Opportunities to Partner

KAUA'I
HAWAII'S ISLAND OF DISCOVERY

Advertising

Cooperative advertising opportunities are available in the following publications:

- Hawai'i Magazine
  Contact: Lorrain Burgess – (808) 589-1515
- Arthur Frommer's Budget Travel
  Contact: Tori Weeshoff, Destination Marketing – (808) 942-7400
- Bridal Guide Magazine
  Contact: Audrey Higuchi – (808) 737-7422

Opportunities to Partner

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Public Relations

- PR Colleagues Briefing on Kaua'i / 1st Quarter 2004, participate in the public relations update regarding future KVB PR efforts for 2004
- Individual Travel Writers / Provide members services for writers coming to Kaua'i
- Press Trips to Kaua'i will focus on:
  - Family Adventure - June 21-17
  - Romance & Rejuvenation - August 9-15
  - Golf, held around the PGA Grand Slam of Golf scheduled for December 2004

Contact: Emele Cox or Dara Lum, McNeil Wilson Communications

(808) 531-0244

Opportunities to Partner

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Travel Trade

- FAMs for the travel trade industry / Provide member services for participants coming to Kaua'i to learn more about the island

Contact: Jory Mata, Sales Coordinator, KVB – (808) 245-3971

Internet

English and Japanese web site listings for KVB members

Contact: HVCB Membership Department – (808) 923-1811
or Sue Kanoho, Executive Director, KVB – (808) 245-3971