



K O R E A

2017 Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	LOCATION	COST
TRADESHOWS				
Hana Tour International Travel Show (HITS) 2017	Jun 8 – 11	Hawai'i Pavilion to be built in conjunction with HTK. B2B & B2C functions will be held.	KINTEX, Ilsan, KOREA	Participation Fee: \$3,500 (per one independent booth)
Mode Tour International Travel Show (MITS) 2017	Nov 16 – 19	Hawai'i Pavilion to be built in conjunction with HTK. B2B & B2C functions will be held. *Date & Venue can be subject to changes	COEX, Seoul, KOREA	Participation Fee: Approx. \$3,500 (per one independent booth)
TRADE FAMILIARIZATION TRIPS (Fams)				
Busan Golf Fam with Korean Air	Feb	Busan Travel Agent based Fam Tour with Korean Air Focused themes & market segments: Golf/Sports	O`ahu & Hawai'i Island	HTK welcomes any in-kind sponsorships as below; <ul style="list-style-type: none"> • Accommodation • Hosted Meals • Activities • Ground Transportation • Airfares • Lucky Vouchers/gifts
MCI Agents Fam (MCI)	Mar	Key MCI agents invited to Hawai'i to visit a minimum two islands. Site inspections held at MCI-friendly infrastructure such as hotels, banquets, and HCC, etc.	All Islands	
Romance Fam in co-op with Brand USA and United Airlines	Apr	Travel Agent Fam Tour in partnership with Asiana Airlines and Brand USA. Focused theme & market segment: Romance	Hawai'i Island & Seattle, USA	
Experience Aloha Business Exchange Program (MCI)	Jun	GMT will host up to 10 clients. HT Global MCI will cover all ground costs (accommodations, transportation, etc) and GMTs will cover airfare.	Hawai'i Island & Maui	
Tourism Conference Pre Fam	Sep	Tourism Conference Pre Fam Tour Focused themes & market segments: Package & Outdoor	O`ahu & Maui	
Edu Tourism Fam with Korean Air	Oct	Travel Agent Fam Tour with Korean Air. Focused themes & market segments: Edu Tourism	O`ahu & Hawai'i Island	
VIP Fam with Hawaiian Airlines	Nov	VIP Fam Tour with Hawaiian Airlines Focused theme & market segment: Golf & Neighbor Island promotion	O`ahu, Maui & Lana`i	
Agents Fly & Drive Fam with Jin Air	Dec	Travel Agent Fam Tour with Jin Air Focused themes & market segments: FIT & SIT	O`ahu & Kaua`i	
TRAVEL TRADE EDUCATION				
Korea Road Show with Hana Tour	Mar	3-day roadshow to visit major cities in Korea	Seoul, Gwangju & Deajeon , KOREA	HTK welcomes any in-kind sponsorships
2017 Korea Travel Mission (3 Cities Tour)	Jun 12 - 14	Large-scale Hawai'i Travel Mission to promote Hawai'i in Korea.	Seoul, Gwangju & Busan, KOREA	Participation Fee: \$2,500 (two delegates per company)
Meet Hawai'i VIP Party with SM Town Travel	2 nd week of Jul	Off-site Meet Hawai'i VIP party for corporate partners, plus their families. Key corporations will be invited to a MCI party, which will be hosted by HTK MCI and SM Town Travel, a largest MCI agency in Korea. Aim is to educate the participant about Hawai'i as the MCI destination and to network each other and also to develop strong relationships and connections to Hawai'i.	Songdo, KOREA	Participation Fee: \$1,000 (two delegates per company)
Year-End Mahalo Dinner	1 st week of December	Mahalo Dinner reception to express appreciation to Korean industry partners	Seoul, KOREA	HTK welcomes any in-kind sponsorships
PUBLIC RELATIONS				
Tourism Celebrity Ambassador Project - Choo Family	Feb & Sep (twice a Year)	The Choo family Tourism Ambassadors to visit Neighbor Islands to promote Hawai'i by generating favorable destination content on their own social media	O`ahu	HTK welcomes any in-kind sponsorships as below; <ul style="list-style-type: none"> • Accommodation • Hosted Meals • Activities
Korean TV Filming with JTBC	May 9 - 14	HTK to host production in Hawai'i of a famous Korean TV program to promote FIT appeal of the destination	O`ahu & Hawai'i Island	

Hawai'i Travel Essay Book Development	Sept	HTK to co-op with a famous travel writer and TV personality to develop Hawai'i Essay Book targeting potential/repeat consumers.	All Islands	<ul style="list-style-type: none"> • Ground Transportation • Airfares • Lucky Vouchers/gifts
Individual Media Visits	Year-Around	Conduct an individual media Fam visit with a magazine to cover Hawai'i's inherent culture and lifestyle	All Islands	
Korea Group Media FAM in conjunction with HFWF	Sept - Oct	HTK to organize a group media/Instagrammer Fam Tour in conjunction with Hawai'i Food & Wine Festival to highlight Neighbor Islands.	O'ahu, Maui & Lana'i	
CONSUMER PROMOTIONS/SHOW				
Disney Animation 'Moana' Movie Premier	Jan	Organize co-op promotions of Hawaiian Islands and culture to coincide with release of Disney animation movie 'Moana.' Execute trade film premiere and conduct promotional ticket events.	Seoul, KOREA	N/A
Blogger FAM with Sohnmina & Co	Feb	Launch a mega digital FAM tour with SohnMina & Company bringing influential travel blogger to target young & hip individual travelers for the broader reach of #AlohaEverywhere. The promotion will generate maximum online coverage not only through the bloggers' own channel but also Sohnmina & Co's official website, social media channels, etc.	O'ahu, Maui, Lana'i & Hawai'i Island	HTK welcomes any in-kind sponsorships as below; <ul style="list-style-type: none"> • Accommodation • Hosted Meals • Activities • Ground Transportation • Airfares • Lucky Vouchers/gifts
ALFs FAM with Jin Air & Naver	May	Recruit 'Aloha Friends' (so-called ALFs) as tourism ambassadors through various co-ops targeting Korean millennials in coordination with Jin Air and Naver. Stimulate travel markets in Korea by inviting college students to Hawai'i as AlohaEverywhere Friends (ALFs)	Hawai'i Island & Kaua'i	
<Live like Local> promotion with Key Influencers	Year Round	Invite a influencer from various fields to the islands and publish an online series on the major portal site and social media channels covering their journey and experience		
#AlohaEverywhere Consumer Promotion	Year Round	Organize consumer promotion to promote 'real' life in Hawai'i in association with hashtag #AlohaEverywhere. Potential Partners: airlines, consumer brands, outdoor brands, and credit cards, etc.	All Islands	

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