



**2022 PARTNERSHIP OPPORTUNITIES**  
**January – June 2022**

*The following opportunities reflect current plans and may change given the evolving recovery environment. Details will be updated as conditions warrant in 2022.*

HVCB/ ISLAND CHAPTER/ MEET HAWAI'I	PROGRAM/ACTIVITY	DESCRIPTION	TIMING (Month & Day)	LOCATION (City or Island)	COST	CONTACT (Name & Email)
<b>PAID OPPORTUNITIES</b>						
<b>LEISURE MARKETING</b>						
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 (e.g. free room night, discount) 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 <a href="mailto:lfield@hvcb.org">lfield@hvcb.org</a>
HVCB	Statewide Digital Cooperative Marketing Programs	Tactical, digital cooperative marketing programs for the destination are developed to drive business from top markets during optimal booking periods. Partnership opportunities are available at various tiered participation levels.	Spring	U.S.	Varies	Gina Chun <a href="mailto:gchun@hvcb.org">gchun@hvcb.org</a>
HVCB	Enewsletter: <i>Islands of Aloha Express</i>	The consumer enewsletter offers partners the opportunity to reach up to 360,000 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 and downloadable wallpapers. Advertising opportunities are available.	Monthly (Jan-Jun)	U.S.	Varies	HVCB Membership Department: <a href="mailto:membership@hvcb.org">membership@hvcb.org</a>
HVCB	Hawai'i Statewide Official Visitors' Guide	The Hawai'i Statewide Official Visitors' Guide is the HVCB destination planner produced in both digital and print formats. Qualified distribution is targeted digitally to the proprietary consumer database and modeled Hawai'i lookalike audience, as well as to the travel trade database and to fulfill requests from <a href="http://gohawaii.com">gohawaii.com</a> and <a href="http://agents.gohawaii.com">agents.gohawaii.com</a> . Advertising opportunities are available at various levels	Annual	U.S.	Varies	HVCB Membership Department: <a href="mailto:membership@hvcb.org">membership@hvcb.org</a>



HVCB/ ISLAND CHAPTER/ MEET HAWAI'I	PROGRAM/ACTIVITY	DESCRIPTION	TIMING (Month & Day)	LOCATION (City or Island)	COST	CONTACT (Name & Email)
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 <a href="mailto:membership@hvcb.org">membership@hvcb.org</a>
HVCB	Statewide Consumer Special Offers	The GoHawaii Destination App. Everything a visitor needs to plan the most enriching Hawai'i vacation. Partners submit consumer Special Offers.	Annual	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>
KVB	Special Offers	Partners provide offers to be listed on <a href="http://Kauaispecials.com">Kauaispecials.com</a> to be promoted at travel shows.	Feb 14	U.S.	\$0	Maile Brown <a href="mailto:maile@hvcb.org">maile@hvcb.org</a>
<b>TRAVEL TRADE MARKETING</b>						
HVCB	Enewsletter: <i>E-xpressly for Travel Professionals</i>	The enewsletter for travel professionals offers partners a chance to reach up to 60,000 opted-in travel agents and travel industry subscribers. Advertising opportunities are available.	Monthly (Jan-Jun)	U.S.	Varies	HVCB Membership Department: <a href="mailto:membership@hvcb.org">membership@hvcb.org</a>
<b>TRAVEL TRADE SHOWS</b>						
HVCB KVB, OVB, MVCB, IHVB	Travel Trade Leisure Sales Blitz U.S. West	Live, in-person training for travel advisors will be held in four U.S. West markets. Evening sessions will include a Hawai'i supplier trade show, supplier gift bag tote (provided with opportunity for supplier product information to be included); live Hawaiian music and hula performances, networking, dinner and 5-minute on-stage supplier presentations. Participation opportunities are available.	May 16-19	Seattle, WA Sacramento, CA San Francisco, CA Orange County, CA	Varies from \$1,000 per show for multiple-property hotels & resorts, wholesalers and airlines; \$750 per show for single-property hotel members; \$500 per show for activities & attraction partners  Partner travel costs on own.	Erica Neves <a href="mailto:eneves@hvcb.org">eneves@hvcb.org</a>
<b>TRAVEL TRADE EDUCATION</b>						
OVB	Niche Market O'ahu Webinars	Advisors receive updates and information on the endless choices O'ahu offers discerning travelers. Limited to two industry partners on a first-come, first-served basis.	Mar, May (TBC)	O'ahu	\$750 per partner	Karishma Chowfin <a href="mailto:karishma@visit-oahu.com">karishma@visit-oahu.com</a>
MVCB	Educational Webinars	Advisors receive updated information on resorts, activities, events and travel in and around the Hawaiian Islands. Limited to two partner presentations on each webinar.	Quarterly	Maui, Moloka'i & Lāna'i	\$500 per presenting partner	Sherry Duong <a href="mailto:sherry@mauivb.com">sherry@mauivb.com</a>
IHVB	Island Partner Webinars	Travel Advisor webinars with destination/product training by IHVB and island partners. May be limited to one hotel + two unique partner activities.	Mar, May	Island of Hawai'i	\$200	Deanna Isbister <a href="mailto:disbister@hvcb.org">disbister@hvcb.org</a>



**IN-KIND OPPORTUNITIES**

**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, activities and meals.	Ongoing (Jan-Jun)	Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i	In-kind support	<p>HVCB: Lei-Ann Field <a href="mailto:lfield@hvcb.org">lfield@hvcb.org</a></p> <p>KVB: Danielle Thomson <a href="mailto:Danielle.thomson@AnthologyGroup.com">Danielle.thomson@AnthologyGroup.com</a></p> <p>OVB: Pua Sterling <a href="mailto:pua.sterling@anthologygroup.com">pua.sterling@anthologygroup.com</a></p> <p>MVCB: Leanne Pletcher <a href="mailto:leanne@mauib.com">leanne@mauib.com</a></p> <p>IHVB: Donna Kimura <a href="mailto:dkimura@hvcb.org">dkimura@hvcb.org</a></p>
MVCB	Press Trip: Reimagining Maui Nui	Will introduce Maui County's partners, the Mālama Maui County Pledge and Maui and Lāna'i Destination Management Action Plans (DMAPs). Partners contribute accommodations, activities and meals.	Mar 8 – 12 (TBC)	Maui, Lāna'i	In-kind support	<p>Leanne Pletcher <a href="mailto:leanne@mauib.com">leanne@mauib.com</a></p>
MVCB	Press Trip: Maui Nui: Going Back to the Roots	Will introduce Maui County's partners and Maui and Moloka'i Destination Management Action Plans (DMAPs). Partners contribute accommodations, activities and meals.	Jun 7 – 11 (TBC)	Maui, Moloka'i	In-kind support	<p>Leanne Pletcher <a href="mailto:leanne@mauib.com">leanne@mauib.com</a></p>



## OTHER OPPORTUNITIES

HVCB regularly collects and distributes destination information to key consumer and trade media. Partners are encouraged to share timely news and updates to be considered for relevant inclusion.

### LEISURE MARKETING

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>
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### PUBLIC RELATIONS

HVCB, KVB, OVB, MVCB, IHVB	Virtual Media Blitz	HVCB and the Island Chapters will coordinate a virtual event including one-on-one video conferences with freelance, print, online, and broadcast media to share destination updates and promote Mālama Hawai'i. Partners can provide news/updates for inclusion where possible and appropriate.	Q2 (TBC)	Virtual Event with Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i	\$0	HVCB: Lei-Ann Field <a href="mailto:lfield@hvcb.org">lfield@hvcb.org</a>  KVB: Danielle Thomson <a href="mailto:Danielle.thomson@AnthologyGroup.com">Danielle.thomson@AnthologyGroup.com</a>  OVB: Pua Sterling <a href="mailto:pua.sterling@anthologygroup.com">pua.sterling@anthologygroup.com</a>  MVCB: Leanne Pletcher <a href="mailto:leanne@mauib.com">leanne@mauib.com</a>  IHVB: Donna Kimura <a href="mailto:dkimura@hvcb.org">dkimura@hvcb.org</a>
KVB	News Release: <i>What's Blooming on the Garden Island</i>	News release distributed on a quarterly basis to media, stakeholders, and international contractors. Partners submit news/updates to be considered for inclusion.	Quarterly	U.S.	\$0	Danielle Thomson <a href="mailto:Danielle.thomson@AnthologyGroup.com">Danielle.thomson@AnthologyGroup.com</a>
OVB	Enewsletter: <i>News, Updates &amp; Aloha from O'ahu</i>	Quarterly enewsletter sent to OVB media database with the latest information on industry updates. This is shared with HTA's Global Marketing Partners (GMTs) and adjusted for Travel Trade distribution. Partners submit news/updates to be considered for inclusion.	Quarterly	U.S.	\$0	Pua Sterling <a href="mailto:pua.sterling@anthologygroup.com">pua.sterling@anthologygroup.com</a>  Jacob Revells <a href="mailto:jacob.revells@anthologygroup.com">jacob.revells@anthologygroup.com</a>
MVCB	Enewsletter: <i>Message from Maui Nui</i>	An 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.	Bi-monthly	U.S.	\$0	Leanne Pletcher <a href="mailto:leanne@mauib.com">leanne@mauib.com</a>
IHVB	Eblast: <i>What's Sizzlin'</i>	Themed email to media, stakeholders, and global marketing partners. Partners submit news/updates to be considered for inclusion.	Bi-monthly	Island of Hawai'i	\$0	Donna Kimura <a href="mailto:dkimura@hvcb.org">dkimura@hvcb.org</a>



TRAVEL TRADE MARKETING						
OVB	Enewsletter: <i>News, Updates &amp; Aloha from O'ahu</i>	O'ahu enewsletter for travel professionals targets advisors who have specifically requested information and updates for O'ahu. Partners submit news/updates to be considered for inclusion.	Quarterly (TBC)	U.S.	\$0	Joyce Bernardo <a href="mailto:joyce@visit-oahu.com">joyce@visit-oahu.com</a>  cc. Karishma Chowfin <a href="mailto:karishma@visit-oahu.com">karishma@visit-oahu.com</a>
TRAVEL TRADE EDUCATION						
KVB	Kaua'i Webinars	Destination webinars with updates about Kaua'i. Partners submit property news/content to be considered for inclusion	Quarterly (TBC)	Kaua'i	\$0	Maile Brown <a href="mailto:maile@hvcb.org">maile@hvcb.org</a>
OVB	Destination Update Webinars: <i>What's New On O'ahu</i>	Quarterly webinars highlighting updates and what's new on O'ahu. Partners submit news/updates to be considered for inclusion.	Feb, Apr, Jun (TBC)	O'ahu	\$0	Karishma Chowfin <a href="mailto:karishma@visit-oahu.com">karishma@visit-oahu.com</a>
IHVB	Destination Training	Travel Advisor webinars with destination training. Partners submit news/updates to be considered for inclusion.	Monthly (Feb-Jun)	Island of Hawai'i	\$0	Deanna Isbister <a href="mailto:disbister@hvcb.org">disbister@hvcb.org</a>