

Subject: A3H Member Quarterly Newsletter

From: A3H <toni@a3h.org>

Date: 11/29/2011 8:57 AM

To: toni@a3h.org

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A3H Quarterly Newsletter

November 2011

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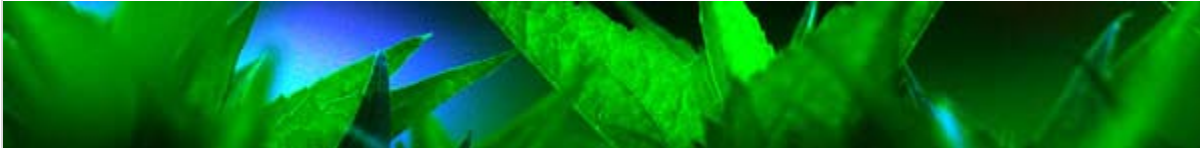


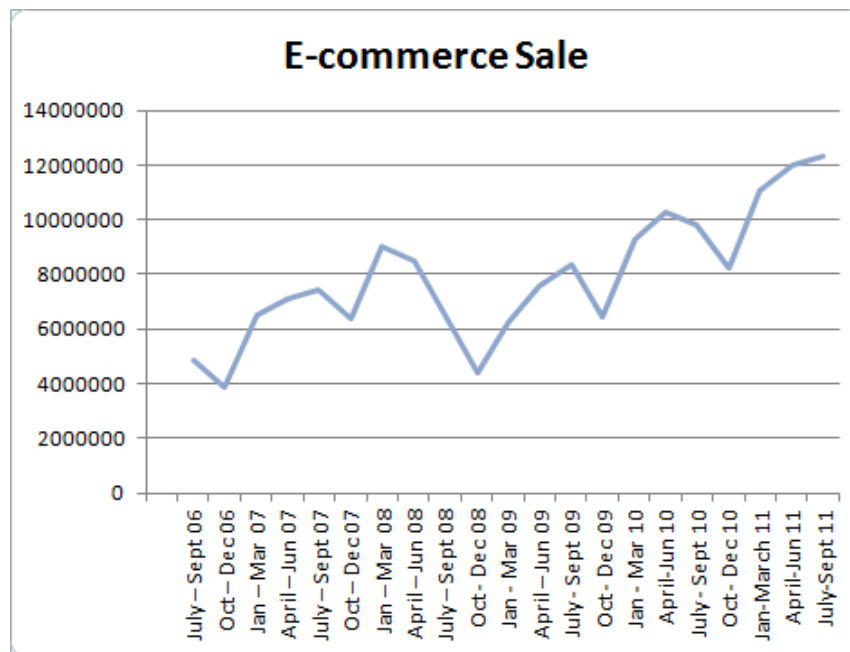
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Aloha!

Can you believe Thanksgiving is tomorrow? Time sure flies quickly, before you know it will be 2012. Hope this email finds you busy, healthy and grateful both personally and in your business.

Members' Website Sales ended the 3Q2011 at an all time high of \$12.35 Million. As you can see from the graph (right), overall web sales continue to grow with a distinct dip taking place 4th quarter of each year.

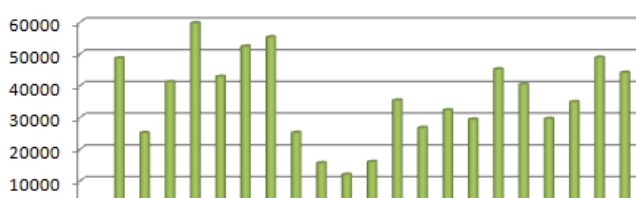


In October, A3H attended the Hawaii Travel Exchange presenting an educational seminar to

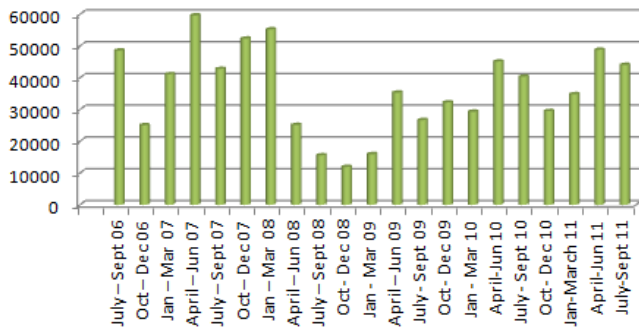
over 80 pre-qualified travel agent & top sellers of Hawaii. We also met one on one with 72 agents. This increased the number agents participants in the Travel Agent Referral Program & also further expanded the distribution list of our Bi-monthly Travel Agent Newsletter, "What's New in Hawaii".

The below graph shows pre-arrival bookings created by Travel Agents via Pono Rez up 9% when compared to the same quarter previous year. Due to the Hawaii Travel Exchange these numbers are expected to grow substantially 4th quarter.

TARP Sales



Our statewide marketing committee meets to discuss improving the A3H brand along with strategies to

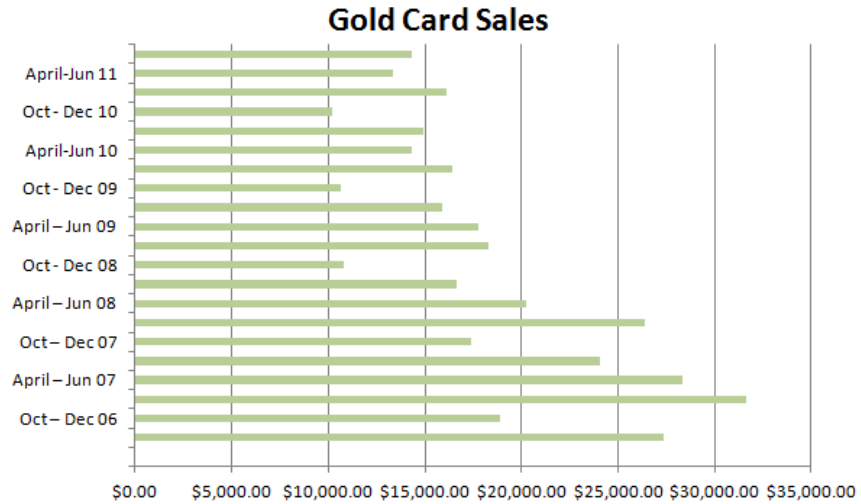


increase revenues. Specific focus has been on the A3H Gold Card. From the below graph, (most recent quarters are at the top), there's been a steady decline in sales over the years.

Earlier this month, A3H sent a [Gold Card information flyer](#) out to members to improve overall understanding of

the program and of A3H. We are patiently awaiting feedback from a BYU Hospitality and Travel class, which took on our organization as a class project. Communication is THE most challenging tasks as humans, whether it be business or personal. Thank you for taking the time to read this newsletter.

Request for board nominees was posted to the communications folder and snail mailed to each company. Board of director's term is 3 years. Expiring this year is 1 seat from Kauai (Kamika Smith), 1 from Oahu (Richard Schuman), 1 Maui representatives (Lisa Gibson) & 1 seat from the Big Island (Ronald Williams). **All current board members**



agreed to remain & be re-elected to the board. Our By-Laws require that we mail ballots to all members with their respective representatives for voting. Please look for this in the mail and send back either via mail or fax.

Please join us in welcoming our newest member from Kauai: Aii Dinner Show. They joined this past quarter and along with Catamaran Kahanu, Grand Wailea Luau, Hula Kai/Fair Wind Cruises and Hawaii Ocean Adventure increased their level use of Pono Rez.

Activity Link has provided an estimated completion date for AIDesk <->Pono Rez integration end of December. This integration will automate "Create, Modify and Cancellation" of bookings. Please be assured suppliers' protections are in place, agency capabilities to "Modify/Cancel" are disabled once a reservation enters the no cancellation window. This window is product specific, set up in your company preferences. Only actions a company would allow over the phone are enabled electronically.

The integration instructions have been provided to Activity Rez (previously known as HIRez), ATCO and Hula Rez. To date, only Activity Link (ALDesk) has had the "big picture" view, putting efficiencies, increased accuracies and effectiveness for the industry above their own company's "monopolistic" agenda. Activity Link's ALDesk system is by far the most utilized Agency point of sales system in Hawaii. It is used by Expedia, most hotels and large wholesalers.

A3H's purpose is to help members become more successful. Below you'll find information on new booking tools, transition of Google Analytics to real-time, ways to keep agencies law abiding and updates regarding our legislative agenda for 2012.

Sincerely,



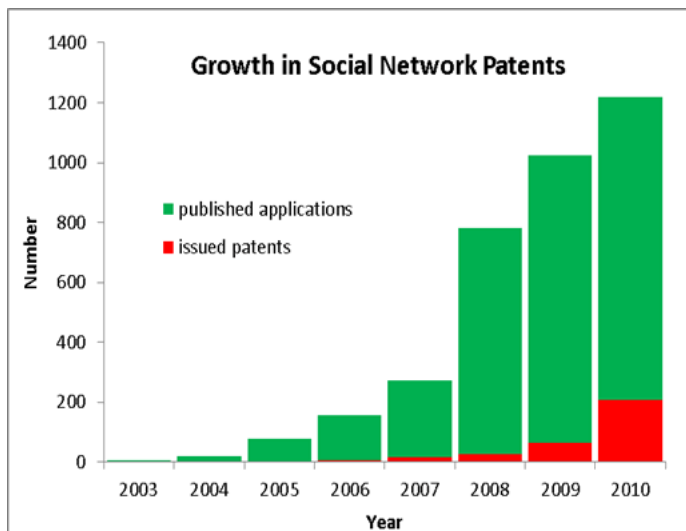


Toni Marie Davis
Executive Director
Toni@a3h.org
Direct: 808-871-7947 ext. 112 Cell: 808-264-0000
Home: 808-573-5382



Promo Code as Part of Web Bookings

Social media websites are the hottest thing on the internet right now. These are the first sites many people go when on line. It is also the place where individuals share information with one another. Building a social network and then tapping this network to convert into sales is a Gold Mine. If you're not in the "know" of what social media is think: Facebook, Twitter, Text Messages, IM, Google, LinkedIn, Plaxo, Digg, NutshellMail, Groupon, Living Social and the list goes on and on. The number of social media applications is growing exponential as the graph below shows.



Groupon, Living Social, BuyWithMe, Govity, etc... are all "Deal of the Day" .com businesses. They build a network of people to send a message & convert sales. These sites have become so popular there is now an APP, Yipit - kind of like the Kayak.com - which pulls the best deals for a specific city; such a dynamic environment. So the big questions is: Where do Hawaii Activities & Attractions fit into all of this? How to tap into this?

Pono Rez's most recent update, the ability to create promo codes is now available. This code is easily generated to incorporate as part of your booking button. For example on your company blog, twitter and/or facebook account, post a limited time special price or added value, provided the purchasers knows the Promo Code. You could tap into your LinkedIn or Plaxo contacts as well. Instead of requiring the customer to lock in a date for the product, incorporate the promo code with a Gift Certificate filter, so that past customers could purchase for family & friends. Christmas is right around corner. With the push to support small business & to be greener, what a great gift. I created a little clip to show you how to generate the code: [CLICK HERE TO VIEW](#)

Pono Rez also has coding available for "Deal of the Day" sites which enables the customer after they have purchased the ticket from the site (they pay the .com company) to redeem and attach the voucher to a specific date. One of the downsides

to "Deal of the Day or Hour" marketing campaign can be an overwhelming amount of reservation calls all at once. If the process of confirming the tickets is automated, the need for additional staff is eliminated. There is a Living Social offer with one of our members currently in production, I believe, a Groupon page as well with another member.

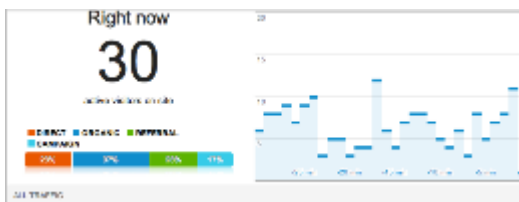


Google Analytics now Real-time

A3H recommends members attach some type of analytic tool which tracks web customer visits to your site. We use both Stat Counter (which you may access under the help tab, web stats, when logged into Pono Rez) & Google Analytics (GA). Both of these are Free. With GA we also expense a small \$250/month budget with an ADWords campaign. Our Pono Rez web booking buttons communicate directly with Google Analytics, (*please note:GA must have e-commerce turned on in order to seamlessly track conversion traffic*).

If you have a GA account, you might have heard they just announced a new version of Google Analytics. In addition to a redesigned interface that makes it even easier to explore your data, they also added some significant new features. Here are a few:

Google Analytics Real-Time



Real-Time shows you what's happening on your site - right now! The reports are updated continuously and each pageview is reported seconds after it occurs on your site. You'll find Real-Time reports in the 'Home' tab.

Multi-Channel Funnels

The screenshot shows the Google Analytics Multi-Channel Funnels report for the period of April 30, 2011 to May 30, 2011. The report is titled 'Top Conversion Paths' and shows 41.73% of total conversions. The table below lists the top four conversion paths:

Rank	Channel Sequence Path	Conversions	Conversion Rate
1	Display Advertising - Paid Search - Direct	1,231	310,270.18
2	Display Advertising - Paid Search	5,211	511,240.55
3	Display Advertising - Paid Search	3,710	310,250.17
4	Paid Search - Referral - Direct	5,844	542,760.51

See which channels your customers interacted with during the 30 days prior to converting or purchasing. Conversion path data includes interactions with many media channels, including clicks from paid and organic searches, affiliates, social networks, and display ads.

Mobile Reporting

Viewing: Mobile Device Info Mobile Device Branding Service Provider Mobile Input Selector Operating System

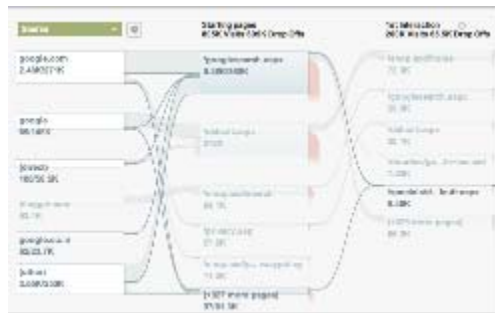
Secondary dimension: Select...

Mobile Device Info	Visitors	Pages/Visit
11. HTC EVO 4G	68	3.48
12. Samsung Galaxy Tab	66	3.42
13. Huawei Medo Ascend	61	3.28
14. Nokia 7630	61	1.85
15.		2.33
16.		4.25
17.		1.98
18.		1.42
19.		1.59

More and more, visitors are using mobile devices to browse the web. Mobile reports in the new version of Google Analytics help you understand how mobile visitors are interacting with your site. You can even see which mobile devices your visitors use and optimize for those devices. Make sure your websites phone number IS NOT AN IMAGE. If it is text, a mobile customer may easily click

the number to auto call without dialing.

Flow Visualization



Flow Visualization is a beautifully designed and highly sophisticated tool for graphically showing how visitors navigate through your site. They've completely re-imagined and redesigned the navigation tools available in the old version of Google Analytics.

If ever you need help with Google Analytics - visit their Help Center. There you will find up to date step by step of how to navigate Analytics using the new version. There are also Google Analytics blog which explores many of the changes and new features. And, there is a section of the Google Analytics Help Forum where you can ask questions and discuss the new version.



Keeping Agencies Law Abiding

Keeping agencies law abiding is something "we" CAN impact. When an agency is clearly breaking state statutes, please report these to our office, attention [Toni Marie Davis](#). Examples of prohibited acts are: selling products below costs, a signage infractions, improper brochure stickering, late payers, etc...

A3H will send a strongly written communication, educating the agency on the specific section of the law which they are violating along with monetary fines. It will provide a deadline for corrective action & copy the DCCA. Throughout this process the Activity Provider's entity will be kept

confidential.

A3H has several successful stories using this procedure.

If the agency doesn't take corrective action within the time provided, A3H with the board's approval will file an official complaint.

When reporting an infraction to A3H, include as much information regarding the agency and the specific action and evidence (photos, sample brochures, aging report, etc...).



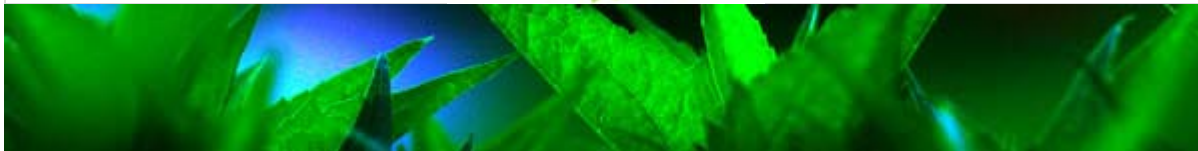
LTC Update: For the past two days I've been attempting to access PACER (Public Access to Court eRecords) for Nevada bankruptcy court. The system is either down or too busy. I'm able to enter other courts, so it is not my system. It is this specific court. I'll post an update via our members' only communication folder once I am successfully able to pull the most recent information.

For the 2012 Legislation

A3H has 3 focuses for 2012 legislation:

1. Re-introduced SB2337. This Bill amends HRS§ 663-1.54 The Law's requirement that a jury determine this issue is inconsistent with the traditional rules applied to personal injury claims. The existence and scope of duties owed by an operator or owner to users are determined by a court as a matter of law. By removing the determination from the court, the statute prevents the court from disposing of cases that have no merit and requires that the case be submitted to a jury for determination.
2. Amend language regarding brochure stickers to eliminate the use of other than Activity Desk information being listed.
3. Assist in crafting Zipline legislation being introduced by Big Island Representative Nakashima.

As always we will be monitoring and recruiting testimony on any Bills impacting our industry & small business. When Legislative session begins, in January please monitor the 2012 Legislative folder for these requests.



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A3H | 1361 Makawao Avenue | Mailing: PO Box 598 | Makawo | HI | 96768

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