



Meet
HAWAII™

COMMUNICATIONS RESOURCE GUIDE

ALOHA

On behalf of the Hawai'i Tourism Authority's (HTA) Meet Hawai'i team, *mahalo* (thank you) for selecting the Hawaiian Islands for your upcoming meeting, incentive, convention or event. It's true. Those fortunate to attend programs in Hawai'i simply "come back better."

That is to say, they return home from our islands better; feeling inspired, rejuvenated and reenergized by our beautiful natural surroundings, multitude of cultures, as well as our friendly Aloha Spirit. Each person's business and leisure experiences in the Aloha State genuinely expand their mind and enriches their soul.

Incentive, education and meeting groups consistently report a surge in attendance when Hawai'i is their destination. Our advantageous geographic location within the Pacific Rim makes it easy for organizers to attract attendees from the east and west. Also, airlift to the Hawaiian Islands, currently at an all-time high, makes getting here convenient and efficient.

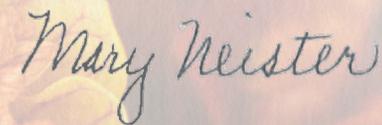
This *Meet Hawai'i Communications Resource Guide* has been created to help you build attendee excitement and participation, offer best practices on promoting your upcoming program in the Hawaiian Islands, and share tips on appropriately incorporating the Hawaiian culture into your internal and external communications.

Meet Hawai'i, a collaboration of HTA, HTA's Global Marketing Teams and the Hawai'i Convention Center (HCC) focused on securing single-property and citywide group business for the Hawaiian Islands under one unified brand, looks forward to partnering with you to make your next event – or returning event – a great success in Hawai'i.

In addition to their presence in the United States, members of Meet Hawai'i's global meetings, conventions and incentives (MCI) sales team are present in China, Japan, Korea, Taiwan, Australia, New Zealand, Canada and Europe, enabling meeting planners to communicate with a Hawai'i expert in their respective region. Hawai'i Tourism United States also offers on-island ambassadors.

We look forward to partnering with you and sharing the unmatched spirit and experiences of the Hawaiian Islands with your attendees. For more information, please visit MeetHawaii.com.

Warmest Aloha,



Mary Neister, CMP
Vice President MCI
Hawai'i Tourism United States



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MEET HAWAI'I KEY PUBLIC RELATIONS CONTACTS



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For a complete list of Meet Hawai'i
sales and marketing team members, please visit:
meethawaii.com/resources/meet-hawaii-sales-team

SIX HAWAIIAN ISLANDS, SIX DIFFERENT EXPERIENCES

An overview of what makes each of Hawai'i's islands uniquely exceptional.

Each of Hawai'i's six visitable islands boasts a unique personality all its own, offering visitors numerous individual experiences. Not sure which island is right for you? Start by exploring each island based on the type of experience you'd like to have, whether you're after heart-pounding adventures, total relaxation or something in-between.

For more information about the Hawaiian Islands, visit gohawaii.com.

Kaua'i

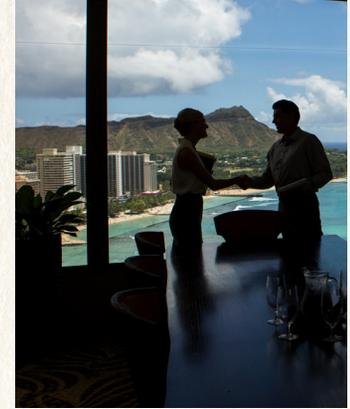


On Kaua'i, you won't really have to work to immerse yourself in nature. The island has a way of taking care of it for you. Before rushing off to survey Kaua'i's prodigious natural wonder, stop. Settle into its peaceful, unhurried and relaxing vibe. Then spend a day on Kaua'i's emerald east side kayaking the Wailuā River, exploring Līhu'e and Kapa'a towns, and discovering the north shore's singular natural beauty. The breathtaking west side contrast of dry, rugged Waimea Canyon and misty, forested Kōke'e State Park will have your tomorrow covered. Then be awed by the Nāpali Coast's towering sea cliffs on a catamaran tour or, by air, on an island-traversing helicopter tour folding in other otherwise unreachable Kaua'i sights. Repeat anything above for day four and beyond. Or just settle into Kaua'i's relaxing vibe all over again.

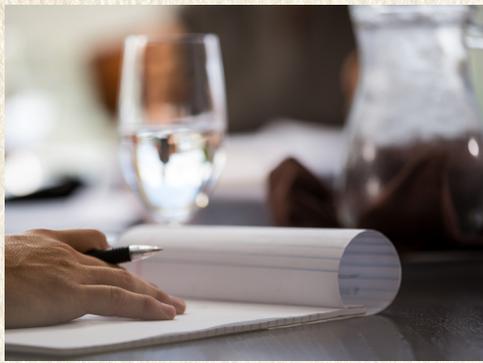


O'ahu

So, you want the island with the most wide-ranging selection of inspired multiethnic and regional cuisine and eateries. Downtime in one of the world's most-renowned resort areas, enjoying the shopping, arts and culture, beach activities, nightlife, cosmopolitan population and sheer amount of cool stuff to do only great cities offer. Yet you still crave the unspoiled, breathtaking natural world Hawai'i is world famous for nearby to whisk you away from city life when you're ready. Welcome to O'ahu. Honolulu has all of the above and then some, with rainforest hiking trails mere minutes from urbanity and, further from the city, the North Shore's world-renowned surf spots and beaches, and the pure country of O'ahu's verdant Windward Coast.



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Maui Nui (includes Maui, Lānaʻi and Molokaʻi)



Think of Maui Nui as everything you already love about Maui – exquisite beaches, diverse outdoor adventures and unbound nature – times three. Maui Nui – Hawaiian for “great/large Maui” – encompasses Maui and neighboring islands Molokaʻi and Lānaʻi. Maui, you already know – laid back, leisurely and full of new adventures and discoveries on every visit. It’s about

road-tripping the roadside waterfalls, rainforests and rugged coastline of the winding Hāna Highway, or finding your calm on an Upcountry Maui forest hike or horseback ride. Molokaʻi is rustic, rugged and reminiscent of a simpler, not-all-that-far-in-the-past Hawaiʻi. And Lānaʻi? Imagine a combination of understated natural wonder, relaxed modern luxury and small-town neighborly comforts and prepare to have your expectations met.

Island of Hawaiʻi



More than just the largest of the Hawaiian Islands and the only one still occasionally adding to that acreage, the island of Hawaiʻi doubles down on its vast and diverse landscapes – you’ll also find 10 of the world’s 14 subcategory climate zones on it – with big time exploration and adventures in nature. Explore portions of an active volcano, and two of the tallest mountains in the world (look them up, it’s true), from summits to rainforests, and lava deserts to rugged coastlines and sandy beaches. Hike, snorkel, sail, swim (with or without manta rays), bike, road trip, stargaze, zip line, scuba, visit five National Park Service parks sites and trails (four focused exclusively on Hawaiian culture), then dine on true farm-and-ocean-to-table eats.



INCORPORATING HAWAIIAN CULTURE INTO YOUR MEETING

Consider these tips for responsibly adding elements of Hawaiian culture into your meeting, incentive, convention or event.

Hawai'i is a special place, with a blend of cultures, activities and experiences unique in all the world. Largely because of these charms, the Hawaiian Islands have attracted the attention of travel marketers and journalists for more than a century, going back to the late 1800s and the journeys of writers Mark Twain and Robert Louis Stevenson.

Unfortunately, along the way, some who have spotlighted Hawai'i have not always made themselves intimately familiar with the Islands before telling their stories. As a result, our destination has often been misrepresented or inaccurately portrayed.

In response to these issues, the Hawai'i Tourism Authority (HTA) developed the Ma'ema'e Tool Kit, which provides essential information you should know for authentically and responsibly promoting the Hawaiian Islands. From geographical, historical and cultural information, to descriptions of the many experiences our islands have to offer, the Ma'ema'e Tool Kit is your guide for basic knowledge about Hawai'i.

Also included in the kit is a useful language tool that will help you ensure the Hawaiian language is applied correctly in your promotions.

Key components of the Ma'ema'e Tool Kit are:

- A Hawaiian culture initiative document
- Hawaiian language tools
- Hawai'i image usage guidelines
- Hawaiian cultural experiences (including festivals, events and activities)
- A style and resource guide
- A Hawai'i vs. World History timeline
- Island maps and information

We appreciate your help in promoting Hawai'i's people, places and culture in an authentic and meaningful way. HTA supports efforts that help to preserve the Hawaiian culture and its heritage, and we encourage all of our partners – including you – to join in this commitment.

To access the Ma'ema'e Tool Kit online, visit hawaiitourismauthority.org/maemae



COMMUNICATIONS TIMELINE

Consider the communications timeline below for planning your event in Hawai'i.

One Year Out

- Promote your meeting site to attendees through email, social media and other preferred communications channels, including paid media.
- Connect with your Meet Hawai'i or convention services representative about available resources to promote Hawai'i as your meeting destination.
- Access complimentary, high-resolution images of the Hawaiian Islands for inclusion in promotional materials at barberstock.com/hawaii. Registration is quick and free.
- Consider sharing promotional and safety videos of the Hawaiian Islands with your attendees to build interest and anticipation about the meeting. You can find these at youtube.com/gohawaii or youtube.com/hawaiihta.

Six Months Out

- Continue promoting your event through email, social media and other preferred communications channels, including paid media.
- Create a hashtag specific to your event and encourage attendees to use it to drive discussion and conversation.
- Begin reaching out to national and international media to make them aware of your event.

Three Months Out

- Develop a target media list for pitches.
- Identify newsworthy story angles and share them with journalists and social media influencers.

One to Two Months Out

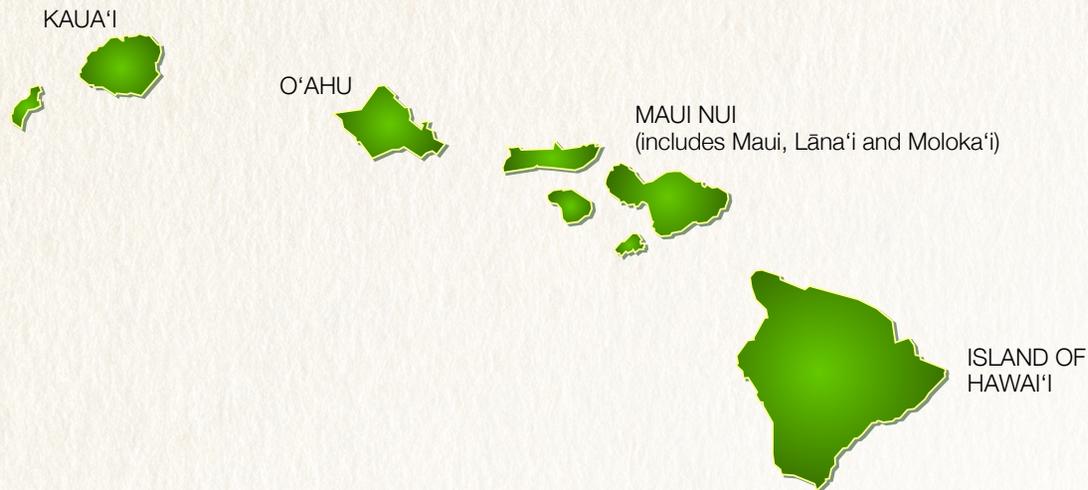
- Develop news releases, media advisories, calendar alerts and other communications materials.
- If your event is open to the public, consider paid media in the local market to drive attendance.
- Begin reaching out to Hawai'i-based media to make them aware of your event. If you are seeking morning TV news opportunities, pitch these a month in advance.

Two to Three Weeks Out

- Follow up with media you have pitched to gauge their interest in covering your event.
- Consider inviting media to attend your event and offering interviews with key leadership and speakers.

One Week Out

- If media are welcome to attend, issue a media advisory.
- Continue to leverage social media and your hashtag.



DEVELOPING A MEDIA LIST THAT'S RIGHT FOR YOU

A list of key Hawai'i media contacts statewide covering print, broadcast, online and social media.

The Hawai'i media outlets and reporters you reach out to for coverage will vary depending on the type of meeting, convention or event you are planning.

It's important to note that Hawai'i has only one statewide newspaper – the *Honolulu Star-Advertiser* – and three TV news stations that broadcast statewide: KHON 2 News (FOX), KITV 4 News (ABC) and Hawaii News Now (CBS and NBC). Hawai'i Public Radio, a member station of National Public Radio, also broadcasts statewide. Additionally, each of Hawai'i's main islands publishes at least one daily newspaper.

Key media outlets statewide include:

KAUA'I

Print/Online

The Garden Island – thegardenisland.com

Midweek Kaua'i – midweekkauai.com

Radio

Da Pā'ina 95.9 FM – 959dapaina.com

KONG 93.5 FM – kongradio.com

MAUI NUI

Print/Online

The Maui News – mauinews.com

Maui Now – mauinow.com

Radio

HI92 FM – hi92maui.com

KPOA 93.5 FM – kpoa.com

Maui's Q103 FM – q103maui.com

ISLAND OF HAWAII'

Print/Online

Big Island Now – bigislandnow.com

Hawaii Tribune-Herald – hawaii-tribune-herald.com

West Hawaii Today – westhawaii.com

Radio

KAPA 93.5 FM – kaparadio.com

KBIG 97.9 FM (Hilo) and 106.1 FM (Kona) – kbigfm.com

KWXX 94.7 FM (Hilo) and 101.5 FM (Kona) – kwxx.com

The Beat 95.9 FM (Hilo) and 93.9 FM (Kona) –
thebeathawaii.com

O'AHU

Print/Online

Associated Press – apnews.com/Hawaii

Hawaii Business – hawaiibusiness.com

Hawaii Hospitality – hawaiihospitalityonline.com

Honolulu Civil Beat – civilbeat.org

Honolulu – honolulumagazine.com

Honolulu Star-Advertiser – staradvertiser.com

Midweek – midweek.com

Pacific Business News – bizjournals.com/pacific

Radio

Da Bomb 102.7 FM – 1027dabomb.net

ESPN 1420 AM – espn1420am.com

Hawai'i Public Radio – hawaiipublicradio.org

Hawaiian 105 KINE – hawaiian105.com

Island 98.5 FM – island985.iheart.com

KCCN FM 100 – kccnfm100.com

KHVH News Radio 830 AM – khvhradio.iheart.com

Krater 96 FM – krater96.com

KSSK 92.3 FM – ksskradio.iheart.com

KUMU 94.7 FM – kumu.com

NBC Sports Radio 1500 AM – nbcsportsradiohawaii.com

Power 104.3 FM – power1043.com

Star 101.9 FM – star1019.iheart.com

Television

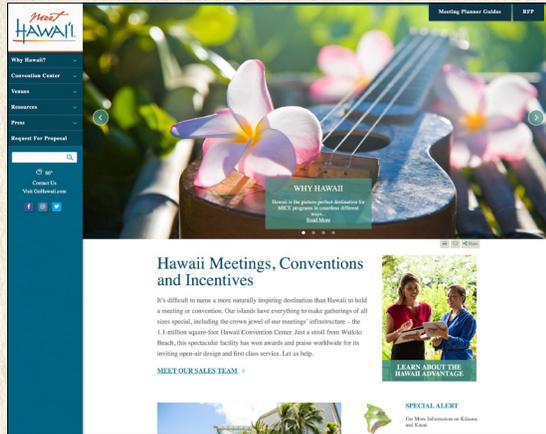
Hawaii News Now – hawaii-11.com

KHON 2 News – khon2.com

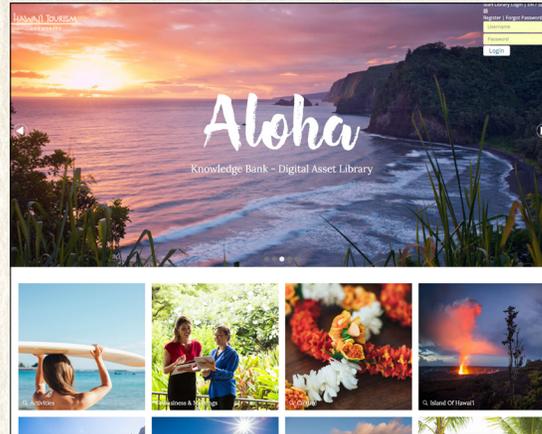
KITV 4 News – kitv.com

MEET HAWAI‘I RESOURCES

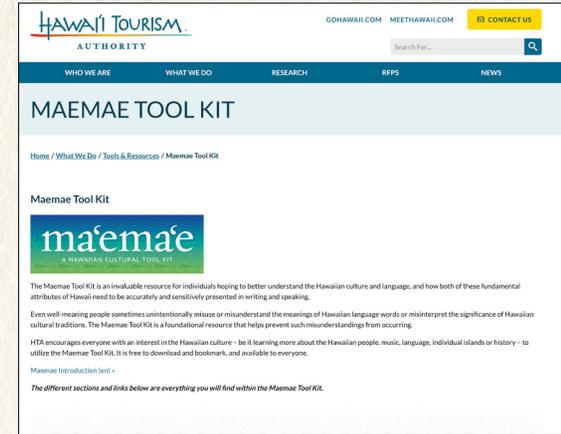
Bookmark these websites for valuable information and tools that will help with your event planning.



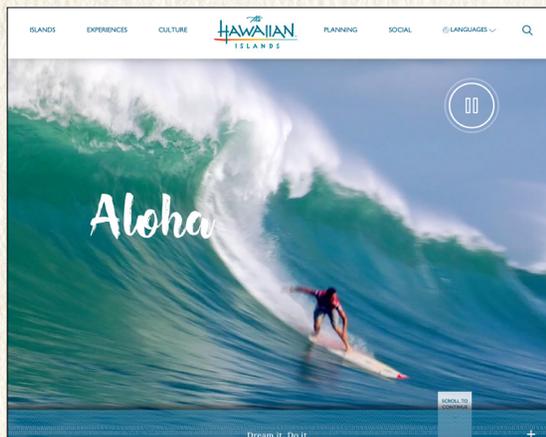
Meet Hawai‘i
meethawaii.com



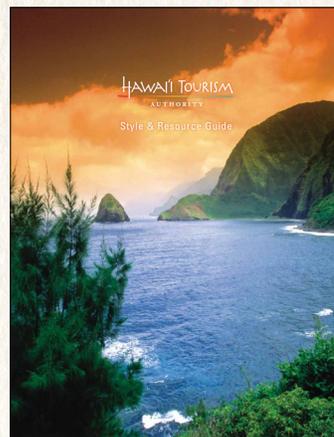
HTA Knowledge Bank
barberstock.com/hawaii



HTA Ma‘ema‘e Toolkit
hawaiiourismauthority.org/maemae



The Hawaiian Islands
gohawaii.com



HTA Style & Resource Guide
hawaiiourismauthority.org/media/1691/maemae-style-resource-guide-english.pdf



SOCIAL MEDIA

Important social media profiles to follow and connect with.

Meet Hawai'i	LinkedIn: linkedin.com/showcase/meet-hawaii Instagram: instagram.com/meetoahu	Hawai'i Tourism United States	Facebook: facebook.com/hawaii Instagram: instagram.com/gohawaii Twitter: twitter.com/gohawaii YouTube: youtube.com/gohawaii
Hawai'i Convention Center	Facebook: facebook.com/hawaii-convention-center Instagram: instagram.com/hawaii-convention-center Twitter: twitter.com/hiconventionctr YouTube: youtube.com/channel/UCxrkaPt0l8spB8CdwUitAbQ/featured	Hawai'i Tourism Canada	Facebook: facebook.com/gohawaii-ca Instagram: instagram.com/gohawaii-ca Twitter: twitter.com/gohawaii-ca
Kaua'i Visitors Bureau	Facebook: facebook.com/kauaivisitorsbureau Instagram: instagram.com/kauaidiscovery Twitter: twitter.com/kauaidiscovery	Hawai'i Tourism Germany	Facebook: facebook.com/gohawaii-de Instagram: instagram.com/gohawaii-de
O'ahu Visitors Bureau	Facebook: facebook.com/oahuhawaii Instagram: instagram.com/oahuvb Twitter: twitter.com/oahuvb	Hawai'i Tourism U.K. & Ireland	Facebook: facebook.com/gohawaii-uk Instagram: instagram.com/gohawaii-uk
Maui Visitors and Convention Bureau	Facebook: facebook.com/visitmaui Instagram: instagram.com/mauivisit Twitter: twitter.com/mauivisit	Hawai'i Tourism Australia	Facebook: facebook.com/gohawaii-au Instagram: instagram.com/gohawaii-au Twitter: twitter.com/gohawaii-au
Island of Hawai'i Visitors Bureau	Facebook: facebook.com/islandofhawaii Instagram: instagram.com/theislandofhawaii Twitter: twitter.com/hawaii-big-island	Hawai'i Tourism New Zealand	Facebook: facebook.com/gohawaii-nz Instagram: instagram.com/gohawaii-nz
Hawai'i Tourism Authority	Facebook: facebook.com/hawaiihta Instagram: instagram.com/hawaiihta Twitter: twitter.com/hawaiihta YouTube: youtube.com/hawaiihta	Hawai'i Tourism Southeast Asia	Facebook: facebook.com/gohawaii-sea Instagram: instagram.com/gohawaii-sea
		Hawai'i Tourism China	Sina Weibo: weibo.com/islandsofaloha WeChat: hawaii-tourism
		Hawai'i Tourism Taiwan	Facebook: facebook.com/hawaii-tourism-tw Instagram: instagram.com/gohawaii-tw
		Hawai'i Tourism Japan	Facebook: facebook.com/gohawaii-jp Instagram: instagram.com/gohawaii-jp Twitter: twitter.com/gohawaii-jp
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		Hawai'i Tourism Hong Kong	Facebook: facebook.com/gohawaii-hk Instagram: instagram.com/gohawaii-hk



The logo for "Meet Hawaii" features the word "Meet" in a brown, cursive script font, positioned above the word "HAWAII" in a blue, bold, sans-serif font. A horizontal line with a color gradient from orange to blue runs beneath the word "HAWAII".

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MeetHawaii.com