



SPRING TOURISM UPDATE

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MARKET OVERVIEW

Southeast Asia has some of the fastest growing economies in the world due to **rapid population growth, rising trade** and **investment flows**. Southeast Asia's middle-income population will be forecasted to **more than double to 400 million by 2020**.



	2017	2018
GDP (US\$Billion)	307.8	314
Real GDP Growth (%)	5.9	5.4
GDP Per Capita(US\$)	9,817	9,824
Unemployment (%)	3.4	3.3
Currency Exchange	1 USD = MYR 3.80	



	2017	2018
GDP (US\$Billion)	336	323
Real GDP Growth (%)	3.6	3.3
GDP Per Capita(US\$)	59,922	55,390
Unemployment (%)	2.2	2.1
Currency Exchange	1 USD = SGD 1.35	



	2017	2018
GDP (US\$Billion)	1,002	1,015
Real GDP Growth (%)	5.1	5.2
GDP Per Capita(US\$)	3,385	4,141
Unemployment (%)	4.2	5.3
Currency Exchange	1 USD = IDR 14.06	

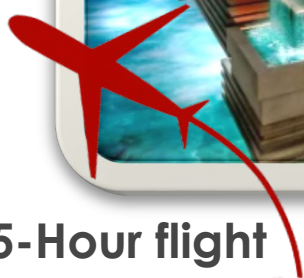
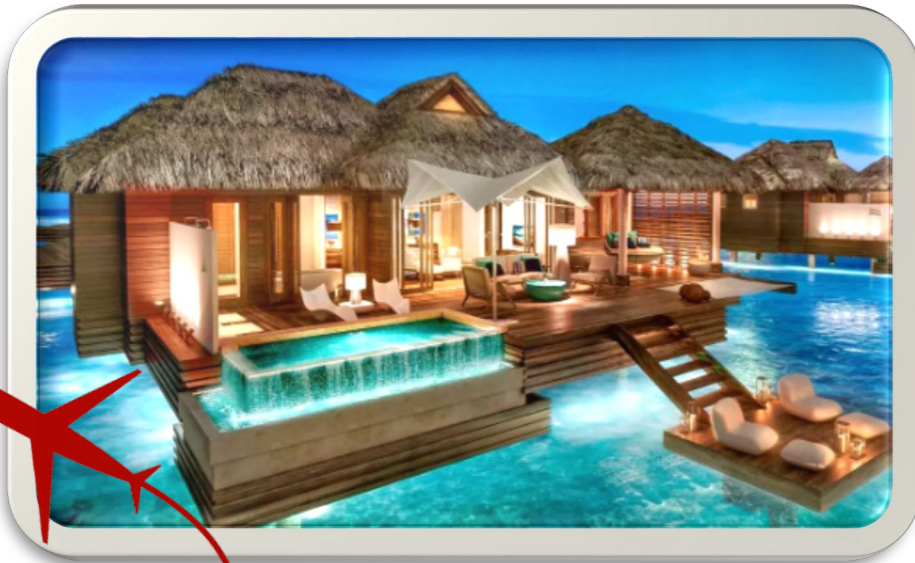


	2017	2018
GDP (US\$Billion)	455.38	478
Real GDP Growth (%)	3.9	4.1
GDP Per Capita(US\$)	6,882	7,103
Unemployment (%)	1.08	1.00
Currency Exchange	1 USD = THB 31.18	

Maldives



COMPETITION AND BRANDING



5-Hour flight

TOUR PACKAGE



6D5N
US\$1,343



6D5N
US\$1,842

2018 Southeast Asia Visitors
to Maldives

237,163 pax*

2018 Southeast Asia Visitors
to Hawai'i

58,046 pax

COMPETITION AND BRANDING

Portrait Hawai'i as the idyllic destination that fulfills all needs

Fascinating
History

Incredible
Geology

Rich
Culture

**Silver
Travelers**



**Affluent
Travelers &
Romance**





AIRLIFT ACCESSIBILITY



Frequency reduced to 4x weekly from April 1 to April 24 & July 1 to July 23, 2019.

Reduced **9,048** seats capacity, with **128,179** seats capacity left for the remaining of 2019.

RESPONSIBLE TOURISM

2019 Key Strategies

Aspiration

Distinguish Hawai'i from other competitors as a premium destination by focusing on high-end tour product development

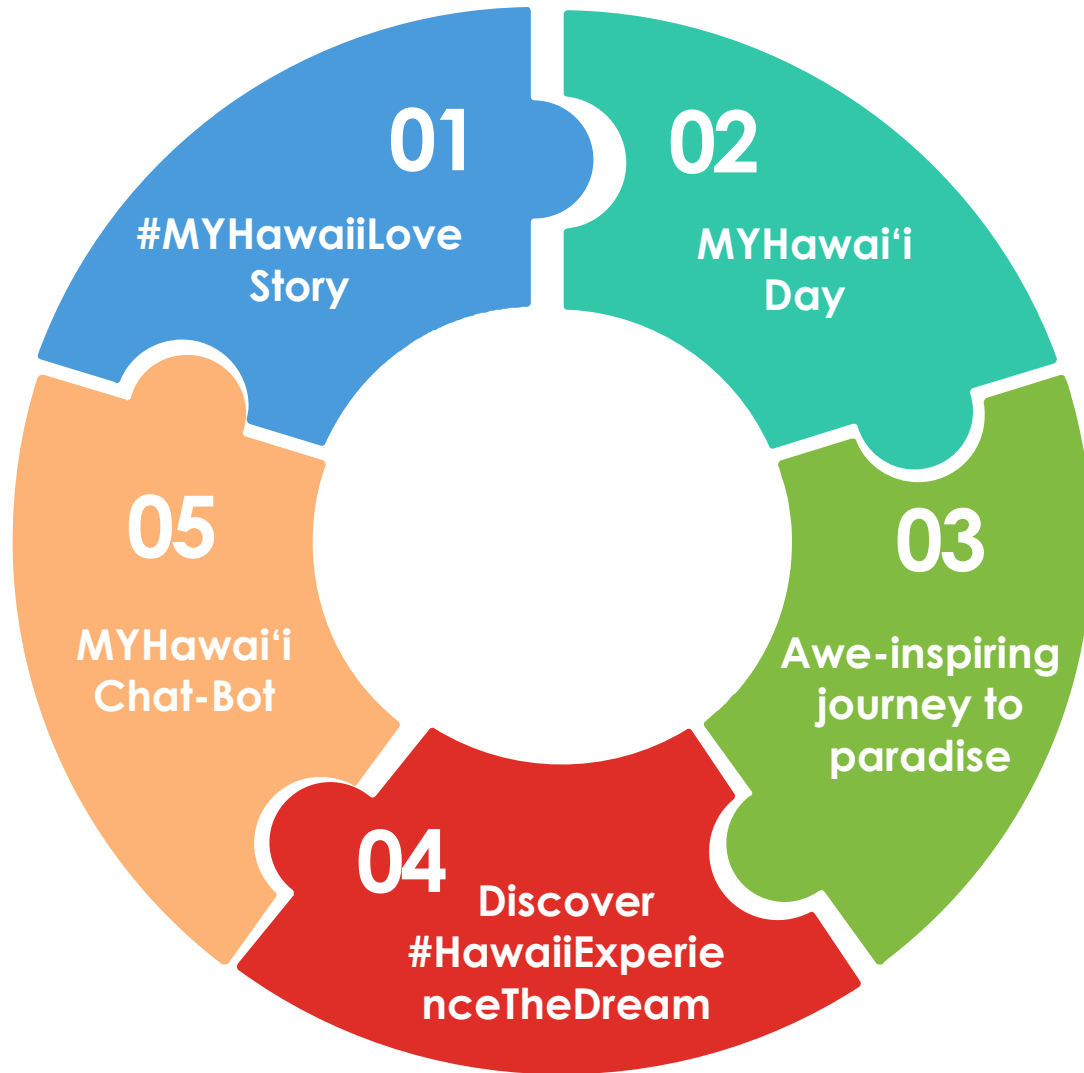
Education

Educate potential visitors to Hawai'i about how to travel throughout *The Hawaiian Islands* in a sensitive manner

Consideration

Engage influencers to curate content that aspire and position Hawai'i as a premium destination

KEY INITIATIVES FOR 2019



ISLAND OF HAWAI'I

Educate

- Through Destination training especially during the Aloha Trade Mission in Malaysia & Indonesia.

Inspire

- Create new content through collaboration with influencers to reposition Island of Hawai'i through #MYHawaiiLoveStory

Always-On

- Increase social positioning of Island of Hawai'i in both FB & Instagram ensuring constant top of the mind-recall

MCI OVERVIEW

Source Market	Agent / Industry	# of Pax	Date	Duration of Stay
Malaysia	Automobile	50-60 pax	September 2019	7 nights
	Insurance	280 pax	May 2020	4 or 5 nights
Singapore	Incentive	40 pax	2020	3 or 4 nights
	Incentive	60-80 pax	2020	4 or 5 nights