



# SPRING TOURISM UPDATE

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# OVERVIEW- MARKET CONDITIONS

- **Australia**

- Economy stable - GDP growth at around 3%
- High employment figures and wage growth
- Federal election in May
- USD – AUD \$0.72 – \$0.73

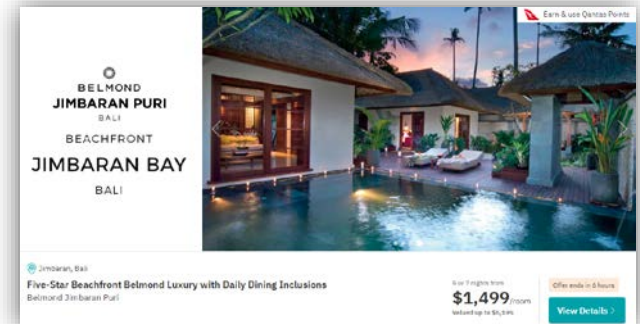
- **New Zealand**

- Predicted GDP growth of between 2.5 - 3.5 %
- Outbound is at record levels
- NZD began 2019 firm at US\$0.67

# COMPETITION AND BRANDING

- **The competition:**

- South East Asian destinations offering competitively priced luxury packages
- Airlines influencing the market through new routes and aggressive pricing E.g. Qantas and Air New Zealand



# COMPETITION AND BRANDING

- **Branding**

- Hawai'i is culturally compatible with Australian and Kiwi travel expectations
- Focus on the experiential value across the six Hawaiian Islands
- Outstanding Nature; Surprising; Adventure; Perfect for couples and families



# AIRLIFT

- Forecasted 5.6% drop in airlift for Oceania in 2019
- Airlift for Australia remains flat
- New Zealand sees a settling down between two adversaries
- NZ still remains 30,000 seats higher than 2017

	2019	2018	%
<b>OCEANIA</b>	<b>503,166</b>	<b>533,045</b>	<b>-5.6</b>
New Zealand	129,607	152,259	-14.9
Australia	373,559	380,786	-1.9



# RESPONSIBLE TOURISM

- **Sea cleaner initiative**

- Responsible tourism and sustainability
- International Coastal Clean-up Day- September
- Hawaii group visited Aotearoa

- **Voluntourism**

- Immersing in local, authentic and culturally relevant
- MCI targeted as a growth, high spend sector

- **Seasonality and Regional Spread**

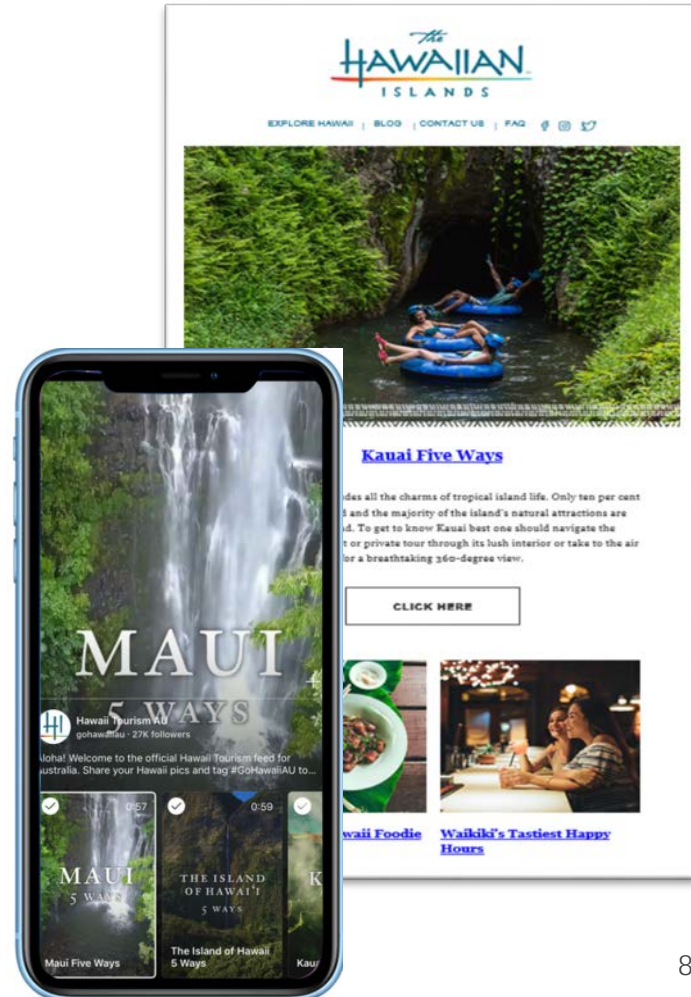
- Oceania market a good fit for shoulder seasons
- 27% visit a Neighbor Island
- Exploring beyond the popular tourist areas





# SHORT-TERM OPPORTUNITIES

- Co-operative campaigns
- Destination training
- Island specialist famils
- Public relations
- Blog and e-newsletter
- Social media /Video content





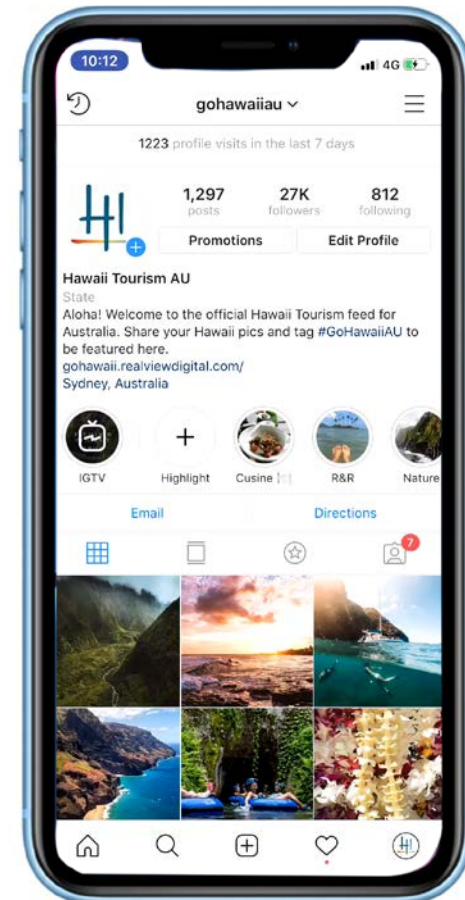


# BRANDED VIDEO CONTENT

<https://www.youtube.com/watch?v=nPmVTgi0Dss>

# HAWAI'I ISLAND

- Social Media
- Stand alone Hawai'i campaigns
- Dedicated Specialist famil
- Focus on soft adventure
- TV partnership
- Additional influencer 'wow' activities e.g. American Express content promo



# MCI OVERVIEW

- **Hawai'i Convention Center**
  - Cheer & Dance Games 2019
  - Golden Oldies Netball 2020
  - Promote for large conventions and attendance building
- **Upcoming Opportunities**
  - Golden Oldies Rugby 2022: 4,000 attendees



# MCI OVERVIEW

- **Industry Engagement**

- Corporate market focus to expand our reach
- Face-to-face meetings, trainings and events
- Host famils through the year
- Offer support during the RFP process







HAWAII TOURISM™  
OCEANIA

**MAHALO**

