



Petal Ads

# Cultural Tourism in a New Era

Smart Marketing Solutions to  
Inspire Travel and Drive Growth



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# HarmonyOS

Smart Marketing Solutions to Inspire  
Travel and Drive Growth



# Petal Ads

A Smart Marketing Platform Powered by the HarmonyOS Ecosystem

Leveraging Huawei's 1+8+N full-scenario hardware, media and content ecosystem, Petal Ads delivers AI-powered marketing innovation and scenario-customized solutions via a robust, real-time, high-precision data platform. It empowers global brands to accelerate business growth and elevate brand value with exceptional efficiency.

**1 billion +**  
HarmonyOS Ecosystem  
Devices In Market

**440 million +**  
Global MAUs of  
HUAWEI IDs

**107,000 +**  
Premium Third-Party  
Media Partners



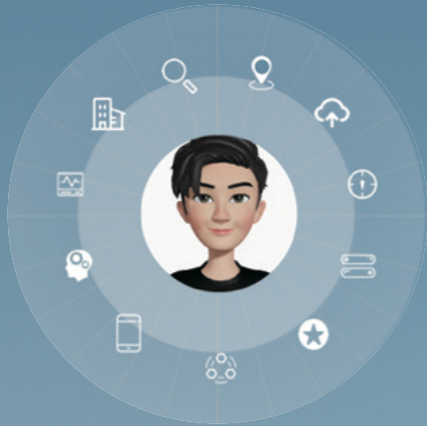
\*Data source: Petal Ads Platform, as of April 2026

# Full-Journey · Always-On · Omni-Channel

Mapping the Real World onto the Digital Horizon

## Data science

Building multi-dimensional data and intent awareness



## Digital enablement

Enabling distributed digital innovation



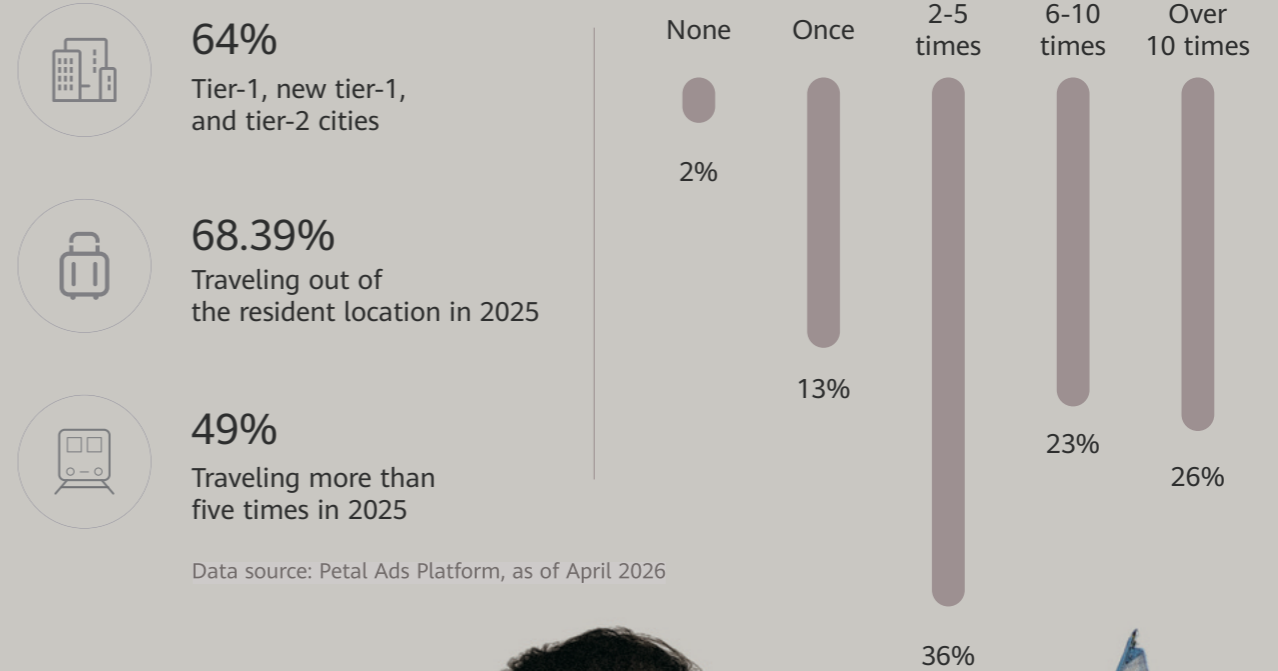
## Omni-channel placement

Aggregating universal consumer touchpoints



More frequent trips, longer travel distances

# Huawei Users Love to Travel



Data source: Petal Ads Platform, as of April 2026



HarmonyOS User

Enjoy long-distance exploration and prefer outbound travel



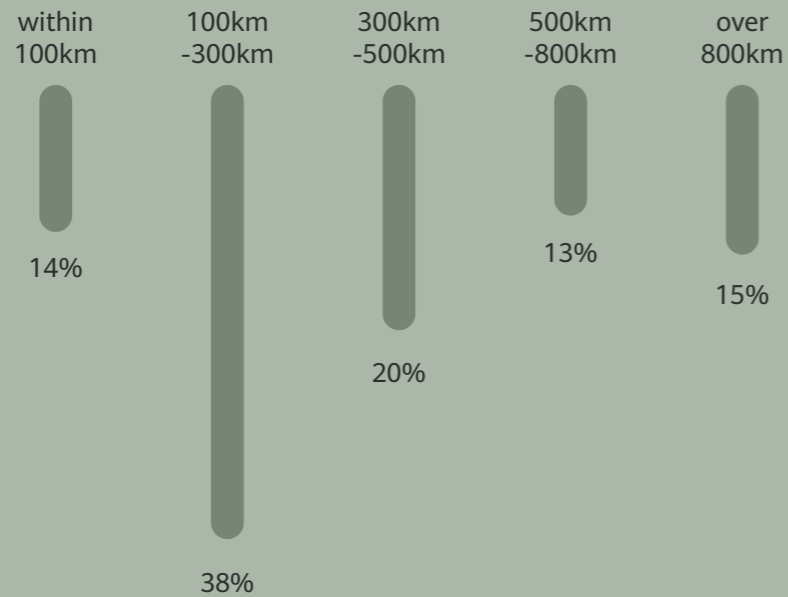
**48%**  
Traveling more than 300 km



**40%**  
Huawei user's share of national outbound travel

Data source: Petal Ads Platform, as of April 2026

HarmonyOS User



# Fueled by Passion

Committed to Quality & Experience

Transport preferences

**89%**  
Airplane and high-speed train

Destination preferences

**76%**  
Culture, food, and beaches

Hotel preferences

**80%**  
Premium hotel group

Experience preferences

**87%**  
Long-term immersive tours

Data source: Petal Ads Platform, as of April 2026



1 out of 3 Huawei Users

# Travels Frequently

Travel is a way of life

Frequent planning

**37.54%**

Users making 7 or more annual OTA payments

Quality accommodation

**32.5%**

Users with hotel bookings

Convenient travel

**20.16%**

Users who pay for taxi services

Data source: Petal Ads Platform, as of April 2026



# PEOPLE



Precise Targeting of

Key Audiences to Drive Quality Tourism Growth

# Gen Z cultural explorers

## 01

### User persona

- Young students in the study-abroad or exchange stage
- Lighthearted & curious; embracing light travel with minimal burden
- Exploring global heritage, history, and local customs
- Curating unique stories and experiences to enrich personal narratives
- Experience-first with a high passion for social sharing

### Demographics

- Age group: **18-23 years old**
- Gender distribution: **relatively equal distribution**
- Geographic origin: **concentrated in tier-1 and new tier-1 cities, with some from tier-2/3 cities**
- Education level: **primarily Bachelor's degree or higher**

### Travel insights

- High outbound intent: **45%** higher than average; strong preference for Europe and the Middle East, with a **TGI of 580**
- Domestic travel is strongly linked to performances and exhibitions; frequenting "cultural hubs" like **Hangzhou, Nanjing, and Guangzhou**
- Outbound long-haul travel intent: **68%** higher than average; **72%** higher interest in niche/off-the-beaten-path destinations
- Travel style: preference for solo travel or small-group trips (**81%** higher than average)

### Consumption preferences

- Accommodation: **22%** prefer mid-to-high-end hotels
- Premium experiences: high willingness to pay for local specialties and luxury cultural activities (e.g., bespoke art tours, adventure travel) — **63% higher than average**



### User persona

- Young professionals; rational and pragmatic with significant assets (property and car)
- Driven by career success and social ambition
- Travel primarily for business or emotional rejuvenation
- Strong preference for high-end, comfortable, and premium experiences

### Demographics

- Age group: **24-34 years old**
- Gender distribution: **Mostly male**
- Geographic origin: **mainly in new tier-1 cities** Some from tier-2/3 cities
- Education level: **primarily Bachelor's degree or higher**

### Travel insights

- Domestic travel frequency **42%** higher than average; short-haul interest **TGI: 730**
- High-frequency travel concentrated in **Jiangsu, Zhejiang, Shanghai, and Guangdong**
- Outbound travel intent **48%** higher than average; preferring **Hong Kong (China)** and **Europe**
- Efficiency-oriented: short decision-to-booking cycle, typically **within 1 week**

### Consumption preferences

- Flight and rail travel frequency **52%** higher than average
- Luxury hotel selection accounts for **51%** of total bookings
- Active usage of maps and ride-hailing apps **68%** higher than average

## 02

# Efficient business elites



### 👤 User persona

- High-income lifestyle consumers
- Established social status and wealth; mostly married, some with children
- Pursuing premium experiences, high-quality life, and a sense of identity
- Seeking emotional fulfillment and personal growth

### 👤 Demographics

- Age group: **35–44 years old**
- Gender distribution: **more females**
- Geographic origin: **highly concentrated in tier-1 and new tier-1 cities**
- Education level: **balanced distribution of bachelor's and master's degrees**

### 📍 Travel insights

- Travel interest **55%** higher than average; frequent domestic and outbound trips
- Domestic preference for coastal destinations like **Hainan, Shandong, Guangdong, and Guangxi**
- Strong interest in Asian and European regions such as Hong Kong (China) and Russia, with a **TGI of 210**
- Deep engagement in local high-end lifestyles, with a **TGI of 320**
- Solo travel at **68%**; traveling with children at **25%**

### 👛 Consumption preferences

- High-end luxury hotels **72%**
- High willingness for premium bespoke travel, airline VIP experiences, and luxury shopping, with a **TGI of 350**
- Interest in exclusive and luxury experiences **78%**

03

# Elite luxury vacationers

# Quality-oriented family travelers

04

### 👤 User persona

- Quality-driven families and middle-class parents
- Primarily in the preschool stage, with some in K-9 education
- Balancing educational value for children with personal travel interests
- Habitual long-term planners for mid-to-long-haul trips
- High-quality credit profiles and asset ownership
- Prioritizing safety and high-quality bonding experiences

### 👤 Demographics

- Age group: **35–44 years old**
- Gender distribution: **relatively even**
- Geographic origin: **mainly in Tier 1 and new tier-1 cities**
- Education level: **primarily Bachelor's degree or higher**

### 📍 Travel insights

- High interest in domestic road trips and high-speed rail, with a **TGI of 420**; favoring cultural destinations like **Xi'an, Dali, and Chengdu**
- Short-haul outbound travel **38%** higher than average, with a preference for **Russia, Japan, and Thailand**
- Mid-to-long-term decision makers: booking window for visas, flights, and hotels is typically 30 days or more

### 👛 Consumption preferences

- Strong early-bird booking behavior; **45%** purchasing hotel packages during promotion periods
- Family-friendly services and high-end hotel brands account for **48%** of selections
- Willingness to pay for family leisure experiences: **52%** higher than average





### User persona

- Quality-oriented seniors who enjoy relaxed travel
- Slow-paced lifestyle, with significant asset accumulation
- Valuing family communication, caring for grandchildren, and longing for distant destinations
- Active in social circles, valuing reputation and convenience

### Demographics

- Age group: **seniors aged 55 and above**
- Gender distribution: **relatively even**
- Geographic origin: **concentrated in tier-1 and new tier-1 cities, with clusters in Central-South China and Guangdong**
- Education level: **high school or above**

### Travel insights

- Travel interest **36%** higher than average; active in both domestic and outbound trips
- Domestic preference for unique cultural destinations like **Xishuangbanna, Quanzhou, and Shanghai**
- Strong interest in traveling to the US, with a **TGI of 360**
- Preference for slow-paced long-haul roaming and extended stays; strong leisure travel interest with a **TGI of 460**
- **76%** travel with family or peer groups

### Consumption preferences

- Luxury hotels: **18%**
- **49%** willing to pay for wellness, health, and relaxed leisure experiences
- Repeated travel probability **42%** higher than average

05

# Senior Wellness Travelers

Petal Ads

# Marketing as a Service

HarmonyOS Ecosystem:  
Engaging Users Throughout Their Journey

Understanding user intent through data  
Connecting with users at the right moments of their journey

# 1 Capture attention at key moments



HUAWEI Vision



Magazine unlock

# 2 Cover stories for immersive engagement

# DREAM

Pre-Trip Planning

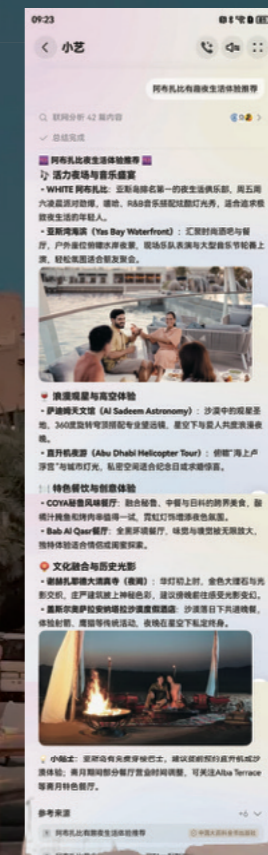


## Smart Reach

Stimulating Travel Interest

Smart itinerary

Celia's Personalized Guide



阿布扎比，情侣出游多样化体验推荐

Smart recognition



阿布扎比家庭出游推荐

阿布扎比浪漫约会与特色美食推荐



阿布扎比踏

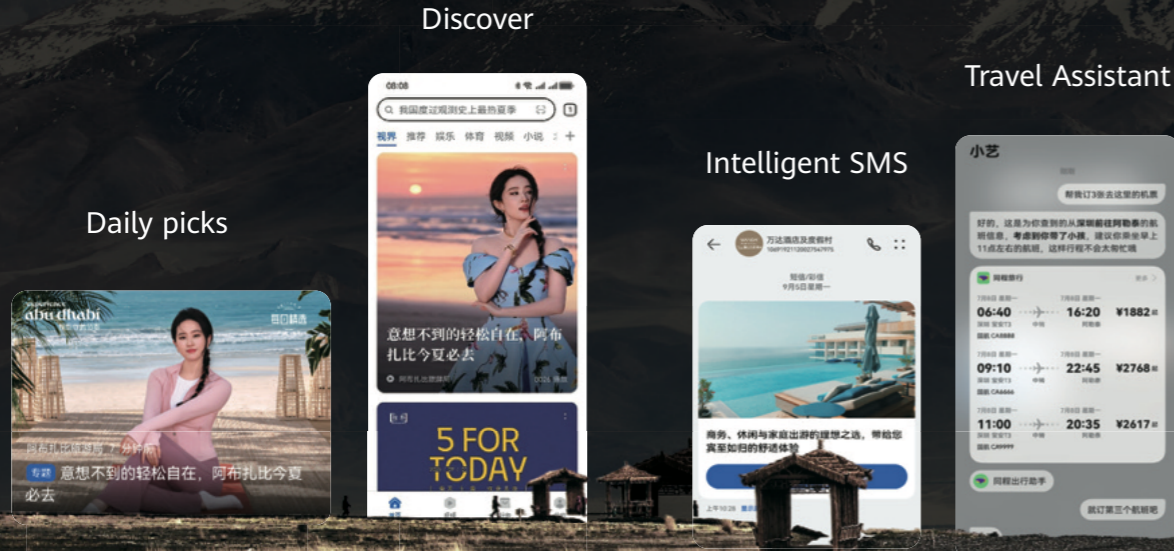
Map-based Trip Planning



阿布扎比舒适奢华体

# 3 Instant answers via smart Q&A

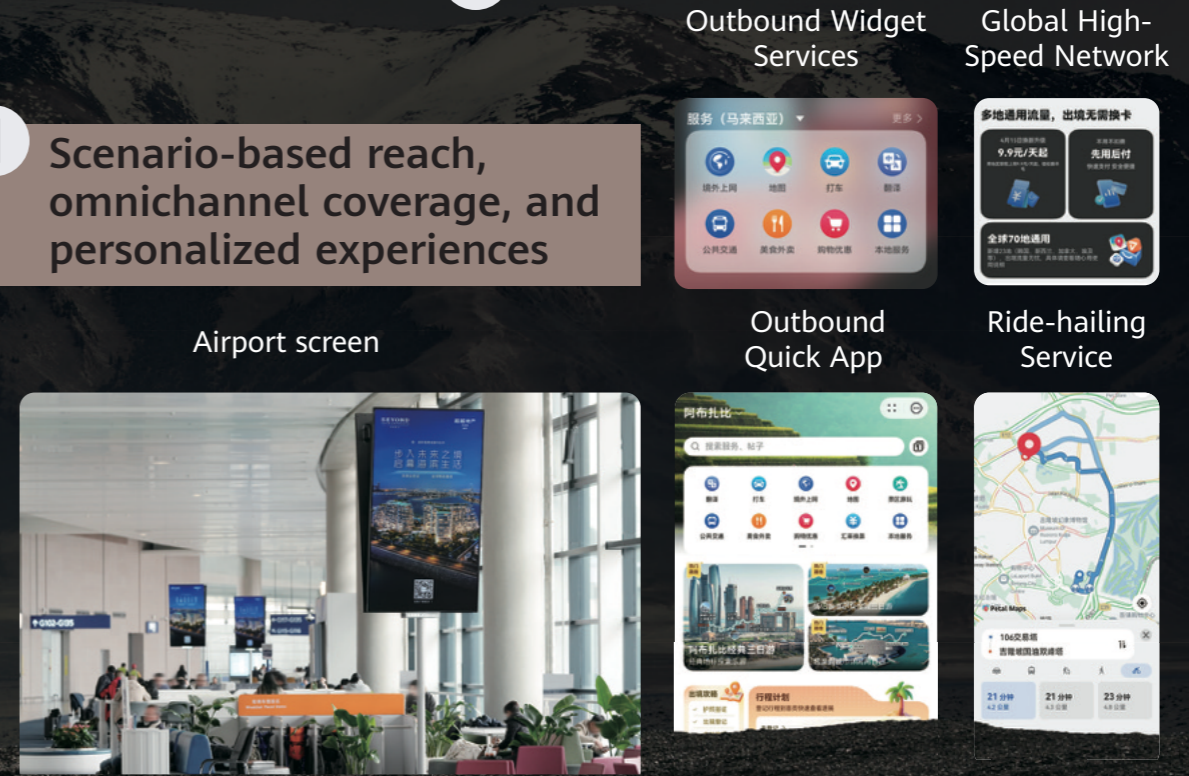
**1** Rich content for immersive experiences



**2** One-click ticket purchase with intelligent reminders

**2** One-stop local services, for easier outbound travels

**1** Scenario-based reach, omnichannel coverage, and personalized experiences



Smart Conversion for

Faster Decisions

**BOOK** Instant Booking

Smart Assistance

In-Trip Experience

Enriching Travel Experiences

**TRAVEL**

### 3 Celia Live Agent Ask Anytime, Get Instant Insights

Smart Trip Planning      Food & Attraction Recommendations      Real-time Translation

Landmark & Wildlife Recognition      One-tap Photo Editing      AI Travel Caption Generator

Smart Companion

# SHARE

Post-Trip Sharing

## Post-Trip Sharing

Amplifying Word-of-Mouth

### 1 Photo contest and user submissions

### 2 Offline exhibition in flagship stores



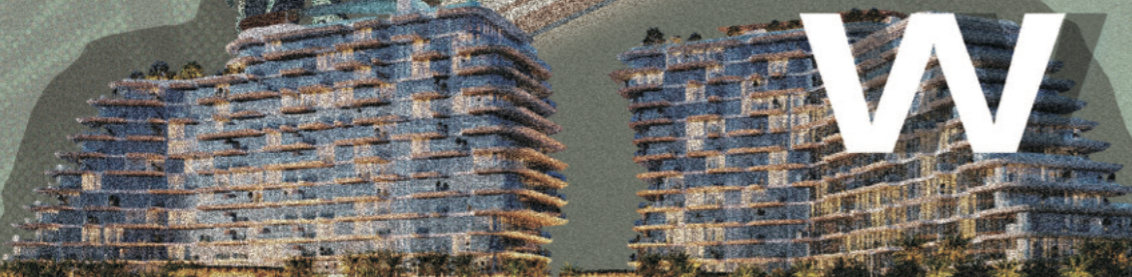
### 3

Official expert review

**XMAGE**  
影像力量



# CASE SHOW



# 「 Visit Malaysia 2026 」



Content Seeding, IP Co-Creation & Hardware Synergy —  
Crafting a Unique Cultural Tourism Identity

Immersive browser  
reading to discover  
Malaysia's diverse  
beauty



Dual-IP collaboration x visual storytelling  
「 See, Truly Malaysia 」

HUAWEI Mate80



Time to Visit Malaysia 2026 — with  
HUAWEI WATCH GT 6 Series.  
One destination,  
one moment at a time.



# Abu Dhabi, a Must-Visit Destination This Summer

## Tech-driven immersion: breaking marketing boundaries

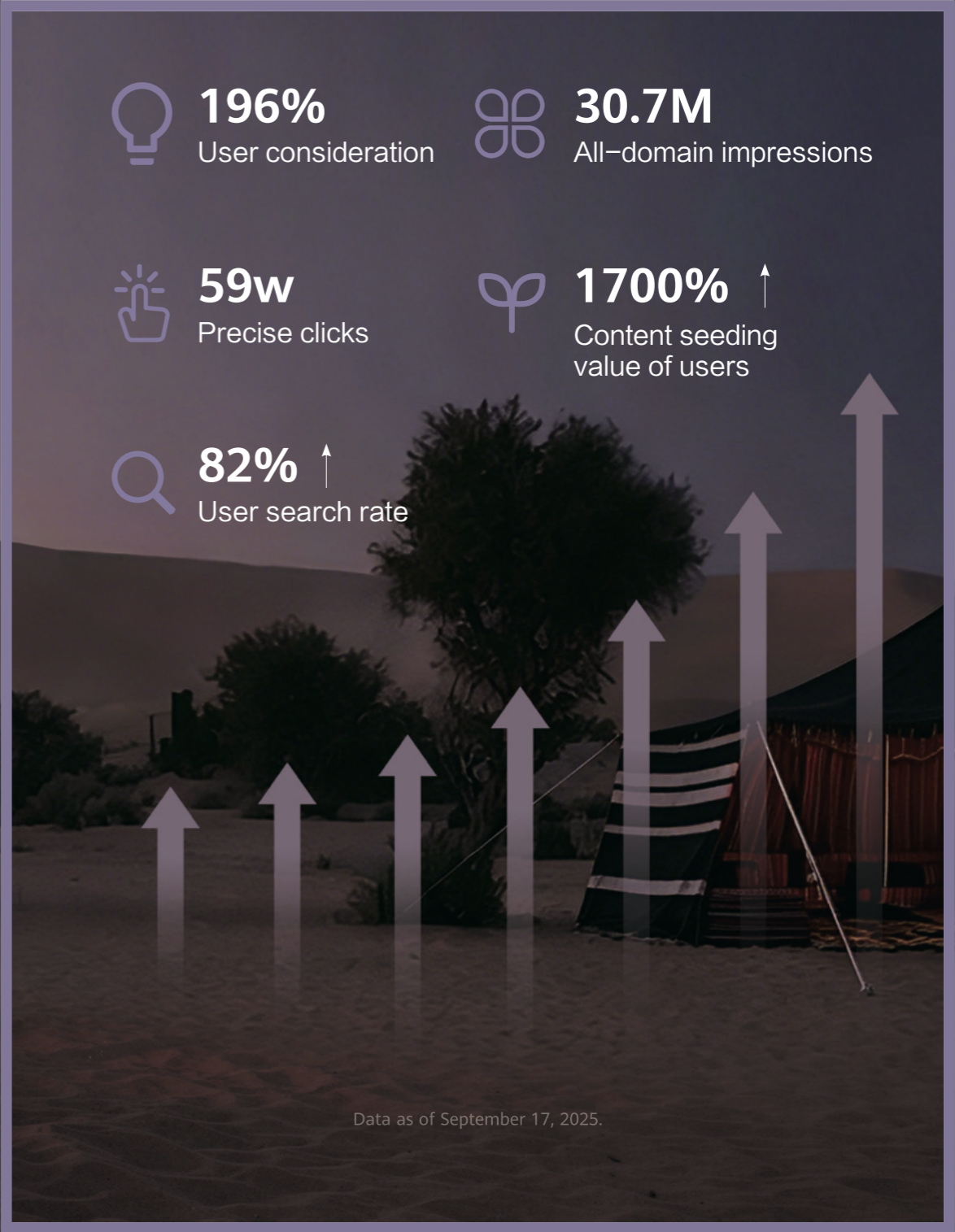


**AI interaction**  
Breaking information barriers

**Celebrity marketing**  
Breaking awareness barriers

**Content engagement**  
Breaking down reach barriers

Leveraging Petal Ads' strengths in branding, technology, and media influence





Inspire Island Getaways · Shape Destination Perception

Deliver Scenario-based Travel Guides · Drive Booking Decisions

# Fly PAL

# Embrace Summer and the Sea

# in the Philippines

# Fly Better with Emirates

HarmonyOS ecosystem enables closed-loop marketing throughout the travel journey, driving a **48%** increase in brand searches

Consumer journey



Content seeding  
Unified communication across a multi-screen ecosystem

Dreaming



02

Planning

Emotional connection  
Interaction via the "Warmth Project" in the TimeScope community



Booking

Brand memory building  
Experience in Huawei flagship stores

03



Experiencing

Smart services  
Instant access via Huawei Watch



05

Sharing

Post-campaign publicity  
Organic sharing by Huawei fans



# [ Fly Air China ]

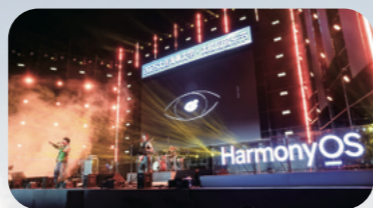
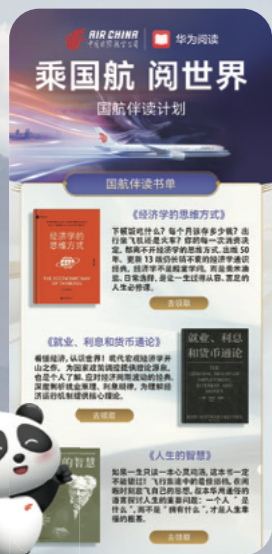
## Discover Kindred Spirits Beyond Cultural Borders

Cultural marketing & HDC tech  
breaking boundaries with **8B+** total impressions

**Charity book donations & travel**  
partnering with HUAWEI Books for seasonal marketing, achieving 100M+ impressions

**HUAWEI Music heritage assets**  
crafting brand identity, acquiring 10k+ premium new users

**Campus Music Festival**  
Leveraging back-to-school and music festival seasons to build new brand perception



**HDC**  
Showcased at Huawei Developer Conference  
Connecting nearly 10,000 business elites and HarmonyOS tech enthusiasts



Dress up your every day

HUAWEI Themes



[ Ultimate aesthetics ]  
a new platform for brand revitalization

[ Ultimate experience ]  
in-depth brand embedding into scenarios and emotional resonance

# PALM JEBEL ALI

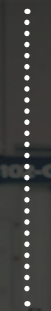
Deep scenarios and emotional value, reduced conversion cost by **93%**

## Customized Theme



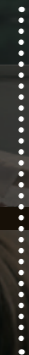
## Traffic side airport large-screen impressions

Passenger entry/exit



## Penetration side Engagement through HUAWEI Vision impressions

Family decision-making



BEYOND  
DEVELOPMENTS



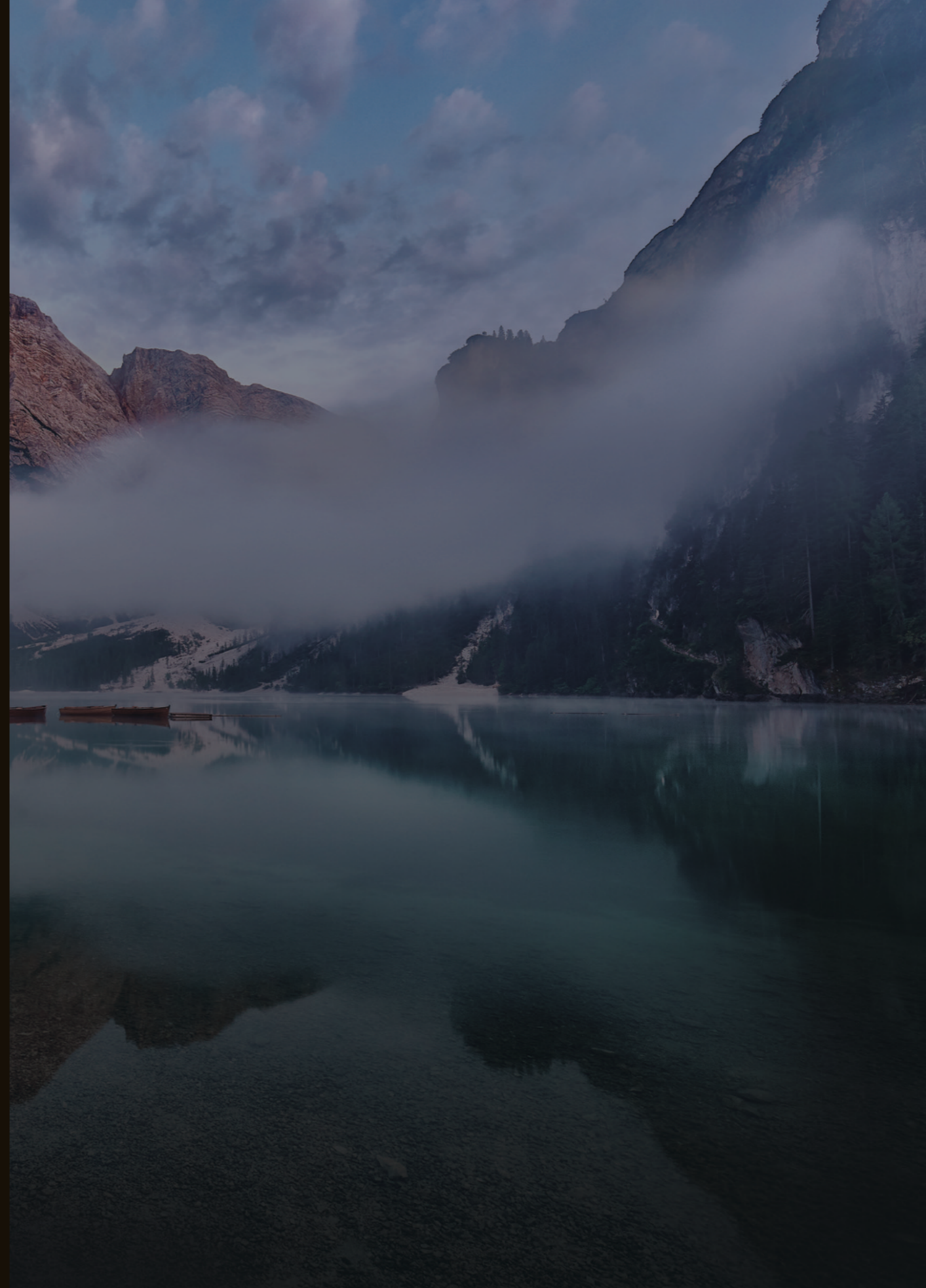
## Closure side small-screen conversion and remarketing

Family decision-making



Cross-scene synergy for marketing loops:  
from single-screen reach to omnichannel impact

# Redefining Luxury





ads.huawei.com



- Smartphone icon
- Tablet icon
- Smartwatch icon
- Laptop icon
- Smart glasses icon
- Smartwatch icon
- Smart glasses icon
- Smartwatch icon
- Smart glasses icon

The preferred scene  
smart ma  
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