



# **2023 Hawai'i Industry Partners Group Meeting**

**08.25.2023**

Jennifer Gaskin  
Account Director, HTO

**Hawai'i Tourism Oceania acknowledges the traditional custodians of the lands on which we're speaking to you from today, the Gadigal people of the Eora Nation, and we pay our respects to their Elders - past, present and emerging.**







The Quicky  
Mamamia Podcasts

## Stay Or Go? The Tourists Still Heading To Hawaii

Play • 18 min left

Last week we watched on as fires wiped out parts of the Hawaiian island of Maui.

For many Aussies, it brought back memories of our own wild fires in the Summer of 2019 and 2020. And just like the situation we found ourselves in back then, there are mixed messages about whether tourists should be visiting and spending their money in a community that desperately needs it, or if they should be staying away to let those communities heal.

In this episode of The Quicky, we find out of travel to Hawaii should be suspended or if tourist dollars can go some way to helping a community rebuild after tragedy.

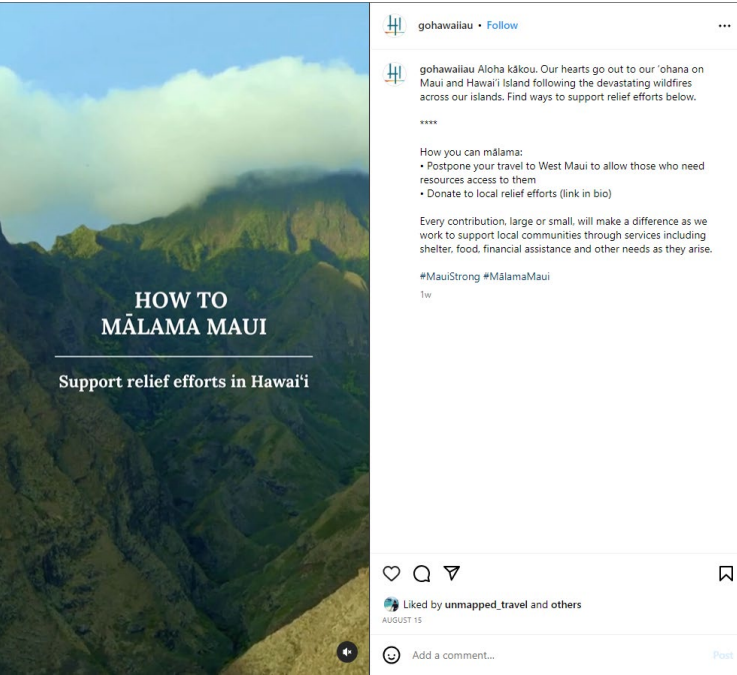
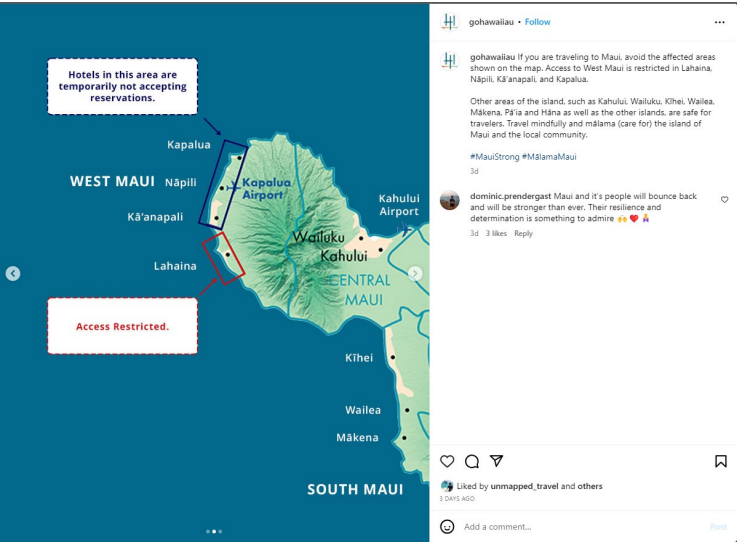
# Maui travel update: How you can help those affected in the Hawai‘i wildfires

*Intrepid Foundation and Hawai‘i Community Foundation have established dedicated fundraising appeals to help provide immediate support on the ground to those affected by the devastating Maui wildfires.*

Newsroom  
18 Aug 2023



Destination, Travel Industry Hub, Travel News



Media Release – for immediate release

22 August 2023



## Maui Wildfire Update #6

**Governor Green: Visitors Should Avoid West Maui For Now, Travelers Welcome Elsewhere On Maui and Other Hawaiian Islands**

Today, [during his remarks alongside President Joe Biden](#) and Hawai‘i’s congressional delegation from the impacted area of Lahaina, Hawai‘i Governor Josh Green continued to emphasise the need to avoid West Maui at this time, as well as the importance of travel to the rest of Maui and the other Hawaiian Islands and the economic impact it has on the well-being of Maui and its recovery.

In alignment with Governor Green, the Hawai‘i Tourism Authority urges visitors to **refrain from going to West Maui** (including Lahaina, Nāpili, Kā’anapali, and Kapalua) as a means of respect to the people and places that have been lost in Lahaina during this devastating tragedy. **The impacted area of Lahaina remains off limits to the public as the search and recovery efforts continue.**

“No one can travel to West Maui right now. We will share when that is possible again. Only returning residents and authorised emergency relief workers should come here now. But all of the other areas of Maui... and the rest of Hawai‘i are safe,” Governor Green said. “When you come, you will support our local economy and help speed the recovery of the people that are suffering right now.”

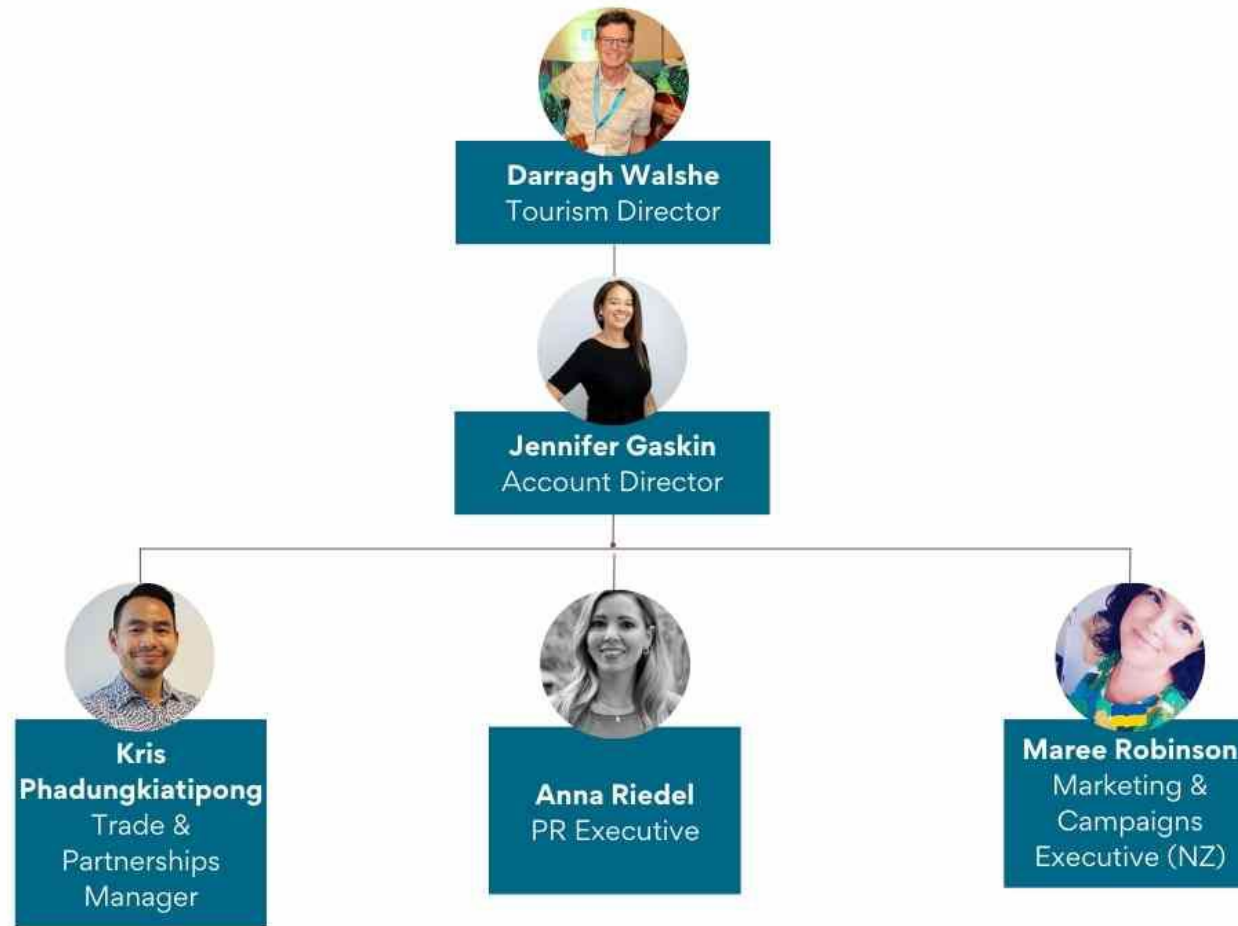
Governor Green’s [sixth emergency proclamation](#), issued on August 19 remains in place, with all nonessential travel to West Maui being strongly discouraged for the duration of the proclamation (through October 17, 2023).

We encourage travelers to continue visiting other areas of Maui (including Kahului, Wailuku, Kīhei, 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.

For the latest Maui emergency management and recovery information, and how you can *kōkua* (help) the people of Maui, visit [mauistrong.hawaii.gov](#).

- ENDS -

# HAWAI'I TOURISM OCEANIA TEAM



# MARKET SITUATION

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# GENERAL ECONOMY

Inflation June AU  
**6%**

Inflation June NZ  
**6%**

Unemployment  
AU  
**3.5%**

Unemployment  
NZ  
**3.6%**

\$ rate AU  
**\$0.65**

\$ rate NZ  
**\$0.61**



# OUTBOUND TRAVEL SENTIMENT

The strong start to the year has slowed down in Q2 according to most partners

The past three months showed a strong preference for travel to Europe

Compared to Q2 2022 room night bookings for partners are slightly down, but average spend is up

Cost of living, USD exchange rate and flight prices are all possible factors

However, of US destinations the Hawaiian Islands remains the 1st or 2nd most booked destination for most partners

Domestic tourism boards are investing heavily and discounting airfares to entice people to travel locally to fill gaps left by Chinese market





# Q2 2023 STATS

Total Visitors  
Q2 2023  
**113,648**

Total Visitors  
Q2 2022  
**54,854**

% Difference  
**107%**

Total Spend  
Q2 2023  
**298.5M**

Total Spend  
Q2 2022  
**148.8M**

% Difference  
**101%**

Length of Stay  
Q2 2023  
**8.9**

Length of Stay  
Q2 2022  
**9.8**

% Difference  
**-8**





# Q2 2023 STATS

Number of  
flights Q2 '23  
**544**

Number of  
flights Q2 '22  
**278**

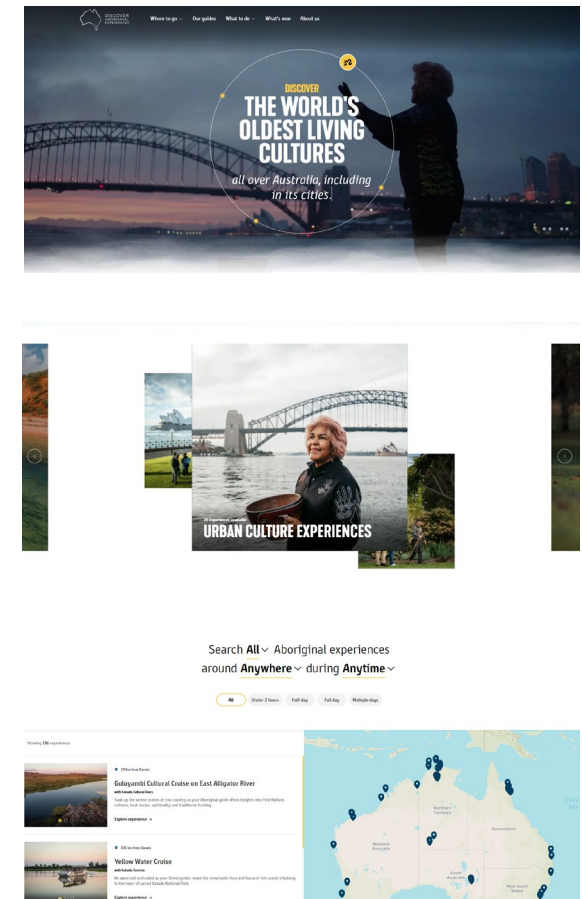
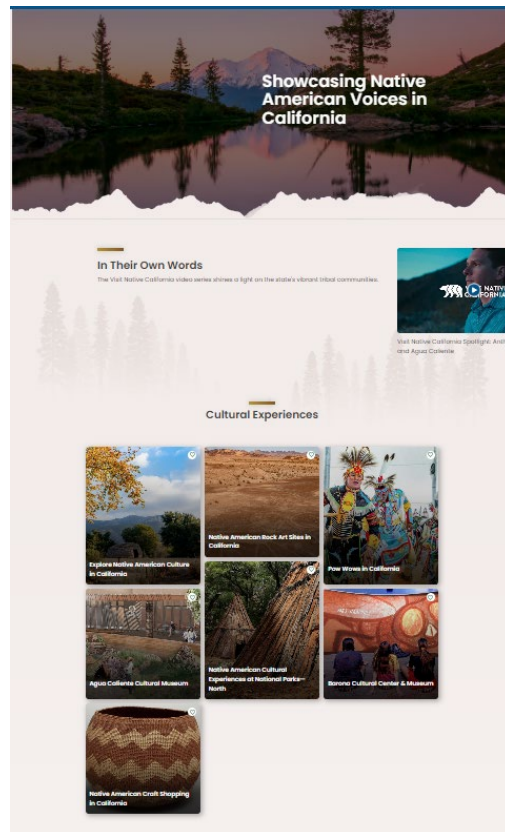
% Difference  
**96%**

Number of  
Seats Q2 '23  
**162,170**

Number of  
seats Q2 '22  
**83,288**

% Difference  
**95%**

# COMPETITIVE LANDSCAPE





# COMPETITIVE LANDSCAPE



# TARGET AUDIENCE

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# TARGET AUDIENCE



# CORE BRANDING MESSAGE



## Connection

By delving deeper into the relationships Hawaiians 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.



# Q2 REVIEW

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# Q2 REVIEW - TRADE



## Brand USA Mega Famil

Hawai'i Tourism Oceania partnered with Brand USA and Hawaiian Airlines to showcase the Island of Kaua'i and the island of O'ahu during the Brand USA & Hawaiian Airlines Mega Famil on June 10-14, 2023.



## Month of Lei

Hawai'i Tourism Oceania & Hawaiian Airlines kicked off "Month of Lei - The Hawaiian Islands Destination Training" in Sydney, Melbourne, Brisbane and Auckland with the Island Chapters during April 27-May 4, 2023.



## Expedia Co-op

From 1 May to 15 June, we ran a co-op campaign with Expedia. The digital campaign included a Hawai'i landing page with content about each island, eDMs, targeted digital advertising and social media.



# Q2 REVIEW - CONSUMER

## **Tagata Pasifika**

In June with the support of HTO, Tagata Pasifika filmed stories for their Current Affairs show on O‘ahu and Island of Hawai‘i.

These stories were aired in July on free to air Television in Aotearoa to 100,000+ audience with their digital channels pretty much doubling that figure. The stories were also played out on Whakaata Maori on Prime TV and live to the Pacific – Samoa, Tonga, Rarotonga and Fiji.

The stories featured content regarding respecting and preserving Hawai‘i Volcanoes National Park, the Polynesian Cultural Centre, ‘Imiloa , ‘Aha Pūnana Leo, Hawaiian Airlines, the King Kamehameha Commemoration, 'Iolani Palace and an interview with actor Alex Tarrant.





# Q2 REVIEW - CONSUMER





## Ocean Film Festival

We were a sponsor of the 2023 Ocean Film Festival which had 61 screenings, in 35 cities with over 22,000 attendees.

As part of the sponsorship, one of the We Are Explorers videos was shown on screen before every screening. We also ran a competition giving attendees the chance to win a trip to O'ahu and we received 7000 entries to this competition.

We also hosted travel agents in Sydney, Brisbane and Melbourne. A selected group of media was hosted for the sold-out screening in Sydney.





<b>ACT</b> CANNBERRA 14, 15, 16 March • NFSA National Film & Sound Archive	<b>PROSERPINE</b> 11 March • Civic Theatre TOWNSVILLE 16 March • Civic Theatre
<b>NEW</b> AVALON BEACH 10 March • United Cinemas AVOCA BEACH 18 March • Avoa Beach Picture Theatre COFFS HARBOUR 9 March • The Jetty FORSTER 17 March • Great Lakes Cinema LENNIX HEAD 4 March • Cultural Centre NEWCASTLE 8 March • Event Cinemas Kotara SYDNEY CITY 15 March • Event Cinemas George St SYDNEY EAST 8 March • The Ritz Cinemas SYDNEY NORTH 24 Feb, 1, 2 March • Hayden Ophium WOLLONGONG 9 March • Uni Movies, UOW	<b>SA</b> ADELAIDE 4 March • Capitol Theatre
<b>NT</b> DARWIN 20, 21 June • Deckchair Cinema	<b>TAS</b> HOBART 11 March • Friends School LAUNCESTON 18 March • The Tramsheds
<b>QLD</b> BRISBANE 29 Feb, 3 March • Brisbane Powerhouse CAIRNS 17 March • CPAC GOLD COAST 29, 30 March • Home of the Arts (HOTA) NOOSA 15, 16 March • The J	<b>VIC</b> GEELONG 15 March • Village Cinemas MELBOURNE 1, 2 March • Astor Theatre MELBOURNE 3 March • RMIT Capitol Theatre ROSEBUD 4 March • Peninsula Cinema WARRNAMBOOL 15 March • Capitol Cinema
<b>WA</b> ALBANY 8 March • Albany Entertainment Centre BROOME 11 March • Sun Pictures BUNBURY 9 March • BREC GERALDTON 18 March • Queenspark Theatre MARGARET RIVER 21 April • HEART PERTH 22, 23, 24, 25 May • State Theatre Centre of WA	

**VIEW TRAILER & BOOK TICKETS** [oceanfilmfestival.com.au](https://oceanfilmfestival.com.au)

Images clockwise from top: © Guy Willmet, © Tim Brown, Film Image: Gone With the Wind

Australian GEOGRAPHIC

Polestar

WHALE

HAWAIIAN ISLANDS

HH

PADI

CONSERVATION PARTNER TAKE 3 FOR THE SEA

BROUGHT TO YOU BY ADVENTURE REELS

# Q2 REVIEW – SOCIAL



IMPRESSIONS (FB)

AU  **12.2%**

NZ  **19.9%**



ENGAGEMENT

NZ  **78.9%**



ENGAGEMENT

AU  **23.8%**

NZ  **50.4%**





# Infinite Experiences

In June, we sent an influencer couple from Australia (Chris & Bec / salt.and.charcoal 80.6K Instagram followers) to the island of Maui to capture the infinite amount of experiences a couple can have when visiting Hawai'i.

The couple was contracted to produce 4 x Instagram Reels - 5 x Instagram Story Sets (3-5 frames each) and 20 x high resolution images. They loved Maui so much and produced some great additional content for us.

Highlights were the Haleakalā sunrise tour with Haleakalā Ecotours, exploring Upcountry Maui and MauiWines, the Feast at Lele lū'au and a guided tour and tasting at Maui's Ku'ia Estate Chocolate Cacao.





MāLAMA: THE TEACHING THAT  
ADVISORS SHOULD CONSIDER WHEN  
BOOKING HAWAI'I



8 May 2023  
Reach: 13,000  
PRV: US \$8,566

*Karryon caught up with representatives from three of Hawai'i's most popular islands - O'ahu, Maui and Kaua'i. And we got the low down on what you need to know about travelling to Hawai'i now. Responsibly.*



17 May 2023  
Reach: 2,300  
PRV: US \$2,126



**Vogue (AU)**  
1 June 2023  
Reach: 875,000  
PRV: US \$246,059





## ESCAPE (print and online)

25 June 2023

Reach: 3,000,000

PRV: US \$3,084,736



Bali may have lost its place as the go to holiday destination with Hawaii starting to become more popular with Australians.

Account director at Hawai'i Tourism Oceania, Darragh Walshe, says there's a lot going for Hawaii.

"The culture, the opportunities, the fact you can actually go to Hawai'i and have a different ... holiday experience," he told Shane McInnes, filling in for Tom Elliott.

Press PLAY to hear the tropical island that could soon top Bali as top destination



**3AW (Radio)**

29 June 2023

Reach: 37,000

PRV: US \$21,033

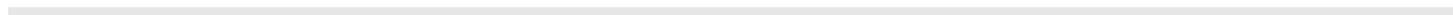
Interview with Darragh Walshe

# PR & MEDIA – WHAT'S TO COME

What	When	Where
<b>Group Media Famil</b>	November	Media Famil focused on culture & adventure, O'ahu and Hawai'i Island
<b>Individual Media Famils</b>	August to December	Working with several individual media to assist with trips to the Hawaiian Islands
<b>Honolulu Pride</b>	August to October	Campaign with Star Observer and Gay Express NZ to promote Honolulu Pride and the Hawaiian Islands as a LGBTQ+ friendly destination
<b>Coverage from media famil Nov 2022 (romance)</b>	August/September	Polka Dot Weddings, So Where Next
<b>Coverage in ESCAPE based on editor Kelli Armstrong's trip</b>	September/October	ESCAPE Magazine



# **BMP UPDATE**





# Mālama video project

A content series that specifically highlights Hawaiian people's connection 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.

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

This project will be amplified with a paid media spend.





# SXSW

For the first time outside of Austin TX, SXSW Sydney will deliver more than 1,000 conference sessions, events, screenings, shows and stimulating brand activations experienced by 10k+ highly engaged active participants from across the APAC region, united by their desire for discovery and opportunity.

Brand USA will create “USA House” to showcase participating U.S. destination partners aligned to conference and event tracks. Each day one USA destination will sponsor the “house”. HTO has signed up for one of these days.

We propose a panel discussion with a representative from Hawaii, and also invite a First Nations panelist from Australia and a Māori panelist from Aotearoa. The MC would also be Hawaiian. The discussion would center around best practice for inclusion, promotion and also how to share with the visitor the importance of learning from native people during a vacation. Guests to this panel would include media, tourism professionals and other selected guests from SXSW attendees. After the panel, we would like to have a pau hana with the panel audience, but we would also invite more guests to this where they will spend an evening watching and listening to Hawaiian music and dance.







# 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.

This year we have 19 partners joining us for 3 events in New Zealand and 5 events in Australia.





# SEA CLEANERS

International Coastal Clean-up Day, on Saturday 16<sup>th</sup> 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. Of taking care of the people and place, and 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 organisations 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 to participate in beach clean-ups as well as talks with schools and communities about a collaborative approach to solutions.

This year we are also working with Billabong to run a competition across social media to select the Australian participants.



# **PARTNERSHIP OPPORTUNITIES**

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# PARTNERSHIP OPPORTUNITIES

**1**

group media famil -  
November

**6**

trade and consumers e-  
newsletters

**6**

months of social media  
content and updates

## **SXSW**

Activations, prizes, comms

## **Webinars**

we can host individual  
webinars or by island or  
theme

## **Visiting media**

please reach out if you're  
interested in hosting  
media

**MAHALO!**