Aloha!!

Visitor numbers from Asia continue to show strong increases in the 1st quarter of 2012 with a 37.5% growth in arrivals from Korea and 24.3% growth from China. Twenty-six (26) Hawai‘i partners will be traveling to Korea and China for the 3rd Asia Travel Mission organized by Hawai‘i Tourism Asia from May 23-29. Following are just some of the highlights of Hawai‘i Tourism Asia’s activities during the past month and your opportunities to participate in some of our future marketing programs in Asia.

Mahalo!

Asia-wide:

2012 Pow Wow (April 21~25)

Hawai‘i Tourism Korea and Hawai‘i Tourism China participated in the Pow Wow held in Los Angeles from April 21-25. In addition to supporting the Hawai‘i ‘Ohana booth, HTK & HTC met with many travel agents and media from throughout Asia during the international travel trade show. HTK also participated in official receptions with Hawai‘i delegates and Korean participants during the travel show.

HTC discussed with agents how to create more appealing tour packages and address limited airlift during high season. The US visa application process has improved significantly since the beginning of this year but limited current airline seat capacity continues to be a challenge. Some major Chinese travel agents have shown strong interest in launching their own direct charters to Hawai‘i for the 2013 Chinese New Year holidays.

KOREA:

Lieutenant Governor Brian Schatz visits Korea (April 18 ~ 21)

The Lieutenant Governor held high-level meetings with a variety of companies and government officials such as the Ministry of Knowledge and Economy, LS cable, Korea Electric Power Company, and the Korea Trade Investment Promotion Agency. On April 19, the organizers of the Asia Pacific Clean Energy Summit and Expo and Hawai‘i Convention Center organized a reception with the Lieutenant Governor in Seoul, inviting about
80 executives to discuss clean energy initiatives for both Korea and Hawai‘i and to promote the 2012 Asia Pacific Clean Energy Summit and Expo in Honolulu. Hawai‘i Tourism Korea assisted in arranging the dinner reception venue, monitoring RSVPs, and program arrangement in collaboration with Hawai‘i Convention Center.

Mango Six Coffee Shop - KONA Coffee Promotion

Hawai‘i Tourism Korea successfully conducted a premium coffee shop brand promotion under the title ‘100% Hawaiian Kona Event’. The promotion targeted general consumers, and ran from April 9 to 30 in Korea. The event was held at 40 Mango Six stores all over the country, and entry is open to all Mango Six consumers by scratching cards. A total of 20,000 Koreans will win various giveaways such as iPads and coffee coupons under the major campaign. The 1st place winner won 2 airline tickets to Hawai‘i, the home of Hawaiian Kona Coffee.

Online FIT Promotion with Asiana Airlines

Hawai‘i Tourism Korea and Asiana Airlines are organizing an online promotion targeting FIT customers from April 4 to May 3. One of the promotional elements is for Koreans to register when they purchase airline tickets to Hawai‘i through Asiana Airlines’ website (flyasiana.com), and a total of 40 Hawai‘i passengers will win various giveaways. The grand prize is a round-trip ticket to Hawai‘i, and other prizes include digital cameras, iPod speakers, carriers, and Macadamia nut chocolates. The other major promotional element of the joint Asiana campaign is open to anyone who registers by answering three quiz questions on Asiana’s powerful website from April 6 to May 3. A total of 300 Koreans who answer the Hawai‘i promotion questions correctly will win a variety of prizes.

Media coverage on Hawai‘i in Korea

- Hawai‘i MICE Travel feature in Maeil Business Newspaper (April 9):
  Maeil Business Newspaper, a leading daily business newspaper with a circulation of 1.5 million throughout Korea, introduced Hawai‘i as a leading MICE destination. The feature describes Hawai‘i as an ideal incentive destination with a mild climate throughout the year and rich in natural resources, with all the facilities needed to support the MICE market, including a modern convention center and the capacity to accommodate more than 70,000 MICE pax, together with a variety of outdoor activities such as kayaking, snorkeling, scuba diving, fishing, surfing and golf, all with warm hospitality and the spirit of Aloha. Total equivalent advertising value: $70,000.
Instyle Magazine Visit (April 23~27): InStyle, a licensed monthly fashion magazine with a circulation of 85,000, visited O‘ahu for a photo shoot with a famous celebrity, Sarang Kim. JW Marriott Ihilani Resort & Spa sponsored accommodation and breakfast for the film crew. In return, 10~12 pages (including a 2-page hotel property editorial) will be featured in its June issue. Total equivalent advertising value: $168,000.

CHINA:

Hawai‘i Tourism Authority sales calls in China

Hawai‘i Tourism China coordinated a series of sales calls by David Uchiyama and Jadie Goo from HTA HQ in Shanghai and Beijing to meet with major travel agents selling Hawai‘i tour products in China. HTA visited the following agents in Shanghai: Ctrip, Shanghai Int’l Spring Travel, Shanghai CYTS, Shanghai Jin Jiang Int’l Tours and China CITIC Int’l Tours; and in Beijing: CITS Head Office, CTS Head Office, CYTS, Huayuan Int’l Travel, U-Tour and China Space. HTA gave a PowerPoint presentation to introduce what each of the Hawaiian Islands has to offer and to provide updated information about attractions and suppliers. High-end tour package itineraries from 4 night stays to 11 nights were recommended to travel agents. HTA also discussed the possibility of new charter flights from China and additional direct flights to Hawai‘i. HTA appreciated the on-going efforts of all key agents and thanked them for continuing to support Hawai‘i’s tourism industry by bringing increasing numbers of Chinese visitors to Hawai‘i. All agents gave positive feedback on Chinese travel to Hawai‘i and all agreed to work together to increasingly promote Hawai‘i tourism and solve the current airlift challenge.

Ctrip launches Kaua‘i tour package for the first time in China

With the support of Hawai‘i Tourism China since the beginning of this year, Ctrip successfully launched its first Kaua‘i tour packages in April. The new packages include 2 nights stay on Kaua‘i, two nights on Maui and four nights on O‘ahu. Package prices start from $2,190 per person, with flexibility to upgrade to luxury hotel choices and higher room categories. Ctrip targets to send a total of 20,000 Chinese visitors to Hawai‘i in 2012 of which 4,000 are expected to visit the neighbor islands. As the leading tour operator in China, Ctrip is not only focused on increasing visitor numbers to Hawai‘i but also offering a variety of choices to meet its clients’ different demands. Ctrip has sold a 24-day Hawai‘i tour package and even a 90-day condo stay package this year and has signed direct contracts with about 30 hotels in Hawai‘i. Ctrip plans to invest over $2 million on Hawai‘i promotions this year.
**Hawai‘i participates in several Travel Fairs in China**

- **US Tourism Industry Road Show** (Tianjin, April 16, 2012): Hawai‘i Tourism China participated in the US Tourism Industry Road Show organized by NTA Visit USA Center to meet key travel trade and media in Tianjin. It was a great opportunity to introduce Hawai‘i tourism and MCI resources through presentations and face-to-face meetings with over 100 Chinese travel agents and 15 media. HTC MICE team conducted one-on-one meetings with travel agents and provided Hawai‘i MCI guidebooks, brochures and island maps.

- **Hawai‘i Tourism China 2nd Quarter MICE Seminar** (Shanghai, April 17 2012): the China MICE team initiated and conducted an educational Hawai‘i MICE seminar at InterContinental Shanghai Puxi for 30 MICE account managers and sales representatives. HTC gave a comprehensive 40-minute Hawai‘i MICE presentation highlighting essential Hawai‘i MCI resources on each island and showed a 16-minute Hawai‘i Island video. HTC also provided afternoon tea for participants and distributed Hawai‘i MICE planners.

- **IT & CM Trade Show** (Shanghai, April 18, 2012): Hawai‘i Tourism China attended the IT&CM (Incentive Travel & Conventions Meetings) China 2012 at Shanghai World Expo Exhibition and Convention Center. It was the 6th IT&CM, an event that aims to "promote China to the World and the World to China". The theme was "Advancing MICE and Business Minds" and attracted more than 2,000 delegates from 43 countries. HTC worked at the China Eastern Airlines booth to promote Shanghai–Hawai‘i direct flights with other Hawai‘i themed products.

- **China Corporate Travel Meeting Forum 2012** (Beijing, April 10, 2012): Hawai‘i Tourism China participated in the China Corporate Travel Meeting Forum at Renaissance Beijing Capital Hotel. China BT MICE and Reed Travel Exhibitions (RTE) -CIBTM project group organized the Forum. The China MICE team met over 100 corporate MICE decision makers, MICE planners and travel trade managers and promoted Hawai‘i as their next MCI destination.
**China Media coverage on Hawai’i**

- **Elle Men** (April): Elle Men is a leading lifestyle magazine for affluent men with a circulation of 480,000. Hawai‘i Tourism China has strong relationships with the editors and negotiated for the magazine to visit Hawai‘i. As a result, the April issue included a major 12-page feature on Hawai‘i with a total equivalent advertising value of $1.35 million.

- **GBS World Travel** (April): GBS World Travel is a prominent high-end travel and lifestyle publication in Northeast China which has a strategic alliance with major tour operators in the region. The publication is delivered to 5-star hotels, high-end clubs, airport VIP lounges, etc. with a circulation of 30,000. Hawai‘i Tourism China introduced Hawai‘i as a world-class destination to the magazine, and the April issue featured a cover story about Hawai‘i as a tropical paradise – ideal timing during a very cold spell in Northern China. Total equivalent advertising value: $116,700.

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**TAIWAN:**

**Hawai‘i participated in several Travel Fairs in Taiwan**

- **12th Taichung International Travel Fair:** organized by the Taichung World Trade Center from April 20 - 23, Hawai‘i Tourism Taiwan shared a complimentary booth donated by the organizer to ANTOR (Association of National Tourism Office Representatives) of which Hawai‘i is an active member. HTT distributed Hawai‘i brochures and Blue Hawaii Tour Packages. HTT director was invited to cut the opening ceremony ribbon in his capacity as President of ANTOR.

- **Taiwan International Tourism Festival:** organized by the Department of Information and Tourism & the New Taipei City Tourism Association from April 28 to May 1. Hawai‘i Tourism Taiwan cooperated with Travel Land Express to promote Hawai‘i tourism by providing lucky draw giveaways.
Master Travel Agency (MTA) Trade Table Mart:
Hawai‘i Tourism Taiwan joined ANTOR members to co-organize a Table Mart for MTA’s 80 members on April 26. MTA members are from all over Taiwan, many specializing in MICE & golf groups. HTT made a power point presentation and distributed MICE brochures. HTT introduced the islands of Hawai‘i as an ideal MICE destination for all ages and groups and highlighted the Aloha Spirit and hula culture.

**Upcoming Asia Promotional Opportunities**

**Korea:**

a) KBS TV Entertainment Show “Dream Team” Film Crew Visit (Mid-June, O‘ahu)
b) Shooting for 3rd Korean Travel Guidebook Production (Early July, All Islands)

For more information please contact Julia Koo of Hawai‘i Tourism Korea at jkoo@aviareps.com

**China:**

a) So Much More Hawai‘i Consumer Promotion with Ukubang.com in China (June 15 - September 30)
2 or 3 nights Hawai‘i hotel certificates are welcome. Deadline of receiving the hotel certificate is May 31 and we can accept the first 40 certificates. Please contact Anita Jia of Hawai‘i Tourism China at ajia@aviareps.com for more information.
b) CIBTM (September 12-14, Beijing)
c) The First Shanghai International Golf (Tours) Exhibition 2012 (November 16 – 18, 2012)
d) China International Travel Mart (November 15-18, Shanghai)

For more information please contact David Sun of Hawai‘i Tourism China at dsun@aviareps.com

**Taiwan & Other Asia:**

a) Taipei Tourism EXPO (join ANTOR Booth) (May 25 – 28)
b) 2012 Taoyuan Tourism Exposition (June 8 – 11)

For more information please contact Jemy See of Hawai‘i Tourism Taiwan at jsee@aviareps.com

*Mahalo!*