

## Hibiscus – Business Level Member Benefits

### Marketing & e-Marketing

#### Exposure

- [gohawaii.com](http://gohawaii.com) – Website listing on Hawaii's official tourism website
  - Receives an average of 600,000 unique visitors per month
- *The Hawaiian Islands Visitors' Guide*  
Distribution: 150,000 annually  
Online Version: [gohawaii.com](http://gohawaii.com)
- Island-Specific Vacation Planner  
(When applicable, by island representation)
  - *Kaua'i Travel Planner*  
Distribution: 75,000 annually  
Online Version: [gohawaii.com/kauai](http://gohawaii.com/kauai)
  - *O'ahu Vacation Planner*  
Distribution: 150,000 annually  
Online Version: [gohawaii.com/oahu](http://gohawaii.com/oahu)
  - *Maui, Moloka'i, and Lāna'i Vacation Planner*  
Distribution: 200,000 annually  
Online Version: [gohawaii.com/maui](http://gohawaii.com/maui)
  - *Hawai'i Island Travel Planner*  
Distribution: 100,000 annually  
Online Version: [gohawaii.com/big-island](http://gohawaii.com/big-island)
- *Hawai'i Travel Professionals' Guide*  
Distribution: 40,000 annually  
Online Version: [agents.gohawaii.com](http://agents.gohawaii.com)

#### Opportunities

- Various opportunities for participation in promotions, cooperative advertising, and other programs will be communicated via email or on *Kahe Wale Online* – HVCB's Member News site.
- Market Saturation Programs – Participate through HVCB Central and/or your Island Chapter as HVCB Marketing targets key markets throughout the year.
- *E Komo Mai* Guidebook – Listing of Value-Added Offers for Dining & Shopping sent by Hawai'i Destination Specialists and select hotels.
- Hawaii Booking Advantage Program – Expose your business to meeting planners and gain an opportunity to up-sell in our Corporate Meetings & Incentives' Added Value Resource Center. Online at [businessaloha.com](http://businessaloha.com).

#### Tools

- Market Research and Trend Analysis – Up-to-date tourism reports & analysis available online.
- Cooperative Marketing Campaign Materials – Access to select HVCB consumer marketing materials. Leverage our successful campaign messaging for your brand.

#### General Benefits

- Brochure Racking in HVCB/Island Chapter Office  
(When applicable, contact office for more info)
- HVCB Membership Certificate Ensemble
- HVCB Membership Decal
- HVCB Membership Directory
- HVCB Membership Logo
- *Kahe Wale Online* – HVCB's member news site
- Island Chapter member news and updates
- Member Business Resource Center – Online at [hvcb.org/membership](http://hvcb.org/membership)

#### Advertising

- HVCB's Cooperative Opportunities – Receive details on HVCB's cooperative marketing and advertising opportunities.

#### Sales (See Added-Value Services Attachment)

- Lead Generation Service (LGS)
- Information Distribution Service (IDS)

#### Media

- Public Relations – Keep the Public Relations Department informed of news and events that can be incorporated into HVCB media materials, which may result in story ideas pitched to travel writers.

Not all of the benefits and services above are applicable to all members. Benefits and services are subject to change. Additional guidelines may apply. For more information on HVCB Membership, please visit us online at [www.hvcb.org/membership](http://www.hvcb.org/membership) or call us at (808) 923-1811.

#### MEMBERSHIP DEPARTMENT