



MĀLAMA MAUI INCREMENTAL MARKETING PLAN

JANUARY - MAY 2024



MĀLAMA MAUI MESSAGING

- Maui is open except for Lahaina
- The best way to help Maui recovering is by traveling to the island and spending their dollars
- Encourage Canadians to travel to Maui now during the winter/spring season
- How to Visit Maui with Respect and Compassion
- Support local businesses: shop local, eat local, visit farm tours, farmer's markets, enjoy many other great activities and attractions across the island
- Highlight culture, culinary, romance, wellness, outdoor adventure, family, voluntourism – all tied back to mindful travel and Mālama Maui



CONSUMER INITIATIVES

- TV (28.4 M impressions)
 - Specialty Channels (national)
 - Conventional (targets YVR, YYC, YEG)
- Digital (18M impressions)
 - ConnectedTV
 - Social
 - Display
 - Google Ads
 - The Weather Network
- Influencer (300,000 impressions)



PR INITIATIVES

- Individual Media Visits
 - Nancy Macdonald, Globe and Mail
 - Tim Johnson, Toronto Star and Post Media
- Broadcast TV segments – Claire Newell, Jami Savage and Jennifer Weatherhead
- Regular news releases & proactive pitching focusing on Mālama Maui
- Expected PR results:
 - Over 1M impressions generated from online articles and broadcasts



TRADE INITIATIVES

- Co-op (1M+ impressions)
 - WestJet/WestJet Vacations
 - Costco Travel
 - AMA Travel
- Editorial (1.6 M impressions)
 - AMA/CAA Travel
 - PAX News
- Education (200 trained travel professionals)
 - BranchUp



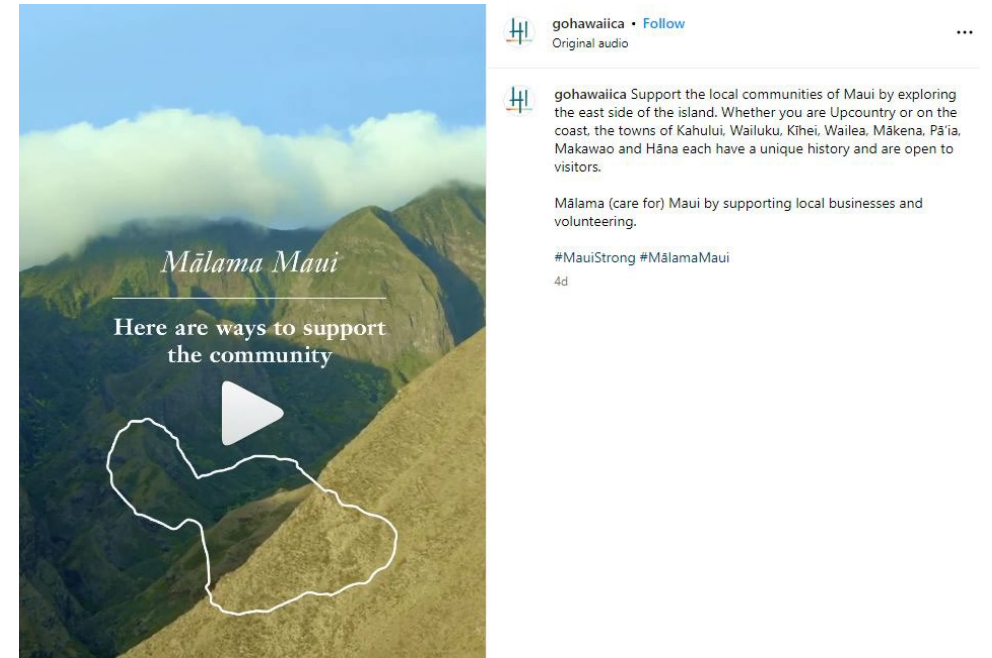


INCREMENTAL MAUI RECOVERY BUDGET

Budget Category	Amount
Consumer Direct	\$535,000
Public Relations	\$25,000
Travel Trade	\$175,300
Program Sub-total	\$735,300
Admin Costs	\$164,700
Grand Total	\$900,000

MAUI EFFORTS TO DATE

- Jim Byers interview with Kalani for OpenJaw
- Baxter interview with Bob Mowatt
- Social media messaging highlighting ways Canadians can support Maui
- CBC Radio interview with Jim Byers
- Toronto Star article in the travel section encouraging Canadians to return to Maui
- PAX News notes from the press trip in October (Michael Pihach)
- Liz Fleming radio shows
- Discover America Canada Media Day
- Aloha Canada 2023 focus on Maui





**MAHALO!
THANK YOU
MERCI**
