

## HTK Partnership Opportunities for Hotel Partners in 2021

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### *A. B2B Marketing Programs*

#### **(1) Training Program - Aloha Specialist University (ASU)**

- HTK will kick off its in-market intensive educational program (webinar), which is Aloha Specialist University (ASU), designed to foster professional, knowledgeable and certified Korean travel agents who can better represent the authentic Ho'okipa (hospitality) and Kuleana (responsibility) of the Hawaiian Islands in the Korean market.
- **Program Scheme:**
  - ✓ Aloha Specialist University (ASU) will invite key travel agents from wholesalers, retailers, OTAs, and tour operators based in Seoul, Busan/Young-nam area (second largest outbound market of the nation).
  - ✓ Multiple travel-industry partners from airlines, hotels, rent-a-car companies, and media also will be involved in the seminar to introduce various products.
  - ✓ HTK will conduct a series of educational seminars to train travel agents about enriched cultural heritages, offering hands-on experience and deep-rooted history of the Hawaiian Islands as well as partner's information updates.
  - ✓ Hotel partners can join the series of educational webinar by presenting their property updates and latest news.
  - ✓ Please contact HTK via [htk@aviareps.com](mailto:htk@aviareps.com) for more detailed information on program and requested budget for participation.

#### **(2) Recovery Marketing Campaign - Hawai'i HOLO Promotion**

- To maximize the pent-up outbound demands after the COVID-19 outbreak and also to accelerate the booking pace of Hawai'i tour products, HTK will organize the Hawai'i HOLO campaign. This campaign will involve Rebound Hawai'i Promotions focused on healing, wellness, cleanliness, safety and relaxation. HTK will collaborate with key



travel agents from wholesalers, retailers, honeymoon-specialized travel agencies, and tour operators to proceed this campaign in Korean market.

**Program Scheme:**

- ✓ HTK will incorporate sales boosting promotions to maximize booking and encourage participating travel agents to support advertising for Hawai'i over other competitive outbound destinations in the post-pandemic era.
- ✓ HTK will collaborate with trade partners such as airlines and key wholesalers to develop new tour products in highlights of HOLO in Hawai'i for visitors to explore not only O'ahu but also the Neighbor Islands, out of typical tour itinerary and spots.
- ✓ Highlighting the cleanliness standards and safety of the Hawaiian Islands, Hawai'i-exclusive promotional webpages will be developed at website.
- ✓ Hotel partners who is participating to this promotion will be displayed at website along with hotel partner's offers, newest information on safety guidelines.
- ✓ Please contact HTK via [htk@aviareps.com](mailto:htk@aviareps.com) for more detailed information on program and requested budget for participation.

### **(3) Recovery Marketing Campaign - Sustainable & Safe Hawai'i Branding Campaign**

- Sustainable & Safe Hawai'i Branding Campaign will aim to inspire Korean travelers to continue visiting the Hawaiian Islands and deliver the key messages of the Sustainable & Safe Hawai'i campaign to foster responsible patronage of the islands.

**Program Scheme:**

- ✓ HTK will collaborate with leading OTAs and consumer brands with large fan bases to target the FIT travel market.
- ✓ HTK will initiate and implement large-scale online campaigns that feature various aspects of the Hawaiian Islands – natural resources, cultural authenticity, unique culinary experience, and once-in-a-lifetime adventure utilizing OTAs and consumer brands channels & platforms.
- ✓ To expand the program campaign, ROIs and reaches, HTK invites hotel partners to join online recovery marketing campaign.



- ✓ Each hotel will get the exposures on various media channels such as multiple owned and paid media channels, official websites, E-DMs, banner advertisements, blogs, Instagram, Facebook, and press releases.
- ✓ Please contact HTK via [htk@aviareps.com](mailto:htk@aviareps.com) for more detailed information on program and requested budget for participation.

## ***B. B2C Media Programs***

### **(4) PR Program - Editors-in-Chief Media FAM**

- As social media is considered the most influential to pique the Korean public's desire to travel, HTK will invite major publications to create high profile Hawai'i contents. It will work with editors-in-chief of selected publications, particularly those with strong social media channels, to plan the themes.
- By inviting leading Korean magazines such as ELLE, VOGUE, Chosun Ilbo and Luxury, HTK will share the sustainable aspect of Hawai'i through their strong social media platforms.
- Hotel partners can sponsor the scheduled media FAM by sponsoring the accommodation for group and F&Bs and extra services such as spa treatments in exchange of hotel features in those selected magazines.
- Expected ROIs:
  - ✓ PR Value: \$40,000 / 1 page coverage at invited top publication
  - ✓ Social Media Value: \$10,000 ~ \$20,000 per one social media posts at their social media channels

### **(5) Digital Program - #Stories of Aloha: Social Influencer Visit**

- ▶ HTK will select top photographers, YouTubers and micro Influencers with the best portfolios and send them to the Hawaiian Islands to cover the destination in their channels. Invited influencers will be cover their journey to Hawaii in perspective of various stories of Aloha on their social media channels.
- ▶ To run a successful promotion, HTK will ensure the invited influencers are highly qualified with the set number of daily visitations and past record references.
- ▶ The suggested list of micro-influencers includes baristas, fashion and interior designers, YouTubers, writers, illustrators, doctors, and a meditator.
- Hotel partners can sponsor the scheduled media FAM by sponsoring the accommodation for group and F&Bs and extra services such as spa treatments in exchange of hotel features in those selected magazines.



- Expected ROIs:
  - ✓ Social Media Value: \$10,000 ~ \$30,000 per one social media posts at their social media channels

## **(6) Consumer communication - Aloha Consumer Newsletter Distribution**

- ▶ HTK will develop monthly consumer newsletter to share with Koreans and potential travelers up-to-date information about Hawai'i, and various promotional information of attractions, hotels and activities. The newsletter will distributes to 50,000+ Korean subscribers based on HTK owned database.
- ▶ Hotel partners can use this consumer communication channels by sending latest information on partners' property that would attract Korean consumers' interest to [htk@aviareps.com](mailto:htk@aviareps.com)

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