

2018 HTC Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	POTENTIAL CHINA PARTNERS	LOCATION	COST
TRADE EDUCATION - CAMP ALOHA SALES MISSION !					
2018 Camp ALOHA China & Hong Kong Mission	April 15 – 21	<p>【Region: Hong Kong, Shanghai, Wuhan】</p> <p>2018 Camp ALOHA China Mission provides Hawai'i stakeholders face-to-face interactions with about 400 wholesalers, tour operators, OTAs, retail agents and MICE intermediaries.</p>	<p>2018 Camp Aloha focus on New First-tier Cities with below potential partners:</p> <p>[Hong Kong] Shenzhen, Guangzhou</p> <p>[Wuhan] Chongqing, Chengdu, Changsha, Xi'an</p> <p>[Shanghai] Hangzhou, Suzhou, Ningbo, Shaoxin, Wuxi, Nanjing</p>	<p>Hong Kong</p> <p>Wuhan</p> <p>Shanghai</p>	<ul style="list-style-type: none"> • USD 1,500 for 1 city • USD 3,700 for 3 Cities • Presentations to over 400 representatives from 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>Trade FAM A</p> <p>New First Tier Cities Tour Operators</p>	March 26 - April 1	<p>【Target: New First Tier Cities】</p> <p>12 selected travel agencies. To provide education on the Hawaiian Islands. Support trade in product development and packaging.</p>	Potential Invitees List TBA	Island Of Hawai'i O'ahu	<p>Sponsorship on:</p> <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities/Attractions • Itinerary suggestions
<p>Trade FAM B</p> <p>First Tier Cities - Product Planning Managers</p>	September	<p>【Target: OTAs & Airlines】</p> <p>8 - 10 selected trade Product Planning Managers. To provide education on the Hawaiian Islands. Support trade in product development and packaging.</p>	Potential Invitees List TBA	Maui O'ahu Island Of Hawai'i	<p>Sponsorship on:</p> <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities/Attractions • Itinerary suggestions

Trade FAM C Experience Aloha Business Exchange – Corporate MCI	June 8-12	【Target: MICE End-user】 8 - 10 selected MCI End-users will join the FAM and attend 2018 Experience Aloha Business Exchange Hawai'i. To provide education on the Hawaiian Islands and get potential leads.	Potential Invitees List TBA	O'ahu Island of Hawai'i Maui	Sponsorship on: • Hotel Rooms • Meals • Ground Transportation • Flights • MCI Activities/ Attractions • Itinerary suggestions
--	-----------	---	--------------------------------	------------------------------------	--

MCI					
MCI Campaign #1 Little Astronomer of Hawai'i	Q2 – Q3	<ul style="list-style-type: none"> An inter-school campaign for students to join a contest to learn about nature of Hawai'i. Campaign targets the education travel segments. Winner prize: 8-10 pax groups will be on trip to Island of Hawai'i, Maui and O'ahu. 	Targeting Junior and High schools, travel agents who sell edu-travel products, educational organizations and edu-media in China.	O'ahu Island of Hawai'i	Sponsorship on: • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary
MCI Campaign #2 Be Inspired - Hawai'i MCI Pack!	Year Long	<ul style="list-style-type: none"> Incentives designed to encourage MICE agents, planners, corporate and intermediaries to book the Hawaiian Islands for corporate meetings and incentive business. 	Incentives designed to encourage MICE agents, planners, corporate and intermediaries to book the Hawaiian Islands for corporate meetings and incentive business.	China	Sponsorship on: • Hotel Rooms • Meals • Ground Transportation • Activities/Attractions/ Shopping • Event venues

PUBLIC RELATIONS					
Media FAM A Fashion & Luxury KOLs	June	【Target: Beijing, Shanghai, Guangzhou】 6 – 8 Selected Fashion & Luxury KOLs in China and 1 HTC escort to visit the Hawaiian Islands and share their experiences to create massive media exposure.	<ul style="list-style-type: none"> AnaCoppla Patty Zhou Yvonne Zhang Echo Gu Miss Morecat Zhu Xiaotu 	O'ahu Maui Kaua'i	Sponsorship on: • Hotel Rooms • Meals • Ground Transportation • Activities / Attractions • Itinerary • Souvenirs
Media FAM B Fashion & Lifestyle Travel Media	September	【Target: Beijing, Shanghai, Guangzhou】 6 – 8 Selected Chinese Fashion & Lifestyle travel media and online Travel media +1 HTC escort to visit the Hawaiian Islands and share articles to create massive media exposure.	<ul style="list-style-type: none"> Marie Claire Men's Uno So Figaro VISION LOHAS 	O'ahu Island of Hawai'i	Sponsorship on: • Hotel Rooms • Meals • Ground Transportation • Activities / Attractions • Itinerary

Marketing Initiatives					
Initiative #1 Happy Healthy Hawai'i – Diamond of Islands	February	<ul style="list-style-type: none"> Inspirational Multi-channel Online and Offline Campaign to excite the premium travelers and position Hawai'i as the “Diamond of All Islands” Millennial Romance Couples scale live volcano and dive into treasured landmarks of Hawai'i in search of the “Diamond” Campaign will employ channels including broadcast, social community platform and social media apps 	<ul style="list-style-type: none"> QQ News Weibo China Eastern Airlines High-end jewelry brand- Chow Dai Fook Zanadu 	O'ahu Maui Island of Hawai'i Kaua'i	Sponsorship for Winning Couples: <ul style="list-style-type: none"> Done
Initiative #2 Happy Healthy Hawai'i – Hawai'i Baby Ambassador	July	<ul style="list-style-type: none"> Vote for Hawai'i Next Top ALOHA Baby Spokesperson. Campaign enables participating Multi-generational families to show off their little Emperor and Empress of China. Featuring Hawai'i family-friendly resources The ALOHA Baby with highest votes stands to win family travel prizes. 	<ul style="list-style-type: none"> Wanda Group EF Education Groups (130 schools) Mama.cn My Gym.com 	O'ahu Maui Island of Hawai'i	Sponsorship for Winning Families: <ul style="list-style-type: none"> Flight Tickets Hotel Rooms Hawai'i family-friendly Holiday Prizes Itineraries Souvenirs
Initiative #3 Happy Healthy Hawai'i – Island Styles Of Seasons	September	<ul style="list-style-type: none"> Inspirational Integrated Social Media Campaign to excite the Millennials who are fond of fashion, shopping, healthy outdoor travel. Highlight the unique seasonal environments and experiences of Hawai'i matched with lifestyle brands Co-op with a Celebrity KOL 	<ul style="list-style-type: none"> Qyer.com The North Face or Colombia Miaopai.com Celebrity KOL 	O'ahu Maui Island of Hawai'i Kaua'i	Sponsorship for Game Winners: <ul style="list-style-type: none"> Flight Tickets Hotel Rooms Meals Itineraries Souvenirs
Initiative #4 Happy Healthy Hawai'i – Cuisine with ALOHA	October	<ul style="list-style-type: none"> Campaign taps on partnership with Foodie Digital Media for the launch of Hawaiian Islands Food Culture Week in China Food critics and KOLs will drive #HawaiiFoodCultur# Showcase the healthy, tasty and colorful food culture of the Hawaiian Islands 	<ul style="list-style-type: none"> X-Fun TV Show Joy Food App 	O'ahu Maui Island of Hawai'i	Sponsorship for Winners: <ul style="list-style-type: none"> Flight Tickets Hotel Rooms Hawai'i Gourmet Tour Prizes Itineraries Souvenirs Restaurant Vouchers

FOR MORE INFORMATION, PLEASE CONTACT :

Name	Title	China Region	Email
Reene Ho-Phang	Managing Director China and Hong Kong	Nationwide	Reene@brandstory.asia
Elyn Xu	Marketing Director	Nationwide	Elyn.xu@brandstory.asia
Echo Zhao	Trade & MCI Director	Nationwide	Echo.zhao@brandstory.asia
Jasmin Li	Trade & MCI Manager	Shanghai & Eastern China	Jasmin.li@brandstory.asia
Summer Sa	Trade & MCI Manager	Beijing & Northern China	Summer.sa@brandstory.asia
Orca Guo	Marketing Manager	Guangzhou & Southern China	Orca.guo@brandstory.asia
Frances Wang	PR & Social Media Executive	Nationwide	Frances.wang@brandstory.asia
Jackie Wang	Trade & MCI Executive	Chengdu & Western China	Jackie.wang@brandstory.asia

Updated on Feb.24, 2018