Aloha!!
The Hawai‘i Tourism Authority's 2012 Hawaii Tourism Conference will be held on August 23 & 24 at the Hawai‘i Convention Center. Hawai‘i Tourism Asia’s 2013 Marketing Plan and opportunities to boost your involvement in the HTA’s marketing activities in the Asian markets will be presented, and will also be available on the HTA website after the Conference. Following are just some of the highlights of Hawai‘i Tourism Asia’s activities during the past month together with opportunities to participate in some of our future marketing programs in Asia.

Mahalo!

KOREA:

Asiana Airlines Hawai‘i Daily Flight Launch Events

- **Asiana Airlines Hawai‘i Daily Flight Launch VIP Reception (July 10):** this VIP launch promotion was organized in partnership with Asiana Airlines and Macallan to celebrate the launch of daily flights from Seoul to Honolulu by Asiana Airlines from July 10th. The VIP reception was held at a restaurant owned and operated by the famous Korean celebrity chef Edward Kwon inviting 60 VIPs from among the major travel agents and travel trade media. The menu was composed of 5 Hawaiian fusion dishes include based on Poi, Lomi Salmon, Ahi Poke, Kalua Pork, and Loco Moco, while Macallan introduced 5 different types of malt whisky matched to each dish. Asiana Airlines sponsored 4 roundtrip air tickets between Incheon and Honolulu (1 business class and 3 economy class) for the lucky draw at the conclusion of the VIP lunch, while Macallan sponsored 3 bottles of malt whisky.

- **Asiana Airlines <Hawai‘i Daily Flight Launch> with MBC Radio Station (July 2~31):** this joint promotion between Hawai‘i Tourism Korea, Asiana and MBN network radio station focused on Hawai‘i as a world-class romance destination. A total of 4 listeners tuning into “Women’s Generation”, a famous radio program on MBC network radio, who sent in their honeymoon stories won a trip to Hawai‘i with a loved one. A promotion event page was also placed on the websites of Asiana Airlines and MBC generating significant on-line traffic. Asiana Airlines sponsored round trip airfare for the 8 winners, and HTK is supporting the ground arrangements including accommodation and transportation.
Shinsegae Department Store <I Love Hawai‘i> Promotion in Busan
(July 20~August 15)

Hawai‘i Tourism Korea organized a major coop promotion with Shinsegae Department Store Centum City in Busan, the world's largest department store, targeting the Busan market during the peak summer vacation season. Four luxury consumers who purchase products at Centum City Department Store during the campaign will win a trip to Hawai‘i. Hawaiian Airlines sponsored 4 airline tickets and the Hyatt Regency Waikiki Beach Resort & Spa sponsored 2 room certificates for 3 nights each, while HTK sponsored ground-handling fees. Hawaiian hula is being performed 3 times a day in the main lobby of Centum City Mall as well. A direct-mail to 150,000 high-end shoppers was distributed by Shinsegae to launch this major promotion, and over 200,000 flyers have been printed to be distributed to shoppers during the promotion.

Haevichi Hotel & Resort <Hawaiian Festival> in Jeju (August 4~10)

A co-op promotion on Jeju Island with Haevichi Hotel & Resort, a luxurious hotel and subsidiary of Hyundai Motors, is targeting consumers under the title of ‘Hawaiian Festival’ from August 4 to 10. Hawaiian hula is being performed 2~3 times a day, and celebrity chef, Roy Yamaguchi has been invited to introduce 25 Hawaiian fusion dishes from August 6~8. Traditional Hawaiian food including Kalua Pork will also be introduced at the restaurant every night using an Imu. In support of this high visibility world-class promotion, Asiana Airlines is sponsoring roundtrip air tickets including domestic air tickets between Incheon and Jeju for 7 dancers and musicians from Hawai‘i, and Haevichi Hotel & Resort Jeju is sponsoring accommodation, meals, and laundry for the entire hula team and its crew during the promotion.
Korea Media coverage on Hawai‘i

- Vogue Girl <Hawai‘i Dreaming>: Hawai‘i Tourism Korea successfully secured a 6-color Hawai‘i special editorial in the July issue of Vogue Girl, a major fashion and lifestyle monthly magazine with a circulation of 65,000. The editorial consisted of 3 different chapters. Chapter 1, stories from Korean lovers of travel to Hawai‘i including personal stories from 7 Koreans who submitted answers to 7 questions related to Hawai‘i. Chapter 2 introduced movies that were shot in Hawai‘i such as “The Descendants”, “Just Go With It”, “50 First Dates” and “Honokaa Boy”. The feature also introduced the 2012 Hawaiian festival calendar with detailed descriptions of the major festivals including the Maui Whale Festival, the Merrie Monarch Festival, the Ukulele Festival, the Aloha Festival and the Kona Coffee Cultural Festival. Chapter 3 included things that Korean people can enjoy about Hawai‘i such as Hawaiian music, food and restaurants. Total equivalent advertising value: $84,000.

- Luxury <Hawai‘i, the most exciting islands - Aloha Life!>: this premium membership magazine with a circulation of 85,000 featured a 4-page editorial on Hawai‘i in its June issue. Entitled “Hawai‘i, the most exciting islands – Aloha life”, Hawai‘i was beautifully covered and the article introduced detailed information on surfing at Waikīkī, humpback whale watching, dinner cruises, bike tour at Haleakala, golf on Maui, and accommodations such as the Royal Hawaiian Hotel and Sheraton Maui Resort & Spa. Total equivalent advertising value: $56,000.

Neighbor Island Promotion with Yellow Balloon Tour

Yellow Balloon Tour is launching a Neighbor Island Promotion targeting Korean honeymooners who purchase air tickets and visit Hawai‘i’s neighbor islands - Hawai‘i’s Big Island, Maui and Kaua‘i in August. Utilizing Yellow Balloon Tour’s powerful official website, the promotion is being featured on the main page as well as on a special event page. Hawai‘i Tourism Korea is considering to provide shopping coupons, which are redeemable at the DFS Galleria in Hawai‘i, to consumers who meet the requirements of the promotion.
CHINA:

“Next Stop Hawai‘i, the Most Beautiful Place” Promotion

China International Travel Service (CITS) held a “Next Stop Hawai‘i, the Most Beautiful Place to Go” promotional press conference in Honolulu on August 1. Several media from China as well as Hawai‘i were invited to participate including presentations by the First Secretary from the US Embassy in Beijing, the Vice-Consul from the L.A Consulate, Hilton Hotels executives, Hawaiian Airlines executives and HTA officials. Hawai‘i Tourism China assisted CITS to coordinate with the US Embassy and Hawai‘i vendors and supported with setting up the press conference in Honolulu together with HTA HQ.

“Hawai‘i Discovery” new Package Tours

“Hawai‘i Discovery”, an innovative new Hawai‘i-only tour package has been launched by the China Trust Travel Alliance (TTA) and American International Tours (ATI). TTA is a major travel agency association in Beijing and Shanghai which includes all the major Chinese travel agents as members include CTS, CYTS, China Comfort Travel and CITIC Travel in Beijing, and in Shanghai, Shanghai CITS, Shanghai CTS, Shanghai CYTS, Shanghai Airlines Int’l Tours and Shanghai Comfort Travel. TTA’s famous U.S. Mainland tour product “Hollywood to Broadway” lasts 20 days and takes Chinese visitors from the West to East Coast by luxury coach. HTC worked with TTA to develop a Hawai‘i-brand TTA tour product called “Hawai‘i Discovery”. The tour package will take 10 days on Hawaii only and include O‘ahu, Kaua‘i, Maui and Hawai‘i’s Big Island with a focus on high-quality. The first group is scheduled to arrive at the end of October targeting Hawai‘i’s shoulder season, and China Eastern Airlines has agreed to allocate seats for one or two major groups each month on a on-going basis.
Trade Training Activities in China

- **Hawai‘i Tourism China** conducted in-house training in conjunction with CITS East China targeting their branch office network in Shanghai. Over 70 outbound center staff attended the Hawai‘i educational training as HTC introduced updated tourism information from each island and provided new Hawai‘i tour package itineraries to agents. As a result, CITS decision makers agreed to develop new Hawai‘i-only tour packages by using new Hawai‘i supplier services which are not included in their current packages.

- **Hawai‘i MICE Seminar**

  Hawai‘i Tourism China continued with its monthly major Hawai‘i MCI-themed seminars to update key Chinese MICE players on Hawai‘i MICE resources. A total of 75 participants in Beijing learned about the growing number of cultural events, tourist attractions and entertainment options available in Hawai‘i for MICE groups. HTC presented different tourist attractions available on all six islands, including tailored tours, hotels and popular incentive event locations. The image of Hawai‘i as a world-class incentive destination is rapidly rising among key MICE planners in the China market.

Consumer Promotion with Social Networking Channels in China

- **SINA Travel Channel Online Bloggers Salon**

  Hawai‘i Tourism China participated in the SINA Online Bloggers Salon on July 14 in Beijing. As one of the world’s largest online media companies, SINA’s Blogger and Weibo (Chinese Twitter) is the most influential on-line media channel in China, boasting:
  
  - 700 million registered users
  - 1.4 billion daily page views
  - 58 million daily visitors
The Travel Channel on SINA.com directly connects businesses to customers through three major sub-channels: domestic and outbound travel, airline and hotel. This includes over 30,000 mini-websites for domestic and outbound travel destinations, as well as various online booking services for airline, hotel, and travel packages. SINA is a trendsetter among Chinese high-end travelers and FITs who read SINA’s in-depth reports on worldwide destinations. The purpose of this major on-line promotion was to create a new communication platform, opening the door to many more opportunities for cooperation between HTC, travel agencies, and travel bloggers. SINA chose the most active 50 tourism bloggers in the China market for face-to-face meetings with travel bureau representatives. During the event, HTC introduced Hawai‘i travel resources to these 50 power bloggers and the uniqueness of Hawai‘i compared to other destinations.

- **Ukubang.com:** HTC continues to promote the “So much more Hawai‘i” campaign in which tourists can share their travel tips and travel stories online. Through online voting, the author of the most popular article will win a 3-night/5-day Hawai‘i tour. The campaign has been included on the official map of Shanghai distributed at Shanghai airports, Shanghai Art Map, and through popular Weibo accounts.

**China Media coverage on Hawai‘i**

- **GooTrip (June):** this leading travel magazine has a special focus on world-class destinations with a massive urban consumer readership of 620,000 monthly throughout China. **Hawai‘i Tourism China** worked with the magazine to promote summer vacation packages and to introduce summer camps in Hawai‘i for Chinese high school students. Hawai‘i’s beautiful natural environment and huge range of outdoor activities were introduced to readers. Total equivalent advertising value: $82,300.
Metro Weekly (July 24): this free weekly paper distributed throughout Shanghai’s 13-line subway network is read by 150,000 commuters each week. In the summer getaway special feature, the Hawaiian Islands were recommended as an ideal destination for Shanghai residents. Multi-island itineraries were introduced with special recommendations for helicopter tours and Mauna Kea Star Gazing on Hawai‘i’s Big Island. Total equivalent advertising value: $118,500.

Golf Travel (July): this high-end golf publication targets high-spend golfers who love to combine golfing and travel with a monthly circulation of 291,360. In the ‘Classic Golf Routes’ column, Hawai‘i Tourism China introduced golf courses and as a result, the magazine featured 2 pages introducing golfing on the Hawaiian Islands. Total equivalent advertising value: $109,700.

Hawai‘i Tourism China worked with popular travel website Mafengwo.cn and promoted Hawai‘i through their official weibo site at the end of June. The Mafengwo.cn travel weibo has a remarkable 593,000 followers interested in independent overseas travel. The weibo promotion includes the neighbor islands of Maui, O‘ahu and Kaua‘i.

TAIWAN:

Hawai‘i Food Festival at Miramar Garden Taipei Hotel

Hawai‘i Tourism Taiwan assisted the Miramar Garden Hotel with Aloha shirts, photo images, Hawaiian music, and recipe books to hold a Hawai‘i Food Festival for two full months from July 1 through August 31. HTT also helped the hotel develop a media release to promote the event. Miramar Garden Taipei Hotel provided space for HTT to display Hawai‘i tourism brochures, China Airlines’ Blue Hawai‘i package flyers, ANA’s FIT Hawai‘i package, and Hawai‘i’s Big Island flyers.

Taiwan Media coverage on Hawai‘i
Next Media “Me” Magazine July Issue: Next Magazine Taiwan is one of the most popular magazines in Taiwan, with a weekly circulation of 165,000 copies. Hawai‘i Tourism Taiwan sponsored the Next Media Fam Tour to Hawai‘i on June 2-6. The Kahala Hotel & Resort sponsored accommodation for the six crew including two models, in exchange for a 4-page report on the hotel, and another 4-page report on Hawai‘i activities, shopping and the King Kamehameha Festival. The Kahala Hotel & Resort was chosen for its unique attractions including its gardens, celebrity photo gallery, wedding gazebo, beachfront facilities, and Dolphin Quest. All Nippon Airways also joined the project by sponsoring 6 air tickets for the crew to promote its new Hawai‘i FIT packages just launched in Taiwan. Me Magazine also launched an “Aloha Sunshine” and “Hot Vacation” theme photo shoot around Honolulu, generating 22 pages of coverage. Total equivalent advertising value: US$1.23 million.

THE PHILIPPINES:

Philippine Travel Madness Expo in the Philippines

The first Travel Madness Expo was organized by a new group of IATA Agents called Travel Innovators in Manila at the SM Exhibition Center on July 20 - 22. This is a strategy to boost sales during the low travel season in the Philippines. Hawaiian Airlines participated with a booth and Hawai‘i Tourism Asia supported with giveaways for the promotion of Hawai‘i Tour Packages to the 4 Hawaiian Islands: Honolulu Special, Explore Lihue, Hawaii Big Island Adventure, and Maui Magic. The special promotion was a uniform rate for the flight from Manila to any of the 4 islands in Hawai‘i. The exhibitors reported brisk sales.
Upcoming Asia Promotional Opportunities

Korea:

a) Shooting for the 3rd Korean Travel Guidebook Production (August - September, All Islands)
b) Nylon magazine’s visit to Hawai’i in conjunction with Hawai’i Food & Wine Festival (Early September, O‘ahu and a neighbor island)
c) Asiana Airlines Busan Agent FAM Trip (September 5~10, O‘ahu and Hawai‘i’ Island)

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)
b) China Incentive, Business Travel & Meetings Exhibition (CIBTM) (September 12-14, Beijing)
c) China (Guangdong) International Tourism Industry Expo (CITIE) 2012 (September 14-16, Guangzhou)
d) The First Shanghai International Golf (Tours) Exhibition 2012 (November 16 – 18)
e) 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) Hawai‘i Food Festival at Miramar Garden Hotel Taipei (July 1- August 31)
b) Kaohsiung Travel Fair (September 17-21)
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!