

2026 Brand Marketing Plan Oceania Market



OUR TEAM

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2025 YTD (JUL)

Visitor \$
263M

-5.4%

PPPD
\$294.6

+0.5%

Total Arrivals
102,779

-5.9%

Av LOS
8.69

0%



AIRLIFT

-6.7%
SCHEDULED
SEATS

-2.2%
SCHEDULED
FLIGHTS

+32.7%
SCHEDULED
FLIGHTS FROM
MELBOURNE

A person with curly hair is seen from behind, holding a large wooden surfboard. The background shows a beach with waves and a cloudy sky. A semi-transparent blue rectangle is overlaid on the image, containing the text "TARGET AUDIENCE" in white capital letters.

TARGET AUDIENCE

CURRENT CUSTOMER

54.1%
REPEAT VISITORS

48
AVERAGE AGE

2.5
AVERAGE
PARTY SIZE

*Hawai 'i Tourism Authority, Monthly Visitor Statistics YTD June

OUR LOYAL CUSTOMER



Adventurous
experiences



Awe-inspiring
nature



Opportunities for
cultural
connection



Value for
money



THE NEW GENERATION
OF TRAVELER

YOUNG,
MINDFUL,
EXPERIENCE LED

WOMEN 50+



Culinary experiences



Luxe



Sustainability



Authenticity



Nature & wellness
experiences

The background image shows two women from behind, wearing traditional Hawaiian attire. They have dark hair and are wearing elaborate flower leis (necklaces) and matching flower headbands. The woman on the left has a lei with red, yellow, and white flowers. The woman on the right has a lei with white and yellow flowers. They are standing outdoors at night, with blurred lights in the background. A dark blue rectangular box is overlaid in the center, containing the text "UPCOMING PROGRAMS" in white, bold, sans-serif capital letters.

UPCOMING PROGRAMS



2026 KPIs OCEANIA

Total Arrivals
205K

+5.7%

Visitor Days
1.76M

+2.1%

Visitor \$
0.54B

+4.7%



TRADE

Co-ops
Luxury Escapes
MyHawaii
Qantas Hotels &
Holidays

Trade Hub Refresh

Wellness Trade Famil

Month of Lei
Roadshow
Auckland
Sydney
Brisbane
Melbourne

TRADE



Webinars

Trade eDMS

Trade conferences

Visit/Brand USA

SELF FAMIL PROGRAM



ALOHA, HAWAII! DISCOUNT PROGRAMME

Are you ready to explore the Hawaiian Islands and gain a deeper understanding of the people and the place? Apply for the *Aloha, Hawai'i!* famil programme.

Hawai'i Tourism Oceania, with the support of Hawai'i's tourism businesses, extends an invitation to you, our valued travel trade partners, to experience The Hawaiian Islands on a self-famil.

What is the *Aloha Hawai'i* Discount Programme?

Aloha, Hawai'i! is a travel industry discount programme that allows you and your travel companion to curate your own Hawaiian itinerary through discounts generously provided by Hawai'i tourism businesses.

You choose when to travel (blackout periods may apply), which islands to visit and which experiences to enjoy. All at your own pace.

Once you return from your trip, we'll ask for your feedback on what you liked and where you think we could improve.

Apply Now

First name*

Last name*

Email*

Mobile phone number

CONSUMER



BYRDLI Influencer
partnership

Duke's Day

Ocean Film Festival

Consumer eDMS
& social media



MEDIA

International Traveller
content partnership -
Hawaiian Icons

Always on media
hosting

Media group famil -
focus on sports and
active adventure

Well Traveler content
partnership

THE NEW WAVE

Hawai 'i is famous for a lot of things: surfing, world -beating natural beauty, and a rich cultural history to boot. Tradition runs deep.

But the future is being forged by a new wave of creatives; a generation who have one foot in the past, but their gaze fixed firmly on the Hawai 'i they want to co - create. They are creatives, artists custodians and taste - makers.

Through a series of beautiful and personal profiles, we'll highlight the way these bright young things are championing culture and enriching their communities - and how travelers can support them with their adventures.



THE NEW WAVE

Adventure.com is backed by Intrepid Travel, leaders in responsible, regenerative travel. We propose forming a partnership between Intrepid Travel, Hawai‘i Tourism Authority and Hawai‘i Tourism Oceania to find the future tourism leaders of Hawai‘i.

This would run as a competition across the Hawaiian Islands for young people to pitch their new tourism product idea and the winner would receive a grant and mentorship from Intrepid and HTA to bring the idea to life.





PARTNERSHIP OPPORTUNITIES

1

Group trade famil

1

Group media famil

12

Trade, media and
consumers e -newsletters

12

Months of social media
content and updates

Co-ops

Luxury Escapes
Qantas Hotels & Holidays
MyHawaii

Webinars

We can host individual
webinars or by island or
theme

Visiting media

Please reach out if you're
interested in hosting
media

SEA CLEANERS 2025





MAHALO!