

2026 July – December Partnership Opportunities
MMA: JAPAN

ACTIVITY	DATE	DESCRIPTION	LOCATION	COST
TRAVEL TRADE SHOWS				
Tourism EXPO Japan	September 24 – September 27 (Trade and Press Day: September 24 – 25)	One of Asia’s largest travel trade events, jointly organized by the Japan Travel and Tourism Association (JTTA), the Japan Association of Travel Agents (JATA), and the Japan National Tourism Organization (JNTO). HTJ will collaborate with the Hawai’i Promotions Committee Japan (HPCJ) to participate in the event. During the Trade and Press Day, HTJ and HPCJ will facilitate networking opportunities between Hawai’i stakeholders and Japanese travel professionals, enabling the exchange of the latest destination updates and fostering the development of new travel products.	Tokyo	None (Need to be a member of HPCJ)
TRADE FAMILIARIZATION TRIPS (FAMS)				
TRAVEL TRADE EDUCATION				
Educational Seminar Blitz	Throughout the year	Collaborate with Hawai’i Promotion Committee Japan (HPCJ) to conduct trade educational seminar in target cities on regenerative tourism while sharing the latest updates.	Online/Japan	Information/marketing resources
PUBLIC RELATIONS				
Media Coverage Support	Throughout the year	When media travels to Hawai’i, HTJ will support to connect for coverage opportunity. Inquiries from media will be received throughout the year. Barter support for lodging, meals, and activities will be requested.	NA	In Kind/information/marketing resources
Media Webinar	August/November	HTJ will host a media webinar to share the latest Hawai’i news, updates, and story ideas, inspiring media coverage and future editorial opportunities.	Online	Information/marketing resources
Media FAM	September/November	HTJ will invite media to Hawai’i to experience the destination firsthand, with the goal of generating editorial coverage and feature stories.	Hawai’i	In Kind

CONSUMER PROMOTIONS				
Hawai'i from Age 65	Until end of December	HTJ's active senior campaign, "Hawai'i from Age 65," launched at the end of April. The dedicated landing page features participating partners offering value-added benefits to encourage travel bookings.	Online	Value-added benefit
allhawaii	Throughout the year	Information provided by partners can be featured on HTJ's official Japanese site allhawaii.	Online	Information/marketing resources
SNS Promotion	Throughout the year	HTJ will share information on SNS platforms	Online	Information/marketing resources
Event Endorsement	Throughout the year	HTJ endorses events throughout Japan that will disseminate the information and the charm of Hawaiian Islands.	Japan	In Kind/Information/marketing resources
CONSUMER SHOWS				
Tourism EXPO Japan	September 24 – September 27 (Public day: September 26 - 27)	One of Asia's largest travel trade events, jointly organized by the Japan Travel and Tourism Association (JTTA), the Japan Association of Travel Agents (JATA), and the Japan National Tourism Organization (JNTO). HTJ will collaborate with the Hawai'i Promotions Committee Japan (HPCJ) to participate in the event. During the public exhibition days, participating Hawai'i partners will have the opportunity to showcase their products and services directly to consumers, increasing destination awareness and inspiring future travel to Hawai'i.	Tokyo	None (Need to be a member of HPCJ)

Contact Information

Travel Trade Education: sales@htjapan.jp

Public Relations: prhtj@htjapan.jp

Consumer Promotion: marketing@htjapan.jp