

2017 Partnership Opportunities

ACTIVITY	DATE	ISLANDS	DESCRIPTION	COST
TRADE FAMILIARTIZATION TRIPS (FAMS)				
UK, Ireland and Scandinavia Luxury FAM	May 2nd – 8th <i>Confirmed Airline partner – Virgin Atlantic</i>	O'ahu Maui	HTE will co-ordinate and host a group fam trip for six to eight decision-makers who will visit a minimum of two islands. The itinerary will include site inspections, which can be based around hosted meals in the morning and lunch-time, with afternoons reserved for activities. The trip will target the luxury market within Europe and will feature high end operators. The islands to be visited will be O'ahu & Maui – we would be focusing on luxury and high end resorts exclusively to showcase the luxury market to our operators.	HTE kindly request support with fully hosted accommodation, meals, tours, activities, inter-island flights and transportation <i>To express interest please contact: rosinaw@hillsbalfour.com alex@hillsbalfour.com</i>
Germany & Switzerland Luxury FAM	September 2017 <i>Pending final confirmation from partner airline</i>	O'ahu Maui Lana'i	HTE will co-ordinate and host a group fam trip for six to eight decision-makers who will visit a minimum of two islands. The itinerary will include site inspections, which can be based around hosted meals in the morning and lunch-time, with afternoons reserved for activities. The trip will target the luxury market within Europe and will feature high end operators. The islands to be visited will be O'ahu & Maui/Lana'i – we would be focusing on luxury and high end resorts exclusively to showcase the luxury market to our operators.	HTE kindly request support with fully hosted accommodation, meals, tours, activities and transportation <i>To express interest please contact: katharina@lieb-management.de</i>
UK & Scandinavia: Sales agent fam trip	December 2017 <i>Pending final confirmation from partner airline</i>	Kaua'i Island of Hawai'i	HTE will co-ordinate and host a group fam trip for nine sales agents who will visit a minimum of two islands. The itinerary will include site inspections, which can be based around hosted meals in the morning and lunch-time with afternoons reserved for activities. The trip will target sales agents from volume driving tour operators and will include one travel trade journalist. The group will visit O'ahu, Kaua'i and Maui.	HTE kindly request support with fully hosted accommodation, meals, tours, activities and transportation <i>To express interest please contact: rosinaw@hillsbalfour.com alex@hillsbalfour.com</i>
Germany: Sales agent fam trip	October 2017 <i>Pending final confirmation from partner airline</i>	Maui Kaua'i Hawai'i	HTE will co-ordinate and host a group fam trip for nine sales agents who will visit a minimum of two islands. The itinerary will include site inspections, which can be based around hosted meals in the morning and lunch-time with afternoons reserved for activities. The trip will target sales agents from volume driving tour operators. The group will visit O'ahu, Kaua'i and Hawaii.	HTE kindly request support with fully hosted accommodation, meals, tours, activities and transportation <i>To express interest please contact: katharina@lieb-management.de</i>
Europe: Adhoc fam trips for product managers & sales agents	Ongoing	ALL	To maximize first hand product knowledge and budgets, HTE will endeavor to assist the trade with individual fam trips to Hawai'i on request and if sufficient notice is provided.	HTE kindly request support with fully hosted accommodation, meals, tours, activities and transportation <i>To express interest please contact: rosinaw@hillsbalfour.com</i>

				alexp@hillsbalfour.com & katharina@lieb-management.de								
France: Individual product manage FAM	March/April	TBA	Visit to focus on a tour operator with no previous visits to the islands. The trip will focus on the destination and product within the islands and will increase the product knowledge and key selling points of the destination.	HTE kindly request support with fully hosted accommodation, meals, tours, activities and transportation <i>To express interest please contact:</i> annabelle.michaux@interfacetourism.com								
France: Individual product manage FAM	April/May	TBA	Visit to focus on a tour operator with no previous visits to the islands. The trip will focus on the destination and product within the islands and will increase the product knowledge and key selling points of the destination.	HTE kindly request support with fully hosted accommodation, meals, tours, activities and transportation <i>To express interest please contact:</i> annabelle.michaux@interfacetourism.com								
France: Individual product manage FAM	June	TBA	Visit to focus on a tour operator with previous visits to the islands. The trip will focus on the destination and product within the islands and will increase the product knowledge and key selling points of the destination. The visit will also include a content writer to create unique content for the tour operator.	HTE kindly request support with fully hosted accommodation, meals, tours, activities and transportation <i>To express interest please contact:</i> annabelle.michaux@interfacetourism.com								
TRAVEL TRADE EDUCATION												
Aloha Europe 2017	9 th to 20 th October 2017	ALL	This year, the European Tour will focus on key cities in the UK. We will focus on the key regions in the UK to visit our volume driving operators. Cities will include London, Manchester, Glasgow and Dublin. Key objectives: <ul style="list-style-type: none"> • Train sales agents on The Hawaiian Islands focusing on key USP's • Introduce stakeholders to tour operator decision-makers & give the opportunity to meet on a one to one basis • Introduce stakeholders to key media to share new product developments on-island as well as individual product related • Generate media coverage • Bring The Hawaiian Islands to Europe 	Participation fee: TBC Space is limited to 12 partners Please note that the following will not be included in the participation fee: <ul style="list-style-type: none"> - International flights to Europe - Accommodation - Meals - Insurance - Shipping of any materials <i>To express interest please contact:</i> rosinaw@hillsbalfour.com alexp@hillsbalfour.com katharina@lieb-management.de								
Trade e-newsletters	Quarterly	ALL	Compilation and distribution of the latest news, product development, up and coming events, selling tips, quirky facts and sales incentives to tour operators and travel agents. 2017 schedule (distribution dates subject to slight change based on the most appropriate time for trade and in accordance with receipt prior to key sales periods	<ul style="list-style-type: none"> • Product development news • Rare wildlife sightings and accompanying imagery • Local events for the following quarters to allow time for tour operators to create packages • Fashion updates • Quirky facts • Hawaiian character profiling • Agent incentives <i>To express interest please contact:</i> alexp@hillsbalfour.com								
			<table border="1"> <thead> <tr> <th>2017 Edition</th> <th>Deadline</th> <th>Theme</th> <th>Distributed</th> </tr> </thead> <tbody> <tr> <td>January - March</td> <td>5th February</td> <td>The Year ahead</td> <td>25th February</td> </tr> </tbody> </table>	2017 Edition	Deadline	Theme	Distributed	January - March	5 th February	The Year ahead	25 th February	
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January - March	5 th February	The Year ahead	25 th February									

			April – June	30 th April	Festivals and what to watch out for	19 th May		
			July – September	20 th July	Hawaiian culture	29 th August		
			October – December	20 th November	Multi-theme and dates for 2018	12 th December		
Trade gifts	Ongoing	ALL	<p>Opportunities to showcase products to leading tour operators and travel agents across Europe. This is great for sales agent session, product manager meetings and also meeting the media throughout the year.</p> <p>These could include VIP amenity packs, bathroom robes, arts and crafts, local fashion, jewelry, biscuits / chocolates etc.</p>				<p>HTE kindly requests any products that can be used as gifts to present to the trade during events and meetings.</p> <p><i>To express interest please contact:</i> alex@hillsbalfour.com katharina@lieb-management.de</p>	
PUBLIC RELATIONS								
UK: Digital influencer FAM	22 nd Feb to 1 st March	O'ahu Maui Hawai'i	<p>HTE to target digital influencers to develop social media coverage across the digital influencer's owned channel</p> <p>The group will visit O'ahu, Maui and Hawai'i Island.</p>				<p>HTE kindly request support with hosted accommodation, meals, tours, activities and transportation.</p> <p><i>To express interest please contact:</i> jasminer@hillsbalfour.com</p>	
Germany: Digital Influencer FAM	Q1 2017 (tbc)	O'ahu Kaua'i Hawai'i	<p>HTE to target digital influencers (fb, instagram, blog – four media + HTE) to develop media coverage across top social media outlets</p> <p>The group will visit O'ahu, Kaua'i and Hawai'i and the theme will be "outdoor activities and landscapes".</p>				<p>HTE kindly request support with hosted accommodation, meals, tours, activities and transportation.</p> <p><i>To express interest please contact: sabrina@lieb-management.de</i></p>	
Germany: Individual Press Trip	March 13-28, 2017	O'ahu Hawai'i Kaua'i Moloka'i	<p>This project will be Germany's biggest/most important individual press trip of 2017. 1 photographer (Thomas Linkel) and 1 writer (Manuela Imre) will travel to The Hawaiian Islands for 2 major stories in the consumer travel magazine "abenteuer & reisen"</p>				<p>HTE kindly request support with hosted accommodation, meals, tours, activities and transportation.</p> <p><i>To express interest please contact: sabrina@lieb-management.de</i></p>	
Germany & Switzerland: Group media fam trip	October 2017	O'ahu Maui Hawai'i	<p>Targeting five key journalists from national newspapers (both print and digital) and magazines from Germany & Switzerland in order to develop larger media exposure across a varied spectrum of publications.</p> <p>The group will visit O'ahu, Maui and Hawai'i Island and the theme will be The Hawaiian Islands: Culinary.</p>				<p>HTE kindly request support with hosted accommodation, meals, tours, activities and transportation.</p> <p><i>To express interest please contact: sabrina@lieb-management.de</i></p>	
Europe: Individual journalist & digital influencers trips	Ongoing	ALL	<p>HTE to target individual journalists and digital influencers to develop media coverage across top tier publications and broadcast outlets.</p>				<p>HTE kindly request support with hosted accommodation, meals, tours, activities and transportation.</p> <p><i>To express interest please contact:</i> jasminer@hillsbalfour.com sabrina@lieb-management.de</p>	
Europe: Celebrity press trip	TBC		<p>HTE to work with two celebrities (one from Germany and one from the UK) to produce first person experience pieces and social media coverage from well-known personalities.</p>				<p>HTE kindly request support with hosted accommodation, meals, tours, activities and transportation.</p>	

				<i>To express interest please contact: jasminer@hillsbalfour.com</i>
Europe: Media liaison	Ongoing	ALL	HTE will promote industry partners through both proactive and reactive press opportunities to feature within round up opportunities that regularly feature within press.	HTE kindly requests information and lead in rates as and when opportunities arise. <i>To express interest please contact: jasminer@hillsbalfour.com</i>
Europe: Press releases	Ongoing	ALL	Opportunities to feature within round up press releases or sample package inclusion within a themed press release.	HTE kindly requests any sample packages or information. <i>To express interest please contact: jasminer@hillsbalfour.com</i>
Europe: Late deals	Ongoing	ALL	Opportunities to take part in weekly late deals offering discounts for last minute travel. These late releases will contain offers from tour operators as well as stakeholders and be sent to consumer media in the format of a press release. Ideally they should be themed around a special event taking place in the Islands. They should have a minimum lead-in date of 4 weeks up to 12 weeks. The consumer media often publishes features with offers for travel in one month, two months or three months. The offers are an ideal opportunity for promotion during low-season when there is inventory available to shift	HTE kindly requests any late deals or sales news. <i>To express interest please contact: jasminer@hillsbalfour.com</i>
Editorial gifts	Ongoing	ALL	Opportunities to showcase products to leading travel journalists across Europe. These could include VIP amenity packs, bathroom robes, arts and crafts, local fashion, jewelry, biscuits / chocolates etc.	HTE kindly requests any products that can be used as gifts to present to the media during events and meetings. <i>To express interest please contact: jasminer@hillsbalfour.com</i>
Charity promotions	Ongoing	ALL	Opportunities to showcase products to guests of charity events across Europe. These could include amenity packs, stationary, gadgets such as phone chargers / selfie-sticks, bags, biscuits / chocolates etc.	HTE kindly requests any products that can be used as gifts to present within goodie bags at charity events. <i>To express interest please contact: jasminer@hillsbalfour.com</i>
CONSUMER PROMOTIONS				
Hawai'i through a Lens	Jan to March 2017	ALL	Creation of a multi-faceted campaign encompassing digital media, print, online advertising and tour operators to create interaction with the Hawaiian Islands from core target segments. The campaign aim is to highlight the beauty, diversity and culture of the Hawaiian Islands and the many experiences possible through the lens of a camera. Messaging will be communicated through a mix of independent reviews generated by a mix of online and social platforms.	Competition prizes required comprising accommodation on four islands, inter-island flights and on-island transportation and two activities per island <i>To express interest please contact: rosinaw@hillsbalfour.com alex@hillsbalfour.com</i>
Competitions	Ongoing	ALL	Throughout the year HTE will source the best opportunities to give visibility to The Hawaiian Islands and the stakeholders.	Prizes for competition fulfillment made up of

			<p>This could be through broadcast, print or digital promotion.</p> <p>Exposure will be given to all prize providers as well as access to third party data where consumers opt-in.</p>	<p>accommodation, transport and activities</p> <p><i>To express interest please contact:</i> rosinaw@hillsbalfour.com alex@hillsbalfour.com</p>
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MCI				
MCI Incentive agencies FAM 2017	9 th to 14 th March 2017	O'ahu Hawai'i	<p>MCI Europe team is arranging a FAM trip focusing on incentive agencies to showcasing O'ahu and Island of Hawai'i. We would be looking to attract the top agencies, incentive houses, corporate travel agents across Europe for the trip.</p> <p>This dedicated FAM will showcase the Hawaiian Islands to the MCI market creating networking opportunities, lead generation opportunities for the partners involved and an opportunity to educate the attendees on the Hawaiian product.</p> <p>Islands included: O'ahu and Hawai'i</p> <p>Attendees: 10 operators – 1 press</p>	<p>HTE kindly request support with fully hosted accommodation, meals, tours, activities and transportation</p> <p><i>To express interest please contact:</i> lindseyt@hillsbalfour.com</p>

Contact Info:

Name: Rosina Williams
Title: Account Director (Europe)
Email: rosinaw@hillsbalfour.com

Name: Alex Perez
Title: Sales & Marketing Account Manager (Europe)
Email: alex@hillsbalfour.com

Name: Jasmine Rushton
Title: Senior PR Account Manager (Europe)
Email: jasmminer@hillsbalfour.com

Name: Sabrina Hasenbein
Title: PR Manager (Germany & Switzerland)
Email: sabrina@lieb-management.de

Name: Katharina Doerr
Title: Sales & Marketing Account Manager (Germany & Switzerland)
Email: katharina@lieb-management.de

Name: Lindsey Thorpe
Title: MCI Manager (Europe)
Email: lindseyt@hillsbalfour.com

Name: Greta Planötscher
Title: MICE Account Executive (Europe)
Email: gretap@hillsbalfour.com