

Getting to Know Members: Steven V. Seghers, ISHC

Digital Marketing
Outlook 2015+

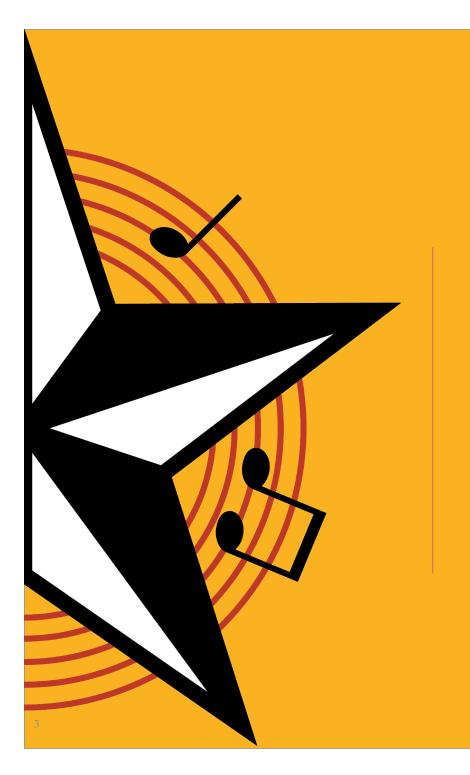
Steven V. Seghers, ISHC
President, HyperDisk Marketing
California • Hong Kong

STEVEN SEGHERS, ISHC



- Delivering strategic performance.
- 20 years of hospitality marketing experience
- Expert in the field of digital development, marketing, competitive analysis and customer engagement
- International experience with 4-5 star brands, hotels, resorts and ownership groups
 - Montage Hotels & Resorts
 - Pelican Hill
 - Preferred Hotels & Resorts
 - St. Regis
 - Luxury Boutiques
 - Ownership groups: Starwood Capital, Britannia Pacific...





Top 3 Digital Marketing Trends 2015+

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Top 3 Trends

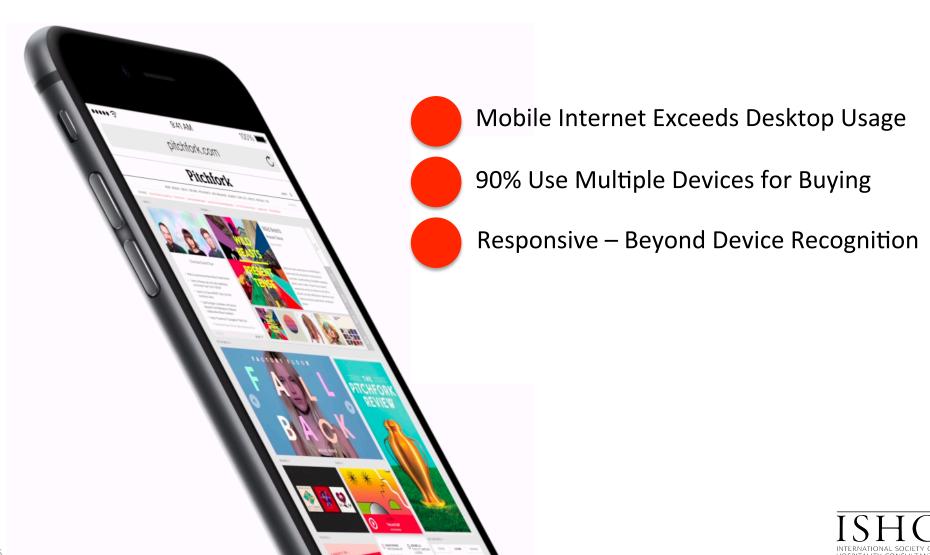


- 1. Responsive Everything
- 2. Small Data
- 3. China Now



Responsive Everything





Responsive Everything







Responsive Everything



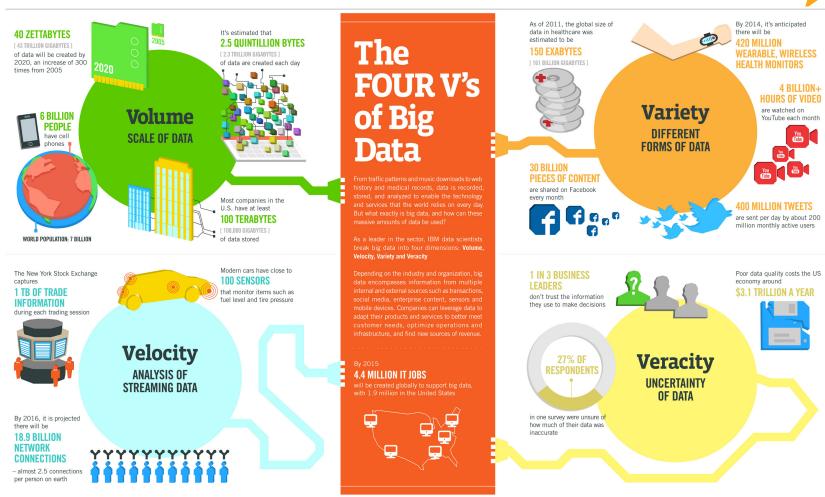






Small Data – Not Big Data





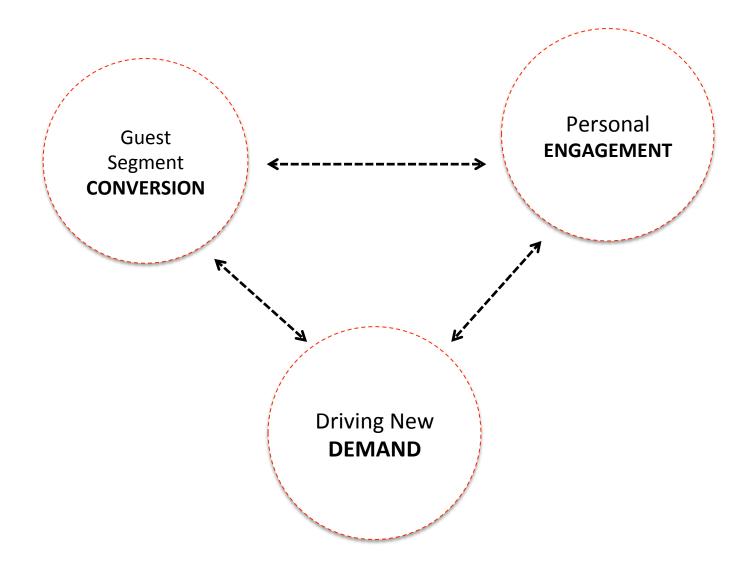
Sources: McKinsey Global Institute, Twitter, Cisco, Gartner, EMC, SAS, IBM, MEPTEC, QAS





Small Data – Not Big Data







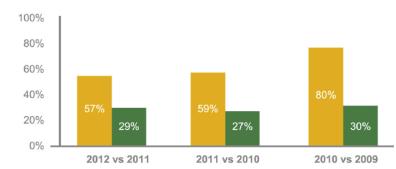
China Now



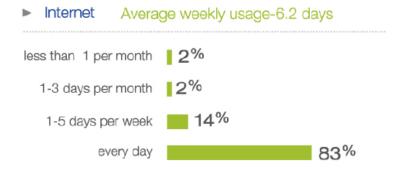
Hurun Report Chinese Luxury Consumer Survey 2013

- The most popular international destinations for wealthy Chinese are:
 - 1. France
 - 2. United States*
 - 3. Singapore*
 - 4. Switzerland
 - 5. U.K.*
 - 6. Italy
 - 7. Australia*
 - 8. Dubai, United Arab Emirates
 - 9. Germany
 - 10. Maldives
 - 11. Japan
 - 12. Canada
 - 13. Korea
 - 14. Thailand
 - 15. New Zealand*

Growth Rate of Luxury Traveler Spending



Source: Global Blue statistics on Chinese traveler's tax free shopping spending 2012



Data Source: GroupM-Hurun Media Usage Research





Thank You.

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