

**BIG ISLAND VISITORS BUREAU**  
Trade Show Schedule 2004

DATE	SHOW NAME	CITY	AUDIENCE	MMA
<b>January</b>				
1/11-1/14	PCMA	Indianapolis, IN	CMI	CMI
1/18-1/21	MPI-PEC	San Antonio	CMI	CMI
1/24 - 1/25	The Travel Show	Seattle	Consumer/Travel Agent/Tour Operator	USW
1/26	Expedia Showcase	Tacoma	Reservations Agents	USW/USE
1/27-1/29	Hawaii's Big Island Showcase 1/04	Seattle, Tacoma, Portland	Travel Agent	USW
<b>February</b>				
2/7-2/8	LA Times Travel Show	Long Beach, CA	Consumer/Travel Agent	USW
2/23-2/26	Hawaii's Big Island Showcase 2/04	New York area	Travel Agent	USW
2/27-2/29	New York Times Travel Show	New York	Consumer/Travel Agent	USE
<b>March</b>				
3/20-3/21	Arizona Aloha Festival	Phoenix, AZ	Consumer/Travel Agent	USW
<b>April</b>				
4/3-4/03	Industry Forum	New York	Travel Agents	USE
4/3 -4/4	Conexion - Parker Pacific #1	California - Orange County/Beverly Hills	CMI	CMI
4/10-4/13	ASTA Western Regional	Tuscon, AZ	Travel Trade	USW/USE
4/24-4/28	POW-WOW	Los Angeles	Travel Trade	USE
4/26 - 4/29	Hawaii's Big Island Showcase 4/04	Southern California	Travel Agent	USW
<b>May</b>				
5/3-5/6	KCRA Northern California Blitz	California	Travel Agent	USW
5/29-6/1	GoGo Learning Conference	Oahu	Travel Agent	USW/USE
<b>June</b>				
6/7 - 6/9	Hawaii's Big Island Showcase 5/04	Colorado & Arizona	Travel Agent	USW
<b>July</b>				
7/25-7/27	MPI-WEC	Denver	CMI	CMI
7/26-7/29	Aloha Week Chicago - Summerfest	Chicago/Milwaukee	Travel Trade	USE
<b>August</b>				
8/2 - 8/5	Hawaii's Big Island Showcase 8/04	Illinois & Michigan	Travel Agent	USE
8/17-8/20	ASAE	Denver	CMI	CMI
8/23	22th Annual NW Travel Industry Golf Tourney	Seattle	Consumer/Travel Trade	USW
8/27 - 8/28	Conexion - Parker Pacific #2	Seattle/Portland	CMI	CMI
<b>September</b>				
9/8-9/15	PRIME	Oahu	CMI	CMI
9/28-9/30	IT&ME	Chicago	CMI	CMI
9/20-9/22	JATA/World Travel Fair	Japan	Travel Trade	JPN
9/28-10/3	ASTA World Congress	Hong Kong	Travel Trade	USW/USE
<b>October</b>				
10/4 - 10/7	Hawaii's Big Island Showcase 10/04	Northern California	Travel Agent	USW
10/11 - 10/14	KCRA New York Blitz	New York	Travel Agent	USE
TBA	NorCal ASTA	Kauai	Travel Trade	USW

DATE	SHOW NAME	CITY	AUDIENCE	MMA
<b>November</b>				
11/6 - 11/7	Conexion - Parker Pacific #3	California - San Francisco/Sacramento	CMI	CMI
TBA	World Travel Mart	London	Consumer/Travel Trade	EUR
<b>December</b>				

\* Updated 12/3/03

\* Schedule is subject to change