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STATEWIDE PARTNERSHIP LAUNCHES \$6 MILLION MAUI MARKETING CAMPAIGN TO ACCELERATE ISLAND'S TOURISM RECOVERY

Comprehensive initiative aims to drive travel demand, support local jobs, and restore visitor confidence

HONOLULU — A coordinated statewide effort to support Maui's tourism recovery is now underway, with the launch of a \$6 million Maui Emergency Marketing Campaign funded by the Hawai'i Tourism Authority (HTA). Spearheaded by the Hawai'i Visitors and Convention Bureau (HVCB), this vital campaign 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.

With Maui's visitor arrivals still 21% below pre-pandemic levels, the initiative addresses critical recovery needs that impact the entire state's visitor industry ecosystem. By focusing efforts where they are needed most, the campaign will stimulate travel demand as early as this summer and through the end of 2025—supporting local businesses, preserving jobs, and restoring visitor confidence in the state's most important economic driver.

The initiative represents an alignment of public and private sector partners, including national travel wholesalers, airlines, Hawai'i hotels, and media partners.

"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 at HVCB. "With urgency and clear intention, we are working to deliver meaningful results for Maui's families and local businesses. This campaign is an important initial step in addressing an immediate need. Our larger journey continues—shaping the way we welcome people into relationship with Hawai'i in ways that honor both community and place."

Under HTA's direction, the campaign features:

- **National Wholesaler Program:** An aggressive initiative selling Hawai'i vacation packages that prioritize Maui through partnerships with ALG/Apple Vacations, Classic Vacations, Costco Travel, Delta Vacations, Expedia, and Pleasant Holidays.
- **Targeted Media Campaigns:** Strategic destination marketing initiatives showcasing Maui's distinct offerings through media, social campaigns, and public relations efforts.

In parallel, HVCB is also amplifying its [Hawai'i Special Offers Program](#) with conversion-focused paid and owned media, and supporting the *Maui Nui Kākou Multi-Market* initiative—a cross-brand collaboration with hotels, airlines, and Nexstar Media, including a high-profile “Maui Week” campaign airing nationally across 15 key markets. The Hawai'i Special Offers Program, which includes vetted hotel, activity, and ground transportation offers, gains additional momentum through HTA's partnership with the Los Angeles Rams, extending reach into Hawai'i's priority visitor market.

“We are grateful to Governor Green for releasing funds that made the Maui Emergency Marketing Campaign possible,” said Caroline Anderson, interim president and CEO of the Hawai'i Tourism Authority. “This campaign, together with HTA's partnership with the L.A. Rams, represents a unified effort across government leadership, tourism partners, and national brands to support Maui's recovery. It is a vital step toward restoring confidence in travel to Maui, revitalizing local businesses, and preserving jobs for Maui's communities.”

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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B-ROLL & PHOTOS

High-resolution [images](#) and [b-roll](#) representing the campaign are available for media use. Please credit: *Courtesy of Hawai'i Tourism Authority*

ABOUT HVCB

The Hawai'i Visitors and Convention Bureau (HVCB) is a private, non-profit membership organization founded in 1945. Contracted by the Hawai'i Tourism Authority (HTA) for marketing services in the continental U.S., HVCB works in partnership with its members to promote Hawai'i as a premier visitor destination. HVCB serves the people of Hawai'i by showcasing the state's unique culture, natural beauty, and aloha spirit to the world, aiming to foster a regenerative tourism model that ensures the social, environmental, and economic balance for our island home. 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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