



Passion  
Made  
Possible

# TOURISM INDUSTRY CONFERENCE 2022

GEARING UP FOR TOURISM RECOVERY | 06 APRIL



# Plenary #2 - Reimagine Marketing for Recovery: Balancing Reactivity & Longevity

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Speaker: Ms. Jessica Berger, VP, Innovation, PublicisMedia

If 2021 was about domestic travel, 2022 is the year of the “**bucket list**” trip.

*‘65% of respondents are planning to “go big”’*

CNBC, January 2022

**Task at hand**

The journey starts for destinations by defining what makes them the 'greatest trip of all time' to make that bucket list.

# There is no doubt that the pandemic changed the travel experience

## Adopted & Evolved



Flexibility & Loyalty



Contactless Experience



Events Reinvented

# A new, pandemic traveler profile emerged

Amid chaos, people found efficiencies



Wellness will span beyond the gym



New passions and refined preferences



A new sense of caring for people & places



# And this new traveler persona requires attention today



**Change:** Consumer Behavior

**Challenge:** Brand Entertainment

## Opportunities:

- ✓ Content, capabilities and scale need to battle the digital media giants
- ✓ Mergers & acquisitions can remain a popular growth and survival strategy
- ✓ Content distribution will get more complex but also more nimble



Global digital media consumption:

22% in 2015

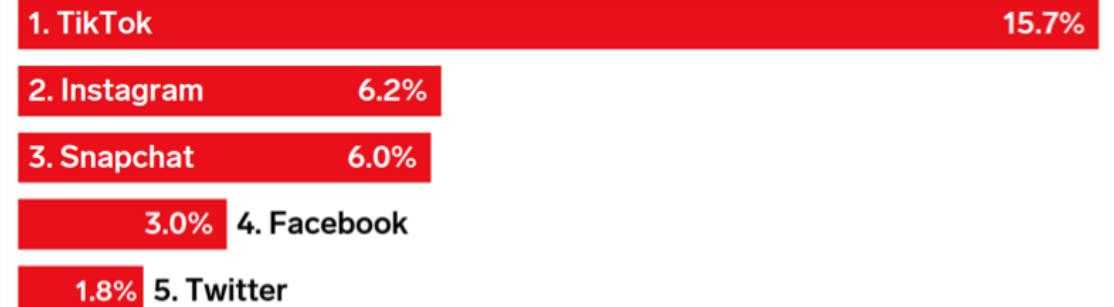
34% in 2021

# Evolving Social Media Ecosystem



## Social Network User Growth in Southeast Asia, by Platform, 2022

% change



Note: internet users of any age who use a social network via any device at least once per month; top 5 platforms shown

Source: eMarketer, November 2021

T11846

eMarketer | InsiderIntelligence.com

And support in  
**navigating data security**  
over the coming months



**Change:** Data Awareness

**Opportunity:** Digital User Journey

**Opportunities:**

- ✓ Rise of zero-party data - personal information is culled directly by the site or app
- ✓ Rise of zero-knowledge proof technology to enable ultimate privacy
- ✓ Rise of Face ID, fingerprints or other forms of biometric authentication

Globally,  
**43%**  
of internet  
users use  
ad blockers

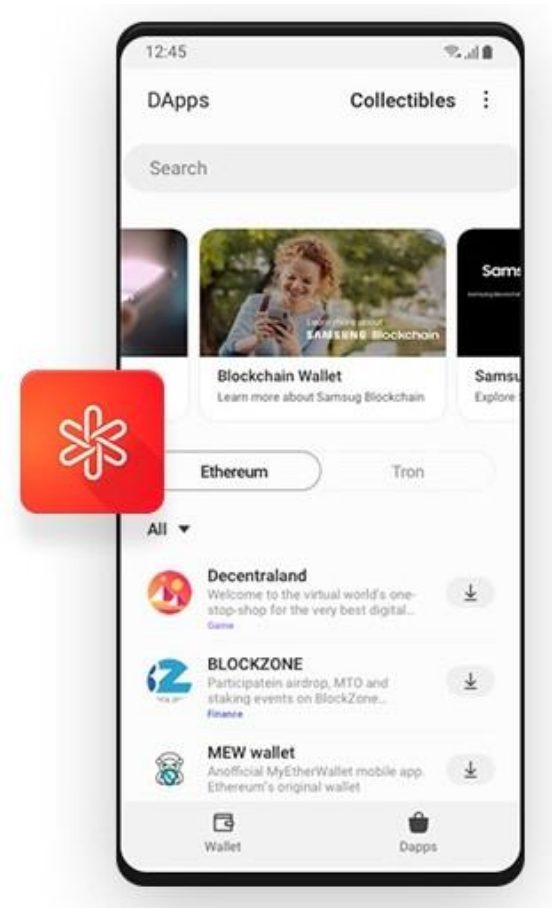


# In the future **Web 3 & Metaverse** - will reinvent the consumer experience

Today



2025



Decades Out



# Metaverse Market Map

Experience	Discovery	Creator Economy	Spatial Computing	Decentralization	Human Interface	Infrastructure
FORTNITE NIAN TIC TOGETHER LABS RIOT GAMES HOLOGATE Hasbro ACTIVISION BLIZZARD EMBRACER+ GROUP NCSOFT MINECRAFT UBISOFT EA Tencent 腾讯 Nintendo XBOX GAME STUDIOS PLAYSTATION STUDIOS NecEase Games NEXON Beat Games Gather 2K VALVE WARGAMING.NET Illith Supernatural twitter NETFLIX miHoYo Spatial YouTube facebook THETA.TV Clubhouse twitch DISCORD ZOOM	facebook unity Ads Google App Store STEAM Google Play EPIC GAMES STORE STADIA itch.io APPLOVIN ironSource N3TWORK Vungle	unity EPIC GAMES BEAMABLE ROBLOX facebook horizon REC ROOM MANTICORE GAMES Xsolla Microsoft SANDBOX skillz Adobe genvid Decentraland Polystream BUILDBOX GameMaker Studio 2 SUBSPACE gravity sketch shopify	unity AUTODESK UNREAL ENGINE NIAN TIC Planet-Scale AR Descartes Labs Matterport Google AI OpenAI occipital CESIUM presentz	Microsoft Dapper ubuntu IMMUTABLE IBM ethereum WAX Enjin Ava Labs. Algorand THETA Polkadot. CARDANO OpenSea makersplace SuperRare Crucible N RPI M	oculus Apple XBOX PlayStation NINTENDO SWITCH SAMSUNG Microsoft HoloLens HUAWEI VIVE NEURALINK LIGHTFORM VUZIX nreal RAZER VARJO magic leap AVEGANT amazon alexa	aws Azure NVIDIA Google Cloud AMD intel. Qualcomm qorvo SKYWORKS verizon T Mobile AT&T vodafone fastly Akamai CLOUDFLARE EQUINIX

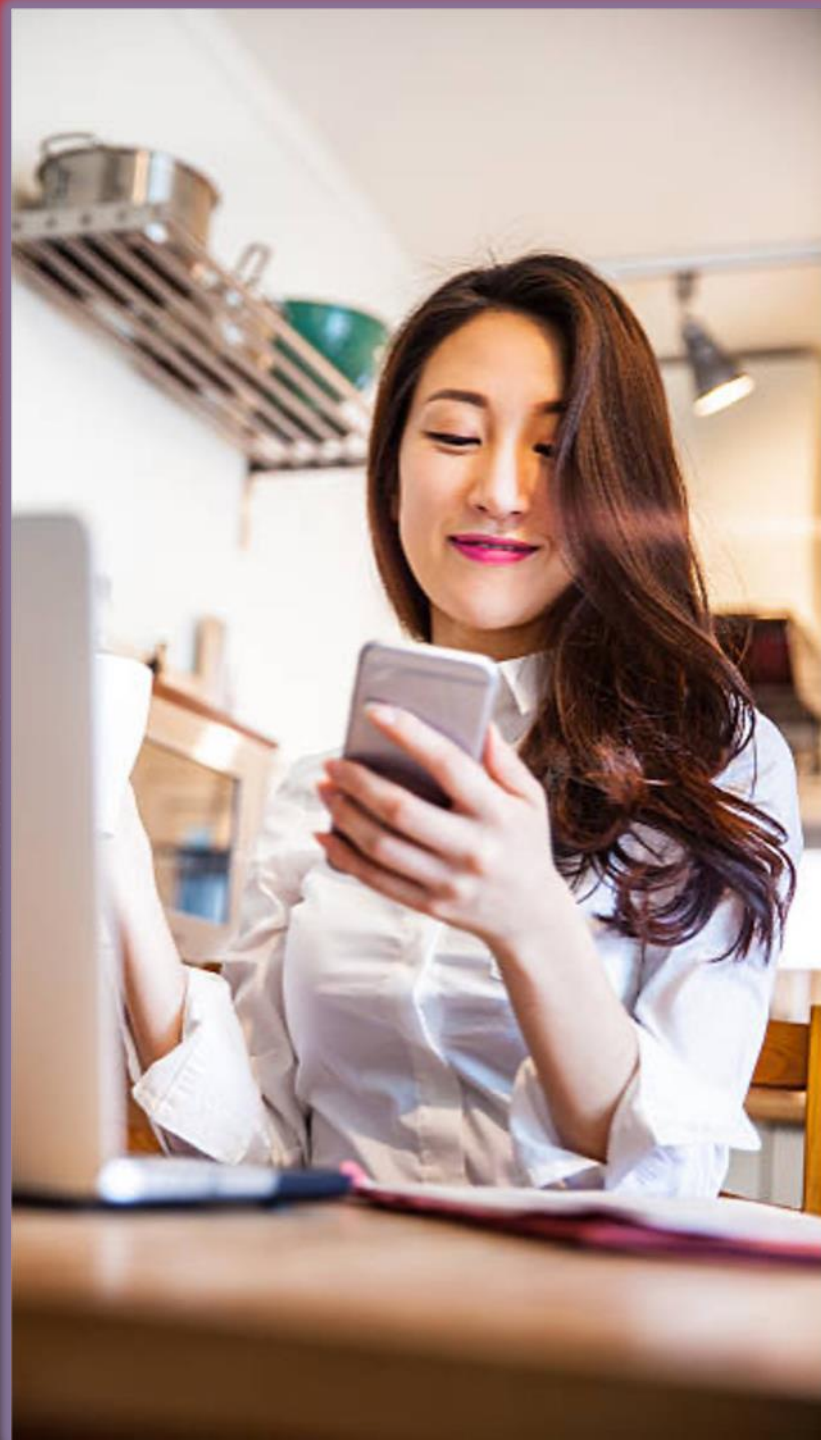
But balancing  
**reactivity with longevity,**  
starts for marketers **today**  
meeting travelers' needs  
where they already are

*What if:*

- Resorts invited social media influencers in their promotional videos and live streams as hosts to help inform of destinations instead of traditional celebrities?

*What if:*

- Hotels doubled as coworking communities for digital nomads? Providing space for remote workers from different disciplines to come together and share ideas.



# In the **near-term**, data-driven programs can be used to add convenience & privacy

## *What if:*

- Travelers preselected their trip requirements—from airport transportation to hotel room amenities—allowing companies to anticipate every detail, contactless and on the go?

## *What if:*

- Those travelers use platforms powered by zero-knowledge cryptography, a privacy and blockchain scaling technology for rewards and loyalty programs allowing for ultimate user privacy.





# Long-term, immersive experiences will change the way we socialize, shop and celebrate

## *What if:*

- Instead of photos and videos, hospitality brands extend souvenirs into the NFT and gaming space, letting memories live on in online spaces beyond traditional social media and photo albums?

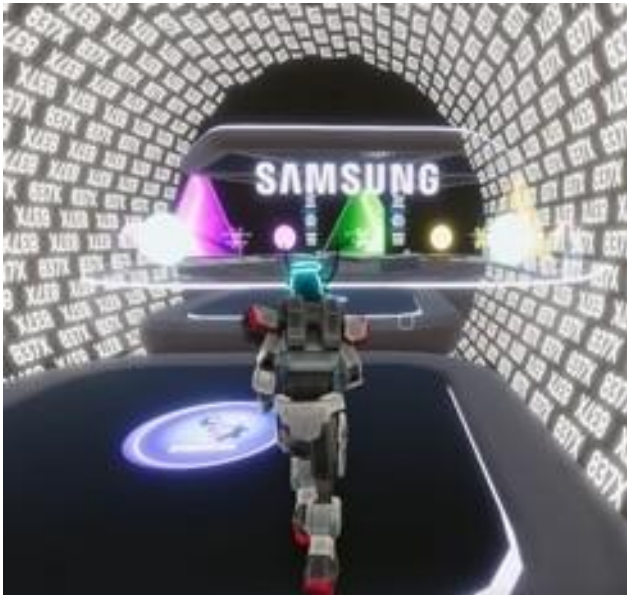
## *What if:*

- VR optimized travel? Opening people's mind to destinations and experiences they would have never otherwise considered.

# From Web 3 immersive playground to digital rewards programs

*"For the Korea Tourism Organization, metaverse marketing is no longer an option, but an imperative in promoting Korean tourism."* - Korea Herald, 2022

## Samsung 837X



Gamified experience on Decentraland, including NFTs & wearables, live DJ and event

## Korea Tourism Organization



Gamified experience on Zepeto, letting users engage with Korea inspired elements on the platforms



# The opportunity: Reinvent the **tourism experience**

## In the immediate: Challenge media overload



- **Win by cultivating interest** and driving attention. Thrive for stronger impact through a unique approach across content and partners - spanning pop culture and news.

## In the near term: Challenge privacy technology



- **Win by updating data privacy technology**, and learning to address travellers' needs, personalizing experiences despite the new cookie-less environment.

## In the long term: Challenge the barriers of Web 2



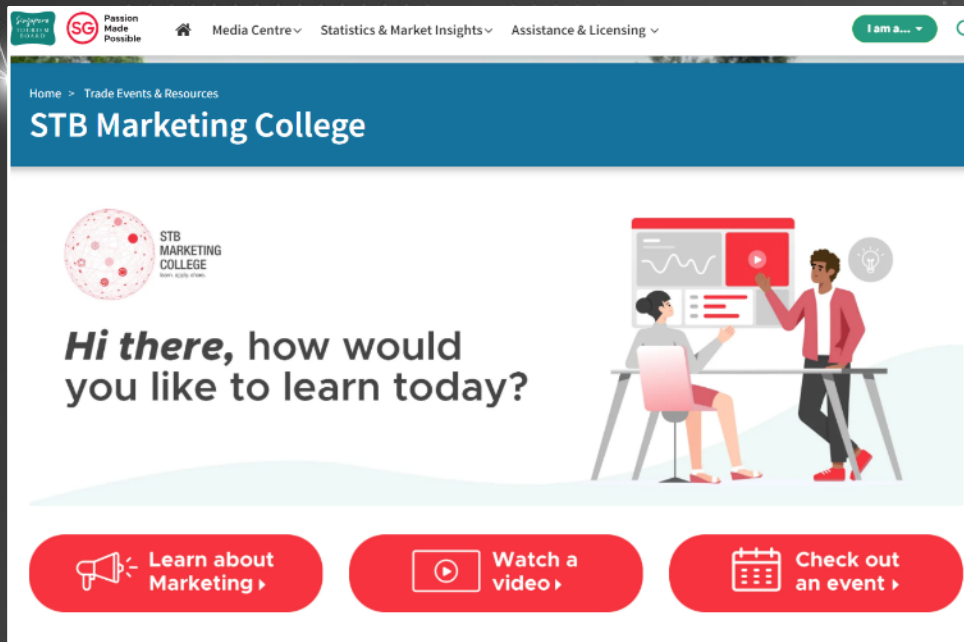
- **Win by integrating immersive touchpoints** and blockchain-enabled web 3 platforms and tools to enhance visualization and commerce.





**THANK YOU**

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### *Masterclass Series 2021:*



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