



2018 HTHK Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	POTENTIAL HONG KONG PARTNERS	LOCATION	COST
TRADE CAMP ALOHA!					
2018 Camp ALOHA China & Hong Kong Mission	April 15 – 20	<p>【Region: Hong Kong, Shanghai, Wuhan】</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 New First-tier Cities with below potential partners:</p> <p>[Hong Kong] Shenzhen Guangzhou</p> <p>[Wuhan] Chongqing, Chengdu, Changsha, Xi'an</p> <p>[Shanghai] Hangzhou, Suzhou Ningbo, Shaoxin Wuxi, Nanjing</p>	<p>Hong Kong</p> <p>Wuhan</p> <p>Shanghai</p>	<ul style="list-style-type: none"> • Participation Fee for Hong Kong (1 city)* USD1,500 • Participation Fee for Hong Kong, Wuhan and Shanghai (3 cities)* USD3,700 • Flight ticket x1 for lucky draw • Presentations to 400 representatives of travel agencies and MCI intermediaries • One-on-one business meetings • VIP Networking Events • Information Support (DM, Flyers, Brochures, Giveaways) • Accommodation and travel expenses on own

TRADE FAMILIARIZATION TRIPS (FAMS)					
Trade FAM A Travel Agent FAM	March 2 - 9	6 selected OTA, wholesalers and high end niche agencies. To provide education on the Hawaiian Islands. Support trade in product development and packaging.	Potential Invitees List TBA	Maui Island of Hawai'i	Sponsorship on: • Flight tickets x 6 • Hotel Rooms • Meals • Ground Transportation • Activities/ Attractions • Itinerary suggestions
Trade FAM B Travel Agent FAM	September	6 selected OTA, wholesalers and high end niche agencies. To provide education on the Hawaiian Islands. Support trade in product development and packaging.	Potential Invitees List TBA	O'ahu Island of Hawai'i	Sponsorship on: • Flight tickets x 6 • Hotel Rooms • Meals • Ground Transportation • Activities/ Attractions • Itinerary suggestions

PUBLIC RELATIONS					
Media FAM A Travel and Lifestyle KOLs	January 17 - 24	5 Selected Travel & Lifestyle KOLs in China and 1 HTHK escort to visit the Hawaiian Islands and share their wild and wondrous experiences to create massive media exposure.	<ul style="list-style-type: none"> • Raven • Poon Wai Nang • Nat & Hiro • Henry Lo 	Island of Hawai'i Kaua'i	Sponsorship on: • Flight tickets x 5 • Hotel Rooms • Meals • Ground Transportation • Activities / Attractions • Itinerary • Souvenirs
Media FAM B Top 4 Travel Media	April 18 - 25	TOP 4 Travel online media and online Travel media +1 HTHK escort to visit the Hawaiian Islands and share Eco friendly attractions in Hawai'i to create massive media exposure.	<ul style="list-style-type: none"> • Apple Daily • Oriental Daily • Weekend Weekly • U magazine 	O'ahu Maui	Sponsorship on: • Flight tickets x 4 • Hotel Rooms • Meals • Ground Transportation • Activities / Attractions • Itinerary • Souvenirs

Marketing Initiatives					
<p>Initiative #1a</p> <p>Nikon – I AM ALOHA</p> <p>ALOHA DOG WALK AND GALLERY</p>	<p>May / July</p>	<ul style="list-style-type: none"> • Nikon x Aloha Dog Walk in Little Hawai'i Trail in Hong Kong • HTHK will invite dogs to take lead and bring dogs and people together to experience the way of ALOHA in Hong Kong with the Doctor Dog program • To demonstrate the happiness and harmony lifestyle • Nikon Professional to capture all the special ALOHA moments • A photo gallery will be hosted with travel trade partners, media and dogs who have participated this event. Creative dog photos taken in Hawai'i will be launched. • Part of the participation fee of ALOHA dog walk event will go to Hong Kong charity 	<ul style="list-style-type: none"> • Nikon • United Airlines • Animals Asia • Astrolink 	<p>Hong Kong</p>	<p>Sponsorship for Lucky Draw Prizes</p> <ul style="list-style-type: none"> • Flight Tickets x 2 • Hotels • Meals • Itineraries • Souvenirs
<p>Initiative #1b</p> <p>Nikon – I AM ALOHA</p> <p>TRAVEL GUIDE BOOK</p>	<p>July - October</p>	<ul style="list-style-type: none"> • Nikon x Astrolink Travel Guidebook • First version in 2018 will feature 3 islands: O'ahu, Maui and Island of Hawai'i • The books will be distributed by Nikon and Astrolink via the following channels: <ul style="list-style-type: none"> ➤ Hong Kong Radio ➤ Hong Kong Space Museum ➤ Macau Science Museum ➤ Big Camera Retail Shops in Hong Kong ➤ Schools ➤ Photography groups in Hong Kong ➤ Leading HK newspaper such as HK01 	<ul style="list-style-type: none"> • Nikon • United Airlines • Hong Kong Radio • Hong Kong Space Museum • Macau Science Museum • Big Camera Retail Shops in Hong Kong • Schools • Photography groups in Hong Kong • Leading HK newspaper such as HK01 	<p>O'ahu Maui Island of Hawai'i</p>	<p>Sponsorship on:</p> <ul style="list-style-type: none"> • Flight tickets x 2 • Hotel Rooms • Meals • Ground Transportation • Activities/ Attractions • Itinerary suggestions
<p>Initiative #2</p> <p>Pink Dot HK x LGBT Romance in the Rainbow State</p>	<p>Oct</p>	<ul style="list-style-type: none"> • Aims to capture a greater market share of LGBT travelers from Hong Kong market • Both Hawai'i travel providers and Hong Kong wholesaler Westminster can benefit from more targeted marketing, new product offerings to retail agencies and high spending niche market. 	<ul style="list-style-type: none"> • Westminster • United Airlines 	<p>O'ahu Island of Hawai'i Maui Kaua'i</p>	<p>Sponsorship on:</p> <ul style="list-style-type: none"> • Flight tickets x 2 • Hotel Rooms • Meals • Ground Transportation • Activities/ Attractions • Itinerary suggestions

		<ul style="list-style-type: none"> • Field trip for HTHK and biggest USA travel product wholesaler Westminster and LGBT to explore potential products in Hawai'i • HTHK will have a photoshoot with Westminster for LGBT promotion • And will support Pink Dot HK which is the largest LGBT event in HK by offering special discount on travel packages. 			
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FOR MORE INFORMATION, PLEASE CONTACT :

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