



# **Brand Standing Committee Meeting**

5.16.2024

# **Agenda #5:**

- BMP Approval Process & Timeline
- Research & Audit
- SWOT
- Marketing Strategies
- Targets

# 2025 Brand Marketing Plan (BMP) Approval Process & Timeline

- **May 16:** Present Tourism Landscape & Marketing Strategies to BSCM; Receive Input
- **June:** Present Proposed Budget Allocation to BSCM
- **June 27:** Budget Allocation Approved by the Board
- **Week of July 1:** Issue BMP Directives/Outline/Budget Allocation to GMTs
- **August 16:** Receive BMPs
- **Week of August 19:** Brand Team's Feedback to GMTs
- **Week of August 26:** Receive Revised BMPs
- **Week of September 2:** BMP Presentations to HTA Leadership; Receive Input
- **Week of September 9:** Receive Revised BMPs
- **Week of September 16:** BMP Presentations to BSCM; Receive Input
- **Week of September 23:** Finalize BMPs & Publish Partnership Opportunities
- **October 1:** BMP Presentations to Industry at HTA Conference

# Marketing Research & Audit

- Industry Stakeholders Survey (April/May 2024)
- Logic Model – Revisions (May 2024)
- SMARI – Campaign Effectiveness Study for USA & Japan (March 2024)
- Governance Study – Stakeholders Survey (March/April 2024)
- Headwinds Analysis & Product Assessment by GMTs (March 2024)
- Vision Insights – Destination Brand Health Trends (May 2024)
- Vision Insights – Responsible Travelers Segment (May 2024)
- ARC/ForwardKeys – Air Booking Trends (May 2024)
- DBEDT Forecast (Q1 2024)
- Symphony Dashboard (March 2024)
- Portrait of American Traveler (Spring 2024)
- STR – Hotel Performance (March 2024)
- VAST (Q4 2023)
- Resident Sentiment Survey (2023)

# SWOT Analysis

Natural Beauty (Flora/Fauna)

Brand Strength (but  
weakening)

Multi-ethnic Culture

Diversity of Experience

Safety

Geography (Bridge of  
East/West)

Cuisine

Weather

Aloha and People

Interisland Travel

**STRENGTHS**

Cost of Travel  
Infrastructure/Capacity

Isolation

Traffic/Congestion

Alignment between Industry  
and Community

Legislative Alignment

Crime

State & County Collaborations

Quality vs. Cost

Lack of Public Transportation

Cost of Living

Capacity of Non-profits

Lack of New Experience

**WEAKNESSES**

# SWOT Analysis

Amateur Sports  
Product Development  
Utilize Technology (apps,  
digital, etc.)  
Fun & Sun Messaging  
Leverage Cultural Diversity  
Special / Curated  
Experiences  
Regenerative Initiatives  
Diversify Source Markets  
Growth of Hawaiian Culture

OPPORTUNITIES

Loss of Businesses  
Government and Resident Sentiment  
Environmental Unpredictability  
Geopolitical Tension  
Cost / Inflation  
Invasive Species  
Population Exodus  
Demand for All Inclusive  
Marketing Budgets  
Excessive Fees & Taxes  
Not Welcoming  
Complacency of Tourism's  
Contributions  
News Media Coverage  
Can't Regulate Social Media  
Outside Property Ownership  
Loss of Air Seats  
Interisland Airlift

THREATS

# Marketing Strategies

- Target mindful and high-value travelers in specific geographic regions
- Revitalize the higher-spending international markets
- Recover/grow air seats from key markets
- Strengthen our brand message for the following attributes:
  - Volunteer/Giveback Opportunities
  - Destination Sustainability
  - Beautiful Scenery
  - Relaxation
  - New Things to Explore
- Focus on digital/social content marketing
- Leverage local voice/ambassadors /influencers
- Seek out strategic partnerships
- Deploy the most effective channels for paid and earned media
- Inform and educate travel trade and media

# 2025 Goals & Targets

***Brand Marketing:** Strengthen tourism's overall contribution to Hawai'i by protecting & enhancing Hawai'i's globally competitive brand in a way that is coordinated, authentic, & market appropriate. Educate & attract mindful visitors with emphasis on lifetime value & positive impact.*

## **Annual Targets:**

- **Increase Average PPPD and/or PPPT**
- **Increase Total Visitor Expenditures**
- **MMAs:**
  - USA
  - Japan
  - Canada
  - Oceania
  - Europe
  - Korea
  - China