

2016 Partnership Opportunities Southeast Asia

ACTIVITY	DATE	DESCRIPTION	COST
TRADESHOWS			
Aloha Sales Mission (Kuala Lumpur)	May 2-4, 2016	<p>PParticipate in the first Aloha Sales Mission in Kuala Lumpur, networking with some of the leading and most influential Wholesale, Travel Agencies, MCI agencies and leading travel and business press and media in a 1 and ½ day event in Kuala Lumpur.</p> <p>Package Inclusion:</p> <ul style="list-style-type: none"> - 1 x welcome dinner with market introduction from HTSEA team. - 1 x welcome pack inclusive of Travel Trend and Travel Audit Report. - 1 way airport transfer to Hotel (provided partners are on the same flight) - Meet & greet service at the airport. - Individual company table-top - Pre-schedule 8 - 10 minutes appointment with Travel Trade & MCI industry (Full day event) - Pre-schedule 8 – 10 minutes appointment with Media and Publication (Half day event) - 3 x tea breaks and 1 x luncheon during 1 and ½ day event. <p>Deadline to RSVP : April 10th, 2016</p>	<p>\$1,500 Per organization</p>
ITB Asia (Singapore)	October 19 th – 21 st 2016	<p>PParticipate under the Hawaii Tourism Pavilion in Southeast Asia largest B2B Trade Show. Ridding on the success of the parent trade show "ITB Berlin", ITB Asia has been an icon for all tourism partners interested in venturing into the Southeast Asia region with over 10,300 trade delegates, 760 exhibitors and 880 high quality buyers invited in ITB Asia 2015.</p> <p>Package Inclusion:</p> <ul style="list-style-type: none"> - Exhibition space under the Hawai'i Tourism Pavilion. - 1 x welcome dinner with market introduction from HTSEA team. - 1 x welcome pack inclusive of Travel Trend and Travel Audit Report. - Booth decoration under Hawai'i Tourism Pavilion. - Pre-schedule appointment. - Opportunities for pre-schedule interviews. <p>Deadline to RSVP : June 1st, 2016</p>	<p>\$3,000 - \$3,500 Per organization</p>
TRADE FAMILIARTIZATION TRIPS (FAMS)			
Travel Trade FAM Trip to <i>O'ahu</i> and Maui	June 2016	<p>Co-Host in the first Southeast Asia Travel Trade FAM trip to Hawaii, having the opportunity to meet with leading decision makers and high profile key person from Malaysia and Singapore largest outbound agencies. Duration planned for this FAM is 7D6N.</p> <p>Deadline to RSVP : April 10th, 2016</p>	<p>Sponsorship Opportunities:</p> <ul style="list-style-type: none"> - Accommodation - Meals - Transportation - Visitation / Attractions - Shows - Activities - Gifts

<p>Press & Media FAM Trip to <i>O'ahu</i> and Maui</p>	<p>June 2016</p>	<p>Co-Host in the first Southeast Asia Media FAM trip to Hawaii, having the opportunity to meet with leading publication and influential travel journalist, writer and editor with write up coverage of your product / services feature in the leading publication / blog / travel magazine / and online channel. Duration planned for this FAM is 7D6N.</p> <p>Deadline to RSVP : April 10th, 2016</p>	<p>Sponsorship Opportunities:</p> <ul style="list-style-type: none"> - Accommodation - Meals - Transportation - Visitation / Attractions - Shows - Activities - Gifts
TRAVEL TRADE EDUCATION			
<p>ALOHA Club</p>	<p>Throughout year 2016 (All 4 sessions)</p>	<p>The First Alliance form from Malaysian leading and most influential travel industry stakeholders consist of all travel segments with only aim in promoting Hawai'i as the "<i>First Choice</i>" and "<i>Dream destination</i>" for all Southeast Asian travellers.</p> <p>The ALOHA Club will also ensure cohesive marketing activities and commitment to advertise by all members under the "<i>Hawai'i, Experience the Dream</i>" theme.</p> <p><i>4 x Meetings and seminars discussion about products, destinations and marketing strategies and activities to reinforce Hawai'i packages, promotions and sales through your products and services.</i></p> <p>Target Level membership: Open by Invitation to Owner, CEO, MD, GM, VP, Director level only.</p> <p>Package Inclusion:</p> <ul style="list-style-type: none"> - Priority contacts sharing between Aloha Club members and your organization – direct top management. - Your organization products insertion during Aloha Club presentation, updates of your products / promotions / services / materials distribution (does not include shopping cost) - Company logo and webpage link available on all Aloha Club colleatral. - Complimentary 1 day sales visit to selected Aloha Club members with pre-schedule appointment and accompany by HTSEA team. <p>Deadline to RSVP : April 10th, 2016</p>	<p>\$1,500.00 Per organization</p>
<p>Hawaii Nurturing Future Talent Program</p>	<p>November 2016</p>	<p>This program serve to create a new generation of travel trade leaders and professionals specializing in Hawaiian tour, attractions and tourism industry with strong passion to contiguously drive tourist into the six island of <i>Hawai'i</i>.</p> <p>Students from university participating in conducting an intense research and studies among the Gen Y & Gen Z on their travel behaviors, preferences, expectation, influential factors and interest link with the six island of <i>Hawai'i</i> where top 10 research report finalist will be invited for oral presentation at the U.S Embassy and selected through a panel of judges including U.S Ambassador, selected airlines partners (Air Asia X) and selected Aloha members together with HTSEA team.</p> <p>Final top 3 students will undergo real time-on job training at your establishment, brining your company products and services knowledge back to Malaysia where they will undergo Management trainee program with selected Aloha Club members to create new, fresh, innovative ideas to promote <i>Hawai'i through your products and services</i>.</p> <p>This program will be cover through numerous Media landscape where participated Hawaiian partners will be mention in credits.</p> <p>Deadline to RSVP : May 1st, 2016</p>	<p>Package A (if you are Hotels / Resorts)</p> <ul style="list-style-type: none"> - USD200.00 for 2 days internship in your organization - Accommodation plus meals for 2 days - Transportation to work <p>Package B (other Hawaiian partners)</p> <ul style="list-style-type: none"> - USD500 for 2 days internship in your organization - Meals for 2 days - Transportation to work

PUBLIC RELATIONS			
NIL	NIL	NIL	NL
CONSUMER PROMOTIONS			
Hawai`i Culinary Week	August 2016	<p><i>Hawai`i</i> Culinary Week campaign will be organized in conjunction with Malaysia International Gourmet Festival 2016 which is the top culinary event in Malaysia with highest media coverages every year.</p> <p>To partners with a local international chain Hotels within Kuala Lumpur to serve Hawaiian cuisine for the whole week with special Hula dance performances and invitation to Media and Travel Trade for opening day of <i>Hawai`i</i> Culinary Week.</p> <p>Runs radio quiz's promotion related to <i>Hawai`i Food & Wine to win dining voucher</i>.</p> <p>Deadline to RSVP : May 15th, 2016</p>	<p>Hawaiian Hotels / Resorts</p> <ul style="list-style-type: none"> - Sponsorship of Hawaiian culinary Executive Chef to perform in Malaysia. - PR and Media coverage and radio quiz's with mention / credit to Chef from Hotels / Resorts - All accommodation and airfare will be taking care by HTSEA.
CONSUMER SHOWS			
MATTA Fair Expo (Malaysia)	September 2 nd – 4 th 2016	<p>Participate under the Hawaii Tourism Pavilion in Malaysia largest consumer and most influential show.</p> <p>MATTA Fair Expo is organized by the largest Malaysian Association of Travel and Tours Agents and has been recognized as the most successful and engaging platform to reached out to Malaysian consumer.</p> <p>MATTA Fair 2015 successfully attracted over 196 exhibitors consisting of 15 Tourism Board including American Embassy. Approximately 100,000 visitors daily.</p> <p>Package Inclusion:</p> <ul style="list-style-type: none"> - Exhibition space under the Hawai`i Tourism Pavilion. - 1 x welcome dinner with market introduction from HTSEA team. - 1 x welcome pack inclusive of Travel Trend and Travel Audit Report. - Booth decoration under Hawai`i Tourism Pavilion. - Pre-schedule appointment. - Media roundtable event <p>Deadline to RSVP : March 1, 2016</p>	\$2,000.00 per organization

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