



## 2021 Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	LOCATION	COST
<b>TRADESHOWS</b>				
Aloha Canada Trade Mission	October	HTCAN to host travel trade event which will include a trade show & training opportunity. Travel media will be invited.	Nationwide	\$1000 USD
TravelBrands Agent Appreciation Event	March	Interact with thousands of travel agents across Canada.	Nationwide	Contact for details
Air Canada Vacations Product Launches	September	HTCAN to have booth at ACV key product launches.	Nationwide	Contact for details
WestJet Travel Trade Expos	April	HTCAN to have booth at WestJet Vacations travel trade show. Opportunity for select HTCAN partners to participate in the booth area. WestJet Vacations has directly invited their hotel partners.	TBD	Contact for details
<b>TRADE FAMILIARIZATION TRIPS (FAMS)</b>				
Travel Trade FAM	May (tentative)	Select agents from Canada to experience activities and site inspections.	Island of Hawai'i and Kaua'i	In-kind – hotels, meals, tours, interisland air
<b>TRAVEL TRADE EDUCATION</b>				
HTCAN Webinars	Jan – Dec	Themed webinars to be held for travel trade. Opportunity for partners to collaborate on content. Prizes for agent participants.	Canada	In-kind – hotels, airfare, meals, tours, attractions
Hawai'i Destination Specialist Program	August	Promotion to have travel trade sign up for HDSP. Partners to provide travel prize for agents signing up and completing course.	Canada	In-kind hotels, airfare, meals, tours, attractions
Travel Trade Advertising	August	HTA will have ads and content in travel trade publications including online. There is opportunity to feature partners in the ads and content for nominal costs.	Canada	Co-op ad costs, Content needed for industry product updates
<b>PUBLIC RELATIONS</b>				
Individual Media FAMS	Ongoing	High-profile individual journalists targeted and vetted by HTCAN.	All Islands	In-kind support - hotels, meals, tours, attractions
<b>CONSUMER PROMOTIONS</b>				
Digital	Jan – Dec	Ongoing ads and content opportunities to feature partners.	O'ahu, Kaua'i	Contact for details

Contact Name: Lorenzo Campos

Title: Account Director, HTCAN Email: [lorenzo@voxinternational.com](mailto:lorenzo@voxinternational.com)

**As of:**  
**18 September 2020**