



TAIWAN

2018 Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	COST
TRADESHOWS			
ITF - International Travel Fair	Nov 2018	[City: Taipei] Largest Annual Travel fair in Taiwan. Total visitor number in 2016: 361,071	Participation fee: \$1,500 for independent booth, promotion for 4 days & agent sales call arrangements; OR sponsorship of gifts: coupons, logo gifts, etc.
TRADE FAMILIARIZATION TRIPS (FAMS)			
Travel Trade FAM Trip	Sept 2018	Invite key agents in Taiwan, educate, and assist them in product development and packaging. Key agents will also attend the HTA Tourism Conference.	In-Kind Sponsorships: <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary, etc.
PUBLIC RELATIONS			
Media FAM Trip	Feb 2018	Selected media partners to film Travel TV show that will air in Taiwan. 6-8 media personnel.	In-Kind Sponsorships: <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary, etc.
Blogger FAM Trip	Dec 2018	Select 6 bloggers to document and highlight their trip on social media platforms and blogs to increase exposure for both Hawai'i and the stakeholders.	In-Kind Sponsorships: <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary, etc.
CONSUMER PROMOTIONS			
Hawai'i Run x Lei Festival	May to Nov 2018	A 4th annual running event combined with lei festival in Taiwan.	Participation fee: \$1,500 for a booth or sponsorship for prizes: hotel rooms, flights, activities
LGBT Pride Collaboration	Oct 2018	Participant in the Annual Pride Parade in Taipei to increase exposures.	Sponsorship for prizes: <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary, etc.
Hawai'i Digital Tour Online Campaign	Feb to May 2018	An online platform for consumers to select their favorite location in Hawai'i and to share on their social media platforms to get votes.	Sponsorship for prizes: <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary, etc.
Travel with Locals	Jan 2018	Collaborating with our annual ambassador, Candy Wang, to promote Hawai'i through a different aspect.	Sponsorship for prizes: <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary, etc.

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