The Official Hawai'i Meeting Planner Guide (MPG) is an essential resource for planning a successful event in the Hawaiian Islands. The digital guide is designed to help inform every step of the process and provides all of the necessary information for planners and buyers to design successful events, meetings or conventions in Hawai'i – ultimately creating productive and authentic experiences for attendees.

## DIGITAL DISTRIBUTION

## MCI DATABASE:

Qualified audience: 42,000 total impressions

Digital delivery to: +7,000 qualified planners from Meet Hawai'i's proprietary database (5,000 U.S. and 2,000 International).

Reaches vetted meeting planners and buyers who share information with an average of 6 additional executive decision-makers when sourcing and/or selecting a destination for group meeting and incentive programs:

- The database represents established planners, buyers and organizations with consistent sourcing of Hawai'i business. Many planners are of a senior level and have booked Hawai'i previously within the past 5 years and/or who are solid prospects for converting business to Hawai'i.
- These organizations are long standing *Kuhina* (ambassadors) of the Hawaiian Islands and represent consistent support contributing to the economic growth throughout the State of Hawai'i.
- Email distribution to the database 2x/year: April and September

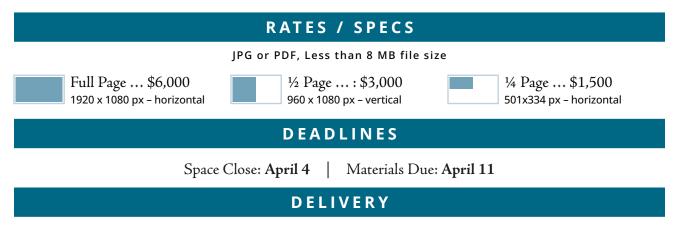
## MCI SALES & MARKETING:

Promotion and distribution via all Meet Hawai'i sales team activities throughout the year, including:

- Events & education (live/hybrid/virtual)
- Trade shows
- Sales blitzes and calls

## MCI WEBSITE:

Historically, the MPG has reached an audience of 30,000 impressions annually from the **meethawaii.com** website.



Please email ad submissions to submissions@hvcb.org no later than

April 11, 2022.



Published by the Hawai'i Visitors and Convention Bureau in partnership with Meet Hawai'i.