

阿里旅行·去啊

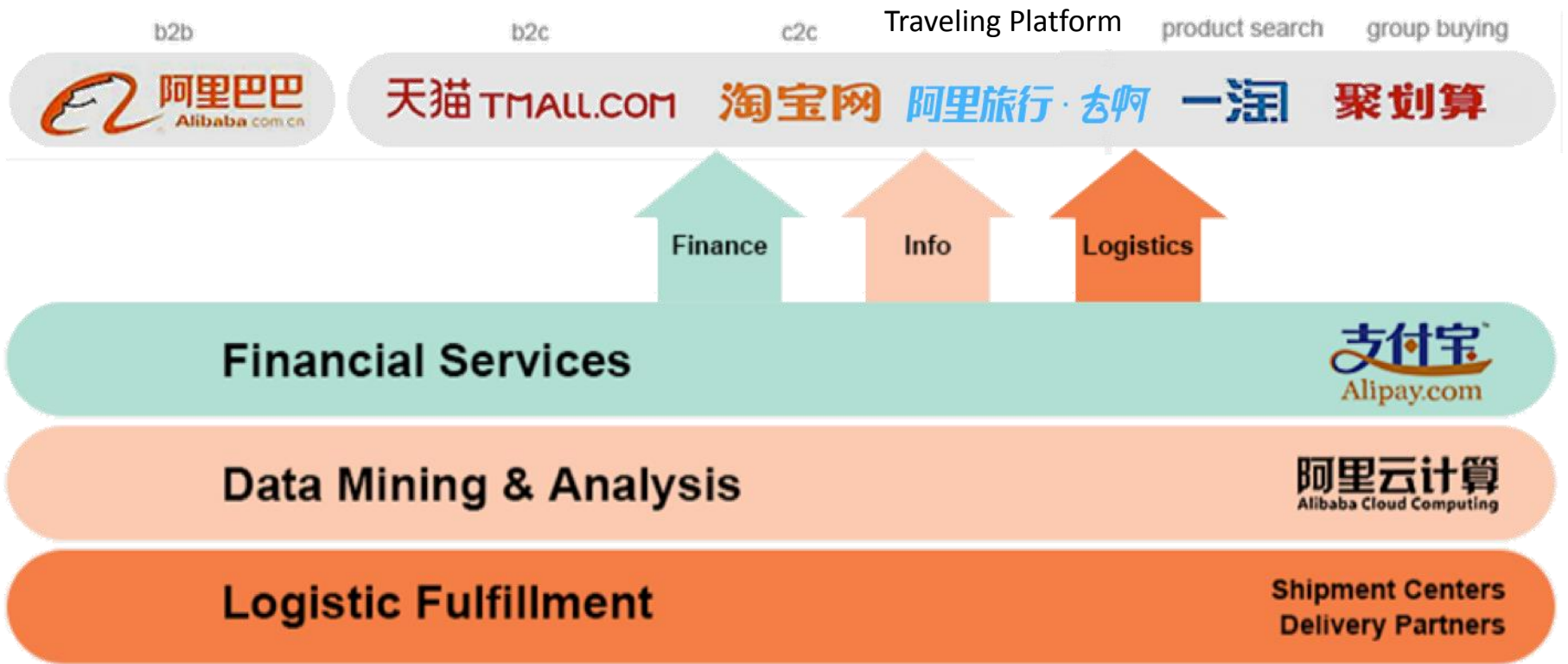
连接C与B的平台

亿万中国人走向世界的桥梁

Alitrip, The Bridge For Chinese
Traveler To The World

Alitrip.com, a subsidiary of Alibaba Group

- A Business Eco-system



The Largest On-line Travel Service Platform in China



500+
IATA Members



230,000
Hotels & Inns



2,000,000
Travel Services



We served **50 million** Chinese travellers in 2014

Alitrip.com ECO system



Alitrip.com was announced on 28th Oct. 2014

On 11th Nov. 2014, 12 merchants sales exceed RMB 10 million

In 2015 we expect 100+ merchants annual sales to exceed RMB 100 million.



**50million
members**



**Unique
Position**



Innovation

24 Hours Transaction @ 11.11.2014

500Millions+

20000

150thousands

Leisure travel Package

Travel packages to US

Outbound travel

12 Sellers

Revenue over 10 Millions, and 70% are traditional travel agencies

C2B Platform

Via **Big Data** analyze

consumer demand

Integrate Seller

optimize the shopping experience

Meeting **the Individual**

Requirements

Gender



56%

44%

Age

20-

4%

21-25

38%

26-30

30%

31-35

16%

36-40

6%

Profession



Office staff
45%

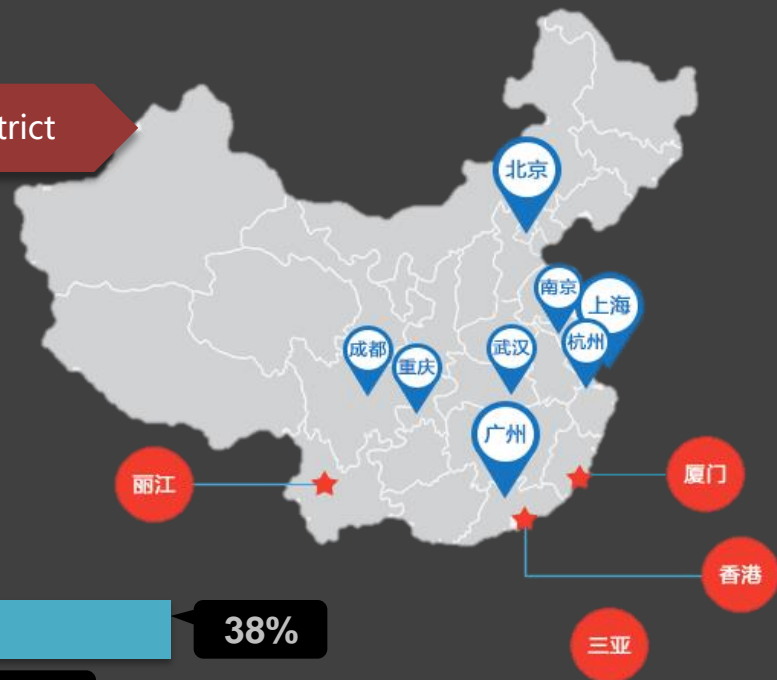


Student
15%



Civil service
15%

District



Education

10%

High school

College

10%

Post-graduate

Big Data Big Platform Precision Marketing



Destination @ Alitrip

Alitrip.com

The Largest Online Travel Marketing Platform
In China

Smart Travel

O2O: Using both online and offline resources, such as e-tickets for attractions, e-payment with mobile platform when shopping , and e-passport fill with destination information, etc and make a smarter way to travel in Destination.

- Mobile service information
- E-ticket (id card、 QR code)
- E-shopping
- E-tax refund (through alipay)

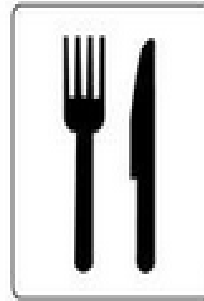
Smart Travel Case



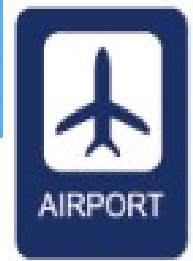
Suppliers can display their QR code anywhere for the travellers



Sight spot



Restaurant



机场

Airport



Hotel



Motor station



Parking lot



Information center



Railway station

阿里旅行·去啊

旅游目的地推广直销平台



Tourism Destination Promotion – Shan Dong

阿里旅行·去啊 Hi, 最近想去哪里玩? 请登录 免费注册

手机客户端 我的淘宝 购物车 收藏夹 服务中心 淘宝网 天猫 网站导航

阿里旅行·去啊

在线咨询



首页 | 国内机票 | 国际·港澳台机票 | 酒店 | 旅游度假 | 景点门票 | 客栈公寓 | 火车票 | 团购&特卖 ^{hot} | 目的地 | 我的旅行

阿里旅行·去啊 > 目的地 > 山东



Shan Dong Friendly
文化圣地 度假天堂
好客山东 魅力城市欢迎您

这是一片神奇而古老的土地，山的雄壮与海的博大共同孕育了她7000年的文明史。山东是中华文明的发源地之一，素有“孔孟之乡，礼仪之邦”的美誉，山东人也以豪爽、热情、大方的性格享有较高知名度，好客山东成为山东的标签。

— 热门旅游目的地 —

济南市 >

青岛市 >

淄博市 >

枣庄市 >

东营市 >

烟台市 >

潍坊市 >

济宁市 >

— 旅游风向标 —

4月

菏泽：菏泽国际牡丹文化旅游节

菏泽（古称曹州）牡丹栽培已有近千年历史，素有“曹州牡丹甲天下，天下牡丹出曹州”之誉。菏泽牡丹文化源远流长，悠久的历史，遍及千家万户的栽培社区

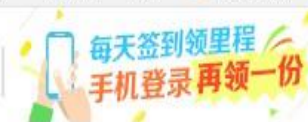
Tourism Destination Promotion – Huang Shan

阿里旅行·去啊 Hi, 老蔡空间 最近想去哪里玩? 退出

手机客户端 我的淘宝 购物车0 收藏夹 服务中心 淘宝网 天猫 网站导航

阿里旅行·去啊

在线咨询



首页 国内机票 国际·港澳台机票 酒店 旅游度假 景点门票 客栈公寓 火车票 团购&特卖 ^{hot} 目的地 我的旅行

阿里旅行·去啊 > 目的地 > 黄山

云开峰坠地 鸟阔树相连

黄山 Huangshan

云海日出

踏春赏花

徽派印象

山水胜景



印象

Impression

黄山市原名“徽州”，境内群峰参天，山丘屏列，岭谷交错，有深山、山谷，也有盆地、平原，波流清彻，溪水回环，到处清茶峻茂，水秀山灵，犹如一幅风景优美的画图。

热销爆款

精选黄山玩法，登山、赏花、玩水、人文，总有一样适合你！



攻城记

sina 新浪旅游独家合作



徽州春日好时光 千年古村三日

行程：3天

花费：800元

春天里黄山脚下的宏村、西递、呈坎都是被明艳艳的黄花围绕着，白墙，灰瓦，黄花，绿树，镇子里的青石小

Establish the destination channels together

destination.alitrip.com

e.g. : sg.alitrip.com page: it will be setup by both parties that features with tourist information, theme promotion and products sales.

Integrated information with official web site information, synchronized calendars, products sales and collaboration activities promotion pages through API integration with sg.alitrip.com and <http://www.yoursingapore.com>

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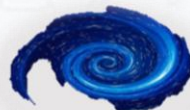
Brand Exploration

To attract more destination local travel suppliers onto our platform



阿里旅行·去啊

ALIMAMA: The world largest data company covers over 600 million users



0元游系列 - Hangzhou Travel Passport

视频文件 2分半

http://v.youku.com/v_show/id_XODgyOTIyODg4.html

航旅事业部



阿里旅行·去啊

Lijiang : The First One-Stop Travel Concept

Alitrip and Lijiang city government signed a strategic cooperation agreement

A press conference were held to introduce the cooperation campaign

Taobao users

Over 60 millions impression

Cooperation media :



Sold 2015 Lijiang Alitrip card after 10 mins start of the campaign

10,000 Lijiang Alitrip card were sold in the first day of the campaign

If all the Lijiang Alitrip card holders go to Lijiang in the same time, 600 plans will be needed



阿里旅行·去啊

Hong Kong : Perfect Travel Plan



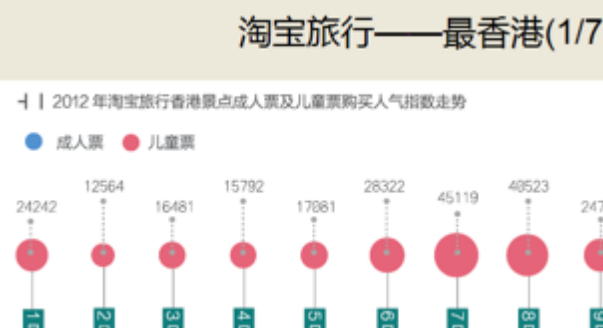
Alitrip launched a campaign before the 10th Hong Kong Winter festival to provide traveller with a one stop Hong Kong travel guide

RMB 1000 round trip ticket , RMB 500 5-star hotel

彻底High翻香港！



“聚香港” 借助聚划算
来源：北方网 作者： 2012-11-22
11月22日，“聚香港”活动在聚划算和淘宝旅行整体上球名品，打造O2O（线上到线下）一站式旅游购物体验。
据悉，10分钟拍完港龙航空375对上海、杭州、成都、长沙、武汉五地直（595间）和500元迪士尼酒店（114间）。10点场将举行负责人李鑫表示，“洲际酒店原价差额部分全部由淘



Over 40M impression

Taiwan : The Perfect Upgrade

Collaborate with the Tourism Board of Taiwan, and endorsed by the famous singer 杨宗纬 Aska Yang

- The first phase was sponsored by Taiwan' s largest airline – China Airline
- The second phase was sponsored by Taiwan' s second airline – Eva Airline - Hello Kitty theme airplane
- Collaboration with qyer.com
- Endorsed by 杨宗纬 Aska Yang , a theme song 《歌未央》 was released
- Established a long-term partnership with China Airline, where it actively participate with Taobao marketing campaign



1000 limited edition 台湾悠游卡 was sold in seconds

Over 40M impression



Alitrip — fulfills your travel dream

-Thanks-