



Branding Standing Committee Meeting

Agenda #5

**Presentation and/or Discussion on the
Preparation of the 2026 HTA Marketing Plan**

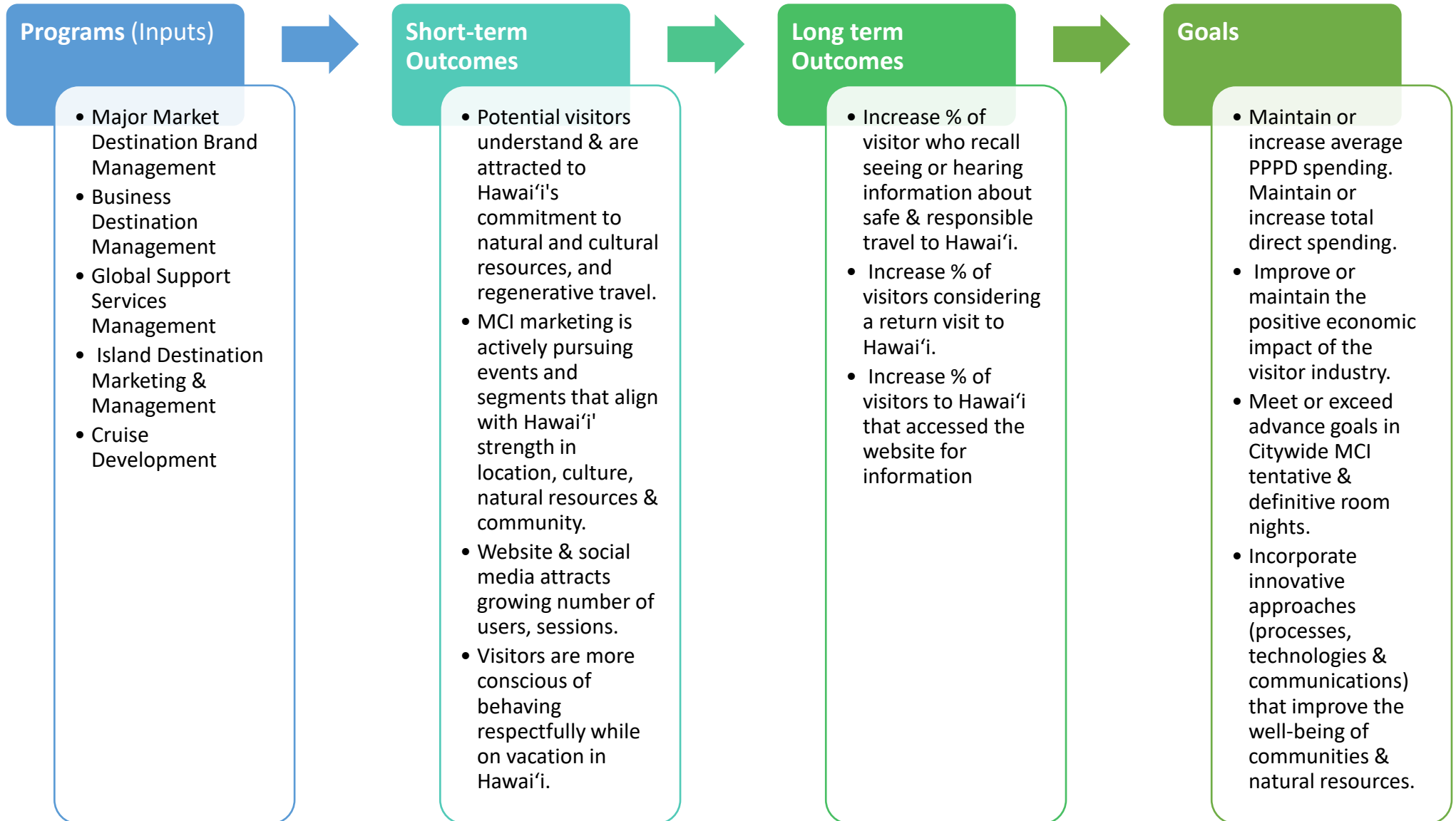
2.19.2025

2026 HTA Marketing Plan

Timeline & Approval Process

- **February:** Prepare 2026 Marketing Plan
 - Present Logic Model, Timeline, Strategies to BSCM; Receive Input
- **March:**
 - Spring Tourism Update Week – GMT Brainstorm/Collective Feedback
 - BSCM - Present 1st draft of 2026 Marketing Plan; Receive Input
- **April:** BSCM and Board - Present updated 2026 Marketing Plan; Receive approval
- **May:** Issue 2026 Marketing Plan & Brand Marketing Plan (BMP) Outline to GMT
- **June:** Board approves final FY26 budget
- **July:** Receive BMPs from GMT
 - Internal review and feedback
- **August:** Receive Final BMPs
 - Present BMPs to BSCM; Receive approval
- **September:** Publish Partnership Opportunities and Present BMPs at 2025 Annual HTA Conference

Logic Model for Brand Marketing



SWOT Analysis

Native Hawaiian Culture
Aloha and People
Multi-Ethnic Culture
Natural Beauty (Flora/Fauna)
Weather
Geography (Bridge of East/West)
Diversity of Experience
Interisland Travel
Brand Strength (but weakening)
Fun & Sun
Cuisine
Safety

STRENGTHS

Cost of Trip
Exchange Rate
Perception of Maui Not Ready
Alignment between Industry & Community
Infrastructure & Capacity
Lack of Public Transportation
Legislative Alignment
Lack of New Experiences
Quality vs. Cost
Isolation
Traffic/Congestion at Hotspots

WEAKNESSES

SWOT Analysis

Amateur Sports

Product Development

Utilize Technology (apps,
digital, AI, etc.)

Leverage Cultural Diversity

Special/Curated/Exclusive
Experiences

Regenerative Initiatives

Diversify Source Markets

Expand Hawaiian Culture
Experiences

Increase Off-Peak Demand

OPPORTUNITIES

Loss of Businesses
Legislature & Resident Sentiment

Natural Disaster

Geopolitical Tension

Cost / Inflation

Population Exodus

Demand for All-inclusive

Marketing Budgets

High Fees & Taxes

Complacency of Tourism's
Contributions

Negative Media Coverage

Uncontrolled Social
Media

Corporate HQ Outside HI

Intensified Competition

Loss of Air Seats

Increased Crime

THREATS

Market Analysis

- **Maui Recovery of U.S.A. and Canada**
- **International Markets Not Recovered**
- **Increased Demand** for sustainable, regenerative, and experiential travel
- **Intensified Competition** from emerging destinations that promote cultural and eco-tourism
- **Shifting Traveler Preferences** for exclusivity, authenticity, and sustainability

Strategies

- **Stabilize travel from U.S.A and Canada to Maui**
- **Revitalize higher-spending international markets: Europe, Oceania, Korea, China**
- **Maintain Japan for volume and diverse spending (retail, activities)**
- **Diversify Source Markets - Taiwan**
- **Strengthen brand recognition - As a premier leisure and business destination.**
- **Increase per-person expenditure - By emphasizing high-end, immersive experiences.**
- **Differentiate Hawai'i - Through Native Hawaiian cultural values, multi-ethnic experiences, and stewardship opportunities.**

Target Audiences

- **Affluent Travelers** - High net worth individuals
 - Seeking exclusive experiences
- **Cultural Enthusiasts** interested in:
 - Hawaiian heritage and
 - local engagement
- **Eco-Conscious Travelers** motivated by:
 - Sustainability
 - Responsible travel
 - Voluntourism
- **Meetings, Conventions & Incentives (MCI) Travelers** - High-value MCI sectors
- **Romance Travelers**– High-spending, multiple activities and islands
- **Active Travelers** – Willing to spend and participate in many activities and experiences

Examples of Performance Indicators (KPIs)

- **Increase Total Visitor Expenditure:** Grow XX% over 2024 levels
- **Grow High-Value Traveler Segment:** Increase high-value visitor arrivals by XX%
 - Need to define characteristics of the high-value segment or identify equivalent segments
 - Defined by household income (suggested metric)
- **Enhance Visitor Satisfaction:** Maintain an 85% or higher satisfaction rating in post-trip surveys
 - Need to select visitor satisfaction metric
 - Marketing is not accountable for final outcome, but monitor at program level (ask wholesalers/travel agents)
- **Increase Responsible Travel Awareness:** Ensure XX% visitor recall through pre-arrival education on safe and responsible travel
- **Expand Digital Engagement:** Grow engagement rates
 - Social Media Engagement by XX%
 - Website Traffic by XX%
- **Boost Multi-Island Visitation:** Increase inter-island travel by XX% (Average Islands Visited)