



Dragon Trail
INTERACTIVE

Hong Kong Virtual MICE Trade Show – Case Study

Hong Kong Tourism Board

June – August 2020

Hong Kong Tourism Board: Online MICE Trade Show

The brief: Hong Kong Tourism Board partnered with Dragon Trail to deliver an online MICE trade show to support HK hotels, convention centers and other MICE suppliers to develop business with Mainland Chinese buyers of MICE/corporate travel.

When: The platform launched on 16 June 2020 and ran until 31 August 2020 providing flexibility for sellers & buyers to request and conduct appointments. With regular promotion on Dragon Trail and other travel trade channels, it also helps HK MICE suppliers to build a large database of potential business partners.

More than 1,300 1-on-1 appointments completed



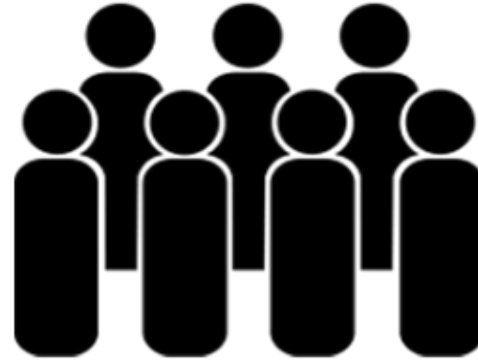
What was the value for HK MICE sellers?



Fully online B2B matchmaking

Conduct business from HK with qualified Mainland Chinese MICE agency and Corporate buyers through WeChat Mini Program

Flexible schedule for buyers & sellers for matchmaking & meetings
Business development at a fraction of the cost of traditional events



Huge reach into China market

HKTB could invite its preferred buyers
DT provided additional qualified buyer resources from its own Buyer Program
Marketing to +54,000 Chinese travel trade professionals to boost awareness



Real-time big data collection

Collected extensive user & engagement data in real time

All sellers gain list of buyer contacts for follow up (likewise buyers)
Data on engagement with appointments, webinars and more

Executive Summary

When

16 June 2020 – 31 August 2020

Who participated?

- 80 travel sellers: hotels, airlines, convention centers and other MICE suppliers
- 200 invited MICE buyers, validated by DT + HKTB for quality
- +100 additional travel trade visitors selling outbound MICE

What was their experience?

- **+1,300 business appointments completed in two months**
- HKTB livestreamed conference sessions to Mainland China MICE agents to introduce HK MICE opportunities
- Extensive data collection for trade CRM




Home Exhibitors

Exhibitors

Log out



Seller search tool



万豪国际集团

富豪国际酒店集团

雅高酒店集团

信和酒店

香格里拉集团

帝盛酒店集團

朗廷酒店集团



ROYAL HOTELS HONG KONG
帝港酒店集團



STANFORD
HOTELS
北橋酒店

INTERACTIVE

1. Seller exhibition – booth details (PC)



How do buyers discover sellers?

1. Scroll and zoom the map

2. Search

3. View seller list with filtering tools

Click to land on detailed seller booth page

Detailed seller booth page



Business tools: Watch webinar; swap digital name card; request appointment; leave message

Business info; contact details; brand/product introduction; downloadable brochures

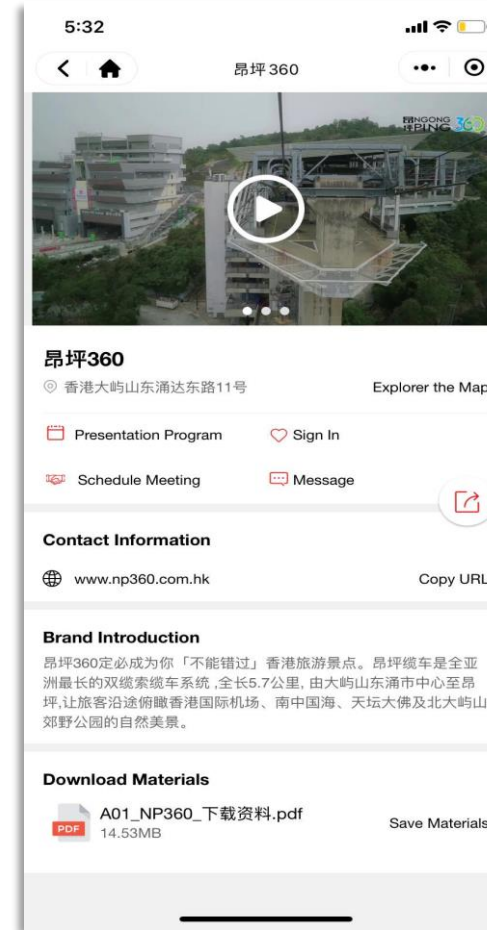
1. Seller exhibition (WeChat Mini Program)



Exhibition Map with seller booths



Seller list

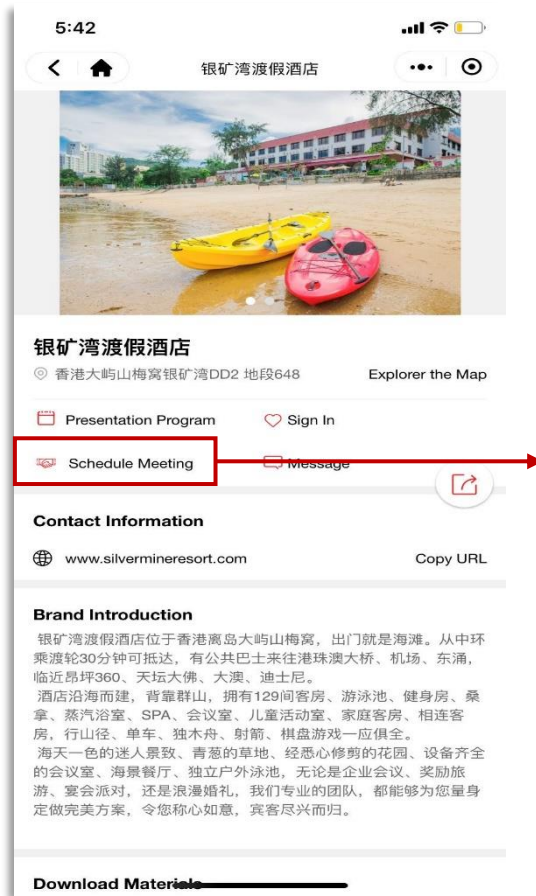


Seller booth details (click from map or list)



Share seller booth to WeChat friends & Moments

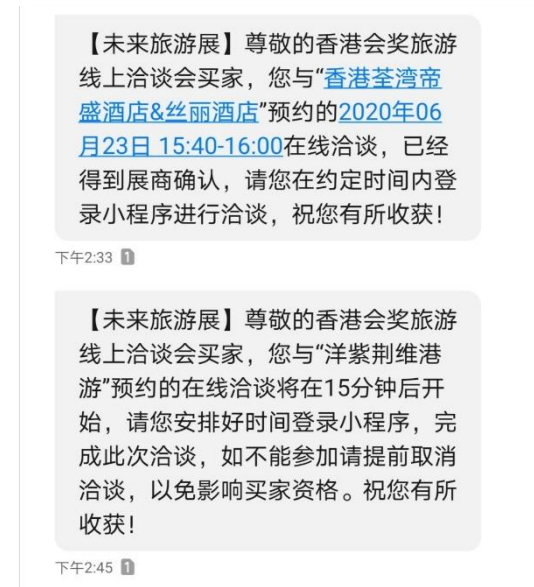
2. Buyer-Seller Appointments: Buyer matchmaking request



Buyer finds the seller they want and clicks schedule



Select seller available timeslot and request



Meeting request, confirmation and reminder notifications to buyers and sellers by email and/or WeChat push message

2. Buyer-Seller Appointments: Seller matchmaking request



Seller can view, search and filter buyer list in account back end; one click to request meeting

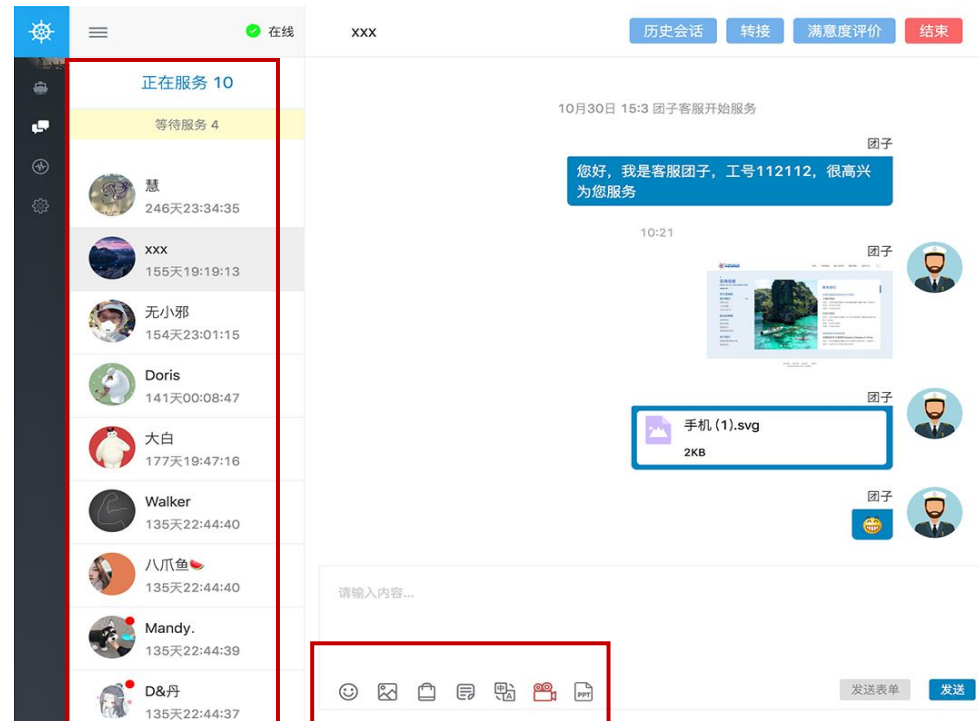


Appointment chat begins at time agreed by buyer

2. Buyer-Seller Appointments: appointment chat room & video call

The meeting room supported video calls and text-based chats in a single interface

- Text chat with two-way automated translation
- Video calls with PPT presentation function
- Send files and media
- Multiple participants can join
- All conversation data logged for reporting



Ongoing meetings

One-on-one chat panel – tools to launch video chat & PPT, send media & files



Video chat

3. HKTB case: Conference and discussion sessions



Seller pre-recorded product presentations – all promoted to MICE buyers and visitors



HKTB livestreamed knowledge sharing presentations to sellers, buyers and visitors



Interactive panel discussions – audience can ask questions and presenter can answer live

3. HKTB case: Conference and discussions sessions

PC version – login via PC to view or shake phone on WeChat to receive mini link for PC; enter link and continue watching on PC where you left off



4. Value-added Services

- Live shooting, post editing – we shot the HKTB presentations on-location for livestreaming on the virtual roadshow platform to the travel trade
- Full production service including video, audio, backdrop and post production

Equipment Type	Model	Number
Light bar	Yongnuo YN360s	2
Fill light	Nanguan	3
Green screen light		5
Green screen		1
Green screen stand		1
Lighting tripod		2
Camera tripod		1
Camera tripod	Panasonic AG-UX90MC 4K 24.5mm	
Wireless Microphone	Rode	1
Wireless Microphone	BOYA WM8 Pro	1
Stand Microphone		1
Sport Camera	Go Pro Hero 6	1



Client Testimonial – Hong Kong Tourism Board

"Dragon Trail Interactive's online exhibition is a highly convenient and intelligent platform. It integrates a collection of live broadcast, online chatroom, virtual booth and other important functions, to meet the trend of online B2B communication & trade. It can provide fully customized solutions for travel destinations and brands.

Dragon Trail Interactive's team is also professional, from the early project communication, to the implementation and maintenance of online activities, they responded to our demand in a timely manner. The overall online exhibition experience was carried out very smoothly. "



Rebecca Zhu 朱军

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