



2024 HTA Spring Tourism Update

3.6.2024

Jennifer Gaskin
Account Director, HTO

MEET THE TEAM



Darragh Walshe
Tourism Director



Jennifer Gaskin
Account Director



Anna Riedel
PR & Trade Manager



Maree Robinson
Marketing & Campaigns
Executive (NZ)

E lauhoe mai na wa'a
Everybody paddles the canoe together

GENERAL ECONOMY

Inflation AU
4.1%

Inflation NZ
4.7%

Unemployment
AU
4.1%

Unemployment
NZ
4%

\$ rate AU
\$0.66

\$ rate NZ
\$0.62



2023 STATS

Total Visitors
240,000

Australia
187,000

New Zealand
52,000

Total Spend
\$639.5M

PPPD Spend
\$293.5

ALOS
9.6

Average age
45.1

Average number in party
2.8

Average number of trips
2.7

ISLAND VISITATION

O'ahu - 98%

Maui - 11%

Island of Hawai'i - 11%

Kaua'i - 7%



OUTBOUND TRAVEL SENTIMENT

1,207,019

Total visitation from
Australia and NZ to the
USA 2023

75%

of pre-pandemic visitation
reached in 2023 to the USA

14%

of visitation to the USA
from AU & NZ was to
Hawaii, after California
28%

10

Number of airlines now
flying between AU, NZ and
the USA

91 Days

Current advance booking
period

56%

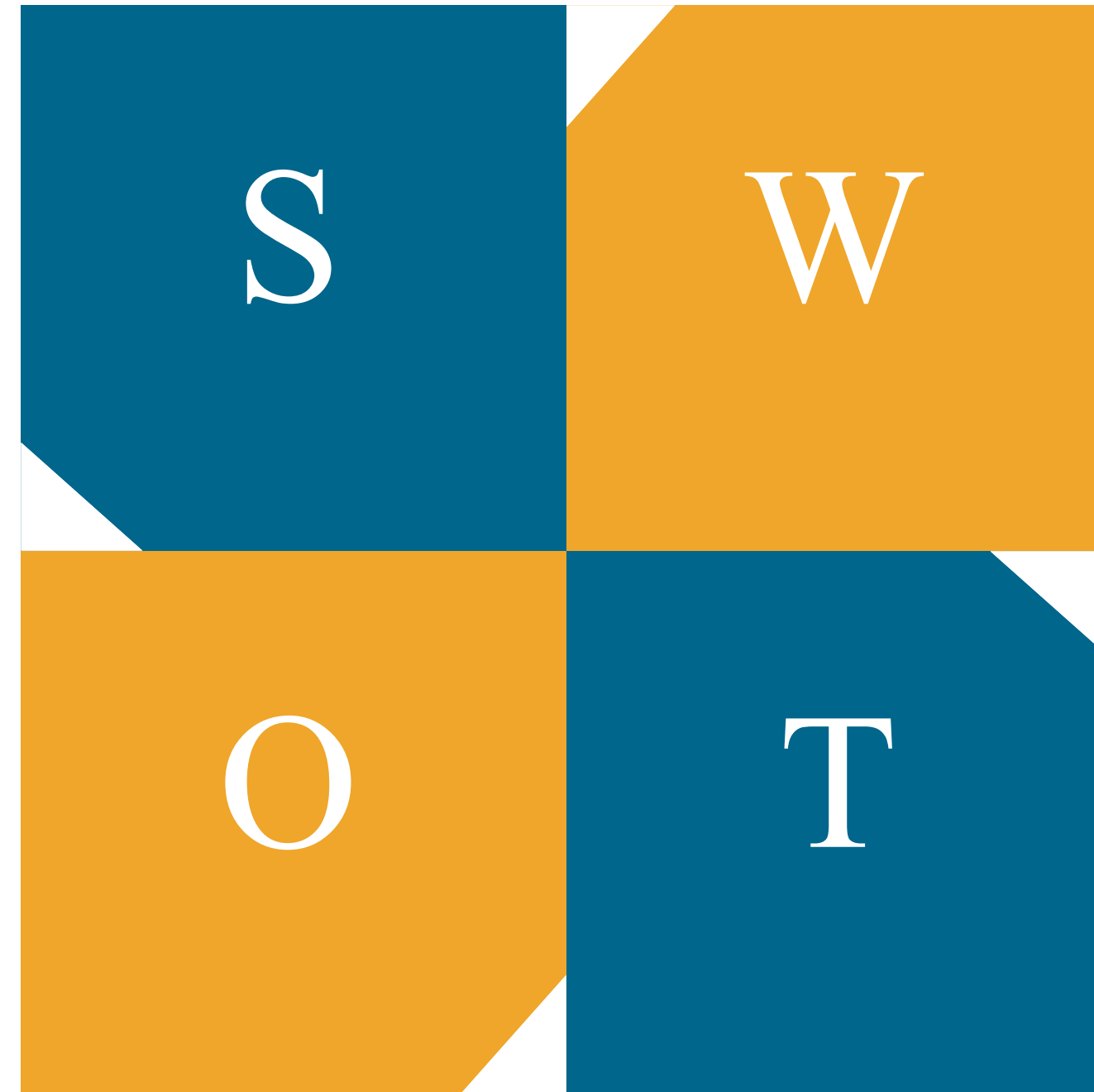
of travelers do not have a
specific destination in
mind when they start
thinking about a holiday

STRENGTHS

Repeat visitors
Strong brand Presence
Range of product
Direct flight

OPPORTUNITIES

Dual destination visitation
Responsible traveler segment
Multi-island group itineraries



WEAKNESSES

High price
Lack of Brisbane flight
Reduced capacity from NZ

THREATS

Competitor destination budgets
Price of competitor set
Increased direct capacity to US mainland
Popularity of Europe

TARGET AUDIENCE

Young Families



Couples



HAWAII TOURISM™

OCEANIA

BRAND MESSAGE

HAWAII TOURISM™
OCEANIA

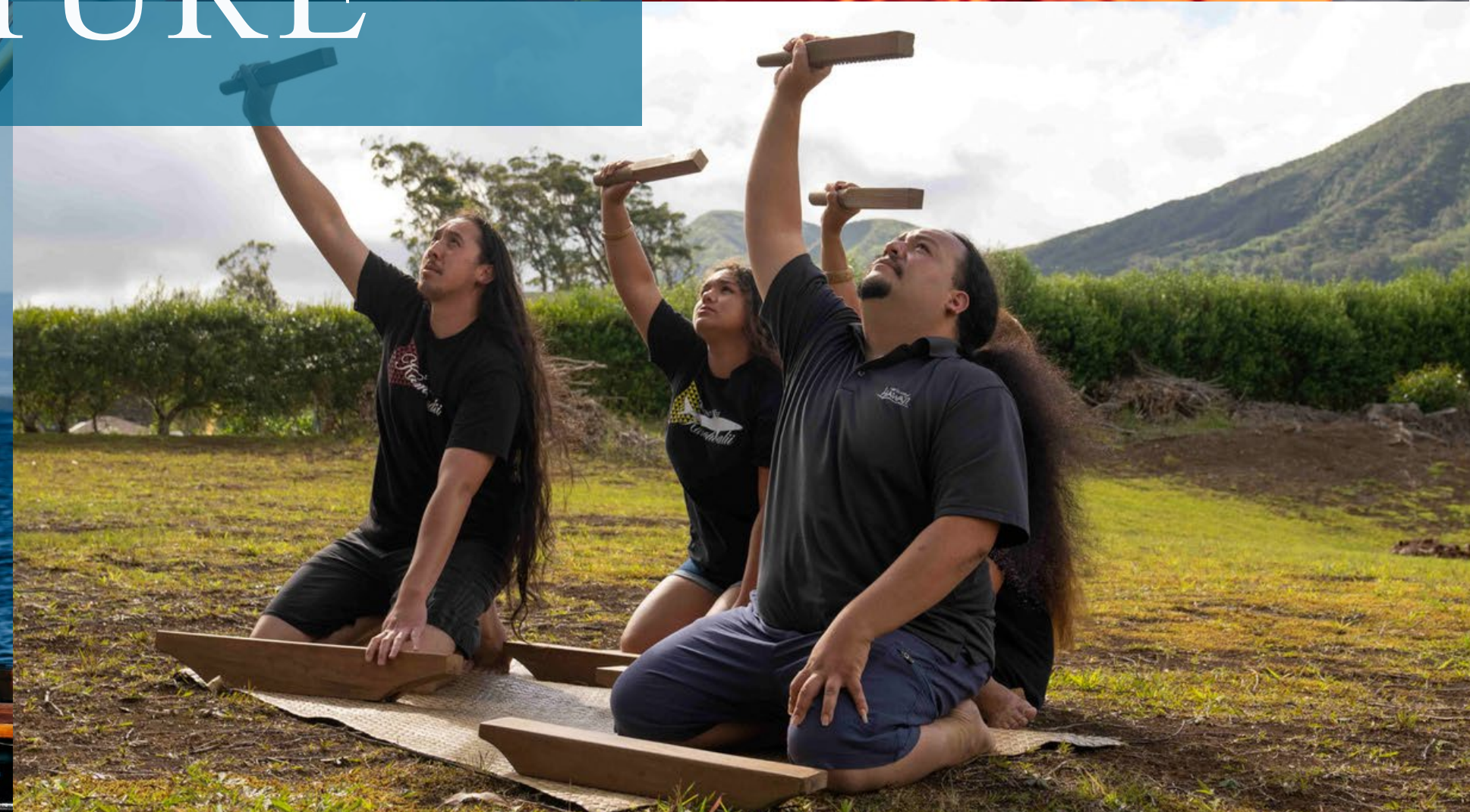


CONNECTION





CULTURE





MĀLAMA HAWAI'I &
TRAVEL PONO



DESTINATION
MANAGEMENT



FESTIVALS &
EVENTS



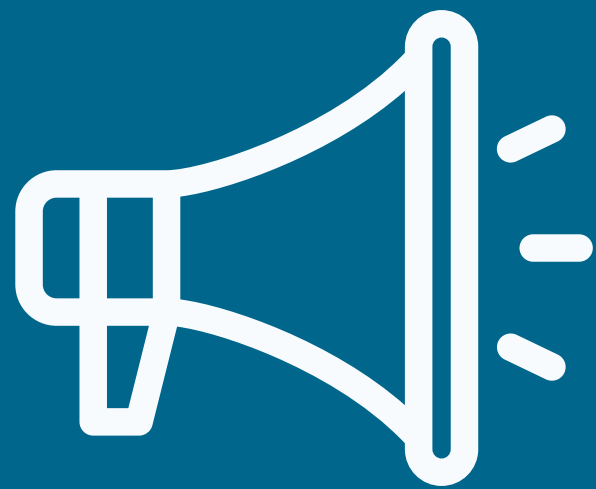
MADE IN
HAWAI'I

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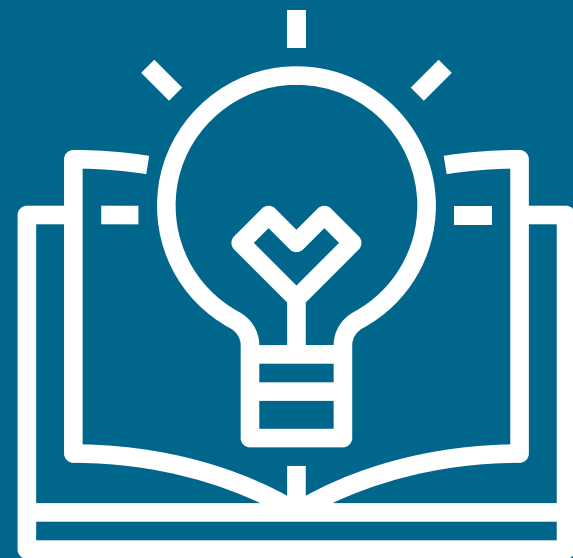


MARKETING STRATEGY

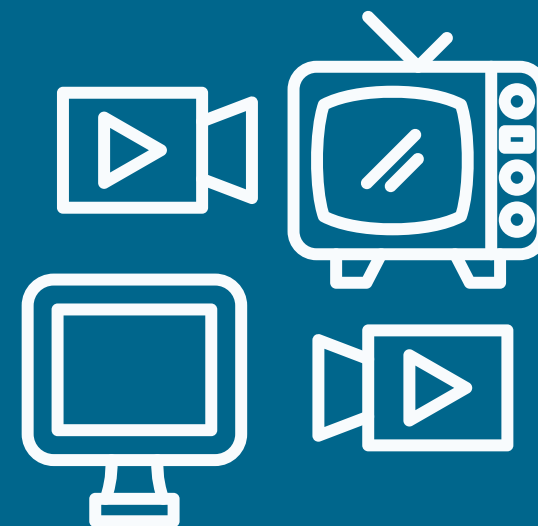
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OCEANIA



CONSUMER BRAND
AWARENESS - NEW
AND ESTABLISHED
AUDIENCES



TRADE AWARENESS
AND EDUCATION,
NEW PRODUCT
DEVELOPMENT



MEDIA EDUCATION
AND VISITATION
PROGRAM, SOCIAL
MEDIA PROMOTION



STRATEGIC BRAND
PARTNERSHIPS AND
SPONSORSHIPS

HAWAII TOURISM
OCEANIA



MAJOR
CAMPAIGNS/
PROGRAMS Q1

HAWAII TOURISM™

OCEANIA



DUKE'S DAY 2024

HAWAII TOURISM™
OCEANIA

ISLANDS EXPERIENCES CULTURE **The HAWAIIAN ISLANDS** PLANNING LANGUAGES

Mālama Adventures

Journey with Aloha

SCROLL TO CONTINUE

Mālama Explained

Mālama is a Hawaiian term that signifies the act of caring for and nurturing, reflecting a deep connection between people and their environment. By practicing mālama – giving back to the land, ocean, wildlife, community, and more – you become an important part of a cycle that enhances both the Hawaiian Islands and your own experience as a visitor. It's this relationship that makes the Hawaiian Islands truly special, where the bond between nature and culture thrives.

JOURNEY WITH
ALOHA CONTENT
PROJECT

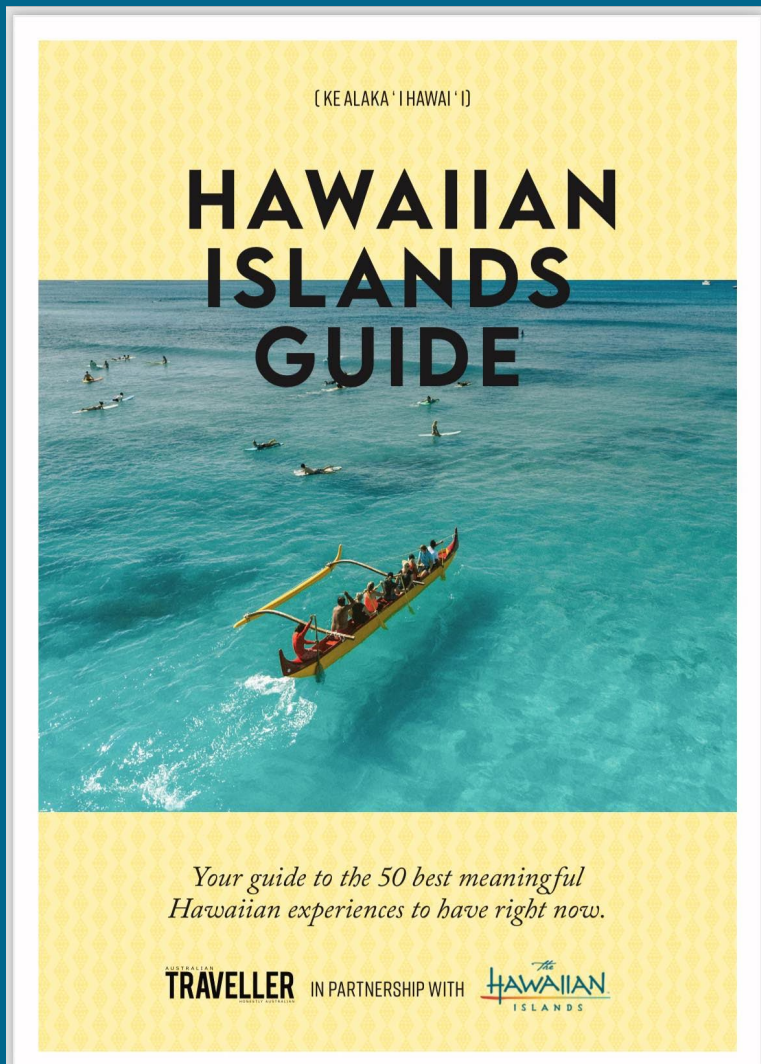
OCEAN FILM FESTIVAL WORLD TOUR

THE WORLD'S MOST BREATHTAKING OCEAN FILMS FROM ABOVE AND BELOW THE SURFACE.

ACT CAMBRIDGE 14, 15, 16 March - NESEA National Film & Sound Archive	NT DARWIN 20, 21 April - Deakin Cinema	VIC GEORANG 15 March - Village Cinema
NSW AVONDALE BEACH 10 March - United Cinema	QLD BIRRBANK 20 Feb, 2 March - Brisbane Powerhouse	NSW MELBOURNE 1, 2 March - Astor Theatre
NT JAYLGA BEACH 18 March - Jaylga Beach Picture Theatre	QLD CAIRNS 17 March - O'NEAL	NSW MELBOURNE 3 March - RMC Capital Theatre
QLD COFFS HARBOUR 1 March - The Jimmy	QLD GOLD COAST 20, 21 March - House of the Arts (HOTA)	NSW ROSEBUD 14 March - Peninsula Cinema
NSW FORSTER 17 March - Great Lakes Cinema	NSW WAGGAWAGGA 15 March - The J	NSW WARRIMOO 15 March - Capital Cinema
NSW LINDSEY HILL 4 March - Cultural Centre	NSW PROSERPINE 11 March - Cine Theatre	NSW ALBANY 1 March - Albany Entertainment Centre
NSW NEWCASTLE 8 March - Event Cinema Ballina	NSW TOWNSVILLE 18 March - Cine Theatre	NSW BROOME 11 March - Sun Theatre
NSW SYDNEY EAST 8 March - Event Cinema George St	NSW SA ADELAIDE 4 March - Capitol Theatre	NSW DUNEDIN 5 March - BSEC
NSW SYDNEY NORTH 24 Feb, 1, 2 March - Regency Odeon	NSW TAS HOBART 11 March - The Fox Centre Friends School	NSW GEORANG 18 March - Oceanpeak Theatre
NSW WOLLINGONG 3 March - The Movies, NOW	NSW LAURICESTON 8 March - The Bannocks	NSW HARGREAVE RIVER 21 April - HGBAT
		NSW PERTH 22, 23, 24, 25 May - State Theatre Centre of WA

VIEW THE TRAILER & BOOK TICKETS oceanfilmfestival.com.au

OCEAN FILM
FESTIVAL
SPONSORSHIP



INTERNATIONAL
TRAVELLER - 50 BEST
EXPERIENCES

INTERNATIONAL
MEDIA
MARKETPLACE

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HUNTER TRAVEL
GROUP EXPO



VISIT USA



TRAVEL ASSOCIATES
SHOWCASE

HAWAIIAN ISLANDS

Aloha! BONUS SALE

RETURN FULL-SERVICE FLIGHTS, EXCLUSIVE EXPERIENCES & UP TO \$4000 BONUS VALUE

KUALOA RANCH PRIVATE NATURE RESERVE, OAHU

HOLIDAY NOW PAY LATER
WITH 18 MONTHS INTEREST-FREE

ALOHA HAWAII WITH RACH & JACKY
Follow our starring duo as they explore the best of Hawaii's diverse islands. From the most beautiful beaches, volcanoes, waterfalls, wildlife and more!

FLIGHTS INCLUDED	FLIGHTS INCLUDED	FLIGHTS INCLUDED
\$4000 BONUS VALUE SHERATON PRINCESS KAIULANI	\$3000 BONUS VALUE HYATT REGENCY WAIKIKI BEACH RESORT & SPA	\$3000 BONUS VALUE KA LA'I WAIKIKI BEACH, LXR HOTEL BY HILTON
YOUR 10 NIGHT HOLIDAY PACKAGE 10 Nights in a Princess Royal View King Room Return full-service flights including checked baggage Return airport and resort transfers Kids stay free	YOUR 7 NIGHT HOLIDAY PACKAGE 7 Nights in a Waikiki City View Room Return full-service flights including checked baggage Return airport and resort transfers Kids stay free	YOUR 5 NIGHT HOLIDAY PACKAGE 5 Nights in an appointed Deluxe City View Room Return full-service flights including checked baggage Return airport and resort transfers Kids stay free
BOOK BY 14/09/24 FROM \$2599 PER PERSON (TWO ADULTS) TRAVEL DATES: 01/10/24 - 31/03/25	BOOK BY 14/09/24 FROM \$2599 PER PERSON (TWO ADULTS) TRAVEL DATES: 01/10/24 - 31/03/25	BOOK BY 14/09/24 FROM \$2899 PER PERSON (TWO ADULTS) TRAVEL DATES: 01/10/24 - 31/03/25

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Aloha Hawaii

WITH Rach & Jacky

BROUGHT TO YOU BY

Myhawaii **HAWAIIAN ISLANDS**

myholidaycentre • Follow
Tobias • Lifetime

myholidaycentre Something BIG is coming! 🌺

Get ready to join My Hawaii Experts, Rach and Jacky, as they say Aloha to Hawai'i and discover the best things to do, the best places to stay, the best foods to try, and so much more.

🔔 Set your alarm, as the first episode drops TOMORROW.

Make sure to turn post notifications on, by visiting our profile and hitting the bell icon, so you never miss an episode! 📢🌟

#dreamingofhawaii #islandsofaloha #hawaii #myhawaii #hawaiivacation #hawaiiholiday

Edited · 1w

MYHAWAII CO-OP
AND CONTENT
PROJECT

HAWAII TOURISM
OCEANIA

LOOKING FORWARD

We Are Explorers

Consumer video and
content series

Month of Lei

Roadshow and incentive
with Island Chapters

NZ Fam

With First Travel Group

Pre-IPW Fam

Product Managers from AU
& NZ

Aloha Down Under

September
Australia & New Zealand
Plus media and consumer
events

Media Fam

Agri-tourism/culinary
theme

Agent Training

Webinars and in person



PARTNERSHIP OPPORTUNITIES

2

group trade famils - May & October

1

group media famil - date TBC

10

trade and consumers e-newsletters

10

months of social media content and updates

Aloha Down Under

September
Australia & New Zealand
Plus media and consumer events

Webinars

we can host individual webinars or by island or theme

Visiting media

please reach out if you're interested in hosting media



MAHALO!

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