



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 U.S. Digital Cooperative Marketing Programs	Tactical, digital cooperative marketing programs for the destination are developed to drive business from top West-Coast markets during optimal booking periods. Advertising opportunities are available at various tiered levels.	Spring/late Apr, Fall (TBC)	West-Coast Markets	Tiered partnership levels starting at \$5,000	Gina Chun gchun@hvcb.org
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.	Mar, Fall (TBC)	Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i	Varies	HVCB Membership Department membership@hvcb.org
HVCB, KVB, OVB, MVCB, IHVB	Digital Visitors Guides/Travel and Vacation Planners: <ul style="list-style-type: none"> • Hawai'i Statewide Official Visitors' Guide • Kaua'i Official Travel Planner • O'ahu Official Vacation Planner • Maui Official Vacation Planner for Maui, Moloka'i & Lāna'i • Island of Hawai'i Official Travel Planner 	Digital Visitors Guides/Travel and Vacation Planners for the Hawaiian Islands statewide, as well as for the individual islands of Kaua'i, O'ahu, Maui/Moloka'i/Lāna'i and the island of Hawai'i. These are the official destination consumer guides. Various advertising opportunities are available.	Jul-Oct for 2022 digital guides	U.S.	Varies	HVCB Membership Department membership@hvcb.org
OVB	O'ahu Consumer Enewsletters	O'ahu consumer-themed enewsletters offer partners an opportunity to reach up to 100,000 opted-in subscribers who have expressed an interest in traveling to O'ahu. It includes themed travel itinerary ideas and planning advice. Advertising opportunities are available.	May 19, Jul, Sep, Nov (TBC)	U.S.	Varies	Joyce Bernardo joyce@visit-oahu.com
OVB	nMedia Consumer Eblasts	Customized, geo-targeted O'ahu cooperative enewsletters. The program reaches 40,000-100,000 subscribers with an interest in travel per eblast. Advertising opportunities are available.	Fall (TBC)	U.S.	TBD	Loren Malencheck loren@hawaii.rr.com
OVB	O'ahu Digital Marketing Co-op	Digital Marketing Co-op will provide native and banner advertising, social media across targeted digital media platforms. Advertising opportunities are available.	Fall (TBC)	U.S.	Varies by placement/package	Laurie Doerschlen mdlinks@aol.com

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IHVB	Kama'āina Campaign	Kama'āina Campaign with local television partner to include on-air spots, on-island segments, social promotion. Partners provide kama'āina offer details.	Spring/late Apr, Fall	Island of Hawai'i	\$0	Donna Kimura dkimura@hvcb.org
PUBLIC RELATIONS						
KVB	Media Blitz	Participating KVB partners (2-3) and/or cultural representatives attend media appointments and luncheons. Partners have an opportunity to highlight their property/service during exclusive meetings with freelance, print, online and broadcast media.	Sep (TBC)	West Coast OR New York	\$1,500 (Does not include partner travel expenses)	Danielle Thomson Danielle.Thomson@AnthologyGroup.com
OVB	Media Blitz (in-person, but possibly virtual)	OVB coordinates a media blitz to highlight the destination and to showcase participating partners. Opportunity for a select number of partners to meet directly with media in key U.S. markets. NOTE: As travel protocols/policies may change, the live event may be transitioned to a virtual event.	Sep (TBC)	Live (TBC) or Virtual Event	\$4,000 (Does not include partner travel expenses) or Virtual pricing: \$0	Krislyn Hashimoto krislyn@strykerweiner.com Noelani Schilling-Wheeler noelani@visit-oahu.com
IHVB	Media Blitz	Coordinated media blitz to select cities in the U.S. Limited opportunity for up to 3 partners to join IHVB and meet with media. Participation fee includes appointment planning, media luncheons, and in-city travel (ground transportation).	Fall	West Coast and/or Pacific Northwest	\$1,500 per person (Does not include partner travel expenses)	Donna Kimura dkimura@hvcb.org
CULTURE AND PRODUCT DEVELOPMENT						
HVCB	Cultural Training	On-site 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
TRAVEL TRADE SHOWS						
HVCB, KVB, OVB, MVCB, IHVB	Virtual Travel Trade Event: National – All Markets	Virtual trade event will include video presentations by HVCB, Island Chapters and Hawai'i supplier partners and live prize giveaways. Event will include live engagement with advisors both days (live chat and Q&A), a resource center for partners' materials and attendee contact list. Event, presentations, and resource center will remain accessible to travel advisors up to 6 months after the event.	Apr (TBC) Two-day event	Virtual Event National – All Markets Estimated online attendance: 800 advisors+	Virtual pricing: \$500-\$600	Erica Neves eneves@hvcb.org

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HVCB, KVB, OVB, MVCB, IHVB	Leisure Sales Blitz: U.S. West	In-person travel agent educational workshops and training will be conducted in key west coast markets. The live event format will include Hawaiian entertainment and presentations by HVCB, Island Chapters and Hawai'i Supplier Partners. NOTE: As travel protocols/policies may change, the live events may be transitioned to virtual events, which will follow a similar format to the live events.	Aug/Sep TBC 4 events	Live U.S. West Events or Virtual Events – Aug/Sep	Estimated pricing: \$850-\$1,100 per event or Virtual pricing: \$500-\$600	Erica Neves eneves@hvcb.org
HVCB, KVB, OVB, MVCB, IHVB	Virtual Travel Trade Event: U.S. Central & U.S. East Regions	Virtual trade event will include video presentations by HVCB, Island Chapters and Hawai'i supplier partners and live prize giveaways. Event will include live engagement with advisors both days (live chat and Q&A), a resource center for partners' materials and attendee contact list. Event, presentations, and resource center will remain accessible to travel advisors after the event.	Sep/Oct (TBC)	Virtual Events U.S. Central and U.S. East Regions	Virtual pricing: \$500-\$600	Erica Neves eneves@hvcb.org
OVB	Experience O'ahu Sales Mission	Week-long sales mission to highlight O'ahu, train qualified travel advisors on product and sales positioning, provide updates and encourage travel advisors and wholesalers to push O'ahu marketing and sales. Partners are invited to attend as exhibitors and presenters. Open to O'ahu-based hoteliers and activities only. Limited to six (6) industry partners on a first-come, first-served basis.	Q3/Q4 (TBC)	TBC	Estimated: \$4,000 (Does not include partner travel expenses)	Karishma Chowfin karishma@visit-oahu.com
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.	Q3/Q4 (TBC)	U.S. (TBC)	\$0 (Does not include partner travel expenses)	Randy Parker randy@mauivb.com
IHVB	Island of Hawai'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.	May (TBC)	Virtual Event	Virtual pricing (TBC)	Deanna Isbister disbister@hvcb.org

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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.	Apr 8, Oct 7	O'ahu	\$750 per partner	Karishma Chowfin karishma@visit-oahu.com
MCI TRADE SHOWS						
HVCB/Meet Hawaii	Virtual Trade Show: <i>I Mua Hawaii</i>	The MCI virtual trade show will include pre-scheduled one-on-one appointments and showcase authentic opportunities for planners to enhance their programs in the Hawaiian Islands, including learning about the new Hawaii MCI Blueprint, receiving destination updates, meeting Made-in-Hawaii vendors, and experiencing a fun and entertaining Hawaii-style <i>pau hana</i> happy hour.	Feb 25	Hawaii (virtual)	TBC (pending participation)	John Reyes jreyes@hvcb.org Josette Murai jmurai@hvcb.org
HVCB/Meet Hawaii	Virtual Trade Show: <i>I Mua Hawaii</i>	The MCI virtual trade show will include pre-scheduled one-on-one appointments and showcase authentic opportunities for planners to enhance their programs in the Hawaiian Islands, including learning about the new Hawaii MCI Blueprint, receiving destination updates, meeting Made-in-Hawaii vendors, and experiencing a fun and entertaining Hawaii-style <i>pau hana</i> happy hour.	Apr	Hawaii (virtual)	TBC (pending participation)	John Reyes jreyes@hvcb.org Josette Murai jmurai@hvcb.org
HVCB/Meet Hawaii	Virtual Trade Show: <i>I Mua Hawaii</i>	The MCI virtual trade show will include pre-scheduled one-on-one appointments and showcase authentic opportunities for planners to enhance their programs in the Hawaiian Islands, including learning about the new Hawaii MCI Blueprint, receiving destination updates, meeting Made-in-Hawaii vendors, and experiencing a fun and entertaining Hawaii-style <i>pau hana</i> happy hour.	Jul	Hawaii (virtual)	TBC (pending participation)	John Reyes jreyes@hvcb.org Josette Murai jmurai@hvcb.org
HVCB/Meet Hawaii	American Society of Association Executives (ASAE) Annual Team Meeting	Client event with industry partners coordinated by HVCB/ Meet Hawaii. Participation opportunities are available.	Aug 14-17	Dallas, TX	TBC (pending participation)	Meredith Parkins mparkins@hvcb.org
HVCB/Meet Hawaii	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 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

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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: Krislyn Hashimoto krislyn@strykerweiner.com MVCB: Leanne Pletcher leanne@mauivb.com IHVB: Donna Kimura dkimura@hvcb.org
KVB	Press Trip: <i>Romance</i> OR <i>Mindful Travel</i>	Theme: Romance Kaua'i is one of the world's premier romantic destinations - ideal for weddings, honeymoons, vow renewals, couples vacations and soul rejuvenation year-round. OR Theme: Mindful Travel Learn about Hawaiian culture, it's people and ocean life, plant conservation, agriculture, and sustainable practices. Partners have an opportunity to engage with media in exchange for support with accommodations, activities, transportation and meals.	Oct (TBC)	Kaua'i	In-kind support	Danielle Thomson Danielle.Thomson@AnthologyGroup.com
OVB	Media Blitz - Virtual	OVB coordinates a media blitz to highlight the destination and to showcase participating partners. Opportunity for a select number of partners to meet virtually with media in key U.S. markets.	May/Jun	O'ahu	In-kind support	Krislyn Hashimoto krislyn@strykerweiner.com Noelani Schilling-Wheeler noelani@visit-oahu.com
OVB	Press Trip (virtual or in-person)	Press trip bringing qualified media and/or influencers to explore and discover O'ahu. Select partners have an opportunity to engage with the media. Partners contribute accommodations, activities, transportation, and meals.	Oct (TBC)	O'ahu	In-kind support	Krislyn Hashimoto krislyn@strykerweiner.com Noelani Schilling-Wheeler noelani@visit-oahu.com

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MVCB, LVB	Press Trip: <i>Dive into Maui Nui</i>	Concept: Highlighting the <i>kuleana</i> video series, this press trip will help journalists take a deeper dive into health and safety protocols, sustainable practices and incorporate a community give-back activity, all while submersed in Hawaiian culture. Partners contribute accommodations, activities, and meals.	May 3-8	Maui, Lānaʻi	In-kind support	Leanne Pletcher leanne@mauib.com
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
MVCB	Press Trip: <i>Traversing into Old Hawaiʻi</i>	Concept: Participants will discover there's more than one way to experience <i>Hāna</i> town's old Hawaiiana charm and experience a town's embodiment of farm-to-table cuisine, all while truly immersed in Hawaiian culture and activities. Partners contribute accommodations, activities, and meals.	Sep 7-11	Maui	In-kind support	Leanne Pletcher leanne@mauib.com
IHVB	Media Blitz - Virtual	Coordinated media appointments via ZOOM, Facetime or other online platform. Partner guests may be invited to share their stories as it pertains to the tourism pillars set forth by the Hawaiʻi Tourism Authority and County of Hawaiʻi. Partners may be asked to sponsor accommodations for public relations team (1-2 rooms, 1-2 nights) and reliable internet access in a scenic, quiet location.	Q2, Q3, Q4	Island of Hawaiʻi	In-kind support	Donna Kimura dkimura@hvcb.org
IHVB	Press Trip (small group/s or individual)	IHVB coordinates qualified media participants. Partners contribute accommodations, activities and meals.	Q3 or Q4	Island of Hawaiʻi	In-kind support	Donna Kimura dkimura@hvcb.org

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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: Krislyn Hashimoto krislyn@strykerweiner.com MVCB: Leanne Pletcher leanne@mauivb.com IHVB: Donna Kimura dkimura@hvcb.org
TRAVEL TRADE FAMs						
KVB	Kaua'i Master Specialist Program	Gain exposure for your company through the Kaua'i Master Specialist training for top-selling travel agents. The program is a five-night, on-island Kaua'i educational program. Partners contribute accommodations, activities, and meals.	Fall (TBC)	Kaua'i	In-kind support	Maile Brown maile@hvcb.org
OVB	O'ahu Accelerated FAM Program	Gain exposure for your company through the OVB O'ahu Accelerated FAM training for top-selling travel agents. OVB works with select wholesalers and consortia partners to bring qualified, top-selling travel agents for an in-depth, five-day, on-island O'ahu educational program. Similar in training to the well-respected O'ahu Master Specialist program, but without certification (as unexpected changes during the current COVID-19 era may create unforeseen situations with the FAM). Partners contribute accommodations, activities, transportation, and meals.	Fall (TBC)	O'ahu	In-kind support	Karishma Chowfin karishma@visit-oahu.com
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.	Nov (TBC)	Maui, Moloka'i & Lāna'i	In-kind support	Randy Parker randy@mauivb.com
IHVB	Island of Hawai'i Master Specialist Program	Gain exposure for your company through the Island of Hawai'i 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.	Oct (TBC)	Island of Hawai'i	In-kind support	Deanna Isbister disbister@hvcb.org

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MCI FAMs						
HVCB, KVB, OVB, MVCB, IHVB	Destination Hawai'i FAM	Pre/Post FAM for prequalified MCI Planners who were invited to the Destination Hawai'i/ <i>Successful Meetings</i> Conference. Each attendee has a definite program to book Hawai'i. Partners contribute activities, transportation, and meals.	Fall (TBC)	Kaua'i, O'ahu, Maui, Island of Hawai'i	In-kind support	KVB: Maile Brown maile@hvcb.org OVB: Noelani Schilling-Wheeler noelani@visit-oahu.com MVCB: Randy Parker randy@mauib.com IHVB: Debbie Hogan dhogan@hvcb.org
MVCB	Meetings Today Pre-Conference FAM	Pre-FAM for prequalified MCI Planners who were invited to the Meeting's Today Conference. Each attendee has a definite program to book Hawai'i. Partners contribute activities, transportation, and meals.	Mar 4-7 Pre-FAM	Maui	In-kind support	Randy Parker randy@mauib.com
IHVB	Meetings Today Live! Hawai'i	Meetings, Conventions and Incentive (MCI) Tradeshaw on the island of Hawai'i. Meetings Today will host 25 planners for a two-day, in-person tradeshow including one-on-one pre-scheduled appointments. Planners will also experience three days of events/activities suitable for the group/meetings market.	Mar 7-10	Island of Hawai'i	TBC	Debbie Hogan dhogan@hvcb.org

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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.	Q3, 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.	Feb 23, May 4, Jul, Oct (TBC)	U.S.	\$0	Joy Goto joy@strykerweiner.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.	May, July, Sep, Nov	U.S.	\$0	Donna Kimura dkimura@hvcb.org
TRAVEL TRADE MARKETING						
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.	Feb, Apr, Jun, Oct (Two additional are TBC)	U.S.	\$0	Joyce Bernardo joyce@visit-oahu.com cc. Karishma Chowfin karishma@visit-oahu.com



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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.	Feb 8, Jun 7, Aug 9, Dec 6	O'ahu	\$0	Karishma Chowfin karishma@visit-oahu.com
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