



EXPERIENCE THE

# HAWAIIAN ISLANDS

Kaua'i • O'ahu • Moloka'i • Lāna'i • Maui • Hawai'i



**HAWAII**  
VISITORS & CONVENTION BUREAU™

Hawai'i Statewide Official Visitors' Guide  
2024 Media Kit



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**The Hawai'i Statewide Official Visitors' Guide is the go-to resource for planning and learning everything visitors need to know about traveling to Hawai'i. The all-digital program features current information on every island, is responsive to market consumption demands and provides great value to HVCB Members.**

The Guide includes island-specific sections for Kaua'i, O'ahu, Maui/Moloka'i/Lāna'i and the island of Hawai'i, as well as the latest/updated content highlighting Native Hawaiian culture as well as the importance of *mālama* and *kuleana* cultural values perpetuated throughout the Hawaiian Islands.

Distribution will deliver on highly qualified and vetted digital delivery:

- HVCB leverages proprietary, first-party Hawai'i data for paid targeted distribution.
- HVCB utilizes valuable owned channels for targeted audience delivery.

## PROGRAM INCLUDES

- Distribution to all consumer inquiries from HVCB corporate/statewide and Island Chapter marketing activities throughout the year.
- Promotion and distribution via all HVCB Travel Trade activities throughout the year, including virtual and in-person events, trade shows, webinars, destination training and education.
- Promotion and distribution throughout the year via the destination's consumer website: [gohawaii.com](http://gohawaii.com) and destination's trade website: [agents.gohawaii.com](http://agents.gohawaii.com).
- Clickable URL that directs to your website with URL included on ad.

View the current 2023 Hawai'i Official Statewide Visitors' Guide here: [hvcb.org/hawaiivisitorsguide](https://hvcb.org/hawaiivisitorsguide)



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## DIGITAL DISTRIBUTION

### **CONSUMER PAID** (~90 MILLION TOTAL IMPRESSIONS)

- HVCB is invested in using a Digital Marketing Campaign to promote the Guide to gain approximately 90 Million impressions delivered to Hawai'i lookalike consumers, targeted using first-party consumer data.
  - ▶ Backed by leveraging HVCB 1P CRM data
- Distributed across all devices (desktop, mobile/tablet)
- In 2023, the click-through rate of the Hawai'i Official Statewide Visitors' Guide of 0.57% outperformed the travel/hotel industry benchmark of 0.11% signaling a very high interest for Hawai'i travel information.
- Guide viewers spend an average of 4 minutes engaging with the destination content, covering all islands.

### **CONSUMER OWNED** (450,000 TOTAL UNIQUE IMPRESSIONS)

- HVCB Email Communications: 450,000+ Hawai'i consumers who have opted into HVCB's proprietary consumer database and who are actively receiving Hawai'i destination information, news and updates.
  - ▶ Email distribution 2x/year
  - ▶ This audience is highly engaged with the destination and responds to HVCB email communications, with a current benchmark unique open rate of 48%.

### **TRAVEL TRADE OWNED** (117,000 TOTAL IMPRESSIONS)

- Hawai'i Destination Specialist Advisors: Distribution to 50,000+ active Hawai'i advisors, including Hawai'i trained specialists who are top sellers of Hawai'i vacations and use the Guide when selling to clients.
  - ▶ Email distribution 2x/year
  - ▶ This audience is highly engaged with a current average 32% unique open rate.
- U.S. Travel Industry Partners: Approximately 67,000 U.S. Agency Partners are additionally managed from HVCB's travel trade database and receive the Guide.

The Hawai'i Visitors & Convention Bureau is a private, non-profit organization invested in helping make tourism work for Hawai'i. Programs offered leverage proprietary resources with costs underwritten for the collective benefit of participants and reinvestments made back into Membership benefits.



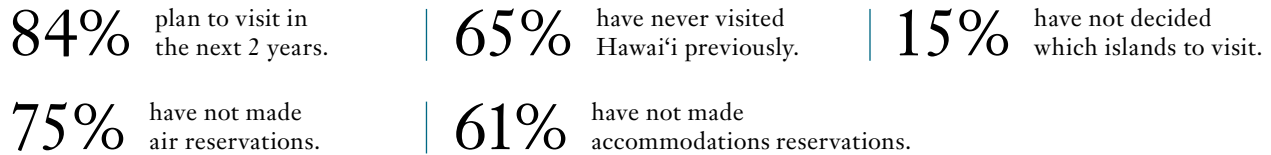


EXPERIENCE THE

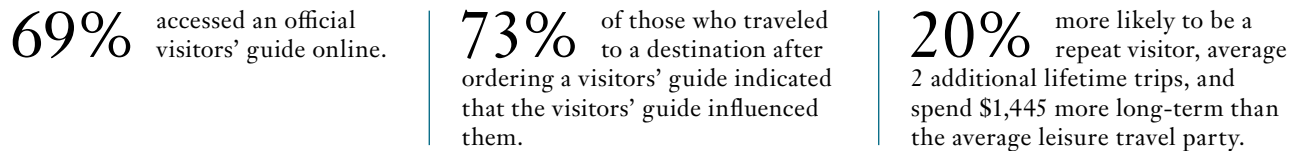
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## REACH THE RIGHT AUDIENCE AT THE RIGHT TIME

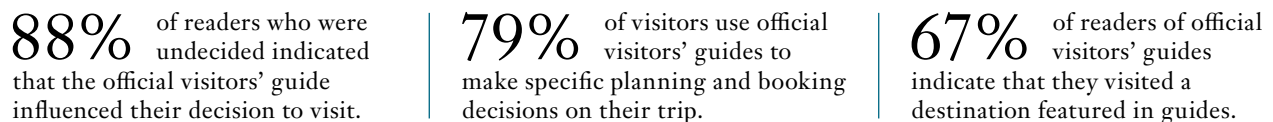


## VISITORS' GUIDES INFLUENCE TRAVEL DECISIONS



Visitors' guides are highly valued by potential visitors, with 97% defining themselves as satisfied or very satisfied with visitors' guides.

## VISITORS' GUIDES DRIVE BOOKINGS



Visitors' guides are important for decisions in-market, especially around "Things to Do," with 57% of travelers indicating they selected an attraction or activity, 45% a place to dine, and 24% a place to shop.

Sources of Research: Destination Analysts (State of the American Traveler 2022), DMA West/Destination Analysts Official Visitors' Guide Study 2021, Back to Normal Barometer 2021, Domestic Travel Market Report 2018, DMA West Visitor Guide Readership & Conversion Study, 2021



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## PREMIUM ADVERTISING UNITS & RATES

Inside Front Cover Spread . . . . .	\$31,250.00
Table of Contents Adjacent Full Page (new) . . . . .	\$18,750.00
Premium Spread . . . . .	\$15,625.00
Inside Back Cover . . . . .	\$15,000.00
Island Section - 1st Full Page Premium Position . . . . .	\$12,500.00

## STANDARD ADVERTISING UNITS & RATES

Spread . . . . .	\$12,500.00
Full Page . . . . .	\$10,000.00
<i>Fractional Ads</i>	
2/3 Page Vertical . . . . .	\$6,075.00
1/2 Page (vertical and horizontal) . . . . .	\$4,650.00
1/3 Page (vertical and square) . . . . .	\$3,150.00
Featured Directory Placement (ad buy required) . . . . .	\$1,000.00

## DEADLINES

**PUBLICATION DATE:**

January 2024

**SPACE CLOSE:**

October 20, 2023

**MATERIALS DUE:**

October 31, 2023



# EXPERIENCE THE HAWAIIAN ISLANDS

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## ADVERTISING SPECIFICATIONS

### DISPLAY ADVERTISING - BLEED

	W	H
SPREAD (trim size)	16.25"	10.5"
FULL PAGE (trim size)	8.125"	10.5"

#### ALL BLEED ADS MUST INCLUDE:

- 0.125" bleed on all sides
- 0.375" margins on all sides for live area

### DISPLAY ADVERTISING - NON-BLEED

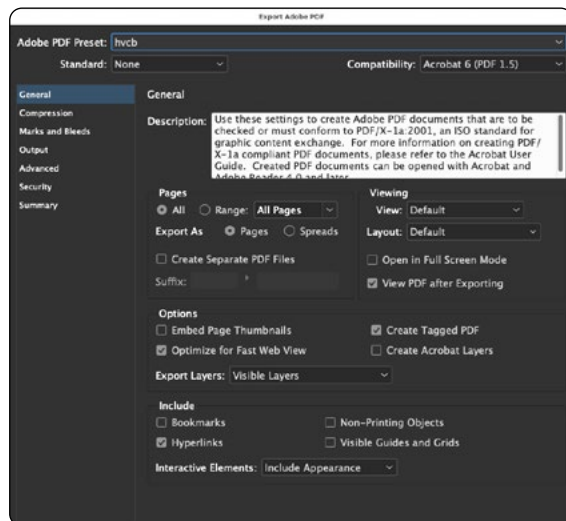
	W	H
FULL PAGE	7.125"	9.5"
2/3 VERTICAL	4.625"	9.5"
1/2 VERTICAL	4.625"	7.125"
1/2 HORIZONTAL	7.125"	4.625"
1/3 VERTICAL	2.25"	9.5"
1/3 SQUARE	4.625"	4.625"

## SPECIFICATIONS AND DELIVERY

### AD FORMATS

PDF only - We recommend exporting from Adobe InDesign as Print format using the HVCB job option preset available here: <https://we.tl/t-0Mhjpe7wls>

- Color: RGB
- Images: 300ppi scaled at 100% size
- URL is required within the ad submission in order to link to your website from the digital guide



DOWNLOAD  
PDF EXPORT SETTINGS

### DELIVERY INSTRUCTIONS

1. Email advertising order form to [submissions@hvcb.org](mailto:submissions@hvcb.org)
2. Submit artwork via link provided to you after receipt of your order form (do not email ad files)
3. After upload is complete, please send notification of delivery to [submissions@hvcb.org](mailto:submissions@hvcb.org)

### DIGITAL DISPLAY ADVERTISEMENT SUGGESTIONS:

- Include website URL in ad. It will be your clickable link from the digital guide
- Design with mobile readership in mind as the guide is accessible on mobile devices and tablets

### ORTHOGRAPHY

We recognize the use of linguistic markings of the (modern) Hawaiian language including the *‘okina* [‘] or glottal stop and the *kahakō* [ō] or macron (e.g., in place names of Hawai‘i such as Lāna‘i). We acknowledge that content created or submitted by third parties may not use the *‘okina* or *kahakō*, but we recognize the importance of using these markings to preserve the indigenous language and culture of Hawai‘i and use them in all other forms of communications.



## OUR MISSION

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To help make tourism work for Hawai'i.

## OUR VISION

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To attract visitors who will leave this place better than when they arrived.

## MEMBER PROMISE

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Supporting our membership *'obana* is central in our efforts to achieve our vision and mission.

By bringing Hawai'i's visitor industry together and providing unique, strategic benefits, we help our members achieve their goals.

## CONTACT US

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SR. DIRECTOR, MEMBER AND  
COMMUNITY ENGAGEMENT

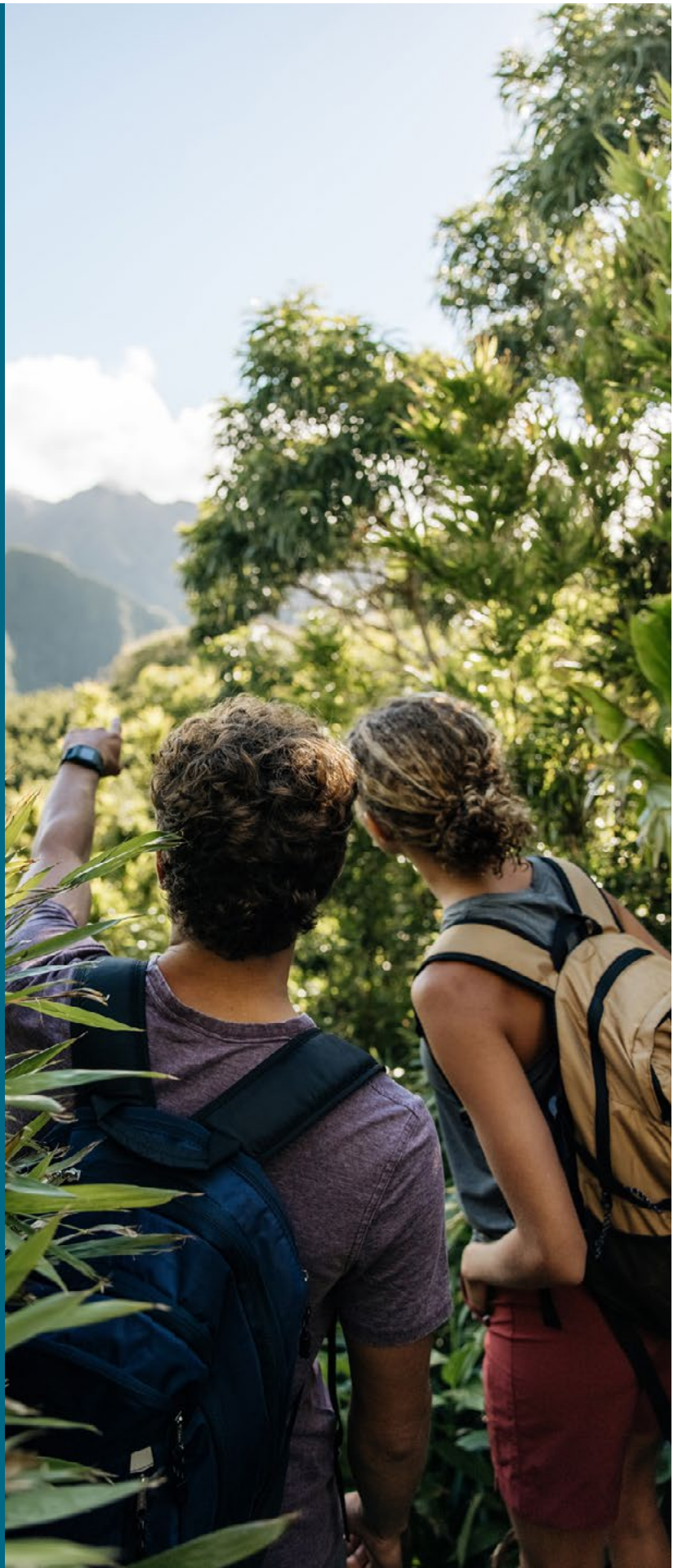
**Karen Wataru Nakaoka**  
knakaoka@hvcb.org | 808 924-0231

MANAGER, MEMBERSHIP  
DEVELOPMENT AND ENGAGEMENT

**Armida York**  
ayork@hvcb.org | 808 924-0233



**HAWAII**  
VISITORS & CONVENTION BUREAU™



# Advertising Order Form

Please reserve the following space for the **2024 Hawai'i Statewide Official Visitors' Guide**.

*If purchasing two of same ad size, please fill out another form.*

## PREMIUM ADVERTISING UNITS & RATES

Check the appropriate box(es).

Inside Front Cover Spread	\$31,250.00
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1/2 Page Horizontal	\$4,650.00
1/3 Page Vertical	\$3,150.00
1/3 Page Horizontal	\$3,150.00
Featured Directory Placement (ad buy required)	\$1,000.00

TOTAL (GE Tax 4.712% added)

\*Please check availability for premium sections by contacting a sales representative listed below.

Payment due upon receipt of invoice. Invoices will be sent upon receipt of advertising order form. **Send Invoice to:** Advertiser Ad Agency  
**Fields outlined in red are mandatory.**

Company Name (As will appear in directory)

Advertising Agency

Street Address

Street Address

City

State

Zip

City

State

Zip

Phone

Fax

Phone

Fax

Email

Email

Contact Name

Contact Name

I have read and accept the conditions outlined below and wish to reserve advertising as indicated.

Advertiser  
or Agency  
Signature

Date

**ADVERTISING ACCEPTANCE POLICY:** The following rules and conditions govern advertisements accepted for the Hawai'i Statewide Official Visitors' Guide. Advertising orders cancelled after the acceptance deadlines (as indicated in the media kit) will be subject to a cancellation fee of 100%. While care has been taken to ensure the insertion of an advertisement in accordance with instructions, no liability will be accepted for any loss caused by omission, alteration, or misplacement. HVCB reserves the right to amend or reject any advertisements which it considers unsuitable. The position of advertisements – except where special arrangements have been made at appropriate cost – will be at the discretion of HVCB. If available, a 10% surcharge applies for preferred positioning. Insertion orders submitted by Agencies bind both the Agency and the Advertiser to the terms and conditions of this contract. HVCB is not required to provide proofs of advertisements prior to publication. HVCB will not be liable for any loss or damage arising in relation to or in connection with any materials supplied for an advertisement. Payment due upon receipt of invoice. If payment is not received by due date, a fee of 18% per annum will be applied.

**SUBMIT ALL ORDER FORMS TO:** [submissions@hvcb.org](mailto:submissions@hvcb.org)

**TO PAY ONLINE** – go to: [hvcb.org/payments](https://hvcb.org/payments)

**TO PAY BY CREDIT CARD** – provide authorization details below and send to [submissions@hvcb.org](mailto:submissions@hvcb.org)

Name of Credit Card Holder (as it appears on card)

Billing Address

City

State

Zip

Card Number

Expiration Date

CSV

VISA

MC

AMEX

**TO PAY BY CHECK** – please mail check with advertising order form to:

Hawai'i Visitors & Convention Bureau – 2270 Kalākaua Avenue, Suite 801, Honolulu, Hawai'i 96815



## CONTACT US

**SR. DIRECTOR, MEMBER AND COMMUNITY ENGAGEMENT** Karen Wataru Nakaoka . . . . . [knakaoka@hvcb.org](mailto:knakaoka@hvcb.org) | 808 924-0231  
**MANAGER, MEMBERSHIP DEVELOPMENT AND ENGAGEMENT** Armida York . . . . . [ayork@hvcb.org](mailto:ayork@hvcb.org) | 808 924-0233

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