



2018 HTC Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	POTENTIAL CHINA PARTNERS	LOCATION	COST
TRADE EDUCATION - CAMP ALOHA SALES MISSION !					
2018 Camp ALOHA China & Hong Kong Mission	April 15 – 24	<p>【Region: Hong Kong, Shanghai, Wuhan, Beijing】</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>Targeting key travel agents, OTAs, wholesales, corporate clients, MCI agents and media and airline partners in China and Hong Kong.</p> <p>We look forward to welcoming all Hawai'i partners to 2018 Camp Aloha China!</p>	<p>Hong Kong Shanghai Wuhan Beijing</p>	<ul style="list-style-type: none"> • USD 4,200 for 4 Cities • Presentations to over 400 representatives from 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)

<p>Trade FAM A</p> <p>New First Tier Cities Tour Operators</p>	<p>March</p>	<p align="center">【Target: New First Tier Cities】</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"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities/ Attractions • Itinerary suggestions
<p>Trade FAM B</p> <p>First Tier Cities - Product Planning Managers</p>	<p>September</p>	<p align="center">【Target: OTAs & Airlines】</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"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities/ Attractions • Itinerary suggestions
<p>Trade FAM C</p> <p>Experience Aloha Business Exchange - Corporate MCI</p>	<p>September</p>	<p align="center">【Target: MICE End-user】</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"> • Hotel Rooms • Meals • Ground Transportation • Flights • MCI Activities/ Attractions • Itinerary suggestions

MCI					
MCI Campaign #1 Little Astronomer of Hawai'i	Q2 — Q3	<ul style="list-style-type: none"> An inter-school campaign for students to join a contest to learn about nature of Hawai'i. Campaign targets the education travel segments. Winner prize: 8-10 pax groups will be on trip to Island of Hawai'i, Maui and O'ahu. 	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"> Hotel Rooms Meals Ground Transportation Flights Activities / Attractions Itinerary
MCI Campaign #2 Be Inspired - Hawai'i MCI Pack!	Q1 — Q2	<ul style="list-style-type: none"> Incentives designed to encourage MICE agents, planners, corporate and intermediaries to book the Hawaiian Islands for corporate meetings and incentive business. 	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"> Hotel Rooms Meals Ground Transportation Activities/Attractions/ Shopping Event venues

PUBLIC RELATIONS					
Media FAM A Fashion & Luxury KOLs	May	<p>【Target: Beijing, Shanghai, Guangzhou】</p> <p>6 – 8 Selected Fashion & 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"> Echo Gu Miss Morecat Sister In Law kkweekly Zhu Xiaotu Sunny 33 	O'ahu Maui Kaua'i	Sponsorship on: <ul style="list-style-type: none"> Hotel Rooms Meals Ground Transportation Activities / Attractions Itinerary Souvenirs
Media FAM B Fashion & Lifestyle Travel Media	September	<p>【Target: Beijing, Shanghai, Guangzhou】</p> <p>6 – 8 Selected Chinese Fashion & 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"> VOGUE VISION LOHAS JOY FOOD Fashion Weekly 	O'ahu Island of Hawai'i	Sponsorship on: <ul style="list-style-type: none"> Hotel Rooms Meals Ground Transportation Activities / Attractions Itinerary Souvenirs

Marketing Initiatives

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

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