



2017 Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	COST
TRADESHOWS			
Leisure ITB China, Shanghai	May 10 – 12	<p style="text-align: right;">【City: Shanghai】</p> ITB China will make its debut in Shanghai to serve as B2B platform for travel buyers to meet international exhibitors.	* USD 2,000.00 – Booth within Hawai'i Pavilion for 3 days & Travel Trade Appointments. * Information Support (DM, Flyers, Brochures, Giveaways)
TRADE FAMILIARTIZATION TRIPS (FAMS)			
Trade FAM A Tier 2 Cities Tour Operators	September	<p style="text-align: right;">【Target: Tier 2 Cities】</p> 10 Selected travel agents. To provide education on the Hawaiian Islands. Support trade in product development and packaging.	Sponsorship on: <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary
Trade FAM B Tier 1 Cities Tour Operator	September	<p style="text-align: right;">【Target: Tier 1 Cities】</p> 10 selected travel agents. To provide education on the Hawaiian Islands. Support trade in product development and packaging.	Sponsorship on: <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary
Trade FAM C MCI Intermediaries	June	<p style="text-align: right;">【Target: Mice Agencies】</p> 10 Selected MCI intermediaries will join the FAM and attend 2017 PRIME Hawai'i. To provide education on the Hawaiian Islands.	Sponsorship on: <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary
Trade FAM D Junior & High Schools	April	<p style="text-align: right;">【Target: Junior & High Schools】</p> 20 Senior management of selected China Junior & High schools will join this FAM to learn about the abundant educational resources in Hawai'i. Support the development of overseas study programs to Hawai'i.	Sponsorship on: <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary
TRAVEL TRADE EDUCATION			
2017 Camp ALOHA! China & Hong Kong Mission	May 14 – 22	<p style="text-align: right;">【Region: China & Hong Kong】</p> 2017 Camp ALOHA China & Hong Kong Mission provides Hawai'i stakeholders face-to-face interactions with nearly 200 wholesalers, tour operators, OTAs,	* USD 3,500 <ul style="list-style-type: none"> • Presentations to 200 travel agencies and MCI intermediaries • One-on-one business meetings • Networking Events • Information Support (DM, Flyers,

		<p>retail agents and MICE intermediaries.</p> <p>This year's Mission kicks off with trade and media events in Hong Kong before traveling to Beijing and Shanghai for MCI Seminars. The highlight will be Camp ALOHA held in a yet-to-be revealed China destination!</p>	<p>Brochures, Giveaways)</p> <ul style="list-style-type: none"> • Accommodation and travel expenses on own
PUBLIC RELATIONS			
<p>Media FAM A Outdoors & Sports Media</p>	<p>March</p>	<p style="text-align: center;">【Target: Beijing, Shanghai, Guangzhou】</p> <p>6 Selected outdoors and sports media in China to visit Hawai'i and create articles to drive massive media exposure.</p>	<p>Sponsorship on:</p> <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary
<p>Media FAM B Consumer Travel Media</p>	<p>June</p>	<p style="text-align: center;">【Target: Beijing, Shanghai and Guangzhou】</p> <p>6 Selected consumer travel media in China to visit Hawai'i and share articles to create massive media exposure.</p>	<p>Sponsorship on:</p> <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary
<p>Media FAM C Social Media Influencers</p>	<p>September</p>	<p style="text-align: center;">【Target: Beijing, Shanghai and Guangzhou】</p> <p>6 Selected social media influencers in China to visit Hawai'i and share their experiences to create massive media exposure.</p>	<p>Sponsorship on:</p> <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary
<p>Media FAM D Broadcast</p>	<p>November</p>	<p style="text-align: center;">【Target: Nationwide】</p> <p>Production crew of 20 people to visit Hawai'i to film a program to create massive media exposure.</p>	<p>Sponsorship on:</p> <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary
CONSUMER PROMOTIONS			
<p>Campaign #1 When TAICHI Meets ALOHA</p>	<p>Q1</p>	<ul style="list-style-type: none"> • Renowned Taichi Master Ren Guangyi appointed the International Health & Wellness Tourism Ambassador for Hawai'i Tourism China. • Master Ren will be featured in a series of consumer events in China to promote the Hawaiian Islands for the health conscious. 	<p>Sponsorship for:</p> <ul style="list-style-type: none"> • Hawai'i Holiday Prizes • Itineraries • Flights

<p align="center">Campaign #2 Olympics Dream - China Surfing Couple</p>	<p align="center">Q1 – Q2</p>	<ul style="list-style-type: none"> • Our campaign features Millennial Surfing Couple and rally netizens to support their Olympics Dream. • HTC will showcase the unique heritage of Hawai'i as the birthplace for surfing, the carefree, happy lifestyle of the Hawaiian Islands and the perfect ocean waves for surfing activities. 	<p>Sponsorship for:</p> <ul style="list-style-type: none"> • Hawai'i Holiday Prizes • Itineraries • Flights
<p align="center">Campaign #3 Hawai'i's Six Island - Adventures</p>	<p align="center">Q2 – Q3</p>	<ul style="list-style-type: none"> • Inspirational digital gaming campaign to excite the Millennials who are fond of adventure thrills, healthy outdoor activities and sports travel. • To showcase the abundant sports and nature resources in the Hawaiian Islands. • Netizens stand to win attractive prizes through challenging yet fun digital games. 	<p>Sponsorship for:</p> <ul style="list-style-type: none"> • Hawai'i Holiday Prizes • Itineraries • Flights
<p align="center">Campaign #4 ALOHA Music for the Mind</p>	<p align="center">Q3 – Q4</p>	<ul style="list-style-type: none"> • An integrated mobile to offline campaign utilizing Hawaiian music to engage music lovers and Chinese families on social digital channels. • Our campaign enables budding Ukulele artists to upload their tunes onto an APP, the winner gets to hold a private concert and visit Hawai'i on a musical journey. • Ukelele classes for parents and their children will be a highlight during Shanghai Ukelele Festival. 	<p>Sponsorship for:</p> <ul style="list-style-type: none"> • Hawai'i Holiday Prizes • Itineraries • Flights
<p align="center">Campaign #5: Celebrity – Sports & Luxury</p>	<p align="center">Q4</p>	<ul style="list-style-type: none"> • A Chinese female celebrity with a consistent healthy public image who is a sports lover will be invited to Hawai'i to capture her experience of the Hawaiian Islands. • Attractions, culinary, sporting, pampering and shopping lifestyle of Hawai'i will be showcased. • Aims to inspire the luxury target audience to have a similar trip full of adventures. 	<p>Sponsorship for:</p> <ul style="list-style-type: none"> • Hawai'i Holiday Prizes • Itineraries • Flights
MCI			
<p align="center">MCI Campaign #1: Little Astronomer of Hawai'i</p>	<p align="center">Q1 – Q2</p>	<ul style="list-style-type: none"> • An inter-school campaign where students join an educational class about astronomers and nature of Hawai'i and participate in a contest. • Winning entries will get book and travel prizes. • Campaign target the education travel segment which include decision makers like parents, educators and students. 	<p>Sponsorship on:</p> <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary

<p>MCI Campaign #2: Be Inspired - Hawai'i MCI Pack!</p>	<p>Q2 – Q4</p>	<ul style="list-style-type: none"> • Incentives designed to encourage MICE agents, planners and intermediaries to book the Hawaiian Islands for corporate meetings and incentive business. 	<p>Sponsorship on:</p> <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary
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