



## 2018 HTC Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	POTENTIAL CHINA PARTNERS	LOCATION	COST
<b>TRADE EDUCATION - CAMP ALOHA SALES MISSION !</b>					
<b>2018 Camp ALOHA China &amp; Hong Kong Mission</b>	April 15 – 20	<p style="text-align: center;"><b>【Region: Hong Kong, Shanghai, Wuhan】</b></p> <p>2018 Camp ALOHA China Mission provides Hawai'i stakeholders face-to-face interactions with about 400 wholesalers, tour operators, OTAs, retail agents and MICE intermediaries.</p>	<p>2018 Camp Aloha focus on <b>New First-tier Cities</b> with below potential partners:</p> <p><b>[Hong Kong]</b> Shenzhen Guangzhou</p> <p><b>[Wuhan]</b> Chongqing, Chengdu, Changsha, Xi'an</p> <p><b>[Shanghai]</b> Hangzhou, Suzhou Ningbo, Shaoxin Wuxi, Nanjing</p>	<p>Hong Kong</p> <p>Wuhan</p> <p>Shanghai</p>	<ul style="list-style-type: none"> <li>• <b>USD 1,500 for 1 city</b></li> <li>• <b>USD 3,700 for 3 Cities</b></li> <li>• Presentations to over 400 representatives from travel agencies and MCI intermediaries</li> <li>• One-on-one business meetings</li> <li>• VIP Networking Events</li> <li>• Information Support (DM, Flyers, Brochures, Giveaways)</li> <li>• Accommodation and travel expenses on own</li> </ul>

**TRADE FAMILIARIZATION TRIPS (FAMS)**

<p>Trade FAM A</p> <p><b>New First Tier Cities Tour Operators</b></p>	<p>March</p>	<p align="center"><b>【Target: New First Tier Cities】</b></p> <p>8 selected travel agencies. To provide education on the Hawaiian Islands. Support trade in product development and packaging.</p>	<p>Potential Invitees List TBA</p>	<p>Island Of Hawai'i O'ahu</p>	<p>Sponsorship on:</p> <ul style="list-style-type: none"> <li>• Hotel Rooms</li> <li>• Meals</li> <li>• Ground Transportation</li> <li>• Flights</li> <li>• Activities/Attractions</li> <li>• Itinerary suggestions</li> </ul>
<p>Trade FAM B</p> <p><b>First Tier Cities - Product Planning Managers</b></p>	<p>September</p>	<p align="center"><b>【Target: OTAs &amp; Airlines】</b></p> <p>8 - 10 selected trade Product Planning Managers. To provide education on the Hawaiian Islands. Support trade in product development and packaging.</p>	<p>Potential Invitees List TBA</p>	<p>Maui O'ahu Island Of Hawai'i</p>	<p>Sponsorship on:</p> <ul style="list-style-type: none"> <li>• Hotel Rooms</li> <li>• Meals</li> <li>• Ground Transportation</li> <li>• Flights</li> <li>• Activities/Attractions</li> <li>• Itinerary suggestions</li> </ul>
<p>Trade FAM C</p> <p><b>Experience Aloha Business Exchange – Corporate MCI</b></p>	<p>June 8-12</p>	<p align="center"><b>【Target: MICE End-user】</b></p> <p>8 - 10 selected MCI End-users will join the FAM and attend 2018 Experience Aloha Business Exchange Hawai'i. To provide education on the Hawaiian Islands and get potential leads.</p>	<p>Potential Invitees List TBA</p>	<p>O'ahu Island of Hawai'i Maui</p>	<p>Sponsorship on:</p> <ul style="list-style-type: none"> <li>• Hotel Rooms</li> <li>• Meals</li> <li>• Ground Transportation</li> <li>• Flights</li> <li>• MCI Activities/Attractions</li> <li>• Itinerary suggestions</li> </ul>

MCI					
MCI Campaign #1 <b>Little Astronomer of Hawai'i</b>	Q2 — Q3	<ul style="list-style-type: none"> <li>An inter-school campaign for students to join a contest to learn about nature of Hawai'i. Campaign targets the education travel segments.</li> <li>Winner prize: 8-10 pax groups will be on trip to Island of Hawai'i, Maui and O'ahu.</li> </ul>	Targeting Junior and High schools, travel agents who sell edu-travel products, educational organizations and edu-media in China.	O'ahu Island of Hawai'i	Sponsorship on: <ul style="list-style-type: none"> <li>Hotel Rooms</li> <li>Meals</li> <li>Ground Transportation</li> <li>Flights</li> <li>Activities / Attractions</li> <li>Itinerary</li> </ul>
MCI Campaign #2 <b>Be Inspired - Hawai'i MCI Pack!</b>	Year Long	<ul style="list-style-type: none"> <li>Incentives designed to encourage MICE agents, planners, corporate and intermediaries to book the Hawaiian Islands for corporate meetings and incentive business.</li> </ul>	Incentives designed to encourage MICE agents, planners, corporate and intermediaries to book the Hawaiian Islands for corporate meetings and incentive business.	China	Sponsorship on: <ul style="list-style-type: none"> <li>Hotel Rooms</li> <li>Meals</li> <li>Ground Transportation</li> <li>Activities/Attractions/ Shopping</li> <li>Event venues</li> </ul>

PUBLIC RELATIONS					
Media FAM A <b>Fashion &amp; Luxury KOLs</b>	May	<p>【Target: Beijing, Shanghai, Guangzhou】</p> <p>6 – 8 Selected Fashion &amp; Luxury KOLs in China and 1 HTC escort to visit the Hawaiian Islands and share their experiences to create massive media exposure.</p>	<ul style="list-style-type: none"> <li>Echo Gu</li> <li>Miss Morecat</li> <li>Sister In Law</li> <li>kkweekly</li> <li>Zhu Xiaotu</li> <li>Sunny 33</li> </ul>	O'ahu Maui Kaua'i	Sponsorship on: <ul style="list-style-type: none"> <li>Hotel Rooms</li> <li>Meals</li> <li>Ground Transportation</li> <li>Activities / Attractions</li> <li>Itinerary</li> <li>Souvenir</li> </ul>
Media FAM B <b>Fashion &amp; Lifestyle Travel Media</b>	September	<p>【Target: Beijing, Shanghai, Guangzhou】</p> <p>6 – 8 Selected Chinese Fashion &amp; Lifestyle travel media and online Travel media +1 HTC escort to visit the Hawaiian Islands and share articles to create massive media exposure.</p>	<ul style="list-style-type: none"> <li>VOGUE</li> <li>VISION</li> <li>LOHAS</li> <li>JOY FOOD</li> <li>Fashion Weekly</li> </ul>	O'ahu Island of Hawai'i	Sponsorship on: <ul style="list-style-type: none"> <li>Hotel Rooms</li> <li>Meals</li> <li>Ground Transportation</li> <li>Activities / Attractions</li> <li>Itinerary</li> <li>Souvenir</li> </ul>

**Marketing Initiatives**

<p>Initiative #1</p> <p><b>Happy Healthy Hawai'i – Diamond of Islands</b></p>	<p>Q1</p>	<ul style="list-style-type: none"> <li>• Inspirational <b>Multi-channel Online and Offline Campaign</b> to excite the premium travelers and position <b>Hawai'i</b> as the “Diamond of All Islands”</li> <li>• Millennial Romance Couples scale live volcano and dive into treasured landmarks of <b>Hawai'i</b> in search of the “Diamond”</li> <li>• Campaign will employ channels including broadcast, social community platform and social media apps</li> </ul>	<ul style="list-style-type: none"> <li>• WeChat Moments</li> <li>• QQ News</li> <li>• Weibo</li> <li>• High-end jewelry brand</li> <li>• Mafengwo</li> </ul>	<p>O'ahu Maui Island of Hawai'i Kaua'i</p>	<p>Sponsorship for Winning Couples:</p> <ul style="list-style-type: none"> <li>• Flight Tickets</li> <li>• Hotel Rooms</li> <li>• Hawai'i family-friendly Holiday Prizes</li> <li>• Itineraries</li> <li>• Souvenirs</li> </ul>
<p>Initiative #2</p> <p><b>Happy Healthy Hawai'i – Hawai'i Baby Ambassador</b></p>	<p>Q2</p>	<ul style="list-style-type: none"> <li>• Vote for Hawai'i Next Top ALOHA Baby Spokesperson.</li> <li>• Campaign enables participating Multi-generational families to show off their little Emperor and Empress of China.</li> <li>• Featuring Hawai'i family-friendly resources</li> <li>• The ALOHA Baby with highest votes stands to win family travel prizes.</li> </ul>	<ul style="list-style-type: none"> <li>• Red Book (3 mil page views)</li> <li>• EF Education Groups (130 schools)</li> <li>• Mama.cn</li> <li>• My Gym.com</li> </ul>	<p>O'ahu Maui Island of Hawai'i</p>	<p>Sponsorship for Winning Families:</p> <ul style="list-style-type: none"> <li>• Flight Tickets</li> <li>• Hotel Rooms</li> <li>• Hawai'i family-friendly Holiday Prizes</li> <li>• Itineraries</li> <li>• Souvenirs</li> </ul>
<p>Initiative #3</p> <p><b>Happy Healthy Hawai'i – Island Styles Of Seasons</b></p>	<p>Q3</p>	<ul style="list-style-type: none"> <li>• Inspirational <b>Integrated Social Media Campaign</b> to excite the Millennials who are fond of fashion, shopping, healthy outdoor travel.</li> <li>• Highlight the unique seasonal environments and experiences of <b>Hawai'i</b> matched with lifestyle brands</li> <li>• Co-op with a Celebrity KOL</li> </ul>	<ul style="list-style-type: none"> <li>• Qyer.com</li> <li>• The North Face or Colombia</li> <li>• Miaopai.com</li> <li>• Celebrity KOL</li> </ul>	<p>O'ahu Maui Island of Hawai'i Kaua'i</p>	<p>Sponsorship for Game Winners:</p> <ul style="list-style-type: none"> <li>• Flight Tickets</li> <li>• Hotel Rooms</li> <li>• Meals</li> <li>• Itineraries</li> <li>• Souvenirs</li> </ul>

<p>Initiative #4</p> <p><b>Happy Healthy Hawai'i – Cuisine with ALOHA</b></p>	<p>Q4</p>	<ul style="list-style-type: none"> <li>• Campaign taps on partnership with Foodie Digital Media for the launch of Hawaiian Islands Food Culture Week in China</li> <li>• Food critics and KOLs will drive #HawaiiFoodCultur#</li> <li>• Showcase the healthy, tasty and colorful food culture of the Hawaiian Islands</li> </ul>	<ul style="list-style-type: none"> <li>• Wagas or Fresh Elements</li> <li>• Hotel Group</li> <li>• Joy Food App</li> </ul>	<p>O'ahu Maui Island of Hawai'i</p>	<p>Sponsorship for Winners:</p> <ul style="list-style-type: none"> <li>• Flight Tickets</li> <li>• Hotel Rooms</li> <li>• Hawai'i Gourmet Tour Prizes</li> <li>• Itineraries</li> <li>• Souvenirs</li> <li>• Restaurant Vouchers</li> </ul>
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