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STATEWIDE PARTNERSHIP LAUNCHES \$2 MILLION HAWAII DEMAND ACCELERATION MARKETING PLAN

*Campaign targets summer booking momentum following kona low storm coverage,
supporting local jobs and traveler confidence*

HONOLULU — The [Hawai'i Visitors and Convention Bureau](#) (HVCB) has launched a \$2 million demand acceleration marketing campaign, funded by the Hawai'i Tourism Authority (HTA), to address travel cancellations fueled by kona low storm perception. The coordinated statewide effort was made possible through the leadership of Governor Josh Green, Department of Business, Economic Development and Tourism Director James Kunane Tokioka, and HTA Interim President and CEO Caroline Anderson. This funding is separate from HVCB's existing year-round marketing budget with HTA.

"It is indeed a privilege to lead this effort alongside our government partners, the visitor industry, and community voices," said Dr. Aaron J. Salā, president and CEO of the Hawai'i Visitors and Convention Bureau. "This campaign is designed to drive immediate economic activity in support of local businesses and jobs across Hawai'i, while also reinforcing the kind of visitor engagement that creates lasting connection. We want people to leave Hawai'i inspired, changed, and carrying a deeper understanding of our home, our people, and our culture long after their journey ends. That is the spirit behind HTA's brand campaign, '[Hawai'i Stays With You](#).'"

While initial storm impacts were localized and short-term, the broader effect has softened booking momentum among travelers actively planning summer travel. The campaign aims to re-engage and convert travelers before they commit to other destinations.

The Hawai'i Demand Acceleration Marketing Plan operates across two coordinated tracks:

- **Part I: Statewide Demand Acceleration** - Focused investment across high-intent booking channels, travel trade, and media to drive conversion in the months ahead.
- **Part II: Tactical Response** - Real-time social listening and content amplification to reinforce current conditions and support traveler confidence.

Together, these efforts are designed to win the summer booking decision among high-value travelers by concentrating investment where travel decisions are actively being made.

In parallel, HVCB is driving bookings by amplifying its [Hawai'i Special Offers Program](#) with paid and owned media. A broadcast media tour will deliver segments to newsrooms in key

markets nationwide, inspiring summer travel and driving viewers to Hawai'i Special Offers. In collaboration with Kilohana by Hawaiian Council, short-form social videos featuring community voices will be produced and targeted to kama'āina and post-arrival visitors.

“While conditions across much of Hawai'i have returned to normal, some travelers may still have questions following the storms, and that uncertainty continues to affect local businesses,” said Caroline Anderson, interim president and CEO of Hawai'i Tourism Authority. “This campaign enables the welcoming messages from the people of Hawai'i to come through clearly and genuinely, so visitors can be confident that their visit will be both memorable and appreciated.”

Businesses statewide are encouraged to participate in the campaign through wholesaler collaborations or by contributing offers to the Hawai'i Special Offers Program. For more information, please contact membership@hvcb.org.

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VISUALS

Provided are high-resolution images of [O'ahu's North Shore](#) and behind-the-scenes photos from [recent filming on O'ahu's North Shore](#). B-roll provided upon request.

Please credit: *Courtesy of Hawai'i Tourism Authority*

ABOUT HVCB

The Hawai'i Visitors and Convention Bureau (HVCB) is a private, nonprofit, destination futures enterprise stewarding the future of tourism in Hawai'i. Grounded in cultural intelligence and community connection, HVCB builds global partnerships, crafts transformative visitor experiences, and leads with innovation to ensure tourism enriches local lives, protects island ecosystems, and advances Hawai'i as a model for the world. For visitor information, visit gohawaii.com. For more about HVCB, visit hvcb.org or follow updates on [Instagram](#), [Facebook](#), and [LinkedIn](#).

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