



**2017 Partnership Opportunities
(updated March 2017)**

ACTIVITY	DATE	DESCRIPTION	COST
TRADESHOWS			
AIME Australia	February	AIME is Australia’s key MCI focused tradeshow. It is held in Melbourne but attracts buyers from all over Australia and NZ. AIME is a great opportunity to meet with Australia’s key MCI planners and generate new opportunities and leads	For more information and costs on exhibiting at AIME, contact Holly Ballard hballard@hawaiiitourism.com.au
PAICE New Zealand	14 Nov	PAICE is New Zealand’s key MCI focused tradeshow. It is held in Auckland City but attracts buyers from all over NZ. PAICE is a great opportunity to meet with NZ’s key MCI planners and generate new opportunities and leads	For more information and costs on exhibiting at PAICE you can have a look at their website: www.paiceexpo.co.nz OR Contact Megan Hornblow to discuss booth sharing opportunities at: mhornblow@Hawaiiitourism.co.nz
Visit USA Regional Roadshows	May-August	HTO will participate in Visit USA’s regional roadshows – dates and cities to be advised	HTO costs. For more information contact Charis Ricafuente cricafuente@hawaiiitourism.com.au
Experience Aloha Hawaii	June	HTO will participate in Experience Aloha MCI event and bring a group of Australian and New Zealand MCI partners to attend and participate in a pre/post famil.	TBC. For more information contact Holly Ballard hballard@hawaiiitourism.com.au
TRADE FAMILIARTIZATION TRIPS (FAMS)			
Virtuoso Travel Leaders famil	April	In April 2017, Virtuoso travel affiliates owners will spend two days in Hawaii on their way to their annual conference in Vancouver. Hawaii partners have the opportunity to work with HTO on a famil program for these top sellers	In-kind contact Holly Ballard hballard@hawaiiitourism.com.au
Flight Centre NZ Team Leaders Conference	24-27 May	The Team Leaders look after the Flight Centre travel agency shops around the country and are influential bookers of travel and decision makers.	Ideas for team building excursion on Oahu including evening dinner. Budget assistance if possible, but not obligational
Flight Centre Global Gathering	July	In July 2017, the Flight Centre Group will bring around 2000 of its top selling agents from around the world (Majority Oceania) to Hawaii for its annual conference and incentive reward program. A series of pre and post famils across all islands will be organised through Flight Centre. Hawaii suppliers have opportunities to offer special deals for these famils.	In-kind for VIP famil; special rates for Global Gathering agents Please contact: cricafuente@hawaiiitourism.com.au or hballard@hawaiiitourism.com.au
Ad hoc trade famils	Ongoing	HTO will work with Australian/NZ travel trade on a range of trade famils throught the year that partners will have the opportunity be involved	In-kind Please contact Charis to express your interest.

		with. Calendar to come	cricafuente@hawaiiitourism.com.au															
MCI Meet Hawaii famils	TBC	HTO will host key MCI clients to The Hawaiian Islands to showcase the best in meetings, conferences and incentive travel.	In-kind support is integral to the success of this event. HTO request partner sponsorship of tours, accommodation, activities, meals and entertainment. Please contact Holly hballard@Hawaiiitourism.com.au to express your interest.															
TRAVEL TRADE EDUCATION																		
Aloha Down Under	August 6 - 16	HTO's annual roadshow visiting Australia and New Zealand incorporating agent workshops, B2B functions and networking opportunities. Limited spaces are available	Approx \$6000 + travel costs For more information contact Charis Ricafuente (Australia): cricafuente@hawaiiitourism.com.au Or Megan Hornblow (NZ) mhornblow@Hawaiiitourism.co.nz															
Travel professionals e-newsletter	Quarterly	Communicate to HTO's Australian and New Zealand travel trade database (3,280+). <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>2017 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>	2017 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	Free opportunity. If you would like to be featured please send a paragraph of copy (max 150 words), image and web link to Alicia Palmer by the deadline outlined, apalmer@hawaiiitourism.com.au
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Mahalo Month	TBC – Fall 2017	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															

Industry discounts for travel agents	Year round	HTO receives numerous inquiries regarding industry discounts for travel agents' 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 2016. Or alternatively if you have a PDF flyer outlining your industry discount information, please feel free to email through to Charis for inclusion, cricafuente@hawaiiitourism.com.au
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Travel Agent Training Program	Yearly calendar	HTO undertakes regular training sessions with travel agents across Australia and New Zealand.	Please send through industry updates – eg new/changed product; general island updates. Please send to Alicia Palmer apalmer@hawaiiitourism.com.au																					
MCI e-Newsletter	Quarterly	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. <table border="1"> <thead> <tr> <th>2017 Ed</th> <th>Deadline</th> <th>Distributed</th> </tr> </thead> <tbody> <tr> <td>Jan-Mar</td> <td>1 Jan</td> <td>Mid Jan</td> </tr> <tr> <td>Apr-Jun</td> <td>1 Apr</td> <td>Mid Apr</td> </tr> <tr> <td>Jul-Sep</td> <td>1 Jul</td> <td>Mid Jul</td> </tr> <tr> <td>Oct-Dec</td> <td>1 Oct</td> <td>Mid Oct</td> </tr> </tbody> </table>	2017 Ed	Deadline	Distributed	Jan-Mar	1 Jan	Mid Jan	Apr-Jun	1 Apr	Mid Apr	Jul-Sep	1 Jul	Mid Jul	Oct-Dec	1 Oct	Mid Oct	Free opportunity. Please ensure your company MCI news, specials and incentives are sent to Holly, hballard@Hawaiiitourism.com.au						
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PUBLIC RELATIONS																								
Consumer EDMs	Bi-monthly	Communicate to HTO's Australian and New Zealand travel trade database (92,000+). <table border="1"> <thead> <tr> <th>2017 Ed</th> <th>Deadline</th> <th>Distributed</th> </tr> </thead> <tbody> <tr> <td>Jan-Feb</td> <td>1 Jan</td> <td>Mid- Jan</td> </tr> <tr> <td>Mar-Apr</td> <td>1 Mar</td> <td>Mid-March</td> </tr> <tr> <td>May-Jun</td> <td>1 May</td> <td>Mid-May</td> </tr> <tr> <td>Jul-Aug</td> <td>1 July</td> <td>Mid-July</td> </tr> <tr> <td>Sept-Oct</td> <td>1 Sept</td> <td>Mid-Sept</td> </tr> <tr> <td>Nov-Dec</td> <td>1 Nov</td> <td>Mid-Nov</td> </tr> </tbody> </table>	2017 Ed	Deadline	Distributed	Jan-Feb	1 Jan	Mid- Jan	Mar-Apr	1 Mar	Mid-March	May-Jun	1 May	Mid-May	Jul-Aug	1 July	Mid-July	Sept-Oct	1 Sept	Mid-Sept	Nov-Dec	1 Nov	Mid-Nov	Free Opportunity If you would like to be featured please send a paragraph of copy (max 150 words), image and web link to Charis by the deadline outlined, cricafuente@hawaiiitourism.com.au
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Visiting media program	Year round	Throughout the year, HTO hosts a number of media, including group and individual press trips, influencers and major TV filming opportunities. HTO also provides limited support to media and influencers not deemed "Tier One".	In-kind support. HTO is also looking for year-round media rates and inclusions to offer non-supported media. For further information contact Kerri Anderson kanderson@hawaiiitourism.com.au																					
Media releases	Year round	HTO sends out multiple press releases and media updates and undertakes media calls throughout the year. Partners have the opportunity to provide their own press releases and product updates for inclusion	No cost Please send your press releases and updates to media@hawaiiitourism.com.au																					
HTO social networks	Year round	HTO reach out to past, present and potential Australian and New Zealand visitors to Hawai'i through our Facebook, Twitter and Instagram handles. Australia www.facebook.com/gohawaii www.twitter.com/gohawaii www.instagram.com/gohawaii New Zealand www.facebook.com/goHawaiiNZ	Notify HTO of your own official accounts, follow us and engage online by using our social media handles. Please email Charis (HTO AU) or Megan (HTO NZ) with any special announcements you'd like us to consider sharing, cricafuente@Hawaiiitourism.com.au mhornblow@Hawaiiitourism.co.nz																					

CONSUMER PROMOTIONS			
Explore Media "Discover" Hawaii guides	Year round	<p>HTO produces a range of printed guides under the following titles:</p> <ul style="list-style-type: none"> • Family • Romance • Meet Hawaii • Discover Hawaii. <p>Partners have an opportunity to advertise in these guides. Guides are distributed to travel trade and to consumers via mail and at consumer travel shows 8000-10000 per issue per year distributed. Guides are also available online via www.gohawaii/au</p>	<p>More information on booking deadlines, inclusions and rates are available via publisher angela@exploremedia.com.au</p>
Consumer promotions	Year round	<p>HTO work with select Oceania brands on consumer promotions 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.</p>	<p>HTO require sponsorship of tours, accommodation and activities. For more information contact Kerri Anderson kanderson@hawaiiitourism.com.au</p>
CONSUMER SHOWS			
Flight Centre Discover USA and Travel shows	Jan/Feb August	<p>HTO participates in Flight Centre's annual Travel Show and Discover America Travel Show in Sydney, Melbourne, Brisbane and Auckland. These shows attract 10,000+ visitors and the Hawaii stand is always one of the busiest</p>	<p>No cost. Please provide any updated product information that will assist the team in promoting the Hawaiian Islands. For more information contact Alicia Palmer apalmer@hawaiiitourism.com.au</p>

Contact Info: **Name:** Kerri Anderson – HTO Australia
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Name: Darragh Walshe – HTO New Zealand
Title: Country Manager
Email: dwalshe@hawaiiitourism.co.nz