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## Meet Hawai'i Announces Strategic Partnership with HIS Japan

**HONOLULU** – The Hawai'i Tourism Authority (HTA) and Meet Hawai'i have announced the signing of a yearlong strategic partnership with HIS Japan, a major Japanese travel wholesaler. Under terms of the partnership, Meet Hawai'i will enter in a yearlong partnership with HIS Japan, targeting HIS corporate clients to promote Hawai'i as a premier destination for corporate meetings, conventions and incentive travel, boosting citywide and single property bookings.

Dubbed *"HIS New Way of Incentive Travel,"* Meet Hawai'i's partnership with HIS Japan marks an industry milestone. Meet Hawai'i is the only Convention and Visitors Bureau (CVB) that has gone into a yearlong strategic partnership with a major Japanese travel wholesaler.

"Joining forces with HIS Japan symbolizes HTA's commitment to collaborate and align with strategic partners who are committed to promoting the values of the Hawaiian Islands, visiting with mālama and contributing substantial economic benefits to communities," said Daniel Nāho'opi'i, HTA's interim president and CEO. "We are excited to welcome HIS Japan because Hawai'i is the perfect backdrop and gathering place for HIS' clients to partake in volunteer opportunities and engage in cultural experiences that will leave positive impressions on attendees and the community."

Through *"HIS New Way of Incentive Travel,"* HIS Japan and Meet Hawai'i will leverage corporate FAM (familiarization) tours for HIS sales executives to educate and echo Mālama Hawai'i's message, incorporate Mālama Hawai'i activities, engage in site visits at key meeting venues such as the Hawai'i Convention Center, implement educational programs to learn the depth and breadth of Hawai'i as a destination, provide opportunities to give back to the local community, and travel pono.

Meet Hawai'i and HIS Japan will host a joint webinar on January 11, 2024 with HIS clients.

HIS Japan is an experienced tour operator and specializes in curating unique travel experiences. For more information on HIS Japan, visit: <https://www.his-j.com/corp/shin-companytrip/>.

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### About the Hawai'i Tourism Authority

The Hawai'i Tourism Authority is the state agency responsible for representing The Hawaiian Islands around the world, and for holistically managing tourism in a sustainable manner consistent with community desires, economic goals, cultural values, preservation of natural resources, and visitor industry needs. HTA works with the community and industry to Mālama Hawai'i – care for our beloved home. For more information about HTA, visit [hawaii tourism authority.org](http://hawaii tourism authority.org) or follow @HawaiiHTA on [Facebook](#), [Instagram](#), Threads and [Twitter](#).

### About Meet Hawai'i

Meet Hawai'i is a collaboration of the Hawai'i Visitors and Convention Bureau (HVCB) and the Hawai'i Convention Center (HCC) to reinforce the brand of The Hawaiian Islands as a world-class destination for global business meetings, conventions and incentive programs. For information

about Meet Hawai'i and the hosting of meetings, conventions and incentives, please visit [MeetHawaii.com](http://MeetHawaii.com).

**About the Hawai'i Visitors and Convention Bureau**

The Hawai'i Visitors and Convention Bureau (HVCB) is a private non-profit organization contracted by the Hawai'i Tourism Authority (HTA) for global meetings, conventions, and incentives marketing and management services. For more information about the Hawaiian Islands, visit [gohawaii.com](http://gohawaii.com) or follow updates on [Instagram](#), [Facebook](#) and [YouTube](#).

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