



## **LONG-HAUL MARKETS**

**United States**

**Canada**

**Australia**





**United Kingdom**

**France**

**Germany**

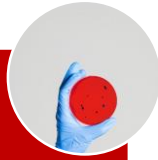
# MARKET SITUATION



	USA	CANADA	GERMANY	FRANCE	UK	AUSTRALIA
	841,500+ Cases	41,500+ Cases	150,500+ Cases	157,000+ Cases	134,500+ Cases	6,500+ Cases
	AVOID: Non-essential Travel					BAN: Non-essential Travel
	Mandatory 14-day Quarantine			No Quarantine Required		Mandatory 14-day Quarantine
	Lockdown by State	Provincial Lockdowns	National Lockdowns until Mid-May			Wide-ranging Lockdown

# CONSUMER SENTIMENT

## Fear of Unknown



- Health: Virus spread
- Economic: Job loss, decline in investment value

## Satisfaction with Gov't



- Generally negative in the US market with lack of preparation

## Optimism: New Normal



- Gradual release from lockdown
- Social interaction returns
- Pent up travel demand

Short Term

Long Term



# ***MEDIA SENTIMENT***

**Domestic health and economic issues dominate coverage in all countries**



Photo Credit: Getty

**Government response is a hot topic in all markets**

- Highly critical coverage in US, France and UK
- Positive coverage in Germany, Canada and Australia

**Very little Hong Kong coverage across the board**





# AIR LIFT BY MARKET

## Preliminary plan on air lift

Market	Flights/Week May 2019	Flights/Week April 2020	Flights/Week May 2020
US	153	2	3
Canada	44	4	6
Australia	109	2	2
UK	64	6	6
France	16	0	0
Germany	24	0	0
<i>Totals</i>	410	14	17



# *THE ROAD MAP*

**RESILIENCE**

**RECOVERY**

**RELAUNCH**

**A carefully choreographed, 3-phase plan of smart tactical & branding activity**



# ***RESILIENCE PHASE***

Maintain HK's Destination Appeal through Positive & Inspiring Messaging

Trade & Media Outreach

#MissYouToo Social & PR Campaign

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# ***RECOVERY PHASE***

Welcome back Friends and Fans with Enticing Imagery & Affordable Deals

Tactical Campaign with Airlines & Hong Kong Hotels

Ethnic & Mainstream Tactical Co-ops

Collaboration with Other Asian NTOs

Paid Digital

PR and Social Messaging

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Photo Credit: Richard Kimber  
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# ***RELAUNCH PHASE***

Brand Campaign Launch & Event Support

Innovative Content Partnership

Multi-Destination Tactical Co-ops

Paid Digital

PR and Social Messaging



Let's make great things happen together!



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