



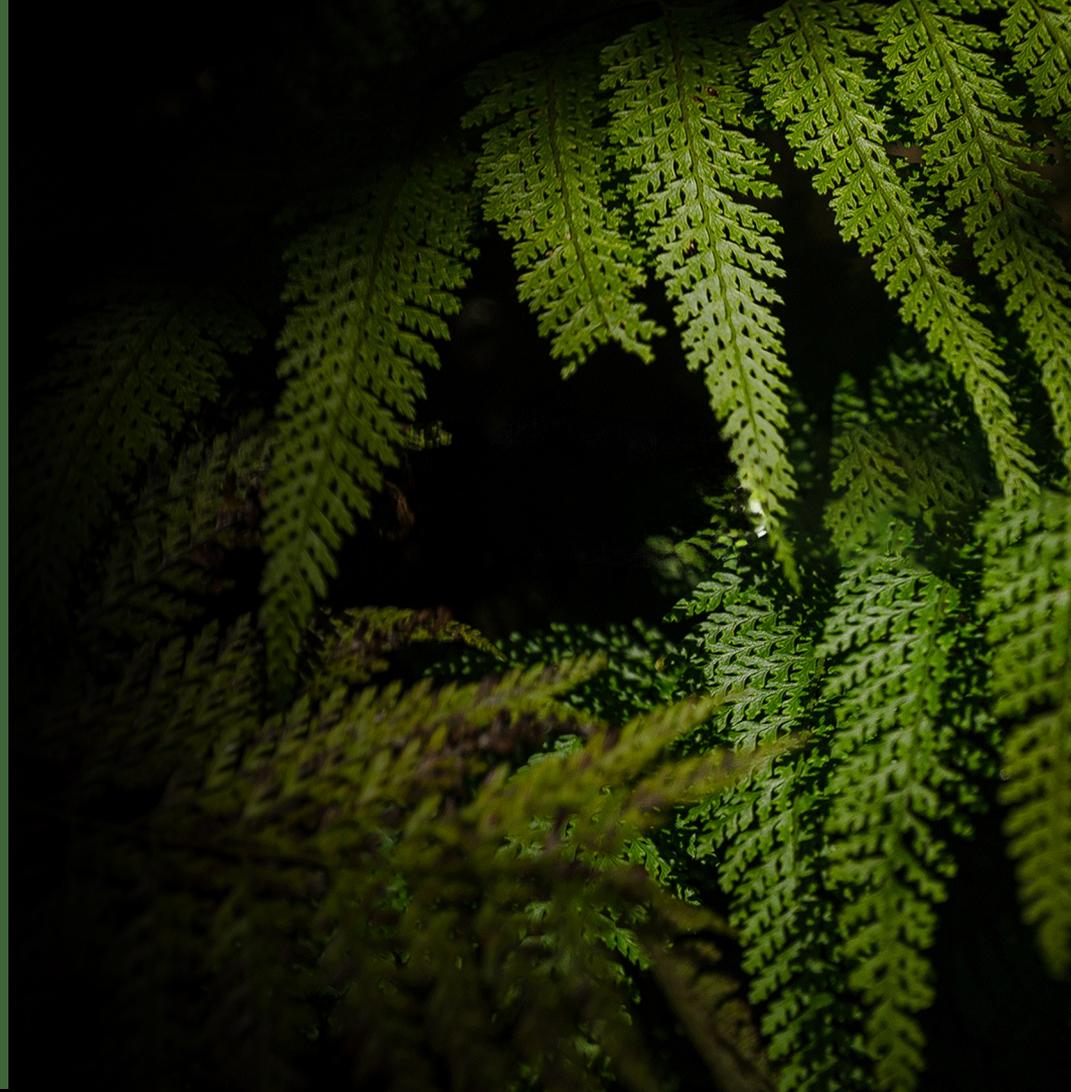
Visitor Education Post Arrival Marketing

KILOHANA
COLLECTIVE

HAWAII TOURISM
AUTHORITY

Table of Contents

- Kilohana Creative Workflow
- VEPAM KPI Thermometer
- Update of Activities
 - Travel 808
 - Pre-Approved Messages
 - 2024 Maui Recovery
 - 2024 VEPAM
 - 2023 VEPAM
- Period 1 Budget
- Mahalo Nui



KILOHANA

COLLECTIVE

HTA VEPAM Kilohana Creative Flow Chart



- Assignments are initiated by HTA, Kilohana or CGO.
- Understand the goal of the specific message; what are we trying to achieve? Does the goal align with brand stewardship initiatives.

- Native Hawaiian point of view on topic. Input and insights.
- Mindful visitor point of view on the topic.
- Topic background, history, mo'olelo.
- Check any pre-arrival creative on the topic; and align.
- Check HTA Knowledge Bank for available images.
NOTE: Usually, images are determined in the Creative Concepting stage, and photographs are shot to fit. Using existing photographs hinders this process.
- Review gohawaii.com, to determine where ads could link to. The ads must link to information that aligns with the ads. When possible, new landing pages can be created to fulfill the ads.

- Absent of aligning with the pre-arrival creative strategy, develop a creative strategy to achieve the messaging goal.
- Brainstorm ideas.
- Review against brand guidelines.
- Compare ideas, and select the ones that rise to the top.

- Draft copy.
- Select images.
- Design layout.

- Establish how layouts fulfill creative strategy.

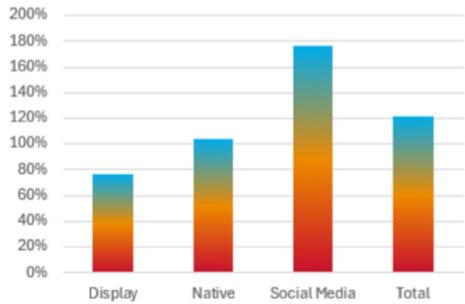
- Review and analyze feedback. Proceed and/or offer options.

- Prepare layouts for final approval.

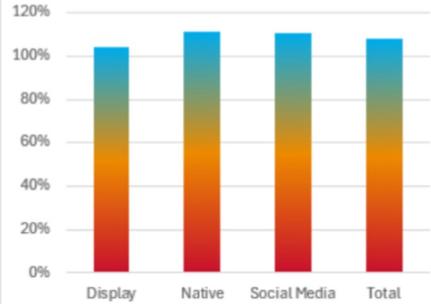
VEPAM KPI Thermometer

Prior Full Month May 2024			
Tactic	Goal	Delivered	Completion %
Display	2,347,003	1,787,092	76%
Native	460,945	478,101	104%
Social Media	2,117,862	3,744,177	177%
Total	4,925,810	6,009,370	122%

* Budget error led to monthly display shortfall; make-good to be applied Period 1

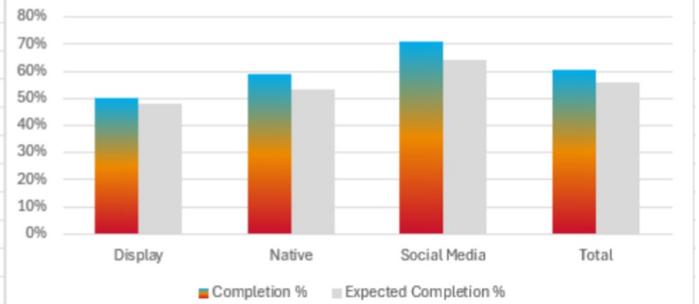


Campaign Lifetime through Prior Month Through May 31, 2024			
Tactic	Goal	Delivered	Completion %
Display	14,991,407	15,609,074	104%
Native	3,897,337	4,339,127	111%
Social Media	21,014,711	23,207,362	110%
Total	39,903,455	43,155,563	108%



Campaign Lifetime to Period 1 Total Goal Delivery Through May 31, 2024					
Tactic	Goal	Delivered	Completion %	Expected Completion %	
Display	31,104,865	15,609,074	50%	48%	
Native	7,325,789	4,339,127	59%	53%	
Social Media	32,739,468	23,207,362	71%	64%	
Total	71,170,122	43,155,563	61%	56%	

* Expected Completion Based on Goal through prior month vs. Lifetime goal - accounts for weighted/uneven pacing





Travel808

PRESENTED BY

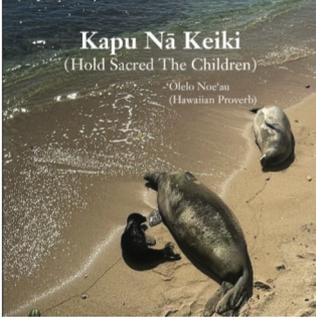
The
HAWAIIAN
ISLANDS

Mahalo For Keeping Your Distance

Hawaii – gohawaii.com
Sponsored

Kaiwi, the Hawaiian monk seal, gave birth to her sixth pup on Kaimana Beach on May 1, 2024. The Hawaiian ...See more

Kapu Nā Keiki
(Hold Sacred The Children)
*‘Ōiolo Nōe‘āu
(Hawaiian Proverb)*



gohawaii.com
Mahalo for keeping your distance. [Learn more](#)

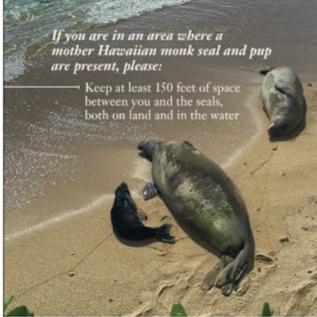
SLIDE 1

Hawaii – gohawaii.com
Sponsored

Kaiwi, the Hawaiian monk seal, gave birth to her sixth pup on Kaimana Beach on May 1, 2024. The Hawaiian ...See more

If you are in an area where a mother Hawaiian monk seal and pup are present, please:

- Keep at least 150 feet of space between you and the seals, both on land and in the water



gohawaii.com
Mahalo for keeping your distance. [Learn more](#)

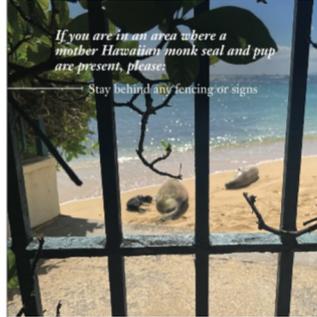
SLIDE 2

Hawaii – gohawaii.com
Sponsored

Kaiwi, the Hawaiian monk seal, gave birth to her sixth pup on Kaimana Beach on May 1, 2024. The Hawaiian ...See more

If you are in an area where a mother Hawaiian monk seal and pup are present, please:

- Stay behind any fencing or signs



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Mahalo for keeping your distance. [Learn more](#)

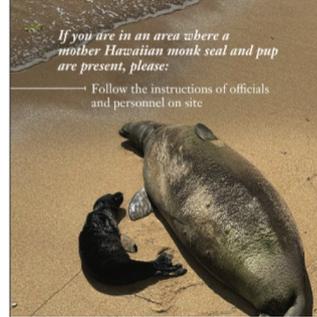
SLIDE 3

Hawaii – gohawaii.com
Sponsored

Kaiwi, the Hawaiian monk seal, gave birth to her sixth pup on Kaimana Beach on May 1, 2024. The Hawaiian ...See more

If you are in an area where a mother Hawaiian monk seal and pup are present, please:

- Follow the instructions of officials and personnel on site



gohawaii.com
Mahalo for keeping your distance. [Learn more](#)

SLIDE 4

Kaiwi, the Hawaiian monk seal, gave birth to her sixth pup on Kaimana Beach on May 1, 2024. The Hawaiian monk seal is on the Federal endangered list, and pursuing and feeding them is prohibited by law.



2024 Maui Recovery VEPAM



Lahaina Recovery Zone CLOSED TO THE PUBLIC

Lahaina Recovery Zone CLOSED TO THE PUBLIC

- Cars and pedestrians are not permitted
- Access from the water is not allowed



See what's open in Lahaina.



Mahalo for traveling mindfully and honoring the spirit of Lahaina.



HAWAII TOURISM
AUTHORITY

MAUI
One of the HAWAIIAN ISLANDS

Mālama Maui: Nui (2023)



Reopening Message for Visitors (2023)

Discover (Town) with Aloha - Digital Display

2024 Maui Recovery

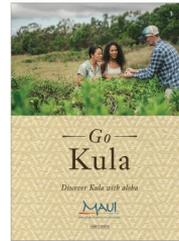
As you explore, a sense of gratitude and giving back is the island way, to help keep Maui strong.



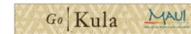
320 x 480 Animated gif



728 x 90 Animated gif (slide 3 shown)



320 x 50 Static



300 x 50 Static

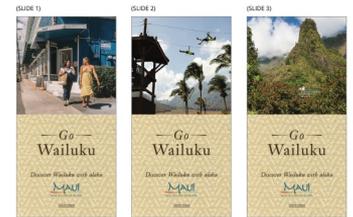
768 x 1024 Animated gif (slide 3 shown)



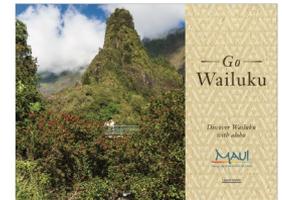
970 x 250 Animated gif



160 x 600 Animated gif



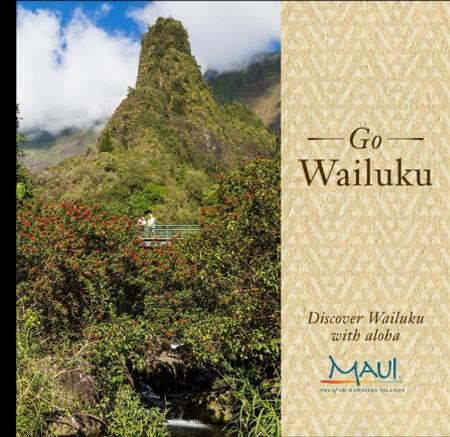
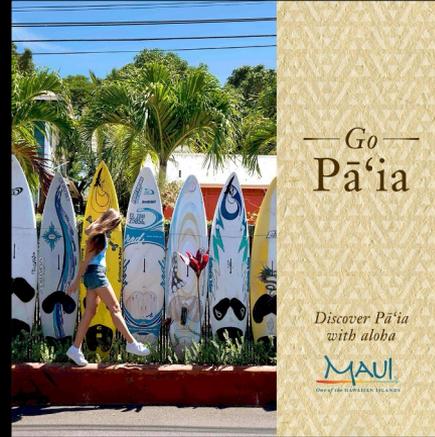
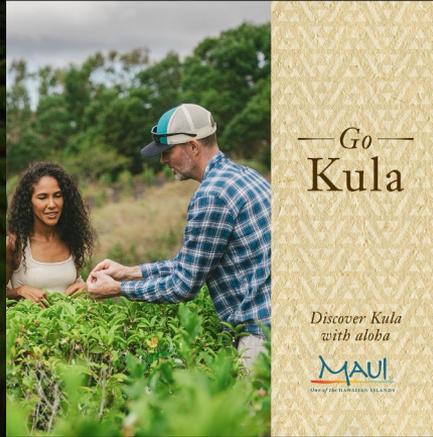
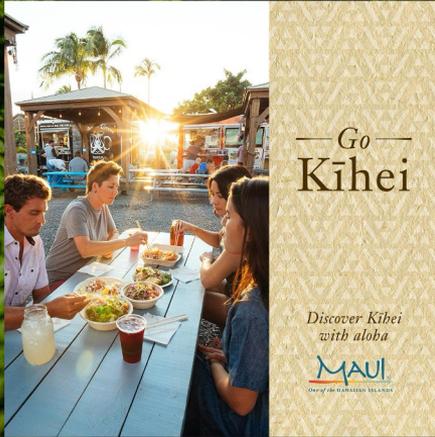
300 x 600 Animated gif



1024 x 768 Animated gif (slide 3 shown)

Discover (Town) with Aloha - Social Media

2024 Maui Recovery



As you explore, a sense of gratitude and giving back is the island way, to help keep Maui strong.

Discover (Town) with Aloha - Native

2024 Maui Recovery

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Cultural Mindfulness on Hawai'i Island

To truly experience our unique and vibrant way of life, cultural experts advise adopting an open heart and an open mind.

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MUSIC TAX FREE TAX FREE

1/ Michael Bubl3 and Wife Welcome New Baby 2/ The 411 on Tax-Free Weekends 3/ 35 Prettiest-Ever Hairstyles With Bangs 4/ The Best Automatic Drip Coffee Makers 5/ 16 Foods You Should Never Feed Your Dog



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Tips for Living with Pulmonary Arterial Hypertension



Pulmonary Arterial Hypertension 101: What is PAH?



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Discover
(Town)
With Aloha
- Airport Ad

2024 Maui
Recovery



— Go —
Kīhei

Discover Kīhei with aloha

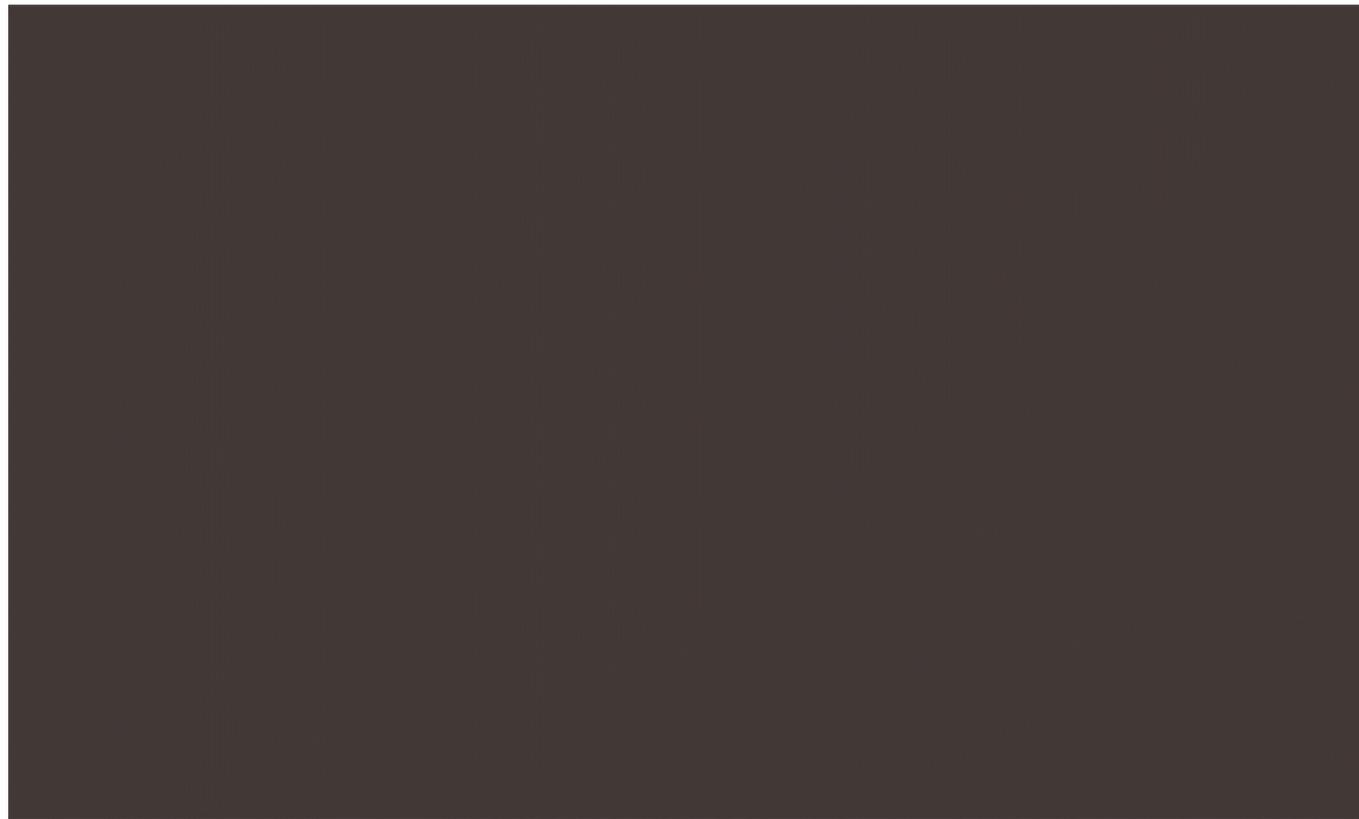


— Go —
Kula

Discover Kula with aloha



Gohawaii.com
Maui Moku
Itineraries
2024 Maui
Recovery





2024-23 VEPAM

Digital Display

Take a trip that gives back.
Plan a day with local farmers, craftsmen and artists.

728 x 90 Static

Take a trip that gives back.
Plan a day with local farmers, craftsmen and artists.

300 x 250 Static

Take a trip that gives back.
Plan a day with local farmers, craftsmen and artists.

160 x 400 Static

Take a trip that gives back.
Plan a day with local farmers, craftsmen and artists.

300 x 400 Static

Don't underestimate our waters.
Pay attention to the physical and natural signs around you.

728 x 90 Static

Don't underestimate our waters.
Pay attention to the physical and natural signs around you.

300 x 250 Static

Don't underestimate our waters.
Pay attention to the physical and natural signs around you.

160 x 400 Static

Don't underestimate our waters.
Pay attention to the physical and natural signs around you.

300 x 400 Static

Hike without leaving a trail.
Explore mindfully.

728 x 90 Static

Hike without leaving a trail.
Explore mindfully.

300 x 250 Static

Hike without leaving a trail.
Explore mindfully.

160 x 400 Static

Hike without leaving a trail.
Explore mindfully.

300 x 400 Static

Hula lives here.

160 x 600 Animated gif

Find us in our hula.

236 x 290 Animated gif

Hula lives here.

160 x 600 Animated gif

Find us in our hula.

236 x 290 Animated gif

From farm-to-table. From ocean-to-table.
Enjoy the harvest from one table to the next.

728 x 90 Static

From farm-to-table. From ocean-to-table.
Enjoy the harvest from one table to the next.

300 x 250 Static

From farm-to-table. From ocean-to-table.
Enjoy the harvest from one table to the next.

160 x 400 Static

From farm-to-table. From ocean-to-table.
Enjoy the harvest from one table to the next.

300 x 400 Static

In Hawai'i, we celebrate our artists, designers and farmers.
Meet them at the Farmers' Markets.

728 x 90 Static

In Hawai'i, we celebrate our artists, designers and farmers.
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300 x 250 Static

In Hawai'i, we celebrate our artists, designers and farmers.
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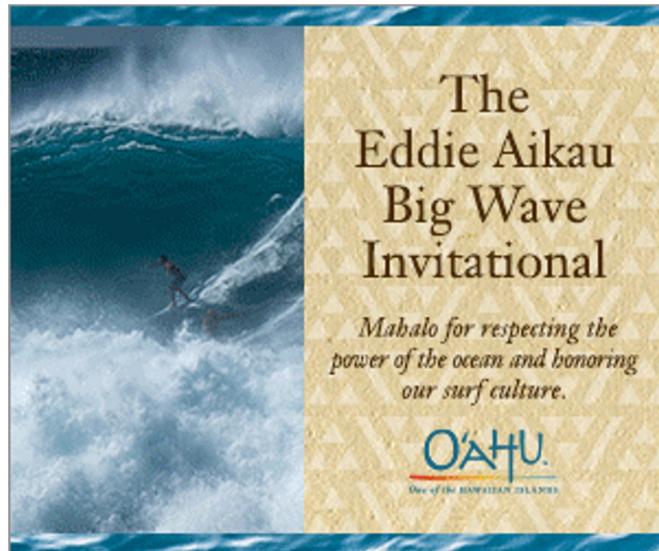
160 x 400 Static

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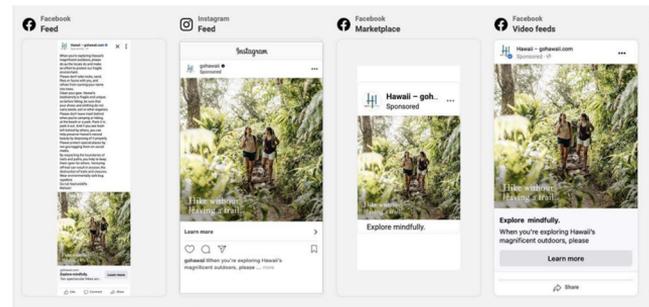
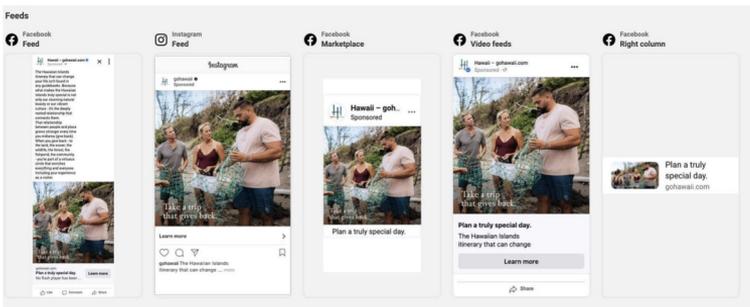
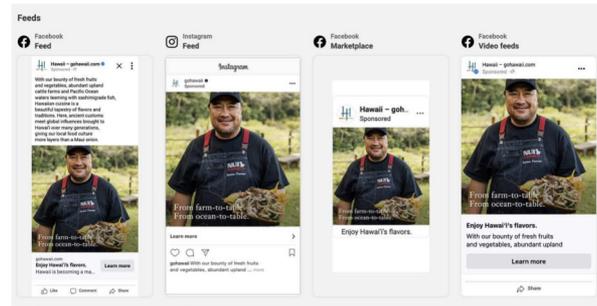
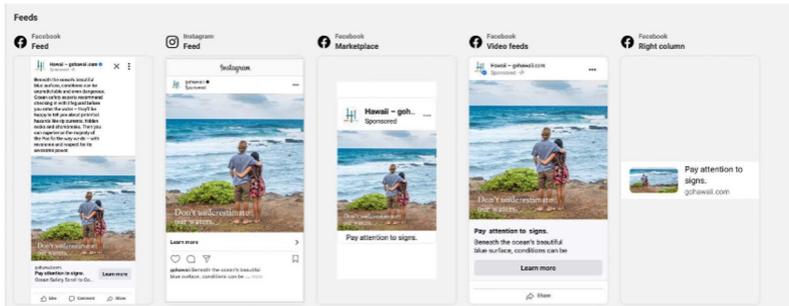
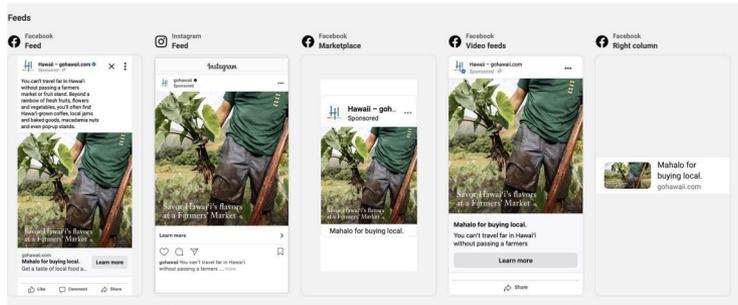
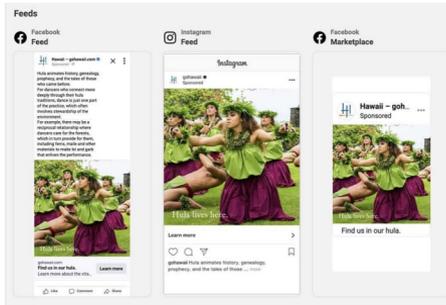
300 x 400 Static

Digital Display

(Continued)



Socials



Native

healthline

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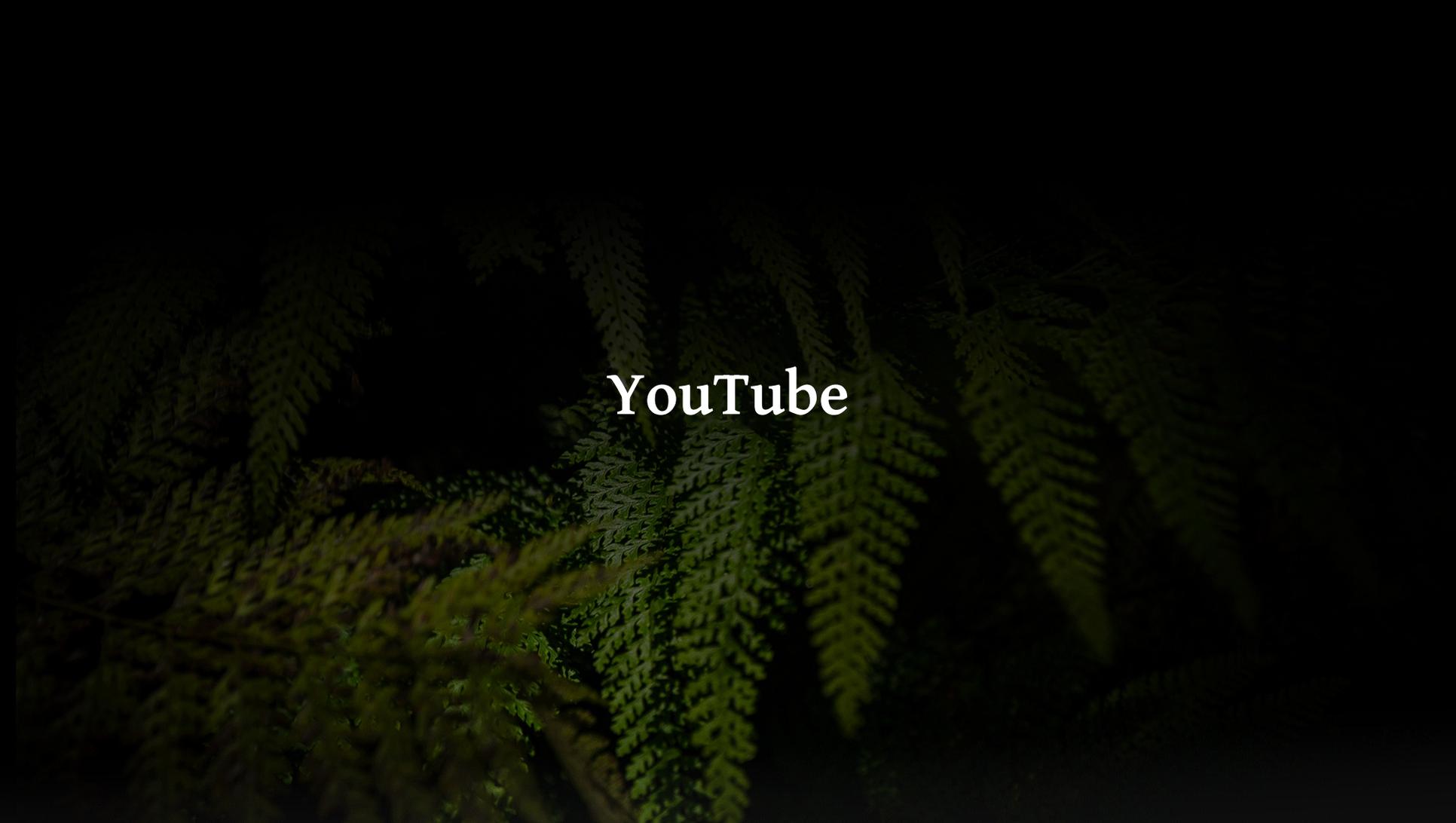
The background of the image is a dark, almost black, field filled with a repeating pattern of fern fronds. The fronds are a deep, muted green color and are oriented vertically, creating a textured, organic backdrop. The lighting is soft, highlighting the intricate details of the leaflets.

Airport Baggage Claim



Hula lives here.

In Hawai'i, we celebrate...

The background of the image is a solid black color. Overlaid on this is a pattern of fern fronds. The fronds are a dark, muted green color and are arranged in a way that creates a sense of depth and texture. Some fronds are in sharp focus, while others are blurred, suggesting a shallow depth of field. The overall effect is a moody, naturalistic aesthetic.

YouTube

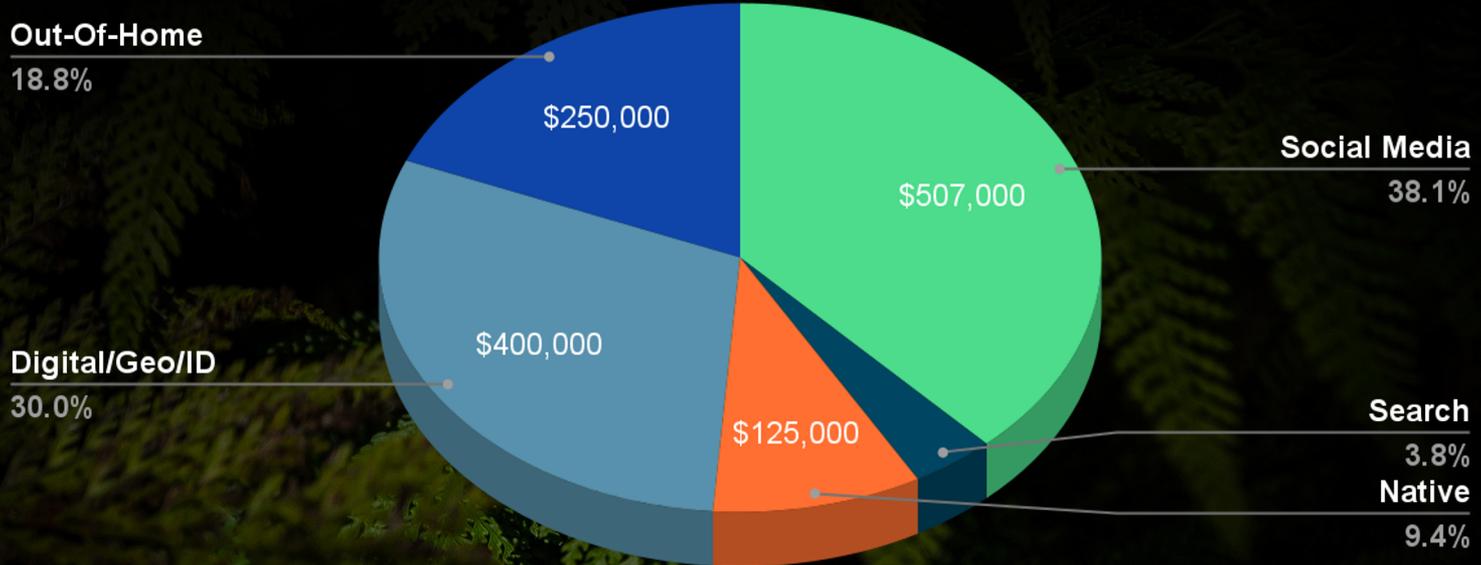
“Sustainable Farming”

2023 VEPAM - “Sustainable Farming”

“Habitat Stewardship”

2023 VEPAM - “Habitat Stewardship”

PERIOD #1 MEDIA SUMMARY August 2023 - December 2024



Total: \$1,332,000



Mahalo Nui Loa