

Hibiscus – Standard Business Level Member Benefits

Marketing & e-Marketing

Exposure

- gohawaii.com – Website listing on Hawai'i's official tourism website (*See HVCB Internet Link Guidelines for compliance*)
 - Receives an average of 400,000 unique visitors per month
- *Islands of Hawai'i Visitors' Guide*
Distribution: 150,000 annually
Online Version: gohawaii.com
- Island-Specific Vacation Planner – (*When applicable, by island representation*)
 - *Kaua'i Travel Planner*
Distribution: 75,000 annually
Online Version: gohawaii.com/kauai
 - *O'ahu Vacation Planner*
Distribution: 150,000 annually
Online Version: gohawaii.com/oahu
 - *Maui Vacation Planner*
Distribution: 200,000 annually
Online Version: gohawaii.com/maui
 - *Hawai'i's Big Island Vacation Guide*
Distribution: 75,000 annually
Online Version: gohawaii.com/bigisland
- *Hawai'i Travel Professionals' Guide*
Distribution: 30,000 annually
Online Version: agents.gohawaii.com
- Japanese-Language Publications – (*When applicable, by island representation*)
 - *Discover Big Island*
 - *Discover Oahu Travel Guide*

Opportunities

- Various opportunities for participation in promotions, cooperative advertising, and other programs will be communicated via e-Blast or in your *Kahe Wale* e-Newsletter.
- 2010 Market Blitz – Participate through your Island Chapter as HVCB Marketing targets key markets throughout the year.
- *E Komo Mai* Guidebook – Listing of Value-Added Offers for Dining & Shopping to exclusive visitors.
- Hawaii Booking Advantage – Offer a complimentary product or service to 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.

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 (*HVCB Logo Guidelines apply*)
- *Kahe Wale* – monthly, member e-newsletter
- Island Chapter member e-newsletter
- Member Business Resource Center – Online at hvcb.org/membership

Advertising

- HVCB Annual Marketing and Advertising Calendar
- HVCB & Island Chapter Cooperative Marketing

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

Networking

- Invitations to networking and promotional events

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