

Kahe Wale

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From the Director

Market Trends Reports Online. The HVCB Market Trends Department will be posting its monthly Market Trends Reports and periodic Flash Reports online.

We will be notifying members about report postings and updates via e-mail. If you are not currently receiving these reports via e-mail, please do the following to ensure your name will be included on our list.

- Send an e-mail to membership@hvcb.org
- Subject line must say "Market Trends Online"
- Information in the message section must include the following: first and last name, title, company name, mailing address, phone number, fax number, and e-mail address.

Only completed information will be registered.

Mahalo nui loa,

Gina Salvador
HVCB, Director of Membership

New Look for GoHawaii.com

On Wednesday, October 30, 2002 the GoHawaii.com website received a facelift. The focus was to increase the level of branding and improve usability.

Immediate next projects will include:

- Renaming content topics into more intuitive sections.

- Publishing new web content.
- Enhancing the Partner Online Portal (formerly know as the Member Online Portal)

For more information, please contact Todd Low, Interactive Marketing Manager, at tlow@hvcb.org.

Public Television Silent Auction

KTEH Travel & Leisure Auction
Silicon Valley Public Television
January 31 - February 2, 2003

Venture into the live, fast-paced and exciting world of televised auction. Promote your property or package on live television during the KTEH Travel & Leisure Auction. Profit from this marketing opportunity that offers you television exposure to the much sought after Bay Area television market and align your product with one of the most recognized brands in the country - PBS.

Position your property among the thousands of the world's finest hotels, resorts and cruise lines that take advantage of the promotional opportunities available through PBS auctions...with no cash outlay.

Participation is easy. Simply contribute a stay/package for two or more guests. Various levels of sponsorship available.

If you are interested, please contact Jeff Rogge, Auction Marketing Specialist, KTEH, (408) 795-5400 ext. 654 or rdavis@kteh.org.

E-Membership Minute

Sally Moncado, Director of e-Commerce, Maui Divers of Hawaii asks, "What logos or text on a company's Web site - especially on the Homepage - make consumers the most comfortable about ordering high ticket merchandise online? What are the most important security factors that consumers look for and how can we reassure them that it's safe for them to use a credit card?"

Good one, Sally! Unfortunately, there is no silver bullet or universal answer that will solve the problem. The first question I would pose back to you is: Why aren't consumers buying now? If we assume that lack of confidence is the reason, then here are a few things you can consider to help visitors feel comfortable about buying online:

Publish customer testimonials. Reading real-life comments (the more the better) from real customers provides a powerful confidence builder. Published customer feedback is one of the main drivers of confidence on eBay, the world's largest marketplace. If you use Amazon.com to buy books, I'll bet you've been influenced by customer feedback on a given book. Do something similar for your site and keep the comments as close to the original wording as possible to maximize authenticity.

Let customers know you are a real business. There's an old Internet joke, "On the Internet, people don't know that you're a dog." When you don't know if you're dealing with a dog or a real company, you tend not to feel comfortable in coughing up big bucks. Let customers know that you folks have a real business. Make it easy for them to call you. In your specific case, Maui Divers has over 40 brick-and-mortar stores so give them the address and phone number of each location. Let customers know that they can get serviced at any store in addition to the Web site.

Promote your satisfaction guarantee. What is your policy for returns? Can I get my money back if I'm not satisfied? Do you have customer testimonials from

those who have returned items and are happy with your service? Make this content easy to see and find on your site.

Building confidence in consumers is all about understanding why they are hesitating in the first place, and then supplying the proper content to overcome their objections. It's the oldest sales technique in the world but it also works well online.

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
peter@cybercominc.com

E-Wedding & Honeymoon Service Brings the Customers to You

Businesses today compete in a marketplace where meeting the customer's need is vital. The best way to understand these needs is to listen to them directly. The E-Wedding and Honeymoon lead generation program is an added value service that directly connects your company with the consumer.

This service invites people planning their weddings & honeymoons in Hawaii to request information via our website, www.gohawaii.com. Here, they register and provide a phone number, email, and mailing address along with specific interests. The information submitted is emailed directly to your business.

The program generates between 400-600 leads per month for either weddings or honeymoons. For more information, please contact the Membership Department at (808) 924-0233 or email membership@hvcb.org.

Hawai'i welcomes travel agents from Korea and the United Kingdom

During the month of October, the Developing International Markets Division, in collaboration with the Meetings, Conventions & Incentives Division, O'ahu, Maui and Big Island Visitors Bureaus and local industry members, welcomed 50 top executives, travel agents, and spouses of Korean Air (KAL) and 21 top-selling travel agents from the United Kingdom.

The KAL/Korean Travel Agents Fam Trip was held from October 17 – 22 on O'ahu and the Big Island. Sponsored by Korean Air, TOPAS, Aloha Airlines, and locally by Hilton Hawai'i, Prince Resorts Hawai'i, the Polynesian Cultural Center, DFS Galleria Hawai'i, the Korean Centennial Committee, and U.S.A. Tour Corp., the trip was designed to build relationships, as well as memories, for this very important group, and to offer an unprecedented opportunity for HVCB members to gain exposure. On the brink of the Korean Centennial celebrations, this group proved to be a very worthwhile investment for all parties involved due to the potential Korean business we look forward to in 2003.

Earlier in the month, from October 9-16, 21 of American Airlines' top-selling travel agents in the UK were treated to an actual visit to the islands that they have been selling so well! Co-sponsored by Hawaiian Airlines and Outrigger Hotels and Resorts, the trip was packed with activities that offered a good balance of work and play and instilled in them an even greater passion for our Islands of Aloha!

A big MAHALO to the countless members who were not mentioned but who served as gracious hosts for these groups—your generosity and assistance is greatly appreciated!

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

"Building Bridges" across Hawaii

Aloha and welcome from Aloha Concierge! I'd like to welcome the twenty-three members who joined in the months of October and November 2002 representing the islands of Maui, Big Island, and Oahu:

Ala Moana Shuttle, Ala Moana/Waikiki Clinical Massage Therapy, Alii Kai, Bike Hawaii Tours, Black Pearl Gallery, Blue Hawaiian Helicopters-Big Isle, Condominium Rentals Hawaii, David Paul's Lahaina Grill, Destination Resorts Hawaii, Hau Tree Lanai, Hawaii Restaurant Association, Hawaiian Waters Adventure Park, Hawaii's Plantation Village, Magic of Polynesia, North Shore Catamaran & Charters, Oahu Nature Tours, Pacific Whale Foundation, Palms Cliff House, Roberts – Big Island & Maui, Sand Sea Vacation Homes, Sansei Seafood & Sushi, VIP Trans, and Zippy's.

As the American Society of Travel Agent Convention begins on November 3rd, we look forward to providing the agents and exhibitors information about our member businesses!

Mahalo to the businesses who work with the Concierge to provide better service to the delegates and increase their knowledge by conducting familiarization tours. We'd like to extend a mahalo nui loa to Discover Hidden Hawaii Tours, Morton's of Chicago, Planet Hollywood, and The Waikiki Aquarium.

If you are interested in exploring the Convention market and be represented in the lobby level kiosk at the Hawaii Convention Center, contact Jaci Murakami, the Membership/MCI Services Coordinator at (808) 924-0250 or jmurakami@hvcb.org. Let the Aloha Concierge build bridges for YOUR business!

Mark Your Calendar!

2002 Molokai Island Event
Tuesday, December 3, 2002
5:00 p.m. - 8:30 p.m.
Mitchell Paule Center



Send Us Your Brochures!

Would you like to have your brochures displayed at the HVCB Visitor Information Office, or available for use as a reference in each of our Worldwide Representatives' offices? If so, please provide us with 50 standard size (4" X 9") brochures. They can be mailed to: Membership Department/Hawaii Visitors & Convention Bureau/2270 Kalakaua Avenue, Suite 801/Honolulu, Hawaii 96815.

For more information, please contact the Membership Department at (808) 924-0233.

Here's What Members Have to Say

Dolphin Quest Hawaii began its programs in 1988 at the spectacular Hilton Waikoloa Village on Hawaii's Big Island, where the Dolphin Learning Center Lagoon set a new standard for the development of large, natural environments for dolphins. An up-close, face-to-face encounter with dolphins is a unique experience that inspires an awareness and commitment to the protection of these animals and the marine environment. This beautiful habitat is a sandy-beached tidal lagoon reaching depths of up to 20 feet, and is one of the largest and most natural dolphin

habitats in the world. Encounters are available for Children, Adults, Families and Groups!
For more information, please visit our website at www.dolphinquest.org.

Wasabi Design is a graphic and web design firm helping business to share ideas, products and information. At Wasabi Design, we make many things – business systems, print, graphic design, website, search engine promotion, flash, databases – what we really make is happy clients.

For more information, please visit our website at www.wasabiweb.net.

"Aloha Guides" become "Islands of Aloha"

The pocket-size "Aloha Guide" will change its name to "Islands of Aloha," The Official Travel Guide of the Hawaii Visitors & Convention Bureau for the Developing International Markets Department. The bi-annual guidebooks are distributed at all HVCB tradeshows and Worldwide Rep Offices in five different languages (English, Chinese, Korean, Spanish and German). Each of the major islands is featured in detail. Included are not only descriptions of shopping, dining, entertainment, activities and sights in Hawaii, but also valuable tips relating to US Customs, airport arrival, hotel procedures, money values, health care, business, and education.

For more information, please contact the Developing International Markets Department at (808) 924-0256.

Aloha & Welcome to the HVCB Ohana

*Members who joined in October 2002.

A'ahi Place Bed & Breakfast, A'ala Hale, Accommodations Hawaii, Alexair Helicopters, Aloha Estates at Kalaheo Plantation, AlohaConnect.com, Alternative-Hawaii, Alyce C Sportfishing, The Arlington Travel Company, Beau Mariage (Beautiful Weddings), Beautiful View Honouliwai Hale - Home Spirit of Hawaii, Best Luaus, Black Pearl Gallery, Butterfly Kisses, The Charter Desk at Honokohau Marina, The Charter Locker Inc, Cheap Hawaii Tickets, Chicken Soup for the Soul, Condominium Rentals Hawaii, Diamond Resort Hawaii, Dollar Rent A Car - Lanai, Dreams Come True on Maui, Four Seasons Holiday Co Inc, Fun Hogs Sportfishing, Guide.net, Hale Aloha, Haliimaile General Store, Hanauma Bay Dive Tours, Hawaii Calls Inc., Hawaii Preparatory Academy, Hawaii Vacation Discounts, Hawaiian Romance, Hawaii's Plantation Village, Honeymoons Vacations Packages, Hono Hu'aka Tropical Plantation, IATSE Mixed Local 665, Isana Ocean Sports, Island Adventures, Island Collections, Kamakana Fine Arts Gallery, Kauai Gift Baskets, KeMa Kama, Kohala By The Sea Realty, Kuhina Hawaiian Weddings & Blessings, Lady Sadie - Yacht Charter, Leilani, Makena Kayak Tours, Margo Oberg Surf School, Maui A Place Apart, MauiAlohaCondos.com, Molokai Condo, Moloka'i Magic, Molokai Rentals, Ohana Hawaiian Vacations, Our Beachfront Cottage in Molokai, Paradise Vacation Properties, ParadiseKauaiStyle, Pleasant Holidays Hawaiian Vacations, Riess International, Romantic Hideaway, Russell's Business Advertising Specialities, Scuba Mike, Shell Vacations Club - Hawaii, SoccerHawaii.com, South Seas Village, Summit Maui, Sunset Suzy, Tea in the Valley - Halawa Kind, and The Wedding Café.

Mahalo For Your Continued Support and Participation

*Members who renewed in October 2002.

Member Since 1961-1985

Akatsuka Orchid Gardens, Aloha Wedding Planners, Inc., Ceridian Employer Services, Dolphin Bay Hotel, Fernandez Entertainment Inc., Fun Sun Vacations, Ltd., The Honolulu Advertiser, Maui Tropical Plantation, Ocean Resort Hotel Waikiki, Oshima Store, Drug, Drygoods, The Patisserie, Renaissance Wailea Beach Resort, Robert R. Midkiff, Consultant, Tony Roma's, and Volcano House.

Member Since 1986-1992

111 'A ala Above Heaven's Gate, A Kailua Beach Vacation Accommodations, Akina Aloha Tours, Inc., All Islands Bed & Breakfast, Beaches n' Dreams, Inc., Bougainvillea Bed & Breakfast, The Bungalows, Condominium Rentals Hawaii, The Country Goose, GOGO Worldwide Vacations, Golden Seagull Tours, Hawaii Beachfront Vacation Homes, Hawaiian Vacations, Inc., Hawaii's Plantation Village, Kahana Kai Estates, Kauai Sea Tours, Lahaina Shores Beach Resort, The Lodge at Koele, Mauna Loa Macadamia Nut Factory, Owen's Retreat, Paradise Weddings Hawaii, and Royal Lahaina Resort.

Member Since 1993-1995

Aloha Bridal Gallery, Atlantis Cruises, Big Island Group, Bridal Guide Magazine, Catamaran Kahanu, Consolidated Resorts, Inc., Dive Kauai Scuba Center, Eva Villa, Ewa Hotel Waikiki, Flowers Forever, Gloria's Spouting Horn Bed & Breakfast, Hankyu Express USA Inc., The Imperial of Waikiki, Koa Trading Company,

Mahalo For Your Continued Support and Participation (continued)

*Members who renewed in October 2002.

Member Since 1993-1995 (continued)

Kona Historical Society, Maui Sunset, Mohala Wedding Services, Punua Insurance Agency, Inc., RE/MAX Kauai.com, Silver Cloud Ranch, South Sea Helicopters, United Vacations, and Up-To-Date Cleaners Kauai, Inc.

Member Since 1996-1999

8 Palms Vacation House Hawaii, Alohawaii Properties By The Sea, Aluli Public Relations, Captain Bruce's Scuba Charters, Classic Aloha Vacations, Destinations Plus Limited, Dietze Enterprises, Inc., Hawaii Condo Exchange, Hawaii Reservations, Hawaii Theatre, Hawaiian Romance, Island Colony - A Marc Suite, Jack Harter Helicopters, Kama'aina Kids, Kihei Maui Vacations, Larry T Fukunaga, Makaha Valley Country Club (East Course), Opaekaa Falls Hale, Otis Elevator Company, Regal Travel, Roy's Restaurant Hawaii Kai, Travel Hawaii, and Wedding Emporium, Matzki.

Member Since 2000

Aalii Wailana Sands Resort, Affordable Hawaii Vacations, Beach Home Hawaii, Flyaway Holidays, Funjet Vacations, Hawaii.com, Hawaiian Fire Surf School, Ho'okipa Bayview Cottage, Incredible Journey, Kealakekua Oceanfront Rental, King's Guard, Maui Dream Vacations, Maui Scuba Diving, Moose McGillycuddy's, Pua Mau Place Botanical Garden, The Schiller Agency LLC, Speakers of Hawaii, Ulalena, and UPS Frieght Services.

Member Since 2001

2 Kona Ocean Front Homes, AAA Discount Wheelchairs & Scooters, BeBack Hawaii Travel, Best Places Hawaii, Blossoms Hawaii, Endeavor LTW, Inc., Hawaii Ocean Adventures, LLC, Kula View Bed and Breakfast, Marriott's Ko Olina Beach Club, Maui Vacations, New Vision International, Noho Kai at Anini Beach, Pacific Island Rentals Kauai, Reliable Facility Placement, South Maui Condo Owners Rental Network, and Sportfish Hawaii.



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