

MEDIA KIT 2026

YOUR HAWAII NAVIGATOR

みんなの アロハちゃん

Minna no Aloha-chan

A Japanese-language Hawaii travel media brand, made in Honolulu for travelers from Japan. Aloha-chan, our original character, is their friendly "Hawaii navigator." Across YouTube, Instagram, podcast, and our portal site, we connect Japanese visitors with Hawaii businesses.

"Minna no Aloha-chan" means "Everyone's Aloha-chan." (-chan is an affectionate Japanese suffix, like calling someone "little.")



HONOLULU, HAWAII

At a Glance

数字で見るアロハちゃん

24,300

YouTube subscribers

As of Sep 2026

5.7 M+

Total YouTube views

As of Sep 2026

2,500+

Instagram followers

As of Sep 2026

57 %

Viewers aged 55+

YouTube Analytics (Aug 2026)

300+

Videos published

As of Sep 2026

YouTube

youtube.com/@ALOHACHAN

Instagram

[@alohachan_hawaii](https://www.instagram.com/alohachan_hawaii)

Podcast

Apple Podcasts and more

Portal site

alohachan.com

Clear, Friendly, Aloha-chan Style

「アロハちゃんらしさ」=とことん、わかりやすく

Minna no Aloha-chan is a Hawaii travel channel launched in 2023. All content is in Japanese, made for viewers in Japan who are planning or dreaming of a Hawaii trip. When the pandemic emptied Hawaii of Japanese visitors, we set out to bring those smiles back — reporting from Honolulu, on the ground.

Our original character Aloha-chan guides viewers through attractions, food, shopping, and the latest Hawaii news in language that works for first-timers and repeat visitors alike. Alongside 1–2 long-form videos a week, we also publish Shorts (short vertical videos) covering Japanese arrivals at Honolulu airport, the yen–dollar rate, and the weather.



A clear path to action

Directions, hours, and how to book — every video is built so viewers can act the moment it ends.



Easy-to-follow narration

Narration synced with on-screen captions — the message lands with audio alone or captions alone.

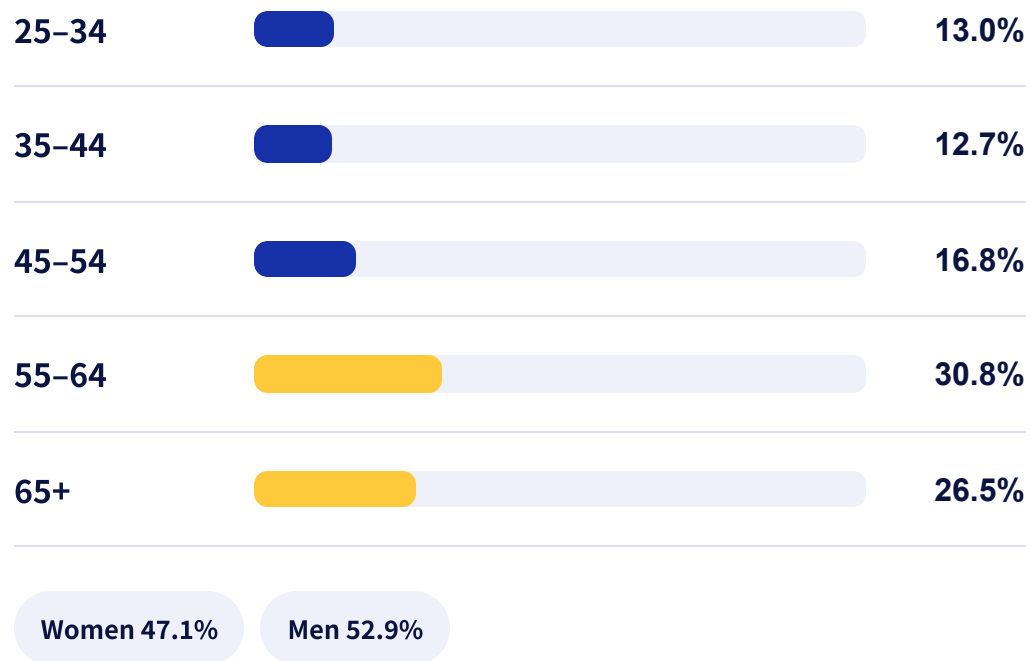


Original maps

Custom illustrated maps show at a glance where things are, so viewers never wonder "where is that?"

Serious Hawaii Travelers, Mostly 55+

ハワイ旅行に本気の、55歳以上が中心の視聴者



Source: YouTube Analytics (audience demographics, Aug 2026)

57%

of viewers are 55 or older — people in Japan with the time and means to travel, and many of them are repeat Hawaii visitors. For shops and attractions, this is the audience most likely to walk through your door.

Voices from Viewers

視聴者の声

“

I used Aloha-chan's channel to plan my first-ever trip to Hawaii, traveling solo. The show tips moved me to tears. A memory for a lifetime!

First trip · solo

“

I've watched a lot of Hawaii videos by different creators, and Aloha-chan's were the easiest to understand — I've been binge-watching for days.

Clarity

“

Thanks to Aloha-chan's video, I picked up lots of great-value souvenirs at Walmart!

Video → purchase

“

I always use the videos as a reference. The parking information this time was really clear and helpful.

Practical info

“

If I just do what Aloha-chan says, I feel like I can get around without speaking English.

Confidence

“

The chapter list with timestamps in the description is a huge help. And because videos come out so often, beginners like me can see what Hawaii is like right now.

Frequency

Selected comments from our YouTube channel, translated from Japanese.

Featured Works

紹介実績

HISTORIC SITE

Pearl Harbor

EVENT

**International Ukulele
Festival of Hawaii**

EVENT

**Honolulu Marathon
on-site report**

SHOP

Lil Cutie
Waikiki gift shop

SHOPPING

**Ala Moana Center
Black Friday**

SHOPPING

**Aloha Stadium
Swap Meet**

GOURMET

**Island Vintage
Coffee**

HOW-TO

**Waikiki trolley
comparison**
3 operators, side by side

Plus 300+ videos covering attractions, dining, shopping, transportation, and medical information — all produced in Japanese for visitors from Japan.

Media Events

メディアイベントにも参加

We attend media events in Hawaii and bring news of new venues and services to our viewers first. Coverage and filming are handled locally by our Honolulu-based team.

What We Offer

できること

Sponsored video

A dedicated Japanese-language video featuring your business, produced end to end — concept, script, narration, and editing. No Japanese-speaking staff needed on your side.

In-video segment

A featured segment inside one of our long-form videos. An easy way to get started.

Shorts & Instagram

Vertical Shorts and Instagram posts that amplify reach, paired with YouTube for combined impact.

On-site filming

Our Honolulu-based team visits and films at your location. Professional photography is also available.

Web & business solutions

We are operated by WEB BURGER DESIGN, a Hawaii web design and marketing company. We also help you get ready for Japanese visitors with Japanese-language websites, reservation systems, and automated social media posting.

All sponsored videos and posts are clearly labeled as advertising. Content is positive by design, and pre-publication review is available on request. Contact us for rates and scheduling.

Contact

For sponsorships, coverage, or filming, just send us an email.
Inquiries in English or Japanese are welcome.

info@alohachan.com

Operated by WEB BURGER DESIGN, Honolulu, Hawaii

youtube.com/@ALOHACHAN / instagram.com/alohachan_hawaii / alohachan.com