



PARK HOTEL GROUP

Adapting to the new world of distribution & marketing

18 May 2022

Snapshot of Park Hotel Group



What are some of the things we focus on during covid

1

Demand vs supply. *Impacted countries such as China, HKG, Singapore, Japan. Least impacted country is Maldives.*

2

Focus on F&B Delivery

Focus on Hospitality Training

Launched GiftMall

3

Boost and enhance our Book Direct Platform. Social Media and Park Rewards Members

How Guests book

- The 80's = GDS
- **The 90's – Hotel Website**
- The 00's – OTAs, Bed Banks
- The 10's – MetaSearch, Social Media, KOLs
- The 20's - **WhatsApp, WeChat, WCMP, Chatbot**, Tiktok, Telegram, MetaVerse



Pre-Covid

- Travel Bucket List to Tick off
- Holiday planning for long weekends holiday, school holidays, Easter, Christmas, China Golden week, Sakura season in Japan, OktoberFest, and many more.

BUCKET LIST

ADVENTURE

1. Experience the Northern Lights
2. See Penguins in Antarctica
3. Paragliding Over the Swiss Alps
4. Hike to Machu Picchu
5. Skydive over Dubai Palm Jumeirah
6. Stay in an Igloo
7. Swim with Sharks
8. Visit an endangered tribe in the Amazon
9. Visit all Continents before 30
10. Visit the Pyramids in Egypt

LUXURY

1. High Tea at Burj Khalifa
2. Spend a night at the Burj Al Arab Jumeirah
3. Stay at the Bisate Lodge in Rwanda
4. Ride the Golden Eagle Trans-Siberian Express
5. Riviera Oceania Cruise
6. Micato Grand Safari

Post-Covid

- Staycation packages
- Curated Local Experiences
- Inflation – Higher cost, higher price, everything cost more now than before Covid

Local Tours



Stagflation

Unemployment

Weak Demand

GDP Growing at Snail's Pace

Rising Inflation

Staycation & Experiential packages



Fairmont Singapore - Hello Kitty-themed rooms



Grand Park City Hall Has Staycations With Rooftop Glamping Picnics & Free Breakfast

Grand Park City Hall Space Odyssey Staycation Packages

Enjoy great savings while having fun at the pool, Insta-Grand Studio and more!

[BOOK NOW](#)

Make the most of your stay

[BOOK NOW](#)

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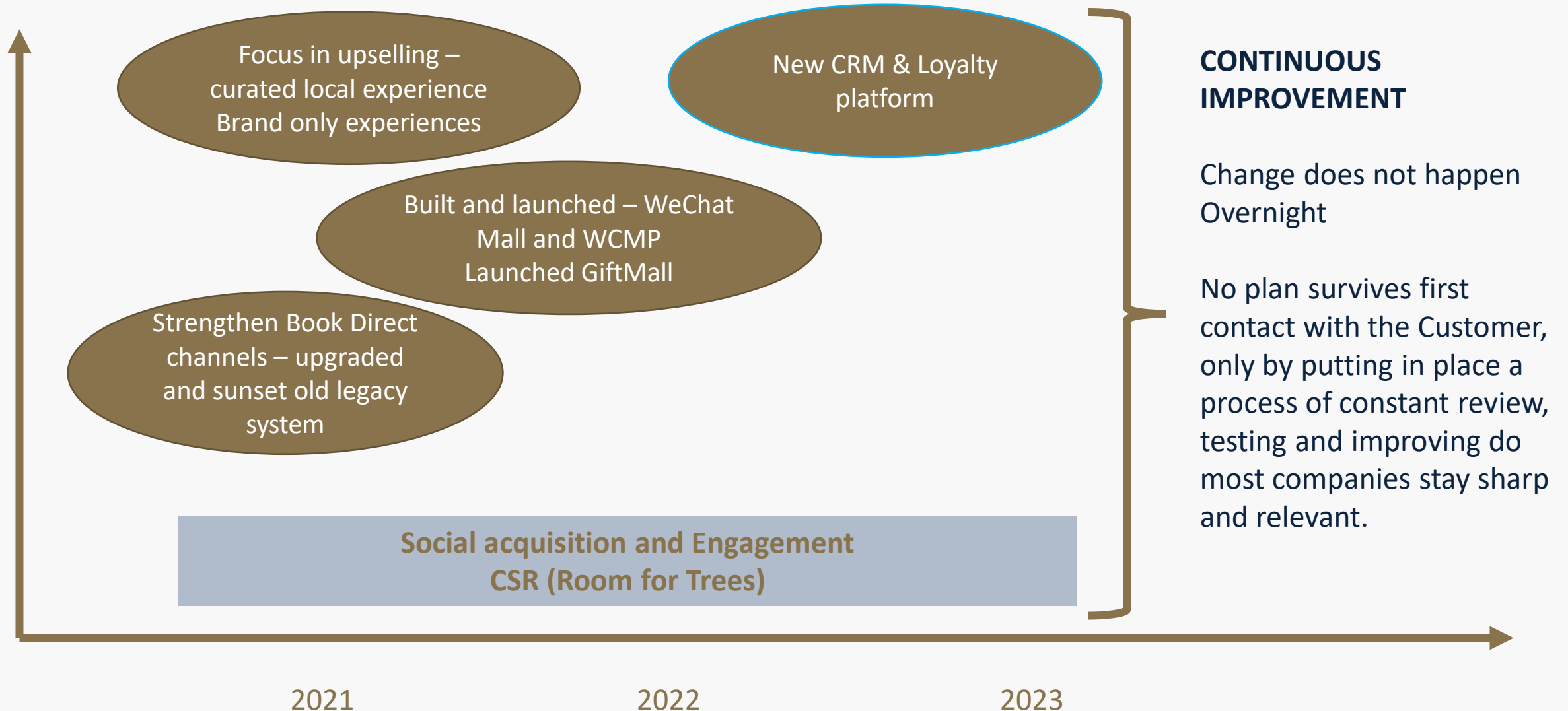
[BOOK NOW](#)

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[BOOK NOW](#)



PHG Strategy - Focus on where it matters



Data Driven Marketing – From Unknown to Known



WE KNOW NOTHING

Undifferentiated Experiences

- Landings
- Interested Products/Inventory
- Travel Dates
- Rewards Profile

Traffic Patterns

Explicit Preferences



WE KNOW TOPICS

Campaigned Experiences

- Landing Topics
- Channel Source
- Promotions

Campaign Source

Current Context



WE KNOW YOU

Personalized Experiences

- Offline behaviour
- Travel Patterns
- Next Best Offer

Inferred Preference

Models and Lookalikes

#ParkHotelGroup – Thank you!

