



# WHERE IS THE CHINA WAVE?

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What do Chinese think of Hawaii?

China market is such small share right now, how much should we invest?

Where is the China wave?  
Did we miss it?

I hear big stories of China outbound travel, but Hawaii's Chinese arrival is dropping? What am I missing?

EXPECTATION OF CHINA



HAWAII'S REALITY

Chn outbound: 2018 1<sup>st</sup>  
half: 71M trips, 15% up;

Chn visitors to Thailand:  
10M pax, 1/3 of total  
arrival

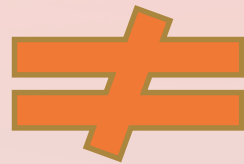
Chn visitors to Australia  
2017: 1.3M pax, spending  
USD\$7.5B (\$10.4B AU\$)

Chn tourism export: 2016  
\$261B, 21% of world  
market

Chn visitors to Hawaii:  
136K pax, USD370M

Chn visitors to New  
Zealand 2017: 407K pax,  
spending USD1.03B (\$1.5B  
NZ\$)

CHINA WAVE IS REAL



HAWAII'S REALITY

# SO WHAT IS HAWAII MISSING?

	Fly time	Visa	Cultural familiarity	Trip cost	Tourism Promotion Expenditure
Australia	10 hours	100%	*****	****	USD 15.8 million (22m AU\$)
New Zealand	11 hours	100%	***	****	USD 8.3 million (12m NZ\$)
Hawaii	10 hours	90%	*****	****	USD 2 million

# QUESTIONS WE NEED TO ASK OURSELVES

- Are we serious about China market and its associated market (Emerging Asia)?
- What are the next steps?



乱而取之。 - 《孙子兵法》

In The Midst Of Chaos, There Is Also Opportunity.

- SUN-TZU