



2017 Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	COST
TRADESHOWS			
Leisure & Trade ITE Hong Kong	June 15 – 18	<ul style="list-style-type: none"> Asia's long established and Hong Kong's only travel fair, ITE & MICE Integrates successfully leisure focused 31ST ITE and 12th ITE MICE, maintains separate trade/MICE days and public/FIT days each with its own promotion, and highlight theme travels which are attractive to affluent travelers including FIT. Its trade visitors mainly come from Hong Kong (Asia's 3rd largest) and mainland China, the world's largest source market. 	<ul style="list-style-type: none"> * USD 1,500 – Booth within Hawai'i Pavilion for 4 days & Travel Trade Appointments. * Information Support (DM, Flyers, Brochures, Giveaways) *USD 500 – leaflets, brochures and giveaways to be distributed at the booth
Leisure Sports Expo	August	<ul style="list-style-type: none"> The Expo features more than 150 exhibitors and attracts over 100000 attendees, all related to sports events and goods in Hong Kong and overseas. Hawai'i Tourism Hong Kong will partner with Maywood Travel Agency and promote Hawai'i Top Sports Events during the expo. 	<ul style="list-style-type: none"> *USD 500 – leaflets, brochures and giveaways to be distributed at the booth
Trade FAM			
Trade FAM Tour operators	September	<ul style="list-style-type: none"> 8 selected tour operators to visit Hawai'i for a week and they will be shown the diversity of Hawai'i . We will provide the agents with strong selling skills in order to sell Hawai'i in a new light and help develop tour packages and generate publicity on Hawai'i as a preferred destination for leisure and businesses. 	Sponsorship on: <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions Itinerary
MCI FAM 2017 PRIME Hawai'i	June	<ul style="list-style-type: none"> HTHK will invite 3 MCI agents to participate in PRIME 	Sponsorship on: <ul style="list-style-type: none"> • Flights

PUBLIC RELATIONS			
Media FAM Luxury Media	Feb	<ul style="list-style-type: none"> 8 selected Luxury media in Hong Kong to visit Hawai'i for a week to raise awareness of the Hawaiian islands as top unique luxury travel destinations for Hong Kong market and 	Sponsorship on: <ul style="list-style-type: none"> Hotel Rooms Meals Ground Transportation Flights Activities / Attractions Itinerary
Media FAM U magazine	Q4 2016/Q1 2017	<ul style="list-style-type: none"> The crew will conduct emotionally charged, creative video shooting in Hawai'i, by first body angle to introduce tourist attractions, also giving some practical tips such as visa application, accommodations, transportation, tours, and other information related to travelling in Hawai'i. 	Sponsorship on: <ul style="list-style-type: none"> Hotel Rooms Meals Ground Transportation Flights Activities / Attractions Itinerary
CONSUMER PROMOTIONS			
Campaign #1a: The Secret to Romance	Q2	<ul style="list-style-type: none"> It is a massive online, offline and outdoor advertising campaign unveiling some fashion secrets to romance in Hawai'i for the Hong Kong couples This campaign will be branded with pictures of exotic Hawai'i destinations, injecting creative and artistic setting with hashtag taglines that stir up innate sense of passion, adventure and excitement of exploring Hawai'i for a romantic escape. Winners from the campaign will get instant prizes. 	Sponsorship for prizes: <ul style="list-style-type: none"> Hotel Rooms Meals Ground Transportation Flights Activities / Attractions Itinerary
Campaign #1b: The Secret to Romance	Q1/Q2	<ul style="list-style-type: none"> Hawai'i Tourism Hong Kong and leading Hong Kong Travel Agency Travel Expert is planning on a 3-episode video production on Romance in Hawai'i. Objective is to inspire Hong Kong couple that Hawai'i is a perfect destination for honeymoon or romantic get-away in Hawai'i via various online and offline marketing channels with the following exposure 	Sponsorship on: <ul style="list-style-type: none"> Hotel Rooms Meals Ground Transportation Flights Activities / Attractions Itinerary
Campaign #2: Top 5 Sports Event in Hawai'i	Q3	<ul style="list-style-type: none"> This campaign will highlight the top 5 Adventures/Outdoor activities in Hawai'i for outdoor enthusiasts in HK We will also Invite a popular runner/athlete from Hong Kong as ambassador of the campaign, he/she will join one of the events and share the news and experience with fans 	Sponsorship on: <ul style="list-style-type: none"> Hotel Rooms Meals Ground Transportation Flights Activities / Attractions Entry/VIP tickets to Hawai'i sports events
Campaign #3: Young Adventurer's Photography Competition	Q1 – Q2	<ul style="list-style-type: none"> This photo competition aims at tightening the bond between students and the nature. Through the competition, it is hoped that students can 	Sponsorship on: <ul style="list-style-type: none"> Hotel Rooms Meals Ground Transportation Flights

		<p>have a better understanding towards our nature and learn the correct way to appreciate the beauty of nature.</p> <ul style="list-style-type: none"> • A photo competition will be first hosted in Hong Kong and then Hawai'i and this event will be promoted to over 15,000 students from elite schools in Hong Kong. • The Top 15 finalists' works in Hawai'i will be printed and exhibited at an art gallery in Hong Kong. • An award ceremony will take place beginning June 2017. 	<ul style="list-style-type: none"> • Activities / Attractions • Itinerary
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FOR MORE INFORMATION, PLEASE CONTACT :

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