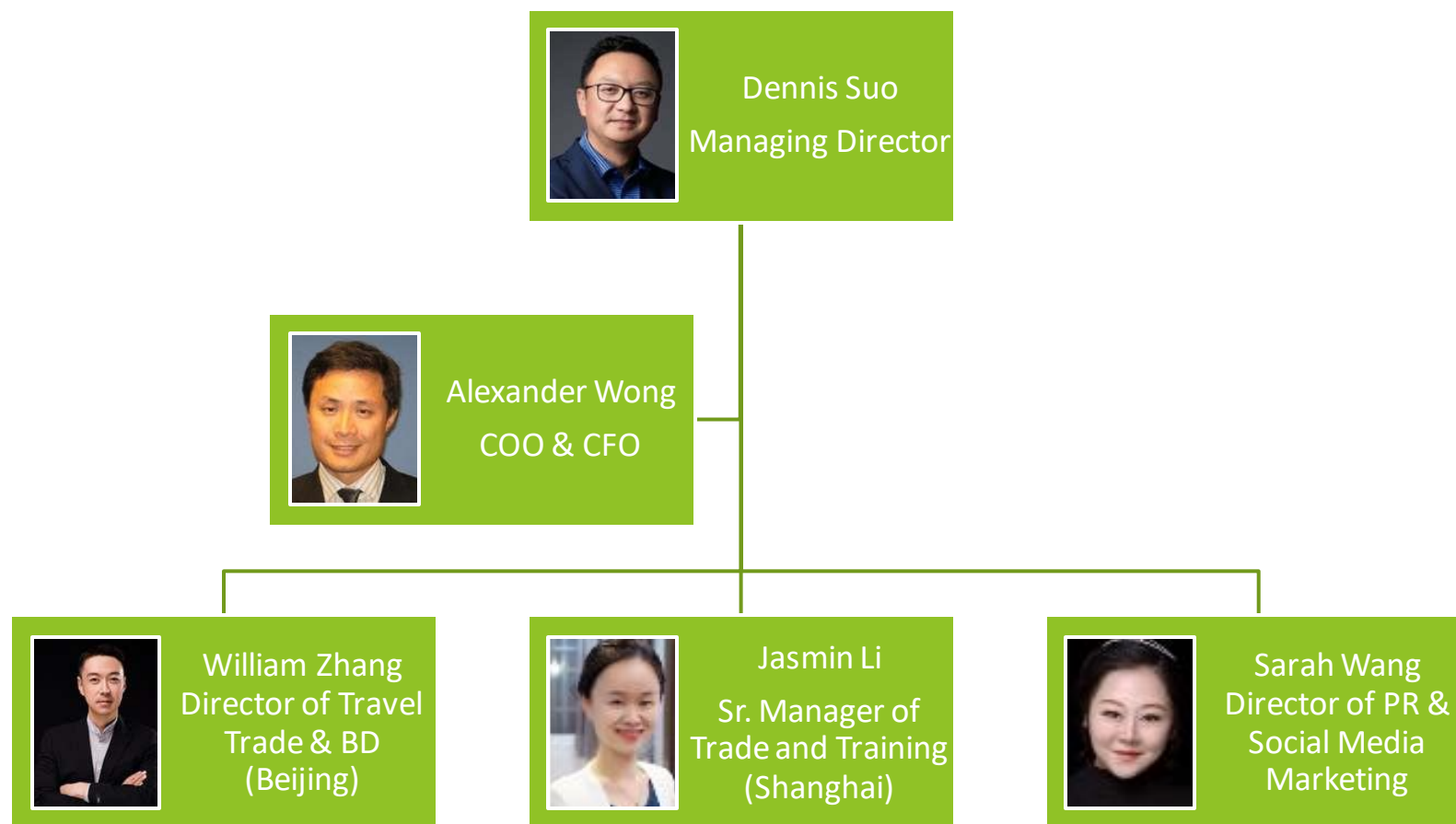




2023 Jan – Jun Brand Marketing Plan (BMP)

Dennis Suo – Managing Director
Alexander Wong - COO

HTC TEAM



MARKET OUTLOOK

GENERAL ECONOMY

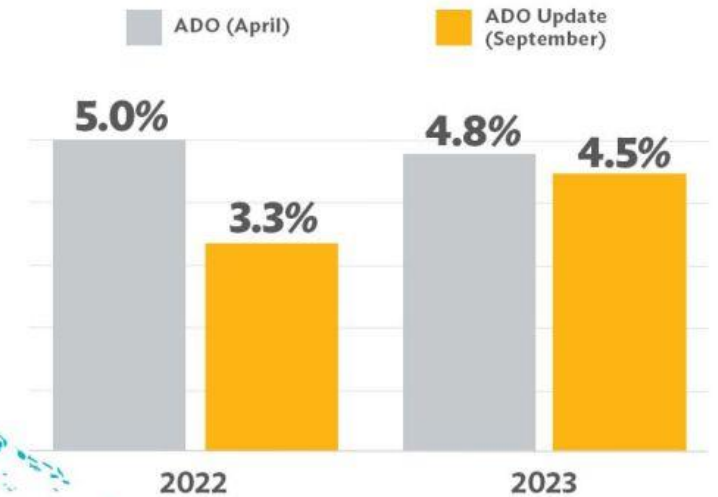
- **CNY vs. USD**
6.78 vs. 6.39 LY, -7% (Jan 2023)
- **GDP**
+3.3% in 2022, +4.5% in 2023
- **Urban Unemployment Rate**
5.5% (2022) vs. 5% (2021)
- **Annual Inflation Rate**
2.5% (2022) vs. 2.7% LY (2021)

GDP Growth Forecast



Find out more in ADB's Asian Development Outlook Update 2022
www.adb.org/outlook

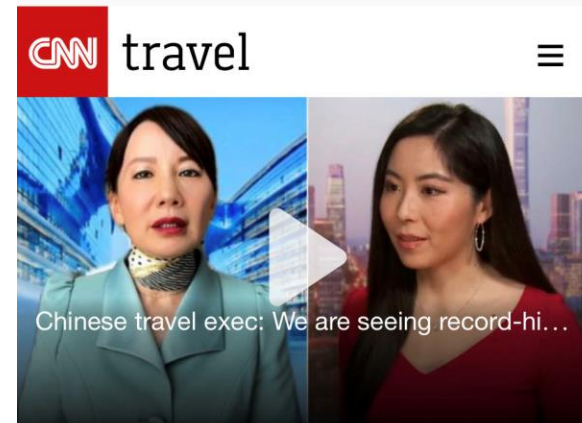
People's Republic of China



#ADO2022

TRAVEL RESTRICTIONS

- 09.26.22 lifted ban for international flights, cuts quarantines to 0 days (HK)
- 11.11.22 Cut quarantines from 14 to 5 days; ended international flight ban
- 01.05.23 U.S. required a COVID-19 test no more than 2 days prior to departure
- 01.08.23 No more quarantines; fully open outbound and inbound travel
- 2023-2025 Expansion of domestic flights & restoration of international air travel



NEWS

'Everything starts to become better': After three years of Covid isolation, China opens its gates

Simone McCarthy, Selina Wang, Ivan Watson and Wayne Chang, CNN • Updated 9th January 2023

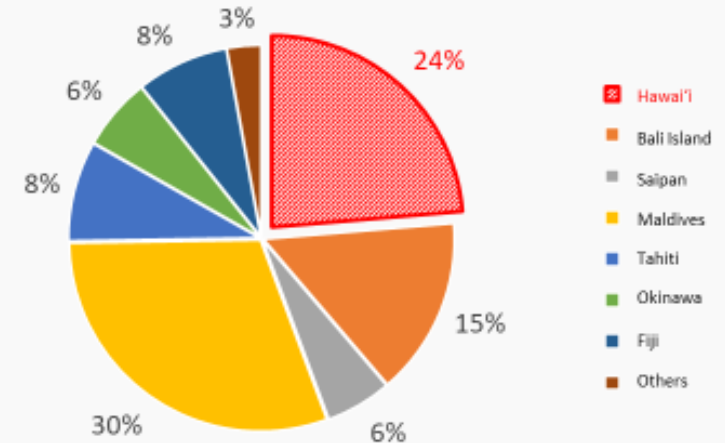
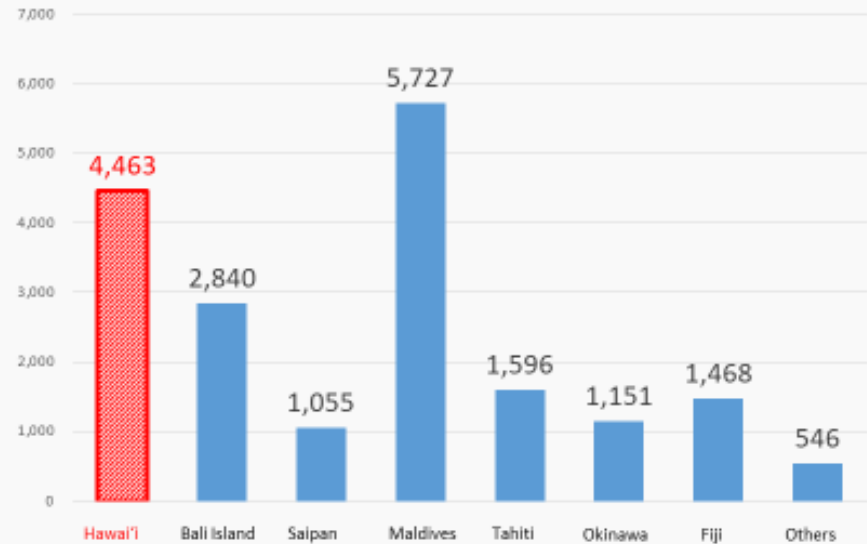


CONSUMER TRAVEL SENTIMENT

72% to travel abroad, beach vacation & natural scenery

- Ranked **#2** island resort destination, #1 Maldives, #3 Bali
- Spiritual and well-being experiences
- Moving away from functional travel to experiential travel

Q7: If tourism is open after the pandemic, which is your most desired overseas Island destination in the next 12 months? (single choice question)

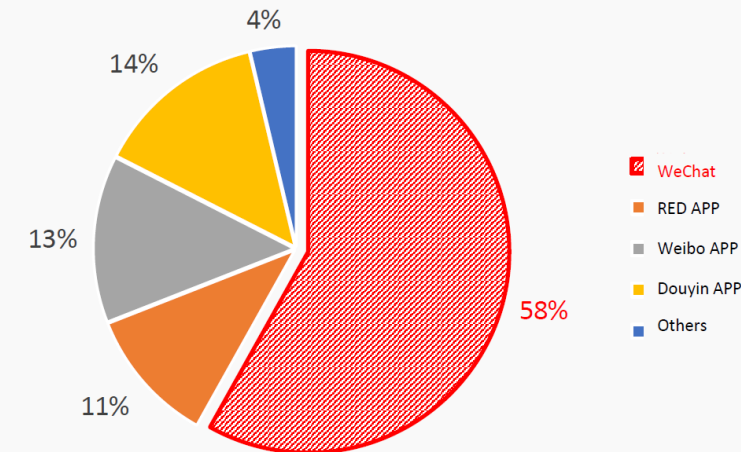
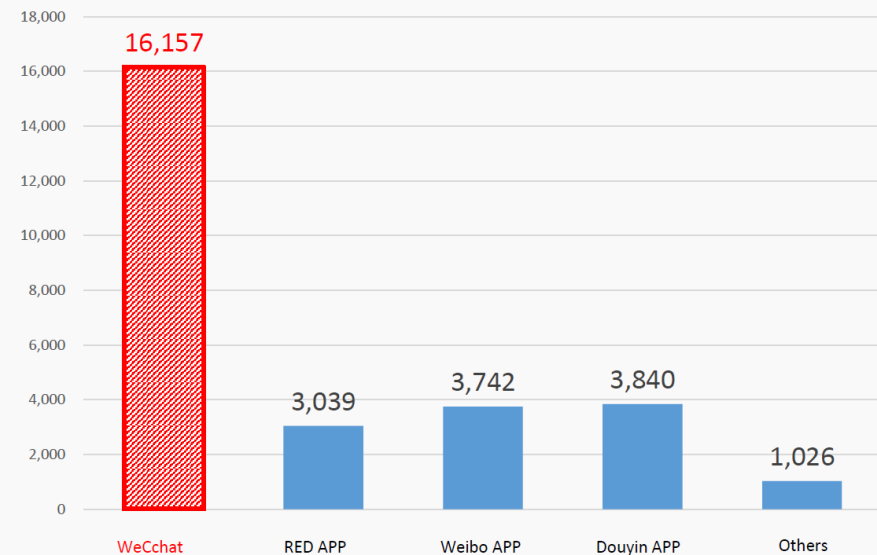


Among the overseas island destinations most wanted by the respondents in the next 12 months, Hawaii ranks second only to Maldives, accounting for 24%. Users have a good impression and travel intention of Hawai'i.

MEDIA TRENDS

- WeChat, RED, Mafengwo are main source of social media travel content
- High engagement rate with video and live stream formats vs. text and image content
- Rising trend in rediscovery and modernization of traditional Chinese culture (Guochao)

Q10: Which social media do you usually use to show your journey?
(multiple choice question)



Most of the respondents prefer to use WeChat to share their journey, accounting for 58%. The distribution of other APPs including RED APP, Weibo APP and Douyin APP for users' journey sharing preferences is relatively average.

AIR CAPACITY

- 24 flights weekly China <—> U.S.
- 4 Chinese & 3 U.S. carriers (reciprocity)
- Connecting flights via Japan & Korea

China - U.S. Flights

Direct Flights:

United Airlines	UA858	Shanghai (PVG) - San Francisco (SFO)	MON / THU / SAT / SUN
Delta Air Lines	DL288	Shanghai (PVG) - Seattle (SEA)	THU / SAT
Delta Air Lines	DL284	Shanghai (PVG) - Detroit (DTW)	WED / SUN
American Airlines	AA128	Shanghai (PVG) – Dallas (DFW)	TUE / FRI
Air China	CA987	Beijing (PEK) - Los Angeles (LAX)	SUN
Air China	CA769	Shenzhen (SZX)- Los Angeles (LAX)	TUE
China Eastern Airlines	MU587	Shanghai (PVG) - New York (JFK)	TUE
China Southern Airlines	CZ327	Guangzhou (CAN) - Los Angeles (LAX)	THU / SAT
Xiamen Airlines	MF829	Xiamen (XMN) - Los Angeles (LAX)	WED / SUN

(These schedules are subject to change)



COMPETITION

- In 2019:
18M Europe **2.9M** US **1.5M** California
1.4M Australia **1M** Dubai **1.2M** Bali
300K Maldives
- Brand USA & Visit California (LATCB, SFT) joint live stream on Ctrip.com (2022)
- Switzerland roadshow in 9 Chinese cities (2022)
- Qatar Airways & Tourism leverage FIFA World Cup with destination campaign (2022)
- Maldives charter in CNY 2023
- Thailand to welcome 5m Chinese visitors (2023)



TARGET AUDIENCE

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

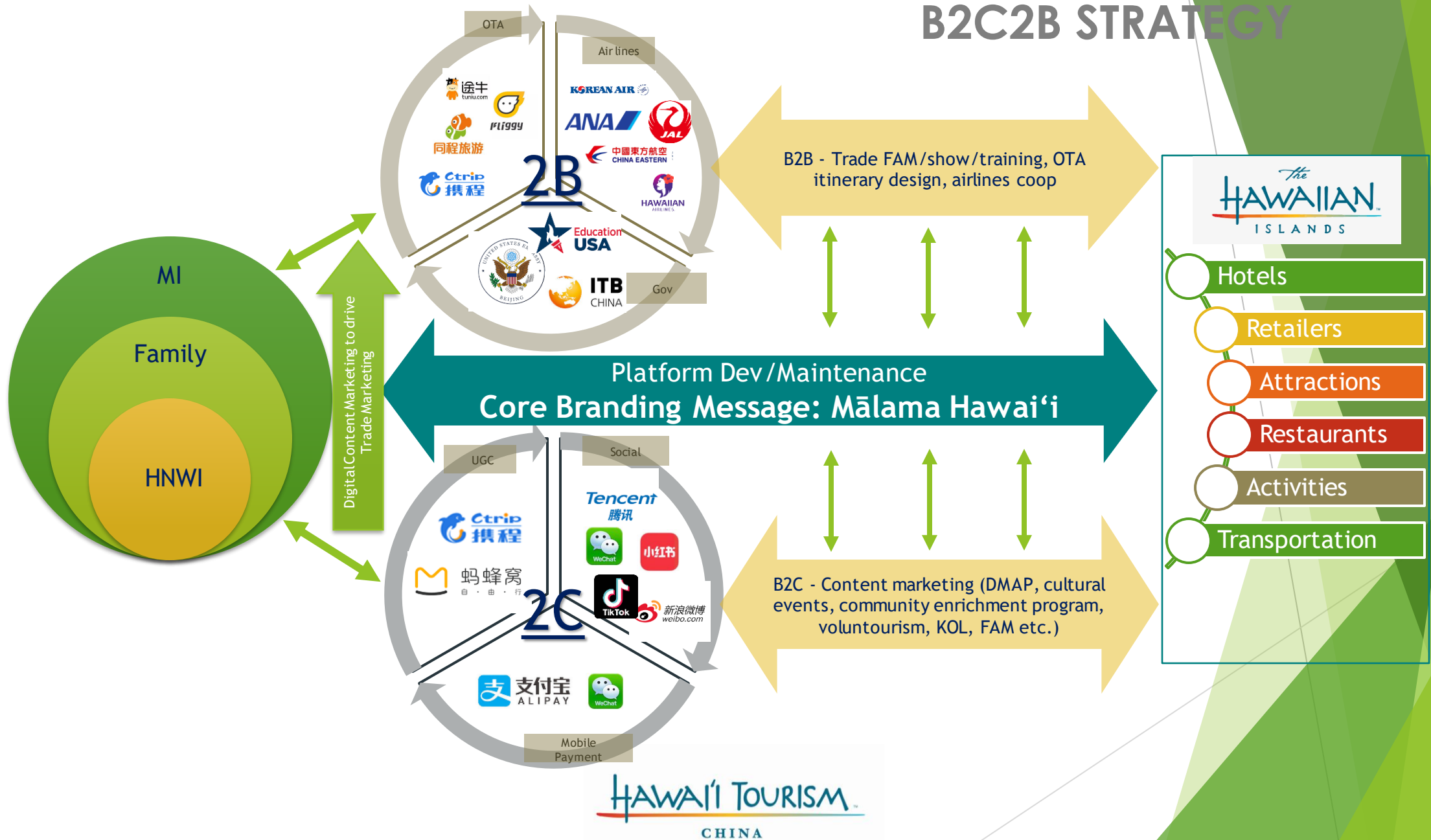
4.US Visa Issuance

HAWAII TOURISM
CHINA

2023 STRATEGY



B2C2B STRATEGY



KEY PROGRAMS



SOCIAL MEDIA MARKETING

Hawai'i Tourism China monthly social media calendar (January - June 2023)				
Social Media	WeChat Video Channel 视频号 (Video), WeChat Official Account 公众号 (Video/Graphic/Text), Weibo 微博 (Video/Graphic/Text), Douyin 抖音 (Video/Graphic), Little Red Book 小红书 (Video/Graphic/Text)			
	Week-1	Week-2	Week-3	Week-4
Jan	Official Travel Tips-Entry and Announcement	Volcano in Hawai'i & Island of Hawai'i Travel	Lunar New Year Post (01/22)	Things to Do on the Island of O'ahu
Feb	Hawai'i Regional Cuisine Highlights	Things to Do on the Island of Hawai'i	Explore Relaxation & Romance in Hawai'i	POW! WOW! HAWAII (TBC)
Mar	Official Travel Tips-Entry Update/Notice	Chinese Arbor Day Post, Planting trees and the day to commemorate Dr. Sun Yet-Sen (03/12)	The Kona Brewer's Fest	Things to Do on the Island of Maui
April	Art in Hawai'i	Farm-to-Table Hawai'i	Earth Day Post - Mālama Hawai'i (04/22)	Merrie Monarch Festival
May	Lei Day Celebration Post (05/01)	Family Activities in Hawai'i	Ka'ū Coffee Festival	Things to Do on the Island of Kaua'i
Jun	World Ocean Day Post - Mālama Hawai'i Mālama Makai (06/08)	Kapalua Wine & Food Festival	An Adventurer's Playground	Voluntourism in Hawai'i - Have Fun while Making an Impact

SOCIAL MEDIA PLATFORMS



WeChat B2C
mini program



WeChat B2B
mini program



Scan QR code to view my channel

WeChat official
account



扫一扫二维码图案，关注我吧

Weibo official
account



搜抖音官方号
86640526532

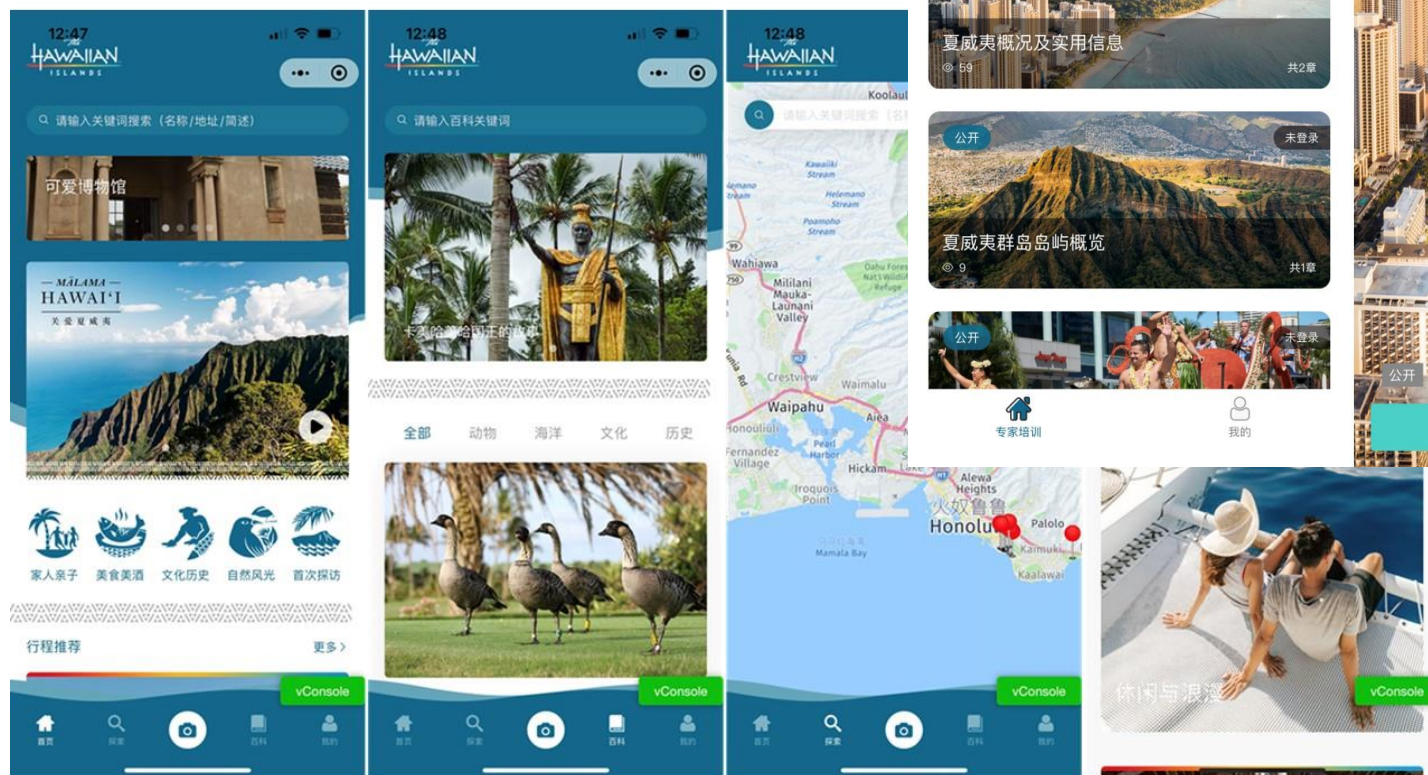
Douyin official
account



Red official
account

WECHAT MINI PROGRAM

- B2C and B2B WeChat Mini Program
- Content maintenance and feed
- Industry monthly newsletter for “What’s happening in Hawai‘i”



TRADE EDUCATION GROUP FAM

- ▶ Ctrip/Trip.com's North American subsidiaries: Jupiter Legend Travel, Ctour, Tufeng Travel, Beijing Victory International Travel etc.
- ▶ 100 of their management and staff to visit O'ahu in February 2023 to experience and learn more about Hawai'i



TRAVEL TRADE EDUCATION

- OTA still the preferred booking channel (Trip.com/Tuniu.com/LY.com)
- User generated content (UGC) platforms are prevalent with travel content (Mafengwo)
- To educate OTA/UGC sales about Hawai'i and each individual island's unique brand



PARTNERSHIP OPPORTUNITIES



PARTNERSHIP OPPORTUNITIES

ACTIVITY	DATE	DESCRIPTION	LOCATION	COST
TRADE SHOWS				
2023 US Commercial Service Travel and Tourism Roadshow (B2B)	Mar (TBD)	Jointly organized by Education USA and the Commercial Section of the U.S. Embassy in Beijing, the exclusive networking event connects with airlines, US tour operators, etc.; expected participation ~30-50	US Embassy, Beijing, CN	In-Kind for lucky draw promotions
2023 US Commercial Service Travel and Tourism Roadshow (B2B)	May (TBD)	Jointly organized by Education USA and the Commercial Section of the U.S. Embassy in Beijing, the exclusive networking event connects with airlines, US tour operators, etc.; expected participation ~30	Chengdu, CN	In-Kind for lucky draw promotions
TRADE FAMILIARIZATION TRIPS (FAMS)				
OTA Familiarization Tour	Feb	The North American subsidiary for the largest and most popular Chinese online travel booking platform Ctrip/Trip.com, will be bringing approximately 100 of their management and staff to Hawaii in February 2023 to experience and learn more about Hawaii.	O'ahu	In Kind
TRAVEL TRADE EDUCATION				
Travel Trade Training	TBD	To train and educate OTAs and retail offline sales agents about Hawai'i and each individual island's unique brand, the Hawaiian culture, and responsible travel / Mālama Hawai'i. Ensure to have a common understanding and appreciation of Hawaiian Cultural Values to promote the safeguarding and protection of the Hawaiian Islands according to sustainability principles.	Online	Complimentary prizes in kind
Hawai'i WeChat Mini Program	Ongoing	To showcase Mālama Hawai'i, hotels, attractions, activities, facilities and services for both in B2C and B2B channels in WeChat eco system. Includes interactive visual recognition tool on Hawai'i flowers.	Online	Complimentary
Airlines Marketing (ANA)	TBD	To collaborate with airline partners for pre-departure package design & in-flight marketing on an authentic and local Hawaiian experience.	Beijing	In Kind



夏威夷旅游观光局
祝同仁朋友们「卯兔年」
吉祥安康 诸事顺祥!



2023

Mahalo
谢谢

