



# FALL TOURISM UPDATE

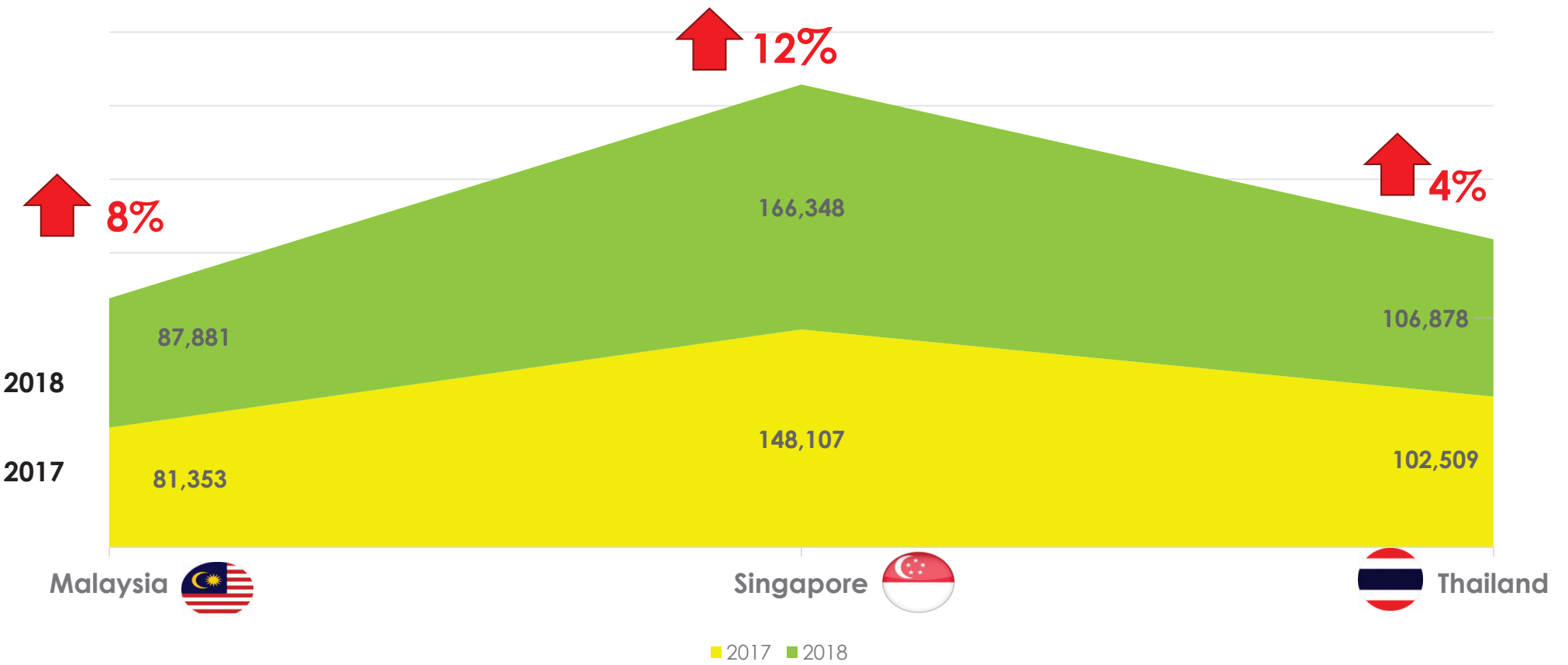
Kelvin Ong, Regional Director

Dan Darby, Trade Marketing & MCI Manager

# MARKET CONDITIONS

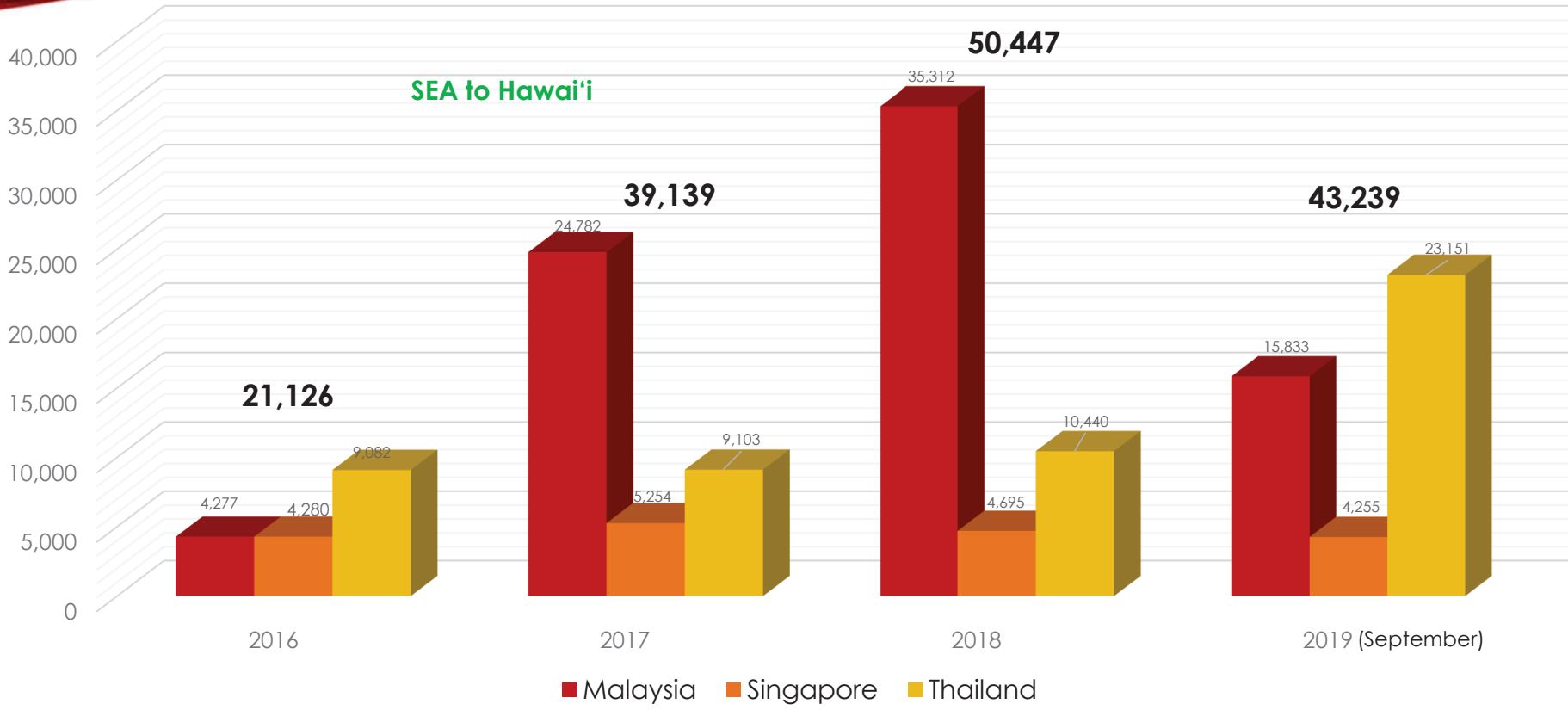
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# OUTBOUND TO USA

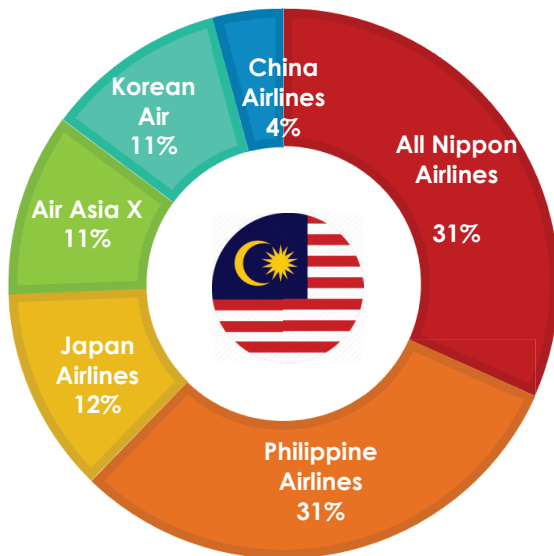


Source:  
U.S. National Travel and Tourism Office

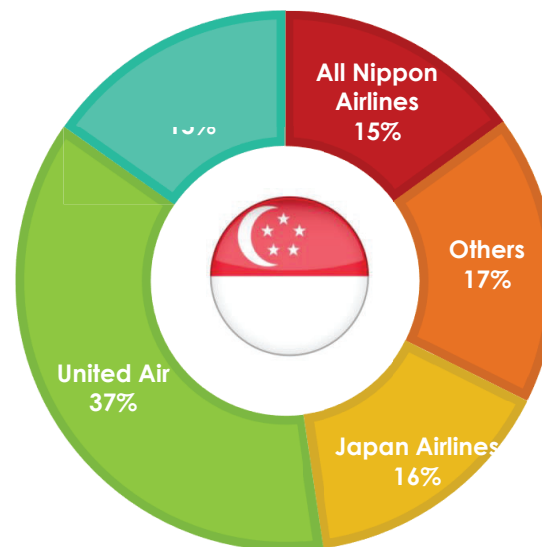
# OUTBOUND TO HAWAI'I



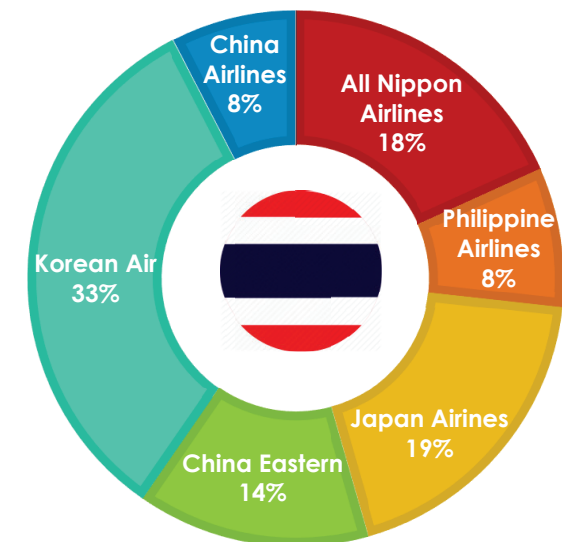
# AIRLIFT ACCESSIBILITY TO HAWAI'I



**Flight frequency: 59 weekly**  
**Seats capacity: 14,216 / week**



**Flight frequency: 40 weekly**  
**Seat capacity: 9,505 / week**



**Flight frequency: 32 weekly**  
**Seats capacity: 7,768 / week**

# TRAVEL TRENDS

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# MEDIA PREFERENCE

63%

of the 662 million population of SEA use Internet daily



Spend an average of 8 hours 5 mins online which of the 4 hours are spent on mobile



Newspapers are still a credible source of information



Radio is still one of the main go to channels S.E.Asian tune in for an average of 14 hours weekly

Source: Digital in Southeast Asia, WeAreSocial/Hootsuite 2019; SEA Media Landscape by Nielsen 2018; Business Today , 2019

Travelers initiate a **GOOGLE search** on lifestyle, social media sites for inspiration

**64%** Watch destination video content to get inspiration

**70%** Travelers rely on reviews to decide an attraction/restaurant to visit

**40%** Silver Travelers said their travel decision was influenced by newspaper informative ads

Source: Adara Luxury Travel Behavior

**HAWAII TOURISM**  
SOUTHEAST ASIA

## Top 5 go-to channels for destination inspiration



Source: Hootsuite 2019



## TRAVEL TRENDS

**1** Halal travel is on the rise as Muslims are increasingly seeking out travel packages that are Muslim-friendly

**2** Travelers focus more on an Instagrammable experiences than ever

**3** Southeast Asian travelers prefer to book via Online Travel Agencies (OTA) as it has given them more flexibility in planning their trip

**4** Southeast Asian travelers are increasingly opting for shorter and more frequent breaks

**5** Conscious travel is on the rise. SEA travelers are seeking more than personal fulfillment, but also contributing to the local community

**6** There is a growing trend in SEA women travelers and this is more prominent with young working women

Source: FlyKILA, 5 trends shaping travel in 2019

# TARGET AUDIENCE

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# TARGET AUDIENCE



## Affluent Travelers

- Aged from 28 to 40
- Annual income: US\$40,000- US\$120,000
- Make an average of 12 international trips per year
- 46% of them spend their income on travel and leisure
- Prefer to rely on travel agencies for booking and itinerary planning



## Romance Lovebird

- Travels around the world celebrating special occasions
- Digital savvy & source travel inspiration online
- Anniversary celebration and renewing marriage vows have become an emerging trend among Southeast Asian travelers



## Silver Travelers

- Financially stable with the luxury of time
- Make an average of 27 travel days per year
- 66% of their travel destination are influenced by informative ads
- Prefer to indulge in a more relax yet luxurious travel experience

# CONSUMER STRATEGY

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# CORE BRANDING MESSAGE



# CONSUMER STRATEGY

Based on the findings and key branding message of Discover Aloha, the general approach for our consumer strategy involves

## 01 CURIOSITY

Entice the curiosity of SEA travelers to discover more about the Hawaiian islands and the **unique FEEL of each island.**



## 02 DISCOVER

SEA travelers to discover the true meaning behind the word "Aloha" to lead to a **better understanding and appreciation of the authentic Hawaiian culture**



## 03 INSPIRE

By educating and inspiring travelers to understand the true and authentic Hawaiian culture and the unique FEEL of the six islands of Hawai'i, travelers will learn to **embrace the spirit of aloha**



## 04 RESPONSIBLE

As a result, SEA travelers will be more mindful when they travel in Hawai'i. They will be **respectful to Hawai'i's culture and heritage, its people and community**



# CONSUMER STRATEGY



## 1 LEVERAGE ON DIGITAL PRESENCE

- Expand brand visibility online that focus on our target audience from working women looking for a retreat, to couple looking for romantic getaway

## 2 TRADITIONAL MEDIA

- Media such as newspaper, magazine and radio are still an important outlet for the silver travelers in the Southeast Asia region

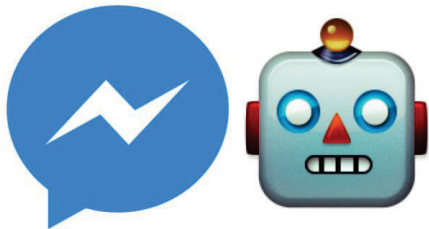
## 3 BRAND PARTNERSHIP

- Tapping into our partner brand's loyal consumer. For example, HTSEA will be running a campaign with GoPro that showcase Hawai'i cultural and natural resources

## TOOLS TO REFINE TARGETING



NETBASE



Leverage on these tools to track, analyze and reach our target audience in order to obtain real-time reporting/results.

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SOUTHEAST ASIA



# CONSUMER CAMPAIGNS

## Hawai'i Community Lū'au

To celebrate Hawai'i Lei Day festival and promote Hawaiian culture & gastronomy

## Aloha Facebook ChatBot

Tap into AI learning to further understand the behaviors of its potential travelers and their interest on Hawai'i

## SEA GoPro x Influencer Campaign

Promote Hawai'i's cultural & natural resources and festivals & events by tapping into GoPro's massive loyal consumers & Influencers

## #DiscoverAloha Digital Interactive Campaign

Leverage on interactive digital game to educate and promote authentic Hawai'i cuisine in conjunction with Food and Wine festival.



# TRADE STRATEGY

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# WHY TRADE IS STILL IMPORTANT



## HUMAN ELEMENT

SEA travelers still prefer trade for accountability and assistance

## CO-OP CAMPAIGN



Opportunity to leverage trade partners' platforms & resources



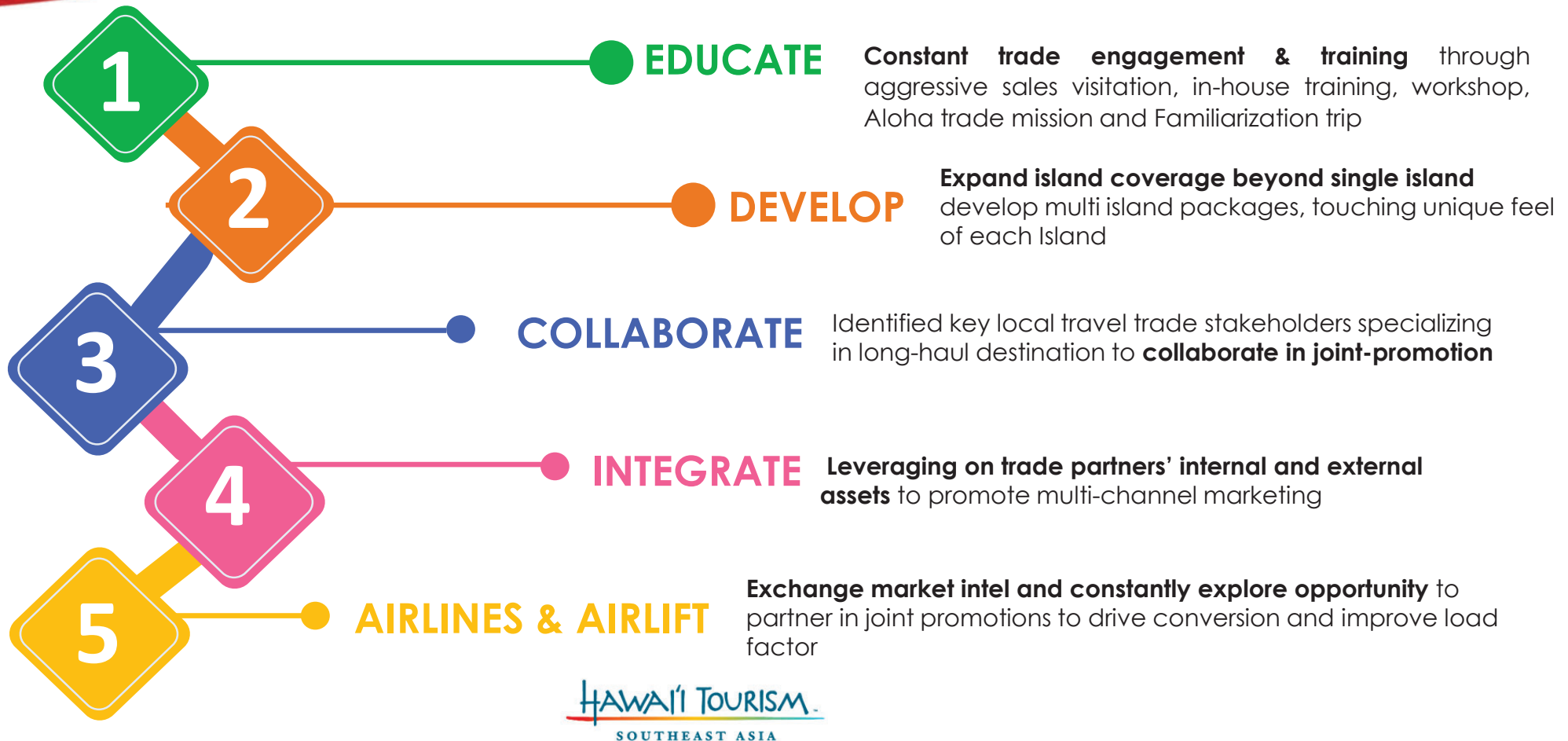
## MCI

Large groups still rely on tour operators

## AFFLUENT TRAVELER

Planning made easy with trade

# ENGAGEMENT WITH TRADE



# MCI

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SOUTHEAST ASIA

# DEPLOYMENT








HTSEA will continue to promote and develop MCI leads for Hawai'i in all countries in Southeast Asia with the main focus in Malaysia, Singapore & Thailand.

# LEAD DEVELOPMENT



MCI  
in Southeast  
Asia

-  **SUPPORT**  
Giving necessary in-kind support especially during bidding. E.g. lei garlanding, hula performance
-  **LEADS**  
Working with airlines and DMC in getting new leads.
-  **WORKING DIRECT WITH CORPORATE**  
Destination awareness to incentive prone corporate companies in Southeast Asia
-  **MCI EDUCATION**  
Education to the DMC that will include MCI specific familiarization trip to Hawai'i
-  **WORK WITH GLOBAL MCI TEAM**  
Collaborate and support attendance building, develop leads for citywide groups

# RESPONSIBLE TOURISM

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# RESPONSIBLE TOURISM

## ❑ PR & Communication Initiatives

- Sending press release with story angles on responsible tourism
- Media content partnership for both MCI and Leisure touch base topics on society, economy, and environment impact.

## ❑ IGTV Episodes

- Rooted and Kuleana series will be repurposed and adapted to IGTV format for the SEA audience.

## ❑ Regional FAM

- Integrating trade, media and influencer FAM trip that incorporate areas of either society, economy, or environment impact.



HTSEA will ensure its core branding message and all promotions align with HTA's 4 pillars.

**BRAND  
MARKETING**

**COMMUNITY**

**HAWAIIAN  
CULTURE**

**NATURAL  
RESOURCES**



**HAWAII TOURISM**  
SOUTHEAST ASIA