Asia-Pacific Tourism Marketing Evaluation Workshop in Changshu, China

Changshu, China, 6-8 July 2017

Preliminary Programme

5 July, Wednesday

09:30 – 18:00 Registration (Changshu International Hotel)

18:00 – 20:00 Buffet Dinner (Changshu International Hotel)

6 July, Thursday (Changshu International Hotel)

09:00 – 09:30 Opening Ceremony (meeting room tbc) —simultaneous interpretation En-Ch

➢ Welcome remarks by Mr. Xu Jing, Executive Secretary and Regional Director for Asia and the Pacific, UNWTO
➢ Welcome remarks by Prof. Bao Jigang, Dean, School Of Tourism Management, Sun Yat-Sen University and Director, Monitoring Centre for UNWTO Sustainable Tourism Observatories
➢ Congratulatory remarks by Mr. Fang Yan, Deputy Director, Marketing and International Cooperation Department, CNTA
➢ Congratulatory remarks by the Representative of Jiangsu Province / Changshu Municipality (tbc)

09:30 – 09:45 Coffee break

09:45 – 10:30 Setting the Scene (presented by Mr. Jon Munro, UNWTO Consultant)

➢ Background of the Workshop
➢ Destination branding and marketing
➢ Trends, disruption in the market place and the changing consumer
➢ Key challenges facing destination marketing
➢ Strategy, planning and the relationship to evaluation and measurement

10:30 – 12:30 Session 1:

➢ Introduction: General information of marketing evaluation
Setting objectives, discussing key challenges and introducing contemporary marketing evaluation within the context of marketing strategy, destination competitiveness and destination performance (reference material, chapter 1, 2 and 3)

- Sharing the practices from the anticipated countries
  - Mr. Mohammad Ramin Ateeqzada, Director of Tourism Marketing, Development and Researching MoIC, Afghanistan
  - Mr. Damcho Rinzin, Senior Marketing Officer, Tourism Council of Bhutan, Bhutan
  - Mr. Hlaing OO, Deputy Permanent Secretary, Ministry of Hotels & Tourism, Myanmar
  - Ms. Prompeth Lertratanapreecha, Deputy Director, TAT, Shanghai Office, Thailand
  - Mr. Aamir Rahim Raja, Tourism Officer, HR & Administration, PTDC, Pakistan
  - Zhangjiajie

- Discussion and Conclusion

12:30 – 14:00 Lunch (Banquet Hall tbc)

14:00 – 15:30 Session 2:
  - Evaluating offline consumer marketing activities
    Focussing on advertising, public and media relations, direct marketing and consumer shows and exhibitions (chapter 4)
  - Sharing the practices from the anticipated countries
    - Mr. Aktar Ahamed, Deputy Manager, Bangladesh Tourism Board, Bangladesh
    - Ms. Manisakhone Thammavongxay, Director of Public Relations Division, Tourism Marketing Department, Ministry of Information, Culture and Tourism, Laos
    - Mr. Ariunbaatar Ishigudaa, Statistics and Database Officer, Tourism Policy Coordination Department, Ministry of Environmental and Tourism, Mongolia
    - Ms. Alice Kuaningi, Director Marketing, Marketing Division, PNG Tourism Promotion Authority, Papua New Guinea
    - Ms. Faegheh Atabak, Deputy of Investment and Tourism, ICHTO, Iran
    - Changshu

- Discussion and Conclusion

15:30 – 16:00 Coffee break

16:00 – 17:30 Session 3:
  - Evaluating and measurement of online consumer marketing activities
    Understanding different types of online measurement and exploring web analytics, social media analytics and online media monitoring in more detail (chapter 5)
  - Sharing the practices from the anticipated countries
    - Mr. Yan Fang, Deputy Director, Marketing and International Cooperation Department, China National Tourism Administration, China
    - Ms. Anne Chong, Tourism Officer, Tourism, Ministry of Industry, Trade & Tourism, Fiji

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1 Reference material: ETC-UNWTO Handbook on Key Performance Indicators for Tourism Marketing Evaluation
Ms. Fathimath Raheel, Director, Marketing, Maldives Marketing & PR Cooperation, Maldives
Mrs. Nguyen Thi Quynh Trang, Senior Official from Tourism Marketing Department of VNAT, Viet Nam

Discussion and Conclusion

19:00 – 20:30 Welcome Dinner hosted by Changshu City, Jiangsu Province, China (Banquet Hall tbc)

7 July, Friday (Changshu International Hotel)

09:00 – 10:30 Session 4:
➢ Evaluating trade marketing and overarching marketing evaluation
    Applying consumer marketing evaluation and measurement to trade and B2B marketing. Understanding the relationship between multiple marketing activities and destination impact - the effect on destination brand equity and calculating return on investment (chapter 6 and 7)
➢ Sharing the practices from the anticipated countries
    ✓ Mr. Yasuyuki Harada, Chief Official, International Tourism Division, JTA, Japan
    ✓ Mr. Hishamuddin Bin Mustafa, Deputy Director, Package Development, Malaysia Tourism Promotion Board, Malaysia
    ✓ Philippines (tbc)
    ✓ Ms. Jeddah Leavai, Principal Research & Statistics, Research & Statistics Division, Samoa Tourism Authority, Samoa
    ✓ Ms. Dona Madhumali Harshika Abeynayake, Assistant Director Brand Communication, Advertising, Sri Lanka Promotion Bureau, Sri Lanka
    ✓ Mr. Sabin Raj Dhakal, Undersecretary, Nepal
➢ Discussion and Conclusion

10:30 – 11:00 Coffee break

11:00 – 12:00 Session 5:
➢ Participant action planning
    Creating an action plan to take marketing evaluation and measurement forward in your Destination Marketing Organization or Tourist Organization
➢ Discussion (All the participants)
➢ Conclusion

12:00 – 12:30 Closing Ceremony:
➢ Conclusion and Recommendation by Mr. Jon Munro, UNWTO Consultant
➢ Closing remarks by Official of Changshu Tourism Bureau

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12:30 – 14:00  Lunch *(Banquet Hall tbc)*

14:00 – 17:00  Technical Tour
- Yushan Park
- Zengyuan Garden, Zhaoyuan Garden
- Shanghu Lake Scenic Area

18:00 – 20:00  Buffet Dinner (Changshu International Hotel)

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### 8 July, Saturday

10:00 – 17:00  Technical Tour
- Shajiabang Scenic Area
- **Lunch at Longliqi Hotel**
- Redwood Forest
- Nicanglou Wetland Park
- Dinner at Jiangxiang Alley

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### 9 July, Sunday

Departure date