



TAIWAN

2018 Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	COST
TRADESHOWS			
ITF - International Travel Fair	Nov 2018	[City: Taipei] The Largest Annual Travel fair in Taiwan. Total B2C visitor number in 2017: 366,976 Total B2B visitor number in 2017: 3,367	Participation fee: \$1,500 for independent booth, promotion for 4 days & agent sales call arrangements; OR sponsorship of gifts: coupons, logo gifts, etc.
TRADE FAMILIARTIZATION TRIPS (FAMS)			
Travel Trade FAM Trip	Sept 2018	Invite key agents in Taiwan, educate, and assist them in Hawai'i product development and packaging. Key agents will also attend the HTA Tourism Conference.	In-Kind Sponsorships: <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary, etc.
PUBLIC RELATIONS			
Media FAM Trip	May 2018	Carefully selected media partner to film popular Travel TV show that will air in Taiwan. Approx. 6-8 media personnel.	In-Kind Sponsorships: <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary, etc.
Blogger FAM Trip	Dec 2018	Select 4-6 influential bloggers to document and highlight their trip on social media platforms and blogs. HTT will select bloggers from different genres to maximize reach of different target audiences.	In-Kind Sponsorships: <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary, etc.
CONSUMER PROMOTIONS			
Hawai'i Run x Lei Festival	Nov 2018	A 4th annual running event combined with lei festival in Taiwan hosted at the coastal town Fulong!	Participation fee: \$1,500 for a booth or sponsorship for prizes: hotel rooms, flights, activities
LGBT Pride Collaboration	Oct 2018	Participate in the Annual Pride Parade in Taipei to increase positive exposure for our destination and work closely with the LGBT community in Taiwan to tap into a new target group.	Sponsorship for prizes: <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary, etc.
Hawai'i Digital Tour Online Campaign	June to July 2018	An online campaign website for consumers to select their favorite location in the Hawaiian Islands and to share on their social media platforms to get votes that will ultimately win them their dream trip to Hawai'i!	Sponsorship for prizes: <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary, etc.
Travel with Locals	March to July 2018	Collaborating with famous influencer Angelina and travel video media company Black Buddha to promote Hawai'i through a series of 'Travel with Local' videos featuring 3 islands and locals.	Sponsorship for prizes: <ul style="list-style-type: none"> • Hotel Rooms • Meals • Ground Transportation • Flights • Activities / Attractions • Itinerary, etc.

Contact Info: **Name: Rebecca Chen**
Title: Assistant Manager
Email: hawaiiourismtaiwan@gmail.com