



2018 Partnership Opportunities

ACTIVITY	DATE	ISLANDS	DESCRIPTION	COST
TRADE FAMILIARTIZATION TRIPS (FAMS)				
UK & Ireland product manager FAM	Sept 2018	O'ahu Maui	<p>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.</p> <p>The trip will try to coincide the 2018 Hawai'i summit and incorporate three days of this into the trip. This will ensure the summit will have an increased attendance from Europe in 2018.</p>	<p>HTE kindly request support with fully hosted accommodation, meals, tours, activities, inter-island flights and transportation</p> <p><i>To express interest please contact:</i> niamhw@hillsbalfour.com alexp@hillsbalfour.com</p>
Germany & Switzerland product manager FAM	April/May 2018	O'ahu Maui	<p>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.</p> <p>The islands to be visited will be O'ahu & Maui.</p>	<p>HTE kindly request support with fully hosted accommodation, meals, tours, activities and transportation</p> <p><i>To express interest please contact:</i> katharina@lieb-management.de</p>
Germany: Sales agent fam trip	Sept/Oct 2018	Maui Kaua'i Hawai'i	<p>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.</p> <p>The trip will target sales agents from volume driving tour operators.</p> <p>The group will visit Maui, Kaua'i and Hawai'i.</p>	<p>HTE kindly request support with fully hosted accommodation, meals, tours, activities and transportation</p> <p><i>To express interest please contact:</i> katharina@lieb-management.de</p>
Europe: Adhoc fam trips for product managers & sales agents	Ongoing	ALL	<p>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.</p>	<p>HTE kindly request support with fully hosted accommodation, meals, tours, activities and transportation</p> <p><i>To express interest please contact:</i> niamhw@hillsbalfour.com alexp@hillsbalfour.com & katharina@lieb-management.de</p>
France: Individual product manager FAM	Based on opportunities	ALL	<p>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.</p> <p>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.</p>	<p>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.</p> <p><i>To express interest please contact:</i> hawaii@interfacetourism.com</p>

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TRAVEL TRADE EDUCATION																								
Aloha Europe 2018		ALL	<p>This year, the European Tour will focus on key cities in Germany and Switzerland. We will focus on the key regions in the UK and France as an optional stop for partners. Cities will include Munich, Berlin, Hamburg and Zurich.</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 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 to Europe 	<p>Participation fee: TBC</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 - Insurance - Shipping of any materials <p><i>To express interest please contact:</i> niamhw@hillsbalfour.com alex@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	<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> emmam@hillsbalfour.com</p>
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January - March	5 th February	Family attractions	25 th February																					
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Trade gifts	Ongoing	ALL	<p>Opportunities to showcase products to leading tour operators and travel agents across Europe. This is great for sales agent session, product manager meetings and also meeting the media throughout the year. 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> alex@hillsbalfour.com katharina@lieb-management.de</p>																				

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PUBLIC RELATIONS				
UK & Ireland Press Trip	April/May 2018	Kaua'i Moloka'i	HTE will co-ordinate an off the beaten track press trip to Hawai'i covering Kauai and Molokai. We want to show the wild side of Hawai'i's tourism offering. The trip will take place in April or May 2018 depending on Airline or Tour Operator support	HTE kindly request support with fully hosted accommodation, meals, tours, activities, inter-island flights and transportation <i>To express interest please contact:</i> Jasminer@hillsbalfour.com Libbya@hillsbalfour.com
UK, Ireland and Scandinavia Individual Press Trips	Ongoing	All Islands	To maximize 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:</i> Jasminer@hillsbalfour.com Libbya@hillsbalfour.com
Germany: Group media fam trip	April/May 2018	tbc	HTE Germany and FTI will team up to realize a group press trip. We will invite up to seven journalists from newspapers and magazines in order to develop larger media exposure across a varied spectrum of publications. The islands which will be visited are tbc, the topic will be similar to one of FTI's round trips.	HTE kindly request support with hosted accommodation, meals, tours, activities and transportation. <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 five media to the Hawaiian Islands. The islands which will be visited are tbc, the topic could be 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: jasminer@hillsbalfour.com</i>

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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: jasmminer@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 media in the format of a press release. Ideally they should be themed around a special event taking place in the Islands. 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. The offers are an ideal opportunity for promotion during low-season when there is inventory available to shift	HTE kindly requests any late deals or sales news. <i>To express interest please contact: jasmminer@hillsbalfour.com</i>
Editorial gifts	Ongoing	ALL	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.	HTE kindly requests any products that can be used as gifts to present to the media during events and meetings. <i>To express interest please contact: jasmminer@hillsbalfour.com</i>
Charity promotions	Ongoing	ALL	Opportunities to showcase products to guests of charity events across Europe. These could include amenity packs, stationary, gadgets such as phone chargers / selfie-sticks, bags, biscuits / chocolates etc.	HTE kindly requests any products that can be used as gifts to present within goodie bags at charity events. <i>To express interest please contact: jasmminer@hillsbalfour.com</i>

ACTIVITY	DATE	ISLANDS	DESCRIPTION	COST
CONSUMER PROMOTIONS				
Hawai'i Heroes	Jan/Feb – Sept 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 possible through the lives of local 'heroes'. Messaging will be communicated through a mix of v bespoke content, unique local videos through a mix of online and social platforms.</p>	<p>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 alexp@hillsbalfour.com</p>
Lonely Planet Campaign – Germany	Jan/Feb/ Sep/Oct 2018	ALL	<p>Online marketing campaign on Lonely Planet.de partnering with a tour operator as the call to action. LP will create extensive content on each island, highlighting the diversity of each island with a focus on culture.</p> <p>Personalized travel magazine on LonelyPlanet.de (dedicated microsite)</p> <p>Promotion to appear on landing page of LonelyPlanet.de (Banners (ad bundle), Social Media Promotion, Newsletter Promotion (67,000 households) and through all channels of the call to action partner</p>	<p>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> 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 alexp@hillsbalfour.com</p>
MCI				
Experience Aloha Business Exchange - European group	September 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: TBC</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>
IBTM World 2017, Barcelona	November 27 – 29 th 2018	ALL	<p>HTE will have a Hawai'i Tourism Authority booth in the Brand USA area at IBTM World, Barcelona 2018, this three-day MCI tradeshow attracts 15,500 industry professionals.</p> <p>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: TBC</p> <p>Space is limited to 5 partners</p> <p>To express interest please contact: lindseyt@hillsbalfour.com</p>

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