

## **Collaboration Ideas**

- **In-Home**
  - [HOA KAI \(@hoakaisurf\)](#) - Hawaii Turkish Towel for beach ??
  - Kauai Coffee x Gift Baskets
- **Restaurant Collabs**
  - [Potential Restaurant Collabs IG](#)
    - List has been updated!
- **General**
  - [8 Can't-Miss Local Businesses in Kauai](#)

## **Next meeting**

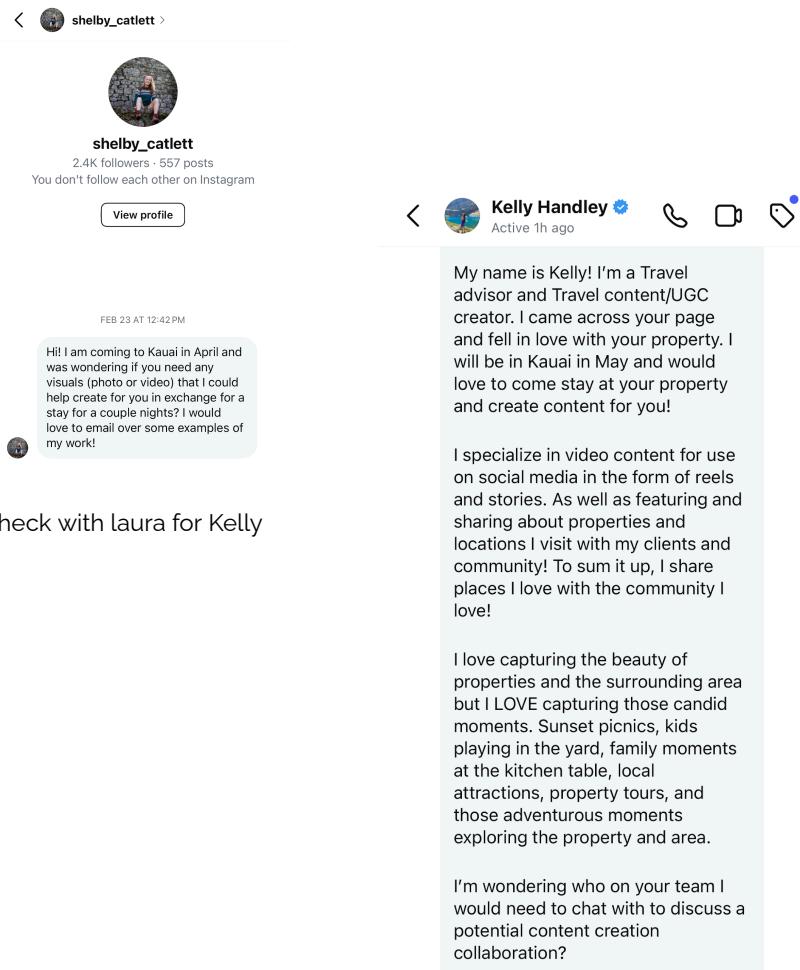
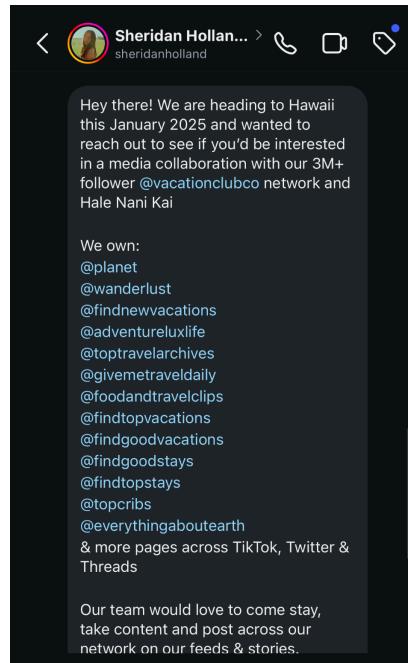
- Cover Hale Nani Kai's Instagram DM Requests
- Provide an incentive for customers to leave a review on airbnb / instagram (could ask surveys as well – where did you hear about us what is your favorite part about this trip etc) – QR Code situation

## **Action Items:**

- ~~"Stay up to date on your home away from home and follow @hale.nani.kai on Instagram!"~~
- ~~Create a running content list for Laura's trip in April~~
  - ~~Food Truck Research (Elaine & James?)~~
    - Outreach draft in process - confirm what we are offering and what we are looking for for food trucks
  - ~~For Q&A posts there are some reference posts in the tabs~~

## **Team Tasks:**

- Airbnb listing notes – better title for SEO
- March-September popular season
- (last minute discounts) - if 14 days no booking 10%



## Upcoming Post Ideas

- Gift basket (03.06)
  - Potential collaboration post with Kauai Coffee?
- Pull Misc Photos/Videos (Spring break related post)
  - Live photos to videos stitch?
- At-home cooking - grill? & would highlight the outdoor area
- Movie night
- Sunsets @ Hale Nani Kai
- Month breakdown of pricing (12 slides) - average price information & we can do the graphics
- White Lotus related post?
- FAQ - video of Laura or Micah answering some questions (5 questions)
- Hale Nani Kai Airbnb "tour"
- Itinerary post? [Inspo for what we could include](#)
- maybe we could generate an image for things nearby (there's the icon function on google map and maybe we could feature how close it is to e.g. restaurants etc)

## Content List

- ~~Highlight cheap dates to travel aka off season AND/OR highlight cheap flight months~~
  - ~~Month breakdown pricing (12 slides, Airbnb average pricing per month)~~
- ~~Poipu beach-centered post: named America's Best Beach, ranking top among the 10 "best" beaches selected nationwide (selling point for their location)~~
- ~~7 Beach Essentials~~ — <https://www.instagram.com/p/CV6UvdKPoro/>
- ~~Restaurant series~~ — cheap eats, fine dining, date night, family friendly, etc.
- ~~Hawaiian culture highlights~~ — short videos or images of local cultural practices, like hula dancing, lei making, or traditional Hawaiian dishes
- ~~Tropical recipe post~~ — share a recipe tutorial for a tropical drink or dish guests can try during their stay, like a Mai Tai or mango smoothie
- ~~Symbols of Kauai~~ — Chicken/Roosters

## Guest Stay Related

- ~~Spring break related post // holiday~~
- ~~Weekend itinerary~~
- ~~Some sort of q&a/faq - or short interview with laura/micah~~
  - Inspo for questions [here](#)
- ~~Airbnb review snippets, could also be a reel, where the comments flow in~~

## New reel series featuring guests

- ~~Ask a potential guest to make a short video of their stay~~
- ~~Local crafting activities — DIY your own~~

## Live Like a Local

- ~~Potential boat tour/trip reel~~
- ~~Holiday themed experiences on the island~~

- Favorite bars/cocktail spots
- Helicopter trip? – Sarah has footage
- Renting a Jeep (recommendation) – Sarah has footage
- Surfing at Poipu beach – beginner surf lessons
- More drone footage of the surrounding area – can reuse old footage and craft new video
- Food truck features + (Restaurant collabs)

## Holiday Events We Could Consider Featuring

[Christmas in Kauai Hawaii: The Ultimate Guide to Kauai During the Holidays \(2023\)](#)

[Check out this festive lineup of holiday events on Kaua'i](#)

[Mele Kalikimaka! Your Guide To Spending Christmas in Kauai](#)

### Festival of Lights

Location: Historic County Building, Lihue

Dates: November 28, 2023, to January 1, 2024

This enchanting event transforms the County Building and its surroundings into a dazzling display of Christmas lights. Visitors can enjoy live music, festive decorations, and meet Santa and Mrs. Claus on Friday nights throughout December from 6 PM to 8 PM.

### Lights on Rice Parade

Location: Rice Street, Lihue

Date: First Friday in December

This annual parade features over 60 entries and thousands of performers, showcasing festive floats and lively music. The parade starts at 6:30 PM, with festivities beginning earlier in the evening. It's a free event that brings together locals and visitors for a joyful celebration.

### Waimea Christmas Parade

Location: Waimea Town

Date: Typically held in mid-December

This community event features themed floats, local bands, and children's activities. The parade ends with a concert at Hofgaard Park, making it a family-friendly experience filled with holiday cheer.

### Santa's Appearances

Locations: Various spots including Kukui Grove Mall and the Kauai Historic County Building  
Throughout December, Santa arrives in unique Hawaiian style—often by canoe or surfboard—offering photo opportunities for families and children. His appearances add a fun twist to traditional holiday visits.

### **Kauai Holiday Events at Local Beaches**

Many beaches host interactive activities during the holiday season, including "Santa hunts" where families can search for Santa at local beaches or participate in festive beach games and crafts

For idea reference – Fathom Recordings of Meeting with Iman (UCSC GV Member):

[Specific action items](#)

[Link to strategy](#)

## INFLUENCERS

- Include how many followers they have & what potential content we could post if we were to collaborate (contact number/email)

- **Tier 1**

- [@kauailife](#): Priscilla Ann
  - Location: Kauai
  - Followers: 13.6K
  - Bio: Local & travel website. Mama to 4 wildlings + small business owner @thefreshshave + travel enthusiast. We are here to inspire AND PLAN your next adventures!
  - Content: Shares her experiences as a mother of four, small business owner, and travel enthusiast, offering insights into Kauai life and adventures.
- [@ockeydockey](#) \*\*\*\*
  - Location: Kauai
  - Followers: 581K
  - Content: Based on Kauai, showcasing lush landscapes, pristine beaches, and laid-back lifestyle. Focuses on family, travel, and outdoor adventures.
- [@katelynsroom](#) / [TikTok](#): Katelyn
  - Location: Kauai
  - Followers: 156K
  - Content: A young content creator from Hawaii known for lifestyle content. Shares daily experiences, beach vlogs, aesthetic visuals, and personal stories.
- [@kauaiianlife](#): Aileen
  - Location: Kauai
  - Followers: 14.8k
  - Bio: Digital creator sharing sweet and savory moments.
  - Content: Features food and travel experiences on Kauai. Food influencer.
- [@thealohababe](#): Emma Wo
  - Location: Oahu
  - Followers: 128K
  - Bio: Former Miss Hawaii USA and Teen USA. Creator behind "The Aloha Babe" platform.
  - Content: Shares her life as a mom in Hawaii, featuring her daughter Isla and promoting her children's clothing brand, Ava and Oliver.
- [@tbeesto](#): Taner Beeston, 209k
  - Location: Oahu
  - Followers: 209K
  - Content: Hawaii-based content creator showcasing island life and family moments with his wife, Lo Beeston, and daughters, Ozzy and Stella.
- [@lobeeston](#)) \*\*\*\*
  - Location: Oahu
  - Followers: 888k
  - Content: Co-owner of creative ventures with husband ^Tanner Beeston, sharing their dynamic family life and collaborative projects.
- [@nakedhawaii](#)
  - Location: Various (Hawaii-wide)
  - Followers: 625K
  - Content: Curated collection of stunning photographs highlighting Hawaii's landscapes, beaches, and natural wonders. Focuses on unfiltered, authentic beauty across the islands.

- **Tier 2**

- [heather « \(@hbgoodie\)](#), 134k
  - Location: Big Island
  - Followers: 134K
  - Bio: Creative mind behind Sun Bleached Swim.
  - Content: Shares her life on the Big Island, including behind-the-scenes of her sustainable bikini brand, family moments, and love for Hawaiian beaches.
- [@nadi.in.newyork](#) Nadja Morales, 903.k
  - Location: Based in NYC (frequently travels to Hawaii)
  - Followers: 903K
  - Content: Photographer and content influencer. Frequently travels to Hawaii and shares family-style posts, lifestyle content, and more.
  - [https://www.instagram.com/p/DCzeAcQS1oR/?img\\_index=8](https://www.instagram.com/p/DCzeAcQS1oR/?img_index=8) - good family-style post

- **Photographers**

- Reach out to local photographers and offer stay in exchange for photos
  - [@aliakauaphotography](#)
  - [@carenaleighphotography](#)

Interesting form that maybe we could also use? [Social Media Collaboration Sample Form](#)

## INFLUENCER MESSAGE

**Create message template (change regarding influencer)**

**Copy & Paste Note**

**Anytime after September-March (low season)**

**Potential ways of checking the calendar (airbnb)**

Subject: Collaboration Opportunity at the Hale Nani Kai Property - Your Gateway to Kauai

Aloha,

We're thrilled to invite you to Hale Nani Kai, our stunning "House of the Beautiful Sea" on Kauai's South Shore. We love your content and as part of our initiative to showcase local talent and family-friendly experiences, we're extending an invitation for a complimentary stay.

Here's what we're offering:

- ✿ 3 nights stay at our property (between September 16 - March 14)
- ✿ Free access to Poipu Beach Athletic Club which includes a pool, hot tub, and gym
- ✿ Prime location to popular destinations, with only a few minutes walk to Poipu Beach
- ✿ Opportunity to create and share content about your experience

In return, we're looking for:

- ❖ 2-3 social media posts, 1 Reel and 1 feed post
- ❖ Daily Stories highlighting the property and local experiences
- ❖ 1 Collaborative post, in which you tag our account

If you're interested in this collab, please reply with:

- ❖ Your preferred dates for the stay between September 16th - March 14th. To check availability, let us know or click the link in our bio!
- ❖ A brief outline of what content you'd like to create
- ❖ Your social media handles

Interested in bringing Kauai's beauty to your followers? We look forward to the possibility of working together.

Mahalo,

Hale Nani Kai Team ☺

Follow us @hale.nani.kai!

For further information feel free to email at micah@assetlocale.com

**Paragraph version:**

Aloha [Influencer's Name],

We're thrilled to invite you to [Hale Nani Kai](#), our stunning "House of the Beautiful Sea" on Kauai's South Shore. We love your content and as part of our initiative to showcase local talent and family-friendly experiences, we're extending an invitation for a complimentary stay.

Here's what we're offering:

\_\_\_\_ nights stay at our property (between september 16-march 14), with free access to Poipu Beach Athletic Club including a pool, hot tub, gym! Hale Nani Kai is in a prime location to popular destinations, with only a few minutes walk to Poipu Beach. We'd like to give you the opportunity to create and share content about your experience

In return, we're looking for 2-3 social media posts, 1 Reel and 1 feed post, with daily Stories highlighting the property and local experiences. 1 collaborative post in which you tag our account!

If you're interested in this collab, please reply with your preferred dates for the stay between September 16th - November, January - March 14th. To check availability, let us know or click the link in our bio! A brief outline of what content you'd like to create, and all your social media handles!

Interested in bringing Kauai's beauty to your followers? We look forward to the possibility of working together!

Mahalo,

Hale Nani Kai Team 

Follow us [@hale.nani.kai!](https://www.instagram.com/hale.nani.kai/)

For further information feel free to email at micah@assetlocale.com

## Website Notes



- Remove the Pinterest icon if it is not active
  - Though, if this outlet is still of interest, happy to build up the boards and experiment on this platform
    - Ideas: "Kauai Destinations," "Hale Nani Kai Gallery," "Local Travel Guides," "Beach Essentials"
    - Log in: info@halenanikai.com
    - Password: 1999SBascom700!



- Keep this moving background only to the homepage banner. Adding it under other pages makes it look more cluttered. Either apply to all pages or nothing! Removing this part here and jumping straight to "Experience Hale Nani Kai" with the YouTube video would strengthen the page.
- Don't think there needs to be any text on the gallery page- just a space for pictures
  - Could also think about turning it into a carousel style so the scrolling doesn't feel too long

## Inspirations Posts

(Also saved in Hale Nani Kai's saved posts on Instagram)

## FAQ References

[From a wedding place](#)

[For an apartment](#)

## Visual Reel References

<https://www.instagram.com/reel/CtElhXHq1Xb/?igsh=Mzc3ZTVIOWMwZA%3D%3D>

Reference reel that we could do!:

<https://www.instagram.com/reel/DDIIPAZy5tu/?igsh=Mzc3ZTVIOWMwZA%3D%3D>

## General Instagram Inspirations

[https://www.instagram.com/p/DGGkJJtLD2/?igsh=Mzc3ZTVIOWMwZA%3D%3D&img\\_index=2](https://www.instagram.com/p/DGGkJJtLD2/?igsh=Mzc3ZTVIOWMwZA%3D%3D&img_index=2)

# Content Shot List

## At the Airbnb (Luxurious Escape & Family Comfort)

### Video Shooting Details

If it's a reel, having one shot as a 15 second vertical clip would be great!

Some ideas for openings:

- Dramatic property reveals (e.g., sliding glass doors opening to ocean view)
- Action shots (boogie boarding at Tunnels Beach)
- Curiosity gaps ("What are the top 5 etc at the property")
- [Check the inspirational posts tab!](#)

## At the Property

- **Sunrise/Sunsets @ Hale Nani Kai:** Film a slow pan of the **sunrise** from the porch (e.g. with a **steaming coffee mug** in the foreground) can also try time lapse!
  - Some similar inspirations may include setting up for sunset cocktails
  - Preparing local Hawaiian fruits in the kitchen
  - Lounging in hammock/sofa with book and drink
- **Quick Property Walkthrough (Reel Tour):** Create a **walkthrough video** of the house
  - start at the front door and move through each space in one continuous take.
  - Highlight special features by pausing the camera there for a moment. This guided mini-tour lets potential guests virtually step inside ([10 Instagram Post Ideas for AirBNBs](#)) and see what makes Hale Nani Kai special (ensure it feels **personal** and not like a sterile real estate video).
  - Time-lapse from indoor living space → identical outdoor lounge area demonstrating indoor-outdoor flow

[Video Examples of Angles to Use when Shooting the Video!](#)

[Another Reel Example highlighting different functional areas](#)

- **Relaxation Nook:** Pick a detail that conveys luxury and comfort
  - E.g. the master bedroom with plush pillows and a peek of the ocean, or a cozy reading nook with a throw blanket. Film a close-up, slowly zooming out: start on a detail like a **welcome basket or a plumeria flower on the bed**, then reveal the wider scene. Late afternoon light can add a golden glow. Accompany this with various pictures and videos to set the vibe.

### **Scenes that May involve Guests or other Families:**

- **Group wave in front of the Hale Nani Kai Sign**
- **Family Breakfast on the Deck:** Set up a **breakfast scene** outside with bright tropical fruit, pancakes (or whatever), and kids or family members gathered. Emphasize warmth and togetherness – e.g. a parent pouring juice or kids clinking their papaya smoothies – to highlight the **family-friendly** atmosphere.
  - Photos appreciated here too! Candids or further shots to capture the table & surrounding views.
- **Game or Movie Night (Family Fun):** Show kids and parents playing a **board game on the coffee table** or cuddling up on the couch with popcorn for a movie (the TV screen glows or a projector can set the scene). Use a mix of close-ups (cards/dominoes being played, excited faces) and wider angles showing the group together. Keep the area softly lit (table lamps, warm light) so it looks cozy.
- **Pet-Friendly Welcome:** Highlight the **pet-friendly** aspect by involving a dog if possible.
  - E.g. a medium shot of a dog happily lounging at the Airbnb
  - lying on the porch or dozing on a dog bed in the living room. Include a few pet toys or a water bowl in frame as props.
  - film a short POV clip from a **dog's perspective** trotting through the house or yard, which helps pet owners picture their **furry family members** feeling at home, making the stay even more relatable and shareable.

## **Exploring Kauai (Beaches & Adventures Nearby)**

- **Path to Paradise (Doorstep to Beach transition):** Emphasize the home's **proximity to Poipu Beach** with a fun transition Reel. Start filming at the front **door of Hale Nani Kai**, then cut to stepping onto **Poipu Beach's sand** moments later.
  - E.g. film yourself closing the door and walking, then jump-cut to your feet walking on the beach or the ocean coming into view. A **hyperlapse** (sped-up walk) from the house to the beach could also work. This POV journey literally shows potential guests that an idyllic beach is just a "few minutes' walk" away – a huge selling point for bookings!
- **Beach Day Highlights (Family Edition):** Shoot a montage of a day at Poipu or **Brennecke's Beach** (right nearby) from morning to afternoon. Capture **kids building a sandcastle**, someone snorkeling or holding a surfboard, etc. – we know there is similar content to this in the Misc folder but just want to list out everything!
- **Sunset at the Beach (Couples & Scenic Beauty):** **Golden hour** is magic in Kauai – film a sunset scene on the beach to capture the romance and serenity. This kind of

content screams “luxurious escape” and is highly shareable as an aspirational travel moment. Creativity here is welcome!

- **Scenic Viewpoint or Hike (Soft Adventure):** Highlight an easy, **accessible adventure** to tap into the “soft hiking” trend (travelers enjoying gentle hikes) ([8 Social Media Trends Destination Marketers Need to Know in 2025 - CrowdRiff](#)). For example, take a **short trail to a lookout** – it could be the cliff trail by Shipwreck Beach (Maha'ulepu Heritage Trail) with ocean views, or even a viewpoint like **Waimea Canyon lookout** (a drive-up spot) for dramatic landscape shots. Film snippets of the journey: a POV of your feet on the trail, the foliage around, then the reveal of the stunning view. Include any **family members or friends** to show it's doable for all ages (e.g. kids holding hands with parents on the trail, or an excited face when they see the view).
- **Waterfall Excursion (Iconic Kauai):** If time permits, grab a shot of a nearby iconic waterfall like **Wailua Falls** (which is a drive-up viewpoint near Lihue). Early morning is great here for fewer crowds and maybe a rainbow in the mist. Use vertical framing to capture the full 173-foot cascade. A slow tilt from the base of the falls up to the top can convey its height and majesty. Even better, include a person in the foreground (small in frame) for scale – it makes the scene more relatable and epic.
- **One-Day Itinerary Reel:** Film snippets throughout one **perfect day staying at Hale Nani Kai** so we can compile into a narrative Reel (morning-to-night). Start with sunrise coffee on the lanai, then jumping into a car or walking to an adventure (beach snorkel or a hike late morning), an afternoon lunch break (perhaps back to the Airbnb porch with takeout poke), a lazy late-afternoon nap or reading on the hammock, and end with a sunset dinner or beach stroll.
  - We would tie it together with time stamps or captions (“8AM: Sunrise on Poipu Beach... 12PM: Lunch from a food truck... 7PM: Sunset on the sand”). This idea is essentially *crafting an example itinerary* for guests, showing that “you could live this day on your next vacation here.”

## Food & Partnerships (Local Flavors & Potential Collabs)

- **Morning Coffee Run (Local Cafe Spotlight):**
  - Showcase the start of a vacation day by visiting a beloved **local coffee shop** (e.g. Little Fish Coffee in Poipu or a nearby bakery). Film the process in a few clips: the latte art being made by the barista, the colorful acai bowl or pastry on the counter, then you sipping coffee on their patio with tropical plants around
- **Food Truck Lunch (Authentic Kauai Eats)**
  - Check  Potential Restaurant Collabs IG

- Film a vertical snippet of the chef handing over the food through the truck window and a close-up of the dish.. Include a quick shot of the truck's sign or menu to give them credit.
- **Shave Ice or Ice Cream Treat (Family Favorite):**
  - visit a nearby shaved ice stand or ice cream parlor and film the treat being made – the syrup being poured over the ice or an ice cream scoop being served.
- **Farmers' Market Haul (Fresh & Local):**
  - If there's a farmer's market or fruit stand day, film a short **haul video**. Pan over the vibrant tropical fruits – pineapples, mangos, papayas – and maybe local goodies like Kauai-made jams or leis.
  - Show a basket full of produce and then back at the Airbnb kitchen, a quick clip of those fruits cut up on the counter or turned into a smoothie.
  - Framing idea: overhead shots of the fruit spread, and close-ups of textures (bright dragon fruit pulp, etc.).
  - "Live like a local series" - can be tagged with #FarmersMarket finds.
- **Dinner at a Local Hotspot (Partner Restaurant):** Film an evening out at a nearby **restaurant** you love or have a partnership with (perhaps the Beach House for a fancy dinner or a casual place in Kukui'ula Village).
- *experience*: the ocean sunset view from the table, clinking cocktails (a Mai Tai or locally brewed beer) in foreground focus, the entrée arrival with a flourish.
- **Local Food Highlights Reel (Collab Compilation):** As a broader piece, consider compiling a Reel of "**3 Best Eats within 5 Minutes of Our Airbnb**" – combining a few of the above into one video with title text.
- For example: 1) Best Coffee – clip of the café, 2) Best Treat – clip of shaved ice, 3) Best Dinner – clip of the restaurant dish. This acts like a mini foodie guide and positions you as a well-informed host. Keep each segment ~3 seconds with an upbeat song. This variety adds **value to viewers (travel tips!)**, increasing shareability, and reinforces that Hale Nani Kai is at the heart of a delicious, convenient locale. Guests love knowing they won't go hungry and will live the good life – which can be the **conversion nudge** for food-loving travelers.

## Behind the Scenes (Authentic Hosting Moments)

- **Host's Local Life (Personable Moments):** Let followers meet *Laura* the host a bit. For instance, do a quick piece-to-camera introducing yourself at the property – "Aloha, I'm Laura, welcome to Hale Nani Kai!" – perhaps standing by the palm tree in the yard or in the beautifully set living room. Or share a clip of you picking plumerias in the

yard to place in the house, saying you love adding fresh flowers. Showing your face and enthusiasm can let your personality shine through (people love to connect with hosts on a human level ([How to supercharge your Airbnb listing with Instagram | GuestReady](#))). Keep it very short and natural (even consider using the **Stories** format for this, and then save to a Highlight called "Meet the Host"). This builds trust and likeability, key for converting followers into bookers.

- **Pet Welcome Prep:** Since you advertise pet-friendliness, film a small behind-the-scenes prep for a furry guest. For example, record a clip of you placing a water bowl and pet bed in the living room. These understated shots communicate that you truly welcome pets (not just tolerate them) and have thought of everything.

Other ideas from [airbnb websites](#) for GV during editing:

1. A review from a past guest. While you can share a simple screenshot, Canva has many testimonial templates to use to make your post on brand and aesthetically pleasing.
2. The story of setting up your airbnb. How did you decide to host in this area? What makes it so special to you?
3. When is the best time of year to visit your airbnb?
4. Share a photo from a guest to show your property through their eyes
5. What are 5 can't miss things in the area your rental is located in?
6. Answer a frequently asked question you get from potential or past guest (ex on what to do in the area, what the house has/doesn't have, how long they should stay)
7. Post a photo of your favorite room in your airbnb.
8. Craft an example itinerary for a guest