

2009 Cooperative Marketing Opportunities



HAWAII
Tourism & Cooperative Bureau

KAUAI
ISLAND OF SOLOMONS

The Island of
Oahu
The Heart of Hawaii™

MAUI
The Big Island

Hawaii's
Big Island

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HAWAII VISITORS AND CONVENTION BUREAU (HVCB)

Consumer Advertising

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

Television - Share A Million Moments in Hawaii'i



Network	Online	Television
New York	7online.com	WABC-TV 
Los Angeles	abc7.com	KABC-TV 
Chicago	abc7chicago.com	WLS-TV 
San Francisco	abc7news.com	KGO-TV 
Dallas	wfaa.com	WFAA-TV 
Seattle	komonews.com	KOMO-TV 
Phoenix	abc15.com	KNXV-TV 

HVCB – Disney ABC Cooperative Opportunities

Integrated Spot Market Television and ABC Broadband Player cooperative opportunities will be made available. ABC will customize specific broadband / spot television packages* on request. Platforms may be purchased in combination or independently.

Broadband Player:

Spot Length: 30-second
Pricing starting from \$25,000
gross for single market
Fall: Oct-Dec 2009
(3 months)

Spot Television:

Spot Length: 15-second
(piggy-backed with HVCB 15-second spot)
Pricing starting from \$25,000
gross for single market
Fall: Aug-Sep 2009
(3 weeks)

*Subject to inventory availability per market.

Print Advertising

Full-page, single leaf inserts in The New Yorker magazine delivering our target in select, high opportunity source markets serve as the vehicle for our culture & arts message in 2009. Participation in the single leaf insert program provides a lead-in Hawaii'i cultural brand message followed by a partner's message at a total media cost savings of approximately 30%.

Other print advertising cooperative marketing options are available in HVCB Central consumer magazines. Please call to discuss.

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 391,976 opted-in subscribers. It includes The Stories of Hawaii, 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 almost every webpage of the site.

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

Consumer E-Response

The E-Response program allows consumers to receive e-mail marketing containing user-initiated content about all of Hawai'i or any of the six Islands of Aloha®. This auto-response email provides information about Hawai'i (and your advertising message), moments after they have requested it. Our members will have an opportunity to advertise in the customized, automated email that is generated in response to the consumer's completed online form, which is a part of the information request process.

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

Dan Gomez, Manager, Travel Trade Marketing, 808.924.0271, dgomez@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 for the spring and fall to promote the shoulder seasons statewide:

Spring Booking Window:

January – March

Spring Travel Window:

April – Early June

Fall Booking Window:

June – September

Fall Travel Window:

Late August – Mid-December

Hawai'i Destination Specialist Program (HDS)

With over 11,600 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
- Hawai'i Rewards – Rewards points are earned for each qualified Hawai'i booking reported. Agents redeem points online for business building tools such as personalized pre and post-arrival Hawai'i postcards, rich content email messages, personalized video and vacation image mementos, Hawai'i Magazine gift subscriptions, and unique Hawai'i "mahalo gift" items for their preferred clients
- Priority status for future island-based training tours

Ke Kula 'O Hawaii is also offered in conjunction with the Travel Agent University as an online self study program. Year to date this partnership has reached 6,100 agents.

New Waikīkī

The New Waikīkī, Share the Experience HDS training module, debuted in April 2007, and is delivered via live seminar presentations and an interactive online self study curriculum on www.agents.gohawaii.com. Since its inception, over 960 travel professionals have successfully completed the New Waikīkī training module. For agents that haven't been to Waikiki in a few years, this course provides an update on all the exciting changes that have occurred.

Island Specific Training – The Next Level

Island specific on-line training programs debuted in December 2007. The new Papa-(meaning 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 Hawaii destination learning in a consistent format. To date the Papa courses have over 4,500 agent graduates.

Webinar training is available year round for your organization. For more information or to schedule, please contact:

Christina Aldanese, Regional Director for Western North America at 425.788.6819 caldanese@hvcb.org

Robyn Basso, Regional Director for Eastern North America at 773.244.9221 rbasso@hvcb.org

Road Shows

Hawai'i Destination Road Shows for 2009 included two series; Feb 2 – Feb 10 visited Calgary, Edmonton, Vancouver, Portland, San Diego, Phoenix, Palo Alto and Berkeley with a theme of "Discover More of Hawaii for Less Than You Imagined". Feb 23 – 27 visited Montreal, Toronto, Minneapolis, Washington DC and Dallas. The programs include tradeshow, dinner, an All-Hawai'i presentation, Hawaiian entertainment and quality networking opportunities for the HVCB, Island Chapters, travel trade wholesaler, supplier partners and travel agents. For more information regarding our 2010 schedule contact: Emily Evans, 808 924.0245, emily@hvcb.org

E Komo Mai Welcome Guidebook

Opportunities are available to promote member businesses and services 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 was implemented for 2009. Advertising opportunities are available through the HVCB Membership Department. Contact: Bill Kennedy, 808.924.0267, bkennedy@hvcb.org

Conference Participation

Travel Agency key national conference participation will occur throughout 2009 as advised by the partner. Conferences may include, but are not limited to AAA Travel, American Express Travel, Ensemble, Signature Travel Network, Travelsavers, Vacation.com, Virtuoso and more as well as various home-based Travel Shows including Agents@Home Expos and NEST Fest. HVCB strives to negotiate speaking time, Hawaii-based seminars or presentations at each event. For complete travel trade event listings see the 2009 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

Trade Shows

Luxury Travel Expo, December, 2009, Las Vegas – Inclusion in the Hawai'i trade show area is available for a limited amount of Hawai'i supplier and wholesale partners.

Travel Trade Event Website

New for our members and our Hawaii partners is the Travel Trade event micro site, 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 Hawaii. It is also a resource for the participating exhibitors in the Hawaii Destination Shows, Luxury Travel Expo and other Hawaii hosted events. Partners can find travel information, participations 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

Product Launches

Product launches with select Travel Industry partners will occur throughout 2009, please visit the Travel Trade Events Calendar at www.agents.gohawaii.com

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 micro site at www.hvcb.org/traveltrade/events or the travel trade calendar at www.agents.gohawaii.com

KAUA'I VISITORS BUREAU (KVB)

Edie Hafdahl, Senior Director of Sales, 808.245.3971, ehafdahl@hvcb.org

Print Advertising

Consumer Magazine – Opportunities exist to advertise in certain magazine issues with KVB's ads. Please refer to the 2009 ATMP Media Plan, which notes these opportunities by publication/month.

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 233,614 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

Public Relations

Press Trips

Three press trips to Kaua'i are scheduled in 2009. Partners providing services usually receive acknowledgement in the articles published.

Media/Travel Trade Updates

KVB issues "What's New" updates to the media and travel trade on a monthly 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

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, ehafdahl@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

CMI Magazine

Opportunities exist to advertise with a KVB ad in Meetings West,

contact: Shawne Hightower, shawne.hightower@meetingsmedia.com and Successful Meetings,

contact: Sharon Freemark, Sharon.freemark@nielsen.com. Sales and marketing partner co-op initiatives for CMI exposure.

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)

Advertising

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 publications by pushing for O'ahu environments (advertorial in-nature or collective ad space opportunities) that support HVCB's O'ahu partners.

MEDIA	ISSUE	CIRC PER ISSUE	COO P OPP	MEDIA CONTACT
Travel & Leisure	February – 8 pg O'ahu advertorial; select markets August – 8 pg O'ahu advertorial; select markets	450,000	YES	Liane Sunn; 808.377.1900; liane@sunmedia.com
Condé Nast Traveler	January – “Where the Warmth” section; full run September – “Amazing Escapes” section; full run	800,000	YES	Loren Malenchek; 808.283.7122; loren@hawaii.rr.com
National Geographic Traveler	March – Hawai'i section (tied to online program); full run September – Hawai'i section (tied to online program); full run	715,000	YES	Debbie Joseph; 808.739.2200; joseph001@hawaii.rr.com
New York Times T-Travel	April – O'ahu spread (tied to online program); full run August - O'ahu spread (tied to online program); full run September -O'ahu spread (tied to online program); full run	1,700,000	YES	Gary Wiegand; 808.593.3223 ext. 11; gwiegand@publicitas.com
ForbesLife Magazine	April – Hawai'i section October – Hawai'i section	894,000	YES	Debbie Joseph; 808.739.2200; joseph001@hawaii.rr.com
Bon Appétit	January – Eastern edition February – Western edition September – Western and Eastern editions	390,000 per edition		Loren Malenchek; 808.283.7122; loren@hawaii.rr.com
Saveur	April – O'ahu section; full run August – O'ahu section; full run	325,000	YES	Debbie Joseph; 808.739.2200; joseph001@hawaii.rr.com
MORE magazine	April – O'ahu advertorial; select markets September – O'ahu advertorial; select markets	500,000	YES	Lola Cohen; 808.943.2992; lcohen@lolacohen.com
Girlfriend Getaway (AFBT)	April August	300,000	Possible	Lola Cohen; 808.943.2992; lcohen@lolacohen.com
MARIN Magazine	January September October	40,000	Possible	Molly Watanabe; 808.739.2200; mollywatanabe@hawaii.rr.com
Alaska Airlines magazine	February – Hawaii section April – Hawaii section September – Hawaii section	84,000	YES	Debbie Joseph; 739-2200; joseph001@hawaii.rr.com
Texas Monthly	February – O'ahu advertorial; full run September – O'ahu advertorial; full run	300,000	YES	Molly Watanabe; 739.2200; mollywatanabe@hawaii.rr.com
Chicago magazine	February – O'ahu advertorial; full run September – O'ahu advertorial; full run	175,000	YES	Molly Watanabe; 739.2200; mollywatanabe@hawaii.rr.com
Seattle Metropolitan	March – O'ahu advertorial; full run	59,000	YES	Molly Watanabe; 739.2200; mollywatanabe@hawaii.rr.com
Portland Monthly	March – O'ahu advertorial; full run	57,000	YES	Molly Watanabe; 739.2200; mollywatanabe@hawaii.rr.com
Phoenix magazine	TBD: September – O'ahu advertorial; full run	72,300	YES	Molly Watanabe; 739.2200; mollywatanabe@hawaii.rr.com
Los Angeles magazine	March – O'ahu advertorial; full run	150,000	YES	Molly Watanabe; 739.2200; mollywatanabe@hawaii.rr.com
BRIDES local print	Bi-annual/Spring Bi-annual/Fall	550,000		Lola Cohen; 808.943.2992; lcohen@lolacohen.com

BRIDES Honeymoon & Weddings Away	TBD - Annual/November		Possible	Lola Cohen; 808.943.2992; lcohen@lolacohen.com
Destination Weddings & Honeymoons	Spring (March) Winter (October)	100,000	Possible	Mireia Arbing; 808.255.5156; mireia@abbottcommunications.net
San Francisco Bay Area Newspaper Buy	March 1, 2008 – O'ahu advertorial; full run	685,076	YES	Audrey Higuchi; 808.737.7422; ahiguchi@hawaiiantel.net
Wall Street Journal/Northern CA	February 28, 2009 - Travel Directory/O'ahu listing March 7, 2009 – Travel Directory/O'ahu listing	140,398	YES	Debbie Joseph; 808.739.2200; joseph001@hawaii.rr.com

Broadcast Marketing

OVB plans to have limited broadcast advertising. However, a small budget has been allocated for the

- Spring - LA/OC for month of January
- Spring - SF/Bay Area Feb 23-March 8, 2009 (in conjunction with the HVCB Bay Area Blitz)
- Fall's TPTO campaign. This is ear-marked for cable spot buy skewed to female audiences in select US West market and is cooperative in nature.

Cooperative Marketing: Wholesalers, OTA and Airlines

- OVB will have a cooperative program with select wholesalers: Pleasant Holiday, Classic Vacations, Funjet Vacations, United Vacations, All About Hawaii, APPLE Vacations, MLT Vacations (tbd).

Online Marketing

Travel Booking Sites (Third Party)

- OVB plans to work with Travelocity, Orbitz and Expedia. Please contact your appropriate 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, itanaka@theknot.com

- OVB will be working with Tripadvisors.
 - February 2009 sponsorship
 - August 2009 sponsorship

Contact: George Kelepouris, gkelepouris@tripadvisors.com

- OVB has negotiated online opportunities as part of their print advertising buy. Please see above.
 - Nationalgeographic.com
 - Nytimes.com
 - Brides.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 and send 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 2009. Distributed to OVB's database is approximately 270,000 opt-in consumers.

- OVB will blast out two "Travel Pink, Travel O'ahu" eNewsletters for participants of TPTO.
 - 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 2009, 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, bkennedy@hvcb.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, Marketing Services Manager, 808.524.0722, lisa@visit-oahu.com

Media Blitz:

- | | |
|--|------------------------|
| ▪ Los Angeles, San Francisco, Sacramento (TBD/Vancouver) : | January 26-30, 2009 |
| ▪ Phoenix, Denver, San Francisco | February 23-28, 2009 |
| ▪ New York, Toronto: | September 21-25, 2009 |
| ▪ Tokyo (TBD): | May 2009 |
| ▪ Tokyo (TBD): | November 2009 |
| ▪ Seoul (TBD; in conjunction with Hawai'i Travel Mission & HTK): | Week of April 13, 2009 |

Press Trip :

- Arts with Aloha: Fall 2009 (Dates TBD)
- Japan Online media press trip: June/July (Dates TBD)
- OVB will continue to focus supporting industry partner and HTA Contractors' press trips rather than on an OVB initiated press trip in 2009. OVB will continue to focus on individual media visits.

Promotions

- **Travel Pink, Travel O'ahu:** Summer-Fall 2009. Utilizing cause marketing to promote and increase exposure of O'ahu, partners and cause. This is a Fall campaign for OVB. Campaign is structured to facilitate sales/bookings and increase PR exposure. Co-op partners are invited. Program will be rooted in US markets and in Japan for 2009.

Contact: Noelani Schilling-Wheeler; 808.524.0722, noelani@visit-oahu.com

- Pottery Barn, OVB and Outrigger Reef promotion (Spring 2009)
- Potential promotional opportunities are in development. Please contact OVB for further details.
- 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.

E-Newsletter - Japanese

Submit content for consideration for the monthly Japanese OVB "O'ahu Update" E-Newsletter.

O'ahu Media Website

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

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 North American wholesaler, airlines, and/or key travel agency partners will be considered and evaluated for 2009. 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 2009.

Travel Trade Advertising

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

Magazine	Issue	Media Contact
Travel Weekly	February - O'ahu coop print and eBlast March - O'ahu coop print and eBlast August - O'ahu coop print and eBlast September - O'ahu coop print and eBlast December - Ultimate Hotel Guide	Debbie Joseph; 808.739.2200; mjoseph001@hawaii.rr.com
TravelAge West	January - O'ahu Spotlight March - O'ahu Spotlight August - O'ahu Spotlight September - O'ahu Spotlight	Laurie Doerschlen; 808.737.4621; mdlins@aol.com
Travel Week Canada	TBD	Ashli Taguchi; 808.739.2200; ashlitaguchi@hawaii.rr.com
Canadian Travel Press	TBD	Laurie Doerschlen; 808.737.4621; mdlins@aol.com
Pacific Island Paradise	Annual - 2008	Peter Bloomfield, peter@paradises.travel

Travel Trade Shows & Events

- Vacation.com Annual Conference
- NORCAL ASTA Hawai'i Product Showcase
- Signature Travel Network Annual Conference
- Ensemble Annual Conference
- Classic Star Performers
- Aloha Week/Midwest Ohana (TBD)
- MLT University
- Luxury Travel Expo
- TIA's POW WOW
- HVCB Industry Forum

Travel Trade Educational Training: Roadshows, 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.

North America

- ODS program: Dates below are currently tentative as wholesale partners are still working on their 2009 sales programs.
 - March, April and November 2009
 - ODS Master's program TBD: June and October 2009
- O'ahu virtual training series (webinars): Year round; dates TBD by quarter
- FAMs: Year round; dates TBD

Contact: Stacey Alford, 808.524.0722, stacey@visit-oahu.com

Japan & International

Support HTA Contractors trade initiatives

- H.T.K.'s Hawaii Travel Mission: April 14-16, 2009
- H.T.O.'s Aloha Down Under: April 27 – May 1, 2009
- H.T.O.'s Experience Aloha: November 2009 (Dates TBC; check with H.T.O.)
- H.T.J.'s Seminar series: Dates TBC; check with H.T.J.
- FAMs: Year round: dates TBD

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 2008. If there is interest, please advise OVB, accordingly.

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

- North America: Quarterly
- Japan: Monthly
- Other International Markets: Quarterly

Mahalo for your consideration and support of the O'ahu Visitors Bureau's 2009 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, Director of Marketing, 808.442.8722, lynn@mauivb.com

Print Advertising

Co-op in the following upscale publications:

Magazine	Issue	Media Contact
Brides and/or Modern Bride	TBD	Lola Cohen; lcohen@lolacohen.com
Alaska Airlines In-flight Magazine	April & September 09	Debbie Joseph; josephd001@hawaii.rr.com
Coastal Living	May (National) & July/August (Regional)	Tonya MacDonald; tmcoastalliving@aol.com
Condé Nast Traveler	June 09	Loren Malenchek; loren@hawaii.rr.com
Midwest Living	Mar/Apr & Sept/Oct 09	Lola Cohen; lcohen@lolacohen.com
Sunset Magazine	March & August in the Travel Directory Section	Gary Weigand; gwiegand@publicitas.com
Bridal Guide	March/April	Alan Rock; Alan@alanrock.net
Travel + Leisure	April, June & August 09	Liane Sunn; liane@sunmedia.com
New York Times	TBD	Gary Weigand; gwiegand@publicitas.com
Sport Diver	Mar, Apr, May, July & Sept 09	Andrew Wiens; Andrew.Wiens@bonniercorp.com

Online Marketing

Maui, Moloka'i and Lāna'i websites

E-mail us photos (provide photo credits)

E-mail us suggestions for Q&A questions

Consumer e-Newsletter

400K 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, itanaka@theknot.com

Public Relations

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

Media Blitz - U.S., Canada, and Europe

- February – Pacific Northwest
- March – California (San Diego, Los Angeles, Orange County & San Francisco)
- October – Toronto & New York City
- October – London

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

Press Trips/Individual media visits (must have "island" focus)

- April – Mālama Maui
- June – Romance Me Maui
- October – Romance Press Trip II

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.

“Romance Me Maui” Campaign

A public relations initiative that positions Maui as the top destination for weddings, honeymoons and romance. The program highlights and celebrates Hawai’i’s tradition, history and culture, as well as, Maui Nui’s top attractions, accommodations and chapels that make our home special. The campaign will ultimately reinforce Maui as one of the premier destinations in the world.

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

Destination Maui Seminars

- January – Western Region
- June - Midwest Region
- October - Eastern Region

VIA’s (Very Important Agents)

- March – Northern California
- May - Canada
- June – Denver, Colorado
- October – Rochester, NY

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
TravelAge West	Aug & Oct 09 (MVB and 4 partners coop TAB page)	Laurie Doerschlen; mdlins@aol.com
Travel Weekly	March & Sept 09 (E-postcard); Feb & Sept 09 (TAB page coop and e-blast)	Debbie Joseph; josephd001@hawaii.rr.com
Travel Agent	Aug & October 09 (2-page coop)	Simone Perez; simone@abbotcommunication.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	June, July, Oct & e-Newsletter blast in June 09	Shawne Hightower; Shawne.hightower@meetingsmedia.com
Meetings and Conventions	April, August, September & November, OMFG Directory for 09	Kay Hampton; kay@mmihawaii.com
Successful Meetings	June, September & December 09	Sharon Freeark; Sharon.Freeark@nielsen.com

- Advertise with MVB
- Tradeshows – participate within the Hawai'i pavilion and donate a prize
- Promotional events
- Familiarization trips – provide accommodations, an activity or attraction, sponsor a meal or transportation
- Sales blitzes in conjunction with HVCB CMI
- Educational programs in Hawai'i and abroad

International Sales & Marketing Programs

- International Marketing Contractor's Monthly E-Newsletters
- Media Gatherings & Educational Workshops
- Promotions
- Advertising
- On-going web promotions – Japan & Korea in particular
- Familiarization trips – provide accommodations, an activity or attraction, sponsor a meal or transportation

Note: The primary contact 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, visitanai@gmail.com

Print Advertising

Magazine	Issue	Media Contact
Travel & Leisure		Liane Sunn; liane@sunmedia.com
Holo Holo & Hahalua		Carol Souza; csouza@honpub.com
National Geographic Traveler		Shana Wong; shanawong@hawaii.rr.com
Condé Nast Traveler		Loren Malenchek; loren@hawaii.rr.com
Maui Drive Guide		Chris Sold; csold@honpub.com
Golf Digest Index		Lola Cohen; lcohen@lolacohen.com

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 Destination Maui Nui Seminars (w/MVB), New York Times Travel Show, Seattle Travel Show and the Rendezvous Tours "Mahalo Bucks" Trade Show.

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

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
Condé Nast Traveler	March, April & September	Loren Malenchek; loren@hawaii.rr.com
Travel & Leisure	May & September	Liane Sunn; liane@sunmedia.com
Arthur Frommer's Budget Travel	March, May, September & October	Lola Cohen; lcohen@lolacohen.com
Holo Holo & Hahalua	Monthly	Carol Souza; csouza@honpub.com
National Geographic Traveler	April, September & October	Stephanie Kennedy; stephaniekennedy@hawaii.rr.com
National Geographic Adventure	February, March, April, May, July, August, September & November	Kay Hampton; kay@mmihawaii.com
Alaska Airlines In-Flight Magazine	April	Sarah Obringer; sarahobringer@hawaii.rr.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

Advertise in the same issue of the following upscale publications

Magazine	Issue	Media Contact
TravelWeekly.com		Debbie Joseph; josephd001@hawaii.rr.com

Participate with MVA in the Destination Maui Nui Seminars (w/MVB), New York Times Travel Show and L.A. Times Travel & Adventure Trade Show.

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.

BIG ISLAND VISITORS BUREAU (BIVB)

Kristin McGrath, Senior Director of Marketing, 808.961.5797, kmcgrath@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	March, June, September	Loren Malenchek; 808.283.7122; loren@hawaii.rr.com
Sunset Magazine	April, September	Gary Wiegand; 808.593.3223 gwiegand@publicitas.com
Frommer's Budget Travel	March, April, October	Lola Cohen, 808.943.2992; lcohen@lolacohen.com
Islands	March, July- August	Simone Perez; 808.394.2090; simone@abbottcommunications.net
Travel +Leisure	March, May, July, Sept	Liane Sunn; 808-377-1900; liane@sunmedia.com
Sport Diver	Monthly except June & October	Jeff Mondle; 760.433.5141; jeff.mondle@bonniercorp.com
Audubon	July-August	
Alaska Airlines Magazine	April, September	
Saveur	April, October	Debbie Joseph; 808.739.2200; josephd001@hawaii.rr.com
Destination Weddings & Honeymoons	Spring, Summer, Winter	Mireia Summer Arbing; 808.255.5156; mireia@abbottcommunications.net
Tee It Up	Jan/March, Oct/Dec	Tonya McDonald; 901.682.5114; livingwatermedia@aol.com
Fore/NCGA/Pacific NW Golfer	Spring	Tom Black; 562.590.5143; tblackfore@aol.com
Southland Golf	April, August, October	Edie Pratt; 310.378.1896; ep Pratt@churmmedia.com

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

Direct Mail

Join BIVB's direct mail program, designed to provide a highly targeted component to complement the broader reach of magazine and online advertising.

Contact: Marlene Teramae, Milici Valenti Ng Pack, 808.536.0881, mteramae@mvnp.com.

The **Fall Travel Planner** will be sent to 150,000 target market consumers in October. Online advertising and email blasts will add an additional 1.3 million consumer impressions. The promotion includes colorful Big Island photo editorial, partner cooperative advertisements and a wholesaler call to action featuring attractive rates.

Online Marketing

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>
- 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

- 235K+ 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 at Jessica@irondogpr.com

- Get the word out about your business through BIVB's "What's Sizzlin' on the Big Island" newsletter, reaching over 900 targeted travel writers, newspapers and magazines 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 media blitzes or inbound press trips planned for 2009.
 - April 20-24: Seattle, Vancouver, Edmonton and Calgary
 - July (end of July/HIBT 50th Anniversary): Inbound to Hawai'i's Big Island focusing on sportfishing
 - December 1-6: Inbound press trip, focusing on adventure
- BIVB develops itineraries and provides assistance to many top quality journalists who visit the Big Island. Contact Jessica Ferracane 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**.

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 and materials. Invite BIVB's Sales Team to make a presentation for your clients and familiarization trip guests. FAM presentations will educate clients about the Big Island's history, activities, events, geography and more.
- Participate in one of BIVB's Destination Specialist Programs planned for 2009. 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 by exhibiting alongside BIVB.
- Participate in one of BIVB's Big Island Sales Promotion Trips planned for 2009. These sales trips to key mainland markets 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.
- Get the word out about your specials, renovations and news through BIVB's travel agent web site and travel agent e-Newsletter.

Travel Trade Advertising

- Leverage the Hawai'i's Big Island destination message by advertising in cooperative programs anchored by BIVB placements. Please refer contact the magazines' sales representatives for more information.

Magazine	Issue	Media Contact
Travel Age West	Feb, March, April, May, August, Sept, Oct, Nov	Laurie Doerschlen; 808.737.4621; mdlinks@aol.com
Travel Weekly	Feb, March, Aug, Sept	Debbie Joseph; 808.739.2200; josephd001@hawaii.rr.com
GSA Travel Magazine (CDN)	Feb, Aug, Sept, Nov	Bert Ollivier; 250.751.2219; bjollivier@shaw.ca
Canadian Travel Press	Feb, Mar, Sept, Oct, Nov, Dec	Laurie Doerschlen; 808.737.4621; mdlinks@aol.com

Corporate Meetings and Incentives

Debbie Hogan, Senior Director of Sales, 808.886.1655, dhogan@hvcb.org

Sales

- Participate in PRIME, to be held on Hawaii's Big Island. www.prime.aloha.com
- Leverage the Bureau's participation in CMI trade shows, presentations and sales calls by participating or exhibiting alongside BIVB.
- Promote your company by participating in meeting planner Familiarization trips. Host an activity, meal or accommodation during BIVB-coordinated FAMs.
- Invite BIVB to make a presentation for your meeting planners, to educate potential clients about the Big Island's activities, events, culture, history and more.

CMI Trade Advertising

- Leverage the Hawaii's Big Island destination message by advertising in cooperative programs anchored by BIVB placements. Please contact the magazine sales representative for more information.

Magazine	Issues	Media Contact
Successful Meetings	March, June, Sept, December	Sharon Freeark; 626.578.0700; sharon.freeark@nielsen.com
Meetings West	June, July, October	

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.