




2011 Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	COST
TRADE/CONSUMER MARKETING			
Quarterly Trade & Consumer Newsletter	Submission dates: June 13 September 12 December 12	Quarterly newsletter to 5,000 major trade and consumers contacts incl. updates on the different islands, attractions, hotels, etc. Promote your hotel/attraction with a 100-word copy and 1 image or logo in our quarterly newsletter! Please send information to cklein@aviareps.com at the latest by the indicated submission date.	
TRADE FAMILIARTIZATION TRIPS (FAMS)			
Product Manager HTE Fam	August 5-13, 2011	Originally planned as Pre Pow Wow Fam Trip, the product manager fam trip is now taking place on August 5-13, 2011. Date: August 5-13, 2011 Islands to be visited: O'ahu, Maui, Kaua'i and Big Island Fam group of in total 12 product managers and two HTE escorts will visit O'ahu and Kaua'i together before the group will be split in two visiting Maui and Big Island. Please let us know by email to cklein@aviareps.com if you want to be involved in this fam trip!	
TRAVEL TRADE EDUCATION			
Aloha Up 'n' Over 2010 	October 16-21, 2011	<ul style="list-style-type: none"> • October 16, Sunday: Get together with partners and briefing on mission followed by optional dinner • October 17-21, Monday – Friday: Itinerary will cover key call centers throughout the UK a evening media workshop and a travel agent event in London. Tour operators targeted for the UK sales mission include: BA Holidays, NATS, Thomas Cook, Trailfinders, Kuoni, Virgin Holidays, TUI and Bon Voyage • October 22-23, Sat/Sun: LEISURE TIME • October 24-25, Monday/Tuesday: Two optional mission days in Northern Germany incl. Hamburg and Hannover (1 training evening event, in-house trainings, 1 media breakfast for Island Chapters) <p>Participation Fee = tiered fee structure depending on # of participants: 6 partners = USD 5,900 8 partners = USD 4,400 10 partners = USD 3,500</p> <p>Participation Fee for two optional days in Germany: USD 1,500</p> <p>Please let us know by email to cklein@aviareps.com whether you would like to join the Aloha Up ,n' Over Mission 2011.</p>	
PUBLIC RELATIONS			
Media News		Please feel free to keep us posted on any news from your side to be included in monthly press releases where appropriate. Please send the information to cklein@aviareps.com and Sara@circlesolution.com.	

Contact Info: Hawai'i Tourism Europe, Christine Klein, Account Director, Email: cklein@aviareps.com