

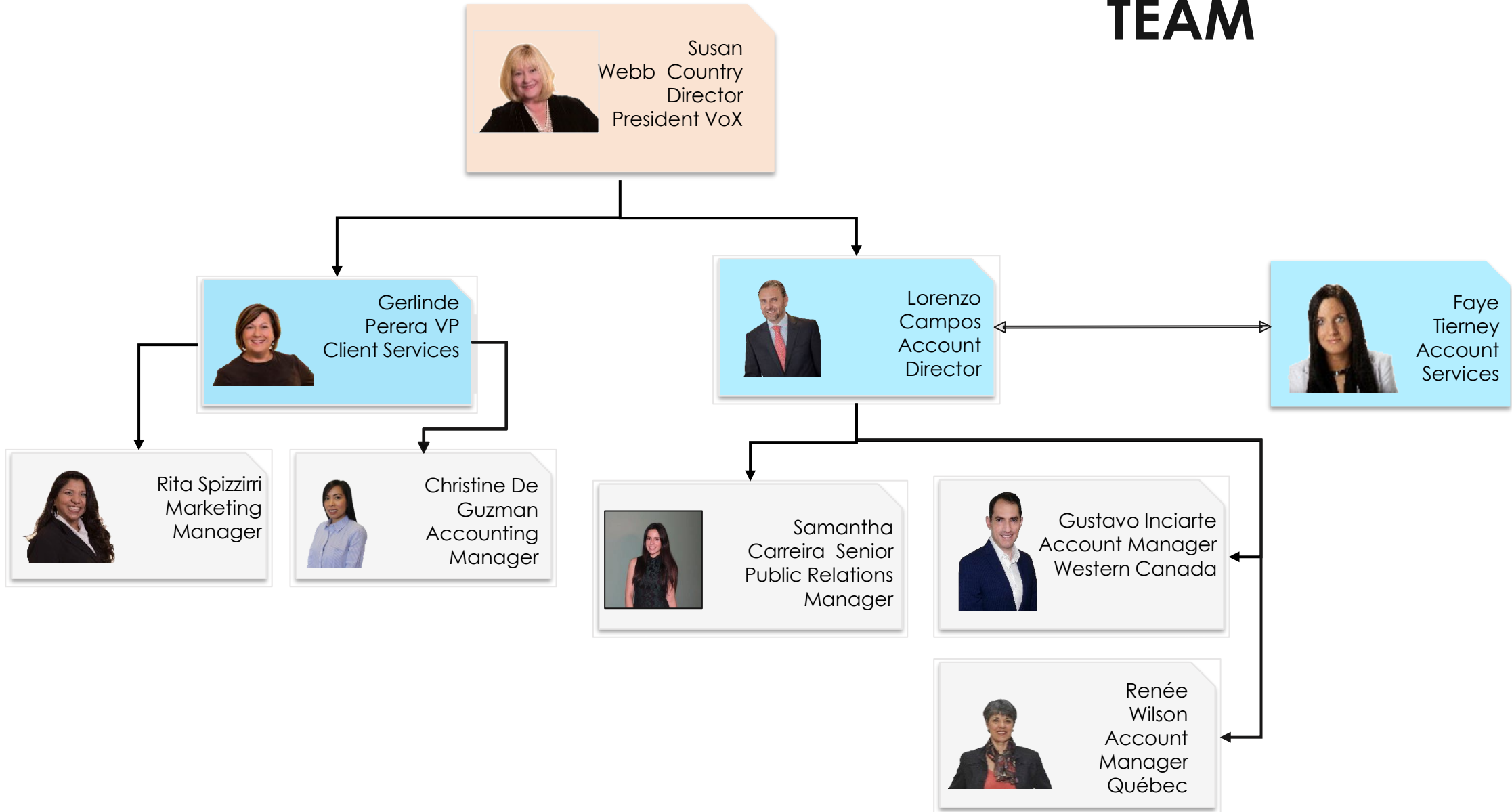


# **2022 BMMP**

**HTA Winter Tourism Update  
2.9.2022**

Susan Webb  
President

# HAWAI'I TOURISM CANADA TEAM



# MARKET SITUATION

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# MARKET SITUATION

Economic Indicators	2019	2020	2021f	2022f
GDP, market prices (2012 \$) (% change)	-5.3%	5.1%	4.4%	1.6%
Real Disposable Income (2012 \$) (% change)	9.5%	0.2%	-2.1%	1.6%
Household Spending (2012 \$) (% change)	-6.0%	4.8%	5.9%	2.1%
CAD/USD	\$1.34	\$1.25	\$1.26	\$1.27

Source: Conference Board of Canada (October 2021 Outlook), Scotia FX World Outlook



SOURCE: TRADINGECONOMICS.COM | STATISTICS CANADA

## Fully vaccinated

Total	12 and older	5-11
83.75 %	88.08 %	53.17%

## Received at least one dose

Total	12 and older	5-11
77.94%	81.97 %	8.64%

## Fully vaccinated with additional dose

Total	18 and older
37.31%	45.99%

Source: [www.Canada.ca](http://www.Canada.ca) Date: January 28, 2021

- All air travelers (except those from the U.S.) will have to undergo testing at airport on arrival in Canada
- Expecting reduction of travel requirements soon

# AIRLIFT, TRAVEL SENTIMENT & COMPETITORS



160K seats for the Winter 2021/2022 & 3 new routes



150K seats for the Winter 2021/2022 & 1 new route

## Direct Competitors

Mexico: disengaged promotion from different destinations and hotel chains

Jamaica: trade training webinars, consumer advertising (TV, social, POP), trade events, FAMs

Visit Florida: training webinars, virtual events, the Weather Network campaign, media FAMs

## Travel Sentiment

- Pent-up demand
- Flexibility in booking required
- Safety & health protocols (BUSA)
- Intentions:
  - Friends & Family 24%
  - Beach Trip 20%
  - Hike/walk holiday in countryside 14%

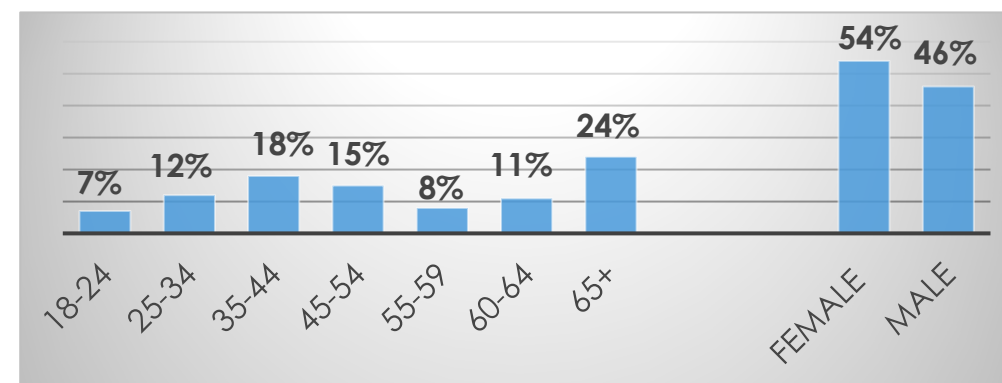
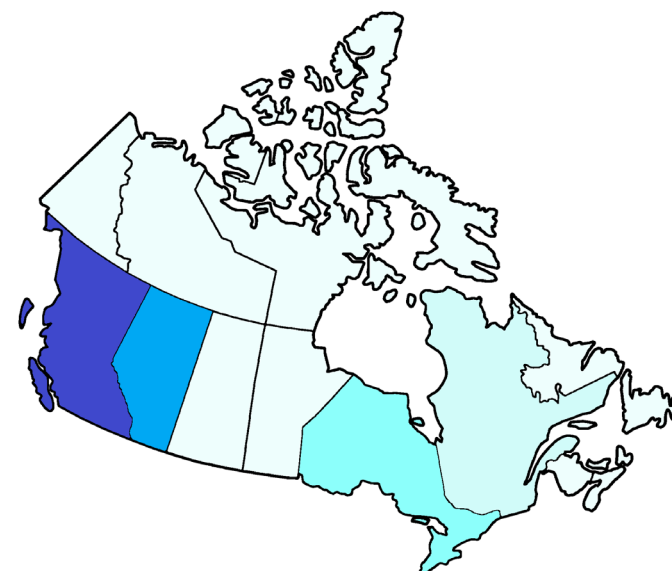
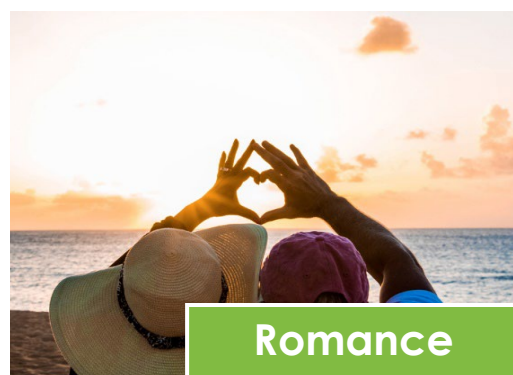


# TARGET AUDIENCE

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# TARGET AUDIENCE



Higher than \$100K income

# 2022 STRATEGY

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# STRATEGY

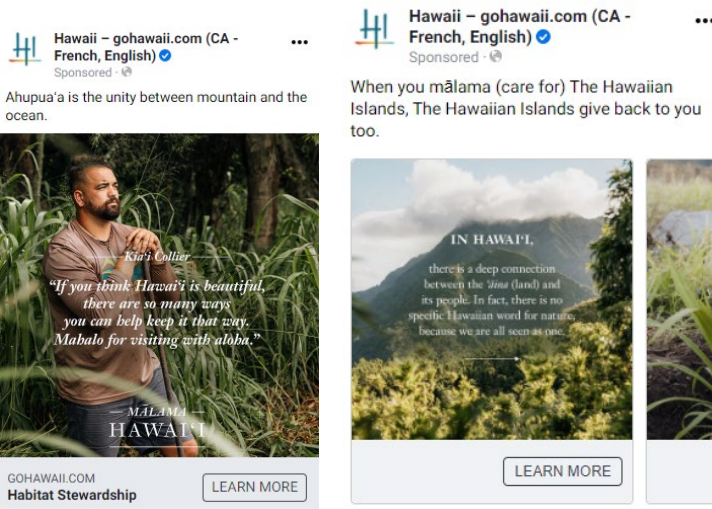
*Mālama Hawai'i: responsible tourism, the diversity of Hawai'i's people, place, and culture.*

## CONSUMER

Social media (organic & paid)

Online video

Broadcast



## PUBLIC RELATIONS

Individual & group FAM trips

Aloha Canada media mission

Travel Media Association of Canada

Discover America Canada



## TRAVEL TRADE

Partnerships TOs and airlines

MCI & Travel Trade media

Education:

Webinars

Trade shows

Newsletters

Aloha Canada

Product FAM

**Mālama  
Advocates**

# DMAP & RESPECTFUL TRAVEL

## Visitor education

- Through Mālama advocates (travel professionals)
- Mālama/Kuleana video placing (airlines, travel agencies)
- Social networks @GoHawaiiCa
- Joint ventures (airline, tour operators and OTAs)

## DMAP strategy

- Include DMAP actions in each BMMP activity
- HTCAN team trained on the DMAPs
- Stress Sensitivity List on promotionals
- Heavy cultural component
- Create alliances with voluntourism programs



# KEY CAMPAIGNS/PROGRAMS

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# KEY CAMPAIGNS/PROGRAMS

## Aloha Canada trade/media mission October 2022

- Hybrid (virtual/in person) concept
- 3 cities
- Cultural component (NaHHA)/ cultural practitioners
- 500+ agents to be trained
- 20+ partners
- 15+ media



# KEY CAMPAIGNS/PROGRAMS

## Media group FAM May 2022

- 2 island FAM trip
- 4 media + HTCAN escort
- Mālama Hawai'i activities
- Hawai'i made products
- Increased knowledge of the Hawaiian Islands
- High number of impressions through online and/or print media



## Product development group FAM September 2022

- 2 island FAM trip
- 8 product development managers + HTCAN escort
- Mālama Hawai'i activities
- Hawai'i made products
- Increased knowledge of the Hawaiian Islands
- High number of developed products



# KEY CAMPAIGNS/PROGRAMS

## Cooperative Programs Spring & Fall 2022

- 3 major tour operators/airlines
  - Air Canada Vacations
  - TravelBrands
  - WestJet Vacations
- High consumer component
- DMAP actions covered
- Consumer educational campaigns
- High number of bookings
- Extend travel season

**AIR CANADA** Home Get Started Expedia Travel Picks English FLIGHT DEALS Expedia

Origin  
Toronto, ON (YYZ-Pearson Intl.)

< Back

### The Hawaiian Islands Malama Hawai'i

Take a trip that gives back

What makes the Hawaiian Islands truly special is not only our stunning natural beauty or our vibrant culture - it's the deeply rooted relationship that connects them.

That relationship between people and place grows stronger every time you malama (give back).

We recognize the proper use of the Hawaiian language including the 'okina ['] a consonant, and the kahakō [̂] or macron (e.g., in place names of Hawai'i such as Lāna'i). However, these have been omitted from this communication for the best online experience for our visitors. We realize the importance and continue to use them outside of the online platform.

Starting at: **1004 \$ CA**

FLIGHT DEALS HOTEL DEALS PACKAGE DEALS

**HAWAIIAN ISLANDS**

Voted Best Airline in North America

Cher/ère Renée Wilson,  
Training Webinars ([training@travelbrands.com](mailto:training@travelbrands.com)) a demandé votre participation en tant qu'intervenant du webinaire suivant :

### Explorez les îles d'Hawaï

[Ajouter au calendrier](#)

1. Cliquez sur le lien puis rejoignez le webinaire à la date et à l'heure indiquées :  
mer. 01 déc. 2021 12:00 - 13:30 EST

[Rejoindre le webinaire](#)

Remarque : ne partagez pas ce lien avec d'autres utilisateurs, il vous a été spécialement attribué.

Avant de rejoindre une session, vérifiez la configuration système requise pour éviter tout problème de connexion.

## Hawai'i.

Like no place on earth.

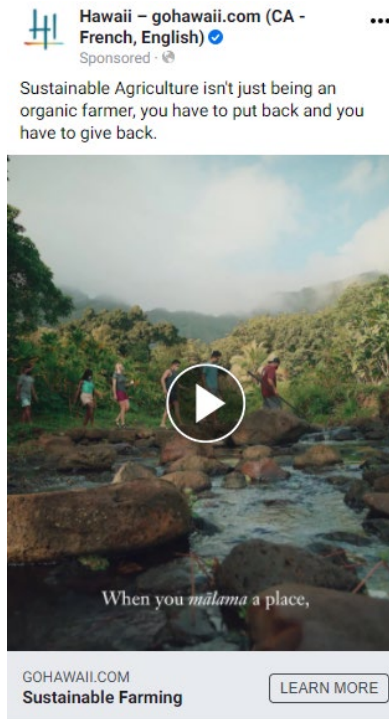
[Book now](#)

**HAWAIIAN ISLANDS** | **WESTJET**

# KEY CAMPAIGNS/PROGRAMS

Consumer digital and broadcast  
Spring & Fall 2022

Paid social and digital



Broadcast JVs



expedia group



# PERFORMANCE MEASURES

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# PERFORMANCE MEASURES

	Annual Target 2022	Semi-Annual Targets	
		Jan-Jun	Jul-Dec
<b>Consumer Paid Media Measures</b>			
TV Reach	Vary	Vary	N/A
Print Circulation	N/A	N/A	N/A
Digital Reach	N/A	N/A	N/A
Radio Reach	N/A	N/A	N/A
Out of Home Reach	N/A	N/A	N/A
TV Impressions	6,616,522	6,616,522	N/A
Print Impressions	N/A	N/A	N/A
Digital Impressions	7,150,000	3,575,000	3,575,000
Radio Impressions	N/A	N/A	N/A
Out of Home Impressions	N/A	N/A	N/A
<b>Travel Trade Paid Media Measures</b>			
Print Circulation			
Digital Reach			
Print Impressions			
Digital Impressions	480,000	240,000	240,000
<b>Public Relations Measures</b>			
No. of Media/PR Calls	120	60	60
No. of Press Releases Issued	12	6	6
Print Publicity Value - Paid			
Digital Publicity Value - Paid			
Broadcast Publicity Value - Paid			
Print Impressions - Paid			
Digital Impressions - Paid			
Broadcast Impressions - Paid			
Print Publicity Value - Earned	\$1,100,000	\$550,000	\$550,000
Digital Publicity Value - Earned	\$3,000,000	\$1,500,000	\$1,500,000
Broadcast Publicity Value - Earned	\$100,000	\$50,000	\$50,000
Print Impressions - Earned	5,500,000	2,750,000	2,750,000
Digital Impressions - Earned	12,000,000	6,000,000	6,000,000
Broadcast Impressions - Earned	250,000	125,000	125,000
No. of Group Media FAMs	1	0	1
No of Articles Generated from Group Media FAMs	4	0	4
No. of Individual Press Trips	5	3	2
No of Articles Generated from Individual Press Trips	5	2	3

	Annual Target	Semi-Annual Targets	
Consumer Shows			
No. of Shows			
Show Attendance			
Travel Trade			
No. of Meetings with Travel Trade Partners	24	12	12
No. of Travel Trade Partners Met With	24	12	12
No. of Trade Shows	5	1	4
Trade Show Attendance	600	100	500
No. of Trade Show Appointments	300	100	200
No. of Travel Trade FAMs	1	1	0
No. of Travel Trade FAM Participants	8	8	0
No. of Trade Education Sessions	8	2	6
No. of Trade Education Participants	560	140	420
No. of Agents Completed Training Program	100	50	50
Social Media Metrics			
FACEBOOK			
Total Impressions Gained			
Total Interactions Gained			
Total Fan Count			
Increase in Fans			
Total Posts	156	78	78
INSTAGRAM			
Total Impressions Gained			
Total Interactions Gained			
Total Fan Count			
Increase in Fans			
Total Posts	156	78	78
TWITTER			
Total Impressions Gained			
Total Interactions Gained			
Total Fan Count			
Increase in Fans			
Total Posts	156	78	78
DMAP Measures			
No. of DMAP Action Items Supported	24	12	12
No. of Initiatives to Promote Hawai'i Made Products	12	6	6
No. of Hawai'i Festivals & Events Promoted	12	6	6
No. of Voluntourism Programs Promoted	6	3	3

# PARTNERSHIP OPPORTUNITIES

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# PARTNERSHIP OPPORTUNITIES

ACTIVITY	DATE	DESCRIPTION	LOCATION	COST
TRADE SHOWS				
WestJet Shows	Fall 2022	HTCAN will have a booth at the trade shows in the largest cities	Calgary, Vancouver, Toronto	USD\$350 per show
TRADE FAMILIARIZATION TRIPS (FAMS)				
Product Manager FAM	Sept 2022	8 product managers will visit the Hawaiian Islands to experience firsthand the Hawaiian culture and have a different approach to the traditional Hawai'i product	2 Islands TBD	Complimentary nights, meals, activities, air seats

# PARTNERSHIP OPPORTUNITIES

ACTIVITY	DATE	DESCRIPTION PUBLIC RELATIONS	LOCATION	COST
Group Media FAM	Summer/Early Fall 2022 (tentative)	4 high-profile media + 1 VoX escort fam trip to 2 islands (TBD)	2 islands (TBD)	Comp room nights and meals, air seats
Aloha Canada Media Mission	Spring 2022 (tentative)	Host 15-20 top tier media at evening cocktail receptions in 3 key markets – Toronto, Montreal & Vancouver	Toronto, Montreal, Vancouver	USD\$1,000
Individual Media FAMs	Throughout 2022	High-profile individual journalists targeted and vetted by HTCAN	All Islands	Comp room nights, meals and activities, air seats, car rental
CONSUMER PROMOTIONS				
Today's Bride Magazine	Apr 2022	Consumer contest to win a Honeymoon trip	All islands	Comp room nights, meals and activities, air seats, car rental

**MAHALO!  
THANK YOU!  
MERCİ !**

