

The Hawai'i Visitors & Convention Bureau
2011 Cooperative Marketing Opportunities



The
HAWAIIAN
ISLANDS

KAUAI
HAWAII'S ISLAND OF DISCOVERY

The Island of
Oahu
The Heart of Hawai'i

MAUI
MOUNTAIN, BEACH,
AND DISCOVERY

Hawai'i
THE BIG ISLAND



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

Market Saturation "Blitz" Promotions

Cooperative marketing and advertising opportunities will be available from HVCB Central and the Island Chapters for the Los Angeles/June Blitz and the anticipated Fall 2011 Blitz promotions. Please look for details to be distributed via HVCB Membership e-blasts.

- Los Angeles Blitz – June 2011
- Seattle Blitz – September 2011 (tentative)
- Chicago Blitz – October 2011 (tentative)
- San Francisco Blitz – November 2011 (tentative)

TELEVISION ADVERTISING

Television will provide the greatest reach of all the media employed by HVCB during the 2011 Blitz promotion initiatives. The media strategy leverages a combination of spot network and cable television that reaches the target audiences in each market. The following opportunities exist to participate in a cooperative television buy:

Timing	Market	Package Pricing
June 2011 (4 wks)	Los Angeles	\$25,000, \$50,000, \$75,000 (gross)
September 2011 (4 wks)	Seattle (tentative)	\$25,000, \$50,000, \$75,000 (gross)
October 2011 (4 wks)	Chicago (tentative)	\$25,000, \$50,000, \$75,000 (gross)
November 2011 (4 wks)	San Francisco (tentative)	\$25,000, \$50,000, \$75,000 (gross)

Commercial Unit: Stand-alone 30-sec. TV commercials (to be provided by partner)

Please note: number of spots, GRP levels and scheduling to be determined and subject to inventory availability.

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 394k opted-in subscribers. It includes The Stories of Hawai'i, events, special offers and downloadable images 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:

Spring Booking Window: January – March

Spring Travel Window: March – Early June

Fall Booking Window: June – September

Fall Travel Window: 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

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 the travel trade 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 13,000 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.

New in 2011, will be an updated Ke Kula O Hawaii Training Program. With the results of the Hawaiian Island Brand Initiative, the training program will help agents understand each island's unique identity. Also new this year will be a diagnostic tool to help agents distinguish which island(s) will best fit their client's vacation expectations.

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 Hawaii 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 Hawaii Magazine with 1 Free Magazine for your Hawaii 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
Robyn Basso, CTC Regional Director, Eastern Region

caldanese@hvcb.org
rbasso@hvcb.org

KAUAI VISITORS BUREAU (KVB)

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

PRINT ADVERTISING

Consumer Magazine

Opportunities to advertise in certain magazines alongside KVB's ads. Here is a list of co-op opportunities for 2011: Please note that the elements listed below are subject to change.

MEDIA	ISSUE	CO-OP OPP	MEDIA CONTACT
Coastal Living	October	YES	Maile Horner; 808.245.3971; mhorner@hvcb.org
National Geographic Traveler	October	YES	Maile Horner; 808.245.3971; mhorner@hvcb.org
7 x7 Magazine	May, November	YES	Maile Horner; 808.245.3971; mhorner@hvcb.org
Los Angeles Magazine	June, September	YES	Maile Horner; 808.245.3971; mhorner@hvcb.org
Phoenix Magazine	May	YES	Maile Horner; 808.245.3971; mhorner@hvcb.org
Seattle Metropolitan	May, September	YES	Maile Horner; 808.245.3971; 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 2011:

MEDIA	ISSUE	CO-OP OPP	MEDIA CONTACT
TravelAge West	May 16, August 22, November 28	YES	Maile Horner; 808.245.3971; mhorner@hvcb.org
Travel Weekly	April 4, July 11, October 31	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 163,247 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: April 6, July 13, November 2, 2011
- E-Postcards: September 7, 2011

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 2011. Partners providing services usually receive acknowledgement in the articles published.

- Kaua'i Connection Culture Press Trip: May 9-14
- American Girl Individual Media visits, March 19-26
- American Girl Family Press Trip June 6-11
- Escape to Romantic Kaua'i: October 24-29

Contact: Emele Freiberg, McNeil Wilson Communications, 808.539.3440, emele.freiberg@MWC-Anthology.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/Boston: April 18-22
- Dallas/Atlanta: July 11-15
- San Francisco, March 22-25

Contact: Emele Freiberg, McNeil Wilson Communications, 808.539.3440, emele.freiberg@MWC-Anthology.com

Travel Writer Conferences

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

- SATW Western Chapter Conference, Orlando, April 26-May 1
- SATW Annual Conference, New Zealand, November 7-12

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@MWC-Anthology.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@MWC-Anthology.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: Simone McCaffrey, Director of Sales, 808.245.3971, smccaffrey@hvcb.org

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

Kaua'i Destination Specialist Program

Exposure for your company through the Kaua'i Destination 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: Simone McCaffrey Director of Sales, 808.245.3971, smccaffrey@hvcb.org

O'AHU VISITORS BUREAU (OVB)

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 (OVB) 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 - 1/3P4C (Hawai'i section) April, August - 7"x10" 2 page spread	500,000 950,000	YES	Liane Sunn; 808.377.1900; liane@sunmedia.com
Condé Nast Traveler	April - 1/6P Travel Planner section; full run August - 1/6P Travel Planner section; full run September - 1/6P Travel Planner section; full run	818,066	NO	Tricia Baak; 323.965.3757; Tricia_Baak@condenast.com
Midwest Living	September - 1/6P4C Travel Directory; Full run November - 1/6P4C Travel Directory; Full run	950,000	YES	Lola Cohen; 808.943.2992; lcohen@lolacohen.com
Family Fun	April - FP4C Travel Directory section (Western Ed) June - FP4C Travel Directory section (Western Ed) November - FP4C Travel Directory section (Western Ed)	840,000	YES	Laurie Doerschlen; 808.737.4621 MdLinks@aol.com
Southern Living	March - 1/6P4C Travel Directory; Full run April - 1/6P4C Travel Directory; Full run Sep - 1/6P4C Travel Directory; Full run	2,700,000	YES	Tonya McDonald; 901.682.5114; tmcoastalliving@aol.com
Los Angeles Magazine	June - FP4C/O'ahu advertorial section: Full run	139,438	YES	Ashli Taguchi; 808.739.2200; ashlitaguchi@dmhawaii.com
ForbesLife Magazine	March - 1/3P4C; full run May - 1/3P4C; full run November - 1/3P4C; full run	890,882	YES	Debbie Joseph; 808.739.2200; debbieanderson@dmhawaii.com
Saveur	March - O'ahu FP advertorial; full run Aug - O'ahu FP advertorial; full run	331,000	YES	Debbie Anderson; 808.739.2200; debbieanderson@dmhawaii.com
BRIDES local print	Bi-annual/Spring/Summer 1/6P Travel Directory Bi-annual/Fall/Winter 1/6P Travel Directory	538,500	NO	Lola Cohen; 808.943.2992; lcohen@lolacohen.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	April - FP4C O'ahu advertorial; select markets October - FP4C O'ahu advertorial; select markets	695,000	YES	Lola Cohen; 808.943.2992; lcohen@lolacohen.com
Alaska Airlines magazine	September - 1/3P4C; Hawai'i section (Seattle-PNW/Sep 2011 (tentative))	84,000	NO	Debbie Anderson; 808.739.2200; debbieanderson@dmhawaii.com
Seattle Metropolitan	September - FP Hawai'i Section (Seattle-PNW/Sep 2011 (tentative))	49,167	N/A	Debbie Anderson; 808.739.2200; debbieanderson@dmhawaii.com
Wall Street Journal	March 10 - 1/2P4C (Bay Area Only) November 3 - 1/2P4C (Bay Area Only)	85,602		Jon McManus; 323.658.3707; Jon.mcmanus@wsj.com
Seattle Magazine	October - 1/3P4C	64,992		Loren Malenchek; 808.283.7122; loren@hawaii.rr.com

Broadcast Marketing

OVB plans to have limited broadcast advertising. Broadcast buys, if any, will support top O'ahu markets.

- TBD/Spring – Los Angeles: April
- TBD/Fall – San Francisco: September

Cooperative Marketing: Wholesalers, OTA and Airlines

OVB will have a cooperative program with select wholesalers and with online travel agencies. Along with HVCB Central and Island Chapters, OVB will be going through a RFP process to determine cooperative wholesaler and OTA programs. Please contact OVB for final list of partners.

ONLINE MARKETING

Online Travel Agencies (OTA)

OVB will continue to have cooperative programs with Travelocity, Orbitz and Expedia in 2011. Please contact your appropriate OTA contact to inquire about co-op opportunities within the OVB O'ahu campaign.

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. The programs include an annual campaign and a geo-targeted campaign to support the HVCB market blitzes. 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
- **Saveur.com:** OVB will continue to run a program with saveur.com in 2011. Contact: Debbie Anderson 808.739.2200; debbieanderson@dmhawaii.com.
- **ForbesLife.com:** OVB will run a program with ForbesLife online in support of the OVB print program. Contact: Debbie Anderson 808.739.2200; debbieanderson@dmhawaii.com.
- **City Book online programs:** In conjunction with the OVB support of HVCB blitzes in Seattle, San Francisco and Los Angeles in 2011, OVB will supplement the OVB print program in Seattle Metropolitan, 7X7, Los Angeles magazine and Orange Coast magazine with online programs during the O'ahu week in-market. Contact: Debbie Anderson, 808.739.2200, debbieanderson@dmhawaii.com and/or Ashli Taguchi, 808.739.2200, ashlitaguchi@dmhawaii.com
- **Japan Market Online:** Online opportunities with select online sites will also be available for the Japanese market. Contact: Toshi Saegusa, 808.524.0722, toshi@visit-oahu.com

OVB websites

- OVB's Japanese websites (consumer, media and trade) are always in need of updated content. We encourage all industry partners to submit copy and images for consideration for each client type.
- 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 2011. 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 March, April, August, 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 initiated by OVB will run in support of the HVCB City blitz/O'ahu weeks in March, September, October, and November. Fall blitzes are tentative. 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 in both ENGLISH and JAPANESE. Contact/English: Simone Perez, 808.394.2090, simone@abbottcommunications.net
Contact/Japanese: Toshi Saegusa, 808.524.0722, toshi@visit-oahu.com

PUBLIC RELATIONS

Noelani Schilling-Wheeler, Senior Director of Sales & Marketing, 808.524.0722, noelani@visit-oahu.com
Noriko Chikayama, Cinq Communications, noriko@visit-oahu.jp
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 2011, 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.
- Tokyo: OVB will plan on meeting with Japanese media in conjunction with sales trips to Japan in support of HTJ activities. OVB will also participate in the HTJ media event. Contact Toshi Saegusa (toshi@visit-oahu.com) for more details.

Press Trip:

- OVB plans to initiate two O'ahu only press trips in 2011. For more details on these press trips, please contact Sonja Rogers (sonja@strykerweiner.com; Stryker Weiner & Yokota).
- OVB may initiate a Japan O'ahu only press trip in 2011. This is dependent on leveraging opportunities with media in Japan. Contact Toshi Saegusa (toshi@visit-oahu.com) for more details.
- 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.

Promotions

HVCB City Blitz/O'ahu week program

OVB will continue to support HVCB city blitz programs with promotional opportunities during the O'ahu week where possible and appropriate. Cooperative partnerships are available and reciprocal promotional opportunities by O'ahu industry partners are encouraged.

Potential promotional opportunities are in development for both North America and Japan markets. For further details contact: Noelani Schilling-Wheeler; 808.524.0722, noelani@visit-oahu.com

OVB also encourages the industry to bring promotional opportunities to us to see if we are able to support and assist with development of promotion from a destination stand-point.

Online Public Relations

E-Newsletter - English

Submit content for consideration for the quarterly English OVB "O'ahu Update" E-Newsletter.
Contact: Noelani Schilling-Wheeler; 808.524.0722, noelani@visit-oahu.com



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

E-Newsletter - Japanese

Submit content for consideration for the monthly Japanese OVB "O'ahu Update" E-Newsletter.
Contact: Toshi Saegusa; 808.524.0722, toshi@visit-oahu.com

HVCB/O'ahu Media Website

Submit updates for OVB's English and Japanese media sites.
Contact: Sonja Rogers; 808.523.8802, sonja@strykerweiner.com



TRAVEL TRADE

Stacey Alford, Director of Sales, Travel Industry North America, 808.524.0722, stacey@visit-oahu.com
Toshi Saegusa, Director of Sales & Marketing, Asia, 808-524.0722, toshi@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 2011. 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 2011.

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	DATES: Mar 17, Sep 12 & Nov 14 PROGRAM: O'ahu co-op print and eBlast	YES	Debbie Anderson; 808.739.2200; debbieanderson@dmhawaii.com
TravelAge West	DATES: Mar 7, Sep 19, Oct 31 PROGRAM: O'ahu Destination Spotlight	YES	Laurie Doerschlen; 808.737.4621; mdlinks@aol.com
Family Getaway (Polybagged with TAW & TW)	DATES: May 16, Sep 19 PROGRAM: O'ahu Advertorial	Possible	Laurie Doerschlen; 808.737.4621; mdlinks@aol.com
Canadian Travel Press & Travel Courier	DATES: Jan, Feb, Sep, Nov (final dates TBC) PROGRAM: Offers page in Travel Courier	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.

Travel Trade Event	Date	Contact
HVCB Hawai'i Destination Roadshow and HVCB Blitz events	Year round: DATES TBC	HVCB TT Calendar or Julie Zadeh (HVCB); jzadeh@hvcb.org
Pacific NW Ohana Coconuts & Bolts (with HVCB)	June 4 - 17	HVCB TT Calendar or Julie Zadeh (HVCB); jzadeh@hvcb.org
Midwest Ohana Hawaiiifest Trade show (with HVCB)	July (final dates TBC)	HVCB TT Calendar or Julie Zadeh (HVCB); jzadeh@hvcb.org
Ensemble Travel Group Int'l Conference (with HVCB)	October 19 - 23	HVCB TT Calendar or Julie Zadeh (HVCB); jzadeh@hvcb.org
Travel Leaders National Conference (with HVCB)	October (final dates TBC)	HVCB TT Calendar or Julie Zadeh (HVCB); jzadeh@hvcb.org
NorCAL ASTA Hawaii Product Seminar (with HVCB)	November (final dates TBC)	HVCB TT Calendar or Julie Zadeh (HVCB); jzadeh@hvcb.org
Signature Travel Network (with HVCB)	November 16 - 19	HVCB TT Calendar or Julie Zadeh (HVCB); jzadeh@hvcb.org
Luxury Travel Expo (with HVCB)	December 6 - 8	HVCB TT Calendar or Julie Zadeh (HVCB); jzadeh@hvcb.org
HVCB Industry Forum	USW/USE (March 21 - 26) Canada (June 21 - 22)	HVCB TT Calendar or Julie Zadeh (HVCB); jzadeh@hvcb.org
USTA's Pow Wow (San Francisco)	May 21-25, 2011	Grace Lee at the Hawai'i Tourism Authority; glee@hawaii-tourism-authority.org
JATA/Travel Fair (Tokyo)	September 2011 (TBC)	Takashi Ichikura at Hawai'i Tourism Japan; info@htjapan.jp
HTJ Trade Seminars/Roadshow	Dates TBC: September	Takashi Ichikura at Hawai'i Tourism Japan; info@htjapan.jp
HTK Hawaii Travel Mission (Seoul, Busan)	April 12-16, 2011	Hawai'i Tourism Korea; Julia Koo; jkoo@aviareps.com
HTE's Aloha Up-N-Over (TBC: Munich, Frankfurt, London)	October 2011 (final dates TBC)	Hawai'i Tourism Europe; Christine Klein; cklein@aviareps.com

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 2011 (Final dates TBC)	HVCB TT Calendar or Julie Zadeh (HVCB); jzadeh@hvcb.org
OVB O'ahu Webinars	Monthly (Final dates TBC)	Stacey Alford; stacey@visit-oahu.com
O'ahu Destination Specialist Program	March 27 - April 1 September & November (TBC)	Stacey Alford; stacey@visit-oahu.com
OVB Niche FAM Program	April (TBD)	Stacey Alford; stacey@visit-oahu.com
Ongoing NA FAMs by wholesalers & industry partners	Throughout 2011 (TBC)	Stacey Alford; stacey@visit-oahu.com
HTO Experience Aloha FAM	November (Final dates TBC)	Hawai'i Tourism Oceania; Ashlee Galea; agalea@hawaii-tourism.com.au
TBC-HTJ, HTA, HTE, FAMs	Throughout 2011 (Final dates TBC)	Contact the appropriate HTA Contractor for further details

*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 2011. If there is interest, please advise OVB, accordingly.

- North America: Quarterly
- Japan: Monthly
- 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

Toshi Saegusa, Director of Sales & Marketing, Asia, 808.524.0722; toshi@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 24 - 27	HVCB CMI; Mike Murray or Adele Tasaka
PRIME	September 22 - 25	HVCB CMI; Mike Murray or Adele Tasaka

Mahalo for your consideration and support of the O'ahu Visitors Bureau's 2011 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	April & November 2011	Debbie Joseph; 808.739.2200; debbiejoseph@dmhawaii.com
Brides	2011 Co-op – Contact Rep	Lola Cohen; 808.943.2992; lcohen@loloacohen.com
Bridal Guide	2011 Co-op – Contact Rep	Alan Rock; alanrock1@gmail.com
Chicago Magazine	2011 October Blitz	Debbie Joseph; 808.739.2200; debbiejoseph@dmhawaii.com
Condé Nast Traveler	2011 Co-op – Contact Rep	Tricia Baak; 323.965.3757; Tricia_Baak@condenast.com
Islands	2011 Co-op – Contact Rep	Simone Perez; 808.394.2090; simone@abbottcommunications.net
Los Angeles Magazine	Blitz schedule – June 2011	Debbie Joseph; 808.739.2200; debbiejoseph@dmhawaii.com
Marin Magazine	Blitz schedule – March & November 2011 (tentative)	Debbie Joseph; 808.739.2200; debbiejoseph@dmhawaii.com
Seattle Met	Blitz schedule – September 2011 (tentative)	Debbie Joseph; 808.739.2200; debbiejoseph@dmhawaii.com
Travel + Leisure	May & September 2011 (tentative)	Liane Sunn; 808.377.1900; liane@sunmedia.com
Sport Diver	June, July, Oct. & Nov/Dec 2011	Jeff Mondle; Jeff.Mondle@bonniercorp.com

Maui, Moloka'i and Lāna'i Travel Planner

200k distributed annually, 2011 edition was 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

AmericasGreatResorts.com, nMedia Blitz emails for June, Sept., Oct. & Nov.

Contact: Loren Malenchek, 808.283.7122, loren@hawaii.rr.com

TripAdvisor.com Destination page co-op

Contact: Todd Skelton, 408.757.5160 tskelton@tripadvisor.com

New York Times, Style Magazine, Travel Issues

Contact: Gary Wiegand, gary.wiegand@publicitas.com

Sherman's Travel e-blast co-op for the Blitzes, June, Sept. (tentative), Oct. (tentative) & Nov. (tentative)

Contact: Alodia Cano, 808.441.9704, alodia.cano@starrtech-anthology.com

PUBLIC RELATIONS

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

Media Blitz - U.S. and Canada

- May 2011 – Portland, Seattle & Vancouver
- September 2011 – California (San Diego, Orange County, L.A. & S.F.)
- January 2012 – New York City & Toronto

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

Individual Media Visits (must have "Island" focus)

Press Trips

- March 2011 – Maui Loves Kids!
- March 2011 – Mālama Maui #1
- April 2011 – Mālama Maui #2
- June 2011 – "Maui My Way"
- September 2011 – Social Media
- October 2011 – 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

Los Angeles Adventure in Travel

- March 19-20

DC Adventure in Travel

- March 12-13

Maui Nui Island Specialist Program

- April
- September
- October

Travel Partners Familiarization Tours

On-going

Travel Trade Advertising

Run an ad in an issue we are in:

Magazine	Issue	Media Contact
Travel Agent	Spring & Fall 2011	Loren Malenchek; 808.283.7122; loren@hawaii.rr.com
TravelAge West	Coordinated with Blitzes, Print and Online	Laurie Doerschlen; 808.737.4621; mdlinks@aol.com
Travel Weekly	September 2011 Print and Online	Debbie Joseph; 808.739.2200; debbiejoseph@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	2011 Co-op – Contact Rep	Shawne Hightower; Shawne.hightower@meetingsmedia.com
Meetings and Conventions	2011 Co-op – Contact Rep	Sharon Freeark; sharon@success-reps.com
Smart Meetings	2011 Co-op – Contact Rep	Ginny Pohlman; ginny@smartmeetings.com
Successful Meetings	2011 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.

LĀNA'I VISITORS BUREAU (LVB)

808.565.7600, visitlanai@gmail.com

PRINT ADVERTISING

Magazine	Issue	Media Contact
Holoholo	June-November Issue	Chris Sold; csold@honpub.com

Maui, Moloka'i and Lāna'i Travel Planner

200k distributed annually, 2011 edition was 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 Bureau Media gatherings (Continental U.S. & Canada)
- Participate in hosting on-Island media visits
- 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	May & October 2011	Lola Cohen; lcohen@lolacohen.com
Hawaii Magazine	March-December 2011	Loren Malenchek; 808.283.7122; loren@hawaii.rr.com
Holoholo In-flight	June-November Issue 2011	Chris Sold; csold@honpub.com
National Geographic Traveler	April & October 2011	Debbie Joseph; 808.739.2200; debbiejoseph@dmhawaii.com
Outside Magazine	May & October 2011	Debbie Joseph; 808.739.2200; debbiejoseph@dmhawaii.com
Sunset Magazine	September & November	Gary Wiegand; gwigand@publicitas.com

Maui, Moloka'i and Lāna'i Travel Planner

200k distributed annually, 2011 edition was 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 Bureau Media gatherings (Continental U.S. and Canada)
- Participate with MVA in hosting on-Island media visits
- 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)

George Applegate, Executive Director, 808.961.5797, gapplegate@hvcb.org

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
Condé Nast Traveler	May, August, October	Tricia Baak ; 323-965-3757 ; tricia_baak@condenast.com
Departures	September*, October	Liane Sunn; 808-377-1900; liane@sunmedia.com
Islands	March*, September/October	Simone Perez; 808.394.2090; simone@abbottcommunications.net
Travel +Leisure	March, May, July*, September	Liane Sunn; 808.377.1900; liane@sunmedia.com
Saveur	April, October	Debbie Joseph; 808.739.2200; debbiejoseph@dmhawaii.com
Sport Diver	March*, October*	Jeff Mondle; 760.433.5141; jeff.mondle@bonniercorp.com
Sunset Magazine	June, September	Gary Wiegand; 808-587-8300 ext 11; gwiegand@publicitas.com
Fore	March/April, September/October	Tom Black; 562.590.5143; tblackfore@aol.com
NCGA Golf	April/May/June, October/November/December	
Pacific Northwest Golfer	February/March, August/September	

* Special Co-op Program

NOTE: Co-op Programs and/or publications subject to change pending confirmed participation from marketing partners.

Leisure Print Advertising – Blitz

In conjunction with the HVCB Blitz campaign in 2011 (March, June, and tentatively September-November), BIVB print ads will run in newspapers and possible city magazines during Blitzes to drive to the Big Island page of the special HVCB integrated Blitz site with partner offers. A separate solicitation for special Co-op Programs will be sent seeking partner participation at that time. Please contact the magazines' sales representatives to inquire about additional opportunities within BIVB's campaign. Additional media and/or market(s) may also be considered during the year to further support Blitz efforts once funds derived from co-op programs are determined.

Publication	Issues	Media Contact
Los Angeles Times	June	Charisse Abello; 213.473.2419; charisse.abello@latimes.com
SF Bay Area Buy	November (tentative)	Audrey Higuchi; 808.737.7422; ahiguchi@hawaiiantel.net
Seattle Times	September* (tentative)	Robert Wiegand; 808.587.8300; robert.wiegand@publicitas.com
Los Angeles Magazine	June	Debbie Joseph; 808.739.2200; debbiejoseph@dmhawaii.com

* Special Co-op Program

NOTE: Co-op Programs and/or publications subject to change pending confirmed participation from marketing partners.

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/Blitz

BIVB will have an online presence during key booking periods and HVCB market blitz campaigns (March, June, and tentatively September-November). BIVB banner ads will run during approved Blitzes to drive to the Big Island page of the special HVCB integrated Blitz 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
Pheedo	March-December
Travel Ad Network	March, September-November
Trip Advisor	January-March, September-October
nMedia Co-op Eblasts*	March 1 st (SF), June 21 st (LA), September 6 th (Seattle), October 18 th (Chicago-tentative), November 1 st (SF-tentative)

* Special Co-op Program

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	March - 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.

Online Travel Agencies, Wholesalers

BIVB will continue to have cooperative programs with Online Travel Agencies. Co-op programs for the second half of 2011 are still pending review. Please contact your representative to inquire about opportunities within BIVB's campaign.

Site	Flight
Expedia	Spring
Orbitz	Spring
Pleasant Holidays	Spring
Travelocity	Spring

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

- BIVB's What's Sizzlin' monthly media update, quarterly CMI press releases and trade releases are incorporated throughout the sites. Send your news to jessica@irondogpr.com
- A Japanese version of BIVB's What's Sizzlin' monthly media update is published monthly. Send your news for this market to Miki Moriyama: m.moriyama@htjapan.jp

PUBLIC RELATIONS

BIVB disseminates news about Hawai'i Island via local, national and international media. For all public relations opportunities, contact Jessica Ferracane, jessica@irondogpr.com, 808.968.0624

- Get the word out about your business through BIVB's "What's Sizzlin' on Hawai'i, the Big Island" e-newsletter, reaching more than 900 targeted media on a monthly basis. Send your press releases or contact Jessica Ferracane 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 2011, or offer to host individual media visits.

Group Press Trips (incoming):

Month	Focus
March 4-9	What's the Big Deal About Hawai'i, the Big Island? (Deals focused/What to do for free)
June 23-28	So Big We Have Five National Parks
Sept. 26-Oct. 1	Island of Royalty – walking in the footsteps of King Kamehameha the Great and his dynasty
Nov. 8-13	Whole Lava Lava – Romance and volcanoes

- 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 Jessica Ferracane, jessica@irondogpr.com
- For 2011, BIVB's PR budget will focus almost entirely on bringing top media to our Island. Outbound media blitzes will be in conjunction with partner and HVCB's outbound efforts to leverage the Hawai'i Island brand.
- In addition to 'What's Sizzlin', BIVB's PR team will continue to create and distribute quarterly press releases that can shift from thematic (i.e. family travel, astronomy, volcano) or round-ups on great deals; in addition to breaking news press releases, media advisories, CMI press releases, and more!

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

- Participate in BIVB's travel trade training programs, to include tradeshow, webinars, online and virtual sales presentations, and sales event opportunities.
- Participate in BIVB's Master Destination Specialist Programs planned for 2011. Reach top-producing travel agents by hosting an activity, meal or accommodation during BIVB's week-long educational programs.
- Participate in BIVB's Big Island Showcase planned for 2011. Sales blitzes and training to primary and secondary US and Canadian markets. Events estimated to reach hundreds of travel agents.
- Participate in upcoming Leisure Sales Market meetings in 2011.
- Participate in BIVB's "Train the Trainer" program. Designed to give your key staff and new personnel the opportunity to learn a little about what makes Hawai'i Island 'inspiring'.
- Leverage the Bureau's participation in nationwide trade shows and sales events.
- Leverage your wholesale cooperative advertising with BIVB's wholesale promotions delivering the Hawai'i, the Big Island message to consumers and travel agents nationwide.

CORPORATE MEETINGS AND INCENTIVES

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

Sales

- Leverage the Bureau’s participation in CMI trade shows, presentations and sales calls by participating or exhibiting alongside BIVB.

Month	Show
June 7-11	HVCB PRIME – Pacific Rim Incentive Meetings Exchange (Honolulu, HI)
July 23-26	HVCB MPI-WEC – Meeting Professionals International (Orlando, FL)
August 6-9	HVCB ASAE – American Society of Association Executives (St Louis, MO)
October 4-6	HVCB IT&ME – Incentive Travel & Meetings Executives (Chicago, IL)
September	HVCB Successful Meetings Marketplace & Post Fam (Maui, HI)

- Promote your company by participating in our meeting planners’ Outreach events or Familiarization trips. Host an activity, meal or accommodation during BIVB coordinated FAMs. Two Familiarization trips are planned for Fall 2011 and December 2011.

Invite BIVB to assist in site inspections to market Hawai’i Island through presentations for your meeting planners, to educate potential clients about the Big Island’s activities, events, culture, history and more.

Public Relations and Website

Publicize your news in the CMI trade press by participating in BIVB’s quarterly CMI press release. Send your news to Jessica Ferracane at jessica@ironlogpr.com. News will also be posted on BIVB’s CMI and media websites.

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’s 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; Discover America Roadshow in Australia)
- Consumer shows and events (i.e., Aloha Yokohama/Yokohama Hawai’i Festival)
- Joint promotions, partnerships and incentive programs with wholesalers