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Photo credit: Hawaii Tourism Authority / Dana Edmund

Kahe Wale

"Ho'omoe wai kāhi ke kāo'o."

Let us all move together like water flowing in one direction.

Dear Members,

We are actively working with our client (the Hawaii Tourism Authority) along with the Department of Health, Department of Transportation, HiEMA and the Governor's office on a plan that will allow us to begin the recovery of the Visitor Industry as soon as is practicable. This plan takes into consideration the best safety practices and protocols across the various elements of the industry in the Covid-19 environment. The plan also follows the new HTA Strategic Plan and its four pillars: Community, Hawaiian Culture, Natural Resources and Brand Marketing.

Going forward "Rooted", our successful baseline marketing campaign and its sustainability message, will continue to be our primary effort. Coupled with the "Kuleana" campaign, a post-arrival sustainability campaign focusing on specific local issues, we will have a formidable effort supporting the Strategic Plan.

The Marketing, MCI, Travel Trade and Membership teams have been focusing on strategies to meet the evolving situation. This newsletter will provide insight on what has taken place to date and we will announce new details as the situation develops.

June 1 marked the end of the Hotels for Heroes program funded by the Hawaii Tourism Authority. It was an honor to partner, alongside HLTA, on this program to provide respite for our first responders in the healthcare and law enforcement sectors.

Most of our team, in addition to their departmental duties, have taken roles on the State Quarantine Enforcement Taskforce. This team is being led by HVCB and is responsible for staying in contact with visitors and residents arriving under the 14-day quarantine order. Read more about this taskforce below.

The impact of COVID-19 has gone beyond what any of us imagined a couple of months ago. While the lodging and tourism sector has taken the brunt of the hit, our partners in restaurants and retail and all the business that support tourism have been greatly affected. I commit that our team at HVCB will continue to work tirelessly with all stakeholders to reopen Hawaii tourism.

There is a Hawaiian proverb, Pūpūkahi i holomua. *Unite in order to progress.* HVCB stands united with our members and the community to progress towards a healthy, safe and economically sound tourism industry.

Mahalo,

HVCB Department Updates

Marketing

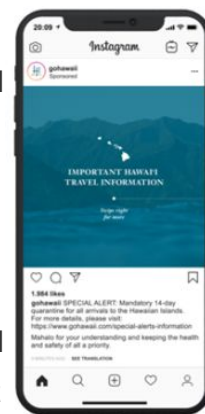
In an unprecedented time for Hawaii, when our local community needs to stay safe, and visitors need to stay home, we've shifted communications to address a new COVID-induced landscape.

Messaging to the U.S. source market reflects the sentiment that while you can't visit now - and it's just not the right time to - we look forward to welcoming you in the future with the spirit of *aloha* that Hawai'i is renowned for. Several initiatives were launched to convey this pivot in messaging:

Aloha from our Home to Yours utilized email to reach an opt-in subscriber database of Hawaii travelers. It encouraged them to postpone their trips to Hawaii, and come at a later time when it's both safe for them, and safe for our island communities.



Mandatory 14-day Quarantine utilized social media to geo-target potential travelers in our top 11 markets on Facebook and Instagram. It notified prospective travelers about the mandatory 14-day quarantine for all travelers incoming to Hawaii.



#sharealoha utilized social media to support organic efforts and widen audience reach on Facebook, Instagram, and YouTube. It shared a video message of aloha when people need it the most:

“While you can’t visit us right now, we want to share the spirit of *aloha* from afar to help you cope during this unprecedented time. While we look forward

to welcoming you in the future. Let's care for each other for the time being.”



Instagram: <https://www.instagram.com/p/B-vHNI5Jkn4/>

Facebook: <https://www.facebook.com/Hawaii/videos/3021962441159147/>

YouTube: <https://www.youtube.com/watch?v=5VJIDRygPCs>

Future waves of communications will evolve to address the gradual re-opening of the destination, as and when circumstances allow us to further share, inspire, and ultimately invite visitors to experience Hawaii once again.

Meet Hawaii

Hawaii Meetings, Conventions and Incentives

More than ever, communicating what our Meet Hawaii Sales & Services Team is doing during COVID-19 is crucial. Since mid-March our team has been evaluating the best way to communicate to customers in a thoughtful way that supports our Aloha Spirit.

Mid-March to June 2020

All MCI and Single-Property General Updates

- The good news is our Single Property Sales Team continues to respond to consistent interest in Hawaii for 2021 meeting and incentive inquiries
- As we build our sales and marketing strategies are team is aligning with the four emotional buyer's responses during a crisis; Fear, Understanding, Action and Rational Behavior
- Currently our MCI Sales & Services Team is adapting our sales & marketing customer communications moving away from the Fear phase

to the Understanding Phase

- At our most recent All MCI Team Meeting we creatively explored the use of virtual technology, PPE amenities and Meet Hawaii website updates that meet the needs of our MCI customer of “Health & Safety” and “How to Book Hawaii” in a Post COVID-19 environment

Citywide

How has the Citywide Deployment changed and what was the reason behind it?

- The current Citywide Deployment is to assist our customers in the present environment focusing on rebooking those citywide conventions that have cancelled due to COVID-19 and service any in-coming citywide conventions
- Change in deployment is due to current circumstances and a 60% reduction in Citywide Sales & Services staff
- Meet Hawaii/HVCB’s Single-Property Sellers will handle new citywide inquiries partnering with Lee Conching and John Reyes during this citywide transition
- Plans are to hire new citywide sellers to target corporate and association customers in the West Coast, Midwest, and East Coast

Can you briefly summarize Hawaii’s Citywide Strategy?

- COVID-19 has created the need to implement a short-term flexible booking strategy for 2021, 2022, 2023, and 2024 due to current travel restrictions, airlift, social distancing, and health and safety of convention attendees
- As a destination HVCB will implement our new Citywide Strategy developed with 2Synergize (citywide consultant) and hotel stakeholders for 2025 and beyond
 - New Citywide Strategy focuses on attracting new citywide business and the rebooking of key citywide groups
 - Citywide business will be Account Rated to qualify for targeted placement
 - Targeted sales efforts in Medical, Scientific, Technology and Research customer segments
 - New strategy success measured by Number of Citywide Events by Year

Travel Trade

Hawaii Destination Specialist Certifications Soar

The cornerstone of HVCB's travel trade educational program is the Hawaii Destination Specialist Program (HDS) available on agents.gohawaii.com. The program is a multi-tiered, self-guided certification course that delivers in-depth knowledge on the Hawaiian Islands. Given the reach of the trade distribution channel and agents' ability to influence their clients, HVCB's education programs are designed to arm travel professionals with the knowledge and confidence to differentiate the Hawaiian Islands vacation experiences and develop loyal advocates of the destination.

During the global pandemic, travel advisors are more engaged than ever before with education and our online certification courses. We have seen year over year website registrations increase in March by 307% and 234% in April. Course graduates have increased 37% in March and 72% in April.

This is a great indicator that travel advisors are interested in learning more about Hawaii and that once Hawaii has reopened to visitors, travel advisors will be well prepared to create the perfect Hawaiian Islands vacation experience for their clients.

Kauai Visitors Bureau

KVB would like to thank the HLTA-Kauai Chapter for providing the KVB team with cloth masks through their "Massive Masks for Kauai" program. Through this program, they were able to provide free masks to our community. Many people in our visitor industry got together and started sewing masks for Kauai.

<https://www.massivemasksforkauai.org/masks>

Foto 4 Food

Local photographer Jo Evans and Julie Gardner are donating their talents for donations to the Kauai Independent Food Bank (KIFB) called “Foto 4 Food”. Local families get a few photos in turn for a donation to KIFB. Through their efforts, they have donated over 300 pounds of food and \$1,500 in cash so far and they are still collecting donations.

<https://www.thegardenisland.com/2020/05/16/hawaii-news/getting-photos-for-food/>

<https://www.facebook.com/foto4food.org/>

https://www.instagram.com/foto4food_kauai/



KVB Executive Director, Sue Kanoho and her husband, Solomon, made their donation toward KIFB and received this photo.

Maui Visitors & Convention Bureau

Mahalo to the Aston Kaanapali Shores for donating an additional 200 + blankets and 200 + sheets for our Department of Health and to the Mental Health Kokua.

MVB would like to give a special shout out to our Maui Police Department for the assistance provided to HTA, HVCB and MVCB with the quarantine

Enforcement Taskforce calls. When they are not making calls they are out doing site spot checks for us. As a result of their efforts we have caught several violators of the quarantine.

Quarantine Enforcement Task Force

On March 26, 2020, the Hawaii Visitors & Convention Bureau expanded our role and became a part of the Quarantine Enforcement Task Force. Together we have made over 61,000 of calls and emails and counting. That's around 681 calls per day!

A friendly reminder, Hawaii's statewide order to self-quarantine for 14 days if you arrived in Hawaii after March 26, 2020 has been extended for all passengers arriving through July 31, 2020. According to the Hawaii Tourism Authority, 1,847 passengers flew into Hawaii on Sunday, June 14, 2020. How can you help? We are asking for hotels to issue a single use key so that guests cannot leave their room. Let's keep working together to keep your staff and guests safe by making sure visitors are in compliance with the self-quarantine order. The Quarantine Enforcement Task Force will continue to call your quarantined guests through the hotel switchboard to verify they are in their rooms and having all food and groceries delivered to their door. As you know, hotels do not need to service the guest rooms of any quarantined visitor.

Active duty military, federal employees or federal contractors are exempt from the quarantine. All others must apply to covidexemption@hawaii.gov for a partial exemption to work, attend a funeral, care for a family member, etc. Do you have a quarantine violator? Report them by name to the Visitor hotline 808-377-4760 or to 911 non-emergency line.

Tools to Assist as You Navigate Your COVID Response

Accommodation & Visitor Statistics

[Hawaii Tourism Authority Hawaii Hotels Performance Report for April 2020 *](#)

According to the [Hawaii Hotel Performance Report](#) published by the Hawaii Tourism Authority's (HTA) Tourism Research Division, statewide RevPAR decreased to \$12 (-94.5%), ADR fell to \$131 (-51.8%), and occupancy declined to 8.9 percent (-69.0 percentage points) in April.

[HTA's Monthly Visitor Statistics Press Release*](#)

In April 2020, visitor arrivals to the Hawaiian Islands decreased 99.5 percent compared to a year ago due to the COVID-19 pandemic, according to [preliminary statistics released](#) by the Hawaii Tourism Authority's (HTA) Tourism Research Division.

[Hawaii Tourism Authority Coronavirus Impact Update \(6/12/20\)](#)

***Note:** May statistics not available at time of this publication.

HVCB Crisis Communication Resource Page

State of Hawaii Ninth Supplementary Proclamation for COVID-19

[Click Here >](#)

Governor Ige Lifting Quarantine Requirement for Inter-Island Travel on June 16

[Click Here >](#)

Beyond Recovery: Reopening Hawaii – A strategy to reopen and reshape Hawaii's economy.

[Click Here >](#)

Click [HERE](#) for a full list of resources.

HVCB Membership Updates

Hotels for Heroes

It was our pleasure to serve as the Hotels for Heroes Housing Bureau, working with our hotel partners to book respite hotel rooms for our frontline Heroes through the Hotels for Heroes program.

The program ran from April 6 to June 1 providing over 2,500 room nights for these dedicated healthcare and law enforcement personnel.

Mahalo to Enterprise, Alamo & National Car Rental for donating free car rentals, across all islands, as part of their support of the Hotels for Heroes program. Enterprise, Alamo and National are proud members of HVCB and HLTA.

Mahalo also to Domino's Pizza for providing free pizza to our heroes during their Hotels for Heroes stay.

If you missed our HFH Mahalo email [click here](#).

HVCB Webinars

UPCOMING:



Destination Analysts- A Look into the Data on Traveler Sentiment

Thursday, June 18, 2020

11:00 am - 12:00 pm

[REGISTER NOW](#)

It's the question everyone is asking. When will visitors be ready to travel again? Join us to learn about the independent research conducted by Destination Analysts. You will gain insight into American travelers' concerns about personal finances, the perceived safety of travel activities, openness to travel information, upcoming travel plans and more. This information is being provided as a benefit of your HVCB membership. Destination Analysts' data is not sponsored nor influenced by any advertising or marketing agency. This means that you can trust that these important insights are not serving any agenda other than to provide you reliable information upon which to base decisions for our tourism community's future.

ICYMI:

Top Tips from our Social Media Webinar with Danielle Miller



- Now is the time to get on YouTube
 - Google owns YouTube so your videos could show up on the first page of search results
 - People use YouTube for education and entertainment simultaneously
 - Your videos should answer a question and don't have to be long, short videos (5 minutes) are preferred
 - At the end of your video, DON'T tell people your video is coming to an end and allow the viewer to watch your video all the way to the end to complete the viewing experience
 - Put your videos on playlist that way your video will pop up next and not one from a competitor
- Think beyond the newsfeed
 - Join Facebook Groups
 - Share to stories at least 3 times per day

- Encourage User and Employee Generated Content
- Review your content bank for appropriate imagery and videos
 - Showcasing guests and employees wearing face masks and social distancing

If you are interested in watching the full webinar recording, please click [here](#) to register and view video.

HVCB CORPORATE SOCIAL MEDIA

Do you follow us on social media? The Membership department focuses on content to engage our members through these social channels: [Facebook](#), [Instagram](#), [LinkedIn](#). Please follow us to get the latest updates and tips during this unprecedented time.



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