

# Oceania Market Update

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2026 Spring Tourism Update







# STATE OF THE MARKET





AUD  
68cents

+8%

NZD  
57cents

-

GDP GROWTH  
Aust

+2.6%

USA Travel  
Aust

-7%





# OCEANIA MARKET

**ARRIVALS**

**176,000**

**SPEND**

**\$475m**

**LOS**

**8.9 Days**

**PPD Spend**

**\$311**



# CURRENT MARKET IMPACT

- March bookings to many destinations (including Hawai'i) are down as consumers show hesitancy
- Air New Zealand suspend approx. 11,000 flights over a six week period due to fuel prices (all domestic services)
- Jetstar has also cut back services
- Overall airfares have increased 24% as airlines look to cover the increased costs
- Short-term there has been flow-on opportunities for European-bound passengers looking for alternative routings via the US
- There has been currency volatility which has eroded the recent strengthening of the AUD



# Q1 ACCOMPLISHMENTS





# DUKES DAY

**Attendees  
500**





# USA ROADSHOWS

**Travel Agent  
Attendees  
855**





# CONSUMER EXPO

**Attendees  
3,785**





# MEDIA PR

Media  
Appointments  
20

Hosted  
Media Reach  
450,000





# CO-OP MARKETING

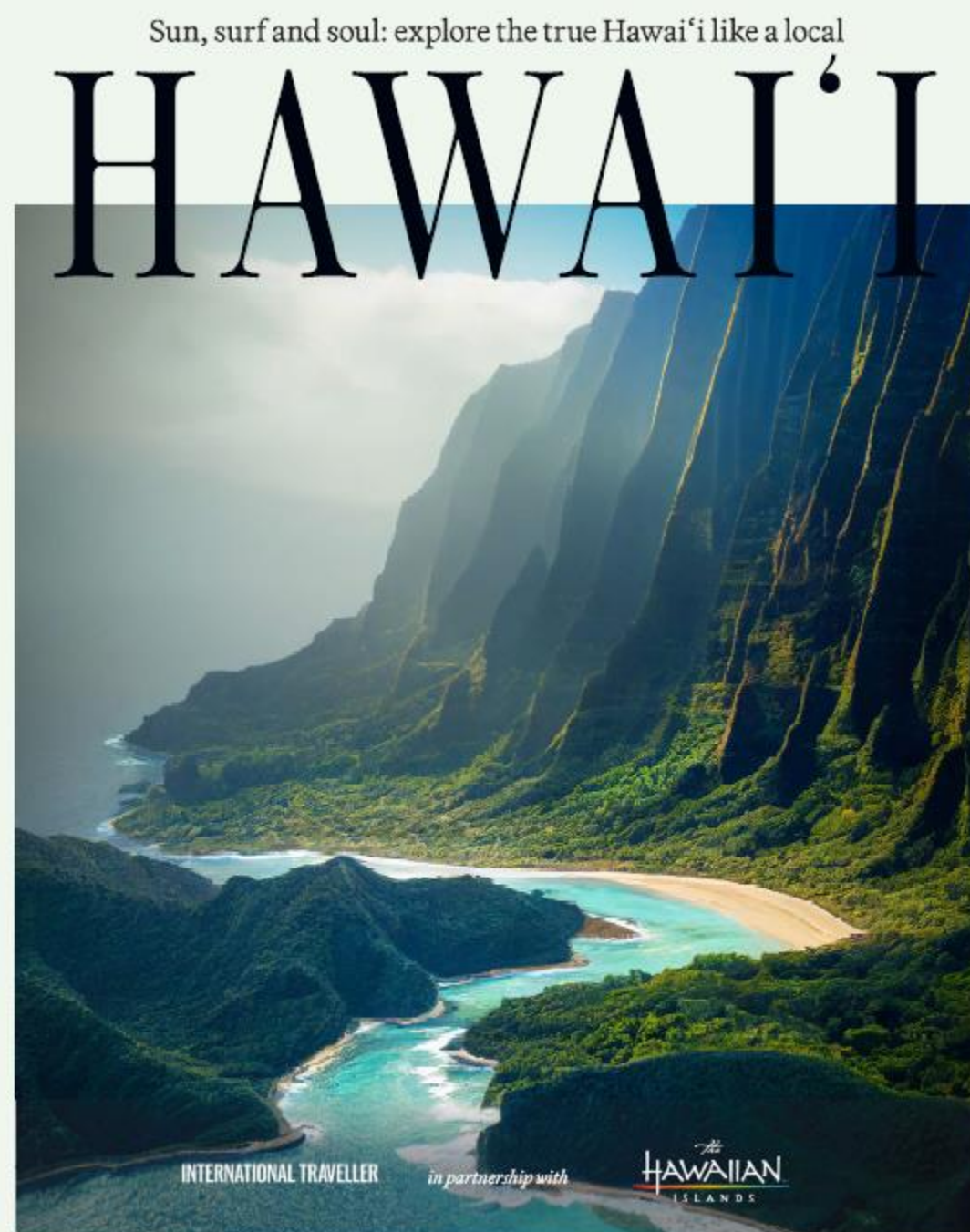
## Co-Op Campaigns: 5





# INTERNATIONAL TRAVELLER

Reach  
(print):  
182,000



GOHAWAII.COM



FROM LEFT: Take a sunset stroll along the soft sands; The Mokuini Crater; Drop into scenic shopping

## MAUI

Maui's farm-to-table restaurants, colourful plantation towns and eco-friendly ocean adventures reveal an island that thrives on resilience and community. Spend your days exploring like the locals.



**Eat + drink**  
**LOCAL EATS**  
Wailuku eatery SixtytwoMarket is a real treat for anyone who loves fresh local produce; the menu rotates every 62 days, according to what's in harvest. Chef Marc McDowell, who honed his skills at New York's prestigious Culinary Institute of America, serves up thoughtful dishes in a light and airy space.

**FAMOUS PIZZAS**  
Founded by avid surfer Jay Gould, Flatbread Company – found in the surf town of Pa'ia – serves thin and crispy woodfired pizzas made with



"I really admire how Maui prioritises sustainability, making sure its natural resources are protected and preserved for future generations to enjoy."

TIARA FERNANDEZ  
MAUI OCEAN CENTER

68 INTERNATIONALTRAVELLER.COM

## ISLAND OF HAWAII

The Island of Hawai'i offers dramatic volcanic terrain, as well as a strong connection to land and culture for those who seek it. Just follow the locals.

Arriving on the Island of Hawai'i, the terrain looks molten and raw, streaked with hardened lava flows that run towards a restless ocean. Nicknamed the 'Big Island', the youngest and largest of the Hawaiian islands is still being shaped by fire. At its heart is Pele, the Hawaiian goddess of volcanoes and fire – a powerful presence, spoken of with reverence by locals who understand the land as a living force.

Volcano chasing may be the drawcard, but to reduce this island to lava alone is to miss its deeper story. This is an place of farmers, fishermen and storytellers who honour place through food, music and ritual. The Hawaiian concept of *kuleana* (responsibility) guides daily life, shaping how visitors are welcomed and how the land is cared for. "I am personally held accountable and responsible for the care of my home, community and our visitors – in work and life," says Nani Kupihe, director of cultural experiences at Outrigger Kona Resort & Spa.

That ethos is echoed everywhere, from sunrise chants on sacred shores to menus showcasing the bounty the land and sea provide. Before arriving, visitors are encouraged to take the Pono Pledge, a simple commitment to tread lightly and travel mindfully, setting the tone for a more grounded experience on the Island of Hawai'i.



**FROM TOP:** Discover traditional culture and architecture throughout Hawai'i; Fresh seafood is the star of the menu at Meridia; Explore otherworldly volcanic landscapes on the Island of Hawai'i.



"Hawai'i is my home, and that spirit of *aloha* is my sound."

NANI KUPIHE  
OUTRIGGER KONA RESORT & SPA



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**COMING UP IN Q2**







**MEDIA**

**Group  
Media Famil**

**Award -  
Winning  
Travel Writer**

***Rob  
McFarland***

**Multiple  
Influencer  
Partnerships**



# CONSUMER

A photograph of a woman with long, dark, wavy hair wearing a light-colored, short-sleeved button-down shirt with thin vertical stripes. She is smiling and looking down. Another person, wearing a dark patterned top, is behind her, adjusting a floral crown on her head. The crown is made of green leaves and small pink and orange flowers. The background is a blurred green field.

**New Wave  
Project  
With  
adventure.com**

**Campaigns:  
With Trade /  
Airlines**

**Wellness  
Traveller  
Partnership**

**Honolulu  
Pride  
Promotion**

**BYRDLI  
Co-Op**





# TRADE

**Qantas  
Holidays  
Co-Op**

**Month of Lei  
Roadshow  
May**

**Group  
Trade  
Famill**

**Infinity /  
Flight Centre  
Co-Op**

**Air NZ  
Promo**



# PARTNERSHIP OPPORTUNITIES

**Group Trade Famil**

**Group Media Famil**

**Social Media**

**Co-ops**

**Qantas Hotels & Holidays  
Helloworld  
Infinity / FC  
BYRDLI**

**Webinars**

**Themed throughout  
the quarter**

**Visiting Media**

**Please reach out if  
you're interested in  
hosting media**

**Newsletters**

**Monthly trade, media  
and consumers e-  
newsletters**

**[dwalsh@hawaiiitourism.co.nz](mailto:dwalsh@hawaiiitourism.co.nz)**



A close-up photograph of a person's arm and hand. The person is wearing a traditional Hawaiian outfit, featuring a vibrant green and orange patterned fabric (likely a lei or skirt) with a black geometric design. A thick, braided rope is visible at the top. The person's hand is holding a large, lush green fern frond. The background is a soft, out-of-focus view of the ocean and sky. A semi-transparent blue rectangular box is overlaid on the image, containing the word "MAHALO!" in white, bold, sans-serif capital letters.

**MAHALO!**