

# HAWAII GLOBAL LINKS

State of Hawaii - Department of Business, Economic Development & Tourism  
Strategic Marketing & Support Division - Office of International Affairs

## HOW TO ATTRACT MORE CHINESE VISITORS TO HAWAII

Featuring

**LUO BAOMING**  
GOVERNOR

HAINAN PROVINCE, PRC

**CHEN FENG**  
CHAIRMAN

HAINAN AIRLINES (HNA)

The number of China's outbound travelers will hit 52 million this year, according to the China National Tourism Administration. This number will continue to grow along with China's increasing wealth and its rising middle class.

Hainan Airlines, China's largest privately owned airline and owned in part by Hainan Province, wants to partner with Hawaii to tap into this huge visitor pool. Hainan Airlines received approval from the U.S. Department of Transportation last September to launch direct service to Honolulu from Beijing. Three weekly flights and weekly charter flights were originally slated to start this year but have yet to materialize.

Governor Luo Baoming will give his impression of the Chinese view of Hawaii as a travel destination, and Chairman Chen will discuss the issues related to direct flights to Hawaii. Both will present their insight of the vast potential of Chinese travel to Hawaii, how to draw more Chinese visitors to Hawaii and how Hawaii can best prepare for it.



**Governor Luo** has been governor of Hainan Province since 2007, and is also a representative of the Central Committee of the China People's Congress, a representative of the National People's Congress, and the Vice-Secretary of the Hainan Provincial Committee. Born in Tianjin, Gov. Luo has also held various high level posts in Tianjin Municipality. Hainan's population is approximately 8 million, and the province has been a sister-state with Hawaii since 1992. Sanya city, is a sister city with Maui county. Gov. Luo has been instrumental in growing Hawaii-Hainan relations since he took office.



**Chairman Chen** has worked for many years in the Civil Aviation Administration of China (CAAC) and the National Air Regulations Bureau, and later acted as the Aviation Business Assistant to Provincial Governor in Hainan province, in charge of the establishment of Hainan Provincial Airlines. In 1997, the company was restructured and changed the name as Hainan Airlines (HNA) Company, Ltd., and in 2000, HNA Group Company, Ltd. was founded. Today, the total assets of the group have reached around US\$10 billion, and the company has expanded as a diversified large corporate group with businesses from air transportation to airport management, hotel & tourism, retailing, logistics and other related industries. It's employees number over 36,000. Chairman Chen graduated from Lufthansa College of Air Transportation Management in Germany; the Maastricht School of Management in the Netherlands, and Harvard Business School.

**DATE: Monday, August 30, 2010 TIME: 6:30 p.m.**

**LOCATION: Waikiki Lau Yee Chai Restaurant  
Waikiki Shopping Plaza, 2250 Kalakaua Ave., 5<sup>th</sup> Floor**

**DINNER FEE: \$35.00**

Due to limited seating please register on-line at

**<http://www.regonline.com/globalinks>**

**DBEDT**  
THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM  
STATE OF HAWAII