




HAWAII TOURISM

EUROPE

2012 Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	COST
TRADE/CONSUMER MARKETING			
Quarterly Trade & Consumer Newsletter	Submission dates: February 14 June 13 September 12 December 10	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)			
Post Pow Wow HTE Fam  	April 2012	As Pow Wow 2012 is taking place in San Francisco Hawaii Tourism Europe would like to invite a group of product managers on a Post Pow Wow fam trip to the Islands of Aloha. Date: April 25-May 3, 2012 Islands to be visited: O'ahu, Maui, Kaua'i and Big Island Dates per Island: O'ahu (April 26-28), Big Island (April 29-May 01), Maui and Kauai (May 01-03, separated by country) Fam group of in total 10 product managers (Germany and UK) and two HTE escorts will be divided into two groups, each group visiting three islands. We are seeking industry support in terms of: Accommodation Transportation & Inter-island flights Tour Guides Activities (incl. sites) Meals Mini Pow Wow Venue & Participants 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 2012 	October 14-24	Aloha Up 'n' Over Mission 2012 will take us to a dedicated roadshow in Germany visiting tour operators and meeting with travel agents and media in Munich, Frankfurt, Hamburg and Hanover with two optional training days in London. Participation Fee = tiered fee structure depending on # of participants: Germany Mission Week: 6 participants = USD 6,400 +3% bank handling charges 8 participants = USD 4,700 + 3% bank handling charges 10 participants = USD 3,800 + 3% bank handling charges Optional UK Zraining days: Per participant: USD 1,500 + 3% bank handling charges Travel Expenses for flight and hotels: ca. USD 3,500 Please let us know by email to cklein@aviareps.com whether you would like to join the Aloha Up ,n' Over Mission 2012.	
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 dgale@aviareps.com.	

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