

## 2022 Brand Marketing and Management Plan (BMMP) Outline

The Brand Marketing and Management Plan shall describe marketing and management strategies and implementation plan aimed at fulfilling HTA Key Brand Marketing and Management Objectives, Key Performance Indicators (KPIs), and BMMP Performance Measures. The BMMP should be clear and concise in communicating strategies, actions and project outcomes.

The BMMP shall include the following components:

### NARRATIVE

- A. **Overview/Market Analysis.** A clear and concise overview of the current market conditions, competition, economic indicators, consumer as well as travel industry trends that are occurring in your market. As a result of all these variables, a summation of how you view the market potential specific to Hawai'i. Include research-driven insight into consumer destination travel shopping and buying behaviors that inform your plans.
- B. **Assumptions.** Describe any market conditions that would affect visitation to Hawai'i and your ability to implement the plan for your market. Identify market specific distribution channel assumptions based upon known consumer practices.
- C. **Target Audience.** Identify specific target regions and segments focused on high-spending, positive-impact, mindful travelers in your market that will have the greatest return on marketing and management objectives and why. Identify the number of potential visitors in your target market including household income, age group, likelihood to travel overseas for leisure within the next twelve months.
- D. **Strategies.** Identify and describe your marketing and management strategies in the following categories:
  1. **Consumer**
    - Align with the target audience through direct consumer promotions, consumer events, public relations, and paid media to build brand awareness for the destination and educate consumers about responsible travel/Mālama Hawai'i.
    - Cooperative partnership strategy to include joint promotions with other consumer brands that align with the Hawaiian Islands brand.
  2. **Travel Trade**
    - Identify key travel trade targets, trade media, and rationale.
    - Educational strategy to educate and train tour operators and retail agents about Hawai'i, each individual island's unique brand, the Hawaiian culture, and responsible travel/Mālama Hawai'i.
    - Airline strategy to develop airline relationships with the goal of monitoring and improving load factors and to support direct routes as directed.
    - Cooperative program strategy to include joint promotions with key industry partners. (Cooperative programs to be submitted to the HTA for approval.)
    - Leisure group strategy to target high-value groups that are aligned with responsible and regenerative tourism efforts.

- Assist HTA's Global MCI contractor in securing MCI group business with special focus on the state-owned Hawai'i Convention Center (HCC) and citywide convention growth.
3. Public Relations
    - Identify potential story angles against market niches and target media channels and other partners that align with the targeted segments for the MMA.
  4. Island Distribution
    - Drive multi-island visitation by developing initiatives and activities that are unique to each island and reinforce each island's brand position.
  5. Industry Collaboration
    - Define a strategy to connect with both Hawai'i and in-market industry partners to ensure the development of a collaborative marketing plan.
  6. Research
    - The HTA and DBEDT will perform primary and overall strategic research activities. The contractor will be able to draw on existing research (<https://www.hawaiitourismauthority.org/research/>) and participate in planning for future research projects. The contractor may only be compensated for contractor-initiated research if it is not redundant of existing research and after prior approval of HTA. Identify all forms of research used and future needs to inform the development of initiatives as well as to measure BMMP strategies and programs.
  7. Gohawaii Digital Platforms
    - Gohawaii.com serves as the central website for Hawai'i travel inspiration and information for the consumer audience. It is made up of a main English language site and additional sites in German, Spanish, French, Japanese, Korean and Simplified Chinese. Additionally, gohawaii destination mobile app and digital kiosks are available for pre and post arrival visitor education. HTA's contractor for gohawaii.com and the destination mobile app and digital kiosks is responsible for the development, maintenance, analysis and optimization of the platforms. Please describe strategies for using these mediums to influence travel decisions specific to your market's user habits and culture and to drive traffic to the platforms. (Note: Contractor shall not develop duplicative platforms and will work through the HTA's contractor in updating content.)
  8. Social Marketing
    - Currently, HTA supports channels on Facebook, Instagram, and more. HTA uses a centralized content management system for social (scheduling, publishing, social interaction management, usage-rights management, etc.) and all marketing contractors are required to utilize this system. Hawai'i content such as photography, videos, stories, etc. are made available for all markets and usage of these assets in development of their social media content is left up to the discretion of the individual market. In addition to the core Hawai'i content that HTA provides, please describe strategies specific to your market to include (but not limited to) social media content development, paid social media, and influencer marketing.

(Note: Contractor shall not develop a duplicative social media profile and will work with HTA in maintaining branded communications through social media channels.)

9. Creative Content

- The HTA seeks to globally align the Hawai'i brand positioning by centralizing its creative assets. Currently, the HTA works with a creative content contractor for the purpose of intellectual property data bank management (a.k.a. the "Knowledge Bank") including the creation (coordinated with each MMA), purchase, cataloging, tracking, licensure, protection, and management of intellectual property owned by the State or HTA and used to market Hawai'i as a visitor destination. This management includes, without limitation, trademarks, service marks, logos, slogans, trade names, websites and domain names, images, artwork, film, digital footage, customer database, and other intellectual property. All MMAs will utilize the Knowledge Bank in performance of destination marketing activities and are responsible for translations of such assets if necessary. If you have specific creative needs for your market that are not available in the Knowledge Bank, please describe your strategy to work with HTA for the development of these assets.

10. Destination Management and Regenerative Tourism

- HTA seeks to attract responsible high-value mindful travelers – considering who and how they interact with the residents, the impact their movement throughout the destination has on the environment, and selecting accommodations, transportation, and activities in a manner that helps preserve the destination and benefits the people who live there. Describe your strategy to communicate and educate visitors about how to travel throughout the Hawaiian Islands in a sensitive and respectful manner. Also, describe your strategy to assist HTA in implementing the DMAP action items including the promotion of Hawai'i made products, cultural festivals and events, community enrichment programs, and voluntourism activities. (Note: HTA has pre- and post-arrival assets that can be used by all contractors in this effort.)

- E. Major Campaigns and Programs. Describe key campaigns and programs to include target audience, objectives, timeline, program components, budget, and projected outcomes.
- F. Performance Measures Methodology. Describe the measurement methodology used to develop the targets.

## HTA DMAP ACTION ITEMS

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### SECTION 1 – DESTINATION MANAGEMENT

Contractor will be asked to help assist HTA in implementing the goals and actions in the respective DMAPs listed below through various forms of communication, facilitation, collaboration, and promotion, including but not limited to:

- facilitating communications between industry, government and community
- facilitating community outreach and engagement for specified purposes
- promoting local goods and local businesses
- promoting sustainable and regenerative tourism choices
- promoting community-based programs and agritourism
- providing cultural education which may include the co-creation of educational materials
- providing education on natural resources and appropriate behaviors
- encouraging and supporting more collaborative, curated experiences
- discouraging undesirable activities and behaviors.

### SECTION 2 – DMAP ACTIONS

Below is a list of actions excerpted from each of the four DMAPs.

#### KAUA'I

- Action A: Focus policy efforts on appropriate behavior that will instill value in both visitors and residents for our natural and cultural resources (mālama 'āina).
- Action B: Collaborate with State of Hawai'i Department of Land & Natural Resources (DLNR) to develop and implement policies to increase monitoring and enforcement efforts.
- Action C: Invest in Hawaiian cultural programs and identify funding sources that enhance the visitor experience and connect both tourism and communities.
- Action D: Focus policies that address overtourism by managing people while on Kaua'i.
- Action E: Encourage low-impact green rides to improve the visitor experience, reduce island traffic, increase small business opportunities, and meet climate action goals.
- Action F: Increase communication, engagement and outreach efforts with the community, visitor industry, and other sectors.
- Action G: Develop educational materials for visitors and new residents to have respect for our local cultural values.
- Action H: Promote "Shop Local" to visitors and residents.
- Action I: Support Diversification of Other Sectors

#### MAUI NUI

##### MAUI

- Action A: Implement a responsible tourism marketing communications program to educate visitors pre- and post-arrival about safe and respectful travel.
- Action B: Initiate, fund and continue programs to protect the health of ocean, fresh water and land-based ecosystems and biosecurity.

- Action C: Continue to reach out to the community to understand resident sentiment, increase communications to residents, and foster collaboration.
- Action D: Continue to offer cultural education and training programs to enhance and perpetuate aloha, mālama and kuleana, and the authentic Hawai'i experience.
- Action E: Develop regenerative tourism initiatives.
- Action F: Develop and promote initiatives to improve the experience of transportation and ground travel.
- Action G: Ensure more direct benefits to residents from tourism.
- Action H: Have HTA and the county advocate for consistent enforcement of laws and progress report(s) on enforcement.

#### MOLOKA'I

- Action A: Develop communication and education programs to encourage responsible visitor behaviors
- Action B: Support the growth of Moloka'i businesses by encouraging new product development focused on regenerative tourism, while continuing support of traditional leisure tourism, to increase jobs for residents.
- Action C: Promote Moloka'i to attract kama'āina and specific visitor segments who appreciate and understand the Moloka'i lifestyle.
- Action D: Enhance resident-visitor relations by strengthening existing cultural/community-based organizations and activities.
- Action E: Provide accommodation that meet the needs of the target segments.
- Action F: Engage partners to determine a path forward that will enhance interisland transportation options for both residents and visitors.

#### LĀNA'I

- Action A: Engage Partners to determine a path forward that will enhance interisland transportation option for both residents and visitors.
- Action A: Develop partnerships and programs with resorts and other tourism businesses to improve and enhance community relationships.
- Action A: Enhance and encourage the use of the Lāna'i Culture & Heritage Center's (LCHC) Guide App as a primary part of the travel protocol for traveling to the island.
- Action A: Encourage sustainable tourism practices on Lāna'i.
- Action A: Promote Lāna'i City to increase spending that goes to residents and small businesses.
- Action A: Encourage and enable visitors to plan a meaningful daytrip or stay on Lāna'i that is respectful to the land, the people and the lifestyle on Lāna'i.
- Action A: Develop and implement a process whereby visitors to Lāna'i acknowledge to protect, respect, and learn about Lāna'i cultural and natural resources, and community during their visit through the Mālama Maui County Pledge.
- Action A: Discourage activity companies from dropping off visitors who use Lāna'i beaches and facilities without contributing to maintenance of the beaches and facilities.
- Action A: Educate visitors on activities and events available on Lāna'i focused on cultural and natural resources. These activities could include fishpond restoration, koa tree planting, etc.

#### HAWAII ISLAND

- Action A: Protect and preserve culturally significant places and hotspots.
- Action B: Develop resources and educational programs to perpetuate authentic Hawaiian culture and 'Ōlelo Hawai'i.

- Action C: Support and promote ‘āina-based education and practices to protect and preserve our natural resources so that residents and visitors will aloha ‘āina.
- Action D: Connect with community networks and partner with community-based organizations to collaboratively identify sites, identify limits of acceptable change, and implement stewardship plans to protect and preserve our natural resources.
- Action E: Create opportunities for ongoing dialogue, communications, and engagement between the visitor industry, government and communities to improve community-industry relations and better serve the community.
- Action F: Implement a comprehensive communications and education plan that facilitates positive community-visitor relations and pono practices, including the Pono Pledge.
- Action G: Promote agritourism, and partner with Hawai‘i Island’s agriculture industry to support local food security.
- Action H: Invest in community-based programs that enhance quality of life for communities.
- Action I: Advocate/create more funding sources to improve infrastructure.
- Action J: Improve enforcement of vacation rental regulations.

## O‘AHU

- Action A: Decrease the total number of visitors to O‘ahu to a manageable level by controlling the number of visitor accommodations and exploring changes to land use, zoning and airport policies.
- Action B: Implement a pre- and post-arrival tourism communications program to encourage respectful and supportive behavior.
- Action C: Identify sites and implement stewardship plans for key hotspots on O‘ahu.
- Action D: Increase enforcement and active management of sites and trails.
- Action E: Develop a reservation system to monitor and manage users at natural resource and cultural sites.
- Action F: Establish a “Regenerative Tourism Fee” that directly supports programs to regenerate Hawai‘i’s resources, protect natural resources, and address unfunded conservation liabilities.
- Action G: Develop and implement marketing programs to attract positive-impact travelers who prioritize the environment, culture and investing in our local community.
- Action H: Continue to develop and implement “Buy Local” programs to promote purchase of local products and services to keep funds in our communities and minimize carbon footprint.
- Action I: Manage the visitors’ use of cars as transportation on O‘ahu.
- Action J: Work with community partners to develop, market, encourage, and support more collaborative, curated experiences that enrich residents and visitors alike.