



ISLAND OF
HAWAI'I
VISITORS BUREAU™

June 18, 2024
Via email

Mr. Douglass Adams
Director
Department of Research and Development
COUNTY OF HAWAI'I
25 Aupuni Street, Suite 1301
Hilo, Hawai'i 96720

Aloha e Director Adams,

The Island of Hawai'i Visitors Bureau (IHVB) is interested in providing professional services for the County during fiscal year 2024-25.

In accordance with HRS 103D-304, Notice to Providers of Professional Services, we are submitting with this letter our Statement of Qualifications for Professional Services in the category of General Education and Training.

If you have any questions, please contact us at islandofhawaii@hvcb.org, or call 808.885.1655.

Mahalo nui for your consideration.

Best regards,

Scott Pauli
Executive Director
Island of Hawai'i Visitors Bureau



Statement of Qualifications for General Education and Training

June 17, 2024

The Island of Hawai'i Visitors Bureau (IHVB) has the capacity to offer services in the Category of General Education and Training, Research and Development. These services include the design, development, and implementation of messaging/communication programs that include a wide range of media as well as the production/coordination of events and programs. All programs developed are in line with the County of Hawai'i Tourism Strategic Plan.

IHVB's office is located on the Kohala Coast, Hawai'i. We are an island chapter of the Hawai'i Visitors & Convention Bureau (HVCB), with a focus on the island of Hawai'i's community and industry needs. The services provided may require travel throughout the island, the State, the continental US, and internationally.

Primary place of business and office location:

ISLAND OF HAWAII VISITORS BUREAU

62-3595 'Āmaui Drive, Kohala Coast, HI 96743 (*physical address*)

67-1185 Māmalahoa Highway, Unit D104 PMB 324, Kamuela, HI 96743 (*mailing/USPS address*)

Tel: 808-885-1655 | Fax: 808-885-1755 | email: islandofhawaii@hvcb.org

Current on-site contacts:

Scott Pauli
Executive Director
spauli@hvcb.org
(808) 885-1055 (landline, direct)
(808) 294-6551 (mobile)

Deanna Isbister
Director of Sales
disibster@hvcb.org
(808) 365-5612 (landline, direct)
(808) 238-8432 (mobile)

Donna Kimura
Director of Marketing
dkimura@hvcb.org
(808) 365-5613 (landline)
(808) 333-7581 (mobile)

Kalei Bridges
Sales Manager
kbridges@hvcb.org
(808) 365-5611 (landline, direct)
(808) 333-6505 (mobile)

Primary contact at Hawai'i Visitors & Convention Bureau (corporate):

Tom Mullen
Senior Vice President, Chief Operating Officer
2270 Kalākaua Avenue, Suite 801, Honolulu, HI 96815
tmullen@hvcb.org
(808) 371-6379 (mobile)

HVCB is a private non-profit, member-based organization. Island Chapter offices can be found in every county. Collectively, we provide industry knowledge, resources, connections, and insight. We are stewards of the Hawai'i Island brand, not just as one of the world's greatest travel destination brands, but as one of the world's most precious resources and our home.

IHVB also supports the Hawai'i Tourism Authority's international marketing/messaging contractors based in Canada, China, Europe, Japan, South Korea, and Oceania (Australia and New Zealand).

Company History

The Hawai'i Visitors Bureau officially launched in 1945. The Hawai'i County Chapter, originally called Big Island Visitors Bureau was created in the early 1980s.

The average number of employees at the Island of Hawai'i Visitors Bureau has varied through the years, from a kiosk in Kona and main office in Hilo to two fully-functioning offices – East and West Hawai'i, the one office, based in West Hawai'i. The pandemic also impacting staffing levels. Our current IHVB staffing level is four full-time workers, plus a full-time DMAP manager and CEP manager.

IHVB Staff (as of this writing):

Scott Pauli, Executive Director

With more than 30 years in the Hawai'i hospitality arena, Scott was most recently general manager of Grand Naniloa Hotel Hilo, A Doubletree by Hilton. He has worked in various leadership positions with hotel brands such as Aqua-Aston, Courtyard, Fairmont, Four Seasons, and The Ritz-Carlton. Born and raised in Chicago, Scott studied international commerce at San Diego State University. Scott oversees all IHVB programs and serves as the lead liaison between island stakeholders and the HVCB.

Deanna Isbister, Director of Leisure Sales

Ms. Isbister develops partner relationships with wholesalers and travel agents and oversees island destination training. She has more than 30 years of experience in the hospitality industry in Hawai'i and the U.S. mainland. Most recently, she was director of sales at Courtyard by Marriott's Hotel King Kamehameha's Kona Beach Hotel. Deanna resides with her husband in Hōlualoa, Kona.

Donna Kimura, Director of Marketing

With 35+ years of hospitality industry experience, Ms. Kimura manages the public relations and social efforts for IHVB as well as develops/designs marketing programs and collateral. She works closely with HVCB to ensure the proper island (of Hawai'i) messaging in all consumer-facing materials. She also supports the executive director in developing tourism-facing messaging crisis situations. She is a lifelong resident of Waimea.

Kalei Bridges, Sales Manager

Raised in Hāmākua on the island of Hawai'i, Bridges previously held sales management positions at Hilton Waikoloa Village and the Island of Hawai'i Visitors Bureau. Bridges is a haumana of Hālau Manaola as well as an educator and cultural practitioner of Polynesian music and the arts. As sales manager, Kalei supports the director of sales in both the leisure and meetings markets.

HVCB Support

Tom Mullen, Senior Vice President, Chief Operating Officer, Hawai'i Visitors & Convention Bureau

At HVCB, Tom holds the responsibility for finance and corporate services, contract compliance, business development, and travel industry partnerships. Before taking this role in 2015, he was chief administrative officer with the Los Angeles Tourism and Convention Board. He also held a 27-year position at American Express, where he spent the majority of his time in Hawai'i working in various sectors of the company.

Brandon Goda, Compliance Analyst, Hawai'i Visitors & Convention Bureau. Brandon has been with the HVCB since 2009. In this role, he supports the entire HVCB team, including the island chapters by reviewing and processing all expenses and payment vouchers, ensuring accuracy and compliance with corporate, accounting, and travel policies. Prior to joining HVCB, he worked at Hawai'i Tourism Japan, then at Pacific University.

Sample Projects:

Attached



Island of Hawai'i Final Report Spring 2024



steller

STELLER.CO

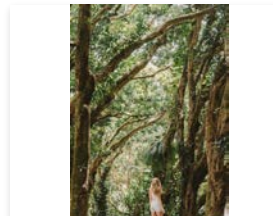
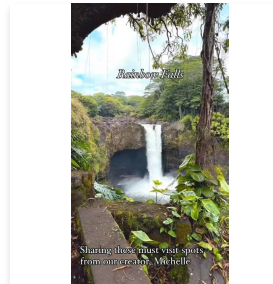
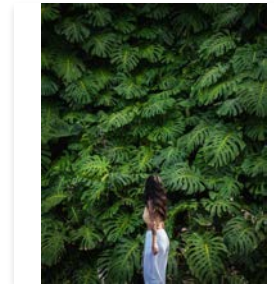
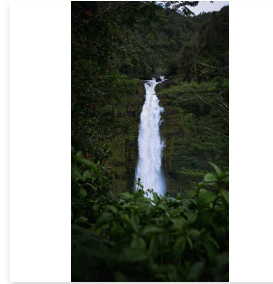
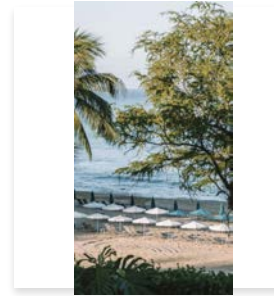
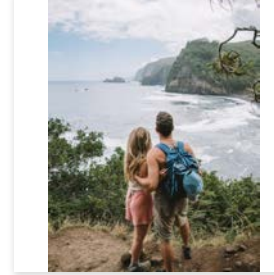
Summary

About The Campaign

The Island of Hawai'i invited two influential content creators to visit in the spring. Each of these influencers focused on sharing how to respectfully and sustainably explore the island, being mindful of the nature, culture and tradition of Hawai'i and supporting the Pono Pledge.

Michelle Halpern of @Livelikeitsthewknd, took in waterfalls, volcanoes and sunrise ceremonies, along with a slew of hikes and delicious eats. Lauren Davis of @Foxandpines strolled black sand beaches, ziplined treetops and dove under water on snorkel excursions.

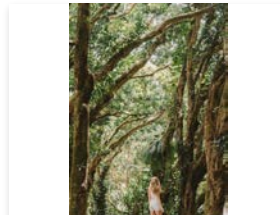
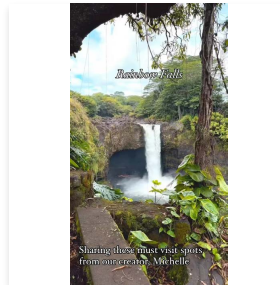
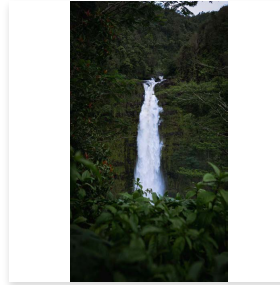
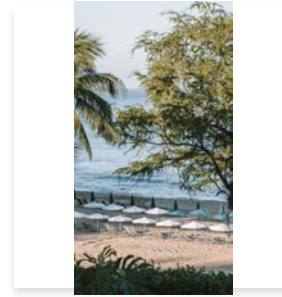
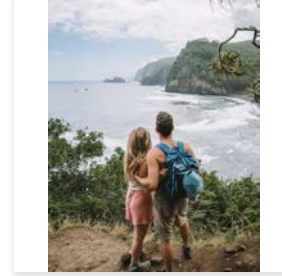
Both embodied the deep appreciation and reverence for this island and it comes through in the passionate content that they shared with their audiences.



Summary









About The Campaign

- 🚩 3 Influencers published 94 Posts.
- 📢 Total Reach was 414.7K, with 12M Impressions.
- ❤️ Each post got an average of 177.2 Engagements, 4.4K Reach, and \$1.8K EMV
- 👥 Audience was 62% Women, mostly from United States.
- 📺 The campaign generated \$172.9K EMV.
- ❤️ Each post got an average of 177.2 Engagements, 4.4K Reach, and \$1.8K EMV



Performance

Campaign Stats

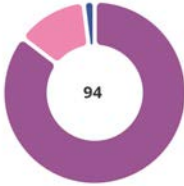
	Posts	Engagements	Reach	EMV
	94	16.7K	414.7K	\$172.9K
 Instagram Stories	81	 60  8.7K	60.9K	\$70.5K
 Instagram	12	 6.9K  428	352.6K	\$102.3K
 Facebook	1	 3	0	\$65.8

Performance

Breakdown

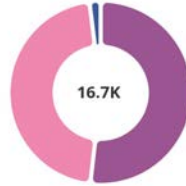
94 Posts

- Instagram Stories 81 (86.17%)
- Instagram 12 (12.77%)
- Facebook 1 (2.00%)



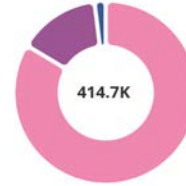
16.7K Engagements

- Instagram Stories 8.8K (52.86%)
- Instagram 7.8K (47.12%)
- Facebook 3 (2.00%)



414.7K Reach

- Instagram 352.6K (85.01%)
- Instagram Stories 60.9K (14.69%)
- Facebook 1.3K (2.00%)



\$172.9K EMV

- Instagram 102.3K (59.19%)
- Instagram Stories 70.5K (40.78%)
- Facebook 65.82 (2.00%)



Summary

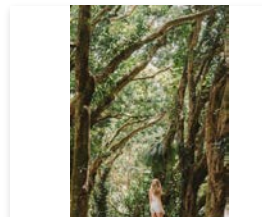
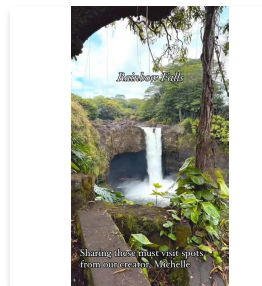
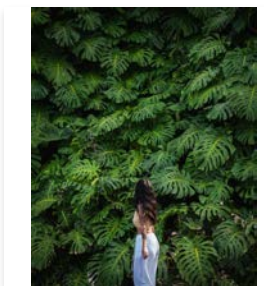
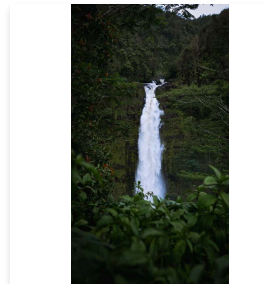
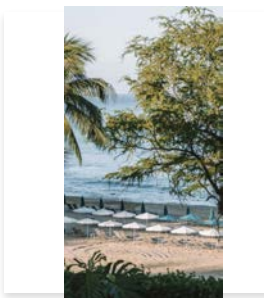
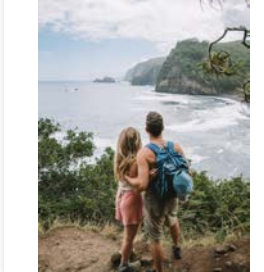
Content Creator Analysis

Due to the powerful influence and strong content of these creators, this campaign delivered **12 million impressions, nearly 8 million more than the 4.5M guaranteed - a 167% overdelivery!**

Both influencers shared far more than contracted. Each were contracted to deliver 12 stories yet **Michelle shared 31 and Lauren shared 41** – evidence of the connection they each felt to the destination.


Michelle's stories on her *6 Tips for visiting Hawai'i* were inspiring and educational. Her **top performing reel hit 11,400 views**, with over 300 comments. Her second reel hit 11k+ as well with two carousel posts that sparked a lot of engagement and discussion, as well as 400+ comments.


Lauren took us on an adventure through her stories, highlighting the variety of outdoor activities and stunning nature that the island holds. Her top performing reel listed out suggestions for respectfully visiting Hawai'i and **it reached 30,300 views**. Her carousel posts were liked by nearly 2000 each, and her second reel hit an impressive 15.5k views as well.







Performance

Top Performing Posts

 Lauren Davis



 1.9K  100  04/19/24 

[Click Here For Post](#)

 MICHELLE ✈️ Luxury Travel + Beautif...  80



 314  28  03/19/24 

[Click Here For Post](#)

 Steller Destinations  69

Rainbow Falls



 71  3  04/15/24 

[Click Here For Post](#)

Members

3 Influencers



Lauren Davis

◆ 83

📣 339.4K Reach



MICHELLE → Luxur...

◆ 80

📣 72.4K Reach



Steller Destinati...

◆ 69







📣 2.9K Reach

Content

Campaign Posts

Top Posts by All Influencers

KEY

-  Likes
-  Comments
-  Views
-  Tapbacks
-  Plays
-  Replies

 Showing up to 16 posts per influencer, sorted by reach



Lauren Davis

83

46

Posts

13.1K

Eng.

0.77%

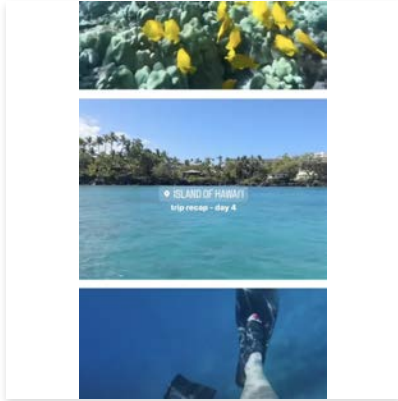
% Eng. Rate

339.4K

Reach

\$96.4K

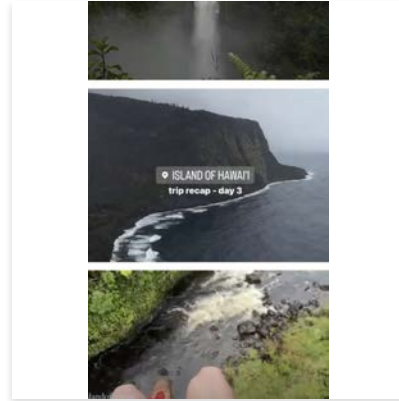
EMV



709



781



850



709



[Click Here For Lauren's Instagram Highlight of Island of Hawaii](#)

05/10/24

05/10/24

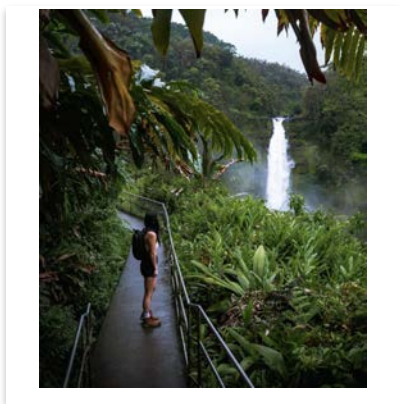
05/10/24

05/10/24



Lauren Davis

Page 2/4



❤️ 1143 💬 67 ▶️ 8.9K 📷

My favorite trail on the island of Hawaii
♥️ Akaka Falls Trail located in Akaka Falls State Park is a loop hike that takes you to two large waterfalls in a lush rain forest near Hilo.

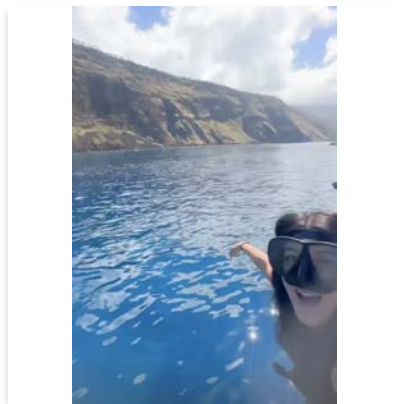
05/10/24



❤️ 585 💬 35 ▶️ 8.9K 📷

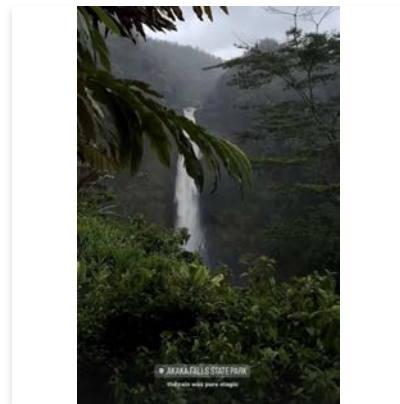
MARCH RECAP 🌸 Spent the month traveling around Mexico, Hawaii and Tokyo. Currently exhaus...

05/10/24



▶️ 713

05/10/24



▶️ 754

05/10/24

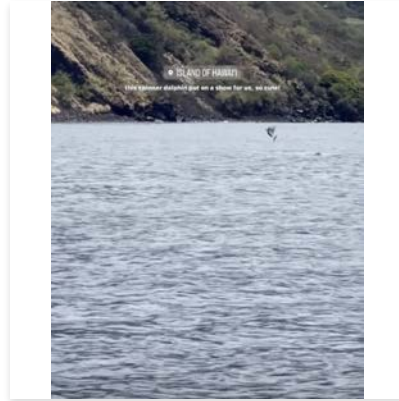


Lauren Davis

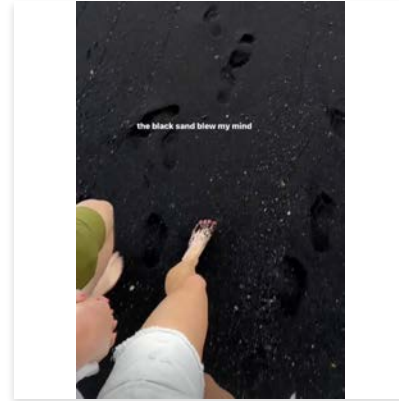
Page 3/4



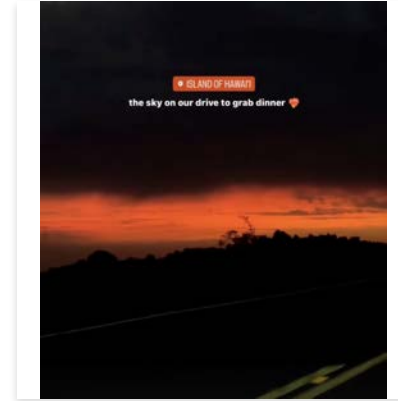
▶ 806



▶ 672



▶ 576 ⏪ 2



▶ 588



05/10/24

05/10/24

05/10/24

05/10/24



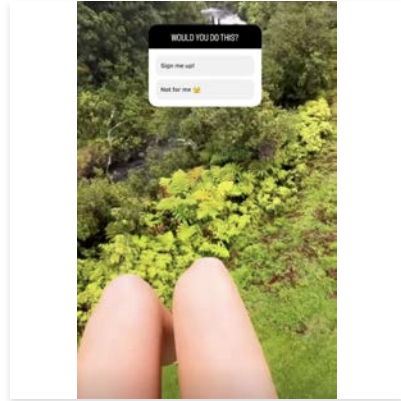
Lauren Davis

Page 4/4

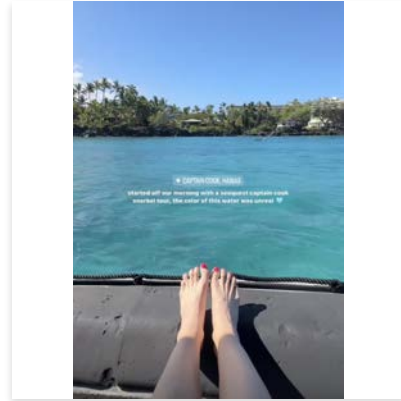


▶ 589

↶ 5



▶ 717



▶ 699



▶ 744



05/10/24

05/10/24

05/10/24

05/10/24



Lauren Davis

Steller App Content: 10 Moments





Lauren Davis

Steller App Content: 10 Moments





Lauren Davis

Steller App Content: 10 Moments



BONUS: 1 Steller Story





MICHELLE ✈️ Luxury Travel + Beautiful Stays

80

37 Posts

3.5K Eng.

0.27% Eng. Rate

72.4K Reach

\$74.2K EMV



347 35 8.9K

Here's why you shouldn't sleep on the Island of Hawai'i when choosing your next Hawaii vac...

[Click Here For Michelle's Instagram Highlight of Island of Hawaii](#)

04/12/24



361 17 6.1K

MARCH RECAP ~ Spent the month traveling around Mexico, Hawaii and Tokyo. Currently exhaus...

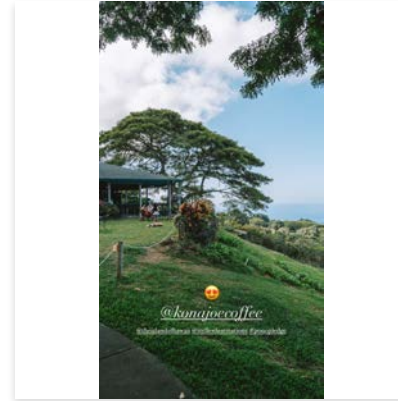
03/31/24



624 19

Thank you guys for following along on this trip with @theislandofhawaii and @stellerdestin...

03/25/24



631 16

@konajoecoffee @theislandofhawaii @stellerdestinations #ponopledge

03/25/24



MICHELLE ✈️ Luxury Travel + Beautiful Stays

Page 2/4



▶ 667 ⏪ 27 ⏩ (+)

@theislandofhawaii
@stellerdestinations #ponopledge 🍷
Lastly for my fellow coffee lovers,...

03/25/24



▶ 692 ⏪ 25 ⏩ (+)

@theislandofhawaii
@stellerdestinations #ponopledge To
dive deeper in to Hawaiian culture:...

03/25/24



♥ 166 💬 11 ▶ 8.9K 📷

Did you spot the rainbow? 🌈 🤩
theislandofhawaii stellerdestinations
🌋 Hawai'i Volcanoes Na...

03/25/24 ↗



▶ 656 ⏪ 29 ⏩ 1 (+)

An island favorite
@theislandofhawaii
@stellerdestinations #ponopledge

03/25/24



MICHELLE ✈️ Luxury Travel + Beautiful Stays

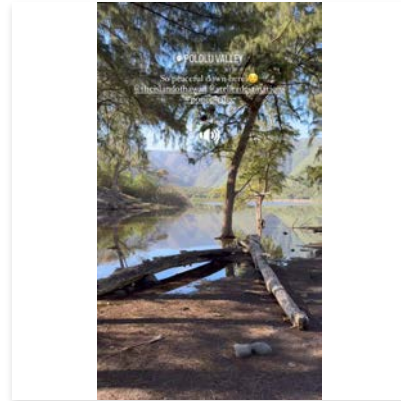
Page 3/4



▶ 586 ◀◀ 49 (+)

@theislandofhawaii
@stellerdestinations #ponoplege
Something that's really special about
...

03/24/24



▶ 642 ◀◀ 16 ↩️ 1 (+)

So peaceful down here 😊
@theislandofhawaii
@stellerdestinations #ponoplege

03/24/24



▶ 921 ◀◀ 31 (+)

The hike down to the beach is about
25 minutes along a pretty rocky
path—recommend startin...

03/24/24



▶ 1.1K ◀◀ 21 ↩️ 2 (+)

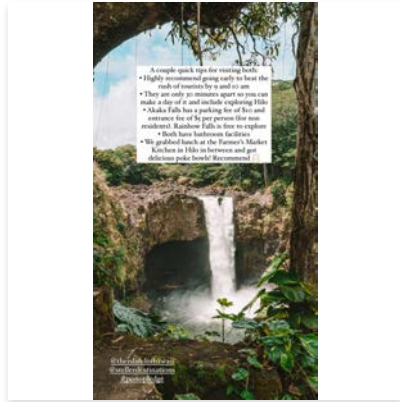
This morning spent in Pololu Valley
👏 we're headed down here to the
black sand beach @the...

03/24/24



MICHELLE ✈️ Luxury Travel + Beautiful Stays

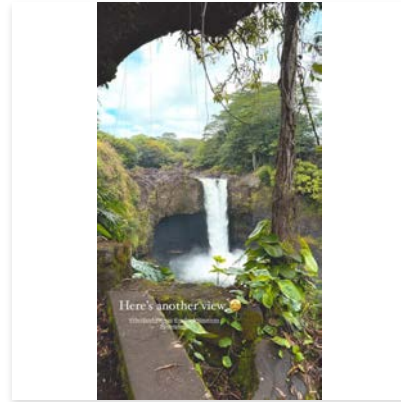
Page 4/4



▶ 738 ◀◀ 55 ↶ 2 (+)

@theislandofhawaii
@stellerdestinations #ponoplege A couple quick tips for visiting both:...

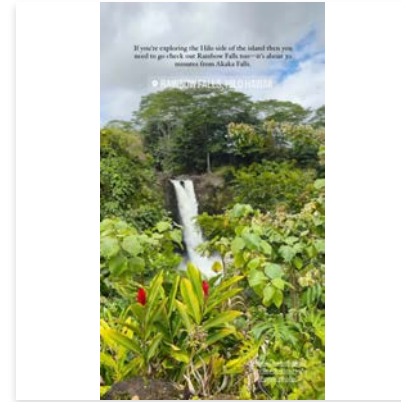
03/23/24



▶ 735 ◀◀ 46 (+)

Here's another view 😊
@theislandofhawaii
@stellerdestinations #ponoplege

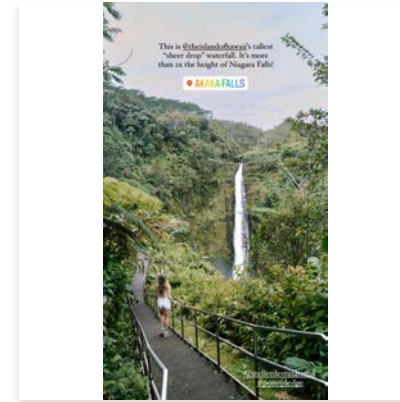
03/23/24



▶ 743 ◀◀ 47 ↶ 1 (+)

If you're exploring the Hilo side of the island then you need to go check out Rainbow Falls... it's about 2x more than the height of Niagra Falls...

03/23/24



▶ 773 ◀◀ 53 (+)

This is @theislandofhawaii's tallest "sheer drop" waterfall. It's more than 2x the height ...

03/23/24



MICHELLE ✈️ Luxury Travel + Beautiful Stays

Steller App Content: 1 Bookable Trip Itinerary

steller

livelikeitsthekwnd

Conscious Guide to the Island of Hawai'i

Based on my last trip to the Island of Hawai'i, this guide will show you some of the highlights of the island and how you can visit responsibly. As always, please be [More](#)

All Landmark Outdoor Eat Cafe

Where to Stay

Stay + \$5 • 4.5/5

The Westin Hapuna Beach Resort

+ Add Book

Westin Hapuna is located on one of the most beautiful stretches of white sand on the island and they have a wonderful cultural program that allows guests to educate themselves on Hawaiian culture. I highly recommend taking part in their E ala e sunrise ceremony.

Where to Eat

Eat + 4.3/5

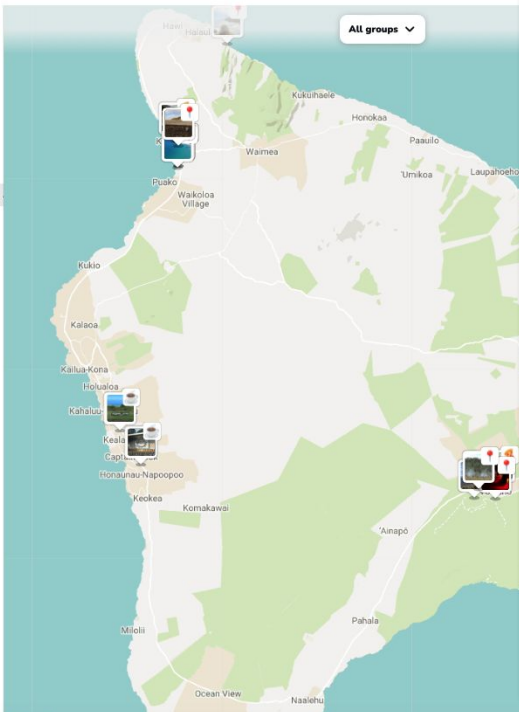
Meridia

+ Add

Westin's signature restaurant, Meridia offers unobstructed oceans views and has a romantic and lively setting for an open air sunset dinner.

Eat + 4.6/5

Aunty Pon's Thai Food Truck



livelikeitsthekwnd

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All Landmark Outdoor Eat

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Where to Eat

Eat + 4.3/5

Meridia

+ Add

Westin's signature restaurant, Meridia offers

Map

livelikeitsthekwnd
Michelle Halpern

Moments

Conscious Guide to the Island of Hawai'i

Trips

livelikeitsthekwnd

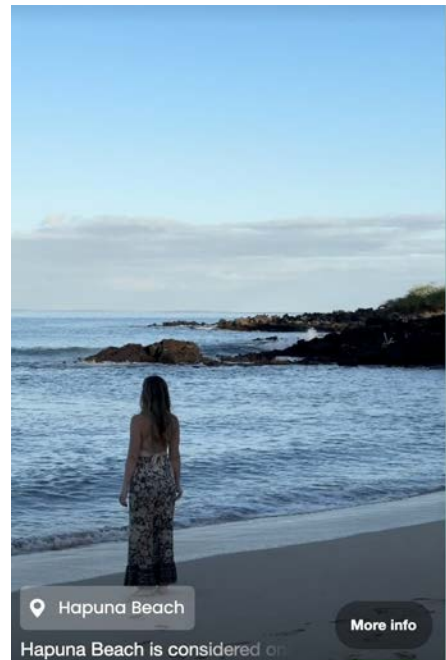
Conscious Guide to the Island of Hawai'i

Posts Reposts



MICHELLE ✈️ Luxury Travel + Beautiful Stays

Steller App Content: 10 Moments





MICHELLE ✈️ Luxury Travel + Beautiful Stays

Steller App Content: 10 Moments





MICHELLE ✈️ Luxury Travel + Beautiful Stays

Steller App Content: 10 Moments





Steller Destinations

69

11 Posts

88 Eng.

0.21% Eng. Rate

2.9K Reach

\$2.2K EMV



27 Yes! 🙌 #ponopledge

05/10/24



3 Our creator Michelle from @livelikeitsthewknd went to the Island of Hawai'i and shared som...

04/29/24



71 3 1.5K We sent Michelle from livelikeitsthewknd to the Island of Hawai'i and she brought us on a ...

04/15/24



17 1 #ponopledge

04/15/24

[Click Here For Steller's Instagram Highlight of Island of Hawaii](#)



Steller Destinations

Page 2/3



▶ 18 ◀◀ 1

#ponopledge

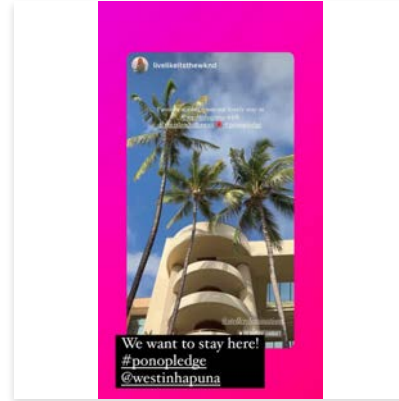
04/15/24



▶ 18

#ponopledge

04/15/24



▶ 21 ◀◀ 1

#ponopledge

04/15/24



▶ 22

Waterfall chasing sounds like an A+ activity on Hawai'i #ponopledge

03/23/24

Recommendations for an Additional Campaign

The message of conscientious travel resonates with the Steller audience as proven by the incredible overdelivery of the spring campaign.

Island of Hawai'i could capitalize on the upcoming World Oceans Day celebration. Steller can work with Lauren (@FoxandPines) and Michelle (@LiveLikelthsTheWknd) to utilize content captured during their trip to the Island of Hawai'i and create new posts that speak to World Ocean Day for posting on June 8th.

This is a natural continuation of the destinations partnership with these two influencers.

This campaign extension also provides an efficient, turnkey way for Island of Hawai'i to promote their message of conservation during this world wide holiday, driving more like-minded, service-focused and eco-conscious travelers to the island.

Commitment: \$ Due by June 3rd



Sample Projects:

Pono Communications – Steller/Bing Travel

IHVB selected 2 of 10 fully vetted influencers for this project, Michelle Halpern (March 11-14) and Lauren Davis (April 6 – 9). IHVB worked with Steller to provide each influencer with a complete itinerary based on their interests. See attached final results. IHVB also partnered with Steller for World Oceans Day (attached report).

Pono Communications – Rediscovering Hawai'i's Soul

IHVB worked with COH and Fairmont Orchid to host the initial briefing of RHS to hotel management (islandwide). Briefing attendees were also privy to Abstract Collab's activity (post-meeting) which included components of wellness, abstract painting, and live music by Jake Shimabukuro. COH is currently in discussions with their cultural team for possible next steps.

International – Sister City

IHVB worked with COH on a successful sister city trip to Japan in mid-April.

Travel Trade – Showcase

IHVB coordinated 4 travel trade training/reception programs in Texas to include: Houston (June 3), Austin (June 4), Dallas (June 5), and Plano (June 6). Additionally, IHVB, partners, and cultural ambassadors visited the Southwest Airlines offices. Partners included: Castle Resorts Hawai'i, Courtyard King Kamehameha's Kona Beach Resort, Fair Wind Cruises, Four Seasons Resort Hualālai, Grand Naniloa Hotel Hilo, A DoubleTree by Hilton, Hawai'i Forest & Trail, KapohoKine Adventures, Mauna Kea Resort, Outrigger Kona Resort & Spa, Royal Kona Resort, and The Umauma Experience. Ambassadors: Nalu Barrett, Kaleo Perry, Jaime Perry, Nāmakana Davis-Lim, Kapuanalani Lopes, and Keola Acol. Also in attendance (and promoting mindful travel/Pono Pledge) was COH Tourism Specialist Sherri Nakagawa.



Influencer Program Report

Island of Hawaii

World Oceans Day Report

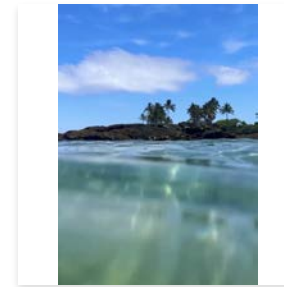
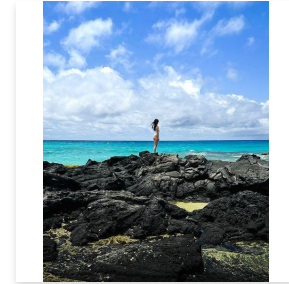
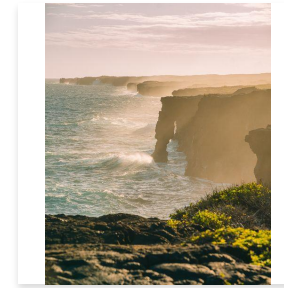


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Summary







About The Campaign

- 🚩 3 Influencers published 14 Posts.
- 📣 Total Reach was 202.2K, with 1.3M Impressions.
- ❤️ Each post got an average of 124.4 Engagements, 14.4K Reach, and \$1K EMV
- 👥 Audience was 60% Women, mostly from United States.
- 📊 The campaign generated \$14.2K EMV.



Performance

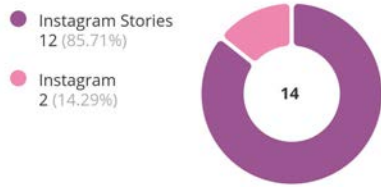
Campaign Stats

	Posts	Engagements	Reach	EMV
	14	1.7K	202.2K	\$14.2K
 Instagram Stories	12	 18  109	5.2K	\$6K
 Instagram	2	 1.6K  54	197K	\$8.2K

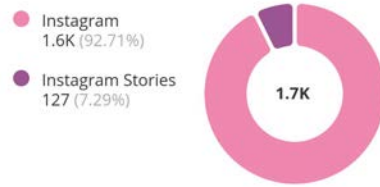
Performance

Breakdown

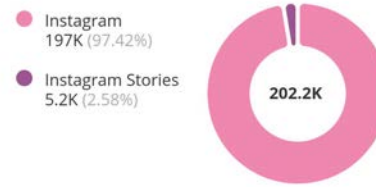
14 Posts



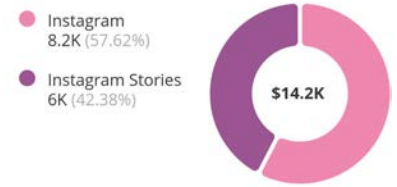
1.7K Engagements



202.2K Reach






\$14.2K EMV








Performance


Top Performing Posts



 Lauren Davis 






  06/08/24 




 MICHELLE ✈️ Luxury Travel + Beautif... 



 06/08/24 

 Steller Destinations 



  06/09/24 

Performance

Audience Demographics

30

Avg. Age

60%

Women



United States



Adventure

Age

12 - 17	3%
18 - 24	22%
25 - 34	54%
35 - 49	20%

Interests

Adventure	74%
Hiking	52%
Mountain	44%
Travel	36%

Members

3 Influencers



Lauren Davis

◆ 83

📣 198.3K Reach



MICHELLE → Luxur...

◆ 80

📣 3.8K Reach



Steller Destinati...

◆ 69

📣 126 Reach

Content

Campaign Posts

Top Posts by All Influencers

 Showing up to 16 posts per influencer, sorted by reach



Lauren Davis

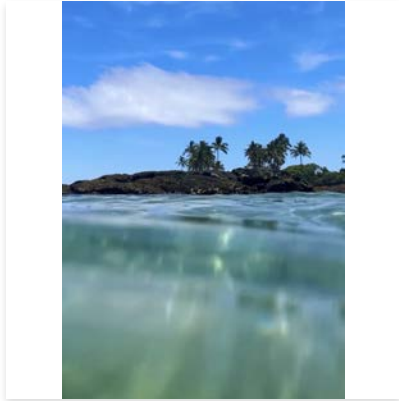
83

4 Posts

1.7K Eng.

198.3K Reach

\$10.9K EMV



1.6K 26



1.2K 14 13



1.1K 15 3



1.1K 29 2



Happy World Oceans Day! ❤️
Reflecting on my recent trip to Hawai'i, the stunning blue ocean...

06/08/24

06/08/24

06/08/24

06/08/24



MICHELLE ✈️ Luxury Travel + Beautiful Stays

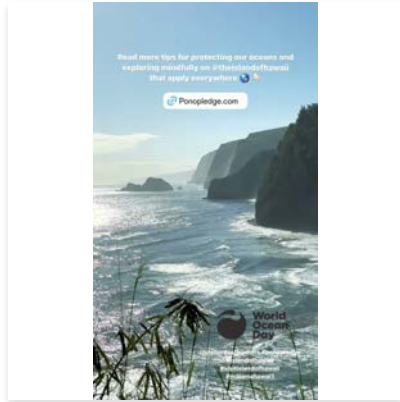
80

4 Posts

79 Eng.

3.8K Reach

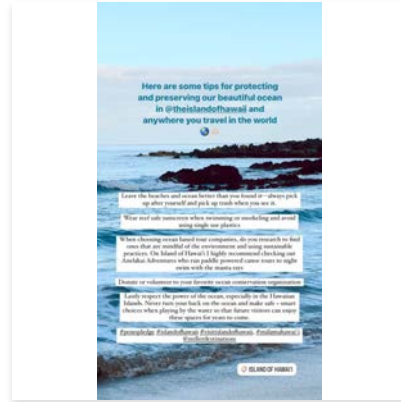
\$3.2K EMV



492 23

Read more tips for protecting our oceans and exploring mindfully on @theislandofhawaii th...

06/08/24



547 17

Here are some tips for protecting and preserving our beautiful ocean in @theislandofhawaii...

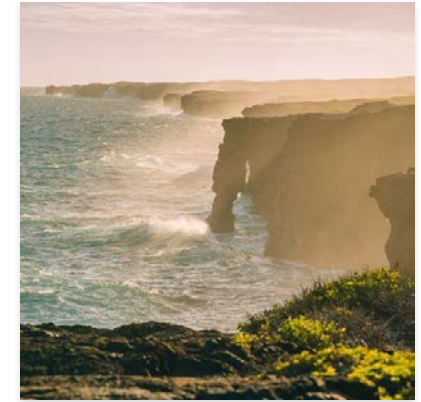
06/08/24



610 9

@stellerdereinations #ponopledge #islandofhawaii #visitislandofhawaii #mālamahawai'i Shari...

06/08/24



28 2.2K

Celebrating World Oceans Day with a few favorite snaps from a recent trip to theislandofha...

06/08/24



Steller Destinations

69

6

Posts

2

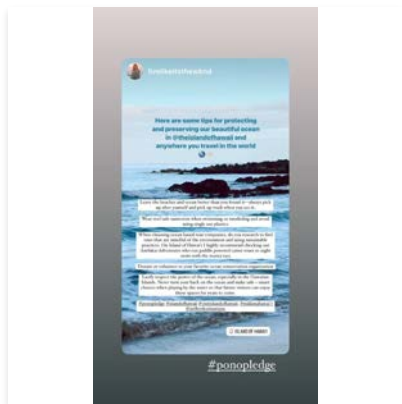
Eng.

126

Reach

\$145.8

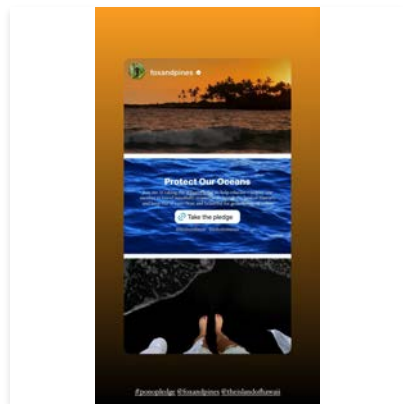
EMV



▶ 20 ◀◀ 1



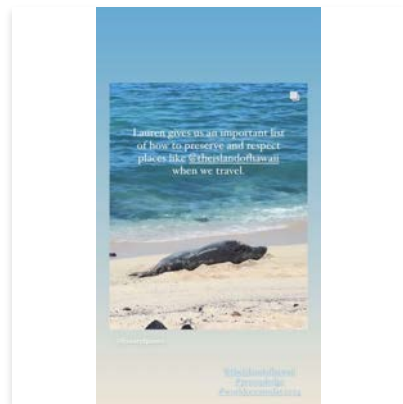
#ponopledge



▶ 18 ◀◀ 1



#ponopledge @foxandpines @theislandofhawaii



▶ 18



Lauren gives us an important list of how to preserve and respect places like @theislandofhawaii...



▶ 21



Read her important caption honoring #worldoceanday2024 #ponopledge @theislandofhawaii @ke...

06/09/24

06/08/24

06/08/24

06/08/24



Steller Destinations

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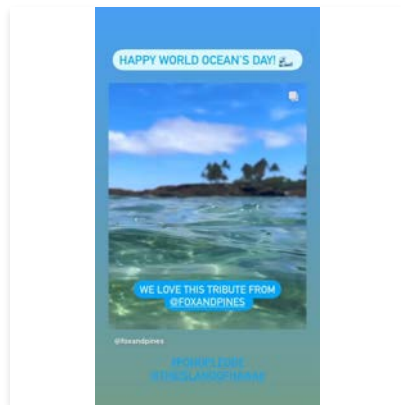
▶ 23



#PONOPLEDGE @theislandofhawaii
WHICH OF @LIVELIKEITSTHEWKND
OCEAN PHOTOS DO YOU ❤️ MOST?



06/08/24



▶ 27



HAPPY WORLD OCEAN'S DAY! 🌊 WE
LOVE THIS TRIBUTE FROM
@FOXANDPINES #PONOPLEDGE
@THEISLANDOF...

06/08/24



Thank You



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