



## 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 re-engaged 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.

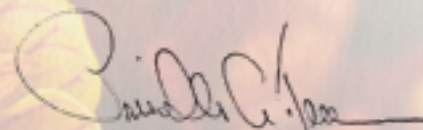
This *Meet Hawai'i Communications Resource Guide* has been created to help you build attendee excitement and participation, offer best practices on promoting your upcoming program in the Hawaiian Islands, and share tips on appropriately incorporating the Hawaiian culture into your internal and external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

Meet Hawai'i, a collaboration of HTA, HTA's Global Marketing Team 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](http://MeetHawaii.com).

Warmest Aloha,



Priscilla Texeira  
Managing Director, Hawai'i Tourism Authority  
Global MCI



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## MEET HAWAI'I KEY PUBLIC RELATIONS CONTACTS



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(Public relations firm for Meet Hawai'i)

*President, Public Relations*

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[nathan.kam@anthologygroup.com](mailto:nathan.kam@anthologygroup.com)

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

### Kaua'i

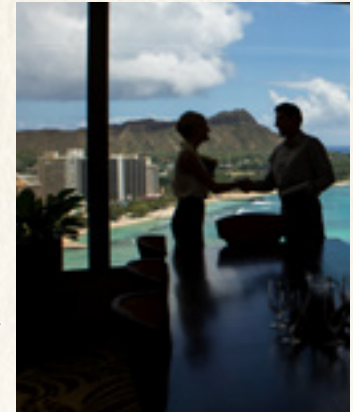


prodigious natural wonder, stop. Settle into its peaceful, unhurried and relaxing vibe. Then spend a day on Kaua'i's emerald east side kayaking the Wailua River, exploring Lihu'e and Kapa'a towns, and discovering the north shore's singular natural beauty. The breathtaking west side contrast of dry, rugged 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.



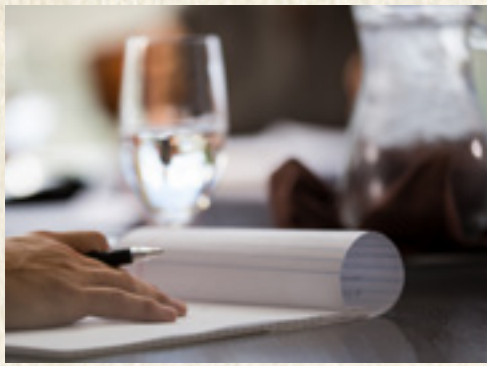
### O'ahu

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.



Meet  
HAWAII™





## 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 [hawaii-tourism-authority.org/maemae](http://hawaii-tourism-authority.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](http://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](http://youtube.com/gohawaii) or [youtube.com/hawaiihta](http://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

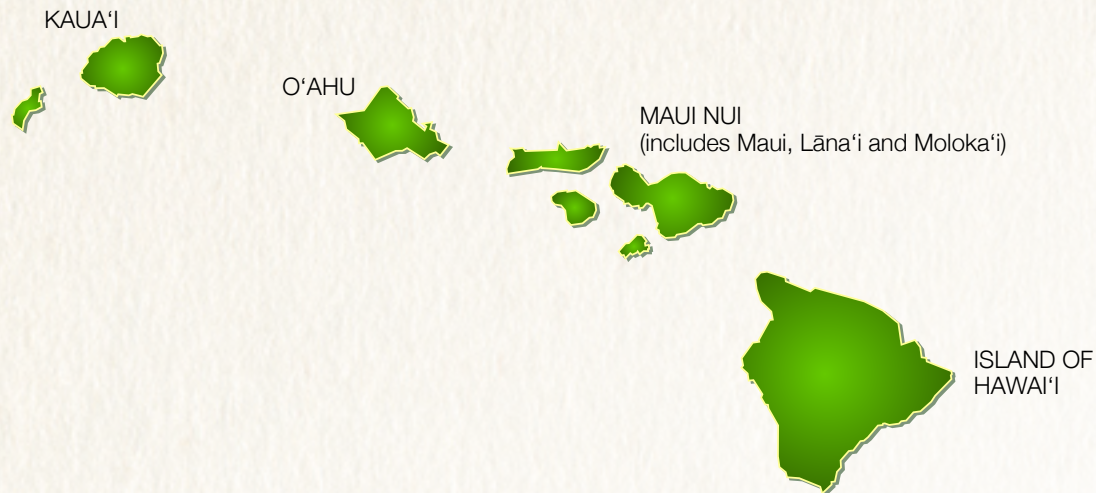
- Develop news releases, media advisories, calendar alerts and other communications materials.
- If your event is open to the public, consider paid media in the local market to drive attendance.
- Begin reaching out to Hawai'i-based media to make them aware of your event. If you are seeking morning TV 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](http://thegardenisland.com)

*Midweek Kaua'i* – [midweekkauai.com](http://midweekkauai.com)

Radio

Da Pā'ina 95.9 FM – [959dapaina.com](http://959dapaina.com)

KONG 93.5 FM – [kongradio.com](http://kongradio.com)

### MAUI NUI

Print/Online

*The Maui News* – [mauinews.com](http://mauinews.com)

*Maui Now* – [mauinow.com](http://mauinow.com)

Radio

HI92 FM – [hi92maui.com](http://hi92maui.com)

KPOA 93.5 FM – [kpoa.com](http://kpoa.com)

Maui's Q103 FM – [q103maui.com](http://q103maui.com)

### ISLAND OF HAWAII

Print/Online

*Big Island Now* – [bigislandnow.com](http://bigislandnow.com)

*Hawaii Tribune Herald* – [hawaiitribune-herald.com](http://hawaiitribune-herald.com)

*West Hawaii Today* – [westhawaii.com](http://westhawaii.com)

Radio

KAPA 93.5 FM – [kaparadio.com](http://kaparadio.com)

KBIG 97.9 FM (Hilo) and 106.1 FM (Kona) – [kbigfm.com](http://kbigfm.com)

KWXX 94.7 FM (Hilo) and 101.5 FM (Kona) – [kwxx.com](http://kwxx.com)

The Beat 95.9 FM (Hilo) and 93.9 FM (Kona) –  
[thebeathawaii.com](http://thebeathawaii.com)

### O'AHU

Print/Online

*Associated Press* – [apnews.com/Hawaii](http://apnews.com/Hawaii)

*Hawaii Business* – [hawaiibusiness.com](http://hawaiibusiness.com)

*Hawaii Hospitality* – [hawaiihospitalityonline.com](http://hawaiihospitalityonline.com)

*Honolulu Civil Beat* – [civilbeat.org](http://civilbeat.org)

*Honolulu* – [honolulumagazine.com](http://honolulumagazine.com)

*Honolulu Star-Advertiser* – [staradvertiser.com](http://staradvertiser.com)

*Midweek* – [midweek.com](http://midweek.com)

*Pacific Business News* – [bizjournals.com/pacific](http://bizjournals.com/pacific)

Radio

Da Bomb 102.7 FM – [1027dabomb.net](http://1027dabomb.net)

ESPN 1420 AM – [espn1420am.com](http://espn1420am.com)

Hawai'i Public Radio – [hawaiipublicradio.org](http://hawaiipublicradio.org)

Hawaiian 105 KINE – [hawaiian105.com](http://hawaiian105.com)

Island 98.5 FM – [island985.iheart.com](http://island985.iheart.com)

KCCN FM 100 – [kccnfm100.com](http://kccnfm100.com)

KHVV News Radio 830 AM – [khvhradio.iheart.com](http://khvhradio.iheart.com)

Krater 96 FM – [krater96.com](http://krater96.com)

KSSK 92.3 FM – [ksskradio.iheart.com](http://ksskradio.iheart.com)

KUMU 94.7 FM – [kumu.com](http://kumu.com)

NBC Sports Radio 1500 AM – [nbcsportsradiohawaii.com](http://nbcsportsradiohawaii.com)

Power 104.3 FM – [power1043.com](http://power1043.com)

Star 101.9 FM – [star1019.iheart.com](http://star1019.iheart.com)

Television

Hawaii News Now – [hawaiinewsnow.com](http://hawaiinewsnow.com)

KHON 2 News – [khon2.com](http://khon2.com)

KITV 4 News – [kitv.com](http://kitv.com)



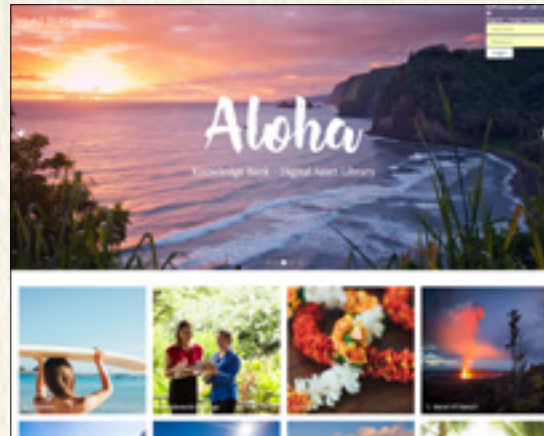


## MEET HAWAII RESOURCES

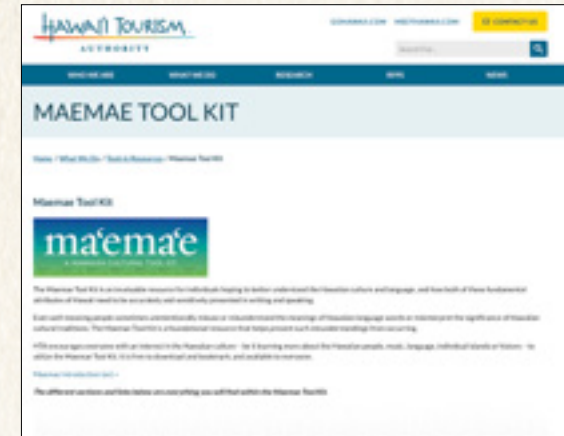
Bookmark these websites for valuable information and tools that will help with your event planning.



**Meet Hawai'i**  
[meethawaii.com](http://meethawaii.com)



**HTA Knowledge Bank**  
[barberstock.com/hawaii](http://barberstock.com/hawaii)



**HTA Ma'ema'e Toolkit**  
[hawaiitourismauthority.org/maemae](http://hawaiitourismauthority.org/maemae)



**The Hawaiian Islands**  
[gohawaii.com](http://gohawaii.com)



**HTA Style & Resource Guide**  
[hawaiitourismauthority.org/media/1691/maemae-style-resource-guide-english.pdf](http://hawaiitourismauthority.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](https://www.linkedin.com/showcase/meet-hawaii)  
Instagram: [instagram.com/meetoahu](https://www.instagram.com/meetoahu)

**Hawai'i Convention Center**  
Facebook: [facebook.com/hawaii.conventioncenter](https://www.facebook.com/hawaii.conventioncenter)  
Instagram: [instagram.com/hawaii.conventioncenter](https://www.instagram.com/hawaii.conventioncenter)  
Twitter: [twitter.com/hawaii.conventioncenter](https://twitter.com/hawaii.conventioncenter)  
YouTube: [youtube.com/channel/UCxrkaPt0l8spB8CdwUitAbQ/featured](https://www.youtube.com/channel/UCxrkaPt0l8spB8CdwUitAbQ/featured)

**Kaua'i Visitors Bureau**  
Facebook: [facebook.com/kauaivisitorsbureau](https://www.facebook.com/kauaivisitorsbureau)  
Instagram: [instagram.com/kauaidiscovery](https://www.instagram.com/kauaidiscovery)  
Twitter: [twitter.com/kauaidiscovery](https://twitter.com/kauaidiscovery)

**O'ahu Visitors Bureau**  
Facebook: [facebook.com/oahuhawaii](https://www.facebook.com/oahuhawaii)  
Instagram: [instagram.com/oahuvb](https://www.instagram.com/oahuvb)  
Twitter: [twitter.com/oahuvb](https://twitter.com/oahuvb)

**Maui Visitors and Convention Bureau**  
Facebook: [facebook.com/visitmaui](https://www.facebook.com/visitmaui)  
Instagram: [instagram.com/mauivisit](https://www.instagram.com/mauivisit)  
Twitter: [twitter.com/mauivisit](https://twitter.com/mauivisit)

**Island of Hawai'i Visitors Bureau**  
Facebook: [facebook.com/islandofhawaii](https://www.facebook.com/islandofhawaii)  
Instagram: [instagram.com/theislandofhawaii](https://www.instagram.com/theislandofhawaii)  
Twitter: [twitter.com/hawaii.bigisland](https://twitter.com/hawaii.bigisland)

**Hawai'i Tourism Authority**  
Facebook: [facebook.com/hawaiihta](https://www.facebook.com/hawaiihta)  
Instagram: [instagram.com/hawaiihta](https://www.instagram.com/hawaiihta)  
Twitter: [twitter.com/hawaiihta](https://twitter.com/hawaiihta)  
YouTube: <https://www.youtube.com/hawaiihta>

**Hawai'i Tourism United States**  
Facebook: [facebook.com/hawaii](https://www.facebook.com/hawaii)  
Instagram: [instagram.com/gohawaii](https://www.instagram.com/gohawaii)  
Twitter: [twitter.com/gohawaii](https://twitter.com/gohawaii)  
YouTube: [youtube.com/gohawaii](https://www.youtube.com/gohawaii)

**Hawai'i Tourism Canada**  
Facebook: [facebook.com/gohawaii.ca](https://www.facebook.com/gohawaii.ca)  
Instagram: [instagram.com/gohawaii.ca](https://www.instagram.com/gohawaii.ca)  
Twitter: [twitter.com/gohawaii.ca](https://twitter.com/gohawaii.ca)

**Hawai'i Tourism Germany**  
Facebook: [facebook.com/gohawaii.de](https://www.facebook.com/gohawaii.de)  
Instagram: [instagram.com/gohawaii.de](https://www.instagram.com/gohawaii.de)

**Hawai'i Tourism U.K. & Ireland**  
Facebook: [facebook.com/gohawaii.uk](https://www.facebook.com/gohawaii.uk)  
Instagram: [instagram.com/gohawaii.uk](https://www.instagram.com/gohawaii.uk)

**Hawai'i Tourism Australia**  
Facebook: [facebook.com/gohawaii.au](https://www.facebook.com/gohawaii.au)  
Instagram: [instagram.com/gohawaii.au](https://www.instagram.com/gohawaii.au)  
Twitter: [twitter.com/gohawaii.au](https://twitter.com/gohawaii.au)

**Hawai'i Tourism New Zealand**  
Facebook: [facebook.com/gohawaii.nz](https://www.facebook.com/gohawaii.nz)  
Instagram: [instagram.com/gohawaii.nz](https://www.instagram.com/gohawaii.nz)

**Hawai'i Tourism Southeast Asia**  
Facebook: [facebook.com/gohawaii.sea](https://www.facebook.com/gohawaii.sea)  
Instagram: [instagram.com/gohawaii.sea](https://www.instagram.com/gohawaii.sea)

**Hawai'i Tourism China**  
Sina Weibo: [weibo.com/islandssofarloha](https://www.weibo.com/islandssofarloha)  
WeChat: hawaiiitourism

**Hawai'i Tourism Taiwan**  
Facebook: [facebook.com/hawaiiitourismtw](https://www.facebook.com/hawaiiitourismtw)  
Instagram: [instagram.com/gohawaii.tw](https://www.instagram.com/gohawaii.tw)

**Hawai'i Tourism Japan**  
Facebook: [facebook.com/gohawaii.jp](https://www.facebook.com/gohawaii.jp)  
Instagram: [instagram.com/gohawaii.jp](https://www.instagram.com/gohawaii.jp)  
Twitter: [twitter.com/gohawaii.jp](https://twitter.com/gohawaii.jp)

**Hawai'i Tourism Korea**  
Facebook: [facebook.com/gohawaii.kr](https://www.facebook.com/gohawaii.kr)  
Instagram: [instagram.com/gohawaii.kr](https://www.instagram.com/gohawaii.kr)

**Hawai'i Tourism Hong Kong**  
Facebook: [facebook.com/gohawaii.hk](https://www.facebook.com/gohawaii.hk)  
Instagram: [instagram.com/gohawaii.hk](https://www.instagram.com/gohawaii.hk)







[MeetHawaii.com](http://MeetHawaii.com)