

Hawaii Destination Spotlight – Editorial Send

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Copy: Andrea Manokian

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Element	Copy Suggestions (a few options)
Subject Line	Say aloha to Hawaii 🌺
	Picture this: you, sandy toes, sunsets, & Hawaii
	It's time for an island getaway—say hello to Hawaii 🌴
	Helloooo Hawaii 😍
Preview Text	Destination: paradise.
	Experience the natural beauty of Hawaii.
	Catch your next sunset on island time.
Header	Spotlight on: Hawaii
	Destination feature: Hawaii
	Explore Hawaii
	Things to do in Hawaii
Body Copy	Hawaii is a popular travel destination and for good reason. The island's cobalt waters, powder-white beaches, volcanoes, indigenous wildlife, and rich culture make it an absolute must.
	Don't put off paradise any longer. Discover all the unique ways to experience Hawaii.
	Rich in culture and cuisine, and with no short supply of breathtaking beaches, Hawaii is a little slice of paradise. Whether you're looking for an action-packed adventure in nature, or a relaxed, laid-back getaway—Hawaii has something for everyone.
CTA	Explore Hawaii
	Experience Hawaii

CTA Link	https://www.viator.com/Hawaii/d278
Recommended reads	Recommended reads
Article 1 Header	Things to see & do in Hawaii for first-timers
Article 1 Body	Don't miss these absolute musts when visiting Hawaii.
Article 1 CTA	Read more
Article 1 Link	https://www.viator.com/Hawaii-tourism/First-Timers-Guide-to-Hawaii/d278-t29238
Article 2 Header	Tips for snorkeling with sea turtles
Article 2 Body	Learn how to respect these majestic sea creatures who call Hawaii their home.
Article 2 CTA	Read more
Article 2 Link	https://www.viator.com/blog/Snorkeling-with-Sea-Turtles-in-Hawaii-Tips-for-Keeping-Honu-Safe/I94398
Article 3 Header	An islander's guide to food in Kauai
Article 3 Body	An islander raised in Louisiana connects with her roots through traditional Hawaiian cuisine.
Article 3 CTA	Read more
Article 3 Link	https://www.viator.com/blog/Eating-My-Way-to-My-Hawaiian-Roots-in-Kauai/I98270
Product list header	Find more things to do in Hawaii
Product 1 Header	Whale watching in Maui

Product 1 Body (2 lines max)	Go on a boat excursion and catch a glimpse of humpback whales in Lahaina Harbor.
Product 1 CTA	Learn more
Product 1 CTA Link	https://www.viator.com/tours/Maui/Maui-Whale-Watch-Cruise/d671-3774WW
Product 2 Header	Sunken Volcano Swim & Snorkel Excursion
Product 2 Body	Cruise to the Molokini crater on a boat and snorkel in its crystal clear waters teeming with fish.
Product 2 CTA	Learn more
Product 2 CTA Link	https://www.viator.com/tours/Maui/Molokini-and-Turtle-Town-Snorkeling-Adventure/d671-9281P1
Product 3 Header	Nighttime Manta Ray Adventure
Product 3 Body	Led by a local guide on the Big Island, take a cruise to a top manta site and swim alongside them.
Product 3 CTA	Learn more
Product 3 CTA Link	https://www.viator.com/tours/Big-Island-of-Hawaii/Sunset-Manta-Ray-Snorkel/d669-8571P1
Product 4 Header	Kaanapali oceanfront luau
Product 4 Body	Feel the rhythmic beat of the drums and experience the magic of Polynesian dance during a luau.
Product 4 CTA	Learn more

**Product 4 CTA
Link**

<https://www.viator.com/tours/Maui/Kaanapali-Sunset-Luau-in-Maui/d671-2784BLACK>