

HAWAI'I STAYS WITH YOU CAMPAIGN



Winter Olympic Television

- CBC Ontario campaign: 2/6-22: **442,000** impressions;
86% video completion rate

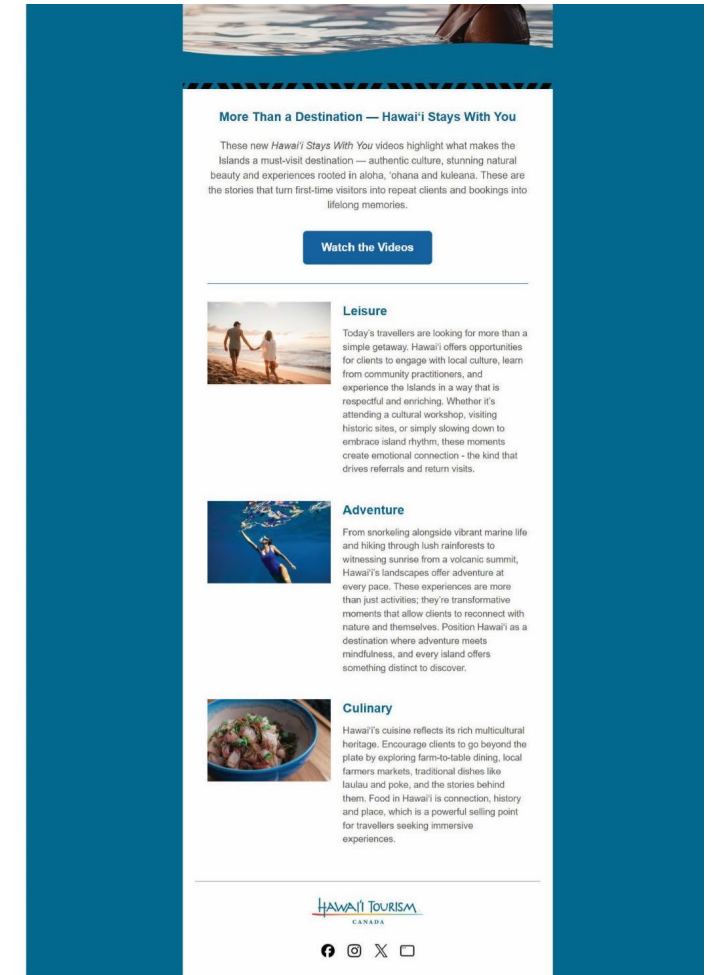
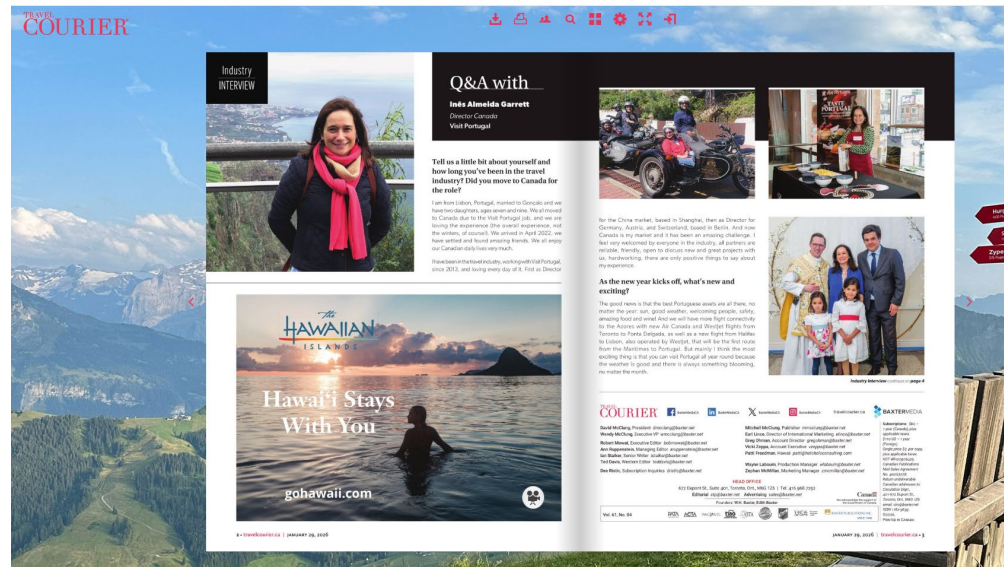
High Traffic Billboards

- **Calgary:** high-traffic food court in downtown financial district
- **Toronto:** major walking tunnel route in downtown:
1.21M+ impressions over 4 weeks



Travel Trade

- Trade post: **1,300+ advisor views; 800+ travel trade accounts**
- Baxter Media banners: **58,000+** impressions with Canadian travel advisors
- Hilton Canada partnership: dedicated advisor training featuring HSWU – **21pax**



YouTube: 2,514 views; 39,495 impressions

FB & IG: 17,190 views

HSWU dedicated campaign page

- March newsletter: 3,174 views
- Reached 992 media professionals

Aloha Market Tokyo at Haneda Airport: 3/18-4/7



KOREA

TV-Home Shopping Broadcast

- Feature HSWU
- Partners: Very Good Tour, YB Tour: **550+** Bookings
- KakaoTalk mobile push: **1.02 million**

Social Media

- YouTube, IG, FB: **1,926** views

Travel Trade

- Yellow Balloon Webinar on Mar 18: **42** agents

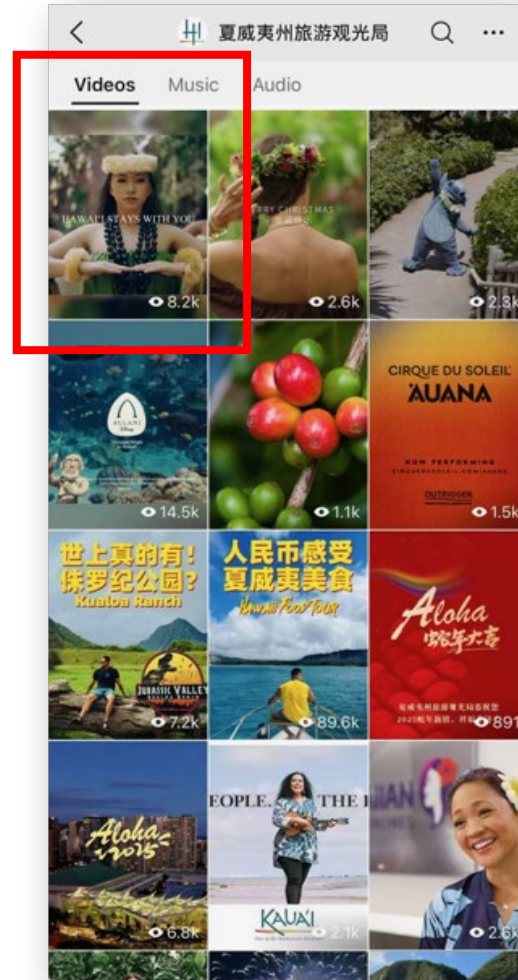


Social Media

- WeChat: 8,666
- Weibo: 291,335
- Douyin: 14,921
- Xiaohongshu: 75,234
- Total: **390,156** Impressions

Travel Trade

- 6 training sessions
- **580+** travel agents



Social Media

- FB & IG: 2 videos in Feb/Mar
- **2,814** Views; **2,122** Engagements

Travel Trade & Media Event

- In Feb., launched JAL Hawaii'i PAK itinerary of 11D7N cruise trip. HSWU was showcased to **50** travel trade and media representatives.



Travel Trade Newsletter

- **800+** travel trade professionals across Europe
- **48.9%** open rate

Trade Education & Meetings

- Made assets available to all
- Invited partners to amplify the campaign message

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The
HAWAIIAN
ISLANDS



Aloha Amy!

Welcome to the latest Hawaii update, including our new global brand campaign **"Hawaii Stays With You"**, showcasing how travellers can make deeper connections with the islands' living culture, culinary adventures, wellness experiences, and the people who call Hawaii home.

We've also included product updates, a Visit USA webinar in March, our Year of Coastal Kuleana highlighting the destination's commitment to giving back, as well as useful apps and tools for you and your clients.

E komo mai – Welcome, and mahalo for your continued support in sharing the spirit of Hawaii!



[Visit USA Hawaii Webinar](#)

OCEANIA

Ocean Film Festival

- **27** screenings across AU and NZ
- 500-900 attendees per screen; total **15,000+** ppl

Brand USA Trade Roadshow

- Played HSWU throughout the events in Auckland and Christchurch
- Est. **500** travel agents

Press Release

- Feb: 314 editors & freelancers in AU and NZ

Hawai'i Tourism campaign encourages deeper connections

DAILY NEWS / USA

AUTHOR: Kate Webster

05/02/2026

