



## 2018 HTK Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	LOCATION	COST
<b>TRADE SHOWS</b>				
<b>2018 Hana Tour International Show (HITS)</b>	Jun 7 - 10, 2018	HTK will set up Hawai'i Pavilion in conjunction with Hana Tour. B2B & B2C functions to be held.	KINTEX, Ilsan, KOREA	Participation Fee: \$3,500 (per one independent booth)
<b>2018 Mode Tour International Show (MITS)</b>	Nov	HTK will set up Hawai'i Pavilion in conjunction with Mode Tour. Only B2C functions to be held.	COEX, Seoul, KOREA	Participation Fee: \$3,500 (per one independent booth)
<b>TRADE FAMILIARIZATION TRIPS (Fams)</b>				
<b>Korea VIP FAM</b> ⇒ Airlines Partner: Hawaiian Airlines	Feb	Conduct VIP FAM trip with Hawaiian Airlines who will introduce a new flat bed in its business class, inviting top CEO/presidents from the Korean Tourism industry.	O'ahu & Neighbor Island	HTK welcomes any in-kind sponsorships as below;  <ul style="list-style-type: none"> <li>• Accommodation</li> <li>• Hosted Meals</li> <li>• Activities</li> <li>• Ground Transportation</li> <li>• Airfares</li> <li>• Lucky Vouchers/gifts</li> </ul>
<b>Edu Tourism FAM</b> ⇒ Airlines Partner: Korean Air	Mar	Coordinate a Fam trip for top travel agencies to stimulate the launch of Edu Tourism packages.	O'ahu & Hawai'i Island	
<b>EABE FAM (Experience Aloha Business Exchange)</b> ⇒ Airlines Partner: Hawaiian Airlines	Sept	Conduct 'Experience Aloha Business Exchange' FAM bringing key MCI travel agents and corporate clients.	O'ahu & Neighbor Island	
<b>2018 Global Tourism Summit - Pre FAM</b> ⇒ Airlines Partner: Asiana Airlines	Sept	Bring major wholesalers to the Global Tourism Summit and conduct pre-Fam trips to provide more in-depth knowledge about Hawai'i.	O'ahu & Neighbor Island	
<b>TRAVEL TRADE EDUCATION</b>				
<b>Hawai'i Road Show</b>	Feb & Oct	Conduct a roadshow in important local cities such as Daejeon, Daegu, Gwangju, and Busan in collaboration with major wholesalers to educate retail agency personnel.	Local cities of Korea (Gwangju, Deajeon, Daegu, Busan)	HTK welcomes any in-kind sponsorships  <ul style="list-style-type: none"> <li>• Vouchers/gifts</li> <li>• Consumer giveaways</li> </ul>

<b>Meet Hawai'i VIP Event</b>	Jul	Invite influential MCI agencies and their best corporate partners, including family to out of Seoul, to develop strong relationships and connections to Hawai'i.	Korea	Participation Fee: \$1,000 (two delegates per company)
<b>PUBLIC RELATIONS</b>				
<b>Hawai'i Celebrity Ambassador Program</b>	Year Round	Appoint Ms. Sohn Mina as a Celebrity Ambassador, an ideal image fit, to leverage her status to position Hawai'i as a top-of-mind travel destination.	O'ahu & Neighbor Island	HTK welcomes any in-kind sponsorships as below; <ul style="list-style-type: none"> <li>• Accommodation</li> <li>• Hosted Meals</li> <li>• Activities</li> <li>• Ground Transportation</li> <li>• Airfares</li> <li>• Vouchers/gifts</li> </ul>
<b>Korea Group Media FAM</b>	Apr	Invite major Korean media to cover attractions on Neighbor Islands to increase their awareness among Korean target markets.	All Islands	
<b>Individual Media Visits</b>	Year-Around	Conduct an individual media Fam visit with a tier 1 media to cover Hawai'i's inherent culture and lifestyle.	All Islands	
<b>Korean TV Filming</b>	Aug	Organize a large-scale TV project by inviting a celebrity to Hawai'i to position it as a desired travel destination to mass market Korean audiences and to increase media exposure.	O'ahu & Neighbor Island	
<b>Hawai'i Food and Wine Festival - PR Supports</b>	Oct	Organize an individual lifestyle magazine visit to promote HFWF.	O'ahu & Maui, Hawai'i Island	
<b>2018 Aloha Media Day</b>	Oct	Invite Hawai'i partners and major Korean media to an event in Seoul to provide them with networking opportunities with Korean major media.	Seoul, Korea	
<b>CONSUMER PROMOTIONS</b>				
<b>Sports Promotion</b>	Feb	Launch a consumer promotion with Jin Air and a sports-wear retail brand through #AlohaEverywhere to target young & hip individual travelers and stimulate shoulder season travel.	O'ahu & Maui	HTK welcomes any in-kind sponsorships as below; <ul style="list-style-type: none"> <li>• Accommodation</li> <li>• Activities</li> <li>• Vouchers/gifts</li> <li>• Consumer giveaways</li> </ul>
<b>Hawai'i Culture Promotion</b>	Mar, Sept	Targeting family and silver market, Hold Hawai'i culture experience classes at a culture center run by major department stores in Seoul. They will include lessons in cooking Hawaiian cuisine, playing Ukulele, Hula dancing, and making Leis.	Korea	

<b>#AlohaEverywhere Social Media Campaign</b>	Year- Around	Implement co-op promotion with Consumer Brands, airlines and travel agents under the theme of #AlohaEverywhere to generate great exposure for Hawaiian Islands.	Korea	
<b>Insta-grapher FAM</b>	Sept	Extend #AlohaEverywhere Promotions by organizing a Fam for celebrity photographers, famous illustrators and power Instagram users.	O'ahu & Kaua'i	

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