



**Partnership Opportunities  
January-December 2023**

*The following opportunities reflect current plans and may change. Details will be updated as conditions warrant in 2023.*

| HVCB/<br>ISLAND<br>CHAPTER/ MEET<br>HAWAII | PROGRAM/ACTIVITY   | DESCRIPTION  | TIMING<br>(Month & Day) | LOCATION<br>(City or Island)                             | COST   | CONTACT<br>(Name & Email)   |
|--|--|--|-------------------------|--|--------|---|
| <b>PAID OPPORTUNITIES</b>                  |  |  |                         |  |        |   |
| <b>LEISURE MARKETING</b>                   |  |  |                         |  |        |   |
| HVCB                                       | Hawai'i Statewide Official Visitors' Guide: Experience the Hawaiian Islands    | The Hawai'i Statewide Official Visitors' Guide is the HVCB-published destination planner produced in digital format. Qualified distribution targeted to the HVCB proprietary consumer database and modeled audience, as well as to the HVCB travel trade database, and is used to fulfill ongoing requests throughout the year from gohawaii.com and agents.gohawaii.com. Advertising opportunities are available. | Ongoing                 | U.S.   | Varies | HVCB Membership Department:<br><a href="mailto:membership@hvcb.org">membership@hvcb.org</a> |
| HVCB                                       | Official Island Visitor Guidebooks: Kaua'i, O'ahu, Maui Nui, Island of Hawai'i | A suite of island-specific Official Visitor Guidebooks for use in destination features editorial content and visitor resources such as island maps, photography and highlights of the best that each island offers. Advertising opportunities are available.   | Ongoing                 | U.S.   | Varies | HVCB Membership Department:<br><a href="mailto:membership@hvcb.org">membership@hvcb.org</a> |
| 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                  | Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i | Varies | HVCB Membership Department:<br><a href="mailto:membership@hvcb.org">membership@hvcb.org</a> |
| HVCB                                       | Statewide Consumer Special Offers  | The GoHawaii Destination App provides resources visitors need to plan an enriching Hawai'i vacation experience. Partners submit special consumer offers to be housed in the App.   | Annual                  | U.S.   | Varies | HVCB Membership Department:<br><a href="mailto:membership@hvcb.org">membership@hvcb.org</a> |
| HVCB                                       | Enewsletter: Islands of Aloha Express  | The consumer enewsletter offers partners the opportunity to reach up to 420,000 opted-in subscribers that have expressed an interest in traveling to the islands. It includes stories about Hawai'i, a festivals and events calendar, travel planning tips, special offers. Advertising opportunities are available.   | Monthly (Jan-Mar)       | U.S.   | Varies | HVCB Membership Department:<br><a href="mailto:membership@hvcb.org">membership@hvcb.org</a> |



| PUBLIC RELATIONS           |   |  |           |   |   |   |
|----------------------------|---|--|-----------|---|---|---|
| MVCB                       | Media Blitz: East Coast in conjunction with Washington D.C. Travel & Adventure Show | MVCB will coordinate a media blitz to promote Mālama Hawai'i and raise awareness of regenerative travel efforts, including the Destination Management Action Plans (DMAPs). Select ambassadors/experts will meet directly with media in key U.S. East markets.   | Feb 6-10  | East Coast  | \$0   | Leanne Pletcher<br><a href="mailto:leanne@mauib.com">leanne@mauib.com</a>                   |
| TRAVEL TRADE MARKETING     |   |  |           |   |   |   |
| HVCB                       | Travel Trade Enewsletter: E-xpressly for Travel Professionals                       | The enewsletter for travel professionals offers partners a chance to reach up to 55,000 opted-in travel advisors and travel industry subscribers in the HVCB proprietary database. Advertising opportunities are available.  | Monthly   | U.S.  | Varies  | HVCB Membership Department:<br><a href="mailto:membership@hvcb.org">membership@hvcb.org</a> |
| TRAVEL TRADE SHOWS         |   |  |           |   |   |   |
| HVCB, KVB, OVB, MVCB, IHVB | U.S. Leisure Sales Blitz – U.S. Central States                                      | Live educational training for travel advisors will be held in four U.S. markets. Following afternoon workshops, evening sessions will include a Hawai'i supplier trade show, live Hawaiian music and hula performances, networking, dinner and supplier presentations. Participation opportunities are available.  | Mar       | Phoenix, AZ<br>Dallas, TX<br>Austin, TX<br>Houston, TX  | Varies from \$850 - \$1,000 per event<br><br>Partner travel costs on own.                     | Erica Neves<br><a href="mailto:eneves@hvcb.org">eneves@hvcb.org</a>                         |
| MVCB                       | Holoholo Maui   | 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 can participate as exhibitors and presenters. Open to hoteliers and activities only.  | Mar 20-23 | Tentative U.S. cities:<br>Raleigh, NC<br>Charlotte, NC<br>Nashville, TN<br>Salt Lake City, UT | \$500 per city<br><br>Partner travel costs on own.  | June Pagdilao<br><a href="mailto:june@mauib.com">june@mauib.com</a>                         |
| TRAVEL TRADE EDUCATION     |   |  |           |   |   |   |
| OVB                        | Travel Trade Educational Co-op Partner Webinars                                     | Advisors receive updates and information on the endless choices O'ahu offers discerning travelers. Select partners will have the opportunity to join OVB webinars as a guest speaker.  | Mar       | U.S.  | \$750 per partner<br>Limited to one hotel and one activity partner. First-come, first-served. | Karishma Chowfin<br><a href="mailto:karishma@visit-oahu.com">karishma@visit-oahu.com</a>    |
| IHVB                       | Educational Webinars  | Travel Advisor webinars to promote unique island activities and provide destination updates. Partners submit news/updates to be considered for inclusion.  | Jan, Mar  | U.S.  | \$0   | Deanna Isbister<br><a href="mailto:disbister@hvcb.org">disbister@hvcb.org</a>               |
| MCI MARKETING              |   |  |           |   |   |   |
| Meet Hawai'i               | Meet Hawai'i Meeting Planner Guide  | Statewide planner 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. This is the official Meet Hawai'i sales piece for meeting planners. Qualified distribution to the Meet Hawai'i proprietary meeting planner database, as well as promotion via MCI paid media and owned channel marketing, including meethawaii.com, throughout the year. Various advertising opportunities are available. | Annual    | U.S.  | Varies  | HVCB Membership Department:<br><a href="mailto:membership@hvcb.org">membership@hvcb.org</a> |



| MCI EDUCATION   |   |   |                        |                       |   |  |
|-----------------|---|---|------------------------|-----------------------|---|--|
| IHVB            | Hawai'i Island Destination MCI Presentation | Presentation to meeting planners on-island conducting a site inspection. Planners gain valuable destination information/knowledge about Hawai'i Island, including volunteer and other give-back opportunities.  | Available upon request | Island of Hawai'i     | \$0                                     | Debbie Hogan<br><a href="mailto:dhogan@hvcb.org">dhogan@hvcb.org</a>           |
| MCI TRADE SHOWS |   |   |                        |                       |   |  |
| Meet Hawai'i    | Meet NY and NJ Sales Calls                  | Meet NY is a one-of-a-kind gathering of hospitality and meetings industry professionals for a high-level education session led by industry thought leaders, mini trade show plus sales calls with industry partners. Partnership opportunities are available.                             | Feb                    | NY and NJ             | \$1,325<br>Maximum of 2 partners        | Meredith Parkins<br><a href="mailto:mparkins@hvcb.org">mparkins@hvcb.org</a>   |
| Meet Hawai'i    | Hawai'i Sales Mission                       | Sales blitz and client event with industry partners. Participation opportunities are available.   | Mar                    | Washington, DC and VA | \$1,000<br>Maximum of 3 partners        | Lynn Whitehead<br><a href="mailto:lwhitehead@hvcb.org">lwhitehead@hvcb.org</a> |
| Meet Hawai'i    | Association Sales Calls                     | Sales blitz and client event with industry partners. Participation opportunities are available.   | TBC                    | IL                    | TBC, based on number of partners        | Kathy Dever<br><a href="mailto:kdever@hvcb.org">kdever@hvcb.org</a>            |
| Meet Hawai'i    | MIC Colorado/Sales Blitz                    | Sales blitz following MIC Colorado. Participation opportunities are available.  | Mar 1-5                | Denver, CO            | TBC, based on number of partners        | Adele Tasaka<br><a href="mailto:atasaka@hvcb.org">atasaka@hvcb.org</a>         |
| Meet Hawai'i    | Utah Annual Sales Blitz                     | Sales blitz and client event with industry partners. Participation opportunities are available.   | Apr                    | Salt Lake City, UT    | TBC, based on number of partners        | Adele Tasaka<br><a href="mailto:atasaka@hvcb.org">atasaka@hvcb.org</a>         |
| Meet Hawai'i    | Texas Sales Blitz                           | Sales blitz and client event with industry partners. Participation opportunities are available.   | May                    | TX                    | TBC, based on number of partners        | Adele Tasaka<br><a href="mailto:atasaka@hvcb.org">atasaka@hvcb.org</a>         |
| Meet Hawai'i    | Key Incentive Blitz                         | Sales blitz and client event with industry partners. Participation opportunities are available.   | TBC                    | TBC                   | TBC, based on number of partners        | Kathy Dever<br><a href="mailto:kdever@hvcb.org">kdever@hvcb.org</a>            |
| Meet Hawai'i    | Southeast Sales Blitz                       | Targeted sales blitz coordinated by Meet Hawai'i to provide destination updates and uncover new business. Participation opportunities are available.  | TBC                    | NC or SC              | TBC, based on number of partners        | Meredith Parkins<br><a href="mailto:mparkins@hvcb.org">mparkins@hvcb.org</a>   |
| Meet Hawai'i    | ASAE Annual Conference                      | The ASAE Annual Meeting & Exposition is where thousands of association professionals and industry partners gather to exchange resources, strategies, and solutions. Meet Hawai'i coordinates the destination booth and opportunities are available for partners within the Hawai'i booth. | Aug 5-8                | Atlanta, GA           | TBC, based on number of partners        | Lynn Whitehead<br><a href="mailto:lwhitehead@hvcb.org">lwhitehead@hvcb.org</a> |
| Meet Hawai'i    | IMEX America                                | Connect with senior decision-makers from North America and the world at the largest meetings industry tradeshow in the U.S.<br><br>Meet Hawai'i coordinates the Destination Booth and podium spots are available for partners within the Hawai'i booth.                                   | Oct                    | Las Vegas, NV         | \$8,000<br>Partner travel costs on own. | Josette Murai<br><a href="mailto:jmurai@hvcb.org">jmurai@hvcb.org</a>          |
| Meet Hawai'i    | SITE SoCal                                  | Connect with incentive planners from Southern California. Meet Hawai'i coordinates our table. Partnership opportunities are available.  | Dec (TBC)              | Southern CA           | TBC<br>Maximum of 3 partners            | Adele Tasaka<br><a href="mailto:atasaka@hvcb.org">atasaka@hvcb.org</a>         |



| IN-KIND OPPORTUNITIES      |  |  |            |  |                 |   |
|----------------------------|--|--|------------|--|-----------------|---|
| SOCIAL MEDIA               |  |  |            |  |                 |   |
| HVCB, KVB, OVB, MVCB, IHVB | Individual Social Influencer/Media 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, transportation, meals, wardrobe, activities. | Ongoing    | Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i | In-kind support | HVCB: Kara Imai<br><a href="mailto:kimai@hvcb.org">kimai@hvcb.org</a><br><br>KVB: Maile Brown<br><a href="mailto:mbrown@hvcb.org">mbrown@hvcb.org</a><br><br>OVB: Pua Sterling<br><a href="mailto:pua.sterling@finnpartners.com">pua.sterling@finnpartners.com</a><br><br>MVCB: Leanne Pletcher<br><a href="mailto:leanne@mauivb.com">leanne@mauivb.com</a><br><br>IHVB: Donna Kimura<br><a href="mailto:dkimura@hvcb.org">dkimura@hvcb.org</a> |
| MCI FAMS                   |  |  |            |  |                 |   |
| MVCB                       | Destination Hawai'i - <i>Successful Meetings</i> | Pre-FAM for 10 prequalified MCI Planners who were invited to the Destination Hawai'i/ <i>Successful Meetings</i> Conference. Each attendee has a definite program to book for Maui. Partners contribute activities, transportation and meals.                          | Fall (TBC) | Maui   | In-kind support | June Pagdilao<br><a href="mailto:june@mauivb.com">june@mauivb.com</a>   |



## OTHER OPPORTUNITIES

### LEISURE MARKETING

|      |  |  |               |  |     |   |
|------|--|--|---------------|--|-----|---|
| HVCB | Mālama Hawai'i Program                 | 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 <a href="http://gohawaii.com/malama">gohawaii.com/malama</a> , which lists volunteer opportunities and offers. There are two ways to participate: <ul style="list-style-type: none"> <li>• Offer a voluntourism activity</li> <li>• Offer an incentive for visitors in exchange for volunteering</li> </ul> | Ongoing       | Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i | \$0 | Lei-Ann Field<br><a href="mailto:lfield@hvcb.org">lfield@hvcb.org</a>                           |
| HVCB | Online Calendar of Events              | To list an event on the Calendar of Events pages of the <a href="http://gohawaii.com">gohawaii.com</a> website, go to <a href="http://events.gohawaii.com">events.gohawaii.com</a> and submit the event details.   | Ongoing       | Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i | \$0 | <a href="mailto:calendar@hvcb.org">calendar@hvcb.org</a>  |
| KVB  | Special Offers                         | Partners submit special offer to be included on Kaua'i-specific special offers website which is promoted at consumer shows.  | Jan, Feb      | Kaua'i   | \$0 | Maile Brown<br><a href="mailto:maile@hvcb.org">maile@hvcb.org</a>                               |
| OVB  | Consumer Enewsletter: Aloha from O'ahu | Themed consumer enewsletters offer partners the opportunity to reach opted-in subscribers that have expressed an interest in traveling to O'ahu. Content includes themed stories, destination and industry updates, information on festivals and Mālama Hawai'i experiences on O'ahu. Partners submit news/updates to be considered for inclusion.   | Jan, Feb, Mar | U.S.   | \$0 | Noelani Schilling-Wheeler<br><a href="mailto:noelani@visit-oahu.com">noelani@visit-oahu.com</a> |

### 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, incorporating Mālama Hawai'i. Partners contribute accommodations, meals and activities. | Ongoing | Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i | In-kind support | HVCB: Lei-Ann Field<br><a href="mailto:lfield@hvcb.org">lfield@hvcb.org</a><br><br>KVB: Erin Khan<br><a href="mailto:erin.khan@finnpartners.com">erin.khan@finnpartners.com</a><br><br>OVB: Pua Sterling<br><a href="mailto:pua.sterling@finnpartners.com">pua.sterling@finnpartners.com</a><br><br>MVCB: Leanne Pletcher<br><a href="mailto:leanne@mauivb.com">leanne@mauivb.com</a><br><br>IHVB: Donna Kimura<br><a href="mailto:dkimura@hvcb.org">dkimura@hvcb.org</a> |
| KVB                        | News Release: What's Blooming on the Garden Island | News release distributed on a quarterly basis to media, stakeholders and HTA Global Marketing Partners. Partners submit news/updates to be considered for inclusion.   | Ongoing | U.S.   | \$0             | Shere'e Quitevis<br><a href="mailto:sheree.quitevis@finnpartners.com">sheree.quitevis@finnpartners.com</a>  |



|                               |  |   |                    |      |     |   |
|-------------------------------|--|---|--------------------|------|-----|---|
| OVB                           | Media Enewsletter: News, Updates and Aloha from O'ahu        | Quarterly enewsletter sent to the OVB media database with the latest information on O'ahu updates, including accommodations, tours & activities, restaurants, shopping, festivals, air service and Mālama Hawai'i (O'ahu). Distribution to media, stakeholders and HTA Global Marketing Partners for global distribution. Partners submit news/updates to be considered for inclusion.  | Quarterly: Feb/Mar | U.S. | \$0 | Jacob Revells<br><a href="mailto:jacob.revells@finnpartners.com">jacob.revells@finnpartners.com</a> |
| MVCB                          | Enewsletter: Message from Maui Nui                           | A call for submissions email is sent 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.   | Quarterly          | U.S. | \$0 | Leanne Pletcher<br><a href="mailto:leanne@mauivb.com">leanne@mauivb.com</a>                         |
| IHVB                          | Eblast: What's Sizzlin'                                      | Themed email distributed to media, stakeholders and HTA Global Marketing Partners. Partners submit news/updates to be considered for inclusion.   | Bi-monthly: Feb    | U.S. | \$0 | Donna Kimura<br><a href="mailto:dkimura@hvcb.org">dkimura@hvcb.org</a>                              |
| <b>TRAVEL TRADE MARKETING</b> |  |   |                    |      |     |   |
| OVB                           | Travel Trade Enewsletter: News, Updates and Aloha from O'ahu | Quarterly enewsletter sent to the OVB travel trade database with the latest information on O'ahu updates, including accommodations, tours & activities, restaurants, shopping, festivals, air service and Mālama Hawai'i (O'ahu). Distribution to travel advisors and professionals, stakeholders and HTA's Global Marketing Partners for further global distribution. Partners submit news/updates to be considered for inclusion. | Quarterly: Feb/Mar | U.S. | \$0 | Jacob Revells<br><a href="mailto:jacob.revells@finnpartners.com">jacob.revells@finnpartners.com</a> |