



HVCB CULTURAL AND PRODUCT DEVELOPMENT SERVICES

Visitors from around the world come to experience the breathtaking beauty of these islands as well as the warmth of her people. However, at the core of the destination are the values, culture and language of the indigenous people. Allow HVCB to assist you with the very best representation through our newly offered Members Only cultural services.

PROGRAM AND PRODUCT DEVELOPMENT

Collateral Review

\$100.00 per hour. Minimum 2 hours. Estimate provided upon request.

Feel confident that your marketing materials are culturally appropriate for our destination. We will review Hawaiian language spelling, including the use of diacritical markings for accuracy; provide guidance on proper use of place names and imagery; and review content that reflects an authentic and relevant representation of Hawai'i's culture.

Program Design and Integration

\$300.00 per hour. Estimate provided upon request.

Seeking to enrich your employee and/or guest experiences through appropriate and relevant cultural activities, practices and education? We will work with you to cultivate programs that embrace history and authenticity to meet the expectations of today's traveler while honoring and celebrating the area and its people.

Also, as you develop your next year's sales and marketing plans, or are drafting plans for a renovation, consider including Hawaiian cultural elements and themes. Let us help!

TRAINING AND DEVELOPMENT

On-Site Group Training

2-hour course up to 25 attendees.

\$500.00 plus travel expenses. Additional attendees may be added for \$20.00 per person.

Basic: Explore the significance and relevancy of the indigenous culture of Hawai'i. Learn the importance of *Aloha*, *Kuleana* and *Ho'okipa* and practice the foundations of *'Ōlelo Hawai'i*. This

interactive, talk story session about the foundation of our Hawai'i and the importance of providing authentic experiences is an introductory course designed to provide a basic level of understanding of the culture of Hawai'i for all visitor industry personnel.

- Exploration of Hawaiian history, values and language as it relates to the Visitor Industry.
- Discuss cultural misconceptions and misrepresentation, and the tools to correct them in a fun and safe environment.
- Opportunities to honor and celebrate the culture of Hawai'i to differentiate your product.

2-hour course up to 25 attendees. Content will be targeted to your individual organization and specific needs. Includes a two-hour consultation/research fee. \$750.00 plus travel expenses. Additional attendees may be added for \$20.00 per person.

Advanced: This course tailors the basic learning objectives to your organization and specific interests. It will also take a closer look at how to incorporate culture into your organization's overall marketing strategy.

Participants will gain an advanced knowledge of the Hawaiian culture and the importance of incorporating the indigenous culture into the way we represent Hawai'i as a destination.

For more information, please contact Karen Wataru Nakaoka at knakaoka@hvcb.org.