



# **Branding Standing Committee Meeting**

## **Agenda #8**

### **2025 MMA Brand Marketing Plan Outline**

6.20.2024

# 2025 Brand Marketing Plan (BMP)

## Approval Process & Timeline

- ✓ **May 16:** Present Tourism Landscape & Marketing Strategies to BSCM; Receive Input
- **June:** Present Proposed Budget Allocation in BSCM
- **June 27:** Budget Allocation Approved by the Board
- **Week of July 1:** Issue BMP Directives/Outline/Budget Allocation to GMTs
- **August 16:** Receive BMPs
- **Week of August 19:** Brand Team's Feedback to GMTs
- **Week of August 26:** Receive Revised BMPs
- **Week of September 2:** BMP Presentations to HTA Leadership; Receive Input
- **Week of September 9:** Receive Revised BMPs
- **Week of September 16:** BMP Presentations to BSCM; Receive Input
- **Week of September 23:** Finalize BMPs & Publish Partnership Opportunities
- **October 1:** BMP Presentations to Industry at HTA Conference

# GOAL: Strengthen Tourism's Contributions

- ***Brand Marketing:*** *Take the lead in protecting and enhancing Hawai'i's globally competitive brand in a way that is coordinated, authentic, and market-appropriate; is focused on Hawai'i's unique culture and natural environment; and supports Hawai'i's economy by effectively attracting higher-spending, lower-impact travelers.*

# 2025 Overall Strategies

- Target mindful and high-value travelers in specific geographic regions
- Revitalize the higher-spending international markets
- Stabilize U.S. and Canada, particularly visitation to Maui
- Support recovery or growth of air seats from key markets
- Strengthen our brand message for the following attributes:
- Destination Sustainability
  - Beautiful Scenery
  - Relaxation
  - New Things to Explore
  - Volunteer/Giveback Opportunities
- Focus on digital/social content marketing
- Deploy the most effective channels for paid and earned media
- Leverage local voice/ambassadors /influencers
- Inform and educate travel trade and media
- Seek out strategic partnerships
- Support progress towards regenerative tourism

# 2025 Brand Marketing Plan

## Key Objectives:

- Brand marketing campaigns and programs shall be guided and informed by the Hawaiian values of *aloha*, *mālama*, *ho'okipa* and *kuleana*.
- Maintain the cultural integrity of the Hawaiian language, customs and practices, cultural and historic sites, and imagery in all brand marketing initiatives. Highlight the diversity of Hawai'i's people, place, and culture.
- Drive destination brand awareness. Manage the brand of the Hawaiian Islands as well as the specific brands of Kaua'i, O'ahu, Lāna'i, Moloka'i, Maui, and Hawai'i Island.
- Take advantage of market insights and intelligence on trends, distribution dynamics, consumer insights, and competitive analysis. Stay adaptable to changing market trends and continuously innovate to keep the brand relevant.
- Cultivate the next generation of mindful travelers.
- Increase per person expenditures and total spending in alignment with the HTA's KPIs.
- Educate visitors pre-arrival with specific information about safe and respectful/mindful travel. This program should be coordinated with the HTA's in-destination program to provide a seamless message throughout the entire visitor journey.

# 2025 Brand Marketing Plan (BMP)

## Key Objectives - Continued:

- Develop airline relationships with the goal of monitoring and optimizing load factors and to support routes as directed.
- Focus marketing and support tour product development to build a desire to visit during shoulder periods and encourage multi-island itineraries.
- Assist the HTA's Global MCI Contractor "Meet Hawai'i" in securing MCI group business with special focus on the state-owned Hawai'i Convention Center (HCC) and citywide convention growth.
- Emphasis should be to drive visitor spending into Hawai'i based businesses as a means to support a healthy economy, in partnership with the HTA, DBEDT, the private sector, etc.
- Assist the HTA and other designated entities with crisis management and communication related to the visitors and/or visitor industry.
- At the HTA's direction, support Hawai'i-based projects, programs, and initiatives.
- Where necessary, engage local communities and/or stakeholders to ensure their support and participation.
- Ensure that initiatives are metrics-driven.

# 2025 Brand Marketing Plan (BMP)

**Annual Targets: Meet or Exceed**

## TOTAL EXPENDITURES (USD)\*

	USA	Japan	Canada	Oceania	Europe	Korea	China
2024 (Forecast)	15.66B	1.13B	1.11B	0.59B	0.28B	0.44B	--
2025 (Target)	15.88B	1.62B	1.32B	0.73B	0.29B	0.48B	--

***\*Growth of PPPD and PPPT will also be monitored***

# 2025 Brand Marketing Plan (BMP)

## Annual Targets:

### **Visitor Satisfaction Survey (U.S., Japan, Canada, Korea, Oceania, China): Maintain or Exceed 2024 Quarterly Figures**

- Visitors recall hearing or seeing safe and responsible travel to Hawai'i prior to arrival
- Visitors recall hearing or seeing information about support local/shop local prior to arrival
- Visitors recall hearing or seeing information about caring for and respecting Hawai'i's culture, people, and environment prior to arrival

### **Vision Insights Brand Health and Profiles Database (U.S., Japan, Canada, Korea, Australia): Maintain or Exceed Previous Figures (actual index still being developed)**

- Destination Awareness
- Consideration
- Intent to Travel



# **2025 Brand Marketing Plan (BMP)**

## **Quarterly Targets for Program Measures (to be proposed by GMT):**

- Consumer Paid Media
- Travel Trade Paid Media
- Public Relations
- Travel Trade
- Social Media Metrics

# 2025 Brand Marketing Plan (BMP)

## BMP Outline:

- Market Analysis
- Assumptions
- Target Audience
- Strategies
  - Consumer
  - Travel Trade
  - PR
  - Island Distribution
  - Industry Collaboration
  - Research
  - Gohawaii
  - Social Marketing
- Creative Content
- Major Campaigns & Programs
- Performance Methodology (Process to measure the success of the branding efforts and make necessary adjustments)

\*Narrative should detail specific actions, timelines, and responsibilities for executing the BMP

# 2025 Brand Marketing Plan (BMP)

## Submission Content:

- GMT Application Form (signed and dated)
- Table of Contents
- Organizational Chart
- Brand Marketing Plan - Narrative

## Attachments

- Attachment 1: BMP Budget Plan Worksheets
- Attachment 2: BMP Performance Measures Worksheet
- Attachment 3: Partnership Opportunities
- Attachment 4: Subcontractor Form