

HAWAII VISITORS & CONVENTION BUREAU

2270 Kalākaua Avenue, Suite 801

Honolulu, Hawai'i 96815

TELEPHONE: (808) 923-1811

FAX: (808) 924-0290

EMAIL: info@hvcb.org

WEBSITE: gohawaii.com



Hawai'i Visitors and Convention Bureau June HTA E-Bulletin

Hawai'i Makes Hot News In Canada; TMAC Conference

Hawai'i is once again an editorial star – this time in Canada. A multiple-page family travel story, “Jack Vs. The Volcano,” ran in the May 4 weekend edition of *The Globe and Mail*, highlighting Hawai'i Volcanoes National Park, Green Gecko Farm, Native Guide Hawai'i, and Four Seasons Hualālai on Hawai'i Island. Additional stories about Kaua'i, Maui, and O'ahu also ran in the paper. To produce this coverage, HVCB Central and its Island Chapters assisted with story development and a detailed travel itinerary for the editor. *The Globe and Mail* is the national newspaper of Canada with a circulation of 306,248 and is the most widely read.



Strong demand for a Hawai'i vacation has led to increases in nonstop air seats from Canada to the state. Both Air Canada and WestJet added new gateways and increased service from Vancouver, Calgary, and Edmonton to the state. In anticipation of increased Canadian interest in Hawai'i, HVCB attended TMAC (Travel

Media Association of Canada)'s annual conference, which took place in Fredericton, NB, from May 2-5. The conference welcomed the top travel journalists from all over Canada, including writers from *EnRoute* (Air Canada's in-flight magazine), *Up! Magazine* (WestJet's in-flight magazine), *Vancouver Sun*, *Toronto Sun*, *Toronto Star*, *Calgary Herald*, and more, who were interested in covering Hawai'i editorially. More than 25 media leads for Hawai'i were generated during TMAC.

Lei Day In D.C. With Your Hawai'i Friends, May 1

HVCB partnered with the Hawai'i Convention Center and industry members to manage the 4th annual Hawai'i East Coast Event. The annual event included three teams of four delivering 1,000 lei to associations in the DC and Virginia metropolitan area to create awareness of May Day and Hawai'i. The lei day blitz was a huge success, clients were buzzing, and hundreds of business cards were collected. The day wrapped with a client reception for close to 100 meeting planners with potential business for the islands. The hotel partners that contributed to the event were Starwood Hotels in Waikiki, Hilton Hawaiian Village, Waikiki Beach Marriott, Grand Wailea, Hyatt Waikiki, Kauai Courtyard Marriott, Grand Wailea Resort and Spa, The Kahala Hotel and Resort, Turtle Bay, Fairmont Orchid, Prince Resorts, and Starwood Maui.



2012 Springtime In The Park, May 3



HVCB and the Hawai'i Convention Center partnered to target roughly 2,000 meeting planners at ASAE's annual Springtime in the Park tradeshow. HVCB coordinated with hoteliers from Hawai'i to be in the same section and sold Hawai'i as a destination. Partners included: Hilton Waikoloa Village, Prince Hotels and Resorts, Hyatt Waikiki, Grand Wailea Resort and Spa, Kauai Courtyard Marriott, and Waikiki Beach Marriott. Two RFPs with a total of 1,000 room nights and seven future potential programs considering the islands were generated from the show.

Vacation.com International Conference & Tradeshow, May 5-12

HVCB attended the 14th annual Vacation.com International Conference & Tradeshow. This was the largest network of travel sellers that drew 920 owners, managers, and front line retail travel agent members. The conference offered a tradeshow, general sessions, and networking opportunities with the Vacation.com members and executives from the US and Canada. Hawai'i suppliers in attendance were Blue Sky Tours, Classic Vacations, Funjet Vacations, GOGO WorldWide Vacations, MLT Vacations, Pleasant Holidays, Globus & Cosmos, Tauck Tours, Westjet Vacations, Fairmont Hotels & Resorts, Marriott, Starwood, and NCL.