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HVCB ANNOUNCES NEW PARTNERSHIP

Aloha HVCB Members,

The Hawai'i Visitors and Convention Bureau is excited to announce a new partnership with Pacific Media Group, a locally owned and operated multi-platform media company. Through this partnership, an in-destination suite of island-specific Official Hawai'i Travel Guides will be launched and distributed complimentary to Hawai'i travelers. The guides will be published semi-annually beginning in 2022.

The Four Publication Titles

Experience Kaua'i · Experience O'ahu · Experience Maui, Moloka'i, Lāna'i · Experience the Island of Hawai'i

World-class Publication Quality and Editorial Content

Each of the four Island-specific Official Travel Guide magazines is being printed to industry-leading quality standards that rival major national magazines such as "Travel & Leisure" and others. Professional writers, bloggers, and journalists will contribute valuable content that assists travelers with unique and unforgettable Hawai'i experiences.

Hawai'i cuisine, popular restaurants, shopping experiences, island adventures, activities, and attractions are featured. Helpful guides are also included to highlight beaches, hikes, and other popular Hawaii experiences.

Distribution & Promotion

Distribution will include all major Hawai'i Airports. Select partner hotels and resorts provide in-room distribution in addition to many popular rack distribution points around the Islands. A robust set of advertising has also been purchased within the Hawai'i Airports, along with targeted digital advertising to promote the Official Travel Guide.

Pre-Release Advertising Opportunities - Submit your request for information

Pacific Media group is now accepting digital Requests for Information via their online form at: <https://pmghawaii.com/official-hawaii-travel-guide/>

Once you add your name and business to this list, you will be included to receive a special assortment of opportunities, including:

- Premium Page Placement within the Travel Guides
- Exclusive Rates with additional savings for HVCB Members
- Paid Editorial Feature Opportunities on a first-come, first-served basis; subject to Editor approval

We look forward to working with Pacific Media Group to provide this important resource for our visitors and valuable advertising benefit for our members.

Mahalo