

The background of the entire page is a photograph of a man surfing on a wave. In the background, there are large, forested mountains under a clear blue sky. The text is overlaid on the top half of the image.

The HAWAIIANTM ISLANDS

Kaua'i • O'ahu • Moloka'i • Lāna'i • Maui • Hawai'i

Hawai'i Visitors & Convention Bureau
Hawai'i Statewide Official Visitors' Guide

2 0 2 2 M E D I A K I T



HVCB is announcing a renewed Hawai'i Statewide Official Visitors' Guide program, which is responsive to current market consumption demands, and will provide greater value to HVCB Members.

The program will now consist of one Hawai'i Statewide Official Visitors' Guide, including island-specific sections for Kaua'i, O'ahu, Maui/Moloka'i/Lāna'i and the island of Hawai'i.

Distribution will be focused on qualified digital delivery, heavily leveraging HVCB proprietary owned-channels and first-party data for targeted audience delivery. A quantity of printed planners will continue to be produced to honor current print demands.

QUALIFIED DISTRIBUTION

DIGITAL: CONSUMER (1.5 MILLION TOTAL IMPRESSIONS)

Digital distribution to **1 Million** Hawai'i lookalike consumers, who are targeted using HVCB's first-party consumer data.

Digital distribution to **338,000** Hawai'i consumers in HVCB's proprietary consumer database who have opted-in to receive Hawai'i destination information, news and updates. Email distribution 2x/year: January and September.

- ♦ This audience is highly engaged with the destination and responds to HVCB email communications, with a current benchmark unique open rate of **26%**.

Digital impressions from over **200,000** consumer views of the planner via gohawaii.com.

REACH THE RIGHT AUDIENCE AT THE RIGHT TIME

About Individual Travel Planner Requestors:

84% plan to visit in the next 2 years

65% have never visited Hawai'i previously

15% have not decided which islands to visit

61% have not made accommodations reservations

DIGITAL: TRAVEL TRADE (60,000 TOTAL IMPRESSIONS)

Distribution to over **10,000** active Hawai'i Destination Specialist agents who have completed HVCB's Hawaiian Islands Destination Certification Programs.

- ♦ These are highly engaged agents who are top producers selling Hawai'i vacations and request the planner to use with their clients.

Distribution to **50,000** U.S. Agency Partners managed from HVCB's travel trade database.

- ♦ **53%** of consumer respondents agree that the expertise of a travel advisor will put them more at ease with travel plans in this more complex COVID-driven environment.

PRINT: (200,000 TOTAL IMPRESSIONS)

Print Distribution to **200,000** consumers who continue to request the print planner via gohawaii.com and agents.gohawaii.com.

PROGRAM INCLUDES

Distribution to all consumer and trade inquiries from HVCB and Island Chapter marketing activities throughout the year.

Promotion and distribution via all HVCB Travel Trade activities throughout the year, including virtual events, trade shows, webinars, destination training and education.

Promotion and distribution via gohawaii.com and agents.gohawaii.com websites throughout the year.

Clickable URL on ad that directs to your website.

VISITOR GUIDES DRIVE BOOKINGS

88% of readers who were undecided indicated that the official visitor guide influenced their decision to visit

79% of visitors use official visitor guides to make specific planning and booking decisions on their trip

67% of readers of official visitor guides indicate that they visited a destination featured in guides

VISITOR GUIDES INFLUENCE TRAVEL DECISIONS

54% of U.S. travelers report using a printed resource in planning their travel in the previous 12 months

52% use trip planners as next most popular source of information – following web searches

85% of visitors became aware of an attraction or business as a result of using a printed resource

Sources of Research: Destination Analysts (State of the American Traveler 2006-2017), US Travel Association, (Impact of Travel on State Economies 2016, Domestic Travel Market Report 2016, International Top 20 Report 2008-2015), Brand USA and PhocusWright (International Market profiles 2015). The Expedia & comScore (The Traveler's Path to Purchase), November 2016. Advertising Trust Survey, Sherpa Marketing Survey, October 2016. Back to Normal Barometer, May 2021.

ADVERTISING PACKAGE RATES

Back Cover: **\$60,000**
 Inside Front Cover: **\$35,000**
 Inside Back Cover: **\$30,000**
 Double Page Spread: **\$23,600**
 Premium Full Page (4x island sections): **\$20,000**
 Full Page: **\$14,600**

2/3 Page Vertical: **\$11,400**
 1/2 Page (vertical and horizontal): **\$8,700**
 1/3 Page (vertical and square): **\$5,900**
 1/6 Page Vertical: **\$2,950**

Enhanced Directory Listing: **\$750**
 ♦ Logo + 20 words of copy
 ♦ Complimentary production



DEADLINES

PUBLICATION DATE:

January 2022

SPACE CLOSE:

October 15, 2021

MATERIALS DUE:

October 22, 2021

ADVERTISING SPECIFICATIONS

DISPLAY ADVERTISING - BLEED

	W	H
DOUBLE PAGE		
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"
1/6 VERTICAL	2.25"	4.625"

ENHANCED DIRECTORY LISTING (LOGO + 20 WORDS OF COPY)

Logo, high-resolution digital color logo (vector-based or 300dpi JPEG, or TIFF format accepted).
Copy, including contact details and headline (Microsoft Word or PDF accepted).

SPECIFICATIONS AND DELIVERY

AD FORMATS

Accepted file format is PDF/X-1a:2001.

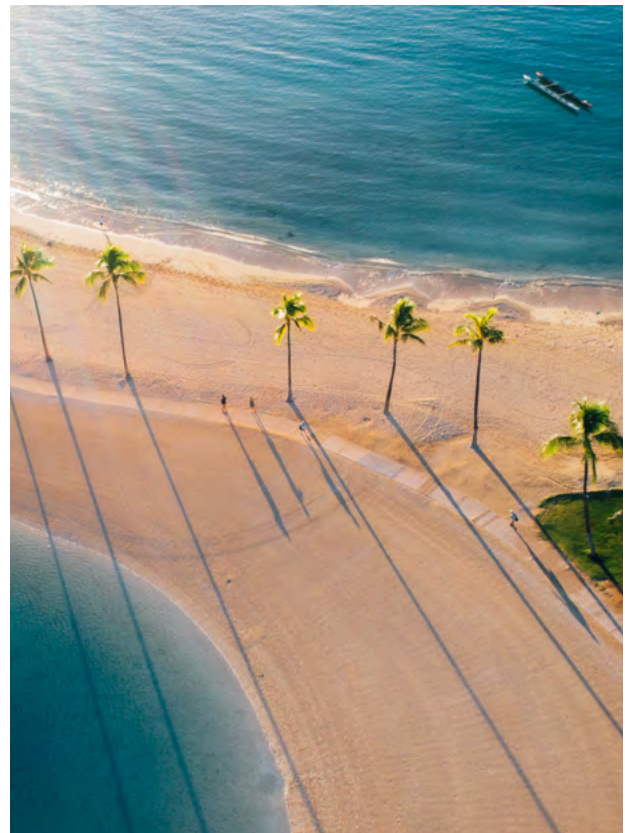
Set compatibility to: Acrobat 5 (PDF 1.4)

- PDF files must have fonts and images embedded
- Color: CMYK (spot/Pantone® colors are not allowed)
- Images: 300 dpi scaled to 100%
- Please be sure to turn bleeds on when exporting to PDF (if submitting an ad with bleeds)
- All crop marks/page information should be offset by .25" to fall outside the bleed area
- URL is required within the ad submission in order to link to your website from the digital guide.

PDF job options are downloadable from:
<https://we.tl/t-1gcN2UwEVy>

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



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

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HAWAII
VISITORS & CONVENTION BUREAU™



Advertising Order Form

Please reserve the following space for the **2022 Hawai'i Statewide Official Visitors' Guide**.

DISPLAY ADVERTISING Check the appropriate box(es).

Back Cover	\$60,000	2/3 Page Vertical.	\$11,400
Inside Front Cover.	\$35,000	1/2 Page Vertical.	\$8,700
Inside Back Cover	\$30,000	1/2 Page Horizontal	\$8,700
Double Page Spread.	\$23,600	1/3 Page Vertical.	\$5,900
Kaua'i Premium Full Page*	\$20,000	1/3 Page Square.	\$5,900
O'ahu Premium Full Page*	\$20,000	1/6 Page Vertical.	\$2,950
Maui Premium Full Page*	\$20,000		
Island of Hawai'i Premium Full Page*	\$20,000		
Full Page.	\$14,600		

FORMATTED ADVERTISING

Enhanced Listing – Directory \$750

*Please check availability for premium sections by contacting a sales representative listed below.

TOTAL (net) _____

Payment due upon receipt of invoice. State GET will be added to invoice.
Red outlined fields are mandatory.

Invoices will be sent upon receipt of advertising order form.
Send Invoice to: Advertiser Ad Agency

SUBMIT ALL ORDER FORMS TO: submissions@hvcb.org

TO PAY ONLINE – go to: hvcb.org/payments

TO PAY BY CREDIT CARD – provide authorization details below and send to submissions@hvcb.org

VISA MC AMEX

TO PAY BY CHECK – please mail check with advertising order form to:
Hawai'i Visitors & Convention Bureau – 2270 Kalākaua Avenue, Suite 801, Honolulu, Hawai'i 96815

I have read and accept the conditions outlined below and wish to reserve advertising as indicated.

Advertiser
or Agency
Signature

ADVERTISING ACCEPTANCE POLICY: The following rules and conditions govern advertisements accepted for the Hawai'i Statewide Official Visitors' Guide. Advertising orders cancelled after the acceptance deadlines (as indicated in the media kit) will be subject to a cancellation fee of 100%. While care has been taken to ensure the insertion of an advertisement in accordance with instructions, no liability will be accepted for any loss caused by omission, alteration, or misplacement. HVCB reserves the right to amend or reject any advertisements which it considers unsuitable. The position of advertisements – except where special arrangements have been made at appropriate cost – will be at the discretion of HVCB. If available, a 10% surcharge applies for preferred positioning. Insertion orders submitted by Agencies bind both the Agency and the Advertiser to the terms and conditions of this contract. HVCB is not required to provide proofs of advertisements prior to publication. HVCB will not be liable for any loss or damage arising in relation to or in connection with any materials supplied for an advertisement. Payment due upon receipt of invoice. If payment is not received by due date, a fee of 18% per annum will be applied.



CONTACT US

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The Hawai'i Statewide Official Visitors' Guide is a publication of the Hawai'i Visitors & Convention Bureau (HVCB).