



HAWAI‘I VISITORS & CONVENTION BUREAU

Membership Webinar: Public Relations

31 March 2026

AGENDA

I. What We Do

- I. Our Strategy & Approach
- II. Campaign: “Hawai‘i Stays With You”
- III. Major Programs
- IV. Measuring Impact
- V. Partnership Opportunities

II. PR Industry Insights

- I. Shifting media landscape & trends
- II. Leveraging AI
- III. Crafting compelling story ideas

III. Special Guest: Annie Daly

IV. Key Takeaways

V. Q&A





Meet Your PR Team



ISLAND OF
KAUAI OAHU MAUI HAWAII
VISITORS BUREAU VISITORS BUREAU VISITORS & CONVENTION BUREAU VISITORS BUREAU

[ANTHOLOGY]

FINN

MEMBERS



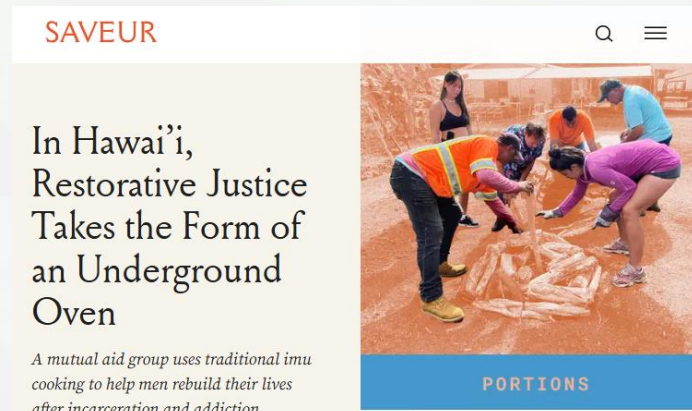
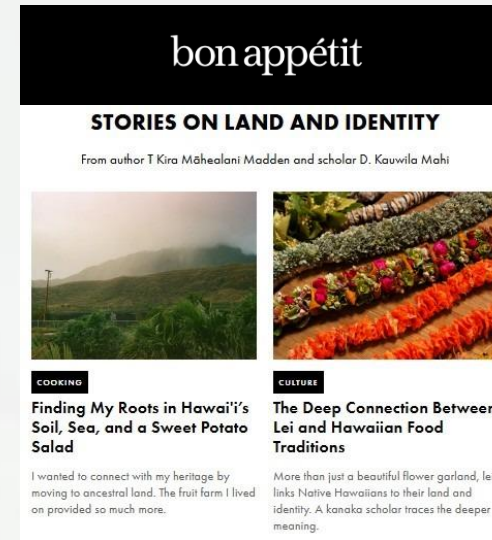


Our Shared Mission:
Telling Hawai'i's Stories Together



2026 PR Plan

- **Purpose: Inspire and influence positive destination coverage**
- Proactive deeper storytelling that shifts perception about Hawai'i, welcomes visitors
- Our belief: Hawai'i's story is best told by the people who live it



Our Strategy



- Digital-first platforms — Substack, YouTube, podcasts, streaming
- We pursue depth over volume
- Elevate community voices
- Building for AI-assisted travel planning

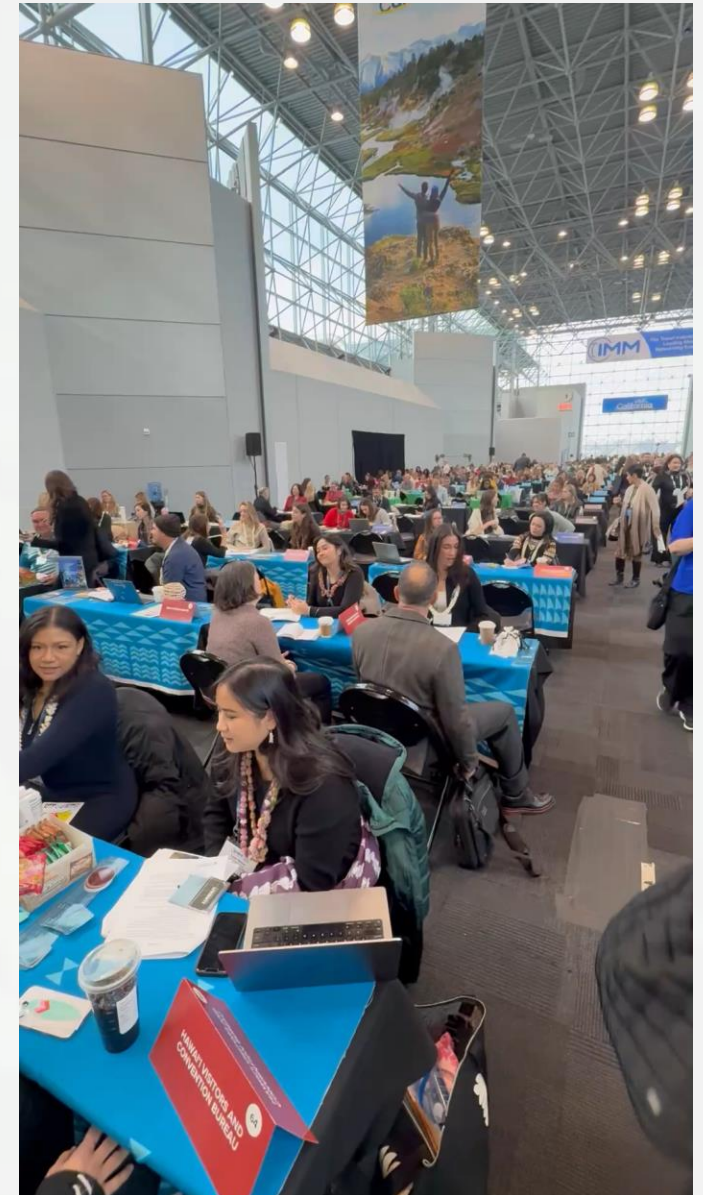
“Hawai‘i Stays With You” Campaign

- Four campaign ambassadors
- Strong early interest from media at IMM January 2026
- Stories are transformational, values-aligned, community-rooted
- ***How you can help:*** Connect us with remarkable voices in your backyard



IMM: International Media Marketplace

- Annual event in New York City in Jan.
- HVCB's biggest program of the year
- 24 media appointments, 500+ media
- **2026 highlights:**
 - First-ever dedicated Hawai'i section
 - 26 partners, all islands represented
 - Best opportunity to qualify and fill your media pipeline for the year



Timeline & Next Steps

- August 2026: Initial IMM 2027 communications
- September 2026: Deadline to RSVP for Hawai'i Section 2027 and share budget
- **IMM LUX (September 2026)**
 - Registration expected to open mid-2026
- **IMM North America (January 2027)**
 - Registration expected to open October 2026
 - *Call for submissions sent in Dec/Jan*



Media Visits & Coverage

- Hot 100 List reaches Hawai'i Target Traveler
- Inquiries evaluated against story fit, timing, and outlet quality
- ***What we need from partners:*** Hosted support, media rates, interview recs
- ***How we can support you:*** Assistance with flights, ground transportation, activities for qualified media

THRILLIST

Smithsonian
MAGAZINE

TRAVEL+
LEISURE

The New York Times

Forbes



Fodor's Travel

Outside

Los Angeles
MAGAZINE

Condé Nast
Traveler

Los Angeles Times

AFAR

SAVEUR

Impactful Productions

- High impact, high visibility productions that reach wide audiences
- Working with members to identify featured stories that align with productions' brand



Strategic Partnerships

- Expanding Hawai'i's reach through new media and brand partnerships that tap into established, loyal audiences beyond traditional channels
- Enhancing storytelling through high-quality, multi-platform content and creative collaboration with trusted partners
- Increasing overall impact through shared resources and more targeted engagement with high-value audiences



Travel Trade Publications (Leisure & MCI)

- Travel professionals and meeting planners
- Hawai'i Convention Center renovation: regular updates
- Timeline & FAQ: [Meethawaii.com](https://meethawaii.com)

The infographic features a dark teal header with the 'Meet HAWAII' logo on the left. The main text reads 'HAWAII CONVENTION CENTER Built for the Next 30 Years' with a subtitle 'Construction underway — world-class venue opens early 2028'. On the right, a white box contains the timeline: '2 Jan 2026 Construction began' and 'Early 2028 Targeted reopening'. Below the header is a row of four light blue boxes with white text: '\$ 87M Rooftop Repair and Upgrade', '95K sq ft Rooftop structure restored', '38K sq ft New outdoor canopy', and '1.1M sq ft Total facility, modernized'. At the bottom are two images: an aerial architectural model of the canopy structure and an interior rendering of the rooftop event space with round tables and chairs.

Meet HAWAII HAWAII CONVENTION CENTER
Built for the Next 30 Years
Construction underway — world-class venue opens early 2028

2 Jan 2026
Construction began

Early 2028
Targeted reopening

\$ 87M
Rooftop Repair and Upgrade

95K sq ft
Rooftop structure restored

38K sq ft
New outdoor canopy

1.1M sq ft
Total facility, modernized

Canopy structure — aerial model view

Rooftop event space under new canopy

KPIs: Our Rating System

- Based on Destinations International’s handbook and Barcelona Principles
- Created rating system
- Points awarded for: audience reach, key message inclusion, CTA, etc.

Rating System Defined — 15 pts max

Outlet Tier up to 4 pts	Coverage Tier up to 2 pts	Community Voices up to 2 pts	Messaging up to 6 pts	Link 1 pt
4 pts — Top-tier outlets (Hot 100 ranking) 3 pts — Upper-tier outlets 2 pts — Mid-tier outlets <hr/> 1 pt — Any publication not otherwise listed	2 pts — Feature At least half the coverage is dedicated to Hawai'i, featuring a destination spokesperson or HTA partner <hr/> 1 pt — Mixed Article covers multiple destinations/products (e.g., round-up or trend article where Hawai'i is one example)	2 pts — Community voices are included in the coverage	1 pt each for including: <div style="display: flex; flex-wrap: wrap; gap: 5px;"> <div style="border: 1px solid #ccc; border-radius: 5px; padding: 2px 5px; margin-right: 5px;">Multi-island</div> <div style="border: 1px solid #ccc; border-radius: 5px; padding: 2px 5px; margin-right: 5px;">Culture</div> <div style="border: 1px solid #ccc; border-radius: 5px; padding: 2px 5px; margin-right: 5px;">Culinary</div> <div style="border: 1px solid #ccc; border-radius: 5px; padding: 2px 5px; margin-right: 5px;">Community</div> <div style="border: 1px solid #ccc; border-radius: 5px; padding: 2px 5px; margin-right: 5px;">Environment</div> <div style="border: 1px solid #ccc; border-radius: 5px; padding: 2px 5px;">Mindful travel</div> </div>	1 pt — Includes a link to GoHawaii.com

Staying Connected: Partnership Opportunities

1. Add us to your distribution lists — press releases, openings, programming updates help us match you to incoming media inquiries
2. Quarterly “What’s New in the Hawaiian Islands” release goes to national media — FINN sends a call for submissions each quarter
3. Share story ideas and community voice recommendations



FOR IMMEDIATE RELEASE
18 March 2026

SPRING WHAT'S NEW IN THE HAWAIIAN ISLANDS

HAWAII — Spring in the Hawaiian Islands brings new adventures, lush landscapes, and unique experiences across every island. From breathtaking scenery and thriving communities to one-of-a-kind cultural activities and events, each day offers visitors a chance to discover, connect, and celebrate the spirit of Hawai'i.

MĀLAMA HAWAII & CULTURE

Efforts relating to sustainability and caring for our people, place, and culture.

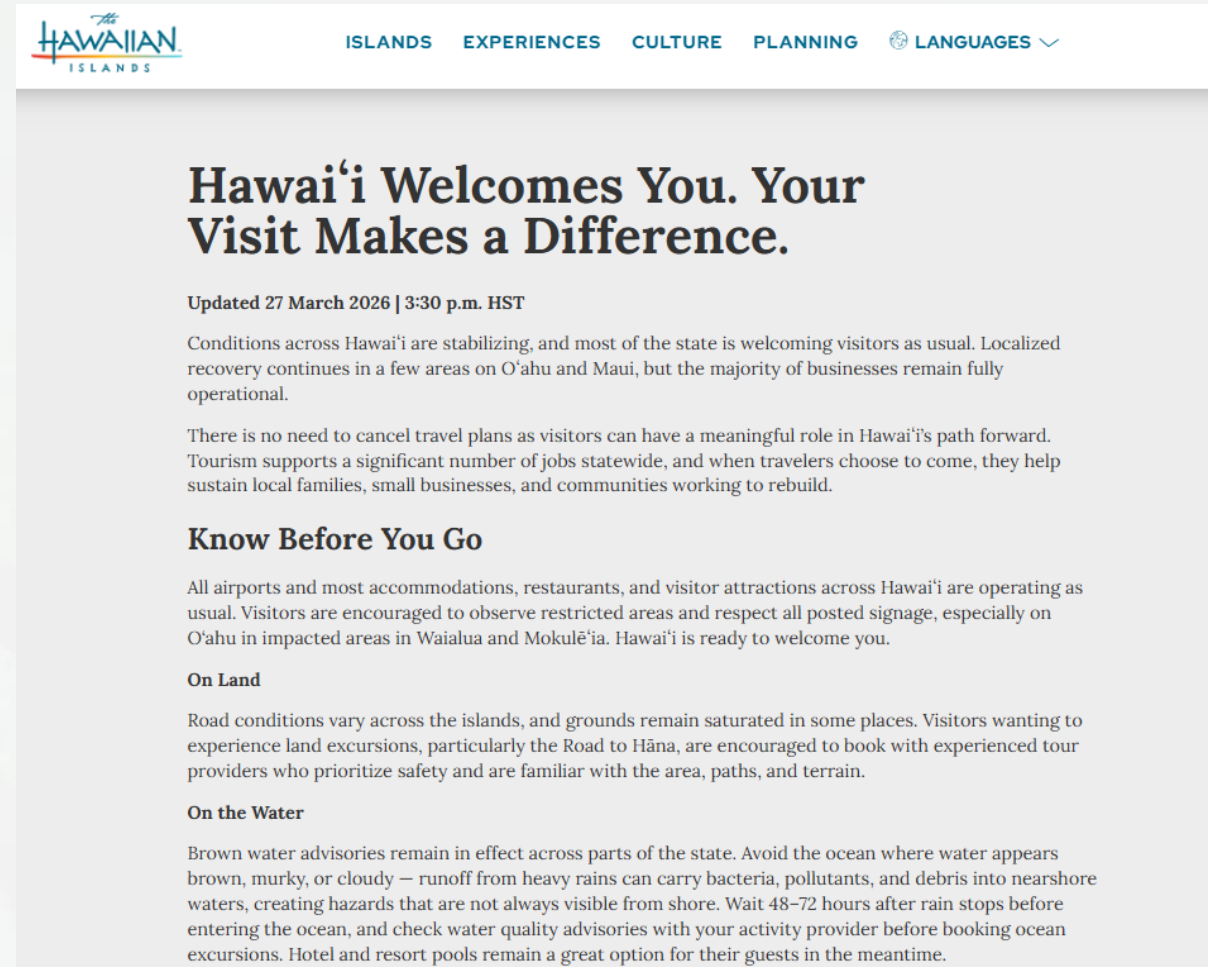
Hawaii Forest and Trail (Island of Hawai'i) recently announced its new Kohala Dry Gulch Stewardship Project. The initiative is rooted in one of the company's core values, Aloha 'Āina — loving and respecting the land. The focus is on restoring six acres of dry gulch habitat to its natural thriving state while creating connections to the land for guests and the community through hands-on-experiences. With brush clearing and invasive species removal already completed, the project is now actively planting canoe plants in the restored *lo'i* (agricultural terraces). Hawaii-Forest.com/Hoomalama-Initiative

Mālama Maunaloa (O'ahu) recently received a \$4.6 million National Fish and Wildlife Foundation grant supporting community-led conservation in East Honolulu. The funding advances a large-scale ridge-to-reef restoration project connecting native forest restoration, green stormwater infrastructure, and climate-resilient coral-reef rebuilding in Maunaloa Bay. The public is invited to participate in the restoration project through volunteer and ecosystem education opportunities. MalamaMaunaloa.org

Outrigger Kā'anapali Beach Resort (Maui Nui) will host its Lei Day Celebration on 1 May, showcasing this year's theme, Lei Pili 'Ohana: A Treasure of Family Lei. The event will include guest activities, such as hands-on *lei* making, cultural demonstrations, and performances honoring the cherished island tradition of giving and receiving lei. Guests will be able to create their own fresh flower lei with guidance from cultural

Crisis Communications

- Activates for severe weather, natural disasters, and destination-level events
- Deliverables: Membership emails, social media, press releases, travel advisor advisories, destination messaging for your guests
- Recent storms: Actively working with HTA on proactive PR to reinforce Hawai'i welcoming visitors



The screenshot shows the Hawaiian Islands website with a navigation bar containing 'ISLANDS', 'EXPERIENCES', 'CULTURE', 'PLANNING', and 'LANGUAGES'. The main content area features a headline: 'Hawai'i Welcomes You. Your Visit Makes a Difference.' Below the headline is a date and time: 'Updated 27 March 2026 | 3:30 p.m. HST'. The text states that conditions are stabilizing and most of the state is welcoming visitors. It also mentions that there is no need to cancel travel plans. A section titled 'Know Before You Go' provides information about airport operations and advises visitors to observe restricted areas. Sub-sections 'On Land' and 'On the Water' provide further details about road conditions and water advisories.

Hawai'i Welcomes You. Your Visit Makes a Difference.

Updated 27 March 2026 | 3:30 p.m. HST

Conditions across Hawai'i are stabilizing, and most of the state is welcoming visitors as usual. Localized recovery continues in a few areas on O'ahu and Maui, but the majority of businesses remain fully operational.

There is no need to cancel travel plans as visitors can have a meaningful role in Hawai'i's path forward. Tourism supports a significant number of jobs statewide, and when travelers choose to come, they help sustain local families, small businesses, and communities working to rebuild.

Know Before You Go

All airports and most accommodations, restaurants, and visitor attractions across Hawai'i are operating as usual. Visitors are encouraged to observe restricted areas and respect all posted signage, especially on O'ahu in impacted areas in Waialua and Mokolē'ia. Hawai'i is ready to welcome you.

On Land

Road conditions vary across the islands, and grounds remain saturated in some places. Visitors wanting to experience land excursions, particularly the Road to Hāna, are encouraged to book with experienced tour providers who prioritize safety and are familiar with the area, paths, and terrain.

On the Water

Brown water advisories remain in effect across parts of the state. Avoid the ocean where water appears brown, murky, or cloudy – runoff from heavy rains can carry bacteria, pollutants, and debris into nearshore waters, creating hazards that are not always visible from shore. Wait 48–72 hours after rain stops before entering the ocean, and check water quality advisories with your activity provider before booking ocean excursions. Hotel and resort pools remain a great option for their guests in the meantime.



Anna Piergallini
Account Supervisor
Anthology FINN Partners

PR Industry Insights



PR Industry Insights



Layoffs Abound

Positions at media outlets continue to shrink. At the same time, responsibilities and assignments are expanding - Cision reports 62% of journalists took on more responsibilities this year, giving writers even less time to develop and research stories.



Pay Decreases

Pay rates for writers are also declining. Legacy outlets (Vogue, Condé Nast titles, etc.) are increasingly leaning on their "brand" as a substitute for fair pay.

Reporters in early 2026 have documented that a \$250 flat fee for a feature often requires 10–15 hours of work, resulting in hourly rate of less than \$20/hour. In a viral article, numerous writers chimed in, complaining payments barely cover an Uber to the airport.



Rise of Independent Journalism

Independent journalism is surging, led by platforms like Substack, where writers are building loyal audiences and monetizing directly. The platform reported 73.9 million unique users in June 2025, and ranked as the 15th largest website among News & Media Publishers in the United States. According to Cision, 34% of journalists now report publishing their work independently, and outside of a traditional newsroom format.

How Earned Media Shapes Generative AI

- Using AI as travel planners (ChatGPT, Gemini's, etc.) are growing in popularity, with **91%** of global travelers relying on them. (Klook)
- About **94%** of all links cited are non-paid media, and **82%** come directly from earned sources, such as news articles and third-party blogs.
- AI Generated Answers Pull From & Value:
 - High-Authority Outlets: Placements in top-tier news and niche, industry-specific publications.
 - Press releases provide a “source of truth”
 - Third-Party Validation: Consistent mentions across diverse sources that create a “consensus of trust.”

2026 Travel Trends

- Ultra-Luxe Travel (TrendHAWK)
- Dry tourism (Conde Nast Traveler's The Biggest Travel Trends of 2026)
- Astro-cruising and Astrotourism (Conde Nast Traveler's The Biggest Travel Trends of 2026)
- Set-Jetting (Expedia's Unpack '26)
- We have heard from editors at AFAR, Travel + Leisure and Condé Nast Traveler that America 250 as well as “Mega-events,” like the 2026 FIFA World Cup across the U.S. and the 2026 Olympics, are not just competitions anymore – they are launching pads for deeper exploration of host cities and cultures.
- Cultural connection and authenticity (Capital One Travel Luxury Trendcast 2026)
- “Whycation”, centered around purpose (Hilton's 2026 Trends Reports)
- Rise of Neurowellness (TrendHAWK)
- Ancestry travel (Conde Nast Traveler's The Biggest Travel Trends of 2026)
- Grocery shop tourism (Conde Nast Traveler's The Biggest Travel Trends of 2026)
- Period drama set-jetting (Conde Nast Traveler's The Biggest Travel Trends of 2026)
- Hotel Hopping (Expedia's Unpack '26)
- Readaways (Expedia's Unpack '26)
- Farm Charm (Expedia's Unpack '26)

Turning Trends Into Stories

Signal → Localize → Solve

- Think like a journalist – they are constantly chasing new angles
- Know who you are pitching – 86% of journalists say PR pitches inspire at least some stories, yet 88% delete pitches that miss their beat (Muckrack)
- Identify a global trend and ask “Why does it matter now?” And localize it to highlight how your brand is making this trend possible.

EXAMPLE

84% of travelers are now trading city lights for starlit skies. With a 300% spike in “farm stay” reviews, 2026 is officially the year of “touching grass.” At [Your Brand Name], we are making this “Slow Travel” trend a reality by [Insert your unique experience, e.g., hosting sunrise harvest workshops]...



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Annie Daly
Freelance Writer
Condé Nast Traveler, Vogue,
The Wall Street Journal



Taryn Pascua
Public Relations Manager
HVCB

Panel Talk Story



Key Takeaways



Let's Work Together

- Add our team to your press release distribution
- Tell us about community voices doing remarkable work on your island
- Look out for “What’s New” call for submissions
- Summer 2026: HVCB PR Colleagues Meetings on each island
- Consider IMM 2027 — details coming this summer



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Q&A

MAHALO

