

2026 July – December Partnership Opportunities
MMA: OCEANIA

ACTIVITY	DATE	DESCRIPTION	LOCATION	COST
TRAVEL TRADE SHOWS				
Luxperience	Nov	A premium luxury travel trade event connecting high-value travel advisors and suppliers. Opportunity to showcase Hawai'i's luxury accommodation, experiences, and unique selling points to an audience specialising in high-end travel.	SYD	TBC
TRADE FAMILIARIZATION TRIPS (FAMS)				
Trade Self Famil Program	Year round	Provides travel advisors with access to complimentary or discounted experiences, accommodation, and activities to support destination education. Designed to increase first-hand knowledge of Hawai'i's products and inspire advisors to confidently sell the Islands.	All Islands	In kind
Helloworld Famil	Aug	A hosted travel advisor famil providing on-ground support and destination experiences across O'ahu and the Island of Hawai'i. The program will allow participants to gain deeper product knowledge and discover new experiences to recommend to their clients.	O'ahu and The Island of Hawai'i	In kind
Flight Centre Famil	Aug	A hosted travel advisor famil showcasing the diverse experiences, accommodation, and attractions available across O'ahu and Kaua'i. Participants will gain valuable destination insights and firsthand knowledge to support future Hawai'i bookings.	O'ahu and Kaua'i	In kind
Aqua Aston Trade Famil	Nov	A hosted travel advisor famil showcasing Aqua-Aston properties and experiences on O'ahu. The opportunity will provide advisors with enhanced product knowledge and a deeper understanding of accommodation options available for their clients.	O'ahu	In kind
TRAVEL TRADE EDUCATION				
Webinars	All year	Online destination training sessions providing travel advisors with the latest Hawai'i updates, product information, and selling tools. Webinars help strengthen advisor confidence and keep Hawai'i top of mind when planning client itineraries.	Online	\$0
Newsletter inclusion	Monthly	Opportunity to feature Hawai'i updates, partner news, offers, and destination inspiration within trade and consumer newsletters. Supports ongoing engagement with travel advisors and potential travellers.	Online	\$0
Co-ops	All year	Opportunities for partners to collaborate on targeted marketing initiatives through exclusive or favourable co-operative advertising rates. Campaigns can support	Online/print	\$0

		increased destination awareness and travel demand through trade and consumer channels.		
PUBLIC RELATIONS				
HTO Group Media Fam	Sep	A media famil focused on showcasing Hawai'i's wellness offerings through immersive experiences across Kaua'i and O'ahu. The group will include approximately five media participants, generating destination storytelling opportunities and editorial coverage.	Kaua'i and O'ahu	In kind
CONSUMER PROMOTIONS				
BYRDLI	Aug	Influencer partnership opportunity featuring hosted experiences and promotional rates as part of the BYRDLI campaign. Designed to inspire travellers through authentic storytelling and showcase Hawai'i experiences to a targeted audience.	O'ahu	In kind
Well Traveller	Jul-Nov	Promote wellness-focused Hawai'i products and experiences through the Well Traveller digital platform. The campaign will highlight Hawai'i as a destination for rejuvenation, wellbeing, and mindful travel.	Online	\$0
Tripadvisor	Aug-Oct	A two-month consumer campaign designed to increase awareness and inspire travel consideration for Hawai'i. Opportunity to leverage Tripadvisor's audience through targeted digital promotion and destination content.	Online	TBC
CONSUMER SHOWS				
Flight Centre Expo	Oct	A consumer-facing travel event providing an opportunity to connect directly with travellers and promote Hawai'i holidays. Partners can participate through sharing special offers, destination messaging, and travel inspiration to drive future bookings.	SYD	TBC

Contact Information

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