



2018 HTHK Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	POTENTIAL HONG KONG PARTNERS	LOCATION	COST
TRADE CAMP ALOHA!					
2018 Camp ALOHA Hong Kong & China Mission	One day in between April 16 – 20	<p>【Region: Hong Kong, Beijing, Wuhan, Shanghai】</p> <p>2018 Camp ALOHA Hong Kong & China Mission provides Hawai'i stakeholders face-to-face interactions with about 400 wholesalers, tour operators, OTAs, retail agents and MICE intermediaries.</p>	Targeting key travel agents, OTAs, wholesales, corporate clients, MCI agents and media in Hong Kong. We look forward to welcoming all Hawai'i partners to 2018 Camp Aloha Hong Kong & China!	Hong Kong Beijing Wuhan Shanghai	<ul style="list-style-type: none"> • USD 4,200 for Hong Kong, Beijing, Wuhan and Shanghai (4 cities) • Presentations to 400 representatives of 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 align="center">Trade FAM A Travel Agent FAM</p>	<p align="center">February</p>	<p>6 selected OTA, wholesalers and high end niche agenices. To provide education on the Hawaiian Islands. Support trade in product development and packaging.</p>	<p>Potential Invitees List TBA</p>	<p align="center">Maui Kaua'i</p>	<p>Sponsorship on:</p> <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities/ Attractions • Itinerary suggestions
<p align="center">Trade FAM B Travel Agent FAM</p>	<p align="center">September</p>	<p>6 selected OTA, wholesalers and high end niche agenices. To provide education on the Hawaiian Islands. Support trade in product development and packaging.</p>	<p>Potential Invitees List TBA</p>	<p align="center">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

PUBLIC RELATIONS

<p align="center">Media FAM A Travel and Lifestyle KOLs</p>	<p align="center">January</p>	<p>5 Selected Travel & Lifestyle KOLs in China and 1 HTHK escort to visit the Hawaiian Islands and share their wild and wondrous experiences to create massive media exposure.</p>	<ul style="list-style-type: none"> • Nat & Hiro • Poon Wai Nang • Kengopage • Boris Li • Faye Chow 	<p align="center">Island of Hawai'i Kaua'i</p>	<p>Sponsorship on:</p> <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Activities / Attractions • Itinerary • Souvenirs
<p align="center">Media FAM B Top 4 Travel Media</p>	<p align="center">March</p>	<p>TOP 4 Travel online media and online Travel media +1 HTHK escort to visit the Hawaiian Islands and share Eco friendly attractions in Hawai'i to create massive media exposure.</p>	<ul style="list-style-type: none"> • Apple Daily • Oriental Daily • Weekend Weekly • U magazine 	<p align="center">O'ahu Maui</p>	<p>Sponsorship on:</p> <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Activities / Attractions

					• Itinerary Souvenirs
Marketing Initiatives					
<p>Initiative #1a</p> <p>Nikon – I AM ALOHA</p> <p>ALOHA DOG WALK AND GALLERY</p>	<p>May / July</p>	<ul style="list-style-type: none"> • Nikon x Aloha Dog Walk in Little Hawai'i Trail in Hong Kong • HTHK will invite dogs to take lead and bring dogs and people together to experience the way of ALOHA in Hong Kong with the Doctor Dog program • To demonstrate the happiness and harmony lifestyle • Nikon Professional to capture all the special ALOHA moments • A photo gallery will be hosted with travel trade partners, media and dogs who have participated this event. Creative dog photos taken in Hawai'i will be launched. • Part of the participation fee of ALOHA dog walk event will go to Hong Kong charity 	<ul style="list-style-type: none"> • Nikon • United Airlines/ Korean Air • Animals Asia • Astrolink 	<p>Hong Kong</p>	<p>Sponsorship for Lucky Draw Prizes</p> <ul style="list-style-type: none"> • Flight Tickets • Hotels • Meals • Itineraries • Souvenirs
<p>Initiative #1b</p> <p>Nikon – I AM ALOHA</p> <p>TRAVEL GUIDE BOOK</p>	<p>July - October</p>	<ul style="list-style-type: none"> • Nikon x Astrolink Travel Guidebook • First version in 2018 will feature 3 islands: O'ahu, Maui and Island of Hawai'i • The books will be distributed by Nikon and Astrolink via the following channels: <ul style="list-style-type: none"> ➤ Hong Kong Radio ➤ Hong Kong Space Museum ➤ Macau Science Museum ➤ Big Camera Retail Shops in Hong Kong ➤ Schools ➤ Photography groups in Hong Kong ➤ Leading HK newspaper such as HK01 	<ul style="list-style-type: none"> • Nikon • United Airlines/ Korean Air • Hong Kong Radio • Hong Kong Space Museum • Macau Science Museum • Big Camera Retail Shops in Hong Kong • Schools • Photography groups in Hong Kong • Leading HK newspaper such as HK01 	<p>O'ahu Maui 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>Initiative #2</p> <p>Pink Dot HK x LGBT Romance in the Rainbow State</p>	<p>Oct</p>	<ul style="list-style-type: none"> • Aims to capture a greater market share of LGBT travelers from Hong Kong market • Both Hawai'i travel providers and Hong Kong wholesaler Westminster can benefit from more targeted marketing, new product offerings to retail agencies and high spending niche market. • Field trip for HTHK and biggest USA travel product wholesaler Westminster and LGBT to explore potential products in Hawai'i • HTHK will have a photoshoot with Westminster for LGBT promotion • And will support Pink Dot HK which is the largest LGBT event in HK by offering special discount on travel packages. 	<ul style="list-style-type: none"> • Westminster • Japan Airlines/Asiana Airlines/United Airlines 	<p>O'ahu Island of Hawai'i Maui Kaua'i</p>	<p>Sponsorship on:</p> <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities/Attractions • Itinerary suggestions
--	------------	--	---	--	--

FOR MORE INFORMATION, PLEASE CONTACT :

HAWAI'I TOURISM HONG KONG

Team Group Email: HTHK@brandstory.asia

Name	Title	China Region	Email
Reene Ho-Phang	Managing Director, China and Hong Kong	Nationwide	Reene@brandstory.asia
Yvonne Ma	Director	Hong Kong	Yvonne.ma@brandstory.asia
Louisa Kwok	Marketing Executive	Hong Kong	Louisa.kwok@brandstory.asia