



2017 Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	COST
TRADESHOWS			
Hana Tour International Travel Show (HITS) 2017	Jun 8 – 11 @ KINTEX	Hawai'i Pavilion to be built in conjunction with HTK. B2B & B2C functions will be held.	Participation Fee: \$3,500 (per one independent booth)
Mode Tour International Travel Show (MITS) 2017	3 rd week of Oct @ SETEC	Hawai'i Pavilion to be built in conjunction with HTK. B2B & B2C functions will be held.	Participation Fee: Approx. \$3,500 (per one independent booth)
TRADE FAMILIARIZATION TRIPS (Fams)			
HTK - Asiana Airlines Agents Fam	Jan	Travel Agent Fam Tour in partnership with Asiana Airlines. Focused theme & market segment: Romance	HTK welcomes in-kinds sponsorships on these FAM tours as below: <ul style="list-style-type: none"> • Airfare • Accommodation • Hosted Meals • Activities • Ground Transportation
HTK MCI Agents Fam	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.	
HTK - Jin Air Agents Fam	Mar	Travel Agent Fam Tour with Jin Air Focused themes & market segments: FIT & SIT	
PRIME Event with Global MCI Team	Jun	GMT will host up to 10 clients. HTGlobal MCI will cover all ground costs (accommodations, transportation, etc) and GMTs will cover airfare.	
HTK Tourism Conference Fam	Sep	Tourism Conference Fam Tour Focused themes & market segments: Golf & Outdoor	
HTK - Korean Air Agents Fam	Oct	Travel Agent Fam Tour with Korean Air. Focused themes & market segments: Education/Family	
HTK - Hawaiian Airlines Agents Fam	Nov	Travel Agent Fam Tour with Hawaiian Airlines Focused segment: Neighbor Island promotion	
HTK – HCC MCI Corporate Fam	Nov	Invite top corporate accounts to Hawai'i to visit a min of two Neighbor Islands. Include site inspections of hotels, HCC and other MCI-related places.	
TRAVEL TRADE EDUCATION			
2017 Hawai'i Travel Mission (3 Cities Tour)	Jun 12 - 14	Large-scale Hawai'i Travel Mission to promote Hawai'i in Korea. Travel Mission to be held in Seoul, Busan and another secondary city.	Participation Fee: \$3,000 (two delegates per company)
2017 Meet Hawai'i VIP Weekend (out of Seoul)	2 nd week of Jul	Off-site Meet Hawai'i VIP Seminar for influential MCI agencies and their top partners plus their families. Aim is to develop strong relationships and connections to Hawai'i.	Participation Fee: \$1,500 (two delegates per company)
Korea Road Show with Major Wholesalers	Feb & Sep	3-day roadshow to visit major cities in Korea	Participation Fee: \$1,000 (two delegates per company)
2017 Hawai'i Tourism Year-End Mahalo Dinner	1 st week of Dec	Mahalo Dinner reception to express appreciation to Korean industry partners	Participation Fee: \$1,000 (two delegates per company)
2017 Meet Hawai'i VIP Night	4 th week of Nov	Meet Hawai'i VIP Night to express appreciation to key MCI partners for support and to introduce 2018 MCI plans	Participation Fee: \$1,000 (two delegates per company)
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 social media	HTK will organize in-kind sponsorships for these media projects as below: <ul style="list-style-type: none"> • Airfares • Accommodation • Hosted Meals • Activities • Ground transport
Korean TV Filming	Year-Round	HTK to host production in Hawai'i of a famous Korean TV program to promote FIT appeal of the destination	
Hawai'i Travel Essay Book Development	Apr	HTK to co-op with a famous travel writer and TV personality to develop a Hawai'i Essay Book targeting potential/repeat consumers	
Individual Media Visits	May & Aug	HTK to organize media Fam tours involving select lifestyle, up-market, travel and consumer magazines to promote Hawai'i	
Korea Group Media/Instagrammer Fam in conjunction with HFWF	Oct	HTK to organize a group media/Instagrammer Fam Tour in conjunction with Hawai'i Food & Wine Festival to highlight Neighbor Islands	

CONSUMER PROMOTIONS/SHOW

Disney Animation 'Moana' Movie Premiere	Feb	Organize co-op promotions of Hawaiian Islands and culture to coincide with February 2017 release of Disney animation movie 'Moana.' Organize trade film premiere, conduct promotional ticket events.	N/A
Edu-Tourism EXPO	May	Organize B2C expo to introduce suitable Hawai'i Edu-Tourism infrastructure and programs. Invite Gangnam-Style Mommies who are highly interested in Edu-Tourism.	Participation Fee: \$1,000
# AlohaEverywhere Consumer Promotion	Year Round	Organize consumer promotion to promote Hawai'i in association with hashtag # AlohaEverywhere. Potential Partners: airlines, consumer brands, outdoor brands, and credit cards, etc.	Participation Fee: \$1,000
ALFs - #AlohaEverywhere Friends with Jin Air	Jun - Jul	Recruit 'Aloha Friends' (so-called ALFs) as tourism ambassadors through various co-ops targeting Korean millennials. Stimulate travel markets in Korea by inviting college students to Hawai'i as AlohaEverywhere Friends (ALFs)	Participation Fee: \$2,000

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