

Maui Loves Kids Campaign Maui Visitors Bureau

TLC PR created and implemented a campaign for the island of Maui that successfully identified and pursued the niche market of family travel.

Initially, the intent of the Maui Visitors Bureau was simply to commission a series of visits by family travel writers. However, we proposed the development of an entire campaign that would label Maui as the "family-friendly" island.

"Maui Loves Kids" was launched during a special event in a park where a group of Maui children "designed" the new campaign press kit by imprinting their handprints on fresh, white kit covers. The colorful scene was recorded by a photographer and was used as the launch photo for the announcement of the campaign.



The best of the resulting press kits were mailed as originals to top family travel writers, and a graphic design firm was selected to refine the design and to produce hundreds more. The kits were customized to showcase Maui activities, accommodations and services appealing to families.

The announcement of the campaign itself provided "grist" for the media mill, generating stories in travel trades about this new Maui initiative and highlighting the MVB executive director as the spokesperson.

The ensuing consumer campaign comprised an intense media pitching effort, targeting this niche, followed by invitations from the MVB to visit Maui. Writers were aggressively pursued for Maui visits, with air transportation provided to the writer and his/her family.

Results: The campaign identified and attracted an entirely new segment of travel writers, resulting in hundreds of media placements in both trade and consumer media, and the campaign title became a "buzz word." An advertising campaign was later added to the campaign once the editorial support provided the credibility and third party endorsement.

Within the state, Maui clearly claimed ownership of the family travel image and was even copied by the other islands.

Client Comment: "This was the most successful media campaign introducing a new concept conducted during my tenure as executive director. I highly recommend TLC PR for out-of-the-box thinking and excellent execution."

Marsha Wienert, Executive Director
Maui Visitors Bureau