



2023 HTA Spring Tourism Update

4.12.2023

Dennis Suo
Managing Director

HAWAII TOURISM CHINA TEAM



Dennis Suo
Managing
Director



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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

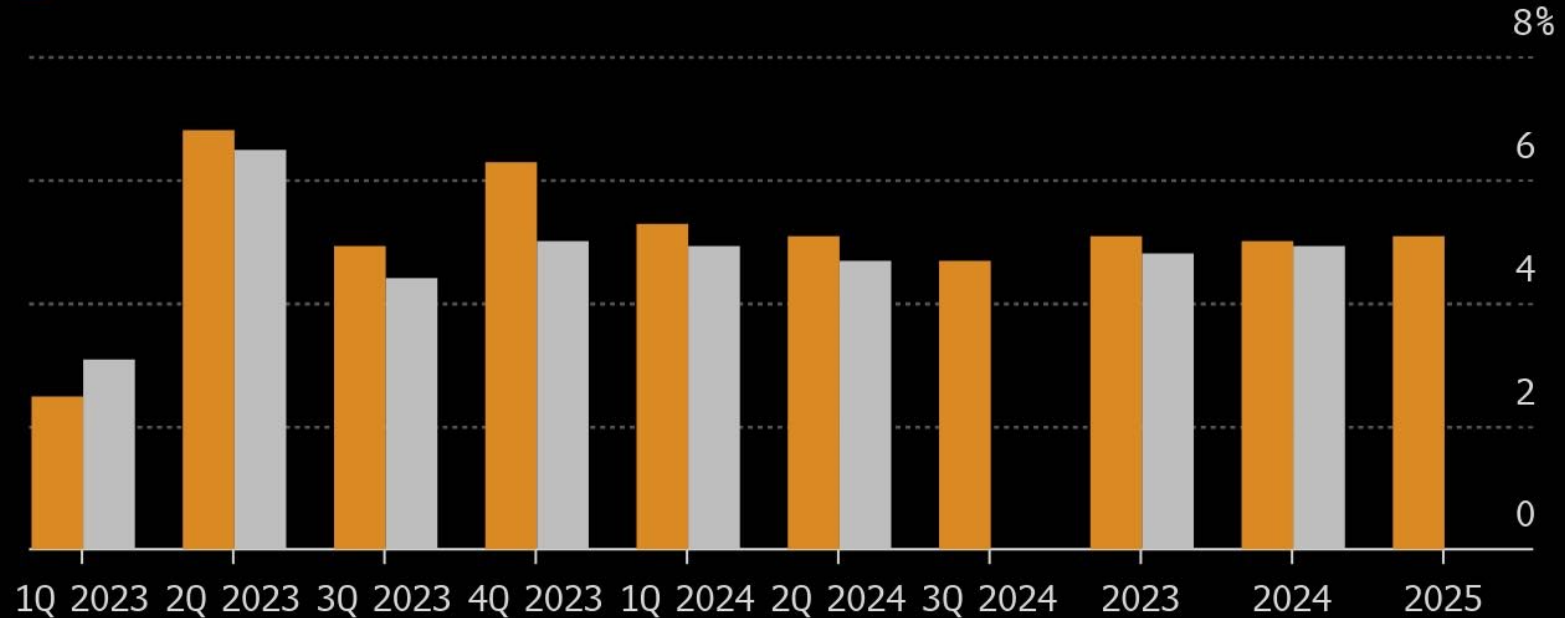
GENERAL ECONOMY

- **CNY vs. USD**
6.88 vs. 6.39 LY, -8% (Mar 2023)
- **GDP**
+3.3% in 2022, +5.1% in 2023 (FC)
- **Urban Unemployment Rate**
5.6% (Feb 2023) vs. 5.5% (2022)
- **Annual Inflation Rate**
1.0% (Feb 2023) vs. 2.1% (2022)

China's Growth Outlook Upgraded

Economists raise GDP growth forecasts as country reopens

■ New survey ■ Previous survey



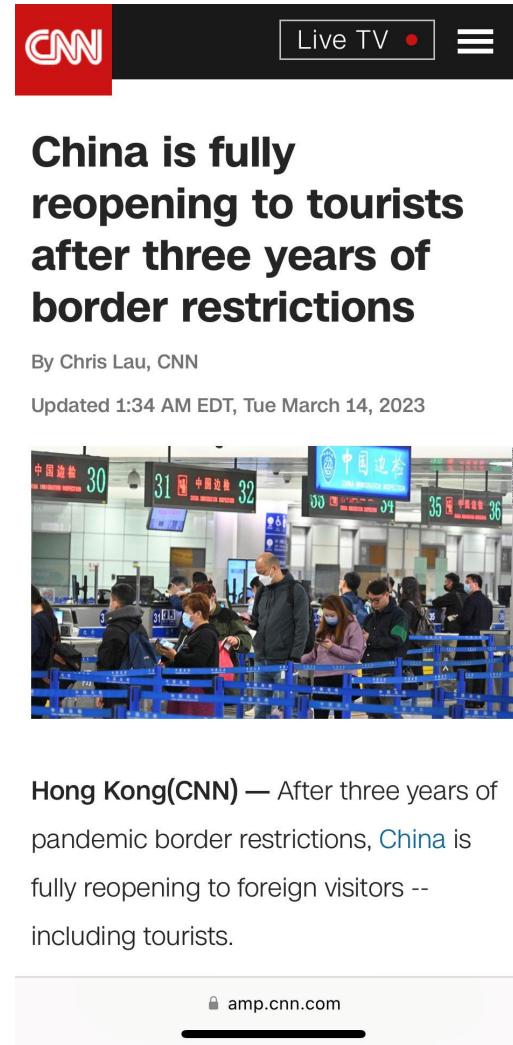
Source: Bloomberg survey

Note: Previous forecasts for 3Q 2024 and 2025 are not available.

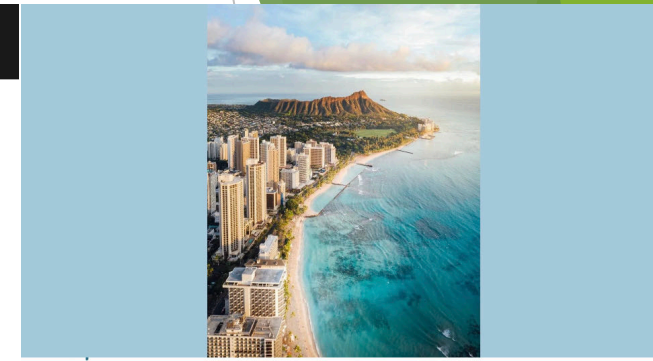
Bloomberg

TRAVEL RESTRICTIONS

- **01.08.23** No more quarantines; fully opened outbound and inbound travel
- **03.10.23** U.S. dropped COVID-19 test for all air travel from China prior to departure
- **03.15.23** China reopened for all foreign tourists, lifted covid visa suspensions and honors existing tourist visas
- **2023-2025** Expansion of domestic flights & restoration of international air travel



The screenshot shows a mobile view of a CNN news article. At the top is the CNN logo and a 'Live TV' button. The main headline reads 'China is fully reopening to tourists after three years of border restrictions'. Below the headline, it says 'By Chris Lau, CNN' and 'Updated 1:34 AM EDT, Tue March 14, 2023'. There is a photo of an airport terminal with people at check-in counters. Below the photo, the text reads: 'Hong Kong(CNN) — After three years of pandemic border restrictions, China is fully reopening to foreign visitors -- including tourists.' At the bottom of the screenshot, there is a URL 'amp.cnn.com'.



前往夏威夷最新入境政策

自美东时间，2023年3月10日，来自中国大陆、香港地区和澳门地区的航空乘客，在登上飞往美国的航班前，将不再需要出示新冠病毒阴性检测报告和康复文件。

🔍 详情请查阅，美国疾控中心官网 (CDC):

www.cdc.gov/quarantine/china-proof-negative-test.html

浏览 2301

2023-03-12 14:20

OUTBOUND TRAVEL

- **Ctrip** - strong pent-up demand for the Lunar New Year holiday
- **Fliggy** – outbound and inbound flight bookings increased 4.5 times YOY in the first 2 months of 2023
- **1st wave** - recovery of travel within Asia, faster, cheaper and more familiar
- **2nd wave** - long-haul travel to start around May depending on visa availability and affordable air tickets



OUTBOUND TRAVEL

CHALLENGES:

- limited flight capacity
- inflation and high cost
- Competition
- Geo-political tension

“In 2023 Chinese outbound travel market to would go up to 110 million trips, which is around two-thirds of 2019. In 2024 it would reach the 2019 level of around 155 million trips. Spending will grow back slower, as people will be a bit more careful with their money and look for value for money- Professor Wolfgang Georg Arlt, founder and director of China Outbound Tourism Research Institute.”

— Professor Wolfgang Georg Arlt, founder and director of China Outbound Tourism Research Institute.

Skift

TRAVEL SENTIMENT

- Trip.com - the younger generation of travelers interest in small group tours, more flexible arrangements, high-quality services and varied experiences.
- Ctrip survey: 72% like to travel abroad, beach vacation & natural scenery, Hawai'i ranked #2 island resort destination, #1 Maldives, # 3 Bali

“The new Chinese traveler would like customized travel products and experiences, as well as high-quality products that provide added value. They watch live streams, make purchases online through content marketing and choose more content for travel inspiration.”

— A Trip.com Group spokesperson.

Skift.

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)



AIR CAPACITY

- Ideal connecting flight from (Japan) Narita, Haneda, (Korea) Incheon, same day transit
- Weekly flights to China: JAL 52, ANA 46, KE 99, OZ 89
- Total 18 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



ASIANA AIRLINES



全日空中国航线夏季时刻表

2023年3月23日更新

	日期	航班号	航线	出发时间	到达时间
上海	周日	NH919	东京成田→上海浦东	9:10	11:40
		NH920	上海浦东→东京成田	13:50	17:40
	周三	NH919	东京成田→上海浦东	9:30	12:00
		NH920	上海浦东→东京成田	13:45	17:35
	周五	NH919	东京成田→上海浦东	9:30	12:00
		NH920	上海浦东→东京成田	13:15	17:05
	每日 ^{New}	NH967	东京羽田→上海浦东	22:30	0:35+1
		NH968 ^{*1}	上海浦东→东京羽田	1:35	5:30
	每日 ^{New}	NH969	东京羽田→上海虹桥	10:05	12:15
		NH970	上海虹桥→东京羽田	13:35	17:25
北京	周一、四	NH957	东京成田→北京首都	8:50	12:05
		NH958	北京首都→东京成田	14:15	18:30
	每日 ^{New} *2	NH961	东京羽田→北京首都	8:55	12:00
		NH962	北京首都→东京羽田	15:10	19:45
深圳	周一、六	NH931	东京成田→深圳	8:55	13:05
		NH932	深圳→东京成田	14:35	19:25
青岛	周三	NH927	东京成田→青岛	9:50	12:30
		NH928	青岛→东京成田	15:30	19:30
	周二、五、日	NH927	东京成田→青岛	9:20	12:00
		NH928	青岛→东京成田	13:55	17:55
广州	周三、日	NH933	东京成田→广州	9:20	13:50
	周三、日 ^{New}	NH934	广州→东京成田	15:05	20:05
杭州	周一、二	NH929	东京成田→杭州	10:15	13:05
		NH930	杭州→东京成田	15:55	19:55
	周四	NH929	东京成田→杭州	10:15	13:05
		NH930	杭州→东京成田	16:30	20:30
大连	周三、日	NH903	东京成田→大连	8:55	11:15
		NH904	大连→东京成田	12:45	16:40

COMPETITION

• In 2019:

18M Europe 2.9M US 1.5M California
 1.4M Australia 1M Dubai 1.2M Bali
 300K Maldives

• In 2023:

Brand USA & Visit California joint live stream on Ctrip.com

Group tour to **Europe** officially resumes from March 15th

Charter flights to **Maldives** 2023 LNY

China to **Dubai** increased to 46 non-stop flights weekly from March

Thailand to welcome 5m Chinese visitors

中青旅 Aoyou 遨游 #2023相约斐济#

斐济浪漫双岛6晚8天
 --Likuliku 利库利库--



预售惊喜价: 19999元/人起(2人起订)

内容包含

- 外岛Likuliku 利库利库 4晚 Garden Beachfront Bure
- 主岛Marriott 万豪 2晚 Lagoon View Room
- 外岛含三餐, 主岛含早
- 全程三段地面接送含中文导游
- 往返外岛船票

*此外岛为成人岛, 17岁以下儿童无法上岛

适用日期

- 此价格用于2023年春季
- 预定前需二次确认



California USA 携程旅行 超级全球游

全球旅行灵感第三站 美国加州

欢迎回“加”
 海外膨胀金来袭 加州酒店提前订



天旭 携程直播

01/19 20:00PM
 美国加州

直播抢加州1元膨胀券包
 迪士尼乐园 立减100元
 酒店 最高立减200元 >>

上携程 携程BOSS直播

世界相连再出发
 马尔代夫过大年
 Maldives



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 翡诺岛 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 翡诺岛 日出沙滩屋 ¥33800

TARGET AUDIENCE

TARGET AUDIENCE

MILLENNIUM INDIVIDUALIST (MI)

夏威夷超酷超美跳伞攻略
旅行必体验的项目 夏威夷跳伞攻略来啦
小伙伴们去夏威夷玩，那一定要去跳一次伞，不仅是因为夏威夷海岛的风景真的太美，也是因为夏威夷跳伞是全球！最！低！价！敲黑板，真的比其他任何一个地方都要便宜，真的不要太划算！
被马克·吐温称为“大洋中最美的岛屿”的夏威夷，是旅游的天堂。夏威夷跳伞被称为世界最美的跳伞之一，特别是夏威夷欧胡岛的Drop Zone更是被誉为World most beautiful DZ (世界上最美的空头地)。
夏威夷跳伞目前只能在欧胡岛，(也就是夏威夷的首府，火奴鲁鲁)欧胡岛的跳伞公司目前有两家，分别为 SKYDIVE HAWAII和PACIFIC SKYDIVING，其中只有 Pacific skydiving有21000英尺的高空跳伞，这是不带氧气可以允许的最高跳伞高度。

少女心泛滥的夏威夷粉色酒店推荐 皇家夏威夷酒店 “The pink palace of the Pacific”
这家酒店真的到处都是粉红色，很多ins博主都打卡过。普通房型都是园景，粉色背景墙，房间设施有些老旧，毕竟是有90多年历史的酒店了。强烈推荐塔楼套房，阳台景色真的太美了。携程价格3500左右，酒店每天还有30美金左右的resort fee。

FAMILY

夏威夷 say "Yes, I do" in Hawaii
很多情侣选择来夏威夷蜜月，抽出一两天的时间拍摄婚纱照。
图中的YES IDO车牌是夏威夷注册有效的汽车牌照！
我的婚纱照好看吗
08-18
小伙伴们，来聊聊一聊二夏威夷亲子游吧！去年感恩节在夏威夷过的，老大就念着想回来夏威夷，索性就决定圣诞节来夏威夷过了，我一个人带两个，老大女儿6岁，老二儿子22个月，可想有多难搞了呀.....因为是带孩子出来旅游，所以主题主要以孩子为准，我们在8天在夏威夷，我定了4天在迪士尼主题酒店、后四天在

AFFLUENT & HIGH NET WORTH INDIVIDUAL (HNWI)

夏威夷 购物 爱马仕菜篮子18奶昔白金扣！降价的克拉克宝
夏威夷逛什么
Honolulu有两个大型购物地，Waikiki和Aloha Moana
我住在Waikiki的Royal Hawaiian真的是宇宙中心！楼下就是Royal Hawaiian center，各种名牌店！
欧胡岛保母级攻略 第一次去夏威夷怎么玩
欧胡岛是夏威夷所有岛屿中最繁华最有青春气息的一个，首府火奴鲁鲁也是从中国来夏威夷的必到之地，第一次来夏威夷的盆友一定要收好这篇啦。
玩
威基基海滩

1. Desirability for Island Destination

2. Accessibility BJ/SH/CD

3. Disposable Income

4. US Visa Issuance

CORE BRANDING MESSAGE



CORE BRANDING MESSAGE

B2B - Trade FAM/show/training, OTA itinerary design, airlines coop

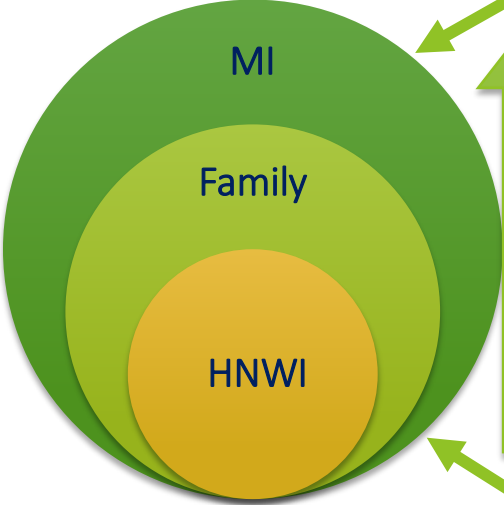
Mālama Hawai'i 关爱夏威夷

B2C - Content marketing (DMAP, cultural events, community enrichment program, voluntourism, KOL, FAM etc.)

Digital Content Marketing to drive Trade Marketing



-
- Hotels
- Retailers
- Attractions
- Restaurants
- Activities
- Transportation



HAWAII TOURISM CHINA

Q1 REVIEW

SOCIAL MEDIA MARKETING

- Content creation
 - “Things to Do” by individual island brand
 - Local festival and events
 - Mālama Hawai‘i
 - Stakeholders' content
 - Airlines info
- Consistent messages across platforms
- Collaboration with industry partners to leverage viewership
 - Airlines, OTAs, UGCs, U.S. Embassy etc.



SOCIAL MEDIA MARKETING

< Back Weibo Content ...

× 夏威夷州旅游观光局 > ...

× 夏威夷州旅游观光局 > ...

夏威夷旅游局
23-3-12 04:01 from 微博...

前往夏威夷最新入境政策
自美东时间，2023年3月10日，来自中国
大陆、香港地区和澳门地区的航空乘客，在
登上飞往美国的航班前，将不再需要出示新
冠病毒阴性检测报告和康复文件。

🔍详情请查阅，美国疾控中心官网(CDC):
www.cdc.gov/quarantine/china-proof-negative-test.html



× 夏威夷州旅游观光局 > ...

“多年旅行经验告诉我，
当地人最喜欢的食物，
一定要去试一试！”

Loco Moco 🍷 Poke 🍷 卡鲁阿猪肉



如果您喜欢Loco Moco，可以前往夏威夷大岛的希
洛(Hilo)，当地人最喜欢的休闲美食就是在这里诞生的。

Cafe 100可以品尝十多种地道的Loco Moco。



夏威夷州旅游观光局 43

速速收藏《夏威夷大岛旅行指
南》

无论下次何时出发
先来get到这些

“Things to Do”

夏威夷旅游局
3-5 from 微博视频号

夏威夷大岛是夏威夷岛链中最年轻也是
最大的岛屿。一天穿越四季？体验地球几乎
所有的气候带？这不是想象！从湿热带到极
地苔原，从国家火山公园独特气候到白雪皑
皑的莫纳凯亚山；从郁郁葱葱的山谷到黑色
沙滩。夏威夷大岛，无可替代的自然奇观，
使之成为名副其实的“冒险之岛... Full Text



33K views



夏威夷旅游局
2-27 from 微博视频号

ANA全日空“大海龟”已展翅启航飞往夏
威夷群岛！

ANA全日空的檀香山航线不仅独享日本仅
有的三架空客A380，更具创意的是，机身点
了可爱的大海龟(Honu)图案。海龟在夏
威夷寓意好运和兴旺，而蓝、绿、橙三色
别代表夏威夷的蓝天，海洋和日... Full Te:



01:4

VLOG 旅行 · 2.5K views

× 夏威夷州旅游观光局 >

夏威夷州旅游观光局

2023-01-20 15:47



Impression: >1M
engagement: >80K
Posts: 55

× 夏威夷州旅游观光局 > ...



TRADE EDUCATION GROUP FAM

- Trip.com's North American subsidiaries:
 - Jupiter Legend Travel, Ctour, Tufeng Travel, Beijing Victory International Travel.
- 82 of management and staff visited O'ahu in Feb 2023 to experience and learn more about Hawai'i
 - PCC, Kualoa Ranch, Missouri Memorial etc.
- Incremental 1,000pax in 2023



U.S. EMBASSY CHENGDU ROADSHOW

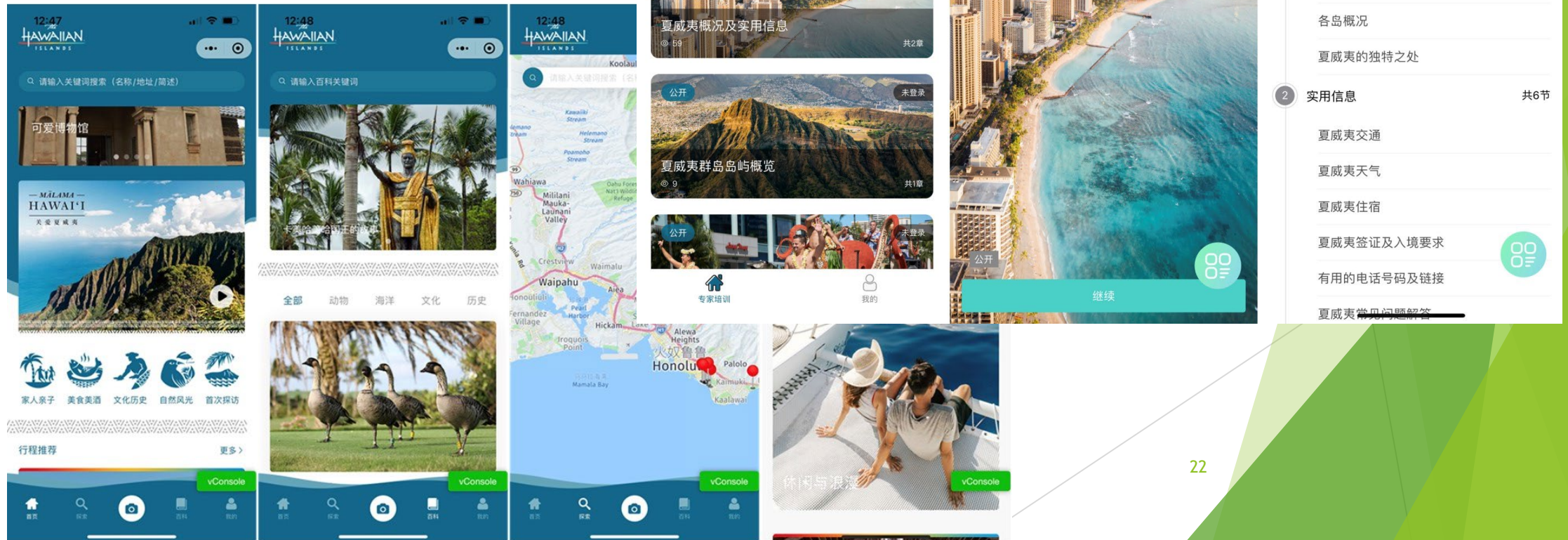
- First in-person event Commercial Service in southwest China
- 50+ travel trade partners from southwest region with U.S. tourism businesses
- U.S. tourism industry stakeholders:



BMP UPDATE

WECHAT MINI PROGRAM

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



SOCIAL MEDIA PLATFORMS



WeChat B2C
mini program



WeChat B2B
mini program



WeChat official
account

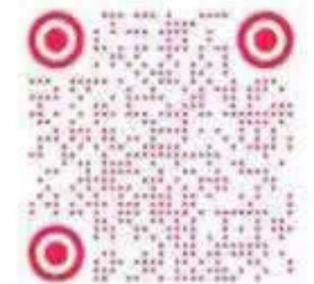


Weibo official
account



搜抖音官方号
86640526532

Douyin official
account



Red official
account

TRAVEL TRADE EDUCATION

- OTA still the preferred booking channel (Trip.com/Tuniu.com/LY.com)
- User generated content (UGC) platforms are prevalent with travel content (Mafengwo)
- Continue to educate OTA/UGC sales about Hawai'i and each individual island's unique brand in July and Nov
- Target 10 major OTA/UGC's



CO-OP PROGRAM

- Support OTA + Airlines Co-op
- Social media own channels, OTA and UGC content support
- To educate OTA/UGC sales about Hawai'i and each individual island's unique brand

中青旅 Aqaa 遨游 同心旅行 HAWAIIAN

Aloha! 拥抱一切想象
夏威夷5晚7日探寻之旅

Mālama Hawai'i
关爱夏威夷



17999元/人起 预付定金 **¥800** @ **¥1500**

出发日期：2月6日起每周一、四出发

内容包含

- 人生大海：世界上ZUI著名ZUI浪漫的威基基海滩
- 不容错过：经典大环岛游
- 闻名遐迩：有150年历史的菠萝种植园
- 水下世界：ZUI具特色的潜水艇游览
- 地道美食：品鉴当地特色龙虾餐，WOLFGANG牛排，牛尾汤

特别赠送

- 珍珠港和密苏里战舰参观

*官方推荐玩法：扫描右侧二维码获取

*多人报名优惠：2人起订-21999元/人，4人起订-17999元/人

*航空公司福利：北京-东京-夏威夷联运 +3999元/人起 ANA "Flying Hōmu"

— 中青旅 遨游 同心旅行 自营出品 —

中青旅 Aqaa 遨游 同心旅行 HAWAIIAN

Aloha! 情迷彩虹之州
夏威夷7晚9日梦幻之旅

Mālama Hawai'i
关爱夏威夷



27999元/人起 预付定金 **¥800** @ **¥1500**

出发日期：2月6日起每周一、四出发

内容包含

- 梦幻双岛：主岛威基基海滩、大环岛游
- 水下世界：潜水艇体验游
- 历史遗迹：珍珠港+密苏里战舰参观
- 自然奇观：造访著名活火山，见证难得一见的双火山地貌
- 美景佐餐：外岛酒店内晚餐，欣赏绝美夕阳

特别赠送

- 大岛咖啡庄园游

*官方推荐玩法：扫描右侧二维码获取

*多人报名优惠：2人起订-34699元/人，4人起订-27999元/人

*航空公司福利：北京-东京-夏威夷联运 +3999元/人起 ANA "Flying Hōmu"

— 中青旅 遨游 同心旅行 自营出品 —

中青旅 Aqaa 遨游 同心旅行 HAWAIIAN

Aloha! 情迷彩虹之州
夏威夷7晚9日梦幻之旅

Mālama Hawai'i
关爱夏威夷



27999元/人起 预付定金 **¥800** @ **¥1500**

出发日期：2月6日起每周一、四出发

内容包含

- 梦幻双岛：主岛威基基海滩、大环岛游
- 水下世界：潜水艇体验游
- 历史遗迹：珍珠港+密苏里战舰参观
- 自然奇观：造访著名活火山，见证难得一见的双火山地貌
- 美景佐餐：外岛酒店内晚餐，欣赏绝美夕阳

特别赠送

- 大岛咖啡庄园游

*官方推荐玩法：扫描右侧二维码获取

*多人报名优惠：2人起订-34699元/人，4人起订-27999元/人

*航空公司福利：北京-东京-夏威夷联运 +3999元/人起 ANA "Flying Hōmu"

— 中青旅 遨游 同心旅行 自营出品 —

U.S. EMBASSY ROADSHOW

- U.S. Embassy Roadshow
- Partner with U.S. Embassy, Education USA, Select USA
- Synergy with other U.S. destinations and stakeholders
- Beijing, Chengdu, Wuhan
- U.S. Independency day celebration in Beijing (1,000pax)



参展机构

American Airlines
Arizona Office of Tourism
Delta Air Lines
Destination DC
Dufry
Hawaii Tourism China
Hertz Car Rental
Los Angeles Tourism & Convention Board
United Airlines
Utah Office of Tourism
Western Union

American Airlines 美国航空
ARIZONA 大峡谷之州
DELTA 美国达美航空公司
Washington DC
DUFRY WorldClass.WorldWide
HAWAIIAN ISLANDS
Hertz
Los Angeles
UNITED 美国联合航空
LIFE UTAH ELEVATED
WesternUnion WU

TRADE MISSION

HOSTED BUYERS PROGRAM 2023

Pre-scheduled and match-made business meetings with qualified Chinese top buyers during the 3-day show.



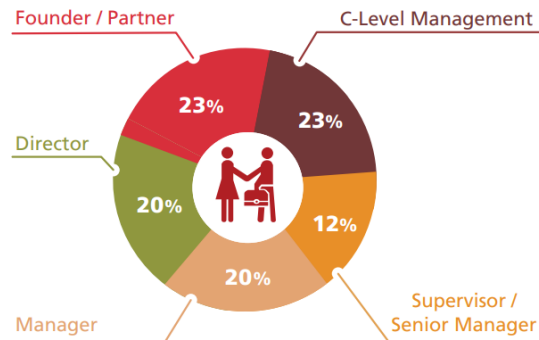
MATCHMAKING



COMPANY TYPE

HOSTED BUYERS

DECISION MAKERS



SOURCING DEMAND



- Sales trade mission in Beijing + Shanghai
- Tentative time: Sep/Oct 2023
- ITB China (Sep 12-14th) in Shanghai
- Industry partners, OTAs, Airlines, Wholesalers, Travel Media, and Travel KOLs etc.
- Chinese visas

PARTNERSHIP OPPORTUNITIES



PARTNERSHIP OPPORTUNITIES

ACTIVITY	DATE	DESCRIPTION	LOCATION	COST
TRADE SHOWS				
2023 US Commercial Service Travel and Tourism Roadshow (B2B)	Oct (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	Beijing	In-Kind for lucky draw promotions
2023 US Commercial Service Travel and Tourism Roadshow (B2B)	Sep (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, Wuhan	In-Kind for lucky draw promotions
TRADE MISSION				
Trade Mission	Sep/Oct (TBD)	China trade mission in Beijing and Shanghai conjunction with ITB China Shanghai (Sep 12-14), to reconnect with key OTAs, wholesalers, travel KOLs, travel media, airlines in China; deliver Mālama Hawai'i message; feature Hawai'i itineraries.	Beijing, Shanghai	Travel cost (airfare, hotel), in-kind lucky draw prizes
TRAVEL TRADE EDUCATION				
Travel Trade Training	July/Nov	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
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 prizes in kind
Trade co-op program	June/Sep (TBD)	To collaborate with airline and OTA partners for pre-departure package and itinerary design & in-flight marketing.	Beijing, Shanghai	In Kind



The
HAWAIIAN
ISLANDS

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!

大展鸿兔
HAPPY NEW YEAR

2023

Mahalo
谢谢

HAWAII TOURISM
CHINA