



2026 Brand Management Plan

Presented by Amy Lo



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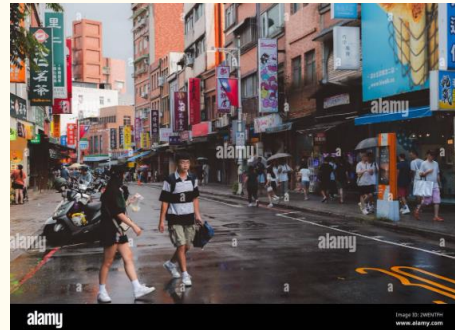
A photograph of three women in traditional Polynesian attire performing a dance on a beach. They are wearing white, ruffled, tiered skirts with patterned bands and green leaf crowns. The woman in the foreground is holding a wooden staff. The background shows a sandy beach and the ocean under a cloudy sky. The image has a teal overlay.

Taiwan Market Overview

Market Overview



Taiwan (35,808 km²) is **27% larger** than Hawai'i, offering diverse landscapes.



Approx. **23.36 million** as of April 2025, a dynamic and growing market.



Approximately **8-9 hours direct flight** from Taiwan to Hawai'i.



Taiwan's Economic Prowess: A Catalyst for Outbound Travel

5.4%

Strong Economic Growth

GDP significantly outperforming both market expectations and the decade-long average of 3.3%

3.34%

Low Unemployment Rate

As of May 2025, Taiwan recorded its lowest unemployment rate since November 2000, indicating a healthy job market.

\$38,775

Rising Household Income

Average annual disposable income in 2024, reflecting a healthy 2.5% growth and increased consumer spending power.

30.5

Stable Currency Exchange

As of Sept 2025, 1 USD ≈ 30.5 TWD, ensuring predictable and favorable conditions for international transactions.

21st

Human Development Index Index (HDI)

HDI 2022 (UNDP): Taiwan's score would rank it 21st globally (0.915) if included in the UNDP list, indicating high human development.

Top 15

Global Competitiveness

World Economic Forum Global Competitiveness Index: Taiwan consistently ranks in the top 15, demonstrating strong economic competitiveness.

TOP 15 RICHEST ASIAN COUNTRIES

GDP per Capita (USD), PPP – 2025, IMF

1		Singapore	\$156,755	10		Saudi Arabia	\$61,923
2		Macau	\$134,042	11		Japan	\$54,677
3		Qatar	\$121,605	12		Kuwait	\$50,961
4		Brunei	\$95,758	13		Malaysia	\$43,473
5		Taiwan	\$84,082	14		Oman	\$42,015
6		U.A.E	\$81,676	15		Maldives	\$37,661
7		Hong Kong	\$77,942				
8		Bahrain	\$67,795				
9		S. Korea	\$65,112				

Source: IMF

Taiwan Outbound Travel Recovery

Taiwan's outbound travel has nearly returned to pre-pandemic levels, with strong demand for quality experiences.

Taiwanese Outbound Travelers

11.7M → **16.8M**
2023 2024

Outbound Travel Recovery

2024 outbound travel is 98.5% recovered from 2019 pre-pandemic levels.

Taiwanese Travelers to USA

341,629 → **398,814**
2023 2024

U.S. Market Position

United States ranked #6 among all outbound destinations in 2024—the only long-haul market in Taiwan's top 10.



Taiwan Outbound Travel to Hawai‘i

Visitor Arrivals

25,885
2019

30,742 Seats Annually

11,170
2024

No Direct Flight

+20%
2026

Projection

Taiwan Market Characteristic:

4-6 Month Booking Window

Limited marketing activity in February due to long Chinese New Year Holiday

Pre Marketing work will have to be performed in November and December

Airlift to Hawai'i

Currently, direct flights from Taiwan to Hawai'i are unavailable. Travelers primarily connect through major transit hubs in **Japan, Korea, and the Philippines.**

Prior to the pandemic, China Airlines (CI) provided direct flights from Taiwan to Hawai'i.

Restoring direct services to improve regional connectivity is a top priority.



JAPAN AIRLINES



Market Characteristics & Trends

A person is walking away from the camera on a grassy, vegetated ridge. In the background, there is a large body of water (a bay or lagoon) and a range of mountains under a cloudy sky. The entire image has a dark teal overlay.



Digital Media Consumption Trends

Taiwan's highly digitalized population embraces video content as the primary information source.

Highly Digitalization

- 95.3% Internet Penetration
- 22.1 million users actively online
- 18.4 million actively social identities
- 7+ hours daily spending online

Video Dominance

- 46% watch internet video platforms
- 2 hours 13 minutes daily video 18.4 million actively social identities
- YouTube Shorts: 38% usage rate



73.8%
Usage Rate



73.8%
Usage Rate



48.7%
Usage Rate



3.5M
TW Users



Source: Digital 2025: Taiwan— Global Digital Insights

Travel Trend

Taiwanese travelers seek purposeful, theme-based experiences with emotional renewal as a key motivator.



FIT Dominance

80%+ of Taiwan-US visitors are FITs. Group travel rebounds among under-40s (22% to 35%).



Theme Travel

30% organize trips around events. Cultural festivals (56%), concerts (45%), sports (32%).



Meaningful Travel

99% believe travel relieves stress. 66% gain confidence, 55% rekindle creativity.

Travel Industry Landscape

Taiwan's travel industry shows robust recovery with 4,175 registered agencies—exceeding pre-pandemic levels.

01

Market Scale

4,175 registered agencies vs 3,940 in 2019—full recovery achieved by March 2025.

02

Industry Leaders

Mega wholesale agencies dominate with strong bargaining power and diverse product portfolios.

03

Specialization Growth

Boutique luxury agencies and OTAs gain influence in consumer booking behavior.

04

Emerging Trends

Exclusive products (rail tours, cruise charters) and ultra-small niche operators expanding.



Competitive Landscape

Hawai'i faces fierce competition from premium island destinations and increasingly accessible long-haul markets.



Premium Islands

Maldives, Tahiti, Mauritius attract luxury travelers and honeymooners with aspirational branding.



Accessible Islands

Guam, Palau, Okinawa, Bali offer convenience with direct flights and competitive packages.



Middle East Growth

Emirates daily flights to Dubai, Etihad launching Taipei-Abu Dhabi service September 2025.



European Appeal

Italy gains with direct flights—China Airlines to Rome, EVA Air to Milan since 2022.

Target Audience

High-value, sustainability-conscious travelers across key demographics represent Hawai'i's prime opportunity. Taiwanese travelers, on average, spend \$2,322 per trip, with 77% choosing hotels and 52% preferring 4-star+ accommodations. They also actively seek local culinary experiences, indicating a desire for quality and authentic engagement. Furthermore, over 80% desire eco-friendly options, with 20% actively practicing sustainable travel through local purchases and conservation activities.



Silver Travelers (60+)

This segment shows 68.5% growth in the past decade. 65% prioritize spending on experiences over inheritance, and 26% are actively pursuing lifelong dreams through travel.



Family Travelers (30-49)

Comprising 39.1% of outbound travelers, this segment saw a 64.4% growth in the children (1-12) sub-segment. 59% of these travelers research transportation in advance, highlighting their meticulous planning.



LGBTQ+

With Taiwan leading Asia in marriage equality, there is a growing demand for inclusive and safe destinations, particularly for honeymoons and celebrations.

An aerial photograph of a tropical coastline. In the background, a large, rugged mountain with a prominent peak rises from the land. The mountain's slopes are covered in dense green vegetation. In the foreground, a coastal town is visible, featuring several buildings with blue roofs and a mix of greenery. The town is situated along a curved shoreline that meets a body of water. The water is a deep blue, and the sky above is filled with soft, white clouds. The overall scene is a beautiful representation of a tropical environment.

Major Campaigns and Programs

Key Objectives in Taiwan

Ultimate Goal : To drive demand for Hawai'i, contributing to direct flights



Re-establish Presence

Focus on re-establishing Hawai'i's presence in both Business-to-Business (B2B) and Business-to-Consumer (B2C) sectors.



Generate Online Presence

Create compelling online content to engage and inform the target audience effectively.



Strengthen Brand Recognition

Enhance Hawai'i's brand recognition to build strong support for potential direct flight routes in the future.

Key Strategies for Taiwan

Integrated Campaigns to enhance destination awareness and drive travel demand



Re-establish connection

- Flagship campaigns and always-on communication channels



Generate online content

- Videos
- Social media content
- Media coverage: Print & Digital



Develop AI integration

- PR strategy
- Keyword generation that will contribute to easy AI search

Fun Fact

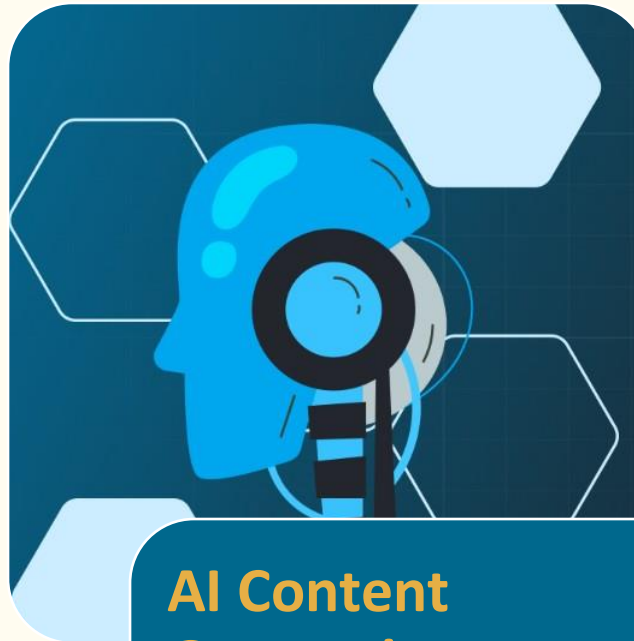
88% of Taiwanese use AI in parts of their travel planning
(vs. **64%** global).

The Path to AI



HTT Programs

- Aloha Festival
- Lei of Love
- Aloha Spirit Influencers Program
- OTA Co-Op
- Media Partnership
- PR Tactics
- Social Media Roundup



AI Content Generation

- Hawai'i attractions
- Hawai'i experiences
- Hawai'i activities
- Hawai'i itineraries
- Hawai'i local gourmets



Traditional Chinese Travelers Prompts

- What's the best island destination
- What's the best honeymoon destinations
- What to do in Hawai'i
- Itinerary for a 5-day Hawai'i trip

Aloha Festival

Signature two-day cultural event (revival of 2018, 5,000+ attendees) at high-traffic weekend location in Taipei

- **Consumer Activities: +5,000 attendees**
- **Travel Trade Engagement: 2 TOs at event**
- **PR & Promotion: 1 Media Gathering + 20 News Clips**
- **Industry Collaboration**
- **Hawai'i-Made Products**
- **AI Integration**



Hawai'i Sales Mission – Taipei

- Consumer Activities
- Travel Trade Engagement
- PR & Promotion
- Island Representation
- Industry Collaboration
- Hawai'i-Made Products

→ Integrated Campaigns: Aloha Festival



Lei Your Love – Month of Lei (Mother's Day)

- Consumer Activities: 2 workshops, 20 participants
- Travel Trade Engagement: 1 products
- PR & Promotion: 1 media session, 10 media/influencers
- Island Representation
- Hawai'i-Made Products



Island Style - Media Partnership

Collaborate with leading lifestyle media (e.g., *Marie Claire*, *Vogue*, *Cosmopolitan*) on a Hawai'i-themed edition with cover story + quarterly "Editor's Selection" column.

- **PR & Promotion: 1 editorial and 4 special columns & 4 online social media posts**
- **Travel Trade Engagement: 1 product**
- **Island Representation**
- **Industry Collaboration**
- **Hawai'i-Made Products**

→ Integrated Campaigns: Aloha Festival, Influencer Program, Lei Your Love

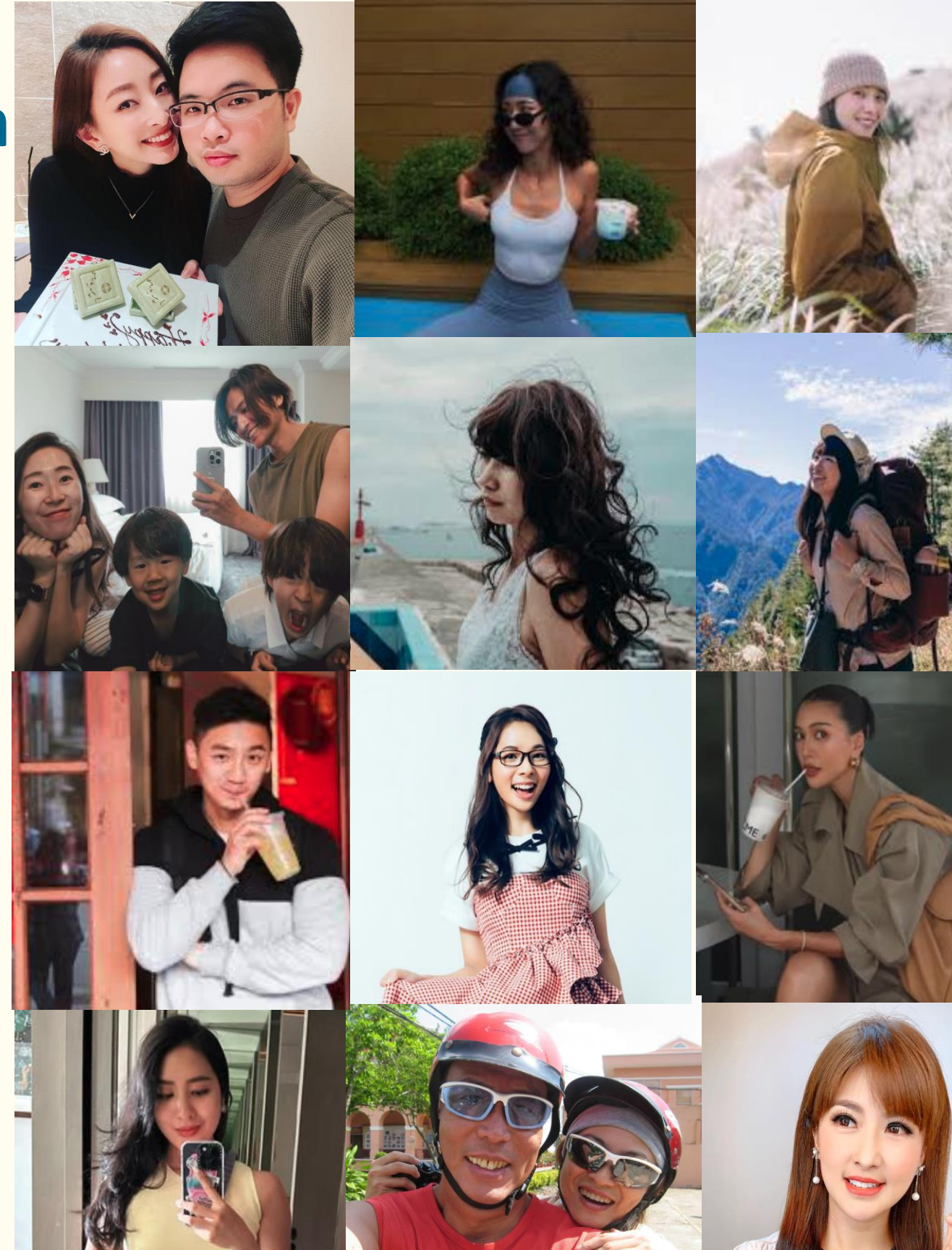


Aloha Ambassador Influencer Program

12 mega & micro creators share authentic Hawai'i stories on culture, adventure, food, and mindful travel, promoting respectful, immersive experiences.

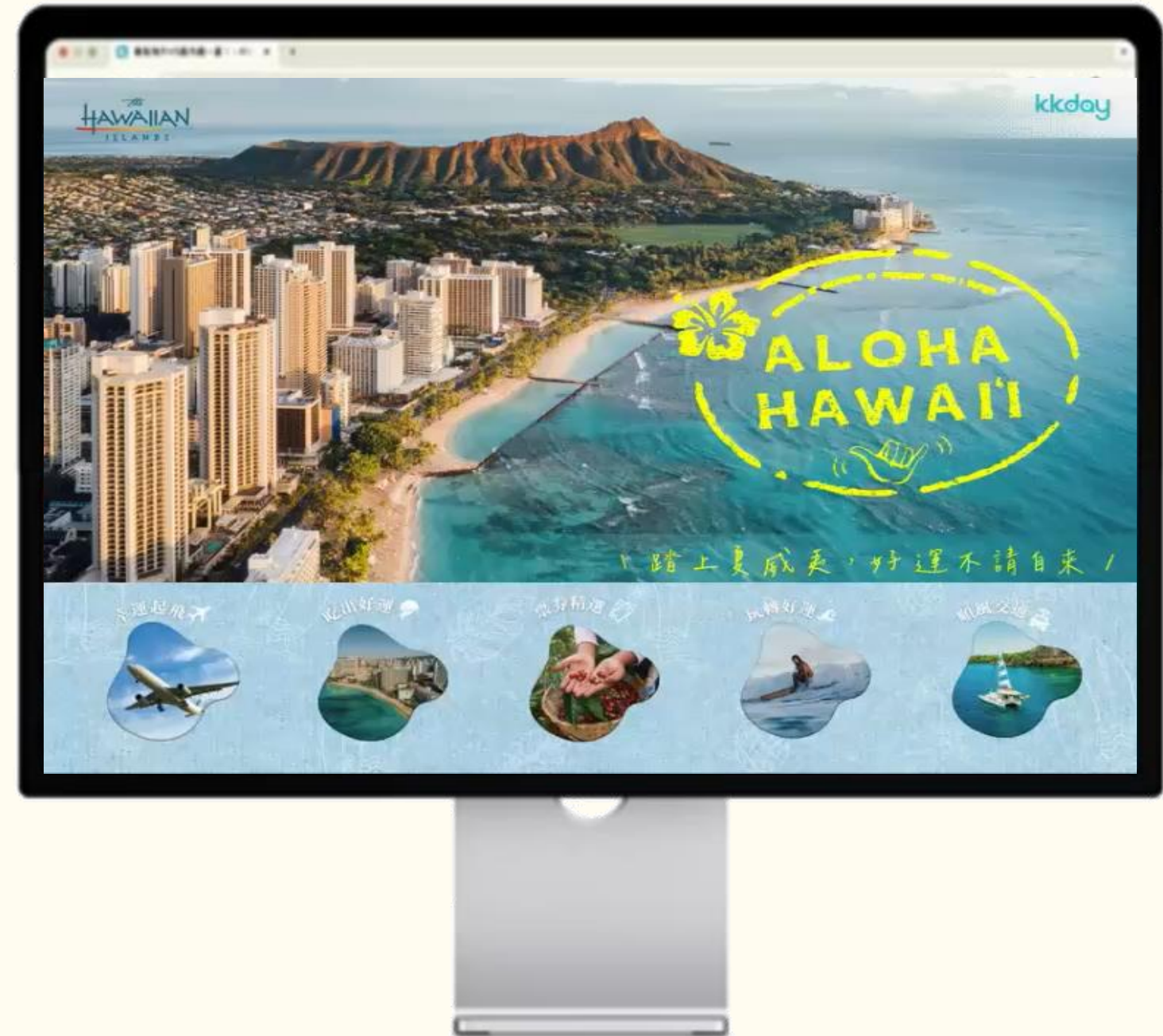
- **Quarterly Themes:**
 - Q1: Family Fun (young families)
 - Q2: Outdoor, Nature, Wellness (Gen Z, Millennials)
 - Q3: Food, Shopping, Wellness (LGBTQ+, Gen Z, Millennials)
 - Q4: Romance & Wellness (affluent & silver travelers)
- **Travel Trade Engagement: 6 products**
- **Social Media & GoHawaii.com: 12 influencers**
- **Island Representation**
- **Industry Collaboration**
- **Hawai'i-Made Products**

→ Integrated Campaigns: PAK & Boutique Agency Co-op



Hele Mai Hawai'i – OTA Digital Co-Op

- Trade Engagement: 1 OTA
- PR & Promotion: 200,000 page views
- Island Representation
- Industry Collaboration



→ Integrated Campaigns: Influencer Program

PAK Agency & Boutique Agency Co-Ops

- **Trade Engagement:**
8 Wholesales Agencies vs. 5 Boutique Agencies
- **PR & Promotion:**
Targeting media investment and content marketing
- **Island Representation:**
O'ahu only vs Multi-Island Itinerary.

→ Integrated Campaigns: Influencer Program



Public Relations Tactics & Social Media

- Media & KOL Events: Festival previews, lei studio launches
- Press Releases: Bi-monthly, aligned with key campaigns & seasonal stories
- Always-On Media Relationship: Pitch niche tourism (diving, culinary, LGBTQ+), timely PR & crisis comms
- Social Media Content Themes:
 - 'ōlelo Hawai'i (language & values)
 - Hawai'i Destinations (island highlights)
 - Call from Hawai'i (inspiration, emotion)
 - Meaningful Travel (regenerative tourism, giveback)
 - Seasonal Greetings (holidays, events)

→ Integrated Campaigns: Aloha Festival, Lei of Love, OTA Co-op, PAK and Boutique Travel Agency Co-op, Influencer Program



Partnership Opportunities



Partner Opportunities

Number	Initiatives	Time	Opportunity
1	Aloha Festival	Aug, 2026	In-Kind Contribution
2	Lei Your Love – Month of Lei (Mother’s Day)	Apr - May, 2026	In-Kind Contribution
3	Media Partnership	Year-long	In-Kind Contribution
4	Year-long Influencer Campaign	Year-long	In-Kind Contribution
5	Hawai’i Sales Mission – Taipei	Aug, 2026	Participant Fee & In-Kind Contribution
6	Hele Mai Hawai’i – OTA Digital Co-Op	May, 2026	In-Kind Contribution
7	PAK Agency Co-Ops	Feb, 2026	In-Kind Contribution
8	Boutique Agency Co-Op	Mar, Jun, Aug, Nov. 2026	In-Kind Contribution
9	Public Relations Tactics	Year-long	In-Kind Contribution
10	Social Media Campaign	Year-Long	In-Kind Contribution



Mahalo Nui Loa!

HAWAII TOURISM
TAIWAN