



2026 PARTNERSHIP OPPORTUNITIES
January – June 2026

HVCB Island Visitors Bureaus Meet Hawai'i	ACTIVITY	DATE	DESCRIPTION	LOCATION	COST	CONTACT (Name & Email)
CONSUMER PROMOTIONS						
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. Volunteer opportunities are listed on gohawaii.com/malama 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 lfield@hvcb.org
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 lfield@hvcb.org
HVCB	Statewide Digital Cooperative Marketing Programs	Q1	Tactical, digital cooperative marketing programs for the destination are developed to drive business from top Hawai'i markets during optimal booking periods. Partnership opportunities are available at various participation levels.	U.S. Top Markets	Varies	Gina Chun gchun@hvcb.org
HVCB, KVB, OVB, MVCB, IHVB	The Hawai'i Visitor Guidebooks: <i>Experience Kaua'i</i> <i>Experience O'ahu</i> <i>Experience Maui, Moloka'i, Lāna'i</i> <i>Experience Hawai'i Island</i>	Semi-Annual	The Experience 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 membership@hvcb.org
HVCB	Statewide Consumer Special Offers	Ongoing	Partners submit consumer special offers for year-round promotion in HVCB programs.	Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i	Varies	HVCB Membership Department membership@hvcb.org

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HVCB	Statewide Kama'āina Campaigns	Quarterly	<p>Digital statewide campaign targeted to the kama'āina market, offering Hawai'i residents exclusive specials on accommodations, activities, attractions, shopping, dining, etc. The program is supported with paid social media, public relations, and owned media promotion.</p> <p>Partners provide kama'āina offers.</p>	Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i	Varies	HVCB Membership Department membership@hvcb.org
HVCB	E-newsletter: <i>Islands of Aloha Express</i>	Monthly	<p>The consumer e-newsletter offers partners an opportunity to reach up to 146,000 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 more.</p> <p>Advertising opportunities are available.</p>	U.S.	Varies	HVCB Membership Department membership@hvcb.org
HVCB	Social Influencer Visits	TBC	<p>HTUSA works closely with the Island Visitors Bureaus to coordinate multi-island visits for qualified social influencers. Content produced may be licensed for marketing use.</p> <p>Partners contribute accommodations, activities, transportation, and meals.</p>	Kaua'i, O'ahu, Maui, Lāna'i, Island of Hawai'i	In-Kind support, pending availability	Marisa Wong mwong@hvcb.org
HVCB	Social – UGC	Ongoing	<p>HVCB is always on the lookout for User Generated Content (UGC) that showcases the real experiences individuals have while exploring Hawai'i, to feature on our various social media channels. This includes everything from local cuisine to unique cultural experiences and activities.</p> <p>Partners submit images or b-roll to be considered for inclusion.</p>	Kaua'i, O'ahu, Maui, Lāna'i, Island of Hawai'i	\$0	Marisa Wong mwong@hvcb.org
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	calendar@hvcb.org
KVB	E-newsletter – Kaua'i	Quarterly	<p>Consumer e-newsletter sent to KVB consumer opt-in database with Kaua'i highlights and updates.</p> <p>Partners are encouraged to submit news and updates to be considered for inclusion.</p>	U.S.	\$0	Maile Brown Maile@hvcb.org

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OVB	E-newsletter – O'ahu	Quarterly	<p>Consumer e-newsletter sent to OVB consumer opt-in database with updates and offers from O'ahu.</p> <p>Partners are encouraged to submit news and updates to be considered for inclusion.</p>	U.S.	\$0 for destination updates; Varies for member offers eNewsletter	Catherine Orlans corlans@hvcb.org
MVCB	E-newsletter Maui Nui	Quarterly	<p>Consumer e-newsletter sent to MVCB consumer opt-in database with Maui, Lāna'i highlights and updates.</p> <p>Partners are encouraged to submit news and updates to be considered for inclusion.</p>	U.S.	\$0	Leanne Pletcher lpletcher@hvcb.org

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PUBLIC RELATIONS						
HVCB, KVB, OVB, MVCB, IHVB	Individual Media Visits	Ongoing	<p>HVCB and the Island Visitors Bureaus work closely to coordinate multi-island and island-specific visits for qualified journalists on an ongoing basis.</p> <p>Partners contribute accommodations, meals, and activities aligned with a regenerative tourism direction.</p>	Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i	In-kind support	<p>Lei-Ann Field lfield@hvcb.org</p> <p>Taryn Pascua tpascua@hvcb.org</p>
HVCB, KVB, OVB, MVCB, IHVB	International Media Marketplace (IMM) North America, Hawaii Section	<p>Jan 22-23</p> <p>A recurring event, with plans to attend in 2027.</p>	<p>HVCB will participate in TravMedia's IMM and connect with travel media through one-on-one pre-scheduled meetings.</p> <p>Partners are welcome to join the Hawai'i Section. Partners can also submit news/updates to be considered for inclusion in destination appointments.</p>	New York, NY	<p>Estimated: \$4,700 registration</p> <p>Partner travel costs on own</p>	<p>Lei-Ann Field lfield@hvcb.org</p> <p>Taryn Pascua tpascua@hvcb.org</p>
HVCB, KVB, OVB, MVCB, IHVB	Virtual Media Blitz	May 11-15	<p>HVCB and the Island Visitors Bureaus coordinate virtual appointments with key media to share destination updates and promote opportunities to engage in regenerative tourism activities.</p> <p>Partners submit news/updates to be considered for inclusion.</p>	Virtual	\$0	<p>Lei-Ann Field lfield@hvcb.org</p> <p>Taryn Pascua tpascua@hvcb.org</p>
HVCB, KVB, OVB, MVCB, IHVB	E-newsletter: What's New in the Hawaiian Islands	Quarterly	<p>HVCB e-newsletter distributed quarterly to media, stakeholders, and HTA's Global Marketing Partners with the latest updates. Content also lives on the media site media.gohawaii.com.</p> <p>Partners submit news/updates to be considered for inclusion.</p>	U.S.	\$0	<p>Lei-Ann Field lfield@hvcb.org</p> <p>Taryn Pascua tpascua@hvcb.org</p>

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TRAVEL TRADE SHOWS						
HVCB	U.S. West Leisure Educational Blitz	Mar 30-Apr 1	<p>Travel advisor educational events will be conducted in three key U.S. West markets.</p> <p>Dynamic, in-market educational events connect Hawai'i partners directly with qualified travel advisors across key U.S. markets. The evening format features a Hawai'i partner trade show and networking opportunities, followed by dinner accompanied by live Hawaiian music and hula performances. The program provides valuable cultural education, travel advisor resources, and insights into the latest destination and island developments.</p> <p>Partners may attend and will receive travel advisor attendee contact list following the event.</p>	3 events in key U.S. West markets: Denver, CO, Salt Lake City, UT, and Phoenix, AZ (subject to change)	<p>Participation fees: \$300 - \$800 per event</p> <p>Partner travel costs on own</p>	Christy Calabrese ccalabrese@hvcb.org

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TRAVEL TRADE FAMILIARIZATION TRIPS (FAMS)						
HVCB	Multi-Island FAM	Apr	<p>A multi-island FAM will be coordinated on O'ahu and Hawai'i Island for vetted travel advisors who have completed the Hawai'i Destination Specialist (HDS) program. The FAM will provide hands-on experiences including site inspections, activities, meals and networking opportunities with travel partners.</p> <p>Partners contribute accommodations, transportation, meals, and activities.</p>	O'ahu and Hawai'i Island	Varies	<p>Robyn Basso rbasso@hvcb.org</p> <p>Christy Calabrese ccalabrese@hvcb.org</p>
TRAVEL TRADE EDUCATION						
HVCB	E-newsletter: <i>E-xpressly for Travel Professionals</i>	Monthly	<p>The e-newsletter for travel professionals offers partners an opportunity to reach up to 61,000 opted-in travel advisors and travel industry subscribers.</p> <p>Advertising opportunities are available.</p>	U.S.	Varies	HVCB Membership Department: membership@hvcb.org
KVB	<i>What's New: Kaua'i</i>	Monthly	<p>Listing on <i>What's New</i> document distributed at travel shows and trainings.</p> <p>Partners can submit news/updates to be considered for inclusion on an on-going basis.</p>	U.S.	\$0	Maile Brown maile@hvcb.org

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KVB	Webinars: Kaua'i	TBC	Webinars feature unique island activities and provide destination updates. Partners can submit news/updates to be considered for inclusion.	U.S.	\$0	Maile Brown maile@hvcb.org
KVB	Phoenix Travel Agent Seminar	Feb 12	Seminar about Kaua'i for area travel advisors. Partners provide a slide with property highlights in exchange for a certificate for a stay. Kaua'i partners in the area are welcome to attend.	Phoenix, AZ	In-Kind support	Maile Brown maile@hvcb.org
KVB	Denver Travel Agent Seminar	Apr 9	Seminar about Kaua'i for area travel advisors. Partners can provide a slide with property highlights in exchange for a certificate for a stay. Kaua'i partners in the area are welcome to attend.	Denver, CO	In-Kind support	Maile Brown maile@hvcb.org
KVB	Kaua'i Seminar Series	Apr 20-24	KVB organizes a multi-city seminar series targeting travel advisors who sell Hawai'i. Activity partners can contribute a slide with highlights in exchange for an activity certificate in each city.	Plano, TX Arlington, TX Houston, TX Austin, TX San Antonio, TX	In-Kind support	Maile Brown maile@hvcb.org
OVB	Educational Webinars: O'ahu	Q1	Educational webinars for travel advisors featuring O'ahu destination updates including accommodations, experiences, and events, as well as responsible travel initiatives important to O'ahu. Partners are encouraged to submit news and updates to be considered for inclusion.	U.S.	\$0	Karishma Chowfin kchowfin@hvcb.org
OVB	Webinars: Co-op Partner Updates, O'ahu	Q2	Collaborative webinars targeting travel advisors and key travel trade professionals. Sessions provide industry partners an opportunity to share timely updates, new offerings, and valuable insights. Participation is a first-come, first-served basis.	U.S.	\$750 per partner	Karishma Chowfin kchowfin@hvcb.org
MVCB	Educational Webinars: Maui	Quarterly	Target top Hawai'i retail travel advisors and wholesale partners with destination messaging and island updates including resorts, activities, events, as well as travel in and around Maui Nui. Partners submit news/updates to be considered for inclusion. Limited partner participation to present will be available in some cases.	U.S.	\$0	Brent Lausterer blausterer@hvcb.org

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MVCB	Islands of Maui Nui 2026 Holoholo Showcase	Mar 24-27	MVCB conducts 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.	Mar 24: Dallas Mar 25: Denver Mar 26: Phoenix	Estimated \$650 per city (TBC)	Brent Lausterer blausterer@hvcb.org
IHVB	Educational Webinars: Island of Hawai'i	Quarterly	Target top Hawai'i retail travel advisors and wholesale partners with destination messaging and island updates. Partners submit news/updates to be considered for inclusion.	U.S.	\$0	Kalei Bridges kbridges@hvcb.org

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MCI MARKETING						
Meet Hawai'i	Meeting Planner Guide	Annual	<p>The official statewide digital guide for the meeting planner audience is produced annually and receives qualified digital distribution to meeting professionals in the U.S. and international. The MCI sales team 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, CSR opportunities, sales and services.</p> <p>Various advertising opportunities are available.</p>	U.S.	Varies	HVCB Membership Department membership@hvcb.org
MCI TRADE SHOWS						
Meet Hawai'i	PCMA CL 2026 Happy Hour	<p>Jan 13</p> <p>A recurring event, with plans to attend in 2027.</p>	<p>Mix and mingle making professional connections with 40-50 meeting planners at a reception during PCMA Convening Leaders.</p> <p>Limited partner participation is available.</p>	Philadelphia, PA	<p>\$850 per partner; \$200 per additional partner from the same organization Maximum: 5 partners</p> <p>Separate registration for PCMA CL required</p>	<p>Susanna Flores sflores@hvcb.org</p> <p>Trevor Newman tnewman@hvcb.org</p> <p>Meredith Parkins mparkins@hvcb.org</p>
Meet Hawai'i	Meet NY & Sales Calls	Feb 25-27	<p>Meet NY is an exclusive New York gathering that brings together a dynamic mix of association and not-for-profit leaders, convention and corporate meeting professionals, along with their hospitality and vendor partners. The intimate format ensures high-impact engagement and visibility.</p> <p>Limited partner participation is available, including sales calls around the event.</p>	New York, NY	<p>\$1,650 per partner for the trade show, including theatre tickets Maximum: 4 partners</p> <p>Partner travel costs and client entertainment on own</p>	<p>Meredith Parkins mparkins@hvcb.org</p> <p>Susanna Flores sflores@hvcb.org</p>

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Meet Hawai'i	NorCal Roadshow	Mar 2-4	<p>Three days of events and client appointments targeting single property and convention corporate customers.</p> <p>Limited partner participation is available.</p>	Bay Area, CA (TBC)	<p>\$2,950 per partner Maximum: 7 partners</p> <p>Partner travel costs on own</p> <p>Currently taking a waitlist</p>	<p>Trevor Newman tnewman@hvcb.org</p> <p>Susanna Flores sflores@hvcb.org</p> <p>Marykay Lui mlui@hvcb.org</p>
Meet Hawai'i	IAEE Women's Leadership Forum	Apr 27-28	<p>The International Association of Exhibitions and Events (IAEE) Women's Leadership Forum is an exclusive gathering of 300 influential meeting professionals.</p> <p>This two-day program is designed to maximize exposure and relationship-building via an opening reception, networking breakfast, morning and afternoon breaks, and a closing lunch. General sessions, breakout discussions offer valuable insights and multiple touchpoints with Directors of Meetings from top associations.</p> <p>Limited partner participation is available. Partners receive a seat at the Hawai'i table (three supplier partners and five clients) offering an opportunity to be positioned directly alongside key decision-makers.</p>	Maryland (metro area)	<p>\$2,200 per partner Maximum: 2 partners</p> <p>Partner travel costs on own</p>	<p>Meredith Parkins mparkins@hvcb.org</p>
Meet Hawai'i	Texas Roadshow	May	<p>Two days of events and client appointments targeting single property and convention corporate and association customers.</p> <p>Limited partner participation is available.</p>	TX (cities TBC)	<p>\$2,950 per partner; \$500 for additional attendee from the same organization Maximum: 5 partners</p> <p>Partner travel costs on own</p>	<p>Trevor Newman tnewman@hvcb.org</p> <p>Susanna Flores sflores@hvcb.org</p> <p>Marykay Lui mlui@hvcb.org</p>
Meet Hawai'i	Aloha Mission 2026	Jun 8-12	<p>The mission will provide an exclusive opportunity to connect with Australian and New Zealand business event planners. Business event professionals in Sydney, Melbourne, and Auckland will engage with the delegation via pre-scheduled, one-on-one meetings, networking events and an interactive Q&A session.</p> <p>Attendees will receive the latest insights on Hawai'i's hotels, venues, cultural experiences, corporate social responsibility programs, and unique group activities.</p>	Australia and New Zealand	<p>\$2,500 per partner Maximum: 5 partners</p> <p>Partner travel costs on own</p>	<p>Kris Phadungkiatipong kphadung@meethawaii.com</p>

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MCI FAMILIARIZATION TRIPS (FAMS)						
Meet Hawai'i	Meet Hawai'i - Japan Corporate Seminar and Workshop	Q1 (TBC)	<p>This is an opportunity for Hawai'i industry partners to connect with qualified MCI Corporate buyers from Japan to explore potential business opportunities. Buyers will learn more about the unique Hawaiian culture and gain valuable destination and product updates.</p> <p>Limited partner participation is available.</p>	Japan: Tokyo, Osaka	\$1,000 Partner travel costs on own	Andrew Koh akoh@meethawaii.com