

HAWAII TOURISM™

OCEANIA





# 2024 STATS

Visitor \$  
**541.4M**

**-14.2%**

PPPD  
**\$299**

**+1%**

Total Arrivals  
**206,001**

**-12.8%**

Av LOS  
**9 Days**

**-6%**

# WHY GET EXCITED ABOUT OCEANIA

- One of the highest markets for Trip Spend
- 1 in 5 visit Multiple Islands
- A visitor that aligns with Hawai‘i’s Regenerative Tourism Goals
- Potential for Airlift Gains
- New Qantas service ex Melbourne
- Hawaiian Alaska partnership having positive impact
- 15+ Partner Opportunities currently live for Hawai‘i Industry to engage with the market

A photograph of two men in an outdoor setting. One man, wearing a red t-shirt, is leaning over a wooden workbench, focused on carving a piece of wood with a hand plane. The other man, wearing a red baseball cap and a white shirt, is looking on with a smile. The background is filled with lush green foliage. A semi-transparent blue banner with white text is overlaid across the middle of the image.

# YTD ACCOMPLISHMENTS

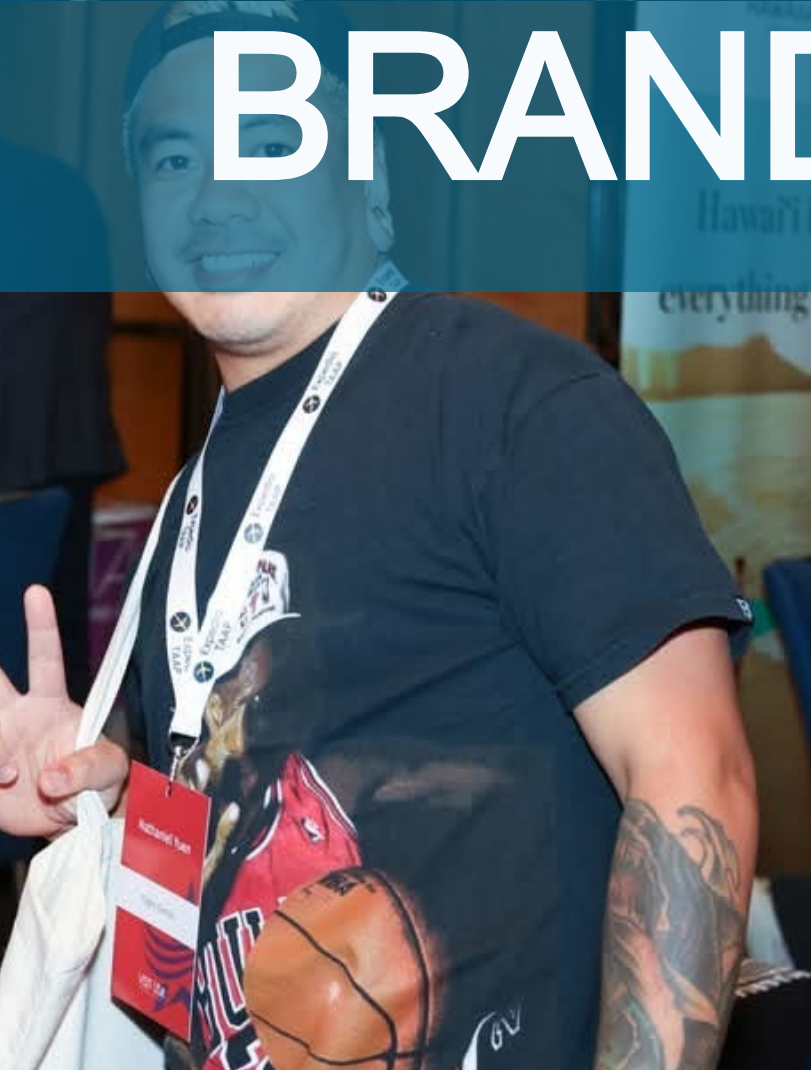


# CURRENT MARKET PRIORITIE

- Support & Pursue Airlift
- Support Trade & Industry Programs
- Help generate compelling stories
- Showcase Hawai'i's Brand to the market – a brand that shows depth of unique experiences and value



# VISIT USA & BRAND USA



**6**

Trade shows across  
Australia and New  
Zealand

**800+**

Travel agents registered in  
Australia

**22**

B2B appointments at  
Brand USA in Sydney

**380**

Travel agents registered in  
New Zealand

**60**

VIP attendance in  
Auckland

Hawaiian Airlines & Hawaii Tourism



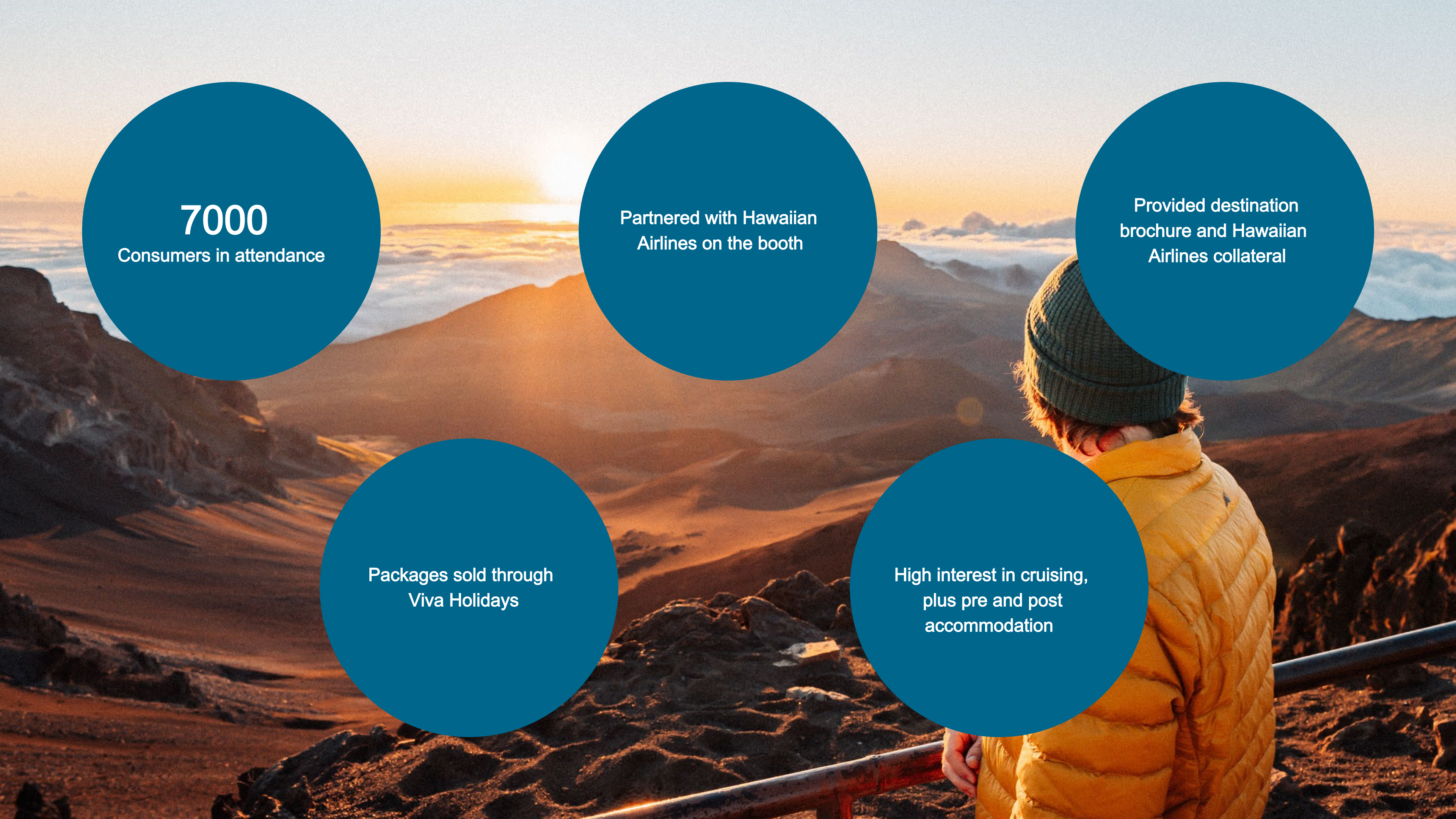
So authentic  
you can taste it



# HUNTER TRAVEL GROUP EXPO







**7000**  
Consumers in attendance

Partnered with Hawaiian Airlines on the booth

Provided destination brochure and Hawaiian Airlines collateral

Packages sold through Viva Holidays

High interest in cruising, plus pre and post accommodation



## SUNDAY MOVIE MATINEE

### WATERMAN THE MOVIE

Documentary directed by Isaac Halasima and narrated by Jason Momoa

Waterman explores Duke Kahanamoku's journey and legacy as a legendary swimmer, trailblazer, and the undisputed father of modern-day surfing.



### OCEAN IS SHE

Short film followed by Q&A with Director/Producer Gabriella Maselli McGrail. Championing young local surfers, this film has a focus on female participation and features some local legends.

Limited free tickets click [HERE](#) or visit our [WEBSITE](#) for details

12PM

SUN

12 JAN 2025

HARBORD DIGGERS CLUB

88 EVANS STREET, FRESHWATER



WWW.DUKESDAY.COM



## FRIDAY MOVIE NIGHT

Surfers for Climate presents



Surfrider presents



### YARNING SESSIONS

GAMAY RANGERS - Rob Cooley

SPOT A SHARK - Sarah Han-de-Beaux



Tickets \$17

30% of sales going to support Surfers for Climate click [HERE](#) or visit our [WEBSITE](#) for details

7PM - LATE

FRI

10 JAN 2025

HARBORD DIGGERS CLUB

88 EVANS STREET, FRESHWATER



WWW.DUKESDAY.COM

# DUKE'S DAY 2025 - Freshwater, Sydney

A young woman with long brown hair is smiling and looking upwards. She is wearing a large lei made of white and yellow flowers around her neck and a smaller lei on her head. She is wearing a blue dress with a vibrant floral pattern. The background is a blurred crowd of people at an outdoor event.

**3**

Days of community,  
cultural, environmental  
and ocean events

**12**

Events including film  
screenings, lei draping,  
Yarning sessions and  
picnics

**500+**

People in attendance  
across the events



# IMM SYDNEY

22  
Appointments with media  
from Australia and  
New Zealand

Higher attendance from  
influencers than in  
previous years

High interest in Maui,  
Cirque du Soleil and  
festivals

Following up with suitable  
contacts regarding  
content and famil  
opportunities



in partnership with Hawaiian Airlines, Capella Hotels and Resorts (Sydney's Brasserie1930), the Australian Society of Travel Writers, and TravMedia, we recently hosted ASTW's pre-IMM Australia 2025 lunch. Over 85 ASTW media and PR members attended an exceptional event, enjoying an incredible lunch and receiving updates from both the airline and Hawai'i Tourism Oceania. The gathering served as a fitting kick off to ASTW's 50th year.

We gave away a trip to the Hawaiian Islands, thanks to Prince Resorts Hawaii and Hawaiian Islands.

# ASTW LUNCH

An aerial photograph of a tropical landscape. In the background, a prominent mountain range with jagged peaks stretches across the horizon under a blue sky with scattered white clouds. The middle ground features a lush green golf course with several ponds and sand traps, surrounded by dense tropical forest. In the foreground, a large, calm body of water, possibly a lake or a bay, reflects the surrounding greenery. The overall scene is serene and scenic.

# UPCOMING PROGRAMS



# MEDIA

International Traveller  
content partnership - food  
and culture

Kia Ora magazine, Retreat  
magazine visiting  
journalists

Media group famil - focus  
on female -owned  
businesses

Get Lost magazine content  
partnership - Native  
Hawaiian experiences

# CONSUMER



The People, The Place, The  
Hawaiian Islands media  
campaign

Melbourne Airport  
activation and media fam  
with Qantas

New Zealand consumer  
travel expo

Social media content -  
focus on pain points



# TRADE

Trade conferences - MTA  
(Adelaide), Luxperience  
(potential)

Travel Agent self -famil  
program

Trade famil - Q3

Travel agent finder -  
Webinars, destination  
updates, incentives

# TRADE

Month of Lei: Christchurch,  
Auckland, Northern  
Beaches, Adelaide,  
Melbourne

Joint training workshops  
with Hawaiian Airlines

Co-ops: MyHawaii , Flight  
Centre and First Travel  
(Feb - Apr). Qantas  
Holidays/Luxury  
Escapes/House of  
Travel/Travel Associates  
(Q3)

Aloha Down Under:  
Auckland, Sydney,  
Brisbane, Melbourne

# ALOHA DOWN UNDER EOI



# SEA CLEANERS 2025



# PARTNERSHIP OPPORTUNITIES

**1**

Group trade famil - Q3

**1**

Group media famil

**10**

trade and consumers  
e-newsletters

**10**

months of social media  
content and updates

## Co-ops

Flight Centre: March - May  
MyHawaii : Feb - Apr  
More TBC

## Webinars

we can host individual  
webinars or by island or  
theme

## Visiting media

please reach out if you're  
interested in hosting  
media

MAHALO!

