



## 2016 Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	COST
<b>TRADESHOWS</b>			
TTE – Taipei Tourism Expo	May 20 - 23	<p><b>【City : Taipei】</b>            The second largest travel fair in Taiwan. Direct to consumer and travel trade, HTT will be exhibiting with reserved booths and agent counters for on-site product sales, as well as Hawaiian cultural presentations on stage. TTE visitor number in 2015: 280,000.</p>	* USD <b>1,000</b> – Independent Booth Promotion for 4 days & agent sales call arrangement. * Information Support (DM, Flyer, Brochure, Giveaways)
ITF – International Travel Fair	November 4 - 7	<p><b>【City : Taipei】</b>            Largest travel fair in Taiwan. HTT will be exhibiting with reserved booths and agent counters for on-site product sales and Hawaiian cultural presentations. Estimated visitor number in 2015: 350,000.</p>	* USD <b>1,500</b> – Independent Booth Promotion for 4 days & agent sales call arrangement. * Information Support (DM, Flyer, Brochure, Giveaways)
<b>TRADE FAMILIARTIZATION TRIPS (FAMS)</b>			
Agent FAM Trip	December (TBD)	Key agents in Taiwan – to educate agents and assist them in product development and packaging	* Sponsorship on: - Hotel Rooms - Meals - Itinerary - Ground Transportation - Flights - Activities / Attractions
<b>PUBLIC RELATIONS</b>			
Hawai'i Run	September 4	A half marathon in Taipei to create media attention and attract potential outdoor avid tourists to Hawai'i.	* Big Prizes as Event Awards * Grand Lucky Draw Gifts
Media FAM Trip	April 10 - 18	Selected media partners and bloggers – to create massive media exposure in the market	* Sponsorship on: - Hotel Rooms - Meals - Itinerary - Ground Transportation - Flights - Activities / Attractions
Blogger FAM Trip	September (TBD)	Selected media partners and bloggers – to create massive media exposure in the market	
<b>TRAVEL TRADE EDUCATION</b>			
Taiwan Sales Mission	April 21 - 22	The 2016 Taiwan Sales Mission provides Hawai'i stakeholders face-to-face interactions with Taiwan travel partners, wholesalers, retailers and MCI corporates.	* USD <b>1,200</b> Participation Fee * Sponsorship on: - Giveaways - Lucky Draw Prizes
<b>CONSUMER PROMOTION</b>			
Share the Aloha Campaign	Yearlong	If a person rallies a group of 15 people to join the trip to Hawai'i, this person then becomes a "Share-the-Aloha Ambassador", and will receive free return plane ticket and accommodation. The campaign aims at directly increasing the arrival numbers and incentivizing the consumers who spread out Hawai'i travel information.	* Special package prices
Hawai'i Guide Book	Yearlong	Redesigning the Taiwan Hawai'i Guide, both the online and offline version.	*Sponsorship for the book USD <b>300- 800</b>

**Contact Info:**      **Name:** Hawai'i Tourism Taiwan – Rebecca Chen  
**Title:** Account Supervisor  
**Email:** [hawaiiourismtaiwan@gmail.com](mailto:hawaiiourismtaiwan@gmail.com)