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Kahe Wale

I ku ka makemake e hele mai, hele no me ka malo'elo 'e

If the wish to come arises, walk firmly.

If you wish to come do not be hesitant, for you are welcome.

Dear Members,

As the time has come to once again welcome visitors, we can't help but reflect on the last seven months. Through the many challenges, our industry has consistently demonstrated hospitality, courage and resiliency. We have cared for visitors arriving to carry out essential duties, we have cared for our healthcare and emergency first responders, we have cared for our community and most of all we have cared for each other. It remains a privilege and an honor to be part of Hawaii tourism.

The message to our visitors is it's time to fly, explore, enjoy, and a time to learn. It's our chance to share the value of kuleana and demonstrate how to care for nature and find unique experiences that connect us all. HVCB has united with our hotel partners to launch the Malama Hawaii program to connect with visitors who want to help perpetuate the culture and natural beauty of Hawaii. Details of this program and access to the Marketing Asset Toolkit are included in this issue.

Serving at the request of General Hara, HVCB in partnership with HTA has reinstated the Hotels for Heroes program – phase 2. To date, we have provided 1600 room nights to 400 participants from the healthcare and first responder sectors. Mahalo to the 29 properties for your continued participation.

This issue of Kahe Wale is dedicated to providing you tools and resources to assist in your plans to welcome back visitors and keep Hawaii safe. You'll see several new initiatives meant to bring you value to your membership.

We're also excited to enhance your training programs with the introduction of two new training videos, featuring our own director of culture and product development.

Also, for the first time ever, we share partnership opportunities to increase your marketing efforts worldwide.

HVCB continues to be a resource to government, community and other stakeholders. You will be hearing a lot from us over the remainder of the year as we source information and updates from the industry. Thank you for your kokua, you are essential in our efforts to market Hawaii.

With warm aloha,

John Monahan, President & CEO and
the Hawaii Visitors and Convention Bureau Team

Tools and Resources to Assist In Welcoming Back Visitors

[GoHawaii Travel Requirements](#)

Up to date information on the steps of the new entry protocols before flying to Hawaii and how U.S. visitors may proceed without a 14-day quarantine.

Visit [Gohawaii.com](https://www.gohawaii.com).



Pre-Travel FAQs

What do I need to do if I am planning a trip to Hawaii?

Visit [HawaiiCovid19.com](https://www.hawaii-covid-19.com) ▶



Pre-Travel Testing Flowchart

The pre-travel testing option will allow travelers a 14-day quarantine alternative. The flowchart linked below outlines steps and resources to help visitors efficiently plan their trip.

[Download PDF](#) ▶

Online Safe Travels Form

The [Safe Travels](#) form is a digital form that is mandatory for all travelers to Hawaii. This online form provides the State Department of Health (DOH) access to the mandatory health information that passengers need to provide to monitor and protect public health in real-time. It can also be used by the Dept. of the Attorney General and county law enforcement officials to enforce the quarantine rules. Travelers are encouraged to enter their information and trip details well in advance of their flight.

Access the [Safe Travels digital form here](#).

For more Safe Travels info, click [here](#).

Report Quarantine Violators

When you have a guest who is violating quarantine, please contact local police department directly to report the violation. Below is the published contact information:

- **City & County of Honolulu:** 808-723-3900 or email HPDcovidenforce@honolulu.gov
- **Maui County:** email mpdquarantine@mpd.net
- **Hawaii County:** Non-emergency line at 808-935-3311
- **County of Kauai:** File report online at www.kauai.gov/KPD-Online-Reporting

State and County COVID Resources

- [Office of the Governor's 14th Proclamation](#)
- [County of Kauai](#)
- [City and County of Honolulu](#)
- [Maui County](#)
- [Hawaii County](#)

Air Passenger Arrivals

[Scheduled Nonstop Overseas Air Service to Hawaii – October 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 >

[7-Day Moving Average](#)

The 7-Day Moving Average measures daily passenger arrivals to Hawaii (including visitors and residents) from the U.S., Japan and other international source markets. This analysis is used to visualize real-time demand month- and year-to-date tracking of arrivals.

[View here >](#)

Hotel Operating Status Updates

Mahalo nui to those of you who have already responded to our request to provide updates on your current operating status and future plans.

[Here](#) is a list of hotels that have recently updated their status.

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

[Hotel 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.

Industry Safety Protocols and Resources



Stay Safe Hawaii

American Hotel & Lodging Association
Safe Stay Hawaii Plan.

[Visit StaySafeHawaii.com >](#)



Hawaii Lodging & Tourism Association

COVID -19 Health, Safety & Security
Standards.

[Download PDF >](#)



Stay Safe Hawaii - On Oahu Beaches

For use on your websites, social media, travel partners etc.

[Download PDF >](#)



State of Hawaii Resources

The State of Hawaii Department of Health has a variety of resources available for download, including public service announcements, guidance documents, and public health flyers.

[Visit HawaiiCovid19.com >](http://HawaiiCovid19.com)

Assets to Assist with Your Marketing

Malama Hawaii Destination Brand Marketing Asset Toolkit

To allow you to see details of the most current Malama Hawaii destination brand marketing direction and assets, an “HVCB 2020 Brand Assets - Partners” toolkit has been created for your use, and is linked below. Housed within it are folders containing updated Hawaiian Islands brand guidelines, as well as various



assets including video, photography, copy messaging, social media, logos and

information about the Hawaiian culture to use in your sales and marketing initiatives.

You will need to enter your name and email address to access the toolkit and you will have unlimited downloads for one year. Feel free to share access with your internal departments, production teams, etc. If you missed the membership webinar on our marketing strategy, the [presentation deck](#) is included for your review. It will give you more insight into our Malama Hawaii messaging.

HVCB 2020 Brand Assets - Partners Toolkit >

[Partner Opportunities Documents](#)

HVCB and its Island Chapters offer a variety of Leisure, Travel Trade, and MCI marketing opportunities that we encourage you to participate in. Partnership opportunities are part of HVCB's firm-wide marketing plan to increase travel demand to Hawaii, and include digital and social media marketing, public relations, travel trade, and meeting sales programs.

- [Hawaii Visitors & Convention Bureau 2021 Partnership Opportunities](#)
- [Hawaii Tourism Canada 2021 Partnership Opportunities](#)
- [Hawaii Tourism Japan 2021 Partnership Opportunities](#)
- [Hawaii Tourism Korea 2021 Partnership Opportunities](#)
- [Hawaii Tourism Oceania 2021 Partnership Opportunities](#)

[Recorded Extranet Training](#)

As we prepare to welcome visitors back to our islands, now is the perfect time to update your account information and refresh your company's descriptive text and imagery.



If you are not familiar with the online Membership portal, Extranet, or if you just need a refresher, a recording of a recent training is now available on our

YouTube channel.

[View training >](#)

Meet Hawaii



"New Hawaii" Blueprint

Meet Hawaii has developed a "New Hawaii" MCI Blueprint outlining the marketing and sales plans for the meetings industry as well as the Health and Safety protocols for all meetings venues.

[View MCI Blueprint here >](#)

Citywide Offshore Consumption Report

The Meet Hawaii Citywide Offshore Consumption Report ending September 30, 2020 is available for download below.

[VIEW SEPTEMBER REPORT >](#)

Culture and Product Development



Culture 101 - Kainoa Daines

We are proud to present an overview of the Hawaiian culture, exploring various topics such as Hawaiian values, customs, traditions and protocols. The emphasis of this lesson is to better appreciate and understand the uniqueness of indigenous culture of the Hawaiian Islands.

[WATCH HERE >](#)



‘Ōlelo Hawai‘i

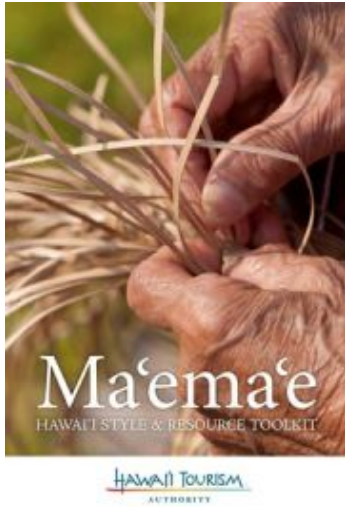
Join us for a short lesson on ‘Ōlelo Hawai‘i, the language of the indigenous culture of the Hawaiian Islands. We’ll cover the history and external influences on the language, as well as pronunciation and basic guidelines for the office. This bite-sized tutorial will give you a better understanding of the Hawaiian language and ways to incorporate it in your daily life.

[WATCH HERE >](#)

Culture and Product Development Services

Visitors from around the world come to experience the breathtaking beauty of these islands as well as the warmth of her people. However, at the core of the destination are the values, culture and language of the indigenous people. Allow HVCB to assist you with the very best representation through our newly offered Members Only cultural services.

[HVCB Cultural and Product Development Services >](#)



Ma'ema'e

The Ma'ema'e toolkit will provide you with the essential information you need to accurately and authentically promote the Hawaiian Islands. From geographical and cultural information, to descriptions of Hawaii traditions and customs, this is your guide for basic knowledge about Hawaii.

[Read more](#) ▶

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

Karen Wataru-Nakaoka

Director of Membership

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