



2025

BRAND MARKETING PLAN

CHINA

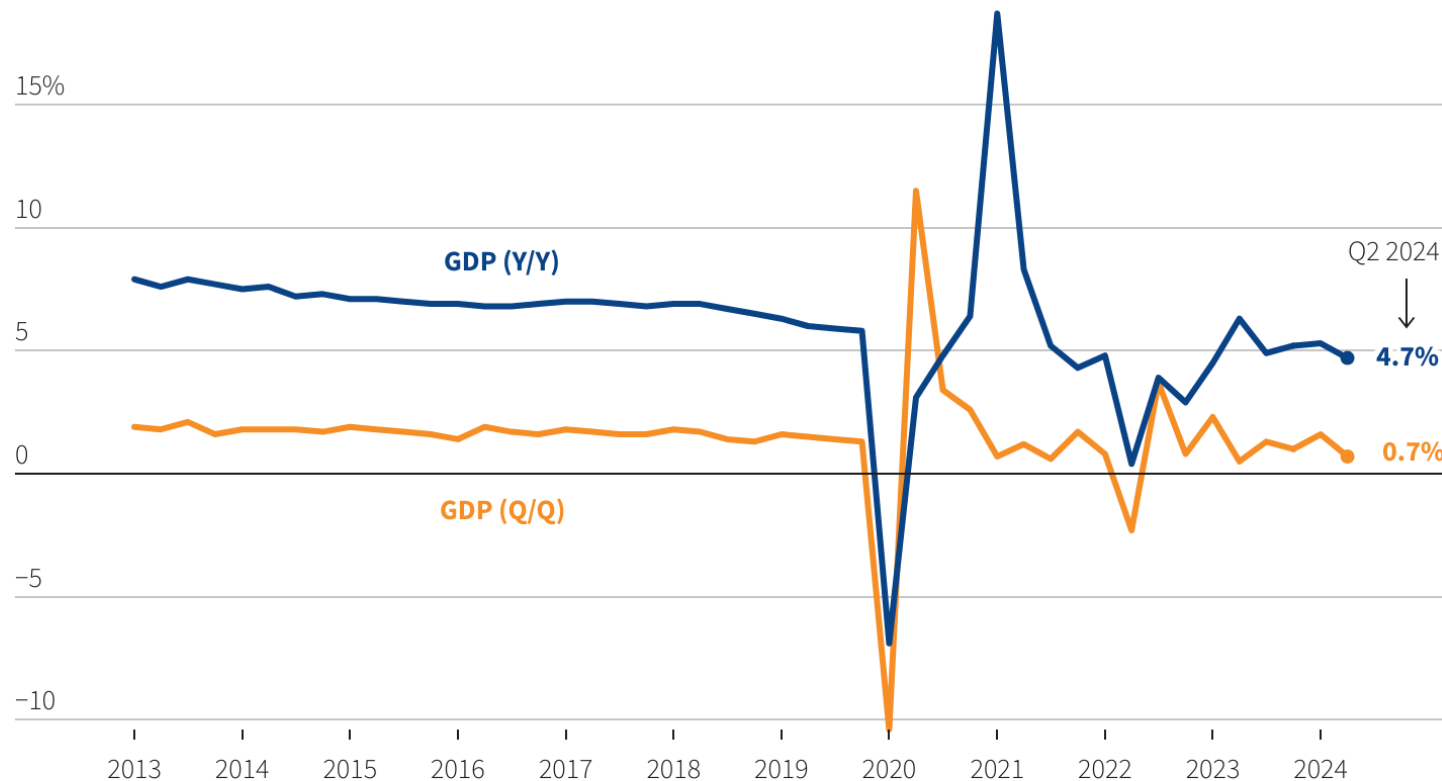
Dennis Suo
Managing Director

HAWAII TOURISM
CHINA

GENERAL ECONOMY

China's Q2 GDP grows slower than expected

China's economy expanded 4.7% in the second quarter from a year earlier, missing analysts' expectations of 5.1%, even as policymakers seek to boost domestic demand amid a protracted property downturn.



Source: LSEG Workspace | Reuters, July 15, 2024 | By Kripa Jayaram

CNY vs. USD

7.26 vs. 7.09 LY, -2.9% (Aug 2024)

GDP

+4.5% in 2023, +4.7% in 2024 (FC)

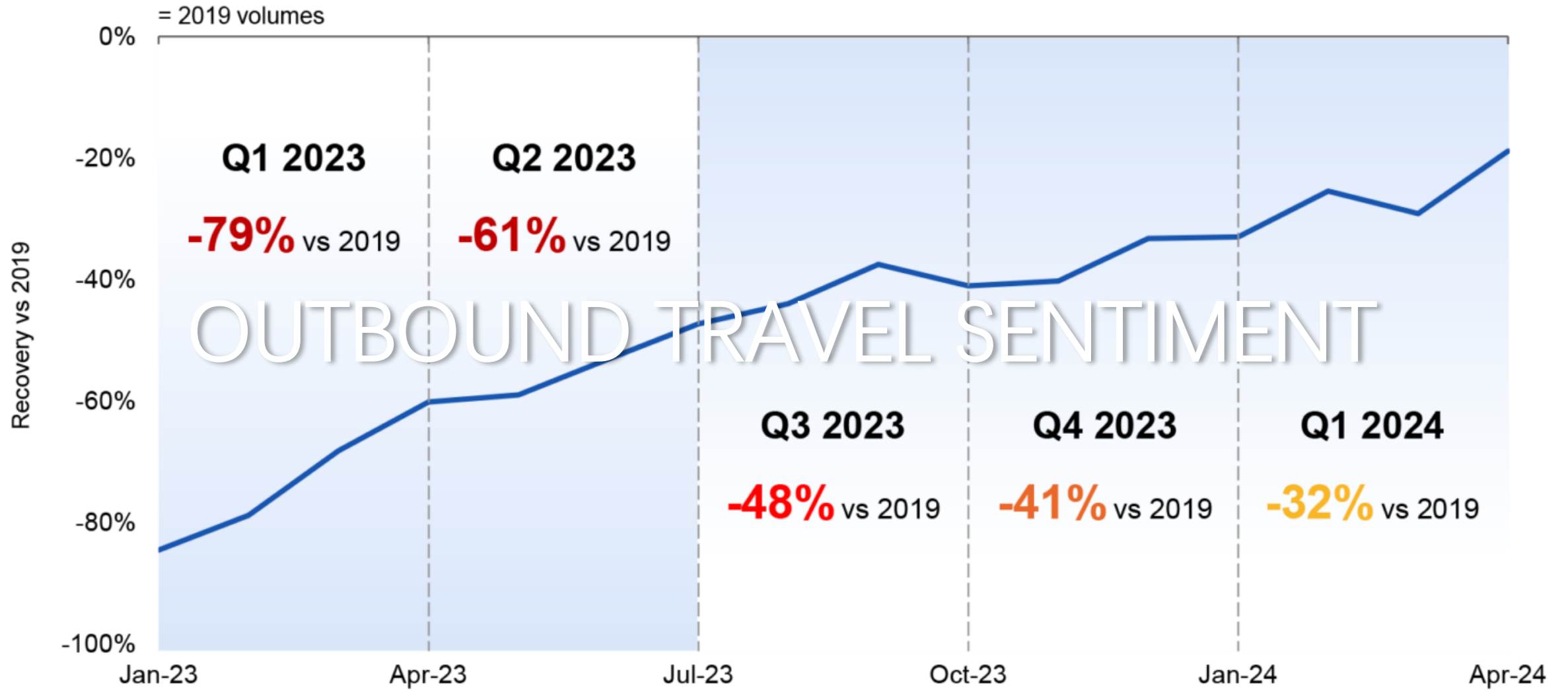
Urban Unemployment Rate

5.2% (2023) vs. 5.2% (2024 July)

Annual Inflation Rate

0.2% (2023) vs. 0.3% (2024 May)






International departures from China in 2023 and Q1 2024, with tickets as of 3 April; % difference vs 2019



Source: ForwardKeys Air Ticket Data

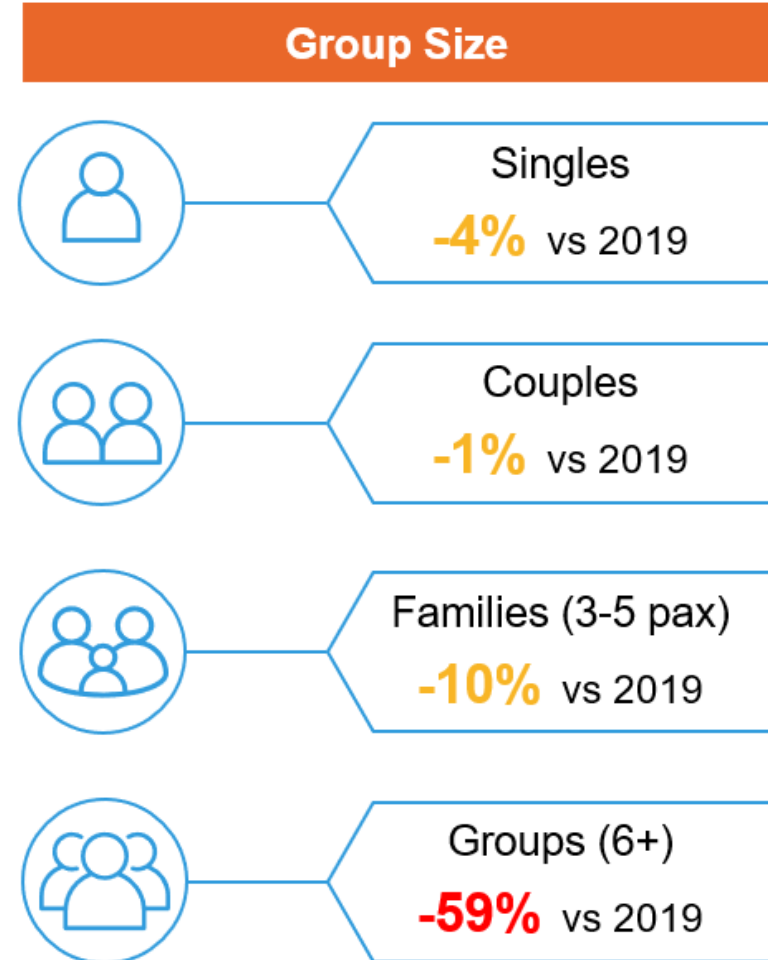
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Best performing destinations outside Asia for Chinese travellers with tickets as of 3 April; % difference vs 2019

Best performing destinations* outside Asia	Labor Holiday vs 2019
 United Arab Emirates	+66%
 Turkiye	+56%
 Italy	+19%
 Australia	+12%
 United Kingdom	+12%
TOTAL OUTSIDE ASIA	-15%

*Considering destinations with share >2%

Labor Holiday arrivals outside Asia



COMPETITIVE LANDSCAPE



China outbound visits 130m in 2024 vs. 87m in LY



US to receive 1.7m Chinese visitors in 2024 vs. 850K in LY



Forecast Europe recovery to 13m by 2026 as 2019 level



Thailand, Singapore Visa waiver program



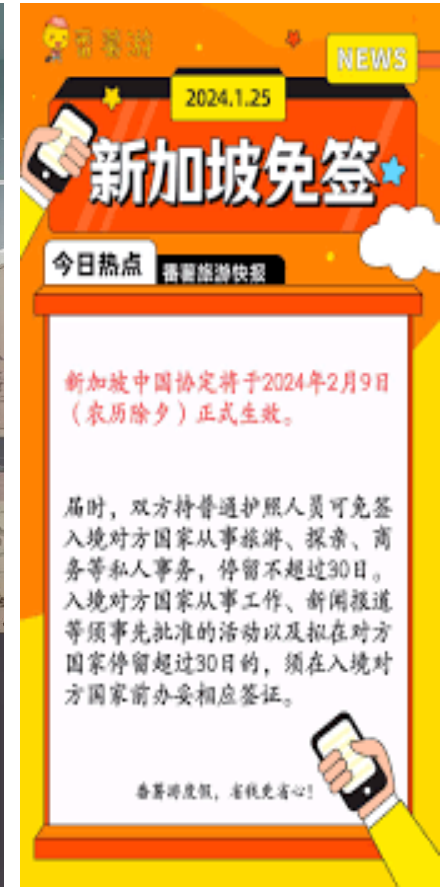
Saudi Tourism Authority \$500B investment to attract visitors



All 8 Chinese airlines that flew through Sydney have returned, 86% recovered



5 major cities restored flights to Maldives in 2024



AIR SEAT SYNOPSIS

3/31/24: 100 flights weekly

U.S. 5 Chinese & 3 US carriers (reciprocity)

Ideal connecting flight from (Japan) Narita, Haneda, (Korea) Incheon, same day transit

> 350 weekly flights from Japan/Korea to China

> 20 cities to connect, (Beijing, Shanghai, Shenzhen, Qingdao, Tianjin, Guangzhou, Hangzhou, Xi'an, Dalian, etc.)

Average economy ticket price round trip \$1,500, business class \$4,000

Spring Airlines + JAL code share from 5 cities to HNL



TARGET AUDIENCE

MILLENNIUM
INDIVIDUALIST (MI)

夏威夷超酷超美跳伞攻略
旅行必体验的项目 夏威夷跳伞攻略来啦
👉👉👉👉👉👉👉👉👉👉
如果小伙伴们去夏威夷玩要，那一定要去跳一次伞，不仅是因为夏威夷海岛的风景真的太美，也是因为夏威夷跳伞是全球！最！低！价！敲黑板，真的比其他任何一个地方都要便宜，真的不要太划算！👉👉
被马克·吐温称为“大洋中最美的岛屿”的夏威夷，是旅游的天堂。夏威夷跳伞被称为世界最美的跳伞之一，特别是夏威夷欧胡岛的Drop Zone更是被誉为World most beautiful DZ（世界上最美的空天地）。
夏威夷跳伞目前只能在欧胡岛，（也就是夏威夷的首府，火奴鲁鲁）欧胡岛的跳伞公司目前有两家，分别为SKYDIVE HAWAII和PACIFIC SKYDIVING，其中只有Pacific skydiving有21000英尺的高空跳伞，这是不带氧气可以允许的最高跳伞高度。

FAMILY

夏威夷 say "Yes, I do" in Hawai'i
很多情侣选择来夏威夷蜜月，抽出一两天的时间拍摄婚纱照。
图中的YES IDO车牌是夏威夷注册有效的汽车牌照呢！
我的婚纱照好看吗
09-18
孩子们睡了，来聊一抛二夏威夷亲子游吧！
去年感恩节在夏威夷过的，老大就念着想回来夏威夷，索性就决定圣诞节来夏威夷过了，我一个人带两个，老大女儿6岁，老二儿子22个月，可想有多难搞了吗.....
因为是带孩子出来旅游，所以主题主要以孩子为准，我们在8天在夏威夷，我定了4天在迪士尼主题酒店、后四天在

HIGH NET WORTH
INDIVIDUAL
(HNWI)

夏威夷 ■ 购物 ■ 爱马仕菜篮子18奶昔白金扣！降价的扎克难宝
Honolulu有两个大型购物地，Waikiki和Aloha Moana
我住在Waikiki的Royal Hawaiian真的是宇宙中心！楼下就是Royal Hawaiian center... 各种名牌店！
夏威夷 | 欧胡岛保姆级攻略 | 第一次去夏威夷怎么玩
欧胡岛是夏威夷所有岛屿中最繁华最有青春气息的一个，首府火奴鲁鲁也是从中国来夏威夷的必到之地，第一次来夏威夷的盆友一定要收好这篇。
玩
威基基海滩



CORE MESSAGING

The People, The Place, The Hawaiian Islands #拥抱一切想象# Embrace all imagination

× 夏威夷州旅游观光局 > ... × 夏威夷州旅游观光局 > ...



60TH
Merrie Monarch
FESTIVAL

夏威夷年度最隆重的文化盛典
第60届快乐君主节

Things to Do
陆地丛林探险

远离环绕岛屿的海滩，
进入可爱岛郁郁葱葱的奇幻绿色世界。
无论是悠闲地骑马到偏远的瀑布，
穿越丛林高空滑索，
还是驾驶ATV越野车从洞穴飞驰而出，
这画面让可爱岛上的冒险家们
显得武功非凡，仙气十足。

× 夏威夷州旅游观光局 > ...



这个地区的酒店
暂时不接受预订

限制进入

>> 滑动查看茂宜岛地图

< Back 夏威夷旅游局

Hot Weibo Opus

夏威夷旅游局
8-20 from 微博网页版

吃在夏威夷-8家欧胡岛美食推荐

夏威夷最具活力和都市感的欧胡岛，是寻找多元美食的绝佳场所。在任何一家餐厅的菜单上，你一定会看到关于本地农场食材的注释。餐厅老板会热情地为你介绍从农场到餐桌的本地健康食材。... Full Text



保存图片到相册
打开微博我页扫一扫
查看微博主页



对于一次旅行，购物是旅途中不可缺少的一部分，特别是选购独具当地特色的纪念品。其实，有很多夏威夷的本地特产大家都已经耳熟能详，例如，夏威夷果、科纳咖啡、大岛的蜂蜜……。而今天这篇文章，或许可以帮你打开一个买买买的新思路。



HAWAIIAN AIRLINES PRESENTS
30TH ANNUAL
Made in Hawaii
FESTIVAL
HAWAII FOOD INDUSTRY ASSN.

AUGUST 23-25, 2024
HAWAII CONVENTION CENTER - EXHIBIT HALL I, II & III

PRODUCED BY: HFEIA
OFFICIAL MANUFACTURING PARTNER: htcdc
OFFICIAL AIRLINE: HAWAIIAN AIRLINES
OFFICIAL BANK: CENTRAL PACIFIC BANK
OFFICIAL FARM: MAHI PONO

CONSUMER SOCIAL MEDIA MARKETING



WeChat

新浪微博
weibo.com

抖音

小红书
标记我的生活

夏威夷旅游局
WeChat official account

夏威夷旅游局
Weibo official account

搜抖音官方号
86640526532
Douyin official account

Red official account

WeChat B2C mini program

WeChat B2B mini program

CONSUMER SOCIAL MEDIA MARKETING

Content creation

"Things to Do"
by individual
island

Unique
Experiences

Mālama
Hawai'i

Stakeholders'
Content

Partnership
with Influencer



Consistent messages across platforms



Collaboration with industry partners to leverage
viewership

(Airlines, OTAs, US Embassy, etc.)



**MOST USED
OTAS
IN CHINA**



TRADE

TRAVEL TRADE EDUCATION

Travel trade education session to major OTAs and wholesalers

Offer FAM trip to experience Hawaiian Islands

Collaborate with airline and OTAs for bundled travel package and joint social marketing

Partner with key OTAs, US Embassy, Education USA on joint marketing campaigns and road shows



TRADE MISSION



第十二屆澳門國際旅遊（產業）博覽會
12.^a Expo Internacional de Turismo (Indústria) de Macau
12th Macao International Travel (Industry) Expo



澳門特別行政區
二十五周年紀念
Celebration of
the 25th Anniversary
of the Macao Special
Administrative Region

www.mitexpo.mo

主辦單位

Organizador Organizer



澳門特別行政區政府旅遊局
DIRECÇÃO DOS SERVIÇOS DE TURISMO
MACAO GOVERNMENT TOURISM OFFICE



Partnership with 13th
Macao Intl' Tourism
Expo – (MITE)



April 25th –
27th 2025



Industry partners, OTAs,
Airlines, Wholesalers, Travel
Media, and Travel KOLs



668 Exhibitors, 54 Countries and
Regions, 1036 Buyers and Trade
Visitors (12th MITE)

HAWAII TOURISM
CHINA

PARTNERSHIP OPPORTUNITIES

MITE + Travel Mission (Apr 25)

US Embassy & Consulates/Brand USA Roadshows (quarterly)

Trade Bundled Package (ongoing)

RED's Influencer FAM Trip (Oct 25)

Media FAM Trip (Nov 25)

Social Media Content Collaboration (ongoing)



HAWAII



Mahalo 谢谢!