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Makua Beach, Kauai | Photo credit: Hawaii Tourism Authority (HTA) / Tor Johnson

Kahe Wale

Welcome to Kahe Wale, HVCB's membership newsletter. Translated, Kahe Wale means "free flowing". We invite you to share in the free flowing of information, from HVCB to you, our valued member. Working with all HVCB departments, our goal is to provide insight into available tools and resources, updates on member initiatives, and learning opportunities.

Member Spotlight



This month's member spotlight is on Jeff Wagoner, President & CEO of Outrigger Hospitality Group and recently-named [LODGING Magazine's 2019 Person of the Year](#). We caught up with Jeff to learn more about his career and what Outrigger Resorts is doing to promote sustainability.

[Read more >](#)

The member spotlight is designed to share the success, accomplishments, personal story, etc., of a deserving individual. If you would like to submit a feature, please email a headshot and a brief article. We reserve the right to edit.

2020 Partnership Opportunities

Every year, HVCB and its Island Chapters offer a variety of leisure, travel trade, and MCI marketing opportunities that partners may participate in.

These co-op opportunities are part of HVCB's firm-wide marketing plan targeted to impact travel to Hawaii in 2020, and include print, digital, television, public relations, social media, travel trade, and meeting sales programs.

The 2020 Partnership Opportunities document details activities available throughout the year. Please contact the representative listed for each specific opportunity for more information. We look forward to your participation.

[PARTNERSHIP OPPORTUNITIES >](#)

Welcome to Our New Members

- [Albatross Golf Adventures](#)
- [Aloha Motorsports](#)
- [Aloha Scuba Diving Company](#)
- [Culinary Institute of the Pacific at Diamond Head](#)
- [Eco eBikes Kauai](#)
- [Elegance With Grace](#)
- [Hanalei Beauty Company](#)
- [Kohala Institute](#)
- [KoHana Distillers](#)
- [Maui Printing Company](#)
- [Miller Media Management](#)
- [Nalo Snow Shave Ice](#)
- [Napili Surf Beach Resort](#)
- [NOHO HOME by Jalene Kanani](#)
- [Ocean and You](#)
- [OMG Marketing Communications](#)
- [Paepae o Heeia](#)
- [Queens' MarketPlace](#)
- [Sea Salts of Hawaii](#)
- [Star Events Hawaii](#)
- [The Hawaiian Box](#)
- [Trident Adventures](#)
- [VIP Groups](#)
- [Waikalua Loko Ia](#)

Memberversaries

Mahalo to our members who celebrated their milestone memberversaries! Click [here](#) to view a list of all members who recently renewed.

1 Year

[Ainamalu at Waikoloa Beach Resort](#)

[Hawaiian Cool Water Systems](#)

[Herringbone Waikiki](#)

[Honokaa Chocolate Co.](#)

[Iolani School](#)

[Malama Loko Ea Foundation](#)

[Mauna Kea Cacao](#)

[TravelClick Inc.](#)

[Unique Maui Tours](#)

5 Years

[Kona Coast Resort](#)
[Kona Country Club](#)
[Maui Man Condo Rentals](#)
[The Snorkel Store Kihei](#)
[Wyndham Ka Eo Kai](#)

10 Years

[Hanalei Surfboard House](#)
[Hawaii Nautical Inc.](#)
[Hilton Garden Inn Kauai Wailua Bay](#)
[Lihue Timeshares for Sales & Rent](#)
[Mana Kai Maui](#)
[Marriott Vacation Club](#)
[Maui What A Wonderful World Bed and Breakfast](#)
[Oceanrider Seahorse Farm](#)
[Old Hawaiian B&B](#)
[Pono Communications](#)
[Rentals of Maui Condos](#)
[SpeediShuttle](#)
[The King Kamehameha Golf Club](#)
[West Kauai Lodging](#)
[Whalers Cove in Poipu](#)

15 Years

[AATPA, Inc.](#)
[Aston at the Maui Banyan](#)

20 Years

[Aloha Hookipa Bayview Cottage](#)
[Makani Golf Club](#)
[Remedy Intelligent Staffing](#)
[Ruth's Chris Steak House - Restaurant Row](#)
[Taikobo Hawaii](#)
[Wet 'n' Wild Hawaii](#)

25 Years

[Castle Kamaole Sands](#)
[Hilton Waikoloa Village](#)
[Kauai Vacation Rentals & Real Estate](#)
[Sea Quest Rafting & Snorkeling Adventure](#)

30 Years

[Prince Waikiki](#)

35 Years

[Germaine's Luau](#)
[Honolulu Soaring](#)
[Kauai Island Utility Cooperative](#)
[Nippon Travel Agency Hawaii, Inc.](#)
[Royal Hawaiian Center](#)
[University Travel Service](#)



Here's what they are saying...

Re: "Island of Hawaii - On the Road" bus tour

"First of all, thank you very much for giving us the opportunity to join your Road Show. Secondly and most importantly, thank you for doing such an amazing job in presenting the Island of Hawaii to the agent community. This was one of the BEST showcases I've participated in. You covered every single detail; every person in the room (including vendors) were truly engaged and the education the agent's gained was priceless.

Congratulations on a job well done and I know the agent community will be talking about this for many, many months... hopefully turning prospective clients into Island of Hawaii visitors."

- Robin Estrada, Director of Sales & Marketing, Hawaii Vacation Condos by Outrigger

Upcoming Membership Events (Q1)

MAR 4	Extranet (Maui) Maui Visitors & Convention Bureau	Register
MAR 20	CSR Cultural Huakai (Oahu) Heeia Fish Pond	Register
MAR 25	New Member Voyage (Oahu) Hawaii Visitors & Convention Bureau	By Invite Only

[▶ View full 2020 HVCB Membership Event Calendar](#)

Recent Events



2020 HVCB Annual Membership Meeting

On January 29 more than 300 members attended the 2020 HVCB Annual Membership Meeting held at the Hilton Hawaiian Village, Coral Ballroom. Mahalo to all of our partners and sponsors for your support. Click the links below to view the presentation decks. Mark your calendar for our next year's annual meeting on January 27, 2021.

[HVCB Presentation >](#)
[Edelman Presentation >](#)



Sustainable Tourism for Business Training

On February 11, Lauren Blickley conducted a training about available sustainability tools and opportunities that businesses can immediately implement to minimize their environmental impact and realize cost savings. She also discussed Hawaii's Sustainable Tour Operator Certification program. Click below to view a recording of her presentation.

[Lauren Blickley Video >](#)

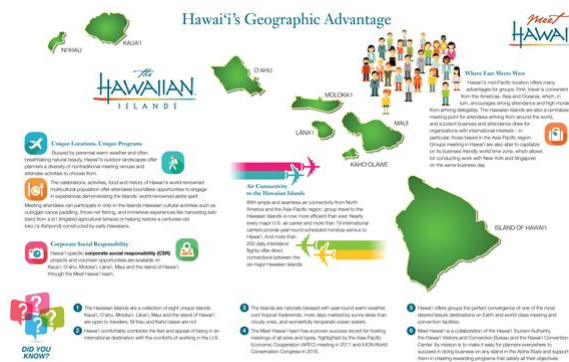


Cultural Connection: Hanohano Heeia!

Looking for opportunities to give back in 2020? HVCB is partnering with Paepae o Heeia, stewards of the Heeia Fishpond in Heeia, Koolau-poko, Oahu. We will be getting our hands dirty, feet wet and breaking a sweat in the spirit of Aloha Aina – love and care for our Hawaii.

As members of HVCB, we invite you to [join us on the third Friday of each month](#) (subject to change). Make it a team outing, get your annual workout in and/or come to learn more about the culture and science behind how fishponds work and the brilliance of the Hawaiian culture. Maximum twenty spots per month.

Meet Hawaii: MCI Sales Graphics



Newly introduced is a series of MCI sales graphics. These graphics visually illustrate Hawaii's key positioning along with selling points presented in a fun, easily understandable, and impactful way. All HVCB members are welcome to use these graphics. While this informational tool was created with media in mind, it can easily be used by sales teams to generate leads, part of MCI presentations, and other global marketing team communication needs.

The new sales graphics feature one for each of the four major islands; additional topics include "The Hawaiian Islands: Ideal for any meeting, convention or event" and "12 warm months unlimited cool events."

Catch these new graphics on upcoming posts on the Meet Hawaii LinkedIn page and follow us!

- [Hawaii's Geographic Advantage](#)
- [The Hawaiian Islands: Ideal for Any Meeting, Convention, or Incentive Event](#)
- [12 Warm Months. Unlimited Cool Events.](#)
- [Kauai](#)
- [Oahu](#)
- [Maui](#)
- [Island of Hawaii](#)

Also available:

[► View February 2020 Convention Calendar](#)

Market Insights



This month's issue of *Market Insights* discusses what you should know about "Tourism Sustainability Initiatives."

[Read More ►](#)

Photo credit: Hawaii Tourism Authority (HTA) / John Hook

Island of Hawaii Visitors Bureau Update



Island of Hawaii Visitors Bureau bids a fond aloha and a hui hou to Teresa Cosgrove, sales manager, IHVB. Teresa contributed much to the sales efforts at IHVB, creating memorable travel trade FAM itineraries for the U.S., Oceania, and European markets and representing the island at various events. She was instrumental in coordinating the Island of Hawaii On The Road "bus" tour this past September. Teresa and her husband Charles are relocating back to

Texas to be closer to family. We will definitely miss her!

Travel Trade: Imi Loa Program

Working with our partners across the state, we are offering a “Self-Guided FAM” experience extending discounted rates to the travel agent community year-round. We invite you to showcase your business to these very influential travel sellers by offering an exclusive coupon to the travel agent community. [Read more ▸](#)

HVCB Awards & Recognitions

2019 HSMIA Adrian Awards (Gold)

Kilauea Volcano Eruption Impact on Hawaii Island Tourism

Island of Hawaii Visitors Bureau/Anthology Marketing Group

2019 HSMIA Adrian Awards (Gold)

Live Pono: Hawaii Island Launches Pono Pledge

Island of Hawaii Visitors Bureau/Anthology Marketing Group

Hawaii Tourism Authority News



The Native Hawaiian Hospitality Association invites you to a day of conversations and presentations at the **intersection of tradition and innovation** – where community, culture, tourism, and sustainability all converge, and at times, collide.

March 12, 2020
Hawai'i Convention Center, O'ahu

Visit NaHHA.com or call (808) 628-6374 to join our email list and get event updates.

NATIVE HAWAIIAN HOSPITALITY ASSOCIATION 

HAWAII TOURISM

REGISTER ►

Island of Aloha Express

Sent to 200,000 Consumers

Visitors from all over the world sign-up to receive this award-winning E-Newsletter. The IOAX is filled with things to do and see when visiting all of the islands. There are four \$1,500.00 ad slots available per month.

[Learn more ►](#)

E-xpressly for Travel Professionals

Sent to 68,000 Travel Professionals

The goal of the EXTP E-Newsletter is to educate North American travel sellers and other travel professionals about current Hawaii promotions, specials, and travel trends. There are a total of seven ads per newsletter ranging from \$300 to \$720, depending on size.

[Learn more ►](#)

Advertising Opportunities



Compliments of:



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.

Hawaii Rx Card

“New Year, New Deductible? 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.

[Learn more ►](#)

Member Logo

As a member of the Hawaii Visitors & Convention Bureau, you are entitled to display the official HVCB Member logo on your website and printed items including advertising, business cards, stationery, and promotional materials.

Guidelines for display of the member logo, and image files suitable for use in print are available on our site.

[Member Logo ►](#)



Hotel Restaurants Can Receive Complimentary Listings

Attention all hotels! Did you know that your membership includes any restaurants that you own? Sign up and your restaurant(s) will receive complimentary listings on gohawaii.com and in the member directory and official vacation planners. This form can also be used if your restaurant has a new name or brand.

**SIGN UP YOUR
RESTAURANT>**

Karen Wataru-Nakaoka

Director of Membership

📞 808-924-0231 ✉️ knakaoka@hvcb.org



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