



Brand Standing Committee Meeting

12/12/2024

**Agenda #9 : Update on the Partnership with
Brand USA and Expedia**

Brand USA x Expedia Promotion

- **Purpose:** To boost short-term bookings to Hawai'i
- **Promotional Period:** 11/27/24 - 3/31/25
- **MMAs:** Canada / Oceania / Japan (scheduled 12/15/24 - 2/28/25)
- **Matching:** Brand USA 20% + Expedia 40%
- **Partner Offer:** Minimum 20% Off
- **Industry Support:** Special offers by hotels / activities / car rentals

Brand USA x Expedia Promotion

(11/27/24 - 3/31/25)

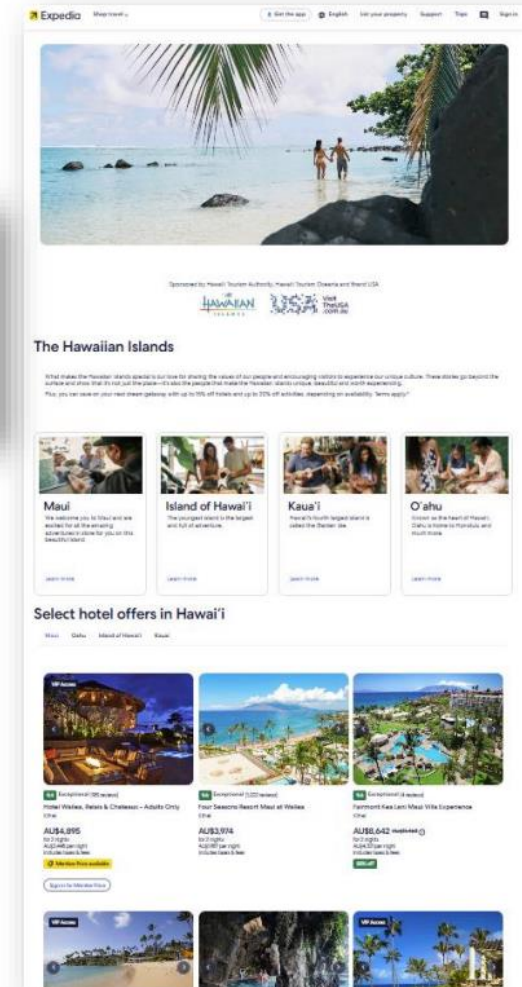
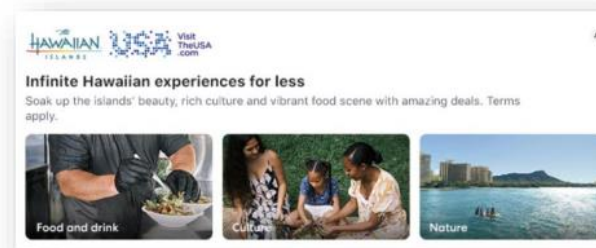
ANZ POS

Link 1: [Offers](#) Link 2: [Banner Ads](#)

AU: <https://www.expedia.com.au/lp/b/ms-b-dmo-exp-au-hawaii-brandusa?siteid=25&langid=3081&cache=false>

Link 3: [Offers](#)

NZ: <https://www.expedia.co.nz/lp/b/ms-b-dmo-exp-nz-hawaii-brandusa?siteid=29&langid=3081&cache=false>



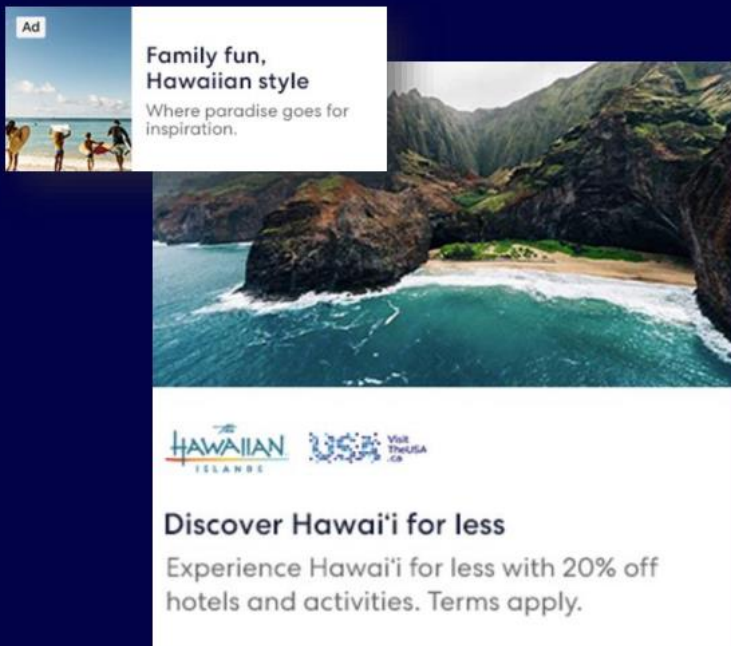
Brand USA x Expedia Promotion

(11/27/24 - 3/31/25)

Canada POS

[Link 1: Offers - EN](#) [Link 2: Offers - FR](#)

<https://www.expedia.ca/lp/b/ms-b-hotel-exp-ca-en-hawaii-brandusa>



Ad

Family fun,
Hawaiian style

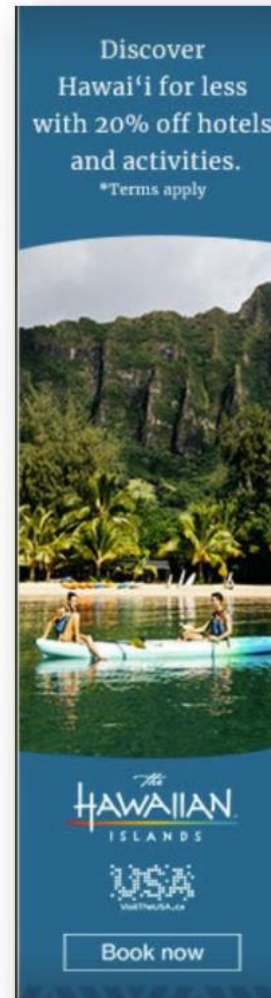
Where paradise goes for inspiration.




Discover Hawai'i for less

Experience Hawai'i for less with 20% off hotels and activities. Terms apply.

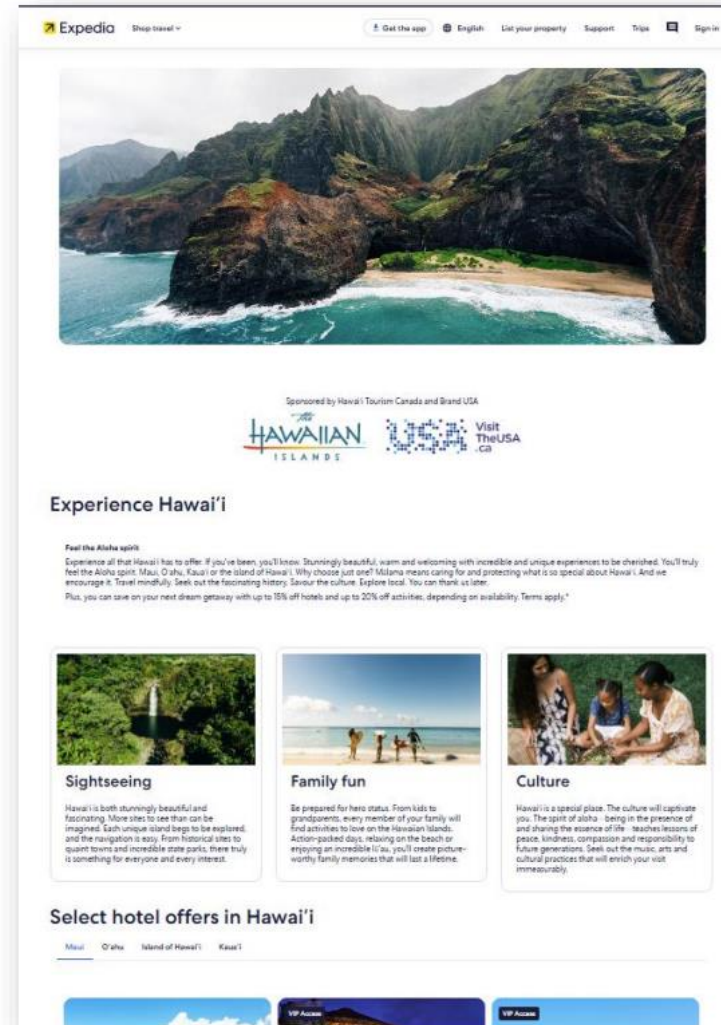
Link 3: Banner Ads



Discover
Hawai'i for less
with 20% off hotels
and activities.
*Terms apply




Book now



Expedia

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Experience Hawai'i

Feel the Aloha spirit

Experience all that Hawai'i has to offer. If you've been, you'll know. Stunningly beautiful, warm and welcoming with incredible and unique experiences to be cherished. You'll truly feel the Aloha spirit. Maui, O'ahu, Kauai or the island of Hawai'i. Why choose just one? Malama means caring for and protecting what is so special about Hawai'i. And we encourage it. Travel mindfully. Seek out the fascinating history. Savor the culture. Explore local. You can thank us later.

Plus, you can save on your next dream getaway with up to 15% off hotels and up to 20% off activities, depending on availability. Terms apply.*

Sightseeing

Family fun

Culture

Select hotel offers in Hawai'i

Maui O'ahu Island of Hawai'i Kauai

VP Access

Brand USA x Expedia Promotion

(12/15/24 - 2/28/25)

Japan POS

<https://www.expedia.co.jp/lp/b/ms-b-dmo-exp-jp-hawaii-brandusa?siteid=28&langid=1041&cache=false>



Brand USA x Expedia Promotion

Promotional Period: 11/27/24 - 3/31/25

Tracking Period: 11/27/24 - 12/9/24



Results in Under 2wks of Data =
172-to-1 Return on Ad Spend

Display Ads	Ad Spend	Impressions	Clicks	CTR	Revenue	ROAS
	\$5,961	255,546	371	0.15%	\$1,030K	172.7

Brand USA x Expedia Promotion

- Australia { • Blue
- New Zealand { • Orange
- Canada { • Green

Display Performance Summary - Hawaii Tourism Authority

Impressions	Clicks	CTR	Ad Spend	Room Nights	VR Nights	Air Tickets	Travelers	Car Rentals	Activity Tickets	Revenue	ROAS
256K	371	0.15%	\$6K	2,203	0	562	1,342	0	14	\$1,030K	172.7

POS Name	Impressions	Clicks	CTR	Ad Spend	Revenue	ROAS
Expedia Australia	46K	46	0.10%	\$961	\$141K	147.2
Expedia New Zealand	27K	38	0.14%	\$546	\$20K	36.6
Expedia TAAP Australia	34K	11	0.03%	\$827	\$40K	48.7
ExpediaPlus Canada	108K	176	0.16%	\$2,966	\$771K	259.8
ExpediaPlus Canada (French)	40K	92	0.23%	\$634	\$57K	90.5
Hotels.com Canada	1K	8	0.91%	\$26	\$0K	0.0

