



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

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HAWAI'I VISITORS AND CONVENTION BUREAU (HVCB)

CONSUMER MARKETING

Gina Chun, Director of Consumer Marketing, 808.924.0221, gchun@hvcb.org

COOPERATIVE MARKETING

American Express Selects Program

The Hawai'i Visitors & Convention Bureau is pleased to again execute an integrated marketing program working across several divisions of American Express Company, including its Publishing, Consumer, Travel, Cardmember and Merchant Network lines of business. This program has been instrumental in targeting the right customer for Hawai'i.

Here is how you can participate:

- Custom Hawai'i vacation packages will be promoted to a targeted audience of consumers through multiple American Express channels, including print advertising (Travel + Leisure, Food & Wine, Departures), online marketing, Cardmember messaging, and a full array of travel trade initiatives.
- Once consumers have booked a Hawai'i package, American Express Selects will present them with a variety of merchant offers to encourage visitor spending in destination on the great diversity of dining, shopping, sightseeing and activities across the State.
- This provides you with a unique opportunity to develop special offers, have them messaged to these Cardmembers, and capture on-Island business from qualified, incoming visitors.
- The merchant promotion will be supported by a custom splash page on AmexNetwork.com/Hawaii, which will house the Hawai'i merchant offers.
- Your only participation cost is to fund redemptions of your qualified offer to American Express Cardmembers.
- This opportunity is available for post-arrival retail, dining, activity and transportation merchant offers. No accommodations offers will be accepted.
- To take advantage of this opportunity, please contact American Express representative Brian Kawabe, 800-706-9850, brian.kawabe@aexp.com.

PRINT ADVERTISING

Collateral – Consumer Visitors' Guide, The Hawaiian Islands

The Hawaiian Islands Visitors' Guide is published annually and is HVCB's official statewide print fulfillment piece for information requests received. Advertising opportunities are available through the publisher.

Contact: Simone Abbott Perez, Abbott Communications, 808-394-2090, simone@abbottcommunications.net

ONLINE MARKETING

Kara Imai, Senior Director of Online Marketing, 808.924.0260, kimai@hvcb.org

E-Newsletters

Consumer E-Newsletter, The Islands of Aloha Express (IOAX)

The Islands of Aloha Express E-Newsletter offers members a chance to reach over 392k opted-in subscribers. It includes The Stories of Hawai'i, events, special offers and downloadable wallpapers of Hawai'i.

Contact: Bill Kennedy, 808.924.0267, bkennedy@hvcb.org

PUBLIC RELATIONS

Darlene Morikawa, Director of Public Relations / Communications, 808.924.0259, dmorikawa@hvcb.org

During the course of the year HVCB distributes information and meets with national media. Please submit new activities and program initiatives, which will allow us to keep up-to-date on product offerings:

News Bureau

Manages national requests and coordinates inbound media visits to the Islands. Also utilizes the News Bureau to reach national media with targeted information.

'Āpana Niche E-newsletters

Quarterly niche email newsletters to targeted media in the following categories: golf/sports, family, eco-tourism/soft adventure, health and wellness, culture and arts, cuisine.

Travel Journalist Association Meetings

Attendance at annual media association events and conferences.

TRAVEL TRADE

Julie Zadeh, CTC Managing Director of Travel Trade Marketing, 425.502.7500, jzadeh@hvcb.org

Emily Evans, Manager, Travel Trade Marketing, 808.924.0245, emily@hvcb.org

Cooperative Initiatives

Cooperative initiatives in partnership with North American wholesalers, airlines, online travel agencies, consortia and/or key travel agency partners will be considered and evaluated to promote Hawai'i statewide:

<u>Spring Booking Window:</u>	January – March
<u>Spring Travel Window:</u>	March – Early June
<u>Fall Booking Window:</u>	June – September
<u>Fall Travel Window:</u>	Late August – Mid-December

Webinars with wholesale, supplier and consortia partners are held at the launch of each campaign to share strategy, direction and creative. To be included on the distribution list, contact Julie Zadeh, jzadeh@hvcb.org

E-xpressly for Travel Professionals (EXTP) Monthly E-Newsletter

The E-xpressly for Travel Professionals monthly e-Newsletter offers members a chance to reach up to 75,000 opted-in travel agents and travel industry subscribers. Advertising opportunities are available through the HVCB Membership Department. Contact: Bill Kennedy, 808.924.0267, bkennedy@hvcb.org

Educational Training

Travel agent/agency training, airline, supplier, consortia and wholesaler sales team and call center trainings occur throughout the year in the U.S. and Canada, for more information, please visit the Travel Trade Events Calendar at www.agents.gohawaii.com or contact the Regional Directors to schedule:

Christina Aldanese, CTC	Regional Director, Western Region	caldanese@hvcb.org
Robyn Basso, CTC	Regional Director, Eastern Region	rbasso@hvcb.org

Hawai'i Destination Specialist Program (HDS)

With over 14,400 certified graduates, the *Ke Kula 'O Hawai'i* (the School of Hawai'i) Hawai'i destination specialist program (HDS), serves as a unique educational tool specifically for travel professionals in the U.S. and Canada, which allows them to truly learn the meaning of "Aloha," and better sell the destination.

The HDS educational program is delivered in three formats, a live 3-hour seminar presentation, an interactive, online self-study curriculum, and new for 2012 will be a third *Ke Kula* option, a professionally videotaped interactive training to be hosted on the travel trade web site at www.agents.gohawaii.com. The video will offer a new delivery method for travel agents to experience and become a Hawai'i Destination Specialist. The video will also be available to our wholesale, consortia, retail agents and supplier partners to include in their training libraries. All come complete with facts, selling tips, and a video that shares the sights and sounds of Hawai'i. *Ke Kula 'O Hawai'i* gives travel professionals the resources they need to increase their knowledge, skills, and sales to Hawai'i. The comprehensive, easy to follow curriculum covers an introduction to Hawai'i, geography of the Islands, the people of Hawai'i, attractions by Island, history and culture, up-selling, cross-selling, overcoming client objections, and Hawai'i's niche markets. Graduates earn continuing education credits through The Travel Institute (formerly ICTA). The course is offered free of charge to all travel professionals in North America. Travel agent specific graduate benefits include:

- Consumer Referrals
- Exclusive HDS Webinar Updates
- 1 Year Subscription to Hawai'i Magazine with 1 Free Magazine for your Hawai'i bound client
- Continuing Education Credits from The Travel Institute
- Pre and Post Arrival Postcards (print and electronic)
- Personalized Welcome Guidebooks sent to your clients prior to their departure and includes;
 - A personalized welcome message from HVCB's president referencing your name, agency and your client's name
 - Your client's itinerary with their accommodation information, points of interest and maps
 - A listing of exclusive value offers from our HVCB members
 - Important travel information such as weather, ocean temperature, dress codes, phone numbers and a language guide

Ke Kula 'O Hawai'i is also offered in conjunction with the Travel Agent University as an online self study program. To date, this partnership has reached over 7,000 agents.

Island Specific Training – The Next Level

In 2011, the Island Specific Training courses have been revised to include the new Hawaiian Island Brand Initiative results. Island specific online training programs debuted in December 2007. The *Papa* ("class" in Hawaiian) certified Island specific courses are the next level of Island training after completion of the *Ke Kula 'O Hawai'i* program for travel professionals. The *Papa* courses are intended to deepen and continue Hawai'i destination learning in a consistent format. To date, the *Papa* courses have 8,950 agent graduates.

Webinar Training - Available year round for your organization. For more information or to schedule, contact:

Christina Aldanese, CTC Regional Director, Western Region

caldanese@hvcb.org

Robyn Basso, CTC Regional Director, Eastern Region

rbasso@hvcb.org

HVCB Travel Trade 2012 Events

Spring 2012 – Hawai'i Sales Blitz Events

In 2012, the HVCB will be focusing on creating travel demand for Hawai'i, directing the demand to Hawai'i Destination Specialists with the end result of increased conversion of Hawai'i business. To support consumer and co-operative marketing efforts in Q1 2012, travel trade will be providing in-depth sales blitz opportunities with the following schedule:

Jan 23 – Jan 27 US West Vancouver, Seattle, Portland, Emeryville, Marin County
Jan 30 – Feb 4 US West Palo Alto, Sacramento, Beverly Hills, Orange County, San Diego

As we focus on enhancing the travel agent sales knowledge on Hawai'i product, promotions and offers, a new format will be in place for the US West sales blitz events, which will include:

- 1 Hour Tradeshow
- Partner Speaking/Presentation Time
- Networking Time
- Dinner
- Full Agent Contact List

Participation will require an agent incentive or special offer and a prize giveaway (per show)

Cost: TBA pending 2012 budget approvals.

East Coast Hawai'i Destination Shows

April 23 – 25 US East Philadelphia, PA, Paterson, NJ, Long Island, NY

Cost: TBA pending 2012 budget approvals

TravelAge West Webinars

TBD

*To inquire about participation, contact Julie Zadeh, izadeh@hvcb.org

Fall 2012 – Hawai'i Sales Blitz Events

In 2012, the HVCB will be focusing on creating travel demand for Hawai'i, directing the demand to Hawai'i Destination Specialists with the end result of increased conversion of Hawai'i business. To support consumer and co-operative marketing efforts in Q1 2012, travel trade will be providing in-depth sales blitz opportunities with the following schedule:

Sept 17 – Sept 21 US West Vancouver, Seattle, Portland, Emeryville, Marin County
Sept 24 – Sept 28 US West Palo Alto, Sacramento, Beverly Hills, Orange County, San Diego

(Targeting different area's within the region, i.e. Bellevue vs. Seattle, etc.)

As we focus on enhancing the travel agent sales knowledge on Hawai'i product, promotions and offers, a new format will be in place for the US West sales blitz events, which will include:

- 1 Hour Tradeshow
- Partner Speaking/Presentation Time
- Networking Time
- Dinner
- Agent Contact List

Participation will require an agent incentive or special offer and a prize giveaway (per show)

Cost: TBA pending 2012 budget approvals.

September 22-24: MLT University, Minneapolis, MN

Contact Robyn Basso at rbasso@hvcb.org for details.

October or November TBD: Hawai'i Travel Exchange

Contact Julie Zadeh at izadeh@hvcb.org for details.

December TBD: Luxury Travel Expo

HVCB will facilitate a Hawai'i section. More information TBA.

KAUAI VISITORS BUREAU (KVB)

Maile Horner, Director of Marketing, 808.245.3971, mhorner@hvcb.org

PRINT ADVERTISING

MEDIA	ISSUE	CO-OP OPP	MEDIA CONTACT
AF Budget Travel	February, May/June, September/October 2012		mhorner@hvcb.org
Conde Nast Traveler	March, June, September 2012		mhorner@hvcb.org
Islands Magazine	January/February, March, June, November 2012		mhorner@hvcb.org
Sunset	March, June, September 2012		mhorner@hvcb.org
Travel + Leisure	March, May, July, September, November 2012		mhorner@hvcb.org

Travel Trade Magazines

Opportunities exist to advertise in a couple of Travel Trade magazines alongside KVB's ads. Here is a list of co-op opportunities for 2012:

MEDIA	ISSUE	CO-OP OPP	MEDIA CONTACT
TravelAge West	February 20, May 14, August 20, November 20	YES	Maile Horner 808.245.3971 mhorner@hvcb.org
Travel Weekly	February 13, April 2, July 9, October 29	YES	Maile Horner 808.245.3971 mhorner@hvcb.org

PLEASE NOTE: Dates are dependent on when Hawai'i/Kaua'i editorial runs and are subject to change.

Contact: Maile Horner, Director of Marketing, 808.245.3971, mhorner@hvcb.org

ONLINE MARKETING

Email Blasts

For a small co-op fee, partner members can provide an offer to the 165,058 opt-in consumer listings from the KVB database. A minimum of two opportunities per year are offered to partner members.

Contact: Brooke Miller-Jacobs, Sales Manager, 808.245.3971, bmiller@hvcb.org

Travel Trade Email Blasts and E-Postcards

Offered by Travel Weekly to KVB members. These are logo only participation (other restrictions may apply). The dates are scheduled as followed but are subject to change:

- E-Blasts: February 15, April 4, July 11, October 31
- E-Postcards: January 18, March 1, April 21, May 3, September 6 and September 13

Contact: Maile Horner, Director of Marketing, 808.245.3971, mhorner@hvcb.org

PUBLIC RELATIONS

Press Trips

Three press trips to Kaua'i are scheduled in 2012. Partners providing services usually receive acknowledgement in the articles published.

- "Malama Pono" Kaua'i Culture Press Trip: March 26-21
- Rejuvenate Your Way Press Trip, May 21-26
- Kaua'i's Romantic Nature Press Trip: September 10-15

Contact: Emele Freiberg, McNeil Wilson Communications, 808.539.3440, emele.freiberg@anthologygroup.com

Media Blitzes

Two media blitzes are scheduled in 2011, to promote Kaua'i in key visitor markets. Participating partners have first rights to host any media who decide to visit based on the media meetings.

- New York/Washington DC, April 16-21
- Vancouver and Toronto, July 16-21

Contact: Emele Freiberg, McNeil Wilson Communications, 808.539.3440, emele.freiberg@anthologygroup.com

Travel Writer Conferences

E. Freiberg will attend two Society of American Travel Writer Conferences to pitch Kaua'i to hundreds of travel writers.

- SATW Western Chapter Conference, Utah, June
- SATW Annual Conference, Indianapolis, October

Media/Travel Trade Updates

KVB issues "What's New" updates to the media and travel trade on a quarterly basis. Partners can provide updates on their services, tours, upgrades to properties, etc. to receive additional exposure.

Contact: Emele Freiberg, McNeil Wilson Communications, 808.539.3440, emele.freiberg@anthologygroup.com

Individual Media Visits (ongoing)

Throughout the year, KVB public relations targets top travel media in North America for media visits. We will assist journalists with Kaua'i story assignments by developing a trip itinerary highlighting KVB partners.

Contact: Emele Freiberg, McNeil Wilson Communications, 808.539.3440, emele.freiberg@anthologygroup.com

TRAVEL TRADE

Familiarization Trips

Partners providing services receive exposure from the visiting companies. FAM trips to Kaua'i are ongoing throughout the year targeting the North American and international markets.

Contact/International for Japan and Europe: Lisa Nakamasu, Director of Sales, 808.245.3971,

lnakamasu@hvcb.org

Contact/International for Other Asia and Oceania: Brooke Miller-Jacobs, Sales Manager, 808.245.3971,

bmiller@hvcb.org

Contact/North America: Brooke Miller-Jacobs, Sales Manager, 808.245.3971, bmiller@hvcb.org

Kaua'i Master Specialist Program

Exposure for your company through the Kaua'i Master Specialist training of top selling travel agents held on Kaua'i two to four times a year.

Contact North America: Brooke Miller-Jacobs, Sales Manager, 808.245.3971, bmiller@hvcb.org

CORPORATE MEETINGS AND INCENTIVES

Familiarization Trips

Partners providing services and products receive exposure and have the opportunity to network with the participating customers. FAM trips will be scheduled throughout the year.

Contact: Lisa Nakamasu, Director of Sales, 808.245.3971, lnakamasu@hvcb.org

O'AHU VISITORS BUREAU (OVV)

Noelani Schilling-Wheeler, Senior Director of Sales & Marketing, 808.524.0722, noelani@visit-oahu.com

Joyce Bernardo, Marketing Coordinator, 808.524.0722, joyce@visit-oahu.com

Please note that all sales and marketing elements below are subject to change. Use the following as a guide.

PRINT ADVERTISING

Below is the current complete advertising schedule for the O'ahu Visitors Bureau (OVV) that includes programs with co-op opportunities in key travel and lifestyle media for HVCB's O'ahu partners. This schedule is subject to change, so please check with the appropriate media representative.

MEDIA	ISSUE	CIRC PER ISSUE	CO-OP OPP	MEDIA CONTACT
Travel & Leisure	March - 1/3P (Hawai'i section) April, August - 8"x10" 4 page spread	500,000 500,000	YES	Liane Sunn 808.377.1900 liane@sunmedia.com
Condé Nast Traveler	February - 1/4P Travel Planner section; full run April - 1/4P Travel Planner section; full run August - 1/4P Travel Planner section; full run September - 1/4P Travel Planner section; full run	810,713	NO	CJ Close 323.965.3435 CJ_Close@condenast.com
New York Times T-magazine	February - FP May - 1/3P August - 1/3P October - 1/3P	1,280,000	YES	Gary Wiegand 808.587.8300 gwiegand@publicitas.com
National Geographic Traveler & National Geographic Kids	February - FP Content Program page (NG Kids) March - 1/3P National September - FP Content Program page (NG Kids) October - 1/3P National	742,000	YES	Debbie Joseph 808.739.2200 debbieanderson@dmHawaii.com
Family Fun	February - FP4C Travel Directory section (Western Ed) April - FP4C Travel Directory section (Western Ed) June - FP4C Travel Directory section (Western Ed) October - FP4C Travel Directory section (Western Ed)	840,000	YES	Laurie Doerschlen 808.737.4621 MdLinks@aol.com
ForbesLife Magazine	March - 1/3P4C; full run May - 1/3P4C; full run November - 1/3P4C; full run	920,000	YES	Debbie Joseph 808.739.2200 debbieanderson@dmHawaii.com
Saveur	February - O'ahu FP advertorial; full run Aug - O'ahu FP advertorial; full run	331,000	YES	Debbie Anderson 808.739.2200 debbieanderson@dmHawaii.com
Bon Appetit	January - 1/3P (Western edition) May - 1/3P (Western edition) August - 1/3P (Western edition)	450,000	YES	Loren Malenchek 808.283.7122 loren@Hawaii.rr.com
Brides	January - 1/6P National	525,000	NO	Lola Cohen 808-943-2992 lcohen@lolacohen.com
The Knot	January - Spring Issue FP4C	135,000	YES	Jena Tanaka Kaneshiro 808.222.5855 jtanaka@theknot.com
Martha Stewart Weddings	March - FP4C; Spring Weddings October - FP4C; Destination Special issue	400,000	YES	Audrey Higuchi 808.737.7422 ahiguchi@Hawaiiintel.net
MORE magazine	February - FP4C O'ahu advertorial; select markets April - FP4C O'ahu advertorial; select markets August - FP4C O'ahu advertorial; select markets September - FP4C O'ahu advertorial; select markets	695,000	YES	Lisa Schwartz 425.289.3464 Lisa@mediawest-adsales.com

Cooperative Marketing: Wholesalers, OTA and Airlines

OVB will be working with select wholesalers and with online travel agencies through HVCB Central. Please contact HVCB Central for final list of partners.

ONLINE MARKETING

Non-booking Sites (Third Party)

OVB will be working with select online partners

- **Theknot.com:** Online programs meant to increase exposure in the romance (bridal/honeymoon) market for the destination. Co-op opportunities are available for the blitz campaign.

Contact: Jena Tanaka Kaneshiro, 808.222.5855, itanaka@theknot.com

- **Tripadvisor.com:** OVB will be working with the #1 travel recommendation site through an O'ahu Tourism Sponsorship campaign. Co-op opportunities are available.

Contact: Noelani Schilling-Wheeler or Joyce Bernardo at OVB, 808.524.0722, Noelani@visit-oahu.com or joyce@visit-oahu.com. For general information on Tripadvisor, contact Todd Skelton, 408.757.5160, skelton@tripadvisor.com

- **Homeaway.com (TBD):** OVB will be working with the world's 4th largest travel information site through an banner ad and eNewsletter campaign. Co-op opportunities are available.

Contact: Noelani Schilling-Wheeler or Joyce Bernardo at OVB, 808.524.0722, Noelani@visit-oahu.com or joyce@visit-oahu.com. For general information on Homeaway.com, contact Nevo Waintraub, 310-868-1925, nwaintraub@homeaway.com

OVB websites

- OVB's English website is now merged into the HVCB website (gohawaii.com/oahu). We recommend that HVCB members continuously update their content through HVCB's membership department.

Consumer eCommunication

- OVB will be running a minimum of four (4) eBlast utilizing OVB's database, of approximately 250,000 opt-in consumers, for HVCB members to consider partnering with OVB on in 2012. Two romance specific eBlasts will also be considered utilizing OVB's database of opt-ins from OVB's knot.com program.

For more information, please contact Joyce Bernardo, 808.524.0722, joyce@visit-oahu.com at the O'ahu Visitors Bureau.

- OVB has negotiated eCommunication opportunities as part of their print and/or online buy which may be considered part of select co-op print media programs. See print media plan above and contact your media representative.
- **New York Times.com Great Escapes eBlasts:** Customized 'Great Getaways' O'ahu eBlast campaign will run February, March, September, October reaching 410,000 opt-ins by NYTimes.com. Co-op opportunities are available.

Contact: Gary Wiegand, 808.587.8300, gwiegand@publicitas.com

- **nMedia Oahu eNewsletters:** Customized geo-targeted O'ahu co-op eBlast in March and April reaching 40-100K subscribers. Co-op opportunities are available.

Contact: Loren Malenchek, loren@Hawaii.rr.com

Collateral - Consumer Travel Planner, The O'ahu Vacation Planner

The O'ahu Vacation Planner, is published annually and is OVB's official print fulfillment piece for information requests received. OVB will continue producing the O'ahu Vacation Planner.

Contact: Simone Perez, 808.394.2090, simone@abbottcommunications.net

PUBLIC RELATIONS

Noelani Schilling-Wheeler, Senior Director of Sales & Marketing, 808.524.0722, noelani@visit-oahu.com
 Sonja Rogers, Stryker Weiner & Yokota, 808.523.8802, sonja@strykerweiner.com
 Lisa Mock, Director of Communications & Sales, 808.524.0722, lisa@visit-oahu.com

Media Blitz:

OVB plans to meet with media through media/PR blitzes.

- North America: In 2012, OVB plans to initiate two media blitzes. One will focus on the HTA designated US West markets (i.e., Los Angeles, San Francisco) while the other will focus on the HTA designated US East markets (i.e., New York). Secondary cities will be tagged onto these blitzes, such as Canadian markets. OVB will continue to include up to three partners to participate and attend these blitzes. Contact Sonja Rogers (sonja@strykerweiner.com; Stryker Weiner & Yokota) for more details.

Press Trip:

- OVB plans to initiate two O'ahu only press trips in 2012. For more details on these press trips, please contact Sonja Rogers (sonja@strykerweiner.com; Stryker Weiner & Yokota).
- OVB will also support industry partner press trips, where appropriate with O'ahu day(s) activities highlighting appropriate destination aspects that meet media needs.
- OVB will continue to support individual media visits year round.

Online Public Relations

E-Newsletter - English

Submit content for consideration for the quarterly English OVB "O'ahu Update" E-Newsletter.
 Contact: Mari Takamura; 808.523.8802, mari@strykerweiner.com

HVCB/O'ahu Media Website

Submit updates for OVB's English and Japanese media sites.
 Contact: Mari Takamura; 808.523.8802, mari@strykerweiner.com

TRAVEL TRADE

Stacey Alford, Director of Sales, Travel Industry North America, 808.524.0722, stacey@visit-oahu.com
 Kainoa Daines, Director of Sales, 808-524-0722, kainoa@visit-oahu.com
 Noelani Schilling-Wheeler, Senior Director of Sales & Marketing, 808.524.0722, noelani@visit-oahu.com

Travel Trade Cooperative Initiatives

Cooperative initiatives in partnership with wholesaler, airlines, and/or key travel agency partners will be considered and evaluated for 2012. OVB encourages industry partners with existing agreements with wholesalers to enquire about O'ahu destination campaigns and consider leveraging with O'ahu Visitors Bureau's cooperative marketing programs with select wholesalers. Contact OVB for status of which partners OVB will be working with in 2012.

Travel Trade Advertising

Travel Trade Magazine - Opportunities exist to advertise cooperatively with OVB. Please follow up with respective media contacts.

Magazine	Issue	Co-Op Opp	Media Contact
Travel Weekly	Feb, Mar, Sept, Nov (final dates TBC) O'ahu co-op print and eBlast	YES	Debbie Anderson 808.739.2200 debbieanderson@dmHawaii.com
TravelAge West	Jan, Feb, Mar, Apr, Sept, Oct (final dates TBC) O'ahu Destination Spotlight	YES	Laurie Doerschlen 808.737.4621 mdlinks@aol.com
Family Getaway (Polybagged with TAW & TW)	Feb, May (final dates TBC) O'ahu Advertorial	Possible	Laurie Doerschlen 808.737.4621 mdlinks@aol.com
Canadian Travel Press & Travel Courier	Jan, Feb, Mar Sep, Oct, Nov (final dates TBC) Includes eBlast (TBC)	YES	Laurie Doerschlen 808.737.4621 mdlinks@aol.com

Travel Trade Shows, Roadshows & Events

Majority of OVB participation at trade shows, roadshows and trade events are in conjunction with HVCB Central & Island Chapter and/or HTA's International contractors. OVB is working with Hawai'i Tourism Authority, Hawai'i Tourism Japan, Hawai'i Tourism Asia, Hawai'i Tourism Oceania and Hawai'i Tourism Europe in confirming events and activities in their respective markets. These include but are not limited to Pow Wow, Hawai'i Tourism Asia Hawai'i Travel Mission Aloha Up N Over, and Aloha Down Under.

Travel Trade Event	Date	Contact
HVCB Hawai'i Destination Roadshow	April (TBC)	Julie Zadeh (HVCB) jzadeh@hvcb.org
Aloha Week and Midwest 'Ohana Hawai'ifest Trade show (with HVCB)	(Dates TBC)	Julie Zadeh (HVCB) jzadeh@hvcb.org
NorCAL ASTA Hawai'i Product Seminar (with HVCB)	(Dates TBC)	Julie Zadeh (HVCB) jzadeh@hvcb.org
Cruise3Sixty	April 26 - 29	Julie Zadeh (HVCB) jzadeh@hvcb.org
Home Based Travel Agent Trade Show	May 14 - 16	Julie Zadeh (HVCB) jzadeh@hvcb.org
HVCB Industry Forum	USW/USE (March 19 - 23)	Julie Zadeh (HVCB) jzadeh@hvcb.org

Travel Trade Educational Training: FAM, webinars, ODS program

O'ahu Destination Specialist training programs, FAMs, travel industry trainings and O'ahu virtual trainings occur throughout the year in North America, Japan and other international markets with opportunities for industry partners to participate.

Travel Trade Training	Date	Contact
HVCB Organized webinars	Throughout 2012 (Final dates TBC)	Julie Zadeh (HVCB) jzadeh@hvcb.org
OVB O'ahu Webinars	Monthly (Final dates TBC)	Stacey Alford stacey@visit-oahu.com
O'ahu Master Specialist Program	March 3 - 7 April 17 -22 (TBC) April 20 - 25 (TBC) October (TBC) November (TBC)	Stacey Alford stacey@visit-oahu.com
OVB Niche FAM Program	April (TBD) June (TBD) August (TBD) October (TBD) November (TBD)	Stacey Alford stacey@visit-oahu.com
Ongoing NA FAMs by wholesalers & industry partners	Throughout 2012 (TBC)	Stacey Alford stacey@visit-oahu.com

*Dates TBC based on wholesaler & industry confirmation

Travel Trade eCommunication

OVB will continue to update the travel trade in North America, Japan and Australia on O'ahu updates through eBlasts. OVB is considering cooperative opportunities for partners in 2012. If there is interest, please advise OVB, accordingly.

- North America: Quarterly
- Other International Markets: Quarterly

Contact: Joyce Bernardo, 808.524.0722, joyce@visit-oahu.com

CORPORATE MEETINGS AND INCENTIVES

Les Enderton, Executive Director, lesenderton@visit-oahu.com

Lisa Mock, Director of Communication and Sales; 808.524.0722; lisa@visit-oahu.com

The majority of OVB's CMI efforts are in conjunction with HVCB Central & Island Chapters, SMG and/or HTA's international contractors. OVB attends key CMI trade events by participating within the Hawai'i booth in select markets. OVB supports both CMI trade FAM trips and CMI press FAM trips initiated by HVCB Central, HTA contractors and/or industry partners, where appropriate. Sales blitzes, particularly in the Japan market, are also conducted.

Travel Trade Event	Date	Contact
MPI - WEC	July -29 - 31	HVCB CMI; Mike Murray or Adele Tasaka meetings@hvcb.org
PRIME	DATE TBC	HVCB CMI; Mike Murray or Adele Tasaka meetings@hvcb.org
IMEX	October 11 - 13	HVCB CMI; Mike Murray or Adele Tasaka meetings@hvcb.org

Mahalo for your consideration and support of the O'ahu Visitors Bureau's 2012 plan. Please note that changes may occur during the year, so feel free to contact the appropriate person to follow up.

MAUI VISITORS AND CONVENTION BUREAU (MVCB)

Lynn Erfer, Senior Director of Marketing, 808.442.8722, lynn@mauivb.com

PRINT ADVERTISING

Co-op in the following upscale publications:

Magazine	Issue	Media Contact
Alaska Airlines In-flight Magazine	2 Issues TDB for 2012	Debbie Anderson 808.739.2200 debbieanderson@dmHawaii.com
Bridal Guide	2012 Co-op – Contact Rep	Alan Rock alanrock1@gmail.com
Condé Nast Traveler	2012 Co-op – Contact Rep	CJ Close 323.965.3435 CJ_Close@condenast.com
Destination Weddings and Honeymoons	2012 Co-op – Contact Rep	Valerie Aguilar 805 452 0679 Valerie.Aguilar@bonniercorp.com
Islands	2012 Co-op – Contact Rep	Valerie Aguilar 805 452 0679 Valerie.Aguilar@bonniercorp.com
Sport Diver	2012 Co-op – Contact Rep	Jeff Mondle Jeff.Mondle@bonniercorp.com
Sunset magazine	2012 Co-op – Contact Rep	Gary Wiegand gwiegand@publicitas.com
Travel + Leisure	2012 Co-op – Contact Rep	Liane Sunn 808.377.1900 liane@sunmedia.com

Maui, Moloka'i and Lāna'i Travel Planner

200k distributed annually, 2012 edition is published by Myriad

Contact: Simone Perez, simone@abbottcommunications.net

ONLINE MARKETING

Maui, Moloka'i and Lāna'i websites

To list your special event on the gohawaii.com Calendar of Events, e-mail: calendar@hvcb.org

Consumer e-Newsletter

300K distributed quarterly: calendar, Q&A, tips and recipes

E-mail recipes for use, Maui products for ingredients preferred

E-mail us news (ex: new restaurants or activities)

Romance

theknot.com co-op

Contact: Jena Tanaka Kaneshiro, 808.222.5855, jtanaka@theknot.com

Others

TripAdvisor.com Maui Destination page co-op

Contact: Rae Kaleohano at Anthology 808-564-5318, Rae.Kaleohano@AnthologyGroup.com

PUBLIC RELATIONS

Keli'i Brown, Director - 808.244.3530, keli@mauivb.com

Media Blitz - U.S. and Canada

- January 2012 – Toronto & New York City
- April 2012 – Secondary Cities (specific locations tbd)
- July 2012 – Portland, Seattle & Vancouver
- October 2012 – California (San Diego, Orange County, Los Angeles & San Francisco)

Partners contribute accommodations, activities and meals for media prize packages.

Individual Media Visits (must have "Island" focus)

Press Trips

- February 2012 – Maui....My Way!
- March 2012 – Eia Moloka'i
- April 2012 – Mālama Maui #1
- May 2012 – Maui....My Way!
- June 2012 – Social Media
- October 2012 – Mālama Maui #2
- October 2012 – Maui....My Way!
- November 2012 – Maui Golf Coast (tentative)

Partners contribute accommodations, activities and meals.

PR Campaigns

"Mālama Maui" Campaign

Preserving Maui's agricultural and cultural resources is a PR campaign that highlights Maui Nui's ag-tourism, culture and ecology offerings. It provides the local or "kama'āina" view of Maui, Moloka'i and Lāna'i with fresh perspectives and angles to entice media coverage.

Radio and Television Promotions

MVCB partners with various radio and TV programs in key feeder markets throughout the year.

Partners contribute accommodations, activities and meals.

TRAVEL TRADE

Chris Kai'aokamalie, Director, 808.244.3530, chris@mauivb.com

Holoholo Maui

work with a selected wholesaler partner to invite an intimate group of 30 top travel agents. Educate on Maui Nui with a PPT presentation, hosted dinner, collateral, Hawaiian music and a question and answer period.

- January 10-13, 2012
- February 13-17, 2012
- August (tbd)
- September (tbd)

Los Angeles Adventure in Travel - January 14-15, 2012

Santa Clara Adventure in Travel - February 18-19, 2012

DC Adventure in Travel - March 31 – April 1, 2012

Maui Nui Master Island Specialist Program

- March 20-26, 2012
- May 5-15, 2012
- July (tbd)
- October (tbd)

Travel Partners Familiarization Tours

On-going

Travel Trade Advertising

Run an ad in an issue we are in:

Magazine	Issue	Media Contact
Travel Agent	2012 Co-op – Contact Rep	Loren Malenchek 808.283.7122 loren@Hawaii.rr.com
TravelAge West	2012 Co-op – Contact Rep	Laurie Doerschlen 808.737.4621 mdlinks@aol.com
Travel Weekly	2012 Co-op – Contact Rep	Debbie Anderson 808.739.2200 debbieanderson@dmHawaii.com

CORPORATE MEETINGS AND INCENTIVES

Sherry Duong, Director, 808.244.3530, sherry@mauivb.com

Conventions, Meetings and Incentives Advertising

Run an ad in an issue we are in:

Magazine	Issue	Media Contact
Meetings West	2012 Co-op – Contact Rep	Shawne Hightower Shawne.hightower@meetingsmedia.com
Meetings and Conventions	2012 Co-op – Contact Rep	Sharon Freeark sharon@success-reps.com
Smart Meetings	2012 Co-op – Contact Rep	Eric Haase eric@smartmeetings.com
Successful Meetings	2012 CO-op – Contact Rep	Sharon Freeark sharon@success-reps.com

- Advertise with MVCB
- Tradeshows – participate within the Hawai'i booth or pavilion
- Familiarization trips – provide accommodations, an activity or attraction, sponsor a meal or transportation
- Sales blitzes and/or Client Events
- Educational events

International Sales & Marketing Programs

- International Marketing Contractor's Monthly E-Newsletters
- Island Familiarization Trips (Media, CMI, Leisure)
- Media Gatherings & Educational Workshops
- CMI Trade Shows
- Ad placement in HVCB: Guide to Meetings, Conventions & Incentives (published in 4 international languages)
- On-going web promotions – Japan & Korea

Note: The primary for information regarding the aforementioned sales and marketing opportunities is the HTA appointed contractors. Information is also provided on their web sites.

LANA'I VISITORS BUREAU (LVB)

Charity Texeira 808.563.0484, visitlanai@gmail.com

PRINT ADVERTISING

Magazine	Issue	Media Contact
Sunset Magazine	May/July 2012	Gary Wiegand ; gwiegand@publicitas.com

Maui, Moloka'i and Lāna'i Travel Planner

200k distributed annually, 2012 edition is published by Myriad

Contact: Simone Perez, simone@abbottcommunications.net

Collateral

Lāna'i Brochure (Lāna'i Visitors Bureau)

50k distributed annually in print (available online via Nxtbooks)

ONLINE MARKETING

Please update your listing www.gohawaii.com/lanai with HVCB's membership department

To list your special event on the gohawaii.com Calendar of Events, e-mail: calendar@hvcb.org

PUBLIC RELATIONS

- Participate at the Maui Visitors and Convention Bureau's Media gatherings (Continental U.S. & Canada)
- Participate in hosting on-Island media visits
- Media Press Fams
- Calendar of events, online

TRAVEL TRADE

- Participate in the Holoholo Maui and VIA Seminars (w/MVCB in Continental U.S. & Canada)
- Participate in the Lāna'i Specialist Program (in conjunction with the Maui and Moloka'i Specialist Programs).
- Participate in Consumer Shows (in key markets in Continental U.S. & Canada)

MOLOKA'I VISITORS ASSOCIATION (MVA)

Julie Bicoy, Director, 808.553.3876, mvajulie@gmail.com

PRINT ADVERTISING

Advertise in the same issue of the following upscale publications

Magazine	Issue	Media Contact
Arthur Frommer's Budget Travel	2012 Co-op – Contact Rep	Lola Cohen lcohen@lolacohen.com
Hawai'i Magazine	2012 Co-op – Contact Rep	Loren Malenchek 808.283.7122 loren@Hawaii.rr.com
Holoholo In-flight	TBD	Chris Sold csold@honpub.com
National Geographic Traveler	2012 Co-op – Contact Rep	Debbie Anderson 808.739.2200 debbieanderson@dmHawaii.com
Sunset Magazine	September 2012	Gary Wiegand 808-587-8300 ext 11 gwiegand@publicitas.com

Maui, Moloka'i and Lāna'i Travel Planner

200k distributed annually, 2012 edition is published by Myriad

Contact: Simone Perez, simone@abbottcommunications.net

Collateral

Moloka'i Brochure (Moloka'i Visitors Association)

50k distributed annually in print, available online via Nxtbooks

ONLINE MARKETING

Update membership listings on www.gohawaii.com/molokai with HVCB Membership Department

To list your special event on the gohawaii.com Calendar of Events, e-mail: calendar@hvcb.org

PUBLIC RELATIONS

- Participate with MVA at the Maui Visitors and Convention Bureau's Media gatherings (Continental U.S. and Canada)
- Participate with MVA in hosting on-Island media visits
- Media Press Fams
- Calendar of Events, online

TRAVEL TRADE

- Participate with MVA in the Holoholo Maui Nui Seminars (w/MVCB)
- Participate with MVA in the Moloka'i Specialist Program (in conjunction with the Maui and Lāna'i Specialist Programs)
- Agent training, sales calls and Moloka'i island site inspections Moloka'i Nights

BIG ISLAND VISITORS BUREAU (BIVB)

Joan Gregory, Senior Director of Marketing, 808.885.1650, jgregory@hvcb.org

PRINT ADVERTISING

Leisure Print Advertising - Baseline

Leverage Hawai'i Island's destination message by advertising alongside BIVB placements. Please contact the magazines' sales representatives for more information and for special co-op programs available.

Magazine	Issues	Media Contact
Travel + Leisure	March, May, July, September	Liane Sunn 808.377.1900 liane@sunmedia.com
Travel + Leisure Digital iPad Edition	June, August	Liane Sunn 808.377.1900 liane@sunmedia.com
Food & Wine	March, September	Liane Sunn 808.377.1900 liane@sunmedia.com
Sunset Magazine	April, September	Gary Wiegand 808-587-8300 ext 11 gwiegand@publicitas.com

NOTE: Publication dates subject to change

Collateral

Advertise in the Hawai'i Island Travel Planner. BIVB's official print fulfillment piece is our primary information brochure distributed at events, trade shows, and in response to information requests. Advertising opportunities are available through the publisher.

Contact: Simone Perez, 808.394.2090, simone@abbottcommunications.net

ONLINE MARKETING

Third Party Sites

Online Advertising – Baseline

BIVB will have an online presence during key booking periods. BIVB banner ads will drive to the Hawai'i Island page of the HVCB integrated site with partner offers. A separate solicitation will be sent seeking partner participation at that time. Please contact your representative to inquire about additional opportunities within BIVB's campaign.

Site	Flight
Travel Ad Network	January - March, September - November
ValueClick	January - March, September - November
additional sites to be determined	January - March, September - November

Online Advertising – Romance

BIVB also has an online program reaching the romance market with TheKnot.com. Please contact your representative to inquire about opportunities within BIVB's campaign.

Site	Flight	Media Contact
TheKnot.com & TheWeddingChannel.com	January - December	Jena Tanaka 808.222.5855 jtanaka@theknot.com

Online Advertising – Added-Value

In addition, these online paid placements are supplemented by added-value merchandising benefits leveraged from print placements.

BigIsland.org; media.BigIsland.org; meet.BigIsland.org; agents.BigIsland.org

BIVB's What's Sizzlin' monthly media update, CMI press releases and trade releases are incorporated throughout the sites. Send your news to Noreen.Kam@anthologygroup.com. A Japanese version of BIVB's What's Sizzlin' monthly media update is published monthly. Send your news for this market to Missy Kaleohano: missy@hvcb.org.

PUBLIC RELATIONS

BIVB disseminates news about Hawai'i Island via local, national and international media. For all public relations opportunities, contact Noreen Kam, Noreen.Kam@anthologygroup.com, 808-539-3422

- Get the word out about your business through BIVB's "What's Sizzlin' on Hawai'i, the Big Island" e-newsletter, reaching targeted media on a monthly basis. Send your press releases or contact Noreen Kam for instructions on how to submit "What's Sizzlin'" items for your company.
- Participate in one of BIVB's inbound group press trips planned for 2012, or offer to host individual media visits.

Group Press Trips (incoming):

Month	Focus
March (tentative)	Whole Lava Love
June (tentative)	Family Wonders - Earth, Sea, and Sky

- BIVB also supports, pitches, develops itineraries and provides assistance to many top quality journalists who visit Hawai'i Island on individual media trips. To determine how your company can obtain TV, magazine, newspaper and online media coverage by allowing visiting journalists to experience your accommodations, activities, expertise or products, contact Noreen Kam, Noreen.Kam@anthologygroup.com
- An outbound media blitz to major North American market areas that have a concentration of quality media and direct flights to our island will also take place in 2012. Contact Noreen Kam if you are interested in joining our delegation.
- Promotional opportunities of giveaways in exchange for broadcast, print and online exposure will also be pursued.

TRAVEL TRADE

Debbie Hogan, Senior Director of Sales, 808.885.1655, dhogan@hvcb.org

Waynette Kwon, Director of Sales, 808.885.1655, wkwon@hvcb.org

Sales Opportunities: Participate in BIVB's travel trade training programs to include tradeshow, webinars, online and virtual sales presentations and on island specialist programs.

- Participate in BIVB's Hawai'i Island Master Specialist Programs planned for 2012. Reach top-producing travel agents by hosting an activity, meal or accommodation during BIVB's week-long educational programs.
- Participate in BIVB's Hawai'i Island Showcase planned for 2012 including sales blitzes and training to Hawai'i Island's primary and secondary U.S. and Canadian markets. Events are estimated to reach hundreds of travel agents.
- Coordinate VIA Training seminars and sales calls in conjunction with Hawai'i Island Showcase, leveraging BIVB resources.
- Participate in Leisure Sales Market meetings in 2012.
- Participate in BIVB's "Train the Trainer" program designed to give your key staff and new personnel the opportunity to learn what makes Hawai'i Island 'inspiring'.
- Leverage the Bureau's participation in nationwide trade shows and sales events.
- Leverage your wholesaler cooperative advertising with BIVB's promotions delivering the Hawai'i, the Big Island message to consumers and travel agents nationwide.

Month	Lead	Show
Jan 23 - Feb 3	HVCB	Hawai'i Sales Blitz (Vancouver, Seattle, Portland, San Francisco, Oakland, San Jose, Sacramento, Beverly Hills, Orange County, San Diego)
February	BIVB	Hawai'i Island Train the Trainer

Month	Lead	Show
March	BIVB	Hawai'i Island Master Specialist
March	BIVB	Hawai'i Island Showcase (West Coast)
April	HVCB	Hawai'i Sales Blitz (East Coast)
May	HVCB	Home Based Travel Agent Forum (possible date change)
July	BIVB	Hawai'i Island Showcase (East Coast)
August	BIVB	Hawai'i Island Train the Trainer
September 10-21	HVCB	Hawai'i Sales Blitz (Vancouver, Seattle, Portland, San Francisco, Oakland, San Jose, Sacramento, Beverly Hills, Orange County, San Diego)
September	HVCB	MLT University
September	Midwest 'Ohana	Midwest Ohana Hawai'iFest Tradeshow
October	BIVB	Hawai'i Island Showcase (Canada)
October	BIVB	Hawai'i Island Train the Trainer
October	HVCB	Hawai'i Travel Exchange (Hawai'i Island)
December	BIVB	Hawai'i Island Master Specialist

CORPORATE MEETINGS AND INCENTIVES

Debbie Hogan, Senior Director of Sales, 808.885.1655, dhogan@hvcb.org

Sales Opportunities:

Big Island Visitors Bureau will continue to collaborate with HVCB, HTA international contractors and island stakeholders to position and brand Hawai'i Island destination to potential CMI customers.

- Promote your company through familiarization (FAM) trip by hosting an activity, meal or accommodation during a BIVB-HVCB hosted meeting planners' trip. FAMs will also include a workshop or activity where you are able to introduce your product or service to meeting planners. Three North America familiarization trips are planned for 2012.
- BIVB's CMI specialist to assist in site inspections and hotel FAMs to promote Hawai'i Island through presentations for your meeting planners and to educate potential clients about our island's activities, events, culture, history and more.
- BIVB to utilize HVCB's tradeshow events to brand Hawai'i Island through What's New flyer.
- BIVB will partner with HTA international contractors on leads, bookings, and FAM events.
- Participate in 2012 BIVB's Sales Meetings for the CMI market.

International Sales and Marketing Programs

The Big Island Visitors Bureau will continue to proactively collaborate with the HTA international contractors in Japan, Other Asia (Korea/China), Europe, and Oceania to secure exposure for Hawai'i, the Big Island.

- Sales blitzes, training and joint FAM opportunities with key wholesalers and travel agents (i.e., FAM opportunities with Hawai'i Tourism Korea, China, Japan and Oceania)
- Travel Agency seminars and trade shows (i.e., Aloha Up N Over to Germany and UK; Hawai'i Travel Mission to Korea, Shanghai and Beijing; Aloha Down Under-Australia/New Zealand)
- Consumer shows and events (i.e., Aloha Yokohama/Yokohama Hawai'i Festival).
- Participate in 2012 BIVB's Sales Meetings for the international markets