



Hawai'i Tourism Japan 2017 Partnership Opportunities

<u>Program / Activity</u>	<u>Description</u>	<u>Cost</u>	<u>Timing (Month & Day)</u>
TRADE FAMILIARTIZATION TRIPS (FAMS)			
MICE FAM Tour	A Fam Tour towards Travel Agent staffs that promote Incentive Group; the aim is to create new business based on HTJ promotion.	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)	June 13 - June 15
Hokkaido FAM Tour	A Fam Tour towards travel agents that develop products; the aim is to create new products based on HTJ promotion.	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)	September-During Hawaii Tourism Conference 2017
ALOHA Program FAM Tour	A Fam Tour towards travel agency staff who passed Aloha Program advanced level to provide additional higher education opportunities.	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)	September-During Hawaii Tourism Conference 2017
NGO & KIX FAM Tour	A Fam Tour towards travel agent staffs that develop products; the aim is to create new products based on HTJ promotion.	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)	September-During Hawaii Tourism Conference 2017
Fukuoka FAM Tour	A Fam Tour towards counter sales persons from Kyushu area, with opportunity to experience a direct flight between Fukuoka and Hawaii.	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)	September-During Hawaii Tourism Conference 2017
NRT FAM Tour (MICE)	A Fam Tour towards Travel Agent staffs that promote Group/MICE; the aim is to create new business based on HTJ promotion.	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)	September-During Hawaii Tourism Conference 2017
ALOHA Program FAM Tour	A Fam Tour towards travel agency staff who passed Aloha Program advanced level to provide additional higher education opportunities.	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)	December
NRT FAM Tour	A Fam Tour towards counter sales persons, with opportunity to experience a direct flight between Narita and Hawaii.	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)	December
PUBLIC RELATIONS			
Press tour	Invite 5-6 media to feature different target market activities/theme	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)	April /May/ November
Media Event	Once a year Media Event in Tokyo. Invite over 100 media for Seminar/Workshop.	Workshop Booth & other fee \$1,500	TBD
Media assistance	Collaborate with HTJ to arrange special media rates for media interested in featuring your product/service	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)	All Year Around
TRAVEL TRADE EDUCATION			
5 Cities Hawaii Seminar & Workshop	Invite main persons from each travel agency to unveil 2017 Marketing Plan and provide an opportunity to exchange updated information. HTJ also considers hosting a VIP reception at Tokyo and Osaka.	\$500 per city for Tokyo & Osaka, \$300 per city for Regional cities (Sapporo, Nagoya & Fukuoka), \$1,700 for all 5 cities	Jan 30 - Feb 08

Hawaii Seminar & Workshop with HPCJ	Seminar and workshop targeting new employees and staff that have been assigned to market Hawaii. They will learn the basics about Hawaii and how to differentiate between competing destinations.	TBA	Spring
Hawaii Summit 2017 /Tourism Conference	In conjunction with HTA's Hawaii Tourism Conference 2017, invite 100 agents from Japan to participate in seminars, workshops, and matching appointments with Hawaii partners.	TBA	September 19- September 21
MCI Meet Hawaii Sales Call	Sales call to MICE agent and Event Organizers	Information / Sales material support	Throughout the year
Hawaii Travel Agent Partner Program	Sales call to Wholesalers/Retail Agents	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc	Throughout the year
Travel Trade Webinar	Web Seminar to Travel Trade agents to educate/update about Hawaii Destination	Information / Sales material support	Throughout the year
Honolulu Agent Blitz (in Hawaii)	Sales call to Honolulu agent	Information / Sales material support	Throughout the year
CONSUMER MARKETING			
Aloha Summer Festival (Osaka)	One of the biggest Hawaii events in Kansai region. HTJ will have a booth in the event to promote our campaign and conduct Aloha Program workshop to consumers.	Information Support	May 19 - 21
JST Nagoya Hawaii Festival	JST, one of the satellite offices and main sponsor of the event, will have a booth to promote Hawaii for Nagoya area consumers.	Information Support	May 26 - 28
Kanku Tabihaku (Osaka)	JATA related event to promote abroad trip from Osaka region. This event is held at Kansai Airport. HTJ will have a booth to promote Hawaii destination and our campaign.	Information Support	May 27 & 28
Love Hawaii Collection	Hawaii event at Kansai Airport. HTJ will have a booth to promote Hawaii.	Information Support	June 17 & 18
Hawaii EXPO 2017 (Tokyo)	Hawaii's stand-alone event in Tokyo that includes seminars, workshops, talk shows, and stage performances.	Booth Fee \$3000-3500	July 15 - 17
JATA Tourism EXPO	Largest Tourism Expo in Asia. HJ will have a booth to promote Hawaii destination and our campaign	Brochure Support \$300-500	September 21 - 24
Sapporo Kaigai Fair (Hokkaido)	Travel fair in Sapporo, Hokkaido HTJ will have a booth to promote Hawaii.	TBD	August 25 – 27
Fukuoka, Nagoya, Sapporo	Gohoubi Hawaii related consumer events	TBD	Nagoya : August Sapporo: August Fukuoka: TBD