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Pacific Asia Travel Association

Overview

- Focus on why the experience economy is changing the way we live and travel
- Its impact on the evolution of travel from a consumption and marketing perspective
- Some of the key drivers and how these effect booking trends
- Marketing Solutions for the new Generation
- Adaptation of Product

Social Transformation

- Ownership models have changed through the sharing economy
- Focus is on experiences not on goods
- Effects all age groups from children upwards
- Wealth accumulation through goods is no longer seen as proof of success
- This impacts all activities and services
- Power of social media has made the consumer king
- Peer to peer reviews overtake advertising
- Sharing economy is about creating common ground

Experience Economy

As goods and services become commoditised the customer experiences that companies create will matter most

Customer experience: "[…] is the cumulative impact – both emotional and practical – of all the encounters and interactions that a customer has with a company." (Soudagar, Iyer & Hildebrand, 2012)

Some Key Drivers

- Technology
- Connectivity
- Social media networks
- Review sites
- Evolution of the consumer (all age groups)
- Product differentiation
- "**Experience** is the new wealth and new luxury"

Who are the future consumers - the Millennials?

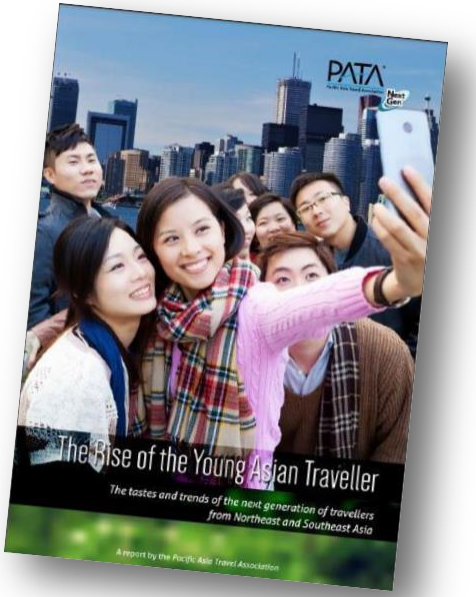
Profile of the “new” Customer

	“Old reality”	“New reality”
Identity	Consumers, respondents	Real people, creative partners
Role	Passive	Active
Source of insights	Surveys, observations	Conversations, stories
Handshake with company	Transaction-based	Interaction and experience-based
Information and influence	Company advertising, expert opinion	WoM, social media, peer-to-peer
Concept of value	Company offers, one size fits all	Customer determines; tailored and unique
Primary source of value	What’s in the brand, attributes and features	What customers do with the brand; unique solutions and customized experiences

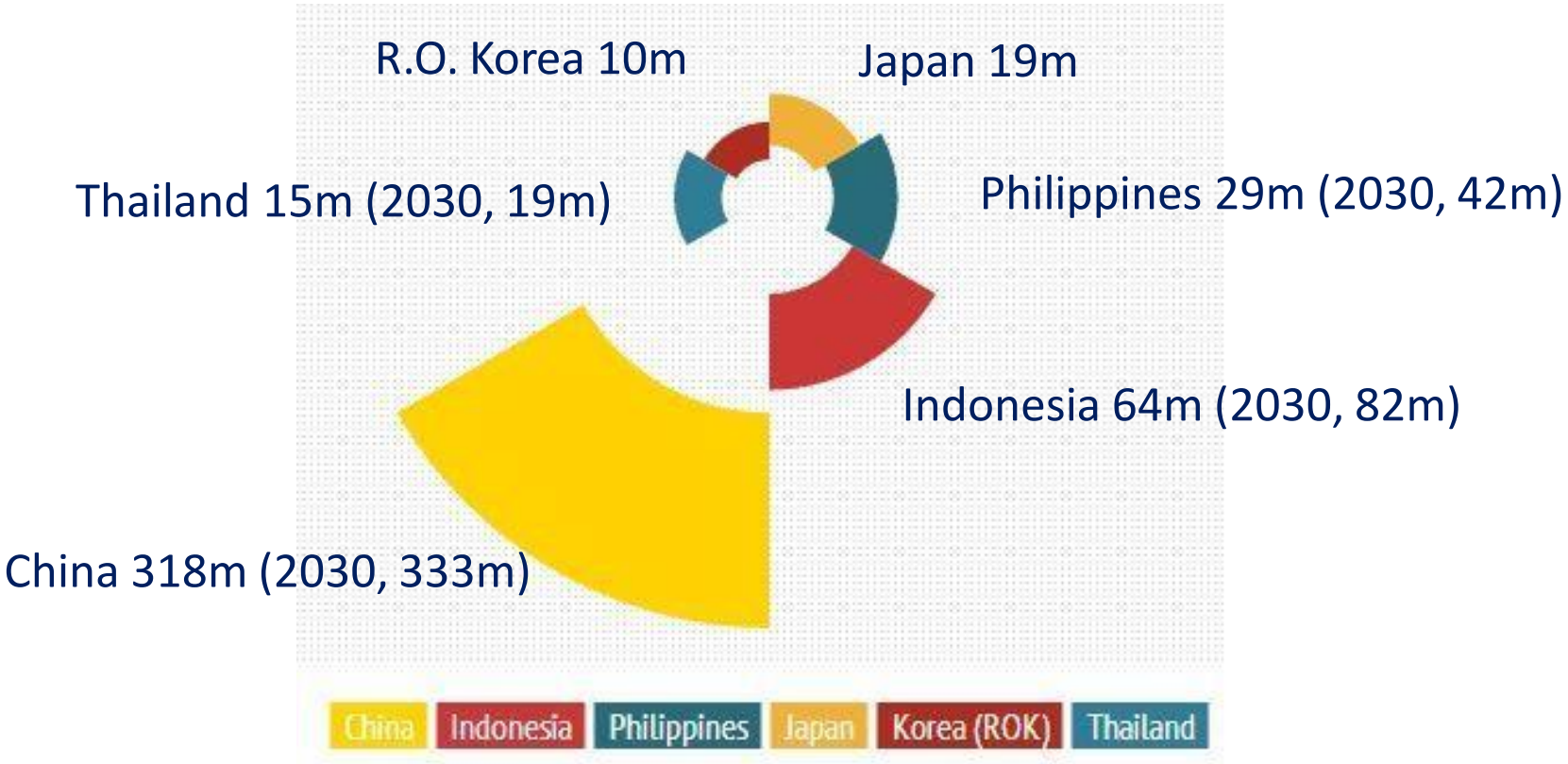
Shift from product-centric to customer-centric

The Rise of the Young Asian Traveller

- Compiled January-July 2014
- Peter Jordan (WTO, PATA, Toposophy)
- In line with PATA's 'NextGen' philosophy
- A committment to young travellers and tourism industry professionals of the future
- Over 100 pages of insight & analysis



Gen Y and Gen Z in Asia:
Population of 15-29 year-olds in 2015 vs. 2030



Source: World Bank, 2014

What will drive growth of youth travel from Asia?

Rising birth rate

Rapid urbanization

<< Economic growth

Rising middle class >>

Expansion of international education

Improved gender equality in education and work

Book & fly generation

Influence of social media

<< Online 24/7

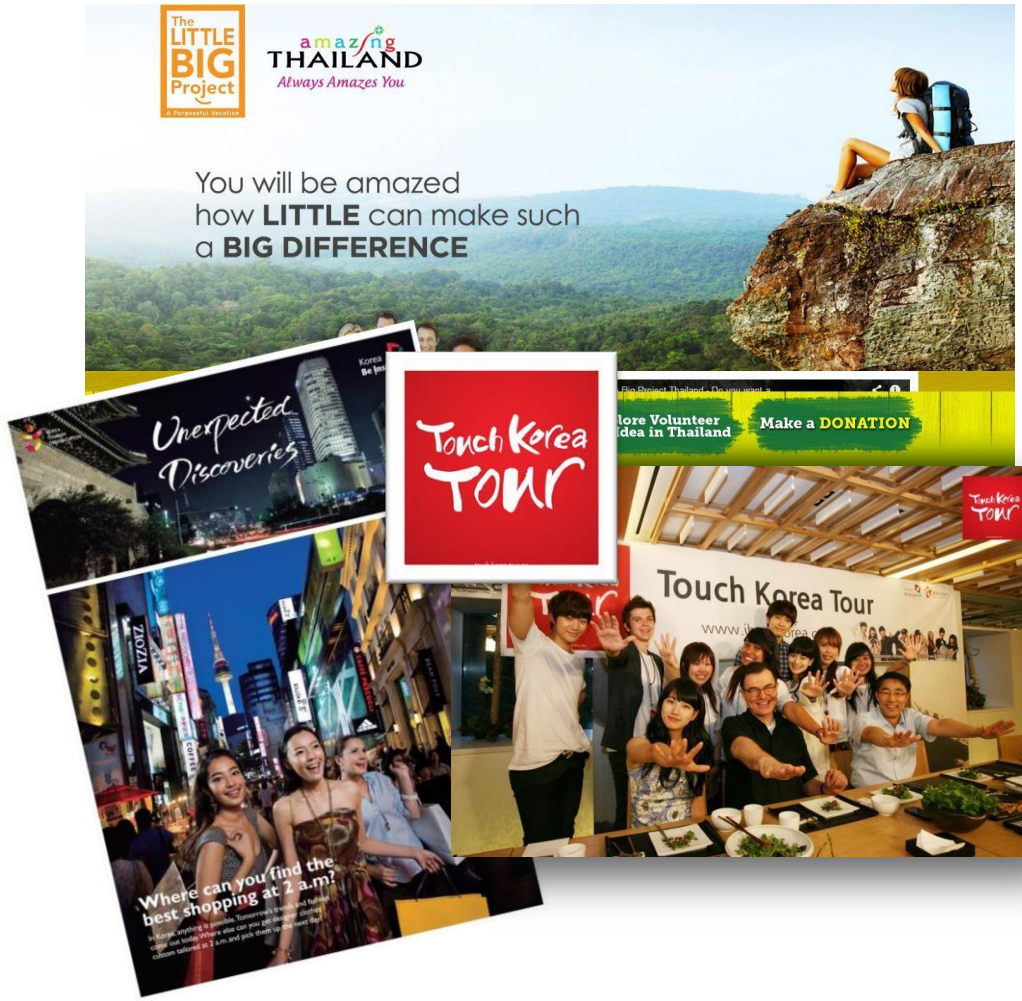
Comprehensive first-hand research

- Survey of nearly 3,000 Millennials (aged 15-29) in 13 countries…

- Young people told us about their **travel motivations** and **concerns, sources of funding, accommodation choice, booking apps, dream destinations** and more….

Input from 9 National Tourism Organizations:

- Case studies on great marketing campaigns
- Which are the right partnerships to build youth travel
- How to measure the rate of growth in the region



Perspectives from tourism thought leaders, start-ups and academics:

“The sharing economy in Asia”

“The Chinese backpacker”

“The rise of the movie road trip”

“Low cost as a lifestyle brand”

“Parents or kids: Who makes the purchase decision?”

What was your reason for travelling?

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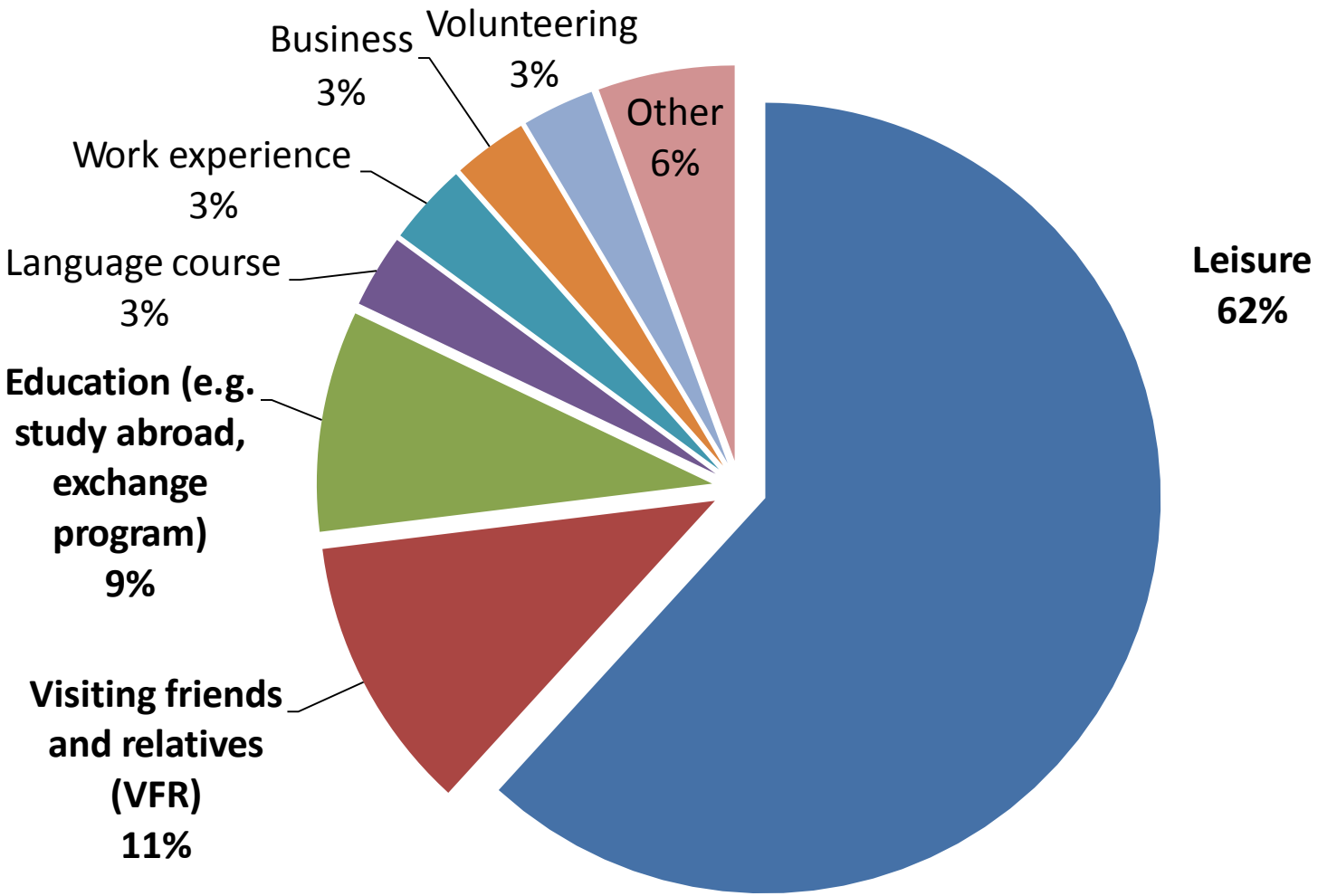

37% of young Asian travellers funded their travel directly from their parents

"I want to travel to somewhere I've never seen before" is the biggest motivator for travel

Sites such as TripAdvisor are the No1 source of advice, followed by family & friends

Nearly 1 in 5 young Asian travellers stayed in a 4-5* star hotel on their last main trip

43% of stays in a private residence were booked through sites such as Airbnb

After the high cost of flights and accommodation, fear of terrorism and personal safety are their biggest concerns

Chinese travellers are the most likely to be influenced by a special offer

The top five dream destinations for young….

Chinese…

1. Australia
2. France
3. Japan
4. United States
5. Italy

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RESEARCH AND BOOKING BEHAVIOUR

Social Networks

Social networking is a key driver of the experience economy has had a significant impact on society

It has given individuals and tribes a voice and companies and governments new ways to engage

airbnb

Insta

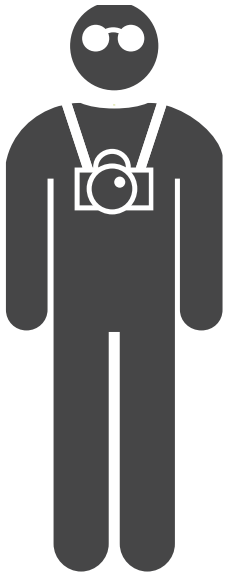
B.

UBER

tripadvisor

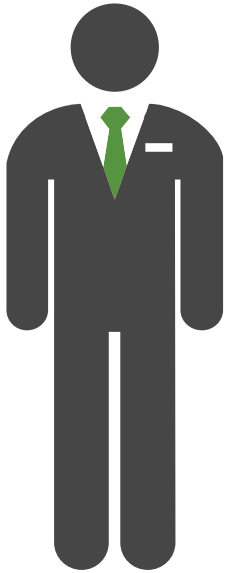
skyscanner

Do Online Reviews Impact Booking?



89%

of global travelers say reviews are influential when choosing where to book



96%

of global hotels say reviews are influential in generating bookings

Source: TripBarometer by TripAdvisor, April 2014

tripadvisor

375 million
unique monthly visitors

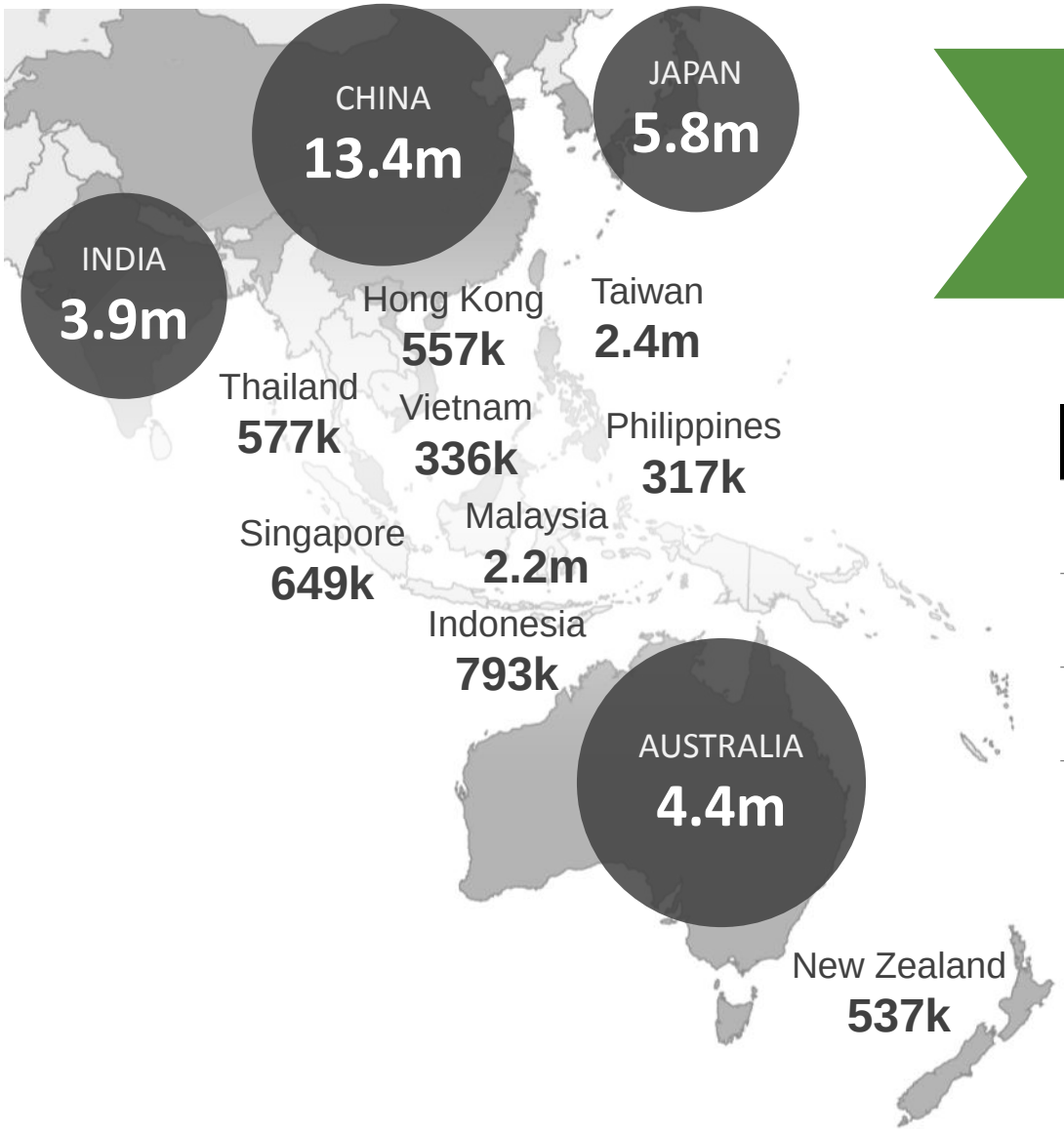
84+ million
TripAdvisor members

250+ million
reviews and opinions

160+
contributions every minute

*Source: Google Analytics, average monthly unique users, Q2 2015; does not include traffic to daodao .com

TripAdvisor – APAC



38 million

APAC Total

Other Markets	UUs
Worldwide Total	142.4m
US Total	32.4m
EU Total	59.7m

River cruise question (one way tour)

Watch this Topic

Which Guilin hotels are on sale?

dd/mm/yyyy dd/mm/yyyy See hotels

Browse forums All | Guangxi Zhuang forums | Guilin forum

Guilin forums Search

mvkicker

Level 5 Contributor

94 posts

70 reviews

River cruise question (one way tour)

04 September 2015, 16:26

My wife and I will arrive in Guilin around midnight and will have three full days in the area. We have booked a hotel in Yangshuo for our trip and they are quoting us $50 US for transportation to the hotel from the airport. We would like to take a cruise along the river and would like to know if there is a cruise that begins in Guilin early morning and ends in Yangshuo without return transportation to Guilin. Since we are arriving very late in Guilin we feel it would be best to book an inexpensive room in Guilin and take a boat to Yangshuo the next morning instead of taking transportation from the airport to our hotel in Yangshuo very late in the evening. Thanks!

Reply Report inappropriate content

Travellers interested in this topic also viewed... Hide

Lijiang Waterfall Hotel ★★★★½

#11 of 527 hotels in Guilin

746 reviews

"In the heart of the city"

K B 24 September 2015

Show Prices

See all 527 hotels in Guilin

12 replies to this topic

Hotels travellers are raving about...

Lijiang Waterfall Hotel Read reviews

746 Reviews

Guilin, Guangxi Zhuang

Shangri-La Hotel Guilin Read reviews

799 Reviews

Guilin, Guangxi Zhuang

Guilinyi Royal Palace Read reviews

144 Reviews

Guilin, Guangxi Zhuang

All hotels in Guilin (527)

Top questions about Guilin

- When is the best time to visit?
- Is it easy to get around?

Guilin Destination Experts

Culture-Discovery
322 forum posts

OrientalRed
4,783 forum posts

Members who are extremely knowledgeable about this destination and answer travellers' questions frequently.

Riyue Shuangta Cultural Park

91 Reviews | #4 of 152 things to do in Guilin | Certificate of Excellence

Nature & Parks

Overview | Reviews (91) | Q&A | Location | Save | Write a Review

Is this attraction free to the public?

Yes | No | Unsure

Address: No.10 Wenming Road, Xiufeng District, Guilin 541001, China

Name/address in local language

Improve this listing

Today 7:50 - 22:00 Open now

See all hours

TripAdvisor Reviewer Highlights

Read all 91 reviews

Visitor rating

Excellent		31
Very good		40
Average		19
Poor		1
Terrible		0

"Lovely photogenic stroll"

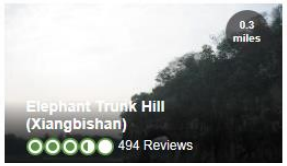
Very photogenic both during the day and at night. Lovely strolling around the lakes. Close to Elephant Hill and the perfect way to pass if you are headed over to the walking... read more

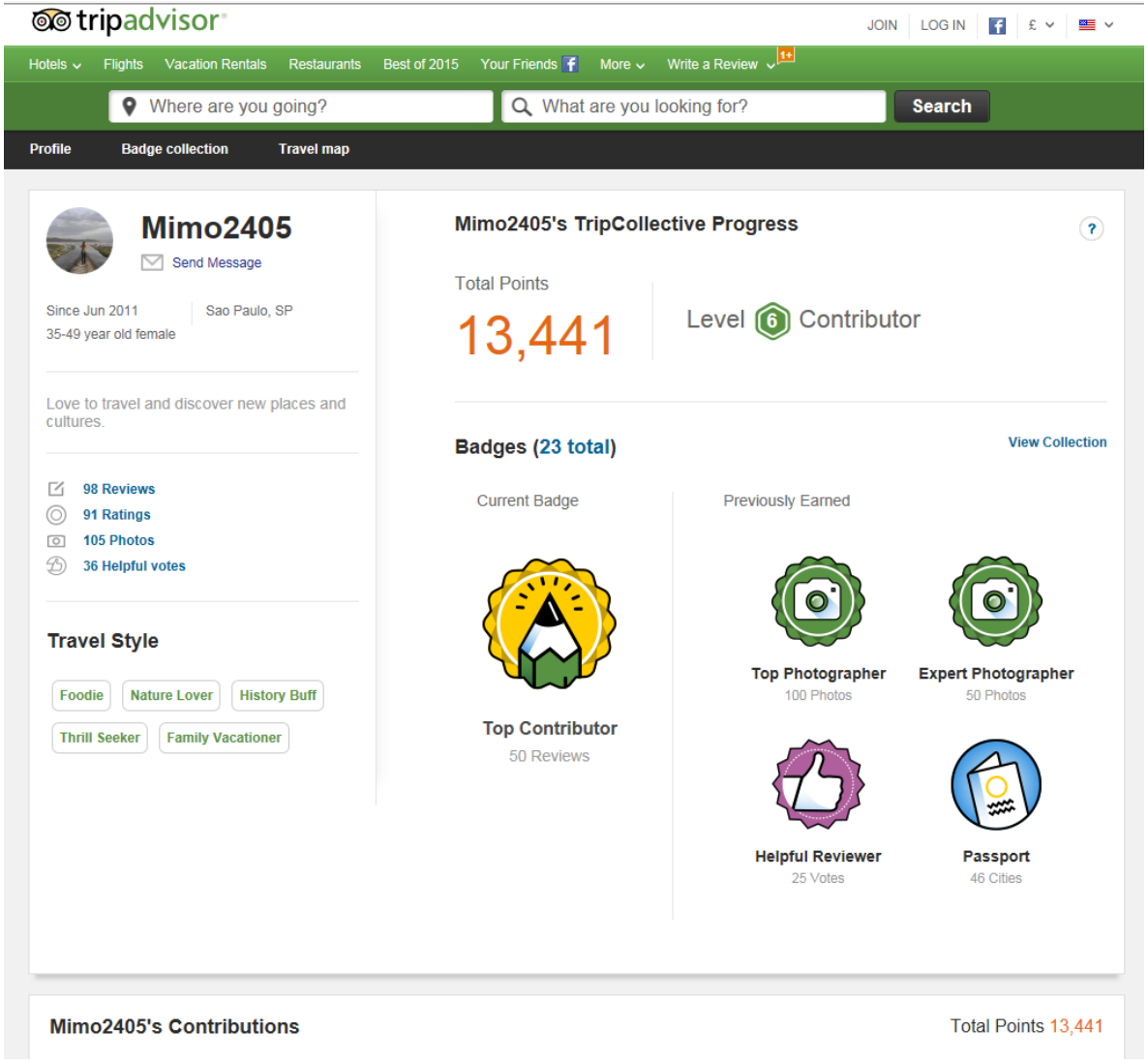
Reviewed 30 September 2015

T O, Kihei, Hawaii

Similar Things to Do in Guilin

See all Nature & Parks in Guilin




tripadvisor
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Hotels
Flights
Vacation Rentals
Restaurants
Best of 2015
Your Friends
More
Write a Review
Where are you going?
What are you looking for?
Search
Profile
Badge collection
Travel map
Mimo2405
Send Message
Since Jun 2011
Sao Paulo, SP
35-49 year old female
Love to travel and discover new places and cultures.
98 Reviews
91 Ratings
105 Photos
36 Helpful votes
Travel Style
Foodie
Nature Lover
History Buff
Thrill Seeker
Family Vacationer
Mimo2405's TripCollective Progress
Total Points
13,441
Level 6 Contributor
Badges (23 total)
View Collection
Current Badge
Top Contributor
50 Reviews
Previously Earned
Top Photographer
100 Photos
Expert Photographer
50 Photos
Helpful Reviewer
25 Votes
Passport
46 Cities
Mimo2405's Contributions
Total Points 13,441

tripadvisor UNITED KINGDOM
My trip report in Guilin - Guilin Forum
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Restaurants
Things to Do
Best of 2015
Your Friends
More
Write a Review
Guilin, Guangxi Zhuang, China
What are you looking for?
Search
Asia › China › Guangxi Zhuang › Guilin › Guilin Travel Forum
Browse all 1,307 Guilin topics »
Discover a different side of China.
Learn More
My trip report in Guilin
Watch this Topic
Which Guilin hotels are on sale?
dd/mm/yyyy
dd/mm/yyyy
See hotels
Browse forums All | Guangxi Zhuang forums | Guilin forum
Guilin forums
Search
My trip report in Guilin
06 September 2015, 8:08
Hi, I know it is a bit late. But thanks to all who helped in answering questions pertaining to my trip in April. It was a great trip. I have written a trip report (via a blog). Hopefully it would help answer some of your queries. Have fun in Guangxi.
…blogspot.sg/2015/04/yangshuo-paying-homage-…
KTeo
Singapore
Level 5 Contributor
263 posts
22 reviews
Reply
Report inappropriate content
Travellers interested in this topic also viewed...
Hide
Lijiang Waterfall Hotel
Hotels travellers are raving about...
Lijiang Waterfall Hotel
746 Reviews
Guilin, Guangxi Zhuang
Read reviews
Shangri-La Hotel Guilin
799 Reviews
Guilin, Guangxi Zhuang
Read reviews
Guilinyi Royal Palace
144 Reviews
Guilin, Guangxi Zhuang
Read reviews
All hotels in Guilin (527)
Top questions about Guilin
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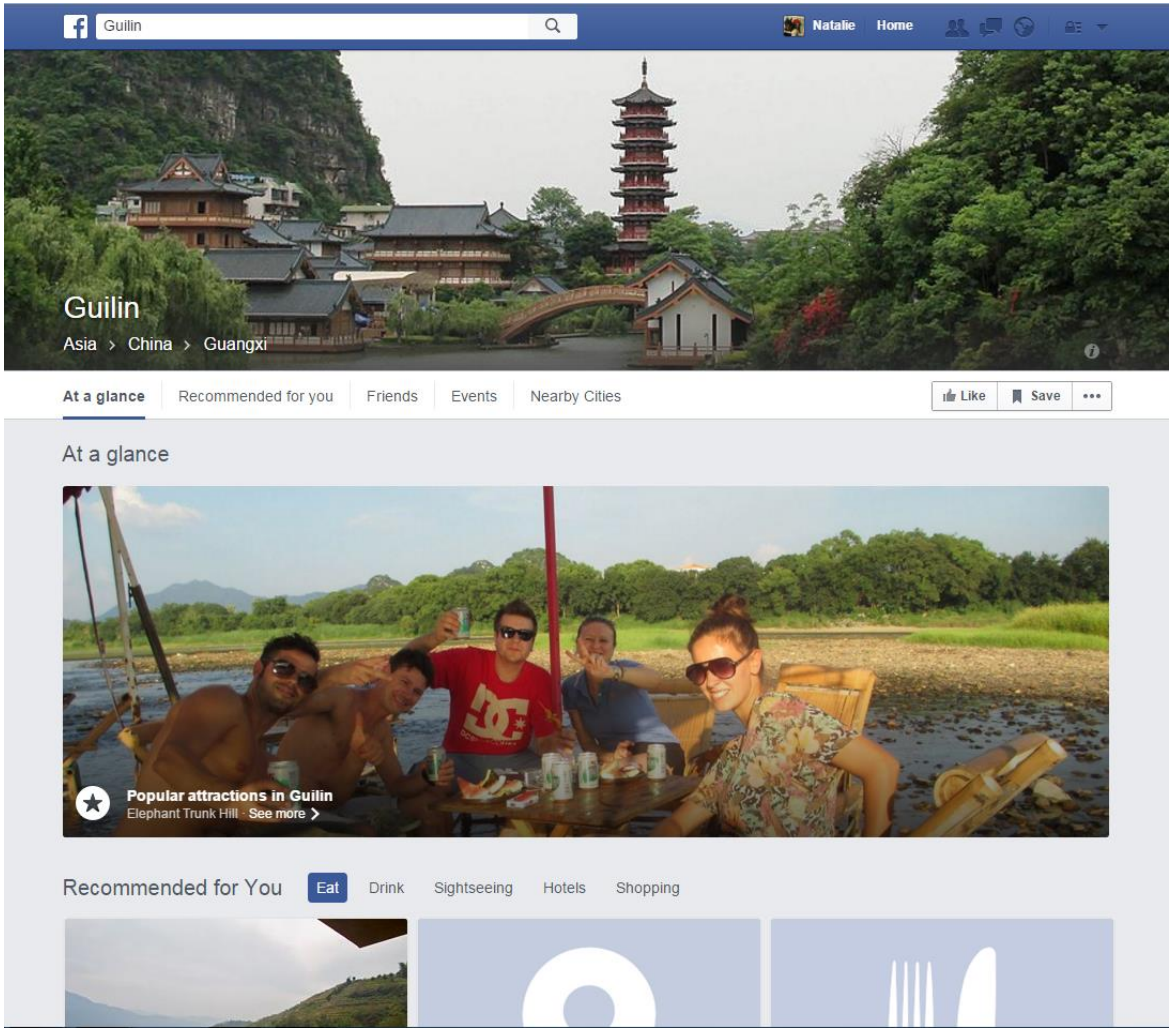
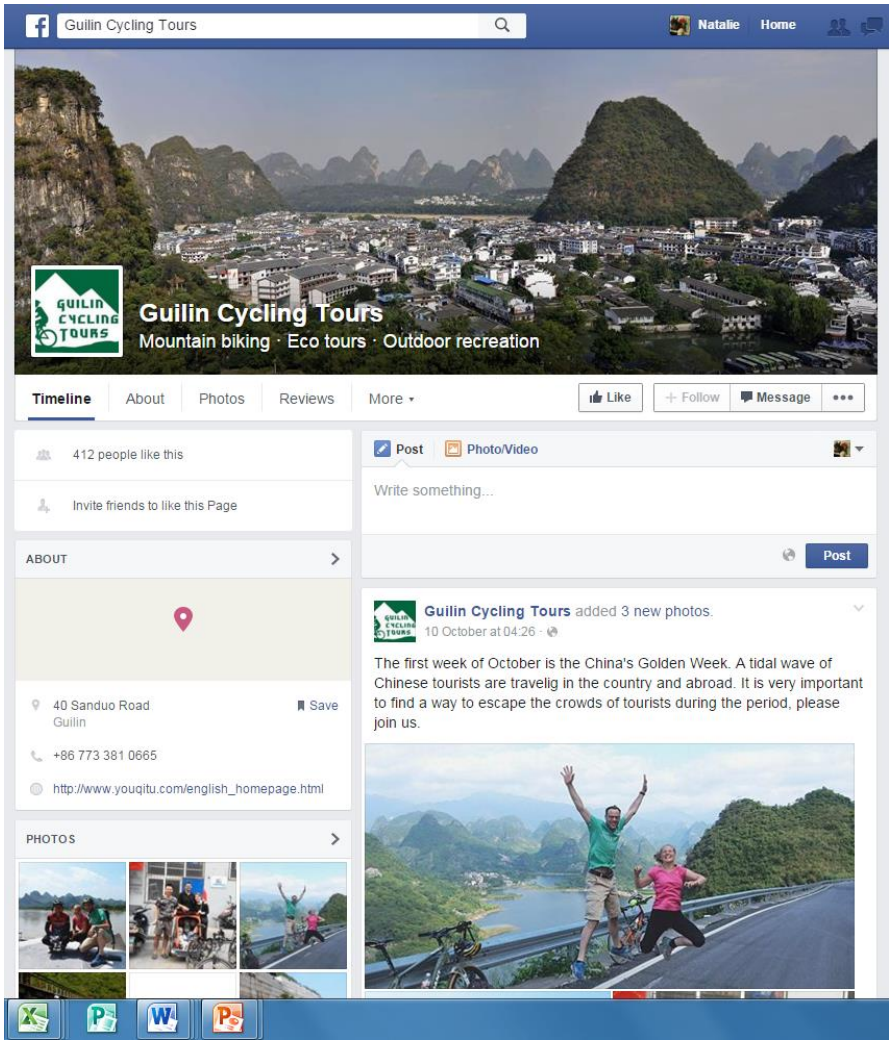
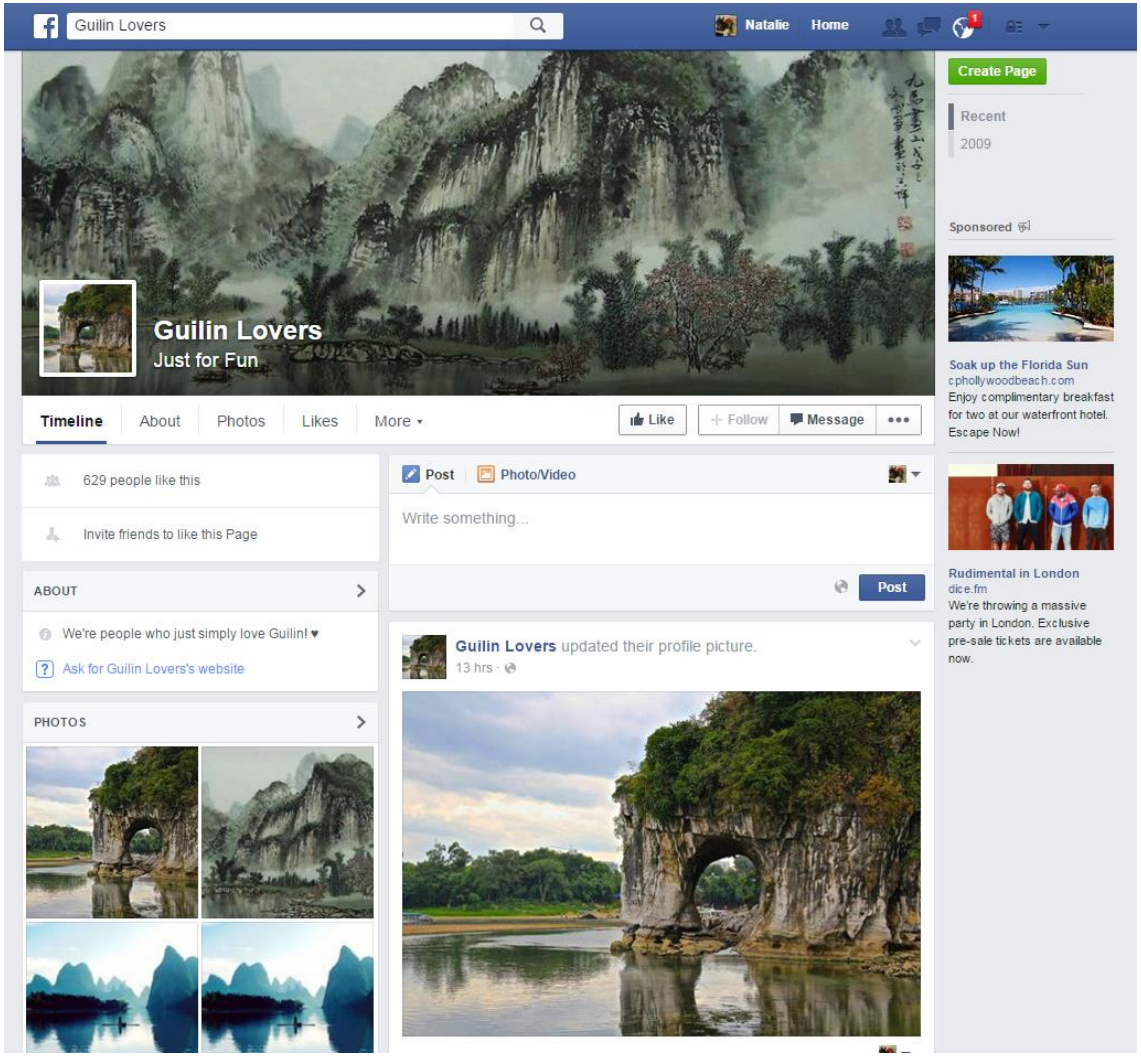

Guilin
Natalie
Home
Guilin
Asia › China › Guangxi
At a glance
Recommended for you
Friends
Events
Nearby Cities
Like
Save
At a glance
Popular attractions in Guilin
Elephant Trunk Hill · See more ›
Recommended for You
Eat
Drink
Sightseeing
Hotels
Shopping


Guilin Cycling Tours
Natalie
Home
Guilin Cycling Tours
Mountain biking · Eco tours · Outdoor recreation
Timeline
About
Photos
Reviews
More
Like
Follow
Message
412 people like this
Invite friends to like this Page
Post
Photo/Video
Write something...
Post
ABOUT
40 Sanduo Road
Guilin
Save
+86 773 381 0665
http://www.youqitu.com/english_homepage.html
PHOTOS
Guilin Cycling Tours added 3 new photos.
10 October at 04:26 ·
The first week of October is the China's Golden Week. A tidal wave of Chinese tourists are travelig in the country and abroad. It is very important to find a way to escape the crowds of tourists during the period, please join us.


Guilin Lovers
Natalie
Home
Create Page
Recent
2009
Sponsored
Guilin Lovers
Just for Fun
Timeline
About
Photos
Likes
More
Like
Follow
Message
Soak up the Florida Sun
cphollywoodbeach.com
Enjoy complimentary breakfast for two at our waterfront hotel. Escape Now!
629 people like this
Invite friends to like this Page
Post
Photo/Video
Write something...
Post
Rudimental in London
dice.fm
We're throwing a massive party in London. Exclusive pre-sale tickets are available now.
ABOUT
We're people who just simply love Guilin! ♥
Ask for Guilin Lovers's website
PHOTOS
Guilin Lovers updated their profile picture.
13 hrs

#guilin

Top | Live | Accounts | Photos | Videos | More options

Related searches

#china

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Sign up

Trends

#FiestaStylista
Promoted by Ford UK
#itsperfectday
#WorldFoodDay
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Joseph's Tomb
#mybreakuptextsaid
#DuterteSerye
Ola Prime
#HateStory3

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betabookings.com @betabookings · 46 mins
New Plaza Hotel - Guilin | #betabookings **#Guilin** #hostel bit.ly/195C5FS

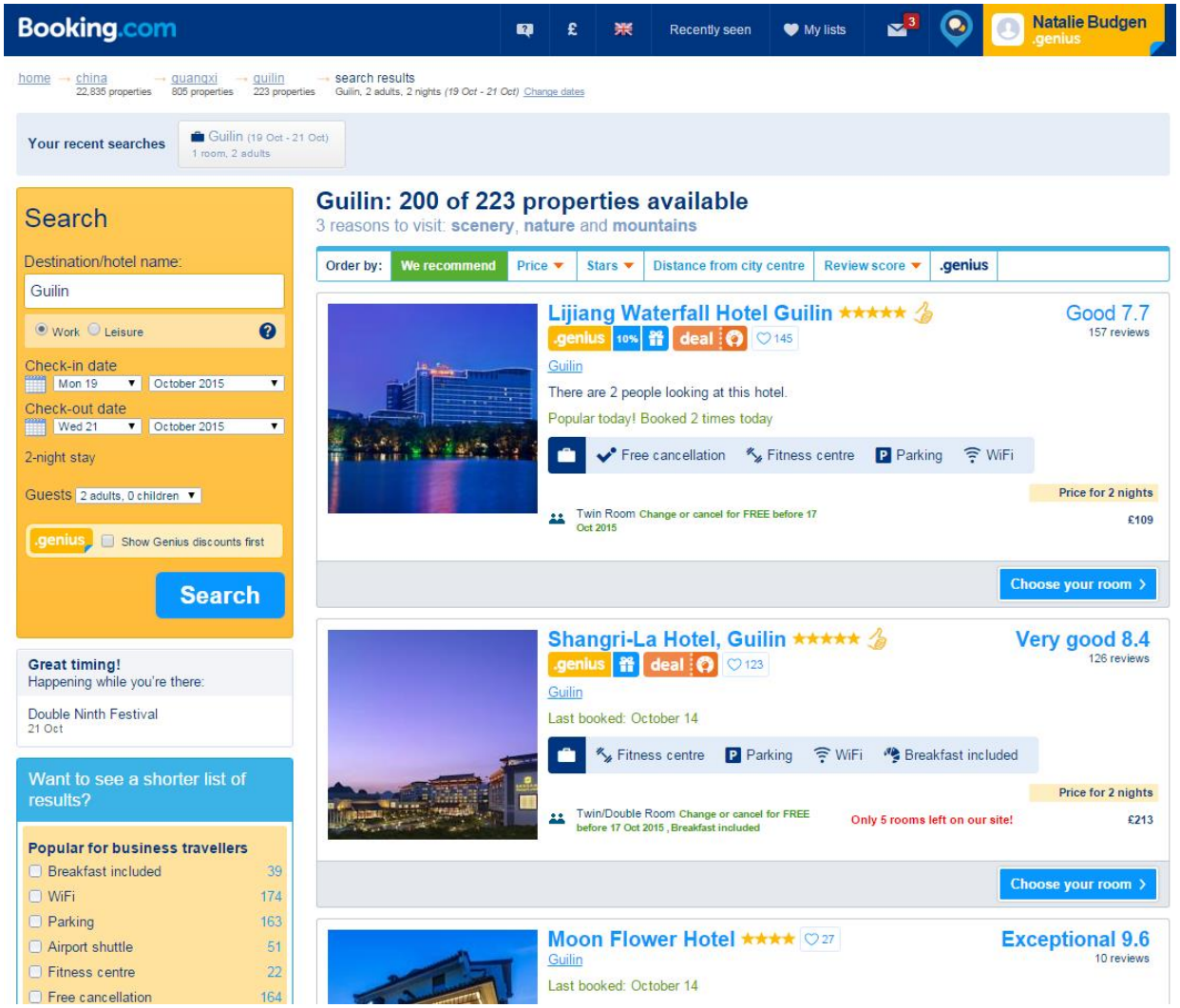
Photos

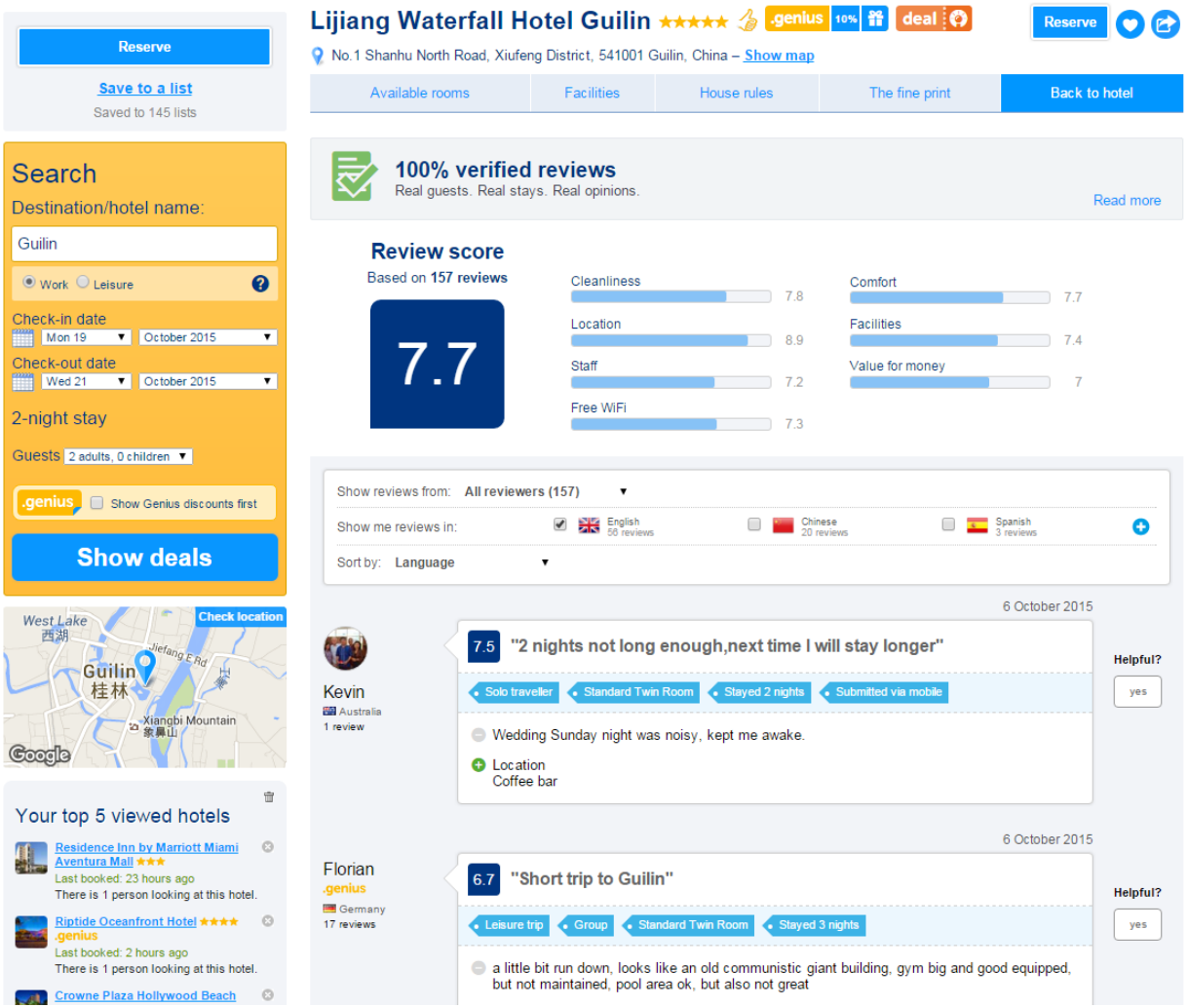
View all

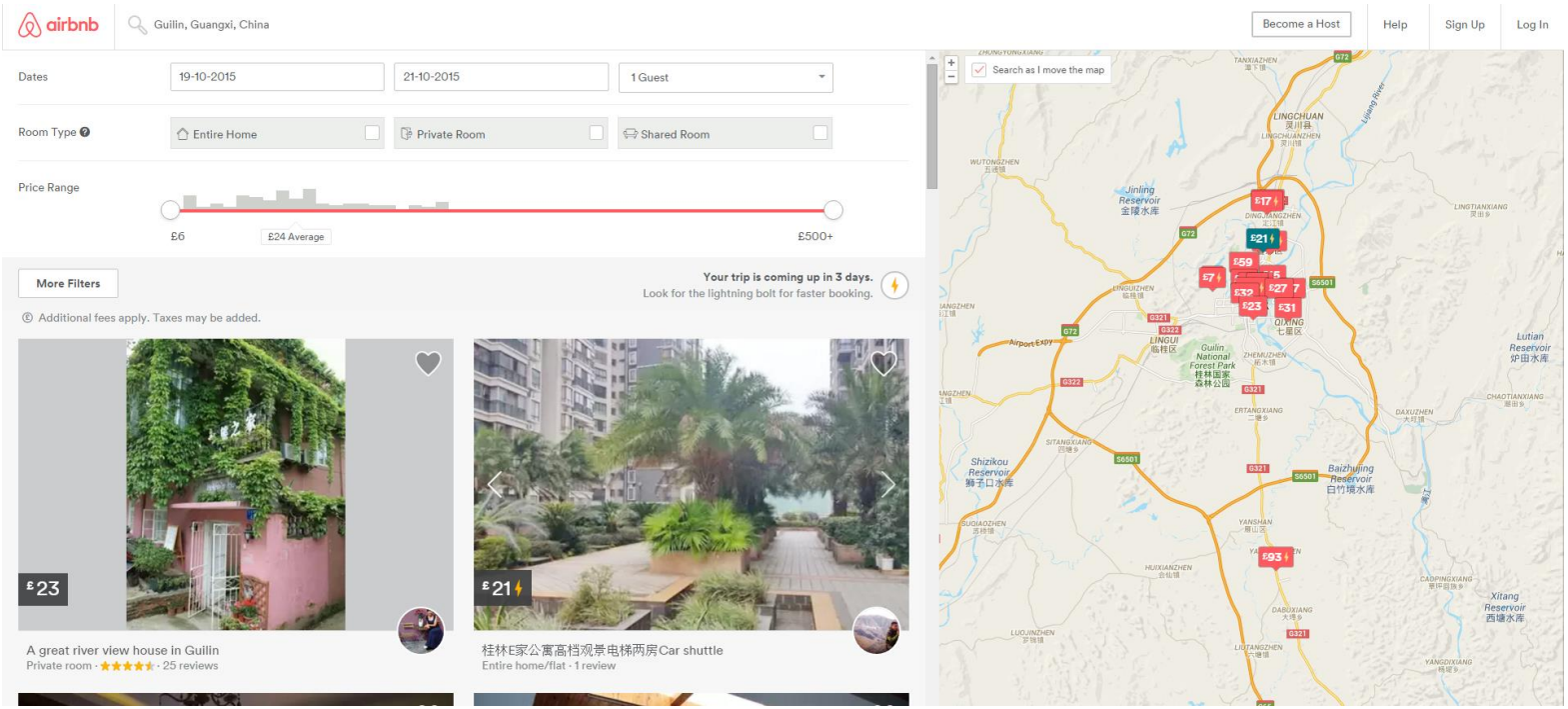
Verena Melissa @verena_melissa · 4 hrs
"I feel Wanderlust; I have to leave this urban surrounding." —Arno Schmidt—
•
#haiyang **#guilin** #china... instagram.com/p/85EVpCi-4C/

2

Fiona Hamilton @epicuriousadven · 5 hrs
Possibly the world's best restaurant - tasty fried fish and super cold beers served in the River Li **#Guilin** #China

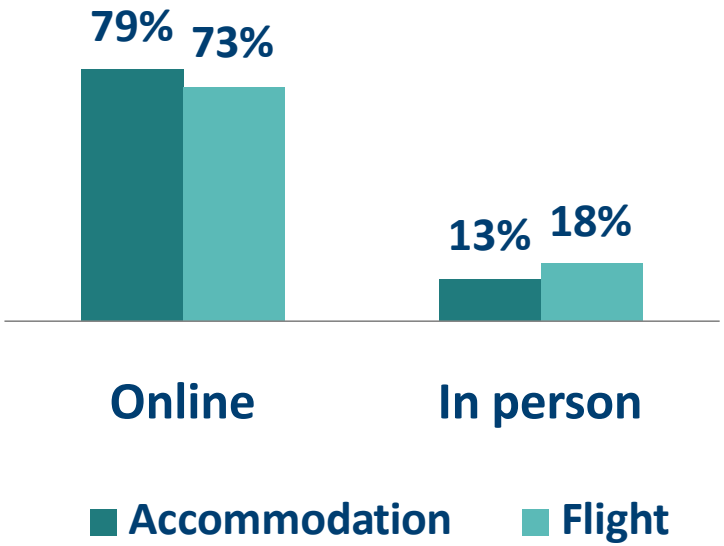

Booking.com
£
Recently seen
My lists
3
Natalie Budgen
.genius
home → china 22,835 properties → guangxi 805 properties → guilin 223 properties → search results
Guilin, 2 adults, 2 nights (19 Oct - 21 Oct) Change dates
Your recent searches
Guilin (19 Oct - 21 Oct)
1 room, 2 adults
Search
Destination/hotel name:
Guilin
Work
Leisure
Check-in date
Mon 19
October 2015
Check-out date
Wed 21
October 2015
2-night stay
Guests 2 adults, 0 children
.genius
Show Genius discounts first
Search
Great timing!
Happening while you're there:
Double Ninth Festival
21 Oct
Want to see a shorter list of results?
Popular for business travellers
Breakfast included 39
WiFi 174
Parking 163
Airport shuttle 51
Fitness centre 22
Free cancellation 164
Guilin: 200 of 223 properties available
3 reasons to visit: scenery, nature and mountains
Order by:
We recommend
Price
Stars
Distance from city centre
Review score
.genius
Lijiang Waterfall Hotel Guilin
Good 7.7
157 reviews
.genius 10% deal 145
Guilin
There are 2 people looking at this hotel.
Popular today! Booked 2 times today
Free cancellation
Fitness centre
Parking
WiFi
Price for 2 nights
Twin Room Change or cancel for FREE before 17 Oct 2015
£109
Choose your room
Shangri-La Hotel, Guilin
Very good 8.4
126 reviews
.genius deal 123
Guilin
Last booked: October 14
Fitness centre
Parking
WiFi
Breakfast included
Price for 2 nights
Twin/Double Room Change or cancel for FREE before 17 Oct 2015 , Breakfast included
Only 5 rooms left on our site!
£213
Choose your room
Moon Flower Hotel
27
Exceptional 9.6
10 reviews
Guilin
Last booked: October 14


Reserve
Save to a list
Saved to 145 lists
Search
Destination/hotel name:
Guilin
Work
Leisure
Check-in date
Mon 19
October 2015
Check-out date
Wed 21
October 2015
2-night stay
Guests
2 adults, 0 children
.genius
Show Genius discounts first
Show deals
West Lake
西湖
Jiefang E Rd
Guilin
桂林
Xiangbi Mountain
象鼻山
Check location
Google
Your top 5 viewed hotels
Residence Inn by Marriott Miami Aventura Mall
Last booked: 23 hours ago
There is 1 person looking at this hotel.
Riptide Oceanfront Hotel
.genius
Last booked: 2 hours ago
There is 1 person looking at this hotel.
Crowne Plaza Hollywood Beach
Lijiang Waterfall Hotel Guilin
.genius
10%
deal
Reserve
No.1 Shanhu North Road, Xiufeng District, 541001 Guilin, China – Show map
Available rooms
Facilities
House rules
The fine print
Back to hotel
100% verified reviews
Real guests. Real stays. Real opinions.
Read more
Review score
Based on 157 reviews
7.7
Cleanliness 7.8
Comfort 7.7
Location 8.9
Facilities 7.4
Staff 7.2
Value for money 7
Free WiFi 7.3
Show reviews from: All reviewers (157)
Show me reviews in: English 56 reviews
Chinese 20 reviews
Spanish 3 reviews
Sort by: Language
6 October 2015
Kevin
Australia
1 review
7.5 "2 nights not long enough,next time I will stay longer"
Solo traveller
Standard Twin Room
Stayed 2 nights
Submitted via mobile
Wedding Sunday night was noisy, kept me awake.
Location
Coffee bar
Helpful?
yes
6 October 2015
Florian
.genius
Germany
17 reviews
6.7 "Short trip to Guilin"
Leisure trip
Group
Standard Twin Room
Stayed 3 nights
a little bit run down, looks like an old communistic giant building, gym big and good equipped, but not maintained, pool area ok, but also not great
Helpful?
yes

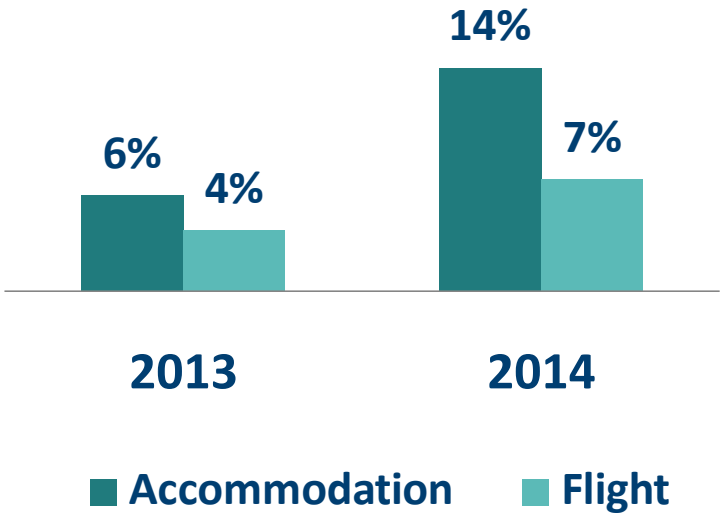

airbnb
Guilin, Guangxi, China
Become a Host
Help
Sign Up
Log In
Dates
19-10-2015
21-10-2015
1 Guest
Room Type
Entire Home
Private Room
Shared Room
Price Range
£6
£24 Average
£500+
More Filters
Your trip is coming up in 3 days.
Look for the lightning bolt for faster booking.
Additional fees apply. Taxes may be added.
£23
A great river view house in Guilin
Private room · · 25 reviews
£21
桂林E家公寓高档观景电梯两房Car shuttle
Entire home/flat · 1 review
Search as I move the map
Jinling Reservoir
金陵水库
Shizikou Reservoir
狮子口水库
Baizhujing Reservoir
白竹境水库
Xitang Reservoir
西塘水库
Lutian Reservoir
炉田水库
Gulin National Forest Park
桂林国家森林公园
Airport Expy

Connectivity – Wifi and Mobile

Booking method



Mobile bookings



Source: Millennial Traveller Report, WYSE Travel Confederation 2014

IN-DESTINATION
USE CASE IS HUGE

41% [illegible]

TripBarometer Connected Traveler Report, 2015

What is APAC doing on Mobile

55%	Finding My Way Around
42%	Looking for Restaurants
35%	Making Reservations
35%	Looking for Things to Do
30%	Reading Reviews
29%	Looking for Hotels

Source: TripBarometer Connected Traveller Report, 2015

Traveller Trend #3

Local exploration is a main motivator for choosing destinations

When travellers worldwide were asked why they picked a particular destination, many said that **local activities, experiences and culture** are highly influential.

- **It's somewhere I've always wanted to go – 42%**
- **It suits the holiday activities I want – 33%**
- **There's a particular attraction I want to visit – 33%**
- **I love exploring the area – 29%**
- **I love the local cuisine – 23%**

Source: TripBarometer Travel Economy report, March 2015

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Pacific Asia Travel Association

IMPACT ON MARKETING MESSAGES

Social Media: Influencing the Influencers

SOCIAL MEDIA: THE TECHNOLOGY THAT CONNECTS PEOPLE

SOCIAL NETWORKS: THE PLACES WHERE PEOPLE CONNECT, DISCOVER AND SHARE: FACEBOOK, TWITTER, LINKEDIN, PINTEREST, YOU TUBE

SOCIAL MEDIA MARKETING: THE WAY TO USE SOCIAL TECHNOLOGY AND NETWORKS TO BUILD RELATIONSHIPS, DRIVE REPEAT BUSINESS AND ATTRACT NEW CUSTOMERS

Social Media Marketing

Like all forms of marketing Social Media Marketing is fundamental to the experience economy and is a continual process of definition, execution and refinement

Content Marketing

- Communication and advertising are merging
- Messages need to be clear, precise and accurate to reach an over-connected impatient audience
- Create stories – eg BBC Storyworks
- Create trust that resembles peer to peer reviews which are most trusted and most researched globally
- Align hotel with local destination

VIDEO IS OVER 90% OF INTERNET TRAFFIC

Case Study

Use the drop-down filters below to find other campaign examples.

Region | Sector | Platform | AdFormat | GO ▸

Brand USA

Top film talent showcase the USA's lesser known cities

Campaign Objective
Encourage a global audience to visit USA's lesser known cities.

Contact

Use the **Location**
your local contact

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Focus

- Experience economy provides the key differentiator to commoditised products and services allowing destinations and service provides to focus on what adds value to consumers.
  - Sustainable initiatives
  - Local experiences
  - Food
  - Culture
  - Art
  - Wellness

The list is endless and all initiatives can succeed as long as they create authentic experiences and memories for travellers.

Authenticity

- The world has become more accessible than ever
- Authenticity and experience are essential for every age group not just Millennials
- Desire for special treatment, insider information, experiencial one-upmanship and shared stories
- Merging of budget and luxury (Kerala experience)
- Create experiences that involve local communities

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PRODUCT EVOLUTION

Product Evolution

- The obvious ones:
  - Airbnb – 30 million bookings (2014)
  - 49% of all rooms in San Francisco
- Create authenticity in traditional product offering
- The resurgence of youth hostels
- Hotels connecting with local communities
- Partnerships between different players in local communities
- Supporting sustainable development in practical collaborative ways

So What Next?

- We don’t know….
- Consumers now reviewing consumers (Airbnb / Uber)
- 1000s of companies exploring different models, eg Tripbod (locals interacting with tourists)
- Industry needs to embrace the changes since new models will drive future growth.
- Demand has been driven by consumers not by any other factors. This is only the beginning

Pacific Asia Travel Association

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