

2021 Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	LOCATION	COST
TRADESHOWS				
Japan Summit 2021 (Virtual)	February or March	HTJ Annual Japan Summit, invite 80-100 agents from Japan to participate in seminars, workshops, and matching appointments with Hawaii partners.	Online	Complimentary
JATA Tourism EXPO Japan	January 7-9	Largest Tourism Expo in Asia and organized by JATA	Tokyo	TBA
TRADE FAMILIARIZATION TRIPS (FAMS)				
Planning Agent Staff FAM	June or July (TBD)	A FAM tour focus Planning staff to discover island contents to develop new tour products.	TBA	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc.)
Counter Sales Staff FAM	October (TBD)	A FAM tour focus Counter Sales staff to discover island contents to develop new tour products.	TBA	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc.)
Edu-Tourism FAM (MICE)	April to May (TBD)	A Fam tour focus Edu-tourism and showcase Hawaii is Educational Destination to Educators/ Professionals.	Oahu	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc.)
Edu-Tourism FAM (MICE)	December (TBD)	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.)
Aloha Program FAM	November (TBD)	A Fam Tour for satellite office staffs to provide additional higher education opportunities including Hawaiian history and culture.	Oahu	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc.)
TRAVEL TRADE EDUCATION				
Japan Summit 2021 (In person/Virtual)	1 st Qtr. (TBD)	HTJ Annual Japan Summit, invite 80-100 agents from Japan to participate in seminars, workshops, and matching appointments with Hawaii partners.	Online	Complimentary
Hawaii Promotion Committee Japan Hawaii Seminar and Workshop (In person/Virtual)	Each Qtr. (TBD)	Seminar to Travel agents in major and regional cities to provide Hawaii's destination knowledge and to increase Sales & Promotion in the region by collaborative efforts with Hawaii Promotional Committee Japan.	Target cities: Tokyo Fukuoka Nagoya Osaka Sapporo Online	Information / Sales material support (Exclusively for HPCJ member. There's a possibility that schedule may be modified) Cost - TBD
Travel Trade Webinar (both Leisure & MICE)	Throughout the year	Web Seminar to Travel Trade agents to educate/update about Hawaii Destination.	Online	Complimentary
Hawaii Travel Agent Partner Program (In Person & Online)	Throughout the year	Sales call to Wholesalers/Retail Agents	Japan	Information / Sales material support
MCI Meet Hawaii Sales Call (In Person & Online)	Throughout the year	Sales call to MICE agent and Event Organizers	Japan	Information / Sales material support
Edu-Tourism Seminar & Workshop (In Person & Online)	January February March May September	Edu-tourism related Seminar to Travel agents in major and regional cities to provide Hawaii's destination knowledge and to increase Sales & Promotion in the region.	Osaka Tokyo Fukuoka Nagoya Sapporo Online	Information / Sales material support
Honolulu Agent Blitz (in Hawaii) (In Person & Online)	Throughout the year	Sales call to Honolulu agent	Hawaii	Information / Sales material support

PUBLIC RELATIONS				
Press tour	June, September & October	Invite 2-4 media, influencer, freelance writers to increase media exposure	TBD	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc.)
Media Event	November	Once a year Media Event in Tokyo. Invite Japanese media for Seminar/Workshop	Tokyo	Workshop Booth & other fee (TBD)
Media Blitz	May & October	Visit target media to exchange the idea & inform current Hawaii situation & trend	Tokyo	Information / PR & Marketing material support
Webinar for Media	February, June, October	Webinar to Media in Japan to update current situation, Hawaii trend	Online	Information / PR & Marketing material support
Webinar for Hawaii Partners	February, May, August & November	Webinar to Hawaii Partners who associated with PR/Marketing to inform PR/Marketing trend in Japan	Online	Webinar participation
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				
New Hawaii Branding Promotion	All Year Around	Event, Promotion & Advertisement	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, Hawaii campaign promotion	Website	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc.)
Hokulea Movie Blitz	February, April, July & October	Showcasing Hokulea to educate consumers for Hawaii's Responsible Tourism initiatives	Japan	Information for Responsible Tourism related initiatives
Surfing Promotion	All Year Around	Showcasing Surfing to educate consumers for Hawaii's Responsible Tourism initiatives	Japan & Hawaii	Information for Responsible Tourism related initiatives
Aloha Shirts campaign	April - September	Consumer Direct Promotion & Retail Collaboration	Japan & Hawaii	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc.)
CONSUMER SHOWS				
Hawaii Expo 2021 (Virtual)	July (TBA)	2021 Hawaii Expo event held virtual showcasing Hawaii with the collaboration	Online	In-Kind (Sponsorship for airfare, hotel rooms, meals, ground transportation, activities/attractions, itinerary and etc.) Participation fee TBD

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