



## 2017 Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	COST
<b>TRADESHOWS</b>			
ITF - International Travel Fair	Nov 2017	[City: Taipei] Largest Annual Travel fair in Taiwan. Est. visitor number in 2016: 400,000	Participation fee: \$1,500 for independent booth, promotion for 4 days & agent sales call arrangements; OR sponsorship of gifts: coupons, logo gifts, etc.
<b>TRADE FAMILIARTIZATION TRIPS (FAMS)</b>			
Travel Trade FAM Trip	Sept 2017	Invite key agents in Taiwan, educate, and assist them in product development and packaging. Key agents to also attend the HTA Tourism Conference.	In-Kind Sponsorships: <ul style="list-style-type: none"> <li>• Hotel Rooms</li> <li>• Meals</li> <li>• Ground Transportation</li> <li>• Flights</li> <li>• Activities / Attractions</li> <li>• Itinerary, etc.</li> </ul>
<b>PUBLIC RELATIONS</b>			
Media FAM Trip	Apr 2017	Selected media partners to film Travel TV show that will air in Taiwan. 6-8 media personnel.	In-Kind Sponsorships: <ul style="list-style-type: none"> <li>• Hotel Rooms</li> <li>• Meals</li> <li>• Ground Transportation</li> <li>• Flights</li> <li>• Activities / Attractions</li> <li>• Itinerary, etc.</li> </ul>
Blogger FAM Trip	Sept 2017	Select 6 bloggers to document and highlight their trip on social media and blogs. Will participate in the Share the Aloha program after the trip.	In-Kind Sponsorships: <ul style="list-style-type: none"> <li>• Hotel Rooms</li> <li>• Meals</li> <li>• Ground Transportation</li> <li>• Flights</li> <li>• Activities / Attractions</li> <li>• Itinerary, etc.</li> </ul>
<b>CONSUMER PROMOTIONS</b>			
Hawai'i Run x Lei Festival	Sept 2017	A 3rd annual running event combined with lei festival in Taiwan.	Participation fee: \$1,500 for a booth or sponsorship for prizes: hotel rooms, flights, activities
Best Hawai'i Couple Online Campaign	Jan to Apr 2017	An online voting platform for consumers to select their favorite "Aloha" couple.	Sponsorship for prizes: <ul style="list-style-type: none"> <li>• Hotel Rooms</li> <li>• Meals</li> <li>• Ground Transportation</li> <li>• Flights</li> <li>• Activities / Attractions</li> <li>• Itinerary, etc.</li> </ul>
Share the Aloha Campaign	Yearlong	Campaign targets return visitors to bring 10 people to Hawai'i so that this person will receive a free trip to Hawai'i.	Up for discussion depending per group

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