Harnessing the power or Social Commerce

Jens Thraenhart, Chief Executive Officer
Challenge

Building awareness and collaboration in destinations with limited resources.

Promote tourism destinations through the power of social media through public-private partnerships and participation of people who are passionate about a region or theme.
Travellers already share their stories. With Mekong Moments you can leverage the phenomenon of social media sharing and allow moments to turn into memories by enticing your visitor to connect their social content and by connecting to social influencers, such as bloggers.

ABLE OTHERS TELL YOUR STORY!
More and more travellers are finding their information through social media and relying on peer-generated content to make their travel decisions. Mekong Moments provides a direct link to your booking channel from user-generated content.

85% of millennials report that user-generated content influences what they buy and where.

GENERATING DIRECT BUSINESS THROUGH SOCIAL COMMERCE

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A VISUAL CONSUMER MARKETING CAMPAIGN

An authentic image tells your complex story in a simple way. Research has shown that visual content, such as images and videos, builds stronger connections to consumers.
Adapting to change - since 1999