



2024 Brand Marketing Plan



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President

HAWAI'I TOURISM CANADA TEAM



MARKET SITUATION



HAWAII TOURISM
CANADA

CANADIAN MARKET SNAPSHOT

Economy

- Interest Rates holding
- Unemployment record low
- Consumer confidence lowest in 3 years
- CAD \$0.74 USD

Tourism

- 90% recovery 2019 outbound
- 48% focus sustainable travel
- 57% **vacation deprived** (Gen Z 74%)
- 72% prioritize travel
- Cultural & Wellness



OUTBOUND TRAVEL SENTIMENT

Travel Motivators

- Vacation experience (37%)
- Spending time with family/friends (31%)
- Available activities & attractions (28%)
- Favorable weather (25%)

Active and Sustainable Travel

Travel Barrier

- Too expensive / can't afford it (50%)

AIR OVERVIEW - SEATS



Route	Frequency	Season
YVR-HNL	1 x day	Year round
	2 x day	Sep – April
YYZ-HNL	1 x day	Dec – March
YVR-KOA	1 x day	Oct – April
YVR-OGG	1 x day	Year round
	2 x day	Oct – April
YYZ-OGG	1 x day	Dec - March

Route	Frequency	Season
YVR-HNL	2 x day	Oct – April
YYC-HNL	Up to 5 x week	Oct – April
YEG-HNL	Up to 2 x week	Nov – April
YVR-KOA	Up to 6 x week	Oct – April
YYC-KOA	Up to 2 x week	Oct – April
YVR-LIH	Up to 2 x week	Oct – April
YVR-OGG	2 x day	Oct – April
YYC-OGG	Up to 4 x week	Oct – April
YEG-OGG	Up to 2 x week	Nov – April

Direct Air Arrivals Hawai'i (Jan – June 2023)

2023p 215,790 (-3.0% seats 2023 vs. 2019)

Carriers are reviewing their frequencies every week and adjusting depending on demand

COMPETITIVE LANDSCAPE



Top destinations 2023

(Jan – June 2023)

North America

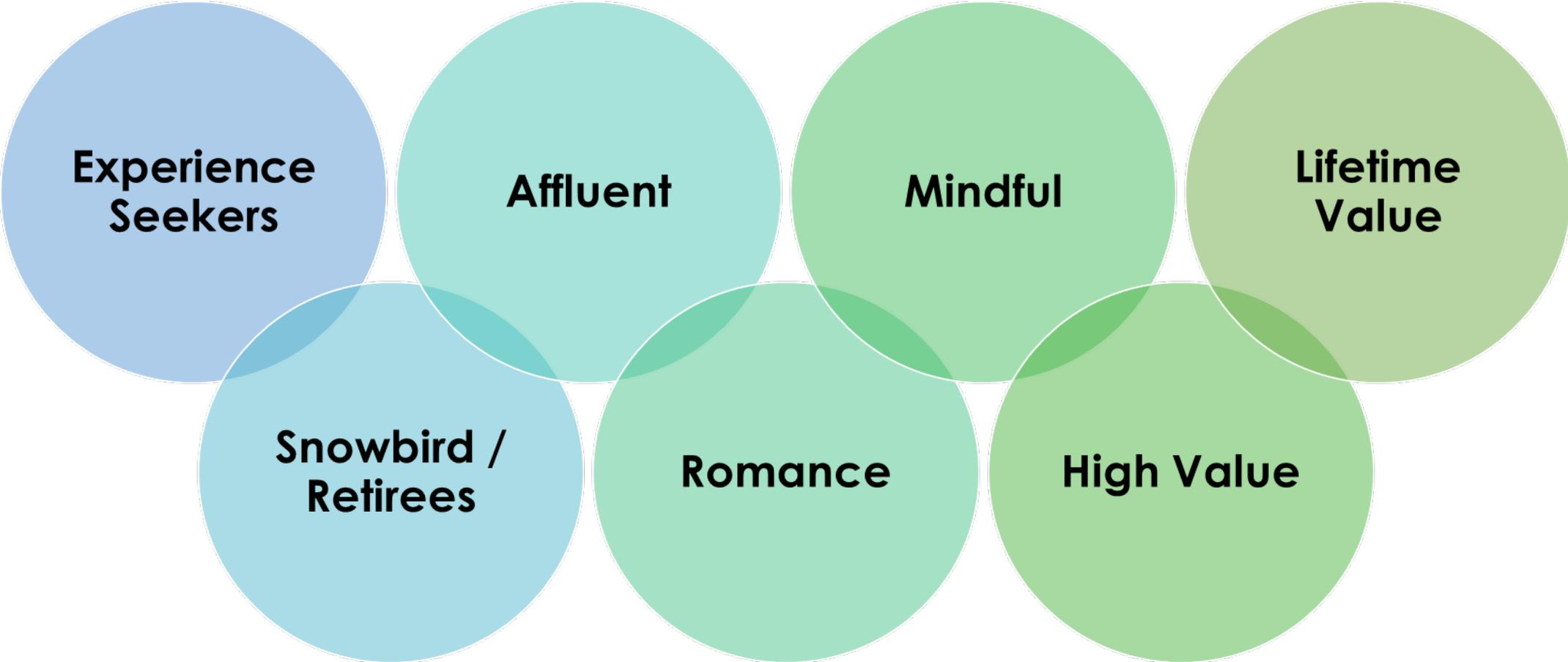
- Mexico 1,349,010 (-6.8%)
- Dominican Republic 642,116 (+12.7%)
- Cuba 583,024 (-19.7%)
- Jamaica 208,800 (-7.0%)

International

- France 495,946 (-0.5%)
- UK 448,343 (+18.2%)
- Spain 306,153
- Italy 274,093 (-47.1%)
- Portugal 248,243 (+53%)

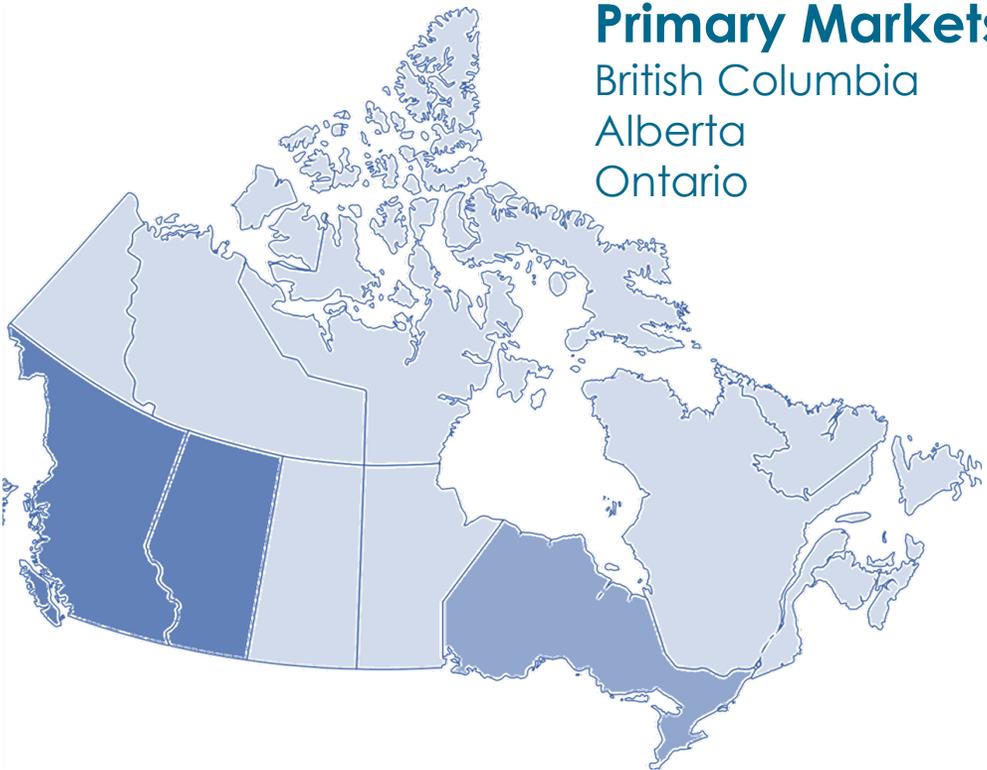
TARGET AUDIENCE

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35-49	<ul style="list-style-type: none">• Income \$100k +• Took an international trip in the last 12 months
35-64	<ul style="list-style-type: none">• Income \$100k• Took an international vacation by air in the last 12 months
50-64	<ul style="list-style-type: none">• Income \$150k+• Took an international trip in the last 12 months
64+	<ul style="list-style-type: none">• Income \$100k+• Most recent visited destination was Hawai'i



CORE BRANDING MESSAGE



CORE BRANDING MESSAGE

- Mālama is the overarching message
- Mālama Maui is the focus
- Educating the visitor on the value of Aloha, Mālama, Kuleana & Ho'okipia
- Themes for the messaging will focus on:
 - culture
 - culinary
 - romance
 - wellness
 - outdoor adventure
 - family
 - highlighting Maui

STRATEGIES

PUBLIC RELATIONS

2023 / 2023 Initiatives:

- Fam Trips:
 - Group media fam
 - Individual
- Lei Day Media Blitz
- TMAC Conference: June
- Discover America Media Day
- Aloha Canada Media Interviews



CONSUMER & TRADE

CONSUMER

- **Social Media:**
 - Canadian channels / Organic and paid media
- **Digital Campaigns:**
 - Advanced TV / Connected TV / CTV retargeting / Linear TV extension
- **OOH:**
 - Public Transit Activations & Takeovers / Digital billboards
- **Cirque du Soleil**

TRADE

- **Group fam – Spring 2024**
- **Virtuoso On Tour**
- **Tour operators trade shows**
- **Aloha Canada 2024:** Toronto, Montréal, Vancouver
- **IPW 2024**
- **Trade media campaign**
- **Agent educational campaign, HDSP**
- **Cooperative campaigns**

MAJOR PROGRAMS

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Coop Campaigns

- Focus on Maui
- Spring and fall seasons
- Partnerships with Air Canada, WestJet, TravelBrands

Aloha Canada

- Travel trade
- Media
- Cultural Component

Digital Out of Home

- Public Transit activations & takeovers
- Digital Billboards
- Social Engagement
- Integrated campaigns
- Call to Action

Consumer Digital

- Advanced TV
- Connected TV
- CTV retargeting
- Linear TV extension
- Specialty network
- Video Content
- Digital Magazines



MAJOR PROGRAMS

Product Managers Fam

- Spring 2024
- Maui & TBD
- Theme: Mālama Maui

Group Media Fam

- Spring 2024
- Maui & TBD
- Theme: Arts, Festivals & Culture

Lei Day Media Blitz

- May 2024
- Toronto & Vancouver

Cirque di Soleil



MĀLAMA MAUI

ALOHA CANADA

Hawaii Tourism Tells Open Jaw: It's Time To Return To Open Areas Of Maui

25.08.23 Jim Byers

If you're a Maui lover and you're wondering if it's the right time to go, the Hawaii Tourism Authority has an emphatic answer for you.

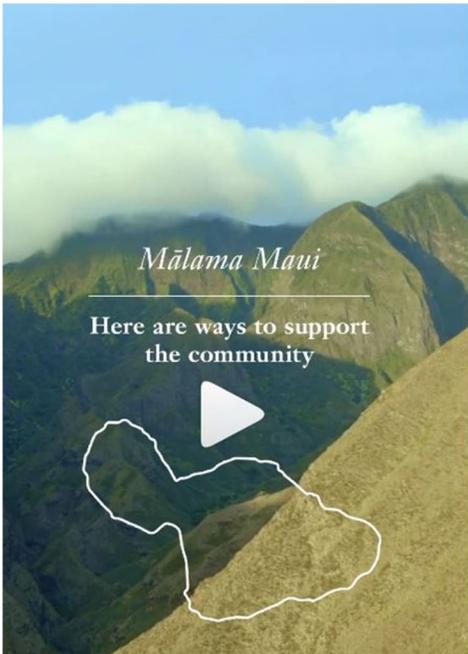
"Yes."

Open Jaw on 23AUG caught up with Kalani Ka'ana'ana, the authority's chief brand officer, for an update on Maui tourism as he was boarding a plane.

There have been suggestions in some quarters that it's too early to return to the island, which saw the town of Lahaina burned to cinders earlier this month. At least 115 people are confirmed dead, and the missing persons count could be as high as 1,100.



Kalani Ka'ana'ana is Chief Brand Officer for the Hawaii Tourism Authority



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Original audio



gohawaika Support the local communities of Maui by exploring the east side of the island. Whether you are Upcountry or on the coast, the towns of Kahului, Wailuku, Kihei, Wailea, Mākena, Pā'ia, Makawao and Hāna each have a unique history and are open to visitors.

Mālama (care for) Maui by supporting local businesses and volunteering.

#MauiStrong #MālamaMaui

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MAUI EFFORTS TO DATE

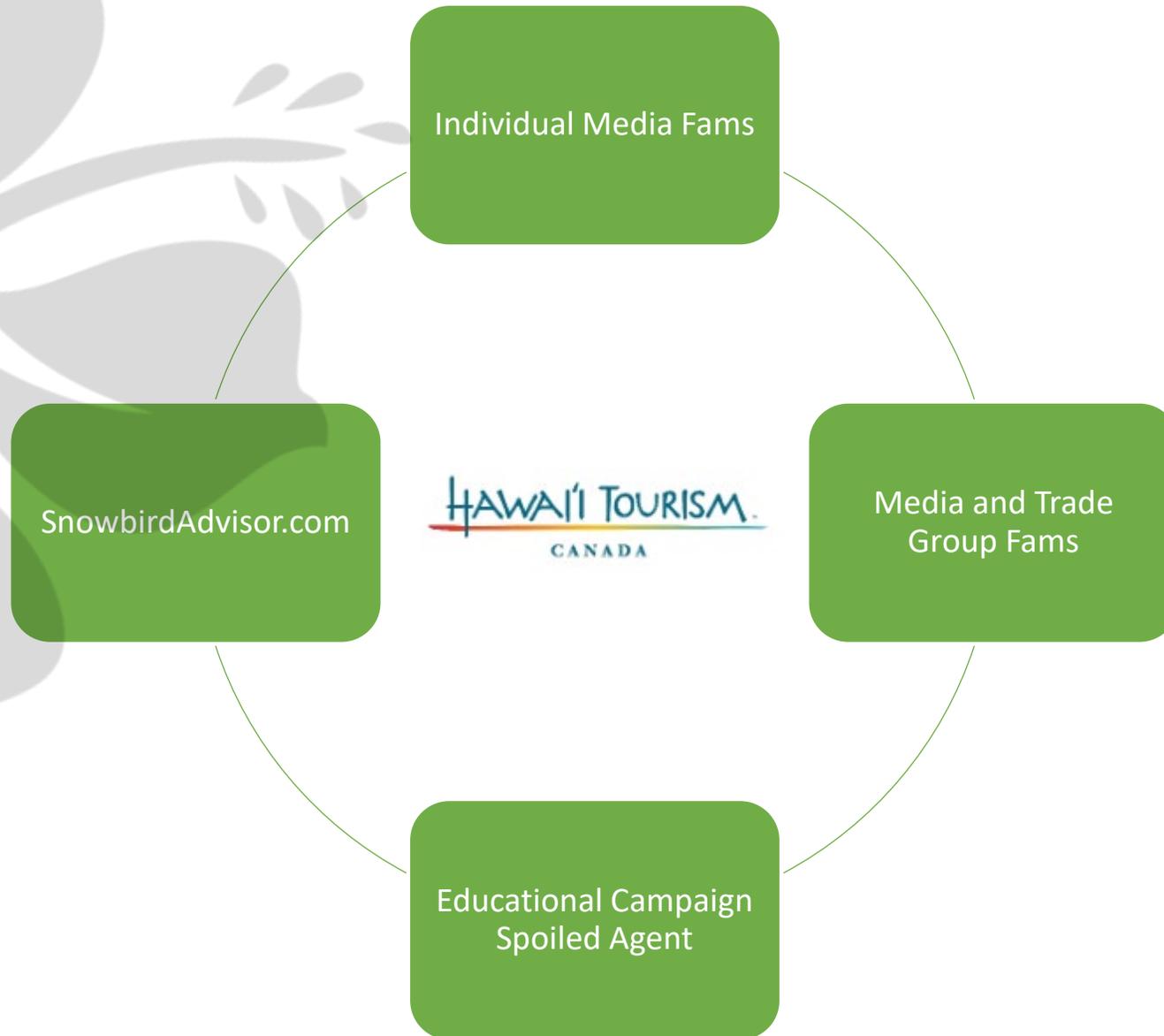
Travel Trade

- Liz Fleming & Michael Pihach attending HTA Tourism Conference followed by visit to Maui
- Jim Byers interview with Hawai'i Tourism Authority for Open Jaw
- Interview with Bob Mowatt, Editor of Baxter Travel Media

Consumer

- Social media messaging highlighting ways Canadians can support Maui
- CBC Radio interview with Jim Byers
- Toronto Star article in the travel section encouraging Canadians to return to Maui

MĀLAMA MAUI



PARTNERSHIP OPPORTUNITIES

ACTIVITY	DATE	LOCATION	COST
WestJet Shows	Q4	YYZ, YYC, YVR	\$400 per show
Air Canada Shows	Fall	YYZ, YVR	\$400 per show
Aloha Canada Mission	Fall	YYZ, YUL, YYC	\$1,500
Product Managers fam	May	Maui + TBD	In-kind
Mālama Educational Campaign	Q3 & Q4	Canada wide	In-kind
Travel Trade Magazine Educational Campaign	Every month	Canada wide	In-kind
Individual press trips	Jan – December	TBD focus on Maui	In-kind
Group media fam	Spring	Maui + TBD	In-kind
Lei Month Media Blitz	May	YYZ, YVR	TBD
SITV	Fall	YUL	\$350
Canada's Bridal Show	Feb	YYZ	In-kind
All Dressed in White Show	April	YVR	In-kind



**MAHALO!
THANK YOU
MERCI**
