



2021 PARTNERSHIP OPPORTUNITIES

The following opportunities reflect current plans and are subject to change with the evolving recovery environment. Details will be updated as conditions warrant.

HVCB/ ISLAND CHAPTER/ MEET HAWAII	PROGRAM/ACTIVITY	DESCRIPTION	TIMING (Month & Day)	LOCATION (City or Island)	COST	CONTACT (Name & Email)
PAID OPPORTUNITIES						
LEISURE MARKETING						
HVCB	Statewide Kama'āina Campaigns	Digital statewide campaign targeted to the kama'āina market, offering Hawai'i residents exclusive specials on accommodations, activities, attractions, shopping, dining and more. Partners provide kama'āina offer details.	Annual - currently in progress	Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i	Varies	HVCB Membership Department membership@hvcb.org
HVCB	Hawai'i Statewide Official Visitors' Guide	The Hawai'i Statewide Official Visitors' Guide is the HVCB destination planner produced in both digital and print formats. Qualified distribution is targeted digitally to the HVCB proprietary consumer database and modeled Hawai'i lookalike audience, as well as to the HVCB travel trade database and to fulfill requests from gohawaii.com and agents.gohawaii.com. Advertising opportunities are available at various levels.	Sep-Oct for 2022	U.S.	Varies	HVCB Membership Department membership@hvcb.org
CULTURE AND PRODUCT DEVELOPMENT						
HVCB	Cultural Training	Training for your team. Explore the significance and relevancy of the indigenous culture of Hawai'i. Learn how to incorporate culture into your marketing strategies. Basic and advanced levels.	Available upon request	Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i	Varies	Karen Wataru Nakaoka knakaoka@hvcb.org
HVCB	Cultural Product Development	Collateral review, program design and integration. Ensure that marketing materials and programs meet the expectations of today's traveler, while honoring this destination and its people.	Available upon request	Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i	Varies	Karen Wataru Nakaoka knakaoka@hvcb.org



HVCB/ ISLAND CHAPTER/ MEET HAWAII	PROGRAM/ACTIVITY	DESCRIPTION	TIMING (Month & Day)	LOCATION (City or Island)	COST	CONTACT (Name & Email)
TRAVEL TRADE SHOWS						
HVCB, KVB, OVB, MVCB, IHVB	Virtual Travel Trade Event: (Leisure) National – All Markets	Virtual travel trade event will include pre-recorded PPT video presentations by HVCB, Island Chapters and Hawaii'i supplier partners. Event also will include live, real-time engagement with advisors both days (live Q&A and chat functions), live prize giveaways, and an online resource center via travelagentcentral.com for supplier FAQ sheets or promotional material. All partners will receive travel advisor contact list within two weeks following the virtual broadcast. Event, presentations, and resource center will remain accessible to travel advisors up to 6 months after the event.	Dec 1-2 Two-day event	Virtual Event National – All Markets Estimated online attendance: 800 advisors+	Virtual pricing: \$500-\$650	Erica Neves eneves@hvcb.org
MVCB, DMVB, LVB	Ho'olauna Maui Nui Sales Mission	Educational updates about the islands of Maui, Moloka'i, Lāna'i are offered to select travel agents via intimate dinner seminars with Hawaiian entertainment. Partners participate as exhibitors and presenters.	Q4 (TBC)	U.S. (TBC)	\$0 (Does not include partner travel expenses)	Randy Parker randy@mauivb.com
IHVB	Island of Hawaii'i Showcase	Destination training and island updates will be provided to retail travel agents. IHVB will determine virtual format based on partner participation and virtual platform. Partners have an opportunity to share product information.	Nov (TBC)	Virtual Event	Virtual pricing (TBC)	Deanna Isbister disbister@hvcb.org
TRAVEL TRADE EDUCATION						
OVB	Niche Market O'ahu Webinars	Travel advisors receive updates and information on the endless choices O'ahu offers the discerning traveler and how to position O'ahu to their clients by niche market interest. Limited to two industry partners on a first come and niche fit basis, these webinars are positioned to provide your company and services greater exposure and targeted positioning. Contact OVB if interested in being a guest speaker.	Oct 7	O'ahu	\$750 per partner	Karishma Chowfin karishma@visit-oahu.com
MCI TRADE SHOWS						
HVCB/Meet Hawaii'i	IMEX America	Connect with senior decision-makers from North America and the world at the largest meetings industry tradeshow in the U.S. HVCB/Meet Hawaii'i coordinates the Destination Booth and podium spots are available for partners.	Nov 9-11	Las Vegas, NV	\$7,500 (Does not include partner travel expenses)	Josette Murai jmurai@hvcb.org
HVCB/Meet Hawaii'i	SITE SoCal Holiday Event & Charity Gala	Connect with Southern California incentive professionals. HVCB/Meet Hawaii coordinates the experience package with a table.	Dec 12-14	Palm Springs, CA	\$1,100 (Does not include partner travel expenses)	Adele Tasaka atasaka@hvcb.org



HVCB/ ISLAND CHAPTER/ MEET HAWAII	PROGRAM/ACTIVITY	DESCRIPTION	TIMING (Month & Day)	LOCATION (City or Island)	COST	CONTACT (Name & Email)
IN-KIND OPPORTUNITIES						
PUBLIC RELATIONS						
HVCB, KVB, OVB, MVCB, IHVB	Individual Media Visits	HVCB and the Island Chapters work closely to coordinate multi-island and island-specific visits for qualified journalists. Partners contribute accommodations, activities, and meals.	Q2, Q3, Q4 (TBC)	Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i	In-kind support	HVCB: Darlene Morikawa dmorikawa@hvcb.org KVB: Danielle Thomson Danielle.Thomson@AnthologyGroup.com OVB: Joyce Bernardo joyce@visit-oahu.com MVCB: Leanne Pletcher leanne@mauib.com IHVB: Donna Kimura dkimura@hvcb.org
MVCB	Press Trip: <i>Eat Your Heart Out</i>	Concept: From food-trucks and mom and pop shops to gourmet eateries and fine dining, Maui captures the essence of food. Upon arrival, journalists will literally, eat (and carve) a heart out of the island of Maui. Partners contribute accommodations, activities, and meals.	Nov 9-13	Maui	In-kind support	Leanne Pletcher leanne@mauib.com
SOCIAL MEDIA						
HVCB, KVB, OVB, MVCB, IHVB	Individual Social Influencer Visits	HVCB and the Island Chapters work closely to coordinate multi-island and island-specific visits for qualified social influencers. Content produced may be licensed for marketing use. Partners contribute accommodations, activities, transportation, and meals.	May - Dec	Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i	In-kind support	HVCB: Marisa Wong mwong@hvcb.org KVB: Danielle Thomson Danielle.Thomson@AnthologyGroup.com OVB: Joyce Bernardo joyce@visit-oahu.com MVCB: Leanne Pletcher leanne@mauib.com IHVB: Donna Kimura dkimura@hvcb.org
TRAVEL TRADE FAMs						
MVCB	Maui Nui Master Specialist Program	Top agents will be pre-selected for hands-on training, which includes sites, attractions, events, and travel agent relationships with Maui Nui. This is a seven-day, on-island educational program. Partners contribute accommodations, activities, and meals.	Dec (TBC)	Maui, Moloka'i & Lāna'i	In-kind support	Randy Parker randy@mauib.com



HVCB/ ISLAND CHAPTER/ MEET HAWAII	PROGRAM/ACTIVITY	DESCRIPTION	TIMING (Month & Day)	LOCATION (City or Island)	COST	CONTACT (Name & Email)
IHVB	Island of Hawaii Master Specialist Program	Gain exposure for your company through the Island of Hawaii Master Specialist training for top qualifying travel agents and/or Business Product Managers. The program is a 5-night, 6-day educational program. Partners contribute accommodations, activities, transportation, and meals.	Dec (TBC)	Island of Hawaii	In-kind support	Deanna Isbister disbister@hvcb.org
MCI FAMs						
HVCB, OVB, MVCB, IHVB	Destination Hawaii FAM	Pre/Post FAM for prequalified MCI Planners who were invited to the Destination Hawaii/Successful Meetings Conference. Each attendee has a definite program to book Hawaii. Partners contribute activities, transportation, and meals.	Dec (TBC)	O'ahu, Maui, Island of Hawaii	In-kind support	OVB: Noelani Schilling-Wheeler noelani@visit-oahu.com MVCB: Randy Parker randy@mauivb.com IHVB: Debbie Hogan dhogan@hvcb.org



HVCB/ ISLAND CHAPTER/ MEET HAWAII'	PROGRAM/ACTIVITY	DESCRIPTION	TIMING (Month & Day)	LOCATION (City or Island)	COST	CONTACT (Name & Email)
OTHER OPPORTUNITIES						
HVCB regularly collects and distributes destination information to key consumer, trade and meetings media. Partners are encouraged to share timely news and updates to be considered for relevant inclusion.						
PUBLIC RELATIONS						
KVB	News Release: <i>What's Blooming on the Garden Island</i>	News release distributed on a quarterly basis to media, stakeholders, and international contractors. Partners submit relevant and timely news/updates for inclusion, where possible and appropriate.	Q4	U.S.	\$0	Danielle Thomson Danielle.Thomson@AnthologyGroup.com
OVB	O'ahu Media Enewsletter: <i>News, Updates and Aloha from O'ahu</i>	Quarterly enewsletter sent to OVB media database with the latest information on industry updates. This is also shared with HTA Global Marketing Partners (GMTs) and adjusted for Travel Trade distribution. Partners submit relevant and timely news/updates for inclusion, where possible and appropriate.	Q4: Dec 1 Submission deadline: Nov 10	U.S.	\$0	Joyce Bernardo joyce@visit-oahu.com
MVCB, LVB, DMVB	Enewsletter: <i>Message from Maui Nui</i>	Enewsletter distributed to travel media, as well as industry partners. Partners submit relevant and timely news/updates for inclusion.	Mar, Jun, Sep, Dec	U.S.	\$0	Leanne Pletcher leanne@mauivb.com
IHVB	Media Eblast: <i>What's Sizzlin'</i>	Partners with pertinent news may contribute content for themed emails sent to media, stakeholders and global marketing partners. Partners submit relevant and timely news/updates for inclusion, where possible and appropriate to the theme.	Sep, Nov	U.S.	\$0	Donna Kimura dkimura@hvcb.org
TRAVEL TRADE MARKETING						
OVB	Destination O'ahu Travel Trade Program	An integrated 100% digital program that includes: live national webinars, an interactive Oahu digital guide, and email marketing promoted to Travel Weekly's audiences. Two (2) participation levels offered as well as optional discounted email marketing programs for members.	Nov	U.S.	Varies depending on participation level	Justin Nakaahiki justinnakaahiki@dmhawaii.com
OVB	O'ahu TT Enewsletter: <i>News, Updates & Aloha from O'ahu</i>	The OVB O'ahu enewsletter for travel professionals complements the HVCB communications by highlighting additional updates and news specific to O'ahu and targeting travel advisors who have specifically requested information and updates for the island of O'ahu. Partners submit relevant and timely news/updates for inclusion, where possible and appropriate.	Dec 8	U.S.	\$0	Joyce Bernardo joyce@visit-oahu.com cc. Karishma Chowfin karishma@visit-oahu.com



HVCB/ ISLAND CHAPTER/ MEET HAWAII	PROGRAM/ACTIVITY	DESCRIPTION	TIMING (Month & Day)	LOCATION (City or Island)	COST	CONTACT (Name & Email)
TRAVEL TRADE EDUCATION						
OVB	OVB <i>Mahalo Monday</i> Webinars (O'ahu Educational Updates Webinars)	Quarterly OVB webinars highlighting O'ahu island updates and what's new on O'ahu. Partners submit relevant and timely news/updates for inclusion, where possible and appropriate.	Dec 6	O'ahu	\$0	Karishma Chowfin karishma@visit-oahu.com
KVB	Kaua'i Updates Webinars	Webinars to provide travel professionals with updates for the island including travel protocols as well as new experiences and products. Partners submit latest updates, news, photos for inclusion.	Oct (TBD), Nov (TBD), Dec (TBD)	Kaua'i	\$0	Maile Brown maile@hvcb.org
IHVB	Island of Hawai'i Educational Webinars	Targeted niche webinars to promote unique island activities and destination updates. Partners submit the latest product news/updates.	Q2, Q3, Q4	Island of Hawai'i	\$0	Deanna Isbister disbister@hvcb.org
MCI EDUCATION						
IHVB	Hawai'i Island Destination MCI Presentations	Presentation to meeting planners that are on island conducting a site inspection. Presentation date, time and location prearranged with hotel partner, which will allow planner to gain valuable destination information and knowledge about Hawai'i Island. Partner may request a destination presentation by IHVB.	Available upon request	Island of Hawai'i	\$0	Debbie Hogan dhogan@hvcb.org