

The Big Reset



Welcome to the Better Normal

New to Now to Better

“Be a part of a more caring future”

- ▶ And that future is **STILL** found in Asia
 - Huge market size (400 million millennials each in China and India)
 - Proximity
 - Similarities & familiarities
 - Respect



The Demand Side: Millennials

24-39 years old, newlyweds, young families, office workers

- ▶ Fast spenders for instant gratification
- ▶ Travel a priority
- ▶ New experiences - Culture/party/shopping
- ▶ Shorter trips
- ▶ Extensive budget planning & research
- ▶ Recommendations by friends
- ▶ Small groups/solo travel
- ▶ Always sharing



The Supply Side: Fun

- ▶ The great outdoors
- ▶ Eating out
- ▶ Shopping - focus on user experience
- ▶ Theme parks
- ▶ Sports
- ▶ Health & wellness
- ▶ Responsible/sustainable travel
- ▶ Local experiences
- ▶ Nightlife
- ▶ Selfie/power spots

Fun Lives Matter



The Plan

- ▶ Regain confidence
- ▶ Force move stimulus
- ▶ City marketing
- ▶ The bigger, the better



LISA
(BLACKPINK)

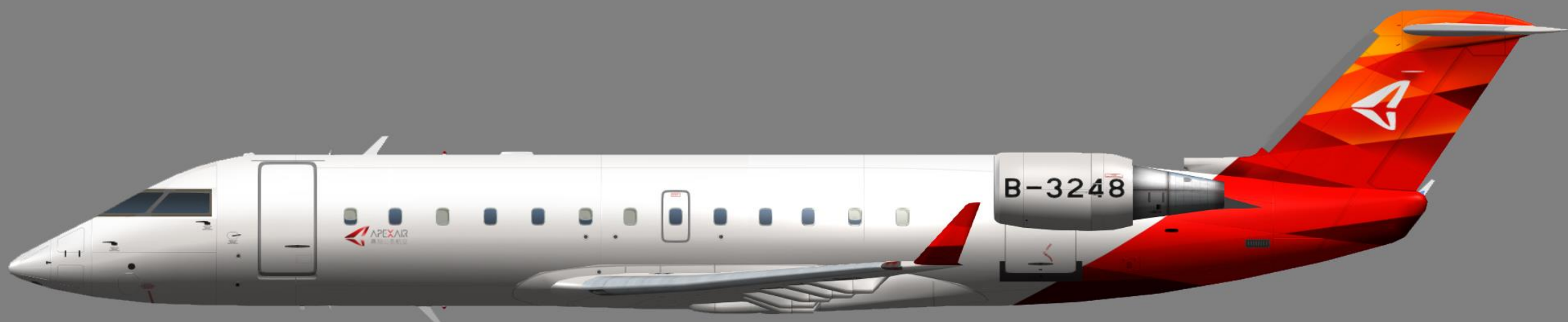


PENGSOO
(Korea)





BOMBARDIER *CRJ200*



Hinako Shibuno
World No. 12, 2019
British Open Champion



Park Se Ri
(Korean Golfer)

