



**Warmly Welcome  
Austria Delegation**

2018

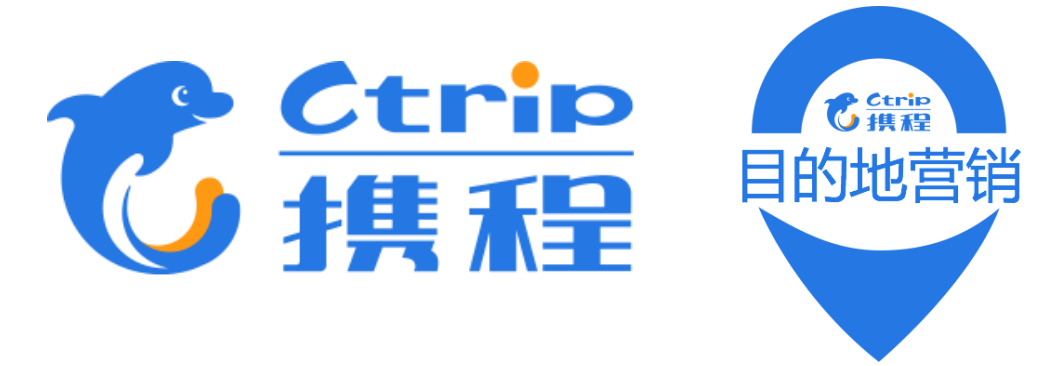
# Austria & Ctrip Meeting





# **PART 1: CTRIP OVERVIEW**

# Ctrip Overview



## Ctrip SOHO



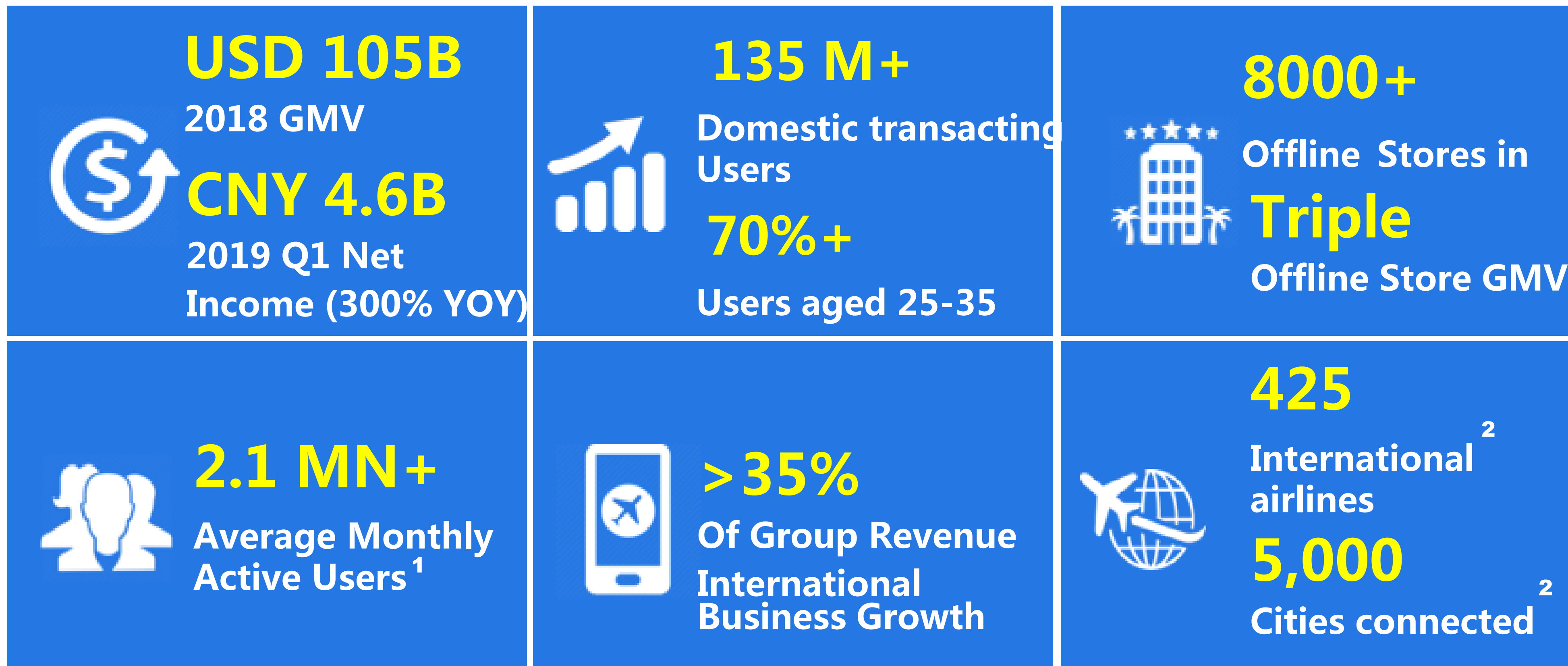
- **#1** in Asia, **#2** in the world
- Founded in **1999**
- IPO on NASDAQ in December **2003**
- **18** branch offices, over **40,000** employees in China and globally

- Provides travel services to more than **300 million** members
- Achieved **3.0 billion** accumulative downloads
- Integration of online and offline resource creates complete travel service chain.

## NASDAQ IPO



# Ctrip Group at a glance

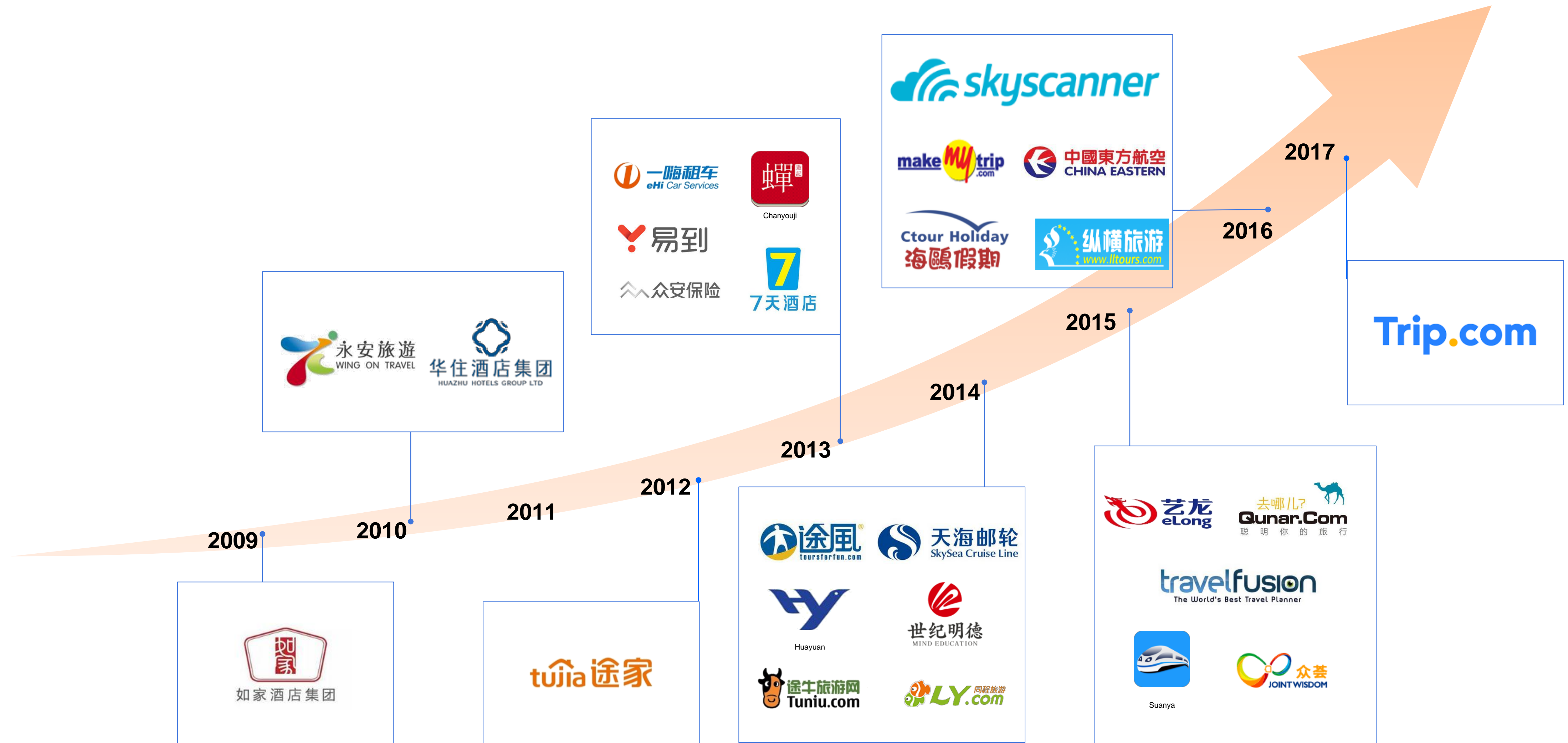


Data for the quarter ended 31<sup>st</sup> March, 2019

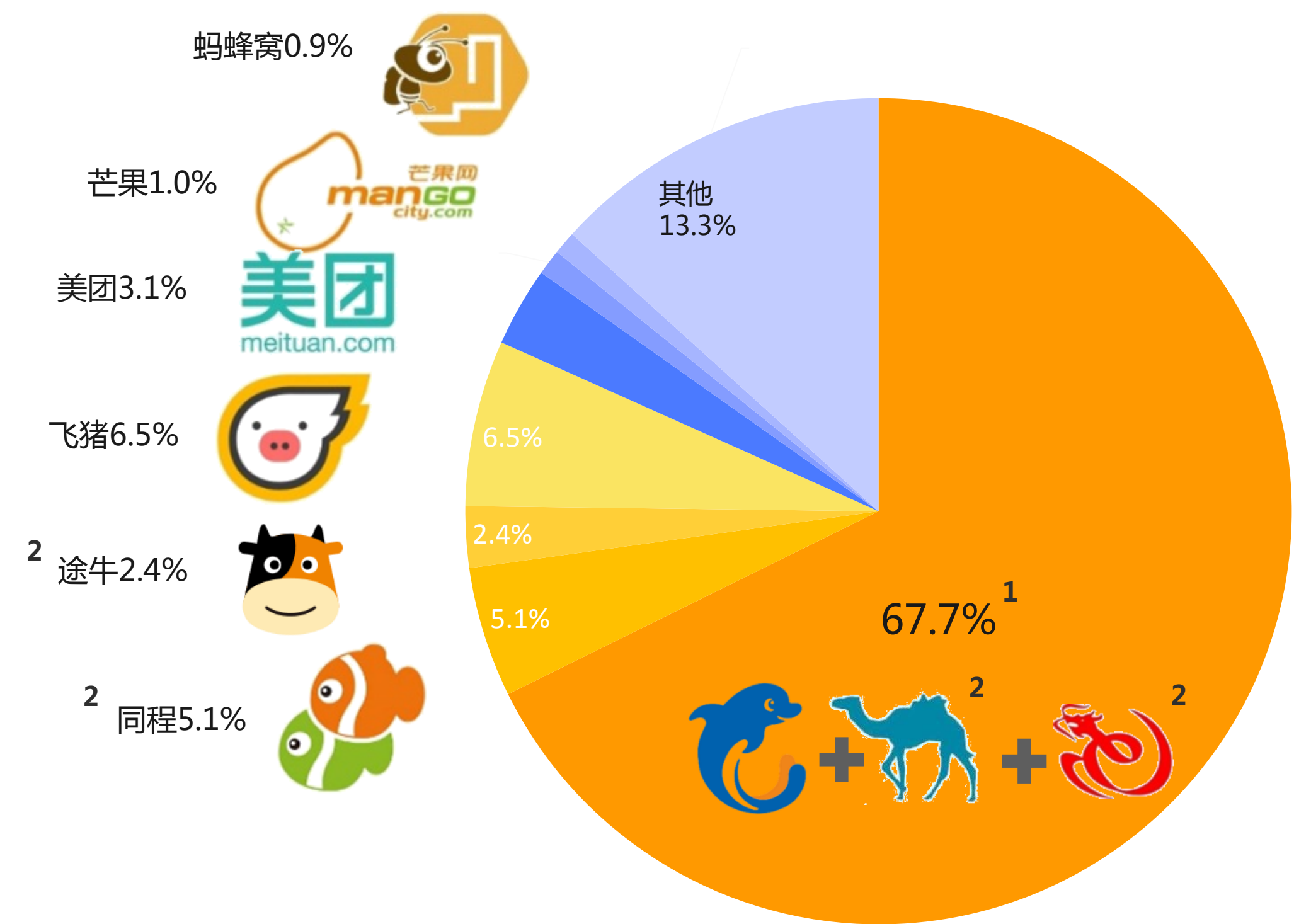


Ctrip 携程

目的地营销

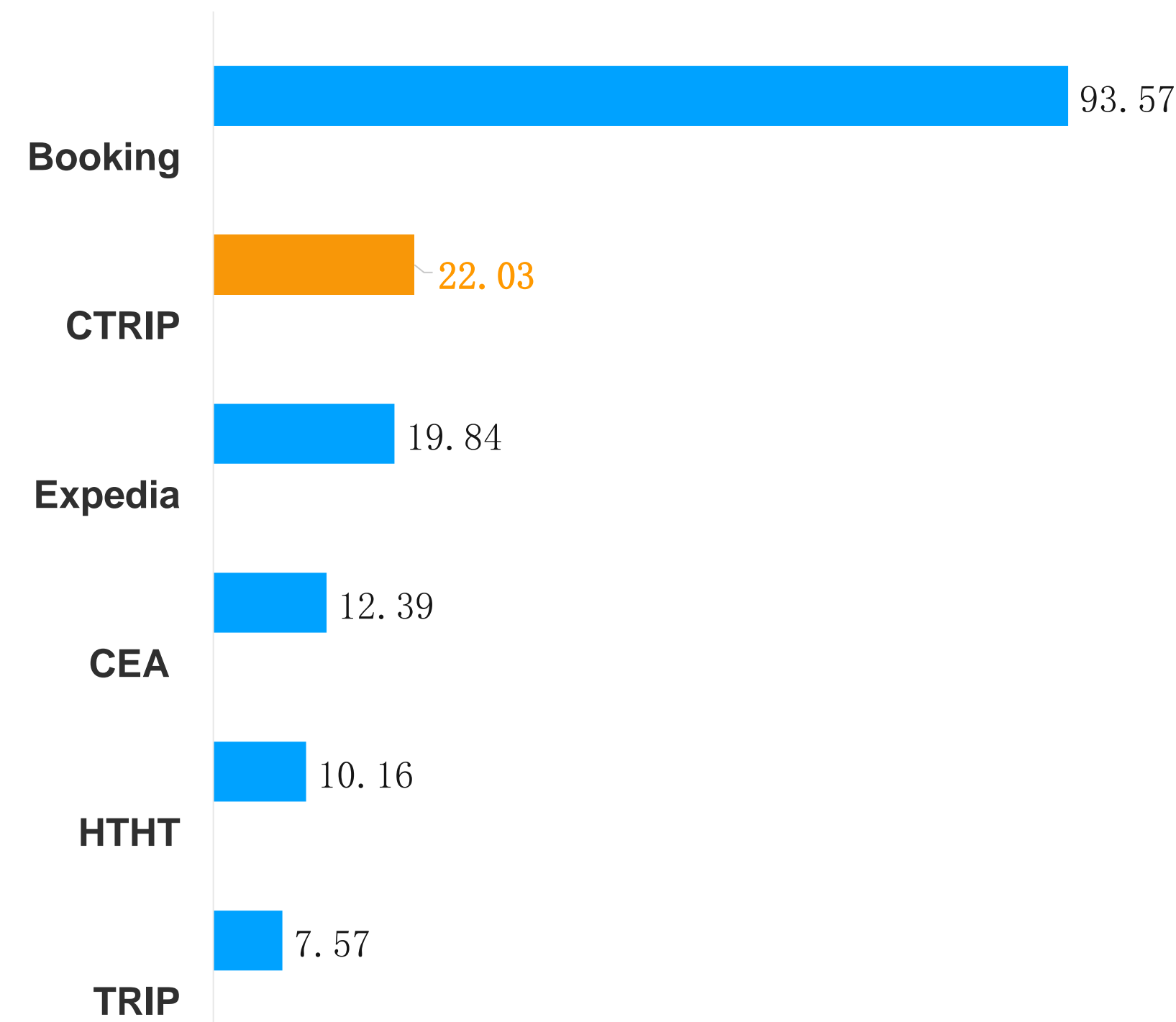


# Asia's largest and world's second largest online travel company



Source: CTCNN.com and iResearch  
Note: 1. Market share includes Ctrip, Qunar and Elong;  
2. Companies in which Ctrip has invested

Market Cap



Unit: USD Billions  
Updated: Aug 10, 2018

# Expanding global reach with Asia Pacific as a focus



## Skyscanner

- Over 80M monthly active users
- 154 currencies; over 30 languages
- Q2 direct bookings revenue grew 600% YoY

## Trip.com

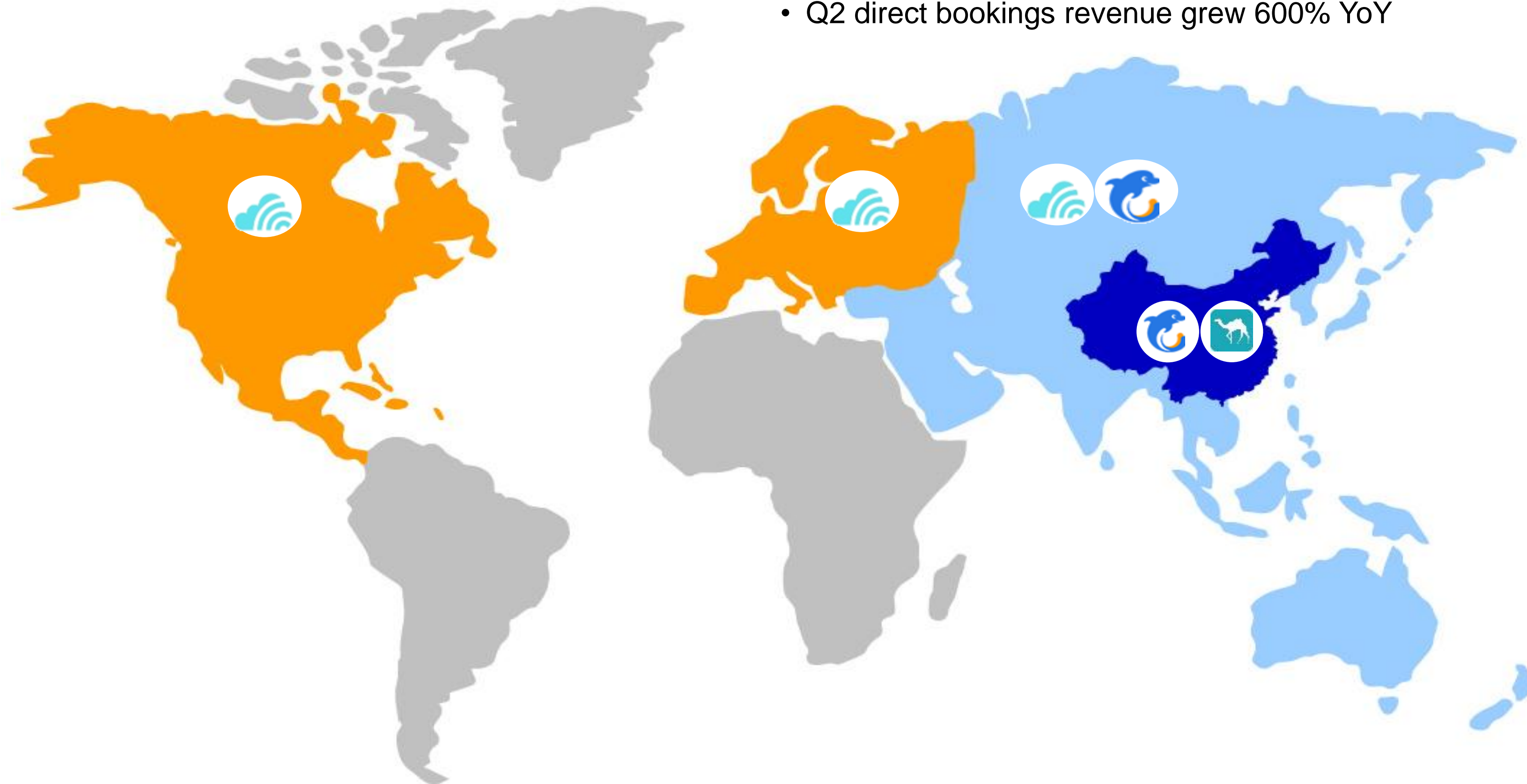
- Cover 15 countries / 13 languages
- 25m registered users
- 100%+ air ticketing revenue growth YoY
- Asia Pacific market is the priority

## China outbound opportunity

- ~2 times outgrowing the outbound market
- Outbound trips expected to grow to 200m by 2020

## Strong product portfolio

- Strong international air booking engine
- New products added: train ticketing, car rental services, and more local attraction partners
- Strengthen one-stop shopping capabilities

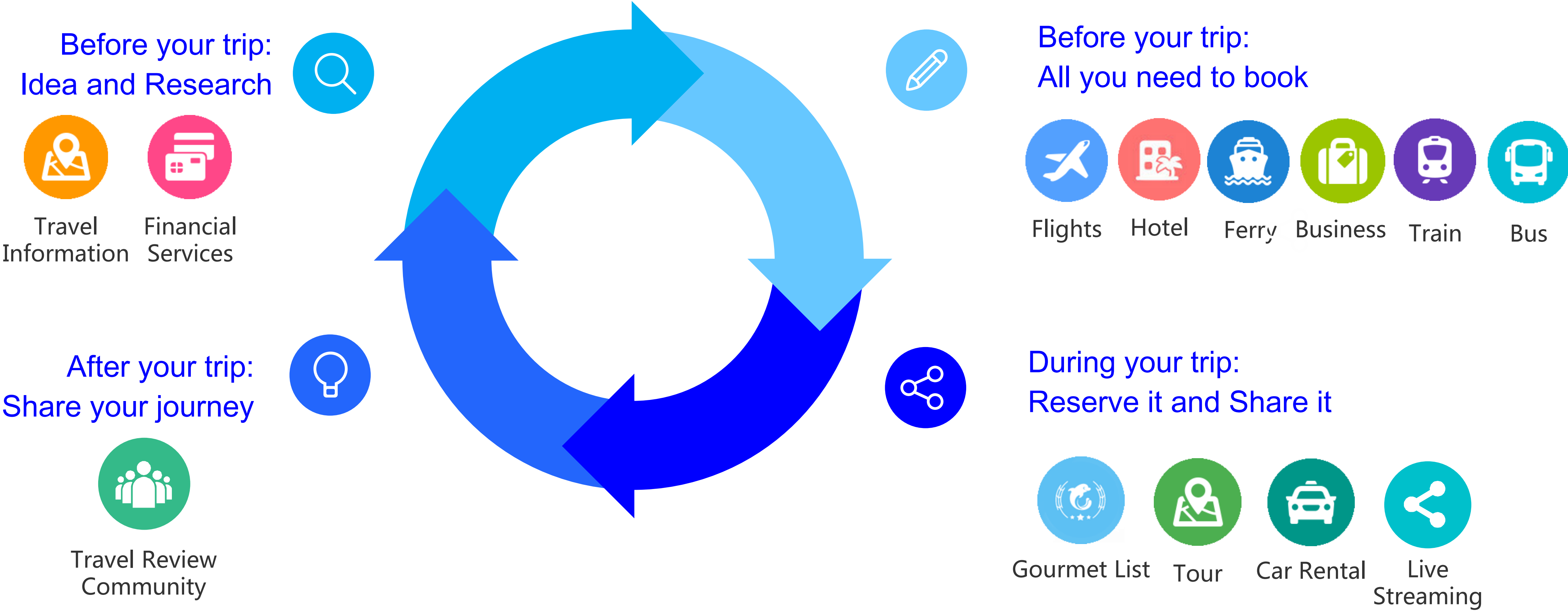


- Asia Pacific is the priority
- 2<sup>nd</sup> layer countries are Europe and North America
- Other countries are lower priority

# One-Stop Travel Service Platform



Ctrip provides all-around products to satisfy diversified needs at different stages during the customer journey.



# One-Stop Shop At Your Fingertips



Overseas hotels  
Discounted hotels  
BnB & Inn

Air tickets  
Train tickets  
Bus tickets & Ferry tickets  
Tailored car services & Car rental

Travel  
High-speed Rail Tour  
Cruise Tour  
Customized Tour  
Group Tour & FIT  
High-end tour



Travel Strategies & Attractions  
Ticket & Fun Things To Do  
Gourmet List  
Tour Around  
Shopping

FIT trips  
Overseas WiFi rental & Phone Card  
Travel insurance & Visa  
Currency exchange & Shopping  
Local guide  
Cheap Flights  
Ctrip Credit Card & Borrowing

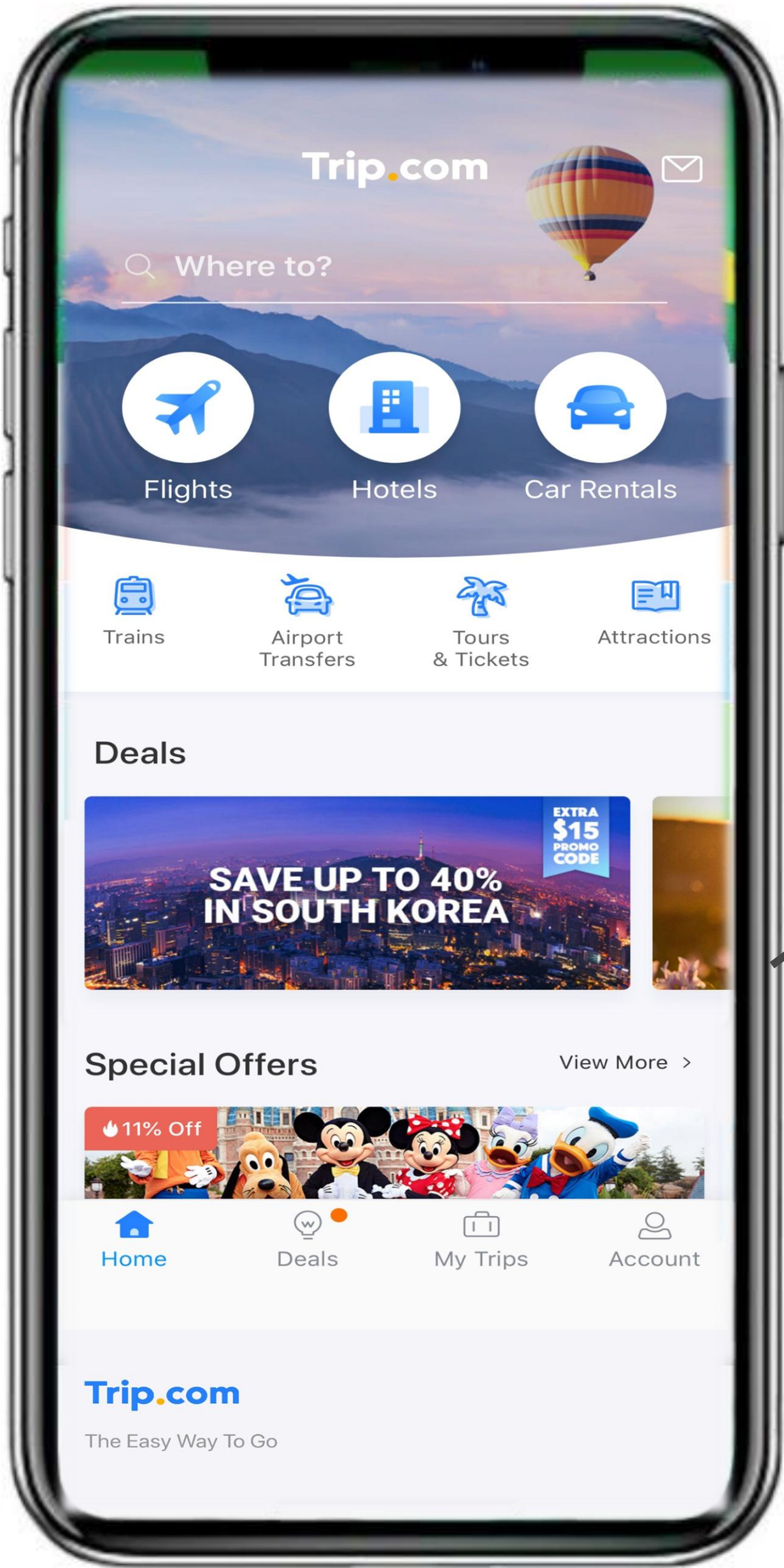
Real-time Special Fares

# One-Stop Shop At Your Fingertips(International Version)



Air tickets  
Train tickets  
Bus tickets & Ferry tickets  
Tailored car services & Car rental

Overseas hotels  
Discounted hotels  
BnB & Inn



Vocation Products  
Ticket & Fun Things To Do  
Tour Around  
Shopping

Real-time Special Fares

A wide-angle, nighttime photograph of the Shanghai skyline. The Oriental Pearl Tower is the central focus on the left, illuminated in red and white. To its right, the Shanghai Tower rises into the dark sky. The Huangpu River flows through the foreground, with light trails from boats and city lights reflecting on its surface. The Bund is visible on the right, with its buildings and the iconic Shanghai Tower in the distance. The overall scene is a vibrant display of urban architecture and light pollution.

# **PART 2: CHINA OUTBOUND TRAVEL MARKET**

# Chinese Outbound Tourism

## □ Booming Market

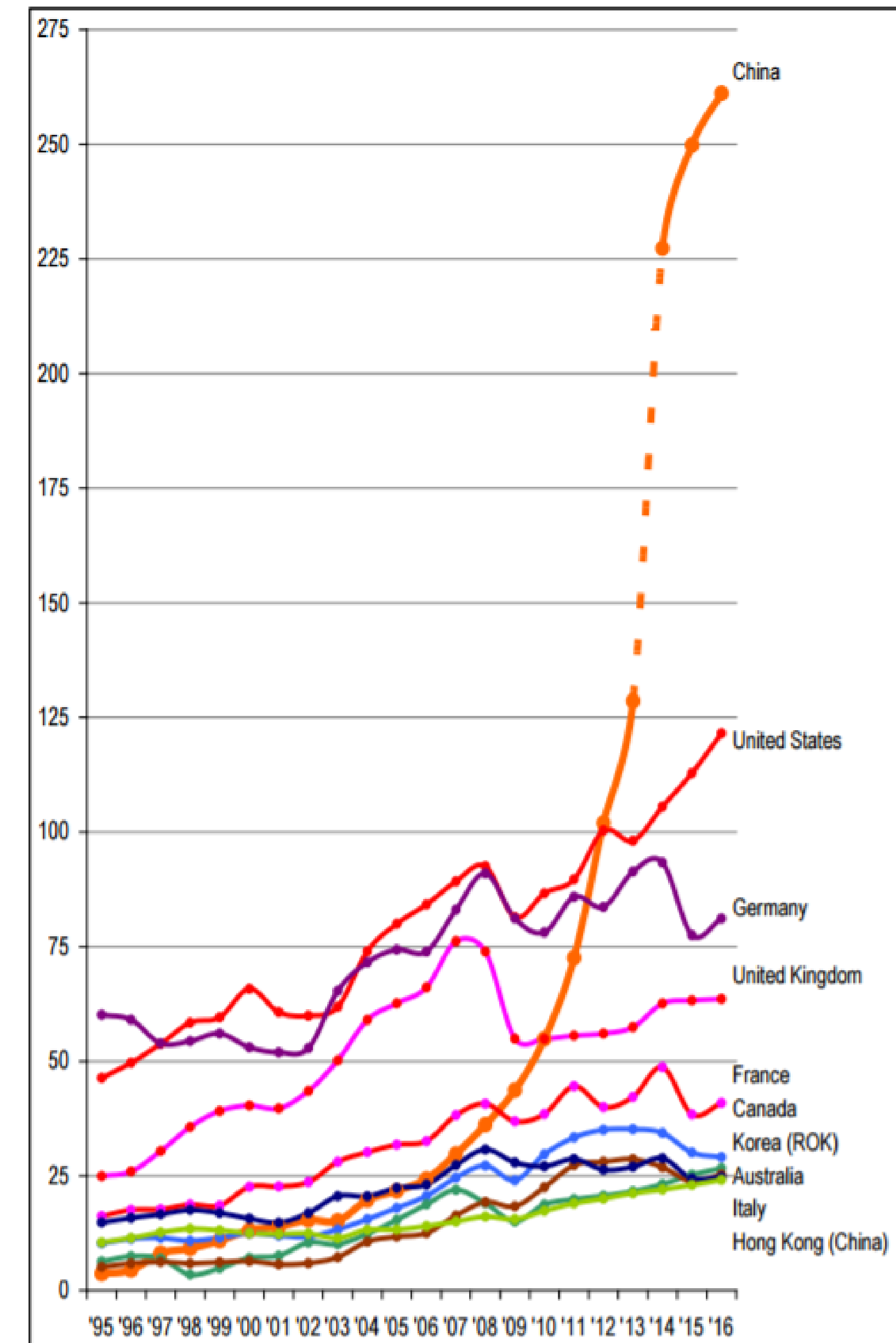
- China is the world's largest outbound market since 2012 following ten years of double-digit growth
- **149.7 million** Chinese tourists traveled abroad in 2018 which increased by **14.7%** compared with last year.
- More flight choices, improved visa policies and multiple product types help to boost the growth of outbound tourism

Source: China Tourism Academy & Ctrip

World and regions: Outbound Tourism

International Tourism Expenditure

(US\$ billion)



Source: World Tourism Organization (UNWTO) ©



# Chinese Outbound Tourism



## □ Departure City

**Shanghai, Beijing, Chongqing, Chengdu** are China's top 4 sources of tourists to Europe.



### 2018 ranking of departure city

1. Shanghai
2. Beijing
3. **Chongqing (continuous growth)**
4. Chengdu
6. Guangzhou
6. Shenzhen
7. **Kunming (new top 10)**
8. Xi'an
9. Nanjing
10. Wuhan

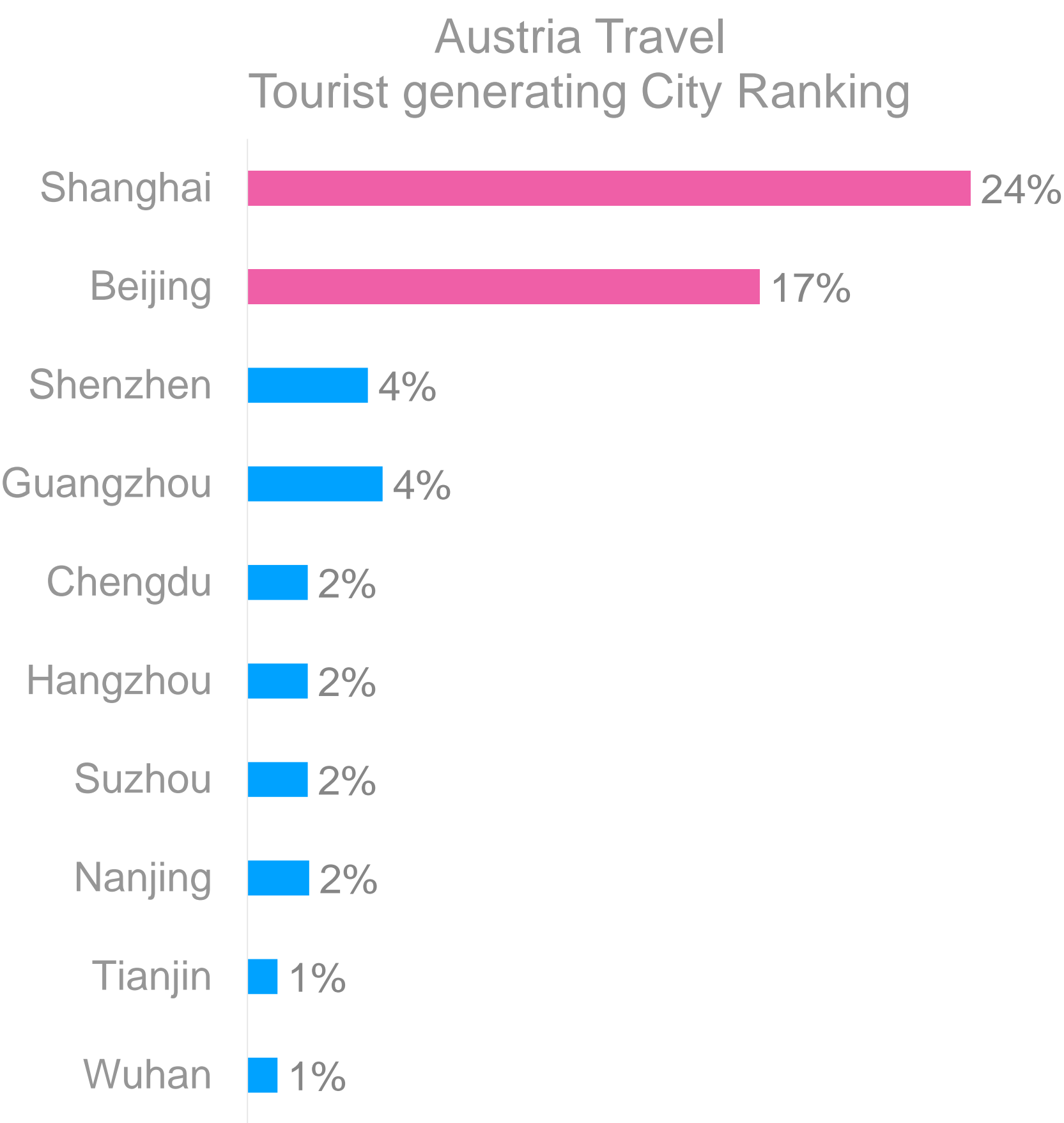
An aerial night view of the Shanghai skyline, featuring the Oriental Pearl Tower and a large cruise ship docked in the foreground. The city lights are reflected in the water, and the sky is a mix of blue and purple hues.

# **PART 3: AUSTRIA TOURISM RELATED MARKETING ANALYSIS**

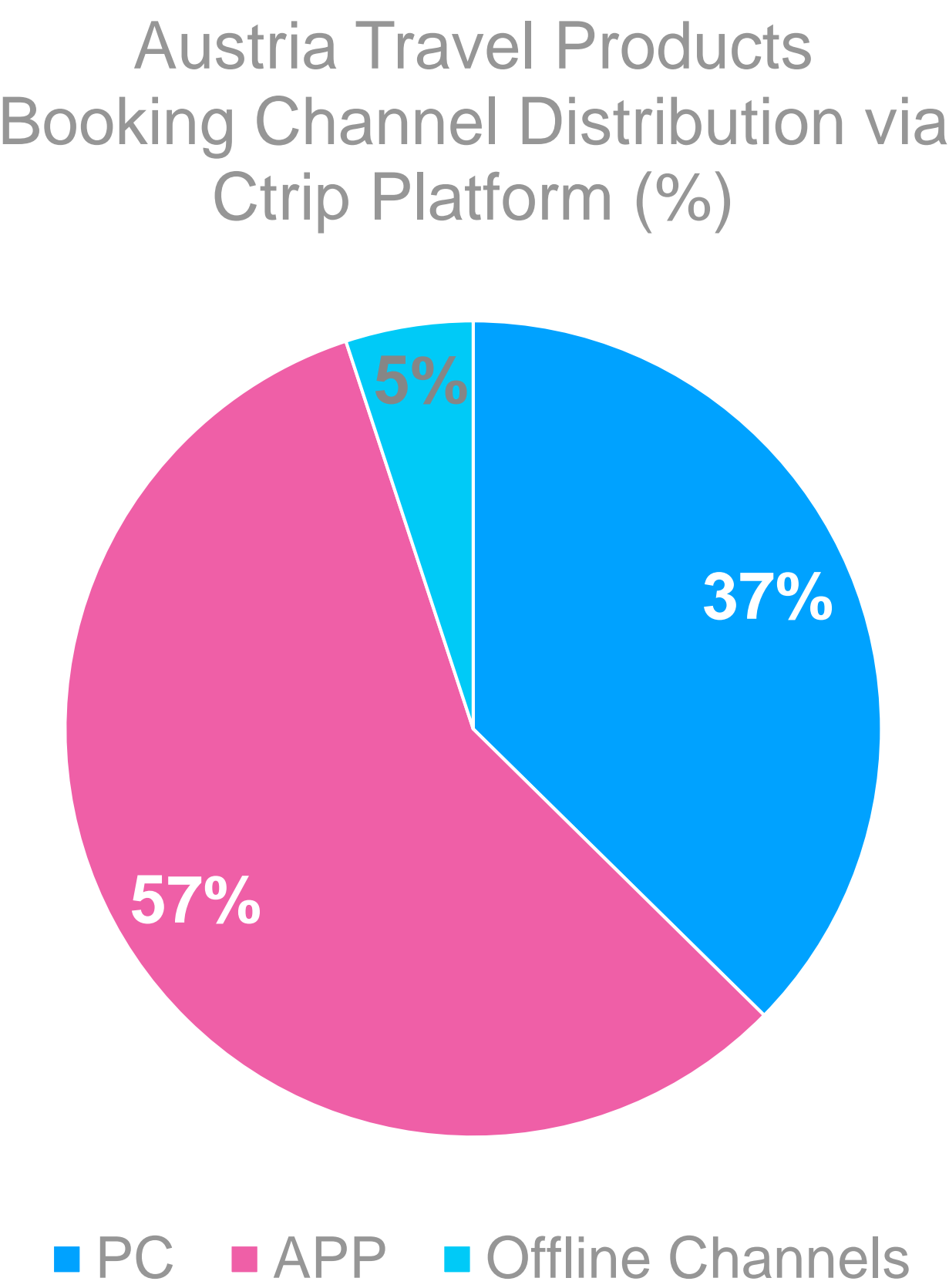
# Market Analysis——Target Consumers



- The major source of Austria visitors are **Shanghai, Beijing**.
- **57%** clients tend to book the Austria related travel products on the mobile end.



Data Source: 2018.1—2018.12 Ctrip Data ( Departure )



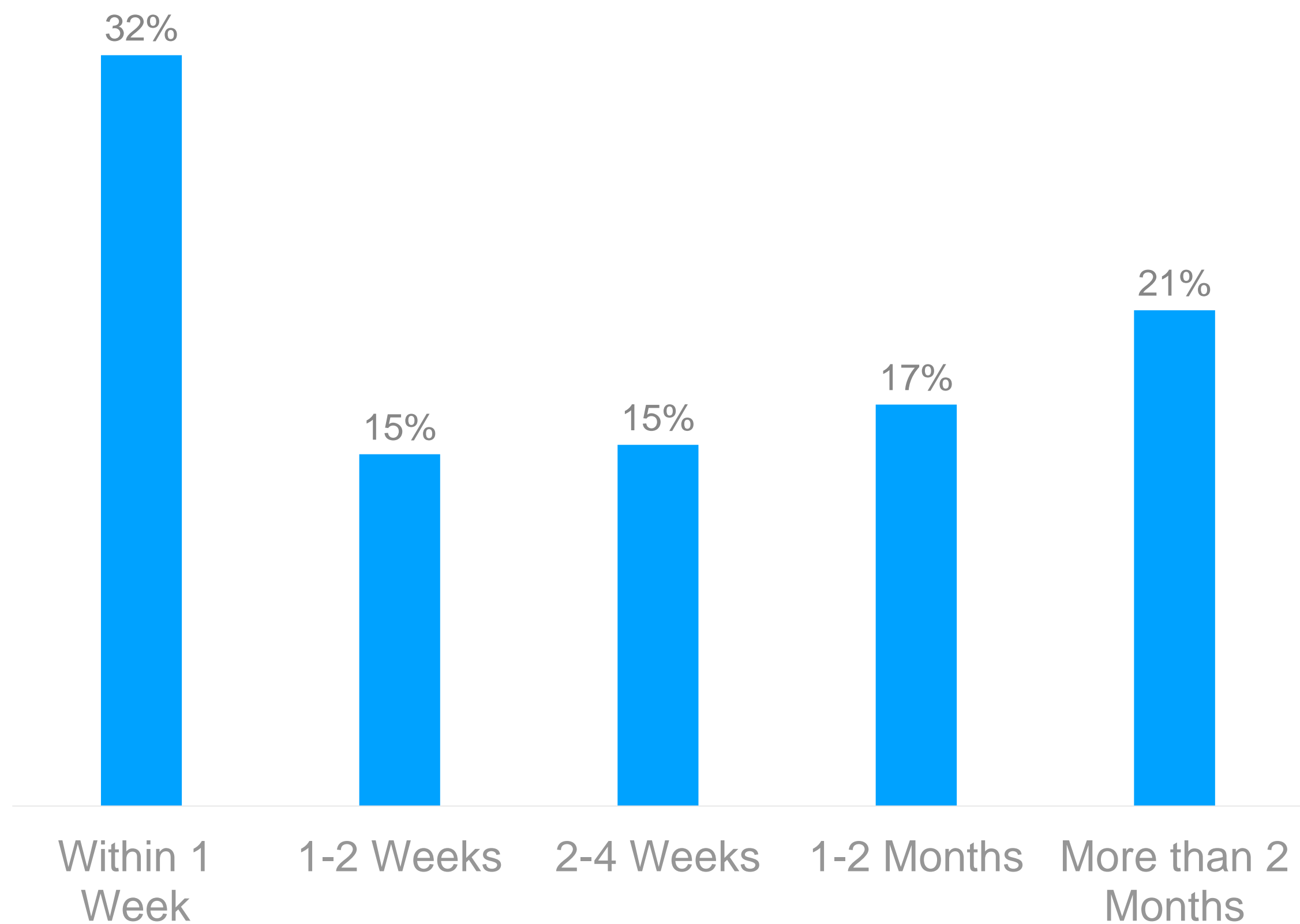
Data Source: 2018.1—2018.12 Ctrip Booking Data

# Market Analysis——Target Consumers

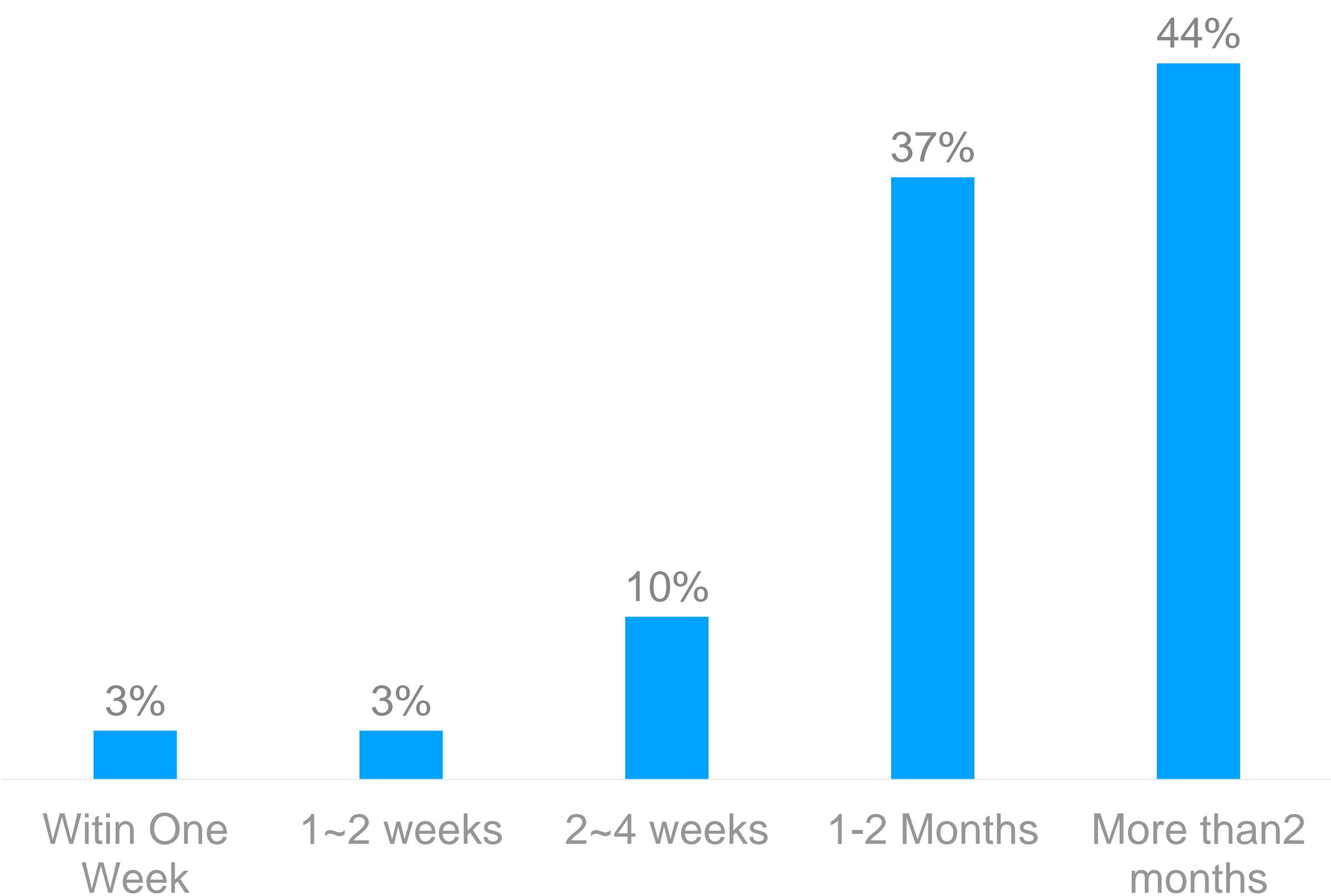


- 47% clients book the hotels at least 2 weeks before departure.
- For package products, clients tend to book 2 months earlier before departure.

Individual FIT Hotel Pre-Booking Period



Package Products Pre-Booking Period

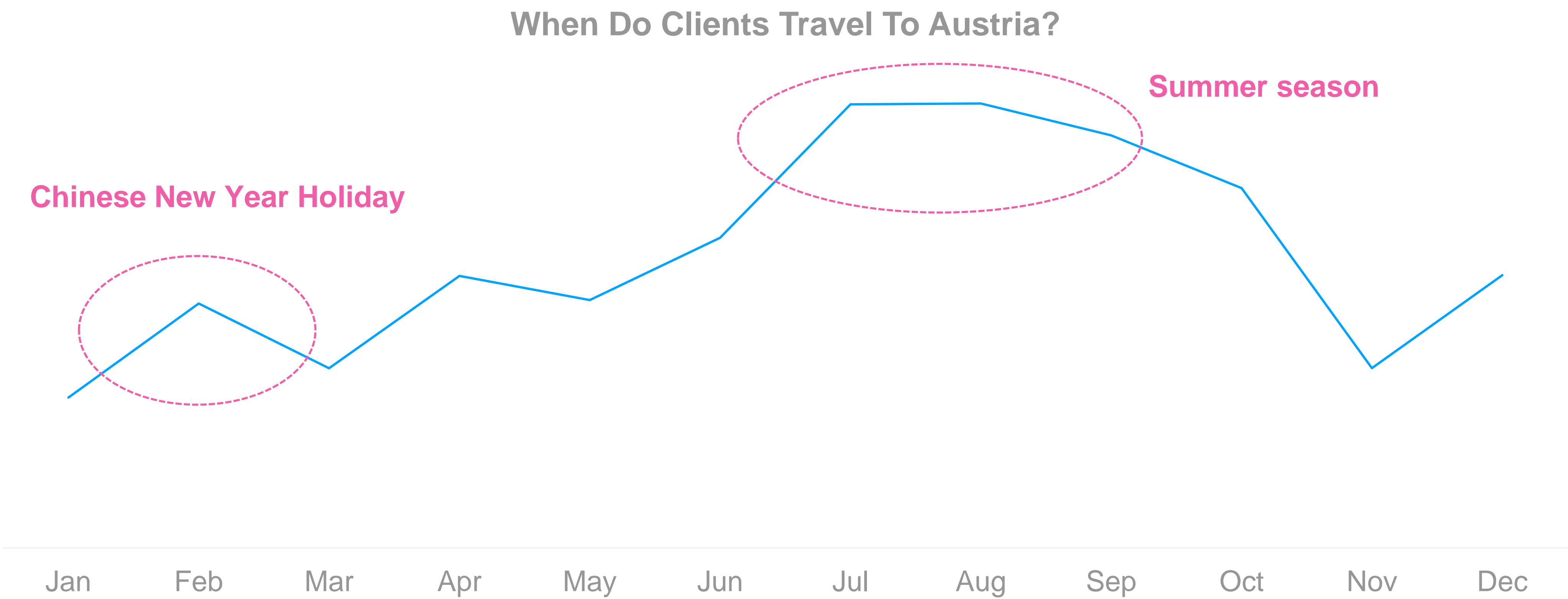


Data Source: 2018.1—2018.12 Ctrip Data ( Booking & Departure )

# Market Analysis——Target Consumers

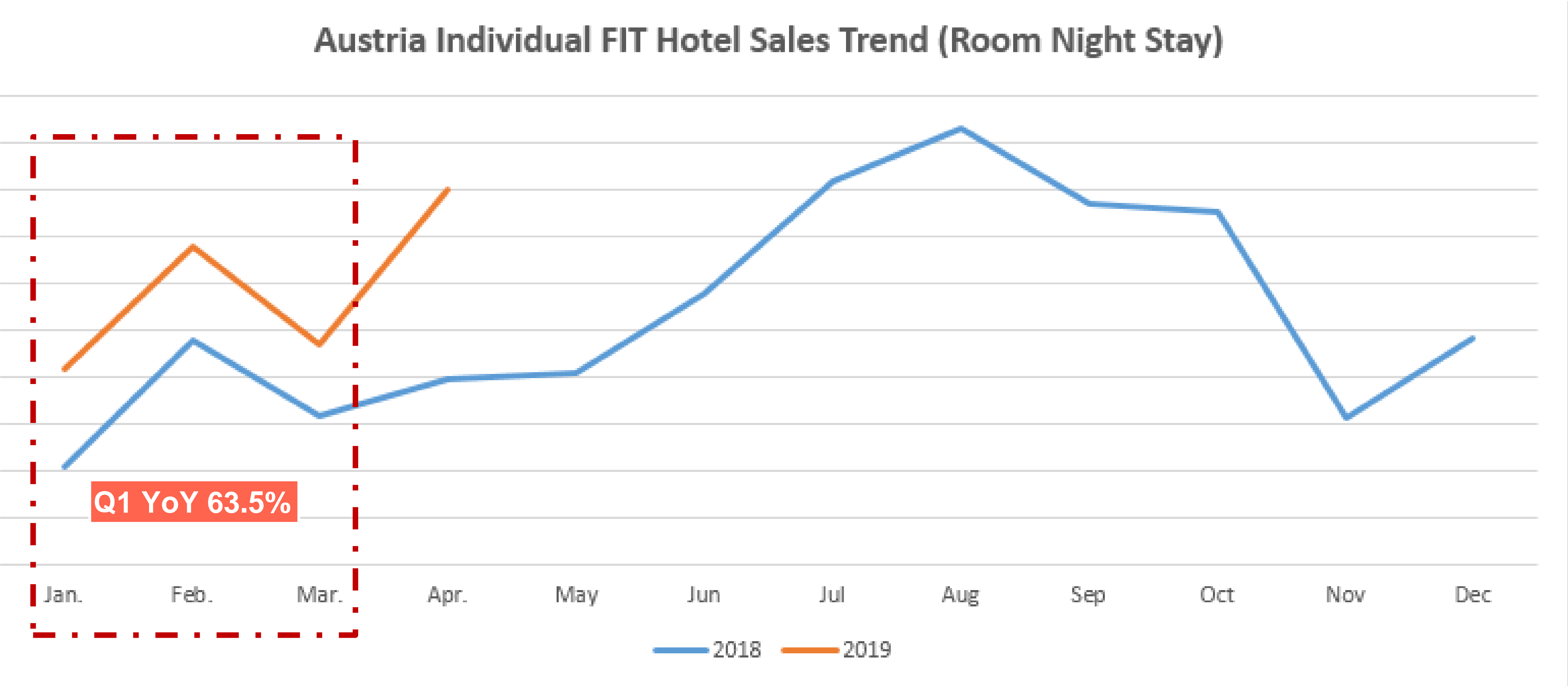


- **Summer Season and Chinese New Year** is the peak time for Ctrip clients to travel to Austria.
- It is suggested to seize the timing before the peak season to maximize the promotion effect.



Data Source: 2018.1—2018.12 Ctrip Data ( Departure )

# Austria Individual FIT Hotel Sales Trend

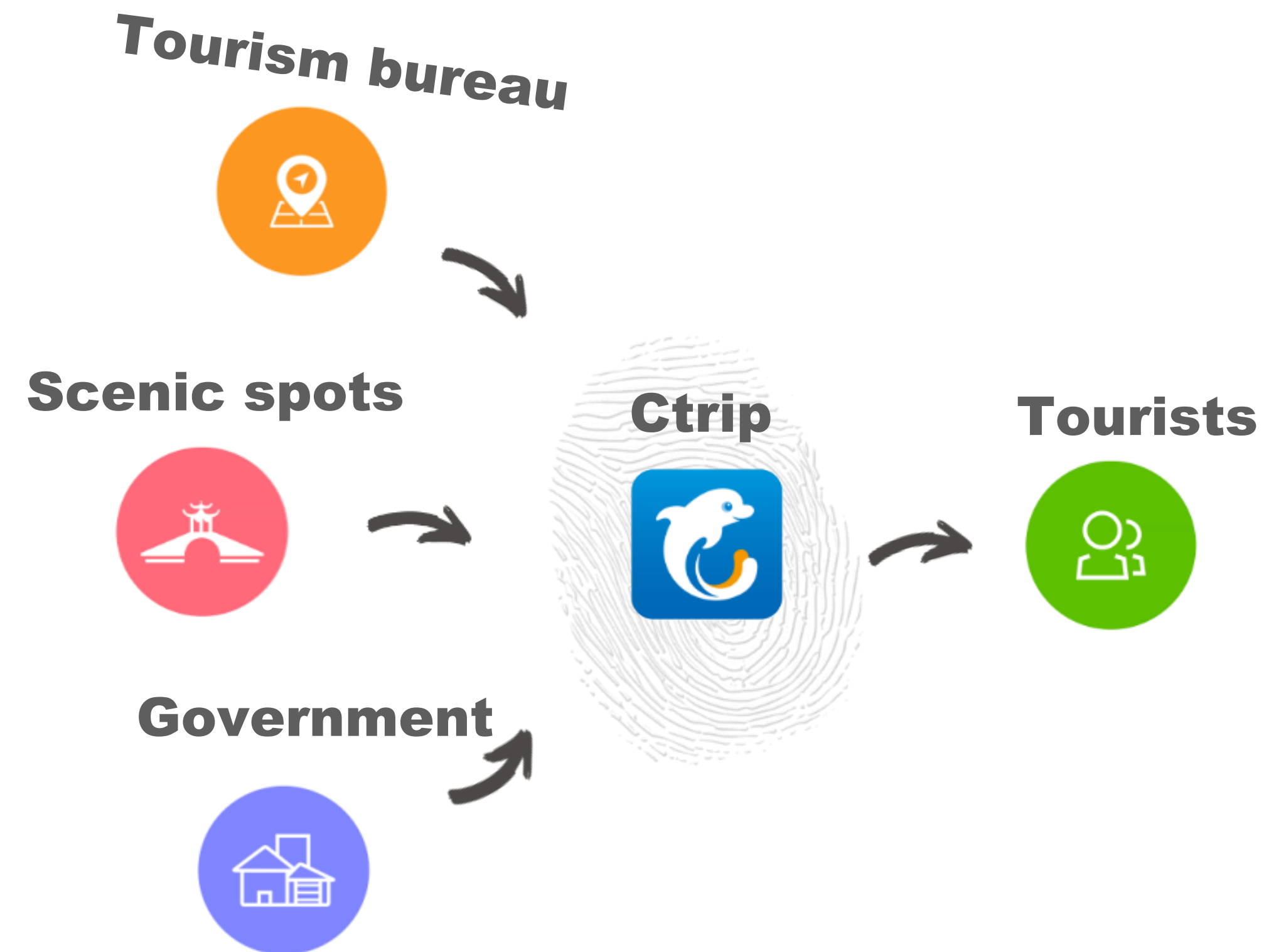


\* Data source: 2019 Jan.— Apr./2018 Jan.- Dec. Ctrip Platform Sales data .



# **PART 4: DESTINATION MARKETING**

# Destination Marketing



- Ctrip Destination Marketing provides **one-stop integrated marketing solutions** for tourism bureaus and attractions, applying seamless connection strategy between all-media marketing channels.
- Ctrip not only increases the exposure of destination to **attract more tourists** and provides tailored online/offline service, but also actively helps establish travel destinations' brand and boost the **comprehensive economic development** of related industries.

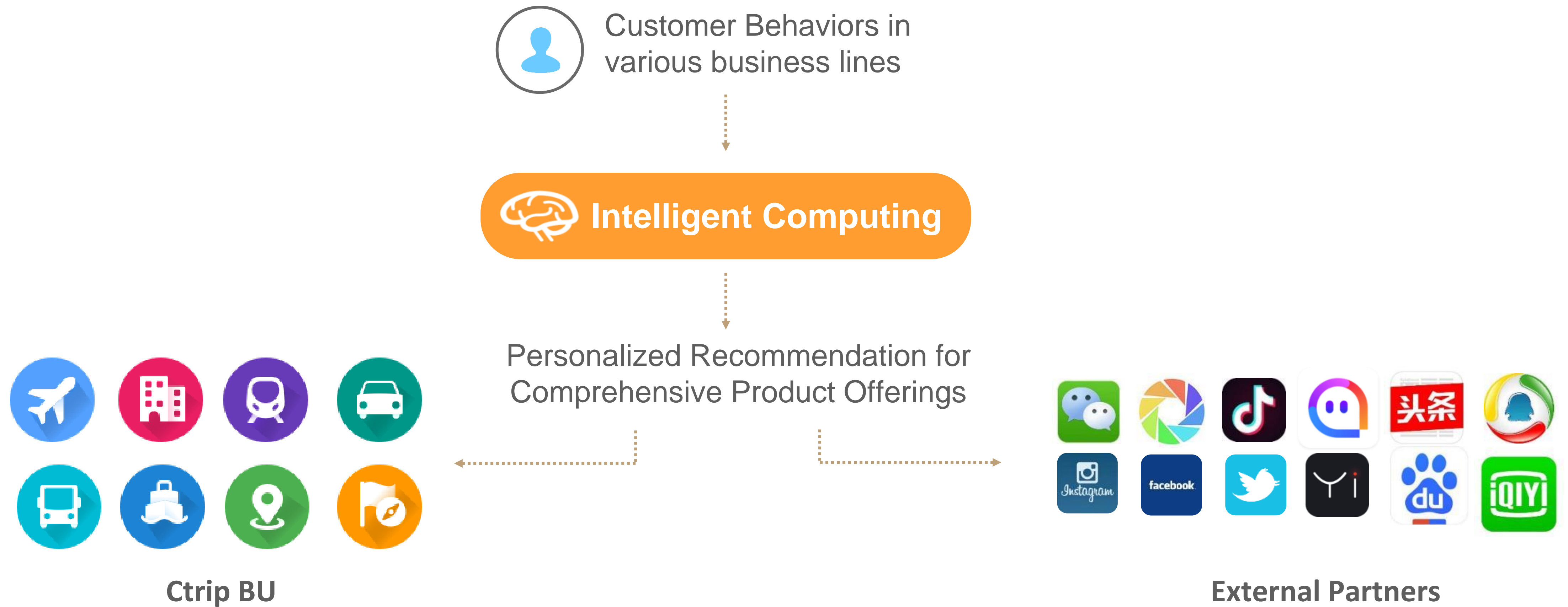
300M Ctrip Users,  
generating per day...

50TB

今日城市热度		
NO.	出发	到达
1	北京	北京
2	惠州	深圳
3	达州	杭州
4	深圳	苏州
5	义乌	秦皇岛
6	苏州	南京
7	洛阳	济南
8	邯郸	无锡
9	泰安	蚌埠
10	柳州	阜阳



# Match targeted users with right destinations



# One-stop integrated marketing to provide multi-destination promotion solutions



# Campaign Review

## Austria has successful campaigns on Ctrip Platform

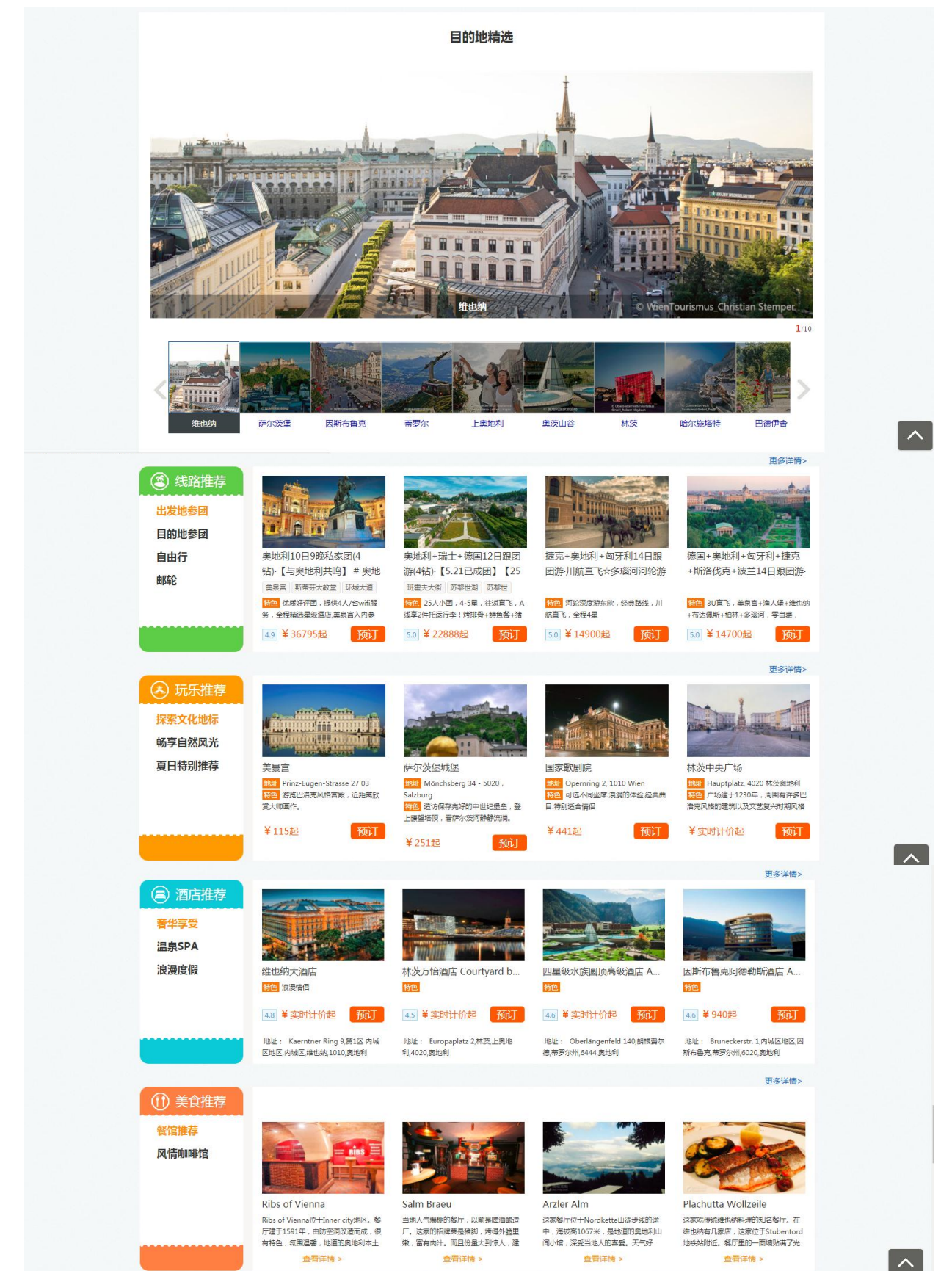
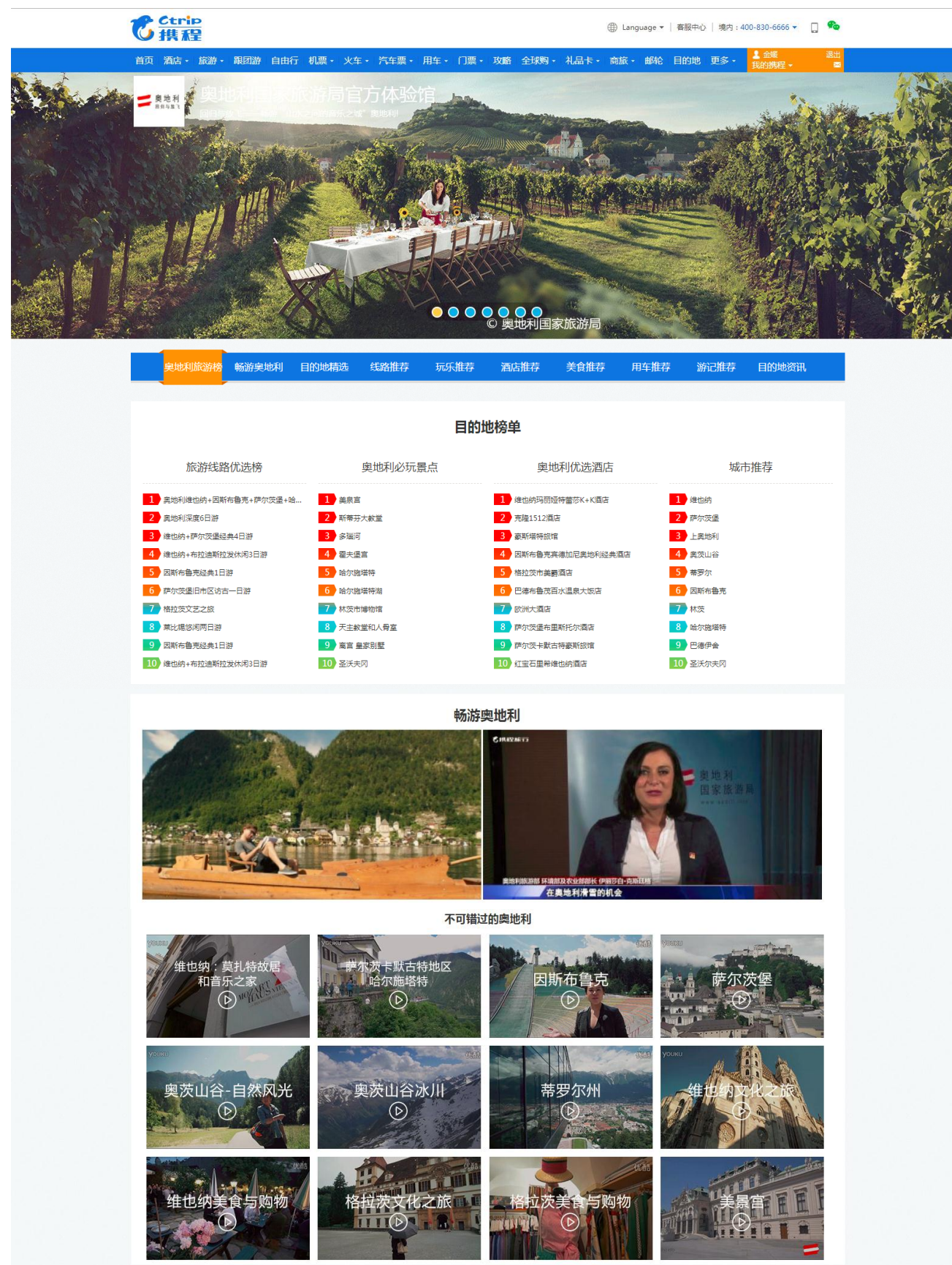
### ■ Background

In May 2017, Austria and Ctrip launched the Austria Flagship Store on Ctrip platform to provide travel information, product recommendation and related content to travelers. We updated the Austria flagship store in May 2018 with more rich content.

### ■ Flagship store online period: 2017.5.1--2018.12.31

### ■ The campaign aims to:

- ✓ Create the awareness of Austria's natural and cultural travel experience that is not to be missed.
- ✓ Provide official travel information and product recommendation for Chinese clients.



Link: [http://dst.ctrip.com/em/35.html#ctm\\_ref=www\\_hp\\_bs\\_lst](http://dst.ctrip.com/em/35.html#ctm_ref=www_hp_bs_lst)

# Austria 2018 Campaign



In May 2018, Austria & Ctrip set up the Austria Flagship Store, a mini site on Ctrip website to gather all the information about Austria and promote the two main themes: Nature and Culture.



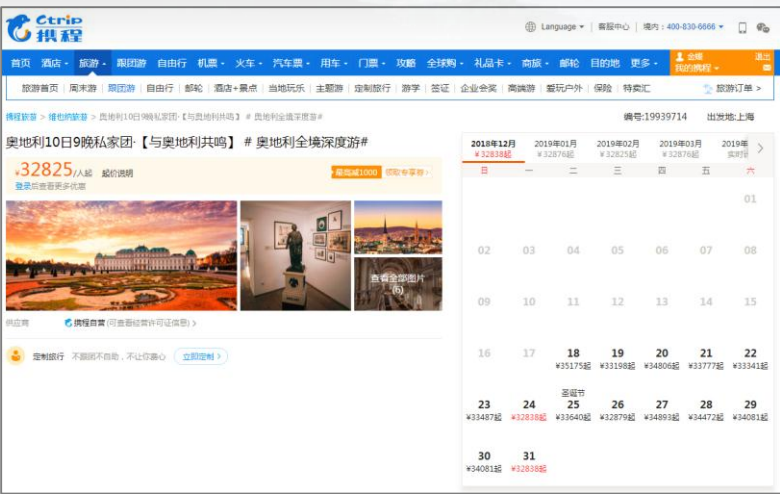
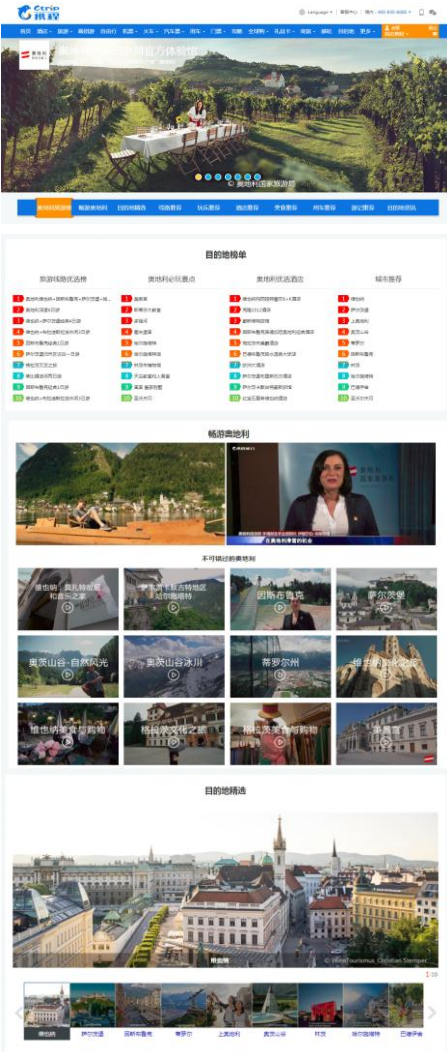
Online Ads:  
Banner Present



## Social Media Content Marketing



## Austria Flagship Store/Landing Page



Product Development

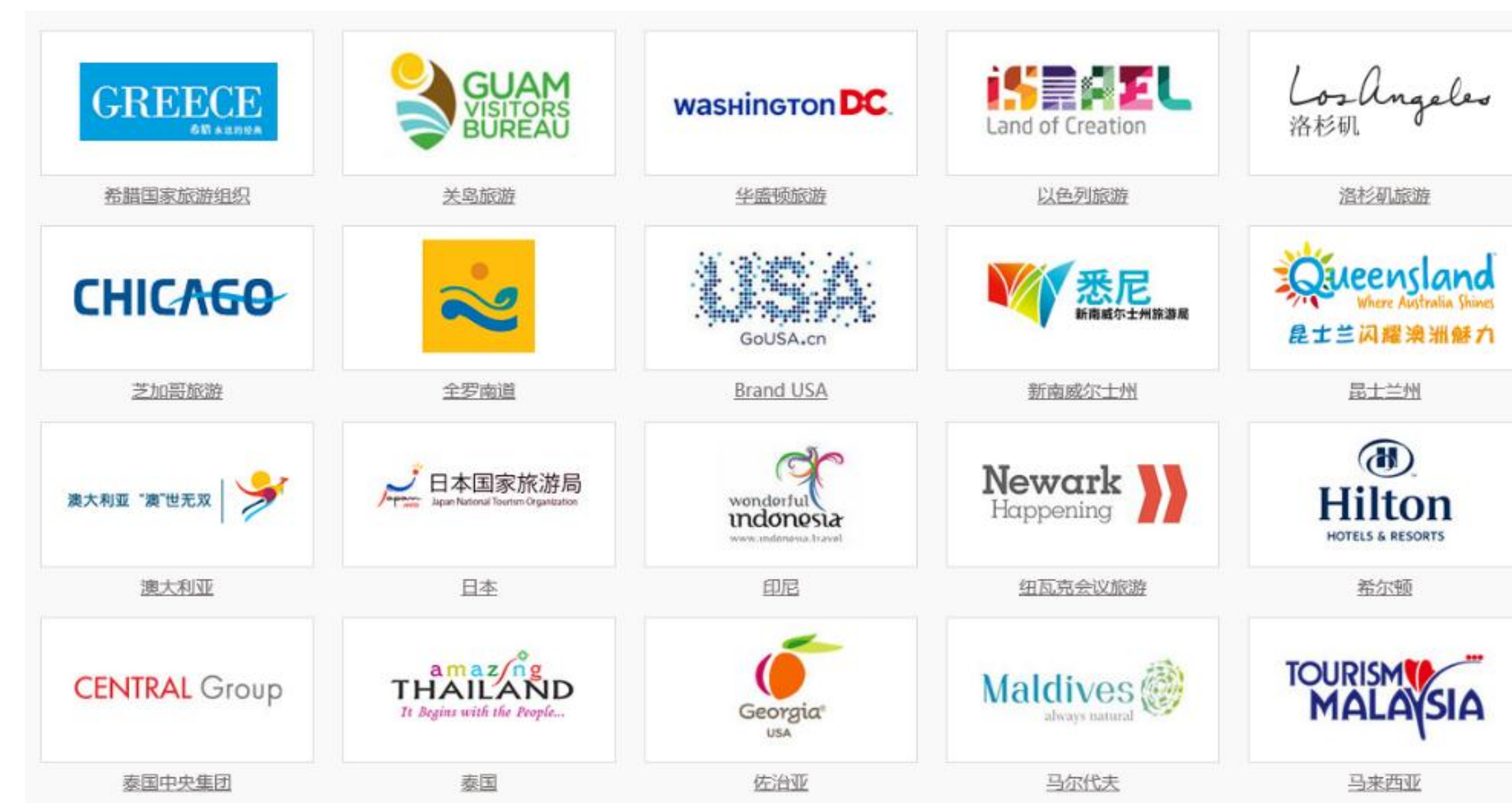
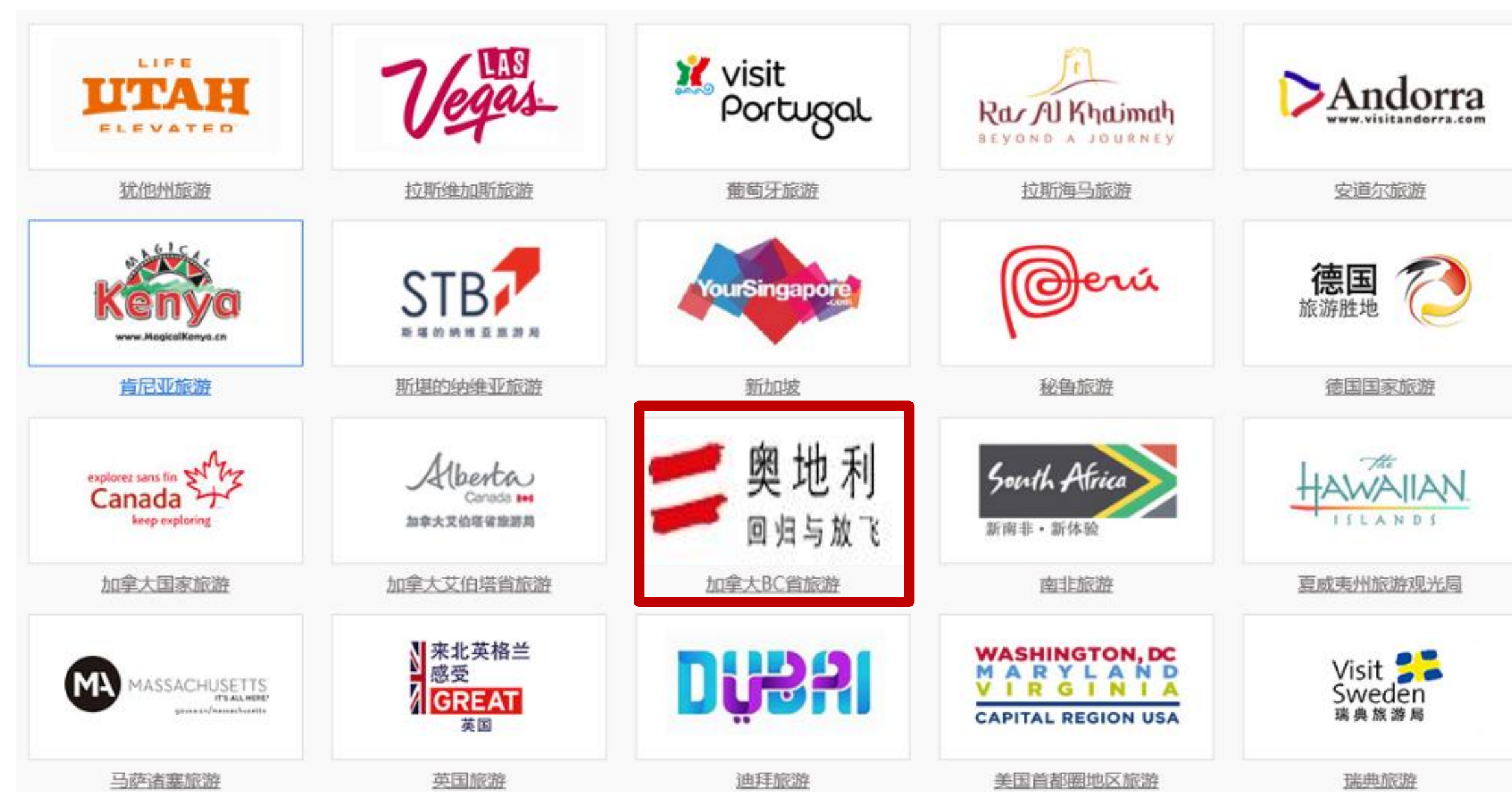
## EDM



# Our Partners - Overseas Tourism Boards



*Ctrip Cooperates With More Than 300 Destinations.*



# WIN CHINA WITH CTRIP !

2019



Ctrip  
携程

