

2018 Partnership Opportunities

| ACTIVITY | DATE | DESCRIPTION | LOCATION | COST |
|--|----------------|--|---------------------------|--|
| TRADESHOWS | | | | |
| N/A | | | | |
| TRADE FAMILIARIZATION TRIPS (FAMS) | | | | |
| Travel Trade FAM | Sep | Collaborate with Scoot which will start its operation to Hawai'i, inviting travel trade partners from Singapore and Malaysia. | O'ahu & Island of Hawai'i | HTSEA welcomes any in-kind support for hotel, airfares, meals, attractions as well as ground transportation. |
| TRAVEL TRADE EDUCATION | | | | |
| Aloha Land of Smiles Mission | Aug 23-28 | HTSEA would propose to sales mission to meet with travel trade partners for B2B session, and followed by sales visit in Singapore. | Thailand & Singapore | Participation Fee: \$1,800 per organization for twin cities. |
| Cultivating Hawai'i Experts and Hawai'i Specialist Program | Jan - Dec | Promotion to have travel trade sign-up for Hawai'i Specialist Program. Partners to provide trade prizes for agents signing up and completing course. | Southeast Asia | HTSEA welcomes any in-kind support for hotel, airfares, meals, attractions as well as ground transportation. |
| PUBLIC RELATIONS | | | | |
| Press & Media FAM | Jan 31 - Feb 3 | Press & Media FAM to be organized to further increase media coverage as well as exposure to Southeast Asian travelers. The initiative aim at boosting Hawai'i experiences and generating more Hawai'i contents to entice the Southeast Asian travelers. | O'ahu | HTSEA welcomes any in-kind support for hotel, airfares, meals, attractions as well as ground transportation. |
| CONSUMER PROMOTIONS | | | | |
| Discover the Land of Aloha | Apr 2-16 | Collaborate with OTAs to promote hotels in Hawaiian Islands and the lucky winners would stand a chance to win 2-day ground arrangement in O'ahu Island. | Southeast Asia | HTSEA welcomes any in-kind support for attraction as well as ground transportation. |
| Jetset to the Hawaiian Islands | May - Oct | Partner with selected bank & inbound tour operators to offer irresistible tour packages to Hawai'i for premium cardholders. This campaign will be supported by on-ground activation. | Malaysia | N/A |
| Scoot Your Dream for an Ultimate Hawai'i Experience | May | Collaborate with Scoot to promote Hawai'i by generating destination content on digital platform with a series of Hawai'i tour packages. | Singapore | N/A |
| Paradise Within Your Reach | May | Collaborate with AirAsia X to select an ambassador to conduct a video shooting in Southeast Asia and Hawai'i that illustrate the daily life that one can have in Southeast Asia and Hawai'i. This video will be posted and shared across social media platforms. | Southeast Asia & Hawai'i | HTSEA welcomes any in-kind support for hotel, airfares, meals, attractions as well as ground transportation. |
| CONSUMER SHOWS | | | | |
| Holoholo Hawai'i | Mar 16-18 | Partner with travel trade partners to decorate booths during travel fairs with "Hawai'i theme" with a series of tour packages to Hawaiian Islands. | Malaysia | HTSEA welcomes any in-kind support including collateral items/gifts. |