

HAWAII VISITORS & CONVENTION BUREAU
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April 6, 2020

Aloha mai,

On behalf of the Hawai'i Visitors and Convention Bureau (HVCB), I'd first like to convey our sincere mahalo for your support throughout the years. Your contributions directly afford us the opportunity to connect with potential travelers, and we have the utmost respect and appreciation for this working relationship.

As you all know, Hawai'i is the most isolated land mass on the planet. Supplying our islands with needed goods and services requires a complex distribution system. We also have on any given day 250,000 of our valued visitors, an almost 20% increase in our population. Our greatest fear is that this unprecedented pandemic will overwhelm our health care system for locals and visitors alike.

At this current juncture, amidst the uncertainty ushered forth by COVID-19, **we humbly ask that you and/or your publication(s) refrain from publishing any stories about Hawai'i that might encourage people to travel to the islands.** It is our responsibility to ensure the safety of visitors and residents alike, and therefore request that anything written about Hawai'i strongly discourages travelers from visiting Hawai'i until otherwise directed by our state officials.

We appreciate the strain you may be facing, as well as the pressure to continue producing content, and hope to support these efforts again soon. We eagerly await the time when we can welcome visitors back to our shores and look forward to connecting with you then.

Thank you for your understanding, wishing you and your family health, safety, and aloha.

Mahalo,

John Monahan
President and CEO
Hawai'i Visitors and Convention Bureau

About HVCB

The Hawai'i Visitors and Convention Bureau is contracted by the Hawai'i Tourism Authority (HTA) for marketing management services in the continental U.S. The HTA, the state of Hawai'i's tourism agency, was established in 1998 to ensure a successful visitor industry well into the future. Its mission is to strategically manage Hawai'i tourism in a sustainable manner consistent with the state of Hawai'i's economic goals, cultural values, preservation of natural resources, community desires, and visitor industry needs. For more information about the Hawaiian Islands, visit go.hawaii.com.