

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](http://meethawaii.com) website.

## RATES / SPECS

JPG or PDF, Less than 8 MB file size



Full Page ... \$6,000  
1920 x 1080 px – horizontal



½ Page ... : \$3,000  
960 x 1080 px – vertical



¼ Page ... \$1,500  
501x334 px – horizontal

## DEADLINES

Space Close: **April 4** | Materials Due: **April 11**

## DELIVERY

Please email ad submissions to [submissions@hvcb.org](mailto:submissions@hvcb.org) no later than  
**April 11, 2022.**



**HAWAII**  
VISITORS & CONVENTION BUREAU™

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