



Kaua'i · O'ahu · Moloka'i · Lāna'i · Maui · Hawai'i

2017 Partnership Opportunities

HTUSA/ Island Chapter	PROGRAM/ACTIVITY	DESCRIPTION	TIMING (Month & Day)	LOCATION (City or Island)	COST	CONTACT (Name & Email)
LEISURE MARKETING						
HTUSA, KVB, OVB, MVCB, IHVB	Market Activation – New York	New York market-specific promotion to grow demand from the U.S. East's largest market of next generation visitors. Leisure marketing partnership opportunities will be available.	First Quarter	New York, NY	Varies	Gina Chun gchun@hvcb.org
HTUSA	Television Advertising	The U.S. television strategy leverages key cable network partners to deliver the target audience on a national basis, and provides significant reach with Spring and Fall flights. Partners can participate in a cooperative national cable television buy.	Jan-Feb; Sep	U.S.	Varies	Gina Chun gchun@hvcb.org
HTUSA, KVB, OVB, MVCB, IHVB	Collateral Advertising: <ul style="list-style-type: none"> Hawai'i Statewide Official Visitors' Guide Kaua'i Official Travel Planner O'ahu Official Vacation Planner Maui Official Vacation Planner for Maui, Moloka'i & Lāna'i Island of Hawai'i Official Travel Planner 	Visitors' Guides/Planners for Hawai'i statewide and for the individual islands of Kaua'i, O'ahu, Maui/Moloka'i/Lāna'i and Island of Hawai'i are published annually in print and digital formats with mid-year digital updates. Extended exposure for tablet, mobile and video. These are the official consumer fulfillment pieces for information requests. Various advertising opportunities are available through the publisher.	Annual with mid-year updates	U.S.	Varies	Simone Perez simone@abbottcommunications.net
HTUSA	Enewsletter: <i>Islands of Aloha Express</i>	The consumer newsletter offers members an opportunity to reach up to 340,000 opted-in subscribers. It includes stories about Hawai'i, a festivals and events calendar, travel planning tips, special offers and downloadable wallpapers. Advertising opportunities are available.	Monthly	U.S.	Varies	Bill Kennedy bkennedy@hvcb.org
HTUSA, KVB, OVB, MVCB, LVB, DMVB, IHVB	Online Calendar of Events	To list an event on the Calendar of Events pages of the gohawaii.com website, go to events.gohawaii.com and submit the event details.	Ongoing	Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i	\$0	calendar@hvcb.org
OVB	O'ahu Offers Enewsletter: <i>Ike O'ahu</i>	O'ahu newsletter sent to consumer database of subscribers interested in travel to O'ahu. This will be sent out two times per year. Limited participation opportunities are available (six partners maximum per newsletter).	Feb; Jul	U.S.	\$1,500	Joyce Bernardo joyce@visit-oahu.com

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OVB	<i>TripAdvisor</i> Co-operative Program (includes offer listing in OVB Enewsletters)	Annual online co-op program that includes exclusive banner ads on O'ahu tourism destination pages (O'ahu, Honolulu, Waikiki, Haleiwa, Kapolei, Kailua) and value-added offer listings in OVB consumer enewsletters (does not include bi-annual special O'ahu Offers eNewsletter). Advertising opportunities are available.	Ongoing	U.S.	Varies	Joyce Bernardo joyce@visit-oahu.com
OVB	nMedia Consumer Eblasts	Customized, geo-targeted O'ahu cooperative eblasts. The program reaches 40,000-100,000 subscribers with an interest in travel per eblast. Advertising opportunities are available.	Ongoing	U.S. cities TBA	Varies	Loren Malenchek loren@hawaii.rr.com
MVCB, LVB, DMVB	Enewsletter: <i>The Insider</i>	<i>The Insider</i> newsletter reaches up to 300,000 opted-in consumer subscribers. It includes updates about Maui, Moloka'i & Lāna'i, a special events calendar, travel planning tips and recipes. Partners can participate by submitting new content and special events for the calendar.	Quarterly	U.S.	\$0	Lynn Erfer lynn@mauivb.com
MVCB, LVB, DMVB	Online Advertising: <i>The knot</i>	<i>theknot.com</i> : Cooperative advertising opportunities are available for partners interested in reaching the U.S. Destination Wedding and Honeymoon markets.	Ongoing	U.S.	Varies	Jena Kaneshiro ikaneshiro@xogrp.com
MVCB, LVB, DMVB	Online Advertising: <i>TripAdvisor</i>	<i>TripAdvisor.com</i> : Cooperative opportunities are available for partners on the respective island destination pages as either graphical ads and/or as island-specific content.	Ongoing	U.S.	Varies	Todd Skelton tskelton@tripadvisor.com
IHVB	Spring Kama'āina Campaign	The Kama'āina campaign includes a Kama'āina Special Offers landing page and direct links to partner offers.	Late Spring (TBD)	Hawai'i	\$0	Donna Kimura dkimura@hvcb.org
IHVB	Fall Kama'āina Campaign	The Kama'āina campaign includes a Kama'āina Special Offers landing page and direct links to partner offers.	Fall (TBD)	Hawai'i	\$0	Donna Kimura dkimura@hvcb.org
IHVB	Email Blasts	Occasional opportunities exist to provide the latest island updates directly to consumers via a publication or email distribution partner. Partners provide newsworthy updates for inclusion.	Ongoing	U.S.	Varies	Donna Kimura dkimura@hvcb.org



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PUBLIC RELATIONS						
HTUSA	Individual Media Visits	HTUSA works closely with all Island Chapters to coordinate multi-island visits for qualified journalists. Partners contribute accommodations, activities and meals.	Ongoing	Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i	In-kind support	Darlene Morikawa dmorikawa@hvcb.org
KVB	Media Blitz: New York, Dallas	Participating partners (2-3) attend media appointments/events and have an opportunity to highlight their property/service.	Feb (TBD)	New York, NY; Dallas, TX	\$1,200	Julie Tabarejo Julie.Tabarejo@AnthologyGroup.com
KVB	Press Trip: What's Cookin'?	Theme: Culture, Culinary Highlights Kaua'i's upcoming chefs, food-related tours, new restaurants and also how ingredients such as 'ulu, kalo, etc. have influenced signature dishes and modern island cooking. Partners contribute accommodations, activities, and meals.	Apr (TBD)	Kaua'i	In-kind support	Julie Tabarejo Julie.Tabarejo@AnthologyGroup.com
KVB	Press Trip: Welcome to the Garden Isle	Theme: First-time visitors, soft adventure Targets millennial, avid travelers and features must-do land, air, and sea activities/tours that are unique to Kaua'i. Partners contribute accommodations, activities, and meals.	May (TBD)	Kaua'i	In-kind support	Julie Tabarejo Julie.Tabarejo@AnthologyGroup.com
KVB	Press Trip: You, Me + Kaua'i	Theme: Romance, Rejuvenation Showcases Kaua'i as one of the most romantic islands in the world - perfect for weddings, honeymoons, anniversary celebrations, and vow renewals. Attending media will be given the opportunity to invite a significant other to join the program as their personal guest. Partners contribute accommodations, activities, and meals.	Sep (TBD)	Kaua'i	In-kind support	Julie Tabarejo Julie.Tabarejo@AnthologyGroup.com
KVB	Media Blitz: Phoenix, San Diego, Los Angeles	Participating partners (2-3) attend media appointments/events and have an opportunity to highlight their property/service.	Oct (TBD)	Phoenix, AZ; San Diego, CA; Los Angeles, CA	\$1,200	Julie Tabarejo Julie.Tabarejo@AnthologyGroup.com
KVB	Individual Media Visitors	Individual media visits based on assignment. Partners contribute complimentary/media rate accommodations, activities and meals.	Ongoing	Kaua'i	In-kind support	Julie Tabarejo Julie.Tabarejo@AnthologyGroup.com
KVB	News Release: What's Blooming on the Garden Isle	Partners with pertinent news may contribute to this themed email. Distributed on a quarterly basis to media, stakeholders and international contractors.	Quarterly	U.S.	\$0	Julie Tabarejo Julie.Tabarejo@AnthologyGroup.com



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OVB	Individual Media Visits	OVB solicits appropriate media to visit O'ahu and experience the island first-hand. OVB also works with HTUSA and industry partners to accommodate qualified individual media visits on O'ahu. Partners contribute accommodations, activities, transportation and meals.	Ongoing	O'ahu	In-kind support	Jamie McLaughlin jamie@strykerweiner.com
OVB	Media Blitz	Opportunity for a select number of partners to meet directly with media in key U.S. markets. OVB coordinates a media blitz to highlight the destination and to showcase the partners participating.	Feb 27-Mar 3 (TBC)	New York, NY (TBC); Washington, DC	\$4,000	Jamie McLaughlin jamie@strykerweiner.com Noelani Schilling-Wheeler noelani@visit-oahu.com
OVB	Media Blitz	Opportunity for a select number of partners to meet directly with media in key U.S. markets. OVB coordinates a media blitz to highlight the destination and to showcase the partners participating.	Jul 10-14 (TBC)	Los Angeles, CA; San Francisco, CA (TBC); Orange County and/or San Diego, CA	\$4,000	Jamie McLaughlin jamie@strykerweiner.com Noelani Schilling-Wheeler noelani@visit-oahu.com
OVB	Media Blitz (TBD)	Opportunity for a select number of partners to meet directly with media in key U.S. secondary markets. OVB coordinates a media blitz to highlight the destination and to showcase the partners participating.	TBD	TBD	\$4,000	Jamie McLaughlin jamie@strykerweiner.com Noelani Schilling-Wheeler noelani@visit-oahu.com
OVB	Press Trip	OVB invites pre-qualified media with story assignments to attend an O'ahu press trip that highlights select aspects of the destination. These press trips are usually themed to a target audience (e.g., romance, outdoor enthusiast, culture & history, etc.). Partners contribute accommodations, activities and meals.	May 18-23 (TBC)	O'ahu	In-kind support	Jamie McLaughlin jamie@strykerweiner.com
OVB	Press Trip	OVB invites pre-qualified media with story assignments to attend an O'ahu press trip that highlights select aspects of the destination. These press trips are usually themed to a target audience (e.g., romance, outdoor enthusiast, culture & history, etc.). Partners contribute accommodations, activities and meals.	Oct 19-24 (TBC)	O'ahu	In-kind support	Jamie McLaughlin jamie@strykerweiner.com
MVCB, LVB, DMVB	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 updates for inclusion.	Quarterly	U.S.	\$0	Carol Clark carol@mauivb.com

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MVCB, LVB, DMVB	Individual Media Visits	Maui Nui hosts individual journalists throughout the year and also supports HTUSA's multi-island, social media and other initiatives. Each itinerary focuses on the island(s) and is customized based on the media outlet's desire for unique angles. Partners contribute accommodations, activities and meals.	Ongoing	Maui, Moloka'i & Lāna'i	In-kind support	Carol Clark carol@mauib.com
MVCB, LVB, DMVB	Chef Exchange: Los Angeles	Traveling with a local Maui chef, MVCB presents an informative and entertaining overview of the culinary scene in Hawai'i. Primary audience is travel media as well as industry partners. Partnership opportunities are available on a limited, first come, first serve basis.	Feb 17-22	Los Angeles, CA	Varies	Carol Clark carol@mauib.com
MVCB, LVB, DMVB	Chef Exchange: Denver	Traveling with a local Maui chef, MVCB presents an informative and entertaining overview of the culinary scene in Hawai'i. Primary audience is travel media as well as industry partners. Partnership opportunities are available on a limited, first come, first serve basis.	Mar 18-26	Denver, CO	Varies	Carol Clark carol@mauib.com
MVCB, LVB, DMVB	Press Trip: Localicious Maui	Localicious Maui - Maui Chef Exchange, Maui Ag Festival, culinary travel with Maui Nui farmers, ranchers, chefs and agricultural allies. Partners contribute accommodations, activities and meals.	Mar 28-Apr 3	Maui	In-kind support	Carol Clark carol@mauib.com
MVCB, LVB, DMVB	Media Blitz: East Coast	MVCB, LVB and DMVB will meet with top tier media to discuss the latest news for Maui Nui and pitch story ideas. Participating partners attend media appointments and/or media marketplaces (format varies according to the needs of each city's attending media) and have the opportunity to share their latest "news." MVCB targets various media including print, radio and broadcast outlets, freelancers and SMTIs (social media travel influencers). Partnership opportunities are available on a limited, first come, first serve basis.	Mar/Apr (TBD)	New York, NY; Chicago, IL	\$3,000	Carol Clark carol@mauib.com
MVCB, LVB, DMVB	Press Trip: Off-the-Beaten Path (Best Value)	A look at moderately priced accommodations in small towns: Napili, Honokawai, Lahaina, Makawao. Partners contribute accommodations, activities and meals.	May (TBC)	Maui, Moloka'i	In-kind support	Carol Clark carol@mauib.com
MVCB, LVB, DMVB	Press Trip: Romance Me Maui	Focused on the honeymoon and romance markets, Romance Me Maui will feature luxury travel opportunities. Partners contribute accommodations, activities and meals.	Jun (TBC)	Maui, Lāna'i	In-kind support	Carol Clark carol@mauib.com



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MVCB, LVB, DMVB	Press Trip: Maui Nui	Explore the three fascinating and very different islands of Maui Nui: Maui, Moloka'i and Lana'i. Partners contribute accommodations, activities and meals.	Sep (TBC)	Maui, Moloka'i & Lāna'i	In-kind support	Carol Clark carol@mauib.com
MVCB, LVB, DMVB	Press Trip: Maui on My Mind	Focused on Hawai'i Food & Wine Festival, Maui Nui's cuisine and local "Mom & Pop" offerings. Partners contribute accommodations, activities and meals.	Oct 10-16	Maui	In-kind support	Carol Clark carol@mauib.com
MVCB, LVB, DMVB	Media Blitz: West Coast	MVCB, LVB and DMVB will meet with top tier media to discuss the latest news for Maui Nui and pitch story ideas. Targeted media include print, radio and broadcast outlets, freelancers and SMTIs (social media travel influencers). Partners attend media appointments and/or media marketplaces (format varies according to the needs of each city's attending media) and have an opportunity to share their latest "news." Partnership opportunities are available on a limited, first come, first serve basis.	TBD	San Diego, CA; Los Angeles, CA; San Francisco, CA	\$3,000	Carol Clark carol@mauib.com
MVCB, LVB, DMVB	Media Blitz: Pacific Northwest	MVCB, LVB and DMVB will meet with top tier media to discuss latest news for Maui Nui and pitch story ideas. Targeted media include print, radio and broadcast outlets, freelancers and SMTIs (social media travel influencers). Partners attend media appointments and/or media marketplaces (format varies according to the needs of each city's attending media) and have an opportunity to share their latest "news." Partnership opportunities are available on a limited, first come, first serve basis.	TBD	Portland, OR; Seattle, WA	\$3,000	Carol Clark carol@mauib.com
IHVB	Eblast: <i>What's Sizzlin'</i>	Partners with pertinent news may contribute to this themed email to media, stakeholders and global marketing partners.	Distributed monthly (on/near the 1st of the month)	Island of Hawai'i	\$0	Donna Kimura dkimura@hvcb.org
IHVB	PR Colleagues Sessions	PR partners are invited to a bi-annual PR colleagues meeting/session to hear the latest updates/opportunities. Occasional professional development opportunities are available via guest speakers.	May, Nov (dates TBD)	Island of Hawai'i	\$0	Donna Kimura dkimura@hvcb.org
IHVB	Media Blitz: West Coast	Maximum of three partners join IHVB on an in-market blitz of media. Fee includes arranging media appointments, media luncheons, ground transportation (in-city) and pre-planning meal. Other travel arrangements are covered by the partner.	Jan	West Coast (TBD)	\$1,500 per partner	Donna Kimura dkimura@hvcb.org

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IHVB	Media Blitz: East Coast	Maximum of three partners join IHVB on an in-market blitz of media. Fee includes arranging media appointments, media luncheons, ground transportation (in-city) and pre-planning meal. Other travel arrangements are covered by the partner.	Fall	East Coast (TBD)	\$1,500 per partner	Donna Kimura dkimura@hvcb.org
IHVB	Press Trip	Up to six media are invited to the Island of Hawai'i for a week-long press trip. Partner sponsorship is welcome in the way of accommodations, dining, activities, etc.	Spring (TBD)	Island of Hawai'i	In-kind support	Donna Kimura dkimura@hvcb.org
IHVB	Media Blitz: Virtual	Two days of "virtual" media calls (<i>Skype, Facetime, conference call</i>) from the Island of Hawai'i. Partner sponsorship is welcome in the way of accommodations (2 rooms), location (good view) and strong/stable Wi-Fi connection at location.	Fall (TBD)	Island of Hawai'i	In-kind support	Donna Kimura dkimura@hvcb.org
IHVB	Individual Media Visits	Qualified journalists and/or bloggers on assignment are invited to enjoy a week on the Island of Hawai'i (to cover East/West Hawai'i). Partner sponsorship is welcome in the way of accommodations, dining, activities, etc.	Ongoing	Island of Hawai'i	In-kind support	Donna Kimura dkimura@hvcb.org
IHVB	Quarterly Themed Press Releases	Quarterly press releases compiled and distributed to media list. Partners provide newsworthy updates for inclusion.	Quarterly (TBD)	U.S.	\$0	Donna Kimura dkimura@hvcb.org
SOCIAL MEDIA						
HTUSA	InstaMeet	Host a social gathering of Instagrammers to promote Hawai'i's culture, beauty and diversity. Content produced may be licensed for marketing use. Partners contribute location activities and refreshments.	Spring	TBC	In-kind support	Michael Ni mni@hvcb.org
HTUSA	InstaMeet	Host a social gathering of Instagrammers to promote Hawai'i's culture, beauty and diversity. Content produced may be licensed for marketing use. Partners contribute location activities and refreshments.	Fall	TBC	In-kind support	Michael Ni mni@hvcb.org
HTUSA	Individual Social Influencer Visits	HTUSA works closely with all Island Chapters to coordinate multi-island visits for qualified social influencers. Content produced may be licensed for marketing use. Partners contribute accommodations, activities and meals.	Ongoing	Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i	In-kind support	Michael Ni mni@hvcb.org

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OVB	Individual Social Influencer/Media Visits	OVB solicits appropriate social influencers to visit O'ahu and experience the island first-hand. OVB also works with HTUSA and industry partners to accommodate qualified individual social influencer visits on O'ahu. Partners contribute accommodations, activities, transportation and meals.	Ongoing	O'ahu	In-kind support	Jamie McLaughlin jamie@strykerweiner.com
OVB	Social Influencer FAM (TBD)	OVB solicits and invites social influencers to attend an O'ahu social influencer FAM that highlights select aspects of the destination. The FAM may be themed to a target audience (e.g., romance, outdoor enthusiast, culture & history, millennials, etc.) or a destination experience (e.g., culinary, arts/urban, etc.). Partners contribute accommodations, activities, transportation and meals.	TBD	O'ahu	In-kind support	Jamie McLaughlin jamie@strykerweiner.com
IHVB	Social Influencer FAM	Up to six social influencers are invited to the Island of Hawai'i for a week long experience. Partner sponsorship is welcome in the way of accommodations, dining, activities, social engagement with influencers, etc.	Apr (TBD)	Island of Hawai'i	In-kind support	Donna Kimura dkimura@hvcb.org
IHVB	Individual Social Influencer Visits	Qualified social influencers are hosted for a week long experience on the Island of Hawai'i. Partner sponsorship is welcome in the way of accommodations, dining, activities, social engagement with influencers, etc.	Ongoing	Island of Hawai'i	In-kind support	Donna Kimura dkimura@hvcb.org
TRAVEL TRADE MARKETING						
HTUSA, KVB, OVB, MVCB, IHVB	Market Activation – New York	New York market-specific promotion to grow demand from the U.S. East's largest market of next generation visitors. Travel Trade partnership opportunities will be available.	First Quarter	New York, NY	Varies	Robyn Basso rbasso@hvcb.org
HTUSA, KVB, OVB, MVCB, IHVB	Travel Trade Digital Co-operative Advertising	Opportunities for digital advertising are available within a coordinated Statewide and Island Chapter travel trade media program. Cooperatively leverage an advertising buy in the top trade media outlets that reach U.S. travel agents.	Annual	U.S.	Varies	Christy Calabrese ccalabrese@hvcb.org
HTUSA	Enewsletter: <i>E-xpressly for Travel Professionals</i>	The enewsletter for travel professionals offers partners a chance to reach up to 68,000 opted-in travel agents and travel industry subscribers. Advertising opportunities are available.	Monthly	U.S.	Varies	Bill Kennedy bkennedy@hvcb.org



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TRAVEL TRADE SHOWS						
HTUSA, KVB, OVB, MVCB, IHVB	Leisure Sales Blitz - USE	Travel agent educational workshops will be conducted in key U.S. East (USE) markets. Following afternoon workshops, the evening format will include cultural activities, Hawai'i supplier trade show, live Hawaiian music and hula performances, networking/dinner, and supplier roundtable sessions. Participation opportunities are available in select shows, or all shows, during the blitz week.	Jan 30-Feb 3 (TBC)	Long Island, NY; Northern New Jersey; Boston, MA; Washington, D.C.; Philadelphia, PA	Estimated: \$4,500 for (5) shows TBC	Erica Neves eneves@hvcb.org
HTUSA, KVB, OVB, MVCB, IHVB	Leisure Sales Blitz - USW	Travel agent educational workshops will be conducted in key U.S. West (USW) markets. Following afternoon workshops, the evening format will include cultural activities, Hawai'i supplier trade show, live Hawaiian music and hula performances, networking/dinner, and supplier roundtable sessions. Participation opportunities are available in select shows, or all shows, during the blitz week.	Mar 13-17 (TBC)	Seattle, WA; San Francisco, CA; San Jose, CA; Los Angeles, CA; San Diego, CA	Estimated: \$4,500 for (5) shows TBC	Erica Neves eneves@hvcb.org
HTUSA, KVB, OVB, MVCB, IHVB	Leisure Sales Blitz – USE/USW	Travel agent educational workshops will be conducted in key U.S. East (USE) and U.S. West (USW) markets. Following afternoon workshops, the evening format will include cultural activities, Hawai'i supplier trade show, live Hawaiian music and hula performances, networking/dinner, and supplier roundtable sessions. Participation opportunities are available in select shows, or all shows, during the blitz week.	Aug 21-24 (TBC)	Houston, TX; Dallas, TX; Salt Lake City, UT; Portland, OR	Estimated: \$3,600 for (4) shows TBC	Erica Neves eneves@hvcb.org
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.	Aug	TBD	In-kind support	Chris Ka'iaokamalie chris@mauivb.com
IHVB	Island of Hawai'i Showcase #1	Destination training and island updates will be provided to retail travel agents in select cities. Week-long events include seminar training, partner roundtable sessions, Hawaiian entertainment and learning activities. Hawai'i wholesale training opportunities may apply. Partners travel with IHVB and attend the in-market showcases for the fee noted (IHVB handles pre-event planning, including list development, invitation design/distribution, location selection, menu coordination, entertainment).	First Quarter	U.S. West Region	\$1,000 + partner travel costs (on own)	Deanna Isbister disbister@hvcb.org



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HTUSA/ Island Chapter	PROGRAM/ACTIVITY	DESCRIPTION	TIMING (Month & Day)	LOCATION (City or Island)	COST	CONTACT (Name & Email)
IHVB	Island of Hawai'i Showcase #2	Destination training and island updates will be provided to retail travel agents in select cities. Week-long events include seminar training, partner roundtable sessions, Hawaiian entertainment and learning activities. Hawai'i wholesale training opportunities may apply. Partners travel with IHVB and attend these in-market showcases for the fee noted (IHVB handles pre-event planning, including list development, invitation design/distribution, location selection, menu coordination, entertainment).	Second Quarter	U.S. Midwest Region	\$1,000 + partner travel costs (on own)	Deanna Isbister disbister@hvcb.org
TRAVEL TRADE FAMs						
KVB	Master Specialist Program	Gain exposure for your company through the Kaua'i Master Specialist training for top-selling travel agents. The program is a five-day, on-island Kaua'i educational program. Partners contribute accommodations, activities and meals.	3 programs – one spring, two fall (dates TBD)	Kaua'i	In-kind support	Maile Brown maile@hvcb.org
KVB	Travel Partner Familiarization Trips	Travel agent FAMs. Partners contribute accommodations, activities and meals.	Ongoing	Kaua'i	In-kind support	Maile Brown maile@hvcb.org
OVB	O'ahu Master Specialist Program (Wholesaler partner TBD)	Gain exposure for your company through the O'ahu Master Specialist training for top-selling travel agents. OVB works with select wholesalers to bring qualified, top-selling travel agents on an in-depth, five-day, on-island O'ahu educational program. Partners contribute accommodations, activities, transportation and meals.	3x year (exact dates TBD)	O'ahu	In-kind support	Karishma Chowfin karishma@visit-oahu.com
OVB	O'ahu Master Specialist Program (Consortia partner TBD)	Gain exposure for your company through the O'ahu Master Specialist training for top-selling travel agents. OVB works with HTUSA and select consortia to bring qualified, top-selling travel agents on an in-depth, five-day, on-island O'ahu educational program. Partners contribute accommodations, activities, transportation and meals.	2x year (exact dates TBD)	O'ahu	In-kind support	Kainoa Daines kainoa@visit-oahu.com
OVB	OVB Top Producers FAM – Luxury Hotels	The O'ahu Partnership FAM allows hotel partners to invite their top producers for a destination FAM to expand their O'ahu knowledge and sales techniques. This is an opportunity to reach agents, who are top-producers for Hawai'i hotel partners, via non-traditional means. This OVB FAM groups "like-hotel" partners. Partners contribute accommodations, activities, transportation and meals.	TBD	O'ahu	In-kind support	Kainoa Daines kainoa@visit-oahu.com



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OVB	OVB Top Producers FAM – Global Hotel Brands	The O'ahu Partnership FAM allows hotel partners to invite their top producers for a destination FAM to expand their O'ahu knowledge and sales techniques. This is an opportunity to reach agents, who are top-producers for Hawai'i hotel partners, via non-traditional means. This OVB FAM groups "like-hotel" partners. Partners contribute accommodations, activities, transportation and meals.	TBD	O'ahu	In-kind support	Kainoa Daines kainoa@visit-oahu.com
MVCB	Maui Nui Master Specialist Program	Top agents will be pre-selected for hands-on training, which includes sites, attractions, events and travel agent relationships with Maui Nui. This is a seven-day on-island educational program. Partners contribute accommodations, activities and meals.	3 programs – Apr 6-13 Jun 8-15 Dec (TBD)	Maui, Moloka'i & Lāna'i	In-kind support	Chris Kai'aokamlie chris@mauivb.com
IHVB	Island of Hawai'i Master Specialist Program	An exclusive five-night program that targets select Hawai'i-focused retail travel agents who want to specialize in becoming experts selling and promoting the Island of Hawai'i. Partner sponsorship is welcome to highlight accommodations, activities, cultural programs, and specialized programs.	Spring/Fall 3 programs scheduled	Island of Hawai'i	In-kind support	Deanna Isbister disbister@hvcb.org
IHVB	Wholesale Partner FAM programs	IHVB partners with select Hawai'i wholesalers to promote island destination FAM programs for retail travel agent professionals. Partner sponsorship is welcome - accommodations, activities, cultural programs, select meals, etc.	Ongoing	Island of Hawai'i	In-kind support	Deanna Isbister disbister@hvcb.org
TRAVEL TRADE EDUCATION						
KVB	Kaua'i Seminar Series	Destination seminar with updates about Kaua'i for well-qualified travel professionals. Heavy pūpū and entertainment will be provided. Kaua'i partners can participate as part of the trade show and presentation.	Apr (TBD)	TBD	TBD	Maile Brown maile@hvcb.org
OVB	Niche Market Webinar	Agents will receive information on the endless choices for the discerning traveler based on niche market interest. Select partners will have the opportunity to join OVB webinars. Please contact OVB if interested in being a guest speaker.	4-6x year (exact dates TBC)	O'ahu	1 exclusive partner: \$1,250. 2 partners: \$750 per partner.	Karishma Chowfin karishma@visit-oahu.com Noelani Schilling-Wheeler noelani@visit-oahu.com
IHVB	Educational Webinars	Targeted niche webinars to promote unique island activities and destination updates. Partners are welcome to provide their latest news/updates.	Quarterly	Island of Hawai'i	\$0	Deanna Isbister disbister@hvcb.org



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HTUSA/ Island Chapter	PROGRAM/ACTIVITY	DESCRIPTION	TIMING (Month & Day)	LOCATION (City or Island)	COST	CONTACT (Name & Email)
MCI MARKETING						
HTUSA	Collateral: HTUSA Meeting Planner Guide	Statewide planner and individual island sections for Kaua'i, O'ahu, Maui/Moloka'i/Lāna'i and Island of Hawai'i are published annually in print and digital formats with mid-year digital updates. This is the official HTUSA sales collateral piece for meeting planners. Various advertising opportunities are available through the publisher.	Annual with mid-year updates	U.S.	Varies	Glenn Kobayashi glenn.kobayashi@morris.com
MCI TRADE SHOWS						
HTUSA, KVB, OVB, MVCB, IHVB	Market Activation – New York	New York market-specific promotion to grow demand from the U.S. East's largest market of next generation visitors. MCI partnership opportunities will be available.	First Quarter	New York, NY	Varies	Mary Neister mneister@hvcb.org
HTUSA	NCCMPI Tradeshow & Sales Calls	NCCMPI builds professional relationships in the association field and provides education and information resources. Seasonal Spectacular is a one-day event, including educational sessions and a trade show with leads that are recorded. Partners (5-8) can participate in the HTUSA booth.	Feb 1	San Francisco, CA	TBD, based on number of participants	Joan Palmtag jpalmtag@meethawaii.com
HTUSA	Meet NY – NE Sales Blitz	Sales blitz and client event with industry partners coordinated by HTUSA. Participation opportunities are available.	Mar 1	New York, NY or Pennsylvania	TBD, based on number of participants	Meredith Parkins mparkins@meethawaii.com
HTUSA	Colorado Meetings Industry Council	The Meetings Industry Council (MIC) of Colorado is a coalition of professional organizations related to the meetings and events industry. The Council's purpose is to enhance collaboration among participating organizations through networking and education, while being the main source for industry knowledge and consultation as well as foster the continued growth of the meetings and event industry in Colorado. Participation opportunities are available.	Mar 13-17	Denver, CO	TBD, based on number of participants	Adele Tasaka atasaka@meethawaii.com
HTUSA	SmartMart Meeting	SmartMart has proven to be successful in reaching outstanding customers for hosted buyer meetings and networking opportunities. Meet with new planners, as well as existing clients, in this forum and take advantage of the valuable educational opportunities presented at this one-day event. Participation opportunities are available for sales calls prior to or after the event.	Apr 1	California	TBD	Joan Palmtag jpalmtag@meethawaii.com
HTUSA	Utah Annual Sales Blitz	Sales blitz and client event with industry partners. Participation opportunities are available.	Apr 1	Salt Lake City, UT	TBD, based on number of participants	Adele Tasaka atasaka@meethawaii.com



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HTUSA	Sales Calls	Annual sales blitz to provide destination updates and uncover new business. HTUSA coordinates sales calls and partnership opportunities are available. Participation opportunities are available.	Apr 1	Illinois	TBD, based on number of participants	Kathy Dever kdever@meethawaii.com
HTUSA	ASAE Foundation Day	HTUSA targets 2,000 meeting planners in the Washington, D.C. metropolitan area at ASAE's annual Springtime in the Park trade show. There is potential for both single property and convention center leads at this trade show. Participate by attending the show and coordinating to be in the same section with HTUSA to sell the destination.	Apr 1	Washington, D.C.	TBD	Meredith Parkins mparkins@meethawaii.com
HTUSA	CalSAE Elevate & Sales Calls	CalSAE builds professional relationships in the association field and provides education and information resources. Seasonal Spectacular is a one-day event with educational sessions and a trade show. Participation opportunities are available in a Hawai'i destination booth and leads are recorded. Typically there are 4-6 Hawai'i hotel booth partners.	Apr 1	San Diego, CA	TBD, based on number of participants	Joan Palmtag jpalmtag@meethawaii.com
HTUSA	XDP (Experience Design Project)	Formerly known as The Center for Association Leadership – Springtime in the Park – Tradeshow. This show has had a radial makeover and details are TBD at this time. Participation opportunities will be shared as more information becomes available.	May 23-24	Washington, D.C.	TBD	Vickie Omura vomura@hccaeg.com
HTUSA	Key Incentive Blitz	Sales blitz and client event with industry partners. Participation opportunities are available.	May 1	Illinois	TBD, based on number of participants	Kathy Dever kdever@meethawaii.com
HTUSA	Texas Annual Sales Blitz	Annual sales blitz coordinated by HTUSA to provide destination updates and uncover new business. Participation opportunities are available.	May 1	Texas	TBD, based on number of participants	Adele Tasaka atasaka@meethawaii.com
HTUSA	Carolina MPI Chapter & Sales Calls	Targeted sales blitz coordinated by HTUSA to provide destination updates and uncover new business. Participation opportunities are available.	May 1	North Carolina or South Carolina	TBD, based on number of participants	Meredith Parkins mparkins@meethawaii.com
HTUSA	Wisconsin Society of Association Executives Spring Outing	Annual event - details are TBD at this time. Participation opportunities will be shared as more information becomes available.	May 22	Lake Geneva, WI	TBD	Vickie Omura vomura@hccaeg.com
HTUSA	Prestige Seattle & Sales Calls	Trade show and sales calls to qualified planners. Individuals must register on own. Participation opportunities for sales calls will be shared as more information becomes available.	Jun 1	Seattle, WA	TBD, based on number of participants	Joan Palmtag jpalmtag@meethawaii.com



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HTUSA	MPI – WEC Conference – Tradeshow & Client Promo	MPI's World Education Conference and Tradeshow brings together approximately 2,000 - 3,000 member participants at their annual conference. Networking, a hosted buyer concept, as well as education is a forum to meet with key customers and to develop new client base at this annual show. Individuals must register on own. Hawai'i participants will be offered sponsorship opportunities.	Jun 19-22	Las Vegas, NV	Meet Hawai'i coordinates participation and registration for Hawai'i participants. TBD	Adele Tasaka atasaka@meethawaii.com
HTUSA	Midwest Sales Calls	Annual sales blitz coordinated by HTUSA to provide destination updates and uncover new business. Participation opportunities for sales calls will be shared as more information becomes available.	Jul 1	Ohio	TBD, based on number of participants	Kathy Dever kdever@meethawaii.com
HTUSA	Connect & Connect Association Marketplace	The Connect Marketplace reverse trade show format sets up sellers and buyers for success. Every pre-scheduled, one-on-one appointment is a legitimate business opportunity. Individuals must register on own. Hawai'i participants will be offered sponsorship opportunities.	Aug 21-23	New Orleans, LA	TBD	Adele Tasaka atasaka@meethawaii.com
HTUSA	Hui Luncheon Series	Group presentations with qualified meeting planners in a luncheon atmosphere. Participation opportunities are available.	Aug 1	California	TBD, based on number of participants	Joan Palmtag jpalmtag@meethawaii.com
HTUSA	ASAE Tradeshow & Post Calls	The ASAE Annual Meeting & Exposition provides three days dedicated to networking and professional development, with more than 100 education offerings. Participation opportunities are available.	Aug 1	TBD	TBD	Adele Tasaka atasaka@meethawaii.com
HTUSA	HelmsBriscoe Showcase	A one-day event featuring opportunities to meet with meeting planners and HelmsBriscoe associates. Individuals must register on own. Participation opportunities are available.	Sep 1	Wisconsin	TBD, based on number of participants	Kathy Dever kdever@meethawaii.com
HTUSA	Illinois Sales Calls	Annual sales blitz coordinated by HTUSA to provide destination updates and uncover new business. Partnership opportunities are available.	Sep 1	Illinois	TBD, based on number of participants	Kathy Dever kdever@meethawaii.com
HTUSA	Colorado Sales Trip	Group appointments with qualified meeting planners are coordinated by HTUSA. Participation opportunities are available.	Sep 1	Denver, CO	TBD, based on number of participants	Adele Tasaka atasaka@meethawaii.com



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HTUSA	Wisconsin Sales Calls	Annual sales blitz coordinated by HTUSA to provide destination updates and uncover new business. Partnership opportunities are available.	Sep1	Wisconsin	TBD, based on number of participants	Kathy Dever kdever@meethawaii.com
HTUSA	Hui Luncheon Series	Group presentations with qualified meeting planners in a luncheon atmosphere. Participation opportunities are available.	Sep 1	Seattle, WA	TBD, based on number of participants	Joan Palmtag jpalmtag@meethawaii.com
HTUSA	Northeast Sales Blitz	Sales blitz and client event with industry partners coordinated by HTUSA. Participation opportunities are available.	Sep 23-30	Northeast	TBD, based on number of participants	Meredith Parkins mparkins@meethawaii.com
HTUSA	Midwest Calls	Group appointments with qualified meeting planners are coordinated by HTUSA. Participation opportunities are available.	Oct 1	Midwest	TBD, based on number of participants	Kathy Dever kdever@meethawaii.com
HTUSA	Idaho/Arizona Sales Blitz	Sales blitz and client event with industry partners coordinated by HTUSA. Participation opportunities are available.	Oct 1	Arizona	TBD, based on number of participants	Adele Tasaka atasaka@meethawaii.com
HTUSA	IMEX America	Connect with senior decision-makers from North America and the world at the largest meetings industry tradeshow in the U.S. HTUSA coordinates the Destination Booth and podium spots are available for partners within the HTUSA booth.	Oct 1	Las Vegas, NV	\$7,000 + Travel	Josette Murai jmurai@meethawaii.com
HTUSA	Association Forum Holiday Showcase	Holiday Showcase is the Midwest's #1 meeting sites and business services exposition. This is an opportunity to meet more than 1,200 association professionals in the second largest association headquarter city in the country. Participation opportunities are available in a Hawai'i Section at the show (10 partners maximum).	Dec 1	Chicago, IL	TBD, based on number of participants	Kathy Dever kdever@meethawaii.com
HTUSA	California Society of Association Executives	Network with California's top association executives at the largest annual association industry tradeshow on the West Coast. HTUSA coordinates a Destination Booth and partners can participate within the Hawai'i booth.	Dec 1	Sacramento, CA	TBD, based on number of participants	Joan Palmtag jpalmtag@meethawaii.com
HTUSA	SITE Holiday Event 2.0 Update	Be part of the 550+ qualified buyers and suppliers who will meet at the Monarch Beach Resort for two days of great activities and networking opportunities. HTUSA coordinates a Destination Booth and partners can participate within the Hawai'i booth.	Dec 1	TBD	TBD, based on number of participants	Joan Palmtag jpalmtag@meethawaii.com