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Digital Marketing for Tourism

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EXECUTIVE SUMMARY

Overview

Throughout this report, we have come up with various headings to assist us in producing the final outcome of the project which is to advertise South Korea to as many Singaporeans as possible to attract them into visiting South Korea as a popular tourist destination amidst the COVID-19 regulations still in place.

The key points are segmented into 3 different sections:

- **Background Research**

A profile was created based on Singaporean Millennials needs, preferences, and characteristics. We investigated market trends around the world from both a traveller's and the tourism industry's perspective. Furthermore, we identified the tourism characteristics of South Korea and its competitors; Australia, Indonesia, and China.

- **4Ps**

By identifying all the 4Ps, we are able to advise our travel agencies to price, plan and promote their packages accordingly in an attractive way to attract more Singaporeans to visit South Korea.

- **Digital Touchpoints**

In addition, we also have come up with samples as to how each of the 4Ps should be carried out in real life. This enriches our travel agencies as to how Singaporeans can be attracted into launching deals with them as fellow Singaporeans ourselves.

The Next Step

We are approaching a market strategy by first identifying the problem, defining our target audiences, doing research on our competition and demands, and picking marketing channels. To further support our efforts, we will come up with our own slides to further elaborate our points.

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1. INTRODUCTION

As members of the South Korea Tourism Board's international marketing team, we are responsible for attracting Singapore Millennials, who are making plans to travel within Asia in 2023. In order to attract this target market to South Korea, we need to conduct research and understand their needs and preferences.

Due to COVID-19 and the opening of borders from numerous countries, competition for tourism is rising. A similar trend can also be observed in other Asian countries due to the attractions and activities they offer to these millennials.

This proposal is aimed at attracting Singapore Millennials to visit South Korea through a digital marketing campaign that will appeal to their interests, thus boosting visitation.

2. TARGET MARKET PROFILE

Age Group

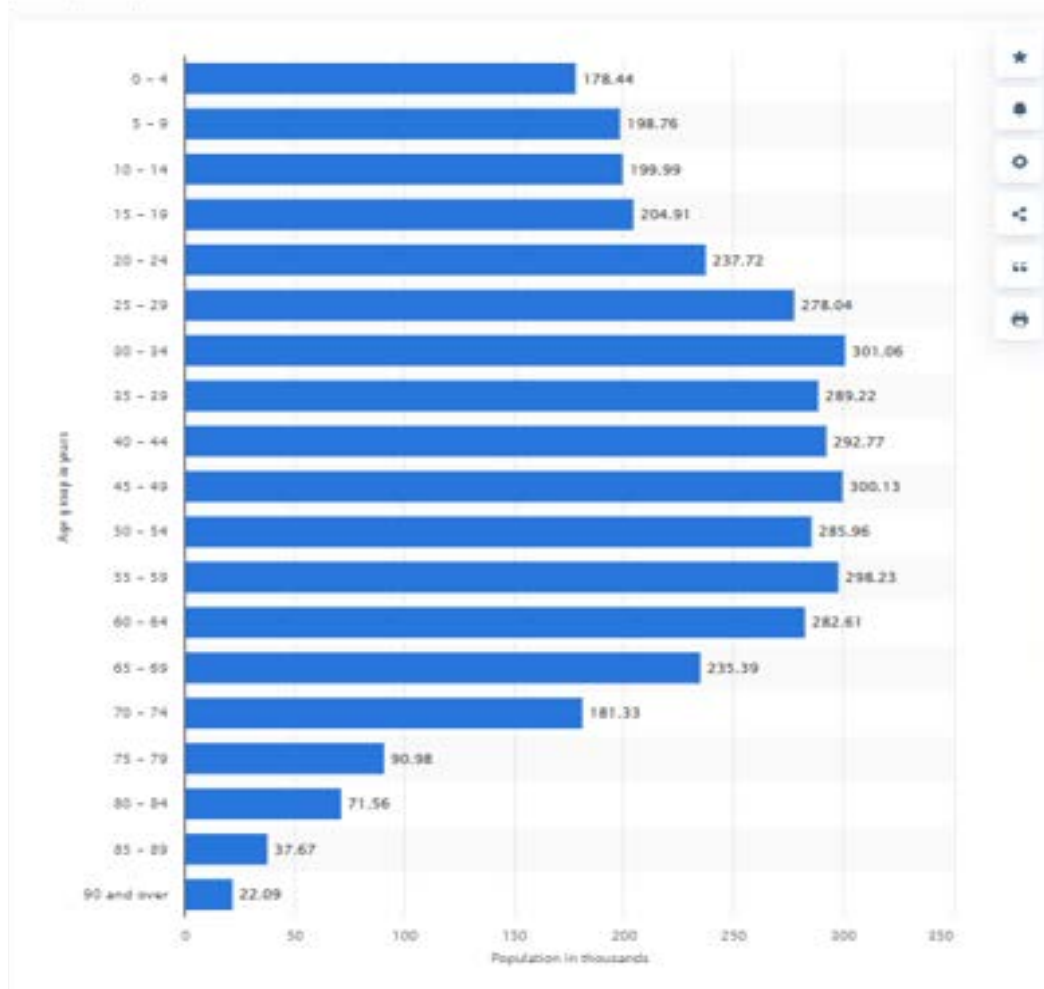
26-42 Years Old.

2.1 Gender

Singapore has a population of 5.94 million.

47.7% of Singapore's Millennials population is female, while 52.3% is male.

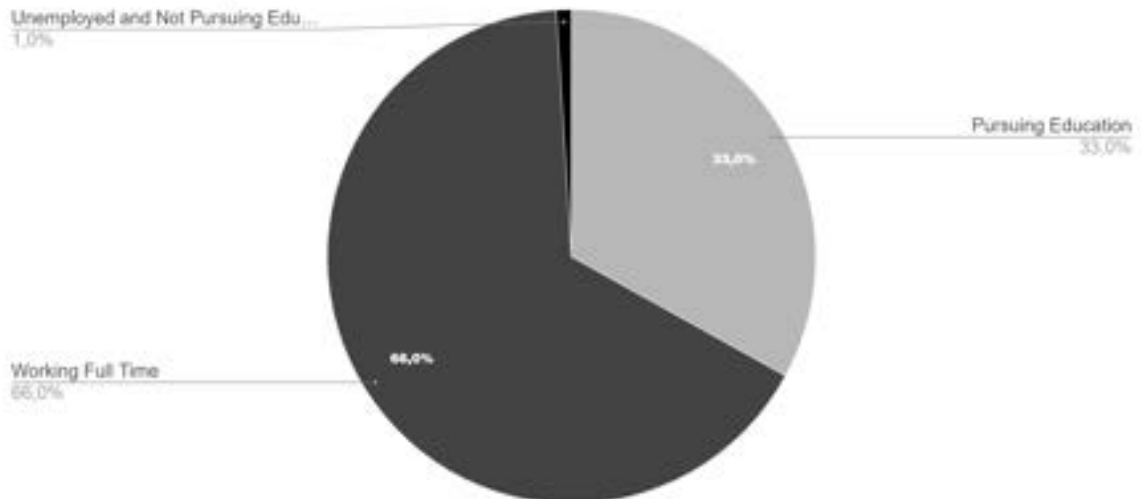
Population of Singapore as of June 2021, by age group
(in 1,000s)



2.2 Occupation/Education:

1. Majority of Singapore millennials are *working full-time*. 33% are pursuing their education as students. 1% of Singapore Millennials are unemployed and are not studying. (As shown in the chart below)

Millennials' Occupation

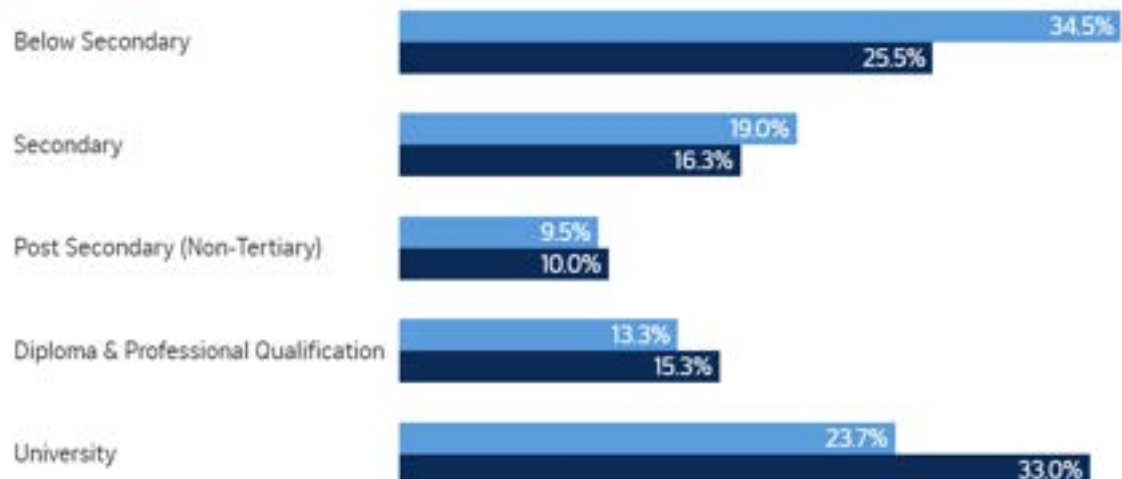


2. The majority of Singaporean millennials received post-secondary education *certifications*. (e.g ITE, Polytechnics, University)

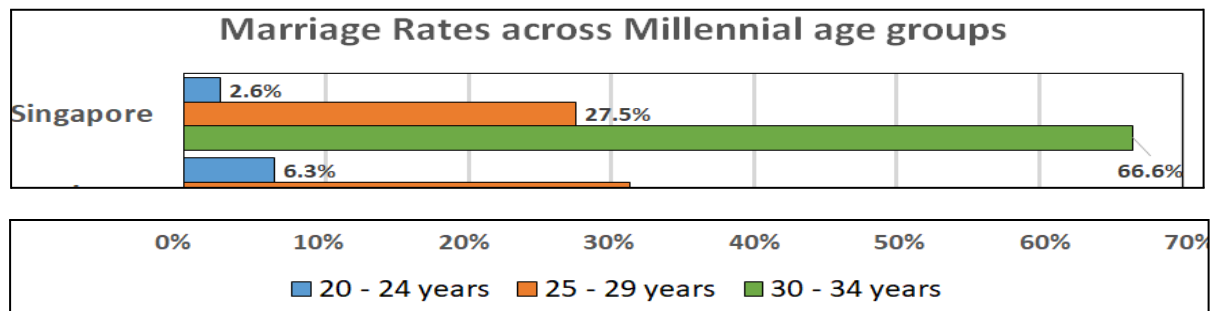
The figure below shows the percentage of Singaporean millennials' highest education certificates.

Resident population aged 25 years and over by highest qualification attained

2010 2020



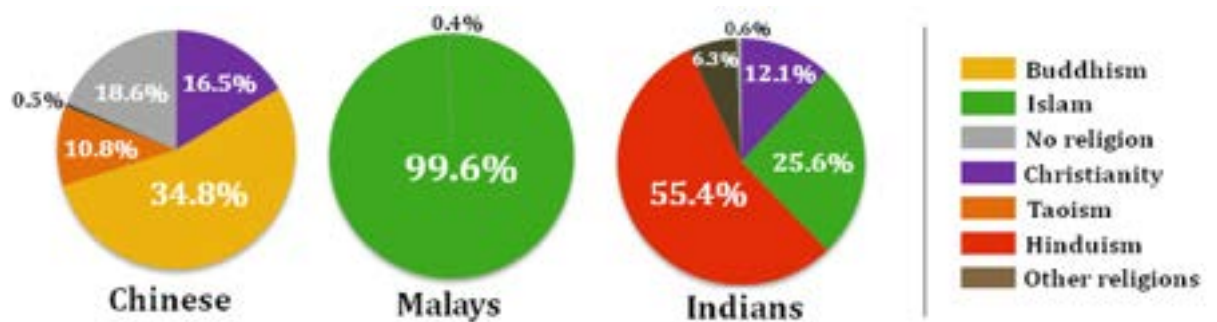
2.3 Marital Status



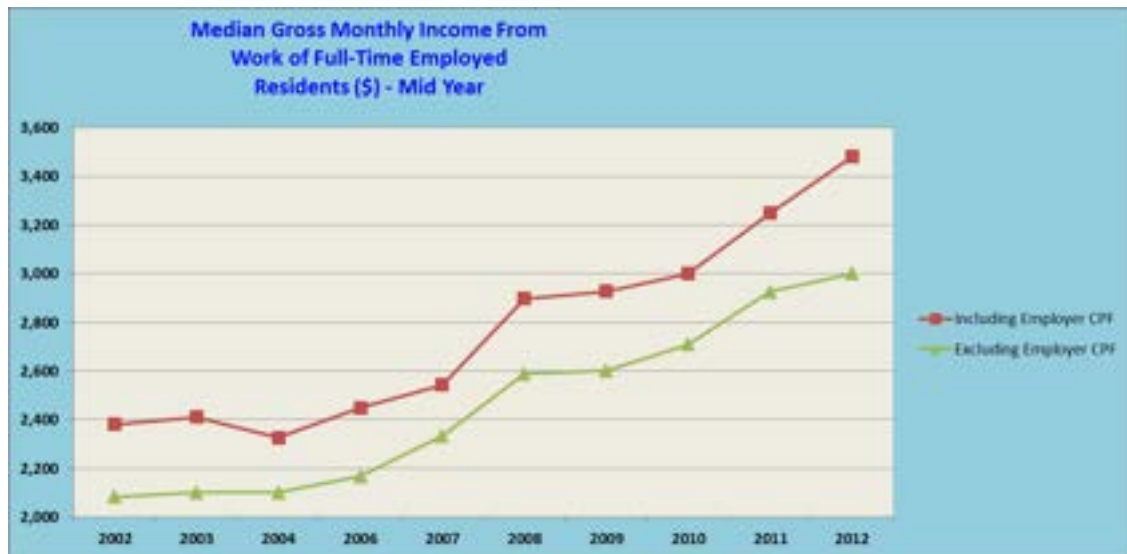
1. As shown in the figure above, it is evident that most Singaporean millennials are married, mostly aged 30-34 years with 66.6%.

2.4 Race and Religions

1. Singapore is a multi-racial and multi-religious society.
2. The figure below shows the percentage of races and religion among Millennials.



2.5 Income



1. Most Singapore millennials working full-time jobs earn between \$2,000 to \$4,000.
2. Student millennials who graduated from the National University of Singapore receive approximately \$3,300 as their scholarship.
3. However, Singaporean millennials who are not studying and have insufficient qualifications to get a full-time job, would earn zero personal income or work-entry level part-time job(s) that pays \$6-\$12 per hour.

The majority of Singaporean millennials fall under the *Middle-Level of the Socio-Economic Status (SES)*.

1. Earns \$3,000 - \$5,000/month in a single household.
2. Have enough disposable income to afford minor luxuries like vacations or restaurants, but also rely on borrowing for big-ticket items like homes and cars.

2.6 Personality

1. Millennials in Singapore possess a passion for learning new things, making them mostly *Allocentrics* and *Mid-centric*.
2. They demonstrate a strong desire to learn things that benefit them in their careers and a keen curiosity about the world. During the Circuit Breaker in 2020, millennials learnt and acquired new skills.

Examples:

- Baking Banana Bread (Culinary)
- Making up Dalgona Coffee (Barista)
- TikTok Dances (Arts)

2.7 Skills

1. Millennials are adept at basic culinary and would use their free time to further hone their skills by reading and watching videos.
2. They possess the stamina to do moderate/high-intensity activities such as Hiking and Biking.
3. Millennials in Singapore speak at least two languages, and English is the primary language.
4. Majority of Singaporean Millennials have completed their Primary and Secondary education and have some knowledge of, Mathematics, Science, and even religion.

3. PERSONA PROFILE



Persona Profile

SINGAPORE
MILLENNIALS

AGE : 26-29 | SINGAPOREANS | MID CENTRICS - ALLOCENTRICS

✦ TAKE NOTE

Dietary Restriction : Vegan / Halal

May be fearful of hurting the environment, tight spaces, heights*

✦ INTERESTS

- Shopping
- Social Media & Technology
- K-Dramas and Shows
- Going On Adventures
- Animals

✦ OCCUPATION

Fresh Graduates

from University
Working Full-Time
\$3,000 - \$5,000 A Month

✦ PREFERENCES

Flavorful Food

Low Cost Transportation

Looking at Landscapes over
Cityscapes

4. NEEDS

4.1 Food

1. The religions in Singapore are Islam, Hinduism, Buddhism and Christianity. As millennials from this age range, one of Islam's practices would be the restricting of non-halal products such as pork and alcohol whilst Hinduism bans the consumption of beef.
2. Therefore, food products need to be certified halal and beef-free to cater to the religious practices of those practised in Singapore.



1. Singaporean Millennials eat an average of at least 2 times a day, not following the usual breakfast, lunch and dinner routine.
2. Some of their food needs would include sources from red fruits and vegetables, green leafy vegetables and chicken and would strongly adhere to the Healthy Plate mentioned above.

4.2 Technology

1. Singaporean Millennials find it a necessity to possess an electronic gadget such as a mobile phone for their everyday activities. 46% of Singaporean Millennials use their mobile devices to surf social media platforms, 42% watch videos and the other 12% do online shopping.
2. With technological advancements, communication is made easier as more millennials are likely to contact friends, enabling connectivity, which is a vital component of living for Millennials.
3. Singaporean Millennials often book hotels and facilities using electronic means, enabling convenience, and reducing time-consuming and hassling efforts required to book the traditional way.

Examples:

- Websites
- Apps
- Electronic Direct Mailing

1. Millennials also have adopted electronic and contactless payment methods due to their convenience.

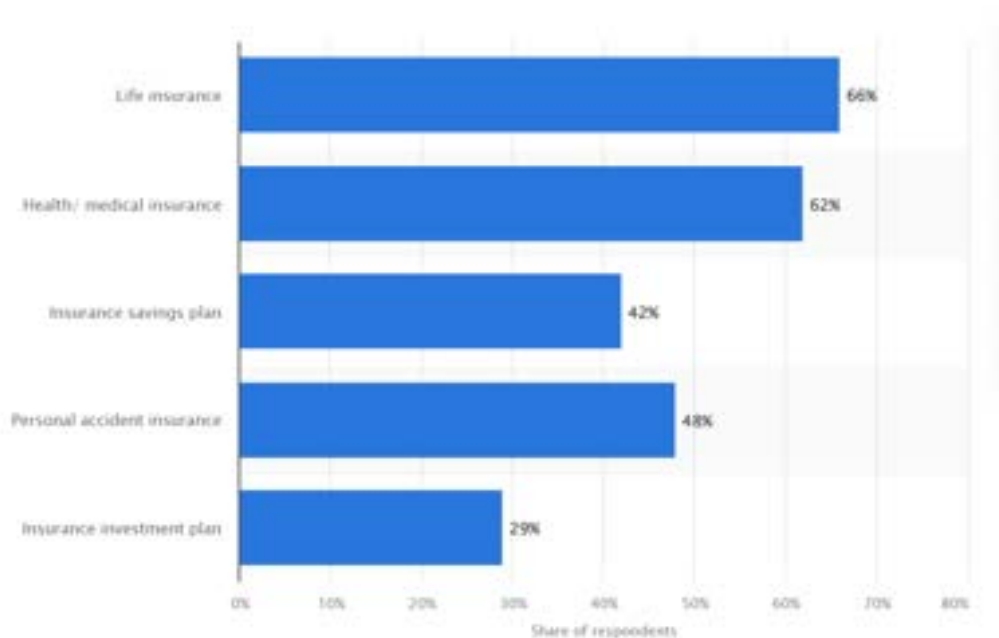
Examples:

- PayNow
- OCBC PayAnyone
- Paywave

4.3 Safety

4.3.1 Insurance Policies

1. Singaporean millennials find it a necessity to purchase insurance policies to guarantee their safety and compensation in case of an accident.



2. In the graph above, different types of insurance and percentages are shown including millennials who have already owned or who intended to buy their preferred insurance.

For example,

1. Singaporean millennials require health/medical insurance so that their medical bills will be heavily subsidised in case of an accident since healthcare costs are rising at 18 per cent per annum.
2. Life insurance has the most percentage at 66% as it can provide parents, spouses and kids with the financial coverage they need when their loved ones pass on.

4.3.2 Safety Concerns

1. Due to the rise of technology, many risks and scams also are on the rise, which can result in “too-good-to-be-true” tours. Because of this, Singaporean millennials find it a necessity to only book tours that are trusted and approved by government-accredited agencies to ensure that they are in the right hands when travelling abroad, enforcing safety to the maximum.

4.4 Hygiene

1. Singaporean Millennials practice these 7 habits when it comes to hygiene.



2. As COVID-19 persists, these people are more conscious about their well-being. This means that they will go to extreme lengths of cleanliness just to stay away from the disease, especially when abroad.

4.5 Authentic Travel Experience

1. Singaporean Millennials enjoy cultural appreciation and are willing to live like locals and travel independently. To them, travelling is a crucial part of life as they seek ethereal experiences that are viewed by others, leading them to be attracted to tours or destinations that have a meandering pace of life.
2. Countries that are commonly visited by them are popular and “safe” destinations where many of them travel for food hunting, learning about new cultures and exploring.



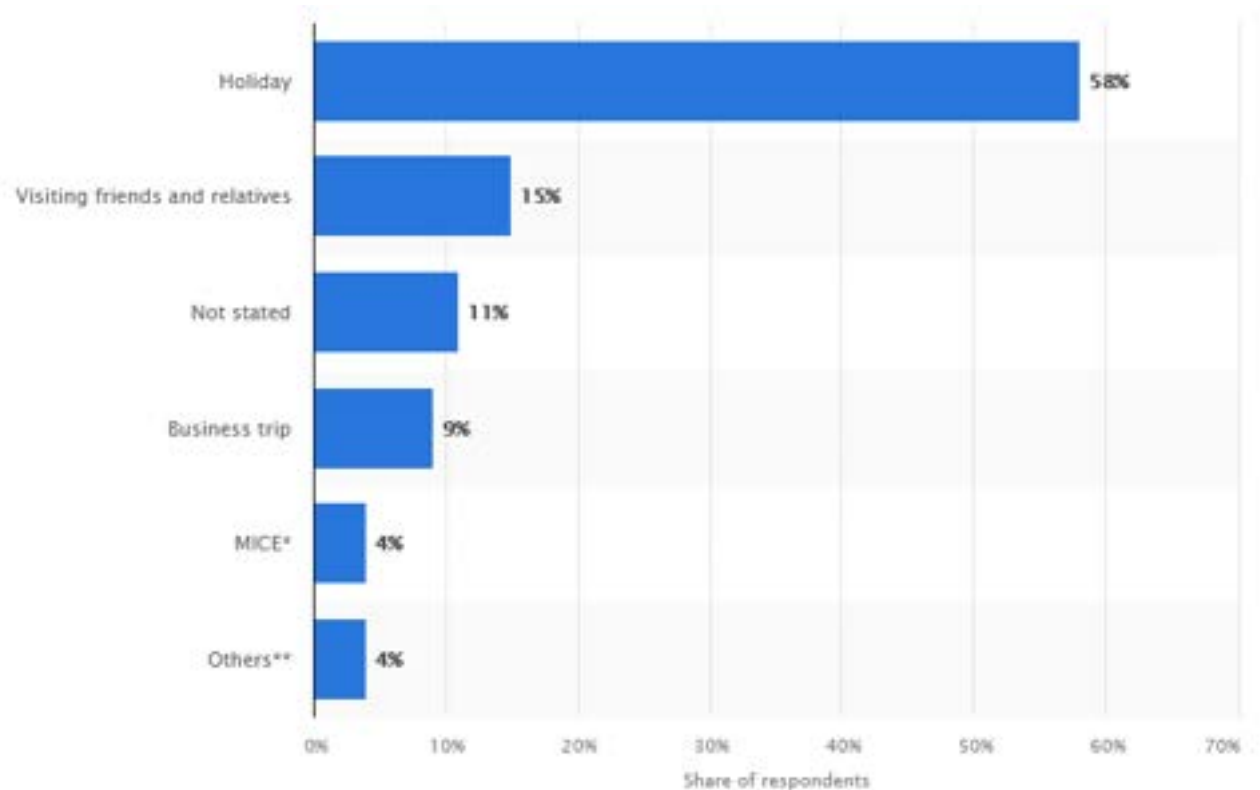
5. PREFERENCES

5.1 Travel Plans

1. Cities are *boring* to Singapore Millennials since they encounter them on a daily basis. They are more likely to look for places that are panoramic and picturesque adventure and landscapes scenes.
2. A survey from booking.com concludes that Singaporean Millennials regret not being more adventurous (39%) and not travelling more during their youth. (34%).

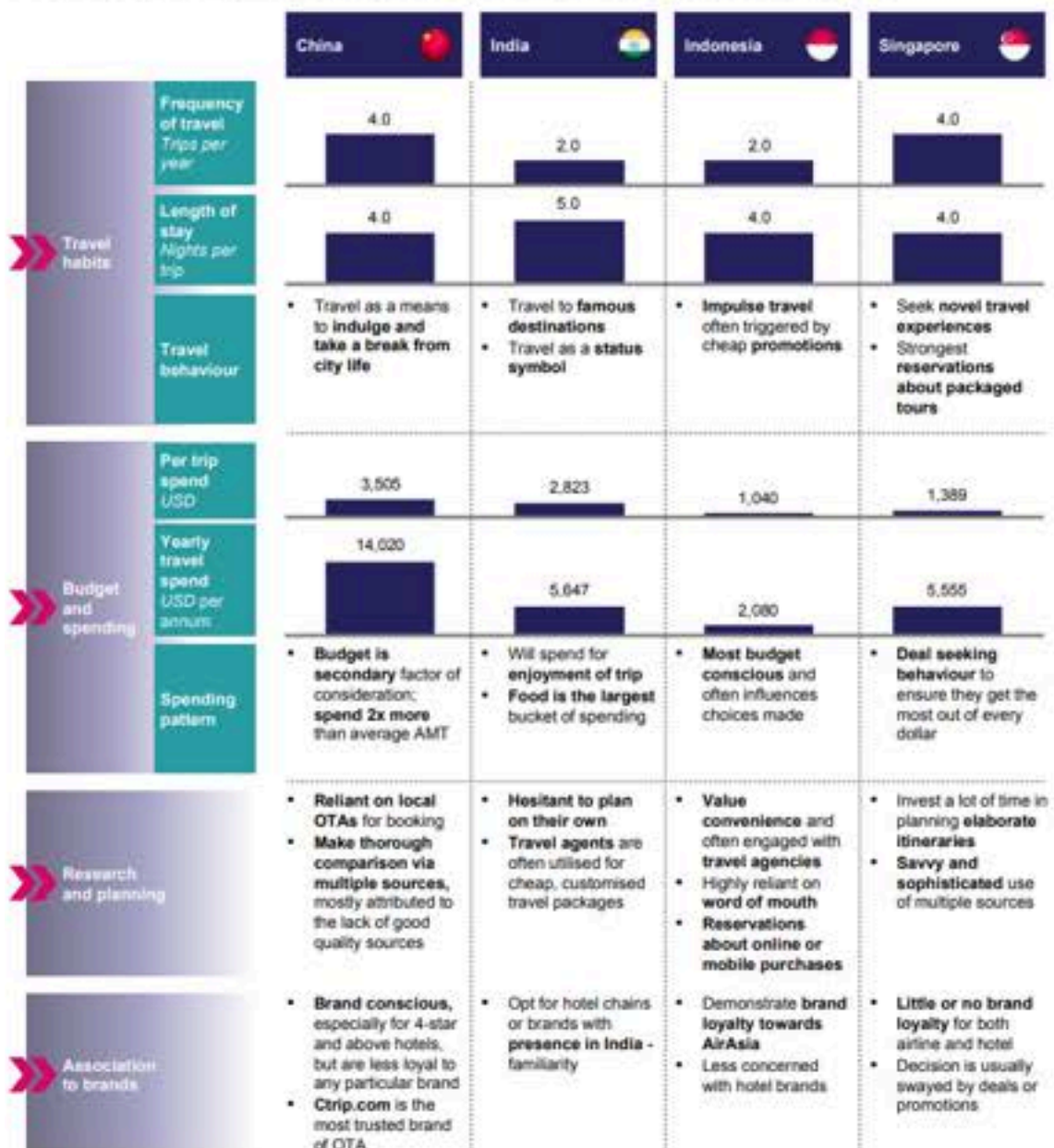
Example: Tokyo, Japan is the most popular travel destination for Singaporean Millennials because of its scenery.

3. Besides experiencing new places, the chart below shows other reasons that Singaporeans look forward to when travelling overseas.



4. 79% of Singaporean millennials sacrifice their daily expenses (for basic needs) to save up to travel. They are likely to travel on budget carriers, but would splurge more on accommodation, opting for ≥ 4 -star or boutique hotels. They love trying out new things overseas, especially high adrenaline activities.
5. The chart below shows the characteristics of the majority of Singaporean millennial travellers.

Distinctive characteristics of the MTs by Asian countries



5.2 Food

1. *The majority* of Singaporeans Millennials prefer
 - 1) Flavorful (especially sweet and/or savoury) food.



- 2) Instagrammable and trendy food; they love taking and posting pictures.

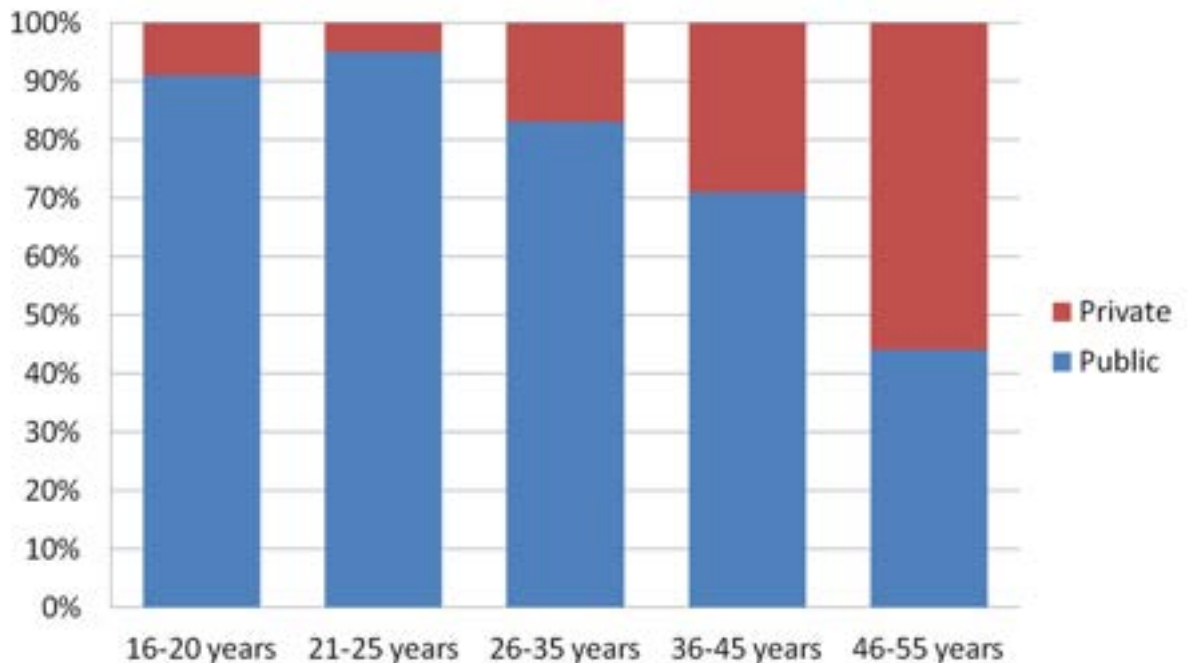


- 3) Fast and convenient food delivery. Hence, they often order food from fast food restaurants or get it delivered.



5.3 Transportation

1. Most Singapore millennials rely heavily on public transportation (public buses, MRT, LRT) rather than private transport. (Car, Van, Motorcycle etc.)
2. The graph below shows Singaporeans' preferred mode of transport by age.



3. This is primarily because owning a private vehicle is expensive - due to license, gas prices and buying the vehicle itself. They are expected to pay ≈\$1,596 annually on car insurance if they are new drivers, S\$621 for maintenance, S\$742 in road tax, and S\$2,434 in petrol costs (\$5,393 total). Whereas, public transport for the whole day would cost less than \$15 (\$1,825 annually).
4. Time is money. If they are running late, they would turn to the rising Grab App which books a driver nearby which ranges from \$15-\$35. If they have a car license, they may also book BlueSG cars which are 100% electric. Their charging stations are conveniently located island-wide so users do not have to worry about running low on gas.
5. To rent a car for a while at a low price of \$22/h. Singaporean millennials would much prefer these car-booking apps than hailing a taxi which would cost up to \$60/h.

6. DESTINATION CHARACTERISTICS

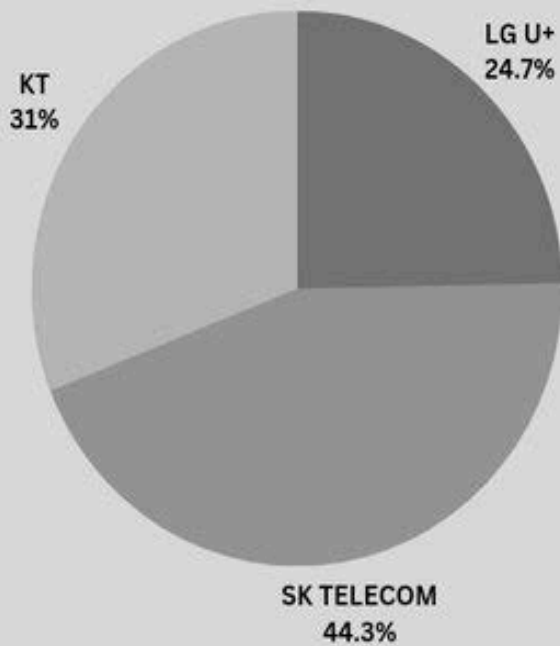
6.1 Infrastructure

6.1.1 Transport System



6.1.2 Telecommunication System

Market Share Of Mobile Phone Service Providers Based On User Numbers



◆ **Country Code**
+82

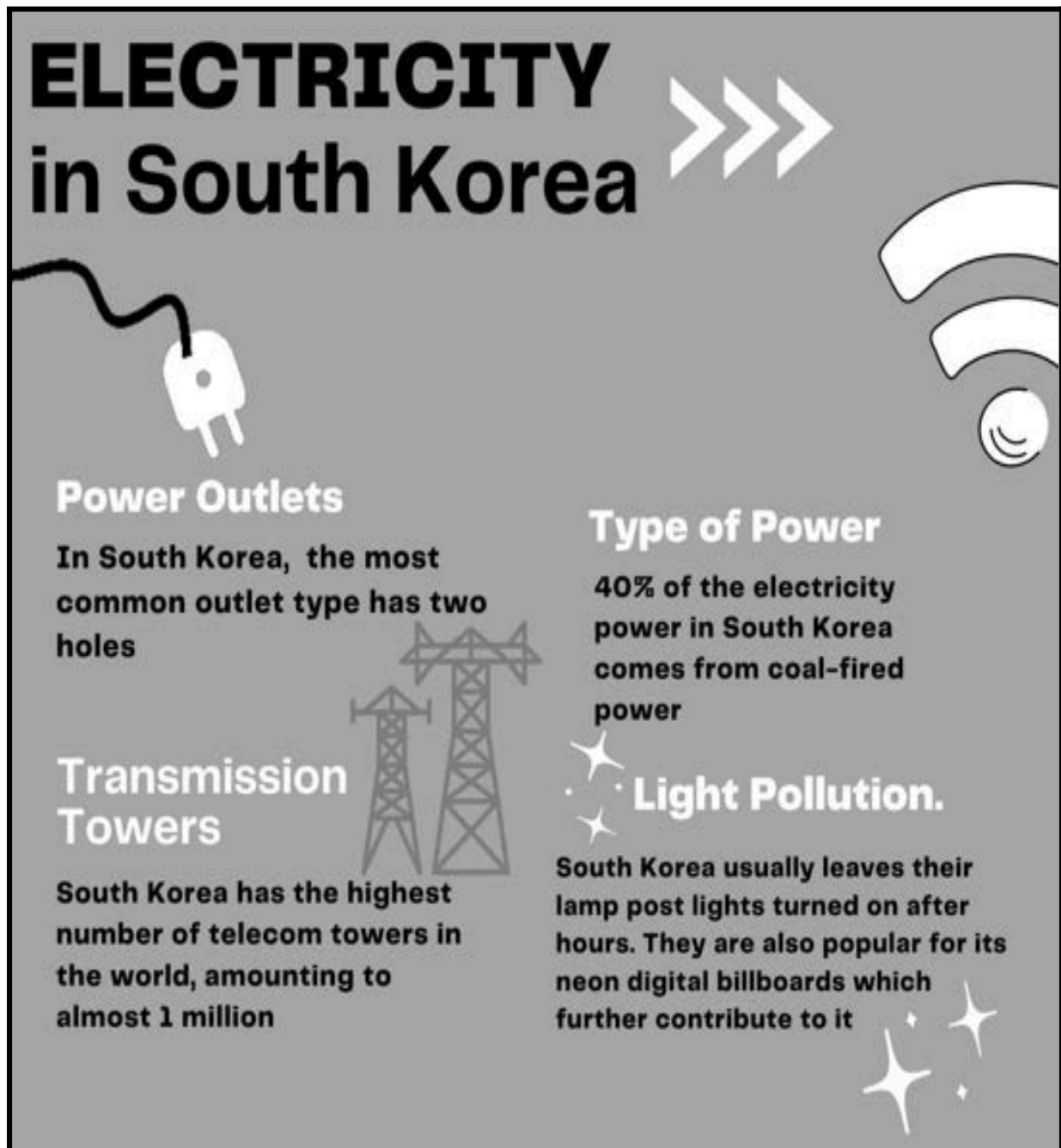
◆ **On Average**
Every Inhabitant has at least one connection.

◆ **Broadband Internet**
43% of South Koreans have their own fast connection
97% has access to Internet

◆ **Internationally Placing**
South Korea comes 3rd in download speed in mobile Internet internationally.

◆ **Landlines**
46.03% of South Korea has access to landlines

ELECTRICITY >>> **in South Korea**



Power Outlets

In South Korea, the most common outlet type has two holes

Transmission Towers

South Korea has the highest number of telecom towers in the world, amounting to almost 1 million

Type of Power

40% of the electricity power in South Korea comes from coal-fired power

Light Pollution.

South Korea usually leaves their lamp post lights turned on after hours. They are also popular for its neon digital billboards which further contribute to it

SOUTH KOREA'S WATER INFORMATION



1. Tap Water

Are filtered clean, drinkable and accesible to 99.19% of Koreans. However, Koreans would rather trouble themselves to buy bottled water than to drink from the tap

2 .Water Bodies

are mostly accessible to the public. However, there's little authority to help in case of illegal acts or accidents but security cameras and barriers are there to prevent that.



The four major rivers in South Korea are Han River, Nakdong River, Yeongsan River and Geum River



3. Sewers

unfiltered organic wastewater flows to the ocean, where fish farms are located. Do watch out near stores that sell street food as it may smell stinky .

4. Toilets

You may find squat toilets more often than not. Sometimes, it's hard to find tissue paper in toilet cubicles as Koreans prefer using bidet - sometimes even a bucket of water to clean themselves.



6.2 Climate

6.2.1 Land



6.2.2 Season

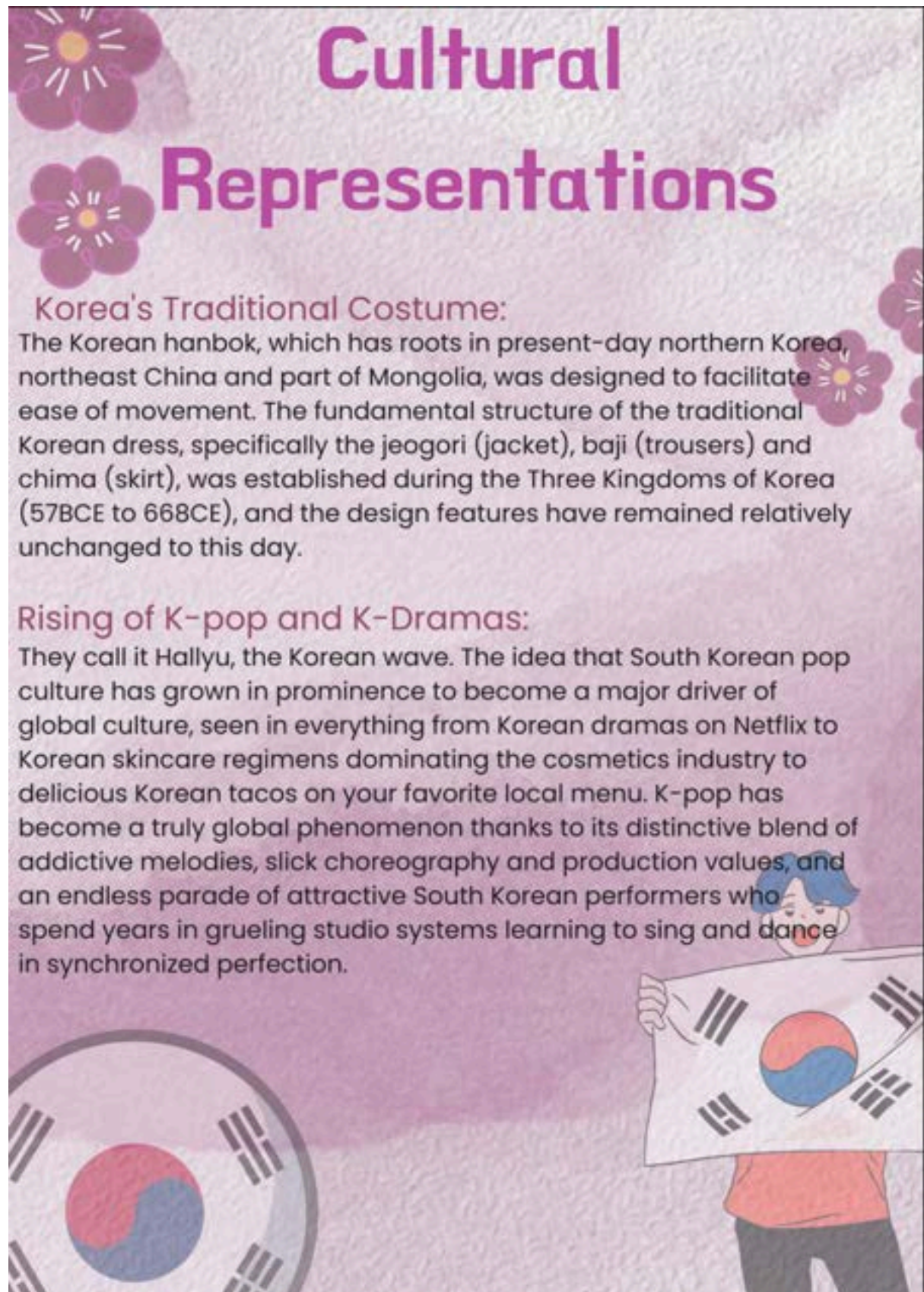


6.3 Culture

6.3.1 Values and Beliefs



6.3.2 Cultural Representations



6.4 Unique Selling Point (USP)

UNIQUE SELLING POINT (USP)

01 EXPERIENCES

When foreigners come to Korea accidentally but then end up falling in love with the culture, and a million other aspects of "life in the big city," which is hip and fun, but much cheaper than Tokyo, while being much more cosmopolitan and compelling than Beijing

02 GAME CHANGER IN CULTURE

From the rise of K-Pop to the infamous Gangnam Style and Gwiyomi trend songs, It is no shock if you asked someone what reminds them of Korea and they reply with "K-Pop" Besides that, they are now making trends with beautiful clothing styles such as Acubi and ulzzang

03 SUPERSTITION

They believe in bad luck in the number 4 (to the point where the number is replaced with the letter F, or completely removed in lift buttons) as well as believing in Feng Shui (Geomancy) to lead them in their way of life.

7. MARKET TRENDS

7.1 Technology Trends

1. For travellers, mobile technology is an imperative part of people's lives. Smartphones serve as communication tools, navigators etc. Some of the benefits of using smartphones are that they possess the ability to scan QR codes for menus and virtual queues.
2. When the pandemic first started, customers accessed virtual menus when dining in by scanning a QR code. This eliminates the potentially germey touchpoint of the physical menus.
3. In the tourism sector, contactless payment is also gaining popularity as it avoids physical contact. Contactless payment works by using a credit card or other modes such as a smartphone or watch near a card reader.

% of Smartphone Buyers Using Mobile Contactless Payments



7.2 Travel Experience

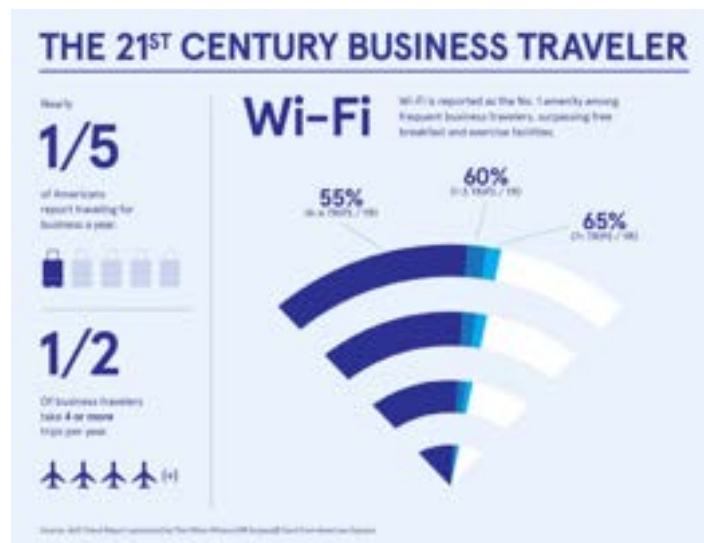
1. Recently, there has been a trend of people booking AirBnB. 60% of leisure travellers who use both hotels and AirBnB prefer this home rental platform to hotels due to its affordability and need to feel an authentic experience.
2. Some feel that AirBnB is more conveniently located as compared to cheap hotels whilst offering a sense of belonging to the host country. AirBnB usually includes household amenities which are crucial to a hotel and involve calling a help desk to bring additional items to your room.
3. Another experience that travellers are keen to explore is Solo *Travelling*. Since the beginning of COVID-19, there has been a rise in online relationships causing people to spend extra time on themselves and find comfort in it. Thus, self-love is partially a main travelling factor for these people.
4. 77% of people travel alone because they wish to see the world and not wait for others. They value freedom and independence, which allures them to meeting new people and undergoing personal growth.



7.3 Traveller's Profile

7.3.1 Business Travellers

1. Business travellers traverse to deal with business overseas. They are often away from their home country and family. These days, business travellers are more tech-savvy.
2. With the introduction of the 5G network, they expect modern accommodations to have quicker and more robust WiFi connectivity to enable maximum productivity.



7.3.2 Incentive Travellers

1. Leisure travellers' main purpose or travel is for relaxation, rest and enjoyment. This may also be known as a holiday. This is usually done in family groups, with couples or with a group of friends. Sometimes, some travellers may also choose to do this alone.

7.4 Sustainability

1. As of 2022, eco travel has been prevalent in travel styles globally, even in business travel. As the rise of global warming and COVID-19 is affecting many countries, the urge to rebuild the economy and tourism facilities have heightened.
2. Most of the current attractions are being preserved and redeveloped, heightening the urge to encourage sustainability especially in travel. Thus, sustainable travel has been prevalent globally. **(Refer to Appendix 1.1)**

Below are some of the common travel trends related to sustainability travel:

- **Fly less:** Using other modes of transportation to traverse borders to reduce carbon footprint and environmental impact.
- **Choosing green accommodations:** Hotels which use biodegradable products, have facilities in place to help reduce water wastage and usage of solar power.
- **Travel to lesser known destinations:** Many common tourist hotspots have increased in visitors exponentially. Thus, travelling to unpopular destinations will reduce the amount of carbon footprint in popular destinations to a certain extent.
- **Plant diet:** As the trend for a sustainable environment is exponentially rising, the need for plant food also increases, thus, the demand for healthier options to be available in accommodations to enforce a healthy diet.

In the Tourism Industry

7.5 Rise of Technology

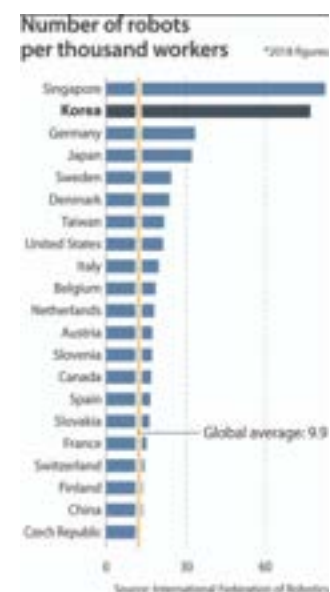
7.5.1 Robots and AI

1. Incheon Airport's Smart Airport Team is responsible for introducing, developing and operating innovative processes and services, and ICT-related projects within the South Korean hub airport.
2. AI and Robotics are among many technologies that are used by Smart Airport Team to improve the passenger experience at Incheon Airport.



7.5.2 Statistics

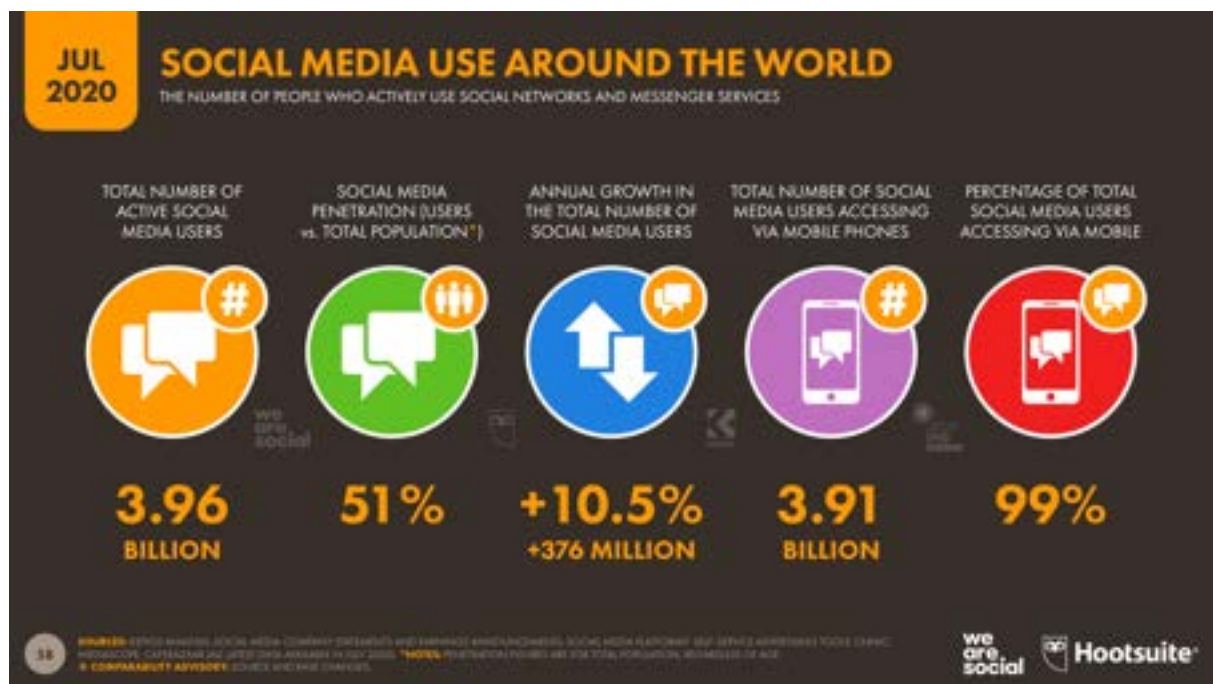
1. Between 2000 and 2007, Korea's robot density increased by an average of 1.26 robots each year. But between 2010 and 2018, that shot up to 5.28 robots each year.
2. Based on 2018 figures, Korea was second in the world in terms of robot density, with 77.4 robots per 1,000 workers. Korea was faster to adopt robots because of its heavy concentration on manufacturing.



7.6 Marketing Techniques

7.6.1 Utilising Social Media Platforms

1. Many businesses rely on social media to promote their product for better results as it is more accessible and manageable. Such as posting relevant pictures or short videos that the target audience could relate to.
2. With that, they will be interested in clicking on the profile and digging for more things that he/she could find out.
3. They could also find out more by direct messaging, following etc.



<https://bestfactsabout.com/wp-content/uploads/2022/01/1.png>

7.6.2 Promoting Videos

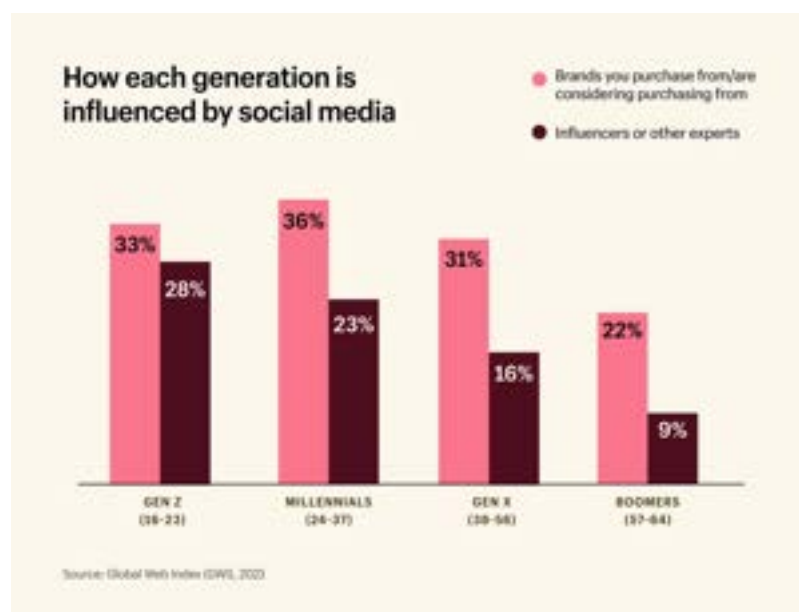
1. Social media can also post videos of related content about the company. However, companies are now keen to use YouTube videos to showcase their product in much more detailed explanations but simplified ones.
2. For example, NAS Daily showcases different parts of the world telling about their background, history as well as what is lacking in the country. NAS Daily have about 10 million subscribers which tells us that his videos are reliable.



<https://images.wondershare.com/filmora/filmorapro/video-marketing-statistics-overview.jpg>

7.6.3 Using Influencers/Ambassadors

1. Business companies often use influencers/ambassadors to attract their target audience knowing that someone they admire or look out for can deliver the right message to the target audience of the benefits that the influencer/ambassador is promoting.
2. For example, the luxury brand Christian Dior makes a member of BLACKPINK Jisoo their global ambassador. The company does earn their benefits by reaching the attention needs of its target audiences.



https://cdn.shopify.com/s/files/1/0070/7032/files/download_15.jpg?v=1629731980

8. COMPETITOR ANALYSIS

8.1 Indonesia

Indonesia	
Infrastructural Capabilities	- There is a significant need for infrastructure investment in roads, toll roads, ports, airports, railways, water, and power plants. - Some of the ambitious infrastructure targets include building over 3,000 kilometres of road, 3,000 kilometres of railway, 24 seaports, 15 airports, and 35,000MW new electricity generation capacity. - Currently, there are not enough roads, harbours, airports and bridges in Indonesia. The quality of existing infrastructure is weak.
Attractions and Activities (Adventure and Nature)	- More than 17,000 islands make up a star-studded landscape home to volcanoes, jungles, lakes, grasslands, mangroves, exquisite coral gardens and snow-capped mountains. - Volcanoes: Mount Bromo, Mount Merapi, Mount Agung - Snow-Capped: Puncak Jayawijaya - Coral Garden: Cape Kri
Tourism Industry Performance	- Statistics Indonesia(BPS) showed that foreign tourist visits to Indonesia reached 397,770 during January - May 2022. - This figure increased by 616.40% (YoY) from the previous year. - Tourism slogan of Indonesia: Wonderful Indonesia - Indonesia tourism achieves a better ranking in the Global Tourism Index. Indonesia, which was previously ranked 44th and it's now ranked 32 out of 117 countries in Travel and Tourism Competitiveness.
Tourism Promotional Activities	- Indonesia initiated the five priority destinations to achieve further economic growth through foreign exchange inflow and investment in tourism businesses. - For increasing the number of foreign travelers, the Indonesian government cannot solely rely on Bali. Thereby the government has also been focused on developing other parts of the nation to be equally profitable, if not more than Bali. - The Indonesian government aims to continue such growth by incorporating digital technology into the industry.

8.2 Australia

Australia	
Infrastructural Capabilities	- New infrastructure project in Australia is to be completed in 2023, with WestConnex is a 33-kilometre predominantly underground motorway scheme in Sydney. - Australia got its electricity from primary sources such as sunlight, wind, water, coal, and gas. - One of Australia's largest infrastructure projects is the Western Sydney Airport. 28000 direct and indirect employment predicted by 2031, which is scheduled to open in 2026.
Attractions and Activities (Adventure and Nature)	- Australia is filled with many adventure and nature activities such as skydiving, scuba diving, and sighting coral reefs for experiences. - Australia is popular for its sustainable, recreational attractions as it is a land of staggering contrasts and spectacular beauty. You can explore thriving cities, enormous sand islands, and historic rainforests along the coast. - A few examples of adventure and nature are the Great Barrier Reef, surfing at Bondi Beach and cycling at Kosciuszko National Park
Tourism Industry Performance	- Tourism is the fourth largest exporting industry, with a profit of - For the year ending in August 2022, there were 1.8 million visitors who arrived, which is down 81% from the year ending in August 2019 - In 2019, more than 88,000 international visitor receipts spend more than \$1000 per night in Australia, with another 378,000 spending between \$500 and \$999
Tourism Promotional Activities	- About 40 important Indian travel agents will visit Sydney as part of the Focus on India initiative for a workshop with New South Wales sellers and networking opportunities. A variety of families then enter regional NSW after this. - Australia has been trying to attract journalists to explain the governance and how it makes Australia a secure place. - Australians are enjoying the opportunity to rediscover their own stunning natural surroundings as well as the finest cuisine, wine, and cultural experiences the globe has to offer. With our borders reopened and the support of the Australian Government's tourist economy policy, we are once again sharing our nation and its rich cultural heritage with the rest of the world.

8.3 China

China	
Infrastructural Capabilities	- China plans to merge Beijing, Tianjin and Pingbei Temple into an urbanised area through advanced telecommunications services. - The goal of China's world-class high-speed rail network is to build a system with more than 35,000km of tracks. - China plans a \$17 billion mega bridge project across the Pearl River Delta that will cut the four-hour drive from Hong Kong to Macau to 45 minutes.
Attraction and Activities	- China has mountains, high plateaus, sandy deserts, and dense forests where most of it is found in the country's countryside. For example, Suopo, Duoyishu etc. - Bungee jumping at Zhangjiajie Glass Bridge, Hiking at the Great Wall of China and bike riding in Yangshuo Countryside - Activities that travellers would do in China are hiking, and leisure walking.
Tourism Industry Performance	- China exports goods such as mobile phones, integrated circuits, clothes and clothing accessories etc. - China is popular for tourism due to its richness of culture, and ancient and natural resources.
Tourism Promotional Activities	- The event named "Building Dreams in Ice and Snow, Creating A Shared Future," includes a wide range of events, such as a showcase of the beauty of ice and snow in China, screenings of northern China's cultural and tourist treasures, and live performance of ice and snow wonderlands. - On July 10, 2019, an exhibition featuring prints and landscapes from the Chongqing municipality of China opened in Auckland, giving visitors a wonderful opportunity to learn about the unique culture of southwest China. -

9. THE 4Ps

4P's	What & Why
Product	We will promote one activity at a well-known area for venturers for each of the 4 Seasons every month: These are the recommendations of this month (Refer to Appendix 1.2) Spring: Rail Riding @ Gangchon Rail Park The Gangchon Rail Park, built on the discontinued train line is the largest rail bike course in Korea. From the popular Gangchon Rail Park, visitors pedal on the 2/4-seater rail bike to enjoy breathtaking mountainous countryside and Bukhan River scenery. The mild temperatures are perfect for a day outside and you'll see bright flowers and cherry blossoms. Summer: Whitewater Rafting @ Donggang River Known as the last untouched region in Korea, Donggang River is the best rafting spot in Korea. There are 4 courses and these courses generally have steep cliffs on one side of the river and banks of pebbles or sand on the other. Autumn: Explore Oedo Island Tongyeong Take the Hallyeosudo Viewing Ropeway, a cable car in Tongyeong, located in Gyeongsangnam-do Province. At 1,975 meters long, the gondola-style cable car is the longest cable car in Korea! On one side, you will see the beautiful ecosystems of Mireuksan Mountain and in the other directions, you will see the beautiful islets of the Hallyeohaesang National Park. Get off at the peak of Mireuksan Mountain and check out the stunning panoramic view. You must walk the suggested walking routes and stop at the observatories to take photos with an awesome background. If you are lucky, on a clear day you will get to see as far as Japan! Winter: Snowboarding @ Jeongseon Alpine Centre The ski resort Jeongseon Alpine Centre is located in Pyeongchang County (South Korea, Gangwon-do). For skiing and snowboarding, there are 10 km of slopes available as well as 3 ski lifts. It has a beginner area as well as advanced level
Price	Product Bundle By using product bundle pricing, sellers often combine several of their products and offer the bundle at a reduced price. Singaporeans generally feel attracted to discounts and anything "cheap". Product bundles are also straightforward and easy to understand for most people. Psychological In conjunction with Product Bundle pricing, we can also use Psychological pricing to perceive that the product is cheaper and is below a specified, rounded-off value such as pricing it "\$20.99" instead of "\$21". This will attract Singaporeans as mentioned above due to the nature of being perceived as cheap.

Promotion	3 Promotional Strategies • Collaborations with popular celebrities (influencer marketing) - By collaborating with famous footballer Son Heung Min and Influencer Kim Goeun. • Social Media Marketing - Marketing on platforms such as YouTube, the company's website, TikTok and other related media. • Search Engine Optimisation (SEO) - Increases visibility of websites amongst people who search for similar properties on search engines. - Influencer marketing attracts Singaporeans as when celebrities are sponsored, customers will place higher expectations on the product and exposure may also spread exponentially from there. - Social media marketing as people now are more dependent on social media as it is increasingly prevalent which links to using SEO. - Users may frequently search for a related product on search engines such as Google and Yahoo! to discover different deals. With SEO, this may drive more human traffic to our website naturally.
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Place	South Korea Tourism Board Website As the International Marketing Team of South Korea, we can use this platform to not only promote to Singaporeans who are interested to travel here, but we can also open up new perspectives to both Singaporeans who are keen on investigating more about South Korea and locals, encouraging international and domestic tourism which can also repair South Korea's economy. YouTube Advertisements At present, the majority of Singapore Millennials would rather watch shows on famous streaming sites such as YouTube over TV Channels such as Channel 5 etc. Due to the fact that most Singaporeans would not pay \$12/month for ads to be removed, exposure will spread rapidly as these viewers would be 'forced' to watch the advertisement. The more they use the app, the more these advertisements will appear, causing a higher chance of exposure amongst our desired target audience due to its nature of being <i>sometimes unskippable</i>. 3rd Party Websites e.g Mothership Singaporeans tend to look at Mothership as their main source of news and entertainment, especially millennials as it often uses a format that they are familiar with such as having bolded and attractive fonts compared to Straits Times which is formal and too wordy.
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	Instagram and TikTok
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	More than half of Singaporean Instagram and TikTok users come from Millennials (58.9%) which makes it easier to promote, expand and be in the know for recent news especially TikTok for being a known hub to not only exchange entertainment but also to support and spread awareness of small and booming businesses.
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10. DIGITAL TOUCHPOINTS

10.1 Before Purchase

Influencer Marketing

Collaborating with different popular celebrities alongside practising Adventure & Nature-related activities to better attract them into participating. This will allow higher exposure as consumers would only expect more and place high value to something when it is endorsed by celebrities and influencers.



Fig. 1.1: Posters in collaboration with popular footballer Son Heung Min and influencer Kim Goeun



Fig 1.2: Posters in collaboration with famous volleyball player Kim Yeon Koung and actor Gong Yoo

10.1.1 Mothership

An article featuring a collaboration with Mothership into producing and promoting news regarding South Korea and its wonders and beauties. It will allow us to gain a higher exposure as many Singaporean Millennials read them up every day and are always featured through the company's TikTok and other social media platforms, making it a No. 1 platform in promoting amongst Singaporeans of any age group.



Wondering why is South Korea is famous for their adventures?

Check out this top 10 interesting places in South Korea to venture.

Zack Hu | 🕒 December 29, 2022, 09:21 PM

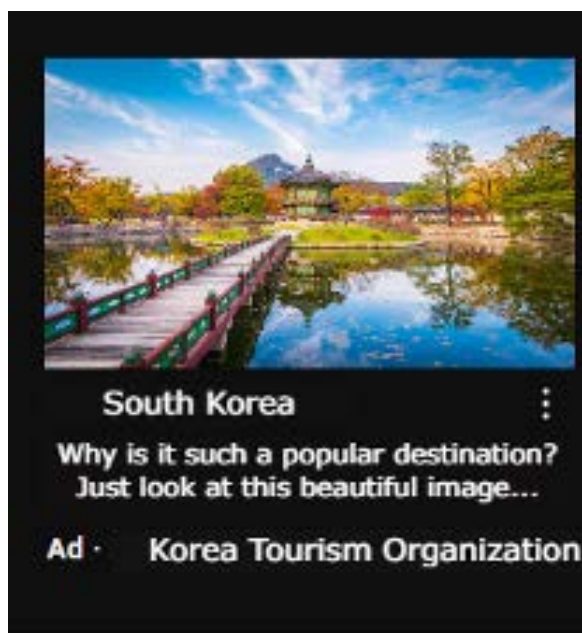
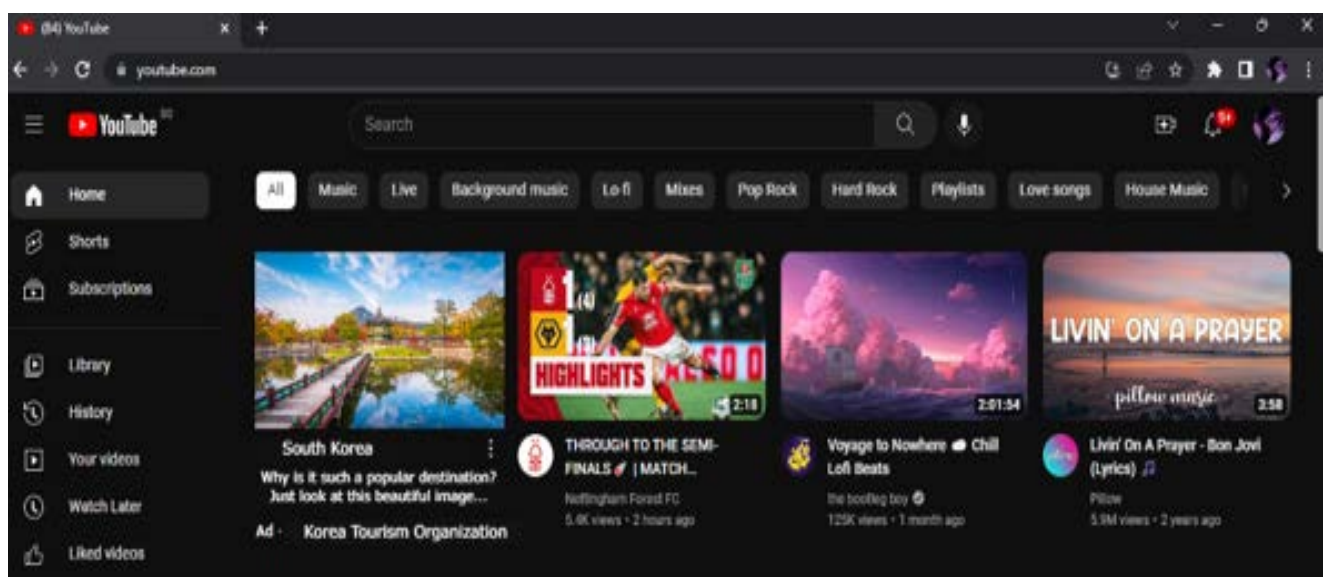


Follow us on Telegram for the latest updates:
<https://t.me/mothershipsg>

But ,what makes South Korea a much-loved destination among local as well as international tourists is its nature

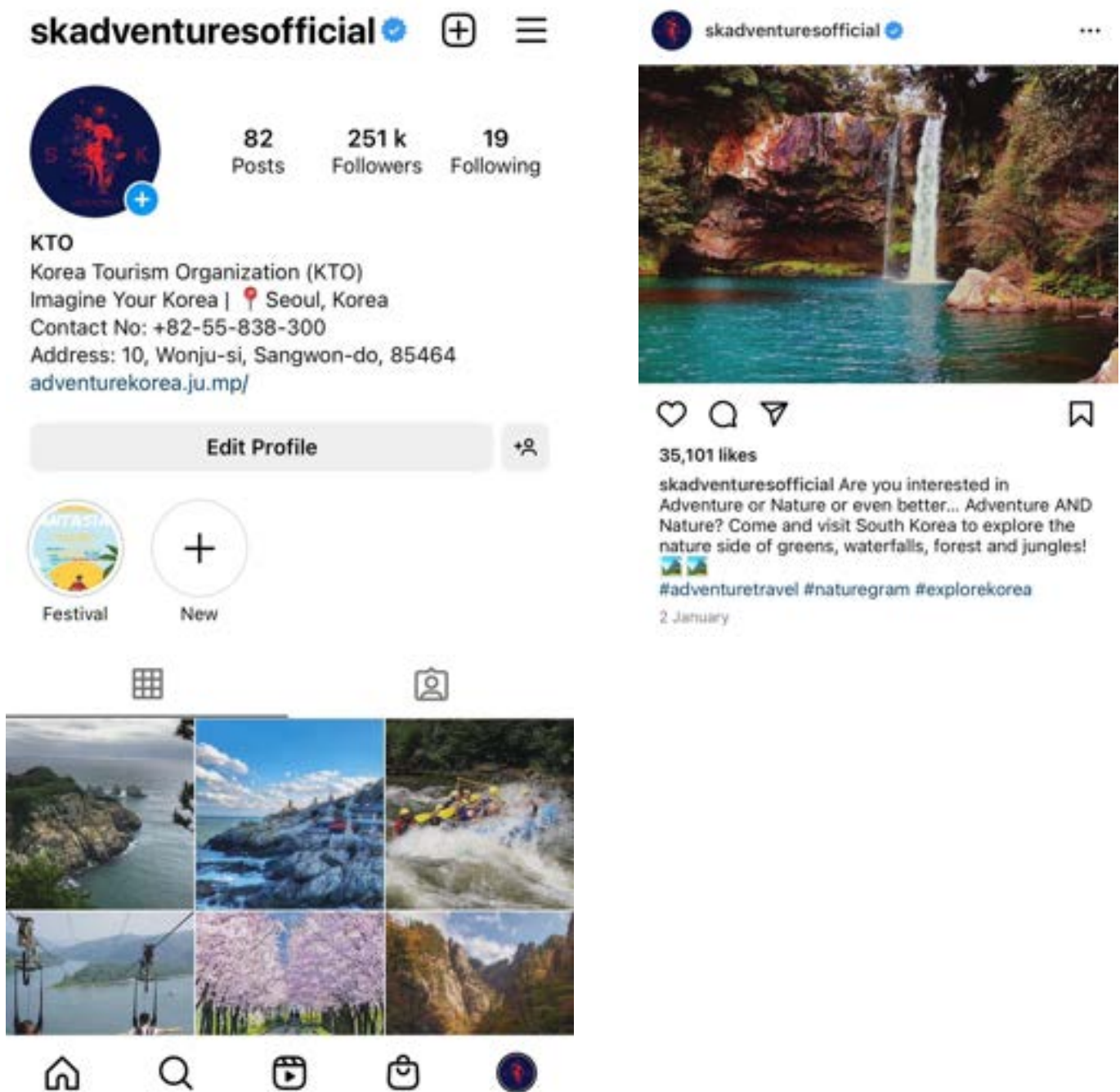
10.1.2 YouTube Advertisements

YouTube allows millions of people to share and exchange videos about anything from any genre including companies and businesses. Promotion is avid amongst YouTube as it is another popular video streaming platform. Advertisements and Shorts are common on this platform and can be used to share knowledge and information to viewers about the particular destination. As a result, advertisements can be showcased and incorporated to better spread awareness to people, even reaching out to global scales.

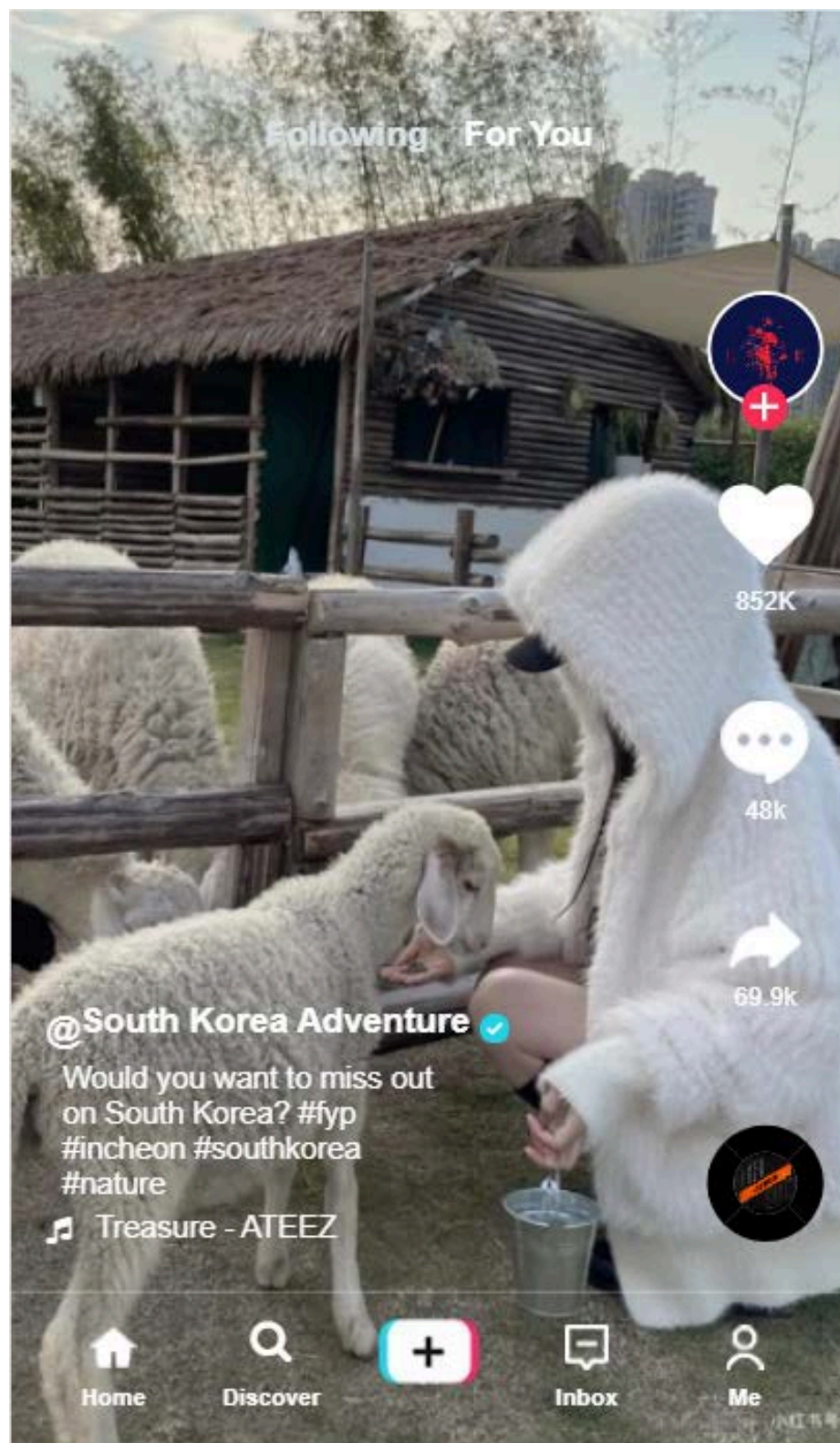


10.1.3 Instagram

Below consists of screenshots from the actual Instagram account into how we can promote our attractions and destinations. Instagram is renowned for a wide base and forum for people to share their thoughts, opinions, images and videos through Reels, Stories and Posts. Below is an example of an Instagram account made specifically for us to advertise our attractions and festivities!



10.1.4 Tik Tok Page



10.1.5 Homepage of Company Website

Below showcases an original concept of how the company website will look like. This will serve as a main informational base for people to find out more information about South Korea's beauties, and attractions, real-time updates on COVID-19, travel advisories and a list of what South Korea can offer for every season!



WHY VENTURE IN SOUTH KOREA?

As South Korea may be commercialized as a modernized area, many people tend to forget the surroundings that made South Korea bloom. From the mountainous areas, to the very trees in the city itself, you'll find yourself in awe of the scenery anywhere in South Korea.

Why not take a step higher and move from your gadgets to climb up here to experience the view itself? I mean, come on, just look at these photos.



Was that enough to convince you? No?
Sure enough your favorite K-POP idols were convinced :)



Kim Namjoon / RM BTS



Jieun / RJ Soheul



Fig 1.3: On-site Navigation to Articles and Instagram Page



Mascot Name: Ganjileom

Inspiration: Korea's national animal as a form of wildlife, strength and power that protects Koreans.

Symbolises: Korea's willpower against all odds even during tough times e.g COVID-19.

How it attracts Singaporeans: Cute, friendly image and appeals to target audience as they love animals.

10.1.6 Products

The below showcases the products that our South Korea has to offer to all.

TOP ACTIVITY OF SPRING! Rail Riding @ Gangchon Rail Park

1283 Gangchon-ro, Sindang-myeon, Chunchang-si, Gangwon-do, South Korea



The Gangchon Rail Park, built on the discontinued train line is the largest rail bike course in Korea. From the popular Gangchon Rail Park, visitors pedal on the 2/4-seater rail bike to enjoy breathtaking mountainous countryside and Bukhan River scenery. The mild temperatures are perfect for a day outside and you'll see bright flowers and cherry blossoms.



COURSE

Ride through the cherry blossom flowers at your own speed.

Go Through the interesting Tunnels

Start off with the "Bubble Tunnel" where you will be surrounded by bubbles and cute, happy music.

Next, the "Party Tunnel" with strobe lights and disco music.

For all the romantics out there, the Gangchon Rail Bike also has a "Love Tunnel" with appropriate music and lighting to go with it.

The final stretch ends with a "VR Tunnel" where you're able to shoot imaginary monsters and villains!

Lastly, Hop On the Romantic Train to the old Gangchon Station and explore around!



BOND WITH (NEW) FRIENDS AND FAMILY MEMBERS HERE!

Intensity

★★★★★

Rating

★★★★★

Add to Cart

Like

Check out restaurants near this area

TOP ACTIVITY OF SUMMER! White Water Rafting @ Donggang River



Known as the last untouched region in Korea, Donggang River is the best rafting spot in Korea. Courses generally have steep cliffs on one side of the river and banks of pebbles or sand on the other. The most famous course is called 'Eorayon,' a name which has the connotation of a pond with fish that come to the surface and make the river shine like silk.



COURSE

There are A,B,C and D course. Each course has different route for rafting.

In A course, you will do rafting for 3 hours, it's the highlight course of Dong-River. You can see most beautiful valleys and mountains of there.

B course takes 2 and half hour, it's relatively easy and gradual. Maybe it can be appropriate course for family or school camp.

C course is combination of A and B course. It starts from B course to A course. So it takes 5 and half hours.

D course is combination of A course and other routes and it takes 8 hours. Since it is too long, you should prepare adequate equipments and holy spirit to endure the full course.

Intensity

★★★★★

Rating

★★★★★

Add to Cart

Like

Check out restaurants near this area

TOP ACTIVITY OF AUTUMN! Explore Oedo Island Tongyeong



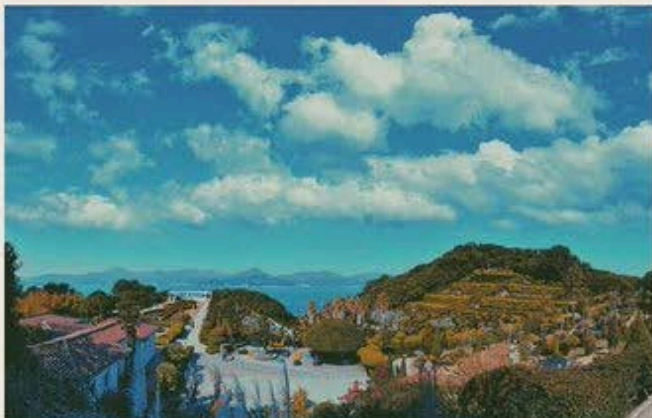
Get onto a roomy cruise and sail to Oedo Botania, where you can see colorful flowers, verdant plants, and sophisticated statues on the whole outlying island. Witness a giant rock piercing out of the ocean as if it is a raging king-kong while cruising to Oedo Botania. Appreciate vivid murals and street arts at Dongpirang Village. Stroll along the cozy pavements and look for iconic spots where the celebrated TV series "The Innocent Man" was filmed.



Take the Hallyeosudo Viewing Ropeway, a cable car in Tongyeong, located in Gyeongsangnam-do Province. At 1,975 meters long, the gondola-style cable car is the longest cable car in Korea!

During the 10-minute ride on the gondola, in every direction you look, you are guaranteed a breathtaking view of orange leaves. On one side, you will see the beautiful ecosystems of Mireuksan Mountain and in the other directions, you will see the beautiful islets of the Hallyeohaesang National Park.

Get off at the peak of Mireuksan Mountain and check out the stunning panoramic view. You must walk the suggested walking routes and stop at the observatories to take photos with an awesome background. If you are lucky, on a clear day you will get to see as far as Japan!



Explore the twists and turns of the maze nearby. Relief your childhood of "Hide and Seek" with your friends and family here.

Intensity

★★★★★

Rating

★★★★★

Add to Cart

Like

Check out restaurants near this area



TOP ACTIVITY OF WINTER! Snowboard @ Jeongseon Alpine Centre

(1980 Seobang-ro, Seogwipo-si, Jeongseon-gun, Gangwon-do, South Korea)



You would never see snow in Singapore, wouldn't want to miss the chance to play with it now you're in South Korea right?

The ski resort Jeongseon Alpine Centre is located in Pyeongchang County (South Korea, Gangwon-do). For skiing and snowboarding, there are 10 km of slopes available as well as 3 ski lifts.



Easy Slopes : 3KM
Intermediate Slopes : 3KM
Difficult Slopes : 4KM



Intensity
Depends

Rating
★★★★★

Add to Cart

Like

Check out restaurants near this area

There's an option to add attractions to cart, favourite attractions and also to check restaurants that are near the place where activities are being held at. We added this feature as people would tend to get ravenous after doing intense activities.



10.2 During Purchase

Before the payment gets accepted, the customer would have to choose the activity to put in their cart as a specification that they are interested in participating in the aforementioned activity. They can select the number of tickets, the date they wish to pursue the activity (subject to availability), course A-D as well as whether they would want a pocket Wi-Fi to stay connected. After selection, the activity will be in the cart in which payment or the option to shop more would be the next step.

Payment Page to confirm the transaction.

Create an account.
Get exclusive membership perks, updates and more!
Have an account? [Log In](#)

Username *

Fahira Alyya

Email *

fahirs@gmail.com

Phone Number*

84847479

Password* (At least 8 Character)

.....

☒ I accept the above information will be used to contact me.

Submit

Your Cart

 **White Water Rafting @ Donggang River**
Course C
Date: 18/06/23 - 18/06/23

+

2

SGD 77.94 X

-

 **Complimentary Pocket Wifi**
For first-time users
Limited to 1 per user
Redemption at any South Korea International Airport

+

1

SGD 0 X

-

Total: SGD 77.94

Checkout →

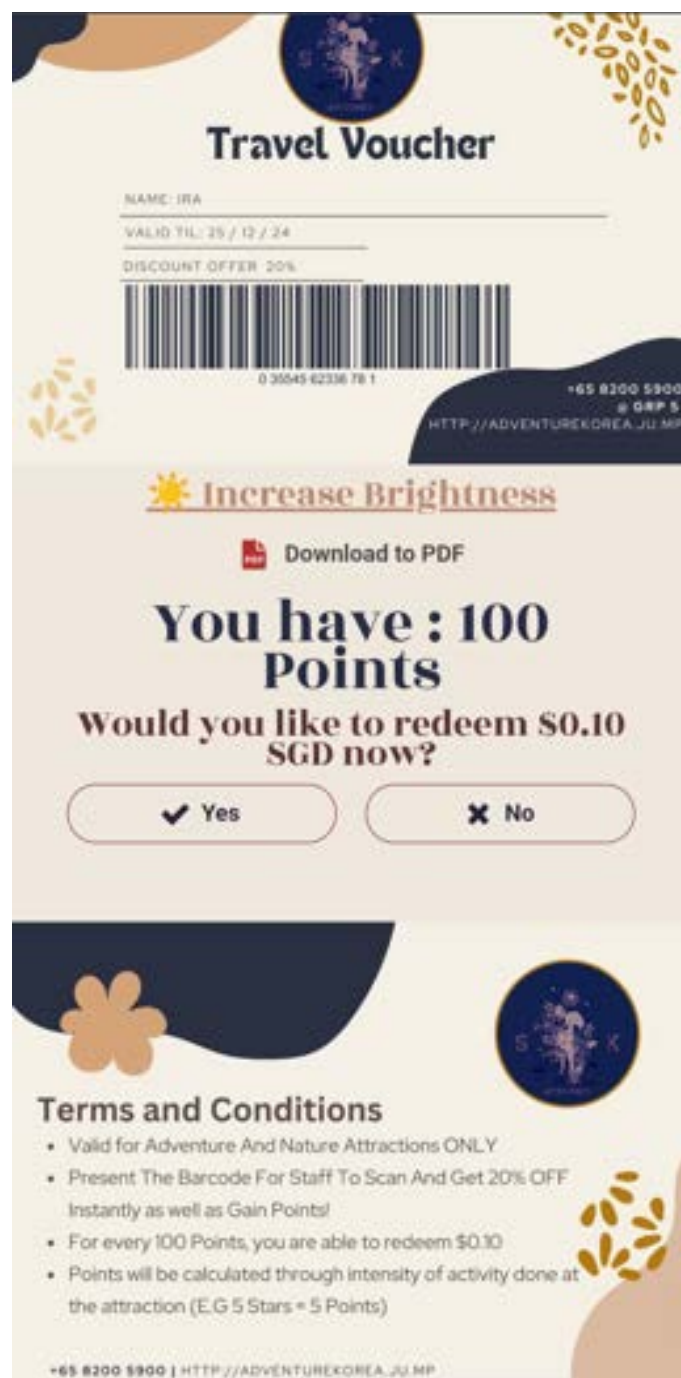
Shop More ←

Guests are to sign up/log in before continuing to pay.

10.3 After Purchase

Upon the completion of the transaction, the below will pop up to show that the transaction was successful.



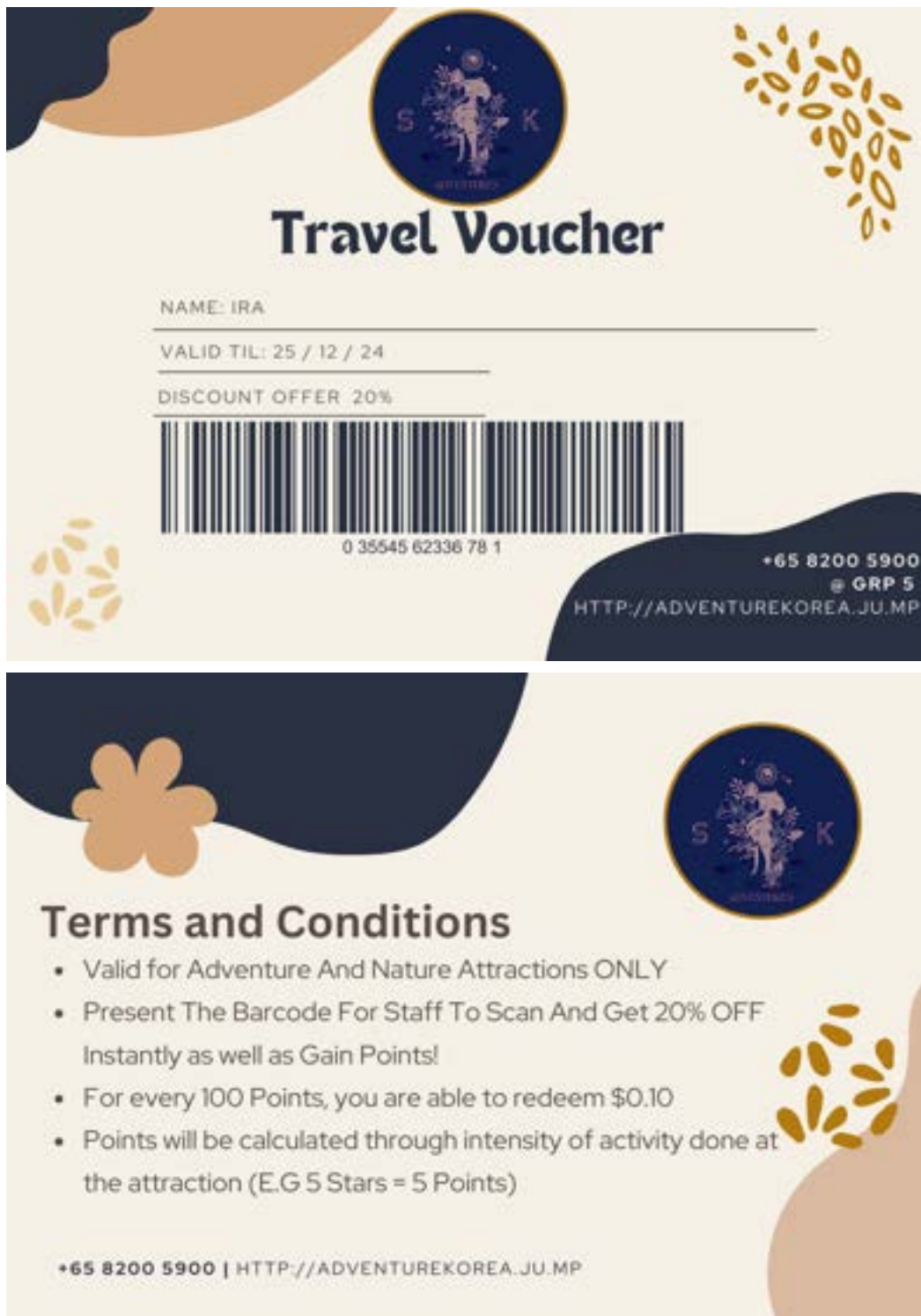


Information and Redemption of ..
voucher that is given upon first purchase.
Guests are able to download a PDF copy
to access the voucher easily.

“Ask a Question” will be linked to An AI Chatbot.

10.3.1 Voucher

Travel vouchers for every subsequent purchase to attract them into visiting the attractions more. Terms and conditions apply. Points are accumulated such that a person can get up to 30% worth of discounts and offers before it resets!



11. CONCLUSION

Throughout the whole project, and through our various digital platforms, we hope that Singaporean millennials are able to find these platforms accessible and convenient. We aim to expand our following to not only Singaporeans but also on a global basis. We have learnt how to analyse through different components in which we identified the target market and needs by creating a persona and basing our project to suit our persona's needs.

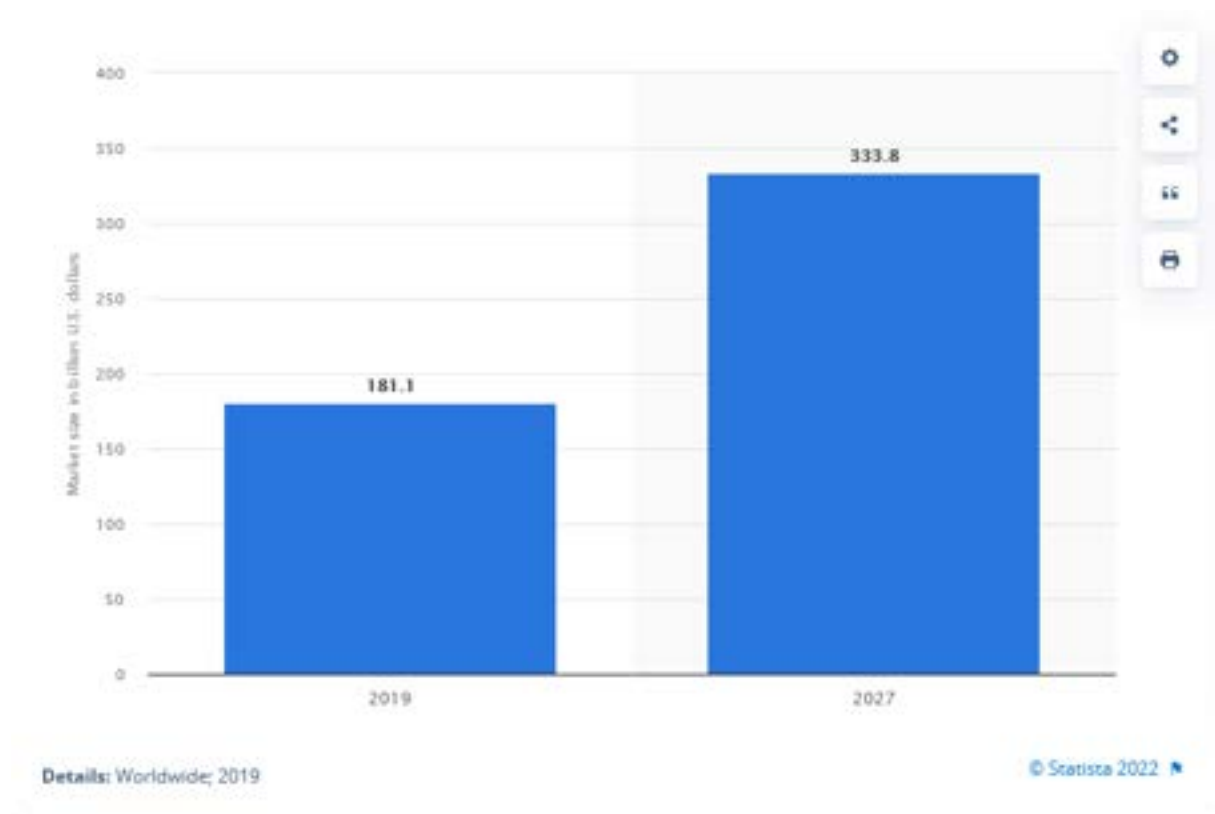
To better assist us in understanding the surroundings and beauty of Korea, we have researched the destination characteristics of the particular country. Market trends allow us to understand what is prevalent and ongoing in the tourism market to better cater to our persona/target audience. Analysing our competitor's activities also brought a significant impact: to be one step ahead of the competition and to differentiate our product and services from them. The 4Ps & Digital Touchpoints serve as samples and examples on how our products will look like.

We have learnt a lot from this project through communication and different spectacular ideas. We would like to confirm that everything present in both the report and slides is representative of the final quality. Thank you.

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APPENDICES



Appendix 1.1: Market size of the ecotourism sector worldwide in 2019, with a forecast for 2027.



Gangchon Rail Park



Donggang River



Oedo Island



Jeongseon Alpine Centre

Appendix 1.2: Pictures of Different Activities during the 4 seasons



Appendix 1.3 : Website Link

<https://adventurekorea.ju.mp/>