



## 2012 Opportunities to Partner (as at 10 Oct 11)

ACTIVITY	DATE	DESCRIPTION	ESTIMATED COST
<b>TRADESHOWS</b>			
<b>Visit USA Expos 2012</b> SYD, MEL, BNE, ADL & AKL	Feb 12	<p>The Visit USA Expos are a series of trade show events run by the Visit USA Organisation to support and promote travel to the United States. HTO and HA will organise a Hawai'i booth as a local exhibitor to promote the Hawaiian Islands to over 1100 Travel Agents in attendance.</p> <p>HTO will represent The Hawaiian Islands as a local exhibitor at the SYD, MEL, BNE, ADL and AKL Expo's.</p>	For those Hawaiian partners interested in sharing a booth with HTO for these Expo's please contact Ashlee to discuss. Booth costs from AU\$1870-2805 inc.GST. For NZ add AU\$825 inc. GST.
<b>Aloha Down Under 2012</b> SYD, Parramatta, MEL, BNE, Gold Coast & AKL	14-18 May 12 (AU) 21 May 12 (NZ)	<p>ADU brings Hawai'i to the Australian and New Zealand travel industry through a series of trade show events in Sydney, Parramatta, Brisbane, Gold Coast, Melbourne and Auckland.</p> <p>This series of events aims to reach approximately 850 Hawai'i specialist travel professionals, primarily retail travel agents, wholesale reservation staff, product and marketing managers.</p> <p>In addition a business "Pow Wow" style workshop ("Hālāwai"), a media networking event and sales calls are scheduled to maximize your time Down Under.</p> <p><b>HTO will send out the "ADU 2012 Partner Invitation" including full details of this opportunity in November 2011.</b></p>	<p>The following are estimates for your budgeting purposes. ADU will continue to incorporate a subsidy from HTO.</p> <p><b>GOLD (NZ &amp; AU) AU\$5830</b> <b>SILVER (AU only) AU\$4950</b> <b>RACKING only AU\$1000</b></p> <p>Prices are in AU\$ and include GST.</p> <p>Please note the following items are NOT included in the participation fees:</p> <ul style="list-style-type: none"> <li>- International airfares</li> <li>- Meals (outside of ADU event catering)</li> <li>- Accommodation (HTO will secure industry rates)</li> <li>- Insurance</li> <li>- Shipping/freighting of brochures</li> </ul>
<b>AIME 2012</b> MEL	21 & 22 Feb 12	<p>Meeting, Convention &amp; Incentive expo in Melbourne.</p> <p><b>HTO will send out the "AIME Partner Invitation" including full details of this opportunity in November 2011.</b></p>	<p>Full details to come.</p> <p>Main contact Rebecca Wall, rwall@hawaiitourism.com.au</p>
<b>TRADE FAMILIARIZATION TRIPS (FAMS)</b>			
<b>The Hawaiian Island Famils</b>	May 12 Jun 12 Nov 12	In 2012 HTO will hold three dedicated famils of approximately 10 Travel Agents and 2 Escorts (HTO and HA/NZ). HTO will work closely on lead-up sales incentives to qualify participants with targeted	In-kind support is integral to the success of this event. HTO request partner sponsorship of accommodation, tours, activities, meals, cocktails,

		wholesale and retail partners. The itineraries are yet to be determined but will include a minimum of two islands with all participants meeting and interacting with partners and learning about the unique Hawaiian culture.	and entertainment.
<b>Retail &amp; Wholesale Famils Ad-Hoc</b>	Ad-Hoc 12	HTO are approached by various retail and wholesale trade partners for Hawai'i famil sponsorship. This presents a great opportunity for travel agents to experience your product first-hand, in order to be better equipped to book it for their clients.	HTO request partner sponsorship of accommodation, tours, activities, meals, cocktails, and entertainment.
<b>TRAVEL TRADE EDUCATION</b>			
<b>Mahalo Month 2012</b>	Offers due Nov 11 for Apr-May 12 travel period	The purpose of Mahalo Month is for the Hawai'i industry to attract in-market travel trade to experience our destination first-hand, and allow them to be more proficient in selling Hawai'i. Organised by HTA, it is designed to be an individual famil for retail agents, tour operator staff and reservation center agents with travel from 1 April-31 May each year.	Please register your interest to be a part of Mahalo Month with HTO and we'll ensure you receive the 'Request for Offers' when released.
<b>Travel Professional E-Newsletter</b>	Bi-Monthly	HTO's monthly Travel Professional E-Newsletter is sent to our Hawai'i Destination Specialists and offers our partners the opportunity to reach over 2000+ Australian/New Zealand travel professionals.  <b>Deadline Distributed</b> Jan/Feb 23-Dec 06-Jan Mar/Apr 17-Feb 02-Mar May/Jun 20-Apr 04-May Jul/Aug 22-Jun 06-Jul Sep/Oct 24-Aug 07-Sep Nov/Dec 26-Oct 09-Nov	If you would like to include content please send your material (a paragraph of copy, URL and image) to Rebecca <a href="mailto:rwall@hawaiiitourism.com.au">rwall@hawaiiitourism.com.au</a> by the material deadline dates outlined.
<b>Discover Hawai'i Guide 2012</b>	Annual	The Discover Hawai'i Guide is HTO's key publication used to promote Hawai'i to trade. Distributed at the Visit USA Expos, Aloha Down Under and all HTO Hawai'i training sessions. Advertising opportunities available. Due for distribution early February 2012.	From US\$800 per ad Please contact Angela White: <a href="mailto:angela@exploremedia.com.au">angela@exploremedia.com.au</a>
<b>Aloha Guide 2012</b>	Annual	The Aloha Guide is Hawai'i's Official International Travel Guide featuring activities and attractions, Hawaii's best shopping centers and a designer fashion guide. HTO distribute this guide direct to consumers.	Please contact Ted Sturdivant: <a href="mailto:ted@alohaconnect.com">ted@alohaconnect.com</a>
<b>PUBLIC RELATIONS</b>			
<b>Visiting Journalist Program - Media Famils</b>	Ongoing	HTO target selected journalists, travel writers and bloggers to visit Hawai'i in order to gain valuable media coverage.	HTO require accommodation, tours and activities support.
<b>Media E-Newsletter</b>	Quarterly	HTO produce a "So Much More Hawai'i" quarterly Media E-Newsletter for key	Please ensure all of your company media releases are

		media professionals to provide them with the latest news and events from Hawai'i.	being sent to HTO.														
CONSUMER PROMOTIONS																	
<b>Ad-Hoc Consumer Promotions</b>	Ongoing	HTO work with selected Australian and New Zealand brands on consumer promotions to encourage travel to Hawai'i and build a stronger positioning and brand awareness.	HTO require sponsorship of accommodation, tours and activities. Please register your interest with HTO.														
<b>Consumer E-Newsletter</b>	Bi-Monthly	HTO communicates directly to our consumer database via a bi-monthly Consumer E-Newsletter.  <table border="0"> <thead> <tr> <th colspan="2">Deadline Distributed</th> </tr> </thead> <tbody> <tr> <td>Jan/Feb</td> <td>23-Dec 06-Jan</td> </tr> <tr> <td>Mar/Apr</td> <td>17-Feb 02-Mar</td> </tr> <tr> <td>May/June</td> <td>20-Apr 04-May</td> </tr> <tr> <td>Jul/Aug</td> <td>22-Jun 06-Jul</td> </tr> <tr> <td>Sep/Oct</td> <td>24-Aug 07-Sep</td> </tr> <tr> <td>Nov/Dec</td> <td>26-Oct 09-Nov</td> </tr> </tbody> </table>	Deadline Distributed		Jan/Feb	23-Dec 06-Jan	Mar/Apr	17-Feb 02-Mar	May/June	20-Apr 04-May	Jul/Aug	22-Jun 06-Jul	Sep/Oct	24-Aug 07-Sep	Nov/Dec	26-Oct 09-Nov	If you would like to include content please send your material (a paragraph of copy, URL and image) to Rebecca <a href="mailto:rwall@hawaiiitourism.com.au">rwall@hawaiiitourism.com.au</a> by the material deadline dates outlined.
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<b>HTO's Social Networks</b>	Ongoing	HTO's "Aloha DownUnder" Facebook Page has over 3,600 fans and our "Aloha DownUnder" Twitter account has over 160 followers (and growing!). We continue to reach out to potential Australian visitors to Hawaii through these social networks... and we would love your help!	Please follow us Twitter at <a href="https://twitter.com/alohadownunder">twitter.com/alohadownunder</a> so that we can view your tweets, and re-tweet appropriate news, updates and/or travel deals to our Aussie audience.  Please let email Rebecca, <a href="mailto:rwall@hawaiiitourism.com.au">rwall@hawaiiitourism.com.au</a> , and let her know what your "official" Facebook Page title is so that we can create a reciprocal "Like" to our page, to receive your posts and again share appropriate items with our Aussie fans.														
ONLINE CAMPAIGNS																	
<b>Expedia.com.au Hawai'i Campaign</b>	May 12	HTO online campaign with Expedia.com.au. Hawai'i will be the feature destination with a dedicated micro-site, e-newsletter blasts, banner ads and more. We are seeking special hotel and attraction offers for sale during this period.	HTO to liaise with Expedia to ensure your Expedia Market Management and Destination Services teams request and source deals from Hawai'i hotels and attractions.														

For further information on any of the above mentioned activities, please contact:

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