Where boutique lifestyle connects with the city’s vibrance

VIE Hotel Bangkok, MGallery Hotel Collection is a modern and elegant 5-star luxury designed hotel and creation of renowned French architect J + H Boiffils, with a spellbinding atmosphere and complete with works of art, exotic furniture, soft shades and audacious colours. Conveniently located in the heart of the city, it is just steps away from the BTS Skytrain Ratchathewi station and within walking distance of the city’s most famous shopping malls such as Siam Paragon, Siam Center, Siam Discovery Center, Central World, Central Embassy, The EmQuartier, Platinum Fashion Mall and MBK Center.

117/39-40 Phraya Thai Road, Bangkok 10400, Thailand
T. +66 (0)2 30 93 93 9   H6469@accor.com

MGALLERY, A COLLECTION OF MEMORABLE HOTELS : EUROPE - AFRICA - MIDDLE EAST - CARIBBEAN - ASIA - PACIFIC
CHINA AND RUSSIA OUTBOUND TOURISM MARKETS

November 25-26, 2019
PATA Engagement Hub | Bangkok, Thailand

OVERVIEW

The travel and tourism industry has seen tremendous transformation in recent years, with dramatic changes in distribution and booking channels, consumer booking behaviours, guest expectations and content sharing on social media. In addition, there are more accessible destinations to choose from than ever before, presenting travellers a great range of options when looking for something specific to meet their needs and personality.

The workshop, with the theme “China and Russia Outbound Tourism Markets”, will specifically focus on two important outbound source markets: China and the Russian Federation, with the content on China differing from the previous workshops on China Outbound.

The programme will begin with an introductory session on leveraging consumer insights to create an effective destination marketing strategy, uncovering all aspects of the destination business, competitor insights and consumer behaviour indicators from a 360-degree perspective before diving into specific key feeder markets. Participants will then be provided with updated trends and practical insights on Chinese digital platforms, social media, key opinion leaders and more.

The workshop will also cover future trends, spending patterns, segmentations, purchasing behaviours and social media of the China and Russia outbound markets and how to attract them to your destination. The programme will provide participants with practical tools and best practices, in order to form an in-depth understanding of the market. As a result, participants will be able to adapt and enlarge their portfolio of tourism and hospitality services to ensure a sustainable and successful engagement with these outbound markets.

QUICK SNAPSHOT OF THE CHINA AND RUSSIA OUTBOUND MARKETS

Russian and Chinese travellers play a large role in shaping the landscape of travel and tourism in the Pacific Asia region.

CHINA

The presence of Chinese tourists in Pacific Asia is rising significantly. According to Mastercard’s Asia Pacific 2017 Destinations Index, which measures and ranks international tourism arrivals and cross-border spending in 160 destinations worldwide, the Asia Pacific region saw a total of around 333 million overnight international travellers in 2017, spending a total of US$264 billion. Chinese tourists accounted for nearly one-fifth of this spending. Within Southeast Asia, China sent 30 million tourists in 2017, or 22.5% of all tourists visiting the region. In the Oceania region, China is the top source of tourists, contributing 3.3 million tourists in 2017, equivalent to 14.5% share of all tourists visiting the region. China’s tech-savvy travellers want to be able to purchase travel experiences online and pay for them using mobile payments. As a result, tourist operators must embrace the digitalisation of travel booking, payments, and the sharing of travel experiences with others. As the number of overseas travellers from China rise more than threefold to an estimated 400 million by 2030, the tourism industry must develop the agility to understand and respond to changing trends. This includes leveraging the data that can be gained from digitalisation in combination with robust data analytics to develop competitive strategies and offerings.
RUSSIA
Russia outbound tourism has a significant impact on the global travel and tourism industry. According to the World Tourism Organization (UNWTO), Russians in 2012 travelling abroad for leisure spent approximately US$43 billion, enabling the Russian Federation to be included in the top 5 countries in terms of expenditures of their citizens on holidays and travel abroad. In 2013-2014 Russia held the 5th place, but disappeared from the top 10 countries in 2015-2016, due to the currency crisis. In 2017, Russian outbound tourism expenditure reported a +13% increase, moving from 11th to the 8th place and appearing once again in the top 10 destinations in international tourism expenditures. In 2018, Russian outbound tourism expenditure showed the largest growth of +16%, maintaining its rank in 8th place. With a reported 44.5 million Russians travelling abroad in 2018 - an increase of 6.1% compared to the previous year - this source market is not to be underestimated.

BENEFITS TO PARTICIPANTS
The two-day interactive and intensive workshop will provide in-depth understanding, knowledge, practical tools and best practices that will enable participants to

- Uncover all aspects of the destination business, competitor insights and consumer behaviour indicators from a 360-degree perspective,
- Understand the importance of your organisation’s brand story and brand experience,
- Learn why consistency and relevancy in your organisation’s brand communications is important to drive profits to the verticals within the destination.

China
- Understand the Chinese digital marketing landscape,
- Gain practical insights on Chinese social media platforms,
- Learn how to engage with Chinese travellers, with a particular focus on millennials and independent travellers, and how to leverage the power of social marketing,
- Recognise the major OTA and UGC platforms in China such as Mafengwo and Qyer,
- Understand Wechat, Weibo, Douyin (Tik Tok) and other popular social media channels and their key functionalities,
- Discover how to engage travel bloggers and key opinion leaders (KOLs), and measure return on investment.

Russia
- Understand the attractiveness of the outbound tourist market for the largest country in the world,
- Learn what Russian preferences in terms of accommodation,
- Recognise how much money Russian tourists spend on a trip,
- Examine how Russian tourists plan their travels,
- Explore which players operate in the Russian market,
- Learn advertising best practices for the Russian market,
- Understand the Russian media and digital landscape, and what travel marketer should know about it,
- Create marketing strategies to attract Russian travellers

After the successful completion of the course, participants will be awarded with a PATAcademy-HCD certificate entitled: “Certified Asia Pacific – China and Russia Outbound Tourism Market”.

TARGET AUDIENCE
This workshop is designed for stakeholders in the public and private sectors of travel, tourism, hospitality, and MICE including government officers, hoteliers, MICE professionals, travel professionals, academics and all who aim to engage successfully with Chinese and Russian outbound travellers.

SITE VISIT - MAHANAKHON SKYWALK
Explore Mahanakhon Skywalk - Bangkok from a different Angle

Participant will explore one of the best premium attractions in the heart of Bangkok, combining unique views with an unmatched guest experience. Located on the top of the King Power Mahanakhon Building, the Mahanakhon Skywalk is a must-see attraction to add to your Bangkok bucket list. Highlights include one of the world's largest glass trays on the 78th floor, Southeast Asia’s fastest elevators and unrivalled 360 degree views of Bangkok’s breath-taking skyline.
For further information or to register for the programme, please visit:
https://www.pata.org/patacademy-hcd-nov

or contact HCD@PATA.org.

REGISTRATION FEE

Registration fee includes training programme with materials, lunches listed on the official programme and the site visit. Fee excludes air ticket and airport transfer.

<table>
<thead>
<tr>
<th>Status</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>PATA MEMBERS</td>
<td>USD699</td>
</tr>
<tr>
<td>CHAPTER MEMBERS</td>
<td>USD799</td>
</tr>
<tr>
<td>NON-MEMBERS</td>
<td>USD899</td>
</tr>
</tbody>
</table>

REGISTER NOW
PROGRAMME

DAY 1 - NOVEMBER 25, 2019

0930-1230  The Power of Consumer Insights to Drive an effective Destination Marketing Strategy  
Philip Schaetz, Managing Director, CUBE, Hong Kong SAR

The morning session will examine all aspects of the destination business, competitor insights and consumer behaviour indicators from a 360-degree perspective. Participants will understand the importance of the Deep Dive Business Insights Study and learn how to establish a strategic marketing plan - by market, channel and segment - to ensure objectives are achieved before going into specific’s key feeder markets.

1030-1100  Break

1230-1400  Lunch

1400-1730  Chinese Digital Marketing and New Media Landscape for Chinese Outbound Market  
Vera Huang Jie, Director of Sales and Marketing, Stargazer Company Limited, China

The afternoon session will focus on Chinese digital marketing platforms including OTAs, UGC and social media. The session will enable participants to effectively plan their digital marketing strategies for the Chinese market. The session will also highlight how to work with KOLs and travel bloggers as a successful promotional channel. Best practices and successful marketing campaigns will also be shared and discussed.

- Chinese Digital Marketing and social media platforms
- How to engage with Chinese travellers focusing on millennials and independent travellers, helping businesses to leverage the power of social marketing
- Major OTAs and UGC platforms in China such as Mafengwo and Qyer
- Wechat, Weibo, Douyin (Tik Tok) and other popular social media channels and their key functionalities
- How to engage with travel bloggers and key opinion leaders (KOLs), and measure return on investment

1530-1600  Break

DAY 2 - NOVEMBER 26, 2019

0930-1230  Russia Outbound Tourism Market - Part 1  
Vadim Tylik, Chief Executive Officer, RMAA Group, Russia

The second day of the workshop will acquaint participants with the statistics, analysis and trends of outbound tourism from the Russian Federation as well as answers to the following topics:

- How attractive is the tourist market of the largest country in the world?
- Where do Russians prefer to rest in terms of accommodation?
- How much money do Russian tourists spend on a trip?
- How do Russian tourists plan their travels?
- Which players operate in the Russian market?
- Where is it worth and where is it not worth to advertise?
- What an advertising campaign should be to win the heart of a Russian tourist?
- Russian media and digital landscape. What travel marketer should know about it?
- Marketing strategies for destinations and hotels to attract Russian travellers

1030-1100  Break

1230-1400  Lunch
1400-1530  **Russia Outbound Tourism Market - Part 2**

The second half of the day will continue from the morning session, diving deeper into trends and insights into the Russia Outbound Market.

1500-1530  **Break**

1530  **Explore Mahanakhon Skywalk - Bangkok from a different Angle**

Participant will explore one of the best premium attractions in the heart of Bangkok, combining unique views with an unmatched guest experience. Located on the top of King Power Mahanakhon Building, the Mahanakhon SkyWalk is a must-see attraction to add to your Bangkok bucket list. Highlights include one of the world’s largest glass trays on the 78th floor, Southeast Asia’s fastest elevators and unrivalled 360-degree views of Bangkok’s breath-taking skyline.

1730  **End of the programme**
ABOUT THE SPEAKERS

Philip Schaetz  
Managing Director  
CUBE, Hong Kong SAR

Philip is a sales and marketing strategist and runs CUBE, a company advising organisations on driving change to achieve greater results. Prior to setting up his own company in early 2018, He held the position of Vice President Sales & Marketing for Wharf Hotels, the management company of the Niccolo and Marco Polo Hotels brands. Philip also held the position of Senior Vice President, Sales & Marketing for Dorsett Hospitality International subsequent to 16 years with Hyatt Hotels across Europe, Asia Pacific and its head office in Chicago. He achieved the role of Vice President of Revenue Management for Hyatt’s International portfolio and Vice President of Revenue Management and Distribution for the Minor Hotel Group Limited in Thailand. Philip studied Hotel Administration at the University of Las Vegas, Nevada.

ABOUT CUBE

CUBE, a recently established company in Hong Kong SAR, offers a range of services including data analytics, profit driving strategy advisory and project management to the travel industry. CUBE services include (though not be limited to) assisting organisations to understand the use of data to develop sound and effective marketing and selling strategies, specialising in taking 360 degrees view of all business metrics and performance measures to gain insights to guide business strategy. This is inclusive of the external lenses being market, competitor, consumer and trends, overlaid by an internal deep dive business performance gap analysis. CUBE furthermore conducts need analyses and assists to evaluate suitable ‘new technologies’ and solutions supporting profit growth.

Vera Huang Jie  
Director of Sales and Marketing  
Stargazer Company Limited

Vera is an enthusiastic international tourism marketing professional specialising in the China outbound market. She grew up in China and studied in Macao, China; Thailand; Portugal, and the USA. This cross-cultured and global study background drives Vera into the destination marketing area, where she started her career in related marketing departments in Ctrip and at a tourism marketing agency as an NTO representative. Vera is currently the Sales and Marketing Director of Stargazer Company Limited, based in Shanghai. She aims to empower interested parties to be successful in the China outbound market, to bring professional marketing services to diverse scaled tourism DMOs and stakeholders in the world, and to connect others markets with China. Vera received her Bachelor’s Degree in Hotel Management from the Institute for Tourism Studies (IFT) in Macao, China, with language studies from Chulalongkorn University in Bangkok, Thailand and Double Master’s Degrees in Hospitality and Tourism Management from Lisbon University, Lisbon, Portugal and the University of Central Florida, Orlando, USA.

About Stargazer Company Limited

Stargazer Company Limited is a destination marketing company in China, which specialises in offering marketing and sales services to destinations, attractions and hotels. Stargazer has not only rich resources of medias, KOLs and celebrities, but also strong connections with travel agencies, corporates and airlines. Stargazer has various offices and teams with professional tourism marketing background around China and could cover different marketing needs for all stakeholders. Stargazer’s services include:

1. Digital Marketing Development and China Social Media Maintenance  
2. KOL, Celebrity, Film and TV Program Cooperation  
3. China Media, Ad buying and Press Release Distribution
4. Online and Offline Campaign with OTA, UGC and Trade platforms
5. Trade Sales Calls and Trade Connection Online and Offline events
6. Marketing analysis, Consultation and Suggestion
7. Long Term Marketing and Trade Representative service in China

Stargazer is now the long-term supplier of several famous OTAs, luxury hotel groups and DMOs in China. Professional, creative and flexible are always the principles of Stargazer and these values will always drive them to keep improving and providing a better service for its customers.

Vadim Tylik
Chief Executive Officer
RMAA Group, Russia

Vadim Tylik is a Russian entrepreneur and the Chief Executive Officer of RMAA Group, a Russian full service marketing agency. For nearly 10 years under Vadim’s leadership, the RMAA Group has helped global brands and advertising agencies (its clients) to build their marketing and advertising programmes in Russia and the CIS region. By Vadim’s initiative, RMAA Travel has become one of the key division agencies of the RMAA Group. RMAA Travel offers enlightened travel solutions for tourism and hospitality organisations.

About RMAA Travel

RMAA Travel is a travel marketing agency whose mission is to make it easy for global travel and tourism brands to access the Russian outbound travel market. They help destinations, tourism boards, airlines and hotels to reach Russian travellers.

The RMAA Travel team are experts in travel communications and marketing in Russia and the CIS. RMAA Travel enables Russian advertising, media, marketing and PR services to build its clients’ brands, drive sales, and increase brand share in one of the largest outbound travel markets. As an integrated travel marketing agency, they provide whatever service is needed to deliver the right solution — whether it is brand development for the Russian tourist, consumer research, destination marketing through social media campaigns, influencer campaigns, digital advertising, traditional ads like TV, Out of Home and media buying.

The agency works with world-class travel brands in Indonesia, Philippines, Malaysia, Morocco and China, and many others to advise, build and execute travel marketing strategies.