



# 2024 HTA Spring Tourism Update

**3.6. 2024**

DENNIS SUO – MANAGING DIRECTOR

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# Hawai'i Tourism China Team



Dennis Suo  
Managing  
Director



Alexander Wong  
COO & CFO



William Zhang  
Dir. of Trade &  
Partnership  
(Beijing)



Jasmin Li  
Sr. Manager of  
Trade and  
Training  
(Shanghai)

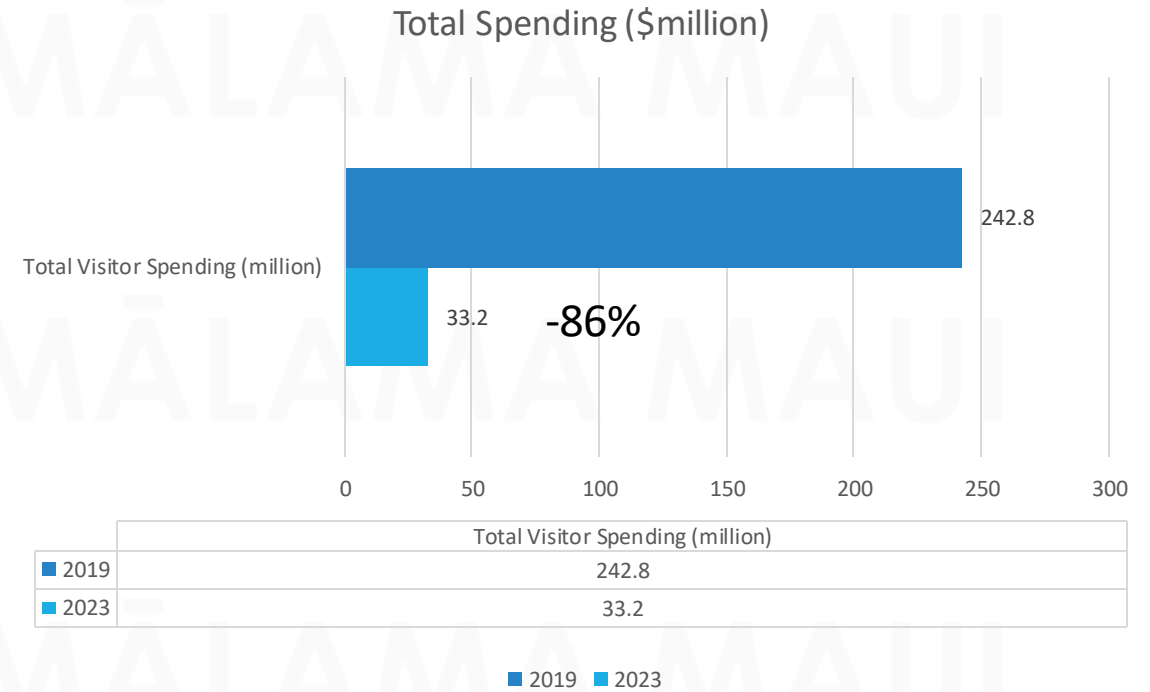
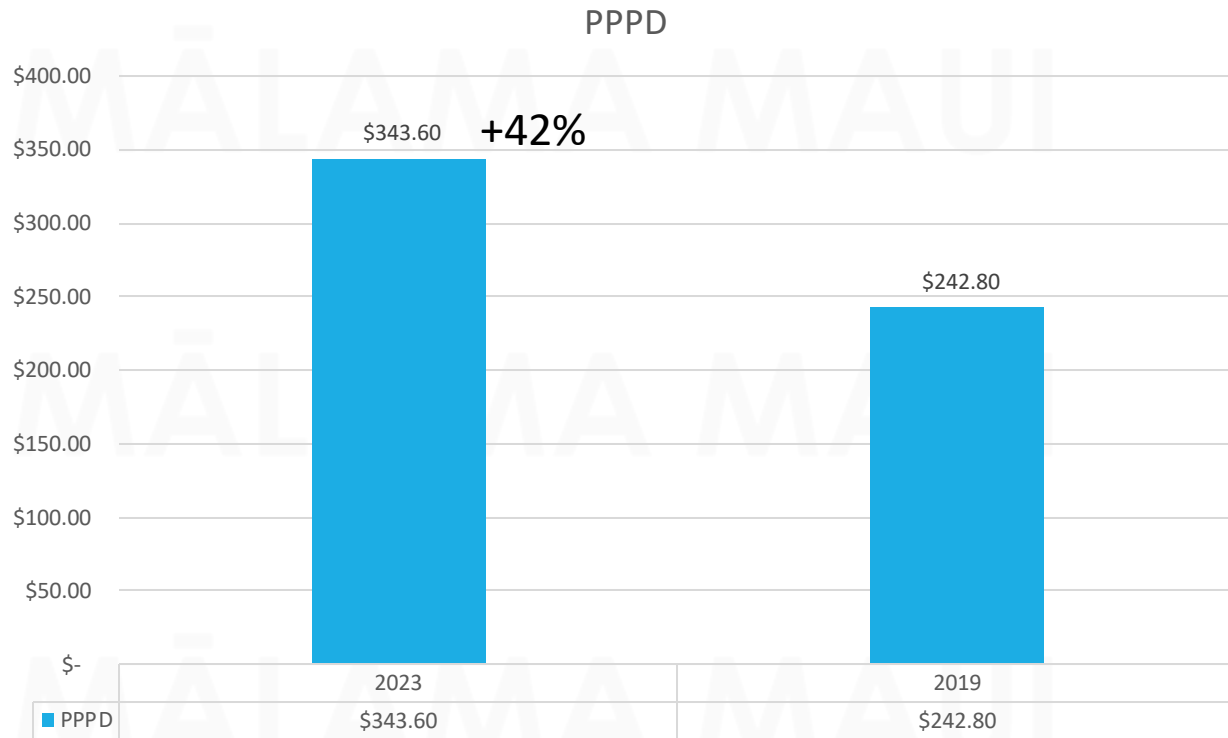


Sarah Wang  
Dir. of PR &  
Social Marketing  
(Beijing)

# MARKET SITUATION

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# CHINA VISITOR STATS 2023



# GENERAL ECONOMY

## ▶ CNY vs. USD

7.2 vs. 6.9 LY, -4.67% (Feb 2024)

## ▶ GDP

+4.5% in 2023, +5% in 2024 (FC)

## ▶ Urban Unemployment Rate

5.2% (2023) vs. 5.2% (2022)

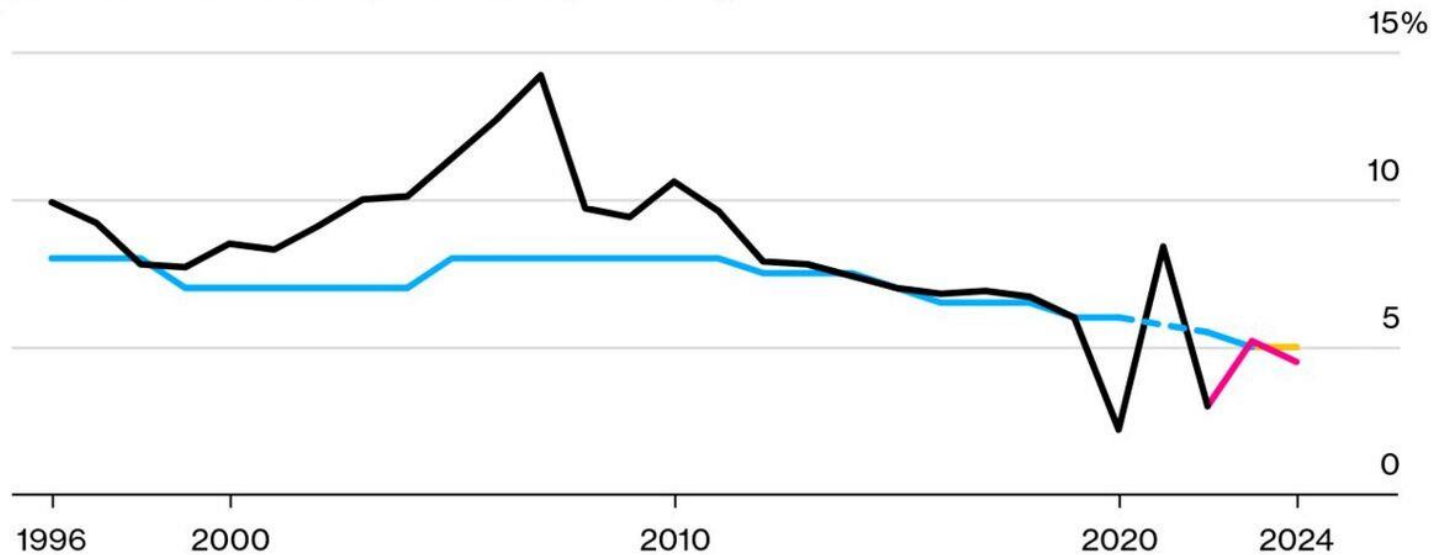
## ▶ Annual Inflation Rate

0.2% (2023) vs. 1.7% (2024)

### China Seen Setting 2024 Growth Target at Around 5%

Goal tipped by some economists would need more policy support than 2023 to attain

Actual growth / Consensus forecast on actual growth / Growth target / Some economists' expectation on growth target



Source: Bloomberg-compiled data

Note: China did not set a growth target for 2020 due to the Covid-19 pandemic.

Bloomberg

# OUTBOUND TRAVEL SENTIMENT

Chinese travel  
trade survey  
findings  
(Dragon Trail  
Research)

The millennial market dominates travel trade sales in 2023

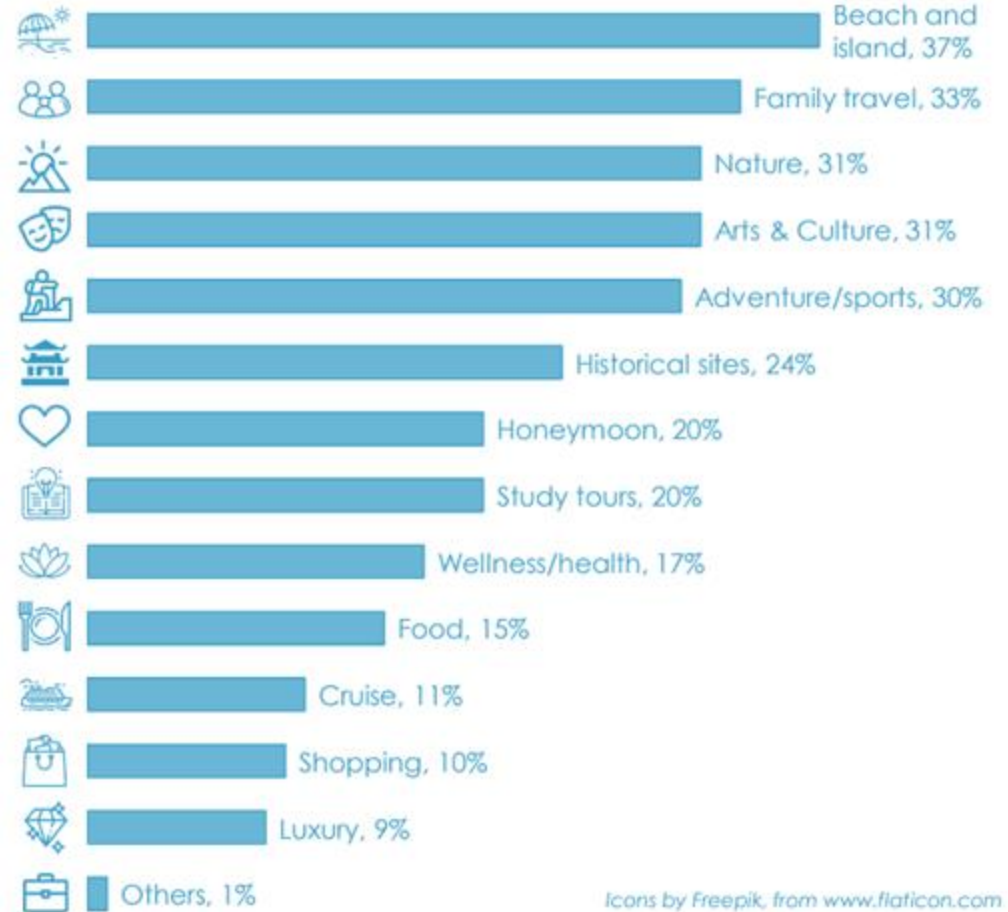
Focus on independent and small group travel

Beach vacation & nature, arts and culture, family travel, and special experiences are selling best

Quality and experiences are valued over low prices

Visas and travel costs are the leading obstacles to recovery

## Which travel themes are most popular in 2023? (N=101)



Icons by Freepik, from [www.flaticon.com](http://www.flaticon.com)

# AIR SEAT SYNOPSIS

**3/31/24: 100** flights weekly

U.S. **5** Chinese & **3** US carriers (reciprocity)



Ideal connecting flight from (Japan) Narita, Haneda, (Korea) Incheon, same day transit

>350 Weekly flights to China: JAL, ANA, KE, OZ

> 20 cities to connect, (Beijing, Shanghai, Shenzhen, Qingdao, Tianjin, Guangzhou, Hangzhou, Xi'an, Dalian, etc.)

Average economy ticket price round trip \$1,500, business class \$4,000



# COMPETITIVE LANDSCAPE



China Tourism Academy - outbound visits 87m in 2023



US received 850K Chinese visitors in 2023



Group tour to Europe officially resumes from March 2023



Thailand, Singapore Visa waiver program



Saudi Tourism Authority \$500B investment to attract visitors



All 8 Chinese airlines that flew through Sydney have returned, 86% recovered



Hong Kong resumes 3 weekly flights to Maldives 2024

2024.1.25 NEWS

## 新加坡免签

今日热点 看新闻快报

新加坡中国协定将于2024年2月9日（农历除夕）正式生效。

届时，双方持普通护照人员可免签入境对方国家从事旅游、探亲、商务等私人事务，停留不超过30日。入境对方国家从事工作、新闻报道等须事先批准的活动以及在对方国家停留超过30日的，须在入境对方国家前办妥相应签证。

恭喜开度假，看免签省心！

中青旅 Aotou 遨游旅行

Different Western American

## 不一样的美西

### 峡谷彩穴公园美景版

美国西海岸 品质三城10日

羚羊彩穴 | 马蹄湾 | 布莱斯峡谷 | 大峡谷国家公园  
2晚拉斯维加斯大道区域度假酒店 | 2晚洛杉矶当地四星级酒店

1月18日 6天4晚

Ailafushi 艾拉富士岛海景房 18800

Oblu 奥静岛两沙两水 23500

Finolhu Villas clubmed 赫诺岛日出沙滩屋 29900

1月22日 1月27日 7天5晚

Ailafushi 艾拉富士岛海景房 20500

Oblu 奥静岛三沙两水 26500

Finolhu Villas clubmed 赫诺岛日出沙滩屋 33800

28800元起/人  
团期:10月26日, 1月25日, 2月1日, 2月5日, 2月11日, 2月12日

世界相连再出发

## 马尔代夫过大年

1月18日 6天4晚

Ailafushi 艾拉富士岛海景房 18800

Oblu 奥静岛两沙两水 23500

Finolhu Villas clubmed 赫诺岛日出沙滩屋 29900

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# MARKETING STRATEGY

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# TARGET AUDIENCE

MILLENNIUM  
INDIVIDUALIST (MI)

FAMILY

AFFLUENT & HIGH NET  
WORTH INDIVIDUAL  
(HNWI)



1.Desirability for  
Island Destination

2.Accessibility  
BJ/SH/CD

3.Disposable Income

4.US Visa Issuance

# BRANDING MESSAGE

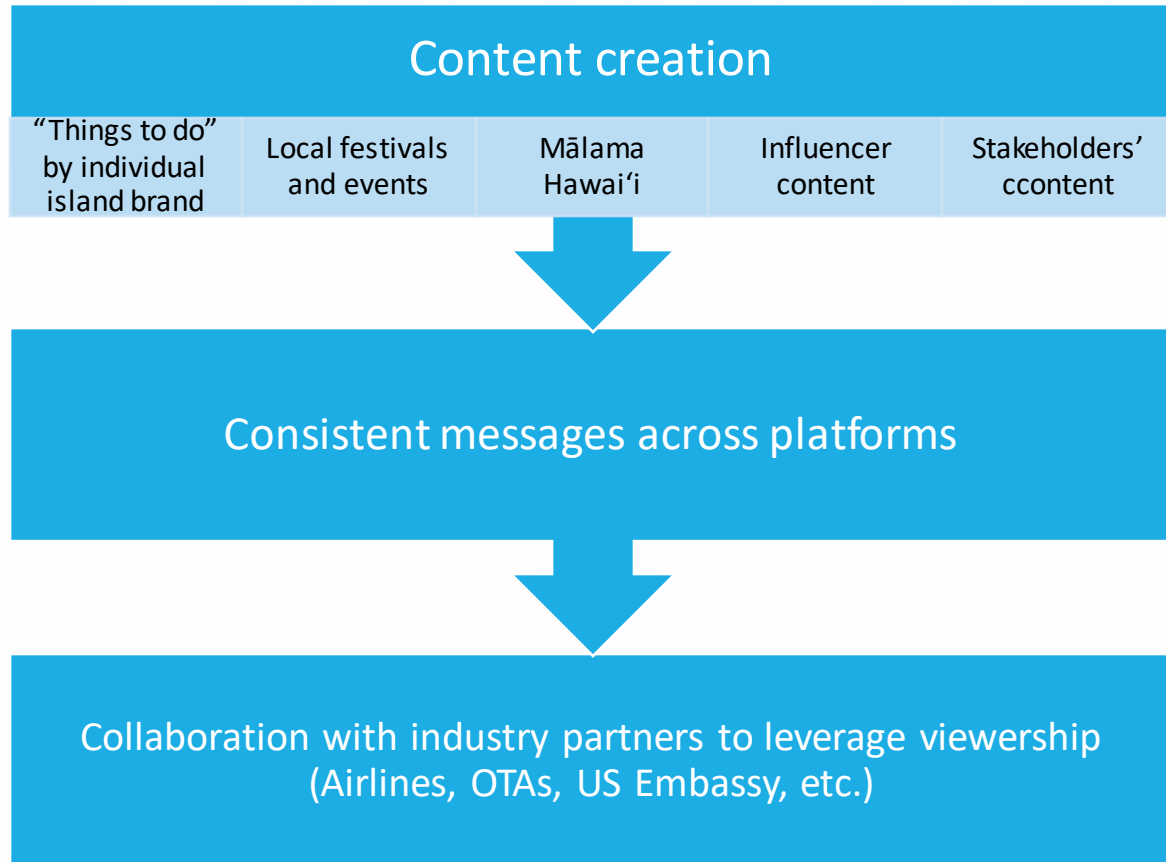




## BRANDING MESSAGE

- Embrace all imagination 拥抱一切想象
- To drive demand by improving brand awareness of the Hawaiian Islands. To showcase the culture of Hawai'i, history and people along with our natural beauty.
- To communicate in a manner that is more suited to Chinese consumers while maintaining the tone of Hawai'i as a unique destination, interact with travelers respectfully
- To move away from stereotyped beach resort sceneries to offer an authentic and diverse experience and let the travelers to define the uniqueness of Hawaiian Islands.

# SOCIAL MEDIA MARKETING STRATEGY



# SOCIAL MEDIA PLATFORMS



WeChat B2C  
mini program



WeChat B2B  
mini program



WeChat official  
account



Weibo official  
account



搜抖音官方号  
86640526532

Douyin official  
account



Red official  
account

# TRAVEL TRADE STRATEGY

- Education/Seminar to major OTA/Wholesalers about Hawai'i and each individual island's unique brand
- Incorporate Mālama Hawai'i, regenerative tourism content
- Partner with US Embassy Beijing, US Consulates, Education USA and Brand USA, Travel and Tourism Roadshows
- Joint social marketing programs to engage with US visa holders/travelers with US Embassy, Consulates and Educations USA



# MARKETING IMPLEMENTATION

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# SOCIAL MEDIA MARKETING

## 2024新年音乐节购票 | 夏威夷和谐之春国际音乐节

夏威夷州旅游观光局

2024-01-26 19:10 4 listened



Weekly social media posting on WeChat, Weibo, Red, Douyin etc.

YTD Impression: **460k**

YTD Engagement: **30K**

YTD Posts: **39**

# INFLUENCER PROGRAM - XHS (RED)

- 大不了! 一起当胸无大志的年轻人!  
(xiaohongshu.com)
- 如何当夏威夷最靓的仔?当地人给我上了一课  
(xiaohongshu.com)
- “Pipi is on blue planet”: 1.2m followers
- YTD Impression: 68K
- YTD Engagement: 5.2K

HAWAII TOURISM™  
CHINA



# TRAVEL TRADE EDUCATION

- HTC attended US Consulate Guangzhou Roadshow in Shenzhen, US Consulate Shenyang in Shenyang
- 14 organizations participated in this promotion event
- Utilized B2B WeChat Mini Program to connect and promote offerings
- Over 340 people from the local travel industry registered



# CHINA TRAVEL MISSION



- China travel mission in Shanghai + Beijing, partner with ITB China & US Embassy Beijing
- ITB China (May 27-29) in Shanghai, Trade mission (May 31) in Beijing
- Exposure to top 500 buyers
- US Embassy Beijing, OTAs, Airlines, Wholesalers, Travel Media, and Travel KOLs etc.
- Chinese visa, participation fee \$1,500



**World Music**

**Lōkahi Spring World Music Festival**  
夏威夷和谐之春国际音乐节

**Honolulu 檀香山**  
**February 14 - 25**  
2024年2月14日-25日

**DRUM TAO 日本太鼓乐团**

**Valentine's Day Concert with Jazz Band**  
情人节爵士乐之夜

**Spring Gala Concert**  
春季庆典音乐会

Scan the QR code to buy tickets!  
请扫描二维码订票

**Bornling Wang**  
Producer 出品人

**Siqing Lu** 吕思清  
Violin 小提琴

**Warren Mok** 莫华伦  
Tenor 男高音

**Zhengzhong Zhou** 周正中  
Baritone 男中音

**Wei Luo** 罗维  
Piano 钢琴

**Bingbing Wang** 王冰冰  
Soprano 女高音

# LŌKAHI SPRING WORLD MUSIC FESTIVAL



Bring LŌKAHI to the community



The festival is a 2 performance over the course of two weeks during the Lunar New Year.



International artists from China and Japan (Drum Tao)



Strong support from private sectors and stakeholders



Full attendance 1,800 pax



Principal Sponsor  
首席赞助



Hotel Sponsor  
酒店支持



Partner  
合作伙伴



# PARTNERSHIP OPPORTUNITIES

Item	Description	Time
US Embassy / Education USA Road Shows	A series of B2B and B2C trade and consumer shows to showcase USA destinations to prospective parents and students wanting their children to study overseas. (Giveaways and discount support)	Quarterly basis
Social media posting/WeChat Mini-program	Seek for stakeholder's creative and quality content	Ongoing
Individual OTA Trip	Collaborate with key OTA for in-depth product development (In-Kind Support: hotel rooms, meals, ground transport, flights, activities etc.)	Nov. 2024
Individual Press Trip	Collaborate with mainstream travel media/influencer for in-depth content development (In-kind Support: hotel rooms, meals, ground transport, flights, activities etc.)	Q2 & Q3

contact: [info@htchina.net.cn](mailto:info@htchina.net.cn)





点福成真  
有龙则灵  
HAPPY  
YEAR OF  
THE  
DRAGON!



点击领取夏威夷州旅游观光局  
农历新年红包封面

# Mahalo 谢谢

HAWAII TOURISM  
CHINA