# BRANDING STANDING COMMITTEE

2025 CANADA – BRAND & MARKETING STRATEGY MAY 16, 2024





## ECONOMIC CONDITIONS



#### CANADIAN ECONOMIC CONDITIONS

#### The Glass is Half Empty

- o CAD \$0.73 USD (\$0.75 in Jan.)
- High Inflation (food, fuel, housing)
- o High Interest Rates
- o Unemployment rising slightly to 6.2%, despite job availability increases
- Consumer confidence was low but maintaining, but recently dropped again





#### CANADIAN ECONOMIC CONDITIONS

#### The Glass is Half Full

- o Avoided a recession
- o Interest rate holding at 5.0% predicted to drop in June... maybe
- Acceptance of a new normal pent up travel demand





#### THE IMPACT ON TRAVEL

#### Canadians are still traveling

- o US Trips by air up 20% vs 2019
- Non-US trips are now 96% of prepandemic volume
- Recent AMEX study identified
   Canadians as second highest for trip spend, but spend in Hawai'i down
   7.2% YOY
- Maintaining an average Hawai'i length of stay of 11.88 days



Gros Morne Park - Newfoundland



# TRAVELER & TRADE COMMENTARY



#### CANADIAN TRAVELER HAWAI'I BOOKING SENTIMENT

#### What we're hearing

- Fire related hesitancy / uncertainty
- o Hold off a year?
- o Perceived resistance to visitors
- o Mālama confusion and/or hesitancy
  o "Do we all have to volunteer?"
- Short Term Rental Questions Popular with Canadians





#### CANADIAN TRAVEL PARTNER COMMENTARY

#### What's happening

- Airlines are watching the booking volumes closely
- WestJet has reduced Maui lift for the summer, but will increase for fall/winter

#### As expected

o Preference for messaging that leads with the welcoming Aloha Spirit, natural beauty, uniqueness, culture, iconic experiences, etc.



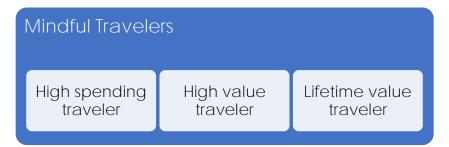


### MOVING FORWARD



#### TARGET AUDIENCE

- o Experience Seekers
- o Affluent Travelers
- o Snowbirds/Retirees
- o Romance





Avid Traveler
Age range 35-49; Income range\$100k+
Took an international trip in the last 12 months

Older Avid Traveler
Age range 50- 64; Income
range \$100k+
Took an international trip in
the last 12 months

Age range 35-64; Income range \$100k+
Took
an international vacation by air in the last 12 months

Senior Traveler

Age range 64+; Income range \$100k+

Been to Hawai'i



#### MINDFUL TRAVELERS & MĀLAMA PHASE 2

- Mālama as a supporting message
- Mindful, Responsible, Regenerative messaging incorporated, but not the lead
- o Positive welcoming themes
- Maui updates to travel trade as necessary and required – wary of reminders





## MARKETING STRATEGY



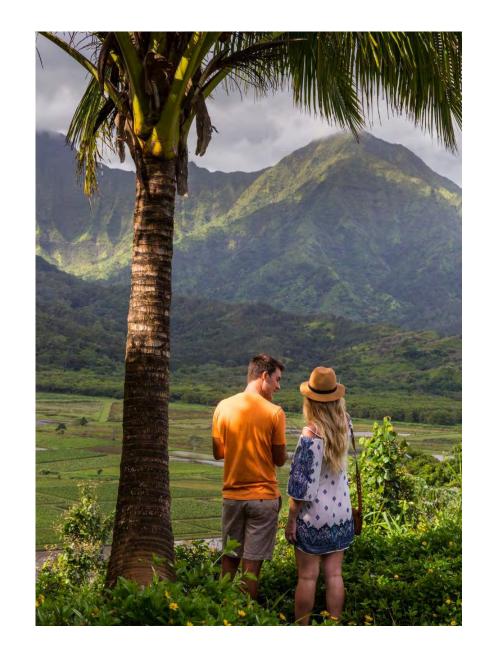
#### BRAND MARKETING PLAN 2025

Under Construction
Preliminary Overall Themes

- o Welcoming Aloha Spirit
- o Mindful Travel
- o Unique Hawai'i Culture & Experiences

Targeted Compelling Iconic Visuals





#### BRAND MARKETING PLAN 2025

- o PR Renewed focus on the right stories utilising the right platforms
- o Frequent trade partner engagement
  - Close monitoring of airlines and tour operators to defend against lift reduction
- o Agent Focus?
  - Bookings: Korea 49%, US 44%, Japan 36%, Canada 34%
- Reinforces importance of Air Canada and WestJet

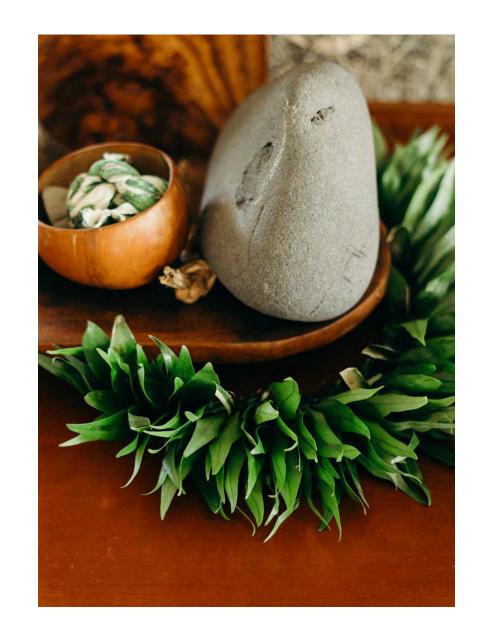




#### BRAND MARKETING PLAN 2025

- o Strategic FAMs to inspire product build
- Consumer media that targets desired audience while reinforcing welcoming themes
- Strategic Organic & Paid Social reinforcing key themes and supporting buy local, festivals & events, agritourism, voluntourism





# MAHALO! THANK YOU! MERCI!

HAWAI'I TOURISM

CANADA