



2021 HTK Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	LOCATION	COST
TRAVEL TRADE				
Aloha Specialist University (ASU)	Jan - Dec	As an in-market intensive educational program (webinar), Aloha Specialist University (ASU) is designed to foster professional, knowledgeable and certified Korean travel agents who can better represent the authentic Ho'okipa (hospitality) and Kuleana (responsibility) of the Hawaiian Islands in the Korean market.	Seoul	Opportunity for partners to provide the latest news. HTK also welcomes any in-kinds sponsorships for participant's prizes as below: <ul style="list-style-type: none"> • Accommodations • Hosted Meals • Activities • Transportation • Airfares
Sustainable & Safe Hawai'i Branding Campaign with OTAs	Jul & Oct	Jointly develop large-scale online advertising campaigns that feature various aspects of the Hawaiian Islands in partnership with leading OTAs and consumer brands possessing large fan base.	Korea	HTK welcomes any in-kind sponsorships as below: <ul style="list-style-type: none"> • Accommodations • Hosted Meals • Activities • Transportation • Airfares
MEDIA/INFLUENCER FAM				
Editors in Chief FAM	Sept	Invite major publications such as ELLE, VOGUE, Chosun Ilbo and Luxury to create high profile Hawai'i content on social media..	All Islands	HTK welcomes any in-kind sponsorships as below: <ul style="list-style-type: none"> • Accommodations • Hosted Meals • Activities • Transportation • Airfares
#Stories of Aloha Influencers Visit	On-going	Send carefully selected top social Influencers from various industry sectors to the Hawaiian Islands to cover the destination in a series digital contents.	All Islands	
CONSUMER CAMPAIGNS				



Aloha Consumer Newsletter	Jan - Dec	Develop monthly consumer newsletter to share with consumers and potential travelers up-to-date information about Hawai'i, including COVID-19-related details and travel alerts.	Korea	Opportunity for partners to provide the latest news to be covered in the newsletter.
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