



2018 Partnership Opportunities (Updated December 2017)

ACTIVITY	DATE	DESCRIPTION	LOCATION	COST
TRADESHOWS				
AIME 2018 Melbourne - Australia	20 th & 21 st Feb 2018	<p>Asia-Pacific Incentives and Meetings Expo (AIME) participation is integral to building new MCI contacts, as well as providing opportunity to see existing PCO contacts for new business. AIME is held in Melbourne, Australia and is attended by over 4000 buyers from the Oceania region.</p> <p>HTO will have a strong presence at AIME 2018 and will shortly be opening the event up for a small number of 6 Hawai'i partners to join us at this event.</p> <p>HTO will also assist in facilitating any pre/post sales call for partners who may wish to visit additional cities (e.g. Auckland/Sydney).</p>	Melbourne , Australia + pre or post sales calls in NZ	<p>AU\$7,000. Information and costs are provided in the AIME Partner Invitation.</p> <p>Register by 3rd November 2017. First come, first served basis.</p> <p>HTO contact: kphadung@hawaiiitourism.com.au</p> <p>For NZ sales mission contact Megan Hornblow mhornblow@hawaiiitourism.co.nz</p>
Aloha Down Under	July 2018 – dates TBC	<p>HTO's annual roadshow visiting Australia and New Zealand incorporating agent workshops, B2B functions, a PR event and networking opportunities. Limited spaces are available. For more information visit www.alohadownunder.com.au</p>	Various Australian and New Zealand cities	<p>Approx \$6000 + travel costs For more information contact Charis Ricafuente (Australia): cricafuente@hawaiiitourism.com.au Or Megan Hornblow (NZ) mhornblow@Hawaiiitourism.co.nz</p>
PAICE 2018 Auckland, New Zealand	Nov 2018	<p>The Pacific Area Incentives & Conferences Expo (PAICE) participation allows Hawai'i to be front of mind for PCO's seeking venues for their programs. PAICE is held in Auckland, New Zealand and is attended by approximately 250 buyers mainly from the New Zealand region. HTO's aim is to gain consistent partnership support for this event, without diluting the opportunities through an over-presence. This can be achieved by encouraging bi-annual involvement, and splitting the Island Chapter presence.</p> <p>HTO will also assist in facilitating any pre/post sales call for partners who may wish to visit additional cities (e.g. Sydney).</p>	Auckland	<p>For more information and costs on exhibiting at PAICE you can have a look at their website: www.paiceexpo.co.nz OR Contact Megan Hornblow to discuss booth sharing opportunities at: mhornblow@Hawaiiitourism.co.nz</p>
Experience Aloha Hawaii	June 2018	<p>Experience Aloha is a combination Business Exchange and first hand experiences of the Hawaiian Islands as an MCI destination.</p> <p>The Business Exchange and post famil includes one on one appointments/presentations, Cocktail functions and Island activities and</p>	Hawaii	<p>Industry Partners: Approx. US\$1,000 per person, maximum 2 representatives per company; includes prescheduled one on one appointments or presentations; plus all functions during Business Exchange. For further information, please</p>

		<p>experiences in Hawaii.</p> <p>Each GMT will bring a minimum of 10 select MCI clients to Experience Aloha.</p>		<p>contact Priscilla Texeira: Pris-HTGMCI@outlook.com For more information on the famil aspect, please contact Kris Phadungkiatipong kphadung@hawaiiitourism.com.au Or Megan Hornblow mhornblow@hawaiiitourism.co.nz</p>
Get Global Sydney - Australia	20 th July 2018	<p>Get Global is a new one-day event that provide exhibitors with an engaging yet cost-effective business platform to connect with highly quality PCOs and corporates who have international MICE business.</p> <p>The very first Get Global exhibition took place in July 2017 and attracted over 100 exhibitors and 240 buyers which included buyers from Sydney, Melbourne, Brisbane and New Zealand. Due its success, it will be happening again on Friday, 20 July 2018.</p> <p>With an open free-flow format, it allows buyers flexibility and ease in their attendance, giving them the opportunity to meet with exhibitors and spend as much (or as little) time as needed. The event concludes with a cocktail networking reception.</p> <p>HTO will be participating for a second time. Should you be interested in participating, I believe partners who have the capacity to host larger groups of 100-200+pax would benefit most and as the event grows I would definitely see potential for other partners to attend.</p> <p>HTO will also consider holding a client event to coincide with Get Global 2018.</p>	Sydney	<p>Approx. AU\$5,000 including Get Global and client event. For further information, please feel free to visit www.getglobal.com.au or express your interest to the Get Global organizers: donnak@getglobal.com.au garyb@getglobal.com.au Exhibitor prospectus will be sent in October 2017.</p> <p>Please also express your interest with HTO so you can be included in the client event and promotion to coincide with Get Global. For more information please contact Kris Phadungkiatipong kphadung@hawaiiitourism.com.au</p>

TRADE FAMILIARTIZATION TRIPS (FAMS)

Travel Managers Conference 2018	August	HTO is excited to host the 2018 Annual Travel Managers Conference in Hawaii 17-20 August 2018. This will bring approximately 350 of Australia's top selling home-based travel agents to Hawai'i for their annual conference. TravelManagers is the largest independent travel company in Australasia. A series of pre and post famils across all islands will be organised for the top agents.	Hawaii	In-kind Contact: cricafuente@hawaiiitourism.com.au and Alicia Palmer apalmer@hawaiiitourism.com.au
Travel Managers Post touring Industry discounts	August	For travel agents who wish to explore the Hawaiian Islands pre or post the Travel Manager's conference – HTO will work with partners to provide them with exclusive offers or discounts. This is a great self-famil opportunity for you to showcase your product to these agents.	Hawaii	Discount rates on tours, accommodation and transport. Please fill in the online form if you wish to provide an offer: https://www.surveymonkey.com/r/TavelManager2018
Ad hoc trade famils	Ongoing	HTO will work with Australian/NZ travel trade on a range of trade famils throughout the year that partners will have the opportunity be involved with. Calendar to come.	Hawaii	In-kind - Please contact Alicia to express your interest. apalmer@hawaiiitourism.com.au
MCI Meet	TBC	HTO will host key MCI clients to The Hawaiian	Hawaii	In-kind support is integral to the

Hawaii famils		Islands to showcase the best in meetings, conferences and incentive travel.		success of this event. HTO request partner sponsorship of tours, accommodation, activities, meals and entertainment. To express your interest please contact Holly hballard@Hawaiiitourism.com.au .															
Global Tourism Summit 2018	September	In conjunction with HTA's Hawaii Tourism Conference 2017, HTO will invite Product Managers from key trade partners to participate in seminars, workshops, and B2B appointments with Hawaii partners. HTO will also organise a famil around this.	Hawaii	I In-kind support. For more information contact Darragh Walshe dwalshe@hawaiiitourism.co.nz															
Industry discounts for travel agents	Year round	<p>HTO receives numerous inquiries regarding industry discounts for travel agents' personal holidays to Hawai'i.</p> <p>This is a great self-famil opportunity for you to showcase your product and service to Australian and New Zealand travel agents or wholesale reservation staff.</p> <p>Please note, HTO will make mention that proof of ID (letter of employment on company stationery) and/or IATA number is required for all reservation requests. It will be clearly outlined that these rates are subject to availability and blackout dates, however we ask that you also outline your own terms and conditions.</p>		<p>If you have a year-round industry discount for Hawaii selling agents available for 2018, or if you have a dedicated person that can handle industry requests, please let us know the details by 30 November 2017 by filling in the below online form: https://www.surveymonkey.com/r/Discounts2018</p> <p>HTO will compile these and promote these year-round industry discounts via our database and during our agent training.</p>															
TRAVEL TRADE EDUCATION																			
Travel professional s e-newsletter	Quarterly	<p>Communicate to HTO's Australian and New Zealand travel trade database (3,280+).</p> <table border="1"> <thead> <tr> <th>2018 Ed</th> <th>Deadline</th> <th>Distributed</th> </tr> </thead> <tbody> <tr> <td>Jan-Mar</td> <td>1 Jan</td> <td>13 Jan</td> </tr> <tr> <td>Apr-Jun</td> <td>1 Apr</td> <td>13 Apr</td> </tr> <tr> <td>Jul-Sep</td> <td>1 Jul</td> <td>13 Jul</td> </tr> <tr> <td>Oct-Dec</td> <td>1 Oct</td> <td>12 Oct</td> </tr> </tbody> </table>	2018 Ed	Deadline	Distributed	Jan-Mar	1 Jan	13 Jan	Apr-Jun	1 Apr	13 Apr	Jul-Sep	1 Jul	13 Jul	Oct-Dec	1 Oct	12 Oct	n/a	<p>Free opportunity.</p> <p>If you would like to be featured please send a paragraph of copy (max 150 words), image and web link to Alicia Palmer by the deadline outlined, apalmer@hawaiiitourism.com.au</p>
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Jan-Mar	1 Jan	13 Jan																	
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Travel Agent Training Program	Yearly calendar	HTO undertakes regular training sessions with travel agents across Australia and New Zealand.	n/a	<p>Please send through industry updates – eg new/changed product; general island updates. Please send to Alicia Palmer apalmer@hawaiiitourism.com.au</p>															
MCI e-Newsletter	Quarterly	<p>HTO continue to produce this update for key MCI professionals to provide them with the latest news and events from Hawai'i. This is a great communication tool and provides a good opportunity to gain further exposure to the Oceania Market.</p> <p>The Meet Hawaii e-newsletter is sent to our MCI (Meetings, Conferences & Incentives) database of just over 1,000 MCI industry</p>	n/a	<p>Ongoing - Free opportunity.</p> <p>Please ensure your company MCI news, specials and incentives are sent to Kris Phadungkiatipong kphadung@hawaiiitourism.com.au</p>															

		<p>personnel based in Australia and New Zealand. We're looking to you for news, updates, special promotions or value adds that is specific to the Meetings, Conferences and Incentives market.</p> <p>In addition, HTO are happy to share exciting updates via LinkedIn.</p> <table border="1"> <thead> <tr> <th>2018 Ed</th> <th>Deadline</th> <th>Distributed</th> </tr> </thead> <tbody> <tr> <td>Jan-Mar</td> <td>1 Jan</td> <td>Mid Jan</td> </tr> <tr> <td>Apr-Jun</td> <td>1 Apr</td> <td>Mid Apr</td> </tr> <tr> <td>Jul-Sep</td> <td>1 Jul</td> <td>Mid Jul</td> </tr> <tr> <td>Oct-Dec</td> <td>1 Oct</td> <td>Mid Oct</td> </tr> </tbody> </table>	2018 Ed	Deadline	Distributed	Jan-Mar	1 Jan	Mid Jan	Apr-Jun	1 Apr	Mid Apr	Jul-Sep	1 Jul	Mid Jul	Oct-Dec	1 Oct	Mid Oct								
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Hawaii Tourism Linked in	Year round	HTO will develop a Linked in profile to provide updates and destination information to the travel industry. We're looking to you for news, events and updates we can communicate to our trade partners.		Free Opportunity. If you would like to be featured please send info to cricafuente@hawaiitourism.com.au																					
PUBLIC RELATIONS																									
Consumer EDMs	Bi-monthly	<p>Communicate to HTO's Australian and New Zealand travel trade database (100,000+).</p> <table border="1"> <thead> <tr> <th>2018 Ed</th> <th>Deadline</th> <th>Distributed</th> </tr> </thead> <tbody> <tr> <td>Jan-Feb</td> <td>1 Jan</td> <td>Mid- Jan</td> </tr> <tr> <td>Mar-Apr</td> <td>1 Mar</td> <td>Mid-March</td> </tr> <tr> <td>May-Jun</td> <td>1 May</td> <td>Mid-May</td> </tr> <tr> <td>Jul-Aug</td> <td>1 July</td> <td>Mid-July</td> </tr> <tr> <td>Sept-Oct</td> <td>1 Sept</td> <td>Mid-Sept</td> </tr> <tr> <td>Nov-Dec</td> <td>1 Nov</td> <td>Mid-Nov</td> </tr> </tbody> </table>	2018 Ed	Deadline	Distributed	Jan-Feb	1 Jan	Mid- Jan	Mar-Apr	1 Mar	Mid-March	May-Jun	1 May	Mid-May	Jul-Aug	1 July	Mid-July	Sept-Oct	1 Sept	Mid-Sept	Nov-Dec	1 Nov	Mid-Nov	n/a	<p>Free Opportunity</p> <p>If you would like to be featured please send a paragraph of copy (max 150 words), image and web link by the deadline outlined, Please send info to info@hawaiitourism.com.au</p>
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Visiting media program	Year round	<p>Throughout the year, HTO hosts a number of media, including group and individual press trips, influencers and major TV filming opportunities.</p> <p>HTO also provides limited support to media and influencers not deemed "Tier One".</p>	Hawaii	<p>In-kind support. HTO is also looking for year-round media rates and inclusions to offer non-supported media. For further information contact Kristen Roman kroman@hawaiitourism.com.au</p>																					
Media releases	Year round	HTO sends out multiple press releases and media updates and undertakes media calls throughout the year. Partners have the opportunity to provide their own press releases and product updates for inclusion	n/a	<p>No cost. Please send your press releases and updates to media@hawaiitourism.com.au</p>																					
HTO social networks	Year round	<p>HTO reach out to past, present and potential Australian and New Zealand visitors to Hawai'i through our Facebook, Twitter and Instagram handles.</p> <p>Australia www.facebook.com/gohawaii www.twitter.com/gohawaii www.instagram.com/gohawaii</p> <p>New Zealand</p>	n/a	<p>Notify HTO of your own official accounts, follow us and engage online by using our social media handles.</p> <p>Please email Charis (HTO AU) or Megan (HTO NZ) with any special announcements you'd like us to consider sharing, cricafuente@Hawaiitourism.com.au mhornblow@Hawaiitourism.co.nz</p>																					

		www.facebook.com/goHawaiiNZ www.instagram.com/goHawaiiNZ		
CONSUMER PROMOTIONS				
Explore Media "Discover" Hawaii guides	Year round	HTO produces a range of printed guides under the following titles: <ul style="list-style-type: none"> • Family • Romance • Meet Hawaii • Discover Hawaii. • Luxury Hawaii Partners have an opportunity to advertise in these guides. Guides are distributed to travel trade and to consumers via mail and at consumer travel shows 8000-10000 per issue per year distributed. Guides will also be available online via www.gohawaii.com	n/a	More information on booking deadlines, inclusions and rates are available via publisher angela@exploremedia.com.au
Cooperative campaigns and partnerships	Year round	HTO will continue to implement co-operative marketing campaigns with wholesale/retail partners industry partners targeting peak sales periods and linked to consumer campaigns	n/a	Special offers or price points to be included in the campaigns. For more information contact Charis Ricafuente cricafuente@hawaiiitourism.com.au
Consumer promotions	Year round	HTO work with select Oceania brands on consumer promotions to encourage travel to Hawai'i and build a stronger positioning and brand awareness. These promotions provide fantastic exposure and database opportunities in exchange for accommodation and activity sponsorship.	n/a	HTO require sponsorship of tours, accommodation and activities. For more information contact Charis Ricafuente: cricafuente@hawaiiitourism.com.au
Month of Lei	May	HTO will position May as Hawaii's "Month of Lei" in Australia and New Zealand with a series of activities designed to bring Hawai'i to Australia	Australia and New Zealand	Possible in-kind support for prizes, promotional items; PR opportunities. For more information contact Kerri Anderson cricafuente@hawaiiitourism.com.au
CONSUMER SHOWS				
Flight Centre Discover USA and Travel shows	Jan/Feb August	HTO participates in Flight Centre's annual Travel Show and Discover America Travel Show in Sydney, Melbourne, Brisbane and Auckland. These shows attract 10,000+ visitors and the Hawaii stand is always one of the busiest	Sydney, Melbourne, Brisbane, Auckland	No cost. Please provide any updated product information that will assist the team in promoting the Hawaiian Islands. For more information contact Alicia Palmer apalmer@hawaiiitourism.com.au

Contact Info: **Name:** Darragh Walshe – HTO New Zealand
Title: Country Manager
Email: dvalshe@hawaiiitourism.co.nz

Name: Charis Ricafuente – HTO Australia
Title: Senior Marketing Manager
Email: cricafuente@hawaiiitourism.com.au