

Hawai'i Demand Acceleration Marketing Plan

Budget and Target Overview

Program Area	Amount	Target	Unit
Wholesaler Co-op	\$800,000	18,000	Incremental Room Nights
Digital Media / Consumer Co-op	\$465,000	30,348,077	Impressions
U.S. Continent / Pre-Arrival Social Media – Core Paid and Organic	\$400,000	66,105,769	Impressions
Production	\$170,000	40 – 60	Creative Units
Public Relations – Satellite Media Tour	\$90,000	15	Secured Segments
Localized Market Activation/Kama'āina Tactical Response [Kilohana]	\$75,000	12,019,231	Impressions
TOTAL	\$2,000,000		