

## Maui for Life Campaign Maui Visitors Bureau

Maui for Life was a public relations campaign created by The Limtiaco Company (TLC) for the Maui Visitors Bureau. Noting the heightened interest in health and wellness, the aging baby boomers with disposable income and the trend toward “experiential travel,” we determined that the time was right to address this potential market with a solid campaign.

Additionally, the Hawai'i Tourism Authority had officially recognized health and wellness tourism as a targeted niche and supported a variety of efforts to recognize and grow this segment. None of the islands, however, had yet embarked on a themed campaign with a full range of components to draw attention to the product.

Maui for Life included a “tool kit” of items designed to support the campaign and promote it in the media marketplace. We began with the product. A thorough assessment was made of the health and wellness product on Maui, identifying not only the conventionally-known and upscale resort spas that are now a standard of the industry, but including small day spas, treatment centers, alternative methodologies and ethnically–linked treatments and activities that spoke to Hawai'i's special niche as melting pot.

Particular attention was paid to native Hawaiian contributions to the field of health and wellness; and a spokesperson was identified for the program who represented that niche: *Kabu* (respected teacher) Lyons Naone.

A compendium of health and wellness products was created and used as the core of a new Maui for Life press kit, designed with a campaign logo. Additional components of the press kit included a glossary of health and wellness terminology, a calendar of events, a background piece on native Hawaiian healing, information on the island's annual health and wellness event, a resource guide, including credible spokespersons, a piece on the spas on Maui and a photography request form.

To accompany and support the press materials, photography was gathered, assessed for quality and augmented. In particular, many of the complementary treatment facilities and small businesses flourishing in Maui's health-conscious culture did not have publication-quality photography on hand, so this need was addressed with a photo shoot. Many resort spas contributed their own excellent photography.

To support broadcast media pitching, b-roll was shot with an eye toward showcasing some of the less well-known aspects of wellness tourism—cerebral/cranial work in sea water, native Hawaiian herbal and spiritual treatments and ancient Chinese remedies.

In early 2004, Maui for Life was launched with an announcement news release and photo in travel trade publications. It was then rolled out into local Hawai'i business publications and in-flights and national consumer media.

Throughout 2004 a series of media blitzes were organized in key market cities (New York, Phoenix, Ft. Worth, Houston, San Diego, Orange County, Los Angeles, San Francisco, Atlanta, Chicago and Boston), featuring appearances by the Maui Visitors Bureau public relations director to announce the campaign. As these out-bound initiatives occurred, arrangements were made to bring in top travel writers to Maui to experience elements of Maui's wellness tourism product.

These visits have resulted in media coverage in *Spa* magazine, *Healing Lifestyles & Spas*, *Fit Yoga*, *Coast*, *Home & Away*, *Upscale*, *Epicurean Traveler*, *Copley News Service*, *Boston Globe*, *Arthur Frommer's Budget Travel*, *Robb Report*, *Singles*, *Birmingham News*, *Charlotte Observer*, *American Spa*, *San Francisco magazine*, *San Jose Mercury News*, *The Clarion-Ledger* and others.