

A wooden surfboard with water droplets on a dark pebbly beach background. The surfboard is light-colored wood with a visible grain and is covered in small water droplets. The background is a dark, textured surface of small pebbles or sand. The top of the image has a decorative border with a repeating geometric pattern.

# Hawai'i Tourism Authority Branding Standing Committee

March 27, 2024

March



# 2024 Marketing Plan



CORE SEGMENT

**The Mindful  
Hawai'i Target  
Traveler**

SUB-SEGMENTS



**The Eco-Conscious**



**The Culturally  
Curious**



**The Service-Minded**



**The Unobtrusive  
Explorer**



# Messaging Update



# Strategies

## Statewide

Evolve our invitation to visit that also:

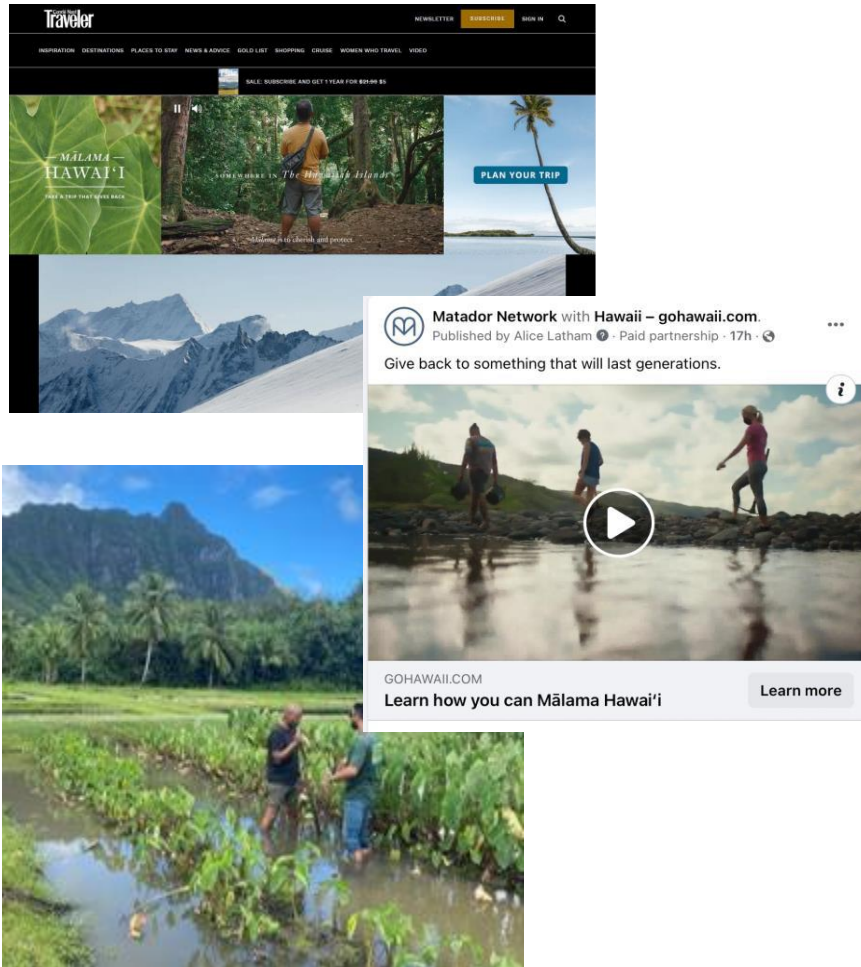
- Educates visitors about the beauty of our culture before they visit,
- Shapes their behavior once they visit.

## Maui

Continue efforts to create demand for Maui by adding dimension to the existing brand

- Share the unique and attractive visitor activities and events across the island to have potential or even repeat visitors to realize there is so much more to do on Maui than they were aware of.
- Doing so will create an opportunity for Maui-based residents and businesses to as we create a desire for visitors to support local.

# Strategies



## Consumer

Create the next phase of both statewide and Maui messaging to Mindful Hawai'i Target Travelers (MHTT).

## Public Relations

Inspire media to create editorial content that attracts the MHTT and shapes their perceptions of Hawai'i.

## Travel Trade

Educate travel sellers who have MHTTs as clients, so they present Hawai'i in-line with the Hawai'i Tourism Authority's (HTA) branding mission and pillars.





# New Messaging





# Messaging Evolution

JAN

FEB

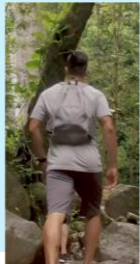
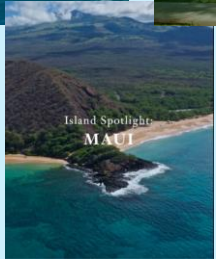
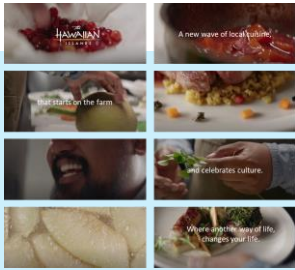
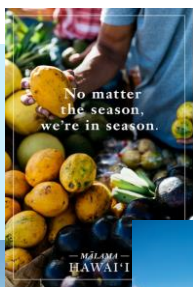
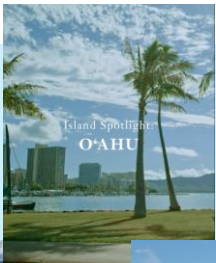
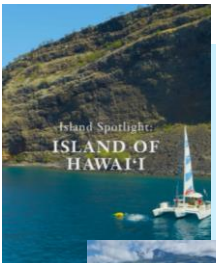
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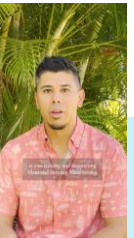
JUN

Statewide and Maui Recovery



Mālama Hawai'i

Ola Maui



New Campaign:  
The People, The Place, Welcomes You



Organic & Paid Content

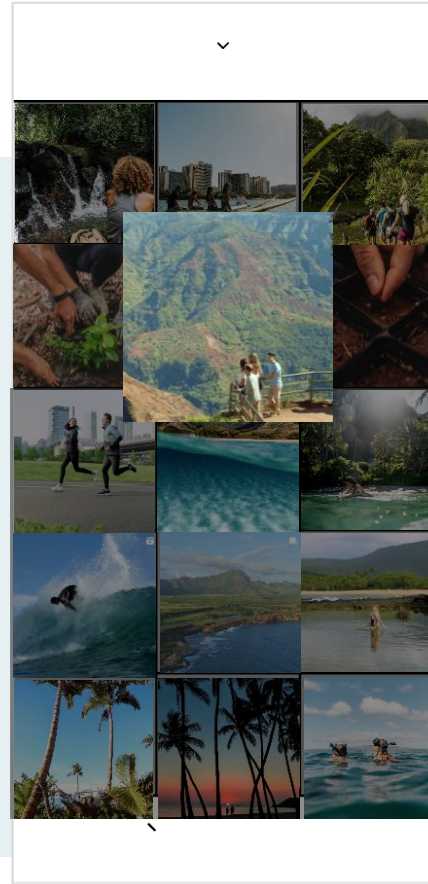


# Social Media

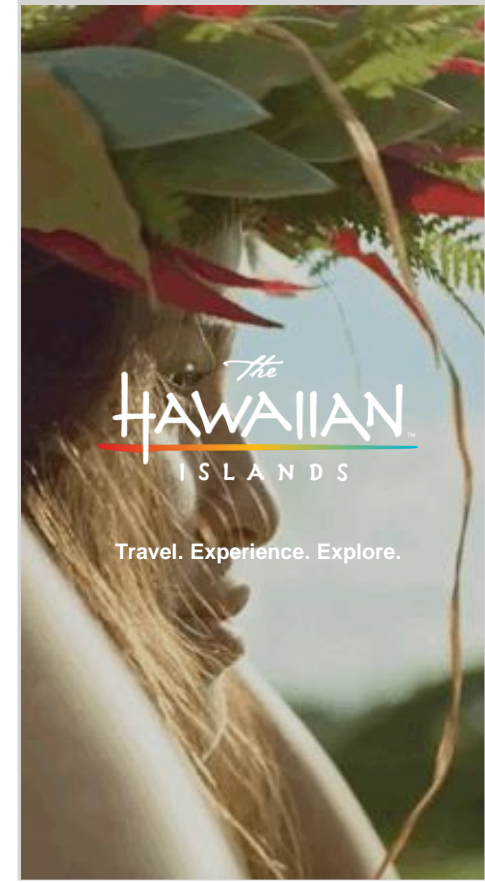
## NO FILTER NECESSARY

Inspiring potential travelers by the memories they'll collect in Hawai'i.

We want to show off the real Hawai'i. In this series, we will show glorious landscapes, ambassadors, and cultural experiences that mimic the UI of a digital camera roll\*. The post copy will use colloquial language and nod to "no filter necessary" when visiting Hawai'i.



Photos

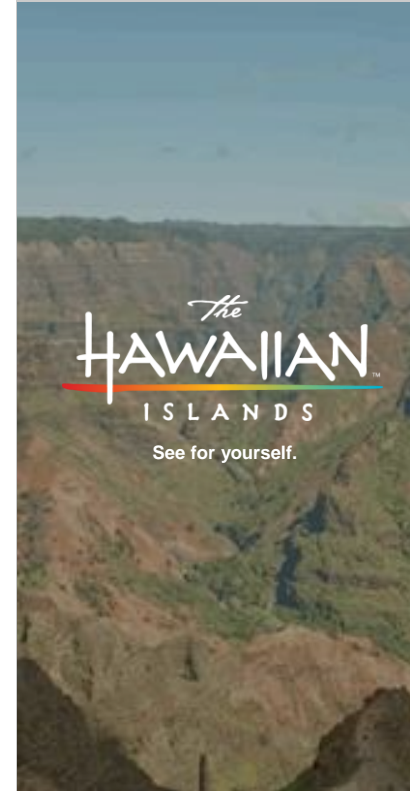
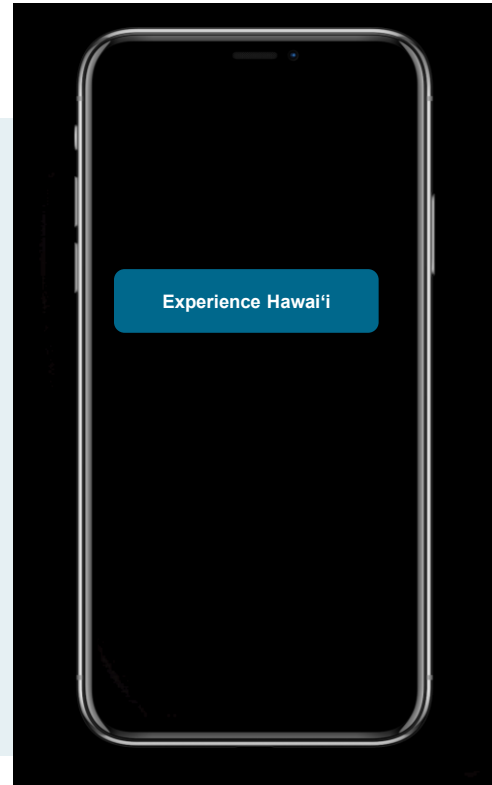


# Social Media

## POV: YOU'RE ON YOUR WAY TO HAWAI'I

We want potential visitors to know the choice is clear when it comes to where to go to next.

From hikes, volunteering, and beach days, we leverage new and existing footage that puts our audience in a first-person seat and shows the spectrum of experiences across the Hawaiian Islands. Post & asset copy will inspire a POV series from, booking to landing on-island, that inspires potential travelers into considering Hawai'i in their travel plans.





# Social Media

## FRESH PERSPECTIVES

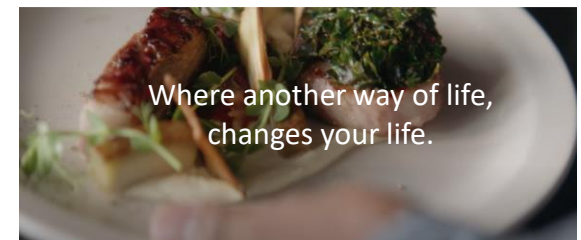
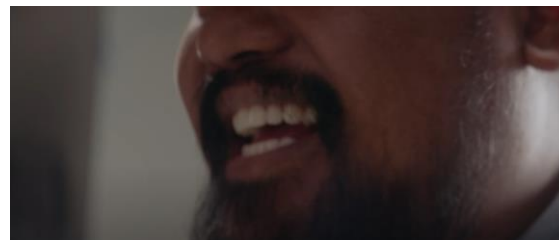
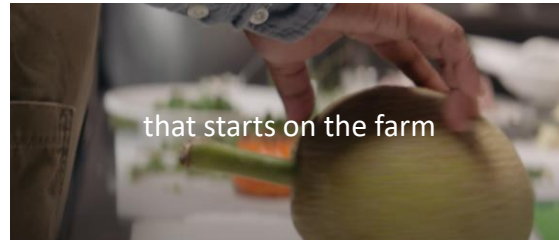
We travel to experience novelty. New environments stimulate our brains, giving us a fresh perspective on life.



# Social Media

## HAWAI'I CUISINE

Let's give travelers a taste of the new wave of local cuisine and how it celebrates local food and culture.





# 2024 Maui Recovery Plan

A close-up photograph of a hand holding a white flower, likely a plumeria, over a wooden surface. The surface is covered with many other white flowers, some of which are in various stages of being picked or arranged. The lighting is warm and natural, highlighting the texture of the wood and the delicate petals of the flowers.

# Maui Update

The latest news about Maui still relates to the devastating fires; if you search “Maui” on Google the topic is front and center.

We need to continue communicating our current status to everyone:

**Maui is open for mindful travel.**



# Maui Messaging Strategy

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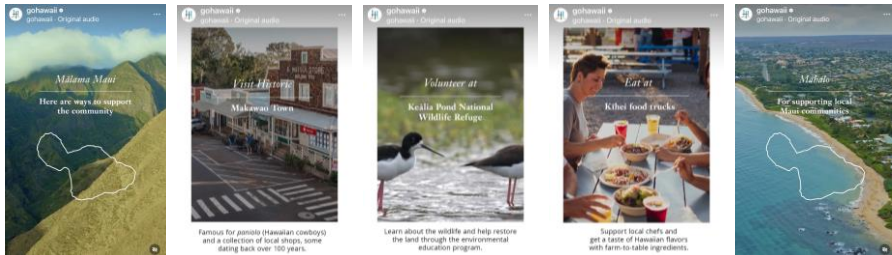
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## Maui Wildfire Recovery



Tali Silifaiva



Kalei



Kia Ordonez



Luana



Cody Puelo



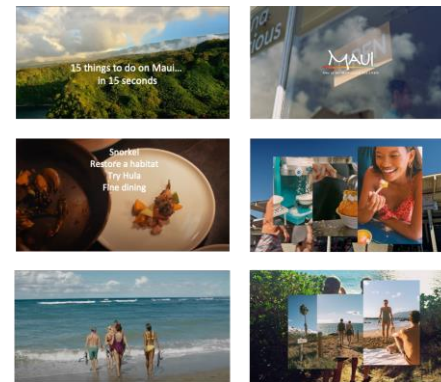
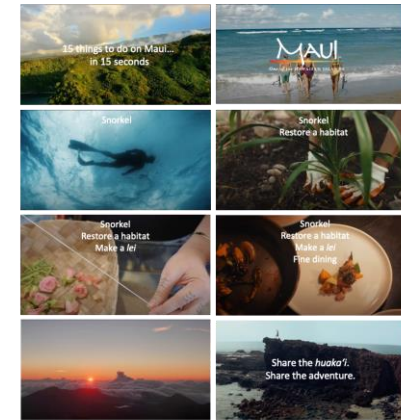
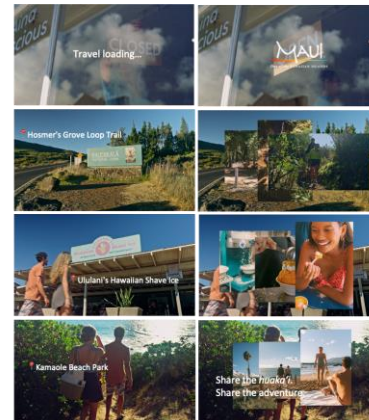
Shay Smith



Chef Taylor



Wendy



**New Campaign**  
**The people, the place**  
**welcomes you**

# Social Media

## STATUS UPDATE

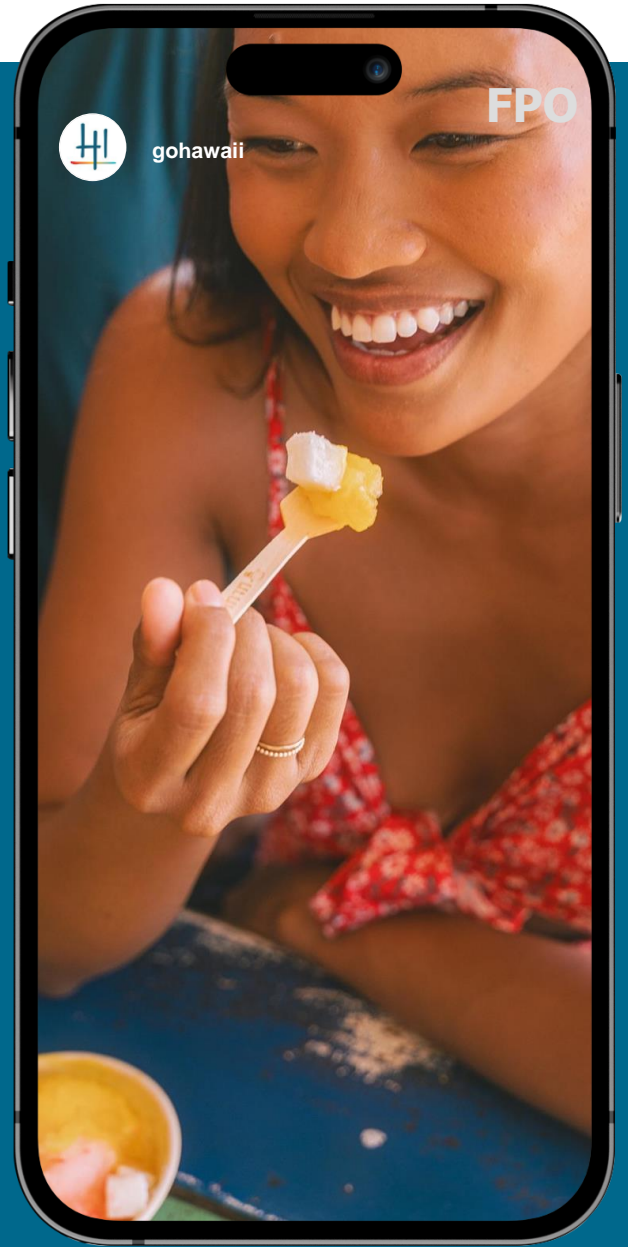
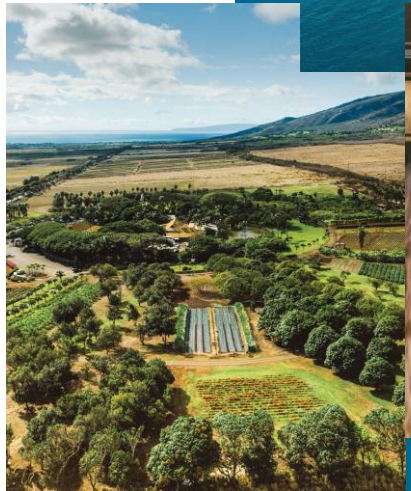
Let's clearly (and socially) communicate to potential travelers that Maui is open with plenty of adventures to share.

Maui is a social and friendly island, so this campaign will shift the current perspective of a 'closed' Maui and verify that the island offers tons of places to go and activities to do.

Feed-worthy photos and experiences will showcase the heart and soul of local businesses. Imagine sipping lattes at Maui Coffee Attic and grabbing sustainable sunscreen at Rooted in Wailuku. This series inspires travelers to have a more authentic trip with local charm, and book confidently this year.

At every step, we'll urge travelers to become digital storytellers, sharing their Maui adventures online by tagging local gems and sharing the #MālamaMaui hashtag.

*Share the huaka'i (adventure).*





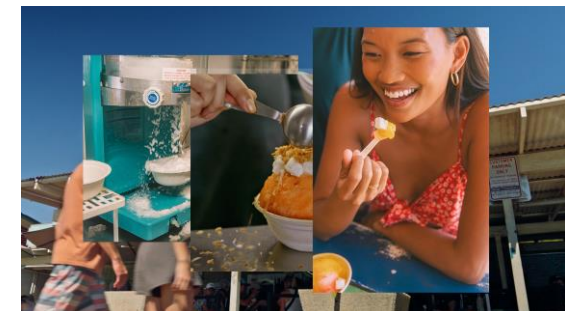
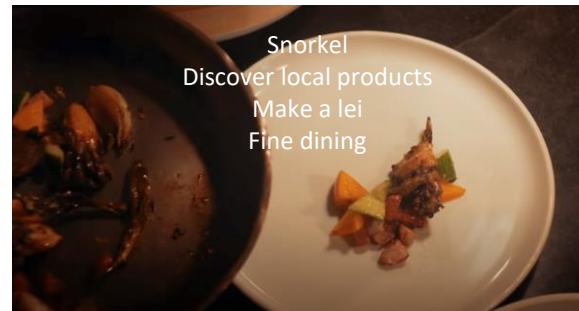
# Social Media

## MAUI SNACKABLE VIDEOS

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For Snackables, we'll use upbeat music and vibrant footage and photography to show that Maui offers all the ingredients for a perfect trip.

We'll dive into the realm of social-first editing with collages and edits timed with music, used by today's trendiest content creators. These techniques will give our Snackables a sense of being social-first, aspirational, and authentic to Maui – and only Maui.



# Social Media

## LOCAL GEMS

This 10-15 second video shows that Maui is open to mindful travelers, highlighting a few local gems on the island for people to explore and enjoy.

### CTA:

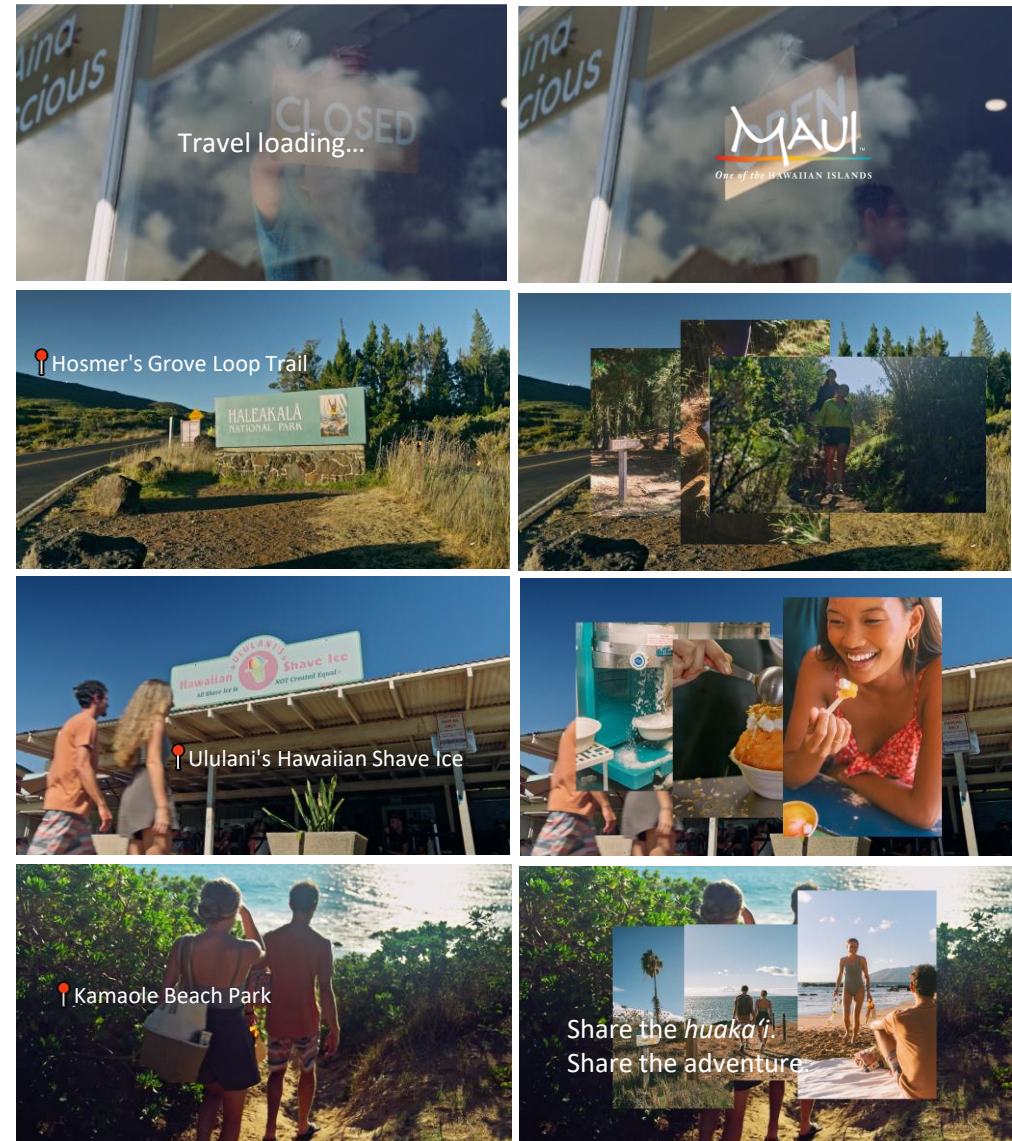
Share the *huaka'i*.  
Share the adventure.

### Example Cuts:

Maui photos of hiking, shave ice, and the beach at these unique locations. Video will play and stills will overlay on top in collage-style.

### Example Super:

- *Travel loading...*
- *Hosmer's Grove Loop Trail*
- *Ululani's Hawaiian Shave Ice*
- *Kamaole Beach Park*





# Social Media

## FUN ITINERARY

This 10-15 second video of fast cuts gives the viewer a taste of what they can experience on Maui. A list pops up line by line and speeds up to show how much vibrancy and fun is alive on this unique island.

### CTA:

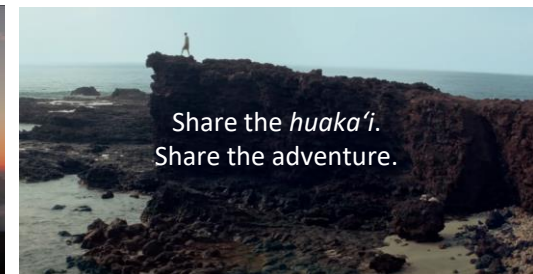
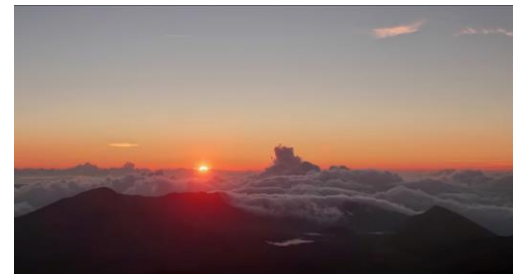
Share the *huaka'i*.  
Share the adventure.

### Example Super:

- *15 things to do in Maui... in 15 seconds*
- Snorkel, Restore a habitat, Make a *lei*, Fine dining, Watch a sunset, Hike, Shop local, Tour a volcano, Golf, Whale watch, Surf, Spa, Helicopter tour, Visit a festival, Explore a lavender farm...

### Example Sound

- *Upbeat and fun music. We want the quick cuts to match with the beat of the music, almost too fast to see everything so you have to watch it again.*



# Social Media

## *LANI & KAI (SKY & SEA)*

‘Astro tourism’ and ‘eco diving’ took the top two spots on Conde Nast’s [Biggest Travel Trends to Expect in 2024](#).

Maui offers both in astronomical proportions, with world-class snorkeling and diving at Molokini Crater, and Instagrammable sunrises at Haleakalā.

There are endless wonders home to Maui that let travelers take in the sea and sky. For this campaign, we’ll narrow our lens and be one of the first brands on-trend, focusing on these two areas. We’ll use buzzwords like “Astro tourism” (nature-based travel focused on viewing the cosmos), but also expand our offerings to be inclusive of beach days, sunrise hikes, and cruising along the Kīhei coastline.

These two places, *Lani & Kai*, also give us an opportunity to speak to conservation, and put importance on preserving reefs and parks as you visit.

*Voyage where the sky & sea meet.*

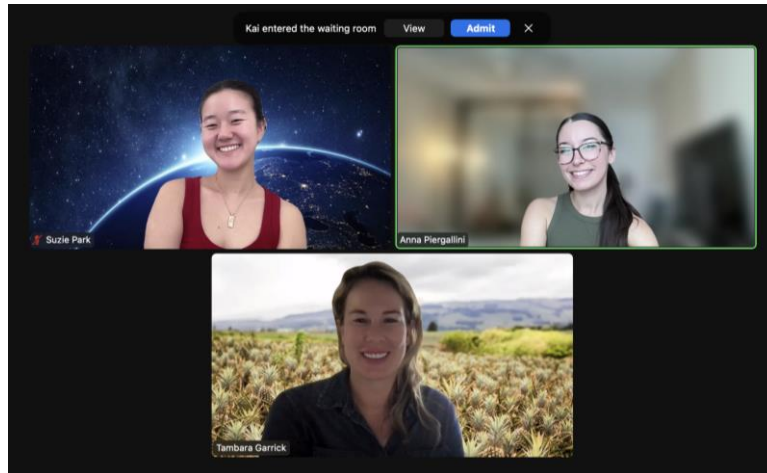




# Public Relations

## Highlights

- Virtual Media Blitz
- Mana Up x Shopify Pop-Up in SoHo, New York
- Northern California Media Blitz
- Maui Recovery Media Visits
  - AFAR
  - CBS News
  - Conde Nast Traveler



# Public Relations/Earned Media

## Healdsburg Food & Wine Experience

May 2024

- Maui Pavilion
  - Maui chefs, makers, musicians, cultural ambassadors
  - Educate and inspire:
    - Top-tier national media
    - High value Mindful Hawai'i Target Travelers
- In collaboration with Maui partners and small businesses
- Mālama in action
  - Farm to Pantry volunteer opportunity
  - Raise funds for Maui





A close-up photograph of a green leaf, showing a network of veins. The central vein is prominent and runs horizontally across the middle. Other veins branch off at various angles, creating a grid-like pattern. The leaf's surface has a fine, textured appearance. The lighting is soft, highlighting the natural green color and the intricate vein structure.

*Mahala*

# Lift in Likelihood to Visit

The ultimate measure of impact or effectiveness will be an incremental travel metric (influenced trips and spending). Our best proxy in the meantime for the impact of the campaign is ad-aware lift in likelihood to visit. For Q4, that lift is 24 points (somewhat and very likely and already planning a trip).

- While not directly projectable into impacts, this large lift in likelihood foreshadows an excellent performance in advertising effectiveness and influenced trips in the final travel wave.

