

POST-EVENT REPORT:

DREAM TO TRAVEL FESTIVAL

JUNE 22 - JULY 17, 2020 | VIRTUAL

DREAM TO TRAVEL FESTIVAL: FACT SHEET

June 22 - July 17 | Virtual Event

August 5, 2020

In March 2020, WHO declared a global pandemic. ITB Berlin, the world's largest travel fair was canceled for the first time in history. Reeling from unprecedented travel lockdowns, the Asia Pacific B2B travel trade united to spotlight resilience and hope in face of the coronavirus pandemic at the PATA Dream to Travel Festival.

3 months into the global pandemic

1 st virtual event by PATA

20 event days (Mon-Fri)

10 Insights Sessions

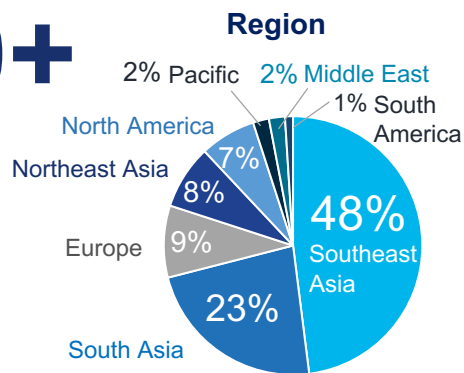
33 Executive Level Speakers

30 Live Experiences Sessions

1,300+

Registered Attendees

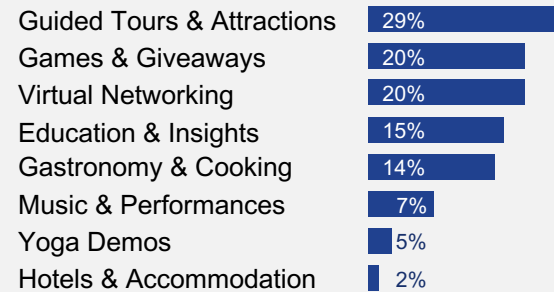
"It feels like we are in the future. You showed me that I could get to attend a conference from home. Thank you!"
- Online advertising agent from Japan



Top Sectors

304 Tour Operators
165 Accommodations
146 NTOs
74 DMOs
72 Media
30 Youth

60 hours of live content & interactive sessions comprising of:



"This first PATA digital event was a wise and timely initiative. With COVID-19 under control in Macao, our city is focussed on the responsible restart of tourism." - Maria Helena De Senna Fernandes, Director, Macao Government Tourism Office

1.2k Average number of views per session on FB + Zoom

Coverage in leading English-language daily newspapers:

5 The Bangkok Post (Thailand)
The Star (Malaysia)
The Straits Time (Singapore)
Macao Post Daily (Macao, China)
The Himalayan Times (Nepal)

11 destinations showcased through live experiences, insights and games sessions

THAILAND
MALAYSIA
NEPAL
MACAO, CHINA
CATALONIA
SEVILLE
KAZAKHSTAN
TAHITI
MALDIVES
KENYA
BHUTAN



20k highest estimated reach on FB for one session

59k Total engaged audience (views) for Dream to Travel Festival

"We applaud PATA's initiative to bring us together online for the first time amidst these challenging times to give us an ideal platform as we engage and exchange ideas, celebrate the power of travel, and eventually find the courage to explore the world again.- Datuk Musa Yusof, Director General, Tourism Malaysia

DIGITAL SHOWROOM

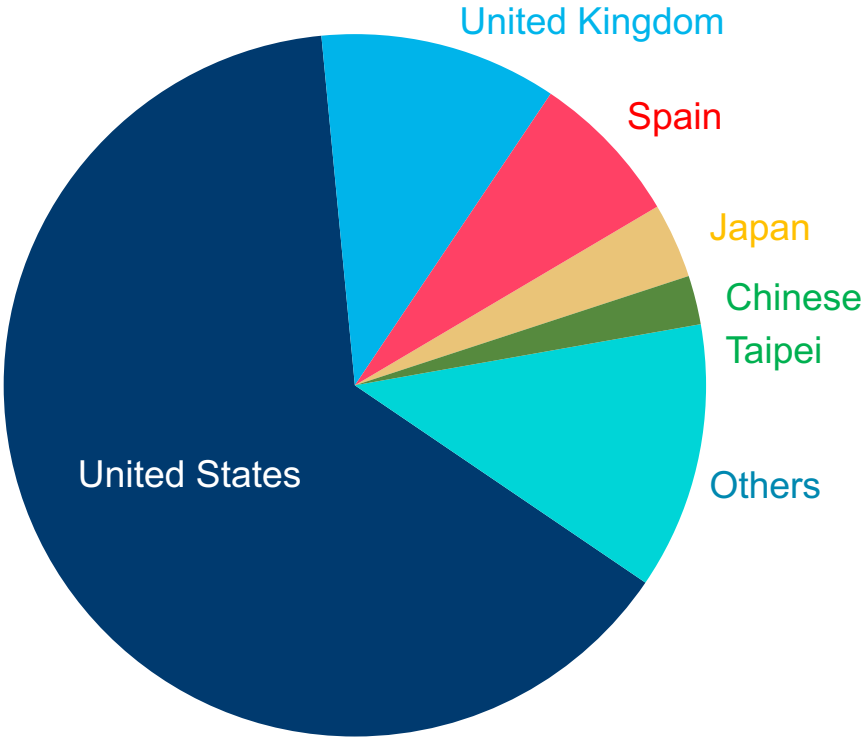
88 Exhibitor Profiles
332 Tourism Products
4k Visits
8min Average Visit Duration

DIGITAL SHOWROOM: OVERALL STATS

June 22 - July 17 | Virtual Event

August 5, 2020

Unique Visitors by Country



4,092
visits

8min 3s
average visit duration

6.1 (page views, downloads, outlinks and internal site searches)
actions per visit

24,049
pageviews

13,509
unique pageviews

THANK YOU