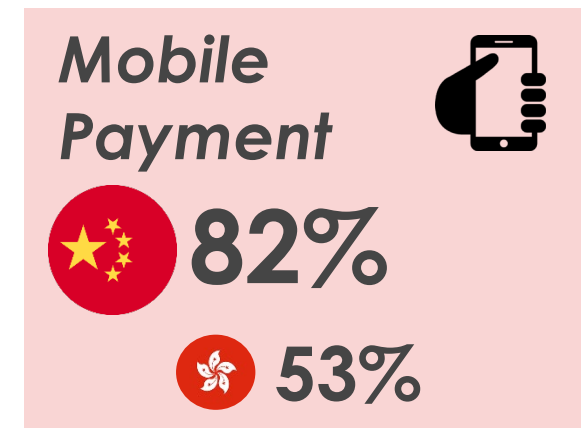
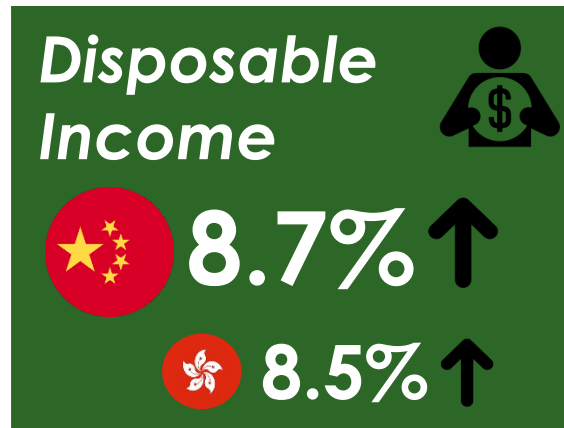
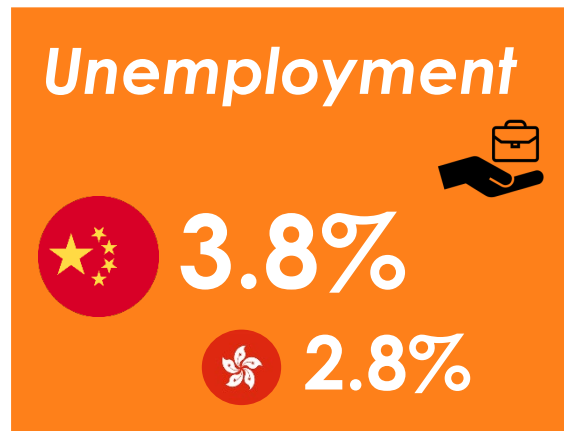
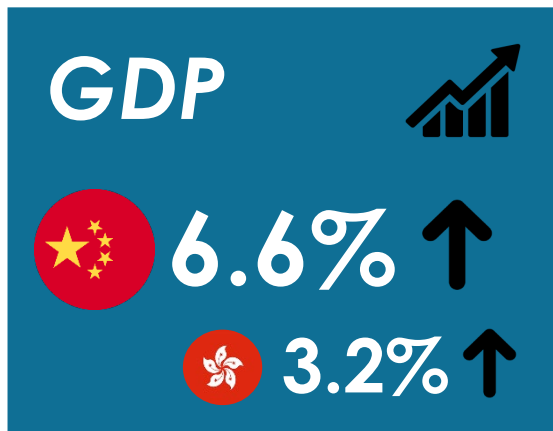




SPRING TOURISM UPDATE

Reene Ho-Phang
Strategic Advisor
China Mainland & Hong Kong

OVERVIEW MARKET CONDITIONS

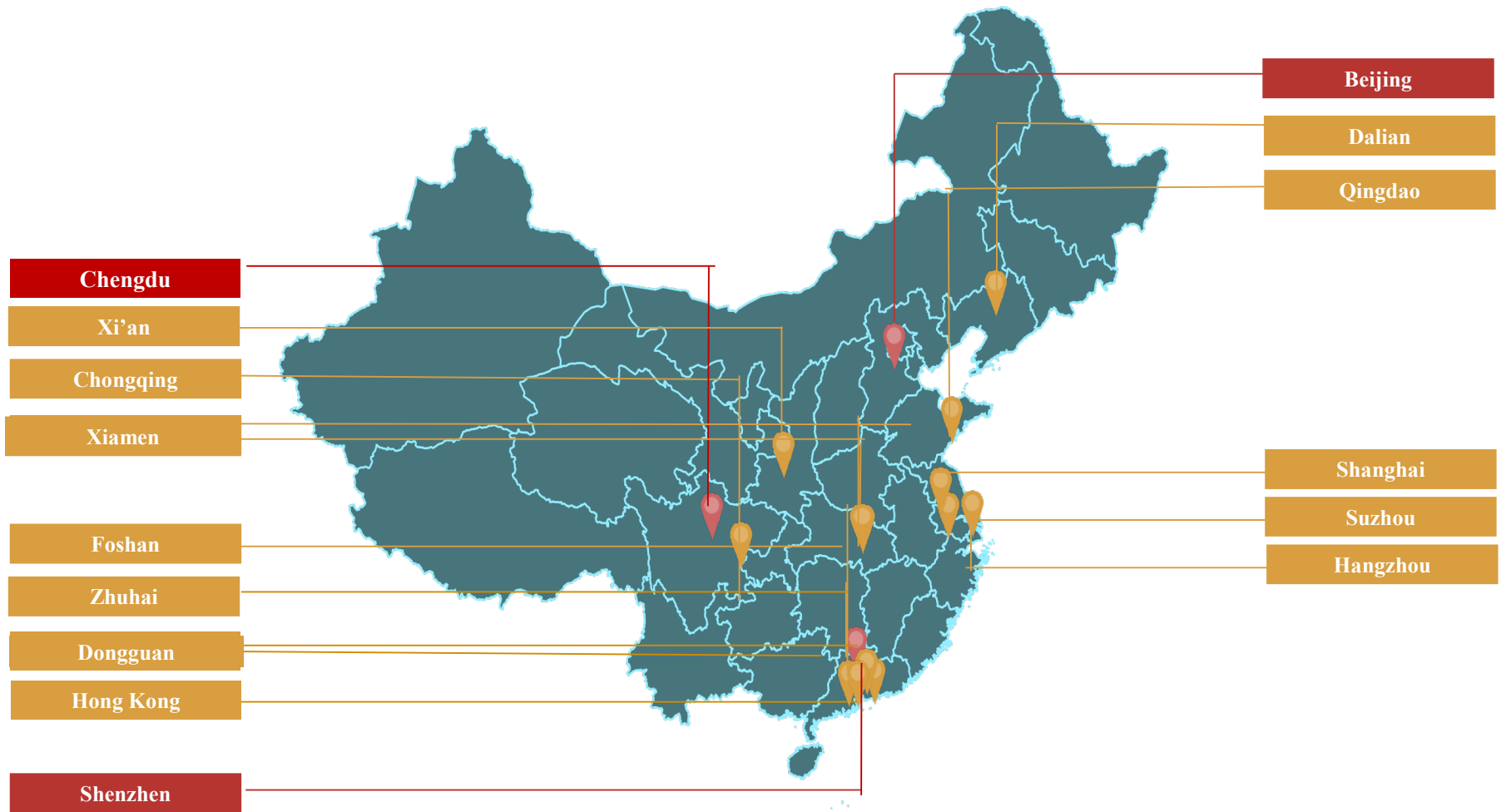


SHORT-TERM OPPORTUNITIES

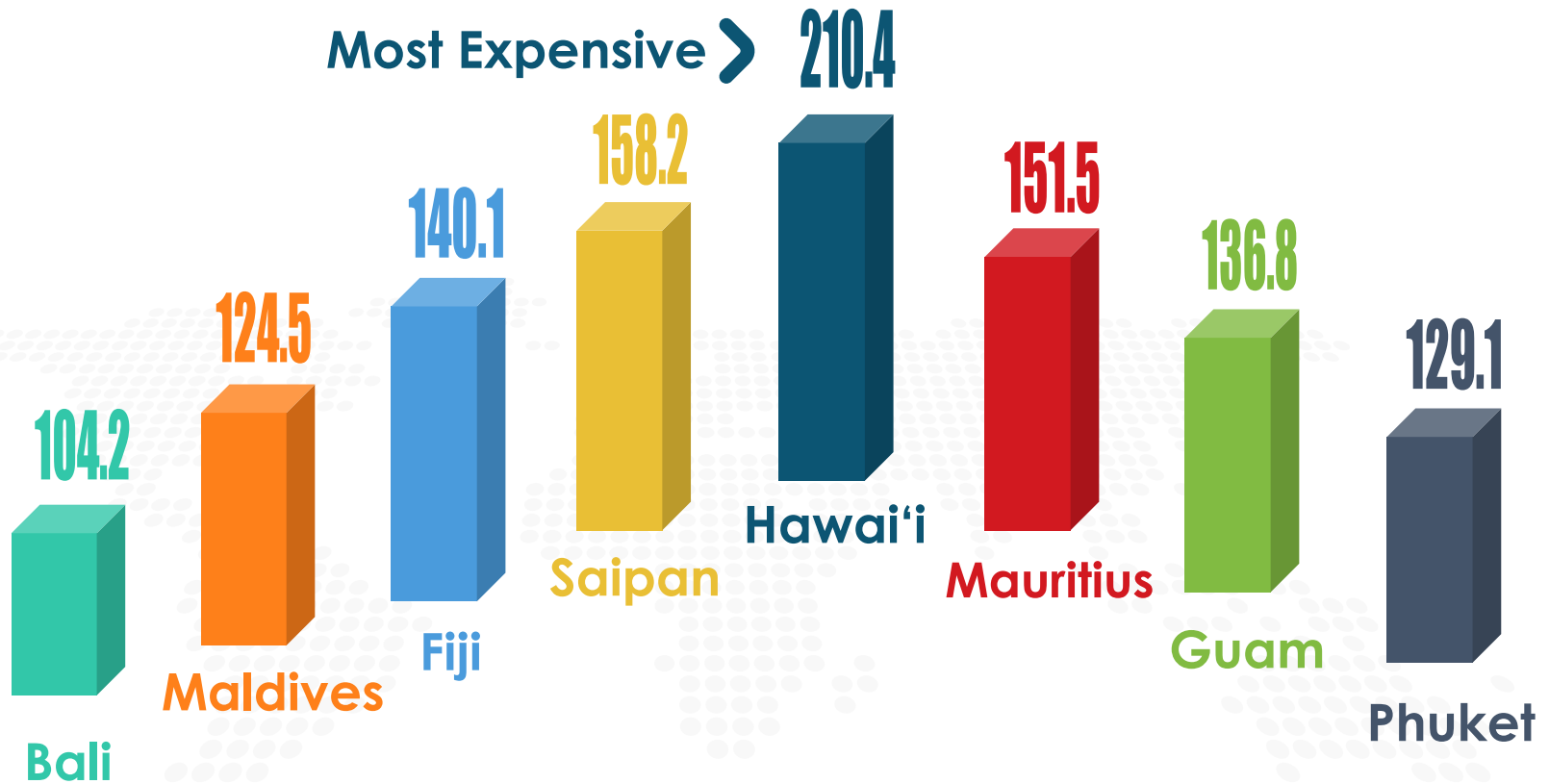


CAMP ALOHA! 2019

TAP ON TRAVEL BUYERS FROM 17 CITIES ACROSS CHINA



INTENSE COMPETITION - ISLANDS




- Source: China Outbound-tourism Price Index (OPI) Report
- Data: Dec 18 – Feb 19

INTENSE COMPETITION

DESTINATIONS	China		Hong Kong S.A.R	
	Products	Group Price	Products	Group Price
Hawai'i	7D5N	\$ 2,990	7D5N	\$ 2,051
Australia	10D8N	\$ 2,985	7D5N	\$ 1,281
New Zealand	10D8N	\$ 2,849	9D7N	\$ 1,969
Europe <i>France, Germany, Netherlands</i>	10D8N	\$ 2,811	7D5N	\$ 1,538
U.S. Mainland <i>Across America</i>	10D8N	\$ 2,643	7D5N	\$ 1,538
United Arab Emirates	7D5N	\$ 1,940	6D4N	\$ 1,051
California <i>Los Angeles, San Francisco</i>	9D7N	\$ 1,449	7D5N	\$ 1,538
Egypt	10D8N	\$ 1,426	9D6N	\$ 1,281

AIRLIFT - DIRECT

China – Hawai'i

Airlines	Weekly Frequency	Routes
 AIR CHINA 中國國際航空公司	3	Beijing - Honolulu
 中國東方航空 CHINA EASTERN	6	Shanghai - Honolulu
Total	9	2

China – U.S. Mainland

Destination	Weekly Frequency	Routes
Los Angeles	152	10
New York	144	8
San Francisco	131	10
Chicago	63	4
Seattle	28	4
Boston	17	3
Detroit	14	2
Dallas	21	3
San Jose	7	2
Others	28	5
Total	605	51

AIRLIFT CHINA TO HAWAI'I

49%



19%



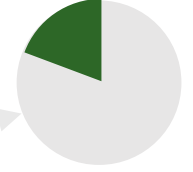
12%



5%



15%



China Eastern

Air China

Hawaiian Airlines

United Airlines

Others



ASIANA AIRLINES



PEK - HNL
Suspended Oct 2018

➤ Partial Data From DDS

CHINA MARKET PERFORMANCE

*Source HTA Data



Per Day Spending

7.3% ↑

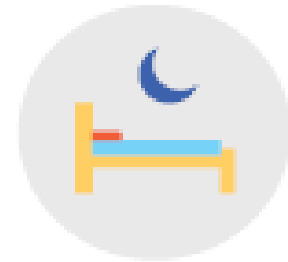
\$355.7



Per Trip Spending

8.1% ↑

\$2,716.3



Lodging

12.2% ↑

\$103.7



O'ahu



Island of
Hawai'i



Maui
County



Kaua'i

CHINA TARGET SEGMENTS



Luxury Escapees

- 46% rank island holiday as first choice
- Chinese travel spend grow to 115.3 billion



YOLOs

- You Only Live Once
- 190 million adventure seeking Chinese travelers
- USD 30 billion, up 30%



Multi-Generation Families

- 30% of Chinese outbound tourists or 39 million people travel with their families

HAWAI'I ~ DIAMOND OF ISLANDS



MARKETING INITIATIVES DIAMOND OF ISLANDS

1. Olympic Dreams
~ Hawai'i



2. Rainbow Routes
~ Hawai'i



3. Up Close Personal
~ Hawai'i



7. Aloha Jam
~ Hawai'i



6. Awe-Inspiring
~ Hawai'i



5. Say Aloha
~ Hawai'i



4. Sounds of ALOHA
~ Hawai'i



RESPONSIBLE TOURISM RAINBOW ROUTES ~ HAWAI'I



中國東方航空
CHINA EASTERN

travel2change



#RESPONSIBLE TOURISM# 400M RAINBOW ROUTES ~ HAWAI'I



O'ahu · Kualoa Ranch



O'ahu · Surfing at Waikiki



O'ahu · Eco Farm Tour



Lāna'i · Puu Pehe



Kaua'i · Allerton Garden



Kaua'i · Zipline Tour



Island of Hawai'i · Legacy Tour



Island of Hawai'i · Punaluu Black Sand Beach



Maui · Haleakalā National Park



Maui · Road to Hana



Maui · Tropical Plantation



Molokai · Kalaupapa National Historical Park

RESPONSIBLE TOURISM AWE-INSPIRING NATURE



ISLAND OF HAWAI'I

Trade FAMs



- CN Tier 2 Cities Tour Operators
- HK Travel Agencies

Media FAMs



- TV Travelogue (HK)
- Nature & Eco-Tourism (CN Social)

Social Media



- # ResponsibleTraveler #400 Million
- # SafeHavenHawaii #100,000
- # One&OnlyHawaii #15 Million

MCI OVERVIEW



POTENTIAL MCI GROUPS

- **Insurance Incentive Group**

- Date: Sep, 2019
- Type: Incentive
- Attendees: 600 pax



- **Cheongsum Of The Orient**

- Date: October, 2019
- Type: Event
- Attendees: 800 pax



MAHALO!



Reene Ho-Phang
Strategic Advisor
China & Hong Kong



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Marketing Director
China



Echo Zhao
Trade & MCI Director
China



Yvonne Ma
Director
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Frances Wang
PR & Social Media Manager
China



Angela Wang
Trade Marketing Manager
Beijing & Northern China



Amber Zeng
Travel Trade & MCI Manager
Chengdu & South West China



Jackie Wang
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Chengdu & North West China



Orca Guo
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Hong Kong