

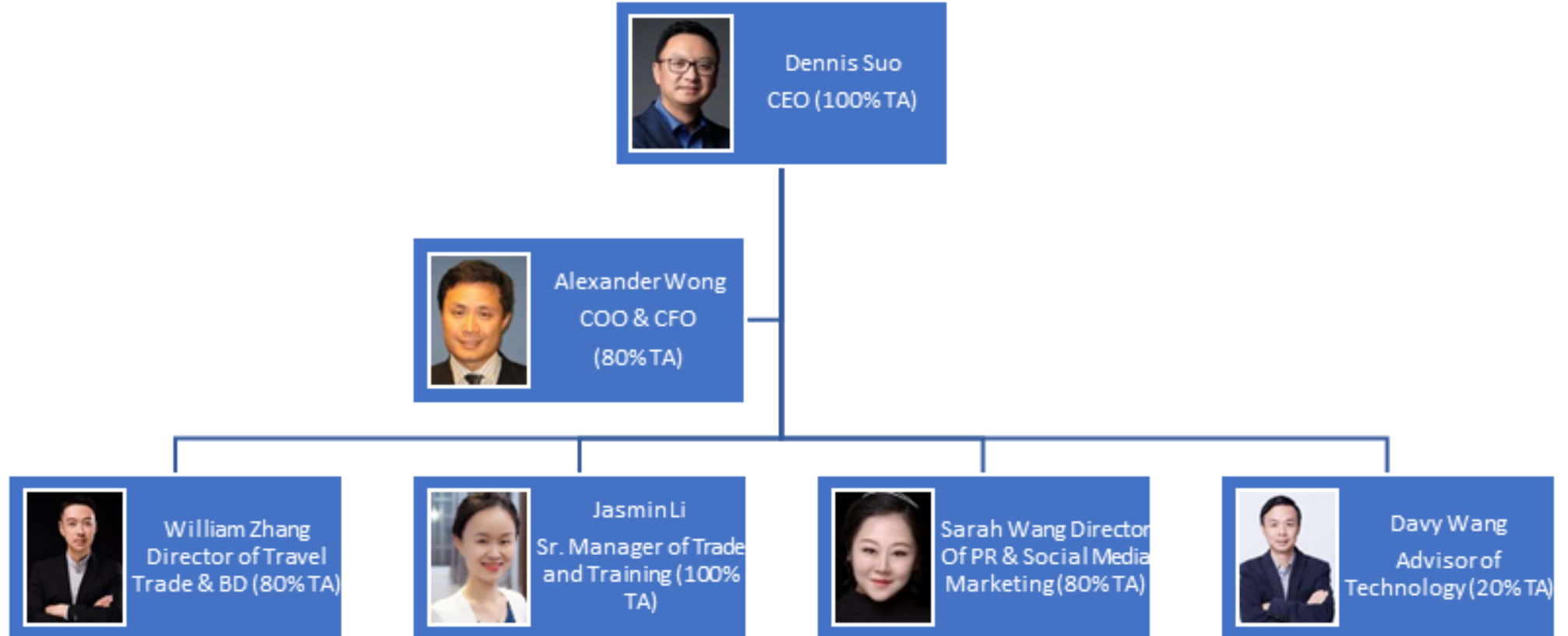


2022 BMMP

HTA WINTER TOURISM UPDATE 2.9.2022

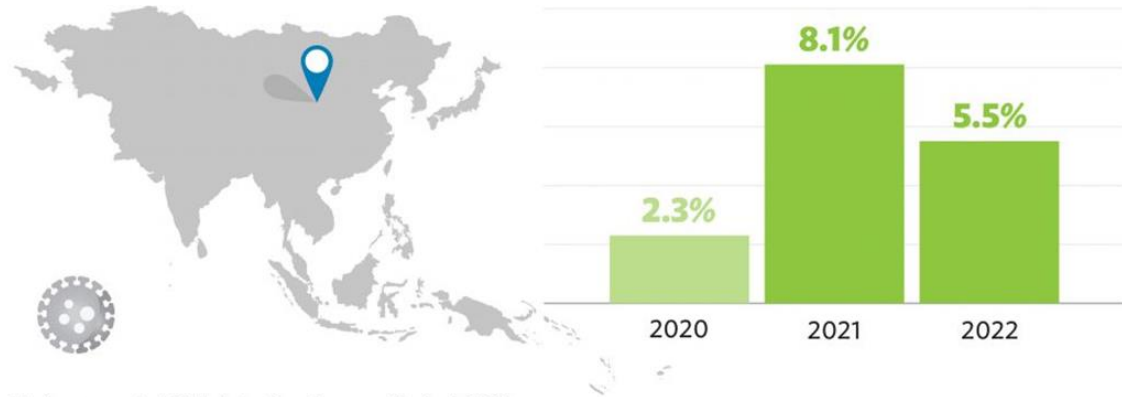
Dennis Suo
CEO

ORGANIZATIONAL CHART



MARKET SITUATION

GDP Growth Forecast People's Republic of China



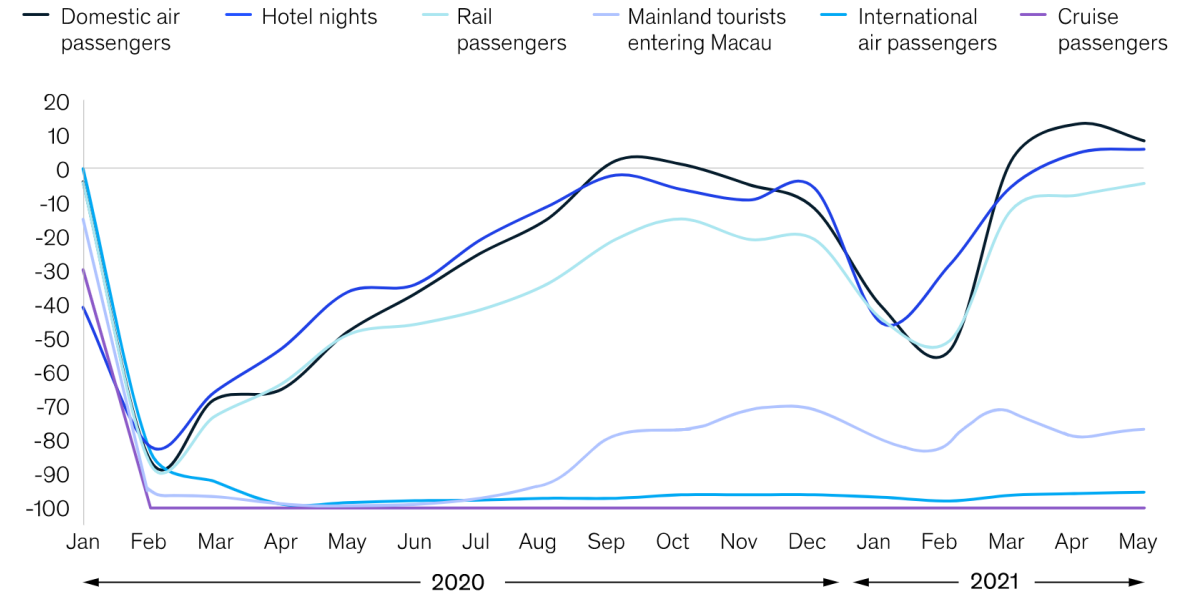
Find out more in ADB's Asian Development Outlook 2021
www.adb.org/outlook

#ADO2021

MARKET SITUATION

Mainland China travel recovery remains a two-sided story.

Year-over-year % change



Source: McKinsey analysis based on information from Ministry of Transport, STR, WIND, airline monthly filings

86%
Vaccinated

43%
Willing to Travel Abroad

11/08/21
Visa Service Resumed

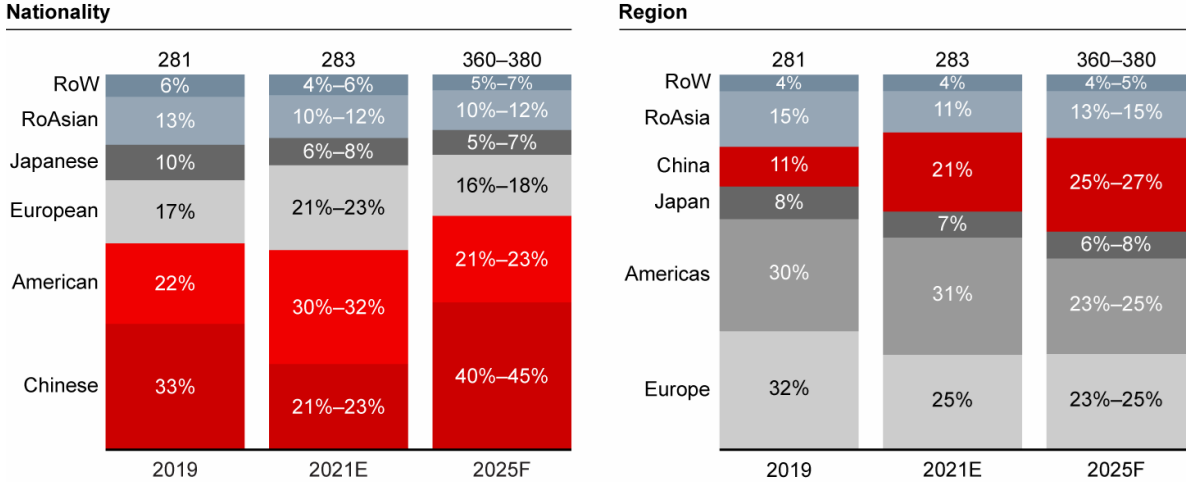
+10%
RMB vs. UDS (YOY)

Q2/20
V Shape Recovery

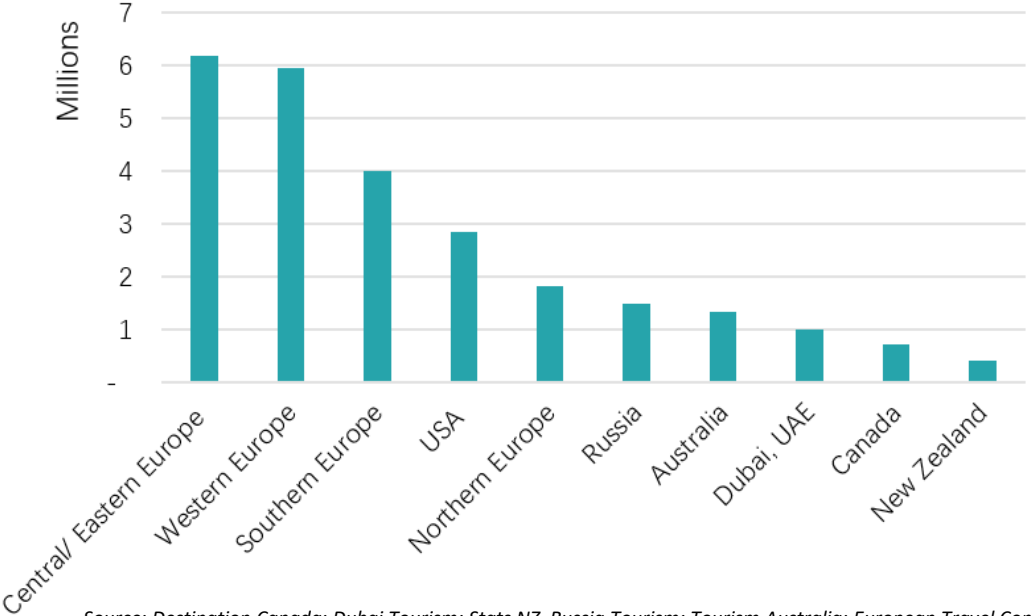
HAWAII TOURISM
CHINA

MARKET SITUATION

Share of global personal luxury goods market (€ billions | 2019–25F)



Notes: Segments may not add up to 100% due to rounding; F indicates forecasted growth; RoW is rest of the world; RoAsian is rest of Asian nationalities
Source: Bain & Company



Source: Destination Canada; Dubai Tourism; Stats NZ, Russia Tourism; Tourism Australia; European Travel Commission

+68%
Upper-Middle Class
by 2030

>40%
Luxury Market Share
By 2025

+200%
Hainan Island Duty Free
Sales in 2021

18M
Trips to Europe
In 2019

2.9M
Trips to USA
In 2019

1M
Trips to Aus/Dubai/Bali
In 2019

TARGET AUDIENCE

2022 STRATEGY

STRATEGY



B2C2B Strategy – content marketing to drive brand awareness and travel demand

KEY CAMPAIGNS/PROGRAMS

KEY CAMPAIGNS/PROGRAMS

TARGET	TARGET	TARGET
MI Post-85/90s youth	FAMILY Multi generation family	AFFLUENT Customized affluent travelers
OBJECTIVE	OBJECTIVE	OBJECTIVE
Exploration & Adventures	Joyful Times	Unique Immersive Experience
PROGRAM	PROGRAM	PROGRAM
1. KOL Journey Shots Selection #NEXT网红地, the choice is yours# #Mālama Hawai'i 关爱夏威夷#	1. 'Ohana foodie travel guide campaign #带全家吃遍夏威夷 eat like a local# #Mālama Hawai'i 关爱夏威夷#	1. Celebrity platform #Come with Celebrity 's Journey# #Mālama Hawai'i 关爱夏威夷#
2. Vlog segment #WeChat/Weibo/Douyin/Red Hawai'i youth force vlog# #Mālama Hawai'i 关爱夏威夷#	2. KOL #travelogue matrix 夏游记# #Mālama Hawai'i 关爱夏威夷#	2.Partnership with high-end platforms Ctrip HH travel collections features #Hawai'i TOP10 Inspirational Journeys# #Mālama Hawai'i 关爱夏威夷#
3. Limited period challenge Explore Hawaiian islands in 10 days #Mālama Hawai'i 关爱夏威夷#	3. Immersive offline consumer event – Hawai'i marketplace #Mālama Hawai'i 关爱夏威夷#	

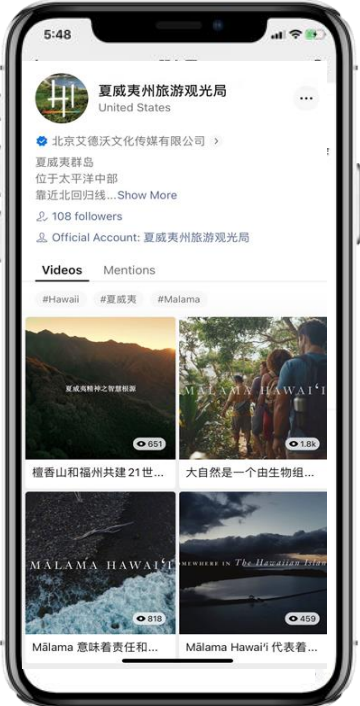
OUTCOME

Drive awareness, curiosity and demand to #Mālama Hawai'i# mindful and high value travelers

KEY CAMPAIGNS/PROGRAMS

KOL Journey Shots Selection #NEXT网红地, the choice is yours#

- Target: MI Market
- Timing: Ongoing
- Components:
 - In-depth content development with KOLs' endorsement
 - KOLs' personal travel notes to evaluate the scenic spots, natural landscape, accommodations, diverse culture, attractions, shopping and Mālama Hawai'i



KEY CAMPAIGNS/PROGRAMS

‘Ohana foodie travel guide #带全家吃遍夏威夷 Eat like a local#

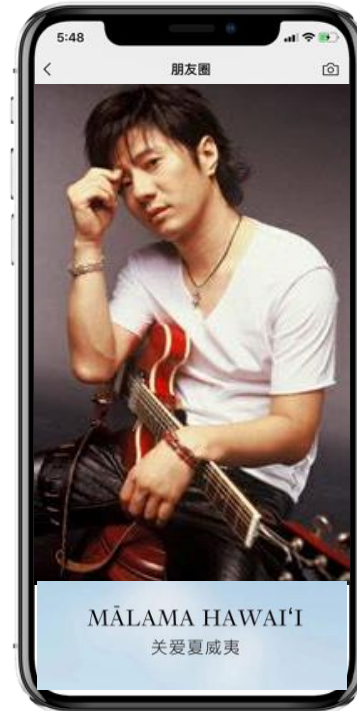
- Target: Family Market
- Timeline: Q2
- Components:
 - In-depth KOLs' travel notes to evaluate the popular eateries and diverse Hawaiian regional cuisines
 - Farm to table with farm-fresh, locally grown ingredients and Mālama Hawai‘i



KEY CAMPAIGNS/PROGRAMS

Celebrity platform名人站台 #Come with me to Hawai'i 跟我一起来夏威夷#

- Target: Affluent Market
- Timeline: Q2
- Components:
 - Celebrity anecdotes of culture of Hawai'i, history, people, Mālama Hawai'i and regenerative tourism



KEY CAMPAIGNS/PROGRAMS

Partnership with high-end platforms Ctrip HH travel collections features #Hawai'i TOP10 Inspirational Journeys#

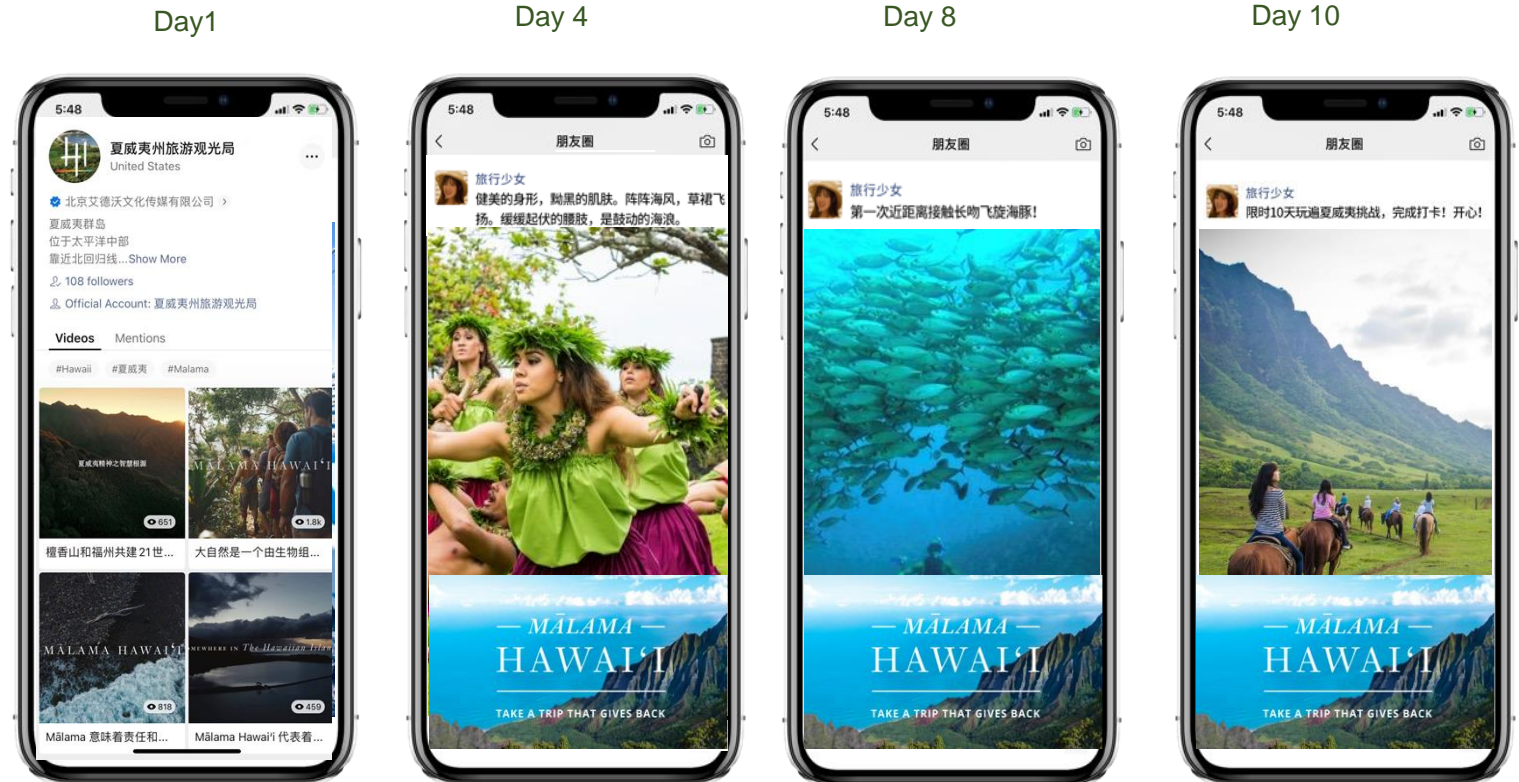
- Target: Affluent Market
- Timing: Q3
- Components:
 - To build Hawai'i's premium travel package with KOL's travelogue and video posts
 - Feature each individual island's unique sites, itineraries and activities, and Mālama Hawai'i, Hawai'i made products, community enrichment programs and voluntourism activities



KEY CAMPAIGNS/PROGRAMS

Time Limited challenge explore Hawaiian islands in 10 days 10天限时挑战夏威夷群岛

- Target: MI Market
- Timeline: Q4
- Components:
 - Engagement with social media followers, to inspire organic travel UGC
 - Use Location Based Service (LBS) to post 10 curated sites across the islands
 - Vote by the fans; the final winners to receive travel expenses reimbursed



PERFORMANCE MEASURES

PERFORMANCE MEASURES

	Annual Target 2022
Consumer Paid Media Measures	
Digital Reach	4.0%
Digital Impressions	16,000,000
Travel Trade Paid Media Measures	
Digital Reach	8.0%
Digital Impressions	1,000,000
Public Relations Measures	
No. of Media/PR Calls	160
No. of Press Releases Issued	6
Digital Publicity Value - Paid	\$5,000,000
Digital Impressions - Paid	110,000,000
Digital Publicity Value - Earned	\$1,000,000
Digital Impressions - Earned	20,000,000
No. of Group Media FAMs	5
No of Articles Generated from Group Media FAMs	16
No. of Individual Press Trips	6
No of Articles Generated from Individual Press Trips	6
Travel Trade	
No. of Meetings with Travel Trade Partners	100
No. of Travel Trade Partners Met With	100
No. of Trade Shows	3
Trade Show Attendance	110,000
No. of Trade Show Appointments	45
No. of Travel Trade FAMs	2
No. of Travel Trade FAM Participants	20
No. of Trade Education Sessions	8
No. of Trade Education Participants	200
No. of Agents Completed Training Program	160

	Annual Target 2022
Social Media Metrics	
WEIBO	
Total Impressions Gained	12,480,000
Total Interactions Gained	3,120
Total Fan Count	280,000
Increase in Fans	40,000
Total Posts	52
WECHAT OFFICIAL ACCOUNT	
Total Impressions Gained	1,560,000
Total Interactions Gained	36,400
Total Fan Count	35,000
Increase in Fans	5,000
Total Posts	52
WECHAT VIDEO CHANNEL	
Total Impressions Gained	520,000
Total Interactions Gained	52,000
Total Fan Count	10,000
Increase in Fans	10,000
Total Posts	52
WECHAT MP (B2B/B2C)	
Real-time Page Views	15,000
Average Time Spent (minutes)	25,000
Total Users	5,000
Increase in Users	5,000
DOUYIN	
Total Impressions Gained	260,000
Total Interactions Gained	10,400
Total Fan Count	5,000
Increase in Fans	5,000
Total Posts	52

	Annual Target 2022
XIAOHONGSHU	
Total Impressions Gained	260,000
Total Interactions Gained	10,400
Total Fan Count	3,000
Increase in Fans	3,000
Total Posts	52
TRIP.COM	
Total Impressions Gained	272,000
Total Interactions Gained	10,400
Total Fan Count	3,000
Increase in Fans	3,000
Total Posts	32
MAFENGWO	
Total Impressions Gained	272,000
Total Interactions Gained	10,400
Total Fan Count	3,000
Increase in Fans	5,000
Total Posts	52
DIANPING	
Total Impressions Gained	260,000
Total Interactions Gained	10,400
Total Fan Count	3,000
Increase in Fans	3,000
Total Posts	52
DMAP Measures	
No. of DMAP Action Items Supported	70
No. of Initiatives to Promote Hawai'i Made Products	13
No. of Hawai'i Festivals & Events Promoted	20
No. of Voluntourism Programs Promoted	31

PARTNERSHIP OPPORTUNITIES

PARTNERSHIP OPPORTUNITIES

ACTIVITY	DATE	DESCRIPTION	LOCATION	COST	ACTIVITY	DATE	DESCRIPTION	LOCATION	COST
TRADE SHOWS					TRAVEL TRADE EDUCATION				
ITB China (International Travel and Business)	Q3	New, well organized B2B business and leisure travel industry trade show, top industry buyers/media will be invited (physical or virtual booth - TBC) to provide exclusive networking opportunity with local industry representatives.	Shanghai	Information update, presentation participation, logs prizes etc.	Travel Trade Training and Road Show	Quarterly	To train and educate OTAs and retail offline sales agents about Hawai'i and each individual island's unique brand, the Hawaiian culture, and responsible travel / Mālama Hawai'i. Ensure to have a common understanding and appreciation of Hawaiian Cultural Values to promote the safeguarding and protection of the Hawaiian Islands according to sustainability principles.	Beijing Shanghai Chengdu Fuzhou	Complimentary, Information update, presentation participation, logo prizes
CITM (China International Travel Mart)	Q4	China's largest travel fair, top industry buyers/media will be invited (physical or virtual booth - TBC) to provide exclusive networking opportunity with local industry representatives.	Shanghai/ Kunming	Information update, presentation participation, logos prizes etc.	Travel Trade Marketing	Q2	To open Hawai'i Official Accounts on Ctrip and Mafengwo to showcase the beauty of each of the islands, itineraries, activities, services and offers.	Online	Complimentary, Information update
TRADE FAMILIARIZATION TRIPS (FAMS)					Hawai'i WeChat Mini Program	Ongoing	To showcase the facilities and services for both in B2C and B2B channels in WeChat eco system.	Online	Complimentary, Information update
OTA Familiarization Tour	Q4	To invite top OTAs and trade buyers to Hawaii to become familiar with the beauty and uniqueness of each of the Hawaiian Islands, the Hawaiian culture, and responsible travel / Mālama Hawai'i, and to develop new customized packages.	Hawaiian Islands	Hotel/air/meal/ activity sponsorship, logo prizes	Airlines Marketing	Ongoing	To collaborate with airline industry partners for pre-departure & in-flight marketing on an authentic and local Hawaiian experience.	Beijing Shanghai Fuzhou	Hotel/air/meal/ activity sponsorship, logo prizes

Contact: info@htchina.net.cn



PARTNERSHIP OPPORTUNITIES

ACTIVITY	DATE	DESCRIPTION	LOCATION	COST	ACTIVITY	DATE	DESCRIPTION	LOCATION	COST
PUBLIC RELATIONS					CONSUMER PROMOTIONS				
Celebrity platform #Come with Celebrity 's Journey# #Mālama Hawai'i# (Target Market– Affluent Market)	Q2	An influential celebrity will be invited to customize a short video program for the luxury travel market, focusing on the celebrity anecdotes behind the culture of Hawai'i, history, people, and Mālama Hawai'i	Hawaiian Islands	Hotel/air/meal/ activity sponsorship	Promotional Support	Q3/4	To drive spending initiatives and pre-departure marketing with AliPay, WeChat Pay and UnionPay to achieve highest spend potential.	Online	Hotel/air/meal/ activity sponsorship
KOL Journey Shots Selection #NEXT网红地, the choice is yours# #Mālama Hawai'i# (Target Market – MI)	Q3	To build Hawai'i as an online celebrity destination through KOL's travelogue and short video posts. Target invitations to travel/photography KOLs to produce customized videos featuring each individual island's unique sites, itineraries and activities, Hawaiian culture, and Mālama Hawai'i, Hawai'i made products, events and festivals, community enrichment programs and voluntourism activities, etc.	Hawaiian Islands	Hotel/air/meal/ activity sponsorship	Promote Hawai'i made products via Border X Lab platform #Mālama Hawai'i#	Ongoing	HTC will collaborate with Border X Lab to open a "Hawai'i Themed Store" on Beyond Global Marketplace and to invite local vendors and brands to feature Hawai'i made products to the Chinese market. HTC will also leverage our social media channels and influencers with Border X Lab to promote "Hawai'i Themed Store #Mālama Hawai'i#" to targeted audiences in China.	Online	Information update, inventory management
KOL #Travelogue Matrix 夏游记# #Mālama Hawai'i# - (Target Market – Family)									
Ohana Foodie Travel Guide Campaign #带全家吃遍夏威夷 Eat like a local# #Mālama Hawai'i# (Target Market – Family)	Q2	To provide best foodie experience of Hawaiian Cuisine, a culinary movement that inventively blends Hawaii's diverse, ethnic flavors with the cuisine of the world.	Hawaiian Islands	Hotel/air/meal/ activity sponsorship	CONSUMER SHOWS				
10 Days Travel in Hawai'i Time Limit Challenge #Mālama Hawai'i# (Target Market – MI)	Q4	To inspire UGC about travel Hawaiian Islands in 10 days, and Location Based Service (LBS) WeChat or Douyin posts of 10 curated sites across the islands with hashtag #Mālama Hawai'i#, and for vote by the fans; the final winners will receive airfare and hotel expenses fully reimbursed to them.	Hawaiian Islands	Hotel/air/meal/ activity sponsorship, logo prizes	Immersive Offline Consumer Event – Hawai'i Marketplace #Mālama Hawai'i#	Q3/4	To create a Hawai'i marketplace in popular high-end shopping malls in Beijing and Shanghai. The event will be curated to look like a farmer's market setting in Hawai'i. There will be a showcase of Hawai'i made products, Hawai'i food and beverage tasting, Hawaiian dance, crafts, music, arts, and Mālama Hawai'i programs. It will be an immersive and experiential outdoor Hawaiian Islands event.	Shanghai/ Beijing	Information update, presentation participation, logs prizes, Hawai'i made products etc.

Contact: info@htchina.net.cn

虎啸祥瑞
如虎添翼

Aloha
2022



MAHALO
谢谢