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HAWAII VISITORS AND CONVENTION BUREAU (HVCB)

Consumer Marketing

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

Cooperative Marketing

Los Angeles Market Blitz (June 2010)

Cooperative marketing and advertising opportunities will be available soon from HVCB Central and the Island Chapters for the June Market Blitz promotion in Los Angeles. Please look for details coming soon via HVCB Membership e-blasts.

Television Advertising

Television will provide the greatest reach of all the media employed by HVCB during the June 2010 Los Angeles Blitz initiative. The media strategy leverages a combination of network (KABC) and cable spot (Travel Channel, Food Network, Bravo, HGTV, Discovery, History, Golf) television that reaches the target audiences in each blitz market. The following opportunity exists to participate in a cooperative television buy:

Timing	Market	Package Pricing
June 2010 (4 wks)	Los Angeles	\$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 Islands of Hawai’i

The Islands of Hawai’i 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 374,942 opted-in subscribers. It includes The Stories of Hawai'i, events, special offers and downloadable images of Hawai'i. In addition, our enhanced gohawaii.com website provides premium real estate space to the IOAX opt-in form link on the homepage.

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 gatherings of the Society of American Travel Writers, Travel Media Association of Canada, and Travel Media Showcase.

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>	April – 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

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 Events microsite at www.hvcb.org/traveltrade/events or 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 over 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.

The HDS educational program is delivered in two formats, a live 3-hour seminar presentation and an interactive, online self-study curriculum 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 via HVCB's consumer website, gohawaii.com, and 800-GoHawaii call center
- Free *E Komo Mai* personalized pre-arrival welcome packets delivered to clients, on the agents' behalf, prior to their departure
- Priority status for future Island-based training tours

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

Island specific online training programs debuted in December 2007. The new *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 over 6,000 agent graduates.

Webinar Training

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

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

Road Shows & Market Blitzes

Hawai'i Destination Road Shows for 2010/2011 will be coordinated with planned market blitzes. The programs include tradeshow, dinner, an All-Hawai'i presentation, Blitz marketing overview, Hawaiian entertainment and quality networking opportunities for the HVCB, Island Chapters, travel trade wholesaler, supplier partners and travel agents. For more information regarding our schedule please visit the HVCB Travel Trade Events website at www.hvcb.org/traveltrade/events or contact: Emily Evans, 808 924.0245, emily@hvcb.org

Conference Participation

Travel Agency key national conference participation will occur throughout 2010/2011. For complete travel trade event listings see the 2010 HVCB Travel Trade Events Calendar on the Events micro site at www.hvcb.org/traveltrade/events or the travel trade calendar at www.agents.gohawaii.com

Product Launches

Product launches with select travel industry partners will occur throughout 2010/2011, please visit the Travel Trade Events Calendar at www.agents.gohawaii.com

Trade Shows

Luxury Travel Expo, December, Las Vegas – Inclusion in the Hawai'i trade show area is available for a limited number of Hawai'i supplier and wholesale partners. HVCB and the Island Chapters will be conducting a seminar during the conference focused on Hawai'i as a luxury destination. The seminar is estimated to reach approximately 400 retail agents.

Travel Trade Event Website

New for our members and our Hawai'i partners is the Travel Trade Event microsite, www.hvcb.org/traveltrade/events. It features the travel trade event calendar, and lists events that will include HVCB and/or Island Chapter participation in North America and Hawai'i. It is also a resource for the participating exhibitors in the Hawai'i Destination Shows, Luxury Travel Expo and other Hawai'i hosted events. Partners can find travel information, participation fees, registration forms, exhibitor kits, and other relevant information on the site. Coming soon will be online registration for exhibitors and attendees for all HVCB hosted events. For more information, view the site or contact Emily Evans, 808 924.0245, emily@hvcb.org.

Communication

Industry Forums are held throughout the year with our partners to solicit feedback, share programs and opportunities. To receive information, contact Julie Zadeh, jzadeh@hvcb.org

E Komo Mai Welcome Guidebook

Opportunities are available to promote member businesses and services in the shopping and dining categories by providing unique value-added offers in the HVCB *E Komo Mai* Welcome Guidebook. New opportunities continue to be added to offer greater flexibility and exposure to the travel trade for HVCB members.

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. A new design layout will be implemented for 2010. Advertising opportunities are available through the HVCB Membership Department. Contact: Bill Kennedy, 808.924.0267, bkennedy@hvcb.org

Educational Training

Travel agency training, airline and wholesaler call center training, and wholesaler reservation training occur throughout the year in the U.S. and Canada. For more information, please visit the Travel Trade Events Calendar at the Events microsite at www.hvcb.org/traveltrade/events or the travel trade calendar at www.agents.gohawaii.com

KAUAI VISITORS BUREAU (KVB)

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

Print Advertising

Consumer Magazine

Opportunities exist to advertise in certain magazines alongside KVB's ads. Here is a list of co-op opportunities for 2010:

MEDIA	ISSUE	COOP OPP	MEDIA CONTACT
Chicago Magazine	September, October & November	YES	Maile Horner; 808.245.3971; mhorner@hvcb.org
National Geographic Traveler	April, October	YES	Maile Horner; 808.245.3971; mhorner@hvcb.org
Phoenix Magazine	March, May	YES	Maile Horner; 808.245.3971; mhorner@hvcb.org
Portland Monthly	November	YES	Maile Horner; 808.245.3971; mhorner@hvcb.org
Seattle Metropolitan	November	YES	Maile Horner; 808.245.3971; mhorner@hvcb.org

Travel Trade Magazines

Opportunities exist to advertise in a couple of Travel Trade magazines along side KVB's ads. Here is a list of co-op opportunities for 2010:

MEDIA	ISSUE	COOP OPP	MEDIA CONTACT
TravelAge West	May 10 August 16 November 8	YES	Maile Horner; 808.245.3971; mhorner@hvcb.org
Travel Weekly	April 5 July 12 November 1	YES	Maile Horner; 808.245.3971; mhorner@hvcb.org

PLEASE NOTE: Dates are dependent on when Hawai'i/Kauai 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 164,004 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 7, 2010, July 14, 2010, November 3, 2010
- E-Postcards: March 1, 2010, September 1, 2010

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 2010. Partners providing services usually receive acknowledgement in the articles published.

- Garden Isle Culinary Adventures Press Trip: May 17-22, 2010
- Luxe for Less Press Trip: September 7-12, 2010
- Kaua'i R&R (Romance and Rejuvenation) Press Trip: September 27 – October 2, 2010

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

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: Edie Hafdahl, Senior Director of Sales, 808.245.3971, ehfadahl@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 three to four times a year.

Contact/North America: Maile Horner, Director of Marketing, 808.245.3971, mhorner@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: Edie Hafdahl, Senior Director of Sales, 808.245.3971, ehafdahl@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

O'ahu Visitors Bureau (OVB) will continue to create O'ahu co-op opportunities in key travel and lifestyle media for HVCB's O'ahu partners, where appropriate.

MEDIA	ISSUE	CIRC PER ISSUE	COOP OPP	MEDIA CONTACT
Travel & Leisure	March, May and September: 1/3P4C (Hawai'i section)	500,000	YES	Liane Sunn; 808.377.1900; liane@sunnmedia.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	800,000	YES	Loren Malenchek; 808.283.7122; loren@hawaii.rr.com
National Geographic Traveler	March- 1/3P4C Hawai'i section; Full run September - 1/3P4C; Hawai'i section; Full run	715,000	YES	Debbie Joseph; 808.739.2200; debbiejoseph@dmhawaii.com
Outside Magazine	March - 1/6P4C; Full run April - 1/6P4C; Full run Sep - 1/6P4C; Full run	694,244	POSSIBLE	Debbie Joseph; 808.739.2200; debbiejoseph@dmhawaii.com
Orange Coast Magazine	May - FP4C/O'ahu advertorial section: Full run	51,000	YES	Debbie Joseph; 808.739.2200; debbiejoseph@dmhawaii.com
Los Angeles Magazine	June - FP4C/O'ahu advertorial section: Full run	150,000	YES	Debbie Joseph; 808.739.2200; debbiejoseph@dmhawaii.com
ForbesLife Magazine	March - 1/3P4C; full run August - 1/3P4C; full run September - 1/3P4C; full run	894,000	POSSIBLE	Debbie Joseph; 808.739.2200; debbiejoseph@dmhawaii.com
Saveur	March - O'ahu FP advertorial; full run Aug/Sep - O'ahu FP advertorial; full run	325,000	YES	Debbie Joseph; 808.739.2200; debbiejoseph@dmhawaii.com
MORE magazine	March - FP4C O'ahu advertorial; select markets August - FP4C O'ahu advertorial; select markets	695,000	YES	Lola Cohen; 808.943.2992; lcohen@lolacohen.com
Girlfriend Getaway (AFBT)	April - 1/3P4C; Full run August - 1/3P4C; Full run	300,000	POSSIBLE	Lola Cohen; 808.943.2992; lcohen@lolacohen.com
Alaska Airlines magazine	September - 1/3P4C; Hawai'i section	84,000	YES	Debbie Joseph; 808.739.2200; debbiejoseph@dmhawaii.com
Texas Monthly	September - O'ahu advertorial; full run	300,000	YES	Debbie Joseph; 808.739.2200; debbiejoseph@dmhawaii.com
Chicago magazine	September or October - O'ahu advertorial; full run	175,000	YES	Debbie Joseph; 808.739.2200; debbiejoseph@dmhawaii.com
Orange Coast magazine	June - O'ahu advertorial section	51,000	YES	February - O'ahu advertorial section June - O'ahu advertorial section
Seattle Metropolitan	September - HAL coop November - HAL coop	57,000	N/A	Debbie Joseph; 808.739.2200; debbiejoseph@dmhawaii.com

BRIDES local print	Bi-annual/Spring Bi-annual/Fall	538,500	POSSIBLE	Lola Cohen; 808.943.2992; lcohen@lolacohen.com
Martha Stewart Weddings	April – FP4C; Spring Weddings November – FP4C; Destination Special issue	408,000	POSSIBLE	Lola Cohen; 808.943.2992; lcohen@lolacohen.com
Destination Weddings & Honeymoons	Spring (March); TBC-Fall (July) Winter (November/December)	100,000	POSSIBLE	Simone Perez; 808.394.2090; simone@abbottcommunications.net
Newspaper Buys	June – LA Times magazine TBC: September, October, November	TBD	YES	Contact appropriate representative

Broadcast Marketing

OVB plans to have limited broadcast advertising. Broadcast buys, if any, will be tied to pre-determined support of the HVCB City blitzes.

- TBD/Fall – Seattle: September
- TBD/Fall – Chicago: October
- TBD/Fall – San Francisco: November

Cooperative Marketing: Wholesalers, OTA and Airlines

OVB will have a cooperative program with select wholesalers and with online travel agencies. 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 2010. 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 both weddingchannel.com and theknot.com for online programs reaching the romance (bridal/honeymoon) market. Co-op opportunities are available.
Contact: Jena Tanaka, 808.222.5855, jtanaka@theknot.com
- OVB will be working with Tripadvisors.
 - September 2010 sponsorship
Contact: Todd Skelton, tskelton@tripadvisor.com
- OVB will be working with select online partners with cooperative opportunities for industry
 - NYTimes.com: Great Getaways O'ahu eBlast campaign (April, May, September, October).
Contact: Gary Wiegand, gwiegand@publicitas.com
 - nMedia.com: O'ahu coop eBlast program (coincide with HVCB City blitz/O'ahu weeks
Contact: Loren Malenchek, loren@hawaii.rr.com
- OVB has negotiated online opportunities as part of their print advertising buy. Additional opportunities tied to print buys may come up.
 - Nationalgeographic.com Contact: Debbie Joseph, debbiejoseph@dmhawaii.com
 - Girlfriend Getaway Travel Marketplace Contact: Lola Cohen, lcohen@lolacohen.com
 - Saveur.com Contact: Debbie Joseph, debbiejoseph@dmhawaii.com
 - Brides.com Contact: Lola Cohen, lcohen@lolacohen.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 will be merged into the HVCB website (gohawaii.com). We recommend that HVCB members continuously update their content through HVCB's membership department.

Consumer eCommunication

Consumer eCommunication

- OVB will be running a minimum of four eCommunication tools for HVCB members to consider partnering with OVB on in 2010. Distributed to OVB's database of approximately 250,000 opt-in consumers.
- OVB will eBlast to OVB's database in conjunction with HVCB market blitzes.
- OVB has negotiated eCommunication opportunities as part of their print and/or online buy
Contact: Joyce Bernardo, 808.524.0722, joyce@visit-oahu.com

Consumer E-Newsletter, E-Response

For 2010, the HVCB E-Response program allows consumers to receive e-mail marketing containing user-initiated content about all of Hawai'i (HVCB) or any of the six Islands (Island chapter websites). This auto-response email will provide information about O'ahu, moments after they have requested it.
Contact: Bill Kennedy, 808.924.0269, bkennedy@hvc.org

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

Rebecca Pang, Stryker Weiner & Yokota, 808.523.8802, rebecca@strykerweiner.com

Lisa Mock, Director of Communications & Sales, 808.524.0722, lisa@visit-oahu.com

Media Blitz:

- Los Angeles, San Francisco, San Diego: Sept. 2010 (Final dates TBC)
- Tokyo (TBD): Sept. 2010 (Final dates TBC)

Press Trip :

- "Escape and Play on O'ahu": May 2010 (Final dates TBC)
- "Town & Country": October 2010 (Final dates TBC)
- Japan Online media press trip: June/July (Final dates TBC)
- OVB will continue to support industry partner and HTA Contractors' press trips in 2010, where appropriate. OVB will continue to focus on individual media visits.

Promotions

HVCB City Blitz/O'ahu week program

Support HVCB city blitz program with promotional opportunities during the O'ahu week. 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

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

O'ahu Media Website

Submit updates for OVB's English and Japanese media sites.

Contact: Rebecca Pang; 808.523.8802, rebecca@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 2010. OVB encourages industry partners with existing agreements with wholesalers to enquire about O'ahu destination campaigns to 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 2010.

Travel Trade Advertising

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

Magazine	Issue	Coop Opp	Media Contact
Travel Weekly	August - O'ahu coop print and eBlast September - O'ahu coop print and eBlast	YES	Debbie Joseph; 808.739.2200; debbiejoseph@dmhawaii.com
TravelAge West	January - O'ahu Spotlight May - O'ahu Spotlight September - O'ahu Spotlight November - O'ahu Spotlight	YES	Laurie Doerschlen; 808.737.4621; mdlinks@aol.com
Family Getaway (Polybagged with TAW & TW)	May; full run September; full run	Possible	Laurie Doerschlen; 808.737.4621; mdlinks@aol.com
Travel Week Canada	February; full run September; full run October; full run	YES	Ashli Taguchi; 808.739.2200; ashlitaguchi@hawaii.rr.com
Pacific Island Paradise	January 2010 (Annual)	Possible	Peter Bloomfield, peter@paradises.travel

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	August (USW) September (USE) October (USW)	HVCB TT Calendar or Julie Zadeh (HVCB); jzadeh@hvcb.org
Pacific NW "Bash"	June	HVCB TT Calendar or Julie Zadeh (HVCB); jzadeh@hvcb.org
Aloha Week/Midwest Ohana	September	HVCB TT Calendar or Julie Zadeh (HVCB); jzadeh@hvcb.org
Luxury Travel Expo	December 7 - 9	HVCB TT Calendar or Julie Zadeh (HVCB); jzadeh@hvcb.org
Classic Vacations Marketing Partners (if event is in Hawai'i)	November 4 - 7	HVCB TT Calendar or Julie Zadeh (HVCB); jzadeh@hvcb.org
HVCB Industry Forum	TBD-March August 13	HVCB TT Calendar or Julie Zadeh (HVCB); jzadeh@hvcb.org
NorCal ASTA	November 5 - 7	Stacey Alford; stacey@visit-oahu.com
USTA's Pow Wow	May 15-19, 2010	Grace Lee at the Hawai'i Tourism Authority; glee@hawaii-tourism-authority.org
JATA/Travel Fair	September 2010 (TBC)	Takashi Ichikura at Hawai'i Tourism Japan; info@htjapan.jp
HTJ Trade Seminars/Roadshow	September (Osaka, Nagoya & Tokyo)	Takashi Ichikura at Hawai'i Tourism Japan; info@htjapan.jp
HPCE Hawaii Workshop/Roadshow	May (Sapporo, Sendai & Tokyo)	Toshi Saegusa; toshi@visit-oahu.com
HTK Hawaii Travel Mission	April 12-16, 2010	Julia Koo at Hawai'i Tourism Korea; jkoo@aviareps.com
HTO Aloha Down Under	May 3-7	Hawai'i Tourism Oceania; Ashlee Galea agalea@hawaii-tourism.com.au

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 2010 (Final dates TBC)	HVCB TT Calendar or Julie Zadeh (HVCB); jzadeh@hvcb.org
OVB O'ahu Webinars: Quarterly Updates	April (Final dates TBC) July (Final dates TBC) October (Final dates TBC)	Stacey Alford; stacey@visit-oahu.com
OVB O'ahu Niche Market Webinar Series	Throughout 2010 (Final dates TBC)	Stacey Alford; stacey@visit-oahu.com
OVB Strategic Partnership Series	Throughout 2010 (Final dates TBC)	Stacey Alford; stacey@visit-oahu.com
O'ahu Destination Specialist Program	March 22 - 26 November 8 - 13	Stacey Alford; stacey@visit-oahu.com
OVB Niche FAM Program	May 10 - 14 June 7 - 11 October November*	Stacey Alford; stacey@visit-oahu.com
Ongoing NA FAMs by wholesalers & industry partners	Throughout 2010 (Final dates TBC)	Stacey Alford; stacey@visit-oahu.com
HTO Experience Aloha FAM	November	Hawai'i Tourism Oceania;
TBC-HTJ, HTA, HTE, FAMs	Throughout 2010 (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 2010. 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 (CMI)

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
ITME	October 12 - 14	HVCB CMI; Mike Murray or Adele Tasaka

Mahalo for your consideration and support of the O'ahu Visitors Bureau's 2010 plan. Please note that changes may occur during the year, so feel free to contact the appropriate person to follow up.

MAUI VISITORS BUREAU (MVB)

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
Brides	TBD	Lola Cohen; 808.943.2992; lcohen@lolacohen.com
Alaska Airlines In-flight Magazine	Apr & Sept 2010	Debbie Joseph; 808.739.2200; debbiejoseph@dmhawaii.com
Coastal Living	May (National) & July/August (Regional) 2010	Tonya MacDonald; tmcoastalliving@aol.com
Condé Nast Traveler	May & Nov 2010 (National), Mar & Sept 2010 (Regional)	Tricia Baak; 323.965.3757; Tricia_Baak@condenast.com
Islands	TBD	Simone Perez; 808.394.2090; simone@abbottcommunications.net
Midwest Living	Mar/Apr & Sept/Oct 2010	Lola Cohen; 808.943.2992; lcohen@lolacohen.com
Seattle Times	TBD depending on blitz schedule	Robert Wiegand; Robert.wiegand@publicitas.com
Alaska Airlines In-flight Entertainment	Thru June 2010 different packages available	Melanie Polik; melaniepolik@aeromedianetwork.com
Bridal Guide	Sept/Oct & Nov/Dec 2010	Alan Rock; Alan@alanrock.net
Travel + Leisure	June & August 2010	Liane Sunn; 808.377.1900; liane@sunmedia.com
Sport Diver	6x in 2010	Jeff Mondle; Jeff.Mondle@bonniercorp.com

Maui, Moloka'i and Lāna'i Travel Planner

200k distributed annually, 2010 edition will be published by Myriad

Contact: Simone Perez, simone@abbottcommunications.net

Online Marketing

Maui, Moloka'i and Lāna'i websites

Enter your special events for the Calendar listings

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

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

Others

AmericasGreatResorts.com

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

TripAdvisor.com

Contact: Todd Skelton, 408.757.5160 tskelton@tripadvisor.com

New York Times

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

Public Relations

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

Media Blitz - U.S. and Canada

- July '10 - Portland, Seattle, Vancouver & Calgary
- August '10 - California (San Diego, Orange County, L.A. & S.F.)
- October '10 - Toronto & New York City

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

Individual Media Visits (must have "Island" focus)

Press Trips

- April - Mālama Maui I (agri-tourism and culinary focus)
- September - Mālama Maui II (performing arts focus)
- October - Golf (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

MVB 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" (fka Destination Maui Seminars)

- April – Western Region (Denver, Colorado, Scottsdale, Mesa)
- August - Midwest Region (Michigan, Pittsburgh, Cincinnati, Kentucky)
- October - Eastern Region (Charlotte, Raleigh, Richmond, Harrisburg & Atlantic City)

Chicago Adventure Show

- March 20-21

Maui Nui Island Specialist Program

- May
- September

Travel Partners Familiarization Tours

On-going

Travel Trade Advertising

Run an ad in an issue we are in:

Magazine	Issue	Media Contact
Travel Agent	Sept & Nov 2010 (Print) plus online	Sharon Freeark; Sharon.Freeark@nielsen.com
TravelAge West	Aug 16 & Oct 11, 2010 (Print); Aug 24 & Oct 19, 2010(e-newsletter)	Laurie Doerschlen; mdlinks@aol.com
Travel Weekly	Sept 10 2010 (TAB page coop, e-blast and e-postcard)	Debbie Joseph; 808.739.2200; debbiejoseph@dmhawaii.com

Corporate Meetings and Incentives

Tom Risko, Director, 808.244.3530, tom@mauivb.com

Conventions, Meetings and Incentives Advertising

Run an ad in an issue we are in:

Magazine	Issue	Media Contact
Meetings West	TBD	Shawne Hightower; Shawne.hightower@meetingsmedia.com
Meetings and Conventions	TBD	Kay Hampton; kay@mmihawaii.com
Smart Meetings	May 2010	Ginny Pohlman; ginny@smartmeetings.com
Successful Meetings	May 2010	Sharon Freeark; Sharon.Freeark@nielsen.com

- Advertise with MVB
- Tradeshow – 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

Waynette Kwon, Director, 808.565.7600, visitlanai@gmail.com

Print Advertising

Magazine	Issue	Media Contact
Travel + Leisure	March & May 2010	Liane Sunn; 808.377.1900; liane@sunmedia.com
Holo Holo	January to December 2010	Chris Sold

Collateral

Lāna'i Brochure (Lāna'i Visitors Bureau)

75k distributed annually

Please update your listing with the HVCB membership department

Online Marketing

Lāna'i website

E-mail LVB photos (no photo credits given)

Please update your listing with LVB or the HVCB membership department

Public Relations

Participate with LVB at the Maui Visitors Bureau Media gatherings (Continental U.S. & Canada)

Participate with LVB in hosting on-Island media visits

Calendar of events, online

Travel Trade

Participate with LVB in the Holoholo Maui and VIA Seminars (w/MVB in Continental U.S. & Canada)

Participate with LVB in the Lāna'i Specialist Program (in conjunction with the Maui and Moloka'i Specialist Programs).

Participate with LVB in Consumer Shows (in key markets in Continental U.S. & Canada)

MOLOKA'I VISITORS ASSOCIATION

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	March, May, September & October	Lola Cohen; lcohen@lolacohen.com
Holo Holo In-flight	Monthly	Chris Sold; csold@honpub.com
National Geographic Traveler	April, September & October	Debbie Joseph; 808.739.2200; debbiejoseph@dmhawaii.com
Sunset Magazine	September & November	Gary Wiegand; gwiegand@publicitas.com

Online Marketing

Moloka'i Website

Email us photos (no photo credits given)

Update membership listings with MVA and HVCB Membership Department

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/MVB)

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, 808.961.5797, jgregory@hvcb.org

Print Advertising

Leverage the Hawai'i's Big Island destination message by advertising alongside BIVB placements. Please contact the magazines' sales representatives for more information.

Magazine	Issues	Media Contact
Condé Nast Traveler	June, September	Tricia Baak ; 323-965-3757 ; tricia_baak@condenast.com
Sunset Magazine	May, September	Gary Wiegand; 808.587.8300 ext 11; gwiegand@publicitas.com
Arthur Frommer's Budget Travel	May, September	Lola Cohen, 808.282.1322; lcohen@lolacohen.com
Islands	July/August	Simone Perez; 808.394.2090; simone@abbottcommunications.net
Travel +Leisure	May, July, Sept	Liane Sunn; 808.377.1900; liane@sunmedia.com
Sport Diver	August, October	Jeff Mondle; 760.433.5141; jeff.mondle@bonniercorp.com
Saveur	April, August/September	Debbie Joseph; 808.739.2200; debbiejoseph@dmhawaii.com
Fore	March/April, September/October	Tom Black; 562.590.5143; tblackfore@aol.com
NCGA Golf	April, October	
Pacific Northwest Golfer	February, August	

Logo Bug

Incorporate BIVB's logo bug into your advertising and printed materials. Get the logo bug artwork by contacting Missy Kaleohano at 808.961.5797 or missy@hvcb.org

Collateral

Advertise in the Hawai'i's Big Island Vacation Guide. 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

Online Travel Agencies

BIVB will continue to have cooperative programs with Online Travel Agencies. Co-op programs for the second half of 2010 are still pending review. Please contact your representative to inquire about opportunities within BIVB's campaign.

Site	Flight
Expedia	January-March
Orbitz	March-April
Travelocity	March-June

Third Party Sites

BIVB will have an online presence during key booking periods and HVCB market blitz campaigns (January-March, June, and tentatively September-November). Please contact your representative to inquire about opportunities within BIVB's campaign.

Site	Flight
AdBrite (ad network)	June, September-November
Travel Ad Network	June, September-November
Trip Advisor	September-October
Yahoo!	September-October

Blitz Campaign (Online)

BIVB banner ads will run during Blitzes to drive to a Co-op Landing Page with partner offers. A separate solicitation was sent which outlined this initiative for January-March and June, and partners have already been secured. Pending approval of the Fall Blitzes, a separate solicitation will be sent seeking partner participation at that time.

Additional added-value online benefits leveraged from the print placements for the Blitzes are as follows:

Site	Flight	Media Contact
MercuryNews.com; ContraCostaTimes.com; InsideBayArea.com	March 14-20 BIVB banner ads	Audrey Higuchi; 808.737.7422; ahiguchi@hawaiiintel.net

BIVB also has an online program reaching the romance market with TheKnot.com.

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

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

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

- Share your stories and photos via Flickr: <http://www.flickr.com/groups/big-island-hawaii-vacations>
- Join the Big Island Hawai'i-Hawai'i's Island of Adventure "Google Friend Connect" found at the bottom of our home page at www.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: Kumiko@HawaiiBigIsland.jp

Consumer e-Newsletter

- 300K distributed quarterly

Public Relations

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

- Get the word out about your business through BIVB's "What's Sizzlin' on the Hawai'i's Big Island" e-newsletter, reaching about 900 targeted media on a monthly basis. Have your press releases posted on BIVB's media website at media.BigIsland.org. Send your press releases or call Jessica Ferracane to let us know "What's Sizzlin'" at your company.
- Participate in one of BIVB's inbound group press trips planned for 2010, or offer to host individual media visits.

Group Press Trips (incoming):

Month	Focus
April	Heritage & Arts theme
June	Eco Traveler/Sustainability/Green Theme
July	Kona / Keauhou "Turn Right"
August	CMI Press Trip
November	Kohala Coast Resort Association / Big Island Visitors Bureau Writer's Cup

- BIVB also supports, pitches, develops itineraries and provides assistance to many top quality journalists who visit the 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 2010, BIVB's will focus entirely on bringing top media to our Island. Any outbound media blitzes will be in conjunction with HVCB's outbound media blitzes to leverage the Big 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, 808.886.1655, dhogan@hvcb.org

Deanna Isbister, Director of Sales, 808.886.1655, disbister@hvcb.org

Sales

- Contact Deanna Isbister about BIVB's training programs, webinars, online/virtual sales presentations and educational materials as well as 2010 Big Island tradeshow outreach and sales event opportunities.
- Participate in one of BIVB's Destination Specialist Programs planned for 2010. Reach top-producing travel agents by hosting an activity, meal or accommodation during BIVB's week-long educational programs.
- Leverage the Bureau's participation in nationwide trade shows and sales events.
- Participate in one of BIVB's Destination Roadshows planned for 2010. These sales trips to key mainland markets and Canada will reach hundreds of travel agents.
- Leverage your wholesale cooperative advertising with BIVB's wholesale promotions which deliver the Hawai'i's Big Island message and specials to consumers and travel agents nationwide.
- Participate in upcoming Leisure Sales Market meetings in 2010

Travel Trade Communications

Get the word out about your specials, renovations and news through BIVB's travel agent web site and travel agent e-newsletter.

Corporate Meetings and Incentives

Debbie Hogan, Senior Director of Sales, 808.886.1655, 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
May 11-14	HVCB Successful Meetings Marketplace & PostFam
May 14-16	HTA Pow Wow
July 24-27	HVCB MPI-WEC – Meeting Professionals International – WEC
August 21-24	HVCB ASAE – American Society of Association Executives
September 21-25	HVCB PRIME – Pacific Rim Incentive Meetings Exchange
October 12-14	HVCB IT&ME – Incentive Travel & Meetings Executives
December	HVCB CSAE Tradeshow

- 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 Outreach programs will take place in January and June 2010. Two Familiarization trips are planned for Fall 2010 and December 2010.
- 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.
- Participate in HVCB's Japan MICE incentive program and BIVB will add a bonus to book groups to Hawai'i's Big Island. Applicable to new bookings booked by June 30, 2010 with group to actualize by December 31, 2010.

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@irondogpr.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, 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, Experience Aloha in Fall 2010)
- Travel Agency seminars and trade shows (i.e., Made in Hawai'i Product Show in Japan, China International Travel Mart in November 2010, Aloha Down Under in April/May 2010)
- Consumer shows and events (i.e., Hula Association Japan, Aloha Yokohama/Yokohama Hawai'i Festival)
- Hawai'i Travel Mission (Hawai'i-Korea/Shanghai/Beijing Mission program)
- Joint promotions, partnerships and incentive programs with wholesalers