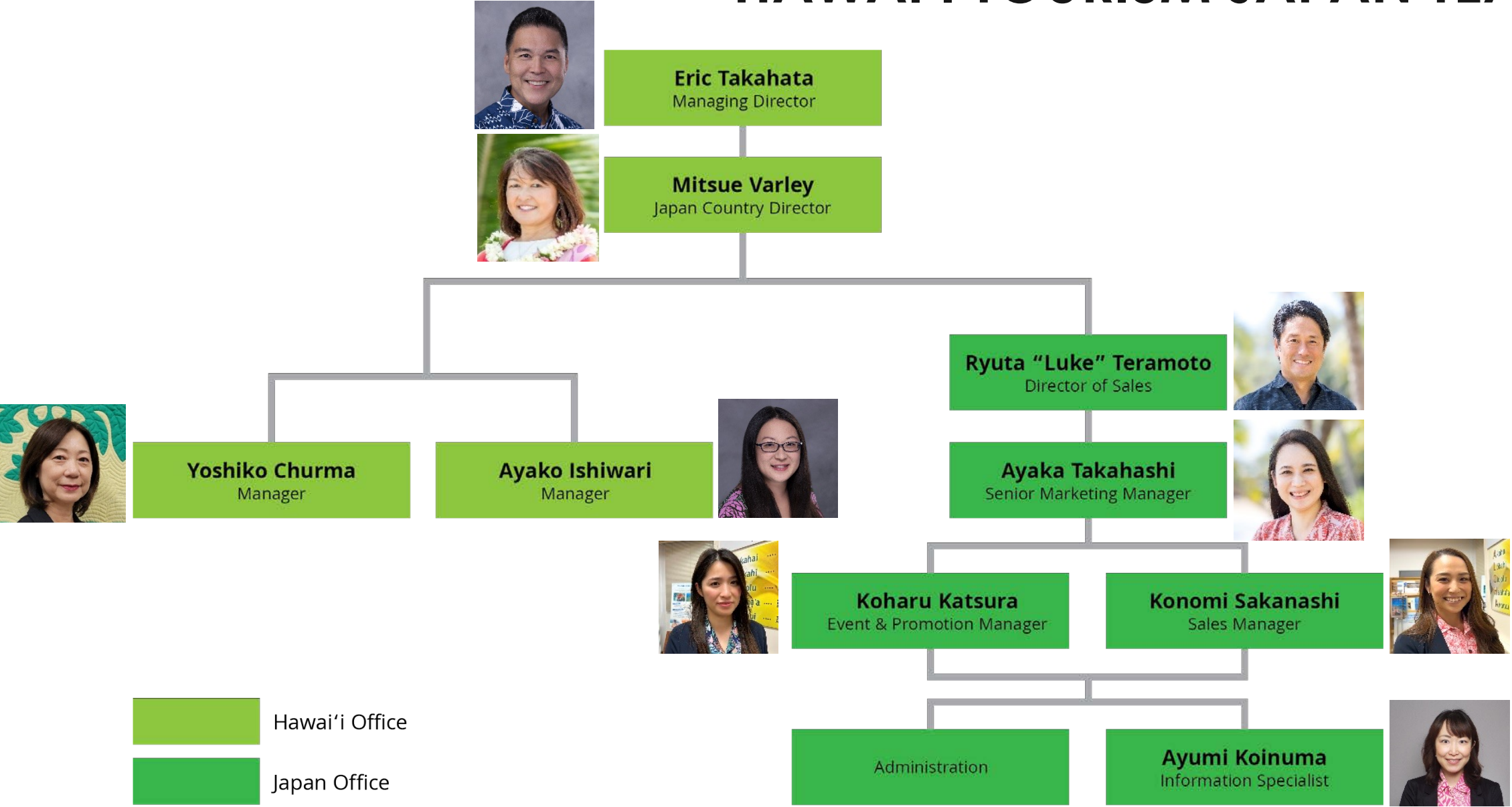




# 2024 Brand Marketing Plan

Eric Takahata  
Managing Director

# HAWAI'I TOURISM JAPAN TEAM



# MARKET SITUATION

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# GENERAL ECONOMY

- Japan's economic output grew by an annualized 6% in Q2 (third consecutive quarter expansion and strongest growth since last quarter of 2020)
- Rise in exports with a flood of tourists into Japan
- Weak yen and high inflation slows domestic spending
- Continued recovery expected



# OUTBOUND TRAVEL

- Hypersensitive to natural disasters and major crises, HTJ promptly communicates the latest updates on Maui across the Japan market
- Amidst the wildfire crisis, Japanese businesses and residents were inspired to help, resulting in the creation of a platform that accepts gifts in yen, further reflecting Japan's commitment to Hawai'i's future
- Japanese government continues to focus on promotions to drive outbound and overseas travels (e.g. JATA's Passport Campaign)
- Hawai'i remains top desired destination of choice



# AIR SEAT SYNOPSIS

- Hawai'i routes currently operated by ANA, JAL, HA, and ZIPAIR
- Airline seat supply recovered to over 60% of 2019 level
- Man power struggles continue for Japan as well as globally
- 2024 expected to recover closer to pre-COVID level

# COMPETITIVE LANDSCAPE



## Short Haul Destinations

- Hong Kong
- South Korea
- Taiwan
- Thailand
- Singapore
- Guam



## Long Haul Destinations

- Europe
- Canada
- Australia

Aggressive campaigns by competing destinations ramp up to capture highly sought after Japanese market share



**TARGET AUDIENCE**

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# TARGET AUDIENCE



**Affluent  
Traveler**



**Romantic  
Couples**



**Experience  
Seekers**



**Ethical  
Younger  
Generation**



**Multi  
Generation  
Family**

Mindful travelers with annual household incomes of \$75,000+ and total assets worth over \$1 million will be targeted in regions with direct flight access to Hawai'i

An aerial photograph of a coastal highway built on a steep, green cliffside. The road curves along the edge of the cliff, overlooking the ocean. The water is a vibrant blue, with white waves crashing against the rocky shore. The sky is clear and bright. The overall scene is one of natural beauty and engineering.

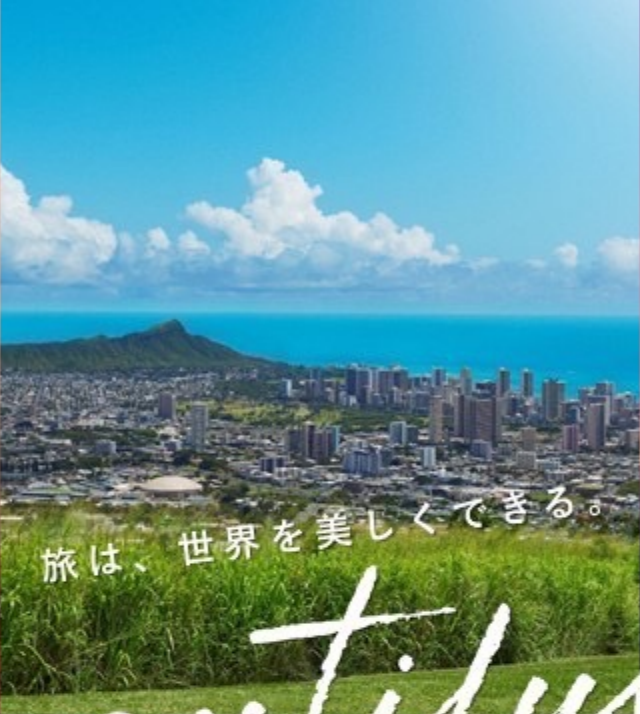
# CORE BRANDING MESSAGE

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# CORE BRAND MESSAGE BEAUTIFUL HAWAI'I

- Pivot messaging to focus on driving bookings
- Inspire a deep appreciation of Hawai'i's natural beauty, historical significance, cultural depth and local community under the Mālama Hawai'i initiative
- **“Beautiful Hawai'i, travel can make the world beautiful”** campaign is designed to change one's outlook on life through travel
- HTJ aims to inspire the importance of travel in discovering the true meaning of beauty by connecting visitors with each of the Hawaiian islands at a deeper and more emotional level



旅は、世界を美しくできる。

# Beautiful Hawaii



A close-up photograph of a person's hands painting a wooden stick. The left hand holds the stick steady while the right hand uses a brush to apply dark blue paint. The background is a blurred patterned fabric. The word "STRATEGIES" is overlaid in white, bold, uppercase letters, with a thin white horizontal line underneath it.

# STRATEGIES



# CONSUMER & TRADE

- Pursue a targeted segmentation approach focusing on mindful and high-value travelers in specific geographic regions to raise the quality of visitors to our state
- Implement strategy focused on stimulating demand during off-season periods with top wholesalers
- Collaborate with government organizations and major airlines to accelerate demand and restore suspended flights to Hawai'i



# PUBLIC RELATIONS

- Share timely and accurate updates on Maui and other travel related information with industry partners and on all platforms highlighting the reopening of West Maui on October 8
- Ramp up interest to travel to the Hawaiian islands with a focus on island branding through owned and earned media channels
- Showcase Hawai'i's brand appeal over competing destinations





# MAJOR PROGRAMS

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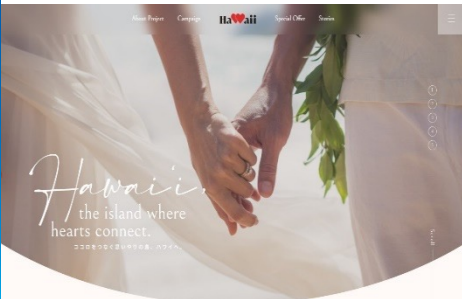


# JAPAN MARKET RECOVERY INITIATIVES

- Accelerate Air Access Program
  - Co-op program with airlines to maximize B to C approach
  - ANA A380, JAL KOA, HA Fukuoka & Sapporo
- Industry Partner Program
  - Joint B to C recovery campaign
  - Expedia, HGV including AMEX, JCB, etc.

# BEAUTIFUL HAWAI'I/HIGH-VALUE MARKET

- Beautiful Hawai'i campaign to run on train ads, taxi ads, inflight video and cinema ads
- Romance and golf promotions to target high-value visitor segment



# TRAVEL TRADE INITIATIVES

## Japan Summit and Japan Mission

- Reinforce relationships between suppliers and travel agents, create opportunities to experience the islands to increase booking pace, enhance product development



# DIRECT CONSUMER EVENTS

## Hawai'i EXPO and JATA Tourism EXPO

- Accelerate summer to fall booking, increase engagement with consumer, enhance island branding, expand awareness of made in Hawai'i products





**MĀLAMA MAUI**

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# MĀLAMA MAUI

- Distribute HTA produced content
- Enhance Maui contents on owned media and conduct SNS campaigns to boost organic growth and reach
- Collaborate with media to increase feature on Maui stories
- Designate a special “Mālama Maui” section at events and distribute Maui messaging to event promoters in Japan to garner support at direct consumer events

# PARTNERSHIP OPPORTUNITIES

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# PARTNERSHIP OPPORTUNITIES

Opportunities	Date	Point of Contact
Japan Summit	April	sales@htjapan.jp
Hawaii EXPO	June	hawaiiexpo@htjapan.jp
Tourism EXPO Japan	September	sales@htjapan.jp
Japan Mission	November	sales@htjapan.jp
FAM Tour	Throughout the year	sales@htjapan.jp
Press Tour	Throughout the year	prhtj@htjapan.jp



# 2024 BMP BUDGET

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# 2024 BMP BUDGET

	Budget
Consumer Direct	\$2,532,000
Public Relations	\$988,000
Travel Trade	\$1,550,000
Administrative	\$1,430,000
Total	<b>\$6,500,000</b>



# INCREMENTAL FUNDING REQUEST FOR JAPAN MARKET RECOVERY

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# JAPAN MARKET RECOVERY

- Steady but slower than expected market recovery due to uncontrollable factors (40% of 2019)
  - JPY/USD exchange rate
  - U.S. inflation
  - High air fuel surcharges
- Competitive destination implementing aggressive initiatives and resources to gain Japanese traveler market share
- Fight to maintain presence and market share as well as fend off competing destinations
- Pivot from Mālama to messaging that inspires and drives bookings to Hawai'i

# COMPETITIVE DESTINATION'S INITIATIVES

## Hong Kong

500,000 airline tickets  
HK\$100 cash voucher



## Taiwan

\$150 cash back campaign  
Free half day tour



## Thailand

20% off tour, 7% off hotel,  
3% off airlines



## Guam

\$20 off coupon to 5,000  
consumers



## Marianas

Monthly gift campaign  
Up to 70% off on hotel, activity,  
restaurant, etc.



NEW CAMPAIGN “YAPPARI HAWAI‘I”  
(IT’S GOTTA BE HAWAI‘I!)

旅、始めるなら。  
やっぱりハワイ



みんなと行くなら  
やっぱりハワイ

とっておきなら  
やっぱりハワイ

間違いないね！  
やっぱりハワイ

# JAPAN MARKET RECOVERY INITIATIVES

## Advertising / Digital Marketing



## Media tie-up



## Industry Partner Collaboration





# INCREMENTAL BUDGET & TARGET

Budget Request: \$2,500,000

Target visitor arrivals: Over 1 million

	Budget
Advertising	\$1,000,000
Media tie-ups	\$500,000
Digital marketing	\$250,000
Industry Partner Collaboration	\$750,000
Total	<b>\$2,500,000</b>

MAHALO!

HAWAII TOURISM  
JAPAN

