



The 3rd Asia Travel Mission
May 23 – 29, 2012

ASIA TRAVEL MISSION 2012 -- ITINERARY (as of December 26, 2011)

Wednesday, May 23 – Travel Agent Seminar & VIP Reception (Westin Chosun Hotel)

Please plan to arrive in Seoul on May 22.

- 8:00 Korea Market Briefing (Venue: PDR Room / Westin Chosun Hotel)
The Korea Market briefing is designed to update you on Korea market conditions and introduce the travel mission schedule. This will be an informal session with time for questions and answers.
- 8:30 PowerPoint/AV Presentation Check
- 9:30 Coffee Break & Networking
- 9:45 Group Photo Session for Hawai'i participants
- 10:00-12:00 Hawai'i Training Seminar – 7-minute PowerPoint presentation
Attendance: working level managers from key Seoul and Busan wholesalers, major retail agents and MICE planners.
- For participants conducting a PowerPoint presentation at the seminar, Hawai'i Tourism Korea (HTK) will provide a PowerPoint template (maximum 3~5 slides) for each participant to input and lay out presentation contents. Hawai'i Tourism Korea will integrate all participants' presentations together into the same format to ensure a smooth and comprehensive training session.*
- The event will be set up in classroom style with each Hawai'i participant given 7 minutes to make a presentation using PowerPoint, video, DVD or other AV materials. Your presentation should be educational, entertaining, and should help support Korean travel agents in developing new Hawai'i tour programs. You may include giveaways if you like. Please feel free to discuss your presentation content with HTK to ensure that you meet the needs of our key Korea partners.*
- Hawai'i Seller booths will also be set up in the seminar room to allow detailed communication with participants using prepared collaterals and giveaways.*
- 12:00–13:30 Networking luncheon with travel agents (Orchid Room)
Entertainment and prizes will be provided.
- 13:30-15:30 Hawai'i Training Seminar continues
- 15:30-17:00 Seminar concludes
- 18:30 – 21:00 Aloha VIP Reception (Venue: Orchid Room)
HTK will invite top executives of the major travel agents, airlines, industry partners, trade media and tour operators with an opportunity to mingle and network. Entertainment and prizes will be provided.

Thursday, May 24 – Travel Mart (Orchid Room / Westin Chosun Hotel)

- 08:00 Booth Set-up
- 09:30 Coffee Break & Networking
- 10:00-12:00 Trade Mart by invitation only: Pre-scheduled appointments with major wholesale/retail product managers/staff from the leading travel agencies in Seoul & Busan
- Business sessions:*
- *The venue will be set up with a table for each participant*
 - *Wireless Internet will be set up*
 - *Power for your laptop computer will be provided*
 - *Buyers will be scheduled to meet each participant for 14 minutes*
 - *Giveaways are recommended to be given to agents individually during the meeting with each travel agent.*
- 12:00 – 13:30 Networking luncheon with the travel agents (PDR Room)
Prizes will be provided.
- 13:30 – 15:00 Business Session continues: Trade Mart by invitation only
- 15:00-15:10 Coffee Break
- 17:30 Travel Mart concludes & Debriefing Session

Friday ~ Sunday, May 25~27, Depart for Hangzhou, China

Asiana Airlines has daily service from Incheon Int'l Airport to Hangzhou Xiaoshan Int'l Airport by Flight OZ359, departure at 12:40 and arrival at 14:00.

Sunday, May 27 - China Market Briefing and Welcome Dinner for Hawai'i Participants

Please plan to arrive in Hangzhou by May 27 noon.

***Hawai'i Tourism China(HTC) has changed the format of the China portion of the Asia Mission 2012. HTC will invite travel agents from Beijing, Shanghai and Guangzhou to Hangzhou instead of covering two cities in an overly tight schedule. All participating travel agents will stay overnight for different events, ensuring a captive audience and 100% participation. This new format will provide a more effective opportunity in a more relaxed atmosphere for both Hawai'i participants and participating travel agents for presentations and seminars.**

***Hangzhou is the most beautiful and elegant city in the world!
– by Marco Polo**

- 16:00 Meet at the hotel lobby of the JW Marriott Hotel Hangzhou
- 16:30 – 17:30 China Market Briefing, Q & A (Venue: Meeting Room 6, 3rd Floor, JW Marriott Hotel Hangzhou)

The China Market briefing is designed to update you on China market conditions and introduce the Mission schedule. This will be an informal session with time for questions and answers.

- 17:30 – 18:00 Hawai'i participants check collaterals and the ballroom at JW Marriott Hotel Hangzhou
- 18:30 – 20:00 Welcome Dinner (Venue: Weizhuang Restaurant No.10-12 Yanggongti, Xihu District, Hangzhou) HTC will provide bus transfer for delegates.
- 20:00 Hangzhou tour: Impression West Lake show (Sponsored by America Int'l Travel Service)

Monday, May 28 - Travel Agent Seminar and Aloha Dinner Reception

- 08:00 PowerPoint/AV Presentation Check / Booth Set-up
- 09:00 Group Photo Session for Hawai'i participants
- 09:15 – 09:45 Coffee Break & Networking
- 09:45-12:00 Hawai'i Training Session – 15 minutes (TBD) PowerPoint presentation
Attendance: working-level managers from *China wholesalers, retail agents and MICE planners.*

For participants conducting a PowerPoint presentation at the seminar, Hawai'i Tourism China will provide a PowerPoint template for each participant to input and lay out their own presentation contents. Hawai'i Tourism China will integrate all participants' presentations into the same format in order to ensure a smooth and comprehensive training session.

The event will be set up in classroom style with each Hawai'i participant given up to 15 minutes (TBD) to make a presentation using PowerPoint, video, DVD or other AV materials. Your presentation should be educational, entertaining, and help support China travel agents in developing new Hawai'i tour programs. You may include giveaways if you like. Please feel free to discuss your presentation content with HTC to ensure that you meet the needs of key China partners.

- 12:00 – 13:30 Networking luncheon with the participating travel agents
- 13:30-15:30 Hawai'i Training Seminar continues
- 15:30-17:00 Seminar concludes
- 18:00 – 20:30 Aloha Dinner Reception (Venue: JW Marriott Hotel Hangzhou Ballroom B)
HTC will invite top executives of the major travel agents, airlines, industry partners, trade media and tour operators for an opportunity to mingle and network. Entertainment and prizes will be provided.

Tuesday, May 29 – Travel Mart (JW Marriott Hotel Hangzhou)

- 08:00 Booth Set-up
- 08:45 Coffee Break & Networking
- 09:00-12:00 Trade Mart for the participating travel agents: Pre-scheduled appointments with the participating major wholesale/retail product managers/staff from the leading travel agencies in China
- Business sessions:*
- *The venue will be set up with a table for each participant*
 - *Wireless Internet will be set up*
 - *Power for your laptop computer will be provided*
 - *Buyers will be scheduled to meet each participant for 15 minutes (TBD)*
 - *Giveaways are recommended to be given to agents individually during the meeting with each travel agent.*
- 12:00 – 13:30 Networking luncheon with the travel agents (Venue: Asia Bistro, 1st Floor, JW Marriott Hotel Hangzhou)
- 13:30 – 17:00 Business Session continues: Trade Mart by invitation only
- 15:00-15:15 Coffee Break
- 17:30 Travel Mart concludes & Debriefing Session
- 19:30 Bus transportation from Hangzhou to Shanghai will be provided for Hawai‘i participants who continue travel to Shanghai

VENUES

Seoul, Korea

Market Briefing & Travel Agent Seminar (8am ~ 5pm, May 23, Wednesday)
Venue: PDR, Westin Chosun Hotel

Aloha VIP Reception (6:30pm ~ 9pm, May 23, Wednesday)
Venue: Orchid Room, Westin Chosun Hotel

Travel Mart (10am ~ 5pm, May 24, Thursday)
Venue: Orchid Room, Westin Chosun Hotel

Hangzhou, China

Market Briefing & Welcome Group Dinner (16:00 ~ 20:00, May 27, Sunday)

Venue: JW Marriott Hotel Hangzhou & Weizhuang Restaurant, Yanggongti, Hangzhou

Travel Agent Seminar (08:00 ~ 17:00, May 28, Monday)

Venue: JW Marriott Hotel Hangzhou

Aloha Dinner Reception (18:00 ~ 20:30)

Venue: JW Marriott Hotel Hangzhou

Scheduled Appointment Travel Mart (08:00 ~ 17:00, May 29, Tuesday)

Venue: JW Marriott Hotel Hangzhou

PARTICIPATION FEE

The participation fee for the 3rd Asia Travel Mission is \$5,800 for Seoul, Korea and Hangzhou, China. The fee covers 2 cities with no additional delegate charge. Hawai'i Tourism Asia will accept check-only payment for all events. Please note that all checks must be made out precisely to "AVIAREPS Marketing Garden (Holdings) Ltd." – otherwise HSBC in Hong Kong will reject your check. If you have any questions about the payee name, please contact us prior to sending the check.

\$5,800 for all events in 2 cities (Seoul & Hangzhou)

\$3,000 for Korea-only participation (Seoul)

\$3,500 for China-only participation (Hangzhou)

Note: There will be no charge for additional delegates

The fee for the Korea events covers:

- All facilities for events included in the itinerary
- Market update briefing by Hawaii Tourism Korea in Seoul on May 23
- Audio visual equipment for presentations during Agent Training Seminar in Seoul on May 23
- Agent Training Seminar luncheon in Seoul on May 23
- Aloha VIP Reception in Seoul on May 23
- Scheduled appointment Travel Mart in Seoul on May 24
- Networking lunch with travel mart participating agents in Seoul on May 24

The fee for the China events covers:

- All facilities for events included in the itinerary
- Market Briefing and Welcome Group Dinner in Hangzhou on May 27
- Hangzhou tour: Impression West Lake show on May 27 (Sponsored by America Int'l Travel Service)
- Audio visual equipment for presentations during Agent Training Seminar in Hangzhou on May 28
- Wireless internet access at JW Marriott Hangzhou or Courtyard By Marriot Hangzhou Wulin
- Agent Training Seminar in Hangzhou on May 28
- Networking luncheon with travel mart participating agents in Hangzhou on May 28
- Aloha Dinner Reception in Hangzhou on May 28
- Scheduled appointment Travel Mart in Hangzhou on May 29
- Networking lunch with travel mart participating agents in Hangzhou on May 29

YOUR INVESTMENT

- While we will ensure an attentive audience, we need your professional assistance to provide you with the best return on investment
- Please adhere to essential deadlines
- Ensure you prepare a promotional DVD or MPEG
- Keep presentations within the stated time limit
- To ensure there are no last minute problems, we request that participants plan to arrive in Seoul and Hangzhou no later than the arrival cut-offs stated in the itinerary above

ACCOMMODATIONS

KOREA: Hawai'i Tourism Korea has negotiated a special room rate at Westin Chosun Hotel, Lotte Hotel Seoul and The Plaza Hotel; the hotels are located adjacent to each other in downtown Seoul, close to most major travel trade.

Seoul:

- Westin Chosun Hotel:
KRW240,000+21% (10% Service Charge & 11% VAT) for Room Only
KRW270,000+21% with Breakfast
KRW22,000 for Internet per night
*Hotel Contact: Mr. Daniel Kim, Account Director, Room Sales
hunny@chosunhotel.co.kr, Tel: 82 2 317 0457, Mobile: 82 10 8911 2123

- Lotte Hotel Seoul:
KRW240,000+21% (10% Service Charge & 11% VAT) for Room Only
KRW267,000+21% with Breakfast
Internet Access – Free of Charge
*Hotel Contact: Ms. Cecilia Chung, Sales Manager
bkchung@hotellotte.co.kr, Tel: 82 2 759 7549, Mobile: 82 10 4661 0329

- The Plaza Hotel:
KRW240,000+21% (10% Service Charge & 11% VAT) for Room Only
KRW266,620+21% with Breakfast
Internet Access – Free of Charge
*Hotel Contact: Ms. Jinny Choi, Sales Manager
Jinny7246@hanwha.co.kr, Tel: 82 2 310 7246, Mobile: 82 10 3762 0310

CHINA: Hawai'i Tourism China has negotiated a special room rate at the JW Marriott Hangzhou and at the Courtyard By Marriot Hangzhou Wulin (the 2 hotels are connected to each other) in Hangzhou as follows:

Hangzhou:

- JW Marriott Hangzhou:
RMB 1,000 (including 1 International Breakfast) + 15% service charge
Internet Access – Charge waived
*Hotel Contact: Ms. Michelle Xia, Senior Sales Center Manager
Michelle.xia@marriott.com, Tel: +86 8981 7777, Mobil: +86 138 5170 6659

- Courtyard By Marriot Hangzhou Wulin:
RMB 700 (including 2 International Breakfast) + 15% service charge
Internet Access – Charge waived
*Hotel Contact: Ms. Michelle Xia, Senior Sales Center Manager
Michelle.xia@marriott.com, Tel: +86 8981 7777, Mobil: +86 138 5170 6659

PRIZES

Korea (May 23 - 24):

Hawai'i Tourism Korea requests that each participating organization bring 3 lucky draw prizes for the Agent Seminar, Aloha VIP Reception, and the Travel Mart (e.g. Hotel accommodation certificates, airline tickets, gifts with company logo, etc.).

China (May 28 - 29)

Hawai'i Tourism China requests that each participating organization bring 2 lucky draw prizes for the Agent Seminar, Aloha Dinner Reception (e.g. Hotel accommodation certificates, airline tickets, gifts with company logo, etc).

* We recommend that each participant bring enough giveaways for travel agents participating in the Hawai'i agent training seminars and travel marts. HTK and HTC will be happy to include any giveaways in the Hawai'i packet, which will be distributed during the Asia Mission functions.

BROCHURE SHIPMENTS

Korea (May 23~24):

There will not be a need for large supplies of collaterals, but if you would like to give out brochures or collaterals to all of the participants, please prepare 300 copies. In case of loss or damage, please bring highly valuable giveaways with you.

Please ship brochures or collaterals in advance directly to the Westin Chosun Hotel at:

Westin Chosun Hotel

87 Sogong-dong, Jung-gu, Seoul, 100-070, Korea

Tel: 82 2 317 0353 / Mobile: 82 10 4070 6670 / Email: edward007@chosunhotel.co.kr

Attention: Mr. Edward Lee, Account Director

If you have any questions or problems regarding your brochure shipments, please feel free to contact Mr. Edward Lee at the Westin Chosun Hotel. Each shipment must be accompanied by a pro forma invoice showing **a maximum commercial value of under \$100, and stating that the items are not for commercial use but for promotional use only. Please declare and indicate a value of contents under \$100.**

Please also make sure that you state the following on your shipment; <Title: Hawaii Travel Mission>, <Attention: Mr. Edward Lee, Westin Chosun Hotel>, <Name of Participant>, and <Quantity of Brochures>.

BROCHURE SHIPMENTS MUST ARRIVE IN KOREA by May 4, 2012 if they are to be included in Mission events.

Hangzhou, China (May 28 - 29):

Please ship your brochures and collaterals in advance directly to JW Marriott Hangzhou at:

JW Marriott Hangzhou

28 Hushu South Road, Hangzhou, China 310006, P.R. China

Tel: +86 8981 7777, Mobil: +86 138 5170 6659 / Email: Michelle.xia@marriott.com

Attention: Ms. Michelle Xia, Senior Sales Manager

Please mark the value of your shipment under \$70 and indicate that the products are For Promotional Use Only with No Commercial Value.

BROCHURE SHIPMENTS MUST ARRIVE IN HANGZHOU by May 4, 2012

DRESS CODE

Smart casual business attire (Aloha attire with jacket for the VIP Receptions) will be fine for all functions and activities.

QUESTIONS & INQUIRIES

All correspondence for the Asia Travel Mission should be addressed to:

Hawai'i Tourism Korea Office:

Julia Koo

PR & Marketing Manager, Hawai'i Tourism Korea

14F Donghwa Bldg., 58-7, Seosomun-dong, Joong-gu, Seoul, 100-736, Korea

Tel: 82 2 777 0033 / Fax: 82 2 777 8179 / Cell: 82 10 4272 5929 / E-mail: jkoo@aviareps.com

Hawai'i Tourism China, Shanghai Office:

David Sun

Marketing Director, Hawai'i Tourism China

Suite B, 18F JingAn New Century Plaza, 188 Wujiang Road, Shanghai 200041, China

Tel: 86 10 6359 1523 / Fax: 86 21 6359 1571 / Cell: 86 13601628803 / E-mail: dsun@aviareps.com

PRE & POST-SEMINAR OPPORTUNITIES

Hawai'i Tourism Asia will be happy to arrange appointments with key wholesalers in Seoul and Shanghai if you decide to come earlier or stay longer. Please contact Ms. Julia Koo at HTK, Mr. David Sun at HTC Shanghai for assistance.

DEADLINES & PAYMENTS

Registration:

January 31, 2012

Please fill out the attached application form and fax/email to Hawai'i Tourism Asia as follows:

Organizations joining both Korea and China, or Korea only, please forward your completed application form to Julia Koo in the Hawai'i Tourism Korea office

Fax: 82 2 777 8179, Email: jkoo@aviareps.com

Organizations joining China only, please forward your completed application form to David Sun in the Hawai'i Tourism China Shanghai office

Fax: 86 21 6359 1571, Email: dsun@aviareps.com

Payment:

February 29, 2012

Please make checks out to:

AVIAREPS Marketing Garden (Holdings) Ltd.

Note that the above payee name must be exactly as shown on each check in order to ensure your check is not returned by HSBC in Hong Kong.

Participating organizations who participate in both Korea and China please send your check to Ms. Julia Koo of the HTK Seoul Office by February 29, 2012

Participating organizations which will participate in China-Only please send your check to Mr. David Sun of HTC Shanghai Office by February 29, 2012

Upon request, an invoice will be issued.

Brochure Shipment:

Must arrive in Seoul by **May 4, 2012**

Must arrive in Hangzhou by **May 4, 2012**

Please advise once you have shipped your brochures.

Presentation Materials:

Must be sent via email to the HTK Seoul and HTC Shanghai offices by **April 20, 2012**

Cancellation Policy:

Before February 29, 2012: 50% refund will be made.

After February 29, 2012: No refunds can be made.

Please note that the venue of the Seoul events will be re-confirmed in January.

Please note Hawai'i Tourism Asia reserves the right to limit and/or select participants for the Asia Travel Mission, in order to maximize the effectiveness of this HTA initiative.