



2018 Partnership Opportunities

HVCB/HTUSA Island Chapter	PROGRAM/ACTIVITY	DESCRIPTION	TIMING (Month & Day)	LOCATION (City or Island)	COST	CONTACT (Name & Email)
LEISURE MARKETING						
HVCB/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. Limited partnership opportunities will be available.	Fall	Kaua’i, O’ahu, Maui, Moloka’i, Lāna’i, Island of Hawai’i	Varies	In development – information to come
HVCB/HTUSA	Television/Video Advertising	The U.S. television strategy leverages addressable television and video platforms to deliver the target audience on a national basis, and provides significant reach in a fall flight. Partnership opportunities will be available.	Sep-Nov	U.S.	Varies	Gina Chun gchun@hvcb.org
HVCB/HTUSA	Enewsletter: <i>Islands of Aloha Express</i>	The consumer enewsletter offers members an opportunity to reach opted-in subscribers that have expressed an interested 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
HVCB, 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
HVCB, 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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HVCB, KVB, OVB, MVCB, IHVB	Cooperative Marketing Programs	Tactical cooperative marketing programs designed to drive business from key target audiences during optimal booking periods. Partnership opportunities will be available.	Fall	U.S.	Varies	In development – information to come
KVB	Kaua'i Special Offers Eblast	Kaua'i eblast with special offers sent to Kaua'i opt-in consumer database 4 - 5 times per year. Limited participation.	Quarterly (dates TBC)	U.S.	\$150 per listing	Lani Kauai lkau@hvcb.org
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).	Apr 25, Aug 15, Oct 15	U.S.	\$500 for 1 insertion; \$900 for 2 insertions; \$1,200 for 3 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 consumer subscribers – depending on the number of partners - with an interest in travel. Advertising opportunities are available.	Nov 23 (CyberMonday)	New York, NY; Los Angeles, CA; San Francisco, CA; Seattle, WA; USE city TBC	Varies	Loren Malencheck loren@hawaii.rr.com



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PUBLIC RELATIONS						
HVCB/HTUSA	Individual Media Visits	HVCB/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	Press Trip: <i>BFF Getaway</i>	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, 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.	Apr 2-6	Kaua'i	In-kind support	Julie Tabarejo julie.tabarejo@anthologygroup.com
KVB	Press Trip: <i>Celebrating 25 Years of Jurassic Park</i>	Theme: Outdoor Recreation, Movies Over 25 years ago, Jurassic Park sparked the imaginations of viewers from around the world. Kaua'i captured most of the screen time for this famous Hollywood movie, with locations including the Nāpali Coast, National Tropical Botanical Gardens, Olokele Canyon, Manawaiopuna Falls and more. Attendees will get a first-hand look at where this famous movie, and other silver-screen hits, took place through adventurous activities and personal tour experiences. Partners contribute accommodations, activities, transportation and meals.	May 21-25	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.	Sep 10-14	Denver, CO; Seattle, WA; San Francisco, CA	\$1,500 (Does not include partner travel expenses.)	Julie Tabarejo julie.tabarejo@anthologygroup.com
KVB	Press Trip: <i>Together on Kaua'i</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 22-26	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	Krislyn Hashimoto krislyn@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 also 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.	Apr, Jul, Oct (dates TBC)	U.S.	\$0	Maria Hartfield maria@strykerweiner.com
OVB	Press Trip: <i>Culinary Delights & Discoveries on O'ahu</i>	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 3-8	O'ahu	In-kind support	Krislyn Hashimoto krislyn@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.)	Krislyn Hashimoto krislyn@strykerweiner.com



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OVB	Press Trip: <i>Family Memories on O'ahu</i>	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 7-12	O'ahu	In-kind support	Krislyn Hashimoto krislyn@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.)	Krislyn Hashimoto krislyn@strykerweiner.com
OVB	Press Trip: <i>Mixed Plate Discoveries on O'ahu</i>	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 19-23	O'ahu	In-kind support	Krislyn Hashimoto krislyn@strykerweiner.com
MVCB, LVB, DMVB	Individual Media Visits to Maui Nui	Maui Nui hosts individual journalists with a confirmed assignment throughout the year and also supports HVCB/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: <i>Message from Maui Nui</i>	Bi-monthly newsletter is sent to media database with the latest information on industry updates including, but not limited to, accommodations, tours & activities, restaurants, shopping, festivals and air service. Primary audience is national media in leisure travel, as well as industry partners. Partners submit updates for inclusion.	Mar, May, Jul, Sep, Nov	U.S.	\$0	Leanne Pletcher leanne@mauivb.com
DMVB	Press Trip: <i>Destination Moloka'i</i>	This press trip is focused on all things Moloka'i. Writers will take a deep dive into the intimate aspects of Hawaiian culture as seen through Hālawala Valley, Kalaupapa and Moku. Behind the scenes tours and activities will offer media a first-hand experience of what "untouched" Hawai'i means and what makes Moloka'i so special.	Apr 26-29	Moloka'i	In-kind support	Leanne Pletcher leanne@mauivb.com



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MVCB, LVB	Press Trip: <i>Deconstructed Romance</i>	This non-traditional press trip is focused on various types of romance travel markets such as engagements, honeymoons and non-traditional romance and activities. Activities feature culinary, spa, soft adventures and luxury travel opportunities. This non-traditional press trip will allow qualified media to choose a travel date within April and May that fits best with his/her schedule and will have a customized itinerary built around their romance preferences and story angles. Partners contribute accommodations, activities, transportation and meals.	Apr & May	Maui, Moloka'i and/or Lāna'i	In-kind support	Leanne Pletcher leanne@mauivb.com
MVCB	Press Trip: <i>Mauka to Makai</i>	This press trip highlights off-the-beaten path adventures and activities found on Maui, from Haleakalā to the Pacific Ocean. Itinerary of activities will touch on the culture and history of the island, and include running the Hāna Relay and local festivals on Maui during the Aug-Sep timeframe. Partners contribute accommodations, activities, transportation and meals.	Sep 4-10	Maui	In-kind support	Leanne Pletcher leanne@mauivb.com
MVCB, LVB, DMVB	Media Blitz: New York & Chicago	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 luncheons (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 15-19	New York, NY; Chicago, IL	\$3,000 (Does not include partner travel expenses.)	Leanne Pletcher leanne@mauivb.com
DMVB and LVB	Press Trip: <i>Maui's Backyard</i>	This press trip is focused on showcasing the islands that make up Maui Nui. Adventure, culture, as well as health and wellness activities will be featured on Moloka'i and Lāna'i. Timing coincides with the opening of the new Four Seasons Resort Lanai, The Lodge at Koele. Partners contribute accommodations, activities, transportation and meals.	Nov 5-10	Moloka'i and Lāna'i	In-kind support	Leanne Pletcher leanne@mauivb.com



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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.	Apr, Jun, Aug, Oct, Dec	U.S.; Hawai'i	\$0	Donna Kimura dkimura@hvcb.org
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.	May (x2), Sep (x2), Oct, Nov (x2)	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 13-16	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.	May 7-12	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						
HVCB/HTUSA	Individual Social Influencer Visits	HVCB/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	Kara Imai kimai@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 HVCB/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	Krislyn Hashimoto krislyn@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						
HVCB/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 digital media program. Cooperatively leverage an advertising buy in the top trade media outlets that reach U.S. travel agents.	Q3-Q4	U.S.	Varies	Bill Kennedy bkennedy@hvcb.org
HVCB/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						
HVCB/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	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
HVCB/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	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 14-18	Riverside, CA; San Jose, CA; Walnut Creek, CA; Portland, OR; Seattle, WA	\$1,000 (Does not include partner travel expenses.)	Maile Brown maile@hvcb.org



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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 are included. Partners are invited to attend as exhibitors and presenters. Open to hoteliers and activities only. Limited to four industry partners.	Mar 25-31	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
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 21-27	Southeast (Cities TBC)	\$3,500 (Does not include partner travel expenses.)	Kainoa Daines kainoa@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 are included. Partners are invited to attend as exhibitors and presenters. Open to hoteliers and activities only. Limited to four industry partners.	Jun 4-8	Dallas/Ft. Worth, TX; Austin, TX; Houston, TX; San Antonio, TX (TBC)	\$3,500 (Does not include partner travel expenses.)	Karishma Chowfin karishma@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 a Hawaiian cultural educational component. Partners can participate as exhibitors and presenters. Open to hoteliers, activities and airlines only.	Mar 6-8 Mar 26-30 May 7-12 Nov 12-16 Dec 10-14	Cherry Hill, NJ Tulsa, OK; Okalahoma City, OK; Austin TX Bend, OR; Portland, OR Michigan (TBC) Arizona (TBC)	In-kind support	Julie Yoneyama julie@mauib.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.	Apr 9-15	Washington, DC; Philadelphia, PA; Boston, MA; Chicago, IL; Las Vegas, NV	\$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.	Sep 10-14	Salt Lake City, UT; Spokane, WA; Seattle/Everett, WA; Vancouver, BC, Canada	\$1,000 (Does not include partner travel expenses.)	Deanna Isbister disbister@hvcb.org
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.	2 programs: Apr 2-7 Sep 16-21	Kaua'i	In-kind support	Maile Brown maile@hvcb.org
OVB	O'ahu Master Specialist Program: TravelSavers Elite w/Pleasant Holidays Journese	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.	Mar 14-20	O'ahu	In-kind support	Kainoa Daines kainoa@visit-oahu.com
OVB	O'ahu Master Specialist Program: Travel Impressions	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.	Apr 16-21	O'ahu	In-kind support	Karishma Chowfin karishma@visit-oahu.com



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OVB	O'ahu Master Specialist Program: Ensemble Travel Group w/Classic Vacations	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.	Apr 30-May 6	O'ahu	In-kind support	Kainoa Daines kainoa@visit-oahu.com
OVB	O'ahu Master Specialist Program: Cruise Planners w/American Express & Classic Vacations	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.	Aug 8-14	O'ahu	In-kind support	Kainoa Daines kainoa@visit-oahu.com
OVB	O'ahu Master Specialist Program: Signature Travel Network w/Delta Vacations & Morris Murdock Travel	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.	Sep 4-10	O'ahu	In-kind support	Kainoa Daines kainoa@visit-oahu.com
OVB	O'ahu Master Specialist Program: Mark Travel Corporation	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.	Sep 17-22	O'ahu	In-kind support	Karishma Chowfin karishma@visit-oahu.com
OVB	O'ahu Master Specialist Program: Apple Vacations	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.	Oct 8-13	O'ahu	In-kind support	Karishma Chowfin karishma@visit-oahu.com



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OVB	O'ahu Master Specialist Program: Hawaiian Airlines	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.	Nov 5-10 (TBC)	O'ahu	In-kind support	Karishma Chowfin karishma@visit-oahu.com
MVCB	Maui Nui Master Specialist Program – All About Tours	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.	May 16-24	Maui, Moloka'i & Lāna'i	In-kind support	Julie Yoneyama julie@mauivb.com
MVCB	Maui Nui Master Specialist Program – Millenials	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.	Sep 16-24	Maui, Moloka'i & Lāna'i	In-kind support	Julie Yoneyama julie@mauivb.com
MVCB	Maui Nui Master Specialist Program – Apple Vacations	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.	Nov 1-9	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 29-Jun 2	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.	Nov 4-9	Island of Hawai'i	In-kind support	Deanna Isbister disbister@hvcb.org



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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.	Mar 22; May 24; Aug 16; Sep 27; Nov 28	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						
HVCB/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 HVCB/Meet Hawai'i sales collateral piece for meeting planners. Various advertising opportunities are available.	Annual with mid-year updates	U.S.	Varies	Leianne Pedro leianne.pedro@morris.com
MCI TRADE SHOWS						
HVCB/Meet Hawai'i	Colorado Sales Trip (MIC)	Group appointments with qualified meeting planners are coordinated by HVCB/Meet Hawai'i. Participation opportunities are available.	Mar 13-14	Denver, CO	Will be based on number of participants (TBC)	Adele Tasaka atasaka@meethawaii.com
HVCB/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
HVCB/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.	Apr 12	Seattle, WA	Will be based on number of participants (TBC)	Joan Palmtag jpalmtag@meethawaii.com
HVCB/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
HVCB/Meet Hawai'i	Texas Annual Sales Blitz	Annual sales blitz coordinated by HVCB/Meet Hawai'i to provide destination updates and uncover new business. Participation opportunities are available.	May 18	Texas, TX	Will be based on number of participants (TBC)	Adele Tasaka atasaka@meethawaii.com
OVB	Experience Aloha Business Exchange, Pre-FAMs	100 meeting planners from around the world will be convening on O'ahu for the Experience Aloha Business Exchange. A pre-FAM opportunity is available.	Jun (dates TBC)	O'ahu	In-kind support	Kainoa Daines kainoa@visit-oahu.com
HVCB/Meet Hawai'i	Sales Calls	Annual sales blitz coordinated by HVCB/Meet Hawai'i to provide destination updates and uncover new business. Participation opportunities are available.	Jul 18	WI	Will be based on number of participants (TBC)	Kathy Dever kdever@meethawaii.com



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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.	Aug (dates TBC)	Maui	In-kind support	Randy Parker randy@mauivb.com
HVCB/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 23-25	Salt Lake City, UT	TBC	Adele Tasaka atasaka@meethawaii.com Meredith Parkins mparkins@meethawaii.com
OVB	Destination Hawai'i - Successful Meetings Post-Fam	Post-FAM for 10-12 pre-qualified MCI Planners invited to the Destination Hawai'i/Successful Meetings Conference. Partners contribute activities, transportation and meals.	Sep (dates TBC)	O'ahu	In-kind support	Kainoa Daines kainoa@visit-oahu.com
HVCB/Meet Hawai'i	Hui Luncheon Series	Group presentations with qualified meeting planners in a luncheon atmosphere. Participation opportunities are available.	Sep 18	Seattle, WA	Will be based on number of participants (TBC)	Joan Palmtag jpalmtag@meethawaii.com
HVCB/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. HVCB/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 Joan Palmtag jpalmtag@meethawaii.com Kathy Dever kdever@meethawaii.com Adele Tasaka atasaka@meethawaii.com Meredith Parkins mparkins@meethawaii.com
HVCB/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 activities and networking opportunities. HVCB/Meet Hawai'i coordinates a Destination Booth and partners can participate within the Hawai'i booth.	Nov 30	CA	Will be based on number of participants (TBC)	Joan Palmtag jpalmtag@meethawaii.com



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HVCB/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 13	Chicago, IL	Will be based on number of participants (TBC)	Kathy Dever kdever@meethawaii.com
HVCB/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. HVCB/Meet Hawai'i coordinates a Destination Booth and partners can participate within the Hawai'i booth.	Dec 13-14	CA	Will be based on number of participants (TBC)	Joan Palmtag jpalmtag@meethawaii.com
HVCB/Meet Hawai'i	Key Incentives Sales Blitz	Sales blitz and client event with industry partners coordinated by HVCB/Meet Hawai'i. Participation opportunities are available.	Dec 18	MN, MO, IL, WI	Will be based on number of participants (TBC)	Kathy Dever kdever@meethawaii.com