U.S. Marketing
Maui Recovery Plan
On-Going Media Monitoring

- Daily Media Coverage Reporting
- Daily Social Sentiment Reporting
On-Going Media Monitoring

- Social Media Performance
- Gohawaii.com Usage

Maui Map / Travel Update

- Twitter views: 13K / Instagram impressions: 98K
  - Notably, this post received 368 shares on Instagram, which is a great metric to see high performance for as this shows see real value in the content. Of posts since February, only the How to Mālama Maui video came close (318).
    - That said, on MauiVisit’s Instagram, this same post received 1.4K shares, which is outstanding.
- Note: Several users across platforms asked if they could use this map on their social channels. Where relevant, we directed them to the HTA link with the original map.
  - Can I share this map on my social media? People are asking me if they can still travel to Maui. I know West Maui is off limits due to recovery and respect at this time. Mahalo! [LINK]
  - One note here on Instagram in-feed, in particular, is that these posts are starting to draw more “Don’t go to Maui at all” type comments. As we post more pro-travel content, we anticipate this trend will continue.
    - On our channel, the Maui Map post had 64 comments and only a handful of them are related to this topic. However, the MauiVisit account has 131 comments on the same post and more are about this, naturally.
    - We have not engaged with these comments but wanted to share, as we know this reflective of the conflicting messaging you’re hearing on the ground.
Social
Mālama Hawai‘i

Media Re-Started 8/21/23
# Social Messaging Strategy – Kupa ʻĀina

## Mālama Maui – Relief Efforts & Mahalo Messaging

<table>
<thead>
<tr>
<th>AUGUST</th>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mahalo For Your Support</strong></td>
<td>• Mahalo for the outpouring of aloha from around the globe</td>
<td>Emergency Proclamation Ends (timing tbd)</td>
</tr>
<tr>
<td></td>
<td>• Support Local Organizations Assisting with Relief</td>
<td>• Messaging dependent on timing/updates</td>
</tr>
</tbody>
</table>

**Mahalo For Visiting the Rest of Maui + Supporting our Economy**

- Local voices/businesses/associations highlight for Kahului, Wailuku, Makawao, Kīhei, Wailea, Mākena, Pā‘ia and Hāna
- Partner with Maui residents to capture content

## Mālama Hawaiʻi

<table>
<thead>
<tr>
<th>AUGUST</th>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mālama Hawaiʻi Statewide</strong></td>
<td>• Statewide + island-specific messaging including Maui CTA</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Social content series to inspire mindful travel to the islands</td>
<td></td>
</tr>
</tbody>
</table>

*Organic & Paid Content*
Target Audience

Consumer
• The Mindful Traveler
• Industry Partners, cooperatively reach:
  - Current Maui Res Holders
  - Past Maui Visitors
  - Past Hawai‘i Visitors
• HVCB owned channels to reach past and future visitors:
  - E-newsletters (membership, consumer, travel trade, MCI)
  - Websites (consumer, travel trade, MCI)
  - GoHawaii App

Travel Trade
• Wholesalers
• Consortia
• Travel Agents

MCI
• Association Planners
• Corporate Planners
• Incentive Buyers
• Third Party Planners
• MCI Strategic Partners
Partners

- Governor Green
- Mayor Bissen

- HVCB Membership
  - Accommodations
  - Airlines
  - Activities & Attractions
  - Restaurants
  - Retail
  - Ground Transportation

- Maui Economic Development Board
- Maui Chamber of Commerce
- MHLA
- HLTA
- CNHA
- Chamber of Commerce of Hawai‘i
- Hawai‘i Restaurant Association
- Hawai‘i Retail Merchants Association
- Activities and Attractions Association
- Airlines 4 America
- Community Organizations
- Maui Humane Society
Partners

PGA TOUR
- TV Tournament Broadcasts
  Lower thirds, VO messaging
- Digital
  pgatour.com
  golfdigest.com
  usatoday.com
  TPC Network

Champions Tour
- TV Tournament Broadcasts
  :30 PSAs – Golf Channel
Partners

Advanced TV - LG

Native Display Ads

- Interactive units on LG Smart TVs homepage and LG content stores
- QR code drives donations to Maui Strong Fund
Earned Media

Initiated/Ongoing

- Continue to amplify Governor’s message
- Uplift the voices of Maui
  - Small business owners, community leaders, hotel employees
- Evolving and pitching the Hot 100 List
  - Feature CEP events and their community impact
  - Buy local: on-island or online
  - Reconnect with media who first covered the disaster for follow-up stories
  - Highlight appropriate volunteer opportunities
Earned Media

Upcoming Programs

• Regular News Releases
  • "Maui/Hawaii is open for business"
  • "Mālama Maui"

• Virtual Media Appointments

• Individual Media Visits & FAMs to Maui

• Los Angeles Media Blitz – Early November
  • Maui ambassadors
  • Media reception – Mayor Bissen

• IMM 2024: New York
  • One of the top media networking events

• Collaborate with industry partners on opportunities

In Development/Review

• Satellite Media Tour

• Conde Nast Traveler Points of View Summit (Nov. 2) - New York City
  • Exclusive group of top travel specialists, editors, industry experts, partners

• Additional Media Blitz
Social Media Plan

Mālama Maui – Relief Efforts & Mahalo Messaging

AUGUST

SEPTEMBER

OCTOBER

Mālama Hawai‘i - Statewide

AUGUST

SEPTEMBER

OCTOBER
Owned Media

Gohawaii.com
Enewsletters
Gohawaii App

8/20 Maui Ola Live Stream from gohawaii.com
Travel Trade

Events
- Signature Owners Meeting – 9/6 Wailea, Maui
- Delta Vacations University – 9/29
- ALG Vacations ASCEND – 10/18

Training
- Educational Blitz – 10/31
- FAMs (O‘ahu, Hawai‘i Island) – Q4
Travel Trade

Travel Trade Paid Media
- Launch 9/5

Consortia Programs
- Virtuoso, Signature, Travel Leaders

Owned Media
- agents.gohawaii.com
- Travel Advisor E-Newsletters
Meet Hawai‘i - MCI

Public Relations
- IMEX (Oct. 17-19)
- News Releases
- Proactive Pitching

Citywide Campaign
- PCMA strategic partnership media
- Digital media flight

Owned Media
- Meethawaii.com
- Enewsletters
- Meeting Planner Guide

Direct MCI Outreach
- Ongoing HTA Maui Wild-Fire Updates
- Organized Wailea DOSM Zoom Meeting(s)
- West Maui DOSM Zoom Meeting(s)
- Strategic Partners (14) Updates
- Individual MCI Customer Meetings
Budget Request
Mid-August through October

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Consumer Messaging</td>
<td>$1,700,000</td>
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<tr>
<td>Travel Trade</td>
<td>$300,000</td>
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<tr>
<td>MCI</td>
<td>$600,000</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>$2,600,000</strong></td>
</tr>
</tbody>
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