

## **Unlocking Opportunities with Trip.com**

- 1. Trip.com Group**
- 2. Why Focus on the China/Asia Market**
- 3. Asian Travelers user behaviour**
- 4. How Trip.com Helps**
- 5. Q&A**

# 1

## Introduction to Trip.com



- ✓ Brands
- ✓ Global company
- ✓ All in one platform

## ● Our brands



### Core OTAs

	Leading Chinese travel service provider with over <b>30,000 employees</b> based in offices in <b>95 locations</b> in China and <b>22 international</b> branches
	One-stop travel service provider available in <b>24 languages</b> across <b>39 countries</b>
	Leading travel services platform in China
	India's leading player for flight bookings.

### Transportation

	Leading travel content aggregator and transactional payment platform
	Global online travel company operating in <b>39 countries</b>

### Metasearch

	Leading travel marketplace helps millions of people in <b>52 countries</b> and over <b>30 languages</b> find the best travel options
	World's largest travel guidance platform



## Attracting a Diverse Clientele throughout the Globe

24

Languages

39

Countries and regions

1.7 million

Global property listings

600 airlines

Covering 3,400 airports in  
over 220 countries and regions



United States	Ireland	France	Sweden	Israel	Hong Kong	South Korea	Brazil
Saudi Arabia	Netherlands	Finland	Greece	Thailand	Philippines	Taiwan	Japan
United Kingdom	Belgium	Spain	Poland	Vietnam	Indonesia	Australia	Canada
Mainland China	Switzerland	Italy	Russia	Malaysia	Mexico	Ukraine	Germany
United Arab Emirates	Denmark	Austria	Turkey	Portugal	Singapore	New Zealand	

## Slide 4

---

**PP1**

A bit about our global presents looking at our clientele globally. Not Ryan air

Philip Penny, 2025-01-12T19:49:56.338

An all-in-one travel platform that meets a wide range of traveller needs

Trip.com



# 2

## Why Focus on the China/Asia Market?

- ✓ Global travel
- ✓ Flight Capacity
- ✓ Flight Trend

Leading the global travel industry with robust growth

Trip.com



### Air Ticket

Increased Y-o-Y by

**60%** 

In the third quarter of 2024



### Hotel Reservations

Increased Y-o-Y by

**60%** 

In the third quarter of 2024

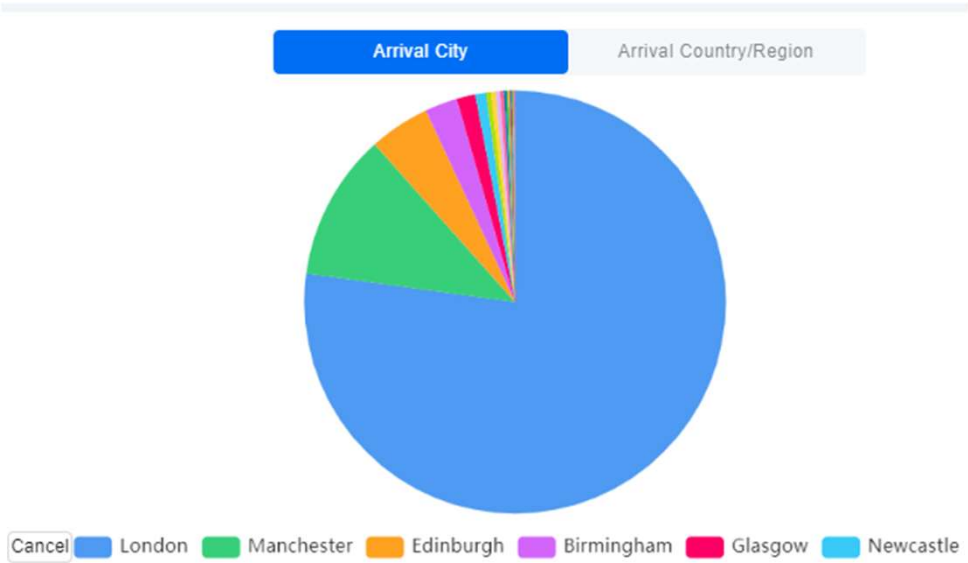




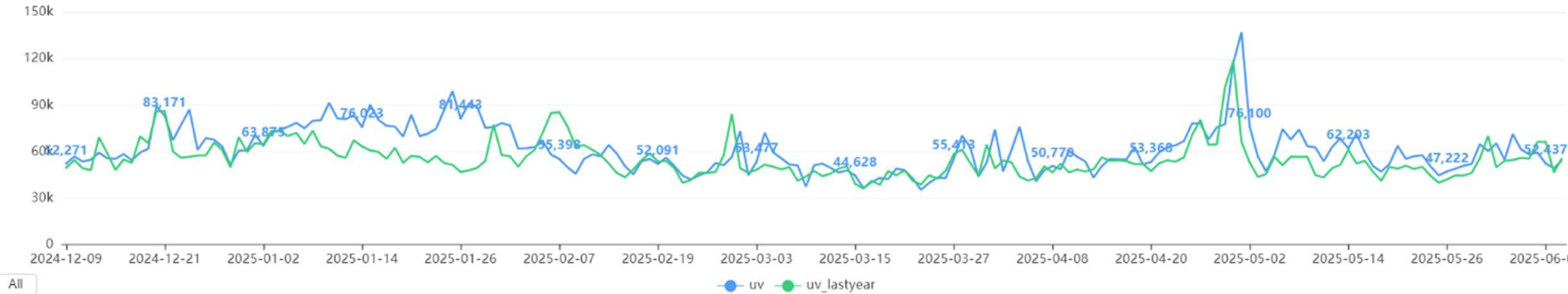
# Flight Trends

## Top arrival cities in UK-

- London 77%
- Manchester 11%
- Edinbough 5%
- Birmingham 3%



## Flight Search Trends



# 3

## What Asian Travelers Expect & user behaviour

- ✓ Trip.com Value Highlight
- ✓ City Growth (Bristol & Bath)
- ✓ Booking Behavior Has Changed
- ✓ Chinese Public Holiday Trends

## Trip.com Value Highlight



**Asia's Leading OTA :** 81% of UK hotel bookings on Trip.com come from Asian travellers — a key inbound demand source.



**High-ADR Travelers:** Our users favor 4 star hotels, with longer stays, higher spend



**Strong Brand Trust:** Trusted by over 400 million users globally, 24/7 customer support



**Cross-Sell Conversion:** Integrated offerings across flights, **trains**, and visa services help drive qualified, high-intent traffic to hotel partners.

Trip.com City Growth & Traffic: Jan-May 2025

Bristol:  
+44.67% UV  
+70% RNs



Bath:  
+24.94% UV  
+104% RNs





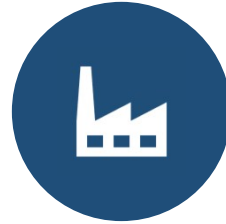
## Trip.com UK Customer Behavior in 2024:



**LEAD TIME:**  
**16.42 DAYS**



**LENGTH OF STAY:**  
**1.82 DAYS**



**CORPORATE**  
**CUSTOMERS: 18%**

**UK**



**DIAMOND**  
**MEMBERS: 36%**



**CUSTOMERS FROM**  
**ASIA: 81%**



**HOTEL STAR RATING :**  
**4 STAR: 65%**

# 2025 Chinese Public Holiday Trends & Insights

Date	Holiday	Days off (inclusive)
January 1	New Year	January 1
January 29	Chinese New Year	January 28-4 February
April 4	Qingming	April 4-6
May 1	Labor Day	May 1-5
May 31	Dragon Boat Festival	May 31-June 2
October 1	National Day	October 1-8
October 6	Mid-Autumn Festival	Included in National Day holiday

**| CN Holidays overview:**

- Public Holidays: 11 Days
- Annual leave: 10-15 Days

**| Peak Periods:**

- Chinese New Year: **January/February**
- Spring & Summer Holidays: **May /August**
- National Day: **October**

**| Market Fit:**

- Aligns well with UK off-peak periods.
- Targeting the Chinese market.

# 4

## How Trip.com Help Deliver More Business

- ✓ Current OTA Landscape
- ✓ TripPlus
- ✓ TripBiz opportunity

# Hotels Current OTA Landscape

OTA	Asian Demand	Europe Demand	Opportunity	Loyalty member
Trip.com	High (>80%)	EU incremental opportunity One stop shop platform	Domestic & Asia	400M Users
Expedia	Low (US focus)	Well-established in US & UK	Domestic & US	48M Users
Booking.com	Low (EU-centric)	Mature and saturated in Europe	Domestic & EU	100M Users



# TripPlus: Trip’s member program

### Silver Members

Silver Tier Rewards

- Hotel discounts of up to 5%
- Eligible to earn Trip Coins
- Unlock member-only promotions
- Use Trip Coins to save when booking in the app

Access for Free

### Gold Members

Gold Tier Rewards

- Hotel discounts of up to 10%
- 10% more Trip Coins
- Unlock member-only promotions
- Use Trip Coins to save when booking in the app

### Platinum Members

Platinum Tier Rewards

- Hotel discounts of up to 15%
- 30% more Trip Coins
- Unlock member-only promotions
- Use Trip Coins to save when booking in the app

### Diamond Members

Diamond Tier Rewards

- Hotel discounts of up to 20%
- 30% more Trip Coins
- Unlock member-only promotions
- Use Trip Coins to save when booking in the app

Do you know how many are Trip members?

+400M

Benefits:

- +20% exposure (tags, newsletters)
- +15% revenue (higher ADR by catching strong purchasing clients)
- Valuable bookings (better LOS and LT)
- Loyalty program -> Trip coins



Member Level	ADR £	Proportion
diamond	£ 220.19	22%
normal	£ 174.62	18%
platinum	£ 161.91	16%
gold	£ 151.21	15%
silver	£ 147.22	15%
notlogin	£ 138.22	14%

## TripBiz opportunity



### Key feature:

- Weekdays booking
- Locate City center
- 1 occupancy with Breakfast
- Short Booking window
- Cross sell with Train booking

1 Million+ enterprises

Over 70% of Fortune Global 500 companies **980,000** SMEs



# Q&A

## Trip.com contact


**Trip.com Group™**

NASDAQ: TCOM  
HKEX: 9961

**Marilyn Qin**      [marilyn.qin@trip.com](mailto:marilyn.qin@trip.com)  
M +44 7821010984

Market Manager, Europe  
International Hotel Business  
Development Department

Level 10, 70 St. Mary Axe London  
EC3A 8BE



Scan to add phone contacts



# Thank You!

---

**- Trip.com Group UK Team**

