

2026 BRAND MARKETING PLAN

CHINA MARKET

DENNIS SUO
MANAGING DIRECTOR



CONTENT

- MEET THE TEAM
- MARKET SITUATION
- MARKETING STRATEGIES
- MAJOR CAMPAIGNS
- SISTER STATE RELATIONSHIP
- PARTNERSHIP OPPORTUNITIES



MEET THE TEAM



Dennis Suo
Managing Director



William Zhang
*Director of Travel Trade
& Business Dev.*



Jasmin Li
*Sr. Manager
of Trade & Training*



Sarah Wang
*Director of Creative &
Social Marketing*



Virginia Lin
*Director of Marketing &
Strategy*



MARKET SITUATION

GENERAL ECONOMY



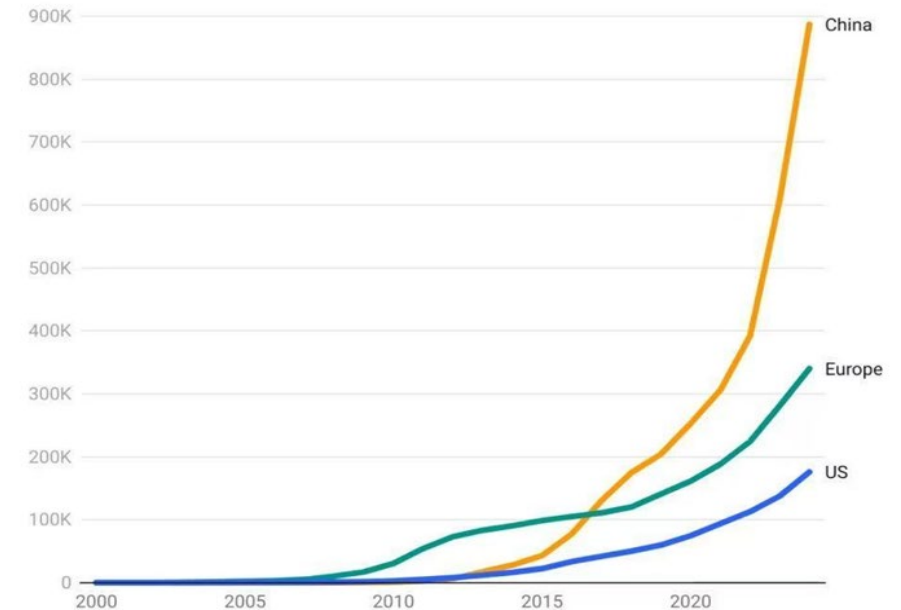
CHINA ECONOMY

- 01 CNY 7.14/USD, -0.7%
- 02 GDP 4.5% (2025)
- 03 U.S.-China trade tensions
- 04 145M+ trips (2025)
13.9% CAGR to 2032



China's Energy Dominance

China has built 887 GW of solar capacity, compared to Europe's 340 GW and the United States' 176 GW (Source - *Cleanview)



China aims for 20% non-fossil energy by 2025

OUTBOUND TRAVEL TRENDS



Visa Ease



Visa-free/eVisas expand



Gulf, SE, Europe



Mobile Booking



Digital savvy (80% mobile bookings)



Wellness, sustainable, event and foodie tourism



Event Tourism



Japan's #1 mega-event – Osaka Expo



Taylor Swift's "The Eras Tour" in Singapore



Rethink Shopping



Shift from luxury to local, value-driven products



Distinctive quality, lifestyle appeal



EV Self Driving Tourism



Rising demand for electric vehicle (EV)



(EV) rentals in SE Asia



AI



AI tools (e.g., TripGenie) dominate



Itinerary design

COMPETITIVE LANDSCAPE

Chinese Outbound Travel Forecast: 2025 vs. 2024

(All figures in millions of travelers)

DESTINATION	2024	2025 FORECAST	RECOVERY VS. 2019	KEY DRIVERS	GROWTH %
United States	1.6 m	1.8 m	57%	Slow visa/air capacity recovery	+12.5%
Europe	8.5 m	10.2 m	100%+	Schengen visa ease, luxury shopping	+20%
Middle East	2.1 m	2.5 m	100%+	UAE visa-free, Saudi tourism push	+19%
Australia	0.9 m	1.1 m	64%	Student travel, flight resumptions	+23%
New Zealand	0.22 m	0.4 m	75%	Adventure/eco-tourism niche	+37%
Maldives	0.26 m	0.29 m	126%	Visa-free, Instagrammable resorts	+9.5%
Japan	6.5 m	8.0 m	83%	Weak yen, cultural appeal, shopping	+23%
S. Korea	4.4 m	5.3 m	73%	K-pop/drama tourism, visa waivers	+20%

HAWAII - CHINA MARKET STATS

01 Hawai'i Visitation (2024)

- PPPD: **\$353**, up from prior years
- Average Stay: **8 days**
- Visitor Arrivals: **52K** (+52.4% vs. 2023)
- Total Spend: **\$147M** (+45% vs. 2023)

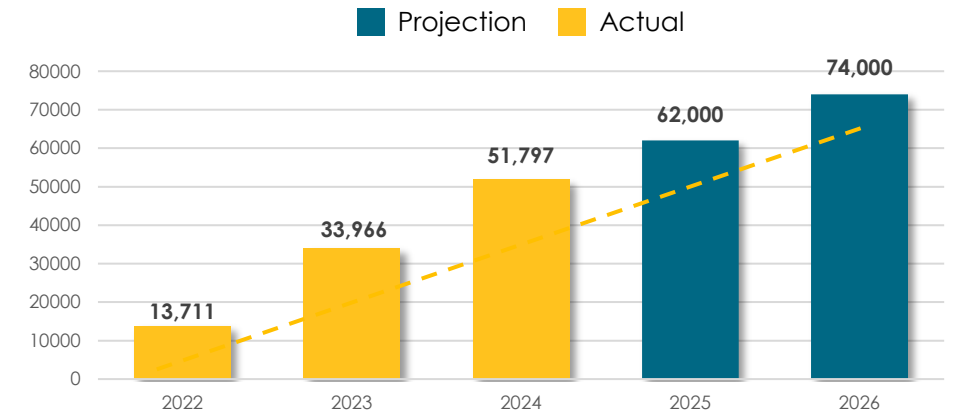
02 Island Distribution

- O'ahu Only: **53.7%**
- O'ahu + Neighbor Island(s): **41%**
- **69.5%** first-time visitors

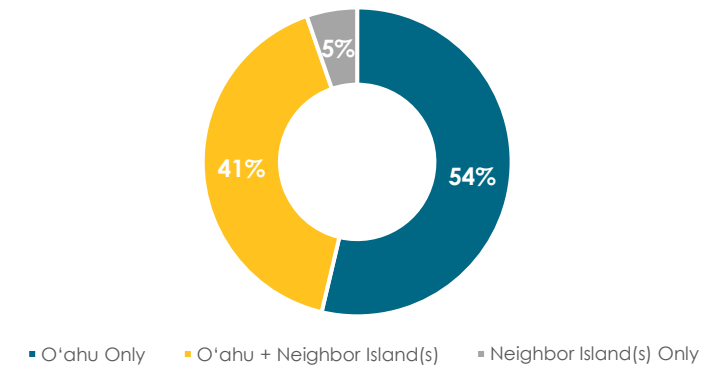
03 Potentials

- **4th-ranked** U.S. destination (+46% YoY interest growth)
- **8M** U.S. visa holders; Millennials/Gen Z (80% outbound)

Total Visitor Arrivals (2022-2026)

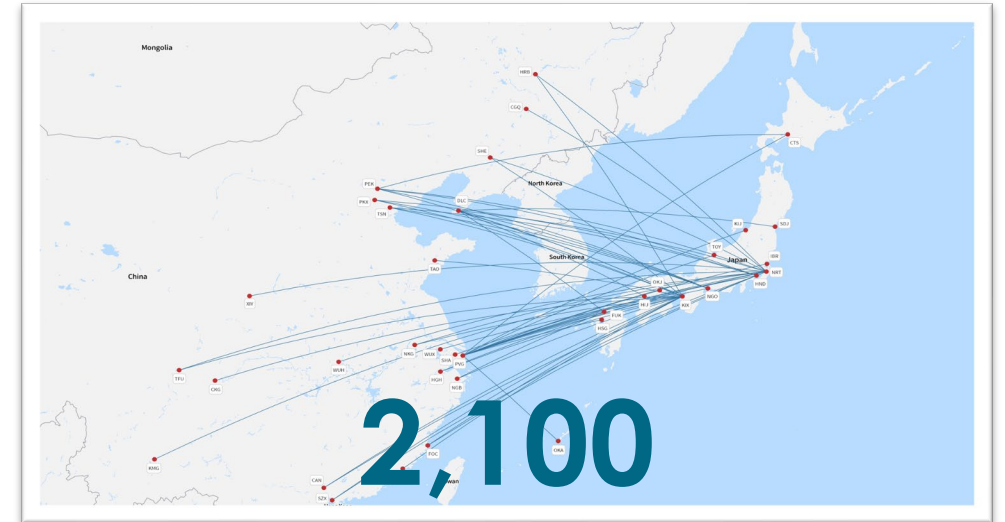


Island Distribution

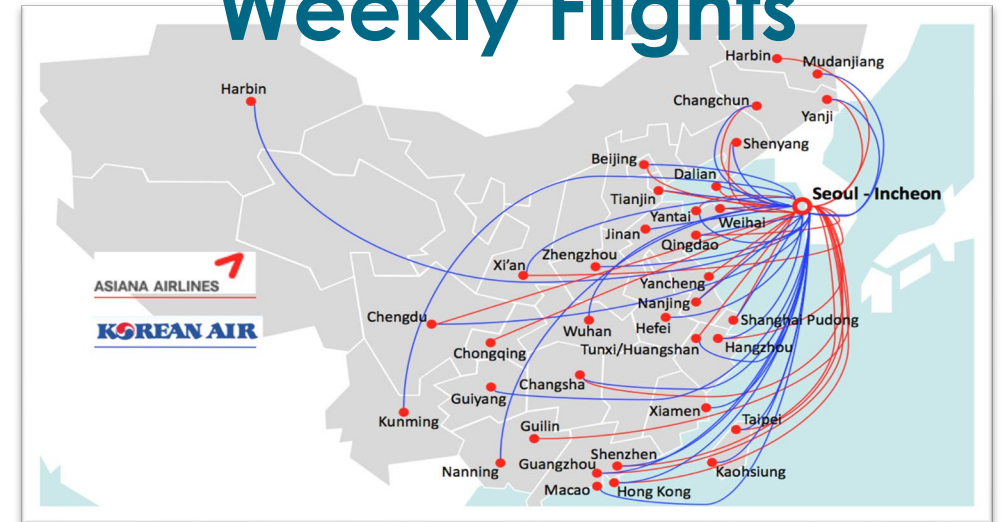


AIR CONNECTIVITY

- 01 Same-day transit via Narita, Haneda, Incheon
- 02 Over **2,100 weekly flights** from China to Japan/Korea
- 03 Access to **30+ cities** (Beijing, Shanghai, Shenzhen, Qingdao, Tianjin, Guangzhou, Hangzhou, Xi'an, Dalian, etc.)
- 04 Economy round trip **\$1,500**; Business class **\$4,000**
- 05 China to U.S. mainland **weekly 100 flights**, mainly to LAX, SFO and JFK



Weekly Flights



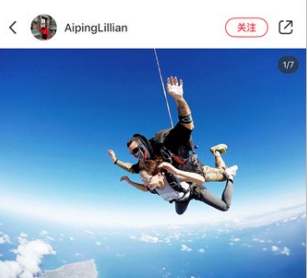
MARKET STRATEGIES



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耍，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 (世界上最美的空落地)。
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。



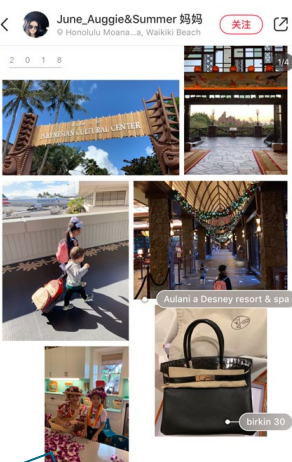
少女心泛滥的夏威夷粉色酒店推荐 皇家夏威夷酒店
这家酒店真的到处都是粉红色，很多ins博主都打卡过。普通房型都是园景，粉色背景墙，房间设施有些老旧，但是是有90多年历史的酒店了。强烈推荐塔楼套房，阳台景色真的太美了。携程价格3500左右，酒店每天还有30美金左右的resort fee。



FAMILY



夏威夷 say "Yes, I do" in Hawai'i
很多情侣选择来夏威夷度蜜月，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！
我的婚纱照好看吗
说点什么，让TA也认识看看你的婚纱照吧！
去年感恩节在夏威夷过的，老大就想着想回来夏威夷，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8天在夏威夷，我定了4天在迪士尼主题酒店，后四天在



我们睡了，来聊聊一拖二夏威夷亲子游吧！
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HIGH NET WORTH INDIVIDUAL (HNWI)



夏威夷 ■ 购物 ■ 爱马仕菜篮子18奶昔白金扣！降价的克雅宝
夏威夷逛什么
Honolulu有两个大型购物地，Waikiki和Aiea 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啦。
玩
威基基海滩

01

Desirability for
Island Destination

02

Accessibility 1st & 2nd
Tiers Cities

03

Disposable
Income

04

US Visa Issuance

THE FREQUENCY FRAMEWORK

→ ANCHOR MOMENTS

Leverage major Agritourism event, cultural festival (Merrie Monarch), sports event to build travel inspiration

Unique Culture & Events

→ ALWAYS-ON STREAMS

Maintain constant

Year- Round Digital Storytelling & Engagement



→ SEASONAL SPARKS

Promote eco friendly outdoor activities during key booking periods.

CNY, 2026 FIFA World Cup

→ CONVERSION BURSTS

Convert high-intent audiences

Tactical Offers & Trade Activations

SOCIAL MEDIA MARKETING



Goals

Boost engagement, inspire FITs, reinforce Aloha, mālama, ho‘okipa, kuleana.



Content

Long-form articles, short videos, influencer vlogs, events, Hawai‘i-made products, voluntourism



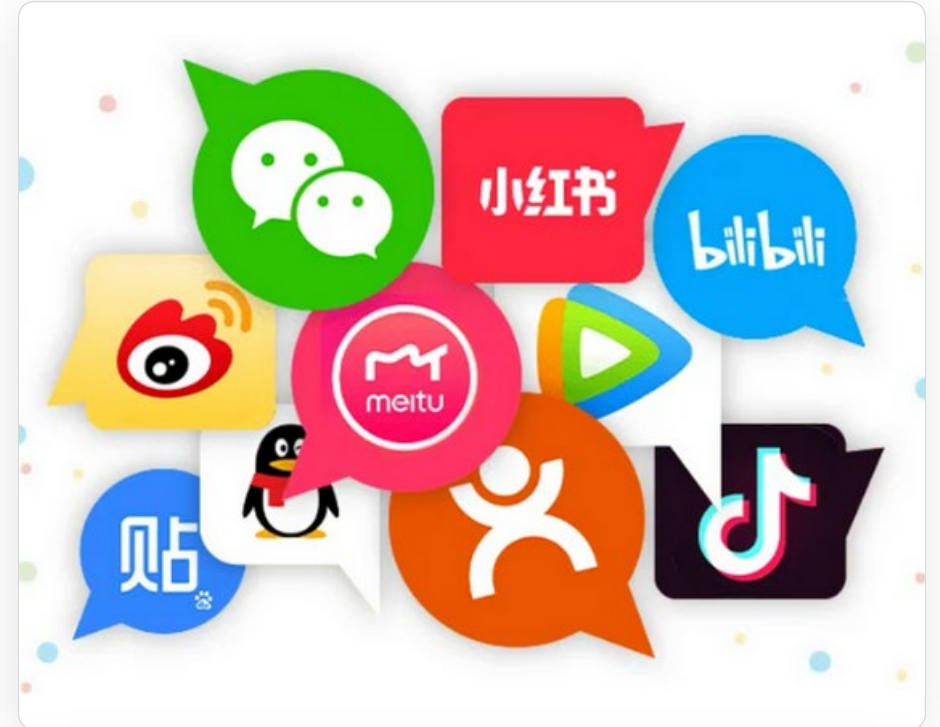
Influencer Collaboration

Multi-island self-driving tour vlog series (scenic routes, cultural stops, eco-conscious tips)



Tactics

Hashtags, mentions, cross-promotion; Localize GoHawaii.com; Embed Hawaiian values



Ma‘ema‘e
HAWAII STYLE & RESOURCE TOOLKIT

CORE MESSAGING

#邂逅阿罗哈·追逐梦想# - 夏威夷群岛 Discover Aloha, Live the Dream – The Hawaiian Islands

皮皮在蓝色星球

Following



跟夏威夷当地人一起 在农场里打滚儿

这几天一直晃荡在夏威夷的农场，跟这里农场主和农场家的小朋友一起聊天玩耍，感受当地的文化

如果您计划前往夏威夷旅行，
不要错过这段迷人旅程！

《‘Auana》

将带您进入一个夏威夷的奇幻世界……

OUTRIGGER威基基海滩酒店
(OUTRIGGER Waikiki Beachcomber Hotel)

与太阳马戏团娱乐集团携手合作，
为本地居民和游客呈现了一场
专为夏威夷定制的全新演出。

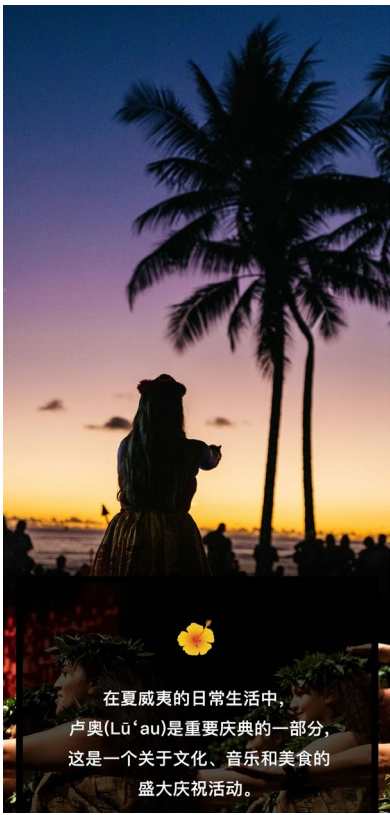
**这场极具现代、奇幻与冒险的演出
只有在夏威夷才能欣赏到！**



Ka'u Coffee

Ka'u地区的地理环境为咖啡的生长提供了绝佳条件。这里有人山土壤、适宜的降水量和温暖的气候，使得咖啡豆能够充分吸收养分。

其次，手工采摘的方式确保每颗豆子在最佳成熟期时被采摘。这种细致的采摘方法使得Ka'u咖啡在口感上更加细腻且层次分明。常带有巧克力、果仁和热带水果的香气。美国全国咖啡协会 (NCA) 和国际咖啡组织 (ICO) 对Ka'u咖啡都有较高的品质认证，体现了其在业界的认可度。



在夏威夷的日常生活中，
卢奥(Lū'au)是重要庆典的一部分，
这是一个关于文化、音乐和美食的
盛大庆祝活动。

夏威夷年度
顶级饕餮派对之旅
HAWAII FOOD & WINE FESTIVAL
欧胡岛+夏威夷大岛 8天



- 仅需一张门票……
- 即可与百位米其林烹饪大师、酒商面对面
- 无限畅享夏威夷本地食材烹制的极品美食
- 无限畅饮夏威夷本地美酒佳酿

TRAVEL TRADE EDUCATION

- 01 Travel trade education sessions to major OTAs and wholesalers in 2026
- 02 Partner with US Embassy Beijing & Consulates for joint Trade Roadshows
- 03 Collaborate with airlines and OTAs for bundled PKG and joint social marketing



SHOWCASING EACH ISLAND'S IDENTITY

Muti-Island Standup Poster Design - 2026



Kuleana
社会责任



夏威夷大岛 · Hilo





Aloha
亲切问候



欧胡岛 · Leeward Coast



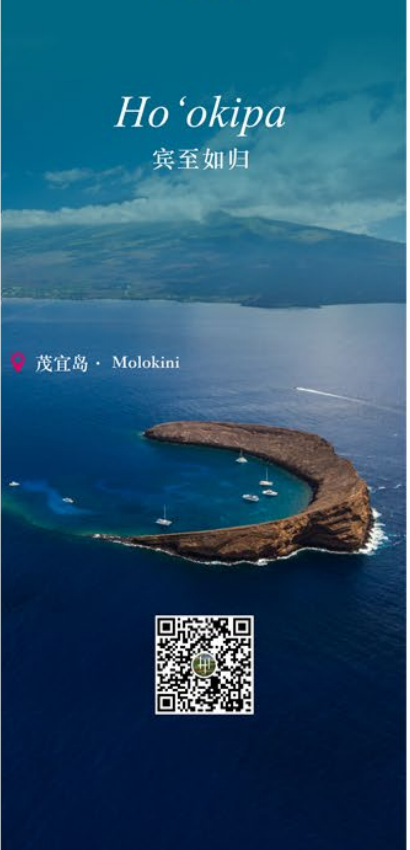


邂逅阿罗哈，
追逐梦想
夏威夷群岛
Discover Aloha,
Live the Dream
The Hawaiian Islands.





Ho'okipa
宾至如归

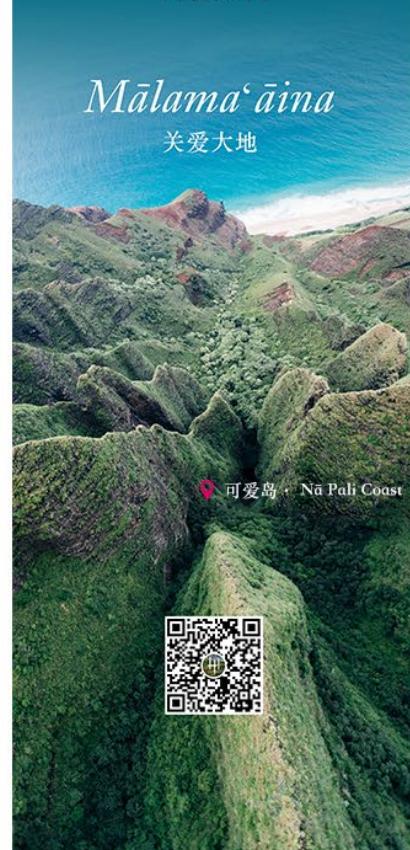


茂宜岛 · Molokini





Mālama'āina
关爱大地



可爱岛 · Na Pali Coast





MAJOR CAMPAIGNS

COFFEE MEETS CULTURE CAMPAIGN



Partnership

USDA, SHOB, Hawai'i Coffee Association, Synergistic Hawai'i Agriculture Council



Goals

Position Hawai'i coffee as premium souvenir; Link to agricultural heritage, travel experiences



Tactics

Retail activations, Hainan Expo; Content on volcanic soil, family farms, sustainability.



Activities

FAM tour, workshop & tastings, Influencer vlogs/reviews



Impact

Drive spending, awareness; "Bring home a memory, not just a product."



ROAD TRIP INFLUENCER-LED CAMPAIGN



Collaboration

Hertz Rental Car for self-driving exploration



Structure

Season 1 (2026: **O'ahu & Hawai'i Island**);
Season 2 (2027: **Maui & Kaua'i**)



Content

Short-form vlogs on **scenic drives**, **cultural stops**, **local dining**, **sustainable practices**



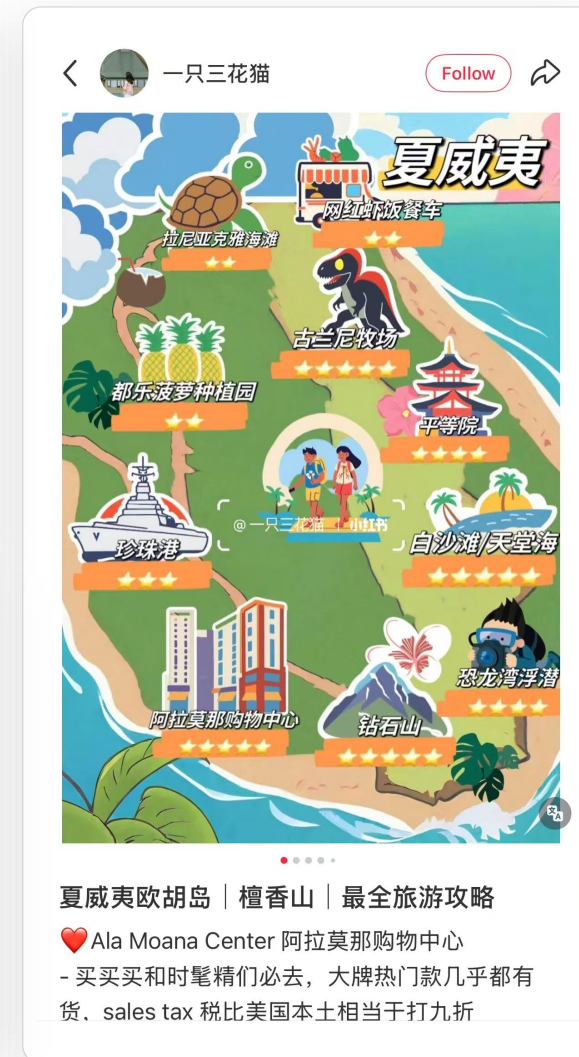
Objectives

Inspire FIT travelers (Gen Z/millennials);
Promote **accessibility**, **island uniqueness**



Tactics

Recommended **itineraries**, **rentals/deals**;
Embed **Mālama tips/messaging**



RAINBOW ECO CAMPAIGN

01. Eco-bag series with **7 rainbow colors**, celebrating **Hawai'i's diversity, people & nature**.
02. **Sustainable** brown paper and linen design, **reverse use**
03. **Evolution**: Duke Kahanamoku brown, Nāpali Coast blue, volcanic red/orange 'ōhi'a lehua
04. Engage via social media quizzes and final contest: collect 7 colors for a **China-Hawai'i round-trip** (airline collaboration)
05. Bring Hawai'i's diversity into daily life, boosting **eco-awareness** and **sustainable travel**



LNy WECHAT RED ENVELOPE CAMPAIGN

01. Red Envelopes symbolize good fortune

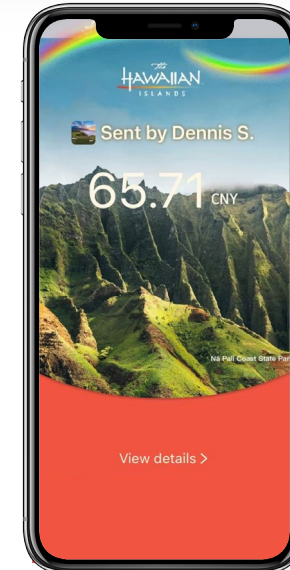
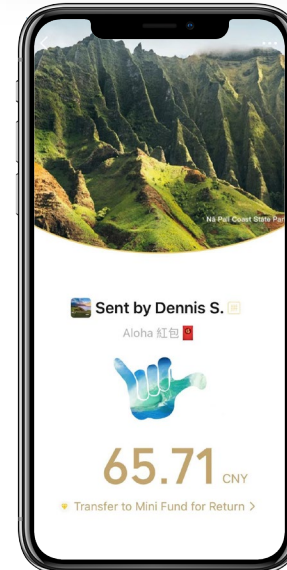
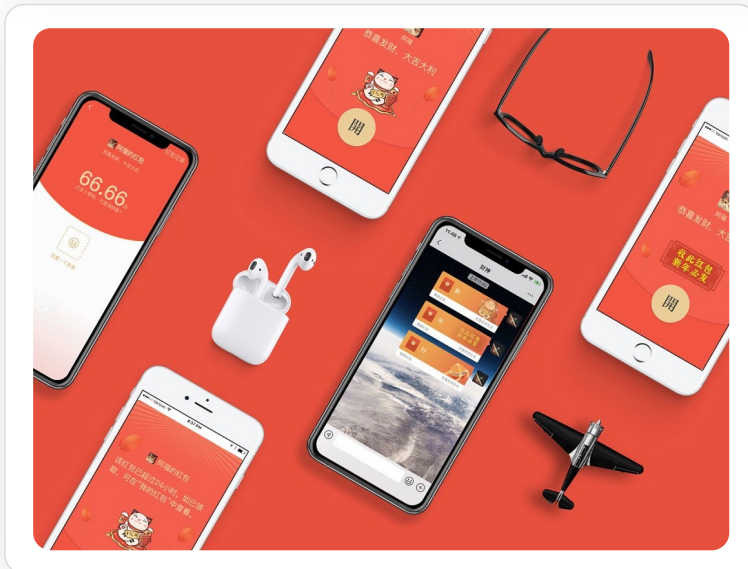
02. Branding via key traditional festival

03. 2,000 digital Red Envelope snapped up in 1 hour

04. Focus on engagement

05. Stay on top of the digital social trend

06. 2026 Year of the Horse, "Mana of the Horse"



2026 OTA LNY PACKAGE

4钻 0905-22

Hawaii

【品质4钻 碧海潮生曲】
· 多情夏威夷7日 ·

KOREAN AIR 5星大韩 23城联运

2025: 12月10日 22800元/人

2026: 01月14日 22800元/人

这里有温暖的海风、欢快的尤克里里、热情的草裙舞
鲜美的金枪鱼、慵懒的绿海龟、绽放的鸡蛋花和数不尽的美景
请跟随我们，向赤道靠拢，这个冬天不太冷

KUALOA RANCH
【古兰尼牧场电影之旅】
这里不仅是好莱坞导演的最爱
更是波利尼西亚文化活态博物馆

PEARL HARBOR
【沉浸式历史体验】

【庆新春特别活动】
周五绚烂烟花夜
沙滩派对
过个欢乐吉祥年

【深度探索者选项】
火山岛/茂宜岛/游园/出海/骑马/奥莱
更多精彩随心选择

火山国家公园 波利尼西亚文化中心 彩虹瀑布 霍欧津帕海滩公园 卡阿纳帕利沙滩 日落游船

中青旅 Aaloo 遨游旅行

ALOHA AURORA
不只极光
从夏威夷火山到阿拉斯加冰川
跨越北极圈 西雅图不眠夜 美国15日

无购物自费: 11人VIP精致小团·夏威夷双岛·极光列车·冰川徒步·狗拉雪橇
连续4晚极光观测·珍稀温泉·圣诞老人之家·极地博物馆·派克市场

北极圈 ARCTIC CIRCLE 费尔班克斯 FAIRBANKS 安克雷奇 ANCHORAGE 西雅图 SEATTLE 夏威夷欧胡岛 OAHU 夏威夷火山大岛 ISLAND OF HAWAII

2025年11月30日
2026年01月11/18日 02月01/15日 03月01日
RMB 65800起

KUALOA RANCH seattle USA HAWAII FAIRBANKS

2026 TRADE MISSION (MAY)

Expanding Trade Outreach

01.

Goals

Forge partnerships, promote the latest offerings/ experiences

02.

Market

Target major 1st and 2nd tier cities

03.

Builds on

Partnerships of ITB China, MITE, Trip.com, and culture display

04.

Impact

Boost visitation, strengthen OTA market presence.

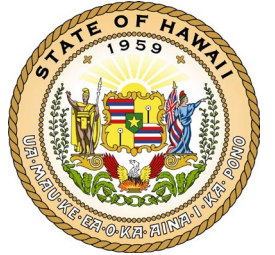


A close-up photograph of a small, handcrafted wooden sailboat. The boat is made of polished wood and features a single white sail attached to a thin wooden mast. The sail is held in place by white string. The boat is positioned on a wooden surface, and the background is a dark, textured wall. The text "SISTER STATE RELATIONSHIP" is overlaid on the right side of the image in white, bold, sans-serif capital letters.

SISTER STATE RELATIONSHIP

DBEDT SISTER STATE MISSION

- ✓ 40 years with Guangdong | 33 years with Hainan
- ✓ Boost trade & promote Hawai'i products
- ✓ Promote tourism & education partnerships
- ✓ Open new investment opportunities
- ✓ Participation of Legislators, DBEDT, UH Reps, Coffee industry leaders, and local Chinese communities
- ✓ July 20 – 28th in Guangdong and Hainan



GUANGDONG CHINA
中国 广东



PARTNERSHIP OPPORTUNITIES

01.

Social Media Content
Collaboration (ongoing)

02.

US Embassy & Consulates Tourism
Roadshows (quarterly)

03.

Coffee Meets Culture Immersive
Agritourism (Mar-Jun 26)

04.

Trade Mission – Eastern China
(May 26)

05.

HTC + Hertz road trip multi-year
influencer-led digital series (Oct 26)



Mahalo
谢谢!

