

## 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

#### **Programs** (Inputs)

- Major Market
   Destination Brand
   Management
- Business Destination Management
- Global Support Services Management
- Island Destination Marketing & Management
- Cruise Development

### Short-term Outcomes

- Potential visitors understand & are attracted to Hawai'i's commitment to natural and cultural resources, and regenerative travel.
- MCI marketing is actively pursuing events and segments that align with Hawai'i' strength in location, culture, natural resources & community.
- Website & social media attracts growing number of users, sessions.
- Visitors are more conscious of behaving respectfully while on vacation in Hawai'i.

#### Long term Outcomes



- Increase % of visitors considering a return visit to Hawai'i.
- Increase % of visitors to Hawai'i that accessed the website for information

#### Goals

- Maintain or increase average PPPD spending. Maintain or increase total direct spending.
- Improve or maintain the positive economic impact of the visitor industry.
- Meet or exceed advance goals in Citywide MCI tentative & definitive room nights.
- Incorporate innovative approaches (processes, technologies & communications) that improve the well-being of communities & natural resources.



**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

**SWOT Analysis**  **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** 

**STRENGTHS** 

**WEAKNESSES** 

**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** 

SWOT Analysis

**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)

