



2018 Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	LOCATION	COST
TRADESHOWS				
JATA Tourism Expo	September 19-21 2018	Largest Tourism Expo in Asia. HJ will have a booth to promote Hawaii destination and our campaign	Tokyo	Information Support
Hawaii Summit 2018 /Global Tourism Summit	October 1-3, 2018	In conjunction with HTA's Hawaii Tourism Conference 2018, invite 80-100 agents from Japan to participate in seminars, workshops, and matching appointments with Hawaii partners.	Oahu	Information Support
TRADE FAMILIARIZATION TRIPS (FAMS)				
Edu-Tourism FAM (MICE)	January 16-19, 2018	A Fam tour focus Edu-Tourism agents to showcase Hawaii is Educational Destination.	Island of Hawaii	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)
Leisure Agent FAM	January 17-20, 2018	A Fam Tour towards Counter Sales staff to enhance the destination knowledge of Hawaii	Island of Hawaii	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)
Edu-Tourism FAM (MICE)	February 28 – March 2, 2018	A Fam tour focus Edu-Tourism agents to showcase Hawaii is Educational Destination.	Oahu & Island of Hawaii	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)
Edu-Tourism FAM (MICE)	March 21-25, 2018	A Fam tour focus Edu-Tourism agents to showcase Hawaii is Educational Destination.	Oahu	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)
Leisure Agent FAM	May 2018	A Fam Tour towards Counter Sales staff to enhance the destination knowledge of Hawaii	TBA	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)
Planning Agent Staff FAM	June 2018	A FAM tour focus Planning staff to discover island contents to develop new tour products.	2 Neighbor Islands (TBA)	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)
Experience Aloha FAM (MICE)	June 12- 14, 2018	MICE target travel agents/event organizer function arranged by Global MCI and Post FAM	TBA (Kauai, Maui or Island of Hawaii)	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)
Wedding Staff FAM	July 2018	A Fam Tour towards Wedding promotion representatives to enhance the destination knowledge of Hawaii	Oahu	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)
Global Tourism Summit FAM	October 2018	A Fam tour focus on both Leisure & MICE Sales & Planning staff to enhance their knowledge of Neighbor Islands	Island of Hawaii	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)
Aloha Program FAM	September 2018 & December 2018	A Fam Tour towards travel agency staff who passed Aloha Program advanced level to provide additional higher education opportunities.	Island of Hawaii & Kauai	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)
Leisure Agent FAM	October 2018	A Fam Tour towards Counter Sales staff to enhance the destination knowledge of Hawaii	TBA	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)
TRAVEL TRADE EDUCATION				
Hawaii Seminar & Workshop 3 Cities Blitz (VIP Reception in Tokyo)	1/31: Osaka 2/2: Nagoya 2/5 Tokyo	Invite main persons from each travel agency to unveil 2018 Marketing Plan and provide an opportunity to exchange updated information. HTJ also considers hosting a VIP reception at Tokyo and Osaka.	1/31: Osaka 2/2: Nagoya 2/5 Tokyo	\$1,500 (TBD) In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)
Hawaii Summit 2018 /Global Tourism Summit	October 1-3 2018	In conjunction with HTA's Global Tourism Summit 2018, invite 80-100 agents from Japan to participate in seminars, workshops, and matching appointments with Hawaii partners.	Oahu	Global Tourism Summit Fee (TBA)

MCI Meet Hawaii Sales Call	Throughout the year	Sales call to MICE agent and Event Organizers	Japan	Information / Sales material support
Hawaii Travel Agent Partner Program	Throughout the year	Sales call to Wholesalers/Retail Agents	Japan	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)
Travel Trade Webinar	Throughout the year	Web Seminar to Travel Trade agents to educate/update about Hawaii Destination	Both Japan & Hawaii	Information / Sales material support
Honolulu Agent Blitz (in Hawaii)	Throughout the year	Sales call to Honolulu agent	Hawaii	Information / Sales material support
PUBLIC RELATIONS				
Press tour	TBD	Invite 5-6 media to feature different target market activities/theme	TBD	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)
Media Event	TBD	Once a year Media Event in Tokyo. Invite Japanese media for Seminar/Workshop	TBD	Workshop Booth & other fee \$1,500
Media assistance	All Year Around	Collaborate with HTJ to arrange special media rates for media interested in featuring your product/service	Japan	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)
CONSUMER PROMOTIONS				
Gohoubi Hawaii campaign	All Year Around	Event, Promotion & Advertisement (TBD)	Japan	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)
Aloha Program Hawaii Specialist	All Year Around	Hawaii Specialist Intermediate/Advanced level Benefit, Webinar, Workshop, Website Contents enhancement including Video shooting	Japan & Hawaii	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)
SNS Promotion campaign	All Year Around	SNS campaign including survey, photo promotion, Gohoubi Hawaii promotion	Website	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)
VEBOSS Campaign	TBD	VR shooting, events, online promotion	Japan & Hawaii	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)
Konin (Official Program) campaign	TBD	Hawaii Promotion through the products	TBD	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc)
CONSUMER SHOWS				
Hawaii Fair in Osaka	May 2018 (TBD)	Hawaii event in Osaka	Osaka	Information Support
Hawaii Fair in Hiroshima	May 2018 (TBD)	Hawaii event in Hiroshima	Hiroshima	Information Support
Hawaii Event in Fukuoka	July 2018 (TBD)	Hawaii event in Fukuoka	Fukuoka	Information Support
Hawaii Consumer Event in Hokuriku	August 2018 (TBD)	Hawaii event in Hokuriku area	Kanazawa	Information Support
JATA Tourism Expo	September 19-21 2018	Largest Tourism Expo in Asia. HJ will have a booth to promote Hawaii destination and our campaign	Tokyo	Information Support
Hawaii Event in Sapporo	October 2018 (TBD)	Hawaii event in Sapporo	Sapporo	Information Support

Contact Info: **Kimiko Quan** **Title:** **Sales & Marketing Manager** **Email:** **kquan@htjapan.jp**