

HTA's 2025 Brand Marketing Strategy

Ensuring Hawai'i's Global Competitiveness



Key Strategies for 2025

Focus On Markets

Recover demand domestically and rebuild internationally with visitors who can afford to travel in varied economic conditions.

Strengthening Hawai'i's Competitive Advantage

- Hawai'i's People, Place, and Culture
- Sustainable Destination
- Beautiful Scenery & Relaxation
- New Things to Explore
- Volunteer/Giveback Opportunities

Marketing Channels: Effective Marketing Strategies

- Deploy paid and earned media channels
- Focus on digital/social content marketing
- Leverage local voices and key opinion leaders

Guiding Objectives for 2025

- Drive brand awareness for all islands
- Adapt to market insights and trends
- Cultivate the next generation of mindful travelers
- Encourage multi-island experiences

HTA's 2025 Brand Marketing Plans



2025 KPI Targets

Visitor Expenditures													
US Total		Japan		Canada		Europe		Oceania		Korea		MCI	
15,666	-1.1%	1,130	25.6%	1,108	-5.5%	276	-8.1%	586	-8.4%	438	0.3%	NA	
15,884	1.4%	1,622	43.5%	1,186	7.1%	289	4.6%	686	17.0%	480	9.6%	NA	4.0%

* DBEDT Forecast 2Q2024

** HTA Preliminary Goals

2025 KPI Targets

- Maintain or exceed percentage of “visitors recall hearing or seeing information about safe and responsible travel prior to arrival” compared to 2024.
- 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” compared to 2024.
- Maintain or exceed percentage of “visitors recall hearing or seeing information about support local/shop local prior to arrival” compared to 2024.
- Maintain or exceed percentage of people “consider Hawai‘i as their next vacation destination” compared to 2024.
- Maintain or exceed percentage of people “choose Hawai‘i as a vacation destination that they most likely to go” compared to 2024.
- Maintain or exceed percentage of people “plan to book a trip to the Hawai‘i this year” compared to 2024.

Program and Activity Measures

Consumer Paid Media Measures

- TV Reach
- Print Circulation
- Digital Reach
- Radio Reach
- Out of Home Reach
- TV Impressions
- Print Impressions
- Digital Impressions
- Radio Impressions
- Out of Home Impressions

Travel Trade Paid Media Measures

- Print Circulation
- Digital Reach
- Print Impressions
- Digital Impressions

Public Relations Measures

- No. of Media Interactions/PR Calls
- No. of Press Releases Issued
- No. of Stories Generated from Earned Print
- No. of Stories Generated from Earned Digital
- No. of Stories Generated from Earned Broadcast
- No. of Group Media FAMs
- No of Articles Generated from Group Media FAMs
- No. of Individual Press Trips
- No of Articles Generated from Individual Press Trips

Consumer Shows

- No. of Shows
- Show Attendance

Program and Activity Measures

Travel Trade

- No. of Meetings with Travel Trade Partners
- No. of Trade Shows
- Trade Show Attendance
- No. of Trade Show Appointments
- No. of Travel Trade FAMs
- No. of Products Developed Due to FAM
- No. of Trade Education Sessions
- No. of Trade Education Participants

Social Media Metrics

- Total Impressions Gained
- Total Posts

Other Measures

- No. of Initiatives to Promote Buying Local/Hawai'i Made Products
- No. of Initiatives to Promote Hawai'i Festivals & Events
- No. of Initiatives to Promote Agritourism Programs
- No. of Initiatives to Promote Voluntourism Programs