



HOW TRAVEL BRANDS UTILIZE WECHAT NOW AND IN THE FUTURE

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A ROUGH ROAD TO RECOVERY

Global air traffic will not **return to pre-coronavirus levels until at least 2024**, according to the International Air Transport Association (IATA)

Source: International Air Transport Association (IATA)





A CHALLENGING TIME BUT SOME POSITIVE INDICATORS ON THE HORIZON



中國東方航空
CHINA EASTERN

China Eastern Airlines') 3,322 yuan "Fly as you wish" deal, launched in June

China Eastern
has sold over
100,000 passes

After the resumption of tour package sales, Ctrip search volumes for holidays, hotels and flights all shot up, with domestic travel

Searches spiked by 500%.

Trip.com Group's report showed that over **4,000 travel agencies** have launched domestic travel products on its platform.



SAFETY A KEY FOCUS FOR AIRLINE AND HOTELS – KEY BRAND MESSAGING



**FREE GLOBAL
COVID-19 COVER**



Emirates Covid-19 guarantee



潍坊富力铂尔曼酒店已获得
雅高集团ALLSAFE安心悦界认证



ALLSAFE由全球知名检测、认证及实验室检测服务机构
必维国际检验集团 (BUREAU VERITAS) 审核

ALLSAFE计划将确保酒店的各项服务
让宾客可以放心选择我们酒店
安全享受用餐、娱乐、入住及聚会的乐趣

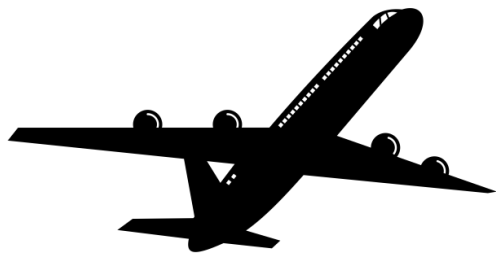
电话: 0536-709 9999 地址: 山东省潍坊市奎文区福寿东街6636号



**Accor
ALLSAFE
Concept**



IS THERE PENT UP DEMAND FOR TRAVEL – TRAVEL TO HAINAN



**12,583 flights were made through
Sanya phoenix airport in July**

Haikou Meilan airport record its highest passenger
numbers, 300, 000 passengers in the 3rd week of July
– breaking pre-pandemic records,
Averaging 300 flights a day

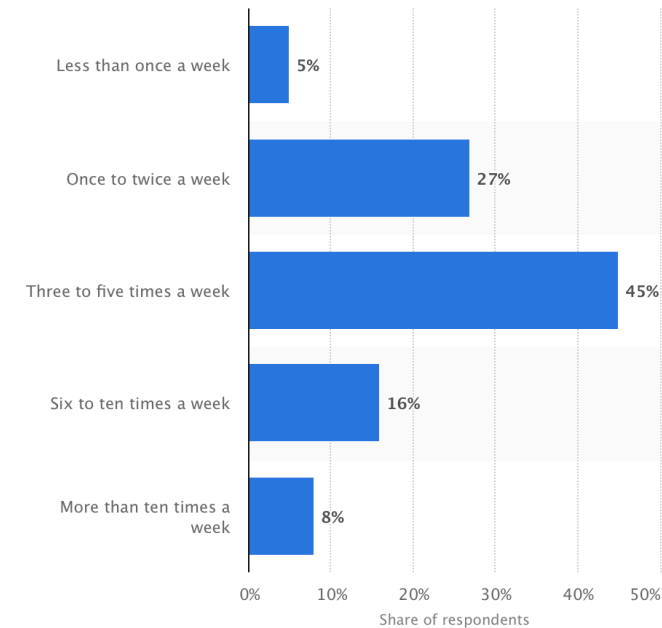




CONTINUOUS COMMUNICATION IS CRUCIAL

During the covid-19 lockdown Chinese consumers paid extra attention to brand communications and this has continued after the lifting of restrictions

Frequency of watching shopping-related live streaming among respondents in China during the first half of 2020



In the first seven months of 2020, China's online retail sales reached 6,078.5 billion yuan (US\$876 billion), an increase of 9.0% year-on-year

The online retail sales of physical goods amounted to 5,101.8 billion yuan, an increase of 15.7%, accounting for 25.0% of the total retail sales of social consumer goods.



WECHAT - THE TRUE 'LIFESTYLE PLATFORM' IS
THE STANDOUT PLATFORM TO ENGAGE



**88 mins spent per
day**



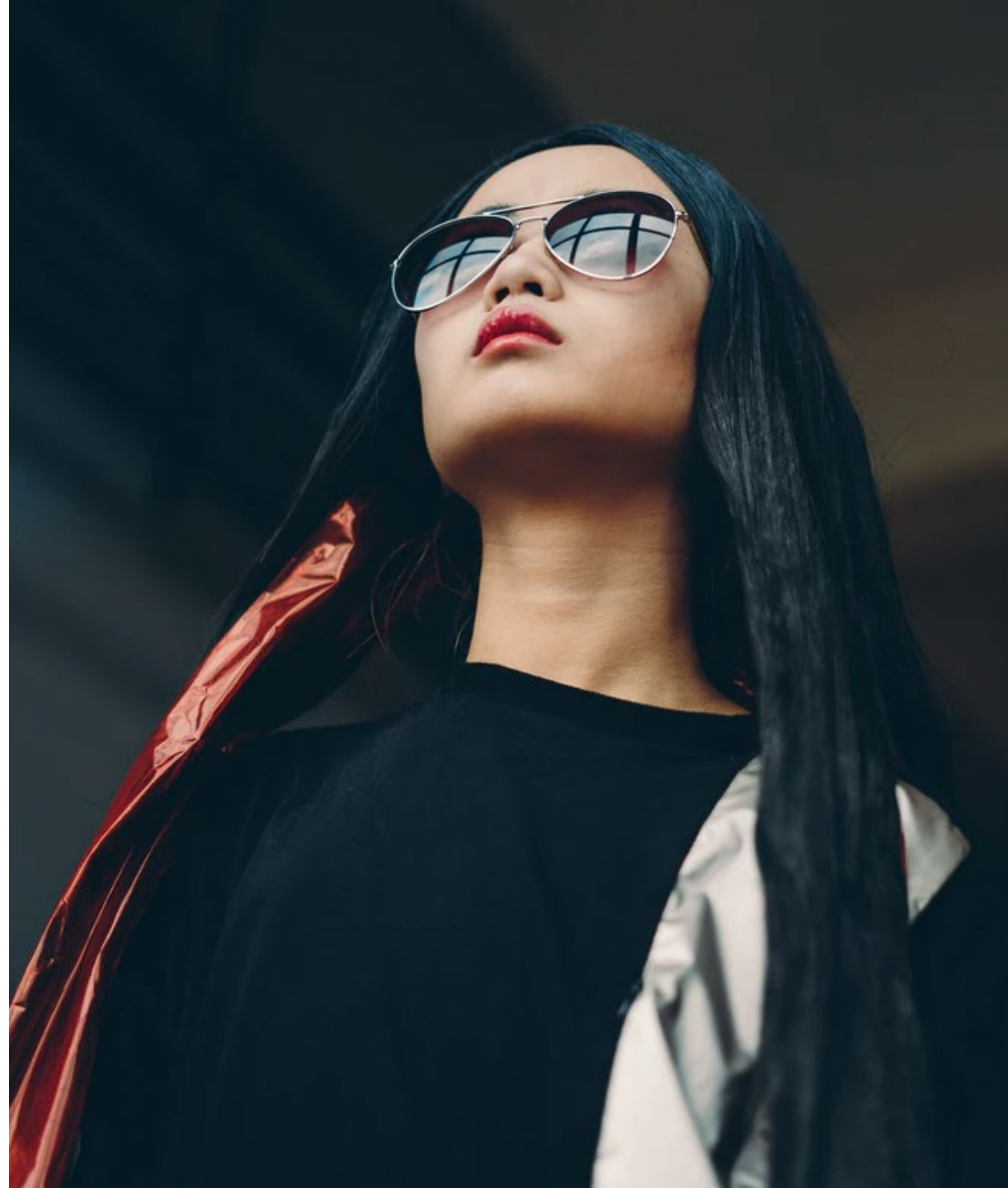
**82 mins spent per
day**



**57 mins spent per
day**

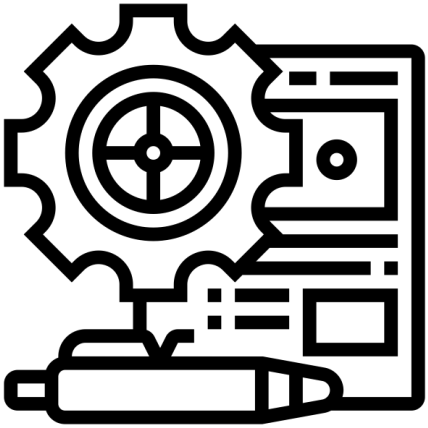


**31 mins spent per
day**





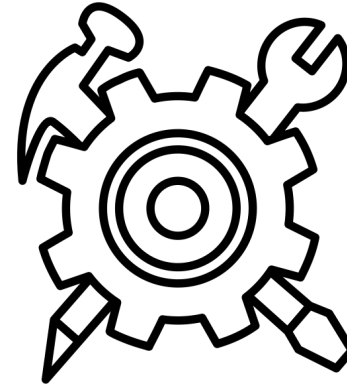
FROM WECHAT 1.0 TO WECHAT 2.0



**Refocus
content**



**Revamp
Menu structure**



**Improve
Functionally**



**Develop
Sales Channel**



KEEP THEM DREAMING AND BE ASPIRATIONAL

Crafting an inspirational
message which
encourages Chinese
travelers to dream of a
future that welcomes
them





LEVERAGE WECHAT'S CHANNELS

WeChat Channels function offers brands the opportunity to present dynamic content that is also able to be discovered organically





RESHAPE THE WECHAT MENU BAR EXPERIENCE

Germany Tourism



Limited menu
functions

Turkey Tourism



No menu
set-up

Japan Travel Bureau



Comprehensive menu with
creative and playful
language

- Menu 1: 约么? Book? Recent events and seasonal festivals
- Menu 2: 寻么? Inspire? Inspirational content highlighting Japan's key offerings
- Menu 3: 走么? Go? Service content, such as visa directions, APP link and more



**Lead users to their
desired content in an
engaging manner
Leveraging WeChat
menu keywords**

**Consider an AI driven
Chatbot integration**



**Prompt asking
users to enter
keywords to
receive more
information**

**Keyword:
Cuisine**

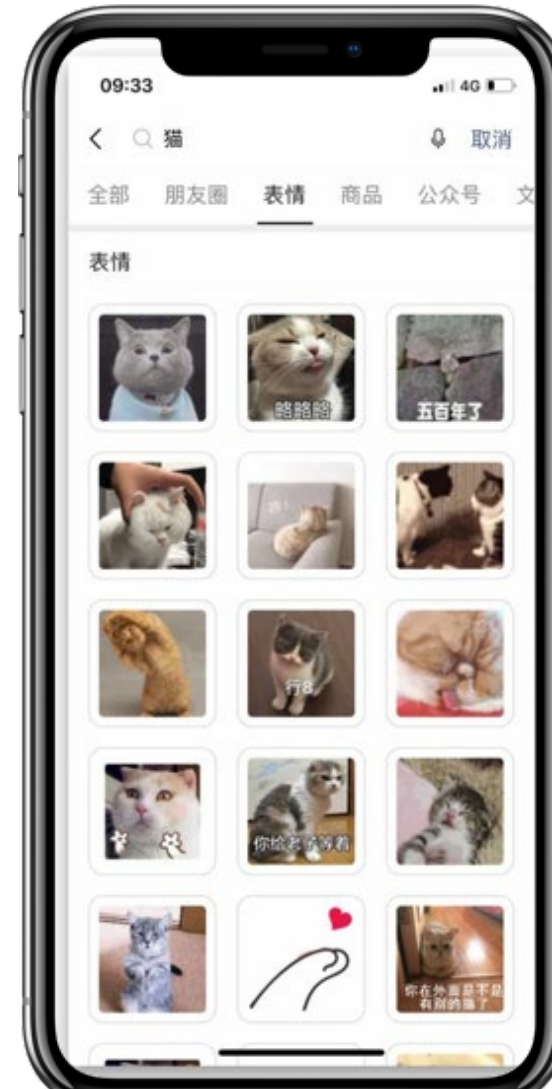
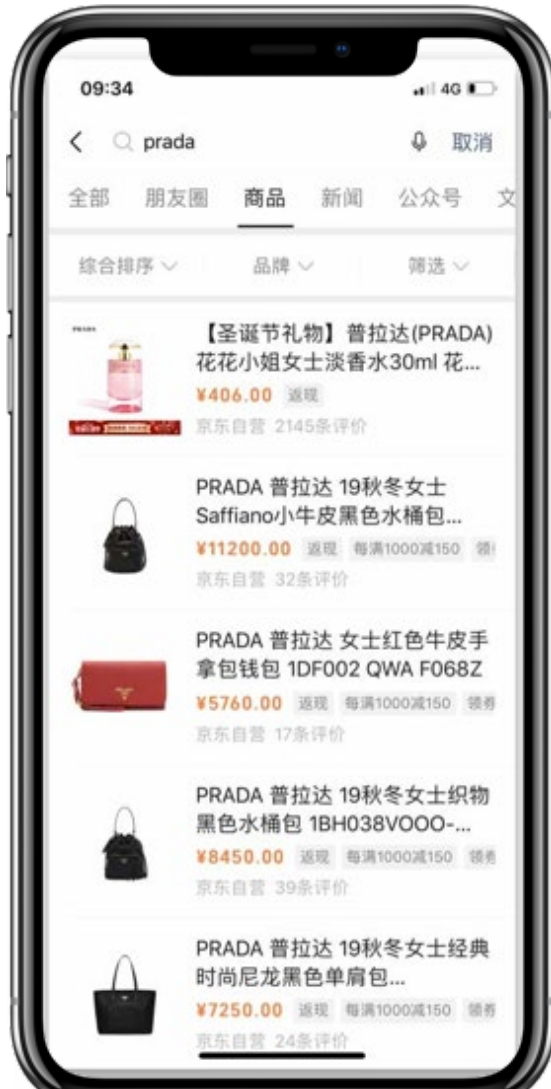
**Offers a link to
restaurant content**

**Keyword:
Shopping**

**Provides a
shopping related
article**



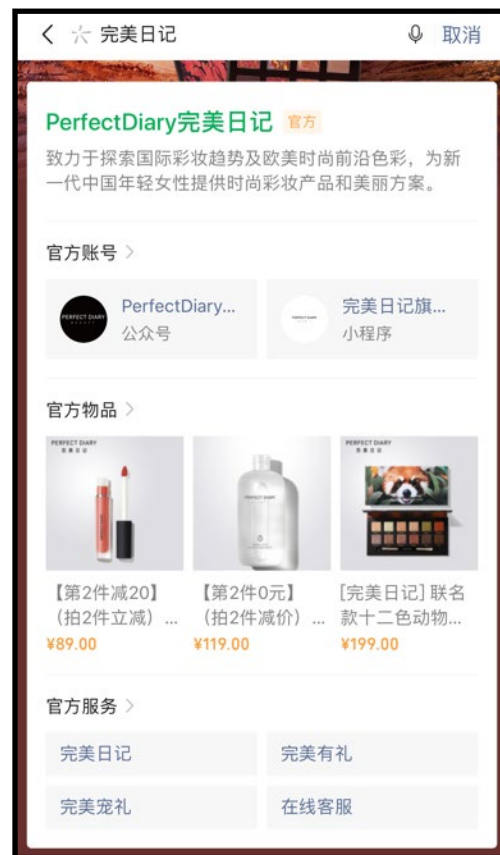
OPTIMISE WECHAT SEARCH



Optimizing WeChat search can help your target Chinese traveler find your brand related content quickly



OPTIMISE YOUR WECHAT BRANDZONE



Your Wechat Brandzone should consolidate your brands WeChat activity to give access to all of your brands key communication touch points ex. official account, mini program and brand introduction



USE A WECHAT MINI-PROGRAM

**Leverage WeChat
mini programs to
enhance the user
experience and
provide real utility
for your destination.**




**Consider an in-destination
Travel concierge mini
program that provides:**

- Destination information
- In-store registration
- Hotel booking
- Attraction booking
- Travel guides
- AI assistant



EVALUATE AND IMPLEMENT A SOCIAL CRM TOOL

**Utilize a SOCIAL
SCRM tool
and better
understand your
audience and their
behaviors**



Gabrielle Yao

She is a female follower who followed our official account 8 weeks ago, she's an office lady who's super stylish and cool, always on the edge of fashion, she loves classical music and goes to the concert on monthly basis.

- Female
- Shanghai
- Office Lady
- Fashion
- Live Music
- Classical

**Make sure your Social
SCRM tool provides:**

- Audience segmentation
- Behavior tracking via Tagging
- Segmented content pushes
- Deeper audience insights
- Better advertising effectiveness



CONSIDER THE USE OF A CROSS-BORDER MINI-PROGRAM

Setting up a cross-border ecommerce mini-program can give Chinese travelers' an avenue to shop while still being at home



An Ecommerce Mini-program should provide:

- An integrated customer delivery, payments and cross-border settlement function
- Enable your brand to generate interest with flash sales – purchase in advance of the next trip
- Convert buyers into long term fans



THERE ARE MANY CHALLENGES FOR BRANDS AT THIS TIME BUT ALSO MANY OPPORTUNITIES

**Stay top of
mind**

**Revamp current
communication**

**Improve the digital
experience**



Thank you

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as
ap+

