

2026 July – December Partnership Opportunities
MMA: TAIWAN

ACTIVITY	DATE	DESCRIPTION	LOCATION	COST
TRADE FAMILIARIZATION TRIPS (FAMS)				
Social Influencer Visits	Aug & Oct	August visit to focus on Family themed travel; October visit to focus on LGBT friendly travel.	Hawai'i	Sponsorship of activities, meals, accommodation and transportation
TRAVEL TRADE EDUCATION				
Coop with Xi-Real Tour	Dec	A series of seminars for Xi's sub-agents across Taiwan designed to enhance destination knowledge, promote product offerings, support itinerary planning, and increase overall destination awareness.	Taiwan	Partners may provide brochures, flyers, giveaways, sweepstakes prizes, and special offers or travel packages
PUBLIC RELATIONS				
Media Visit: Marie Claire and Eszter Chen (Influencer)	Sep	In partnership with Marie Claire Taiwan and Eszter Chen, HTT will curate a cultural experience showcasing local craftsmanship and Hawai'i's natural beauty as inspiration for artists and storytellers.	Hawai'i	Sponsorship of activities, meals, accommodation and transportation
Media Visit: Next Media TV	Sep	Next Media, one of Taiwan's leading television networks, will produce a one-hour program highlighting Hawai'i's natural beauty, culture, and connections to Taiwan.	Hawai'i	Sponsorship of activities, meals, accommodation and transportation
CONSUMER PROMOTIONS				
Co-op with MODO Travel	Aug	Co-op with Modo Travel, Taiwan's leading luxury travel agency, to host a consumer seminar introducing Hawai'i to high-net-worth clients and inspiring future travel.	Taipei	Partners may provide video content, giveaways, sweepstake prizes, and special product offerings
Co-op with Lion Travel	Nov	Co-op campaign promoting Hawai'i as a welcoming LGBTQ+ destination, targeting Taiwan's LGBTQ+ community and highlighting Honolulu Pride events.	O'ahu	Partners may provide product offerings and special packages
CONSUMER SHOWS				
Taiwan Aloha Festival	Jul 31– Aug 2	In partnership with the Council of Indigenous Peoples, this three-day festival is expected to attract over 10,000 attendees and showcase Hawai'i's culture, cuisine, and products.	New Taipei City	Partners may provide brochures, flyers, and giveaways

International Travel Fair	Nov 6–9	Taiwan's premier consumer travel show. HTT will exhibit as part of the USA Pavilion.	Taipei	Partners may provide brochures, flyers, and giveaways
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