

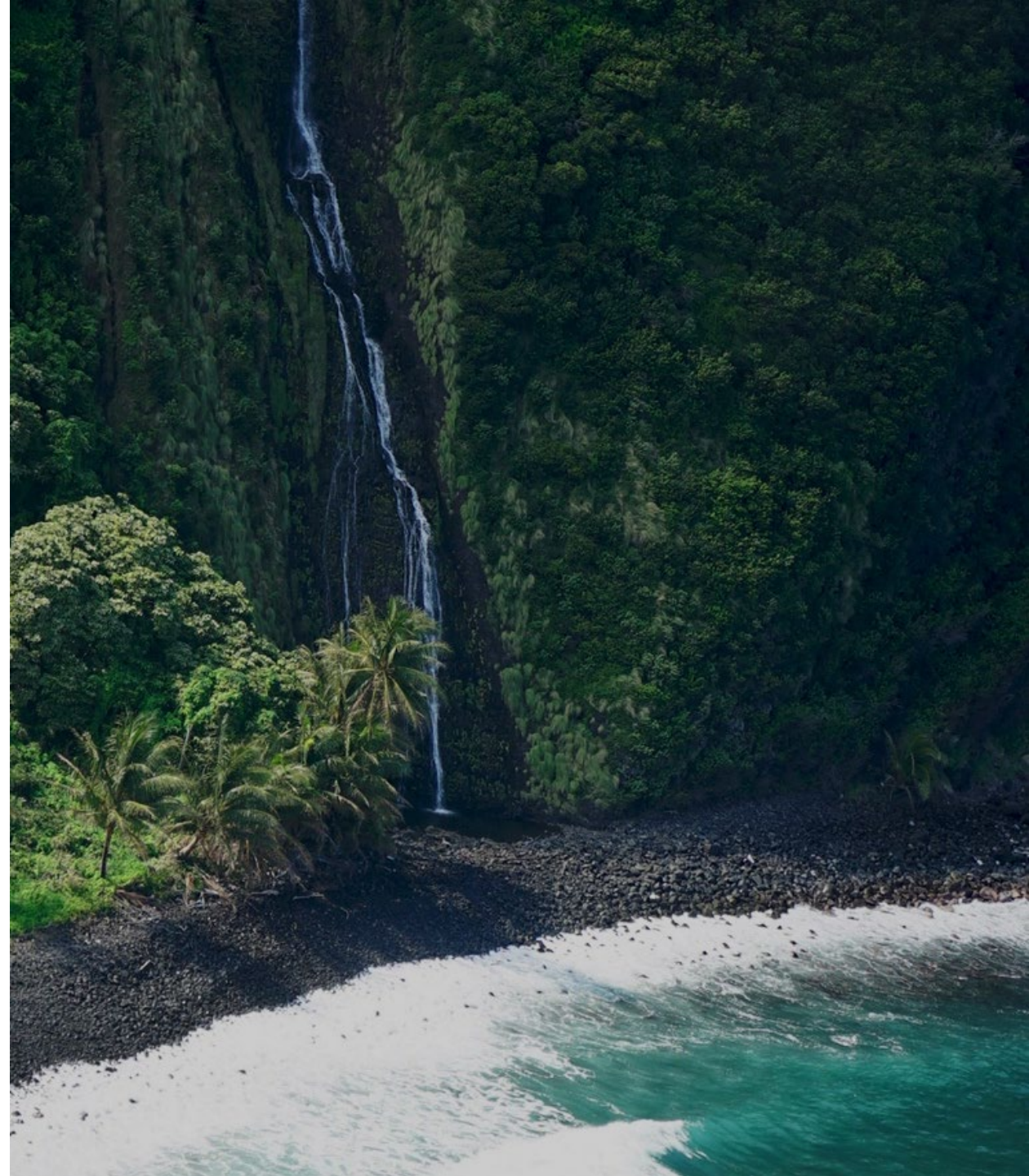
# HTA Marketing Committee Meeting

August 26, 2020



# Overview

1. Current Situation
2. Traveller Sentiment
3. Target Audience
4. Recovery Plan
5. Campaign Example





The background is a deep green with lighter, wavy, and flowing lines that create a sense of movement and depth, resembling a stylized ocean or abstract landscape.

# Oceania Overview

Traveller sentiment



# Current Situation

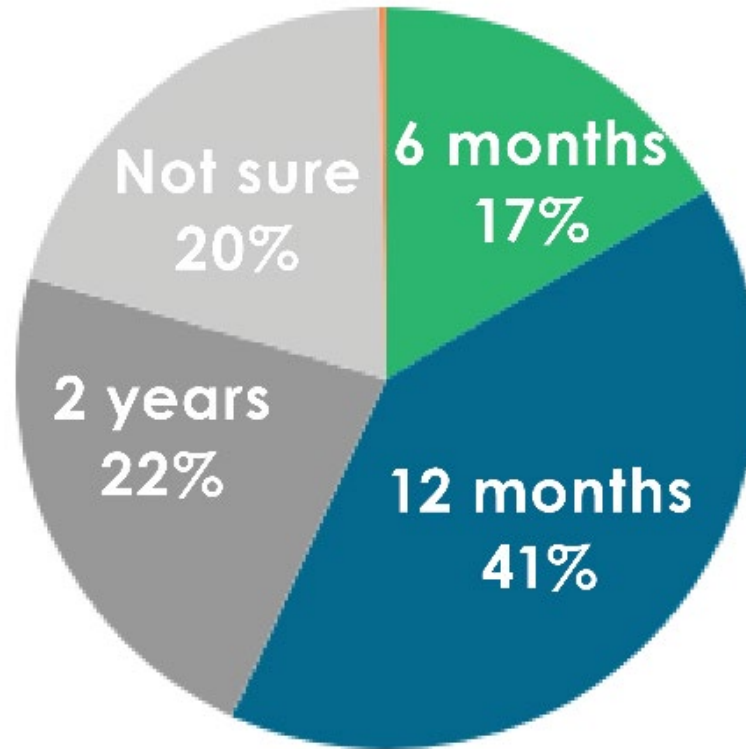
- Australia and New Zealand's international borders are closed for travel, except for limited repatriation flights.
- Delays with the start of a trans-Tasman bubble between Australia and New Zealand.
- Mid and long-haul international travel anticipated to resume in 2021 to government approved 'safe' countries.



# HTO Traveller Sentiment Survey\*

## Timing of international travel

- 41% are planning an international leisure trip in the next 12 months
- 20% are not sure when they will travel overseas, reflecting the current uncertainty around when borders will reopen.





# HTO Traveller Sentiment Survey\*

## **Strong pool of loyal repeat visitors:**

- Over two thirds have visited Hawai'i in the past 5 years
- 76% selected Hawai'i as their next international holiday preference

## **Market sentiment:**

- The Oceania market is optimistic about resuming global travel – 20% of Australians want to travel overseas in the next year (TTF May 2020)
- Right now, of greatest concern are the impacts of COVID-19 on the economy followed by the restrictions on travel and movement



# Target Market





An aerial photograph of a rugged, green mountain coastline. The mountain has deep, vertical ridges and is covered in dense vegetation. The coastline is steep and drops down to a dark blue ocean. The sky is overcast and grey. The text "Recovery plan" is centered over the mountain, and "2020-2021" is centered below it.

# Recovery plan

2020-2021



# Three Stage Recovery plan





## STAGE 1: INSPIRATION

- The Dreaming phase
- Focus on Hawaii's natural beauty, landscapes and culture, reinforcing brand perceptions of the destination.
- #DreamingOfHawaii introduced when appropriate to share a message of welcome to visitors from Australia and New Zealand
- Incorporation of HVCB 'local ambassador' content (rooted campaign)



Natural Beauty



Hawaiian Culture

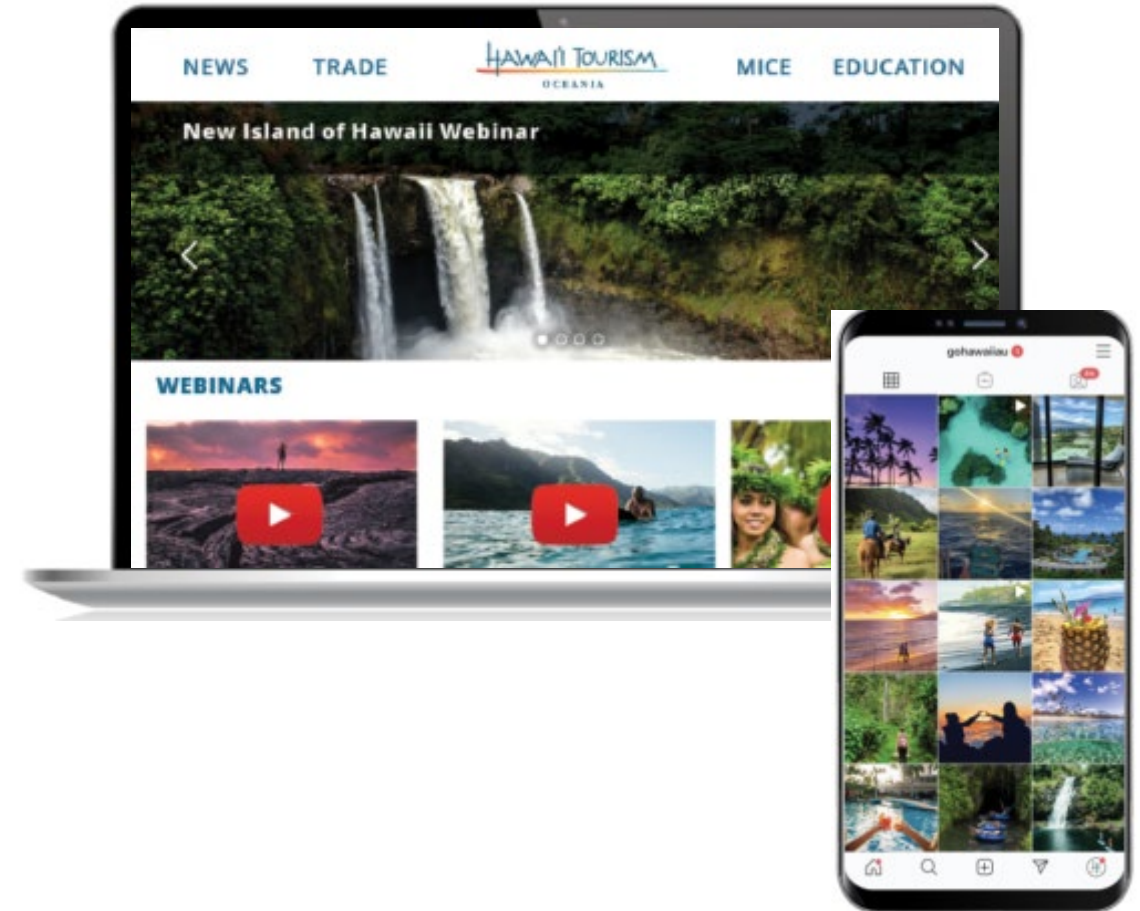


Responsible Tourism



## STAGE 2: BRAND DEPTH

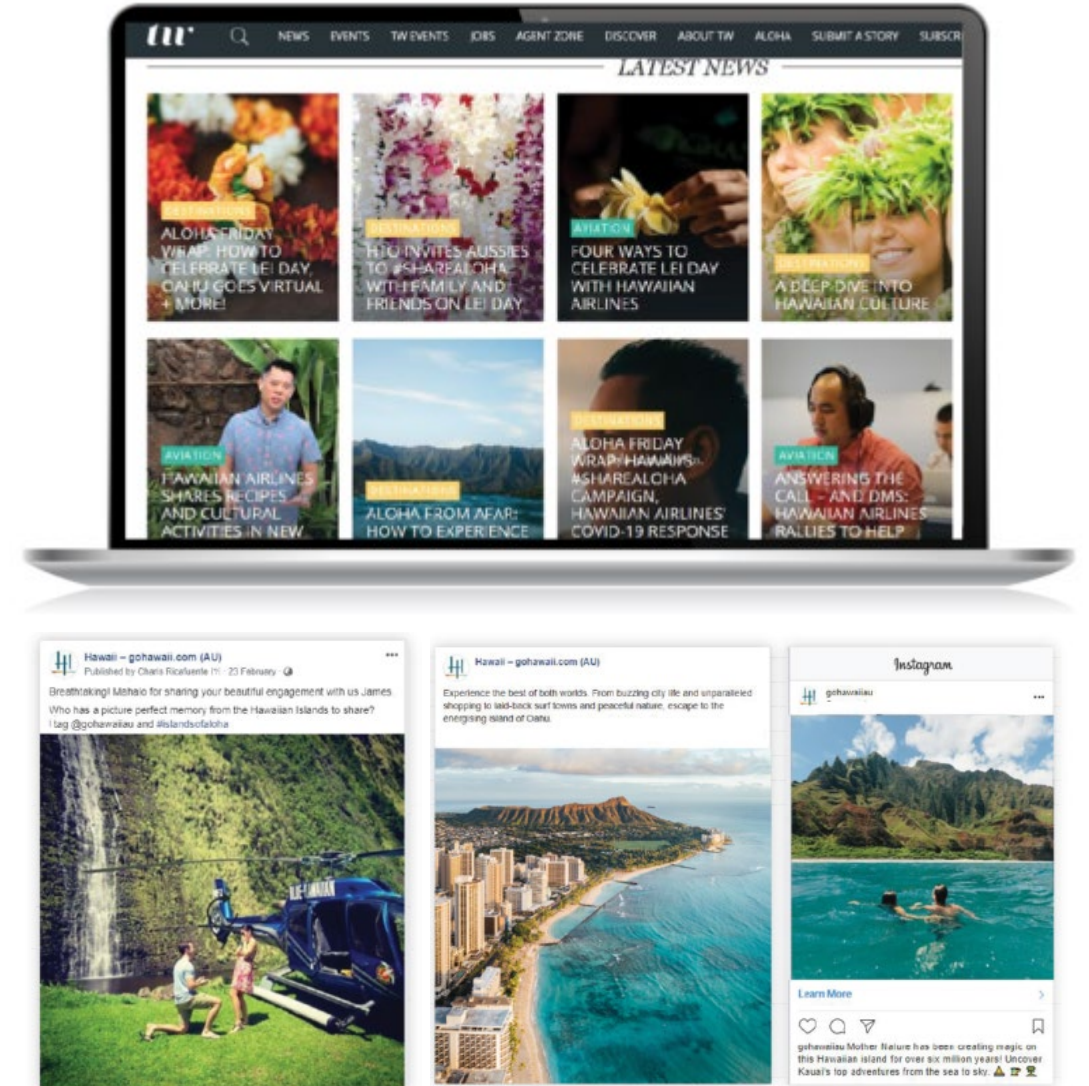
- Active Planning stage
- Setting the foundation for inspiring and motivating the desired future visitor to choose Hawai'i
- Activity aligned to brand pillars and creating travel intention through rich content and imagery with a focus on digital marketing and PR activity
- Timing around planned re-opening of air access and growing consumer confidence to travel





## STAGE 3: CONVERSION

- Conversion – booking and travel
- Air access resumes between Australia/New Zealand and Hawai'i. HTO will work with airline partners to support this transition.
- Call to action sensitive to the environment aligned with trade integration.
- #LetHawaiiHappen is introduced





# Campaign example

Audience polls



Live streaming



Videos of influencer faml showcasing island personalities



**30,000+**

Instagram followers



**123,000+**

Facebook fans



**4,000,000**

Estimated paid  
digital reach\*



**500,000**

Collective  
influencer reach\*



**160,000+**

HTO subscriber database



**200+**

Pieces of content\*



A photograph of a waterfall cascading down a dark, moss-covered rock face. The water is white and frothy as it falls. The surrounding area is lush with green foliage, including ferns and other plants. The word "Mahalo" is written in white text across the center of the image.

# Mahalo