



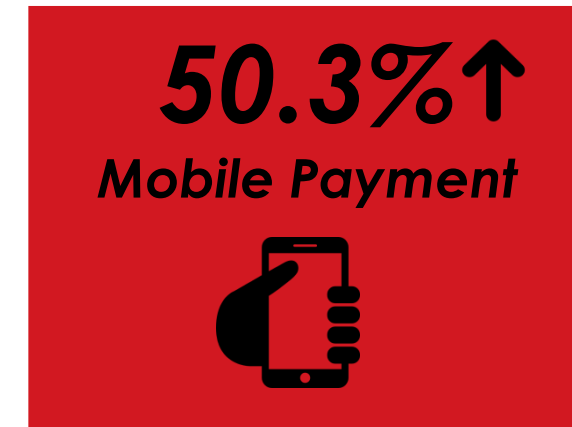
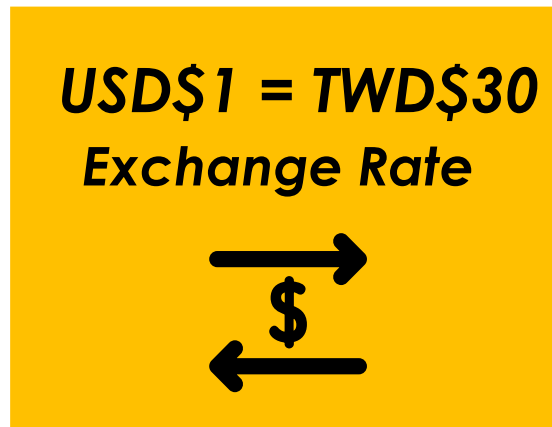
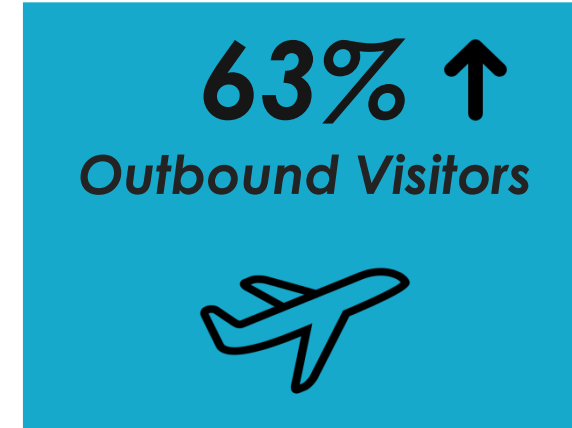
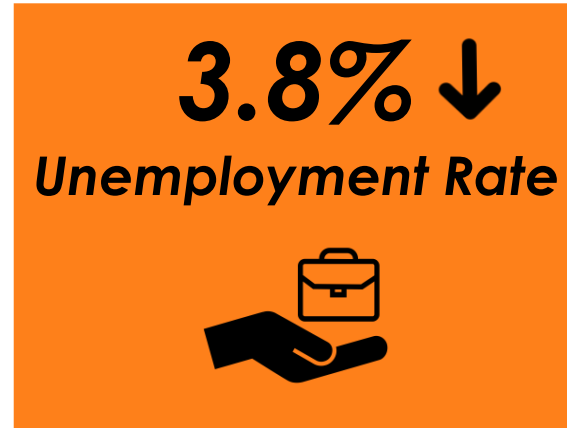
FALL TOURISM UPDATE

Molly Jou

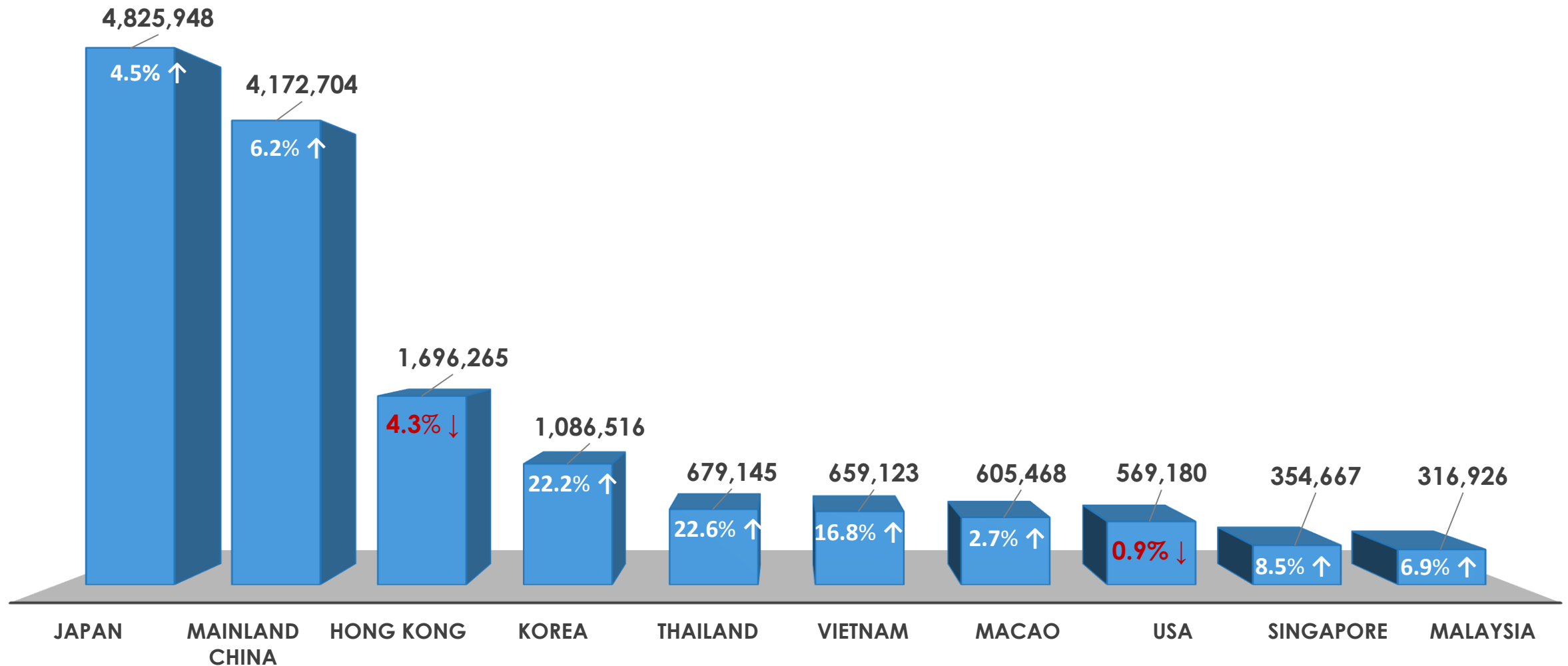
Trade & MCI Marketing Director

MARKET CONDITIONS

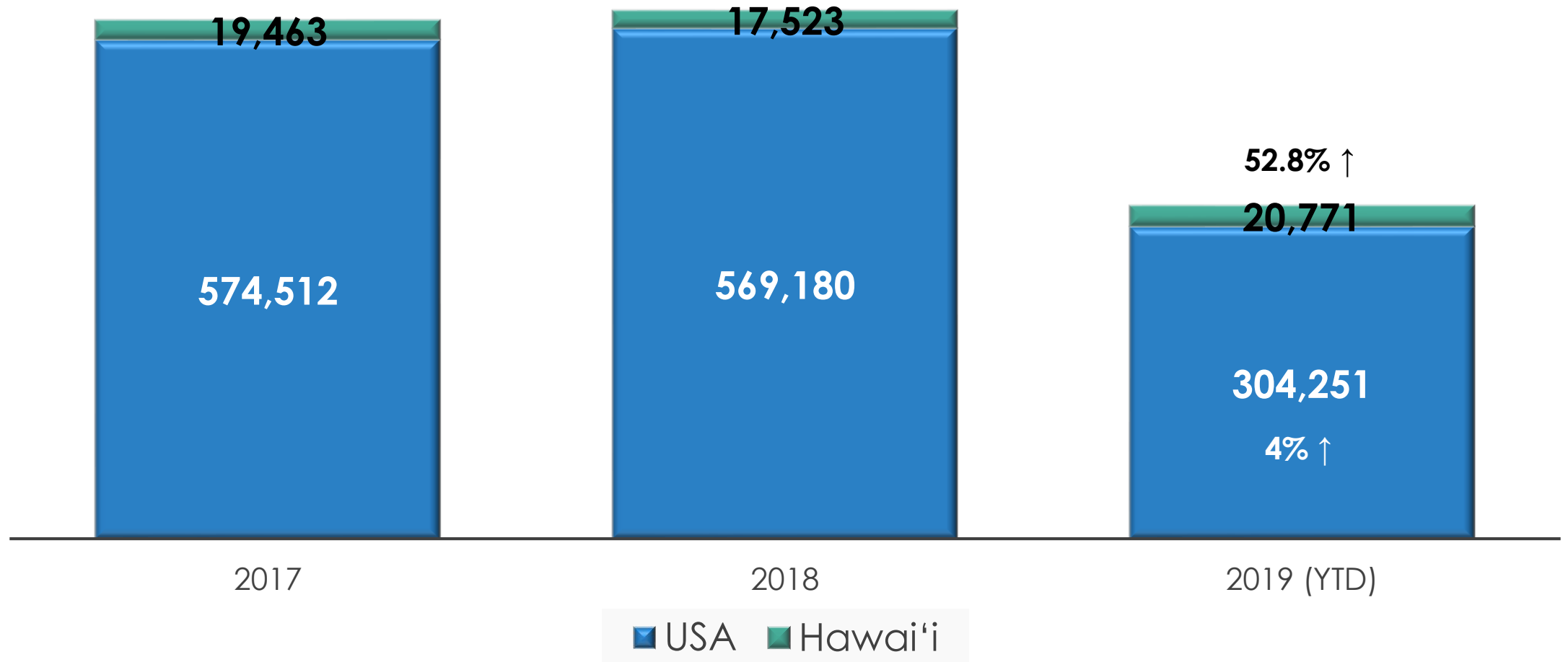
MARKET OVERVIEW



2018 TAIWAN'S TOP 10 OUTBOUND TRAVEL DESTINATIONS



INCOMING TAIWAN VISITORS



FLIGHT SYNOPSIS



Taipei – Honolulu
A350-900 Flight

Year	Frequency	Capacity	Passenger	Load Factor
2018	104	31,824	25,660	80.6%
2017	105	31,223	27,277	87.4%
2016	105	32,475	26,101	79.7%



TRAVEL TRENDS

MARKET TRENDS

Living Green



Rapid Mobilization



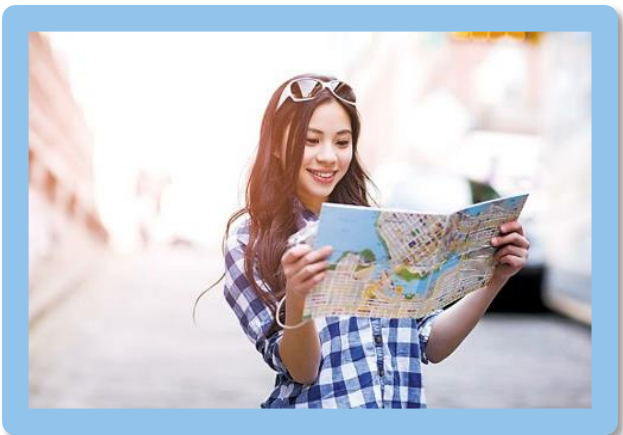
FIT Boom



Experience First



Travel Solo



CHALLENGES

Southbound Policy



Intense Competition



Presidential Elections



TARGET AUDIENCE

TARGET AUDIENCE – HIGH VALUE TRAVELERS



Affluent Millennials – Avid Leisure

- Experienced, highly educated, well-traveled
- High propensity for Experiences
- Highly engaged with social media



Families – Reunion & Educational

- Parent-child bonding
- Cultural learning
- Filial piety by children



Romance Seekers – Include LGBTQ

- Getaways for urbanites
- Overseas weddings, honeymoons & babymoons
- LGBTQ community

CONSUMER STRATEGY



Hawai'i ~ Sanctuary of Aloha

《回歸初心 探索永續夏威夷》

MAJOR CAMPAIGNS

《回歸初心 探索永續夏威夷》



**Malama
'āina**



**Aloha Family
Picnic Festival**



Lei for Love



**Cuisine of
Aloha**

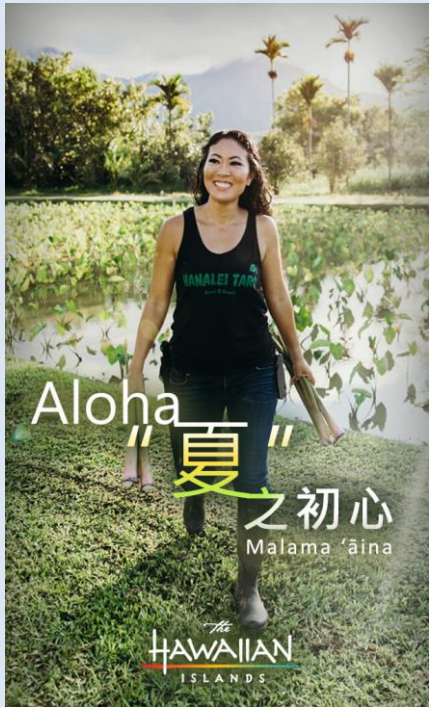
MALAMA 'ĀINA

Target Audience: HVT – Millennials (Avid Travelers)
Marketing Mix: KOL Fam, Social Video, Advertising, PR, Trade

Digital Marketing



Year Round Social Media & PR



Potential Partners



ALOHA FAMILY PICNIC FESTIVAL

Target Audience: Families

Marketing Mix: Outdoor, PR, TV ADs, Social Content, KOL, Mini Trade Fair



Digital Marketing

Potential Partners



PACIFIC ISLANDS INSTITUTE



夏威夷火山之花舞蹈學院



Year Round Social Media & PR



HAWAII TOURISM
TAIWAN

LEI FOR LOVE

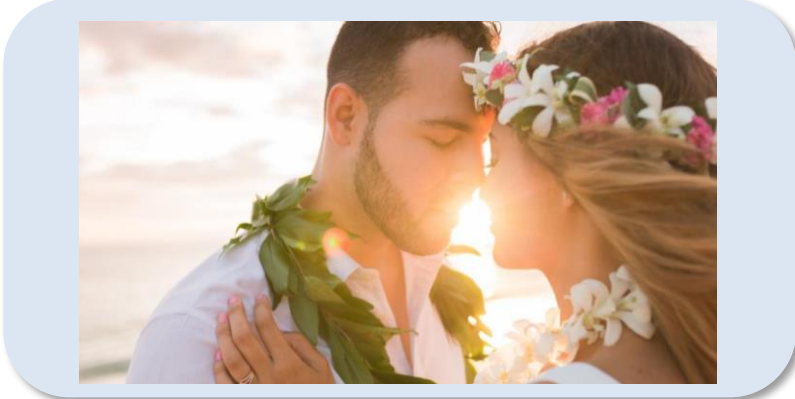
Target Audience: Couples & LGBTQ

Marketing Mix: Floral Theme Itineraries, YouTube, Brand Alliance, Social Media, Trade

Digital Marketing  YouTube



Year Round Social Media & PR



Potential Partners



CUISINE OF ALOHA

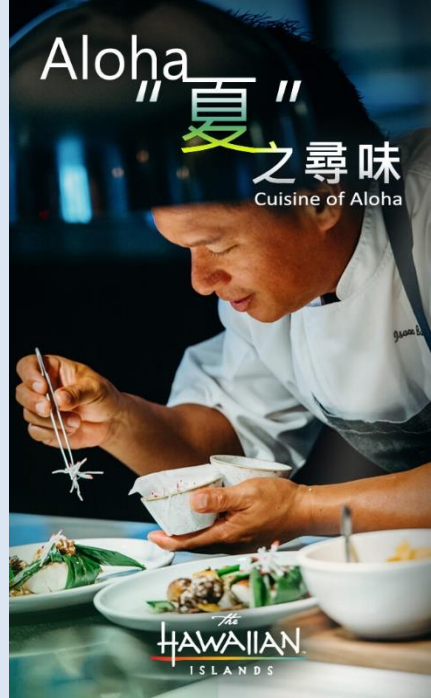
Target Audience: HVT - Millennials

Marketing Mix: Social Media, Online TV Channel, Celebrity Chefs, Food Trucks, Travel Fair

Digital Marketing



Year Round Social Media & PR



Potential Partners



TRADE STRATEGY



TAIWAN ALOHA MISSION

Objective:

- Secure leads for leisure & MCI business
- Educate partners on island dispersal
- Support partners in product development

Description:

- Leisure & MCI business
- Face-to-face business appointments
- Leisure trade, MCI Intermediaries, Incentive Planners, Corporates

Potential Partners:



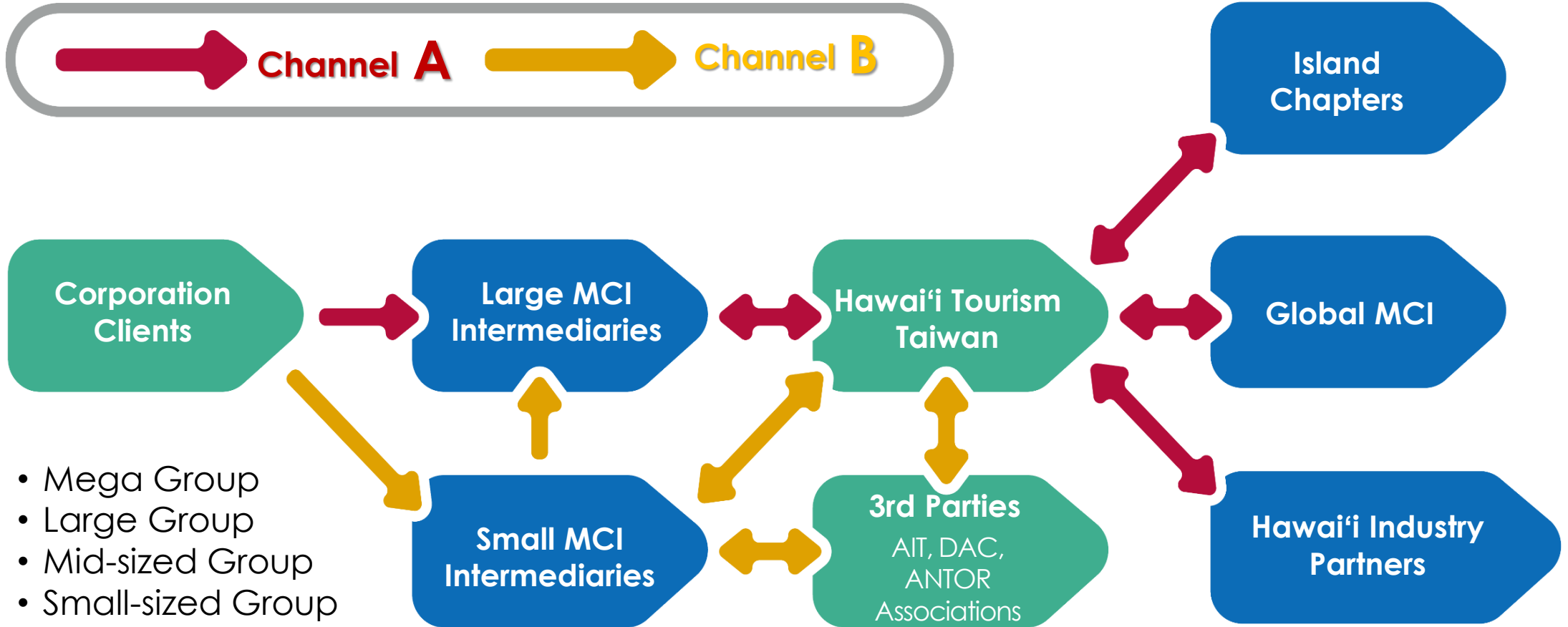
Taiwan's Signature B2B Event



MCI

HAWAII TOURISM™
TAIWAN

LEAD DEVELOPMENT



TARGET CORPORATIONS



南山人壽



AVON



中華民國展覽暨會議商業同業公會
Taiwan Exhibition & Convention Association



社團法人台灣國際當代藝術家協會
Taiwan International Contemporary Artist Association



中華民國多層次傳銷商業同業公會
Taiwan Association of Multilevel Marketing, R.O.C



國際引藻生物科技
International Cryptomonadates Biotechnology



中華民國醫事放射學會
Taiwan Society of Radiological Technologists (TWSRT)



中華民國台灣商用電子遊戲機產業協會
TAIWAN AMUSEMENT MACHINE ASSOCIATION R.O.C



中華民國全國商業總會
General Chamber of Commerce of the Republic of China

RESPONSIBLE TOURISM



RESPONSIBLE TOURISM

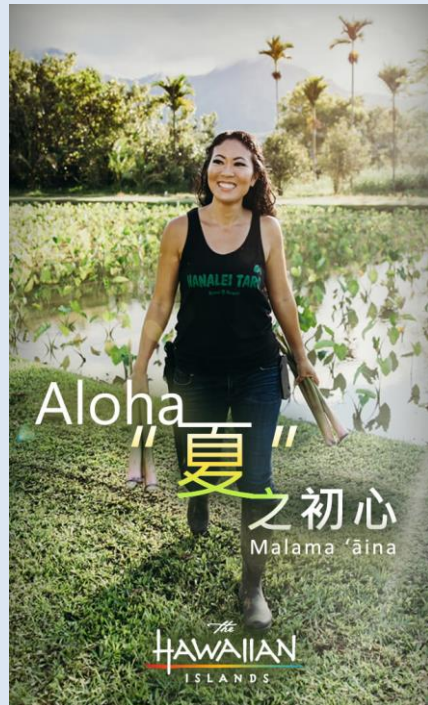
Year Round Social Media & PR

MALAMA 'ĀINA



HAWAII ~ SANCTUARY OF ALOHA

Community



Hawaiian Culture



Marketing



Natural Resources

