



Hawai'i Tourism Authority

Hawai'i Convention Center, 1801 Kalākaua Avenue, Honolulu, Hawai'i 96815
Website: www.hawaiitourismauthority.org

LINDA LINGLE
Governor

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President and Chief Executive Officer

Telephone: (808) 973-2255
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November 9, 2007

Dear Culture & the Arts Community:

You may have heard that we have decided to replace the Hawaii Arts Season with a year-round marketing effort to promote the culture and arts of Hawai'i. While the Arts Season was initiated to place special emphasis on attracting cultural tourists during the Spring shoulder season, we recognize the value of Culture and the Arts to the overall Hawai'i experience of our visitors and seek to showcase the variety of offerings with more pre-arrival exposure. We believe that our visitors are looking for ways to connect more closely with our culture and would appreciate information about things to do, attractions, events and schedules while they are in their decision-making process.

We are currently looking at several vehicles which we would use to promote Culture and the Arts to help motivate potential visitors. Right now we would appreciate any information, schedule/calendar of events, bio, images, footage or music that represents your work so that we can start to gather the materials for our marketing pieces. Please see the attached specifications sheet for any materials that will be submitted, and send the materials to Lois Kajiwara at:

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Honolulu, HI 96815

We have also attached a release form that you will need to sign and return to us which allows us to use your materials through one or all of the marketing vehicles being used to promote Culture and the Arts.

We appreciate your support of our efforts and look forward to being able to stimulate more business for Culture and the Arts.

Aloha,

David Uchiyama
Vice President – Tourism Marketing