



Visitors & Convention Bureau

2004 North America Marketing Cooperative Opportunities December 31, 2003

Aloha Hawai'i Marketing Partners,

The HVCB recently announced details of its marketing plans targeted to impact travel to Hawai'i in the spring shoulder season promoting the *Come Celebrate* and *The Hawai'i Arts Season*.

The season will run a period of 10 weeks, offering a events statewide starting with the Hawai'i Opera Theatre's "Merry Widow", and ending with May Day concerts across the state. The time period will allow the travel industry to incorporate events that showcase arts and culture into their collateral and product offerings.

Consumer Marketing Opportunities

Broadcast Television – February 23 – March 14, 2004

- Spot market cable television in Los Angeles, San Francisco
- Back-to-back 15-second spots
- Partner contribution estimate: \$40,000 - \$70,000

Contact: Gail Harding, gharding@hvcb.org

Broadcast Television – February 23 – March 7, 2004

- Spot market cable television in Seattle, New York, San Diego, Chicago, Portland, Sacramento, Washington DC, Dallas/Ft. Worth, Denver Phoenix, Atlanta, Vancouver
- Back-to-back 15-second spots
- Estimated partner contribution: \$15,000 - \$60,000

Contact: Gail Harding, gharding@hvcb.org

Co-sponsorship of Hawai'i's Ocean Games/Adventure Hawai'i TV Series

- Three one-hour feature television shows exclusive to Hawai'i. Each show will have five segments which present Hawai'i's ocean and lifestyle sports and activities.
- Nationwide syndication in the U.S., projected minimum distribution in 60 markets.

Contact: Tom Kiely, tk@teamunlimited.com

E-newsletter

- Monthly distribution to 250,000 *Islands of Aloha* requestors
 - Editorial email includes 1 full banner + advertiser link, \$1,250
 - 80-word text, logo + link, \$1,250
 - Special offer 20-word link + logo + advertiser link \$350

Contact: Gail Harding, gharding@hvcb.org

Online Marketing

- National advertising and promotion on high traffic portals:
Contact: The Knot: Jena Tanaka, tanakajena@hawaii.rr.com
 Expedia: Anne Wagner, awagner@expedia.com
 Travelocity: Sam Garcia, samgarcia@aol.com
 Orbitz: Michael Phillips, Michael@c2calliance.com

Magazine Insert

- Full-page, single leaf inserts in travel/regional/lifestage/lifestyle books that deliver target. Hawai'i brand on front, co-op ad on back, estimated partner contribution \$13,435 to \$67,400.

Contact: Smithsonian: Audrey Higuchi, agucci2@verizon.net
 Travel & Leisure Golf: Liane Sunn, lsunn@publicitas.com
 Islands: Ken Leandro, k Leandro@islands.com
 Outside Traveler: Tori Weeshoff, toriweeshoff@hawaii.rr.com
 Coastal Living: Tonya MacDonald, tmcoastalliving@aol.com

Travel Trade Marketing

Travel Agent e-newsletter

- Monthly e-newsletter with distribution to 56,000 travel agents
- Informational email includes advertiser special offer + logo/images + advertiser link, \$500

Trade Show Participation

- Direct exposure to travel professionals/travel agents throughout the U.S. and Canada
- Participation booth fees and shared costs vary, \$500 to \$3,000 per show

Contact: Dan Gomez, dgomez@hvcb.org