

A Report From the

Thailand Virtual Expo

July 29-30, 2020

On Demand Until: August 27 2020

Date of Report: August 7, 2020

Expo Platform Experience

Lobby



Exhibit Hall



Coffee Lounge



Live Event Results

July 29-30, 2-5PM EST

699

total unique visitors

951

total unique
webinar attendees

55,312

total resources viewed

56,216

total videos viewed

19,664

total booth entries

3:06:54

average time spent
in expo

Agent Type

49% of attendees reported that they are home-based agents. Another 25% reported they work in a retail store front. The remaining 26% reported as other.



Destinations

Attendees actively sell a variety of destinations, with the Caribbean (68%), Europe (67%), Mexico (65%), and USA (62%) at the top. Hawaii is close behind, with 60% actively selling the island. More than a third of attendees sell Australia and New Zealand, with 44% selling the South Pacific:

Caribbean	68%
Europe	67%
Mexico	65%
USA	62%
Hawaii	60%
South Pacific	44%

Consortia / Host Agency

74% of attendees reported that they belong to a specific consortia or host agency.

Here's the breakdown by consortia:

Travel Leaders Network	19%
Ensemble Travel Group	11%
American Express, Virtuoso, Signature Travel Network	19%
AAA	8%
Cruise Planners	3%
TravelSavers	3%
Nexion	2%
Other	0%

We surveyed the 1,720 agents that attended the expo and received **332 responses**.

Here is what they had to share:

95%

of attendees rated the event excellent or good

95%

of attendees said they are very likely or likely to sell more of this destination

92%

of attendees said they are very likely or likely to sell more of the suppliers who participated in the event

Some Agent Testimonials From This Expo:

My favorite part was...



I loved that I could browse all of the supplier content at times that were convenient to me, in between other tasks.



This one of the best virtual webinar events I have attended this year. All of the suppliers had great content. I was able to chat with a few supplier agents and they were outstanding.



I enjoyed meeting with and corresponding with (private messages) the vendors. It was wonderful to learn more about new properties and DMC's.



I enjoyed everything. I thought the webinars were full of valuable information and was very impressed at how innovative and easy this online conference was.



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