



**MEDIA KIT**

# HAWAII'S BEST

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# WELCOME TO HAWAII'S BEST TRAVEL

Hawaii's Best exists to provide resources and support for visitors through our website, podcast, and social media.

Our mission is to highlight Hawaiian culture and regenerative tourism by expanding the marketing initiatives of Hawaii's most recognizable brands and companies.

The majority of our demographic are women travelers, primarily families, aged 24 to 44, with an interest in learning Hawaiian culture and experiencing Hawaii. They are interested in local events, traditional cuisine, cultural experiences, and traveling with aloha.

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



## **CONTACT US**

808.465.8583  
BRYAN@HAWAII SBESTTRAVEL.COM  
HAWAII SBESTTRAVEL.COM

# BRANDS WE'VE WORKED WITH

Some guests we've had on the podcast and brands we've worked with:



**TURO**

Shaka 🤙 Guide

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# STATISTICS



## INSTAGRAM STATISTICS LAUNCHED, JAN 2018

**300K**  
FOLLOWER  
NETWORK

**3M+**  
WEEKLY  
IMPRESSIONS

**285K+**  
DAILY REACH



## FACEBOOK STATISTICS LAUNCHED, JAN 2018

**42K**  
FOLLOWERS

**322K+**  
WEEKLY  
IMPRESSIONS

**3K**  
FACEBOOK  
GROUP



## PINTEREST STATISTICS LAUNCHED, JAN 2019

**122K**  
MONTHLY  
VIEWERS

**10K**  
WEEKLY  
IMPRESSIONS



## PODCAST STATISTICS LAUNCHED, MAR 2019

**18K**  
AVG. MONTHLY  
DOWNLOADS

**4,000**  
AVG. EPISODE  
DOWNLOADS

**360K**  
TOTAL DOWNLOADS  
TO DATE

**Top 30 Podcast in Travel & Leisure and Top 1% of Worldwide Podcasts**

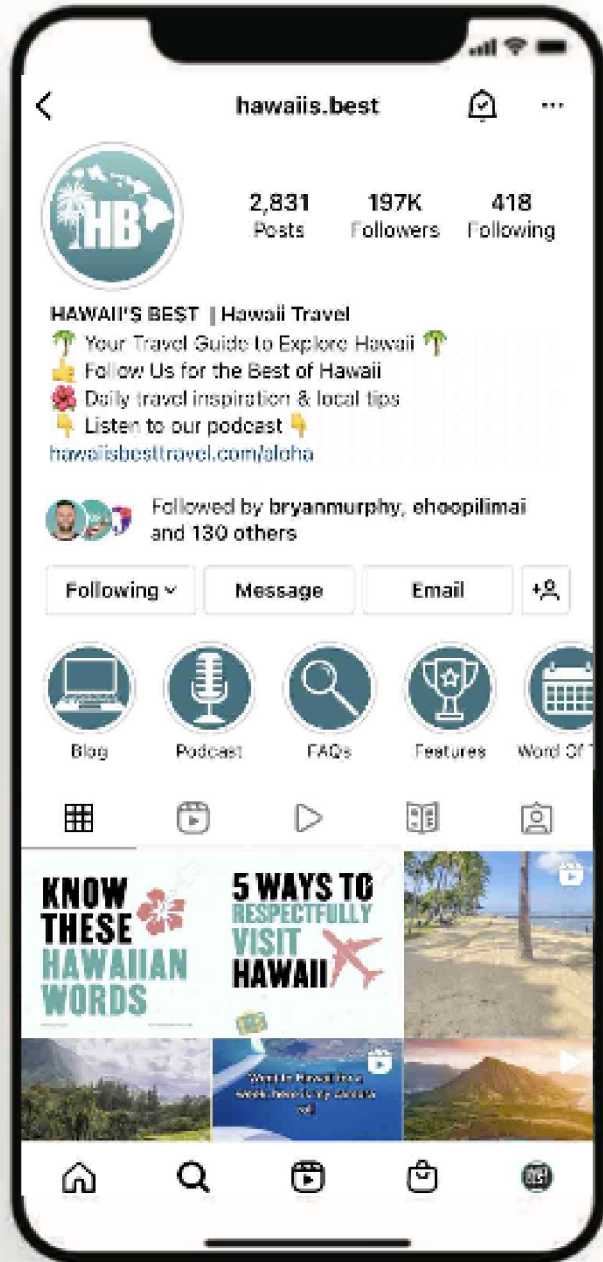


## WEBSITE & EMAIL STATISTICS

**40K**  
MONTHLY  
VISITORS

**11K**  
EMAIL  
SUBSCRIBERS

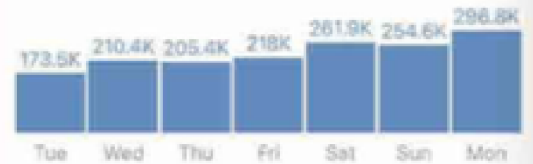
# SCREENSHOTS



## Accounts Reached

773,381 accounts

+29% vs Feb 16 - Feb 22



Accounts reached from Feb 23 - Mar 1

## Impressions

3,075,113

+35.2% vs Feb 16 - Feb 22

## Account Activity

8,673

## Profile Visits

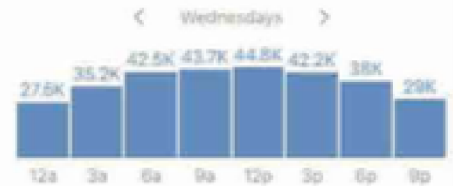
8,576

+7.9% vs Feb 16 - Feb 22

## Website Taps

95

+17.2% vs Feb 16 - Feb 22



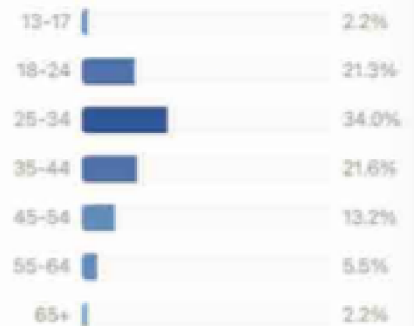
## Audience



Last 7 Days

## Age Range

All Men Women



## Gender



69.5%  
Women

30.5%  
Men



### Hawaii's Best Travel - Vacation and

Bryan Murphy from Hawaii's Best  
★ 4.9 (174) · PLACES & TRAVEL · UPDATED WEEKLY

January 25: Hawaii Travel Etiquette: 5 Ways to Show Respect for the Island's Culture and People: Are you planning a visit to Hawaii? Make sure you're being respectful of the culture and land? In this episode, our guest today, Elijah Kila McShane, will share the top 5 ways to show respect and etiquette when traveling in Hawaii. From learning about traditional customs to being mindful of your impact on the environment, Elijah will give you the advice you need to have a responsible and respectful trip. So sit back, grab a Mai Tai, and let's ge...

▶ Resume

#### Episodes

JANUARY 25

##### 77. Hawaii Travel Etiquette: 5 Ways to Show Respect for the Island's Culture and People

Are you planning a visit to Hawaii and want to make sure you're being respectful of the culture and land? In this episode, our guest today, Elijah Kila McShane, will share the top 5 ways to show respect and etiquette when traveling in Hawaii. From learning about traditional customs to being mindful of your impact on the environment, Elijah will give you the advice you need to have a responsible and respectful trip. So sit back, grab a Mai Tai, and let's ge...

JANUARY 11

##### 76. Beyond the Beach: 5 Incredible Family-Friendly Hikes to Explore on Oahu

Long before your favorite resorts and restaurants in Hawaii existed, the natural beauty of the islands called people to explore its forests, heights, and history. Today, hiking trails allow you to explore more of Hawaii than ever before – and many, especially on Oahu, are great fits for children and parents. Click here for the full list. Support the show/Travel Pono (responsibly) Pledge to Our Keiki Pono Pledge Website TravelChange Website Traveling to Hawaii...

JANUARY 4

##### 75. What to Know Before Traveling to Hawaii

There are several things to consider before visiting Hawaii. It is essential to consider your goals for the trip when deciding when to visit, as some activities, such as whale watching, are only available during certain times of the year. It is also important to be prepared to slow down and embrace the culture of Hawaii rather than just checking items off a list. This includes learning some Hawaiian words and phrases. Go to hawaii'sbesttravel.com/episode...

DEC 29, 2022

##### 74. Discover the Best of Oahu: The Ultimate Travel Guide

On this episode of Hawaii's Best, Bryan talks with the co-founder and CEO of Shaka Guide, Andrew Fowers. Get Episode Show Notes Here: --> hawaii'sbesttravel.com/episode74 The conversation is a comprehensive Oahu travel guide with some helpful tips, and well-earned travel tips. With H...

DEC 21, 2022

##### 73. 26 Es

Discover the

www.hawaii

Pono Pledge

COUNTRIES/TERRITORIES (162 Total)		
United States	73%	160,405
Japan	9%	20,839
Canada	5%	11,751
Germany	2%	6,070
Australia	2%	5,204
United Kingdom	0%	1,868
Switzerland	0%	1,315
Brazil	0%	710
Austria	0%	676
Netherlands	0%	654

See all countries

CITIES (9635 Total)		
Honolulu, Hawaii	2%	5,328
Tokyo, Tokyo	2%	5,109
Los Angeles, California	2%	4,480
Columbus, Ohio	1%	3,197
Chicago, Illinois	1%	2,528
Tatsuno, Nagano	1%	2,433
Seattle, Washington	1%	2,157
Atlanta, Georgia	1%	2,131
Dallas, Texas	1%	2,055
Denver, Colorado	0%	1,878

See all cities

#### Charts

SELECT AN EPISODE

All

PLATFORM

Apple Podcasts

COUNTRY

United States of America

GENRE

Places & Travel

03-16-2023  
LAST CHARTED

27  
PEAK POSITION

02/15/2023

03/17/2023

LAST WEEK

LAST MONTH

### Hawaii's Best: Travel Tips, Guide and Culture Advice for Your Hawaii Vacation

Claimed



By Bryan Murphy of Shorebreak Media @hawaii'sbest.com

Podcasts

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COMMUNITY

PODCASTER

EMBED

EDIT

Listen Score

LS 44

Global Rank

TOP 1%

## 363,969 downloads since published.

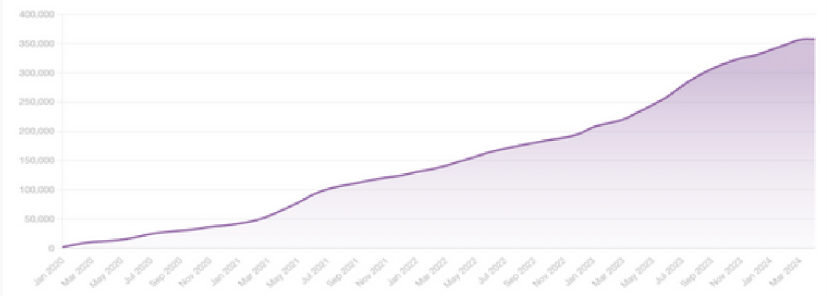
LAST 7 DAYS

LAST 30 DAYS

LAST 90 DAYS

ALL TIME

CUSTOM



#### Helps me plan!

★★★★★

Jun 23, 2022

Nicole\_luvs5

Gets me ready for my family's visit to the islands! Having an understanding of the culture and history helps me to be better prepared to visit Hawaii for the first time. Thank you!

#### Love the historical perspective

★★★★★

May 2, 2022

daniellefboyd

It was great to hear about the significance of the Lei as I only learned of the celebration that takes place this month today! As a lover of facts and different cultural facts I will be a returning listener!

#### Great for visitors

★★★★★

Jul 27, 2022

Hawaiians4Hawaii

The host does a great job of acknowledging Hawaiian history and culture. This podcast is a great resource for those visiting Hawaii in knowing etiquette and what to expect. The tourism industry isn't going away any time soon, so happy to see this podcast help to educate travelers. Mahalo!

#### Love this Podcast

★★★★★

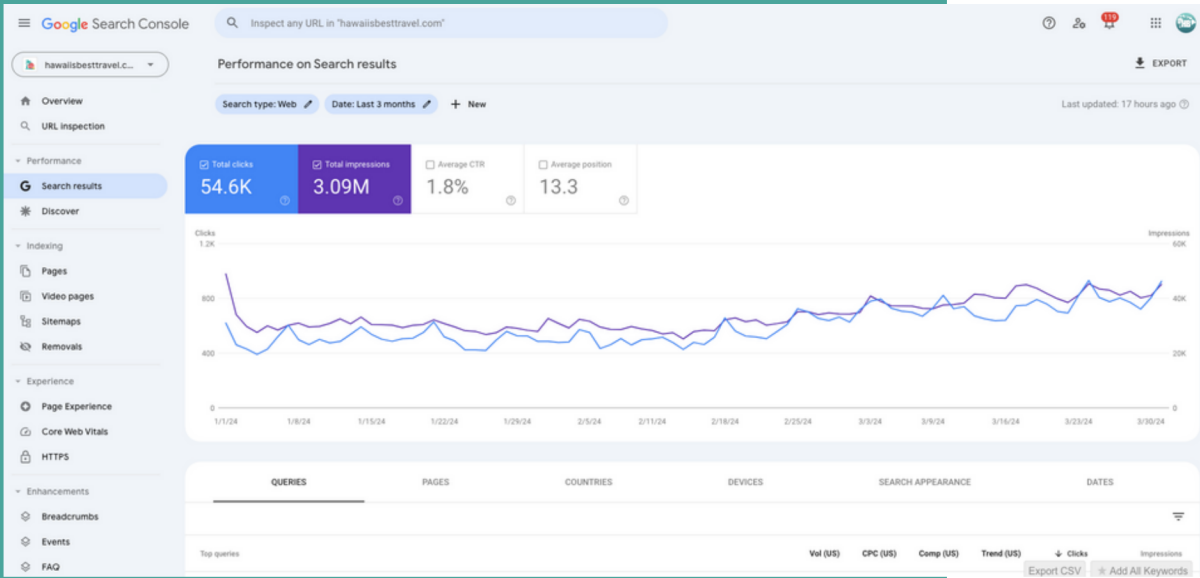
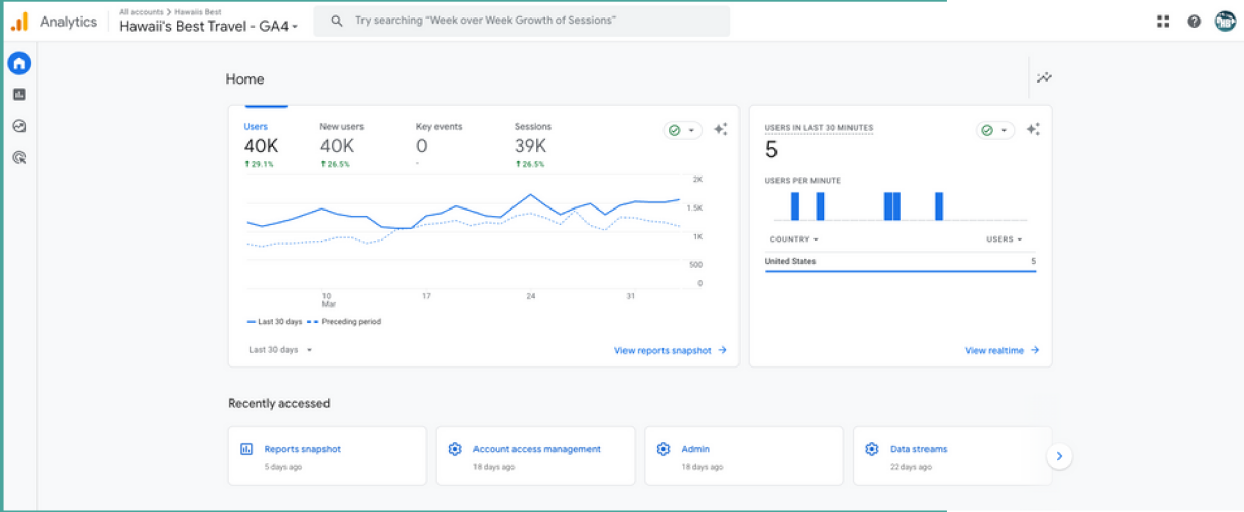
Jan 9, 2023

Loyalty Doesn't Matter

This is a very informative podcast for those who visit Hawaii and locals. It was too cute of your son giving advice to kids/parents on what to do on flights. Can't wait to go back and check out sights you mention! It's also great to learn more about the culture and language prior to traveling there. Thanks for sharing!!!

IG @travelingwithwanderlust







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