



2026 July – December Partnership Opportunities

HVCB Island Visitors Bureaus	ACTIVITY	DATE	DESCRIPTION	LOCATION	COST	CONTACT (Name & Email)
CONSUMER PROMOTIONS						
HVCB, KVB, OVB, MVCB, IHVB	Mālama Hawai'i Program – Volunteer Experiences	Ongoing	Visitors are encouraged to give back to the destination by participating in the Mālama Hawai'i Program. Volunteer opportunities are listed on gohawaii.com/malama via Kanu Hawai'i's dashboard. Participate by offering a voluntourism activity.	Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i	\$0	Lei Field lfield@hvcb.org
HVCB, KVB, OVB, MVCB, IHVB	Mālama Hawai'i Program – Hotel Offers	Ongoing	In addition to promoting enriching volunteer experiences, hotel partners can build special Mālama Hawai'i packages to be listed on the Mālama Offers page.	Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i	\$0	Lei Field lfield@hvcb.org
HVCB	Statewide Direct Booking Program – Hawai'i Special Offers	Aug-Oct	Tactical, digital marketing program for the destination to drive business from top Hawai'i markets during an optimal booking period. Intended for pre-arrival audiences with participation open to hotels, rental cars, activities, tours. Submit a qualifying offer that meets the minimum criteria.	U.S. Top Markets	Varies	HVCB Membership Department membership@hvcb.org Gina Chun gchun@hvcb.org
HVCB, KVB, OVB, MVCB, IHVB	The Hawai'i Visitor Guidebooks: <i>Experience Kaua'i</i> <i>Experience O'ahu</i> <i>Experience Maui, Moloka'i, Lāna'i</i>	Semi-Annual	The Experience Hawai'i Visitor Guidebooks are the official post-arrival, island-specific guides for Kaua'i, O'ahu, Maui/Moloka'i/Lāna'i, and Island of Hawai'i. They are published semi-annually in print and digital formats for use	Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i	Varies	HVCB Membership Department membership@hvcb.org Noelani Schilling-Wheeler

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	<i>Experience Hawai'i Island</i>		in-destination to promote local activities, dining, shopping, products, and services. Distributed at airports and key strategic visitor locations on each island. Various advertising opportunities are available.			nschilling-wheeler@hvcb.org

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HVCB	Statewide Consumer Special Offers: GoHawaii App	Ongoing	The GoHawaii app is a destination pre/post arrival tool to plan the most enriching Hawai'i vacation. Partners submit consumer special offers.	Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i	Varies	HVCB Membership Department membership@hvcb.org
HVCB	Statewide Kama'āina Campaigns	Quarterly	Digital statewide campaign targeted to the kama'āina market, offering Hawai'i residents exclusive specials on accommodations, activities, attractions, shopping, dining, etc. The program is supported with paid social media, public relations, and owned media promotion. Partners provide kama'āina offers.	Kaua'i, O'ahu, Maui, Moloka'i, Lāna'i, Island of Hawai'i	Varies	HVCB Membership Department membership@hvcb.org
HVCB, KVB, OVB, MVB, IHVB	Cyber Monday/Travel Tuesday Special Offers Program	28 Nov – 8 Dec	Tactical, cooperative digital program for each island to engage and drive business during an optimal purchasing and booking period. Intended for pre-arrival audiences. Partners sign up to participate.	Kaua'i, O'ahu, Maui Nui, Island of Hawai'i.	TBD	HVCB Tactical Team nschilling-wheeler@hvcb.org
HVCB	E-newsletter: <i>Islands of Aloha Express</i>	Monthly	The consumer e-newsletter offers partners an opportunity to reach up to 146,000 opted-in subscribers who have expressed an interest in traveling to the Hawaiian Islands. It includes stories about Hawai'i, a festivals and events calendar, travel planning tips, special offers, and more. Advertising opportunities are available.	U.S.	Varies	HVCB Membership Department membership@hvcb.org

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HVCB, KVB, OVB, MVB, IHVB	Islands E-newsletter	TBC, Quarterly	Consumer e-newsletter for each island sent out to each island’s opt-in subscribers who have expressed an interest specifically in Kaua’i, O’ahu, Maui Nui and/or Hawai’i Island. Opt-in subscribers counts vary by island. Partners are encouraged to provide updates.	U.S.	In-Kind support, pending availability	Ku’ulei Hamberg, KVB khamberg@hvcb.org Catherine Orlans, OVB corlans@hvcb.org Leanne Pletcher, MVB lpletcher@hvcb.org Donna Kimura, IHVB dkimura@hvcb.org
HVCB	Social Influencer Visits	TBC	HTUSA works closely with the Island Visitors Bureaus to coordinate multi-island visits for qualified social influencers. Content produced may be licensed for marketing use. Partners contribute accommodations, activities, transportation, and meals.	Kaua’i, O’ahu, Maui, Moloka’i, Lāna’i, Island of Hawai’i	In-Kind support, pending availability	Marisa Wong mwong@hvcb.org
HVCB, KVB, OVB, MVCB, IHVB	Online Calendar of Events	Ongoing	List an event on the Calendar of Events pages of the gohawaii.com website.	Kaua’i, O’ahu, Maui, Moloka’i, Lāna’i, Island of Hawai’i	\$0	calendar@hvcb.org

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PUBLIC RELATIONS						
HVCB, KVB, OVB, MVCB, IHVB	Individual Media Visits	Ongoing	HVCB and the Island Visitors Bureaus work closely to coordinate multi-island and island-specific visits for qualified journalists on an ongoing basis. Partners contribute accommodations, meals, and activities aligned with a regenerative tourism direction.	Kaua'i, O'ahu, Maui, Lāna'i, Island of Hawai'i	In-Kind support	HVCB: Lei-Ann Field lfield@hvcb.org HVCB: Taryn Pascua tpascua@hvcb.org KVB: Ku'ulei Hamberg khamberg@hvcb.org OVB: Catherine Orlans corlans@hvcb.org MVCB: Leanne Pletcher lpletcher@hvcb.org IHVB: Donna Kimura dkimura@hvcb.org
HVCB, KVB, OVB, MVCB, IHVB	Press Release: What's New in the Hawaiian Islands	Quarterly	HVCB and the Island Visitors Bureaus distribute a press release each quarter that covers the latest updates as it relates to the following categories: Mālama Hawai'i & Culture, Attractions & Experiences, Hotels & Resorts, Restaurants & Culinary, Events & Celebrations, and Ways to Support Local. The release is also posted to media.gohawaii.com Partners can submit relevant and story-worthy information for consideration.	U.S.	\$0	Kayla Holley Kayla.holly@finnpartners.com

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TRAVEL TRADE SHOWS						
HVCB, KVB, OVB, MVCB, IHVB	U.S. East Leisure Educational Blitz	Oct 26-29	Travel advisor educational events will be conducted in four key U.S. East markets. Dynamic, in-market educational events connect Hawai'i partners directly with qualified travel advisors across key U.S. markets. The evening format features a Hawai'i partner trade show and networking opportunities, followed by dinner accompanied by live Hawaiian music and hula performances. The program provides valuable cultural education, travel advisor resources, and insights into the latest destination and island developments. Partners may attend and will receive travel advisor attendee contact list following the event.	4 events in key U.S. East markets: TBC	Participation fees: \$300 - \$800 per event Partner travel costs on own	Christy Calabrese ccalabrese@hvcb.org
TRAVEL TRADE FAMILIARIZATION TRIPS (FAMS)						
HVCB, KVB, MVCB	Multi-Island FAM	Sep 26-Oct 2	A multi-island FAM will be coordinated on Kaua'i and Maui for vetted travel advisors who have completed the Hawai'i Destination Specialist (HDS) program. The FAM will provide hands-on experiences, including site inspections, activities, meals, and networking opportunities with travel partners. Partners contribute accommodations, transportation, meals, and activities.	Kaua'i and Maui	Varies	Robyn Basso rbasso@hvcb.org Christy Calabrese ccalabrese@hvcb.org
TRAVEL TRADE EDUCATION						
HVCB	E-newsletter: <i>E-xpressly for Travel Professionals</i>	Monthly	The e-newsletter for travel professionals offers partners an opportunity to reach up to	U.S.	Varies	HVCB Membership Department:

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			61,000 opted-in travel advisors and travel industry subscribers. Advertising opportunities are available.			membership@hvcb.org
KVB	<i>What's New: Kaua'i</i>	Monthly	Listing on <i>What's New</i> document distributed at travel shows and trainings. Partners can submit news/updates to be considered for inclusion on an on-going basis.	U.S.	\$0	Maile Brown maile@hvcb.org

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OVB	E-newsletter: <i>News, Updates & Aloha from O'ahu</i>	Q3	E-newsletter distributed to travel advisors and wholesalers with O'ahu updates on accommodations, restaurants, and activities. Partners are encouraged to submit news and updates to be considered for inclusion.	U.S.	\$0	Karishma Chowfin kchowfin@hvcb.org Catherine Orlans corlans@hvcb.org
OVB	Educational Webinar: O'ahu	Q3	Educational webinar for travel advisors featuring O'ahu destination updates including accommodations, experiences, and events, as well as responsible travel initiatives important to O'ahu. Partners are encouraged to submit news and updates to be considered for inclusion.	U.S.	\$0	Karishma Chowfin kchowfin@hvcb.org
OVB	Webinar: Partner Updates, O'ahu	Q4	Collaborative webinar targeting travel advisors and key travel trade professionals. Session give industry partners an opportunity to share timely updates, new offerings, and valuable insights. Participation is on a first-come, first-served basis.	U.S.	\$750 per partner	Karishma Chowfin kchowfin@hvcb.org
MVCB	Educational Webinars: Maui	Quarterly	Educational webinars for travel advisors featuring Maui Nui destination updates including accommodations, experiences, and events, as well as responsible travel initiatives important to Maui Nui. Partners are encouraged to submit news and updates to be considered for inclusion. Limited partner participation to present is available based on webinar opportunities secured.	U.S.	\$0	Brent Lausterer blausterer@hvcb.org