



2017 Partnership Opportunities

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	November	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
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 and some cash component (ICs – TBC)
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
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 with. Calendar to come	In-kind and possible cash - TBC
MCI Meet Hawaii famils	TBC	HTO will host key Australian and NZ MCI clients and 2 on famils 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@HawaiiTourism.com.au to express your interest.															
TRAVEL TRADE EDUCATION																		
Aloha Down Under	May	HTO's annual roadshow visiting Australia and New Zealand incorporating agent workshops,, B2B functions and networking opportunities. Limited spaces (up to 28) are available	Approx \$5000 + travel costs For more information contact Charis Ricafuente (Australia): cricafuente@hawaiiTourism.com.au Or Megan Hornblow (NZ) mhornblow@HawaiiTourism.co.nz															
Travel professionals e-newsletter	Quarterly	Communicate to HTO's Australian and New Zealand travel trade database (3,280+). <table border="1" data-bbox="516 617 971 785"> <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 Vanessa by the deadline outlined, vcommander@hawaiiTourism.com.au
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																
Mahalo Month	Offers due Nov '16 for Apr-May '16 travel period	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 Vanessa for inclusion, vcommander@HawaiiTourism.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" data-bbox="516 1856 971 1919"> <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> </tbody> </table>	2017 Ed	Deadline	Distributed	Jan-Mar	1 Jan	Mid Jan	Free opportunity. Please ensure your company MCI news, specials and incentives are sent to Holly, hballard@HawaiiTourism.com.au									
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																						
PUBLIC RELATIONS																										
Consumer EDMs	Bi-monthly	Communicate to HTO's Australian and New Zealand travel trade database (46,700+).			Free Opportunity																					
		<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	<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>
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																								
Visiting media program	Year round	<p>Throughout the year, HTO hosts a number of media, including group and individual press trips, influencers and major TV filming opportunities.</p> <p>HTO also provides limited support to media and influencers not deemed "Tier One".</p>			<p>In-kind support. HTO is also looking for year-round media rates and inclusions to offer non-supported media. For further information contact Janaya Birse jbirse@hawaiiitourism.com.au</p>																					
Media releases	Year round	<p>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</p>			<p>No cost</p> <p>Please send your press releases and updates to media@hawaiiitourism.com.au</p>																					
HTO social networks	Year round	<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.facebook.com/AlohaDownUnder www.twitter.com/alohadownunder www.instagram.com/alohadownunder</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, cricafuente@Hawaiiitourism.com.au mhornblow@Hawaiiitourism.co.nz</p>																					
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	Year	<p>HTO work with select Oceania brands on</p>			<p>HTO require sponsorship of tours,</p>																					

promotions	round	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.	accommodation and activities. For more information contact Kerri Anderson kanderson@hawaiitourism.com.au
CONSUMER SHOWS			
Flight Centre Discover USA and Travel shows	Jan/Feb August	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	No cost. Please provide any updated product information that will assist the team in promoting the Hawaiian Islands. For more information contact Vanessa Commander vcommander@hawaiitourism.com.au

Contact Info: **Name:** Kerri Anderson – HTO Australia
Title: Country Manager
Email: kanderson@hawaiitourism.com.au

Name: Darragh Walshe – HTO New Zealand
Title: Country Manager
Email: dwalshe@hawaiitourism.co.nz