

KAUAI

HAWAI'I'S ISLAND OF DISCOVERY

www.kauaivisitorsbureau.com

A newsletter from the Kaua'i Visitors Bureau

May/June 2003

Aloha, Kaua'i Visitors Bureau (KVB) members! As you may have noticed, the newsletter has been given a new focus to reflect what you would most like to read.

Information for the newsletter will be requested every other month via email, but please keep us updated on your company by contacting Emele Cox, McNeil Wilson Communications, at 808-539-3440 or at emele@mcneilwilson.com.

KVB Welcomes New Members to 'Ohana

KVB would like to extend a warm welcome to its newest members: Kamokila Hawaiian Village, Kauai South Shore Adventures, Esprit De Corps Riding Academy, Mana Massage, Rainbow Kayak Tours, Kauai Beach Cottage, Healing Palms of Kauai and Hart-Felt Massage & Day Spa.

Are you Looking to Make the Most of Your Marketing Dollar?

The Hawai'i Visitors & Convention Bureau (HVCB) and the Kaua'i Visitors Bureau (KVB) want to make sure that your company is taking advantage of all the resources and marketing tools available to you.

For businesses looking to stretch their marketing dollar in the visitor industry, a two-hour session has been set up to help you leverage your resources with the following information:

- * HVCB's Director of Membership, Gina Salvador and KVB's Executive Director, Sue Kanoho, share how partnership with HVCB & KVB can arm your business with essential marketing tools at minimal cost.
- * Major Market Area (MMA) North America introduces the branding of Hawai'i through a new advertising campaign that illustrates the spirit of the state.

- * MMA Japan presents marketing opportunities for the remainder of CY 2003.
- * Corporate Meetings & Incentives invite businesses partners to take part in cooperative programs and tradeshow.
- * Results from the SMS research for KVB's first-ever conversion study.

The Kaua'i event will be held on Thursday, June 26, 2003 from 9:30 a.m. to 12:00 p.m. at the Kaua'i Marriott Resort & Beach Club. Stay tuned for more information. For questions, please call 808-923-0230 or email membership@hvcb.org.

Mark your calendars and be sure your company is present at this year's event!

What's New On Kaua'i?

- * Aloha Beach Resort is bringing back live Hawaiian entertainment on Saturday nights.
- * Aloha Airlines will begin nonstop service four times a week between Oakland, CA and Lihu'e on June 19.
- * Kaua'i Backcountry Adventures recently added an exclusive ATV experience that goes through private lands.
- * Harvest time will soon begin at Gay & Robinson Sugar Plantation. This year's harvest will be in June and the company will be purchasing new trucks for hauling cane to Kaunakani. The 2003 harvest season is scheduled to run through November.
- * The PGA Grand Slam of Golf, featuring the four top golfers in the world, has moved its dates to December 4-6 at Poipu Bay Golf Course.

On the Road with KVB



KVB has been busy in the past few months, spreading the word about Kaua'i as a great vacation and meetings and incentives destination at the following events:

- * Travel agency joint sales calls with partner Pleasant Holidays in Dallas, TX, March 14
- * Funjet travel agent tradeshows in Dallas, Houston, San Antonio and Austin, TX, March 17-20
- * Apple Vacations travel agent tradeshows in Phoenix, AZ and Santa Clara, CA, April 1-2
- * Travel agency sales calls in Tucson, AZ, April 9
- * ASTA Southern & Western Regional Conference, April 10-13
- * CMI West Coast Roadshow, June 3-5
- * TravelAge West Tradeshow, Las Vegas, NV, June 5-7

Upcoming events for July and August include:

- * Happy Vacations Alohafest in New York, NY, July 24
- * Aloha Chicago Week in Chicago, IL, July 28-31
- * MPI-WEC Conference in San Francisco, CA, August 2-6
- * ASAE Conference in Honolulu, HI, August 24-27
- * 'Come Share the Islands of Aloha' event in Midwest, August 25-29

Exclusive Kaua'i Discounts for KVB Members

The following KVB members are currently offering discounts for fellow KVB members:

- * Poipu Beach SurfSong Inn, across from Baby Beach, offers a KVB member summer special, 25% off regular rates for minimum 1-week stay in a suite or studio unit. This offer is valid through September 1, 2003. For more information or reservations, call 877-373-2331.
- * Gay & Robinson Tours offers 30% of their regular price of \$30 to KVB members. For more information or reservations, call 808-245-6931.

Kaua'i Tourism Update

Kaua'i is enjoying a good tourism spring! It isn't just the Matt LeBlanc-Melissa McKnight wedding, though that didn't hurt, but according to *Pacific Business News*, Kaua'i is experiencing a healthy spring for its visitor economy.

According to the Department of Business Economic Development and Tourism (DBEDT), compared to last April, visitor arrivals by air increased on Kaua'i by 5.2%.