HAWAII'S BEST TRAVEL

Helping Visitors Plan Better Hawaii Trips



An independent media platform reaching visitors while they're planning their Hawaii trip

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AUDIENCE SNAPSHOT

Hawaii travel advice. Across four channels.

Practical help with places to stay, activities, local food, and the details of a Hawaii trip.

PODCAST

735K+

Lifetime podcast downloads

15K-20K average monthly downloads

SOCIAL

380K+

Combined account followers

Account breakdown on the next page

EMAIL

15K+

Active email subscribers

31.7% median open rate in October

WEBSITE

50K+

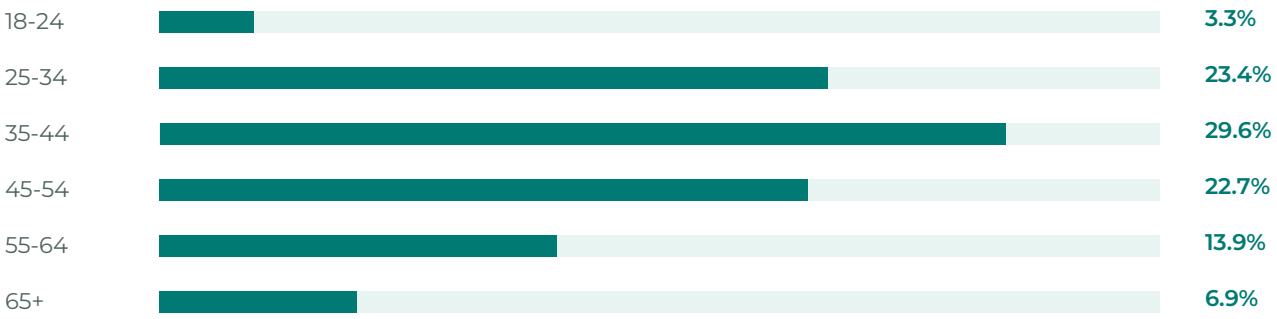
Website pageviews

September 2026 | Raptive

INSTAGRAM AUDIENCE

67.5% women

75.7% ages 25-54



Source: Instagram Insights, Nov. 1, 2026. Under 18: 0.1%; figures are rounded.

ABOUT 90% U.S.

Share of website sessions, July-September 2026. Top U.S. podcast markets: California, Hawaii, Texas, Illinois, New York, and Washington.

Sources: Raptive; Instagram Insights, Nov. 1; Flodesk, Nov. 1. Open rate: five regular October broadcasts; placement audience varies. Active subscribers are account-wide. Podcast markets: September 2026 location export.

SOCIAL ACCOUNTS & PERFORMANCE

380K+ followers. Here's where to find them.

Click any account below to see the content and community behind the numbers.

FACEBOOK

117.1K

Hawaii's Best Travel

INSTAGRAM

220.3K

@hawaiis.best

INSTAGRAM

29.2K

@hawaiisbestpodcast

INSTAGRAM

23.5K

@hawaiisbesttravel

CONTENT PERFORMANCE | JUN 17-SEP 14, 2026

11.2M

Instagram organic views

Instagram-only breakdown from the main account dashboard.

14.5M

Facebook organic views

Facebook page content views during the same 90-day period.

Followers show audience size. Views show content activity; they can include repeat exposure. These are separate platform totals, not a combined unique audience or guaranteed campaign result.

Sources: Metricool and Instagram profiles, Oct. 30-Nov. 1, 2026. Performance: Meta Business Suite, Jun. 17-Sep. 14, 2026. Organic distribution; no ads or boosts, confirmed by Bryan Murphy. Account follows overlap; collaborative post totals are not added across handles.

WHO IS BEHIND HAWAII'S BEST

Hi, I'm Bryan Murphy.

Owner of Hawaii's Best Travel and host of the Hawaii's Best podcast.

I help people plan better Hawaii trips through practical advice, local voices, and Hawaiian cultural perspectives.



I've been podcasting since early 2019. What I enjoy most is talking with people who help us understand Hawaii a little better. Along the way, I've become a Certified Hawaii Destination Expert and joined the Hawaii Visitors & Convention Bureau.

When we work together, you'll be talking with me - and I'll help turn your goals into a campaign that fits.

A partnership should be useful to your brand and the people planning their trip.

I'd love to learn about your marketing goals, audience, and timing. From there, I can suggest a few approaches for us to explore together. If you already have a campaign idea, I'd love to hear it. You don't need one to get started.

I'm selective about the brands I work with. If I wouldn't recommend something to my own family, I won't recommend it to my audience.

SELECTED PRESS QUOTES — LINKED ARTICLES

Travel + Leisure

Beach.com

Parade

More time with listeners. More room for your story.

The podcast is central to Hawaii's Best: ongoing conversations, practical advice, and a familiar host voice that gives your story room to unfold.

TOP 30 U.S. TRAVEL* **86% COMPLETION*** **SINCE 2019**

CHANNEL	WHAT WE CAN CREATE	REPORTING
Podcast	Host-read messages, episode integrations, and **dedicated episodes** built around your brand, stay, experience, or story.	Episode downloads; ad impressions for tracked ad placements.
Email	Newsletter placements and dedicated features with a clear next step.	Sends, opens, and tracked link clicks.
Social	Single images introduce offers. Carousels explain details. Reels demonstrate experiences. Stories and DMs offer a next step.	Views, reach, shares, saves, comments, and tracked clicks.
Website & on location	Sponsored articles and on-location content that answer questions and explain the experience.	Article pageviews and tracked outbound link clicks.

*Publisher-reported: Apple Podcasts U.S. Travel Top 30 chart milestone and 86% completion rate. Sales attribution requires brand tracking. Licensing and paid usage are priced separately.

SELECTED CAMPAIGN RESULTS

Two goals.
Two campaign approaches.

A timely flight offer builds awareness. Practical travel advice helps explain a product.



Hawaiian & Alaska Airlines

FLIGHT-SALE CAMPAIGN | JULY 2026

A coordinated campaign across podcast, email, social, and website content, with a comment-to-DM flow for the offer.

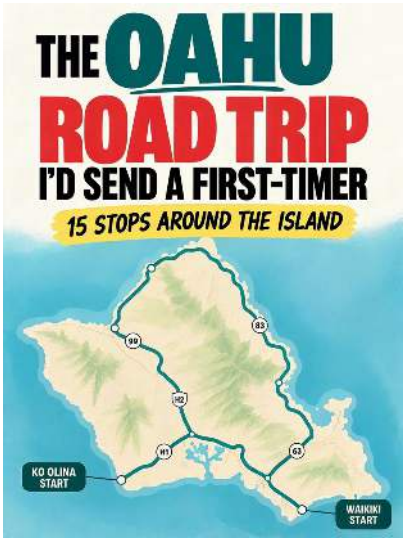
2.4M
Organic views

75.7K
Shares

31.5K
Comments

View the sale post

Featured post: Instagram + Facebook organic views. Native link clicks: 428. Past offer; ended.



Shaka Guide

PODCAST + EMAIL + SOCIAL | SUMMER 2026

Six podcast host-reads, three newsletter features, four Reels, and four carousels helped travelers see where the app fits.

513
Show-notes clicks

60.6K
Carousel views

937
Carousel saves

Explore the Oahu carousel

Clicks: six podcast placements. Carousel: organic views, 937 saves, 277 comments.

Sources: airline Meta report archived September 2026 (combined Facebook + Instagram organic views). Shaka Guide carousel: Metricool, Nov. 1, 2026; podcast clicks: recorded campaign tracker snapshot. Figures describe the named post or placement set, not unique people or bookings. Results vary.

MORE WAYS TO WORK TOGETHER

A fuller story, across more channels.

Examples of resort coverage and campaigns that explain an idea in more depth.



RedWeek

PAID CAMPAIGN

Podcast, newsletter, Reel, Stories, and a sponsored article about booking a Ko Olina resort stay through RedWeek.

Reel Article

The Kahala Hotel & Resort

HOSTED STAY

A dedicated podcast review and article about our stay, what stood out, and who the resort could suit. Episode 162, June 2025.

Episode



Terraformation

PAID CAMPAIGN

Podcast, email, social, and an article explaining native forest restoration and how travelers can support the work.

Article

TYPICAL TRACKED INSTAGRAM PERFORMANCE

75K
Single images
45 posts

25K
Carousels
12 posts

11K
Reels
62 posts

Median organic views on @hawaiis.best. Posts published Aug. 1-Oct. 24, 2026; accumulated results retrieved Nov. 1 via Metricool. Different post ages; includes non-sponsored content. Results vary.

SELECTED PAID CAMPAIGN PARTNERS

Hawaiian Airlines · Red Week · Terraformation · Shaka Guide · Hawai'i Tourism Authority

Hosted stays: The Kahala Hotel & Resort and Marriott Bonvoy. Paid campaign logos shown above.

GET IN TOUCH

What would you like your marketing to do?

You don’t need a campaign planned. Let’s start with what you’re hoping to accomplish.

Talk with Bryan Murphy

We’ll talk through your goals, audience, timing, and budget. I can suggest a few campaign approaches and, if there’s a fit, put together a clear proposal.



Book a 15-minute partnership call

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(808) 465-8385

HawaiisBestTravel.com

INSTAGRAM

@hawaiis.best @hawaiisbestpodcast @hawaiisbesttravel

Facebook: Hawaii’s Best Travel