



# **Branding Standing Committee Meeting**

## **Agenda #7**

Presentation, Discussion, and Action on Proposed Fiscal Year 2026 and 2027  
Hawai'i Tourism Authority Operating Budget for Branding and Marketing (BED114)

7.23.2024

# Brand Marketing - Overall Strategy

- Target mindful and high-value travelers in specific major market areas
- Revitalize the higher-spending international markets
- Stabilize U.S. and Canada markets, particularly visitation to Maui
- Support recovery or growth of air seats from key markets
- Create brand messaging that delivers and communicates the following destination attributes that have been shown to strengthen Hawai'i's competitive advantage:
  - Hawai'i's People, Place and Culture
  - Sustainable Destination
  - Beautiful Scenery
  - Relaxation
  - New Things to Explore
  - Volunteer/Giveback Opportunities
- Deploy the most effective channels for paid and earned media
- Focus on digital/social content marketing
- Leverage local voice/ambassadors /key opinion leaders
- Inform, educate and motivate travel trade and media
- Seek out strategic partnerships to increase destination marketing capacity
- Support Hawai'i's progress towards regenerative tourism

# Brand Marketing - Annual KPIs

- Grow Total Visitor Expenditure
- Maintain or exceed percentage of “visitors recall hearing or seeing information about safe and responsible travel prior to arrival”
- Maintain or exceed percentage of "visitors recall hearing or seeing information about caring for and respecting Hawai‘i’s culture, people, and environment prior to arrival"
- Maintain or exceed percentage of "visitors recall hearing or seeing information about support local/shop local prior to arrival"
- Maintain or exceed percentage of people “consider Hawai‘i as their next vacation destination”
- Maintain or exceed percentage of people “plan to book a trip to Hawai‘i this year”

# BED 114: Branding & Marketing

BLI Code	BLI Title	Description	FY25
321	US	<p>The GMT contracts focuses on destination brand marketing for leisure travel in the major market areas (MMA) with pre-arrival communications to educate visitors with information about safe, respectful, and mindful travel within the Hawaiian Islands. Another key emphasis of the initiative is to drive visitor spending into Hawai'i-based businesses to support a healthy economy, including supporting local businesses, purchasing Hawai'i-grown agricultural products, and promoting Hawai'i made products in-market, in partnership with the state's Department of Business, Economic Development &amp; Tourism (DBEDT) and the private sector. These efforts also extend to collaboration with other HTA contractors and partners, as well as private partnerships throughout the industry and utilizes consumer direct marketing, public relations, and travel trade.</p>	15,204,991
322	Canada		1,000,000
323	Japan		6,500,000
324	Korea		900,000
325	Oceania		1,290,905
326	Europe		1,000,000
329	China		
330	Taiwan		



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BLI Code	BLI Title	Description	FY25
318	gohawaii.com	The Hawai'i Tourism Global Support Services for Brand Management and Marketing support HTA's comprehensive pre- and post-arrival visitor education and destination management efforts, as well as HTA's Global Marketing Team throughout the U.S., Canada, Japan, Oceania, Korea, China, and Europe.	1,375,000
339	Global Digital Marketing Strategy	The support services include providing market insights to boost strategy, management and development of creative and digital assets, social media, website management, including GoHawaii.com, application development and maintenance, and maximizing emerging technology to support the updating of our Ma'ema'e Toolkit and Brand Guidelines. The resources are also shared broadly with the public for the community, visitor industry, businesses, media, travel trade, and meetings, conventions and incentives industry representatives to utilize in their respective areas.	
350	Global Market Shared Resources		
380	New Route Support	These services are currently in the Global Support Services contract and supports air route development.	
306	Island-Based International Marketing	The Island Destination Brand Management and Marketing Services (IDBMMS) include the support from on-island representatives on behalf of HTA for visitor education, visitor industry engagement, and public relations activities; serving as advisors to HTA on the respective islands and The Hawaiian Islands statewide brand; collaborating with HTA's Global Marketing Team to develop and implement familiarization trips and press trips to areas that are welcoming visitors; providing island-based visitor education support during promotions, trade shows, and missions in major market areas, and coordinating with city and county government officials and designated organizations during crisis management situations.	3,200,000
320	Island Chapters Staffing and Admin		

# BED 114: Branding & Marketing

BLI Code	BLI Title	Description	FY25
317	Convention Center Sales & Marketing - City Wide	<p>The MCI market can become a critical source of profitable “base” business booked years in advance with single property and citywide properties, especially the Hawai‘i Convention Center. This base of business enables a higher yield of shorter-term leisure business. It can also help fill hotel occupancy gaps in future years by capitalizing on off-peak opportunities. To be competitive and thrive in the changing world of business tourism (MCI market), Hawai‘i must capitalize on its strategic mid-Pacific location, which conveniently connects East and West, helping organizations create business events that are international, engaging and memorable experiences. Our location also contributes to a unique experience and the group setting of these meetings, conventions and incentives allows us to further educate our markets about the Hawaiian culture and our precious resources by immersing attendees and stakeholders in these activities that give back. Primary focus is on MCI sales and marketing in the United States, Japan, Canada, Oceania, Korea, and other Asia markets as appropriate.</p>	5,500,000
319	MCI MFF		
331	Meetings, Convention & Incentives		