



2018 Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	LOCATION	COST
TRADESHOWS				
Classic Vacations Partner Appreciation Vancouver	January 15	Tradeshow and dinner 75 elite travel advisors by invitation only	Vancouver	Contact for details
Ensemble Extraordinary Regional Events	March TBA	Tradeshow and training opportunity for approximately 120 agency members	Vancouver Calgary Edmonton Toronto	Contact for details
Uniglobe Travel Western Canada Conference	April 7	Annual conference attended by franchise owners, managers and 220 Agents of Uniglobe Travel. Tradeshow and networking opportunities for HTA partners.	Vancouver	Contact for details
WestJet Travel Trade Expos	April 23-25, 30 May 1-2	HTA to have booth at WestJet Vacations travel trade shows. Opportunity for select HTA partners to participate in the booth area. WestJet Vacations has directly invited their hotel partners. Over 1,600 Agents attend the 6 events.	Toronto, Mississauga Montreal Calgary Edmonton Vancouver	Contact for details
TravelBrands Agent Appreciation Events	April TBA	Interact with thousands of travel Agents across Canada.	Toronto, Ottawa, Montreal, Edmonton, Vancouver	Contact for details
Virtuoso Travel Week on Tour Canada	May 7-11	Training and tradeshow opportunity	Vancouver Toronto Montreal	Contact for details
Ensemble OASIS Retreat Whistler	June TBA	Tradeshow, training, and networking opportunity	Whistler	Contact for details
SITE Golf Tournament Toronto	August 21	HTA to sponsor SITE golf tournament attended 120 top planners. Foursome and "hole" sponsorship activity planned. Hawaii décor, cuisine or entertainment at hole.	Toronto	Contact for details
MCI - Trade Show – Incentive Works Toronto	August 21, 22 TBA	HTA to potentially participate in show for over 1,800 incentive and group planners. HTA to have multiple booths depending on partner participation. Hawaiian entertainment, décor and food to be featured during the trade show. Meet Hawai'i to attend.	Toronto	\$ 750 per partner **currently assessing 2018 opportunity**
Group Atrium Travel Trade Show	August 26	Trade Show and Reception for 175 agents.	Montreal	Contact for details
Air Canada Vacations Product Launches	September TBA	HTA to have booth at ACV key product launches. Costs TBD.	Vancouver Calgary Toronto Montreal Halifax	Contact for details
Classic Vacations Partner Appreciation Toronto	October TBA	Tradeshow and dinner 100 elite travel advisors by invitation only	Toronto	Contact for details
Travel Leaders Regional Conference	October TBA	Trade show and dinner for Travel Leaders local agent network. Estimated 100 agents.	Vancouver Calgary	Contact for details
Aloha Canada (Sales Mission)	October 22-25	HTA to host travel trade events which include trade show, training opportunities. Travel media will be invited.	Toronto, Calgary, Vancouver	\$ 750 per city
MCI - PCMA Canadian Innovation Conference	November 18-20 TBA	MCI Conference – Niagara Falls, Ontario. Over 500 decision-making attendees.	Niagara Falls, ON	Contact for details
Maritime Travel Conference Training & Trade Show	November 23-24 TBA	Training and Trade Show Opportunity	Halifax, NS	Contact for details

TRADE FAMILIARIZATION TRIPS (FAMS)				
Flight Centre Independent Agent FAM	January 6-13	Select Flight Centre home-based agents who specialize in groups and luxury travel. Itinerary TBD – 11 agents and regional manager	Island of Hawai'i and/or Kaua'i	In-kind – hotels, meals, tours, interisland air
Wedding Specialist FAM	February 17-23	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
TravelBrands Island Master FAM	TBA	Hawai'i Destination Experts	Kaua'i	In-kind – hotels, meals, tours
WestJet Vacations Island Master FAM	TBA	Hawai'i Destination Experts	TBA	In-kind – hotels, meals, tours
Air Canada Vacations Island Master FAM	TBA	Hawai'i Destination Experts	TBA	In-kind – hotels, meals, tours
Trip Central Top Performers FAM	April or May TBD	Island Experience FAM for selected top selling agents	O'ahu & Kaua'i	In-kind – hotels, meals, tours
WestJet Vacations Travel Agent FAM	April 23-28	WestJet to invite 15 call-centre agents on FAM to explore "What's New" in Hawai'i.	Maui & O'ahu	In-kind – hotels, meals, tours, interisland air
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
Uniglobe Agent FAM	November TBA	Select Uniglobe agents from Western Canada to experience activities and site inspections	TBA	In-kind – hotels, meals, tours, interisland air
TRAVEL TRADE EDUCATION				
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.
PUBLIC RELATIONS				
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	January TBD	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	March TBD	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, interisland airfare
HTCAN Media Events Tour	October 22-25	Canadian Media Events to coincide with Aloha Canada (Sales Mission) Toronto, Calgary and Vancouver.	Toronto, Calgary, Vancouver	\$ TBD
CONSUMER PROMOTIONS				
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
CONSUMER SHOWS				
41 st 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 Shows	February 21, 22, 28, March 2	Shows are in conjunction with Romantic Planet Travel. Expected attendance of 200 to 500 pre-qualified brides	Calgary-Feb 21 Edmonton-Feb 22 Vancouver-Feb 28 Toronto-Mar 2	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
Vancouver International Travel Expo	Sep 28, 29	Consumer trade show showcasing destinations around the world	Vancouver	Contact for details
Vancouver Wedding and Honeymoon Show	September 30 TBA	Vancouver's largest Fall wedding show. Expected attendance of 1,700 including 500 brides	Vancouver	Contact for details
Bridal Fantasy - Edmonton	October 14 TBA	Edmonton's largest Fall wedding show. Expected attendance of 3,000 including 800 brides	Edmonton	Contact for details
SITV Show Montreal	October 19, 20, 21 TBA	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 TBA	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 TBA	Luxury Bridal Show. By invitation only; expected attendance of 1,500 guests	Vancouver	Contact for details

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