

Kyo-ya Hotels & Resorts
Waikiki Transforms You.

Research shows that the power of travel is transformative, serving as a vital pathway to growth, healing and unity. As the world slowly began to travel to Hawaii again as the pandemic subsided, Kyo-ya Resorts encouraged visitors to return to beautiful Waikiki and embrace the power of travel at their (4) Waikiki hotels: The Royal Hawaiian, Moana Surfrider, Sheraton Waikiki and Sheraton Princess Kaiulani.

Kyo-ya Resorts' paid social media campaign on Instagram and Facebook featured captivating story-telling about transformative experiences on each property, welcoming back visitors to form deeper connections to place - and to themselves - while on their vacations.

Our strategy was to localize Marriott Bonvoy's "Power of Travel" campaign with gorgeous video assets of the destination and property-specific cultural activities. The UX required users to change their perspective, literally, by turning their device - demanding their attention and drawing them into emotionally evocative content immersed in experiences at Kyo-ya Resorts that can change your perspective through the power of travel.