

2026 July – December Partnership Opportunities
MMA: CHINA

ACTIVITY	DATE	DESCRIPTION	LOCATION	COST
TRAVEL TRADE SHOWS/EVENTS				
China-Asean International Tourism Fair	Sep	China's leading international travel trade show, providing a platform for destination promotion, business networking, and tourism partnerships among industry professionals from China, ASEAN, and global markets.	Kunming, Yunan	Promotional materials/giveaways
TRAVEL TRADE TRAINING				
U.S. Commercial Service Travel And Tourism Roadshow (B2B)	Sep	Co-hosted by EducationUSA and the U.S. Commercial Service, this exclusive networking event connects airlines, U.S. tour operators, and other travel partners, with 30–50 participants expected in each city.	Wuhan	Promotional materials/giveaways
PUBLIC RELATIONS				
RedBook Influencer & National Geographic Photographer Collaboration	Nov	A strategic content partnership with social influencer and National Geographic photographer ShenRan (300K+ followers) to showcase Hawai'i's landscapes, culture, outdoor experiences, and responsible tourism through premium visual storytelling.	Hawaiian Islands	Sponsorships of activities, meals, accommodation, flights, etc.
CONSUMER PROMOTIONS				
Social Media Content Collaboration	Ongoing	HTC's social media platforms, including WeChat, Weibo, Little Red Book, and Douyin, are available for consumer engagement. Industry partners are invited to contribute content for posting.	Virtual	Complimentary
Tongcheng Travel (LY.com) Collaboration	Ongoing	Partner with Tongcheng, a leading OTA, promoting Hawai'i hotels, attractions, activities, and vacation packages through its platform and marketing channels to drive awareness and bookings.	Virtual	Promotional offers
Hangzhou 8th International Ukulele Festival	Oct	The festival promotes Hawaiian music and culture through concerts, workshops, competitions, and cultural	Hangzhou, Zhejiang	Promotional materials/giveaways

		exchange, fostering international collaboration within the global ukulele community.		
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Contact Information

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