

## 2017 Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	COST
<b>TRADESHOWS</b>			
Uniglobe Travel Western Canada Conference	April 7, 8	Annual conference attended by franchise owners, managers and 220 Agents of Uniglobe Travel. Tradeshow and networking opportunities for HTA partners.	\$ 750 per partner – Contact for details
WestJet Travel Trade Expos	Apr 24 – May 4	HTA to have booth at WestJet Vacations travel trade shows in Toronto Central (Apr 24), Toronto West (Apr 25), Montreal (Apr 27), Calgary (May 1), Edmonton (May 2) and Vancouver (May 4). Opportunity for HTA partners to participate in the booth area. WestJet Vacations has directly invited their hotel partners. Over 1,600 Agents attend the 6 events.	\$ TBD – Contact for details
TravelBrands Product Launches	April or May	Multi-city Launch Events	\$ TBD – Contact for details
SITE Golf Tournament Toronto	August 21	HTA to sponsor SITE golf tournament attended 120 top planners. Foursome and “hole” sponsorship activity planned. Hawaii décor, cuisine or entertainment at hole.	\$ TBD (sponsor or foursome prices \$) gifts for golfers/planners
MCI - Trade Show – Incentive Works Toronto	August 22, 23	HTA to participate in show for over 1,800 incentive and group planners. HTA to have multiple booths depending on partner participation. Hawaiian entertainment, décor and food to be featured during the trade show.	\$ 750 per partner
Aloha Canada (Sales Mission)	October 24-26	HTA to host travel trade events which include trade show and training opportunities in Toronto (Oct 24), Calgary (Oct 25) and Vancouver (Oct 26).	\$ 750 per city
MCI - PCMA Canadian Innovation Conference	November 19-21	MCI Conference – Niagara Falls, Ontario. Over 500 decision-making attendees.	Contact for details
Maritime Travel National Conference	November 24-26	HTA to have a tradeshow booth and seminar opportunities. Halifax. Over 400 Agents in attendance.	\$ TBD – Contact for details
Air Canada Vacation Product Launches	Fall TBD	HTA to have booth at ACV key product launches. Cost and dates TBD.	\$ TBD
<b>TRADE FAMILIARIZATION TRIPS (FAMS)</b>			
Maritime Travel Agent Fam	April	Itinerary TBD	In-kind – hotels, meals, tours, interisland air
AMA Travel Agent Fam	April	Maui and O’ahu. Details TBD.	In-kind – hotels, meals, tours, interisland air
WestJet Vacations Travel Agent Fam	TBD	WestJet to invite call-centre agents on fam to explore “What’s New” in Hawai’i.	In-kind – hotels, meals, tours, interisland air
Tour Operator Product Manager trade Fam	June	Niche tour operator product managers to be invited to visit Hawaii. Goal is to increase packages to the islands (culture, adventure, sports, luxury). O’ahu, Maui, Kaua’i	In-kind – hotels, meals, tours, interisland air
Experience Aloha	June 10-15	MCI event. Invite key Canadian MCI planners to attend.	\$ TBD
TravelBrands Fam	TBD	Itinerary TBD	
Wedding Specialist Fam	November	Travel agent wedding specialists to experience unique venues for destination weddings. Mock weddings to be set up. Bridal Magazine and trade magazine editorial staff to travel with the group for media coverage. O’ahu, Maui and/or Kaua’i.	In-kind – hotels, meals, wedding venue set up, interisland air, tours
<b>TRAVEL TRADE EDUCATION</b>			
HTA Webinar series	Jan – Dec	Monthly themed webinars to be held for travel trade. Promotion to have agents sign up for webinars. Prizes for participants	In-kind – hotels, airfare, meals, tours, attractions
Hawai’i Specialist Program	Jan – Dec	Promotion to have travel trade sign up for HSP. Partners to provide travel prize for agents signing up and	In-kind hotels, airfare, meals, tours,

		completing course.	attractions.
Travel trade advertising	Jan – Dec	HTA will have ads as well as newsletters for the travel trade both in publications as well as online. There is opportunity to feature partners in the ads and newsletters for nominal costs.	Co op ad costs. Content needed for industry product updates.
<b>PUBLIC RELATIONS</b>			
HTA Canada Media Event	TBD - Week of Jan 23-27	Potential Toronto visit by Leslie Dance and Kalani Kaanaana. Details TBD.	Contact for details
Media Group Fam – Island Hopping	April	Media fam to visit Maui and Lana'i.	In-kind support - hotels, meals, tours, attractions.
Media Group Fam – Culture & Culinary	June	Media fam to visit O'ahu and Moloka'i to experience cultural highlights, cuisine and plantation tours.	In-kind support – hotels, meals, tours
Media Group Fam – Explore the Great Outdoors	September	Media fam to explore the recreational pursuits and outdoor adventure. From hiking, surfing and diving to volcanoes etc. Suggested Island of Hawai'i and Kaua'i	In-kind support – hotels, meals, tours, interisland airfare
Influencers Fam #HawaiiSoMuchMore	TBD	Media fam for Influencers, bloggers to experience Hawai'i, past the beaches.	In-kind support – hotel, transportation, meals, tours
Media Events Tour	October 24-26	Canadian Media Events to coincide with Aloha Canada (Sales Mission) Toronto (Oct 24), Calgary (Oct 25) and Vancouver (Oct 26).	\$ TBD
<b>CONSUMER PROMOTIONS</b>			
Television Advertising	February – June, October - December	Potential opportunities for inclusion into TV initiatives.	Contact for details.
Romance Promotion	January - December	Contest in national bridal publication.	In-kind support – hotel, airfare, meals, transportation, attractions
Cultural Promotion	March – May, September - December	Contest in national publication (Canadian GEO, Western Living, Zoomer, etc.)	In-kind Support – Hotel, airfare, meals, attraction, cultural/festival events
<b>CONSUMER SHOWS</b>			
Vancouver Golf & Travel Show	Feb 18, 19	Largest consumer golf & travel show in Western Canada with over 125 exhibitors. It is endorsed by the PGA of British Columbia and British Columbia Golf.	Contact for details
Outdoor Adventure & Travel Show Toronto	Feb 24, 25, 26	Consumer trade show. HTA to highlight activities such as surfing, hiking, participant and spectator sporting events	Contact for details
Outdoor Adventure & Travel Show Vancouver	Mar 4, 5	Consumer trade show. HTA to highlight activities such as surfing, hiking, participant and spectator sporting events	Contact for details
Zoomer Show Vancouver	Mar 11, 12	Consumer tradeshow for active baby boomers and snowbirds. HTA to have booth, entertainment and seminars	Contact for details
Wedding and Honeymoon Show - Vancouver	Oct 1	Vancouver's largest wedding show	Contact for details
Bridal Fantasy - Edmonton	Oct 15	Edmonton's largest wedding show	Contact for details
SITV Show Montreal	Oct 20, 21, 22	International Tourism and Travel Show is one of the largest travel shows in North America. Expected attendance of 30,000 travel industry professionals and consumers	Contact for details
Zoomer Show Toronto	Oct 29, 30	Consumer tradeshow for active baby boomers and snowbirds. HTA to have booth, entertainment and seminars	Contact for details

Contact Name: Colin Wood

Title: Account Director, HTA Canada

Email: [colin@voxtm.ca](mailto:colin@voxtm.ca)