

Opportunities to Partner 2016

ACTIVITY	DATE	DESCRIPTION	ESTIMATED COST															
TRADE FAM TRIPS																		
Global Achievers Program – Conference & Famil	Oct '16	HTO are sponsoring the 2016 Global Achievers Program, an exciting, once in a lifetime opportunity to showcase the Hawaiian Islands to 170 of Australia's top selling leisure consultants.	HTO require sponsorship of tours, activities and meals for pre- and post-famils on all islands To express interest contact Charis cricafuente@hawaiiitourism.com.au															
Air NZ Dreamliner Fam	May '16	HTO will partner Air NZ to showcase Hawai'i and the new Air NZ Dreamliner service which launches in May	HTO require sponsorship of tours, activities and meals. To express interest contact Megan mhornblow@hawaiiitourism.co.nz															
Ad-hoc Famils	Ongoing	HTO are approached by retail, wholesale and online trade partners for famil support throughout the year.	HTO require sponsorship of tours, activities and meals. To express interest contact Charis, cricafuente@hawaiiitourism.com.au															
TRAVEL TRADE EDUCATION																		
Aloha Down Under Workshops 2016	2 – 10 May '16	<p>The Aloha Down Under road show will once again concentrate more on providing Hawai'i partner training for Hawai'i-selling travel professionals.</p> <p>The main format would consist of table top workshop sessions (8 minutes each), allowing for a more in-depth and interactive Hawai'i partner training session. A B2B industry event will be incorporated in Sydney and Auckland along with media events</p> <p>The workshops will be held as follows: May 2: Sydney B2B May 3: Sydney Media & Trade May 4: Melbourne Trade May 5: Brisbane Trade May 6: Gold Coast Trade May 9: Wellington Trade (am) & Auckland Trade (pm) May 10: Auckland B2B</p>	<p>The following are estimates for your budgeting purposes only. ADU will continue to incorporate a significant subsidy from HTO.</p> <p>Participation Fee based on 2015 pricing: GOLD (NZ & AU) US\$6750 SILVER (AU only) US\$5750</p> <p>Please note, the following items are not included in the participation fee: • International flight –est. US\$1500 • AU domestic flights –est. AU\$600 • Trans-Tasman flight –est. AU\$400 • Accommodation –est. AU\$250 per night (6-7 nights) • Meals (outside of catering at ADU) • Insurances e.g. travel, personal and medical etc. • Shipping of collateral</p> <p>To express interest contact Charis, cricafuente@hawaiiitourism.com.au</p>															
Travel Professional E-Newsletters	Quarterly	<p>Communicate to HTO's Australian and New Zealand travel trade database (3,280+).</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>2016 Ed</th> <th>Deadline</th> <th>Distributed</th> </tr> </thead> <tbody> <tr> <td>Jan-Mar</td> <td>15 Mar</td> <td>31 Mar</td> </tr> <tr> <td>Apr-Jun</td> <td>15 Jun</td> <td>30 Jun</td> </tr> <tr> <td>Jul-Sep</td> <td>15 Sep</td> <td>30 Sep</td> </tr> <tr> <td>Oct-Dec</td> <td>5 Dec</td> <td>19 Dec</td> </tr> </tbody> </table>	2016 Ed	Deadline	Distributed	Jan-Mar	15 Mar	31 Mar	Apr-Jun	15 Jun	30 Jun	Jul-Sep	15 Sep	30 Sep	Oct-Dec	5 Dec	19 Dec	<p>Free opportunity.</p> <p>If you would like to be featured please send a paragraph of copy (max 50 words), image and web link to Vanessa by the deadline outlined, vcommander@hawaiiitourism.com.au</p>
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Jan-Mar	15 Mar	31 Mar																
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2016 Discover Hawai'i Guide	Annual, distributed Feb '16 (annual)	<p>HTO's key Hawai'i destination guide for Oceania travel trade.</p> <p>11,000 copies of the guide are distributed in market. It is also available on our Go Hawai'i AU/NZ websites and receives 25,800+ views per year. www.gohawaii.com/au/visitor-guide</p>	<p>Advertising opportunities available. Booking deadline December 2015.</p> <p>Please contact Debbie Anderson, Destination Marketing, debbieanderson@dmhawaii.com</p>															

Where Hawai'i International Travel Guide	Bi-Annual Feb & Aug editions	Produced specifically for pre-arrival distribution to all Australian and New Zealand consumers who request destination information from our HTO offices and also distributed at consumer travel expo's (10,000+ per year).	Advertising opportunities available. Please contact Kathleen Pahinui, kathleen.pahinui@morris.com
2016 Mahalo Month	Offers due Nov '15 for Apr-May '16 travel period (annual)	Mahalo Month aims to attract travel trade to experience Hawai'i first-hand. HTO promote the Mahalo Month program at the Visit USA Expos, trade advertising and via our e-newsletters. Organised by HTA, it is designed to be an individual fam program for travel professionals for travel from 1 Apr-31 May. Over 1,000 Oceania travel agents register to the program each year.	Please contact Caroline Anderson from HTA to register your interest to provide a special offer, caroline@gohta.net
Year-Round Industry Discounts for Aussie & Kiwi Travel Agents	Offers for Jan-Dec '16	HTO receive a lot of enquiry regarding industry discounts for travel agents own personal holidays to Hawai'i. This is a great self-famil opportunity for you to showcase your product and service to Australian and New Zealand travel agents or wholesale reservation staff. Please note, HTO will make mention that proof of ID (letter of employment on company stationery) and/or IATA number is required for all reservation requests. It will be clearly outlined that these rates are subject to availability and blackout dates, however we ask that you also outline your own terms and conditions.	If you have a year-round industry discount available for 2016, or if you have a dedicated person that can handle industry requests, please let us know the details by filling in the form available online - www.surveymonkey.com/s/Discounts2015 Please provide your offer before 30 November 2015. Or alternatively if you have a PDF flyer outlining your industry discount information, please feel free to email through to Vanessa for inclusion, vcommander@hawaiiitourism.com.au
PUBLIC RELATIONS			
Journalist Program and Media Famils	Ongoing	HTO target selected journalists and travel writers to visit Hawai'i in order to gain valuable media coverage.	HTO require sponsorship of tours, accommodation, activities and meals. To express your interest Australian media, contact Janaya jbirse@hawaiiitourism.com.au New Zealand media, contact Darragh dvalshe@hawaiiitourism.co.nz
Social Media Influencers	Ongoing	HTO are continually approached by Australian and New Zealand bloggers who are looking to visit Hawai'i and are seeking support on ground in exchange for coverage across their social media channels. If you are keen to explore these type of activities on a case-by-case basis, please register your interest and HTO will approach you to consider hosting opportunities.	HTO require sponsorship of tours, accommodation, activities and meals. To express interest, contact Janaya jbirse@hawaiiitourism.com.au
Group Media Famil	Apr '16	HTO are targeting 5 selected media professionals with both print and online platforms to visit Hawai'i in order to gain PR exposure across mass market and niche media outlets.	HTO require sponsorship of onshore tours, activities and meals. To express interest, contact Janaya jbirse@hawaiiitourism.com.au
CONSUMER PROMOTIONS			
Consumer Promotions	Ongoing	HTO work with select Oceania brands on consumer promotions (predominantly online competitions) to encourage travel to Hawai'i and build a stronger positioning and brand awareness. These promotions provide fantastic exposure and database opportunities in exchange for accommodation and activity sponsorship.	HTO require sponsorship of tours, accommodation and activities. To express interest, contact Charis cricafuente@hawaiiitourism.com.au
2016 Hawai'i Family Guide	Annual, distributed Oct '16	A new HTO dedicated guide on family holidays across the Hawaiian Islands. 9000 copies of the guide will be distributed to consumers in Australia and New Zealand. And a large online campaign to approx. 50,000 consumers via Holidays with Kids. It is also available on our Go Hawai'i AU/NZ websites and receives 10,000+ views per year. *View our Hawai'i Family Guide online www.gohawaii.com/au/statewide/family-guide	Advertising opportunities available. Booking deadline July 2016. Please contact Debbie Anderson, Destination Marketing, debbieanderson@dmhawaii.com

2016 Hawai'i Romance Guide	Annual, distributed Apr '16	<p>HTO's dedicated guide on wedding and honeymoon experiences in Hawai'i.</p> <p>8,000 copies of the guide are distributed to Oceania travel trade and romance travellers via direct enquiries and expo's. A very large online marketing campaign push will support its distribution direct to consumers. It is also be available on our Go Hawai'i AU/NZ websites and receives 10,000+ downloads per year.</p> <p>*View our Hawai'i Romance Guide online www.gohawaii.com/au/statewide/romance-guide</p>	<p>Advertising opportunities available.</p> <p>Booking deadline March 2016.</p> <p>Please contact Debbie Anderson, Destination Marketing, debbieanderson@dmhawaii.com</p>															
Consumer E-Newsletters	Quarterly	<p>Communicate to HTO's Australian and New Zealand travel trade database (46,700+).</p> <table border="1" data-bbox="587 539 1050 707"> <thead> <tr> <th>2016 Ed</th> <th>Deadline</th> <th>Distributed</th> </tr> </thead> <tbody> <tr> <td>Jan-Mar</td> <td>15 Mar</td> <td>31 Mar</td> </tr> <tr> <td>Apr-Jun</td> <td>15 Jun</td> <td>30 Jun</td> </tr> <tr> <td>Jul-Sep</td> <td>15 Sep</td> <td>30 Sep</td> </tr> <tr> <td>Oct-Dec</td> <td>5 Dec</td> <td>19 Dec</td> </tr> </tbody> </table>	2016 Ed	Deadline	Distributed	Jan-Mar	15 Mar	31 Mar	Apr-Jun	15 Jun	30 Jun	Jul-Sep	15 Sep	30 Sep	Oct-Dec	5 Dec	19 Dec	<p>Free opportunity.</p> <p>If you would like to be featured please send a paragraph of copy (max 150 words), image and web link to Vanessa by the deadline outlined, vcommander@hawaiiitourism.com.au</p>
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HTO Social Networks	Ongoing	<p>HTO reach out to past, present and potential Australian and New Zealand visitors to Hawai'i through our Facebook, Twitter and Instagram handles.</p> <p>Australia www.twitter.com/gohawaii www.instagram.com/gohawaii www.facebook.com/gohawaii</p> <p>New Zealand www.facebook.com/goHawaiiNZ</p>	<p>Notify HTO of your own official accounts, follow us and engage online by using our social media handles.</p> <p>Please email Charis (HTO AU) or Megan (HTO NZ) with any special announcements you'd like us to consider sharing, crifacuate@hawaiiitourism.com.au mhornblow@hawaiiitourism.co.nz</p>															
MCI MARKET INITIATIVES																		
Meet Hawai'i Famil	Oct/Nov '16	<p>HTO will host 6-8 key Australian MCI clients and 2 escorts (1 HA/1 HTO) on a 6 night famil to The Hawaiian Islands to showcase the best in meetings, conferences and incentive travel.</p> <p>HTO will also host a NZ MCI famil, dates TBC, but is generally held in November.</p>	<p>In-kind support is integral to the success of this event. HTO request partner sponsorship of tours, accommodation, activities, meals and entertainment.</p> <p>Please contact Holly (for AU) hballard@hawaiiitourism.com.au to express your interest.</p> <p>Or Megan (NZ) mhornblow@hawaiiitourism.co.nz</p>															
Meet Hawai'i Road Show	26 th -30 th August 2016	<p>The Meet Hawai'i Road Show is a dedicated Hawai'i MCI road show.</p> <p>The road show will be held in major cities in Australia including Auckland, Sydney and Melbourne. We are seeking to attract over 200 MCI industry personnel primarily including professional conference organisers, incentive houses, corporate travel agents, executive personal assistants and corporates.</p> <p>The dedicated Hawai'i MCI road show will assist our educational strategy by showcasing what the Hawaiian Islands can offer the Meetings, Incentives, Conferences and Exhibitions market. It will also offer our Hawaiian partners a great opportunity to educate MCI industry on their products and services, help to generate leads, stay in touch and network with key MCI players in Australia & NZ</p>	<p>The following are estimates for your budgeting purposes only. The Meet Hawai'i Roadshow will incorporate a significant subsidy from HTO.</p> <p>Participation Fee: Per Delegate: US\$5000 (including Australia & New Zealand)</p> <p>Please note, the following items are not included in the participation fee:</p> <ul style="list-style-type: none"> • International flight –est. US\$1500 • AU domestic flights –est. AU\$300 • Accommodation –est. AU\$250 per night (6-7 nights) • Meals (outside of event catering) • Insurances e.g. travel, personal and medical etc. • Shipping of any materials <p>Space is strictly limited to 15 partners. For any queries, please contact hballard@hawaiiitourism.com.au</p>															

PAICE 2016	9 th Nov '16	<p>PAICE is New Zealand's key MCI focused tradeshow. It is held in Auckland City but attracts buyers from all over NZ.</p> <p>PAICE is a great opportunity to meet with NZ's key MCI planners and generate new opportunities and leads.</p>	<p>For more information and costs on exhibiting at PAICE you can have a look at their website: www.paiceexpo.co.nz</p> <p>OR</p> <p>Contact Megan Hornblow to discuss booth sharing opportunities at: mhornblow@hawaiiitourism.co.nz</p>															
MCI E-Newsletters	Quarterly	<p>HTO produce this update for key MCI professionals to provide them with the latest news and events from Hawai'i. This is a great communication tool and provides a good opportunity to gain further exposure to the Oceania Market.</p> <table border="1" data-bbox="587 501 1050 658"> <thead> <tr> <th>2016 Ed</th> <th>Deadline</th> <th>Distributed</th> </tr> </thead> <tbody> <tr> <td>Jan-Mar</td> <td>1 Jan</td> <td>13 Jan</td> </tr> <tr> <td>Apr-Jun</td> <td>1 Apr</td> <td>13 Apr</td> </tr> <tr> <td>Jul-Sep</td> <td>1 Jul</td> <td>13 Jul</td> </tr> <tr> <td>Oct-Dec</td> <td>1 Oct</td> <td>12 Oct</td> </tr> </tbody> </table>	2016 Ed	Deadline	Distributed	Jan-Mar	1 Jan	13 Jan	Apr-Jun	1 Apr	13 Apr	Jul-Sep	1 Jul	13 Jul	Oct-Dec	1 Oct	12 Oct	<p>Free opportunity.</p> <p>Please ensure your company MCI news, specials and incentives are sent to Holly, hballard@hawaiiitourism.com.au</p>
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2016 Meet Hawai'i Guide	Annual, distributed Aug '16	<p>HTO's 2017 Meet Hawai'i Guide will provide an attractive, informative and practical tool with which to promote the destination's key selling points to business tourism professionals.</p> <p>6,000 copies of the guide are distributed to meetings organisers via Spice News Magazine (Business Events Magazine), on the HTO stand at AIME and various other channels. It will also be available on meetHawai'i.com/au.</p>	<p>Advertising opportunities available.</p> <p>Booking deadline August 2016.</p> <p>Please contact Debbie Anderson, Destination Marketing, debbieanderson@dmhawaii.com</p> <p>*View our Meet Hawai'i online www.meethawaii.com/Meetings-Conventions/Products-Services/Meeting-Planners-Guide/Ocean-Meet-Hawaii-Guide.aspx</p>															