



Marketing for 2004

Objectives

- Target higher spending, active visitors
- Stimulate demand during traditional shoulder periods of spring and fall
- Showcase the diversity of Hawaii's Big Island – natural wonders, activities, major festivals and events, cultural assets
- Support BIVB members with partnership initiatives
- Marketing initiatives within select cities to support direct air service

Strategies

- Center marketing thrust on Top Ten States
- Within Top Ten – Focus on California
- Next Four Years: Grow Market Share in Bridal/Romance Niche
- Next Four Years: Grow Market Share in MCI

Advertising

Focus on Top Ten States

California
Washington
Texas
Illinois
Colorado
New York
Oregon
Florida
Arizona
Michigan

- Emphasize California
- Greatest Growth Potential

Oregon, Washington and Canada August 23-27

Please contact the following for more information on the BIVB 2004 Marketing Plan:

George Applegate
961-5797

Executive Director
gapplegate@hvcb.org

Eric Dutro,
886-1655

Dir. of Sales
edutro@hvcb.org

Vivian Landrum
886-1655

Dir. of Public Relations and Communications
vlandrum@hvcb.org