



FALL TOURISM UPDATE

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MARKET CONDITIONS

OVERVIEW- MARKET CONDITIONS

Currency exchange

- GBP to USD: \$1.28
- Euro to USD: \$1.12



BREXIT 31st

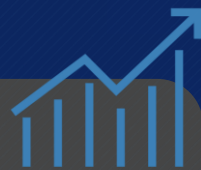
JANUARY 2020



GDP

UK: +1.5%

Germany: +1.2%



Interest rates

UK: 0.75%

Germany: 0%



Unemployment

UK: 4%

Germany: 3.3%



TRAVEL FORECAST LIMITED BREXIT IMPACT

37%

UK travelers who believe Brexit will have an impact on travel to Europe

29%

UK travelers who believe Brexit will have an impact on travel to int'l destinations other than Europe

OUTBOUND TRAVEL FROM EUROPE

**Top 10 Source
Markets**
**Europe Makes Up
Well Over 50% of
All International
Departures**



1. China



2. USA



3. Germany



4. UK



5. France



6. Russia



7. Australia



8. Italy



9. Spain



10. Canada

**European
Outbound Travel
Reached
An All Time High
in 2018**

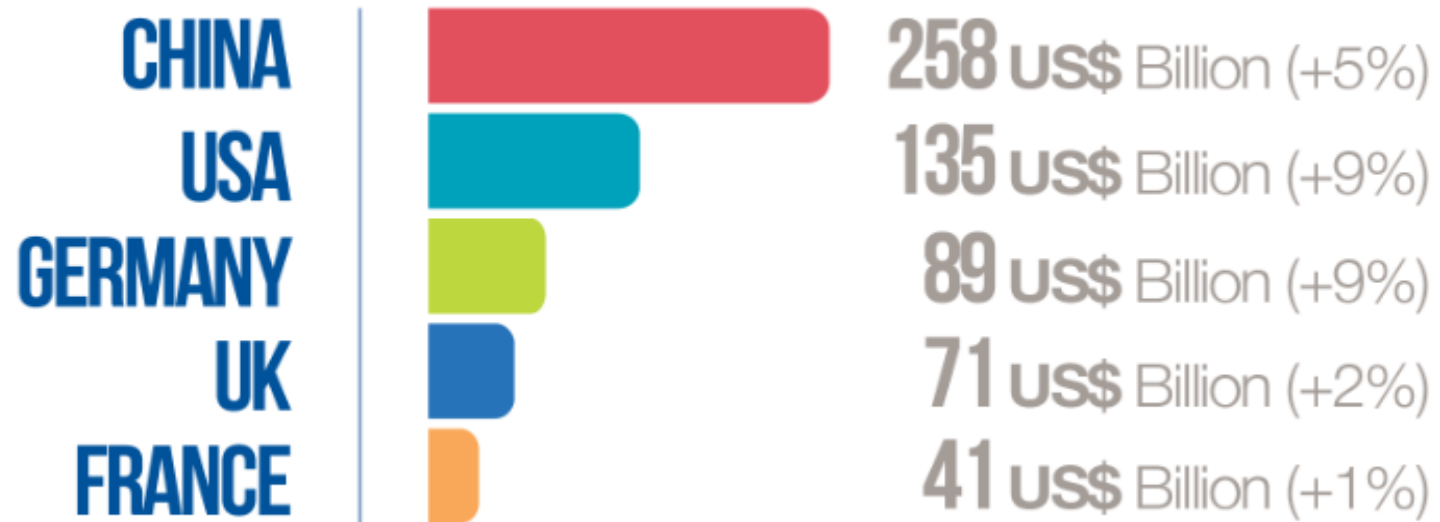
531 MILLION

Outbound Trips in 2018

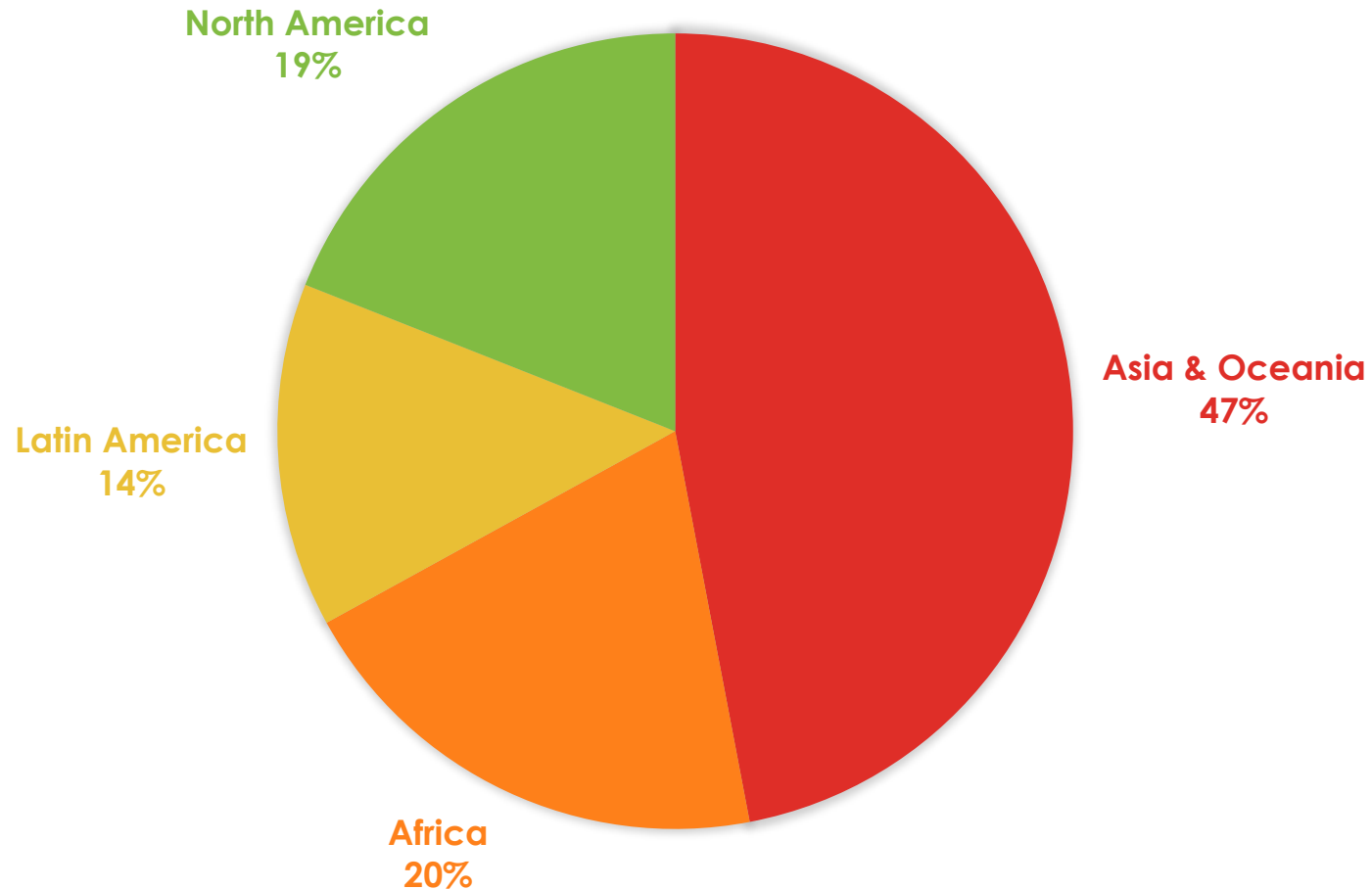
+5.3%

Source: World Travel Monitor®, 2018, IPK International

WORLD'S TOP TOURISM SPENDERS



DESTINATIONS OF EUROPEAN OUTBOUND TRAVELERS IN 2018



Europe – U.S.

Capacity has grown at an
above-average rate

 **9.3%**

406 FLIGHT ROUTES

to the U.S. from European airports

91.9 MILLION

Seats

7.8 MILLION

additional seats in the last two years



AVIATION ACCESS

64 MILLION

Journeys Between USA And Europe

35 MILLION

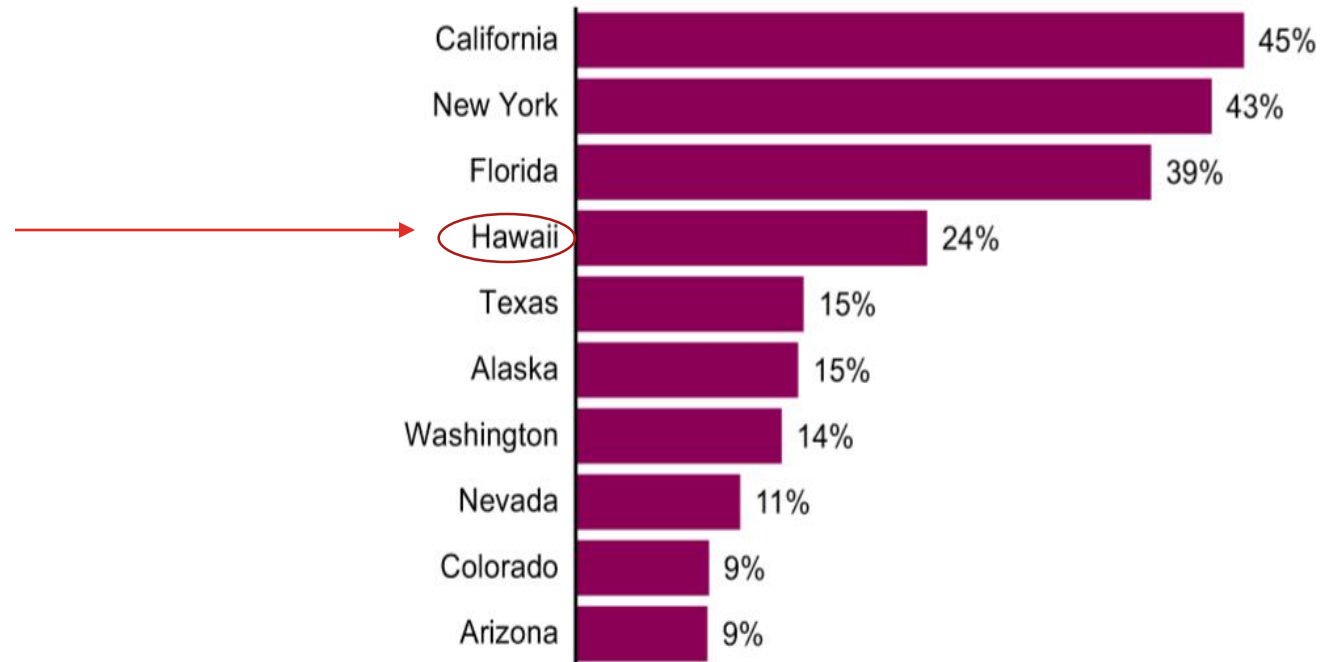
Of Which Are Indirect

Source: World Travel Monitor®, 2018, IPK International

DESIRE AND INTENT

WHERE DO EUROPEANS WANT TO TRAVEL TO?

Destination Interest - Top 10 States



Question: You indicated in a previous question that you have interest in visiting the U.S. sometime in the future. Which U.S. state(s) are you interested in visiting?

Base: U.K. intercontinental travelers with interest in visiting the United States (N=947)

Source: Brand USA Market Intelligence Study

Phocuswright Inc. on Behalf of Brand USA • 149

Market Intelligence Survey 2018 Results Market Profiles

Phocuswright



VisitTheUSA.com

TRAVEL TRENDS

TRAVEL WITH A GREATER SENSE OF PURPOSE

Many travellers now identify **sustainable travel** as a key element in their booking decision

45%

of UK Travelers

57%

of German
Travelers

DISPERSAL AND REPEAT VISITATION

70%

of travellers to the US are combining
two or more destinations

MILLENNIALS MAKE UP

40% of Europe's
Outbound Travel

72% of Millennials would spend
on experiences rather than
possessions

COMPLEXITY OF WHAT INFLUENCES DECISION MAKING

Every travel booking is now influenced by

45 Digital Touchpoints

and, before making a travel booking,

52 Related Travel Queries

are conducted

Source: Adara's Luxury Travel Consumer report

HAWAII TOURISM
EUROPE

TARGET AUDIENCE

TARGET AUDIENCE UK

High Value Travelers - 30% based in London

27%

of UK consumers planned to spend more on their holiday this year

16%

of these plan to visit North America

HAWAII TOURISM
EUROPE

TARGET AUDIENCE GERMANY

High Value Travelers - predominantly couples/older families

33%

of Germans plan to spend between \$2,500 and \$4,999 on their next Intercontinental trip

TRIP PERSONA TARGETS

WANDER LUSTERS

Travelers looking for 'new' destinations and new experiences

AUTHENTIC IMMERSERS

Conscientious travelers, nature lovers, seeking cultural immersion and local interaction

EXCLUSIVITY THRIVERS

Core need is to relax and re-energize through authentic, historical and cultural experiences

CONSUMER STRATEGY

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Influence and educate target audience through PR, promotions and paid media

'Tradigital approach'

Build and elevate brand awareness

Inspire consumers

Educate travelers on the uniqueness of the Hawaiian Islands

Focus on the rise of wellness travel and its links to Hawaiian culture

MARKETING CHALLENGE

How do we stand out in a sea of sameness?





OUR MISSION

Elevating and amplifying **The Hawaiian Islands** brand internationally

HAWAII TOURISM
EUROPE

CORE BRANDING MESSAGE

Aloha Spirit

*What does Aloha mean to you?
What makes Hawai'i unique?*

CONSUMER CAMPAIGN



Integrated partnership with Just Breathe

Six Hawai'i inspired podcasts, featuring traditional Hawaiian chants, delving into the individual culture and stories of each island...

PR & SOCIAL MEDIA

**Press
materials and
proactive
pitching**

**Broadcast
opportunities**

**Influencer
engagement**

**Social media
content and
creation**

**Regular face-
to-face
media
meetings**

**Group and
individual
press trips**

TRADE STRATEGY

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Many UK and German consumers (particularly HVT's) continue to book through retail agents. It is therefore key that we continue to **educate, motivate and incentivise** the European travel trade, to promote Hawai'i to their customers.

SPOTLIGHT ON THE UK DEMOGRAPHIC SPLITS

'I have used an agent to book international travel in the past 12 months...'

84%

of millennials



88%

of Generation Xers



97%

of Baby Boomers



SPOTLIGHT ON GERMANY DEMOGRAPHIC SPLITS

44%

of the population are
Generation Xers with a
preference to plan and
book through travel
professionals



TRADE STRATEGY OVERVIEW

Share The Aloha Challenge...

Agents from the UK and Germany will compete to win a place on our Trade Fam, where participants will document their trip on social media, using the hashtag **#sharethealoha**, taking part in voluntourism activities

RESPONSIBLE TOURISM

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Our 2020 Mission

- Incorporate responsible tourism messaging into all of our trade activity
- Work with the trade to promote sustainability
- Proactively pitch sustainability travel
- Distribute Rooted and Kuleana videos with trade and media to educate consumers

It is our kuleana to positively impact the Hawaiian islands by preserving the values and interests of the local community

WHAT DOES SUCCESS LOOK LIKE?

Elevated
awareness of
Hawai'i as a brand
on the global
stage

Perpetuating the
Hawaiian culture,
preserving natural
resources and
supporting the
community

Increased
expenditure and
length of stay

Increased tourism
contributions to
economy

