



June 16, 2025

Via email – chresdev@hawaiiicounty.gov

Mr. Benson Medina
Director
Department of Research and Development
COUNTY OF HAWAII
25 Aupuni Street, Suite 1301
Hilo, Hawai'i 96720

Aloha e Director Medina,

The Island of Hawai'i Visitors Bureau (IHVB) is interested in providing professional services for the County during fiscal year 2026 (July 2025-June 2026).

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,

A handwritten signature in black ink, appearing to read "Scott Pauli".

Scott Pauli
Executive Director
Island of Hawai'i Visitors Bureau



Statement of Qualifications for General Education and Training

June 16, 2025

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, to one office, based in West Hawai'i. The pandemic also impacting staffing levels. Our current IHVB staffing level is four full-time workers.

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

Sample of Recent Projects:

Japan Sales Trip: Apr. 9-13

In anticipation of the return of Japan Airlines' non-stop Narita to Kona flight next summer, IHVB pivoted from a government-to-government sister city project to an island-specific sales trip. Island of Hawai'i Visitors Bureau (IHVB), Hawai'i County (COH), Hawai'i Tourism Authority (HTA), and Hawai'i Tourism Japan (HTJ) attended the Hawai'i Expo and met with various airlines and wholesale companies. Meetings were held with Japan Airlines, Hawaiian Airlines, and Delta Airlines. JATA, JTB, HIS, and Expedia. In attendance were HTA Board Chair Todd Apo, County Council Chair Holeka Inaba, R & D Director Benson Medina, and the Mayor's Executive Assistant Malia Louis. One of the key takeaways were the verbal commitment from JAL on their return flight to Kona from Narita starting in the summer of 2026.

Travel Trade – Showcase: Mar. 24-27

IHVB coordinated 4 travel trade training/tradeshows/reception programs in Scottsdale, AZ (March 24), Seattle, WA (March 25), Tacoma, WA (March 26), and Lake Oswego, OR (March 27). A total of 173 Hawai'i focus Travel Advisors received Hawai'i Island destination training and developed relationships with island partners. The theme/topic, which was well-received by attendees, was AgriTourism on Hawai'i Island. Hospitality partners included: Fair Wind Cruises, Hawai'i Forest & Trail, King Kamehameha Kona Beach Resort, Outrigger Kona Resort & Spa, Mauna Kea Beach Resort, Westin Hapuna Beach Hotel, Pacific 19, Hawaiian Airlines/Alaska Air, and Royal Kona Resort. Two additional partners, Sea Quest Adventures and Grand Naniloa Hilo intended to join but were ultimately unable to due to unforeseen circumstances. Agritourism ambassadors included: Pomai Weigert, GoFarm Hawai'i, Kea Keolanui, O.K. Farms, and Iopa Maunakea, Imu Mea 'Ai / Men of Pa'a. Also in attendance (and promoting mindful travel/Pono Pledge) was COH Tourism Specialist Frecia Cevallos.

Travel Trade – AgriTourism FAM: Apr. 26-May 3

IHVB, COH, and GoFarm Hawai'i/University of Hawai'i partnered on a first-ever agritourism FAM, Apr. 28 – May 3. This collaborative effort was a result of the 2024 Global Regenerative Agritourism Symposium held in Vanuatu. Chef Robert Oliver, Pacific Island Food Revolution (New Zealand) was a special guest on this FAM. Collectively, 15 family-owned or local community-based businesses were visited/involved.

HTA Global Marketing Team (GMT) FAM: Hawai'i Island Mar. 1-3

IHVB hosted the GMT FAM prior to the HTA Spring Update. Representatives from all Hawai'i Tourism Authority contractors (and select HTA staff) – Hawai'i Tourism Canada, Hawai'i Tourism China, Hawai'i Tourism Korea, Hawai'i Tourism Europe, Hawai'i Tourism Japan, Global MCI, Access Cruise, and Hawai'i Visitors & Conventions Bureau (corporate office) were in attendance. The program focused on familiarizing the contractors with West Hawai'i. Accommodation and activity partners included Hilo Hawaiian Hotel, Imu Mea 'Ai, Volcano Art Center, Tea Hawai'i & Co., Hawai'i Volcanoes National Park, 'Akaka Falls State Park, and Hawai'i Tropical Botanical Garden. Downtown Hilo Stroll included local shopping. Featured Hilo restaurants included Cafe Pesto, WSW Steakhouse, and Lehua Restaurant at 'Imiloa Astronomy Center. Based on the survey results, overall satisfaction was 77.7 percent, 22.2 percent were neutral. Hawai'i Forest & Trail supplied tour guides and transportation. They received outstanding scores for their high level of knowledge, professionalism, and friendliness.

Collateral + Promotional Items

Following are few photos/files of collateral (printed items) and logo (promotional items) that IHVB has recently created/updated).

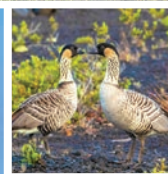
- * Island of Hawai'i Fact Sheet
- * Island of Hawai'i Resource Sheet
- * Island of Hawai'i L-folders (semi-clear file folders)
- * COH coin cards
- * COH pins



Coin Cards



COH Logo Pins



TIME ZONE
Hawai'i Standard Time [HST]
-10 UTC Year-round

LARGEST HAWAIIAN ISLAND
4,028 square miles - all of the other
Hawaiian islands can fit on
Hawai'i Island with room to spare!

www.gohawaii.com/island-of-hawaii

POPULATION
Approximately 208,882*
*2024 estimate

**WORLD'S MOST
ACTIVE VOLCANOES**
Kilauea and Maunaloa

FOUR NATIONAL PARKS + ONE NATIONAL TRAIL
Hawai'i Volcanoes National Park
Pu'uhonua o Hōnaunau National Historical Park
Kaloko-Honokōhau National Historical Park
Pu'ukohā National Historic Site
Ala Kahakai National Historic Trail

MORE COASTLINE
266 miles of coastline
and the most marine
conservation districts in
the State.

WATERFALLS
One of many waterfalls on the
northeastern coastline, 'Akaka Falls is the
State's tallest "sheer drop" waterfall at 442
ft., more than twice the height of Niagara
Falls at 167 ft.

FLOWER POWER
Home to several lush, tropical botanical
gardens and floral nurseries.

STELLAR SKIES
The entire Northern Hemisphere and
about 90% of the Southern Hemisphere
can be seen from here - perfect for
stargazing!

ANNUAL AVERAGE	KONA	KOHALA COAST	HILO
HIGH	83°F	83.8°F	80.9°F
LOW	67°F	68.3°F	66.8°F
Rainfall	24.8"	10.1"	126.7"
Ocean-High	81°F		80°F
Ocean-Low	76°F		75°F

CLIMATE ZONES*
Four of the world's five major climate
zones and all but four of the world's
subzones* can be found here, creating an
ecosystem unlike any other!

* Original Köppen Classification System

WORLD'S TALLEST MOUNTAIN
Maunakea - when measured from its base
on the seafloor - 33,500 ft.; 13,796 ft.
from sea level.

WORLD'S MOST MASSIVE MOUNTAIN
With a volume estimated at 18,000 mi³,
Maunaloa rises to about 13,679 ft. above
sea level. Maunaloa is the world's second
tallest mountain when measured from
its base on the seafloor - 16,400 ft. The
seabed is further depressed by Maunaloa's
great mass by another 26,250 ft., making
its summit 56,000 ft. above its base!

The ISLAND of HAWAII™

One of the HAWAIIAN ISLANDS

videos

The People. The Place.
The Hawaiian Islands



Pono Pledge



Island of Hawai'i



People of the Sea



Descendants of a
Volcano Goddess



The Primal Power
of Hula



Home-Grown Cuisine



Hawai'i's Rain Dancers
Summon Storms



Taste Hawai'i's
Famous Mochi



tools + resources

Knowledge Bank
images + b-roll



Ma'ema'e Toolkit
Hawai'i Style Guide



Hawai'i Volcanoes
National Park



Nā Ala Hele
Hiking Trails



Travel Tips



GoHawaii APP
ios



GoHawaii APP
android



Travel Planner



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#ponopledge

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PANIOLO FESTIVAL
Waimea
Peter Kenyon Photography

L-Folders

- paniolo and dual eruptions -
- Fund 1 -



The grey part represent transparent material