

Hibiscus – Business Level Member Benefits

Marketing & e-Marketing

Exposure

- [Gohawaii.com](http://www.gohawaii.com) – Website listing on Hawaii’s official tourism website
 - Receives an average of 600,000 unique visitors per month
- Official Travel Guides to the Islands of Hawaii – Statewide and island-specific vacation planners showcasing what Hawaii has to offer. (Inclusion where applicable, by island representation)
Online versions:
 - <http://www.gohawaii.com/en/visitor-guide>
 - [*The Hawaiian Islands Visitors’ Guide*](#)
Print Distribution: 90,000 annually
70,000 online visitors
 - [*Kaua’i Travel Planner*](#)
Print Distribution: 65,000 annually
35,000 online visitors
 - [*O’ahu Vacation Planner*](#)
Print Distribution: 80,000 annually
70,000 online visitors
 - [*Maui, Moloka’i, and Lāna’i Vacation Planner*](#)
Print Distribution: 100,000 annually
67,000 online visitors
 - [*Hawai’i Island Travel Planner*](#)
Print Distribution: 65,000 annually
40,000 online visitors
- *Hawai’i Travel Professionals’ Guide* – Helps travel professionals craft unforgettable vacations for their clients.
 - Print Distribution: 30,000 annually
 - Online Version: [agents.gohawaii.com](http://www.agents.gohawaii.com)
 - <http://www.nxtbook.com/nxtbooks/hvcb/travelpro1415/>

Opportunities

- Various opportunities for participation in promotions, cooperative advertising, and other programs will be communicated via email or on *Kahe Wale Online* – HVCB’s Member News site.
- Hawaii Island Special Offers - Place an offer on the Hawaii Island Special Offers page on Gohawaii.com. Updated periodically. (Available to Hawaii Island members.)

Tools

- Market Insights – Includes relevant information on tourism industry trends, consumer market research, and Hawaii’s performance as a destination.
- 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
- *Kahe Wale Online* – HVCB’s member news site
- Island Chapter member news and updates
- Member Business Resource Center – Online at hvcb.org/membership

Advertising

- HVCB's Opportunities to Partner– Receive details on HVCB’s cooperative marketing and advertising opportunities.

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Sales (See Added-Value Services Attachment - http://www.hvcb.org/membership/documents/Added_Value_Services.pdf)

- Lead Generation Service (LGS) - Romance, Family and Golf LGS available.
- Information Distribution Service (IDS) – Send your message, event invitation or special offer to other members.
- Book Now Button - Make it even easier for visitors to connect with your company's products or services with a link directly to your booking or reservations page
- Kauai Seasonal Email Blast - Include your company's special offer in an email sent to 150,000+ consumers interested in Kauai. (Available to members on Kauai)
- Advertising opportunities in consumer and travel professional email newsletters.
 - The E-xpressly for Travel Professionals (EXTP) e-newsletter is sent monthly to an average of nearly 68,000 travel professionals in the U.S. and Canada, including our 14,000+ Hawaii Destination Specialist certified travel pros.
 - The Islands of Aloha Express (IOAX) is sent to over 358,000 opt-in leisure consumers each month.

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.