

2021 Co-op Partnership Opportunities

Summary:

With a reduced budget in 2021, HTO will move away from traditional co-op programmes with retail and wholesale trade in the AU/NZ market. Instead, our Co-op Strategy will be based around buy-in opportunities to our brand driven programmes and initiatives, to maximise our Oceania marketing budget.

This aligns with our integrated approach which includes, where possible, a distribution and conversion element. We will work selectively with trade partners that align with our objectives and themes to extend the reach of our integrated consumer campaigns.

Hawai'i Industry:

For our Hawai'i industry partners we won't be requesting co-op hard dollars. Instead we aim to work around individualised partnerships that would involve more of an in-kind contribution.

This would include: Press fams, Trade fams, Prize promotions and other opportunities that may arise

We understand the value of these types of in-kind contributions and will define associated kpi metrics to ensure there is valuable ROI.

Below is a summary of activity categories where HTO would welcome Industry partnerships:

ACTIVITY	DATE	DESCRIPTION	LOCATION	INDUSTRY SUPPORT
TRADESHOWS				
Aloha Down Under	Q3	HTO's annual roadshow visiting Australia and New Zealand incorporating agent workshops, a joint B2B trade and media event and networking opportunities. Limited spaces are available.	Various Australian and New Zealand cities	Participation fee tbc + travel costs Prize elements for travel trade. Contact: Charis Ricafuente cricafuente@hawaiiitourism.com.au
HTO Meet Hawaii Roadshow	Q3 or Q4	Forum for MCI clients from Australia and New Zealand to meet one on one with Hawai'i industry partners, create sales opportunities and strengthen relationships	Various Australian and New Zealand cities	Participation fee tbc + travel costs Prize elements for travel trade Contact: Kris Phadungkiatipong kphadung@hawaiiitourism.com.au
FAMILIARTIZATION TRIPS (FAMS)				
Key Famils	Q2, Q3 + Q4	Product managers: planned for the first half of 2021 to refresh product knowledge and place the destination top of mind with buyers. Incorporating B2B and networking opportunities for Hawai'i partners	All islands	In-kind: accommodation, activity, experience support Contact: Kris Phadungkiatipong kphadung@hawaiiitourism.com.au

		Travel agents: HTO organised famil for agents is scheduled for the second half of 2021 to showcase the brand identity and unique experiences of each of the four main islands. HTO will also support Retail partner fams		
MCI Famils	Q3 & Q4	Incorporating an HTO organised PCO famil, along with ad hoc site inspection support	All islands	In-kind: accommodation, activity, experience support Contact: Kris Phadungkiatipong kphadung@hawaiiitourism.com.au
TRAVEL TRADE EDUCATION				
Travel Agent Training Program	Year Round	HTO will be running an extensive travel agent training schedule. Both in-person and remotely.	AU/NZ	Linked to this will be prize and self-famil incentives and thus we would request on in-kind support Please also send through industry updates – eg new/changed product; general island updates. Contact: Kris Phadungkiatipong kphadung@hawaiiitourism.com.au
PUBLIC RELATIONS				
Visiting media program	Year round	Throughout the year, HTO hosts a number of media, including group and individual press trips, influencers and major TV filming opportunities.	All islands	In-kind support. HTO is also looking for year-round media rates and inclusions to offer non-supported media. Contact: Maddie Atkins matkins@hawaiiitourism.com.au
Content creation	Year round	Our communication to the consumer includes Press releases, blogs, story angles and our social media platforms	All Island	Please send press releases, product updates and any other news and content that we can share or reappropriate for our market Contact: Maddie Atkins matkins@hawaiiitourism.com.au
DIGITAL CAMPAIGNS				
Influencer & content creation	Year round	Digital will play an important part in the 2021 marketing mix. HTO will produce content, working	All Islands	In-kind: accommodation, activity, experience support

		with videographers and influencers to support key campaigns		Contact: Charis Ricafuente cricafuente@hawaiiitourism.com.au
CONSUMER PROMOTIONS				
Consumer promotions	Year round	HTO work with select Oceania brands on consumer promotions to encourage travel to Hawai'i and build a stronger positioning and brand awareness. These promotions provide fantastic exposure and database opportunities in exchange for accommodation and activity sponsorship.		HTO require sponsorship of tours, accommodation and activities. Contact: Charis Ricafuente cricafuente@hawaiiitourism.com.au