



HVCB Membership Information

Who is HVCB?

HVCB is a private, non-profit, 501(c)(6) corporation. Working closely with the Hawaii Tourism Authority as Hawaii Tourism USA, HVCB's sole purpose is to promote our islands to travelers throughout the United States – Hawaii's largest and most important market.



HVCB is truly a public-private partnership: a marketing organization with visitor-industry and general business representation, state contracts, Island Chapters which promote the interests of the individual counties, and specialized divisions which focus on vertically integrated areas of expertise.

Online and Print Exposure



Gohawaii.com

Receive a listing on Hawaii's official visitor website, Gohawaii.com, which receives an average of 500,000 unique visitors per month.



PRINT • WEB • TABLET • MOBILE

Official Travel Guides for the Hawaiian Islands

Receive a listing in the statewide and island-specific vacation planners, showcasing what Hawaii has to offer.

Market Research and Networking Opportunities



Market Insights Online

Your one-stop source for the latest in HVCB market research and analysis. Questions? E-mail the Market Insights Team.



Networking and Events

Join us for networking and educational events, including luncheons, pau hana get togethers, membership benefit overviews, and cultural trainings.

Additional Advertising and Cooperative Opportunities

Opportunity Name	Description	Dates	Location	Contact Information
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Opportunities to Partner

Every year, HVCB and its Island Chapters offer a variety of leisure, travel trade, and MCI marketing opportunities that will help you reach a variety of target audiences across the United States. They include print, digital, television, public relations, social media, travel trade, and meeting sales programs.



Travel Trade Self-Guided FAM Special Offer

Members can submit a special offer to Imi Loa – Explore Hawaii, a new self-guided familiarization tour organizer on agents.gohawaii.com offering exclusive, year-round special rates on accommodations, transportation and activities for travel advisors visiting the Hawaiian Islands.

Added Value Services

HVCB

The Hawaii Visitors and Convention Bureau represents the Islands of Hawaii 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.



Book Now / Shop Now Button

Your listing on Gohawaii.com already includes a button with a link to your website. By adding a Book Now Button or a Shop Now Button you can send consumers directly to your booking, reservations, or products page, whether it be on your own site, or through a third-party system. You give us the website address that you'd like the button to link to.

\$150 per year



YouTube Video

Add an embedded YouTube video to your Gohawaii.com listing to help consumers learn more about your services.

\$150 per year

Additional Benefits



HVCB Member Logo

As a member of the Hawaii Visitors & Convention Bureau, you are entitled to display the official HVCB Member logo on your website and printed items including advertising, business cards, stationery, and promotional materials.



Brochure Racking

Supply HVCB and/or the Island Chapter office on your island with 50 rack cards for visitors to peruse and take with them.

This free print advertising allows potential clients to select companies they are interested in and call your company directly to fulfill their unique experience in the Hawaiian Islands.

Partner Benefits



Hawaii Rx

Print your FREE Prescription Drug Coupon Card and receive savings of up to 75% at more than 68,000 national and regional pharmacies.



NPP

HVCB teamed up with National Purchasing Partners (NPP) to give you access to exclusive discounts on popular products and services for business and life.



Hawaii Business Magazine

New subscribers will receive a free one-year subscription to Hawaii Business Magazine. In addition, HVCB members will be given a special discount code to select Hawaii Business Events.

Opportunities

- Various opportunities for participation in promotions, cooperative advertising, and other programs will be communicated via email.
- Cooperative Marketing Campaign Materials – Access to select HVCB consumer marketing materials. Leverage our successful campaign messaging for your brand.

Advertising

- HVCB's Opportunities to Partner – Receive details on HVCB's cooperative marketing and advertising opportunities.
- Advertising opportunities in consumer and travel professional email newsletters.
 - The E-xpressly for Travel Professionals (EXTP) e-newsletter is sent monthly to an average of nearly 68,000 travel professionals in the U.S. and Canada, including our 14,000+ Hawaii Destination Specialist certified travel pros.
 - The Islands of Aloha Express (IOAX) is sent to over 200,000 opt-in leisure consumers each month.

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.

General Benefits

- HVCB Membership Certificate Ensemble
- HVCB Membership Decal
- Listing in the HVCB Membership Directory
- Island Chapter member news and update



Tourism is, by far, Hawaii's largest industry, largest employer, largest tax payer.

- 217,000 jobs statewide, or more than one in six, were supported by Hawaii's tourism industry in 2018.
- Visitors to the Hawaiian Islands spent \$17.82 billion in 2018.
- Tourism-related tax payments to the state and county governments amounted to \$2.08 billion in 2018.

Ready to join our 'ohana?

Visit www.hvcb.org/join

