



Job Title: Director Travel Industry Partnerships US East or US West
Work Location: Remote-Home Office
FLSA: Exempt
Position Type: Full-time
Reports To: Senior Director, Travel Industry Partnerships

SUMMARY

The Director, Travel Industry Partnerships serves as a strategic market lead responsible for driving high-value visitation to Hawai'i through travel trade partnerships. This role facilitates sales and training activities with travel trade partners, while developing and maintaining a portfolio of priority accounts across retail, wholesale, and consortia channels with clear accountability for partner engagement, production growth, and alignment with Hawai'i's tourism strategy. Through education, partner collaboration, destination updates, and strategic trade engagement, the Director helps strengthen advisor knowledge, expand distribution channels, and encourage thoughtful, high-value visitation to the Hawaiian Islands.

The position combines relationship management, data-driven market development, and targeted trade engagement to influence demand, improve conversion, and optimize visitor mix across islands, seasons, and segments. Success in this role is measured by partner performance, meeting or exceeding HTA trade activity targets, and contribution to statewide visitation goals.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Account and Partner Management

- In coordination with the Sr. Director, develop and execute account plans aligned with Hawai'i's strategic priorities, including seasonality, island distribution, and high-value visitor segments.
- Identify, evaluate, and activate new high-potential industry partners
- Maintain accurate account and contact records and ensure timely follow-up on partner inquiries and opportunities.

Demand Generation and Conversion

- Drive bookings through co-op campaigns, destination education, training programs, and targeted partner engagement.
- Equip partners with relevant education tools, messaging, and sales enablement resources to support conversion and production growth.
- Promote participation in Hawai'i travel professional websites, certification platforms, and educational programs to strengthen travel advisor and partner readiness and sales effectiveness.

Trade Engagement and Market Development

- Execute high-impact trade engagement activities, including trade shows, events, webinars, trainings, blitzes, and partner meetings, tied to specific business outcomes.
- Prioritize activities based on market opportunity, return on investment, and partner performance.
- Represent the Hawaiian Islands in key industry forums, associations, and travel trade organizations to maintain market relevance and visibility.
- Create, customize, and deliver live and virtual destination presentations
- Develop and manage event plans and budgets in partnership with leadership.

- Leverage TA Connect to segment advisor audiences and deploy targeted communications that drive engagement, increase awareness of Hawai'i resources, and support travel trade sales and education goals.
- Coordinate travel trade events, including logistics, presentations, partner participation, reporting, and post-event follow-up.

Data, Insights, and Performance Management

- Utilize Northstar, TA Connect, and other CRM systems, booking data, and market insights to prioritize accounts, identify opportunities, optimize strategy.
- Track and report on key performance indicators, including partner production, engagement, and return on investment.
- Provide timely market intelligence, account updates, KPI reporting, and event recaps to inform HVCB leadership and island partners.
- Leverage Asana to streamline project management, improve team coordination, track key deliverables, and ensure timely execution of travel trade programs, events, and partner initiatives.

Partner and Stakeholder Alignment

- Collaborate with island chapter representatives, hotels, airlines, and internal stakeholders to align trade efforts and strengthen collaboration, support sales and training initiatives and increase partner participation in HVCB programs
- Ensure consistent Hawai'i destination messaging and product positioning across partner channels.
- Support integrated campaigns and initiatives with marketing, MCI, and other internal teams where relevant.
- Support balanced visitation across islands and seasons by aligning partner strategies with destination management priorities.

Program and Platform Growth

- Expand participation in and effectiveness of Hawai'i certification programs and travel trade platforms.
- Increase the quality and productivity of advisor engagement, not only database growth.
- Support the ongoing promotion and utilization of agents.gohawaii.com travel professional website and related island certification programs.

General

- Prepare accurate and timely reports, expense submissions, KPI updates, and event recaps.
- Perform other tasks and duties as assigned or deemed necessary.

To perform this role successfully, an individual must be able to perform the essential duties described above. The qualifications listed are representative of the knowledge, skills, and abilities required. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of the position.

QUALIFICATIONS

Education

- Bachelor's degree in Hospitality, Tourism, Marketing, Business, Communications, or a related field preferred; or an equivalent combination of education and relevant experience

Experience

- Minimum of 5–7 years of experience in tourism, destination sales, travel trade, hospitality, or related experience

Skills

- Strong relationship building and account management skills
- Excellent verbal, written, and presentation communication abilities
- Ability to facilitate engaging in-person and virtual trainings
- Strong organizational skills with the ability to manage multiple priorities independently

- Ability to analyze market conditions, trends, and business opportunities
- Professional, collaborative, and customer service-oriented approach
- Strong attention to detail and follow through
- Ability to work independently and effectively in a remote/home office environment

Knowledge

- Strong knowledge of Hawai'i, the visitor industry, and travel trade distribution channels preferred

Technical Skills – Proficiency in:

- Microsoft Office Suite (PowerPoint, Excel, Word, Outlook)
- Microsoft Teams and Zoom
- CRM and project management platforms (e.g., ASANA)
- Virtual presentation and webinar tools
- Audio/visual presentation technology
- Experience with learning management systems (LMS) or online training platforms preferred

Certifications

The following certifications/designations are preferred:

- Certified Travel Counselor (CTC) or similar industry certification
- Hawai'i Destination Specialist (HDS)
- Island Specialist Certifications

WORKING CONDITIONS & TRAVEL REQUIREMENTS

Work Environment

- Remote/home office-based position

Travel Requirements

- Must possess a valid driver's license, valid passport, and reliable transportation
- Extensive travel by air and land is required, including evenings, weekends, and holidays as business needs dictate

Physical Requirements

- Must be able to occasionally lift and/or move up to 25 pounds
- Ability to sit, stand, and walk for extended periods.
- Ability to attend events and meetings that may require prolonged standing or movement.

Ability to meet the physical demands outlined above with or without reasonable accommodation.

SALARY RANGE: \$100,000 to \$135,000 per year commensurate with experience

COMPREHENSIVE BENEFITS PACKAGE INCLUDES:

- Medical, Dental, and Vision Insurance
- Paid Vacation & Sick Leave
- Employer-Paid Life Insurance
- Company-Contributed Long-Term Care Coverage
- Long-Term Disability Coverage
- 401 (k) Retirement Plan with Company Match and Safe Harbor Contribution

EQUAL EMPLOYMENT OPPORTUNITY

Hawai'i Visitors & Convention Bureau is an Equal Opportunity Employer. We are committed to creating a diverse, inclusive, and respectful workplace and do not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity or expression, age, national origin, ancestry, disability, genetic information, marital status, veteran status, or any other status protected by applicable federal, state, or local law.

REASONABLE ACCOMMODATION (ADA)

Hawai'i Visitors & Convention Bureau is committed to providing reasonable accommodations to qualified individuals with disabilities in accordance with the Americans with Disabilities Act and applicable state law. Applicants who require reasonable accommodation to participate in the application or interview process may contact Human Resources for assistance.

JOB DESCRIPTION DISCLAIMER / MANAGEMENT RIGHTS

This job description is intended to describe the general nature and level of work performed by individuals assigned to this position. It is not intended to be an exhaustive list of all the duties, responsibilities, or qualifications.

Hawai'i Visitors & Convention Bureau reserves the right to modify, revise, or eliminate duties, responsibilities, qualifications, and working conditions of this position at any time, in accordance with business needs and applicable law.