



2023 HTA Spring Tourism Update

4.12.2023

Jennifer Gaskin
Account Director, HTO

HAWAI'I TOURISM OCEANIA TEAM



Darragh Walshe
Tourism Director



Jennifer Gaskin
Account Director



Kris Phadungkiatipong
Trade & Partnerships Manager



Melanie Lambert
Marketing & Campaigns Executive (AU)



Anna Riedel
PR Executive



Maree Robinson
Marketing & Campaigns Executive (NZ)

MARKET SITUATION



Q4 2022 STATS

Total Visitors
Q4 2019
88,237

Total Visitors
Q4 2022
66,698

% Difference
-32%

Total Spend
Q4 2019
199M

Total Spend
Q4 2022
184M

% Difference
-8%

Length of Stay
Q4 2019
9.3

Length of Stay
Q4 2022
9.6

% Difference
+3.1%



GENERAL ECONOMY

Inflation AU
7.8%

Inflation NZ
7.2%

Unemployment
AU
3.5%

Unemployment
NZ
3.4%

\$ rate AU
\$0.66

\$ rate NZ
\$0.62



OUTBOUND TRAVEL SENTIMENT

59%

of Australians are planning to visit a country they haven't visited before

88%

are planning on travelling internationally in 2023

57%

are more motivated to book a holiday than in 2022

37%

plan to extend their holidays in 2023

32%

will be taking their first international holiday since borders reopened

42%

will go back to a destination they have been to before and loved

62%

say food tourism is their number one travel motivator

30%

are looking for a sustainable tourism experience



Q1 STATS JAN/FEB

Visitor \$
103M

Vs 2019
-14%

Visitor Days
361,013

Vs 2019
-26%

Total Arrivals
40,880

Vs 2019
-18%

Air Seats
54,143

Vs 2019
-46%



AIRLIFT: 2019 VS 2023

Air NZ

-27%

Hawaiian
Airlines NZ

-22%

Total NZ

-25%

Qantas

-6%

Hawaiian
Airlines AU

-40%

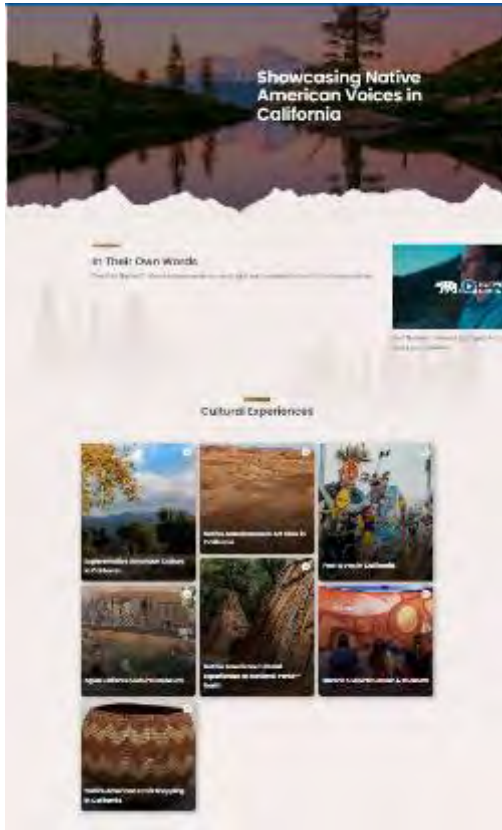
Jetstar

-41%

Total AU

-33%

COMPETITIVE LANDSCAPE



TARGET AUDIENCE



CORE BRANDING MESSAGE



Connection

By delving deeper into the relationships that the people of Hawai'i have with the land, the ocean and their culture, we'll be giving visitors a deeper understanding of why the Hawaiian Islands are so special and how visitors also play a role in their protection and regeneration.



Culture

The spirit of *aloha*, cherished traditions, history, and culture are what make Hawai'i unique. Our activities aim to build a deeper connection between the visitor and the Hawaiian Islands by sharing these deep-rooted cultural traditions.



Culinary

Post-Covid, food and drink is emerging as one of the strongest trends in travel. Travelers are seeking culinary adventures to sample authentic ingredients, cuisines and drinks, and to dive deep into the kaleidoscope of flavors, textures and stories of the people, process and place that go into them.

Q1 REVIEW

Q1 REVIEW - TRADE



Visit USA

Expos in Sydney, Brisbane, Melbourne and Auckland, plus Brand USA B2B in Sydney and Auckland

785 agents in attendance across all events



Travel Associates Showcase

Product Showcase in Brisbane with 250+ travel advisors in attendance

Travel Associates are launching ticketed consumer events this year, we'll take part in the first one on 30th April



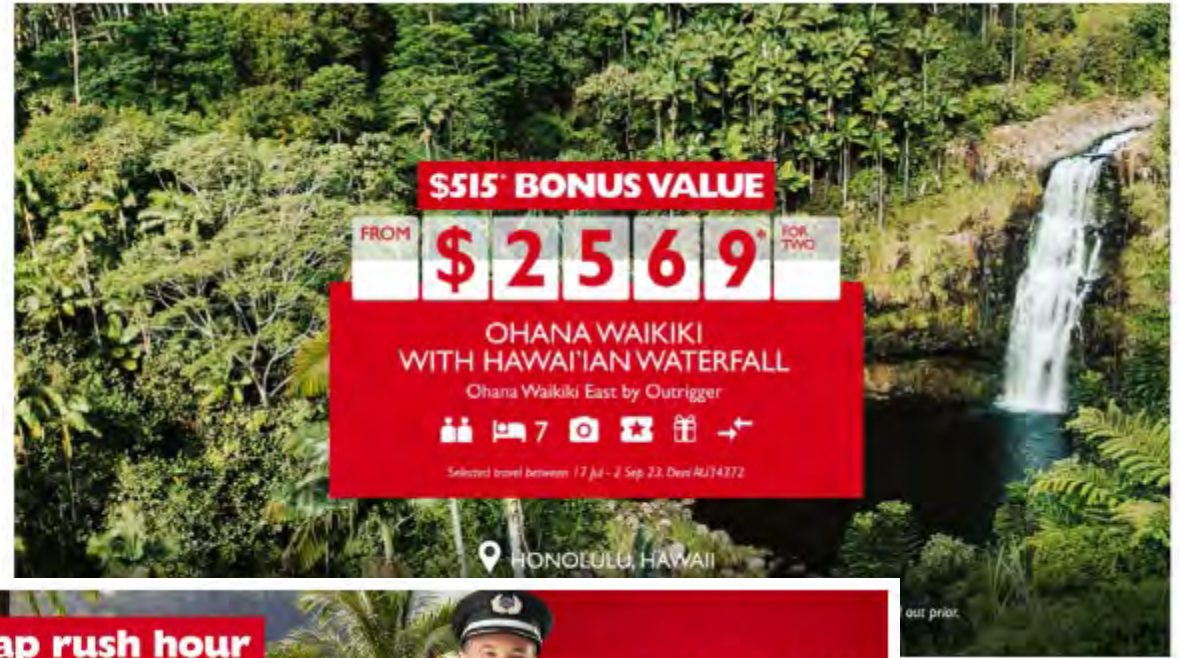
Ohana Update

Trade and media event in Sydney with our key partners.

Conducted a Hawaiian rum tasting with Kōloa Rum as part of our made in Hawai'i messaging.

Q1 REVIEW – TRADE

FLIGHT CENTRE™



Q1 REVIEW – TRADE



My Holiday

Escape to Hyatt Regency Waikiki Beach Resort & Spa. Spend your days walking along the beach, sipping on a cocktail or exploring Honolulu's best attractions and more...

- 6 Nights in a Waikiki City View Room
- Full service economy flights with Hawaiian Airlines Intl. 2x32kg checked luggage per person
- Kids stay free
- Daily resort fee included
- All day all night happy hour pricing at SWIM bar
- US\$5100 resort credit
- Waikiki Outlets Shopping Shuttle
- Ala Moana Premier Passport Voucher
- Peace of Mind Guarantee

All this from only \$2599pp
<https://bit.ly/1H4ed1y> Hawaii/HyattRegency
 See website for T&Cs

myhawaii.com.au
 Unmissable Tropical Escape [Learn more](#)

My Holiday

Escape to an oceanfront (beachway and) feel yourself relaxing on the golden sands, paddling across the only saltwater lagoon in Waikiki, and plunging into the sparkling waters of one of the five resort pools and more. Located in the heart of Waikiki, Hilton Hawaiian Village is the perfect position from which to explore all that Oahu has to offer.

- 6 Nights in a Tapa Collection Resort View Room
- Full-service flights with Hawaiian Airlines including 2x 32kg checked luggage per person
- Return airport to resort transfers
- Kids stay free
- US\$5100 resort credit
- Hilton Adventure Sail
- Daily mandatory resort fee included
- Peace of Mind Guarantee

All this from only \$2799pp
<https://bit.ly/1H4ed1y> Hawaii/HyattRegency
 See website for T&Cs

myhawaii.com.au
 \$2500 Bonus Value | Hawaiian Paradise Awaits [Learn more](#)

My Holiday

Relax at the beachside Twin Fin Resort. This newly refurbished resort celebrates the essence of modern surf culture by offering a timeless charm and laidback vibe, making it an ultimate Hawaiian Escape. From pool side activities to surfing and more, there's something for everyone!

- 6 Nights in a Partial Ocean View Room
- Full service economy flights with Hawaiian Airlines Intl. 2x32kg checked luggage per person
- Kids stay free
- Daily resort fee included
- Breakfast daily in Coconut Club
- Guaranteed one room category upgrade
- Ala Moana Premier Passport Voucher
- Peace of Mind Guarantee

All this from only \$2699pp
<https://bit.ly/1H4ed1y> Hawaii/HyattRegency
 See website for T&Cs

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 \$2599

YOUR exclusive Hawaii CENTRE

UP TO \$3000 OFF SALE

<p>6 NIGHTS IN A TAPA COLLECTION RESORT VIEW ROOM</p> <p>Full service economy flights with Hawaiian Airlines Intl. 2x32kg checked luggage per person</p> <p>Kids stay free</p> <p>Daily resort fee included</p> <p>All day all night happy hour pricing at SWIM bar</p> <p>US\$5100 resort credit</p> <p>Waikiki Outlets Shopping Shuttle</p> <p>Ala Moana Premier Passport Voucher</p> <p>Peace of Mind Guarantee </p>
<p>6 NIGHTS IN A PARTIAL OCEAN VIEW ROOM</p> <p>Full service economy flights with Hawaiian Airlines Intl. 2x32kg checked luggage per person</p> <p>Kids stay free</p> <p>Daily resort fee included</p> <p>Breakfast daily in Coconut Club</p> <p>Guaranteed one room category upgrade</p> <p>Ala Moana Premier Passport Voucher</p> <p>Peace of Mind Guarantee </p>
<p>6 NIGHTS IN A WAIKIKI CITY VIEW ROOM</p> <p>Full service economy flights with Hawaiian Airlines Intl. 2x32kg checked luggage per person</p> <p>Kids stay free</p> <p>Daily resort fee included</p> <p>All day all night happy hour pricing at SWIM bar</p> <p>US\$5100 resort credit</p> <p>Waikiki Outlets Shopping Shuttle</p> <p>Ala Moana Premier Passport Voucher</p> <p>Peace of Mind Guarantee </p>

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 FLIGHT CENTRE <https://bit.ly/1H4ed1y> 1.800.262.940

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HOW TO TRAVEL SUSTAINABLY IN HAWAII

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 1.800.262.940

Q1 REVIEW - CONSUMER

Māori Television travel series launch

The 10-part series is entitled "Tapuwae-Footprints" and in summary: looks at the unique approach of indigenous tourism tells the stories of Māori and Hawaiian tourism operators and their kaupapa (ideology) that sets Aotearoa and Hawai'i apart from the rest of the world.

10 Hawaiian indigenous tourism operators and experiences are being showcased



Q1 REVIEW - CONSUMER



Mālama ku'u home'

Taking care of my beloved home

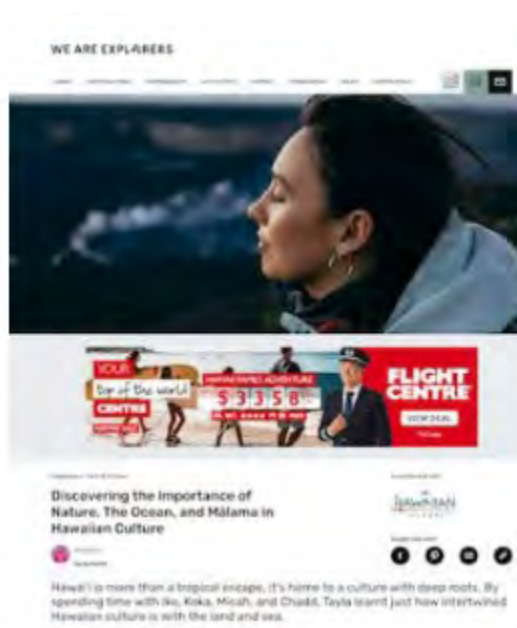
It's an ethos that runs through everything in Hawai'i.

From the manta rays at moonlight, to the fresh ingredients of a poke bowl, Hawai'i is a land that puts culture and traditions first, and prioritizes interconnectedness with the land.

Tayla spent a week exploring a side to Hawai'i you may not have seen before, all documented through four spellbinding articles.

Follow her journey, and plan your own.

Take Me To Hawai'i



Discovering the Importance of Nature, The Ocean, and Mālama in Hawaiian Culture

Hawai'i is more than a tropical escape, it's home to a culture with deep roots. By spending time with the Kaka, Moah, and Chalk, Tayla isn't just how intertwined Hawaiian culture is with the land and sea.

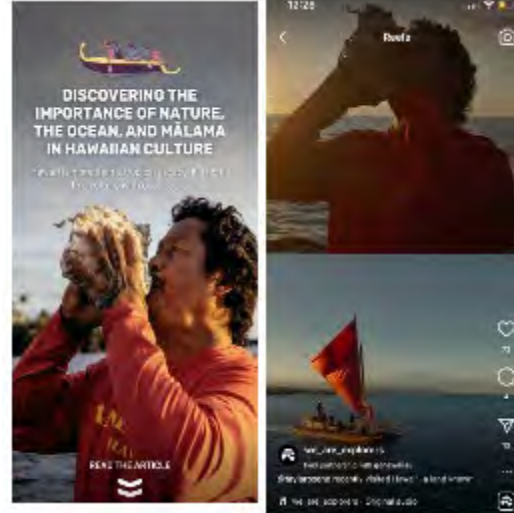


The Angels of the Sea

When you're swimming in the ocean, you're swimming in the heart of the Hawaiian Islands.

Swimming in the ocean is a beautiful experience, but it's also a dangerous one. In the Hawaiian Islands, there are many hidden dangers that you need to be aware of. From the sharks to the jellyfish, the ocean can be a very unpredictable place. So, if you're planning to visit the Hawaiian Islands, make sure you're well-prepared for the ocean. Here are some tips to help you stay safe and enjoy your time in the water.

1. Know your limits. Don't overestimate your swimming abilities. If you're not a strong swimmer, don't go out too far. 2. Use proper technique. Make sure you're using proper breathing and stroke technique. 3. Watch for hazards. Be aware of rocks, reefs, and other hazards in the water. 4. Stay hydrated. Drink plenty of water before and after your swim. 5. Use sunscreen. Protect your skin from the sun's rays. 6. Don't drink alcohol. Alcohol can impair your judgment and coordination. 7. Swim with a buddy. Always have someone with you in the water. 8. Know the weather. Check the weather forecast before you go. 9. Listen to the lifeguards. They know the local conditions and can provide valuable advice. 10. Enjoy the view. Take a moment to appreciate the beauty of the ocean and the Hawaiian Islands.



Q1 REVIEW - CONSUMER

Today

We worked with the TODAY Show to film their live weather crosses on O'ahu and Maui, presented by weatherman Tim Davies. TODAY is one of Australia's longest running and highest rating breakfast TV programs.

Monday 20 March: The LineUp at Wai Kai, O'ahu

Tuesday 21 March: Polynesian Cultural Centre, O'ahu

Wednesday 22 March: Kualoa Ranch Nature Reserve, O'ahu

Thursday 23 March: Kō'anapali Beach Hotel, Maui

Friday 24 March: Kaonoulu Ranch, Maui



PR Value
\$2.1M

Viewers
975,000

Comp Entries
45,000

MyHawaii
↑35%

Hawaiian
Airlines
↑35%

BMP UPDATE



PARADISE WITH PURPOSE

A content series that specifically highlights the connection that the people of Hawai'i have to the land, ocean and mountains and how the visitor can experience and be a part of this special bond.

The role of the visitor will be played by Samantha Harris, an indigenous Australian model and actress and Te Aorere Pewhairangi, a Māori content creator who is passionate about Polynesian culture and heritage.

The content will be housed on a microsite which will also have written articles, suggested itineraries and destination information. All of the Hawaiian Islands will be a part of this project and there will be a special focus on responsible tourism.

Importantly, the site will contain direct booking links to the experiences featured.

This project will be amplified with a paid media spend.



MONTH OF LEI

Month of Lei is an opportunity to bring each distinct island personality to life.

We will do this through a series of trade training events with the Island Chapters in Sydney, Brisbane, Melbourne and Auckland.

We will also launch an incentive famil campaign through trade media, giving five agents who book multi-island itineraries the chance to win a famil to Hawai'i.

We will simultaneously run a Month of Lei co-op campaign with Expedia and Expedia TAAP.

We will also be rolling our specific Month of Lei content through our social channels and emails.

ALOHA DOWN UNDER

Multi-city roadshow incorporating product and destination training. While aiming at product/ conversion, it will overlay key brand messaging and incorporate cultural practitioners and entertainment.

Objectives

- Increase brand awareness with travel trade
- Ensure travel agents have the most up to date information to advise tier clients
- Assist Hawai'i trade partners in building relationships with Australian and New Zealand travel agents and key trade partners



SEA CLEANERS

International Coastal Clean-up Day, on Saturday 16th September, provides an opportunity to highlight the connection and responsibility we have throughout the Pacific to look after the oceans that connect us. The event also provides an opportunity to share a broader understanding of mālama, the positive role that visitors need to play.

This is the fourth year of an initiative involving New Zealand not-for-profit environmental leader, 'Sea Cleaners' working with aligned Hawai'i organizations to focus on the importance of reducing plastics in the Pacific.

The partnership will see youth ambassadors from around the Pacific Rim travelling to the Island of Hawai'i (tbc) to participate in beach clean-ups as well as talks with schools and communities about a collaborative approach to solutions.



PARTNERSHIP OPPORTUNITIES



PARTNERSHIP OPPORTUNITIES

2

group trade famils -
August & September

1

group media famil - date
TBC

9

trade and consumers e-
newsletters

9

months of social media
content and updates

Co-ops

Expedia - May
Travel Associates - June
Luxury Escapes/Helloworld

Webinars

we can host individual
webinars or by island or
theme

Visiting media

please reach out if you're
interested in hosting
media

MAHALO!