

Darragh Walshe and Giselle Radulovic

**2018 MARCH OCEANIA  
SPRING MARKETING UPDATE**

# TEAM HTO

## HTO Australia Team (Sydney)



**Giselle**  
**Country**  
**Manager**



**Charis**  
**Sr. Marketing**  
**Manager**



**Alicia**  
**Trade**  
**Executive**

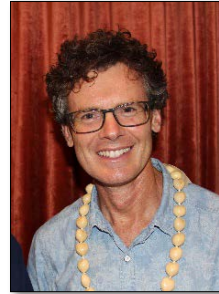


**Kris**  
**MICE**  
**Manager**



**Kristen**  
**PR**  
**Executive**

## New Zealand Team (Auckland)



**Darragh**  
**Country**  
**Manager**



**Megan**  
**MICE**  
**Manager**



**Rhiannon**  
**Social**  
**Marketing**

## HTA



**Chris**  
**Brand**  
**Manager**

# MARKET CONDITIONS

# AUSTRALIA

- Visitors: 324,079
- Days: 3,135,749
- Length of stay: 9.68 days

# NEW ZEALAND

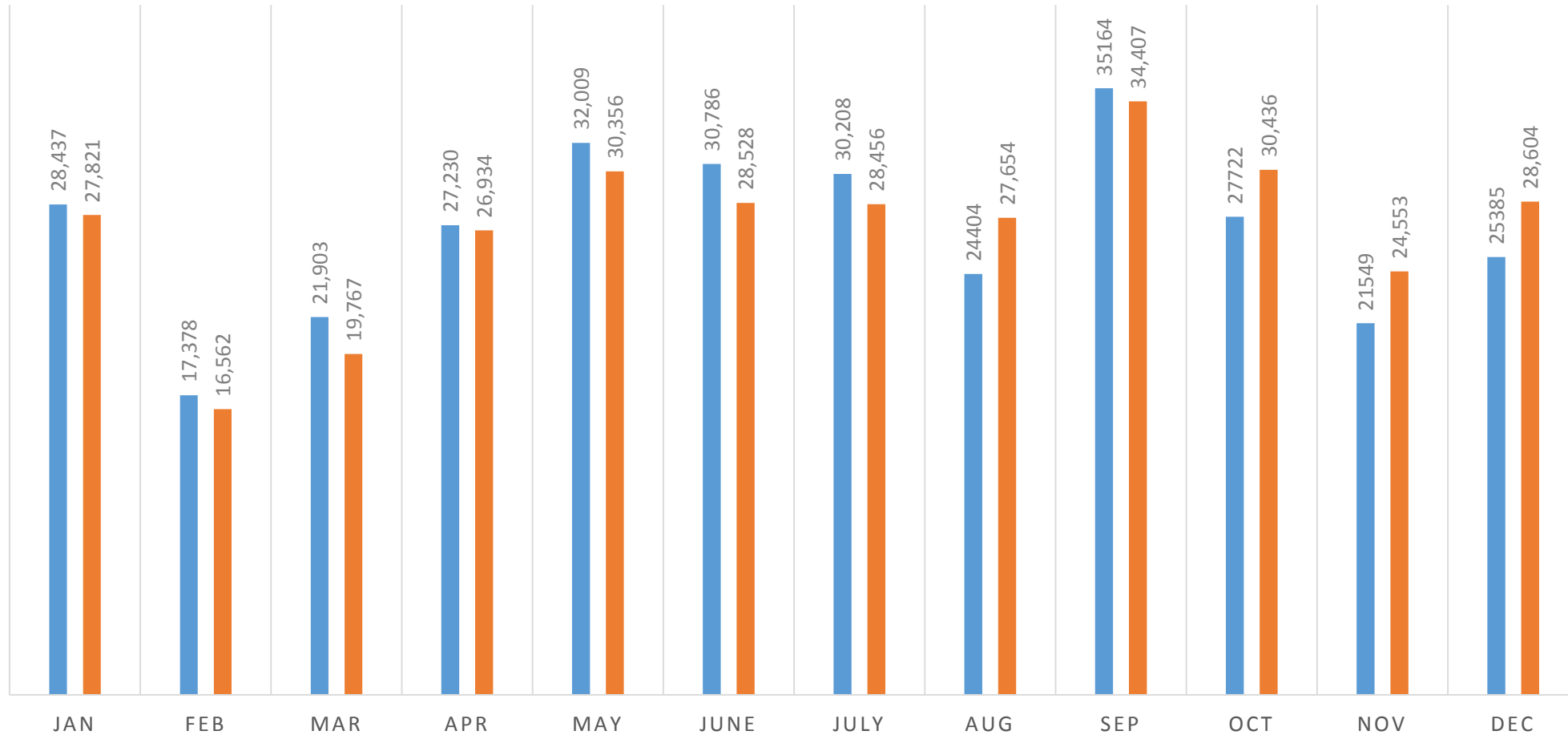
- Visitors: 68,481
- Days: 650,913
- Length of stay: 9.51 days

## AU / NZ

- Expenditure: \$1,033 million
- Per person per day: \$272.80

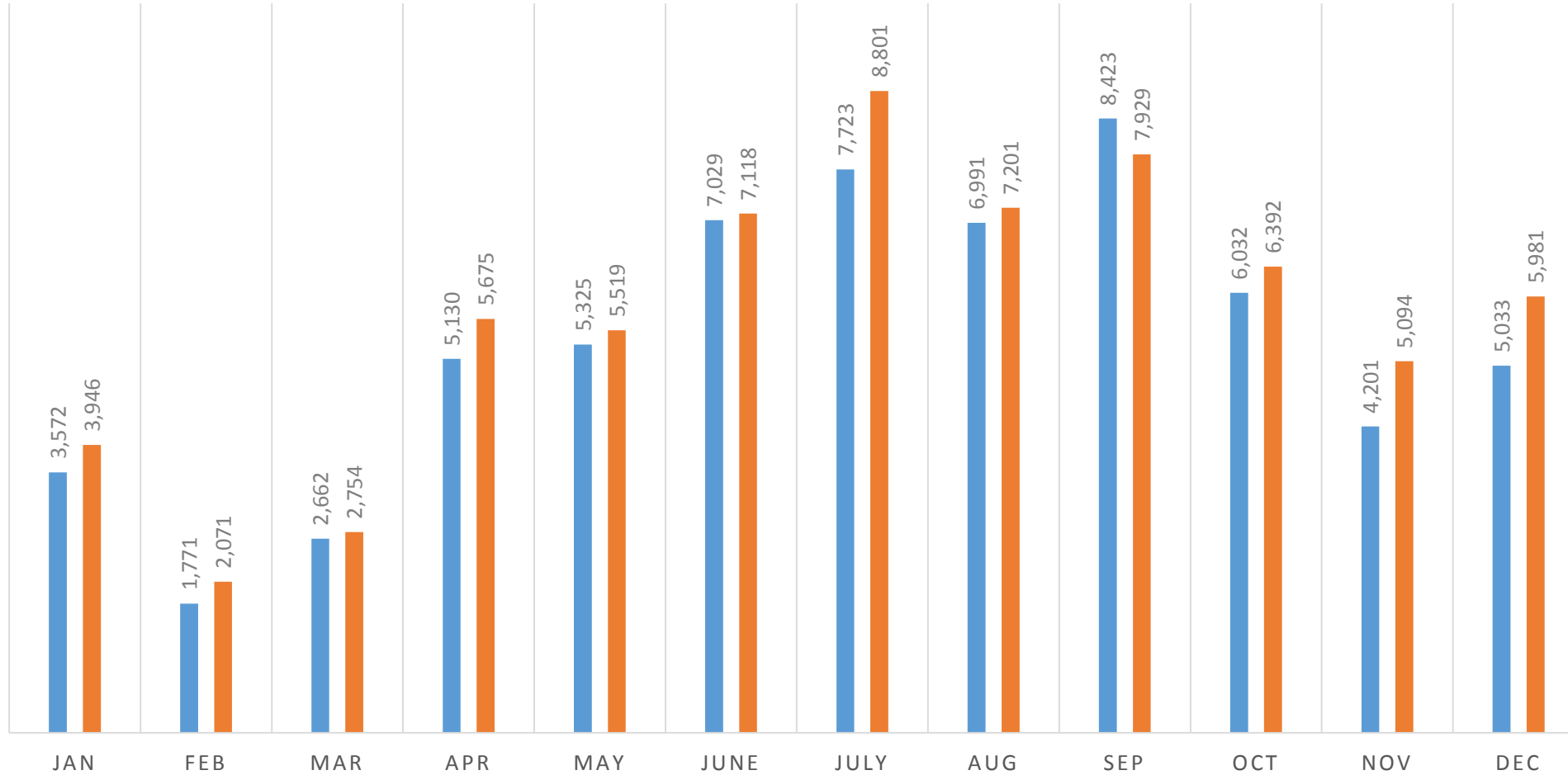
# AUSSIES VISITING HAWAI'I (PRELIMINARY)

■ 2016 ■ 2017

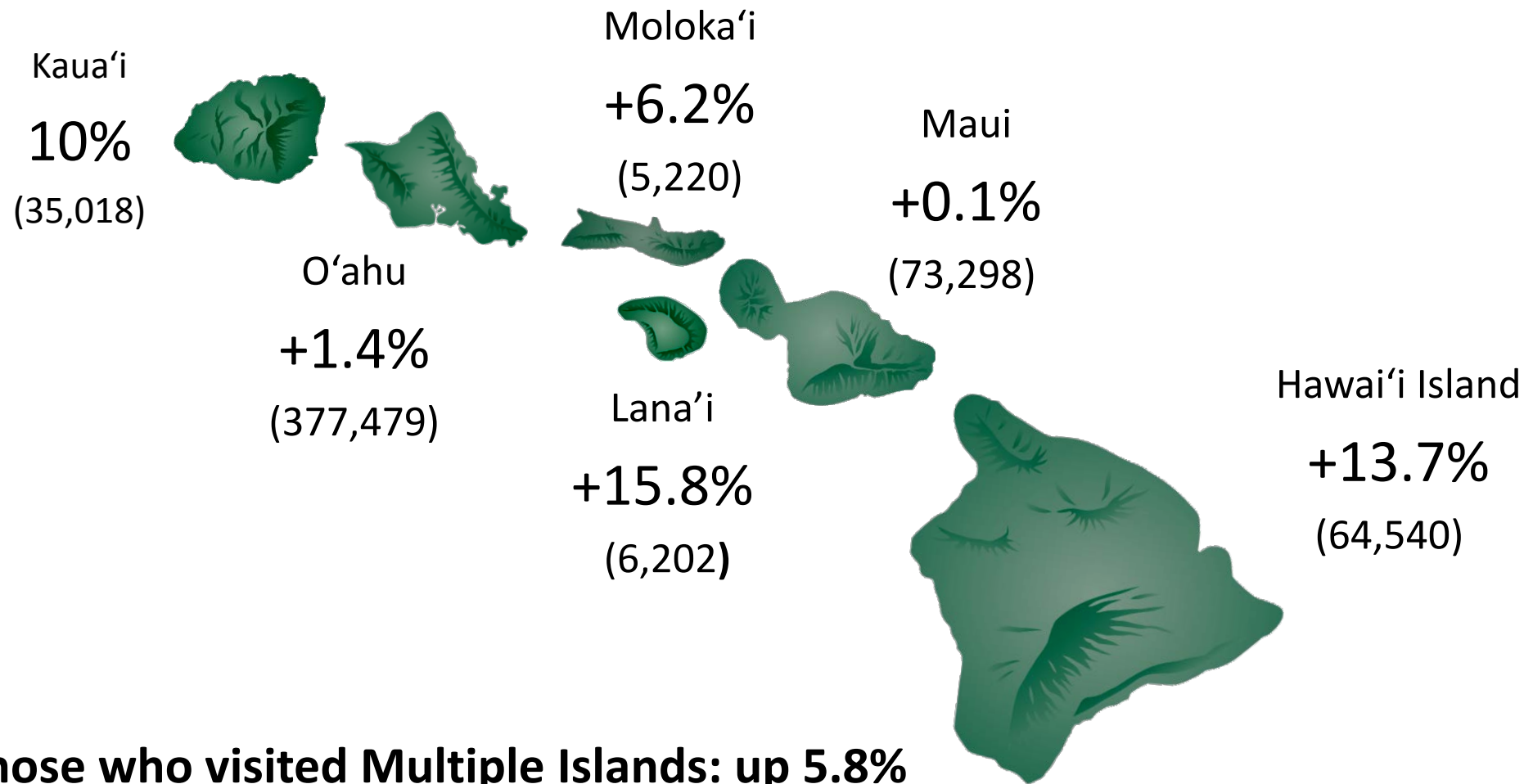


# KIWIS VISITING HAWAI'I (PRELIMINARY)

■ 2016 ■ 2017



# Oceania Neighbor Island Visitation: **↑ 3%**



# AIRLIFT





	2017	2018 (est)	2017 v 2018 change
Auckland	104,932	156,632	+ 49.3%
Sydney	273,688	271,232	- 0.9%
Melbourne	60,300	58,625	- 2.8%
Brisbane	44,202	44,202	0.0%

**Overall Oceania Airlift 2018 Forecast: + 9.8%**

# OPPORTUNITIES



# STRATEGIES

- Drive Neighbor Island visitation
- Visitation in shoulder periods
- Integrated campaigns
- Increasing consumer direct
- Targeting markets that are less price sensitive:
  - Gen Y/Millennial Market
  - Short breaks
  - Couples
- Cooperative campaigns – increase near-term arrivals



A promotional flyer for helloworld featuring a couple on a beach and a mountain landscape. The text includes: "ALOHA HAWAI'I 4 nights' accommodation at Outrigger Waikiki Beach Resort Includes return economy airfares to Honolulu flying Hawaiian Airlines- Prices start from \$1,685\* per person, twin share Save up to \$745 per couple Offer ends 30 May 2017 unless sold out prior. Availability is limited. CALL 13 14 15 Visit your local helloworld store or visit helloworld.com.au/agents \*Conditions apply." Logos for Hawaiian Islands and Hawaiian Airlines are also present.

# MCI

- **In-market tradeshows & events**
  - AIME, Get Global, PAICE
  - DMS Connect & Executive PA Summit
- **In-destination Events & Fams**
  - Experience Aloha Business Exchange
  - Famil support of PCO's & corporates
- **Lead generation and support**
  - Client liaison
  - Itinerary advice & Neighbor Island push



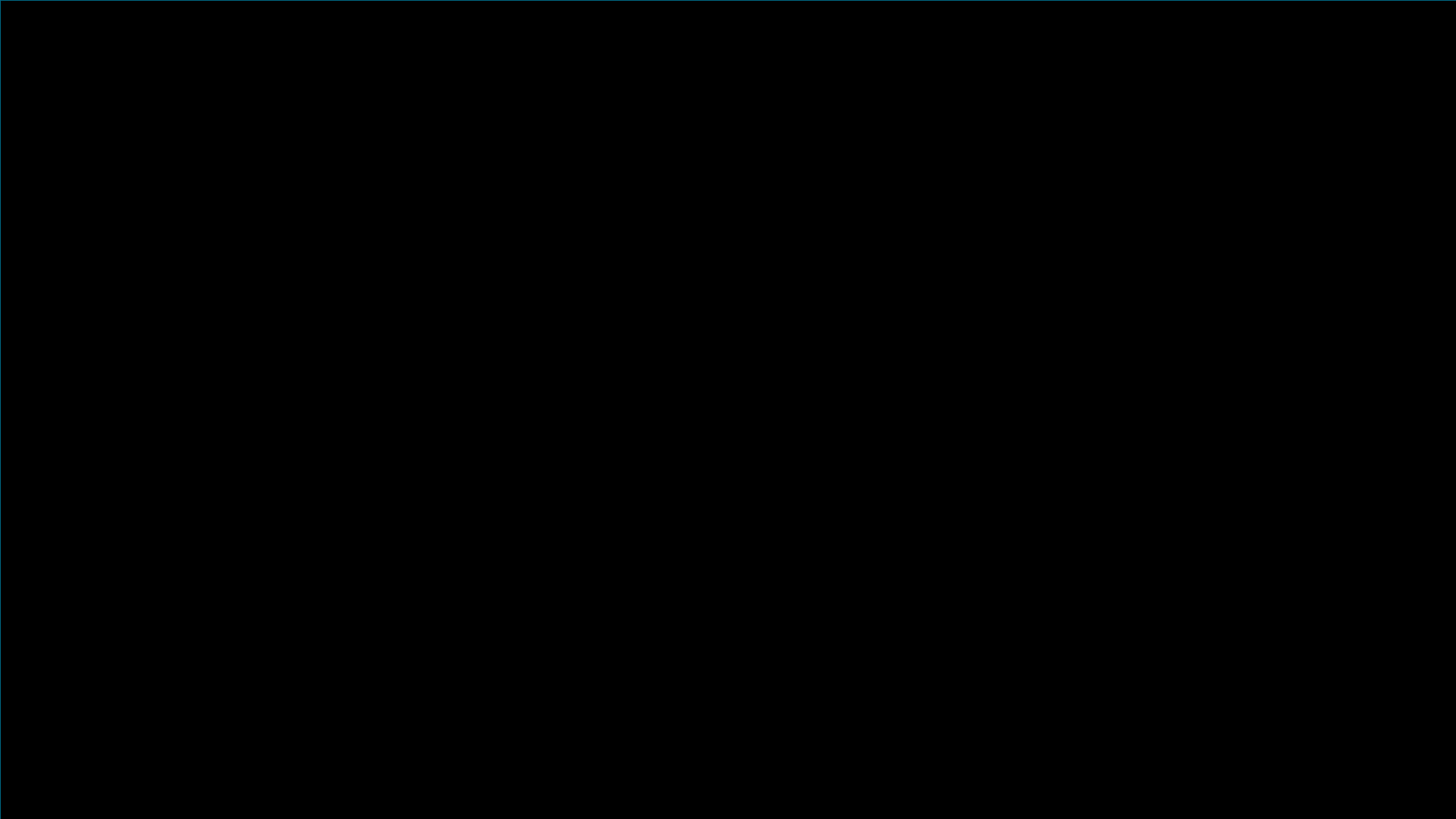
# PARTNER WITH US

- Attend our events
- Aloha Down Under
- Global Tourism Summit
- Brand/advertising partnerships
- PR activities
- Famils
- Cooperative campaigns
- Destination training
- E-newsletters
- Blog/Social Media



Darragh Walshe and Giselle Radulovic

**MAHALO!**



Darragh Walshe and Giselle Radulovic

**MAHALO!**