HAWAI'I TOURISM
JAPAN
ハワイ州観光局

2017 Partnership Opportunities

Program / Activity	Description	Cost	Timing (Month & Day)
TRADE FAMILIARTIZATION TRIPS (FAMS)			
HTJ: Fukuoka FAM Tour	A Fam Tour towards counter sales persons from Kyushu area, with opportunity to experience a direct flight between Fukuoka and Hawaii.	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)	Mid February 2017
HTJ: ALOHA Program FAM Tour	A Fam Tour towards travel agency staff who passed Aloha Program advanced level to provide additional higher education opportunities.	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)	Apr-17
HTJ: MIX FAM Tour	MIX FAM tour towards media companies and travel agencies focused on HTJ's promotion; the aim is to have travel agencies develop new products based off of what is learned during the FAM and for Media to increase advertisements relating to the products.	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)	Apr-17
HTJ: Osaka, Hokkaido FAM Tour	A Fam Tour towards travel agent staffs that develops products; the aim is to create new products based on HTJ promotion.	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)	Aug-17
HTJ: ALOHA Program FAM Tour	A Fam Tour towards travel agency staff who passed Aloha Program advanced level to provide additional higher education opportunities.	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)	September-During Hawaii Tourism Conference 2017
HTJ: NGO & KIX FAM Tour	A Fam Tour towards travel agent staffs that develops products; the aim is to create new products based on HTJ promotion.	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)	September-During Hawaii Tourism Conference 2017
HTJ: NRT FAM Tour	A Fam Tour towards travel agent staffs that develops products; the aim is to create new products based on HTJ promotion.	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)	Oct-17
HTJ: NRT FAM Tour	A Fam Tour towards counter sales persons, with opportunity to experience a direct flight between Narita and Hawaii.	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)	Dec-17
PUBLIC RELATIONS			
HTJ: Press tour	Invite 5-6 media to feature different target market activities/theme	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)	March/June/November in 2017
HTJ: Media assistance	Collaborate with HTJ to arrange special media rates for media interested in featuring your product/service	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)	All Year Around
TRAVEL TRADE EDUCATION			
HTJ: 5 Cities Aloha Seminar & Workshop	Invite main persons from each travel agency to unveil 2017 Marketing Plan and provide an opportunity to exchange updated information. HTJ also considers hosting a VIP reception at Tokyo and Osaka.	$500 per city for Tokyo & Osaka, $300 per city for Regional cities (Sapporo, Nagoya & Fukuoka), $1,700 for all 5 cities	Jan 31 - Feb 08
HTJ: 3 Regional Cities Seminar & Workshop Part1	Seminar and workshop for three regional cities that has high potential for Hawaii market, especially for MCI.	TBA	Mar 07 - Mar 17
HTJ: Hawaii Seminar & Workshop with HPCJ	Seminar and workshop targeting new employees and staff that have been assigned to market Hawaii. They will learn the basics about Hawaii and how to differentiate between competing destinations.	TBA	May 08 - May 22

HTJ: 2 Regional Cities Seminar & Workshop Part2	Seminar and workshop for two regional cities that has high potential for Hawaii market, especially for MCI.	TBA	Jun 20 - Jun 22
HTJ: Hawaii Summit 2017 /Tourism Conference	In conjunction with HTA's Hawaii Tourism Conference 2017, invite 100 agents from Japan to participate in seminars, workshops, and matching appointments with Hawaii partners.	TBA	September
HTJ: Hawaii Seminar & Workshop	Seminar and workshop towards travel agency staffs assigned to Hawaii Sales, but were unable to attend Hawaii Summit.	TBA	November
MCI Meet Hawaii Sales Call	Sales call to MICE agent and Event Organizers	Information / Sales material support	Throughout the year
Hawaii Travel Agent Partner Program	Sales call to Wholesalers/Retail Agents	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)	Throughout the year
Travel Trade Webinar	Web Seminar to Travel Trade agents to educate/update about Hawaii Destination	Information / Sales material support	Throughout the year
Honolulu Agent Blitz (in Hawaii)	Sales call to Honolulu agent	Information / Sales material support	Throughout the year
CONSUMER MARKETING			
HTJ: Hioshima SoraTabi	Annual travel event organized by JATA Chubu & Shikoku. HTJ will have a booth in the event to promote Hawaii.	Information Support	Jan 21-22
HTJ: Tabimatsuri Nagoya	Annual travel fair in Nagoya to target Chukyo area audience. This fair is organized by Nagoya Convention & Visit Bureau.	Information Support	Mid March
HTJ: Kanku Tabihaku(Osaka)	JATA related event to promote abroad trip from Osaka region. This event is held at Kansai Airport. HTJ will have a booth to promote Hawaii destination and our campaign.	Information Support	May
HTJ: Aloha Summer Festival(Osaka)	One of the biggest Hawaii events in Kansai region. HTJ will have a booth in the event to promote our campaign and conduct Aloha Program workshop to consumers.	Information Support	End of May
HTJ: JST Nagoya Hawaii Festival	Collaborating with JST and other Hawaii-related companies, HTJ will have a booth to promote Hawaii for Nagoya area consumers.	Information Support	Endo of May
HTJ: Love Hawaii Collection	Hawaii event at Kansai Airport. HTJ will have a booth to promote Hawaii.	Information Support	June
HTJ: Hawaii EXPO 2017 (Tokyo)	Hawaii's stand-alone event in Tokyo that includes seminars, workshops, talk shows, and stage performances.	Booth Fee $3000-3500	July 15-17
HTJ: JATA Tourism EXPO	Largest Tourism Expo in Asia. HTJ will install a booth in Brand USA pavilion as one of the US states. We'll set a brochure support rack for the partners.	Brochure Support $300-500	End of Septermber
HTJ: Sapporo Chikaho (Hokkaido)	Travel fair in Sapporo, Hokkaido HTJ will have a booth to promote Hawaii.	Information Support	Mid October

Contact Info: **Name: Kimiko Quan**
Title: Sales & Marketing Manager
Email: *kquan@htjapan.jp*