Nomination: 19112

Saudi Tourism Authority Invites Chinese Travelers to Lai Ba! (来吧!)

Page: General Information

Name of Organization / Company

Saudi Tourism Authority

Logo

No File Uploaded

Web Site Address

https://www.visitsaudi.com/en (https://www.visitsaudi.com/en)

Page: Entry Information

Entry Title

Saudi Tourism Authority Invites Chinese Travelers to Lai Ba! (来吧!)

Category

E01 - E12 - Award for Innovation in Marketing > E05. Award for Innovation in Cross-Media Marketing

Submission Format

An Essay of up to 625 Words

Essay

In response to the unique challenges posed by the COVID-19 pandemic, which left Chinese travelers hesitant to explore new destinations, STA embarked on an innovative cross-media marketing campaign to revitalize tourism to Saudi Arabia. The core objective was to increase awareness of Saudi tourism opportunities among Chinese travelers and drive engagement leading to bookings. The campaign's success hinged on overcoming these challenges and delivering a compelling message tailored to the Chinese audience.

The marketing strategy centered on the concept of "Lai ba!" (来吧!), a warm invitation to explore Saudi Arabia as a welcoming destination. Extensive research, including focus groups and market analysis, informed the creation of targeted content and engagement tactics. Leveraging over 20 touchpoints and partnerships with key Chinese platforms such as Tencent, Ctrip, and Mafengwo, the campaign covered the entire traveler journey from inspiration to booking.

Execution of the campaign showcased best practices in marketing, with a diverse mix of events, TV, outdoor, digital, social media, and influencer collaborations. The highlight was the Saudi Souq live event in Shanghai, which attracted 500 million viewers and marked a significant milestone in engagement. Additionally, strategic partnerships, including exclusive collaborations with Huawei stores, expanded the campaign's reach across China.

The success of the campaign was measured through various metrics, including overall reach, footfall at activations, website visits, social media impressions, and booking numbers. Notable achievements included a staggering 830.6 million overall campaign reach, 77,000 footfall visitors, a 532% increase in search volume, and 61,000 bookings—a 133% increase compared to the previous period.

Overall, the campaign effectively engaged Chinese travelers, increased brand awareness, and significantly boosted bookings, demonstrating the power of innovative cross-media marketing in revitalizing tourism. By extending a heartfelt invitation, Saudi Arabia welcomed Chinese travelers back to the global travel community, marking a successful collaboration between cultural understanding, strategic planning, and impactful execution.

For this category please provide

An essay of up to 625 words describing the nominated innovative achievements in marketing since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files, works samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

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platform.com/file/28712/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyODcxMiwiYWxsb3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImlnbm9yG_Tkt3zR6HyO96g7ghmTs5OPWSKVRg?STA%20AWARD%20VIDEO.mp4)

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