

## 2016 Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	COST
<b>TRADESHOWS</b>			
Hawaii Expo	July 16 & 17	Hawaii's stand-alone event in Tokyo. Expecting 15,000 visitors to the event. Provide seminar, workshop, and talk-show during the event as well.	\$2500~3000 for Booth Fee
Tourism Expo Japan (Formally known as JATA Tabihaku)	September 23 -25	Participate in the largest Tourism Expo in Asia.	(TBA) / Brochure support
<b>TRADE FAMILIARIZATION TRIPS (FAMS)</b>			
Leisure market FAM tour	January, May, June, December	Invite Leisure Travel Agents to educate Oahu & Neighbor Island destination	In Kind (Barter support)
Honolulu Wholesaler Agent FAM	May, June, September, November	Organize Wholesaler agents in Hawaii to each island to educate about each island destination	In Kind (Barter support)
Aloha Program FAM	April 10/11/13 (Hawaii Summit) & September	Conduct Aloha Program Hawaii Specialists FAM tour to 2 islands to educate deeper Hawaii contents	In Kind (Barter support)
<b>TRAVEL TRADE EDUCATION</b>			
MCI Meet Hawaii Sales Call	Throughout the year	Sales call to MICE agent and Event Organizers	Information / Sales material support
Hawaii Travel Agent Partner Program	Throughout the year	Sales call to Wholesalers/Retail Agents	In Kind (Barter support)
Travel Trade Webinar	Throughout the year	Web Seminar to Travel Trade agents to educate/update about Hawaii Destination	Information / Sales material support
Honolulu Agent Blitz (in Hawaii)	Throughout the year	Sales call to Honolulu agent	TBA
Hawaii Summit	April 11-15* *Actual Summit: (4/12-4/13)	Invite 100 agents from Japan to conduct 2 days events in Hawaii including Matching appointment with Hawaii Partners as well as seminar & workshop	TBA
Hawaii Seminar/Workshop & Mahalo Reception	November (Osaka & Tokyo)	Conduct Hawaii Seminar/Workshop in Osaka & Tokyo to inform 2016 Marketing plan as well as updates followed by Mahalo Reception to Travel Trade Company's VIP.	\$1500 ~ \$2000/ Booth Participation Fee In Kind (Gift Certificate) & Giveaways
MICE Guide 2017	November	Produce MICE Guide which distributed in Travel Trade in the HTJ 2017 activities	\$1800 ~ \$5000
<b>PUBLIC RELATIONS</b>			
Press Tour	June & October	Invite 5-6 media to feature different target market activities/theme	In-kind (Barter support)

Media Event	October	Invite over 100 Media to showcase Hawaii and conduct Workshop	TBA
<b>CONSUMER PROMOTIONS</b>			
Hawaii Festa 2016 in Fukuoka	February 16	Conduct Hawaii Seminar to the market in Fukuoka to increase the destination knowledge and stimulate the business	Information support
Hawaii Festa in Sapporo	February 18	Conduct Hawaii Seminar to the market in Sapporo to increase the destination knowledge and stimulate the business	Information support
<b>CONSUMER SHOWS</b>			
Nagoya Tabi Matsuri	March 19 & 20	Annual Hawaii Event in Nagoya to target Chukyo area audience	Information support
Romance Event	May or June (TBA)	Hawaii Romance event held in Tokyo to target young female generation who considering wedding in the future	Information support
Nagoya Hawaii Festival	May 27 – 29	HTJ has booth in the event to educate Hawaii destination as well as introduction of Aloha Program to Consumers	Information support
Aloha Summer Festival Osaka	May 27 – 29	Hawaii related event in Osaka	Information support
Kanku (KIX) Tabihaku	June 4 – 5	JATA related event to promote Abroad trip from Osaka region	Brochure Support
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