



# Philippines Digital Travel Fair

Malaysia Chapter : 1 - 7 Aug 2023

Singapore Chapter : 15 - 21 Oct 2023

Hong Kong Chapter : 2 - 8 Dec 2023

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Presented by:

优奇会展私人有限公司  
EVENT & EXHIBITION PTE LTD  
**Unique**



# WE ARE

优奇会展私人有限公司  
EVENT & EXHIBITION PTE LTD

# Unique

Management of events, roadshows and conferences since 2010.

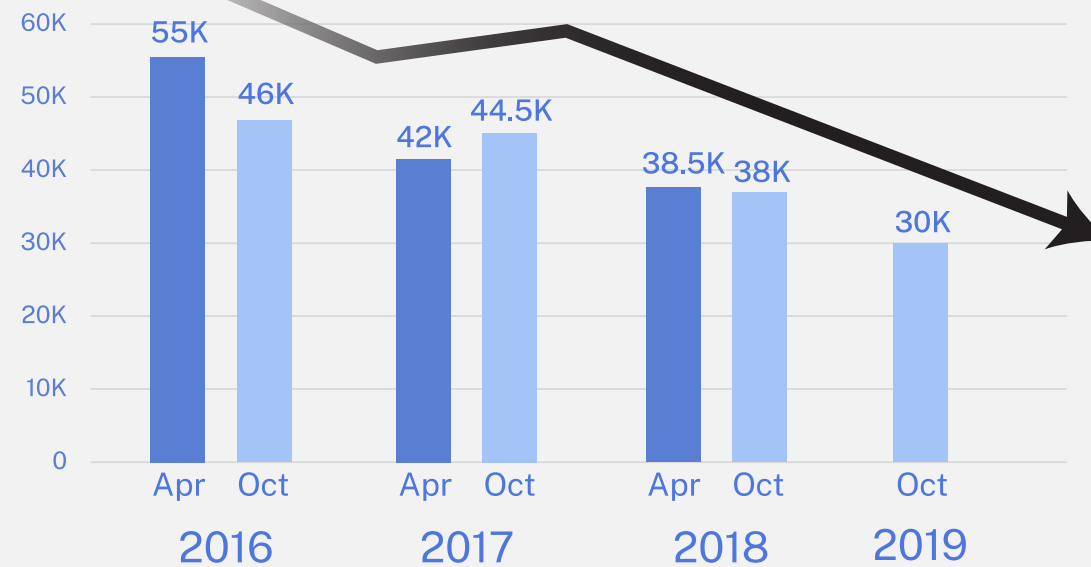
Major Events include Travel Malaysia Fair attracting 30,000 to 55,000 visitors over 3 days

In 2020, UEE successfully digitalized this event into “Malaysia Digital Travel Fair”



# THE DOWN TREND OF THE PHYSICAL TRAVEL FAIR

Year	Month	Number of visitors
2016	Apr	55,000
	Oct	46,000
2017	Apr	42,000
	Oct	44,500
2018	Apr	38,500
	Oct	38,000
2019	Oct	30,000



## The Benefits of Philippines Digital Travel Fair for Consumers and Exhibitors

- ▶ Disrupt industry norms to provide consumers and exhibitors with more savings and convenience anytime, anywhere.
- ▶ Untapped potential in the digital economy is unlocked by enterprise digitalization.
- ▶ As a component of the green economy, digital platforms are more sustainable.



WORKING TOWARDS  
DIGITAL  
TRANSFORMATION  
TOGETHER

# THE MOST AFFORDABLE SOLUTION

To maximize market exposure at a fraction of the cost compared to the physical fair.

	Physical Fair (NATAS -non Focus)	Digital Fair
Booth Quantity	100 -1000	<b>UNLIMITED</b>
Visitors	55,000-200,000	<b>UNLIMITED</b>
Duration	3 days	<b>7 days</b>
Booth Set-up & Print Material	SGD 3,000	<b>SGD 0</b>
Transport, Food & Lodging	approx. SGD 2,000	<b>SGD 0</b>
Booth Rental	SGD 2,200 / 9m <sup>2</sup>	<b>Start from SGD 400</b>

# BUSINESS MODEL

## NO SALES COMMISSION CHARGED

No additional fee is chargeable on sales transaction.

## SCALABLE PAY-PER-CLICK PRICING MODEL

Pay when your page is clicked by a visitor.

## DEALS AND SPECIAL OFFERS

Exhibitors must provide the best possible deals and promotions to attract more online visitors.

## SPONSORSHIP & ADVERTISING

Highlighting your brand, service and product listings on an interactive platform.

Highly visible banners and other advertising formats to advertise your brand.

# RATES FOR EXHIBITORS

**RECOMMENDED**

Entitlement	Starter Pack SGD 400	Value Pack SGD 900	Premium Pack SGD 1800
Exhibitor Page	✓	✓	✓
Exclusive Deals	3 deals	5 deals	<b>10 deals</b>
WhatsApp & Social Media Link	✓	✓	✓
Photo Gallery (maximum 10 pictures)	✓	✓	✓
Logo display	✓	✓	✓
Entitlement for clicks*	200 clicks	500 clicks	<b>Unlimited</b>
Corporate Video (only upload 1 video)	-	✓	✓
Banner Credits	-	SGD 300 credits	<b>SGD 600 credits</b>
Spotlight Credit - Exhibitor Showcase	-	15 mins x1 (Worth SGD 900)	<b>15 mins x2</b> (Worth SGD 1800)

- One-time registration Fee of SGD 50
- Note: Features will be disabled when the allocated clicks are fully utilized; add-on clicks packs are available.



# MAIN CATEGORIES

<b>Destination</b>	81 Provinces / Tourist Information
<b>Accommodation</b>	Hotels / Resorts
<b>Experience</b>	Theme Park / Nature Reserve / Golf Club Sports / Adventure / Diving / Snorkelling Eco and Agro Tourism Arts and Culture (Museums / Heritage Sites)
<b>Travel &amp; Tours</b>	Transportation (airline / car rental / rail / bus / ferry / cruise) Travel Agency / Online Travel Agency
<b>Lifestyle</b>	Property / Retirement / Investment Medical / Health / Education Restaurant / Dining / Entertainment / Fashion Health and Spa / Wedding / Honeymoon Local products / Shopping / Souvenirs
<b>Essentials</b>	Banks and Credit Cards / Travel Accessories / Luggage / Insurance / Telcos





# 18 POPULAR DESTINATIONS

FOR MALAYSIA ,SINGAPORE AND HONG KONG MARKET

**Manila**

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**Davao**

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**Boracay**

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**Bohol**  
(Chocolate Hills)

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**Leyte**  
(WWII History Site)

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**Laguna**  
(Mt Makiling)

**Cebu**

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**Kalibo**  
(Ati-Atihan Festival)

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**Palawan**  
(Puerto Princesa)

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**Clark Free Port**  
(Aqua Planet)

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**Siargao Island**  
(Surfing)

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**Camayan Beach**  
(Ocean Adventure)

**Baguio**  
(Ati-Atihan Festival)

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**Quezon City**

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**Iloilo**  
(Historical)

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**Ilocus Sur**  
(Spanish Era)

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**Silay**  
(Heritage City)

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**Tagaytay**  
(Vaal Volcano)

\*Primary destination have direct connection. Secondary destination require to transit.

# ADVERTISE WITH US

Main Banner

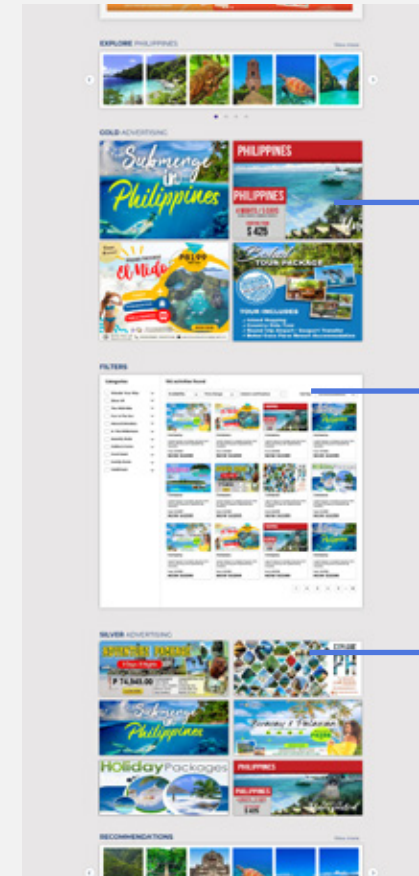
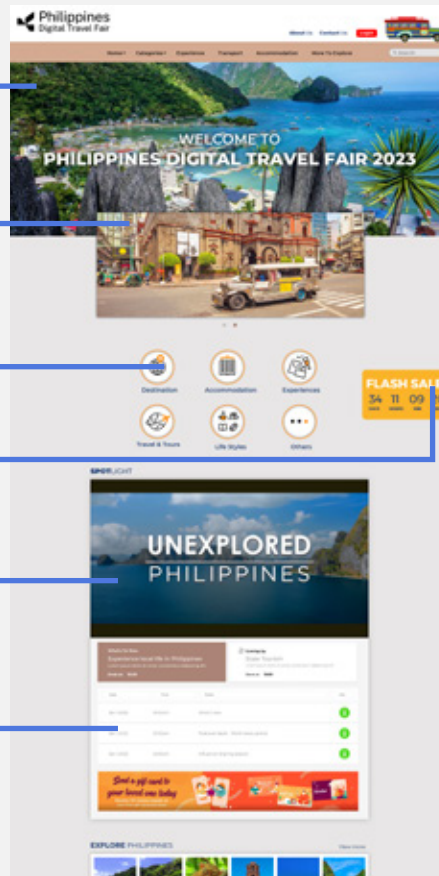
Hero Banner

6 Main Categories

Flash Sale

Spotlight

Spotlight  
Show Schedule



Large  
Banner

Filters

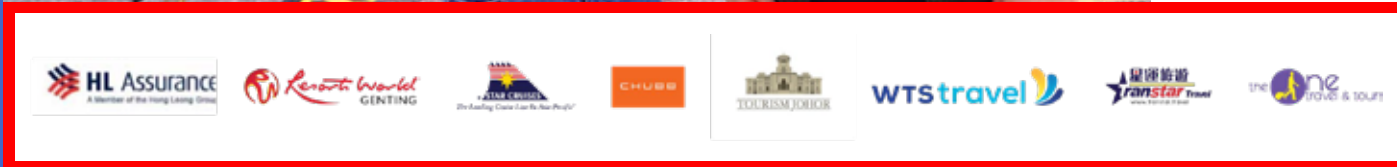
Standard  
Banner

# RATES FOR BANNERS

Item	Ads per Page	No. of Page	Selling Price
<b>Main Page</b>			
Main Banner	1	1	Reserved for TPB PH
Hero Banner	2	1	SGD 3,520
Large Banner	4	1	SGD 1,690
Standard Banner	6	1	SGD 860
<b>Category Pages</b>			
Main Banner	1	6	SGD 5,070
Hero Banner	2	6	SGD 2,540
Large Banner	4	6	SGD 1,220
Standard Banner	6	6	SGD 610
<b>Sub-Category Pages</b>			
Main Banner	1	54	SGD 3,440
Hero Banner	2	54	SGD 1,720
Large Banner	4	54	SGD 750
Standard Banner	6	54	SGD 380



# SPOTLIGHT: INFOTAINMENT



# RATES FOR SPOTLIGHT

Proposed Spotlight Events	Time slot	Off Peak	Peak	Prime Time
<b>State Tourism Advertisement</b> <b>Games &amp; Quizzes</b> <b>Lucky Draw</b> <b>Flash Sales</b>	5 Mins	SGD 330	SGD 500	SGD 830
	Every additional 5 Mins Block	SGD 170	SGD 220	SGD 390
<b>Exhibitor Showcase</b>	15 Mins	SGD 990	SGD 1,490	SGD 2,480
<b>Live Stream</b> <b>Special Feature</b> <b>Infotainment</b>	20 Mins	-	SGD 1,980	SGD 3,300
<b>Carousel Logo (Exhibitor)</b>	30 Sec	-	SGD 50	SGD 85
<b>Carousel Logo (Sponsor)</b>	1 Mins	-	SGD 100	SGD 175

# SPOTLIGHT PROGRAM SCHEDULE

MON - FRI	
00:00 hr – 06:00 hr	OFF PEAK (Repeat)
<b>07:00 hr – 09:00 hr</b>	<b>PRIME TIME</b>
10:00 hr – 11:00 hr	OFF PEAK
12:00 hr – 14:00 hr	PEAK
15:00 hr – 16:00 hr	OFF PEAK
<b>17:00 hr – 20:00 hr</b>	<b>PRIME TIME</b>
20:00 hr – 23:00 hr	PEAK

SAT - SUN	
00:00 hr – 06:00 hr	OFF PEAK (Repeat)
07:00 hr – 09:00 hr	OFF PEAK
10:00 hr – 14:00 hr	PEAK
15:00 hr – 16:00 hr	OFF PEAK
<b>17:00 hr – 20:00 hr</b>	<b>PRIME TIME</b>
20:00 hr – 23:00 hr	PEAK



# OUR MARKETING BUDGET

take advantage of our marketing expenditure

Advertising Budget Exceeds

Malaysia  
**RM 300,000**

Singapore  
**SGD 100,000**

Hong Kong  
**HKD 500,000**

Targeted Ad Impressions

**6,000,000**

Projected Conversion Rate 1.5%

**90,000 visitors**

Target audience: tourists, shoppers, food lovers, family travelers, honeymooners, adventurers,  
real estate investors, business travelers, education and healthcare seekers.





# BENEFIT FROM OUR WIDE RANGE OF MARKETING ACTIVITIES

Digital Marketing, Social Media Outreach and  
Collaborative Partnerships

## Google Ads

- SEO/SEM for keyword search
- Target and retarget ads to reach customers searching for what you offer

## Facebook + Instagram Ads

- Direct selling: Shift to digital platforms
- Indirect marketing: Promote influencer's post

## YouTube Ads

- Higher ROI than traditional television ads

## Tik Tok

- Short video format attracts younger visitors to you

## Influencer Marketing

- Post their past travel experiences
- Introduce brand messages during live stream sessions
- live streaming on tiktok

## Strategic Marketing

- Increasing your visitor to customer ratio via our marketing campaigns

# BENEFIT FROM OUR EXTENSIVE MARKETING

## Traditional Media (Malaysia)

### TV Media Channel

- 8 TV (CN)
- Astro (EN)
- TV 3 - Peninsula  
(Multi Languages)
- TV Sarawak (Malay)
- TV Sabah (Malay)

### Radio Media Channel

- 98.8 FM (CN)
- Hits FM (EN)
- Suria & ERA / Sinar  
(MY)

### Prints Media Channel

- Sin Chew Daily (CN)
- The Star (EN)
- Sinar Harian (MY)



# BENEFIT FROM OUR EXTENSIVE MARKETING

## Traditional Media (Singapore)

### TV Media Channel

- Channel 8 (CN)
- Channel 5 (EN)

### Radio Media Channel

- URM 100.3 (CN)
- Radio CNA 938 (EN)

### Prints Media Channel

- Lianhe Zaobao (CN)
- The Straits Times (EN)
- Berita Harian (MY)

THE STRAITS TIMES

联合早报

BH  
Berita Harian

UFM  
100.3

cna  
938

5

8

# BENEFIT FROM OUR EXTENSIVE MARKETING

## Traditional Media (Hong kong)

### TV Media Channel

- TVB (CN)
- Phoenix (CN)
- TVB Pearl (EN)

### Radio Media Channel

- 881 (CN)
- RTHK (CN)
- RTHK 3 (EN)

### Prints Media Channel

- Oriental Daily News (CN)
- South China Morning Post (EN)



# Previous Digital Travel Fair SPONSORS AND EXHIBITORS



# THE INAUGURAL PHILIPPINES DIGITAL TRAVEL FAIR

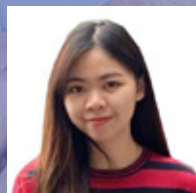
IN COLLABORATION WITH UNIQUE EVENT &  
EXHIBITION AND TOURISM PROMOTIONS BOARD  
PHILIPPINES

## Objective:

- ▶ Promote Philippines's tourism industry to return to pre-COVID-19 levels
- ▶ Increase the quantity and quality of visitors to Philippines.
- ▶ Nurture the Philippines Digital Travel Fair to shape the future of sustainable tourism.



# Meet the Team



**Kar Teng**  
(Fin/Admin)



**Jing Fei**  
(Legal/Contracting)



**katherine**  
(Country Representative  
Manager)



**Zadi**  
(Event Sales Executive)



**Sebastian**  
(Founder CEO)



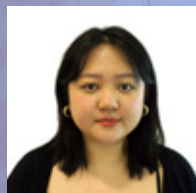
**Col(ret) lim**  
(Director  
Commercial Affairs)



**Dr Daniela Plewe**  
(Digital/Fintech Lead)



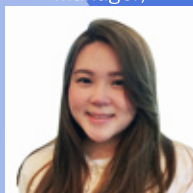
**Rocky**  
(Country Representative  
Director)



**Karen**  
(Marketing Exec)



**Winifred**  
(Artist/KOL Manager)



**Joey**  
(Production Exec)



**Xiao Xuan**  
(Brand Strategist)



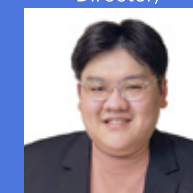
**Din**  
(Sales Manager)



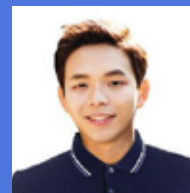
**Lawrence**  
(Business Development)



**Foong**  
(Ops Director)



**Arthur**  
(IT Engineer)



**Jerry**  
(Design/Production  
Lead)



**Felix**  
(Channel Sales  
Manager)



**Benny**  
(Digital Marketing)



**Bahar**  
(HR Manager)

# THANK YOU

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