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Kahe Wale

E kuahui ike i ka hana –

Let everybody pitch in and work together.

Mary Kawena Pukui, 'Ōlelo No'eau No. 323

Aloha HVCB Members,

As we near the anniversary of the shutdowns caused by the pandemic, none of us would have guessed that this is where we would be one year later. My team and I meet regularly with government officials, HTA, and other industry stakeholders. We continue to advocate for the needs of the industry and safety protocols that make sense but at the end of the day, decisions on how to open tourism lie in the hands of the Governor and each of the County Mayors. We applaud our members who have gone a step above and implemented policies and programs that ease the ability of travelers to get to Hawaii. Recovery of tourism will take extraordinary collaboration and partnership. It's promising to see the innovation already being demonstrated.

The Malama Hawaii program is drawing widespread media attention from across the country. Hotels and our local nonprofits are equally excited to provide opportunities for our visitors to leave Hawaii better than when they arrived. Our kuleana messaging continues to grow with the addition of a new video produced for the island of Molokai. See the links below and continue to share these messages with your guests.

We, like you, are working hard to do more with less. We are looking at ways to strategically roll out our marketing campaigns so that they align appropriately with travel sentiment. We're working with our research partners to provide you with timely information to assist you in planning your marketing strategies. Our MCI team is conducting regular meetings with our members and working on a proposal to present to our government leaders that will help bring back group business, Travel Trade is educating agents across the country on how to navigate the pre-testing policy and bring leisure travelers to Hawaii and our island chapters are diligently working on issues at large and specific to their respective islands. Our membership team is available to provide and direct you to the resources that will assist you in meeting your goals.

This is a time to pitch in and work together. We will see better days.

Regards,

John Monahan, President & CEO, and the HVCB Team

Member Spotlight



Stephanie Donoho
Photo Credit: Sarah Anderson



Shops at Mauna Lani distribution



Marriott food distribution
Photo Credit: Steve Yannarell

*Photo Credit: Stephanie
Donoho*

In the words of Albert Einstein, “in the midst of every crisis, lies great opportunity.” And this is evidenced by the great work of Stephanie Donoho and the Kohala Coast Resort Association.

The “Our Ohana” food distribution program was created to assist furloughed tourism industry workers along the Kohala Coast and was initially funded by the member corporations (hotels and resorts), philanthropists who live within the resorts, and community foundation groups. These were individual efforts taking place at the property level.

In exploring ways to be of service to her members and the community, Stephanie tracked the CARES Act funds as they came from the federal government to the state and then to Hawaii Island. When the County of Hawaii opened the RFP for food support programs, Stephanie said “it was an opportunity to bring together my 30 years of experience in government, non-profit management, grant writing and administration, logistics, data collection, and partner engagement to build on the incredible programs our members had been conducting individually since April, to help meet the needs of our struggling visitor industry employees all along the Kohala Coast.”

Working in collaboration with the KCRA Executive Committee, spearheaded by Craig Anderson, VP of Operations for Mauna Kea Resort, and KCRA members, small businesses and administration of the three shopping centers along the Kohala Coast, as well as employees of the golf courses, restaurants and attractions Stephanie was successful in securing \$900,000 in CARES Funding that expanded the program through the end of 2020 resulting in:

- A total value of the program at \$2,250,000 – comprised of cash and incredible volunteer contributions.
- 6 distributions to support 19,557 households, totaling 78,912 Hawaii Island residents.
- The purchase of 414,958 pounds of local food, at a value of \$796,309, keeping those dollars circulating on island, through the support of Hawaii Island farmers, ranchers, aquaculture and agricultural providers as well as local distribution companies.
- Support of community food pantries and meal programs in Waimea at Annunciation Catholic Church and St. James Episcopal Church, and in Paauilo at St. Columba’s Episcopal Church with our surplus.

When asked about the success of the program, Stephanie said “I am truly grateful to everyone from the Kohala Coast Resort Association, who came together to help support our furloughed tourism industry colleagues, during these unprecedented challenges. 2020 was a very dark year for our industry, but our KCRA Kokua for our Ohana program was a bright light. I am exceptionally proud of our work to serve our community.”

Kudos to Stephanie for a job well done and a heart of gold!

If you would like to nominate someone to be the spotlight of the month, please email bstark@hvcb.org for more information.

Alert: Unofficial Safe Travels Hawaii Websites

A number of travelers have reported using an unofficial Safe Travels websites thinking that it was affiliated with the State of Hawaii’s Safe Travels Program. The State has issued the following alert: **Traveler ALERT**. The State of Hawaii **DOES NOT** charge fees to apply for the Safe Travels program, or to create a Safe Travels account, or to access the Safe Travels application, or for Safe Travels information. The **OFFICIAL STATE OF HAWAII** websites for the State of Hawaii’s Safe Travels Program are <https://hawaiicovid19.com/travel/> and <https://travel.hawaii.gov/>. The websites listed below are NOT affiliated with the State of Hawaii or the State of Hawaii Safe Travels Program.

- safetravels.com
- hawaiiisafetravel.com
- safetravelshawaii.com
- safetravelhawaii.com

Marketing

Molokai Travel Tips Video: Travel Pono

As part of the visitor education series, here’s a new video from HTA/HVCB to educate Molokai visitors to travel pono. Please feel free to share these links:

[Social media \(short\) version ►](#)

[Longer version ►](#)

For full access to all island videos and other marketing assets, log into and create an account at <https://hawaii.barberstock.com/>



Updated 2021 Partnership Opportunities

HVCB and its Island Chapters offer a variety of Leisure, Travel Trade, and MCI marketing opportunities that we encourage you to participate in. Partnership opportunities are part of HVCB's firm-wide marketing plan to increase travel demand to Hawaii, and include digital and social media marketing, public relations, travel trade, and meeting sales programs.

[Download 2021 Partnership Opportunities Here ►](#)

Market Insights

HVCB's Market Insights team is committed to providing members with relevant information on travel industry trends, consumer and meetings market research, and Hawaii's performance as a destination. As we navigate these uncertain times, we hope these resources will guide and inform our industry's recovery. Below is a quick summary with links to a few of our most top-of-mind research tools:

- [Daily 7-Day Moving Average](#)
- [Current Air Service Grid](#)
- [Weekly](#)
 - [Harris Poll Travel Trends](#)
 - [Destination Analysts Coronavirus Travel Sentiment Index](#)
- [Bimonthly](#)
 - [Longwoods International COVID-19 U.S. Traveler Sentiment Study](#)
- [Monthly](#)
 - [Northstar Meetings Group Pulse Survey](#)
 - [MMGY Travel Intentions Pulse Report](#)

Links to other travel outlook resources and frequently requested official State of Hawaii resources can also be found on HVCB's websites, under the [Market Insights](#) tab. Our team can be reached at insights@hvcb.org.

Cultural Connection

E malama i ka olelo, i kuleana e kipa mai ai

Remember the invitation, for it gives you the privilege of coming here. A person feels welcome when accepting an invitation and friendly promises. – Olelo Noeau 349

We, Hawaii's visitor industry are the ones extending that invitation to visitors to come to our shores, to feel welcome and taken care of – malama.

Malama means, "to take care of, tend, attend, care for, preserve, protect, beware, save, maintain; to keep or observe, as a taboo; to serve, honor, care, preservation, support, fidelity, loyalty; custodian, caretaker, keeper." www.wehewehe.org

During these turbulent times, we have so many things we can be grateful for and need to malama; ourselves, our loved ones, colleagues, and this destination we have the privilege of promoting and calling our home.

Homework: Take a quiet moment and think about how you can malama Hawaii both personally and professionally?

Send your response to membership@hvcb.org for possible inclusion in an upcoming HVCB publication.

HVCB Island Chapters

Kauai Visitors Bureau

Kauai Listed as One of "The Best Destinations in the World"

The island of Kauai was put on Conde Nast Traveler's: "[The Best Destinations in the World: The 2021 Gold List](#)." The annual Gold List is the editors' favorite places, spaces, and ways of getting there. "This was the stuff we daydreamed

about in lockdown, and a few places we were actually able to visit—all that sustained us in a year of curtailed travel. Here, our favorite destinations in the world.” Despite the challenges that 2020 posed to the industry, Kauai still remains top of mind and note-worthy. Kauai was the only Hawaiian Island called out on this list.

New Ways to Travel to Kauai

As of January 5, interisland travelers can visit Kauai without having to quarantine. As long as they are not currently in quarantine in Hawaii, they just need to follow three simple steps:

1. Arrive to Hawaii and stay on a neighbor island for at least 72-hours.
2. Take a NAAT test with a Trusted Testing Partner 72-hours prior to departure to Kauai
3. Upload negative results to Safe Travels

Additionally, transpacific travelers wanting only to visit Kauai can reduce their quarantine by staying at a participating Enhanced Movement Quarantine (EMQ) property, aka Resort Bubble. To participate in this program, they just need to follow these steps:

1. Take a PCR or Antigen test on the mainland with FDA lab 72-hours prior to departure for Kauai.
2. Stay at one of the 8 designated Resort Bubbles for 72-hours.
3. Take a post-test and with a negative result, get released from quarantine.

Details for both interisland and transpacific travel to Kauai are available at kuaiforward.com/travel

Vote for Ke Ala Hele Makalae



The Ke Ala Hele Makalae trail is nominated for the [USA Today's Ten Best Recreational Trails in the USA contest!](#) Voting ends on February 15th.

[Cast your vote here ►](#)

Maui Visitors and Convention Bureau

MVCB PR/Marketing 2021

As we rounded out 2020 and launched into 2021 Maui Visitors and Convention Bureau (MVCB) has been supporting a number of community events. The virtual Hawaiian Airlines Made in Maui County Festival that took place in November decided to keep the momentum going to help support local businesses and is now an online year-round marketplace. The Sentry Tournament of Champions which took place January 7 - 10 took great measures to ensure that safety protocols were followed. Sentry's contribution to the Maui community continues this year as they donated a remarkable \$450,000 to Maui non-profits including \$250,000 to the Maui Food Bank. Maui's sustainable activities including Skyline Hawaii's native forest restoration and Maui Fish Pond conservation efforts were highlighted in TV spots with PGA players on the NBC Golf Channel. Maui Nui's social media coverage of the event engaged over 2500 of our followers. Coming up June 10 - 13, will be the Kapalua Wine & Food Festival.

Digital and print media coverage on safety protocol for travel to Maui along with Molokai volunteer giveback in December and January included:

- [Orange County Register: Traveling to Hawaii during COVID-19: Requirements and what to know before you go.](#)
- [The Points Guy: I just traveled to Hawaii: Here's what it's like for tourists right now.](#)
- [SFGate.com How volunteers are trying to save a remote Hawaiian paradise from invasive species. \(Mokio Preserve on Molokai\)](#)
- [Travel + Leisure: I traveled to Maui during the COVID-19 Pandemic - Here's what it was really like.](#)

MVCB Social Media

Maui Nui's social media platforms continue to help MVCB communicate messages on safety, culture, and events.

MVCB MCI

On January 15, 2021, the Maui Visitors and Convention Bureau hosted our second monthly MCI update. This meeting was designed to update the Sales and Marketing Directors of the Maui Nui Resorts of the COVID procedures, Meet Hawaii changes, sales direction, marketing opportunities and direction as well as to proactively keep our MCI Members informed. In the January meeting we had Jeffery Eslinger, Senior Director, Market Insights with Hawai'i Visitors &

Convention Bureau give us a presentation on Market Insights, John Reyes - Senior Vice President Chief MCI Sales Officer presented an update on Meet Hawaii and Leanne Pletcher, Director of Public Relations & Marketing, Maui Visitors & Convention Bureau provided a marketing update. The following Stakeholders attended:

- Fairmont Kea Lani
- Wailea Beach Resort
- Hyatt Regency Maui Resort & Spa
- Andaz Maui at Wailea Resort
- Westin Maui Resort & Spa
- Sheraton Maui Resort & Spa
- Grand Wailea Maui, A Waldorf Astoria Resort
- Kaanapali Beach Hotel
- Courtyard Maui Kahului Airport

Island of Hawaii Visitors Bureau

Meetings Today Live!

Twenty-five pre-qualified meeting planners will convene on the island of Hawaii for a two-day, in-person tradeshow. One-on-one appointments are pre-scheduled. Participants will experience activities and events suitable for the group/meetings market. March 7-10.

Spring Kamaaina Campaign

Get your kamaaina offers ready... IHVB is working on the Spring 2021 Kamaaina Campaign with KHON-TV2 and Living808. Be sure to tune in April/May!

Membership

Welcome to Our New Members

C.M. Marketing Solutions

Days Inn by Wyndham Maui Oceanfront

Hanalei Spirits Distillery Corp

Hawaiian Springs

Maui Alpaca

Maui Marketing

Statewide Kamaaina Special Offers Program

Mahalo to all of our partners who participated in the Kamaaina Special Offers program last year! We will continue the statewide program this year and look forward to sharing more details with you soon.



HVCB Corporate Social Media



Follow us on **Facebook**, **Instagram**, and **LinkedIn**.

Our Social Media Strategy.

To be a leader in providing industry resources and information, build member relations and increase engagement.

What is HVCB's Point of View?

It's all about you, our members.

Help Us, Help you.

Tag HVCB on your social media posts.

Update Your Membership Account

Add Safety Protocol Information

There are specific items available for restaurants, and for accommodations, and all members can provide information on their distancing and personal protection policies. To add the information to your account, log in to Extranet and follow these steps:

1. Select "Profile" from the menu on the left.
2. Select "Accounts."
3. Click on the downward-pointing caret next to your company name and select "Manage Amenities."
4. Click on "Safety Protocols" to scroll down to those fields.

We also have a short **instructional animation available here** ►

Contact Updates

Do you have a Cultural Specialist on your team? Is their contact information in your Extranet account? Send us the contact information and we can update your account! Please submit your [Cultural Specialist Contact Information Here](#) ►

Operating Status Updates

Have you recently reopened or plan to reopen your accommodation or business soon? Please keep us updated and let us know as your operating status changes. In addition to making sure your member account is accurate, this helps us keep our consumer-facing information up to date.

If you have not yet given us your current status, please use this form:

[Accommodations Operating Status Survey](#) ►

[Activities & Attractions Operating Status Survey](#) ►

The information you provide will be critical for decision making and determining capacity. With the exception of your open or closed status, your information will be kept in strict confidence and only reported out in aggregate.

Did You Know?

Your membership includes various added value and partner benefits.

Added Value Benefits

Member to Member E-mailing Service

For a nominal fee, this service allows you to send email communications such as event notices, marketing pieces, or invitations to over 3,500 contacts in our member database. For questions or quotes, please feel free to contact us at membership@hvcb.org.

Enhancements to your GoHawaii.com Listings

Book Now / Shop Now Button - Send consumers directly to your booking, reservations, or products page, whether it be on your own site, or through a

third-party system. \$150 per year.

YouTube Video - Add an embedded YouTube video to your GoHawaii.com listing to help consumers learn more about your services. \$150 per year.

Contact Us to Enhance Your Listing

Partner Benefits



National Purchasing Partners

HVCB is partnering with NPP to provide you with an array of money-saving opportunities. You'll find business discounts and benefits you can pass on to your employees. You and your employees can sign up for free with no obligation to buy. **Find out more here** ►



Compliments of:



Hawaii Rx

This free prescription savings coupon is available to your employees, clients and family year-round to help lower costs on both brand and generic medications. No applications to complete, no membership restrictions & no income requirements. **Find out more here** ►

Hawaii Business



Magazine

Primary account contacts, who are new subscribers, will receive a free one-year subscription to Hawaii Business Magazine. In addition, HVCB members will be given a special discount code to a digital subscription and select Hawaii Business Events. [Learn more about Hawaii Business](#) ►

What's Happening Around our Industry

New GM of Shoreline Hotel Waikiki

Shoreline Hotel Waikiki is excited to announce the hiring of Jeffrey Perkins as Shoreline Hotel Waikiki's new General Manager, effective January 13, 2021. He joins Shoreline Hotel Waikiki from the Portofino Hotel in Redondo Beach, California where he served as their General Manager.



Jeff Perkins has over 25 years of hotel leadership experience working with luxury brands such as The Ritz Carlton, The St. Regis, the Beverly Hilton, and Trump Ocean Club. He also previously served as the General Manager for the Queen Kapiolani Hotel, and served as the Resort Manager for the Kahala Hotel & Resort and Turtle Bay Resort where he oversaw multimillion-dollar renovations and relaunching hotels into their destination markets.

[View Press Release Here](#) ►

Barry Wallace Scholarship Foundation

On May 17, 2020, industry veteran, Barry Wallace, unexpectedly passed away. The news swept the industry and we mourned the loss of a great industry leader, colleague, friend, and mentor.

Upon moving to Hawaii over 25 years ago, Barry joined the Outrigger Hotel ohana and spent his career in Hawaii hospitality, served on many tourism and community boards and committees, and was a guest lecturer for the University of Hawaii School of Travel Industry Management.



He cherished his friends, was grateful for those who supported and mentored him and was proud to have been able to support and mentor others when he had the opportunity.

Barry developed a strong love for the culture and people of Hawaii. For this reason, his family has started a scholarship in his name at the Travel Industry Management (TIM) School in the Shidler College of Business at the University of Hawai'i. They hope to continue his legacy and to spread ALOHA through the next generation of Hawaii hotel leaders.

On behalf of his wife Nancy, and son, Drew, they thank you for being a part of Barry's life and say that Barry would be pleased that with this scholarship, he will be able to continue helping others reach their fullest potential.

If you would like to contribute to the Barry L. Wallace Scholarship, information on how to make your tax-deductible donation is below. Make checks payable to: UH Foundation Reference: Barry L. Wallace, Scholarship Endowment (209-6400-3) Mail to: Shider College of Business, 2404 Maile Way, A303f, Honolulu, Hawaii 96822

You may also make a secure gift to the Barry L. Wallace Scholarship at www.uhfoundation.org/BarryLWallaceScholarshipEndowment

Alohilani Resort Waikiki Beach Launches New Service To Help Guests Accurately And Efficiently Navigate “Safe Travels Hawaii” Testing Requirements

Alohilani Resort Waikiki Beach has engaged V2 Medical Group, a Hawaii-based beginning to end pandemic management agency, to provide guests with a

seamless experience to accurately and efficiently navigate through the Safe Travels Hawaii requirements. Guests will be guided by a V2 concierge who will provide, time, and track approved testing to meet the State guidelines and help guests safely and smoothly reach the premier Oahu retreat.



Mahalo to the hotels and resorts who generously opened their doors to provide a safe respite for our heroes.

[Read More ►](#)

Julie Morikawa WIL 2021 Woman of the Year



Congratulations to Julie Morikawa, President of ClimbHI on being chosen as the 2021 Women in Lodging & Tourism Woman of the Year.

Julie has a deep connection to the hospitality industry and had the vision to mentor our youth and provide eye-opening experiences that introduced our future leaders to the vast opportunities the industry has to offer, including the ability to build successful careers without having to leave the islands.

Out of her vision, ClimbHI was born. Established in 2009, ClimbHI seeks to inspire students to finish high school and proceed to post-secondary education or employment by educating them about future career paths in hospitality and the

process necessary to achieve those goals. The LEI (Leadership Exploration Inspiration) program was created under Julie's leadership. Working with industry and government stakeholders, Julie led the task of creating a statewide workforce development program that helped 7,000 high school and 1,000 college students, volunteering as mentors, and 3 local universities and colleges rolling LEI into their course curriculums. Well done Julie Morikawa!

Hospitality in the Community

Project Vision is seeking help from the hospitality industry.

The mission of Project Vision Hawaii's HiEHIE program is to cleanse the mind, body, and spirit to refresh dignity to folks experiencing homelessness by providing hot showers and a safe place for conversations with service providers to lead them out of homelessness.

With the increased need for hygiene services on Oahu during the COVID-19 pandemic, our demand for supplies has greatly risen. We are requesting donations of towels and hygiene/toiletry items to help the Keiki, Kupuna, and community members who depend on our HiEHIE mobile hygiene trailers to



receive preventative health care, human services, and have a safe and sanitary place to shower. Our staff, volunteers, and guests will deeply appreciate your donation and support so we can continue to expand our services and provide this crucial outreach to our communities.

Please visit <https://linktr.ee/projectvisionhawaii> to learn more about Project Vision Hawaii and our programs.

Contacts: Bob (Director of Homeless Programs) Bob@projectvisionhawaii.org and Ruriko (Community Health Coordinator) Ruriko@projectvisionhawaii.org



Member Testimonials

“We have been members of HVCB for just under a year and even in this uncertain time, we've found our

membership to be a useful resource. The frequent industry insights allow us to stay up-to-date on traveler's sentiments which help us plan; the opportunities to work with the local visitor bureaus offices during this time have been extremely helpful; and the virtual pau hana was a great way to continue building connections in this unprecedented time. We look forward to continuing our membership with HVCB!"

-Andrew Fowers, Shaka Guide

[See more ►](#)

Kahe Wale Content

HVCB is happy to accept your feedback, stories, content and news for our industry updates section of Kahe Wale. Please send Kahe Wale feedback to membership@hvcb.org and submit newsletter content to Becky Stark bstark@hvcb.org by the end of day on Friday, February 26th.

Karen Wataru-Nakaoka

Director of Membership



 808-924-0231

 knakaoka@hvcb.org

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