



## 2012 Partnership Opportunities - Korea

ACTIVITY	DATE	DESCRIPTION	COST
<b>TRADE SHOWS</b>			
Mahalo Month Promotion	Apr – May	Provide Korea-specific offers for Korean travel professionals during Mahalo Month	Offers(special rates) on: - Accommodation - Meal - Activity - Transportation
Hawaii Travel Mission	May 23 ~ 24 (TBD)	Invite Hawaii partners on a 2-day travel mission, providing opportunities to meet key travel agents and media in Korea	Participation Fee: \$2,800 ~ \$3,000 for up to 2 delegates per organization (TBD)
Hana Tour International Travel Show	May 18 ~ 20	Participate in Hana Tour International Travel Show(3-days event), which combine B2B(travel trade) and B2C(Consumer-direct) promotion/exhibition of tour products	Participation Fee: \$3,500 per booth, paid to Hana Tour
Trade Appreciation Day (Year-End)	Dec	Trade Appreciation day, inviting key travel agents, media and airline partners in Korea to thank them for the support given to HTA	Room Certificates and/or giveaways for sweepstakes event
<b>TRADE FAMILIARIZATION TRIPS (FAMS)</b>			
Asia Super FAM	Mar	Inviting 9-10 key travel agents, Opening travel mart	Requested Sponsorship: - Accommodation - Meal - Activity - Transportation
Seoul Honeymoon Agents FAM	May	Inviting 11-12 key travel agents specializing in Honeymoon travel agents(Seoul)	
Busan Honeymoon Agents FAM	Jun	Inviting 7-8 key honeymoon-specialty travel agents from Busan	
PRIME_MICE FAM	Sep (TBD)	Inviting 6-7 MICE travel agents and end-users from corporate	
FIT Travel Agents FAM	Oct	Invite 5-6 FIT-specialty travel agents	
<b>TRAVEL TRADE EDUCATION</b>			
Honeymoon Campaign	Dec – Mar Jul – Aug	Seminar with travel agents in select major cities in Korea targeting honeymoon market	Requested Sponsorship: Room certificates and/or giveaways for sweepstakes event
Busan Honeymoon Campaign & Destination Seminar	Spring & Fall	Introduce new promotions, new attractions, ad new feature to be highlighted in travel packages in Youngnam region	
Hawaii Destination Workshop	Oct or Nov	Invite 30 ~ 40 key industry partners both in Korea and Hawaii to a 2-day group workshop where participants can mingle each other to exchange business opportunities	
<b>PUBLIC RELATIONS</b>			
'Just Married' TV Promotion	Mar or Sep	Film MBC 'Just Married' on Oahu and Maui, a major national network TV entertainment/reality program, and produce 'Just Married in Hawaii' honeymoon packages with Korea's key agents	Sponsorship and/or Special Rates on: - Accommodation - Meal - Transportation
3 <sup>rd</sup> edition of Hawaii Travel Guidebook Production	Jun – Jul	3 <sup>rd</sup> edition of Hawaii Travel Guidebook production visit to Oahu, Maui, Kauai, and the Big Island	Advertising Fee: \$2,000 ~ 2,500(TBD) Sponsorship and/or Special Rates on:
Hawaii Travel Guide Application Production	Aug – Sep	Develop newly updated 3 <sup>rd</sup> edition of Korean Hawaii guidebook into a mobile application form	- Accommodation - Meal - Transportation

Hawaii Festival Tour Promotions with Hawaii Food & Wine Festival and Kona Coffee Cultural Festival	Sep & Nov	Korea's network TV visit to Hawaii Food & Wine Festival(Oahu) and Kona Coffee Cultural Festival(Big Island) with popular Korean celebrity, and develop a packaged tour product with key agents	Sponsorship and/or Special Rates on: - Accommodation - Meal - Transportation
Golf Media FAM Trip	End of Nov	Golf media Fam trip to Oahu and the Big Island	
<b>CONSUMER PROMOTIONS</b>			
Hawaii Theme Festival	May	Consumer promotion with department store or hotel during Hawaii Travel Mission for publicity	Requested Sponsorship: Room certificate and/or giveaways for sweepstakes events
Online Advertising Campaign	Sep – Oct	Online ad campaign in conjunction with airlines or/and online travel agents to draw actual bookings to Hawaii during shoulder season	
<b>CONSUMER SHOWS</b>			
n/a	n/a	n/a	n/a

**Contact Info:**    **Name:** Julia Koo  
**Title:** PR & Marketing Manager, Hawaii Tourism Korea  
**Email:** [jkoo@aviareps.com](mailto:jkoo@aviareps.com)



### 2012 Partnership Opportunities - China

ACTIVITY	DATE	DESCRIPTION	COST
<b>TRADESHOWS</b>			
3rd Asia Travel Mission, Shanghai & Beijing	May 28 - 29	Invite Hawaii partners to trade events including China market briefing, travel agency seminar, one-on-one meeting at Travel Mart and VIP dinner	Participation Fee: \$3,000 - \$3,500 for up to 2 delegates per organization (TBD)
Incentive Travel & Conventions Meetings (IT & CM)	Apr 17 - 19	The most important MICE show in Shanghai, HTC will participate with HVCB and HCC	Shell scheme \$556 x 9 square meter
Elite US Travel Association Tourism Road Show	Aug - Sep (TBD)	The association is organized by 3 ~ 5 leading outbound travel agencies in each of the major 1st and 2nd tier cities all over China. The promotion is focused on high-end tour products. These tour packages will use only 4 and 5 star hotels and include high-end activities	Participation Fee: \$2,000 - \$3,000 for advertisement (TBD)  Products to sell: - Accommodation (special rate) - Activity (special rate) - Giveaways or special offer
NTA / US consulate organized US Tourism Road Show, North China	April (TBD)	Travel agent seminars in conjunction with the US Embassy and Consulates. Event includes updated US visa presentation and a cocktail or dinner reception. Each regional road show trip includes 2 – 3 cities	Participation Fee: \$1,500 - \$2,000 for each of the regional road shows (TBD)
NTA / US consulate organized US Tourism Road Show, East China	May (TBD)		
NTA / US consulate organized US Tourism Road Show, South China	October (TBD)		
CITM 2012, Shanghai	November (TBD)	The biggest travel show in China, the first 2 days open to tourism related professionals and the next 2 days open to public; all important China outbound agencies will gather at CITM when it's hosted in Shanghai	Participation Fee: \$3,500 for 9 square meter booth
<b>TRADE FAMILIARTIZATION TRIPS (FAMS)</b>			
Media Fam - Family Theme	January/ February	Family Theme. Will visit Oahu and the Big Island and introduce accommodation and mild outdoor activities, which attract families with or without children. Media names TBD. Islands to Visit: Oahu, The Big Island	Requested Sponsorship: - Accommodation - Interisland air tickets - Meal - Activity - Transportation
Asia Super Fam – trade and media	March	Invite 10 ~ 15 key travel agents, wholesalers and media; There will be an open travel mart in Honolulu. Islands to visit: Oahu, The Big Island, Kauai, Maui (TBD)	
PRIME & MICE Fam - trade	June	Invite 5 ~ 10 MICE travel agents and corporate meeting planners Islands to visit: Oahu, The Big Island	
Media Fam – Outdoor/Romance	October/ November	This fam will focus on romance/ moderate outdoor activities suitable for most travelers. Media names TBD. Islands to visit: Oahu, Kauai	
Golf Media FAM (additional opportunity)	May/ June	Focus on golfing vacations. Will visit golf courses on different islands and create/ recommend golfing itineraries.	Requested Sponsorship: - Accommodations - Interisland air tickets - Transportation

			- Meal - Activity
<b>TRAVEL TRADE EDUCATION</b>			
Trainings & Seminars	Monthly	Destination seminars with travel agents, Shanghai & Beijing	Free brochure participation Requested Sponsorship: Room certificate Giveaways (TBD)
MICE	January	MICE destination seminar with key MICE agents	Free brochure participation Requested Sponsorship: Room certificate Giveaways (TBD)
Joint Agent Road Show	July	Joint Agent Seminar with travel trade wholesalers, Shanghai & Beijing	Free brochure participation Requested Sponsorship: Room certificate Giveaways (TBD)
Campaign with Airlines & Wholesalers	December	Chinese New Year Hawaii Tour Promotional training with airlines and wholesalers, Shanghai & Beijing	Free brochure participation Requested Sponsorship: Room certificate Giveaways (TBD)
<b>PUBLIC RELATIONS</b>			
Monthly Newsletter	Monthly	"Aloha Monthly" distributed to all trade and media contacts in China	Free
Social Media Promotions	All Year Round	Promote Hawaii on major social media channels.	Requested Sponsorship: Giveaways, accommodations, transportation, activities,
Press Release	All Year Round	Selected press release distributed to all trade and media contacts in China	Free
<b>CONSUMER PROMOTIONS</b>			
Hawaii Honeymoon Guide	May	Ad/ Editorial in the 2011 Hawaii Honeymoon Guide (renewal)	Advertising fee (around \$1,500 - \$3,000 details TBD). Barter deals of accommodation, activities, meals in exchange of advertorial. Free listing. Cost: TBA
Brand Cooperation	All Year Round	Will co-op with high end consumer brands, shopping malls to promote destination when appropriate	Request Sponsorship: Giveaways
Promotional Material Distribution	All Year Round	Distribute partners' brochure/ booklet while consumers request travel guide to Hawaii (especially when they plan a trip)	Free distribution. Need partners to provide material to HTC, preferably in Chinese.
Press Release	All Year Round	Selected press release posted on Chinese website and blog	Free
<b>CONSUMER SHOWS</b>			
Hangzhou International Leisure Industry Expo	September	The show will promote the advanced leisure concepts, products and services to consumers in Hangzhou	Free for brochure distribution
China Guilin International Tourism Expo 2011	September	The show is expected to attract more than 6,000 professional and 160,000 public visitors	Free for brochure distribution

**Contact Info:**    **Name:** David Sun  
**Title:** Travel Trade Marketing Director, Hawaii Tourism China  
**Email:** [dsun@aviareps.com](mailto:dsun@aviareps.com)



## 2012 Partnership Opportunities - Taiwan

ACTIVITY	DATE	DESCRIPTION	COST
<b>TRADESHOWS</b>			
PATA Travel Mart in Manila, Philippines	Sept 25-28	Hawaii Booth at annual PATA (Pacific Asia Travel Assn) Travel Mart for travel agents worldwide	Free brochure participation Co-exhibitor pay second delegate fee of \$450
<b>TRADE FAMILIARIZATION TRIPS (FAMS)</b>			
Asia Super Fam	April or May	Invite 7-10 key travel agents, wholesalers and media. There will be an open travel mart in Honolulu.	Requested Sponsorship: - Accommodation - Meal - Activity - Transportation
PRIME & MICE Fam - Trade	June	Invite 5 MICE travel agents, corporate meeting planners, and airline corporate sales managers	
<b>TRAVEL TRADE EDUCATION</b>			
ANTOR Travel Trade Seminars in Central and South Taiwan	October	HTT joins Seminar and Table Mart jointly organized by ANTOR and local Travel Agents Association	Free brochure participation
<b>PUBLIC RELATIONS</b>			
Individual Media Fam Tour	May	Invite TV with celebrity host for vacation in Hawaii, with the activities filmed and featured in Taiwan TV Travel shows. This had proven very effective in past TV travel shows, with wide exposure and ad value	Requested Sponsorship: - Accommodation - Meal - Activity - Transportation
Individual Media Fam Tour	June	Invite print media (newspaper or magazine) for a special feature on Hawaii	
MICE Presentation and Aloha Night	December	Invite Taiwan Travel Trade and Media for dinner (Christmas party) with presentation and hula show	Room Certificates Giveaways / Prizes
Monthly Newsletter	Monthly	"Aloha Monthly" distributed to all trade and media contacts in Taiwan	Free
Press Release	All Year Round	Selected press release distributed to all trade and media contacts in Taiwan	Free
<b>CONSUMER PROMOTIONS</b>			
American Week / Month	July	Joint promotion with Department Stores featuring American products	Free brochure participation
<b>CONSUMER SHOWS</b>			
Taichung Int'l Travel Fair	April 20-23	HTT joins ANTOR (Assn. of NTO Representatives in Taiwan) booth free for members	Free brochure participation
Kaohsiung Int'l Travel Fair	May 4-7	HTT joins ANTOR (Assn. of NTO Representatives in Taiwan) booth free for members	Free brochure participation
Taipei Tourism Expo	May 25-28	HTT joins Discover America booth free for members	Free brochure participation
Taipei International Travel Fair	Oct 26 - 29	Individual Hawaii Booth at this foremost and major international travel fair in Taiwan	Free brochure participation Co-exhibitor welcome for a fee of \$800

**Contact Info:**    **Name:** Teresa Chang  
**Title:** Marketing Manager, Hawaii Tourism Taiwan  
**Email:** [tchang@aviareps.com](mailto:tchang@aviareps.com)



**2012 Partnership Opportunities – The Philippines**

ACTIVITY	DATE	DESCRIPTION	COST
<b>TRADE FAMILIARTIZATION TRIPS (FAMS)</b>			
PRIME & MICE Fam - Trade	September	Invite 10 MICE travel agents, corporate meeting planners, and airline corporate sales manager	Requested Sponsorship: - Accommodation - Meal - Activity - Transportation
Philippine Travel Agents Fam Tour	October	Sponsored by airlines (Hawaiian Airlines & Philippine Airlines)	
<b>TRAVEL TRADE EDUCATION</b>			
Hawaii Tourism Industry Sales Mission to Taiwan	November 3D 2 N	HTAsia and Hawaiian Airlines – Philippines to set up an afternoon tea with Philippine agents and media, and another session with tables for display of sales kits and business exchange between Hawaii Tourism Service Providers and Philippine Travel Trade.	\$1,000 for venue and snacks  Giveaways / Prizes  Participant pays for own hotel & meals
Product Updates	July - August	Organized by airlines for their corporate clients, MICE Presentations	
<b>PUBLIC RELATIONS</b>			
Individual Media Fam Tour	May	Invite print media (newspaper or magazine) for a special feature on Hawaii	Requested Sponsorship: - Accommodation - Meal - Activity - Transportation
<b>CONSUMER SHOWS</b>			
Philippine Travel & Tour Expo	February	Join Hawaiian Airlines booth at this major Philippine international travel fair	Free brochure participation Giveaways / Prizes

**Contact Info:**    **Name:** Jemy See (Mr.)  
**Title:** Director, Hawaii Tourism Taiwan & Other Asia  
**Email:** [jsee@aviareps.com](mailto:jsee@aviareps.com)