



Aloha,

We've all seen the sensationalized coverage, most recently focused on air quality and we invite you to help get the accurate word out that the islands of Hawaii and Kauai are open for business. Here are some tools:

Air quality on the island of Hawaii

Air quality is in part dependent on weather conditions and wind direction. You and your guests can track it on a daily basis with the following links:

Interagency Vog Information Dashboard: <http://www.ivhhn.org/vog>

- [EPA Air Monitoring Real time viewer](#)
- [VOG Current Conditions](#)
- [VOG Forecast](#)
- [ASHFALL Forecast \(model\)](#)

Social media programs were developed to support the communities on the islands of Hawaii and Kauai. Should you travel to either island or know friends and family who are visiting, please share these programs with them:

#### **#ExploreIslandofHawaii Social Media Program**

Get the word out that most of the island of Hawaii's popular destinations, visitor areas and activities are unaffected and miles from Kilauea's activity. Post fresh island of Hawaii photos and activities to your business and personal Facebook and Instagram posts using the #ExploreIslandofHawaii hashtag. We're tracking the hashtag and boosting resonating posts with media dollars to increase their exposure to people considering a trip to the island of Hawaii. We need you to help share the breadth of opportunities the island of Hawaii has to offer and change the misperception created by misleading stories. #ExploreIslandofHawaii!

#### **#SupportHanalei Social Media Campaign**

On Kauai, Hanalei Town shops and restaurants are open for business even as their northern neighbors are still struggling with recovery. To help drive people back into Hanalei Town, we helped create and launch the #SupportHanalei social media campaign targeting on-island visitors and residents. Facebook and Instagram posts utilizing recent user generated content as well as edits from a "Hanalei is Open" YouTube video featuring merchants from Hanalei were created and are currently running.

#### **Share accurate coverage**

You can also share media stories that accurately reflect what's happening in Hawaii:

- <https://www.johnnyjet.com/travelers-facts-hawaii-volcano-kilauea/>
- Live with Kelly and Ryan:
- <https://www.facebook.com/LiveKellyandRyan/videos/10155780553598472/>
- <https://www.cbsnews.com/news/guatemala-hawaii-volcano-how-they-compare-differ/>
- <https://www.forbes.com/sites/kimwesterman/2018/05/31/dont-cancel-your-trip-to-the-big-island-hawaii-is-not-only-safe-to-visit-it-needs-our-love/%235079cb8c2c34t>

Please continue to visit <http://www.hawaii tourism authority.org/news/special-alert/> for updated information.

Mahalo for all you're doing,

John Monahan

President & CEO

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