

Private Tours, Public Bookings: Generating Demand for Hawaii by Storm

KEY METRICS



+366%
Impressions



+175%
Conversions



+217%
Conversion Value

In a destination as dynamic as Hawaii, standing out isn't about being seen—it's about being chosen. With travelers overwhelmed by options, the real challenge for tour operators lies in capturing early attention and earning trust throughout the decision-making process. Recent disruptions to travel patterns, particularly in the wake of natural disasters, have only raised the stakes. To stay competitive, companies must engage potential customers at the right moment with the right message.

Here's how Logical Position helped Hawaii by Storm do just that—and turn interest into bookings.

ABOUT HAWAII BY STORM

[Hawaii by Storm](#) is a top-rated private tour company offering immersive, off-the-beaten-path adventures across Maui. Led by passionate local guides, they go beyond the typical tourist stops to reveal the island's hidden gems—chasing waterfalls, exploring secluded beaches, and sharing rich cultural insights. With a focus on authentic storytelling, first-class service, and premium travel accommodations, Hawaii by Storm offers an unforgettable experience of the road less traveled.



Logical Position has been instrumental in helping us navigate difficult circumstances from an operational perspective. Being able to rely on our marketing deliverables means there's one less thing to worry about, which has become invaluable to our company and the clients we serve.

— Sean Storm, Owner, Hawaii by Storm

Weathering the Storm

With unforeseen challenges impacting travel to the island, the primary objective became clear: strengthen the brand, adapt to the evolving tourism environment, and reestablish a consistent flow of new customers to ensure the business could continue delivering majestic experiences across Maui.



Riding the Strategy Wave

Catching the Early Wave: To reach travelers before they finalized booking decisions, we launched awareness campaigns positioning Hawaii by Storm as a top contender early in the travel planning process. These campaigns laid the foundation for continued engagement and helped nurture users along the often lengthy decision-making cycle associated with destination travel.

Account Roadmap: We organized campaigns to ensure clear performance data and efficient budget allocation. This structure provided better insights into what was driving results while supporting smarter optimizations and more effective bidding strategies.

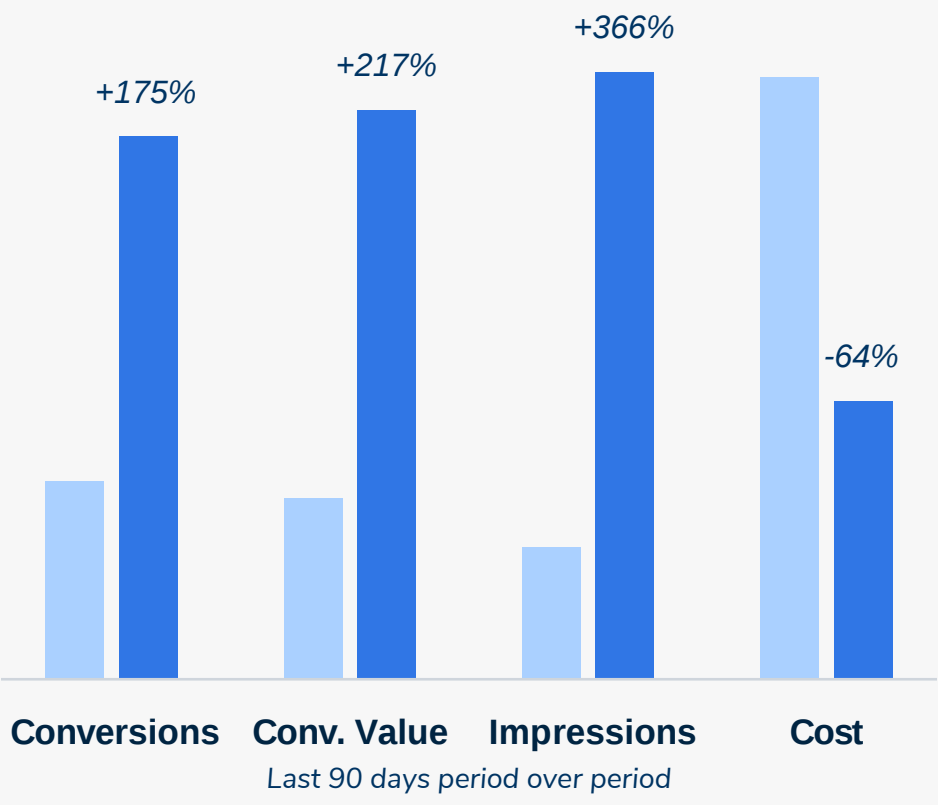
Elevating the Experience: Visual storytelling played a key role. We leaned into imagery that reflected the premium, adventurous nature of Hawaii by Storm's tours—highlighting unique vehicles, stunning locations, and real moments designed to inspire action.

Expanding Local Reach: To connect with high-intent travelers, we activated Local Performance Max campaigns that improved visibility across relevant search regions. This helped Hawaii by Storm reach the right audience at the right time, driving traffic and conversions.

Results

Despite the significant impact of the Maui fires, Hawaii by Storm has seen **steady increases in their overall bookings** this year, indicating a positive trend and improved consistency.





- +175% Conversions
- +217% Conversion Value
- +366% Impressions
- -64% Reduction in Cost
- +4% Conversion Rate



IMPACT

The most significant outcome was maintaining business continuity during a period of heightened uncertainty. Hawaii by Storm was able to sustain operations and retain its team, even as the local tourism landscape faced unprecedented challenges. Consistent bookings in the wake of significant disruption signaled a successful recovery, positioning the company to continue delivering exceptional experiences to future travelers.

Tips For Achieving Similar Results

-  **Build Back Better:** Set up campaigns with clear segmentation and aligned goals. A well-structured account improves data clarity, streamlines optimizations, and lays the groundwork for scalable growth.
-  **Early Bird Gets the Worm:** Drive top-of-funnel traffic to capture customers early in the buying consideration phase.
-  **Leverage User-Generated Content:** Using pictures of real people builds trust and authenticity that resonates with potential customers and conveys unique aspects of your service to other customers.
-  **Leave an Open Door:** Use various remarketing windows to stay top-of-mind with interested users over an extended period. Implement strategies specifically for highly engaged audiences, and emphasize key competitive differentiators that make your experience unique and exclusive.

Ready to navigate a sea of opportunities? Partner with our expert marketing navigators to chart a course toward growth. Contact us today for a [free account review](#), and start making waves with your business.

[Learn More](#)

Ready to Find Out What Makes Us Different?

[GET STARTED NOW](#)



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