



## 2024 PARTNERSHIP OPPORTUNITIES

HVCB / Island Chapter	ACTIVITY	DATE	DESCRIPTION	LOCATION	COST	CONTACT (Name & Email)
<b>CONSUMER PROMOTIONS</b>						
HVCB, KVB, OVB, MVCB, IHVB	Mālama Hawai'i Program – Volunteer Experiences	Ongoing	Visitors are encouraged to give back to the destination by participating in the Mālama Hawai'i Program. The U.S. brand media campaign call-to-action drives to gohawaii.com/malama which lists volunteer opportunities via Kanu Hawai'i's dashboard.  Participate by offering a voluntourism activity.	Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i	\$0	Lei Field <a href="mailto:lfield@hvcb.org">lfield@hvcb.org</a>
HVCB, KVB, OVB, MVCB, IHVB	Mālama Hawai'i Program – Hotel Offers	Ongoing	In addition to promoting enriching volunteer experiences, hotel partners can build special Mālama Hawai'i packages to be listed on the Mālama Offers page.	Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i	\$0	Lei Field <a href="mailto:lfield@hvcb.org">lfield@hvcb.org</a>
HVCB	Hawai'i Statewide Visitors' Guide	Annual with mid-year updates	The Hawai'i Statewide Visitors' Guide (statewide with individual island sections for Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, and Island of Hawai'i) is published annually in digital format with dynamic listings. This is the official pre-arrival vacation planner for consumers. The guide receives targeted digital distribution modeled on Hawai'i first party consumer data, as well as HVCB firmwide distribution and promotion throughout the year.  Various advertising opportunities are available.	U.S.	Varies	HVCB Membership Department: <a href="mailto:membership@hvcb.org">membership@hvcb.org</a>
HVCB, KVB, OVB, MVCB, IHVB	The Hawai'i Visitor Guidebooks: <i>Experience Kaua'i</i> <i>Experience O'ahu</i> <i>Experience Maui, Molokai, Lāna'i</i> <i>Experience Hawai'i Island</i>	Semi-Annual	The Hawai'i Visitor Guidebooks are the official post-arrival, island-specific guides for Kaua'i, O'ahu, Maui/Moloka'i/Lāna'i, and Island of Hawai'i. They are published semi-annually in print and digital formats for use in-destination to promote local activities, dining, shopping, products, and services. Distributed at airports and key strategic visitor locations on each island.  Various advertising opportunities are available.	Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i	Varies	HVCB Membership Department: <a href="mailto:membership@hvcb.org">membership@hvcb.org</a>
HVCB	Statewide Consumer Special Offers: GoHawaii App	Ongoing	The GoHawaii app is a destination pre/post arrival tool to plan the most enriching Hawai'i vacation.  Partners submit consumer special offers.	Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i	Varies	HVCB Membership Department: <a href="mailto:membership@hvcb.org">membership@hvcb.org</a>

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HVCB	Statewide Kama'āina Campaigns	Quarterly	Digital statewide campaign targeted to the kama'āina market, offering Hawai'i residents exclusive specials on accommodations, activities, attractions, shopping, dining, etc.  Partners provide kama'āina offers.	Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i	Varies	HVCB Membership Department: <a href="mailto:membership@hvcb.org">membership@hvcb.org</a>
HVCB	E-newsletter: <i>Islands of Aloha Express</i>	Monthly	The consumer e-newsletter offers partners an opportunity to reach up to 240,000 opted-in subscribers who have expressed an interest in traveling to the Hawaiian Islands. It includes stories about Hawai'i, a festivals and events calendar, travel planning tips, special offers, and downloadable wallpapers.  Advertising opportunities are available.	U.S.	Varies	HVCB Membership Department: <a href="mailto:membership@hvcb.org">membership@hvcb.org</a>
HVCB, KVB, OVB, MVCB, IHVB	Online Calendar of Events	Ongoing	List an event on the Calendar of Events pages of the gohawaii.com website.	Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i	\$0	<a href="mailto:calendar@hvcb.org">calendar@hvcb.org</a>
OVB	E-newsletter: <i>News, Updates and Aloha from O'ahu</i>	Jan, Feb, Mar, Jul/Aug, Sep, Oct, Nov	Consumer e-newsletter sent to OVB consumer database with updates and offers from O'ahu.  Partners to provide updates and offers.	U.S.	\$0	Noelani Schilling-Wheeler <a href="mailto:noelani@visit-oahu.com">noelani@visit-oahu.com</a>
OVB	Cyber Monday Co-op Program	Nov	Partnership program highlighting industry offers during Black Friday, Cyber Monday, and Travel Tuesday.	U.S.	Varies	Noelani Schilling-Wheeler <a href="mailto:noelani@visit-oahu.com">noelani@visit-oahu.com</a>
<b>PUBLIC RELATIONS</b>						
HVCB, KVB, OVB, MVCB, IHVB	Individual Media Visits	Ongoing	HVCB and the Island Chapters work closely to coordinate multi-island and island-specific visits for qualified journalists, incorporating Mālama Hawai'i.  Partners contribute accommodations, meals, and activities aligned with the regenerative tourism direction.	Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i	In-kind support	Lei-Ann Field <a href="mailto:lfield@hvcb.org">lfield@hvcb.org</a>
HVCB	International Media Marketplace (IMM)	Jan	HVCB will participate in TravMedia's IMM and connect with travel media through one-on-one prescheduled meetings.  Partners submit news/updates to be considered for inclusion.	New York, NY	\$0	Lei-Ann Field <a href="mailto:lfield@hvcb.org">lfield@hvcb.org</a>
HVCB, KVB, OVB, MVCB, IHVB	Media Blitz: Northern California	May TBC	HVCB and the Island Chapters coordinate appointments with key media to share destination updates and promote Mālama Hawai'i and mindful travel.  Partners submit news/updates to be considered for inclusion.	Northern CA	\$0	Lei-Ann Field <a href="mailto:lfield@hvcb.org">lfield@hvcb.org</a>

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HVCB	FestPac Mini Press Trip	Jun	A mini press trip will center around FestPac events with the option of adding another island as schedules allow.  Partners contribute accommodations, transportation, meals, activities aligned with Hawaiian culture and regenerative tourism.	O'ahu + Kaua'i, Maui, Moloka'i, Lāna'i, Island of Hawai'i	In-kind support	Lei-Ann Field <a href="mailto:lfield@hvcb.org">lfield@hvcb.org</a>
HVCB, KVB, OVB, MVCB, IHVB	Virtual Media Blitz	Aug TBC	HVCB and the Island Chapters coordinate virtual appointments with key media to share destination updates and promote Mālama Hawai'i and mindful travel.  Partners submit news/updates to be considered for inclusion.	Virtual	\$0	Lei-Ann Field <a href="mailto:lfield@hvcb.org">lfield@hvcb.org</a>
KVB	News Release: <i>What's Blooming on the Garden Island</i>	Quarterly	KVB news release distributed on a quarterly basis to media, stakeholders, and HTA's Global Marketing Partners.  Partners submit news/updates to be considered for inclusion.	U.S.	\$0	Maile Brown <a href="mailto:maile@hvcb.org">maile@hvcb.org</a>
OVB	E-newsletter: <i>News, Updates &amp; Aloha from O'ahu</i>	Quarterly	Quarterly OVB e-newsletter sent to media database with the latest information on industry updates. This is shared with HTA's Global Marketing Partners and adjusted for Travel Trade distribution.  Partners submit news/updates to be considered for inclusion.	U.S.	\$0	Kalei Kaaialii, AMG <a href="mailto:kalei.kaaialii@finnpartners.com">kalei.kaaialii@finnpartners.com</a>  Noelani Schilling-Wheeler <a href="mailto:noelani@visit-oahu.com">noelani@visit-oahu.com</a>
OVB	Media Release: <i>Mālama 'āina, Mālama O'ahu - Regenerative Tourism on O'ahu</i>	Bi-annual	OVB media release updating media on regenerative tourism updates, and appropriate O'ahu destination management efforts relevant for media (and their audiences)  Partners submit news/updates at their properties or attractions, relevant to regenerative tourism for consideration.	U.S.	\$0	Kalei Kaaialii, AMG <a href="mailto:kalei.kaaialii@finnpartners.com">kalei.kaaialii@finnpartners.com</a>  Noelani Schilling-Wheeler <a href="mailto:noelani@visit-oahu.com">noelani@visit-oahu.com</a>
OVB	Individual Media Visits: FestPac	Q1 TBC	Individual media visits will drive pre-event coverage and encourage travel to O'ahu for FestPac in June.  Partners contribute accommodations, transportation, meals, activities aligned with Hawaiian culture and regenerative tourism.	\$0	In-kind support	Kalei Kaaialii, AMG <a href="mailto:kalei.kaaialii@finnpartners.com">kalei.kaaialii@finnpartners.com</a>  Noelani Schilling-Wheeler <a href="mailto:noelani@visit-oahu.com">noelani@visit-oahu.com</a>

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OVB	FAM: Local Media Hui	Q2 TBC	OVB will coordinate a media FAM and develop an advisory media group with local media who contribute to national media outlets. The FAM will help participants rediscover O'ahu through deeper engagements with cultural and sustainability-focused experiences.  Partners contribute accommodations, transportation, meals, activities aligned with the regenerative tourism direction.	O'ahu	In-kind support	Kalei Kaaialii, AMG <a href="mailto:kalei.kaaialii@finnpartners.com">kalei.kaaialii@finnpartners.com</a>  Noelani Schilling-Wheeler <a href="mailto:noelani@visit-oahu.com">noelani@visit-oahu.com</a>
OVB	Media Blitz: New York and/or Los Angeles	Fall TBC	OVB coordinates in-market media appointments and invites a select number of industry partners to participate. Ambassador(s) share cultural, community, and/or environmental values and 'ike that align with our regenerative tourism strategies.  Limited participation for 3-4 partners.	New York, NY Los Angeles, CA	\$4,000  Partner travel costs on own	Noelani Schilling-Wheeler <a href="mailto:noelani@visit-oahu.com">noelani@visit-oahu.com</a>
MVCB	Media Blitz: Chicago	Jan	MVCB coordinates in-market media appointments. Select ambassadors share updates from MVCB partners, regenerative tourism, and DMAP initiatives. This media blitz will be in conjunction with the Chicago Travel & Adventure Show.  Partners submit news/updates to be considered for inclusion.	Chicago, IL	\$0	Leanne Pletcher <a href="mailto:leanne@mauivb.com">leanne@mauivb.com</a>
MVCB	E-newsletter: <i>Message from Maui Nui</i>	Quarterly	MVCB e-newsletter distributed to partners requesting the latest information on accommodations, restaurants, and activities. Primary audience is travel media as well as industry partners.  Partners submit news/updates to be considered for inclusion.	U.S.	\$0	Leanne Pletcher <a href="mailto:leanne@mauivb.com">leanne@mauivb.com</a>
IHVB	Eblast: <i>What's Sizzlin'</i>	Feb, Apr, Jun, Aug, Oct, Dec (on/near the first of the month)	Themed email distributed to media, stakeholders, and HTA's Global Marketing Partners. A copy of <i>What's Sizzlin'</i> also resides on the GoHawaii media site.  Partners submit news/updates to be considered for inclusion.	U.S.	\$0	Donna Kimura <a href="mailto:dkimura@hvcb.org">dkimura@hvcb.org</a>
IHVB	Media Blitz: Texas	Nov	IHVB coordinates a media blitz with in-market media appointments and arranges itineraries to share regenerative travel awareness, what's new on Hawai'i Island, as well as consumer-facing DMAP programs in place and Hawaiian culture.  Limited participation for up to three partners.	TX	\$0  Partner travel costs on own	Donna Kimura <a href="mailto:dkimura@hvcb.org">dkimura@hvcb.org</a>

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<b>TRADE SHOWS</b>						
HVCB, KVB, OVB, MVCB, IHVB	U.S. West Leisure Educational Blitz	June 19-June 20	<p>Travel advisor educational events will be conducted in two U.S. West markets.</p> <p>Following an afternoon Hawaiian Cultural workshop, the evening format will include a Hawai'i partner trade show and networking along with dinner and live Hawaiian music and hula performances. A general session will feature a special guest speaker followed by partner presentations.</p> <p>A maximum of 15 partners may attend and will receive travel advisor attendee contact list following the event.</p>	Denver, CO Salt Lake City, UT	<p>Participation fee: \$900 - \$1,350 per event</p> <p>Partner travel costs on own</p>	Christy Calabrese <a href="mailto:ccalabrese@hvcb.org">ccalabrese@hvcb.org</a>
HVCB, KVB, OVB, MVCB, IHVB	U.S. East Leisure Educational Blitz	August 20-22	<p>Travel advisor educational events will be conducted in three U.S. East markets.</p> <p>Following an afternoon in-depth destination workshop, the evening format will include a Hawai'i partner trade show and networking along with dinner and live Hawaiian music and hula performances. A general session will feature a special guest speaker followed by partner presentations.</p> <p>A maximum of 15 partners may attend and will receive travel advisor attendee contact list following the event.</p>	Nashville, TN Charlotte, NC Raleigh, NC	<p>Participation fee: \$900 - \$1,350 per event</p> <p>Partner travel costs on own</p>	Christy Calabrese <a href="mailto:ccalabrese@hvcb.org">ccalabrese@hvcb.org</a>
HVCB, KVB, OVB, MVCB, IHVB	U.S. East Leisure Educational Blitz	October 15-17	<p>Travel advisor educational events will be conducted in three U.S. East markets.</p> <p>Following an afternoon in-depth destination workshop, the evening format will include a Hawai'i partner trade show and networking along with dinner and live Hawaiian music and hula performances. A general session will feature a special guest speaker followed by partner presentations.</p> <p>A maximum of 15 partners may attend and will receive travel advisor attendee contact list following the event.</p>	Washington DC Atlanta, GA Orlando, FL	<p>Participation fee: \$900 - \$1,350 per event</p> <p>Partner travel costs on own</p>	Christy Calabrese <a href="mailto:ccalabrese@hvcb.org">ccalabrese@hvcb.org</a>
KVB	Kaua'i Seminar Series	Apr 22-26	<p>KVB will organize a multi-city seminar series targeting travel advisors who sell Hawai'i.</p> <p>Participating partners will have networking and presentation time.</p>	U.S. Cities TBC	<p>\$350 per city or \$1,200 for the week</p> <p>Partner travel expenses on own</p>	Maile Brown <a href="mailto:maile@hvcb.org">maile@hvcb.org</a>

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MVCB	Islands of Maui Nui Showcase	Mar 29 - Apr 3  Aug TBC	MVCB will conduct educational seminars in select markets targeting Hawai'i-focused retail travel advisors. Sales calls and wholesaler office visits may also be included.  Limited partner participation is available to attend as exhibitors and presenters.	4 U.S. Cities TBC	\$500 per city	June Pagdilao <a href="mailto:june@mauivb.com">june@mauivb.com</a>
IHVB	Island of Hawai'i Partner Showcase	May/Jun	IHVB will organize a weeklong seminar series which provides destination training for Hawai'i focused travel advisors and travel partners in targeted markets. Partner Showcase is limited to eight partners	4 U.S. Cities TBD	\$1,500 partner participation fee for the weeklong series  Partner travel expenses on own	Deanna Isbister <a href="mailto:disbister@hvcb.org">disbister@hvcb.org</a>
<b>TRADE FAMILIARIZATION TRIPS (FAMS)</b>						
HVCB, MVCB	Tourism Cares Meaningful FAM	Dec TBC	Inaugural Meaningful FAM will be hosted on Maui and connect Hawai'i-based organizations who embrace sustainable practices with top wholesale and consortia partners	Maui	TBC	Robyn Basso <a href="mailto:rbasso@hvcb.org">rbasso@hvcb.org</a>
KVB	Kaua'i Master Specialist Program	Fall TBC	Top travel advisors who have completed the statewide Hawai'i Destination Specialist (HDS) level certification will be pre-selected for hands-on, in-destination Kaua'i training, which includes sites, attractions, events, and travel advisor relationships. This is a five-day, on-island educational program. Each advisor will receive a certification upon completion of the program.  Partners contribute accommodations, ground transportation, meals, activities aligned with the regenerative tourism direction.	Kaua'i	In-kind support	Maile Brown <a href="mailto:maile@hvcb.org">maile@hvcb.org</a>
MVCB	Maui Nui Familiarization	Q2/Q4 TBC	MVCB will work with wholesalers and consortia partners to bring top selling travel advisors on an in-depth destination training on the islands of Maui Nui, which includes sites, attractions, and events.  Partners contribute accommodations, ground transportation, meals, activities aligned with the regenerative tourism direction.	Maui, Moloka'i, Lāna'i	In-kind support	June Pagdilao <a href="mailto:june@mauivb.com">june@mauivb.com</a>

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IHVB	Island of Hawai'i Master Specialist Program	Fall TBC	<p>Top travel advisors who have completed the statewide Hawai'i Destination Specialist (HDS) level certification will be pre-selected for hands-on, in-destination island of Hawai'i training, which includes sites, attractions, events, and travel advisor relationships. This is a five-day, on-island educational program. Each advisor will receive a certification upon completion of the program.</p> <p>Partners contribute accommodations, ground transportation, meals, activities aligned with the regenerative tourism direction.</p>	Island of Hawai'i	In-kind support	Deanna Isbister <a href="mailto:disbister@hvcb.org">disbister@hvcb.org</a>
<b>TRAVEL TRADE EDUCATION</b>						
HVCB	E-newsletter: E-xpressly for Travel Professionals	Monthly	<p>The e-newsletter for travel professionals offers partners an opportunity to reach up to 70,000 opted-in travel advisors and travel industry subscribers.</p> <p>Advertising opportunities are available.</p>	U.S.	Varies	HVCB Membership Department: <a href="mailto:membership@hvcb.org">membership@hvcb.org</a>
KVB	What's New: Kaua'i	Monthly	<p>Listing on What's New document distributed at travel shows and emailed as a follow up to trainings.</p> <p>Partners submit news/updates to be considered for inclusion.</p>	U.S.	\$0	Maile Brown <a href="mailto:maile@hvcb.org">maile@hvcb.org</a>
KVB	Webinars: Kaua'i	Mar, Aug	<p>Webinars to promote mālama Kaua'i, unique island activities and provide destination updates.</p> <p>Partners submit news/updates to be considered for inclusion.</p>	U.S.	\$0	Maile Brown <a href="mailto:maile@hvcb.org">maile@hvcb.org</a>
OVB	E-newsletter: News, Updates & Aloha from O'ahu (TT)	Quarterly	<p>O'ahu e-newsletter sent to OVB travel trade database with the latest information on industry updates.</p> <p>Partners submit news/updates to be considered for inclusion.</p>	U.S.	\$0	Karishma Chowfin <a href="mailto:karishma@visit-oahu.com">karishma@visit-oahu.com</a>
OVB	Webinars: What's New On O'ahu	Quarterly	<p>Webinars for travel advisors and other travel professionals highlighting destination updates on O'ahu.</p> <p>Partners submit news/updates to be considered for inclusion.</p>	U.S.	\$0	Karishma Chowfin <a href="mailto:karishma@visit-oahu.com">karishma@visit-oahu.com</a>
MVCB	E-newsletter: Message from Maui Nui	Quarterly	<p>E-newsletter sent to wholesalers, travel trade with latest updates and information on accommodations, restaurants, and activities. Current mālama initiatives are also included.</p> <p>Partners submit news/updates to be considered for inclusion.</p>	U.S.	\$0	Leanne Pletcher <a href="mailto:leanne@mauivb.com">leanne@mauivb.com</a>

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MVCB	Educational Webinars: Maui	Quarterly	Advisors receive Maui Nui destination updates, including resorts, activities, events, and travel in and around Maui Nui and the Hawaiian Islands.  Limited partner participation to present is available.	U.S.	\$0	June Pagdilao <a href="mailto:june@mauivb.com">june@mauivb.com</a>
IHVB	E-newsletter: Island of Hawai'i Updates	Quarterly	Themed email distributed to travel advisors and wholesalers.  Partners submit news/updates to be considered for inclusion.	U.S.	\$0	Deanna Isbister <a href="mailto:disbister@hvcb.org">disbister@hvcb.org</a>
IHVB	Educational Webinars: Island of Hawai'i	Quarterly	Target top Hawai'i retail travel advisors and wholesale partners to share destination messaging and island updates.  Partners submit news/updates to be considered for inclusion.	U.S.	\$0	Deanna Isbister <a href="mailto:disbister@hvcb.org">disbister@hvcb.org</a>
<b>MCI MARKETING</b>						
Meet Hawai'i	Meeting Planner Guide	Annual	The official statewide digital guide for the meeting planner audience is produced annually with a qualified digital distribution to meeting professionals in the U.S. and international. The MCI sales team further promotes the guide throughout the year. Content includes MCI key messaging and selling points, history and culture, transportation and accommodations, the Hawai'i Convention Center, individual Island sections, Mālama CSR opportunities, sales and services.  Various advertising opportunities are available.	U.S.	Varies	HVCB Membership Department: <a href="mailto:membership@hvcb.org">membership@hvcb.org</a>
<b>MCI TRADE SHOWS</b>						
Meet Hawai'i	Utah Annual Sales Blitz	June	Sales Blitz and client event with industry partners.  Participation opportunities are available.	Salt Lake City, UT	TBD, Based on number of participants	Laurie Ihara <a href="mailto:lihara@hvcb.org">lihara@hvcb.org</a>
Meet Hawai'i	Wisconsin Sales Calls	July	Sales Blitz and client event with industry partners.  Participation opportunities are available.	Wisconsin	TBD, Based on number of participants	Kathy Dever <a href="mailto:kdever@hvcb.org">kdever@hvcb.org</a>
Meet Hawai'i	Southeast Sales Calls	September	Targeted sales blitz to provide destination updates and uncover new business.  Participation opportunities are available.	TBC	TBD, Based on number of participants  Max: 4-6 partners	Meredith Parkins <a href="mailto:mparkins@hvcb.org">mparkins@hvcb.org</a>
Meet Hawai'i	Iowa Sales Calls	September	Sales Blitz and client event with industry partners.  Participation opportunities are available.	Iowa	TBD, Based on number of participants	Kathy Dever <a href="mailto:kdever@hvcb.org">kdever@hvcb.org</a>



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Meet Hawai'i	Canada Sales Calls	October	Sales Blitz and client event with industry partners. Participation opportunities are available.	Eastern Canada	TBD, Based on number of participants	Kathy Dever <a href="mailto:kdever@hvcb.org">kdever@hvcb.org</a>
Meet Hawai'i	Texas Annual Sales Blitz	Fall	Sales Blitz and client event with industry partners. Participation opportunities are available.	Texas – 2 City (Dallas and Houston or Austin based on clients)	TBD, Based on number of participants	Laurie Ihara <a href="mailto:lihara@hvcb.org">lihara@hvcb.org</a>
Meet Hawai'i	Arizona Sales Blitz	Fall	Sales Blitz and client event with industry partners. Participation opportunities are available.	Arizona	TBD, Based on number of participants	Laurie Ihara <a href="mailto:lihara@hvcb.org">lihara@hvcb.org</a>
Meet Hawai'i	Northeast Sales Calls	November	Targeted sales blitz to provide destination updates and uncover new business. Participation opportunities are available.	NY/NJ/PA	TBD, Based on number of participants Max: 4-6 partners	Meredith Parkins <a href="mailto:mparkins@hvcb.org">mparkins@hvcb.org</a>
Meet Hawai'i	IMEX America	Oct 8-10	Connect with senior decision makers from U.S., Canada, and the world at the largest meetings industry trade show in the U.S. Meet Hawai'i coordinates the Hawai'i destination booth, infusing the show presence with Hawaiian cultural elements and sharing Hawai'i products. Participation attendance is available for podium spots for partners.	Las Vegas, NV	TBC	Josette Murai <a href="mailto:jmurai@hvcb.org">jmurai@hvcb.org</a>
Meet Hawai'i	SITE SoCal Holiday Event & Charity Auction	December	Connect with Southern California incentive professionals. Meet Hawaii coordinates the experience package with a table. Participation opportunities are available.	Southern California	TBD + Travel	Laurie Ihara <a href="mailto:lihara@hvcb.org">lihara@hvcb.org</a>