

DELIVERING CHINA DIGITAL SERVICES

Covid-19 has hurt the hospitality industry in Philippines, but hotels need to start getting ready for the recovery. China outbound travellers will be the early pioneers from August, according to the China Philippines Travel Sentiment Survey. They will be younger (83% under 40), more independent, and more digital than ever. New tools will be need to reach them. Delivering Asia Communications are specialists in the hospitality industry and can help hotels connect to the market through its team in Shanghai and head office in Bangkok.

Strategic partnerships

Fliggy
Alipay
TikTok

Re-opening and pre-opening hotel planning

Communications strategy
Online media engagement
Digital press events

Influencer marketing

Key opinion leaders
Micro influencers
Live streaming

Social media channel activation

WeChat
Weibo
Registration and management

Content creation

Storyboarding
Social media videos
Stills and text

Market intelligence

Traveller surveys
Database building
Network distribution

THE TEAM



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