CoronaVirus Factsheet 2020 (Hong Kong Report)

Mon.
Tue.
Wed.
Thu.
Fri.
Sat.
Sun.

Report Background & Trend Key Findings

Report Objective
Analysis of Macro Data from Hotmob Data Lake

Use A.I. analysis to identify and locate key trends in several areas of interest

- Locational Trends
- Behavioural Trends
- Interest Trends

Identify key baselines to mark 'normal environment' vs 'affected environment'
key indicators for market sector recoveries

indexs of baseline trends pre and post virus outbreak.
(individual data windows noted on graphics)

Locational Trends

Commuting (distance travelled) 20% drop in average miles travelled, with marked severity in finance and banking commercial sectors

Work locations see up to 25% drop in activities
Overly affected industrial areas, Kwun Tong, Fo Tan, Kwai Fong…
Overly affected commercial areas Central, Quarry Bay Kowloon Bay, Sai Wan…
Overly affected retail areas, Causeway Bay, Tsim Sha Tsui, Mongkok, Shatin…

Residential locations see increased duration and frequency - social distancing measurements

Behavioural Trends

Outdoor Activities - Explosive Growth
Country parks, Hiking Trails, visitor numbers up 20% vs same period in 2019
Associated online activities - 200% Increase in Hiking & Outdoor research and ecommerce activities

Parents safeguarding children with stay at home periods, prevalent on weekends vs previous activities

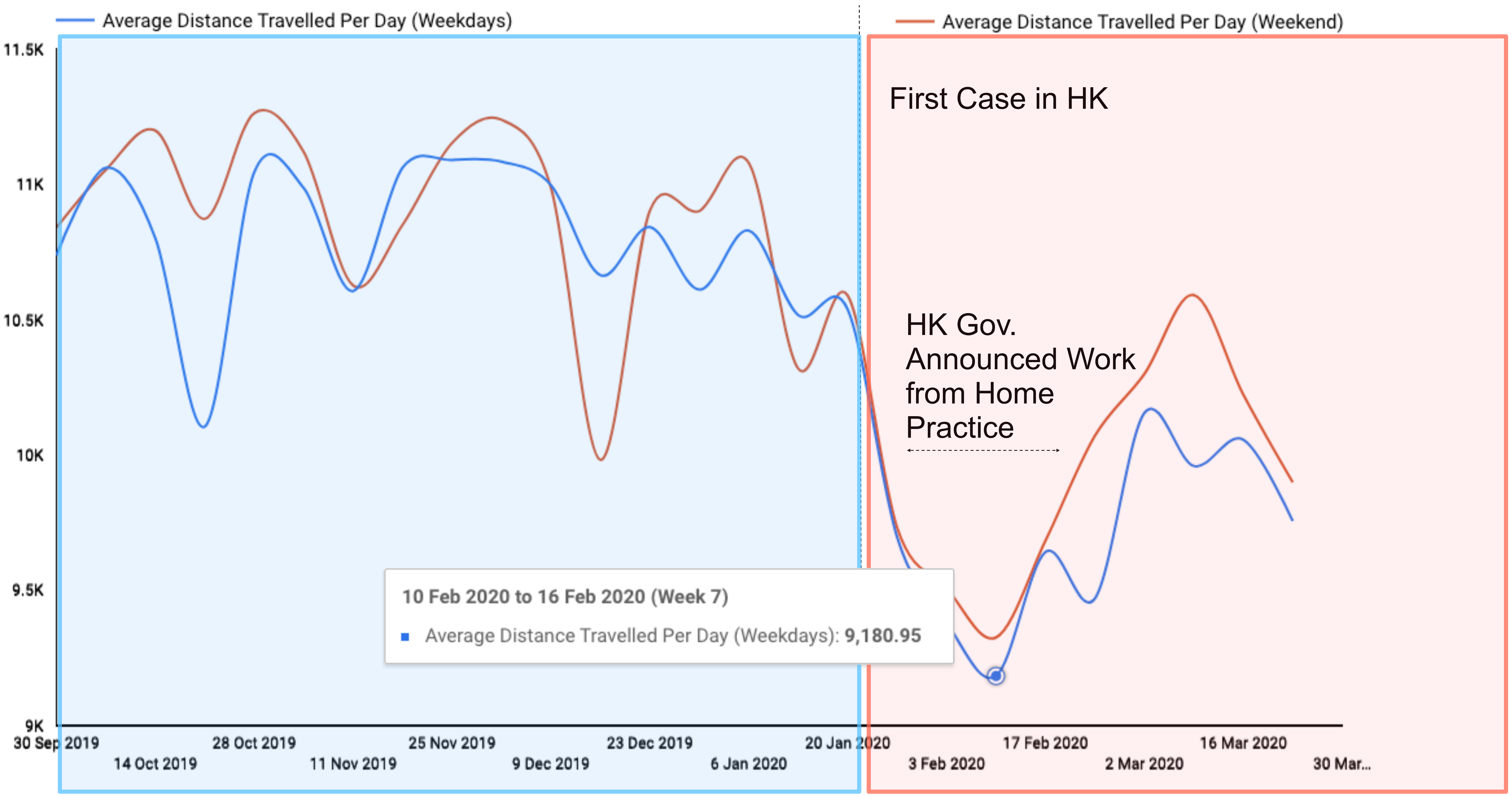
Societal Macro trends - increase in; Financial securities (gold), Ecommerce and Gaming
Market contractions - Travel & Events, (OTA's, Airlines, Agencies, B2B Events & Exhibitions)

Interest Trends

Parents (mindful activities) - health and wellness (healthy eating and child health research)
Home Education - online learning, tools, apps, support, residential multiple devices online for longer

Millennials (supercharged convenience & entertainment)
Increased usage frequency of Food delivery services, Ecommerce
Local attractions - points of interest in neighbourhood, 'micro travel tourism'

Social Distancing (Sep - Mar 2020)



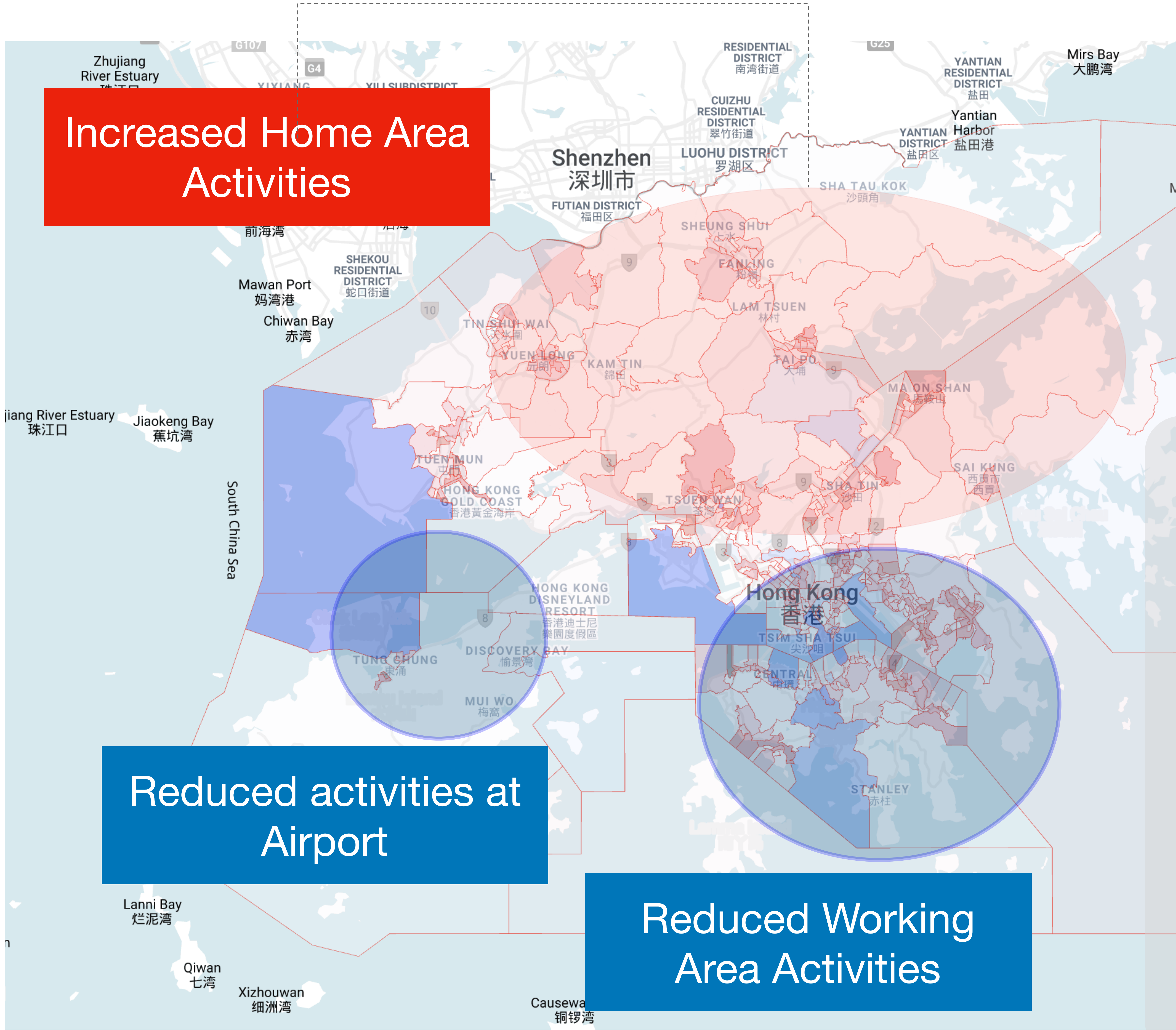
Before Outbreak

After Outbreak

Average Travelled Distance per person drops sharply by 20% in Feb

Notably - weekend travel decreased **people chose not to travel at weekends as well.**

Working From Home



Increased Home Area Activities

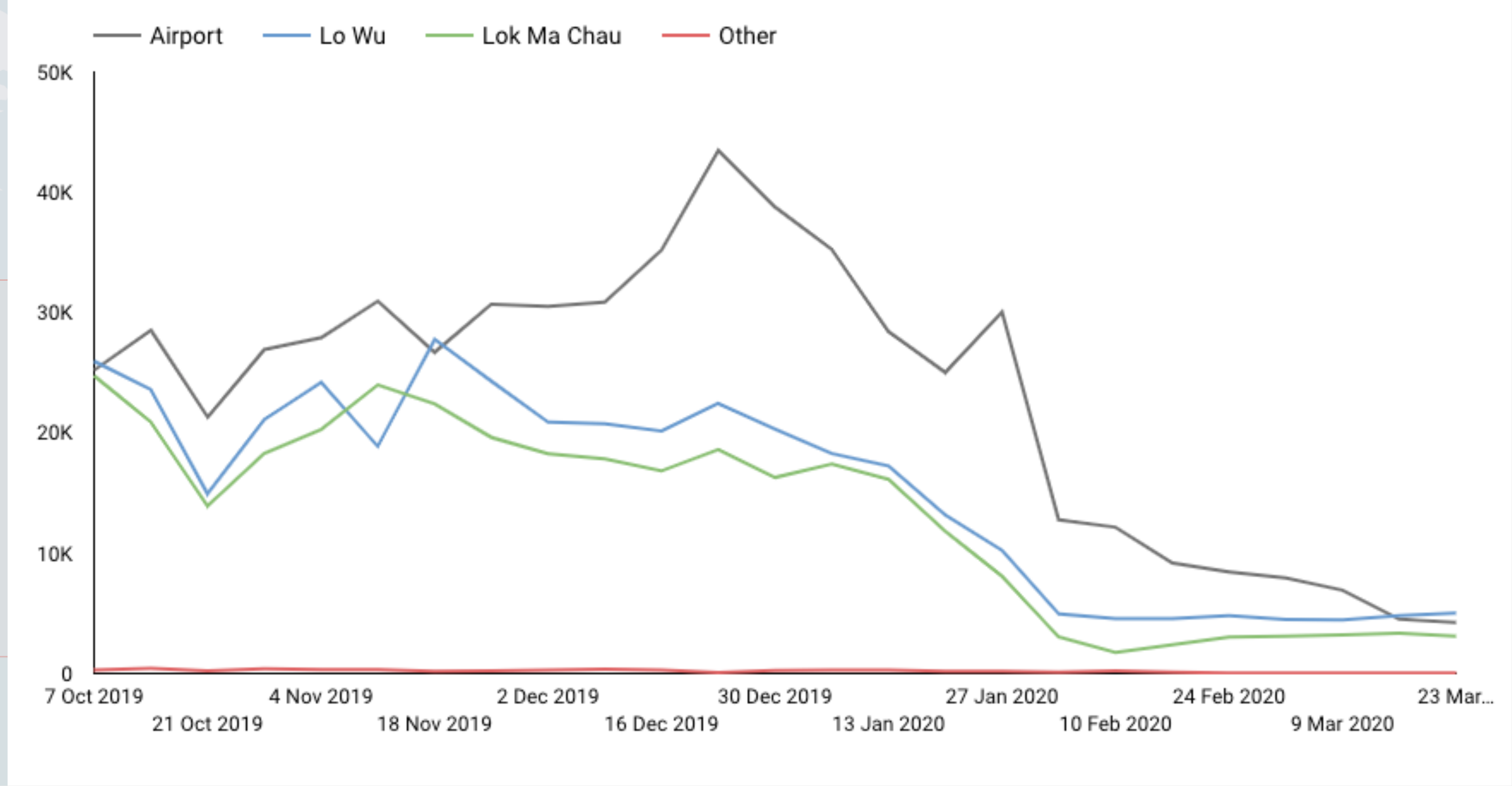
Reduced activities at Airport

Reduced Working Area Activities

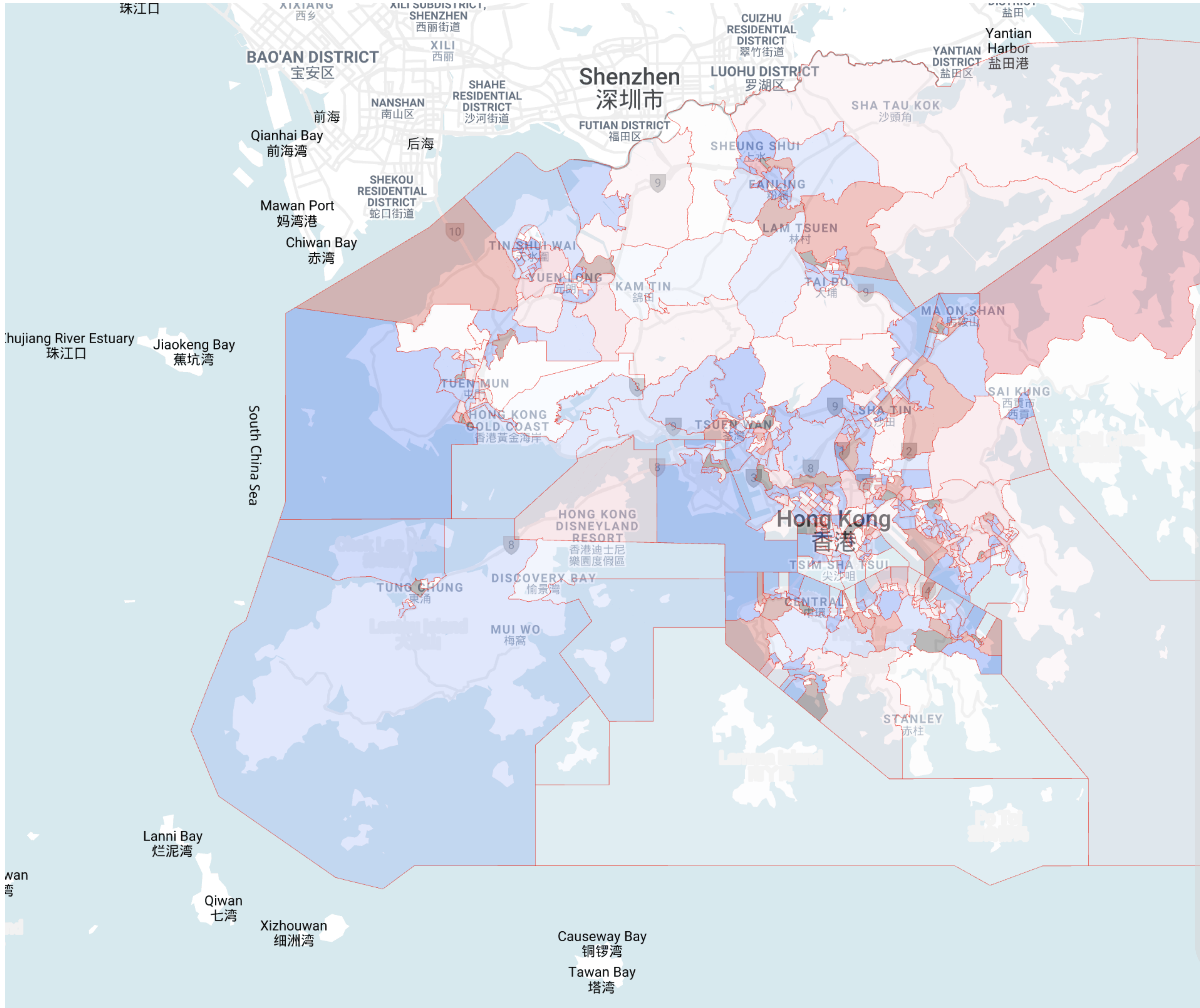
Zhujiang River Estuary
Shenzhen
深圳市
FUTIAN DISTRICT
福田区
LUOHU DISTRICT
罗湖区
CUIZHU RESIDENTIAL DISTRICT
翠竹街道
RESIDENTIAL DISTRICT
南湾街道
YANTIAN RESIDENTIAL DISTRICT
盐田
Yantian Harbor
盐田港
YANTIAN DISTRICT
盐田区
Mirs Bay
大鹏湾
SHA TAU KOK
沙頭角
SHEKOU RESIDENTIAL DISTRICT
蛇口街道
前海湾
Mawan Port
妈湾港
Chiwan Bay
赤湾
SHEUNG SHUI
FANLING
LAM TSUEN
林村
TIN SHUI WAI
天水圍
YUEN LONG
元朗
KAM TIN
錦田
TAI PO
大埔
MA ON SHAN
馬鞍山
SAI KUNG
西貢市
SHA TIN
沙田
TSUEN WAN
TUEN MUN
屯門
HONG KONG GOLD COAST
香港黃金海岸
jiang River Estuary
珠江口
Jiaokeng Bay
蕉坑湾
South China Sea
HONG KONG DISNEYLAND RESORT
香港迪士尼樂園度假區
DISCOVERY BAY
愉景灣
TUNG CHUNG
東涌
MUI WO
梅窩
Hong Kong
香港
TSIM SHA TSUI
尖沙咀
CENTRAL
中環
STANLEY
赤柱
Lanni Bay
烂泥湾
Qiwan
七湾
Xizhouwan
细洲湾
Causeway
铜锣湾

2020 Feb vs. 2019 Dec.

Compared to 2019 Dec, **Activities reduced by 10-25% in commercial and industrial areas.** Tourism Areas sees significant reduction in activities, e.g. TST & CWB



Surge in Weekend Rural Area Activities


Shenzhen
深圳市
BAO'AN DISTRICT
宝安区
NANSHAN
南山区
FUTIAN DISTRICT
福田区
LUOHU DISTRICT
罗湖区
Qianhai Bay
前海湾
Mawan Port
妈湾港
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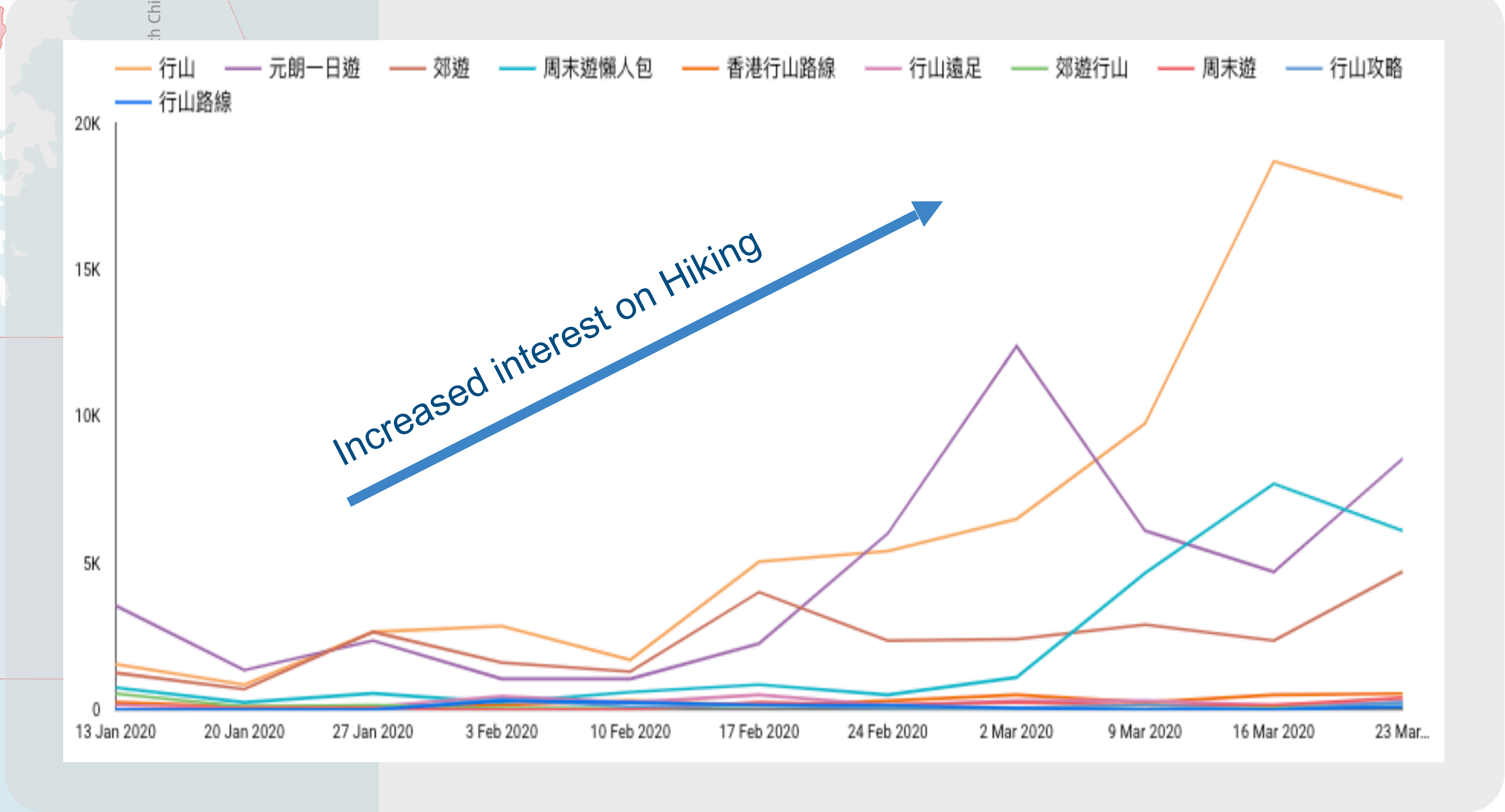
Qiwan
七湾
Xizhouwan
细洲湾
Causeway Bay
铜锣湾
Tawan Bay
塔湾

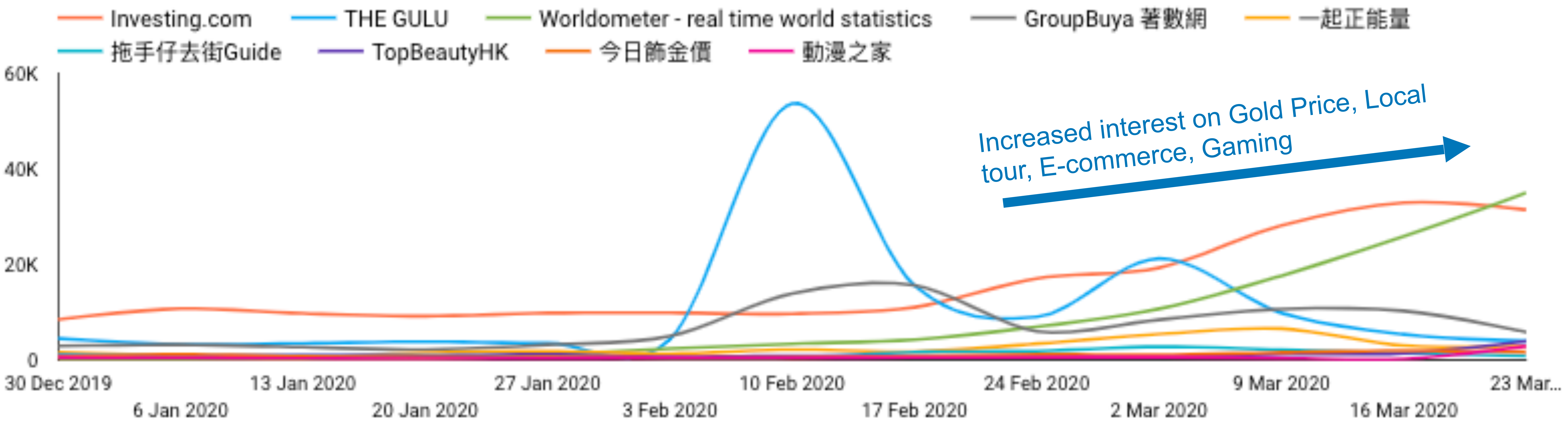
10-20% increased activities in rural areas when compared to the same period last year

200% increase in Hiking-related keywords read by our audience



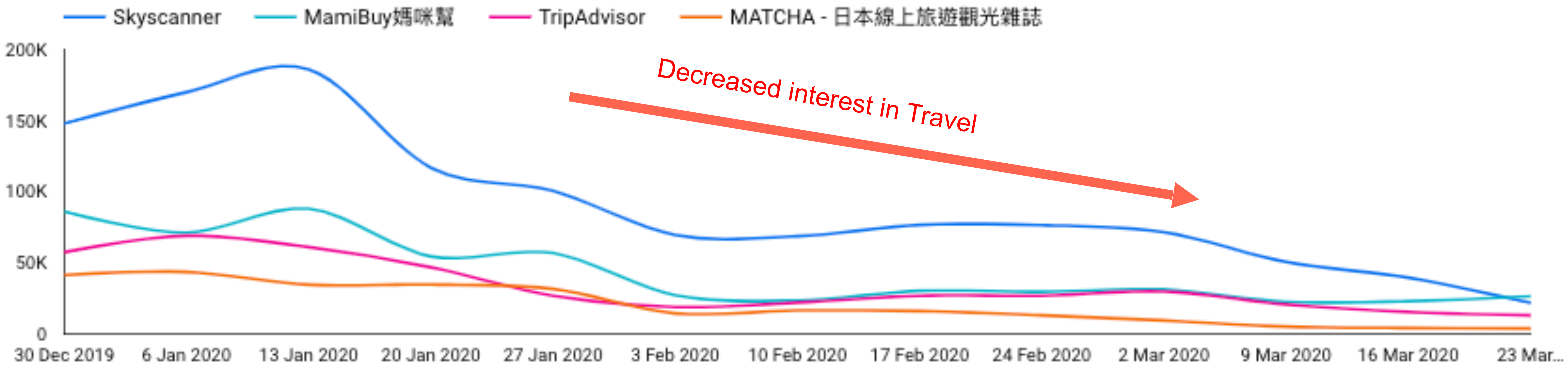
2020 March vs. 2019 March. Red means more activities (account for seasonal factors)

Extreme Volume Changes on Site Traffic



Increased interest on Gold Price, Local tour, E-commerce, Gaming

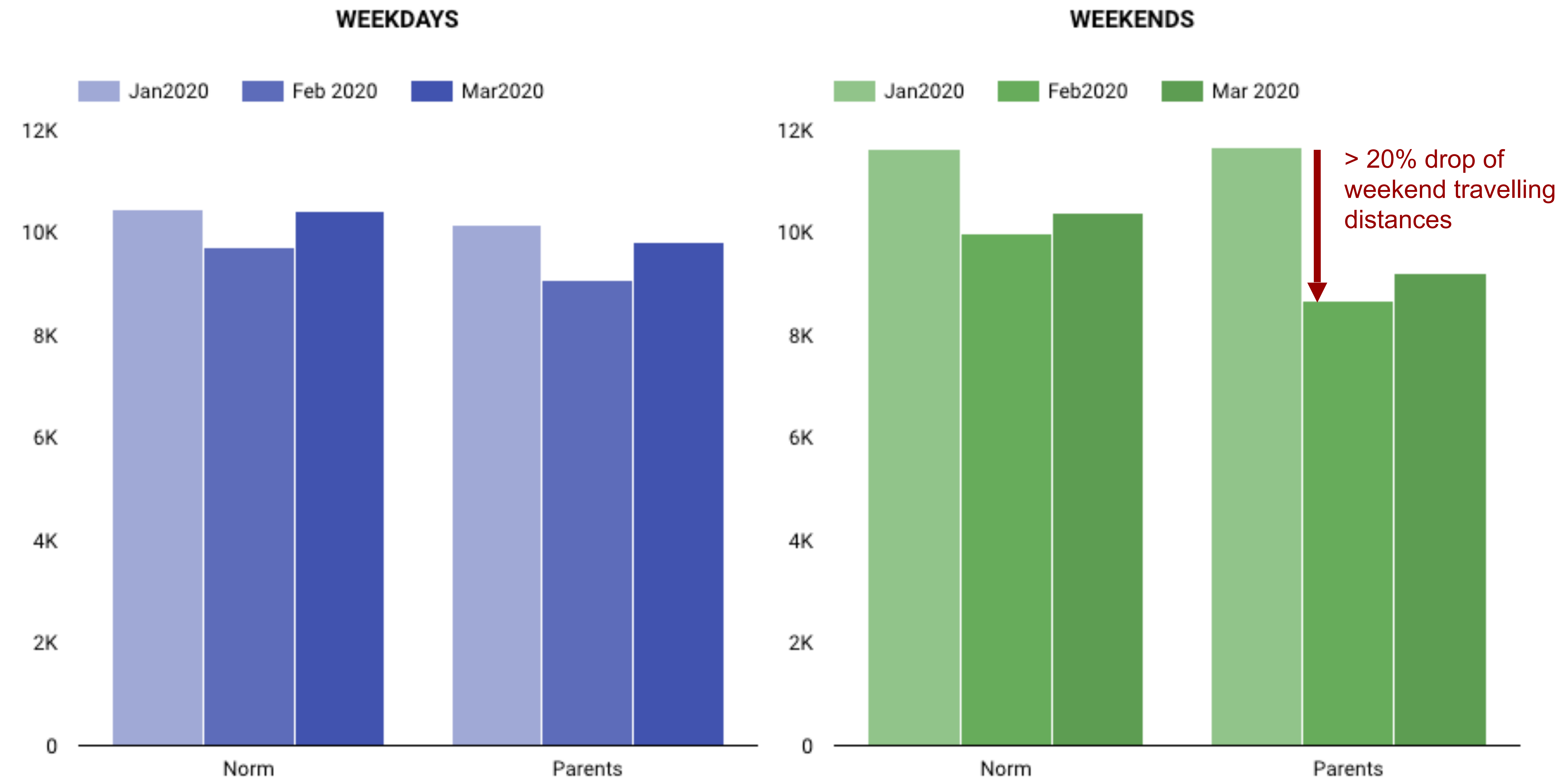
Upward Trends: 300% increase in **local tours, gold price, e-commerce, gaming**-related sites/apps.



Decreased interest in Travel

Downward Trends: 50% reduction in **Travel**-related sites and apps.

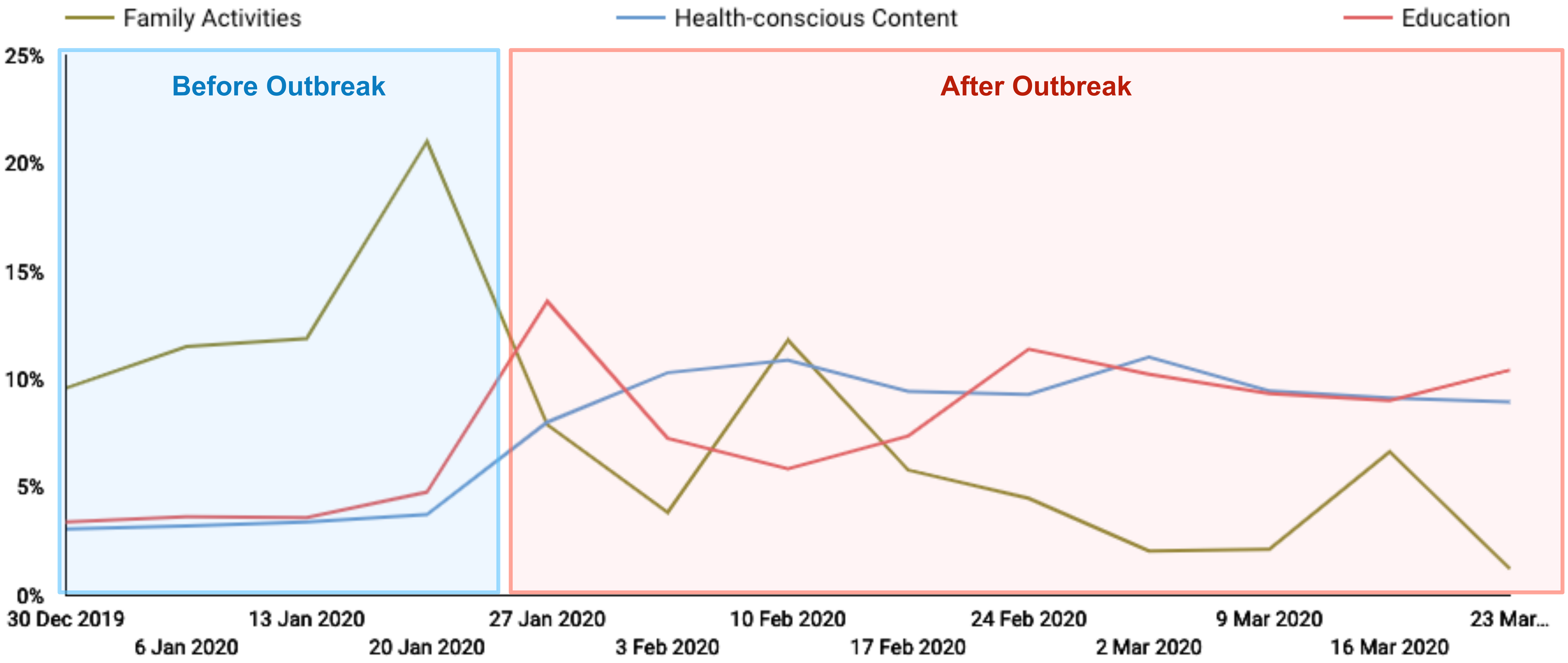
Parents - Change of Activity Patterns



Parents are particularly **anxious** towards the outbreak:

1. Significant reduction of travel during weekends, possibly due to higher vulnerability of children contracting the disease.

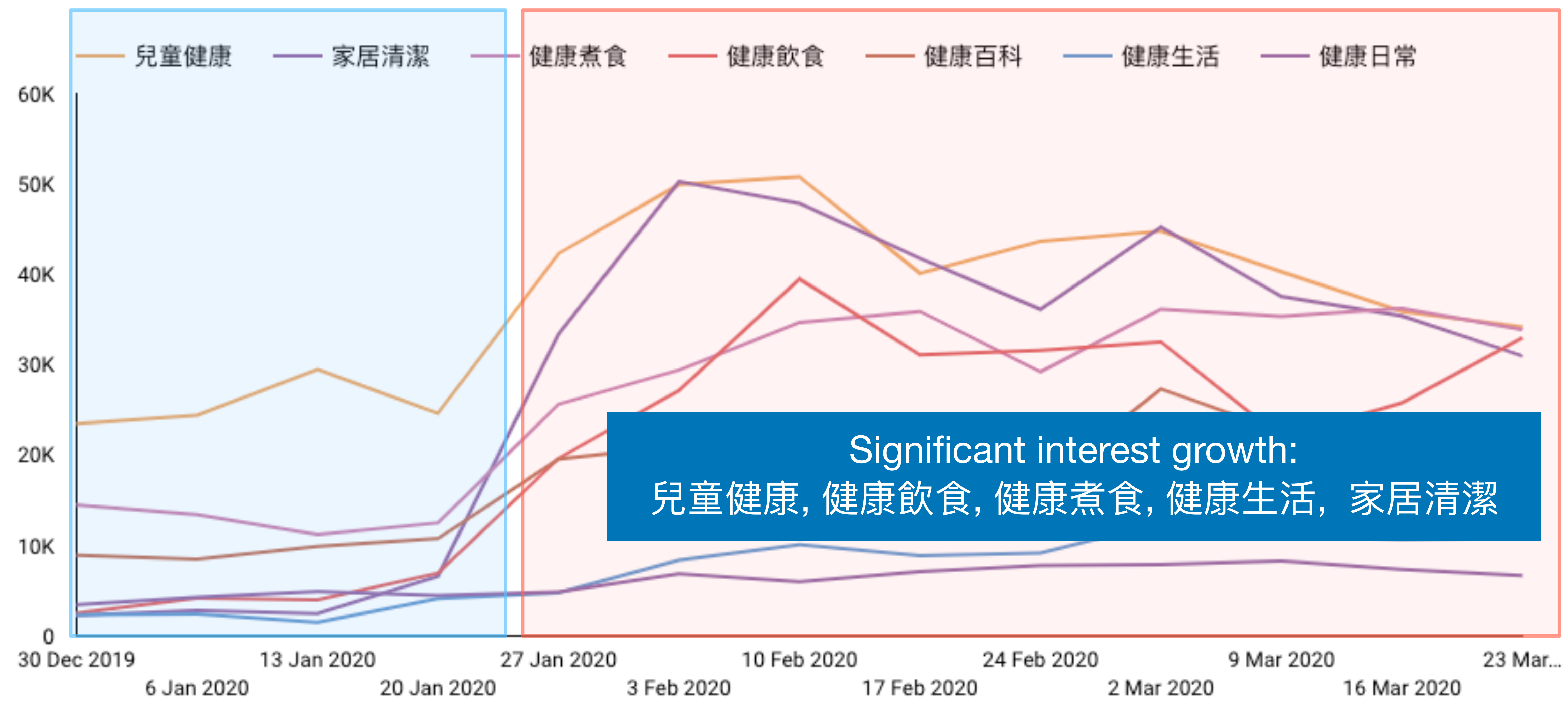
Parents - Change of Topic Interests



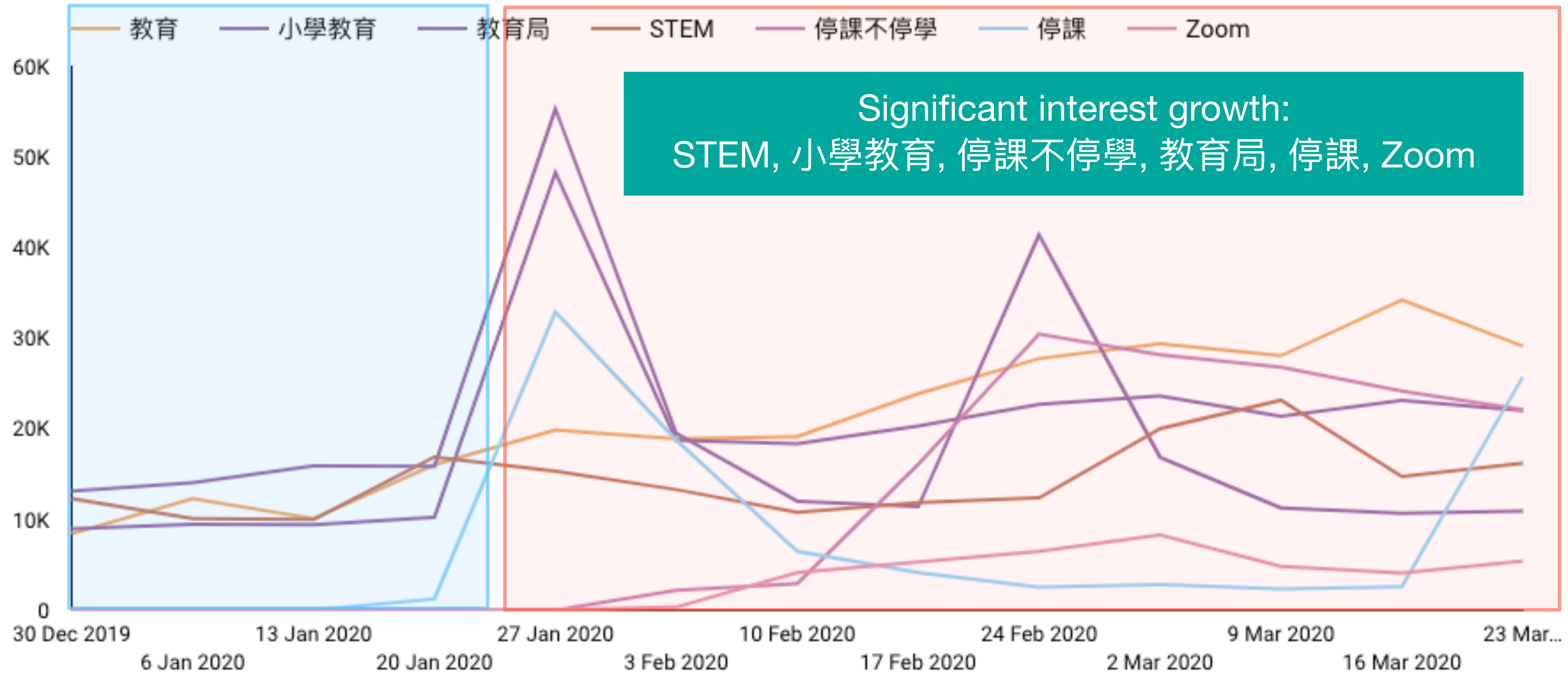
Parents are particularly **anxious** towards the outbreak:

1. Significant reduction of travel during weekends
2. Shift of interests from **family-activities related** topics to **Health consciousness** and **Education**

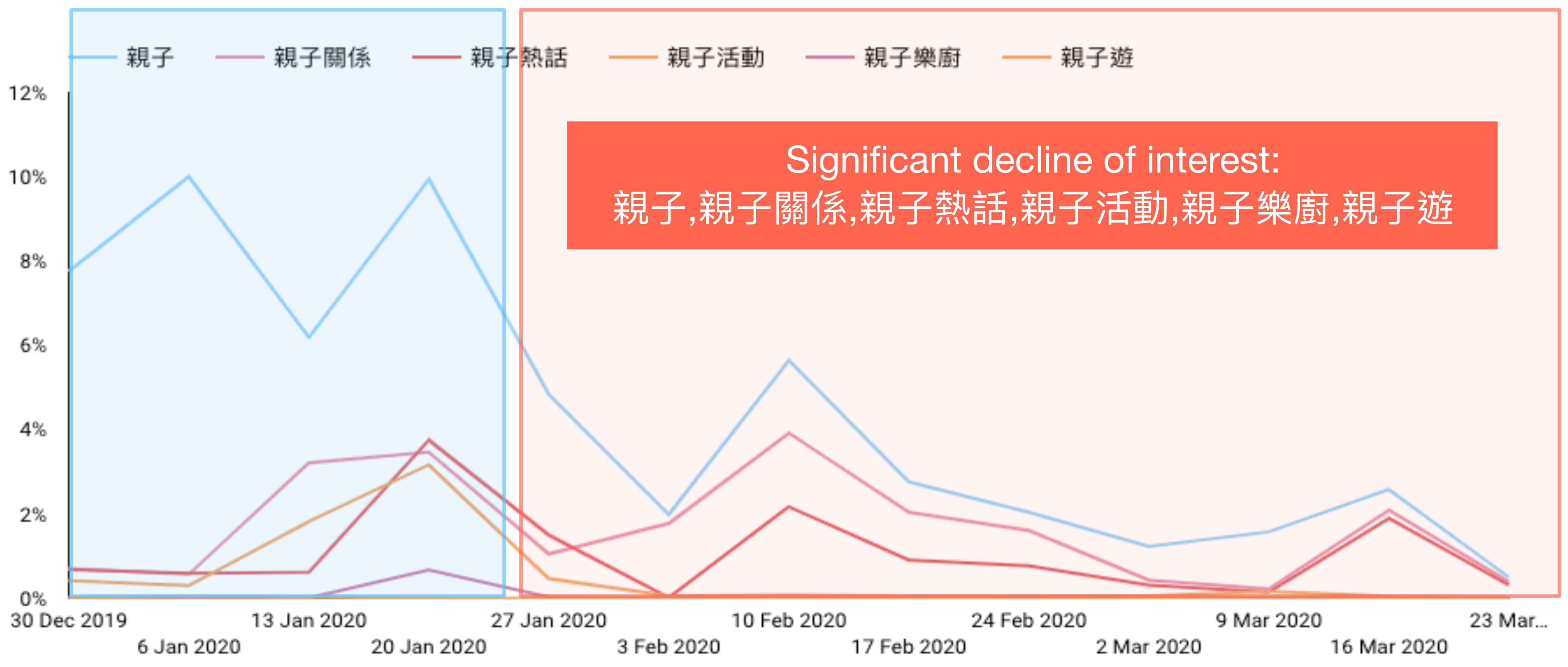
Parents - Keywords Breakdown



Significant interest growth:
兒童健康, 健康飲食, 健康煮食, 健康生活，家居清潔



Significant interest growth:
STEM, 小學教育, 停課不停學, 教育局, 停課, Zoom



Significant decline of interest:
親子,親子關係,親子熱話,親子活動,親子樂廚,親子遊

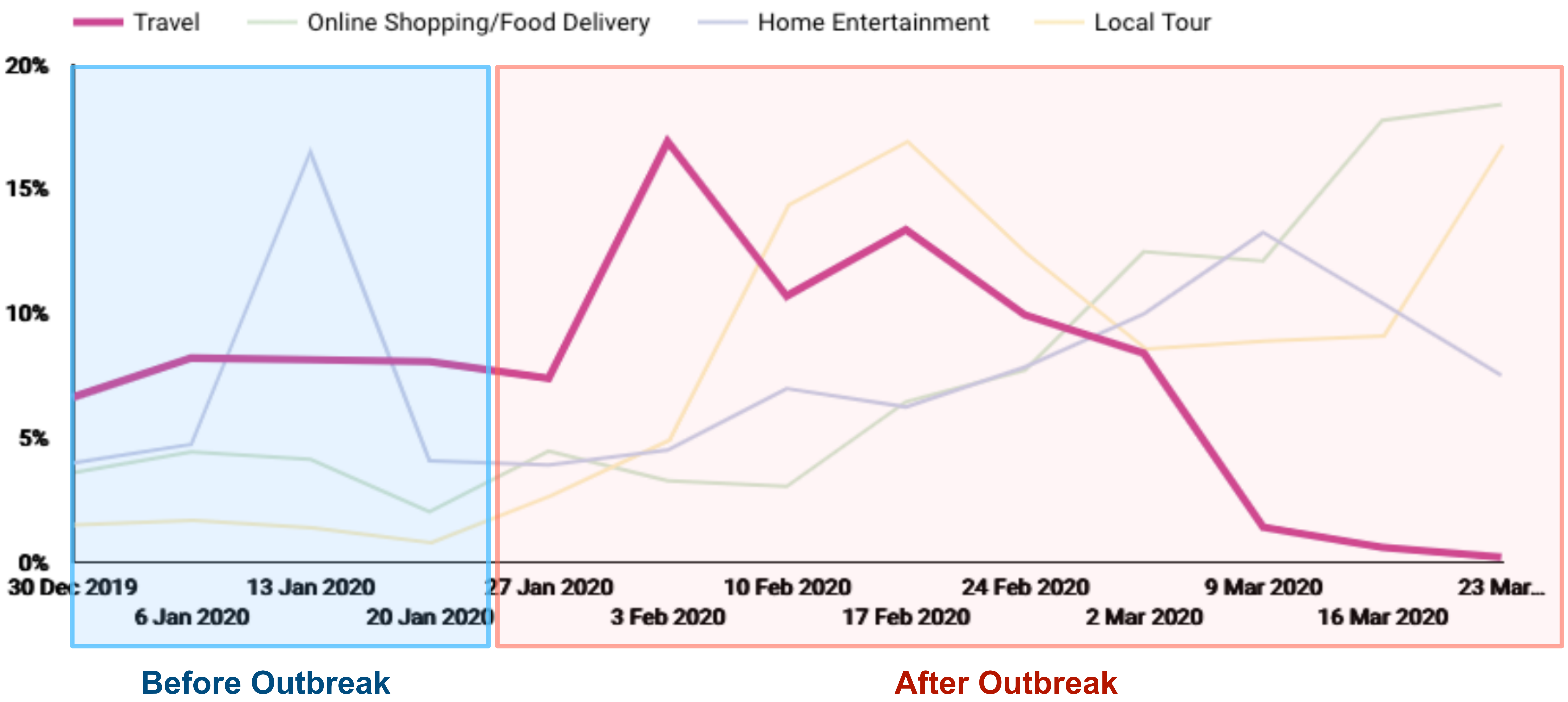
Before Outbreak

After Outbreak

Upward Trends:
Health & Wellness, Food and Dietary, Home recipes, healthy eating

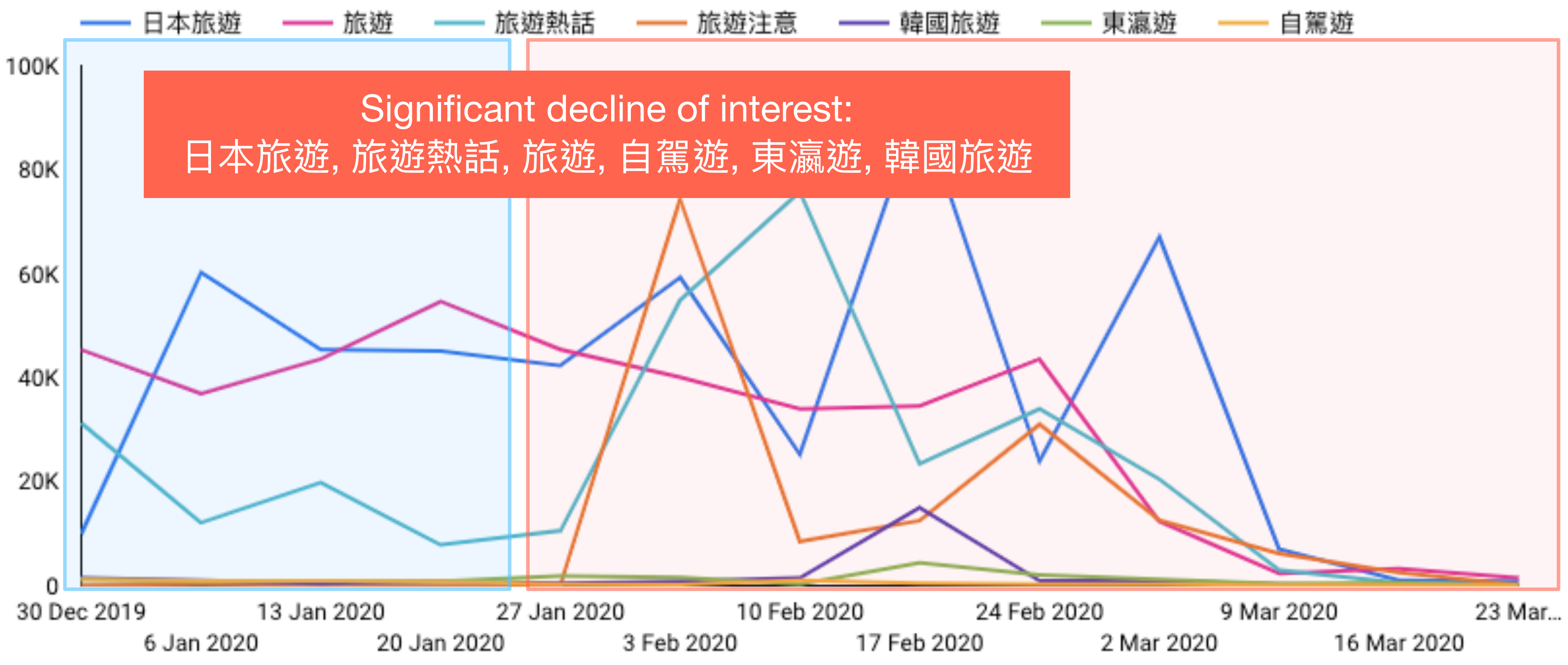
Downward Trends:
Family activities, excursions, private lessons
(music, swimming, language, tutoring)

Millennials - Change of Topic Interests

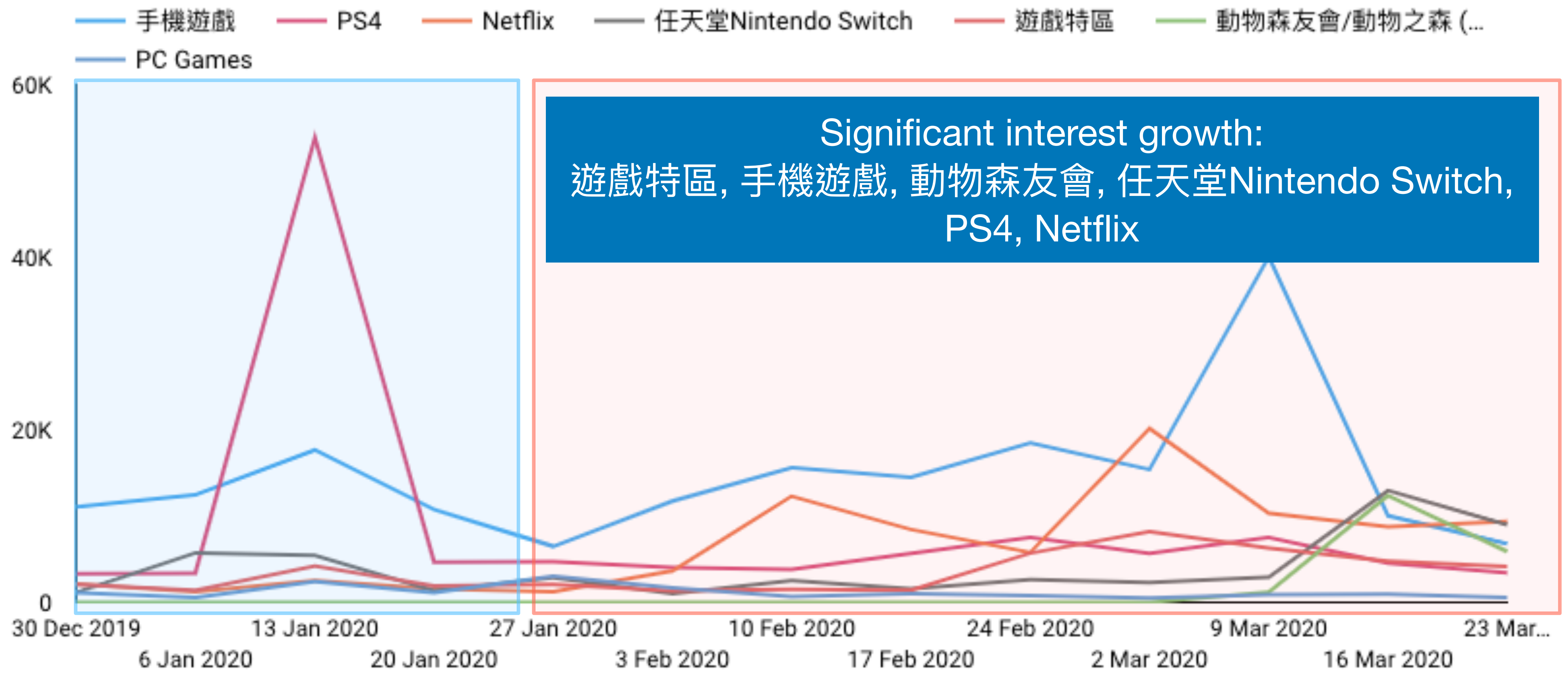


Entertainment-oriented Millennials are deprived of their travel opportunities, but have found new interests on **Home Entertainment, Local Tour** and develop habits on using **Food Delivery** services as compensation.

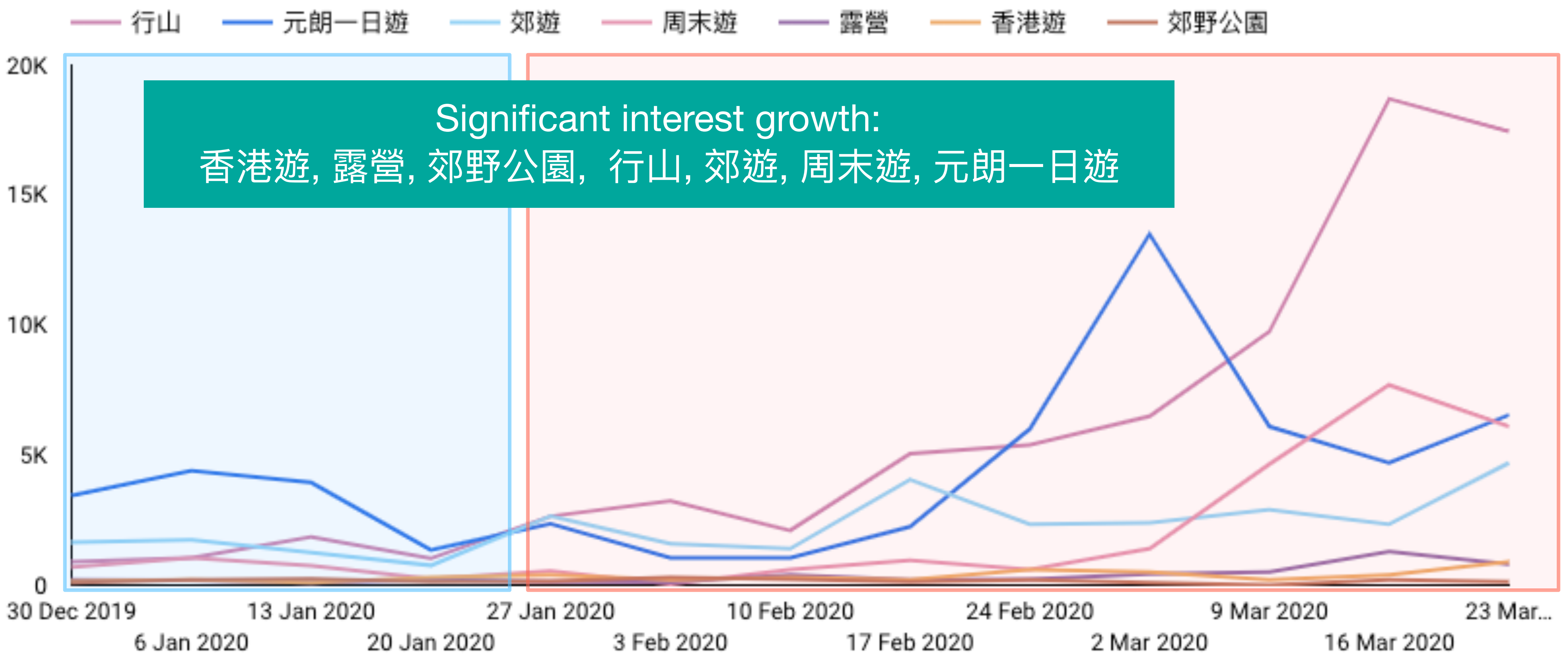
Millennials



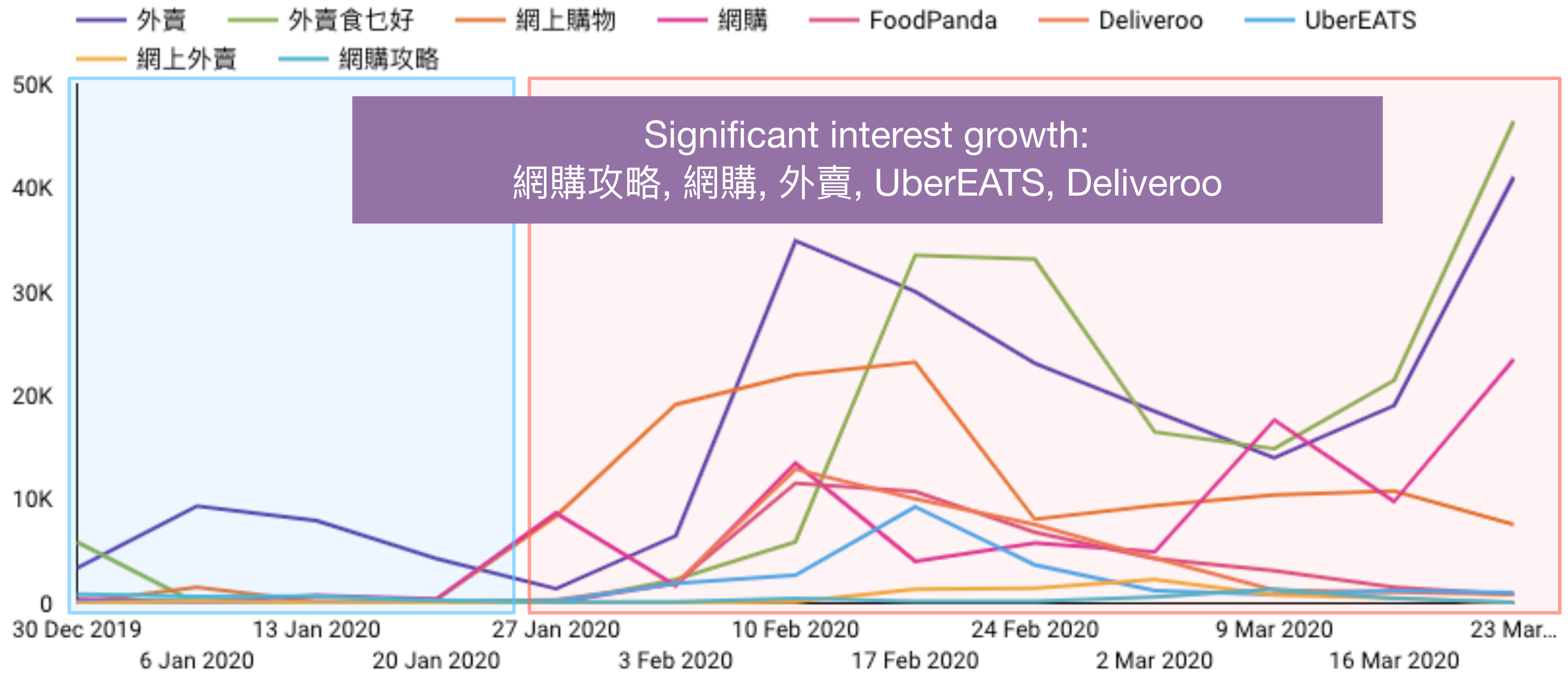
Significant decline of interest:
日本旅遊, 旅遊熱話, 旅遊, 自駕遊, 東瀛遊, 韓國旅遊



Significant interest growth:
遊戲特區, 手機遊戲, 動物森友會, 任天堂Nintendo Switch, PS4, Netflix

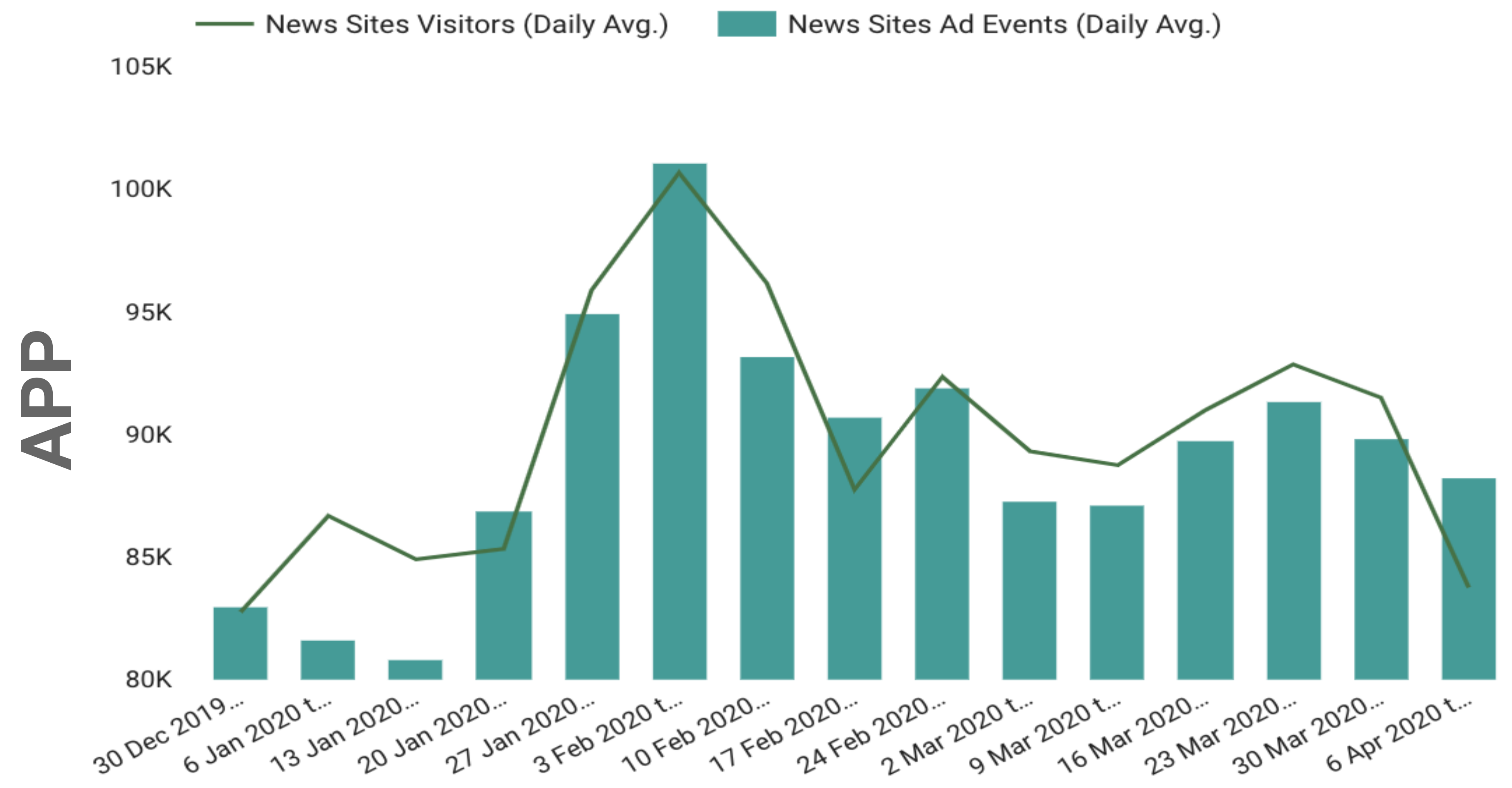


Significant interest growth:
香港遊, 露營, 郊野公園, 行山, 郊遊, 周末遊, 元朗一日遊



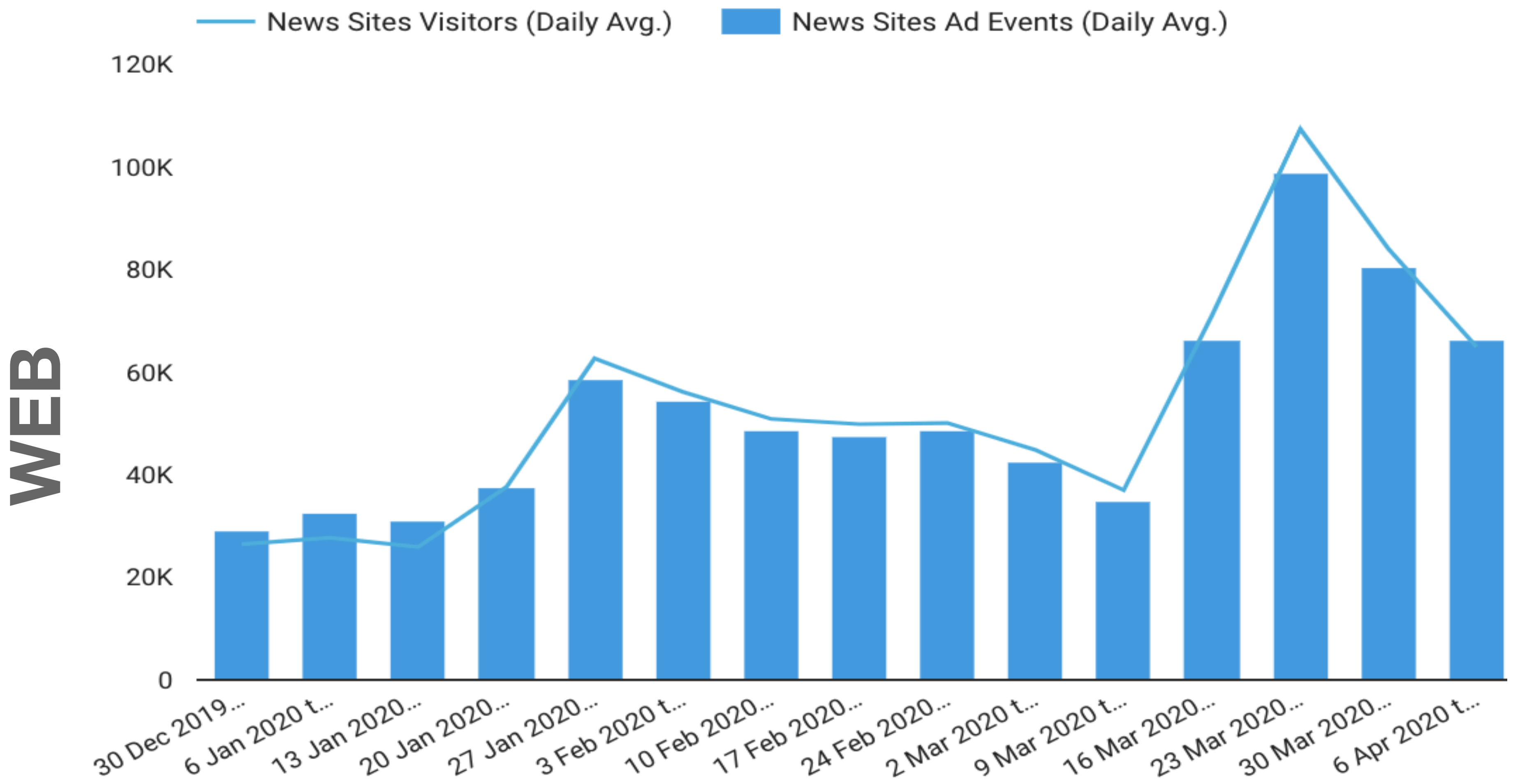
Significant interest growth:
網購攻略, 網購, 外賣, UberEATS, Deliveroo

Local News Portal Insight (App vs Web)



Upward Trend for both page views & users

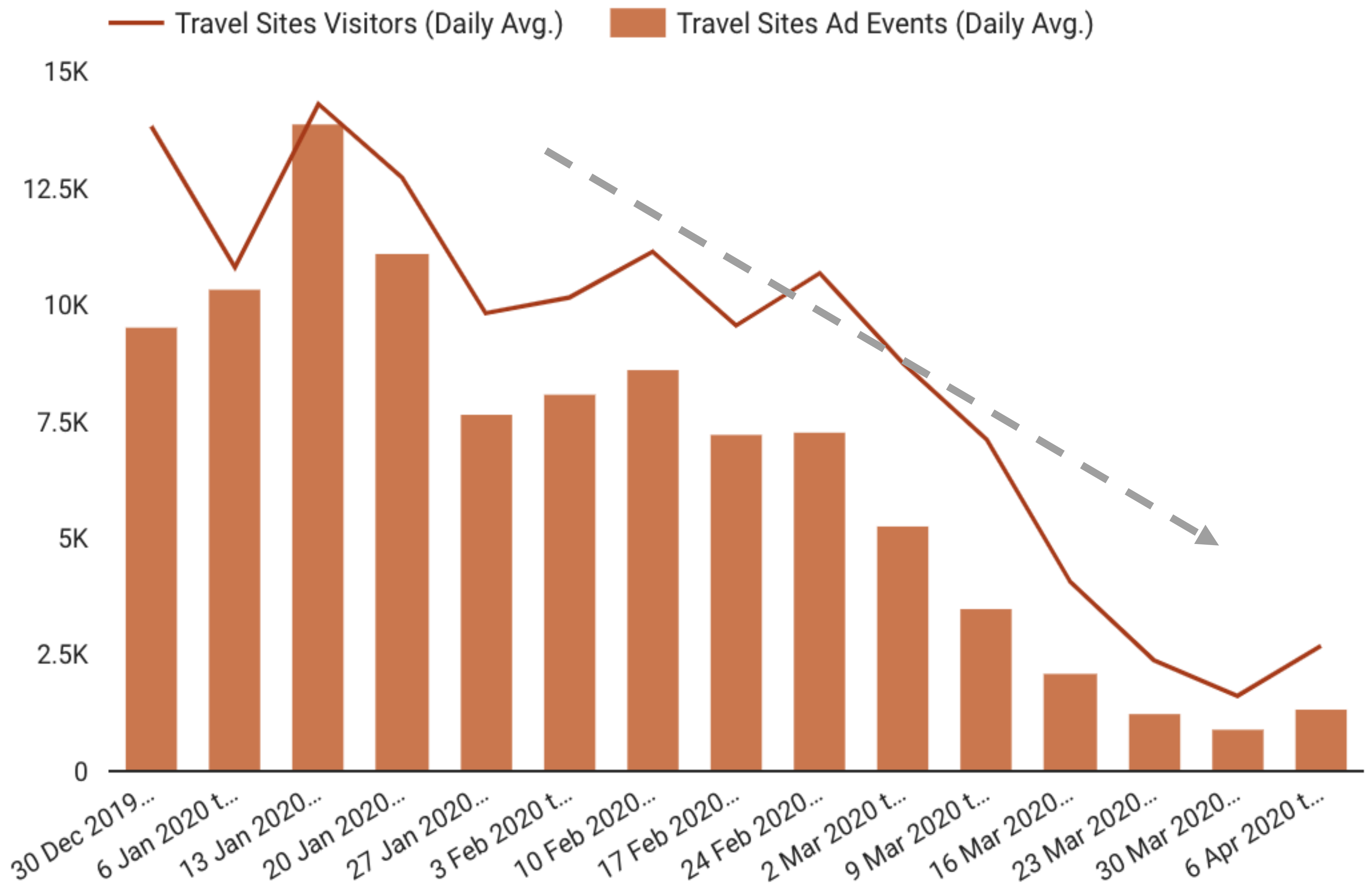
1. ~10% increases in users from Jan to Apr
2. *News Portal saw the greatest gain in users in Feb, but revert to normal in Apr. No change in other publishers.

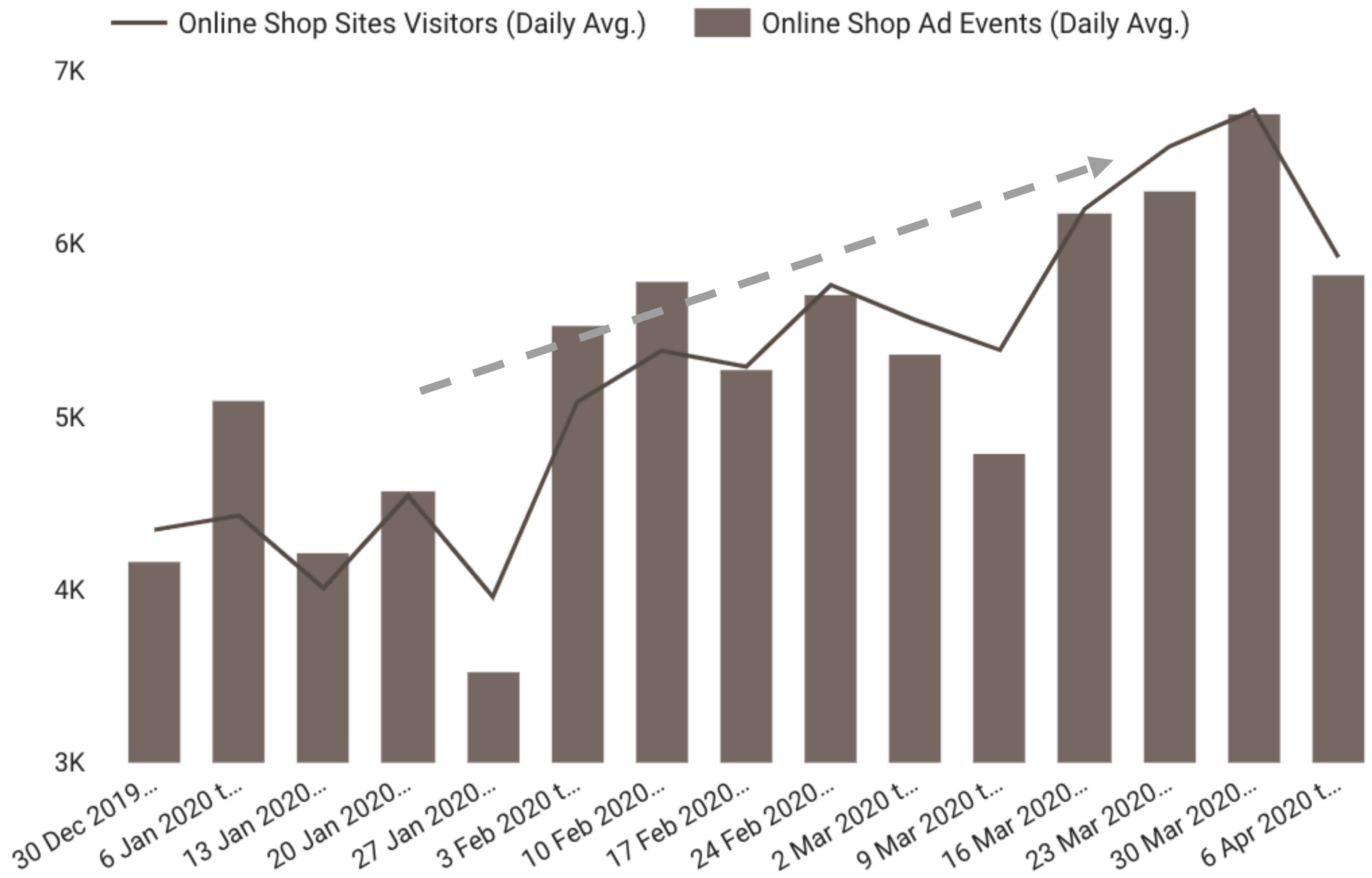


Upward Trend for both page views & users

1. 2x in Web traffic and users after outbreak.
2. All Publishers saw significant gain in users and traffic in-web.
    a. *2x for News & Forums
    b. Potentially due to work from home for the increased website/PC activities

Local Travel Publishers Vs E-Commerce Insight

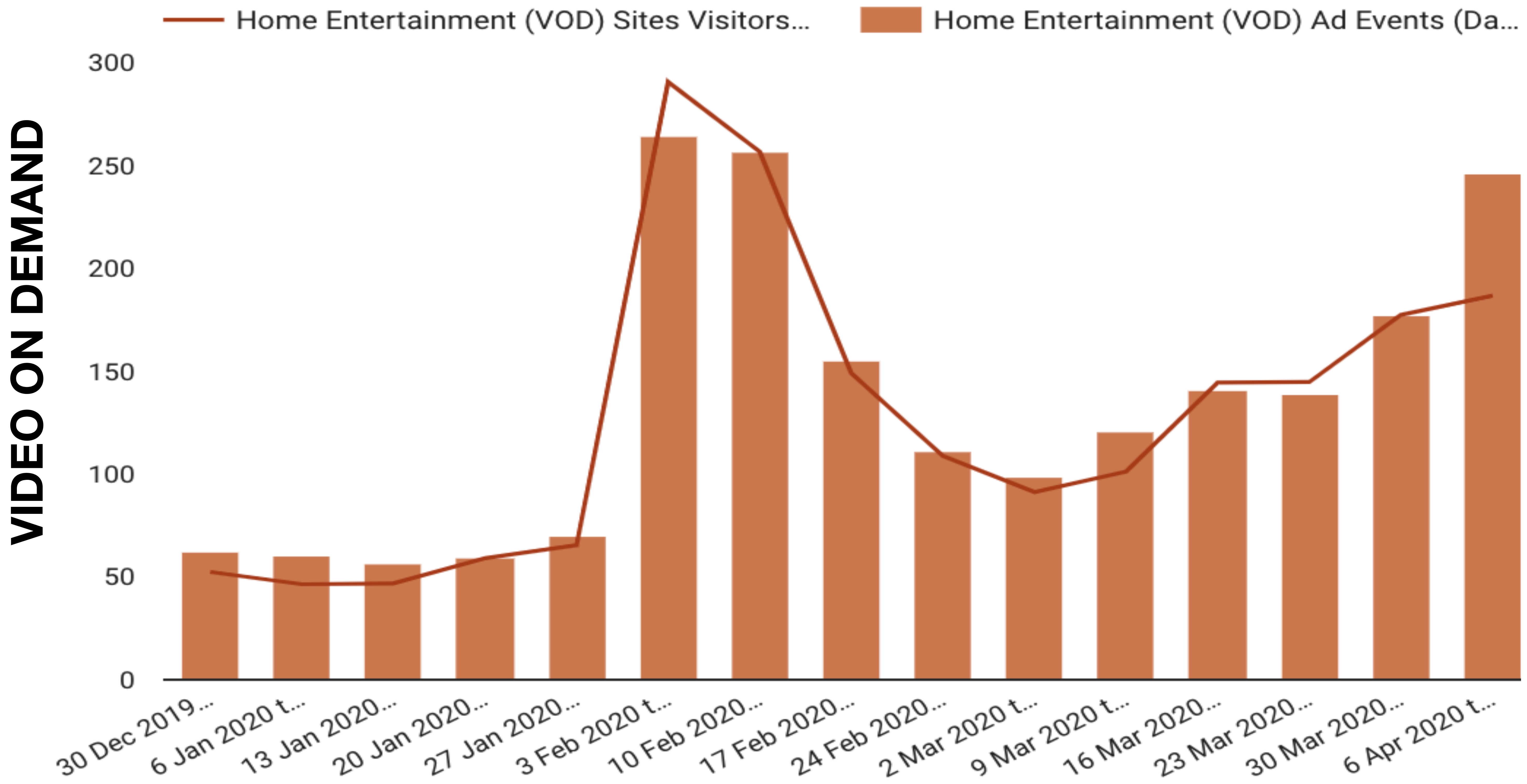




- Significant Downward Trend for both page views & users
- >80% decreases in users and page views from Jan to Apr
- Exception: Sites promoting local tours

- Significant Upward Trend for both page views & users
- >50% increases in users and page views from Jan to Apr

VOD Platforms Site Traffic Insights



1. Upward Trend for Home Entertainment sites visitors.
2. 2.5x in traffic and users after outbreak

Short term peak in visitors, with a sharp drop in visitor and sustained increase

Site had no significant changes in marketing promotions in the period

Hong Kong Mobile Universe : Hotmob DMP Coverage

23.7M

*Subscriptions on mobile data services (Jan 2020)

192M+

Content Page Indexed#

19.2M

Total Device Reach#

9M

Total User Profiles#

2,000

Platform Audiences#

200+

Custom HK Audiences#

Source 1, *http://www.ofca.gov.hk/en/media_focus/data_statistics/key_stat/
Source 2, #Hotmob Network Analysis

Implications – Story Behind The Data

What did the data tell us? - the past

HK Residents have shown clear changes in interests and behaviors

Data is leading the way in enabling marketers to shape messages and offerings in a timely fashion. Surges in time spent at home online have been a boom for entertainment and video apps, Netflix Marketing has certainly expanded to cover this need

The same uptick was seen in food delivery services and home shopping portals and personal banking. Benchmarking ‘normal conditions’ to measure ‘positive’ and ‘negative’ changes is key to understanding what is driving a particular market sector

This report was created to highlight the pre and post virus outbreak and its impact on user behavior

The look back window its of limited use in real world applications and the next logical step is to take a ‘moving window’ to monitor change and provide timely updates

What are the next steps? - the future

Recovery Indicator Monitoring & Timing
Data will signal when HK consumer and commercial confidence will return.

‘Closely following changes in trends and recovery indicators will be crucial for marketers to react and reach out with impactful messaging.
Timing will be everything’

By tracking the basket indicators below it will be crucial guidance to business and hopeful indicators for residents of life ‘returning to normal’ after the virus

1. Retail Footfall
Premium Shopping Malls, local shopping malls, District level, POI

2. Entertainment
Location footfall, online subscriptions & consumption

3. Travel & Transport
Commuter Journeys, Autos Usage, Public transport (Airport, Ports of entry)

4. Consumer Interests changes
Foreign Currency Exchange / Travel Destination Content
Stay Home Activities (Video Game, Homemade food, Online Education)
New Car Content Consumption
New Property Content
Insurance Product Research
Financial Products (investment, stocks, bonds)

hotmob
mobile ad on demand

To know more… please contact us
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