

Hawai'i Visitors and Convention Bureau
 Developing International Markets Division
 2003 Marketing Events Calendar

MMA	Country	Trade / Consumer Show (HVCB-Corporate participation)	Promotions / Special Events (Festivals, Aloha Cities, Travel Trade Roadshows)	Trade / Consumer Show (Worldwide Representative HVCB office participation)	Familiarization Trips (Media/Travel Agent)	Other
January						
ASIA	Korea					
	China					
	Taiwan					
EUROPE	United Kingdom			1/30-2/2 Destinations Consumer Show JB/MM		
	Germany			18-26 CMT Stuttgart RB	11-29 Holger Leue, Photographer Reisefieber & n-tv.de Media, DC	
LATIN AMERICA	Brazil				1/21-2/17 Latin America Media Fam Media, JGU/ML	
	Mexico					
OCEANIA	Australia					
	New Zealand					
February						
ASIA	Korea			5-9 WEDEX Korea (Spring) JPS/YP		
	China					
	Taiwan					
EUROPE	United Kingdom					
	Germany			5-9 Reisen Hamburg RB	15-25 Christine von Pahlen Madame Magazine Media, DC	
LATIN AMERICA	Brazil			15-23 CBR Munich RB		
	Mexico			17-21 Expovacaciones USA JGU		
	Australia		Visit USA Seminars RL		"The Great Outdoors" Media, RL	
OCEANIA	New Zealand			9 Flight Centre Expo DW		
				10-12 Visit USA DW		
March						
ASIA	Korea					
	China					
	Taiwan		TBA Inhouse Travel Agent Seminar (1) HL		TBA Power Network TV Film Trip Media, TBA	
					TBA Travel Agent Fam Tour Travel Agent, TBA	

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EUROPE	United Kingdom					
	Germany			7-11 International Tourism Exchange (ITB) Berlin RB, coordinated by ML		
LATIN AMERICA	Brazil					
	Mexico					
OCEANIA	Australia		9-18 Creative Holidays USA Roadshow Tour Wholesale Travel Retail Seminars RL			
	New Zealand					
April						
ASIA	Korea					
	China		7-13 Yunnan Festival TBA			
	Taiwan			TBA Taichung Trade Show HL	9-15 United Daily News Press Trip Media, TBA	
					TBA F4 Filming Project Media, TBA	
EUROPE	United Kingdom					
	Germany			8-10 Imex Frankfurt RB (for CMI)		
LATIN AMERICA	Brazil					
	Mexico					
OCEANIA	Australia		Aloha Breakfast Seminars Tour Wholesale Travel Retail Seminars RL		4-22 Grainger Television Media, ML	
					TBA Travel Media Journalist Fam Media, TBA	
	New Zealand					
May						
ASIA	Korea					
	China					
	Taiwan			2-5 Kaohsiung Trade Show HL		
EUROPE	United Kingdom					
	Germany	17-21 TIA's 35th Annual International POW WOW ML			2-11 tm-Das Tourismus Magazine Counter Cup (in co-op with American Airlines & NCL) Travel Agent, DC	1 (in some countries, 2) May Day is Lei Day
LATIN AMERICA	Brazil					
	Mexico					

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OCEANIA	Australia				TBA Tour Wholesale/Travel Agent Fam Travel Agent, TBA	Co-op Advertising with Tour Wholesaler RL
	New Zealand				TBA NCL Fam Trip Media, TBA	"Month of May of Lei" Major Promotional Campaign DW
June						
ASIA	Korea	5-8 Korea World Travel Fair (KOTFA) DC	9 Aloha Seoul Travel Agent Luncheon & Seminar DC		TBA (late June) Tour de Monde Media, TBA	
	China					
	Taiwan		TBA Inhouse Travel Agent Seminars (2) HL			TBA Co-op with airlines partner HL
EUROPE	United Kingdom		TBA VUSA Meet The Press Day JB			
	Germany					
LATIN AMERICA	Brazil					
	Mexico					
OCEANIA	Australia		Aloha Breakfast Seminars Tour Wholesale Travel Retail Seminars RL			
	New Zealand					
July						
ASIA	Korea				TBA (early July) Press Fam Trips (Honeymoon, Golf, and Travel Trade) Media, TBA	
	China					
	Taiwan					
EUROPE	United Kingdom					
	Germany					13 Ironman Germany - Frankfurt TBA
LATIN AMERICA	Brazil					
	Mexico					
OCEANIA	Australia		Aloha Breakfast Seminars Tour Wholesale Travel Retail Seminars RL			
	New Zealand					
August						
ASIA	Korea			8-12 WEDDEX Korea (Autumn) JPS/YP		TBA (late August) "Aloha Hawai'i" Essay Contest Award Luncheon JPS
	China					
	Taiwan					
EUROPE	United Kingdom					
	Germany					
LATIN AMERICA	Brazil					
	Mexico					

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OCEANIA	Australia		Aloha Breakfast Seminars Tour Wholesale Travel Retail Seminars RL		TBA HVCB "Top Agents" Upscale Fam Travel Agent, TBA	
	New Zealand					
September						
ASIA	Korea				TBA (late September) VIP Travel Agents Fam Trip & Mini-Mart Travel Agent, TBA	TBA HVCB-DIM Annual Meeting ALL
	China		20-24 Beijing International Cultural Tourism Festival TBA			
	Taiwan		TBA Inhouse Travel Agent Seminars (3) HL			
EUROPE	United Kingdom					
	Germany					
LATIN AMERICA	Brazil			10-12 La Cumbre JGU, coordinated by TBA		
	Mexico					
OCEANIA	Australia				TBA "Top Producers" Retail Fam Trip Travel Agent, TBA	
	New Zealand				TBA "Adventure" Media Tour Media, TBA	
October						
ASIA	Korea					TBA Travel Agent Fam Tour Travel Agent, TBA
	China					
	Taiwan					
EUROPE	United Kingdom					
	Germany		15 VUSA Breakfast Seminar - Mainz RB			
LATIN AMERICA	Brazil			22-26 ABAV JGU		
	Mexico					
OCEANIA	Australia		Aloha Breakfast Seminars Tour Wholesale Travel Retail Seminars RL	TBA Holiday Travel Show (Melbourne & Sydney) RL		
	New Zealand					
November						
ASIA	Korea					
	China		20-23 China International Travel Mart (CITM) TBA			

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	Taiwan	15-18 Taipei International Travel Fair (ITF) TBA	19 School of Hawai'i Agent Seminar TBA			
			19-26 Aloha City TBA			
EUROPE	United Kingdom	10-13 World Travel Market (WTM) ML				
	Germany		6-9 Aloha Germany ML	28-30 Reisemarkt Cologne RB		
			29 PATA Seminar RB			
LATIN AMERICA	Brazil					
	Mexico					
OCEANIA	Australia		Aloha Breakfast Seminars Tour Wholesale Travel Retail Seminars RL		TBA Travel Media Journalist Fam Media, TBA	
	New Zealand					
December						
ASIA	Korea					
	China					
	Taiwan					
EUROPE	United Kingdom					
	Germany					
LATIN AMERICA	Brazil					
	Mexico					
OCEANIA	Australia		Aloha Breakfast Seminars Tour Wholesale Travel Retail Seminars RL			
	New Zealand					
				KEY	CA Cheryl Lynn Akai CZ Cynthia Zhou DC Daniel Chun DR Diana Romero DW Darragh Walshe HL Hsin Lee IY Ivan Yang JB Julie Blissett JGA Jill Gardner JGU Julio Guridi	JJ Jennifer Jia JPS Jae P. Sho ML Michele Lee MS Maydene Simmons RB Regina Bopp RL Ray Lane TY Tina Yao VM Victoria Moore WWO Wei-Wei Ojiri YP Young Park