



# **Aðalfundur Markaðsstofu Norðurlands**

**30. maí 2024**

## **Asía, sem markaður; hver er staðan?**

**Ársæll Harðarson**



# Petta helst

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- Hver er Ársæll?
- Asía og Asíumarkaður
- Þróun
- Staða
- Möguleikar, áskoranir



# Asía og Asíumarkaður

- Fjöldmörg lönd (50)
  - CN, JP, AU, TW
  - IN, KR, SG, Annað
- Tímabelti (10)/14 landamæri
- 120.000 CN T.A (Outbound)
- Menningarmunur/Stjórnvöld



- **Þróunin í Asíu s.l 30 ár -**

- **Sögulegt samhengi**

- Japan-(vetur, norðurljós, fullorðnir)-Sölustarf/leiguflug
- Tævan-(sumar, byrjun á vetri)-Óvænt
- Kína. Tækniheimsóknir, Boðsbréf,
- Ástralía, Indland, Singapore, Tæland, Indonesia, Malaysia, Filipseyjar, Kórea

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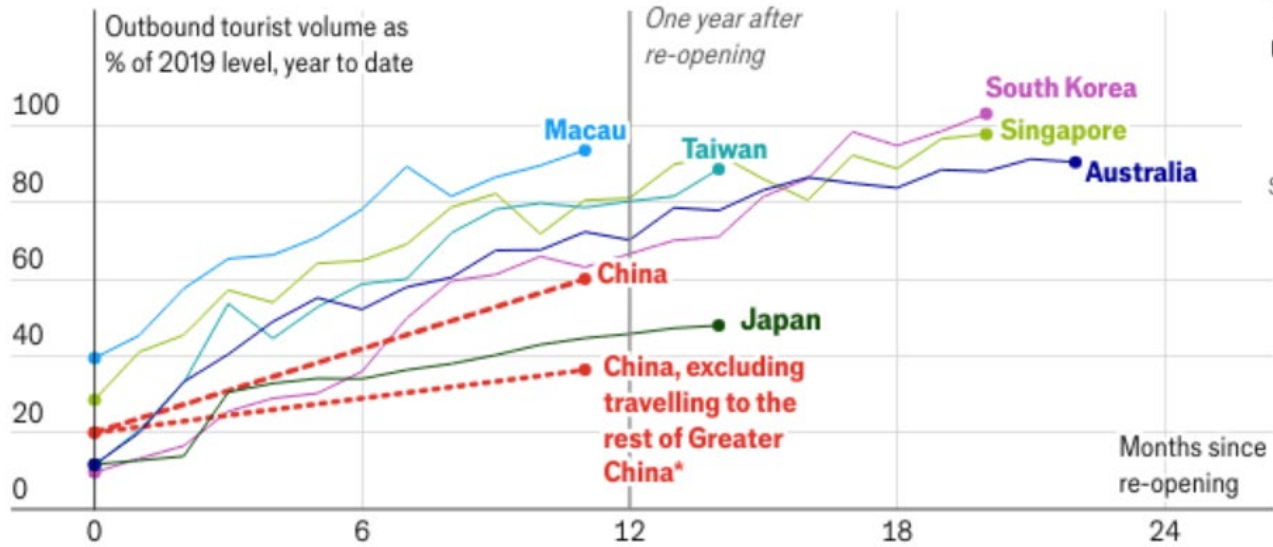
- **Þróunin í Kína**

- Stærð markaðar
- Áritanir, ADS (2004), Hópar, Einstaklingar
- Kína lokað í 36 mán v/Covid19. (jan20-jan23)
- Hverjir koma núna og hvaðan og hvernig?
  - Meginlandið, Taiwan, Hong Kong, Evrópa, BNA,

# Kína

## China's outbound tourism is unlikely to recover to pre-pandemic levels by 2024

### Outbound tourism recovery trajectory for selected countries and territories



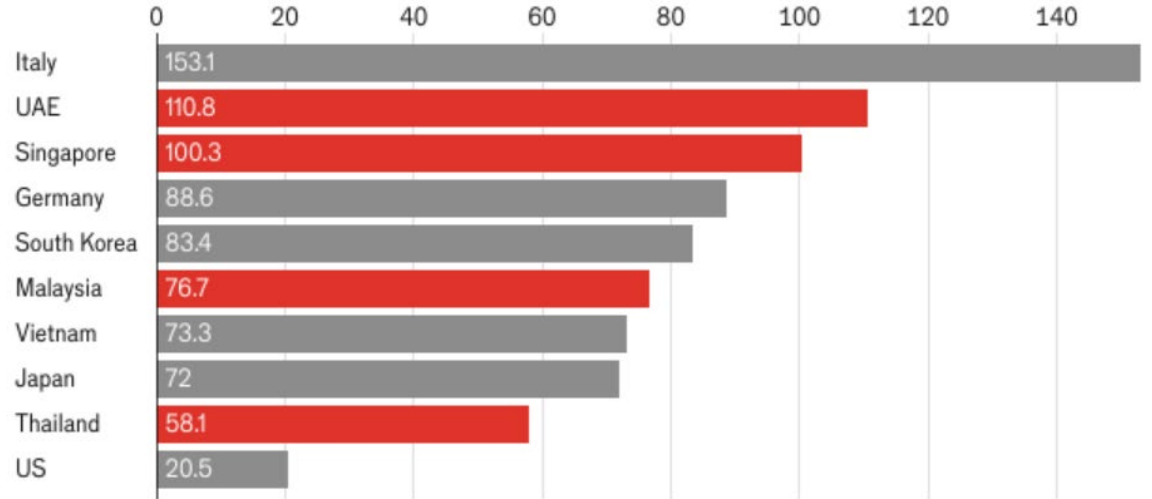
Source: official websites; Wind; EIU.

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\*Hong Kong, Macau and Taiwan.

## Flight capacity recovered quickly in countries with visa-free agreements

Flight recovery rate\* during the 2024 Chinese New Year period, for major travel destinations



\*Flight capacity compared to the same period in 2019.

+Bars in red represent countries that have visa-free agreements with China.

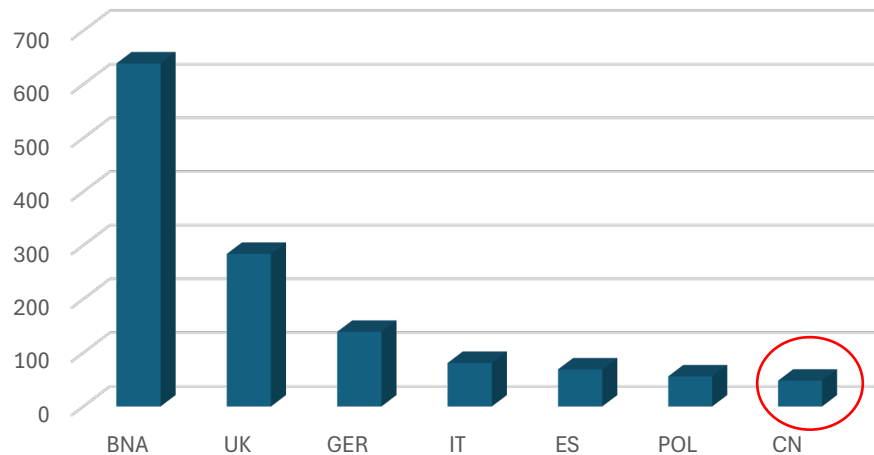
Source: Flight Master DAST; EIU.

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# Staðan núna

## Brottfarartölur FLE/Ferðamálastofu 2023 (Leiðrétt):

2023 í þúsundum



2023 í þúsundum



AU, JAP, KR, TW, IN, SG, MAL, INDO, PHI, THAI

# Markaðir Asíu

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- Vegabréfsáritanir (Schengen)
  - Hindrun og betri tíð
- 150 millj vegabréf
  - FR, DE, ES, IT, NE, CH, IR,
- Breyttur áhugi- Diasphora- 60 mill
- Luxury-Ævintýri-Dýpri upplifun
- Eur/US
- Kína, Taiwan, Hong Kong
- Ástralía
- Japan/Suður Kórea
- Indland
- Suðaustur Asía:
  - Singapore, Malaysia, Indonesia, Filipseyjar, Thailand

# “Beint Flug”

## FLUGBANN YFIR RÚSSLAND MEÐ UNÐANÞÁGUM

- LHR- AIR CHINA, AIR INDIA, CHINA AIRLINES, CHINA EASTERN, CHINA SOUTHERN, HAINAN, JAL
- LGW- AIR CHINA, AIR INDIA, CHINA EASTERN, CHINA SOUTHERN, HAINAN,
- CDG AIR CHINA, AIR INDIA, CHINA SOUTHERN,
- FRA AIR CHINA, AIR INDIA, CHINA AIRLINES, CHINA SOUTHERN,
- AMS- CHINA AIRLINES, CHINA SOUTHERN, DUB, HAINAN
- MIL AIR CHINA, AIR INDIA, HAINAN,
- ROM AIR CHINA, CHINA AIRLINES, HAINAN, EDI, HAINAN
- CPH- AIR CHINA, AIR INDIA,
- STO AIR CHINA
- HEL, FINNAIR, JAPAN AIRLINES
- BER- HAINAN,
- BRU- HAINAN,
- PRG- CHINA AIRLINES, HAINAN,
- BCN AIR CHINA
- MAD- AIR CHINA, HAINAN



# Samfélagsmiðlar

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- Sina Weibo-Microblog (600m)-Twitter
- WeChat, msg+ e-commerce
- Douyin (TikTok)-video/music
- Tencent QQ, microblog (no tlf nr needed)
- Baidu Tieba social network/search engine (1,5b)
- Little Red Rock (Instagram + sales channel)



1. “Good or bad for China” (US)
2. Árstími: CN-NewYear, Golden Week, Cashless
3. RED, Foodies, VAT, Mont og hefnd!
4. E-CNY: iOS, Android, WeChat Pay, UnionPay, Alipay
5. KOL/KOC-Movies/Videos-Leaders vs Customers
6. FOMO (fear of missing out)
7. Experience, Glamping, Equip rent.
8. Okkar eign framkoma og skilningur
  - a. Merkingar, tungumál, leiðbeiningar, þolinmæði, skilningur, þekking



**Nokkur atriði til að hafa í huga**

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## **Kærar þakkir !**

**Ársæll Harðarson**

