



## 2012 Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	COST
<b>TRADESHOWS</b>			
2012 Marketing Presentation (Tokyo, Osaka)	Jan	2012 Marketing presentation to the marketing partners in Japan to announce new HTJ. Industry partners can participate in the event to communicate with Japanese travel agents and media	Free (TBD)
JATA Travel Forum	Sep	To be discussed	TBD
<b>TRAVEL TRADE PRODUCT DEVELOPMENT</b>			
Product development with wholesalers	Jan – Dec	The industry partners can participate in product development for Kamiki & Shimoki planning, Summer promotion, Year-end promotion by supporting giveaways and by creating additional values for the target market.	TBD
Wedding product development	Jan – Dec	industry partners can participate in product development by supporting giveaways and also developing additional values for the target market	TBD
Product development for the first timer	Apr (TBA)	Industry partners can participate in product development by co-op support to attract more first timer to Hawaii, such as additional values, making passport holders, etc	TBD
<b>TRADE FAMILIARTIZATION TRIPS (FAMS)</b>			
TT Leisure	Mar, Apr	FAM tours for TT Leisure market with themes for target markets. industry partners can participate in co-op support for FAM tours.	TBD
MCI	Jun, Oct	FAM tour for MCI Travel Agent professionals with theme for target market. FAM tour for potential group organizers who have never been to Hawaii as the group. industry partners can participate in co-op support for both FAM tours.	TBD
Local Tour Operator	Apr, Nov	FAM tours for local tour operators to improve their knowledge. The industry partners can participate in co-op support for FAM tours.	TBD
<b>TRAVEL TRADE EDUCATION</b>			
On-demand Training Tool	Jan – Dec	Coordinate filming of the site inspection footage and develop power point presentation for the industry partners.	TBD
MCI collateral production	Apr (TBA)	Co-op advertorial opportunity in a new MCI collateral	TBD
Aloha Program	Jan – Dec	Improve and reestablish the current Hawaii specialist programs for travel trade and expand our distribution system. Collect the most updated information from the industry partners.	TBD
Island specific seminars	Feb - Oct	Hawaii island seminars for travel professionals at Tokyo (Feb), Nagoya (Jun), Kansai (Oct) with the Island Chapters and HPCE, HPCC, OHPC	TBD
Hawaii seminar	May	Hawaii 101 seminars for the new travel professionals at Tokyo, Nagoya, Osaka with HPCE, HPCC, OHPC	TBD
TT/MCI Seminar	Nov	Appreciation Seminar for Japan industry partners	TBD

TT Seminar by wholesalers	Feb, Jul	Visit each wholesaler to make the informative presentation and to brainstorm (2way communication) with planning and sales promotion staff for discussing specific topics for the future planning	TBD
MCI Seminar by wholesalers	Mar, Nov	Visit each travel agent MCI departments/branches to make the informative presentation and to brainstorm (2way communication) with sales staff for future MCI business after business hours (evening time)	TBD
Live Training (Webinar)	Feb, Jun, Aug, Dec	Develop "Live" informative presentation system like webinar, ustrem to provide the most updated (fresh) information for Japan industry partners. industry partners can participate in the presentation based on theme.	TBD
TT/MCI seminar for local tour operators	Feb, Jun	Develop seminars for local tour operators to improve their knowledge and obtain Japan market trends, etc	TBD
<b>PUBLIC RELATIONS</b>			
Media tie-up	Jan – Dec	Receive media exposure by working with the marketing department to support media tie-ups	TBD
Cross Media Promotion	Jan – Dec	Participate in our media target promotion by supporting giveaways/rooms/contents. Arasa (Feb, Jun), Arafo (Jan, Apr), Active Senior (Mar, Apr), High End (Mar, Sep), Family (May), Wedding (Feb, Jul), Sports (Jan, Apr, Jul, Oct), etc	TBD
Media event	May	Targeted media workshop Participation fee will be determined by the total cost	TBD
Press Trip	Jun, Oct	More detail will be coming	TBD
<b>CONSUMER PROMOTIONS</b>			
CM Promotion/Hawaii image character contest	Jan - Jun	Partners can participate in our on-line promotion by providing the giveaways	TBD
Kyushu Hawaii Campaign	Jan - Aug	Participate in wholesaler's product development and media promotion	TBD
<b>CONSUMER SHOWS</b>			
Hawaii consumer events	May, Jun, Jul, Aug	Tokyo & Osaka (May), Sapporo & Nagoya (Jun), Yokohama (Jul), Tokyo (Aug), Fukuoka (Sep)	TBD

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