

Hawai'i Tourism Authority Branding Standing Committee

November 21, 2024





Los Angeles Market Activation

Los Angeles Market Activation September



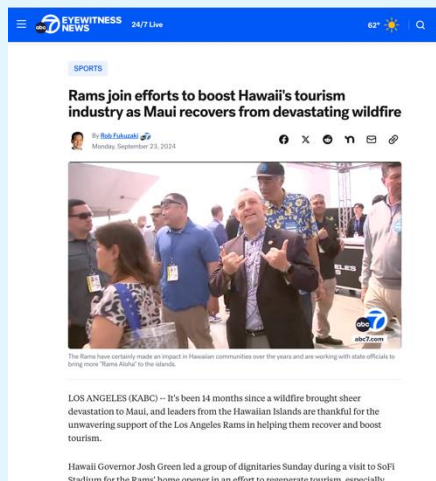
**Aloha Market with
Mana Up**



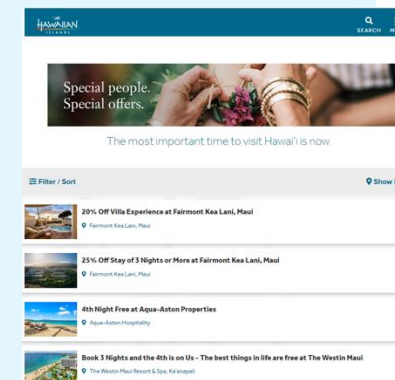
The Rams have certainly made an impact in Hawaiian communities over the years and are working with state officials to bring more "Rams Aloha" to the islands.



MAYOR RICHARD BISSEN
MAUI COUNTY, HI



Public/Private Media Blitz

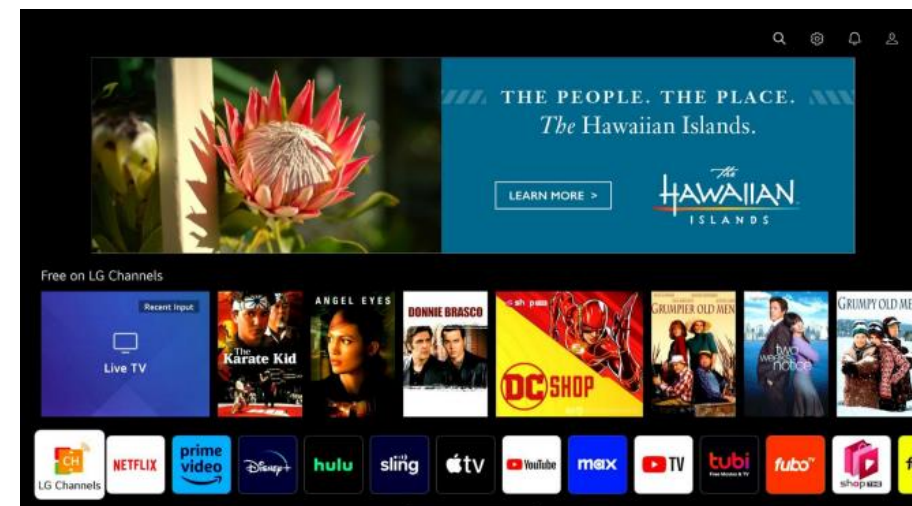
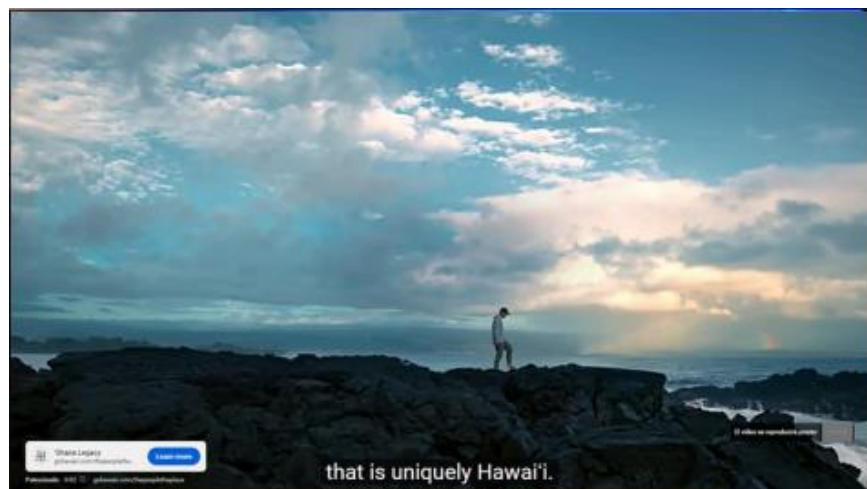
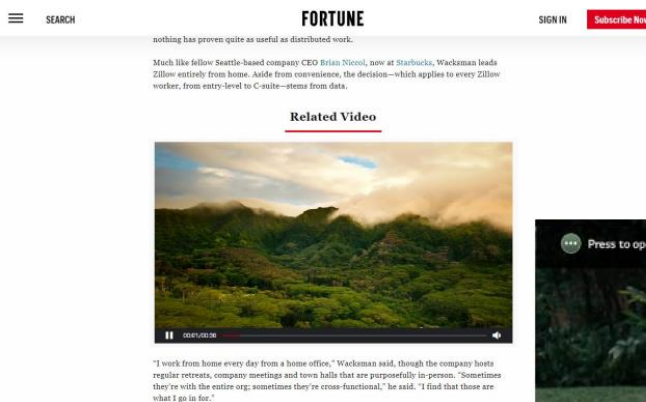


Consumer Direct Coop Programs



Paid Digital Media

- YouTube TV: 18.6M impressions
- LG: 14.5M impressions
- Trip Advisor: 5.5M impressions



Paid Social

- **The People. The Place. The Hawaiian Islands.** content series promoted in Los Angeles and San Diego on Facebook and Instagram
- Promoted Maui on TikTok in Los Angeles
- **Results:**
 - Facebook: 5.8M impressions
 - Instagram: 4.9M impressions
 - TikTok: 4.6M impressions



Consumer Activation

Aloha Market Pop-up

- Mana Up Hawai'i partnership
- Heart of Abbot Kinney Boulevard, a buzzy neighborhood with great foot traffic
- 57 Hawai'i brands, 11 from Maui
- 9,328 attendees over three days
- 31 activations included workshops, demos and panels
- VIP Receptions excited media, influencers, travel advisors, MCI clients
- Local coverage on KTLA, ABC, FOX
- Generated 36,513,073 impressions across 28 media placements



Aloha Market Featured Local Businesses

Advance Wildlife Education
ava + oliver
AVVA
Big Island Coffee Roasters
Bizia
Bradley & Lily
Chef Sheldon Simeon
Coco Moon
David Shepard
Farm to Fudge Maui
Haku Maui (collaboration with Tag Aloha)
Hanalei
Hawaii Ulu Coop
Hawaiian Airlines
Hawaiian Host
Hawaiian Pie Co.
Hawaiian Soda Co.
HI Spice
Hobbs Tea

Honolulu Cookie Co.
Honua Skincare
Jules + Gem Hawai'i
Kahala
Kaua'i Sweet Shoppe
Keiki Kaukau
Kō Hana Rum
King's Hawaiian
Kris Goto
Liko Lehua
Mālama Mushrooms
Mānoa Chocolate
Maui Brewing Company
Maui Chili Chili Oil
Maui Crisps
Maui Kuia Estate
Mauna Loa
Meli Wraps
Mohala Eyewear

Nāpili FLO Farm
Nick Kuchar Art & Design Co.
NOHO Home
'Ohana Nui
Ocean Vodka
Pawniolo Pets
Pono Potions
Sea Salts of Hawai'i
Shaka Tea
Tag Aloha Co.
Tea Chest Hawai'i
To Be
ua body
UBAE
VitaliTea Hawai'i
Wai Meli
Waiākea Hawaiian Volcanic Water
Waiwaolani
Western Aloha



High Impact Messaging Platforms



The Rams have certainly made an impact in Hawaiian communities over the years and are working with state officials to bring more "Rams Aloha" to the islands.

SPORTS

Rams join efforts to boost Hawaii's tourism industry as Maui recovers from devastating wildfire

By [Bob Fukuzaki](#)
Monday, September 23, 2024



The Rams have certainly made an impact in Hawaiian communities over the years and are working with state officials to bring more "Rams Aloha" to the islands.

LOS ANGELES (KABC) -- It's been 14 months since a wildfire brought sheer devastation to Maui, and leaders from the Hawaiian Islands are thankful for the unwavering support of the Los Angeles Rams in helping them recover and boost tourism.

Hawaii Governor Josh Green led a group of dignitaries Sunday during a visit to SoFi Stadium for the Rams' home opener in an effort to regenerate tourism, especially

LA Unscripted Maui



LIFESTYLE SHOW SUMMARY

PLANNED: 3 show airings; 1x primetime, 1x wknd, 1x daytime

ACTUAL: 3 show airings; ALL PRIMETIME

ADDITIONAL AIRING planned for 11/27 7:30PM (subject to change)

1,018,357 HH Reach

"LA UNSCRIPTED: The People. The Place. Maui."	HH REACH
Promo schedule	812,650
LA Unscripted 9/27 7:30PM	64,878
LA Unscripted 10/3 7:30PM	80,112
LA Unscripted 10/9 7:30PM	60,737
TOTAL HH REACH	1,018,357



LA Unscripted Maui

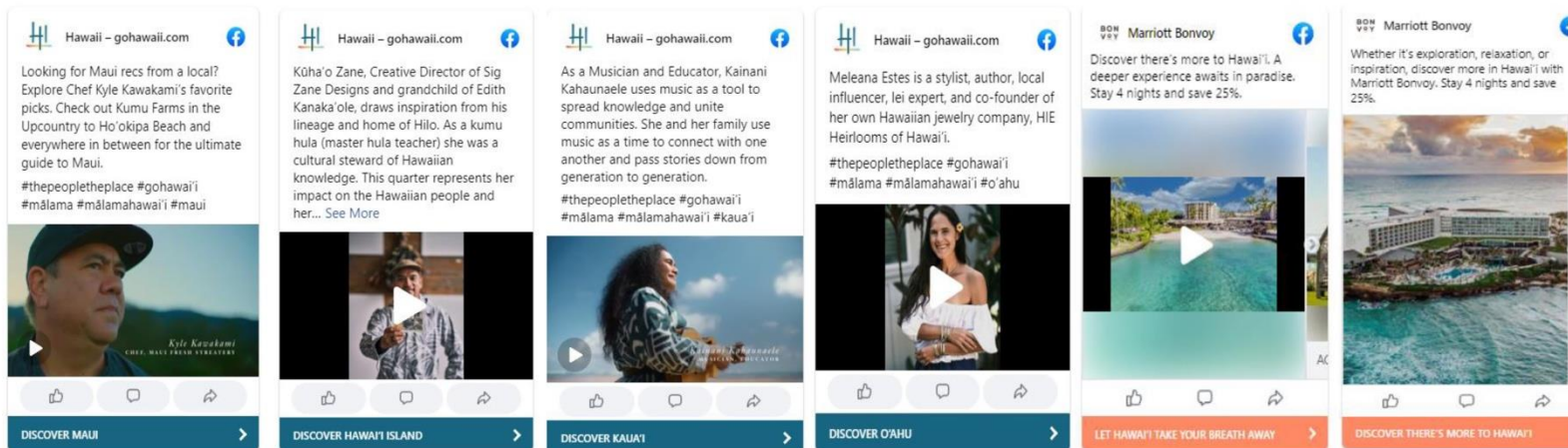


SOCIAL DISPLAY SUMMARY

KTLA.com

PLANNED: 500,000 Impressions

ACTUAL: 502,766 Impressions
802 Clicks | .16% CTR



THE HAWAIIAN ISLANDS

252,609 Impressions
281 Clicks
0.11% CTR

MARRIOTT BONVOY

250,157 Impressions
521 Clicks
0.21% CTR



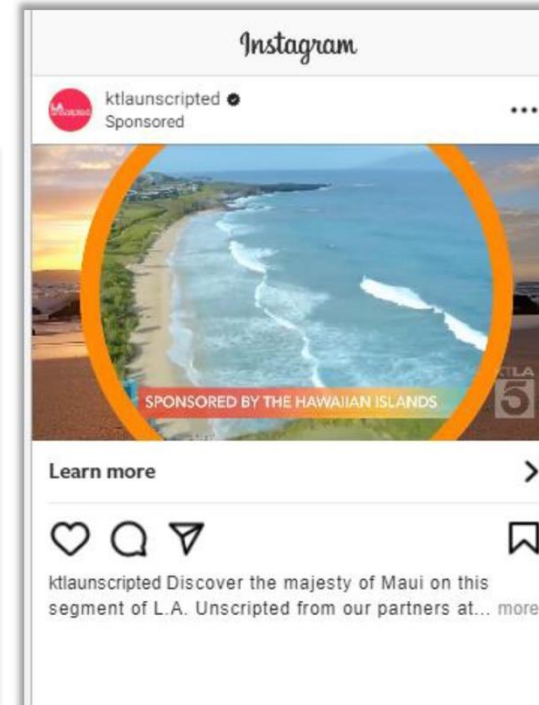
LA Unscripted Maui

SOCIAL BOOSTED POST SUMMARY

TARGET: Frequent Travelers & Users interested in Vacations, Tourism, and Travel
CTURL: gohawaii.com

Impressions: 244,458 Impressions
 3,038 Clicks | 1.24% CTR

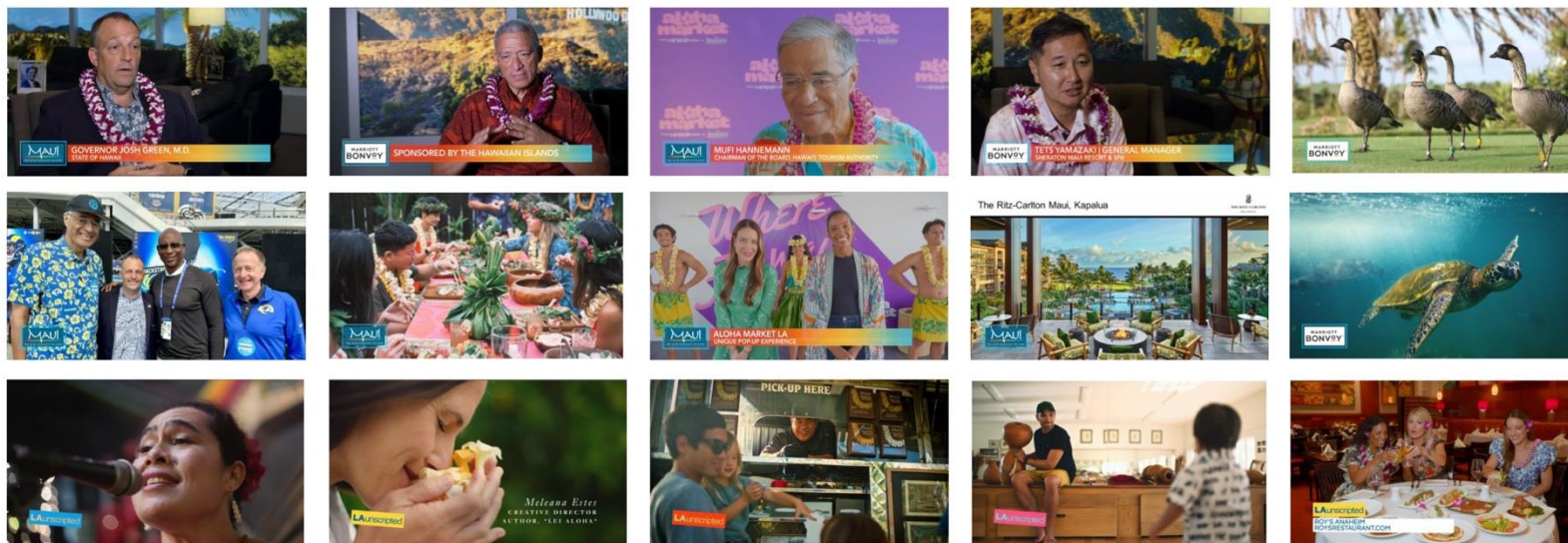
Engagements: 10,362
Engagement Rate: 4.24%



LA Unscripted Maui

MAHALO!

Mahalo for trusting us with your business & your partnership!
 It was sincerely a pleasure to work with all of you on this campaign.
 We appreciate the effort & planning and look forward to future opportunities to work together. 🌺🕶️👍



Public Relations

Media Blitz

- In-person meetings with 7 editors and freelance writers

Results

- Worked with industry partners to co-host three media on Maui
- Confirmed a Maui episode for Tastemade's "From Scratch" to air Q1 2025



Public/Private Partnership Programs

Partner Contribution

Partners have:

- Redirected paid media investments to the Los Angeles market for the month
- Hosted and educated travel agents and group clients
- Conducted media blitzes
- Committed to supporting HTUSA-sponsored media visits with accommodations, meals, resort experiences and activities
- Offered attractive value propositions to stimulate visitor interest, such as complimentary night stays at hotels (3rd, 4th, 5th night free) and 20-25% off tours and transportation.

Qualitative Measures

We have heard from hoteliers:

- A partner hotel hosted a travel trade educational webinar, inspired by the HTUSA program, attracting over 200 travel agents and achieving exceptional engagement.
- The HTUSA PR team collaborated with industry partners to present a cohesive brand story to media in the greater LA market. Following this initial outreach, industry partners are now conducting their own media appointments and receiving positive feedback on the activation.
- Recent reports from a hotel partner indicate a significant uptick in reservations for future months, starting in early October. This includes both strong short-term bookings and surprisingly active bookings for January through March.
- One hotel partner has reported exceeding their booking pace for Q1 2025, attributing this success to the campaign and their coordinated follow-up efforts.

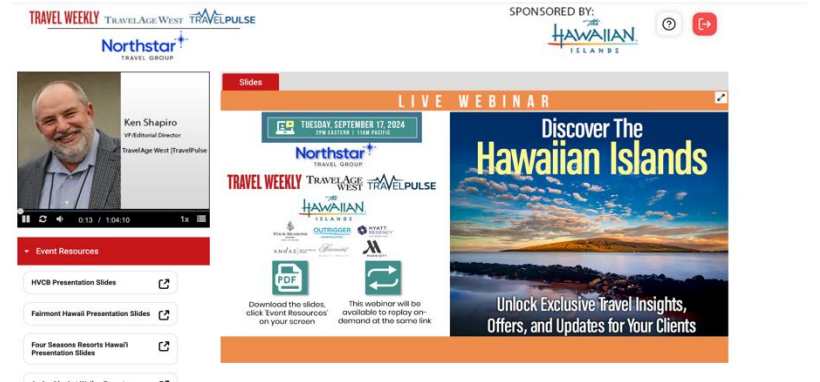
Public/Private Partnership Programs

Action Tour Guide
Alaska Airlines
ALG Vacations
'Alohilani Resort Waikiki Beach
American Airlines
Andaz Maui at Wailea Resort
Aqua-ASTON Hospitality
Aston Maui Hill
Aston Kā'anapali Shores
Aston at the Maui Banyan
Aston Maui Kā'anapali Villas
Aston Mahana at Kā'anapali
Aston at Papakea Resort
Aston at The Whaler on Kā'anapali Beach
Battleship Missouri Memorial
Blue Dolphin Charters
Blue Hawaiian Helicopters
CASTLE Kamaole Sands
CASTLE Nāpili Surf Beach Resort
Chase 'N Rainbows West Maui Condos
CoralTree Residence Collection Hawai'i
Courtyard O'ahu North Shore
Espacio, The Jewel of Waikīkī
Fairmont Hawai'i
Fairmont Kea Lani
Fairwind Cruises
Four Seasons Resorts Hawai'i
Four Seasons Resort Maui at Wailea
Go City

Grand Hyatt Kauai Resort & Spa
Grand Wailea
Hawai'i Nautical
Hawaii Tours
Hawaiian Airlines
HI Flying Dress Rental
Hilton Hotels Hawai'i
Hyatt Regency Maui Resort and Spa
Hyatt Resorts in Hawai'i
Kā'anapali Ali'i
Kā'anapali Kai Golf Course
Kapalua Villas Maui
Kapalua Ziplines
Leilani Farm Sanctuary
MacNaughton Hospitality
Mākena Surf
Marriot Resorts Hawai'i
Maui Alpaca
Maui Chocolate Tour
Maui Beach Hotel
Maui Coast Hotel
Maui Pineapple Tour
Maui Seaside Hotel
Mauna Kea Resort
Montage Kapalua Bay
Napili Kai Beach Resort
NMG Network
Outrigger Kā'anapali Beach

Outrigger Resorts Hawai'i
Pleasant Holidays
Polo Beach Club
Polynesian Adventure Tours
Renaissance Honolulu
Road to Hāna Tours
Romer House Waikiki
Romer Waikiki at The Ambassador
Royal Lahaina Resort
Southwest Airlines
Sheraton Maui Resort & Spa
SpeediShuttle
The Laylow Waikīkī, an Autograph Collection
The Ritz-Carlton Maui, Kapalua
The Royal Sonesta Kaua'i Resort
The Surfjack Hotel & Swim Club
The Twin Fin Hotel
The Waikīkī Collection, Marriott Resorts Hawai'i
The Westin Maui Resort & Spa, Ka'anapali
Timbers Kaua'i
Wailea Beach Resort
Wailea Beach Villas
Wailea 'Ekahi Village
Wailea 'Ekolu Village
Wailea 'Elua Village
Wailea Grand Champions Villas
Wayfinder Waikiki

Travel Trade Education and Training



HVCB Co-op and Partner Marketing



The most important time to visit Hawai'i is now.

View: [Grid](#) | [List](#) | Sort: [Recommended](#) | [Random](#) | [Near Me](#) | [Show Map](#)

Keyword
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Islands

- Maui (31)
- Island of Hawai'i (6)
- Kaua'i (6)
- O'ahu (5)

Categories

- Accommodations (23)
- Activities (4)
- Transportation (4)

[Reset](#)

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Mahala