



Kaua'i • O'ahu • Moloka'i • Lāna'i • Maui • Hawai'i

## **The Hawaiian Islands and Island Brand Identities**

### **Why is a Destination Brand Needed?**

All destinations – whether you recognize it or not – have a brand. Think of Florida, Mexico, Bali – and your feelings and thoughts about that destination. The Hawaiian Islands brand and the individual island brands need to differentiate our island state from other “sun & sand” destinations. The HTA and our marketing contractors are doing this by focusing on the distinct experiences and emotional aspects of each island as well as the brand elements that are common across all the islands.

### **What Do We Promise to our Visitors?**

*The Hawaiian Islands have played the role of the idyllic Pacific Islands in the hearts, minds and dreams of travelers for centuries. We are a unique collection of Islands, each offering a different experience. We are the most exotic destination in the United States and a unique cultural and geographic environment that exists nowhere else on earth. We provide a safe and diverse environment for travelers to create their own adventures. We are viewed as lush, luxurious and welcoming – a “dream vacation” for many people.*

We discovered that when a traveler learns that Hawai'i offers unique experiences on each island, it made them even more interested in visiting. The brand messages for each island are identified in the following pages.

### **Why Should You Support the Hawaiian Islands Brand Initiative?**

You should be aware of the statewide and your individual island's brands so that you know how the HTA's marketing contractors and the island visitors bureaus are marketing and promoting the islands, and think about how you can position your own product with your island's branding efforts.

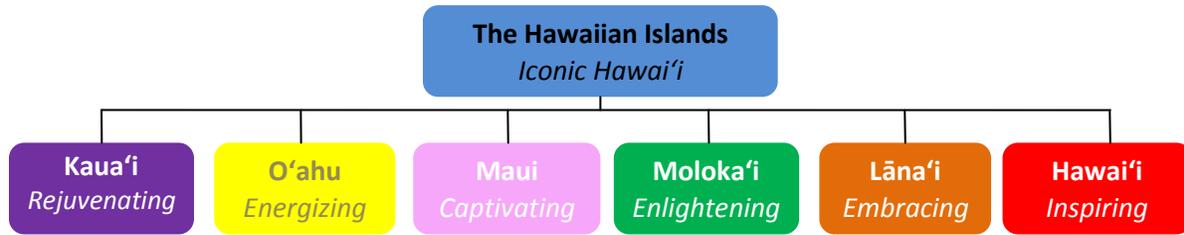
### **What is the End Result?**

Ideally, there will be alignment of the statewide, Island specific and individual event and product brands to maximize our ability to attract targeted consumers to each island. Furthermore, positioning The Hawaiian Islands as a collection of unique travel experiences, we can better differentiate our product vs. other “sun & sand” destinations, overcome the “been there, done that” perception of past visitors, and both increase demand and improve the efficiency of our marketing programs by offering specific experiences to meet the needs of specific types of travelers. The stronger we are as a destination communicating and creating unique experiences, the more competitive we will be against other destinations.

## Statewide Brand Explained

The **Hawaiian Islands brand structure** focuses on the **unique FEEL** of each Island experience, allowing us to promote a wide range of products on each Island and appeal to both the rational and emotional needs of our target consumers.

Diagram 1: Hawaiian Island Brand Structure



Island-level communications will focus on presenting distinctive experiences within the overall emotional context of the Island. These words in the chart provide a central focus for each brand, but will not be used as taglines or explicit messages in marketing communications.

### Visitor Profile:

The Hawaiian Islands visitor seeks experiences that are “foreign yet familiar” – safe adventure in an exotic locale that is different enough to be interesting, familiar enough to be easy to navigate. We enjoy strong repeat visitation, but some of those who have visited only once feel a sense of “been there, done that,” and need to discover the variety of experiences that The Hawaiian Islands have to offer. The ideal visitor to The Hawaiian Islands embraces the spirit of Aloha and enjoys independent travel. The Hawaiian Islands have long been a “dream” destination for them – and if they knew The Hawaiian Islands offered a range of unique Island experiences, they’d be more likely to visit!

## Kaua'i Brand Explained

*Deep within every human being, buried all too often beneath layers of modern life, is a primal connection with nature. It is on Kaua'i that this connection reawakens. Take a step in any direction and plunge into a world of infinite greens and blues, a world that restores your inner equilibrium and reassures you that the Pacific island of your dreams does indeed exist. Peaceful, lush and naturally spectacular, this is Kaua'i.*

### Visitor Profile:

The Kaua'i visitor is attracted to nature and the peaceful, immersive environment it offers. They travel to escape the busy-ness of their life at home and have little interest in urban experiences or crowds. They tend to be less active, preferring to spend long periods immersing themselves in a single experience rather than sampling a lot of variety. Relaxing on vacation is their number one priority and they don't want to feel pressured to “see all the sights.”

## O'ahu's Brand Explained

*From its famous surf culture to the vibrant nightlife of Waikīkī, The Island of O'ahu pulses with the beat of contemporary Hawaiian culture. We are an Island playground for active travelers. We are a unique fusion of city and country, American and Polynesian, modern and historic. Travelers leave our Island more energized than when they arrived. We are for people who want to be active on vacation, sample many things, and enjoy an urban environment and unique culture.*

### Visitor Profile:

The active and social O'ahu visitor is attracted to urban experiences full of energy and variety. They don't come on vacation to escape – they travel to engage and relax by being active. They make a list of all the iconic attractions and activities they want to experience and will be disappointed if they aren't able to complete their wish-list. They appreciate nature's beauty, but aren't avid outdoor enthusiasts. They experience nature as a backdrop to their adventures, and would rather enjoy a nice view than actually trek into the forest. Shopping and nightlife are an important part of their vacation and they enjoy festivals and events.

### **Maui's Brand Explained**

*With its close proximity and leisurely pace, you never have to travel too far or plan in advance to discover pleasant surprises in Maui. We are an Island of spontaneous moments. We're big enough to provide lots of options, small enough to take the work out of choosing. We offer endless opportunities for spur of the moment fun. You can be as relaxed or as active as you choose on Maui. We are for people who want to have fun but don't want to be on a schedule.*

#### **Visitor Profile:**

The Maui visitor seeks variety, choice and spontaneous adventures. They want to know lots of options are available, but want to have the freedom to be as active or relaxed as they choose, all on the spur of the moment. They want to sample different experiences without diving too deeply into, or committing too much time to any one. They enjoy nature, but want to experience it in a passive, civilized way rather than wandering too far off the beaten path. Soft adventure is what interests them, from lying on the beach to wandering through shops and discovering local artisans. Most of all, they believe enjoying a vacation shouldn't feel like work – too much planning turns them off.

### **Moloka'i Brand Pillars**

*Quiet open roads; still practice Hawaiian living; "talk story" with locals; no traffic, congestion or pollution; stay open to the unexpected; rich in Hawaiian culture and history*

### **Lāna'i Brand Pillars**

*Solitude; serenity; pampered; peaceful and quiet; relaxed, but not bored; active, but not overdone*

### **Hawai'i Island's Brand Explained**

*From deep beneath the earth's crust to high in the heavens above, Hawai'i, the Big Island, has inspired awe in everyone from ancient civilizations to curious schoolchildren. We are active volcanoes, star-filled nights, diverse climates and ancient civilization. We offer unique access to nature at its most powerful and raw. We are for people who want to explore and experience wonder. We inspire awe in travelers and give them bragging rights to last a lifetime.*

#### **Visitor Profile:**

The Hawai'i Island visitor is active and adventurous with an insatiable curiosity. They seek unique and unusual adventures that they can't get anywhere else and like the idea of having "trips" within their vacation. They have an interest in history and culture and are attracted to natural wonders. They enjoy road trips and don't mind committing a significant amount of time to tour – after all, "getting there" is half the fun. You can find them lounging on the beach, but it's just a rest stop on their way to the next great adventure.