Aloha!!
Asiana Airlines and Hawaiian Airlines are both boosting their flights between Incheon and Honolulu to daily service in July, dramatically increasing the number of seats available out of the Korea market. A rapidly increasing number of new Hawai‘i tour packages are being sold in the China market. Also, the application form for the China International Travel Mart is attached for your consideration. 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!

KOREA:

U.S. Global Entry Program

Washington, DC – U.S. and Korea formally announced the opening of a reciprocal program, which allows expedited clearance for pre-approved travelers. Upon arrival at 26 of the busiest international airports in the U.S. including Honolulu, Korean program participants will simply proceed to Global Entry kiosks, present their machine-readable passport, place their fingertips on the scanner for fingerprint verification, and make a customs declaration. The kiosk will issue the traveler a transaction receipt and direct the traveler to baggage claim and the exit. Korea is just the third country in the world to participate in the program, joining Canada and Holland. This will greatly simplify immigration inspection procedures at Honolulu airport for participating Koreans, and with the Visa Waiver Program now firmly in place, will help to further boost the number of Korean travelers to Hawai‘i.

New Hawai‘i Korean Smart phone app from Hana Tour

Hana Tour has developed and launched a Hawai‘i travel application for Korean smart phone users featuring Hawai‘i travel information. With their website and ‘Get About’ blog site, Hana Tour is organizing a major online promotion targeting Koreans who download the application during the July launch promotion. Hawai‘i Tourism Korea is working closely with Hana Tour on the development of the application, ensuring contents include information on each Hawaiian island, and on joint launch promotions.
Korea Media coverage on Hawai‘i

- **Onstyle TV “Lee Hyori’s Social Club Golden 12” (May 31 & June 7):** Two episodes of Lee Hyori’s “Social Golden Club 12”, a major lifestyle TV show on Onstyle cable TV are featuring Hawai‘i. Each 60-minute episode is being aired two weeks in a row under the title of “Healing Travel in Hawai‘i”. In particular, O‘ahu and Maui were introduced with a range of activities, as well as Hawaiian culture, hula, ukulele and the Mele Mei music festival. Hawai‘i Tourism Korea also created an e-newsletter surrounding the TV specials, providing detailed information on filming spots throughout the islands, which was distributed to 30,000 subscribers. Hawaiian Airlines sponsored air tickets. Hilton Hawaiian Village Beach Resort & Spa sponsored accommodations. Polynesian Culture Center sponsored admissions and lunch for the film crew. Total equivalent advertising value of this 120 minute Hawai‘i feature on Korean network television is over $25 million.

- **InStyle, Celebrity Photo Shoot (June issue):** A famous Korean celebrity, Sa-Rang Kim, had a photo shoot in Hawai‘i on April 23~27 organized by InStyle, which has a circulation of 65,000. Hawai‘i Tourism Korea secured a 10-page feature for Hawai‘i including a 2-page editorial on JW Marriott Ihilani Resort & Spa in the June issue. Entitled “Sunny side - Actress Sa-Rang Kim’s vacation look in Hawai‘i”, Hawai‘i was beautifully covered as the backdrop of the fashion shoot. The article also introduced information on JW Marriott Ihilani Resort & Spa’s facilities such as guest room, restaurant and spa. Total equivalent advertising value: $168,000.

MICE Educational Luncheon Seminar in Busan (June 26)

Hawai‘i Tourism Korea successfully held a Hawai‘i MICE luncheon seminar in Busan on June 26, inviting 45 travel agents and airline partners such as Korean Air, Asiana Airlines, Japan Airlines and Delta Air Lines. During the seminar, HTK introduced general information on Hawai‘i and the Hawai‘i MICE program, which included the services of the Hawai‘i Convention Center as the perfect venue for diverse groups of various sizes.
CHINA:

**New Hawaiʻi Tour Products in China**

- CITS, one of China’s Big Four travel agencies, is aggressively promoting Hawaiʻi in a range of new packages. In contrast to routine group tours, all visitors traveling with CITS will stay in Hawaiʻi a minimum of four nights. To launch the new packages, CITS held a joint Hawaiʻi Press Conference in Beijing with Hawaiʻi Tourism China and Hawaiian Airlines. During the event, attended by all major media, CITS introduced their new Hawaiʻi tour itineraries and emphasized that travel to the Neighbor Islands would be a highlight. Hawaiian Airlines also announced the opening of two sales offices in Beijing and Shanghai as it prepares to expand its China business.

- JTB New Century Tour is working with JTB Hawaii and Korean Air to promote new Hawaiʻi honeymoon theme packages. As flights from Tokyo to Honolulu are full this peak season, Korean Air is their other option. Their key products are a Hawaiʻi-only semi-FIT 6-night/8-day package and Hawaiʻi themed wedding packages. The selling point is that, unlike other agents’ semi-FIT products, the JTB packages offer an orientation for travelers when they arrive in Honolulu to give Chinese tourists a better understanding of the destination, hotels and transportation options.
Hawai‘i Tourism China is working with Shenyang Overseas on the design of their new Hawai‘i tour packages. Hawai‘i is rapidly becoming one of the most popular travel destinations in northeast China, and after successfully launching charter flights to Guam, Shenyang Overseas is promoting its Hawai‘i-only 6-night/8-day package, including the Big Island as an optional tour. All participants will fly via Korean Air and spend one night in Seoul on the return journey to China. Shenyang is seriously considering launching charter flights to Hawai‘i during Chinese New Year.

Sina is the major online media company for Chinese communities around the world, with over 100 million registered users. Sina Weibo, best known as the Chinese version of Twitter, has 56.5% of the Chinese micro-blogging market based on active users and 86.6% of the entire China market based on browsing time. It is the market leader ahead of Chinese competitors such as Tencent and Baidu. Sina’s Chinese social networking service has more than 140 million users, handles millions of posts per day, and is adding 20 million new users per month. It has more than 60,000 verified accounts, consisting of celebrities, sports stars and other VIPs and the top 100 users have over 180 million followers. Maintaining a very good relationship with Sina to better promote Hawai‘i, Hawai‘i Tourism China has persuaded Sina to launch a Hawai‘i-themed portal which allows Chinese Internet users to interact with each other and/or follow HTC through Sina Weibo. Also, popular micro blogs and blogs about Hawai‘i will be posted to help travelers find tips and share travel experiences. HTC also persuaded Sina to add two unique new Hawai‘i tour packages (from CITS and Caissa) on the main site so tourists can directly book travel via the new Hawai‘i portal. HTC has been focusing over the past six months on educating key Chinese travel agent groups about the selling points and travel resources of the Neighbor Islands and is seeing a rapidly growing number of agents including the Neighbor Islands in their new Hawai‘i packages. Since CITS plays a leading role in the China travel industry as one of the Big 4 China Travel Agents, HTC is confident that more agents will follow them in including the Neighbor Islands in new tour products.
Hawai‘i Tourism China continues to work aggressively with Ctrip, which has started to promote new 6-day Hawai‘i tour packages to take advantage of the summer holiday family travel season. The price for Ctrip’s 6-day Semi-FIT package starts from $2,060 and accommodation can be upgraded. Ctrip is a leader in Hawai‘i tour product innovation in China and the company has never stopped developing new Hawai‘i products since actively supporting the launch of direct non-stop China Eastern flights from Shanghai to Honolulu last year. Ctrip has advised HTC that the number of blocked seats they have on China Eastern’s flights for the second half of 2012 is not enough to meet the rapidly growing demand of Chinese visitors to Hawai‘i. As a result, Ctrip has secured a major seat allocation from Asiana Airlines, which is launching daily services between Incheon and Honolulu this month.

Hawai‘i showcased in Travel and MICE shows in China

- **China CYTS Outbound Travel American High-end Product Workshop:**

Hawai‘i Tourism China’s MICE team participated in the CYTS American High-end Product Workshop on June 7. To better promote Hawai‘i and MCI travel resources, the HTC MICE team gave an in-depth presentation on the sales points of Hawai‘i to over 80 key Chinese MICE planners, industry partners and travel trade media.

- **2012 Tiantan International Stroke Conference (TISC2012):**

Hawai‘i Tourism China’s MICE team participated in the 2012 Tiantan International Stroke Conference in Beijing in June to jointly promote the 2013 conference with the Hawai‘i Convention Center’s Beijing office. HTC/HCC set up a table at the registration area and gave in-depth introduction on the Hawai‘i Convention Center and Hawai‘i MCI resources.
Beijing International Tourism Expo 2012, 9th International Exhibition for Business & Leisure Tourism (June 15-17):

Hawai‘i Tourism China attended the Beijing International Tourism Expo 2012, one of the fastest growing in the industry and rapidly becoming an important and influential platform for tourism networking and business transactions in Asia. The three-day mega tourism event unveiled its international showcase of destinations, tourism attractions, travel packages, products and services. HTC met with trade partners and key agents, and presented upcoming Hawai‘i tourism promotions.

China Media coverage on Hawai‘i

Travel.sina.com (June)

Sina.com’s Travel Channel has created a comprehensive 30-page Hawai‘i Travel Portal that includes high-end tour packages advertised on the Travel Channel page. The Hawai‘i exposure is the result of Hawai‘i Tourism China’s media Fam held in May. CITS and Caissa Tours’ Hawai‘i products have been strategically placed in the portal for easy booking. Sina.com is one of the most influential portal sites in China and its Travel Channel is one of the top online travel media brands, with over 140 million daily page views. The 30-page Hawai‘i Travel Portal not only introduces the natural beauty, major attractions, endless shopping and excellent infrastructure in Hawai‘i, but also highlights its arts, culture, gourmet cuisine, etc. Total equivalent advertising value: $792,400.
Voyage (May): Voyage is a high-end travel magazine targeting professionals who seek in-depth travel experiences. Circulation is 586,000. Hawai‘i Tourism China assisted the magazine’s photo shoot of Miss World China in Hawai‘i. The May issue featured 6 pages of coverage of Hawai‘i. Total equivalent advertising value: $599,000.

Shanghai Times (6 June): the most popular weekly lifestyle paper in Shanghai and East China region. Circulation is 550,000. With the upcoming summer vacation, Hawai‘i Tourism China worked with the senior editor and included Hawai‘i in the “Taking Kids Travelling” special feature. A reader tells the story about taking his daughter and having fun in Hawai‘i. Total media value $31,000.

TAIWAN:

New Hawai‘i Tour Products in Taiwan

Hawai‘i Tourism Taiwan successfully negotiated with All Nippon Airways to launch a joint Hawai‘i promotion on its website marketing FIT packages which include the islands of Kaua‘i, Maui and the Big Island. HTT also worked with key agents to organize a Hawai‘i booth during the “US Summer Beach Festival” at Kaohsiung City Dream Mall from June 22 to July 15. Total equivalent advertising value: $100,000.
Hawai‘i Tourism Taiwan supported Acits Travel to promote their 5-day, 6-day and 8-day Hawai‘i tour packages at the 6th Travel Expo held and organized by Yahoo on-line from May 10 to June 10. Actis Travel provided a US$15 discount for on-line reservations to Hawai‘i. The campaign website can be found at: http://tw.travel.campaign.yahoo.net/travelexpo6.

Hawai‘i showcased in Travel Shows in Taiwan

Kaohsiung Tourism Exposition (southern city of Kaohsiung, June 8-11): Hawai‘i Tourism Taiwan shared a complimentary booth with Discover America and distributed Hawai‘i brochures including one-page flyers produced by the Big Island Visitors Bureau and promotions for the new Blue Hawai‘i tour package.

Taoyuan Tourism Exposition (northern county of Taoyuan, June 22-25): Hawai‘i Tourism Taiwan shared a complimentary booth with Discover America and distributed a variety of Hawai‘i brochures including one-page flyers produced by the Big Island Visitors Bureau and ANA’s tour package flyers named “ANA: Hawai‘i Fun & Easy Travel”.

Kaohsiung Dream Mall “US Summer Beach Festival”: Hawai‘i Tourism Taiwan worked with eight travel agents at the Hawai‘i booth during the promotional period (June 22~ July 15). Dream Mall had about 20 million visitors during the promotion, with about 50,000 each weekday and about 100,000 on weekends. HTT worked with participating travel agents to distribute China Airlines and All Nippon Airways Hawai‘i tour package flyers, as well as a variety of Hawai‘i brochures including a one-page flyer produced by the Big Island Visitors Bureau. Hawaiian Airlines and Aston Hotels & Resorts sponsored two inter-island tickets and two nights hotel accommodations as lucky draw prizes joining HTT that provided 100 Hawai‘i giveaways for the lucky draw. Dream Mall played Hawai‘i music and film clips all day throughout the promotion period.
Upcoming Asia Promotional Opportunities

Korea:
  a) Shooting for the 3rd Korean Travel Guidebook Production (End of August, All Islands)
  b) Nylon magazine Visit to Hawai‘i in conjunction with Hawai‘i Food & Wine Festival (Early September, O‘ahu and a neighbor island)

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

China:
  a) CITS and Hawaiian Airlines Media Fam trip (July)
  b) So Much More Hawai‘i Consumer Promotion with Ukubang.com in China (June 15 - September 30)
  c) China Incentive, Business Travel & Meetings Exhibition (CIBTM) (September 12-14, Beijing)
  d) China (Guangdong) International Tourism Industry Expo (CITIE) 2012 (September 14-16, Guangzhou)
  e) The First Shanghai International Golf (Tours) Exhibition 2012 (November 16 – 18)
  f) **China International Travel Mart** (November 15-18, Shanghai): the largest travel industry expo in Asia.

Please see the attached Booth application form with application deadline by **July 13**.

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

Taiwan & Other Asia:
  a) Hawai‘i Food Festival at Miramar Garden Hotel Taipei (July 1- August 31)
  b) Philippines Travel Madness Expo (July 19 – 21)
  c) Joint seminar with Hawaiian Airlines GSA Taiwan (date to be confirmed by HA)
  d) ANTOR Table Marts in Taichung & Kaohsiung (dates to be confirmed by ANTOR)

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

Mahalo!