

# 4B- GIVING YOUR TOUR A MAKE-OVER

14.00-14.45

## PAULA (PUNNAPORN) WONGJUNPEN

- Managing Director, Paula & Co. DMC (Thailand) Co., Ltd.
- Vice President of Membership & Communications, site Thailand



# What is SITE?

SITE, the Society for Incentive Travel Excellence, is the only global organization dedicated to strengthening and supporting the incentive travel industry. We connect incentive travel to business results.

Over the last 40 years, SITE has grown to over 2,000 members in 90 countries with 29 local and regional chapters. Incentive travel is not a luxury — it's a necessity.



Education



Tool Box



Research &  
Advocacy



Connections



Professional  
Certification

**site** Thailand

# WHO WE ARE?

Paula & Co. is your best destination management partner blending perfectly with creativity and initiatives. We provide in-style best practice for uniquely best result that indeed turns your ordinary events to extraordinary. We believe in the power of connection. We bridge your global business to connect with local community and support to drive them growth together.

With our strong collaboration, We ensure to become your best supporter for all events no matter what programme you expect, from business connection events, the journey of local experience to selective CSR activities. Join us to explore your next journey with your own style.

**TIGER WOODS | Personal Trip in 2019**  
**Gucci | Louis Vuitton |**  
**Liverpool Event 2022**  
**Ambassadors Event 2023**

## SUCCESS IN STYLE

Professional Customized Services for  
MEETINGS | INCENTIVES | CONFERENCES | EVENTS

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Instagram: pauladmcthailand\_official

Travel License Number: 11/009928





# GIVING YOUR TOUR A MAKE-OVER

## OLD-SCHOOL

the old-school model of handling tours is disappearing.

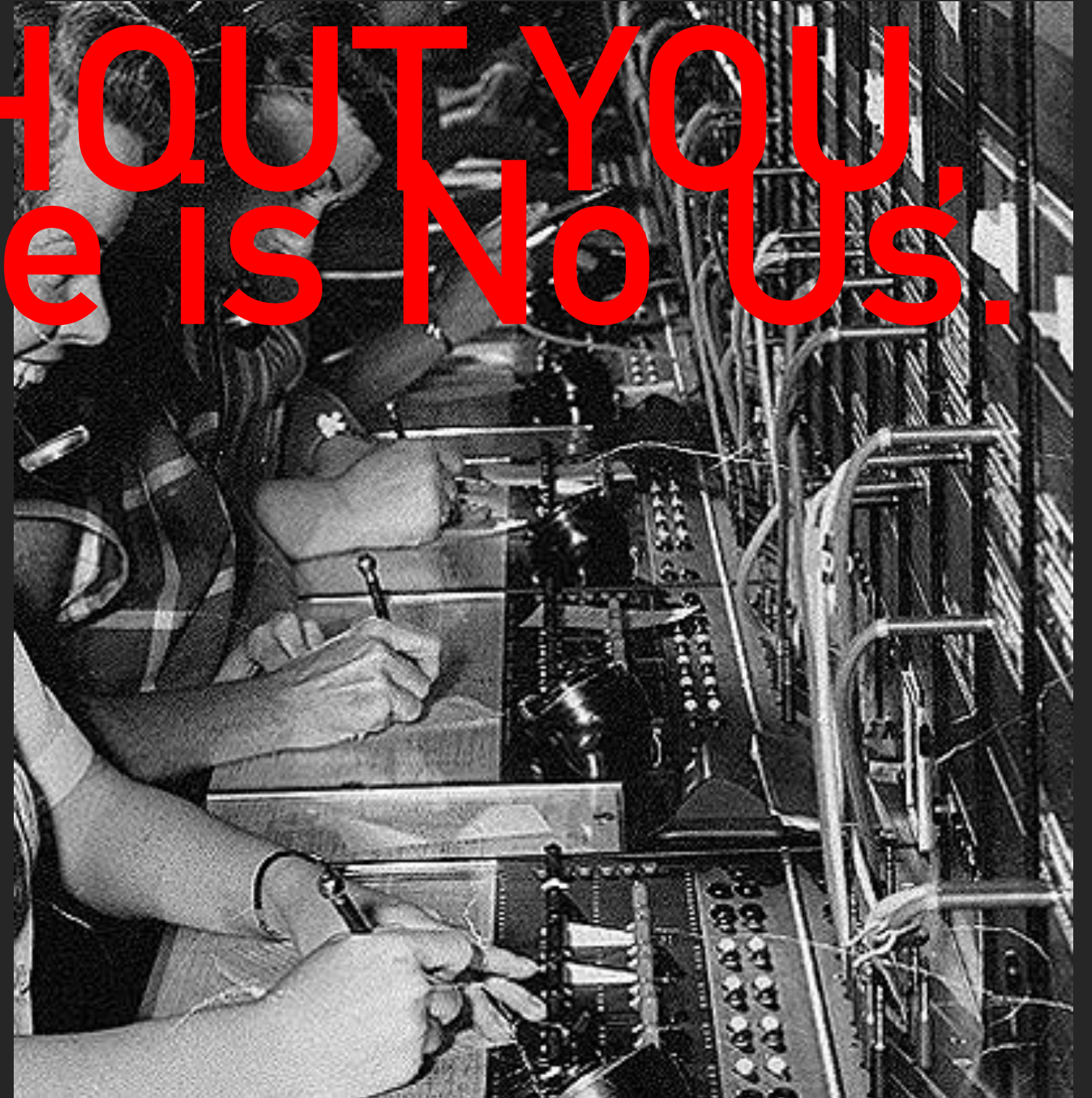
The new generation of travelers seeks flexible, personalized, technology-enabled experiences.

Are the knowledge and expertise of institutional players completely lost? How are they still relevant today?





WITHOUT YOU,  
There is No Us.



OLD-SCHOOL

model of handling tours is disappearing

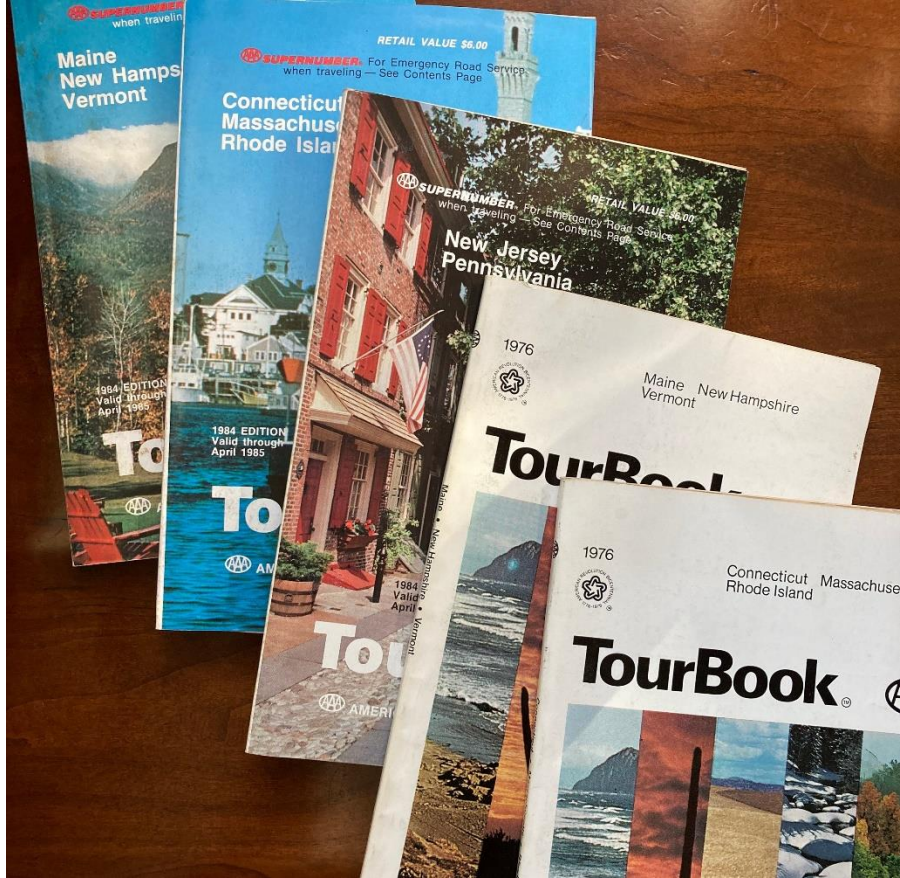


# THE OLD-SCHOOL MODEL OF HANDLING TOURS IS DISAPPEARING.

- PAPER
- VOUCHER
- READY MADE PROGRAM
- BROCHURE
- CASH I MONEY









# DO YOU USE GOOGLE FOR WORK?

Google Workspace





# NOWADAY

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- TECHNOLOGY
- ELECTRONIC MENU / PROGRAM
- QR CODE
- VIRTUAL



## Thailand in your Hands

Explore Thailand via

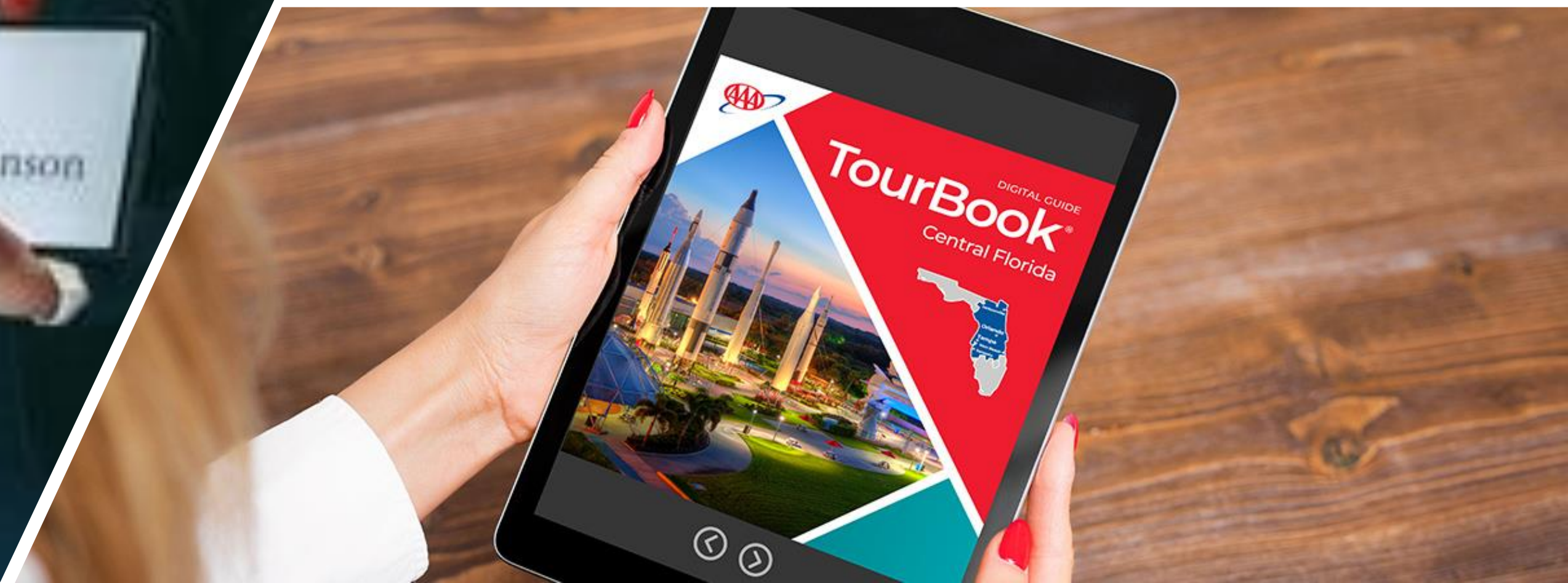
# Amazing Thailand e-Book



Download e-Book









# MICE NOW:

- FLEXIBLE IS THE KEY
- PERSONALIZED
- TECHNOLOGY-ENABLED
- EXPERIENCES
- SUSTAINABILITY
- HYGINE & SAFETY







PERSONALIZED



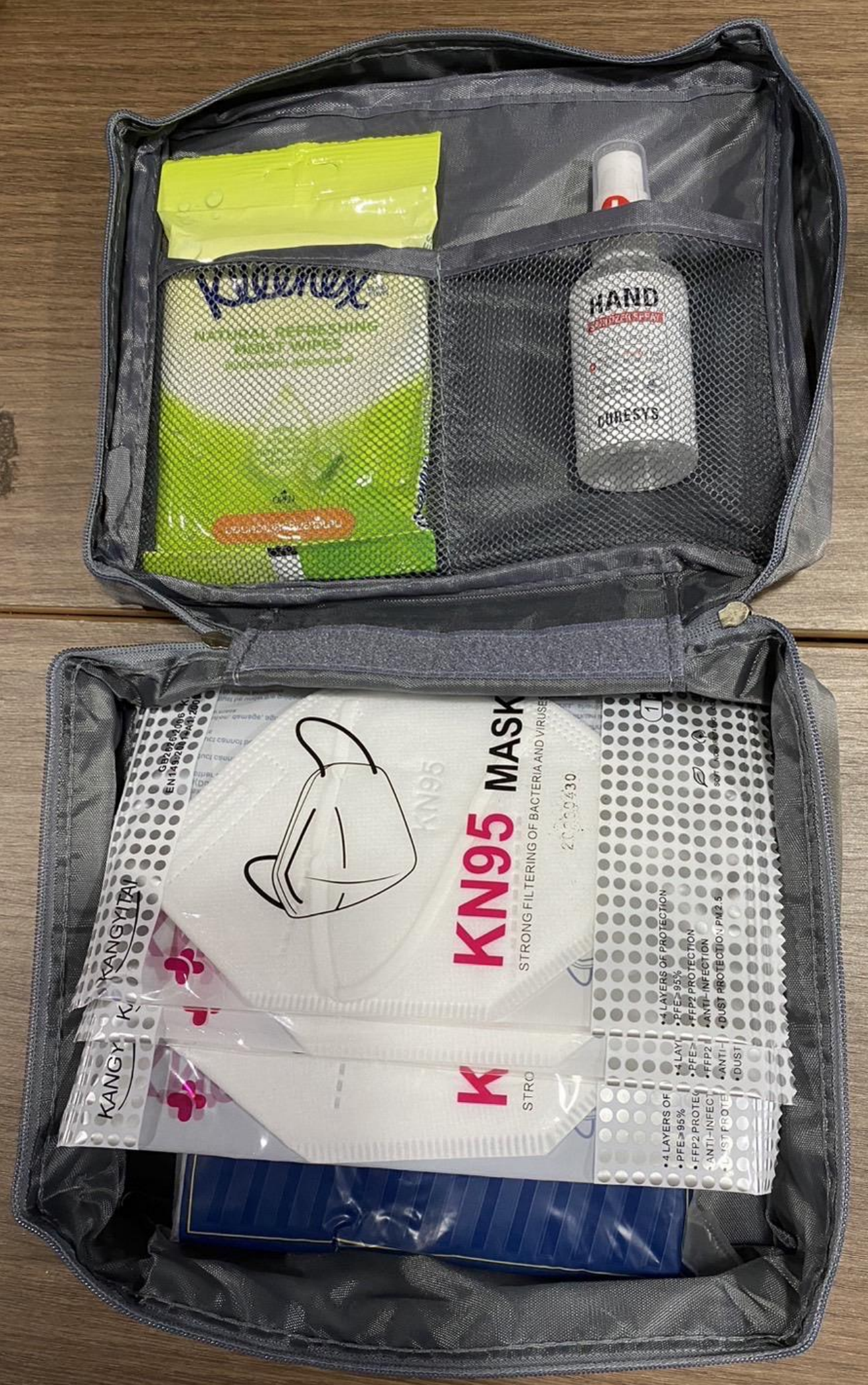


PERSONALIZED





PERSONALIZED



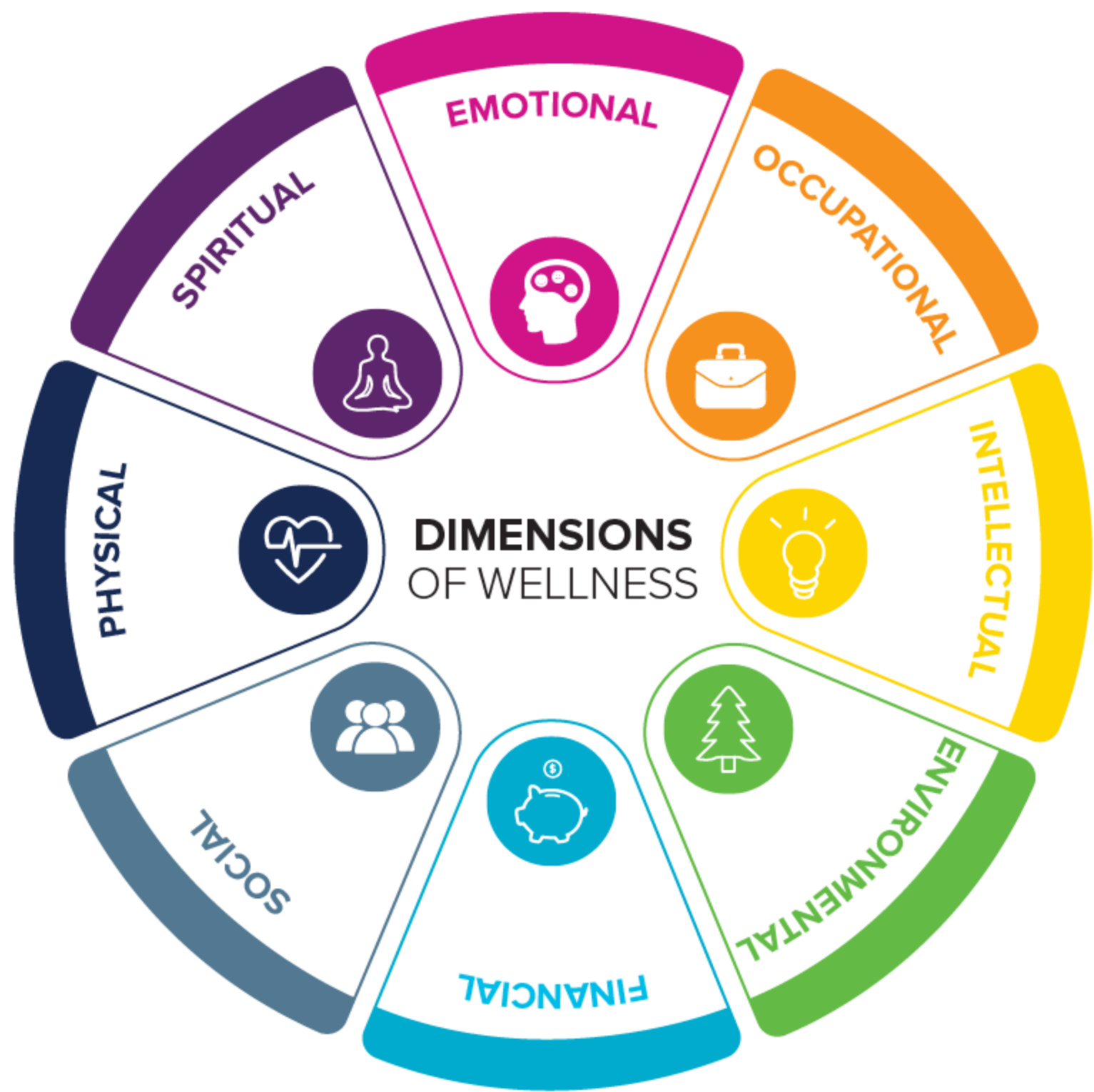














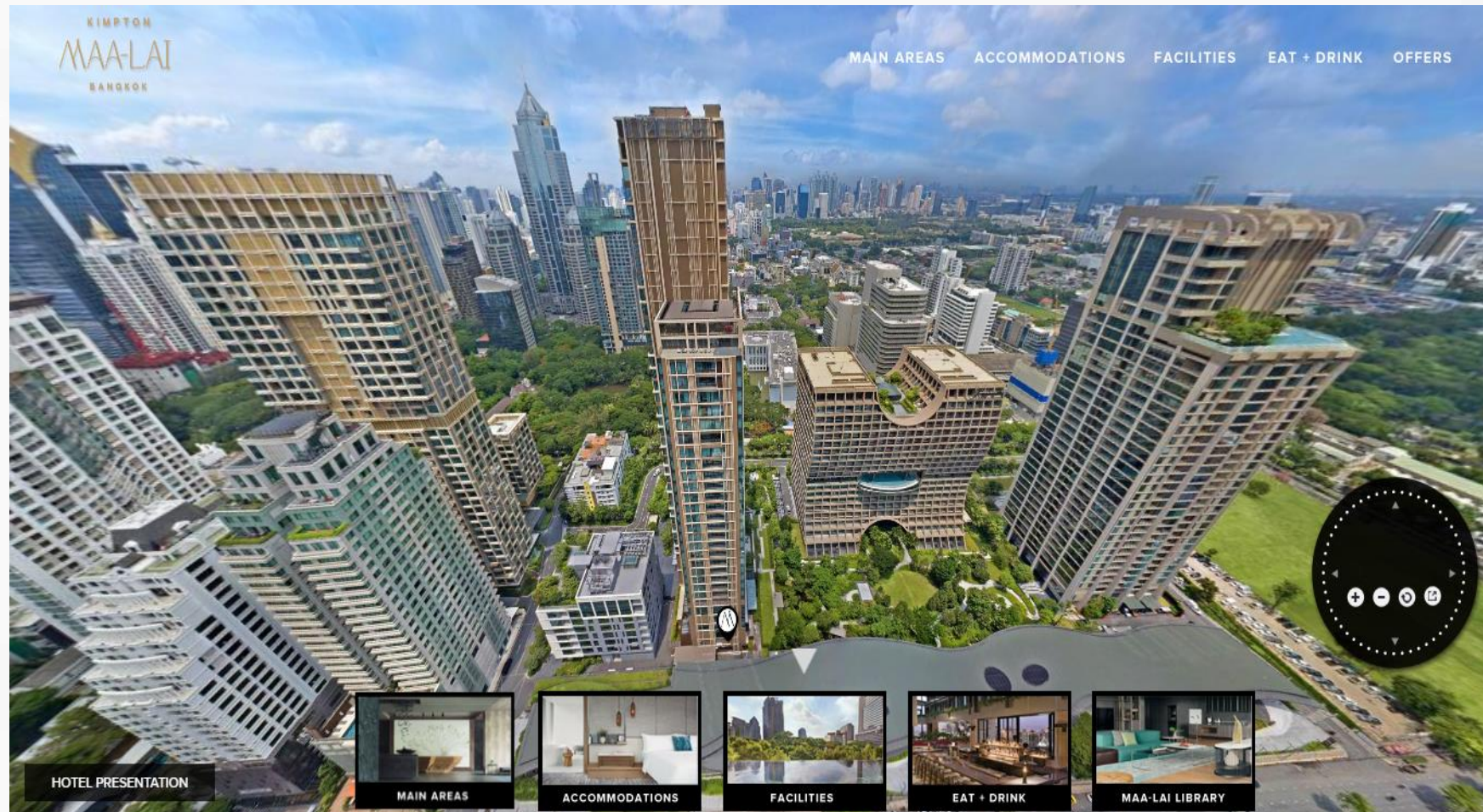
# TECHNOLOGY-ENABLED EXPERIENCES

VIRTUAL TOUR

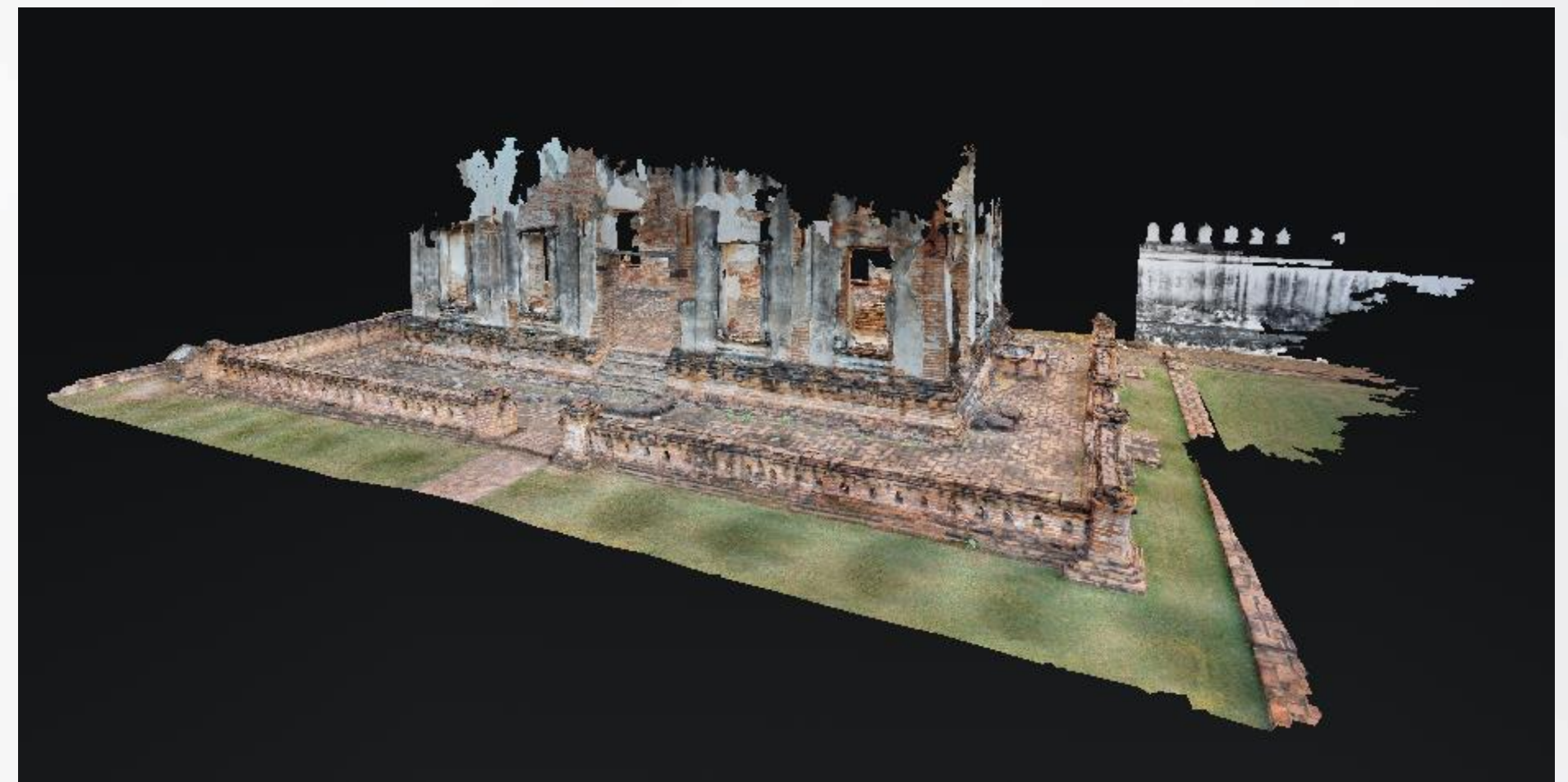




# VIRTUAL TOUR



<https://panomatics.com/virtualtours/th/kimptonmaalaihotel/index.html>



<https://my.matterport.com/show/?m=m55sbctmG5A>

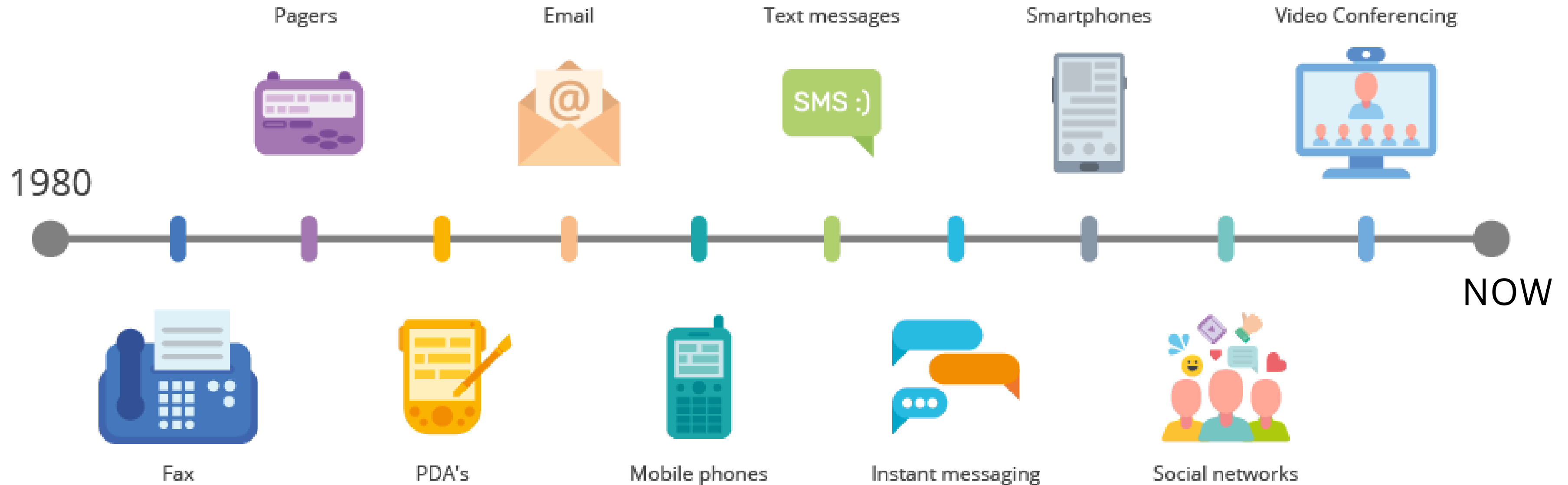


A romantic couple is seated on a rooftop terrace, looking out over a sprawling city. The sky is filled with numerous colorful hot air balloons, creating a magical atmosphere. The couple is sitting on a low wall with large, patterned cushions. The city below is densely packed with buildings, and the overall scene is bathed in the warm, golden light of the sun.

# 7 travel and tourism trends in 2023 for tour and activity operators



# COMMUNICATION







# DIGITAL MARKETING

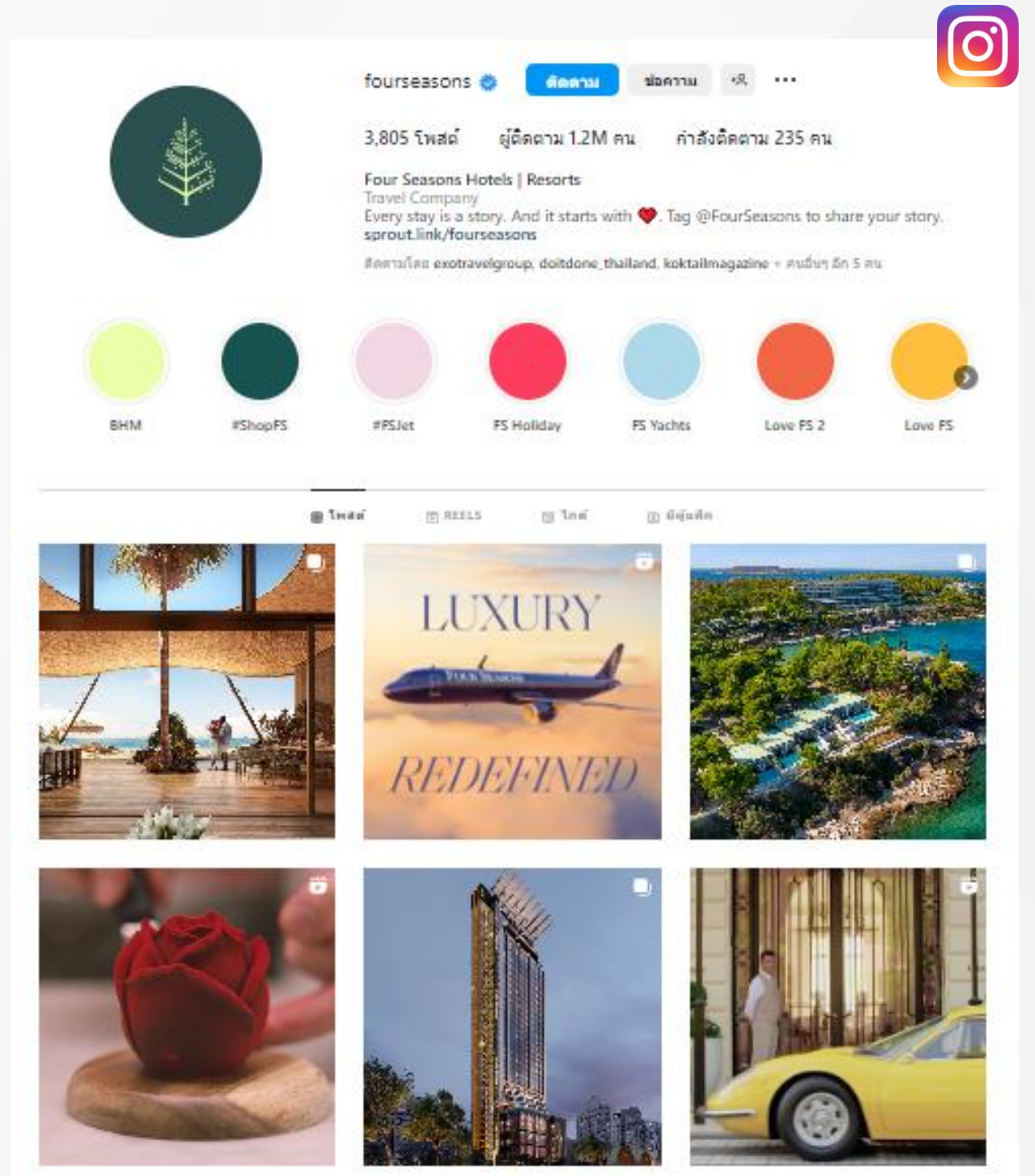
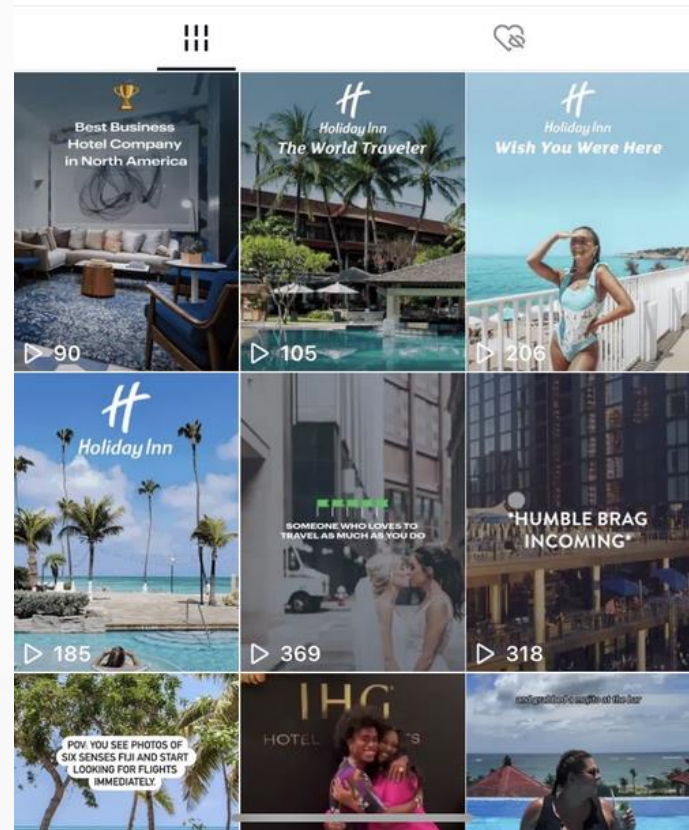
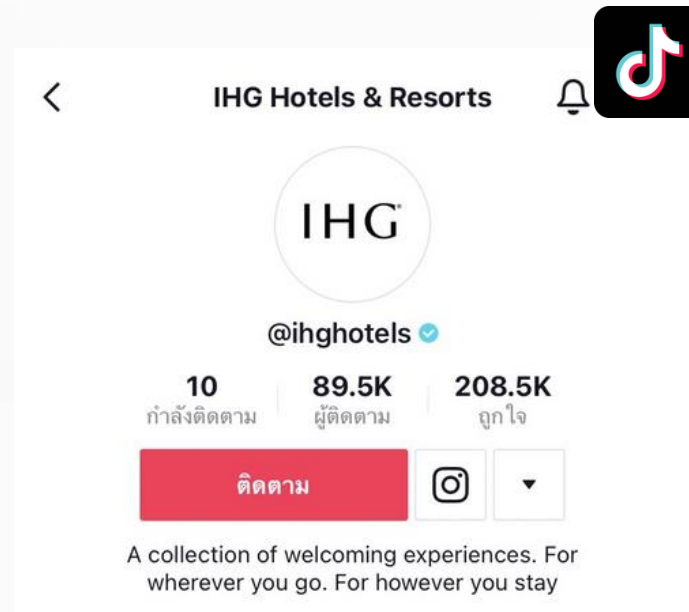


# SOCIAL MEDIA





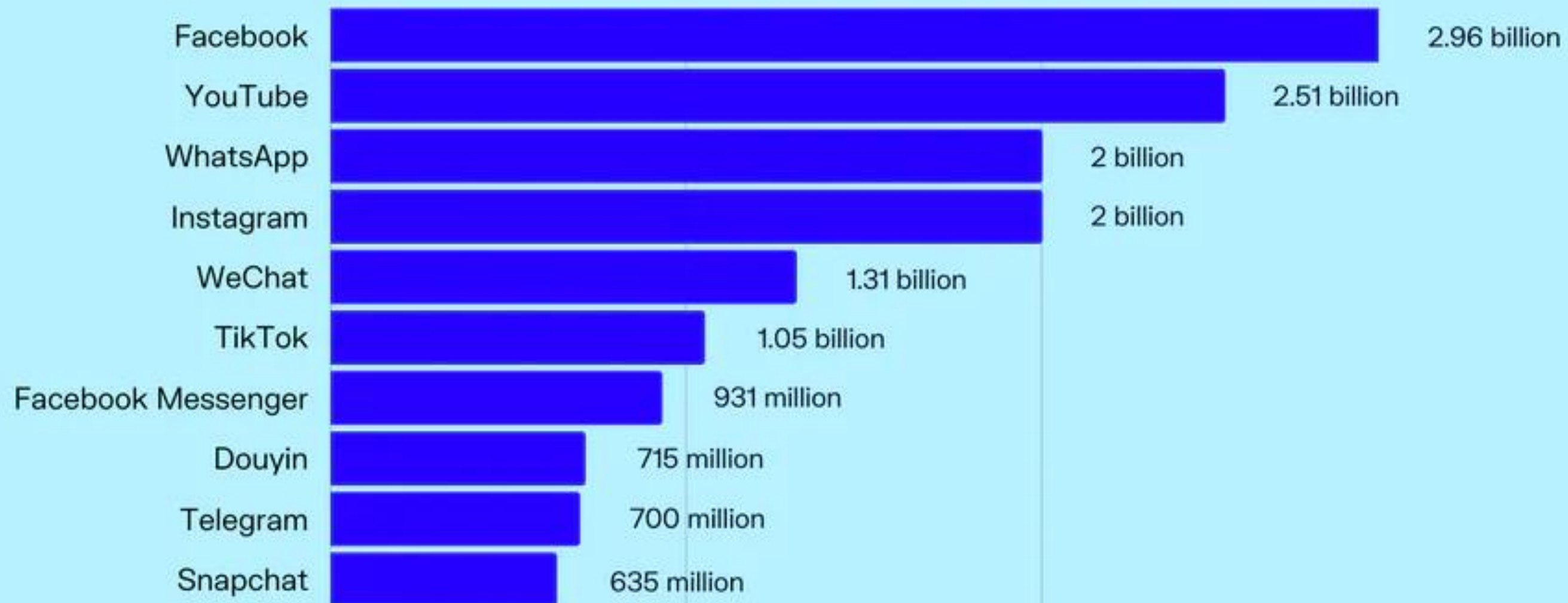
# FREE SOCIAL MEDIA





# WHICH SOCIAL MEDIA YOU USE THE MOST?

Most Popular Social Media Platforms in 2023



Source: DataReportal





# MILLENNIALS

EMBRACE YOLO, PREFER ALL-INCLUSIVE, RELAXING & ROMANTIC VACATIONS



Travel Days  
Per Year

## TOP VACATIONS TYPES



55%  
Relaxing



50%  
Visiting Family



45%  
Family Play



34%  
Romantic  
Getaway

53%

Book Travel  
on an OTA



Other leading booking resources are  
Search Engines & Hotel Sites

70%

Stayed in a  
hotel



72%

Decisions can be  
influenced by  
advertising



## TRAVEL PERSONALITY

I look for the best deals



92%

I'll go anywhere that allows me to  
explore the outdoors and be active



89%

I prefer worry-free, all-  
inclusive resorts



83%

YOLO: Crossing off my  
bucket list is imperative



83%

## Location of Last Vacation



19%

Outside my Country

Inside my Country

Expedia  
MediaSolutions

Download the study: [bit.ly/american-travel](http://bit.ly/american-travel)



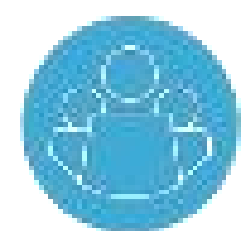
# GENERATION Z

ARE OPEN-MINDED, BUCKET-LIST ORIENTED &  
LOOKING FOR OFF THE BEATEN PATH LOCATIONS

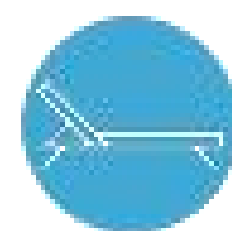


Travel Days  
Per Year

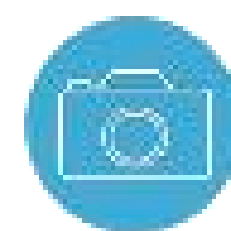
## TOP VACATIONS TYPES



56%  
Visiting Family



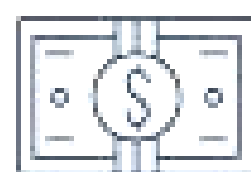
51%  
Relaxing



45%  
Sight-seeing



36%  
Special Event



81% Said budget  
is a factor



25% Of their budget is  
allocated to flights

90%

Decisions are influenced  
by social media

## RESOURCES USED IN BOOKING LAST TRIP



1. Search Engine
2. OTA
3. Airline Site
4. Hotel Site

## TRAVEL PERSONALITY

I look for the best deals



93%

I'll go anywhere that allows me to  
explore the outdoors and be active



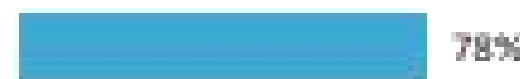
83%

YOLO: Crossing off my  
bucket list is imperative



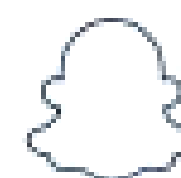
81%

I opt for off the beaten path locations  
and recommendations from locals



78%

## MOST INFLUENTIAL PLATFORMS



Snapchat



Instagram



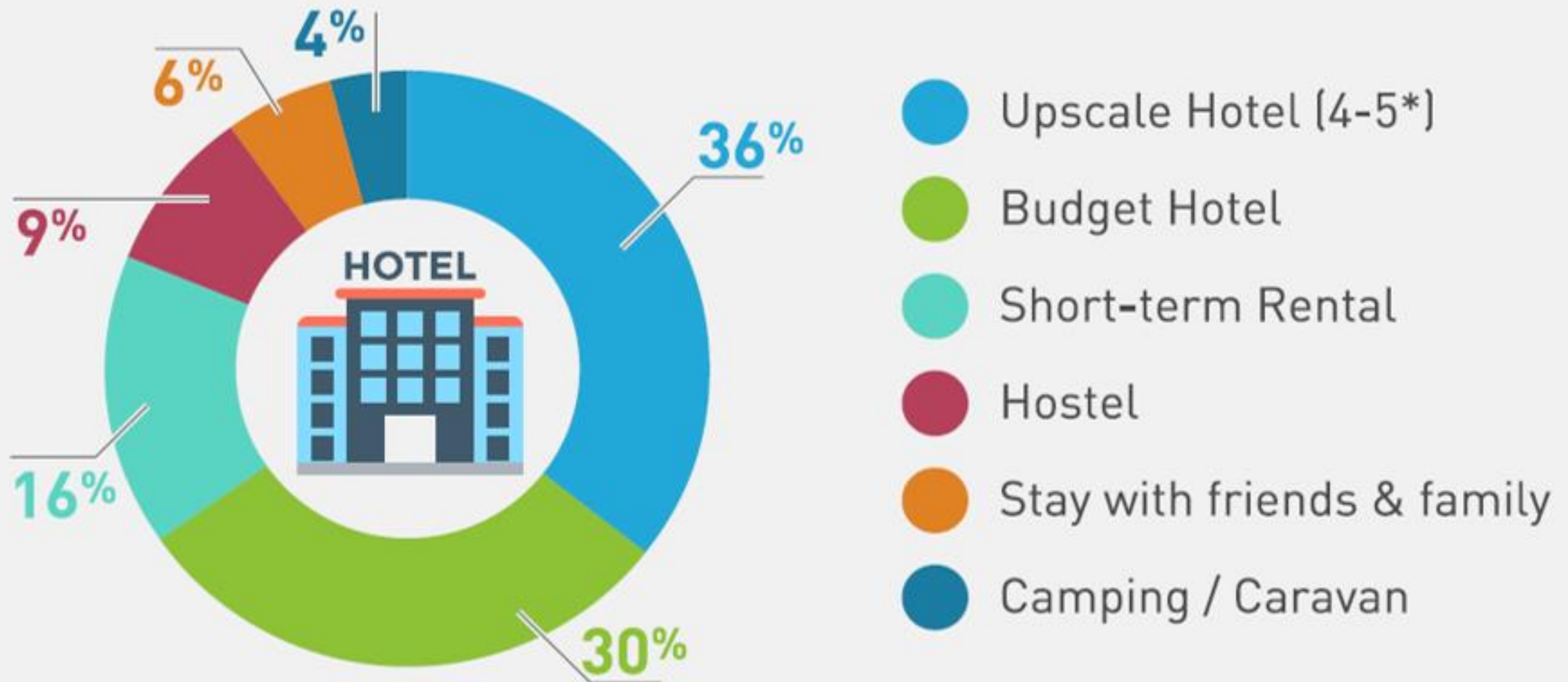
Facebook

Expedia  
MediaSolutions

Download the study: [bit.ly/american-travel](https://bit.ly/american-travel)



# WHEN CHOOSING ACCOMMODATION FOR THEIR EUROPEAN TRIP, GEN ZERS ARE LIKELY TO CHOOSE





## TOP 5 TRAVEL EXPERIENCES GEN ZERS WANT TO TRY IN EUROPE:

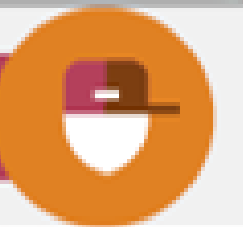
Trying locally produced food & drink

75%



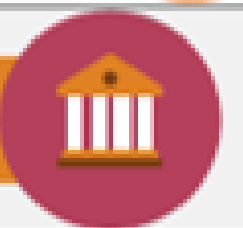
Learning about the urban culture

67%



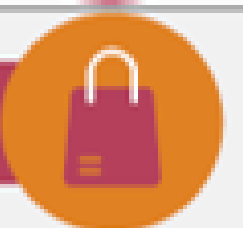
Doing cultural activities

62%



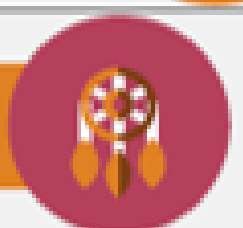
Shopping in big stores or a mall

62%



Learning about traditions, heritage, stories and crafts

56%





**When you're trying to secure a business deal and your client is in another location, you have to be ready to jump on a plane at a moment's notice to finalize the deal.**



**BUSINESS TRAVELER**





**SCAN**

**BUSINESS CARD**

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## **PAULA (PUNNAPORN) WONGJUNPEN**

CEM, CIS, DES

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