



HAWAII  
FOOD & WINE  
FESTIVAL®

# 14<sup>TH</sup> ANNUAL RECAP REPORT



FOURTEENTH ANNUAL HAWAII FOOD & WINE FESTIVAL®  
OCTOBER 18 - NOVEMBER 10, 2024



## Letter from Our Founders

Aloha,

Mahalo for being part of the Fourteenth Annual Hawai'i Food & Wine Festival® (HFWF). Your unwavering support allows us to continue showcasing Hawai'i as a world-class culinary destination. As we reflect on HFWF24, we are reminded of the Festival's profound impact—not only in elevating our local chefs and ingredients but in empowering future culinary leaders, supporting our agricultural community and strengthening Hawai'i's food system.

This year's theme, Empowerment, highlighted the transformative power of food to break down barriers and foster inclusivity. Through events like Culinary EmpowHERment and Kamehameha Schools Presents ROOTS, we celebrated the voices of women and indigenous culinary leaders, amplifying their influence in the industry.

In 2024, we saw a record number of tickets purchased by out-of-state visitors, reinforcing Hawai'i's growing reputation as a top culinary destination. This was further validated when Hawai'i was named the U.S. state with the best food scene by Escoffier, as reported by *Travel + Leisure*—a recognition that reaffirms what we have long championed: Hawai'i's chefs, farmers, and food producers are second to none.

Looking ahead to our 15<sup>th</sup> anniversary in 2025, we are excited to deepen our impact beyond the Festival. The Hawai'i Ag & Culinary Alliance is evolving to strengthen the link between our world-class culinary events and the advancement of culinary education, from community colleges to four-year universities. By doing so, we aim to elevate Hawai'i's culinary and agricultural sectors, enriching both the visitor industry and local community. Your support has been instrumental in helping us reach this milestone. Together, we look forward to building on this legacy.

With Sincere Gratitude,

*Denise Yamaguchi*  
Denise Yamaguchi  
Chief Executive Officer

*Roy Yamaguchi*  
Roy Yamaguchi  
Co-Chair/Co-Founder

*Alan Wong*  
Alan Wong  
Co-Chair/Co-Founder

## About HFWF

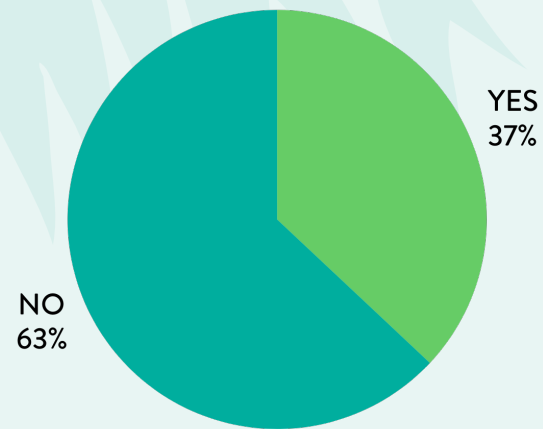
The Hawai'i Food & Wine Festival® (HFWF) is a program of the Hawai'i Ag & Culinary Alliance, a 501(c)(3) nonprofit organization, and the premier epicurean destination event in the Pacific. HFWF is committed to spotlighting Hawai'i as a world-class culinary destination while uplifting the farmers, chefs, students, and people who call Hawai'i home. To date, HFWF has contributed over \$5 million to advance culinary education, agriculture and sustainability initiatives, as well as providing relief for restaurant and hospitality workers during times of need.



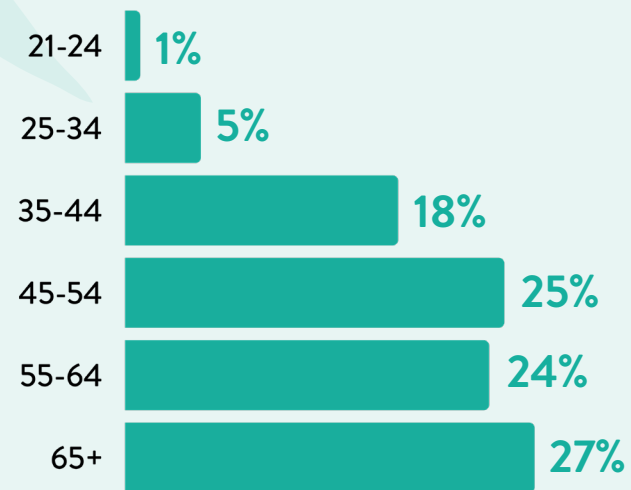
# About Our Attendees

Data pulled from 1,300 HFWF24 online ticket purchasers.

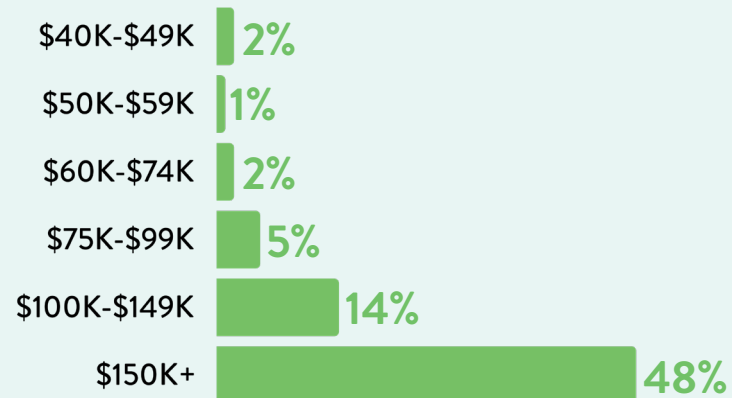
## ATTENDEES' FIRST TIME TO HFWF:



## HFWF24 AGE DEMOGRAPHIC:

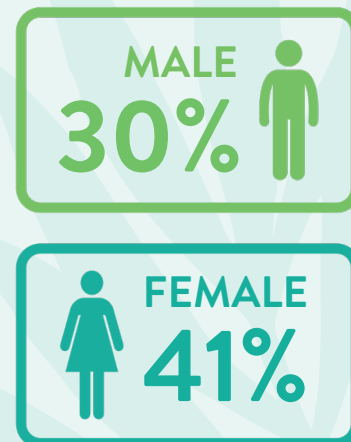


## HFWF24 INCOME DEMOGRAPHIC:



28% of ticket purchasers elected not to respond.

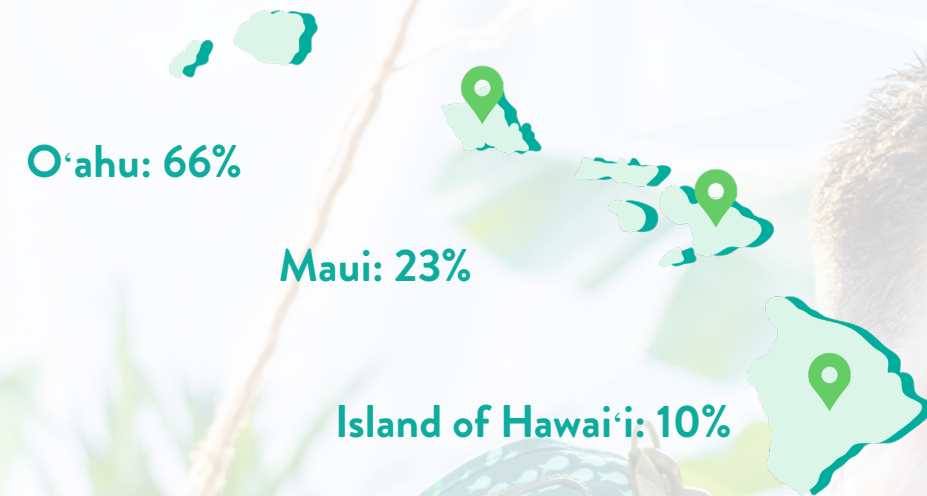
## HFWF24 GENDER DEMOGRAPHIC:



29% of ticket purchasers elected not to respond.

## ATTENDEES' BY REGION:

### HAWAI'I RESIDENTS:



### TOP 3 INTERNATIONAL COUNTRIES:

Australia Canada Japan

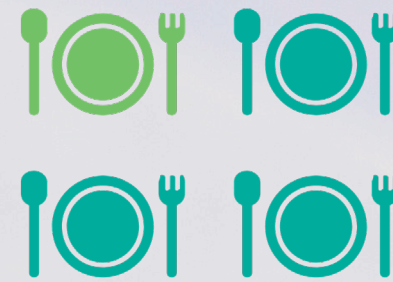
### TOP 10 U.S. STATES:

California Colorado Florida Illinois New Jersey New York Oregon Texas Washington Wisconsin



# #HFWF24

*by the Numbers*



**15 EVENTS**

FILLED THE HFWF24 SCHEDULE, INCLUDING GRAND TASTINGS, A GALA DINNER, WINE SEMINARS, BRUNCHES, A KIDS EVENT, AND PANEL DISCUSSIONS.



**6,827 PARTICIPATED**

IN HFWF24.



**\$81,174,323**

IN TOTAL PUBLICITY VALUE WAS EARNED AND SHARED THROUGH LOCAL, NATIONAL, AND INTERNATIONAL MEDIA OUTREACH.



**43,136,266,444**

RECORD AUDIENCE WAS REACHED THROUGH VARIOUS MEDIA OUTLETS, INCLUDING WEB, BROADCAST, RADIO, SOCIAL MEDIA, AND PODCASTS.

# MEDIA RESULTS

January 1, 2024 - December 31, 2024



43.1  
BILLION

PUBLIC RELATIONS  
IMPRESSIONS



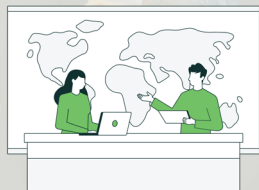
15.9  
MILLION

ADVERTISING  
IMPRESSIONS



379,000+

WEBSITE IMPRESSIONS



1,597

PRESS PLACEMENTS



2.3  
MILLION

EMAIL CAMPAIGN  
IMPRESSIONS



11.9  
MILLION

SOCIAL MEDIA  
IMPRESSIONS



1.1  
MILLION

SOCIAL MEDIA  
ENGAGEMENT



3,046

EARNED SOCIAL  
MEDIA MENTIONS

SOURCES: CISION, GOOGLE ANALYTICS, GOOGLE ADS, LATER, INDIVIDUAL SOCIAL PLATFORMS, ROKU, DISNEY+/HULU, AMAZON PRIME AND BROADCAST STATIONS

*The Fourteenth Annual Hawai'i Food & Wine Festival was successful in reaching and obtaining local, national and international media.*

For a full list and clippings, please contact Kristen Lau-Grover at [kristen@hawaiiifoodandwinefestival.com](mailto:kristen@hawaiiifoodandwinefestival.com)

# Website & Social

#HFWF24

## WEBSITE

www.HFWF.me

379,138

Total number of sessions spent actively on website

612,102

Total number of page views

0:45

Average length of session

## INSTAGRAM

@HIFOODWINEFEST

26,294

Total Instagram followers as of December 2024

13.12%

Follower growth in 2024

2,979,956

Number of unique impressions

## FACEBOOK

Hawai'i Food & Wine Festival

16,028

Total Facebook followers as of December 2024

0.97%

Fan growth in 2024

1,217,816

Number of unique impressions

## EARNED SOCIAL

1,118 Unique Authors

3,046

Total mentions

16.6%

Increase in total reach

7,715,713

Number of unique impressions

# WEBSITE

www.HFWF.me (www.hawaiifoodandwinefestival.com)

Data Pulled from January 1, 2024 - December 31, 2024

### SESSIONS: 379,138

A session is the period time a user is actively engaged with the website.

All usage data (screen views, events, ecommerce, etc) is associated with a session.

### USERS: 283,079

Users that have had at least one session within the selected date range.

Includes both new and returning visitors.

### PAGEVIEWS: 612,102

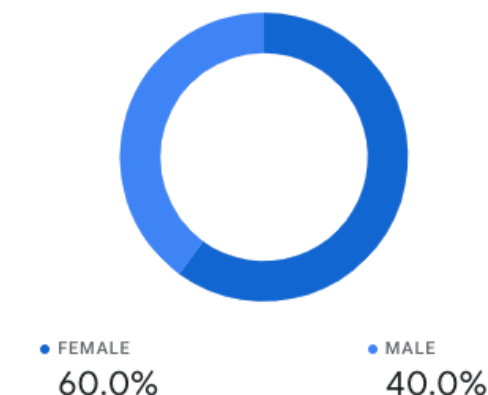
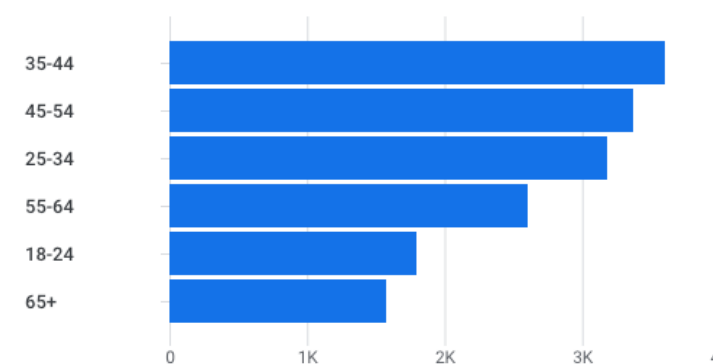
The total number of pages viewed. Repeated views of a single page are counted.

AVERAGE SESSION DURATION: 00:00:45

NUMBER OF SESSIONS PER USER: 0.58

INCREASE IN SESSION YEAR OVER YEAR: 42.26%

### AGE & GENDER DEMOGRAPHICS:



### WEBSITE AUDIENCE:

Top 3 Ranking Countries

United States - 49%

Users - 137,413  
New Users - 135,081  
Sessions - 131,955

Nigeria - 10%

Users - 28,079  
New Users - 28,077  
Sessions - 4,821

Nepal - 4%

Users - 10,358  
New Users - 10,328  
Sessions - 1,553

# INSTAGRAM

[www.instagram.com/HIFoodWineFest](https://www.instagram.com/HIFoodWineFest)

TIME PERIOD: January 1, 2024 - December 31, 2024

TOTAL FOLLOWERS: 26,294

TOTAL # OF POSTS BY HFWF: 135

TOTAL # OF REELS BY HFWF: 114

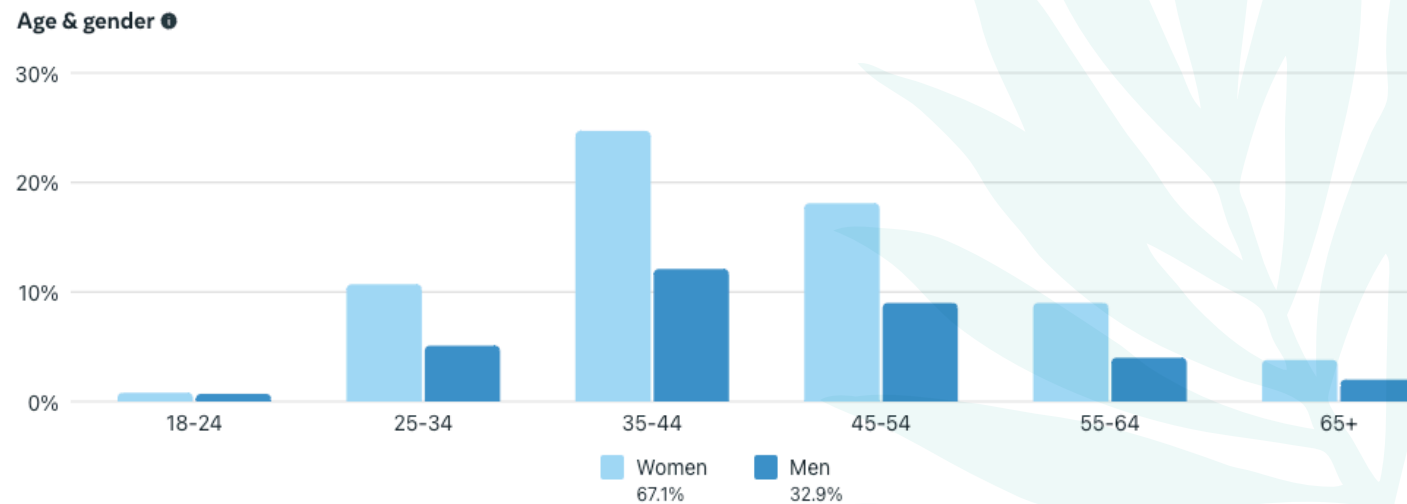
TOTAL ENGAGEMENT: 1,016,924

PROFILE CLICKS: 36,302

## TOP HASHTAGS BY ENGAGEMENT:

- #HFWF24XFIGHTINGEEL
- #EMPOWERMENT
- #HFWF25
- #BOOZYHALLOWEEN
- #HALLOWEEN2024
- #HALLOWEENDRINKS
- #HALLOWEENVIBES
- #SPOOKYCOCKTAILS
- #NATIVEAMERICAN
- #NATIVEAMERICANHERITAGEDAY

## AGE & GENDER DEMOGRAPHICS:



INCREASE IN FOLLOWERS IN 2024: 4,708

TOTAL # OF STORIES BY HFWF: 1,309

TOTAL IMPRESSIONS: 2,979,956

INCREASE ENGAGEMENT IN 2024: 222.65%

WEBSITE CLICKS: 7,022

- #NATIVEAMERICANHERITAGEMONTH
- #ENDOFYEARGIVING
- #ADVENTURE
- #EXPLORE
- #TRAVELPHOTOGRAPHY
- #WANDERLUST
- #FOODPORN
- #BEHINDTHESCENES
- #FOODIEMOMENTS
- #HFWF24

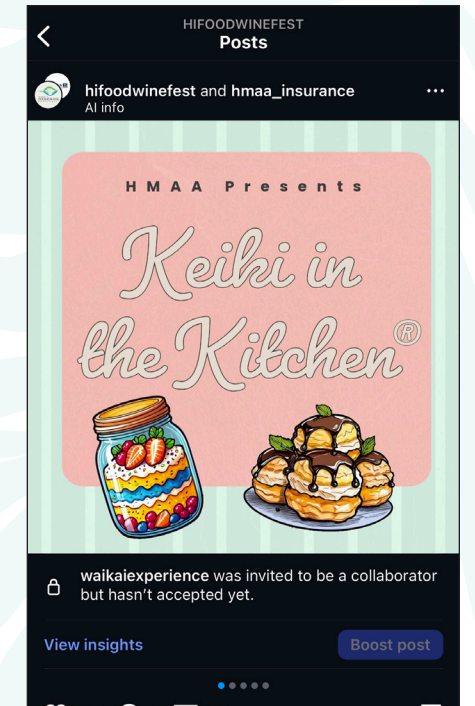
## TOP INSTAGRAM POSTS:



POST REACH: 43,515  
IMPRESSIONS: 65,150  
ENGAGEMENT: 1,341

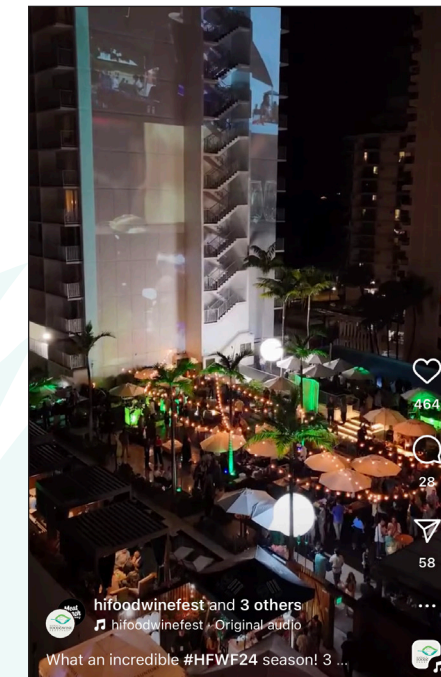


POST REACH: 21,390  
IMPRESSIONS: 24,554  
ENGAGEMENT: 779



POST REACH: 10,482  
IMPRESSIONS: 12,246  
ENGAGEMENT: 536

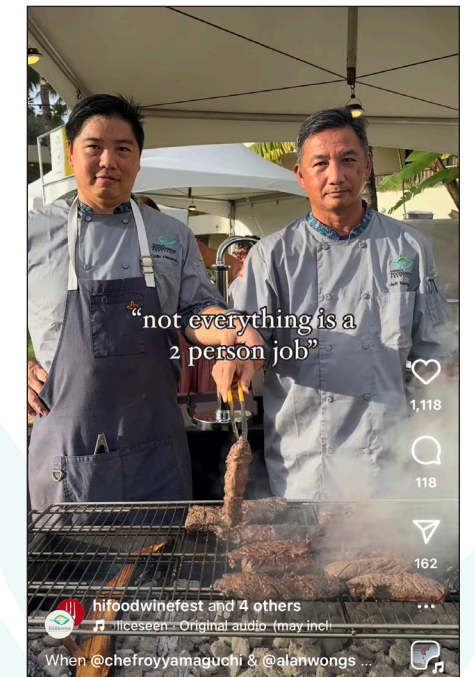
## TOP INSTAGRAM REELS:



ACCOUNTS REACHED: 29,319  
VIEWS: 37,304  
ENGAGEMENT: 568



ACCOUNTS REACHED: 26,786  
VIEWS: 31,871  
ENGAGEMENT: 1,193



ACCOUNTS REACHED: 21,452  
VIEWS: 32,036  
ENGAGEMENT: 1,425

# FACEBOOK

[www.facebook.com/HawaiiFoodandWineFestival](http://www.facebook.com/HawaiiFoodandWineFestival)

**TIME PERIOD:** January 1, 2024 - December 31, 2024

**TOTAL LIKES:** 13,994

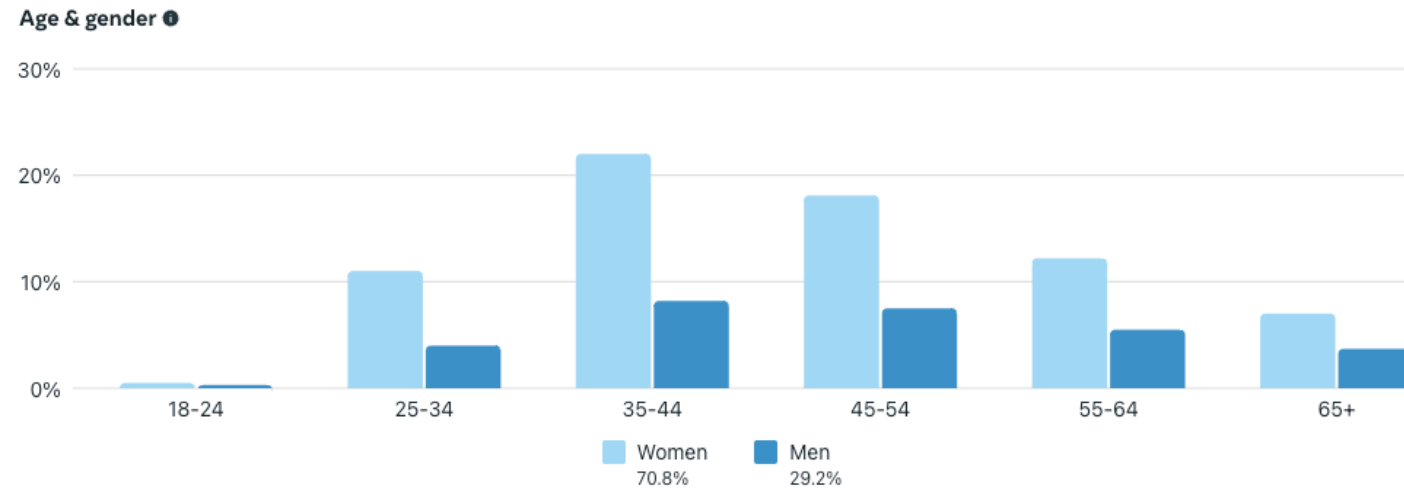
**ENGAGEMENT:** 90,368

The total number of reactions, likes, comments, and shares.

**# OF POSTS:** 141

The number of pieces of content posted by HFWF.

## AGE & GENDER DEMOGRAPHICS:



## TOP COUNTRY AUDIENCE:

United States	77%
Australia	2.9%
Japan	2.4%
Canada	2.1%
Mexico	1.1%

## TOP CITIES AUDIENCE:

Honolulu, HI	11.1%
Waipahu, HI	1.6%
Los Angeles, CA	1%
Kailua, HI	1%
New York, NY	1%

**INCREASE IN LIKES IN 2024:** 225

**IMPRESSIONS:** 1,217,816

The number of times HFWF content was seen.

**POST CLICK LINKS:** 9,522

The number of times link clicked through post.

## TOP FACEBOOK POSTS:

**Hawaii Food & Wine Festival**  
Published by Instagram  
May 6, 2024

ONE DAY LEFT until we announce the #HFWF24 lineup! Make sure you're first in line to explore our schedule of events and chefs when tickets go on sale tomorrow, May 7... click [bit.ly/3JddILZ](http://bit.ly/3JddILZ) to subscribe to our newsletter and be the first to know when tickets become available!

TICKETS ON SALE TOMORROW:  
 📍 Island of Hawaii: October 18, 2024  
 📍 Kā'anapali, Maui: October 25-27, 2024  
 📍 O'ahu: November 6-10, 2024

#HawaiiFoodAndWineFestival #foodandwine #foodandtravel #foodandbeverage #foodie #hawaii #hawaiifoodie #foodfestival #foodfest #culinarydestination #hfwf #luckywelvehawaii #culinaryexperience

**POST REACH:** 5,167  
**IMPRESSIONS:** 5,224  
**ENGAGEMENT:** 20

**Hawaii Food & Wine Festival** is with [Kilohanabycnha](#) and 19 others.  
Published by Instagram  
August 6, 2024

What an incredible day at #HFWF's annual Family Sunday mahalo to everyone who joined us @waikaleaexperience for this year's HMAA Hawaii Health Insurance Presents Keiki in the Kitchen! We hope our AGstravaganza left you inspired to get in the kitchen with your kids. Many hands went into making this day possible for our young foodies... a huge mahalo to HMAA Hawaii Health Insurance and Hawaii Tourism Authority for your support. To the chefs, special guests, farms, food vendors, emcees, volunteers, event staff, and partners, thank you for lending your talent and expertise to the thousands of tiny tastebuds that joined us! We can't wait to see you all next year!

👨‍🍳 Chefs: Justin Salinas, Duff Goldman, Jet Tila, Priya Krishna, Roy Yamaguchi, Shaymus Alwin, Brandon Hamada, Dean Kamiya, Keaka Lee, Trevor Luke, Jeremy Shigekane, Jon Matsubara, Ronnie Nasuti

🌿 Farms: Aloun Farms, Doie, Hawaii Farm Bureau, Mahi Pono, Maui Gold Pineapple, Sugar Land Farm

🛒 Food Vendors: All'i Fish Market, Da Bald Guy, foodtruck, Dragon Tea Girls, Sabrozon HI, Twisted Lumpia Hawaii, Waipahu High School Culinary, Aloha Sweet, Ono Kettle Pop, Teddy's Soda Odor Hawaii, Rosilani Ice Cream

🎤 Emcees: Devon Nekoba, Chef Kale Shanks, Kainoa Carlson

#KeikinTheKitchen #KidsFoodieFest #HFWF #foodandtravel #foodie #hawaiifood #hawaiifoodie #hawaiifoodfinds #foodfestival #foodfest #culinary #culinarydestination #gohawaii #visitoahu #luckywelvehawaii #supportlocal #culinaryexperience #hawaiieats #kidsactivities #kidscooking #creativekids #hawaiikids #familyfriendly #gohawaii #kilohanabycnha #hawaiilancouncil #hawaiilhta #visitoahu #malamakuhome

**POST REACH:** 1,890  
**IMPRESSIONS:** 2,098  
**ENGAGEMENT:** 4

**Hawaii Food & Wine Festival**  
Published by Madeleine Sing  
August 27, 2024

Meet Chef Matt Pittman (@pittmankid), Founder and CEO of @meatchurch, the unique BBQ lifestyle brand of craft #BBQ seasonings, apparel, recipe development & live fire cooking instruction! Pittman is an expert and respected authority on outdoor cooking and has appeared on the hit TV show BBQ Pitmasters. Students travel from around the world to attend his BBQ schools and study with pitmaster in his private outdoor kitchen.

We're thrilled to welcome @pittmankid back to #HFWF at Backcourt BBQ in @kaanapalimaui on October 27! Join us for an unforgettable culinary experience with this BBQ legend and other top chefs and pitmasters. Tickets available now at [bit.ly/3Z1C416](http://bit.ly/3Z1C416)

#HFWF #Festival #FoodFest #Hawaii #HawaiiFoodAndWineFestival #foodandwine #foodandtravel #foodandbeverage #foodie #hawaiifood #hawaiifoodie #foodfestival #foodfest #culinarydestination #luckywelvehawaii #culinaryexperience #gohawaii #kilohanabycnha #hawaiilancouncil #hawaiilhta #visitoahu #malamakuhome

**POST REACH:** 1,749  
**IMPRESSIONS:** 1,766  
**ENGAGEMENT:** 12





#HEWE24

# SCHEDULE OF EVENTS

## MONDAY, MAY 6, 2024

## ATTENDANCE

Launch

HFWF24 Launch/HFWF23 Mahalo Reception	Prince Waikiki	205
---------------------------------------	----------------	-----

## SUNDAY, AUGUST 4, 2024

Kids Event

HMAA Presents Keiki in the Kitchen	Wai Kai	2,020
------------------------------------	---------	-------

Kid's Foodie Fest	Wai Kai	479
-------------------	---------	-----

## FRIDAY, OCTOBER 18, 2024

Grand Tasting

Lucky Dragon with Martin Yan & Friends	Mauna Kea Beach Hotel	458
--	-----------------------	-----

## FRIDAY, OCTOBER 25, 2024

Golf Tournament

First Hawaiian Bank Presents 26th Annual Roy Yamaguchi Golf Classic	Kā'anapali Golf Course and Roy's Kaanapali	134
---	--	-----

## SATURDAY, OCTOBER 26, 2024

Grand Tasting

Vita La Vino	Sheraton Maui Resort & Spa	625
--------------	----------------------------	-----

## SUNDAY, OCTOBER 27, 2024

Pickleball Tournament

First Annual HFWF Pickleball Tournament	Royal Lahaina Tennis Ranch	96
---	----------------------------	----

Brunch

Backcourt BBQ	Royal Lahaina Resort & Bungalows	308
---------------	----------------------------------	-----

## WEDNESDAY, NOVEMBER 6, 2024

Panel and Walk Around

Kamehameha Schools Presents ROOTS	Hyatt Regency Waikiki Beach Resort and Spa	201
-----------------------------------	--	-----

## THURSDAY, NOVEMBER 7, 2024

Grand Tasting

Jade Cocktail Club with Morimoto & Friends	•Alohilani Resort Waikiki Beach	598
--	---------------------------------	-----

## FRIDAY, NOVEMBER 8, 2024

Grand Tasting

Hawaiian Airlines Presents Behind the Cellar Door	Hawai'i Convention Center	938
---	---------------------------	-----

**SATURDAY, NOVEMBER 9, 2024**

**ATTENDANCE**

Wine Seminars

World's Greatest Wine Discoveries: South America and believe it or not, China	Halekulani	37
Domaine Tempier: Passion, Terroir and Soul	Halekulani	40

Gala Dinner

Global Culinary Finesse: Celebrating the Rise of World-Class Chefs	Halekulani	196
--	------------	-----

**SUNDAY, NOVEMBER 10, 2024**

Panel and Brunch

Culinary EmpowHERment	Outrigger Reef Waikiki Beach	168
-----------------------	------------------------------	-----

Grand Tasting

Spice Market	Ko Olina Resort with Aulani, A Disney Resort & Spa and Four Seasons Resort O'ahu at Ko Olina	661
--------------	--	-----



# Our Impact

#HFWF24



**\$5 MILLION**

TOTAL AMOUNT DONATED TO THE COMMUNITY SINCE 2011.



**\$26.5 MILLION**

TOTAL NUMBER OF DIRECT VISITOR EXPENDITURES.



**2,800**

CULINARY STUDENTS WHO HAVE LEARNED FROM 400+ HFWF CHEFS



**85+**

FARMS, RANCHES AND SEAFOOD SUPPLIERS SOURCED FROM ACROSS 6 HAWAIIAN ISLANDS



# MAHALO

*to our 2024 sponsors*





HAWAII  
FOOD & WINE  
FESTIVAL®

*Save the Date*

# 15<sup>TH</sup> ANNUAL HAWAII' FOOD & WINE FESTIVAL

ISLAND OF HAWAII' - OCTOBER 17-18, 2025

KĀ'ANAPALI, MAUI - OCTOBER 24-26, 2025

O'AHU - OCTOBER 30-NOVEMBER 2, 2025

## 2024 FESTIVAL TEAM

**Denise Yamaguchi** – Chief Executive Officer

**Aya Leslie** – Vice President

**Cassidy Apo** – Executive Assistant & Event Manager

**Deena Datu** – Culinary Coordinator & Office Manager

**Colin Hazama** – Executive Chef

**Kristen Lau-Grover** – Director of Marketing & PR

**Madeleine Sing** – Content Marketing & Education Coordinator

**Teri Matsukawa** – Financial Advisor

## 2024 BOARD OF DIRECTORS

**Roy Yamaguchi** – Chair

**Alan Wong** – Vice Chair

**Sharon Brown** – Secretary

**Meredith Ching** – Treasurer

**Vikram Garg** – Director

**Shep Gordon** – Director

**Val Iwashita** – Director

**Warren Shon** – Director

**Mark Teruya** – Director