

A woman with dark hair tied back, wearing a brown t-shirt with 'Maui' written on it, is sitting on a boat. She is looking out towards a coastal landscape with rolling hills and several wind turbines in the distance. The sky is blue with scattered white clouds. The boat's railing, made of white rope, is visible in the foreground.

U.S. Marketing Maui Recovery Plan

On-Going Media Monitoring

- Daily Media Coverage Reporting
- Daily Social Sentiment Reporting

HAWAII TRAVEL & TOURISM MEDIA COVERAGE REPORT

Wednesday, August 16, 2023

Coverage Highlights...

- [HAWAII WILDFIRES] USA Today: 'As soon as we can': Biden plans to travel to Hawaii to assess wildfire recovery efforts
- [AIRLINES] Pacific Business News: 3 questions with Hawaiian Airlines President and CEO on the Maui wildfires
- [HTA] Travel Pulse: Hawaii's Tourism Authority Provides Update on Maui Wildfires Travel Impact
- [LOCAL] Honolulu Magazine: 12 First-Time Made in Hawaii Festival Vendors We Can't Wait to Shop

[HAWAII WILDFIRES]

Hawaii News Now: Road to Lahaina reopens as part of phased plan, allowing access into West Maui

Gov. Josh Green on Tuesday announced the phased reopening of the Lahaina Bypass as part of a bid to get more aid into disaster-stricken areas. He said the road will be open starting at 6 p.m. Tuesday for residents, first responders and employees of West Maui. After this first round of access, the governor said the Lahaina Bypass will be open daily for all motorists from 6 a.m. through 10 p.m.

Honolulu Magazine: Benefit Events, Concerts and Fundraisers for Maui Wildfire Relief

Our community has rallied to support those displaced and affected by the recent Maui wildfires in a number of heartwarming ways. If you're looking for more ways to give, check out these benefit events for Maui.

KITV4: Maui County DMV providing free reissuing of driver licenses

The County of Maui Division of Motor Vehicles and Licensing's Lahaina Satellite Office will be available beginning Wednesday, August 16, to assist West Maui residents whose Hawaii driver's licenses or Hawaii State Identification cards have been lost or destroyed by wildfires.

Insider: Maui residents slam tourists for vacationing on the island as locals struggle with the aftermath of wildfires

Maui Snorkeling, a tour company, later issued an apology on its website after the video began circulating on social media. While it has not been confirmed if Maui Snorkeling owns the boat in the clip and the company did not respond to a request for comment, it apologized for running a tour, which it said took place "no closer than 11 miles away" from Lahaina on the morning of August 11. It also said the expedition was hosted to raise funds for the Maui Food Bank.

USA Today: 'As soon as we can': Biden plans to travel to Hawaii to assess wildfire recovery efforts

President Joe Biden said Tuesday he will travel to Hawaii as soon as possible to assess recovery efforts from the deadliest U.S. wildfires in more than a century. Biden said he and first lady Jill Biden will travel to Hawaii "as soon as we can" without disrupting recovery efforts to make sure the state has everything it needs.

Wildfire Monitoring Report
Monday, August 21, 2023 3PM HST

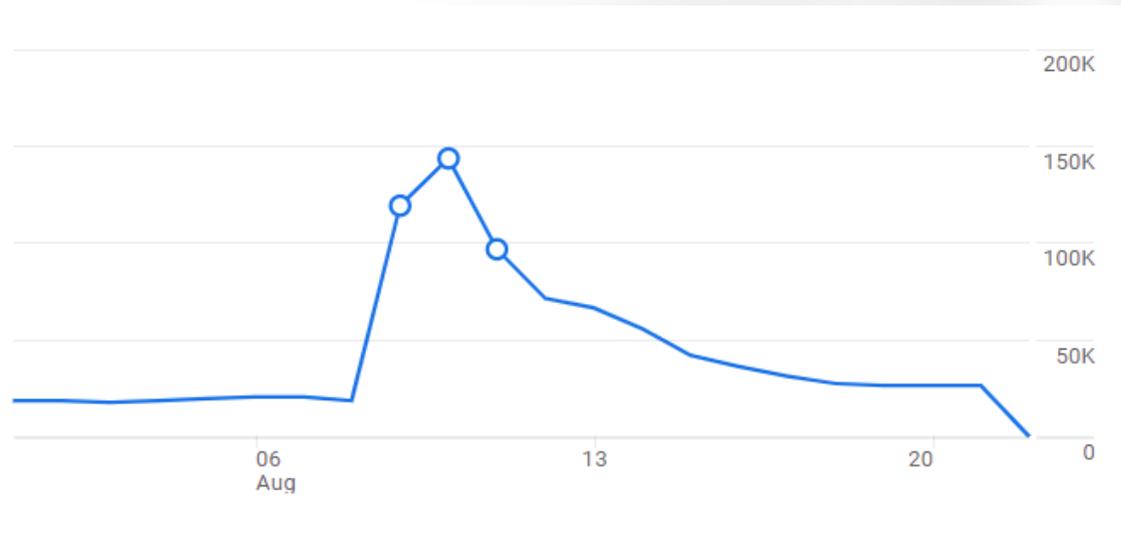
Coverage Over Time:
Online News, Blogs, Forums, and publicly available Twitter mentions since August 9

Sentiment Over Time:
Online News, Blogs, Forums, and publicly available Twitter mentions since August 9

Distribution on the World Map:
Online News, Blogs, Forums, and publicly available Twitter mentions since August 9

On-Going Media Monitoring

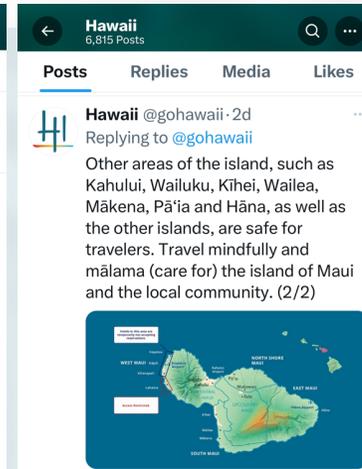
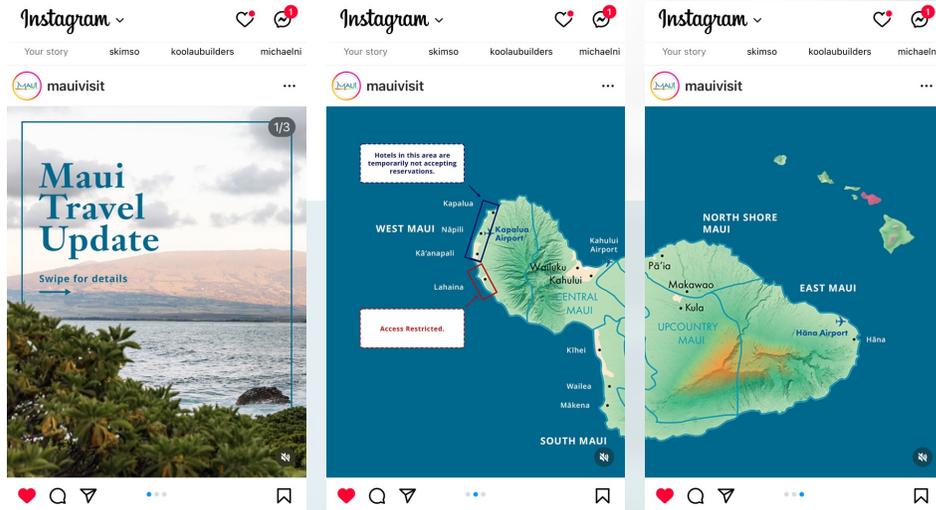
- Social Media Performance
- Gohawaii.com Usage



Maui Map / Travel Update

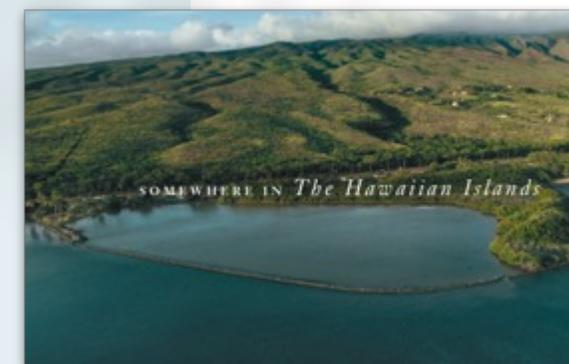
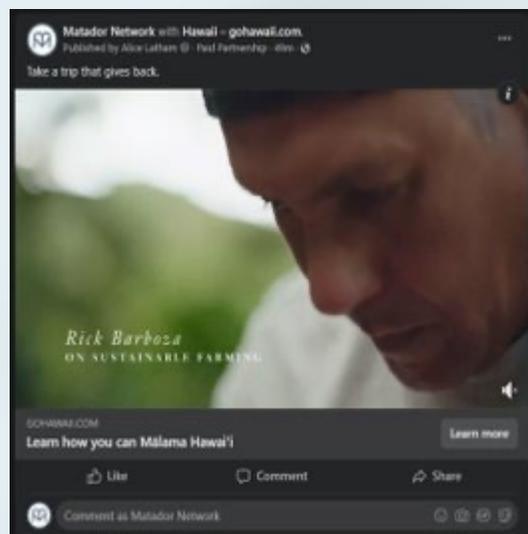
- Twitter views: 13K / Instagram impressions: 98K
 - Notably, this post received 368 shares on Instagram, which is a great metric to see high performance for as this shows see real value in the content. Of posts since February, only the *How to Mālama Maui* video came close (318).
 - That said, on MauiVisit's 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 ‘Āina

Mālama Maui – Relief Efforts & Mahalo Messaging

AUGUST

Mahalo For Your Support

- Mahalo for the outpouring of aloha from around the globe
- Support Local Organizations Assisting with Relief

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

SEPTEMBER

OCTOBER

Emergency Proclamation Ends (timing tbd)

- Messaging dependent on timing/updates
- Explore Influencer Maui Recovery Program to demonstrate safe travel through West Maui as conditions evolve.

Organic & Paid Content



Mālama Hawai‘i

AUGUST

Mālama Hawai‘i Statewide

- Statewide + island-specific messaging including Maui CTA
- Social content series to inspire mindful travel to the islands

SEPTEMBER

OCTOBER

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



HELP MAUI

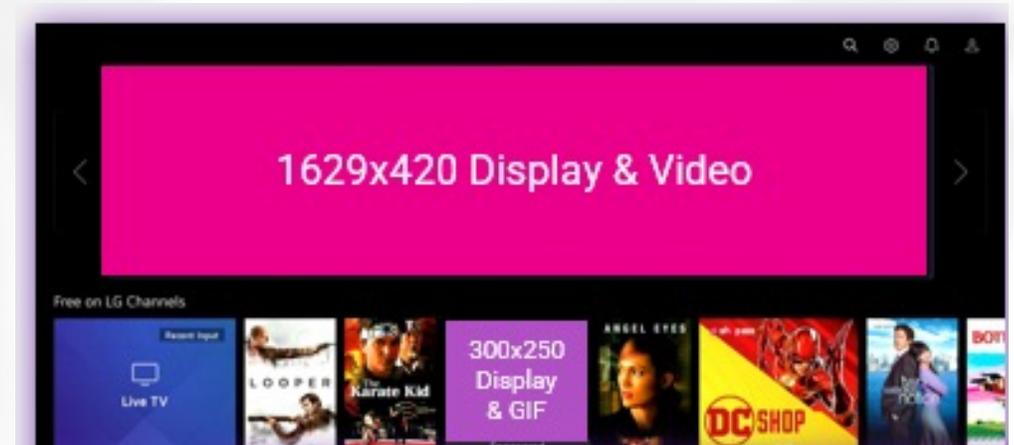


Partners

Advanced TV - LG

Native Display Ads

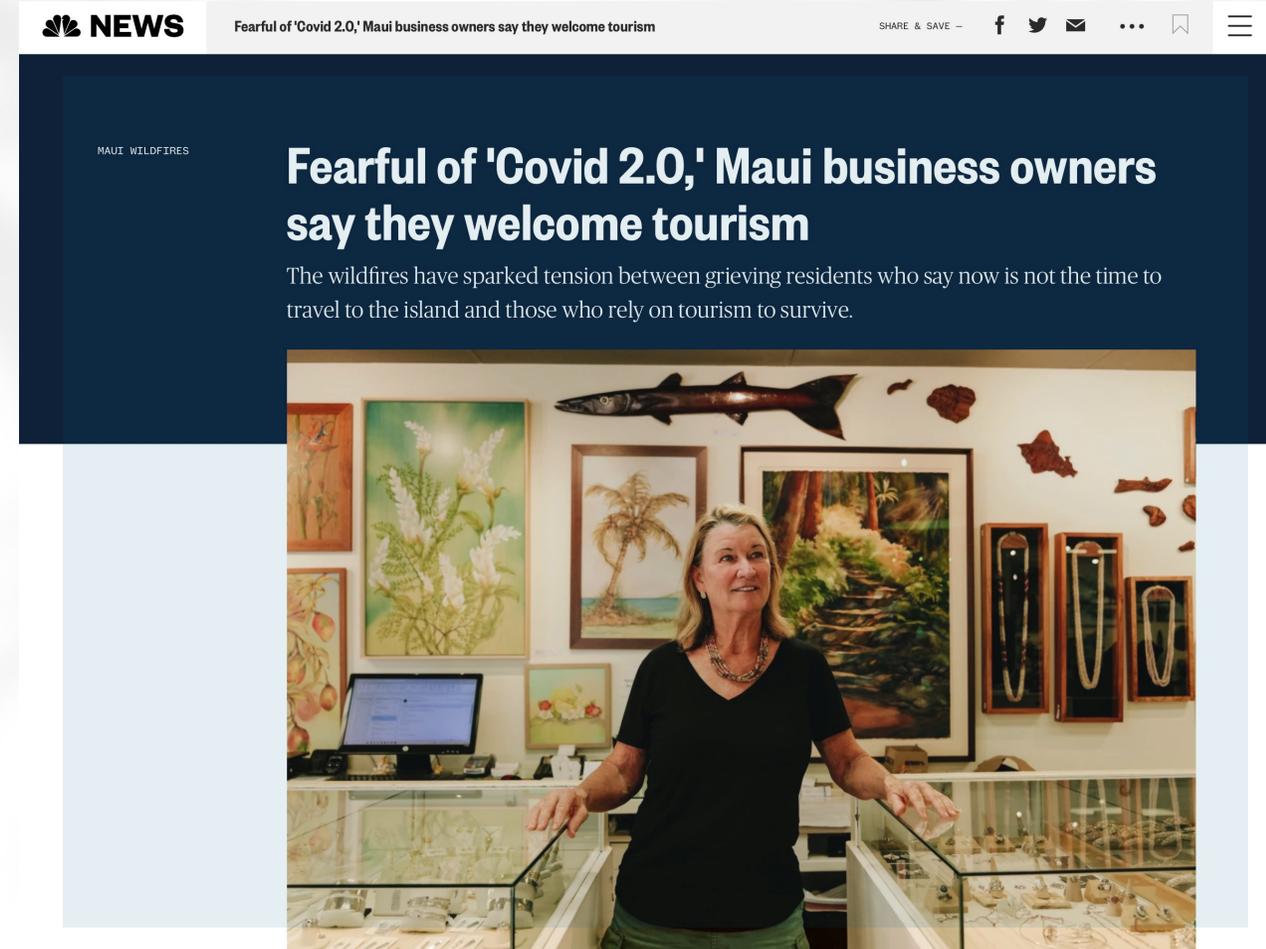
- Interactive units on LG Smart TVs homepage and LG content stores
- QR code drives donations to Maui Strong Fund



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/Hawai'i 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

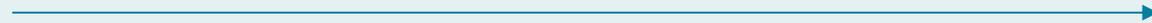
Social Media Plan

Mālama Maui – Relief Efforts & Mahalo Messaging

AUGUST

SEPTEMBER

OCTOBER



Mālama Hawai'i - Statewide

AUGUST

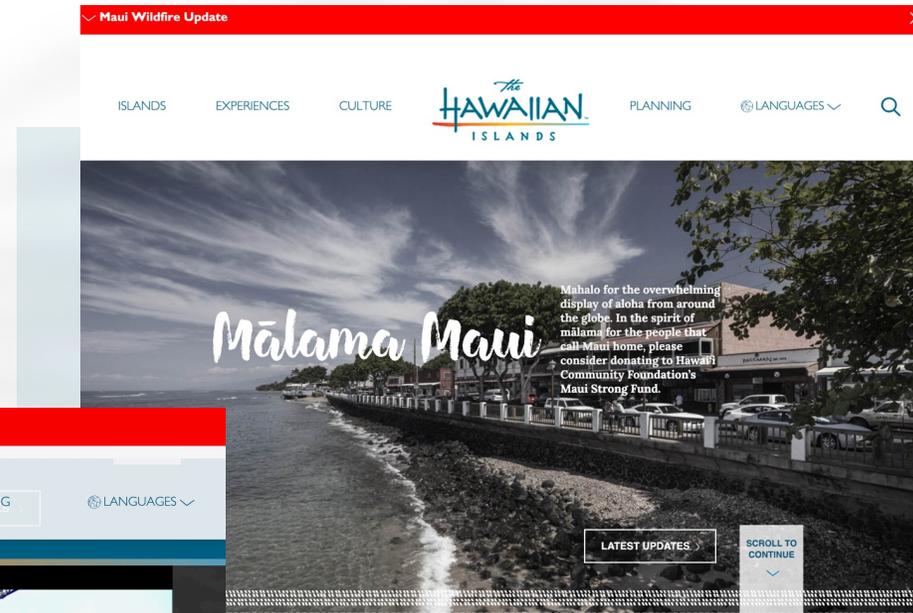
SEPTEMBER

OCTOBER



Owned Media

Gohawaii.com
Enewsletters
Gohawaii App



8/20 Maui Ola Live Stream from gohawaii.com

Q&A

Q: Which of the Hawaiian Islands are affected by the wildfires?
A: Wildfires have mainly affected Lahaina in West Maui. All vacation travel to West Maui (including Lahaina, Nāpili, Kā'anapali, and Kapatua) is strongly discouraged until further notice. Hotels in West Maui have temporarily stopped accepting bookings of future reservations as they are housing their employees and families, evacuees, and first responders.

Other areas on Maui (including Kahului, Wailuku, Kihei, Wailea, Mākena, Pā'ia, and Hāna) and the islands of Kaua'i, O'ahu, Lāna'i, Moloka'i, and Hawai'i Island remain unaffected. We urge visitors to be especially mindful and respectful in our island home as our community continues through this tragedy.

Q: If I have a scheduled trip to Maui in the next few weeks, should I postpone my vacation?
A: Beyond West Maui, other areas on the island (including Kahului, Wailuku, Kihei, Wailea, Mākena, Pā'ia, and Hāna), as well as the other Hawaiian Islands of Kaua'i, O'ahu, Lāna'i, Moloka'i, and Hawai'i Island remain open and welcome visitors. Vacation travel to West Maui (including Lahaina, Nāpili, Kā'anapali, and Kapatua) is strongly discouraged until further notice.

Q: Where can visitors find the latest information and updates on the situation?
A: Official channels are the best sources for the latest updates, including the following:

- ▶ Hawai'i Emergency Management Agency: MauiStrong.hawaii.gov
- ▶ Hawai'i Tourism Authority: www.hawaii-tourismauthority.org/news/alerts



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



Mālama Maui

In West Maui, recent wildfires have resulted in the devastating loss of loved ones, homes, cultural and historical sites and businesses in Lahaina. To conserve resources and out of respect for our residents, access is restricted to West Maui at this time (including Lahaina, Nāpali, Kā'anapali and Kapalua).

However, we encourage your clients to visit other areas of Maui (including Kahului, Kihel, Wailea, Mākena, Piʻia, and Hāna), which are welcoming visitors, as are the islands of Kauaʻi, Oʻahu, Molokaʻi, Lānaʻi and the island of Hawaiʻi.

[MALI MAP >](#)



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- Priority invitation to Hawaiʻi educational events
- Access to specialist-only webinars
- Use of the Hawaiʻi Destination Specialist badge
- Continuing education credits from The Travel Institute

[GET CERTIFIED >](#)



The HAWAIIAN ISLANDS



Mālama (Care for) Maui by Visiting Mindfully



[LEARN MORE >](#)

Meet Hawai'i - MCI

Public Relations

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

Citywide Campaign

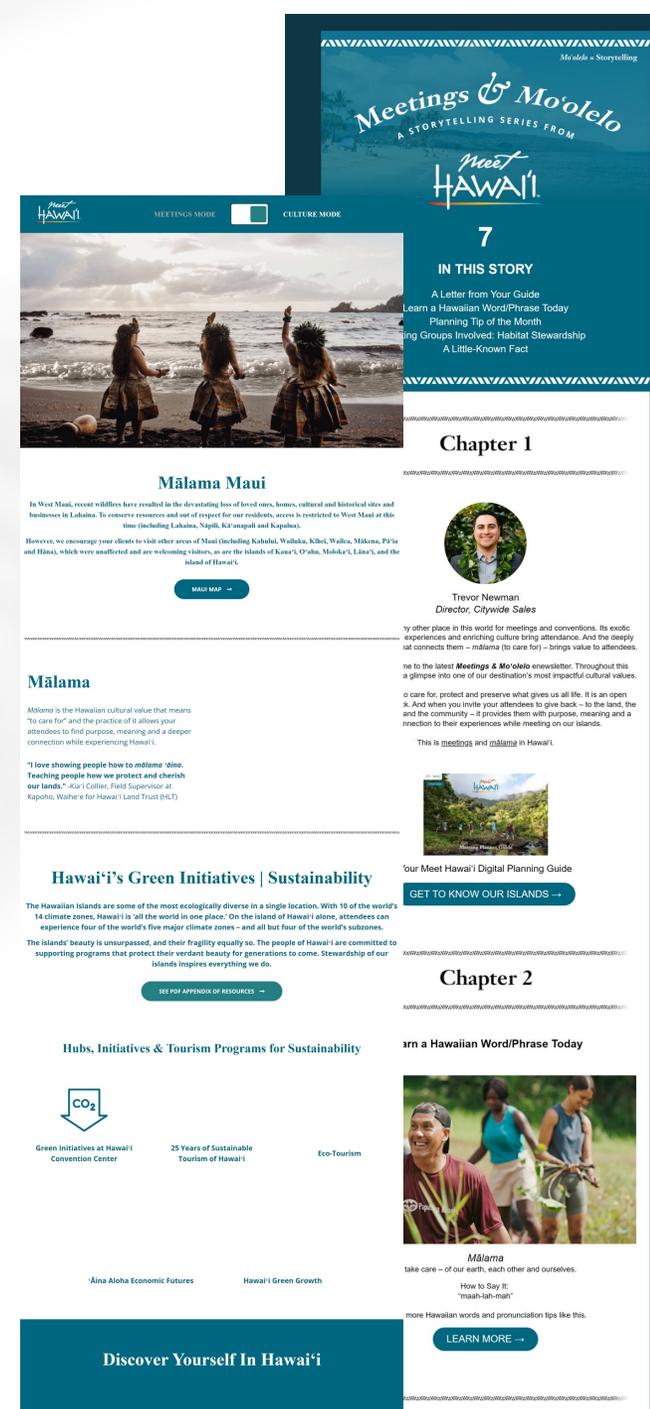
- PCMA strategic partnership media
- Digital media flight

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

Consumer Messaging	\$1,700,000
Travel Trade	\$300,000
MCI	\$600,000
Total:	\$2,600,000

Mahalo