



2025 Brand Marketing Plan

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HAWAI'I TOURISM OCEANIA TEAM



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MARKET SITUATION



Jan - Jul 2024

Visitor \$
292.4M

Length of stay
8.71

Total Arrivals
114,654

Flights
585



COMPETITIVE LANDSCAPE

Australia

2019	2024
New Zealand	Indonesia ↑
Indonesia	New Zealand
USA	USA
UK	UK
China	Japan ↑

New Zealand

2019	2024
Australia	Australia
USA	Fiji ↑
Fiji	USA
China	China
UK	UK

STRATEGIES

KEY CAMPAIGN THEMES

**People,
Place &
Culture**

**Sustainable
Destination**

**Beautiful
Scenery**

Relaxation

**New Things
to Explore**

**Volunteer/
Give Back**

WE ARE EXPLORERS





MAJOR PROGRAMS

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The People, The Place, The Hawaiian Islands

Using the assets created for this campaign, we will create a media plan to promote this campaign across a variety of media and locations, including:

- YouTube
- Native content placements and digital ads with online and print publications
- Paid social media
- Film festivals – Ocean Film Festival and Sunset Cinema
- Outdoor advertising
- Banner ads as part of co-op campaigns



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Native Hawaiian Experiences Content Partnership

Promote cultural and Native Hawaiian activities and experiences available across Hawai'i

This will be a content partnership with a prominent publication promoting Hawai'i's cultural experiences. This project would involve native content within the publication as well as the creation of content that we can use via our other digital channels.



MAJOR PROGRAMS

Month of Lei

We will execute our annual Month of Lei roadshow again in 2025. This is a series of trade training events with the Island Chapters throughout Australia and New Zealand. This gives travel agents the opportunity to hear directly from the Island Chapters, something they find incredibly valuable.

We will also launch an incentive famil campaign through trade media, giving five agents who book multi-island itineraries the chance to win a famil to Hawai'i.



MAJOR PROGRAMS

Aloha Down Under

Our main signature roadshow, Aloha Down Under will return in 2025. Events will take place in five cities across Australia and New Zealand, and will include trade, media and product manager events.



MAJOR PROGRAMS

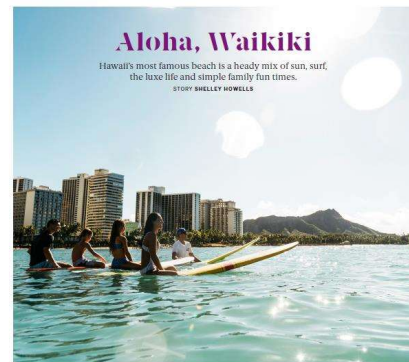
Co-op Strategy

This year, we will increase the percentage of our budget spent on co-ops in order to drive incremental visitation and expenditure. We will focus on partners with the potential to target our ideal traveler and who are also able to work with us in sharing a responsible tourism message.

Suggested partners are:

- Flight Centre (AU&NZ)
- Travel Associates
- MyHawaii
- Expedia
- House of Travel (NZ)
- Luxury Escapes
- Helloworld (AU&NZ)
- Qantas

Travel IQ Hawaii



AS FAR BACK as anyone can remember, Waikiki on the south shore of Hawaii's Oahu, has been a magnet for anyone craving soft beds, surf-waxed, sun-drenched R&R – everyone from ancient Hawaiian royalty to allied soldiers to digital nomads have been drawn to its hearty, warm and laid-back aloha spirit.

Since the first hotel went up in 1901 (the Mauna Surfclimber, still going strong), the 3.8-km strip has grown to become one of the world's most famous tourist spots. Dazzling high-rise hotels and resorts, high-end shopping, dining, bars, shows and that glorious stretch of golden sand and clear, warm turquoise water all conspire to deliver an ideal mix of action and relaxation.

A Waikiki holiday can be speedy – think even of designer boutiques, fine dining

and very fancy resorts. But at heart it's still a lazy beach town that can be enjoyed without breaking the bank – indulging in white sands, warm waters, soft waves and glorious sunsets is free and never gets old.

For the price of an umbrella, drink or coffee and cake, experience the Waikiki laid-back life. For renowned pinakes, The Royal Hawaiian resort, is a rare (and beautiful) landmark luxury hotel in 1927; the Spanish/Moroccan revival style and is well worth exploring. Its beachside Surf Land restaurant's signature pink pollock pokepan bread is a keepsake you'll want to bring home, and you get a peek into a hotel, once enjoyed by Franklin D. Roosevelt, Marilyn Monroe and Frank Sinatra.

Reaffirm luxury Hotelulani Hotel's former House Without a Key restaurant (Hemingway was a fan), puts on a gloriously

old school hula show and sunset cocktails event nightly, on the lawn beside the beach that's meant for the rest of a meal (at or two). The Hilton Hawaiian Village resort holds splendid fire fireworks displays regularly – time it with a post-prandial stroll with your darling, for guaranteed romance (some points).

Five bars and clubs, shows and classes, fitness classes, ice-making sessions, gigs and more can be found in some of the flashiest malls including Royal Hawaiian Center, Waikiki Beach Walk, and International Market Place – and keep on ear to the ground for Waikiki markets, street fairs, festivals and lots of other free and low-cost fun.

If all else fails, the people watching in Waikiki is a total (and alone) worth the trip. go.hawaii.com

52 Kia Ora

At heart it's still a lazy beach town that can be enjoyed without breaking the bank.



DIAMOND HEAD STATE MONUMENT
This steep slope is part, to the top of landmark volcanic tuff cone Diamond Head and there is a small fee for entry, but the reward is stunning views, cool kids and a host of views. Expect other views, a tunnel, barriers, signposts and a vast crater. In winter you might spot humpback whales in the water. It's popular and exposed to the elements, so hit it in the morning and wear that poke bowl lunch.

US ARMY MUSEUM OF HAWAII
This non-profit museum, in a 1951 defence battery, has free entry to military displays across the ages, from ancient indigenous warfare to the Vietnam War, an exhibit telling the story of Hawaii's Japanese Americans, and the Gallery of Heroes remembers recipients of the Medal of Honor and the Distinguished Service Cross. hawaiiarmymuseum.org



TASTES LIKE HOLIDAY



You can really spend up large on dining and cocktail tasting in Waikiki, but there are less expensive options. This is the land of the poke bowl, traditionally topped with tuna, so hit it if foodies supermarket poke counter for fast, fresh and more affordable eats, join the Mānoa Market queues for handmade noodle bowls, head to Sunnyside, on the beach since 2016, for ace bowls and smoothies. A colourful cocktail or two is a holiday essential – hold out for happy hour, everyone has them and many offer great food deals alongside.



WAIKIKI HISTORIC TRAIL
Surfboard-shaped signs point the way on a free self-guided walk of Waikiki history and culture, an easy three-kilometre stroll. Along the route, meet a statue of Duke Kahanamoku, the 'father of modern surfing', a bit of a shrine for surfers. Hard to imagine that five men whose names were once traditional lano fields and fish-trap ponds.

June 2024 53

MAJOR PROGRAMS

Travel Agent Self Famil Program

We always receive a number of enquiries for travel agents who are traveling to The Hawaiian Islands and want to access trade discounts, Currently, we have a PDF document which is updated yearly and travel agents are able to access this and contact partners directly for discounts. However, we would like to expand this program to allow us to better measure who is accessing these discounts and collate feedback.

We will revamp the page to include itineraries, create Google maps that agents can use for inspiration and have a system for them to properly apply to access the discounts.



MAJOR PROGRAMS

Freshwater Event

Promote the legacy of Duke Kahanamoku and travel to Hawai'i to the Freshwater community through sponsorship of this annual event

We will sponsor this event in its second year of return since Covid. This is an important event honoring the place Duke Kahanamoku surfed in Australia. The multi-day event promotes the connection between Australian and Hawaiian cultures, especially around ocean sports and care for the environment.



MAJOR PROGRAMS

Ocean Swim 2025 – Swimcation event

We will bring the very successful Fiji Ocean Swim event to Hawai'i for the first time. An event which attracts a high-spend participant who has a passion and connection to the outdoors, in particular the ocean.

The Ocean Swim event (held in Fiji) attracts 250 people who travel to enjoy a vacation that centres around 3 days of swim experiences/social races. The event has a strong connection and partnership with the local community to help create an experience that combines a love for swimming and for the ocean with a chance to experience a new place and local experience. The average age of attendee is 54 years with 70% of them being women. The targeted countries are New Zealand, Australia, Asia, North America, Canada.



MAHALO!