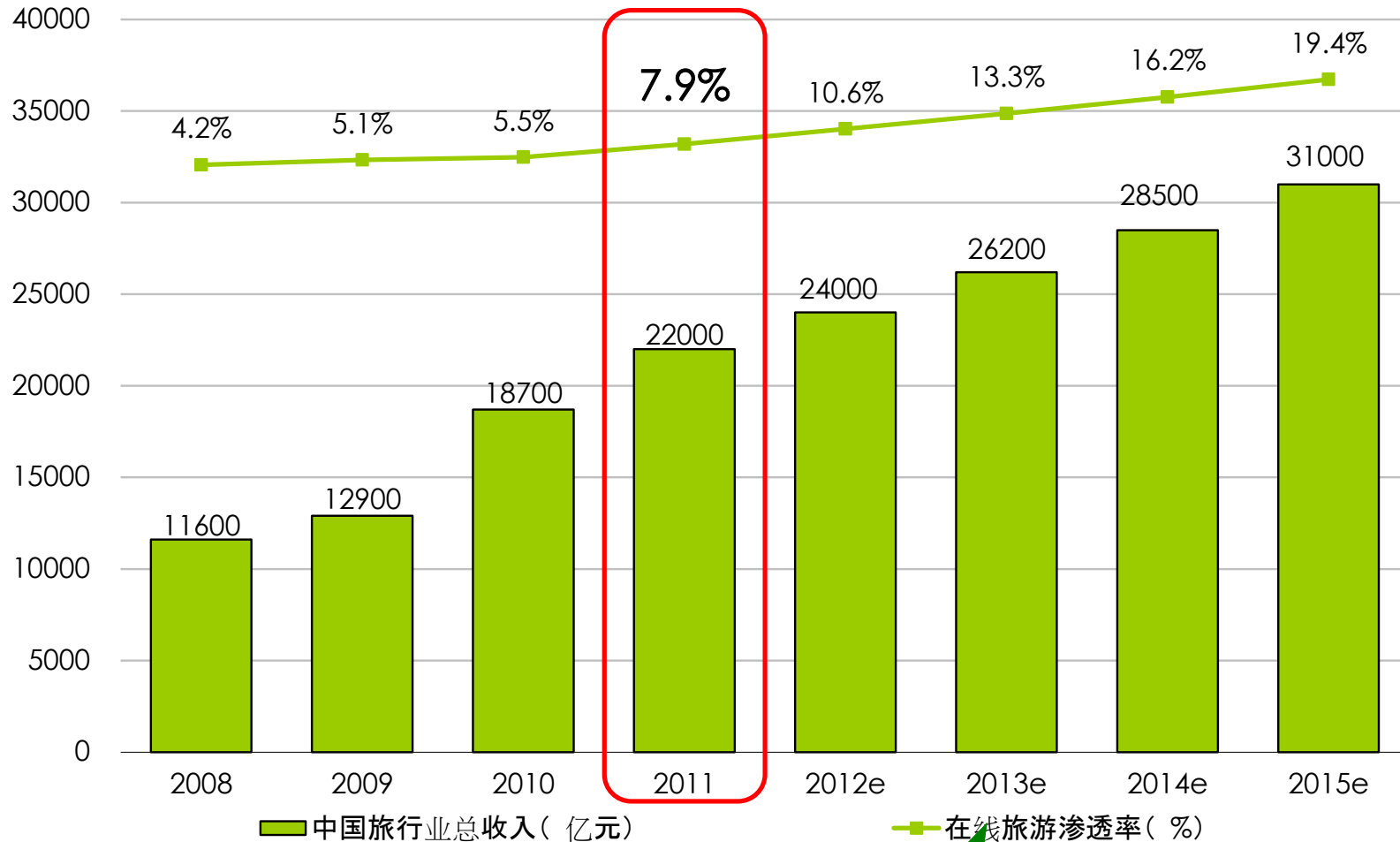




New trends of China online travel market

Denise Peng
EVP, Qunar.com

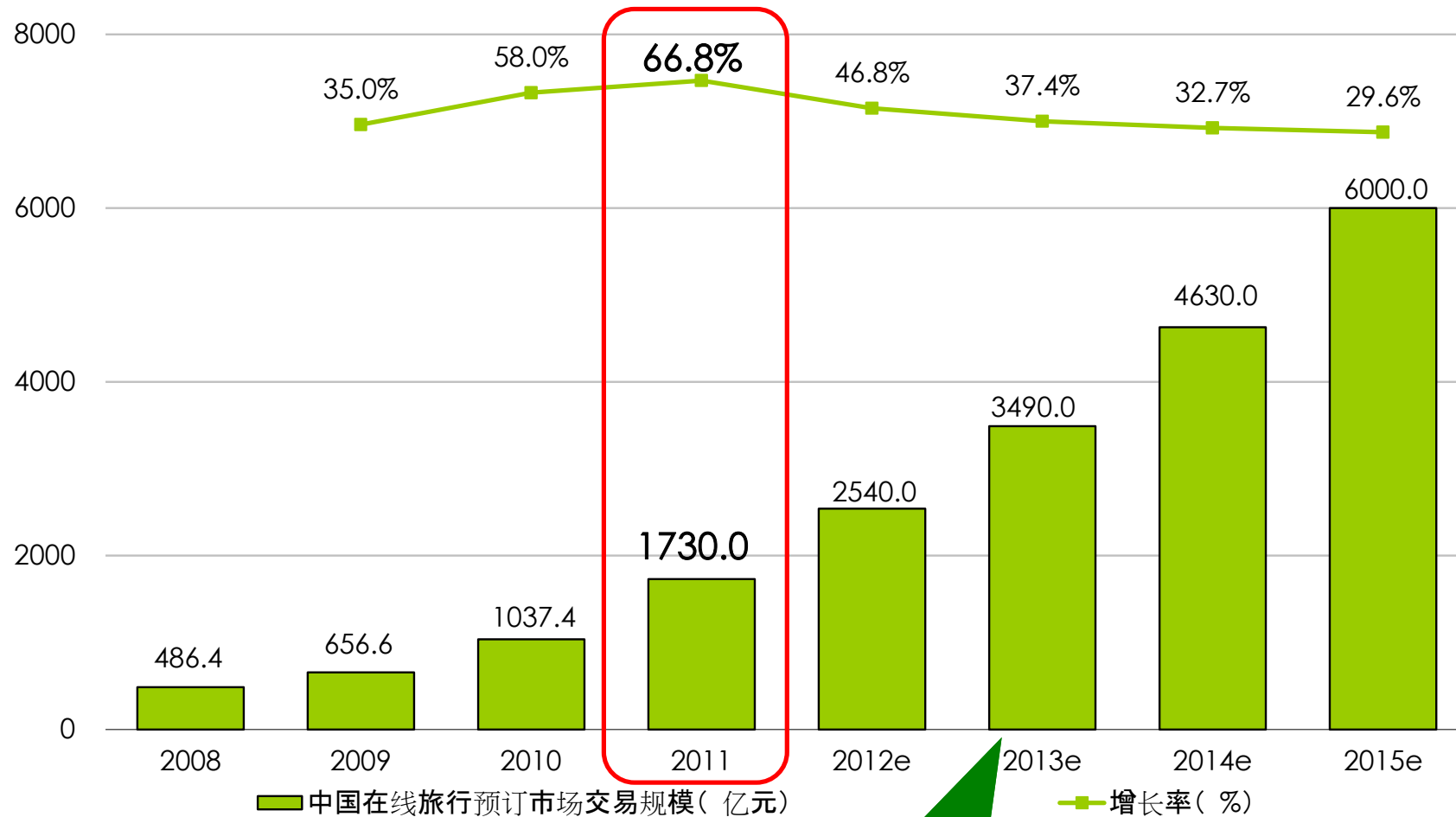
2008-2015 China's travel market



Source: 艾瑞咨询

0.4 trillion USD

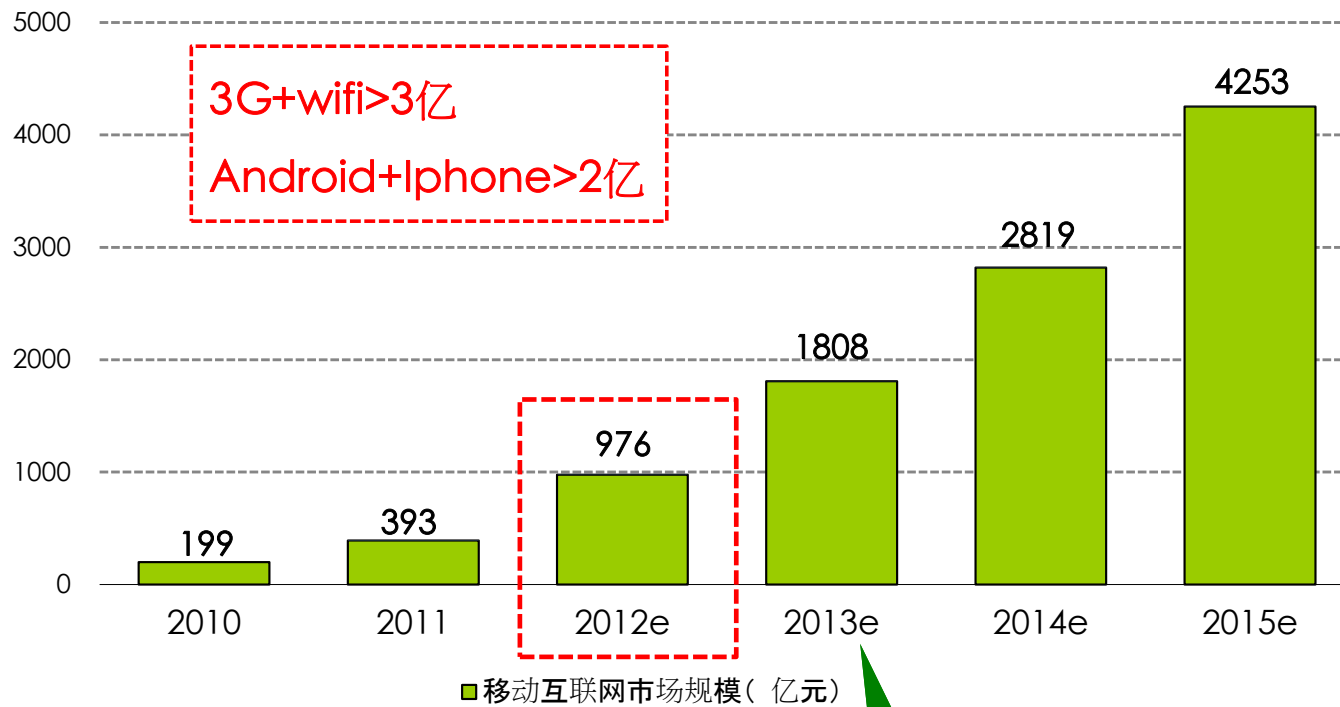
2008-2015 China's online travel market



Source: 艾瑞咨询

60 billions USD

2008-2015 China's wireless market



注：中国移动互联网市场规模包括移动增值、移动电子商务、移动营销、移动广告、移动游戏等细分领域市场规模总和。其中移动电子商务统计的市场规模为交易规模。从2011Q4开始，移动互联网市场规模包括智能手机和平板电脑两类移动设备上创造的市场规模总和。
Source：根据企业公开财报、行业访谈及艾瑞统计预测模型估算、仅供参考。

30 billions USD

User Behaviors

77% of Chinese internet users traveled in 2012



Preparation time of Domestic travel

20 days

Preparation time of outbound travel

37 days

Domestic Travel : **97%**

Outbound Travel : **26%**

The average travel frequency per year : **4.7 times**

Travel Destinations : **The Southeast Asian**

Tourism Purposes : **Leisure/vacation**



The Average Travel Consumption : **9447 RMB /year**

Travel Consumption

Willingness to pay by

Mobiles: **89%**

The Average Accommodation Fee : **365 RMB /day ;**

Outbound Travel Users : **518 RMB /day**

Hotel preference during vacation: **boutique-style / high-end hotels**

Airline preferential policy : **Special fares\Discount\Line package**

Foreign insurance company chose for travelling: **AIA**

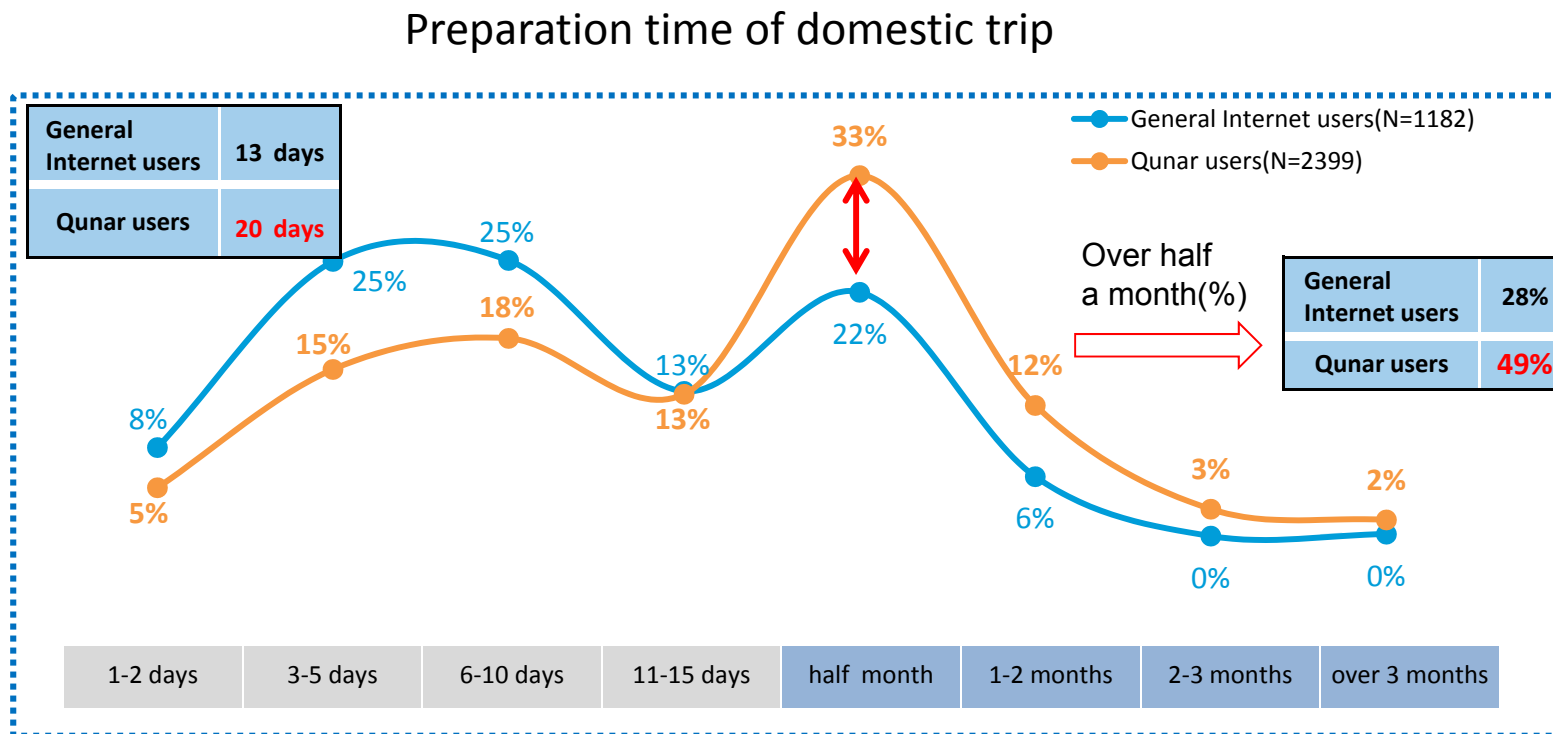
Hotel membership value-added services : **Free Wifi\Airport transfer\ Room upgrade**

Travel preparation

Travel behaviors

Travel search engine users spend more time on research

- Before a domestic trip, the average preparation time of Qunar.com users is 20 days, a week more than general Internet users, the proportion of preparation time of more than half a month is significantly higher than the general Internet users.



Source: Nielsen — 2012 Qunar User's Travel Behaviors and Consumption Value Research Report

Women consumers

- Females account for a large proportion of Qunar.com users, who are young, high education, high income, and strong consumption.



Source: Qunar —Women Travel Trends Report

Source: Nielsen —2012 Qunar User's Travel Behaviors and Consumption Value Research Report

Luxury Consumption

Strong luxury consumption, rich varieties of categories



- More Qunar.com users use jewelry / accessory to maintain their status.
- The ownership of Chanel has a rate of 37%, which is 6 percentage higher than the ordinary Internet users.



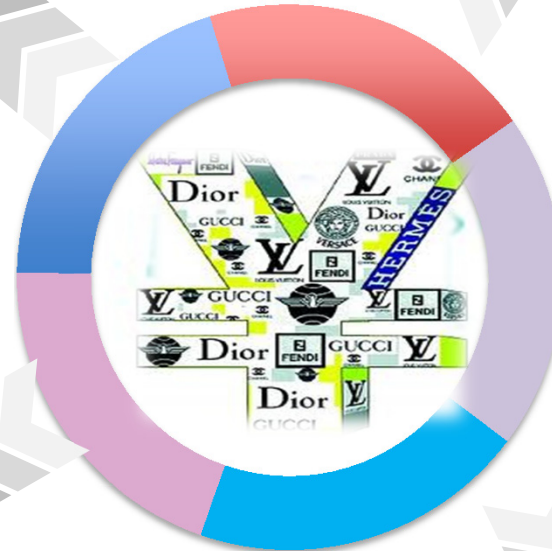
- Tourism has become an important channel for the purchase of luxury goods.



- Owning high-end watches is a way Qunar.com users to highlight their personality and status.
- The ownership of brand name watches accounts for 60%, and the rate of ownership of the majority brand watches is significantly higher than the ordinary Internet users status



- The usage rate of the majority of high-end cosmetics for Qunar.com users is 10 percentage points higher than the ordinary Internet users.



- Superior automobile consumption
- Purchase potential is huge, SUV is the first choice
- Prefer Volkswagen brand automobiles

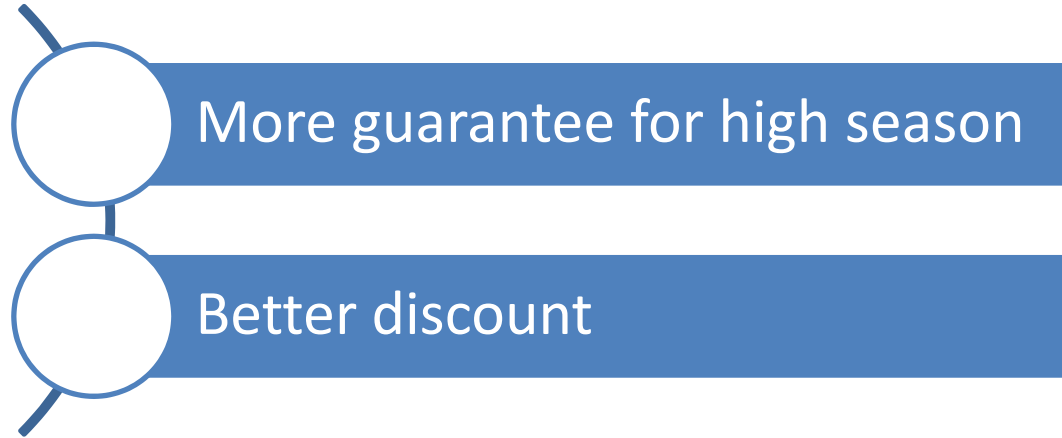
Hotel booking behaviors are
changing significantly

China's online travel market become more diversified



Pre-pay

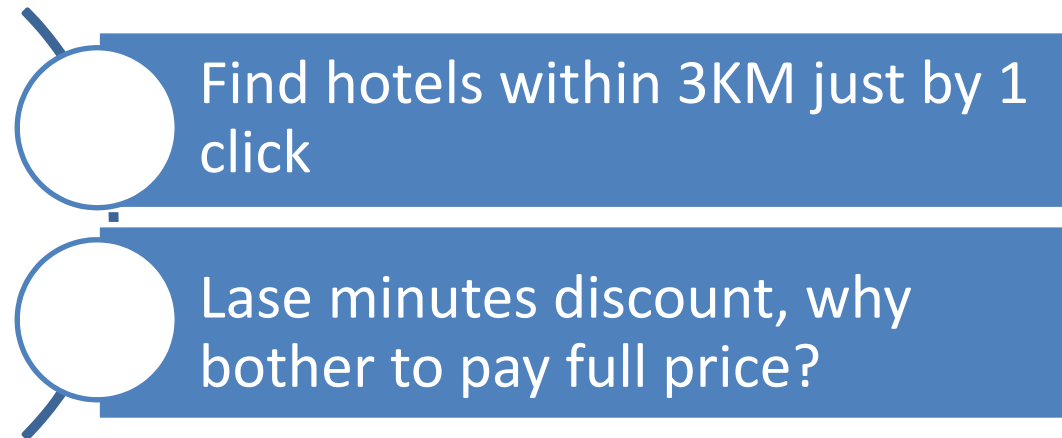
Make reservation earlier
More discount
Room availability guarantee



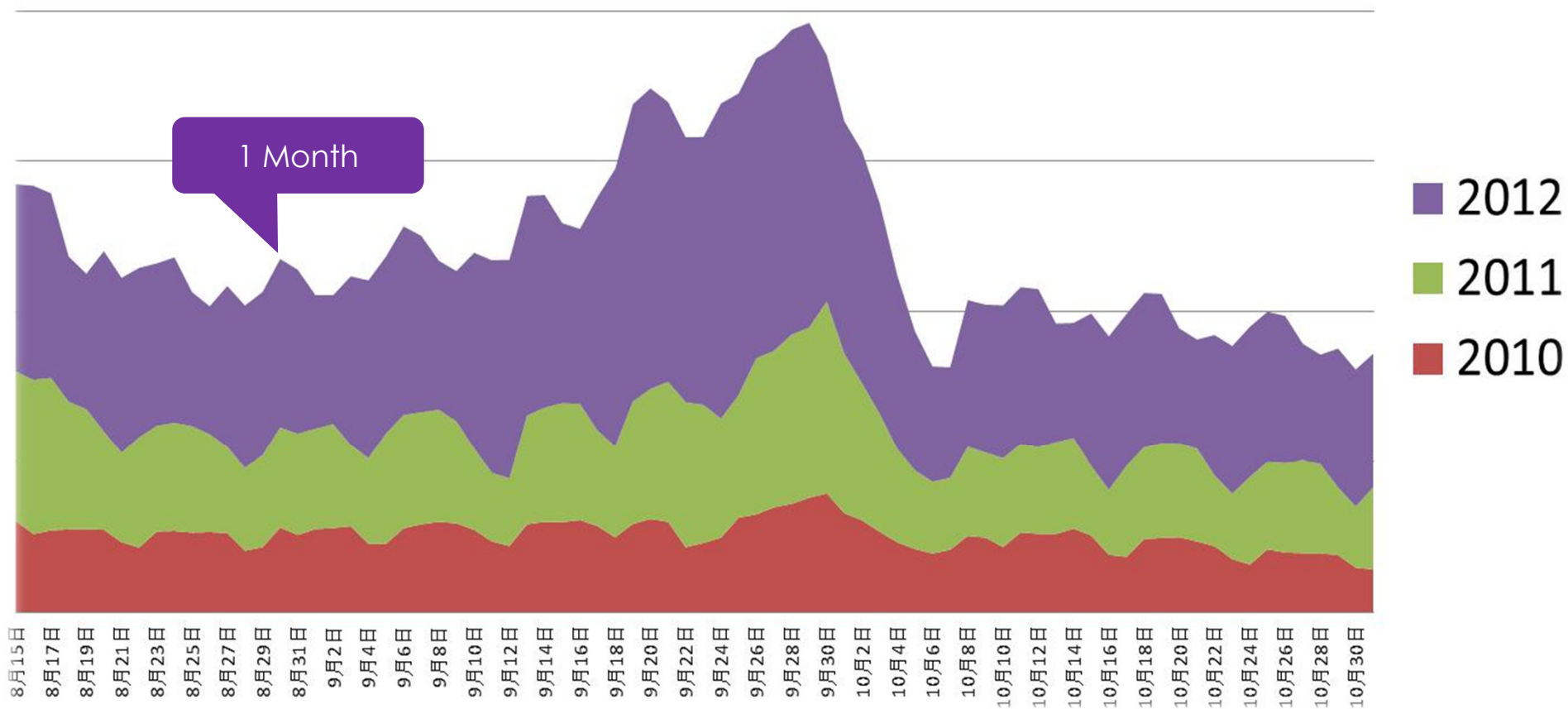
New trend of hotel booking in 2013

LBS

More convenient
Cheaper



Lead time of holiday hotel reservation

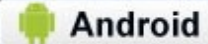




什么是“夜销”？

联合多家酒店, 打造低价奢华。每晚18点, 准时开售。

无线客户端下载:



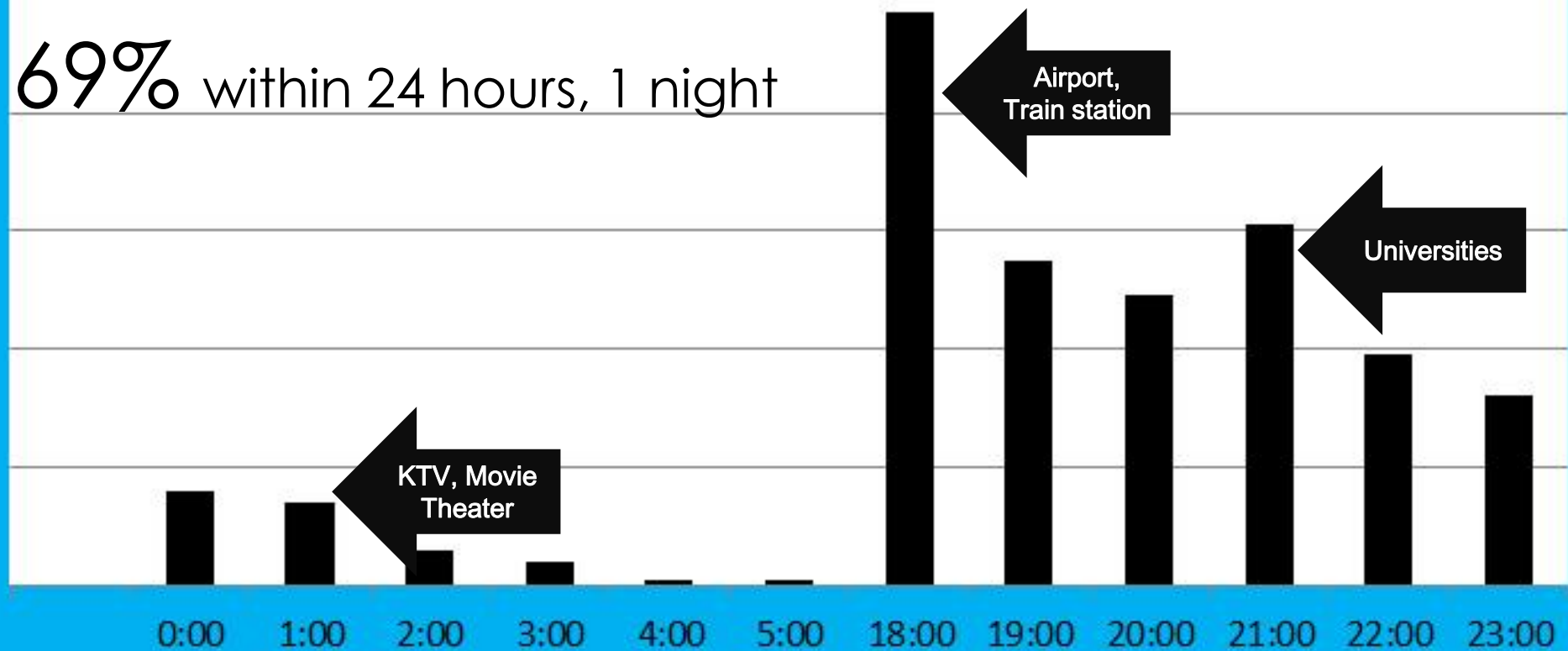
注: • 仅限当晚预订, 次日中午12点前退房; • 预订成功后, 需在2小时内入住酒店; • 到店付费。

分享到:

Last Minutes 24小时夜销订单量分布图

58% after **20:00**

69% within 24 hours, 1 night



Price war

Boutique hotel

B&B style hotel

Apartment rental

Golden time for 2-3 tires cities

Niche markets gain attractions

New trend of hotel booking in 2013

Group buying

Mystery hotels

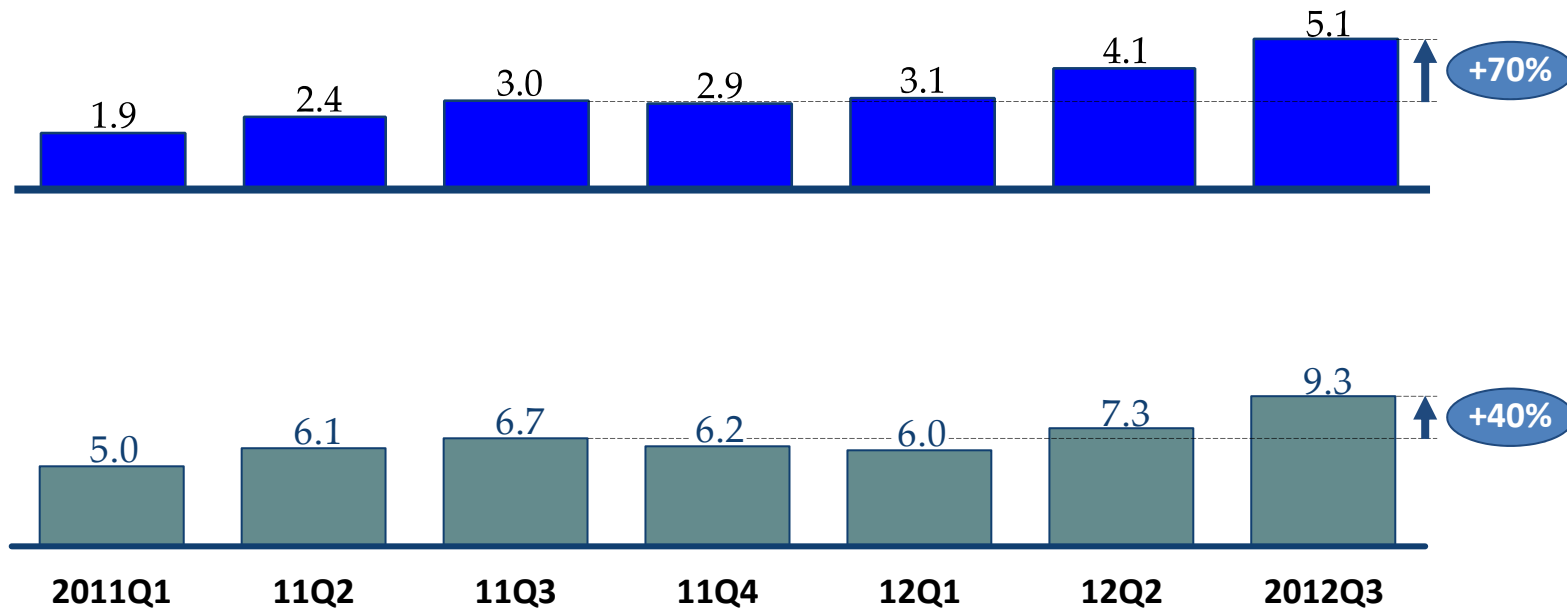
Name your price

IM+CRM

Hotels compete on revenue
management capabilities

Mobile CRM?

Wireless room nights increase year over year

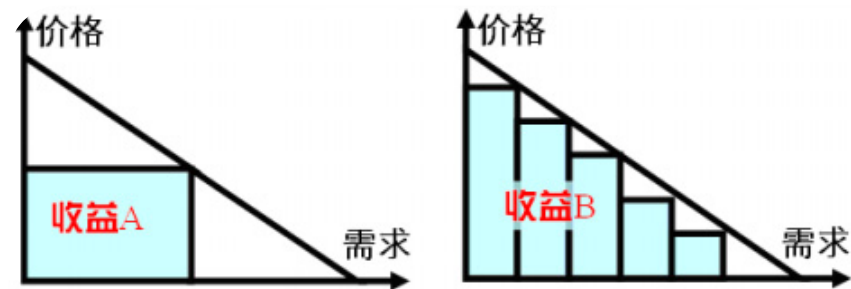


Source: public company financial report

Behind the price war...

New distribution trends are challenging hotel price parity and traditional

- Price parity vs. Pre-pay: Group buying / whole seller's price / package price
- B2C direct sell vs. OTA
- Commission vs. user acquisition cost



Users needs are more diversified

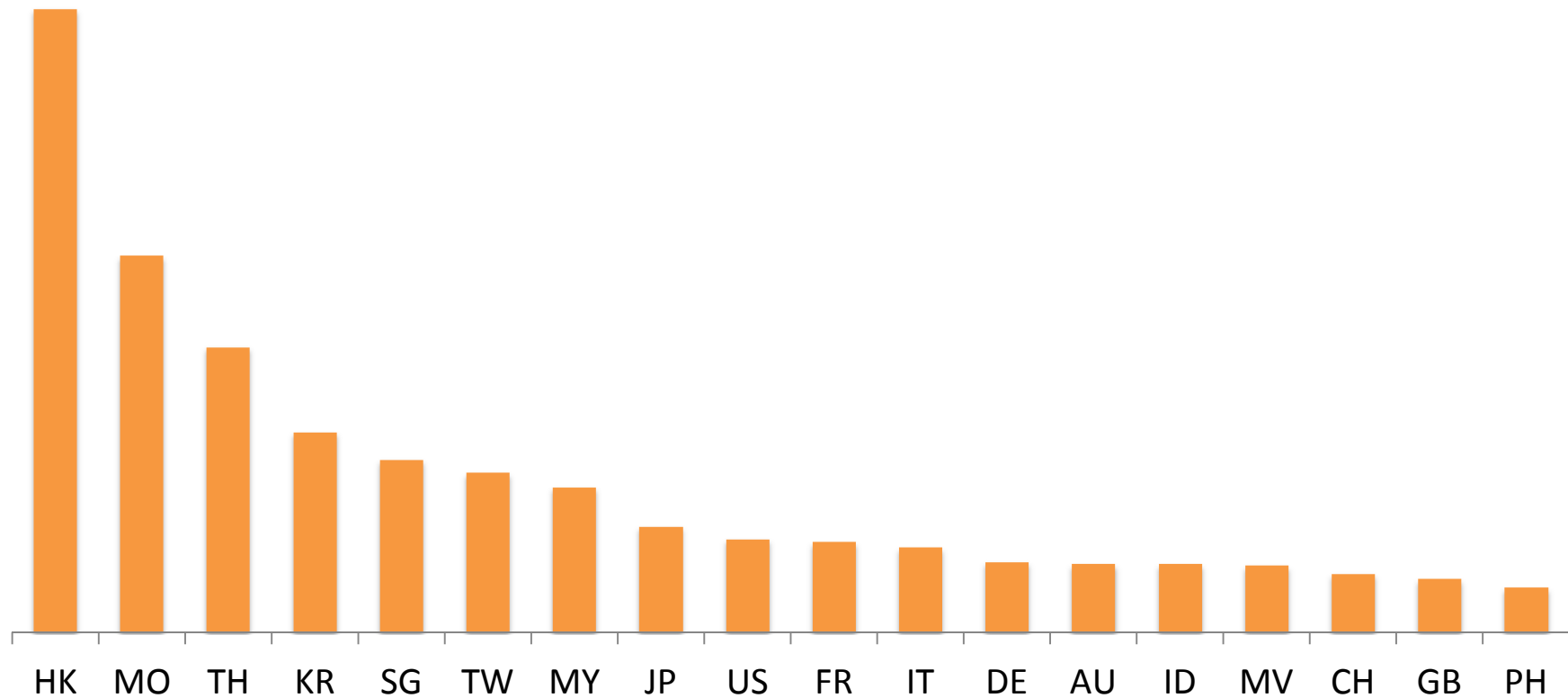
- Group tour vs. FIT
- 1960, 1970s vs. 1980, 2000s
- Business trip vs. Leisure vacation

Technology change travellers behaviors

- Call center vs. Internet/wireless

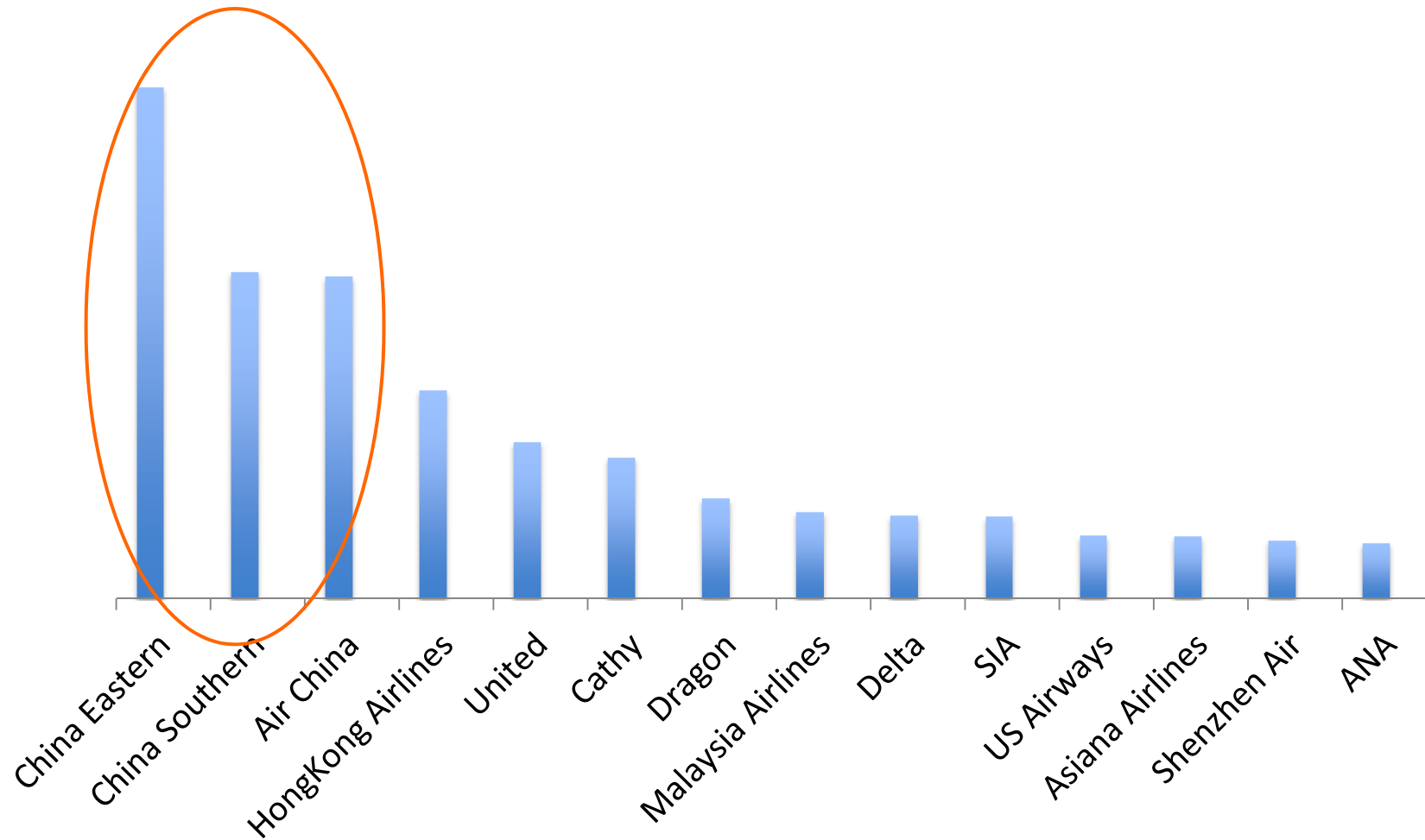
How Chinese travellers make
international flight purchase
decisions?

Top 3 destinations: Hong Kong, Macao, Thailand



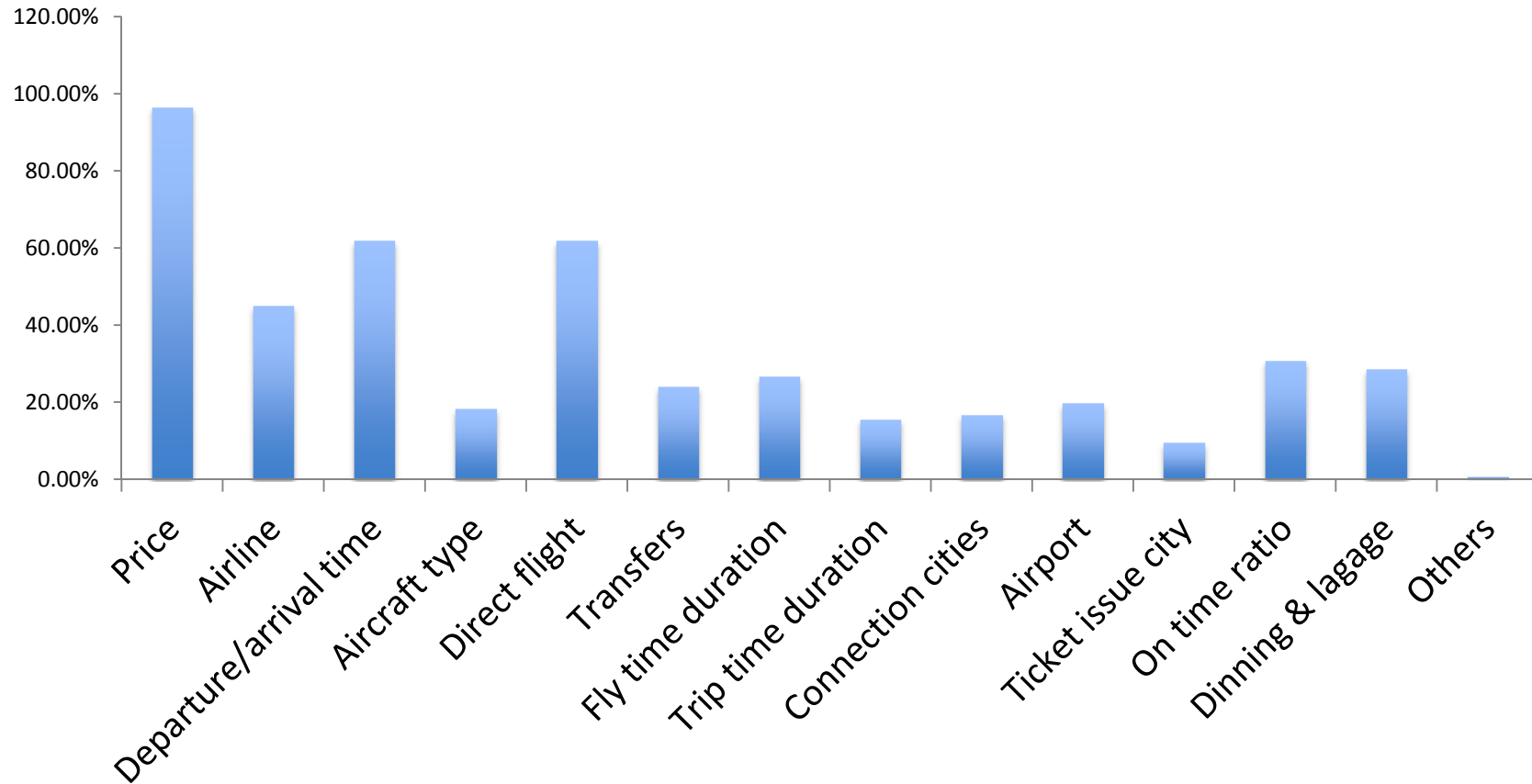
Source: Nielsen — 2012 Qunar User's Travel Behaviors and Consumption Value Research Report

Prefer domestic airlines



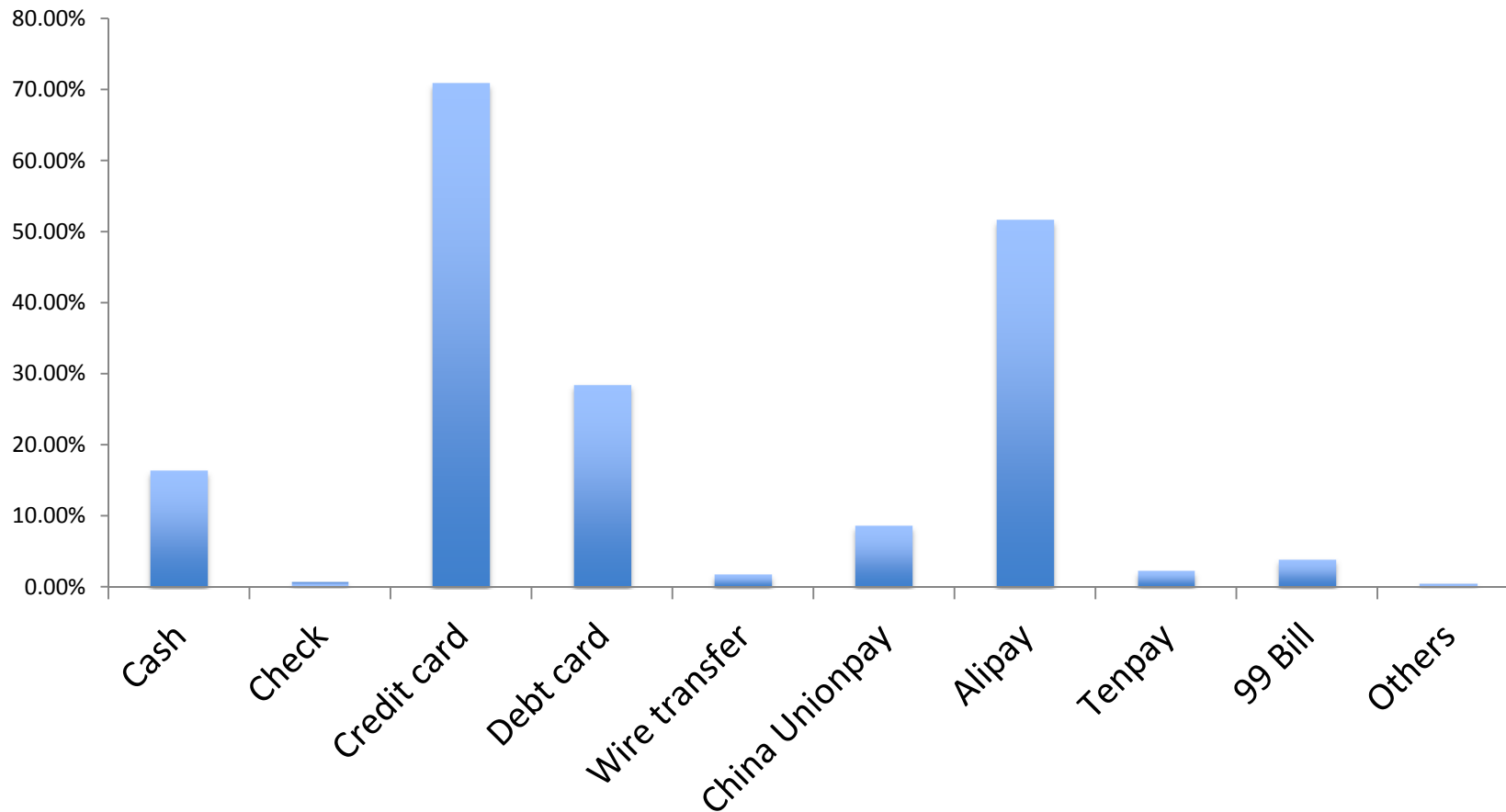
Source: Nielsen —2012 Qunar User's Travel Behaviors and Consumption Value Research Report

Price sensitive, most likely to choice direct flight



Source: Nielsen —2012 Qunar User's Travel Behaviors and Consumption Value Research Report

Credit card and Alipay are the most popular online payment adoptions



Source: Nielsen —2012 Qunar User's Travel Behaviors and Consumption Value Research Report

About Qunar.com

World's Biggest Chinese Travel Platform

◆ According to iResearch in January 2013 , Qunar.com had more than 74.7 million monthly visits.

◆ As of the end of December 2012, Qunar's search scope covers over 800 online travel agencies.

69,700 flight routes

235,700 hotels

154,100 vacation routes

7,300 tourist attractions

80 million travel guides

3,300 daily group-buying deals





Thanks!

Denise Peng
EVP, Qunar.com

Email: denise.peng@qunar.com

Mobile: 86-13910977349