



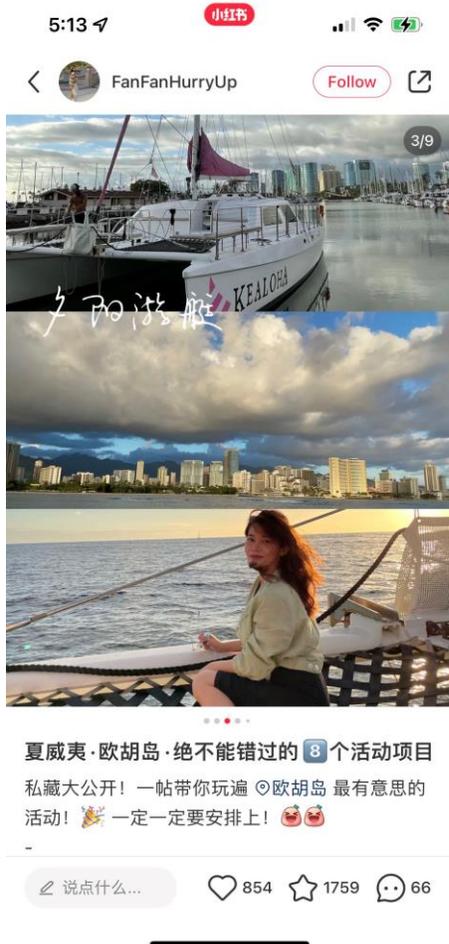
Q2 MAJOR ACTIVITIES

HTA BRANDING STANDING COMMITTEE MEETING

03.2022

MARKET SITUATION

MARKET UPDATE





ENGLISH.GOV.CN

THE STATE COUNCIL
THE PEOPLE'S REPUBLIC OF CHINA

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China unveils 5-year plan to advance civil aviation development

Updated: Jan 07, 2022 20:56 Xinhua

BEIJING — Chinese authorities have issued a plan on the development of the country's civil aviation industry during the 14th Five-Year Plan period (2021-2025).

By the end of 2025, China will have over 270 civil transport airports, which will handle 17 million takeoffs and landings a year, according to the plan released by Civil Aviation Administration of China (CAAC).

The civil aviation sector will handle 930 million passenger trips and 9.5 million metric tons of cargo and parcels annually by 2025.

According to the plan, countries and regions linked to China via flight routes will exceed 70 by 2025. More than 50 of them will be partners under the Belt and Road Initiative.

China's civil aviation sector operated safely during the 13th Five-Year Plan period (2016-2020), with total flight hours hitting 52.7 million, according to CAAC officials

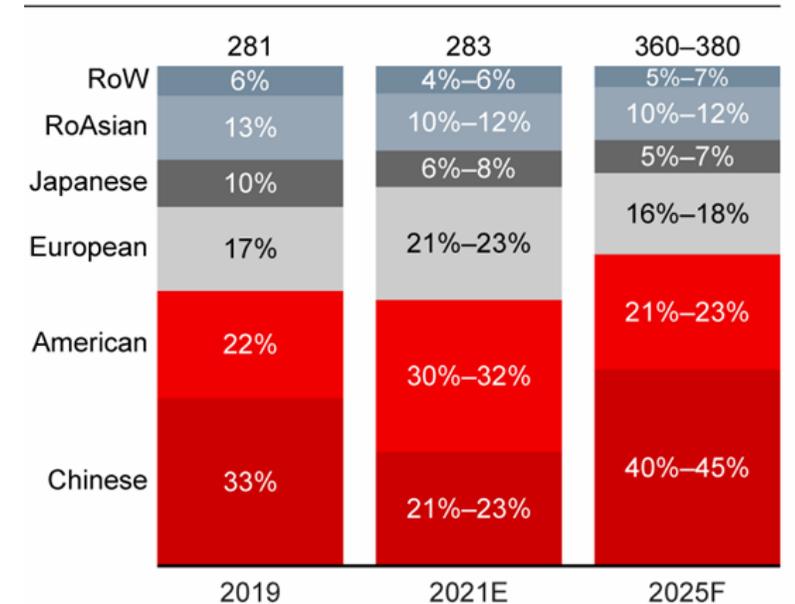
Highlights:

- COVID control and prevention in 2022
- Expand domestic flights & restoring international air travel in 2023-2025
- 270 civil airports by 2025 vs. 241 in 2020
- 23% in 2021 to 45% in 2025 for Luxury Market Share

MARKET UPDATE

Share of global personal luxury goods market (€ billions)

Nationality



Notes: Segments may not add up to 100% due to rounding; F indicates forecasted g
Source: Bain & Company

MARKET UPDATE

Secondary flight promotion

- Asiana Airlines WeChat promotion from Incheon to Honolulu flight W300K discount
- Japan Airlines WeChat promotion from Hong Kong to U.S. routes free luggage + inflight Wi-Fi
- Hong Kong lift ban on flights from 9 countries including U.S. and cuts quarantine to 7 days starting from April 1st

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Translate Full Text >
×

韩亚航空 >

韩亚航空夏威夷航线复航，30万韩元折扣机票先到先得！

韩亚航空 韩亚航空 2022-01-19 16:00



时隔两年

韩亚航空 **仁川-夏威夷** 航线

将于 **2022年4月3日**

正式恢复通航



航班计划详情

韩亚航空2022年仁川-夏威夷航线航班计划

*请仔细阅读本航班计划并按时登机

出发	到达	航班号	运营日期	出发-到达时间
仁川	夏威夷	OZ232	每周三、五、日	20:20-10:10
夏威夷	仁川	OZ231	每周三、五、日	11:50-17:10 (+1)

※ 出发时间和到达时间均为当地时间
※ 以上航班计划可能会有变化，请以销售系统显示为准

*除了上述航点，您还任选乘美国航空（日航的跨太平洋航线合作伙伴）的国内转机直接飞到美国！



注意事项：

- *以当地时间为主。航班时刻表和航线可能因政府政策而有所变动。
- *必须持有航班出发时间前有效的PCR核酸阴性检测证明。具体请咨询相关部门。
- *东京国际机场（羽田机场）和成田国际机场之间的连接目前受到限制。
- *预订航班时，请选择当天同一机场的转机航班。
- *请务必在预订行程时确认转机航班是否在日本当天转机。
- *船票由客人自行购买，详情请查阅船务公司。

日本航空香港 ↔ 东京成田线 12月 增设航班

可提早一天从蛇口码头乘船到香港国际机场接驳！

JL736 12月10、17、24日(星期五) 香港/成田 03:00/08:05

JL735 12月9、16、23日(星期四) 成田/香港 21:00/01:20+1



无缝接驳北美航线！

JL8010 成田10:40 芝加哥	07:25
JL8012 成田10:55 达拉斯	07:15
JL8006 成田17:05 纽约约翰甘迺迪	09:50
JL7012(AAD60) 成田18:25 达拉斯	17:45
JL7012(AAD60) 成田18:25 达拉斯	17:00
JL018 成田18:40 加拿大温哥华	17:45

香港往北美(单程) 优惠：

FREE (1) 免费多一份托运行李 (2) 免费Wi-Fi

*请在航班起飞前48小时预订

02

香港单程往北美
可享额外免费托用行李+
免费机内Wi-Fi福利

MARKET UPDATE

中国福州市与美国檀香山市建立友好城市关系协议书签字仪式

Signing Ceremony of the Agreement on the Establishment of Sister City Relationship Between the City and County of Honolulu, the United States of America and the City of Fuzhou, the People's Republic of China



主持人 Host



洛杉矶会场 Los Angeles



檀香山会场 Honolulu



福州会场 Fuzhou

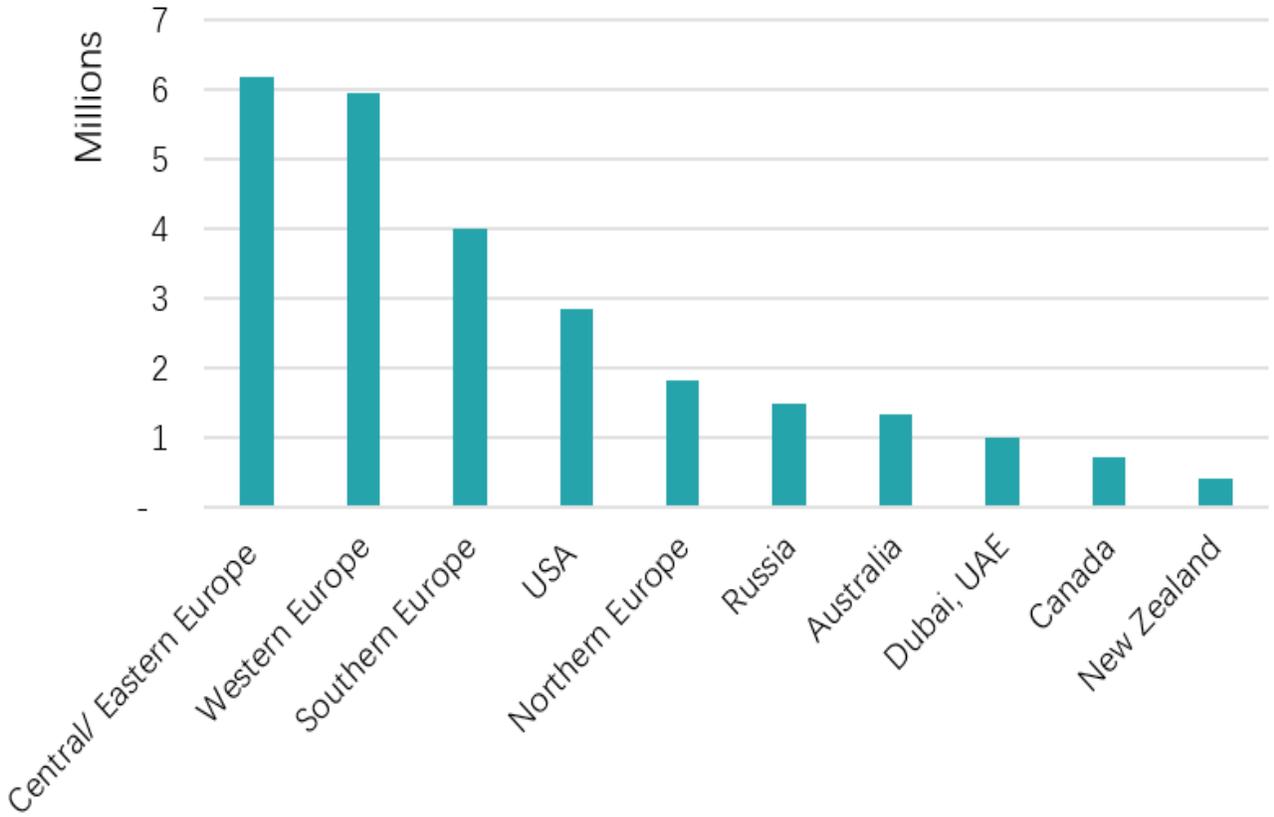


- 7 Sister Cities Relationship Established, Honolulu & Fuzhou (2021)
- Haikou (1985), Zhongshan (1997), Qinhuangdao (2010), Chengdu (2011), Zhangzhou (2012), Shanghai (2012)

COMPETITION

COMPETITION

Mainland Chinese Visitor Arrivals to key long-haul markets, 2019



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

Global long haul destinations landscape in 2019

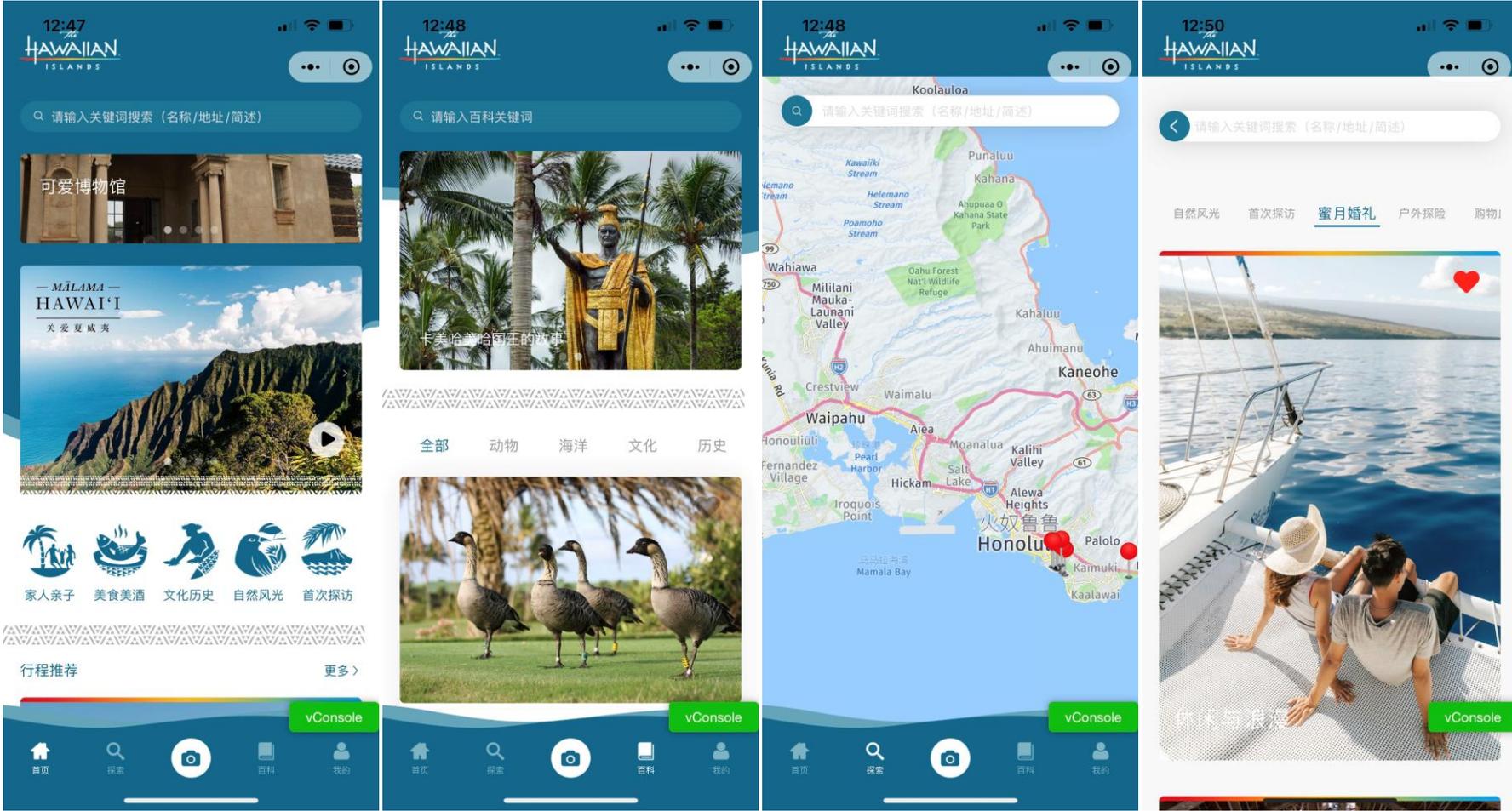
- 18M trips to Europe
- 2.9M trips to US
- **1.5M trips to California**
- 1.4M trips to Australia
- 1M trips to UAE (Dubai)
- 1.2M trips to Bali
- 300K trips to Maldives

Q2 MAJOR ACTIVITIES

WECHAT MINI PROGRAM

Continue WeChat Mini Program build in Q2

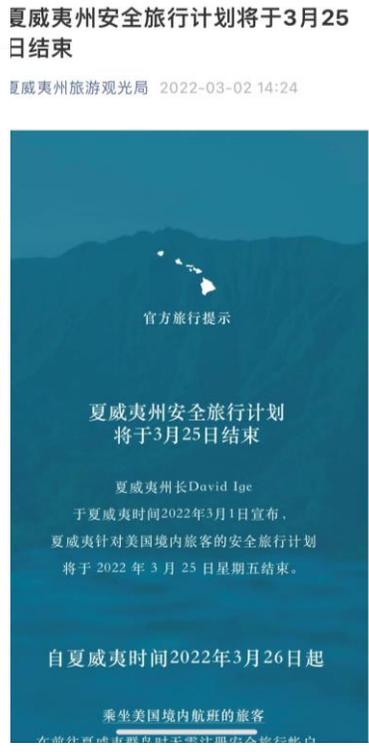
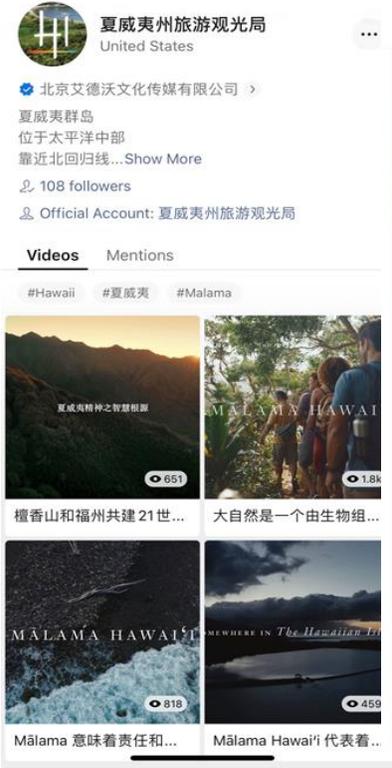
- WeChat B2C MP beta version will be live in April
- Resume B2B MP version development in Q2
- Continue to curate, translate and input the content at backend
- Incorporate content of Mālama Hawai'i, cultural festivals & events, and voluntourism



SOCIAL MEDIA MARKETING

Continue weekly basis' social media posting on WeChat, Weibo, Red, Douyin, and Dianping in Q2

- Mālama Hawai'i
- Festive holiday posts
- Hawai'i festivals and events
- Hawaiian culture
- Natural resources
- Voluntourism
- Covid travel protocol update
- Total viewership exceeded 1M in Q1



Partner with the Commercial Service of U.S. Embassy Beijing for travel and tourism events

- HTC to play Mālama Hawai'i videos, and showcase Hawai'i made products on the reception (500 VIPs) for newly appointed Ambassador Nicholas Burns (4/22 Earth Day)
- Hawai'i with other U.S. destinations to showcase the uniqueness and diversity of travel in Beijing & Chengdu roadshows (May & June)
- Joint social marketing program for celebration of Asian American and Pacific Islanders month (May)
- U.S. Embassy to support social marketing on its official account (WeChat 1m, Weibo 3m)

PARTNER WITH U.S. EMBASSY

Three screenshots of WeChat posts from the U.S. Embassy Beijing:

- Post 1:** "美国驻华使团欢迎伯恩斯大使" (U.S. Embassy Beijing Welcomes Ambassador Burns). Includes a group photo of the embassy staff and the text "Beijing 北京".
- Post 2:** "“艺术为人民：地球” 语音导览" (Art for the People: Earth Audio Guide). Features a graphic with the text "ART FOR THE PEOPLE EARTH 艺术为人民地球" and a call to action: "我们再一次做到了!" (We did it again!).
- Post 3:** "上新了！策展人谈美国使馆外墙新展“艺术为人民：地球”" (New! Curator Talks New Exhibition 'Art for the People: Earth' at U.S. Embassy Wall). Features a photo of a mural on the embassy wall with the text "爱护我们的地球、授粉的蜜蜂 care of our earth, pollinators".

TRAVEL TRADE EDUCATION

Travel trade education seminar and training

- Topics to cover: geographic uniqueness, climate, history and culture, Mālama Hawai'i, regenerative tourism, Hawai'i made products, voluntourism etc.
- Online (100 travel trade specialists in Beijing and Shanghai – May, June)
- Offline travel trade networking and training (OTAs, airlines, U.S. Embassy, and Brand USA Reps)
- 20 travel trade executives in each city, Beijing April 1st, Shanghai May TBD



DMAP – CROSS BORDER E-COMMERCE

Promote Hawai'i made products via Border X Lab platform

- Partner with DBEDT to connect local vendors to sign up (April & May)
- HTC and Border X Lab to support on board education webinar (April & May)
- HTC to support social marketing on social and travel platforms (June)
- Open a “Hawai'i Themed Marketplace” on Beyond Global Marketplace (TBD)



HTC Q2 BUDGET

	Apr	May	Jun	TOTAL
Consumer Direct *	\$ 30,750	\$ 30,750	\$ 65,750	\$ 127,250
Public Relations	750	750	750	2,250
Travel Trade	-	-	19,000	19,000
Research	-	-	7,500	7,500
Monthly Admin	31,000	32,000	31,000	94,000
Total	\$ 62,500	\$ 63,500	\$ 124,000	\$ 250,000

* Includes mobile platform infrastructure - WeChat Mini-Program

虎啸祥瑞
如虎添翼

Aloha
2022



MAHALO
谢谢