



## 2018 HTK Partnership Opportunities

| ACTIVITY  | DATE            | DESCRIPTION  | LOCATION   | COST  |
|---|-----------------|--|--|---|
| <b>TRADE SHOWS</b>  |                 |  |  |   |
| <b>2018 Hana Tour International Show (HITS)</b>   | Jun 7 - 10      | 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)  |
| <b>2018 Mode Tour International Show (MITS)</b>   | Aug 30 – Sept 2 | 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)  |
| <b>TRADE FAMILIARIZATION TRIPS (FAMs)</b>   |                 |  |  |   |
| <b>Korea VIP FAM</b><br>⇒ 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 Korean Tourism industry. | O'ahu & Maui   | HTK welcomes any in-kind sponsorships as below;<br><br><ul style="list-style-type: none"> <li>• Accommodation</li> <li>• Hosted Meals</li> <li>• Activities</li> <li>• Ground Transportation</li> <li>• Airfares</li> <li>• Lucky Vouchers/gifts</li> </ul> |
| <b>Edu Tourism FAM</b><br>⇒ 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                                 |   |
| <b>EABE FAM (Experience Aloha Business Exchange)</b><br>⇒ Airlines Partner: Hawaiian Airlines | Jun             | Conduct 'Experience Aloha Business Exchange' FAM bringing key MCI travel agents and corporate clients.   | O'ahu & Neighbor Island                                |   |
| <b>2018 Global Tourism Summit - Pre FAM</b><br>⇒ 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                                |   |
| <b>TRAVEL TRADE EDUCATION</b>   |                 |  |  |   |
| <b>Hawai'i Road Show</b>  | Mar             | In partnership with Mode Tour, Conduct a road show in important local cities such as Daejeon, Daegu, Gwangju, and Busan  | Local cities of Korea (Gwangju, Deajeon, Daegu, Busan) | HTK welcomes any in-kind sponsorships<br><br><ul style="list-style-type: none"> <li>• Vouchers/gifts</li> <li>• Consumer giveaways</li> </ul>   |

|   |             |  |                              |  |
|---|-------------|--|------------------------------|--|
| <b>Meet Hawai'i VIP Event</b>                       | 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)   |
| <b>PUBLIC RELATIONS</b>                             |             |  |                              |  |
| <b>Hawai'i Celebrity Ambassador Program</b>         | 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;  |
| <b>Korea Group Media FAM</b>                        | Apr-May     | 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"> <li>• Accommodation</li> <li>• Hosted Meals</li> <li>• Activities</li> <li>• Ground Transportation</li> <li>• Airfares</li> <li>• Vouchers/gifts</li> </ul> |
| <b>Individual Media Visits</b>                      | 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"> <li>• Airfares</li> <li>• Vouchers/gifts</li> </ul>   |
| <b>2018 Aloha Media Day</b>                         | 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)   |
| <b>Korean TV Filming</b>                            | TBD         | 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;  |
| <b>Hawai'i Food and Wine Festival - PR Supports</b> | Oct         | Organize an individual lifestyle magazine visit to promote HFWF.   | O'ahu & Maui, Hawai'i Island | <ul style="list-style-type: none"> <li>• Accommodation</li> <li>• Hosted Meals</li> <li>• Activities</li> <li>• Ground Transportation</li> <li>• Airfares</li> <li>• Vouchers/gifts</li> </ul> |
| <b>CONSUMER PROMOTIONS</b>                          |             |  |                              |  |
| <b>Sports Promotion</b>                             | Feb         | Launch a consumer promotion with Jin Air through #AlohaEverywhere to target young & hip individual travelers and stimulate shoulder season travel.   | O'ahu & Maui                 | HTK welcomes any in-kind sponsorships as below;  |
| <b>Hawai'i Culture Promotion</b>                    | May, 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 Hawaiian cuisine, playing Ukulele, | Korea                        | <ul style="list-style-type: none"> <li>• Accommodation</li> <li>• Activities</li> <li>• Vouchers/gifts</li> <li>• Consumer giveaways</li> </ul>  |

|   |                 |   |                |  |
|---|-----------------|---|----------------|--|
|   |                 | Hula dancing, and making Leis.  |                |  |
| <b>#AlohaEverywhere<br/>Social Media Campaign</b> | Year-<br>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          |  |
| <b>Insta-grapher FAM</b>                          | Sept            | Extend #AlohaEverywhere Promotions by organizing a Fam for celebrity photographers, famous illustrators and power Instagram users.                              | O'ahu & Kaua'i |  |

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