



THE HAWAIIAN ISLANDS TRAVEL ASSISTANCE QUESTIONNAIRE – LĀNAʻI

Aloha!

Please complete the below questionnaire, save it as a separate document, and email it to [leanne@mauib.com](mailto:leanne@mauib.com) and cc: [Samantha.tsui@anthologygroup.com](mailto:Samantha.tsui@anthologygroup.com). This form is intended to give us a greater understanding of your story assignment(s) and preferences so we can make your experience on Maui productive and enjoyable.

**Important Note:** Due to the volume of requests, if you are submitting this questionnaire within six (6) weeks of your desired travel dates, your request may not be given full consideration. In working with our Island Chapters, members, and industry partners, MVCB/HVCB requires adequate time for evaluation and coordination of all travel logistics.

Mahalo!

PERSONAL INFORMATION

\* Asterisk Denotes Mandatory Field

- 1. Name\*: \_\_\_\_\_
- 2. Title: \_\_\_\_\_
- 3. Company: \_\_\_\_\_
- 4. Address 1\*: \_\_\_\_\_
- 5. Address 2: \_\_\_\_\_
- 6. City\*: \_\_\_\_\_
- 7. State\*: \_\_\_\_\_
- 8. Zip/Postal code\*: \_\_\_\_\_
- 9. Email\*: \_\_\_\_\_
- 10. Phone number\*: \_\_\_\_\_
- 11. Extension: \_\_\_\_\_
- 12. Mobile phone (schedule changes/emergencies)\*: \_\_\_\_\_
  - a. Do you accept Texts?\*  Yes  No
- 13. Will you be traveling with anyone?\*  Yes  No

Note: HVCB only provides travel assistance for qualified media or social media influencers on assignment. If you are planning to travel with a writing partner or photographer, he/she must complete a separate form to be considered for assistance.

Please provide your travel partner's information so we may match up their submission form to this request.

- 1. Name: \_\_\_\_\_
- 2. Relationship (e.g., writing partner, photographer?): \_\_\_\_\_

SECTIONS

The Travel Assistance Questionnaire includes four sections. Please complete all that apply to your specific request. (hyperlinks to sections)

- [Print Publications](#)
- [Websites and/or Blogs](#)
- [Social Media Influencer](#)
- [Broadcast Channels](#)

**PRINT PUBLICATIONS**

If you are a journalist for a print publication, please complete all fields in this section. Any incomplete fields will cause a delay in processing your request.

1. Publication: \_\_\_\_\_
2. Audience: \_\_\_\_\_
3. Circulation: \_\_\_\_\_
4. Demographic Profile: \_\_\_\_\_
5. Date of Publication: \_\_\_\_\_
6. Digital Version of Publication: \_\_\_\_\_
7. Additional Outlets: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

[Information about submitting sample works](#)

**WEBSITES AND/OR BLOGS**

If you are a journalist representing websites and/or blogs, please complete all fields in this section. Any incomplete fields will cause a delay in processing your request.

1. Name of website/blog: \_\_\_\_\_
2. URL of website/blog: \_\_\_\_\_
3. On average, how many unique visitors does your website receive monthly? \_\_\_\_\_  
 (e.g., unique visitors defined as the total traffic to a website counting each visitor only once within a monthly timeframe.)
4. Is your site/section part of a larger network? (e.g., About.com).  Yes  No
5. If so, how many unique visitors does your site/section average a month? \_\_\_\_\_
6. How do you attract visitors to your site?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
7. How would you classify your website? (e.g., consumer travel, budget, retail) \_\_\_\_\_
8. If your site covers more than travel, what percentage of your site is specifically regarding travel? \_\_\_\_\_%
9. What tool do you use to track website visitation? \_\_\_\_\_  
 (e.g., Google Analytics. Include screen grabs from the past three months.)
10. Will your coverage include a link to gohawaii.com?  Yes  No
11. How long will coverage of Hawaiʻi remain on your site? \_\_\_\_\_
12. Does the site/s have social media channels?

**Facebook**

URL: \_\_\_\_\_  
 Page Likes (as of submission date): \_\_\_\_\_

**Twitter**

URL: \_\_\_\_\_  
 Followers (as of submission date): \_\_\_\_\_

**Instagram**

URL/handle: \_\_\_\_\_  
 Followers (as of submission date): \_\_\_\_\_

**Pinterest**

URL: \_\_\_\_\_  
 Followers (as of submission date): \_\_\_\_\_

**YouTube**

URL: \_\_\_\_\_  
 Subscribers (as of submission date): \_\_\_\_\_

**Google+**

URL: \_\_\_\_\_

Followers (as of submission date): \_\_\_\_\_

13. List any awards received or recognition from a third party for your website or blog:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

14. Additional blog or website: \_\_\_\_\_

15. Additional blog or website URL: \_\_\_\_\_

**SOCIAL MEDIA INFLUENCER**

If you are a social media influencer or represent personal media channels, please complete all fields in this section. Any incomplete fields will cause a delay in processing your request.

1. Do you have a specific location or theme that you're planning to explore in your social posts?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. List any existing relationships with other travel destinations, organizations, or brands.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. What are your social media channels

**Facebook**

URL: \_\_\_\_\_

Page Likes (as of submission date): \_\_\_\_\_

**Twitter**

URL: \_\_\_\_\_

Followers (as of submission date): \_\_\_\_\_

**Instagram**

URL/handle: \_\_\_\_\_

Followers (as of submission date): \_\_\_\_\_

**Pinterest**

URL: \_\_\_\_\_

Followers (as of submission date): \_\_\_\_\_

**YouTube**

URL: \_\_\_\_\_

Subscribers (as of submission date): \_\_\_\_\_

**Google+**

URL: \_\_\_\_\_

Followers (as of submission date): \_\_\_\_\_

**Other(s)**

URL: \_\_\_\_\_

Community size (as of submission date): \_\_\_\_\_

**Other(s)**

URL: \_\_\_\_\_

Community size (as of submission date): \_\_\_\_\_

**BROADCAST CHANNELS**

If you are a journalist for a broadcast program, please complete all fields in this section. Any incomplete fields will cause a delay in processing your request.

1. Title (Please list all networks applicable): \_\_\_\_\_
2. Network/Station: \_\_\_\_\_
3. Length of Show (i.e., 1/2 hour, 1 hour): \_\_\_\_\_
4. Will Hawaiʻi be a whole episode or segment? \_\_\_\_\_
5. If a segment, how long will it be? \_\_\_\_\_
6. Viewership per episode/show? (not household numbers) : \_\_\_\_\_
7. Audience: \_\_\_\_\_
8. Demographic Profile: \_\_\_\_\_
9. Air Date: \_\_\_\_\_
10. Number of crew traveling to Hawaiʻi: \_\_\_\_\_
11. Will you be hiring local crew?  Yes  No

**SAMPLE WORKS**

1. **Print journalists**, please email a link of the publication you are on assignment for, links to recently published travel stories, and a letter of assignment. If links aren't possible, please email PDFs.
2. **Broadcast productions**, please forward a link to the show/program being brought to Hawaiʻi and a letter of assignment. If a link isn't available, please send two DVD copies.

Please forward the above items to:

**Leanne Pletcher**

Maui Visitors and Convention Bureau

1727 Wili Pa Loop

Wailuku, HI 96793

[leanne@mauivb.com](mailto:leanne@mauivb.com)

*Please Copy:*

**Samantha Tsui**

Account Supervisor

Anthology Marketing Group

1003 Bishop St., 9<sup>th</sup> Floor

Honolulu, HI 96813

[Samantha.Tsui@AnthologyGroup.com](mailto:Samantha.Tsui@AnthologyGroup.com)

TRAVEL ASSISTANCE REQUESTS

- 1. Are you seeking assistance with transpacific airfare? Yes No

If yes, please list your preferred departure city. If no, please provide your final flight itinerary

- 1. Preferred Departure City/Airports \_\_\_\_\_

- 2. Dates of Visit – Lānaʻi: Arrival: \_\_\_\_\_ Departure: \_\_\_\_\_

- 3. Are you seeking assistance with hotel accommodations? Yes No

Please list any special requests or requirements. Please note any accommodations that have already been secured and any hotel properties that you have directly contacted.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- 4. Are you seeking assistance with activities? Yes No

Please list any specific activities you would like to experience (soft adventure/ecotourism, Hawaiʻi cuisine, golf, romance/honeymoon, relaxation/rejuvenation, women, family, mature/seniors) and people you wish to interview, etc.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- 5. Are you seeking assistance with ground transportation? Yes No

All normal driver qualifications will apply, including minimum age (25), a valid driver's license, and a major credit card. If applicable, please denote anything regarding your ability to drive a car that you feel we should be aware of.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- 6. Do you have any other special requests or comments? Yes No

Please note any special requests or personal preferences not already addressed in this questionnaire that you feel we should be aware of.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

TRAVEL COVERAGE AND ASSIGNMENT

1. Please indicate whom you intend to credit in your story and how you intend to credit them (i.e. editorial mention, sidebar, photos, etc.):

- Accommodations                      Type of coverage: \_\_\_\_\_
- Activities                                      Type of coverage: \_\_\_\_\_
- Restaurants                                      Type of coverage: \_\_\_\_\_

Please describe your story assignment angle in detail:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2. Have you, or do you plan to contact other Island Chapters for a visit to Hawaiʻi? Yes No

If yes, which Island Chapter(s)?

- Hawaiʻi Visitors and Convention Bureau
- Kauaʻi Visitors Bureau
- Oʻahu Visitors Bureau
- Maui Visitors and Convention Bureau
- Molokaʻi Visitors Bureau
- Big Island Visitors Bureau

HVCB ASSISTANCE DISCLAIMER

I am aware of the Federal Trade Commission's "Guides Concerning the Use of Endorsement and Testimonials in Advertising" effective December 1, 2009. I understand and will make every effort to comply with FTC guidelines to inform my audience that this visit was sponsored and/or assisted by the Hawaiʻi Visitors and Convention Bureau.

\_\_\_ **Please initial to acknowledge the above statement.**

All media and social media influencers receiving travel assistance to the Hawaiian Islands from the Hawaiʻi Visitors and Convention Bureau (Central and Island Chapters) are required to complete a Waiver and Release Form.

Thank you for taking the time to complete this questionnaire.

Mahalo,  
MVCB Media Team

For MVCB Media Team use only:

Date Submitted \_\_\_\_\_

Date Approved \_\_\_\_\_

Approved by \_\_\_\_\_