

LEWIS

**GREATER CHINA
CREDENTIALS**



LEWIS

UNDERSTANDING APAC TRAVELLERS



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Spanning nearly 50 countries, Asia Pacific is a dynamic and fast-growing travel market. The total contribution of Travel & Tourism to the region's GDP reached USD2,686.2bn in 2017, and is forecast to rise by 5% YoY until 2028.

“One-size-fits-all” does not apply here. While next gen Chinese travellers are exploring off-the-beaten track destinations for holidays, many Japanese travellers prefer staycations.

LEWIS has helped our clients understand these differences across APAC markets, tackling challenges and tapping into new opportunities to increase their influence amongst media, consumers and fellow competitors. Here is some of our work in action.

Thank you.

OUR TRAVEL AND TOURISM EXPERIENCE



WHO WE ARE

ONE STORYTELLERS
TEAM CREATORS
ANALYSTS
CONNECTORS
EXECUTORS

CONSECUTIVE
GROWTH

23 YRS

INTERNATIONAL
AWARDS

50+

WHOLLY-OWNED
GLOBAL
OFFICES

29

GLOBAL TEAM
MEMBERS

550+

OUR SERVICES

Strategic

ANALYTICS & INSIGHT

AUDIENCE DEFINITION

BRAND

BUSINESS TRANSFORMATION

CREATIVE

MESSAGING & POSITIONING

GLOBAL COMMS STRATEGY

INTERNATIONAL HUB

Sales & marketing

ADVERTISING

AFFILIATE MARKETING

CONTENT MARKETING

EVENTS

DIRECT MAIL CAMPAIGNS

DESIGN & COPYWRITING

MARKETING AUTOMATION

SALES ENABLEMENT

Digital

AI / AR / VR

DESIGN / UX

E-COMMERCE

MOBILE

SEO & SEM

SOCIAL, PAID & INFLUENCER

VIDEO & PHOTOGRAPHY

WEB & APP DEVELOPMENT

PR

ANALYST RELATIONS

CONTENT

CORPORATE COMMS

EXECUTIVE PROFILING

INFLUENCER RELATIONS

ISSUES & CRISIS MANAGEMENT

MEDIA RELATIONS

SPEAKING ENGAGEMENTS

GLOBAL REACH

US

- Boston
- New York
- San Diego
- San Francisco
- Washington DC

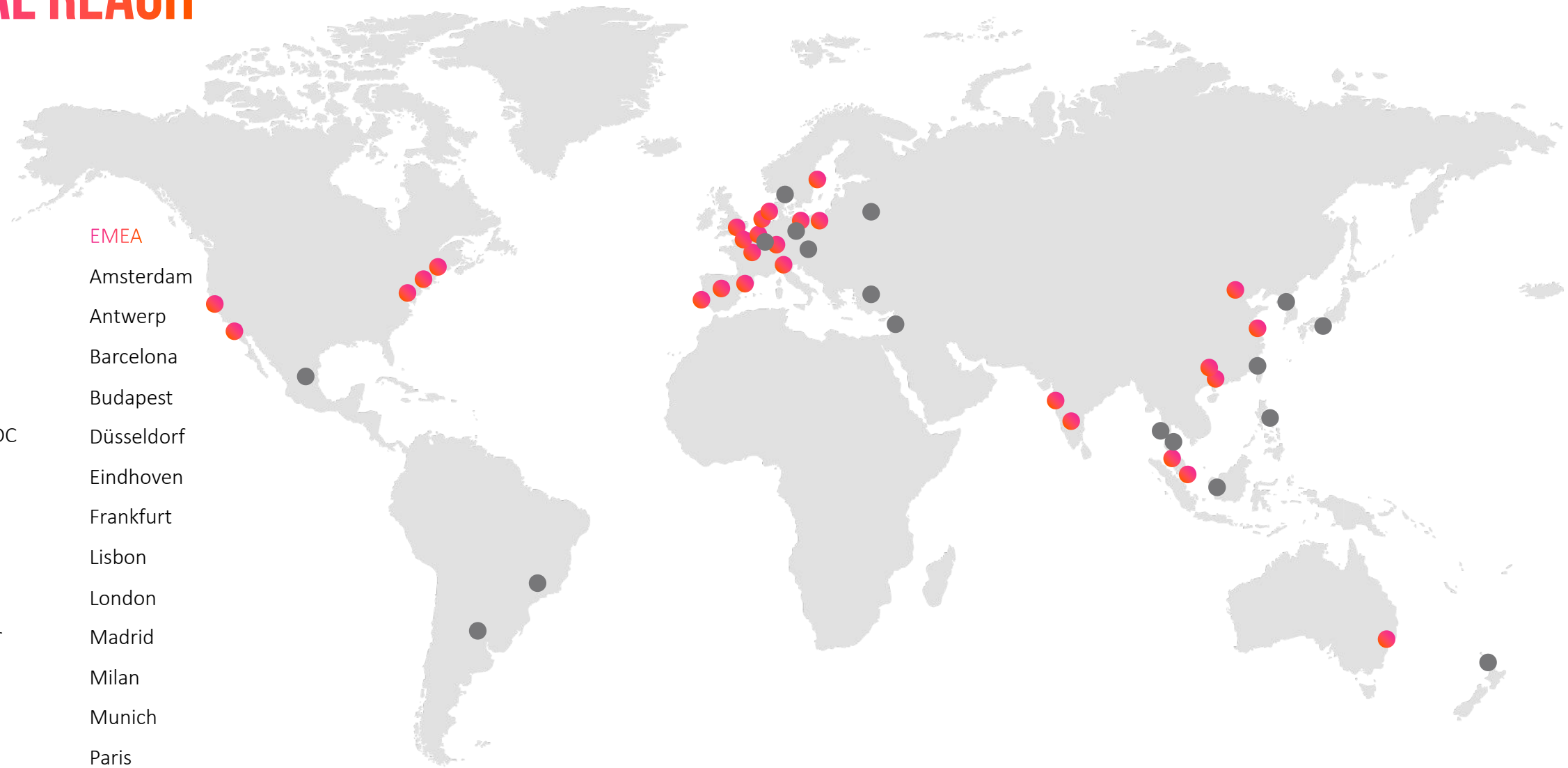
APAC

- Beijing
- Guangzhou
- Hong Kong
- Kuala Lumpur
- Shanghai
- Shenzhen
- Singapore
- Sydney

EMEA

- Amsterdam
- Antwerp
- Barcelona
- Budapest
- Düsseldorf
- Eindhoven
- Frankfurt
- Lisbon
- London
- Madrid
- Milan
- Munich
- Paris
- Stockholm
- Warsaw

- LEWIS
- LEWIS PARTNERS



LEWIS IN APAC

A panoramic nighttime view of a city skyline, likely representing APAC, with lights reflecting on water. The text is overlaid on this image.

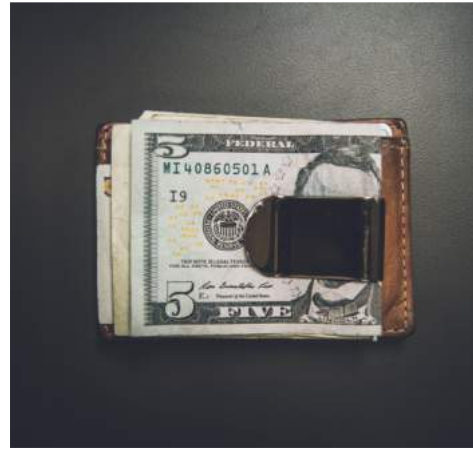
BEIJING HONG KONG KUALA LUMPUR SHANGHAI SINGAPORE SYDNEY
AND GROWING...

APAC 2020

Will see LEWIS invest US\$6.5m up to the end of 2020 to double its Asian network with new offices in Bangkok, Chengdu, Guangzhou, Haikou, Ho Chi Minh City, Jakarta, Melbourne and Shenzhen. This includes the creation of three new digital hubs in Shanghai, Singapore and Sydney and new roles in search, analytics, paid media and content creation.

- Working with the world's leading brands **in APAC since 2001**
- Dynamic team of **80** communications and digital professionals
- Coverage across **14** key markets with LEWIS+ partners
- More than **60 per cent** of our campaigns are multimarket
- A leader in **Automotive, Technology** and **Travel**
- **Seamless coordination** across the region

UNDERSTANDING THE APAC TRAVELLER



Prolific Travellers

The number of outbound travellers in Asia Pacific markets is expected to grow by an annual growth rate of 7.9% between 2014-2020.

By 2020, China will be the largest outbound market, followed by South Korea and Japan.

Desire for Social Currency

Avid users of social media, Asian travelers are often thinking about their next post. Australians post an average of 7 times while on holiday, and 43% of Hong Kongers say the first thing to do once returning from holiday is share their travel experiences on social. For these travellers, being able to capture picturesque or Instagrammable photos during their trip is essential.

Desire for The Lowest Price

31% of travellers in APAC have cancelled and rebooked a trip because they have seen a cheaper fare. And 20% have slept at an airport in order to save on travel costs.

In Hong Kong, 42% of travelers worry about hidden booking costs while 46% will book a bargain deal as soon as they see it.

Desire to Getaway As A Family

Family plays a key role in the lives of many Asian citizens and with a rapidly aging population many are choosing to travel as an entire family unit to experience holidays together regardless of age. This also enables to cut costs thanks to shared accommodation.

Desire for a New Luxury

APAC travellers often seek out experiences they are unable to have at home – many consider cool and *non-summer* weather a priority.

The Compound Annual Growth Rate (CAGR) in luxury outbound trips for Asia Pacific from 2011 – 2025, projected to sit at 6.3%, higher than Europe (5.3%).

OUR WORK

QATAR AIRWAYS

LOCALISED STORYTELLING & INFLUENCER ENGAGEMENT

LEWIS was been the public relations agency for Qatar Airways in Hong Kong from 2015-2018, building brand awareness and consumer affinity for the award-winning airline through earned media channels.

THE APPROACH

- **Differentiation:** focus on messaging that makes Qatar Airways stand out
- **Localization:** identify authentic local approaches and tailored story angles for media engagement
- **Creativity:** cost effective campaign ideas that focus on driving online conversation and increases online bookings



THE OUTCOME

Together we accomplished:

INCREASE IN SHARE OF VOICE

(SoV) of Qatar Airways amongst key competitors in the market,

with **24% IN FY2015** and

28% IN FY2016, much higher in

both fiscal years than key European and Middle Eastern carriers, and tracking closer to the SoV of local competitors*

Significantly enhanced Qatar Airways' exposure and corporate message pull-through in regional and local media

HONG KONG TOURISM BOARD



TELLING THE STORIES OF ASIA'S WORL CITY IN CHINA

LEWIS works closely with the **Hong Kong Tourism Board** in mainland China, helping to build its profile, familiarity, and relationships amongst media and consumers to attract tourism. The team works to position the city as a preferred destination for “Best of All”.

Together we have accomplished:

- The successful launch of new branding “Best of All, It’s in Hong Kong” across traditional and social media channels
- Effective social content strategy that drove outstanding ticket sales for 2017 summer e-sports and music events in Hong Kong

THE OUTCOME

HONG KONG CONTINUES TO BE THE TOP THREE DOMESTIC TRAVEL DESTINATION FOR CHINESE TRAVELERS.

TOURISM AUSTRALIA



CHINESE PRESIDENT XI VISITS AUSTRALIA

President Xi's visit to Australia for the G20 Leaders' Summit in 2014 presented a rare promotional opportunity for Tourism Australia in China.

The President and his wife, Madame Peng Liyuan, are well-respected figures among Chinese consumers and receive strong coverage in Chinese media everywhere they go.

THE APPROACH



After identifying the visit as a key PR opportunity for client Tourism Australia, LEWIS worked around existing media constraints to create a branded content social media campaign - #Dada's Visit to Australia* (#大大澳洲行#) – to drive awareness of Australia as tourist destination.

THE OUTCOME

100 MILLION SOCIAL VIEWS IN SIX DAYS

30,000 INCREASE IN FAN BASE on TA's Weibo as a result of 41 posts and 11 Tasmania-focused stories.

The exclusive interview with executive chef Ms. Wagner was the most popular post of the entire campaign, generating a combined: **30 MILLION VIEWS, 3,500 RETWEETS, 300 COMMENTS AND 3,000 LIKES.**

VISITS TO AUS.CN INCREASED BY ALMOST 10,000 at the peak of the campaign and page views on this date were almost **five times** higher than usual, reaching around **57,000.**



TOURISM AUSTRALIA

TOURISM AUSTRALIA & CHINA UNIONPAY MOU

Tourism Australia and China UnionPay decided to further strengthen and expand the scope of their cooperation by signing an MoU to provide greater convenience to Chinese outbound tourists visiting Australia.

THE APPROACH

Two press conferences were held in partnership with China UnionPay and Amway to help maximise media buzz and public awareness about the news.

The LEWIS team also supported with:

- Program planning, consulting and implementation
- Activities management, process control, and media invites taking into consideration multiple success factors to maximise media exposure and balance media engagement

THE OUTCOME

ATTENDANCE OF OVER 60 MEDIA

mainstream media spanning TV, print, radio, online platforms and new media (App); media beats included general mass media, tourism, MICE industry vertical media, and financial media.

FIVE TV INTERVIEWS AND FOUR GROUP MEDIA INTERVIEWS

were arranged for key government officials.

275 MEDIA ARTICLES



THANK YOU

Now get in touch:

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LEWIS