



2017 Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	COST
TRADESHOWS			
Leisure & Trade ITE Hong Kong	June 15 – 18	<ul style="list-style-type: none"> Asia's long established and Hong Kong's only travel fair, ITE & MICE Integrates successfully leisure focused 31ST ITE and 12th ITE MICE, maintains separate trade/MICE days and public/FIT days each with its own promotion, and highlight theme travels which are attractive to affluent travelers including FIT. Its trade visitors mainly come from Hong Kong (Asia's 3rd largest) and mainland China, the world's largest source market. 	<ul style="list-style-type: none"> * USD 1,500 – Booth within Hawai'i Pavilion for 4 days & Travel Trade Appointments. * Information Support (DM, Flyers, Brochures, Giveaways) *USD 500 – leaflets, brochures and giveaways to be distributed at the booth
Leisure Sports Expo	August	<ul style="list-style-type: none"> The Expo features more than 150 exhibitors and attracts over 100000 attendees, all related to sports events and goods in Hong Kong and overseas. Hawai'i Tourism Hong Kong will partner with Maywood Travel Agency and promote Hawai'i Top Sports Events during the expo. 	<ul style="list-style-type: none"> *USD 500 – leaflets, brochures and giveaways to be distributed at the booth
TRADE FAM			
Trade FAM Tour Operators	October/November	<ul style="list-style-type: none"> 7 selected tour operators to visit Hawai 'I for a weeks and they will be shown the diversity of Hawai 'i. We will provide the agents with strong selling skills in order to sell Hawai 'i in a new light and help develop tour packages and generate publicity on Hawai 'i as a preferred destination for leisure and businesses. 	Sponsorship on: <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions Itinerary
CONSUMER PROMOTIONS			
Campaign #1: The Secret to Romance	Late April/May	<ul style="list-style-type: none"> It is a massive online, offline and outdoor advertising campaign unveiling some fashion secrets to romance in Hawai'i for the Hong Kong couples This campaign will be branded with pictures of exotic Hawai'i destinations, injecting creative 	Sponsorship for prizes: <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions

		<p>and artistic setting with hashtag taglines that stir up innate sense of passion, adventure and excitement of exploring Hawai'i for a romantic escape.</p> <ul style="list-style-type: none"> • Winners from the campaign will get instant prizes. 	<ul style="list-style-type: none"> • Itinerary
<p>Campaign #2 Top Sport Event in Hawai'i</p>	<p>23 April</p>	<ul style="list-style-type: none"> • HTHK will have a booth at VRC Regatta 2017 which is arranged by Hong Kong VRC Paddle Club on April 23. It is a big race between all the paddle clubs in Hong Kong and EVERYBODY uses these races leading up to the yearly Dragon Boat race (in June) as practice, so we will a lot of expats as well as locals participating. On April 23, HTHK would like to partner with hotels, ground transportation companies, and attractions to promote some special offers for the VRC members and encourage them to go to Hawai'i. We will also arrange prizes for this team if they win at the HK Dragon boat race in May • VRC paddling team promotes the sport and culture of dragon boating and outrigger canoe. They are VERY active in competitions around HK and International, they had a team compete in Molo'kai last year and won too. 	<p>Sponsorship for prizes:</p> <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions
<p>Campaign #3 Travel Parade</p>	<p>29-30 April</p>	<ul style="list-style-type: none"> • HTHK is joining the Travel Parade event at a prime big scale shopping mall in HK which is organized by leading FIT operator Travel Expert. It is a one stop platform to promote travel destination with special offers. There will be travel seminars to highlight updates of the destination as well. HTHK will be giving out souvenirs and lucky draw prizes during this event. Target audience: 10,000 	<p>Sponsorship for prizes:</p> <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions
<p>Campaign #4 Study Tours Fair</p>	<p>13-14 May</p>	<ul style="list-style-type: none"> • HTHK will be promoting Study Tours in Hawai'i during an USA Education Fair in Hong Kong Table exclusively for Hawai'i Tourism HK, Hawai'i schools and program representatives. Expected attendance: 300 potential students with parents, school representatives and teachers. 	<p>*USD 300 – leaflets, brochures and giveaways to be distributed at the booth on 13 and 14 May in Hong Kong & Macau</p>
<p>Campaign #5 Online Campaign</p>	<p>June</p>	<ul style="list-style-type: none"> • HTHK will launch again a digital campaign with Hong Kong leading OTA 'Hutchgo' to promote the adventures in Hawai'i via gaming. Target page view: 1 million. 	<p>Sponsorship for prizes:</p> <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions

FOR MORE INFORMATION, PLEASE CONTACT :

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