# 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

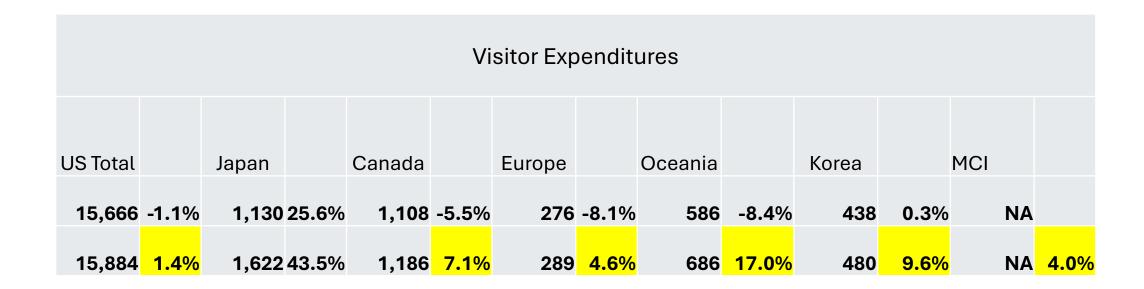
## **Guiding Objectives for 2025**

- 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



<sup>\*</sup> DBEDT Forecast 2Q2024

<sup>\*\*</sup> 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 Interations/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