“互联网+”时代
旅游目的地整合服务之道
携程目的地营销部
• About Ctrip
• About Ctrip Destination Marketing
Registered Member: 300 Million
Spontaneous Downloads: 10 Billion
Employees: Over 30,000
Branch Office: 18
OTA Market Share: 55.9%
Ctrip is collaborating with more than **170 thousand** domestic hotels and over **510 thousand** hotels abroad.

**The largest** hotel distribution platform in China

Lowest price guarantee make sure that customers get **three times** the difference between Ctrip price and possible lower price when customers book domestic hotels with Ctrip. While Ctrip provide services such as virtual tours, real customer reviews, e-map to help customers to make the decision and offer hotels extra marketing services.
Transportation

Providing tickets booking service of major domestic and international air ticketing

Service network covering over **5000** major cities across six continents in the world

The largest air ticket distribution platform in China

**Air ticketing**

**Chinese leading train ticket purchasing agent**

**Trains**

**Buses**

Ctrip provide schedule and time information so that customers can **book bus tickets online**
Setting four regional centers—Shanghai, Beijing, Guangzhou and Chengdu and over ten branch offices in Hong Kong, Qingdao, Nanjing and other major cities, service network covering over 60 domestic cities.

Tours and vacation packages covers over 100 destination countries and regions
Provided travel services with over 3 million customers in mainland China in 2013

The largest OTA in China ranking NO.1 in group tour, fit package, domestic travel, overseas travel, cruise and other subordinate segments
Top 10 travel agencies in China and 5A-class travel agency (Shanghai, Beijing)
Vacations

**Group Tours**
Covering over 60 departure cities nationwide and over 100 destination countries and territories worldwide. The largest online group travel services provider in China.

Providing one hundred thousand DIY travel routes all around the world, covering over 60 departure cities nationwide and over 100 destination countries and territories worldwide.

**Fit Package**
Chinese largest fit package service provider, occupying over 50% share of fit package market.

Provide sightseeing spot and park ticketing service worldwide.

**Ground Services**
Covering over 8,000 attractions worldwide, including over 5,000 domestic attractions (140 5A attractions included).
Chinese largest corporate travel management company

Launching C-money to help customers plan a reasonable travel budget
Providing such services as high-end dining and overseas shopping and offering a full range of services including lodging, transportation, restaurants, shopping and tours by using Ctrip's mobile payment

Airport pickup and drop-off services covering 44 cities in China
Domestic car rentals covering 88 cities
Overseas car rentals covering 80 countries, 20,000 stores and 2 million cars

Offers information including 120 thousand destinations and sightseeing spots & parks, 320 thousand travel journals, 3 million travel reviews, 8 million travel Q&A

UGC

Corporate Travel

Financial Service

Car Services
Ctrip has 300 million members and 80% of which are high-end business customers.
Ctrip Advantage — Large Member

Ctrip has 12 million foreign members who possess strong spending power.

**Ctrip foreign members gender composition**
- Female: 28%
- Male: 72%

**Ctrip foreign members age composition**
- 18-25: 10%
- 36-45: 18%
- >55: 26%

**Ctrip foreign members education level**
- 研究生及以上: 32%
- 大专: 17%
- 高中以下: 18%

**Ctrip foreign member occupation composition**
- 学生: 25%
- 老师: 20%
- 自由职业者: 15%
- 家庭主妇: 10%
- 销售/管理: 5%
- 专业人员: 25%
- 自营: 20%
- 管理人员: 15%
- 其他: 10%
Meeting the tourists’ expectation, accommodation, shopping, entertainment and other types of demand, providing one-stop travel service.

Ctrip platform strategy enables visitors to compare and purchase the one-stop travel products.
Ctrip Strategically invests in Qunar, LY.com, Tuniu, eLong and China Eastern Airline. Ctrip reached a cooperation agreement with the world’s largest travel company Priceline. Enterprises cooperated with Ctrip has reached dozens, throughout mainland China, Hong Kong, Macao and around the world.
• About Ctrip
• About Ctrip Destination Marketing
The Ctrip Destination Marketing Department face directly Tourism Bureau, Resorts, Brands and other establishments, integrate all the online and offline advantaged resources of marketing of hotels, airlines tickets and strategy zone, and provide the customers a one-stop solution with the process as following: Market Analysis → Establishment of Destination Information Platform → Plan of Festival Activities → Final Sales of Products.
Terminal Marketing Tool of **Tourism** Cooperation Partner

- **Clear destination need**
  - Exploit deeply the needs
  - Recommend related services

- **Double win in Reputation and volume of tourists**

- **No clear destination need**
  - Recommend destination
  - Activities marketing
Travel Behavior

- Visit multi destinations for a long haul vacation
- Focus towards most famous attractions, searching for different experience
- More time spend at particular destinations offering multiple experience option (food & wine, shopping, relaxing, sports activities, adventure etc…)
- Looking for tour package or service offering “cost relative” satisfaction
- Willing to share the travel experience through the social media platform-word of mouth
Why Australia?

Nature & Wild Life  Food & Wine  Beaches  Lifestyle  Self-driving
More than **1,266** Australia tour packages

**280** Australia local activities products

**15,470** Australia hotels

Available On Ctrip Platform
Ctrip Destination Marketing End to End **One-stop** Solution

- Destination Market Analysis
- Brand Spread
  - Festival activities
  - Research and Development of Products Promotion
- Product booking and traveling
- Share Tourism Experience
Customized Marketing

We integrated the internal and external resources of Ctrip. We are the only department representing Ctrip and all the other business units conduct overall marketing cooperation with governments, tourism bureaus and scenic spots. We have cooperated with more than 100 destinations all around the world.
Different Between Ctrip & Advisement Agency
Ctrip – More Than A Travel Service Provider

Communication Marketing

Technology

Travel Service

Platform
How to Work With Ctrip

No Matter you from hotel, attraction, tour operator etc..
How to Work With Ctrip

1. Discuss with product in charge for the interest of partnership
2. Discuss Term and Condition for the partnership
3. Supplier Agreement Process
4. Training and Launch
Let’s hand in hand, win the future

Thank you!

Ctrip  Destination Marketing Department