

Hello, We Are HelloDive.com!



1. About HelloDive

HelloDive.com was established in 2016. It began with a mission to share the love of the ocean and the joy of scuba diving. Back then, dive tourism was just starting to bloom in China. Our name is inspired by the classic output when first learning a programming language: Hello, World. Since the ocean covers 71% of the earth's surface, we think "Hello Dive" represents a new and exciting journey to many Chinese travellers.

Today, HelloDive has become an integrated platform that reports dive travel news, shares global diving information, and advocates marine conservation and responsible travel. We source and sell a variety of travel products including courses and liveaboards. We also provide marketing services to dive brands looking for opportunities to connect with the Chinese dive communities worldwide.

2. Why Work with Us

Specialising in Diving

HelloDive is the most active dive media and booking platform in China. We provide one-stop assistance to Chinese travellers looking for a dive and island holiday overseas.

Experts in the Chinese Market

Our team members include executives from China's long-established advertising firms and marketers from PADI and dive brands in the Great Barrier Reef. With a combined experience of 30 years in the Chinese consumer market, we understand Chinese divers' preferences and travel styles inside out. Most importantly, we ARE divers.

Official Channel Access

We are the official media partner of the Dive & Resort Travel (DRT) Expo, the biggest dive exhibition in Asia. We work closely with Green Fins China to promote ocean awareness to our Chinese audience. Our access to these channels has and will continue to provide direct exposure for our clients.

Successful Cases

We have helped several overseas dive shops to achieve significant market reach, many of which entered the Chinese dive market for the first time. Such as Divers Den and Spirit of Freedom from Australia, TT MEGA Explorer from Myanmar. Our work brought growth in both product sales and brand awareness to our clients, and we're very proud of it!

3. Travel Booking Service

We source and sell high-quality dive day trips, liveaboards and courses. We offer Chinese e-wallet payments to our customers and handle the currency difference on our end, so that you don't need to worry about the hassles while entering a new and exciting market.

Our Process

- 1) We work together to collect tailor-to-market product information, photos, and other important information regarding your products
- 2) Once the agent contract is signed, your products will be listed on Hello Dive's booking platform; we'll also add your dive shop to our digital dive guide for extra exposure
- 3) Divers can enquire about your products through our WeChat and Facebook channels, as well as via email
- 4) Divers make payment in Chinese Yuan to Hello Dive; we provide all kinds of Chinese digital wallet payment options
- 5) We communicate with you to secure the booking with our customers, and we will make payment to you in a way based on our contract agreement
- 6) Customers receive the Hello Dive booking confirmation
- 7) The booking is completed as our customers dived with you

4. Brand Marketing Service

When we talk about Chinese marketing, we mean localisation. Localisation is a crucial step in removing the cultural barrier between your brand and the Chinese audience. At HelloDive, we are passionate about transforming your website and marketing collaterals into content appealing to Chinese divers, and connecting your brands with your customers from a multi-dimensional level.

WHAT WE OFFER

Chinese Social Media

Engaging content is the most powerful tool to build your brand in China. Our team can help you produce eye-catching and authentic content tailored to the market's desire. We can also set up and

operate your WeChat official account, which is a must-have to maximise your brand exposure in China.

Website & SEO Optimisation

Whether you want to improve your existing website or develop one from scratch, we are here to help you. With our expertise in digital advertising, we can strategically optimise your brand's search ranking on search engines that have high popularity to your audience, such as Baidu, Sogou and Google (overseas).

Video Content Production

Our in-house produced vlog series *To Sea The World* has accumulated over a million views on China's leading stream entertainment platforms so far. This is a long-term project designed to bring our audience a first-hand dive experience at different destinations. *To Sea The World* will assume once overseas travel is allowed.

Dive Expos & Events

We can represent you at dive expos and destination talks in China. We help your products stand out to the right audience as we understand our fellow divers' travel styles and speak their language. That way you save time while maximising return. We can also organise exclusive events to market your brand to the dive community.

5. Contact

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