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*Photo Credit: Armida York*

## Kahe Wale

Pūpūkāhi i holomua

*Unite in order to progress*

Dear Members,

We are living in a world offering us the opportunity to make extreme changes, improve our quality of life, and make a difference for future generations. It's not what any of us expected but we have been given an eye-opening experience that allows us a new lens.

The Governor's announcement that a pre-testing program, allowing visitors to avoid the 14-day quarantine, will start October 15th has given the industry some much needed hope that tourism is moving into recovery. HVCB has been ready with a communication strategy to welcome back visitors, make them feel safe coming to our destination, and share the values of our community so that we perpetuate the beauty of Hawaii. An in-depth review of the plan was shared with our board of directors yesterday and we will share it with you in the days to come.

There has never been a more important time for us to unite in order to progress. We are starting a new chapter in Hawaii Tourism with John De Fries taking the reigns as president and CEO of the Hawaii Tourism Authority. We look forward to working with him, and with you, to execute his vision for Hawaii Tourism.

We hope you enjoy this issue of Kahe Wale.

Mahalo nui,

The Hawaii Visitors & Convention Bureau Team

## John De Fries is the New President and CEO of the Hawaii Tourism Authority



John De Fries has accepted the offer to become the Hawaii Tourism Authority's new president and CEO. The HTA Board of Directors unanimously agreed during the August 27 board meeting to make an offer to De Fries. He will start on September 16.

The HVCB team sends a warm welcome to John and we look forward to working with him to rebuild tourism in Hawaii.

[Read more ▸](#)

## Meet Hawaii Virtual Trade Show

Meet Hawaii Presents "I Mua Hawaii," HVCB's first-ever, interactive virtual trade show for meetings, conventions and incentives planners.

Launching in October 2020 and running through March 2021, the engaging series of five half-day sessions will feature an impressive lineup of Hawaii industry partners, as well as keynote speaker Dewitt Jones, renowned American photographer, writer, and film director.

For more information, email [meetings@meethawaii.com](mailto:meetings@meethawaii.com).

## All Members Operating Status Updates

Have you recently reopened or plan to reopen your hotel or business soon? 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. Please submit information [here](#).

## New Member Benefit: “COVID-19 Updates” Feature for Online Listings



### Hawaii Visitors & Convention Bureau

2270 KALAKAUA AVE, SUITE 801 HONOLULU, HI 96815

The Hawaii Visitors and Convention Bureau represents the Islands of Hawai'i in the highly competitive arena of destination marketing. The mission of the Hawaii Visitors and Convention Bureau is to create sustainable, diversified, travel destination demand for the Hawaiian Islands.

[Learn More >](#)



A point to note from this week's [Destination Analyst Traveler Sentiment Report](#), summer travelers expressed they wanted lodging properties to adopt protocols in the wake of COVID-19, such as providing guests with well-explained cleanliness protocols, masks, wipes and sanitizer.

If you have a page on your website where you provide COVID-19 updates to your customers, please send your URL to [membership@hvcb.org](mailto:membership@hvcb.org). We will then update and activate the new "COVID-19 Updates" feature for your listings on GoHawaii.com, MeetHawaii.com, and soon

Agents.GoHawaii.com.

You may also provide the link by logging into your [Extranet](#) account and using the following steps:

1. Select "Profile" from menu.
2. Select "Accounts".
3. Click on your account name.
4. Click "Edit" to add URL to the COVID-19 Information section.
5. Click "Save".

**Extranet Login** ▶

Once we receive your information, the new feature will be live on your listing within two business days.

## Stay in Touch With Hawaii Tourism



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 and industry updates, [subscribe here](#).

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

## State of Hawaii Traveler Information

Gov. David Ige announced a new leadership team that will oversee the state's public health response to COVID-19 and the pre-travel testing program for COVID-19, which will start October 15.

- [Hawaii's Pandemic Action Plan](#)
  - [Pre-Travel Test or Quarantine Flowchart](#)
  - [Governor Ige's COVID-19 Leadership Team \(photo\)](#)
- 

### **New Online Safe Travels Form**

Launched on September 1st, the new [Safe Travels form](#) is a digital form that is mandatory for all travelers to Hawaii. This new online form will provide 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.

The Safe Travels digital form can be found [here](#).

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

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### **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](mailto:HPDcovidenforce@honolulu.gov)
  - **Maui County:** email [mpdquarantine@mpd.net](mailto: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](http://www.kauai.gov/KPD-Online-Reporting)
- 

### **State and County COVID Resources**

- [Office of the Governor's 12th Proclamation](#)
- [City and County of Honolulu](#)
- [County of Kauai](#)
- [Maui County](#)
- [Hawaii County](#)

## Lieutenant Governor's Request for Volunteers

There is an urgent need to provide support in areas around contact tracing and general public health awareness. The Lieutenant Governor office is seeking volunteers that can help make first calls to COVID+ cases.



**LOOKING FOR  
VOLUNTEERS**

The first callers will be making initial calls to cases to free up time for investigators and contact tracers to do investigations into clusters. There are no requirements for volunteers, other than that they must be at least 18 years of age and be available to donate a few hours once or preferably twice a week at the Convention Center. Each volunteer will go through 3 hours of training before they begin making calls.

If you are interested in volunteering, please [fill out this form](#), or email [covidhawaiiivolunteer@gmail.com](mailto:covidhawaiiivolunteer@gmail.com) for more information.

[View flyer >](#)

## Aloha Festivals 2020

[Aloha Festivals](#) has partnered with its presenting sponsors to feature three legendary Hawaii artists on Aloha Festivals: Na Mele Ukulele, a half hour broadcast special on KHON2 celebrating the legacy of Aloha Festivals. In line with the 2020 Aloha Festivals theme, ukulele artists Pomaikai Lyman, Jake Shimabukuro and Kawika Trask will be featured in the special which will air Thursday, Sept. 24 at 9:30 p.m. on KHON2, online at [KHON2.com](http://KHON2.com) and on KHON2's [YouTube channel](#) and [Facebook](#). The special will also be livestreamed on the [Aloha Festivals website](#) and [Hawaii.com](http://Hawaii.com), and will rebroadcast on Saturday, Sept. 26 at 6:30 p.m. on KHON2, and on Sunday, Sept. 27 at 8 p.m. and Sunday Oct. 4 at 8 p.m. on KHII.

[Read more >](#)

## Member to Member Resources

### [Hand Sanitizer Stations](#)

HVCB member CFX Hawaii pivoted their business and used their capabilities to become a manufacturer of mechanical hand sanitizer stations. The products are locally made and readily available. The CFX system allows you to supply your own sanitizers.

In the market for hand sanitizers? Why don't you check out these local distilleries and, HVCB members, who have also pivoted from their original business model to produce hand sanitizer. [Koolau Distillery](#), [KoHana Distillers](#) and [Hanalei Spirits Distillery Corp.](#)

### [HonBlue](#)

Looking for structure and barrier social distancing solutions? HVCB member HonBlue has a wide variety of hygiene screens, desk dividers, wall partitions and more. Contact Jaz Nijjar at [JNijjar@honblue.com](mailto:JNijjar@honblue.com).

## Regenerative Tourism

Attend the [Regenerative Travel Summit](#), September 23-25.

This 3-day virtual summit will unite global stakeholders and independent travel companies dedicated to environmental and social impact progress in tourism and hospitality. Hear and learn from field experts, as we explore how to move beyond sustainability to regeneration in order to reverse climate change and use tourism to rebuild for a more positive future.

See [full agenda here](#). Note: Day 3, September 25th, is specifically for Hoteliers.

For more on Regenerative Tourism, read the article "[Move over, sustainable travel. Regenerative travel has arrived](#)" on the Star Advertiser's website.



## Kupu Aina Corps - Make Work an Adventure

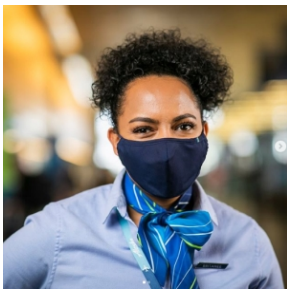
The [Kupu Aina Corps program](#) is a new initiative that provides temporary employment for those who are interested in exploring environmental and sustainability related work. Positions with Kupu are available at conservation and agriculture based host sites throughout the islands of Hawaii. Kupu's network of partner organizations and agencies are able to offer unique and exciting positions in various fields, including ornithology, botany, natural and aquatic resource management, marine biology, Hawaiian cultural studies, agricultural science and more!

## climbHI



Looking for our talented business professionals to serve as mentors, speakers, judges, and more! Engaging our youth in positive experiences has never been more critical. For more information, visit their [website](#) or email [info@climbhi.org](mailto:info@climbhi.org).

## What's Happening Around our Industry



### Alaska Airlines New Uniform Mask

Alaska Airlines has a "No Mask, No Travel, No Exceptions" policy, as part of their [Next-Level Care](#).

### Resort New Uniform Mask

The Kahala Hotel & Resort's Monji Mohammad, Director of Retail and Merchandising is modeling their new uniform, a mask custom designed by local designer, Kaeli Smith.

### The Kahala Hotel &





# Awards & Recognitions

## **Travel + Leisure's World's Best Awards**

Congratulations to the following HVCB members for being honored in the [Top 20 Resort Hotels in Hawaii](#):

Halepuna Waikiki by Halekulani, Mauna Lani, Auberge Resorts Collection, Hotel Wailea, Four Seasons Resort Lanai, Halekulani, Fairmont Kea Lani, Montage Kapalua Bay, Four Seasons Resort Hualalai, The Kahala, Koa Kea Hotel & Resort, Alohilani Resort Waikiki Beach, Four Seasons Resort Oahu at Ko Olina, Andaz Maui at Wailea Resort, Fairmont Orchid, Mauna Kea Beach Hotel, The Westin Hapuna Beach Resort, Grand Hyatt Kauai Resort & Spa, Travaasa Hana, Four Seasons Resort Maui at Wailea and The Ritz-Carlton, Kapalua

## **2020 USA Today 10 Best Reader's Choice Awards**

Congratulations to our members who were nominated and placed in the Top 10 of the following categories:

- [Best Helicopter Tour](#) – Maverick Helicopters, Paradise Helicopters and Mauna Loa Helicopter Tours.
- [Best Kayaking Tour](#) – Hawaiian Paddle Sports
- [Best Boat Tour](#) – Redline Rafting and Holo Holo Charters

## **2020 Tripadvisor's Travelers' Choice Best of the Best**

Congratulations to our members who topped every traveler's list and placed in the [Top 25 Most Saved Hotels - United States](#) category:

Prince Waikiki, Hyatt Regency Maui Resort and Spa, Turtle Bay Resort, Kaanapali Beach Hotel, and Outrigger Waikiki Beach Resort

# Virtual Tours

As our world has become virtual, Hawaii Visitors & Convention Bureau is compiling virtual experiences from our partners, such as hotel property virtual tours. Additionally, if you have virtual experiences such as activities relating to food & beverage, wellness, culture, nature and voluntourism, we would love to promote this as well.

While your business might be temporarily closed, learning continues. To be included in this library of virtual experiences, please share your virtual site link to: [ayork@hvcb.org](mailto:ayork@hvcb.org).

## HVCB Webinars



### **ICYMI: “Handling, Managing, and Leading Change” with Annabel Chotzen**

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

## Partner Benefit: Hawaii Rx Card

This program is being provided to you and your family to help lower your prescription drug costs. Simply create and print your FREE Prescription Drug Coupon Card below and receive savings of up to 80% (discounts average roughly 30%) at more than 68,000 national and regional pharmacies. This coupon card can be used for potential savings on prescription medications not covered by your insurance. This coupon card is pre-activated and can be used immediately!

Visit <http://www.hvcb.org/membership/rx-discount.htm> for your coupon card.

# TOOLS FOR YOUR MENTAL & PHYSICAL WELLBEING DURING **COVID-19**

**HawaiiRxCard**  
www.hawaiirxcard.com

Compliments of **HAWAII**  
HISTORY & CONSTITUTION MUSEUM



## MANAGE STRESS

Exercise, meditate, and keep to a daily routine.



## GET ENOUGH SLEEP

Sleep at least 7 hours/night. Rest helps manage your emotions.



## EAT HEALTHY

Eat fruits and vegetables. Stay hydrated.



## USE TECHNOLOGY

Call, text or video chat to stay connected with people.



## BE COMPASSIONATE

Help those who are vulnerable.



## SAVE ON YOUR PRESCRIPTIONS!

### Free Statewide Prescription Assistance **PROGRAM HIGHLIGHTS**

Save up to 80% on prescriptions

Free pharmacy coupon card

Accepted at over 68,000 pharmacies nationwide

Discounts on brand & generic drugs

No restrictions & HIPAA compliant



THIS PROGRAM IS NOT INSURANCE.



For more information contact:  
cs@hawaiirxcard.com

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Proud Supporter of:



This drug savings program will grant funds to local CMN Hospitals to help kids within the communities they do business.

## Partner Benefit: NPP

Give your company and employees access to exclusive discounts on popular products and services for business and life.

[Register here >](#)



## New Members



### [Maui Marketing](#)

Maui Marketing provides businesses in Hawaii an edge in the very competitive tourism market. Our team's decades of experience can help you grow with online marketing and advertising solutions. Take the next step with better SEO, improved websites, increased content marketing, and audience-targeted ad campaigns. Restart your digital marketing campaigns with local experts.



### [Maui Vacation Rental Association](#)

We are a membership based non-profit organization working on the advocacy and affairs of the vacation rentals in Maui County, and State of Hawaii. Our members are condo owners, bed and breakfast operators, short term rental owners, realtors, brokers, managers and affiliated businesses.

### [Nalula](#)

# NALULA

Every day people make the largest financial decision of their life – buying and selling a home – without the necessary information to determine if they're paying or receiving a fair price. At Nalula, we strive to bring transparency to the real estate industry – exposing essential data and current market conditions – so you can make an educated buying or selling decision.

## Membersversaries

Mahalo to our members who recently celebrated their milestone membersversaries! Click [here](#) to view a list of all members who are also celebrating their membersversary.

## **35 years**

[American Express](#)  
[B & C Trucking Co., Ltd.](#)  
[Brennecke's Beach Broiler](#)  
[Ching Young Village](#)  
[DFS Hawaii](#)  
[Fernandez Entertainment Inc.](#)  
[Hawaii Tropical Botanical Garden](#)  
[Hyatt Place Waikiki Beach](#)  
[Ilima Hotel](#)  
[Island Helicopters Kauai, Inc.](#)  
[Kamaka Hawaii, Inc.](#)  
[Mauna Lani Resort North Course](#)  
[Mauna Lani Resort South Course](#)  
[MC&A, Inc.](#)  
[Queen Emma Land Company](#)  
[USS Bowfin Submarine Museum & Park](#)

## **30 years**

[Arnott's Lodge & Hiking Adventures](#)

## **25 years**

[Fair Wind, Inc.](#)  
[Old Lahaina Luau](#)  
[Punaluu Bake Shop](#)

## **20 years**

[Costco Travel](#)  
[Fish Maui, LLC](#)  
[Funjet Vacations](#)  
[HawaiiActivities.com - VELTRA](#)

## **15 years**

[Botanical World Adventures](#)  
[Castle Kaha Lani Resort](#)  
[Hamakua Macadamia Nut Co.](#)  
[Kilauea Caverns of Fire](#)  
[Kona Brewing Company at Koko Marina](#)  
[Surf HNL](#)  
[Waikiki Beachcomber by Outrigger](#)

## 10 years

[Beautiful Condo at Paniolo Hale Unit T2](#)

[Big Island Bees](#)

## 5 years

[Aloha Hawaii Tours](#)

[bills Sydney | Waikiki LLC](#)

[Hilton Garden Inn Waikiki Beach](#)

[Holokai Catamaran](#)

[The Waipa Foundation](#)

## 1 year

[Beyond the Reef](#)

[Big Island Helicopter Tours](#)

[Cathedral Basilica of Our Lady of Peace](#)

[Hawaii Island Farm Trails](#)

[Hawaiian Diving Adventures](#)

[Kokua Sun Care](#)

[Kumu Technology Innovation](#)

[Master Sha Tao Center](#)

[Musubi Cafe Iyasume](#)

[Northstar Meetings Group](#)

[Rock 'N Fun](#)

[Shaka Tea](#)

[The Adventure Boat](#)

## Karen Wataru-Nakaoka

Director of Membership

☎ 808-924-0231    ✉ [knakaoka@hvcb.org](mailto:knakaoka@hvcb.org)



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