



Visitors & Convention Bureau

2006 North America Consumer Marketing Cooperative Opportunities

The following details expand on HVCB's marketing plans targeted to impact travel to Hawai'i in 2006:

Consumer Marketing Strategies

Avid Traveler:

- Focus the core message on the uniqueness of Hawai'i in a way that will resonate with this group of travelers. As influencers among their peer groups, avid travelers will return home anxious to share their only-in-Hawai'i experiences and insights with their friends, family, and colleagues.
- Differentiate Hawai'i from competitive destinations by raising the awareness of our uniquely Hawaiian experiences and attributes.
- Messaging: Focus on variety of available activities/attractions, spa experiences, and regional cuisine.

Culture & Arts Traveler:

- Solidify Hawai'i's high level of brand perceptions as a destination with an "intriguing culture and history" as measured by the TNS study.
- Positively impact travel interest/intentions for Hawai'i among cultural travelers, as defined and measured by the TNS study.
- Messaging: Focus on Hawai'i Arts Season 2006

Consumer Marketing Opportunities in Spring 2006

Online:

Opportunities are offered on the top travel booking sites within the Hawai'i content sections. Packages are available at the \$10,000 and \$20,000 (net) participation levels.

Contact:

Expedia*

Dave Madden; dmadden@expedia.com; 425.679.4308

Orbitz

Susan Savela Brown; susan.brown@cendant.com; 310.376.8129

Travelocity**

Sam Garcia; sam.garcia@travelocity.com; 808.874.9400

*Expedia:

1. HVCB Member must have an existing merchant agreement with Expedia.
2. Expedia will contract directly with the HVCB member/Expedia partner.
3. Expedia will create a co-branded ad (Partner & HVCB), which will complement the existing HVCB campaign and link to the HVCB jump page where the partner will be listed.

**Travelocity:

Current Travelocity advertisers will have the HVCB Coop campaign automatically included into their respective 2006 online campaigns (unless otherwise requested by current advertiser).

For more information please contact: Kara Imai, Director of E-Marketing, at (808) 924-0260 or kimai@hvcb.org.

Consumer Marketing Opportunities for the whole year

Print 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 \$14,975 to \$33,825 (inclusive of printing).

Contact:

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Nat. Geo. Traveler	Kay Hampton; kay@mmihawaii.com ; 808.395.0088
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Travel & Leisure	Liane Sunn; liane@sunmedia.com ; 808.377.1900
Travel & Leisure Golf	Liane Sunn; liane@sunmedia.com ; 808.377.1900