



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
2025 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 content highlighting Native Hawaiian culture and the people and places that make Hawai'i so special.

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 Visitors Bureau 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 consumer website: gohawaii.com and the destination trade website: agents.gohawaii.com.
- Clickable URL that directs to your website with URL included on the ad.

View the current 2024 Hawai'i Official Statewide Visitors' Guide here: hvcb.org/hawaiivisitorsguide



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DIGITAL DISTRIBUTION

CONSUMER PAID (~83 MILLION TOTAL IMPRESSIONS)

- HVCB is invested in using a Digital Marketing Campaign to promote the Guide to gain approximately 83 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 2024, the click-through rate of the Hawai'i Official Statewide Visitors' Guide of 0.56% outperformed the travel/hotel industry benchmark of 0.11% signaling high interest in Hawai'i travel information.
- Guide viewers spend an average of 4 minutes engaging with the destination content, covering all islands.

CONSUMER OWNED (~800,000 TOTAL IMPRESSIONS)

- HVCB Email Communications: 400,000+ 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 40%.

TRAVEL TRADE OWNED (~206,000 TOTAL IMPRESSIONS)

- Hawai'i Destination Specialist Advisors: Distribution to 45,000+ 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 33% unique open rate.
- Additional advisor distribution to 24,000 U.S.-based agents.
 - ▶ Email distribution 2x/year
- U.S. Travel Industry Partners: Approximately 68,000 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.



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REACH THE RIGHT AUDIENCE AT THE RIGHT TIME

84% plan to visit in the next 2 years. | 65% have never visited Hawai'i previously. | 50% are looking for information to decide which island(s) to visit.

54% have not made air reservations. | 58% have not made accommodations reservations.

VISITORS' GUIDES INFLUENCE TRAVEL DECISIONS

69% accessed an official visitors' guide online. | 73% of those who traveled to a destination after ordering a visitors' guide indicated that the visitors' guide influenced them. | 20% more likely to be a repeat visitor, average 2 additional lifetime trips, and spend \$1,445 more long-term than the average leisure travel party.

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

VISITORS' GUIDES DRIVE BOOKINGS

85% of readers who were undecided indicated that the official visitors' guide influenced their decision to visit. | 88% of visitors use official visitors' guides to help plan a vacation. | 75% of readers indicate that they used official visitors' guides to plan exactly where to visit.

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), Back to Normal Barometer 2021, DMA West Visitor Guide Readership & Conversion Study 2021, Hospitality Visitor Information Study; Zeta Interactive



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PREMIUM ADVERTISING UNITS & RATES

Inside Front Cover Spread	\$31,250.00
Table of Contents Adjacent Full Page	\$18,750.00
Premium Spread	\$16,250.00
Inside Back Cover	\$10,938.00
Island Section - 1st Full Page Premium Position	\$10,938.00

STANDARD ADVERTISING UNITS & RATES

Spread	\$13,000.00
Full Page	\$8,750.00
<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 2025

SPACE CLOSE:

November 22, 2024

MATERIALS DUE:

December 6, 2024



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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

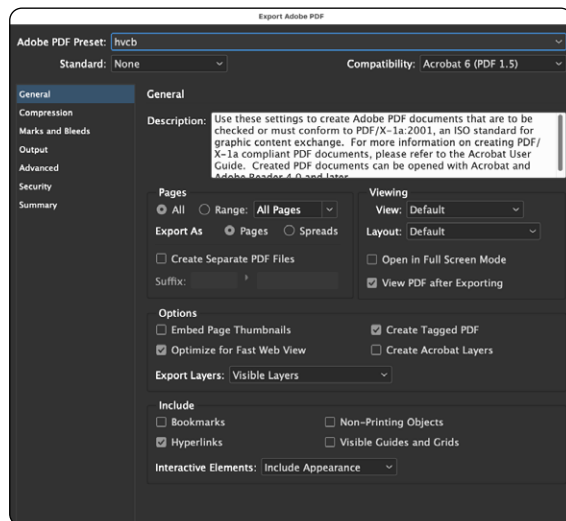
	W	H
FULL PAGE	7.125"	9.5"
2/3 VERTICAL	4.625"	9.5"
1/2 VERTICAL	4.625"	7.125"
1/2 HORIZONTAL	7.125"	4.625"
1/3 VERTICAL	2.25"	9.5"
1/3 SQUARE	4.625"	4.625"

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-gkGt5x4Bwd>

- 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
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

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

HVCB recognizes the use of linguistic markings of the (modern) Hawaiian language including the *‘okina* [‘] or glottal stop and the *kabakō* [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 *kabakō*, but we recognize and encourage the importance of using these markings to preserve the indigenous language and culture of Hawai‘i.

OUR MISSION

To enrich Hawai'i and its people.

OUR VISION

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

MEMBER PROMISE

Supporting our membership *'ohana* 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

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



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