

Kahe Wale

OCTOBER 2002 "Let it Flow" published by the

HAWAII VISITORS AND CONVENTION BUREAU



From the Director

2003 is right around the corner.

We are happy to announce the beginning of a series of marketing publications for the upcoming year and give you an opportunity to update your marketing content. Here's what will be published in the first quarter of 2003:

* Islands of Aloha Official Travel Guides; distribution is 450,000 copies per year slated for delivery to publisher on October 18

* Oahu Visitors Bureau's Vacation Planner; distribution is 130,000 copies per year slated for delivery to publisher on October 25

Please take a moment and login to the Member On-Line Portal and update your marketing content. If you forgot your password, simply go to www.gohawaii.com/memberupdate for instant retrieval. Type your Username (your email address). Click "Forgot Password" and the password will be instantly sent via email.

Mahalo to our Kauai members for updating their marketing content. Your information is on its way to the publisher, Media Hi for the 2003 Kauai Vacation Planner, which will be out in January 2003. Distribution: 125,000 copies per year.

Aloha and a hui hou,

Gina Salvador
HVCB Membership Director

Beijing International Cultural Tourism Festival 2002: September 21-24, 2002

To promote cultural exchanges between China and other countries and enhance friendships made around the world, the Beijing International Cultural Tourism Festival 2002 was held from September 21-24 in Beijing, China. Currently in its 4th year, the festival aims to educate, display, and share the beauty of each participating country. Sponsored by the People's Government of Beijing Municipality and the China National Tourism Administration, the festival was a grand gathering of folk artists and tourists from all over the world. More than 12,000 foreign folk artists from 52 countries participated in the festival.

The Hawai'i Visitors & Convention Bureau – Developing International Markets Division has participated in the Beijing Festival since its inception in 1999. HVCB aims to bridge the distance between China and the Islands, while building peace and friendship amongst all countries. Partnered with the Polynesian Cultural Center, HVCB offered live and authentic entertainment, in hopes of spreading the "aloha spirit". The festival was a time to share our good will with a country that Hawai'i has invested in, and foresees the potential of a great partnership with.

For more information, contact Linda Chock, Director of Developing International Markets at (808) 924-0256 or lchock@hvcb.org.

2002 CALENDAR OF EVENTS

- **November 11 – 14, 2002**, World Travel Market London, United Kingdom. Contact Daniel Chun at (808) 924-0251 or dchun@hvcb.org
- **November 14 – 17, 2002**, China International Travel Mart - Shanghai, China. Contact Michele Lam at (808) 924-0240 or mlam@hvcb.org
- **November 23 – 26, 2002**, Taipei International Travel Fair - Taipei, Taiwan. Contact Michele Lam at (808) 924-0240 or mlam@hvcb.org

E-Membership Minute

A reader asks, "What email tools are available to efficiently communicate with my customers? I don't want to bog them down with too much information that they won't need yet, I want to supply them with content they care about." –Cliff Halevi

Thanks Cliff, you've hit one of my favorite subjects and what I think is the area of greatest challenge in today's business world: How do you establish top of mind awareness with your customer base?

The solution is to send your customers a consistently periodic email with content that they value. Its easy to say and hard to do but if you are successful you will dramatically strengthen your existing relationship and establish a very high barrier to entry for your competitors.

The technology needed to accomplish this is easy to use and cheap. I use a "hosted service" which means I pay a low monthly fee and there is no hardware or software to purchase. Everything is accessed by the browser. I use Microsoft bCentral ListBuilder (info: www.bcentral.com/products/lb) and for \$30/mo I can send up to 10,000 emails. There are many services like this. Just do a search on Google for "email newsletters" and "email newsletter" and you'll get a list to go through and compare. I've got samples for you to view at www.ycm.com.

Gather your customer lists and segment them (if applicable) into groups of similar interests. Then create a different newsletter for each group. Here's my simple rules to follow for newsletter content: a) keep it short so that your email can be read in 1 minute; b) make sure it is relevant: once the customer decides you're not helping them, you will get the dreaded "unsubscribe" reply so your goal is to make your email something that customers look forward to; c) deliver on a consistent basis or lose credibility. d) be sincere: everyone's time is precious, show your respect theirs by keeping a low sales pitch volume.

If you're successful in creating consistent content that customers value, you'll enjoy a great relationship with them that keeps your company at top of mind awareness and that translates into better loyalty and higher sales.

Send me your toughest e-business questions and if the topic is of general interest, I'll happily post your question and the answer.

Peter Kay
peterk@cyber-hawaii.com.

Here's What Members Have to Say

Aloha Diners Club '03 offers "2-for-1" savings at more than 300 locations, including popular restaurants, visitor attractions and entertainment on all the islands. If you are looking for an inexpensive and practical gift to give your clients (or yourself!), or you'd like to earn extra commissions, or you want to add value to your tour packages, the Aloha Diners '03 offers you value and savings not found anywhere else. Suggested retail: \$20. Wholesale price: as low as \$6.

Visit www.alohadiners.com, and see why more than 25,000 residents of Hawaii are enjoying the Aloha Diners Club right now! Serving Hawaii for 27 years.

Rattan Man.com offers fine rattan and bamboo furniture for the tropical lifestyle. We are Hawaii's furniture store! With showrooms in Hawaii and San Diego, we provide a selection of the most popular furniture styles for customers around the country who want a touch of Hawaii in their homes.

Our website, www.rattanman.com, is among the most visited furniture websites on the internet. More than just a furniture website, it is a Hawaiian experience! Want more traffic to your website? Be a sponsor of our popular "Are You Coconuts?" prize contest.

Aloha & Welcome to the HVCB Ohana

A Hale Aloha Guest House, A1 Deluxe Oceanfront Condo, Ala Moana / Waikiki Clinical Massage Therapy, Aloha Stadium Swap Meet, AlohaConnect.com, Anderson Portraits - Sunset Weddings, Anini Fishing Charters & Tours LLC, Anointed Weddings on Maui, Banyan Harbor Resort, Cottage 1A - Molokai Hawaii, Elegant Hideaways LLC, Expeditions, Globus, Imports Gift Shop, Kamalo Plantation and Moanui Beach House, Molokai Charters, Molokai Coffee Plantation, Molokai Dispatch, Molokai Fish & Dive, Mystical Sounds Productions, Poipu Vacation Home - Nanea Kai at Poipu Beach, Rhema Services, Royal Hawaiian Destinations & Tours, Sansai Seafood Restaurant & Sushi Bar, Tee's at Kailua, Thomas J Mitrano Inc, Travel with Steve, TryKauai.com, V.I.P. Trans, Vacation Homes of Kauai, Wild Side Specialty Tours, Wish Communications, and Zippy's Restaurants.

"Building Bridges" across Hawaii

In today's business world, companies are trying to find ways to create lasting impressions; experiences that build relationships and establish return clients. Hawaii is fortunate to be able to provide our visitors with beautiful scenery, top-notch restaurants, and shopping galore. The Aloha Concierge Program connects Convention delegates to your business so you are able to create memories that last a lifetime.

Our Restaurant Reservation and Referral Service presents your restaurant's menus in our menu books. The Brochure and Publication Service provides distribution and shares information about your business statewide.

The Program encourages familiarization tours. Recently, the Aloha Concierge visited Paradise Cove. As we entered, many of the visitors were playing Hawaiian games, getting "tattoos," riding canoes around the lagoon, and learning about Hawaiian culture. The Polynesian revue, hosted by O'Brien Eselu was a crowd-pleaser. "Everything was great! To share culture, arts and crafts and the people of Hawaii, this activity is a must," said one of the

attendees. For the visitor and local alike...Paradise Cove put a smile on all of our faces!

As an HVCB Member, this added-value service is \$100 annually. As you can see, the value far outweighs the cost. If you are interested in exploring the Convention market or attending an Open House, contact Jaci Murakami, the Membership/MCI Services Coordinator at (808) 924-0250 or jmurakami@hvcb.org.

Mahalo Packet

Mahalo Packets are still available for your distribution to visiting guests. The customized Mahalo Packet consists of a "thank you" message signed by our Governor, a "Live Aloha" bumper sticker and a card that speaks of Sharing Aloha. These packets can be distributed until the end of November!

The Mahalo Packets are free, however, we ask that you absorb the cost of shipping. There are 400 packets to a carton. If you are interested in obtaining a supply, contact Roxanne Relles at (808) 924-0224 or relles@hvcb.org.

Mahalo For Your Continued Support and Participation

Member Since 1961 - 1985

American Customs Brokerage Co., Inc., Aon Risk Services, Inc of Hawaii, Atlas Tours & Travel, B & C Trucking Co., Ltd., Blue SkyTours, Continental Airlines, Creation: A Polynesian Journey, DFS Hawaii, A Division of DFS Group, Inc., Discovery Aloha, Inc., Halekulani, Hanalei Colony Resort, Harmon Travel Service, Inc., Hawaii Dental Association, Honaunau Market, Kokee Lodge, Mauian Hotel, Mauna Loa Macadamia Nut Corp., Media Systems, Inc., Niu Pia Farms, Polynesian Adventure Tours, Inc., Princeville Corporation, Radisson Waikiki Prince Kuhio, RMR, Inc, Tachibana Enterprises, Inc., The Park Shore Hotel, and Ueunten, Sensuke, DDS.

Mahalo For Your Continued Support and Participation (continued)

Member Since 1986 - 1993

Aloha Waikiki Vacation Condos, Aston Maui Lu Resort, Bali Hai Helicopter Tours, Inc., Current Events, Hale Kimo On Sunset Beach, Hale Ohia Cottages, Hawaii Okinawa Center, Hawaiian Islands Bed & Breakfast, Kaneshiro Hog Farm, Kauai Coinmatic, Inc., Kauai Nursery & Landscaping, Inc., King Kamehameha's Kona Beach Resort, Marc Pali Ke Kua at Princeville, Napili Point Resort, Noelani Condominium Resort, Old Lahaina House, Olsten Staffing Services, Pacific Service & Development Corp., Red Sail Sports, Signature Vacations, Solutions Speakers Bureau of Hawaii, Susan's Weddings In Paradise, The Living Ministry, and Waikiki Parc Hotel.

Member Since 1994 - 1996

1 'A'A'A Above & Beyond Hawaii Weddings, Aloha Beautiful Hawaii Weddings, Aloha West Hawaii Properties, Best Value Travel, CR Newton Co., Ltd., CyberCom, Dependable Hawaiian Express (DHX), House of Fountains, Kauai Paint & Jalousie, Maui Arts & Cultural Center, Okamoto Realty LLC, Pillows In Paradise, Secret Beach Hideaway, SunQuest Vacations, and Waimea Garden's Cottage.

Member Since 1997 - 1998

#1 Kaimu Bay, A'apali Ocean Outlook at Pali Uli, All Islands Timeshare Resales, Aloha Hawaiian Vacations, Altres Staffing, Anheuser-Busch Sales of Hawaii, Inc., Arizona Memorial Museum Association, Battleship Missouri Memorial, Captain Cook Resorts, Casa De Emdeko, CB Richard Ellis, Coldwell Banker Aloha Properties, Dream Cruises, Garden Gate Bed & Breakfast, Gregory Caputy, M.D., PH.D, Haiku Lani Maui Vacation Rental Cottage, Haleakala Bike Co. Inc., Ironman Triathlon, Kawailoa Development, Kona Makai, Kona Reef, Lukela's, Marc Ke Nani Kai, Marc Kona Bali Kai, Marc Suites Waikiki, Marc Waikiki Royal Suites, Nana Enterprises, Oahu Nature Tours, Plumeria Moon, Portraits Of Hawaii, Sea Life Park Hawaii, Sea Village, UH College of Arts and Humanities, Waikiki Network, and Weddings in Paradise.

Member Since 1999 - 2000

Affordable Tours, Aloha Ocean Lookout, Aloha Weddings in Paradise, AlohaHouse Hawaii Vacation Homes, Better Business Bureau Of Hawaii, Fish Maui, LLC, Galaxy Tour Inc., Handi-Cabs of the Pacific, Inc., Hawaii-Nei.com, Hotel Hana Maui, Kona Hawaiian Village, Mango Moon, Inc., Mara's Dive - A Unique Bed and Breakfast, Maui Hiking Safaris, Maui Monkey, Mr. Honeymoon, North Shore Catamaran Charters, Pacific Escapes, Pearl Country Club, Radisson Kauai Beach Resort, Ruth's Chris Steak House, The Sales Team, Visual Impressions, Wailea Weddings, Walshes World Ltd.Plaza, Wave Internet LLC, and Whalers Cove.

Member Since 2001

Banana Bungalow Maui Hostel, Chase 'N Rainbows Real Estate, Inc., Cruzin Hawaii Motorcycle Rentals, Dave and Busters, Hale Lani B&B and Vacation Rentals, Hideaway Bay, Kihei Sands Condominiums, Maui Beachfront Rentals, Ohana Maui Islander, Pacific Global Communications LLC, Puakea Golf Course, Silver Falls Ranch Inc., Touchworks, and University of Hawaii Outreach College.



Visitors & Convention Bureau

For more information on membership
or to submit articles for *Kahe Wale*,
contact Scarlett Godinez at sgodinez@hvcb.org.