



the **INDISPENSABLE** guide to Kaua'i beaches...

kauaiexplorer.com

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FOR IMMEDIATE RELEASE

10 Kaua'i Trails added to kauaiexplorer.com

KAUAI EXPLORER: KAUAI'S REAL OUTDOOR GUIDE & OCEAN SAFETY RESOURCE

Since its inception in 2002, Kaua'i Explorer has been providing beach safety and preservation information to the Garden Island and its visitors through its website www.kauaiexplorer.com. With a daily ocean report, detailed beach and trail content, tips from local experts, feedback from real travelers, and endorsements from government agencies, kauaiexplorer.com is an essential resource for Kaua'i's visitors and residents.

NEW TRAIL SECTION

Kaua'i Explorer announces its additional Trail Section to the existing website, featuring 10 highlighted Kaua'i hikes. Included are trail safety guides, preservation information on how to tread lightly in the island's backcountry and a comment section where browsers can provide their feedback and vote on trails. This added section was made possible through funding from the Hawai'i Tourism Authority, Kaua'i Explorer sponsors and Wasabi Marketing Elements.

Kaua'i Explorer has added the Trail Section to further promote the growing trend of eco-travel and provide visitors with 'fun' education that helps conserve Kaua'i's delicate environment. Says Explorer's Chief Director, Winston Welborn, "Hawai'i has the highest number of endangered and threatened species in the country and Kaua'i sees 1.2 million visitors a year. This kind of traffic has a real impact on our island's fragile natural resources. Some basic guidelines for how to tread lightly on our trails and hike safely can help our visitors have fun and preserve Kaua'i's land for future generations."

WHO IS INVOLVED

Kaua'i Explorer was conceptualized and created by the Hanalei-based design studio, Wasabi Marketing Elements. The project is endorsed by County of Kaua'i, Kaua'i Fire Department (KFD) and Ocean Safety Bureau, Kaua'i Visitors Bureau (KVB), Kaua'i Water Safety Task Force (KWSTF), National Weather Service (NWS) and many others. Principals Winston Welborn and Justin Britt, along with the rest of the Explorer team have been working in cooperation with the KFD Ocean Safety Bureau and the National Weather Service, to provide timely ocean reports in a format that is easy for visitors to understand.

A key participant in the Kaua'i Explorer project is the actual user. The website reaches a vast online audience – currently 20,000 visitors a month. Data shows that these users spend real time reviewing multiple web pages (over 12 pages viewed per visit) and participate in the online comment section, which provides a forum for feedback, travel tips and discussion among residents and visitors, alike.

Those involved with the visitor industry play an important role in the success of this project as well. Anyone in contact with Kaua'i's visitors is encouraged to refer to www.kauaiexplorer.com. Says Welborn, "We believe we've made positive steps forward in getting beach safety and preservation information to visitors. We do reach a large online audience, which continues to grow, but we know we can get this vital information to even more people. We've had strong support from the hotels and the concierge desks that provide kauaiexplorer.com as a resource for their guests. Adding the Trail section just brings even more important information to the guide and provides one more reason why anyone in the visitor industry should be using this resource and recommending it to their clients."

WHAT'S NEXT?

Kaua'i Explorer will continue to solidify and expand its preservation message, particularly promoting environmentally responsible travel to the islands. With the visitor-industry playing such a huge part in

Kaua'i's economy and the amount of visitors to the island having such a physical impact on the island's environment, Kaua'i's Explorer is inspired to take steps in advocating and promoting eco-travel on Kaua'i. The Explorer team is available to discuss these ideas and brainstorm ways to further this mission with interested parties.

Another goal of the project is to foster a place where users can get real information about Hawai'i. Further updates to Kaua'i Explorer's comments section will make it even easier for users to communicate with one another and gain valuable insight and feedback about travel experiences in the islands. The site will grow to incorporate a comprehensive forum section with the ability to search by topic for articles and postings about a variety of Hawai'i-related subjects.

With its Kaua'i pilot successfully in place, Explorer is expanding to include a guide for each Hawaiian island as Hawai'i Explorer at www.hiexplorer.com. Maui is the next island slated to launch. The project has been well received by Maui County and its visitor's bureau. Plans are in the works to create a Daily Ocean Report for the island by working with Maui lifeguards. Currently, funding is the largest obstacle to bringing the site to Maui and the Explorer team is working to find creative ways to finance the expansion.

If anyone would like to participate in developing these ideas or providing funding to implement them, please contact the team at www.kauaiexplorer.com.

PLEASE PARTICIPATE

At the basic level people are encouraged to visit and share kauaiexplorer.com. Businesses and individuals with websites are urged to link to kauaiexplorer.com and to include a link to the site in their visitor related communications. Organizations like Po'ipu Beach Resort Association are stellar examples of participation, as PBRA includes kauaiexplorer.com in the signature line of all of their emails.

For Kaua'i Explorer to sustain itself, further funding is needed to maintain the website and continue to add more content. Participation from sponsors is the driving force of the project. "We definitely want Kaua'i Explorer to retain its informational feel and not put a bunch of ads all over the site," says Britt of the Explorer team "so we came up with a program to sponsor beaches or trails that provide real value to selected businesses." Sponsorship opportunities are available for a variety of locations on the site. For more information please go to www.kauaiexplorer.com or call 826 0026.