

2017 Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	COST
TRADESHOWS			
ITB, Berlin	8 th – 12 th March 2017	<ul style="list-style-type: none"> > 185 countries exhibit through 10,000 exhibitors > 850 qualified top buyers attend > 23,000 convention visitors > 50,000 private visitors > 115,000 trade visitors HTE will exhibit within the Brand USA pavilion and will provide one schedule of trade and media appointments for HTA.	Estimated cost \$5,000 - TBC based on numbers of participants <i>To express interest please contact:</i> katharina@lieb-management.de
TRADE FAMILIARTIZATION TRIPS (FAMS)			
UK, Ireland and Scandinavia Luxury FAM	May (tbc) <i>Pending final confirmation from partner airline</i>	HTE will co-ordinate and host a group fam trip for six to eight decision-makers who will visit a minimum of three islands. The itinerary will include site inspections, which can be based around hosted meals in the morning and lunch-time, with afternoons reserved for activities. The trip will target the luxury market within Europe and will feature high end operators. The islands to be visited will be O'ahu, Maui & Hawai'i – we would be focusing on luxury and high end resorts exclusively to showcase the luxury market to our operators.	HTE kindly request support with fully hosted accommodation, meals, tours, activities, inter-island flights and transportation <i>To express interest please contact:</i> rosinaw@hillsbalfour.com alex@hillsbalfour.com
Germany & Switzerland: Group decision-maker fam trip	April 2017 <i>Pending final confirmation from partner airline</i>	HTE will co-ordinate and host a group fam trip for 5-6 decision-makers who will visit a minimum of three islands. The itinerary will include site inspections, which can be based around hosted meals in the morning and lunch-time with afternoons reserved for activities. We are currently working on two options: *United Airlines – Kaua'i, Hawai'i, Maui (& Moloka'i) → The themes will be The Hawaiian Islands – Natural Beauty & Outdoor Activities. *Asiana Airlines (via Seoul) – O'ahu, Kaua'i and possibly Hawai'i (depends on the length of stop-over in Seoul) → The themes will be The Hawaiian Islands – Culture, Nature & Outdoor Activities	HTE kindly request support with fully hosted accommodation, meals, tours, activities and transportation <i>To express interest please contact: katharina@lieb-management.de</i>
UK & Scandinavia: Sales agent fam trip	December 2017 <i>Pending final confirmation from partner airline</i>	HTE will co-ordinate and host a group fam trip for nine sales agents who will visit a minimum of two islands. The itinerary will include site inspections, which can be based around hosted meals in the morning and lunch-time with afternoons reserved for activities. The trip will target sales agents from volume driving tour operators. The group will visit O'ahu, Kaua'i and Maui.	HTE kindly request support with fully hosted accommodation, meals, tours, activities and transportation <i>To express interest please contact:</i> rosinaw@hillsbalfour.com alex@hillsbalfour.com
Germany & Switzerland: Sales agent fam trip	September 2017	HTE will co-ordinate and host a group fam trip for six sales agents who will visit a minimum of three islands. The itinerary will include site inspections, which can be based around hosted meals in the morning and lunch-time with afternoons reserved for activities. The trip will target sales agents from tour operators.	HTE kindly request support with fully hosted accommodation, meals, tours, activities and transportation <i>To express interest please contact: katharina@lieb-management.de</i>

		The group will visit O'ahu, Hawai'i and Kaua'i and the theme will be The Hawaiian Islands: Nature & Outdoor Activities/soft adventure.	
Knecht Reisen (Switzerland) – Mega Fam	September/October 2017	<p>Knecht is one of our key TO partners in Switzerland. They will promote and extend their Hawai'i product and want to make sure that their agents are well trained.</p> <p>Islands to be visited: all agents will meet on O'ahu, groups of agents will be split and visit all other islands</p> <p>Theme: Hawai'i – Fall in love and spread the magic...</p> <p>Participants: 60-70</p> <p>Deliverables: We expect Knecht to extend their product by 10 new hotels. We expect an increase of bookings by 15% (until March 2018)</p>	<p>HTE kindly request support with fully hosted accommodation, meals, tours, activities and transportation</p> <p><i>To express interest please contact: katharina@lieb-management.de</i></p>
Europe: Adhoc fam trips for product managers & sales agents	Ongoing	To maximize first hand product knowledge and budgets, HTE will endeavor to assist the trade with individual fam trips to Hawai'i on request and if sufficient notice is provided.	<p>HTE kindly request support with fully hosted accommodation, meals, tours, activities and transportation</p> <p><i>To express interest please contact:</i> rosinaw@hillsbalfour.com alexp@hillsbalfour.com & katharina@lieb-management.de</p>
TRAVEL TRADE EDUCATION			
MCI Incentive agencies FAM 2017	9 th to 14 March 2017	<p>MCI Europe team is arranging a FAM trip focusing on incentive agencies to showcase the Hawaiian Islands. We would be looking to attract the top agencies, incentive houses, corporate travel agents across Europe for the trip.</p> <p>This dedicated FAM will showcase the Hawaiian Islands to the MCI market creating networking opportunities, lead generation opportunities for the partners involved and an opportunity to educate the attendees on the Hawaiian product.</p> <p>Islands included: O'ahu, Mau'i, Kaua'i, Hawai'i</p> <p>Attendees: 10 operators – 1 press</p>	<p>HTE kindly request support with fully hosted accommodation, meals, tours, activities and transportation</p> <p><i>To express interest please contact:</i> lindseyt@hillsbalfour.com</p>
Aloha Europe 2017	October 2017	<p>This year, the European Tour will focus on key cities in the UK. We will focus on the key regions in the UK to visit our volume driving operators. Cities will include London, Manchester, Glasgow and Dublin.</p> <p>Key objectives:</p> <ul style="list-style-type: none"> • Train sales agents on The Hawaiian Islands focusing on key USP's • Introduce stakeholders to tour operator decision-makers & give the opportunity to meet on a one to one basis • Introduce stakeholders to key media to share new product developments on-island as well as individual product related • Generate media coverage • Bring The Hawaiian Islands to Europe 	<p>Participation fee: TBC</p> <p>Space is limited to 12 partners</p> <p>Please note that the following will not be included in the participation fee:</p> <ul style="list-style-type: none"> - International flights to Europe - Accommodation - Meals - Insurance - Shipping of any materials <p><i>To express interest please contact:</i> rosinaw@hillsbalfour.com alexp@hillsbalfour.com katharina@lieb-management.de</p>
Trade e-newsletters	Quarterly	Compilation and distribution of the latest news, product development, up and coming events, selling tips, quirky facts	<ul style="list-style-type: none"> • Product development news • Rare wildlife sightings and

		<p>and sales incentives to tour operators and travel agents.</p> <p>2017 schedule (distribution dates subject to slight change based on the most appropriate time for trade and in accordance with receipt prior to key sales periods):</p> <table border="1"> <thead> <tr> <th>2017 Edition</th> <th>Deadline</th> <th>Theme</th> <th>Distributed</th> </tr> </thead> <tbody> <tr> <td>January - March</td> <td>5th February</td> <td>The Year ahead</td> <td>25th February</td> </tr> <tr> <td>April – June</td> <td>30th April</td> <td>Festivals and what to watch out for</td> <td>19th May</td> </tr> <tr> <td>July – September</td> <td>20th July</td> <td>Hawaiian culture</td> <td>29th August</td> </tr> <tr> <td>October – December</td> <td>20th November</td> <td>Multi-theme and dates for 2018</td> <td>12th December</td> </tr> </tbody> </table>	2017 Edition	Deadline	Theme	Distributed	January - March	5 th February	The Year ahead	25 th February	April – June	30 th April	Festivals and what to watch out for	19 th May	July – September	20 th July	Hawaiian culture	29 th August	October – December	20 th November	Multi-theme and dates for 2018	12 th December	<p>accompanying imagery</p> <ul style="list-style-type: none"> Local events for the following quarters to allow time for tour operators to create packages Fashion updates Quirky facts Hawaiian character profiling Agent incentives <p><i>To express interest please contact:</i> alex@hillsbalfour.com</p>
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Trade gifts	Ongoing	<p>Opportunities to showcase products to leading tour operators and travel agents across Europe. This is great for sales agent session, product manager meetings and also meeting the media throughout the year.</p> <p>These could include VIP amenity packs, bathroom robes, arts and crafts, local fashion, jewelry, biscuits / chocolates etc.</p>	<p>HTE kindly requests any products that can be used as gifts to present to the trade during events and meetings.</p> <p><i>To express interest please contact:</i> alex@hillsbalfour.com katharina@lieb-management.de</p>																				
PUBLIC RELATIONS																							
UK & Scandinavia: Group media fam trip	TBA 2017	<p>Targeting five key journalists from national newspapers (both print and digital) and magazines from the UK and Scandinavia in order to develop larger media exposure across a varied spectrum of publications.</p> <p>The group will visit O’ahu, Maui and Lana’i and the theme will be Culture Vultures. Post trip options: Hawai’i or Moloka’i.</p>	<p>HTE kindly request support with hosted accommodation, meals, tours, activities and transportation.</p> <p><i>To express interest please contact:</i> jasminer@hillsbalfour.com</p>																				
Germany & Switzerland: Group media fam trip	October 2017	<p>Targeting five key journalists from national newspapers (both print and digital) and magazines from Germany & Switzerland in order to develop larger media exposure across a varied spectrum of publications.</p> <p>The group will visit O’ahu, Maui and Hawai’i Island and the theme will be The Hawaiian Islands: Culinary. Post trip options: Lana’i or Moloka’i.</p>	<p>HTE kindly request support with hosted accommodation, meals, tours, activities and transportation.</p> <p><i>To express interest please contact:</i> sabrina@lieb-management.de</p>																				
France & Italy: Group media fam trip	2017	<p>Targeting five key journalists from national newspapers (both print and digital) and magazines from the UK and Scandinavia in order to develop larger media exposure across a varied spectrum of publications.</p> <p>The group will visit O’ahu, Kaua’i and Hawai’i. The theme will be The Hawaiian Islands: Romance & Nature.</p>	<p>HTE kindly request support with hosted accommodation, meals, tours, activities and transportation.</p> <p><i>To express interest please contact:</i> jasminer@hillsbalfour.com</p>																				
Europe: Individual journalist & digital influencers trips	Ongoing	HTE to target individual journalists and digital influencers to develop media coverage across top tier publications and broadcast outlets.	HTE kindly request support with hosted accommodation, meals, tours, activities and transportation.																				

			<i>To express interest please contact: jasminer@hillsbalfour.com sabrina@lieb-management.de</i>
Europe: Celebrity press trip	TBC	HTE to work with two celebrities (one from Germany and one from the UK) to produce first person experience pieces and social media coverage from well-known personalities.	HTE kindly request support with hosted accommodation, meals, tours, activities and transportation. <i>To express interest please contact: jasminer@hillsbalfour.com</i>
Europe: Media liaison	Ongoing	HTE will promote industry partners through both proactive and reactive press opportunities to feature within round up opportunities that regularly feature within press.	HTE kindly requests information and lead in rates as and when opportunities arise. <i>To express interest please contact: jasminer@hillsbalfour.com</i>
Europe: Press releases	Ongoing	Opportunities to feature within round up press releases or sample package inclusion within a themed press release.	HTE kindly requests any sample packages or information. <i>To express interest please contact: jasminer@hillsbalfour.com</i>
Europe: Late deals	Ongoing	Opportunities to take part in weekly late deals offering discounts for last minute travel. These late releases will contain offers from tour operators as well as stakeholders and be sent to consumer media in the format of a press release. Ideally they should be themed around a special event taking place in the Islands. They should have a minimum lead-in date of 4 weeks up to 12 weeks. The consumer media often publishes features with offers for travel in one month, two months or three months. The offers are an ideal opportunity for promotion during low-season when there is inventory available to shift	HTE kindly requests any late deals or sales news. <i>To express interest please contact: jasminer@hillsbalfour.com</i>
Editorial gifts	Ongoing	Opportunities to showcase products to leading travel journalists across Europe. These could include VIP amenity packs, bathroom robes, arts and crafts, local fashion, jewelry, biscuits / chocolates etc.	HTE kindly requests any products that can be used as gifts to present to the media during events and meetings. <i>To express interest please contact: jasminer@hillsbalfour.com</i>
Charity promotions	Ongoing	Opportunities to showcase products to guests of charity events across Europe. These could include amenity packs, stationary, gadgets such as phone chargers / selfie-sticks, bags, biscuits / chocolates etc.	HTE kindly requests any products that can be used as gifts to present within goodie bags at charity events. <i>To express interest please contact: jasminer@hillsbalfour.com</i>
CONSUMER PROMOTIONS			
Hawai'i through a Lens	Jan to March 2017	Creation of a multi-faceted campaign encompassing digital media, print, online advertising and tour operators to create interaction with the Hawaiian Islands from core target segments. The campaign aim is to highlight the beauty, diversity and	Competition prizes required comprising accommodation on four islands, inter-island flights and on-island transportation and two activities per island

		culture of the Hawaiian Islands and the many experiences possible through the lens of a camera. Messaging will be communicated through a mix of independent reviews generated by a mix of online and social platforms.	<i>To express interest please contact: rosinaw@hillsbalfour.com alexp@hillsbalfour.com</i>
Competitions	Ongoing	Throughout the year HTE will source the best opportunities to give visibility to The Hawaiian Islands and the stakeholders. This could be through broadcast, print or digital promotion. Exposure will be given to all prize providers as well as access to third party data where consumers opt-in.	Prizes for competition fulfillment made up of accommodation, transport and activities <i>To express interest please contact: rosinaw@hillsbalfour.com alexp@hillsbalfour.com</i>

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