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Philippines Virtual Trade Show – Case Study

Philippines Department of Tourism

December 2020

Philippines Online Roadshow 2020

The brief: Philippines Department of Tourism (PDOT) partnered with Dragon Trail to deliver an online trade show to support local DMCs, hotels, resorts, airlines, travel agencies and other travel suppliers to develop business with Chinese buyers and agents.

When: The platform launched on 14 December 2020 and ran until 18 December 2020 providing flexibility for sellers & buyers to request and conduct appointments.

More than 1,500 1-on-1 appointments completed



<https://thenextravelmarket.com/Philippines>

Executive Summary

When

14 December 2020 – 18 December 2020

Who participated?

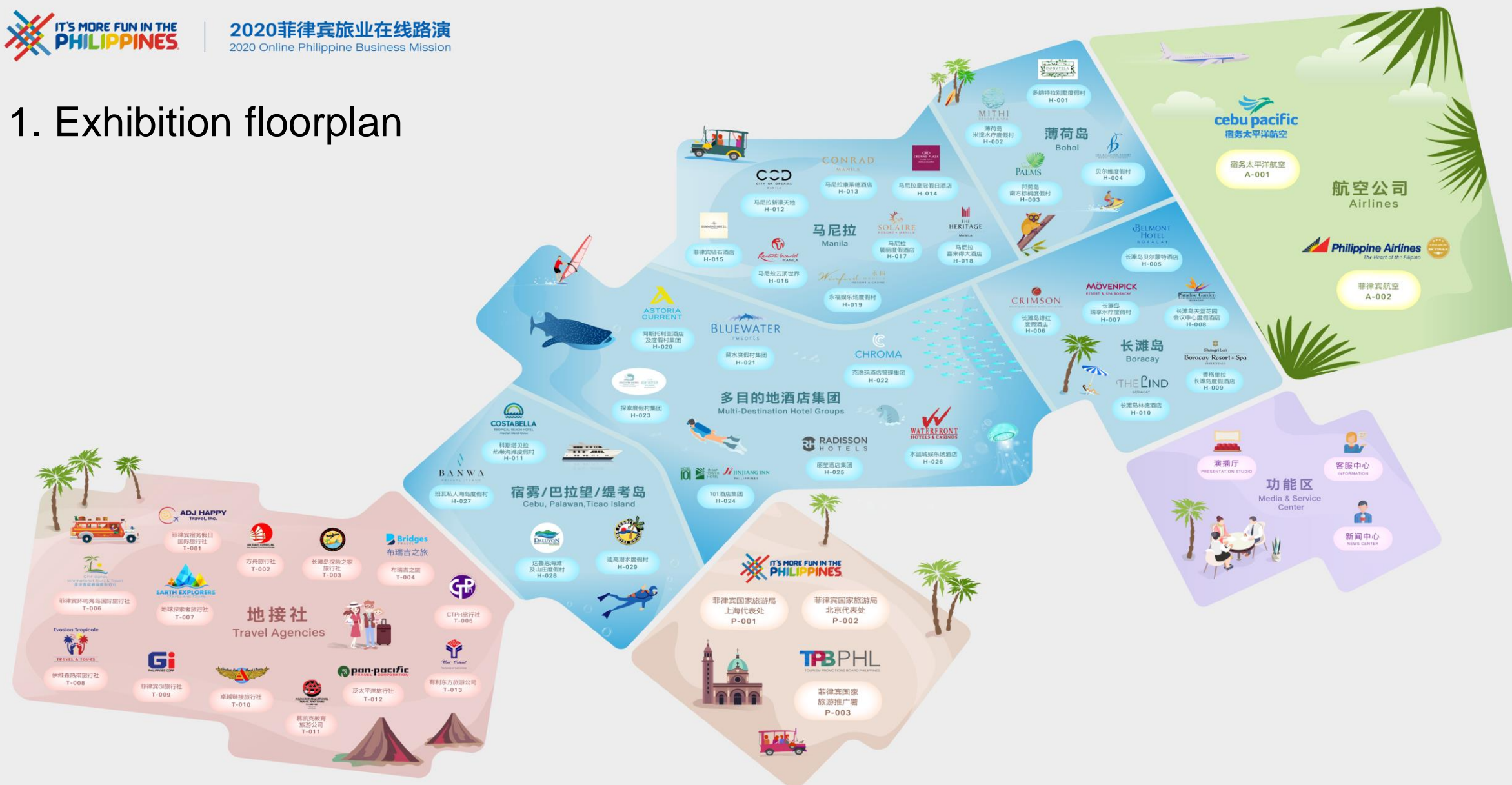
- 47 travel sellers: hotels, airlines, travel agencies and DMCs.
- +280 invited buyers, validated by DT for quality
- +150 additional travel trade visitors

What was their experience?

- **+1,500 business appointments completed in four days**
- PDOT livestreamed opening presentation to welcome buyers
- Big marketing exposure on Chinese travel media
- Extensive data collection for trade CRM



1. Exhibition floorplan



2. Seller exhibition (WeChat Mini Program version)



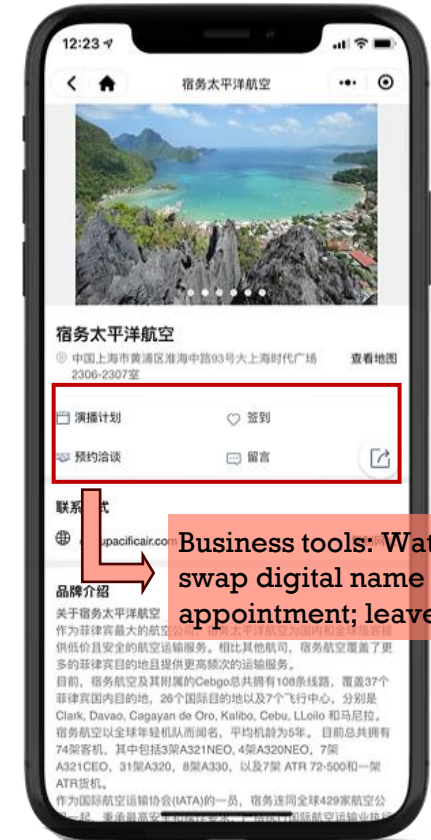
Exhibition Map with seller booths



Individual seller booth

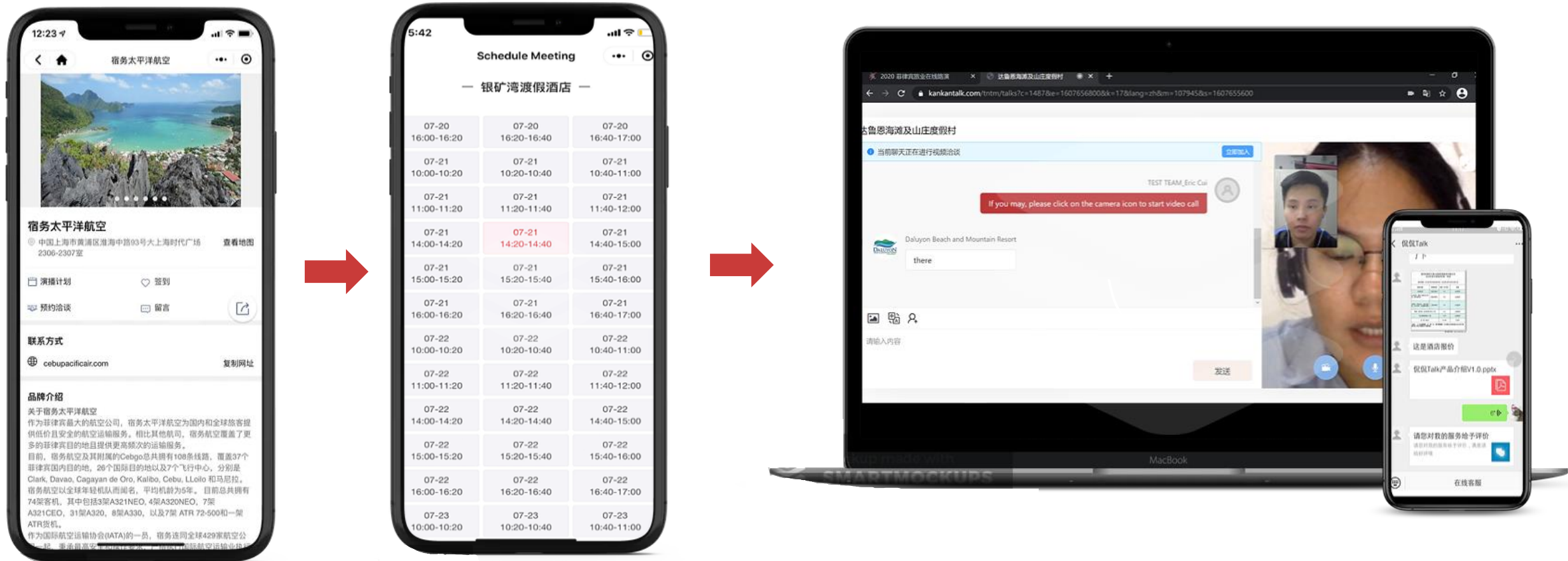


Sellers can be also found scrolling through "Sellers list"



Seller booth details

3. Match-making & Appointments



Buyer browses seller booths & uses matchmaking tool to request timeslot

Dragon Trail powered 1,500+ appointments. Individual meeting rooms support files/media transfer, videocall and presentations

4. Live presentations

As part of the online roadshow, PDOT delivered a live presentation to welcome buyers and present the latest news on travel status to the Philippines. The presentation was hosted by PDOT's CEO, María Anthonette C. Velasco, and their Shanghai Director, Ireneo Reyes.

150 live attendees



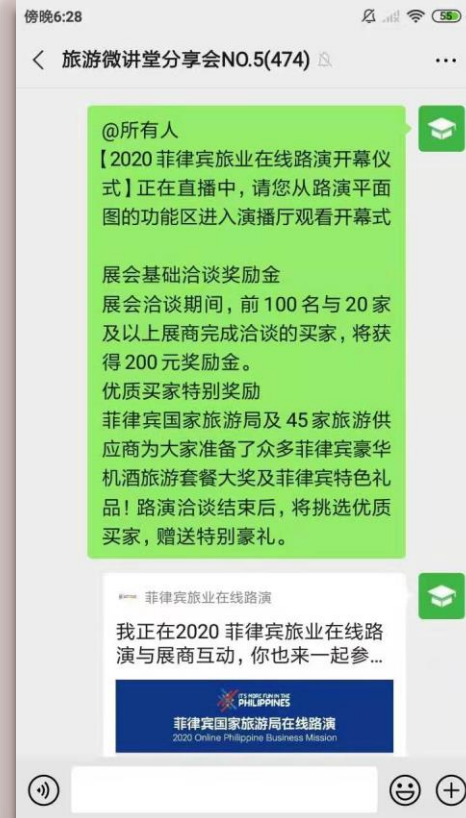
5. Extensive promotion

Dragon Trail also promoted the online roadshow to its database of travel trade:

WeChat promotion on official owned **travel trade accounts**;

Travel trade **WeChat groups** (9,500+ trade industry partners);

Email Direct Marketing (53,000 industry database).





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