

**Leisure BMP & DMSP Plan
July – September 2022**



Agenda

- I. Resident Education
- II. Visitor Education
- III. Budget Overview

Resident Education



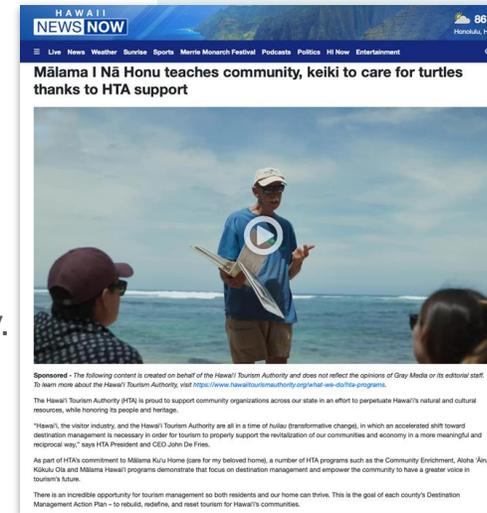
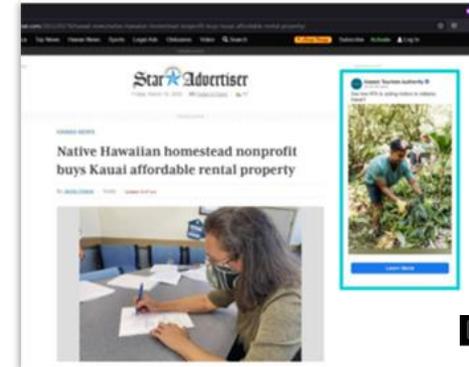
Community Meetings

- Proactive outreach with civic organizations
- Intimate meetings with compounding impact
- 24 meetings completed, 7 upcoming and more being scheduled



DMAP Campaign

- Digital campaign utilizing Spaceback social creative display and video ad units. (Spaceback units are authentic recreations of social media posts designed to delivery in display and video banner placements.)
 - Amobee
 - Contextual and behavioral targeting programmatic campaign
 - Display/video campaign on custom whitelist of local news sites
- Pre-roll (:15 video) campaign on top local news sites
 - HNN.com - 225K impressions
 - KHON2.com - 225K impressions
- Digital Native Content
 - HNN.com - Homepage Sponsored Native Ad - placement within news module on homepage affords high exposure. Combination of video and article provides the opportunity to tell the story effectively. Six (6) insertions to run from August-September: Sun, 8/21, Wed, 8/31, Sun, 9/4, Sun, 9/11, Sun, 9/18, Mon, 9/26
- TV Integration
 - HI Now Daily - on-air interview segment and digital extensions (online segment, social media posts) provide means to distribute content using traditional and digital platforms. 4x - Aug / 4x - Sep



KOHALA FOREST RESERVE
POLOLU SECTION

POLOLU VALLEY
LOOKOUT

NO CAMPING

FOREST RESERVE
THIS LAND IS WITHIN A PROCLAIMED FOREST RESERVE FOR PROTECTION, DEVELOPMENT, AND ENJOYMENT OF FOREST LAND RESOURCES. EVERYONE OWNS A SHARE OF FOREST RESERVES. DO YOUR PART TO PROTECT FOREST VALUES.

1. The act of collecting or removing any soil or any material or plant, animal or insect, or any part thereof, is prohibited by the Act No. 15, 1908, Act No. 15, 1908.

2. Any person who enters, or who is on, any forest reserve, shall be liable to arrest and punishment under the Act No. 15, 1908, Act No. 15, 1908.

3. Any person who enters, or who is on, any forest reserve, shall be liable to arrest and punishment under the Act No. 15, 1908, Act No. 15, 1908.

4. Any person who enters, or who is on, any forest reserve, shall be liable to arrest and punishment under the Act No. 15, 1908, Act No. 15, 1908.

5. Any person who enters, or who is on, any forest reserve, shall be liable to arrest and punishment under the Act No. 15, 1908, Act No. 15, 1908.

6. Any person who enters, or who is on, any forest reserve, shall be liable to arrest and punishment under the Act No. 15, 1908, Act No. 15, 1908.

7. Any person who enters, or who is on, any forest reserve, shall be liable to arrest and punishment under the Act No. 15, 1908, Act No. 15, 1908.

8. Any person who enters, or who is on, any forest reserve, shall be liable to arrest and punishment under the Act No. 15, 1908, Act No. 15, 1908.

9. Any person who enters, or who is on, any forest reserve, shall be liable to arrest and punishment under the Act No. 15, 1908, Act No. 15, 1908.

10. Any person who enters, or who is on, any forest reserve, shall be liable to arrest and punishment under the Act No. 15, 1908, Act No. 15, 1908.

NO SOLICITING
PERMITTED

RESIDENT EDUCATION | PAID MEDIA



MALAMA HAWAII

With Kamaka Pili



Kamaka Pili will share stories from HTA and dedicated non-profit partners on what they are doing to educate visitors on being respectful to Hawai'i's culture and natural resources.

Campaign Dates: Aug 1 - Sept 27, 2022

A total of 8 segments will be produced to air 4x in August & 4x in September

- 2 segments per island – Kaua'i, O'ahu, Maui, Hawai'i Island

Broadcast Elements: Each 2:00 minute segment will air as follows:

- 1x in WakeUp 2Day (M-F, 5-8am)
- 1x Take 2 (M-F, 8-9am)
- 1x 7-8pm News on KHII or 9-10pm News on KHON

Weekly Promos:

- 10x :15-sec promos each week on KHON, KHII, and CW / Total 30x per week / 8 weeks = 240x

Digital Elements:

- Mālama Display Ads - 500,000 monthly impressions on KHON2.com / 2 months = 1,000,000 impressions
- Mālama Hawai'i segment boosted Facebook Posts

Note: KHON retains full control over editorial content and will work collaboratively with client.

RESIDENT EDUCATION | PAID MEDIA



Hawai'i News Now & Talk Story will curate a series of four 2-minute Talk Story "Fast Kine" pieces highlighting stories behind each island's Destination Management Action Plan.

Each content piece will feature one island – Kaua'i, O'ahu, Maui, Hawai'i Island.

Talk Story "Fast Kine" segments run:

- Within Talk Story shows and commercial breaks on KGMB, KHNL, KFVE
- In addition to on-air television, Talk Story "Fast Kine" segments will be boosted on Facebook
- Hawai'i News Now Digital - Talk Story franchise page

Talk Story August Airtimes: (September dates TBD)

- KGMB - not slated to air
- KHNL - Sun, 10:30pm
- KFVE
 - w/o 8/1 - Sat, 8-9pm
 - w/o 8/8 - Fri & Sun, 7-8pm
 - w/o 8/15 & 8/22 Sat, 8-9am; Fri & Sun, 7-8pm

Fast Kine segments to run on-air within the following dayparts:

- M-Su, 5a-9a & 4p-11p
- KGMB - 25x / KHNL - 13x / KFVE - 12x

Mālama Hawai'i TV and OTT Flight

TV and OTT flights to supplement news segments to further extend reach to local residents

Estimated TV Delivery:

- 150 GRPs per week / 1425.0 GRPS
- 89.1% Reach / 16.2x Frequency

Estimated OTT Delivery:

- July = 147,058
- Aug & Sep = 294,118 per month

Emphasis in the following programming environments and dayparts:

- Local and National News
- Sports - National / Local
- Broadcast and Cable coverage - primetime, fringe dayparts







Print/Online Advertorial Program

- Full page print ads - 2x in August and 2x in September
- Accompanying native content article housed on PBN's website for 30-days - 2x in August and 2x in September
- Full page ad and native content article will be produced by PBN using supplied images and content.
- Native content article is promoted on the PBN's homepage, industry landing pages, and within articles

MARCH 18-24, 2022

Sponsored Content





Growth for Small and Kama'āina-Owned Businesses at Ward Village

Over the last half-century, waterfronts have emerged as some of the country's most promising transformational neighborhoods. Historically associated with activities of the shipping, transportation and fishing trades, these regions also represent the heartbeat of urban industry. Local businesses thrive near waterfronts, especially those in cities that have made the area inviting with residential properties, parks and storefronts featuring diverse goods and services, appealing equally to people who live and visit the region.

Such is the case in Kaka'ako, urban Honolulu's fastest-growing neighborhood. An area once dominated by industrial operations, Kaka'ako is now home to an eclectic mix of businesses—many kama'āina-owned and operated and whose success is in large part due to the expansion of commerce and foot traffic in the region over the last couple decades.

Salon Bobbi & Guy is one of nearly 70 small businesses in Ward Village, which as of the start of this year, included 15 restaurants and cafes, 26 retail shops and 25 neighborhood services, such as florists, salons and doctor's offices.

"Kaka'ako's transformation and the urban development by Ward Village made this area attractive for shopping, dining and lifestyle services. Like our salon started by my mother," says Jin Choi, daughter of Bobbi Choi, who founded Salon Bobbi & Guy at Ward Entertainment Center over 25 years ago. In continues the long tradition of salon services, such as cut, color, brow shaping, waxing and bridal hair and makeup, at two locations today. "Having a family-owned business here has changed our lives."

"We opened nearly 40 years ago, and for 25 years, we've had a store at Ward Village," says Joan Smoyer, founder and owner of Noa Noa Hawaii. "Our one-of-a-kind batik fabrics feature patterns and colors in traditional Hawaiian and Pacific Island tapa and ethnic designs from around the world. We feel honored to bring such special pieces to local shoppers at our four stores today, as well as through our over-the-phone personal shopping service. Without question, establishing a retail location in Ward Village was an important part of our success."

With more businesses earmarked to open at Ward Entertainment Center as well as along Halekuanua Street at the recently opened Kai'i including two new restaurants, four new retail establishments and neighborhood services, Ward Village continues to grow and provide opportunity for kama'āina-owned businesses.

The opening of Kō'ula this fall adds 37,000 square feet of retail and commercial space, further enhancing the pedestrian experiences and neighborhood amenities along the Victoria Ward Park.

"Specialty services, local boutiques and regionally-sourced cuisine thrive in Ward Village," says Jeff Chen, senior general manager for the company. "We're committed to helping Hawai'i-owned businesses succeed, and it's important to us that this neighborhood reflects the values and diversity of our community."

Ward Village's master planned community represents a modern approach to 21st-century neighborhood planning. In addition to supporting small local businesses, its urban redevelopment strategy incorporates sustainable design and best practices, including the prioritization of pedestrian experiences and multimodal transportation (to minimize traffic congestion, recreational open spaces, community amenities for indoor-outdoor lifestyles and significant contributions in community philanthropy. Ward Village further demonstrates its commitment to sustainable development through LEED certification. Its next residential towers will include over 25,000 square feet of retail and commercial space at The Park Ward Village and 35,000 square feet of commercial and light industrial space at Ulani Ward Village, the third revived housing offering in Ward Village with nearly 700 residences priced to meet the needs of local individuals and families.

Like San Diego's Embarcadero, San Francisco's Ferry Building and Manhattan's High Line have illustrated, coastal urban living and commercial opportunities for local businesses grow together as developers invest in the region. For new and growing kama'āina small businesses, Ward Village offers dynamic opportunities.

Full Page Print Ad

Growth available for small and kama'āina-owned businesses at Ward Village

IN THIS ARTICLE




Over the last half-century, waterfronts have emerged as some of the country's most promising transformational neighborhoods. Historically associated with activities of the shipping, transportation and fishing trades, these regions also represent the heartbeat of urban industry. Local businesses thrive near waterfronts, especially those in cities that have made the area inviting with residential properties, parks and storefronts featuring diverse goods and services, appealing equally to people who live and visit the region.

Such is the case in Kaka'ako, urban Honolulu's fastest-growing neighborhood. An area once dominated by industrial operations, Kaka'ako is now home to an eclectic mix of businesses—many kama'āina-owned and operated and whose success is in large part due to the expansion of commerce and foot traffic in the region over the last couple decades.

Salon Bobbi & Guy is one of nearly 70 small businesses in Ward Village, which as of the start of this year, included 15 restaurants and cafes, 26 retail shops and 25 neighborhood services, such as florists, salons and doctor's offices.

"Kaka'ako's transformation and the urban development by Ward Village made this area attractive for shopping, dining and lifestyle services. Like our salon started by my mother," says Jin Choi, daughter of Bobbi Choi, who founded Salon Bobbi & Guy at Ward Entertainment Center over 25 years ago. In continues the long tradition of salon services, such as cut, color, brow shaping, waxing and bridal hair and makeup, at two locations today. "Having a family-owned business here has changed our lives."

"We opened nearly 40 years ago, and for 25 years, we've had a store at Ward Village," says Joan Smoyer, founder and owner of Noa Noa Hawaii. "Our one-of-a-kind batik fabrics feature patterns and colors in traditional Hawaiian and Pacific Island tapa and ethnic designs from around the world. We feel honored to bring such special pieces to local shoppers at our four stores today, as well as through our over-the-phone personal shopping service. Without question, establishing a retail location in Ward Village was an important part of our success."

With more businesses earmarked to open at Ward Entertainment Center as well as along Halekuanua Street at the recently opened Kai'i including two new restaurants, four new retail establishments and neighborhood services, Ward Village continues to grow and provide opportunity for kama'āina-owned businesses.

The opening of Kō'ula this fall adds 37,000 square feet of retail and commercial space, further enhancing the pedestrian experiences and neighborhood amenities along the Victoria Ward Park.

"Specialty services, local boutiques and regionally-sourced cuisine thrive in Ward Village," says Jeff Chen, senior general manager for the company. "We're committed to helping Hawai'i-owned businesses succeed, and it's important to us that this neighborhood reflects the values and diversity of our community."

Ward Village's master planned community represents a modern approach to 21st-century neighborhood planning. In addition to supporting small local businesses, its urban redevelopment strategy incorporates sustainable design and best practices, including the prioritization of pedestrian experiences and multimodal transportation (to minimize traffic congestion, recreational open spaces, community amenities for indoor-outdoor lifestyles and significant contributions in community philanthropy. Ward Village further demonstrates its commitment to sustainable development through LEED certification. Its next residential towers will include over 25,000 square feet of retail and commercial space at The Park Ward Village and 35,000 square feet of commercial and light industrial space at Ulani Ward Village, the third revived housing offering in Ward Village with nearly 700 residences priced to meet the needs of local individuals and families.

Like San Diego's Embarcadero, San Francisco's Ferry Building and Manhattan's High Line have illustrated, coastal urban living and commercial opportunities for local businesses grow together as developers invest in the region. For new and growing kama'āina small businesses, Ward Village offers dynamic opportunities.

RECOMMENDED

Native Insurance Brokerage to lead Hawaii's recovery from COVID-19

Popular restaurant chain to make way for new development

How the University of Hawaii is leading research in Hawaii

Online Native Article

Public Relations

- Feature releases
- Proactive pitching
- Content development for paid programs



Music

'Oiwi takes E Kanikapila Kakou stage Monday

By The Garden Island | Friday, April 15, 2022, 12:05 a.m.



Contributed

'Oiwi is, from left, DJ, Yaris, John Mahi and Bronson Aiwahi.

Live News Weather Sunrise Sports Merrie Monarch Festival Podcasts Politics

What does regenerative tourism look like? A fledgling program might hold the answer



The program came out complaints about overtourism and visitor disrespect.

By Chelsea Davis

Published: Nov. 1, 2021 at 6:00 PM HST | Updated: Nov. 2, 2021 at 11:53 AM HST



KEANAE (HawaiiNewsNow) - Complaints this year about overwhelming tourism led to promises that the industry would find ways to manage the congestion and encourage visitors to be more respectful.

Now the Hawaii Visitors and Convention Bureau is trying a new program, [Malama Hawaii](#), that could do just that — and also help local non-profit organizations.

MAUI NOW Sections Maui News Business Weather Election Real Estate

Maui News

Kanu Hawai'i leads Volunteer Week Hawai'i 2022 with nearly 30 Maui events

April 19, 2022, 1:12 PM HST

Recommend 16 Share



Listen to this Article
3 minutes



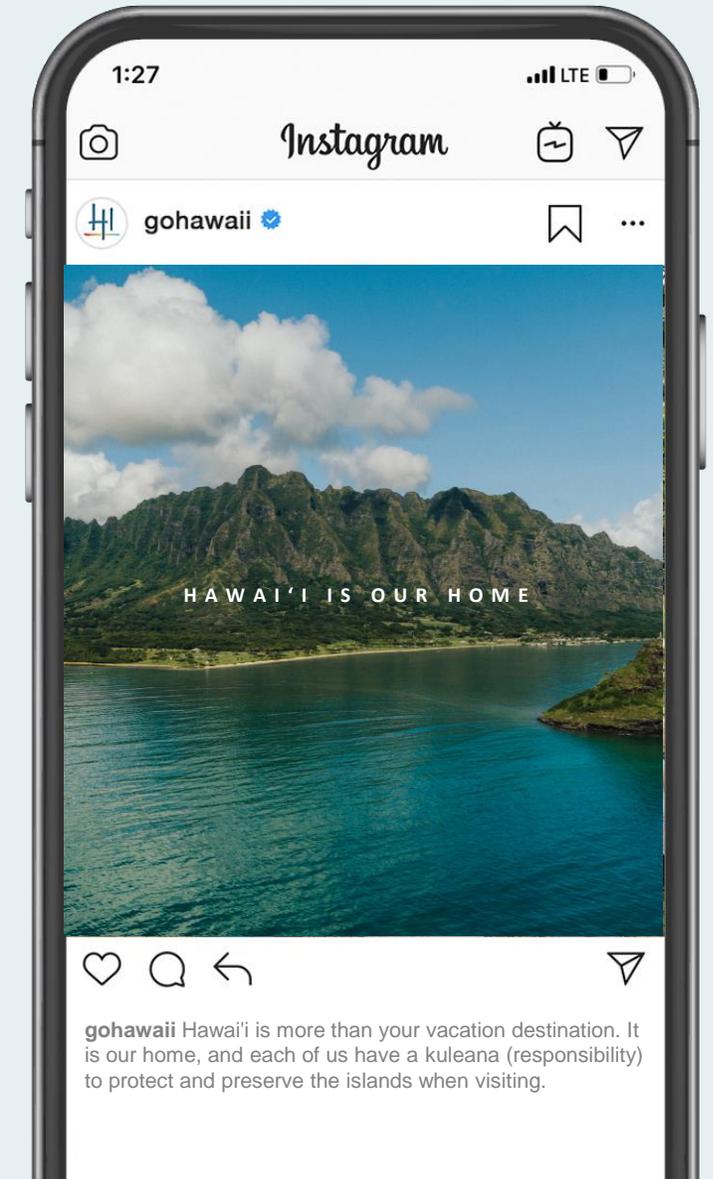
Volunteer Week Hawai'i 2022 aims for unprecedented unity of kama'aina and visitors alike as Hawaii emerges from the pandemic. More than 10,000 volunteers are anticipated to gather in support of hundreds of charities at more than 300 events held statewide.



Visitor Education

Q3 Paid Approach

- Continue to implement journey-based audience targeting
- Extend flights of key content from H1 to maintain momentum and reinforce important messaging
- Pilot trending and emerging formats
- Use paid promotion of legacy organic content to maintain visibility among existing fans on Meta platforms



gohawaii Hawai'i is more than your vacation destination. It is our home, and each of us have a kuleana (responsibility) to protect and preserve the islands when visiting.

Extend Flights of Key Content From 1H

HAWAI'I IS OUR HOME

Messaging

Invitation to those who are open to embracing Hawai'i's spirit of *aloha* and *mālama*. Those who understand that tourism should exist to benefit the local community.

Primary Channels:

Facebook

Instagram

YouTube

Optimization Goals:

Facebook/Instagram: Brand Awareness (MHTT), Reach (Residents)

YouTube: Video Views

Placements:

→ FB/IG In-Feed, Stories

→ IG Reels

→ YouTube TrueView

CONTEXTUALIZING OUR STORIES

Messaging

Focus on education of Hawaiian culture, travel tips and behavioral messaging, centered on positively impacting residents, communities and the environment.

Primary Channels:

Facebook

Instagram

Optimization Goals:

Facebook/Instagram: Brand Awareness (MHTT), Reach (Visitors, Residents)

Placements:

→ FB/IG In-Feed, Stories

WAZE ZERO-SPEED TAKEOVER

Messaging

Geotarget visitor audiences with the exact Mālama Hawai'i messages they need to hear, right where they are and directly on their mobile device.

Primary Channels:

Waze

Optimization Goals:

Waze: Impressions

Placements:

→ Waze, Premium Takeover

Extend Flights of Key Content From 1H

KULEANA TRAVEL TIPS

Messaging

Reach residents and visitors of the Hawaiian Islands with the Hawai'i Travel Tips videos to ensure responsible tourism

Primary Channels:

- Facebook
- Instagram
- YouTube

Optimization Goals:

Facebook/Instagram: Brand Awareness (Confirmed Travelers), Reach (Visitors & Residents)

YouTube: Video Views

Placements:

- FB/IG In-Feed, Stories
- YouTube TrueView

MALAMA MEANS & AMBASSADOR INVITATIONS

Messaging

Educate and inspire the Movable Middle —Hawai'i residents who are open to better appreciating the value that tourism offers but perhaps feel that its impacts have become increasingly imbalanced.

Primary Channels:

- Facebook
- Instagram
- YouTube

Optimization Goals:

Facebook/Instagram: Reach

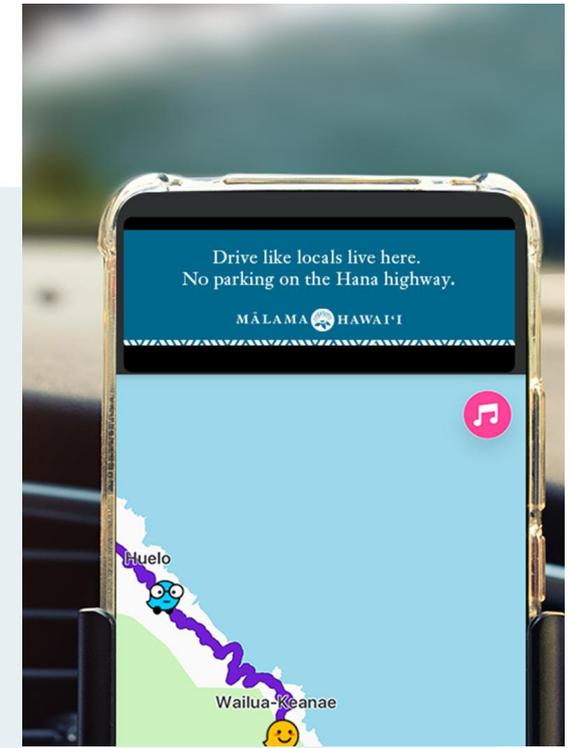
YouTube: Video Views

Placements:

- FB/IG In-Feed, Stories
- YouTube TrueView

Kuleana Messaging On-Island Arrivals

- In-Room Video
 - NMG - RHTV, Outrigger, Elevate TV, Hoku (Kaua'i, O'ahu, Maui, Hawai'i Island)
 - Spectrum - supplemental exposure to increase frequency within News / Fall Sports programming
 - 23 networks including: CNN, MSNBC, FXNC, CNBC, ESPN, FOOD, HGTV, TBS, TNT, USA
 - Average daily frequency: 180 spots per day
- Robert's Shuttles
 - 60-second video
 - O'ahu - average 1,100+ daily ticketed passengers per day



Kuleana Campaign

- Spectrum Mobile Geo-Targeting and Geofencing
 - Geo-target select statewide zips and geofence locations to primarily reach visitors and secondarily local residents
 - 38 zip codes statewide (target zip codes visitors frequent)
 - 155+ geofence locations statewide (target locations visitors frequent - attractions, hiking trails, points of interest, shopping centers, etc.)
 - Contextual Keyword Search
 - Reach those seeking information on various attractions, hiking trails, etc.
- HawaiiNewsNow.com
 - Homepage Sponsored Content Ad – Sun 8/28, Sun 9/2
 - Pre-roll (:15 video) - 225K impressions, July - September
 - HI Now Daily - 1x on-air segment per month, July - September (3 segments total)





When you're here in Hawai'i,



Before you go hiking,

Q3 Creative Approach

Increasing awareness and engagement →

Using existing content with a fresh perspective, we will develop three new Reels that can be shared across Facebook, Instagram and Pinterest to reinforce key visitor education messages. This content will be brought to life by relying on current social trends and drawing upon the music and sounds of Hawai'i.

Our objective is to encourage mindful travelers to learn more about how to *mālama* Hawai'i and give them actionable tips of how to do so.

Resident sentiment was carefully considered as part of each of these ideas.

Pilot Trending & Emerging Formats

In Q3, as increasingly more users consume Reels in Instagram, we'll look to more deeply explore the format, and will pilot a new format on Pinterest.

Instagram Reels

Reels now account for more than 20% of the time that people spend on Instagram.

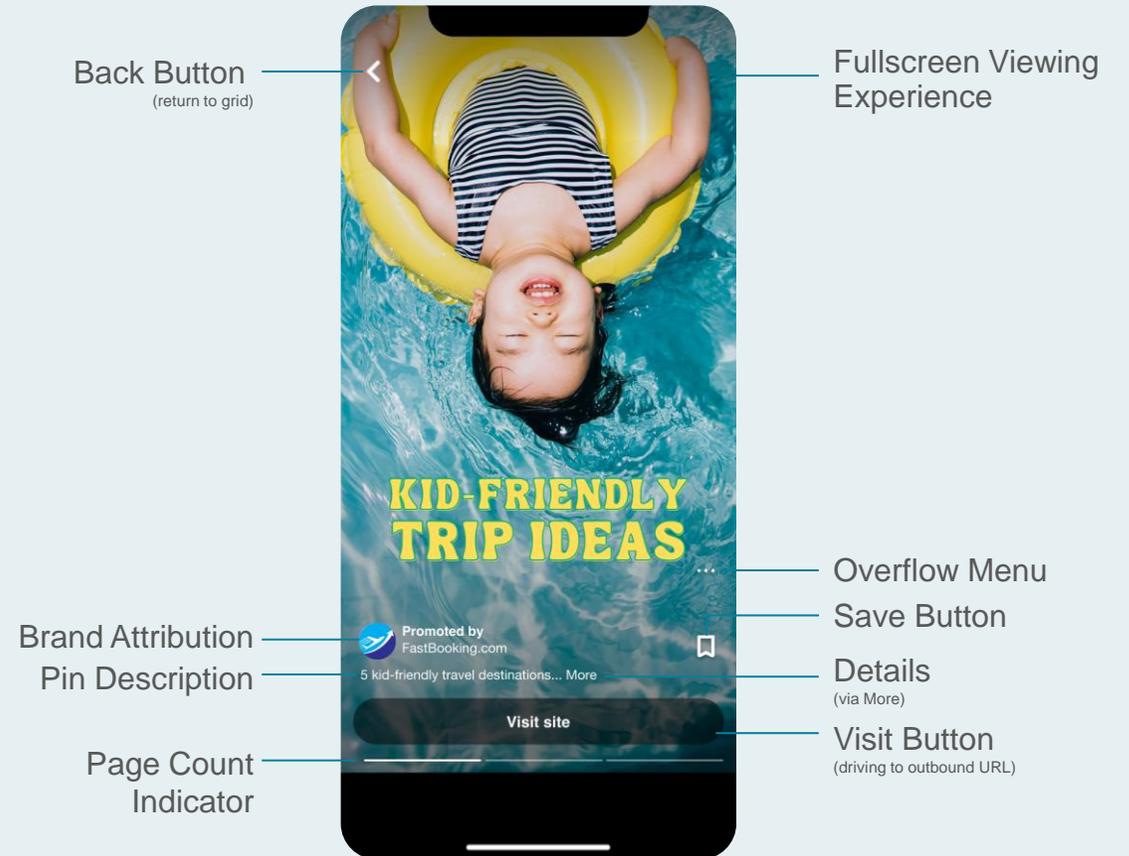
In H1, the Estimated Recall Lift Rate for Instagram Reels outperformed that of Instagram Stories by 3.4 points, and Instagram Feed by 1.2 points.

Pinterest Idea Ads

Idea ads are a new, immersive format designed to showcase ideas in action through video and image content.

Internal Pinterest data showed people who saw Idea ads were 59% more likely to recall that brand.

Anatomy of a Pinterest Idea Ad



VISITOR EDUCATION

Public Relations

- Coordinated effort with Island Chapters
 - Media Visits
 - Media Blitzes
- Message: Mālama Hawai'i, Kuleana, DMAP priorities
- Satellite Media Tour



TRAVEL+ LEISURE

6 Expert Tips on How to Be a Responsible Traveler in Hawaii

Hawaii's tourist numbers are soaring — here are expert tips on how to be a responsible traveler if you're planning a visit.

By Sunny Fitzgerald August 09, 2021



'We have to manage visitor impacts': More Hawaii tourist hotspots will soon require reservations

Christine Hitt, SFGATE

Dec. 2, 2021



PENTA

Great Escapes: Maui, Where Luxury Means Giving Back to the Land



VISITOR EDUCATION

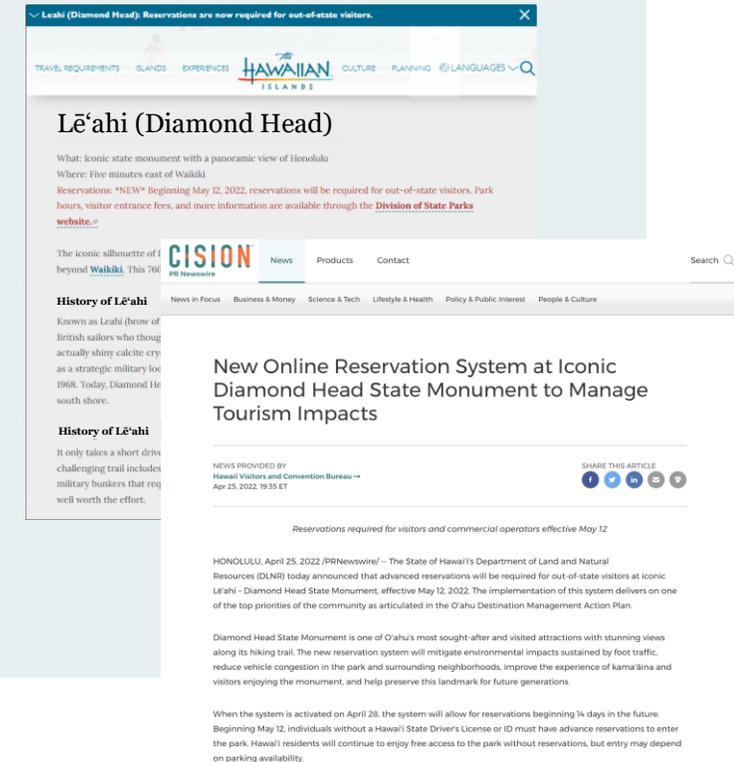
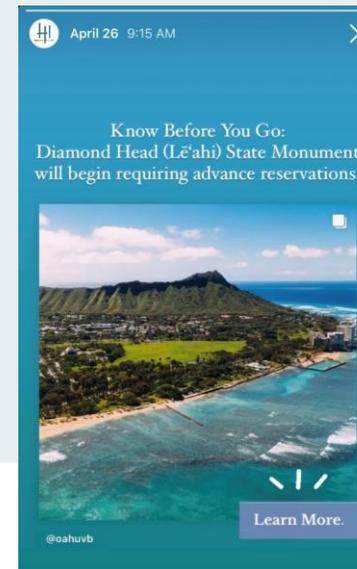
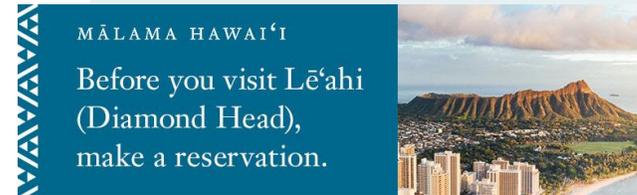
Mālama ‘Āina

Hot Spot Education

- Developing training for Members
- Training for frontline staff

Lē‘ahi Reservations Outreach Example

- GoHawaii channels (social, website)
- E-blast to all members: 3,330 (1,660 on O‘ahu)
- Direct to airline carriers servicing Hawai‘i from the continent (7) and OTAs (26)
- National Media / Local PR contacts: 630
- PR Newswire total potential audience: 133M
- TT e-newsletter: 180,000
- Travel agent database: 40,693
- Wholesale / Consortia partners: 24



VISITOR EDUCATION

Elevating Mālama Hawai'i

- Focus on impact vs. offers
- Evolve offers
- Implementing tracking measures
- Community & industry engagement



VISITOR EDUCATION

Mālama Hawai'i Participation Survey

Mahalo for your efforts to *mālama* (care for) Hawai'i. By completing the following survey, you will help refine this important program and measure its impact on a collective level.

Trip Details

Which islands are you visiting on this trip?*

0 Items

If you are redeeming a special Mālama Hawai'i offer, please indicate which hotel.:

Volunteer Details

Which organization are you volunteering with?*

--None--

Date volunteering*:

Number of participants in your party*:

Experience

How much do you agree or disagree: "I believe volunteering will give me a greater appreciation for Hawai'i's culture and/or natural environment."*:

--None--

How did you hear about the Mālama Hawai'i Program?*

Contact Details

First Name*:

Last Name*:

Email*:

State*:

--None--

To assist the effort, I would be open to sharing more about my Mālama Hawai'i experience. Please feel free to contact me by email.*:

Trip Details	
Which islands are you visiting on this trip?:	O'ahu
If you are redeeming a special Mālama Hawai'i offer, please indicate which hotel.:	
Volunteer Details	
Which organization are you volunteering with?:	Loko I'a Pā'aiau
Date volunteering:	07/22/2022
Number of participants in your party:	2
Experience	
How much do you agree or disagree: "I believe volunteering will give me a greater appreciation for Hawai'i's culture and/or natural environment.":	Strongly Agree
How did you hear about the Mālama Hawai'i Program?:	Online blog/article: repeat participant
Contact Details	
First Name:	John
Last Name:	Vander Wyst
Email:	jlvanerwyst@gmail.com
State:	CO
To assist the effort, I would be open to sharing more about my Mālama Hawai'i experience. Please feel free to contact me by email.:	Yes
Agree to Terms and Conditions:	Yes

VISITOR EDUCATION | TRAVEL TRADE

Travel trade continues to maintain long standing relationships and align with select travel partners and advisors across the continent through:

- **Communications**
 - Utilize HDS database
 - Reach qualified travel advisors encouraging HDS course completion
 - Develop pre and post travel advisor communications encouraging mindful travel
- **Content Updates & Development**
 - Expressly for Travel Professionals (EXTP) emails
 - Continue Hawai'i Destination Specialist (HDS) curriculum and travel trade website updates
- **Training**
 - Consortia and wholesale in-person and virtual events
 - HTUSA led educational webinars with key stakeholders



July – September 2022 Budget

Consumer Direct	\$2,732,860
Public Relations & Promotions	\$253,650
Trade Education & Communication	\$359,765
Research	\$20,500
Staffing Expenses	\$647,895
Office Expenses	\$149,475
Other Admin Costs	\$10,855
Contractor Fee	\$75,000
Grand Total	\$4,250,000



Mahalo