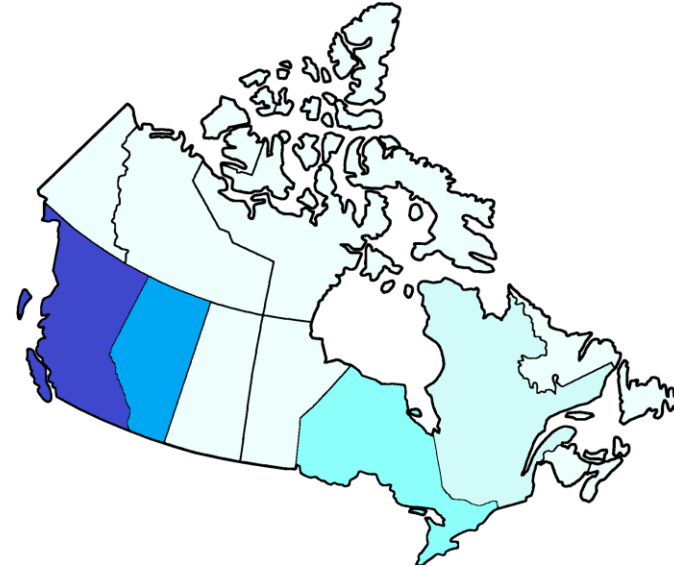
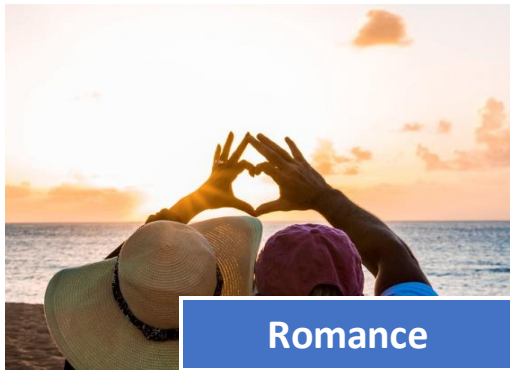
# TARGET AUDIENCE

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# TARGET AUDIENCE



Higher than \$100k income



# KEY CAMPAIGNS/PROGRAMS

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# KEY CAMPAIGNS/PROGRAMS

## Airline and Tour Operator Cooperative Programs

March-April 2023



AIR CANADA



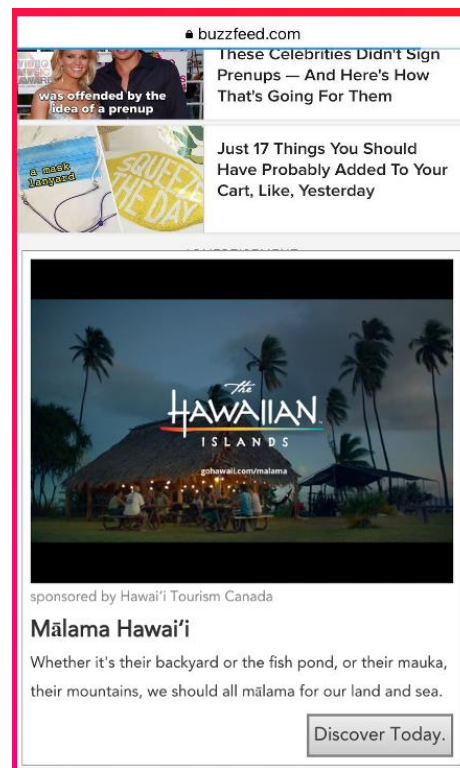
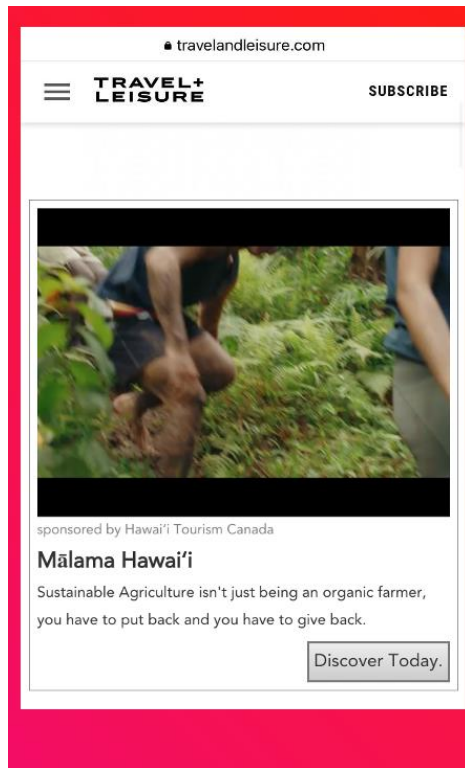
HTCAN will partner up with Air Canada, WestJet and TravelBrands on cooperative programs to reach the travel trade and the consumer markets with educational messages and target the high-value, mindful travelers. These coops will have the objective of extending the travel period of the Canadian market further into the Spring to flatten the seasonality, in order to better align the coops with the DMAP actions.



# KEY CAMPAIGNS/PROGRAMS

## Consumer Advertising

February March 2023

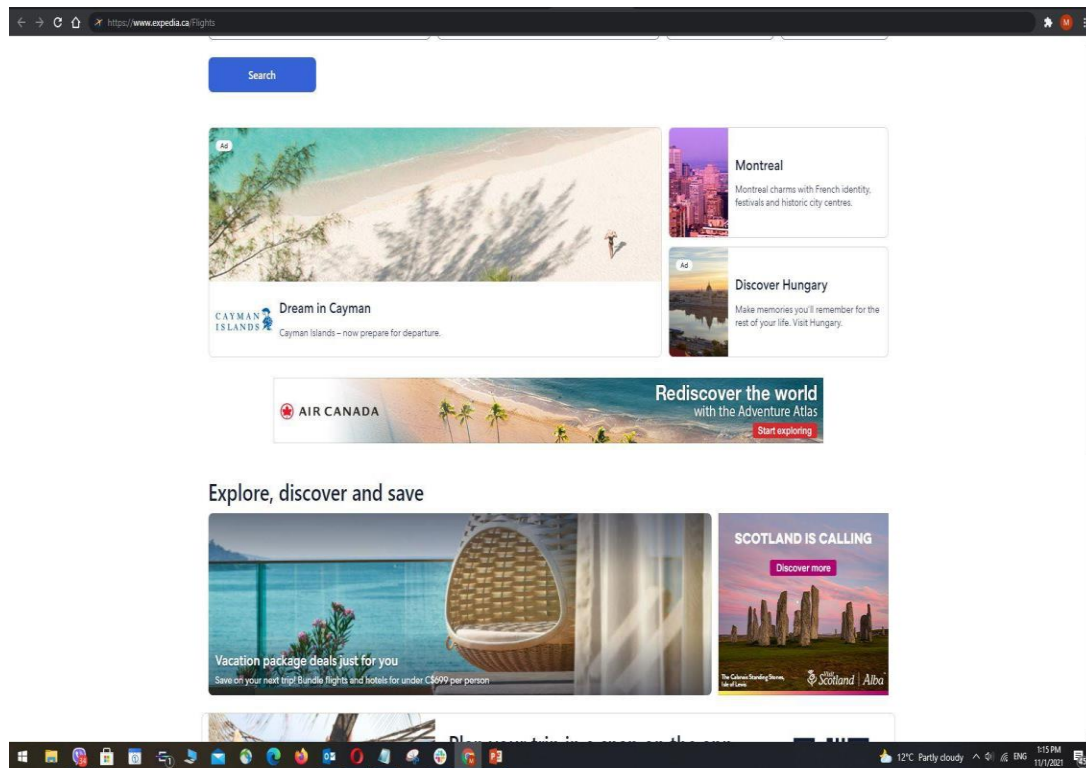


HTCAN will educate the consumer by investing in video placement on digital platforms to be able to identify and target the right audience to attract mindful travelers who are interested in practicing the value of mālama not only when visiting Hawai'i, but also in their lives in general. The target audience already is open to more sustainable ways of living, travel, working, etc.



# KEY CAMPAIGNS/PROGRAMS

## Online Marketing Campaign with OTA/travel trade partner Q2 2023



HTCAN will work with an OTA to launch a consumer oriented educational campaign on which HTCAN can show educational videos such as the Kuleana and Mālama Hawai'i but also develop articles that explain the meaning of the messaging. The goal is to reach out to potential travelers that are already looking to visit Hawai'i and educate them to be mindful travelers as well as explaining the mālama and kuleana values, creating awareness on their impact and encouraging to participate in activities that give back.



# 2023 DMSP

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# 2023 STRATEGY

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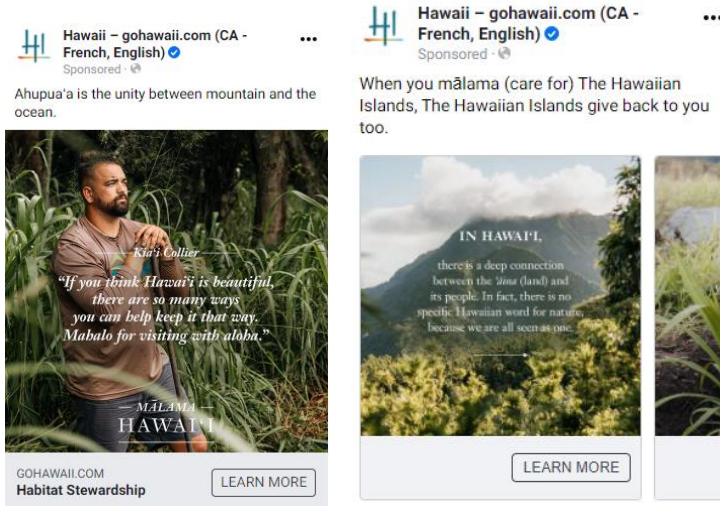
# STRATEGY

*Mālama Hawai'i: responsible tourism, the diversity of Hawai'i's people, place, and culture.*

## CONSUMER

Social media (organic & paid)

Online video



## PUBLIC RELATIONS

Individual & group fam trips

Press releases

Discover America Canada

## TRAVEL TRADE

Partnerships TOs and airlines

MCI & Travel Trade media

Education:

Webinars

Trade shows

Product fam

Mālama Advocates

HTCAN Controlled  
Messaging

# STRATEGY

Message  
Replica

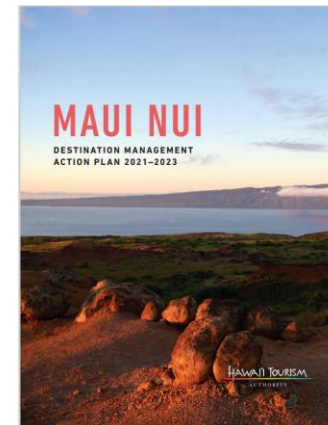
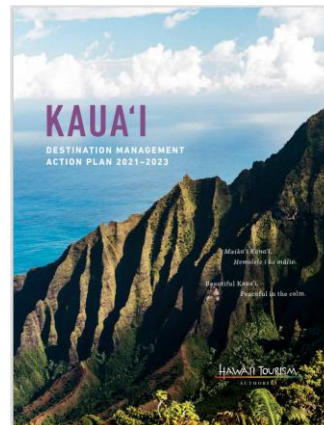
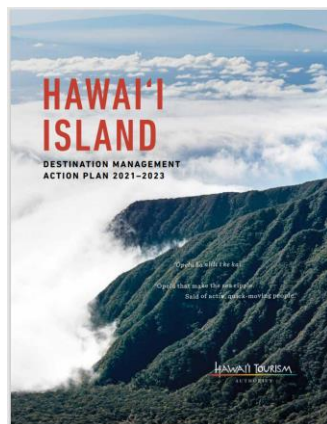
Mālama Advocates

Partnerships

DMAP Support

Travel  
Experience

Mālama Advocates



# KEY CAMPAIGNS/PROGRAMS

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# KEY CAMPAIGNS/PROGRAMS

## Media group fam

March 2023

- 2 island fam trip
- 4 media + HTCAN escort
- Mālama Hawai'i activities
- Hawai'i made products
- Increased knowledge of the Hawaiian Islands
- High number of impressions through online and/or print media



## Product development group fam

April 2023

- 2 island fam trip
- 6 product development managers + HTCAN escort
- Mālama Hawai'i activities
- Hawai'i made products
- Increased knowledge of the Hawaiian Islands
- High number of developed products

# KEY CAMPAIGNS/PROGRAMS

## Media event

June 2023

- 20 to 25 media
- Mālama Hawai'i message
- Engagement with Hawaiian culture
- Cultural practitioners and activities TBD
- Hawai'i made giveaways
- Latest news on the islands
- Prizes



## Consumer Nights

March & April 2023

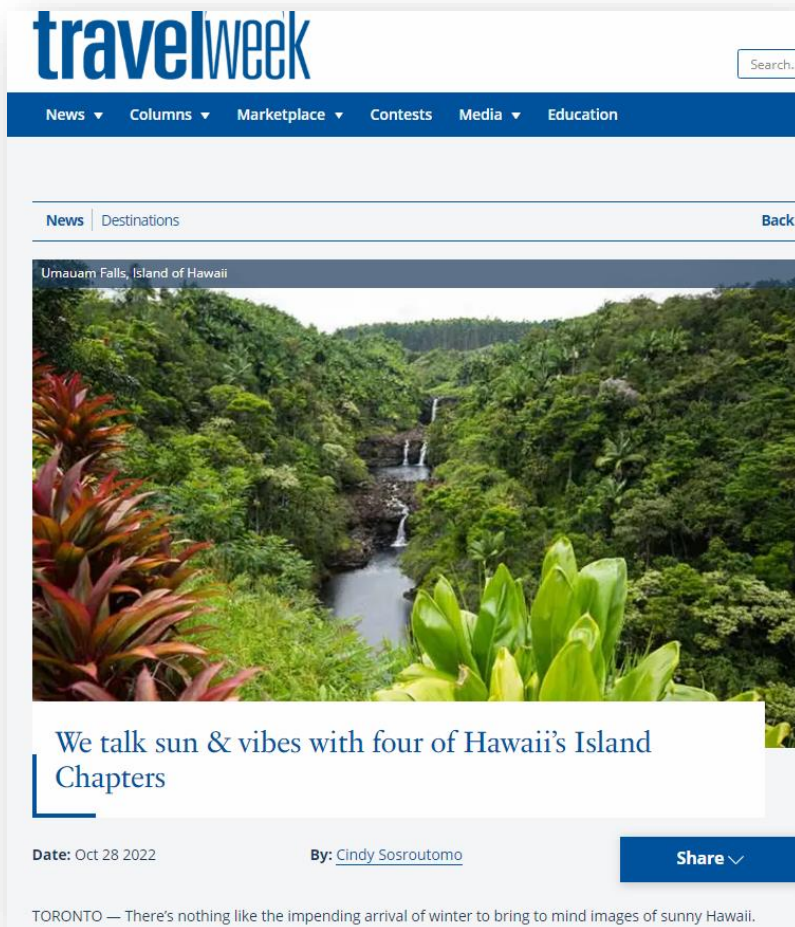
- Vancouver and Toronto
- Mālama Hawai'i message
- Updates on islands
- Hawai'i made giveaways
- Prizes
- Education



# KEY CAMPAIGNS/PROGRAMS

## Educational Campaign

Q2 2023



HTCAN, in partnership with the Native Hawaiian Hospitality Association (NaHHA), will invite travel advisors to participate in 2 webinars focused on how NaHHA reimagines the practice of mālama through the lens of regenerative tourism for the benefit of Hawai'i. The Hawai'i destination specialist program will be highlighted:

- Kuleana webinar
- Pono webinar



# KEY PERFORMANCE INDICATORS

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# KEY PERFORMANCE INDICATORS

Increase percentage for:

- Visitors recall hearing or seeing information about safe and responsible travel prior to arrival
- Visitors recall hearing or seeing information about caring for and respecting Hawai'i's culture, people, and environment prior to arrival
- Visitors recall hearing or seeing information about ocean and hiking safety prior to arrival
- Visitors recall hearing or seeing information about volunteer/giving back opportunities prior to arrival
- Visitors recall hearing or seeing information about support local/shop local prior to arrival
- Visitors recall hearing or seeing information about Mālama Hawai'i prior to arrival
- Consideration for visiting Hawai'i within the next 12 months

# PARTNERSHIP OPPORTUNITIES

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ACTIVITY	DATE	DESCRIPTION	LOCATION	COST
TRADE SHOWS				
WestJet Spring Shows	Q2	WestJet and WestJet Vacations invite HTCAN to participate with their interested partners that are part of the WJV offer to their shows to meet with travel agents	Toronto, Vancouver and Calgary	\$400 per city
TRADE FAMILIARIZATION TRIPS (FAMS)				
Product Development fam trip	May	8 Product Managers will be visiting and experiencing two of the Hawaiian Islands to learn more about them and develop or improve the already existing product	Islands TBD	In kind room nights, air tickets, activities, meals
TRAVEL TRADE EDUCATION				
Travel Week Educational Campaign (Trade)	Q2	HTCAN will organize, using the Travel Week platform two webinars: Pono and Kuleana	Online	In kind prizes for participants

ACTIVITY	DATE	DESCRIPTION	LOCATION	COST
<b>PUBLIC RELATIONS</b>				
Group Media Fam	April	5 traditional journalists will be visiting two of the Hawaiian Islands with the theme “The Hawaiian Islands: the Iconic & the Unexpected”	Islands TBD	In kind room nights, air tickets, activities, meals
Individual media fams	Jan-Jun	HTCAN will send at leas 3 individual journalists to different islands to curate authentic stories about Hawai‘i.	Islands TBD	In kind room nights, air tickets, activities, meals
Media event	June	HTCAN will host a media event with cultural activities so both, consumer and trade media, can experience Hawaiian culture firsthand.	Vancouver or Toronto	In kind prizes for the journalists
<b>CONSUMER PROMOTIONS</b>				
Consumer nights	Mar-Apr	HTCAN will organize 2 consumer nights partnering with a large travel agency on which HTCAN will talk about the importance of the responsible travel and the mālama and kuleana values	Vancouver and Toronto	In kind prizes for the attendees
<b>CONSUMER SHOWS</b>				
Modern bride Wedding Show	February	HTCAN will participate in the show to present the Hawaiian Islands as the perfect destination for a wedding, honeymoon or romantic escapade	Toronto	In kind prizes to raffle

ACTIVITY	DATE	DESCRIPTION	LOCATION	COST
<b>CONSUMER SHOWS</b>				
Modern bride Wedding Show	February	HTCAN will participate in the show to present the Hawaiian Islands as the perfect destination for a wedding, honeymoon or romantic escapade	Toronto	In kind prizes to raffle
Vancouver Destination Wedding Expo	February	HTCAN will participate in the show to present the Hawaiian Islands as the perfect destination for a wedding, honeymoon or romantic escapade	Vancouver	In kind prizes to raffle



**MAHALO!  
THANK YOU!  
MERCİ !**