



2021 BMP UPDATE

**HTA MARKETING STANDING COMMITTEE MEETING
9.1.2021**

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Account Director

MARKET SITUATION



MARKET SITUATION OVERVIEW

- Strong domestic economies from Covid elimination approach
- Low unemployment
- Strong currency versus USD
- Recent arrival of Delta strain of Covid-19 has meant the return of community cases (still low from a global perspective)
- Much of AU & NZ has thus entered a lockdown status

MARKET SITUATION

TRAVEL RESTART

- The Governments of both Australia and New Zealand have announced plans to re-open travel and tourism
- This has been welcomed positively by the travel industry
- Re-opening is linked to having the majority of the population vaccinated by the end of the year
- For AU, travel will begin for those vaccinated once the 80% threshold is met. The estimate for this is predicted to be the end of the year
- For NZ, travel will begin for those vaccinated in the new year, with some trial programs prior

MARKET SITUATION

AIRLINES & COMPETITION

- Key airline partners remain present and active in the market
- Current air schedules between AU/NZ and HNL reflect the following (subject to the situation)

Late Dec (Qantas and Hawaiian Airlines) Early Jan (Air New Zealand)

- The Trans Tasman 'bubble' (between AU & NZ) and Cook Islands – NZ bubble are both currently paused
- The sector most active at present is cruising and coach touring which has a longer planning and booking window
- Q4 is being seen as an extremely busy period for international travel marketing
- Key destinations are continuing to operate their trade education programs. This activity is likely to increase as we move towards the end of the year.

TARGET AUDIENCE

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Mindful Millennials

- Couples or groups of friends
- Interests include activities, experiencing a different culture and do their bit for the planet, too.

Fun and Fit Families

- Parents with school-aged children.
- Safe, family friendly, soft adventure, cultural activities

Curious Couples

- 50+ Empty Nesters & Retirees
- Likely to travel in shoulder or low seasons
- Interested in 'local' culture, cuisine, made in Hawai'i.



RECOVERY STRATEGY



REGENERATIVE TOURISM FOCUS

Visitors
who
CARE

Visitors
who are
AWARE

Visitors
who
SHARE

Activity aligned to awareness

- Digital Marketing
- Advertising
- PR stories
- Direct Communication
- Partnerships aligned to community, culture and mālama
- Pre & post arrival messaging
- Smart social

REGENERATIVE TOURISM FOCUS

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Activity promoting the sharing of experiences

- Media & Influencers with the right audience and who share our values
- Promotions which encourage sharing of personal experiences from both local Hawai'i residents and visitors
- Strong social network presence
- Partnerships with social media special interest groups
- Trade campaigns with partners who are aligned with our target audience
- Pre & post arrival messaging
- Hashtag focus

KEY CAMPAIGNS/PROGRAMS



TRADE & MEDIA EDUCATIONAL WORKSHOPS

Trade & Media Events Destinaltional Showcase Regenerative Tourism themes

- Audience: Travel Trade & Trade Media
- Introduction of the mālama concept to the trade and media through events in key cities
- These events will act as the 're-launch' of the destination getting our key trade and media partners ready to promote the destination
- Budget US\$30,000
- Timing Nov-Dec



MĀLAMA HAWAI‘I

Trade & Industry partnerships

- Audience: Mindful Millennials; Curious Couples; Fun & Fit Families
- Work with trade partners on education of experiences aligned with mālama principles for future product placement
- Trade activity and face to face re-connection with key travel agents, introducing them to mālama concept
- Identify key product managers and journalists for Q1 mālama – focused familiarization
- Content partnership around the principles of mālama
- Blog series based on the concept of mālama
- Budget US\$20,000
- Timing Oct-Dec

PR and Digital Push

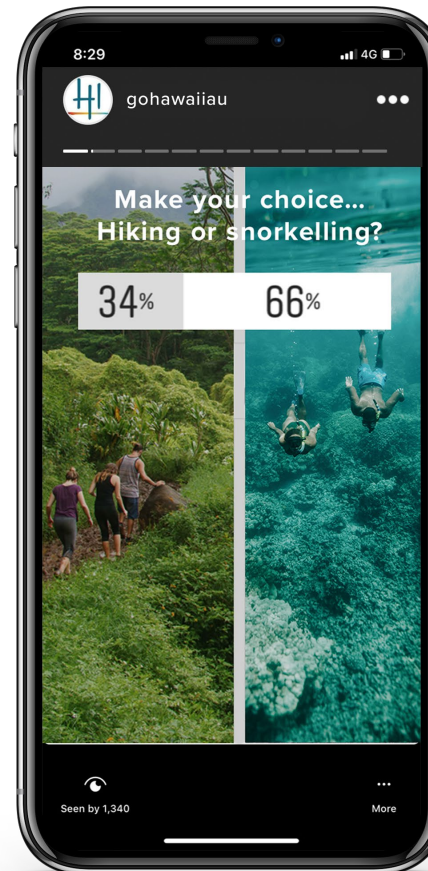


INFINITE EXPERIENCES CAMPAIGN

Influencer famil

- Audience: Mindful Millennials; Curious Couples
- Content aligned to Mālama Hawai'i and Infinite Experiences
- The influencer part of this campaign will begin in Q1 2022
- In Q4 we will begin seeding content aligned with infinite experience across social, our blog and newsletters
- We will begin negotiations with the influencers who will take part
- We will also use Q4 to arrange and book the itineraries for each influencer
- Budget US\$40,000
- Reach 1 million
- Timing Oct-Feb

Audience polls



Live streaming



PROPOSED BUDGET



PROPOSED BUDGET JULY - DECEMBER

	Annual Budget	Jan-Jun Actual	Bal for Jul-Dec	Jul	Aug	Sept	Oct	Nov	Dec
Fixed Costs	\$182,887	\$80,423	\$102,464	\$12,866	\$12,866	\$12,866	\$12,866	\$25,500	\$25,500
Program Budget	\$217,113	\$6,739	\$210,374	\$0.00	\$0.00	\$0.00	\$15,000	\$97,500	\$97,874
Total	\$400,000	\$87,162	\$312,838	\$12,866	\$12,866	\$12,866	\$27,866	\$123,000	\$123,374

PERFORMANCE MEASURES

PERFORMANCE MEASURES

Consumer Ad Measures	
Digital Reach	1,000,000
Digital Gross Impressions - Total Audience	2,000,000
Public Relations Measures	
...Publicity Value	528,862
...Number of Impressions	2,467,962
Trade Education	
No. of Trade Education Sessions	15
No. of Participants	980
No. of Agents Completed Online Training Program	600

PERFORMANCE MEASURES

Social Media Metrics	
Facebook Total Impressions Gained	1,443,188
Instagram Total Impressions Gained	741,491
MCI Room Nights	
Total Citywide MCI Tentative Room Nights	2,800
Total Single Property MCI Tentative Room Nights	1,000
Total Single Property MCI Definite Room Nights	250