



HAWAII

VISITORS & CONVENTION BUREAU™

M E M B E R



A photograph of two women from behind, standing on a dark, pebbly beach looking out at the ocean. They are wearing traditional Hawaiian skirts with intricate patterns and leaf leis. The woman on the right has her right arm raised in a gesture. The word "ALOHA" is centered in white text over the image.

ALOHA



Letter from the President



Welcome to the Hawai'i Visitors & Convention Bureau (HVCB). It is an honor to serve as the President and CEO of an organization that has been marketing the Hawaiian Islands as a visitor destination for more than 100 years. The unique qualities of our islands stem from a rich and vibrant culture, inspiring natural beauty, and the spirit of Hawai'i's people.

Our amazing HVCB team members, representing their communities in all four counties, rise and shine every morning thinking about our *kuleana* to our state, our members, our neighbors and our guests. We are committed to developing marketing programs that uphold our values, inspire people to visit Hawai'i and preserve what makes our communities special.

Tourism is woven into the fabric of Hawai'i's economy across all of our communities. As such, it is our privilege to work with HTA and our members, to ensure the continued health of not only Hawai'i's largest income generator, but also its people. *Mahalo* for your partnership.

Aloha,

A handwritten signature in black ink, appearing to read "John Monahan". The signature is fluid and cursive, with a large initial "J" and "M".

John Monahan
President and CEO

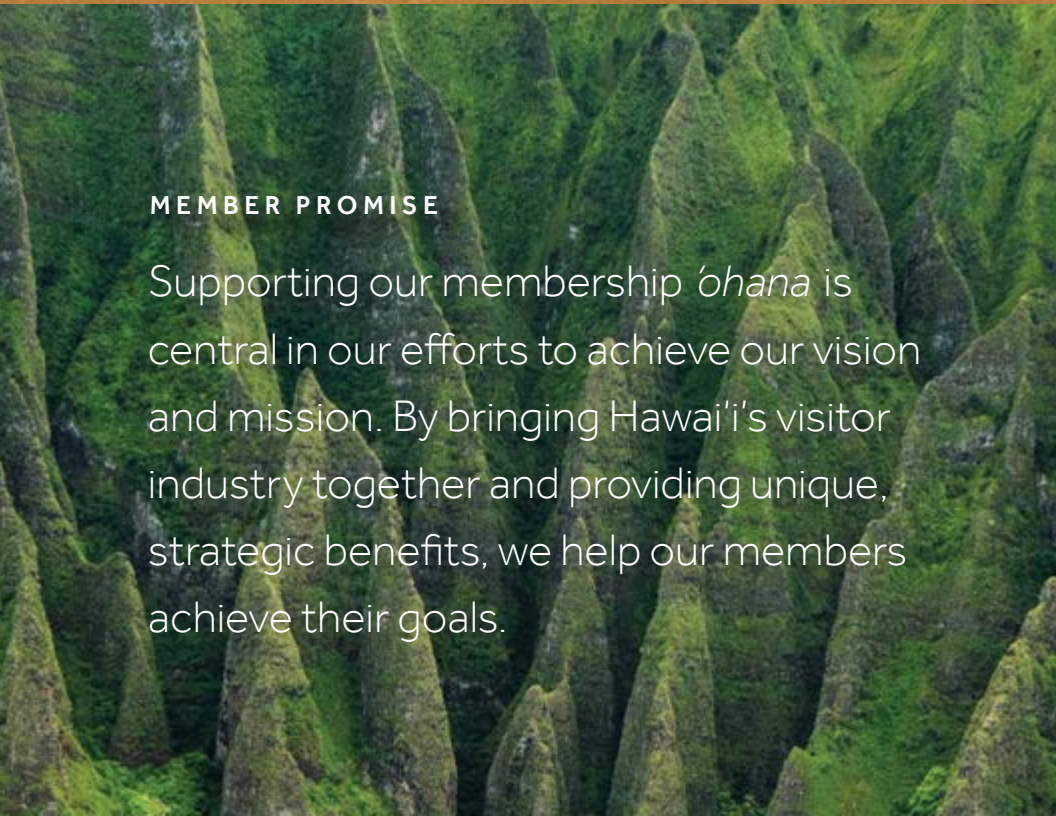


MISSION

To enrich Hawai'i and its people.

VISION

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



MEMBER PROMISE

Supporting our membership *ʻōhana* 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.

About HVCB

We are a private non-profit, member-based organization working with the Hawai'i Tourism Authority and our membership *'ohana* to help make tourism work for and with Hawai'i.

We're everywhere tourism intersects with the community, with Island Chapters on the ground in every county and contacts at every level of government. That gives us a vast amount of knowledge, resources and connections that we use to empower our membership *'ohana* to research, understand and connect with visitors.

And we are fierce advocates for growing Hawai'i's number one industry sustainably and for the benefit of local communities, perpetuating our state's wealth of environmental and cultural resources so future generations can continue to enjoy them.

Ultimately, we are stewards of Hawai'i's brand. Not just as the world's greatest travel destination, but as one of the world's most precious resources. And we'd love to have you as part of our *'ohana*.

Once you're part of our membership *'ohana*, we are committed to providing you with the tools and resources you need to successfully attract visitors to your respective businesses; from training, research, market insights, cultural education, travel trade relationships and programs to branding, publicity and specific tactical marketing programs.

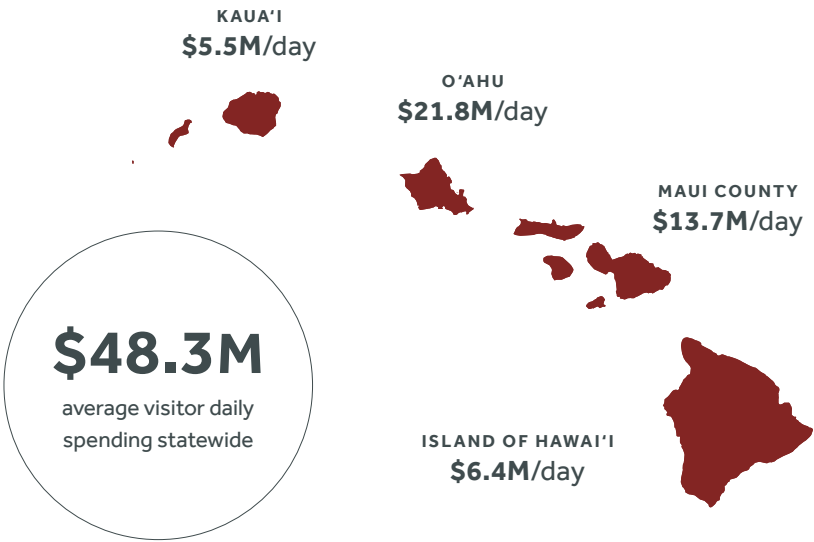
Hawai'i's Tourism Industry

Tourism is the largest single source of private capital for Hawai'i's economy.

\$17.64 billion visitor spending

9,888,845
visitors came to Hawai'i

242,000
visitors are on the Hawaiian Islands on any given day



\$2.06 billion
state tax revenue

1 in 4
people employed by the tourism industry

Opportunities for Continued Growth



Increased arrivals during
shoulder periods:
April-May and
October-November



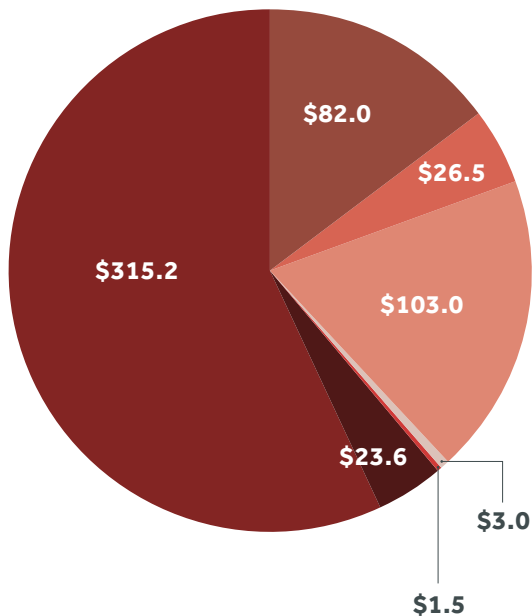
Renovations, upgrades to
Hawai'i's tourism product
(hotels, attractions, natural
resources)



Increased distribution
of visitors to the
neighbor islands

HOW TOURISM IMPACTS EVERYONE THROUGH TRANSIENT ACCOMMODATIONS TAX (TAT) COLLECTIONS

Fiscal Year 2018 TAT Distribution (\$M)



The TAT Rate was increased to 10.25%, effective January 1, 2018.
Tax revenues generated to be allocated to the Mass Transit Special Fund.

What can we do for you?

Our history is long and storied, dating back to the dawn of the 20th century when the promotion of travel to the Hawaiian Islands was in its infancy. But what's most important is not what we've done, it's what we can do for you as a partner in marketing your organization to travelers. You can learn a little bit about our departments below, but we hope you get to know them and rely on their expertise to help your organization meet its goals.

Membership, a community of more than 1,400 businesses and supporters like you, collaborates to actively shape Hawai'i's future. We provide unique tools, opportunities and connections that help our members succeed.

Travel Trade is your link to the travel agent community. Our agents.gohawaii.com agent site is a comprehensive resource for advisors to earn their Hawai'i Destination Specialist and Island Specialist certifications, access collateral, photography, maps, itineraries and more. The travel trade team shares all-island updates, destination information and training via trade shows and live workshops for advisors across the U.S.

Meet Hawai'i, the groups division of HVCB, is the face of Hawai'i for attracting Meetings, Conventions and Incentives (MCI) to our state. We are the point of contact for professional meeting and event planners from a myriad of organizations. Our mission is to make it easy for planners to succeed in doing business on any island in the *aloha* state and support them in creating a rewarding program that satisfies all their objectives. You can find us at meethawaii.com.

Media offers press releases, story ideas, image assets and connections to help you generate statewide and individual island content, as well as opportunities for increased exposure in collaboration with media professionals working on feature stories about Hawai'i.

Marketing utilizes our expertise in public relations, digital, social, search, content development, web development, collateral, and cooperative marketing, in consultation with each of our departments, our Island Chapters and our agency and industry partners. We develop and deliver the Hawaiian Islands statewide and island-specific brands to visitors, content developers, travel sellers and meeting planners. The materials are then served up to the Hawai'i Tourism Authority global marketing team members to deliver brand messaging consistently across the globe.

Market Insights analyzes consumer, economic, aviation, leisure travel and meetings and convention trends affecting travel to Hawai'i for the needs of our members as well as HVCB's own marketing efforts. We produce regular reports on air travel as well as the monthly Market Insights Update highlighting travel industry trends and their impact on Hawai'i's performance as a destination.

Cultural and Product Development is your connection to authentically representing Hawai'i. Beneath the breathtaking beauty of these islands, at the core of the destination's appeal, are the values, culture and language of the indigenous people. Access our members-only cultural services to make sure your organization is aligned with Hawai'i's truly unique point of differentiation.

Island Chapters steward each individual island brand, with resources you can rely on in each county – including Travel Planner Guides and Island Maps that can put your organization in front of visitors – as well as national and global media reach.

KAUAI
VISITORS BUREAU™

O'AHU
VISITORS BUREAU™

MOLOKA'I
VISITORS ASSOCIATION™

LĀNA'I
VISITORS BUREAU™

MAUI
VISITORS & CONVENTION BUREAU™

ISLAND OF
HAWAII
VISITORS BUREAU™

JOIN TODAY!

808.923.1811
membership@hvcb.org
hvcb.org/join



"HVCB is without a doubt
the best investment!"

Testimonials from members like you

"I have had the privilege of being a member of HVCB for well over 30 years. The current and future information I have gained from my membership has been professionally instrumental to my career. The hotel lodging and tourism business has certainly become more complex over the last few decades. We must be aware of what motivates our customers to "Buy Hawai'i" and turn dreams into bookings. HVCB has been a unique resource to help provide the marketing savvy that brings people to our islands and ensures them a reason to return time and time again. I am proud to be a member and chairperson of this great organization. Thank you to the entire team at HVCB that works tirelessly to showcase the Hawaiian Islands that we share proudly with the rest of the world."

Jerry Gibson, Vice President

Turtle Bay Resort

"HVCB has helped me foster my professional network. A great resource for career development, current and important issues within the association, and the larger business community. As a hotelier, HVCB is without a doubt the best investment!"

Josephine Tedrowe

Coconut Waikiki Hotel & Shoreline Hotel Waikiki



"The HVCB plays an integral role in not only ensuring the success of our state's number one industry and economy, but also in sharing Hawai'i's message of *aloha* around the world. As we all work together to welcome our guests to Hawai'i in a responsible and mindful way, the HVCB will continue to be a key partner in instilling a deeper understanding and appreciation of our islands' unique culture, places and people through their innovative programs. We're proud to be an HVCB member and encourage all organizations that are connected to Hawai'i tourism to join us!"

Daniel Chun
Alaska Airlines

"HVCB is vitally important to its members, the visitor industry and all the people of Hawai'i. Through its disciplined approach to market analysis and research, its creativity and effective use of resources, HVCB has continued to serve all of Hawai'i by strengthening the brand and creating demand to travel to these beautiful islands."

John Morgan, President and Chief Executive Officer
Kualoa Ranch

"I just can't say enough about the Kaua'i Visitors Bureau (KVB) and how their services have benefited us. Truly dedicated professionals, their hearts are full of genuine *aloha* especially when it comes to the well-being of our islands. How to stay prepared for hurricane season, organizing a FAM tour, attending their many well-organized and informative social media, strategy and market insight meetings, utilizing our membership services... our membership benefits and co-op opportunities are invaluable. To grow your business and be a part of something special, you'll definitely want to become a member of the KVB."

Cindy Kauanui
Holo Holo Charters

A woman with dark hair, wearing a blue shirt with a white floral pattern, is smiling and placing a lei on the head of another person. The lei is made of white and orange flowers. The person being greeted is wearing a white shirt and has their back to the camera. The background is a wooden wall with two framed pictures. The text "We'd love to have you as part of our 'ohana." is overlaid in white, sans-serif font.

We'd love to
have you as
part of our
'ohana.

Join HVCB

When you become an HVCB member, you're teaming up with an independent marketing organization responsible for building, maintaining and promoting the Hawai'i brand, arguably the most successful in the history of destination marketing.

That means we're experts on your customers; we have the most up-to-date data, statistics and research on visitors, and insights and tools to help you reach them pre- and post-arrival. We conduct extensive training on crucial topics like culture, sustainability and marketing. We give you access to advertising co-ops, image assets and priority invites to participate in meeting and travel trade national sales blitzes and trade shows to increase your visibility.

We're also the nerve center of the larger tourism community, with Island Chapters on the ground and in touch with every county, and we can connect you to exclusive strategic networking opportunities so that you can build relationships and cultivate partnerships to gain a competitive edge and help your organization succeed.

And while we have a significant role to play in owning the brand and marketing the Hawaiian Islands, our job is best done in close collaboration with those who deliver incredible experiences.

That's where partners like you come in - you offer the accommodations, services, cuisine, tours, retail therapy, cultural education and other experiences that define our visitors' stay. When we are all aligned and working together in the spirit of *lōkahi* - unity, agreement and harmony - both the brand and the product are stronger. That's good not only for meeting your business goals. It's imperative for the health of the #1 driver of economic well-being for our entire state.



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HVCB.ORG

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