



FOR IMMEDIATE RELEASE

July 7, 2021

**HAWAII VISITORS AND CONVENTION BUREAU LAUNCHES
KAMAAINA SPECIAL OFFERS PROGRAM**

HONOLULU – The Hawaii Visitors and Convention Bureau (HVCB) announces the launch of a program geared exclusively toward kamaaina, offering Hawaii residents new and exciting specials on accommodations, activities, attractions, shopping, dining and more throughout the Hawaiian Islands.

The “Kamaaina Special Offers Program” will be available year-round at <https://kamaainaspecialoffers.com>. Hawaii residents can access unique rates and discounts offered by participating HVCB members to explore a favorite island-getaway, reconnect with family and friends, and rejuvenate the mind, body, and spirit.

“Our communities have been severely impacted by the COVID-19 pandemic, and as such it is important to us that we support our residents and local businesses,” said John Monahan, president and CEO of the Hawaii Visitors and Convention Bureau. “With the recent lifting of all interisland travel restrictions, the ‘Kamaaina Special Offers Program’ creates opportunities for residents to reconnect with one another, explore and enjoy our island home, as well as spur our local economy in the process.”

For more information about HVCB’s Kamaaina Special Offers Program, visit <https://kamaainaspecialoffers.com>. HVCB members interested in submitting a special offer can contact membership@hvcb.org.

-pau-

About HVCB

Hawaii Visitors and Convention Bureau (HVCB), is contracted by the Hawaii Tourism Authority (HTA) for marketing management services in the continental U.S. The HTA, the state of Hawaii’s tourism agency, was established in 1998 to ensure a successful visitor industry well into the future. Its mission is to strategically manage Hawaii tourism in a sustainable manner consistent with the state of Hawaii’s economic goals, cultural values, preservation of natural resources, community desires, and visitor industry needs. For more information about the Hawaiian Islands, visit gohawaii.com.

Media Contacts:

Darlene Morikawa
Senior Director, PR/Communications
Hawai'i Tourism United States
dmorikawa@hvcb.org
808-924-0259

Pua Sterling
Senior Account Executive
Anthology Marketing Group
Pua.Sterling@anthologygroup.com
808-441-9720