



2018 HTK Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	LOCATION	COST
TRADE SHOWS				
2018 Hana Tour International Show (HITS)	Jun 7 - 10, 2018	HTK will set up Hawai'i Pavilion in conjunction with Hana Tour. B2B & B2C functions to be held.	KINTEX, Ilsan, KOREA	Participation Fee: \$3,500 (per one independent booth)
2018 Mode Tour International Show (MITS)	Aug 30 - Sep 2, 2018	HTK will set up Hawai'i Pavilion in conjunction with Mode Tour. Only B2C functions to be held.	COEX, Seoul, KOREA	Participation Fee: \$3,500 (per one independent booth)
TRADE FAMILIARIZATION TRIPS (Fams)				
Korea VIP FAM ⇒ Airlines Partner: Hawaiian Airlines	April	Conduct VIP FAM trip with Hawaiian Airlines who will introduce a new flat bed in its business class, inviting top CEO/presidents from the Korean Tourism industry.	O'ahu & Maui	HTK welcomes any in-kind sponsorships as below; <ul style="list-style-type: none"> • Accommodation • Hosted Meals • Activities • Ground Transportation • Airfares • Lucky Vouchers/gifts
Edu Tourism FAM ⇒ Airlines Partner: Korean Air	May	Coordinate a Fam trip for top travel agencies to stimulate the launch of Edu Tourism packages.	O'ahu & Hawai'i Island	
EABE FAM (Experience Aloha Business Exchange) ⇒ Airlines Partner: Hawaiian Airlines	Jun	Conduct 'Experience Aloha Business Exchange' FAM bringing key MCI travel agents and corporate clients.	O'ahu & Neighbor Island	
2018 Global Tourism Summit - Pre- FAM ⇒ Airlines Partner: Asiana Airlines	Sept	Bring major wholesalers to the Global Tourism Summit and conduct pre-Fam trips to provide more in-depth knowledge about Hawai'i.	O'ahu & Neighbor Island	
TRAVEL TRADE EDUCATION				
Hawai'i Road Show	Mar	Conduct a roadshow in important local cities such as Daejeon, Daegu, Gwangju, and Busan in collaboration with major wholesalers to educate retail agency personnel.	Local cities of Korea (Gwangju, Daejeon, Daegu, Busan)	HTK welcomes any in-kind sponsorships <ul style="list-style-type: none"> • Vouchers/gifts • Consumer giveaways

Meet Hawai'i VIP Event	Jul	Invite influential MCI agencies and their best corporate partners, including family to out of Seoul, to develop strong relationships and connections to Hawai'i.	Korea	Participation Fee: \$1,000 (two delegates per company)
PUBLIC RELATIONS				
Hawai'i Celebrity Ambassador Program	Year Round	Appoint Ms. Sohn Mina as a Celebrity Ambassador, an ideal image fit, to leverage her status to position Hawai'i as a top-of-mind travel destination.	O'ahu & Neighbor Island	HTK welcomes any in-kind sponsorships as below;
Korea Group Media FAM	Apr	Invite major Korean media to cover attractions on Neighbor Islands to increase their awareness among Korean target markets.	All Islands	<ul style="list-style-type: none"> • Accommodation • Hosted Meals • Activities • Ground Transportation • Airfares • Vouchers/gifts
Individual Media Visits	Year-Around	Conduct an individual media Fam visit with a tier 1 media to cover Hawai'i's inherent culture and lifestyle.	All Islands	<ul style="list-style-type: none"> • Airfares • Vouchers/gifts
2018 Aloha Media Day	Jun	Invite Hawai'i partners and major Korean media to an event in Seoul to provide them with networking opportunities with Korean major media.	Seoul, Korea	Participation Fee: \$1,000 (two delegates per company)
Korean TV Filming	Aug	Organize a large-scale TV project by inviting a celebrity to Hawai'i to position it as a desired travel destination to mass market Korean audiences and to increase media exposure.	O'ahu & Neighbor Island	HTK welcomes any in-kind sponsorships as below;
Hawai'i Food and Wine Festival - PR Supports	Oct	Organize an individual lifestyle magazine visit to promote HFWF.	O'ahu & Maui, Hawai'i Island	<ul style="list-style-type: none"> • Accommodation • Hosted Meals • Activities • Ground Transportation • Airfares • Vouchers/gifts
CONSUMER PROMOTIONS				
Sports Promotion	Feb	Launch a consumer promotion with Jin Air and a sports-wear retail brand through #AlohaEverywhere to target young & hip individual travelers and stimulate shoulder season travel.	O'ahu & Maui	HTK welcomes any in-kind sponsorships as below;
Hawai'i Culture Promotion	Mar, Sept	Targeting family and silver market, Hold Hawai'i culture experience classes at a culture center run by major department stores in Seoul. They will include lessons in cooking	Korea	<ul style="list-style-type: none"> • Accommodation • Activities • Vouchers/gifts • Consumer giveaways

		Hawaiian cuisine, playing Ukulele, Hula dancing, and making Leis.		
#AlohaEverywhere Social Media Campaign	Year-Around	Implement co-op promotion with Consumer Brands, airlines and travel agents under the theme of #AlohaEverywhere to generate great exposure for Hawaiian Islands.	Korea	
Insta-grapher FAM	Sept	Extend #AlohaEverywhere Promotions by organizing a Fam for celebrity photographers, famous illustrators and power Instagram users.	O'ahu & Kaua'i	

Contact Info: Name: Liz You
Title: Director of Marketing & PR
Email: lyou@aviareps.com, htk@aviareps.com