



FOR IMMEDIATE RELEASE

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PACIFIC MEDIA GROUP AND HAWAI'I VISITORS & CONVENTION BUREAU PARTNER TO PUBLISH OFFICIAL ISLAND VISITOR GUIDEBOOKS

Hawai'i-based Pacific Media Group has partnered with the Hawai'i Visitors and Convention Bureau to launch an in-destination suite of island-specific Official Visitor Guidebooks free-of-charge to Hawai'i visitors.

In 2023, Pacific Media Group will publish four county-specific destination publications:

- Experience Kaua'i
- Experience O'ahu
- Experience Maui, Moloka'i, Lāna'i
- Experience the Island of Hawai'i

The Official Visitor Guidebooks will share *kuleana* messaging about how to engage, be a respectful visitor and gain a more enriching experience while in Hawai'i. The Guidebooks will provide vetted and appropriate visitor experiences, mindful and regenerative travel information, destination management messaging and more. They will feature island maps and include island-specific information on Native Hawaiian cultural activities, public-sanctioned trails and hiking best practices, beaches and ocean safety, and ways in which visitors can travel responsibly throughout the Hawaiian Islands. They also will make recommendations for supporting locally owned businesses, popular activities and attractions, dining options, shopping experiences, guided island adventures, and unique festivals and events.

“As a Hawai'i-based media company, we are committed to doing our part to protect Hawai'i through sustainable tourism,” said Jack Dugan, publisher of the official visitor guidebooks and chief operating officer of Pacific Media Group. “We are grateful for our many partners and advertising clients that have come behind this project with their full support. The tourism industry is ready for change, and we are excited and honored to be part of this movement with the launch of these premier official guidebooks.”

“Sharing messages of mindful travel – which includes disseminating natural and cultural resource management education, connecting guests with appropriate visitor-facing experiences as well as providing alternative recommendations to limit capacity at hotspots throughout the state – is a vital component of regenerative tourism,” said John Monahan, president and CEO of the Hawai'i Visitors and Convention Bureau. “We are privileged to partner with Pacific Media Group in this effort to care for Hawai'i while providing travelers a meaningful and enriching travel experience.”

“The ultimate goal of each publication is to provide visitors with a single source of relevant and trustworthy information to have the most authentic visit to Hawai'i,” said Hanna Bree, Associate Publisher of the official travel guidebooks. “This includes helping them learn about each island's living culture and natural environment, and how to be a respectful visitor.”

The guidebooks will be published semi-annually and distributed to all major Hawai'i airports, select partner hotels and resorts, and many popular rack locations around the islands. In addition to the hard copies, digital versions of the guidebooks will be made available pre-arrival to Hawai'i visitors. Robust advertising at Hawai'i airports, targeted digital advertising and social media will promote the Official Visitor Guidebooks, making them widely visible to all incoming travelers. A QR code on all advertising also will route visitors to digital versions of the guides.

To learn more about advertising opportunities, please visit [here](#).

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About Pacific Media Group

Pacific Media Group is a Hawai'i-based media company with offices in Honolulu, Kahului, Lāhu'e, Hilo and Kona. PMG owns and operates 20 radio stations, Hawai'i Airport Advertising, BigIslandNow.com, MauiNow.com, KauaiNowNews.com, Hawai'i's Official Visitor Guidebooks, and multiple digital advertising products.

Hawai'i Island stations include KAPA 99.1 FM (Kona) and 100.3 FM (Hilo and Ka'ū); The Beat 95.9 FM (Hilo) and 93.9 FM (Kona), KBIG 97.9 FM (Hilo) and 106.1 FM (Kona).

Maui stations include KPOA 93.5 FM; KLHI "HI92" 92.5 FM; KJKS 99.9 "Kiss" FM; KJMD "Da Jam" 98.3 FM; KNUI "K Country" 550 AM; and KMVI "ESPN" 900 AM.

Kaua'i stations include KQNG 93.5 FM, KSHK "Shaka" 103.1 FM, KSRF "HI95" 95.9 FM and KUAI 570 AM (and 104.5 FM translator).

O'ahu stations include KDDB FM 102.7 "da Bomb," KPOI FM 105.9 "The Wave," KQMQ FM 93.1 "HI93" and KUMU FM 94.7.

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About Hawai'i Visitors and Convention Bureau

The Hawai'i Visitors and Convention Bureau (HVCB) is a private non-profit organization contracted by the Hawai'i Tourism Authority (HTA) for marketing services in the continental U.S. The HTA, the state of Hawai'i's tourism agency, is responsible for holistically managing tourism in a sustainable manner consistent with the state of Hawai'i'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 or follow updates on [Instagram](#), [Facebook](#) and [YouTube](#).

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