

Germany

Anette Wendel-Menke, Director, Central Europe



2017 vs 2016

Total Arrivals

↓ 0.6%

2017 Arrivals

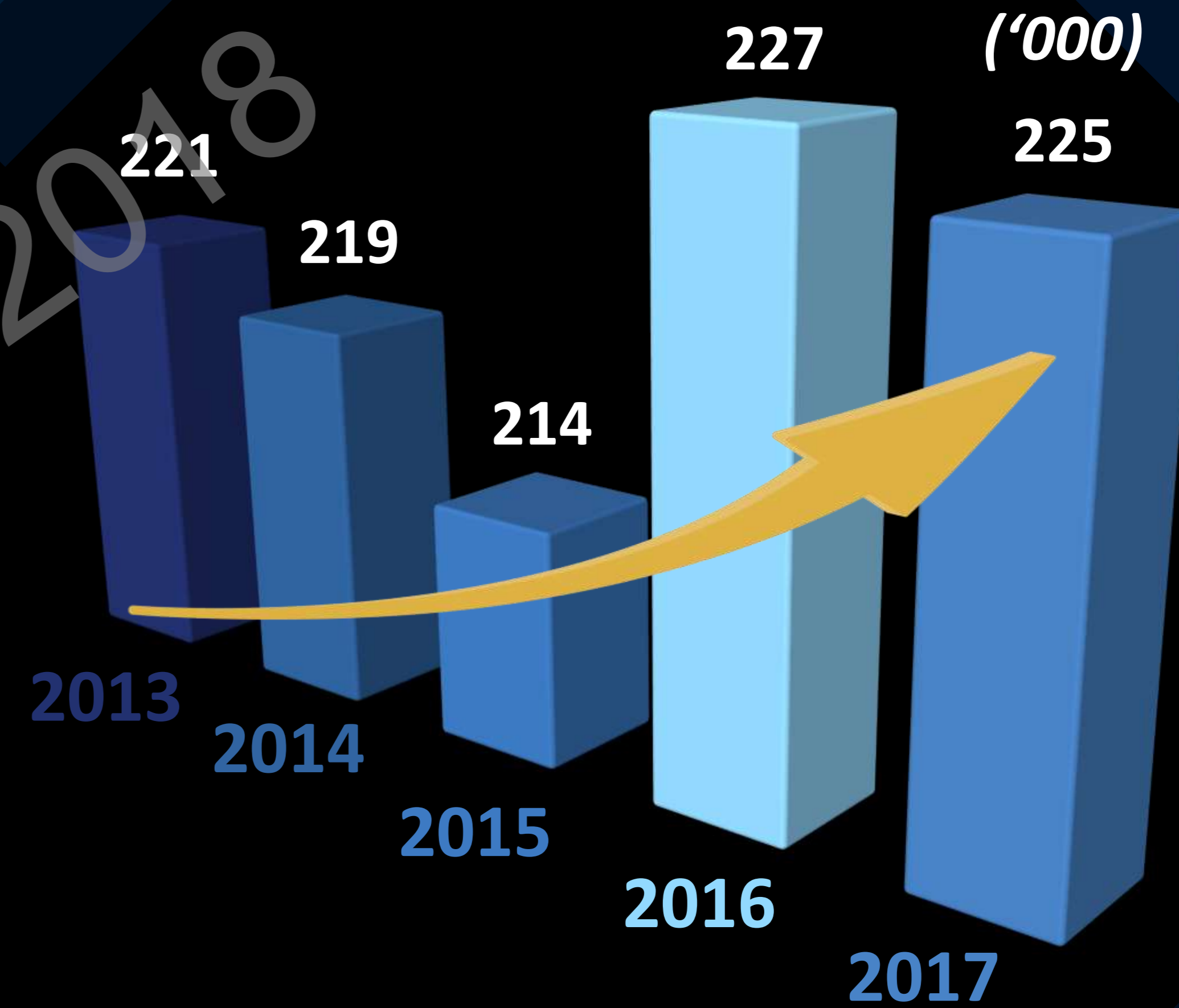
225,200

Overnight Arrivals

↓ 1.8%

159,500

Growth Trend Total Arrivals



Life-stage Segments

Overnight Vacation Arrivals



56%

Young/ Mid-career
Aged 21–45



35%

Achiever
Aged 46+



5%

Family
Travelling with kids under 16



4%

Others

Life-stage Segments

Overnight Vacation Arrivals

Repeaters

40%

First-timers

60%



Market Outlook

- Stable economic situation
 - Domestic demand remains main driver
 - Buoyant labour market
 - Healthy business and consumer confidence

GRAND COALITION

Challenges & Opportunities

- Cathay Pacific's new Europe strategy:
 - Drastic cut of air capacity from Germany: -13.2%
- Highly price-driven competition:
 - Comparatively high costs for land arrangement
 - No stop-over programme
- Holidays are on top of the priority list:
 - 2.9 trips per year
 - Trend for longer vacations
 - Spent 8.9% of income in leisure

HKT B Conf 2018



FOCUS

HKTB Conf 2018

LEVERAGE

THROUGH

OPPORTUNITIES

HKITEB Conf 2018

FULLY INTEGRATED
STRATEGY

TO

HKT/B Conf - 2018

MAXIMISE

EXPOSURE



EXTEND THE
FOOTPRINT

HKT18 Conf - 2018



KOL Marketing

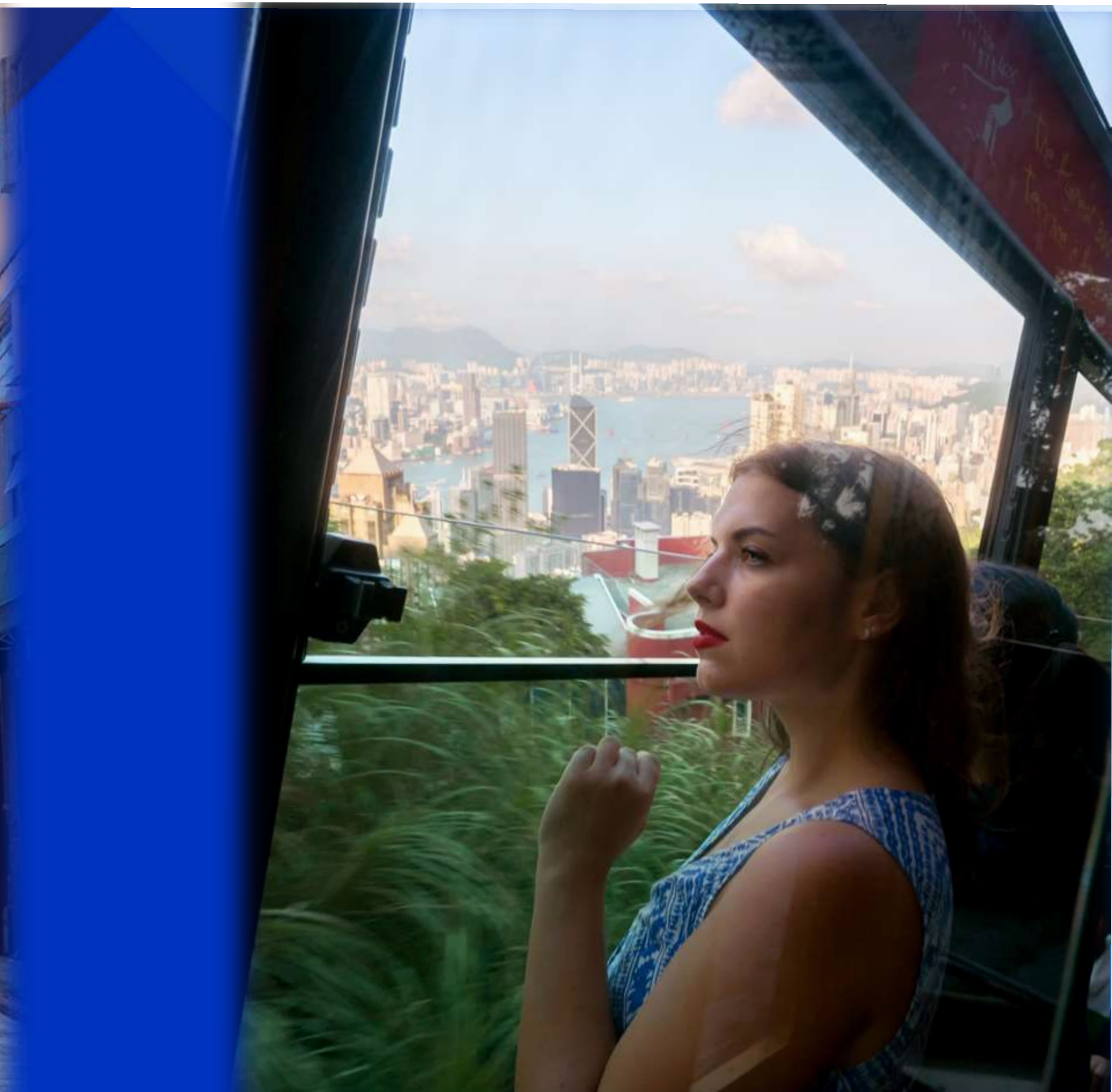
- German talent: **Marc Baechtold**
 - Social media influencer
 - Awarded photographer
 - GoPro ambassador
 - Radio moderator

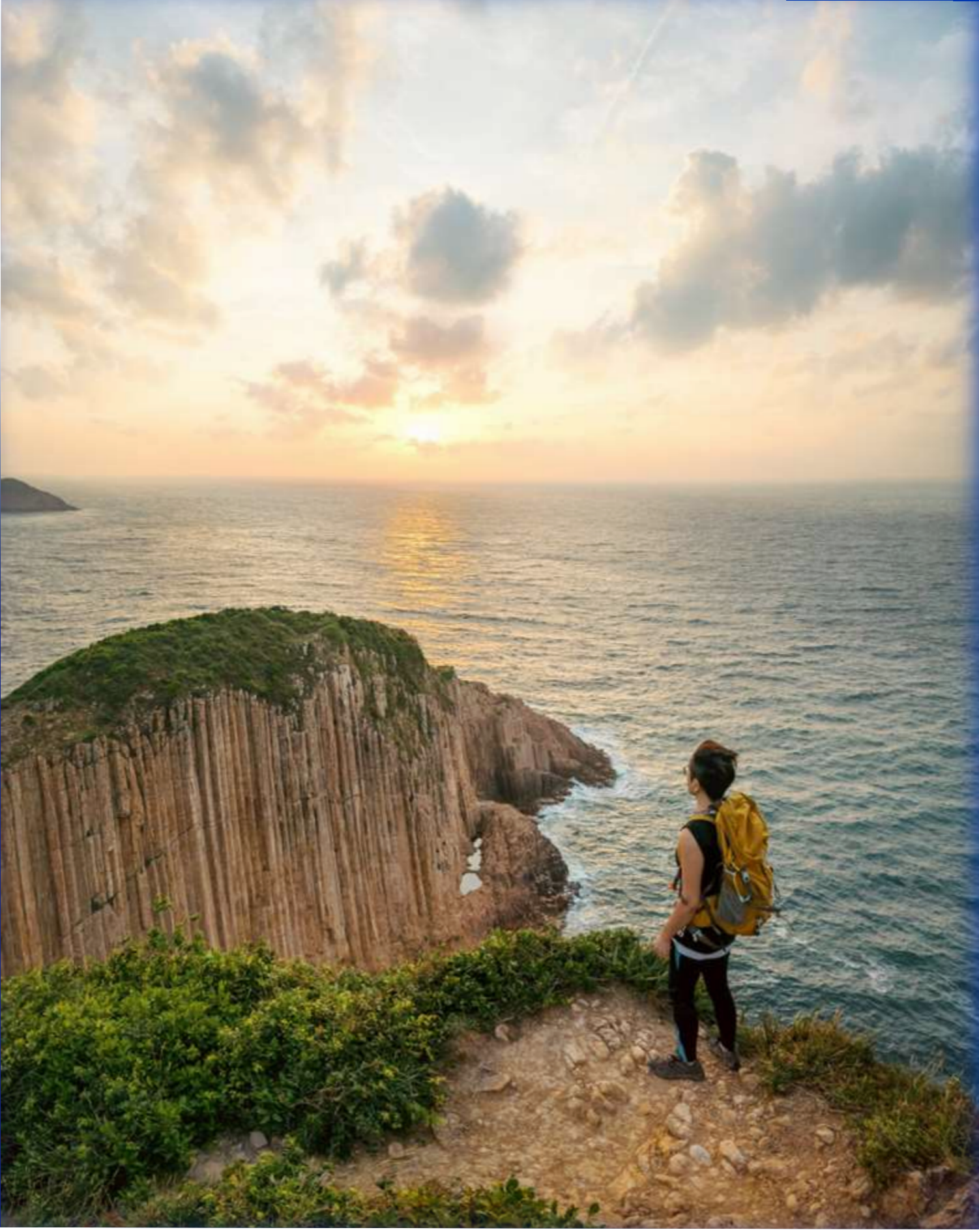


Leverage Opportunities

- Drive maximum exposure through **win-win** partnership with **big brands**







PR Germany

- Enhanced year-round approach through **prime media** to **maximise reach** of **high potential** target groups



Trade Co-operation

- Foster win-win with key players by leveraging opportunities through **barter-deals**



&



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HONG KONG, STOP OVER PROGRAMM
Sheraton Hong Kong @@@@

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CATHAY PACIFIC HONG KONG TOURISM BOARD

ITB BERLIN 2018

- The world's biggest tourism show
 - Trade function
 - Media event
 - Consumer fun activities



DISCOVER HOW YOU
CAN LEVERAGE
YOUR LOCAL
OPPORTUNITIES

CONFIDENTIAL - 2018

