



Visitor Education Post Arrival Marketing

KILOHANA
COLLECTIVE

HAWAII TOURISM
AUTHORITY

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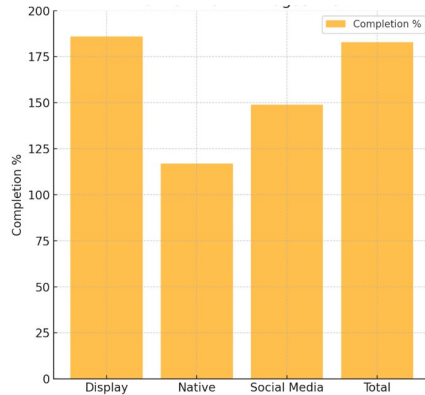
VEPAM KPI Thermometer



Goals Thermometers, Tables & CTR Performance

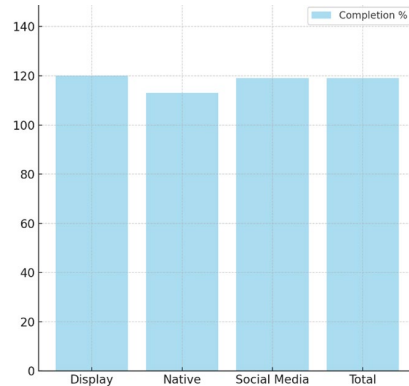
Prior Full Month - August 2024

Tactic	Goal	Delivered	Completion %
Display	2380810	4418625	186
Native	508820	593494	117
Social Media	2337442	3493681	149
Total	5227072	9566584	183



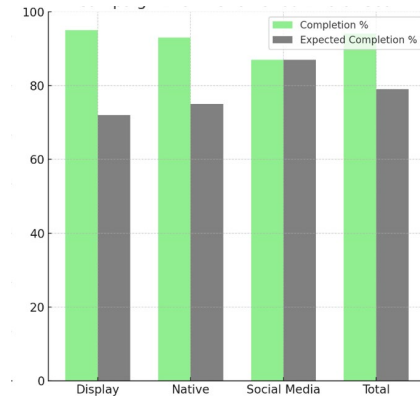
Campaign Lifetime Through Prior Month

Tactic	Goal	Delivered	Completion %
Display	22366231	26934775	120
Native	5470889	6161383	113
Social Medi.	28353207	33803468	119
Total	56190327	66899349	119



Campaign Lifetime to Period 1 Total Goal

Tactic	Goal	Delivered	Completion %	Expected Completion %
Display	31104865	29563136	95	72
Native	7325789	6849155	93	75
Social Media	32739468	28471136	87	87
Total	71170122	66899349	94	79



The background of the image is a dark, almost black, field filled with a repeating pattern of fern fronds. The fronds are a deep, vibrant green color and are oriented vertically, creating a textured, organic backdrop. The lighting is soft, highlighting the intricate details of the leaflets on the fronds.

Travel 808



'Umeke Festivals and Events

Digital Displays

300 x 250



Hawaii Ag & Culinary Alliance -
Hawaii Food & Wine Festival
"Lucky Dragon with Martin Yan and Friends"

336 x 280



Lydia8 -
EPIC Wāhine

160 x 600



**3rd Annual
Aloha Shirt Festival &
Fashion Week Hawai'i**

**Top Events
& Festivals**
Happening this Month

*Cultural celebrations,
culinary events,
concerts, festivals,
street parties, more.*

**The
HAWAIIAN
ISLANDS**
Learn more

Naalehu Theatre -
3rd Annual Aloha Shirt
Festival & Fashion Week
Hawai'i

768 x 1024



Kaua'i Chocolate & Coffee Festival

**Top Events
& Festivals**
Happening this Month

*Cultural celebrations, culinary events, concerts,
festivals, street parties, more.*

**The
HAWAIIAN
ISLANDS**
Learn more

Kala Foundation -
Kaua'i Chocolate & Coffee Festival

300 x 600



Komo I Ka 'Aina

**Top Events
& Festivals**
Happening this Month

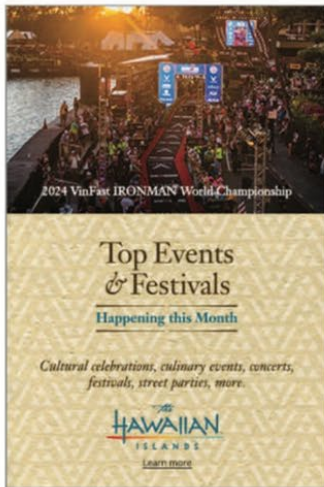
*Cultural celebrations,
culinary events, concerts, festivals,
street parties, more.*

**The
HAWAIIAN
ISLANDS**
Learn more

Kauluakalana -
Komo I Ka 'Aina

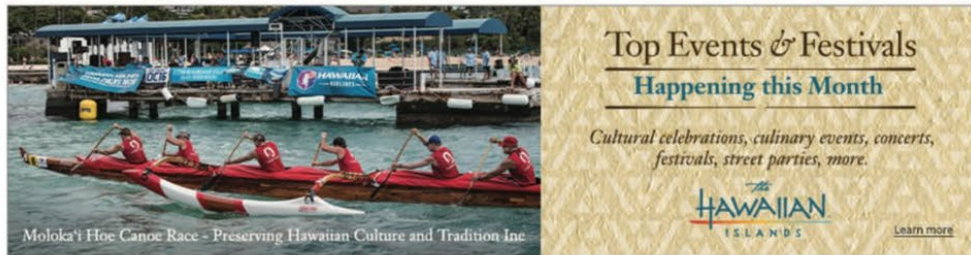
Digital Displays

320 x 480



World Triathlon Corporation -
2024 VinFast IRONMAN World Championship

970 x 250



Oahu Hawaiian Canoe Racing Association -
"Molokai's Hoe Canoe Race - Preserving Hawaiian Culture and Tradition In"

728 x 90



Volcano Art Center -
Hula Arts at Kilauea (Kahiko)

Digital Displays

1024 x 768

44th Annual Hawai'i International Film Festival

Top Events & Festivals
Happening this Month

*Cultural celebrations,
culinary events,
concerts, festivals,
street parties, more.*

The HAWAIIAN ISLANDS
[Learn more](#)

Hawaii International Film Festival -
44th Annual Hawai'i International Film Festival

480 x 320

Legacy: The Siva Afi

Top Events & Festivals
Happening this Month

*Cultural celebrations,
culinary events,
concerts, festivals,
street parties, more.*

The HAWAIIAN ISLANDS
[Learn more](#)

Malu Productions, Inc. -
Legacy: The Siva Afi

300 x 50

Top Events & Festivals
Happening this Month

The HAWAIIAN ISLANDS

320 x 50

Top Events & Festivals
Happening this Month

The HAWAIIAN ISLANDS



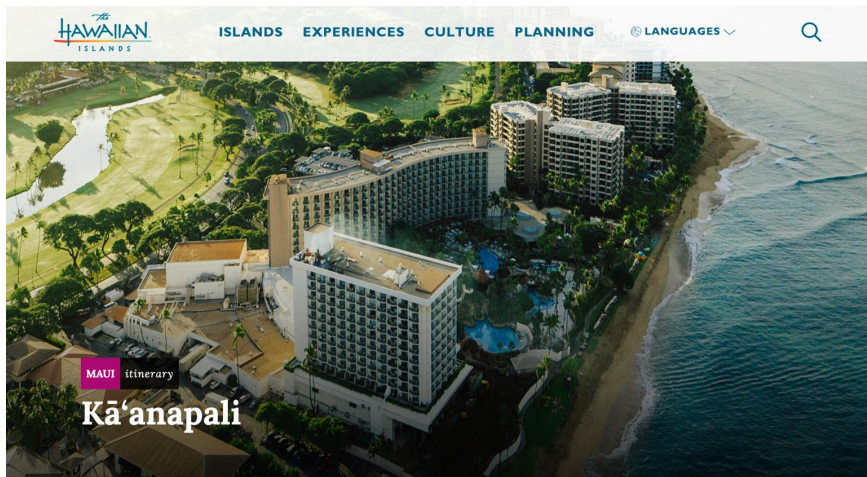
GOHAWAII.COM
MOKU ITINERARIES



Gohawaii.com
Maui Moku
Itineraries

2024 Maui
Recovery

Kā'anapali Trip Ideas



Foodies

Breakfast

7:30 AM



Shoppers

Shopping

2:00 PM



Outdoor Adventurers

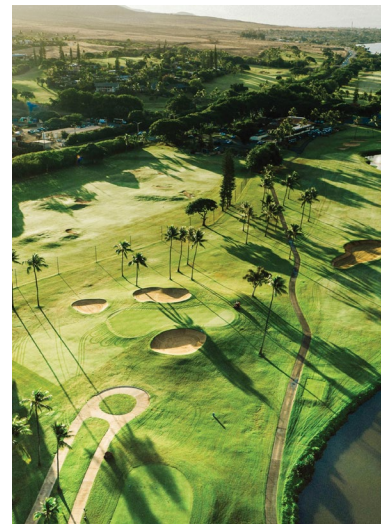
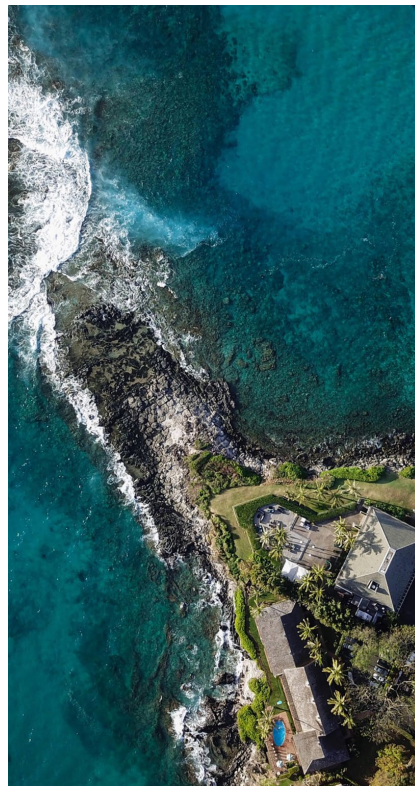
Outdoor Activity

Welcome to Kā'anapali

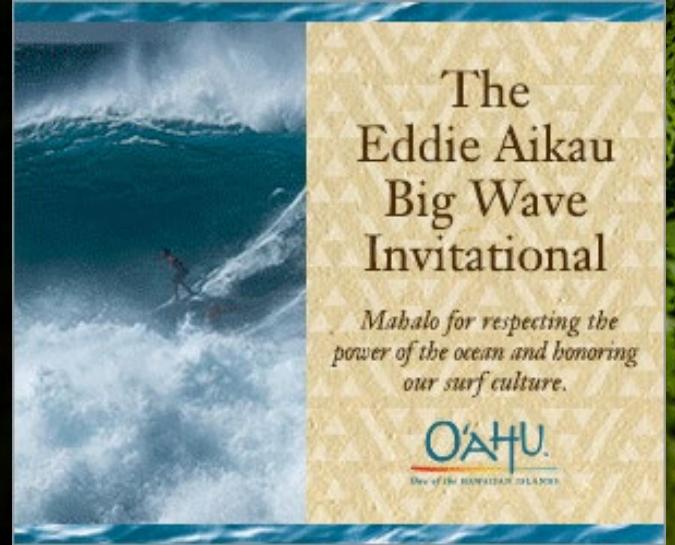
Moku are traditional land divisions used throughout the Hawaiian Islands for centuries. Each moku has smaller land divisions, like ahupua'a (land division usually extending from the uplands to the sea). These traditional land divisions are reflections of ancestral values of resource management and sustainability. They continue to guide us toward more regenerative ways to enjoy our island home.

THE MOKU OF KĀANAPALI

Kā'anapali encompasses Honokahua, Honokōwai, Kahana, Kapalua, and Nāipili. While the area is a global golf destination, it also offers an array of eats, sights and activities for travelers of all ages. By the way, "golf" in Hawaiian is "kolepa".



Digital Display



Digital Display

Take a trip that gives back.
Plan a day with local farmers, craftsmen and artists.

728 x 90 Static

Take a trip that gives back.
Plan a day with local farmers, craftsmen and artists.

300 x 250 Static

Take a trip that gives back.
Plan a day with local farmers, craftsmen and artists.

160 x 600 Static

Take a trip that gives back.
Plan a day with local farmers, craftsmen and artists.

300 x 600 Static

Take a trip that gives back.
Plan a day with local farmers, craftsmen and artists.

336 x 280 Static

Don't underestimate our waters.
Pay attention to the physical and natural signs around you.

728 x 90 Static

Don't underestimate our waters.
Pay attention to the physical and natural signs around you.

300 x 250 Static

Don't underestimate our waters.
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160 x 600 Static

Don't underestimate our waters.
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300 x 600 Static

Don't underestimate our waters.
Pay attention to the physical and natural signs around you.

336 x 280 Static

Hike without leaving a trail.
Explore mindfully.

728 x 90 Static

Hike without leaving a trail.
Explore mindfully.

300 x 250 Static

Hike without leaving a trail.
Explore mindfully.

160 x 600 Static

Hike without leaving a trail.
Explore mindfully.

300 x 600 Static

Hike without leaving a trail.
Explore mindfully.

336 x 280 Static

Hula lives here.

Find us in our hula.
Meet them at the Farmers' Markets.

160 x 600 Animated gif

Our stories. Our expression. Our legacy.

Hula lives here.

Find us in our hula.

336 x 280 Animated gif

From farm-to-table. From ocean-to-table.
Enjoy the harvest from one who is one here.

728 x 90 Static

From farm-to-table. From ocean-to-table.
Enjoy the harvest from one who is one here.

300 x 250 Static

From farm-to-table. From ocean-to-table.
Enjoy the harvest from one who is one here.

160 x 600 Static

From farm-to-table. From ocean-to-table.
Enjoy the harvest from one who is one here.

300 x 600 Static

From farm-to-table. From ocean-to-table.
Enjoy the harvest from one who is one here.

336 x 280 Static

In Hawai'i, we celebrate our artists, designers and farmers.
Meet them at the Farmers' Markets.

728 x 90 Static

In Hawai'i, we celebrate our artists, designers and farmers.
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300 x 250 Static

In Hawai'i, we celebrate our artists, designers and farmers.
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In Hawai'i, we celebrate our artists, designers and farmers.
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336 x 280 Static

Socials

Facebook Feed

Maui Agriculture Division, growing, planting, and tending to trees...
Find out our full...
Learn more

Instagram Feed

gohawaii.com
Hula like here.
Learn more

Facebook Marketplace

Hawaii - goh...
Sponsored
Find us in our hula.

Facebook Feed

You can't travel far in Hawaii without passing a farmer...
Mahalo for buying local.
Learn more

Instagram Feed

gohawaii.com
Support Hawaii's Farmers at a Farmers Market.
Learn more

Facebook Marketplace

Hawaii - goh...
Sponsored
Mahalo for buying local.

Facebook Video feeds

gohawaii.com
Mahalo for buying local. You can't travel far in Hawaii's without passing a farmer.
Learn more

Facebook Right column

Mahalo for buying local.
gohawaii.com

Facebook Feed

Beautiful Hawaii is full of fresh, locally sourced produce...
Learn more

Instagram Feed

gohawaii.com
Don't underestimate your produce.
Learn more

Facebook Marketplace

Hawaii - goh...
Sponsored
Pay attention to signs.

Facebook Video feeds

gohawaii.com
Don't underestimate your produce. Research the ocean's beautiful blue surface, conditions can be...
Learn more

Facebook Right column

Pay attention to signs.
gohawaii.com

Facebook Feed

With our bounty of fresh fruits and vegetables, abundant island...
Learn more

Instagram Feed

gohawaii.com
From farm-to-table. From ocean-to-table.
Learn more

Facebook Marketplace

Hawaii - goh...
Sponsored
Enjoy Hawaii's flavors.

Facebook Video feeds

gohawaii.com
Enjoy Hawaii's flavors. With our bounty of fresh fruits and vegetables, abundant island...

Facebook Feed

These islands are full of fresh, locally sourced produce...
Learn more

Instagram Feed

gohawaii.com
Take a trip that gives back.
Learn more

Facebook Marketplace

Hawaii - goh...
Sponsored
Plan a truly special day.

Facebook Video feeds

gohawaii.com
Plan a truly special day. The Hawaiian Islands itinerary that can change...
Learn more

Facebook Right column

Plan a truly special day.
gohawaii.com

Facebook Feed

These islands are full of fresh, locally sourced produce...
Learn more

Instagram Feed

gohawaii.com
Have a wonderful hula day!
Learn more

Facebook Marketplace

Hawaii - goh...
Sponsored
Explore mindfully.

Facebook Video feeds


gohawaii.com
Explore mindfully. When you're exploring Hawaii's magnificent outdoors, please...
Learn more

Native

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Cultural Mindfulness on Hawai'i Island

To truly experience our unique and vibrant way of life, cultural experts advise adopting an open heart and an open mind.

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Cultural Mindfulness on Maui

To truly experience our unique and vibrant way of life, cultural experts advise adopting an open heart and an open mind.

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Diet & Nutrition Fitness Your Health Conditions




Most Common Indicators of Low Potassium




Treatment Options for Pulmonary Arterial Hypertension



Tips for Living with Pulmonary Arterial Hypertension



Pulmonary Arterial Hypertension 101: What is PAH?



Cultural Mindfulness on Kaua'i

To truly experience our unique and vibrant way of life, cultural experts advise adopting an open heart and an open mind.

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A close-up photograph of a fern frond, showing the intricate, feathery structure of the leaves. The frond is a deep, vibrant green color, set against a stark, solid black background. The lighting highlights the texture and detail of the leaflets, creating a sense of depth and natural beauty.

Mindful Malihini Podcast

Mindful Malihini Podcast



Mindful MALIHINI

KNOW BEFORE YOU GO PODCAST SERIES



SCAN TO WATCH

OR VISIT [YOUTUBE.COM/@HAWAIIANCOUNCIL](https://www.youtube.com/@HAWAIIANCOUNCIL)



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COUNCIL for
NATIVE HAWAIIAN
ADVANCEMENT

KILOHANA
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Mahalo Nui Loa