



## 2016 Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	COST
<b>TRADESHOWS</b>			
WTM, London	7 <sup>th</sup> - 9 <sup>th</sup> November 2016	<p>WTM is regarded as one of the leading global events for the worldwide travel and tourism industry, attended by senior professionals, government ministers and international press. They come together to network, negotiate and discover the latest industry opinion and trends at WTM.</p> <p>The event has experienced a period of unprecedented period of growth over the last five years that has seen London visitor numbers grow by 20% to 35,528.</p> <p>HTE will exhibit within the Brand USA pavilion and will provide one schedule of trade and media appointments for HTA. Stakeholders will have space to hold their own pre-arranged meetings on stand.</p>	<p>Estimated cost \$5,000 - TBC based on numbers of participants</p> <p><i>To express interest please contact:</i>  <a href="mailto:angies@hillsbalfour.com">angies@hillsbalfour.com</a>  <a href="mailto:alex@hillsbalfour.com">alex@hillsbalfour.com</a></p>
<b>TRADE FAMILIARTIZATION TRIPS (FAMS)</b>			
UK: Group decision-maker fam trip	May 7th to May 14th	<p>HTE are currently coordinating and will host a group fam trip for eight decision-makers who will visit O'ahu, Kaua'i and Hawai'i Island. The itinerary will include site inspections, which can be based around hosted meals in the morning and lunch-time, with afternoons reserved for activities.</p> <p>The trip will target the decision-makers of volume driving tour operators and the themes will be The Hawaiian Islands – Nature &amp; Undiscovered Gems.</p> <p>We would like to be as unique and creative with our itinerary as we can so we would encourage partners to 'think outside the box' when spending time with the group and showcasing their product.</p>	<p>HTE has reached out for hosted accommodation, meals, tours, activities, inter-island flights and transportation</p> <p><i>To express interest please contact:</i>  <a href="mailto:angies@hillsbalfour.com">angies@hillsbalfour.com</a>  <a href="mailto:alex@hillsbalfour.com">alex@hillsbalfour.com</a></p>
Germany & Switzerland: Group decision-maker fam trip	Postponed to October 2016 (dates tbc – Korean Airlines)	<p>HTE will co-ordinate and host a group fam trip for 5-6 decision-makers who will visit a minimum of three islands. The itinerary will include site inspections, which can be based around hosted meals in the morning and lunch-time with afternoons reserved for activities.</p> <p>*Maui (Lana'i), Kaua'i, Hawai'i Island  → The themes will be The Hawaiian Islands – Culture, Nature &amp; Outdoor Activities</p>	<p>HTE kindly request support with fully hosted accommodation, meals, tours, activities and transportation</p> <p><i>To express interest please contact:</i> <a href="mailto:sabrina@lieb-management.de">sabrina@lieb-management.de</a></p>
UK & Scandinavia: Sales agent fam trip	November 2016	<p>HTE will co-ordinate and host a group fam trip for six sales agents who will visit a minimum of two islands. The itinerary will include site inspections, which can be based around hosted meals in the morning and lunch-time with afternoons reserved for activities.</p> <p>The trip will target a mixture of sales agents from volume driving tour operators and luxury tour operators and will be designed to showcase the Islands.</p> <p>The group will visit O'ahu and Maui (including Moloka'i and Lana'i). The theme will be The Hawaiian Islands: Romance &amp; Nature.</p>	<p>HTE kindly request support with fully hosted accommodation, meals, tours, activities and transportation</p> <p><i>To express interest please contact:</i>  <a href="mailto:angies@hillsbalfour.com">angies@hillsbalfour.com</a>  <a href="mailto:alex@hillsbalfour.com">alex@hillsbalfour.com</a></p>

Germany & Switzerland (& Austria): Sales agent fam trip	September/ October 2016	<p>Best of travel Group (BOTG), a co-operation of 12 independent TO, are interested in a agent trip to train their staff. BOTG launched a Hawai'i only brochure and plan to increase their Hawai'i business significantly. Therefore, they need to provide sales staff with first hand experiences.</p> <p>They would like to visit for 10-12 days, 6 agents + escorts. Agents can share rooms. Alamo will most likely be the rental car partners; will talk to airlines about support.</p> <p>They work with NWT and Hotelbeds, however, asked HTE to co-ordinate land program with partners directly. Due to long stay, agents should visit at least four islands. The itinerary will include site inspections, which can be based around hosted meals in the morning and lunch-time with afternoons reserved for activities.</p> <p>The group shall visit O'ahu, Hawai'i, Maui and Kaua'i and the theme will be The Hawaiian Islands: Urban, Culture, Nature &amp; Outdoor Activities.</p>	<p>HTE kindly request support with fully hosted accommodation, meals, tours, activities and transportation</p> <p><i>To express interest please contact: <a href="mailto:sabrina@lieb-management.de">sabrina@lieb-management.de</a></i></p>
Europe: Adhoc fam trips for product managers & sales agents	Ongoing	To maximize first hand product knowledge and budgets, HTE will endeavor to assist the trade with individual fam trips to Hawai'i on request and if sufficient notice is provided.	<p>HTE kindly request support with fully hosted accommodation, meals, tours, activities and transportation</p> <p><i>To express interest please contact: <a href="mailto:angies@hillsbalfour.com">angies@hillsbalfour.com</a> <a href="mailto:alexp@hillsbalfour.com">alexp@hillsbalfour.com</a> &amp; <a href="mailto:sabrina@lieb-management.de">sabrina@lieb-management.de</a></i></p>
<b>TRAVEL TRADE EDUCATION</b>			
MCI Hawaii European roadshow London, Munich and Stockholm	14 <sup>th</sup> – 18 <sup>th</sup> November 2016	<p>MCI European Hawaii roadshow is a dedicated MCI roadshow incorporating the top markets for MCI in Europe with events in London, Munich and Stockholm.</p> <p>We would be looking to attract the top agencies, incentive houses, corporate travel agents in each location (event format TBC).</p> <p>This dedicated roadshow will showcase the Hawaiian Islands to the MCI market creating networking opportunities, lead generation opportunities for the partners involved and an opportunity to educate the attendees on the Hawaiian product.</p>	<p>Participation fee: TBC</p> <p>Space is strictly limited to 8 partners.</p> <p>Please note that the following will not be included in the participation fee:</p> <ul style="list-style-type: none"> <li>- International flights to Europe</li> <li>- Accommodation</li> <li>- Meals</li> <li>- Insurance</li> <li>- Shipping of any materials</li> </ul> <p><i>To express interest please contact: <a href="mailto:lindseyt@hillsbalfour.com">lindseyt@hillsbalfour.com</a></i></p>
Aloha Europe 2016	10 <sup>th</sup> – 21 <sup>st</sup> October 2016	<p>This year, the European Tour will focus on key cities in Germany (Hamburg, Hanover, Frankfurt and Munich). Paris, London and Zurich are optional to start off with.</p> <p>Sunday 9<sup>th</sup> October – Arrive in Paris Monday 10<sup>th</sup> October – Paris (travel to London by train in the evening) Tuesday 11<sup>th</sup> – Wednesday 12<sup>th</sup> October – London – To include Product manager forum and sales agent training event Fly to Zurich Wednesday 12<sup>th</sup> October PM Thursday 13<sup>th</sup> – Friday 14<sup>th</sup> October – Zurich Monday 17<sup>th</sup> October – Hamburg Tuesday 18<sup>th</sup> October – Hamburg/Hanover Wednesday 19<sup>th</sup> October – Frankfurt Thursday 20<sup>th</sup> October – Dusseldorf/Bochum Friday 21<sup>st</sup> October - Munich</p>	<p>Participation fee: TBC mid April</p> <p>Space is limited to 12 partners</p> <p>Please note that the following will not be included in the participation fee:</p> <ul style="list-style-type: none"> <li>- International flights to Europe</li> <li>- Accommodation</li> <li>- Meals</li> <li>- Insurance</li> <li>- Shipping of any materials</li> </ul>

		<p>Saturday 22<sup>nd</sup> October – Depart to Hawai'i</p> <p>Key objectives:</p> <ul style="list-style-type: none"> <li>• Train sales agents on The Hawaiian Islands focusing on key USP's</li> <li>• Introduce stakeholders to tour operator decision-makers &amp; give the opportunity to meet on a one to one basis</li> <li>• Introduce stakeholders to key media to share new product developments on-island as well as individual product related</li> <li>• Generate media coverage</li> <li>• Bring The Hawaiian Islands to Europe</li> </ul>	<p><i>To express interest please contact:</i>  <a href="mailto:angies@hillsbalfour.com">angies@hillsbalfour.com</a>  <a href="mailto:alex@hillsbalfour.com">alex@hillsbalfour.com</a>  <a href="mailto:sabrina@lieb-management.de">sabrina@lieb-management.de</a></p>																
Trade e-newsletters	Quarterly	<p>Compilation and distribution of the latest news, product development, up and coming events, selling tips, quirky facts and sales incentives to tour operators and travel agents.</p> <p>2016 schedule (distribution dates subject to slight change based on the most appropriate time for trade and in accordance with receipt prior to key sales periods):</p> <table border="1"> <thead> <tr> <th>2016 Edition</th> <th>Deadline</th> <th>Theme</th> <th>Distributed</th> </tr> </thead> <tbody> <tr> <td>April – June</td> <td>31st May</td> <td>Culture</td> <td>17<sup>th</sup> June</td> </tr> <tr> <td>July – September</td> <td>20<sup>th</sup> July</td> <td>Sport &amp; adventure</td> <td>29<sup>th</sup> August</td> </tr> <tr> <td>October – December</td> <td>20<sup>th</sup> November</td> <td>Multi-theme and dates for 2017</td> <td>12<sup>th</sup> December</td> </tr> </tbody> </table>	2016 Edition	Deadline	Theme	Distributed	April – June	31st May	Culture	17 <sup>th</sup> June	July – September	20 <sup>th</sup> July	Sport & adventure	29 <sup>th</sup> August	October – December	20 <sup>th</sup> November	Multi-theme and dates for 2017	12 <sup>th</sup> December	<ul style="list-style-type: none"> <li>• Product development news</li> <li>• Rare wildlife sightings and accompanying imagery</li> <li>• Local events for the following quarters to allow time for tour operators to create packages</li> <li>• Fashion updates</li> <li>• Quirky facts</li> <li>• Hawaiian character profiling</li> <li>• Agent incentives</li> </ul> <p><i>To express interest please contact:</i>  <a href="mailto:alex@hillsbalfour.com">alex@hillsbalfour.com</a></p>
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Trade gifts	Ongoing	<p>Opportunities to showcase products to leading tour operators, MCI decision makers and travel agents across Europe. These could include VIP amenity packs, bathroom robes, arts and crafts, local fashion, jewelry, biscuits / chocolates etc.</p> <p>We have created hampers which are being used in sales incentives made up of really lovely Hawaiian produce. We would love to extend these hampers to encourage more sales incentives amongst tour operators</p>	<p>HTE kindly requests any products that can be used as gifts to present to the trade during events and meetings.</p> <p><i>To express interest please contact:</i>  <a href="mailto:alex@hillsbalfour.com">alex@hillsbalfour.com</a>  <a href="mailto:sabrina@lieb-management.de">sabrina@lieb-management.de</a></p>																
<b>PUBLIC RELATIONS</b>																			
UK & Scandinavia: Group media fam trip	June 2016	<p>Targeting five key journalists from national newspapers (both print and digital) and magazines from the UK in order to develop larger media exposure across a varied spectrum of publications.</p> <p>The group will visit O'ahu, Maui and Lana'i and the theme will be Culture Vultures. Post trip options: Hawai'i or Moloka'i.</p>	<p>HTE kindly request support with hosted accommodation, meals, tours, activities and transportation.</p> <p><i>To express interest please contact:</i>  <a href="mailto:jasminer@hillsbalfour.com">jasminer@hillsbalfour.com</a></p>																
Germany & Switzerland: Group media fam trip	Dates tbc due to airlines (May or September)	<p>Targeting five key journalists from national newspapers (both print and digital) and magazines from the Germany &amp; Switzerland in order to develop larger media exposure across a varied spectrum of publications.</p> <p>The group will visit O'ahu, Kaua'i and Maui and the theme will be The Hawaiian Islands: Culture &amp; Nature. Post trip options: Lana'i or Moloka'i.</p>	<p>HTE kindly request support with hosted accommodation, meals, tours, activities and transportation.</p> <p><i>To express interest please contact:</i> <a href="mailto:sabrina@lieb-management.de">sabrina@lieb-management.de</a></p>																
France & Italy: Group media fam trip	28 May to 12 June	<p>Targeting five key journalists from national newspapers (both print and digital) and magazines from the UK and Scandinavia in order to develop larger media exposure across a varied spectrum of publications.</p> <p>The group will visit Lanai, Maui and Hawai'i. The theme will be</p>	<p>HTE kindly request support with hosted accommodation, meals, tours, activities and transportation.</p> <p><i>To express interest please contact:</i></p>																

		the VIP experience.	<a href="mailto:jasminer@hillsbalfour.com">jasminer@hillsbalfour.com</a>
Europe: Individual journalist & digital influencers trips	Ongoing	HTE to target individual journalists and digital influencers to develop media coverage across top tier publications and broadcast outlets.	HTE kindly request support with hosted accommodation, meals, tours, activities and transportation.  <i>To express interest please contact:</i> <a href="mailto:jasminer@hillsbalfour.com">jasminer@hillsbalfour.com</a> <a href="mailto:sabrina@lieb-management.de">sabrina@lieb-management.de</a>
Germany: key media individual journalist trips 2016/17	Ongoing	*abenteuer & reisen (Top 5 consumer travel magazine – title story): editor & photographer will visit in October 2016 – islands and story ideas tb confirmed; will request support from TO (e.g. Meier’s Weltreisen  *Lufthansa Magazines (board magazine & exclusive) – title story: editor & photographer are planning to visit beginning of Sept or 2 <sup>nd</sup> half of October); flights are taken care of by LH, islands/topics tbc  *Merian (Top 5 consumer travel magazine – one issue on Hawai’i only): editor & several photographers would travel in 2017 – islands and story ideas tb confirmed; will request support from airline (and TO)	HTE kindly request support with hosted accommodation, meals, tours, activities and transportation.  <i>To express interest please contact:</i> <a href="mailto:jasminer@hillsbalfour.com">jasminer@hillsbalfour.com</a> <a href="mailto:sabrina@lieb-management.de">sabrina@lieb-management.de</a>
Europe: Celebrity press trip	TBC	HTE to work with two celebrities (one from Germany and one from the UK) to produce first person experience pieces and social media coverage from well-known personalities.	HTE kindly request support with hosted accommodation, meals, tours, activities and transportation.  <i>To express interest please contact:</i> <a href="mailto:jasminer@hillsbalfour.com">jasminer@hillsbalfour.com</a>
Europe: Media liaison	Ongoing	HTE will promote industry partners through both proactive and reactive press opportunities to feature within round up opportunities that regularly feature within press.	HTE kindly requests information and lead in rates as and when opportunities arise.  <i>To express interest please contact:</i> <a href="mailto:jasminer@hillsbalfour.com">jasminer@hillsbalfour.com</a>
Europe: Press releases	Ongoing	Opportunities to feature within round up press releases or sample package inclusion within a themed press release.	HTE kindly requests any sample packages or information.  <i>To express interest please contact:</i> <a href="mailto:jasminer@hillsbalfour.com">jasminer@hillsbalfour.com</a>
Europe: Late deals	Ongoing	Opportunities to take part in weekly late deals offering discounts for last minute travel. These late releases will contain offers from tour operators as well as stakeholders and be sent to consumer media in the format of a press release. Ideally they should be themed around a special event taking place in the Islands.  They should have a minimum lead-in date of 4 weeks up to 12 weeks. The consumer media often publishes features with offers for travel in one month, two months or three months.  The offers are an ideal opportunity for promotion during low-season when there is inventory available to shift	HTE kindly requests any late deals or sales news.  <i>To express interest please contact:</i> <a href="mailto:jasminer@hillsbalfour.com">jasminer@hillsbalfour.com</a>
Editorial gifts	Ongoing	Opportunities to showcase products to leading travel journalists across Europe. These could include VIP amenity packs, bathroom robes, arts and crafts, local fashion, jewelry, biscuits / chocolates etc.	HTE kindly requests any products that can be used as gifts to present to the media during events and meetings.

			<i>To express interest please contact: <a href="mailto:jasminer@hillsbalfour.com">jasminer@hillsbalfour.com</a></i>
Charity promotions	Ongoing	Opportunities to showcase products to guests of charity events across Europe.  These could include amenity packs, stationary, gadgets such as phone chargers / selfie-sticks, bags, biscuits / chocolates etc.	HTE kindly requests any products that can be used as gifts to present within goodie bags at charity events.  <i>To express interest please contact: <a href="mailto:jasminer@hillsbalfour.com">jasminer@hillsbalfour.com</a></i>
<b>CONSUMER PROMOTIONS</b>			
Competitions	Ongoing	Throughout the year HTE will source the best opportunities to give visibility to The Hawaiian Islands and the stakeholders. This could be through broadcast, print or digital promotion.  Exposure will be given to all prize providers as well as access to third party data where consumers opt-in.	Prizes for competition fulfillment made up of accommodation, transport and activities  <i>To express interest please contact: <a href="mailto:angies@hillsbalfour.com">angies@hillsbalfour.com</a> <a href="mailto:alexp@hillsbalfour.com">alexp@hillsbalfour.com</a></i>

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