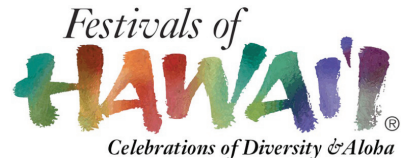


Festival Awareness Campaign Hawai'i Tourism Authority

Note: The Limtiaco Company's campaign received the Pinnacle Award from the National Association of Festivals & Events– "Best Media Relations Campaign" 2007



The Hawai'i Tourism Authority (HTA) provides oversight for nearly 100 festivals on all six Hawaiian Islands. To generate awareness and further their success, the HTA bundled the island-wide festivals under one, innovative campaign to further set apart Hawai'i as one of the world's most desirable vacation destinations.

Therefore, the *Festivals of Hawai'i* campaign, complete with a new logo and tagline, was designed to ensure that the visitor – as well as the local Hawai'i resident – would read, hear and see news of Hawai'i's festivals to stimulate attendance and promote sustainability for the future of this important product.

In the first six months of the campaign, visitors and residents were exposed to festivals and event information on a weekly basis through calendar listings in nearly 50 print publications. Additionally, 480,000 people were reached through TV news stories and print media placements.

The campaign also focused on the importance of hotel concierges as an invaluable resource to provide their guests with "insider tips," launching the program with a concierge breakfast and providing them with *Festivals of Hawai'i* calendars. The top 25 Waikiki hotels were represented at the breakfast; and a representative was hosted from each of the neighbor islands. Media were also invited, resulting in positive news coverage.



Valuable raw footage and print images of events were generated to provide a resource that would be readily available for future editorial coverage.

An attractive quarterly calendar of events was designed, featuring an individual deeply involved in one of the festivals. Detailed event information and descriptive copy was inserted, and the calendars were sent to all concierges at hotels and resorts throughout the state, and to news media.

A 30-second public service announcement and a 7-minute video were developed

and distributed to all Hawai'i television stations, which aired them free of charge. The videos were also aired by the Visitor Industry Network, with confirmed broadcast to 28,000 rooms.

Additionally, the 7-minute video was aired on 10 occasions during one of Hawai'i's most popular community events, "Sunset on the Beach" in Waikiki, which attracts thousands of visitors and residents.

Calendar alerts for each festival were sent to 57 print outlets, four network TV stations, Time Warner Oceanic Cable, Ōlelo (Hawai'i's public television station) and 47 radio stations in Hawai'i. Also targeted were in-flight magazines for Hawai'i-based airlines.

To support our media pitches, festivals were carefully researched to pique the interest of the news media with unusual angles, personalities and story ideas. The result was extensive feature coverage for these festivals and the building of awareness with regard to HTA's commitment to local events.