

# **Hawai'i Tourism Authority Branding Standing Committee Meeting**

December 12, 2024

# **Agenda**

- **L.A. Activation Timeline**
- **Initial Results**
  - **Paid Media**
  - **Social Media Advertising**
  - **Consumer Activation**
  - **High Impact Messaging Platforms**
  - **Public Relations**
  - **Travel Trade Education & Training**
  - **HVCB Coop/Partner Marketing**
  - **Room Nights**
- **Our Role**



# L.A. Activation Timeline

**September 15, 2023**

HTA Branding Standing Committee Meeting  
HTA requests plan to stimulate demand for travel to Maui

**September 28, 2023**

HTA Board of Directors Meeting  
HTUSA recommends a series of market saturations at the \$10 million budget level

**July 12, 2024**

HTA Industry Partners Meeting  
L.A. Activation Ideas Presented by HTUSA

**July 25, 2024**

HTA Board of Directors Meeting  
HTA approves \$1.67M plan

**August 13, 2024**

HTUSA submits final LA Activation Plan + performance measure targets to HTA

**August 13, 2024**

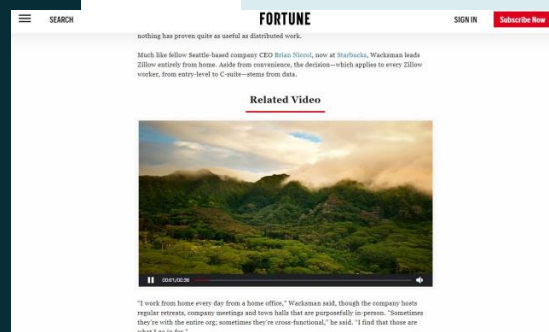
Notification + How to Participate  
Emails sent to 2,760 industry partners

**Month of September**

Advertising  
Consumer Activations  
High Impact Messaging Platforms  
Public Relations  
Travel Trade Education & Training  
HVCB Coop/Partner Marketing

# Paid Digital Media

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



## Paid Social

- Content promoted in Los Angeles and San Diego on Facebook and Instagram
- Promoted Maui on TikTok in Los Angeles

Facebook: 5.8M impressions

Instagram: 4.9M impressions

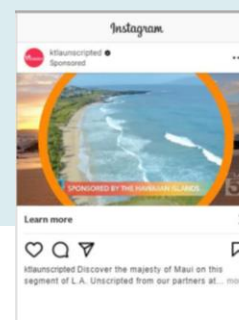
TikTok: 4.6M impressions

YouTube: 10.5M impressions



# KTLA Maui Promotion: LA Unscripted

- In partnership with Marriott Resorts Hawai'i, interviews included:
  - Mayor Bissen
  - Governor Green
- Three primetime airings reached:
  - 1,018,357 viewers overall
  - 502,766 total social impressions
  - 525,499 total digital impressions



## Consumer Activation Mana Up Hawai'i Partnership

- Heart of Abbot Kinney Boulevard, a buzzy neighborhood with great foot traffic
- 57 Hawai'i brands, 11 from Maui
- 31 activations included workshops, demos and panels
- VIP Receptions excited media, influencers, travel advisors, MCI clients
- Attendance: 9,328
- \$145,000 sales



# 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 Manoa Oil  
Maui Crisps  
Maui Kula 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

## Governor Green

- Coordinated two KTLA interviews: L.A. Unscripted and main news segment

## Mayor Bissen

- Coordinated high-profile meetings for Mayor Bissen with L.A. Rams executives, Pleasant Holidays, and KTLA for a major interview

## Rams vs. 49ers NFL Game – September 22 SoFi Stadium, Inglewood

- Governor Green presented the game ball and offered a message of mahalo for the Rams' \$450,000 donation to Maui wildfire recovery efforts, in partnership with American Airlines who provided over \$1 million themselves.
- Covered by ABC7: “Rams join efforts to boost Hawaii’s tourism industry as Maui recovers from devastating wildfire”
- Meeting with L.A. Rams executives was coordinated for Governor Green, Senator DeCoite, and Senator Wakai.



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

## Public Relations

### Media Blitz

- In-person meetings with 7 editors and freelance writers and 20 media outlets

### Results

- Co-hosted 3 media on Maui
- 2 confirmed Maui episodes for Tastemade's "From Scratch" for Q1 2025
- NBC filmed their West Maui segment
- ET featured Wailea for a full week in November

Outside

Los Angeles Times Forbes

The New York Times USA TODAY

Los Angeles MAGAZINE

Fodor's Travel

Smithsonian MAGAZINE

TRAVEL+ LEISURE

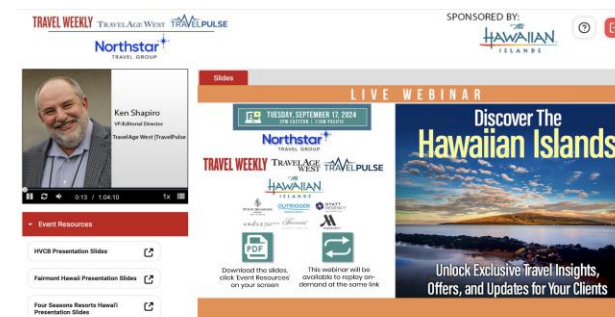
JustLuxe



from  
scratch.

# Travel Trade Education and Training

- Workshop Seminar: 145 participants
- Evening Program (trade show, networking, dinner): 168 participants
- 20 Hawai'i supplier partners showcased their offerings
- Island Visitors Bureau representatives provided comprehensive destination updates
- Entertainment by Nā Hōkū Hanohano award winner Mailani Makainai and former Miss Hawai'i USA Aureana Tseu



# HVCB Co-op and Partner Marketing

- Promoted via paid digital media, press release, media relations, Aloha Market pop-up as well as an e-newsletter to 70,000 opt-ins in greater L.A.
- Paid Consumer Co-Op Program  
Digital ad campaign targeting L.A. audiences, using Hawai'i data to reach similar consumers and drive traffic to partner websites
- Investment
  - HVCB Private Funds: \$268,500
  - Industry Partner Funds: \$225,000
  - **Total: \$493,500**
- Hawai'i Special Offers Partner Program  
150 vetted offers on destination landing page
- 739,093 Clicks Through To Landing Page  
4x Industry Benchmark for Click Through Rate

The screenshot shows a website interface for 'The HAWAIIAN ISLANDS'. At the top, there is a blue banner with the text 'Special people. Special offers.' and 'The most important time to visit Hawai'i is now.' Below this is a navigation bar with options for 'View: Grid', 'List', 'Sort: Recommended', 'Random', 'Near Me', and 'Show Map'. On the left side, there is a search bar and a filter menu with sections for 'Islands' (Maui (31), Island of Hawai'i (6), Kaua'i (6), O'ahu (5)) and 'Categories' (Accommodations (23), Activities (4), Transportation (4)). The main content area displays three search results:

- Book 3 Nights and the 4th is on Us - The best things in life are free at The Westin Maui**  
The Westin Maui Resort & Spa, Ka'anapali
- Save up to 30% OFF**  
Wailea Elua Village
- Plan Ahead & Save 25%**  
Maui Seaside Hotel

# Public/Private Partnership Programs

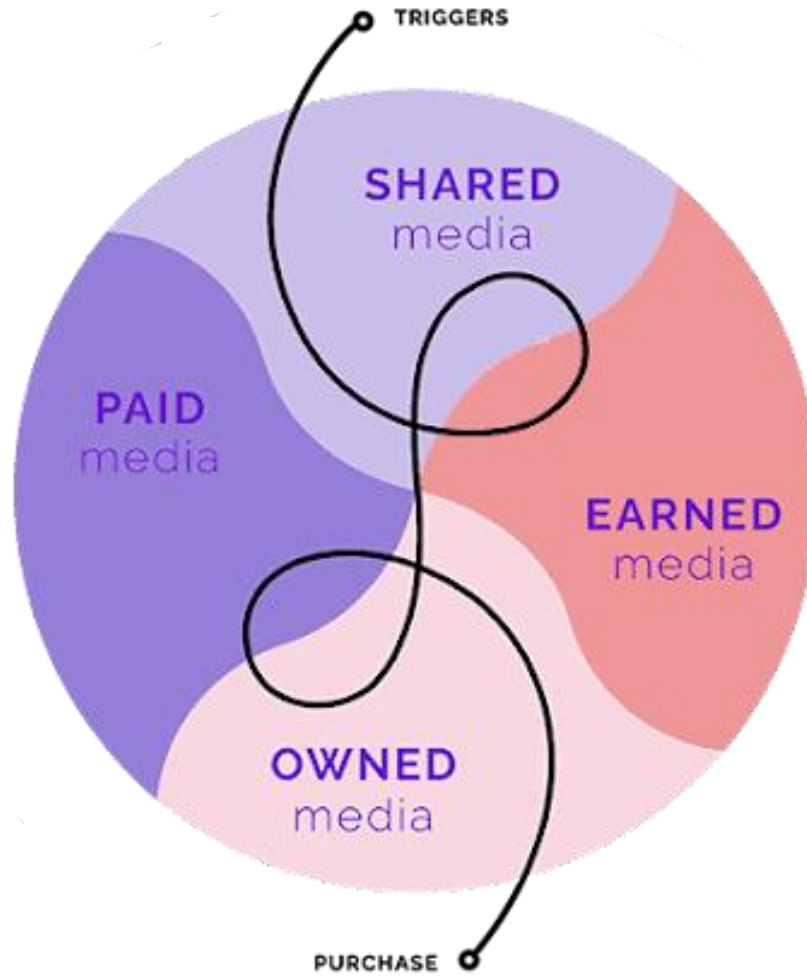
Action Tour Guide  
 Alaska Airlines  
 ALG Vacations  
 'Alohilani Resort Waikiki Beach  
 American Airlines  
 Andaz Maui at Wailea Resort  
 Aqua-ASTON Hospitality  
 Aston Maui Hill  
 Aston Kā'anapali Shores  
 Aston at the Maui Banyan  
 Aston Maui Kā'anapali Villas  
 Aston Mahana at Kā'anapali  
 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

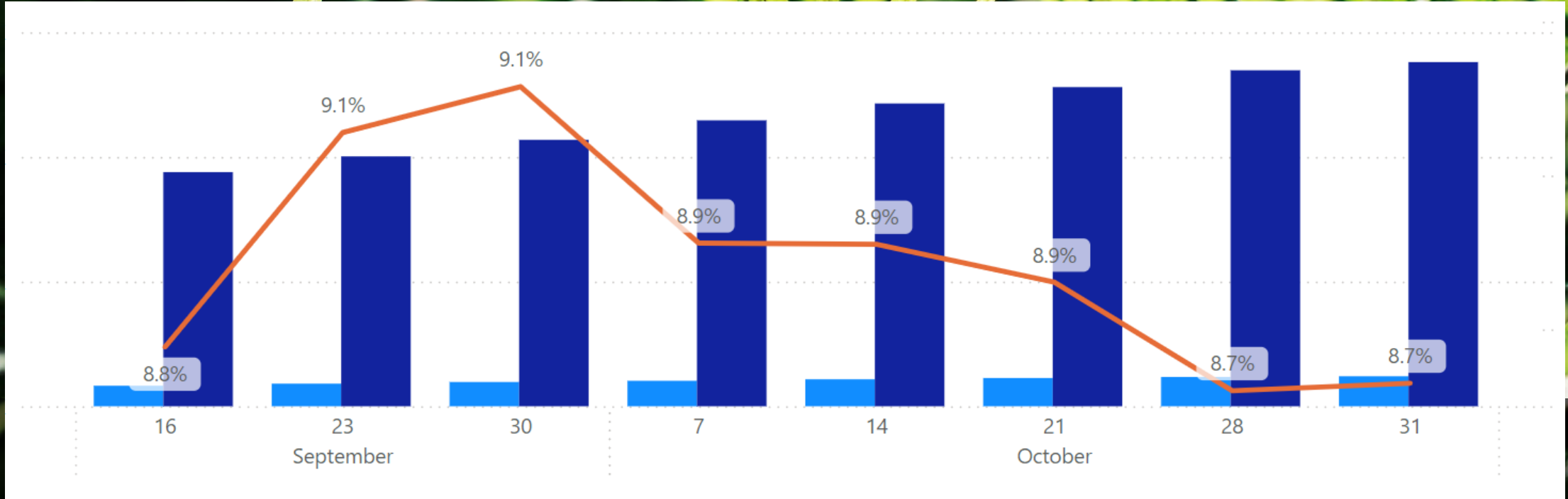
Grand Hyatt Kauai Resort & Spa  
 Grand Wailea  
 Hawai'i Nautical  
 Hawaii Tours  
 Hawaiian Airlines  
 HI Flying Dress Rental  
 Hilton Hotels Hawai'i  
 Hyatt Regency Maui Resort and Spa  
 Hyatt Resorts in Hawai'i  
 Kā'anapali Ali'i  
 Kā'anapali Kai Golf Course  
 Kapalua Villas Maui  
 Kapalua 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

# Purchasing Continuum

INSPIRATION / BROWSE / SHOP / BUY





## Initial Results: Promotional Room Nights compared to all Other Room Nights (Maui)

## **What we have heard from partners:**

- **A hotel partner experienced a significant uptick in reservations starting in early October including surprisingly active bookings for January through March.**
- **Another hotel partner has reported exceeding their booking pace for Q1 2025, attributing this success to the campaign and their coordinated follow-up efforts.**
- **Inspired by the HTUSA program, a partner hotel hosted a travel trade educational webinar, attracting over 200 travel agents and achieving exceptional engagement.**
- **Following the HTUSA PR team's efforts, industry partners are now conducting their own media appointments and receiving positive feedback on the activation.**





**Our Role: Keepers of the Brand**



PU'U OHIA  
TRAIL

**Our Role: Attracting Desired Visitors**



# 2025: Specific Source Market Support

## Strategic Shift

- To integrate market activations into the overall plan requires a strategic shift from HTA:
  - Data shows they are effective, and their impact is short-lived
  - Ideally, we would cover each selected market 3x / year
  - The proper investment is in the range of \$3 million / market
  - For Jan – Jun 2025, we could look at 3 activations: SF, LA, SF (\$9 million)

## Market Priorities

- Los Angeles
- San Francisco
- Next tier:
  - Seattle
  - Portland
  - Phoenix
  - New York
  - Dallas
  - Chicago
  - Denver



A close-up photograph of a green leaf, showing the intricate network of veins. The veins are a vibrant green color, contrasting with the darker green of the leaf's surface. The veins are arranged in a regular, repeating pattern, creating a grid-like structure. The lighting is soft, highlighting the texture and depth of the veins.

*Mahala*