

5 Million Entries. One Powerful Network.

A strong example of how a multi-channel campaign can build reach, drive engagement, and deliver results at scale.



5,704,491 ENTRIES

Launched in January 2026, the Hawai'i Dream Trip for Two contest featured airfare, accommodations, and unique local experiences for the winning couple.

The campaign was promoted through a dedicated contest page, digital advertising, social media, newsletters, and print ads across selected publications.

71.7%

With 71.7% of our audience aged 25-44, we reach the most valuable consumer demographic.

101,202 Unique Entrants 65% Male 25% Female

Age	Count	Percentage
18-24	11,004	10.9%
25-34	37,265	37%
35-44	34,943	34.7%
45-54	9,912	9.8%
55-64	3,317	3.3%
65+	4,262	4.2%

Participant Demographics and Opt-Ins

90,583 Total New Participants
 20,497 Total Existing Participants
 4,109 Opt-ins for Hawaii.com Newsletter
 3,973 Opt-ins for Sponsors

Questions

Have you ever traveled to Hawaii before?
 69,089 Yes (68%) 31,577 No (31.4%)

Do you already have a trip to Hawaii planned within the next 12 months?
 805 Yes (0.8%) 99,875 No (99.2%)

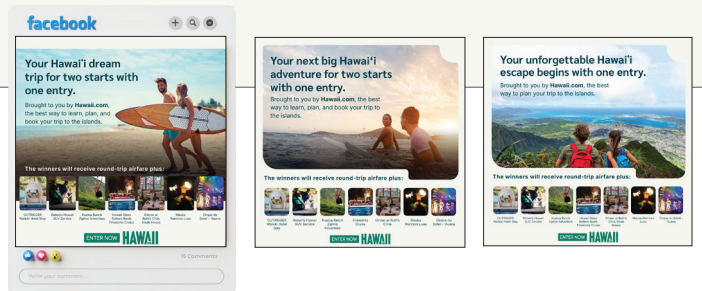
What are you most excited about experiencing in Hawaii?

- 93,305 Great Hotel (92.2%)
- 94,730 Adventurous Activities (93.6%)
- 93,716 Cultural Shows (92.6%)
- 94,053 Great Food (92.9%)
- 96,819 Relaxing Beaches (95.7%)

Tactics:



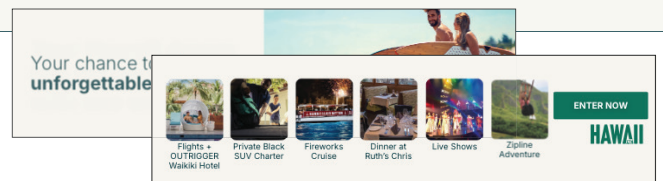
PRINT AD
 Full-page print ad across 65+ publications.



SOCIAL MEDIA ADS

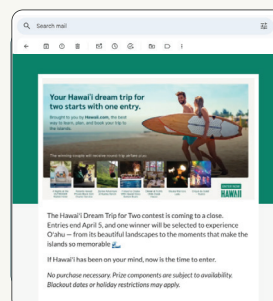
The campaign generated 77,317 impressions with a reach of 33,790 unique users, driving 4,111 clicks and 2,067 unique clicks, resulting in a strong Unique CTR of 6.12%.

Beyond clicks, the ad sparked meaningful interaction, achieving 5,595 engagements and an impressive Engagement Rate of 15.56%.



DIGITAL ADS ON CMG NETWORK

Over 2.4 million impressions delivered in 90 days, generating consistent brand visibility across our network, with 1,143 qualified clicks from high-intent users.



NEWSLETTER

Open rates above 30% well above industry averages.
 Average CTR of 25.6% exceptional engagement among those who opened.