



2016 Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	COST
TRADESHOWS			
MCI IT&CM – Shanghai	April 6 – 8	【City : Shanghai】 IT&CM is the platform for international and leading Chinese players in the MICE industry to explore business opportunities on all fronts – inbound, outbound and domestic in one dynamic marketplace.	* USD 2,500 – Independent Booth Promotion for 3 days & agent appointments arrangement. * Information Support (DM, Flyer, Brochure, Giveaways)
MCI CIBTM – Beijing	September 7 – 8	【City : Beijing】 IBTM China provides the ultimate platform for the world’s leading suppliers to the MICE industry to meet top level buyers with strong purchasing power in China, Asia and the rest of the world.	* USD 2,500 – Independent Booth Promotion for 2 days & agent appointments arrangement. * Information Support (DM, Flyer, Brochure, Giveaways)
Leisure CITM – Shanghai	November 13 – 15	【City : Shanghai】 Largest professional travel mart in Asia, participants comes from all sectors of the travel industry including travel agencies, hotels, airlines and related travel companies.	* USD 2,000 – Independent Booth Promotion for 3 days & agent appointments arrangement. * Information Support (DM, Flyer, Brochure, Giveaways)
TRADE FAMILIARTIZATION TRIPS (FAMS)			
Trade FAM A Beijing & Shanghai Tour Operators	May 11-15	【Target : Beijing & Shanghai Tier 1 Cities】 8 Selected travel agents. To provide education on dispersal to neighbouring islands. Support trade in product development and packaging.	Sponsorship on : • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary
Trade FAM B Hong Kong Tour Operators	June 3-10	【Target : Hong Kong SAR】 12 Selected travel agents. To provide education on the Hawaiian Islands and its offerings. Support trade in product development and packaging.	Sponsorship on : • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary
Trade FAM C Northern & Southwest Tour Operators	June 15-19	【Target : Northern & Southwest Tier 2 Cities】 8 Selected travel agents. To provide education on the Hawaiian Islands and its offerings. Support trade in product development and packaging.	Sponsorship on : • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions Itinerary
Trade FAM D Southern Tour Operators	September 21-25	【Target : Southern Tier 2 Cities】 8 Selected travel agents. To provide education on the Hawaiian Islands and its offerings. Support trade in product development and packaging.	Sponsorship on : • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary
PUBLIC RELATIONS			
Media FAM A Social Media Influencers	March 23-27	【Target : Beijing, Shanghai and Guangzhou】 6 selected social media influencers in China to visit Hawai’i and share their experiences to create massive media exposure.	Sponsorship on : • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary

Media FAM B Luxury & Special Interest	May 11-15	【Target : Beijing & Shanghai】 6 selected luxury and special interest media in China to visit Hawai'i and share articles to create massive media exposure in the luxury market.	Sponsorship on : • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary
Media FAM C Consumer Travel	June 15-19	【Target : Beijing, Shanghai & Guangzhou】 6 selected consumer travel media in China to visit Hawai'i and share articles to create massive media exposure.	Sponsorship on : • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary
Media FAM D Broadcast	August	【Target : Nationwide】 Production Crew of 20 pax to visit Hawai'i to film a program to create massive media exposure.	Sponsorship on : • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary
TRAVEL TRADE EDUCATION			
2016 China Mission Camp ALOHA!	April 25-29	【Region : Northern, Eastern, Central & Southern China】 China Mission Camp ALOHA! in Chengdu , The mission provides Hawai'i stakeholders face-to-face interactions nearly 200 China wholesalers, tour operators, OTAs, retail agents, MCI corporates and MICE intermediaries. The Mission will also include 2 MCI Seminars in Beijing and Shanghai.	* USD 3,000 • Presentations to 200 travel agencies and MCI intermediaries • One-on-one business meetings • Networking Events • Information Support (DM, Flyer, Brochure, Giveaways) • Accommodation and travel expenses on own
Joint Sales Calls & Agency Training	September 9 – 11	【Region : Northern China】 The Joint Sales Calls & Agency Training provides Hawai'i stakeholders face-to-face interactions with China wholesalers, tour operators, OTAs and retail agents. *To be confirmed - emerging tier 2 cities like Tianjin, Dalian, Jinan, Qingdao and Shenyang .	No participation fee. Accommodation and travel expenses on own.
Joint Sales Calls & Agency Training	November 14 – 20	【Region : Eastern China】 The Joint Sales Calls & Agency Training provides Hawai'i stakeholders face-to-face interactions with China wholesalers, tour operators, OTAs and retail agents. *To be confirmed - emerging tier 2 cities like Hangzhou and Nanjing .	No participation fee. Accommodation and travel expenses on own.
CONSUMER PROMOTION			
Campaign #1 Six Hawaiian Travel-Spirations	Q1 & Q2	<ul style="list-style-type: none"> A social media campaign aimed at promoting travel to the Hawaiian Islands led by 6 leading Chinese social bloggers who share their Travel-Spirations surrounding 6 special China Festivals namely: Youth Day, Women's Day, Mother's Day, Father's Day, Valentine's Day and Earth Day. Drive consumer travel intent and bookings through the launch of online 'Tell Us A Travel-Spiration Story & Win 6 Dream Hawaiian Holidays Worth RMB 66,666!' 	Sponsorship for : • Hawai'i Holiday Prizes • Itineraries • Flights
Campaign #2 My 50 Hawaiian Luxury WISHLIST	Q2 & Q3	<ul style="list-style-type: none"> Consumers stand a chance to have their Luxury WISHLIST fulfilled just by writing down their wishes, whether it's a pair of earrings from a Hawai'i Jeweler or a spa pampering experience. The campaign aims to drive Chinese luxury demand for Hawai'i Travel and position the Hawaiian Islands in the upscale market. 	Sponsorship for : • Hawai'i Holiday Prizes • Itineraries • Flights

Campaign #3 6 Hawaiian Love Isles, 6 Dream Weddings	Q3 & Q4	<ul style="list-style-type: none"> A celebrity campaign featuring 6 different styles of weddings on 6 Hawaiian Islands where Chinese travelers learn about each of the 6 islands, having its own unique experience for not just weddings, but honeymoons, anniversary and vow renewals for Chinese couples. 	Sponsorship for : <ul style="list-style-type: none"> Hawai'i Holiday Prizes Itineraries Flights
Campaign #4 Hawai'i with Vigor, Hula Fitness Fun!	Q3 & Q4	<ul style="list-style-type: none"> A campaign that partners with upscale branded gym chains in first-tier cities such as Beijing, Shanghai to launch a full month of health, wellness and fun for Millennials. Health and fitness enthusiasts will love this one as they stand a chance to win Free Hula Dance Classes and travel prizes to the Hawaiian Islands. This will position the Hawaiian Islands as full of energy, healthy and a place of discovery for both mind and body, whether in nature attractions, sporting activities and food. 	Sponsorship for : <ul style="list-style-type: none"> Hawai'i Holiday Prizes Itineraries Flights
Campaign #5 TV Opportunity For Hawaiian Islands	Q4	<ul style="list-style-type: none"> Promoting the Hawaiian Islands as the idyllic backdrop perfect for filming by TV, be it traditional or digital channels and to groom producers to incorporate the Hawaiian Islands in their scripts. 	Sponsorship for Crew: <ul style="list-style-type: none"> Hotel Rooms Meals Ground Transportation Flights Activities / Attractions Itineraries
MCI			
Campaign #6 The Hawaiian Islands – Ecological Wonder	Q2	Target Education Travel Segment. Decision makers include parents, educators and students. Create awareness and showcase ecological wonders, natural and cultural environments of Hawai'i.	Sponsorship for: <ul style="list-style-type: none"> Hawai'i Holiday Prizes Itineraries Flights

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