



Southeast Asia Fact Sheet

Southeast Asia Overview

The HTA, through Hawai'i Tourism Southeast Asia (HTSEA), implements targeted marketing programs to raise brand awareness and drive travel demand to Hawai'i. Since 2016, HTA has contracted with AVIAREPS to provide marketing representation services in the Southeast Asia region mainly in Malaysia, Singapore, Thailand, and Indonesia. Founded in Germany in 1994, AVIAREPS has an extensive office network spanning the world, with 66 offices in 48 countries and direct access to the local travel trade and media in each market. In 2019, HTSEA continues to position the Islands of Hawai'i as a luxe dream destination for affluent travelers from the region and educate the potential visitors about the authentic Hawaiian culture, the unique feel of each island, and traveling responsibly in Hawai'i.

Year-to-Date December 2019 Quick Facts

Visitor Expenditures: \$118.7 million
Primary Purpose of Stay: Pleasure (46,419) vs. MCI (10,584)
Average Length of Stay: 8.51 days
First Time Visitors: 71.1%
Repeat Visitors: 28.9%

| | 2018 | 2017 | % Change 2018 vs 2017 | YTD Dec. 2019P | YTD Dec. 2018 | % change YTD |
|-------------------------------------|---------|---------|-----------------------------|-------------------|------------------|-----------------|
| SOUTHEAST ASIA (by Air) | | | | | | |
| Visitor Expenditures* (\$ Millions) | 99.4 | 79.5 | 25.0% | 118.7 | 99.4 | 19.5% |
| Visitor Days | 572,823 | 357,679 | 60.2% | 545,970 | 572,823 | -4.7% |
| Arrivals | 61,748 | 38,082 | 62.1% | 64,162 | 61,748 | 3.9% |
| Per Person Per Day Spending* (\$) | 173.5 | 222.2 | -21.9% | 217.5 | 173.5 | 25.4% |
| Per Person Per Trip Spending* (\$) | 1,609.5 | 2,087.4 | -22.9% | 1,850.7 | 1,609.5 | 15.0% |
| Length of Stay (days) | 9.28 | 9.39 | -1.2% | 8.51 | 9.28 | -8.3% |

*Excludes supplemental business spending

Contact Information

Hawai'i Tourism Authority:

Jadie Goo
Director of Marketing
Tel: (808) 973-2252
jadie@gohta.net

Hawai'i Tourism Southeast Asia:

Kelvin Ong
Regional Director
Tel: +6 (03) 2148-8033
HTSEA@aviareps.com

Market Summary

- In 2018, visitor expenditures from Southeast Asia (SEA) rose 25.0 percent from 2017, to \$99.4 million. In 2019, visitor expenditures increased (+19.5% to \$118.7 million) boosted by growth in arrivals (+3.9% to 64,162 visitors) and higher daily spending (+25.4% to \$218 per person) compared to 2018.
- In 2018, 97.9 percent visitors from SEA went to O'ahu, 17.0 percent to the island of Hawai'i, 14.2 percent went to Maui, and 8.2 percent went to Kaua'i. In 2019, SEA visitors to O'ahu, the island of Hawai'i, Maui, and Kaua'i were at 95.7 percent, 27.2 percent, 18.4 percent, and 5.4 percent, respectively.
- In 2018, 20.9 percent of visitors from SEA were repeat visitors. In 2019, repeat visitors comprised 28.9 percent.
- In 2018, 9.9 percent of all visitors to Hawai'i from SEA came on group tours. In 2019, group tour arrivals made up 11.0 percent.

Market Conditions

- The Southeast Asia region is expecting a more sluggish economy in 2020 due to the recent outbreak of Covid-19 as Malaysia, Singapore, and Thailand economy are heavily dependent on China. This impact was prevalent during the U.S. - China trade war.
- In the fourth quarter of 2019, Malaysia revised its growth forecast to 4.5 percent from 4.6 percent due to the weaker than anticipated investment and export growth in the third quarter of 2019. The Monetary Authority of Singapore (MAS) expected growth in the fourth quarter of 2019 to come in at 1 percent compared with the same period last year. Thailand's GDP growth rates for both the fourth quarter and the full year of 2019 are likely below Thai central bank's projections of 2.5 percent.
- According to a report by European Travel Commission, Southeast Asian undertake an average of 2-3 holidays overseas, with one long-haul trip typically lasting 10-21 days. The more affluent citizens travel more frequently and on longer holidays. Travel is round the year, with maximum travel during school holidays (summer and winter), which vary somewhat by source market. For example, winter holidays are usually more than a month long in Singapore and Malaysia, which leads to a spike in long-haul travel during the period end-November to end-December. In the shorter mid-term breaks and public holidays, travel is usually to domestic or regional destinations within Southeast Asia or the rest of Asia-Pacific.
- Destinations such as Australia and European countries (UK, France, and Norway) are still the preferred long-haul destinations for Southeast Asian travelers as Malaysian and Singaporean have visa-free access to the Europe's Schengen area. In addition, short-haul destinations such as Indonesia, Thailand, and South Korea are some of the top holiday destinations for SEA travelers.
- In Southeast Asia, Online travel agencies (OTAs) are being used more and more especially for accommodation bookings, with Expedia, booking.com and Agoda as the clear leaders. At the same time, travel agents are still the main booking channel for travelers seeking multi-country and customized tours.
- The average SEA consumer spends 3.6 hours a day on mobile internet to search for information, access social media platforms, watch video content and conduct online shopping. Hence, a mobile friendly digital approach in promoting holiday destination is important to capture the attention of digital savvy consumer.

Distribution by Island

| SOUTHEAST ASIA (by Air) | 2018 | 2017R | % Change 2018 vs 2017 | YTD Dec. 2019P | YTD Dec. 2018 | % change YTD |
|-------------------------|--------|--------|--------------------------|-------------------|------------------|-----------------|
| O'ahu | 60,481 | 34,048 | 77.6% | 61,395 | 60,481 | 1.5% |
| Maui County | 9,300 | 8,955 | 3.8% | 15,034 | 9,300 | 61.7% |
| Maui | 8,792 | 8,752 | 0.5% | 11,792 | 8,792 | 34.1% |
| Moloka'i | 855 | 1,405 | -39.2% | 3 | 855 | -99.6% |
| Lāna'i | 429 | 940 | -54.3% | 3,677 | 429 | 756.5% |
| Kaua'i | 5,041 | 4,109 | 22.7% | 3,485 | 5,041 | -30.9% |
| Island of Hawai'i | 10,527 | 12,673 | -16.9% | 17,468 | 10,527 | 65.9% |

Group vs. True Independent; Leisure vs. Business

| SOUTHEAST ASIA (by Air) | 2018 | 2017R | % Change 2018 vs 2017 | YTD Dec. 2019P | YTD Dec. 2018 | % change YTD |
|---------------------------------|--------|--------|--------------------------|-------------------|------------------|-----------------|
| Group vs True Independent (Net) | | | | | | |
| Group tour | 6,105 | 4,232 | 44.2% | 7,086 | 6,105 | 16.1% |
| True Independent (Net) | 36,726 | 19,757 | 85.9% | 37,516 | 36,726 | 2.2% |
| Leisure vs business | | | | | | |
| Pleasure (Net) | 46,906 | 27,327 | 71.6% | 46,419 | 46,906 | -1.0% |
| MCI (Net) * | 9,492 | 4,949 | 91.8% | 10,584 | 9,492 | 11.5% |
| Convention/Conf. | 2,721 | 2,305 | 18.1% | 3,866 | 2,721 | 42.1% |
| Corp. Meetings | 948 | 178 | 434.1% | 3,165 | 948 | 233.7% |
| Incentive * | 5,826 | 2,534 | 129.9% | 3,557 | 5,826 | -39.0% |

First Timers vs. Repeat Visitors

| SOUTHEAST ASIA (by Air) | 2018 | 2017R | % Change 2018 vs 2017 | YTD Dec. 2019P | YTD Dec. 2018 | % change YTD |
|-------------------------|------|-------|--------------------------|-------------------|------------------|-----------------|
| 1st timers (%) | 79.1 | 72.4 | 6.6 | 71.1 | 79.1 | -7.9 |
| Repeaters (%) | 20.9 | 27.6 | -6.6 | 28.9 | 20.9 | 7.9 |

Tax Revenue

| SOUTHEAST ASIA (by Air) | 2018 | 2017R | % Change 2018 vs 2017 | YTD Dec. 2019P | YTD Dec. 2018 | % change YTD |
|--|-------|-------|--------------------------|-------------------|------------------|-----------------|
| State tax revenue generated* (\$ Millions) | 11.60 | 9.28 | 25.0% | 13.86 | 11.60 | 19.5% |

*State government tax revenue generated (direct, indirect, and induced)