

## 2016 Partnership Opportunities for Korea

ACTIVITY	DATE	DESCRIPTION	COST
<b>B2C Promotions (PR / Digital / Consumer Co-ops)</b>			
<b>2016 Hawai'i Tourism Celebrity Endorsement Program</b> ⇨ Choo Sung Hun ⇨ Yahoshio ⇨ Choo Sarang	Apr	<ul style="list-style-type: none"> <li>• Appoint Korean celebrities for Gangnam Style Mommy</li> <li>• Promote Family travels to Hawai'i by utilizing their photos and videos taken in Hawaii</li> </ul>	<ul style="list-style-type: none"> <li>• HTK to look for joint partners to carry Celebrity &amp; TV projects in the area of hotel, airlines and ground transportation that can provide rooms, air tickets and transportation at a complimentary or heavily discounted rate.</li> <li>• Sponsored partners will be introduced through appearance on TV, and detailed level of exposure will be further discussed.</li> </ul>
<b>Individual Media Visit</b> ➤ Luxury Magazine ➤ Wedding Magazine ➤ Lifestyle Magazine	Jun Oct Dec	<ul style="list-style-type: none"> <li>• Coordinate individual media visits to Hawai'i to generate more in-depth coverage targeting each three markets</li> <li>• Each individual media will be given different itineraries.</li> <li>• Each media will be accompanied by a photographer, along with HTK escort.</li> </ul>	<ul style="list-style-type: none"> <li>• HTK welcomes any sponsorship such as accommodation, inter-islands flights, transportation, rental car and hosted meals.</li> <li>• Sponsored partners will be featured and introduced in media coverage.</li> </ul>
<b>High Blogger &amp; Wifelogger Fam Tour</b>	Jul	<ul style="list-style-type: none"> <li>• Stimulate new target markets by inviting major power bloggers to Hawai'i</li> <li>• Invite major influential wifeloggers to Hawai'i maximizing online destination exposure</li> <li>• Wifeloggers will be used for family market promotion, while high bloggers will be used for couple and individual travel market.</li> </ul>	
<b>Ukulele Festival Campaign</b>	Aug	<ul style="list-style-type: none"> <li>• Organize a consumer campaign to promote Kona and Ukulele Festivals</li> <li>• Invite a leading lifestyle magazine to introduce and feature these festivals to social media</li> </ul>	
<b>Hawai'i Food and Wine Festival Group Media Fam Tour</b>	Sep	<ul style="list-style-type: none"> <li>• Maximize HFWF and Hawai'i exposure in Korea's major media by inviting a famous chef to visit HFWF</li> <li>• HTK will invite small TV crew to feature this event.</li> </ul>	
<b>Korean Group Media Fam</b>	Sep	<ul style="list-style-type: none"> <li>• Conduct Korean Group Media Fam tour inviting Tier 1 media to generate various aspects of Hawai'i</li> <li>• Specific itinerary and themes will be developed for each target market; Gangnam Style Mommy, Lovey Dovey and Lifestylists</li> </ul>	
<b>Hawai'i Kona &amp; KAU Coffee Festival Campaign</b>	Nov	<ul style="list-style-type: none"> <li>• Organize a consumer campaign to promote Kona and KAU coffee festivals</li> <li>• Invite a leading food magazine to introduce and feature these festivals to social media</li> </ul>	

<b>2016 Hawai'i TV Film Project</b>	Year Around	<ul style="list-style-type: none"> <li>Organize a large-scale project with a high profile TV program to broaden Hawai'i's destination image and increase media exposure</li> </ul>	<ul style="list-style-type: none"> <li>HTK to look for joint partners to carry Celebrity &amp; TV projects in the area of hotel, airlines and ground transportation that can provide rooms, air tickets and transportation at a complimentary or heavily discounted rate.</li> <li>Sponsored partners will be introduced through appearance on TV, and detailed level of exposure will be further discussed.</li> </ul>
<b>New Target Market Promotion</b> ➤ Hawai'i KEIKI promotion ➤ Lovey Dovey Campaign ➤ Lifestylist	Year Around	<ul style="list-style-type: none"> <li>Launch of each new tour product partnered with airlines</li> <li>Each tour product development will be followed by fam tours (detailed timing will be arranged)</li> <li>Consumer co-ops will be designed to promote these newly identified markets.</li> </ul>	<ul style="list-style-type: none"> <li>HTK welcomes any sponsorship such as accommodation, inter-islands flights, transportation, rental car and hosted meals.</li> <li>Sponsored partners will be featured in new tour products.</li> </ul>
<b># AlohaEverywhere Consumer Campaign</b>	Year Around	<ul style="list-style-type: none"> <li>#Alohaeverywhere promotion will be conducted throughout the year to promote Hawaiian culture and festivals, as well as raising awareness of its social media promotion.</li> </ul>	<ul style="list-style-type: none"> <li>Basically the sponsorship will include everything that you could provide – room vouchers, airlines tickets, tour products, in-kind contribution and etc.</li> <li>HTK will design each post uploaded to Alohaeverywhere Social media utilizing partners' contribution.</li> </ul>
<b>B2B SHOWS</b>			
<b>Hana Tour International Travel Show</b>	Jun	<ul style="list-style-type: none"> <li>Participate in Korea's biggest showcase "Hana Tour International Travel Show" and hold a B2B seminar to broadly promote Hawai'i as the No.1 Leisure &amp; MCI destination</li> </ul>	<ul style="list-style-type: none"> <li>General Participation Fee: \$5,000</li> </ul>
<b>Hawai'i Media Day</b>	Oct	<ul style="list-style-type: none"> <li>Host 'Hawai'i Media Day' to invite Hawai'i partners in charge of public relations for an opportunity to meet Korea's key media personnel and build a relationship</li> </ul>	<ul style="list-style-type: none"> <li>General Participation fee: \$2,000</li> <li>HTK welcomes any sponsorship such as lucky prizes</li> </ul>
<b>Mode Tour Travel Show</b>	Oct	<ul style="list-style-type: none"> <li>Participate in the industry partner showcase "Mode Tour Travel Show" to promote the Hawai'i leisure highlighting industry partners and consumers as well as MCI Incentive Program for MCI agents and planners</li> </ul>	<ul style="list-style-type: none"> <li>General Participation Fee: \$5,000</li> </ul>
<b>B2B FAM TOURS</b>			

<b>Neighbor Islands Agents Fam Tour</b>	Feb	<ul style="list-style-type: none"> <li>Conduct a Fam inviting wholesalers and OTAs to develop new tour packages on each target segment <ul style="list-style-type: none"> <li>✓ Lifestylist(Wholesaler + OTAs)</li> <li>✓ Lovey Dovey Campaign (Wholesaler + OTAs)</li> <li>✓ Hawai'i KEIKI promotion (Wholesalers)</li> </ul> </li> <li>Number of invited agents will be 15 ~ 20.</li> <li>Groups will be divided into two groups to visit all islands of Hawai'i.</li> </ul>	<ul style="list-style-type: none"> <li>HTK welcomes any sponsorship such as accommodation, inter-islands flights, transportation, rental car and hosted meals.</li> <li>Sponsored partners will be featured and introduced in new tour products</li> </ul>
	Apr		
	Sep		
<b>Hawai'i Golf FAM</b>	Sep	<ul style="list-style-type: none"> <li>Conduct a Fam Tour for golf publication reporters and golf tour agents to conduct site inspections of golf courses around all islands of Hawai'i</li> <li>Number of participants - 3 media and 4 golf agents. (total 7 PAX)</li> </ul>	
<b>B2B SEMINARS</b>			
<b>2016 Hawai'i Tourism Destination Seminar &amp; Meet Hawai'i Update (SEOUL)</b>	Mar	<ul style="list-style-type: none"> <li>Conduct Hawai'i Destination Seminar in Seoul</li> <li>Invite both leisure and MCI agents to give new destination information as well as to introduce new incentive programs</li> <li>Number of invitees – 70~80 agents</li> </ul>	<ul style="list-style-type: none"> <li>HTK welcomes any sponsorship of lucky draw prizes and in-kinds supports</li> <li>Sponsored partners will be exposed throughout the event</li> </ul>
<b>2016 Hawai'i Tourism Destination Seminar &amp; Meet Hawai'i Update (BUSAN)</b>	Jun	<ul style="list-style-type: none"> <li>Conduct Hawai'i Destination Seminar in BUSAN</li> <li>Invite both leisure and MCI agents to give new destination information as well as to introduce new incentive programs</li> <li>Number of Invitees - 70~80 agents</li> </ul>	
<b>2016 Hawai'i Tourism Year-End Mahalo Seminar</b>	Dec	<ul style="list-style-type: none"> <li>Hold Mahalo Seminar and Event to thank agents as well as to introduce 2017 plans</li> <li>It will be held both in Seoul and Busan.</li> </ul>	
<b>MCI Programs</b>			
<b>MCI Agent FAM Trip</b>	Apr	<ul style="list-style-type: none"> <li>Invite key MCI agents to Hawai'i and visit a minimum two Islands</li> </ul>	<ul style="list-style-type: none"> <li>HTK welcomes any sponsorship such as accommodation, inter-islands flights, transportation, rental car and hosted meals.</li> <li>Sponsored partners will be featured and introduced in new tour products</li> </ul>
<b>Meet Hawai'i in Korea</b>	Jul	<ul style="list-style-type: none"> <li>Invite best partner with their family to get closer to Hawaiian culture from presenting Hawai'i's destinations as well as giving strong impressions of Hawai'i as the best MCI destination</li> </ul>	
<b>MCI Corporate FAM Trip</b>	Nov	<ul style="list-style-type: none"> <li>Invite key corporate accounts to Hawai'i FAM Trip</li> </ul>	

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