
Tuesday, June 28, 2016

ISLAND AIR RETAINS GLOBAL SALES AGENTS IN KOREA AND JAPAN

HONOLULU — Island Air has formed partnerships with two global sales agents to provide sales and marketing services in Korea and Japan. ICONNECT, a leading sales, marketing and public relations consultancy in Seoul, will represent Island Air in Korea, and Hawaiian Network, Inc., a Tokyo-based sales and marketing firm with a focus on promoting tourism business in Hawai'i, will represent the airline in Japan. The new relationships are part of Island Air's ongoing efforts to grow the airline's leisure, commercial and group business, as well as expand into new and emerging markets on the mainland and throughout the Asia-Pacific region.

ICONNECT will focus on increasing awareness of Island Air's interisland service, as well as group promotions and targeted travel packages. The ICONNECT team has more than 20 years of combined experience in promoting Hawai'i in Korea, and has a deep understanding of the Hawai'i market as well as strong relationships with local travel wholesalers, retailers and the media. Emily Kim, ICONNECT's CEO and managing director, was previously contracted by the Hawai'i Tourism Authority to represent Hawai'i in Korea. In this role, Kim worked closely with Hawai'i government and tourism officials to help grow airlift to the Islands, including the expansion of service by Korean Air and Asiana Airlines, and the start of service to Hawai'i by Jin Air.

Hawaiian Network, Inc., which has an 18-year history of promoting tourism business in Hawai'i, will assist Island Air in building brand awareness and increasing sales activities in key Japan markets. Over the years, Hawaiian Network has served as the Japan sales and marketing representative for numerous Hawai'i hotels and resorts, a Kaua'i golf club and a Big Island tour company. Kazunaga Ueda, representative director for Hawaiian Network, has developed long-standing relationships with local visitor industry officials, tour operators, travel agencies, hotels and attractions to promote Hawai'i as a destination to visitors from Japan.

(more)

“Island Air is excited to partner with ICONNECT and Hawaiian Network, Inc., two firms that have proven track records in building brand awareness and strategically positioning Hawai‘i tourism businesses in the Korea and Japan markets, respectively,” said David Uchiyama, Island Air president and chief executive officer. “We look forward to working with ICONNECT and Hawaiian Network to promote Island Air’s interisland service, while also helping to create new opportunities to market neighbor island destinations to Korean and Japanese visitors.”

ABOUT ISLAND AIR:

Island Air is the value leader in the Hawaiian Islands, offering 238 convenient flights each week between O‘ahu, Maui, Kaua‘i and Hawai‘i Island. The affordable alternative for interisland travel, Island Air’s 64-seat ATR-72 aircraft are able to provide captivating aerial views of Hawai‘i’s remarkable landscapes. Founded in 1980 as Princeville Airways, the company was renamed Island Air in 1992 and has been proudly serving the islands of Hawai‘i for more than 35 years.

For more information about Island Air or to make a reservation, visit www.islandair.com or call (800) 652-6541. Let us know how we are doing on Yelp or TripAdvisor or just stay connected by liking Island Air on Facebook at www.facebook.com/islandairhawaii, or follow @IslandAirHawaii on Twitter and @IslandAir_Hawaii on Instagram.

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