

Snap Talks

What You Ought to Know About Marketing to the Chinese Traveller



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Brand Story™

Every Brand Tells A Story

品牌物語

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Every Brand tells A Story

Brand Story™



EVOLUTION OF CHINA MARKET

- 1 DIGITIZATION OF CHINA**
- 2 GEOGRAPHICAL EXPANSION**
- 3 CHANGING HABITS**

CHINA MARKET



EVOLUTION OF CHINA MARKET



Social Media



Digital Payments



Rise of Tier 2 Markets



Mega Shift - FIT



Luxury Travel Boom



Family Travel Boom

HAWAI'I 6 ISLAND ADVENTURES

SOCIAL STORIES 



Video Link: <https://youtu.be/dz1MDqME8PA>

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CHINA TARGET SEGMENTS



Luxury Escapees

- 46% rank island holiday as first choice
- Chinese travel spend grow to 115.3 billion



YOLOs

- You Only Live Once
- 190 million adventure seeking Chinese travelers
- USD 30 billion, up 30%



Multi-Generation Families

- 30% of Chinese outbound tourists or 39 million people travel with their families

MULTI-CHANNEL MARKETING

