

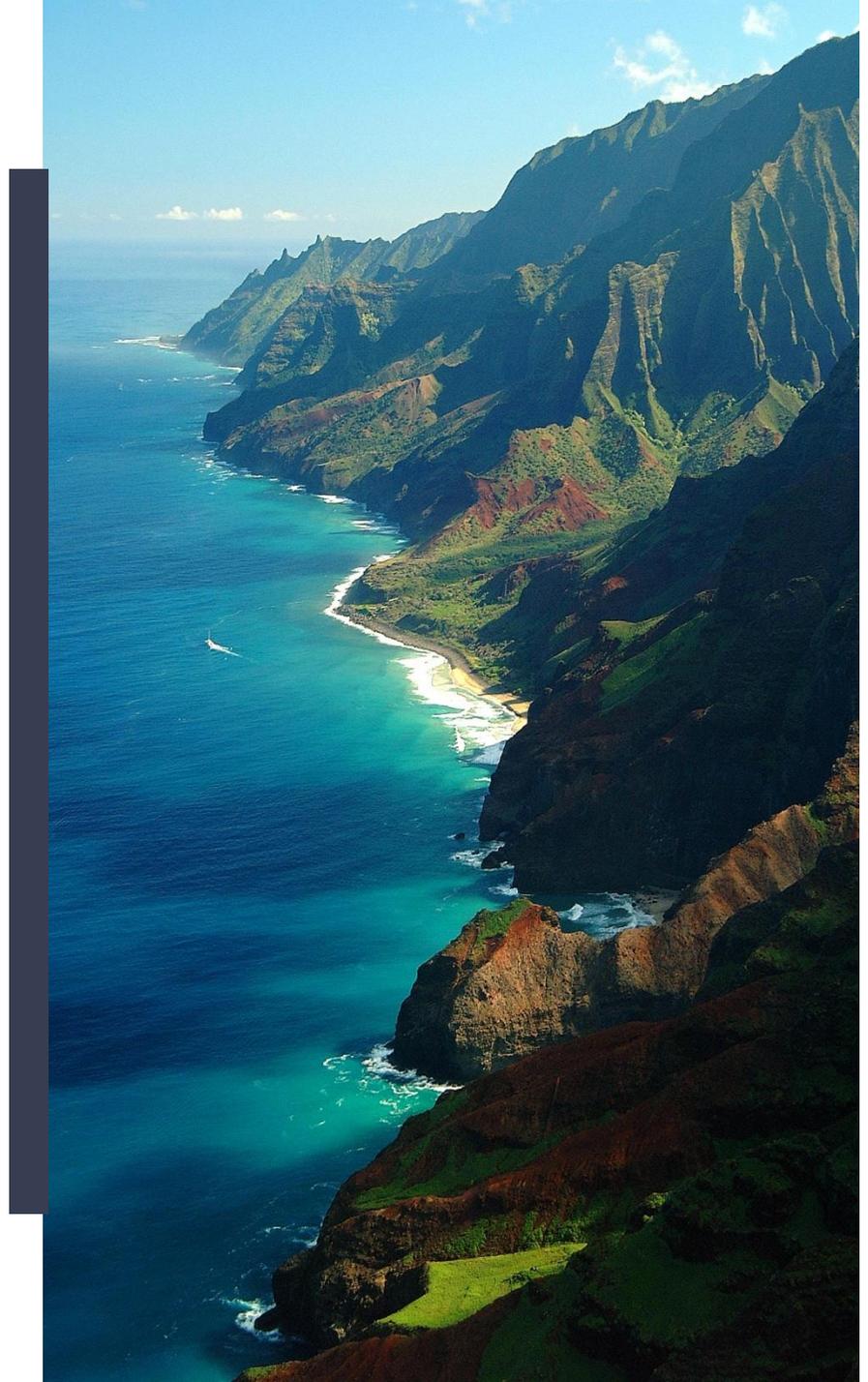


01 | China's tourism market conditions in 2020-2021

During the National Day Golden Week of 2020, China received 637 million domestic tourists, with a year-on-year recovery of 79% according to comparable standards.

All high-risk areas in China is cleared

We believed that domestic tourism will steadily bounce back to the pre epidemic level





**The trend of China's
tourism
development after
the epidemic**

Tik Tok / Weibo

Short video has huge influence
of tourism

Growth direction of the tourism
industry has reformed

Post epidemic health travel will
become keywords of Chinese
travelers

Market analysis of China's outbound tourism environment in the future

the Covid-19 condition prevention and control situation shows a significant imbalance

We estimate that the recovery of outbound tourism market could also be regarded as the eruption of it.



Analysis of Outbound Tourists

01

Demographic characteristics of outbound tourists has fluctuated slightly

Tourists is obviously younger.

Customers' Income level must be increased.

Customers' education level must be advanced.

02

Characteristics of Outbound Tourists during Post-Covid-19 era

Large growth of family / tailor made tour

High end hotel reservation rate increased

outdoor natural theme tours getting popular

03

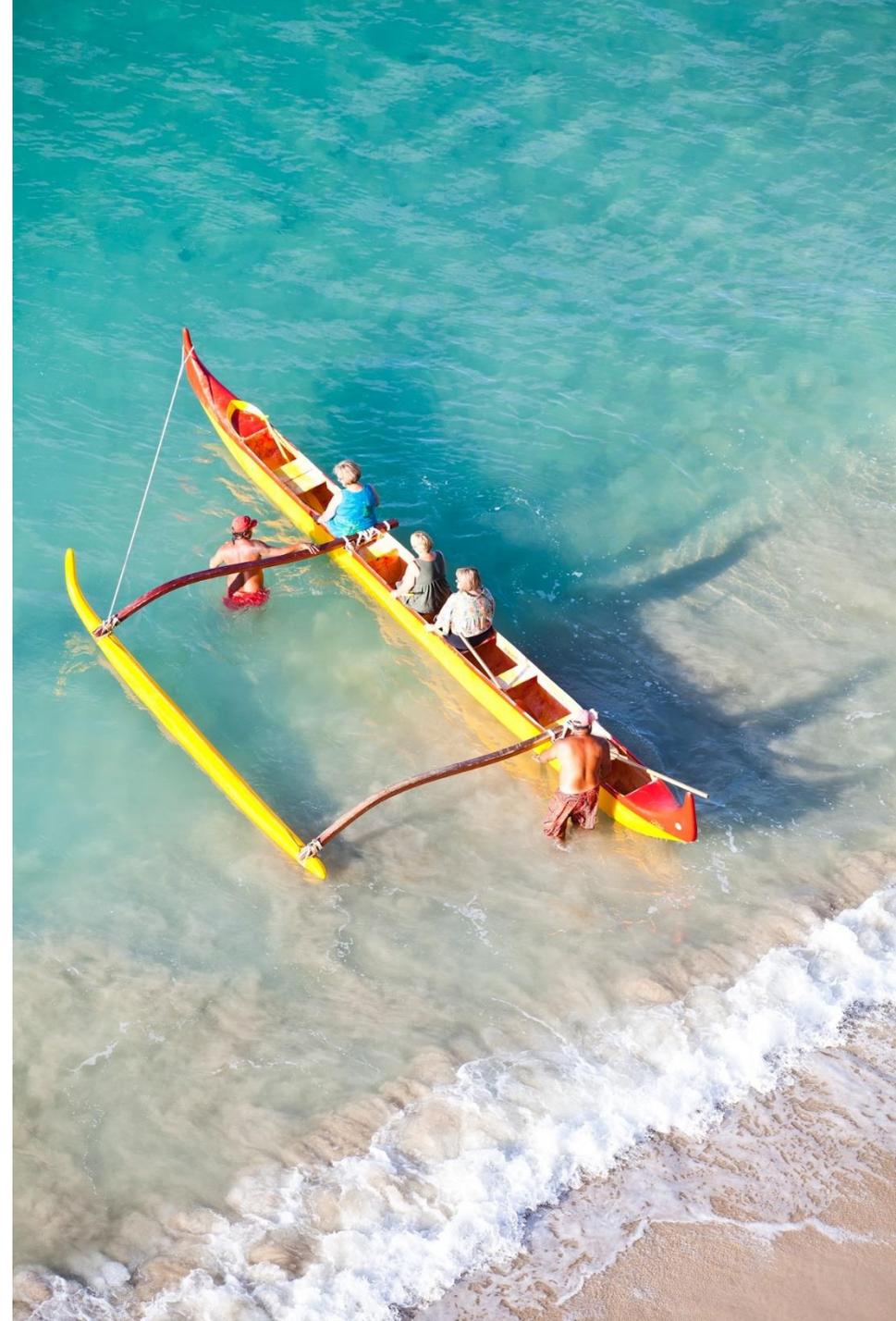
Characteristics of Consumption Structure of Outbound Tourists:

Increase the proportion of insurance purchase and insurance limit

Dining and hotel expenses will replace the shopping part

These reasons lead to relatively few Chinese guests choose Hawaii

- Hard to get a visa
- All direct flights are grounded
- Compared with the same type of islands, the price of Hawaii is higher
- There is no precise market positioning



How does Hawaii change to cater to Chinese tourists after the epidemic

SERVICE DETAILS



To improve the cost performance of Hawaii
eg. half board hotel



Airlines launched the policy of joint ticket for
main island ticket and outer island ticket to
improve the travel rate of Chinese tourists to
outer islands



Hawaii is less affected by the epidemic of United
States. Hawaii will become the gate of outbound
travel between China and the United States



Candice Wang 汪秋梓

wangqiuzi@caissa.com.cn

Wechat ID :13522737558

THANK YOU