

THE BRAND STORY OF

The
HAWAIIANTM
ISLANDS



Once travelers learn
the unique story of Hawai‘i,
they will know why it is one of the
most special places
on the planet.

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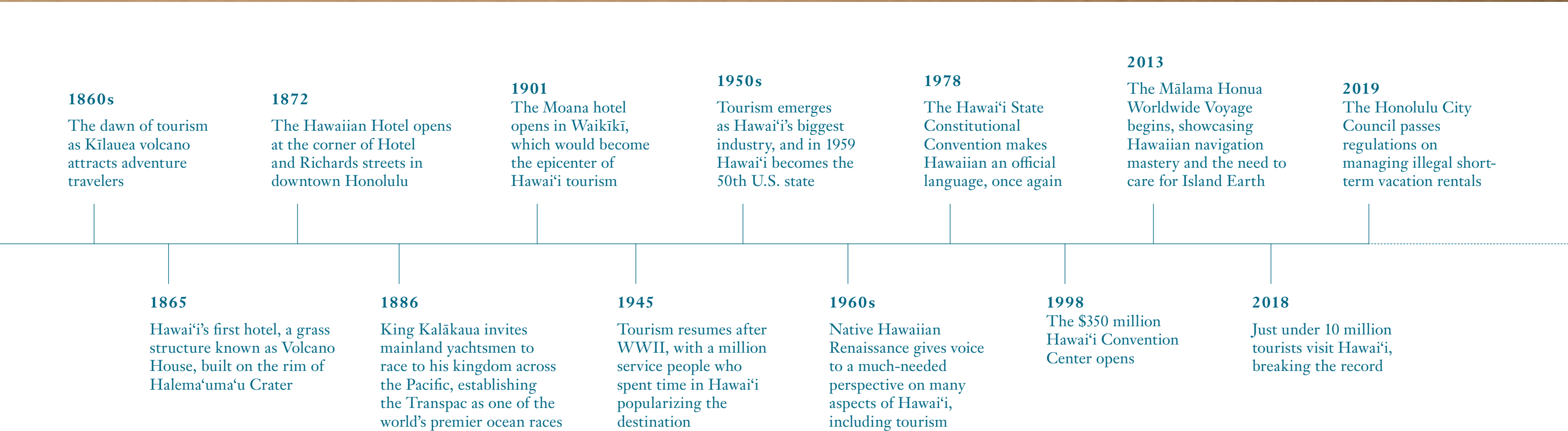
Brand Story

History

Authentic Experiences

THE HISTORY OF VISITORS COMING TO HAWAI‘I

Roughly 1,500 years ago, Polynesians with only the stars to guide them sailed over 2,000 miles in canoes, perhaps the greatest feat of ocean navigation in history, to migrate to the Hawaiian Islands. Then, just a few centuries ago, Western contact brought new waves of people and tremendous change to these islands. It wasn’t until late in the 19th century that the idea of tourism first took root, with early promoters of Hawai‘i as a dream destination relying on tactics that still resonate today: using the latest in imagery and storytelling to communicate Hawai‘i’s appeal.



Authentic Experiences

When our guests learn what makes this place special, they open themselves up to a deeper experience of Hawai‘i.

We have two powerful tools to teach this lesson.

ONE: Authenticity

The story of Hawai'i's deep cultural roots must be told, so that future generations can carry on our cherished traditions. That's why we're honored to work with storytellers to create a library of films we call Hawai'i Rooted.



CLICK TO WATCH HAWAI'I ROOTED



CLICK TO EXPLORE EXPERIENCES

TWO: Unique Experiences

From the ocean to the mountains, spelunking to scuba diving, first-class endurance competitions to world-class wellness retreats, and a world of cuisine unto itself, there's no end to the adventure and enjoyment visitors can find in Hawai'i.



Authentic Experiences

Something powerful happens when the two attributes intersect.

First, we attract sympathetic travelers who will respect the culture and help to preserve the land.

And second, our guests' time in Hawai'i is enlightened and enriched
because they gain a deeper perspective.

Identity

Living Culture

Authentic Culture

Brand Pillars

Visitor

Challenges



We Perpetuate our Living Culture.

What makes Hawai‘i special is not just its beaches, its mountains, its valleys, its flora, or its fauna. In fact, the land and its people in and of themselves don’t define Hawai‘i. The organizing principle of the Hawaiian culture, the thing that makes Hawai‘i unlike any other place in the world, is the relationship between its people and the land from which they came.

This is our Authentic Culture.

It's the way we do things and how we say them. The values and traditions we celebrate. The natural beauty that surrounds us and the stories behind their splendor. The perpetuation of our indigenous culture, its rich history and the diversity we honor. Above all, our focus on the importance of relationships and connectedness.

BRAND PILLARS

Diversity (Culture & People)

Within the Hawaiian culture, there is a diverse lifestyle that defines the people of the past (and today.)

Ex: Hawaiian arts: *mele* (song or poem), *oli* (chant), *hula* (dance), *baku bulu* (featherwork), *kapa* (barkcloth), *ulana* (weaving), navigation, *abupua'a* (traditional land division based on sustainability), *lū'au* (celebration).

A true melting pot of the Pacific, Hawai'i's local and contemporary lifestyle is shaped by Hawaiian culture, with influences from cultures beyond our shores.

Ex: Plantation days, mix of ethnicities, cuisine, Pidgin or Hawaiian Creole English, extended *'obana* (family), "local-kine" style, potlucks and plate lunches, *pau hana* (after work), *Aloha* Friday.

Natural Beauty (Place)

Looking at everything—from the mountain to the sea—with cultural and historical significance. *Aloha 'āina* (love of the land) and *mālama 'āina* (care of the land) are concepts that delineate our responsibility to the land that sustains all life.

Ex: *Abupua'a* (traditional land division based on sustainability), *heiau* (place of worship), *lo'i* (irrigated farming terrace), volcanoes, birthplaces, battlegrounds.

Local insight and respect as it applies to the beautiful and natural surroundings—the place we call home.

Ex: Climate zones, surf breaks, hiking trails, beaches, tidepools, lookouts, sunrise/sunset viewing locations, 365-day growing season.

Aloha Spirit (Connection)

Codified into the *Aloha* Spirit Law, Hawai'i State Statute HRS 5-7.5, these values help to define "*aloha*."

Akakai (Tenderness)
Lōkahi (Harmony)
'Olu'olu (Pleasantness)
Ha'aba'a (Modesty)
Abonui (Patience)

As practiced in everyday interactions with each other, "*aloha*" is the acceptable and expected way we treat our fellow neighbors.
It is Hawai'i's golden rule.

Ex: Inviting outsiders into your *'obana* (family), caring for others, genuine welcomes, kindness on the road.

HAWAIIAN CULTURE

THE RESPECTFUL VISITOR

Our efforts will help to attract a new kind of visitor, one who recognizes that travel means participation in a community that they are welcomed into for a short time because, like all members of the community, they contribute—not just economically, but socially, environmentally and even spiritually, giving something of themselves to help the host community maintain its integrity and advance its goals.

Invitation

To sustain the positive benefits of tourism, we need to attract respectful visitors by sharing the values which shape our behavior by promoting the locations, activities, cuisines and adventures that are positive for both visitors and Hawai'i. We are inviting anyone willing to experience our culture and to respect the people who created it and the land they treasure.



OUR CHALLENGES

The Hawaiian Islands have been and remain a dream locale for travelers to visit and for destination managers to promote. But what about the people who live here, the Native Hawaiians who created the culture that makes this place unique and the local residents who call these islands home?

It is important to recognize two challenges affecting them that have emerged over the course of tourism's growth.

Accurate Representation

From a Native Hawaiian perspective, advertising representations of Hawai'i have room for improvement.

Native Hawaiian culture should be shared in a way that accurately reflects its dignity, sacredness and centrality to our ways of life.

Managed Tourism

The negative impacts of too many or disrespectful visitors, unleashed and amplified by disruptive forces like social media and illegal vacation rentals, have led to a reconsideration of the role of tourism promoters. The growth of tourism has become a global concern and Hawai'i is not immune. It threatens our environment and culture and creates friction with local residents.

That's why The Hawaiian Islands are leading the way in enlarging our efforts from tourism promotion to tourism education, to ensure that the negative impacts of tourism are minimized and the benefits are shared as broadly as possible. Tourism must be about making life better for our residents and our communities first and foremost.

Culture is not entertainment.

A problem arises when entities that present or promote the destination are not properly informed or in contact with cultural practitioners.

Cultural misrepresentation at trade shows and hosted meals is a common problem, as is the failure to provide payment or honorariums to cultural practitioners. Without their perspective, it's easy to distort a cultural practice. For example *bula*, like many indigenous dance forms, is a natural draw for visitors who want to experience the art and culture of a place. But the sacredness of the dance can become lost while more entertaining elements—the costume, the athleticism—are over-emphasized.

The misrepresentation of *bula* from elsewhere in Polynesia—such as Tahiti, Fiji or Samoa—as Hawaiian *bula* is a common problem that has plagued visitor industry portrayals of Hawai'i, to the extent that many visitors don't know the difference. That result is not just a failure of cultural portrayal - it is destructive to the cultural practice itself and harmful to Native Hawaiian people. The problem with the dominance of entertainment images is that they establish narrow stereotypes and limited ideas about a culture.

Events like the Merrie Monarch Festival are crucial in keeping real *bula* alive in today's world. Similarly, representing Hawaiian culture from a Native Hawaiian perspective is the best way to communicate not only accurately, but with the dignity and reverence it is owed—and that we hope to inspire in visitors.



We are not just another tropical archipelago.

The Hawaiian Islands brand and the individual island brands need to differentiate our island state from other destinations, using distinct experiences and emotional aspects of each island as well as the brand elements that are common across the Hawaiian Islands.

Target Audience

United States

Canada

China

Europe (United Kingdom & Germany)

Japan

Korea

Oceania (Australia & New Zealand)

Southeast Asia (Malaysia, Singapore & Thailand)

Taiwan

We are a global destination.

Most early efforts to promote tourism to Hawai‘i focused on visitors from the mainland U.S. Today the Hawaiian Islands are a truly global destination, and we need to educate and stay attuned to the particular needs and impact of travelers from Asia, Europe, Oceania and beyond.



UNITED STATES

Avid Explorers

Individuals 25-35 who have yet to travel to Hawai'i

W H O T H E Y A R E

- | | | |
|--|--|--|
| <ul style="list-style-type: none">• They fit the Hawai'i Target Market profile• Not compelled to visit; they perceive Hawai'i as not exotic, lacking culture and experiences beyond sun and beach | <ul style="list-style-type: none">• Love telling their story online and in real time• Curators of their own brand image• Have a desire to be indulgent, minimalist or both | <ul style="list-style-type: none">• Constantly seeking a balance of activity and serenity• Okay with stretching outside of their comfort zone on vacation• Crave personalized experiences, and are willing to pay for them |
|--|--|--|

W H A T T H E Y S E E K

<p>Cuisine – Desire for authentic and exotic taste, from high-end to undiscovered “hole in the wall,” always searching for something unique provided by the destination</p>	<p>Culture – Looking for behind-the-scenes, interactive experiences that locals enjoy, eager to learn a local perspective on their passion points, have a desire to interact/assimilate with the culture and values of the destination, especially ones that feel foreign to them</p>	<p>Adventure/Outdoor – Open to getting out of their comfort zone to a degree, not hard-core</p>
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CANADA

Affluent Travelers	Experience Seekers	Rejuvenators
W H O T H E Y A R E		
Motivations for Selecting Last Intercontinental Destination <ul style="list-style-type: none">• Beaches/seaside attractions• Cultural historical attractions• Local lifestyle• Dining/gastronomy• Urban attractions/nightlife		Strongest Impressions of the United States <ul style="list-style-type: none">• Diverse• Friendly• Adventurous• Energetic• Trendy
W H A T T H E Y S E E K		
Exclusivity – A well-deserved reward for their hard work and to be treated as VIPs Uniqueness – Custom experiences that not just anyone can have	Authenticity – A trip that creates memories with authentic and new experiences Adventure Cultural Experiences	Relaxation – They spend their vacations away from busy agendas; spend time together without much activity

CHINA

Millennium Individualist

Ages 20-35, 59% Women and 41% Men

Multi-generation Family Travelers

Mostly PIT and some FIT

Luxury Package & Customized Private Tour

W H O T H E Y A R E

- Ambitious FITs
- Generally highly educated
- Have high net-worth

- Multi-generational families
- Spending time together
- Wealthy and worry-free
- Rapid increase in the family travel market

- Mature and sophisticated
- Demand a more customized and flexible travel experience

W H A T T H E Y S E E K

Self-Reward – Travel and shopping as a gesture of self-reward and a reflection of one’s personality and social capital

Customized and Unique Experience – Prefer customized and personalized trips and food experiences, experience first-hand adventures, niche and unique places

Natural Beauty – Comfortable climate as well as experiencing various family-oriented activities and local experiences

Family Friendly – Tend to vacation at least once a year with parents or children

Planned Shopping – Essential component of the trip

Luxury – Want luxury 5-star hotel and business class, authentic local culture and quality dining experiences, luxury shopping services and exclusive products

Bespoke Itinerary – Use P2P Platforms Huangbaoche or Trip.com to hire private driver-guide and luxury transport or HH Travel

Unique – Want an experience beyond conventional norms and niche holiday destinations

EUROPE (United Kingdom & Germany)

Wanderlusters Travelers looking for new destinations and new experiences	Authentic Immersers Conscientious travelers, nature lovers, seeking cultural immersions and local interaction	Exclusivity Thrivers Core need is to relax and re-energize through authentic, historical and cultural cultural experiences and interaction
W H O T H E Y A R E		
<ul style="list-style-type: none">• High Value Travelers - 30% based in London• They book 2-3 international trips per year	<ul style="list-style-type: none">• 39% make their destination choice between 7 months to a year before travel	<ul style="list-style-type: none">• 87% book their holiday in a travel agency or through a specialized tour operator that they trust
W H A T T H E Y S E E K		
United Kingdom (GBR): Unique Experiences – Look for local lifestyle, cultural/historical attractions, dining/gastronomy and shopping in new destinations to explore Beaches/Seaside Attractions		Germany (DEU): Local Experiences – Look for cultural/historical attractions, dining/gastronomy and shopping Ecotourism and Nature Urban Attractions and Nightlife

JAPAN

The Affluent Traveler	Romantic Couples	Experience Seekers	Multi-generation
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W H O T H E Y A R E

- Millennials
- Consumers in their 30s and 40s
- Household income U.S. \$100,000
- Households/families with multiple generations
- Couples with and without children

W H A T T H E Y S E E K

Millennials:

Multicultural Experience – Incorporating international cultures and trends

Consumers in their 30s and 40s:

Solo Travel – Treating themselves and spending money on their hobbies

KOREA

Millennial-minded	Main-streamers	Aspirers	Travelers & Explorers	First-time Visitors
W H O T H E Y A R E				
<ul style="list-style-type: none">• Independent• Followers of special interest	<ul style="list-style-type: none">• Conformist• Conventional	<ul style="list-style-type: none">• Materialistic• Acquisitive• Affiliative	<ul style="list-style-type: none">• First to try new brands	<ul style="list-style-type: none">• Travelers who haven’t visited Hawai’i
W H A T T H E Y S E E K				
Adventure – Keen to try various activities and new experiences	Comfort – Well-known brands, family market		Challenges – New frontiers and new brands	

OCEANIA (Australia & New Zealand)

The Luxury Traveler	Experience Seekers - Millennials	Romantic Couples	Multi-generational Families
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W H O T H E Y A R E

- | | | |
|---|---|---|
| <ul style="list-style-type: none">• Household income U.S. \$ 600,000+ (the Luxury Traveler)• Households/families with multiple generations | <ul style="list-style-type: none">• Consumers in their 30s and 40s• Single households targeting health/wellness, nature and workations | <ul style="list-style-type: none">• Couples with and without children• Millennials |
|---|---|---|

SOUTHEAST ASIA (Malaysia, Singapore & Thailand)

Affluent Travelers	Romance Lovebirds	Silver Travelers
W H O T H E Y A R E		
<ul style="list-style-type: none">• Aged 28 to 40 years old• Annual income ranging from U.S. \$40,000 – U.S. \$120,000• Make an average of 12 international trips per year• A group of consumers whose incomes correlated with sharply higher spending on premium goods and services – will comprise 137 million people by 2030	<ul style="list-style-type: none">• Couples who travel around the world celebrating special occasions• Digitally savvy and source travel inspiration online• The median age of couples in Southeast Asia is 30 years old for males and 28 years old for females	<ul style="list-style-type: none">• Financially stable with the luxury of time• Travel an average of 27 days per year• 66% of their travel destination are influenced by informative ads
W H A T T H E Y S E E K		
<p>Travel Agencies – For booking and itinerary planning</p> <p>Travel and Leisure</p>	<p>Unique Travel Experience</p> <p>Romantic Travel Experience – Couples are willing to spend U.S. \$5,000</p>	<p>Indulge – A more relaxing yet luxurious travel experience</p>

TAIWAN

Affluent Millennials	Families	Romance Seekers
W H O T H E Y A R E		
<ul style="list-style-type: none">• Experienced, highly educated and well-traveled• Highly engaged with social media	<ul style="list-style-type: none">• Filial piety by children	<ul style="list-style-type: none">• Urbanites• LGBTQ community
W H A T T H E Y S E E K		
<p>Avid Leisure Experiences</p>	<p>Reunion and Educational Travel</p> <p>Parent-child Bonding</p> <p>Cultural Learning</p>	<p>Getaways – Overseas escapes, weddings, honeymoons and babymoons</p>

Brand Voice

Tone

Unique Positioning

What to Avoid

OUR BRAND TONE

Our tone should reflect our brand personality, especially these key elements: casual and authentic.

Casual

Our personality is friendly, light-hearted and approachable, so we should strive to sound natural and conversational, describing the wonder of experiencing this place without selling.

Authentic

We must present the islands, the essence of *aloha* and especially the native and local cultures in a way that is true, with the reverence and respect they deserve. When we accurately portray the real Hawai'i, ideally with native perspectives and voices, our insightful and inspirational personality shines through.

UNIQUE POSITIONING

We will stand out against other destinations when we show that we are...



Authentic:
of undisputed origin;
genuine.

Steer away from the cliché ideas of Hawai'i and remain authentic - featuring real *bula*, *lei*, and cuisine - to honor and perpetuate Hawaiian and local culture.

Cultural:
the 'way of life' of groups of people, meaning the way they do things.

Our authentic culture and *aloha* spirit is what sets Hawai'i apart from the rest of the world. We need to highlight our way of life for visitors to see and follow.

Kuleana:
collective privilege and responsibility.

We are conscious about sustaining our culture and our land, which is directly related to Hawaiian culture and beliefs. We want our visitors to see and follow our example, from buying local to taking care of the land.

Unique:
being the only one of its kind; unlike anything else.

From its culture to people, landscape to food, diversity to the welcoming spirit, Hawai'i is a destination unlike any other. Not only Hawai'i as a whole, but each individual island holds unique characteristics that we need to display.

Casual:
informal, natural.

We have a laid-back culture that goes hand in hand with the spirit of *aloha* embedded in every part of us.

Insightful:
having a deep understanding.

We want visitors to know that we care deeply about our culture, our people, and our land. We will intrigue and inspire our visitors to be eager to learn more about Hawai'i.

UNIQUE POSITIONING

We will stand out against other destinations when we show that we are...



Lighthearted/Fun:
cheerfully optimistic and hopeful. Easygoing.

There is a reason we are one of the happiest places in the world according to the Gallup Well-Being Index, Wallethub and many other studies. We like to take things easy, relax and go with the flow.

Informed:
in-tune with our environment.

We are connected to the authentic culture of Hawai‘i. It’s not just sandy beaches - we provide context and meaning that connects back to the rich history. For example, maintaining fishponds (the original aqua-culture) and practicing wayfinding (reading nature to find our way).

Unforgettable:
memorable, indelible.

The breathtaking views, unique culture, and spirit of hospitality make Hawai‘i impossible to forget.

Approachable:
sociable, easy to talk to.

This ties in to our laid-back vibe that is unique to our state. We love to “talk story” - take it easy and listen to people and their tales (which is a huge part of the culture).

Friendly:
behaving in a pleasant, kind way toward others.

At the center of all that is Hawai‘i, there is *aloha*, a reciprocal value. The heart of our people is what makes Hawai‘i the unique, friendly place that it is.

Contemporary:
modern and related to present time.

With deep connections to our culture and history, Hawai‘i still continues to evolve and remain modern with amazing nightlife, restaurants, art, music and events.

WHAT TO AVOID

To maintain our unique position, we need to avoid appearing to be...



Cliché/Kitschy:
anything that has become trite or commonplace through overuse.

Avoid using clichés and overused Hawai‘i stereotypes like plastic *lei* and *bula* skirts, premixed mai tai, loud *aloha* shirts and cheesy *lū‘au*.

Familiar:
commonly or generally known or seen.

We don’t want to be seen as just another part of the U.S. without our own unique culture, or as just another sun, surf and sand destination.

Unsafe/Dangerous:
full of danger or risk.

We don’t want visitors to feel unsafe while staying in Hawai‘i, and should avoid portrayals of burglary/robbers, homeless, drugs, sharks, and getting lost in forests.

Dishonest:
not honest; untrustworthy; misleading.

We don’t want to come off as dishonest in our marketing, falsely advertising the islands through photos and copy that don’t represent them.

Disrespectful:
showing disrespect; lacking courtesy or esteem.

We don’t want to misuse or misrepresent Hawaiian culture, language, land or people. Use the Ma‘ema‘e Toolkit for resources to properly represent Hawai‘i.

Hostile:
not friendly, warm, or generous; not hospitable.

We want visitors to feel like they are welcome here, not like they are unwanted or that Hawai‘i is full of unwelcoming locals.

Irresponsible:
said, done or characterized by a lack of a sense of responsibility.

Avoid portrayals of over-development and uneducated tourists; we do not want to be seen as ruining paradise or welcoming overtourism for strictly economic gains.

Island Brands

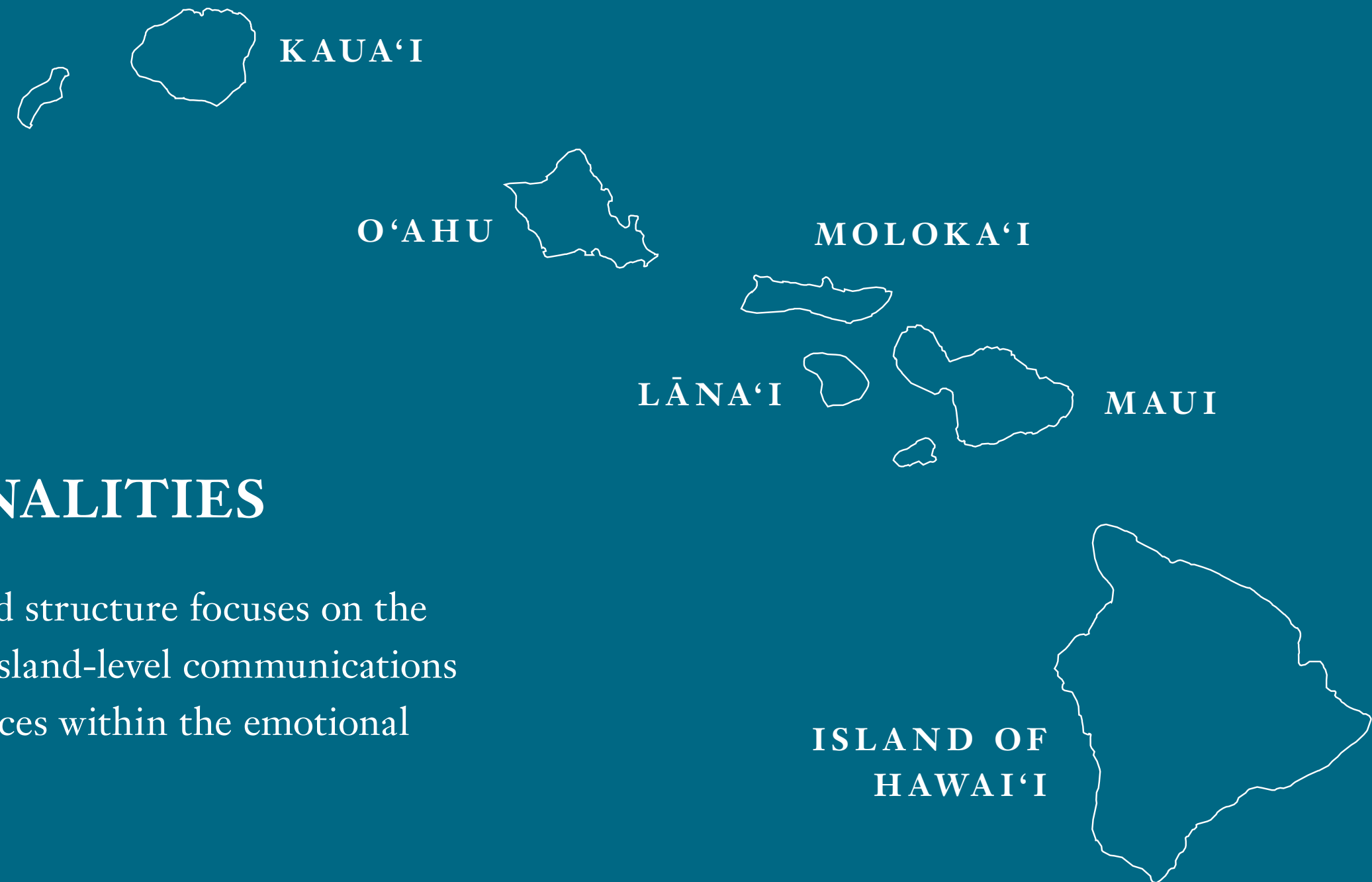
Statewide Messaging
Individual Brand Personalities

Kaua'i
O'ahu
Moloka'i
Lāna'i
Maui

Island of Hawai'i

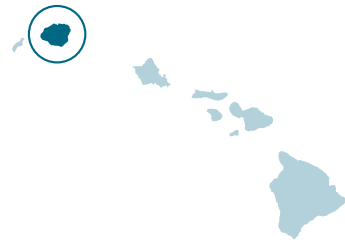
STATEWIDE MESSAGING

Six Hawaiian Islands. Six unique experiences. From crystal blue waters to stunning green cliffs and black sand beaches, Hawai'i's wealth of natural beauty is the breathtaking backdrop for unforgettable experiences that reward those who delve a little deeper - into vibrant cultures full of welcoming *aloha*, a thriving food scene and thrilling outdoor adventures. There's so much more to Hawai'i than what you've heard.



INDIVIDUAL BRAND PERSONALITIES

The Hawaiian Islands brand structure focuses on the unique feel of each island. Island-level communications present distinctive experiences within the emotional context of each island.



KAUA'I

Lush. Idyllic. Peaceful. Serene.
Immersed in Nature. Endless Shades of Green.*

VISITOR PROFILE

Guests to Kaua'i are attracted to nature and the island's peaceful, immersive environment. They travel to escape the busyness of life and have less interest in urban experiences or crowds. They tend to prefer relaxation, rejuvenation, and don't want to feel pressured to "see all the sights."

BRAND MESSAGING

"Rejuvenating" is a word often used to describe Kaua'i and its immersive natural beauty. The raw energy of the soaring cliffs along the emerald Nāpali Coast. The expansive vistas of the Waimea Canyon. And the soothing ripples of the Wailua River winding through the forest. The northernmost and greenest of the Hawaiian Islands is a place to put down your phone and forget about your worries. Breathe deep. Unwind. And rediscover a special connection to nature on this beautiful, tropical island.



* These cue words are the emotional impressions that our target audience should come away with. They are not to be used as taglines or explicit messages in marketing communications.



O‘AHU

Energy. Vibrant. Contemporary.
Iconic. Cosmopolitan Town and Country.*

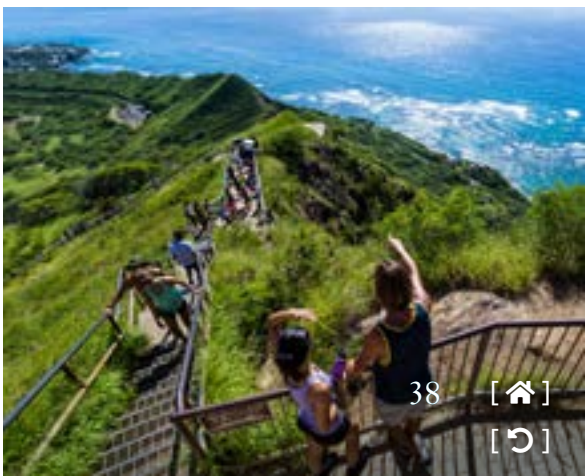
VISITOR PROFILE

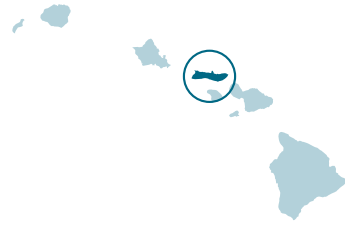
Guests to O‘ahu are active travelers. They’re highly engaged, and relax by having fun. They’ve done their research and are determined to check off their to-do list. They enjoy and prioritize experiences in nature, culinary discoveries, historic landmarks, shopping, nightlife and festivals.

BRAND MESSAGING

This is where culture meets creativity. In the lively center of the Hawaiian Islands, luxury and leisure, excitement and adventure can all be found in just the right proportion to suit you. O‘ahu is famous for iconic Waikīkī Beach, Pearl Harbor and the surfing mecca on the North Shore, but there’s much more to this storied destination. From festivals that celebrate Hawaiian culture to major events at the pinnacle of sports and entertainment, there’s always something to do. Even disappear, into the lush tropical beauty that abounds from mountain to ocean. Discover the next food trend before it goes global, from the up-and-coming chefs and mixologists staking O‘ahu’s claim as a culinary capital. And schedule some free time on your itinerary, when you can go with the flow and soak in the buzz and energy of O‘ahu.

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MOLOKA'I

Rustic. Rugged. Unspoiled. Natural. Old Style Hawai'i.
Community. Simpler Life. Authentic.*

VISITOR PROFILE

Guests to Moloka'i want to learn about, understand, and experience a simpler way of life. A life that is rustic, unspoiled, rugged and reminiscent of “Old Style” Hawai'i.

BRAND MESSAGING

Natural and rustic, Moloka'i remains true to its island roots. Where visitors can experience old-style Hawai'i and feel the Hawaiian culture and *aloha* spirit permeate from the central town of Kaunakakai to the rugged wilderness on a guided trek through revered Hālawa Valley. Explore the glorious North Shore Pali Coast to see the tallest sea cliffs in the world and take in some of the islands' most remarkable views. Or discover Pāpōhaku Beach, one of Hawai'i's largest white sand beaches. Here, it's all about savoring the simple things in life.



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LĀNAʻI

Serene. Secluded. Refined. Luxury.
Soft Adventure.*

VISITOR PROFILE

Guests to Lānaʻi seek serenity and luxury, with great possibilities for soft adventure and an active vacation. They appreciate a quiet, serene and private lifestyle.

BRAND MESSAGING

Embrace serenity on the island where not one single traffic light can be found. Where luxury and privacy are a way of life. As the smallest inhabited island, Lānaʻi offers an escape from it all. Indulge in worldclass amenities, wellness retreats and championship golf, or spend the morning exploring local shops in Lānaʻi City. Delve into the historic *paniolo* (cowboy) culture, take in stunning canyon views of Maunalei Gulch or capture unforgettable sunsets at the iconic Puʻuʻpehe. From land to sea, the unexpected awaits you on Lānaʻi.

* These cue words are the emotional impressions that our target audience should come away with. They are not to be used as taglines or explicit messages in marketing communications.





MAUI

Laid Back. Leisurely. Social Interaction.
Friendly. Not Contrived. Discovery. Small Towns.*

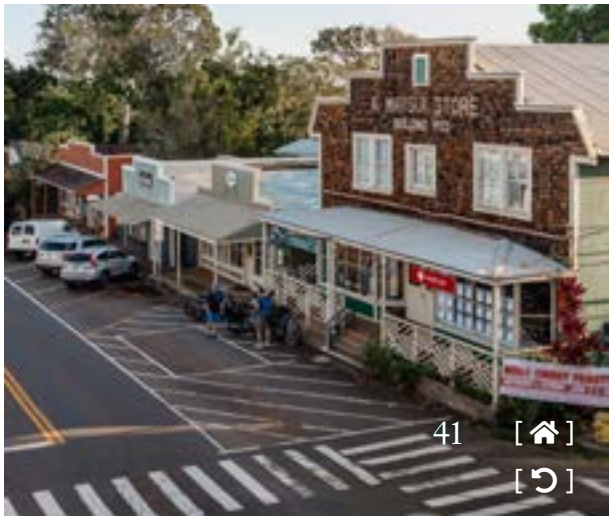
VISITOR PROFILE

Guests to Maui seek variety, choice and spontaneous adventures. They enjoy nature in a passive, civilized way, preferring soft adventures like lying on the beach and meeting local artisans. Most of all, they believe enjoying a vacation shouldn't be work—too much planning turns them off.

BRAND MESSAGING

Maui is where larger-than-life experiences meet small town charm. This is the best of both worlds, offering a unique blend of sophistication and simplicity. Taste the fresh bounty produced year-round by the farms and lush gardens surrounding the quaint communities of Upcountry Maui. Wind down your day at Haleakalā National Park to witness an epic sunset from the top of the world. Or simply lounge pool-side at a luxurious resort, from Kapalua to Wailea. From friendly folks to picturesque landscapes, there's no end to the unique welcome you'll find on Maui.

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ISLAND OF HAWAI'I

Living Culture. Accessible. Active. Exploration.
Saturated Blues/Greens/Blacks. Boundless. Volcanoes.*

VISITOR PROFILE

Guests to island of Hawai'i are active and adventurous with an insatiable curiosity. They seek unique and unusual adventures they can't get anywhere else. They're interested in history, culture and natural wonders that create the "experience of a lifetime." They also like the idea of having "trips" within their vacation.

BRAND MESSAGING

Take a road trip on the youngest and largest of the Hawaiian Islands. Nearly twice as big as all of the other Hawaiian Islands combined, the island of Hawai'i's sheer size and diversity are awe-inspiring. You can see some of the most pivotal sites in Native Hawaiian history and visit a volcano, all while traveling through all but four of the world's different climate zones. From the crystal blue waters of Kona and Kohala Coast to the black sands of Punalu'u to the lush botanical gardens and waterfalls of the Hāmākua Heritage corridor. There is so much more to see and do on this rich, storied island that invites exploration—and adventure.



* These cue words are the emotional impressions that our target audience should come away with. They are not to be used as taglines or explicit messages in marketing communications.

Brand Assets

Logo

Graphic Palette

Pattern

Typography

Photography

LOGOMARKS

STATEWIDE

- 1a Hand-crafted typeface
- 1b Gradient bar



ISLAND-SPECIFIC

- 2a Island identifier
- 2b Gradient bar
- 2c "One of the HAWAIIAN ISLANDS"



PRIMARY LOGOS

These are the official primary logos of The Hawaiian Islands. The Hawaiian Islands logo should be used for statewide and multi-island uses, and the island-specific logos should be used only when one island is represented.

Whenever possible, the 4-color versions are preferred in all communication materials. In the event that a 1-color version is required, utilize the black or white alternative.

DO NOT:

- Alter the marks in any way.
- Separate the text from the gradient bar.
- Add words, shapes or any other new elements to the mark.
- Replace the typeface with any other typeface.
- Modify the size of the text in relationship to the gradient bar.

Statewide and Multi-island Logo



Island-specific Logos



SECONDARY LOGOS

These are the official secondary logos of The Hawaiian Islands. Please use this version of the logos for island-specific purposes when ad units are too small for the readability of “One of the HAWAIIAN ISLANDS” on the primary logos. Whenever possible, the 4-color versions are preferred in all communication materials. In the event that a 1-color version is required, utilize the black or white alternative.

DO NOT:

- Alter the marks in any way.
- Separate the text from the gradient bar.
- Add words, shapes or any other new elements to the mark.
- Replace the typeface with any other typeface.
- Modify the size of the text in relationship to the gradient bar.

Island-specific Logos

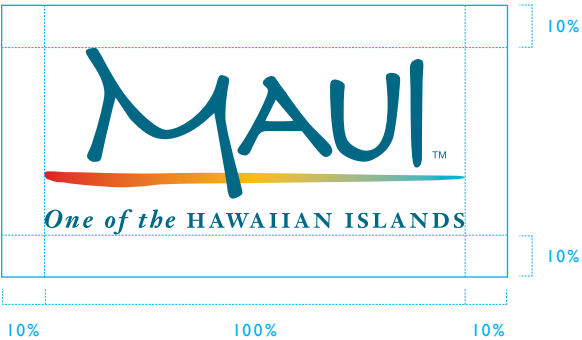
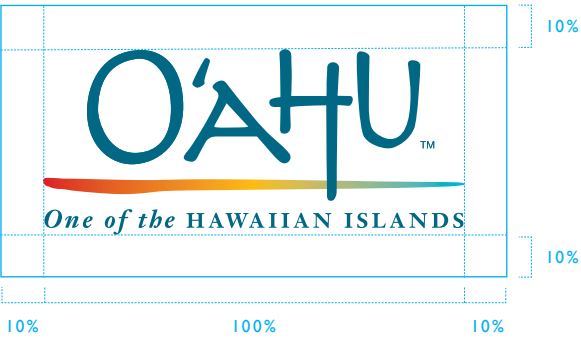
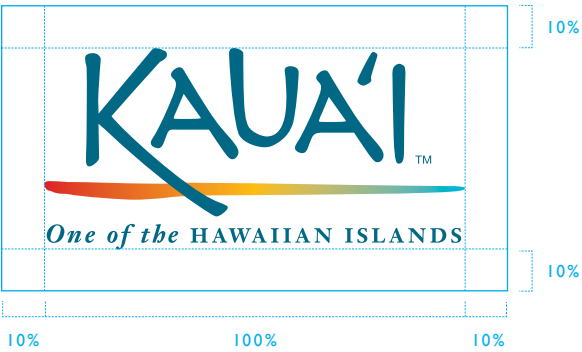


PRIMARY LOGO USAGE

CLEAR SPACE

The clear space of the statewide and island-specific logos (primary and secondary) is **10%** of the overall width of the logo.

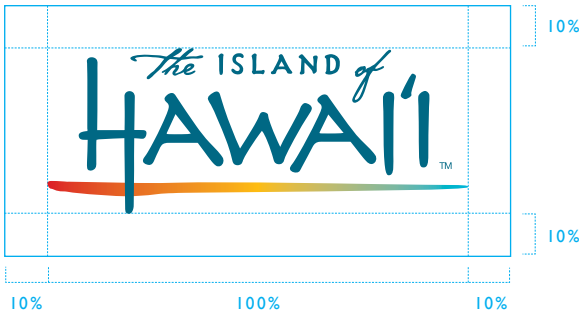
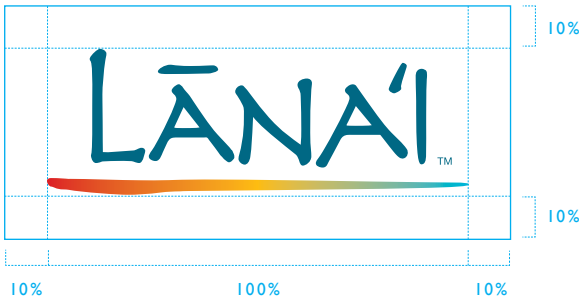
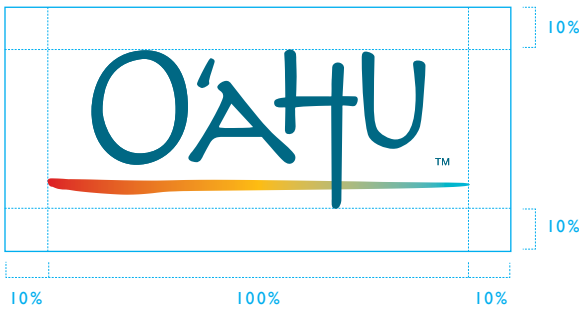
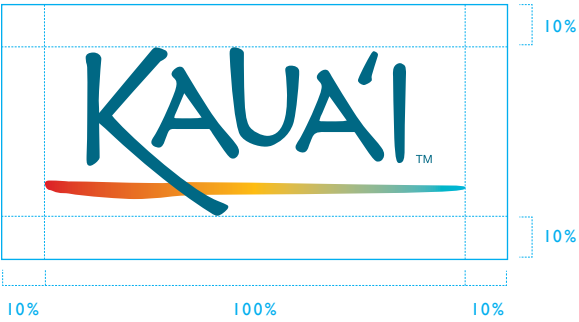
These guidelines apply to both the positive and reversed out versions.



SECONDARY LOGO USAGE

CLEAR SPACE

The clear space of the statewide and island-specific logos (primary and secondary) is **10%** of the overall width of the logo.





LOGO USAGE

These minimum size guidelines apply to both the positive and reversed out versions.*

PRINT 1.5"



1.5"



1.5"



1.5"



1.5"



1.5"



1.5"



1.5"



1.5"



1.5"



1.5"



1.5"



1.5"

DIGITAL 80px



80px



80px



80px



80px



80px



80px



80px



80px



80px



80px



80px



80px

* Please take into consideration final output of logo size especially for large format signage such as a booth or sponsorship banner.

LOGO USAGE



Primary logo
on white background.



Do not remove the
gradient bar.



Do not change the
brand colors.



Do not apply a gradient.



Do not stretch or
skew the logo vertically
or horizontally.



Do not add a drop shadow,
bevel, or any effects to the logo.



Do not alter the transparency.



Do not alter color fills.



Do not rotate or tilt.



Do not apply strokes/outlines.



Do not add any graphic
elements.



Reversed logo on photo with
sufficient contrast.



Do not use reversed logo on
linen background.



Do not use full color logo
on a photo if the contrast
available does not provide
sufficient legibility.



Do not use full color logo
on a color.

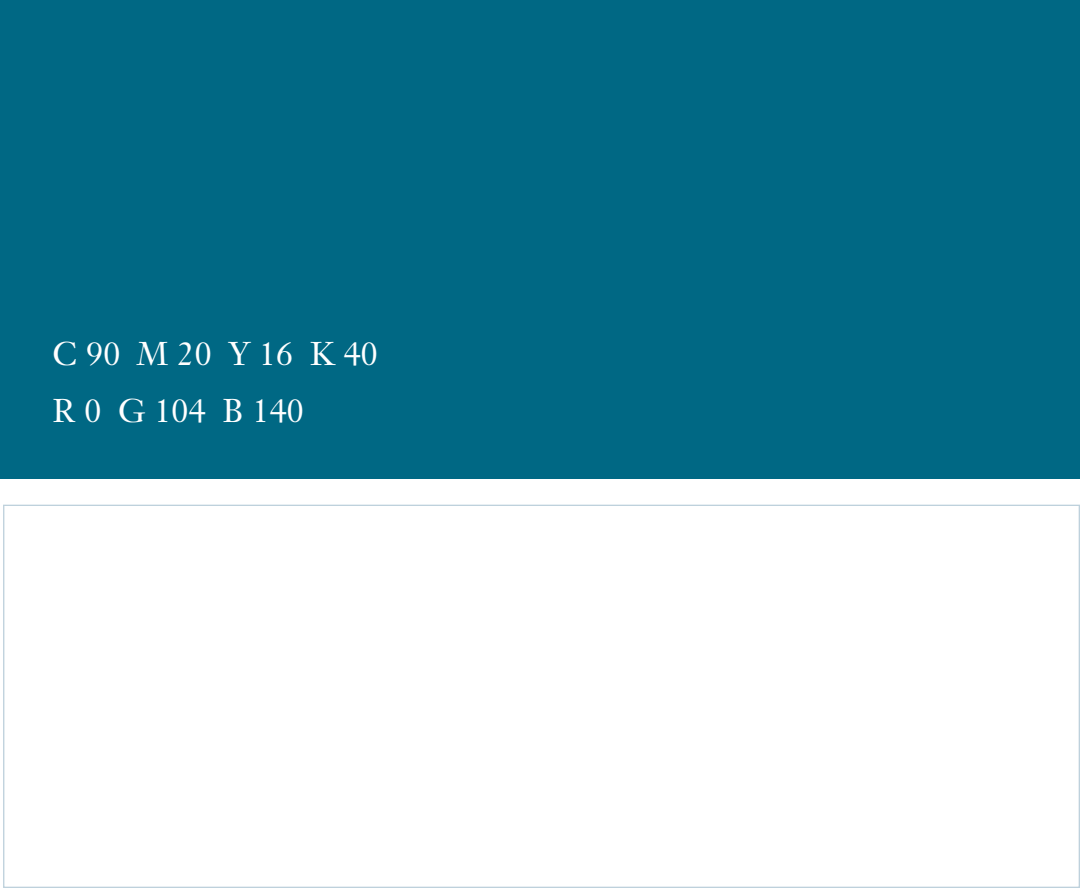


Do not overlay logo on copy.



When using PNGs or JPGs
make sure that they are
the appropriate resolution for
the application.

GRAPHIC PALETTE



C 90 M 20 Y 16 K 40
R 0 G 104 B 140



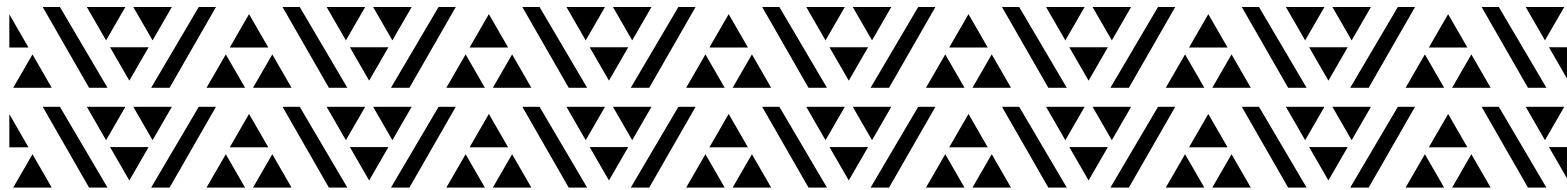
In most brand guidelines you would find a palette of colors to use as needs arise, however in Hawai'i our colors are best reflected in nature. So, we have provided a set of textural photographs that represent the sea, sky and land to be used sparingly as accent color blocks.

PATTERN

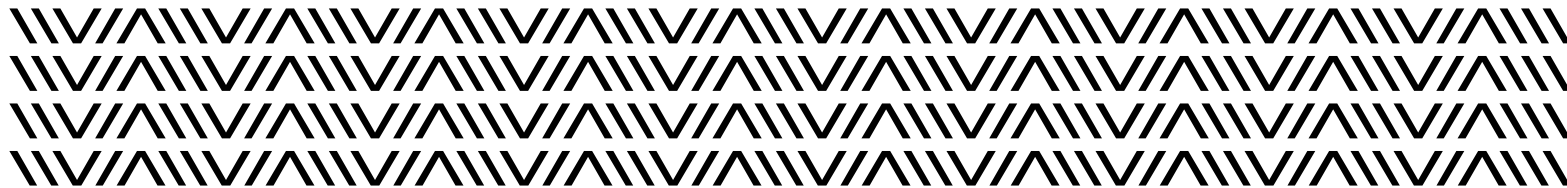
These geometric patterns are inspired by designs imprinted on traditional Hawaiian bark cloth, known as *kapa*. Each pattern has a unique meaning that represents Hawai‘i’s culture and natural beauty. The tighter, closer *niho* (triangular/teeth-shaped) patterns symbolize protection, while the zig zag patterns symbolize the influx of people gathering and coming together.

Using traditional patterns, even with a more modern and simplistic design, helps to keep our assets authentic. However, it’s important to use the patterns sparingly as they can become repetitive and distracting.

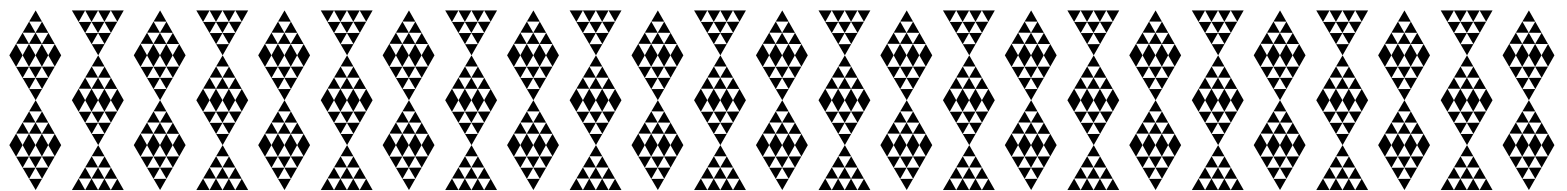
A - MALU



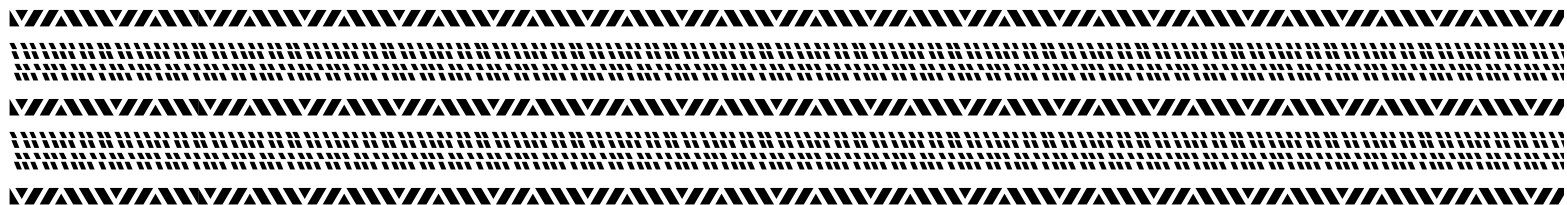
B - HUAKA'I



C - LAUNA



D - HĀNAI



Patterns can be used horizontally or vertically.

TYPOGRAPHY

Legibility is crucial when typesetting text in all print and digital materials. A combination of brand fonts are utilized throughout the brand layouts and contain Hawaiian diacritical markings as needed.

- **Diacriticals:** The use of Hawaiian language diacriticals is important in print, offline, banners, video material and text overlay, but they may be omitted in non-banner digital ads and social media. These markings not only change the pronunciation, but the meaning of the word they are used in.

The *kahakō*, or macron, elongates the sound of the vowel it is placed over (ā, ē, ī, ō, ū). The *‘okina*, or glottal stop, is a consonant that breaks the sound between the vowels it is placed between (a‘a, a‘e, a‘i, a‘o, a‘u).

For example, *lanai* means “stiff-backed,” a *lānai* is a porch or a patio, while Lāna‘i refers to the island.

- **Print and Offline:** Use Hawaiian diacritical markings.
- **Digital:** To ensure the best digital experience for visitors, do not use Hawaiian diacritical markings. Digital banner ads are the exception and should follow “print” guidelines.
- **Hawaiian Words:** Italicize all Hawaiian words except proper nouns and include their meaning in parentheses if it’s not made clear in context.

HEADERS/HEADLINES/BODY COPY

Janson Text LT Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 01234567890

CALL TO ACTION/URLS

Open Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 01234567890

ALTERNATE (WHEN PRIMARY FONTS ARE NOT AVAILABLE)

Arial Unicode MS

PHOTOGRAPHY

Photography is critical in marketing destination brands. When selecting images, choose photos that are evocative, spontaneous, exotic and above all, capture an authentic moment.

- Images must reflect the correct island (do not use a Kaua'i image for a Maui ad).
- Images must be shot in Hawai'i.
- Images should not be flipped, skewed or otherwise altered in a way that renders them visually inaccurate.
- Natural beauty is one of The Hawaiian Islands' brand pillars, so images should not be over-edited or colorized.

KNOWLEDGE BANK

Knowledge Bank is the digital asset library available to all marketing contractors in an effort to help promote The Hawaiian Islands.

Visit hawaii.barberstock.com or contact knowledgebank@hvcb.org for additional assistance.



PHOTOGRAPHY PILLARS



PHOTOGRAPHY TO AVOID

AVOID:

- Contrived, posed, clichéd images.
- Images of people in dangerous situations, too close to endangered species or harassing wild life.
- Depicting lava flows that do not reflect current conditions.
- Stacked rocks.
- Artificial or plastic *lei*.
- Non-native plants or animals.
- Dangerous or sensitive cultural sites.

Please reference the Ma‘ema‘e Toolkit, which can be downloaded here:

[HawaiiTourismAuthority.org/programs/hawaiian-culture/maemae-program](https://hawaiiTourismAuthority.org/programs/hawaiian-culture/maemae-program)



Brand Application

General Rules

Video Content

Web

Native Social

Social Media

GENERAL RULES

- For any consumer facing materials, please reference us as: The Hawaiian Islands. When it's referenced as our brand we capitalize the "T" in The. Do not italicize.
- Please reference the "Sensitive Destinations and Activities" list for location information, general references and laws.
- Reference the island of Hawai'i as "island of Hawai'i" unless it's being used at the beginning of a sentence, then it can be "Island of Hawai'i." First reference to the island should be the island of Hawai'i, subsequent references can be Hawai'i Island with a capital "I" within the same deliverable.
- A person may be from Hawai'i, but should not be referred to as "Hawaiian" unless they are of Native Hawaiian descent. Use "local," "locals" or "*kama'āina*" (long-time resident) for people that live in Hawai'i but are not Hawaiian.



VIDEO CONTENT

When producing video, text appearing on supers should be set in Janson typeface except call to action. Size is at the discretion of the art director. Videos should include Hawaiian diacritical markings.

- A All text set in Janson except CTA.
- B #LetHawaiiHappen appears in the center of the screen.
- C In the end, inverse island-specific logo appears over the video. Use the primary island-specific logos on the ending art card. If the video is statewide or represents multiple islands, use The Hawaiian Islands logo.
- D CTA should be placed below the logo in Open Sans.

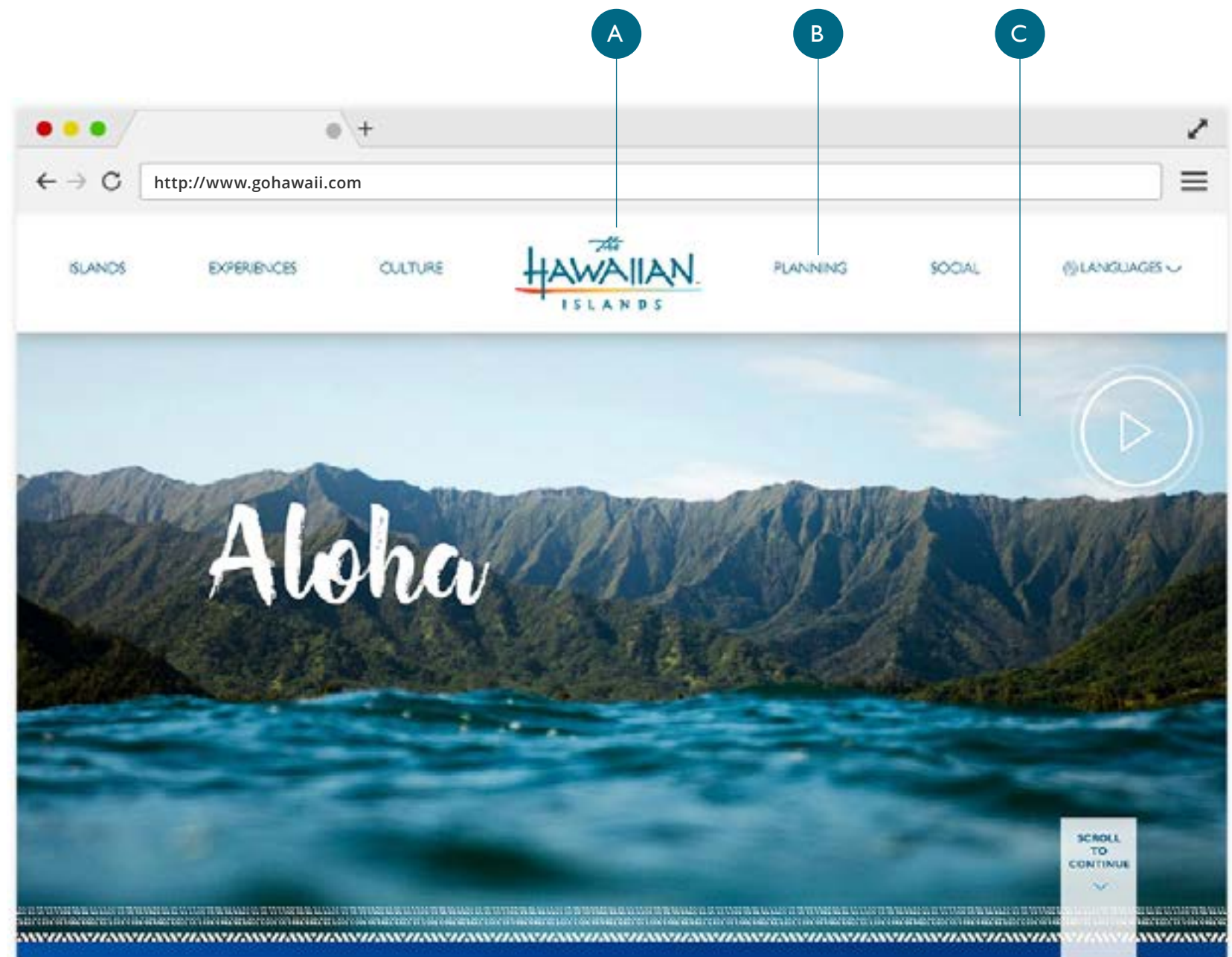


WEB

Do not use Hawaiian diacriticals for digital executions.

- A** Logo is centered on the top of the screen.
- B** Use Arial Unicode MS if Janson web font is not available.
- C** Scenic photo/video is used as a backdrop for the content in a similar fashion to the print ads. Type should be legible on this background.

List as gohawaii.com or hawaiirooted.com, etc.
Use all lowercase with no http or www (should not be GoHawaii.com or www.GoHawaii.com or http://www.gohawaii.com).

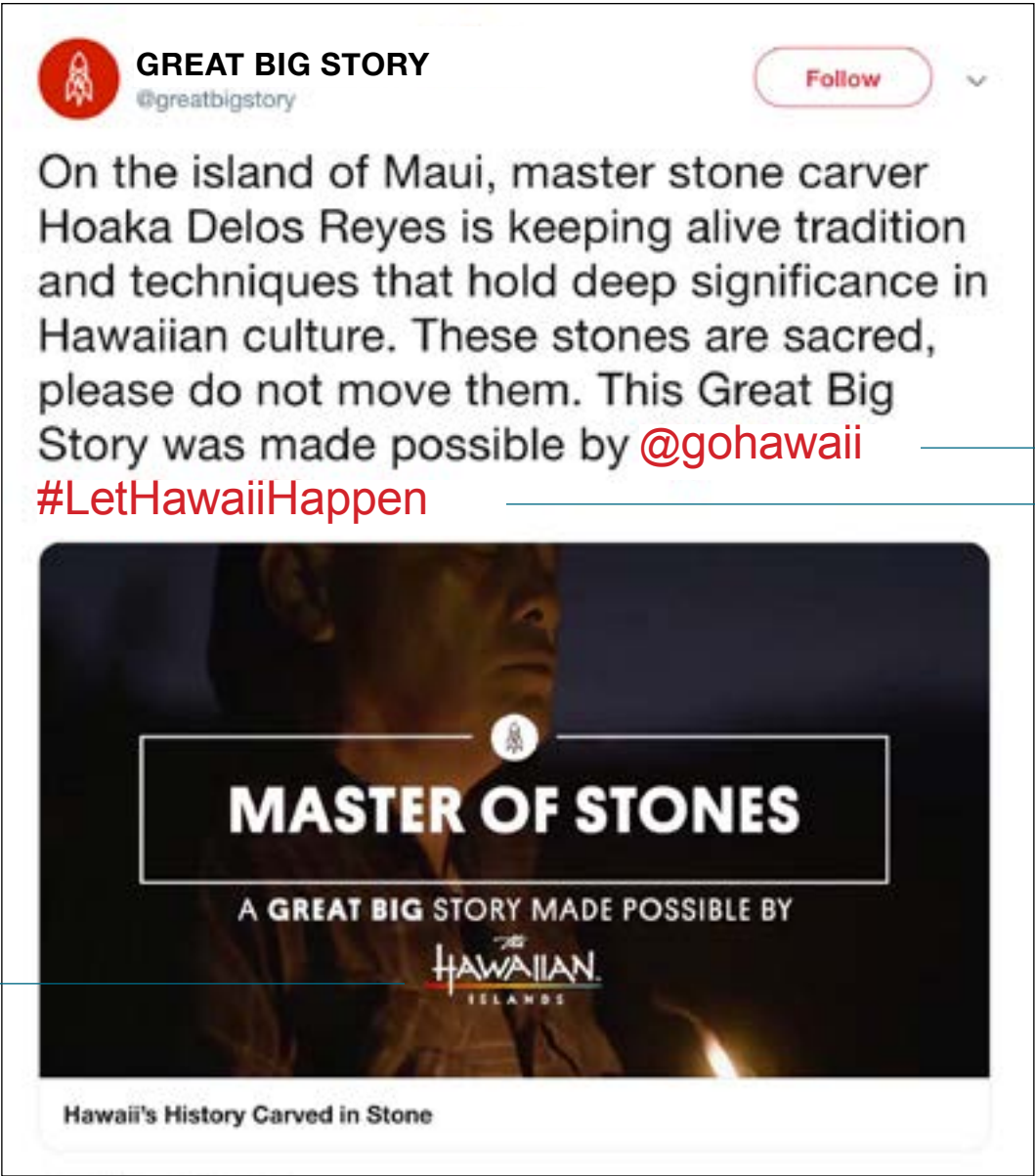


NATIVE SOCIAL

When submitting images and content for digital editorial use, include images with The Hawaiian Islands logo or island-specific logo.

Logos should be provided in png format for transparent backgrounds.

- A Use Appropriate Logo:** Follow logo usage guidelines on pages 44-50.
- B Tagging:** Always include the relevant tag (see page 62).
- C Hashtags:** #LetHawaiiHappen hashtag must appear in caption (as shown), image or video.



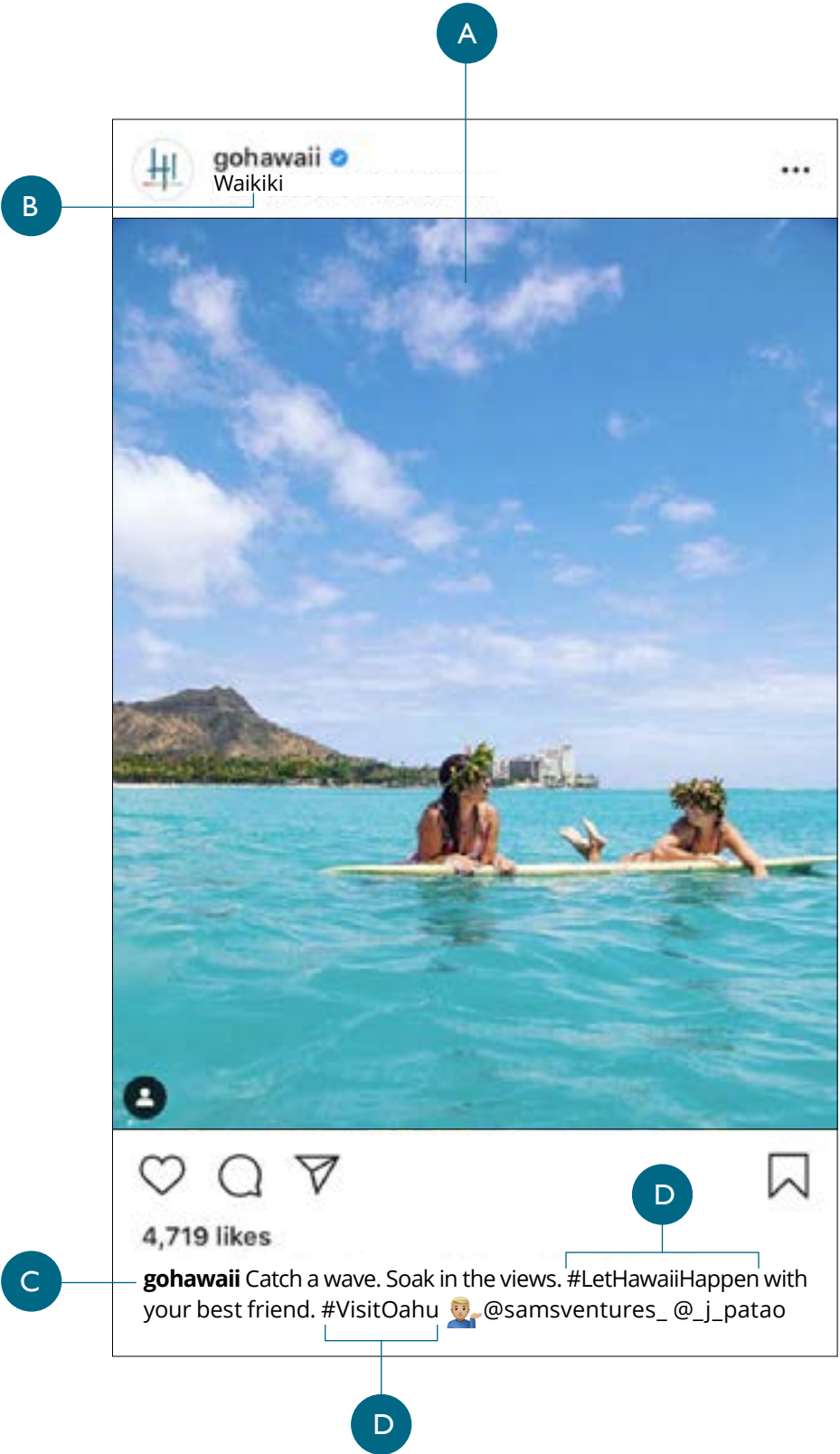
SOCIAL MEDIA

Social media is a primary storytelling outlet. When posting on any social platform, the following four elements are typically included:

- A Imagery:** Use island-specific images/videos when appropriate, and feature authentic, genuine and real moments that provide a sense of place that's uniquely Hawai'i.
- B Locations:** Include location (e.g., island name or specific location) while considering current safety, overcrowding or partnership sensitivities.
- C Post Copy:** Use island-specific copy when appropriate. Do not use Hawaiian diacriticals for digital executions.
- D Hashtags:** All brand hashtags should be title case. Use #LetHawaiiHappen as the primary hashtag followed by the island-specific hashtags.

Tagging: Always include island tag (e.g., @oahuvb) if the image or post contains tagable users, tag or mention them for appropriate credit.

User-Generated Content (UGC): Image and videos should adhere to photography guidelines and always credit the photographer.



ACCOUNTS

Statewide

facebook.com/hawaii
instagram.com/gohawaii
twitter.com/gohawaii
youtube.com/gohawaii
@gohawaii (TW and IG)
@hawaii (FB)

Kaua'i

facebook.com/kauaivisitorsbureau
@kauaidiscovery (TW and IG)

O'ahu

facebook.com/oahuhawaii
@oahuvb (TW and IG)

Maui

facebook.com/visitmaui
@mauivisit (TW and IG)

Moloka'i

facebook.com/molokaivisitorsassociation
@seemolokai (TW and IG)

Lāna'i

facebook.com/visitlanai
@visitlanai (TW and IG)

Island of Hawai'i

facebook.com/islandofhawaii
@hawaiibigisland (TW)
@theislandofhawaii (IG)

HASHTAGS

#LetHawaiiHappen

#VisitKauai

#VisitOahu

#VisitMolokai

#VisitLanai

#VisitMaui

#VisitIslandofHawaii

Authentic Culture

The Meaning of “Aloha”

Hawaiian Culture

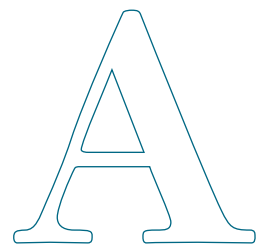
Language & Spelling

Customs & Traditions

Hula

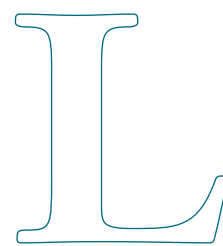
Cultural Sites & Icons

Lei, Flora & Wildlife



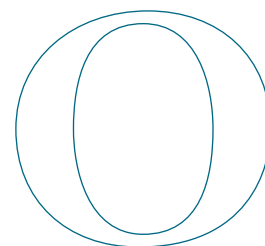
Akakai

Kindness expressed with
a feeling of tenderness



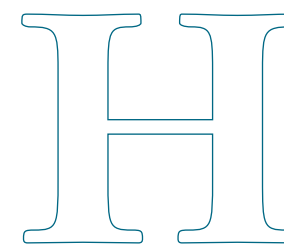
Lōkahi

Unity (unbrokenness)
expressed with a feeling
of harmony



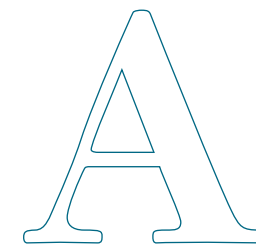
‘Olu‘olu

Agreeable (gentle)
expressed with a feeling
of pleasantness



Ha‘aha‘a

Humility expressed with
a feeling of modesty



Abonui

Patience expressed with a
feeling of perseverance

While *aloha* can mean both hello and goodbye, its full significance is more profound than a simple salutation—as delineated in the writings of Auntie Pilahi Pākī. She was a teacher, community leader and living treasure who championed the spirit of *aloha*. Together with Alvin Shim, Auntie Pilahi wrote and achieved passage of The *Aloha* Spirit Law, Hawai‘i Revised Statutes §5-7.5, as traits of character for its people and a way of life.

HAWAIIAN CULTURE

To communicate the true beauty of the Hawaiian Islands – our culture, heritage and people – we all need to understand what lies beneath the surface and beyond the stereotypes.

The Hawaiian Islands' Native Hawaiian culture is rich and diverse. It is a culture full of *aloha*, storytelling, embracing, and caring for the land, and proud, fun-loving people.

A successful, sustainable tourism industry in Hawai'i honors Hawai'i's culture, our people and our history, continues to protect our natural environment, and engages our local communities. While people from all over the world representing different cultures have contributed to making Hawai'i a top visitor destination, Native Hawaiians and the indigenous culture are what make Hawai'i unique and different from other destinations around the world.

For more information on specific Hawaiian cultural topics and issues, consult the Hawai'i Tourism Authority's Ma'ema'e Toolkit:
hawaii-tourism-authority.org/programs/hawaiian-culture/maemae-program



LANGUAGE & SPELLING

Hawaiian and English are official languages of the state.

Proper use of the Hawaiian language includes the use of the ‘*okina* (which represents a glottal stop—a consonant) and the *kabakō* (a macron used to indicate long vowels.)

The ‘*okina* and the *kabakō* distinguish many words, and without this orthography, word definitions change.

Examples:
ono (a fish) is different from ‘*ono* (delicious)
kau (to place) is different from *kāu* (your)

Hawaiian pī‘āpā (alphabet)
A (‘ā), E (‘ē), I (‘ī), O (‘ō), U (‘ū), H (hē), K (kē),
L (lā), M (mū), N (nū), P (pī), W (wē), ‘ (‘*okina*)

Abbreviation of Hawaiian Words
Hawaiian words should not be abbreviated.
For example, it is Kamehameha Day, not Kam Day; and *mahimahi*, not “mahī.”

Dictionary
We use the *Hawaiian Dictionary: Hawaiian-English, English-Hawaiian Revised and Enlarged Edition* by Mary Kawena Pukui and Samuel Elbert as standard reference, supplemented by *Māmaka Kaiao A Modern Hawaiian Vocabulary* for contemporary vocabulary. These resources can be accessed through wehewehe.org.

Diacritical Markings
‘*Okina* – make sure the ‘*okina* is shown as a single open quote (‘), not an apostrophe (’).
Kabakō – the macron indicating a long vowel in Hawaiian language, as in ā, ē, ī, ō, ū.

Hawaiian as an Adjective
Hawaiian is an anglicized word and does not use an ‘*okina*. When referring to people, “Hawaiian” only refers to people of Native Hawaiian ancestry. Residents of the state do not refer to themselves as “Hawaiian” unless they are, in fact, of Hawaiian descent. People of other racial extractions who live in Hawai‘i are referred to as Hawai‘i residents or *kama‘āina*.

Hawaiian Words in English Copy
In general, set Hawaiian words (except for proper place names) in italics to distinguish them from English (i.e., The visitors were greeted with *aloha*).

Pidgin or Hawaiian Creole English
Pidgin is a unique mixture of words, phrases and idioms drawn from the many languages and cultures (i.e., Hawaiian, Japanese, Chinese, Filipino and Portuguese) that make up the Hawaiian Islands. Pidgin was developed when Native Hawaiians, immigrant laborers, and *haole* plantation owners needed to communicate with each other.

Place Names
Place names are unique to the Hawaiian Islands and are a way to connect the present to the past. Hawaiian place names are preferred over their English nicknames and should be displayed as “Lē‘ahi (Diamond Head)” in print; “Leahi (Diamond Head)” online.

Plurals in Hawaiian Language
English plural forms are not used for Hawaiian words. For example, the plural for *lei* is not “leis.” A few Hawaiian words referring to people have unique plural forms that are marked with a *kabakō* [i.e., *wabine/wābine* (woman/women), *kupuna/kūpuna* (grandparent/grandparents), *makua/mākua* (parent/parents)].

Possessives
When making a Hawaiian word possessive, the word keeps its diacritical marks. For example, Hawai‘i’s, and O‘ahu’s.

Proper Names of Businesses
Encourage proper Hawaiian language orthography even if the businesses or other organizations do not use them in their own materials or logos. However, please maintain trademarks.

CUSTOMS & TRADITIONS



Abupua'a (Traditional Resource Management)

Island ecosystems were so important to early Hawaiians that they observed a system of taboos to govern day-to-day life, with natural resource management at its core. For example, during spawning season for a particular fish, taking that fish was *kapu* (forbidden). Nearshore fishery management systems continue in parts of Hawai'i today, evidence of Hawaiians' love and care for the land.

Aloha Friday

With both long-time and cutting edge designers creating stylish, attractive patterns - in stark contrast to the garish stereotypes - *aloha* wear is common, particularly on Fridays, in a less formal type of interaction in a business setting. *Aloha Friday* is an appropriate theme at trade shows and other gatherings.



Talk Story

A pidgin term for sharing stories or discussing topics of interest with a friend or relative.

“Ancient” Hawaiian Practices

Cultural practices are best portrayed as heritage – with roots in the past but continuing in modern Hawai'i. Instead of referring to them as ancient, which implies that they are no longer observed, consider alternative terms like historic or traditional.

“Big Kahuna”

Kahuna means priest, sorcerer, or expert, a rank bestowed to masters of engineering, architecture, medicine and cultural practices after many years of training and practice. Disrespectful references to *kahuna*, especially terms like Big Kahuna, are inappropriate.



Heiau

Heiau are sacred temples in Hawaiian culture that come in different shapes and sizes, ranging from small stone platforms to complex structures extending hundreds of feet. Whether located in relatively inaccessible regions or populated areas, *heiau* are not necessarily marked, so any unknown structures should be treated with respect and mass visitation to them should not be encouraged.

Humor and Wordplay

It is inappropriate to use Hawaiian words or values in humor or wordplay. (i.e., “*Aloha* means great tee times,” or “*Kama'āina* means discounts.”)

CUSTOMS & TRADITIONS (cont.)

Haole

Once understood to be any person or thing not of Native Hawaiian origin, today refers more specifically to people of Caucasian ancestry in a sensitive but not derogatory way.

Neighbor Islands

The islands apart from O‘ahu are sometimes referred to as “Outer Islands,” which suggests they are distant or remote; a better label is “Neighbor Islands,” which can refer to any island without offense, or simply refer to each island by name. The word interisland is spelled as a single word and means to travel between the eight main islands.

Other Polynesian Cultures

Do not confuse or mix Hawaiian cultural representations with those of other Polynesian cultures.

Responsible Image Use

Do not depict sites that are generally inaccessible to visitors, dangerous or require illegal access through private property. Approved visual assets are available at no cost to qualified entities through Hawai‘i Tourism Authority’s Knowledge Bank, at barberstock.com/hawaii.

Traditions

While it may seem natural to portray traditions as having a singular reality for all Hawaiians, different communities, practices or families often have their own distinct version, sometimes conflicting with others. Instead of a singular tradition, present information with the words “one tradition...” (i.e., One tradition places the birthplace of the *bula* on Moloka‘i).

About Hawaiian Place Names

Hawaiian names incorporate landscape features, observations of weather and natural phenomena, and stories both legendary and contemporary. It honors the people and place to use the correct name. While many designations given in modern times may be used in some cases, modern buildings or designations should never erase the history of a place. See *Place Names of Hawai‘i* by Mary Kawena Pukui, Samuel Elbert and Esther Mo‘okini (available online at wehewehe.org).

Giving Hawaiian Names

Hawaiian names are incredibly powerful and should only be given by those knowledgeable in ‘*Ōlelo Hawai‘i*’ (Hawaiian language) and naming protocol.

Surfing

Known in Hawaiian as *he‘e nalu* (wave sliding), surfing originated as a favorite pastime of the ancient Hawaiians before Western contact. Popularized worldwide by Duke Kahanamoku in the early 20th century, modern surfing’s birthplace is on O‘ahu, where you can find waves ranging from perfect for beginners at Waikīkī to massive Vans Triple Crown of Surfing Competition-worthy conditions on the North Shore. When referring to places famous for big surf, copy should portray it as an activity for experienced or professional surfers, which visitors can watch. If a surf spot has an English nickname, use the Hawaiian place name first and then add the optional English nickname, for example: “*Pe‘ahi*, popularly known as Jaws.”

HULA

Hula is the traditional dance of Hawaiʻi. The chants and songs of *hula* preserve Hawaiʻi’s history and culture. Dances often depict things such as Hawaiian legends, the achievements and deeds of royalty, the beauty of nature, or love. *Hula kahiko* is often referred to as traditional *hula*, and *hula ʻauana* is often referred to as modern *hula*. This distinction, however, incorrectly minimizes the differences between the two and overlooks other important distinctions.

Hula is most commonly misrepresented by use of images of other Polynesian cultural dances. Make sure your images of *hula* are authentic and accurate.



CULTURAL SITES

Like many indigenous groups, Native Hawaiians find landscapes imbued with power and meaning for their association with events of creation or history, plant or animal resource-gathering or ceremonial or spiritual practices. Cultural sites are frequently referenced out of context or are depicted without explanation of their cultural and historical significance. It is encouraged to promote the importance of respecting these sites.



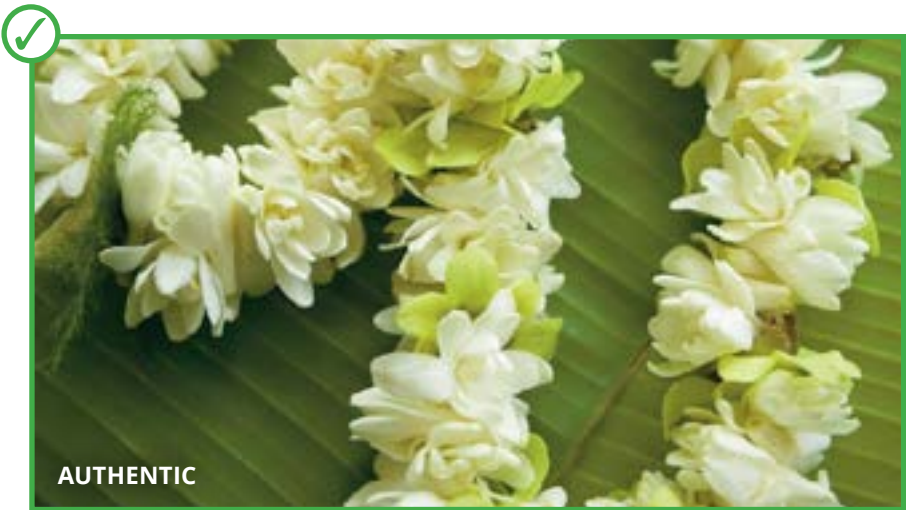
CULTURAL ICONS

Ki'i (not to be confused with tiki, a Maori word) means image or statue in Hawaiian. These symbols represent Hawaiian deities, ancestors and family guardians that are highly significant in Native Hawaiian belief. *Ki'i* are often portrayed in a disrespectful/cartoonish manner and are sometimes incorrectly referred to as tiki or idols. *Ki'i* should not be used in promotional materials except within representation of sacred Hawaiian cultural sites, such as a *heiau*, or place of worship, like Pu'uhonua O Hōnaunau on the island of Hawai'i and/or the Bishop Museum on O'ahu.



LEI

Whenever possible, feature *lei* – the singular and plural form of the Hawaiian word meaning garland – made of fresh materials gathered on the Hawaiian Islands. (i.e., *melia*/plumeria, *‘awa*/*puhi*/ginger, *pakalana*, or *pīkake*). *Lei* may also include the use of seeds, shells, feathers or nuts (*kukui* nut, or candlenut). Many *lei* in Hawai‘i are made of imported materials, such as the common purple and white orchid *lei*. Avoid portraying imported or artificial *lei*, as well as those that utilize endangered plants, or plants under current threats like the *‘ōhi‘a* tree and its *lehua* blossoms.



FLORA

Some plants are endemic to the Hawaiian Islands and not found naturally anywhere else in the world. Many were brought by early Polynesians, while others were imported over two centuries. Prominent in legend and song, flora provide names to children, appear in the designs of *aloha* attire, and adorn the hair. Use images of flora that are commonly found in Hawai‘i.



WILDLIFE

Hawai‘i has an unusually high proportion of endemic species and many of them are endangered. The only terrestrial mammal native to Hawai‘i is the *‘Ōpe‘ape‘a* (Hawaiian Hoary Bat). All other species here were introduced by humans. Use indigenous Hawaiian wildlife with a preference for endemic and indigenous species when promoting Hawai‘i. We ask that you not encourage behavior that brings visitors in close contact with Hawai‘i wildlife, and do not show images of people too close.



Questions?

Mahalo for doing your part to responsibly promote and perpetuate the Hawaiian Islands.
If you have any questions, please contact marketing@hvcb.org.

SOURCES

<https://www.frommers.com/destinations/hawaii/in-depth/history>

<https://hdnpblog.wordpress.com/historical-articles/tourism-in-hawaii>

<https://www.uscpublicdiplomacy.org/blog/tourism-and-hawaiian-culture-curse-and-opportunities>

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