

Tencent 腾讯

**CHINA: LEADING THE GLOBAL
TRAVEL REBOUND**



A woman and a young child are riding a red scooter outdoors. Both are wearing light blue surgical face masks. The woman is in the driver's seat, wearing a dark grey hoodie and blue jeans. The child is seated behind her, wearing a camouflage-patterned jacket. The background shows a blurred green wall and some foliage. The overall image has a dark, semi-transparent overlay.

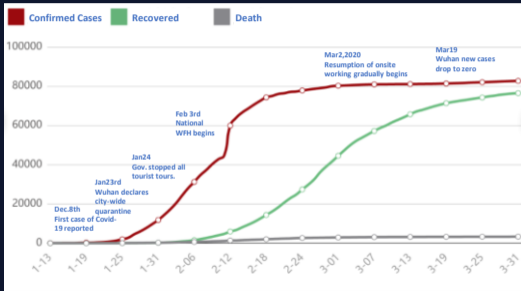
**WUHAN WILL REOPEN ON APR.9TH
AFTER 2 MONTH LOCKDOWN**

**A SIGNIFICANT MILESTONE IN THE BATTLE AGAINST
THE DEADLY OUTBREAK IN CHINA**

TRANSPORTATION, RESTAURANTS, ATTRACTIONS ARE REOPENING IN CHINA,
THE LIFE COMES BACK TO NORMAL GRADUALLY



WHAT WE HAVE GONE THROUGH TO COMBAT COVID-19



Source: National Health Commission of People's Republic of China

168 Billion RMB
Loss in China's tourism income in 2020

>50
International airlines cancelled flights to China

>70%
Drop of total number of travelers in 2020 CNY

Source: China Tourism Academy
Dentsu Aegis Report

DURING THE NATIONAL LOCKDOWN, STAYHOME BRINGS MEDIA AND CONSUMPTION CHANGES

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Health Concerns

145%

Search activity around immunity-enhancing products during the CNY period, versus 2019.1

271%

Increase in search activity for yoga during the Chinese New Year period, versus 2019.

Home Entertainment

120M - 150M

Daily average users for the mobile game *Glory of Kings* during CNY

40.7% - 55.3%

Rise in percentage of OTT viewers watching six or more hours a day, comparing the pre-CNY period and the CNY period.1

Shopping Behavior

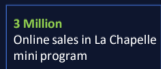
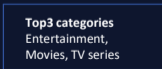
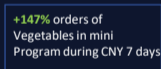
321%

Sales revenue increase for online grocer *Fresh Daily* in the seven days of CNY.1

-57%

Search activity around skin care during the CNY period, versus 2019.1

THESE CHANGES HAVE SIGNIFICANTLY REFLECT IN TENCENT ECOSYSTEM



EVEN NIKE BRINGS E-SPORTS ON LIVE

NIKE LIVE-STREAMING IN MINI PROGRAM

SEEDING

LIVE-STREAMING

REDIRECT TO



OFFICIAL ACCOUNT BANNER

LIVE STREAMING
REGISTER PAGEON FEB 12, MORE THAN
62000 VIEWERS WATCHED

KEY OBSERVATION: BOOMING IN **MINI-PROGRAM**

NEWS



E-COMMERCE



CLOUD GYM



CLOUD TRAVEL, DUE TO HEAVY MOBILE CONSUMPTION, CHINESE TOURISTS CAN “CLOUD TRAVEL” AND ENJOY VIRTUAL EXPERIENCE.

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On Mar 9th, Chengdu Research Base of Giant Panda Breeding live streaming attracts **220 thousand** viewers to watch the show.

Great Britain
British Museum Online tour



Pingduoduo Live streaming collaborated with **6 national museums** in China and the MET and launched a “cloud travel and souvenirs sales promotion”.



TRAVELLERS CAN ALSO PRE-BOOK FUTURE TRIPS THROUGH OTA MINI PROGRAM

Pre-sale is also an active recovery model for the travel industry.

Ctrip launched “V plan” in March, 2020, and released the “schedule your future trips” program, offering discounts on 10,000+ hotels, 100+ airline routes, and tickets for 300+ tourist attractions.

Consumers can enjoy 40%-80% discount to buy these products guarantee for full refund.

On the grand launch day, Ctrip achieved 17K orders, more than **20 Million GMV**.



Ctrip Chairman of Boards- James Liang
Mini-program live-streaming
610K Viewers / 1.6 M Engagement

BRANDS AND TOURISM BOARDS ADAPTING TONES AND CONTENT TO RESPOND WITH LOVE, LEVERAGE SOCIAL INFLUENCE

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WUHAN TOURISM DELIVER GRATITUDE TO OTHER PROVINCES FOR SUPPORT
Achieve more than 100K engagement on WeChat



BRANDS DONATED AND ADAPTED CONTENT COMMUNICATIONS

LEVERAGE TENCENT ECOSYSTEM TO DELIVER CSR

APAPTED CREATIVE AND FORMAT TO HELP BRANDS
TO DELIVER LOVE AND SUPPORT

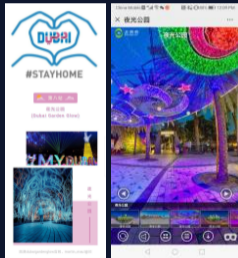


Support
China
Wording

THANKS FOR REGIONAL EFFORTS TO DELIVER YOUR LOVE AND EXPERIENCE TO CHINESE AND THE WORLD

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DUBAI TOURISM 迪拜旅游局
360 EXPERIENCE TO TOUR AROUND DUBAI



BURJ KHALIFA LIGHTS UP
IN SUPPORT FOR WUHAN

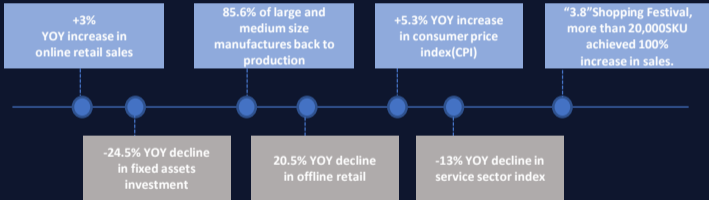


ABU DHABI WELCOME VIDEO



CHINESE ECONOMY MOVES INTO RECOVERY MODE

2020 JAN – MAR ECONOMIC PARAMETERS OVERVIEW

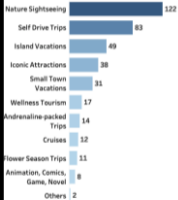


Source: China National Bureau of Statistics
Time period: Mar16th 2020
Publicis Media Coronavirus report update

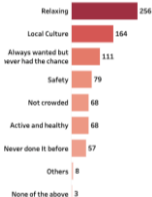
POST COVID-19, RECOVERY TRIP FAVORS NATURAL SIGHTSEEING AND SELF DRIVE TRIPS

Post-Coronavirus Travel Plans

(by Trip Type, n=387)



(What Attracts You the Most?)



Dragon Trail
RESEARCH

www.dragontrail.com

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- Covid-19 turned into a pandemic with a prolonged impact across world.
- Chinese travelers are eager to travel, they will choose inbound trip recently.
- Top 3 travel plans – to avoid too many people in a crowd space

TAKE – AWAY FOR TODAY'S SESSION

CLOUD/ MINI-PROGRAM TO DELIVER VIRTUAL EXPERIENCE

PRE- SALE IS A TATICS TO SECURE TRAVELERS

CSR TO RESONATE WITH CHINESE

NATURAL SIGHTSEEING/SAFETY IS A PINPOINT

AON/MINI-CAMPAIGN TO RESTART RECOVERY

WHAT TENCENT CAN SUPPORT – VOOV MEETING, COMING SOON IN UAE

Tencent's video conferencing solution VooV Meeting aims to provide a high-definition, ultra-smooth, convenient and secure multi-person cloud conferencing solution globally, **up to 300 participants simultaneously**.

It allow **FREE** access to support you to work from home. Now available in more than 140 countries.

Launched only 1 month, achieves **10 mil DAU**.

GLOBAL PARTNERSHIP WITH TENCENT

Tencent 腾讯 UN75



The United Nations and Tencent announce a global partnership to hold thousands of conversations online for the UN's 75th anniversary.

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THANK YOU FOR LISTENING
Q&A

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