



Hello HFTP Dubai Chapter members,
The Dubai HFTP Research and Innovation Center at the Emirates Academy of Hospitality Management has decided to briefly discuss two relevant topics: the Dubai B2B Attractions Marketplace and the Attention Economy. The HFTP Research and Innovation Center hopes this sparks conversation amongst HFTP Dubai Chapter members.

Dubai B2B Attractions Marketplace

By Mercy Kiprotich & Vladan Pantelic, Research Scholars

Tours and activities are undergoing a radical shift, as vacationers now want to experience something new and out of the ordinary. This has led to a shift in the tours and activities marketplace, completely changing the interaction between B2B sales in this space in Dubai. Priohub is a new B2B online platform introduced by the Department of Tourism and Commerce Marketing (DTCM), whose purpose is to enhance Dubai's attractions and experiences by offering integrated technological support and wider access and publicity to both local and international markets.

Priohub serves as a tours and activities marketplace, connecting suppliers, products, pricing, availability, and content to any reseller worldwide. This platform is designed to create cohesive connectivity to attractions and tours in Dubai with the B2B sellers by unifying attractions and experiences under one bookable function.

Priohub connects the supplier inventory of Dubai attractions with any reseller worldwide via a client booking portal. Through this, the tour operators and resellers can sell and promote attractions available here in Dubai. The platform

provides an opportunity to centralize all content in one place, making it easy to promote and sell products across reseller platforms. Suppliers select the reseller and sales price after which an electronic contract is sent. Upon signing, the two are connected and the reseller can begin selling tickets.

The main advantage of this platform is that it allows the B2B stakeholders (OTAs, DMCS) to discover a full range of Dubai's offerings while providing a more customized customer experience. Additionally, it allows control of reselling Dubai attractions on the international market and among resellers. It also eliminates cross-selling (resellers selling to each other), which can impact a customer's entire decision-making process because of marginalized pricing due to constant resale. Lastly, Priohub provides greater exposure and recognition of Dubai attractions on the international scene.

For more information on the Priohub click on the link below:

- [Learn more](#) about Priohub



The Role of Mindfulness in Acquiring Consumer Attention

By Janam Haresh & Naftali Tanyongana, Research Scholars

This article explores the importance of attention and shows how utilizing mindfulness practices could allow enterprises to successfully vie for consumers' attentional resources and thus capitalize on this opportunity.

Attention refers to how actively we process the information available in our environment. When information becomes abundant, attention becomes a scarce resource because attentional resources are limited in terms of capacity and duration. Attention is also selective, as we have a tendency to filter out information outside of our interest zone, and instead focus on items that most appeal to us.

Brands are constantly competing to stand out and distinguish themselves from their competitors by utilizing strategies such as emotionalization and authenticity, and by taking stances on social issues to captivate the attention of potential consumers. Moreover, an increasing number of brands incorporate innovative and interactive communication practices such as dynamic storytelling, sensation marketing, and influencer marketing to create value propositions for their consumer platforms, thus generating attention. However, most brands are unaware of the usefulness of mindfulness when promoting themselves in digital and non-digital channels.

Mindfulness is a state of active awareness and open attention on the present, and marketers can build consumer mindfulness by enhancing the emotional value of their brands in the eyes of their consumers.

For example, an increasing number of hotels in Dubai, including the Four Seasons Hotel in DIFC, utilize storytelling in their marketing material to acquire the attention and interest of consumers.

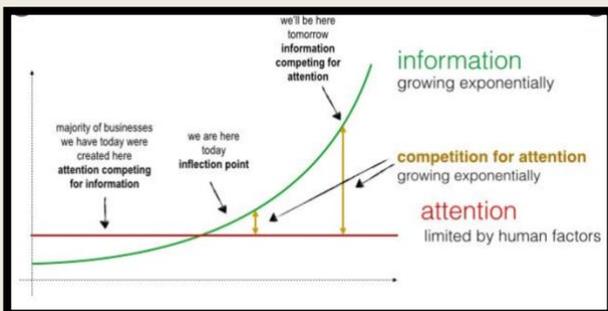
Research suggests that the average human attention span decreased from 12 seconds in 2000 to 8.25 seconds in 2015, with the average user spending 3h 16m per day on smartphones, checking these devices 221 times. Therefore, these findings suggest that utilizing mindfulness practices when advertising could help brands enhance the effectiveness of their marketing campaigns and result in higher average attention spans.

Online businesses and networking platforms like Airbnb and Booking.com are constantly vying for a moment of consumer attention, aiming to retain the acquired attention for as long as possible. Businesses conduct market research on consumer-specific characteristics (demographics, psychographics, etc.) to target their buyers more effectively.

Social media platforms run the attention economy, as they have psychologically engineered their websites and apps to create an endless flow of rewarding stimuli that encourage users to stay within the app, thus developing an addiction; there are also attention getters such as Netflix, and attention engineers such as Facebook.

A large-scale example of the attention economy is Dubai's successful bid to be the EXPO 2020 host. The increased attention is predicted to increase the emirate's customer base, which has prompted a rush to build hotels to accommodate these customers. This increased competition is increased 'information' and causes greater competition for attention. This is why now more than ever in the lead up to EXPO 2020, it is crucial that hotels understand how to recognize and capitalize on the attention economy so that they can distinguish themselves from this information pool and draw consumers' attention

Figure 1: The Attention Economy



The diagram in Figure 2 shows the lack of effectiveness in the promotional material used by marketers, as their focus lies on quantitative measures instead of qualitative marketing strategies. This has resulted in consumer attention spans being reduced due to overly cluttered inboxes, therefore resulting in lower click-through and lower conversion rates. Given that these brands are constantly competing with each other, consumers receive an abundance of marketing material that does not interest them, which in turn, has a negative effect on attention spans.

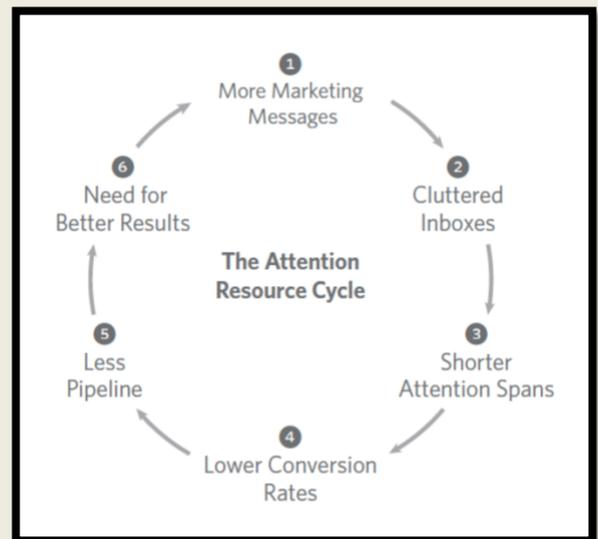


Figure 2: The Attention Resource Cycle



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