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1. Introduction



Voyage Connect is a Chinese professional public relations and marketing agency specializing in promoting different brands on social media platforms. The company's expertise includes providing a comprehensive range of services, including Public Relations, Social Media Management, Trade Representation, Integrated Marketing, Destination Marketing, Aviation and Event Management, designed to enhance visibility and engagement for our clients in the Chinese market.

This portfolio presentation highlights the projects I participated in at **Voyage Connect** between 2022 and 2024. During this period, I contributed to a wide range of destination marketing initiatives for clients including **Visit Indonesia**, the **South Africa** and **Mongolia National Tourism Board**, with a focus on data analysis, campaign optimization, and event execution.

Beyond technical skills such as **SQL**, **Tableau**, **Python**, **and social media analytics**, I also applied strong cross-functional abilities in **event coordination**, **stakeholder communication**, and **strategic planning**. These projects allowed me to bridge data insights with real-world engagement, supporting both B2B and B2C tourism goals across multiple international markets.

2a. Southeast Asia Destination Market Strategy



Marketing Analysis and Representative for "Visit Indonesia" Tourism Office, 2022 - 2024

- Led market segmentation and traveller profiling for destinations of Indonesia using tourism datasets and regional insights.
- Analyzed social media metrics on **WeChat and Douyin (TikTok)**, driving a **50% increase** in digital engagement through data-informed content strategy.
- Delivered weekly dashboards and campaign evaluations, helping partners adjust tactics and optimize messaging in real time.
- Organized and executed a series of **consumer and trade engagement events**, including **roadshows in shopping malls**, **B2B tourism seminars**, and **press conferences** across Guangzhou and Shenzhen.
- Coordinated event logistics, partner outreach, and program flow with local teams, ensuring a seamless experience for media, buyers, and tourism stakeholders.

Overall result: Achieved a significant boost in brand exposure and partnership engagement, resulting in a **35% increase in destination inquiries** and expanded collaboration opportunities with regional travel trade and media.

2a. Visit Indonesia- Trade Roadshow & Tourism Seminar, 2024





2a.Visit Indonesia - Consumer Roadshow in Shopping Malls, 2023









2a. Visit Indonesia - Press Conference & Gala Dinner, 2022









2b.Tourism China Travel Trade Engagement Event



<u>2 clients - Cooperative Project with the South Africa and Mongolia National Tourism</u> Board - B2B2C Roadshow , 2023 - 2024

- In charge of finding and booking the event location, contacting with the local food service and stage building.
- Planning outdoor activities (mini-games, sports, camping) to provide unique guest experiences.
- Lead small group seminars with guests to promote the feature and local specials of the destinations

Overall Result: Successfully executed two major travel trade events, enhancing attendee satisfaction by 40% and increasing destination interest and inquiries by 35%

2b. Mongolia National Tourism Board Roadshow, 2024





2c. South Africa National Tourism Board Roadshow, 2023



CONNECT









3. Social Media Contents



Content Partnership with Visit Dubai on Zaker, exposure over 9.5 million views across China





要在心族图

云游迪拜美食节 多元 玩法尽享味觉盛宴

迪拜, 这个沙漠与海的完美融合的神秘之境 创造了无限让人难忘的奇迹, 在这个可上天 海的目的地里,还有一些你不知道的更多可 性,不走寻常路的玩法。一年一度的迪拜美 节近日刚落幕, 当地藏在街头巷尾的美食, 一次唤醒了我这个吃货舌尖上有关油拜的回 忆,并将它们逐一与你尽享。



老城记忆——最local 的迪拜味道

提起迪拜,你的第一印象会是什么

其实,这都不完全是真实的迪拜 有大家所未曾深入了解的一面, 5 揭开? 其实迪拜街头,处处都有: 道。国际化、高科技的今日迪拜, 习俗并存着。这既代表着居民对? 重,更凸显出迪拜神奇和富有魅力

你所不了解的地道迪拜故事都有哪 来,将给大家--解开谜底



带娃宝地首选迪拜 超 省心的阿拉伯亲子游玩 乐清单

角落散乱的玩具,一不言和的嚎啕大哭声,一 会没见孩子就神经紧绷赶紧满屋子呼唤......跟 孩子相处的时候一会儿慈母一会儿怨妇的切 换, 随时左右当妈的情绪, 不知道符小姐怎么 样看待我这个妈。



恋人探秘之旅 行摄迪 拜解锁浪漫新体验

迪拜, 一座拥有山海和大漠的浪漫城市, 古运 河穿城而过, 见证了这座城市拔地而起的高 楼, 也见证了这片乐土上相爱的人们留下浪漫 的足迹,生生不息。恰逢520前夕,龙少翻出不 久前与七位小姐姐们结伴出游的旅行照片, 仿 佛一下子又置身干城市, 重温油拜那些令人魂 牵梦绕的秘境,沙漠、山麓、海滩,忍不住想 再度打卡沿途那些神秘与奇幻的示爱圣地。



迪拜旅游局

爱的见证在迪拜 520首 推跨界PLOG为爱造势

对于中国游客而言,人们常用520代替"我爱 你"来向心爱的人表白,520这一天也成为备受 推崇的甜蜜日子, 爱侣们各出奇招, 只为在节 日里留下最独特的回忆。2021年5月18日起至5 月22日, 迪拜旅游局携手黄油相机, 首次推出 迪拜主题Plog模板与贴纸, 发起有奖参与活动 #Dubai独家表白#, 击中万千用户的少女心, 也 唤起用户埋藏心底已久的对海外旅行的渴望。



多元玩乐尽在迪拜 中 国游客更享旅途贴心便

迪拜是一个丰富多元的旅行城市, 这里既有让 签政策和贴心的中文标识。在这里,每个人都 能找到适合自己的玩乐项目, 尽情感受迪拜极 致的多元魅力。



** Zaker is a personalized news and content aggregation app in China that has articles, headlines, and videos from various sources based on user interests and reading behavior.

3. Social Media Contents

Content Partnership with Visit Singapore and Turkish Airlines on Zaker













WWW.VISITSINGAPORE.COM



Content Partnership with Visit Singapore and Turkish Airlines on Zaker

** **Zaker** is a personalized news and content aggregation app in China that has articles, headlines, and videos from various sources based on user interests and reading behavior.

3. Social Media Contents

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Social Media Account Management for "Visit Estonia"



Douyin (TikTok), Weibo, Wechat Account management