

Mainland China



Market Environment



External Factors

- ◆ Trade war tensions with US continues
- ◆ Export demand slumps fueled by global recession

Domestic Outlook

- ◆ GDP growth rate projected to drop to 2.3%
- ◆ Accelerated work resumption to boost domestic economy
- ◆ Shift focus to new infrastructure projects

Consumer Trends



More cautious in spending & sensitive to value-for-money promotion offers



Surging demand for virtual cloud tourism & live-streaming shopping

Increasingly health conscious & yearn for natural scenery

Paradigm Shift



Prefer lower health risk short-haul travel destinations for holiday and weekend getaway

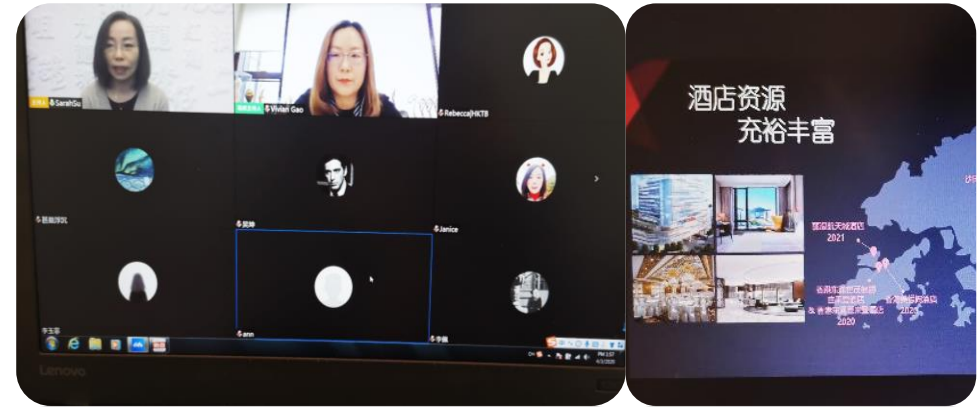


Trade & MICE

Trade		MICE Market Status
Reboot Domestic Travel	Resumption of HK Travel	
<ul style="list-style-type: none">◆ Government efforts to boost domestic travel◆ Online initiatives to trigger travel desire	<p>Pre-requisites</p> <ul style="list-style-type: none">◆ 14-day compulsory quarantine lifted by HK & Mainland◆ More entry ports reopened◆ IVS permit application resumed◆ Flights/XRL services resume operation	<ul style="list-style-type: none">◆ MICE agents focus on online training to prepare for business resumption◆ M & I market shrinks◆ Direct Selling and New Social Retail eye on hosting overseas events

Preparations for Market Recovery

1 MICE Online Training



2



Sustain Travel Intention to HK

3

Social Seeding to Address Sentiment Issue



Mainland Marketing Strategy



Address sentiment to narrow the emotional gap

Build destination appeal to trigger travel intent

Engage market guru to generate favourable perception and drive conversion

Focus on high potential markets / target segments to stimulate overnight arrivals and spending

Marketing Focus by Stage



Resilience Stage

- ◆ Partner with People.cn to emphasise the HK spirit, cultural integration and to narrate authentic “love-in-action” stories of HK people in fighting the epidemic with the Mainland



Resilience Stage

- ◆ Social activation programme – #MissYouToo to rekindle aspiration for HK



Recovery Stage

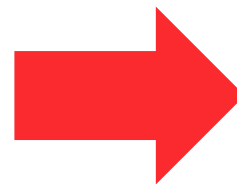
- ◆ Tencent/Trip.com integrated campaign to continue to build positive sentiment and drive conversion

Partners

Tencent 腾讯

携程旅行

Mini-Program (QTS Line-up)



Tactical Offer



Miss You Too

再遇@香港

