



# 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 Waikiki 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.

\* 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.





# ISLAND OF HAWAI'I

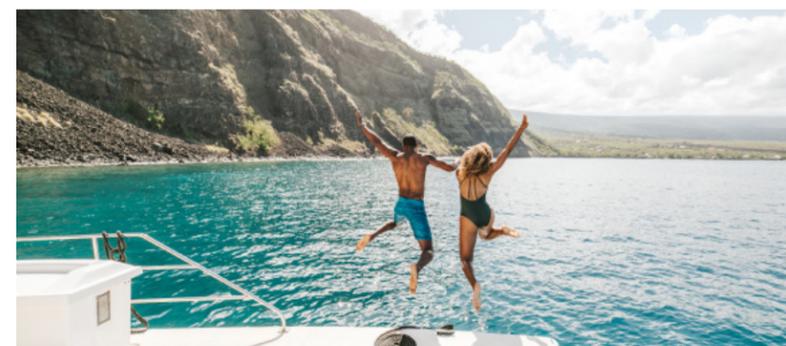
Living Culture. Accessible. Active. Exploration.  
Saturated Blues/Greens/Blacks. Boundless. Volcanoes.\*

## 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.



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# KAUA'I

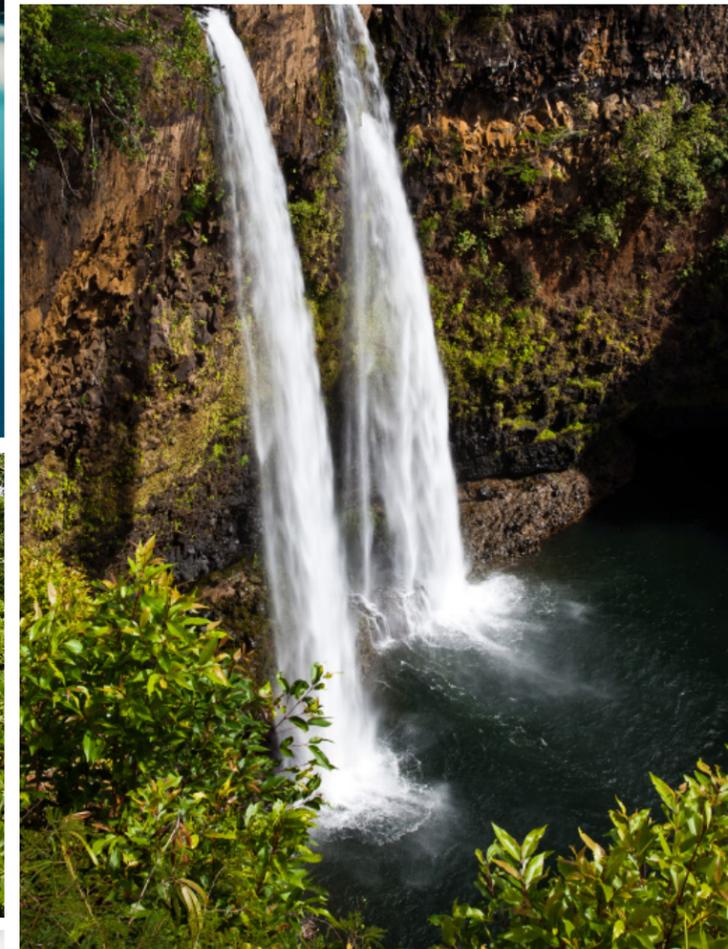
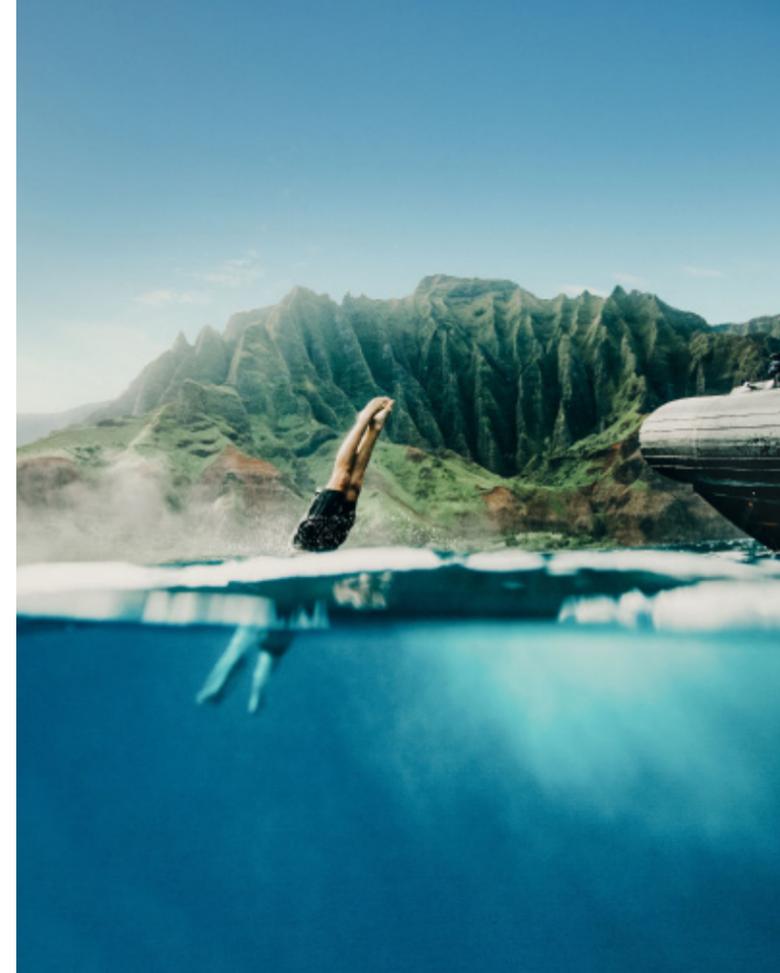
Lush. Idyllic. Peaceful. Serene.  
Immersed in Nature. Endless Shades of Green.\*

## 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.



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# MAUI

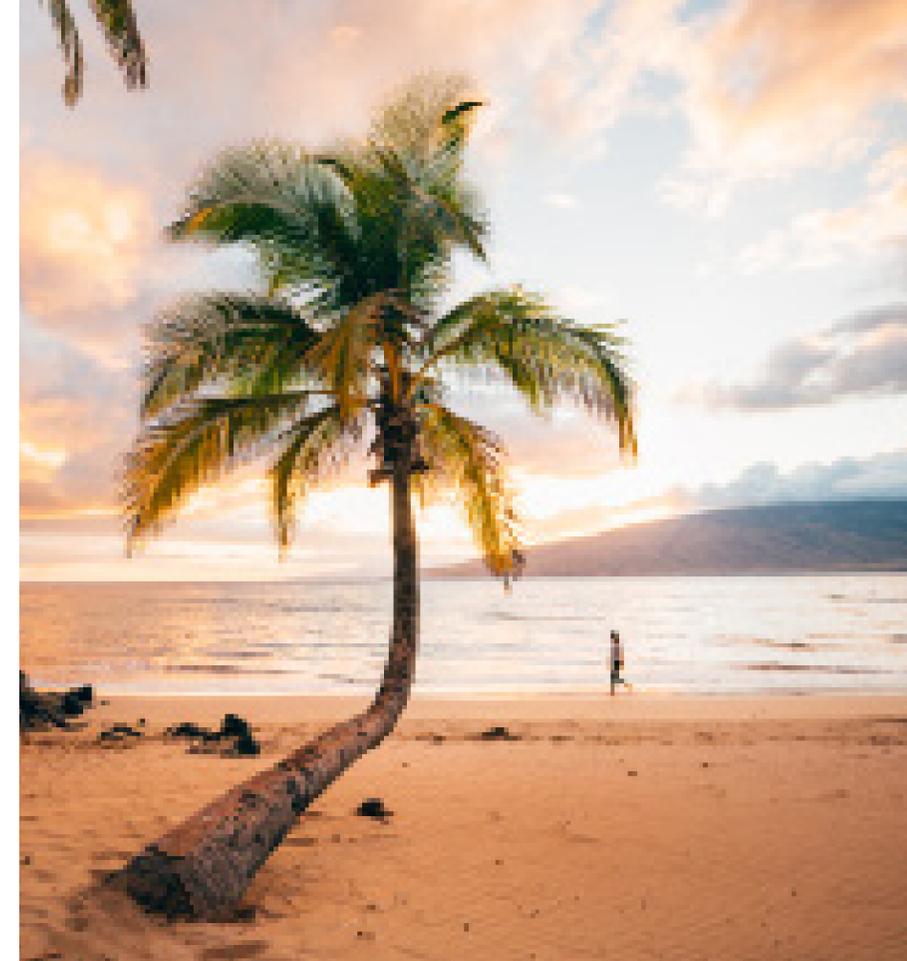
Laid Back. Leisurely. Social Interaction.  
Friendly. Not Contrived. Discovery. Small Towns.\*

## 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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# 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 Puʻuʻupehe. From land to sea, the unexpected awaits you on Lānaʻi.

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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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