

# How Brand USA Promotes

# HAWAII



**Brand USA partners with Hawai'i** to market the state to international visitors with programs in four broad categories: the USA campaigns, cooperative marketing, travel-trade initiatives, and media relations that promote the entirety of the USA to, through, and beyond the gateways throughout the world!

## **Brand USA Counts Among its More Than 700 Industry Partners These Hawai'i Organizations**

Hawaii Tourism Authority  
Battleship Missouri Memorial  
Embassy Suites Waikiki Beach Walk  
Hawaii Global Holidays, Inc.  
Hawaii Prince Hotel Waikiki  
Hawaii Tourism China  
Hawaiian Airlines  
Kahala Hotel and Resort  
Kualoa Ranch  
Lusland Partners Hawai'i  
Maui Convention and Visitors Bureau  
Ole Tours Hawaii  
Outrigger Hotels Hawaii  
Roy's Restaurant  
Sun Islands Hawaii  
The Hawaii Hiltons  
The Modern Hotel



## BRAND USA IS CURRENTLY PROMOTING HAWAI'I TO INTERNATIONAL TRAVELERS THROUGH THESE PROGRAMS:

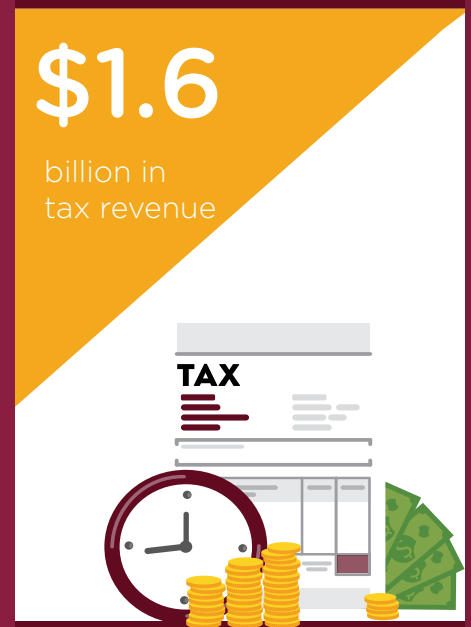
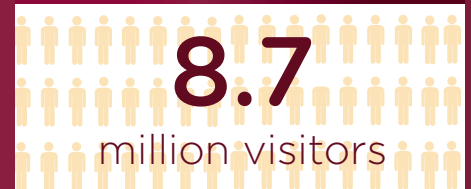
### » The USA Campaign

The USA campaign, an array of promotion and advertising messages presented in multiple formats has been fundamental to Brand USA's ability to create broad-based awareness and inspire travel to the United States. Hawai'i features prominently across these campaigns, including:

- BBC miniseries, *America Through the Great Outdoors*, in which professional surfer Keanu Asing spoke of the wonders of Oahu.
- Brand USA encourages international visitors to explore Hawai'i's state parks, especially Weimea Canyon, Diamond Head, Lapakahi, Palaa, and Waianapanapa.
- Brand USA's unique itinerary, "A Pilgrimage to Elvis Presley's USA," features the island of Oahu, where Elvis filmed three movies, performed several concerts, and enjoyed vacationing at the Hilton Hawaiian Village Waikiki Beach Resort.
- Brand USA features several restaurants across the islands on the experience page "Foodie Neighborhoods: 4 Gems for the Culinary Explorer," with stops at The Pig and the Lady and 12th Avenue Grill in Honolulu, Mama's Fish House and Paia Fish Market in Maui, Hawaiian Style Café and Ken's House of Pancakes in Waimea and Hilo, and Papalani Gelato and Koloa Rum Co. in Kauai.
- Brand USA has placed images of Hawai'i at the U.S. Embassy in Tokyo, Japan as part of its "Market the Welcome" campaign, extending a warm welcome to Japanese tourists before they reach our shores.
- Brand USA frequently pushes Hawai'i digital and social content on platforms in 14 target markets in eight different languages.

Please visit [VisitTheUSA.com/state/hawaii](http://VisitTheUSA.com/state/hawaii) for more examples.

## ECONOMIC IMPACT



Source: "2016 Annual Report to the Hawai'i State Legislature," Hawai'i Tourism Authority.

\*Data represents CY2015 combined domestic and international visitation research.

## » Cooperative Marketing

Brand USA promotes travel experiences in the United States to, through, and beyond the gateways and offers approximately 100 cooperative marketing programs that provide a platform for partners of all shapes and sizes to tell their stories to international audiences in compelling ways.

In fiscal years 2016 and 2017, Hawai'i was featured in several Brand USA partner programs, including:

- Brand USA's official Inspiration Guide
- Brand USA video content creation and distribution
- Targeted digital advertising on travel booking and review platforms Sojern and Adara

## » Travel Trade and Media Outreach

Brand USA's business-to-business outreach activities connect U.S. destinations and travel organizations directly with key travel trade (tour operators, travel agents) and media in top international markets.

### Familiarization Tours

Familiarization tours bring key tour operators and travel agents to the United States to learn about new destinations and develop new product to sell to clients back home. Brand USA's innovative "Megafam" programs bring groups of 50-100 agents at a time to explore different itineraries around the country. Hawai'i has been featured in:

**2015:** Australia and New Zealand Hawaiian Airlines Megafam: Honolulu

**2016:** United Kingdom and Ireland Megafam: Oahu, Maui, Island of Hawaii, Kauai  
Germany, Austria, and Switzerland Megafam: Honolulu, Pearl Harbor

### Visiting Journalist Program

As part of its ongoing media outreach and public relations strategy, Brand USA works with a variety of journalists in international markets to promote the entirety of the United States through the power of earned media.

Brand USA has promoted destinations and experiences in Hawai'i through this program that have generated valuable media coverage in dozens of features in Australia and Japan.

### Sales Missions and Trade Shows

International sales missions and trade shows are a critical platform in Brand USA's marketing strategy. During these events, Brand USA and participants will meet with tour operators, airlines, travel agents, incentive and meeting planners, and media at a variety of programs and functions. Hawai'i destinations have participated in :

- Brand USA Sales Mission to Japan & South Korea
- International Tourism Exchange (ITB Asia), Singapore
- China International Travel Mart (CITM), Shanghai
- Japan Association of Travel Agents Tourism Expo (JATA), Tokyo
- Arabian Travel Market (ATM), Dubai
- World Travel Market (WTM), London
- International Tourism Exchange (ITB), Berlin
- International Tourism Fair (FITA) Mexico City



## About Brand USA

As the destination marketing organization for the United States, Brand USA's mission is to increase incremental international visitation, spend, and market share to fuel the nation's economy and enhance the image of the USA worldwide.

Established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and to communicate U.S. visa and entry policies, Brand USA began operations in May 2011.

As one of the best levers for driving economic growth, international travel to the

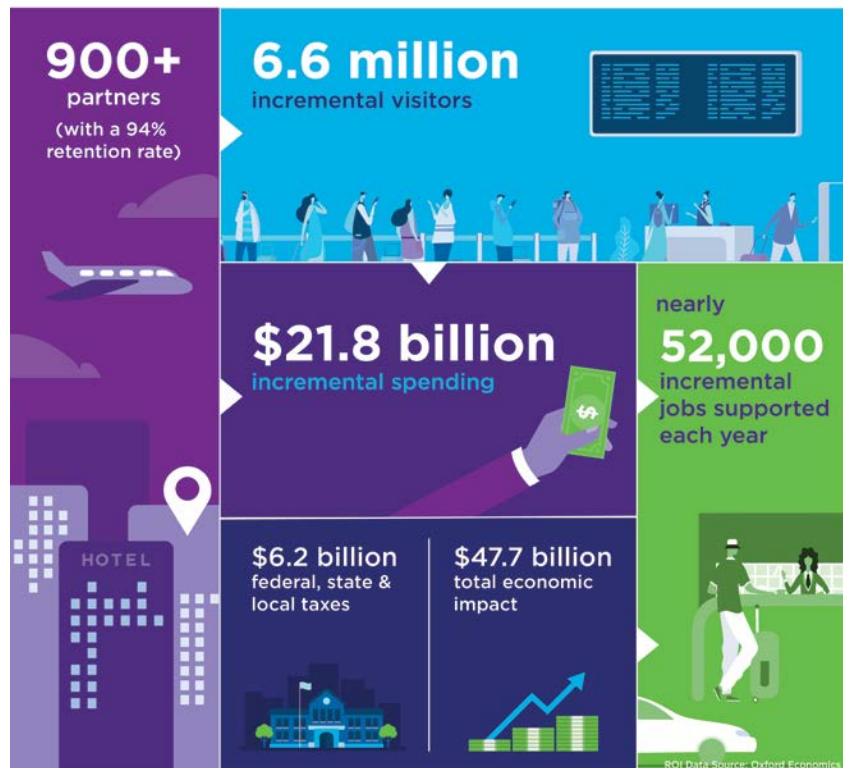
United States currently supports 1.8 million American jobs (directly and indirectly) and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked in close partnership with more than 900 partner organizations to invite the world to explore the exceptional, diverse, and virtually limitless travel experiences and destinations available in the United States of America.

According to studies by Oxford Economics, over the past six years Brand USA's marketing initiatives have helped welcome nearly 7 million incremental visitors to the USA, benefiting the U.S. economy with \$47.7 billion in total economic impact and supporting nearly 52,000 incremental jobs each year.

Brand USA's operations are supported by a combination of non-federal contributions from destinations, travel brands, and private-sector organizations plus matching funds collected by the U.S. government from international visitors who visit the United States under the Visa Waiver Program.

For industry or partner information about Brand USA, please visit [TheBrandUSA.com](http://TheBrandUSA.com). For information about exceptional and unexpected travel experiences in the United States, please visit Brand USA's consumer website at [VisitTheUSA.com](http://VisitTheUSA.com).

Over the past six years, Brand USA's marketing efforts have generated...



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