

# Panel Discussion | [Content Marketing] How to Leverage Multi-Types of Contents across Channels to Curate Customer Journeys



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**What is your next upcoming travel destination for holiday?**

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**How far in advance do you arrive at the airport?**

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## Post-pandemic

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## **Data & Technology**

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## **Emotional / Psychological effect**

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# Content Relevancy

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# Key Takeaways



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**Q&A**