



## 2018 Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	LOCATION	COST
<b>TRADESHOWS</b>				
Classic Vacations Partner Appreciation Vancouver	January 15	Tradeshow and dinner with 75 elite travel advisors by invitation only.	Vancouver	Contact for details
Ensemble Extraordinary Regional Event	March 1	Tradeshow and training opportunity for approximately 120 agency members.	Vancouver	Contact for details
Uniglobe Travel Western Canada Conference	Sept/Oct TBA	Annual conference attended by franchise owners, managers and 220 Agents of Uniglobe Travel. Tradeshow and networking opportunities for HTCAN partners.	Vancouver	Contact for details
WestJet Travel Trade Expos	April 23-25, 30 May 2-3, 8-9	HTCAN to have booth at WestJet Vacations travel trade shows. Opportunity for select HTCAN partners to participate in the booth area. WestJet Vacations has directly invited their hotel partners. Over 1,600 Agents attend the 6 events.	Edmonton Apr 23, Vancouver Apr 24, Calgary Apr 25, Toronto May 2, Ajax May 7, Montreal /LaPrairie May 8, Montreal/ Laval May 9	\$350 USD per event
TravelBrands Agent Appreciation Events	April 9-17	Interact with thousands of travel Agents across Canada.	Ottawa Apr 9, Montreal Apr 10, Toronto Apr 12, Calgary Apr 16, Vancouver Apr 17	Contact for details
Travel Leaders	May 9 & 15	Tradeshow, training, presentation to key agents and business decision makers.	Edmonton May 9, Calgary May 15	Contact for details
Ensemble OASIS Retreat	April 27 & 28	Tradeshow, training, and networking opportunity.	Montreal	Contact for details
SITE Golf Tournament Toronto	August 21	HTCAN to sponsor SITE golf tournament attended 120 top planners.	Toronto	Contact for details
Group Atrium Travel Trade Show	August 26	Trade Show and Reception for 175 agents.	Montreal	Contact for details
Air Canada Vacations Product Launches	September 11-18	HTCAN to have booth at ACV key product launches. Costs TBD.	Toronto Sept 11, Calgary Sept 13, Vancouver Sept 14, Montreal Sept 18	Contact for details
Classic Vacations Partner Appreciation Toronto	October TBA	Tradeshow and dinner with 100 elite travel advisors by invitation only.	Toronto	Contact for details
Aloha Canada (Sales Mission)	October 23-25	HTCAN to host travel trade events which include trade shows, training opportunities. Travel media will be invited.	Toronto Oct 23, Vancouver Oct 24, Edmonton Oct 25	\$750 USD per city
MCI - PCMA Canadian Innovation Conference	November 18-20 TBA	MCI Conference – Victoria, BC. Over 500 decision-making attendees.	Victoria, BC	Contact for details
Maritime Travel Conference Training & Trade Show	November 23-24 TBA	Training and Trade Show Opportunity.	Halifax, NS	Contact for details
<b>TRADE FAMILIARIZATION TRIPS (FAMS)</b>				
Western Canada Travel Agent FAM	January 4-11	9 agents and regional manager	Island of Hawai'i and Kaua'i	In-kind – hotels, meals, tours, interisland air

Wedding Specialist FAM	February 15-22	Travel agent wedding specialists from Western Canada to experience Wedding Week Hawaii in O'ahu and visit additional resort and wedding venues	O'ahu	In-kind – hotels, meals, tours
Trafalgar Tours Agent FAM	March 21-26	Trafalgar Tours – 30 top tour selling Travel Agents	O'ahu, Island of Hawai'i	TBA
TravelBrands Island Specialist FAM	Nov TBA	Island Experience FAM for selected top selling agents	Kaua'i	In-kind – hotels, meals, tours
Honua Kai FAM	May TBA	Maui FAM of selected agents experiencing Maui, staying at Honua Kai and Grand Wailea	Maui	Meals supported by HTCAN
Experience Aloha - MCI	June TBA	MCI event. Inviting key Canadian MCI planners to attend.	Pre-FAM TBA	In-kind for pre-excursion activity
Travel Trade FAM	November TBA	Select Uniglobe agents from Western Canada to experience activities and site inspections	TBA	In-kind – hotels, meals, tours, interisland air
<b>TRAVEL TRADE EDUCATION</b>				
HTCAN Webinars	Jan – Dec	Themed webinars to be held for travel trade. Opportunity for partners to collaborate on content. Prizes for agent participants.	Canada	In-kind – hotels, airfare, meals, tours, attractions
Hawai'i Specialist Program	Jan – Dec	Promotion to have travel trade sign up for HSP. Partners to provide travel prize for agents signing up and completing course.	Canada	In-kind hotels, airfare, meals, tours, attractions.
Travel trade advertising	Jan – Dec	HTA will have ads and content in travel trade publications as well as online. There is opportunity to feature partners in the ads and content for nominal costs.	Canada	Co op ad costs. Content needed for industry product updates.
<b>PUBLIC RELATIONS</b>				
Individual Media FAMs	Multiple	High profile individual journalists targeted by HTCAN and those who contact us for our support.	All Islands	In-kind support - hotels, meals, tours, attractions.
Media Group FAM – Family Travel	March 19-25	Media FAM focusing on Family Travel to visit Maui and Moloka'i.	Maui, Moloka'i	In-kind support - hotels, meals, tours, attractions.
Media Group FAM – Culture & Culinary	April 30 – May 5	High profile media fam to visit O'ahu and Kaua'i to experience cultural highlights, and cuisine.	O'ahu, Kaua'i	In-kind support – hotels, meals, tours
Media Group FAM – Outdoor Adventure	October TBD	Media fam to explore the recreational pursuits and outdoor adventure. From hiking, surfing and diving to volcanoes etc. Suggested islands of Hawai'i and Lana'i.	Hawai'i, Lana'i	In-kind support – hotels, meals, tours
HTCAN Media Events Tour	October 22-25	Canadian Media Events to coincide with Aloha Canada (Sales Mission) Toronto, Vancouver and Edmonton.	Toronto, Vancouver, Edmonton	\$ TBD
<b>CONSUMER PROMOTIONS</b>				
Television Advertising	January – April, November-December	Brand and promotional TV ads focusing on promoting individual islands. History Channel, Food Network and local Western Canada TV activity.	Canada	Contact for details.
Magazine Advertising	January - December	Magazine ads and editorial (whenever possible) in Dreamscapes, Western Living, Canadian Geographic, & Zoomer Magazine. Multiple themes.	Canada	In-kind support – hotel, airfare, meals, transportation, attractions
E-Marketing / Social Media	January - December	Using HTCAN created as well as HTA and Island Chapter provided content for ongoing social media activities.	Canada	No charge
<b>CONSUMER SHOWS</b>				
41 <sup>st</sup> Annual Vancouver Wedding Fair	January 13-14	Vancouver's largest wedding show. Expected attendance of 5,000 including 1,700 brides.	Vancouver	Contact for details
Bridal Fantasy Edmonton	January 21	Edmonton's largest wedding show. Expected attendance of 7,500 including 2,500 brides.	Edmonton	Contact for details
Bridal Fantasy Calgary	January 28	Boutique bridal show. Expected attendance of 2,500 including 750 brides.	Calgary	Contact for details
Romance Travel Show	February 27	Show is in conjunction with Romantic Planet Travel. Expected attendance of 200 to 500 pre-qualified brides.	Vancouver	Contact for details

Zoomer Show Vancouver	April 14, 15	Consumer tradeshow for active baby boomers and snowbirds. HTCAN to have booth. Anticipated attendance of 23,500.	Vancouver	Contact for details
SITV Show Montreal	October 19, 20, 21	International Tourism and Travel Show is one of the largest travel shows in North America. Expected attendance of 30,000 travel industry professionals and consumers.	Montreal	Contact for details
Zoomer Show Toronto	October 27, 28	Consumer tradeshow for active baby boomers and snowbirds. HTA to have booth, entertainment and seminars.	Toronto	Contact for details
Crème de la Crème Wedding Show Vancouver	November 18	Luxury Bridal Show. By invitation only; expected attendance of 1,500 guests.	Vancouver	Contact for details

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