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Kahe Wale

He po i na kai uli, kai ko o, a ohe hina puko a

Though the sea be deep and rough, the coral rock remains standing.

Said of one who remains calm in the face of difficulty.

Dear Members,

This year certainly has felt deep and rough; however, we remain standing and

continue to bravely face the challenges and seek opportunities to rebuild Hawaii tourism. We've seen some progress this week, Canada has joined the Continental United States and Japan in the pre-travel testing program as an alternative to quarantine upon arrival. We launched our Malama Hawaii program, introducing a new way for visitors to approach travel to the islands – an initiative that encourages visitors to leave Hawaii better than when they arrived. 85% of our member properties have opened and we are projected to be 95% open by end of the year. Hopefully, these are all beginning signs of an industry recovery.

As we enter the holiday season, we extend our heartfelt gratitude for your partnership. May you and your families be showered with an abundance of blessings, good health and safety.

From our ohana to yours, Happy Thanksgiving,

John Monahan and the HVCB Team

HVCB Updates

2020 and 2021 Membership Dues

In March, we were just beginning to see the impact of the pandemic, but it was apparent that it would create financial constraints in the industry. We made the decision at that time to suspend dues for 3 months to help our members weather the storm.

In the months that followed, it became clear that the industry would be suffering long term economic impact, we reevaluated our own resources and looked at ways we could ease the financial burden of our members. The decision was made to suspend dues collection for an additional 6 months through the end of 2020.

Your 2021 statements are being processed and will be mailed by the end of the month. Members' dues are our primary source of revenue for the private arm of HVCB and, more than ever before, your continued support is vital to fulfilling our mission. We are all facing the unknown circumstances of 2021 and we, HVCB, are committed to stand by you during every phase of the recovery period.

Malama Hawaii

Industry Partners and Volunteer Organizations Come Together to Inspire Mindful Travel

Hawaii Visitors and Convention Bureau, in partnership with the Hawaii Tourism Authority, announces the launch of [Malama Hawaii](#) – a heartfelt invitation to malama, or to take care of, our earth, each other and ourselves. As visitors look forward to traveling when the time is right, we ask them to take a trip that gives back – to Hawaii and to them.



To learn more about the program, participating partners, and how it works:

[Read More Here](#) ▶

[Download Press Release Here](#) ▶

Revised Kuleana Video

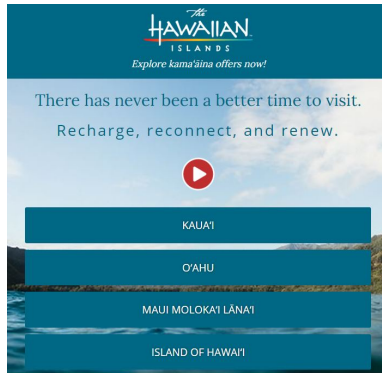
Hawaii Travel Tips: Health & Safety

HVCB created a newly revised version of the Kuleana video “Hawaii Travel Tips: Health & Safety.” Access the Vimeo and YouTube [links here](#) ▶

Please share this new video and use it at your business: in email confirmations, social platforms, in-flight, in-room and onsite.



Kamaaina Special Offers Program Extension



The “Kamaaina Special Offers Program” has been extended through December 15th and is available online at

HawaiiSpecialOffers.com/kamaaina.

Residents can access unique rates and discounts offered by participating Hawaii partners, to recharge at a favorite island-getaway, reconnect with family and friends, and rejuvenate the mind, body, and spirit.

If you are interested in providing an offer, please [submit your offer here](#) >

Update Your Account With Your Safety Protocol Information

Recent surveys have consistently shown that safety is essential to how people think about and consider travel. We recently added the ability for members to [add a complimentary “COVID-19 Updates”](#) button to their listing on Gohawaii.com to help direct potential visitors to their safety and cleanliness protocol information.

We have now expanded on that idea by allowing members to add their **Safety Protocols** directly to their account record via Extranet. There are specific items available for restaurants, and for accommodations, and all members can provide information on their distancing and personal protection policies.

To add the information to your account, [log in to Extranet](#) and follow these steps:

1. Select “Profile” from the menu on the left
2. Select “Accounts”
3. Click on the downward-pointing caret next to your company name and select “Manage Amenities”
4. Click on “Safety Protocols” to scroll down to those fields.

We also have a short instructional animation [available here](#).

Contact Updates

Do you have Cultural Specialist on your team? Is their contact information in your Extranet account? Send us the contact information and we can update your account!

Please submit your [Cultural Specialist Contact Information Here](#) ▶

Operating Status Updates

Have you recently reopened or plan to reopen your accommodation or business soon? Please keep us updated and let us know as your operating status changes. In addition to making sure your member account is accurate, this helps us keep our consumer facing information up to date.

If you have not yet given us your current status, please use this form:

[Accommodations Operating Status Survey](#) ▶

[Activities & Attractions Operating Status Survey](#) ▶

The information you provide will be critical for decision making and determining capacity. With the exception of your open or closed status, your information will be kept in strict confidence and only reported out in aggregate.

Meet Hawaii

I Mua Hawaii - A digital event to promote and sell Hawaii to MCI customers



Meet Hawaii and 14 of its members participated in Hawaii's first ever digital tradeshow I MUA HAWAII.

The name I MUA HAWAII was chosen for its translation of Hawaii Forward. Hawaii Forward was the goal and

purpose of promoting and selling Hawaii to established and new Meeting, Convention & Incentive (MCI) customers. It was also serendipitous that the date of I MUA HAWAII was Thursday, October 15 the same day Hawaii welcomed back visitors to our Islands.

Over 120 attendees participated in the digital event and in between two appointment sessions were engaged with two center stage presentations, one with DeWitt Jones National Geographic award winning photo journalist on “What is Right With the World” and the launch of The New Hawaii MCI Blueprint which aggregates key information MCI customers need to know with COVID-19 protocols.

[Read More Here >](#)

HVCB Virtual Pau Hana



Mahalo to everyone who joined our first ever HVCB Virtual Pau Hana! Shout out to Nadia Fale, Stewardship Technician at [Kualoa Ranch](#), for the wonderful pre-show music and to our amazing breakout room presenters: Neela Vadivel, Operations Manager, [Still & Moving Center](#), Miju Kim, Area Account Director, Group Sales, [Alohilani Resort](#), and Kainoa Daines, Director of Culture and Product Development, HVCB.

A big mahalo for the wonderful prize donations: [Southwest Airlines](#), [Shaka Guide](#), [Outrigger Hospitality Group](#), [Hawaii Nautical](#), and [Bubbles Below Scuba Charters](#)!

Congratulations to our lucky prize winners: Courtney Conching of Highgate Hawaii, Andrew Lockwood of Pacific Island Institutes, Philip Egan member of HVCB's "Stay Connected to Tourism" group, Cassie Conching of Four Seasons Resort Oahu, and Richard Oshiro of Courtyard Marriott Oahu North Shore.

Team HVCB Hui Holoholo

Congratulations to Team HVCB Hui Holoholo for putting in the miles and crossing that virtual finish line for [Hawaiian Airlines' Holoholo challenge](#)! Together, they accomplished their goals and completed a total of **968.29 miles**!



Mauka to Makai Course

Finishers (50 miles):

Becky Stark, Karen Nakaoka, Kara Imai, Erica Neves, Rachelle Fushikoshi and Leanne Pletcher

Around O'ahu Course Finishers (130 miles):

Kainoa Daines, Andrew Bailey, Armida York and Manako Tanaka.

Community Resources

HTA is Accepting Health & Safety Plans from Hawaii's Hotels

As required by Gov. David Ige's [Fifteenth Proclamation Related to the COVID-19 Emergency](#), the Hawaii Tourism Authority is accepting COVID-19 Health and Safety Plans from hotel operators in Hawaii by email at hotelcovidplans@gohta.net. They must be sent as a PDF. All other formats will not be accepted. HTA is not responsible for ensuring that the submitted plans comply with the requirements of the proclamation. Hotels are urged to

review their respective plans to ensure compliance before emailing them to HTA.

COVID-19 Health and Safety Plans that are received in the correct PDF format will be posted at <https://www.hawaii tourism authority.org/covid-19-updates/hotel-covid-plans/>

[View Press Release Here](#) ▶

HTA Monthly Hawaii Hotel Performance Report for October 2020

Excerpt: In October 2020, Hawaii hotels statewide reported substantial declines in revenue per available room (RevPAR), average daily rate (ADR), and occupancy compared to October 2019 as tourism continued to be impacted significantly by the COVID-19 pandemic.

According to the Hawaii Hotel Performance Report published by the Hawaii Tourism Authority's (HTA) Research Division, statewide RevPAR decreased to \$34 (-83.1%), ADR fell to \$174 (-31.8%), and occupancy declined to 19.7 percent (-59.8 percentage points) (Figure 1) in October.

[View Report Here](#) ▶

For more infrastructure research visit hawaii tourism authority.org

NEW Safe Travels Dashboard

There has been a new addition to the [hawaii covid19 website](#) – ETS' [Safe Travels Dashboard](#) is now live. This data is a combination of all data collected by ETS' [Safe Travels program](#) – which includes trans-Pacific and interisland flight data together.

To see specifically only trans-Pacific passenger arrivals data, you can still refer to the [HTA website here](#).

City and County of Honolulu



Resources for you to print and distribute to your guests required to quarantine or in need of more information regarding COVID restrictions.

[Download Visitor Handout Here >](#)

[Download Visitors Business Card Here >](#)

State and County COVID Resources

- [Office of the Governor's 15th Proclamation](#)
- [County of Kauai](#)
- [City and County of Honolulu](#)
- [Maui County](#)
- [Hawaii County](#)

Air Passenger Arrivals

[Scheduled Nonstop Overseas Air Service to Hawaii – November 2020](#)

Schedule is preliminary as carriers continue to modify their schedules in preparation for Hawaii's October 15th acceptance of a negative COVID-19 test result in lieu of the 14-day mandatory quarantine for arriving passengers.

[View here >](#)

Member to Member Distribution



JPG Hawaii - Sanitizer Stations

JPG Hawaii recently launched a new Sanitizer Station! Custom Designed and manufactured by JPG, right here in Hawaii.

All-in-One station packages have everything you need to start sanitizing in any location.

Are you interested in learning more about it? [Download Flyer Here](#) ▶

What's Happening In The Industry

Waikiki Beachcomber by Outrigger Reopening



[Waikiki Beachcomber by Outrigger](#), Hawaii's first and only craft hotel reopened on November 13, 2020. In addition to Waikiki Beachcomber's unique style and design aesthetic – which was curated by [The Beachcomber Originals](#), a collection of local artisans and influencers to offer a one-of-a-kind, immersive stay for guests – the property has implemented guidelines from [Outrigger's Clean Commitment](#) and adapted its services to further accommodate guests' safety and wellbeing from check-in to check-out.

To kick off the reopening, Outrigger hosted '[Native Feast](#),' continuing its longstanding partnership with Hawaii Food & Wine Festival (HFWF). The reservation-only, four-course collaboration dinner at [Maui Brewing Co.](#), located inside the Waikiki



Beachcomber property, will host a reservation-only, featured Chef Sean Sherman, founder of the company The Sioux Chef; Kealoha Domingo, chef and Hawaiian cultural practitioner; and Terry Lynch, executive chef partner at Maui Brewing Co. at Waikiki Beachcomber.

Hawaii Theatre Center's Gift of Aloha Concert



[The Hawaii Theatre Center](#) is proud to present the [Gift of Aloha Concert](#) on Sunday, December 6th, 2020 at 2:00 pm (HST) LIVE on KHON2 and on multiple streaming platforms. This star-studded virtual concert will feature five of Hawaii's most celebrated musicians including the Makaha Sons, Henry Kapono, John Cruz, Taimane Gardner, and Amy Hanaiali'i. The FREE concert will be live-streamed on multiple

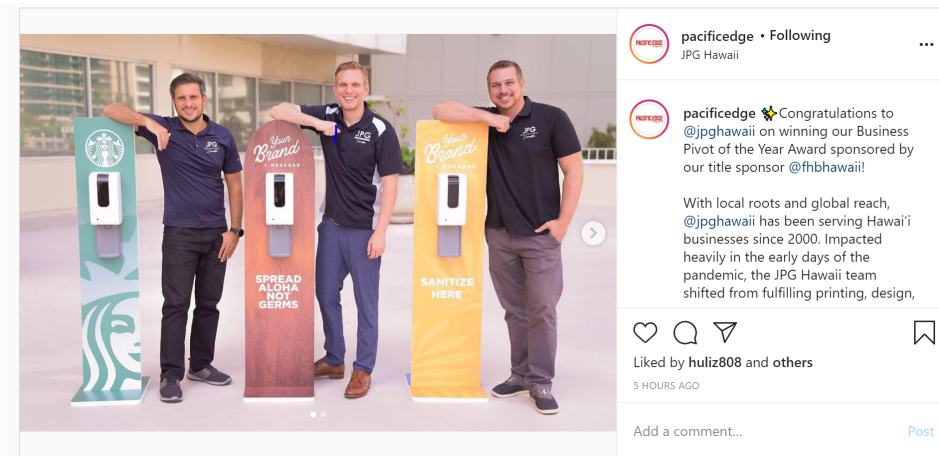
platforms and broadcast live on KHON2, allowing music lovers everywhere to enjoy it from the comfort of home or on-the-go and anywhere in the country. This concert aims to bring hope and healing to our community this holiday season, it is also an opportunity for the Theatre to raise critical funds in this trying time. Like many art institutions worldwide, our doors have been shuttered since February resulting in a loss of over 90% of the Theatre's revenue. To stream on your device, please visit <https://www.hawaii-theatre.com/events/gift-of-aloha-concert-hawaii-theatre-holiday-telethon/>. For more information, please call (808) 791-1397 or email averyfukeda@hawaii-theatre.com.

Awards and Recognition



Congratulations to HVCB Board member **Donald Takaki** for being inducted into the **Hawaii Business Hall of Fame** for Junior Achievement of Hawaii!

Congratulations to [JPG Hawaii](#) on winning [Pacific Edge Magazines' Business Pivot of the Year Award!](#)



With local roots and global reach, JPG Hawaii has been serving Hawaii businesses since 2000. Impacted heavily in the early days of the pandemic, the JPG Hawaii team shifted from fulfilling printing, design, advertising, media, and branding orders to focusing their business on meeting the new needs of their clients by providing PPE. JPG Hawaii has seen a 300% increase in revenue in 2020, as compared to 2019, and has plans to continue expanding as they meet new business needs associated with these unprecedented times.

Stay Connected to Tourism

Stay Connected to Tourism - Furloughed Employee Program



We are stronger together! If you have been furloughed or laid off from the Hawaii hospitality industry due to the COVID-19 pandemic or know someone who has, please share this very important message. Let us help you stay connected to tourism.

To receive newsletters, HVCB event invites and industry updates, [subscribe here](#) >

Kahe Wale Content

HVCB is happy to accept your stories, content and news for our industry updates section of Kahe Wale. Please submit to Becky Stark bstark@hvcb.org by the end of day on Friday December 4th.

Please visit our [Crisis Communication Page](#) for the most up to date COVID-19 resources.

Karen Wataru-Nakaoka

Director of Membership

📞 808-924-0231 ✉️ knakaoka@hvcb.org



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