



2018 Partnership Opportunities (updated September 2017)

ACTIVITY	DATE	DESCRIPTION	LOCATION	COST
TRADESHOWS				
AIME Australia	February	AIME is Australia’s key MCI focused tradeshow. It is held in Melbourne but attracts buyers from all over Australia and NZ. AIME is a great opportunity to meet with Australia’s key MCI planners and generate new opportunities and leads. HTO will also coordinate pre or post sales calls/event in NZ	Melbourne , Australia + pre or post sales calls in NZ	For more information and costs on exhibiting at AIME, contact Holly Ballard hballard@hawaiiitourism.com.au For NZ sales mission contact Megan Hornblow mhornblow@hawaiiitourism.co.nz
PAICE New Zealand	Nov	PAICE is New Zealand’s key MCI focused tradeshow. It is held in Auckland City but attracts buyers from all over NZ. PAICE is a great opportunity to meet with NZ’s key MCI planners and generate new opportunities and leads	Auckland	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
Visit USA Regional Roadshows	May- Nov	HTO will participate in Visit USA’s regional roadshows – dates and cities to be advised	Various Australian and NZ cities	HTO costs. For more information contact Charis Ricafuente cricafuente@hawaiiitourism.com.au
Experience Aloha Hawaii	June	HTO will participate in Experience Aloha MCI event and bring a group of Australian and New Zealand MCI partners to attend and participate in a pre/post famil.	Hawaii	TBC. For more information contact Holly Ballard hballard@hawaiiitourism.com.au
In-market MCI Event	Mar/Apr	Exact details to be determined, but HTO are working with partners to determine the best form and value of an in-market MCI event in AU & NZ	Aust & NZ (exact cities tbc)	TBC. For more information contact Holly Ballard hballard@hawaiiitourism.com.au
TRADE FAMILIARTIZATION TRIPS (FAMS)				
Travel Managers	Sept	In September 2018, Travel Managers network will hold its annual conference in Hawaii. Hawaii partners have the opportunity to work with HTO on a famil program for these top sellers (up to 300)	Hawaii	In-kind contact Alicia Palmer apalmer@hawaiiitourism.com.au

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 Hawaii famils	TBC	HTO will host key MCI clients to The Hawaiian Islands to showcase the best in meetings, conferences and incentive travel.	Hawaii	In-kind support is integral to the success of this event. HTO request partner sponsorship of tours, accommodation, activities, meals and entertainment. Please contact Holly hballard@Hawaiiitourism.com.au to express your interest.															
TRAVEL TRADE EDUCATION																			
Aloha Down Under	July 2018 – dates TBC	HTO's annual roadshow visiting Australia and New Zealand incorporating agent workshops, B2B functions and networking opportunities. Limited spaces are available	Various Australian and New Zealand cities	Approx \$6000 + travel costs For more information contact Charis Ricafuente (Australia): cricafuente@hawaiiitourism.com.au Or Megan Hornblow (NZ) mhornblow@Hawaiiitourism.co.nz															
Travel professionals e-newsletter	Quarterly	Communicate to HTO's Australian and New Zealand travel trade database (3,280+).	n/a	Free opportunity. 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															
		<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
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Industry discounts for travel agents	Year round	HTO receives numerous inquiries regarding industry discounts for travel agents' personal holidays to Hawai'i. 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. 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.		If you have a year-round industry discount available for 2018, or if you have a dedicated person that can handle industry requests, please let us know the details by filling in the form available online - www.surveymonkey.com/s/Discounts2015 Please provide your offer before 30 November 2016. Or alternatively if you have a PDF flyer outlining your industry discount information, please feel free to email through to Charis for inclusion, apalmer@hawaiiitourism.com.au															
Travel Agent Training Program	Yearly calendar	HTO undertakes regular training sessions with travel agents across Australia and New Zealand.	n/a	Please send through industry updates – eg new/changed product; general island updates. Please send to Alicia Palmer apalmer@hawaaitoruism.com.au															

MCI e-Newsletter	Quarterly	HTO 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.	n/a	Free opportunity. Please ensure your company MCI news, specials and incentives are sent to Holly, hballard@HawaiiTourism.com.au		
		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				
PUBLIC RELATIONS						
Consumer EDMs	Bi-monthly	Communicate to HTO's Australian and New Zealand travel trade database (100,000+).	n/a	Free Opportunity If you would like to be featured please send a paragraph of copy (max 150 words), image and web link to Charis by the deadline outlined, Please send info to info@hawaiiTourism.com.au		
		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				
Visiting media program	Year round	Throughout the year, HTO hosts a number of media, including group and individual press trips, influencers and major TV filming opportunities. HTO also provides limited support to media and influencers not deemed "Tier One".	Hawaii	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		
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	No cost Please send your press releases and updates to media@hawaiiTourism.com.au		
HTO social networks	Year round	HTO reach out to past, present and potential Australian and New Zealand visitors to Hawai'i through our Facebook, Twitter and Instagram handles. Australia www.facebook.com/gohawaii.au www.twitter.com/gohawaii.au www.instagram.com/gohawaii.au New Zealand www.facebook.com/goHawaiiNZ www.instagram.com/goHawaiiNZ		Notify HTO of your own official accounts, follow us and engage online by using our social media handles. 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		

CONSUMER PROMOTIONS				
Explore Media "Discover" Hawaii guides	Year round	<p>HTO produces a range of printed guides under the following titles:</p> <ul style="list-style-type: none"> • Family • Romance • Meet Hawaii • Discover Hawaii. • Luxury Hawaii <p>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 are also available online via www.gohawaii/au</p>		<p>More information on booking deadlines, inclusions and rates are available via publisher angela@exploremedia.com.au</p>
Consumer promotions	Year round	<p>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.</p>		<p>HTO require sponsorship of tours, accommodation and activities. For more information contact Kerri Anderson kanderson@hawaiiitourism.com.au</p>
Month of Lei	May	<p>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</p>	Australia and New Zealand	<p>Possible in-kind support for prizes, promotional items; PR opportunities. For more information contact Kerri Anderson kanderson@hawaiiitourism.com.au</p>
CONSUMER SHOWS				
Flight Centre Discover USA and Travel shows	Jan/Feb August	<p>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</p>	Sydney, Melbourne, Brisbane, Auckland	<p>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</p>

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