



2018 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. Partnership opportunities will be available.	Spring and Fall emphasis	New York City, 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	Enewsletter: <i>Islands of Aloha Express</i>	The consumer enewsletter offers members an opportunity to reach 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	U.S.	Varies	Bill Kennedy bkennedy@hvcb.org
HTUSA, KVB, OVB, MVCB, IHVB	Collateral Planner 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 official consumer fulfillment pieces for information requests. Advertising opportunities are available.	Annual with mid-year updates	U.S.	Varies	Karen Wataru Nakaoka knakaoka@hvcb.org Simone Perez simone@abbottcommunications.net
HTUSA, KVB, OVB, MVCB, IHVB	Collateral Map Advertising: <ul style="list-style-type: none"> Hawai'i Statewide Official Guide Map Kaua'i Official Guide Map O'ahu Official Guide Map Maui Official Guide Map Moloka'i & Lāna'i Official Guide Map Island of Hawai'i Official Guide Map 	Maps 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. These are official consumer fulfillment pieces for information requests. Limited advertising opportunities are available.	Annual	U.S.	Varies	Karen Wataru Nakaoka knakaoka@hvcb.org



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HTUSA, KVB, OVB, MVCB, IHVB	U.S. Feeder Market Cooperative Marketing Programs	Tactical cooperative marketing programs designed to drive business from key U.S. markets during optimal booking periods. Advertising opportunities will be available.	Spring and Fall	U.S. top markets	Varies	Gina Chun gchun@hvcb.org
OVB	Online Advertising: <i>TripAdvisor</i>	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 newsletters (does not include bi-annual special O'ahu Offers eNewsletter). Limited opportunities are available for up to six partners.	Jan-Dec	U.S.	For planning purposes, estimate \$12,500 (based on number of participants)	Joyce Bernardo joyce@visit-oahu.com
OVB	O'ahu Offers Consumer Enewsletter: <i>'Ike O'ahu</i>	O'ahu enewsletter 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 (maximum six placements per enewsletter).	Mar, Aug (dates TBC)	U.S.	For planning purposes, estimate \$500 for 1 insertion; \$900 for 2 insertions	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.	Spring & Fall	U.S.	TBC	Loren Malencheck loren@hawaii.rr.com



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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, transportation 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	Individual Media Visits to Kaua'i	Individual media visits based on assignment. Partners contribute complimentary/media rate accommodations, activities, transportation and meals.	Ongoing	Kaua'i	In-kind support	Julie Tabarejo julie.tabarejo@anthologygroup.com
KVB	News Release: <i>What's Blooming on the Garden Isle</i>	News release distributed on a quarterly basis to media, stakeholders and international contractors. Partners with pertinent news may contribute by submitting relevant and timely updates.	Quarterly	U.S.	\$0	Julie Tabarejo julie.tabarejo@anthologygroup.com
KVB	Media Blitz: Chicago & New York	Participating KVB partners (2-3) and/or cultural representatives attend media appointments and luncheons. Partners have an opportunity to highlight their property/service during exclusive meetings with freelance, print, online and broadcast media.	Feb	Chicago, IL; New York City, NY	\$1,500 (Does not include partner travel expenses.)	Julie Tabarejo julie.tabarejo@anthologygroup.com
KVB	Press Trip: BFF Getaway	Theme: Rejuvenation, Outdoor Adventure From taking the perfect poolside pic to shopping in local boutiques to discovering a favorite flavor of shave ice at a new food truck together, there's nothing quite like exploring Kaua'i's ionic must-do activities and must-see sights with a best friend. Partners contribute accommodations, activities, transportation and meals.	Mar	Kaua'i	In-kind support	Julie Tabarejo julie.tabarejo@anthologygroup.com
KVB	Press Trip: Aloha 'Aina	Theme: Culture, Art, History Qualified, visiting media visit historic and culturally significant sights, talk-story with <i>kupuna</i> who pass down traditions to the next generation, learn how they are preserving long-standing legacies, and connect with modern-day artists who share their love for Kaua'i through fantastic works of art. Partners contribute accommodations, activities, transportation and meals.	May	Kaua'i	In-kind support	Julie Tabarejo julie.tabarejo@anthologygroup.com



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KVB	Media Blitz: Denver, Seattle & San Francisco	Participating KVB partners (2-3) and/or cultural representatives attend media appointments and luncheons. Partners have an opportunity to highlight their property/service during exclusive meetings with top level freelance, print, online and broadcast media.	Sept	Denver, CO; Seattle, WA; San Francisco, CA	\$1,500 (Does not include partner travel expenses.)	Julie Tabarejo julie.tabarejo@anthologygroup.com
KVB	Press Trip: Together on Kaua'i	Theme: Romance Kaua'i is one of the world's premier romantic destinations. Qualified, visiting media discover why Kaua'i's pristine white sand beaches, saturated sunsets, and charming peaceful towns are ideal for weddings, honeymoons, vow renewals, "just the two of us" vacations and soul rejuvenation year-round. Partners contribute accommodations, activities, transportation and meals.	Oct	Kaua'i	In-kind support	Julie Tabarejo julie.tabarejo@anthologygroup.com
OVB	Individual Media Visits to O'ahu	OVB solicits and assists qualified, visiting media on assignment. Partners contribute accommodations, activities, transportation and meals.	Ongoing	O'ahu	In-kind support	Jamie McLaughlin jamie@strykerweiner.com
OVB	Media Enewsletter: <i>What's New on O'ahu</i>	Quarterly enewsletter sent to OVB media database with the latest information on industry updates, including but not limited to accommodations, tours & activities, restaurants, shopping, festivals and air service. This is shared with HTA's Global Marketing Partners (GMTs) and adjusted for Travel Trade distribution (see below). Travel industry partners with pertinent public relations news may contribute to this enewsletter to media.	Jan, Apr, Jul, Oct (dates TBC)	U.S.	\$0	Maria Hartfield maria@strykerweiner.com
OVB	Media Blitz: New York & Washington DC	A media blitz to highlight the destination, continue establishing the O'ahu tourism brand and showcase participating partners. Opportunity for a select number of partners to meet directly with media in key U.S. markets.	Jan 29-Feb 2	New York, NY; Washington, DC	\$4,000 (Does not include partner travel expenses.)	Jamie McLaughlin jamie@strykerweiner.com



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OVB	Press Trip: Culinary Exploration on O'ahu	Press Trip (Media FAM) bringing qualified media and/or influencers to O'ahu to explore and discover O'ahu's epicurean world. Select partners have an opportunity to engage with the media. Partners contribute accommodations, activities, transportation and meals.	Mar (dates TBC)	O'ahu	In-kind support	Jamie McLaughlin jamie@strykerweiner.com
OVB	Media Blitz: West Coast	A media blitz to highlight the destination, continue establishing the O'ahu tourism brand and showcase participating partners. Opportunity for a select number of partners to meet directly with media in key U.S. markets.	Apr 29-May 4	Seattle, WA; San Francisco, CA; Los Angeles, CA	\$4,000 (Does not include partner travel expenses.)	Jamie McLaughlin jamie@strykerweiner.com
OVB	Press Trip: Family Memories on O'ahu	Press Trip (media FAM) bringing qualified media and/or influencers to O'ahu to discover O'ahu's strong family-market appeal. Select partners have an opportunity to engage with the media. Partners contribute accommodations, activities, transportation and meals.	Jun (dates TBC)	O'ahu	In-kind support	Jamie McLaughlin jamie@strykerweiner.com
OVB	Media Blitz: Secondary Markets – Texas, Southern U.S.	A media blitz to highlight the destination, continue establishing the O'ahu tourism brand and showcase participating partners. Opportunity for a select number of partners to meet directly with media in key U.S. markets.	Sep 9-14	Austin, TX; Dallas/Ft. Worth, TX; Houston, TX or Atlanta, GA (TBC)	\$4,000 (Does not include partner travel expenses.)	Jamie McLaughlin jamie@strykerweiner.com
OVB	Press Trip: O'ahu's Mixed Plate	Press Trip (media FAM) bringing qualified media and/or influencers to O'ahu to discover O'ahu's unexpected sides. Select partners have an opportunity to engage with the media. Partners contribute accommodations, activities, transportation and meals.	Oct (dates TBC)	O'ahu	In-kind support	Jamie McLaughlin jamie@strykerweiner.com
MVCB, LVB, DMVB	Individual Media Visits to Maui Nui	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 story angles. Partners contribute accommodations, activities, transportation and meals.	Ongoing	Maui, Moloka'i & Lāna'i	In-kind support	Leanne Pletcher leanne@mauivb.com
MVCB, LVB, DMVB	Enewsletter: Message from Maui Nui	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	Leanne Pletcher leanne@mauivb.com



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MVCB	Press Trip: Sentry Tournament of Champions	This press trip is focused on the golf and luxury travel markets and will feature golf, spa, accommodations, and luxury travel opportunities. Partners contribute accommodations, activities, transportation and meals.	Jan 1-8	Maui	In-kind support	Leanne Pletcher leanne@mauivb.com
MVCB, LVB, DMVB	Media Blitz: Pacific Northwest & Canada	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.	Feb (dates TBD)	San Francisco, CA; Seattle, WA; Vancouver, BC, Canada	\$3,000 (Does not include partner travel expenses.)	Leanne Pletcher leanne@mauivb.com
MVCB, LVB, DMVB	Press Trip: Kapalua Wine & Food Festival	This press trip is focused on wine/culinary and luxury travel markets and will feature Kapalua Wine & Food Festival events, accommodations and festival partners. Partners contribute accommodations, activities, transportation and meals.	Jun 6-11	Maui	In-kind support	Leanne Pletcher leanne@mauivb.com
MVCB, LVB, DMVB	Media Blitz: New York & Boston	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.	Oct (dates TBD)	New York, NY; Boston, MA	\$3,000 (Does not include partner travel expenses.)	Leanne Pletcher leanne@mauivb.com
IHVB	Individual Media Visits to Island of Hawai'i	Individual media visits are arranged for qualified journalists on assignment. Partners contribute accommodations, activities, transportation and meals.	Ongoing	Island of Hawai'i	In-kind support	Donna Kimura dkimura@hvcb.org
IHVB	Eblast: <i>What's Sizzlin'</i>	Partners with pertinent news may contribute to this quarterly themed email to media, stakeholders and global marketing partners.	Jan, Mar, Jul, Oct	U.S.; Hawai'i	\$0	Donna Kimura dkimura@hvcb.org



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IHVB	Solo Press Trips to Island of Hawai'i	Hosted Solo Themed Press Trip - individual writers are invited to experience the Island of Hawai'i. Partners contribute accommodations, activities, transportation and meals.	Feb, Sep (x2), Oct, Nov	Island of Hawai'i	In-kind support	Donna Kimura dkimura@hvcb.org
IHVB	Media Blitz: Virtual	A media blitz is conducted via Skype from a scenic location on the island of Hawai'i. Partners will be invited to join in on the calls.	Mar (dates TBC)	Island of Hawai'i	TBC	Donna Kimura dkimura@hvcb.org
IHVB	Mini Press Trip	Hosted mini press trip for two or three writers. Partners contribute accommodations, activities, transportation and meals.	Jul	Island of Hawai'i	In-kind support	Donna Kimura dkimura@hvcb.org
IHVB	Media Blitz: San Francisco & New York	A media blitz to highlight the destination and to showcase the participating partners. Opportunity for up to three IHVB partners to meet with media and influencers.	Nov 12-16	San Francisco, CA; New York City, NY	\$1,500 (Does not include partner travel expenses.)	Donna Kimura dkimura@hvcb.org
SOCIAL MEDIA						
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, transportation and meals.	Ongoing	Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i	In-kind support	Michael Ni mni@hvcb.org
OVB	Individual Social Influencer/Media Visits to O'ahu	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
IHVB	Individual Social Influencer Visits to Island of Hawai'i	IHVB coordinates qualified individual social influencer visits to the island. Partners contribute accommodations, activities, transportation and meals.	Ongoing	Island of Hawai'i	In-kind support	Donna Kimura dkimura@hvcb.org



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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 may be available.	Spring and Fall emphasis	New York City, 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	Bill Kennedy bkennedy@hvcb.org Danielle Wood dwood@hvcb.org
HTUSA	Enewsletter: <i>E-xpressly for Travel Professionals</i>	This 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
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, a Hawai'i supplier trade show, live Hawaiian music and hula performances, networking/dinner and supplier roundtable sessions. Participation opportunities include trade show, networking and roundtables.	Jan 29-Feb 2 (tentative)	New York, NY; CT, PA, MD, VA	Estimated: \$1100 per show or approximately \$5500 for the full blitz week.	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, a Hawai'i supplier trade show, live Hawaiian music and hula performances, networking/dinner, and supplier roundtable sessions. Participation opportunities include trade show, networking and roundtables.	Mar 12-15 (tentative)	Oakland, CA; Sacramento, CA; Orange County, CA; Beverly Hills, CA	Estimated: \$1100 per show or approximately \$4400 for the full blitz week.	Erica Neves eneves@hvcb.org



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HTUSA, KVB, OVB, MVCB, IHVB	Leisure Sales Blitz – USE/USW	Travel agent educational workshops will be conducted in key U.S. East (USE) markets. Following afternoon workshops, the evening format will include cultural activities, a Hawai'i supplier trade show, live Hawaiian music and hula performances, networking/dinner and supplier roundtable sessions. Participation opportunities include trade show, networking and roundtables.	Aug 27-30 (tentative)	NY; NJ; Denver, CO; Salt Lake City, UT	Estimated: \$1,100 per show or approx. \$4,400 for the full blitz week.	Erica Neves eneves@hvcb.org
KVB	Kaua'i Seminar Series	Destination seminar with updates about Kaua'i for well-qualified travel professionals. Heavy <i>pūpū</i> and entertainment will be provided. Kaua'i partners can participate as part of the trade show and presentation.	May (dates TBC)	U.S. East	\$1,000 (Does not include partner travel expenses.)	Maile Brown maile@hvcb.org
OVB	Experience O'ahu Sales Mission	Week-long schedule of O'ahu seminars that includes destination updates presented to well-qualified travel professionals. Sales calls and training at select wholesale reservation call centers is included. Partners are invited to attend as exhibitors and presenters. Open to hoteliers and activities only. Limited to four industry partners.	May (dates TBC)	Houston, TX; Dallas/FW, TX; Austin, TX; San Antonio, TX (TBC)	\$3,500 (Does not include partner travel expenses.)	Karishma Chowfin karishma@visit-oahu.com
OVB	Experience O'ahu Sales Mission	Week-long schedule of O'ahu seminars that includes destination updates presented to well-qualified travel professionals. Sales calls and training at select wholesale reservation call centers is included. Partners are invited to attend as exhibitors and presenters. Open to hoteliers and activities only. Limited to four industry partners.	Aug (dates TBC)	Seattle, WA; Portland, OR; San Jose/San Francisco, CA; Los Angeles, CA; San Diego, CA (TBC)	\$3,500 (Does not include partner travel expenses.)	Kainoa Daines kainoa@visit-oahu.com
MVCB	Ho'olauna Maui Nui	Educational updates about the islands of Maui, Moloka'i, Lāna'i are offered to select travel agents via intimate lunch/dinner seminars with Hawaiian entertainment and Hawaiian cultural educational component. Partners can participate as exhibitors and presenters. Open to hoteliers, activities and airlines only.	First Quarter – 3X (dates TBC) Second Quarter – 1X (date TBC)	TBC	In-kind support	Julie Yoneyama julie@mauivb.com



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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.	Spring	TBC	\$1,000 (Does not include partner travel expenses.)	Deanna Isbister disbister@hvcb.org
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 the in-market showcases for the fee noted.	Fall	TBC	\$1,000 (Does not include partner travel expenses.)	Deanna Isbister disbister@hvcb.org



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TRAVEL TRADE FAMs						
KVB	Kaua'i 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, transportation and meals.	3-4 programs (dates TBC)	Kaua'i	In-kind support	Maile Brown maile@hvcb.org
OVB	O'ahu Master Specialist Program (Wholesaler partners TBC)	Gain exposure for your company through the O'ahu Master Specialist training. 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.	Feb, Apr, Jun, Sep (dates TBC)	O'ahu	In-kind support	Karishma Chowfin karishma@visit-oahu.com
OVB	O'ahu Master Specialist Program (Consortia partners TBC)	Gain exposure for your company through the O'ahu Master Specialist training. OVB works with 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.	Feb, May, Aug (dates TBC)	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, transportation and meals.	1st Quarter – 1X (date TBC) 3rd Quarter – 1X (date TBC)	Maui, Moloka'i & Lāna'i	In-kind support	Julie Yoneyama julie@mauivb.com
IHVB	Island of Hawai'i Master Specialist FAM Program #1	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. Partners contribute accommodations, activities, transportation and meals.	May	Island of Hawai'i	In-kind support	Deanna Isbister disbister@hvcb.org
IHVB	Island of Hawai'i Master Specialist FAM Program #2	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. Partners contribute accommodations, activities, transportation and meals.	Sep	Island of Hawai'i	In-kind support	Deanna Isbister disbister@hvcb.org



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IHVB	Island of Hawai'i Master Specialist FAM Program #3	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. Partners contribute accommodations, activities, transportation and meals.	Dec	Island of Hawai'i	In-kind support	Deanna Isbister disbister@hvcb.org
TRAVEL TRADE EDUCATION						
OVB	O'ahu Webinar Series (Niche & O'ahu Updates)	Travel agents will receive information on the endless choices for the discerning traveler based on niche market interest and/or O'ahu updates (quarterly). Partners will have an opportunity to join OVB webinars as guest speakers. Limited to one hotel and one activity partner per webinar.	Jan, Feb, Mar, Apr, May, Jun, Jul, Sep, Oct, Nov (dates TBC)	O'ahu	\$750	Karishma Chowfin karishma@visit-oahu.com
IHVB	Island of Hawai'i Educational Webinars	Targeted niche webinars to promote unique island activities and destination updates. Partners provide their latest news/updates.	Quarterly	Island of Hawai'i	\$0	Deanna Isbister disbister@hvcb.org



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MCI MARKETING						
HTUSA - Meet Hawai'i	Collateral Planner Advertising: Meet Hawai'i - 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 - Meet Hawai'i sales collateral piece for meeting planners. Various advertising opportunities are available.	Annual with mid-year updates	U.S.	Varies	Buddy Moore buddy.moore@morris.com
MCI TRADE SHOWS						
HTUSA - Meet Hawai'i	California Society of Association Executives (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.	Mar 20-22	Monterey, CA	Will be based on number of participants (TBC)	Joan Palmtag jpalmtag@meethawaii.com
OVB	O'ahu MCI Newsletter: <i>The Gathering Place</i>	Partners with Group/MCI updates can contribute to this email distributed to the MCI community.	Apr; Oct	O'ahu	\$0	Kainoa Daines kainoa@visit-oahu.com
HTUSA – Meet Hawai'i	Association Sales Calls	Sales blitz and client event with industry partners. Participation opportunities are available.	Apr 1	IL	TBC	Kathy Dever kdever@hvcb.org
HTUSA - Meet Hawai'i	Utah Annual Sales Blitz	Sales blitz and client event with industry partners. Participation opportunities are available.	Apr 17-21	Salt Lake City, UT	Will be based on number of participants (TBC)	Adele Tasaka atasaka@meethawaii.com
HTUSA - Meet Hawai'i	Greater Washington American Society of Association Executives (GWASAE) XDP (Experience Design Project)	Formerly known as The Center for Association Leadership – Springtime in the Park – Tradeshow. This show has received a makeover and details are not available at this time. Participation opportunities will be shared as more information becomes available.	Apr 19-20	National Harbor, MD	TBC	Meredith Parkins mparkins@meethawaii.com
HTUSA - Meet Hawai'i	HelmsBriscoe Annual Business Conference (ABC)	A one-day event featuring opportunities to meet with meeting planners and HelmsBriscoe associates. Individuals must register on own. Participation opportunities are available.	Apr 30-May 2	Orlando, FL	Will be based on number of participants (TBC)	Kathy Dever kdever@meethawaii.com
HTUSA - Meet Hawai'i	Texas Annual Sales Blitz	Annual sales blitz coordinated by HTUSA - Meet Hawai'i to provide destination updates and uncover new business. Participation opportunities are available.	May 1	Texas, TX	Will be based on number of participants (TBC)	Adele Tasaka atasaka@meethawaii.com



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HTUSA - Meet Hawai'i	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	Will be based on number of participants (TBC)	Joan Palmtag jpalmtag@meethawaii.com
HTUSA - Meet Hawai'i	Meeting Planners International (MPI) – World Education Conference (WEC) – 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 in 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 2-5	Indianapolis, IA	HTUSA - Meet Hawai'i coordinates participation and registration for Hawai'i participants (TBC)	Adele Tasaka atasaka@meethawaii.com
HTUSA - Meet Hawai'i	American Society of Association Executives (ASAE) Tradeshow & Post Calls	The ASAE Annual Meeting & Exposition dedicates three days to networking and professional development, with more than 100 education offerings. Participation opportunities are available.	Aug 18-21	Chicago, IL	TBC	Kathy Dever kdever@meethawaii.com
HTUSA - Meet Hawai'i	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 1	New Orleans, LA	TBC	Adele Tasaka atasaka@meethawaii.com Meredith Parkins mparkins@meethawaii.com
HTUSA - Meet Hawai'i, 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.	Fall	New York City, NY	Varies	Mary Neister mneister@hvcb.org
MVCB	Destination Hawai'i - Successful Meetings	Pre-FAM for 10 pre-qualified MCI Planners invited to the Destination Hawai'i/Successful Meetings Conference. Each attendee has a definite program to book for Maui. Partners contribute activities, transportation and meals.	Sep (dates TBC)	Maui	In-kind support	Randy Parker randy@mauivb.com
HTUSA - Meet Hawai'i	Hui Luncheon Series	Group presentations with qualified meeting planners in a luncheon atmosphere. Participation opportunities are available.	Sep 1	CA	Will be based on number of participants (TBC)	Joan Palmtag jpalmtag@meethawaii.com



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HTUSA - Meet Hawai'i	Illinois Sales Calls	Annual sales blitz coordinated by HTUSA - Meet Hawai'i to provide destination updates and uncover new business. Participation opportunities are available.	Sep 1	IL	Will be based on number of participants (TBC)	Kathy Dever kdever@meethawaii.com
HTUSA - Meet Hawai'i	Colorado Sales Trip	Group appointments with qualified meeting planners are coordinated by HTUSA - Meet Hawai'i. Participation opportunities are available.	Sep 1	Denver, CO	Will be based on number of participants (TBC)	Adele Tasaka atasaka@meethawaii.com
HTUSA - Meet Hawai'i	Meetings & Incentives Marketplace + Wisconsin Sales Calls	Annual sales blitz coordinated by HTUSA - Meet Hawai'i to provide destination updates and uncover new business. Partnership opportunities are available.	Sep1	WI	Will be based on number of participants (TBC)	Kathy Dever kdever@meethawaii.com
HTUSA - Meet Hawai'i	Hui Luncheon Series	Group presentations with qualified meeting planners in a luncheon atmosphere. Participation opportunities are available.	Sep 1	Seattle, WA	Will be based on number of participants (TBC)	Joan Palmtag jpalmtag@meethawaii.com
HTUSA - Meet Hawai'i	Northeast Sales Blitz	Sales blitz and client event with industry partners coordinated by HTUSA - Meet Hawai'i. Participation opportunities are available.	Sep 1	New York, NY	Will be based on number of participants (TBC)	Meredith Parkins mparkins@meethawaii.com
MVCB	Destination Hawai'i - Successful Meetings	Pre-FAM for 10 prequalified MCI Planners who were invited to the Destination Hawai'i/Successful Meetings Conference. Each attendee has a definite program to book for Maui. Partners contribute activities, transportation and meals.	Sep 1	Maui	In-kind support	Randy Parker randy@mauivb.com
HTUSA - Meet Hawai'i	Hui Luncheon Series	Group presentations with qualified meeting planners in a luncheon atmosphere. Participation opportunities are available.	Oct 1	Seattle, WA	Will be based on number of participants (TBC)	Joan Palmtag jpalmtag@meethawaii.com
HTUSA - Meet Hawai'i	Midwest Calls	Group appointments with qualified meeting planners are coordinated by HTUSA - Meet Hawai'i. Participation opportunities are available.	Oct 1	IL	Will be based on number of participants (TBC)	Kathy Dever kdever@meethawaii.com
HTUSA - Meet Hawai'i	IMEX America	Connect with senior decision-makers from North America and the world at the largest meetings industry tradeshow in the U.S. HTUSA - Meet Hawai'i coordinates the Destination Booth and podium spots are available for partners within the Hawai'i booth.	Oct 16-18	Las Vegas, NV	\$7,000 (Does not include partner travel expenses.)	Josette Murai jmurai@meethawaii.com



HTUSA/ Island Chapter	PROGRAM/ACTIVITY	DESCRIPTION	TIMING (Month & Day)	LOCATION (City or Island)	COST	CONTACT (Name & Email)
OVB	O'ahu MCI Meeting Planner FAM	Gain exposure for your company through the O'ahu MCI FAM for qualified meeting planners. FAM is an in-depth, five-day, on-island O'ahu educational program. Partners contribute accommodations, activities, transportation and meals.	Nov (dates TBC)	O'ahu	In-kind support	Kainoa Daines kainoa@visit-oahu.com
HTUSA - Meet Hawai'i	SITE Holiday Event	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 - Meet Hawai'i coordinates a Destination Booth and partners can participate within the Hawai'i booth.	Dec 1	CA	Will be based on number of participants (TBC)	Joan Palmtag jpalmtag@meethawaii.com
HTUSA - Meet Hawai'i	California Society of Association Executives	Network with California's top association executives at the largest annual association industry tradeshow on the West Coast. HTUSA - Meet Hawai'i coordinates a Destination Booth and partners can participate within the Hawai'i booth.	Dec 13	CA	Will be based on number of participants (TBC)	Joan Palmtag jpalmtag@meethawaii.com
HTUSA - Meet Hawai'i	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 14	Chicago, IL	Will be based on number of participants (TBC)	Kathy Dever kdever@meethawaii.com