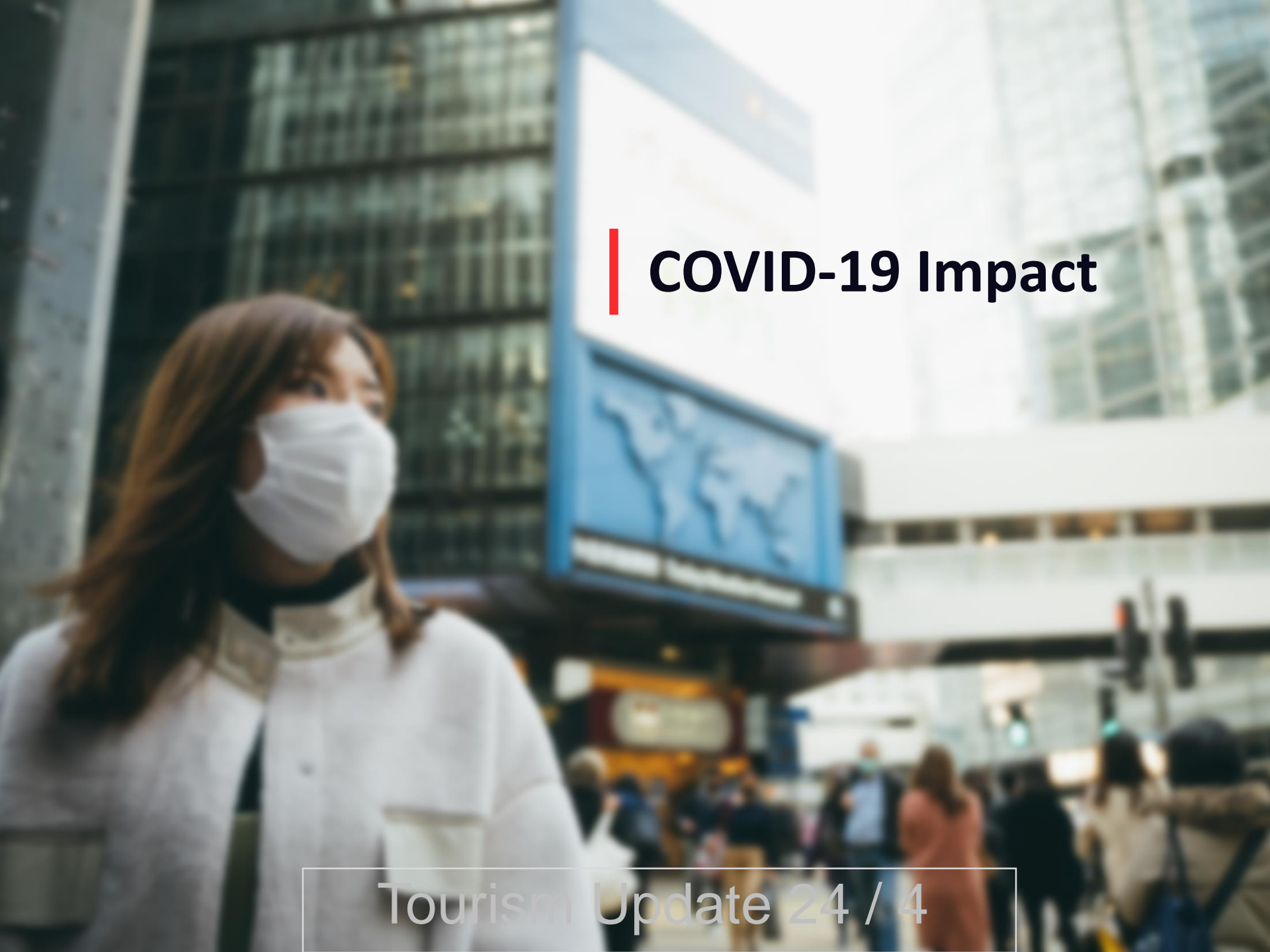


# Taiwan, Korea and Japan



A woman with long brown hair, wearing a white face mask and a white jacket, is walking in a city street. The background shows modern buildings and a busy street scene. A red vertical bar is positioned to the left of the text.

# COVID-19 Impact

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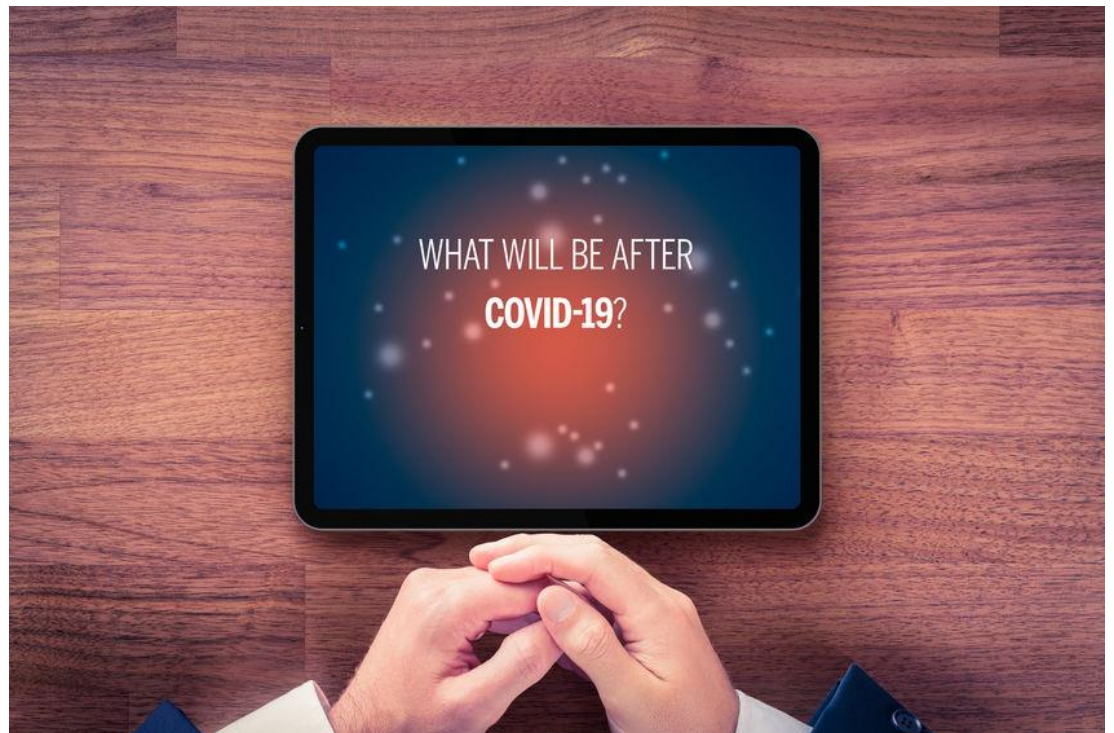
# COVID-19 Impact

## ◆ Travel Bans and Flight Suspension

	Taiwan	Korea	Japan
Travel Advisory	Travel Bans (School & Healthcare)	Avoid Overseas Travel	Avoid Overseas Travel
Government Policy	<ul style="list-style-type: none"><li>- State of emergency declared (Japan)</li><li>- Government domestic support fund (Taiwan, Korea, Japan)</li><li>- Salary subsidy (Taiwan, Korea)</li></ul>		
No. of HK Flights per Week	<del>413</del> 46 (-90%)	<del>214</del> Nil (-100%)	<del>416</del> 11 (-97%)

# Trade Scene

- ◆ Special employment subsidies in Korea
- ◆ 70% unpaid leave in Taiwan
- ◆ 7 cities of Japan shut travel retail stores



# Public Sentiment



**Decrease in  
disposable income**

**Reluctant to  
outbound travel**

**Shortened summer  
break**

# **| Moving Forward to 2H 2020**

# Opportunity

- ◆ Short-haul resumes relatively faster with a gradual recovery in travel
- ◆ Korean has chilled sentiment towards Japan & Vietnam
- ◆ Booming demands for online services
  - Online shopping & online travel fairs
- ◆ Other potential marketing channels
  - TV home-shopping and entertainment programme (Korea)
  - Historically credible media outlets

# Challenge

- ◆ Domestic travel will recover first as more secure
- ◆ Keen competitions from NTOs, LCCs and OTAs





# Traveller Profile & Preference

- ◆ Preferred target segments
  - Young/ Mid-career
- ◆ New travel preference: short trips & outdoors
  - Tend to avoid long flying hours
  - Outdoor, open-air attractions
  - Avoid crowd of density



# Recovery Highlight

# Recovery Strategy

## RESILIENCE

Overseas Engagement

Start building come-back momentum with UGC content

**#MissYouToo**

## RECOVERY

Call-to-Action Programmes

Promotions to drive quick travels

**Media Co-op  
SNS Campaign  
Trade Co-ops  
Roadshows**

## RELAUNCH

Re-Establish HK Brand

Re-build HK image & step up destination promotion

**More active co-ops with trade, media, & consumer branding**

# Key Market Initiative – Korea



## TV Programme Filming

- Popular entertainment programme “Town & Culture” + Celebrities
- Influencers to share “How is Hong Kong Now” on Morning Talk Show

**Mega tactical co-ops with 4 airlines and 5 travel agents to push group & FIT travels**



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# Key Market Initiative – Japan



## National Programmes

- TV Programme Filming (tentative):  
“Gaiya no Yoake” programme
- Newspaper Advertorial Campaign  
Reach out to mass public via print & digital media with JTB, HIS, & Hankyu

Introduce “Worry Free (安心) travel products” in tactical co-ops with 2 OTAs & 5 wholesalers



朝日新聞  
日本経済新聞

HIS

JTB

Knt

心に届く旅  
阪急交通社  
Direct to your heart

WBF  
White Bear Family

日本旅行  
JAPAN TRAVEL AGENCY

エアトリ

# Key Market Initiative – Taiwan

KOLs posts to amplify reach, storytelling, & add a call-to-action



**Media Co-op & Digital Campaign**  
to share places, attractions & hotels most missed by KOLs & consumers

**“Super Deals” Online Flash Sale**  
with LINE, 6 airlines & 5 wholesalers to create travel urgency





**See You Again Soon!  
Thank You**

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