

2018 Partnership Opportunities

ACTIVITY	DATE	ISLANDS	DESCRIPTION	COST
TRADE FAMILIARTIZATION TRIPS (FAMS)				
UK & Ireland product manager FAM – to coincide with Global Tourism Summit	Sept/Oct 2018	O’ahu, Island of Hawai’i	HTE will co-ordinate and host a group fam trip for eight decision-makers who will visit Oahu and participate in the Global Tourism Summit. The itinerary will include site inspections, which can be based around hosted meals in the morning and lunch-time, with afternoons reserved for activities before the summit itself.	HTE kindly request support with fully hosted accommodation, meals, tours, activities, inter-island flights and transportation <i>To express interest please contact:</i> niamhw@hillsbalfour.com alexp@hillsbalfour.com
Germany & Switzerland product manager FAM	April/May 2018	O’ahu Maui	HTE will co-ordinate and host a group fam trip for six to eight decision-makers who will visit a minimum of two islands. The itinerary will include site inspections, which can be based around hosted meals in the morning and lunch-time, with afternoons reserved for activities. The islands to be visited will be O’ahu & Maui.	HTE kindly request support with fully hosted accommodation, meals, tours, activities and transportation <i>To express interest please contact:</i> katharina@lieb-management.de
Germany: Sales agent fam trip	Sept/Oct 2018	Kaua’i Maui Island of Hawai’i	HTE will co-ordinate and host a group fam trip for 6 to 7 sales agents who will visit a minimum of two islands. The itinerary will include site inspections, which can be based around hosted meals in the morning and lunch-time with afternoons reserved for activities. The trip will target sales agents from volume driving tour operators. The group will visit Maui, Kaua’i and Island of Hawai’i.	HTE kindly request support with fully hosted accommodation, meals, tours, activities and transportation <i>To express interest please contact:</i> katharina@lieb-management.de
Europe: Adhoc fam trips for product managers & sales agents	Ongoing	ALL	To maximize first hand product knowledge and budgets, HTE will endeavor to assist the trade with individual fam trips to Hawai’i on request and if sufficient notice is provided.	HTE kindly request support with fully hosted accommodation, meals, tours, activities and transportation <i>To express interest please contact:</i> niamhw@hillsbalfour.com alexp@hillsbalfour.com & katharina@lieb-management.de
France: Individual product manager FAM	Based on opportunities	ALL	Visit to focus on a tour operator with no previous visits to the islands. The trip will focus on the destination and product within the islands and will increase the product knowledge and key selling points of the destination. Date of the trip depends on opportunities. Visited islands will depend on the profile and positioning of the tour operator but the equity among the islands will be observed. E.g: for a nature/adventure tour operator we will suggest Island of Hawai’i and Kaua’i, while for a honeymoon/beach tour operator we will be more likely to suggest Maui and Lana’i.	HTE negotiates accommodation, meals, tours, activities and transportation with private partners when possible. Support with fully hosted accommodation, meals, tours, activities and transportation is welcome. <i>To express interest please contact:</i> hawaii@interfacetourism.com

TRAVEL TRADE EDUCATION																							
Aloha Europe 2018	8-18 October 2018	ALL	<p>This year, the European Tour will focus on key cities in Germany (Cities will include Munich, Berlin, Hamburg and Zurich) and also the UK (London and Manchester). It will then be optional for partners to continue the Roadshow to secondary markets; with the choice to extend to France and / or Scandinavia.</p> <p>Proposed dates: 7th - 19th October Germany 5 days (8th -12th), UK for 2 days (15th-16th) and France (optional) for 1 day (17th) and Scandinavia (optional) for 1 day (18th).</p> <p>Key objectives:</p> <ul style="list-style-type: none"> • Train sales agents on The Hawaiian Islands focusing on key USP's • Introduce stakeholders to key tour operator decision-makers & give the opportunity to meet on a one to one basis • Introduce stakeholders to key media to share new product developments on-island as well as individual product related • Generate media coverage • Bring The Hawaiian Islands Aloha Welcome and Culture to Europe 																				
			<p>Participation fee: Starts from \$8,000</p> <p>Space is limited to 12 partners</p> <p>Please note that the following will not be included in the participation fee:</p> <ul style="list-style-type: none"> - International flights to Europe - Accommodation - Meals (not included in the itinerary) - Insurance - Shipping of any materials <p><i>To express interest please contact:</i> niamhw@hillsbalfour.com alexp@hillsbalfour.com katharina@lieb-management.de</p>																				
Trade e-newsletters	Quarterly	ALL	<p>Compilation and distribution of the latest news, product development, up and coming events, selling tips, quirky facts and sales incentives to tour operators and travel agents.</p> <p>2018 schedule (distribution dates subject to slight change based on the most appropriate time for trade and in accordance with receipt prior to key sales periods</p> <table border="1"> <thead> <tr> <th>2018 Edition</th> <th>Deadline</th> <th>Theme</th> <th>Distributed</th> </tr> </thead> <tbody> <tr> <td>January - March</td> <td>5th February</td> <td>Family attractions</td> <td>25th February</td> </tr> <tr> <td>April – June</td> <td>30th April</td> <td>Outdoor adventures</td> <td>19th May</td> </tr> <tr> <td>July – September</td> <td>20th July</td> <td>Culinary experiences</td> <td>29th August</td> </tr> <tr> <td>October – December</td> <td>20th November</td> <td>Cultural festivals and dates for 2019</td> <td>12th December</td> </tr> </tbody> </table>	2018 Edition	Deadline	Theme	Distributed	January - March	5 th February	Family attractions	25 th February	April – June	30 th April	Outdoor adventures	19 th May	July – September	20 th July	Culinary experiences	29 th August	October – December	20 th November	Cultural festivals and dates for 2019	12 th December
2018 Edition	Deadline	Theme	Distributed																				
January - March	5 th February	Family attractions	25 th February																				
April – June	30 th April	Outdoor adventures	19 th May																				
July – September	20 th July	Culinary experiences	29 th August																				
October – December	20 th November	Cultural festivals and dates for 2019	12 th December																				
			<ul style="list-style-type: none"> • Product development news • Rare wildlife sightings and accompanying imagery • Local events for the following quarters to allow time for tour operators to create packages • Fashion updates • Quirky facts • Hawaiian character profiling • Agent incentives <p><i>To express interest please contact:</i> niamht@hillsbalfour.com</p>																				
Trade gifts	Ongoing	ALL	<p>Opportunities to showcase products to leading tour operators and travel agents across Europe. This is great for sales agent sessions, product manager meetings and also meeting the media throughout the year.</p> <p>These could include VIP amenity packs, bathroom robes, arts and crafts, local fashion, jewelry, biscuits / chocolates etc.</p>																				
			<p>HTE kindly requests any products that can be used as gifts to present to the trade during events and meetings.</p> <p><i>To express interest please contact:</i> niamht@hillsbalfour.com katharina@lieb-management.de</p>																				
PUBLIC RELATIONS																							
UK & Ireland Group Press Trip	February 2018	O'ahu Kaua'i	<p>HTE co-ordinated a 'Hawai'i on screen' group press trip, showcasing the destination's filming locations to celebrate the 25th anniversary of Jurassic Park.</p> <p>The trip took place from 6-12 February 2018</p>																				
			<p><i>Contact:</i> Libbya@hillsbalfour.com</p>																				

UK, Ireland and Scandinavia Individual Press Trips	Ongoing	All Islands	To maximise first hand product knowledge and budgets, HTE will endeavor to assist the trade with individual press trips to Hawai'i on request and if sufficient notice is provided.	HTE kindly request support with fully hosted accommodation, meals, tours, activities, inter-island flights and transportation <i>To express interest please contact: Libbya@hillsbalfour.com</i>
Germany: Group media fam trip	April 15-21, 2018	O'ahu, Hawai'i Island, Maui	HTE Germany and FTI Touristik team up for this group press trip. The group will be six media (newspapers and magazines) plus HTE & FTI escort, eight pax in total. The overall theme is: active and outdoors.	HTE kindly request support with hosted meals, tours, activities and transportation. <i>To express interest please contact: sabrina@lieb-management.de</i>
Germany: Individual media fam trip	May 1-11, 2018	O'ahu + two other islands, tbc	Claudia Zaltenbach is a food and travel blogger and author of cook books. Claudia will come to Hawai'i to write stories for her blog and to research for her upcoming cook book on raw fish and Tofu. Details tbc.	HTE kindly request support with hosted accommodations, meals, tours, activities and interviews. <i>To express interest please contact: sabrina@lieb-management.de</i>
Switzerland: Group media fam trip	October 2018	tbc	If HTE Germany will receive TO and airline support from Swiss partners, we will invite four media to the Hawaiian Islands. The two islands which will be visited are tbc, the topic is most likely outdoors/recreation.	HTE kindly request support with hosted accommodation, meals, tours, activities and transportation. <i>To express interest please contact: sabrina@lieb-management.de</i>
France: individual journalist & digital influencers trips	Based on opportunities	ALL	HTE to target individual journalists and digital influencers to develop media coverage across top tier publications and broadcast outlets.	HTE negotiates accommodation, meals, tours, activities and transportation with private partners when possible. Thus, support with fully hosted accommodation, meals, tours, activities and transportation is welcome. <i>To express interest please contact: hawaii@interfacetourism.com</i>
Europe: Media liaison	Ongoing	ALL	HTE will promote industry partners through both proactive and reactive press opportunities to feature within round up opportunities that regularly feature within press.	HTE kindly requests information and lead in rates as and when opportunities arise. <i>To express interest please contact: Libbya@hillsbalfour.com</i>
Europe: Press releases	Ongoing	ALL	Opportunities to feature within round up press releases or sample package inclusion within a themed press release.	HTE kindly requests any sample packages or information. <i>To express interest please contact: Libbya@hillsbalfour.com</i>
Europe: Late deals	Ongoing	ALL	Opportunities to take part in weekly late deals offering discounts for last minute travel. These late releases will contain offers from tour operators as well as stakeholders and be sent to consumer	HTE kindly requests any late deals or sales news.

			<p>media in the format of a press release. Ideally they should be themed around a special event taking place in the Islands.</p> <p>They should have a minimum lead-in date of 4 weeks up to 12 weeks. The consumer media often publishes features with offers for travel in one month, two months or three months.</p> <p>The offers are an ideal opportunity for promotion during low-season when there is inventory available to shift</p>	<p><i>To express interest please contact:</i> Libbya@hillsbalfour.com</p>
Editorial gifts	Ongoing	ALL	<p>Opportunities to showcase products to leading travel journalists across Europe. These could include VIP amenity packs, bathroom robes, arts and crafts, local fashion, jewelry, biscuits / chocolates etc.</p>	<p>HTE kindly requests any products that can be used as gifts to present to the media during events and meetings.</p> <p><i>To express interest please contact:</i> Libbya@hillsbalfour.com</p>
Charity promotions	Ongoing	ALL	<p>Opportunities to showcase products to guests of charity events across Europe.</p> <p>These could include amenity packs, stationary, gadgets such as phone chargers / selfie-sticks, bags, biscuits / chocolates etc.</p>	<p>HTE kindly requests any products that can be used as gifts to present within goodie bags at charity events.</p> <p><i>To express interest please contact:</i> Libbya@hillsbalfour.com</p>
CONSUMER PROMOTIONS				
Hawai'i Consumer Campaign – Experience Our Aloha – UK & Germany	Sept / Oct 2018	ALL	<p>Creation of a multi-faceted campaign encompassing digital media, print, online advertising and tour operators to create interaction with the Hawaiian Islands from core target segments.</p> <p>The campaign aim is to highlight the beauty, diversity and culture of the Hawaiian Islands and the many experiences available through local Aloha Ambassadors through engaging video content. Messaging will be communicated through a mix of channels; utilizing inspiring video content through online and social platforms.</p>	<p>Assistance with recruiting Aloha Ambassadors. Competition prizes required comprising accommodation on four islands, inter-island flights and on-island transportation and two activities per island</p> <p><i>To express interest please contact:</i> niamhw@hillsbalfour.com alex@hillsbalfour.com katharina@lieb-management.de</p>
Competitions	Ongoing	ALL	<p>Throughout the year HTE will source the best opportunities to give visibility to The Hawaiian Islands and the stakeholders. This could be through broadcast, print or digital promotion.</p> <p>Exposure will be given to all prize providers as well as access to third party data where consumers opt-in.</p>	<p>Prizes for competition fulfillment made up of accommodation, transport and activities</p> <p><i>To express interest please contact:</i> niamhw@hillsbalfour.com alex@hillsbalfour.com</p>

MCI				
Experience Aloha Business Exchange - European group	June 2018	ALL	<p>MCI Europe team is for the second year bringing a group of MCI agencies to the Hawai'i Islands to partake in the Experience Aloha Business Exchange programme.</p> <p>Islands included: Maui and Oahu</p> <p>Attendees: 10 operators – 1 press</p>	<p>HTE kindly request support with fully hosted accommodation, meals, tours, activities and transportation</p> <p><i>To express interest please contact:</i> lindseyt@hillsbalfour.com</p>

IMEX Frankfurt 2018	May 15-17 2018	ALL	<p>HTE will have a Hawai'i Tourism Authority booth in the Brand USA area at IMEX Frankfurt - this three-day MCI tradeshow attracts 5,200 pre-qualified buyers and an additional 10,000 industry professionals. . The booth will also be open to partners to join at a fee.</p> <p>The trade show will enable partners direct opportunity to meet European buyers at a trade show with a one to one meetings format.</p>	<p>Participation fee: USD6,650</p> <p>Space is limited to 5 partners</p> <p>To express interest please contact: lindseyt@hillsbalfour.com</p>
---------------------	-------------------	-----	---	--

Contact Info:

Name: Rosina Williams
Title: Account Director (Europe)
Email: rosinaw@hillsbalfour.com

Name: Niamh Walsh
Title: Sales & Marketing Senior Account Manager (Europe)
Email: niamhw@hillsbalfour.com

Name: Alex Perez
Title: Sales & Marketing Account Manager (Europe)
Email: alex@hillsbalfour.com

Name: Niamh Thompson
Title: Sales and Marketing Account Executive (Europe)
Email: niamht@hillsbalfour.com

Name: Libby Allan
Title: PR Account Manager (Europe)
Email: libbya@hillsbalfour.com

Name: Sabrina Hasenbein
Title: PR Manager (Germany & Switzerland)
Email: sabrina@lieb-management.de

Name: Katharina Doerr
Title: Sales & Marketing Account Manager (Germany & Switzerland)
Email: katharina@lieb-management.de

Name: Lindsey Thorpe
Title: MCI Manager (Europe)
Email: lindseyt@hillsbalfour.com