



## MEDIA KIT

# HAWAII'S BEST TRAVEL

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# HAWAII'S BEST TRAVEL

## A Trusted Voice for Responsible Hawaii Trip Planning

Hawaii's Best Travel helps travelers plan Hawaii trips that are meaningful, memorable, and mindful.

Through our website, podcast, and social channels, we provide trusted trip-planning guidance that helps travelers make confident decisions before and during their visit.

Our mission is to highlight Hawaii's unique experiences, elevate local voices and businesses, and encourage thoughtful, respectful travel throughout the islands.

Our audience primarily consists of women travelers and families (ages 25–54) who are actively planning trips to Hawaii and value:

Let's Discover the Aloha State!  
Bryan & Ali Murphy



- Discovering the best experiences Hawaii has to offer, beyond the typical tourist checklist
- Supporting local businesses and community-driven experiences
- Engaging with Hawaiian culture and traditions in a respectful, informed way
- Learning how to travel with aloha through thoughtful planning and cultural awareness

By partnering with Hawaii's Best Travel, you're aligning with a highly engaged planning audience that values trust, cultural respect, and recommendations that genuinely improve their Hawaii experience.



Volunteering at Maui Cultural Lands



Hanging with the bees at HI Honey Farm - Oahu



Podcast with Kamaka Ukulele



Podcast with Leilani's on the Beach

Hawaii's Best Has Been Featured In



# BRANDS WE'VE WORKED WITH

Selected brands and organizations featured through podcast partnerships and guest interviews



KAUAI JUICE CO



TURO

Shaka  Guide

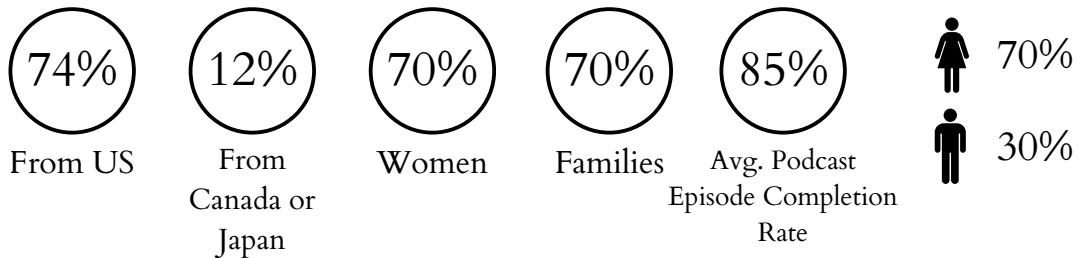
THE KAHALA  
HOTEL & RESORT  
Honolulu, Hawaii

**CONTACT US**

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# STATISTICS

Audience and performance metrics reflect a highly engaged, trip-planning audience across podcast, social, and owned platforms.



## PODCAST STATISTICS

**18K**  
AVG. MONTHLY  
DOWNLOADS

**4K**  
AVG. EPISODE  
DOWNLOADS

**601K**  
TOTAL DOWNLOADS  
TO DATE

Top 30 Podcast in U.S. Travel & Leisure • Top 1% of Podcasts Worldwide



## INSTAGRAM STATISTICS LAUNCHED, JAN 2018

**255K**  
FOLLOWER  
NETWORK

**3M+**  
WEEKLY  
IMPRESSIONS

**285K+**  
DAILY REACH



## FACEBOOK STATISTICS LAUNCHED, JAN 2018

**95K**  
FOLLOWERS

**750K+**  
WEEKLY  
IMPRESSIONS

**6K**  
FACEBOOK  
GROUP



## PINTEREST STATISTICS LAUNCHED, JAN 2019

**480K**  
MONTHLY  
VIEWERS

**120K**  
WEEKLY  
IMPRESSIONS



## WEBSITE & EMAIL STATISTICS

**40K**  
MONTHLY  
VISITORS

**15K**  
EMAIL  
SUBSCRIBERS

# Ways Brands Work With Hawaii's Best Travel

Hawaii's Best Travel partners with brands across podcast, blog, social, and email through custom campaigns designed around audience fit and trip-planning relevance. Partnerships are intentionally limited and built to feel informative, trusted, and genuinely helpful to travelers planning a Hawaii vacation.

Our audience consists of active trip planners in the research and booking phase who rely on Hawaii's Best Travel as a primary resource for making informed decisions. They are high-intent travelers seeking expert guidance and authentic recommendations they can trust.

Every partnership is carefully evaluated to ensure it serves our audience first. When brands and content align naturally, travelers receive genuinely useful information, brands connect with the right audience at the right moment, and our platform maintains the trust that makes it effective.

## Partnership Formats

### Podcast Partnerships

Host-read sponsorships and integrated mentions within relevant episodes of the Hawaii's Best Travel podcast, with optional interview-style episodes or category exclusivity when aligned.

### Blog & Evergreen Content

In-depth editorial features and planning resources designed to support travelers during the research and decision-making phase, with long-term discovery through search.

### Email & Newsletter Placement

Featured placements within the Hawaii's Best Travel newsletter, reaching a high-intent audience actively planning trips to Hawaii and making booking decisions.

### Social Distribution

Supporting content across Instagram, Facebook, and Pinterest to reinforce podcast and blog campaigns and extend reach during key planning moments.

### Custom Campaigns

Multi-platform partnerships combining podcast, blog, email, and social for launches, seasonal travel campaigns, or tools that support better Hawaii trip planning.

# What Makes These Partnerships Different

## Audience actively planning trips to Hawaii

Reaching travelers when decisions matter most

## High podcast completion rates and host-read trust

Authentic delivery that audiences value and respond to

## Evergreen discovery beyond launch windows

Content that continues working long after publication

## Audience-first recommendations, not scripted ads

Genuine integrations that maintain editorial integrity

## Thoughtful brand alignment over volume

Selective partnerships that preserve trust and relevance

## Selectivity & Fit

Hawaii's Best Travel works with a limited number of partners at a time to ensure integrations remain relevant, trusted, and valuable to our audience. Not every opportunity is the right fit, and alignment always comes first.

This approach protects the trust we've built with our community while ensuring partner brands receive focused attention and high-quality integrations.

## Let's Explore a Partnership

Partnerships are customized based on goals, timing, and platform mix. Each collaboration is designed specifically around what will deliver the most value for your brand and our audience. To explore a potential partnership or request a tailored proposal, get in touch.

## Contact

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