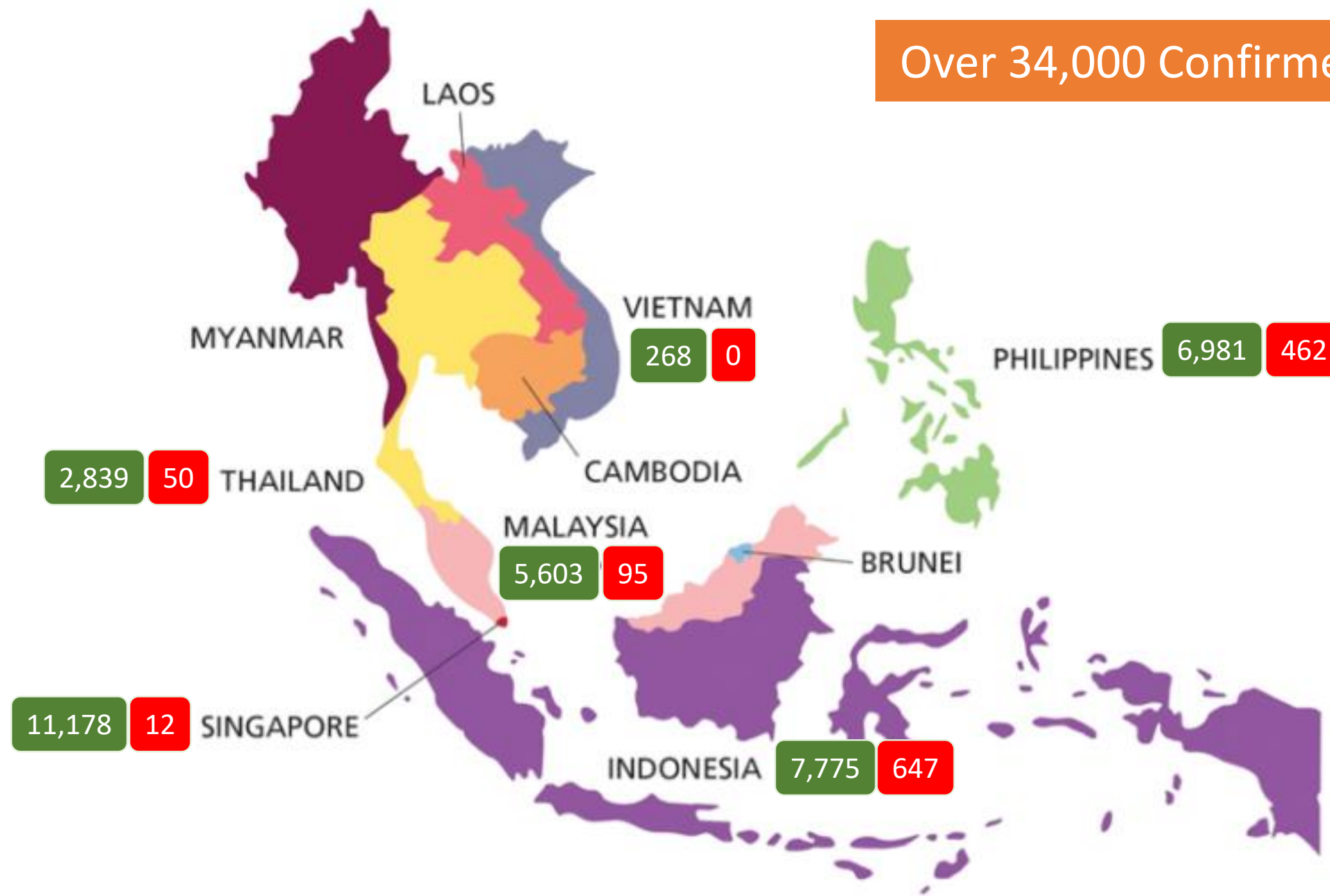


South & Southeast Asia, Middle East



COVID-19 Cases in SEA

Over 34,000 Confirmed Cases

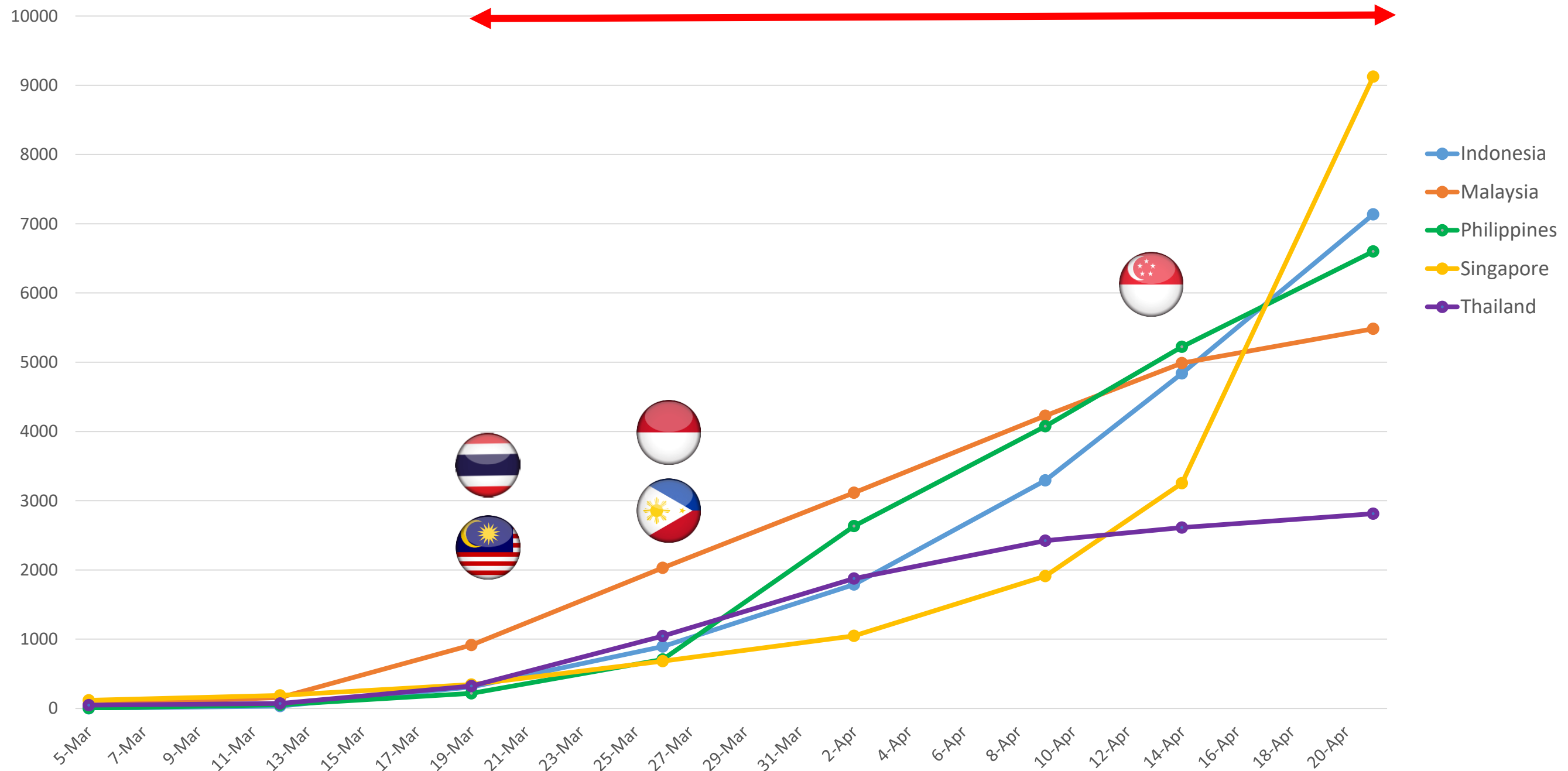


Confirmed Cases

Deaths

COVID-19 Trend in SEA

2nd Wave Outbreak



	5-Mar	12-Mar	19-Mar	26-Mar	2-Apr	9-Apr	14-Apr	21-Apr
Indonesia	2	34	309	893	1790	3293	4839	7135
Malaysia	50	158	915	2031	3116	4228	4987	5482
Philippines	5	52	217	707	2633	4076	5223	6599
Singapore	117	187	345	683	1049	1910	3252	9125
Thailand	47	70	322	1045	1875	2423	2613	2811

2,425

31,152








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SEA Market Situation Highlight

- Surge from mid-March with mostly **local transmission cases**
- Cases in Indonesia & Philippines continues to rise with more test results
- Over half of the cases in Singapore are linked to the foreign worker dormitories
- Thailand continues to flatten the curve with <50 cases per day for a week
- Some airlines are planning to resume minimal number of flights to HK from May upon situation review

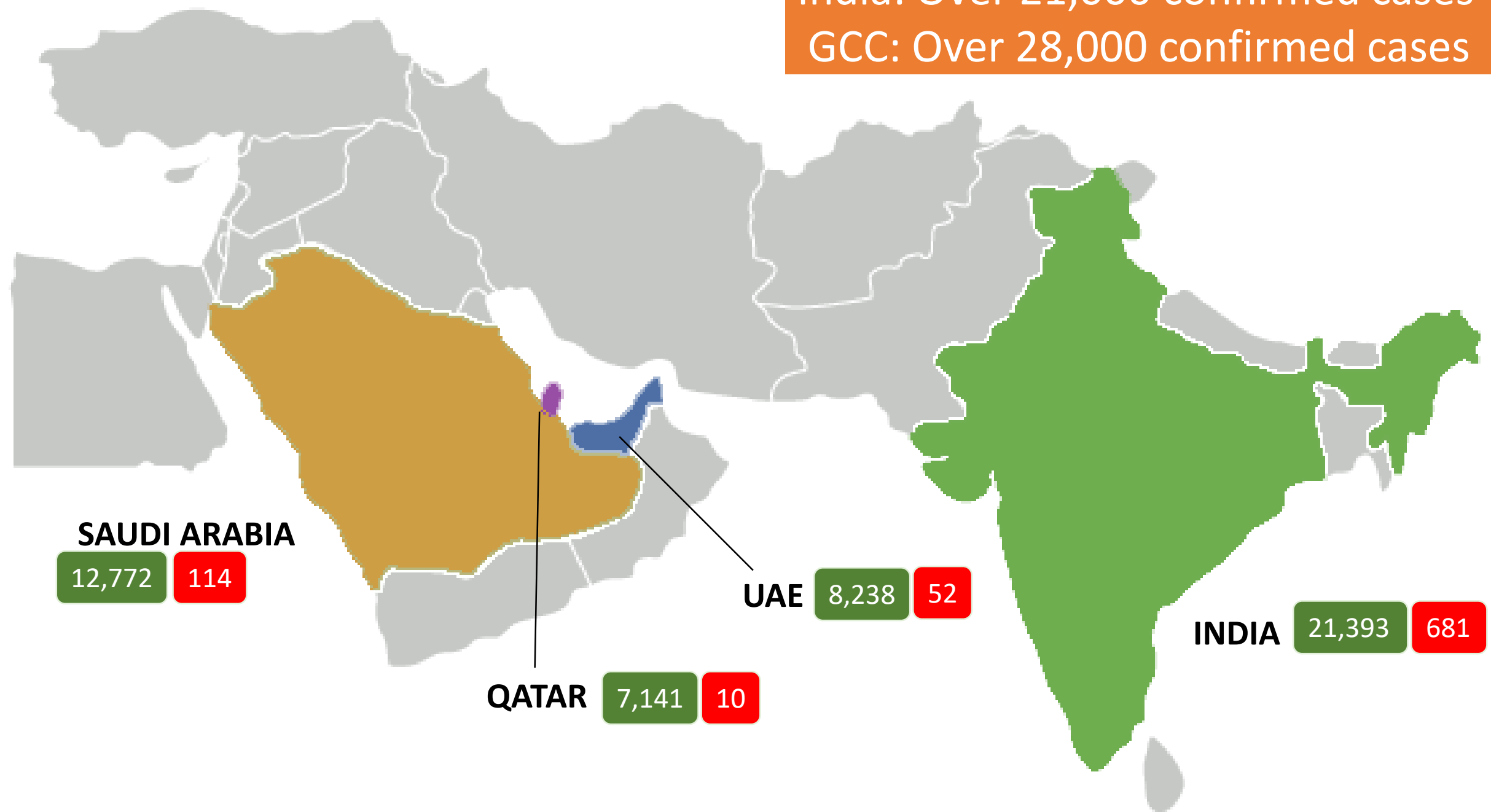


SEA Market Situation

Markets	Outbound Travel	Inbound Travel	Social
Indonesia	Travel Advisory	Entry ban for all visitors 	<ul style="list-style-type: none"> National emergency until 29 May
Malaysia	Travel Ban 	Entry ban for all visitors 	<ul style="list-style-type: none"> Movement Control Order until 28 April
Philippines	Travel Ban 	Entry ban for all visitors 	<ul style="list-style-type: none"> Lockdown in Greater Manila, Cebu, Davao until 30 April
Thailand	Travel Advisory	Entry ban for all visitors 	<ul style="list-style-type: none"> National emergency until 30 April Lockdown in Bangkok and Phuket
Singapore	Travel Advisory	Entry ban for all visitors 	<ul style="list-style-type: none"> “Circuit-breaker” measures until 1 June

COVID-19 Cases in India & GCC

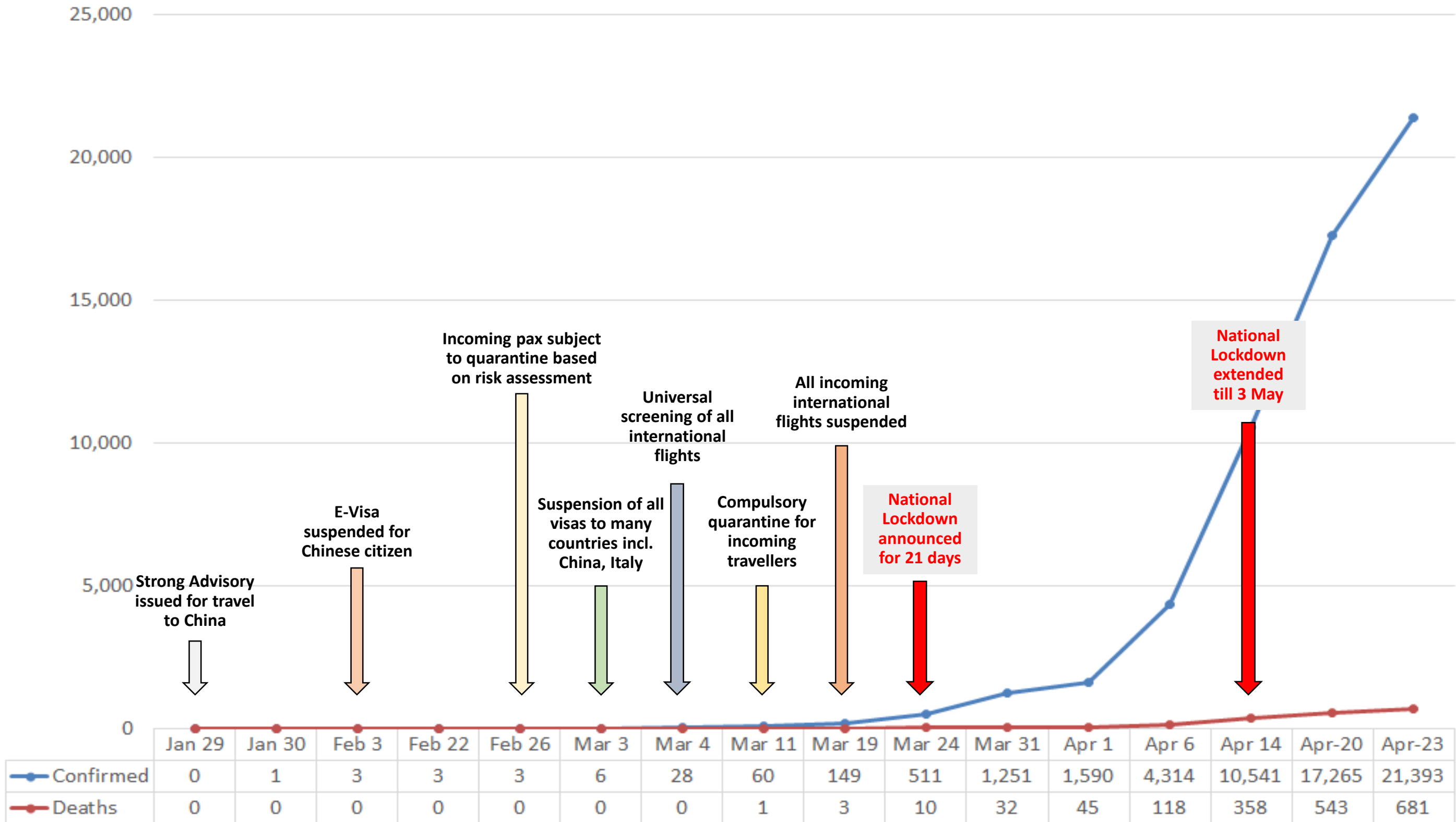
India: Over 21,000 confirmed cases
GCC: Over 28,000 confirmed cases



Confirmed Cases

Deaths

COVID-19 Trend in India



COVID-19 peak in May

India and GCC Market Outlook








Economy Re-start
Q3 2020

Travel Kick-start
Q4 2020



- Expect sharp recovery in emerging economies riding on large domestic consumption
- Resilient sectors that outperformed in Q1 2020 – Insurance, Construction, Pharmaceutical and IT
- Travel trade is preparing for phased revival in travel > domestic > short-hauls
- Indian aviation will resume as early as July 2020 staring at fewer bookings & staggered demand

India and GCC Market Situation

Markets	Outbound Travel	Inbound Travel	Social
India	Travel Advisory	 Entry ban for visitors	<ul style="list-style-type: none"> 21-day lockdown extended till 3 May All domestic & international flights suspended till 3 May
UAE	 Travel Ban	 Entry ban for all visitors incl. Resident Permit holders	<ul style="list-style-type: none"> 24-hour curfew till further notice
Saudi Arabia	 Travel Ban	 Entry ban for all visitors	<ul style="list-style-type: none"> 24-hour curfew in most part of the country till further notice
Qatar	 Travel Ban	 Entry ban for all visitors	<ul style="list-style-type: none"> All public facilities closed. Restriction on all activities besides essential services

Recovery Timeline

RESILIENCE

#MissYouToo

PR Activation

**100 Reasons of
Missing HK**

RECOVERY

**Inspire fans of HK through
Call-to-Action programs**

KOL Video Campaign

Content Partnership

RELAUNCH

World's Greatest Party

Media Co-ops

PR & Engagement Events

Trade Engagement & Promotions

#MissYouToo

- Trigger reminiscences of HK to re-connect with our visitors

100 REASONS OF MISSING HONG KONG



The reason I miss Hong Kong is the amazing street art I find at almost every corner of the city.

Looking forward to go back there for my next holiday!

*#DiscoverHongKong
#IMissHongKong
#HKMissYouToo*

Liked by noelleism and 2,594 others

MARCH 29, 2019

Add a comment...

Reaching Out to Muslim in SEA & GCC

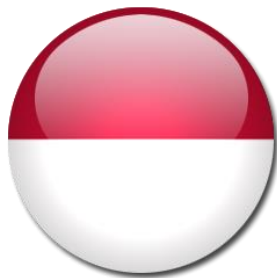
Muslim Market Snapshot

- Rapid growth in Muslim travel
 - 158M visitors & US\$220B by 2020
 - US\$18B by UAE (highest spenders in the world)

SEA & GCC Market Size (168M Urban Muslims)



12M



120M



7.4M



28M



1M

- Driven by Millennial Muslim and growing middle class



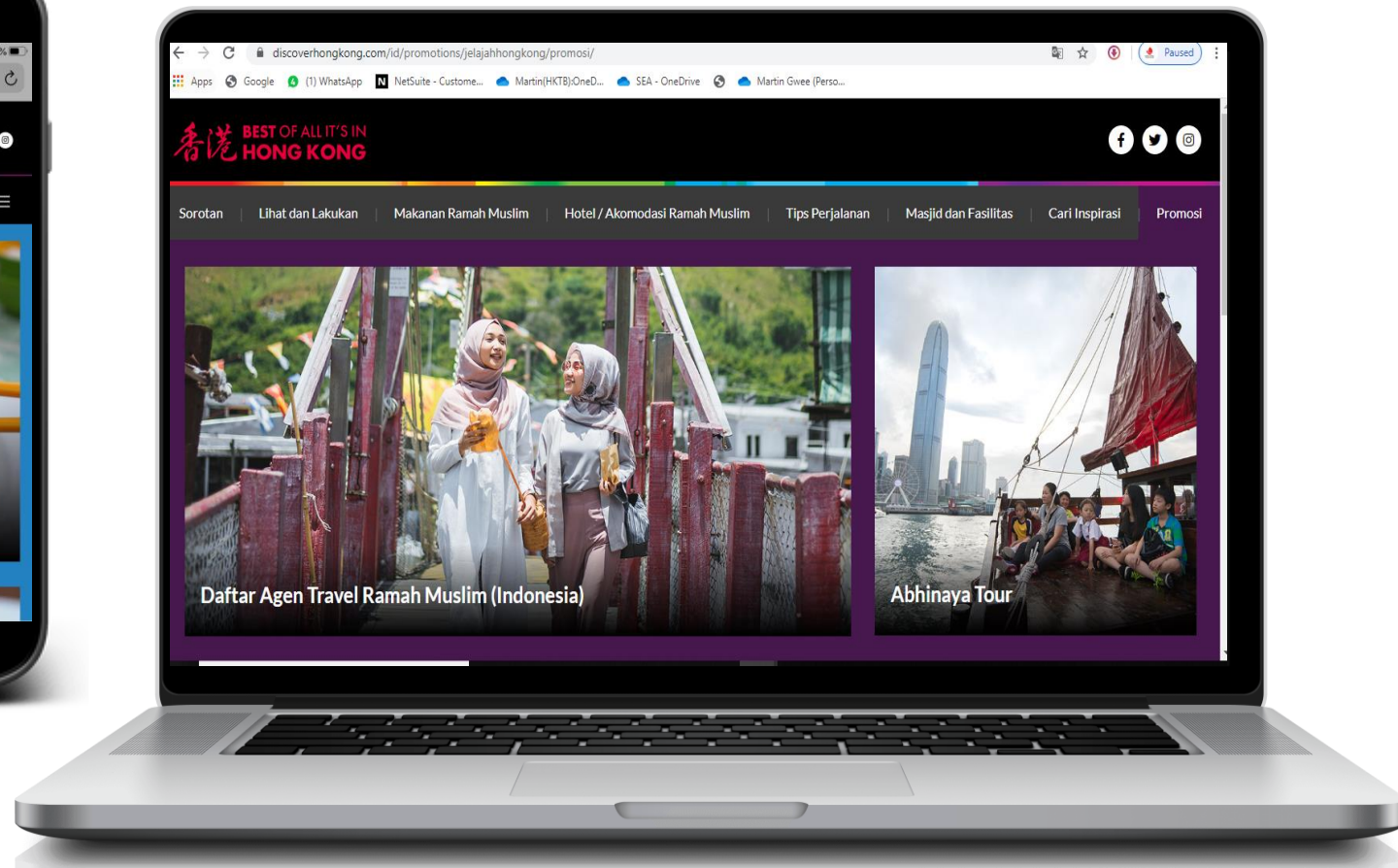
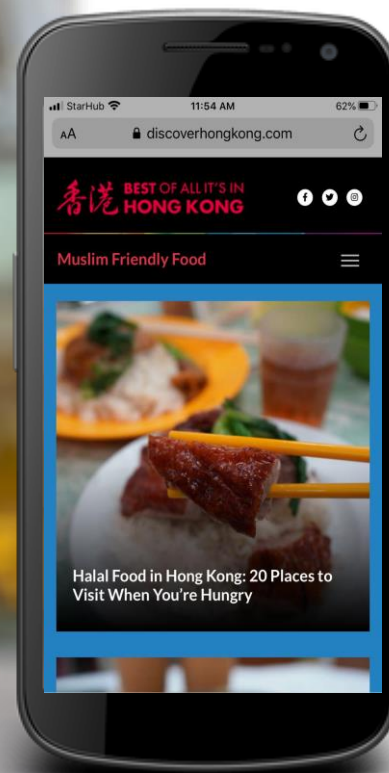
Muslim Development Milestones

- Organised series of **Muslim Travel Seminars** for HK trade partners
- Co-op with Hong Kong stakeholders on **Muslim specific campaigns**
- **Expanded network** of in-market Muslim travel partners



Launch of Muslim Microsite

- **Expand digital touchpoint** for Muslim consumers
- House essential Muslim information and travel tips
- Platform to promote all Hong Kong Muslim-friendly offerings
- Launched in English & Indonesian Bahasa, followed by Arabic



Muslim TV Programmes

- Collaboration with local and regional TV channels for **Muslim TV programmes**
- Generated more than HK\$20M publicity value



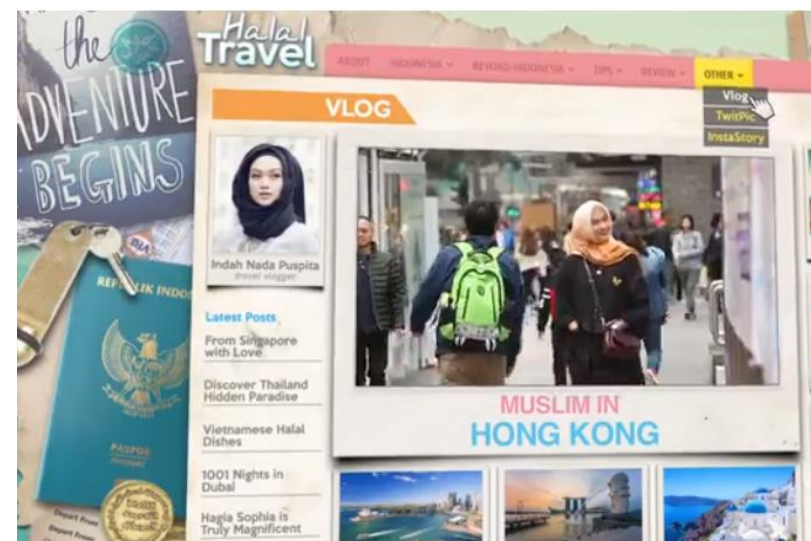
Malaysia's top
Malay TV channel



- 9 episodes x "ExpeRIAnce"
- Hong Kong attractions & local neighbourhoods



Indonesia's top
TV station



- 5 episodes x "Halal Travel"
- Muslim community in HK



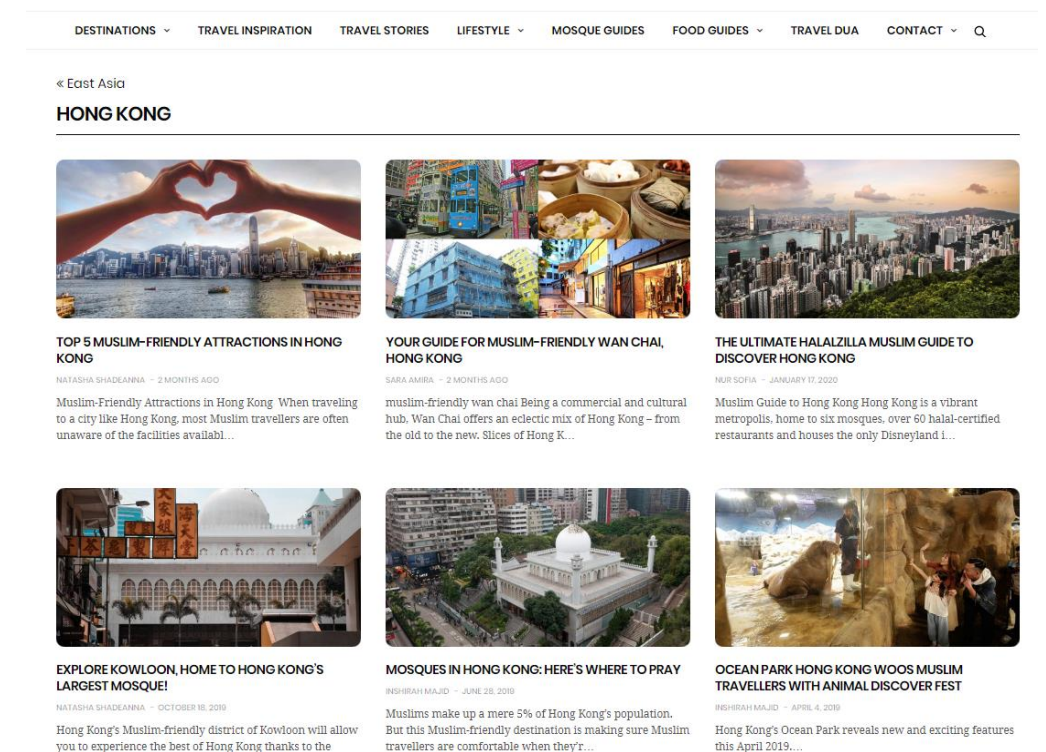
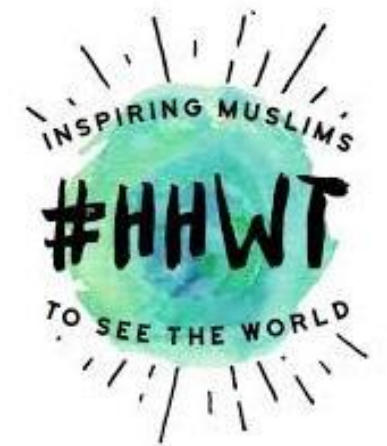
Regional leading
lifestyle channel



- 2 episodes x "Wanderlikes"
- Reality travelogue

Muslim Partners Outreach

- Content collaboration and product development with Muslim OTAs
- High engagement with Muslim travel online community and influencers



Muslim Development Plans 2020



1. Enhance HK's Muslim-Friendly Offerings

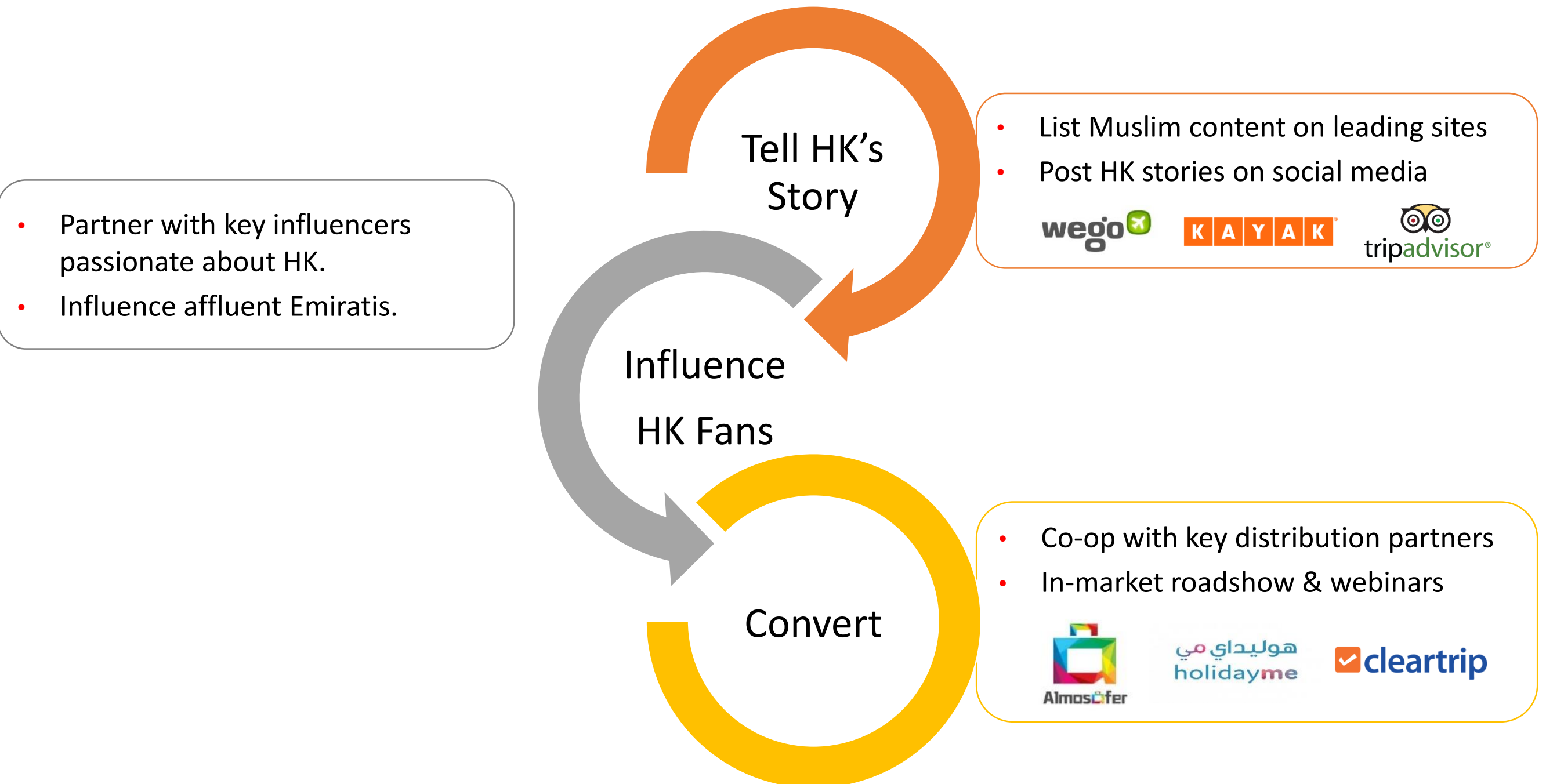
- Certify Muslim-Friendly hotels
- Dedicated Muslim Section in new DHK
- Expand Muslim-Friendly food options

2. Muslim Dedicated Campaigns

- Media & Trade launch
- In-market Muslim Promotions
- Platform for Hong Kong partners to engage Muslim trade and consumers

GCC Market Outreach

- Embark on 3 strategic thrusts
- Integrate inspiring content on key booking platforms





#MissYouToo 

Photo credits: Fatina Feefa, Futurewithoutviolence.org, Halazilla, Hong Kong Disneyland Resort, Ngong 360, Time Out Dubai, TransTV, Traveloka, tvN, Uyania Ashard

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