

An aerial photograph of Waikiki Beach in Honolulu, Hawaii. The image shows the turquoise ocean with white waves breaking onto a sandy beach. In the background, a dense urban skyline with numerous high-rise buildings is visible under a blue sky with scattered white clouds. A small pier with a thatched roof extends into the water in the lower right corner.

Elevating an Iconic Kaua'i Adventure

How Hagadone Media Group Hawaii helped
a top tour operator grow bookings by 80%.

Overview

A Hawaii-based tour company has built its reputation on unforgettable raft tours along Kauaʻi's legendary coast. When they noticed one of their experiences had room to grow, they turned to Hagadone Media Group Hawaii (HMGH) to help amplify its visibility. Together, they developed a focused digital strategy that highlighted the tour's unique appeal and drove measurable results.

Challenges

This client entered the partnership from a position of strength. Their tours were popular and consistently sold out, which made one gap stand out: one of their afternoon tours. Despite offering the same level of adventure and service, it wasn't reaching full capacity.

The team saw an opportunity—not a problem—to better position this tour for the right audience. The goal was to increase bookings while maintaining the success of their other offerings.

Business Goals

- Fill afternoon tours during the peak summer season
- Protect performance of all other high-demand tours

Solution

Working closely with the client, HMGH analyzed GA4 data to understand performance patterns across their campaigns. The numbers pointed to one thing: awareness. The tour wasn't underperforming—it was under-seen.


Refined Messaging

The first step was to reposition how the experience was presented. HMGH helped the team spotlight the benefits travelers care most about—shorter ride time, dramatic late-day lighting on the cliffs, and the up-close thrill of exploring caves. By highlighting these strengths, the tour stood out as a can't-miss option for visitors who wanted a memorable adventure with a flexible schedule.

Dedicated Campaign Strategy

Next came focus. HMGH created a Google Ads campaign dedicated solely to the afternoon tour, restructuring budgets so that the new campaign could thrive without diverting resources from their other top-performing tours. The updated structure gave the experience the visibility it deserved and positioned it as a standout part of the company's adventure lineup.

Target 
100% Growth

Achieved 
+80% in Q3 2025

Results

The results were immediate and clear. From July through September 2025, our client saw an 80% year-over-year increase in afternoon tour sales. Bookings began the same day the campaign went live, validating both the message and the strategy. This lift proved the campaign's strength and reinforced the client's ability to expand their success across their portfolio.

The project also confirmed how targeted digital efforts can enhance even established, well-loved experiences.



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ADVENTURE

