

FOR IMMEDIATE RELEASE
August 2, 2005

**HVCB LAUNCHES "ULTIMATE HAWAII DREAM VACATION" FALL CAMPAIGN
Integrated Promotion Centers on Innovative Online Tool Kit**

HONOLULU – America's dream destination is launching a fall campaign inviting travelers to create their own "Ultimate Hawai'i Dream Vacation" through a dynamic new interactive feature of the Hawai'i Visitors and Convention Bureau's (HVCB) website.

Taking advantage of Hawai'i's spectacular balmy weather and limitless outdoor activities, HVCB is marketing the islands to activity-oriented travelers more interested in maximizing the quality of their vacation experience than discounting the price tag.

John Monahan, HVCB's president and CEO, said the integrated campaign is in keeping with the Hawai'i Tourism Authority's strategic marketing initiative for the fall shoulder season. "HTA's direction is to attract higher-spending, activity-oriented travelers during the fall and we've created a comprehensive, multi-media campaign addressing that goal," Monahan said.

The campaign's linchpin is a new online interactive vacation planning tool kit offered on HVCB's website at GoHawaii.com/Vacation. Travel browsers create their ultimate vacation itinerary, choosing from 180 activities on all six islands – Kaua'i, O'ahu, Moloka'i, Lāna'i, Maui and Hawai'i's Big Island. "The tool kit is fun, easy to use, and opens up users to the many experiences to be enjoyed throughout the islands," Monahan said.

"It is a campaign designed to drive travel consumers to HVCB's website and lead them across the marketing continuum by creating awareness, followed by desire and intent to vacation in Hawai'i," said Jay Talwar, HVCB's vice president of marketing. "GoHawaii.com's extensive listing of service providers for air, accommodations and activities takes that final step, which is to put consumers in direct contact with our members to close the sale."

Utilizing the website, HVCB is encouraging travelers to be adventurous and envision their Ultimate Hawai'i Dream Vacation experience when creating their customized itinerary – one without constraints or lack of imagination. Best of all, it could become a reality.

Itineraries can be entered into an online sweepstakes from which HVCB will select winners to live out their ultimate Hawai'i vacation, based on the uniqueness, creativity and diversity of their entry. The prize package includes roundtrip airfare to Hawai'i and between the islands, seven-days and six-nights of accommodations, car rental, \$1,000 cash per trip, and, most importantly, enjoying the activities of their vacation.

Want to surf on Kaua'i at noon and stargaze on Hawai'i's Big Island the same night? Want to greet the rising sun on Maui's Haleakalā Crater and take a sub tour to the bottom of the ocean that afternoon? As people say in the islands, go for it. There is no obligation or fee to participate – and dream about Hawai'i.

The online consumer promotion is the central element of HVCB's all-encompassing three-month marketing campaign during the fall that also integrates paid advertising, travel trade marketing and public relations.

"We're reaching out to discriminating, outgoing and well-traveled consumers who are seeking unique experiences and high levels of service. They relax by engaging in activities. We categorize them as 'avid travelers,'" said Talwar.

To better reach these higher-spending, activity-oriented travelers, HVCB is targeting its paid advertising for readers of *Wall Street Journal*, viewers of *Travel Channel*, *Outdoor Life Network*, *Food Network*, *Oxygen*, *Style Network*, *National Geographic*, and online browsers of websites that include *Forbes.com*, *Discovery.com*, *Yahoo*, *Google*, and *Overture*.

"We conducted extensive research on the media habits of the avid traveler and found these are sources where they like to receive their information," said Talwar. "Our message is that Hawai'i's summer doesn't end in fall. The kids are back in school and this is the perfect time of year for couples to treat themselves to a fantasy vacation in paradise. While most of the nation is getting chillier with each passing day, Hawai'i is as sunny and beautiful as ever."

HVCB's advertising exposure is being supplemented with promotional programs creating awareness within the travel trade community and generating publicity in key travel markets throughout North America.

Already HVCB has been promoting the fun and excitement of fall in the islands, having attended NCL Pride of America promotional cruises in New York, Los Angeles and Miami during June. HVCB invited a representative of the Activities and Attractions Association of Hawaii (A3H) to join its contingent in marketing the fall campaign to top-flight travel media and hundreds of travel trade sales professionals aboard the ship.

HVCB has already issued a news release promoting the Ultimate Hawai'i Dream Vacation and its wide range of fall activities and attractions to targeted travel- and consumer-oriented media nationwide. The release carries specific information on the many fun pursuits of the fall, including participation in Aloha Festivals.

On August 26, HVCB will carry Hawai'i's message to network TV affiliates in mainland travel markets via a satellite media tour featuring local recording star and American Idol fan favorite Jasmine Trias. Staged from a scenic "only in Hawai'i" setting, Trias will engage in live interviews with magazine-style TV programs and news shows to talk about her favorite Hawai'i activities, including Aloha Festivals, and direct viewers to HVCB's website. Her comments will be supported with video highlighting some of the fun and exciting outdoor activities to enjoy in the islands.

Through October, the HVCB-sponsored *Aloha Live! 2005 Hawaiian Music Concert Tour* will showcase several top Hawai'i performers and Hawaiian music, while generating destination publicity in markets with direct air service to Hawai'i, including Seattle, San Francisco, San Diego, Los Angeles, Anaheim, Sacramento, Portland, Las Vegas, Phoenix, New York, Washington DC, and Chicago. In addition, HVCB will conduct media and promotional activities around the musicians in each city.

Talwar noted, "With this vacation planning tool kit, HVCB's website is the most content-rich it's ever been. Every call to action in our fall campaign will lead people to GoHawaii.com and making travel plans for Hawai'i."

He added that HVCB is confident of an enthusiastic response as market research conducted over the past year consistently shows that Hawai'i is the dream vacation destination for travelers in North America.

A recent *Associated Press* poll revealed that Hawai'i was the #1 vacation choice of Americans. *Modern Bride* magazine's annual survey of travel agents also put Hawai'i in the top spot. And the *Travel Industry Association of America* released survey results showing that the Hawaiian Islands ranked high on Americans' list of "Top Ten U.S. Treasures" trailing only the Grand Canyon, Statue of Liberty and Niagara Falls.

GoHawaii.com/Vacation – Hawai‘i’s Travel Website

To create the “Ultimate Hawai‘i Dream Vacation” or for more travel information about Hawai‘i – *The Islands of Aloha* – visit HVCB’s website at **GoHawaii.com/Vacation** or call 1-800-GOHAWAII.

###

NR/22/05

Contact:

Darlene Morikawa
Manager, Public Relations/Communications
Hawai‘i Visitors and Convention Bureau
dmorikawa@hvcb.org
(808) 924-0259

Nathan Kam
Account Supervisor
McNeil Wilson Communications
nkam@mcneilwilson.com
(808) 539-3471