

— EXPERIENCE THE —

HAWAIIAN ISLANDS

Kaua'i • O'ahu • Moloka'i • Lāna'i • Maui • Hawai'i



HAWAII
VISITORS & CONVENTION BUREAU™

Hawai'i Statewide Official Visitors' Guide
2023 Media Kit

EXPERIENCE THE

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HVCB is announcing the 2023 Hawai'i Statewide Official Visitors' Guide all-digital program, which is responsive to current market consumption demands and will provide even greater value to HVCB Members.

The Hawai'i Statewide Official Visitors' Guide in digital format includes island-specific sections for Kaua'i, O'ahu, Maui/Moloka'i/Lāna'i and the island of Hawai'i, as well as content highlighting Hawaiian Culture and the importance of *mālama* and *kuleana* cultural values perpetuated throughout Hawai'i.

Distribution will be focused on qualified digital delivery, heavily leveraging HVCB first-party data and proprietary owned channels for targeted audience delivery.

QUALIFIED DIGITAL DISTRIBUTION

CONSUMER (15.8 MILLION TOTAL IMPRESSIONS)

- 15 Million estimated impressions delivered to Hawai'i lookalike consumers, targeted using HVCB's first-party consumer data.
- 400,000 Hawai'i consumers who have opted into HVCB's proprietary consumer database and who have expressed interest in receiving Hawai'i destination information, news and updates.
 - ▶ Email distribution 2x/year
 - ▶ This audience is highly engaged with the destination and responds to HVCB email communications, with a current benchmark unique open rate of 48%.
- Digital impressions from over 400,000 consumer views of the guide via gohawaii.com.

TRAVEL TRADE (107,000 TOTAL IMPRESSIONS)

- Over 13,000 active Hawai'i Destination Specialist agents who have completed HVCB's Hawaiian Islands Destination Certification Programs and book Hawai'i.
 - ▶ These are highly engaged agents who are top producers selling Hawai'i vacations and request the guide to use with their clients.
- Approximately 94,000 U.S. Agency Partners managed from HVCB's travel trade database.

REACH THE RIGHT AUDIENCE AT THE RIGHT TIME

About Travel Guide Requestors:

- 84% plan to visit in the next 2 years
- 65% have never visited Hawai'i previously
- 15% have not decided which islands to visit
- 61% have not made accommodations reservations

PROGRAM INCLUDES

- Distribution to all consumer and trade inquiries from HVCB and Island Chapter marketing activities throughout the year.
- Promotion and distribution via all HVCB Travel Trade activities throughout the year, including virtual events, trade shows, webinars, destination training and education.
- Promotion and distribution via gohawaii.com and agents.gohawaii.com throughout the year.
- Clickable URL that directs to your website with URL included on ad.

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VISITOR GUIDES INFLUENCE TRAVEL DECISIONS

69% accessed an official visitor guide online.

85% of these readers felt that consulting an official visitor guide influenced their decision to select a specific destination.

20% more likely to be a repeat visitor, average 2 additional lifetime trips, and spend \$1,445 more long-term than the average leisure travel party.

VISITOR GUIDES DRIVE BOOKINGS

88% of readers who were undecided indicated that the official visitor guide influenced their decision to visit

79% of visitors use official visitor guides to make specific planning and booking decisions on their trip

67% of readers of official visitor guides indicate that they visited a destination featured in guides

Sources of Research: Destination Analysts (State of the American Traveler 2022), DMA West/Destination Analysts Official Visitor Guide Study 2021, Back to Normal Barometer 2021, Domestic Travel Market Report 2018

DISPLAY ADVERTISING RATES

Back Cover: **\$45,000.00**
Inside Front Cover: **\$26,250.00**
Inside Back Cover: **\$22,500.00**
Spread: **\$17,700.00**
Inside Front Cover Premium Spread: . **\$37,200.00**
Premium Full Page (4x island sections):. **\$15,000.00**
Full Page: **\$10,500.00**

Fractional Ads

2/3 Page Vertical: **\$8,550.00**
1/2 Page (vertical and horizontal): . . . **\$6,525.00**
1/3 Page (vertical and square): **\$4,425.00**
1/6 Page Vertical: **\$2,212.50**

Preferred Directory Placement. **\$1,000.00**



DEADLINES

PUBLICATION DATE:

January 2023

SPACE CLOSE:

October 21, 2022

MATERIALS DUE:

October 31, 2022

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ADVERTISING SPECIFICATIONS

DISPLAY ADVERTISING - BLEED

	W	H
SPREAD (trim size)	16.25"	10.5"
FULL PAGE (trim size)	8.125"	10.5"

ALL BLEED ADS MUST INCLUDE:

- 0.125" bleed on all sides
- 0.375" margins on all sides for live area

DISPLAY ADVERTISING - NON-BLEED

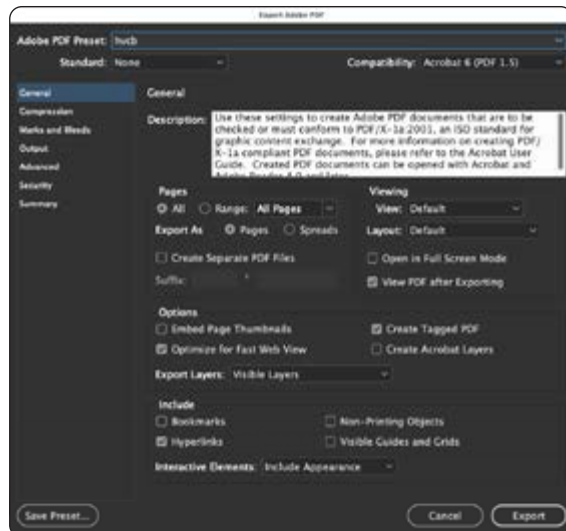
	W	H
FULL PAGE	7.125"	9.5"
2/3 VERTICAL	4.625"	9.5"
1/2 VERTICAL	4.625"	7.125"
1/2 HORIZONTAL	7.125"	4.625"
1/3 VERTICAL	2.25"	9.5"
1/3 SQUARE	4.625"	4.625"
1/6 VERTICAL	2.25"	4.625"

SPECIFICATIONS AND DELIVERY

AD FORMATS

PDF only - We recommend exporting from Adobe InDesign as Print format using the HVCB job option preset available here: we.tl/t-R05giO5WBI

- Color: RGB
- Images: 300ppi scaled at 100% size
- URL is required within the ad submission in order to link to your website from the digital guide



DOWNLOAD
PDF EXPORT SETTINGS

DELIVERY INSTRUCTIONS

1. Email advertising order form to submissions@hvcb.org
2. Submit artwork via link provided to you after receipt of your order form (do not email ad files)
3. After upload is complete, please send notification of delivery to submissions@hvcb.org

DIGITAL DISPLAY ADVERTISEMENT SUGGESTIONS:

- Include website URL in ad. It will be your clickable link from the digital guide
- Design with mobile readership in mind as the guide is accessible on mobile devices and tablets

ORTHOGRAPHY

We recognize the use of linguistic markings of the (modern) Hawaiian language including the *‘okina* [‘] or glottal stop and the *kabakō* [ō] or macron (e.g., in place names of Hawai‘i such as Lāna‘i). We acknowledge that content created or submitted by third parties may not use the *‘okina* or *kabakō*, but we recognize the importance of using these markings to preserve the indigenous language and culture of Hawai‘i and use them in all other forms of communications.

OUR MISSION

To enrich Hawai'i and its people.

OUR VISION

To attract visitors who will leave this place better than when they arrived.

MEMBER PROMISE

Supporting our membership *'obana* is central in our efforts to achieve our vision and mission.

By bringing Hawai'i's visitor industry together and providing unique, strategic benefits, we help our members achieve their goals.

CONTACT US

SR. DIRECTOR OF MEMBERSHIP
AND COMMUNITY ENGAGEMENT

Karen Wataru Nakaoka

knakaoka@hvcb.org | 808 924-0231

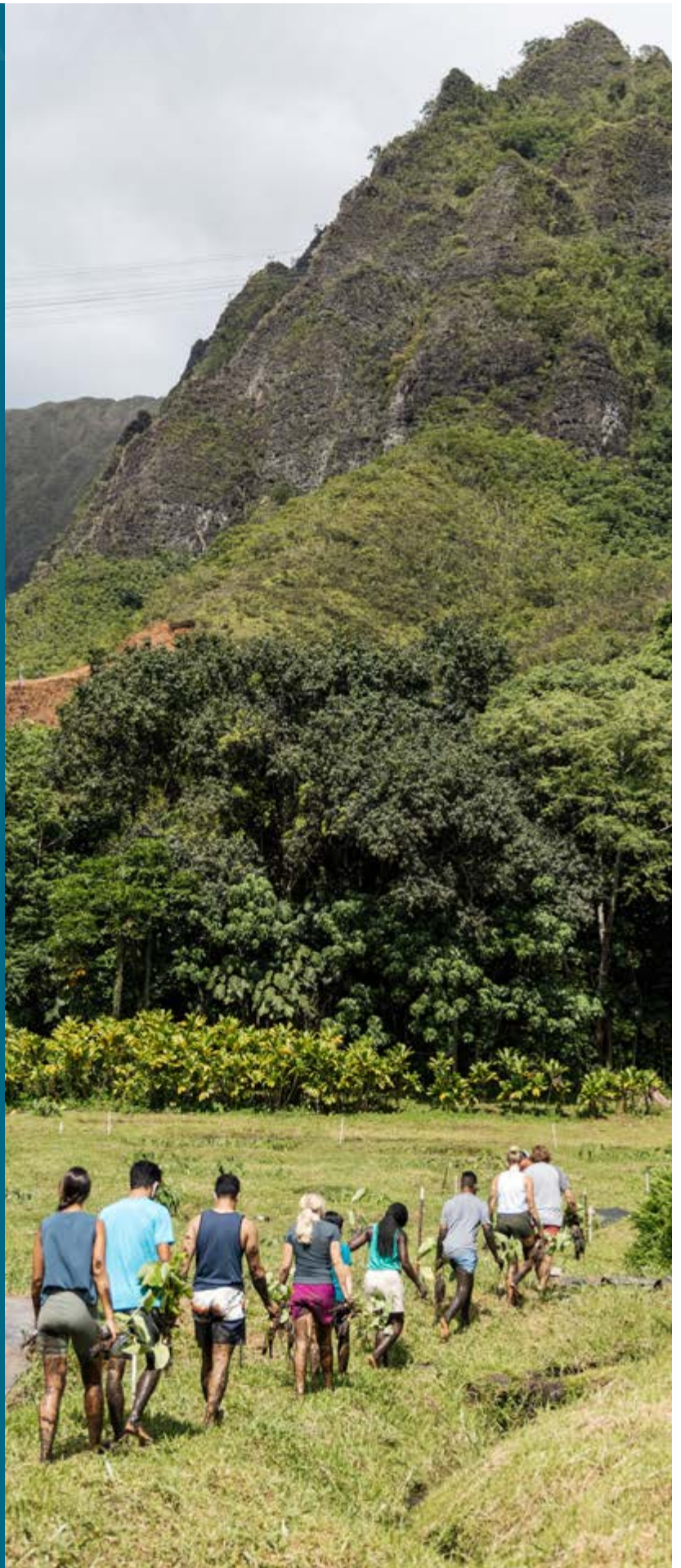
MANAGER, MEMBERSHIP
DEVELOPMENT AND ENGAGEMENT

Armida York

ayork@hvcb.org | 808 924-0233



HAWAII
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Advertising Order Form

Please reserve the following space for the **2023 Hawai'i Statewide Official Visitors' Guide**.

If purchasing two of same ad size, please fill out another form.

DISPLAY ADVERTISING Check the appropriate box(es).

Back Cover	\$45,000.00	2/3 Page Vertical	\$8,550.00
Inside Front Cover	\$26,250.00	1/2 Page Vertical	\$6,525.00
Inside Back Cover	\$22,500.00	1/2 Page Horizontal	\$6,525.00
Spread	\$17,700.00	1/3 Page Vertical	\$4,425.00
Inside Front Cover Premium Spread* . .	\$37,200.00	1/3 Page Square	\$4,425.00
Kaua'i Premium Full Page*	\$15,000.00	1/6 Page Vertical	\$2,212.50
O'ahu Premium Full Page*	\$15,000.00		
Maui Premium Full Page*	\$15,000.00		
Island of Hawai'i Premium Full Page* . .	\$15,000.00		
Full Page	\$10,500.00		

ENHANCED LISTING

Preferred Directory Placement \$1,000.00

TOTAL (GE Tax 4.712% added) _____

*Please check availability for premium sections by contacting a sales representative listed below.

Payment due upon receipt of invoice. Invoices will be sent upon receipt of advertising order form. **Send Invoice to:** Advertiser Ad Agency
Fields outlined in red are mandatory.

Company Name (As will appear in directory)

Advertising Agency

Street Address

Street Address

City

State

Zip

City

State

Zip

Phone

Fax

Phone

Fax

Email

Email

Contact Name

Contact Name

I have read and accept the conditions outlined below and wish to reserve advertising as indicated.

Advertiser
or Agency
Signature

Date

ADVERTISING ACCEPTANCE POLICY: The following rules and conditions govern advertisements accepted for the Hawai'i Statewide Official Visitors' Guide. Advertising orders cancelled after the acceptance deadlines (as indicated in the media kit) will be subject to a cancellation fee of 100%. While care has been taken to ensure the insertion of an advertisement in accordance with instructions, no liability will be accepted for any loss caused by omission, alteration, or misplacement. HVCB reserves the right to amend or reject any advertisements which it considers unsuitable. The position of advertisements – except where special arrangements have been made at appropriate cost – will be at the discretion of HVCB. If available, a 10% surcharge applies for preferred positioning. Insertion orders submitted by Agencies bind both the Agency and the Advertiser to the terms and conditions of this contract. HVCB is not required to provide proofs of advertisements prior to publication. HVCB will not be liable for any loss or damage arising in relation to or in connection with any materials supplied for an advertisement. Payment due upon receipt of invoice. If payment is not received by due date, a fee of 18% per annum will be applied.

SUBMIT ALL ORDER FORMS TO: submissions@hvcb.org

TO PAY ONLINE – go to: hvcb.org/payments

TO PAY BY CREDIT CARD – provide authorization details below and send to submissions@hvcb.org

Name of Credit Card Holder (as it appears on card)

Billing Address

City

State

Zip

Card Number

Expiration Date

CSV

VISA

MC

AMEX

TO PAY BY CHECK – please mail check with advertising order form to:

Hawai'i Visitors & Convention Bureau – 2270 Kalākaua Avenue, Suite 801, Honolulu, Hawai'i 96815



CONTACT US

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MANAGER, MEMBERSHIP DEVELOPMENT AND ENGAGEMENT Armida York ayork@hvcb.org | 808 924-0233

The Hawai'i Statewide Official Visitors' Guide is a publication of the Hawai'i Visitors & Convention Bureau (HVCB).

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